

## **Glossary of Terms**

**Adaptive Reuse:** Developing a new use for an older building or for a building originally designed for a special or specific purpose. This is particularly useful as a technique for preserving older buildings of historic or architectural significance. It also applies to the conversion of special use structures, such as gas stations, train stations, or school buildings that are no longer needed for their original purpose.

**Addition/Alteration:** an extension or increase of floor area or building height or any change or modification in construction or occupancy.

**Adjacency:**

**Aesthetic:** Elements in the natural or created environment (including artistic elements) that are pleasing to the eye.

**Alignment:** The arrangement of objects along a straight line.

**Arch:** A structure built to support the weight above an opening. A true arch is curved. It consists of wedge-shaped stones or bricks called Voussoirs (vu-swar'), put together to make a curved bridge, which spans the opening.

**Alley:** A narrow service way, usually unpaved, that provides means of public access not intended for general traffic circulation typically located along rear property lines. Alleys are often used for utility access, garbage or trash pick-up, and maintenance.

**Amenity:** A natural or created feature that enhances the aesthetic quality, visual appeal, or makes a particular property, place, or area more attractive or satisfying.

**Americans with Disabilities Act (ADA):** 1990 Federal legislation specifying provisions to be made in the design or redesign of buildings, parking, and outdoor areas to remove barriers for persons with disabilities and guaranteeing equal opportunity in public accommodations, transportation and government services.

**Annexation:** The incorporation of land area into an existing community with a resulting change in the boundaries of that community. Annexation may include newly incorporated land from County lands or land transferred from one municipality to another.

**Assessed Value:** The most recently appraised value of a structure according to the Cobb County Tax Assessors Office.

**Awning:** A fixed cover, typically comprised of cloth over a metal frame, that is placed over windows or building openings as protection from the sun and rain.

**Band:** A flat horizontal fascia, or a continuous member or series of moldings projecting slightly from the wall plane, encircling a building or along a wall, that makes a division in the wall.

**Bracket:** A supporting member for a projecting element or shelf, sometimes in the shape of an inverted L and sometimes as a solid piece or a triangular truss.

**Building Form:** The overall shape of a structure.

**Building Mass:** The physical size and bulk of a structure.

**Building Material:** Any material used in the construction of buildings, such as steel, concrete, brick, masonry, glass, wood, among others.

**Building Scale:** The relationship of a building, in terms of building mass, to other nearby and adjacent buildings.

**Bulk:** The visual and physical mass of a building.

**Business Retention:** City programs aimed at supporting, retaining, and sustaining local businesses.

**Canopy:** A covered area, which extends from the wall of a building, protecting an enclosure such as a door or window.

**Capital Improvement:** New or expanded public improvements that are relatively large size, expensive and permanent. Some common examples are streets, public libraries, water and sewer lines, and park and recreation facilities.

**Character:** Special physical characteristics of a neighborhood or area that set it apart from its surroundings and contribute to its individuality.

**Column:** A vertical support, usually cylindrical, consisting of a base, shaft and capital, either monolithic or built-up of drums the full diameter of the shaft.

**Compatible:** Capable of existing within the streetscape and neighborhood without conflict.

**Concrete:** Cement mixed with coarse and fine aggregate (such as pebbles, crushed stone, brick), sand and water in specific proportions.

**Context:** The character and identity surrounding a particular lot or building including the neighboring structures, the street, the neighborhood and the city.

**Cornice:** The horizontal projecting member along the top of the building, usually at the eaves of a roof, which visually finishes it.

**Design Review:** A process to administer regulations and guidelines for the architectural design of buildings to ensure that they are suitable, harmonious, and in keeping with the general appearance, historic character, and/or style of the building and/or surrounding area. The process considers site and architectural design character and features of development for all commercial development. This process is intended to provide for a basic standard of design quality throughout the district, preserve character defining features and overall heritage of the Olde Towne area, see durability in physical

development and seek the desired identity of the community. The Historic Landmarks Commission or Design Review Board oversees the design review process.

**Design Review Board:** Board made up of a City appointed members having sufficient experience and wisdom in architectural building review to serve as a decision making body for Olde Towne St Helens, that oversees the design review process.

**Door:** A hinged, sliding, tilting, or folding panel for closing openings in a wall or at entrances to buildings, rooms, or cabinets and closets.

**Double-Hung Window:** A window with two sashes (the framework in which window panes are set), each moveable by a means of cords and weights.

**Eave:** The underside of a sloping roof projecting beyond the wall of a building.

**Elevation:** A drawing of the face of a building, which shows no perspective effects. This type of drawing is simple to prepare and flat features are easily measured to determine scale.

**Façade:** The front face or elevation of a building.

**Federal Emergency Management Agency (FEMA):** Federal agency responsible for disaster response and assistance in post-disaster recovery.

**Floor Area Ratio:** A measure of development density expressed as the amount of building floor area divided by the development site land area.

**Frontage:** The part of a lot that touches a road, street, or watercourse; it is often described as a specific amount, such as "60 feet of frontage".

**Gateway:** A point along a roadway at which a motorist or pedestrian gains a sense of having entered the city or a particular part of the city. This impression can be imparted through such things as signs, monuments, landscaping, a change in development character, or a natural feature.

**Geographic Information System (GIS):** A collection of computerized information organized by some geographic identifier like property lines, subdivisions, insurance zones, etc. and stored in a database.

**Heritage Preservation:** The purpose of the Heritage Preservation is to safeguard the city's historic, aesthetic and cultural heritage, and to protect, enhance, and preserve improvements and landscape features of historic resources which represent distinctive elements of the city's cultural, educational, social, economic, political, architectural and archaeological history. Heritage Preservation promotes preservation of historically, archaeologically, architecturally, or culturally significant structures, features, and neighborhoods, often with the intent of restoring or rehabilitating the structures to their former condition. Through

Heritage Preservation in the OTSH District retention of historic resources is encouraged by keeping them in active use in their original appearance, setting, and placement.

### **Historic Landmarks Commission:**

**Historic Property or Historic Resource:** Any historic district, site, building, structure, object, or landmark included in or eligible for inclusion on the National Register of Historic Places. Including artifacts, records, and material remains related to such property or resource.

**Kickplate:** The horizontal element or assembly at the base of a storefront parallel to a public walkway. The kickplate provides a transition between the ground and storefront glazing area.

**Land Use Definitions:** Descriptions of each category contained in the Land Use Element that correspond to the categories on the Conceptual Land Use map.

**Land Use Plan:** A plan that graphically depicts existing and future land uses and intensities. It visually discerns land use compatibility and spatial relationships, establishes the physical form of the community and identifies urban design opportunities. A land use plan serves as a guide in the preparation of zoning ordinances and zoning district maps.

**Livability:** The balance of elements of the physical environment that contribute to the physical, social, economic, political, and emotional well-being of residents.

**Masonry:** A building material that includes all stone products, all brick products and all concrete block units, including decorative and customized blocks.

**Molding:** A decorative profile given to architectural cavities or projections such as cornices, bases, or door and window jambs/heads.

**Minimize:** To reduce or lessen, but not necessarily to eliminate.

**Mitigate:** To lessen the impacts of, alleviate, or avoid to the extent reasonably feasible.

**Mitigation Methods:** Used to alleviate or lessen the impact of something.

**Mixed Use:** A development type in which complementary and integrated uses, such as office, retail, and residential, are combined in the same building or within separate buildings on the same site or nearby sites.

**Mullions:** The frames of divisions within multi-pane windows.

**Orientation:** Generally, orientation refers to the manner in which a building relates to the street. The entrance to the building plays a large role in the orientation of a building; therefore, it should face the street.

**Overlay Zone or District:** A method used to apply provisions in a specific area, which supplement the standards of the underlying or base zoning. An overlay zone might restrict certain uses or allow higher densities than would be permitted in the same zone in other parts of the city. The Environmentally Sensitive Lands district is an overlay zoning district.

**Parapet:** A low wall, placed to protect any spot where there is a sudden drop, for example, a wall projecting above a roof plane.

**Pattern:** The use of construction materials to add texture, character, scale, and balance to a building.

**Pedestrian-Oriented:** A form of development that makes the street environment inviting for pedestrians. Commercial areas may be characterized by special sidewalk pavement, zero front and side yard setbacks, buildings of varied architectural styles, street-facing window displays, an absence of front yard parking, benches and other amenities. Residential areas may be characterized by sidewalks, parkways, front porches, low fences, lighting and other amenities.

**Preservation:** The act or process of applying measures to sustain the existing form, integrity and materials of a building or structure, and the existing form and vegetative cover of a site. It may include initial stabilization work, where necessary, as well as ongoing maintenance of the historic building materials.

**Proportion:** The comparative ratio between building elements. Proportion can describe height to height ratios, width to width ratios, width to height ratios, as well as ratios of massing.

**Protection:** The act or process of applying measures designed to affect the physical condition of a property by defending or guarding it from deterioration, loss or attack or to cover or shield the property from danger of injury. In the case of buildings and structures, such treatment is generally of a temporary nature and anticipates future historic preservation treatment.

**Public Hearing:** A meeting of a Board, Commission, or the City Council that has been announced and advertised in advance and is open to the public, with the public given an opportunity to talk and participate.

**Public Notice:** The advertisement of a public hearing in a newspaper of general circulation, and through other media sources indicating time, place, and nature of the public hearing and where the application and documents may be inspected.

**Quoin:** One of a series of stones or bricks used to mark or visually reinforce the exterior corners of a building and often through a contrast of size, shape, color or material.

**Rafter:** Any of the beams that slope from the ridge of a roof to the eaves and serve to support the roof.

**Reconstruction:** The act or process of reproducing by new construction the exact form and detail of a vanished building, structure or object, or part thereof, as it appeared at a specific period of time.

**Redevelop:** To change the existing development in an area or on a property, sometimes by demolishing existing buildings, or to increasing the overall floor area existing on a property, or both, or by using infill development to rebuild on a vacant parcel. Sometimes this also involves a change in land use.

**Rehabilitation:** The upgrading of a building previously in a dilapidated or substandard condition.

**Restoration:** Accurately recovering the form and details of a property and its setting as it appeared at a particular period of time by means of the removal of later work or by the replacement of missing earlier work.

**Revitalization:** Restoring new life or vigor to an area, sometimes through public improvements that spark private investment.

**Rhythm (Horizontal, Vertical):** The regular or harmonious arrangement of lines, shapes, forms, elements or colors, usually within a proportional system.

**Scale of Development:** The relationship of a particular project or development, in terms of size, height, bulk, intensity, and aesthetics, to its surroundings.

**Sense of Place:** The characteristics of a location that make it readily recognizable as being unique and different from its surroundings and that provides a feeling of belonging to or being identified with that particular place.

