

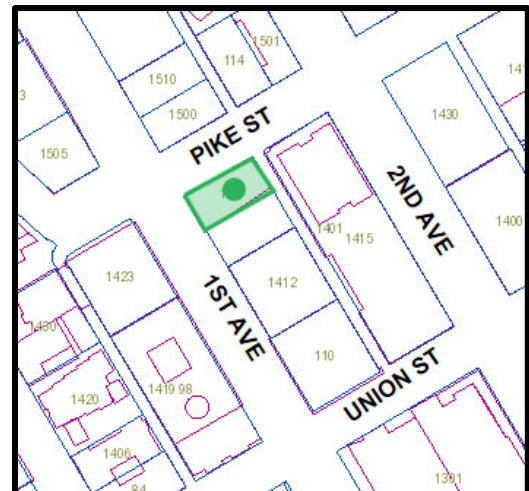


**THIRD EARLY DESIGN GUIDANCE OF THE
DOWNTOWN DESIGN REVIEW BOARD**

Project Number: 3028428
Address: 103 Pike Street
Applicant: Jenny Chapman, Ankrom Moisan
Date of Meeting: Tuesday, April 03, 2018
Board Members Present: Anjali Grant (Chair)
Aaron Argyle
Belinda Bail
Bradley Calvert
Grace Leong
Board Members Absent: JP Emery, recused
SDCI Staff Present: Tami Garrett, Senior Planner

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 2nd 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 1st 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 1st 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, 1st Avenue and an 18' 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 one residential unit over two levels of commercial (6,300 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

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 1st 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 1st 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 mostly 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 1st 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 1st 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.

Additional comment provided to SDCI included the following:

- Stated that the applicant's information pertaining to vehicular movements to/from the proposed loading berth area via the existing alley was misleading and was not an accurate portrayal of how the loading dock would function. Requested that the applicant's materials be revised to demonstrate an accurate description of how deliveries could be accommodated in the loading dock area onsite while minimizing conflicts with the loading area for the retailer (Target) on the opposite side of the alley.

- Voiced concern that a curb cut on Pike Street to accommodate motorist loading/unloading in association with the proposed hotel project would adversely affect the existing residents of the nearby properties (especially Newmark Tower residents) and pedestrians utilizing the Pike Street Corridor to seek access to the Market.
- Encouraged a design proposal that includes onsite parking.
- Encouraged the Board to support a design that demonstrates suitable response to Downtown design guidelines C-6 (Develop the Alley Façade) and E-3b (Minimize the Presence of Service Areas). Felt that it was critical that the Board consider/understand during the EDG phase how the loading area will function, how the loading area will be screened from public view, the waste storage location and access, the alley façade's appearance and planned/proposed street frontage improvements/construction staging within adjacent rights-of-way (1st Avenue and Pike Street).

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 1st 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 1st 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 1st 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 (1st 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 1st 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 5th 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 programming. (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)

SECOND EARLY DESIGN GUIDANCE February 6, 2018

PUBLIC COMMENT

The following public comments were offered at this meeting (with SDCI Planner response in *italics*):

- Representatives from the ‘Save the Market Entrance’ group:
 - Submitted and explained their petition which opposes the proposal and advocates saving the Hahn Building as the entrance to the Market.
 - Voiced concern that the alley would be unable to accommodate safely the proposed loading berth. Urged the Board to address concerns related to the loading berth design and screening during the EDG phase of review. Submitted handouts to demonstrate inadequacies of applicant’s conceptual loading area shown in the design packets.
 - Noted that prior public comments pertaining to loading berth design/alley had been omitted from the First EDG report.
 - Submitted and explained document which identified concerns with the applicant’s solar study in the design packet. Requested additional shadow studies to show the impact to the market entry, especially in the early morning hours.
 - Offered support to applicant to seek landmark designation for the existing building.
 - Concerned that the Board’s request that the tower would visually “fade away” had not been accomplished by the revised design.
 - Emphasized that view corridors down Pike were important and that additional views west along Pike should be preserved and depicted in revised renderings.

[Note: The SDCI Planner has added the submitted handouts to the project’s electronic file labeled “EDG2 2/6/18”. Prior written comments pertaining to loading berth design/alley have been to this report beneath the Public Comment section for the First EDG meeting (see pgs. 4 and 5).]

