



City of Seattle

Department of Construction & Inspections
Nathan Torgelson, Director

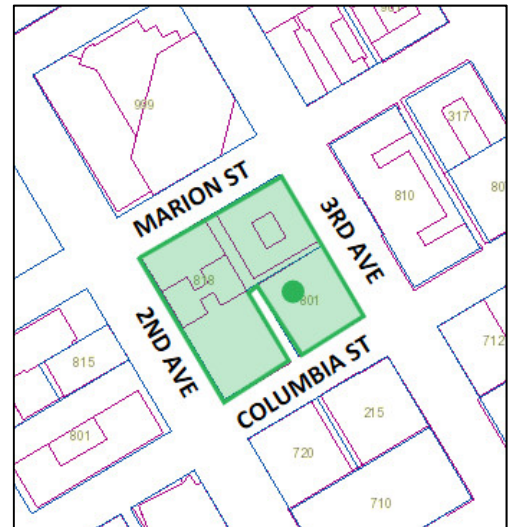


EARLY DESIGN GUIDANCE OF THE DOWNTOWN DESIGN REVIEW BOARD

Project Number: 3027315
Address: 801 Third Avenue
Applicant: Ryan Mullenix of NBBJ
Date of Meeting: Tuesday, December 19, 2017
Board Members Present: Anjali Grant, Chair
Aaron Argyle
Belinda Bail
JP Emery
Grace Leong
Board Members Absent: Bradley Calvert
SDCI Staff Present: Magda Hogness

SITE & VICINITY

Site Zone: Downtown Office Core One
(DOC 1 U/450-U)
Nearby Zones: (North) DOC 1 U/450-U
(South) Downtown Mixed Commercial
(DMC- 340/290-400)
(East) DOC 1 U/450-U
(West) DMC- 340/290-400
Lot Area: 52,500 sf



Current Development:

The development site contains five reinforced concrete structures ranging in height from two to five stories. While the development site encompasses the entire block, the proposed development is limited to the half block portion to the northeast. The three buildings located at 808, 814 and 818 Second Ave will be retained; the buildings at 823 and 801 Third Avenue are proposed to be demolished.

Surrounding Development and Neighborhood Character:

The site is at the edge of the highest density office core in downtown Seattle, referred to the Financial District. The immediate area contains tall, dense mixed-use structures and residential towers, consistent with zoning and planning policies. Early 20th century buildings tend to range from approximately 4-9 stories and include regular symmetrical patterns with masonry or stone facades and punched windows. The newer glass modern high rises, from the late 60s onward, tend to be much taller tower structures.

Significant buildings in the vicinity include the Wells Fargo Tower to the north, the IDX tower to the northeast, the Pacific Building to the southeast, the Millennium Tower to the southwest and the Jackson Federal Building to the northwest. Nearby historic landmarks designated by the City of Seattle include the Central Building, Chamber of Commerce Building, Seattle National Bank, Norton Building, Puget Sound Bank and the Exchange Building.

The surrounding area is well served by bus and light rail transit in the Pioneer Station, two blocks to the south. The site also contains a surface bus stop along Third Avenue, which is a classified Principal Transit Street, Class I Pedestrian and a minor arterial. Marion Street is designated as a Class I pedestrian and minor arterial and lies within a designated view corridor. Columbia Street is also considered a view corridor and is classified a Class II Pedestrian and major arterial. Marion Street carries traffic one way east bound. Columbia Street is currently one way west bound, however it will become a two-way street upon WSDOT's removal of the Alaskan Way Viaduct.

Nearby open space includes Prefontaine Place Park, Pioneer Square and Occidental Square to the south.

Access:

Vehicular access is proposed from the adjacent through-block alley. A portion of the alley has been vacated above ground since 1977 per Ordinance 106456.

Environmentally Critical Areas:

There are no mapped Environmental Critical Areas.

PROJECT DESCRIPTION

The proposal is for a 29-story commercial building containing street-level retail and below-grade parking for 354 vehicles. The existing buildings in the northeast portion of the block are proposed to be demolished.

The design packet includes information presented at the meeting, and is available online by entering the project number at this website:

<http://www.seattle.gov/DPD/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

The packet is also available to view in the file, by contacting the Public Resource Center at SDCI:

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

Email: PRC@seattle.gov

EARLY DESIGN GUIDANCE December 19, 2017

PUBLIC COMMENT

The following public comments were offered at this meeting:

- Concerned with the impact to light levels, especially to the south and the west. Would like to see light studies which inform a design to prevent or profoundly limit natural light interruption to surrounding buildings.
- Noted that the scale of the existing buildings fronting Second Avenue between Columbia and Marion is considerably more pedestrian friendly and pedestrian scaled. Would like to see additional setbacks and open space integrated.
- Concerned that the façade of the proposed structure rises directly at the sidewalk to its full height on Columbia Street. Preference for incorporating a setback plaza with greenery to minimize the effects of creating a towering façade, provide a natural environment, enhance views and livability.