**Setback:** The distance between two points such as a property line and structure.

**Sign Ordinance:** A section of the city's legislation regulating the location and design of signs.

**Signage:** General term referring to public and private signs and their design attributes.

**Site Furnishings, Permanent:** Seating, benches, trash receptacles, bollards, planters, drinking fountains, low scale lighting and other such non-movable, year-round amenities oriented to pedestrians. Tables and chairs that are moved in and out of establishments at night are not considered permanent site furnishings.

**Siding:** The finish covering on the exterior of a frame building (with the exception of masonry). The term cladding is often used to describe any exterior wall covering, including masonry.

**Sill:** The horizontal water-shedding member at the bottom of a door or window.

**Storefront:** The street level façade of a commercial building, usually having display windows.

**Streetscape:** The combination of individual design elements that give character to the street frontages of the city. Some examples of these elements are landscaping, street furniture, lighting, and sidewalk design. Streetscape design plays a major role in setting a standard of quality and innovation for other design issues.

**Story:** The portion of a building included between the surface of any floor and the surface of the floor or finished undersurface of the roof directly above it.

**Texture:** Texture refers to variations in the exterior façade and may be described in terms of roughness of the surface material, the patterns inherent in the material or the patterns in which the material is placed. Texture and lack of texture influence the mass, scale and rhythm of a building. Texture can add intimate scale to large buildings by the use of small detailed patterns (e.g. brick masonry patterns).

**Transom:** A small window located immediately above a door or conventionally sized window. A transom window is always the same width as the door or window below it.

**Vision Statement:** A shared dream of the future for St Helens characterized by long-term idealistic thinking. Provides the foundation for the development of the goals, policies and programs. A vision is not a binding goal and may not be achievable in the lifetime of those participating.

**Visual Continuity:** A sense of unity or belonging together that elements of the built environment exhibit because of similarities among them.

**Wastewater Recycling:** The practice of using highly treated effluent from a wastewater treatment plant for landscape irrigation and other non-potable purposes.

**Window:** An opening in an exterior wall of a building to admit light and air.

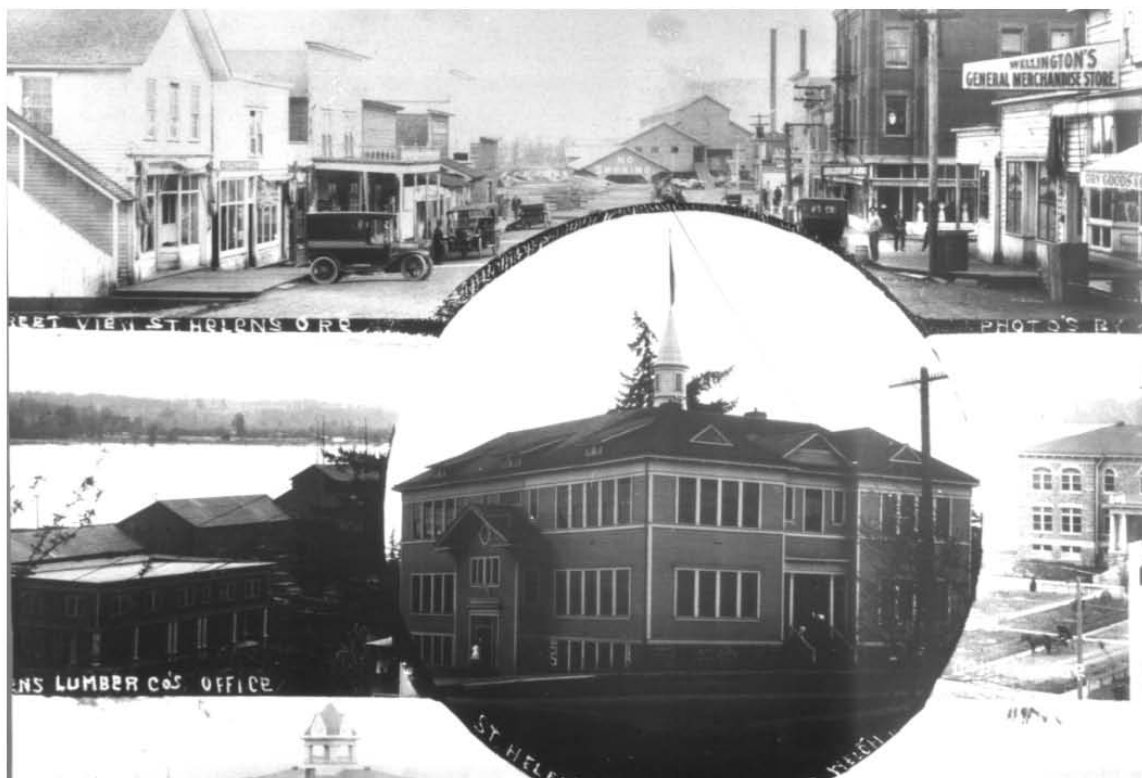
**Zoning / Zoning Ordinance:** Land use regulations enacted by the city to create districts or zones that establish permitted and special uses within those zones. Land uses in each district are regulated according to type, density, height, lot size, placement, building bulk, and other development standards. The ordinances include procedures for changing the status of land use and the physical development standards too.

**Historic Olde Towne St Helens Photographs** *City of St Helens Collection*

*Cowlitz and 1<sup>st</sup> Street (Columbia St) (c1924)*



*Left Side - Top: The Strand Looking South (c.1913)*



*Looking South on 1<sup>st</sup> Street from St Helens St (c. 1930)*







*Strand Looking North (Muckle & Morgus Buildings on Left Side)  
(c. 1915)*



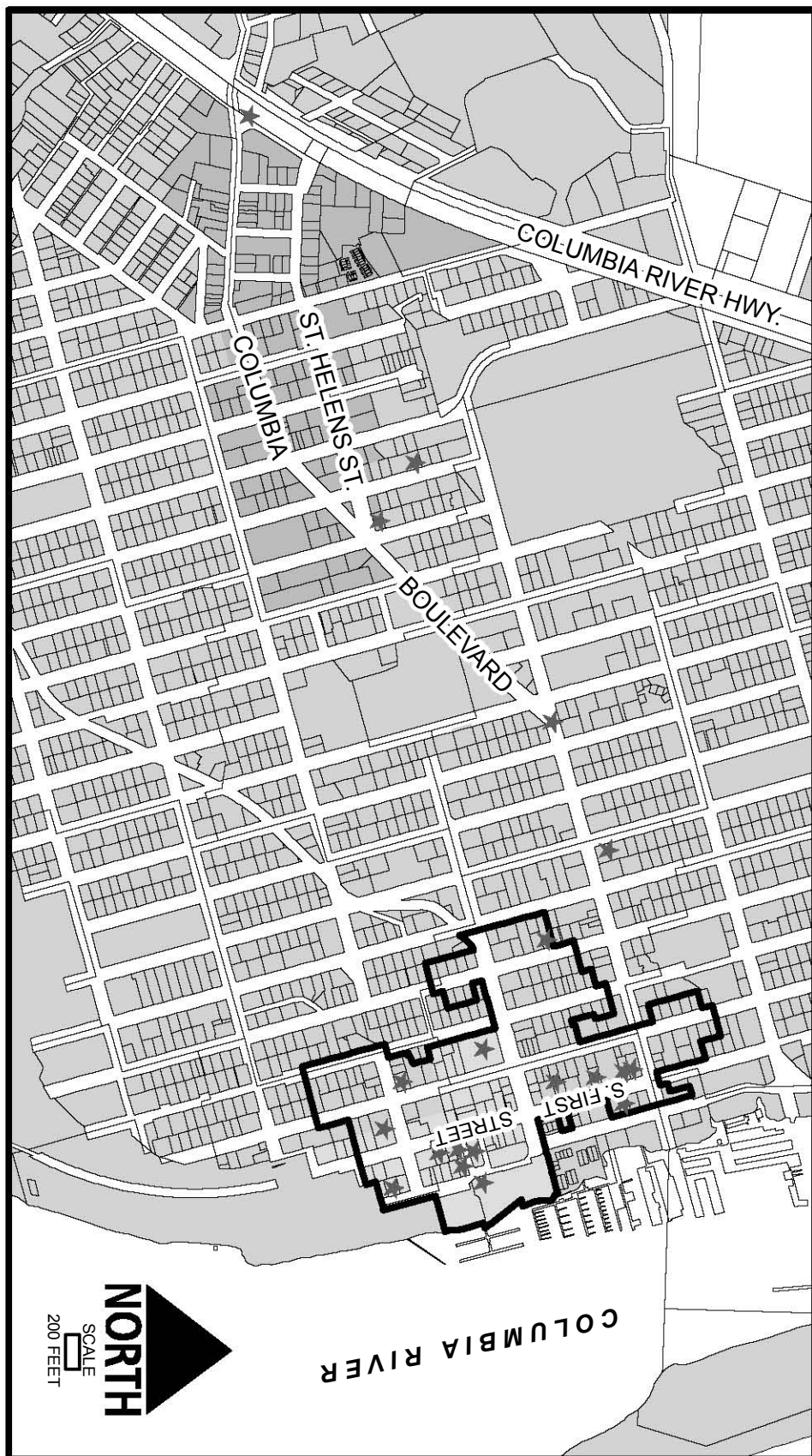
*St Helens Docks (c.1950)*



# St. Helens Downtown Historic District Aspects & Houlton Business District

-  St. Helens Downtown Historic District
-  Olde Towne St. Helens Zone
-  Houlton Business District Zone
-  Designated Landmark

December 2010







# Historic Design Guidelines

## Introduction

Historic Districts enhance a community's sense of place by providing direct ties to the historical roots and unique qualities that make that place meaningful. One mechanism used for preserving the historical integrity of historic districts is through the adoption of comprehensive design guidelines. Design Guidelines help add a certain texture and quality to what might otherwise be a typical place. Maintaining historic areas such as Downtown's, Waterfronts, and Main Street's is popular in the US—as of 2010 approximately 2,300



Figure 1. St Helens Courthouse, Oregon

communities had designated historic districts locally. The popularity of historic districts is attributed, in part, to their excellence in attracting re-investment in existing buildings and sites. Residents and visitors alike prefer frequenting shops, boutiques, and eateries in historic areas over other types of commercial developments.<sup>1</sup> Implementation of cohesive design treatments that renew and reinvigorate the district increases property values and helps to draw visitors to the area. The increased activity and spending associated with this influx often translates to the district quickly becoming one a community's most valued assets.

Protecting the historic resources of the district is best undertaken using clear guidelines that are informed by a unifying vision for the area. These guidelines can help a community achieve its vision for the historic district by addressing how best to improve, maintain, and redevelop the existing buildings and sites in a manner that is consistent with the historical context. Specifically, design guidelines:

- Determine the qualities and characteristics that are valued in the district and protect their visual aspects
- Regulate building height and setback to be similar to existing structures
- Provide clear guidance on façade and other building improvements
- Encourage new development in the district to mimic existing historical structures through the use of similar materials, colors, and architectural features and styles.

