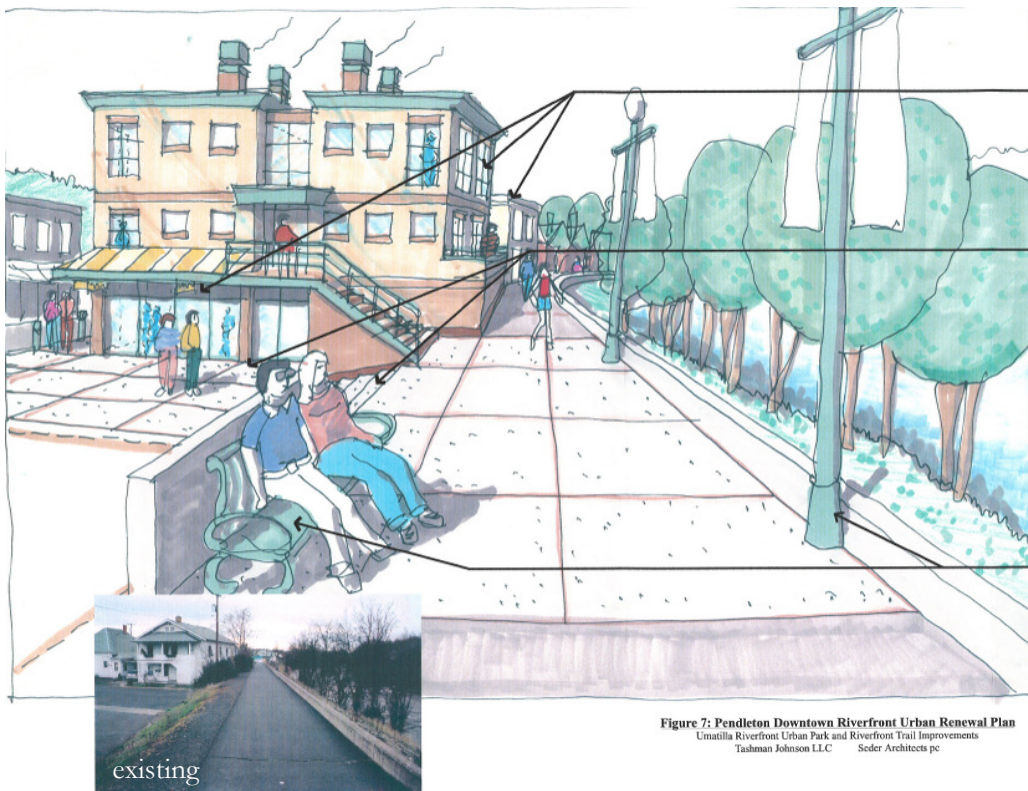


CITY OF PENDLETON

# RIVER QUARTER

## ENHANCEMENT PLAN



**Encourage** development that takes advantage of the narrow lots, Court Avenue frontage, Umatilla River views, and second level access to future businesses and residences from the River Walk

**Create** River Walk access points at dead-end streets. Accesses will include stairs and ADA ramps from Court Avenue to the River Walk

**Provide** additional pedestrian amenities such as benches, lights, and perhaps public art

Figure 7: Pendleton Downtown Riverfront Urban Renewal Plan  
Umatilla Riverfront Urban Park and Riverfront Trail Improvements  
Tahaman Johnson LLC Seder Architects pc

*"We shape our buildings, and thereafter our buildings shape us."  
-Winston Churchill*

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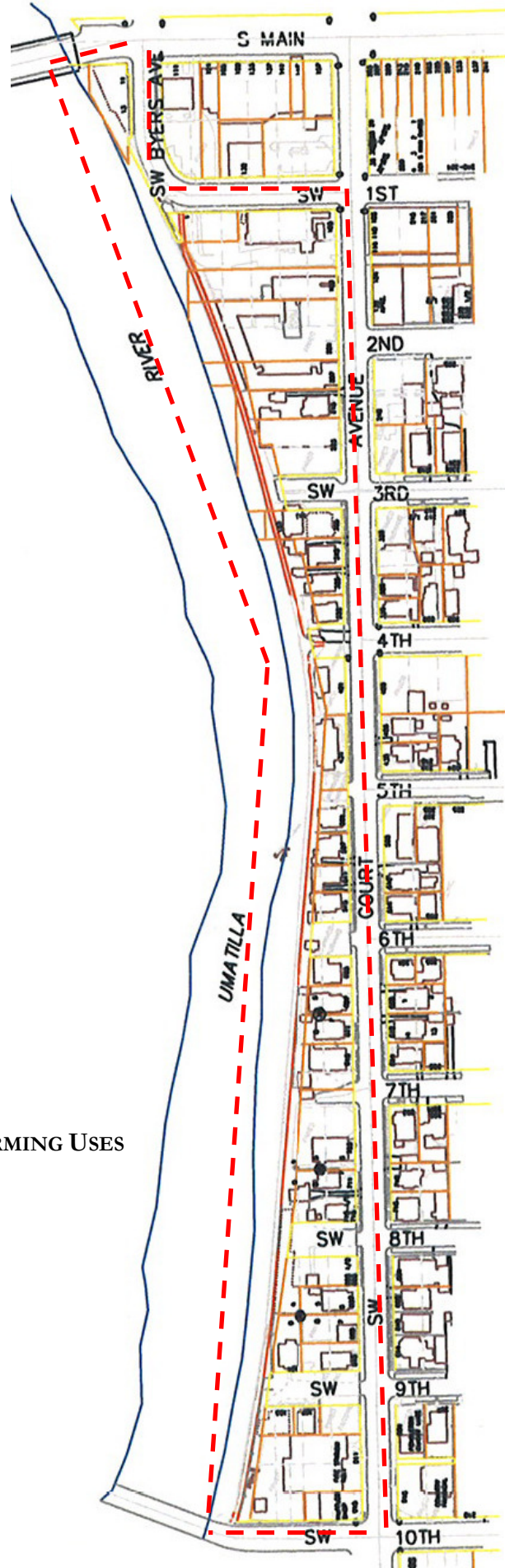
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**ARTICLE 1. GENERAL TO THIS PLAN**

**1.1 AUTHORITY**

- 1.1.1 The action of the City of Pendleton, Oregon in the adoption of this Plan is authorized under the Oregon Constitution, Article XI, Section 2; and the Pendleton City Charter, Article VII, Sections 35 - 37.
- 1.1.2 This Plan was adopted as one of the instruments of implementation of the public purposes and objectives of the adopted Urban Renewal Plan.
- 1.1.3 This Plan was adopted to promote the health, safety and general welfare of the City of Pendleton, Oregon and its citizens, including protection of the environment, conservation of land, energy and natural resources, reduction in vehicular traffic congestion, more efficient use of public funds, health benefits of a pedestrian environment, historic preservation, education and recreation, reduction in sprawl development, and improvement of the built environment.
- 1.1.4 This Plan was specifically adopted to maximize access to and use of the River Walk and the Umatilla River, and to ensure that new development fosters rather than hampers access to and use of these resources.
- 1.1.5 This Plan was specifically adopted to create a pedestrian-friendly environment, and to encourage pedestrian traffic between downtown Pendleton and the Round Up grounds.
- 1.1.6 This Plan was adopted and may be amended according to the applicable standards contained in the City of Pendleton Comprehensive Plan and implementing ordinances.

**1.2 APPLICABILITY**

- 1.2.1 This Plan is a Regulating Plan for the area within its geographic boundary.
- 1.2.2 Provisions of this Plan are activated by “shall” when required; “should” when recommended; and “may” when optional. Language and tables, using “encouraged” and “discouraged” features, is intended to be followed but is not mandatory.
- 1.2.3 The provisions of this Plan, when in conflict, shall take precedence over those of other codes, ordinances, regulations and standards except applicable provisions set forth in the Oregon Specialty Codes.
- 1.2.4 The existing Zoning, Subdivision and related development Ordinances (the “Existing Local Codes”) shall continue to be applicable to issues not covered by this Plan except where the existing local ordinances would be in conflict with Article 2 Intent. In the case of conflicting or duplicitous local code, those of this Plan shall take precedence.
- 1.2.5 Capitalized terms used throughout this Plan may be defined in Article 7 Definitions of Terms. Article 7 contains regulatory language that is integral to this Code. Those terms not defined in Article 7 shall be accorded their commonly accepted meanings. In the event of conflicts between these definitions and those of the Zoning Ordinance, those of this Plan shall take precedence.
- 1.2.6 The diagrams and illustrations in this plan should be considered guidelines, with the exception of those in Section 4.3, which are legally binding.
- 1.2.7 Where in conflict, numerical metrics shall take precedence over graphic metrics.



**1.3 AREA**

1.3.1 The River Quarter is the area bounded by the Umatilla River on the north and the first parallel public street immediately south. The River Quarter is comprised of three sub-districts:

- 1) Central: the area bound by SW 10<sup>th</sup> Street on the west, Main Street on the east and Court/Byers Avenue on the south.
- 2) Western: the area bound by SW 10<sup>th</sup> Street on the east and the Westgate Bridge on the west. Court Avenue/Westgate shall be the southern boundary until or unless a different boundary is agreed upon through future planning efforts.
- 3) Eastern: the area bound by Main Street on the west and the eastern border of the Urban Renewal District. The first street south of and parallel to the Umatilla River shall be the southern boundary until or unless a different boundary is agreed upon through future planning efforts.

1.3.2 Planning for each of these sub-areas will occur in phases. The Central sub-district is the subject of this effort; subsequent efforts will undertake planning of the western and eastern sub-districts.

**1.4 INSTRUCTIONS**

1.4.1 This Article governs the preparation of all Plans for the River Quarter.

1.4.2 The final product from this and future plans for sub-districts shall be integrated into the appropriate sections of the Comprehensive Plan and implementing ordinances.

1.4.3 All Plans shall be prepared by the Planning Department and/or consultants under its supervision. The process shall involve citizen participation and the approval of the River Quarter Committee (as long as the Committee continues to function), Planning Commission and City Council. Any amendments thereto shall follow the applicable procedure outlined in the City of Pendleton Zoning Ordinance.

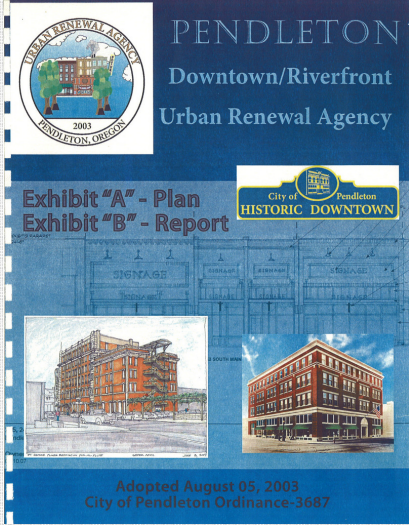
1.4.4 The City reserves the right to interpret this ordinance. If a particular structure or use is contemplated that may or may not be interpreted to comply with the intent of this ordinance, it shall be considered by the River Quarter Committee and City staff, and treated accordingly. Persons aggrieved by an interpretation may appeal that decision to the Planning Commission.

**ARTICLE 2. INTENT**

The River Quarter is highly valued by the community for its proximity to the Umatilla River, for the River Walk along the Umatilla River levee, and for its function as a physical conduit between Downtown and the RoundUp Grounds. The River Quarter holds unique potential as a mixed-use area embracing pedestrian-friendly shops and restaurants at street level with commercial, retail and/or residential uses above street level. This Plan is intended to facilitate growth which capitalizes on these amenities while maintaining the natural beauty and health of the Umatilla River.

Studies and recommendations concerning this area’s potential include the Pendleton Downtown/Riverfront Urban Renewal Plan (2003, pictured below), the Pendleton Resource Team Report (2006) and the Riverfront Technical Advisory Committee (2008). It is the intent and purpose of this Code to enable, encourage and qualify the implementation of those goals and recommendations, generally summarized as:

- A. **Connection to Umatilla River** - Connect downtown Pendleton to the Umatilla Riverfront. Improve access to the riverfront from throughout downtown Pendleton. Create visual and functional links between the river and the downtown.
- B. **Economic Revitalization** - Promote development of land adjacent to the Riverfront Walk for uses that take the best advantage of riverfront location. Promote economic revitalization of the River Quarter while retaining the natural character of the Umatilla River. Encourage pedestrian-oriented development and redevelopment.
- C. **River Parkway** - Improve the River Parkway to encourage even greater use of this amenity. Enhance safety & perception of safety within the River Quarter including the River Parkway.



## Pendleton Urban Renewal Plan

Ordinance No. 3687

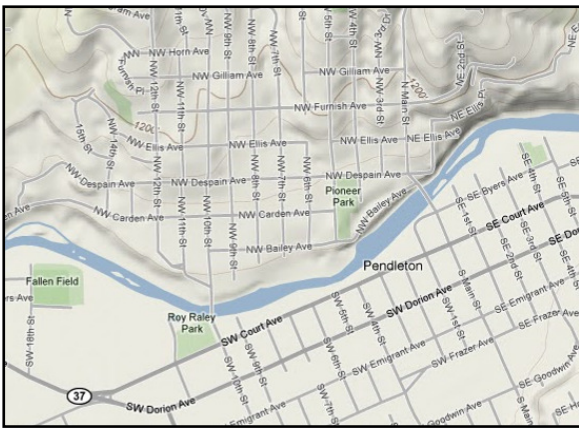
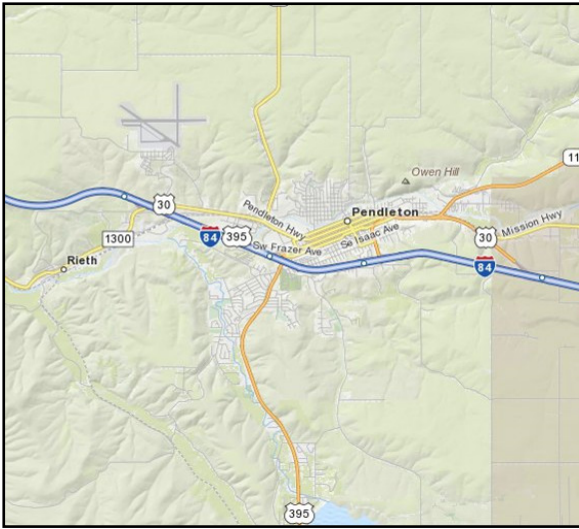
### Connect Downtown Pendleton to the Umatilla Riverfront.

Increase access opportunities to the river from downtown and promote new housing and commercial development on riverfront properties.

**Objectives:**

- 2A:** Promote development of land adjacent to the riverfront walk for uses that take best advantage of riverfront location.
- 2B:** Improve access to the riverfront from throughout downtown.
- 2C:** Create additional ways of enjoying the riverfront.

