

**ORDINANCE NO. 657
CITY OF DAYTON, OREGON**

AN ORDINANCE OF THE DAYTON CITY COUNCIL AMENDING TITLE 7 (DAYTON LAND USE AND DEVELOPMENT CODE) OF THE DAYTON MUNICIPAL CODE.

WHEREAS, the Dayton Municipal Code (DMC) is a codification of the general ordinances of Dayton, Oregon, organized by subject matter under Title, of which includes Title 7, Dayton Land Use and Development Code; and

WHEREAS, the Dayton City Council initiated a legislative text amendment (LA 2023-02) to amend Section 7.2.111 which regulates development in the Dayton Central Business Overlay Zone (CBO) at their meeting of February 21, 2023; and

WHEREAS, on August 28 and September 11, 2023, the Technical Advisory Committee held work sessions to consider the desired changes to Section 7.2.111 of Title 7, and, after these work sessions, directed city staff to schedule a public hearing on LA 2023-02 to consider the recommended changes; and

WHEREAS, on November 9, 2023, public notice for LA 2023-02 was provided to the Department of Land Conservation and Development with a description of all proposed changes; and

WHEREAS, on November 20, 2023, public notice for LA 2023-02 was provided in accordance with ORS 227.186, with notice mailed to the current owners of all properties located within the CBO; and

WHEREAS, on December 1, 2023, public notice for LA 2023-02 was published in the McMinnville News Register with a description of all proposed changes; and

WHEREAS, on December 14, 2023, the Dayton Planning Commission conducted the first of two required public hearings for LA 2023-02 at which time interested parties were provided full opportunity to be present and heard; and

WHEREAS, on December 14, 2023, the Dayton Planning Commission reviewed the proposed amendments included in the December 14 staff report for LA 2023-02 for additional changes to Title 7, and with all members present, unanimously passed a motion recommending that the City Council adopt LA 2023-01 as further amended by proposed changes to the document of December 14, 2023; and

WHEREAS, on January 2, 2024, the Dayton City Council conducted the second required public hearing for LA 2023-02 at which time interested parties were provided full opportunity to be present and heard on the proposed amendments to Title 7 as amended.

NOW, THEREFORE, THE CITY OF DAYTON ORDAINS AS FOLLOWS:

Section 1. The City Council of the City of Dayton does hereby adopt the staff report dated January 2, 2024, including the findings of fact and conclusionary findings and supporting documentation contained in the staff report, attached to this Ordinance as Exhibit 1.

Section 2. The City Council of the City of Dayton does hereby amend Title 7 of the Dayton Municipal Code, attached to this Ordinance as Exhibit 2.

Section 3. This ordinance is effective thirty (30) days after its adoption.

PASSED AND ADOPTED by the City Council of the City of Dayton on this 5 day of February, 2024.

Mode of Enactment:

Date of first reading: January 2, 2024 In full _____ or by title only XX

Date of second reading: February 5, 2024 In full _____ or by title only XX

X No Council member present at the meeting requested that the ordinance be read in full.

_____ A copy of the ordinance was provided to each Council member; three copies were provided for public inspection in the office of the City Recorder no later than one week before the first reading of the Ordinance.

Final Vote:

In Favor: Frank, Mackin, Maguire, Marquez, and Sandoval-Perez

Opposed:

Absent: Hildebrandt and Wildhaber

Abstained:

Trini Marquez
Trini Marquez, Mayor

2-5-2024
Date of Signing

ATTESTED BY:

Rocio Vargas
Rocio Vargas, City Recorder

2/5/2024
Date of Enactment

Attachment: Exhibit 1 - Staff Report
Exhibit 2 - Title 7 Amendments

EXHIBIT 1



STAFF REPORT

LA 2023-02 PUBLIC HEARING BEFORE CITY COUNCIL

HEARING DATE: January 2, 2024

SUBJECT: Text amendments to Chapter 7.2.111 of the Dayton Land Use Development Code to add design standards for new development in the Central Business Area Overlay District (CBO).

APPROVAL

CRITERIA: Dayton Land Use Development Code, Section 7.3.112.03, A – D.

EXHIBITS:

- A. Proposed Code Amendments
- B. Technical Advisory Committee Memo 1
- C. Technical Advisory Committee Memo 2
- D. Measure 56 notice
- E. Public Comment Submitted to Planning Commission

I. REQUESTED ACTION

Conduct a public hearing on proposed legislative amendments to Chapter 7.2.111 of the Dayton Land Use Development Code (DLUDC), case file LA 2023-02. Options for action on LA 2023-02 include the following:

- A. Adopt the findings in the staff report and adopt LA 2023-02:
 - 1. As presented / recommended by staff; or
 - 2. As amended by the City Council (indicating desired revisions).
- B. Recommend that the City Council take no action on LA 2023-02.
- C. Continue the public hearing to a date/time certain.

II. BACKGROUND

In 2012, the Dayton City Council unanimously adopted the Dayton Forward Plan to provide a vision for the future of Dayton. The vision included specific goals related to revitalizing the central business core by improving the urban form of the built environment within the City's CBO. In February of 2023, the City Council included the CBO design standard update as a high priority objective toward creating a livable community that is aesthetically pleasing, affordable, inviting, and with a vibrant and diverse economy (Goal B). With that goal in mind, the City Council initiated this text amendment to ensure future development within the district will be consistent with the aspirations of the Dayton community.

The roster of the Technical Advisory Committee (TAC) was assembled during the week of July 21st, 2023. Staff conducted two public meetings with the TAC to consider examples from other cities and provide input on draft recommendations from staff. Staff memos from both those meetings are included in Exhibits B and C. Following those meetings, the draft amendments were further refined in response to comments from TAC members to produce the draft amendments in Exhibit A for consideration by the Planning Commission.

III. PROCESS

Section 7.3.112.01 requires text amendments to the DLUDC to be approved through a Type IV review procedure as specified in Section 7.3.2.

On August 28, 2023, the TAC held a work session to review examples of design standards in sample cities and reach consensus on a general set of design elements to be included in the first draft of code amendments to be reviewed at the second meeting of the TAC.

On September 11, 2023, the TAC met a second time to review a first draft of code amendments to Section 7.2.111 of the DLUDC along with preliminary survey results from the Dayton Redevelopment Survey.

On November 9, 2023, staff issued the required 35-day notice to the Department of Land Conservation and Development. On November 20, 2023 staff sent notice to all property owners within the CBO as required under ORS 277.186 notifying them of proposed changes in land use regulations that may affect the use of their property. On December 1, 2023, written notice of the hearing before the Planning Commission and subsequent hearing before City Council was published in the McMinnville News Register. On December 14, the first required public hearing was held before the Planning Commission. Following the public hearing, the Planning Commission deliberated and voted unanimously to approve LA 2023-02 with recommended revisions.

Public Comment

The Planning Commission received two public comments at the December 14 hearing. The first comments were provided by Judy Gerrard, member of the Historic Preservation Committee and member of the TAC. Ms. Gerrard provided comments in support of LA 2023-02 that described process of the TAC and discussions they had regarding key issues such as the increase in the maximum building height.

Steve Scott of McMinnville Properties and representing Twin Towers, LLC provided the comments in Exhibit E asking for clarification regarding any minimum requirements for overnight accommodations to qualify for the proposed height bonus for new buildings and asking if rooftop mechanical equipment would be subject to the maximum height requirement. Staff clarified the overnight accommodation does not need to be present on more than one floor above the ground floor of a new building to qualify for the height bonus. Staff agreed that the proposed revisions did not address rooftop mechanical equipment and that it was common for these features not to be subject to the maximum height limits. Staff provided an example of code language from the City of Gresham that exempts such features from maximum height limits. In response, Planning Commission instructed staff to incorporate similar language into the amendments sent to the City Council for adoption. This recommendation was added to the proposed text amendments shown in Exhibit A.

The scope of the proposed text amendments associated with LA 2023-02 are included in Exhibit A and are shown in *italic bold* and ~~strikethrough~~ format for review purposes.

IV. SUMMARY OF PROPOSED AMENDMENTS

The following summarizes the proposed amendments to the applicable sections of the DLUDC in the order they appear in the Code.

7.2.111.03 Development Requirements

Adds standard overlay language to clarify the relationship between the requirements of the CBO and the underlying zoning district.

7.2.111.04 Dimensional Standards

Creates a new table summarizing the applicable development standards in the CBO for setbacks and height.

7.2.111.05 Building Orientation

This section includes requirements such as orienting primary entrances toward streets with connected walkways, incorporating recessed or sheltered building entrances, placing off-street facilities internally—including parking—and establishing standards for corner entrances. Additionally, a minimum transparency requirement for primary entrances is required.

7.2.111.06 Building Height Bonus

This section allows an increase in maximum building height from 45 feet to 55 feet, provided specific conditions are met, including step-back requirements on the upper stories of the building to minimize vertical bulk and limitations on the portion exceeding 45 feet. For properties at the northeast corner of Ferry Street and Third Street, further allowances up to 65 feet from 55 feet are allowed with corresponding conditions.

7.2.111.07 Building Design

This section includes minimum requirements for building articulation including horizontal articulation for wider structures provided with elements such as proportional bays, storefront features, shelter for pedestrians, and minimum requirements for window transparency at the ground floor.

7.2.111.08 Building Materials and Colors

This section restricts the use of certain materials and colors on non-residential structures to low reflective, earth tones, and shades from the designated palette to ensure compatibility with existing historic buildings in the district.

7.2.202.01 Building Height Limitations

Adds language exempting heating, ventilation, and air conditioning (HVAC) equipment, solar energy systems, small scale wind energy systems, mini wireless communication facilities and other similar features not used for human occupancy from building height limitations.

V. FINDINGS AND APPROVAL CRITERIA

7.3.112.01 Process

Amendments to the Comprehensive Plan and Development Code texts shall be reviewed in accordance with the Type IV review procedures specified in Section 7.3.201.

7.3.112.03 Criteria for Approval

Amendments to the Comprehensive Plan or Development Code text shall be approved if the evidence can substantiate the following:

A. Impact of the proposed amendment on land use and development patterns within the city, as measured by:

1. Traffic generation and circulation patterns;

Findings: The proposed amendments involve new standards primarily regulating the form of new development in the CBO, but do not involve changes to the uses allowed in the underlying Commercial (C) and Commercial Residential (CR) zoning designations. Future traffic generation will be evaluated through the Site Development Review process when future development is proposed. Further, the street network within the CBO is well established, therefore the new design standards will not impact the established circulation patterns. Staff find this criterion is satisfied.

2. *Demand for public facilities and services;*

Findings: The proposed amendments regulate the form of new development in the CBO, but do not involve changes to the uses allowed in the underlying zoning designations that could be anticipated to affect demand on public facilities and services before development under the new standards is proposed. Therefore, impacts to the demand for public facilities and services will be evaluated through the Site Development Review process. Staff find this criterion is satisfied.

3. *Level of park and recreation facilities;*

Findings: The amendments do not involve changes to the uses allowed in the underlying zoning districts that would affect the level of service provided by existing park and recreation facilities. Nevertheless, the area is well served by Courthouse Square Park and Legion Field. This criterion is met.

4. *Economic activities;*

Findings: The proposed amendments are intended, in part, to stimulate economic activity in the CBO and generate a positive impact on economic activity. Staff find this criterion is satisfied.

5. *Protection and use of natural resources;*

Findings: The CBO does not include areas containing identified natural resources.

6. *Compliance of the proposal with existing adopted special purpose plans or programs, such as public facilities improvements.*

Findings: The proposal advances existing plans and programs such as the 2012 Dayton Forward Plan and the strategic goals of City Council which included the CBO design standard update as a high priority objective toward creating a livable community that is aesthetically pleasing, affordable, inviting, and with a vibrant and diverse economy. Staff find this criterion is satisfied.

B. A demonstrated need exists for the product of the proposed amendment.

Findings: The product of the amendment is needed to advance the long-term vision of the City set forth in the 2012 Dayton Forward Plan. The vision included specific goals related to revitalizing the central business core by improving the form of the built environment within the City's CBO. In February of 2023, the City Council included the CBO design standard update as a high priority objective toward creating a livable community that is aesthetically pleasing, affordable, inviting, and with a vibrant and diverse economy. Staff find this criterion is satisfied.

C. The proposed amendment complies with all applicable Statewide Planning Goals and administrative rule requirements.

Applicable Statewide Planning Goals.

Goal 1, Citizen Involvement.

Findings: A public hearing on the proposed amendments was held before the Planning Commission on December 14, 2023, at City Hall at 6:30 p.m. and a second public hearing will be held before City Council in January 2024. Public notice has been provided in accordance with noticing requirements in the Dayton Land Use and Development Code for legislative public hearings by the Planning Commission and the City Council. Goal 1 is satisfied.

Goal 2, Land Use Planning.

Findings: Goal 2 requires each local government in Oregon to have and follow a comprehensive land use plan and implementing regulations. These are in place. The scope of this legislative proposal does not involve any amendments to the Comprehensive Plan policies. Existing

Comprehensive Plan land use map designations and base zoning designations are unchanged. This amendment proposal does not add, subtract, or modify the uses allowed either outright or conditionally by the existing zone. The proposal does not involve exceptions to the Statewide Goals. Staff finds Goal 2 is satisfied.

Goal 3 & 4. Agricultural Lands and Forest Lands

Findings: Goal 3 and 4 primarily pertain to rural areas, typically outside urban areas. Staff finds Goals 3 and 4 to be not applicable due to the limited scope of the proposed text amendments.

Goal 5. Natural Resources, Scenic and Historic Areas, and Open Spaces.

Findings: Staff observe how the proposed amendments do not impact natural resources or open spaces. Staff incorporate the scope of work description above in response to Goal 2. This amendment proposal does not add, subtract, or modify the list / description of historic resources identified in the Historical Property Overlay Zone. Nevertheless, the amendments included a number of provisions that will ensure that future development in the district is compatible with the designated landmarks in the CBO. Staff find that Goal 5 is satisfied.

Goal 6. Air, Water and Land Resources Quality.

Findings: The proposal does not address Goal 6 resources. Based on the limited scope of proposed text amendments, staff finds Goal 6 to be not applicable.

Goal 7. Areas Subject to Natural Hazards.

Findings: The proposal does not address Goal 7 resources. Based on the limited scope of the proposed text amendments, staff finds Goal 7 to be not applicable.

Goal 8. Recreation Needs.

Findings: The proposal does not address Goal 8 resources. Based on the limited scope of work included in this report staff finds Goal 8 to be not applicable.

Goal 9. Economic Development.

Findings: Proposed amendments do not change the permitted uses in the underlying C and CR zones and do not modify the Industrial zone. Proposed changes to the DLUDC do not impact identified future employment areas identified through past Economic Opportunities Analysis. Accordingly, staff find that Goal 9 does not apply.

Goal 10. Housing.

Findings: The proposed amendments introduce new design standards that may apply to future dwelling units in the CBO. These amendments are not intended to hinder the ability to construct dwelling units in accordance with existing zoning and other development standards. Proposed changes to the DLUDC will not impact identified needed housing as identified through the existing Housing Needs Analysis. Accordingly, Goal 10 does not apply.

Goal 11. Public Facilities and Services.

Findings: Public facilities under Goal 11 include water, sanitary sewer, police, and fire protection. Other services (e.g., health, communication services) are also listed in Goal 11. The proposed amendments do not have any direct impact on any of the master planning documents required under Goal 11. The proposed amendments are consistent with Goal 11.

Goal 12. Transportation.

Findings: The proposed amendments to the DLUDC are found to comply with Oregon Administrative Rule (OAR) 660-012, commonly referred to as the Transportation Planning Rule, as there are no proposed changes or amendments to local transportation requirements or road classifications. Goal 12 is met.

Goal 13. Energy Conservation.

Findings: Based on the limited scope of work described in this report, staff finds Goal 13 to be not applicable.

Goal 14. Urbanization.

Findings: Based on the limited scope of the text amendments described in this report, staff finds Goal 14 to be not applicable. No change to the existing Urban Growth Boundary (UGB) is proposed.

Goal 15 for the Willamette River Greenway and Goals 16 – 19 for the Coastal Goals.

Findings: Staff observe Goals 15 through 19 to apply only to specific regions of the state (*Willamette River Greenway, Estuarine Resources, Coastal Shorelands, Beaches and Dunes, Ocean Resources*). Goals 15 – 19 do not apply because the city is not on the Willamette River or in a coastal area.

The proposed amendments are consistent with the applicable Statewide Planning Goals. This criterion is met.

D. The amendment is appropriate as measured by at least one of the following criteria:

- 1. It corrects identified error(s) in the provisions of the plan.*
- 2. It represents a logical implementation of the plan.*
- 3. It is mandated by changes in federal, state, or local law.*
- 4. It is otherwise deemed by the council to be desirable, appropriate, and proper.*

Findings: The City Council has deemed the amendment desirable, appropriate, and proper to advance the long-term vision of the City set forth in the 2012 Dayton Forward Plan. The vision included specific goals related to revitalizing the central business core by improving the form of the built environment within the City’s CBO. In February of 2023, the City Council included the CBO design standard update as a high priority objective toward creating a livable community that is aesthetically pleasing, affordable, inviting, and with a vibrant and diverse economy. For the reasons enumerated above, staff find this criterion is satisfied.

VI. CITY COUNCIL ACTION – Sample Motion

A councilor may make a motion to either:

1. Adopt the staff report and recommend the City Council approve the amendments. A sample motion is:
I move the City Council adopt the staff report and approve LA 2023-02.
2. Adopt a revised staff report with changes City Council approve the revised amendments. A sample motion is:
I move the City Council adopt a revised staff report with the following revisions...state the revisions...and recommend the City Council approve the revised amendments.
3. Recommend the City Council deny the proposed amendments. A sample motion is:

I move the City Council deny the proposed amendments for the following reasons...and state the reasons for the denial.

- 4. Continue the hearing to a date/time certain. A sample motion is:

I move the City Council continue the hearing to a date (state the date) and time (state the time) to obtain additional information and state the information to be obtained.

Staff Report prepared by Curt Fisher, AICP - City Planner

EXHIBIT A

7.2.111 Central Business Area Overlay Zone (CBO)

7.2.111.01 Purpose

7.2.111.02 Central Business Area **Overlay Zone** Defined

7.2.111.03 Development Requirements

7.2.111.04 ~~Parking~~ **Dimensional Standards**

7.2.111.05 ~~Landscaping~~ **Building Orientation**

7.2.111.06 ~~Building Standards~~ **Height Bonus**

7.2.111.07 ~~Signs Moved To Section 7.4.1 ORD 652~~ **Building Design**

7.2.111.08 ~~Modification Of Site Design Standards~~ **Building Materials and Colors**

7.2.111.09 Landscaping

7.2.111.10 Modification Of Site Design Standards

7.2.111.01 Purpose

The purpose of the Central Business Area Overlay Zone is to establish development requirements which are specifically designed to address the unique challenges the City's downtown.

7.2.111.02 Central Business Area Overlay Zone Defined

For the purposes of this Section, the Central Business Area **Overlay Zone** shall be defined as follows: C and CR zoned land located south of Church Street, east of Fifth Street, north of Alder Street, and west of Second Street. (Amended ORD 610 effective 4/2/12)

7.2.111.03 Development Requirements

- A. General Requirements: Not withstanding provisions contained elsewhere in this Code, the following regulations shall apply to the development of new buildings **and modifications to existing buildings requiring Site Development Review** within the Central Business Area **Overlay Zone**. **Change of use or development within the Central Business Area Overlay Zone must comply with the development standards applicable in the underlying zone and the development standards set forth in this section. The development standards in this section are in addition to, and not in lieu of, all other applicable development standards in the underlying zone. Where a development standard in this section conflicts with a development standard applicable in the underlying zone, the development standard in this section shall be the applicable development standard. None of the provisions of this Chapter shall relieve an applicant from meeting the requirements that apply to Designated Landmarks in the Historical Property Overlay Zone.**
- B. Permitted Uses. Unless specifically modified by this Section, regulations in this Section do not prohibit or restrict, nor alter the development requirements of, permitted, specially permitted, or conditionally permitted uses within the ~~Commercial Zone~~ **underlying zone**.
- C. Use Restrictions. In addition to the use limitations in Section 7.2.106.06.B., facilities with drive-through and drive-in windows, and wireless communication facilities shall be prohibited. An exception for a drive-through window may be granted by the City Manager if the property or business owner provides a written request for an exception containing written, historical evidence or photographic documentation (which documentation includes a date) that the drive-through

window or a drive-in existed and was used as part of a permitted or conditional use prior to October 6, 2011 and evidence that the owner meets the requirements of Section 7.2.414. If the City Manager determines at the time the exception is requested that additional interpretation is needed, the **City** Manager may require that the Planning Commission make a determination regarding the exception under a Type II process. *(Amended ORD 610 effective 4/2/12)*

7.2.111.04 Dimensional Standards

Table 7.2.111.04 – Central Business Area Overlay Zone Dimensional Standards	
Minimum Lot Area	None
Minimum Front/Street Side Yards	No front or streetside setback is allowed. Exceptions to the setback requirements may be granted to allow for a pedestrian plaza, courtyard, dining space, landscaping, or similar purpose.
Minimum Rear Yard	None
Minimum Side Yard	None
Maximum Structure Height*	45 feet maximum building height; or 55 feet with height bonus, subject to subsection 7.2.111.06. Except for the properties identified in subsection 7.2.111.06.D, where the maximum building height shall be 55 feet; or 65 feet with height bonus.
Setback from Residential Zones	Buildings shall be setback a minimum of 10 feet from R-1, R-2, and R-3 zoned properties. The minimum setback shall increase by one foot for each one foot of building height over 35 feet.

***Projections that are not subject to the maximum height limit are described in Section 7.2.202.01 of the DLUDC.**

7.2.111.065 Building Orientation

New buildings shall comply with the following standards:

- ~~A. Setbacks. The maximum building setback from a street side property line shall be 10 feet. The street side setback area shall be landscaped. Otherwise, there shall be no minimum nor maximum building setbacks. If a drive through window is permitted through the exception process under Section 7.2.111.03C, the set back from the street side shall be a minimum of fifteen (15) feet. *(Added ORD 610 effective 4/2/12)*~~
- ~~B. Building Height. New buildings shall be within 25 percent of the average height of existing buildings located on the same street side. *(Amended ORD 610 effective 4/2/12)*~~
- ~~C. Orientation. The main entrance to a building shall face a public street.~~
- ~~D. Building Facade. Building facades visible from a public street shall be of brick or wood construction.~~
- ~~E. Special Design Requirements. For property located on the south side of Ferry Street, between Third and Fourth Streets, the following additional design standards shall apply:~~

- ~~1. Setbacks. The maximum building setback from a street side property line shall be 0 feet. See Section 7.2.111.06, letter A, for a drive through window. (Amended ORD 610 effective 4/2/12)~~
 - ~~2. Building Height. New buildings shall be within 10 percent of the average height of existing buildings. (Amended ORD 610 effective 4/2/12)~~
 - ~~3. Building Facade. The building facade visible from a public street shall be predominantly of brick.~~
 - ~~4. Building Design. New buildings shall be similar in character and design with existing structures.~~
- A. The building shall comply with the dimensional standards in subsection 7.2.111.04.**
 - B. Provide at least one primary building entrance facing an abutting street that shall open onto a sidewalk, pedestrian plaza or courtyard, and a walkway shall connect the primary entrance to the plaza and sidewalk.**
 - C. Building entrances shall be recessed or otherwise covered by a pedestrian shelter.**
 - D. Off-street parking and loading areas shall not be required within the Central Business Area. Off-street parking, loading areas, trash pick-up, and above ground utilities, including but not limited to utility vaults and propane tanks, shall not be placed between building entrances and the street(s) to which they are oriented, but shall be oriented internally to the block, screened, and accessed by alleys to the extent practicable.**
 - E. Where off-street parking is provided, it shall conform to the dimensional standards and landscape standards of Section 7.2.303.**
 - F. Where a development contains multiple buildings and there is insufficient street frontage to which buildings can be oriented, a primary entrance may be oriented to plaza, courtyard, or similar space containing pedestrian amenities. When oriented this way, the primary entrance(s), plaza, or courtyard shall be connected to the street by a landscaped and lighted walkway with an approved surface not less than five (5) feet wide.**
 - G. Buildings on corner lots shall have a corner entrance not more than 20 feet from the corner of the building and contain architectural features that emphasize the corner (e.g., chamfered/rounded edge, windows, molding, art).**
 - H. Primary building entrances shall be at least fifty percent (50%) transparent so that two-way views, in and out of a building, are possible. This standard can be met by a door with a window, a transom window above the door, or sidelights beside the door.**

7.2.111.046 Parking Building Height Bonus

~~Off-street and loading areas shall not be required within the Central Business Area. Off-street parking installed at the option of the owner shall comply with the following:~~

- ~~A. Parking spaces shall be located behind the primary building. For corner lots, this shall be identified as being opposite, and furthest from, the primary building access.~~
- ~~B. Improvements, such as driveways and parking space dimensions, shall otherwise comply with Code requirements.~~

The following standards are intended to support the urban design objectives for downtown and facilitate mixed-use development through increased building height, while protecting the historic integrity of downtown buildings. All the standards in this section must be met for approval of a building height bonus:

- A. *The maximum allowable height may be increased from 45 feet to 55 feet when the standards under this section are met.*
- B. *The portion of the building exceeding 45 feet shall cover not more than 50 percent of the building floor plate, as defined by the building foundation perimeter. Except the portion of the building subject to the height bonus may exceed 50 percent of the building floor plate for a mixed-use building that includes multifamily dwelling units or overnight accommodations above the ground floor.*
- C. *The portion of the building exceeding 45 feet shall step-back from (recess behind) the building plane of the ground floor by one foot for each foot of building height above 45 feet.*
- D. *Special Design Requirements. Due to the unique location of the properties at the corner of Ferry Street (OR 155) and Third Street (OR 221), the following height standards shall apply to the properties fronting the north side of Ferry Street, between Second and Third Streets:*
 - 1. *Building Height. 55 feet maximum building height. The maximum building height may be increased to 65 feet when the standards in subsection 2 and 3 are met.*
 - 2. *The portion of the building exceeding 55 feet shall cover not more than 50 percent of the building floor plate, as defined by the building foundation perimeter. Except the portion of the building subject to the height bonus may exceed 50 percent of the building floor plate for a mixed-use building that includes multifamily dwelling units or overnight accommodations above the ground floor.*
 - 3. *The portion of the building exceeding 55 feet shall step-back from (recess behind) the building plane of the ground floor by one foot for each foot of building height above 55 feet.*

7.2.111.057. Building Design

- A. *Horizontal Articulation. Buildings more than 60 feet wide facing a street or plaza shall be visually divided into proportional bays similar in scale to historic building patterns and the historic lot widths of the Dayton Town Plat. Front elevations should be articulated (e.g., offset, recess, projection, or similar "break" in the wall plane) not less than once every 30 feet. Acceptable methods to satisfy the standard include offsets in a building elevation, roofline and/or the placement of windows, pilasters, awnings/canopies, trim, art/medallions, or other detailing and ornamentation. Changes in paint color do not satisfy this standard.*
- B. *Horizontal Rhythm. The main façade of the building shall be visually compatible with adjoining buildings. The standard may be met through either similar height and width, or with design elements that provide visual continuity with the height and width of adjoining buildings. Examples of such design elements include but are not limited to the base below a series of storefront windows; an existing awning or canopy line; a belt course between building stories; an existing cornice or parapet line. Where adjacent buildings do not provide a historically appropriate reference, the development may establish new horizontal lines consistent with historical precedent. This standard shall not be interpreted to prohibit building up to the allowed height limit.*
- C. *Storefronts (that portion of the building that faces a public street) shall include the following basic features of a historic storefront:*

1. *A belt course separating the upper stories from the first floor;*
2. *A bulkhead or kickplate at the street level;*
3. *A recessed entry and transom with transparent door;* and
4. *Decorative cornice or cap at the roofline.*

D. Pedestrian Shelters. *Awnings, canopies, recesses or similar pedestrian shelters shall be provided along at least 60 percent of a building's ground floor elevation(s) where the building abuts a sidewalk or civic space (e.g., plaza).*

1. *Pedestrian shelters used to meet the above standard shall extend at least 5 feet over the pedestrian area, be proportionate to the building in its dimensions, and not obscure the building's architectural details.*
2. *Pedestrian shelters shall align with one another to the extent practicable.*
3. *Shelters shall not conflict with mezzanine or transom windows.*
4. *Colored canvas (not plastic) awnings and metal or plexi-glass canopies, when consistent with historical styles, are allowed.*
5. *Color of the pedestrian shelter shall be compatible with the main building.*
6. *Where signs are proposed as part of pedestrian shelters, they shall be required to meet the provisions of Chapter 7.4.1 Sign Regulations.*

Exceptions: *Pedestrian shelters are not required where historical precedent dictates otherwise. In addition, the Planning Commission may reduce the minimum shelter depth upon finding that existing right-of-way, easements, or building code requirements preclude a standard shelter.*

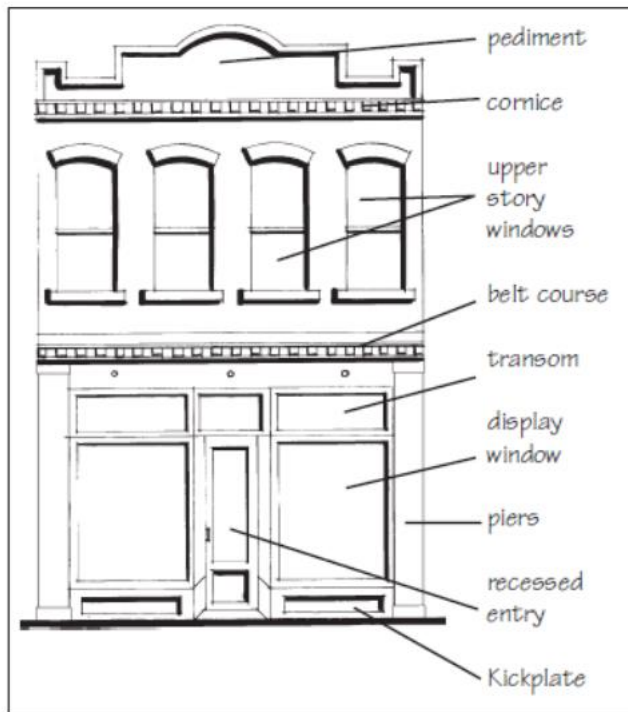


Figure 7.2.111.07. Typical Storefront Components

E. Windows

1. *Windows shall be recessed and not flush or project from the surface of the outer wall. In addition, upper floor window orientation primarily shall be vertical.*
 2. *A minimum of 60 percent of the ground floor building elevations facing a street shall be comprised of transparent windows.*
 3. *All side and non-ground floor building elevations not otherwise subject to the provisions of subsection 2, above, shall be comprised of not less than 30 percent transparent windows; except zero-lot line/common wall elevations are not required to provide windows.*
- F. The predominate roof form of buildings on Ferry Street shall be a flat roof with appropriately scaled cornice or stepped parapet top.**
- G. Rooftop mechanical equipment as described in Section 7.2.202.0.B shall be setback and screened so as to not be visible to a person standing within an adjacent, at-grade public right of way, park, or open space.**

7.2.111.08 Building Materials and Colors

A. Building Materials.

1. *Exterior building materials shall consist of materials found on historic buildings in the downtown area including decorative block, brick, painted wood, smooth stucco, or natural stone. The use of high intensity colors such as, neon, metallic or florescent colors for the façade of the building are prohibited.*
2. *The following materials are prohibited for use on visible surfaces on non-residential structures:*
 - a. *Vinyl and aluminum;*
 - b. *Asphalt or fiberglass shingles;*
 - c. *Structural ribbed metal panels;*
 - d. *Corrugated metal panels;*
 - e. *Plywood sheathing, to include wood paneling such as T-111;*
 - f. *Plastic sheathing; and*
 - g. *Reflective or moderate to high grade tinted glass.*

B. Colors. Exterior building colors shall be compatible with those traditionally seen in the Commercial Business Area Overlay District.

1. *Primary building colors shall be of low reflective, subtle, earth tones or other natural color shades. Permitted colors include shades brick red, brick cream, tan, brown, and dark to light shades of gray (including shades of blue-gray and green-gray) that conform to the Dayton Central Business Area Overlay District color palette in Figure 7.2.111.08.B.*
2. *The use of high intensity colors that are reflective, sparkling, or florescent for the façade of the building are prohibited. Metals shall be matte finish, earth-tone, or burnished/non-reflective colors.*

- 3. *Painting brick on a non-residential building listed as Designated Landmark subject to the Historical Property Overlay Zone in Chapter 7.2.112 is prohibited.***

Figure 7.2.111.08.B. Dayton Central Business Area Overlay District color palette



7.2.111.059 Landscaping

All new development within the Central Business Area fronting a public or private street shall provide street trees and landscaping in accordance ~~to~~ **with** the following:

- A. Type of Trees. Street trees shall be limited to an approved City of Dayton list. The list of acceptable tree species and planting methods shall be established by the Department of Public Works.
- B. Minimum Size to be Installed. Street trees shall have a minimum caliper of 2 inches when measured 4 feet in height at the time of installation.
- C. Spacing. The spacing of street trees by tree size shall be as follows:
 - 1. Small sized trees (under 25' tall and less than 16' wide) shall be spaced no greater than 20 feet apart.
 - 2. Medium sized trees (25' - 40' tall and more than 16' wide) shall be spaced no greater than 30 feet apart.
 - 3. Large trees (over 40' tall and more than 35' wide) shall be spaced no greater than 40 feet apart.
- D. Placement. The placement of trees is subject to the site design review process. Tree placement shall not interfere with utility poles, light standards, power lines, utility services, visual clearance areas or sidewalk access.
- E. Exemption to Street Tree Requirements. Exemptions to these requirements is **are** subject to the site design review process and may be granted if:
 - 1. The location of the proposed tree would cause potential problems with existing utility lines; or,
 - 2. The tree would cause visual clearance problems; or,
 - 3. There is not adequate space in which to plant the trees; or,
 - 4. Street trees are already in place on the site.
- F. Landscaping, General. Those areas not constructed upon or devoted to parking and access shall be landscaped in accordance ~~to~~ **with** provisions in Section 7.2.306.

[7.2.111.07 Signs Moved To Section 7.4.1 ORD 652](#)

1.—

2.—

1.—

(Removed ORD 652-Effective 10/07/21)

HISTORY

Amended by Ord. [652](#) on 10/7/2020

7.2.111.0810 Modification of Site Design Standards

The Planning Commission, as part of the site design review process, may allow modification to the site design requirements in the Central Business Area **Overlay** when both of the following criteria are satisfied:

- A. The modification is necessary to provide design flexibility where:
 - 1. Conditions unique to the site require such modification; or,
 - 2. Parcel shape or configuration precludes compliance with provisions; or,
 - 3. A modification is necessary to preserve trees, other natural features or visual amenities determined by the Planning Commission to be significant to the aesthetic character of the area.
- B. Modification of the standards in this Section shall only be approved if the Planning Commission finds that the specific design proposed is substantially in compliance with the intent and purpose of the Central Business Area **Overlay** design provisions.

7.2.202.01 Building Height Limitations

~~Projections such as chimneys, spires, domes, elevator shaft housing, towers, aerials flagpoles, and other similar features not used for human occupancy are not subject to the building height limitations of the underlying zone unless otherwise specified in supplemental standards for special uses.~~ ***above the maximum building height. The following structures may project above the maximum building height:***

- A. Architectural features such as chimneys, spires, domes, towers, antenna, flagpoles, and other similar features not used for human occupancy.***
- B. Rooftop mechanical equipment such as heating, ventilation, and air conditioning (HVAC) equipment, solar energy systems, mini wireless communication facilities, and elevator shaft housing.***

EXHIBIT B



City of Dayton

PO Box 339
416 Ferry St
Dayton, OR 97114
Phone: 503-864-2221
Fax: 503-864-2956
cityofdayton@ci.dayton.or.us
www.ci.dayton.or.us

STAFF MEMO

WORK SESSION – AUGUST 28, 2023

SUBJECT: First meeting of the Technical Advisory Committee (TAC) for the CBO Design Standards Update project.

