

17.22.180 Downtown design review overlay.

A. ~~Applicability. The purpose of this overlay is to promote development activities that are consistent with the historic character of downtown Kelso. This includes design guidelines for new construction and substantial alterations of existing structures as well as restriction on certain ground floor uses on Pacific Avenue between Oak and Maple Streets.~~

~~1. No permit or approval for the construction of any new building or the substantial alteration of the exterior appearance of any structure in the downtown design guidelines overlay shall be issued unless a certificate of design review has been issued by the city. The substantial alteration of the exterior appearance of an existing structure includes the alteration, addition to or modification of the primary and/or secondary facade of the subject structure, which fundamentally alters the facade.~~

~~2. Minor alterations, emergency repairs, ordinary maintenance and repairs, interior remodeling or decorations are exempt from the requirements of this overlay.~~

~~3. The city of Kelso Design Review Handbook is a resource document that may be a helpful reference source when reviewing these standards. In the event of a conflict between these provisions and the design manual, these provisions shall prevail unless otherwise determined by the city.~~

~~4. The city may approve alternative methods that meet or exceed these standards that are consistent with the provisions of the Design Review Handbook.~~

~~5. Project sponsors are encouraged to schedule a preapplication meeting with department of community development staff to discuss the applicability of these standards.~~

~~6. The decision of the city shall be binding on the applicant and compliance with such decision is mandatory.~~

B. ~~Projects within the downtown design overlay shall be subject to the following design guidelines:~~

~~1. Civic Spaces.~~

~~a. Sidewalks shall be designed to function as public open spaces bordered by buildings, in addition to facilitating pedestrian movement. Buildings shall be designed to enhance the pedestrian experience through the use of such features as building articulation (i.e., variations in building materials, surface texture, windows, doors, porches and other facade features), landscaping, lighting and signage without encumbering the efficient movement and parking of vehicles. Where feasible, a project application should consider relocation of overhead utilities underground.~~

~~i. Buildings shall enhance the pedestrian streetscape by being designed with interesting facades and providing overhead weather protection.~~

~~b. Development at street intersections shall enhance intersections in ways that extend beyond functional needs through the location of building entries and the incorporation of building details, street lighting, landscaping and signage which respect and conform to the character of existing structures at the intersection.~~

~~2. Buildings.~~

~~a. New construction shall preserve and continue the traditional block development pattern of the city by creating buildings that follow in scale and proportion the traditional modularity of existing block faces with buildings constructed to street property lines and main pedestrian access to the building is from the street. New development and redevelopment shall be designed with the same scale and proportions as would be found within the traditional block pattern with buildings constructed to the property line and with pedestrian access from the street.~~

~~b. New structures built between or among existing structures shall reflect the principles of design of the surrounding buildings in proportion, composition and detail. New buildings shall be designed to reflect turn-of-the-century (1900) western commercial structures typical to Kelso. To accomplish these goals, building designs shall adhere to the following:~~

~~i. Proportions of the facade shall be similar to those of historic turn-of-the-century buildings;~~

~~ii. Existing cornice lines shall be continued;~~

~~iii. Storefronts shall be aligned; and~~

~~iv. Windows, storefronts and other openings shall be in the same proportions as those of adjacent buildings both on upper and ground floor levels.~~

~~c. In circumstances where there are no appropriate structures to establish a context, buildings shall incorporate the design elements found in turn of the century (1900) western commercial buildings typically constructed in Kelso. This may include the following features:~~

~~i. Tripartite design, i.e., the building has a distinct base, middle, and top, as depicted in the Design Review Handbook;~~

~~ii. Buildings capped with a strong cornice line; and~~

~~iii. Building detailing that is a central element to the overall design.~~

~~d. Designs that incorporate artificial or synthetic decorative detail to replicate historic precedent are discouraged, while designs that utilize traditional materials and craftsmanship to create the same quality and detail as historic buildings are encouraged.~~

~~3. Architectural Elements and Materials.~~

~~a. Building design elements, details and massing shall create a well-proportioned and unified building form and exhibit an overall architectural concept. Buildings shall exhibit form and features identifying the functions within the building. In general, the roofline or top of the structure shall be clearly distinguished from its facade walls.~~

