



SECOND EARLY DESIGN GUIDANCE OF THE DOWNTOWN DESIGN REVIEW BOARD

Project Number: 3018686

Address: 2031 3rd Avenue

Applicant: Brad Hinthorne, Perkins+Will, for Martin Selig Real Estate

Date of Meeting: Tuesday, July 28, 2015

Board Members Present: Murphy McCullough, Chair
Anjali Grant
Alan McWain
Grace Leong

Board member absent: Gundula Proksch

DPD Staff Present: Michael Dorcy

SITE & VICINITY

Site Zone: DMC 240/290-400

Nearby Zones: (North) DMR/R 125/65
(South) DMC 240/290-400
(East) DMC 240/290-400
(West) DMC 240/290-400

Lot Area: 19,440 sq. ft.



Current Development:

The project site is currently developed with three two-story commercial buildings, with the Jewish Federation Building occupying the northern half of the site. Currently under construction immediately to the south of the development site is a mixed-use building, with ground floor retail/ commercial and 6 stories of residential apartments above.

Surrounding Development and Neighborhood Character:

This area of Belltown has been a mixture of low-rise and medium-rise structures, many constructed during the first half of the 20th century. Twelve of the buildings have been designated as historic landmarks. The majority of the historic and iconic buildings are of masonry construction, many composed of red brick. In recent years the historic fabric of Belltown has been transformed by the inclusion of towers of significant heights gathered about two nodes. The proposed new tower is part of the southeastern gathering of towers. Nine towers, ranging in height from 240 feet to 449 feet, are situated within a two-block radius of the proposal site.

Access:

Vehicular access to the site is planned to be from the alley west of the site.

Environmentally Critical Areas:

There are no critical areas on the site.

PROJECT DESCRIPTION

The proposed building would accommodate retail, office, and residential uses, with six stories of below grade parking. Fifteen stories of office uses would be capped by thirteen stories of residences and amenity spaces. At the first EDG meeting three massing concepts were presented by the applicants. The first concept was called a “box scheme” and showed a taller, square tower sitting atop a half-sized, rectangular box whose bulk was incised into the taller tower, creating the effect of one tall slender tower embraced or hugged by a half height bulkier mass at the waist. This scheme showed both a residential and an office lobby directly off 3rd Avenue.

The second conceptual scheme showed a thinner, rectangular massing resting upon a shorter, rectangular box. In that scheme a separate residential lobby was entered off Lenora Street.

The third, preferred concept was the “Z scheme.” This scheme maintained the separate ground-floor division of lobbies in a rectangular base, topped by 15 floors of office space in a four-sided essentially plain, rectangular form. Out of that base massing there arises 13 stories of residences, situated in a 10-sided rectilinear tower which suggests an abstracted Z-form.

DESIGN DEVELOPMENT

By the time of the 2nd EDG meeting, held on July 28, 2015, the massing of the proposal had been altered to reflect changes in the amount of allowable office area available, subject to the amount of FAR that would be available for transfer from one-fewer adjacent parcels. The applicants voluntarily returned to the Downtown Design Review Board in order to clarify and illustrate the massing changes.

The massing changes, as explained by the design team, resulted in a simplification of the overall form of the building, notably in omitting the notch that had separated the lower office floors from the upper residential floors. It was believed that the unique shape of the residential portion of the tower was sufficiently interesting without the notch. Additionally, the outdoor open areas on the 12th floor and on the rooftop had been given further development. In particular the top floor “Conservatory” space was designed to contain a fitness center and other gathering spaces, heavily glazed and filled with ample vegetation. (See page 11 of the June 28th packet.) The “Conservatory” rooftop feature would require a departure from SMC 23.49.008.B. (See the entire listing of proposed departures on page 20 of the June 28th packet.)

The packet includes materials presented at the meeting, and is available online by entering the project number (3018686) 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

BOARD’S DELIBERATIONS

The four Board members present at the July 28th meeting reaffirmed their approval that the project should proceed to design development and MUP intake. Also, after considering the analysis of the site and context, the changes in the program provided by the proponents, and hearing public comment, they reaffirmed the applicability of the guidelines earlier identified for the project and the guidance given at the January 6, 2015 EDG meeting.

FIRST EARLY DESIGN GUIDANCE January 6, 2015

The packet includes materials presented at the meeting, and is available online by entering the project number (3018686) 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

DESIGN DEVELOPMENT

The proposed structure would provide 75 percent of its ground floor street frontage in retail use, enhanced by thirty-foot ceiling heights, thereby enlivening the pedestrian realm. There would be 15 floors of office space, topped by 13 floors of residences and two floors of amenity/mechanical space.

