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<td>Five Central Area Organizations got together to talk about development in the CA. Letters outlining the groups intent were sent to the Mayor, Council Members and Directors of SDCL, OPCD, OED, ARTS &amp; DON. The CA DGC also applied for a grant with Congress of New Urbanism (CNU). We got the grant for CNU to lead our community through a community charrette process to explore and talk about the possibilities.</td>
<td>1st Community Meeting and Workshop</td>
<td>3rd Community Meeting and Workshop</td>
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**Organization/Planning/Research**

CA DGC
Central Area Design Guideline Coalition
Central Area Neighborhood Design Guidelines

Background Review and Analysis
A brief history…

- The African American presence in the Central Area dates back to 1890 with an upsurge in the 1940’s
- Due to segregation and restrictive covenants, it was one of the few places black people could live in Seattle
- From 1940 to 2000, African Americans were the majority resident population in the Central Area
- The Central Area was redlined beginning in the 1930’s when a large part of the population was African American
- Discriminatory lending and insurance practices restricted the growth of black residents and businesses
Background & Analysis: Race and Segregation in Seattle
Excerpt from a 1948 Capital Hill neighborhood agreement on a restrictive covenant. Intended expiration was 1969.
<table>
<thead>
<tr>
<th>Year</th>
<th>Black</th>
<th>Non-Hispanic White</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>73%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>1980</td>
<td>64%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>1990</td>
<td>55%</td>
<td>31%</td>
<td>14%</td>
</tr>
<tr>
<td>2000</td>
<td>36%</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>2010</td>
<td>23%</td>
<td>53%</td>
<td>24%</td>
</tr>
<tr>
<td>2014*</td>
<td>19%</td>
<td>57%</td>
<td>24%</td>
</tr>
<tr>
<td>2019**</td>
<td>14%</td>
<td>62%</td>
<td>24%</td>
</tr>
</tbody>
</table>

*Estimated, **Projected - Seattle Times

Background & Analysis: Race and Segregation in Seattle
Previous documents reviewed:

2. Central Area Action Plan II (CAAP II) of 1998
5. Central Area Commercial Revitalization Plan of 2015
6. Historic Central Area Arts & Cultural District Plan of 2015

- Has 3 topic areas: Site & Context, Public Life, and Design Concept, plus design approach strategies
- Recommends that existing architectural character, history and culture be considered in design
- Allows for specific neighborhood design guidelines
2. Central Area Action Plan II (CAAPII) of 1998

- Advises “that as the economic tides rises, existing residents should not be left behind”

- Is an ambitious social development plan for economic development, housing & human services

- Encourages celebration of the history, heritage and diversity of the neighborhood

- Prioritized preservation of African American Heritage
- Says that new developments should compliment existing architectural character and street fronts
- Recommends a “mini design review” process
This plan builds on the vision and goals of previous plans, and updates the CAAP II of 1998

Focuses on Union, Cherry and Jackson nodes to generate community energy, partnership and tangible outcomes

Envisions a multicultural community which is proud of its African American heritage along with other cultural groups

Represents a shift from city-administered planning to community-based planning and implementation
Community-based plan that recommends greater investment in the neighborhood

Supports the goals, strategies and measures of the 23rd Avenue Action Plan of 2013

Goals include: building an equitable business environment for micro and small businesses, a food eco-system and providing support for African American businesses
6. Historic Central Area Arts & Cultural District Plan of 2015

- HCAACD is dedicated to preserving an African American legacy, sustaining and strengthening the sense of place for cultural relevancy

- Proposes establishing support for artistic creation, economic development, vibrancy, livability, affordability, desirability and artistic vitality
Common Themes

- The Preservation of African American Legacy/Heritage
- Retention of the Existing Neighborhood Character
- Livable, Vibrant and Safe Streets
- Public-Use Open Space
- Density at Commercial Cores
- Diversity of Housing Choices
- Equitable Economic Development
### Shared Vision / Common Goals:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Previous Documents</th>
</tr>
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<tbody>
<tr>
<td>Preservation of African American Legacy/Heritage</td>
<td>✓</td>
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<tr>
<td>Retention of the Existing Neighborhood Character</td>
<td>✓</td>
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<tr>
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<tr>
<td>Equitable Economic Development</td>
<td>✓</td>
</tr>
<tr>
<td>A Neighborhood-Based Design Review Process</td>
<td>✓</td>
</tr>
</tbody>
</table>