<sup>1</sup> US Department of the Interior, National Park Service *Working on the Past in Local Historic Districts*

In addition, design guidelines serve as objective criteria for determining the appropriateness of a site's design within the historic district. The duty of a Historic Commission is to review proposed changes to the district. Without standardized design guidelines there is no basis for these decisions, which can lead to undesirable inconsistencies in the decision making process. Carefully crafted design guidelines mitigate impacts by providing a foundation from which to judge the merits of a given design or proposal.

## Federal Guidelines

The Secretary of Interior's *Standards for the Treatment of Historic Properties*, revised in 1998, is an advisory document concerning the protection of historic properties. These federal guidelines are the basis for most local historic design guidelines, which are built upon the foundation of the National Historic Preservation Act of 1966. The focus of these national guidelines is on the preservation, rehabilitation, restoration, and reconstruction of buildings included in the National Register of Historic places. Federal standards are typically stricter than local jurisdictional guidelines, but they provide a sound basis from which to develop district-wide guidelines. The *Standards for the Treatment of Historic Properties* offer guidance on:

- Exterior materials
- Exterior Features
- Interior features
- Site
- Setting
- Special Requirements: energy, accessibility, and health and safety

Developing guidelines for an historic district is no minor task and requires coordination with the local business community and wider public. The National Park Service recommends five key steps for developing successful design guidelines for an historic district. These are:

- *Analyze the district's character* by examining the history, physical characteristics, architecture, and streetscape.
- *Identify historic preservation goals and district needs* by asking whether the buildings will be preserved, rehabilitated, or restored. Determine the best method for protecting the historical assets of the district.
- *Review other district's guidelines* to gain a better understanding of the elements other communities are using and how these might apply to your district.
- *Develop design guidelines that address the unique qualities of the local historic district.* This might include developing guidelines for a few basic elements such as building materials, façade improvements, and specifications for repairs/maintenance, or the scope may be expanded to include the landscape, streetscape, and new construction details.
- *Ensure that the guidelines align with current district ordinances, policies, and goals.*

## Implementation

Requiring property owners to comply with adopted design guidelines is not without its barriers. The added expense of restoring or maintaining properties with traditional materials and techniques can be a burden for some property owners. To encourage unilateral compliance with the adopted design guidelines a system of incentives should be established. Incentives for property owners can take many forms but some of the more popular types include:

- Property tax abatement
- Property tax freeze
- Property tax credits
- Tax-exempt bond financing
- Tax increment financing
- Direct loans and grants

## Case Studies

Variation in the form and scope of local historic design guidelines is broad. The key concepts and purpose of these documents can best be illustrated using a series of examples. The following communities Redmond, Oregon and Dubuque, Iowa, represent a couple of the forms that design guidelines might take. These cities demonstrate how historical districts can be designed to maximize benefits for property owners, tenants, citizens, and visitors. What follows is a summary discussion of how each of these design guidelines will be used by their respective communities to help them achieve their future vision.

### ***Redmond, Oregon***

As one of the most rapidly growing communities in the State of Oregon, the City of Redmond is taking dramatic steps to retain the historic qualities and characteristics of its traditional Main Street. Highway 97, a major arterial that formerly split the town's commercial center in two, was recently re-routed to the outskirts of town. This development was the impetus for the creation and adoption of architectural design standards for the Downtown. The focus of these guidelines is on creating a "vibrant and attractive Downtown where people shop, work, and play" through the restoration of 5<sup>th</sup> and 6<sup>th</sup> Street. Now free from heavy motor vehicle through traffic, the area is poised for a transformation to a more pedestrian-oriented nature that highlights the architectural qualities and characteristics of the commercial area. New development in the district is required to consider complimentary design elements, building orientation, and façade treatments that enhance the existing area.

All new construction within the district bounds is required to adhere to the architectural design standards. Furthermore, all renovations of existing structures are also required to comply. While not every renovation is required to undergo formal design review, the new code requires that all projects be submitted to The City of Redmond's Development Standards. The new code provides standards on the following elements:

- Building elements such as entrances, windows, columns, signs, lighting, and canopies
- Streetscape and pedestrian improvements such as courtyards, recessed entryways, and arcades
- Weather protection
- Facades
- Building Materials
- Building orientation
- Colors

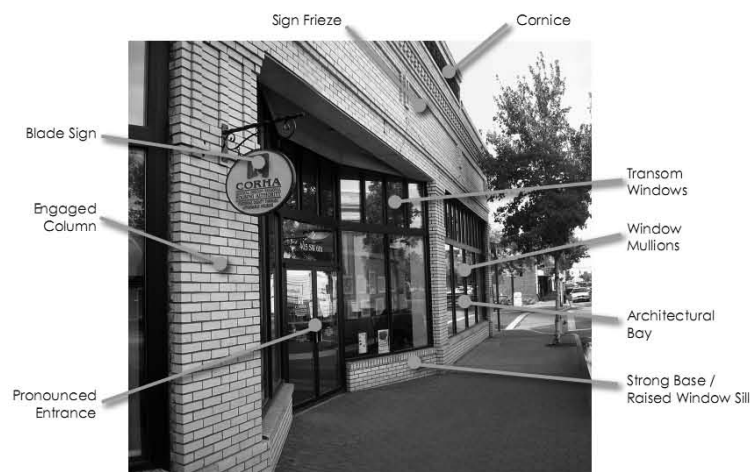


Figure 2. Excerpt from the City of Redmond Architectural Design Standards

### Standard: Materials

**Intent:** Use building materials and construction practices that evoke a sense of permanence and are compatible with Redmond's historic buildings.

**Approach:** Incorporate one of the following building materials, found on traditional commercial storefronts, into the design of the ground-floor (street-facing) facades:

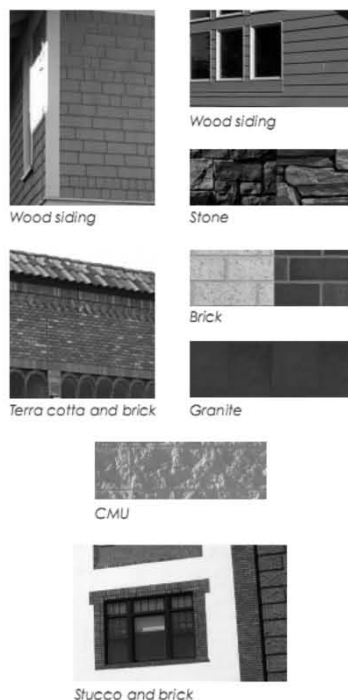
- Brick
- Metal
- Terra cotta
- Stone
- Concrete (and CMU)
- Stucco
- Horizontal wood or cementitious siding
- Wood shingles
- Board and batten vertical wood siding
- Ceramic detail

**Note:** Where possible, use materials indigenous to the region.

**Note:** Concrete and wood siding should be painted using a palette of earth tone or muted colors. Bright, neon-like colors are strongly discouraged. See Appendix A for a recommended palette of colors.

**Note:** The following materials are prohibited:

- T-111 or similar sheet materials
- Stucco clad foam (EIFS)
- Vinyl siding
- Log construction
- Mirrored or tinted windows



City of Redmond  
**Downtown Architectural Design Standards**

21

MAY 2006

Figure 3. Excerpt from the City of Redmond Architectural Design Standards

## Dubuque, Iowa

The City of Dubuque's Downtown Design Guidelines were adopted to provide guidance for existing property owners wishing to alter, maintain, or improve their historic structures. The guidelines are also concerned with steering new development in the historic district in ways that "promote the preservation of the historic, cultural, and architectural heritage of Dubuque". An inclusive public process and steering committee were used to establish goals and identify values for the historic downtown. The resulting document is comprehensive in scope, providing separate guidance for new and old residential and commercial structures and spanning numerous design elements including:

- Topography
- Street Patterns
- Alleys
- Streetscape
- Architectural Character
- Materials
- Rooftop Uses
- Parking
- Buffers
- Site Lighting
- Service Areas
- Mechanical Equipment
- Awnings and Canopies
- Signs
- Appropriate Sign Types
- Public Art
- Fences, Site Walls and Retaining Walls

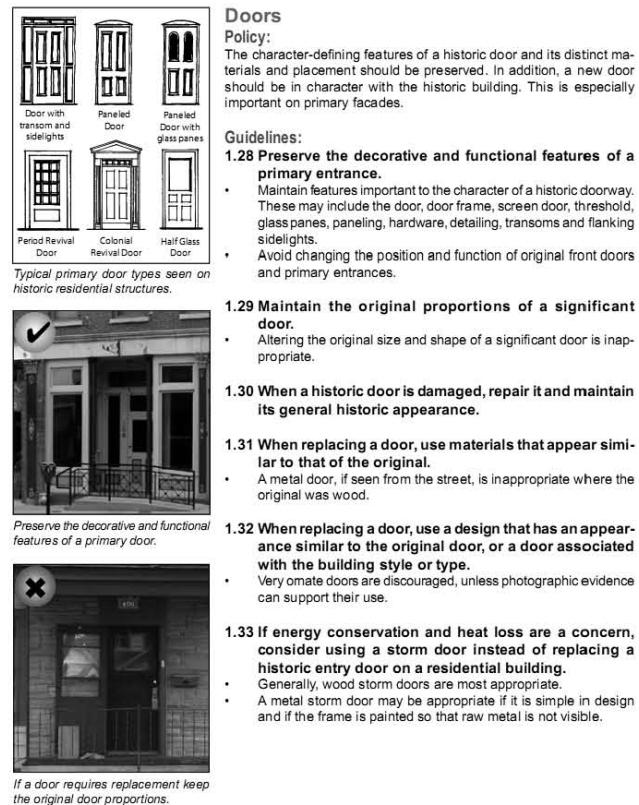


Figure 4. Excerpt from the City of Dubuque Downtown Design Guidelines

The design guidelines make extensive use of images to depict elements that do and do not meet the requirements of the guidelines. This visual approach conveys the subtleties of the design standards in a manner that is understandable for the layperson. Images are shown with either a red 'X' signifying non-compliance or a green 'check' signifying compliance (see Fig. 4). Detailed explanations of the design element's criteria accompanies each image set.

## Conclusion

The purpose of historic design guidelines is not to freeze space and time. Communities are ever changing—adopting new goals, expanding and managing growth, and experiencing migrations of people from diverse ethnic backgrounds and geographies. Historic design guidelines do not halt these changes, but instead help communities adapt to them without having to compromise the historic qualities and assets of their community. Comprehensive design guidelines ensure the economic vitality, integrity, and enhancement of the existing urban fabric for current citizens as well as future generations.

## References

US Department of the Interior, National Park Service Working on the Past in Local Historic Districts. Accessed Jan. 2011: <http://www.nps.gov/hps/workingonthepast/roletheyplay.htm>

American Planning Association, Planning Advisory Service Report, Design Review. Mark L. Hinshaw. February 1995.

American Planning Association, Planning Advisory Service Report, Preparing a Historic Preservation Plan, Bradford White and Richard Roddewig. March 1994

City of Dubuque, Iowa, Downtown Design Guidelines, June 15, 2009

City of Redmond, Oregon, Downtown Architectural Design Standards, May 2006.