PUBLIC COMMENT

Nearby residents expressed concerns regarding: security of the block and the need for security lighting; the activation of the street worked better in conjunction with more and smaller retail spaces; need for activation around corner At Lenora Street as well as along 3rd Avenue; glare from materials used in the building—glass and metal; take away some of the stern rectangularity of the proposed structure. Consider views of the building from the waterfront—profile, top, place in skyline. The alley and the alley façade needed careful and not just “backside” and “back-of-house” treatment. No “iconic” lights. Loves the midline cantilever and its effect as shown in cover rendering—don’t let the dramatic effect be engineered out of the profile. Keep an eye on the prize—the mood and quality towards which this structure aspires, as shown in the illustrations of other notable buildings on pp.4 & 5 of the packet.

Representatives of the properties directly south of the proposed site expressed concerns regarding the Floor Area Ratio (FAR) calculations upon which massing calculations were based. Other concerns regarding tower spacing on the block were expressed by the same individuals.

PRIORITIES & BOARD RECOMMENDATIONS

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.

EARLY DESIGN GUIDANCE January 6, 2015

The Board was generally agreed that the preferred “Z” scheme gave the best variegated expressions as viewed from various vantage points, related best to the stepped heights of the existing architectural context of Belltown, and allowed for a variety of heights in rooftop amenity spaces. As had been noted in the public comment, the Board agreed that the alley façade needed careful attention to detail since it would be highly visible. They noted that the building must be conceived as a “360 degree” building, no backs, no sides.

What had been shown the Board embodied a “promising aesthetic,” and could be an “elegant addition” to the Belltown environment. That said, the design team was strongly urged to respond to the comments of both the public and the Board. While the renderings presented were most elegant and appealing, the next steps would be to more clearly locate the building as an addition to the Belltown urban landscape in additional renderings, perspectives and streetscape visualizations that capture how the building meets the ground at various points.

Show how the proposed ground floor will activate Lenora and Third Avenue; show details of entries, canopies, etc. The images on the cover and final page of the packet were spectacular at a distance, but the building needed to be visualized at different scales and in particular to be shown as it comes down to the street.

In particular, the continued design development should: continue the restraint shown to date – no iconic lights at the top; “start to reflect on the glare of materials.”

DESIGN REVIEW GUIDELINES

The priority DOWNTOWN and BELLTOWN NEIGHBORHOOD GUIDELINES identified by the Board as Priority Guidelines are summarized below, 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.).

Belltown Supplemental Guidance:

A1.I. Views: Develop the architectural concept and arrange the building mass to enhance views. This includes views of the water and mountains, and noteworthy structures such as the Space Needle.

A1.II. Street Grid: The architecture and building mass should respond to sites having nonstandard shapes. There are several changes in the street grid alignment in Belltown, resulting in triangular sites and chamfered corners. Examples of this include: 1st, Western and Elliott between Battery and Lenora, and along Denny;

A1.III. Topography: The topography of the neighborhood lends to its unique character. Design buildings to take advantage of this condition as an opportunity, rather than a constraint. Along the streets, single entry, blank facades are discouraged. Consider providing multiple entries and windows at street level on sloping streets.

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, hill-climb, mid-block crossing, through-block passageway); and
- f. direct access to one or more components of the regional transportation system.

Belltown Supplemental Guidance:

B1.I. Compatible Design: Establish a harmonious transition between newer and older buildings. Compatible design should respect the scale, massing and materials of adjacent buildings and landscape.

B1.II. Historic Style: Complement the architectural character of an adjacent historic building or area; however, imitation of historical styles is discouraged. References to period architecture should be interpreted in a contemporary manner.

B1.III. Visual Interest: Design visually attractive buildings that add richness and variety to Belltown, including creative contemporary architectural solutions.

B1.IV. Reinforce Neighborhood Qualities: Employ design strategies and incorporate architectural elements that reinforce Belltown’s unique qualities. In particular, the neighborhood’s best buildings tend to support an active street life.

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.

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.

B4.3. 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.

C1.3. 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.

Belltown Supplemental Guidance:

C1.I. Retail Concentration: Reinforce existing retail concentrations;

C1.II. Commercial Space Size: Vary in size, width, and depth of commercial spaces, accommodating for smaller businesses, where feasible;

C1.III. Desired Public Realm Elements: Incorporate the following elements in the adjacent public realm and in open spaces around the building:

- a. unique hardscape treatments
- b. pedestrian-scale sidewalk lighting
- c. accent paving (especially at corners, entries and passageways)
- d. creative landscape treatments (planting, planters, trellises, arbors)
- e. seating, gathering spaces
- f. water features, inclusion of art elements

C1.IV. Building/Site Corners: Building corners are places of convergence. The following considerations help reinforce site and building corners:

- a. provide meaningful setbacks/open space, if feasible
- b. provide seating as gathering spaces
- c. incorporate street/pedestrian amenities in these spaces
- d. make these spaces safe (good visibility)
- e. iconic corner identifiers to create wayfinders that draw people to the site.

C1.V. Pedestrian Attraction: 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. 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).

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.