- Expressed their views that the Design Guidelines give the Board the discretion to reduce the height of the proposed tower to address transition of scale between the lower-scaled Market buildings and the project site to the immediate east. Asked the Board to impose significant restrictions on the scale, bulk and height of any new development to lessen impacts to the historic four corners.
- A representative of the Association of King County Historical Organizations (AKCHO):
 - Stated that the Hahn Building is an essential part of the historical character of the 1st and Pike intersection leading to the Market.
 - Expressed that AKCHO is in agreement with Historic Seattle that the Hahn building should have been given historic Landmark status. Encouraged the owner to renovate the existing building, rather than demolish it and replace it with a tower.
 - Stated that the proposed building height is out of scale with the other three corners of the intersection.
- Felt that the project lacks a clear design concept and the podium base needs further refinement. Concerned that the proposed setbacks are insufficient for this specific site.
- Concerned that traffic congestion issues associated with the vehicle drop-off on Pike that SDOT is considering will negatively impact the pedestrian realm.
- Very concerned that removal of the existing building (hostel) will greatly impact those persons who rely upon affordable lodging near the Market.
- Opposed the fact that no parking is proposed to be provided by the project, and that the project will result in the loss of the existing Cherry trees on Pike St.

- Supported the proposal because the neighborhood is currently unsafe. Expressed the view that the new retail and hotel will add much needed eyes on the street.
- Asked for more detail about the proposed east and south facades.
- Asked about whether air rights over the lots in the block to the north of the site have been purchased, which, if they have, could preclude development of a tower on that site.
- Asked the Board to balance the economic impacts of new development with community support in preserving the Market's importance.
- Confirmed that, in general, the Board has purview over concerns associated with the height, bulk and scale of a building's form.
- Asked for additional study about the loss of sunshine in the Market due to shadows from the development of the proposed tower.

SDCI staff and Board Chair also summarized design related comments received in writing prior to and generally reiterated during this meeting and the first EDG meeting:

- Stated that the Hahn Building is a vital part of the Pike Place Market and its preservation is integral to the historic integrity of Seattle. Asked the Board to reject the proposed development because it would have an adverse impact on the Market.
- Stated that the design is not responsive to design guidelines B-1, B-2 and C-1 and asked the Board to not support the setback departure.
- Commented that the proposed development would impact many aspects of the historic feel of the neighborhood; it would destroy sunlight on the street level; and cause negative environmental impacts (parking, traffic, noise, etc.) to the neighborhood.
- Stated that the requested setback departure is unjustifiable and requested that windows on the proposal's south façade should be discouraged.
- Concerned that the utilization of Pike Street for pick-up/deliver of hotel guests would create additional congestion on this street.
- Concerned that the proposed project would disrupt the alley, traffic and negatively impact the neighborhood. Encouraged the Board to address service access concerns (loading berth) during the EDG phase of review.
- Encouraged a design that is not taller than a five-story building.
- Asked the City to consider the historical significance of the Hahn Building to the surrounding neighborhood and encouraged remodeling the existing structure.
- Voiced support for the project with the condition that it respects the Market and residents of adjacent buildings/businesses. Preservation of private views should not be a reason to deny the project.
- Afraid that the project would ruin water views for residents of the Newmark tower facing west and cause significant traffic problems in the neighborhood.
- 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.
- Observed that the entrance to the Market is comprised of buildings similar in scale, symmetry, age and materials (brick, stone and masonry). Concerned that the project's materials (steel and glass) are not characteristic of the surrounding context.
- Stated that the new development would block light, air and privacy from the residents in the Newmark Tower.

- Written support from several neighborhood businesses stating the proposed development’s design would positively impact the neighborhood.
- Stated that the rooftop amenity area design concept with a bar area is not prudent.
- Stated that the proposed structure’s height should be similar to the height of the adjacent buildings at the Market’s intersection.
- A Representative of Historic Seattle:
 - Concerned that the removal of the Hahn Building and the construction of the proposed development would forever destroy the context of the “Four Corners” of 1st and Pike.
 - Not in agreement that the proposed two-story podium/base design reinforces the historic streetscape or “historic architectural attributes” of the vicinity.
 - Asked the Board to not support the proposed design of the new project and to support the real preservation of the Four Corners of 1st and Pike.
- Encouraged a design not comprised of translucent glass cladding on the east façade which faces the Newmark Tower. Concerned that such material would allow artificial light to omit from the project into the Newmark west-facing residences.
- Felt the community outreach was not adequate.
- Asked for an increased upper-level setback along the Pike Street facing façade and denial of the requested upper-level setback along 1st Avenue.
- Supported a design that includes vehicular access from the street to project’s south façade.