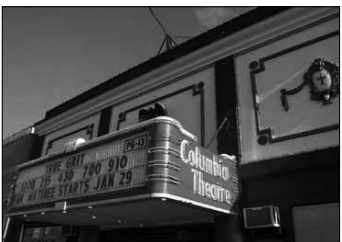
**S.C. Morton Building**  
Historic Non-Contributing; Tax Lot 5400

- Built 1920; 2 stories
- Metal hip awning
- Brick facade on first floor St Helens St side
- Irregular window positions on 2nd story
- Extensive alterations



**US Nat'l Bank Bldg**  
Secondary Significance; Tax Lot 2100

- Built 1948; 1 story
- Commercial style
- Built of honey colored brick and lines of cream colored terra cotta
- Black and honey terrazzo foundation
- Recessed entry



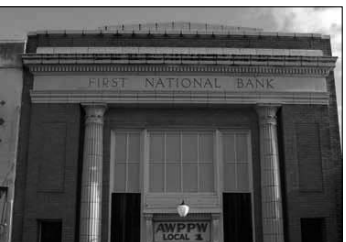
**The Columbia Theatre**  
Secondary Significance; Tax Lot 2000

- Built 1928; 2 stories with roof cornice
- Main Street Commercial Style
- Recessed entrance; marquee as awning
- Unique ornamental design in three symmetrical panels on face of building
- Original brick honey colored



**The Gray Building**  
Secondary Significance; Tax Lot 1900

- Built 1925; 2 stories
- Main Street Commercial Style
- Square windows on 2nd story face
- 3-bay front with large storefront windows
- Stucco siding with apricot kickplate tile
- Aluminum sunshades not original



**First Nat'l Bank Bldg**  
Secondary Significance; Tax Lot 1800

- Built 1926; 2 stories
- Neoclassical revival style; simple columns
- Unique detailing and cornice work
- Honey colored brick; cream terra cotta
- Large obscure glass panes above wood double doors



**240 S 1st St**  
Non-Contributing Non-Compatible; Lot 1700

- Built 1938; 1 story
- Two-bay front wraps from 1st to Plaza
- Constructed of poured concrete w/ roman brick facade
- Pseudo-mansard overhang



**50 Plaza Square**  
Secondary Significance; Tax Lot 1600

- Built 1928; 1 story
- One-bay front with recessed entry
- Red and chocolate color brick
- Recessed panel of red brick on facade
- Cedar canopy and kickplate not original



**Christ Episcopal Church**  
Primary Significance; Tax Lot 1500

- Built 1897; 1 Story
- Gothic style, with Craftsman addition
- Steeply pitched roof; very vertical windows
- Double leaf front doors with amber colored glass above



**Columbia County Bank**  
Secondary Significance; Tax Lot 700

- Built 1908; 2 stories
- Constructed of random coursed basalt
- Vertical arched windows
- Original Plaza side four-bays wide



**Columbia Co. Courthouse**  
Secondary Significance; Tax Lot 7600

- Built 1906; 2 Stories
- Georgian revival style
- Simple cornice with crown molding
- Constructed of random coursed basalt
- Vertical arched windows on 2nd floor
- Addition is not compatible/contributing



**274 S 1st St**  
Secondary Significance; Tax Lot 1400

- Built 1921; 1 Story
- Main Street Commercial Style
- Constructed of poured concrete
- Two-bays; south bay converted
- Decorative kickplate tile; recessed entry



**H.W.H. Adams Grocery**  
Secondary Significance; Tax Lot 3800

- Built 1927; 1 story
- Main Street Commercial style
- Recessed entrance w/ dark kickplate tile
- Transom windows above
- Suspended awning



**161 St Helens St**  
Compatible Non-Contributing; Tax Lot 5300

- Built 1940; 1 story
- Constructed of poured concrete
- Steel sash windows
- Metal overhang
- Irregular three-bay front



**205 S 1st St**  
Historic Non-Contributing; Tax Lot 3801



**Knights of Pythias Hall**  
Secondary Significance; Tax Lot 3901

- Built 1927; 2 stories
- Main Street Commercial style
- Two-bays wide; deep setback
- Tall transom windows w/ blue stain detail
- Glazed tile kickplate



**171 St Helens St**  
Historic Non-Contributing; Tax Lot 5200

- Built 1905; 1 1/2 story
- Vernacular with Craftsman Detail style
- L Shape; two-bays wide; steep pitched roof
- Full length porch with boxed posts



**John Gumm School**  
Secondary Significance; Tax Lot 7400

- Built 1919; 2 stories
- Georgian Revival style
- Large tuscan columns
- Five-bay symmetrical front
- Symmetrical window placement



**Bennett Building**  
Secondary Significance; Tax Lot 800

- Built 1929; 1 story
- Main Street Commercial Style
- Three-bay front; bay windows with transom windows as well
- Brick cornice with three recessed panels
- Red/dark glaze brick; dark kickplate tile



**Richard Cox House**  
Primary Significance; Tax Lot 1300

- Built 1890; 2 stories
- 3-bays wide; hip roof; full porch w/ 5 posts
- Vertical windows with cornices and shutters
- Placed on Nat'l Register of Historic Places in 1982.



**295 Strand**  
Compatible Non-Contributing; Tax Lot 1090

- Built 1953; 1 story
- Commercial style
- Constructed of concrete block; stucco finish
- Recessed entry; wooden kickplate



**Hattan House**  
Primary Significance; Tax Lot 7300

- Built 1908; 2 stories
- Rural Vernacular Farmhouse style
- Extended porch along east side
- Intersecting gable roof



**Masonic Lodge**  
Secondary Significance; Tax Lot 4300

- Built 1913; 2 stories
- Classical Revival style
- Two-bay front with defined piers
- Variety of detailing on second story
- Original storefronts more traditional



**Rutherford Building**  
Secondary Significance; Tax Lot 4300

- Built 1919; 1 story
- Six-bays wide; variety of brick styling
- Originally with recessed entries
- Originally with transom windows above
- Constructed of hollow tile; brick facade



**260 S 2nd St**  
Primary Significance; Tax Lot 4800

- Built 1885; 1 story
- Italianate Cottage style
- Truncated hip roof with rear addition
- Full length porch with hip roof
- Four porch posts with ornamental detail



**261 S 1st Street**  
Secondary Significance; Tax Lot 4400

- Built 1921; one story
- Main Street Commercial style
- Constructed of hollow tile; brick facade
- Brick piers divide two storefronts
- Transom windows; recessed entries



**Gilby Motor Co Building**  
Secondary Significance; Tax Lot 4400

- Built 1923; 1 story; 'L' Shape
- Four-bay front with garage entrance
- Constructed of poured concrete
- Awnings over transom windows
- Recessed entries; brick kickplate



**Orcadia Hotel**  
Secondary Significance; Tax Lot 1100

- Built 1908; 2 stories
- Mission revival style
- Stucco exterior; paired vertical windows
- Six storefront windows (covered) with transom windows (covered)



**Muckle Building**  
Secondary Significance; Tax Lot 100

- Built 1909; 3 stories
- Red brick in common pattern, as well as pressed brick
- Storefront windows wrap entire building; transom windows above



**Morgus Building**  
Secondary Significance; Tax Lot 200

- Built 1912; 2 stories
- Main Street Commercial style
- Central recessed entrance flanked by 2 storefronts with double doors; transom windows above doors and windows



**McCormick Building**  
Secondary Significance; Tax Lot 4500

- Built 1921; 2 stories
- Mixed Use Commercial
- Five-bay front, large storefront windows
- Recessed entries; transom windows
- Central entryway with double-leaf doors



**Hewitt Building**  
Secondary Significance; Tax Lot 7300

- Built 1919; 1 story
- Main Street Commercial style
- Large storefront windows with transom windows above on Cowlitz & First
- Deep entry on Cowlitz (former bodyshop?)



**George Muckle House**  
Secondary Significance; Tax Lot 1800

- Built 1910; 2 1/2 story
- Bungalow style
- Symmetrical three-bay front facade
- Porch piers, foundation of basalt stone
- Full wrap front porch



**325 S 1st St**  
Secondary Significance; Tax Lot 1700

- Built 1909; one story
- Craftsman w/ Classical Details
- Full length porch with four posts
- Truncated hip roof with dormer
- Variety of alterations



**Isbister House**  
Primary Significance; Tax Lot 1600

- Built 1907; 1 1/2 story
- Victorian Cottage style
- Irregular three-bay front; truncated hip roof
- Shed dormers on north and south side
- Variety of alterations



**343 S 1st St**  
Not in Nat'l District; Tax Lot 600/700

# Building Inventory

## Olde Towne St Helens National Historic District

A look at each building as classified



**325 Strand**  
Secondary Significance; Tax Lot 300

- Built 1908; 1 Story
- Commercial style
- Wood frame construction
- Transom windows above entries
- Garage door style entry added



**St Helens Hotel Addition**  
Secondary Significance; Tax Lot 500

- Built 1908; 1 story
- Craftsman Style
- 'L' Shape with bellcast hip roof
- Original entrances removed/altered



**Lope House**  
Primary Significance; Tax Lot 400

- Built 1910; 2 stories
- Vernacular Farmhouse style
- 'L' Shaped with steeply pitched gable roof
- Full length porch with four boxed posts
- Some alterations in the Craftsman style



## References & Resources

- Oregon Historic Preservation Plan, 2005.
- Kentucky Streetscape Design Guidelines for Historic Commercial Districts, Unknown.
- Cannery Row Conservation District, City of Monterey, CA, 2004.
- Downtown Design Guidelines, Dubuque, IA, 2009.
- East Portland/Grand Avenue Historic Design Zone, Portland, OR, 1994.
- Historic District Design Guidelines (Draft), Ann Arbor, MI, 2007.
- Downtown Architectural Design Standards, Redmond, OR, 2006.
- Design Guidelines for Historic Downtown Ripon, Ripon, WI, 2008.
- Downtown Urban Design Guidelines, Boulder, CO, 2002.
- Cottage Grove Downtown Historic Design Guidelines, Cottage Grove, OR, 2007.
- Springfield Historic Design Guidelines, Springfield, OR, 2003.
- Design Standards Downtown Business and Historic Districts, Snoqualmie, WA, Unknown.
- Sense of Place: Design Guidelines for New Construction in Historic Districts, Philadelphia, PA, 2007.
- Architectural Design Guidelines for the Glenview Historic Preservation District, Memphis, TN, 2000.
- Architectural Design Guidelines for the South Main Street Historic Preservation District, Memphis TN, 1998.
- Developing Sustainability Guidelines for Historic District, National Trust for Historic Preservation, 2011

## Funding Mechanisms for the Rehabilitation of Locally Designated Historic Structures

For property owners interested in rehabilitation, securing adequate financial assistance can be an important first step toward the future revitalization of an historic structure. However, the high cost of rehabilitation can be a significant barrier to improvement and can keep larger revitalization efforts from gaining a foothold in the district. In addition, the majority of federal and state supported grants for rehabilitation apply solely to structures listed on the National Historic Registrar and grants from private organizations largely fund non-profits. Still, there are a number of strategies that cities can use to encourage rehabilitation of local primary historic structures in a manner that is consistent with adopted design guidelines. The following describes some of the more common strategies and their basic components.