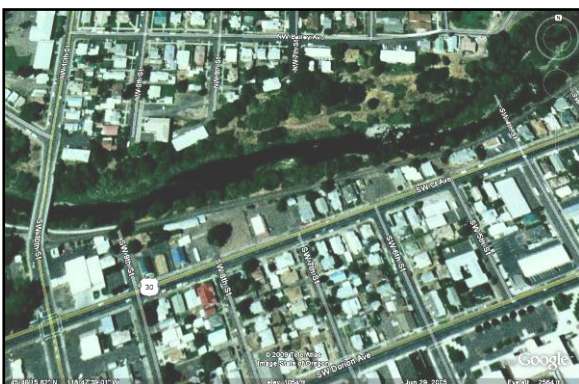
**THE INTENT AND PURPOSE OF THIS PLAN IS TO ENABLE, ENCOURAGE AND IMPLEMENT THE FOLLOWING POLICIES:**



**SW 6<sup>th</sup> Street to Main Street**



**SW 10<sup>th</sup> Street to SW 4<sup>th</sup> Street**



**2.1 THE REGION**

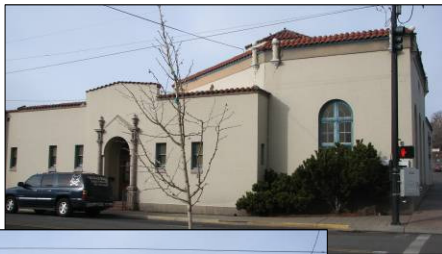
- 2.1.1 The region should retain its natural infrastructure and visual character derived from topography, woodlands, farmlands, rivers, riparian corridors and other natural features.
- 2.1.2 Growth strategies should encourage Infill and redevelopment of lands inside the Urban Growth Boundary over expansion into natural areas.
- 2.1.3 Development contiguous to urban areas should be structured in the pattern of Infill Traditional Neighborhood Development (TND) and be integrated with the existing urban pattern.
- 2.1.4 Development non-contiguous to urban areas should not jeopardize future urbanization.
- 2.1.5 Affordable Housing should be distributed throughout the region to match job opportunities and to avoid concentrations of poverty.
- 2.1.6 Transportation Corridors (public right-of-way) should be planned and reserved in coordination with land use.
- 2.1.7 Green corridors should be used to define and connect urbanized areas.
- 2.1.8 The region should include a framework of transit, pedestrian, and bicycle systems that reduce reliance on the automobile.
- 2.1.9 Proper execution of the policies contained herein should foster efforts to implement the goals and policies outlined in the City of Pendleton Comprehensive Plan and Oregon Statewide Land Use Goals.

**2.2 THE DISTRICT**

- 2.2.1 The River Quarter should be compact, pedestrian-oriented and Mixed Use.
- 2.2.2 Mixed Use, both vertical and horizontal, should be the preferred pattern of development and large developments specializing in a single use should be the exception.
- 2.2.3 Ordinary activities of daily living should be available within walking distance of most dwellings and commercial activities.
- 2.2.4 Interconnected transportation networks should be designed to encourage walking and bicycling and to decrease principal reliance on motor vehicles.
- 2.2.5 Within the District, a range of housing types and price levels should be provided to accommodate diverse ages, physical abilities and incomes.
- 2.2.6 Appropriate (higher) building densities and land uses should be provided within walking distance of transit stops, and that new development should not hamper future efforts to provide mass transit.
- 2.2.7 Civic, institutional, and commercial activity should be embedded in downtowns, not isolated in remote single-use complexes.
- 2.2.8 All destinations should be located, sized and constructed to enable people of all ages and abilities to walk or bicycle to them.

## CITY OF PENDLETON – RIVER QUARTER ENHANCEMENT PLAN

- 2.2.9 A range of open space including parks, squares, and playgrounds should be distributed within neighborhoods and downtowns.
- 2.2.10 Proper execution of the policies contained herein should foster efforts to implement the goals outlined above for the Region by focusing the most intensive development within existing urban centers, thereby preserving resource lands and reducing infrastructure costs.
- 2.3 THE BLOCK AND THE BUILDING**
- 2.3.1 Buildings and landscaping should contribute to the physical definition of Thoroughfares as Civic places.
- 2.3.2 Development should adequately accommodate all travel modes while respecting the pedestrian and the spatial form of public areas.
- 2.3.3 The design of streets and buildings should reinforce safe environments, but not at the expense of accessibility.
- 2.3.4 Architecture and landscape design should grow from local climate, topography, history, and building practice; the built environment should work with nature rather than against it.
- 2.3.5 Buildings should provide their inhabitants with a clear sense of geography and climate through energy efficient methods.
- 2.3.6 Civic Buildings and public gathering places should be provided as locations that reinforce community identity and support self-government.
- 2.3.7 Civic Buildings should be distinctive and appropriate to a role more important than the other buildings that constitute the fabric of the city.
- 2.3.8 The preservation and renewal of historic buildings should be facilitated, to affirm the continuity and evolution of society.
- 2.3.9 The harmonious and orderly evolution of urban areas should be secured through form-based (as opposed to conventional use-based) codes.
- 2.3.10 Proper execution of the policies contained herein should foster efforts to implement the goals outlined above for the Region and the District by ensuring future development achieves identified goals.



**ARTICLE 3. COMMUNITY SCALE PLANS**

*“This is something everyone knows:  
A well-used city street is apt to be a safe street.  
A deserted city street is apt to be unsafe.”  
— Jane Jacobs*

**PURPOSE**

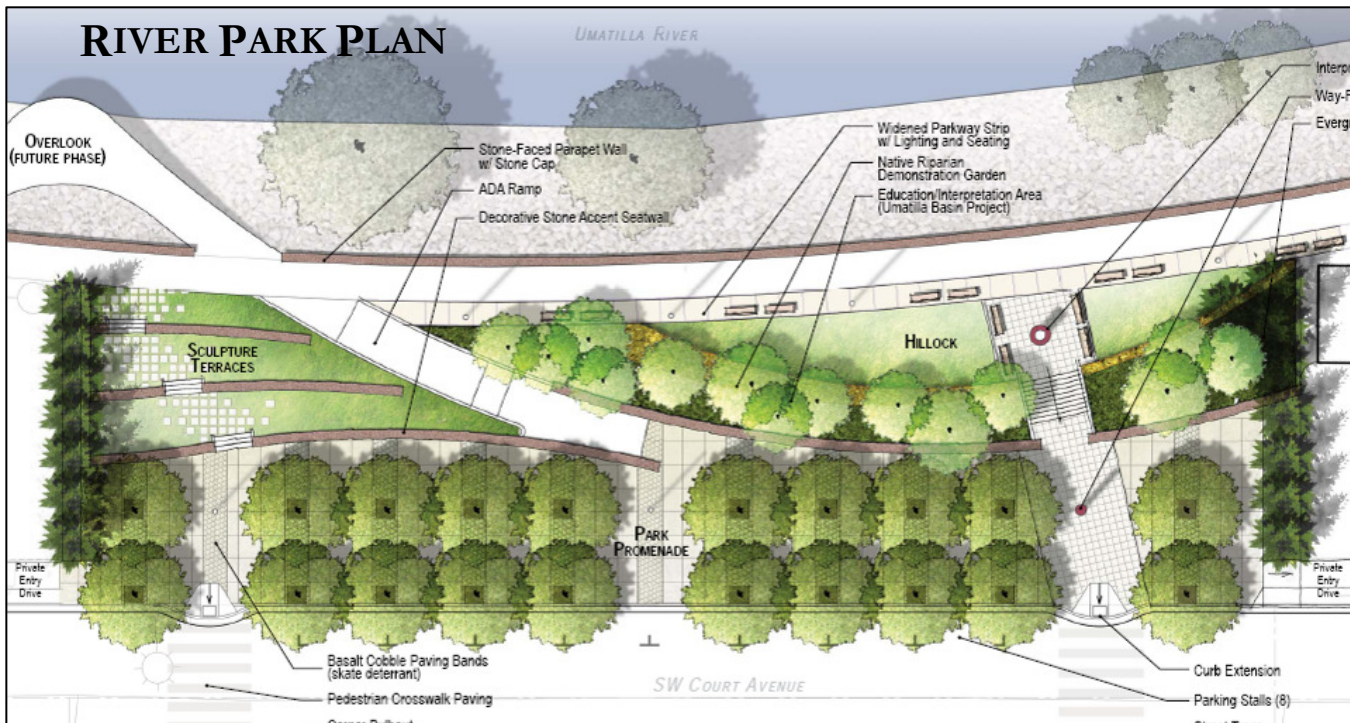
The River Quarter is intended to be comprised of a mixed-use blend of commercial/retail businesses, with residential units above the first floor encouraged. It is further intended to provide ample access to the River Walk throughout, with limited but inviting civic open spaces. All buildings will have dual orientation to both (a) Court or Byers Avenue and (b) the River Walk, with entrances directly to each.

Requirements for dual orientation and entrances are intended to:

- a. Provide convenient, direct and accessible pedestrian routes to and from public sidewalks and the River Walk;
- b. Provide safe, pleasant and convenient pedestrian circulation by connecting activities within a structure to the adjacent sidewalk and to the River Walk; and
- c. Promote the use of pedestrian transportation to retail and commercial facilities.

**3.1 CIVIC SPACES AND BUILDINGS**

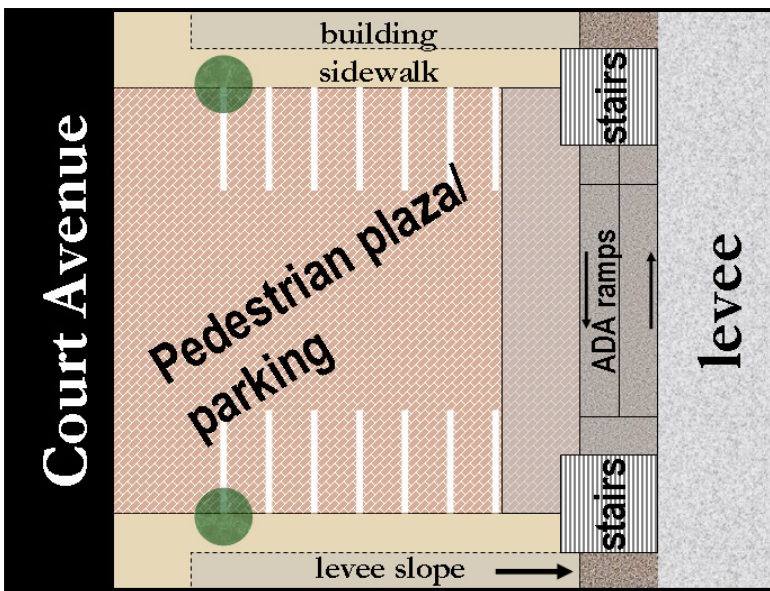
- 3.1.1 Civic Spaces are public sites permanently dedicated to Open Space.
- 3.1.2 Civic Buildings are generally operated by not-for-profit organizations dedicated to culture, education, religion, government, transit and municipal parking, or for a use specifically approved by the Planning Commission.
- 3.1.3 Each sub-area of the River Quarter shall contain at least one Main Civic Space.
- 3.1.4 Civic Spaces, parks and buildings shall be reviewed by the River Quarter Committee and shall require Conditional Use approval.
- 3.1.5 Civic Building sites should be located within or adjacent to a Civic Space, or at the axial termination of a significant Thoroughfare.



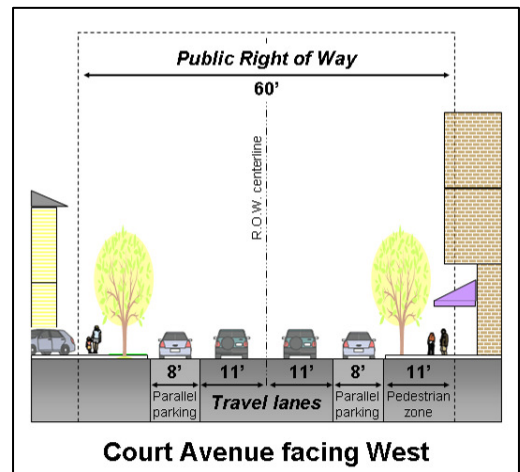


**3.2 THOROUGHFARE STANDARDS**

- 3.2.1 Thoroughfares are intended for use by vehicular and pedestrian traffic and to provide access to Lots and Open Spaces.
- 3.2.2 Thoroughfares shall generally consist of vehicular lanes and Public Frontages. Within the River Quarter the River Parkway shall also be designated a Thoroughfare.
- 3.2.3 Thoroughfares shall be designed in context with the area through which they pass.
- 3.2.4 Within the River Quarter pedestrian comfort and safety shall be a primary consideration of the Thoroughfare. Design conflict between vehicular and pedestrian movement generally shall be decided in favor of the pedestrian.
- 3.2.5 The Thoroughfare network shall be designed to define Blocks not exceeding the “Original Town of Pendleton” and “Arnold and Raley Addition” plats. Vacation of any portion of public right-of-way within the River Quarter shall be discouraged, and shall be prohibited if such vacation would reduce direct pedestrian access to the River Parkway.
- 3.2.6 All public streets shall terminate at other streets, or the River Parkway, forming a network. The River Walk shall be connected to existing or proposed transportation facilities wherever possible.
- 3.2.7 Any public right-of-way that terminates at the Umatilla River levee/River Parkway shall provide a direct pedestrian connection to the River Walk as part of new development on abutting parcels.
- 3.2.8 All motorized traffic should access property through side (north-south) streets. Direct vehicular access (driveways) to Court or Byers Avenue shall be discouraged.
- 3.2.9 North-south streets in the central subdistrict shall serve two functions: pedestrian/open space areas and vehicle parking. Pedestrians shall have priority within these zones. Hard surface treatments shall be designed to emphasize pedestrian use while accommodating vehicles, not the other way around.



What the River Quarter might look like in the future



**3.3 PUBLIC FRONTAGES**

**PURPOSE**

The Public Frontage contributes to the character of the River Quarter, and includes the sidewalk, curb, planter, bicycle facilities, street trees, street furniture, outdoor signage, etc.

The public frontage is intended to encourage pedestrian activity, including use by people of all ages and physical abilities. A safe and welcoming pedestrian environment encourages more users to stay longer and support local businesses.

- 3.3.1 There are three possible frontages within the Central District of the River Quarter:
  - A) Court or Byers Avenue; these shall be Primary Frontages.
  - B) River Parkway; these shall be Primary Frontages.
  - C) Side (north-south) streets on corner lots; these shall be Secondary Frontages.
- 3.3.2 Building frontages along Court or Byers Avenue and the River Parkway shall be held to the highest standards of this Plan in support of pedestrian activity. Building frontages along north-south streets, typically on corner lots, may be more readily considered for lower architectural and access standards.
- 3.3.3 The Court Avenue frontage shall provide a minimum of six feet of pedestrian-accessible space between the front building line and the curb, but additional space is preferred (enough so that a manually operated wheelchair and a pedestrian may travel together in the same direction). Pedestrian improvements along the Byers Avenue frontage shall provide a minimum clear zone of four feet between the front building line and the curb.

**3.4 SIDEWALK AMENITIES**

- 3.4.1 Within the River Quarter, both the Court/Byers Avenue frontage and the River Walk frontage shall be considered pedestrian travel ways with sidewalks, regardless of the nature of the improved surface.
- 3.4.2 The primary purpose of the sidewalk shall be to encourage safe and comfortable use by pedestrians of all ages and physical abilities.
- 3.4.3 Sidewalks shall contain specific amenities to improve the pedestrian experience. These amenities shall consist of, but not be limited to, the following elements. Each new development shall provide the required amenities, and three additional amenities which shall equal a minimum of ten points for every 100 linear feet of primary frontage, or portion thereof. (A 50-foot frontage shall only require a total of five points.)

<u>Amenity</u>	<u>Points</u>
a) Street trees	Required; 0 points
b) Street/sidewalk lighting	Required; 0 points
c) Bicycle racks (above minimum requirement)	0-3
d) Street furniture for resting and gathering	0-8
e) Landscaping, in ground and/or potted	0-5
f) Water fountains (decorative, plumbed)	0-8
g) Drinking fountains	0-1
h) Public art	0-5
i) Outdoor restaurant seating areas	0-8

This Plan recognizes that creativity should be rewarded. The developer may propose any of the above identified amenities or alternative amenities to improve the pedestrian environment. Points will be awarded based on review and approval by the River Quarter Committee (or a subcommittee designated for this purpose).

