



FIRST EARLY DESIGN GUIDANCE OF THE DOWNTOWN DESIGN REVIEW BOARD

Project Number: 3020176/3018096/3020177 (Convention Center Expansion)

Address: 1600 9th Avenue/ 920 Olive Way/ 1711 Boren Avenue

Applicant: LMN Architects, for Pine Street Group

Date of Meeting: Tuesday, May 19, 2015

Board Members Present: Murphy McCullough, Chair
Anjali Grant
Peter Krech (substitute)
Alan McWain
Gundula Proksch

Board Members Absent: Mat Albores

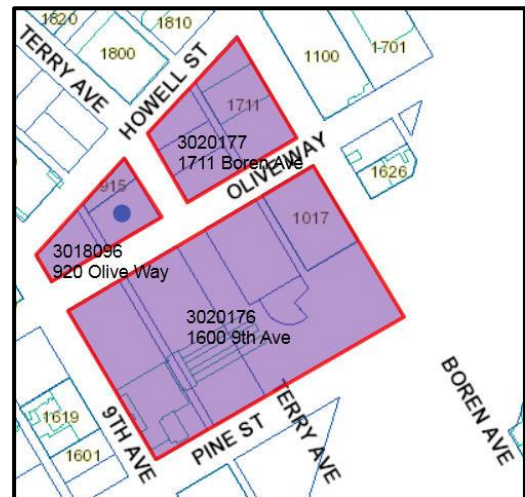
DPD Staff Present: Garry Papers, M.Arch, Senior Land Use Planner

SITE & VICINITY

Site Zone: DMC 340/290-400; Downtown Mixed Commercial, 340 ft non-residential maximum height

Nearby Zones: (North) DMC 340/290-400
(South) DMC 340/290-400
(East) DMC 340/290-400
(NC3P-85 across I-5)
(West) DOC2 500/300-500

Lot Area: 3020176 Site A: 202,509 sq ft.
3018096 Site B: 25,551 sq ft.
3020177 Site C: 50,979 sq ft.



Current Development:

The majority of site A consists of a bus and light rail marshalling yard and station, mostly recessed below adjacent grades, plus a 2 story commercial building at the northeast corner. Site B consists of an alley and 2 one-story commercial buildings and surface parking lots. Site C consists of an alley and one, one story commercial building wrapped by surface parking lots.

Surrounding Development and Neighborhood Character:

The largest site A has the Paramount Theatre at its southwest, and one 14 story apartment tower at its northeast, and the rest of the south and east sides face vacant land and the sunken I-5 freeway corridor. There are existing and proposed towers to the north and west of the larger 3-block project area, including office, hotel and residential projects 14-40 stories tall. The surrounding Denny Triangle neighborhood consists of mixed commercial structures and parking lots, rapidly transitioning to tall, dense mixed use structures, consistent with zoning and planning policies.

The project site is a physical and urban design 'hole' in the dense downtown fabric, and is located between two connector streets (Pine and Olive) which bridge the I-5 trough, which is the edge between downtown density and the mid-rise, mixed use fabric of the Capital Hill and First Hill neighborhoods to the east and south.

Access:

Pedestrian access is from the surrounding sidewalks on the following streets: Pine, Olive and Howell running east-west; 9th Ave, Terry and Boren running north-south. Terry Street and alleys were previously vacated from Site A, so vehicular access to it must be off one of the four surrounding street frontages. The two alleys and Terry segment between Olive and Howell are operational at the moment, but are proposed to be fully vacated concurrent with this project; those vacations are assumed to have occurred for the purposes of this Design Review.

Environmentally Critical Areas:

None

PROJECT DESCRIPTION

The proposed development is a 5 level, approximately 200 ft tall structure containing about 1.4 million sf of exhibition space, meeting rooms, service and support, with associated below grade loading docks and access. The facility is a detached expansion of the Washington State Convention Center. Parking for 600-800 cars is located within the primary structure. A one story structure for a truck holding zone and ramp is proposed on the northeast Block C, with a core and lobby reserved for a future tower above, and some retail filling out that block. The northwest Block B proposes only below grade uses, but also anticipates the core and structure for a future above-grade tower.

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The packet includes materials presented at the 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.

The packet is also available to view in the file, 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

INTRODUCTION TO EDG #1:

This EDG meeting intentionally focused on context and urban design analysis, for the public and Downtown Design Review Board (the Board) to provide early input and guidance about important contextual concerns, and how context might influence and inspire the building forms and/or program. At EDG#2, the applicants will provide the typical EDG massing options, respond to EDG#1 guidance, and the Board will identify the Priority Downtown Guidelines at that time.

NOTE: While the drawings and general Board comments refer to the co-development towers that may occur above Sites B and C, those two towers are not submitted for detailed review at this time. If and when they are proposed to move forward, they would receive separate reviews, public notice and MUP numbers.