EXHIBITS:

- A. Chapter 6 of Healdsburg, CA Citywide Design Guidelines
- B. Restore Oregon Special Report on Compatible Infill Design
- C. Dayton Redevelopment Survey

LINKS TO CODES AND OTHER SUPPORTING MATERIALS:

[Dayton Land Use and Development Code Section 7.2.111 – Central Business Overlay Zone](#)

[Healdsburg, CA Citywide Design Guidelines](#)

[Carlton Chapter 17.30 – Downtown District](#)

[McMinnville Zoning Ordinance Chapter 17.59 – Downtown Design Standards and Guidelines](#)

[Silverton Chapter 2.3.200 – Downtown Commercial District Design Standards](#)

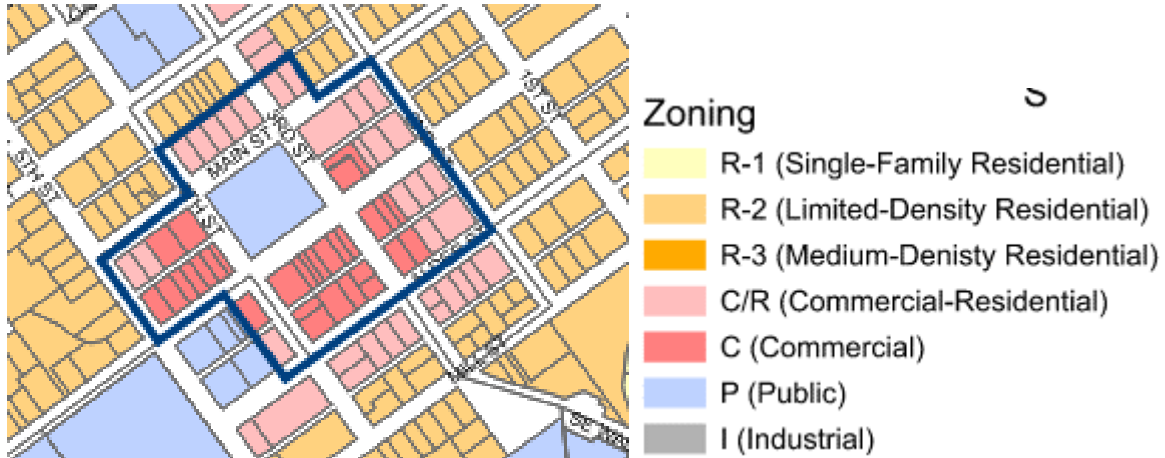
MEETING AGENDA:

1. Committee member introductions
2. Review and comment on Dayton redevelopment survey
3. Review of design standards from example cities
4. Next steps

I. PURPOSE

The purpose of the work session is to provide the opportunity for the TAC to review examples of design standards that have been implemented in example cities within their downtown business districts to inform the design standards that could be implemented in the Dayton Central Business Overlay District (CBO). The anticipated outcome of the meeting is that the committee provides direction to staff on which code elements should be included in the first draft of the code amendments to be reviewed by the TAC in meeting #2.

Figure 1: CBO and Underlying Zoning Districts



II. BACKGROUND

In 2012, the Dayton City Council unanimously adopted the Dayton Forward Plan to provide a vision for the future of Dayton. The vision included specific goals related to revitalizing the central business core by improving the urban form of the built environment within the City’s CBO. In February the City Council included the CBO design standard update as a high priority objective toward creating a livable community that is aesthetically pleasing, affordable, inviting, and with a vibrant and diverse economy (Goal B). Updating the current design standards will help ensure future development within the district will be consistent with the aspirations of the Dayton community.

Figure 2: Underdeveloped Areas in the CBO



Staff identified codes and guidelines from cities that could be used as examples to inform the standards ultimately adopted in Dayton. Three of the cities were chosen because they are specifically referenced in the Dayton Forward Plan – Carlton, McMinnville, and Healdsburg, CA. Staff included a fourth city –

Silverton. Staff examined the standards in Carlton, McMinnville, and Silverton in addition to the guidelines published by the City of Healdsburg, CA for commercial districts (Exhibit A). The general takeaways from that effort are discussed in the memo that follows. The Healdsburg Citywide Design Guidelines are included as reference that the committee to use to inform their decisions regarding specific standards to include in the first draft of the amendments but are not specifically included for comparison with the other standards in Carlton, McMinnville, and Silverton. The standards are organized under three major categories: *Building Placement*, *Building Massing and Scale*, and *Façade Design*.

Building Placement

Standards for building placement are intended to promote a safe, interesting, and comfortable pedestrian environment along the street. Pedestrian orientation is one of the defining characteristics that create a sense of place in a central business district and makes it more than a collection of buildings. This is generally achieved with standards that minimize building setbacks from streets, ensure building entrances open to streets, and requirements for pedestrian design features between buildings and street where larger setbacks are allowed. Building placement standards are discussed in more detail beginning on Page 130 of the Healdsburg Citywide Design Guidelines in Exhibit A.

Massing and Scale

These standards are intended to ensure that buildings are built to human scale, create visually interesting and engaging streetscapes, and minimize the perception of mass in larger buildings. These objectives are typically achieved with variations in building height, vertical and/or horizontal offset requirements along the facades of larger buildings, and wall projections that break up building faces into smaller sections. Massing and scale guidelines are discussed in more detail beginning on Page 149 of the Healdsburg Citywide Design Guidelines in Exhibit A.

Facade Design

Design elements such as windows, entries, roof forms, building materials, and colors help ensure that new buildings are compatible with the desired character of the district. The character of central business districts is often expressed through their traditional downtown storefronts. Building facades are typically designed with distinctive base, middle, and top sections. Standards generally include minimum requirements for window glazing; awnings, canopies, and other features that define the ground floor; traditional building materials such as brick and wood; and subdued colors. Façade design guidelines are discussed in more detail beginning on Page 152 of the Healdsburg Citywide Design Guidelines in Exhibit A.

III. SUMMARY OF DESIGN ELEMENTS FROM EXAMPLE CITIES

A summary of the code elements observed in the example cities is provided in addition to some preliminary recommendations of the committee to consider including in the first draft of code amendments to review at the second meeting of the TAC.

Building Placement

Street Setbacks

Carlton, McMinnville, and Silverton all treat front yard setbacks in a similar manner. All require buildings to be placed at the sidewalk or the edge of the property abutting the street. Exceptions are allowed when the front yard between the edge of the property and the building is developed with pedestrian amenities such as plazas, courtyards, outdoor dining areas, or landscaping. Dayton has a maximum setback of 10 feet but does not include a requirement for pedestrian amenities within the front yard other than landscaping. The maximum setback is zero feet for properties of the south side of Ferry between 3rd and 4th with no exceptions to allow larger setback. Staff recommends considering a similar requirement to the example cities:

Buildings shall maintain a zero setback from the sidewalk or property line. Exceptions to the setback requirements may be granted to allow plazas, courtyards, dining space, or similar purpose.

The committee could also consider amending the special design requirements south of Ferry between 3rd and 4th. This would primarily impact new development at the corner of Ferry and 4th Streets. Keeping the current standard would ensure that new development maintains the same setback as the rest of the block while amending the setback would create an opportunity for a courtyard or outdoor seating area.

Parking Area Placement.

All cities include restrictions on the placement of off-street parking between the building and the street. The Dayton standard requires parking to be placed behind the primary building. Revising the standard to specifically restrict parking between the building and the street would be consistent with current policy and provide clearer direction to future applicants.

Entrance Orientation.

All cities require a primary entrance facing or opening to a street, sidewalk or pedestrian feature. Staff recommends preserving the policy but revising the standard to specify that one primary entrance shall open to a street, sidewalk or pedestrian feature.

Corner Orientation.

Carlton and Silverton have standards for corner orientation. Corner orientation standards will potentially benefit the District, especially at “gateway” intersections along Ferry and 3rd. The minimum requirement in both Carlton and Silverton requires a primary entrance oriented toward the corner of the intersection.

Figure 3: City Gateways and Point of Interest Identified in Dayton Forward

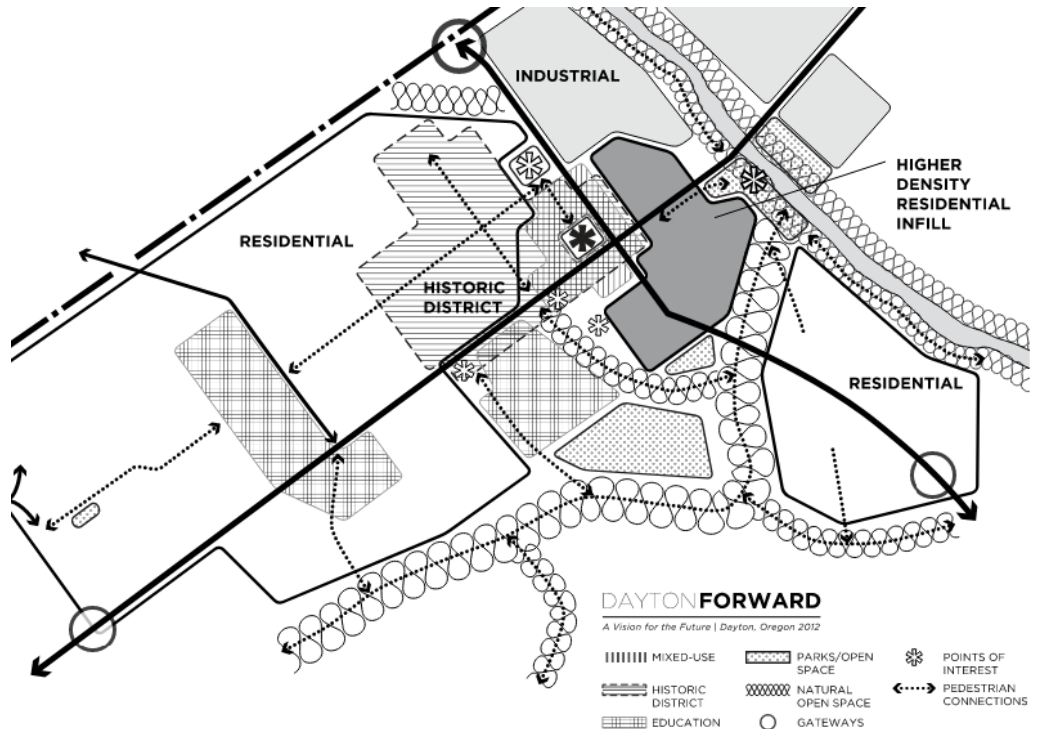


Table 1 includes a summary of the building placement standards in place in all the example cites.

Table 1: Building Placement Standards Summary

	Street Setback	Parking Areas	Entrance Orientation	Corner Orientation
Dayton	0-10 feet. Zero feet for property located on the south side of Ferry Street, between Third and Fourth Streets.	Parking spaces shall be located behind the primary building.	Must face street	None
Carlton	No front setback is allowed, except for a pedestrian plaza, landscaping, or similar purpose.	Off-street parking, shall not be placed between building entrances and the street(s) to which they are oriented.	Provide at least one primary building entrance facing an abutting street. The primary entrance shall open onto a pedestrian plaza or courtyard and a walkway shall connect the primary entrance to the plaza and sidewalk.	Buildings on corner lots shall have corner entrances or contain architectural features that emphasize the corner
McMinnville	Buildings shall maintain a zero setback from the sidewalk or property line. Exceptions to the setback requirements may be granted to allow plazas, courtyards, dining space, or rear access for public pedestrian walkways.	Surface parking lots shall be prohibited from locating on Third Street. In addition, vehicular access to parking lots from Third Street is prohibited.	The primary entrance to a building shall open on to the public right-of-way and should be recessed	
Silverton	Building facades shall be set at the property edge along the sidewalk. A setback of up to five feet is permitted when occupied by pedestrian amenities (e.g., plaza, outdoor seating).	Parking areas shall not be located between the front of the building and the street.	Building fronts and entrances shall be oriented toward the street.	Primary entrances shall be oriented to the street. Corner buildings shall have corner entrances, or shall provide at least one entrance within 20 feet of the street corner or corner plaza.

Massing and Scale

Height.

Maximum height requirements from example cities range from 30 feet in Dayton's Commercial Residential Zone to 80 feet in McMinnville's C-3 Zone. Carlton and Silverton also have minimum height requirements. Carlton is unique in that they allow a height bonus if the upper stories of the building meet minimum step back requirements to reduce the appearance of height and bulk. Staff recommends the committee consider a 65-foot height limit applicable only in the CBO in conjunction with the vertical massing standards discussed below.

Vertical Massing.

The standards in all cities emphasize visual compatibility with building patterns on the same blocks. Dayton's standard states that new buildings shall be within 25 percent (10 percent for the south side of Ferry Street across from Courthouse Square Park) of the average height of the existing buildings on the same side of the street. The height bonus standard in Carlton is the only standard that requires vertical articulation with a minimum 4-foot-step-back requirement for upper stories for taller buildings on corner lots. Staff recommends developing standards for vertical articulation based on the guidelines for building mass in scale discussed in Chapter 6 (pages 149-152) of the Healdsburg Citywide Design Standards. These could include any combination of articulation methods shown on Figure 6.20 (Page 151) in Exhibit A.

Horizontal Massing.

McMinnville and Silverton both have standards that require architectural elements to visually break up the façade of buildings into smaller horizontal sections to reflect the historic lot widths in the district. The historic lot widths in Dayton are ± 60 feet. Therefore, staff recommends considering a similar standard consistent with the standards in McMinnville to reflect Dayton's historic lot widths:

Where buildings will exceed the historical sixty feet in width, the façade should be visually subdivided into proportional bays, similar in scale to other adjacent historic buildings, and as appropriate to reflect the underlying historic property lines.

Table 2 includes a summary of the standards for building massing and scale in place in all the example cities.

Table 2: Massing and Scale Summary

	Height	Vertical	Horizontal
Dayton	C: 35 feet max CR: 30 feet max.	New buildings shall be within 25 percent of the average height of existing buildings on the same side of the street.	None
Carlton	21 feet min. 35 feet max. 45 feet with bonus allowed for corner lots, upper story residential with step back standards.	The portion of the building exceeding 35 feet shall cover not more than 30 percent of the building floor plate... The portion of the building exceeding thirty-five (35) feet in height shall step-back from (recess behind) the building plane of the ground floor by at least four (4) feet.	Building elevations within one hundred (100) feet of Main Street shall follow prominent horizontal lines existing on adjacent buildings at similar levels along the street frontage.
McMinneville	80 foot maximum in the C-3 Zone	Buildings should have massing and configuration similar to adjacent or nearby historic buildings on the same block. Buildings situated at street corners or intersections should be, or appear to be, two-story in height.	Where buildings will exceed the historical sixty feet in width, the façade should be visually subdivided into proportional bays, similar in scale to other adjacent historic buildings, and as appropriate to reflect the underlying historic property lines.
Silverton	The facade height of all buildings shall be two to four stories and not more than 55 feet in maximum height.	The relationship between the height and width of the main facade of the building shall be visually compatible with adjoining or nearby buildings of the historic period or style. The standard may be met through either similar height and width, or, through design elements that provide visual continuity with the height and width of adjoining or nearby buildings of the historic period.	New buildings whose street frontage is more than 45 feet wide shall be designed to convey a sense of division through the use of pilasters, windows and door openings, recessed entries, off-sets, or other architectural details.

Facade Design

Materials and Colors.

All examples promote or require materials compatible with historic buildings. Generally, wood or brick with subdued colors. Bright, high intensity neon and florescent colors are generally prohibited. Dayton's standard requires brick or wood construction on building facades visible from the public street but does not include any prohibition on high intensity colors.

Pedestrian Amenities.

All example cities require pedestrian amenities to be installed in any yard where the building is set back from the street. Silverton also requires that awnings cover at least two thirds of the sidewalk to protect pedestrians from the elements. Staff previously recommended minimum requirements to provide pedestrian amenities in the front yards where buildings are set back from the street:

Buildings shall maintain a zero setback from the sidewalk or property line. Exceptions to the setback requirements may be granted to allow plazas, courtyards, dining space, or similar purpose.

The TAC could also consider minimum requirements for awnings or similar protection for pedestrians along the sidewalk for the south side of Ferry Street between 3rd and 4th at a minimum.

Figure 4. Ferry Street between 3rd and 4th



Windows and Storefronts

Both Carlton and McMinnville have minimum window glazing requirements. Carlton requires 60% of the ground floor to be comprised of transparent windows for buildings located within 100 feet of Main Street and 30% elsewhere. McMinnville requires 70% along the ground floor and 40% between the first and second stories. Additionally, McMinnville's standard requires design elements that emphasize the base middle and top sections of the storefront façade.

Table 3: Façade Design

	Materials and Colors	Pedestrian Amenities	Windows and Storefronts
Dayton	Building facades visible from a public street shall be of brick or wood construction	None	None
Carlton	Exterior cladding on new buildings shall predominately consist of durable reddish brick blends. Brick veneer is also permitted, except as otherwise required for designated historic buildings.	Street frontages shall be improved with pedestrian amenities such as benches, public art, pedestrian-scale lighting, shade structures, way finding signs, or similar pedestrian facilities.	60% of the ground floor elevation(s) of buildings located within one 100 feet of Main Street shall be comprised of transparent windows. Windowed doors and transom windows are required along Main Street. 30% transparent windows required elsewhere.
McMinnville	Exterior building materials shall consist of building materials found on registered historic buildings. The use of high intensity colors such as black, neon, metallic or florescent colors for the façade of the building are prohibited except as may be approved for building trim.	Exceptions to the setback requirements may be granted to allow plazas, courtyards, dining space, or rear access for public pedestrian walkways.	Storefronts should include a belt course separating the upper stories from the first floor, a bulkhead at the street level; 70% glazing below the transom line of at least eight feet above the sidewalk, and 40% glazing below the horizontal trim band between the first and second stories. Decorative cornice or cap required at roofline.
Silverton	Materials shall be compatible with those on buildings constructed during the historic period. Brick, cast iron, wood siding, and stucco permitted. Plywood siding, T-111, and vertical board and batten are prohibited. All main facade materials shall be painted. Subdued tones commonly used during the historic period shall be used. Bright or neon colors are prohibited.	Awnings shall cover at least two-thirds of the sidewalk to provide pedestrian protection from the elements.	The upper windows of multi-story buildings shall use multi-pane double-hung sash windows or equivalent. The relationship of width and height of window and door openings shall be visually compatible with adjoining or nearby buildings from the historic period or style.

IV. PRELIMINARY STAFF RECOMMENDATIONS

Based on the information provided above, staff offers the following recommendations for the TAC to consider for a first draft of code amendments.

Building placement recommendations:

- Buildings shall maintain a zero setback from the sidewalk or property line. Exceptions to the setback requirements may be granted to allow plazas, courtyards, dining space, or similar purpose.
- Require at least one primary building entrance to open on to a public street.
- Clarify the existing standard for the placement of parking areas to prevent parking from being located between the front of the building and a street.
- For buildings on corner lots, require that one entrance be oriented to the corner or within 20 feet of the street corner. If an entrance is oriented toward the corner, an architectural feature shall be provided that emphasizes the corner.

Recommendations addressing building massing and scale:

- Increase the maximum height limit to 65 feet within the CBO with building step back requirements for those portions of the building over 55 feet.
- The relationship between the height and width of the main facade of the building shall be visually compatible with adjoining buildings of the historic period or style. The standard may be met through either similar height and width, or, through design elements that provide visual continuity with the height and width of adjoining buildings.
- Require that where buildings will exceed the historical sixty feet in width, the façade should be visually subdivided into proportional bays, similar in scale to other adjacent historic buildings, and as appropriate to reflect the historic 60-foot lot widths of the Dayton Town Plat.

Architectural elements:

- Implement standards to restrict the use of high intensity colors and undesirable materials such as plywood, vertical board and batten siding, and corrugated metal in the CBO.
- Require that ground floor storefronts are defined with awnings or similar shelter for pedestrians along the sidewalk.
- Implement standards requiring traditional base, middle, and cap elements for multistory buildings such as a belt course separating the upper stories from the first floor, a bulkhead at the street level and a decorative cornice or cap at roofline.
- Establish minimum window glazing requirements for store front facades. I.e. 60% of the ground floor elevation(s) of buildings shall be comprised of transparent windows. Windowed doors and transom windows are required along Main Street. 30% transparent windows required on upper stories.

Additional considerations from the TAC?

VI. POTENTIAL COMMITTEE ACTION

Instruct staff to prepare draft code amendments to the Dayton Land Use Development Code for consideration at the next meeting of the TAC.

Staff Report prepared by Curt Fisher, City Planner, with the Mid-Willamette Valley Council of Governments.

Chapter 6

Design Guidelines for Commercial, Industrial, Mixed Use and Large-Scale Multi-Family Development



This chapter provides design guidelines for all commercial, industrial, mixed use and large-scale multi-family development, such as flats. The design guidelines are split into two primary sections – Site Design and Building Design – and also provide design guidelines for Signs and a series of specific building types. Design guidelines that are particularly important to certain Character Areas are sometimes noted, but further information for each Character Area can be found in Chapter 4.

IN THIS CHAPTER

Special Considerations for Specific Development Types	124
Site Design	130
Building Design	149
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Special Considerations for Specific Land Uses

While the Healdsburg Design Guidelines focus on the design of sites and buildings, it is sometimes necessary to consider the special factors and challenges for specific land uses. For example, an industrial business may require significant space for storage and access requirements for larger delivery vehicles, whereas a restaurant must prioritize customer experience and efficient service. This section identifies key design considerations for specific land uses. These should be reviewed prior to using the design guidelines in subsequent sections of this chapter.

Industrial/Heavy Commercial

Design Flexibility

- Industrial and other heavy commercial uses, including production, storage, warehousing or commercial service, should be afforded design flexibility to meet functional requirements.
- Design of the edge of a property, where it abuts a street or sidewalk, should be the focus of design review for industrial or heavy commercial use. Design within the interior of a site should follow the broader intent of these guidelines, but more flexibility is appropriate in those locations.

Security and Safety

- Businesses in this category often require fencing and controlled access. These may require designs that depart from the design principles for other building types.

Outdoor Storage

- Businesses in this category often need to store equipment, products or other materials on a site.
- These unique needs should be considered in design review.



Access and Loading

- Businesses in this category often require access and loading areas, including for larger delivery vehicles.



Street Edge Design

- Prioritize design of the public edge of an industrial or heavy commercial site.
- The edge of a development adjacent and visible from the public street should utilize materials that exhibit an appearance of permanence and quality.
- Design a street-adjacent fence with high quality, durable materials. Chain link fences along a public street are discouraged.
- Provide transparent fencing along a public edge wherever possible.
- Consider locating an office or a publicly accessible component closer to the street. Where fencing is not required for security purposes, it is discouraged.
- Where fencing is provided adjacent to the public street, integrate landscaping to “soften” the edge.



Façade and Building Articulation

- A building housing an industrial/heavy commercial use may have very few windows. Massing may be monolithic. Flexibility in design should be afforded for such buildings, provided they are set back (suggested 30 feet or greater) from the front property line.





Mixed Use Buildings

Coexistence of Different Uses

- Recognize and balance needs of all users.
- Minimize adverse impacts of varied activities (living, retail, service, employment, etc.) on one another.

Retail Visibility

- Retail uses typically seek high visibility from public areas, such as streets, sidewalks and active plazas. This will likely impact the way in which components on a site are located and oriented.



Parking Location and Access

- Consolidate and coordinate access wherever possible.

Residential Sensitivities

- If housing is included, consider privacy needs and noise and odor impacts of non-residential uses.



Residential Outdoor Space

- Where a common outdoor space is provided, ensure that it is well lit.
- Encourage outdoor spaces to interact with the public realm.

Façade Design

- Consider the internal needs of a given use, such as housing or offices. This will impact the arrangement of windows and other building features on a façade.



Retail/Restaurant Buildings

Customer Experience

- Customer needs will strongly impact the design of a building intended to accommodate a retail or restaurant use.

Visibility from the Public Realm

- Retail/restaurant uses typically seek high visibility from public areas, such as streets, sidewalks and active plazas. This will likely impact the way in which components on a site are located and oriented. This includes the business itself, customer parking areas and signage.

Service Areas

- Service and delivery needs may impact the design of a building or site. Minimize the visibility of these areas from the public realm.

Outdoor Space

- Where an outdoor space, such as an outdoor dining area, is provided, consider locating it so that it activates the public realm.

Visual Display Space

- Consider locating outdoor displays to activate a pedestrian space, such as a sidewalk.

Professional Offices

Employee and Tenant Needs

- Tenant and employee needs will strongly impact the design of a building intended to accommodate professional offices.

On-site Parking

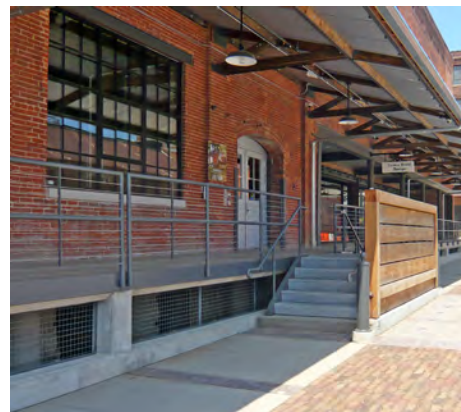
- Design on-site parking for employees to be subordinate to other site features.

Bicycle Parking and Security

- Providing easily accessible and secure bicycle parking is encouraged for new development. Other on-site facilities that support bicycling, including shower facilities and lockers, are encouraged.

Outdoor Space

- Outdoor amenities, such as balconies, plazas and other common outdoor spaces, should be designed to take advantage of solar access where possible. Consider wind patterns when locating an outdoor space. Where an outdoor space is provided, locate it so that it activates and interacts with the public realm or a natural amenity.





Loading Areas for Larger Office Developments

- Larger office buildings, or clusters of buildings, may require loading areas for service deliveries and maintenance. These should be visually subordinate to other functions.

Lobby Location and Relationship to Public Realm

- Office buildings typically contain ground floor lobbies in association with a primary entry. Consider locating a ground floor lobby space and entry such that it activates the public realm.



Security and Building Access

- Businesses may require security measures to control access. This may limit the ability to provide multiple entries along a street.

Floor Heights

- Office uses often require taller floor heights to accommodate larger HVAC systems and electronic equipment located on or within a ceiling. This may impact the composition and proportion of a façade.



Live-Work

Outdoor Storage

- In some cases, a live-work project may incorporate some outdoor storage space for users. Where outdoor storage is present, minimize its visual impact to the public realm.



Multi-family

Tenant/Homeowner Needs

- Tenant and homeowner needs will strongly impact the design of a building intended to accommodate a multi-family residential use.

Common Open Space

- Where outdoor space is provided, consider locating it so that it activates and interacts with the public realm or a natural amenity.
- Create a sense of enclosure for the common open space by framing it with buildings.
- Create gateways to a common open space using landscaping, building placement and fencing.
- Shared outdoor amenities should be designed to take advantage of solar access where possible. Consider wind patterns when locating an outdoor space.
- Locate an outdoor space such that it is highly visible from individual units in order to add a sense of safety.



- Design outdoor space to be a primary feature of the multi-family complex, and to be a majority of landscaped or garden area, with some hardscaped area.
- Incorporate design elements that encourage social interaction such as benches, low walls for sitting and shade structures.
- Incorporate areas with play equipment for children.



Bicycle Parking

- Providing easily accessible and secure bicycle parking is encouraged for multi-family development.

Access and Lighting

- Coordinate access and lighting to ensure well-lit areas that enhance safety for the user.



Security Through Design

- Orient dwellings and windows of frequently used rooms, such as the living room and dining room, to overlook common open spaces and play areas.
- Locate parking areas so that the walk from the parking area to the dwelling is short and direct.
- Ensure visibility between entries of neighboring units.
- Limit the height of solid fencing between private yards and common open spaces. Tall fences should incorporate some amount of transparency in the fencing material along the top to allow for vision in and out of the yard.
- Provide semi-private spaces at entries to units.
- Avoid locating outdoor areas that are between or behind buildings, or that have little to no surveillance.



Institutional

Design Flexibility

- Institutional buildings that house churches, schools, hospitals and other similar uses are typically designed to stand out from their surroundings. They often use unique materials, colors, massing and other design elements that differentiate them from adjacent buildings. This is appropriate.





Figure 6.1: Locate a parking area behind a building to minimize vehicular impacts on the public realm.



Figure 6.2: In multi-family development, place buildings to maximize common spaces shared between units.

NOTE

In addition to the design guidelines provided in this chapter, stormwater management practices and Low Impact Development Principles are provided in Chapter 7.

Site Design

Site design refers to the arrangement, placement and orientation of buildings and site features on a parcel. This includes the relationship between components on one site to components of neighboring properties and the public realm. Site design also considers the location and function of vehicular access, lighting, service and utility areas, incorporating storm water management, parking and outdoor places such as patios and plazas.

Building Placement and Setback Character

Building placement addresses the distance between a building and the street or the sidewalk edge. Setback character refers to the area between a building and the front property line. Buildings should be placed to establish a street wall in the contexts and Character Areas where a street wall is an important feature. In other Character Areas, building placement may be more varied. Front setback areas should be designed as visual and sometimes functional amenities. Preferred placement and setback character may differ based on the Character Area or the context established on a particular street. Appropriate building placements and setbacks are illustrated in Figure 6.5.

- 6.1 Place a building to promote a safe, interesting and comfortable pedestrian environment along the street.
 - a. Connect the building to the public realm using outdoor plazas and terraces.
- 6.2 Design a street frontage to promote pedestrian activity.

Appropriate strategies include:

 - Align a building with the street.
 - Incorporate a high amount of transparency at the ground level.
 - Incorporate public art and landscape design elements.
 - * Locate a surface parking area behind a building.



Design a street frontage to promote pedestrian activity.

Where a surface parking lot is located at the front of a site, consider the following:

- Locating a new liner building in the surface lot to activate the public realm.
- Create pedestrian connections through a parking area to the street.
 - * This scenario is particularly relevant to development in Character Areas 8: Industrial and 9: Employment Services/Production Industries, where many existing structures are set back from the street with parking or landscaping between the street and the building.

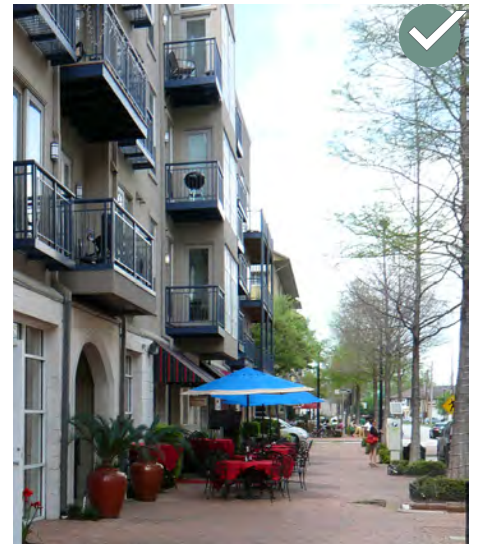
6.3 Where a building is set back from the street, design the front setback area to be an amenity.



Design a street frontage to promote pedestrian activity.



Figure 6.3: *Locate new liner buildings between the street and a parking area. The above model illustrates liner buildings at the bottom, parking set behind and taller buildings located behind the parking lot.*



Storefront windows and outdoor patios activate the public realm.



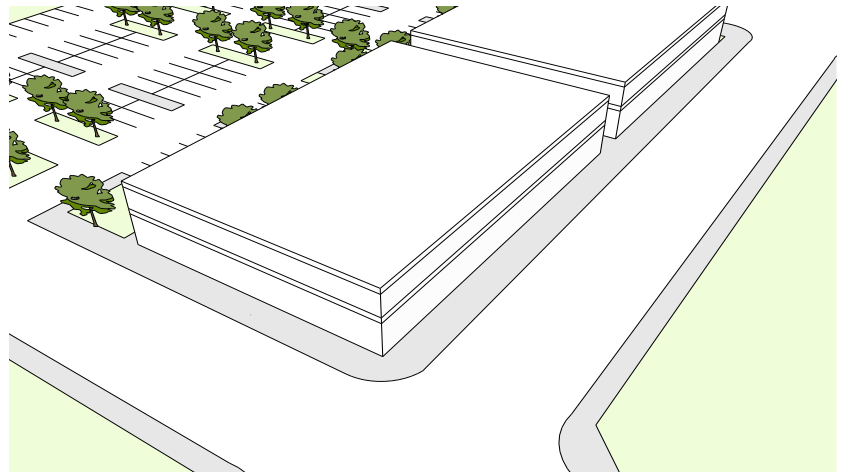
Figure 6.4: *Consider context when locating a new development on a site. For instance, new development could orient towards a natural feature such as Foss Creek or the Russian River.*

Figure 6.5: Building Placement and Setback Character

Defining the street edge with buildings and landscaping is important. Where setbacks occur, the characteristics of the setback - landscaping, plazas, pathways or other features - are key to defining the character of the street. The following diagrams illustrate options for design at the street edge and indicate where a solution is appropriate by Character Area.

No Setback between Sidewalk & Building

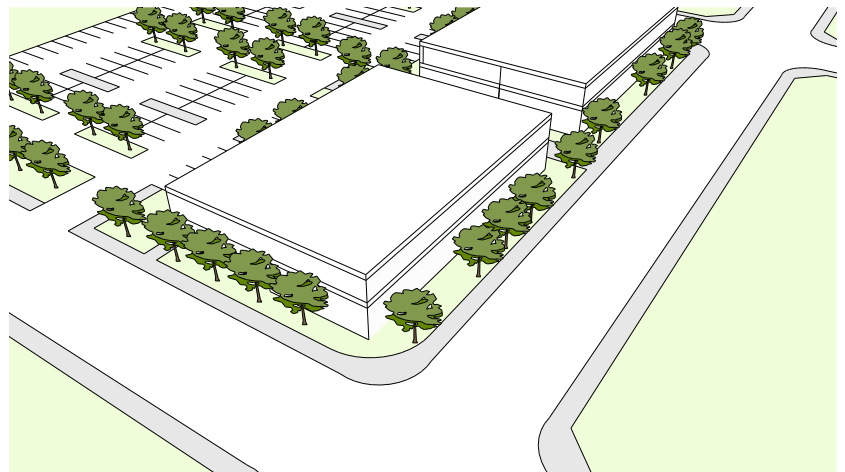
In this scenario, the front wall of a building is placed against the back edge of the sidewalk. Pedestrians have direct access from the street and from parking, which is located in the rear.



Character Areas (CAs)				
CA 5	CA 6	CA 7	CA 8	CA 9
✓	✓	✓	✗	✗

Minimal Landscape Buffer between Sidewalk & Building

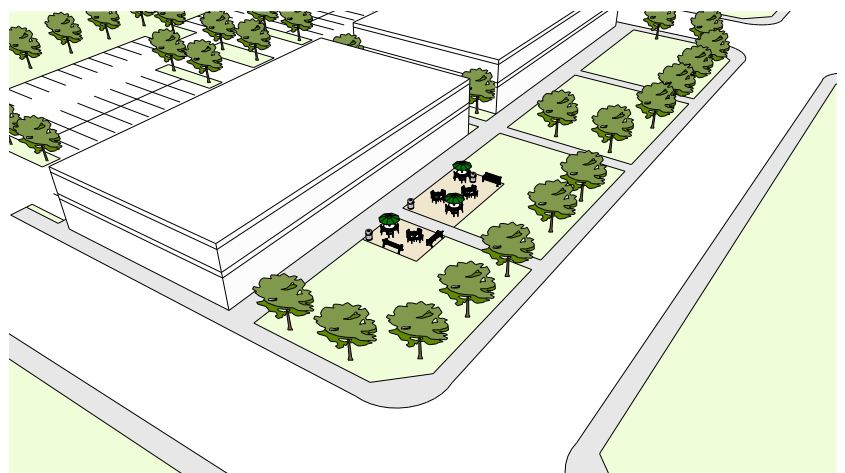
In this scenario, a building is set back a limited distance from the sidewalk edge. This provides space for landscaping and outdoor uses.



