

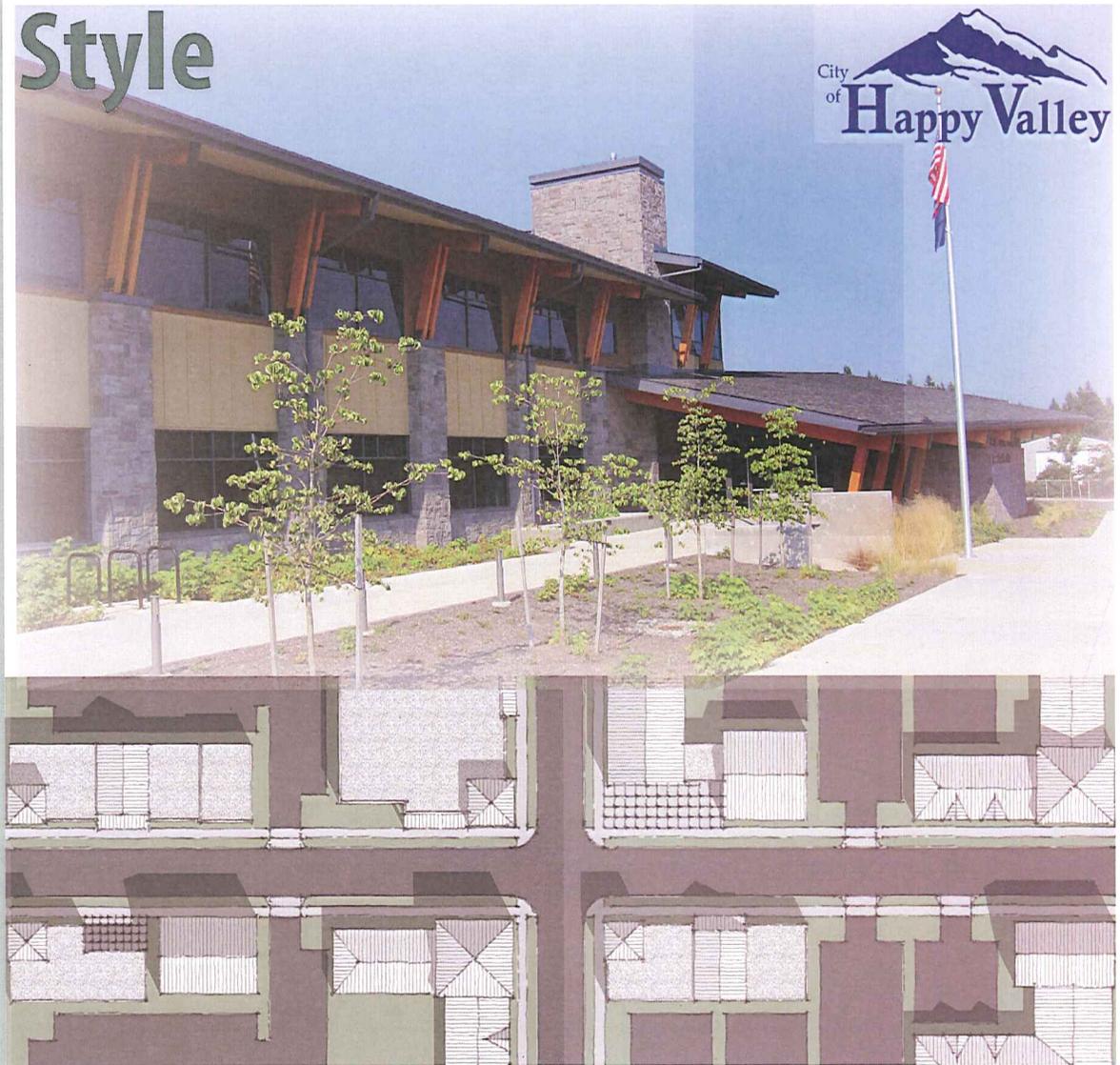
Happy Valley Style

Appendix B

Adopted April 2011

Angelo
planning group

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Acknowledgements

We would like to recognize the hard work, focus and commitment that the Design Review Board and City Staff brought to this document.

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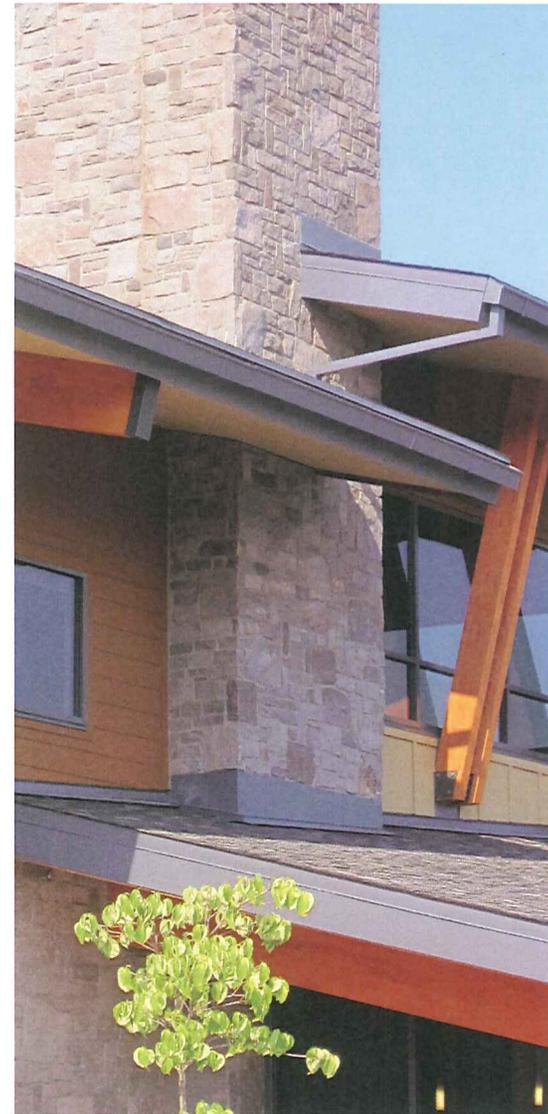
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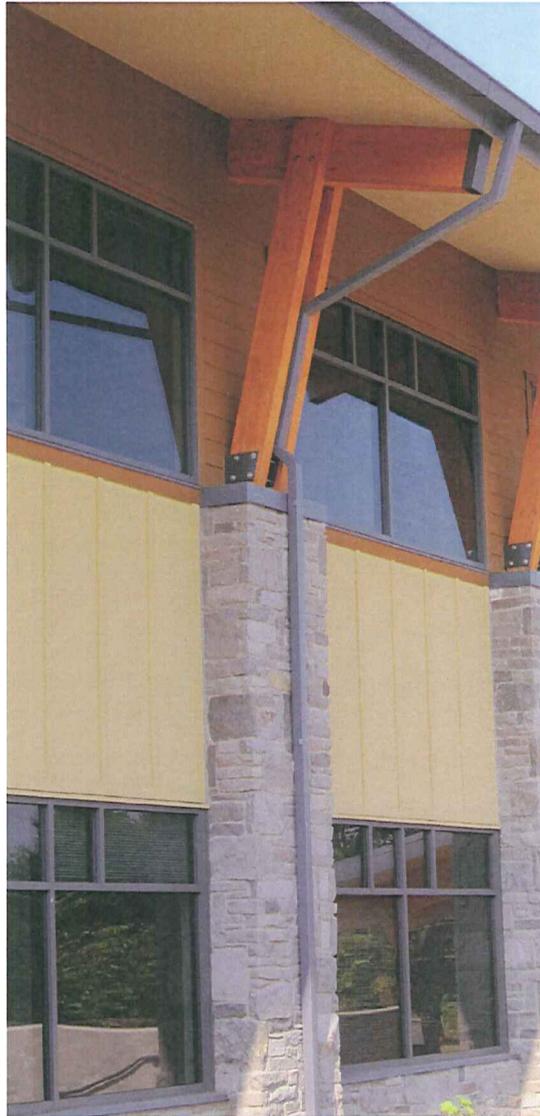