PUBLIC COMMENT

- Stated the project appears overly program-driven and not adequately responsive to context yet.
- Supported more pedestrian activating uses on all street level frontages, as they all are heavily used connectors between neighborhoods.
- Concerned that floor slabs and large blank walls appear to occur along many pedestrian eye levels, and the floors should adjust to prevent that.
- Stated the project lacks an overarching goal or idea for such a large and impactful structure.
- Regretted the urban analysis did not include emphasis on the smaller grain of the neighborhoods to the east.
- Emphasized that the sidewalks on Pine and Olive are key connectors and are crowded now, and the project should widen those sidewalks and add amenity to them.
- Reiterated the need for consistent pedestrian activation and practical uses along the sidewalks, since most pedestrians will not be attending actual conventions.

- Impressed by other convention centers designed by the architects (Vancouver, BC in particular) and stressed that Seattle deserves the same or better, particularly in terms of activation, transparency, sustainability and nighttime beauty.
- Emphasized that Pine Street should be lined with continuous retail, and that the ‘pop-up’ retail spaces shown were not viable.
- Requested the project develop how it functions as “a civic building”.
- Requested more public open space(s) and attention to the large roof.
- Stressed how the structure will be visible from streets and public viewpoints to the east, in particular 4 Columns Park.
- Stated the project should exhibit a smaller grain, compatible with the character and pattern of adjacent neighborhoods.
- Submitted the project is large but should not be a singular ‘icon’.
- Stated the terminus of the Terry Green Street should not be a parking or vehicle entrance.
- Opposed to the large truck portal on Boren, across from a residential building.
- Asked for more nature and green elements in the project, such as small parks and tree clusters, as there “are no parks in Denny triangle”.

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the five Design Review Board members (the Board) provided the following siting and design guidance for the Convention Center expansion (CCX):

All page references are to the EDG#1 booklet dated 5/19/2015; Citations in parenthesis are to the Downtown Design Guidelines.

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1. Respond to Views & Influences from Adjacent Context:

- Context Analysis:** The Board appreciated the complete context inventory provided (especially the multiple perspectives, pg. 54-65), and applauded many of the applicant stated goals such as: “Engage the downtown urban framework...Create a welcoming street presence...Integrate mixed uses such as retail...Enrich urban diversity...Create a unique (Seattle and PNW) experience”. Tangible follow through on these commendable goals will be the applicant test for future Board meetings. (A1)
- Viewpoints:** The Board noted this large building will be seen from many vantage points, with differing scales and fields-of-view; the Board was particularly concerned with the wide-angle views from neighborhoods to the east and south, where intervening buildings do not (and likely never will) moderate the size and bulk of the proposed structure (pg 60/61). The Board supported the stated ‘collage of S,M,L scales to mitigate an XXL building’. (B1; C2)

- c. **Street Grid:** The Board agreed the project should acknowledge the street grid shift at Howell, and recognize how the building form will be visible at the street end views down 9th & Terry Avenues from the north (pg 62/63). The Board emphasized these two streets are designated Green Streets, connecting the site to SLU and Lake Union with pedestrian, bike and landscaping enhancements. These Green Streets are the only 'public open space' contemplated in the rapidly densifying and open space deficient Denny Triangle district. (A1; B1)
- d. **Connections:** Pedestrian movement along all adjacent streets was a prime focus of Board considerations; special emphasis was on the Pine Street 'hillclimb' and 9th Avenue. Since some joint convention events will link the proposed Convention Center Expansion (CCX) and the existing Convention Center, the segment of 9th between Pike and Pine will be heavily loaded with pedestrian groups, and how those crowds of pedestrians are received at the southwest corner and along the 9th Ave frontage was emphasized. (B3, D1)

The Board suggested that streetscape improvements on 9th between Pine and Pike, and 'intersection repair' at Pike and 9th might become off-site Public Benefits through other city reviews.

NOTE: Since the project involves street vacations, it will receive Design Commission (DC) review of the public realm and benefits; the Board received a memo from DC staff based on the EDG booklet.

- e. **Landmarks:** The Board noted the adjacent Paramount Theatre is a designated city landmark and functions as a key way-finding marker; the project massing should respect and possibly defer to the Paramount (pg 59), opening up light and views to the theatre's rich north facade (see #6 on pg 11 and 63). This guidance might coincide with comments under 2d below. (B2; B3)
- f. **Prominent Corners:** The Board agreed the southwest corner should generously recess to accommodate crowds from Pine and 9th (see 1d), possibly with exterior decks above to optimize views up and down Pine Street (pg 39, and building section shown at meeting). The Board agreed both east corners will be highly visible to many neighborhoods south and east (and to users of the freeway) and they should be 'pedestrian beacons' to help bridge the I-5 gap (pg 60, 64); the Board supported the retail shown at those corners and encouraged they be larger (pg 51/52). The northwest corner will be extra visible because of the grid shift, and should respond to the axial street view down 9th (pg 63). Finally, the northeast corner also deserves attention, as Olive Way is a key pedestrian link to Capitol Hill, regardless of the one-way, eastbound vehicular flows. (B1; B3; C1; C4)

2. Massing & Public Realm:

- a. **Vertical Programming:** The Board appreciated the complex building program and supported the challenge of a new 'vertical convention center prototype'. The Board applauded retention of the existing streets rather than an even larger super block,

but was concerned about the scale compatibility of even the resulting double-block form (347 ft x 565 ft footprint) in a fabric largely made up of quarter block and smaller masses (pg 10). (A1; B2)