SDCI staff also summarized design related comments received in writing prior to the meeting:

- Noted that the existing building supports dense and varied commercial businesses.
- Would like to see the new building prioritize dense and varied commercial use along Third Avenue to replicate and improve on the existing condition.
- Concerned that one of the concept designs identifies only two retail spaces in the new building. Would like to see priority given to retail activities which activate the street.
- Concerned with the bulk and scale of the proposal as it will close off light to the street and make what is primarily a walking and biking area less appealing.
- Concerned with the vehicular access/egress and traffic impacts for the large amount of parking proposed, especially in light of the conversion of Columbia to a two-way bus lane thoroughfare.
- Would like to see significant traffic planning accompany this design.
- Concerned with the pedestrian experience along Columbia. As part of a continuing effort to improve pedestrian access in the downtown area, Columbia Street pedestrian access should at a minimum be maintained and further contemplated for improvements with the project which would increase business and residential appeal.

- Noted that Columbia Street has been selected by the City of Seattle to handle significant bus traffic and is a transportation corridor. This project presents an opportunity set an example of how transportation corridors can cohabitate with the public for an enhanced environment.
- Noted that many new buildings are offering design elements that permit light to make it through to the street and sky. Would like to see design of the building incorporate some access to light through the building design.
- Noted that many of the tall buildings constructed in the middle of large cities now include see through gardens in the middle of the building. This is a benefit for the building residents, makes the building look more attractive, and provides better view and more light for surrounding buildings
- Preference for an option to include a see-through garden in the building as well as incorporating other gardens in outside structures would be welcome additions to improve the view and attractiveness of the new building for those that surround it.

SDOT provided the following comments:

- This site fronts the 3rd Ave Transit Corridor. Due to 3rd Ave's critical role in the downtown transit network, emphasis should be placed on providing a safe and inviting pedestrian realm. The installation of additional street trees is required, and should be coordinated with SDOT Urban Forestry. SDOT recommends the project consider integrating the bus stop on 3rd Ave into the proposed building's weather protection. Finally, the applicant and the Board should be aware that Columbia St will begin allowing two-way traffic upon WSDOT's removal of the Alaskan Way Viaduct.
- SDOT recommends the project replace and upgrade the existing curb ramps at Marion St and Columbia St to meet ADA requirements. All vehicle access to the site, including trash collection, should be provided from the existing alley. A 2' alley dedication is required along the southern half of the block. The applicant has expressed an interest in building projections into the Right-of-Way above the alley grade. The minimum required vertical clearance from the alley grade, as given in the City of Seattle Right-of-Way Improvements Manual updated December 1, 2017, is 26'.

One purpose of the design review process is for the Board and City to receive comments from the public that help to identify feedback and concerns about the site and design concept, identify applicable citywide and neighborhood design guidelines of highest priority to the site and explore conceptual design, siting alternatives and eventual architectural design. Concerns with traffic are reviewed as part of the environmental review conducted by SDCI and are not part of this review.

All public comments submitted in writing for this project can be viewed using the following link and entering the project number: <http://web6.seattle.gov/dpd/edms/>

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 recommendations.

- 1. Massing Options and Related Departure:** The Board noted that the variation in the proposed massing options were limited and also recognized the site constraints of the bus tunnel, which informed the approach to design the structure as an exoskeleton. While the Board supported the general idea of an exoskeleton, the Board was concerned with the smaller scale articulation proposed and the departure request related to modulation. Ultimately, the Board supported the exoskeleton design intent and directed the applicant to proceed with either Massing Options 2 or 3 while also studying different ways to address the modulation requirement through massing alternates. (A2, B1, B2, C2).
 - a. The Board indicated they did not support the departure request as shown and recommended studying ways to modulate the building within the framework of the exoskeleton to strengthen the departure request. The Board agreed the design should fulfill the intent of the Code in a way that creates transitions in height and breaks up the massing. To resolve the modulation requirement, the Board requested massing alternates and encouraged study models for the next meeting. (A2, B2, B4, C2)
 - b. The Board agreed that resolving the articulation and depth of the exoskeleton expression is critical to the design and noted that many of the precedent images show greater depth, texture and articulation rather than the proposed treatment. In order to demonstrate meeting the intent of modulation, the Board recommended expressing the structure on the outside with legible depth, texture and shadow. (A2, B4, C2)
 - c. The Board also viewed the potential for modulation between the structural system and the curtain wall as an opportunity to further articulate the form and justify the related modulation departure. The Board recommended recessing or projecting the façade skin from the structure in areas, similar to the Leadenhall Building and Seattle Public Library precedent images shown on pg 53 of the packet. (A2, B4, C2)
 - d. The Board stressed the importance of carrying the logic of the exoskeleton through the entire tower form to create a coherent and unified design and acknowledged public comment related to the ground plane. To improve the streetscape experience and justify the departure related to street level uses, the Board recommended adding an indoor/outdoor space along the streetscape which could reveal the structure in a significant way. (B4, C1, C2, D1.1)