Character Areas (CAs)				
CA 5	CA 6	CA 7	CA 8	CA 9
✗	✓	✓	✓	✓

Significant Landscape Buffer between Sidewalk & Building

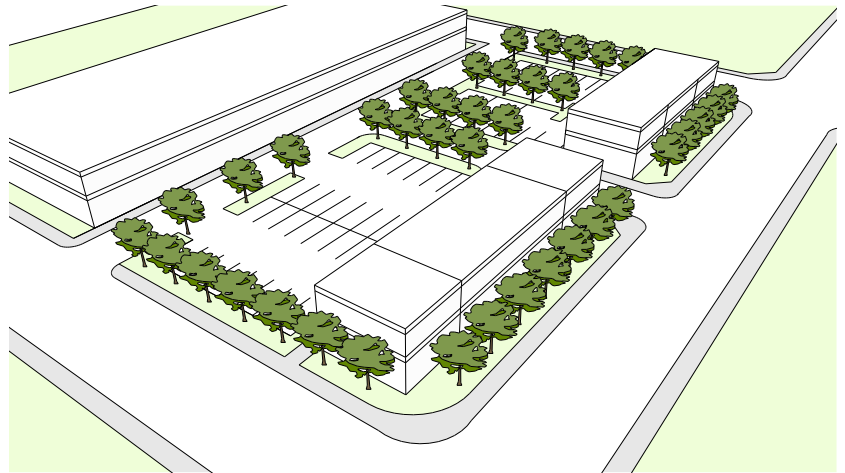
In this scenario, a building is set back substantially from the sidewalk. The space is landscaped and includes pedestrian pathways.



Character Areas (CAs)				
CA 5	CA 6	CA 7	CA 8	CA 9
✗	✗	✗	✓	✓

Liner Building with Interior Parking

In this scenario, liner buildings are minimally set back from the sidewalk edge. The setback is landscaped and provides pedestrian access to the buildings. A larger building sits at the back of the site. Parking is located in the middle.

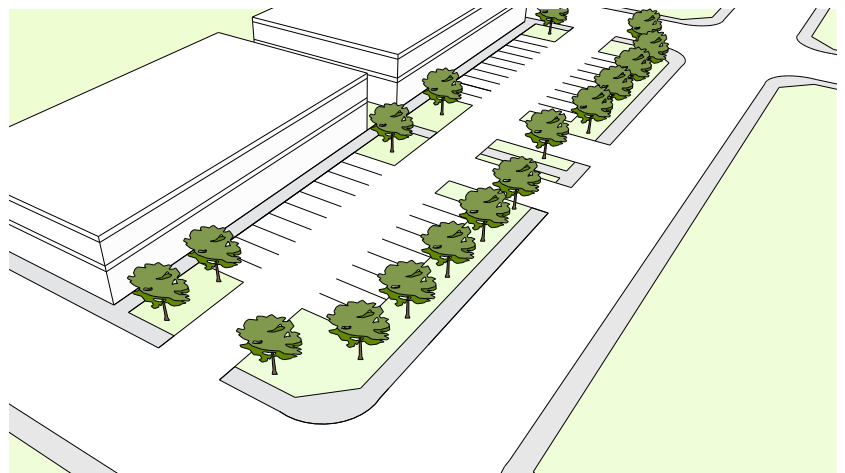


Character Areas (CAs)

CA 5	CA 6	CA 7	CA 8	CA 9
X	✓	✓	✓	✓

Single Parking Buffer between Sidewalk & Building

In this scenario, buildings are set back from the sidewalk edge and a single row of parking is placed between the sidewalk and the building. A small landscape buffer is included to reduce the visibility of the parking lot from the public realm. Additional parking may be located behind the buildings.

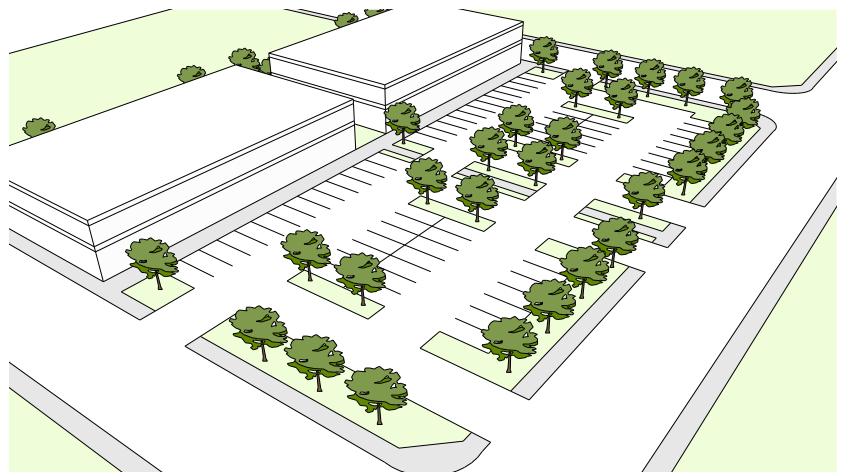


Character Areas (CAs)

CA 5	CA 6	CA 7	CA 8	CA 9
X	X	X	✓	✓

Double Parking Buffer between Sidewalk & Building

In this scenario, buildings are set back far enough that a double row of parking is included between the sidewalk and the building. A landscape buffer screens the parking lot from the street.

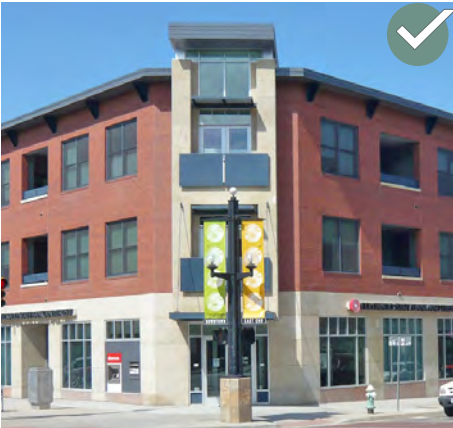


Character Areas (CAs)

CA 5	CA 6	CA 7	CA 8	CA 9
X	X	X	X	X



Orient a building's primary functional entry to face a street.



A building at a corner should face both streets, and may be at an angle.

Building Orientation

Building orientation refers to how building walls relate to their surroundings. A building should be sited to establish a strong visual connection to the public realm. A building's primary entrance should face the street in order to create an engaging and pedestrian-friendly streetscape.

6.4 Orient a building to the public realm.

- a. Place a primary entry to face a street. Orienting a primary entry to a public plaza or other prominent public space also is appropriate.

* If a building is located adjacent to two or more prominent public spaces (for example, a street and a plaza), orient to as many of them as is feasible.

6.5 If a property is located along the Russian River, Foss Creek or the Foss Creek Pathway, consider orienting an entry toward this natural feature.

- a. Consider using an outdoor space such as a balcony, patio or rooftop terrace to provide views to this adjacent natural feature.



Figure 6.6: *Orienting a primary entry to a public plaza or other prominent public space is also appropriate if a development includes an internal public space and multiple entries face that space.*

Secondary Structure Placement

In order to enhance the pedestrian orientation of new development and create active street frontages, primary structures should be visually prominent on a site. Secondary structures, such as detached garages, utility buildings, sheds and other out buildings, should be subordinate to the primary structure and their visibility from the street should be minimized.

- 6.6 Locate a secondary structure to be subordinate to the primary structure and to minimize its visibility from the public realm.
 - a. Where possible, locate a secondary structure to the rear of the primary structure.



Site Connectivity

Site connectivity refers to the network of sidewalks, paths, lanes and drives that provide pedestrian and vehicle routes within and between properties. Without a proper network of connections of varying levels and a clear hierarchy, pedestrian access can be uncomfortable, confusing and feel unsafe. Development should help create an interconnected environment.



External Pedestrian Connectivity

Clearly marked pedestrian access should be provided between the public realm, a site and a building. A strong physical and visual relationship between these elements enhances walkability.

Locate a new walkway to animate the public pedestrian network and its associated outdoor spaces. (For example, these walkways connect to public sidewalks.)

6.7 Provide a pedestrian connection between a site and the public realm. This may be accomplished in a variety of ways including:

- A door that opens directly to a public space.
- A walkway that connects a building to a public space through a setback area.
- A plaza, outdoor seating area or patio that connects a building to a public space.
- A paseo that connects the rear portion of a site to the public realm.

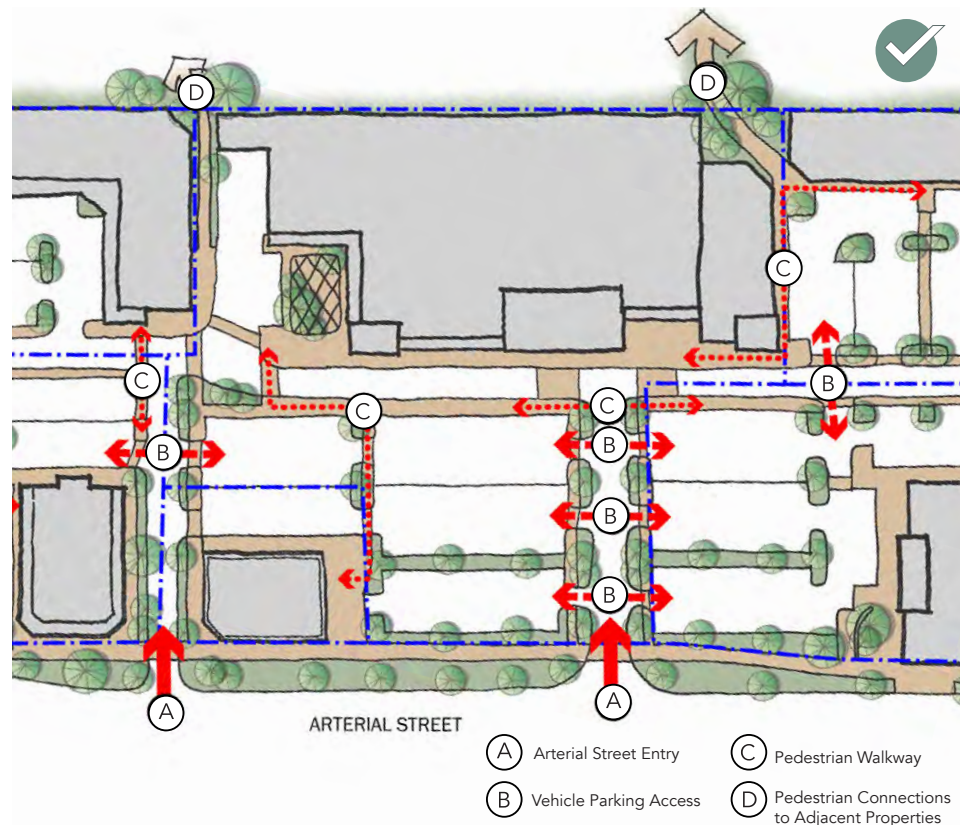
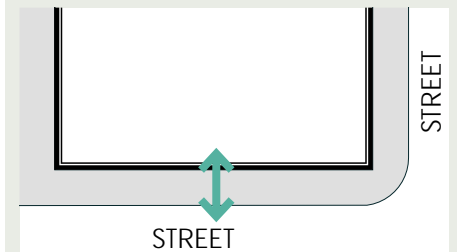


Figure 6.7: The site plan above illustrates the interaction of vehicles and pedestrians throughout several properties. Vehicles are efficiently directed to the parking spaces while pedestrians use protected walkways and cross-walks to access site features.

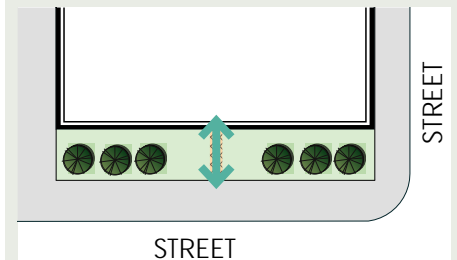
- 6.8 Provide pedestrian and bicycle connections into and between properties.
- Provide a link to adjacent properties, where feasible.
 - Provide a publicly accessible pedestrian connection through a large block, when possible and when access is desired.
 - Route pedestrian connections to and through outdoor places, such as courtyards, patios and plazas, when possible.
 - Align pedestrian and multi-modal paths to link with potential future development phases within a site and to adjoining properties.

Figure 6.8: External Pedestrian Connectivity

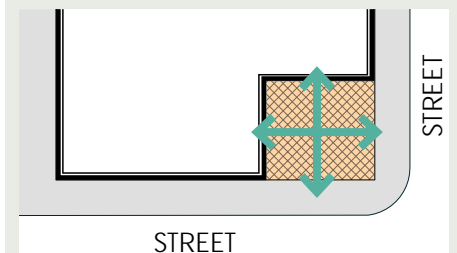
Appropriate options include:



A door that opens directly to a public space.



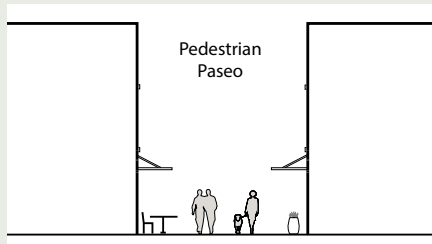
A walkway that connects a building to a public space through a setback area.



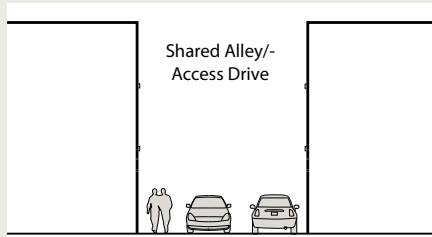
A plaza, outdoor seating area or patio that connects a building to a public space.

Figure 6.9: Internal Pedestrian Connectivity

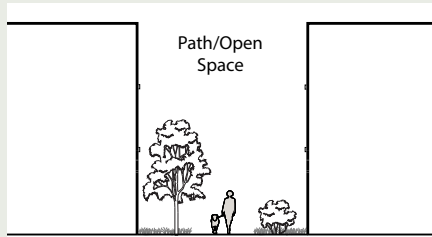
Appropriate options include:



A pedestrian paseo.



A shared alley/access drive.



A landscaped pedestrian path/ open space.



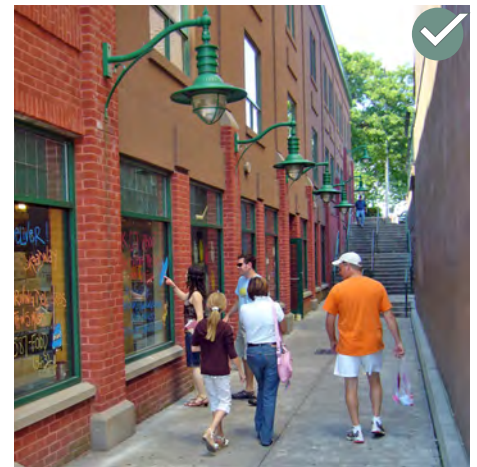
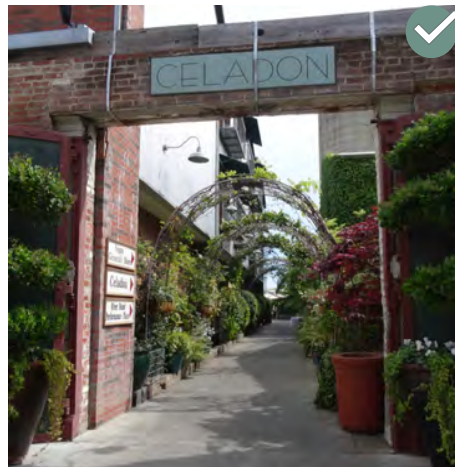
Establish an internal walkway system that connects key site features, such as building entries, parking areas and open spaces.

Internal Pedestrian Connectivity

An internal pedestrian circulation system should connect site elements internal to a project.

6.9 Establish an internal walkway system that connects key components, such as building entries, parking areas and outdoor places.

- Creating an internal walkway system is especially important on sites that contain on-site parking, outdoor places, multiple buildings and residential or commercial units.
- Use landscaping, special paving and distinct lighting to accentuate and clarify a site's circulation system.
- Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.
- Size an internal walkway of adequate width to allow safe pedestrian access.
- Integrate an internal walkway system with the public pedestrian circulation system.



Integrate an internal walkway system with the public pedestrian circulation system.

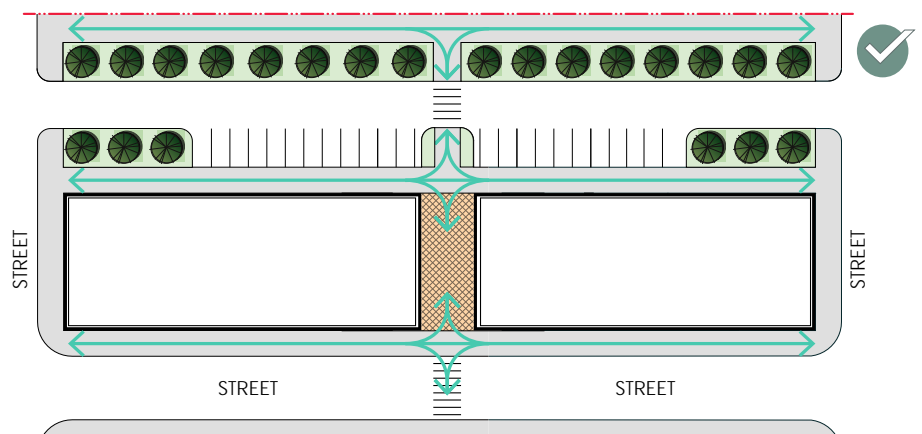


Figure 6.10: Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.

Vehicular Connectivity

Vehicular connections should provide safe and comfortable balance between vehicles, bicycles and pedestrians and to reduce conflicts. Design considerations vary by Character Area, as described in Chapter 4.

- 6.10 Design vehicular access to minimize pedestrian-vehicular conflicts.
- Limit the number of vehicular access points, where possible.
 - Limit the width of a vehicular access point.

- 6.11 Create shared vehicular access points between properties, where possible.
- Align internal drive aisles to allow for future connections to adjoining properties.

- 6.12 Where possible, provide vehicular access from a secondary street.



Limit the number of vehicular access points to a site.



Where possible, provide vehicular access from a secondary street.

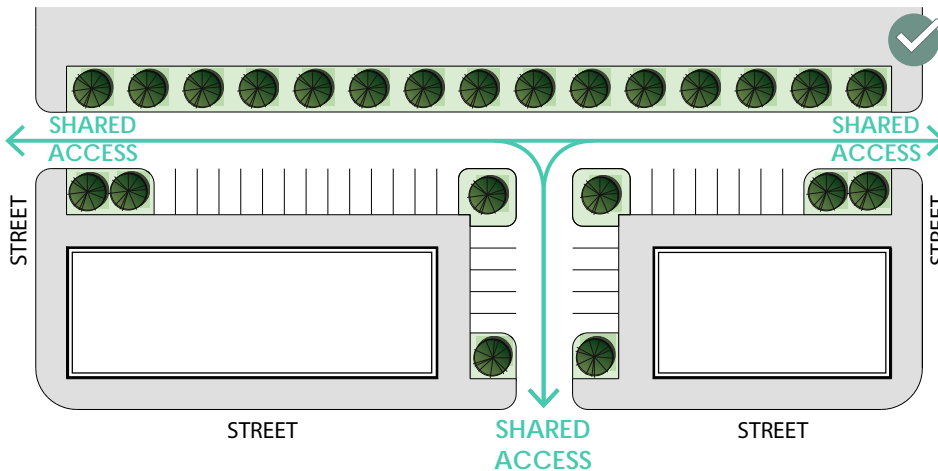
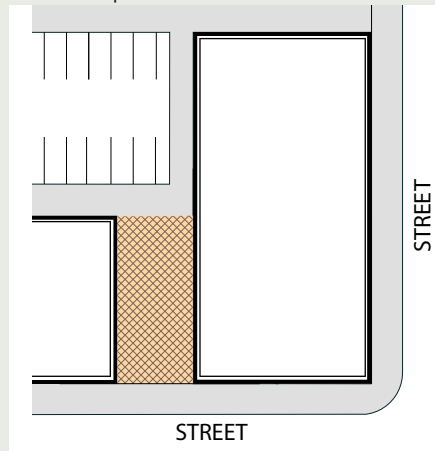


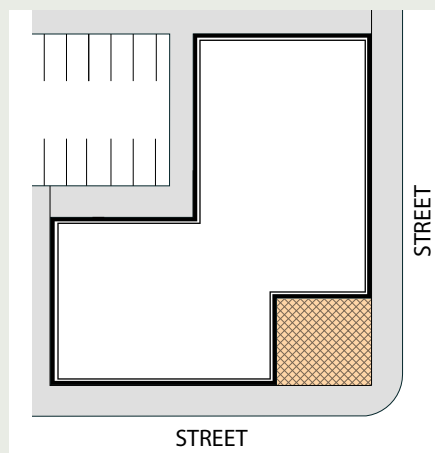
Figure 6.11: Create shared vehicular access points between properties, where possible.

Figure 6.12: Outdoor Places

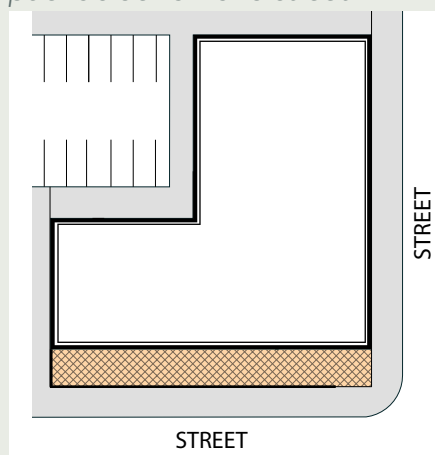
Options for a public-oriented outdoor place include:



A courtyard between buildings, integrated with the public sidewalk.



A corner plaza adjacent to the public sidewalk and street.



A linear outdoor dining or seating area.

Outdoor Places

Outdoor places include plazas, courtyards, patios, small park spaces and landscaped features. Outdoor places should be designed to create a vibrant image and invite pedestrian activity by incorporating durable furnishings and amenities such as public art. Where possible, development should celebrate Healdsburg's natural features (such as the Russian River and Foss Creek) by integrating them with new development, and create new outdoor places where appropriate.

Outdoor Place Location

An outdoor place should be located near active areas such as restaurants and retail establishments. In a large development, an outdoor place can provide a buffer between a building and the public realm and be a focal point. If an outdoor place is located internally to a development, such as an interior courtyard, it should complement adjacent site features.

6.13 Design an outdoor place to maximize its use.

- Orient an outdoor place to pedestrian activities, views, cultural resources and natural features.
- Locate an outdoor place to afford views of active spaces, landmarks or natural features to provide visual interest.
- Create a sense of enclosure for an outdoor place by positioning buildings to frame the space. Landscaping can also be used to define it.

6.14 Create clear connections between an outdoor place, pedestrian circulation routes and building entrances.

Rooftop and Other Outdoor Places

Ground-floor outdoor places such as seating areas or display areas associated with restaurants, cafés and stores create great opportunities to invite people in and to create an active street frontage and to activate alleys and side streets. These spaces should incorporate elements that are comfortable and provide shade, durable furnishings and landscape features. Rooftops also provide excellent outdoor places in areas with dense development, such as Downtown. Rooftop outdoor places can be incorporated into multi-family, mixed use or commercial development for tenants, customers or other building users. A rooftop outdoor place should be designed to be an amenity but should not detract from the architectural character of a building.

6.15 Furnish outdoor places to encourage their use.

- Incorporate shading mechanisms, benches, tables, planter beds and other features.
- Ensure that furnishings are durable and suitable for outdoor conditions.

- c. Arrange seating and tables to allow safe and comfortable pedestrian circulation.
- d. Locate furnishings on ground-level outdoor spaces near actively used pedestrian areas, such as major pedestrian routes, building entrances and outdoor gathering places.

6.16 Design a rooftop space to capitalize on views and natural features.

- a. Orient a rooftop outdoor place to take advantage of nearby natural features such as the Russian River or Foss Creek.
- b. Orient a rooftop space toward active pedestrian areas, such as the Healdsburg Plaza.
- c. Avoid orienting a rooftop space toward a parking lot or highway, where possible.

6.17 Locate rooftop elements such as mechanical equipment, stairwell structures and other large forms to be sufficiently set back from the roof line so as not to disturb the visual continuity of the cornice line.

6.18 Minimize the amount of visually impermeable structures on the roof of a structure. By using trellis or other visually permeable materials.

6.19 Minimize the visual impact of lighting associated with a rooftop commercial space.

- a. Design lighting to focus on the rooftop space and not the street or other surrounding areas.
- b. Design rooftop lighting to be visually subordinate to the building on which it is placed.
- c. Consider the impacts of rooftop lighting on an adjacent upper story property, and particularly those that are residential.
- d. Design rooftop lighting to face downward or to be shielded such that its impact on the night sky is minimized.



Create and orient rooftop spaces that capitalize on views and natural features.



Create a sense of enclosure for an outdoor place by positioning buildings to frame the space.



Orient a rooftop open space to take advantage of nearby natural features.

Figure 6.13: Rooftop Elements



Locate rooftop elements to be sufficiently set back from the roof line so as not to disturb the cornice line of the building.

NOTE

Outdoor Dining design guidelines located in Chapter 9.



Minimize the visual impact of surface parking.

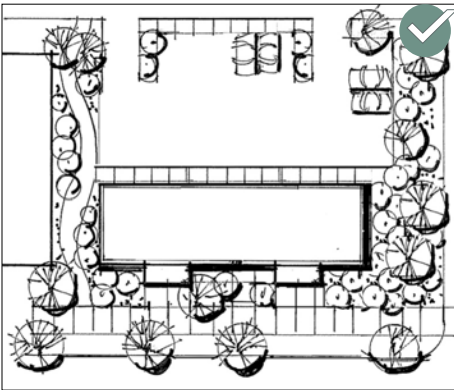


Figure 6.14: Locate a surface parking area to the interior of a site, away from the public realm.

NOTE

Off-street parking is subject to Article VIII of the City of Healdsburg Land Use Code.

<http://www.codepublishing.com/CA/Healdsburg/#!/Healdsburg20/Healdsburg2016.html#20.16.140>

Parking Design

Site design considerations for parking include the location of surface lots and parking structures, the access points to parking facilities and the relationship of parking to pedestrian and vehicular circulation systems. A parking facility should be visually unobtrusive to the public realm and should be designed to minimize vehicular-pedestrian conflicts. A surface parking lot should include landscaping and pedestrian pathways. Refer to the LID Principles outlined in Chapter 7: Design Guidelines for All Development Types, for more information.

6.20 Minimize the visual impact of surface parking.

- a. Locate a surface parking lot to the interior of a site, away from the public realm and behind a primary structure.
 - * This is especially important in Character Area 5: Downtown Core and 6: Healdsburg Corridor.
 - * In multi-family development, minimize the visibility of common parking areas from the public realm.

6.21 Screen surface parking from public view. Consider using one or more of the following methods to screen a parking lot from the street:

- Landscaping
- Site Walls
- Decorative fencing
- Public art
- Combination of the features listed above



Where it is not possible to locate surface parking to the interior of a site or to be buffered by a site's development, screen the parking lot from the public view.

6.22 Design a parking lot to allow safe, comfortable and efficient pedestrian access.

- a. Divide a large parking area into smaller “pods” that maintain the traditional sense of smaller parking areas within a green landscape.
- b. Provide landscaped areas that incorporate or are located near pedestrian paths to promote pedestrian circulation across larger parking areas.
- c. Consider differentiating a pedestrian path through a surface parking lot by using a different paving material or by slightly raising the pedestrian path to force cars to slow down when crossing the pathway and raise awareness to pedestrians.
- d. Ensure that a pedestrian pathway connects to a major building entrance and public sidewalks.
- e. Design a parking lot to provide easy emergency and public service access to and through the space.
- f. Incorporate lighting that makes a parking lot feel safe.

6.23 Incorporate LID principles into the design of a parking lot. Consider incorporating one or more of the following:

- Permeable pavement
- Planted areas to slow runoff and to clean water
- Swales to collect water
- Trees in landscaped areas to provide shade and reduce the temperature of adjacent parking spaces



Provide landscaped islands with paths to promote pedestrian circulation across larger parking areas.

Figure 6.15: Surface Parking Screening

Some options for surface parking screening include:

Landscaping



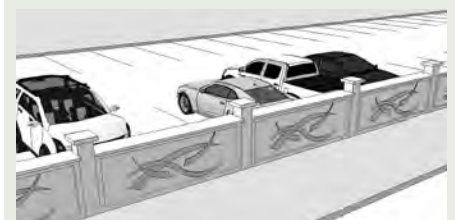
Site Wall



Decorative Fencing



Public Art





The massing of a parking structure should appear similar in scale to other active use buildings in the area. (This structure has an interior parking deck behind the “wrap” of articulated storefronts.)



A parking garage screened with buildings or ground floor uses helps to maintain a pedestrian-friendly streetscape.

Parking Structures

A parking structure may be attached to or detached from the primary structure. It should provide visual interest and active uses on the ground floor, where possible.

6.24 When parking in a structure occurs at the street level on a primary street, “wrap” it with an active use at the sidewalk edge.

* This is especially important for development in Character Area 5: Downtown Core and 6: Healdsburg Corridor.

- a. On a secondary street, other methods of providing interest at the sidewalk edge may be employed. Architectural details, murals and public art, wall sculpture or display cases are all options.

6.25 Break down the massing of a parking.

- a. Review general massing principles for building design on page 149.

6.26 Design a parking structure to enhance walkability and minimize visibility of cars.

- a. Wrapping a parking structure with another use is preferred. At an upper-story level, this could include a commercial or residential use.
- b. When wrapping a parking structure with another use is not feasible, the following screening methods are possible:
 - An architectural screen that reflects window patterns along the street and that utilizes materials that are compatible.
 - A “living wall” that provides greenery on multiple sides of the structure.
 - Architectural paneling that creates visual interest that is compatible with materials used on adjacent buildings
 - Wall art that provides visual interest
 - Provide interesting details and materials to avoid presenting a “back side” to neighborhood properties and the street.

Landscape Design

Landscaping addresses the basic aesthetics of a site including trees, shrubs and other plantings as well as ornamental features and topography. Landscaping can enhance a project by providing visual interest, tying together key site features, providing shade, softening harder building elements, screening unattractive site features from public view and providing buffers between properties. Landscape designs should preserve mature trees and highlight distinctive topographic or other site features, and create a sense of visual continuity within a site and between properties. Landscaping should be provided for a site, even when there is limited space. For a list of trees and ground cover that are appropriate to Healdsburg, refer to Appendix D. Consult the city arborist with additional questions.

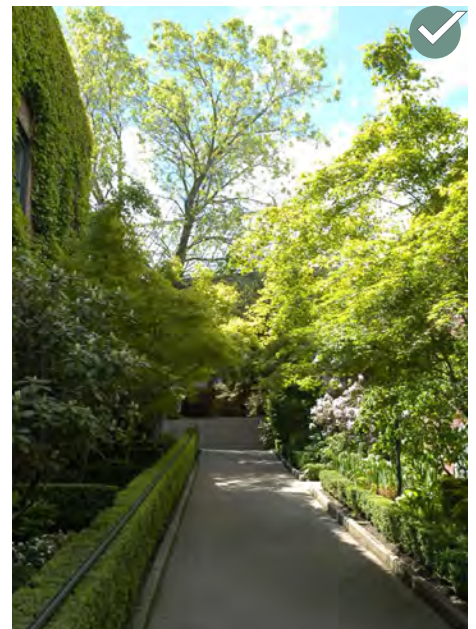
- 6.27 Preserve and maintain mature trees and other significant vegetation.
- Include existing vegetation as part of a landscape design scheme when feasible.
 - Identify healthy trees and vegetation clusters for preservation. Give special consideration to mature trees.
- 6.28 Use a coordinated landscape palette to establish a sense of visual continuity within a site.
- Incorporate live plant materials that are native to the area.
 - Use similar tree and shrub species across a development to establish visual consistency.
 - Consider using subtle variations in the landscape palette to highlight different uses or areas within a larger development.
 - Incorporate drought-tolerant plants into the design of a site.
- 6.29 Use landscaping to enhance pedestrian facilities.
- Use plantings to define the edges of sidewalks, pedestrian paths and outdoor places.
 - Use plantings to highlight building entries.
 - Use shade trees to create a canopy over pedestrian areas, including sidewalks, paths along the street and through surface parking areas.
 - Incorporate stormwater management techniques. Refer to Chapter 7 for more information.



Use shade trees to create a canopy over pedestrian areas.



Use plantings to define edges of sidewalks, pedestrian paths and outdoor open space.



Design landscaping to complement neighboring natural areas.

NOTE

Heritage Tree Preservation is discussed in Chapter 7.



Coordinate a fence or wall with an overall site design concept.



Use a fence or wall material that is compatible with buildings and site materials.

NOTE

Designing with topography is discussed in Chapter 7.

6.30 Utilize trees to define a street edge and enhance walkability.

- a. In areas with narrow streets and other right-of-ways, select and place trees to create an intimate scale along the streetscape.
- b. In areas with wide streets and boulevards, select trees that are larger in scale and that provide effective shading of the street.

Fences, Walls and Landscape Buffers

Fences, free-standing walls and landscape buffers are often used to enclose a private outdoor place. Retaining walls are used to address site topography. Cut and fill on a site should be minimized whenever possible, and development should work with the topography. These site features should be carefully coordinated with the overall site design of a property. Visible fence and wall materials should be compatible with materials used throughout a site and on a building. Fences, walls or decorative buffers are especially important when a development is adjacent to a residential property in order to minimize impacts. The guidelines that follow are most critical for areas of a site that are visible from the public realm and along a front property line.

6.31 Coordinate a fence or wall with the overall site design.

- a. Create fence or wall openings to lead to an internal circulation system.

6.32 Use a fence or wall material that is durable and compatible with buildings and site materials.

- a. For a fence, use finished metal, natural wood, or a durable substitute that appears similar in scale and character.
- b. Concrete and stone are appropriate for walls.
- c. Do not use chain link.

6.33 Concrete walls and retaining walls visible from the street should be articulated to provide visual interest and avoid solid, blank walls. Appropriate methods include:

- Scoring
- Staining
- Landscape Screening

6.34 Limit the height of landscape buffers to create a visual connection between the public realm and outdoor amenity spaces.

Lighting

Site lighting includes streetlights, light fixtures in parking lots, pedestrian lighting and lighting to accent landscaping or building façades. Site lighting should help establish a sense of identity and sense of continuity for the property. Site lighting should create a sense of place, and highlight distinctive architectural details. Lighting should be designed to coordinate with and enhance a project's design.

6.35 Scale lighting to reflect its purpose.

- Use a small-scale fixture with down-lighting or light bollards to illuminate a pedestrian walkway.
- Use fixtures that provide even lighting for a plaza, courtyard or patio area.
- Use modest lighting to illuminate building entrances and entries into parking areas.
- Design lighting to minimize light spill onto adjacent properties and the sky.

6.36 Shield site lighting to minimize off-site glare.

- Orient a fixture to provide down-lighting.
- Incorporate cut-off shields to direct light downward.
- Avoid orienting a fixture to cast light into the night sky.

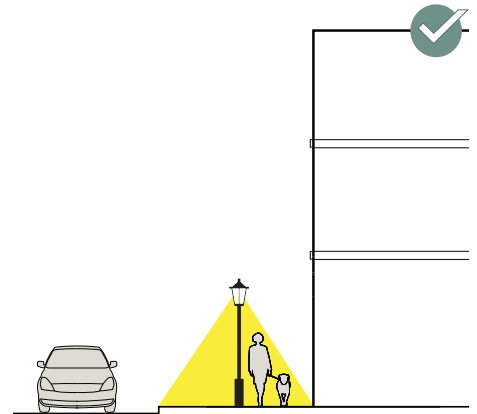


Figure 6.16: Use a small-scale fixture with down-lighting or light bollards to illuminate a pedestrian walkway.

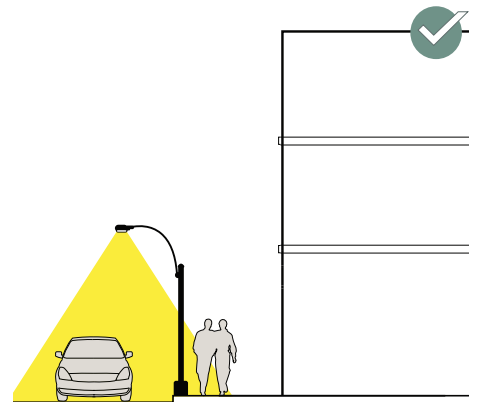


Figure 6.17: Design street lighting to minimize light spill onto adjacent properties and the sky.