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1. Introduction

1.1 Purpose

The purpose of the Happy Valley Style is to guide future development in areas that are designated for high-intensity development through the promotion of certain architectural and site design elements that will contribute to a cohesive identity. These guidelines suggest that development should use cohesive architectural expression and also ensure that development is of high quality and thoughtfully designed.

The purpose of this document is to outline the Happy Valley Style. The photographs throughout are intended to illustrate how a project might meet individual elements of the Happy Valley Style. Each photographic example does not include all of the elements of the Happy Valley Style nor do they illustrate the only way that element can be met.

1.2 Brief History of Happy Valley

Happy Valley, originally a fertile and wooded hollow surrounded by mountain ridges, was first settled in the 1850s by homesteaders. The first houses in Happy Valley were primitive log cabins, later replaced by frame houses. Some of the homes and barns built by homesteaders in the late 19th and early 20th centuries are still standing. Happy Valley's City Hall was located in a replica of an 1890s home until 2009.

Access to Happy Valley was difficult in the early days. A steep dirt road leading over Mount Scott often was impassable in wet weather. The road was graveled in 1915. A second access road to the north eventually was built, now "Deardorff Road" named for one of the early settlers.

While all of the original homesteads have been subdivided many times, Happy Valley has retained some of its rural character. Happy Valley's architectural history is best represented by the farmhouse and barn. Most buildings in present day Happy Valley are detached single-family homes of various styles. The elementary school is one of the few non-residential buildings in town. The original 1890s school building was replaced in 1917. Later additions followed in the 1930s, 50s and 60s.

Commercial development in Happy Valley's vicinity, namely along Sunnyside Road to the east and west of the Planned Mixed Use (PMU) district, has a wide range of sizes and styles; from converted historic homes with small, locally owned shops to large suburban shopping centers of nondescript architecture with national tenants.



The historic Happy Valley City Hall

2. Character of the Happy Valley Style

Happy Valley has historically been a residential community. However, in order to comply with its regional Town Center designation and the annexation of new land, more commercial and multi-family development is sure to occur in the near term. It is important to residents and officials that new commercial and mixed-use buildings carry the city's residential past forward. Therefore, one of the key elements of the Happy Valley style is residential character.

New development can incorporate residential character in many ways. However, the primary intent of this concept is that new buildings draw inspiration from design features common to certain historic architectural styles. Styles that were felt to be especially appropriate to draw inspiration from include the Craftsman style, Prairie style, and Oregon Rustic style. The descriptions of historic residential styles on the following pages is intended to provide information about the characteristic features that may be incorporated into Happy Valley Style projects, not to suggest a literal interpretation of any one style.

While contemporary in its application, this local bank building reflects the Happy Valley Style's intent to draw from historic architectural styles and evoke a residential character.



Projects designed in the Happy Valley Style should evoke a residential character, drawing on architectural features found in traditional residential architectural styles, such as gabled roofs, dormers, decorative brackets, window patterns, and porches.

The Happy Valley Style should also promote residential character through the use of complex massing and varied rooflines – that is, buildings should appear to be made up of multiple masses and provide a distinction between the base and upper levels.

Appropriate materials for the Happy Valley Style draw on the Pacific Northwest's natural resource heritage. Natural (or natural-looking), rustic materials, such as stone and wood should be used, particularly at the base of buildings. Combinations of stone, wood, and glass are encouraged while concrete and steel may be appropriate complements if a more contemporary expression is desired.

Equally important to incorporating a residential character, the Happy Valley Style is also pedestrian oriented, creating interest at the street level by emphasizing main building entrances with architectural features such as awnings and projections; including opportunities to look in and out of ground level commercial uses; and, creating strong corners. Happy Valley's unique topography should be used to allow for parking to be located below grade and at the rear of a project where economically and technically feasible.

Features that convey a sense of arrival and departure, such as gateways or medians should be developed so that pedestrians and motorists know they are entering an area of significance. Finally, the Happy Valley Style encourages projects to preserve and incorporate natural features into project design.

While it is influenced by historic architectural styles, the Happy Valley Style is not meant to achieve a literal replication of historic buildings, but an

appropriate contemporary interpretation of these design principles.

The Happy Valley Style is also flexible enough to allow for variety, acknowledging different needs and preferences of various uses. Projects do not need to include all features that make up the Happy Valley Style. However, projects should reflect the Style's characteristic elements in varying combinations.



The pitched, gabled roof, asymmetry, multiple scales and varied materials of the Hikade Building (Clackamas County) contribute to its residential character.

2.1 Craftsman Style (1905-1930)

The Craftsman Style was influenced by the English Arts and Crafts movement, oriental wooden architecture and the manual arts. Pattern books and magazines helped them to become an extremely popular and fashionable style for small residences.