- 2. Ground Level Arrangement of Uses, Frontages and Entries:** The Board supported the pulling up of the tower skin and off centered core which allows for the arrangement of retail uses shown in Massing Option 3. The Board strongly supported the proposed double sided retail and appreciated the developed ground level design shown on pg 71 of the supplementary packet materials. The Board agreed with public comment and gave guidance to promote pedestrian interaction, reinforce existing retail concentrations and enhance main pedestrian links between spaces.
 - a. The Board discussed the circulation zone of the double-sided retail, referred to as a “market”. While the Board supported the general design intent of a market, the Board was concerned with the visibility and accessibility of the retail frontage and noted that similar projects such as 400 Fairview, continue to have a strong street

presence. To enhance the visibility of the retail frontage and improve access to the spaces, the Board recommended resolving the circulation and incorporating accessible routes through to the retail spaces. The Board also agreed multiple entries and signage should be factored into the design and requested information about these elements for the next meeting. (C1, C4, D1.1, D3, D4)

- b. For the elevator bank frontage along Third Avenue, the Board recommended studying and possibly adding unconventional retail such as kiosks or extending the market to the corner to extend the retail frontage, improve the circulation path through the retail spaces and enhance the streetscape experience and justify the departure related to street level uses. (C1, D1.1, D3, D6)
- c. Echoing public comment, the Board recommended minimizing the presence of blank walls and improving the ground level experience along Columbia and Marion. The Board strongly supported the stair along the Columbia frontage as it breaks up the blank wall condition and recommended strengthening the streetscape along Marion. The Board also agreed with public comment related to landscape and recommended incorporating landscaped areas and stormwater planters at the ground floor to enhance the streetscape edge along the view corridors address the pedestrian scale at the street level. (C1, C3 D1.1, D2, D6)
- d. The Board agreed they did not support the requested departure related to street level uses as shown. The Board indicated strengthening the visibility and accessibility of the retail frontage, extending unconventional retail uses to the corner and resolving the exoskeleton relationship to the ground level would help justify the departure request. (C1, D3)
- e. The Board also supported integrating the bus stop along Third Avenue into the proposed building's weather protection as recommend by SDOT. (B3.3, C5)

3. Tower Form Articulation; Base and Top: The Board recommended refining the base and top of the tower to relate to the geometry of the exoskeleton structure.

- a. The Board supported the design intent to pull up the tower skin and establish a connection between the exoskeleton and the ground plane, as represented in the early renderings. The Board agreed a consistent logic of how the exoskeleton end angles meet the ground floor plane should be applied to reinforce a cohesive design and stressed the importance of thoroughly studying how the exoskeleton terminates at the ground. (B4, C1, C2, C6)
- b. For the Third Avenue and Marion Street corners, the Board recommended thoughtfully studying the transition between the lobby pavilion and the exoskeleton structure by treating the intersection of the two consistently with the same logic as applied to the rest of the building. (B4, C1, C2)
- c. Related to the top of the tower, the Board was supportive of a sloped roofline, however, the Board agreed the form should relate to the diagonal bracing structure to reinforce the design concept. (A2, B4, C2)

DEVELOPMENT STANDARD DEPARTURES

The Board's recommendation on the 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 recommendation will be reserved until the final Board meeting.

At the time of the Early Design Guidance meeting, the following departures were requested:

1. **Facade Modulation: (SMC 23.49.058.C, Table A):** The Code limits the maximum length of unmodulated façade to 100' within 15' to a street lot line for structures between 241' to 500' in height. The applicant proposes an unmodulated façade width of 220' and articulating the façade through the use of an exoskeleton.

The Board indicated they did not support the departure request as shown and recommended studying alternate ways to modulate the building to fulfil the Code intent of promoting visual interest in a way that creates transitions in height and breaks up the massing. The Board requested massing alternates and study models for the next meeting.

2. **Street Level Uses: (SMC 23.49.009):** The Code requires certain street level uses for a minimum of 75% of the frontage along Third Avenue. The applicant proposes providing street level uses for 62% of the Third Avenue frontage and wrapping and extending these uses partially along Columbia, where street level uses are not required.

The Board agreed they did not support the departure request as shown and indicated strengthening the visibility and accessibility of the retail frontage, extending unconventional retail uses to the corner and resolving the exoskeleton relationship to the ground level would help justify the departure request.

DESIGN REVIEW GUIDELINES

The Downtown guidelines recognized by the Board as Priority Guidelines are identified above. All guidelines remain applicable and are summarized below. 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.

RECOMMENDATIONS

BOARD DIRECTION

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