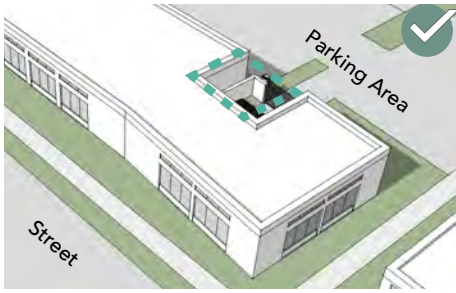


Figure 6.18: Locate a utility or service area to minimize visual impacts to the street and sidewalk.



Screen and enclose a free-standing utility or service area.

Service Areas and Utilities

Service areas and utilities include loading docks, trash areas, electrical stations and other necessary functions. These should be designed to be visually unobtrusive and to be integrated with the site and building. The visual impact of a service area on the public right-of-way should be minimized. More information regarding the location and design of public utilities, such as transformers, can be found in Chapter 9.

- 6.37** Locate a utility or service area to minimize its visibility from the public realm.
- Locate a utility or service area to the side or rear of a building.
 - Orient a service area toward an alley or secondary street.
 - Integrate mechanical equipment into the design of a building. For instance, provide a small wall offset for mechanical equipment so that a screen or wall appears to be a continuation of the building wall.
 - Consider integrating a service or utility area into a gap in a side or rear building wall.
 - Locate a utility or service area away from residential areas or outdoor places such as plazas.
- 6.38** Design a utility building to minimize its visual impacts to the street and sidewalk.
- Locate a utility building or shed to the rear of a primary structure.
- 6.39** Design a trash enclosure to minimize run-off.
- Locate a trash enclosure so that the enclosure is slightly elevated from its surroundings, but also so that any runoff does not drain to neighboring uses.
 - Locate so that run-off drains to the sewer system.
- 6.40** Enclose a free-standing utility or service area.
- When not integrated into a building wall, enclose and cover a utility or service area with a mostly opaque wall.
 - Screen the entrance to a utility or service area with a solid gate made from painted metal, wood or other high quality, non-reflective material that is detailed to provide visual interest.
 - Do not use chain link.

Building Design

This section provides design guidelines for the functional and visual character of commercial, industrial, office, mixed use, institutional, live-work and large-scale multifamily buildings.

Building Mass and Scale

The overall size, height and form of a building determine how large it appears, and whether it is compatible with existing development within a given context. A larger building can incorporate design features to ensure it is not monolithic in scale and that its perceived mass is reduced. Where compatibility is important, a building should be designed to reflect patterns of building mass and scale and articulate a façade to create a pedestrian-friendly environment.

6.41 Articulate a building to express a human scale, reduce perceived mass and create visual interest. Options include:

- Variation in building heights
- Step back a larger building mass from the street where possible to reduce looming effects
- Wall plane offsets such as notches or varied façade setbacks
- Wall projections such as columns, moldings or pilasters
- Varied roof forms
- Awnings, canopies or other features that help define the ground floor of a building
- Vertical or horizontal variations in material
- Expression lines or other techniques that provide horizontal expression
- Transitions in scale at a building and block level



Design a building that is of an appropriate scale to its surrounding context.

NOTE

Additional information regarding building design is provided in the City of Healdsburg Land Use Code.



Use vertical articulation techniques to add visual interest and reduce perceived mass.



Step back a larger building mass from the street to reduce looming effects.



Figure 6.19: A combination of vertical and horizontal articulation methods express a human scale.



Articulating walls with architectural details, and window moldings help achieve a sense of human scale in this industrial context.

6.42 Where compatibility with traditional buildings is important, such as Downtown, articulate a building into modules that relate to the traditional building form and scale.

- a. Consider the height and width of existing neighboring structures.
- b. Design floor-to-floor heights to reflect the traditional sense of scale and floor heights in Healdsburg.



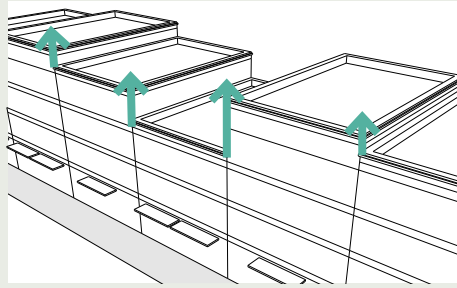
Design the first floor height to be taller than any upper floors and to appear similar in dimension to those seen traditionally.

Figure 6.20: Recommended Articulation Methods

The following models illustrate some ways in which a building can be articulated to express a human scale.

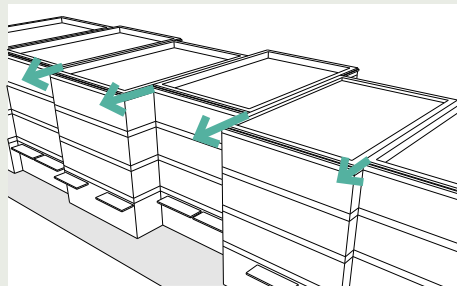
Vertical Variation

Vertical variation is an actual change in the vertical scale of a building of at least one floor.



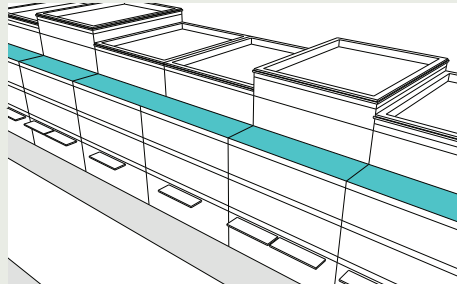
Wall Plane Offsets

Wall plane offsets include notches or breaks in the building façade. They should generally extend the full height of the building and are most successful when combined with changes in roof form or building materials.



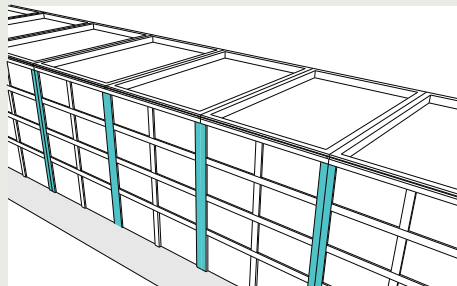
Upper Level Stepback

Upper level stepbacks add visual interest and reduce the visual mass and scale or potential looming impacts of a larger building.



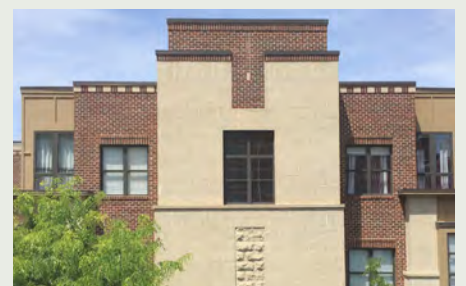
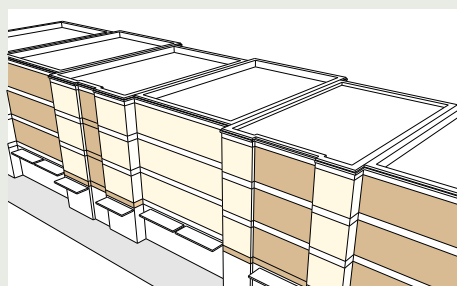
Wall Plane Projections

Wall plane projections include pilasters, moldings or columns that generally rise the full height of the building façade to add visual interest and express traditional façade widths.



Variations in Material

Variations in material add visual interest and express traditional façade widths. Such changes may be vertical or horizontal and often follow a repeating pattern. See "Potential Exterior Building Materials" in Figure 6.22 for more information.





Design a visible building façade to enhance the community image using high-quality building materials.



Design a building façade to convey visual interest.

Façade Design

Visible building façades that incorporate high-quality design features enhance Healdsburg’s image and character, and convey an active and vibrant appearance to pedestrians, bicyclists and vehicles passing through the city. The design guidelines presented below apply to visible façades that face public streets, sidewalks, pedestrian areas and parking lots. These design guidelines are particularly important for new development in Character Area 5: Downtown Core and 6: Healdsburg Corridor. A façade should be designed into separate components that convey a human scale and create a consistent rhythm within the façade.

- 6.43 Design a taller building to incorporate a “base, middle, cap” to divide a façade into separate components.
 - a. Express a traditional base, middle and cap composition with well-defined ground or lower floors and a distinctive “cap” element framing middle building floors, especially on taller commercial and mixed use buildings.
- 6.44 Arrange elements on a façade to create a generally consistent rhythm and sense of continuity.
 - a. Use consistent window and door sizes on a façade.
- 6.45 Where compatibility with context is important, design a building façade to be compatible with its context.
 - a. When possible, generally align façade features, such as canopies, windows and roof cornices on parapets, with those on adjacent buildings.
 - b. Consider the rhythm pattern of solid to void that has been established by neighboring traditional buildings the placement of windows, doors and other façade features.
 - * This is especially important in Character Area 5: Downtown Core.

Street Level Interest

A building's ground floor strongly impacts the pedestrian experience on an adjacent public space, such as a sidewalk or public plaza. Blank or featureless walls at the ground floor level can diminish interest and reduce the quality of the pedestrian experience. A building should be designed to promote pedestrian interest at the street-level. Avoid long, blank walls on the ground floor level. Transparent ground floors that support a visual connection between the public realm and interior commercial building space is the most effective way to generate street level interest. This treatment is strongly encouraged and particularly for areas where a commercial use is located directly adjacent to a sidewalk, street, plaza or other public realm element. However, active storefronts and fully transparent windows may not be feasible on all street-facing building walls. Where this occurs, consider the use of one or more of the street level interest methods illustrated in Figure 6.21.

6.46 Design a building to create street level interest.

Enhance ground floors by incorporating elements such as the following:

- Active uses, such as shops and restaurants
- Variations in the building wall, such as recessed entries or other indentations, in the ground floor façade
- Windows and display areas that increase the transparency of the ground floor



Design a storefront to engage the public realm, provide visual interest for pedestrians and promote pedestrian activity.



Utilize large walls for public artwork, water features, landscaping and other treatments to engage the public.



Create an active storefront.

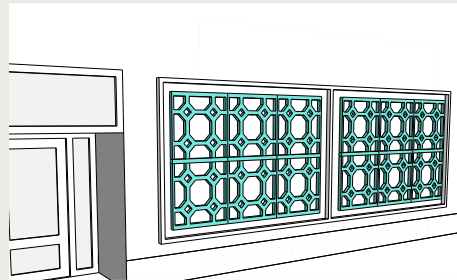


Enhance the ground floor design of a building to create pedestrian interest and activity.

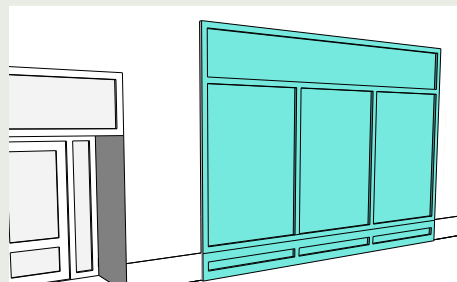
Figure 6.21: Alternative Street Level Interest Methods

The following diagrams illustrate some examples of ways to create street level interest where storefronts and active uses are not feasible. The color in each of the diagrams reflects the subject feature.

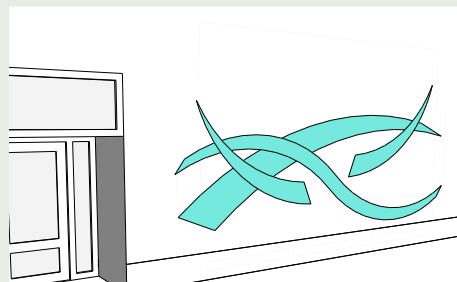
Architectural Details



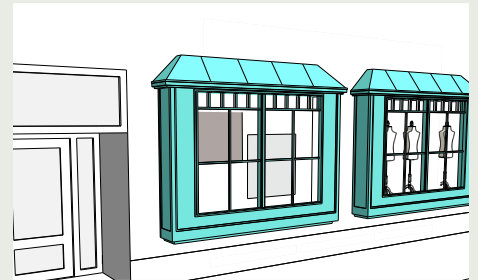
Windows



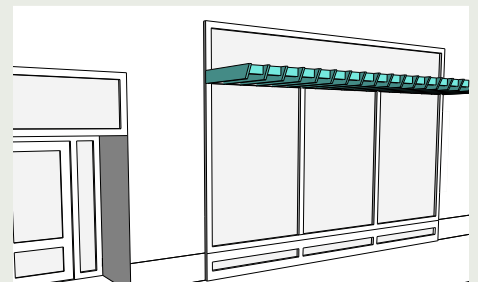
Wall Art



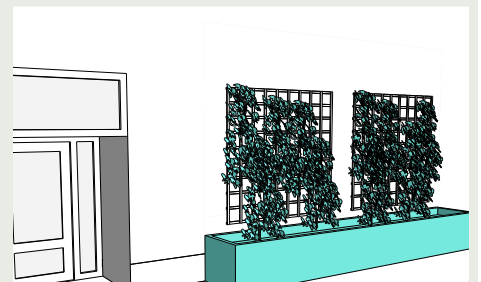
Display Case



Awnings & Canopies



Planters & Landscaping



Building Entry

Building entrances provide a key visual and physical connection between the public and private realm. A door should be easily recognizable and distinguishable from the rest of the building. Where compatibility with context is important, building entries should be spaced to provide visual continuity and compatibility within traditional buildings in a Character Area.

6.47 Design the primary entrance to a building to be clearly identifiable. Use an architectural element(s) to highlight an entrance, and to provide weather protection, where feasible. Potential treatments include:

- Canopy
- Awning
- Arcade
- Portico
- Building recess
- Moldings
- Change in material
- Change in color

6.48 Use an authentic, functional entry on a street-facing façade.

6.49 Size and proportion an entry element to stand out visually.

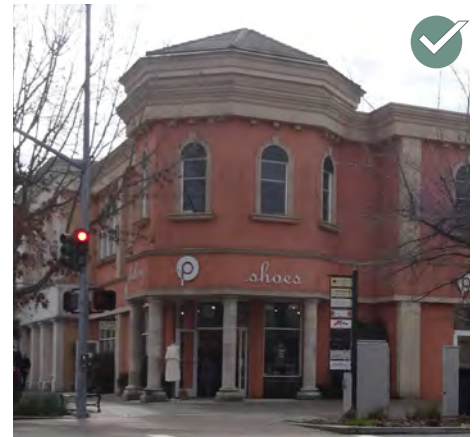
- a. Size a door to be easily readable and recognizable, but to not be overly large.
- b. Use a vertically oriented door.

6.50 Maintain a regular rhythm of entries along a street.

- a. Use a common door height on a ground floor and on a visible upper floor.
- b. Where compatibility with the context is important, provide space between entries on a building to be generally consistent with spacing on nearby traditional buildings.



Design the primary entrance to a building to be clearly identifiable.



An entry element provides a visual connection to the public realm.



Maintain a regular rhythm of entries along a street.



Windows

Windows are a key design element. New development should incorporate windows of a design and arrangement that expresses a human scale, create visual interest and in some cases creates visual continuity with context.

6.51 Locate and space windows to express a consistent.

* This design guideline is particularly important for new development in Character Area 5: Downtown Core.

- a. Provide consistent horizontal spacing between windows on a floor.
- b. Vertically align windows on upper and lower floors.
- c. Provide a common head height for windows on a single floor. Minor deviations may be appropriate for an accent.
- d. If a glazed wall is utilized, use spandrels, moldings, awnings or sills to provide vertical and horizontal expression.



Design a window to create depth and shadow on a façade.

6.52 Place a window opening to correspond to an actual interior space.

6.53 Where compatibility is important, size and proportion a window to be in the range of heights and widths of nearby traditional windows.

- a. Size a window to be easily recognizable but not to be overly large.
- b. Use a vertically oriented window on an upper floor.



Vertically align windows on upper and lower floors.

6.54 Design a window to create depth and shadow on a façade.

- a. Design a window to appear “punched” into a wall.
- b. Do not use a window that appears pasted onto a façade.

Roof Form

Roof form addresses the visible characteristics of a building's roof, which contribute to the character of a building. Where compatibility with context is important, roof forms that convey compatible mass and scale.

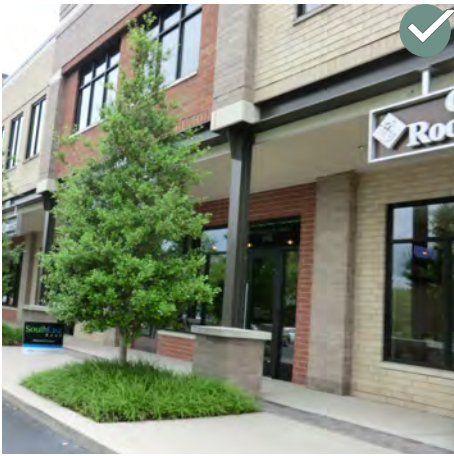
- 6.55 Design a roof to be architecturally consistent with the overall architectural design and detailing of the structure in terms of form and material.
 - a. Use angles, pitches and materials that coordinate with a building's overall design.
- 6.56 Where compatibility with context is important, design a roof's massing and form to be similar to traditional buildings.
 - a. Where a variety of roof forms is prevalent in an Area, allow for flexibility in roof form and design.
- 6.57 In downtown commercial development, design a roof to be visually subordinate, and to be concealed behind parapet walls.



Design a roof to be architecturally consistent with the overall design of the structure.



In Downtown commercial development, design a roof to be visually subordinate, and to be concealed behind parapet walls.



Avoid visually flat materials.

Building Materials and Color

Exterior building materials provide a sense of scale and texture that convey design quality and visual interest. Building façades, especially at the street-level, should use high-quality, durable materials that convey high quality in design and detail. Typical materials vary throughout Healdsburg's Character Areas; a variety of materials that are used in Healdsburg can be seen in Figure 6.22. Appendix B provides visual definitions of each of the building materials.



Add visual interest through texture, finish and detailing.



Use an accent material to highlight an important feature such as an entry or window.

6.58 Use materials to convey a sense of human scale and visual interest.

- a. Add visual interest through texture, finish and detailing.
- b. Use changes in material to add visual interest and express a human scale.
- c. Use an accent material to highlight an important feature such as an entry or window.
- d. Use materials to create contrast and shadow.
- e. Use a limited number of materials so that a façade does not appear overly busy or confusing.
- f. Avoid overuse of visually "flat" or panelized materials (such as synthetic stucco or EIFS) that result in monotonous, featureless surfaces. Limited applications of synthetic stucco or another visually flat material may be appropriate as a wall panel or as an accent on an upper floor, but should be complemented with a material rich in texture or with a dynamic finish.

6.59 Where compatibility with context is important, use a material that is compatible with nearby traditional buildings.

- a. Use materials that exhibit characteristics similar to those used on adjacent or neighboring buildings.

6.60 Encourage building colors that are visible from the street to be generally compatible with those seen traditionally in Healdsburg. Traditional Healdsburg colors include whites, tans, greys and other earth-tone/natural colors.

- a. Encourage the primary colors used for a building to be consistent with earth tones or other natural colors seen on traditional buildings in the city.
- b. Allow other non-earth tone colors as accents or for special architectural features or details that are subordinate to the overall building.
- c. Avoid overuse of sharp or overly bright colors that create a jarring contrast with traditional colors seen in Healdsburg.

Figure 6.22: Potential Exterior Building Materials

The materials shown below meet the guidelines and intent described on page 158 and are potential materials that can be used for commercial, industrial, mixed use and large-scale multi-family development in Healdsburg. Note that these examples are not the only materials that meet the intent and design guidelines described above; other materials are also appropriate for development in Healdsburg. Refer to the Character Areas chapter for more information.



Stucco



Wood



Stone



Metal Panels



Corrugated Metal

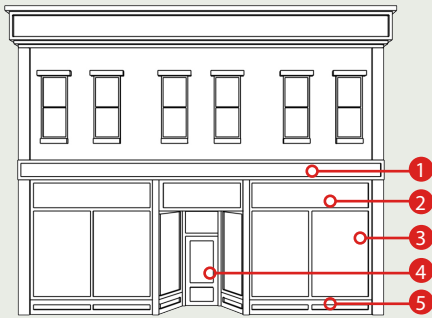


Brick



A storefront should include a high level of transparent glass.

Figure 6.23: Typical Storefront Features



Typical storefront features include:

- 1 Storefront Cornice or Lintel
- 2 Transom Windows
- 3 Display Window
- 4 Entry Door
- 5 Bulkhead/Kickplate

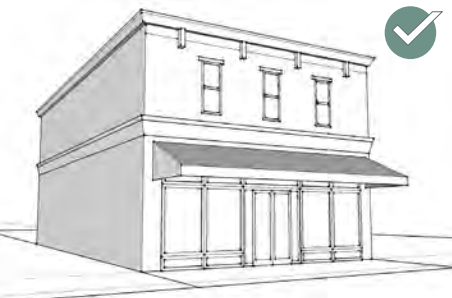


Figure 6.24: Awnings should not obscure the frame and details of a building.

Storefront Design

Where a building incorporates a storefront, it should engage the public realm, provide design elements that activate the street edge and provide visual interest for pedestrians.

6.61 Design a storefront to be easily distinguishable and inviting to pedestrians.

- a. Space building entrances at regular distances along a pedestrian pathway that are easily distinguishable.

6.62 Design a storefront to provide visual interest.

- a. A storefront should include:
 - A generous height
 - A high level of transparent glass (not tinted)
 - A clearly defined entry
 - Canopies, awnings or other projecting elements that define the pedestrian area.
- b. Other appropriate architectural elements that can be integrated with a storefront include:
 - Landscaping
 - Wall Art



Design a storefront to engage the public realm, provide visual interest for pedestrians and promote pedestrian activity.

Building Additions

Additions to non-single family structures are often used to increase the square footage of a building. An addition should be subordinate to an existing structure and should not provide a false sense of age or mimic the design of a historic resource. For this reason, additions to existing buildings are most sensitive in Character Area 5: Downtown Core. While additions in other Character Areas may be treated with more flexibility, they should still be subordinate to and should complement the design and style of the existing structure.

- 6.63 Design a building addition to be subordinate to the existing structure.
- Where possible, locate a building addition to the rear of the existing structure.
- 6.64 If a building is visible from the public realm, design it to be visually compatible with the existing structure.
- Arrange windows and doors on the building addition in a way that complements the pattern of the windows and doors on the existing structure.



Figure 6.25: Design a building addition to be subordinate to the existing structure.



Where possible, locate a building addition to the rear of the existing structure.



Figure 6.26: Design a building addition to be subordinate to the existing structure in Downtown. Here, the setback helps make the addition subordinate.



Renovation of Existing Structures

The renovation and reuse of an existing structure is encouraged. Renovating existing structures also reduces waste from demolition and reduces the number of new materials used in a project, compared to a new construction.



This adaptive reuse project in Phoenix, Arizona converted an older convenience store building (top) into a casual dining establishment (bottom) that enhances the character of an adjacent commercial corridor.



Design the renovation of a building to respect its original design.

6.65 In Character Area 5, design the renovation of a traditional building to respect its original design.

- a. Consider original architectural elements that define a building, and incorporate those and the style of the original building into the renovation.
- b. Whenever possible, retain elements that established the building's style and character such as a storefront, windows, recessed entries, masonry surfaces, etc.
- c. Consider restoring design elements that may have been lost throughout the years. Consult City staff to determine what elements may have previously been a part of the building.
- d. Remove elements that have been added to the building that conceal significant architectural details.
- e. In Character Area 5, treat the design of upper stories and elevations of renovated structures with the same sensitivity as the ground-floor elevation.

6.66 Integrate or screen essential building equipment and service areas into a renovation design.

- a. Conceal or screen new mechanical equipment.
- b. Design service areas, rear elevations and side elevations to be attractive from alleyways, side streets and sidewalks.
- c. Where parking lots adjoin the rear of a renovated building, consider incorporating rear store entrances and pass-throughs to the street.

Sensitive Transitions

Sensitive transitions address the relationship between buildings of higher densities or of more public uses that are adjacent to lower-scale residential neighborhoods. Site design adjacent to an existing or future residential neighborhood should provide a compatible transition that minimizes potential negative impacts.

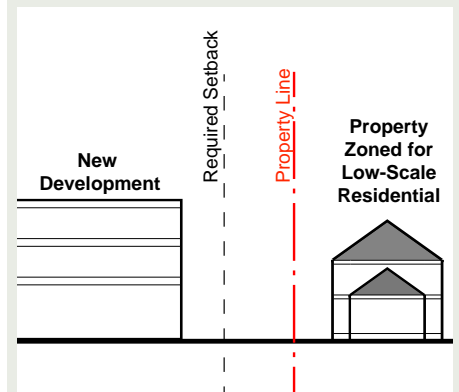
- 6.67 Design a commercial or mixed use site to be compatible with a neighboring residential site.
- Place and orient buildings to minimize potential negative impacts on an adjacent residential neighborhood.
 - Provide a transition in height between taller development and low-scale residential neighborhoods.
 - Consider locating a taller building an additional distance beyond the required setback from the shared lot line to avoid a looming wall.
 - Do not locate mechanical or service areas directly adjacent to a residential property.



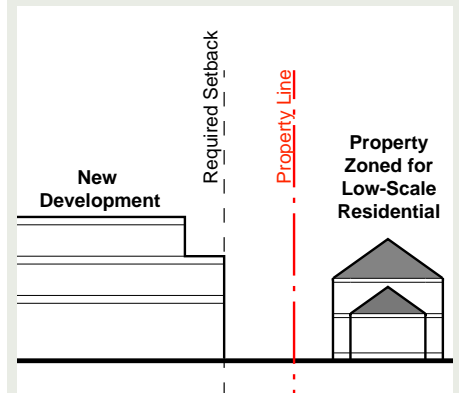
Provide an increased setback between taller development and low-scale residential neighborhoods.

Figure 6.27: Sensitive Transitions

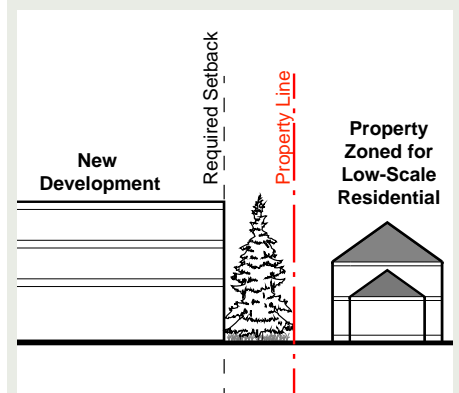
Appropriate options include:



A setback that is greater than what is required.



A stepdown in height towards the low-scale residential site.



A significant landscape buffer in the setback between the building and the property line.

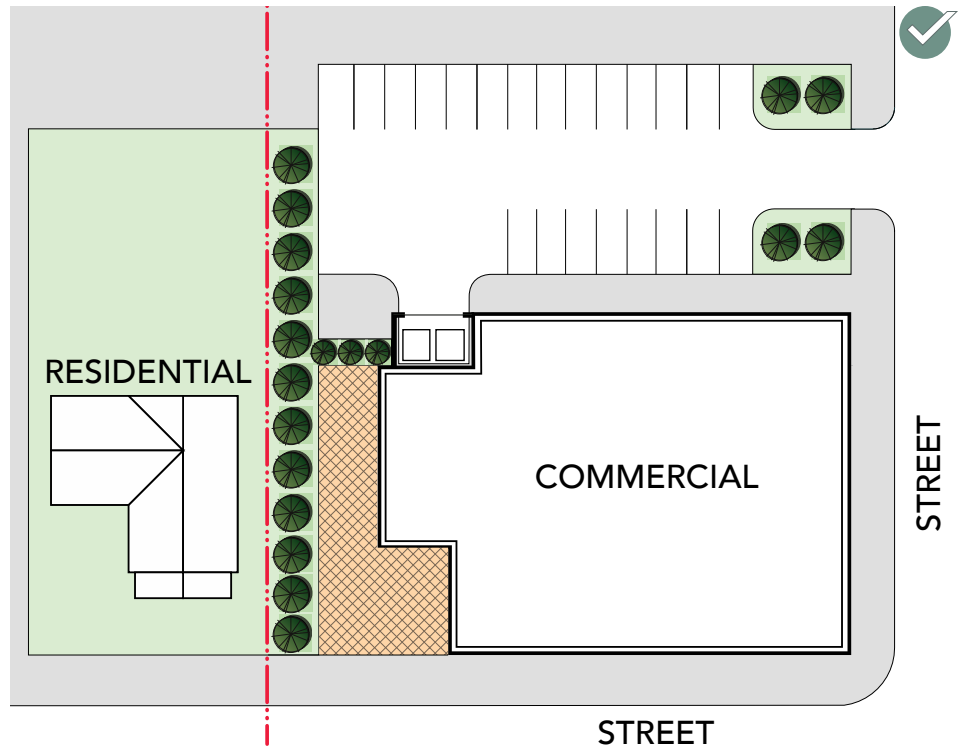


Figure 6.28: Design a commercial or mixed-use building to be compatible with a neighboring residential site. For example, trash storage should be located away from the street and towards the interior of the site, and landscaping and open space can help present a softer edge to the residential site.

6.68 Design a landscape buffer area to provide shared amenities.

- a. Amenities shared between a commercial or mixed use development and an adjacent residential neighborhood may include:
 - Picnic areas
 - Recreational areas
 - Playgrounds
 - Stormwater management facilities
 - Other landscape features

SPECIAL



REPORT

Compatible Infill Design

Principles for New Construction in
Oregon's Historic Districts



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2011 Preservation Roundtable Process

Topic defined
Fall 2010

Research and planning
Spring 2011

Regional Workshop I
The Dalles
June 25, 2011

Regional Workshop II
Ashland
July 8, 2011

Regional Workshop III
Portland
August 18, 2011

Online Survey
Early September 2011

Report Released
October 13, 2011

The Purpose of the Preservation Roundtable

The Preservation Roundtable was organized by Restore Oregon, formerly the Historic Preservation League of Oregon, to bring together diverse stakeholders to analyze and develop solutions to the underlying issues that stymie preservation efforts. The inaugural topic in 2010 was “Healthy Historic Districts in a Changing World—Compatibility and Viability.” Nearly one hundred people participated, arriving at nine recommendations published in a report titled **Healthy Historic Districts – Solutions to Preserve and Revitalize Oregon’s Historic Downtowns**. An electronic copy is available on Restore Oregon’s website.

The 2011 Preservation Roundtable focused in on “Design Standards for Compatible Infill,” one of the recommendations from the 2010 report, to provide clarity and consistency for review of new construction projects in historic districts. The principles and approaches to implementation that follow come from the best source: the people that live, work, own property, govern, and build within the state’s 123 National Register historic districts.

Over 200 individuals from around the state shared their ideas, both in person and online. With backgrounds in development, engineering, architecture, city planning, property ownership, community development, and related disciplines, Roundtable participants brought a broad slate of experience and range of perspectives to the dialogue.

Like beauty, it may be said that good design is in the eye of the beholder thus opinions may differ on some of the recommendations in this report. But Restore Oregon is confident these principles represent an important foundation upon which new construction can fill the empty spaces of Oregon’s historic districts in a way that protects their historic integrity, promotes good land use, and enhances economic vitality.



Ashland Preservation Roundtable participants

Why Good Infill Matters

We've all seen it. A new building that looks like a spaceship dropped into a historic neighborhood, entirely out of character with its neighbors.

And we all know historic districts that seem more ghost town than downtown because of the empty lots dotted throughout like so many missing teeth.

The fact is that most historic districts need good new construction – to promote economic vitality, improve urban density, and to generate the activity that spurs investment in the rehabilitation of the existing historic fabric.

The Secretary of the Interior's *Standards for the Treatment of Historic Properties* mandates that additions to historic buildings must differentiate new from old. Furthermore, the *Standards* imply that a Modern or Postmodern approach is best for additions on historic structures (an interpretation with which Restore Oregon does not agree). Though there is no Secretary of Interior "Standard for Compatible Infill," it has often been assumed that new construction in Oregon's historic districts must also be differentiated – with widely differing ideas of what "differentiated" means.¹

Typically new construction projects in historic districts must go through a design review process. This process varies widely across the state, but is often described as complex, subjective, lengthy, expensive, and design rules are perceived as being unclear or inconsistent.

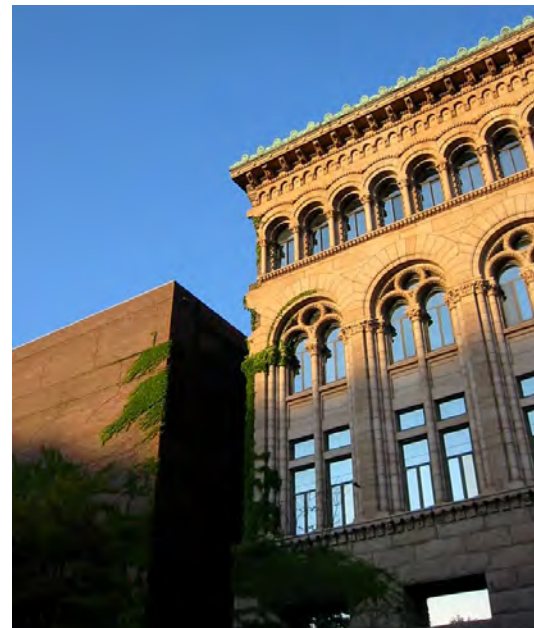
This inconsistency and lack of clarity creates uncertainty among the development team who would rather not waste time and money trying to navigate through an unpredictable design review process. A common argument is that it's too much of a hassle and too expensive to build in a historic district.

That isn't to say good infill hasn't been built, but one need not look further than the parking lots, ill-fitting Modernist buildings, and drive-through cubes to realize that a new and holistic approach is needed. Fortunately, in many cases developers haven't rushed to fill the missing teeth of the state's historic districts, so we have an opportunity now to do it right.

A quarter of the properties in Oregon's historic districts are vacant lots or classified as "non-contributing" to the district's historic character. Encouraging appropriate new construction on these parcels will be a defining component of the 21st century preservation ethos in Oregon.

Today, planners and politicians across the state are working to limit sprawl by diversifying and densifying existing urban areas to create walkable 20-minute neighborhoods. Although many still think there's a conflict between preserving historic places and boosting density, increasing the square footage in Oregon's historic districts represents an economic, social, and environmental opportunity.

This report outlines seven baseline *Principles for New Construction* intended to promote responsible infill within Oregon's historic districts. In practice, they would function as a Secretary of the Interior's *Standard for Compatible Infill*. While many of our recommended principles differ from the current Secretary's *Standards* and some preservation theories, they are intended to chart a course for Oregon predicated on the belief that historic districts are significant resources far greater than the sum of their component properties.



Chicago's Newberry Library (1893, with 1981 addition) is cited by the Secretary of the Interior Rehabilitation Guidelines as an example of the recommended treatment for a new addition to a historic building. Its harsh differentiation is a poor example of the type of new construction needed in Oregon's districts. Image by Payton Chung/Flickr.com



An 1860s Harrisburg building is swallowed up—literally!

The Value of Oregon's Historic Districts

Oregon has 123 historic districts listed in the National Register of Historic Places. Each is unique in its location, size, age, and historic significance. While some, like the Hells Canyon Archaeological District, are not collections of buildings, most of the state's National Register districts are places where we work, sleep, play, and shop. They range in size from Portland's Irvington District (2,813-properties) to Weston's Historic District (14-properties). Altogether there are over 15,000 properties within Oregon's Historic Districts – representing a very significant cultural and economic asset.²

Restore Oregon's *Healthy Historic Districts* (2010) identified the triple bottom line benefits of investing in Oregon's historic districts to:

- Increase heritage tourism, a \$192 billion market in the U.S.²
- Foster community pride and support mixed uses.
- Reduce sprawl and leverage existing infrastructure.

The report also identified nine practical ways Oregon preservation stakeholders can best invest in the state's historic districts. These ranged from creating district development plans to updating local preservation ordinances. One of the most distinct of the recommendations was the need to “create design guidelines and standards for infill to ensure the new is compatible with the old.” This recommendation is critical for Oregon's historic districts because appropriate new construction has the potential to:

- Provide skilled construction jobs and support long-term employment.
- Boost property tax revenues on parcels that are deserving of development.
- Increase density, fight sprawl, and maximize existing infrastructure.
- Support the preservation of historic buildings and help boost their economic potential.
- Provide a sense of continuity by differentiating the look and feel of historic and non-historic areas.