Characteristic elements of the Craftsman style include:

- Low pitched gabled roof with wide, unenclosed overhang
- Exposed roof rafters and beams
- Covered porches supported by thick square, often tapered columns, often tapered columns
- Decorative brackets
- Large front windows and dormer windows
- Combination of materials

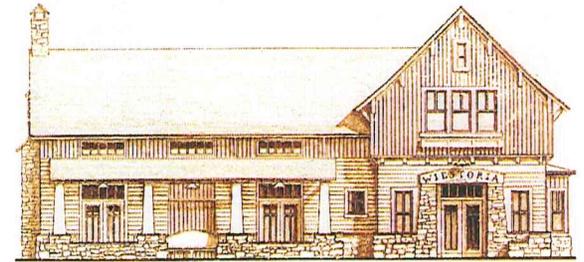


This mixed-use building is a contemporary adaptation of the Craftsman Style.

2.2 Oregon Rustic Style (1915-1940)

Buildings of the Oregon Rustic style were designed to harmonize with their Pacific Northwest surroundings and often used combinations of local natural stone and timber and sometimes emulated the look of Pioneer or folk architecture. Characteristic elements of the Oregon Rustic Style include:

- Asymmetrical building form and massive building appearance
- Varied, expansive pitched roof line with gable or hipped roofs
- Heavy masonry base
- Rough faced stone, logs and timber
- Dormer windows
- Numerous, small windows on the upper levels with many panes.

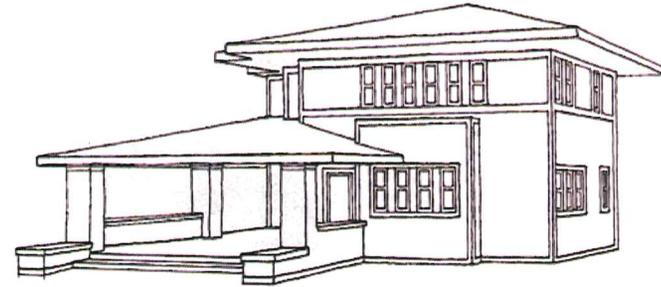


The design of this local grocery store uses many of the characteristics and materials typical for the Oregon Rustic Style.

2.3 Prairie Style (1900 to 1920)

The Prairie Style originated in Chicago and flourished in America's suburbs. One vernacular subtype particularly common to Oregon is the American Foursquare. Decorative emphasis is horizontal in nature. Characteristic features of the Prairie style include:

- Low or medium pitched, hipped or gable roof with wide, soffited overhang
- Roof and façade detailing emphasize horizontal lines
- Often two-story structures with lower wings or porches supported by massive, square columns
- Contrasting wood trim between stories and contrasting colors on eaves and cornice are typical of horizontal detailing.
- Windows are often grouped to achieve a horizontal band, often separated from the wall below by a distinct cornice line



Happy Valley's new City Hall uses Prairie Style-inspired contemporary architecture.

3. Building Siting

3.1 Pedestrian Orientation

A pedestrian friendly, human scale environment encourages interaction between people, and connects retail and other commercial services to one another in order increase safety and provide opportunities for window shopping. To support this, buildings should be located adjacent to the street or other public space. Main entrances should directly face the sidewalk or, where present, a pedestrian amenity such as a small park or plaza. Parking should be relegated to the rear or the side of a building. Situations where a parking lot abuts the sidewalk should be minimized, and on primary pedestrian routes it should be avoided.

The photos on this page show real life examples of successful pedestrian orientation.



This building is located at the sidewalk and has entrances at the front, thus activating the street facade and creating a lively and interesting street experience. The trellis structure along the facade provides visual interest and partial shade in the summer.



While set back from the sidewalk, this building provides a pedestrian amenity for outdoor seating at the street facade.



This Happy Valley development is oriented around a small plaza in front of a number of storefronts.

The photos on this page illustrate examples of pedestrian amenities that may warrant an exception to the maximum setback requirements. These amenities include widened sidewalks, corner plazas, or courtyard plazas that provide the primary building access and may accommodate cafe seating, benches, fountains, and merchandise display.



This storefront building in Blaine, Minnesota is set back to provide additional sidewalk width for outdoor cafe seating.



This grocery store in Portland, Oregon is oriented around a small corner plaza that provides outdoor seating and merchandise display. The plaza also houses a weekly farmers' market.

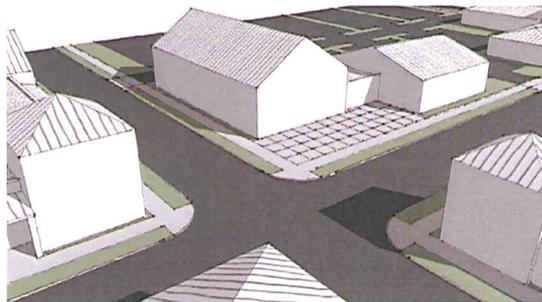


This small plaza in New Town St. Charles, Missouri provides access to a grocery store, the community's mail center, and town hall.

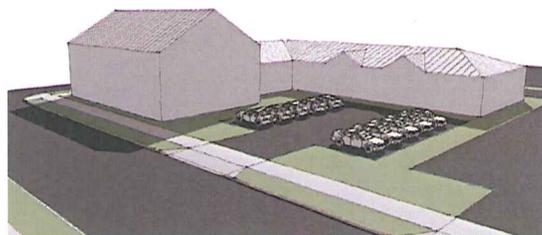
This grocery store in Healdsburg, California embraces a small corner plaza that provides access to the entrance and outdoor seating for the store's deli.



