



SECOND EARLY DESIGN GUIDANCE OF THE NORTHEAST DESIGN REVIEW BOARD

Project Number: 3017353

Address: 419 NE 71st Street

Applicant: Kevin Cleary, Baylis Architects

Date of Meeting: Monday, October 27, 2014

Board Members Present: Martine Zettle (Chair)
Ivana Begley
Eric Blank
Julia Levitt

Board Members Absent: Christina Pizana

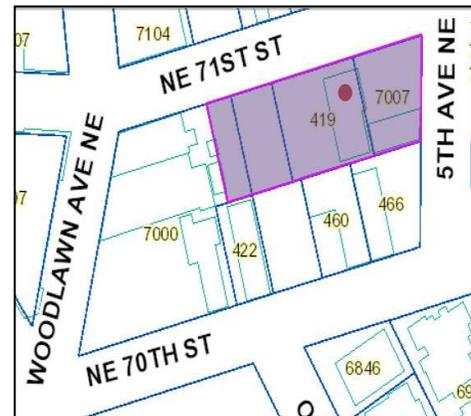
DPD Staff Present: Lindsay King, Land Use Planner

SITE & VICINITY

Site Zone:	Neighborhood Commercial Two (NC2P-65)
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Nearby Zones: (North) NC2P-65
(South) NC2P-65 and NC2-40
(East) LR3
(West) NC2P-65

Lot Area: 25,094 sf



The subject site is located on the southwest corner of NE 71st Street and 5th Avenue NE. The site consists of four lots, containing an existing surface parking lot, construction staging and service structures. The site contains a steady slope from the northwest corner and southeast corner toward the northeast corner at the intersection of NE 71st Street and 5th Avenue NE. In total, the grade change is approximately seven feet across the site along both right-of-way lot

lines. The site does not contain any mature trees; however, there are two mature street trees within the NE 71st Street right-of-way. SDOT has indicated it will not permit removal of these street trees. NE 71st Street is designated as a minor arterial street. Both NE 71st Street and 5th Avenue NE have been identified on the City of Seattle Bicycle Master Plan. The site is also located within the Green Lake Residential Urban Village designation.

Access: Vehicular and pedestrian access is available from NE 71st Street and 5th Avenue NE.

Surrounding Development: The neighborhood is characterized by single family homes, low- and mid-rise apartment and condominium buildings, and newer mixed use developments. This site is part of the larger Vitamilk rezone development, which includes two blocks to the north, the subject lot, and two additional parcels to the south. The 61,534 square foot block to the north was recently developed with the Green Lake Village project. The Green Lake Village project includes two midblock connections, one on a north-south orientation and another in the east-west orientation. The new project site is on 25,113 square feet of land and the development consists of five residential stories above ground level commercial space. PCC Natural Market is the anchor commercial tenant located directly across from the subject lot. SDOT has rejected requests to install a mid-block crosswalk across NE 71st Street.

Neighborhood Character: East Green Lake Way, two blocks to the west, functions as the primary commercial corridor. The neighborhood contains a variety of uses and structure sizes. Older buildings are typically smaller residential structures and one and two story commercial buildings, while later buildings tend to be wood frame or concrete structures, ranging from 4-6 stories. Most of the older structures occupy only one or two parcels, while newer structures tend toward larger half or full block development sites creating a variety of scale throughout the neighborhood. Most of the newer mixed use development is built to the street property line creating a strong street edge. Brick is the most common cladding material, particularly in older commercial and residential buildings, while later buildings are clad in a variety of materials including wood, brick and concrete masonry.

Neighborhood Character: The lots proximity to Green Lake Park provides many recreational and community activities. The area is well served by transit. A future light rail station is located to the southeast within a half mile of the subject lot.

PROJECT DESCRIPTION

Early Design Guidance for a 6-story building containing 140 residential units over 14,000 square feet of retail. Parking for 104 vehicles will be provided below grade. All existing structures will be demolished.

EARLY DESIGN GUIDANCE MEETING: August 18, 2014

DESIGN PRESENTATION

The EDG packet includes materials presented at the EDG meeting, and is available online by entering the project number (3015381) at this website:

http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp.