Regarding the physical massing model shown, the Board was glad to hear that ‘carving of the CCX volume is possible’, to explore various ways to achieve the correct ‘collage of S,M,L scales’. The Board supported exterior decks to populate the large facades, and internal light-wells for the program, but not if such private assets are at the expense of street level needs for the public realm. This pivotal 3 block, 6.4 acre project will be an exercise in balancing a large internal program and external urban design priorities. (B4)

- b. **Mitigate the I-5 Gap:** The Board agreed the project should knit the adjacent neighborhoods together. The large and fully visible south and east walls will be seen within the fabric beyond of smaller, more vertical downtown buildings (pg 60/61), therefore massing modulation and façade scaling techniques will be especially critical on those elevations. (A1; B2; B4; C2)
- c. **Terry Street & ‘Truck Plaza’:** The stated reason for the full vacation of the segment of Terry between Howell and Olive was to enable sizable and multiple truck maneuvering options there (from block C onto Olive, Howell and possibly Terry northbound). The Board was strongly opposed to creating a compromised streetscape or ‘truck plaza’ on a Green Street, or as a terminus of a Green Street that links downtown to Lake Union. After learning the preliminary size and number of truck movements, the Board was especially concerned about compromising Green Street continuity and safe, direct pedestrian movements between Howell and the proposed CCX building across Olive Way (also see 3e). (A1-Green Street Policies; B1; B3; E3)
- d. **Lobby and 9th Avenue Interface:** The Board agreed that the primary CCX entries and lobby are best facing the southwest sun and along 9th, and they supported the stated intention to make that lobby highly permeable to the street and frequently open to the general public (the controlled zone being deep inside). The Board supported the two corners being described as transparent, tall and welcoming. However, the absence of a sizable setback or public open space along the 9th Avenue Green Street was a concern (pg 51), especially considering crowd surges from the proposed lobby. An open space ‘pearl’ (like Plymouth Pillars and Westlake Parks) on the Pine Street link between Cal Anderson and the Pike Market, would be a valuable open space addition (see 1c, and pg 39/left). (C4; D1;D3)

The Board discussed this important frontage & public realm interface at length: additional ground level space for the Green Street treatment and CCX events to spill out was agreed to have potential; the proposed retail ‘market hall’ –if open typical hours –was supported in order to activate the 300+ ft long façade when no CCX events are happening. Even a tall, transparent wall looking into an often empty lobby with just escalators was agreed to not be genuinely activating; the hours and degree

of public porosity into the lobby and what public attractors are within will be critical. (C1-2)

- e. **Massing Options for EDG #2:** The Board looks forward to three massing options at the next meeting that respond to all major context influences, yet manifest three clear, and distinct design concepts; suggestions for those might be: a) Program-driven/code compliant; b) Subtractive, slices and notches; c) Additive, volumes and voids. A hybrid is certainly plausible, as the primary Block A is alone 4.5 acres in size, and this site has uniquely different east and west view prospects (see 1b). (A2; B4)
- f. **Roof Design:** The Board stressed the very large roof is a “5th Elevation” which will be visible from many adjacent towers and neighborhoods. The 4+ acres provides a major opportunity for a combination of: sizable sustainable strategies; useable open space for users; canvas for an exceptional landscape design; and/or possible public realm in a dense, park deficient district. The Board cautioned that these uses should determine roof structural considerations, rather than the structural cost being used to eliminate a superior design or use. (A2; D1; D2)

3. Perimeter Street Edges & Ground Floors: (B3-3; C1; C3; C4; D1-1; E1)

- a. **Ground Floor Edges:** The Board agreed all street edges in this central location must be done well, with no street sacrificed as a designated ‘back-of-house’. To maximize pedestrian interaction and provide legitimate uses for all Seattleites not only CCX users, all ground level frontages should: minimize the number and length of blank walls; interject regular lengths of retail or porous, activating uses; reasonably step floors with the adjacent sloping sidewalks to permit regularly spaced doors; and integrate any mandatory services, exit doors or other blank elements in a highly artful manner. The Board agreed maximum transparency is good, but pedestrians looking into closed and frequently empty lobby spaces does not equal diverse and consistent activation.
- b. **Pine Street:** The Board agreed this sidewalk is a very heavily traveled link uphill to Capitol Hill, and it likely deserves additional width via a setback, a consistent curbside landscape amenity, and definitely requires more substantial retail activation than the small ‘pop-ups’ indicated on pg 52/left.
- c. **Boren Avenue:** The Board supported the 4 retail corners and stretching that activation along all of Boren, and visually minimizing any vehicle portals along both block fronts of Boren Avenue, particularly the east truck portal into site C.
- d. **Olive Way:** The Board was concerned this important pedestrian street lacked consistent retail activation. Any elevators or blank walls should be staggered with intermittent retail or similar activation. Perimeter services should be pushed inward rather than interior parking/services pushing out to the sidewalk.

