

## 5 BUILDING & DEVELOPMENT DESIGN STANDARDS

### 5.1 PURPOSE AND INTENT

Because the Unified Development Ordinance (UDO) allows greater land use flexibility, accommodating a wide variety of uses in close proximity to one another, it is imperative to ensure that the design and arrangement of these uses reflects high quality urban and site design principles. The purpose of establishing these building and development design standards is to regulate the physical characteristics of proposed development, create a high quality pedestrian realm, ensure compatibility with the context of surrounding areas, and preserve the unique visual character and streetscapes of Wilson.

Furthermore, it is the intent of these requirements to strike a balance between creativity and innovation on one hand and respect for historically-sensitive forms of development on the other. The physical characteristics of new development should reflect the context of surrounding properties, carry forward models of good design, and build upon the rich, architectural vocabulary of the city. Within these constraints, there are abundant opportunities to utilize new interpretations of physical design that are harmonious with existing development forms and promote Wilson's unique identity. Such excellence in design contributes to the overall aesthetic of the community; influences positive visual perceptions that encourage a vibrant economy; and promotes the health, safety and general welfare of Wilson's residents.

### 5.2 APPLICABILITY AND ADMINISTRATION

#### 5.2.1 APPLICABILITY

- A. **Design Standards:** The requirements of Section 5.3 Design Standards shall apply to all civic/institutional, commercial and multifamily residential development in all non-industrial districts (all districts except LI and HI).
- B. **Exceptions**
  1. **Expansions of Existing Buildings:** Expansions of existing buildings shall comply with the standards of this chapter according to the following:
    - a. **Expansions of Less Than 50% of Floor Area:** Standards apply to expansion area only and those areas necessary to visually tie the new to the old.
    - b. **Expansions of 50% or Greater in Floor Area:** All standards apply to facades visible from the public right-of-way.
    - c. **Exception for some additions:** Expansions that do not face a public street or that are greater than 200 feet from an existing street are not required to comply with this chapter except that new mechanical equipment shall be screened in accordance with 5.3.4.
    - d. **Accessory Building Exception:** Accessory buildings located behind the principal building or when located at least 200 feet from a public street are exempt from these standards. Accessory buildings 400 square feet or less are also exempt.
  2. **Historic District Exception:** Development located in a Historic Overlay District shall be exempt from the requirements of this chapter and shall comply with the Historic District Standards according to the provisions outlined in Section 15.11.2 and 15.11.3. Development in a National Register Historic District may also use the Historic District Standards rather than this chapter.

3. **Landscape Option:** A development is exempt from this chapter if they choose to implement the landscape option, except that new mechanical equipment shall be screened in accordance with 5.3.4 and the materials standard in 5.3.3.B.2-5. The landscape option consists of installing the building perimeter yard as outlined in 8.5.3.
4. Properties screened from view from public streets and developed residential districts with a minimum 40-foot Type C buffer are completely exempt from this chapter (see 8.7.2.C).

## 5.2.2 OPTIONS FOR COMPLIANCE

The design standards in Section 5.3 are comprised of a series of design principles, administrative standards and discretionary standards in different key categories. The design principles are provided to communicate the general intent of the regulations in each category. The administrative standards provide clear requirements for satisfying the intent of each design principle to be interpreted by the Administrator in the review of development applications. The discretionary standards provide general design objectives to be applied and interpreted by the Planning and Design Review Board in the review of development applications. Both processes are intended to be similar in length of review time and cost. The applicant may choose which method of review to use on an application according to the provisions below.

- A. **Applicant Choice:** Applicants may choose to achieve compliance with the requirements of this chapter in either of the following ways:
  1. **Administrative Review:** The Administrator will review the application for conformance with the Administrative Standards specified in Section 5.3. Such review shall be conducted in accordance with the procedures for Minor Site Plan/Architectural Design Review outlined in Section 15.8.1. For flexibility in administration, the Administrator shall have the authority to approve applications which are within 10% of any numeric minimum or maximum established in this chapter.
  2. **Discretionary Review:** The Planning and Design Review Board will review the application for conformance with the Discretionary Standards specified in Section 5.3. Such review shall be conducted in accordance with the procedures for Major Site Plan/Architectural Design Review outlined in Section 15.8.2. Appeals of Administrative Reviews shall also be heard by the Planning and Design Review Board. Those projects that receive approval from the City Council or the Historic Preservation Commission, are exempt from also going before the Planning and Design Review Board.
- B. **Discretionary Review Required:** The following development types shall require discretionary review as outlined in Section 5.2.2.A.2 above:
  1. New multi-tenant shopping centers greater than 5 acres;
  2. New Multi-Family developments of 25 or more units; and
  3. New principal buildings in the CCMX and IMX districts.

