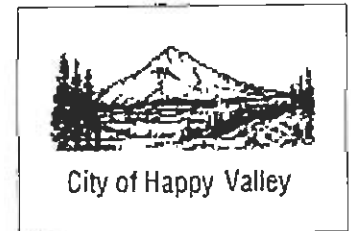


Happy Valley Style

July 2004 Documentation

*Appendix 16.32 to City of Happy Valley
Land Development Ordinance*



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.

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 is located in a replica of an 1890s home.

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.



▲ Happy Valley City Hall

While all of the original homesteads have been sub-divided 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 non-descript architecture with national tenants.

Style Description

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. Historic styles that are especially appropriate include the Oregon Rustic, Craftsman, Folk, Prairie and Shingle styles.

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 compliments if a more contemporary expression is desired.

Equally important to incorporating a residential character, the Happy Valley Style is also **pedestrian friendly**, 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, will be developed at designated locations along Sunnyside Road so that pedestrians and motorists will 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

Elements of the Happy Valley Style	
1.	Residential character
2.	Complex massing
3.	Varied roof lines
4.	Northwest materials
5.	Pedestrian-friendliness
a.	Mixed-use buildings
b.	Facade design and storefront appearance
c.	Building orientation and main entrance emphasis
d.	Strong building corners
e.	Utilizing topography to locating parking behind buildings
6.	Sense of arrival and departure
7.	Protect and Incorporate Natural Resources
8.	Flexibility and variety

reflect the Style's characteristic elements in varying combinations.

Elements of the Happy Valley Style

1. Residential Character

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 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 Oregon Rustic style and Folk 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.

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



► *This commercial building's (location unknown) use of Craftsman Style elements, dormers and pitched roof evoke a residential flavor.*



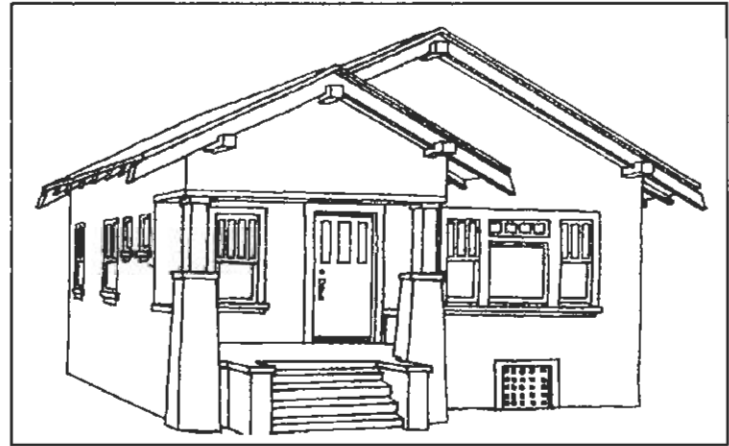
Craftsman Style (1905-1930)

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
- Decorative brackets
- Large front windows and dormer windows
- Combination of materials

▼ This drawing is an example of the Craftsman Style.



► This mixed use project (Bend, OR) uses Craftsman Style elements to make the building blend in with the adjacent single family detached houses.



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.

Victorian Folk Style (1870-1910)

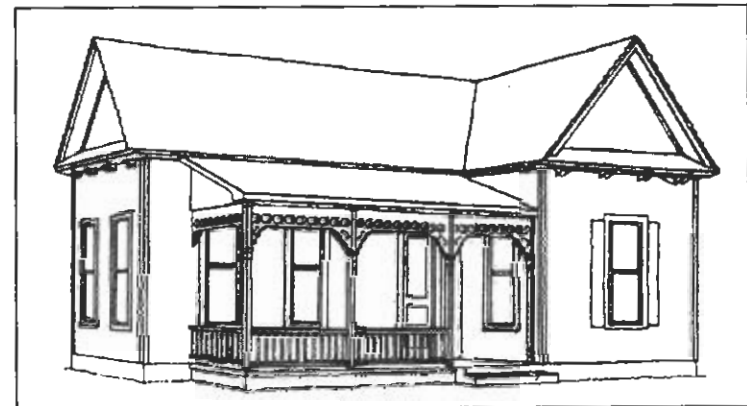
The Folk style is defined by the presence of Victorian decorative detailing on simple folk house forms which are generally much less elaborated than the styles they attempt to mimic. Primary areas of application for details are at the porch or cornice line.