According to one participant in the Roundtable, developers face both opportunities and challenges when building in historic districts.

“As with any other commercial development project, there are both opportunities and challenges when building small-scale infill in historic districts. Current opportunities include low interest rates, lower construction and land costs, and New Markets Tax Credits. Also pre-leasing is easier in smaller scale projects, which is attractive to lenders. Challenges center around higher per square-foot construction costs for small-scale buildings, higher load factors in tight floor plates, and negotiating with unmotivated sellers who may have other income, low-capital basis and therefore high capital gains tax liabilities, and inflated perceptions of property value based upon



Downtown Albany Historic District

Definition of Terms

Context: The physical and historic attributes of a specific place.

Contributing: A property identified as being a significant component of a historic district.

Floor Area Ratio (FAR): The size (total square feet) of a building compared to the size of the land on which it sits.

Fenestration: Window and door placement.

Guideline: Parameters describing the preferred look and feel of new construction in a specific historic district or area.

Massing: The general size and shape of a building in relation to its site and context.

Non-contributing: A property that does not add to the significance of a historic district, either due to its recent age, lack of historic significance, or compromised design.

Secretary Standards: The Secretary of the Interior's *Standards for the Treatment of Historic Properties* are administered by the National Park Service, defining best practices for Reconstruction, Rehabilitation, Preservation, and Restoration.

Siting: The positioning, orientation and set-back of a building on its lot.

Standards: Prescriptive metrics for directing new construction in a specific historic district or area.

Statement of Significance: A section of a National Register of Historic Places nomination that describes the features that define a property or district as historically significant.

Advising, Encouraging, or Regulating—What's Best?

Across Oregon, cities and towns have adopted a range of approaches to guide the design of new construction, whether in National Register districts, local conservation districts, or other areas deemed worthy of special consideration. Various socio-political factors have shaped the approaches, including:

- The cost of creating highly specific expectations for the design of new buildings, especially given the need for public involvement.
- The difficulty of reaching agreement on design and development goals.
- Worry that rigid rules will restrain creativity and infringe on property rights.
- Concern that too much flexibility would lead to out-of-character design that hurts district integrity.
- A lack of local expertise to develop or administer complex rules that require judgment.
- Fear that rules requiring judgment will result in “taste policing.”

In many cases across Oregon, local governments have elected to take a hands-off approach, leaving their historic districts at the whim of individuals on a property-by-property basis.

Communities across the state care deeply about their heritage and the quality of their historic districts. But how far their leaders and citizens are willing to go to ensure they are appropriately supported is the fundamental question surrounding whether to *advise*, *encourage*, or *regulate* aesthetics in historic districts.

Advisory Approach

Whether in the form of informational *policies*, educational *documents*, or semi-formal *processes*, advisory approaches to guiding infill are effective when all parties are equally motivated, well-intended, open-minded, and when project owners are willing to put their money where others' mouths are. While community sentiment can help inform and shape a project, there must be full and consistent willingness to commit to an altruistic direction for this approach to have any effectiveness. The advisory approach is only as strong as its weakest link. If the quality of the advice is not clear or correct, if there's an unwillingness to acknowledge advice, or if attitudes or commitments change over time, this approach fails to protect the values of the district.

One advisory tactic that has been helpful for some communities – even in the absence of mandatory requirements – is encouraging development teams to meet with city staff or confer with a historic review body prior to any application for permits. This process affords an opportunity to educate a development team about public expectations, programmatic opportunities, and/or regulatory requirements early in the design review process.

Ultimately, any advisory approach has to take place very early in the design process before the development team has become emotionally and monetarily committed to a particular design.

Encouragement Approach

Encouraging appropriate design can include tactics as simple and informal as *awards* programs, or as specific and measurable as *financial incentives*.

Encouragement helps to entice a development team to meet community expectations for what benefits the district, while not infringing on property rights or a development team's ability to make choices.

Awards programs have some value in acknowledging particularly successful efforts, but don't necessarily incentivize those who are not already passionate about preservation.



A new house in Ladd's Addition Historic District, Portland

Continued next page...

For example, Ashland’s annual Architectural Preservation Awards program includes a category for “historically compatible” new construction that helps set the stage for future design excellence (see photo).

Incentives can serve as a very effective voluntary way to guide design. Specific incentives such as expedited review or zoning flexibility can have great value if well conceived for the economics and opportunities in a particular district. Low-interest loans, grants, and tax incentives are very successful at compelling property owners to invest in design that fits community expectations. Urban renewal agencies typically provide financial incentives for downtown revitalization and new construction programs and are often focused within commercial historic districts.

Voluntary approaches are effective tools for encouraging appropriate design in historic districts when implemented in conjunction with thoughtful regulations.



Award-winning infill from Ashland, Oregon

Regulatory Approach

The most certain, and equitable, path to a desired design result is regulation. Regulation can take the form of specific code-based prescriptive *standards*, or it can utilize more discretionary design *guidelines*. Both standards and guidelines can be supplemented by the advisory and voluntary approaches discussed earlier.

Standards: Prescriptive standards are an effective means to address elements such as height, massing, and setbacks from property lines in order to ensure new construction shares attributes typical to a particular area. Standards are generally black and white, providing a measurable box in which new construction can take shape. Standards that provide across-the-board clarity for what can and cannot be built in a historic district are objective and highly effective.

However, it is difficult for standards to guide the textural compatibility needed for new construction to fit comfortably and appropriately in a historic district. Design guidelines, discussed in the next section, better address the more subjective compatibility that cannot be expressed in standards. The advantage of standards is that they are clear and objective in nature, easily applied across the board with a minimum amount of discretion and training.

Design guidelines: The application of design guidelines blends guidance and rules. Guidelines are aspirational and descriptive; standards are prescriptive. Guidelines are discretionary in nature since judgment is required to determine whether aspects of a project are consistent with their intent. Guidelines can be advisory or serve as approval criteria applicants must meet. Design guidelines therefore require more expertise to apply on the part of city staff, project designers, and other regulatory decision makers. However, it is this expertise and judgment that is their strength. Guidelines demand more of projects, but provide for flexibility in their interpretation. In order to balance this flexibility while providing projects certainty and predictability, guidelines must be well crafted.

Recommended Approach

Ultimately, regulatory approaches are the most effective means of directing the design of new construction in historic districts. Well-articulated standards and guidelines can ensure that infill construction will be of a quality and compatibility that works for the specific historic district.

However, Restore Oregon recognizes that *regulations are most successful when combined with added rights and incentives*. In order to encourage the realization of new construction that meets the expectations set forth by regulations, supportive advisory and voluntary tactics are critical. Early opportunities for design advice, honorary awards programs, relaxing of certain zoning restrictions, and financial incentives can balance the weight of regulations, and make clear that public expectations are in line with the financial realities of development.

What Makes a Good Guideline?

Guidelines must consist of simple and clear wording that can be understood and applied by professionals and the public alike. Good design guidelines define and describe their purpose. The guideline language itself must be directive in a manner that is legally defensible (in Oregon, guidelines are applied through a “quasi-judicial” process, where the result is a decision that has legal standing).

Of Oregon's 123 National Register historic districts, only 21 are known to have developed district design guidelines. Some of these guidelines, like Oregon City's, apply to more than one district.

Where they exist, guideline documents—like design itself—are products of their time. Their crafting has been defined by available resources, local knowledge, public support, examples available to emulate, local leadership, and views about what constitutes appropriate preservation. As such, some guidelines are more effective and more suitable to today's views and expectations than others.

A comparative analysis of the district design guidelines found in Oregon today has helped identify some of the strengths and limitations that render a guideline effective, or not.

Successful Design Guidelines:

- Include a clear background statement, giving context for the guidelines within the specific historic district.
- Define clearly what the specific criteria are, distinct from the rest of the text.
- Provide and describe various ways in which the guidelines might be met, including illustrations and discussions of community goals.
- Use district-specific photographic examples from both the past and the present.
- Employ simple understandable language, including definitions and explanations.
- Educate through detailed explanation and accurate historical information.

Less Successful Guidelines:

- Use technical and less-accessible language through code-based text descriptions.
- Provide few or no illustrative examples or photographs.
- Offer little background or educational information.
- Are generic, and may not be grounded in the defining characteristics of the specific historic district.

The Relationship of Principles and Design Guidelines

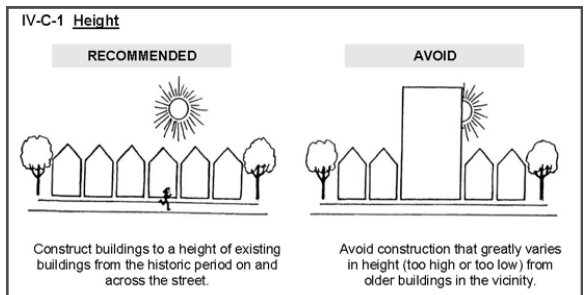
The Principles for New Construction that follow are intended to be a baseline for any approach to guiding new construction in Oregon's historic districts. They can be adopted to serve as guidelines unto themselves, or used as an underpinning in the development of local, district-specific guidelines. In either case, documents and outreach describing local processes, and the qualities and characteristics specific to the respective historic district, are critical to developing appropriate, complete district guidelines.

This guideline may be accomplished in the King's Hill Historic District by:

B. Using a setback that respects the existing setbacks along the block. These residences on SW Park Place share a similar setback, along with uniform massing and scale characteristics. In combination, these elements contribute to the uniform appearance that is characteristic for that block.



An illustration used by a successful design guideline (above) that shows photographic evidence from the district; and a less successful guideline (below) that is too general and not specific to the district.



Principles for Compatible Infill

The following principles are intended to serve as a foundation for local, state, and federal programs that evaluate new construction in National Register historic districts, including standards and guidelines. They represent a distillation of input by approximately 200 Preservation Roundtable participants, and the research and analysis conducted by Restore Oregon staff and consultants on the effectiveness of various design standards found around the country.

The intent of the principles is to:

- Encourage stakeholders to think critically about the future of their districts.
- Protect the integrity and coherence of Oregon's historic places.
- Provide clarity and consistency for developers, designers, and regulators to make it easier to construct new projects.
- Provide criteria for incentive programs to spur investment and revitalize historic districts.

Each principle consists of a **title**, **statement of intent**, and **bulleted considerations** about how each might be implemented. The principles are intended to be similar in character to the Secretary of Interior's *Standards*, however, they are specific to new construction and unique in content. Since the term "standards" in Oregon typically refers to specific measurable characteristics (see page 6), this report has chosen to use the word "principles" to describe these foundational tenets.



Photo by Ian Sante

1. The District is the Resource, Not its Individual Parts

Designated historic districts are significant as a **collective whole** and must be considered as such, and protected in their entirety. This is the primary, overarching principle.

- New construction must respond to and protect the integrity of the overall historic district in much the same way as an addition does to a historic building.
- The National Register nomination is the primary source for district significance and defining characteristics, and should inform the design of new construction.⁴

2. New Construction Will Reinforce the Historic Significance of the District

Infill buildings should relate to and strengthen the core characteristics of the district, as identified in the National Register nomination Statement of Significance. New construction should build upon the story of the district through its design, landscape, use, cultural expression, and associated interpretive displays.

- An understanding of the character and significance of the district should predicate any design or development activities.
- If applicable, cultural expressions and/or historic uses within the district should be considered in design or development activities.



The Freimann Building in Portland is a successful reconstruction based on thorough documentation.

3. New Construction Will Complement and Support the District

Most historic districts have a discernable aesthetic rhythm of massing, scale, and siting. Infill buildings should not deviate in a detracting manner from these elements, but appear as complementary members of the district.

- Lot size, massing, siting, floor area ratio, and height must correspond to the contributing buildings within the district.
- Whenever possible, new construction should support the viability of adjacent historic buildings through shared ADA and upper story access, structural stability, and mechanical and environmental systems.
- New buildings may provide uses not found within the district if such uses are in demand and if adapting historic buildings for such uses would be detrimental to the historic fabric.



New construction on the Oregon State University campus provides additional egress to the historic building.

4. Infill Will Be Compatible Yet Distinct

New buildings should be identifiable as being of their period of construction; however, they should not be so differentiated that they detract from – or visually compete with – their historic neighbors. Within historic districts, compatibility is more important than differentiation.

- Because the district is the resource, the reconstruction of buildings that existed within the district during the period of significance is allowed. Reconstructions should be done in accordance with the Secretary of the Interior *Standards for Reconstruction*.
- New buildings should be identified through signage or other interpretative means to relate them to the context of the district's historic significance.
- Style is discouraged from being the primary indicator of differentiation.
- Means of differentiation may include materials, mechanical systems, construction methods, and signage.

5. The Exterior Envelope and Patterning of New Buildings Will Reflect District Characteristics

Infill design elements, patterning, texture, and materials should reflect the aesthetic and historic themes of the district.

- Patterns of fenestration, building divisions, setbacks, and landscapes that are characteristic of the district should inform the design of new buildings.
- Mechanical and automobile infrastructure should be appropriately concealed when not consistent with the district's character.



Two distinct approaches to infill over time. The original historic building is on the left.

6. Contributing Buildings Will Not Be Demolished to Create Infill Opportunities

Properties deemed “contributing” in the National Register nomination or through subsequent research or rehabilitation must not be removed or rendered non-contributing to make way for new construction. Consideration should be given to the demolition of non-contributing buildings 50 years of age or older on a case-by-case basis, dependent on the character of the district.

- Buildings deteriorated beyond repair may be demolished if so determined by the State Historic Preservation Office and local preservation staff/commission.
- Properties deemed non-contributing to the district should be retained and/or documented if they have achieved historic significance over time.



Demolition of a contributing building, 2011

7. Archeological Resources Will Be Preserved in Place or Mitigated

When new construction must disturb archaeological resources, mitigation measures should contribute to the story of the district.

- Archaeological mitigation must conform to local, state, and federal laws and accepted professional standards.
- When appropriate, archaeological mitigation should be accessible to the general public in an educational capacity.
- Information yielded from archaeological mitigation should be interpreted in the new building and throughout the district.



Vancouver, WA archeological dig. Image by Rick Minor

Our Survey Said... *(a selection of comments from participants)*

When possible, infill should benefit the district and surrounding buildings by providing "something more." This could include shared elevators and egress for adjacent buildings, subsurface parking, seismic stabilization if there are common side walls, courtyard space that can serve surrounding buildings, solar panel installation for neighboring properties that can't accommodate panels of their own, etc.

There is history in a neighborhood other than architecture, for example, past ethnic makeup. A historic district also needs to help serve the overall objectives of urban planning, such as density and energy efficiency.

I can support both reproductions of historic buildings and wonderful new modern buildings. The new buildings should be of the quality of design that would warrant future landmark status.

We can't require the original uses be preserved – historic uses [may not be] viable. Generally speaking, I believe historic districts should evolve along with the City.

At best, infill buildings should contribute to the established narrative of the district. At the very least, they should be neutral in their effect. They should never skew excessive attention to themselves at the detriment of the district.

The design goal should be to create an infill building that is compatible, but uses contemporary elements in doing so. I'm less concerned with conscientious efforts to make the building so different as to not confuse, and instead allowing the contemporary materials, floor heights, construction techniques and so on do so in a quiet, honest manner. I don't fear the reconstructions, but there should be some way to designate, like putting the building's date of construction in an obvious location.

Strategies for Implementation

Knowing that Oregon's communities and their historic districts are unique, Restore Oregon expects that these principles will serve as a baseline, adapted as appropriate by local communities. Restore Oregon has sought to craft principles that complement, rather than conflict with, the diversity of local preservation preferences to provide clarity and consistency. How these principles are received, modified, and incorporated over time will be the decision of Oregon's local and state preservation leaders.

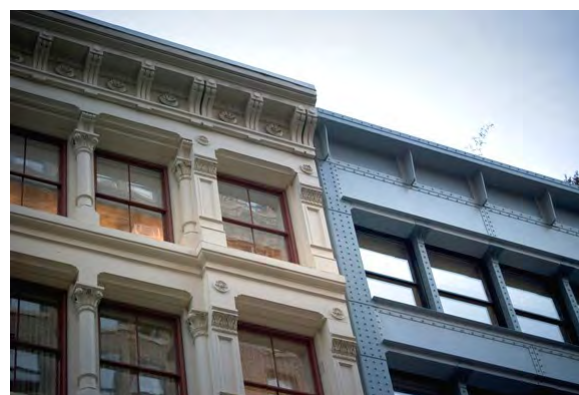
At the local level, the principles can be incorporated into advisory, voluntary, and regulatory approaches to guide new construction in historic districts. They are best used as the basis for design standards and guidelines, as well as criteria for incentive programs. In communities that have no existing guidelines for evaluating infill in historic districts, Restore Oregon recommends that these principles serve as the baseline for urban renewal or other sources of public funding.

At the state level, Restore Oregon recommends that these principles be provided to all participants in the Certified Local Government program and adopted as a starting point for allocating Historic Preservation Fund monies to local communities.⁵ Additionally, the principles should be used as a baseline for any new or revised state program of incentives for new construction in historic districts. Restore Oregon firmly believes any tax expenditure conferred to new construction in historic districts should uphold these tenets.

At the federal level, these principles can help chart a new national course for infill in historic districts. Given a pending initiative to revise the Secretary of the Interior's Standards, we encourage the National Park Service to include updated, compatibility-oriented standards for building additions and infill projects. Furthermore, we believe these principles provide solid criteria for broadening the Federal Rehabilitation Tax Credit program to include compatible infill construction. Such an incentive would have a tremendous positive impact on the revitalization of historic districts



In both these examples, the infill construction is on the right.



Acknowledgements & Notes

The 2011 HPLO Preservation Roundtable was facilitated by, and the Special Report on Compatible Infill Design was principally authored by, Jeff Joslin, Karen Karlsson, and Rick Michaelson of KLK Consulting. Their decades-long history of collaboration on preservation projects, includes entitlements facilitation, management of review processes, the development of historic and design regulation, and redevelopment of historic structures.

The Special Report was edited by Brandon Spencer-Hartle and Peggy Moretti. Many thanks to our Roundtable Task Force and Restore Oregon's Advocacy Committee, chaired by Natalie Perrin, for their extensive input and vetting.

The wonderful historic venues for our workshops were Old St. Peter's Landmark in The Dalles, the City of Ashland's Community Center, and the Architectural Heritage Center in Portland which also co-sponsored our Portland workshop.

The 2011 Preservation Roundtable was supported by a grant from the National Trust for Historic Preservation – and by the members of Restore Oregon.

**NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION**

1. The Standards were first published in 1976 as *The Secretary of the Interior's Standards for Historic Preservation Projects with Guidelines for Applying the Standards*. They were revised in 1992. In August 2011, the National Park Service announced they would be updating the standards and guidelines; however, the effect of the revisions on setting best practices for new construction is still to be determined.

2. Oregon State Historic Preservation Office.

3. Research conducted published in 2010 by Heritage Travel, Inc., a subsidiary of the National Trust for Historic Preservation

4. Some early National Register nominations lack a Statement of Significance for the district. In these cases, local Statements of Significance or other context research should be consulted.

5. The Certified Local Government (CLG) program is a partnership between local governments and the State Historic Preservation Office, funded by the National Park Service. Federal grants are offered to CLGs on an annual basis and often pay for preservation planning activities such as the creation or revision of design guidelines.



About Restore Oregon

The mission of Restore Oregon is to **Preserve, Reuse, and Pass Forward Oregon's Historic Resources to Ensure Livable, Sustainable Communities**. Founded in 1977 as the Historic Preservation League of Oregon, Restore Oregon is a 501(c)(3) non-profit that provides education programs, advocacy, technical assistance, and stewardship of over 40 conservation easements on historic properties across the state, protecting them from demolition in perpetuity. Our recent programs have included:

- *Preservation 101*, a series of half-day workshops with the Oregon Main Street Program.
- *How to Save an Endangered Building*, an overview presentation of best practices in preservation advocacy.
- Legislative testimony encouraging sustainability retrofits that protect historic properties.
- Providing technical assistance, community education, and advocacy to Oregon's Most Endangered Places.
- Regional preservation "field trips" that engage Oregonians with their built heritage.

The Restore Oregon office is located in the historic White Stag Block in Portland's Skidmore Old Town National Historic Landmark District. Programming is delivered across the state.



RESTORE OREGON

(formerly Historic Preservation League of Oregon)

24 NW First Avenue, Suite 274 | Portland, Oregon, 97209

503 243-1923 | www.RestoreOregon.org



Dayton Redevelopment Questionnaire

1. Does the City of Dayton provide water and/or sewer services to a home or business you own or live in?

Yes

No

2. If you answered yes, how many years have you lived or had a business within the City of Dayton? Please use a whole number.

3. What was your primary reason for moving here?

Affordability

Lifestyle

Retirement

Work

Other (please specify)

4. If employed, where do you physically work?

- Home
- Dayton
- McMinnville
- Newberg
- Salem
- Clackamas County
- Multnomah County
- Washington County
- Yamhill County (Unincorporated)
- Other (please specify)

5. What is your gender?

- Male
- Female
- Other (please specify)

6. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to answer

7. What do you think Dayton's strengths are? Please choose all that apply?

- Small town feeling
- Good schools
- Rural surroundings
- Historic homes and buildings
- Classic town square
- Close to urban centers
- Access to wineries
- Access to the Yamhill River
- Other (please specify)

8. What are Dayton's challenges? Please choose all that apply.

- Difficult for young people to remain in town, lack of opportunities.
- Limited residential options
- Small population/market share for growing a retail or business base.
- Limited facilities for access to the Yamhill River
- Distance to shopping and entertainment
- Small town mentality
- Gateway appearance of city entrances
- Limited in town retail businesses
- Other (please specify)

9. How do you feel about growth and change in Dayton? This could be growth in population, growth in commercial activity, growth in tourism or any way you want to define growth. If you choose "Very Positive", then you might feel that Dayton should grow aggressively by adding a lot of commercial development and housing options.

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

10. What type of growth would you like Dayton to pursue? Check all that apply.

- Residential growth
- Commercial Growth
- Industrial Growth
- Tourism Growth
- No Growth

11. What type of businesses would you like to see in Dayton?

- Bank
- Restaurants
- Lodging
- Retail variety
- Coffee shop
- Small scale grocery store
- Drug store or pharmacy
- Fitness Club
- Office space
- Other (please specify)

12. How often do you go downtown?

- Daily
- Weekly
- Monthly
- For events
- Almost never
- Other (please specify)

13. Much of Dayton's downtown character comes from the buildings and residences that surround Courthouse Square Park. Are you interested in future changes to downtown relative to design, building type and size?

- Yes
- No
- Other (please specify)

14. Which of the following statements most closely matches your future vision for the architecture of downtown Dayton?

- All new development should be of traditional character.
- New development should be a mix of traditional and modern.
- All new development should be modern.

15. How consistent should the future vision for downtown Dayton be?

- The more consistent the architecture (heights, materials, colors, detail) the better
- There should be some consistency in the architecture, but with some variations, to make it appear as though the architecture evolved over time.
- All buildings should be different from one another.

16. Dayton's current Land Use Planning Code limits building height to 35 feet (existing Commercial Block buildings are two story at 37 feet). Would you accept increasing the height restriction to attract development and new business. If so, to what degree?



Atticus Hotel - McMinnville - 4 stories - 55 feet

- 45 feet- 3 Stories
- 60 feet- 4 stories
- 75 feet- 5 stories
- Other (please specify)

17. If cost effective, should overhead utilities be moved underground around Courthouse Square?

- Yes
- No
- Not a high priority

18. What kind of public art would you like to see in and around downtown?

- Murals
- Sculptures
- Memorials
- Decorative bike racks
- Historical references
- Landscape architecture
- Other (please specify)

19. What kinds of events, if held downtown, would you likely attend?

- More music and concerts
- Farmers Market
- Holiday festivals
- Beer and wine festivals
- Plays and cultural performances
- Other (please specify)

20. If you could choose one thing to enhance Downtown Dayton, what would it be?

21. Is there anything else you would like to share?

EXHIBIT C



City of Dayton

PO Box 339
416 Ferry St
Dayton, OR 97114
Phone: 503-864-2221
Fax: 503-864-2956
cityofdayton@ci.dayton.or.us
www.ci.dayton.or.us

STAFF MEMO

WORK SESSION: September 11, 2023

SUBJECT: Second meeting of the Technical Advisory Committee (TAC) for the CBO Design Standards Update project.

EXHIBITS:

- A. Draft Revisions to DLUDC Section 7.2.111
- B. Color Palette Sub-Committee Recommendations
- C. Preliminary results from Dayton Redevelopment Survey

MEETING AGENDA:

1. Review of preliminary results from Dayton Redevelopment Survey
2. Review of draft revisions to DLUDC Section 7.2.111
3. Next steps

I. PURPOSE

The purpose of the work session is to provide the opportunity for the TAC to review the first draft of the code amendments to potentially forward to Planning Commission for a public hearing to initiate the text amendment process.

II. SUMMARY OF AMENDMENTS

The first draft of code amendments in Exhibit A were prepared based on the direction provided by the TAC at the August 28 TAC meeting. The preliminary recommendations are listed below, followed by the amended section of the code in ***bold italics*** where the recommendations have been incorporated into the draft.

Building placement recommendations:

- Buildings shall maintain a zero setback from the sidewalk or property line. Exceptions to the setback requirements may be granted to allow plazas, courtyards, dining space, or similar purpose. ***See Table 7.2.111.04 in Section 7.2.111.04.***
- Require at least one primary building entrance to open on to a public street. ***See Section 7.2.111.05.B.***
- Clarify the existing standard for the placement of parking areas to prevent parking from being located between the front of the building and a street. ***See Section 7.2.111.05.D.***
- For buildings on corner lots, require that one entrance is oriented to the corner or within 20 feet of the street corner. If an entrance is oriented toward the corner, an architectural feature shall be provided that emphasizes the corner. ***See Section 7.2.111.05.G.***

Recommendations addressing building massing and scale:

- Increase the maximum height limit to 65 feet within the CBO with building step back requirements for those portions of the building over 55 feet. *See Table 7.2.111.04 containing the modified height recommendation and Section 7.2.111.06 for the standards that must be met to qualify for a building height bonus.*
- The relationship between the height and width of the main facade of the building shall be visually compatible with adjoining buildings of the historic period or style. The standard may be met through either similar height and width, or, through design elements that provide visual continuity with the height and width of adjoining buildings. *See Section 7.2.111.07.B.*
- Require that where buildings will exceed the historical sixty feet in width, the façade should be visually subdivided into proportional bays, similar in scale to other adjacent historic buildings, and as appropriate to reflect the historic 60-foot lot widths of the Dayton Town Plat. *See Section 7.2.111.07.A.*

Architectural elements:

- Implement standards to restrict the use of high intensity colors and undesirable materials such as plywood, vertical board and batten siding, and corrugated metal in the CBO. *See Section 7.2.111.08 incorporating the recommendations of the Color Palette Subcommittee.*
- Require that ground floor storefronts are defined with awnings or similar shelter for pedestrians along the sidewalk. *See Section 7.2.111.07.D.*
- Implement standards requiring traditional base, middle, and cap elements for multistory buildings such as a belt course separating the upper stories from the first floor, a bulkhead at the street level and a decorative cornice or cap at roofline. *See Section 7.2.111.07.C.*
- Establish minimum window glazing requirements for store front facades. I.e., 60% of the ground floor elevation(s) of buildings shall be comprised of transparent windows. Windowed doors and transom windows are required along Main Street. 30% transparent windows required on upper stories. *See Section 7.2.111.07.E.*

Additional recommendations in response to TAC input:

- Provide sensitive transitions to neighboring residential areas. *See the residential setback standard in Table 7.2.111.04*
- Require loading areas to be located behind buildings in alleys. *See Section 7.2.11.05.D.*
- Maintain flat roofs on Ferry Street. *See Section 7.2.111.07.F.*
- Maintain consistent rhythm along building facades. *See Section 7.2.111.07.B.*
- Awnings should not be required everywhere if they are not appropriate. *See Section 7.2.111.07.D.*

Additional amendments included by staff:

- Section 7.2.11.03 includes additional standard language to clarify that where the standards in the CBO conflict with standards in the underlying C and CR zones, the standards in the CBO apply.

III. POTENTIAL COMMITTEE ACTION

1. Accept the current draft code amendments in Exhibit A and forward them to the Planning Commission with a recommendation for adoption.

2. Recommend additional amendments to the draft in Exhibit A and forward the draft to the Planning Commission with a recommendation to adopt as amended.
3. Recommend additional amendments to the draft in Exhibit A and schedule a 3rd meeting of the TAC to consider the revised draft before sending to the Planning Commission for adoption.

Staff Report prepared by Curt Fisher, City Planner, with the Mid-Willamette Valley Council of Governments.

7.2.111 Central Business Area Overlay Zone (CBO)

7.2.111.01 Purpose

7.2.111.02 Central Business Area Defined

7.2.111.03 Development Requirements

7.2.111.04 Parking **Dimensional Standards**

7.2.111.05 Landscaping **Building Orientation**

7.2.111.06 Building Standards **Height Bonus**

7.2.111.07 Signs Moved To Section 7.4.1 ORD 652 **Building Design**

7.2.111.08 Modification Of Site Design Standards **Building Materials and Colors**

7.2.111.09 Landscaping

7.2.111.10 Modification Of Site Design Standards

7.2.111.01 Purpose

The purpose of the Central Business Area Overlay Zone is to establish development requirements which are specifically designed to address the unique challenges the City's downtown.

7.2.111.02 Central Business Area Defined

For the purposes of this Section, the Central Business Area **Overlay Zone** shall be defined as follows: C and CR zoned land located south of Church Street, east of Fifth Street, north of Alder Street, and west of Second Street. (*Amended ORD 610 effective 4/2/12*)

7.2.111.03 Development Requirements

- A. General Requirements: Notwithstanding provisions contained elsewhere in this Code, the following regulations shall apply to the development of new buildings within the Central Business Area **Overlay Zone**. ***Change of use or development within the Central Business Area Overlay Zone must comply with the development standards applicable in the underlying zone and the development standards set forth in this section. The development standards in this section are in addition to, and not in lieu of, all other applicable development standards in the underlying zone. Where the development standards in this section conflict with the development standards applicable in the underlying zone, the development standards in this section shall be the applicable development standard.***
- B. Permitted Uses. Unless specifically modified by this Section, regulations in this Section do not prohibit or restrict, nor alter the development requirements of, permitted, specially permitted or conditionally permitted uses within the Commercial Zone.
- C. Use Restrictions. In addition to the use limitations in Section 7.2.106.06.B., facilities with drive-through and drive-in windows, and wireless communication facilities shall be prohibited. An exception for a drive-through window may be granted by the City Manager if the property or business owner provides a written request for an exception containing written, historical evidence or photographic documentation (which documentation includes a date) that the drive-through window or a drive-in existed and was used as part of a permitted or conditional use prior to October 6, 2011 and evidence that the owner meets the requirements of Section 7.2.414. If the City Manager determines at the time the exception is requested that additional interpretation is needed, the Manager may require that the Planning Commission make a determination regarding the exception under a Type II process. (*Amended ORD 610 effective 4/2/12*)

7.2.111.04 Dimensional Standards

<i>Table 7.2.111.04 – Central Business Area Overlay Zone Dimensional Standards</i>	
<i>Minimum Lot Area</i>	<i>None</i>
<i>Minimum Front/Street Side Yards</i>	<i>No front or streetside setback is allowed. Exceptions to the setback requirements may be granted to allow for a pedestrian plaza, courtyard, dining space, landscaping, or similar purpose.</i>
<i>Minimum Rear Yard</i>	<i>None</i>
<i>Minimum Side Yard</i>	<i>None</i>
<i>Maximum Structure Height</i>	<i>45 feet maximum building height; or 55 feet with height bonus, subject to subsection 7.2.111.06.</i>
<i>Setback from Residential Zones</i>	<i>Buildings shall be setback a minimum of 10 feet from R-1, R-2, and R-3 zoned properties. The minimum setback shall increase by one foot for each one foot of building height over 35 feet.</i>

7.2.111.065 Building Orientation,

New buildings shall comply with the following standards:

- ~~A. Setbacks. The maximum building setback from a street-side property line shall be 10 feet. The street-side setback area shall be landscaped. Otherwise, there shall be no minimum nor maximum building setbacks. If a drive through window is permitted through the exception process under Section 7.2.111.03C, the set back from the street side shall be a minimum of fifteen (15) feet. (Added ORD 610 effective 4/2/12)~~
 - ~~B. Building Height. New buildings shall be within 25 percent of the average height of existing buildings located on the same street side. (Amended ORD 610 effective 4/2/12)~~
 - ~~C. Orientation. The main entrance to a building shall face a public street.~~
 - ~~D. Building Facade. Building facades visible from a public street shall be of brick or wood construction.~~
 - ~~E. Special Design Requirements. For property located on the south side of Ferry Street, between Third and Fourth Streets, the following additional design standards shall apply:

 - ~~1. Setbacks. The maximum building setback from a street-side property line shall be 0 feet. See Section 7.2.111.06, letter A, for a drive through window. (Amended ORD 610 effective 4/2/12)~~
 - ~~2. Building Height. New buildings shall be within 10 percent of the average height of existing buildings. (Amended ORD 610 effective 4/2/12)~~
 - ~~3. Building Facade. The building facade visible from a public street shall be predominantly of brick.~~
 - ~~4. Building Design. New buildings shall be similar in character and design with existing structures.~~~~
- A. The building shall comply with the dimensional standards in subsection 7.2.111.04.**

- B. *Provide at least one primary building entrance facing an abutting street that shall open onto a sidewalk, pedestrian plaza or courtyard, and a walkway shall connect the primary entrance to the plaza and sidewalk.*
- C. *Building entrances shall be recessed or otherwise covered by a pedestrian shelter.*
- D. *Off-street parking, loading areas, trash pick-up, and above ground utilities, including but not limited to utility vaults and propane tanks, shall not be placed between building entrances and the street(s) to which they are oriented, but shall be oriented internally to the block, screened, and accessed by alleys to the extent practicable.*
- E. *Where off-street parking is provided, it shall conform to the dimensional standards and landscape standards of Section 7.2.303.*
- F. *Where a development contains multiple buildings and there is insufficient street frontage to which buildings can be oriented, a primary entrance may be oriented to plaza, courtyard, or similar space containing pedestrian amenities. When oriented this way, the primary entrance(s), plaza, or courtyard shall be connected to the street by a landscaped and lighted walkway with an approved surface not less than five (5) feet in width.*
- G. *Buildings on corner lots shall have a corner entrance not more than 20 feet from the intersection and contain architectural features that emphasize the corner (e.g., chamfered/rounded edge, windows, molding, art).*
- H. *Primary building entrances shall be at least fifty percent (50%) transparent so that two-way views, in and out of a building, are possible. This standard can be met by a door with a window, a transom window above the door, or sidelights beside the door.*

7.2.111.046 Parking Building Height Bonus

Off-street parking and loading areas shall not be required within the Central Business Area. Off-street parking installed at the option of the owner shall comply with the following:

- ~~A. Parking spaces shall be located behind the primary building. For corner lots, this shall be identified as being opposite, and furthest from, the primary building access.~~
- ~~B. Improvements, such as driveways and parking space dimensions, shall otherwise comply with Code requirements.~~

The following standards are intended to support the urban design objectives for downtown and facilitate mixed-use development through increased building height, while protecting the historic integrity of downtown buildings. All of the standards below must be met for approval of a building height bonus:

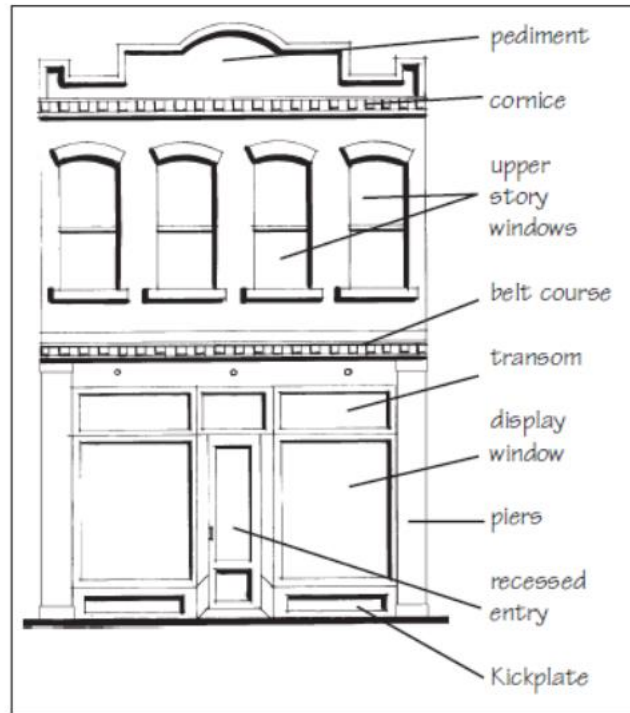
- A. *The maximum allowable height may be increased from forty-five (45) feet to fifty-five (55) feet when the standards under this section are met.*
- B. *The portion of the building exceeding forty-five (45) feet shall cover not more than fifty (50) percent of the building floor plate, as defined by the building foundation perimeter except the height increase may be extended to up to one hundred (100) percent of the floor plate for a mixed-use building where the upper stories include multifamily dwelling units or overnight accommodations.*
- C. *The portion of the building exceeding forty-five (45) feet in height shall step-back from (recess behind) the building plane of the ground floor by one foot for each foot of building height above 45 feet.*

7.2.111.057. Building Design

- A. Horizontal Articulation.** Buildings more than 60 feet in width facing a street or plaza shall be visually divided into proportional bays similar in scale to historic building patterns and the historic lot widths of the Dayton Town Plat. Front elevations should be articulated (e.g., offset, recess, projection, or similar "break" in the wall plane) not less than once every 30 feet. Acceptable methods to satisfy the standard include offsets in a building elevation, roofline and/or the placement of windows, pilasters, awnings/canopies, trim, art/medallions, or other detailing and ornamentation. Changes in paint color do not satisfy this standard.
- B. Horizontal Rhythm.** The relationship between the height and width of the main façade of the building shall be visually compatible with adjoining buildings of the same historic period or style. The standard may be met through either similar height and width, or with design elements that provide visual continuity with height and width of adjoining buildings. Examples of such design elements include but are not limited to the base below a series of storefront windows; an existing awning or canopy line; a belt course between building stories; an existing cornice or parapet line. Where adjacent buildings do not provide a historically appropriate reference, the development may establish new horizontal lines consistent with historical precedence.
- C. Storefronts (that portion of the building that faces a public street) shall include the following basic features of a historic storefront:**
 - 1. A belt course separating the upper stories from the first floor;**
 - 2. A bulkhead or kickplate at the street level;**
 - 3. A recessed entry and transom with transparent door; and**
 - 4. Decorative cornice or cap at the roofline.**
- D. Pedestrian Shelters.** Awnings, canopies, recesses or similar pedestrian shelters shall be provided along at least sixty (60) percent of a building's ground floor elevation(s) where the building abuts a sidewalk or civic space (e.g., plaza).
 - 1. Pedestrian shelters used to meet the above standard shall extend at least five (5) feet over the pedestrian area, be proportionate to the building in its dimensions, and not obscure the building's architectural details.**
 - 2. Pedestrian shelters shall align with one another to the extent practical.**
 - 3. Shelters shall not conflict with mezzanine or transom windows.**
 - 4. Colored canvas (not plastic) awnings and metal or plexi-glass canopies, when consistent with historical styles, are allowed.**

Exceptions: Pedestrian shelters are not required where historical precedence dictates otherwise. In addition, the Planning Commission may reduce the minimum shelter depth upon finding that existing right-of-way, easements, or building code requirements preclude a standard shelter.