The EDG packet is also available to view in the project file (project number 3015381), by contacting the Public Resource Center at DPD:

Mailing Public Resource Center
Address: 700 Fifth Ave., Suite 2000
P.O. Box 34019
Seattle, WA 98124-4019

Email: PRC@seattle.gov

PUBLIC COMMENT

Multiple members of the public attended this Early Design Review meeting. The following comments, issues and concerns were raised:

- Would like to see a setback provided between the proposed building and the existing building to the west.
- Noted a large number of pedestrians currently cross through the block at the existing parking lot to access the new PCC.
- Preferred the massing alternative that provides a through block connection.
- Would like to see a park located adjacent to through block connection.
- Concerned about water flooding the basement.
- Concerned delivery trucks will impact residential properties near 5th Avenue NE.
- Felt ground level landscaping should be design to accommodate a large number of dogs that would likely live in the building.

SECOND EARLY DESIGN GUIDANCE MEETING: October 27, 2014

The packet includes materials presented at the 2nd Early Design Guidance meeting, and is available online by entering the project number at this website:
http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp

or contacting the Public Resource Center at DPD:

Address: Public Resource Center
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PUBLIC COMMENTS

Several members of the public were in attendance at the Recommendation meeting held on October 27, 2014. The following comments, issues and concerns were raised:

- Supported the improvements to the neighborhood and the new Bartell Drug Store located on the through block connection.
- Felt neighborhood traffic patterns were well considered.

- Concerned about the rear of the building. Felt the rear façade should be designed with the same care as the other facades.
- Concerned about the location of trash and recycling next to the adjacent residential structures.
- Encouraged locating open space within the property lines rather than in the right-of-way.
- Felt project should be presented to the Green Lake Council.
- Noted Green Lake Chamber of Commerce voted unanimously to support the project.
- Felt the building will serve the needs of the community by providing a drug store and an enhanced look and feel of the neighborhood.
- Supported underground parking garage.
- Supported the buildings proximity to new sound transit station.

EARLY DESIGN GUIDANCE PRIORITIES & BOARD RECOMMENDATIONS: August 18, 2014

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance. The Board identified the Citywide Design Guidelines & Neighborhood specific guidelines (as applicable) of highest priority for this project.

The Neighborhood specific guidelines are summarized below. For the full text please visit the [Design Review website](#).

- 1. Through Block Connection and Upper Level Massing.** The property is subject to a Property Use and Development Agreement (PUDA) as a condition of the approved 2005 rezone. The PUDA requires the applicant to make a good faith effort to design a mid-block, through-block pedestrian crossing, recognizing that the existing ownership pattern on the South Parcel may make this infeasible. Board was particularly concerned with the lack of design options providing a viable through block connection from NE 71st Street to NE 70th Street. The Board noted that Vitamilk South LLC owns an adjacent parcel south of the subject lot that would allow a viable through block connection. The Board felt additional site design and upper level massing studies were necessary to demonstrate the required good faith effort required by the PUDA. The Board noted that a substantial number of people cut through site from Oswego Place NE to the new midblock connection and PCC located north of the subject lot. The Board agreed a connection at this location would be extremely useful because of the substantial grade change on the adjacent streets and because 5th Avenue NE is not a pedestrian friendly street. The Board continued by noting that providing a contiguous tenant space at 14,000 square feet and the fact that SDOT will not allow a midblock pedestrian connection across NE 71st Street should not influence whether a through block connection is viable on the subject lot.
 - a) The Board felt that the Option E ground plane design was the most successful case study for including a through block connection. The Board requested additional ground plane design with variations of Option E (CS2-B, CS2-li, CS2ii, PL-A1, PL-B, PL2-B, DC1-A, DC2-A, DC3-A).

- i) The Board directed that the commercial use should front and include the predominant transparency and entrances along NE 71st Street and the through block connector to help activate the through block space (PL3-C, DC1-B2).
 - ii) The Board agreed that revised ground plane design should investigate locating the residential entry at the street corner and at the most westerly portion of the façade with more direct access to Green Lake (CS2-B, CS2-li, CS2ii, PL-A1, PL-B, PL2-B, DC1-A, DC2-A, DC3-A).
 - iii) The Board directed the location for truck loading and venting should be carefully considered. The Board noted Green Lake Village as a successful case study of the truck and service entry and functioning. (CS2-D5, DC1-B and C).
- b) The Board directed the applicant to provide a minimum of two additional upper level massing studies which include:
- i) A separation in the upper level massing at the location of the ground level through block connection (CS2-B, CS2-li, CS2ii, PL-A1, PL-B, PL2-B, DC1-A, DC2-A, DC3-A).
 - ii) A continuous upper level massing that locates residential units above the through block connection. The Board directed the applicant to review Alley 24 and the Stack House projects in South Lake Union as successful case studies of a through block connection covered by building mass (CS2-B, CS2-li, CS2ii, PL-A1, PL-B, PL2-B, DC1-A, DC2-A, DC3-A).
 - iii) A massing which locates the primary mass of the structure adjacent to the blank wall to the west, and then provides an upper setback similar to the existing condominium building to the west should be provided for the Board to review. (CS2-C, CS2-D).
 - iv) The Board agreed that the departure request to allow 78% lot coverage above 13 feet will require a good faith exploration of at the through block connector and an enhanced ground plane amenity space design (CS2-B).