Characteristic features of the Folk style include:

- Simple building form with rectangular or L-shaped footprint
- Steep pitched roof with the gable end facing the front or side of the house
- Covered porches with slender columns and sometimes decorative detailing



▲ The Wiestoria Building (Bend) is a contemporary interpretation of the Oregon Rustic Style in its use of materials and asymmetry.



▲ This drawing is an example of the Victorian Folk Style.

▼ This commercial building (Florence, OR) features elements of the Folk Style including a covered porch with slender, decorative columns and a simple building form.



▼ These residential townhomes (Lake Oswego) includes Folk Style detailing such as steeply pitched, gabled roofs, and covered porches with slender columns.



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:

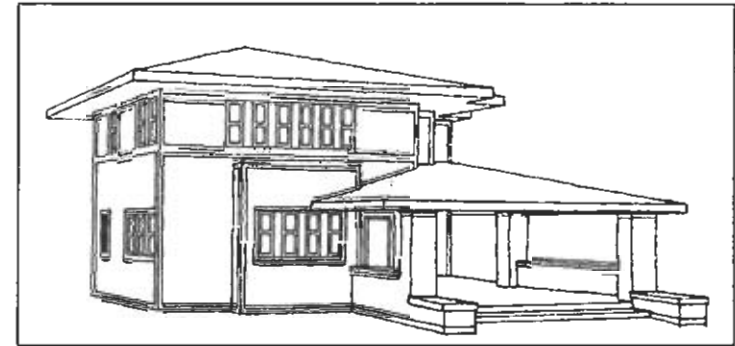
- Low or medium pitched, hipped or gable roof with wide, soffited overhang
- Roof and façade detailing emphasize horizontal lines
- Often two-story structures with lower wings or porches supported by massive, square columns
- Contrasting wood trim between stories and contrasting colors on eaves and cornice 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

Shingle Style

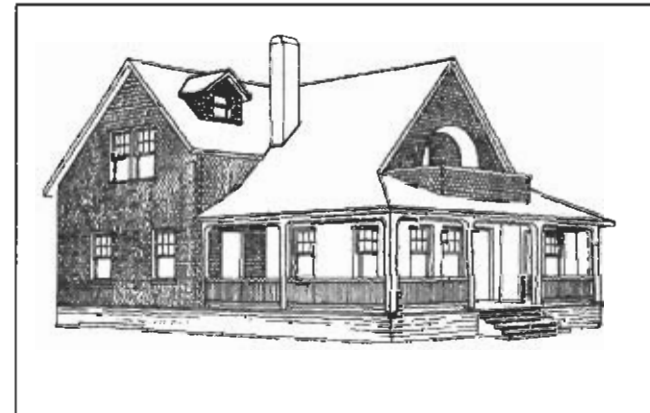
The Shingle style is a relatively simple style in terms of ornamentation compared to other 19th century styles. Rather, it emphasizes a complex shape enclosed within a smooth surface to unify an irregularly shaped, asymmetrical building.

Characteristic features of the Shingle style include:

- Wall cladding of continuous wood shingles
- Often irregular, steeply pitched roof line with cross-gables and dormers
- Towers and extensive covered porches are common