**PREVIOUS PLANNING DOCUMENTS:**
- Seattle Citywide Design Guidelines 1993 (updated 2014)
- Central Area Neighborhood Plan 1998
- CA Neighborhood Design Guidelines 1998
- Central Area Commercial Revitalization Plan 2016
- Historic Central Area Arts & Cultural District Plan 2016
<table>
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<td>Told the story of trying to recover a neglected neighborhood while keeping a wary eye on the human impact those changes might bring.</td>
<td>Are the cornerstone of the City’s Design Review Program used by the Design Review Boards for evaluating proposed new development.</td>
<td>Has added depth and long-term vision to a plan that was action-oriented while benefiting from its predecessor’s insistence on workable solutions.</td>
<td>is an element of the CAAP II and envisions a vibrant, multicultural community, proud of its rich African American heritage.</td>
<td>Acknowledges Central Area is Seattle’s historically African-American neighborhood is a center for art, business and culture.</td>
<td>This plan was in direct response to requests for greater investment in the economic vitality of this historic community.</td>
<td>This Plan is a placed-based community development project that aims to confirm and update the previous action plans.</td>
</tr>
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*Incorporated into the adopted Seattle Comprehensive Plan

**Finalized by community (not an adopted city document)
Seattle Design Guidelines
Framework for Neighborhood Specific Guidelines
What are Design Guidelines?

Design guidelines define the qualities of architecture, urban design, and public space, and are the primary tool used by Design Review Boards to assess design in our communities.

- **Seattle Design Guidelines** – apply citywide
- **Neighborhood Design Guidelines** – apply to specific geographically-defined areas within a neighborhood
What Neighborhoods have Design Guidelines?
Where will Design Guidelines apply?

Guidelines only apply to areas subject to Design Review. In general, commercial, multifamily and mixed-use projects that exceed specific thresholds in most of Seattle’s commercial and multifamily zones are subject to Design Review.
Where will Design Guidelines apply?

This size threshold varies based on which zone you’re in. For Lowrise zones, the threshold is 8 dwelling units or 4,000 square feet of non-residential floor area. For any project larger than that, Design Review is triggered, and Design Guidelines will apply.
City of Seattle Zoning Map

Google Maps Aerial View

Framework: Seattle Neighborhood Design Guidelines
How do Design Guidelines impact communities?
1. Context and Site

CS1. Natural Systems and Site Features
- Energy Use
- Sunlight and Natural Ventilation
- Topography
- Plants and Habitat
- Water

CS2. Urban Pattern and Form
- Location in the City and Neighborhood
- Adjacent Sites, Streets, and Open Spaces
- Relationship to the Block
- Height, Bulk, and Scale

CS3. Architectural Context and Character
- Emphasizing Positive Neighborhood Attributes
- Local History and Culture
2. Public Life

PL1. Open Space Connectivity
- Network of Open Spaces
- Walkways and Connections
- Outdoor Uses and Activities

PL2. Walkability
- Accessibility
- Safety and Security
- Weather Protection
- Wayfinding

PL3. Street-Level Interaction
- Building Entries
- Retail Edges
- Residential Edges

PL4. Active Transportation
- Entry Locations and Relationships
- Planning Ahead for Bicyclists
- Planning Ahead for Transit

Framework: Seattle Neighborhood Design Guidelines
3. Design Concept

DC1. Project Uses and Activities
- Arrangement of Interior Uses
- Vehicular Access and Circulation
- Parking and Service Uses

DC2. Architectural Concept
- Massing
- Architectural and Façade Composition
- Secondary Architectural Features
- Scale and Texture
- Form and Function

DC3. Open Space Concept
- Building-Open Space Relationship
- Open Space Uses and Activities
- Design

DC4. Materials
- Exterior Elements and Finishes
- Signage
- Lighting
- Trees, Landscape and Hardscape Materials

Framework: Seattle Neighborhood Design Guidelines
B. Adjacent Sites, Streets, and Open Spaces

Connection to the Street: Identify opportunities for the project to make a strong connection to the street and carefully consider how the building will interact with the public realm. Consider the qualities and character of the streetscape – its physical features (sidewalk, parking, landscape strip, street trees, travel lanes, and other amenities) and its function (major retail street or quieter residential street) – in siting and designing the building.

Framework: Seattle Neighborhood Design Guidelines

Context & Site

CS2. Urban Pattern and Form: Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area.

Othello Supplemental Guideline

Streetscape Compatibility

- A strong relationship between the building and the street adds character and quality to the Othello business district.

- Building spaces for commercial use at or near the edge of the sidewalk and limiting vertical grade separations is encouraged where commercial uses occupy the street-level floor.