## 5.2.3 DISCRETIONARY REVIEW – COMMUNITY AND NEIGHBORHOOD COMPATIBILITY

The discretionary review process is established to evaluate applications for development types that warrant special additional consideration (as identified in 5.2.2.B) and to allow applicants an option to explore potential design solutions that exist outside the typical application received by the city. This method of review is

intended to involve similar review time and submittal requirements as the administrative review process. Development in Wilson, whether on infill or greenfield sites, which is evaluated through the discretionary board review process will be subject to a general standard of “neighborhood and community compatibility.” The Planning and Design Review Board’s interpretation of this general standard will be guided by the discretionary standards found throughout Section 5.3. An application shall be deemed compatible when it offers a design that adheres to all of these discretionary review standards.

## 5.3 DESIGN STANDARDS

### 5.3.1 FORM AND MASSING

- A. Design Principle:** Buildings should respond to the prevalent architectural features of surrounding development, especially in areas where the patterns established by recurring architectural features are valued. Strict mimicry of entire buildings, however, should be avoided in order to promote variety in architectural style.
- B. Administrative Standards:** Primary façades are those which face a public or private street. Primary façades must adhere to one of the following standards.
1. Primary façades must be divided into architecturally distinct sections or bays with each section taller than it is wide and no wider than 30 linear feet. The following techniques may be used to delineate the different bays:
    - a. A variation in the vertical plane of the façade of at least 4 inches;
    - b. A variation in roofline;
    - c. The use of columns, ribs, pilasters piers, or an equivalent element that otherwise visually subdivides the wall through at least 50% of its height.
    - d. The use of parapets, arches, wing walls, stairwells, or porches that extend from the vertical plane of the façade at least 6 feet;
    - e. The incorporation of a clearly defined, highly visible, public entrance that features one or more of the following: canopies, awnings, porticos, colonnades, arcades or similar weather protection; and/or
    - f. The use of foundation plantings or planters that include plants with an expected mature height of at least 33% of the vertical wall height.
  2. Primary façades which do not adhere to the standards in Section 5.3.1.B.1 must be screened from view by a Building Perimeter Yard in 5.2.1.B.3 and whose standards are provided in 8.5.3.
- C. Discretionary Standards**
1. Development should be complimentary to the existing form, massing and scale of other buildings in the surrounding area.
  2. Building walls should create interest and hierarchy in the façade to enrich the pedestrian experience and provide a feeling of safety.
  3. In order to, minimize the impact of long, monotonous blank walls, variation should be provided in form, horizontal and vertical alignment, and scale so that walls are subdivided into visually distinctive bays or sections; or adequately screened from view from streets, private drives, parking areas, parks or civic spaces.

### 5.3.2 ORIENTATION AND PLACEMENT

**A. Design Principle:** Site design should reflect Wilson's traditional development pattern to ensure a consistent, high-quality public realm that is compatible with existing development.

**B. Administrative Standards:**

1. Building and outdoor unit entrances for all multifamily residential developments (townhouses and apartment buildings) shall include a porch, stoop, courtyard or similar element that provides a transition from the public street to the private space within the building or unit. Such entryway features must be at least 4 feet in depth.
2. Development on corner lots shall reflect the historic placement of primary building entrances toward the street with the highest volume of traffic.
3. In the UR, RMX, NMX, IMX and CCMX Districts primary building entrances must be oriented toward the street. Secondary building entrances may be oriented toward internal parking areas but must be detailed in a similar manner as the primary entry.