2. **Ground Plane Design.** The Board felt additional efforts were necessary to provide a pedestrian friendly ground plane and right-of-way design which incorporates additional amenity space.
- a) The Board noted that both right-of-way trees are worth retaining, particularly the tree in the northwest corner of the site. The Board applauded the preferred massing alternatives response to the right-of-way tree canopy (DC4-D).
 - b) The Board was not impressed with the current concept of ground level amenity space provided within the right-of-way. The Board requested that staff revisit the PUDA requirement to determine if the required open space at ground level was established in the PUDA for the entire rezone area or for each site (PL-A1).
 - c) The Board directed that a truly enhanced landscape right-of-way with wider sidewalks should be provided. The Board expressed support for the inspirational images within the packet, but felt a larger amount of open space is necessary to achieve a similar result (PL-A1 and B).
 - d) At the 2nd EDG meeting the Board requested street elevation views to be provided to understand first floor retail space given the grade change along the sidewalk (PL3-C).

3. Materials

- a) The Board supported use of brick material at ground level. The Board felt a more durable, quality material should be explored at the upper levels to better meet the guidelines as part of the departure request for lot coverage above 13 feet. The Board encouraged use of durable, quality materials, respectful of the existing materiality context of the established Green Lake Neighborhood context (DC2-C3, DC4-A1, DC4-I).

SECOND EARLY DESIGN GUIDANCE PRIORITIES & BOARD RECOMMENDATIONS:

October 27, 2014

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance. The Board identified the Citywide Design Guidelines & Neighborhood specific guidelines (as applicable) of highest priority for this project.

The Neighborhood specific guidelines are summarized below. For the full text please visit the [Design Review website](#).

- 1. Through Block Connection.** The Board unanimously preferred the through-block connection and ground plane design presented in Option A. The Board noted that the Option A through-block provided a better north south alignment with the adjacent properties, allowing the connection to be visually open on both ends. The Board also preferred that Option A located the retail space along the through block further activating the space.
 - a) The Board agreed the north entrance of the through block should be developed in conjunction with the vehicular ramp to make the through-block feel more open. The Board noted that the wall separating the through-block and the ramp should be designed as an integral artist element to the through block space (CS2-B, PL1-B, DC1-B, DC2-D).
 - b) The Board agreed the retail space corner should erode to marry with the through-block and create a sense of invitation to the space (CS2-B, PL1-B, PL3-C, DC1-A, DC3-A).
 - c) The Board noted the retail wall along the through block connection should include transparency to allow a visual connection between the through-block and the retail space (PL2-B, PL3-C).
 - d) At the Recommendation Meeting, the Board requested additional information demonstrating how the through-block space is activated to create a vibrant pedestrian friendly space. The Board felt that both the enclosed amenity space and the amenity space open to the sky amenity spaces should be developed to further activate the through-block connection (PL1-A).
- 2. Residential Entry.** The Board unanimously preferred the ground plane design of Option A. The Board agreed the two residential entry locations provided a variety of access option for residents. The Board felt the primary entry on the corner should be developed with the following guidance:
 - a) The primary corner entry should be designed with a better vertical proportion. The Board agreed the entry should be a two story entry or designed to appear as a two story entry (CS2-C, DC2-B).

- b) Provide a strengthened expression of the flat iron architectural concept at the corner (DC2-A and B).
- c) The first floor setback at the corner and along the NE 71st Street façade creates an enhanced pedestrian experience and a 9-foot sidewalk. The ground level setback should be maintained as the project develops (PL1-B).
- d) Ground plans renderings of the residential entry and corner curb bulb are successful and should be further developed at Master Use Permit (PL1-B).
- e) The decorative paving provided at the primary corner entry should be continued at the second entry as a point of continuity in the overall development (DC4-D).

3. Upper Level Massing, Architectural Concept and Materials. The Board agreed Design Option A provided the best design solution by providing an upper level setback on the north and south facades at the location of the through-block connection.

