



**FIRST EARLY DESIGN GUIDANCE OF THE  
DOWNTOWN DESIGN REVIEW BOARD**

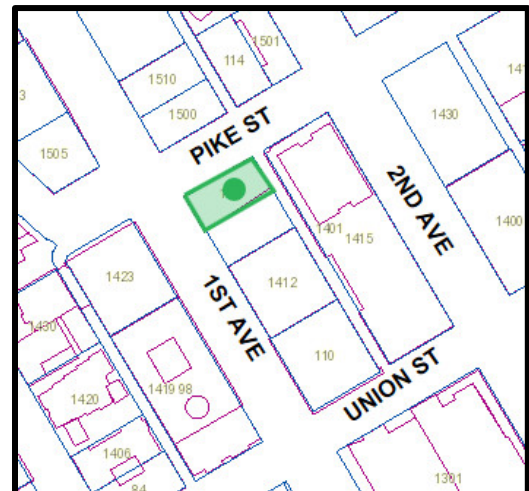
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Project Number: 3028428  
Address: 103 Pike Street  
Applicant: Jenny Chapman, Ankrom Moisan  
Date of Meeting: Tuesday, October 03, 2017  
Board Members Present: Anjali Grant (Chair)  
Arron Argyle  
Belinda Bail  
Bradley Calvert  
Grace Leong  
Board Members Absent: JP Emery, recused  
SDCI Staff Present: Tami Garrett, Senior Planner

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**SITE & VICINITY**

Site Zone: Downtown Mixed Commercial (DMC-145)  
Nearby Zones: (East) Downtown Mixed Commercial 240/290 (DMC 240/290-440)  
(North) DMC-145  
(South) DMC-145  
(West) Pike Market Mixed (PMM-85)  
Lot Area: 6,654 square feet (sq. ft.)



**Current Development:**

The project site contains an existing three-story commercial building (Hahn Building).

**Surrounding Development and Neighborhood Character:**

Surrounding development includes a mix of commercial and residential establishments to the south, north, east and west. The project site is across the street from the main entrance to the Pike Place Market. A contemporary residential/commercial development is across the alley, east of the project site (the Newmark). Some City Landmarks are located northeast (Eitel Building – 1501 2<sup>nd</sup> Avenue) and north (Colonnade Hotel/Gatewood Apartments – 107 Pike Street) of the subject property.

This corner property is located at the southeast intersection of Pike Street and 1<sup>st</sup> Avenue; an iconic intersection connecting the Pike Place Market to Capitol Hill's Pike Corridor. The existing neighborhood context is mainly comprised of low-scaled 2 to 7-story residential/commercial development historical in character along both Pike Street and 1<sup>st</sup> Avenue. The site is in proximity to several City public amenities (Pike Place Market, Seattle Arts Museum, Benaroya Performance Hall) and is strongly pedestrian oriented.

**Access:**

Vehicular access to the subject property is possible from both Pike Street, 1<sup>st</sup> Avenue and a 16' wide alley.

**Environmentally Critical Areas:**

No Environmentally Critical Areas (ECAs) are mapped at the site.

**PROJECT DESCRIPTION**

The proposed project is for the design and construction of a 14-story mixed-use structure with twelve levels of hotel uses and residential units (5-10 units) over two levels of commercial (7,200 sq. ft.) at the second level and at grade. The existing structure is 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 SDCl:

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

**Email:** [PRC@seattle.gov](mailto:PRC@seattle.gov)

**PUBLIC COMMENT**

The following public comments were offered at this meeting:

- Concerned that the proposed building height will create a canyon effect along the Pike corridor. Supportive of a design proposal with much lower in height and scale similar to the surrounding context.
- Voiced concern about potential noise impacts associated with the proximity of the rooftop amenity space to the residential units in the Newmark Tower.
- Supportive of the preferred massing (the “Pivot”) considering it the strongest and most dynamic of the three massing options presented.
- Supported the departure associated with massing Concept 3 (the “Pivot”) because it considers a greater setback on 1<sup>st</sup> Avenue.
- Favored the proposed exterior finish materials (steel, large windows, brick) and encouraged that the design include traditional brick coloration (red).
- Concerned about traffic, parking and load/unload impacts to the surrounding streets related to the proposed hotel use.
- Concerned about construction-related impacts to surrounding existing development (alley).
- Encouraged the Board to support a design that better responds to design guidelines A1 (Responding to the Physical Environment), B1 (Respond to Neighborhood Context), B3 (Reinforce the Positive Urban Form/Architectural Attributes of Immediate Area). Felt that none of the presented design options were compatible with the surrounding historical neighborhood context.
- Felt that none of the presented design options related well to the existing historical context on the block. Not supportive of a hotel use at the subject site.
- Confirmed that, in general, the Board has purview over concerns associated with the height, bulk and scale of a building’s form.
- Concerned that the rooftop amenity and the proximity of the alley façade (blank wall, fenestration pattern) may be impactful to the residents in the Newmark Tower (privacy, light, air, noise). Desired a design that includes additional upper-level setbacks from the alley and minimal exterior amenity space at the roof.
- Encouraged a design that is responsive to the neighborhood context (massing, materials) and considers additional setbacks on 1<sup>st</sup> Avenue and Pike Street.
- Felt that the existing structure should be preserved.
- Encouraged the Board to consider design input from organizations connected to the Pike Place Market (Pike Place Market Historic Commission, Historic Preservation Office, Friends of the Market and Historic Seattle). Explained that the urban renewal plan for the Pike Place Market (1/4/74) provides a framework for the Market and the surrounding area.
- Stated that the design’s bulk and scale is grossly out of character for development at that iconic intersection (urban square) which is the heart of the City.
- Voiced support for massing Concept 1 (the “Traditional”) because of the upper-level setback.