- e. **Terry Avenue Green Street Terminus:** The Board was unanimously opposed to a vehicle portal as the terminus of the Terry Green Street (regardless of the outcome of the streetscape issues in 2c above), and instead advised a major pedestrian entry be on axis, and link into the public lobby facing 9th. Any parking portal on this frontage should be shifted east.
- f. **Howell Street:** Like Olive, this street is an important stitch between the CCX and the rapidly infilling district to the north, so it requires interesting uses and facades on all block faces that reinforce pedestrian movements both east-west and north-south.
- g. **Site C, Northeast Block:** The Board agreed the truck movements appear to overwhelm this block and retail should be maximized and fill in the corners and every available part of the perimeter. The Board seeks SDOT technical corroboration that the truck movements are absolutely the smallest necessary, and all curb cuts and portals should be minimized in width and façade presence.
- h. **Sites B & C; Co-development:** The Board supported planning ahead and requested more details to ensure viable cores, lobbies, and loading space will be possible on the two blocks. The potential for public open space at the interesting hinge of the two street grids should be explored on the west ‘point’ of the northeast Block B (see 1c/f).

4. General:

- a) The Board was intrigued by the applicant’s statement that this CCX represented a 5th generation Convention facility, geared toward generation “z”, and requested more development of what that means for the physical form and expression of this project.
- b) The Board agreed the objective must be much more than filling the existing void with a large block of self-serving program; the site is at a crossroads of scales, views and neighborhoods and there is an obligation to also improve connections, enhance the public realm, and add substantial and dynamic uses that serve all pedestrians.

DESIGN REVIEW GUIDELINES

The Downtown Design Guidelines are summarized below, for cross-reference to the Board comments above. The Board will identify priority guidelines at the next meeting, while all guidelines remain applicable. For the full text please visit the [Design Review website](#).

SITE PLANNING AND MASSING

A1 Respond to the Physical Environment: Develop an architectural concept and compose the building’s massing in response to geographic conditions and patterns of urban form found nearby or beyond the immediate context of the building site.

A1.1. Response to Context: Each building site lies within a larger physical context having various and distinct features and characteristics to which the building design should respond. Develop an architectural concept and arrange the building mass in response to one or more of the following, if present:

- a. a change in street grid alignment that yields a site having nonstandard shape;
- b. a site having dramatic topography or contrasting edge conditions;
- c. patterns of urban form, such as nearby buildings that have employed distinctive and effective massing compositions;
- d. access to direct sunlight—seasonally or at particular times of day;
- e. views from the site of noteworthy structures or natural features, (i.e.: the Space Needle, Smith Tower, port facilities, Puget Sound, Mount Rainier, the Olympic Mountains);
- f. views of the site from other parts of the city or region; and
- g. proximity to a regional transportation corridor (the monorail, light rail, freight rail, major arterial, state highway, ferry routes, bicycle trail, etc.).

A1.2. Response to Planning Efforts: Some areas downtown are transitional environments, where existing development patterns are likely to change. In these areas, respond to the urban form goals of current planning efforts, being cognizant that new development will establish the context to which future development will respond.

A2 Enhance the Skyline: Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing landmarks while responding to the skyline's present and planned profile.

A2.1. Desired Architectural Treatments: Use one or more of the following architectural treatments to accomplish this goal:

- a. sculpt or profile the facades;
- b. specify and compose a palette of materials with distinctive texture, pattern, or color;
- c. provide or enhance a specific architectural rooftop element.

A2.2. Rooftop Mechanical Equipment: In doing so, enclose and integrate any rooftop mechanical equipment into the design of the building as a whole.

ARCHITECTURAL EXPRESSION

B1 Respond to the neighborhood context: Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

B1.1. Adjacent Features and Networks: Each building site lies within an urban neighborhood context having distinct features and characteristics to which the building design should respond. Arrange the building mass in response to one or more of the following, if present:

- a. a surrounding district of distinct and noteworthy character;
- b. an adjacent landmark or noteworthy building;
- c. a major public amenity or institution nearby;
- d. neighboring buildings that have employed distinctive and effective massing compositions;

- e. elements of the pedestrian network nearby, (i.e.: green street, hillclimb, mid-block crossing, through-block passageway); and
- f. direct access to one or more components of the regional transportation system.

B1.2. Land Uses: Also, consider the design implications of the predominant land uses in the area surrounding the site.

B2 Create a Transition in Bulk and Scale: Compose the massing of the building to create a transition to the height, bulk, and scale of development in nearby less-intensive zones.

B2.1. Analyzing Height, Bulk, and Scale: Factors to consider in analyzing potential height, bulk, and scale impacts include:

- a. topographic relationships;
- b. distance from a less intensive zone edge;
- c. differences in development standards between abutting zones (allowable building height, width, lot coverage, etc.);
- d. effect of site size and shape;
- e. height, bulk, and scale relationships resulting from lot orientation (e.g., back lot line to back lot line vs back lot line to side lot line); and
- f. type and amount of separation between lots in the different zones (e.g., separation by only a property line, by an alley or street, or by other physical features such as grade changes); g. street grid or platting orientations.

B2.2. Compatibility with Nearby Buildings: In some cases, careful siting and design treatment may be sufficient to achieve reasonable transition and mitigation of height, bulk, and scale impacts. Some techniques for achieving compatibility are as follows:

- h. use of architectural style, details (such as roof lines, beltcourses, cornices, or fenestration), color, or materials that derive from the less intensive zone.
- i. architectural massing of building components; and
- j. responding to topographic conditions in ways that minimize impacts on neighboring development, such as by stepping a project down the hillside.