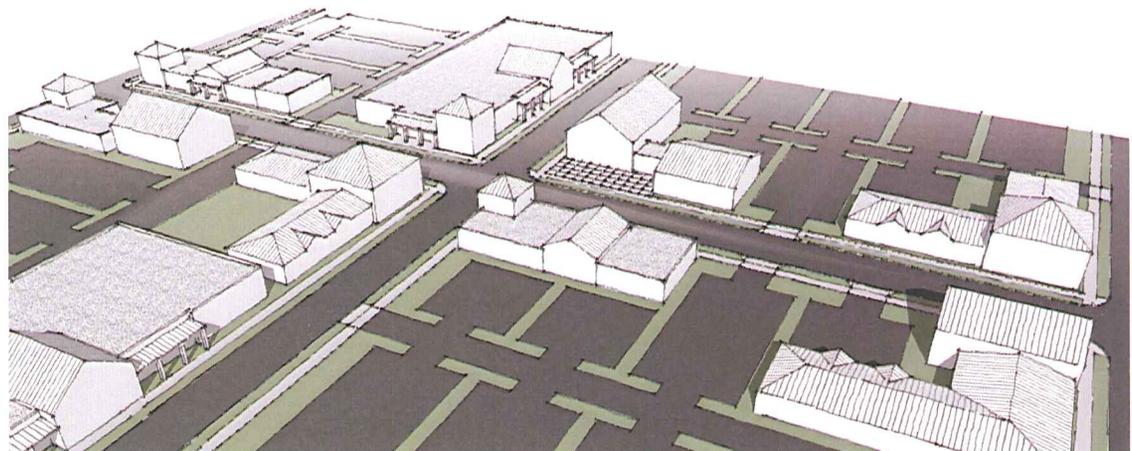
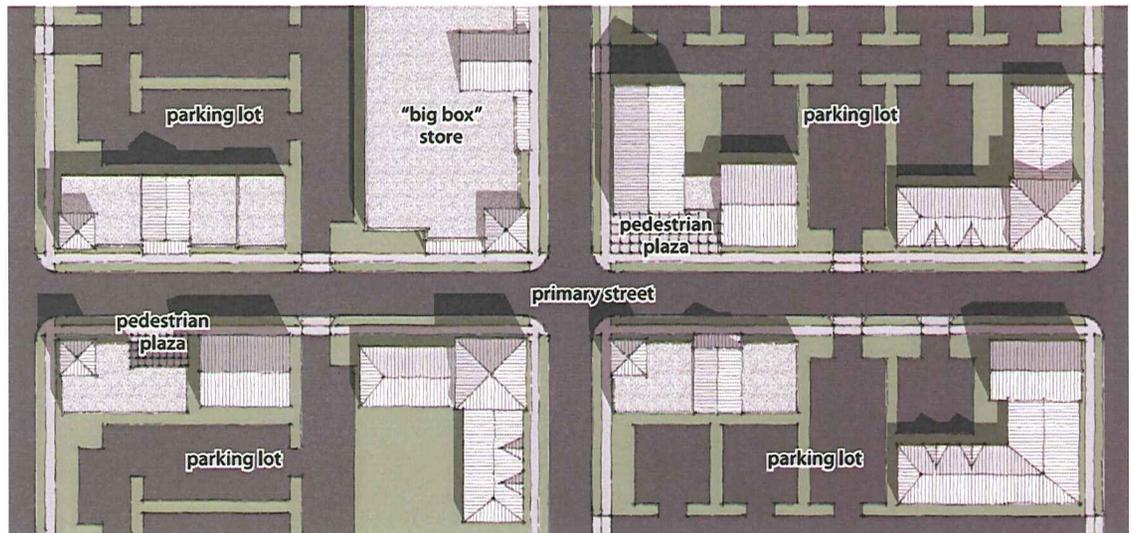
The illustrations on this page show a prototypical commercial development in accordance with the provisions of the Happy Valley Style. The drawings also illustrate a variety of building massing and design techniques that are discussed in subsequent sections of this document.



The building in this sketch is shown with a deep setback that accommodates a small pedestrian plaza. The Happy Valley Style Design Standards provide for flexibility in the maximum setback requirements for projects that include pedestrian amenities such as this.



While off-street parking is typically preferred behind the building, this sketch illustrates how parking in the front may be permitted as long as at least 50 percent of the building's frontage complies with the maximum front setback.



The drawings above illustrate a plan view and birdseye view of a prototypical commercial development in accordance with the Happy Valley Style. Buildings are shown oriented to the sidewalk or a pedestrian amenity, while parking is primarily relegated to areas to the side or rear of the buildings. The result is a street that is lined with buildings, rather than being dominated by parking lots.

3.2 Using Topography

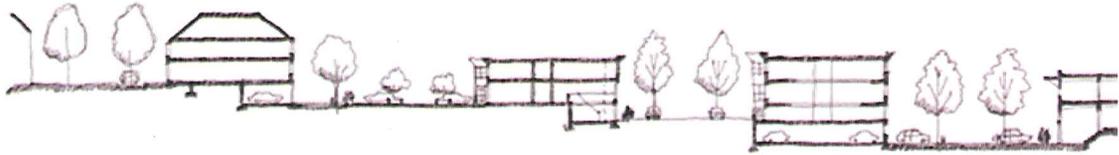
Where feasible, buildings should incorporate Happy Valley's unique topography into the building design, especially to accommodate parking and allow for delivery without negatively impacting pedestrian orientation and the streetscape.



This sketch shows how a building can use a site's existing slope to provide a parking and loading access from the rear while maintaining a pedestrian friendly environment at the street level.



This mixed use development (Lake Oswego, Oregon) incorporates the site's existing slope and uses it to provide below-grade residential parking and create a more compact development.

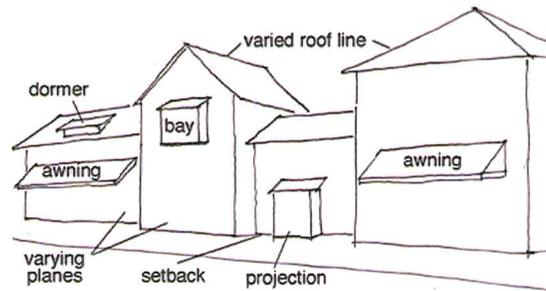


This public park in Bellingham, WA is located on top of a parking structure and takes advantage of the site's natural topography.

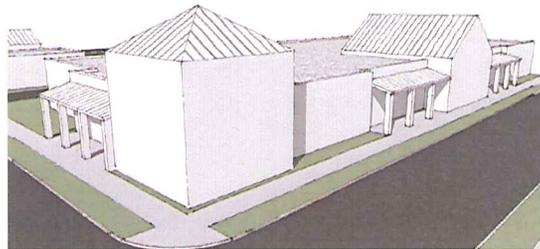
4. Building Massing

4.1 Complex Massing

Multiple elements can be used to achieve complex massing in the Happy Valley Style. Incorporating projecting and recessing elements, asymmetry or varied heights helps to break the massing of a single building down into smaller increments.



This drawing shows elements that can be used to help break down the perceived size of buildings and achieve more complex massing.