- Shallow setbacks and a minor grade separation are encouraged between the first floor and the sidewalk where residential uses occupy the ground floor: this will promote privacy and also accommodate entry porches and stoops.
What Design Guidelines CAN and CANNOT do:

- Help reinforce neighborhood character
- Help protect visual aspects of a neighborhood
- Address visual impact of growth
- Indicate which approaches to design the community wants to encourage and discourage
- Provide an objective basis for recommendations
- Identify most important features of neighborhood character
- Be a tool for architects/developers to use in making preliminary design decisions
- Increase public awareness of design issues and options
- Increase community involvement in the design review process

- Require design changes
- Limit growth or regulate where growth takes place
- Change zoning of property or resolve disputes about zoning
- Control uses of property or how space within a building is used
- Significantly reduce a project’s height, bulk, scale or density
- Require community benefits
- Change the design review process
- Change the design review thresholds (i.e., change the zones in which design review is required)
Precedent Study

Neighborhood Design Guidelines in Seattle
Othello Neighborhood

Goals:

1. Establishing/reinforcing commercial “nodes”
2. Improving commercial facades
3. Identifying “gateway” design elements at major entry points into the community
4. Promoting sensitive transitions from commercial to residential
5. Encouraging pedestrian comfort and safety
6. Creating community identity in the public realm
7. Providing strategies to improve physical connections within the community

Excerpt from adopted guidelines. Not an exhaustive list.
Othello Neighborhood

PL3: Street-Level Interaction

Provide space for intermingling of pedestrians and shoppers at the street-level

PL3: Street-Level Interaction

Generous street level windows provide “eyes on the street” and support an active street environment

CS2: Urban Pattern and Form

Respect for adjacent sites:

Excerpt from adopted guidelines. Not an exhaustive list.
North Beacon Hill Neighborhood

Goals:

1. Preserving and enhancing the existing scale and character
2. Maintaining unique mixed-use housing and commercial features
3. Improving pedestrian environment
4. Providing opportunity for community involvement in design process

Excerpt from adopted guidelines. Not an exhaustive list.
North Beacon Hill Neighborhood

DC4: Exterior Elements and Finishes

- Multilingual signs reflecting the neighborhood’s diverse population are encouraged

CS2: Urban Pattern and Form

- Break larger buildings down into smaller volumes to relate to adjacent businesses and homes

PL3: Street-Level Interaction

- Provide outdoor dining opportunities with restaurant and café windows that open up to the sidewalk

Excerpt from adopted guidelines. Not an exhaustive list.
Yesler Terrace Community

Goals:

1. Maintain and enhance a sense of neighborhood identity which can be felt within Yesler Terrace and from afar
2. Provide open spaces (mix of public and private) for gathering and accommodating special events
3. Orient the community around a “neighborhood heart”
4. Maximize safety for pedestrians, cyclists and transit riders
5. Street design should foster interaction

Excerpt from adopted guidelines. Not an exhaustive list.
Yesler Terrace Community

Use placemaking features like signage or street banners to highlight routes in and out of the neighborhood.

Incorporate wayfinding kiosks to help visitors orient and appreciate site context.

Encourage walking, biking, and transit through a network of pedestrian pathways, neighborhood streets, and access drives.

Precedents: Places

Excerpt from adopted guidelines. Not an exhaustive list.
Yesler Terrace Community

CS3: Street-Level Interaction

Reference the history and unique cultural mix of Yesler Terrace through art and architectural features.
Q & A
Common Themes

- The Preservation of African American Legacy/Heritage
- Retention of the Existing Neighborhood Character
- Livable, Vibrant and Safe Streets
- Public-Use Open Space
- Density at Commercial Cores
- Diversity of Housing Choices
- Equitable Economic Development
Breakout Groups:

**Context & Site**
- CS1. Natural Systems and Site Features
- CS2. Urban Pattern and Form
- CS3. Architectural Context and Character

**Public Life**
- PL1. Open Space Connectivity
- PL2. Walkability
- PL3. Street-Level Interaction
- PL4. Active Transportation

**Design Concept**
- DC1. Project Uses and Activities
- DC2. Architectural Concept
- DC3. Open Space Concept
- DC4. Materials
## Continue the Conversation...

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Your Neighborhood Design Guidelines!
Seattle Central Area, WA

Legacy Project
Identify cultural components to reflect in design guidelines

LOCATION
Langston Hughes Performing Arts Institute

URBAN STRUCTURE BRIEFING
Saturday, February 25  •  8:00 - 9:00 AM

OPEN STUDIO
Saturday, February 25  •  4:00 - 6:00 PM

PUBLIC OPEN HOUSE
Monday, February 27  •  5:00 - 7:00 PM

CLOSING PRESENTATION
Monday, February 27  •  7:00 - 9:00 PM

CA DGC
Central Area Design Guideline Coalition

OPTICOS

CNU
BUILDING PLACES PEOPLE LOVE