B2.3. Reduction of Bulk: In some cases, reductions in the actual bulk and scale of the proposed structure may be necessary in order to mitigate adverse impacts and achieve an acceptable level of compatibility. Some techniques which can be used in these cases include:

- k. articulating the building's facades vertically or horizontally in intervals that reflect to existing structures or platting pattern;
- l. increasing building setbacks from the zone edge at ground level;
- m. reducing the bulk of the building's upper floors; and
- n. limiting the length of, or otherwise modifying, facades.

B3 Reinforce the Positive Urban Form & Architectural Attributes of the Immediate Area.: Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

B3.1. Building Orientation: In general, orient the building entries and open space toward street intersections and toward street fronts with the highest pedestrian activity. Locate parking and vehicle access away from entries, open space, and street intersections considerations.

B3.2. Features to Complement: Reinforce the desirable patterns of massing and facade composition found in the surrounding area. Pay particular attention to designated landmarks and other noteworthy buildings. Consider complementing the existing:

- a. massing and setbacks,
- b. scale and proportions,
- c. expressed structural bays and modulations,
- d. fenestration patterns and detailing,
- e. exterior finish materials and detailing,
- f. architectural styles, and
- g. roof forms.

B3.3. Pedestrian Amenities at the Ground Level: Consider setting the building back slightly to create space adjacent to the sidewalk conducive to pedestrian-oriented activities such as vending, sitting, or dining. Reinforce the desirable streetscape elements found on adjacent blocks. Consider complementing existing:

- h. public art installations,
- i. street furniture and signage systems,
- j. lighting and landscaping, and
- k. overhead weather protection.

B4 Design a Well-Proportioned & Unified Building: Compose the massing and organize the interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear integral to the whole.

B4.1. Massing: When composing the massing, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- a. setbacks, projections, and open space;
- b. relative sizes and shapes of distinct building volumes; and
- c. roof heights and forms.

B4.2. Coherent Interior/Exterior Design: When organizing the interior and exterior spaces and developing the architectural elements, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- d. facade modulation and articulation;
- e. windows and fenestration patterns;
- f. corner features;
- g. streetscape and open space fixtures;
- h. building and garage entries; and
- i. building base and top.

B4.3. Architectural Details: When designing the architectural details, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- j. exterior finish materials;
- k. architectural lighting and signage;
- l. grilles, railings, and downspouts;
- m. window and entry trim and moldings;
- n. shadow patterns; and

- o. exterior lighting.

THE STREETScape

C1 Promote Pedestrian Interaction: Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.

C1.1. Street Level Uses: Provide spaces for street level uses that:

- a. reinforce existing retail concentrations;
- b. vary in size, width, and depth;
- c. enhance main pedestrian links between areas; and
- d. establish new pedestrian activity where appropriate to meet area objectives. Design for uses that are accessible to the general public, open during established shopping hours, generate walk-in pedestrian clientele, and contribute to a high level of pedestrian activity.

C1.2. Retail Orientation: Where appropriate, consider configuring retail space to attract tenants with products or services that will “spill-out” onto the sidewalk (up to six feet where sidewalk is sufficiently wide).

C1.3. Street-Level Articulation for Pedestrian Activity: Consider setting portions of the building back slightly to create spaces conducive to pedestrian-oriented activities such as vending, resting, sitting, or dining. Further articulate the street level facade to provide an engaging pedestrian experience via:

- e. open facades (i.e., arcades and shop fronts);
- f. multiple building entries;
- g. windows that encourage pedestrians to look into the building interior;
- h. merchandising display windows;
- i. street front open space that features art work, street furniture, and landscaping;
- j. exterior finish materials having texture, pattern, lending themselves to high quality detailing.

C2 Design Facades of Many Scales: Design architectural features, fenestration patterns, and material compositions that refer to the scale of human activities contained within. Building facades should be composed of elements scaled to promote pedestrian comfort, safety, and orientation.

C2.1. Modulation of Facades: Consider modulating the building facades and reinforcing this modulation with the composition of:

- a. the fenestration pattern;
- b. exterior finish materials;
- c. other architectural elements;
- d. light fixtures and landscaping elements; and
- e. the roofline.

C3 Provide Active — Not Blank — Facades: Buildings should not have large blank walls facing the street, especially near sidewalks.

C3.1. Desirable Facade Elements: Facades which for unavoidable programmatic reasons may have few entries or windows should receive special design treatment to increase pedestrian safety, comfort, and interest. Enliven these facades by providing:

- a. small retail spaces (as small as 50 square feet) for food bars, newstands, and other specialized retail tenants;
- b. visibility into building interiors;
- c. limited lengths of blank walls;
- d. a landscaped or raised bed planted with vegetation that will grow up a vertical trellis or frame installed to obscure or screen the wall's blank surface;
- e. high quality public art in the form of a mosaic, mural, decorative masonry pattern, sculpture, relief, etc., installed over a substantial portion of the blank wall surface;
- f. small setbacks, indentations, or other architectural means of breaking up the wall surface;
- g. different textures, colors, or materials that break up the wall's surface.
- h. special lighting, a canopy, awning, horizontal trellis, or other pedestrian-oriented feature to reduce the expanse of the blank surface and add visual interest;
- i. seating ledges or perches (especially on sunny facades and near bus stops);
- j. merchandising display windows or regularly changing public information display cases.