~~i. Architectural features may include:~~

~~(A) Building articulation or modulation;~~

~~(B) Bay windows;~~

~~(C) Rooflines, particularly a strong cornice line to cap the building;~~

~~(D) Building entrances; or~~

~~(E) Building base.~~

~~ii. Architectural details may include the following:~~

~~(A) Treatment of masonry;~~

~~(B) Treatment of siding;~~

~~(C) Articulation of columns;~~

~~(D) Architectural lighting;~~

~~(E) Detailed grilles and railings; or~~

~~(F) Special trim details and moldings.~~

~~b. The design of new buildings shall incorporate architectural features, elements and details to achieve a good human scale.~~

~~i. The following are examples of building elements that may be used to achieve a better human scale:~~

~~(A) Pedestrian weather protection in the form of canopies, awnings, arcades, marquees or other elements which are wide enough to protect at least one person;~~

~~(B) Covered entrances;~~

~~(C) Upper story setbacks;~~

~~(D) Pedestrian lighting;~~

~~(E) Multi-pane windows, glazed with transparent, not reflective glass;~~

~~(F) Bay windows extending out from the building face that reflect an internal space such as a room or an alcove; or~~

~~(G) Individual windows in upper stories that are approximately the size and proportion of a traditional window and are separated from adjacent windows by a vertical element.~~

~~e. Building exteriors shall be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.~~

~~i. Materials typical to the city of Kelso and turn of the century western commercial buildings include:~~

~~(A) Brick;~~

~~(B) Stone or other masonry material;~~

~~(C) Wood siding; and~~

~~(D) Stucco.~~

~~d. Buildings shall avoid large blank walls facing the street, especially near sidewalks. Where blank walls are unavoidable, they shall receive design treatment to increase pedestrian comfort and interest.~~

~~i. The following are some examples of techniques for treating blank walls:~~

~~(A) Install a vertical trellis in front of a wall with climbing vines or plant materials;~~

~~(B) Set the wall back and provide a landscaped or raised planter bed in front of the wall, which includes materials that could grow to obscure or screen the wall's surface;~~

~~(C) Provide art, e.g., a mosaic, mural, decorative masonry pattern, sculpture, or relief, over a substantial portion of the blank wall surface;~~

~~(D) Employ different textures, colors, materials, more modulations, or columns to break up the surface of the wall;~~

~~(E) Provide special lighting, a canopy, awning, horizontal trellis or other pedestrian-oriented feature that breaks up the size of the blank wall's surface and adds visual interest.~~

~~4. Parking and Access.~~

~~a. Entries shall be clearly identifiable and visible from the street.~~

~~i. The following are some examples of techniques used to enhance the visibility of entrances:~~

~~(A) Differentiate the canopy or marquee over a building entrance from the canopy or other overhead weather protection along the street;~~

~~(B) Frame the entrance with unique but complementary architectural details;~~

~~(C) Provide clear entries off the street, not just from parking lots; and/or~~

~~(D) Clear paths using building and landscape elements to enhance building entries that are not on the street. A corner entrance element such as a trellis or pergola can serve as a gateway into the complex even though the actual building is not on the corner.~~

~~b. Siting shall minimize the impact of automobile parking and driveways on the pedestrian environment, adjacent properties and pedestrian safety. Off street parking areas on a commercial street front shall be minimized and where possible shall be located behind or under a building or in a shared parking facility.~~

~~c. Building sites shall locate service elements like trash dumpsters, loading docks and mechanical equipment away from the street front where possible. When elements such as dumpsters, utility meters, mechanical units and service areas cannot be located away from the street front, they shall be situated and screened from view and shall not be located in the pedestrian right-of-way.~~

~~i. The following examples illustrate considerations to address in locating and screening service areas and utilities:~~

~~(A) Locate the feature in a less visible location on the site;~~

~~(B) Screen it to be less visible; utility meters can be located behind a screen wall so that they are not visible from the building entrance;~~

~~(C) Use durable materials that complement the building;~~

~~(D) Incorporate landscaping to make the screen more effective; and~~

~~(E) Locate the opening to an area away from the sidewalk.~~

~~C. Please note that the certain land uses are not permitted on the ground floor of buildings on Pacific Avenue between Oak and Maple Streets. These restrictions are identified by a footnote under the general commercial column in the Table of Permitted Uses. Please contact the city department of community development for more details. (Ord. 3889 § 3 (Exh. A), 2017)~~