### Property Tax Abatement

Property tax abatement works to encourage rehabilitation by reducing the tax burden for property owners undertaking a renovation. It works by significantly reducing the property taxes that, under normal circumstances, would be levied against building improvements. The span of time that the abatement is in effect is pre-determined and finite.

### Property Tax Freeze

This strategy “freezes” a property’s assessed value for pre-determined length of time (usually 10 years). Holding property taxes at a given level frees the property owner from paying taxes on any improvements they make to the structure for the duration of the tax freeze. This provides the property owner with time to complete a renovation and begin receiving a return on their investment prior to being taxed at a higher rate. Tax freezes should be put in place before any rehabilitation work takes place.

### Property Tax Credits

One of the most successful historic preservation programs is the Federal Rehabilitation Tax Credit. While not available for structures not listed in the National Historic Registry, the program serves as a model for many state and local tax credit programs. These types of programs offer tax credits (generally 10 to 20 percent of the amount spent on rehabilitation) to property owners.



### Tax Increment Financing (TIF)

TIF is a method for generating extra revenue to be used for a specific project or within a defined district. TIF works by borrowing against future property tax revenues to generate revenue for current projects. Construction and re-development often occur as a result of this increased funding. TIF's are a very popular method for funding redevelopment projects in the US.

### Local Improvement Districts (LID's)

LID's allow property owners to band together around a common cause, such as streetscape improvements or the burying of commercial power lines. In essence, LID's make the most sense for property owners when the perceived benefits of an improvement outweigh the costs. It gives property owners a way to pool their collective resources and facilitate a change. In general, the amount each individual property owner pays toward a given improvement is proportional to the benefits they are likely to receive.

### Urban Renewal Areas (URA's)

The history of Urban Renewal in the US is fraught with legal battles and issues of discrimination. However, despite its past struggles, the use of URA's to improve "blighted" areas remains one of a municipality's most powerful tools. The Portland Development Commission (PDC) uses Tax Increment Financing TIF to fund development projects with URA's.

### Direct Loans and Grants

Cities may also set up special funds to be used to help finance rehabilitation and redevelopment in an historic district. The City of Pendleton has led a very successful façade improvement program through its Urban Renewal Agency that has been used to restore many of its historic district's significant structures.

### Historic Preservation Easements

A preservation easement is a voluntary legal agreement that protects a significant historic, archaeological, or cultural resource. An easement provides assurance to the owner of a historic or cultural property that the property's intrinsic values will be preserved through subsequent ownership. In addition, the owner may obtain substantial tax benefits. ([www.nps.gov/history/hps/tps/tax/easement.htm](http://www.nps.gov/history/hps/tps/tax/easement.htm))

Most funding and grant programs are available for not-for-profit organizations only. Below there are some resource identified for those seeking funding for projects related to privately owned buildings as well.

Programs offered by government agencies and not-for-profit organizations include:

Federal Tax Credits for Rehabilitating Historic Buildings – Main Street Commercial Buildings

Administered by the National Park Service in conjunction with State Historic Preservation Offices (SHPO), the Federal Historic Preservation Tax Incentives program offers a 20% federal tax credit for qualified rehabilitation expenses.

Be sure to check out the comprehensive funding section of the NTHP website - [www.preservationnation.org/resources/find-funding](http://www.preservationnation.org/resources/find-funding)

National Trust Preservation Funds - includes funds that provide two types of assistance to nonprofit organizations and public agencies: 1) matching grants from \$500 to \$5,000 for preservation planning and educational efforts, and (2) intervention funds for preservation emergencies.

Johanna Favrot Fund for Historic Preservation - provides nonprofit organizations and public agencies grants ranging from \$2,500 to \$10,000 for projects that contribute to the preservation or the recapture of an authentic sense of place.

Partners in the Field Challenge Grant for Statewide and Local Partners - transformative challenge grant program to expand preservation field services nationwide. The grant program is a collaboration between the National Trust for Historic Preservation and Statewide and Local Partners, funded by a generous gift from Robert Wilson.

National Trust Loan Fund (NTLF) - more than 35 years of experience in supporting preservation-based community development projects across the country. As a certified Community Development Financial Institution, it has a mission of providing financial and technical resources to organizations that use historic preservation to support the revitalization of underserved and distressed communities.

## Historic Landmarks Commission

### 17.36.020 Historic landmark commission.

- (1) The mayor with council concurrence shall appoint a historic landmark commission, hereinafter the commission, of three members with a demonstrated positive interest, knowledge, or competence in historic preservation to carry out the provisions of this chapter. A majority of the members shall reside within the corporate boundaries of the city of St. Helens. Members shall serve without compensation, but are eligible for reimbursement of expenses related to their service.
- (2) Initial appointments to the commission shall be for terms of one, two, and three years. Subsequent terms of appointment shall be for three years or, in the case of a replacement, for the remainder of the unexpired term. Members shall be eligible for reappointment.
- (3) A simple majority of the seated members shall constitute a quorum to conduct official business.
- (4) A chair and vice-chair shall be elected annually by and from the seated membership. Officers are eligible for reelection.
- (5) The commission shall meet at least twice a year, and as required to conduct business in a timely fashion. Notice of the meetings shall be in accordance with applicable state law. Minutes, applications, staff reports, findings, and decisions of the commission shall be maintained as public records in accordance with applicable state law.
- (6) The commission has the following powers and duties:
  - (a) The commission may adopt and amend by-laws, subject to approval by the city of St. Helens council, to regulate its internal operations.
  - (b) For purposes consistent with this chapter and subject to the approval of the city council, the commission may seek, accept, and expend public appropriations; seek, accept, and expend grant and gift funds; cooperate with public and private entities; and employ clerical and expert assistance.
  - (c) The commission may undertake to inform the citizens of, and visitors to, the city of St. Helens regarding the community's history and prehistory; promote research into its history and prehistory; collect and make available materials on the preservation of historic resources; provide information on state and federal preservation programs; document historic resources prior to their alteration, demolition, or relocation and archive that documentation; assist the owners of historic resources in securing funding for the preservation of their properties; and recommend public incentives and code amendments to the city council.
  - (d) The commission may develop and publish, or adopt, written and graphic guideline and example materials to clarify the criteria in this chapter and to assist applicants in developing complete and viable applications.
  - (e) Employing the procedures and criteria in SHMC 17.36.025, the commission shall periodically identify and evaluate the historic resources of the city of St. Helens and maintain an inventory of historic resources. At such time as surveys are being conducted, owners of the subject properties shall be notified and invited to provide comment and input.
  - (f) Employing the procedures and criteria in SHMC 17.36.030, the commission shall recommend to the city council revisions (i.e., adding or deleting properties) to the Designated Landmarks Register and/or comprehensive plan as needed.
  - (g) Employing the applicable procedures and criteria of this chapter, the commission shall review and act upon applications for the alteration, relocation, or demolition of designated landmarks and historic resources of statewide significance.
  - (h) The commission shall advise and make policy recommendations to the city council and the planning commission on matters relating to historic preservation; and shall make an annual report, in writing, to the city council on its activities and expenditures during the preceding 12 months, and its projected activities and expenditures for the following 12 months.
  - (i) The commission shall make recommendations for architecture character review pursuant to SHMC 17.32.170(7). (Ord. 3144 § 2 (Att. A), 2011; Ord. 3084 § 3, 2008)

## Olde Towne St Helens Zoning

### 17.32.170 Olde Towne St. Helens – OTSH.

(1) Purposes. The OTSH zone is intended to provide an innovative and flexible zoning category that may be used to implement the St. Helens comprehensive plan economic goals and policies and the strategic plan goals and policies for economic development. The strategy is to provide opportunities for traditional neighborhood design and mixed residential and commercial uses in redeveloping Olde Towne areas. The OTSH zone is designed to preserve and revitalize older developed areas, by eliminating nonconformities, providing for more mixed use development in individual buildings, and other more flexible development regulations which acknowledge the developed nature of the properties involved. The OTSH zone also allows for the establishment of special design and aesthetic standards for development, consistent with a community plan for redevelopment, preservation, and conservation. The location for the establishment of this Olde Towne St. Helens zone shall be targeted for existing developed areas, such as the existing commercial downtown, which could benefit from revitalization in the form of specific long-range planning, mixed uses and innovative development options and community improvement programs. The land use designations absorbed by the OTSH zone include general commercial (GC), mixed use (MU), apartment residential (AR), and public lands (PL).

(2) Uses Permitted Outright. In the OTSH zone, the following uses are permitted outright, subject to the modifications to development standards and conditions as specified herein and all other applicable provisions of this code as noted under additional requirements.

- (a) Historic residential structures with or without any auxiliary dwelling unit per Chapter 17.128 SHMC.
- (b) Residential Above Nonresidential Permitted Uses.
  - (i) Dwelling, single-family.
  - (ii) Dwelling, duplex.
  - (iii) Dwelling, townhouse.
  - (iv) Dwelling, multifamily.
  - (v) Other residential uses as per ORS Chapter 443.
- (c) Public and institutional uses.
- (d) Amphitheater public uses.
- (e) Historical and cultural exhibits.
- (f) Education and research facilities.
- (g) Library services.
- (h) Government administrative facilities/offices.
- (i) Lodge, fraternal and civic assembly.
- (j) Parking lots, public.
- (k) Public facilities, minor.
- (l) Public facilities, major.
- (m) Public or private park.
- (n) Public or private recreation facilities.
- (o) Public or private schools/colleges.
- (p) Public safety and support facilities.
- (q) Artisan workshops.
- (r) Art studios, galleries.
- (s) Amusement services.
- (t) Bars.
- (u) Bed and breakfast facilities.
- (v) Business and personal services, such as barber shops, beauty shops, tailors, laundries, printing, and locksmiths.
- (w) Eating and drinking establishments – all (e.g., restaurant, diner, coffee shop).
- (x) Offices – all (e.g., medical, business or professional).
- (y) Financial institutions.
- (z) Hardware stores, without outdoor storage.
- (aa) Health and fitness clubs.
- (bb) Hotels or motels.
- (cc) Kiosks.
- (dd) Pawn shops.
- (ee) Pet shop and supplies.
- (ff) Repair and maintenance facilities/shops for permitted retail products.
- (gg) Rental centers.
- (hh) Residential storage facilities (in conjunction with three or more dwelling units).
- (ii) Retail sales establishments – all.
- (jj) Small equipment sales, rental and repairs facilities/shops, without outside storage.
- (kk) Theaters, indoors.