- a) The Board unanimously agreed the two-story upper level setback along the south façade (as represented on page 21) was an appropriate, improved response to the adjacent building (DC2-A).
- b) The Board expressed concern with the upper level architectural concept. The Board felt the design concept should be simplified. The Board agreed the staggered windows in the upper level massing were not successful. At the Recommendation Meeting, the Board would like to see a much stronger composition where the texture and material changes are justified by the massing or architectural concept (DC2-A, DC2-B, DC4-A).
- c) The Board suggested that the design concept may evolve to define the top two stories separately and/or that the upper level massing could better define the commercial entry or through block connection (DC2-A, DC2-B, DC4-A).
- d) The Board supported the use of brick at the base of the structure and felt that a high quality execution of the commercial frontage was important to the overall success of the development (DC4-A).
- e) Board unanimously agreed that the primary material for the upper levels should be a durable material, such as metal, and that cement panel should be limited to an accent material application (DC4-A).

4. Loading and Solid Waste and Recycling. The Board agreed the ground plane design of Option A provided the best design solution by locating loading and solid waste and recycling in the southeast corner of the building.

- a) At the Recommendation Meeting, the Board requested more detail for the screening for the solid waste and recycling storage space on the 5th Avenue NE street façade. Screening should minimize visual impacts and odor impacts to the sidewalk (DC1-C).

The Board identified the Citywide Design Guidelines & Neighborhood specific guidelines (as applicable) of highest priority for this project.

The Neighborhood specific guidelines are summarized below. For the full text please visit the [Design Review website](#).

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.

CS2-B Adjacent Sites, Streets, and Open Spaces

CS2-B-1. Site Characteristics: Allow characteristics of sites to inform the design, especially where the street grid and topography create unusually shaped lots that can add distinction to the building massing.

CS2-B-2. Connection to the Street: Identify opportunities for the project to make a strong connection to the street and public realm.

CS2-B-3. Character of Open Space: Contribute to the character and proportion of surrounding open spaces.

CS2-C Relationship to the Block

CS2-C-1. Corner Sites: Corner sites can serve as gateways or focal points; both require careful detailing at the first three floors due to their high visibility from two or more streets and long distances.

CS2-C-2. Mid-Block Sites: Look to the uses and scales of adjacent buildings for clues about how to design a mid-block building. Continue a strong street-edge and respond to datum lines of adjacent buildings at the first three floors.

CS2-D Height, Bulk, and Scale

CS2-D-1. Existing Development and Zoning: Review the height, bulk, and scale of neighboring buildings as well as the scale of development anticipated by zoning for the area to determine an appropriate complement and/or transition.

CS2-D-5. Respect for Adjacent Sites: Respect adjacent properties with design and site planning to minimize disrupting the privacy of residents in adjacent buildings.

Greenlake Supplemental Guidance:

CS2-I Responding to Site Characteristics

CS2-I-i. Curved and Discontinuous Streets: The community's street pattern responds to the lake by breaking with the city's standard north-south and east-west grid pattern. This creates numerous discontinuous streets, street offsets, and curved streets, which are an aspect of the community character. New development can take advantage of such street patterns by providing special features that complement these unique spaces.

CS2-I-ii. Entry Locations: Within the Green Lake Planning Area, certain locations serve as entry points into neighborhood and commercial areas. Development of properties at these "Entry Locations" should include elements suggesting an entry or gateway. Examples include a clock tower, turret or other architectural features, kiosks, benches, signage, landscaping, public art or other features that contribute to the demarcation of the area. For Entry Locations, see Map 1 on page 5 of Green Lake Guidelines.

CS3 Architectural Context and Character: Contribute to the architectural character of the neighborhood.

CS3-A Emphasizing Positive Neighborhood Attributes

CS3-A-2. Contemporary Design: Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.

CS3-A-4. Evolving Neighborhoods: In neighborhoods where architectural character is evolving or otherwise in transition, explore ways for new development to establish a positive and desirable context for others to build upon in the future.

PUBLIC LIFE

PL1 Connectivity: Complement and contribute to the network of open spaces around the site and the connections among them.

PL1-A Network of Open Spaces

PL1-A-1. Enhancing Open Space: Design the building and open spaces to positively contribute to a broader network of open spaces throughout the neighborhood.

PL1-B Walkways and Connections

PL1-B-1. Pedestrian Infrastructure: Connect on-site pedestrian walkways with existing public and private pedestrian infrastructure, thereby supporting pedestrian connections within and outside the project.