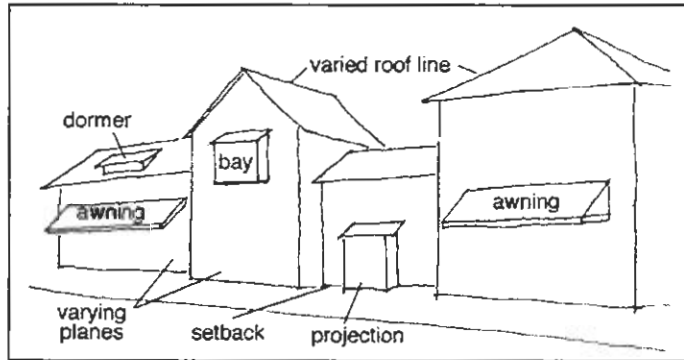
▲ This drawing shows the basic characteristics of a Prairie Style residence



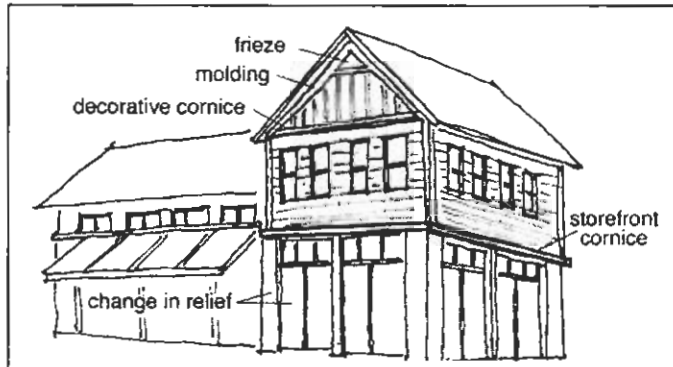
▲ This drawing is a residential example of the Shingle Style.

2. Complex Massing

Multiple elements can be used to achieve 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.



▲▼ These drawings show elements that can be used to help break down large and small buildings and achieve more complex massing, including multiple heights, asymmetry, projections and recessions and other decorative elements.



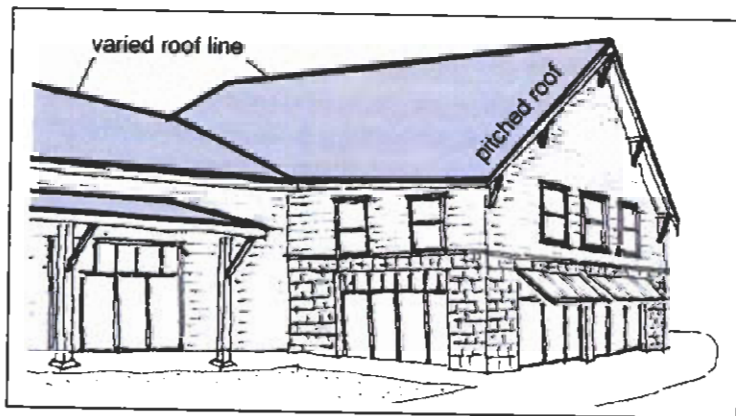
▲ The asymmetrical, I-shaped massing, and varying heights of the Wiestoria Building (Bend) contribute to its complexity and interest.



▲ This bank building (Jackson, WY) achieves complex massing through the use of multiple stories and a projecting porch.

3. Varied Rooflines

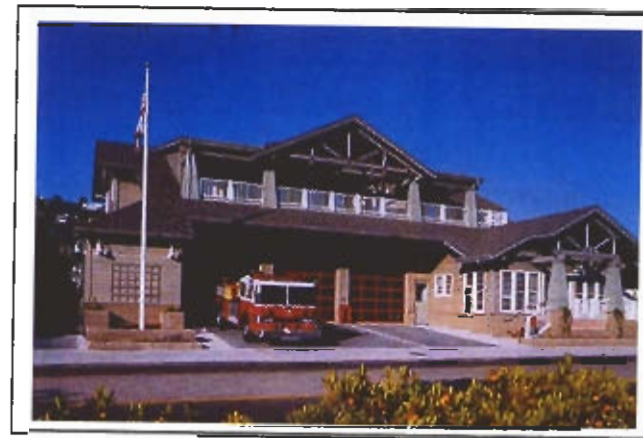
Buildings with **varied roof lines** create interest and help break down a project's overall scale and massing. Additionally, they contribute to a building's residential character. The preferred roof forms of the Happy Valley Style are gabled and hipped types. If buildings have flat roofs, they will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



▲ This sketch shows an example of a varied roofline, incorporating both front- and side-gabled rooflines at different levels.