- Encouraged the Board to not support the requested departure (15' upper-level setback). Felt that the setback is necessary in minimizing negative impacts (shadows) the surrounding community-especially the Market.

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

- Concerned about how this modern building design would affect the entry to the Pike Place Market. It will look out of place and diminish the historic character of the Market entrance.
- Concerned about the lack of information pertaining to the design treatment of the design's south-facing façade and discouraged a design that includes windows on this façade.
- Stated that the Hahn Building should remain as the anchor of the historic four corners at the entrance of the Market because it is integral to the integrity and balance of the urban community square and intersection.
- Stated that the design is not responsive to design guidelines A-1, B-1, B-2, B-3, C-1 and E-1.
- Asked that the Board request and consider input from the Pike Place Market Historical Commission, the Historic Preservation Office, and Historic Seattle regarding the impacts to the Market. Also felt that the Board should be informed about the Pike Pine Renaissance Plan to minimize possible conflicts between the project design and with that Plan.
- Commented that the preferred design lacks symmetry and scale; and does not honor the history, character and scale of the 1<sup>st</sup> and Pike intersection.
- Stated that the design's height, bulk and scale should be dramatically decreased to create an appropriate transition to development in the immediate surrounding less-intensive PMM zone and to be respectful of the historic characteristics of the Market.
- Voiced concern that the design would significantly and adversely affect privacy and access to sunlight for residents at the Newmark building.
- Concerned that the proposed tall contemporary design would set a bad precedent for future development at surrounding underdeveloped properties to follow.
- Encouraged a design proposal that retains the existing brick structure and considers an upper-level addition to the building. Commented that future building signage should be complementary to the historic character of the vicinity.
- Concerned that the future design would dominate the intersection and cast shadows on the Market.
- Asked that the future design include retail storefronts that are consistent in appearance and size (small) to the existing retail storefronts on 1<sup>st</sup> Avenue—simply designed, pedestrian-focused and compact to attract owners of micro-businesses.
- Commented that the proposed materials (steel and glass) is not appropriate and does not reflect the character of the Market and the surrounding historic context.

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 off-street parking, traffic, noise and construction impacts are reviewed as part of the environmental review conducted by SDCI and are not part of this review. Concerns with building height calculations are

addressed under the City's zoning code and are not part of this review. SDCI does not have purview over the proposed uses allowed by the Land Use Code.

Seattle Department of Transportation (SDOT) offered the following comment prior to the meeting:

- Stated that SDOT does not typically support the removal of street trees and pedestrian lighting to create a parking pull-in bay/parking setback to accommodate hotel loading and unloading on Pike Street, especially given the street's pedestrian classification.
- Commented that the Pike Pine Renaissance project is considering providing on-street loading adjacent to 103 Pike Street and anticipates to complete design in 2019-2020.
- Commented that there are plans to install a street car line in the center of 1<sup>st</sup> Avenue with a stop at Pike Street.

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 siting and design guidance.

### **1. Design Concept, Architectural Context, Podium and Tower:**

- a. The Board discussed each design scheme (Concepts 1, 2 and 3), considered public input and offered feedback. In reviewing the three schemes, the Board's comments focused on the proposal's podium and tower. The Board concluded that more information was necessary to provide effective direction. Thus, the Board directed the applicant to return for a Second Early Design Guidance (EDG) meeting with the following feedback/guidance:
  - i. The Board agreed with the applicant and the public that the subject property is a recognized site that serves as the gateway to the main entrance of an iconic property-the Pike Place Market. The Board explained that understanding the context along 1<sup>st</sup> Avenue and Pike Street is critical to ensuring that the future massing will positively respond to the physical environment. The Board was disappointed with the initial amount of context information provided and requested that a more comprehensive neighborhood context analysis be provided in the design packet and presented at the next EDG meeting that includes robust studies of the following topics:
    - Street patterns;
    - Existing building entries;
    - The four corners of the 1<sup>st</sup> Ave and Pike Street intersection; and
    - Identification of existing and potential City Landmarks. (A1, B1, B3)
  - ii. The Board's comments pertaining to the structure's podium were as follows:
    - The Board voiced support for the two-story podium/base of Concept 3 because the podium related strongly to the historical scale and context, and preserved the feel of the existing intersection. Board comments

pertaining to the bay rhythm and modulation for this base were also positive.