**4. Off-Street Parking Access**

**a. Lots less than 50 feet in width:**

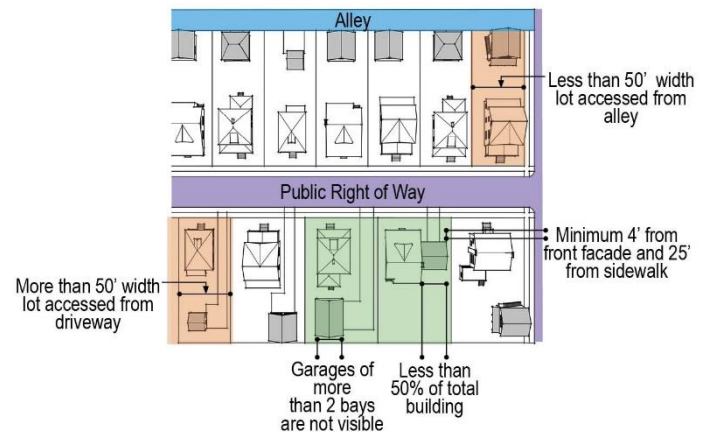
Garages with front loading bays shall be setback at least 25 feet. Garages or off-street parking areas may be accessed from an alley.

**b. Lots between 50**

**and less than 70 feet in width:** Front loading garage doors, when attached to a principal building, shall be setback a minimum of 25 feet.

**c. Multifamily Residential Development (Townhouses and Apartment Buildings):** Detached garages shall be accessed from an alley or via a driveway leading to the area behind the front facade. If an attached garage faces a public street, such garage shall be even with or recessed from the front facade.

**d. Lots Fronting Collector, or Higher Order, Streets:** In order to avoid cars backing out into the flow of traffic, garages or off-street parking areas shall be accessed only from an alley or via a driveway leading to a parking area of sufficient width and design to turn a car around.



### C. Discretionary Standards

1. The rhythm and pattern of development along a street should continue patterns of building frontage, placement, size, landscape elements, and open space and avoid configurations that disrupt fine-grained neighborhood or corridor patterns.
2. To ensure a consistent, high-quality streetscape environment, garages and off-street vehicular parking areas should be accessed in a manner that does not require a high percentage of frontage devoted to paved vehicle areas.
3. Buildings should provide an effective transition from the private lot to the public realm of the street through the use of building entries that include semi-public features such as landscaped courtyards, generous porches or stoops.
4. Civic/institutional buildings should be located in sites of visual prominence including, but not limited to, at the termination of a prominent street or vista, adjacent to a public park or civic space, and/or at a high point in the surrounding topography.
5. Important street vistas (such as along city gateways and primary pedestrian streets) should terminate in a focal point, such as a building or other architectural or landscape feature.

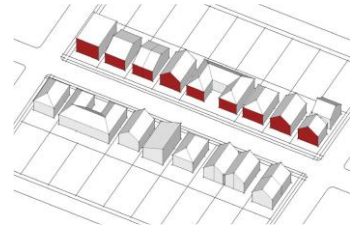


Image Source: The Infill Design Toolkit: Medium-Density Residential Development. City of Portland Bureau of Planning, December, 2008

### 5.3.3 ARRANGEMENT AND EXPRESSION OF MATERIALS

- A. **Design Principle:** Building materials should be chosen which reflect the predominant materials used in Wilson, emphasize the character of building walls which face the public realm, and balance vertical and horizontal elements of building façades.
- B. **Administrative Standards**
  1. Primary façades are those which face a public or private street. All buildings shall have a primary façade that consists of a clearly discernible base, body, and cap as follows:
    - a. The lowest portion (base) of the building façade shall be built with masonry material to a height of at least 2 feet. The top of the base shall be constructed with a soldier course (a complete course of masonry laid on end vertically with the narrow side exposed) or an equivalent cap, which projects further from the façade than the rest of the base.
    - b. The body of the building shall constitute a minimum of 50% of the total building height. A living wall or planted vegetative wall may be used to define the body of the building.
    - c. The highest portion (cap) of the building façade shall have a smaller vertical dimension than the base and shall consist of a cornice, parapet, awning, canopy, eave or other architectural treatment that demarcates the top of the structure.
    - d. Visually heavier materials shall be placed below lighter materials (e.g., stucco or siding over brick or stone) to give the sense of support and grounding.