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



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



▲ This Movie theater at Maple Tree Place (Williston, VT) is an example of a large-scale project that features a hipped roof..



▲ This townhouse development (Bend, OR) features a varied roofline, incorporating both traditional front-gable as well as hipped gables.



◀ The steeply pitched side-gabled roofline with dormers of this office commercial building (Clackamas County) is varied, as well as interesting to look at and is evocative of the Craftsman Style.

4. Materials

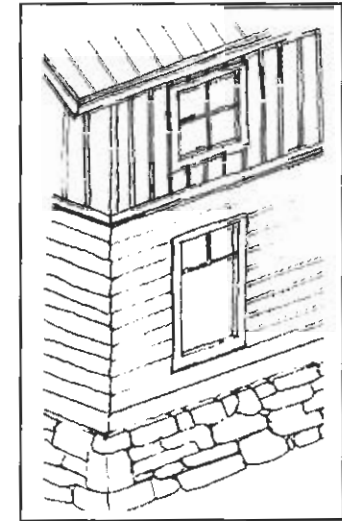
The most appropriate materials for the Happy Valley Style draw on the Pacific Northwest's natural resource heritage. Natural (or natural-looking), rustic materials, such as stone and wood should be used as primary building materials.

Materials can help to break down building massing through the use of heavier materials at the building base and lighter materials on the upper levels.

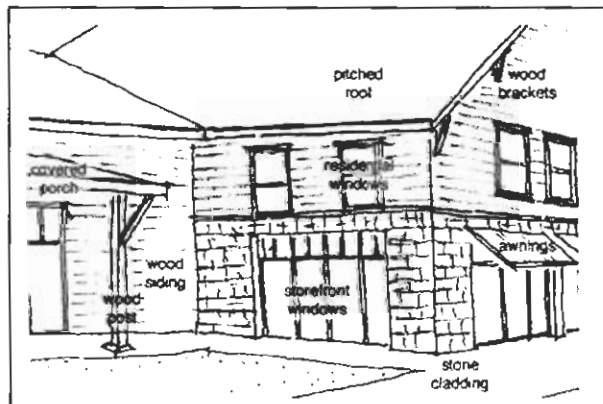
Combinations of stone, wood, and glass are encouraged while concrete and steel may be appropriate compliments if a more contemporary expression is desired. The use of red brick and stucco should be minimized, though brick may be used as an accent where appropriate. The monolithic and dominating use of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



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



▲ The sketch illustrates how multiple materials may be incorporated into a single building, with the heavier materials at the base.



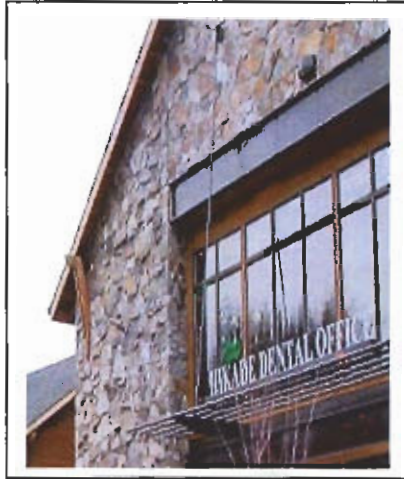
▲ The above sketch shows a building that features a mix of materials which evoke the Happy Valley Style. These include a rusticated masonry base, an upper level clad in wood siding and large, glass windows.



▶▲ The image to the right is a grocery store (Bend), which uses wood as the primary building material. Above, the Happy Valley City Hall, a reproduction of a historic building, is clad in wood.



▼ The Hikade building (Clackamas County) incorporates a variety of materials which exemplify the Happy Valley Style, including stone (primary material), wood, glass and steel.



◀ The single story wing of the Hikade building (Clackamas County) is clad in wood.