This drawing shows a "big box" store that provides a human scaled street appearance due to modulation of the facade plane, variation of the roofline, and the use of projecting elements such as awnings and galleries.



While clearly one structure, this multi-tenant building employs changes in roofline, cornice line and facade plane to create a more complex massing.



This Craftsman Style inspired commercial building in Sandy, Oregon utilizes dormers, awnings, bays and projections to create complex massing.



The facade of this local grocery store employs a variety of elements to achieve complex massing. In doing so, the building maintains a scale that supports the desired character.



This local commercial development consists of multiple tenants. The building's massing creates the appearance of a series of distinct buildings through the use of setbacks and projections, awnings, and a varied roofline.

4.2 Strong Corners

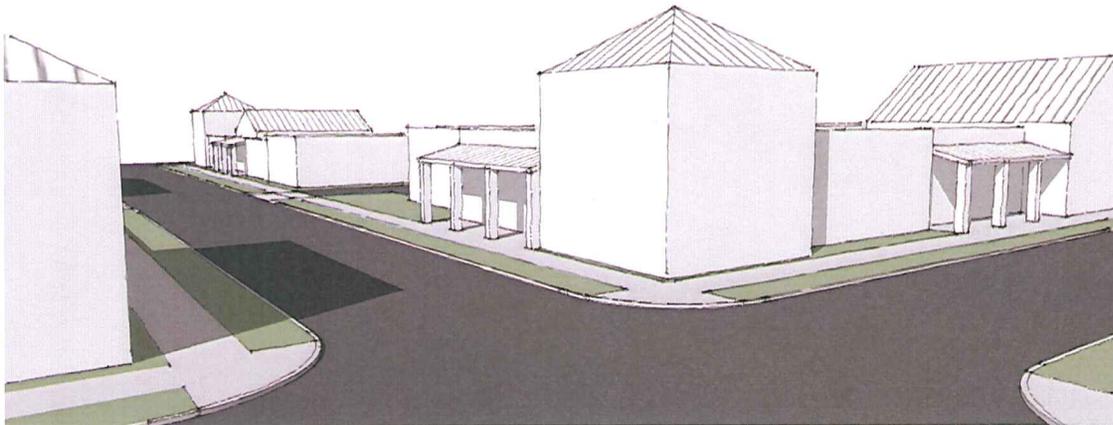
Public and private street corners are a natural location for pedestrian interaction because higher levels of pedestrian and vehicular traffic occur where streets intersect. Siting and designing buildings to create strong, enclosed corners can enhance the pedestrian experience and contribute to a sense of place. Locating architectural elements at street corners also contributes to a more interesting building design and pedestrian experience.



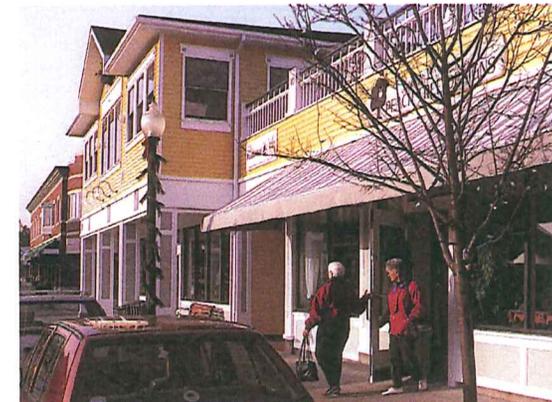
This building has a formalized tower element at the street corner. The tower is a full story taller than the remainder of the building and its facade slightly extends beyond the adjacent building facades to further accentuate the corner.



This Happy Valley building uses a taller pitched roof to emphasize the street facing corner of the development. While the entire structure is single-story, the change in the roofline provides a visual emphasis.



This drawing illustrates a typical commercial development that incorporates many of the design features of the Happy Valley Style. The buildings are designed with "strong corners" consisting of taller building volumes at the street corners. This approach increases the spatial definition of the street space and contributes to a pleasant pedestrian environment.



The corner emphasis in this mixed-use building is achieved through a change in both the roofline and the facade plane. The building projects above the sidewalk at the intersection to create a strong corner. The corner portion is also taller than the rest of the building.

4.3 Varied Rooflines

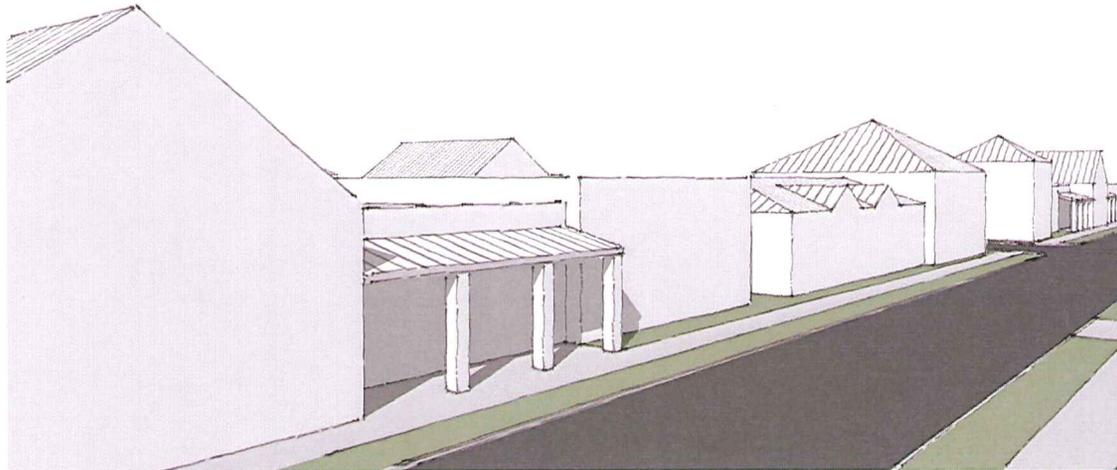
Buildings with varied roof lines create interest and help break down a project's overall scale and massing. Additionally, they contribute to a building's residential character. The preferred roof forms of the Happy Valley Style are gabled and hipped types. If buildings have flat roofs, they should create visual interest at the roofline through the use of varying heights and façade treatments.



The Lakeview Village development (Lake Oswego, Oregon) is an example of a large-scale retail project that incorporates a varied roofline using steeply-pitched front



This local grocery store employs a dramatic change in the roofline to support complex massing and emphasize the building's main entrance.