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 of the landmark determination of existing structures. SDCI does not have purview over the proposed uses allowed outright by the Land Use Code.

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 considering the analysis of the site and context provided by the proponents, the responses provided by the proponents to the design guidance offered by the Design Review Board at the First Early Design Guidance Meeting, 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 appreciated the design team’s response to past Board guidance and remarked that design had positively evolved since the first EDG meeting. However, the Board had concerns about the massing in its entirety and stated that further resolution of the massing was necessary due to the sensitivity of the site and its interaction with

the 1st Avenue and Pike Street intersection. Thus, the Board directed the applicant to return for a Third Early Design Guidance (EDG) meeting with the following feedback/guidance:

- i. The Board requested that additional context analysis information be provided in the design packet and presented at the next EDG meeting:
 - Street section through Pike Street; and
 - Street section through 1st Avenue. (A1, B1, B3)
- ii. In response to public concerns pertaining to the design's perceived impacts to the Pike Place Market (shadow), the adjacent intersection (curbs, street trees, etc.) and the alley (loading berth), the Board requested the following information be provided in the design packet and presented at the next EDG meeting:
 - Enhanced solar/shade studies that include information (early morning times) illustrating if and how long the design would cast shadow onto the Pike Place Market. The study should also differentiate between the existing shadow condition and forecasted shadow condition with the design's massing.
 - Updated information on the proposed street improvements (curb configuration, street trees, etc.) along Pike Street. The Board understands that planned improvements to both 1st Avenue and Pike Street are evolving and under the purview of the Seattle Department of Transportation (SDOT).
 - Enhanced plan of the onsite loading area inclusive of a vehicular maneuvering diagram demonstrating delivery truck turning movements entering and exiting the loading area via the alley.
- iii. The Board's comments pertaining to the structure's podium were as follows:
 - The Board reiterated strong support for a two-story podium/base. The Board's response to the splitting and the stepping of the revised base to relate to the Newmark podium was not supported. The Board stated that it is imperative that the podium reads as an independent block and a mass and not as an applied façade. The Board requested that a consistent two-story podium base be considered and studied.
 - Board responses to the proposed second story fenestration (operable windows, active façade) were very positive.
 - The Board supported the chamfered corner entry but had concerns about the placement and frequency of the entries. The Board emphasized that the retail entries should mimic the streetscape characteristics of the Market (open, engaging, multiple entries, etc.) and the features currently shown on the design's second story for context.
 - The Board advised that the design's podium canopies-especially the hotel entry canopy-will be closely examined in terms of their scale and articulation and how they relate to other canopies in the neighborhood.
 - The Board stated that as the podium wraps into the alley, there should be further articulation of the materials. Also, all edge transitions at

building corners and where the podium and tower interact should be carefully considered. (A1, B1, B2, B3, C4, C5, C6, D6)

iv. The Board's comments pertaining to the tower were as follows:

- The Board was not in agreement with public sentiment about the height of the tower massing. The Board voiced support for the tower height as shown with the understanding that additional setbacks and scale elements are included in the design to assure that the tower is portrayed as a distinct modern structure counterpoint to the podium that is firmly in the foreground and relates to the four corners of the site. The Board stated that the tower proportions needed further refinement so that the podium is strengthened.
- The Board stated that the distinction between the podium and the tower massing should be volumetric. The Board reemphasized that the tower massing should set back from the podium on both streets and upon review of the presented massing, stated that a more substantial, generous setback (more than 3' as shown) was necessary. The Board encouraged the applicant to consider landmarked structures with a contemporary addition on top as examples that demonstrate the type of scale and contrast that meets the intent of the Board's guidance. Also, the Board did not support the requested upper-level setback departure as shown. (A1, A2, B1, B2, B3, B4)

2. Community Outreach:

- a. The Board acknowledged the additional community outreach performed by the design team and concluded that the applicant's response to this Board request was sufficient. (A1, B1)

3. Roof Amenity:

- a. The Board acknowledged public comments concerning the rooftop concept design (noise, height, etc.). Overall, the Board reiterated continued support for the direction in which the conceptual design is headed and reemphasized that the roof-level amenity area, inclusive of elevator overruns and rooftop equipment, should be a coherent/holistic composition and designed/considered as the 5th façade due to it's visible to development in vicinity of the project site. The Board anticipates that design details (landscaping, hardscape, screening, etc.) will be provided at the Recommendation phase. (A2, B4, D1)