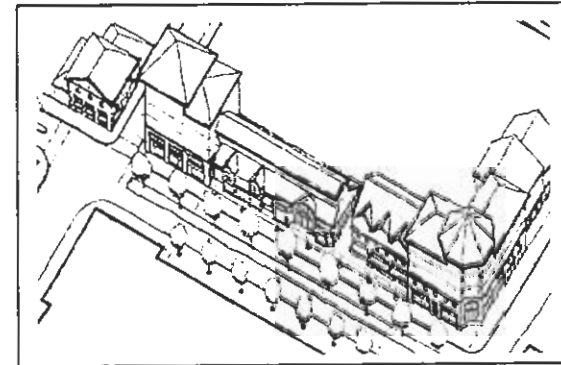
▲▼ These projects (Fairview Village and Maple Tree Place) have been included to show examples of the "monolithic" use of red brick, which should be avoided.



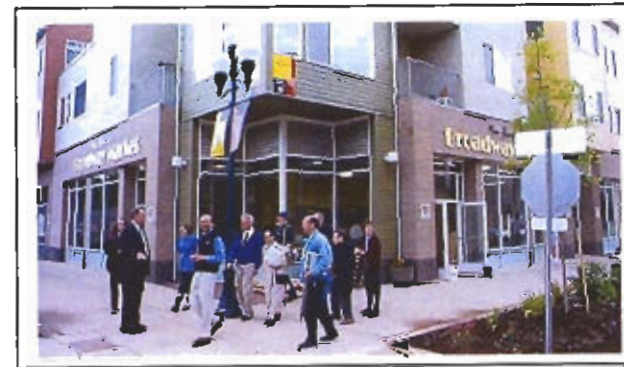
5. Pedestrian Friendliness

A **pedestrian friendly**, human-scaled 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. Elements that contribute to a pedestrian friendly, human scaled environment include:

- a. Mixed-use buildings
- b. Creating an interesting façade design and “storefront appearance”
- c. Building orientation and main entrance emphasis
- d. Strong building corners
- e. Utilizing topography to locating parking behind buildings



▲ The sketch above is an example of a large-scale, pedestrian-friendly development, containing elements that contribute to a pedestrian friendly environment, such as strong corners, entrances oriented to the street, and interest and articulation at the ground level.



▲► These images (Easton, MA and Eugene, OR) illustrate pedestrian-friendly environments facilitated through new development.

A. Mixed Use Buildings

Mixed-use buildings are one component of an active, pedestrian-oriented environment and are especially encouraged at intersections (where the maximum potential for interaction is likely to occur). Mixed use buildings in the Happy Valley style should incorporate building design features which convey the characteristics of the Happy Valley Style including but not limited to residential character, Northwest materials, and façade design.

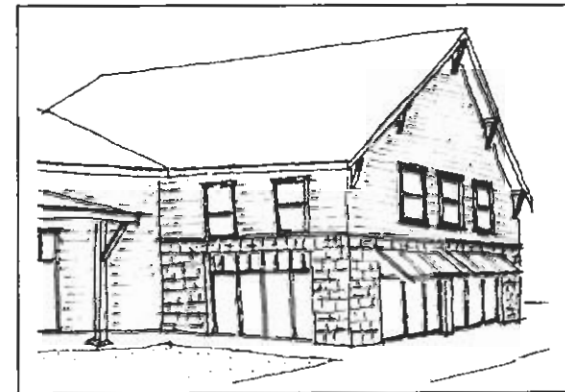
Mixed use buildings in the Happy Valley Style can combine office and retail uses, residential and retail uses or residential and office uses.



▲ The images above illustrate different types of mixed-use developments, and which incorporate additional characteristics of the Happy Valley Style such as varied rooflines, complex massing, strong corners and façade articulation. The project to the left (Lake Oswego, OR) has a retail use on the ground level and office above. The project to the right (Eugene, OR) has retail on the ground level and housing above.