C4 Reinforce Building Entries: To promote pedestrian comfort, safety, and orientation, reinforce building entries.

C4.1. Entry Treatments: Reinforce the building's entry with one or more of the following architectural treatments:

- a. extra-height lobby space;
- b. distinctive doorways;
- c. decorative lighting;
- d. distinctive entry canopy;
- e. projected or recessed entry bay;
- f. building name and address integrated into the facade or sidewalk;
- g. artwork integrated into the facade or sidewalk;
- h. a change in paving material, texture, or color;
- i. distinctive landscaping, including plants, water features and seating
- j. ornamental glazing, railings, and balustrades.

C4.2. Residential Entries: To make a residential building more approachable and to create a sense of association among neighbors, entries should be clearly identifiable and visible from the street and easily accessible and inviting to pedestrians. The space between the building and the sidewalk should provide security and privacy for residents and encourage social interaction among residents and neighbors. Provide convenient and attractive access to the building's entry. To ensure comfort and security, entry areas and adjacent open space should be sufficiently lighted and protected from the weather. Opportunities for creating lively, pedestrian-oriented open space should be considered.

C5 Encourage Overhead Weather Protection: Project applicants are encouraged to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.

C5.1. Overhead Weather Protection Design Elements: Overhead weather protection should be designed with consideration given to:

- a. the overall architectural concept of the building
- b. uses occurring within the building (such as entries and retail spaces) or in the adjacent streetscape environment (such as bus stops and intersections);
- c. minimizing gaps in coverage;
- d. a drainage strategy that keeps rain water off the street-level facade and sidewalk;
- e. continuity with weather protection provided on nearby buildings;
- f. relationship to architectural features and elements on adjacent development, especially if abutting a building of historic or noteworthy character;
- g. the scale of the space defined by the height and depth of the weather protection;
- h. use of translucent or transparent covering material to maintain a pleasant sidewalk environment with plenty of natural light; and
- i. when opaque material is used, the illumination of light-colored undersides to increase security after dark.

C6 Develop the Alley Façade: To increase pedestrian safety, comfort, and interest, develop portions of the alley facade in response to the unique conditions of the site or project.

C6.1. Alley Activation: Consider enlivening and enhancing the alley entrance by:

- a. extending retail space fenestration into the alley one bay;
- b. providing a niche for recycling and waste receptacles to be shared with nearby, older buildings lacking such facilities; and
- c. adding effective lighting to enhance visibility and safety.

C6.2. Alley Parking Access: Enhance the facades and surfaces in and adjacent to the alley to create parking access that is visible, safe, and welcoming for drivers and pedestrians. Consider

- d. locating the alley parking garage entry and/ or exit near the entrance to the alley;
- e. installing highly visible signage indicating parking rates and availability on the building facade adjacent to the alley; and
- f. chamfering the building corners to enhance pedestrian visibility and safety where alley is regularly used by vehicles accessing parking and loading.

PUBLIC AMENITIES

D1 Provide Inviting & Usable Open Space: Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.

D1.1. Pedestrian Enhancements: Where a commercial or mixed-use building is set back from the sidewalk, pedestrian enhancements should be considered in the resulting street frontage.

Downtown the primary function of any open space between commercial buildings and the sidewalk is to provide access into the building and opportunities for outdoor activities such as vending, resting, sitting, or dining.

- a. All open space elements should enhance a pedestrian oriented, urban environment that has the appearance of stability, quality, and safety.
- b. Preferable open space locations are to the south and west of tower development, or where the siting of the open space would improve solar access to the sidewalk.
- c. Orient public open space to receive the maximum direct sunlight possible, using trees, overhangs, and umbrellas to provide shade in the warmest months. Design such spaces to take advantage of views and solar access when available from the site.
- d. The design of planters, landscaping, walls, and other street elements should allow visibility into and out of the open space.

D1.2. Open Space Features: Open spaces can feature art work, street furniture, and landscaping that invite customers or enhance the building’s setting. Examples of desirable features to include are:

- a. visual and pedestrian access (including barrier- free access) into the site from the public sidewalk;
- b. walking surfaces of attractive pavers;
- c. pedestrian-scaled site lighting;
- d. retail spaces designed for uses that will comfortably “spill out” and enliven the open space;
- e. areas for vendors in commercial areas;
- f. landscaping that enhances the space and architecture;
- g. pedestrian-scaled signage that identifies uses and shops; and
- h. site furniture, art work, or amenities such as fountains, seating, and kiosks. residential open space

D1.3. Residential Open Space: Residential buildings should be sited to maximize opportunities for creating usable, attractive, well-integrated open space. In addition, the following should be considered:

- i. courtyards that organize architectural elements while providing a common garden;
- j. entry enhancements such as landscaping along a common pathway;
- k. decks, balconies and upper level terraces;
- l. play areas for children;
- m. individual gardens; and
- n. location of outdoor spaces to take advantage of sunlight.