4. East and South Facades:

- a. The Board understood the design team's rationale of intentionally postponing details pertaining to the design's east and south facades to the Recommendation meeting. In addition to the Board direction from the first EDG meeting, the Board provided the following direction about the design's east and south facades:
 - Carefully consider the design of the east wall façade, do not treat it like a blank party wall;
 - Carefully design the south party wall. (A1, B1, B2, C2, C3, C6)

PUBLIC COMMENT

The following public comments were offered at this meeting:

- Heard comments about concerns pertaining to the conceptual loading area design. Felt the loading area access, delivery truck size assumptions and size were not code compliant, correct, and had not evolved since the last EDG meeting. Commented that the existing sloped alley grade should also be considered and illustrated in the design graphics.
- Several comments in support of the design stating that the presented design complements the Market Historic District, the Market entrance, and would increase safety for pedestrians in the neighborhood.
- Stated that the current design presented is a positive response to past Board guidance and emphasizes the transition in scale by strengthening the base of the proposed building that more strongly ties it to other structures in the area. The development would be a major improvement to the area.
- Encouraged a design that illustrated a minimum tower setback of 20' from Pike Street to allow the sacred views from the Pike corridor east of the iconic Market entrance to be preserved (A1, B1, B2 and B3).
- Commented that the proposal achieves a good transition in scale and height to the surrounding area and existing neighboring developments. Liked that the design will include masonry materials.
- Felt the design enhances safety and security in the public realm, engages pedestrians and includes exterior urban open and interactive spaces that are a positive response to Design Guidelines C1, D1 and D6.
- A Representative of the Friends of the Market organization:
 - Suggested developing a new building that is significantly shorter at a height substantially below the maximum zoning envelope and development potential.
 - Referenced seven modern buildings within the Pike Place Market Historic District that blend into the Market and add to its vitality.
 - Believed a thoughtfully designed, smaller building could provide new business opportunities, help to reinvigorate the adjacent streetscape at 1st & Pike Streets and complement rather than destroy the entrance to the Market.
 - Referenced the Design Review Guidelines for Downtown Development B1-*Respond to Neighborhood Context* and B2-*Create a Transition in Bulk and Scale*.
 - Recommended that the historic district would not be walled off by tall buildings but instead a bowl of buildings with truly graduated heights would be created around it, ensuring natural light and visual prospect into and out of the District.
- Voiced a desire to support the design but felt that the tower does not respond adequately to Design Guideline B2-*Transition in Bulk and Scale*. Felt a scaled model should have been presented to the Board to assist in the consideration of preserving the Market entrance/four corners. Encouraged the Board to request more rigorous study of how the design could potentially negatively impact the Market.
- Felt the design is not a good representation of “Iconic Seattle”.
- Disappointed that the design is not complementary to the surrounding existing traditional and historical context.

- Voiced a desire to support the design but felt that the tower does not respond adequately to Design Guideline B2-*Transition in Bulk and Scale*. Felt a scaled model should have been presented to the Board to assist in the consideration of preserving the Market entrance/four corners. Encouraged the Board to request more rigorous study of how the design could potentially negatively impact the Market.
- Expressed that the project is out of scale with the Market and surrounding area. The proposed building materials appear low-quality in comparison to surrounding development.
- Representatives from the 'Save the Market Entrance' group:
 - Submitted additional sheets of their petition which opposes the proposal and advocates saving the Hahn Building as the entrance to the Market.
 - Provided alternative material to illustrate shadow impacts from the development to the market.
 - Emphasized that the setback of the proposed tower from Pike Street should align with the Newmark Building setback which is 15'.
 - Suggested chamfering design's northeast corner to allow enhanced visibility and safety for pedestrians and vehicles.
 - Concerned that the hotel development will greatly impact the Newmark Building resident's privacy and create additional noise from outdoor activities.
 - Loading berth design is inadequate for commercial vehicles and if not address appropriately, this concern will ultimately be impactful to existing loading conditions at neighboring properties.
- Several comments objected that the proposed design is grossly out of character for the Market and its historic neighborhood. Concerned that replacing the Hahn building would forever change the four-corner entrance, visual approach and Market image.
- Concerned it is out of scale with the surrounding structures and would dominate and shadow the intersection with its size and scale. Noted the view and feel of the Pike Place Market entrance should be retained.
- Voiced that the hotel mass is too great for the pedestrian area and the narrow alley. The design does not address pedestrian safety appropriately. The curb cuts do not support loading and unloading of vehicular passengers safely. (C6, B1 and E1)
- Suggested that the design be modified to better respond to the adopted design guidelines. Commented that the Board's purview does not include economic considerations of highest and best use.