PL1-B-2. Pedestrian Volumes: Provide ample space for pedestrian flow and circulation, particularly in areas where there is already heavy pedestrian traffic or where the project is expected to add or attract pedestrians to the area.

PL1-B-3. Pedestrian Amenities: Opportunities for creating lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction with the site and building should be considered.

PL2 Walkability: Create a safe and comfortable walking environment that is easy to navigate and well-connected to existing pedestrian walkways and features.

PL2-B Safety and Security

PL2-B-1. Eyes on the Street: Create a safe environment by providing lines of sight and encouraging natural surveillance.

PL2-B-2. Lighting for Safety: Provide lighting at sufficient lumen intensities and scales, including pathway illumination, pedestrian and entry lighting, and/or security lights.

PL2-B-3. Street-Level Transparency: Ensure transparency of street-level uses (for uses such as nonresidential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along narrow passageways.

PL3-C Retail Edges

PL3-C-1. Porous Edge: Engage passersby with opportunities to interact visually with the building interior using glazing and transparency. Create multiple entries where possible and make a physical and visual connection between people on the sidewalk and retail activities in the building.

PL3-C-2. Visibility: Maximize visibility into the building interior and merchandise displays. Consider fully operational glazed wall-sized doors that can be completely opened to the street, increased height in lobbies, and/or special lighting for displays.

PL4 Active Transportation: Incorporate design features that facilitate active forms of transportation such as walking, bicycling, and use of transit.

PL4-B Planning Ahead for Bicyclists

PL4-B-2. Bike Facilities: Facilities such as bike racks and storage, bike share stations, shower facilities and lockers for bicyclists should be located to maximize convenience, security, and safety.

PL4-B-3. Bike Connections: Facilitate connections to bicycle trails and infrastructure around and beyond the project.

DESIGN CONCEPT

DC1 Project Uses and Activities: Optimize the arrangement of uses and activities on site.

DC1-A Arrangement of Interior Uses

DC1-A-1. Visibility: Locate uses and services frequently used by the public in visible or prominent areas, such as at entries or along the street front.

DC1-A-4. Views and Connections: Locate interior uses and activities to take advantage of views and physical connections to exterior spaces and uses.

DC1-B Vehicular Access and Circulation

DC1-B-1. Access Location and Design: Choose locations for vehicular access, service uses, and delivery areas that minimize conflict between vehicles and non-motorists wherever possible. Emphasize use of the sidewalk for pedestrians, and create safe and attractive conditions for pedestrians, bicyclists, and drivers.

DC1-C Parking and Service Uses

DC1-C-2. Visual Impacts: Reduce the visual impacts of parking lots, parking structures, entrances, and related signs and equipment as much as possible.

DC1-C-4. Service Uses: Locate and design service entries, loading docks, and trash receptacles away from pedestrian areas or to a less visible portion of the site to reduce possible impacts of these facilities on building aesthetics and pedestrian circulation.

DC2 Architectural Concept: Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.

DC2-A Massing

DC2-A-1. Site Characteristics and Uses: Arrange the mass of the building taking into consideration the characteristics of the site and the proposed uses of the building and its open space.

DC2-A-2. Reducing Perceived Mass: Use secondary architectural elements to reduce the perceived mass of larger projects.

DC2-B Architectural and Facade Composition

DC2-B-1. Façade Composition: Design all building facades—including alleys and visible roofs— considering the composition and architectural expression of the building as a whole. Ensure that all facades are attractive and well-proportioned.

DC2-B-2. Blank Walls: Avoid large blank walls along visible façades wherever possible. Where expanses of blank walls, retaining walls, or garage facades are unavoidable, include uses or design treatments at the street level that have human scale and are designed for pedestrians.

DC2-C Secondary Architectural Features

DC2-C-1. Visual Depth and Interest: Add depth to facades where appropriate by incorporating balconies, canopies, awnings, decks, or other secondary elements into the façade design. Add detailing at the street level in order to create interest for the pedestrian and encourage active street life and window shopping (in retail areas).

DC2-C-2. Dual Purpose Elements: Consider architectural features that can be dual purpose— adding depth, texture, and scale as well as serving other project functions.

DC2-C-3. Fit With Neighboring Buildings: Use design elements to achieve a successful fit between a building and its neighbors.