- Overall, the Board supported the location of the ground-level entries for each design concept and stated a strong preference for the chamfered corner entrance as shown for Concept 1. The Board explained that the design of the corner entry should reinforce the streetscape characteristics (four-way plaza intersection) and the historical architectural attributes in the vicinity (corner entry study).
  - The Board requested that the ground-level retail space fenestration extend into the alley to provide some transparency and security at the alley entrance. (A1, B1, B2, B3, C4)
- iii. The Board's comments pertaining to the tower were as follows:
- The Board emphasized that the tower massing should set back from the podium on both streets (1<sup>st</sup> Avenue and Pike Street) and be designed to fade away to respect the existing Market context and preserve existing view corridors. Thus, the Board did not support the requested upper-level setback departure as shown, nor did the Board support the cantilevered tower on 1<sup>st</sup> Avenue for Concept 3. The Board offered the design team the option of continuing to explore a refined version of the Concept 3 design (the "Pivot") or study/present a new tower massing to the Board at the next EDG meeting. (A1, A2, B1, B2)
- b. The Board appreciated the preliminary information regarding exterior materiality and was positively receptive to the applicant's intent to incorporate brick at the base. The Board acknowledged public comment related to brick color and advised the applicant to consider a brick color palette that is complementary to the surrounding context. The Board expects to review a color and materials board at the Recommendation meeting that appropriately addresses this concern as well as the building composition. (B3)

## **2. Community Outreach:**

- a. The Board concurred with public sentiments that design input from pertinent agencies and non-profit organizations that are affiliated with the Pike Place Market (i.e. Friends of Pike Place Market, Pike Place Market Historical Commission, etc.) is important and should be available for consideration by the Board. The Board directed the design team to contact those agencies and provide feedback for the Board's consideration at the next EDG meeting. (A1, B1)

## **3. Roof Amenity:**

- a. The Board stated that the roof-level amenity area, inclusive of elevator overruns and rooftop equipment, should be a coherent composition and designed/considered as the 5<sup>th</sup> façade due to it's visible to development in vicinity of the project site. The Board reviewed the preliminary roof terrace design illustrated in the design packet (pg. 65) and supported the direction in which the conceptual design is headed. The Board requested to review design details (landscaping, hardscape, screening, etc.) at the Recommendation meeting that further clarify the roof terrace's appearance and programing. (A2, B4, D1)

#### 4. East and South Facades:

- a. The Board agreed with public comment and recognized that due to the design's wall facades being within close proximity to the site's property lines, large expanses of blank walls (east, south) will be unavoidable and highly visible to motorists, pedestrians and neighboring properties (the Newmark, Market, etc.). The Board stated that all visible blank walls should be designed to provide interest and address privacy concerns when applicable (east façade). Thus, the Board expects to review details pertaining to any design treatments (texture, pattern, glazing, colors, etc.) proposed to address this concern at the Recommendation meeting. (C2, C3, C6)
- b. The Board acknowledged public comment and agreed that the future massing should be respectful to the surrounding properties, especially the residential property east of the project site (the Newmark). The Board expects the applicant to explain and demonstrate how the new building will respond to those adjacency pressures (i.e. privacy, light, outdoor activities, etc.) by providing the following information at the Recommendation meeting:
  - Building sections through the Newmark building and proposed building illustrating the relationship of floor plates and openings;
  - A site plan with the aforementioned buildings adjacent to each other; and
  - A window study. (A1, B1, B2)

#### 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 **First** Early Design Guidance meeting the following departure was requested:

1. **Upper-Level Development Standards (SMC 23.49.058):** The Code requires that above 65', there is a continuous upper-level setback requirement of 15', measured from the street lot line across the street from the Pike Place Market Historical District. The applicant proposes to extend a portion of building (approximately 4,986 sq. ft.) into the upper-level setback along 1<sup>st</sup> Avenue by 4,986 sq. ft. The applicant explains and illustrates in the design packet (pg. 69) that pivoting the tower allows for additional setbacks on both Pike Street equating to 15,751 sq. ft.

The Board indicated they would not support this departure for the design as shown and did not support the applicant's justification for the requested departure. (A1, A2, B1, B3, B4)

## DESIGN REVIEW GUIDELINES

The priority Downtown design guidelines identified as Priority Guidelines are summarized below, while all guidelines remain applicable. For the full text please visit the [Design Review website](#).

Board Priority Guidelines: A1, B1, B2, B3, C1, C4 and D3.

### 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, newsstands, 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 First Early Design Guidance meeting, the Board recommended the project return for another meeting in response to the guidance provided.