- 3.4.4 Sidewalk amenities shall be placed in conformance with Section 3.6, which establishes specific sidewalk zones.
- 3.4.5 Sidewalks shall be designed to accommodate all potential users by maintaining “clear zones” free of obstructions. Anticipated users and their needs may include:
  - Pedestrian using a walker (3.0 feet surface, 4.0 feet clearance required).
  - Tourist with wheeled luggage (3.0 feet surface, 4.0 feet clearance required).
  - Wheelchair user (3.0 feet surface, 4.0 feet clearance required)

- Jogger (3.0 feet surface, 5.0 feet clearance required).
- Parent walking with a child (4.0 feet surface, 6.0 feet clearance required).
- Couple out on a date (4.0 feet surface, 5.0 feet clearance required).
- Wheelchair user with an assistance dog or pet on leash (5.0 feet surface, 7.0 clearance required).
- Wheelchair user accompanied by somebody using a walker (6.0 feet surface, 8.0 clearance required).



The “Sidewalk Design Vehicle” is not just an able-bodied pedestrian traveling alone. (downtown Corvallis, Oregon)

3.4.6 Sidewalk obstructions shall never result in a pedestrian clear zone less than mandated by the Americans with Disabilities Act. The minimum passage width for wheelchairs should be 0.815 meters (32 inches) at a point and 0.915 meters (36 inches) continuously (ADAAG, U.S. Access Board, 1991). This standard is the absolute minimum and shall not be compromised even by temporary obstructions. Additional width is necessary for turning and maneuvering.



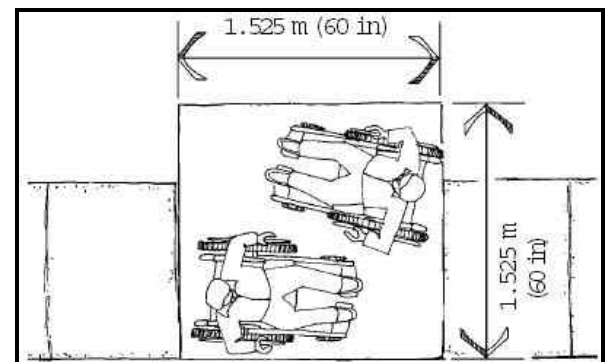
This sidewalk in downtown Walla Walla, Washington has ample space for all pedestrian amenities and ADA access.

The width of the sidewalk is affected by pedestrian travel tendencies. Pedestrians tend to travel in the center of sidewalks to separate themselves from the rush of traffic and avoid street furniture, vertical obstructions, and other pedestrians entering and exiting buildings. Pedestrians avoid the edge of the sidewalk close to the street because it often contains utility poles, bus shelters, parking meters, sign poles, and other street furniture. Pedestrians also avoid traveling in the 0.610 m (24 in) of the sidewalk close to buildings to avoid retaining walls, street furniture, and fences (OR DOT, 1995). The sidewalk area that pedestrians tend to avoid is referred to as the shy distance. Taking into account the shy distance, only the center 1.830 m (6 ft) of a 3.050-m (10-ft) sidewalk is used by pedestrians for travel, as shown in Figure 4-7. Thus, the effective width of a sidewalk, not the design width, constitutes the sidewalk area needed to accommodate anticipated levels of pedestrian traffic.

ADAAG Section 4.3.4, specifies that accessible routes with less than 1.525 m (60 in) of clear width must provide passing spaces at least 1.525 m (60 in) wide at reasonable intervals not exceeding 61 m (200 ft). If turning or maneuvering is necessary, a turning space of 1.525 m x 1.525 m (60 in x 60 in) should be provided (ADAAG, U.S. Access Board, 1991).

Source: FHWA Sidewalk Design Guidelines and Existing Practices. (Chapter 4)

<http://www.fhwa.dot.gov/environment/sidewalks/chap4a.htm>



### 3.5 SIDEWALK ZONES

All sidewalks along the Court Avenue frontage shall conform to the standards established in the S.H.O.P. model below. Under appropriate circumstances, the individual Zones may be interchangeable, provided minimum pedestrian access standards are maintained. The City reserves the right to require reconfiguration of sidewalk amenities if they encroach the pedestrian clear zone (Hallway Zone) or result in unnecessary obstacles to disabled access. The Byers Avenue frontage between Main Street and SW 1<sup>st</sup> Street may be considered for alternative standards if/when the site redevelops.

#### THE S.H.O.P. MODEL:

(Developed by and used with the permission of the City of Rockville, MD)

S.H.O.P. stands for Storefront Zone, Hallway Zone, Outside Zone, and Parking/Pedestrian Zone. These four zones serve as the foundation for great retail streets where people go to be “somewhere” rather than just going to buy something.

1. **Storefront Zone** – Designed to “maximize the exposure to the merchandise perpendicular to the flow of pedestrian traffic” and to create ‘friction’ (interest) along the storefront by extending the merchandise experience beyond the storefront.” In the Town Square this area was referred to as the 2-foot wide storefront expansion zone. In many cities, restaurants may “spill out” onto the sidewalk in the Storefront Zone. Depending on the nature of the merchant, there is the option to expand the building (a stoop, bay window, etc.) into this area.
2. **Hallway Zone** – The portion of the sidewalk reserved for pedestrian circulation. The Hallway zone shall meet ADA standards at a minimum, but shall strive for additional area in order to encourage comfortable travel (including passing) for users of all ages and abilities. Cafes or property line issues should not force the circulation too far from the storefront.
3. **Outside Zone** – The area between the walkway and the street curb, which functions as an ‘outdoor’ room. This ‘room’ should feature urban amenities such as cafes, kiosks, bicycle racks, benches, planters, and fountains. Trees, however, are the most important element required here to provide a sense of enclosure, and make the space feel like a room. Often the width of the tree pit or tree lawn controls the width of the outside zone. As a result, the effective outside zone will vary along a street’s length.
4. **Parking/Pedestrian Zone** – Offers a safe barrier between moving traffic and the meandering pedestrian, including a space where vehicle doors may be opened and occupants may enter or exit without unreasonable obstruction.



#### NOTE:

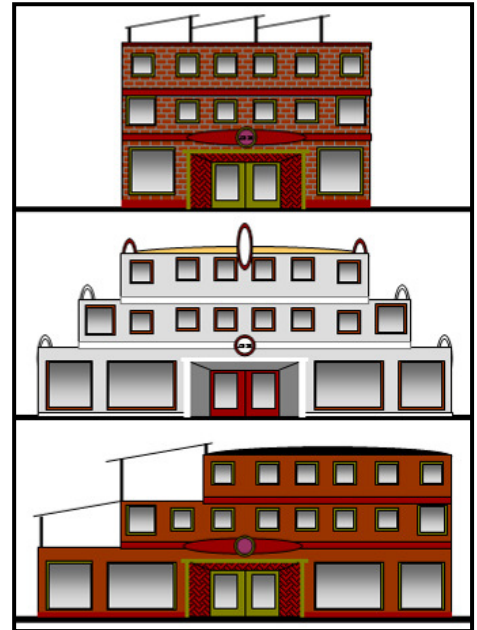
The individual zones within this model may be interchanged as local conditions allow, provided ADA-compliant access is maintained and a minimum two (2) foot “door zone” is observed between the curb and any feature.

**ARTICLE 4. BUILDING SCALE PLANS**

**PURPOSE**

Long expanses of blank walls detract from the attractiveness of the streetscape and perceived safety of pedestrians using those spaces. The standards of this subsection are intended to enhance safety and provide a comfortable environment by providing ground-level features of interest to pedestrians along both Court/Byers Avenue and the River Walk. These standards also have the purpose of encouraging surveillance opportunities where buildings face streets and the River Walk, preventing fortress-like facades, and avoiding a monotonous pedestrian environment. The standards also help enhance the economic vitality of a neighborhood by providing the opportunity for merchants to display goods and advertise their wares to shoppers. By encouraging "window shopping" in commercial districts the activity on the street is increased along with security.

The standards and guidelines contained in this subsection are intended to encourage good quality, pedestrian-sensitive design in new building construction. Good design results in buildings visually compatible with one another and adjacent neighborhoods, which are attractive, stimulating, active and safe. These qualities facilitate easy pedestrian movement, a rich mixture of uses and increased business activity. Unless standards expressly indicate otherwise, a diversity of architectural styles is encouraged.

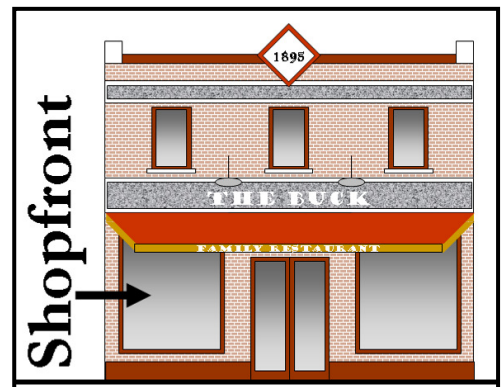
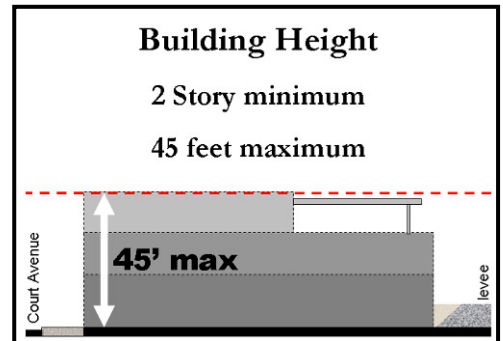


**4.1 BUILDING DISPOSITION**

- 4.1.1 Newly platted Lots shall have a minimum 25 feet of frontage along Court Avenue.
- 4.1.2 Lot coverage by building shall be a minimum of 70% of the buildable area.

**4.2 BUILDING CONFIGURATION**

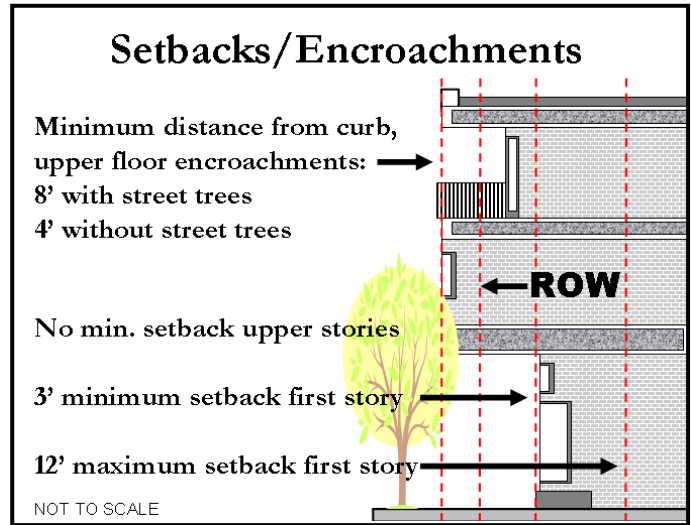
- 4.2.1 Buildings shall be configured to provide pedestrian and ADA-compatible access on Court/Byers Avenue and the River Parkway.
- 4.2.2 Buildings on corner lots shall have multiple Frontages. The Court Avenue or Byers Avenue Frontage shall be considered a primary Frontage and shall feature a Shopfront. Frontages along north-south streets shall be considered a Secondary Frontage.
- 4.2.3 Buildings shall be a minimum of two stories and a maximum of three stories.
- 4.2.4 The maximum building height shall not exceed 45 feet, including roof.
- 4.2.5 Rooftop elements including, but not limited to masts, belfries, clock towers, chimney flues, water tanks, elevator bulkheads, or unenclosed rooftop elements such as covered terraces shall not extend more than ten (10) feet above the second or third story roof, or the maximum building height, whichever is less.
- 4.2.6 Second and third Story Awnings, Arcades, Galleries, balconies, open porches, bay windows and other projections may encroach the public right of way to within four (4) feet of the Curb if no street trees are present or planned. No projections shall be permitted within eight (8) feet if street trees are present or planned. All projections must be approved by the Public Works Director to ensure compatibility with street trees, utilities, and other public improvements.
- 4.2.7 All second and third story projections/encroachments shall clear the Sidewalk vertically by at least ten (10) feet.
- 4.2.8 First floor (shopfront) bay windows may encroach the front setback for a maximum 40% of the frontage, with a maximum 20 continuous feet for any single projection.



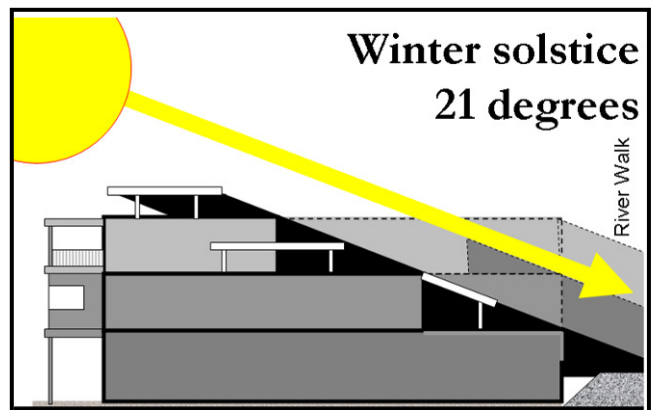
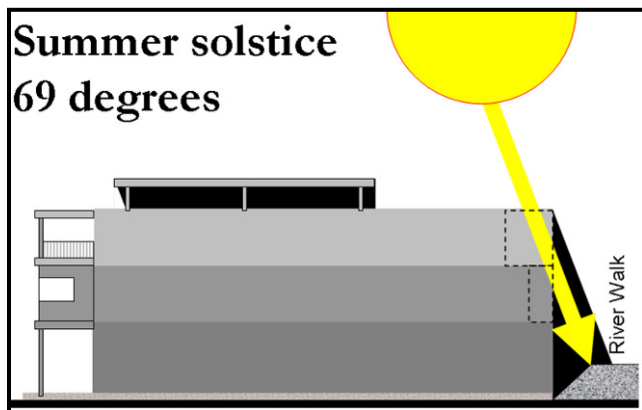
**CITY OF PENDLETON – RIVER QUARTER ENHANCEMENT PLAN**

- 4.2.9 Right of way Encroachments may be limited or restricted if they pose a potential hazard to public facilities or street trees, at the discretion of the Public Works Director.
- 4.2.10 Skybridges connecting buildings on opposite sides of interior (north-south) streets shall be subject to review by the River Quarter Committee and may be permitted as a Conditional Use.
- 4.2.11 Drive-through commercial functions shall be prohibited.
- 4.2.12 Where a side street is present, services, above ground equipment and trash container areas shall be located on the side street.
- 4.2.13 Above ground equipment and trash container areas shall be located behind the façade of the building and be screened from view from Court/Byers Avenue and the River Walk with a sight-obscuring wall, gate, landscaping or fence that is consistent with the architecture of the primary façade.
- 4.2.14 Setbacks for all Buildings shall be as follows:
  - a) Court Avenue Frontage first Story: Three (3) feet minimum; Twelve (12) feet maximum
  - b) Court Avenue Frontage upper Stories: None
  - c) Byers Avenue Frontage: None
  - d) Sides: None
  - e) River Walk Frontage: Base of levee\*

\*This Plan recognizes that some property boundaries extend north of the Umatilla River levee and into the Umatilla River. Additionally, the Umatilla River levee varies in shape along its length. It is therefore impossible to identify a standard rear/north setback for every property. Potential developers should consult with the Public Works Director and the Building Official to determine the exact shape of the buildable area.