This sketch illustrates how a varied roofline can contribute to an interesting streetscape. A varied roofline can be achieved through the use of different roof forms and orientations, changes in ridge or eave height, and the use of additive elements such as porticos, awnings, galleries, and dormers.



This Fire Station (Jackson, Wyoming) uses a dormer with a gabled detail and smaller front gables to achieve a varied roofline.



Happy Valley's new City Hall uses Prairie Style-inspired low pitched roofs at various levels to create interest and indicate the building entrance.



This local commercial development appears to consist of three buildings, which is achieved through distinct roof forms. The awnings and galleries add further detail that helps break up the massing.

5. Building Design

5.1 Building Orientation and Main Entrance Emphasis

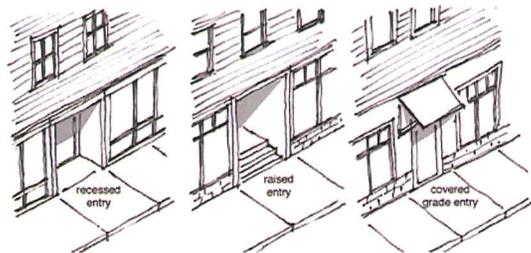
In order to create a pedestrian friendly environment, buildings should be oriented to public and private streets or open space, not to parking lots. In addition to being celebrated through the use of architectural elements, such as awnings and transoms and other windows, a building's entrance should face the street to the maximum extent practicable. Emphasis can also be achieved through recessed or projecting entrances, or raised entryways.



The entrance to this grocery store (downtown Portland) is emphasized through its placement at the corner and through the use of bold signage.



The main entrance into this grocery store in Happy Valley is quite dramatically emphasized through a central architectural element that projects out from the remaining building facade and has a steeply pitched roof.



Building entrances can be celebrated through the use of recessed, raised and covered entryways.

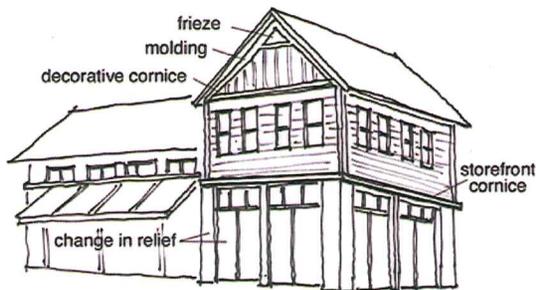
This drugstore in Sandy, Oregon is placed close to the sidewalk with the parking lot located to the side. The main entrance is located at the corner to address both the street as well as the parking lot. Furthermore, the entrance is emphasized through an architectural tower element.



5.2 Façade Design and Ground Floor Appearance

Well-articulated facades, particularly at the ground floor level, help create an interesting and pleasant experience for pedestrians. Common elements of well-articulated facades include changes in relief, a mix of compatible materials, harmonious window patterns, and applied elements such as awnings at regular intervals. Large windows on the ground floor of commercial buildings also provide interest to pedestrians and allow views in and out of a building. Ornamental elements that break up large wall surfaces add interest and order to a facade. Ornamental elements may include decorative cornices, moldings and friezes at the roofline.

Buildings with ground floor retail uses can create an interesting pedestrian environment through extensive use of storefront windows, awnings, and arcades.

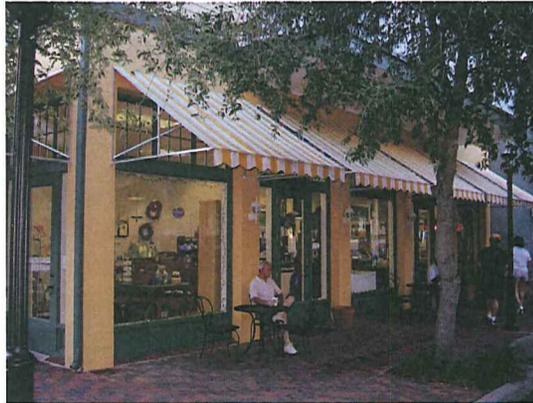


This sketch shows an example of a well articulated building façade featuring elements such as awnings, storefront windows, and varying materials to create interest.



This commercial storefront building in Mashpee, Massachusetts is located at the sidewalk and has entrances at the front, thus activating the street facade and creating a lively an interesting street experience. The awnings and arcade provide shelter from rain and sun a add to the pedestrian experience.

The photos on this and the following page show examples of successful storefronts that provide for an interesting pedestrian experience. While diverse in their architectural expression, style, and usage of materials they share the fundamental design elements that make for an interesting ground floor appearance: large, transparent windows, a harmonious pattern of facade articulation, and building elements that provide shelter from sun and rain.



This traditional storefront building has all the elements of pedestrian-friendly design: large transparent windows, awnings, doors that open directly on the sidewalk, sufficient room for outdoor seating and merchandise display, and street trees that do not block views.



While contemporary in its expression, this mixed-use building in Portland, Oregon provides a vibrant storefront experience at the sidewalk level.



This storefront building in Happy Valley faces a sidewalk in a commercial development. The gallery provides shelter and adds visual interest.



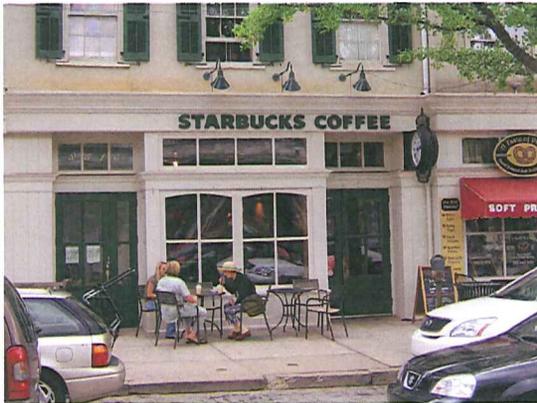
This mixed-use building in Lakeview Village (Lake Oswego, Oregon) uses ground floor windows and divided bays to create an articulated storefront appearance.