- (ll) Trade and skilled services without outdoor storage, such as plumbing, HVAC, electrical, and paint sales/services facilities/shops.
- (mm) Type I and II home occupation in dwelling unit above nonresidential permitted uses.
- (nn) Used product retail (e.g., antique dealers, secondhand dealers, flea markets).
- (oo) Veterinary medical services, without outdoor facilities for animal housing.
- (pp) Transient housing.
- (qq) Watercraft sales, rental, charters, without outdoor storage.

(3) Conditional Uses. In the OTSH zone, the following conditional uses may be permitted upon application, subject to provision of Chapter 17.100 SHMC and other relevant sections of this code.

- (a) Auction sales, services and repairs.
- (b) Broadcast facilities without dishes over 36 inches or transmitter/receiver towers.
- (c) Bus and train stations/terminals.
- (d) Business with outdoor storage (those businesses permitted in permitted uses).
- (e) Child care facility/day nursery.
- (f) Drive-up businesses and services (including those associated with food sales, pharmacies and such).
- (g) Funeral homes.
- (h) Hospitals, clinics, nursing homes, and convalescent homes.
- (i) Laundromats and dry cleaners.
- (j) Religious assembly excluding cemeteries.
- (k) Parking lots/facilities, private.

(4) Standards Applicable to All Uses. In the OTSH zone, the following standards and special conditions shall apply and shall take precedence over any conflicting standards listed in this code.

- (a) The maximum building height shall be 45 feet. Building height limitations of SHMC 17.68.040, Building height criteria for scenic resources, do not apply to properties zoned OTSH.
- (b) The maximum lot coverage including all impervious surfaces shall be 90 percent; provided, however, for new construction or existing legally constructed buildings seeking new or revised development approvals, lot coverage may be increased up to 100 percent by payment of a lot coverage fee established by resolution of the city council. The lot coverage fee shall be deposited into the Olde Towne St. Helens community capital improvement account to offset loss of landscaping in the OTSH zone.
- (c) There is no minimum of lot size requirement.
- (d) No minimum setback requirements applicable to all uses except for as required in Chapter 17.64 SHMC.
- (e) The maximum front yard setback shall be zero feet. The maximum setback may be increased with the condition that 100 percent of the increased setback is used for pedestrian amenities with the building use, such as patio dining for restaurant, sidewalk cafe, plaza, or courtyard.
- (f) Interior or Side Yard Setbacks. New buildings containing any nonresidential use abutting residential districts require one foot of setback for each foot of building wall height on the side abutting the residential zone, with a minimum setback of 10 feet. For yards abutting other nonresidential districts, no setback is required, subject to building code requirements.  
Note: Where the OTSH zone abuts a residential zone and the uses are more than 30 feet above the proposed commercial use, then the height of the topography counts as part of the setback, e.g., 35-foot bluff behind a commercial building is same as 35-foot setback on that side.
- (g) Rear Yard Setbacks. New buildings containing nonresidential uses abutting residential districts require one foot of setback for each foot of building wall height with a minimum setback of 10 feet (see above note). For yards abutting other nonresidential districts, no rear setback is required, subject to building code requirements.
- (h) The minimum lot width at the street and building line shall be 20 feet.
- (i) The minimum lot depth shall be 50 feet.
- (j) Minimum open space shall be 10 percent, except when the lot coverage fee is paid as per subsection (4)(b) of this section.
- (k) No maximum building size.
- (l) No additional or new on-site parking is required for sites with existing development footprint coverage in excess of 50 percent of the site area (change of use or remodeling without a change to the existing footprint of existing development are also exempt).
- (m) Except for subsection (4)(l) of this section, new development shall meet required on-site parking requirements with credit, on one-for-one basis of parking spaces in rights-of-way abutting the site. On-street parking (in rights-of-way) shall be based upon parallel parking, or existing; fractions do not count. Moreover, parking standards shall be for normal sized vehicles, for the purpose of the parking credit.
- (n) New development can buy out of on-site parking requirements by paying into the OTSH community capital improvement account (a fund shall be designated for future OTSH located parking facilities) in an amount set by city council in a resolution.

(5) Special Conditions Permitted and Conditional Uses.

- (a) All new construction and any changes to the exterior of structures within this district shall maintain the character of the existing buildings so that the heritage character remains (e.g., new-age architecture would not fit the heritage character while the lap-siding look or brick look with cornices and old style windows and doors should fit the character of the area).

## (b) Residential Uses.

- (i) Except for historic residential structures (listed in city's comprehensive plan and/or registered and recognized by the state or federal government), residential use is prohibited on the first floor of any building in the OTSH zone.
- (ii) There is no minimum lot size requirement for residential use above permitted nonresidential uses.
- (iii) Residential density above permitted uses shall be based on the standard of one dwelling unit for each full 500 interior square feet of non-residential use provided. Outdoor dining areas and similar permitted outdoor uses may only be included in the calculation when such areas are not located within a right-of-way.

## (c) Outdoor storage of goods and materials must be screened.

(d) Outdoor display of goods and materials for retail establishments is permitted on private property in front of the retail establishment, provided such displays do not block safe ingress and egress from all entrances, including fire doors. In addition, outdoor display goods and materials shall be properly and safely stored inside during non-business hours. No outdoor display may block safe pedestrian or vehicular traffic. Outdoor displays shall not encroach in public rights-of-way, including streets, alleys or sidewalks, without express written permission of the city council.

(e) Kiosks may be allowed on public property, subject to the approval of a concession agreement with the city.

## (6) Additional Requirements.

(a) Residential Density Transition. The residential density calculation and transition provisions of Chapter 17.56 SHMC shall not apply to the OTSH zone for residential uses above permitted uses. Densities are determined for residential uses by the formula in subsection (5)(b)(iii) of this section.

(b) Overlay district Chapter 17.148 SHMC, Planned Development, shall not apply to the OTSH zone.

(c) The visual clearance area requirements of Chapter 17.76 SHMC do not apply to the OTSH zone.

(d) Chapter 17.40 SHMC, wetland and riparian corridor. The wetland and riparian corridor protective measures of Chapter 17.40 SHMC apply and are in full force and effect in the OTSH zone except as modified herein:

(i) The provisions of this section control over the provisions of Chapter 17.40 SHMC.

(ii) Pursuant to SHMC 17.40.020(2), the director may waive the EA or statement requirements of the ordinance if the request is for a sensitive lands permit to place pedestrian paths, lighting fixtures or other amenities (such as public art), or other passive recreational improvements on public land or on lands to be conveyed to a public entity.

(iii) The exemption in SHMC 17.40.035(1)(l) is clarified to specifically contemplate shoreline stabilization and hardening measures to protect state, city, county, or other publicly owned lands, or interests or lands or interests to be acquired by public entities. Such project may also include associated boardwalks or pedestrian paths or walks within the protection zone, provided said paths, boardwalks or walks utilize materials or are so constructed so as to reduce unnecessary impervious area.

(e) Chapter 17.44 SHMC, Sensitive Lands, applies to the OTSH zone, except as modified herein:

(i) The provisions of this section control over the provisions of Chapter 17.44 SHMC.

(ii) Pursuant to SHMC 17.40.020(2), the director may also waive the EA or statement requirements of the ordinance if the request is for a sensitive lands permit to place pedestrian paths, lighting fixtures or other amenities (such as public art), or other passive recreational improvements on public lands or on lands to be conveyed to a public entity.

(f) Supplemental Provisions Chapters. These standards shall apply except as modified herein:

(i) Chapter 17.52 SHMC, Environmental Performance Standards;

(ii) Chapter 17.56 SHMC, Density Computations;

(iii) Chapter 17.60 SHMC, Manufactured/Mobile Home Regulations;

(iv) Chapter 17.64 SHMC, Additional Yard Setback Requirements and Exceptions;

(v) Chapter 17.68 SHMC, Building Height Limitations – Exceptions;

(vi) Chapter 17.72 SHMC, Landscaping and Screening;

(vii) Chapter 17.76 SHMC, Visual Clearance Areas;

(viii) Chapter 17.80 SHMC, Off-Street Parking and Loading Requirements;

(ix) Chapter 17.84 SHMC, Access, Egress, and Circulation;

(x) Chapter 17.88 SHMC, Signs;

(xi) Chapter 17.96 SHMC, Site Development Review;

(xii) Chapter 17.100 SHMC, Conditional Use;

(xiii) Chapter 17.104 SHMC, Nonconforming Situations;

(xiv) Chapter 17.108 SHMC, Variance;

(xv) Chapter 17.116 SHMC, Temporary Uses;

(xvi) Chapter 17.120 SHMC, Home Occupations;

(xvii) Chapter 17.124 SHMC, Accessory Structures;

(xviii) Chapter 17.132 SHMC, Tree Removal;

(xix) Chapter 17.136 SHMC, Land Division – Subdivision;

(xx) Chapter 17.140 SHMC, Land Division – Land Partitioning – Lot Line Adjustment;

(xxi) Chapter 17.144 SHMC, Expedited Land Divisions;

(xxii) Chapter 17.148 SHMC, Planned Development;

(xxiii) Chapter 17.152 SHMC, Street and Utility Improvement Standards.

(xxiv) Chapter 17.36 SHMC, Historic Sites and Overlay District.

(7) Architectural Character Review.

(a) The historic landmarks commission as established by Chapter 17.36 SHMC shall advise the approving authority on the character of permanent exterior architectural changes to all buildings within the OTSH zone that are not designated landmarks or historic resources of statewide significance as defined and otherwise governed by Chapter 17.36 SHMC.

(b) The historic landmarks commission shall make a recommendation to the approving authority as to whether the commission believes any proposed permanent exterior architectural changes to buildings, including new construction, per subsection (7)(a) of this section fit in with their overall perception as to the character of the other buildings and structures in the OTSH zone. Such recommendation shall be prior to any such applicable decision being made, including but not limited to limited land use decisions of the planning commission or director, and other authorizations of the director such as building permit approval. (Ord. 3144 § 2 (Att. A), 2011; Ord. 3043 § 2, 2007; Ord. 2875 § 1.080.170, 2003)

# Memorandum



**To:** St Helens Planning Commission  
**From:** Formworks Planning Group  
**Date:** April 12, 2011  
**Re:** Development of Design Guidelines in Olde Towne St Helens Process

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## Introduction

This memorandum's purpose is to demonstrate the process used by Formworks Planning Group in their research and development of historic design guidelines for Olde Towne. The following provides a brief background on the current issues and city policy that pertain to development in Olde Towne, as well as the approach used by Formworks to meet city goals and citizen desires for the historic district.

## Background

The City of St Helens Comprehensive Plan stipulates that a design review be conducted prior to any new construction or façade improvement to existing structures/parcels in the Olde Towne (OTSH) zone (Policy 19.12.070). Currently, the Historic Landmarks Commission (HLC) conducts this site design review. However, the HLC are not equipped with objective and publicly vetted design standards to aid with judging the merits of a proposed design and its potential effects on the Olde Towne community. This lack of objective process introduces a high level of uncertainty and potential for bias in the design review procedure.