- 4.2.17 Builders are encouraged to plan for maximum solar access on the River parkway during winter months:
  - a) A 69 degree angle from path edge to nearest wall allows sun on the RiverWalk at noon on the Summer Solstice (June 21).
  - b) A 21 degree angle from path edge to nearest wall allows sun on the RiverWalk at noon on the Winter Solstice (December 22).



4.3 BUILDING FUNCTION

4.3.1 Buildings shall conform to the Functions below. Preexisting functions may continue subject to the nonconforming use language contained in Article 5.

Permitted and Conditional Uses in the River Quarter		
Base C-1 Zone	RQ Overlay	
C	NP	Automobile and vehicle dealers, repairs, services, and service stations
P	P	Brewery, Distillery, Winery - below production threshold (see standards for C-1 zone)
C	NP	Brewery, Distillery, Winery - above production threshold (see standards for C-1 zone)
		Brewery/Distillery/Winery operations are subject to the standards in Section 4.3.2
C	C	Building Materials, retail (subject to standards in Section 4.3.2)
P	P	Business and Personal Service
C	C	City Park
P	P	Commercial Amusement and Recreation
P	P	Communication Facilities (subject to standards in Section 4.3.2)
C	C	Contractors (subject to standards in Section 4.3.2)
P	P	Eating and Drinking Establishments, Food Stores
C	C	Educational Services
P	P	Financial, Law, Insurance, and Real Estate Offices
P	P	General Retail
P	C	Governmental, public or semi-public use or structure (Civic spaces/structures)
P	P	Health Services
C	C	Hospitals
P	P	Hotels, Boarding and Rooming Houses
P	P	Leather work, not including tanning
P	P	Membership Organizations
P	P	Museums, Art Galleries
P	C	Parking Area and garage, public or private
P	P	Printing and Publishing (subject to standards in Section 4.3.2)
C	C	Social Service Organizations
NP	P	Tourist Information Center
P	NP	Transit Facilities
C	NP	Transportation Services
C	NP	Zoos
P/C	P	Residential uses above the ground floor
P/C	NP	Residential uses on the ground floor
C	C	ANY COMMERCIAL BUILDING MORE THAN 25,000 SQUARE FEET
P	green	Permitted Use
C	yellow	Conditional Use
NP	red	Not Permitted (Prohibited) Use

Please refer to the full text of the Plan and the Zoning Ordinance (No. 3250) for specifics on permitted and conditional uses within commercial zones.

- 4.3.2 Light manufacturing and fabrication of an artisanal nature for goods that are marketed and sold on-site shall be permitted outright. Manufacturing and fabrication of goods that are not associated with an on-site retail function shall be prohibited. A minimum of 30% of the first floor area shall be dedicated to retail sales of any goods manufactured on site.
- 4.3.3 Buildings shall be designed for occupancy by retail, service, and/or office uses on the ground floor street frontage, with upper floors configured for commercial and/or residential use.
- 4.3.4 Buildings shall be configured for maximum adaptability and shall not, by design, preclude future uses consistent with the goal for a high quality pedestrian environment.

**4.4 ARCHITECTURAL STANDARDS**

This Plan strives for a visually harmonious urban fabric, while also encouraging more pedestrian activity. Many of these standards, besides their aesthetic effects, also have health and public safety goals such as crime prevention by increasing “eyes on the street.” Specific architectural standards also benefit existing development by reducing the possibility that incompatible structures will be constructed on adjacent property.

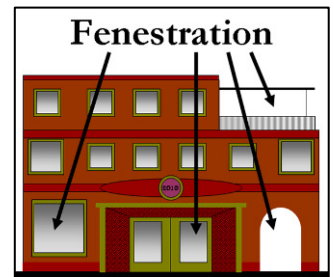
**Shopfronts**

Typically, the Shopfront & Awning frontage type applies to storefronts. Storefronts are façades placed at or close to the right-of way line, with the entrance at sidewalk grade. Storefronts are like small buildings with their own base, “roofline,” and pattern of window and door openings. They are commonly equipped with cantilevered shed roof(s) or awning(s) to provide protection from sun and rain. Storefronts may not necessarily serve retail purposes for their entire life, but should be designed to be conducive to retail activity. The absence of a raised ground floor generally precludes residential use on the ground floor facing the street; residential uses are more appropriate above the ground floor and behind another use that fronts the street.



*A shopfront in downtown Albany, Oregon*

- 4.4.1 Shopfronts shall be between 10’ and 15’ tall, as measured from the adjacent sidewalk, and a minimum 10’ wide.
- 4.4.2 Shopfront assemblies (the doors, display windows, bulkheads and associated framing) should not be set back into the Shopfront openings more than 2’ max., so that passing pedestrians have a clear view of the shop interior.
- 4.4.3 Shopfronts may be set back beyond the 12’ maximum, for up to 50% of the building Frontage, in order to create a courtyard, outdoor dining or merchandising within the volume of the building.
- 4.4.4 In order to provide clear views of merchandise in stores and to provide natural surveillance of exterior street spaces, the ground floor along the building frontage shall have transparent storefront windows.
- 4.4.5 First floor façades shall be glazed with clear glass no less than 60% of the Court or Byers Avenue Frontage. Display windows along the primary frontage shall not have opaque or reflective glazing. Where privacy is desired for restaurants and professional services, etc., windows may be divided into smaller panes.
- 4.4.6 Second floor façades shall be glazed with clear glass no less than 50% of the Court or Byers Avenue Frontage.
- 4.4.7 Second floor façades shall be glazed with clear glass no less than 60% of the River Walk Frontage.
- 4.4.8 Third floor façades shall be glazed with clear glass no less than 40% of the Court or Byers Avenue and River Walk Frontages.
- 4.4.9 Shopfronts facing Court/Byers Avenue and the River Walk shall remain unshuttered at night, shall use transparent glazing material, and shall provide view of interior spaces lit from within.
- 4.4.10 The main entrance to each Court or Byers Avenue Frontage ground floor area shall be directly from and face the street. Buildings on corner lots may have recessed entrances at the corner.
- 4.4.11 Doors or entrances with public access shall be provided at intervals no greater than 100 feet on the Court Avenue and River Walk Frontages.
- 4.4.12 Each building shall have pedestrian access from the River Walk. In order to facilitate ADA-accessible entrances, first- or second-floor access ramps from the River Walk may serve multiple buildings.
- 4.4.13 Entrance to portions of a building above the ground floor shall be through a street level lobby or through a podium lobby accessible from the Court/Byers Avenue and/or River Walk Frontages.
- 4.4.14 Elevators located toward the River Walk frontage are recommended in order to better facilitate ADA access from both Court Avenue and the River Walk. Elevators with dual (front and rear) doors are likewise encouraged in order to facilitate entry from both frontages.



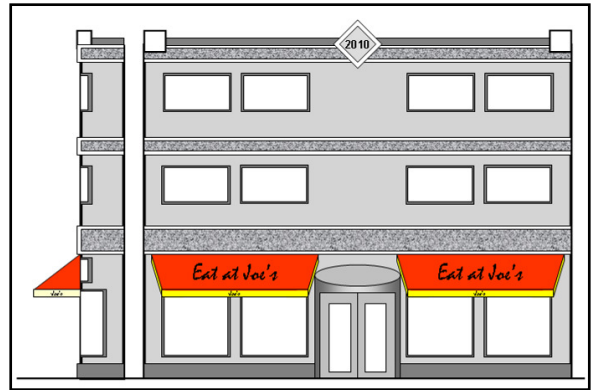


## CITY OF PENDLETON – RIVER QUARTER ENHANCEMENT PLAN

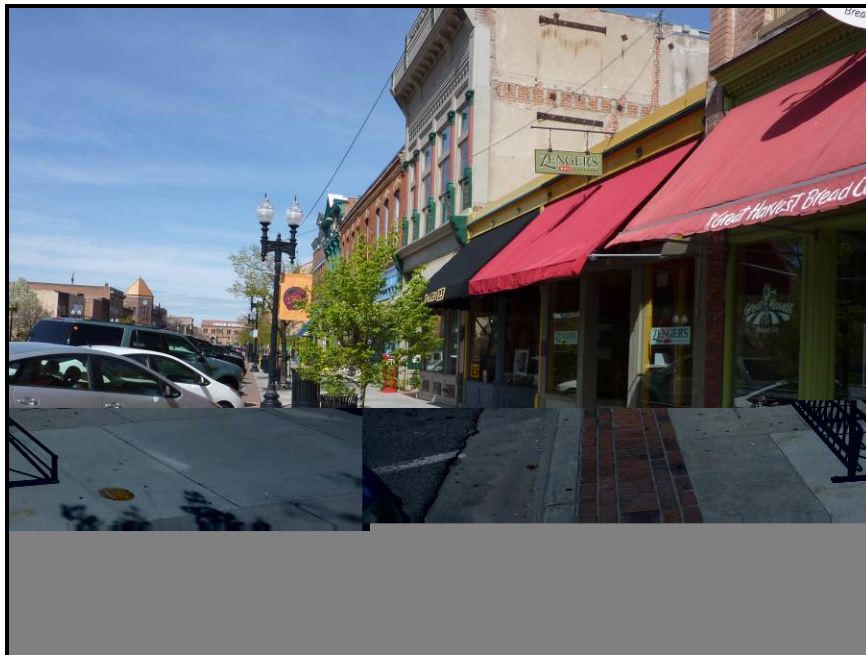
- 4.4.15 Recessed Entries may be used as a traditional storefront element. Recommended treatments for recessed entries include:
- a. Special paving materials such as ceramic tile;
  - b. Ornamental ceilings such as coffering; and
  - c. Decorative light fixtures.
- 4.4.16 Doors should be substantial and well detailed. They should match the materials, design and character of the display window framing. “Narrowline” aluminum framed doors are not recommended.
- 4.4.17 Building wall materials may be combined on each façade horizontally or vertically. If combined vertically, the heavier shall be below the lighter.
- 4.4.18 Cornices should be provided at the second floor to differentiate the storefront from upper levels of the building and to add visual interest; this also allows the storefront to function as the base for the rest of the building.
- 4.4.19 A panel of tile or other special material is recommended below display windows. Base materials should be the same or “heavier” materials visually than walls.
- 4.4.20 Clerestory and transom windows are panels of glass between the storefront and the second floor. They are a traditional element of “main street” buildings, and are recommended for all new and renovated storefronts. Clerestory windows can be good locations for neon, painted-window and other relatively non-obtrusive types of signs. South-facing clerestory windows may include treatments to minimize summer heat but shall not have opaque or reflective glazing.
- 4.4.21 New or renovated storefronts within historic buildings should emulate or recreate a previous storefront (from historic photos or drawings) in order to harmonize with the overall building architecture. This can be flexibly interpreted; for example when the general form of a new storefront is like the original but the materials are contemporary.
- 4.4.22 Flat roofs shall be enclosed by parapets to conceal mechanical equipment.
- 4.4.23 Arcades, Balconies, Colonnades and Galleries may be placed over the Court/Byers Avenue Frontage right of way, subject to approval of the Public Works Director. All right of way encroachments shall conform to the standards contained in Section 4.2.
- 4.4.24 The following shall not be located on either the Court/Byers Avenue or River Walk frontages:
- a. Window and wall air conditioners
  - b. Air conditioning compressors
  - c. Antennas
  - d. Satellite dishes
  - e. Electrical utility meters (may only be permitted if shielded from view)
- 4.4.27 The following are prohibited:
- a. Shutters that are not sized equal to a window opening
  - b. Plastic or inoperable shutters
  - c. Plastic or PVC roof tiles
  - d. Chain link and similar fences

**4.5 AWNINGS**

- 4.5.1 Awnings are permitted along all Frontages.
- 4.5.2 Awnings should not detract from or conceal the building’s architectural details or features.
- 4.5.3 Awnings shall only cover Storefronts and openings, so as not to cover the entire Façade.
- 4.5.4 Awnings should fit within window bays and not overlap multiple window openings.
- 4.5.5 Awnings, signs, and related fixtures shall be located a minimum of eight (8) feet above the adjacent sidewalk at their lowest point.
- 4.5.6 Awnings may encroach the ROW, but shall not extend within four feet of the curb if no street trees are present or eight feet if trees are present.
- 4.5.7 Retractable canvas awnings are recommended as they can be adjusted for varying light and weather conditions.
- 4.5.8 Awning colors that are compatible with the color of the building are encouraged; brightly colored, glossy, or ‘busy’ patterns are discouraged.
- 4.5.9 The use of back-lit, plastic or vinyl, barrel-shaped awnings is prohibited as they detract from the architectural features of the building.



<p><b>Desirable</b></p>	<p>Architectural details preserved. Awning colors complement building.</p>
<p><b>Undesirable</b></p>	<p>Architectural details hidden. Awning detracts and distracts from building.</p>



*Downtown Ogden, Utah*

**4.6 LANDSCAPE AND STORMWATER STANDARDS**

Landscaping is an essential element in urban environments where natural features are often under represented. Landscaping may consist of natural features such as plantings, or hardscape features. When integrated into stormwater management, landscaping can play an important role in the retention and treatment of stormwater, reducing flooding and lessening the need to construct and maintain large stormwater conveyance systems.

- 4.6.1 Within the Court and Byers Avenue Frontages, street trees shall be planted in a regularly-spaced pattern of single or alternating species with shade canopies of a height that, at maturity, clears at least one Story. The spacing may be adjusted to result in a net reduction in the number of street trees.
- 4.6.2 A minimum of one tree shall be planted for each 60 feet of Frontage on SW Court or Byers Avenue or portion thereof. All trees shall be planted below the grade of the sidewalk in structural cells with sufficient root space. Structural cells shall permit infiltration of storm water from the street but shall not serve as retention swales.
- 4.6.3 Street tree selection shall be based on an approved list maintained by the City of Pendleton.
- 4.6.4 The introduced landscape shall consist primarily of native species requiring minimal irrigation, fertilization and maintenance.
- 4.6.5 The introduced landscape shall consist primarily of durable species either inside landscape elements or tolerant of soil compaction.
- 4.6.6 All landscaping shall be restricted to non-invasive species.
- 4.6.7 Landscape elements that produce fruit or sap are discouraged.
- 4.6.8 Artificial plants are prohibited within the public right of way and any frontage.
- 4.6.9 Xeriscape/Xeric landscaping is encouraged, emphasizing low water, drought-tolerant species.
- 4.6.10 The use of turf grass is discouraged.
- 4.6.11 In-ground landscaping “rain gardens” should be placed lower than sidewalks and walkways when appropriate, in order to facilitate stormwater collection.
- 4.6.12 On-site treatment and retention of stormwater runoff is encouraged through bioretention swales or similar methods, which may be integrated into landscaping. Any such facilities should be installed to collect and infiltrate runoff from parking lots, streets and sidewalks, Plazas and other impervious surfaces.
- 4.6.13 Planter boxes designed to capture runoff from the roof or balconies are encouraged. Cisterns may also be used to capture and recirculate stormwater from buildings.
- 4.6.14 Street-level planter boxes, green walls and other items should be bottomless, flow-through features with low-water plants, placed next to buildings and designed to capture building runoff. They may be placed in courtyards or adjacent sidewalks with runoff sent to them via French drains or hidden pipes.
- 4.6.15 The private frontage may be hardscaped to match the treatment of the Public Frontage. Pavers and porous concrete are recommended for Sidewalks, parking lots, and Plazas to infiltrate stormwater.
- 4.6.16 Hardscape landscaping shall be designed to minimize “dead space” that has minimal potential for public use.
- 4.6.17 Each plan submitted under this Plan shall include a site plan showing and describing in detail by species and size all existing trees, including any trees proposed to be removed, and all proposed new trees, shrubs and other landscape components. Landscape plans shall be reviewed by the River Quarter Committee.