Figure 7.2.111.07. Typical Storefront Components



E. Windows

5. *Windows shall be recessed and not flush or project from the surface of the outer wall. In addition, upper floor window orientation primarily shall be vertical.*
6. *A minimum of seventy (60) percent of the ground floor building elevations facing a street shall be comprised of transparent windows.*
7. *All side and non-ground floor building elevations not otherwise subject to the provisions of subsection 2, above, shall be comprised of not less than thirty (30) percent transparent windows; except zero-lot line/common wall elevations are not required to provide windows.*

F. The predominate roof form of buildings on Ferry Street shall be a flat roof with appropriately scaled cornice or stepped parapet top.

7.2.111.08 Building Materials and Colors

A. Building Materials.

1. *Exterior building materials shall consist of building materials found on historic buildings in the downtown area including block, brick, painted wood, smooth stucco, or natural stone. The use of high intensity colors such, neon, metallic or florescent colors for the façade of the building are prohibited.*
2. *The following materials are prohibited for use on visible surfaces (not applicable to residential structure):*
 - a. *Vinyl, aluminum, or composite fiber cement (Hardie Plank) siding;*
 - b. *Asphalt or fiberglass shingles;*

- c. **Structural ribbed metal panels;**
 - d. **Corrugated metal panels;**
 - e. **Plywood sheathing, to include wood paneling such as T-111;**
 - f. **Plastic sheathing; and**
 - g. **Reflective or moderate to high grade tinted glass.**
- B. Colors. Exterior building colors shall be compatible with those traditionally seen in the Commercial Business Overlay District.**
1. **Primary building colors shall be of low reflective, subtle, earth tones or other natural color shades. Permitted colors include shades brick red, brick cream, tan, brown, and dark to light shades of grays (including shades of blue-gray and green-gray) that conform to the Dayton Central Business Area Overlay District color palette in Figure 7.2.111.08.B.**
 2. **The use of high intensity colors that are reflective, sparkling, or florescent colors for the façade of the building are prohibited. Metals shall be matte finish, earth-tone, or burnished/non-reflective colors.**
 3. **Painting historic brick is prohibited.**

Figure 7.2.111.08.B. Dayton Central Business Area Overlay District color palette



7.2.111.059 Landscaping

All new development within the Central Business Area fronting a public or private street shall provide street trees and landscaping in accordance to the following:

- A. **Type of Trees.** Street trees shall be limited to an approved City of Dayton list. The list of acceptable tree species and planting methods shall be established by the Department of Public Works.
- B. **Minimum Size to be Installed.** Street trees shall have a minimum caliper of 2 inches when measured 4 feet in height at the time of installation.
- C. **Spacing.** The spacing of street trees by tree size shall be as follows:
 1. Small sized trees (under 25' tall and less than 16' wide) shall be spaced no greater than 20 feet apart.

2. Medium sized trees (25' - 40' tall and more than 16' wide) shall be spaced no greater than 30 feet apart.
 3. Large trees (over 40' tall and more than 35' wide) shall be spaced no greater than 40 feet apart.
- D. Placement. The placement of trees is subject to the site design review process. Tree placement shall not interfere with utility poles, light standards, power lines, utility services, visual clearance areas or sidewalk access.
- E. Exemption to Street Tree Requirements. Exemptions to these requirements is subject to the site design review process and may be granted if:
1. The location of the proposed tree would cause potential problems with existing utility lines; or,
 2. The tree would cause visual clearance problems; or,
 3. There is not adequate space in which to plant the trees; or,
 4. Street trees are already in place on the site.
- F. Landscaping, General. Those areas not constructed upon or devoted to parking and access shall be landscaped in accordance to provisions in Section 7.2.306.

~~7.2.111.07 Signs Moved To Section 7.4.1 ORD 652~~

~~1.—~~

~~2.—~~

~~1.—~~

(Removed ORD 652-Effective 10/07/21)

HISTORY

Amended by Ord. [652](#) on 10/7/2020

7.2.111.0810 Modification Of Site Design Standards

The Planning Commission, as part of the site design review process, may allow modification to the site design requirements in the Central Business Area when both of the following criteria are satisfied:

- A. The modification is necessary to provide design flexibility where:
1. Conditions unique to the site require such modification; or,
 2. Parcel shape or configuration precludes compliance with provisions; or,
 3. A modification is necessary to preserve trees, other natural features or visual amenities determined by the Planning Commission to be significant to the aesthetic character of the area.
- B. Modification of the standards in this Section shall only be approved if the Planning Commission finds that the specific design proposed is substantially in compliance with the intent and purpose of the Central Business Area **Overlay** design provisions.

Dayton Central Downtown Area Color Palette Considerations for TAC – Sept 2023

Healdsburg says it this way:



Use an accent material to highlight an important feature such as an entry or window.

- 6.60 Encourage building colors that are visible from the street to be generally compatible with those seen traditionally in Healdsburg. Traditional Healdsburg colors include whites, tans, greys and other earth-tone/natural colors.
- Encourage the primary colors used for a building to be consistent with earth tones or other natural colors seen on traditional buildings in the city.
 - Allow other non-earth tone colors as accents or for special architectural features or details that are subordinate to the overall building.
 - Avoid overuse of sharp or overly bright colors that create a jarring contrast with traditional colors seen in Healdsburg.

Carlton says it this way and with pictures too:

Carlton, OR

Carlton, Oregon - Code of Ordinances / Title 17 - DEV

VERSION: JUL 18, 2023 (CURRENT)

MEDIUM HIGH DENSITY (R-3)
DISTRICT

Chapter 17.30 - DOWNTOWN (D)
DISTRICT

6. Color. Paint colors shall be consistent with the historic color palette as generally illustrated in [Section 17.30.070](#) and on file at Carlton City Hall. Painting schemes shall be simple and coordinated over the entire building to establish a sense of overall composition. Reflective, luminescent, sparkling, and "day-glow" colors and finishes, and clashing paint colors or patterns are prohibited. Metals shall be matte finish, earth-tone color, or burnished/non-reflective

Main Street Guidelines – Figure 5 (Remodel Example)



Miller Paint – two brochures on Historic Colors

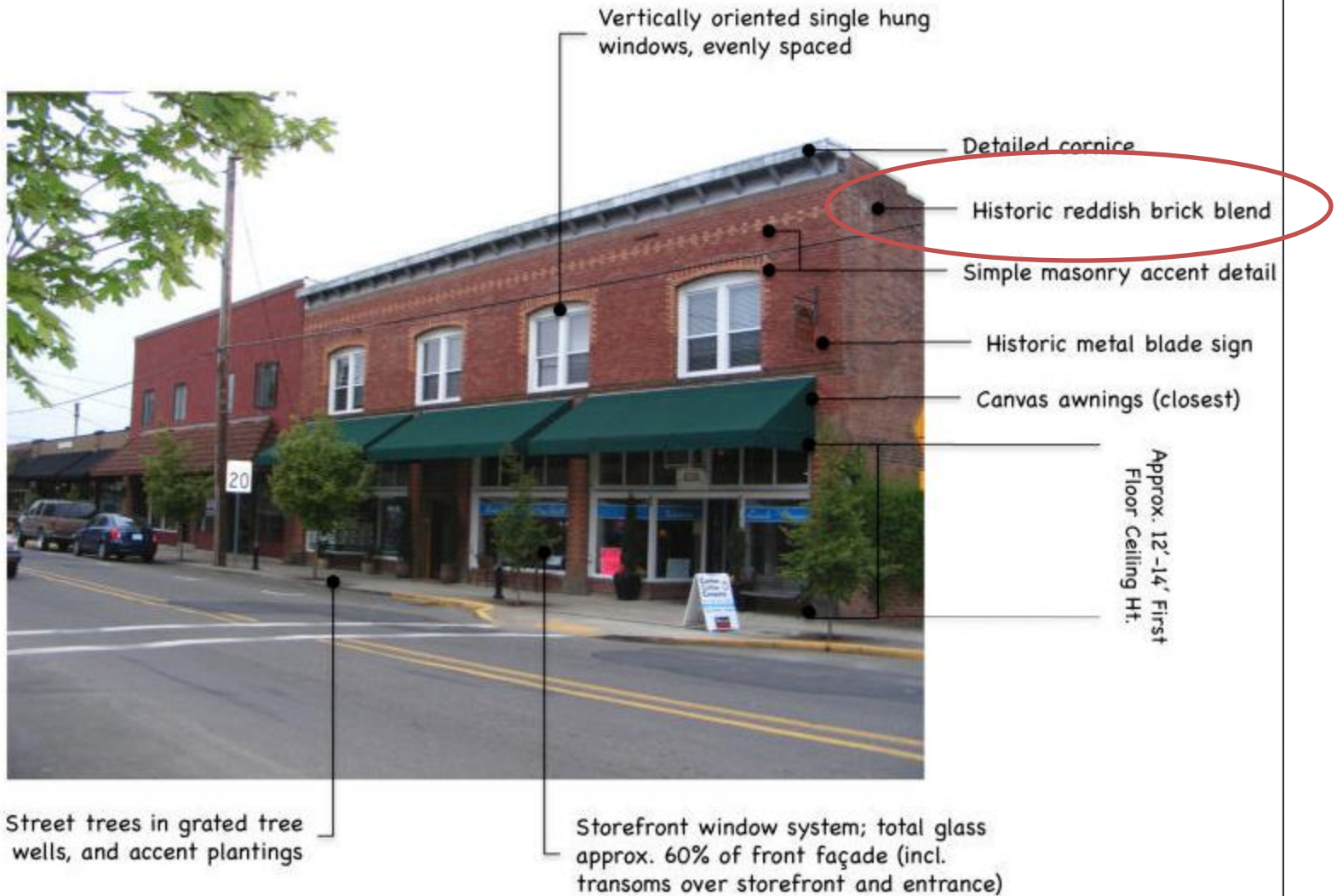


Example of historic paint palette. See palette on file at City Hall

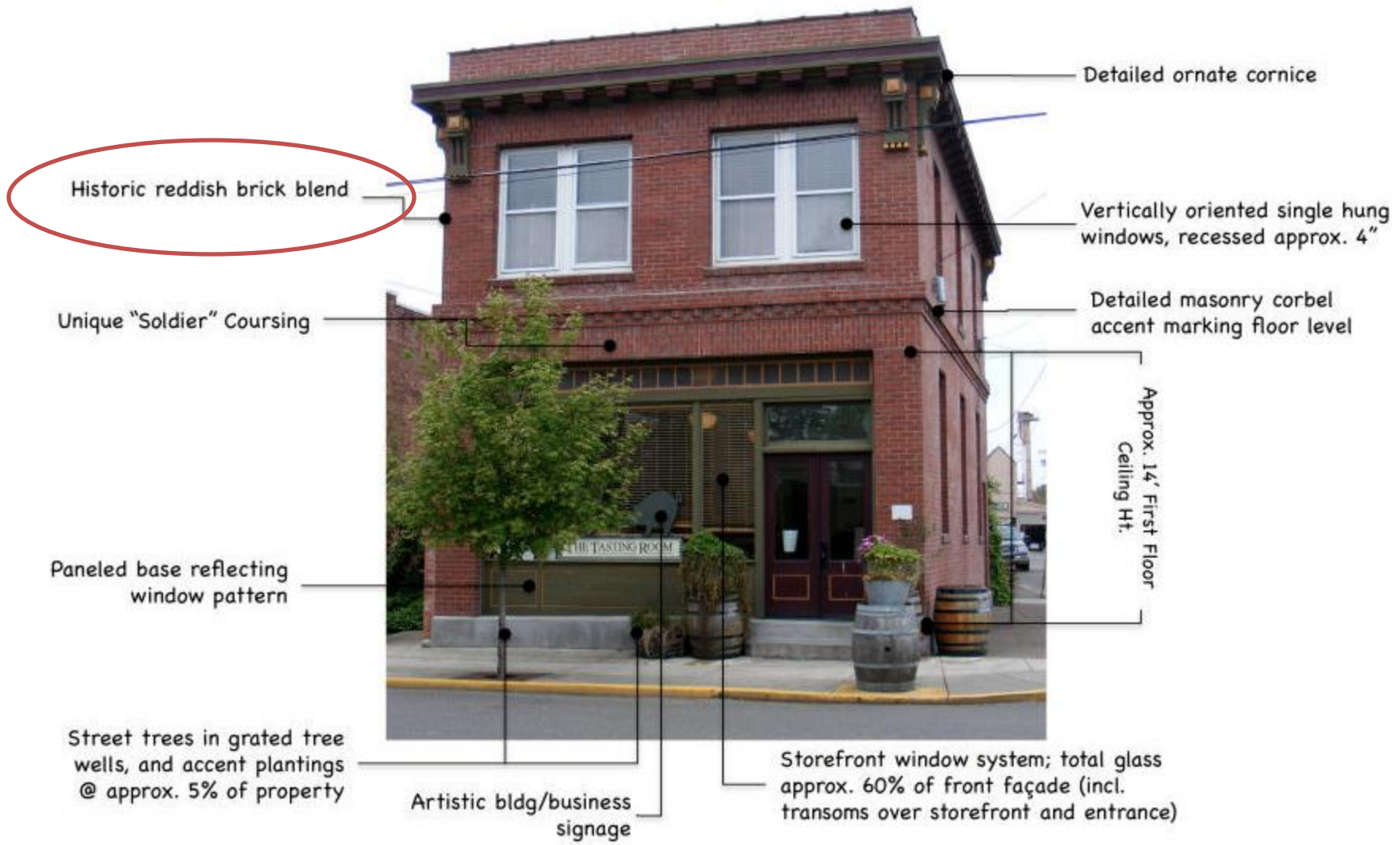


Example of historic brick palette

Main Street Guidelines - Figure 1



Main Street Guidelines - Figure 2



Historic reddish brick blend

Unique "Soldier" Coursing

Paneled base reflecting window pattern

Street trees in grated tree wells, and accent plantings @ approx. 5% of property

Artistic bldg/business signage

Detailed ornate cornice

Vertically oriented single hung windows, recessed approx. 4"

Detailed masonry corbel accent marking floor level

Approx. 14' First Floor Ceiling Ht.

Storefront window system; total glass approx. 60% of front façade (incl. transoms over storefront and entrance)

Silverton says it this way and with pictures too:



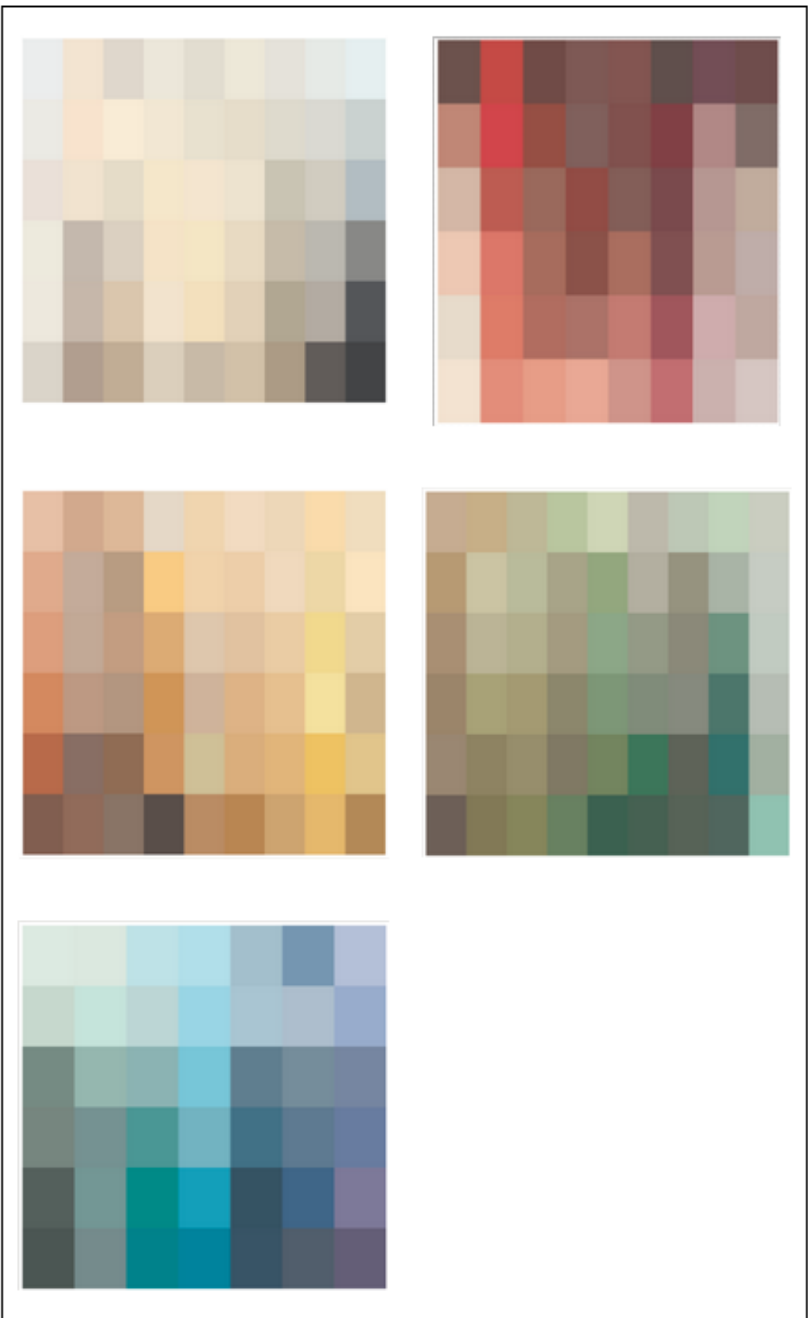
Silverton – downtown area

- d. Color. Building exteriors shall comply with the following standards:
- i. Permitted colors include warm earth tones (tans, browns, reds, grays and greens) **conforming to the Silverton color palette.**
 - ii. Primary colors, metallic colors and black may be utilized as trim, detail, and accent colors only, not to exceed five percent of the surface area of any elevation. Such colors shall not be used as primary wall colors.
 - iii. Day-glow colors, highly reflective colors, and similar colors are not permitted.
 - iv. A standardized prototype or franchise color scheme shall be modified or muted if necessary to meet the provisions of this section.

(TOP) Silverton Color Palette, Taken from Benjamin Moore Historic Colors. Proposed paint colors are required to match colors on the approved palette but do not need to be Benjamin Moore brand. The director will review all proposed exterior paint colors to ensure compliance with the approved palette.

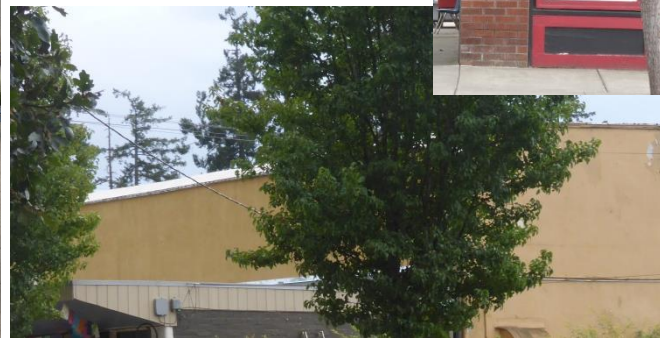
{RIGHT) Silverton Color Palette, Taken from Valspar Historic Colors. Proposed paint colors are required to match colors on the approved palette but do not need to be Valspar brand. The director will review all proposed exterior paint colors to ensure compliance with the approved palette.

(Ord. 16-05 § 1, 2016; Ord. 10-02 Exh. A § B, 2010; Ord. 08-06 § 3, 2008)
2.3.190 Reserved.



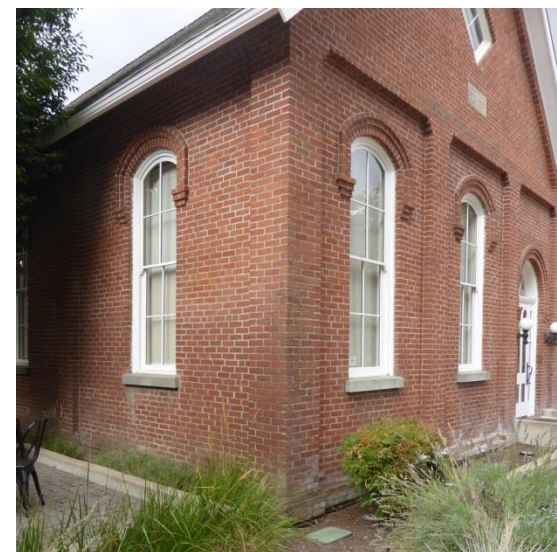


Sampling of Dayton downtown buildings used for color palette examples





Sampling of Dayton downtown buildings used for color palette examples





Sampling of Dayton
downtown buildings and
landmarks used for color
palette examples



Adobe Colors Palette Creator –

Dayton downtown photos generated these palette examples of colors traditionally seen in downtown Dayton



color theme_ above Francis Ct open...
COLOR THEME



color theme_ alacrity
COLOR THEME



color theme_ cropped montage for ...
COLOR THEME



color theme_ for color palette creati...
COLOR THEME



color theme_ for color palette creati...
COLOR THEME



color theme_ for color palette creati...
COLOR THEME



color theme_ CROP for color palette...
COLOR THEME



color theme_ Baptist ch brick from i...
COLOR THEME



color theme_ locally picked
COLOR THEME

More - Dayton downtown photos generated these palette examples



color theme_for color palette creati...
COLOR THEME



color theme_for color palette creati...
COLOR THEME



color theme_CROP for color palette...
COLOR THEME



color theme_S6 19_Ferry St_Downt...
COLOR THEME



color theme_Harris bldg
COLOR THEME



color theme_Stuckey Ferry St before
COLOR THEME



color theme_former dayton archies...
COLOR THEME



color theme_CROP 2015-12-21_02
COLOR THEME



color theme_CROP for color palette...
COLOR THEME

The Color Palette Sub-Committee recommends:

Painting schemes shall be simple and coordinated over the entire building to establish a sense of overall composition. Encourage building colors that are generally compatible with those seen traditionally in downtown Dayton. Traditional downtown Dayton colors include brick reds, brick creams/tans; tans, creams, browns, greys (from blue-grey to green-grey; dark to light greys) and other earth-tone/natural colors.

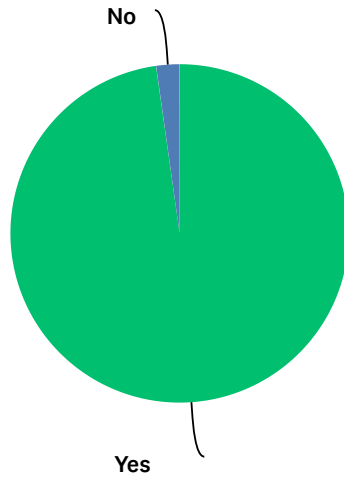
- a. Encourage the primary colors used for a building to be consistent with earth tones or other natural colors seen on traditional buildings in the downtown.
- b. Reflective, luminescent, sparkling, and "day-glow" colors and finishes, and clashing paint colors or patterns are prohibited. Metals shall be matte finish, earth-tone color, or burnished/non-reflective
- c. Paint colors shall be consistent with the brick reds, brick creams/tans; tans, creams, greys and other earth-tone/natural colors found in the Miller Paint historic color palette.
- d. A standardized prototype or franchise color scheme shall be modified or muted if necessary to meet the provisions of this section.
- e. Miller Historic Color Charts to be housed in City Hall for reference sake. (Like Carlton's ordinance mentions)
- f. Painting historic brick is not allowed.

From the Miller Historic Colors palette, City choose which colors would be outside the bounds of these recommendations and cross them off the palette. (e.g. Silverton made choices from Valspar and B. Moore)

Note: Valspar no longer prints brochures related to historic colors. I was unable to find Benjamin Moore historic color brochure. I did find the Miller Historic Colors brochures, which turns out to be what the old DCDA Design Committee had landed on c2010-11. A person can use the Miller color chart, color numbers and get their paint made anywhere.

Q1 Does the City of Dayton provide water and/or sewer services to a home or business you own or live in?

Answered: 135 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	97.78%	132
No	2.22%	3
TOTAL		135

Q2 If you answered yes, how many years have you lived or had a business within the City of Dayton? Please use a whole number.

Answered: 114 Skipped: 21

#	RESPONSES	DATE
1	4 years	9/5/2023 2:02 PM
2	7+ years	9/5/2023 11:08 AM
3	3	9/5/2023 9:11 AM
4	3	9/5/2023 9:08 AM
5	24	9/5/2023 7:53 AM
6	64	9/5/2023 7:09 AM
7	40	9/4/2023 10:58 PM
8	6 years	9/4/2023 9:33 PM
9	16	9/4/2023 8:53 PM
10	20 years	9/4/2023 8:18 PM
11	65	9/4/2023 2:46 PM
12	24	9/4/2023 2:10 PM
13	2	9/4/2023 1:08 PM
14	10	9/4/2023 12:55 PM
15	13	9/4/2023 10:48 AM
16	One	9/4/2023 9:44 AM
17	1	9/4/2023 8:41 AM
18	3	9/4/2023 6:29 AM
19	3	9/3/2023 8:54 PM
20	9	9/3/2023 8:20 PM
21	3	9/3/2023 6:12 PM
22	35+	9/3/2023 12:19 PM
23	1	9/3/2023 11:57 AM
24	My whole life	9/2/2023 7:30 PM
25	11	9/2/2023 6:32 PM
26	28	9/2/2023 3:53 PM
27	1	9/2/2023 3:40 PM
28	60 yrs	9/2/2023 12:04 PM
29	1	9/2/2023 11:54 AM
30	1	9/2/2023 11:50 AM
31	1	9/2/2023 11:21 AM

Dayton Redevelopment Questionnaire

32	9	9/2/2023 11:11 AM
33	3	9/2/2023 10:55 AM
34	40 yrs	9/2/2023 10:31 AM
35	22 years	9/2/2023 10:04 AM
36	1	9/2/2023 9:55 AM
37	7	9/2/2023 9:35 AM
38	5	9/2/2023 9:17 AM
39	41	9/2/2023 9:07 AM
40	20 years	9/2/2023 8:31 AM
41	34	9/2/2023 7:15 AM
42	12	9/2/2023 7:01 AM
43	7	9/2/2023 3:18 AM
44	18	9/2/2023 12:29 AM
45	5	9/1/2023 11:35 PM
46	3	9/1/2023 10:04 PM
47	1	9/1/2023 9:56 PM
48	1	9/1/2023 9:40 PM
49	1	9/1/2023 9:32 PM
50	17	9/1/2023 8:48 PM
51	60	9/1/2023 8:46 PM
52	5	9/1/2023 8:32 PM
53	23	9/1/2023 8:14 PM
54	1	9/1/2023 7:50 PM
55	70	9/1/2023 7:49 PM
56	10	9/1/2023 7:44 PM
57	8	9/1/2023 6:19 PM
58	13	9/1/2023 5:56 PM
59	5	9/1/2023 5:38 PM
60	8	9/1/2023 5:38 PM
61	28	9/1/2023 5:18 PM
62	4	9/1/2023 5:15 PM
63	3	9/1/2023 5:15 PM
64	1	9/1/2023 5:14 PM
65	2015	9/1/2023 5:01 PM
66	7 years	9/1/2023 4:44 PM
67	6	9/1/2023 4:14 PM
68	8	9/1/2023 4:04 PM
69	30 years	9/1/2023 4:03 PM

Dayton Redevelopment Questionnaire

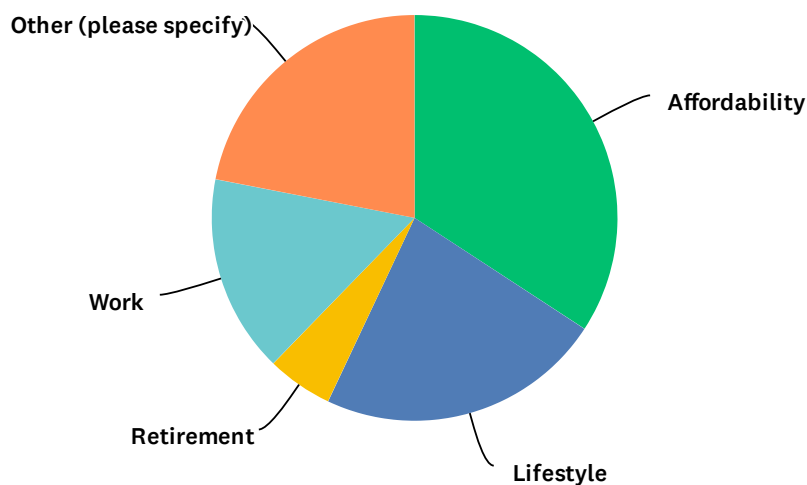
70	29.5 years	9/1/2023 3:57 PM
71	2	9/1/2023 3:54 PM
72	10	9/1/2023 3:46 PM
73	26	9/1/2023 3:31 PM
74	8	9/1/2023 3:26 PM
75	1 in city limits, but 18 in Dayton	9/1/2023 3:24 PM
76	8	9/1/2023 3:17 PM
77	2	9/1/2023 3:09 PM
78	16	9/1/2023 3:03 PM
79	2.3	9/1/2023 2:57 PM
80	13	9/1/2023 2:56 PM
81	10	9/1/2023 2:55 PM
82	25	9/1/2023 2:50 PM
83	21	9/1/2023 2:48 PM
84	4	9/1/2023 2:48 PM
85	7	9/1/2023 2:47 PM
86	21	9/1/2023 2:43 PM
87	10	9/1/2023 2:43 PM
88	42	9/1/2023 2:40 PM
89	9	9/1/2023 2:30 PM
90	23 years	9/1/2023 2:29 PM
91	Seven	9/1/2023 2:28 PM
92	2	9/1/2023 2:26 PM
93	3	9/1/2023 2:23 PM
94	30	9/1/2023 2:21 PM
95	1	9/1/2023 2:21 PM
96	39	9/1/2023 2:21 PM
97	25	9/1/2023 2:20 PM
98	26	9/1/2023 2:19 PM
99	23YRS	9/1/2023 2:17 PM
100	3	9/1/2023 2:16 PM
101	1984	9/1/2023 2:12 PM
102	6	9/1/2023 2:12 PM
103	8	9/1/2023 2:09 PM
104	19	9/1/2023 2:09 PM
105	4	9/1/2023 2:08 PM
106	24	9/1/2023 2:08 PM
107	1	9/1/2023 2:08 PM

Dayton Redevelopment Questionnaire

108	1	9/1/2023 2:07 PM
109	1	9/1/2023 2:07 PM
110	2	9/1/2023 2:07 PM
111	5	9/1/2023 2:06 PM
112	5	9/1/2023 2:06 PM
113	23	9/1/2023 2:04 PM
114	60 years	9/1/2023 11:24 AM

Q3 What was your primary reason for moving here?

Answered: 114 Skipped: 21



ANSWER CHOICES	RESPONSES	
Affordability	34.21%	39
Lifestyle	22.81%	26
Retirement	5.26%	6
Work	15.79%	18
Other (please specify)	21.93%	25
TOTAL		114

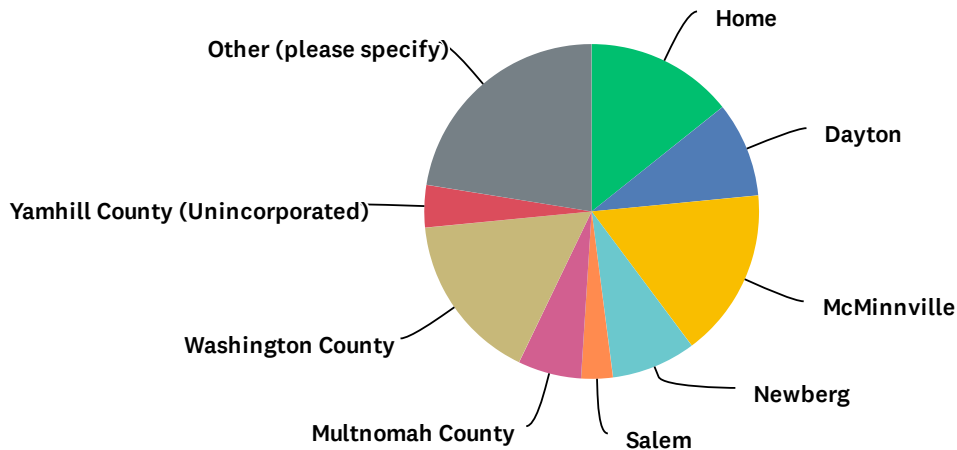
#	OTHER (PLEASE SPECIFY)	DATE
1	Personal reasons	9/5/2023 9:08 AM
2	Born here	9/5/2023 7:09 AM
3	Family	9/4/2023 10:58 PM
4	Move from country to inside city limits so kids could finish school here	9/3/2023 8:20 PM
5	See above	9/2/2023 7:30 PM
6	Born and raised here	9/2/2023 3:53 PM
7	We liked the house	9/2/2023 3:40 PM
8	Long time home	9/2/2023 12:04 PM
9	Lived here since 1960	9/2/2023 10:31 AM
10	Loved the small town	9/2/2023 10:04 AM
11	Family	9/2/2023 9:55 AM
12	Shorter commute	9/2/2023 9:35 AM
13	Dayton Grad	9/2/2023 9:07 AM

Dayton Redevelopment Questionnaire

14	Family and close college's	9/2/2023 8:31 AM
15	Schools	9/2/2023 3:18 AM
16	Grew up here, just moved into my own house	9/1/2023 10:04 PM
17	Born & raised here	9/1/2023 8:14 PM
18	Family	9/1/2023 7:49 PM
19	Location	9/1/2023 6:19 PM
20	School	9/1/2023 5:38 PM
21	Small town culture, nice home, affordable, near work	9/1/2023 3:03 PM
22	Great network of landlord friends	9/1/2023 2:28 PM
23	Grew up here	9/1/2023 2:26 PM
24	School	9/1/2023 2:23 PM
25	Moved w family	9/1/2023 2:21 PM

Q4 If employed, where do you physically work?

