

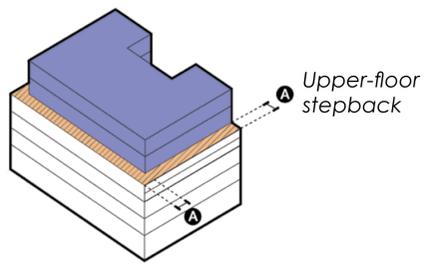
ATTRACTIVE BUILDINGS

Size and shape. The proposed rules for the size and shape of a building so that it does not appear too big. The rules also encourage variation on large facades so that they are more interesting for people walking down the street.

Facade length. Building walls facing the street greater than 200 feet in length should include cutouts that reduce the perceived bulk of the building. A typical Old Town block is 200 feet in length. (Section 70.04.2.1.S1)

Facade modulation. Facades should provide variation every 100 feet in length by providing a significant change on the building front to create visual interest and provide human scale to the building. (Section 70.04.2.1.S2)

Building height and massing reduction. Buildings that are taller or more massive should reduce the overall scale and bulk of the building by decreasing the floor area for the upper stories of the building. This is known as an upper-floor stepback, as illustrated below (Section 70.04.2.1.S3-9)



Top: Facade Modulation. The Rise Central West pulls balconies forward and pushes vertical bays back to create visual interest.

Right: Facade Length. This building is greater than 200 feet in length; therefore, the design includes a break in the middle to reduce the perceived bulk of the building.



Windows reinforce **vertical proportions and patterns**



A facade that uses different brick patterns to enhance **visual interest**



A facade that provides a **high level of clear windows**



An easily accessible **primary building entry** on the street

Facade design. Proposed rules aspire to create well-crafted building facades that promote high-quality design and provide visual interest (Section 70.04.2.2) These proposed rules:

- Ensure consistent **detail and material quality** on all sides of the building (see also Materials),
- Create **visual interest** through texture, shadows, building details, and a defined base, middle, and top of a building,
- Require a sufficient amount of **window and door area**; group windows and doors to reflect and reinforce the building organization and use,
- Feature prominent **building entries**, and
- Minimize the visual impact of **blank walls**.

Materials. A primary building material, such as brick, stone, stucco, glass, wood, or metal panels, should be used for at least 65% of each building facade. Secondary and accent materials can be used for the remaining 35% of the facade. (Section 70.04.2.7)



Metal



Glass



Stone



Brick



Wood

Get involved:
www.BeavertonOregon.gov/DowntownDesign

