Design Standards Principles

Below is a list of ten design principles that will provide guidance in updating the Design Standards:

1. Ensure new buildings are of a character and scale that is appropriate to the site and are of a form and size that reflect the human scale.	
2. Encourage building variety while providing for designs that reflect the context of the site and that include some unifying elements of consistency within specific districts. (E.g.: Use of brick near historic core to create a more unified district.).	
3. Activate the urban pedestrian environments by encouraging pedestrian friendly streetscapes and block fronts and by incorporating landscaping.	
4. Encourage buildings with a variety of heights and interesting roof forms.	
5. Ensure that new buildings enhance rather than detract from nearby or adjacent historic structures.	

6. Encourage more public spaces (plazas or green spaces) in conjunction with new buildings.	
7. Promote sustainable, innovative development projects that will provide long-term community benefits and have a high environmental and visual quality.	
8. Encourage the use of high quality urban materials and integrated design details between floors one through three for new construction.	
9. Encourage the use of distinctive design, rich northwest color palates, and long lasting materials.	
10. Ensure that individual building elements and details are visually consistent with a building's overall architectural style.	