D2 Enhance the Building with Landscaping: Enhance the building and site with generous landscaping— which includes special pavements, trellises, screen walls, planters, and site furniture, as well as living plant material.

D2.1. Landscape Enhancements: Landscape enhancement of the site may include some of the approaches or features listed below:

- a. emphasize entries with special planting in conjunction with decorative paving and/or lighting;

- b. include a special feature such as a courtyard, fountain, or pool;
- c. incorporate a planter guard or low planter wall as part of the architecture;
- d. distinctively landscape open areas created by building modulation;
- e. soften the building by screening blank walls, terracing retaining walls, etc;
- f. increase privacy and security through screening and/or shading;
- g. provide a framework such as a trellis or arbor for plants to grow on;
- h. incorporate upper story planter boxes or roof planters;
- i. provide identity and reinforce a desired feeling of intimacy and quiet;
- j. provide brackets for hanging planters;
- k. consider how the space will be viewed from the upper floors of nearby buildings as well as from the sidewalk; and
- l. if on a designated Green Street, coordinate improvements with the local Green Street plan.

D2.2. Consider Nearby Landscaping: Reinforce the desirable pattern of landscaping found on adjacent block faces.

- m. plant street trees that match the existing planting pattern or species;
- n. use similar landscape materials; and
- o. extend a low wall, use paving similar to that found nearby, or employ similar stairway construction methods.

D3 Provide Elements That Define the Place: Provide special elements on the facades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable “sense of place” associated with the building.

D3.1. Public Space Features and Amenities: Incorporate one or more of the following a appropriate:

- a. public art;
- b. street furniture, such as seating, newspaper boxes, and information kiosks;
- c. distinctive landscaping, such as specimen trees and water features;
- d. retail kiosks;
- e. public restroom facilities with directional signs in a location easily accessible to all; and
- f. public seating areas in the form of ledges, broad stairs, planters and the like, especially near public open spaces, bus stops, vending areas, on sunny facades, and other places where people are likely to want to pause or wait.

D3.2. Intersection Focus: Enliven intersections by treating the corner of the building or sidewalk with public art and other elements that promote interaction (entry, tree, seating, etc.) and reinforce the distinctive character of the surrounding area.

D4 Provide Appropriate Signage: Design signage appropriate for the scale and character of the project and immediate neighborhood. All signs should be oriented to pedestrians and/or persons in vehicles on streets within the immediate neighborhood.

D4.1. Desired Signage Elements: Signage should be designed to:

- a. facilitate rapid orientation
- b. add interest to the street level environment

- c. reduce visual clutter
- d. unify the project as a whole
- e. enhance the appearance and safety of the downtown area.

D4.2. Unified Signage System: If the project is large, consider designing a comprehensive building and tenant signage system using one of the following or similar methods:

- a. signs clustered on kiosks near other street furniture or within sidewalk zone closest to building face;
- b. signs on blades attached to building facade;
- c. signs hanging underneath overhead weather protection.

D4.3. Signage Types: Also consider providing:

- d. building identification signage at two scales: small scale at the sidewalk level for pedestrians, and large scale at the street sign level for drivers;
- e. sculptural features or unique street furniture to complement (or in lieu of) building and tenant signage;
- f. interpretive information about building and construction activities on the fence surrounding the construction site.

D4.4. Discourage Upper-Level Signage: Signs on roofs and the upper floors of buildings intended primarily to be seen by motorists and others from a distance are generally discouraged.

D5 Provide Adequate Lighting: To promote a sense of security for people downtown during nighttime hours, provide appropriate levels of lighting on the building facade, on the underside of overhead weather protection, on and around street furniture, in merchandising display windows, in landscaped areas, and on signage.

D5.1. Lighting Strategies: Consider employing one or more of the following lighting strategies as appropriate.

- a. Illuminate distinctive features of the building, including entries, signage, canopies, and areas of architectural detail and interest.
- b. Install lighting in display windows that spills onto and illuminates the sidewalk.
- c. Orient outside lighting to minimize glare within the public right-of-way.

D6 Design for Personal Safety & Security: Design the building and site to promote the feeling of personal safety and security in the immediate area.

D6.1. Safety in Design Features: To help promote safety for the residents, workers, shoppers, and visitors who enter the area:

- a. provide adequate lighting;
- b. retain clear lines of sight into and out of entries and open spaces;
- c. use semi-transparent security screening, rather than opaque walls, where appropriate;
- d. avoid blank and windowless walls that attract graffiti and that do not permit residents or workers to observe the street;
- e. use landscaping that maintains visibility, such as short shrubs and/or trees pruned so that all branches are above head height;
- f. use ornamental grille as fencing or over ground-floor windows in some locations;
- g. avoid architectural features that provide hiding places for criminal activity;

- h. design parking areas to allow natural surveillance by maintaining clear lines of sight for those who park there, for pedestrians passing by, and for occupants of nearby buildings;
- i. install clear directional signage;
- j. encourage “eyes on the street” through the placement of windows, balconies, and street-level uses; and
- k. ensure natural surveillance of children’s play areas.

VEHICULAR ACCESS AND PARKING

E1 Minimize Curb Cut Impacts: Minimize adverse impacts of curb cuts on the safety and comfort of pedestrians.