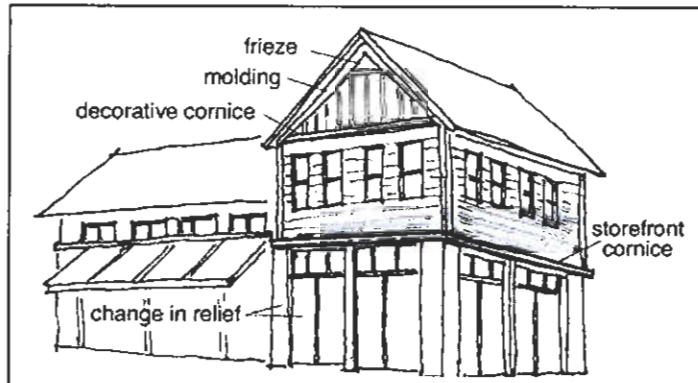


▲▼ The sketches illustrate different (and appropriate) interpretations of "mixed-use" development. The sketch above shows a building that could have retail on the ground floor with residential units above, while the image below could have retail on the ground floor and office space above.

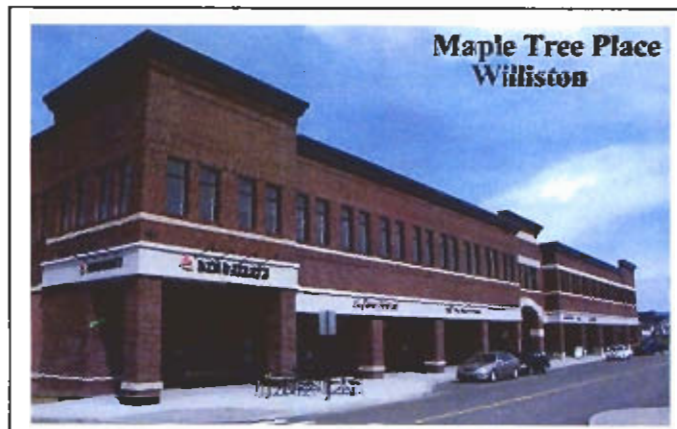


B. Façade Design and Storefront Appearance

Well-articulated facades with storefront windows, awnings, arcades and other ornamental elements that break up the building mass help create an interesting experience for pedestrians. Ornamental elements may include decorative cornices, moldings and friezes at the roofline.



▲ The sketch shows an example of well-articulated building façade featuring elements such as an awnings, windows, and varying materials to create interest.



▲▼ Even though these are single story buildings, they create a sense of enclosure and interest through the use of elements that provide additional height, creating a more interesting pedestrian experience. The project above (location unknown) uses transom windows, while Gresham Station, (below, right in Gresham, OR) uses additional height and strong cornice lines.



◀▲ Though its use of materials is consistent with the Happy Valley Style, Maple Tree Place (Williston, VT) illustrates how a large-scale project can have a well designed, pedestrian friendly façade, incorporating two stories, strong cornice and frieze lines, and weather protection through the use of a covered arcade. The commercial project above, left (Maryland) also incorporates a covered arcade at the lower level.

Commercial buildings should also strive to create a storefront appearance at the ground level. A common method for achieving storefront appearance is to change building planes, materials, window patterns or 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.



▲ The sketch above shows how design elements can be applied to create a "storefront appearance".



◀ Lakeview Village (Lake Oswego, OR) uses ground floor windows and divided bays to create a storefront appearance.

▶ This Safeway store (Downtown Portland) has large, ground floor windows on three sides. Part of the store is below grade.



▲ The grocery store at Belmont Dairy (Portland, OR) has large openings in the building façade that create a rhythmic pattern and provide opportunities for looking in and out.



▲ The Gresham Station project (Gresham, OR) uses different colored facades, varied building planes, windows and awnings to make one large building look like individual storefronts.

C. 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 entrance should face the street to the maximum extent practicable.. Emphasis can also be achieved through recessed or projecting entrances, or raised entryways.



◀ The shopping center at Maple Tree Place. (Williston, VT) is oriented toward a large central green with parking located behind the buildings.