*Street trees and potted landscaping  
NW 21st Street, Portland, Oregon*

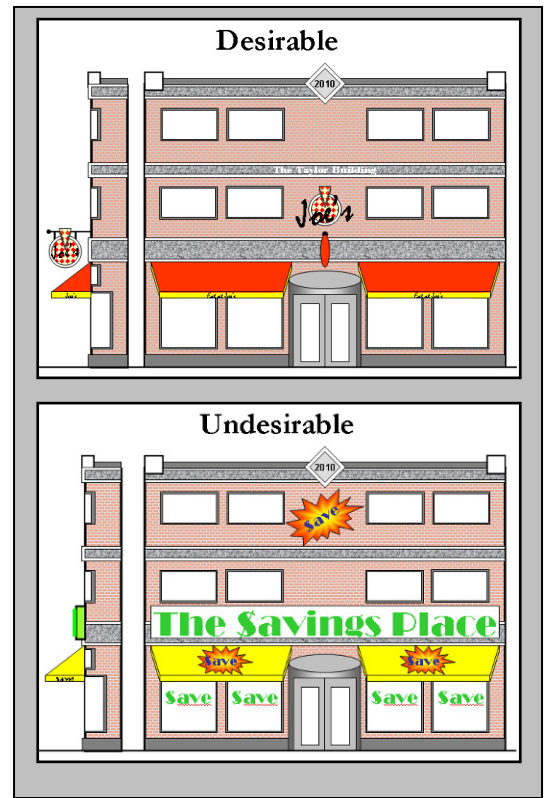
**4.7 SIGNAGE STANDARDS**

This Plan recognizes the important function of signs and the need to safeguard and enhance the economic and aesthetic values in the City. Regulation of such factors as size, number, location, illumination, construction, and maintenance of signs is intended to safeguard the public health, safety and general welfare. Sign regulations with high standards help maintain the economic vitality of the community by ensuring aesthetically appropriate design for commercial advertising that is secondary to the building or site on which it is placed and complements architecture, rather than overpowering or hiding it.



Signage placed at a perpendicular angle to pedestrian and vehicle traffic does not need to be excessively large to attract attention. Large signs placed on the building wall detract from the architecture and character of buildings and do not contribute to the pedestrian scale of the neighborhood.

- 4.7.1 Signage on the Court/Byers Avenue frontage shall be permitted equal to one square foot per foot of linear frontage along SW Court or Byers Avenue.
- 4.7.2 Signage shall be permitted along internal (north-south, numbered) streets equal to one square foot per foot of linear frontage along that street.
- 4.7.3 Signage on the River Walk frontage shall be permitted equal to one square foot per two feet of linear frontage along the River Walk.
- 4.7.4 One blade or projecting sign may be permitted on the River Walk frontage for each licensed business in a building. The sign area shall not count toward the total sign area permitted in 4.7.3.
- 4.7.5 Sign area shall be calculated by the entire cabinet, panel, structure or wall face (framing the sign).
  - a) If individual components are utilized, the entire area surrounding such components shall be counted as a panel, unless the individual elements do not constitute a single larger sign, message or other image.
  - b) For awning signs, sign area shall be calculated by the total panel area. Signage integrated directly into the awning material shall be calculated according to a squared panel outline of the entire sign area, not the entire awning.
- 4.7.6 No single sign shall exceed an area of one hundred (100) square feet per frontage.
- 4.7.7 There shall be no signage permitted additional to that specified in this section.
- 4.7.8 The owner of a building in which a business or businesses are conducted subject to the provisions of this section shall be responsible for tenants' compliance with all signage standards.
- 4.7.9 Franchise and chain stores shall adapt their signs to meet local codes and guidelines.
- 4.7.10 Elements such as windows, cornices, or decorative details should not be obscured by signage.
- 4.7.11 The sign material, style, and color should complement and not obscure the building façade.
- 4.7.12 Individual shop signs in a single storefront should relate to each other in design, size, color, placement on the building, and lettering style.
- 4.7.13 The use of signs as identification, not as advertising, is encouraged. Simple and few is desired.
- 4.7.14 The use of plastic faced or electric signs is discouraged.
- 4.7.15 Blade signs are the preferred method of signage. All other types of signage are discouraged.
- 4.7.16 Although discouraged, a single external permanent sign band (wall sign) may be applied to the façade of each building, providing that such sign not exceed three feet in height and 50% of a building's width. Sign bands shall not be internally illuminated.
- 4.7.17 Awnings and canopies may include signage on the face or rim.
- 4.7.18 Signage placed within windows shall not be regulated, unless such signage is deemed (likely to be) a nuisance to vehicular traffic.



## CITY OF PENDLETON – RIVER QUARTER ENHANCEMENT PLAN

- 4.7.19 All sign lighting shall be effectively shielded as to prevent beams or rays of light from being directed beyond the face of the sign in any direction. Night lighting should be subtle and keep with the architectural style.
- 4.7.20 Signage shall not be placed within the vision clearance area.
- 4.7.21 Signage placed on Streetscreens shall be considered a ground sign.
- 4.7.22 All permanent signage perpendicular to the building face shall have a minimum eight (8) feet of clearance between the sidewalk and the lowest point of the sign.
- 4.7.23 No permanent signage may encroach the public right of way in excess of the standards contained in this Article.
- 4.7.24 No signage shall extend above the roofline.
- 4.7.25 Where this Plan is more stringent than any other adopted standards, those contained within the Plan shall govern.
- 4.7.26 **Prohibited Signs.** A sign or advertising device may not be erected or maintained if it:
- a) Restricts ADA access
  - b) Contains a public address system or sound device.
  - c) Is visible from the public right-of-way and interferes with, purports to be, imitates or resembles any official traffic control sign, signal or device, or attempts or appears to attempt to direct the movement of traffic, including any part of a sign with an arrow that simulates a sign that directs street traffic. Lights that simulate an emergency light, such as a strobe or revolving beacon light, are prohibited regardless of whether or not they are associated with an advertising message or logo.
  - d) Prevents the driver of a motor vehicle from having a clear unobstructed view of official traffic control signs, signals, and approaching or merging traffic.
  - e) Contains, includes or is illuminated by any flashing, chasing, intermittent, revolving, rotating, moving or otherwise animated light. This subsection does not apply to City/County/ODOT or other public safety traffic control signs, either permanent or temporary.
  - f) Has any lighting, unless such lighting is so effectively shielded as to prevent beams or rays of light from being directed skyward or at any portion of the main traveled way of a state highway, or is of such low intensity for brilliance as not to cause glare or to impair the vision of the driver of a motor vehicle or otherwise to interfere with the operation thereof.
  - g) Is located upon a tree, or painted or drawn upon a rock or other natural feature.
  - h) Advertises activities that are illegal under any state or federal law.
  - i) Is not maintained in a neat, clean and attractive condition and in good repair.
  - j) Is not able to withstand a wind pressure, snow load or other environmental hazard as specified by the Oregon Structural Specialty Code or the Uniform Sign Code.
  - k) Is taller than the building (roof) height limit.
  - l) Is located within the public right of way without proof of liability insurance.
  - m) Interferes with airport navigation or visual approach.
- 4.7.27 **Amortization of Non-Conforming Signs.** Signs shall be considered structures and shall be governed by the rules for non-conforming uses in this Plan. However, the following types of illegal or non-conforming signs shall be removed after reasonable amortization periods as follows.
- a) Signs which simulate traffic control devices, such as with arrows or flashing lights, and other signs described as prohibited by Section 4.7.28 shall be removed, or modified to conform, within thirty (30) days of written notification by the City that a sign is illegal.
  - b) Notwithstanding any applicable amortization period, signs which restrict ADA access or present a danger to life or property may be abated immediately under authority of the Americans with Disabilities Act, Oregon Structural Specialty Code, Uniform Sign Code or other powers of the City or State.
  - c) Signs which were deemed conforming prior to adoption of this Plan shall be brought into conformance with this Plan no later than ten (10) years after adoption of this Plan or any amendments thereto that would render a conforming sign nonconforming.
  - d) Signs which were deemed nonconforming through adoption of the City of Pendleton Sign Ordinance (No. 2775) shall not be granted an extension of the amortization period granted therein.
  - e) All other prohibited signs described in this Article shall be removed or modified to conform to the regulations herein within sixty (60) days of written notification by the City that a sign is illegal.
  - f) Signs placed on a local historic inventory, and/or any “historic contributing” signs integral to a structure listed on the National Historic Register, are exempt from amortization requirements.
- 4.7.28 Abandoned Signs shall be removed within thirty (30) days by the owner or lessee of the premises upon which the sign is located when the advertised business is no longer conducted on the premises.
- 4.7.29 The following signs are hereby declared a public nuisance and shall be removed or the nuisance abated within 30 days of written notice by the City:
- A. Flashing sign visible from a public street or highway.
  - B. Unpermitted or improperly placed temporary or movable signs.

- C. Illegal signs.
- D. Abandoned signs
- E. Signs in obvious disrepair which are not maintained according to the standards set forth in this Article.

4.7.30 Any sign identified in 4.7.29 that is not abated or removed, or is otherwise erected in violation of this ordinance may be removed by the City of Pendleton. The property owner will be assessed the full cost of sign removal, storage and disposal if the owner fails to remove the sign and the City exercises its authority under this provision.

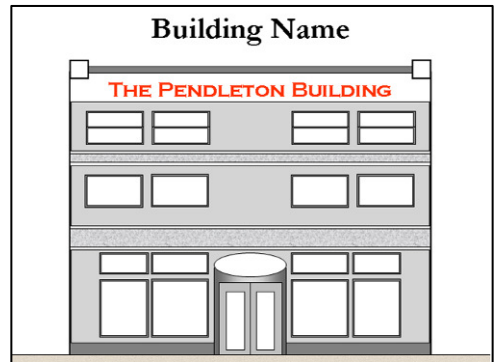
- a) Any sign collected by the City will be stored for a minimum of 30 days.
- b) Notice will be mailed within 3 business days of the date of collection to the owner of each sign if the ownership is reasonably discernible from the sign or as previously filed by the owner of the sign with the Community Development Department.
- c) The owner of a sign may retrieve a sign collected by the City. The owner must present proof of ownership of the sign and pay a sign retrieval fee. Said fee shall cover all reasonable costs associated with retrieval, transportation and storage of any retrieved sign.
- d) In the event that the City is unable to recover costs for removal of a nuisance sign, the City may issue a lien against the property to recover all associated costs.

4.7.31 The City of Pendleton is not responsible for damage to any property or sign that results from retrieval or abatement of illegal, nonconforming or abandoned signs.

**4.7.32 Signage Typology**

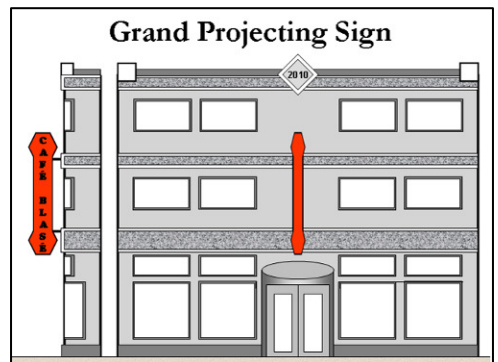
1) **Building Name.** A permanent identifier located on, and parallel to, a building wall which announces the name of a building; inscribed directly and permanently into the façade. Building names are common on historic buildings in downtown Pendleton.

- a) The Building Name shall be located only on the frieze, cornice, or fascia area of storefront level; frieze, cornice, fascia, parapet of the uppermost floor; or above the entrance to main building lobby.
- b) Only one (1) Building Name shall be permitted per building.
- c) The Building Name shall be no taller than twenty-four (24) inches in height.
- d) The Building Name may be illuminated by external illumination or halo illumination only.



2) **Grand Projecting Sign.** A tall, large, vertically oriented sign which projects from the building perpendicular to the façade and which is structurally integrated into the building.

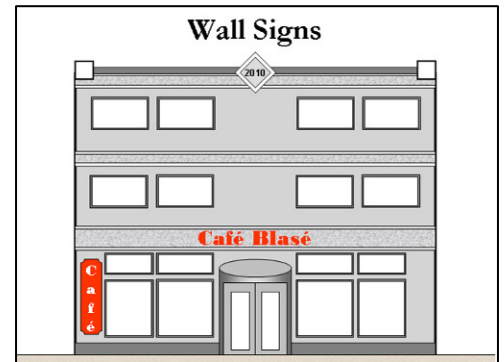
- a) Only one (1) Grand Projecting Sign shall be permitted per establishment.
- b) Signs shall not exceed three (3) feet in width and twenty (20) feet in height, with a maximum area of 45 square feet.
- c) Only one face shall be counted toward the total sign area.
- d) Signs shall project no more than six (6) feet from the façade of the building.
- e) Letter width shall not exceed two-thirds (2/3) of the sign width.



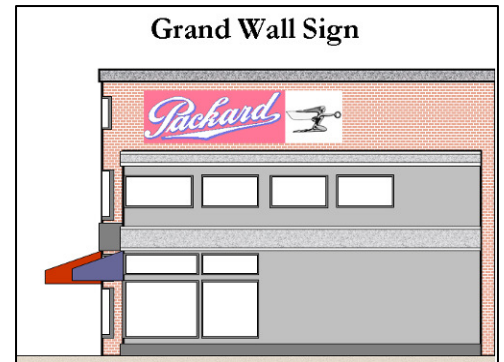
- 3) **Marquee Sign.** A large, canopy-like structure mounted over the entrance to a theater.
- Marquee Signs shall only be located directly above the primary public entrance of the theater.
  - Only one (1) Marquee Sign shall be permitted per block.
  - Each face of a marquee sign shall count toward the total sign area.



- 4) **Wall Sign.** A sign located on, and parallel to, a building wall.
- Wall Signs shall only be mounted on a wall area within the Shopfront Frontage.
  - Signs shall project no more than one (1) foot from the façade of the building.
  - Materials used in wall signs should be wood, ceramic, metal, and paint only. Wall signs may also be painted directly onto the façade of the building or inscribed into the façade of the building.
  - Wall signs should be illuminated by external illumination, exposed neon tube illumination, exposed bulb illumination, or halo illumination only.
  - Where individual letters are used, letters should be three dimensional, created by raised letter forms mounted to the building façade or sign panel, or by incised openings cut out from the sign panel.



- 5) **Grand Wall Sign.** A large sign located on, and parallel to, large unfenestrated building wall areas.
- Grand Wall Signs shall only be located on unfenestrated wall areas of two thousand (2,000) square feet in size or greater.
  - Only one (1) Grand Wall Sign shall be permitted per establishment per façade.
  - The total area of a Grand Wall Sign shall not exceed four hundred (400) square feet.
  - Signs shall project no more than three (3) inches from the façade of the building.
  - Sign materials should be wood, ceramic, metal, or paint only.
  - Signs may be illuminated by external illumination only.
  - Applied panels are recommended on unpainted masonry (brick) buildings.



- 6) **Temporary Wall Sign.** A sign which is located on, and parallel to, a building wall and is designed, constructed, and intended for display on private property for a period of not more than thirty (30) consecutive days. Examples include "grand opening," "special sale," and seasonal temporary banner signage.