E1.1. Vehicle Access Considerations: Where street access is deemed appropriate, one or more of the following design approaches should be considered for the safety and comfort of pedestrians.

- a. minimize the number of curb cuts and locate them away from street intersections;
- b. minimize the width of the curb cut, driveway, and garage opening;
- c. provide specialty paving where the driveway crosses the sidewalk;
- d. share the driveway with an adjacent property owner;
- e. locate the driveway to be visually less dominant;
- f. enhance the garage opening with specialty lighting, artwork, or materials having distinctive texture, pattern, or color
- g. provide sufficient queueing space on site.

E1.2. Vehicle Access Location: Where possible, consider locating the driveway and garage entrance to take advantage of topography in a manner that does not reduce pedestrian safety nor place the pedestrian entrance in a subordinate role.

E2 Integrate Parking Facilities: Minimize the visual impact of parking by integrating parking facilities with surrounding development. Incorporate architectural treatments or suitable landscaping to provide for the safety and comfort of people using the facility as well as those walking by.

E2.1. Parking Structures: Minimize the visibility of at-grade parking structures or accessory parking garages. The parking portion of a structure should be architecturally compatible with the rest of the building and streetscape. Where appropriate consider incorporating one or more of the following treatments:

- a. Incorporate pedestrian-oriented uses at street level to reduce the visual impact of parking structures. A depth of only 10 feet along the front of the building is sufficient to provide space for newsstands, ticket booths, flower shops, and other viable uses.
- b. Use the site topography to help reduce the visibility of the parking facility.
- c. Set the parking facility back from the sidewalk and install dense landscaping.
- d. Incorporate any of the blank wall treatments listed in Guideline C-3.
- e. Visually integrate the parking structure with building volumes above, below, and adjacent.
- f. Incorporate artwork into the facades.

- g. Provide a frieze, cornice, canopy, overhang, trellis or other device at the top of the parking level.
- h. Use a portion of the top of the parking level as an outdoor deck, patio, or garden with a rail, bench, or other guard device around the perimeter.

E2.2. Parking Structure Entrances: Design vehicular entries to parking structure so that they do not dominate the street frontage of a building. Subordinate the garage entrance to the pedestrian entrance in terms of size, prominence on the street-scape, location, and design emphasis. Consider one or more of the following design strategies:

- i. Enhance the pedestrian entry to reduce the relative importance of the garage entry.
- j. Recess the garage entry portion of the facade or extend portions of the structure over the garage entry to help conceal it.
- k. Emphasize other facade elements to reduce the visual prominence of the garage entry.
- l. Use landscaping or artwork to soften the appearance of the garage entry from the street.
- m. Locate the garage entry where the topography of the site can help conceal it.

E3 Minimize the Presence of Service Areas: Locate service areas for trash dumpsters, loading docks, mechanical equipment, and the like away from the street front where possible. Screen from view those elements which for programmatic reasons cannot be located away from the street front.

E3.1. Methods of Integrating Service Areas: Consider incorporating one or more of the following to help minimize these impacts:

- a. Plan service areas for less visible locations on the site, such as off the alley.
- b. Screen service areas to be less visible.
- c. Use durable screening materials that complement the building.
- d. Incorporate landscaping to make the screen more effective.
- e. Locate the opening to the service area away from the sidewalk.

DEVELOPMENT STANDARD DEPARTURES

The Board's recommendation on any requested departures will be based on the departure's potential to help the project **better meet these design guidelines priorities and achieve a better overall project design** than could be achieved without the departure(s). The Board's recommendation will be reserved until the final Board meeting.

At EDG#1, possible departures were not explicitly presented, but the applicant anticipates some will be likely at future meetings (see code overview, page 6/7).

RECOMMENDATIONS

At the next meeting, the Board requested the following:

- a. **Detailed Context Plan**, showing all adjacent uses (existing or MUP-approved), entries and streetscape for a useful minimum depth on all sides (extent: alley between 8th &

- 9th; Stewart ST; alley between Boren & Minor; Pike St, because of link to CC). The purpose is to fully understand existing and future pedestrian flows, destinations and patterns, as the district transforms especially to the west and north.
- b. **Large Scale CCX Street Elevations with Floor levels:** the Board was particularly concerned by sections showing thick floor slabs above the sidewalks, creating blank walls and no activation (prefer floors that reasonably step with sloping sidewalks).
 - c. **Detailed Sections (full and sequential around sloping blocks):** showing all interior to sidewalk relationships and height and depth of retail, lobbies, canopies, etc. (preliminary sections are troubling as they show especially tall floor slab/trusses at and above sidewalk grades, creating long blank facades, unless columns are recessed and there is an outer ring of stepped/adjustable floor spans)
 - d. **Detailed Streetscape/Landscape Plans:** including Green Streets and roof concept & planting plan; consider widened sidewalks along Pine and Olive, and linear open space along 9th Avenue Green Street.
 - e. **Street Level perspectives** (pg 58-65): Use these as design tools and include all of them in future presentations, and bring the large model again; it's much appreciated and essential.

BOARD DIRECTION

At the conclusion of the First Early Design Guidance meeting, the Board thanked the public, and the applicants for a complete presentation, and eagerly looks forward to the next meeting on this exciting and significant project.