SDCI staff and Board Chair also summarized design related comments received in writing prior to and generally reiterated during this meeting and the prior two EDG meetings:

- Several comments expressed support noting this project would help keep the neighborhood safe by adding a level of security, especially at night.
- Several comments supported the project, noting the base of the proposed building is similar to the current building and from a pedestrian point of view will be attractive and scaled to complement other similar sized buildings on the other three corners. The massing of the upper hotel portion is appropriate given the much larger Newmark Building directly across the alley.
- The design succeeds at fitting into the 1st and Pike neighborhood and the project is in scale with and respectful to the Market and surrounding buildings. The façade's design details

are respectful to the character of the neighborhood; referencing but not mimicking building proportions, window patterns, and canopy placement. The hotel's semi-public lobby program and street-fronting retail promises to greatly improve the otherwise neglected sidewalk life at this location-with calculable spillover effects for neighborhood safety and security.

- Felt the historic structure should act as an anchor for the neighborhood to show how the Market fits into the city scheme. Felt that the existence of all older low-profile buildings at the entrance to the Pike Place Market brings a sense of scale and symmetry. Noted that the Pike Place Market is characterized by historic buildings that are low in height.
- Concerned about minimal changes to the building design since the EDG2 meeting showing insufficient evolution (B1.1, B2.2, B3).
- Several comments objected to the inclusion of glass and steel materials which appear patchwork and clunky and are inconsistent with the Market context. Opposed to the sleek and modern look.
- Suggested using stone, maybe gargoyles or architectural design.
- Concerned it will cast shadow in the morning on the Market and block warmth and light. Concerned it will cause glare in the sunlight.
- Concerned about window location impacts on privacy, security and comfort of neighboring Newmark Tower residents.
- Concerned that the new building would create weather-related problems from wind and rain. The hotel would rip out some of the last trees in the area.
- Cautioned that the location of the loading berths cannot meet intent of the code if designers attempt to impose multiple uses to what must remain committed space.
- Cautioned the drastic impact that a tall building would have at this intersection and ways that it would diminish the treasured character of the Market.

Additional comment provided to SDCI included the following:

- Concerned that a lack of parking would dramatically impact both pedestrian and street traffic.
- Concerned with the potential impact to businesses and residents during the construction phase from reduced parking, additional traffic, increased congestion and closed sidewalks.
- Concerned that everyone who lives in and around the market would lose quality of life.
- Felt that the history of the market and the voices and life of the market and everything the tourists flock to the market for should not be destroyed. The face of the market and the corners of the market should not be destroyed.
- Felt that there are quite enough hotels under development or proposed. The current Green Tortoise Hostel provides an affordable alternative lodging that is not available elsewhere in downtown Seattle.
- Concerned with the socioeconomic impact on downtown of yet another building catering to a higher priced clientele on populations experiencing homelessness, addiction, substance and mental health issues.
- Encouraged to declare the four corners that comprise the entrance into Pike Place Market a historic landmark and protect it.
- Concerned that the historical soul of Seattle is disappearing.
- Concerned about lack of parking for tourists and hotel occupants and the potential for increased crime.

- Advocated for zoning change with a height requirement of 50 or 100 stories to increase housing supply.
- Supported adding density to the retail core.
- Concerned that the subject site along with several other parcels directly across 1st Avenue from the historic district were erroneously zoned to a 145' development potential.
- Concerned about alley use, alley traffic congestion, vehicle access, parking and pedestrian safety. Concerned the alleys are now being asked to accommodate significantly greater levels of activity by commercial drivers; increased numbers of trash and recycling containers; and new resident, employee and visitor access and loading.
- Concerned about vehicle turning radius dimensions used to access the proposed loading berth.
- Concerned that the proposed loading berth and waste storage requirements do not meet code.
- Concerned with preserving the city's history.
- Questioned where the cabs will line up for the hotel, the location of the loading dock, and its size and accessibility to accommodate larger trucks and tour buses.

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 of the landmark determination of existing structures. SDCI does not have purview over the proposed uses allowed outright by the Land Use Code.