- All temporary signs shall require a temporary sign permit, including a deposit of \$150.
- A maximum of two (2) Temporary Wall Signs are allowed per establishment.
- Total temporary signage placement shall not exceed ninety (90) days per year.
- No Sign surface shall exceed one hundred (100) square feet in area.
- Signs shall project no more than one (1) foot from the façade of the building.
- The sign area shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- Signs shall not be illuminated.

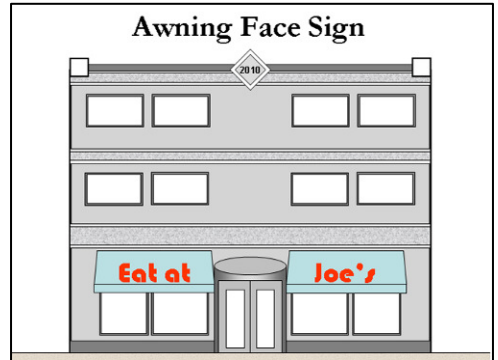


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- h) Any temporary sign that has been damaged or is in a state of disrepair for any reason shall be considered a nuisance and shall be removed immediately.
- i) Temporary signs shall follow the guidelines established in the City of Pendleton Sign code (Ordinance No. 2775).

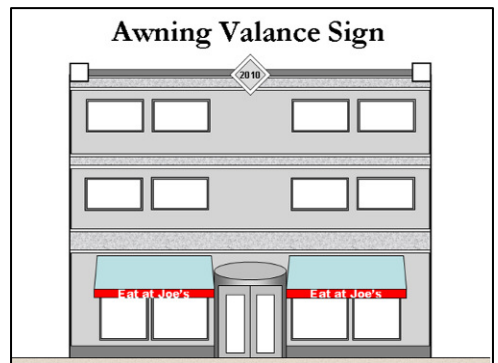
7) **Awning Face Sign.** A sign applied to the primary face of an awning, including sloped awning faces and vertical “box” awning faces.

- a) No Awning Face Sign shall exceed twenty percent (20%) of the area of the awning face.
- b) Signs shall project no farther from the building than its associated awning.
- c) Awning Face Signs should consist of vinyl or paint applied directly to the awning.
- d) Awning Face Signs should be illuminated by external illumination only.



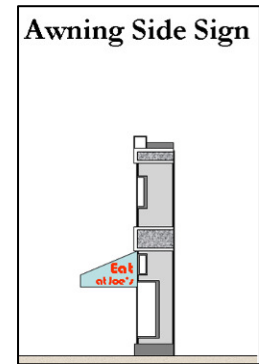
8) **Awning Valance Sign.** A sign applied to the awning valance.

- a) Valance Signs shall not to exceed two-thirds (2/3) the height of the valance.
- b) Signs shall project no farther from the building than its associated awning.
- c) No portion of a Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.
- d) The sign area shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- e) Signs should be illuminated by external illumination only.



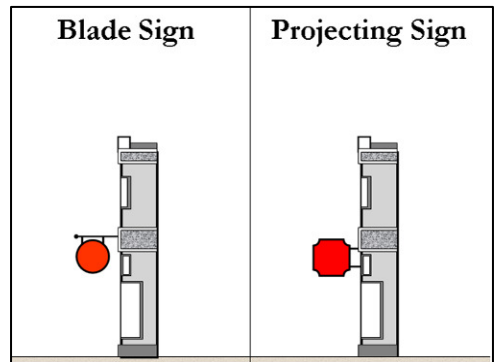
9) **Awning Side Sign.** A sign applied to the side panel of an awning.

- a) Signage shall not exceed 2/3 of the awning side area.
- b) Signs shall project no farther from the building than its associated awning.
- c) Signs should be illuminated by external illumination only.



10) **Blade Sign.** A sign which is oriented perpendicularly to the building façade and which is suspended under a bracket, armature, or other mounting device.

- a) Blade Signs shall only be mounted on the wall area below the second floor.
- b) No Blade Sign shall exceed twelve (12) square feet in size.
- c) Blade Signs shall project no more than four (4) feet from the façade of the building.
- d) Materials used in Blade Signs should be wood, ceramic, or metal only.
- e) Blade signs shall not be internally illuminated. The use of exposed neon tube illumination is acceptable.
- f) Blade signs shall be placed as close as possible to the center of the building or shopfront, in order to minimize conflicts with other blade and/or projecting signs.



11) **Projecting Sign.** A cantilevered sign which is structurally affixed to the building and oriented perpendicular to the building façade.

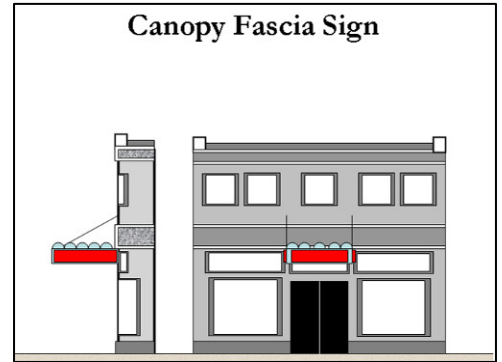
- a) Standards for projecting signs shall be the same as those for Blade signs.



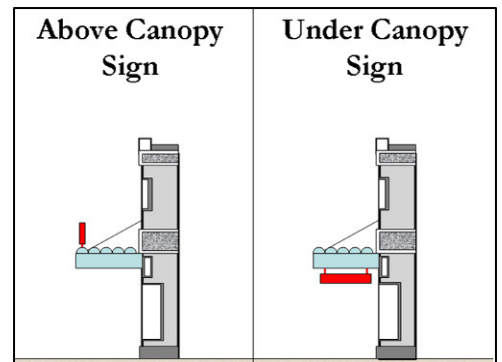
- 12) **Recessed Entry Sign.** Recessed Entry Signs are signs which are oriented parallel to the building façade and which are suspended over a recessed entry.
- No Recessed Entry Sign shall exceed two (2) feet in height or twenty (20) square feet in size.
  - Signs shall not project beyond the façade of the building.
  - Materials used in Recessed Entry Signs should be wood, ceramic, or metal only.
  - Signs shall not be internally illuminated. The use of exposed neon tube illumination is acceptable.



- 13) **Canopy Fascia Sign.** A sign mounted to the front or side fascia of a canopy and contained completely within that fascia.
- Sign height shall not exceed two-thirds (2/3) the height of the fascia or twelve (12) inches, whichever is less.
  - Sign width shall not exceed two-thirds (2/3) of the canopy width.
  - Signs shall project no farther from the building than its associated canopy.
  - Materials used in Canopy Fascia Signs should be wood, ceramic, or metal only.
  - Signs shall not be internally illuminated. The use of exposed neon tube illumination, exposed incandescent bulb illumination, or halo illumination is acceptable.
  - Only one type of canopy sign shall be permitted per shopfront. If a building has multiple shopfronts, all shopfronts shall feature the same design.



- 14) **Above Canopy Sign.** A sign mounted partially or entirely above the front fascia of a canopy and oriented parallel to the building wall surface. This type of sign is discouraged in the River Quarter.
- Sign height shall not exceed one and one-half (1½) times the height of the fascia or twenty-four (24) inches whichever is less.
  - Sign width shall not exceed two-thirds (2/3) of the canopy width.
  - Signs are permitted only above the front fascia of a canopy.
  - Signs shall project no farther from the building than its associated canopy.
  - Materials used in Above Canopy Signs should be wood, ceramic, or metal only.
  - Signs shall not be internally illuminated. The use of exposed neon tube illumination, exposed incandescent bulb illumination, or halo illumination is acceptable.
  - Only one type of canopy sign shall be permitted per shopfront. If a building has multiple shopfronts, all shopfronts shall feature the same design.



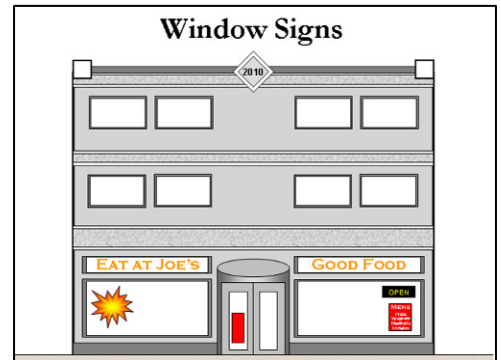
- 15) **Under Canopy Sign.** A sign suspended under a canopy, perpendicular to the building facade.
- No more than one (1) Under Canopy Sign shall be permitted per establishment per façade.
  - Signs must be located adjacent to a public entrance from a City sidewalk.
  - Sign area shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
  - Signs shall not exceed three (3) square feet in area.

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- e) Signs shall project no farther from the building than its associated canopy.
- f) Materials used in Under Canopy Signs should be wood, ceramic, or metal only.
- g) Signs shall not be internally illuminated. The use of exposed neon tube illumination, exposed incandescent bulb illumination, or halo illumination is acceptable.
- h) Only one type of canopy sign shall be permitted per shopfront. If a building has multiple shopfronts, all shopfronts shall feature the same design.

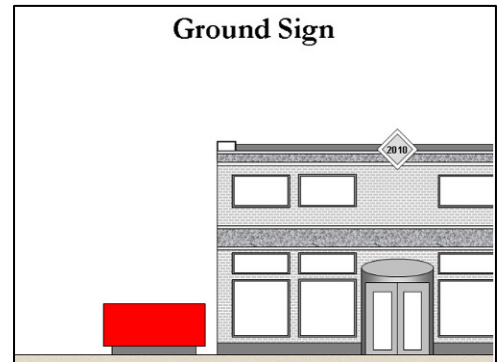
**16) Window Sign.** A sign applied directly to a window or mounted or suspended directly behind a window.

- a) No more than one-third of any individual window area shall be covered.
- b) The use of gold leaf window signs at an appropriate scale is recommended for more permanent signage. Neon lights on the interior of storefront windows are considered compatible signage.
- c) The sign area shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- d) Signs which satisfy the above standards and General Standards do not require a permit.
- e) Ground floor Window Signs should consist of vinyl or paint applied to the glass, neon mounted or suspended behind the glass, or framed and mounted paper signs.
- f) Signs should be illuminated by exposed neon tube illumination only.



**17) Ground Sign.** A sign mounted on the ground and either extends from the ground or is not more than three (3) feet from the ground to the bottom of the sign. Ground signs require conditional use approval, and are highly discouraged within the River Quarter.

- a) No more than one (1) Ground Sign or Free Standing Sign shall be permitted per block.
- b) Sign area shall count 1.5 times towards the total sign area permitted based on the Linear Frontage Ratio.
- c) Signs shall not exceed fifty (50) square feet in area.
- d) Signs shall not exceed six (6) feet in height above grade.
- e) Signs shall not be placed within the public right of way.
- f) Materials used in Free Standing Signs shall complement the architecture of the structure(s) on the site.
- g) Ground Signs shall utilize external illumination only.



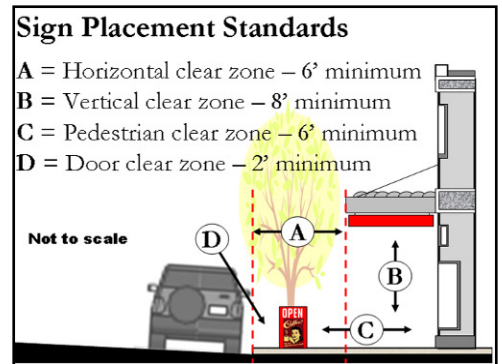
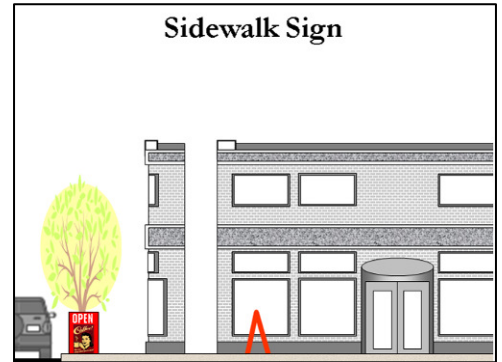
**18) Free Standing Sign.** A sign supported by one or more uprights (typically pole or pylon) in the ground and detached from any building or structure. Free Standing signs require conditional use approval, and are highly discouraged within the River Quarter.

- a) No more than one (1) Ground sign or Free Standing Sign shall be permitted per block.
- b) Sign area shall count 1.5 times towards the total sign area permitted based on the Linear Frontage Ratio.
- c) Signs shall not exceed fifty (50) square feet in area.
- d) Signs shall not exceed ten (10) feet in height above grade.
- e) Signs shall not be placed within the public right of way.
- f) Materials used in Free Standing Signs shall complement the architecture of the structure(s) on the site.
- g) Free Standing Signs shall utilize external illumination only.



**19) Sidewalk Sign.** Any sign placed in the public right of way, even if no sidewalk exists.

- a) No more than one (1) Sidewalk Sign shall be permitted per licensed business.
- b) The area of a Sidewalk Sign shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- c) No Sign shall exceed eight (8) square feet in size.
- d) Signs shall be located within an area bounded by the curb and the building face.
- e) Signs shall maintain a minimum six (6) linear foot clear aisle for pedestrian access. The clear aisle may be on either side of the sign.
- f) Signs shall maintain a minimum two (2) linear foot clear area between the sign and the curb for parked vehicles to accommodate doors and overhangs.
- g) Signs shall not interfere with access to building entrances, fire hydrants, street benches, trash receptacles, or any other street furniture.
- h) Signs shall be displayed only during operating hours of the business or other approved use.
- i) In addition to obtaining a sign permit, all signage placed within the public right of way shall first obtain a right-of-way use permit from the City Engineer.
- j) Sidewalk Signs shall be constructed of wood, metal, plastic or a similar weather-resistant material.
- k) Signs shall not contain sharp edges or protrusions which would present a hazard to pedestrians.
- l) Signs shall not be illuminated either directly or indirectly, and shall not have any mechanical or moving parts.
- m) The property owner and the business owner shall execute a Hold Harmless Agreement, and any other surety deemed necessary by the City, before any sign may be placed on the sidewalk or on any other public right-of-way.
- n) The property owner and business owner shall provide a Certificate of Liability from their insurance company. The certificate amount shall be a minimum of \$1,000,000 per occurrence and shall name the City of Pendleton as additional insured. The description shall state “City of Pendleton is listed as additional insured for placement of a sign within the public right of way.”



#### 4.8 LIGHTING STANDARDS

- 4.8.1 All lighting, including signage, shall feature shields or other devices to prevent light from projecting skyward or onto adjacent buildings/properties.
- 4.8.2 No lighting level measured at the building Frontage Line shall exceed 10.0 foot-candles (FC) from 8 a.m. to 10 p.m. and 5.0 FC from 10 p.m. to 8 a.m.

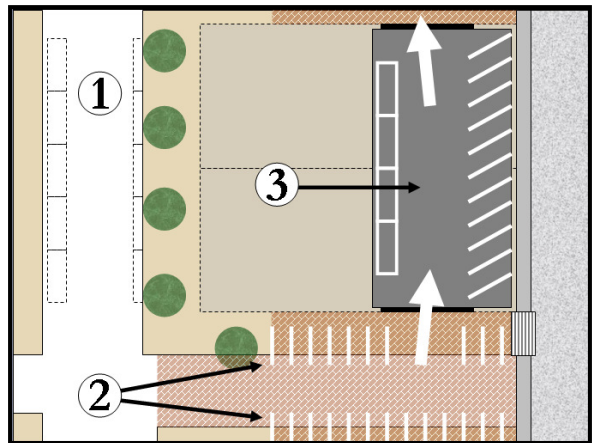
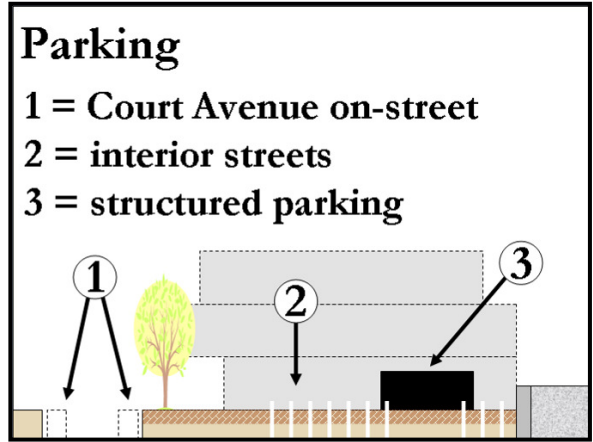
#### 4.9 SOUND STANDARDS

- 4.9.1 Sound levels measured at a Frontage Line shall not exceed 65 decibels from 8 a.m. to 10 p.m. and 55 decibels from 10:00 p.m. to 8:00 a.m.