In addition, the adjacent Boise Cascade parcel, currently zoned Heavy Industrial and located immediately south of historic Olde Towne, has the potential to be rezoned and developed in accordance with the Comprehensive Plan and Waterfront Development Plan (pending). This parcel, which abuts the only deep-water port in the area, has historically played an important role as an industrial employment node. Despite its impressive past, the present state of the site is largely vacant and woefully under utilized. The pending Waterfront Development Plan attempts to mitigate this issue by including the Boise Cascade site in a zoning overlay that will ensure its future development ties in with the surrounding Olde Towne district. Should interest in the redevelopment of this site begin this overlay will require development on the parcel to meet the same design standards as that of Olde Towne—effectively connecting the two areas in a positive and meaningful way.

For these reasons the City is interested in adopting design guidelines for new construction and capital improvements to existing structures, which meet the following identified goals:

- Preserve the integrity of individual historic structures found throughout the OTSH area;
- To protect the sense of time and history conveyed by the collection of historic buildings in the OTSH area;
- To protect property values and investments within the HR Zone;
- To retain a small town image and atmosphere;
- To encourage economic investment and development within the OTSH area.

As per Comprehensive Plan Policy 19.12.070: Commercial Development

(2) Improve the general appearance, safety and convenience of commercial areas by encouraging greater attention to the design of buildings, parking, vehicle and pedestrian circulation, and landscaping **through a site design review procedure.**

In general, the purpose of a design review is to preserve the historic resources in the St Helens community and to promote new construction that is in character with the existing structures, both in scale and appearance. Current economic conditions have created opportunities for potential property investment by speculators and developers. Creation of design guidelines will prevent outside interests from corrupting the sense of community and history in the OTSH area and will guide future growth in a manner that is consistent with the community's overall vision for the historic Olde Towne St Helens district.

## Approach

Formwork's approach to the development of design guidelines involves community outreach (Policy 19.08.010: Citizen Involvement), transparency, and collaboration with local officials, community leaders, and various committees/commissions. Using the St Helens Comprehensive Plan as guidance, Formworks Planning Group gave special regard to the economic goals and policies (Policy 19.08.020) for commercial development (Policy 19.12.070) to do the following:

1. Developed a website to host project information and educate the public about design guidelines ([www.sthelensdesign.com](http://www.sthelensdesign.com))
2. Hosted an online and phone survey to gauge citizen interest and solicit ideas/suggestions in an anonymous format that allowed for candid responses
3. Consulted with area professionals comprising a Technical Advisory Group that included architects, developers, public coordination experts, practicing consultants, historic preservationists, and scholars
4. Sent postcards to the business and property owners directly affected by design guidelines being instated in the OTSH zone
5. Called business owners directly to have them answer questions and to encourage their attendance at future public Open Houses
6. Posted signs and dropped off postcards with information about the Open Houses (3/31 and 4/2) at various local businesses



7. Collaborated with local media outlets to distribute information about the project and garner interest in the Open Houses (Note: articles published).
8. Talked with local business owners - sharing information about/garnering support for Open Houses, leaving postcards at businesses for distribution when possible
9. Hosted two public, community events at Plantation House including:
  - Educational materials/posters,
  - A visual preference survey that allowed community members to share their ideas and preferences for design in the OTSH area,
  - A format for sharing concerns and ideas with Formworks consultants,
  - The ability to ask questions and learn about potential impacts of design guidelines,
  - A short form survey based on online survey questions,
  - Survey results collected to date.
10. Returned preliminary findings to members of Technical Advisory Group, and began work on next phase finding to present to the City of St Helens in creating OTSH Design Guidelines.

## Conclusion

The approach used by Formworks clearly demonstrates a robust public process with a strong focus on community input. The findings from this process are presented in a second memo that elaborates on the input we heard, and explains its significance. In the second phase of the project we will once more bring the community together to help decide on the level of restriction and permission inherent in the draft design guidelines. This step will provide Formworks with the input needed to make final design guideline recommendations for the Olde Towne district.

# Memorandum



**To:** St Helens Planning Commission

**From:** Formworks Planning Group

**Date:** April 12, 2011

**Re:** Development of Design Guidelines – Survey and Outreach Results

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## Introduction

This memorandum documents the preliminary findings of outreach events and processes that have been conducted in the St Helens Community during the first portion of the Formworks project. The objective of the Formworks project is to create meaningful and adoptable design guidelines for the historic district in Ole Towne St Helens (OTSH) and thus, community input and participation is a critical element. Ensuring that the concerns, ideas and perspectives are heard, considered and incorporated is essential to developing guidelines that will be accepted by the community. Detail in regard to outreach methodology is included in the memo titled *Memorandum Development Process*.

## Preliminary Findings

Two Community Open Houses involving a visual preference survey and sixty-one survey responses have begun to create a compelling sense for what is important to St Helens residents in regard to OTSH and community dynamics in general. These findings fall into the general categories of Social Capital, Finance and Incentives, Capital Improvements, and Regulation.

*Social Capital:* Based on the notion that the potential for change in a community increases when citizens are engaged and motivated toward common goals. The responses we received via survey participant's open ended questions and in-person interviews posed several opportunities for citizen engagement, including:

- Student Engagement: school participation in downtown beautification projects (tiles mosaic trashcans, planted boxes, easy paint improvements).
- Business Owner Cooperation and Collaboration: businesses supporting common goals and events.
- City/Business Collaboration: in the form of incentive programs, tax abatements, business assistance, encouragement and support.
- Business/Building Owner Collaboration: rent abatement, improved property maintenance and improvements, more attractive rent prices.

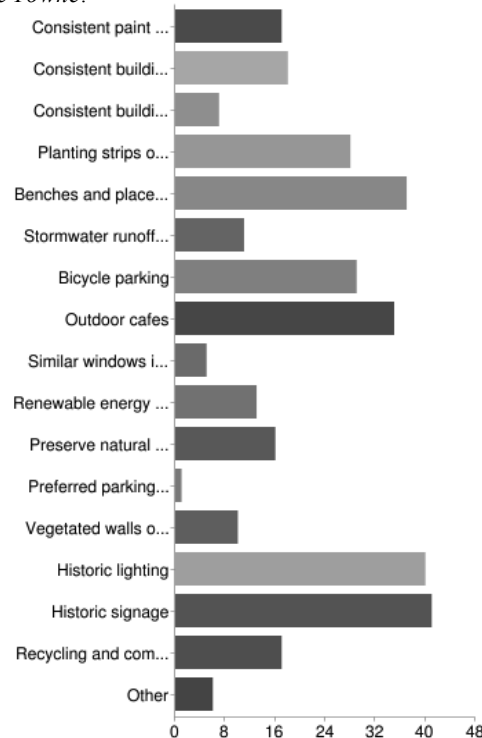
**Financing and Incentives:** The goal of this set of questions was to gauge the level of acceptance of design regulation and perspective of economic impacts and requirements of local improvements and investment. Findings suggested there is opportunity and interest in the following:

- Business incentives
- Tax abatements
- Small Business financing

**Capital Improvements:** The survey as well as in-person interviews included a number of questions in regard to landscape features, streetscape and public amenities common to historic districts in the region. The features with the most community interest include interest in the following:

- Benches
- Planter boxes or strips
- Bicycle Parking
- Historic Lighting
- Historic Signage
- Signage guidelines for existing businesses
- Consistent building materials
- Buried power lines
- Solar Panels
- Preferred parking for fuel efficient or electric vehicles
- Signs throughout St Helens directing traffic/people to the historic district and waterfront
- Fresh paint on businesses

Figure 1: *What types of design elements do you feel would fit in Olde Towne?*



**Regulation:** Design guidelines have been a successful economic development tool in many communities across the United States – especially those that are registered Historic Districts. In order for Olde Towne to realize this valuable asset, clear and objective standards need to be developed to guide decision-making. We've asked the community a series of questions to gauge their level of acceptance to regulation within the district. Just 7 of the 61 (11.4%) of the respondents indicated that they felt design guidelines would be restrictive and 52% of the respondents associate increased property values with the concept of historic design guidelines. Additional regulatory measures that may accompany design guidelines include:

- Enforcement of city ordinance
- Regulation of buildings to permitted uses

7. Collaborated with local media outlets to distribute information about the project and garner interest in the Open Houses (Note: articles published).
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# Physical design and reinvestment

Design guidelines are one pillar of an overall reinvestment strategy

Design guidelines are an important part of **preparing for** and **directing positive growth**. Guidelines often translate into **quality repurposing of historic structures**, and new buildings that fit into the **traditional design** of an area. This translates into more complete districts that serve an increased tourism and neighborhood base.



◀ **Reinvestment strategies** often encompass design guidelines, to help direct positive infill and redevelopment, as well as provide guidance and advice for adaptive reuse of historic structures.

**In addition**, the design pillar of the Main Street program also includes the urban elements of the district, such as lighting, planters, banners, vacant storefront art interventions (as pictured), and other public-private investment opportunities for beautification.

Design guidelines are one of the four pillars of the National Trust for Historic Preservation “Main Street Approach®” — a strategy being discussed separately in St Helens.

- 1 Organization** involves building a Main Street framework that is well represented by business and property owners, bankers, citizens, public officials, chambers of commerce, and other local economic development organizations. Everyone must work together to renew downtown. A strong organization provides the stability to build and sustain a long-term effort.
- 2 Promotion** creates excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.
- 3 Design** takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays, and promotional materials. Its aim is to stress the importance of design quality in all of these areas, to educate people about design quality, and to expedite commercial improvements. Historic preservation is an important part of the design work plan, but far from the only component.
- 4 Economic Restructuring** strengthens existing economic assets while diversifying the economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, converting unused or under utilized space into productive property, sharpening the competitiveness and merchandising skills of business people, and attracting new businesses the market can support.

Creation of design guidelines through this project would fulfill this pillar of the Main Street Approach.

[sthelensdesign.com](http://sthelensdesign.com)

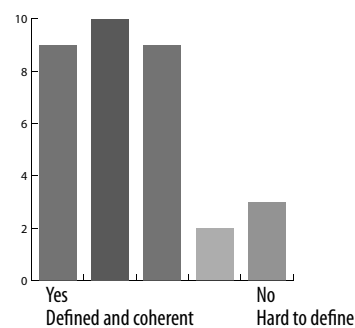


# Survey Results

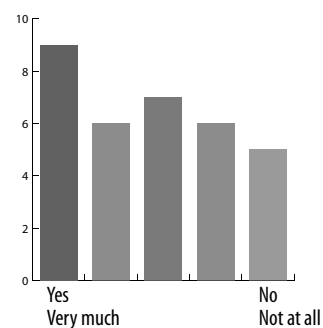
## What we heard

In early March we invited property, business, and community members to participate in a survey about Olde Towne. The survey was designed to find out how people felt about Olde Towne, their ideas and feelings about design guidelines, and how connected they feel to the area.