DC2-D Scale and Texture

DC2-D-1. Human Scale: Incorporate architectural features, elements, and details that are of human scale into the building facades, entries, retaining walls, courtyards, and exterior spaces in a manner that is consistent with the overall architectural concept

DC2-D-2. Texture: Design the character of the building, as expressed in the form, scale, and materials, to strive for a fine-grained scale, or “texture,” particularly at the street level and other areas where pedestrians predominate.

DC3 Open Space Concept: Integrate open space design with the building design so that they complement each other.

Greenlake Supplemental Guidance:

DC3-A Building-Open Space Relationship

DC3-A-1. Interior/Exterior Fit: Develop an open space concept in conjunction with the architectural concept to ensure that interior and exterior spaces relate well to each other and support the functions of the development.

DC3-B Open Space Uses and Activities

DC3-B-3. Connections to Other Open Space: Site and design project-related open spaces to connect with, or enhance, the uses and activities of other nearby public open space where appropriate.

DC3-C Design

DC3-C-1. Reinforce Existing Open Space: Where a strong open space concept exists in the neighborhood, reinforce existing character and patterns of street tree planting, buffers or treatment of topographic changes. Where no strong patterns exist, initiate a strong open space concept that other projects can build upon in the future.

DC4 Exterior Elements and Finishes: Use appropriate and high quality elements and finishes for the building and its open spaces.

DC4-A Exterior Elements and Finishes

DC4-A-1. Exterior Finish Materials: Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.

DC4-B Signage

DC4-B-1. Scale and Character: Add interest to the streetscape with exterior signs and attachments that are appropriate in scale and character to the project and its environs.

DC4-B-2. Coordination with Project Design: Develop a signage plan within the context of architectural and open space concepts, and coordinate the details with façade design, lighting, and other project features to complement the project as a whole, in addition to the surrounding context.

DC4-C Lighting

DC4-C-1. Functions: Use lighting both to increase site safety in all locations used by pedestrians and to highlight architectural or landscape details and features such as entries, signs, canopies, plantings, and art.

DC4-C-2. Avoiding Glare: Design project lighting based upon the uses on and off site, taking care to provide illumination to serve building needs while avoiding off-site night glare and light pollution.

DC4-D Trees, Landscape, and Hardscape Materials

DC4-D-1. Choice of Plant Materials: Reinforce the overall architectural and open space design concepts through the selection of landscape materials.

DC4-D-2. Hardscape Materials: Use exterior courtyards, plazas, and other hard surfaced areas as an opportunity to add color, texture, and/or pattern and enliven public areas through the use of distinctive and durable paving materials. Use permeable materials wherever possible.

Greenlake Supplemental Guidance:

DC4-I Exterior Finish Materials

DC4-I-i. Desired Materials: See full Guidelines for list of desired materials.

DC4-I-iii. Discouraged Materials: See full Guidelines for list of discouraged materials.

DC4-I-vi. Awnings: Awnings made of translucent material may be backlit, but should not overpower neighboring light schemes. Lights, which direct light downward, mounted from the awning frame are acceptable. Lights that shine from the exterior down on the awning are acceptable.

DC4-I-vii. Light Standards: Light standards should be compatible with other site design and building elements.

DC4-II Exterior Signs

DC4-II-i. Encouraged Sign Types: The following sign types are encouraged, particularly along Mixed Use Corridors:

- a. Pedestrian-oriented shingle or blade signs extending from the building front just above pedestrians.
- b. Marquee signs and signs on pedestrian canopies.
- c. Neon signs.
- d. Carefully executed window signs, such as etched glass or hand painted signs.
- e. Small signs on awnings or canopies.

DC4-II-ii. Discouraged Sign Types: Post mounted signs are discouraged.

DC4-II-iii. Sign Location: The location and installation of signage should be integrated with the building's architecture.

DC4-II-iv. Monument Signs: Monument signs should be integrated into the development, such as on a screen wall.

DEVELOPMENT STANDARD DEPARTURES

At the time of the Second Early Design Guidance Meeting the following departures were requested:

1. **Lot Coverage above 13 Feet (Property Use and Development Agreement):** The PUDA limits the lot coverage above 13 feet to 64%. The applicant proposes 78% lot coverage above 13 feet.

At the time of the second EDG meeting the Board unanimously supported upper level massing Option A which included lot coverage of 75% above 13 feet. The Board agreed that the provided through-block connection and ground level amenity space creates a project that better meets the intent of Guidelines DC2 Architectural Concept and DC3 B and C Open Space Uses and Activities and Design.

BOARD DIRECTION

At the conclusion of the Early Design Guidance meeting, the Board recommended moving forward to MUP application.