▶ A main entrance at Lakeview Village is oriented to a hardscaped pedestrian plaza.

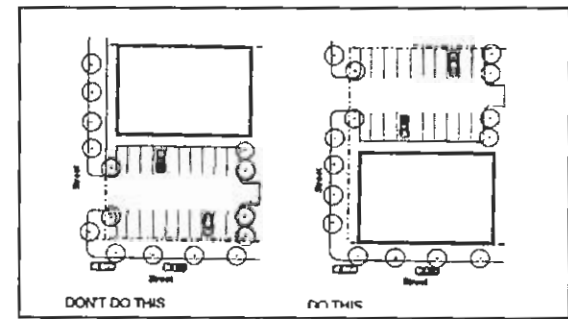


▲ This aerial view of Gresham Station (Gresham, OR) shows how the buildings have been sited to break up large parking areas and provide "internal streets" that contribute to a high-quality pedestrian environment

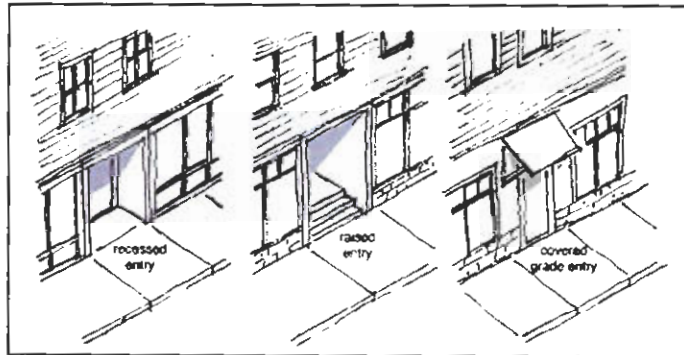




◀ This grocery store (downtown Portland) emphasizes one of its entrances by placing it at the corner and through the use of signage.



▲ This diagram shows how a buildings can be sited to break up large parking areas and keep a more pedestrian-friendly environment.



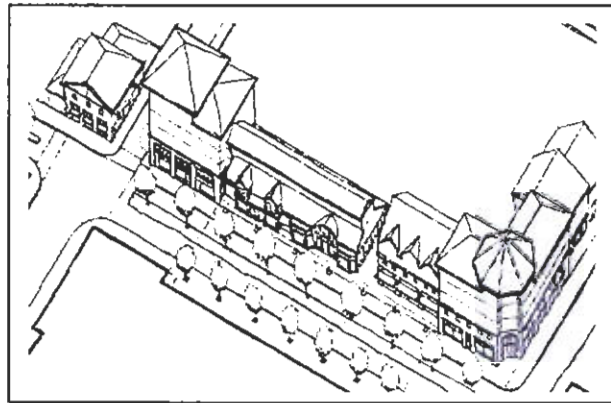
▲ Building entrances can also celebrated through the use of recessed, raised and covered entryways.



▲ This image (Lakeview Village) illustrates an example of a recessed entrance. It is further emphasized through the use of sidelight windows on either side of the door and an arched detail above. It is also oriented to the sidewalk and street.

D. 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 building corners also contributes to a more interesting building design and pedestrian experience.



◀ This image illustrates how the use of two-story elements at building corners can enhance the pedestrian environment. The two story elements do not necessarily need to be functional second stories. Rather, they add visual interest and hierarchy in building design.



▲ The corner at this prime pedestrian intersection is strengthened through the location of the building entrance.



▲▼ Locating entrances at building corners is one way to create interest and pedestrian activity. Also, incorporating architectural elements (such as a column or tower - as shown in these examples) are ways to draw attention to and strengthen corners.