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 considering the analysis of the site and context provided by the proponents, the responses provided by the proponents to the design guidance offered by the Design Review Board at the First and Second Early Design Guidance Meetings, 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 conveyed its appreciation for the level of development and attention to detail that the design team has demonstrated for this project. The Board voiced unanimous support for the revised massing design presented at this meeting (pg. 9) and proposed that this design scheme move forward to Master Use Permit (MUP) submittal with the following guidance:
 - i. In response to public concerns, the Board asked that detailed information pertaining to the loading dock space be provided in the design packet and presented at the Recommendation meeting. The Board directed the applicant

to work with the City's technical experts (i.e., SDCI Zoning reviewer, SDCI Transportation, SDOT) throughout the MUP process to confirm that the loading design is compliant before the Recommendation meeting.

- ii. The Board's comments pertaining to the structure's podium were as follows:
 - The Board supported the distinct brick two-story podium/base.
 - The Board favored the operable windows at the 1st and 2nd floor levels; and the increased glazing at the alley. The Board also had positive comments pertaining to the canopy design.
 - The Board reviewed two hotel lobby entry options and stated a preference for the traditional hotel entry design within the brick base (Option A – pg. 21).
 - The Board requested a resolution for how the tower interacts with the podium at the alley and asked the applicant to provide design options that address this concern appropriately. Ultimately, the Board would like to see the brick material extended to the podium parapet so that the brick podium will read as a coherent element.
 - In terms of materiality of the podium:
 - a. The Board emphasized that the window mullions be as thin as possible to echo the proportions of a traditional retail. The Board recommended utilizing a steel window system or a system with a thinner profile than the standard storefront system. The glazing color should also be carefully considered, and samples provided at the Recommendation meeting.
 - b. The Board advised the design team to thoughtfully study brick examples found throughout the neighborhood and provide multiple high-quality brick samples and pertinent neighborhood images (photographs) at the Recommendation meeting. (A1, B1, B2, B3, C4, C5, C6, D6)
- iii. The Board's comments pertaining to the tower were as follows:
 - The Board reiterated support for the tower height as shown.
 - The Board was pleased that the tower massing design had evolved to portray more setback from the podium's edge on both streets. The Board supported the 15' setback on 1st Avenue.
 - The Board considered public sentiment and had a focused discussion about the proposed tower massing setback from podium's edge at Pike Street (9' setback). The Board observed that the project's tower massing setback and podium base does not align with the Newmark Building's podium and setback (15' setback). The Board emphasized the importance of preserving views from the Pike Corridor to the Market entrance. Thus, the Board requested that the design team provide a view study inclusive of an alternative tower massing shown at a schematic level with a setback aligning with the Newmark Building at Pike Street for consideration. The view study should include numerous views from both ends of Pike Street between both the Pike Place Market and the Convention Center's arch.

- Overall, the Board supported the glass and steel skin concept for the tower. The Board reiterated the importance of the glazing color and requested that glazing samples be provided at the Recommendation meeting.
- The Board stated that the tower design needed more refinement and requested that at the Recommendation phase, they would like to review alternatives of the tower that include a more frame-like expression to tie the design to back to the simpler straightforward buildings at the Market. Completing the frame at the corner and at the top edges would meet the intent of the Board’s direction. (A1, A2, B1, B2, B3, B4)

2. Roof Amenity:

- a. The Board reviewed the revised roof amenity concept design, appreciated the simplification of the roof terrace structure and commented that it had been well designed as a “fifth façade.”
- b. At the Recommendation meeting, the Board requested the design team provide a rendering of the roof as it will be viewed from the Newmark Tower. The Board also expects to review other design details (landscaping, hardscape, screening, mechanical equipment, etc.) for this exterior amenity area. (A2, B4, D1)

3. East and South Facades:

- a. The Board acknowledged and considered public comments concerning the east (alley) façade design (privacy). Overall, the Board supported the alley façade design and requested that the applicant continue to carefully consider window placement and screening for privacy with regards to the Newmark Building as the project evolves. The Board also requested that the building section through the Newmark and the alley illustrating the relationship between the neighboring developments (pg.41) continue to be provided in subsequent design materials. (A1, B1, B2, C2, C3, C6)
- b. The Board’s comments pertaining to the south party wall façade were very positive. The Board liked the brick base. The Board supported the applicant’s intent to consider a temporary artwork feature on this façade. (C3)

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 **Third** Early Design Guidance meeting no departures were requested.

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 Third Early Design Guidance meeting, the Board recommended moving forward to MUP application.