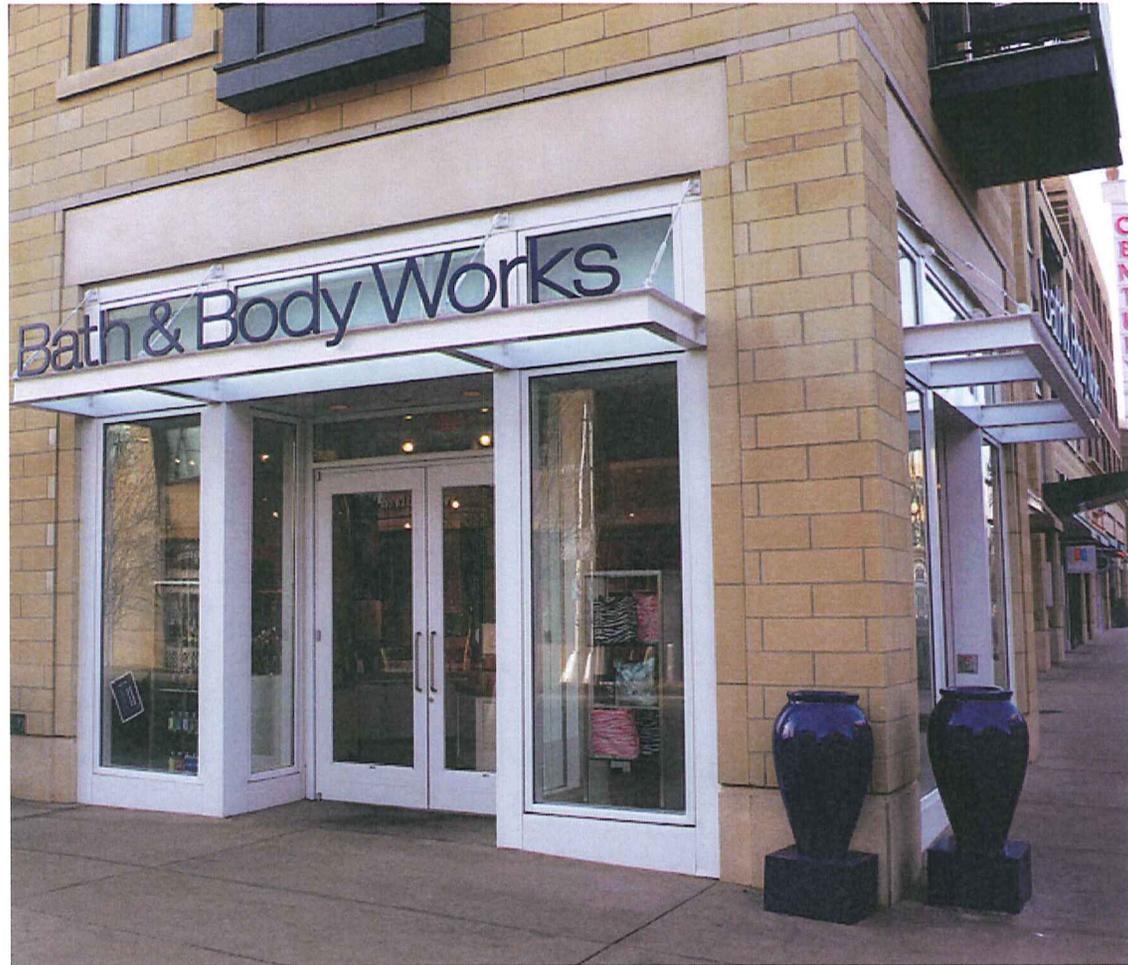
This grocery store in Portland is designed with a very transparent and lively facade providing an interesting pedestrian experience.



This wooden storefront evokes a residential character through scale and detailing.



This traditional wooden storefront in the outskirts of Philadelphia, Pennsylvania complements the small town character of its surroundings.



This storefront building in Denver, Colorado combines contemporary materials and detailing with proportions that evoke traditional storefronts and small town character.

Buildings with ground floor office uses should employ large, transparent windows at the ground floor level in combination with ornamental detailing and recesses in the façade, in order to create a lively pedestrian realm. While typically lacking storefronts, office buildings can contribute to an interesting pedestrian realm through well detailed and well proportioned architecture.

The photos on this page show a variety and scale of office buildings.



This mixed-use building provides office space on the ground floor. The building's location at the sidewalk in conjunction with larger windows achieves an attractive and interesting ground floor appearance.



This office park development in California employs contemporary architecture and materials, however, the scale and facade patterning provides a human scaled and pedestrian friendly environment.



This dental office in Bend, Oregon is designed with a residential character to be compatible with the surrounding neighborhood.



This cluster of office buildings in Bend's Shevlin Riverfront development mirrors the scale and detailing of the surrounding residential neighborhood. The photo shows the shared parking lot in the rear of the buildings.

5.3 Materials

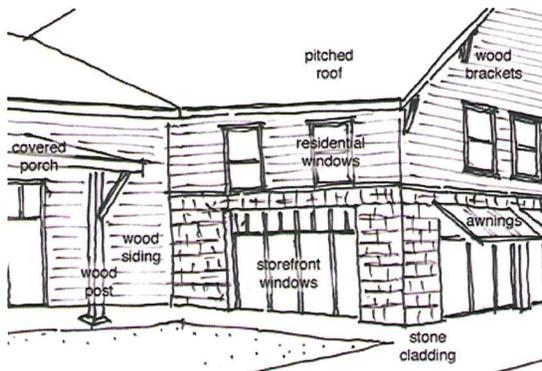
The most appropriate materials for the Happy Valley Style draw on the Pacific Northwest's natural resource heritage. Natural (or natural-looking), rustic materials, such as stone and wood should be used as primary building materials.

Materials can help to break down building massing when heavier materials are located at the building base and lighter materials are placed the upper levels.

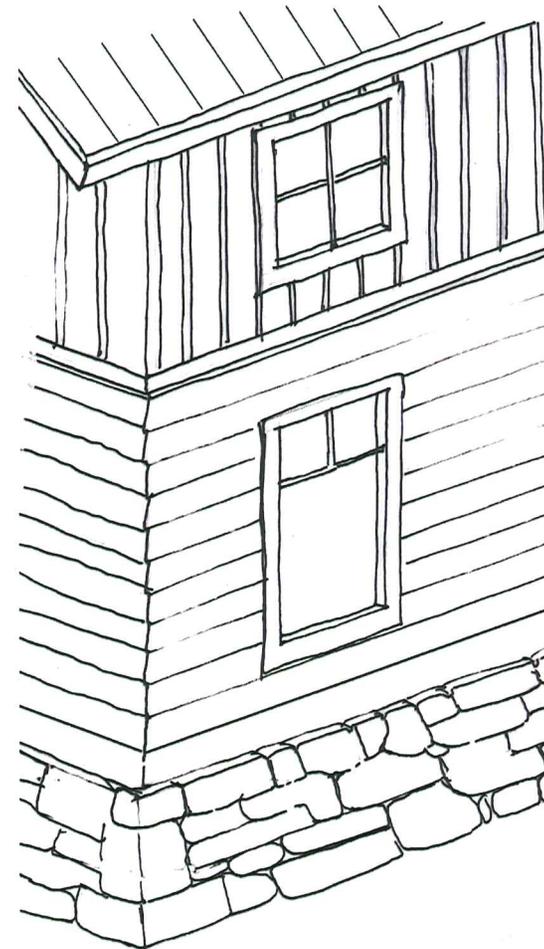
Combinations of stone, wood, and glass are encouraged while concrete and steel may be appropriate complements if a more contemporary expression is desired. The use of red brick and stucco should be minimized, though red brick may be used as a secondary material where appropriate. The monolithic and dominating use of these materials should be avoided.