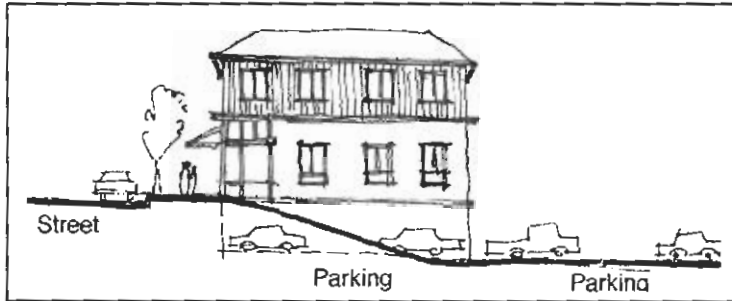


▶ The corner of this project (Columbia Shores) is highlighted through a change in scale. While the majority of the project is two-story, the covered entrance is a single story with an open air patio above.



E. Using Topography

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

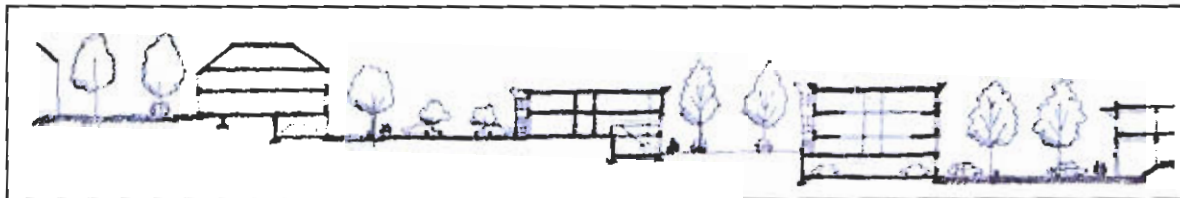


▲▼ This image shows how a building can use a site's existing slope to provide a parking and loading access from the rear while maintaining a pedestrian friendly environment at the street level.

▶▶ These projects both use the site's natural topography to create a unique building design. The project to the far right is a partially below-grade grocery store (downtown Portland) and the other is a retail-office complex where the entrance is below grade. (Image: Dan Burden).



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

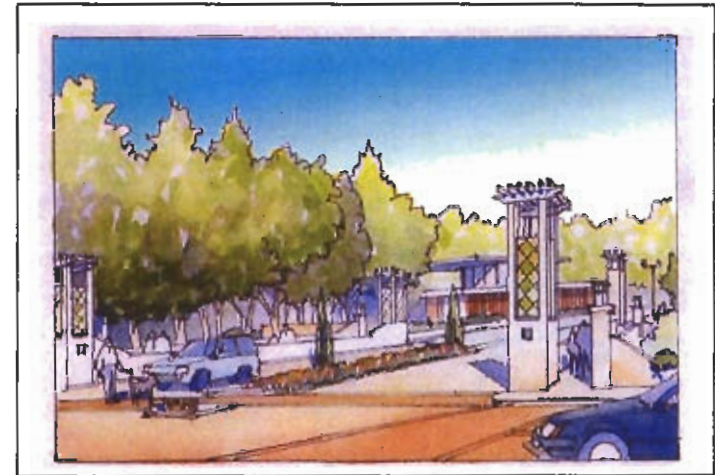


7. Sense of Arrival and Departure

Building siting, orientation, architectural features and gateway elements are especially encouraged between *[insert geographic boundaries here]* on Sunnyside Road to create a sense of arrival to and departure from the designated “town center.”



▲▼ A planted median can help slow traffic, improve pedestrian crossings and tell drivers that they are entering a district or other distinct place. (Image: LCA Town Planners and Architects)



▲ A gateway or entry marker (as illustrated above) can help slow traffic, improve pedestrian crossings and tell drivers that they are entering a place. (Image: LCA Town Planners and Architects)



▲ In addition to gateways, a sense of arrival can be achieved by a sudden change in building height and the degree of spatial enclosure.

8. Preservation of Natural Features

Projects should incorporate and highlight existing natural features to the extent allowed by the law.

[Needs to be filled in or removed based on discussion at joint worksession]

Recommendations for Street Furniture and Lighting

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



Historically Influenced Lighting



Tree Grates



Textured Sidewalks and Crosswalks



Planters



Bike Racks