**4.10 OFF-STREET PARKING STANDARDS**

This Plan recognizes that a high quality pedestrian environment is generally in conflict with high off-street parking requirements. In areas where off-street parking is provided, the movement of vehicles shall be secondary to the movement of pedestrians.

- 4.10.1 There shall be no minimum off-street parking requirement for commercial uses.
- 4.10.2 Residential uses shall provide a minimum of one off-street space per dwelling unit
- 4.10.3 Direct vehicular access to off-street parking areas from Court Avenue is discouraged.
- 4.10.4 Structured (covered) parking is permitted between a building and the River Parkway underneath a finished second floor.
- 4.10.5 Open (uncovered) off-street parking areas are prohibited between Court/Byers Avenue and a building, and between the River Walk and a building.
- 4.10.6 Open parking areas may be allowed along the side frontage on corner lots, but shall be masked from the Court Avenue Frontage by a Building or Streetscreen.
- 4.10.7 A single row of uncovered parking may be permitted on interior lots adjacent to a building, and shall be masked from the Court Avenue Frontage by a Building or Streetscreen.
- 4.10.8 Streetscreens shall be between 4 and 6 feet in height. Streetscreens shall have openings no larger than necessary to allow automobile and pedestrian access. Streetscreens shall use materials that are consistent with adjacent buildings, or suitable landscaping. Signage shall not be placed on Streetscreens.
- 4.10.9 Vehicular entrances to parking lots and garages shall be no wider than 24 feet at the Frontage.
- 4.10.10 If any off-street vehicle parking is provided for non-residential uses, an equal number of bicycle parking spaces shall be provided.
- 4.10.11 A minimum of four outdoor bicycle parking spaces shall be provided for every 200 feet of frontage along Court Avenue and for every 200 feet of frontage along the RiverWalk.
- 4.10.12 All residential uses shall provide a minimum of one secure, indoor bicycle parking space for each unit. Additional bicycle parking is recommended.
- 4.10.13 Each plan submitted under this Code shall include a bicycle parking plan showing and describing in detail the location and type of bicycle facilities, and shall show that such facilities will not impede pedestrian traffic.



**ARTICLE 5. PRE-EXISTING CONDITIONS****5.1 PRE-EXISTING CONDITIONS AND NON-CONFORMING USES**

It is the intent of this Plan to facilitate new development that is consistent with the goals and policies outlined herein, while making reasonable accommodation for existing uses and structures. This Plan recognizes that all structures have a reasonable life expectancy, and that as structures are improved or replaced increased consistency with this Plan is the desired result.

It is not the intent of this Plan to remove existing structures and uses. Rather, the Plan aims to see that new development is consistent with the goals and policies, while allowing existing development to remain as long as the existing structures continue to be viable. Those who invest in this area would like a reasonable expectation that new development, consistent with this Plan, will complement and reinforce their investment.

- 5.1.1 Except as is hereinafter provided in this Ordinance, the lawful use of a building or structure or of any land or premises lawfully existing at the time of the effective date of this Ordinance or at the time of a change in the official zoning maps may be continued although such use does not conform with the provisions of this Ordinance. No unlawful use of property existing at the time of passage of this Ordinance shall be accepted as a pre-existing, non-conforming use.
- 5.1.2 Existing buildings and appurtenances that do not conform to the provisions of this Code may continue in the same use and form until a Substantial Modification occurs or is requested, at which time City staff shall determine the provisions of this Section that shall apply.
- 5.1.3 A nonconforming structure or use may continue but shall not be enlarged or expanded except as specifically authorized in this Plan. The extension of a nonconforming use to a portion of a structure which was arranged or designed for the nonconforming use at the time of passage of this Ordinance is not an enlargement of a nonconforming use.
- 5.1.4 The modification of existing buildings is permitted By Right if such changes result in greater conformance with the specifications of this Code.
- 5.1.5 A structure conforming as to use but nonconforming as to height, setback, or coverage may be altered or extended, providing alteration or extension does not increase the deviation from the standards of this Ordinance.
- 5.1.6 In case of practical difficulty or unnecessary hardship, the Planning Commission may authorize enlargement or expansion of a nonconforming use up to 20 percent in floor area or, in those cases not involving structures, up to 10 percent in land area, as existing on the effective date of this Ordinance. The procedure to be followed in application for and authorization of an expansion of a nonconforming use shall be the same as that specified in Article 7. Deviations.
- 5.1.7 Any **addition to or modification** of a building or property that has been designated on a local historic inventory or to a building actually or potentially eligible for inclusion in the State or National Historic Register, shall be subject to approval by the Landmarks Commission.
- 5.1.8 **Change of a Nonconforming Use.** If a nonconforming use is changed, it shall be changed to a use conforming to the regulations of the zone and, after change, it shall not be changed back again to the nonconforming use.
- 5.1.9 **Discontinuance of a Nonconforming Use.** If a nonconforming use is discontinued from use for a period of one year, further use of the property shall be for a conforming use.
- 5.1.10 **Expansion of a Nonconforming Structure or Use.** Expansion of a nonconforming use or structure may be permitted pursuant to the standards contained in Article XIX of the Zoning Ordinance.
- 5.1.11 **Destruction of a Nonconforming Use.** If a nonconforming structure or a structure containing a nonconforming use is destroyed by any cause to an extent exceeding 80 percent of the value of the structure, a future structure or use on the property shall comply with the provisions for a conforming use in the zone. Residential structures may be rebuilt if unintentionally destroyed, provided the reconstruction of the residence complies with the following standards:
- a) the residence is rebuilt on the same location on the lot, or in compliance with the setback standards for the underlying zone; and
  - b) the square footage of the replacement structure does not exceed the square footage of the original structure by more than twenty percent (20%).

The value of the structure for purposes of this Section shall be determined by establishment of its replacement cost using current values for labor and new materials. If the building inspector determines there is some pertinent question as to the percent of the structure destroyed, he shall refer the question to the building board of appeals established by the city building code for determination.

- 5.1.12 **Vested Rights.** Nothing contained in this Ordinance shall:
- a) require any change in the plans, construction, alteration, or designated use of a structure for which a building permit has been issued and construction work has commenced prior to the adoption of this Ordinance; except that, if the designated use will be nonconforming, it shall be considered a discontinued use if not in operation within two years of the date of issuance of the building permit.
  - b) be construed to limit the sale, transfer, or other conveyance of property on which exists a non-conforming building, structure or use, so long as such sale, transfer or other conveyance does not otherwise violate the provisions of this Ordinance.
- 5.1.13 This Plan recognizes that some structures that might be considered “historic contributing” exist within the River Quarter, even if they are not designated on a list. Relocation of historic structures shall be encouraged when any redevelopment is proposed that would otherwise result in demolition of a historic structure. If relocation is not possible, deconstruction and reuse of structure components shall be explored rather than outright demolition.
- 5.1.14 In the case of a conflict between this Plan and Article XIX of the Zoning Ordinance, the more restrictive shall govern.

## ARTICLE 6. INSTRUCTIONS

### PURPOSE

The intent of this section is to provide:

1. a simple, clear application and approval process for a party proposing development within the River Quarter, and;
2. guidelines which will promote good quality design as set out in this code.

The City is committed to processing development applications in a timely manner, while also allowing time for public review and comment of proposals that may merit discretionary review.

### 6.1 PROCESS

- 6.6.1 The City of Pendleton has a consolidated process for review of land use actions. Proposals that may be approved or denied on the basis of strict compliance with this ordinance may be processed administratively (by staff).
- 6.6.2 All lots and buildings located within the River Quarter shall be subject to the requirements of this Article.
- 6.6.3 The boundaries of the River Quarter and the standards for development shall be determined as set forth in Article 1 through a process of public consultation with approval by the Planning Commission and City Council. Once these determinations have been incorporated into this Code and its associated plans, then projects that require no Variances shall be processed administratively without further recourse to public consultation.
- 6.6.4 Any person or party proposing development within the River Quarter should consult with the Planning Department prior to submitting plans.
- 6.6.5 Applicants are encouraged to schedule a Pre-Design meeting with City staff to discuss technical aspects of a proposal prior to submittal of any land use application or development permit. Pre-Design meetings serve as a forum to discuss technical aspects of a proposal with key members of City staff including but not limited to: Planning, Building, Engineering and Fire.
- 6.6.6 The applicant is encouraged to meet with the River Quarter Committee to discuss the proposed project prior to submittal of a land use application (such as a conditional use) or a Development Permit.
- 6.6.7 Applicants shall submit all application materials in both paper and electronic format.
- 6.6.8 Owners and developers may have the design plans required under this Article prepared on their behalf.
- 6.6.9 Upon receipt of a Development Permit, staff will forward electronic copies of all submittal materials to members of the River Quarter Committee and other interested parties for comment. There shall be a two week review period, during which time any comments regarding the proposal may be submitted, including specific aspects of the proposal that do not satisfy the goals and policies contained in this Plan.
- 6.6.10 If no comments are received indicating deficiencies specifically relating to this Plan or other adopted ordinances, the application may be deemed complete and shall be processed administratively.
- 6.6.11 If comments are received noting specific deficiencies specifically relating to this Plan or other adopted ordinances, the application shall be deemed complete and forwarded to the Planning Commission for a public hearing.

## CITY OF PENDLETON – RIVER QUARTER ENHANCEMENT PLAN

- 6.6.12 Building and site plans submitted under this Article shall show the following, in compliance with the standards described in this Article:
- A) Building Disposition
  - B) Building Configuration (site plan/elevations)
  - C) Building Function
  - D) Architectural Standards
  - E) Awnings
  - F) Landscaping and Storm Water Treatment
  - G) Signage
  - H) Lighting
  - I) Sound
  - J) Visitability
  - K) Off-Street Parking location (if provided)
  - L) Frontage Standards (improvements within the public ROW)
  - M) Special Requirements, if any
  - N) Other items as deemed necessary to satisfy the goals and policies contained in this Plan
- 6.6.13 All proposals for development within the River Quarter shall be reviewed by the River Quarter Committee. Development applications showing full compliance with this Plan may be recommended for approval by the Committee and approved administratively.
- 6.6.14 Applicants are encouraged to work with the River Quarter Committee to develop a proposal that can be recommended for approval. Proposals not recommended for approval by the River Quarter Committee shall be forwarded to the Planning Commission to determine compliance with the goals and policies contained herein.
- 6.6.15 If an application is scheduled for a public hearing for any reason, it shall be processed according to adopted standards for a Conditional Use application as contained in Article XX of Ordinance No. 3251 (the Zoning Ordinance).
- 6.6.16 A request for a Deviation to the standards contained in this Plan shall be processed pursuant to the criteria for a Variance contained in Article XX of Ordinance No. 3251 (the Zoning Ordinance).
- 6.6.17 An owner may appeal a decision of staff or the River Quarter Committee to the Planning Commission and ultimately to City Council.
- 6.6.18 Should a violation of the Enhancement Plan or an approved Development Permit occur during construction, or should any construction, site work, or development be commenced without an approved Development Permit, the City Manager or his designee has the right to require the owner to stop, remove, and/or mitigate the violation.
- 6.6.19 The individual sections of this Plan are severable. The invalidity of a Section, in whole or in part, shall not affect the validity of the remaining Sections, or portions thereof.

**ARTICLE 7. DEVIATIONS**

**PURPOSE**

The intent of this section is to define the scope of deviation from this code which may be requested and what is not subject to appeal.

All of the provisions of this Plan are mandatory requirements unless approval of a specific deviation is obtained. Deviations are strongly discouraged unless it can be proven that they do not compromise the ability to fulfill the Plan’s goals, policies and actions.

**7.1 VARIANCES**

- 7.1.1 A Variance shall be the only type of deviation from the requirements of this Code.
- 7.1.2 A Variance is any ruling on a deviation from this Plan. Variances shall be granted only in accordance with the criteria and standards in Article XX of the City of Pendleton Zoning Ordinance (No. 3250, as amended), and shall include payment of appropriate fees.
- 7.1.3 Each Variance application shall include, at a minimum, the following:
  - a) A statement of the evaluation standard or standards that are the subject of the proposed Variance;
  - b) A narrative description of the manner in which the applicant proposes to deviate from such evaluation standard or standards;
  - c) Plans, drawn to scale, showing the nature, location, dimensions, and elevation of the structure, area, or part thereof that is the subject of the proposed Variance; including the development project’s relationship to the surrounding context;
  - d) A justification for the proposed variance addressing each specific approval criterion; and
  - e) Such other information as may be required by the Director, River Quarter Committee, Planning Commission or Council.
- 7.1.4 The request for a Variance shall not subject the entire application to public hearing, but only that portion necessary to rule on the specific issue requesting the relief.
- 7.1.5 The following standards and requirements shall not be eligible for Variances:
  - a) The minimum building height
    - a. Prohibition on parking between a building façade and Court or Byers Avenue
    - b. Signage
- 7.1.6 Mere economic or financial hardship alone is not sufficient justification for granting a variance.



**CITY OF PENDLETON**  
 Planning Department (541) 966-0204 Fax (541) 966-0251  
 500 SW Duane Avenue, Pendleton, OR 97601

File No. \_\_\_\_\_ **VARIANCE APPLICATION**

NOTICE TO APPLICANT: On original application form, please print legibly using blue or black ink, or type. Applicants are advised to review the list of submittal requirements indicated on each application form prior to submitting an application. Incomplete applications will not be acted upon or scheduled for a public hearing until the Planning Department receives all required submittal materials and fees.

**SITE LOCATION AND DESCRIPTION**

Tax Map # (S) \_\_\_\_\_ Tax Lot # (S) \_\_\_\_\_  
 Tax Map # (E) \_\_\_\_\_ Tax Lot # (E) \_\_\_\_\_  
 Frontage street or address \_\_\_\_\_  
 Nearest cross street \_\_\_\_\_  
 Current zoning \_\_\_\_\_ City of Pendleton \_\_\_\_\_ County \_\_\_\_\_  
 Site size (area or square feet) \_\_\_\_\_ Dimensions \_\_\_\_\_

**SPECIFIC REQUEST** (State the nature of the request and why a variance is necessary.)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**APPLICANT**  
 Mailing address \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Applicant's interest in property \_\_\_\_\_ Date \_\_\_\_\_  
 Signature \_\_\_\_\_

**PROPERTY OWNER**  
 Mailing address \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Adjacent property under same ownership (Name for ID) \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

If same as applicant, mark SAME. If more than one property owner, please attach additional sheets as necessary.