Answered: 98 Skipped: 37



ANSWER CHOICES	RESPONSES	
Home	14.29%	14
Dayton	9.18%	9
McMinnville	16.33%	16
Newberg	8.16%	8
Salem	3.06%	3
Clackamas County	0.00%	0
Multnomah County	6.12%	6
Washington County	16.33%	16
Yamhill County (Unincorporated)	4.08%	4
Other (please specify)	22.45%	22
TOTAL		98

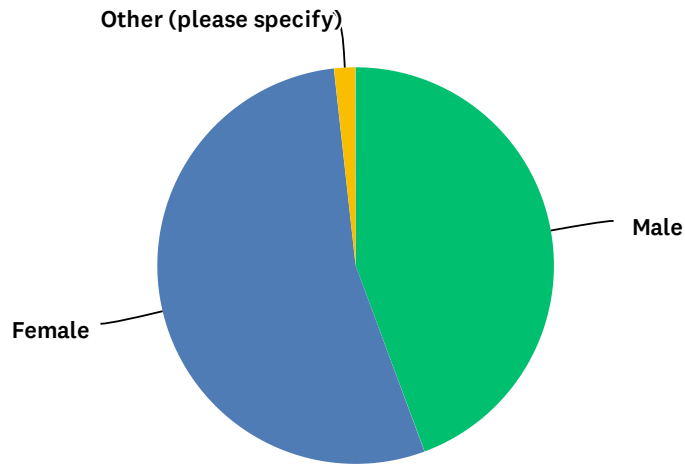
#	OTHER (PLEASE SPECIFY)	DATE
1	Multiple counties	9/4/2023 8:53 PM
2	Retired	9/4/2023 2:46 PM
3	Retired	9/4/2023 2:10 PM
4	Stay at home Mom	9/3/2023 8:54 PM
5	Aurora	9/2/2023 11:21 AM
6	Gaston	9/2/2023 10:55 AM
7	Retired	9/2/2023 10:04 AM

Dayton Redevelopment Questionnaire

8	remote	9/2/2023 9:07 AM
9	Retired from wvmc hospital	9/2/2023 8:31 AM
10	Retired now	9/2/2023 7:01 AM
11	Yamhill, Or	9/2/2023 12:29 AM
12	Retired	9/1/2023 8:48 PM
13	Tualatin	9/1/2023 7:50 PM
14	N/a	9/1/2023 5:38 PM
15	West side of oregon	9/1/2023 3:26 PM
16	Retired	9/1/2023 3:03 PM
17	All of Oregon and Washington	9/1/2023 2:30 PM
18	As a real estate developer it varies, currently Dayton	9/1/2023 2:28 PM
19	Marion County	9/1/2023 2:26 PM
20	Retired	9/1/2023 2:12 PM
21	Dallas, OR	9/1/2023 2:09 PM
22	Retired Now	9/1/2023 2:08 PM

Q5 What is your gender?

Answered: 115 Skipped: 20

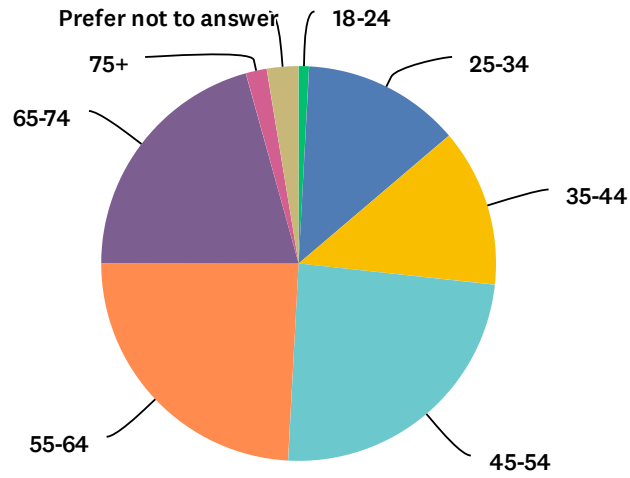


ANSWER CHOICES	RESPONSES	
Male	44.35%	51
Female	53.91%	62
Other (please specify)	1.74%	2
TOTAL		115

#	OTHER (PLEASE SPECIFY)	DATE
1	Nonbinary	9/1/2023 9:40 PM
2	Tree	9/1/2023 11:24 AM

Q6 What is your age?

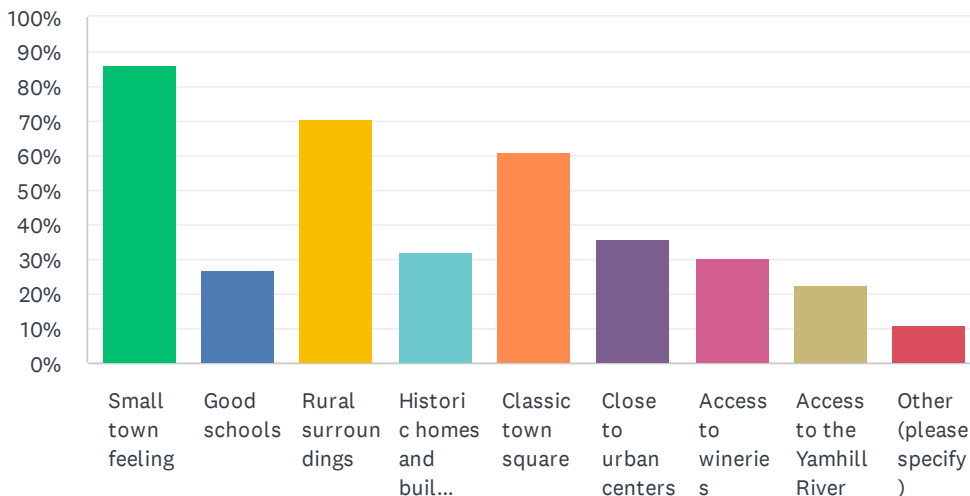
Answered: 116 Skipped: 19



ANSWER CHOICES	RESPONSES	
18-24	0.86%	1
25-34	12.93%	15
35-44	12.93%	15
45-54	24.14%	28
55-64	24.14%	28
65-74	20.69%	24
75+	1.72%	2
Prefer not to answer	2.59%	3
TOTAL		116

Q7 What do you think Dayton's strengths are? Please choose all that apply?

Answered: 115 Skipped: 20



ANSWER CHOICES	RESPONSES
Small town feeling	86.09% 99
Good schools	26.96% 31
Rural surroundings	70.43% 81
Historic homes and buildings	32.17% 37
Classic town square	60.87% 70
Close to urban centers	35.65% 41
Access to wineries	30.43% 35
Access to the Yamhill River	22.61% 26
Other (please specify)	11.30% 13
Total Respondents: 115	

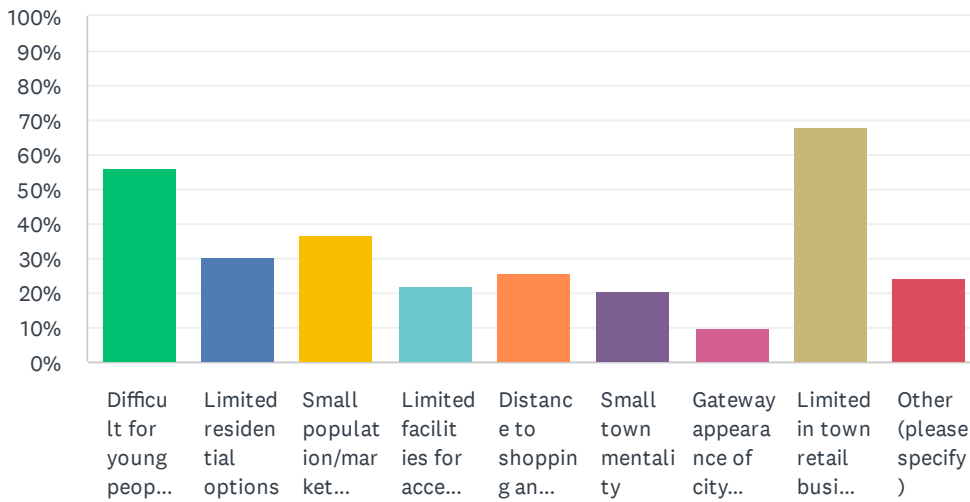
#	OTHER (PLEASE SPECIFY)	DATE
1	Caring helpful neighbors	9/5/2023 9:11 AM
2	Exceptional Ag program that supports the community.	9/4/2023 8:53 PM
3	Friendly people	9/4/2023 8:18 PM
4	Quiet, beautiful, clean	9/2/2023 11:11 AM
5	Security	9/2/2023 7:01 AM
6	Close to the coast.	9/1/2023 9:32 PM
7	Small town	9/1/2023 8:32 PM

Dayton Redevelopment Questionnaire

8	In center of growing wine industry	9/1/2023 3:03 PM
9	It's not too busy	9/1/2023 2:57 PM
10	If the power goes out for weeks it's a pretty ideal setting.	9/1/2023 2:28 PM
11	Great Neighborhoods	9/1/2023 2:21 PM
12	Access to beach or mountains or cities	9/1/2023 2:21 PM
13	Not sure since cost of housing has increased	9/1/2023 2:06 PM

Q8 What are Dayton's challenges? Please choose all that apply.

Answered: 112 Skipped: 23



ANSWER CHOICES	RESPONSES
Difficult for young people to remain in town, lack of opportunities.	56.25% 63
Limited residential options	30.36% 34
Small population/market share for growing a retail or business base.	36.61% 41
Limited facilities for access to the Yamhill River	22.32% 25
Distance to shopping and entertainment	25.89% 29
Small town mentality	20.54% 23
Gateway appearance of city entrances	9.82% 11
Limited in town retail businesses	67.86% 76
Other (please specify)	24.11% 27
Total Respondents: 112	

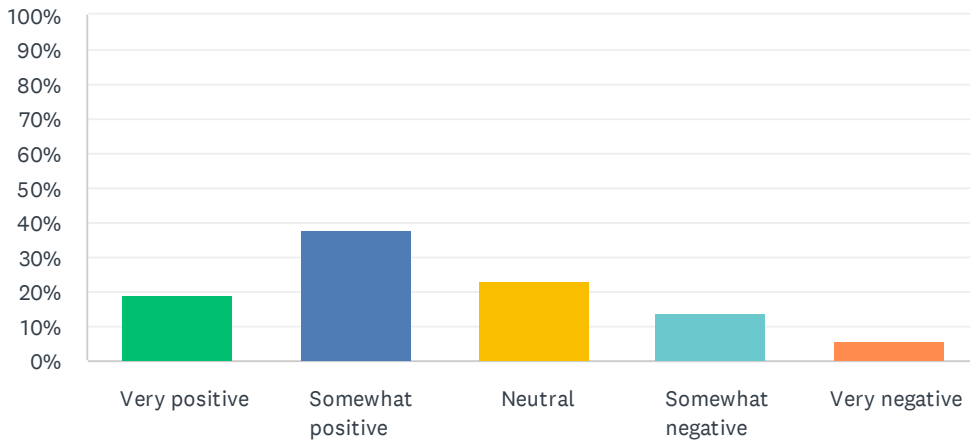
#	OTHER (PLEASE SPECIFY)	DATE
1	Nothing to do	9/5/2023 7:53 AM
2	Needs a gas station	9/4/2023 8:53 PM
3	school system	9/4/2023 2:32 PM
4	Small town politics, not welcoming to new people looking to make dayton their generational home	9/4/2023 12:55 PM
5	Over priced water utlility. And water is terrible. And how late at night planes and helicopters fly over homes. And lastly the tsunami alarm every time there is emergency services.	9/2/2023 11:54 AM
6	We don't like the new expensive over priced "bougie" places. Would prefer small diner, casual, hometown mom and pops, with country style real food, no food carts- except for special events. We don't want to be a commercialized wine district	9/2/2023 11:11 AM

Dayton Redevelopment Questionnaire

7	Water is more expensive then most surrounding areas	9/2/2023 10:55 AM
8	Drugs are plentiful for the youth in Dayton. The YCSO that we contract with is not visible in town. People are going 35+ mph down Ferry Street, because they can. A Swimming pool for local residents would be amazing!	9/2/2023 8:31 AM
9	Lack of gas station	9/1/2023 8:14 PM
10	Local politics	9/1/2023 5:38 PM
11	It shouldn't be known just for wineries or high end establishments	9/1/2023 5:18 PM
12	Limited hotels and short term rentals	9/1/2023 5:01 PM
13	Would like gas station and place to buy produce.	9/1/2023 4:14 PM
14	People moving to Dayton with a Portland mentality	9/1/2023 4:04 PM
15	Lack of overnight accommodations	9/1/2023 4:03 PM
16	Oregon's stupid taxing system that chokes city budgets	9/1/2023 3:57 PM
17	Schools are a disappointment	9/1/2023 3:26 PM
18	Yamhill river is nasty in Dayton. I wouldn't jump in there if i was on fire	9/1/2023 2:55 PM
19	The water tastes awful!	9/1/2023 2:30 PM
20	The City Government seems to have some allegiances and drama involved in it which makes me uncomfortable at times.	9/1/2023 2:21 PM
21	Adults and children who are bullies	9/1/2023 2:21 PM
22	Lack of sidewalks	9/1/2023 2:12 PM
23	THE SIDEWALKS ARE HORRENDOUS. You cannot walk from the main town square to any of the neighborhoods without having to walk a significant distance in the street. Sidewalks seem unfinished or are completely blocked by vehicles.	9/1/2023 2:08 PM
24	Limited secular community activities.	9/1/2023 2:07 PM
25	School/ school board	9/1/2023 2:07 PM
26	The water is hard and awful	9/1/2023 2:07 PM
27	Schools, education	9/1/2023 11:24 AM

Q9 How do you feel about growth and change in Dayton? This could be growth in population, growth in commercial activity, growth in tourism or any way you want to define growth. If you choose “Very Positive”, then you might feel that Dayton should grow aggressively by adding a lot of commercial development and housing options.

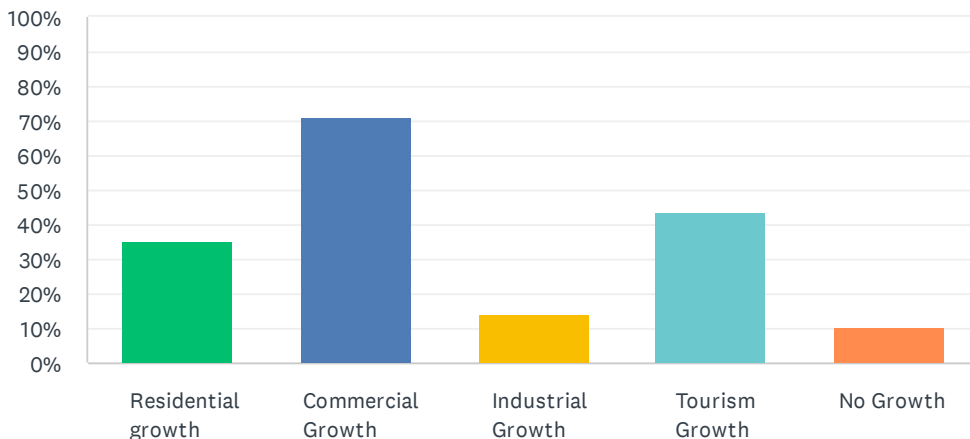
Answered: 116 Skipped: 19



ANSWER CHOICES	RESPONSES	
Very positive	18.97%	22
Somewhat positive	37.93%	44
Neutral	23.28%	27
Somewhat negative	13.79%	16
Very negative	6.03%	7
TOTAL		116

Q10 What type of growth would you like Dayton to pursue? Check all that apply.

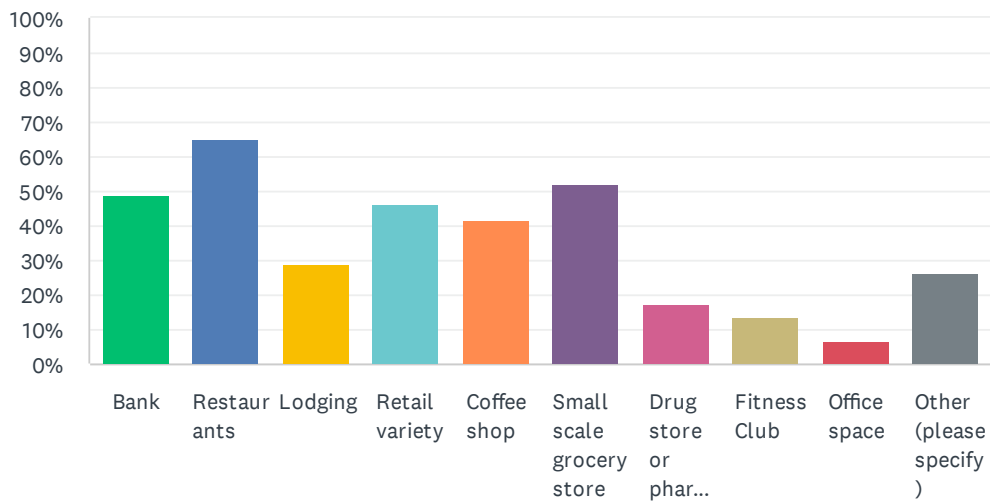
Answered: 114 Skipped: 21



ANSWER CHOICES	RESPONSES	
Residential growth	35.09%	40
Commercial Growth	71.05%	81
Industrial Growth	14.04%	16
Tourism Growth	43.86%	50
No Growth	10.53%	12
Total Respondents: 114		

Q11 What type of businesses would you like to see in Dayton?

Answered: 115 Skipped: 20



ANSWER CHOICES	RESPONSES
Bank	48.70% 56
Restaurants	65.22% 75
Lodging	28.70% 33
Retail variety	46.09% 53
Coffee shop	41.74% 48
Small scale grocery store	52.17% 60
Drug store or pharmacy	17.39% 20
Fitness Club	13.91% 16
Office space	6.96% 8
Other (please specify)	26.09% 30
Total Respondents: 115	

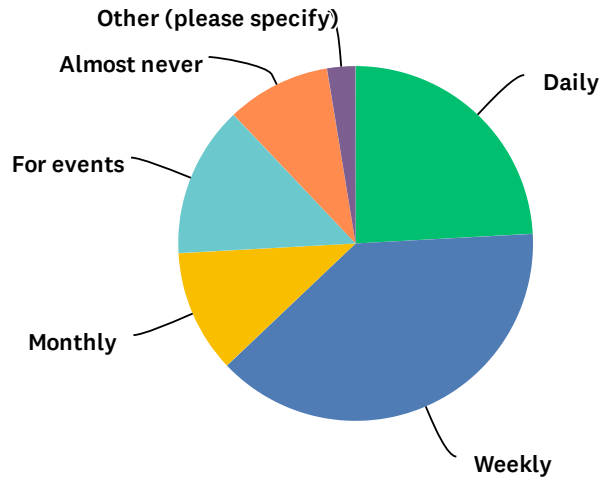
#	OTHER (PLEASE SPECIFY)	DATE
1	gas station	9/5/2023 11:08 AM
2	Maybe small retail shops	9/5/2023 9:11 AM
3	Gas station	9/5/2023 9:08 AM
4	Something for the kids to do that is FREE	9/5/2023 7:53 AM
5	Gas station	9/4/2023 8:53 PM
6	Gas station, dog groomers/vet	9/4/2023 6:29 AM
7	Gas station	9/2/2023 3:53 PM

Dayton Redevelopment Questionnaire

8	Gasoline station	9/2/2023 12:04 PM
9	Gas station	9/2/2023 11:21 AM
10	Hometown family diner that is affordable	9/2/2023 11:11 AM
11	Service station (gas)	9/2/2023 10:31 AM
12	Gas station	9/2/2023 9:35 AM
13	Swimming Pool for Dayton residents	9/2/2023 8:31 AM
14	Gas	9/2/2023 7:15 AM
15	Gas Station	9/1/2023 9:56 PM
16	Gas station	9/1/2023 6:19 PM
17	Gas station	9/1/2023 5:38 PM
18	Gas station	9/1/2023 5:15 PM
19	Gas station	9/1/2023 4:14 PM
20	Anything but another winery	9/1/2023 4:04 PM
21	Anything that serves locals and/or tourism	9/1/2023 3:57 PM
22	Fuel station	9/1/2023 3:24 PM
23	Gas station	9/1/2023 3:09 PM
24	Gas	9/1/2023 2:55 PM
25	None	9/1/2023 2:43 PM
26	Gas station	9/1/2023 2:23 PM
27	Multi generation houses or extra small house allowed on lts	9/1/2023 2:21 PM
28	Gas Station	9/1/2023 2:09 PM
29	Gas station	9/1/2023 2:04 PM
30	We have a great grocery store.	9/1/2023 11:24 AM

Q12 How often do you go downtown?

Answered: 116 Skipped: 19

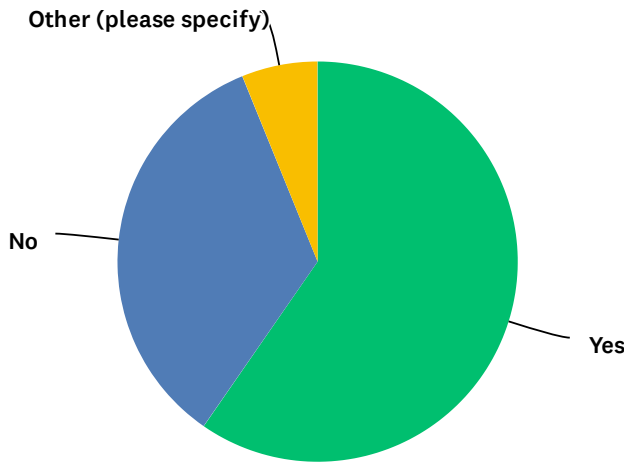


ANSWER CHOICES	RESPONSES	
Daily	24.14%	28
Weekly	38.79%	45
Monthly	11.21%	13
For events	13.79%	16
Almost never	9.48%	11
Other (please specify)	2.59%	3
TOTAL		116

#	OTHER (PLEASE SPECIFY)	DATE
1	For events, occasionally to Juanita's or the ByPass	9/2/2023 11:11 AM
2	Right now rarely because of lack of any entertainment or variety except for the bypass which I believe is keeping Dayton downtown alive	9/2/2023 10:55 AM
3	In the summer months	9/1/2023 2:28 PM

Q13 Much of Dayton’s downtown character comes from the buildings and residences that surround Courthouse Square Park. Are you interested in future changes to downtown relative to design, building type and size?

Answered: 114 Skipped: 21

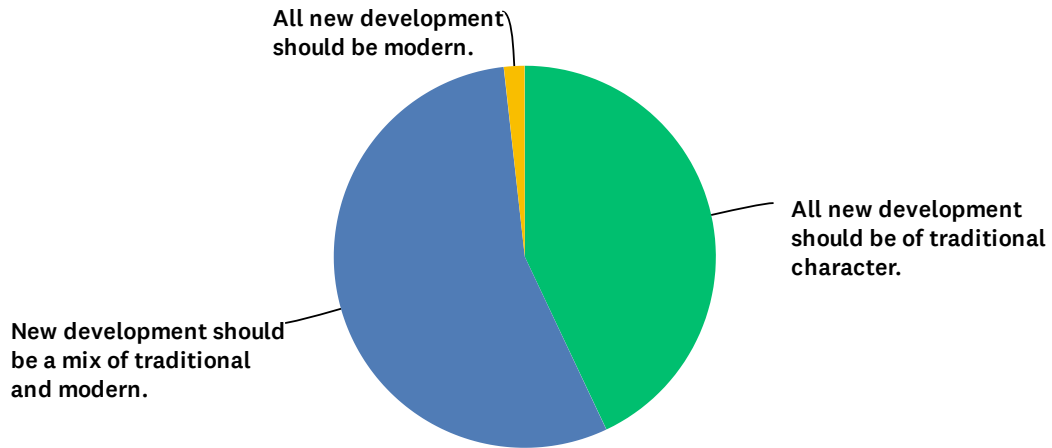


ANSWER CHOICES	RESPONSES	
Yes	59.65%	68
No	34.21%	39
Other (please specify)	6.14%	7
TOTAL		114

#	OTHER (PLEASE SPECIFY)	DATE
1	Try too keep it about same style of buildings	9/2/2023 10:31 AM
2	Dayton HAS to maintain its nostalgic core. We don't need more houses, schools or population. This is a 'small' town which is what gives Dayton her charm and uniqueness.	9/2/2023 8:31 AM
3	More business	9/1/2023 8:46 PM
4	No opinion	9/1/2023 6:19 PM
5	Keep historic buildings and add new and or remodel. Keeping more of a historic downtown zone feel.	9/1/2023 5:38 PM
6	Keep the old facade look.	9/1/2023 2:55 PM
7	Only if it remains small. We do not need places to shop, we are a very short distance to two larger cities.	9/1/2023 2:43 PM

Q14 Which of the following statements most closely matches your future vision for the architecture of downtown Dayton?

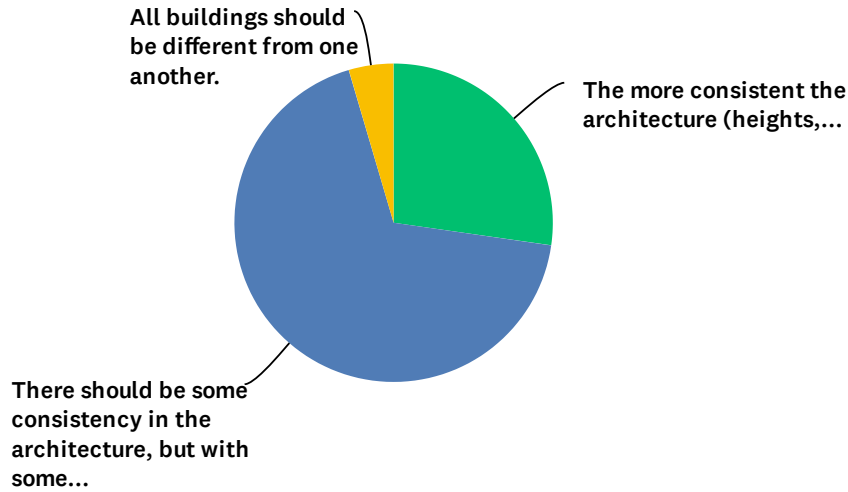
Answered: 114 Skipped: 21



ANSWER CHOICES	RESPONSES	
All new development should be of traditional character.	42.98%	49
New development should be a mix of traditional and modern.	55.26%	63
All new development should be modern.	1.75%	2
TOTAL		114

Q15 How consistent should the future vision for downtown Dayton be?

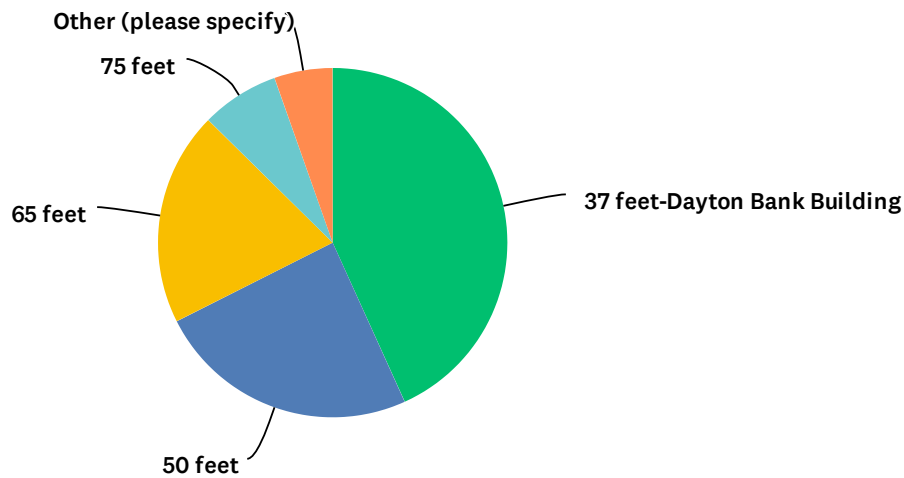
Answered: 110 Skipped: 25



ANSWER CHOICES	RESPONSES	
The more consistent the architecture (heights, materials, colors, detail) the better	27.27%	30
There should be some consistency in the architecture, but with some variations, to make it appear as though the architecture evolved over time.	68.18%	75
All buildings should be different from one another.	4.55%	5
TOTAL		110

Q16 Dayton’s current Land Use Planning Code limits building height to 35 feet (existing Commercial Block buildings are two story at 37 feet). Would you accept increasing the height restriction to attract development and new business. If so, to what degree?

Answered: 111 Skipped: 24

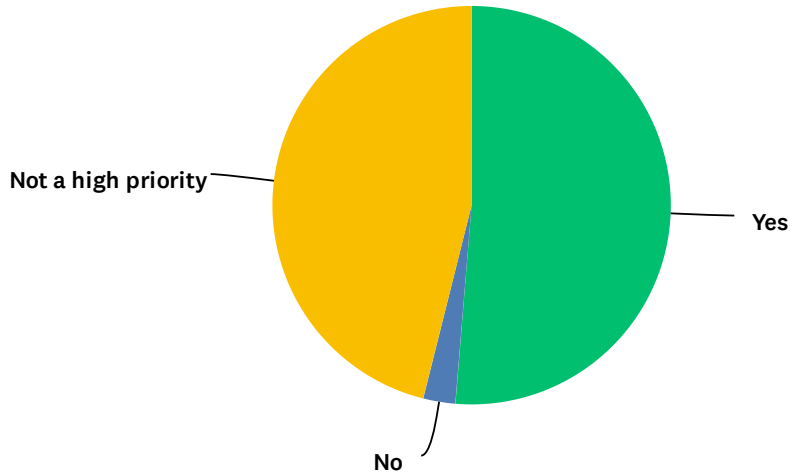


ANSWER CHOICES	RESPONSES	
37 feet-Dayton Bank Building	43.24%	48
50 feet	24.32%	27
65 feet	19.82%	22
75 feet	7.21%	8
Other (please specify)	5.41%	6
TOTAL		111

#	OTHER (PLEASE SPECIFY)	DATE
1	No need for height restrictions	9/5/2023 9:08 AM
2	Planning commission question not for public	9/3/2023 8:20 PM
3	Do what needs to be done to keep dayton relevant	9/3/2023 11:57 AM
4	Based on need and type of construction	9/2/2023 7:30 PM
5	Not sure	9/1/2023 2:57 PM
6	No	9/1/2023 2:43 PM

Q17 If cost effective, should overhead utilities be moved underground around Courthouse Square?

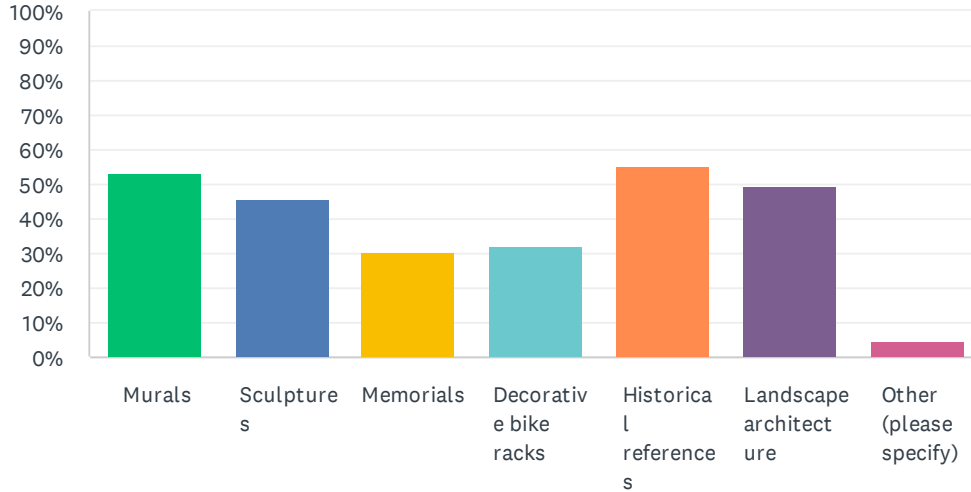
Answered: 115 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	51.30%	59
No	2.61%	3
Not a high priority	46.09%	53
TOTAL		115

Q18 What kind of public art would you like to see in and around downtown?

Answered: 109 Skipped: 26

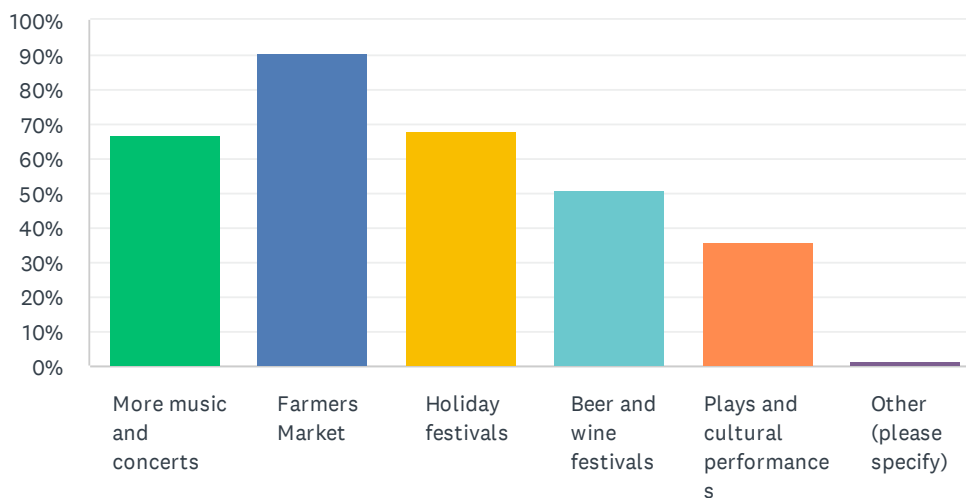


ANSWER CHOICES	RESPONSES	
Murals	53.21%	58
Sculptures	45.87%	50
Memorials	30.28%	33
Decorative bike racks	32.11%	35
Historical references	55.05%	60
Landscape architecture	49.54%	54
Other (please specify)	4.59%	5
Total Respondents: 109		

#	OTHER (PLEASE SPECIFY)	DATE
1	We need to commemorate the farming community this is	9/4/2023 8:53 PM
2	It looks fine the way it is designed now	9/2/2023 11:54 AM
3	No opinion	9/1/2023 6:19 PM
4	Wrap/paint utility type boxes and tower with historic, cultural and community themes.	9/1/2023 5:38 PM
5	What is landscape architecture	9/1/2023 11:24 AM

Q19 What kinds of events, if held downtown, would you likely attend?