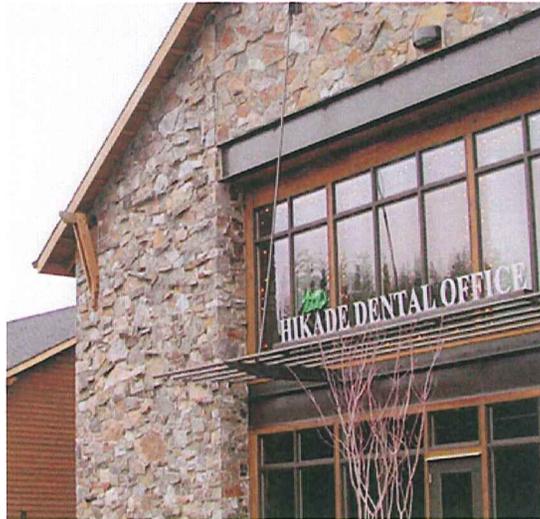
Happy Valley's new City Hall uses a combination of stone cladding, wood siding and structural elements, and generous amounts of glass to create an interesting facade pattern.



This sketch illustrates a building that features a mix of materials that evoke the Happy Valley Style. These include a rusticated masonry base, an upper level clad in wood siding and large, glass windows.



Multiple materials may be incorporated into a single building, with the heavier materials at the base and lighter materials above.



The Hikade building incorporates a variety of materials that exemplify the Happy Valley Style, including stone (primary material), wood, glass and steel. The building's side wing is clad in wooden lap siding, evocative of a barn structure.



In addition to the dramatic changes in roofline, this grocery store also uses a wide range of rustic materials in combination with steel and concrete.



Lakeview Village (Lake Oswego, Oregon) uses rusticated stone as the primary building material for this portion of the office retail development.



This local bank building employs traditional lap siding as primary material, which in conjunction with the gabled roof evokes a residential character. The large windows and the use of steel for window and door frames and awnings provide a contemporary contrast.



A brick clad wing of a building in Happy Valley utilizing yellow brick as primary material.



The base of this building is clad in multi-colored brick, which provides a nice contrast to the wood cladding above.



The corner building of this multi-tenant development is clad in brick and provides a contrast to the stuccoed facades.

6. Street Furnishing Recommendations

Though the Happy Valley Style does not dictate specific designs for street furnishing and lighting (beyond existing provisions in the LDO), the following images provide general examples of the types of elements and features that might be appropriate for Happy Valley.



Tree grates, benches and street lights are basic elements in creating a pedestrian friendly streetscape. The selection of light fixtures to provide adequate lighting without glare is crucial, as is the selection of tree species to maintain visibility of storefronts and minimize maintenance.



Textured and colored sidewalks and crosswalks can provide visual cues to drivers and help improve pedestrian safety. They can also contribute to an aesthetically cohesive development.



Bicycle racks are an important feature to provide for orderly bike parking and to support non-motorized traffic.



Public art in streets, parks or plazas adds visual interest and meaning to the public realm and can help create identity.



Fountains can contribute to the quality of a public space by adding visual interest, pleasant sound, and a temperature moderating aspect in the summer heat.

7. Additional Recommendations

7.1 Provide a Sense of Arrival and Departure

To reinforce visual identity and a sense of place a clear sense of arrival at a place or departure from a place is important. This sense of arrival and departure can be created by visual cues that communicate to a motorist, bicyclist or pedestrian that they have arrived at or are about to leave a distinct place. These visual cues can be quite literal and include gateways, entry markers, or signage. Visual cues can also consist of changes in building height and siting that increase the level of spatial enclosure, special architectural features, or the presence of a park or plaza area.



A gateway or entry markers indicate to drivers that they are entering a distinct place.



A sense of arrival can be achieved through a sudden change in building height and siting.



A combination of street trees and curb extensions can provide visual cues that drivers are entering a distinct place.

The presence of a park or square can establish a distinct visual identity and provide passersby with a strong sense of arrival.



7.2 Encourage Mixed Use Buildings

Mixed-use buildings are one component of an active, pedestrian-oriented environment as they support activities throughout the day. Including residential uses in a commercial development has benefits for retailers as well as residents, who live within an easy walk from many goods and services. Mixed-use buildings may also provide the opportunity for shared parking and thus reduce the overall number of required parking spaces.

Mixed use buildings in the Happy Valley Style can combine office and retail uses, residential and retail uses or residential and office uses.



This mixed-use project in Eugene, Oregon has retail uses on the ground floor and residential above. The development incorporates characteristics of the Happy Valley Style such as varied rooflines, complex massing, strong corners and façade articulation.



This large mixed-use development uses complex massing, varied rooflines, and proportions, detailing and materials to break down the scale of the building and evoke a residential character.

7.3 Preserve and Integrate Natural Features

Projects should incorporate and highlight existing natural features to the extent feasible to provide pedestrian amenities, create visual interest, and contribute to environmental protection.



This boardwalk provides pedestrian access across a wetlands area in Woodinville, Washington.



This street in Fairview Village, Oregon was designed to preserve a stand of existing trees in a wide planter strip that functions as a small neighborhood park.



This development in Bend, Oregon preserved a growth of mature trees and integrated them into a small park. The sidewalk meanders through the trees and provides a pleasant pedestrian environment.



The City of Caldwell, Idaho daylighted and restored the previously buried Indian Creek through the city center to provide a public amenity and encourage development to embrace the creek.



As part of the Headwaters development in Portland, Oregon the buried Tryon Creek was daylighted and restored to a naturalistic condition.