2. **Primary Materials:** At least 40% of the primary façades shall consist of one or more of the following approved materials:
  - a. Brick or glazed brick;
  - b. Wood;
  - c. Cementitious fiber board;
  - d. Stone, cast stone, stone masonry units, marble or similar material;
3. **Secondary Materials:** The secondary facades and the remaining area of the primary façades may also consist of the following materials:
  - a. Concrete masonry units (CMU);
  - b. Exterior insulation finishing systems (EIFS);
  - c. Split face block;
  - d. Concrete (pre-cast or cast in place);
  - e. Concrete block;
  - f. Metal composite panels; and
  - g. Rigid frame metal.
4. Additional standards for metal buildings:
  - a. All buildings which use metal composite panels or rigid frame metal as a primary façade material shall include a non-metal base on the primary facades of the building and wrapped around corners by at least 10 feet or 15% of the building length. An evergreen hedgerow with a minimum height of 30 inches may be substituted. All buildings which use metal or metal composite panels as a primary material shall include a pitched roof with a 6:12 pitch or a parapet wall on the primary facade which projects above the cap so that the roof deck and any mechanical equipment is screened from view from a public or private street or adjacent residentially zoned or used property.
5. **Continuation of Architectural Treatment:** The standards regarding primary façade treatments in 5.3 shall continue around the corner of the building and apply to at least 15% of the linear length of any adjoining secondary façade.
6. **Transparency:** The first floor primary facades of non-residential buildings located less than 150 feet from a public right-of-way shall meet the minimum transparency requirements stipulated in the table below. Percentages are calculated within the Transparency Zone as depicted here. Windows and glazing used to meet this standard must allow views from habitable areas inside the building to the street or property line, except where obstructed by the display of merchandise for retail uses. Glass block, spandrel



and windows in vehicular garage doors do not count toward meeting this standard.

	Required Minimum First Floor Transparency	
	Primary Façade	Secondary Façade
NC, GC, HC, RMX, UR, IMX*, NMX	40%	n/a
*Alternate standards for commercial uses greater than 10,000 square feet	30%	n/a
CCMX	60%	25%

\*\*when facing a public parking lot

- 7. Residential Architectural Style:** Commercial buildings designed in a residential style may deviate from these requirements to be consistent with the architectural style proposed for the building.

**C. Discretionary Standards**

1. Building façades should include a clearly discernible base, body, and cap set apart with different colors, materials, patterns, profiles and/or textures.
2. Along street frontages, windows, main entrances, architectural treatments and other primary façade elements should be oriented toward the street.

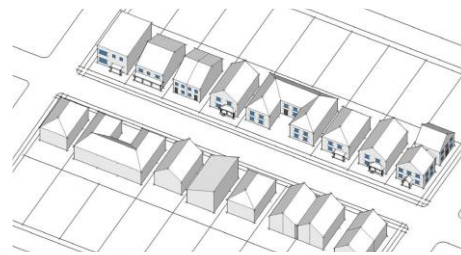
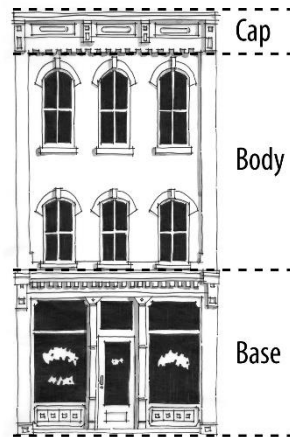


Image Source: The Infill Design Toolkit: Medium-Density Residential Development  
City of Portland Bureau of Planning, December, 2008

*Above: Primary building façade elements should be oriented toward the street.*

*Left: Buildings should have a clearly discernible base, body and cap.*

3. New buildings should utilize Wilson’s predominant palette of materials (including brick, wood and stone), and should specifically reflect the colors, shades and textures of surrounding development. Glass, stucco and synthetic stucco may be used as a primary material where deemed appropriate.
4. High-quality materials should be used for all building walls visible from a public street, parking lot, park or civic space.

**5.3.4 UTILITIES**

- A. Design Principle:** Mechanical equipment and utility connections are essential to building function but tend to have a negative influence on the character of the public realm and shall be screened from view.

**B. Administrative Standards**

1. All mechanical installations shall be positioned on the rear, side or top of the building and screened from view from the public street or adjacent property by

a parapet wall or similar feature or when ground mounted shall be screened with a fence, wall, landscaping, similar feature so that they are not visible from any public street, or adjacent property.

2. Wall-mounted utility service equipment, including electrical house panel boxes, shall not face any public street.

**C. Discretionary Standards:** Mechanical equipment should be located out of view of the public realm, either behind buildings or on the roof, unless such equipment is integrated into architectural or sculptural accents, or if such equipment is associated with generating renewable energy and requires a different location to be most effective.



This page intentionally left blank