<b>OFFICE USE ONLY</b>			
120 day time limit	Accepted as complete _____	Final decision by _____	
DECD 45-day notice required	Y/N _____ Date mailed _____	Date of final hearing _____	
Planning Commission hearing date	_____	Date mailed _____	
Notice to media	Publication date _____	Issued _____	
Notice of Decision	Date mailed _____	Agreed to settle _____	
Association of applications			



**ARTICLE 8. DEFINITIONS**

This Article provides definitions for terms in this Code that are technical in nature or that otherwise may not reflect a common usage of the term. If a term is not defined in this Article, then the Planning Commission shall determine the correct definition with input from the River Quarter Committee. Items in italics refer to *Articles*, *Sections*, or *Tables* in the SmartCode. Some of the definitions that appear in this list may not be used in this Plan at initial adoption, but have been included should they become relevant through later amendments.

**Apartment:** a Residential unit sharing a building and a Lot with other units and/or uses; may be for rent, or for sale as a condominium.

**Block:** the aggregate of private Lots, Passages, Rear Alleys and Rear Lanes, circumscribed by public right of way.

**Brownfield:** an area previously used primarily as an industrial site.

**By Right (Outright):** characterizing a proposal or component of a proposal that complies with the Plan and is permitted and processed administratively, without public hearing.

**Civic:** the term defining not-for-profit organizations dedicated to arts, culture, education, recreation, government, transit, and municipal parking.

**Civic Building:** a building operated by not-for-profit organizations dedicated to arts, culture, education, recreation, government, transit, and municipal parking, or for use approved by the Planning Commission and City Council.

**Civic Space:** an outdoor area dedicated for public use. Civic Space types are defined by the combination of certain physical constants including the relationships among their intended use, their size, their landscaping and their Enfronting buildings.

**Colonnade:** a structure consisting of a row of evenly spaced columns. In classical architecture, a colonnade denotes a long sequence of columns joined by their entablature, often free-standing.

**Commercial:** the term collectively defining workplace, Office, Retail, and Lodging Functions.

**Corridor:** a lineal geographic system incorporating transportation and/or Greenway trajectories.

**Curb:** the edge of the vehicular pavement that may be raised to the grade of a sidewalk or flush to a Swale. Typically incorporates the drainage system.

**Density:** the number of dwelling units within a standard measure of land area (acre).

**Design Speed:** the intended maximum speed of a vehicle operating under ideal conditions.

**Design Vehicle:** the largest vehicle intended for a particular travelled way, which defines factors such as lane dimension, turning radii, clearances, and pavement strength.

**Use-Based Code:** “Conventional Zoning” that proscriptively regulates land uses by restricting or restraining certain uses.

**Developable Areas:** lands not constrained by local, State or Federal limits or prohibitions on development (example: floodplain, extreme slope).

**Driveway:** a vehicular lane within a Lot, often leading to a parking area.

**Encroach:** to break the plane of a vertical or horizontal regulatory limit with a structural element, so that it extends into a Setback, into the Public Frontage, or above a height limit.

**Encroachment:** any structural element that breaks the plane of a vertical or horizontal regulatory limit, extending into a Setback, into the right of way, or above a height limit.

**Enfront:** to place an element along a Frontage, as in “porches Enfront the street.”

**Expression Line:** a line prescribed at a certain level of a building for the major part of the width of a Façade, expressed by a variation in material or by a limited projection such as a molding or balcony. May be used to differentiate the first floor shopfront from upper floors.

**Extension Line:** a line prescribed at a certain level of a building for the major part of the width of a façade, regulating the maximum height for an Encroachment by an Arcade Frontage.

**Façade:** the exterior wall of a building that is set along a Frontage Line.

**Fenestration:** The design and placement of openings in the wall of a building designed to permit the passage of air, light, people or vehicles. May include windows and doors, or any other features that increase the potential for “eyes on the street.”

**Form-Based Code:** Form-based codes foster predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. Form-based codes are prescriptive and state what is desired. (Source: Form-Based Codes Institute; <http://www.formbasedcodes.org/>)

**Frontage:** the area between a building façade and the vehicular lanes, inclusive of its built and planted components.

**Frontage Line:** a Lot line bordering a Public Frontage. Façades facing Frontage Lines define the public realm and are therefore more regulated than the Elevations facing other Lot Lines.

**Function:** the use or uses accommodated by a building and its Lot.

**Gallery:** a partially enclosed area along the Façade of a building, typically supported by arches or columns on the outer side.

**Green:** a Civic Space type for unstructured recreation, spatially defined by landscaping rather than building Frontages.

**Greenway:** an Open Space Corridor in largely natural conditions which may include trails for bicycles and pedestrians.

**Greyfield:** an area previously used primarily as a parking lot. Shopping centers and shopping malls are typical Greyfield sites.

**Infill:** *noun* - new development on land that had been previously developed, including most Greyfield and Brownfield sites and cleared land within Urbanized areas. *verb* - to develop such areas.

**Lot:** a parcel of land accommodating a building or buildings of unified design. The size of a Lot is controlled by its width in order to determine the grain (i.e., fine grain or coarse grain) of the urban fabric.

**Lot Line:** the boundary that legally and geometrically demarcates a Lot.

**Lot Width:** the length of the Primary Frontage Line of a Lot.

**Main Civic Space:** the primary outdoor gathering place for a community. The Main Civic Space is often, but not always, associated with an important Civic Building.

**Manufacturing:** premises available for the creation, fabrication, assemblage and/or repair of artifacts, using table-mounted electrical machinery or artisanal equipment, and including their Retail sale.

**Mixed Use:** multiple functions within the same building through superimposition or adjacency, or in multiple buildings by adjacency, or at a proximity determined by Warrant.

**Net Site Area:** all developable land within a building site.

**Office:** premises available for the transaction of general business but excluding Retail, artisanal and Manufacturing uses.

**Open Space:** land intended to remain undeveloped; it may be for Civic Space.

**Park:** a Civic Space type that is available for unstructured recreation.

**Parking Structure:** a building containing one or more Stories of parking above grade.

**Pedestrian Shed:** An area that is centered on a Common Destination. Its size is related to the maximum reasonable walking distances for potential customers/visitors.

**Pedestrian Shed (Standard):** a Pedestrian Shed that is an average 1/4 mile radius or 1320 feet, about the distance of a five-minute walk at a leisurely pace.

**Planter (Strip):** the element of the Public Frontage within the public right of way which accommodates street trees, whether continuous or individual.

**Plaza:** a Civic Space type designed for Civic purposes and Commercial activities in urban areas, generally paved and spatially defined by building Frontages.

**Principal Entrance:** the main point of access for pedestrians into a building.

**Primary/Principal Frontage:** On corner Lots, the Public Frontage designated to bear the address and Principal Entrance to the building.

**Public Frontage:** the area between the Curb of the vehicular lanes and the Frontage Line.

**Rain Garden:** sunken garden using native plants and sometimes trees, where rainwater collects.

**Residential:** characterizing premises available for long-term human dwelling.

**Retail:** characterizing premises available for the sale of merchandise and food service.

**Retail Frontage:** Frontage designated on a Regulating Plan that requires or recommends the provision of a Shopfront, encouraging the ground level to be available for Retail use.

**Right of Way (Public):** The area between boundary lines of a street, pedestrian way or bicycle way.

**Rowhouse:** Single-family dwelling units that meet the definition of a townhouse and two-family dwellings where the dwelling units are separated from each other by a property line. Commonly referred to as a “zero-lot line dwelling.” *Source: 2005 Oregon Residential Specialty Code. This definition was deleted from the 2008 edition.*

**Secondary Frontage:** on corner Lots, the Public Frontage that is not the Primary Frontage.

**Setback:** the area of a Lot measured from the Lot line to a building Façade or Elevation that is maintained clear of permanent structures, with the exception of Encroachments listed in Section 4. (also known as the build-to-line.)

**Shopfront:** a Private Frontage conventional for Retail use, with substantial glazing and typically an awning or canopy, wherein the façade is aligned close to the Frontage Line with the building entrance at Sidewalk grade.

**Sidewalk:** the paved section of the Public Frontage dedicated exclusively to pedestrian activity.

**Story:** a habitable level within a building, excluding an Attic or raised basement.

**Streetscreen:** a freestanding wall or landscape element built along the Frontage Line, or coplanar with the façade. It may mask a parking lot from the Thoroughfare, provide privacy to a side yard, and/or strengthen the spatial definition of the public realm.

**Swale:** a low or slightly depressed natural area for retention and drainage of storm water. *Also: Bioswale, bioretention swale. See Oregon DEQ link: [Biofilters](#)*

**Terminated Vista:** a location at the axial conclusion of a Thoroughfare. A building located at a Terminated Vista designated on a Regulating Plan is required or recommended to be designed in response to the axis.

**Thoroughfare:** a way for use by vehicular and pedestrian traffic and to provide access to Lots and Open Spaces, consisting of Vehicular Lanes and the Public Frontage.

**TND:** Traditional Neighborhood Development, a Community Unit type structured by a Standard Pedestrian Shed oriented toward a Common Destination consisting of a Mixed Use center or Corridor, and in the form of a medium-sized settlement near a transportation route.

**TOD:** Transit Oriented Development.

**Townhouse:** A single-family dwelling unit constructed in a group of three or more attached units in which each unit extends from foundation to roof and with open space on at least two sides. *Source: 2008 Oregon Residential Specialty Code.*

**Turning Radius:** the curved edge of a Thoroughfare at an intersection, measured at the inside edge of the vehicular tracking. The smaller the Turning Radius, the smaller the pedestrian crossing distance and the more slowly the vehicle is forced to make the turn.

**Urban Growth Boundary:** the extent of potential urban growth as determined by the projected demographic needs of a region. The Urban Growth Boundary may be adjusted from time to time upon demonstration of need.

**Urbanism:** collective term for the condition of a compact, Mixed Use settlement, including the physical form of its development and its environmental, functional, economic, and sociocultural aspects.

**Urbanized:** generally, developed.

**Variance:** a ruling that would permit a practice that is not consistent with either a specific provision or the Intent of this Code.

**Vehicle:** a device that is designed or used to transport people or cargo. Examples include:

- Person
- Wheelchair
- Bicycle
- Skateboard
- Horse
- Car
- Train
- fire engine
- airplane

**ANATOMY OF A TRADITIONAL “MAIN STREET” BUILDING**

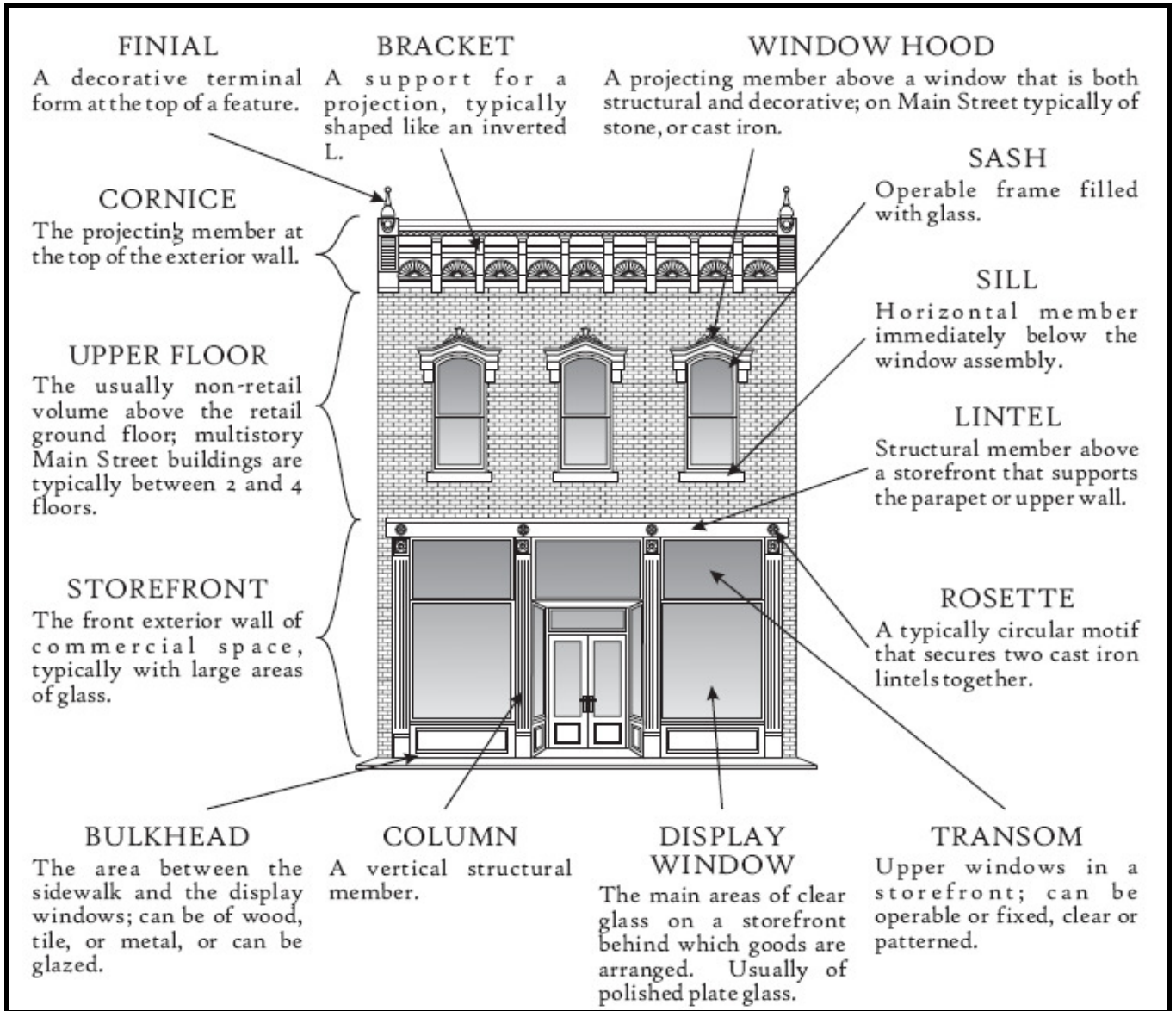


Image source: Illinois Main Street

**This Plan relied on the SmartCode for inspiration.**

“The SmartCode is a model transect-based development code available for all scales of planning, from the region to the community to the block and building. The code is intended for local calibration to a town or neighborhood. As a form-based code, the SmartCode keeps towns compact and rural lands open, while reforming the destructive sprawl-producing patterns of separated use zoning.”

More information on the SmartCode can be obtained at SmartCode Central  
<http://www.smartcodecentral.com/>

The Plan was initiated at the behest of the Pendleton Development Commission.

**The Plan was created by the members of the River Quarter Committee:**

John Chess  
Bruce Gianotti  
Jennifer Guenther  
Mary Hallman  
David King  
Joy Marcum  
Jo Simpson  
Jeri Taylor  
Evan MacKenzie, City of Pendleton Planner

The Committee wishes to thank the property owners, merchants, residents and community members who participated in this process.

The Plan was created over many months and many meetings in mid 2009 through fall 2010.

The River Quarter Committee hosted a public open house on February 9, 2010 to gauge public opinion and gather input.

On June 30, 2010 the River Quarter Committee recommended by unanimous approval to send the plan to the City of Pendleton Planning Commission for consideration.

The Plan was considered by the Planning Commission on August 5 and August 19, 2010. The Planning Commission recommended approval of the Plan to the City Council by a vote of 6-0.

The Plan was considered by the City Council on October 5, 2010. The Plan was adopted by the City Council on October 5, 2010 through Ordinance No. 3801.

Unless otherwise credited, all photographs, tables and diagrams were created by Evan MacKenzie.

***Make no little plans***

*Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty. Think big.*

*-Daniel Burnham, Chicago architect. (1864-1912)*