Answered: 115 Skipped: 20



ANSWER CHOICES	RESPONSES
More music and concerts	66.96% 77
Farmers Market	90.43% 104
Holiday festivals	67.83% 78
Beer and wine festivals	51.30% 59
Plays and cultural performances	35.65% 41
Other (please specify)	1.74% 2
Total Respondents: 115	

#	OTHER (PLEASE SPECIFY)	DATE
1	The last thing Dayton needs is encouraging town folk, or travelers to come here to drink! There will be problems if you open that gateway.	9/2/2023 8:31 AM
2	Art! Dogs! We have a great dog park. Pet friendly and themed events would be unique and exciting for the area.	9/1/2023 5:38 PM

Q20 If you could choose one thing to enhance Downtown Dayton, what would it be?

Answered: 69 Skipped: 66

#	RESPONSES	DATE
1	Keep the small historic feel!	9/5/2023 9:11 AM
2	Clean up vacant lot and buildings.	9/5/2023 9:08 AM
3	A farmers market	9/5/2023 7:53 AM
4	Clean up	9/5/2023 7:09 AM
5	Finish the storefronts. Add parking by Juanita's in that lot. It's uneven could be striped.	9/4/2023 10:58 PM
6	Community Pool and skate park	9/4/2023 9:33 PM
7	One thing that would tremendously improve Dayton is more restaurants, another coffee shop and maybe a place to do pottery or an activity of sorts?	9/4/2023 1:08 PM
8	na	9/4/2023 8:41 AM
9	Gas station	9/4/2023 6:29 AM
10	Actives for youth and teens, have more events In community center, better advertising for events that our happening , clean up that Mexican markets windows so it doesn't looks like it's vacant make it welcoming to everyone in town been in Dayton over 19years been in it once .keep community center and parks weeded landscaped and clean so people want to use them . And a city manager that lives in the city .	9/3/2023 8:20 PM
11	Clean up the entrances to the city. Remember that what people see when they first drive into our city is how we maintain the streets and landscaping coming into Dayton downtown area.	9/3/2023 12:19 PM
12	Put viable businesses in/on vacant properties.	9/2/2023 7:30 PM
13	Keep Dayton Friday Nights or expand it to a couple of Fridays in the Spring.	9/2/2023 6:32 PM
14	Coffee shop badly;)	9/2/2023 3:40 PM
15	Rent out empty spaces to cute shops and wine tasting	9/2/2023 11:54 AM
16	Add and renovate downtown retail space	9/2/2023 11:21 AM
17	A paved parking lot behind Jaunitas	9/2/2023 11:11 AM
18	Letting businesses actually get space and open up	9/2/2023 10:55 AM
19	I like the way Dayton is right now keep it the good old days feel.	9/2/2023 10:31 AM
20	No neon	9/2/2023 10:04 AM
21	Destination hotel, lodging for visitors.	9/2/2023 9:17 AM
22	Brewery	9/2/2023 9:07 AM
23	A version of Putts Market	9/2/2023 8:31 AM
24	Allow for permitted beer and wine events in the park	9/2/2023 7:01 AM
25	Bigger park for kids	9/1/2023 11:35 PM
26	Having a Cafe or breakfast restaurant again	9/1/2023 10:04 PM
27	Upkeep of park faculties. New basketball courts, grooming closes for homes and businesses.	9/1/2023 9:56 PM
28	Paint and repair	9/1/2023 9:32 PM

Dayton Redevelopment Questionnaire

29	Open mindless for planning and development.	9/1/2023 8:48 PM
30	Few more bussiness	9/1/2023 8:32 PM
31	More music!	9/1/2023 7:50 PM
32	Combine our electricity with McMinnville. No more PGE	9/1/2023 5:56 PM
33	We need more businesses open on a consistent basis. Let's work hard to remove the shuttered window look from downtown permanently. Work with community and small business developers to make sure we are being business friendly enough to help grow the economy and business opportunities for Dayton.	9/1/2023 5:38 PM
34	Promote opening the commercial property we have to businesses rather than letting them become drying houses, junk yards, boarded up and vacant.	9/1/2023 5:38 PM
35	More businesses, not just restaurants!	9/1/2023 5:18 PM
36	Businesses	9/1/2023 5:15 PM
37	More lively atmosphere via coffee shops, restaurants, activities	9/1/2023 5:15 PM
38	Increase tourism and travel- more people will bring economic and social vitality. Allow short term rentals and hotels. Encourage small businesses to set up shop in town.	9/1/2023 5:01 PM
39	Businesses in all of the empty buildings.	9/1/2023 4:44 PM
40	Small grocery store	9/1/2023 4:14 PM
41	Completion of build out of the blocks surrounding the square. For people to feel comfortable in a park it helps to have "walls", to help create a sense of place	9/1/2023 4:03 PM
42	Fill the empty storefronts (including the Opera House).	9/1/2023 3:57 PM
43	More Restraunts	9/1/2023 3:31 PM
44	Accessibility for all people	9/1/2023 3:26 PM
45	Keep and enhance our downtown square. Enhance the storefronts down Ferry St from Juanita's.	9/1/2023 3:03 PM
46	Develop the empty lots!	9/1/2023 3:03 PM
47	Open the businesses	9/1/2023 2:57 PM
48	Small grocery/hardware store/stores. Family style dining.	9/1/2023 2:56 PM
49	Retail	9/1/2023 2:55 PM
50	More historic references and facts of Dayton and the history of surrounding area.	9/1/2023 2:48 PM
51	More historic references and facts of Dayton and the history of surrounding area.	9/1/2023 2:43 PM
52	Bring US Bank back	9/1/2023 2:43 PM
53	High quality groceries	9/1/2023 2:30 PM
54	The entrance to Dayton should be more attentive	9/1/2023 2:29 PM
55	More successful restaurants	9/1/2023 2:28 PM
56	Allowing businesses to open and operate	9/1/2023 2:23 PM
57	Curbs and boulevards	9/1/2023 2:21 PM
58	More culture & diverse businesses.	9/1/2023 2:21 PM
59	fixing up the old buildings and have new business in them	9/1/2023 2:17 PM
60	more food choices in restaurants	9/1/2023 2:16 PM
61	Sidewalks on all streets	9/1/2023 2:12 PM
62	Fix the footbridge over the yamhill river	9/1/2023 2:08 PM

Dayton Redevelopment Questionnaire

63	Remove the drug deals happening in the town square bathroom. Around sunset a flood of homeless go to the park and completely occupy the bathrooms.	9/1/2023 2:08 PM
64	More food and drink options, more community events.	9/1/2023 2:07 PM
65	More businesses	9/1/2023 2:07 PM
66	I feel as though there are vacant buildings and shops that have run out of business. I'd love to see boutiques, shops, restaurants and other businesses to make it a happening place to be.	9/1/2023 2:07 PM
67	Unknown	9/1/2023 2:06 PM
68	A bank	9/1/2023 2:04 PM
69	Let the people who plan the Friday nights in the park and other creative activities continue with their excellent work.	9/1/2023 11:24 AM

Q21 Is there anything else you would like to share?

Answered: 50 Skipped: 85

#	RESPONSES	DATE
1	Kid friendly such as an arcade or small skate park where kids are welcome would be nice.	9/5/2023 9:11 AM
2	Stop raising our taxes...the elderly cannot keep up	9/5/2023 7:53 AM
3	I think the City is trying their best & does a good job with Friday nights/holidays. Thank you.	9/4/2023 10:58 PM
4	I would like to see the boat ramp improved to be more user friendly. Can't launch a boat during summer water level due to drop off of existing concrete ramp that could damage boat trailer.	9/4/2023 2:10 PM
5	Dayton is so promising, make something happen to make seem more promising.	9/4/2023 1:08 PM
6	Having a place for teens to hang out. Skate park	9/4/2023 12:55 PM
7	nope	9/4/2023 8:41 AM
8	I would like to see a welcome letter go to new residences / renters telling them about our town and activities and volunteering opportunities,(Maybe sent to them with first water bill ?) “. When city plans a contest give something else besides water bill credits some commercial buildings, Waterbill is included in the rent,so if the renter wins they win nothing ,how about local gift cards to the business we do have ,	9/3/2023 8:20 PM
9	We need to fix sidewalks throughout the city. The erosion from trees have caused sidewalks to break and is hard for people to navigate with walkers or scooters and remove all basketball hoops off the sidewalk for easier access.	9/3/2023 12:19 PM
10	Dayton is great, but people have to understand that society has grown and changed. The good old days are never coming back. Accept what is now and learn ways to make it better moving forward. Too many people here live in a past that they will never reclaim which means they are stagnant. The stagnant die and I'd rather see Dayton thrive.	9/3/2023 11:57 AM
11	If there was not so much emphasis on preserving old buildings, and if one person didn't own most of it, maybe the commercial areas could attract businesses willing to take a chance on Dayton.	9/2/2023 7:30 PM
12	I am a small time vendor at Dayton Friday Nights. Rumor is that the city is thinking of charging a fee to participate. If this happens, I won't be able to afford to attend. My participation is more of a hobby and I donate anything I raise to help young people.	9/2/2023 6:32 PM
13	Dayton is a lovely sleepy town. Leadership in this town need to hear locals concerns and address them. Not just to promote more people to come here.	9/2/2023 11:54 AM
14	I love the plan to update the pedestrian bridge and boat ramp.	9/2/2023 11:21 AM
15	We moved here because it is a small country town. There needs to be a Halloween event, a father daughter dance, missed prom dance, small firework display in the softball field, more Dayton history highlights, more community- less commercial	9/2/2023 11:11 AM
16	Look at the cost of our water bills is very high for the area, let businesses come to dayton, fitness center or group class gym would be awesome.	9/2/2023 10:55 AM
17	Been around Dayton since 1982 and a 87 grad. Love this town and my kids have graduated from Dayton HS. We need to have more sit down locations that tailor to beer or wine. Would give the town a bigger boost.	9/2/2023 9:07 AM
18	When Dayton grows it needs to be with historic ambience, traditional to the small country town that makes her Dayton! Don't let her growth become about the wealthy taking advantage and capitalizing on Dayton's multi generational historic charm. Don't cave to the deep pockets when restoring Dayton's identity!	9/2/2023 8:31 AM
19	Fixing the boat ramp FIRST!	9/1/2023 11:35 PM

Dayton Redevelopment Questionnaire

20	I like Dayton, but there is nothing to do. A community counter would be wonderful.	9/1/2023 9:56 PM
21	Downtown needs to be updated. Painted and more flowers added. Made more beautiful. A nicer park for the kids.	9/1/2023 9:32 PM
22	Gas station, pleaseeeee.	9/1/2023 8:14 PM
23	I don't mind our water, which we share with Lafayette, but can't we combine with Mcminnville water and light?	9/1/2023 5:56 PM
24	Fix the water, it tastes better out of the toilet than the faucet most days. Get someone to clean/maintain the damn ditches so they work. Ask the City to call people back, the Planner can't return a call, you sure she is the right person for these decisions?	9/1/2023 5:38 PM
25	City government needs to be more kind, inclusive, visible, welcoming	9/1/2023 5:18 PM
26	Love it here	9/1/2023 5:15 PM
27	A gas station would be wonderful. Also a network of walking trails would add so much appeal for old and young alike	9/1/2023 5:15 PM
28	Dayton has great charm and has been a wonderful place to live. I love how quiet and peaceful it is here. I don't want big development to ruin that charm and feel.	9/1/2023 4:14 PM
29	Some design guidelines are valuable for the downtown district. We want to retain our sense of place that comes naturally in a community built with it's residents in mind, as well as potential visitors	9/1/2023 4:03 PM
30	Thanks for asking!	9/1/2023 3:57 PM
31	Maybe a Gas station	9/1/2023 3:31 PM
32	Growth is good, to an extent, but need to fulfill the current empty buildings with sustainable businesses before adding more. Carlton has done an amazing job of redesigning and building up their downtown area, creating an inviting place that people want to spend their time and money. Dayton should model something after Carlton	9/1/2023 3:24 PM
33	Thanks for asking our opinions.	9/1/2023 3:03 PM
34	No.	9/1/2023 3:03 PM
35	Be nice to people and they will want to be here	9/1/2023 2:57 PM
36	Keep the small town feel. No mass housing complexes.	9/1/2023 2:56 PM
37	Primary reason for moving here was affordability, and the fact that it is a small town. For having to live in a town it's ok, but only because it is small.	9/1/2023 2:43 PM
38	Our evolving population of younger families need something to keep them engaged and willing to participate within the community, allow alcohol at events, more youth activities pool, better playground equipment, somewhere fun to go and hang out with shade, splash pad,	9/1/2023 2:26 PM
39	Current homeowners take pride in their homes, ie mowing, maintaining flowerbeds, no junk out front, visible curb appeal	9/1/2023 2:21 PM
40	Let's get things going!	9/1/2023 2:21 PM
41	There are too many micro managing permits and rules. More strict than mac. Like the garage sale signs. Tickets for parking other way. The traditional family is no longer 1 generation. Building too restricted if already own should be able to add small house or rv in this housing crisis	9/1/2023 2:21 PM
42	I would strongly object to buildings taller than the bank building. Gov. Tom McCall had such vision for Oregon, I hope we don't lose sight of the beauty of our surrounding area to build high rises.	9/1/2023 2:20 PM
43	Love it here!	9/1/2023 2:16 PM
44	Sidewalks on all streets	9/1/2023 2:12 PM
45	The water quality in Dayton is terrible. I wish we had access to mcminville water	9/1/2023 2:12 PM

Dayton Redevelopment Questionnaire

46	Dayton should focus on being an affordable city for young couples and families.	9/1/2023 2:08 PM
47	I have kids between 7-14 and there is just a lack of variety of things to do in town, and it would be nice to be able to do more fun things without having to travel.	9/1/2023 2:07 PM
48	Clean up the junky house/building next to the hair salon (white building)	9/1/2023 2:07 PM
49	No	9/1/2023 2:06 PM
50	Because of them, Dayton is a fun place to live.	9/1/2023 11:24 AM



Legislative Amendment Proposal, City Case File LA 2023-02

PUBLIC NOTICE (according to ORS 227.186)

This is to notify you that the City of Dayton has proposed a land use regulation that may affect the permissible uses of your property and other properties.

PUBLIC HEARINGS before the PLANNING COMMISSION and the CITY COUNCIL

The City of Dayton will hold public hearings on **Thursday December 14, 2023**, at 6:30 p.m. (before the Planning Commission) and on **Tuesday January 2, 2024**, at 6:30 p.m. (before City Council) regarding the adoption of proposed updates to Title 7.2.111 of the Dayton Municipal Code under city case file LA 2023-02. Title 7.2.111 pertains to development requirements in the Central Business Areas Overlay Zone (CBO).

The City of Dayton has determined that adoption of these updates, via ordinance, may affect the permissible uses of your property, and other properties in the affected zone, and may change the value of your property.*

The recommendation by the Planning Commission and decision by the City Council shall be based on consideration of the approval criteria under Dayton Municipal Code 7.3.112.03.

Proposed code changes are available for inspection at Dayton City Hall located at 416 Ferry Street, Dayton OR 97114 at no cost, and available for purchase at a reasonable cost. More information about LA 2023-02 is available by contacting Rocio Vargas, City Recorder, at 503-864-222 / rvargas@daytonoregon.gov

Below is a summary of key proposed changes to Title 7 identified above. Other changes are proposed to these titles, but mostly intended for clarification.

7.2.111.03 Development Requirements

Adds standard overlay language to clarify the relationship between the requirements of the Central Business Area Overlay (CBO) and the underlying zoning district.

7.2.111.04 Dimensional Standards

Creates a new table summarizing the applicable development standards in the CBO for setbacks and height.

7.2.111.05 Building Orientation

This section includes requirements such as orienting primary entrances toward streets with connected walkways, incorporating recessed or sheltered building entrances, placing off-street facilities internally—including parking—and establishing standards for corner entrances. Additionally, a minimum transparency requirement for primary entrances is required.

7.2.111.06 Building Height Bonus

This section allows an increase in maximum building height from 45 feet to 55 feet, provided specific conditions are met, including step-back requirements on the upper stories of the building to minimize vertical bulk and limitations on the portion exceeding 45 feet. For properties at the northeast corner of

Ferry Street and Third Street, further allowances up to 65 feet are allowed with corresponding conditions.

7.2.111.07 Building Design

This section includes minimum requirements for building articulation including horizontal articulation for wider structures provided with elements such as proportional bays, storefront features, shelter for pedestrians, and minimum requirements for window transparency at the ground floor.

7.2.111.08 Building Materials and Colors

This section restricts the use of certain materials and colors on non-residential structures to low reflective, earth tones, and shades from the designated palette to ensure compatibility with existing historic buildings in the district.

PLANNING COMMISSION PUBLIC HEARING

The Planning Commission conducts the first public hearing to consider adoption of proposed amendments to Title 7 of the Dayton Municipal Code to make a recommendation to the City Council.

PLANNING COMMISSION PUBLIC HEARING: **Thursday, December 14, 2023**
TIME: **6:30 p.m.**
PLACE: **Dayton City Hall 416 Ferry Street**

CITY COUNCIL PUBLIC HEARING

If the Planning Commission makes a recommendation on the date above, the City Council conducts a second public hearing to consider adoption of the proposed amendments, based upon the Planning Commission recommendations and in receipt of public testimony.

CITY COUNCIL PUBLIC HEARING: **Tuesday, January 2, 2024**
TIME: **6:30 p.m.**
PLACE: **Dayton City Hall 416 Ferry Street**

* The city has not determined if or how the proposed code changes (mostly related to design standards) cause change to the value of property. ORS 227.186 requires public notices to contain the text (shown in **boldface**) across the top of face page, extending from left margin to right margin. ORS 227.186 also requires the same notice to state that *adoption of an Ordinance (incorporating changes) may affect the permissible uses of your property, and other properties in the affected zone, and may change the value of your property.*

** This notice has been mailed to all owners of properties within the Dayton Central Business Area Overlay.

EXHIBIT E

TO: Ann-Marie Anderson, Dayton Planning Commission Chairperson, and the Dayton Planning Commission
FROM: Twin Towers LLC
SUBJECT: Clarification on proposed planning code 7.2.111.06 D2

Twin Towers is currently evaluating the viability of a hotel on the 3rd and Ferry site. We are seeking clarification regarding the proposed Bonus Building Height and the conditional habitable space usage requirements above 55 feet.

1. 7.2.111.06 Subset D proposes a building height bonus of ten feet from 55 feet to 65 feet. Subset D2 allows for the building height bonus of ten feet to extend the usable space beyond 50% of the floor plate (allowing for one foot setback for each foot above 55 feet) if the building *“includes multi-family units or overnight accommodations above the ground floor.”* Does this require all the conditional habitable space above 55 feet to be overnight accommodations? Or can this include a mix of uses, for example: bar, restaurant, or spa above 55 if overnight accommodations are provided above the ground floor?
2. The 65 feet requirement does not address mechanical. Is mechanical infrastructure (i.e HVAC, Elevator mechanical etc.) omitted from height limitations and can exceed the 65 feet?

EXHIBIT 2

7.2.111 Central Business Area Overlay Zone (CBO)

7.2.111.01 Purpose

7.2.111.02 Central Business Area **Overlay Zone** Defined

7.2.111.03 Development Requirements

7.2.111.04 ~~Parking~~ **Dimensional Standards**

7.2.111.05 ~~Landscaping~~ **Building Orientation**

7.2.111.06 ~~Building Standards~~ **Height Bonus**

7.2.111.07 ~~Signs Moved To Section 7.4.1 ORD 652~~ **Building Design**

7.2.111.08 ~~Modification Of Site Design Standards~~ **Building Materials and Colors**

7.2.111.09 Landscaping

7.2.111.10 Modification Of Site Design Standards

7.2.111.01 Purpose

The purpose of the Central Business Area Overlay Zone is to establish development requirements which are specifically designed to address the unique challenges the City's downtown.

7.2.111.02 Central Business Area Overlay Zone Defined

For the purposes of this Section, the Central Business Area **Overlay Zone** shall be defined as follows: C and CR zoned land located south of Church Street, east of Fifth Street, north of Alder Street, and west of Second Street. (*Amended ORD 610 effective 4/2/12*)

7.2.111.03 Development Requirements

- A.** General Requirements: Notwithstanding provisions contained elsewhere in this Code, the following regulations shall apply to the development of new buildings **and modifications to existing buildings requiring Site Development Review** within the Central Business Area **Overlay Zone**. ***Change of use or development within the Central Business Area Overlay Zone must comply with the development standards applicable in the underlying zone and the development standards set forth in this section. The development standards in this section are in addition to, and not in lieu of, all other applicable development standards in the underlying zone. Where a development standard in this section conflicts with a development standard applicable in the underlying zone, the development standard in this section shall be the applicable development standard. None of the provisions of this Chapter shall relieve an applicant from meeting the requirements that apply to Designated Landmarks in the Historical Property Overlay Zone.***
- B.** Permitted Uses. Unless specifically modified by this Section, regulations in this Section do not prohibit or restrict, nor alter the development requirements of, permitted, specially permitted, or conditionally permitted uses within the ~~Commercial Zone~~ **underlying zone**.
- C.** Use Restrictions. In addition to the use limitations in Section 7.2.106.06.B., facilities with drive-through and drive-in windows, and wireless communication facilities shall be prohibited. An exception for a drive-through window may be granted by the City Manager if the property or business owner provides a written request for an exception containing written, historical evidence or photographic documentation (which documentation includes a date) that the drive-through

window or a drive-in existed and was used as part of a permitted or conditional use prior to October 6, 2011 and evidence that the owner meets the requirements of Section 7.2.414. If the City Manager determines at the time the exception is requested that additional interpretation is needed, the **City** Manager may require that the Planning Commission make a determination regarding the exception under a Type II process. *(Amended ORD 610 effective 4/2/12)*

7.2.111.04 Dimensional Standards

Table 7.2.111.04 – Central Business Area Overlay Zone Dimensional Standards	
Minimum Lot Area	None
Minimum Front/Street Side Yards	No front or streetside setback is allowed. Exceptions to the setback requirements may be granted to allow for a pedestrian plaza, courtyard, dining space, landscaping, or similar purpose.
Minimum Rear Yard	None
Minimum Side Yard	None
Maximum Structure Height*	45 feet maximum building height; or 55 feet with height bonus, subject to subsection 7.2.111.06. Except for the properties identified in subsection 7.2.111.06.D, where the maximum building height shall be 55 feet; or 65 feet with height bonus.
Setback from Residential Zones	Buildings shall be setback a minimum of 10 feet from R-1, R-2, and R-3 zoned properties. The minimum setback shall increase by one foot for each one foot of building height over 35 feet.

***Projections that are not subject to the maximum height limit are described in Section 7.2.202.01 of the DLUDC.**

7.2.111.065 Building Orientation

New buildings shall comply with the following standards:

- ~~A. Setbacks. The maximum building setback from a street side property line shall be 10 feet. The street side setback area shall be landscaped. Otherwise, there shall be no minimum nor maximum building setbacks. If a drive through window is permitted through the exception process under Section 7.2.111.03C, the set back from the street side shall be a minimum of fifteen (15) feet. *(Added ORD 610 effective 4/2/12)*~~
- ~~B. Building Height. New buildings shall be within 25 percent of the average height of existing buildings located on the same street side. *(Amended ORD 610 effective 4/2/12)*~~
- ~~C. Orientation. The main entrance to a building shall face a public street.~~
- ~~D. Building Facade. Building facades visible from a public street shall be of brick or wood construction.~~
- ~~E. Special Design Requirements. For property located on the south side of Ferry Street, between Third and Fourth Streets, the following additional design standards shall apply:~~

- ~~1. Setbacks. The maximum building setback from a street side property line shall be 0 feet. See Section 7.2.111.06, letter A, for a drive through window. (Amended ORD 610 effective 4/2/12)~~
 - ~~2. Building Height. New buildings shall be within 10 percent of the average height of existing buildings. (Amended ORD 610 effective 4/2/12)~~
 - ~~3. Building Facade. The building facade visible from a public street shall be predominantly of brick.~~
 - ~~4. Building Design. New buildings shall be similar in character and design with existing structures.~~
- A. The building shall comply with the dimensional standards in subsection 7.2.111.04.**
 - B. Provide at least one primary building entrance facing an abutting street that shall open onto a sidewalk, pedestrian plaza or courtyard, and a walkway shall connect the primary entrance to the plaza and sidewalk.**
 - C. Building entrances shall be recessed or otherwise covered by a pedestrian shelter.**
 - D. Off-street parking and loading areas shall not be required within the Central Business Area. Off-street parking, loading areas, trash pick-up, and above ground utilities, including but not limited to utility vaults and propane tanks, shall not be placed between building entrances and the street(s) to which they are oriented, but shall be oriented internally to the block, screened, and accessed by alleys to the extent practicable.**
 - E. Where off-street parking is provided, it shall conform to the dimensional standards and landscape standards of Section 7.2.303.**
 - F. Where a development contains multiple buildings and there is insufficient street frontage to which buildings can be oriented, a primary entrance may be oriented to plaza, courtyard, or similar space containing pedestrian amenities. When oriented this way, the primary entrance(s), plaza, or courtyard shall be connected to the street by a landscaped and lighted walkway with an approved surface not less than five (5) feet wide.**
 - G. Buildings on corner lots shall have a corner entrance not more than 20 feet from the corner of the building and contain architectural features that emphasize the corner (e.g., chamfered/rounded edge, windows, molding, art).**
 - H. Primary building entrances shall be at least fifty percent (50%) transparent so that two-way views, in and out of a building, are possible. This standard can be met by a door with a window, a transom window above the door, or sidelights beside the door.**

7.2.111.046 Parking Building Height Bonus

~~Off-street and loading areas shall not be required within the Central Business Area. Off-street parking installed at the option of the owner shall comply with the following:~~

- ~~A. Parking spaces shall be located behind the primary building. For corner lots, this shall be identified as being opposite, and furthest from, the primary building access.~~
- ~~B. Improvements, such as driveways and parking space dimensions, shall otherwise comply with Code requirements.~~

The following standards are intended to support the urban design objectives for downtown and facilitate mixed-use development through increased building height, while protecting the historic integrity of downtown buildings. All the standards in this section must be met for approval of a building height bonus:

- A. *The maximum allowable height may be increased from 45 feet to 55 feet when the standards under this section are met.*
- B. *The portion of the building exceeding 45 feet shall cover not more than 50 percent of the building floor plate, as defined by the building foundation perimeter. Except the portion of the building subject to the height bonus may exceed 50 percent of the building floor plate for a mixed-use building that includes multifamily dwelling units or overnight accommodations above the ground floor.*
- C. *The portion of the building exceeding 45 feet shall step-back from (recess behind) the building plane of the ground floor by one foot for each foot of building height above 45 feet.*
- D. *Special Design Requirements. Due to the unique location of the properties at the corner of Ferry Street (OR 155) and Third Street (OR 221), the following height standards shall apply to the properties fronting the north side of Ferry Street, between Second and Third Streets:*
 - 1. *Building Height. 55 feet maximum building height. The maximum building height may be increased to 65 feet when the standards in subsection 2 and 3 are met.*
 - 2. *The portion of the building exceeding 55 feet shall cover not more than 50 percent of the building floor plate, as defined by the building foundation perimeter. Except the portion of the building subject to the height bonus may exceed 50 percent of the building floor plate for a mixed-use building that includes multifamily dwelling units or overnight accommodations above the ground floor.*
 - 3. *The portion of the building exceeding 55 feet shall step-back from (recess behind) the building plane of the ground floor by one foot for each foot of building height above 55 feet.*

7.2.111.057. Building Design

- A. *Horizontal Articulation. Buildings more than 60 feet wide facing a street or plaza shall be visually divided into proportional bays similar in scale to historic building patterns and the historic lot widths of the Dayton Town Plat. Front elevations should be articulated (e.g., offset, recess, projection, or similar "break" in the wall plane) not less than once every 30 feet. Acceptable methods to satisfy the standard include offsets in a building elevation, roofline and/or the placement of windows, pilasters, awnings/canopies, trim, art/medallions, or other detailing and ornamentation. Changes in paint color do not satisfy this standard.*
- B. *Horizontal Rhythm. The main façade of the building shall be visually compatible with adjoining buildings. The standard may be met through either similar height and width, or with design elements that provide visual continuity with the height and width of adjoining buildings. Examples of such design elements include but are not limited to the base below a series of storefront windows; an existing awning or canopy line; a belt course between building stories; an existing cornice or parapet line. Where adjacent buildings do not provide a historically appropriate reference, the development may establish new horizontal lines consistent with historical precedent. This standard shall not be interpreted to prohibit building up to the allowed height limit.*
- C. *Storefronts (that portion of the building that faces a public street) shall include the following basic features of a historic storefront:*
 - 1. *A belt course separating the upper stories from the first floor;*

2. *A bulkhead or kickplate at the street level;*
 3. *A recessed entry and transom with transparent door; and*
 4. *Decorative cornice or cap at the roofline.*
- D. Pedestrian Shelters.** *Awnings, canopies, recesses or similar pedestrian shelters shall be provided along at least 60 percent of a building's ground floor elevation(s) where the building abuts a sidewalk or civic space (e.g., plaza).*
1. *Pedestrian shelters used to meet the above standard shall extend at least 5 feet over the pedestrian area, be proportionate to the building in its dimensions, and not obscure the building's architectural details.*
 2. *Pedestrian shelters shall align with one another to the extent practicable.*
 3. *Shelters shall not conflict with mezzanine or transom windows.*
 4. *Colored canvas (not plastic) awnings and metal or plexi-glass canopies, when consistent with historical styles, are allowed.*
 5. *Color of the pedestrian shelter shall be compatible with the main building.*
 6. *Where signs are proposed as part of pedestrian shelters, they shall be required to meet the provisions of Chapter 7.4.1 Sign Regulations.*

Exceptions: *Pedestrian shelters are not required where historical precedent dictates otherwise. In addition, the Planning Commission may reduce the minimum shelter depth upon finding that existing right-of-way, easements, or building code requirements preclude a standard shelter.*

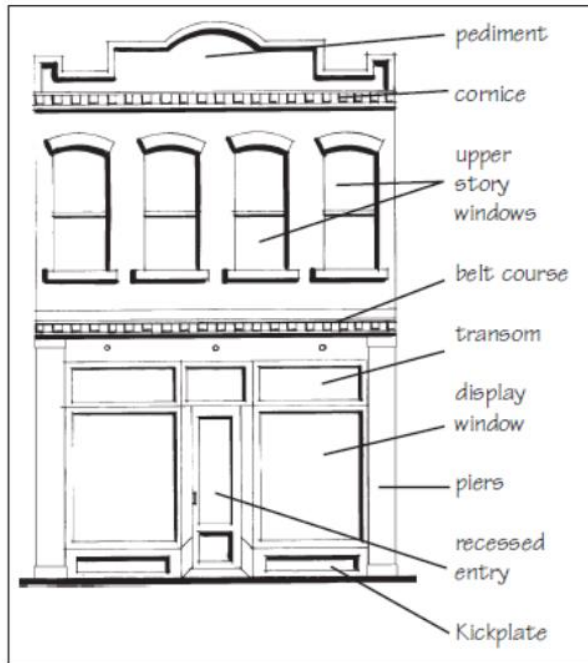


Figure 7.2.111.07. Typical Storefront Components

E. Windows

- 1. Windows shall be recessed and not flush or project from the surface of the outer wall. In addition, upper floor window orientation primarily shall be vertical.**
 - 2. A minimum of 60 percent of the ground floor building elevations facing a street shall be comprised of transparent windows.**
 - 3. All side and non-ground floor building elevations not otherwise subject to the provisions of Subsection 2, above, shall be comprised of not less than 30 percent transparent windows; except zero-lot line/common wall elevations are not required to provide windows.**
- F. The predominate roof form of buildings on Ferry Street shall be a flat roof with appropriately scaled cornice or stepped parapet top.**
- G. Rooftop mechanical equipment as described in Section 7.2.202.01.B shall be setback and screened so as to not be visible to a person standing within an adjacent, at-grade public right of way, park, or open space.**

7.2.111.08 Building Materials and Colors

A. Building Materials.

- 1. Exterior building materials shall consist of materials found on historic buildings in the downtown area including decorative block, brick, painted wood, smooth stucco, or natural stone. The use of high intensity colors such as, neon, metallic or florescent colors for the façade of the building are prohibited.**
- 2. The following materials are prohibited for use on visible surfaces on non-residential structures:**
 - a. Vinyl and aluminum;**
 - b. Asphalt or fiberglass shingles;**
 - c. Structural ribbed metal panels;**
 - d. Corrugated metal panels;**
 - e. Plywood sheathing, to include wood paneling such as T-111;**
 - f. Plastic sheathing; and**
 - g. Reflective or moderate to high grade tinted glass.**

B. Colors. Exterior building colors shall be compatible with those traditionally seen in the Commercial Business Area Overlay District.

- 1. Primary building colors shall be of low reflective, subtle, earth tones or other natural color shades. Permitted colors include shades brick red, brick cream, tan, brown, and dark to light shades of gray (including shades of blue-gray and green-gray) that conform to the Dayton Central Business Area Overlay District color palette in Figure 7.2.111.08.B.**
- 2. The use of high intensity colors that are reflective, sparkling, or florescent for the façade of the building are prohibited. Metals shall be matte finish, earth-tone, or burnished/non-reflective colors.**

3. Painting brick on a non-residential building listed as Designated Landmark subject to the Historical Property Overlay Zone in Chapter 7.2.112 is prohibited.

Figure 7.2.111.08.B. Dayton Central Business Area Overlay District color palette



7.2.111.059 Landscaping

All new development within the Central Business Area fronting a public or private street shall provide street trees and landscaping in accordance ~~to~~ **with** the following:

- A. Type of Trees. Street trees shall be limited to an approved City of Dayton list. The list of acceptable tree species and planting methods shall be established by the Department of Public Works.
- B. Minimum Size to be Installed. Street trees shall have a minimum caliper of 2 inches when measured 4 feet in height at the time of installation.
- C. Spacing. The spacing of street trees by tree size shall be as follows:
 - 1. Small sized trees (under 25' tall and less than 16' wide) shall be spaced no greater than 20 feet apart.
 - 2. Medium sized trees (25' - 40' tall and more than 16' wide) shall be spaced no greater than 30 feet apart.
 - 3. Large trees (over 40' tall and more than 35' wide) shall be spaced no greater than 40 feet apart.
- D. Placement. The placement of trees is subject to the site design review process. Tree placement shall not interfere with utility poles, light standards, power lines, utility services, visual clearance areas or sidewalk access.
- E. Exemption to Street Tree Requirements. Exemptions to these requirements **is are** subject to the site design review process and may be granted if:
 - 1. The location of the proposed tree would cause potential problems with existing utility lines; or,
 - 2. The tree would cause visual clearance problems; or,
 - 3. There is not adequate space in which to plant the trees; or,
 - 4. Street trees are already in place on the site.

- F. Landscaping, General. Those areas not constructed upon or devoted to parking and access shall be landscaped in accordance to **with** provisions in Section 7.2.306.

7.2.111.07 Signs Moved To Section 7.4.1 ORD 652

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{Removed ORD 652 Effective 10/07/21}

HISTORY

Amended by Ord. 652 on 10/7/2020

7.2.111.0810 Modification of Site Design Standards

The Planning Commission, as part of the site design review process, may allow modification to the site design requirements in the Central Business Area **Overlay** when both of the following criteria are satisfied:

- A. The modification is necessary to provide design flexibility where:
 - 1. Conditions unique to the site require such modification; or,
 - 2. Parcel shape or configuration precludes compliance with provisions; or,
 - 3. A modification is necessary to preserve trees, other natural features or visual amenities determined by the Planning Commission to be significant to the aesthetic character of the area.
- B. Modification of the standards in this Section shall only be approved if the Planning Commission finds that the specific design proposed is substantially in compliance with the intent and purpose of the Central Business Area **Overlay** design provisions.

7.2.202.01 Building Height Limitations

~~Projections such as chimneys, spires, domes, elevator shaft housing, towers, aerials flagpoles, and other similar features not used for human occupancy are not subject to the building height limitations of the underlying zone unless otherwise specified in supplemental standards for special uses.~~ **above the maximum building height. The following structures may project above the maximum building height:**

- A. Architectural features such as chimneys, spires, domes, towers, antenna, flagpoles, and other similar features not used for human occupancy.**
- B. Rooftop mechanical equipment such as heating, ventilation, and air conditioning (HVAC) equipment, solar energy systems, mini wireless communication facilities, and elevator shaft housing.**