Belltown Supplemental Guidance:

C6.1. Address Alley Functions:

- a. Services and utilities, while essential to urban development, should be screened or otherwise hidden from the view of the pedestrian.
- b. Exterior trash receptacles should be screened on three sides, with a gate on the fourth side that also screens the receptacles from view. Provide a niche to recess the receptacle.
- c. Screen loading docks and truck parking from public view using building massing, architectural elements and/or landscaping.

d. Ensure that all utility equipment is located, sized, and designed to be as inconspicuous as possible. Consider ways to reduce the noise impacts of HVAC equipment on the alley environment.

C6.II. Pedestrian Environment:

e. Pedestrian circulation is an integral part of the site layout. Where possible and feasible, provide elements, such as landscaping and special paving, that help define a pedestrian-friendly environment in the alley.

f. Create a comfortably scaled and thoughtfully detailed urban environment in the alley through the use of well-designed architectural forms and details, particularly at street level.

C6.III. Architectural Concept:

g. In designing a well-proportioned and unified building, the alley facade should not be ignored. An alley facade should be treated with form, scale and materials similar to rest of the building to create a coherent architectural concept.

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.
- 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

Belltown Supplemental Guidance:

D1.1. Active Open Space: As a dense, urban neighborhood, Belltown views its streets as its front porches, and its parks and private plazas and spaces as its yards and gardens. The design and

location of urban open spaces on a site or adjoining sidewalk is an important determinant in a successful environment, and the type and character of the open space should be influenced by the building's uses.

- a. Mixed-use developments are encouraged to provide usable open space adjacent to retail space, such as an outdoor cafe or restaurant seating, or a plaza with seating.
- b. Locate plazas intended for public use at/or near street grade to promote physical and visual connection to the street; on-site plazas may serve as a well-defined transition from the street. Take views and sun exposure into account as well.
- c. Define and contain outdoor spaces through a combination of building and landscape, and discourage oversized spaces that lack containment.
- d. The space should be well-buffered from moving cars so that users can best enjoy the space.

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.

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.

Belltown Supplemental Guidance:

D3.I. Art and Heritage: Art and History are vital to reinforcing a sense of place. Consider incorporating the following into the siting and design:

- a. vestiges of Belltown Heritage, such as preserving existing stone sidewalks, curbs
- b. art that relates to the established or emerging theme of that area (e.g., Western, 1st, 2nd, 3rd Avenue street specific character.
- c. install plaques or other features on the building that pay tribute to Belltown history.

D3.II. Green Streets: Green Streets are street rights-of-way that are enhanced for pedestrian circulation and activity with a variety of pedestrian-oriented features, such as sidewalk widening,

landscaping, artwork, and traffic calming. Interesting street level uses and pedestrian amenities enliven the Green Street and lend special identity to the surrounding area.

D3.III: Street Furniture/Furnishings along Specific Streets: The function and character of Belltown’s streetscapes are defined street by street. In defining the streetscape for various streets, the hierarchy of streets is determined by street function, adjacent land uses, and the nature of existing streetscape improvements.

- a. 1st Avenue: Any new installations between Denny Way and Virginia Street should continue the established character of the street by using unique pieces of inexpensive and salvaged materials such as the Wilkenson sandstone pieces that are currently in place. South of Virginia, new installations should reflect the character of the Pike Place Market.
- b. 3rd Avenue: New installations on 3rd Avenue should continue to be “civic” and substantial and be reflective of the role the street plays as a major bus route.
- c. 2nd Avenue: New installations on 2nd Avenue should continue the style of “limited edition” street art that currently exists between Cedar Street and Virginia Street.
- d. 4th Avenue: Street furnishings on 4th Avenue should be “off-the-shelf”/ catalogue modern to reflect the high-rise land uses existing or permitted along that corridor.
- e. 1st , 2nd and 3rd Avenues: Sidewalks should be wide and pedestrian amenities like benches, kiosks and pedestrian-scale lighting are especially important on promenade streets.
- f. 5th Avenue: Installations on 5th Avenue are encouraged to have a futuristic or “googie” architectural theme to reflect the presence of the monorail as part of the streetscape.
- g. Elliott Avenue: These streets offer good connections between Pike Place Market and the new sculpture garden. The area is experiencing a fair amount of residential growth. Like 1st Avenue, these streets are receiving eclectic public art and varied facades, and ultimately both will become promenade-type streets.

D3.IV. Street Edge/Furnishings: Concentrate pedestrian improvements at intersections with Green Streets (Bell, Blanchard, Vine, Cedar between 1st and Elliott, Clay, Eagle, and Bay Streets). Pedestrian crossings should be “exaggerated,” that is they should be marked and illuminated in a manner where they will be quickly and clearly seen by motorists.

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.

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.

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.

DEVELOPMENT STANDARD DEPARTURES

The Board’s recommendation on any requested departure(s) 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 recommendations will be reserved until the final Board meeting.

At the time of the **Final** Early Design Guidance no departures from development standards were requested.

BOARD DIRECTION

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