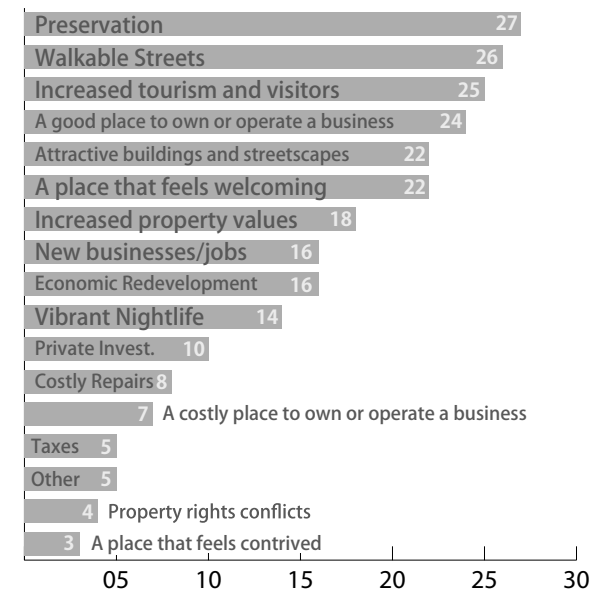
Do you feel Olde Towne has a unique character?



Do you think Olde Towne has a cultural identity?



What do you associate with areas that use "historic design guidelines"?

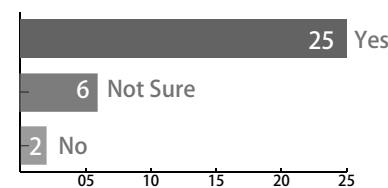


## What do you think?

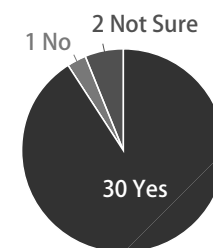
The survey was distributed via postcard to every business and property owner in Olde Towne, in addition to hand distributed throughout St Helens. If you didn't have an opportunity take the survey, we invite you to do so now at your table.



Should the city encourage lot-layout, building design, sizes, and setbacks of buildings that fit the traditional development of Olde Towne?



Should the City ensure that the historic and scenic character of Olde Towne is preserved?

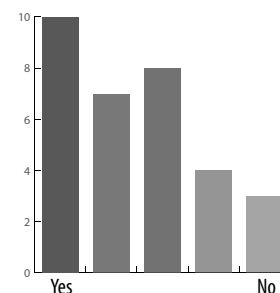


## Visions of Olde Towne

The 2020 St Helens Vision Statement outlines a few key goals for Olde Towne, and we wanted to know how well people thought those goals matched their own vision.

"The Olde Towne area has been revitalized with historic building restorations and construction of new buildings in a manner consistent with the area's historic character. To assure that development proceeds in a manner consistent with community goals, architectural and planning design standards have been created by the City." — EXCERPT, ST HELENS 2020 VISION

Does this vision of Olde Towne match your own vision?



**"The Olde Towne area needs a theme that reflects the history of the area yet meets current building standards..."**

**"We have several stores downtown that are not open for business it would be nice if they could clean up the windows so even though they are not in business they are attractive."**

**"[design solutions for Old Towne] Relatively inexpensive restoration solutions like awnings where appropriate, vertical signage in a historic style, more trees and other plantings (visual)."**

Selected Responses

[sthelensdesign.com](http://sthelensdesign.com)



# Design Guidelines in Olde Towne

## About

Design guidelines provide clear and consistent advisory guidance for property owners as well as the City on what the community feels are important design aspects of a historic district. Promoting the traditional building designs of a historic district is not necessarily about nostalgia or preserving one type of design style. Rather, it's about taking some of the design principles the community sees as important and interpreting those into new building and renovations.

This project is a 20-week exploration of these design principles and elements. The final outcome will be a set of community-created advisory guidelines for the City and property owners in Olde Towne.

## Project process

JAN	FEB	MARCH	APRIL	MAY	JUNE
RESEARCH/DATA COLLECTION Survey, interviews; findings from other communities					
		OPEN HOUSE 4/31	OPEN HOUSE 5/2		
			COMMUNITY WORKSHOP 5/21		
			Council Chambers 5-7PM	FINDINGS Refining what we've heard	APPROVAL of Planning Commission
				Council Chambers TBA	



[sthelensdesign.com](http://sthelensdesign.com)

## At a glance



**Design guidelines only apply to the exterior of buildings**  
Guidelines only affect the street facing part of a building, to create a more visually continuous and pedestrian friendly experience that reflects the traditional design of a place. Guidelines would apply to new construction and some exterior alterations, depending on extent.

◀ **Bellingham, WA:** To accommodate a new climbing wall, this YMCA expanded into an abutting smaller historic structure, while retaining that structures original facade and windows. The new glass atrium is set back from both buildings to remain unobtrusive and incidental.



**Guidelines provide clear guidance**  
Design guidelines provide property owners and the City with clear, objective standards for which to base design decisions upon. This provides a processes which is more fair and not based on personal preference or taste. The current process of design review in Olde Towne has no formal written guidance.

◀ **Bellingham, WA:** When Key Bank purchased this corner lot, they proposed a glass and concrete structure, set back from the street. After much criticism, Key worked with the community to meet the City design guidelines to develop a more traditional and fitting structure.



**Guidelines help conserve heritage and increase return on investment**  
Olde Towne offers an attractive atmosphere because many of the historical and culturally significant structures are still utilized or standing today. New structures in Olde Towne would enhance these assets by encompassing some of the character defining features seen in existing development. These features would complement all development in the district, ensuring everyone's investment in historic renovation and conservation is enhanced.

◀ **Fairhaven District, WA:** These 2 new structures (left) were built adjacent to a rehabilitated historic structure (far right). Utilizing some traditional building designs, the designers were able to compliment the nearby historic structure and create a harmonious design.



**One size does not fit all**  
Design guidelines do not come in a box, and every community is different. Guidelines can be intricate and detailed, or vague and general, depending on the values and vision of the community. Overall, they provide a framework for investment in which the traditional character of Olde Towne is enhanced, while accommodating new growth and revitalization.

◀ **Does this infill work for you?** Design guidelines usually come about well after a major infill project has begun, changing the atmosphere within a historic district. Therefore it's prudent to think about design guidelines well before any new development comes about.

## Creation

Successful guidelines are found in communities that have had a hand in creating the guidelines and setting goals for the way they want to see their historic districts grow.

This project seeks to involve the community in a meaningful way by gauging what aspects of design the public find to be most important to the character of Olde Towne.

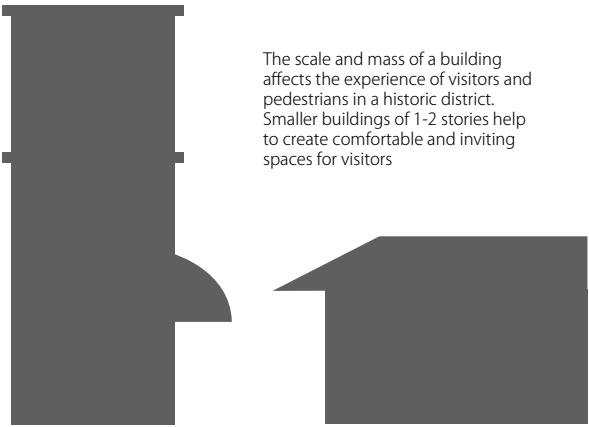


# Elements of design

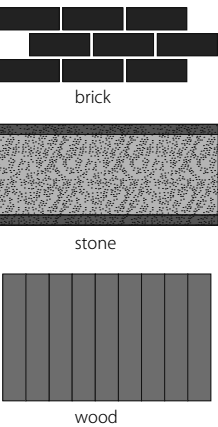
## Character defining features

Determining the character defining features of Old Towne is an important step in creating design guidelines. Once identified, the community can decide the best way to preserve those elements, and determine how new developments can incorporate them. In this poster, we examine some of the elements that make historic districts unique.

### Scale & Form

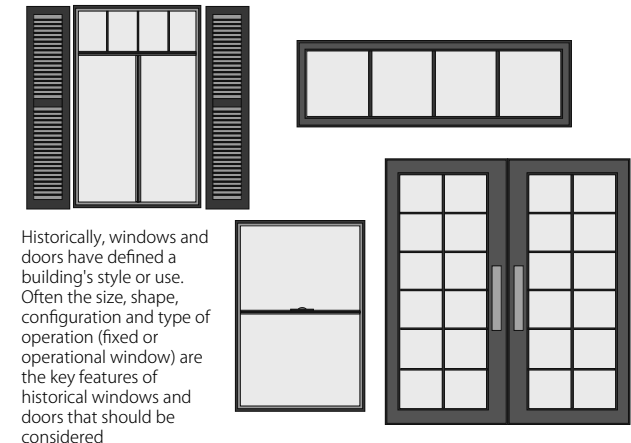


### Materials

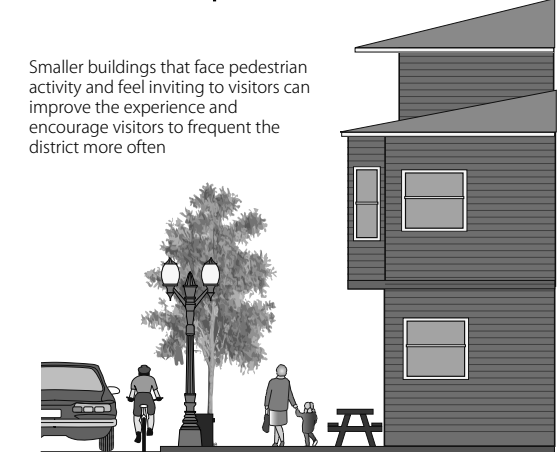


Natural building materials, such as wood, brick, and stone are consistent with the types of materials that were available to the artisans and architects of our historic structures. New structures can best mimic the texture and feel of traditional buildings by incorporating these kinds of materials. All of these materials can be found in abundance in Old Towne St Helens

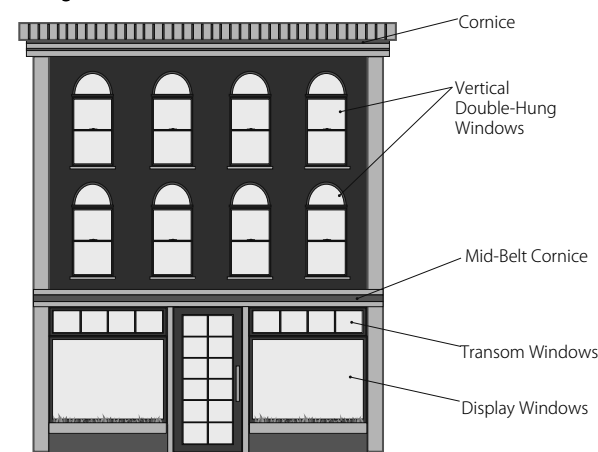
### Windows & Doors



### Streetscape +Setback



### Façade/Storefront



### Pedestrian Amenities

