



**RECOMMENDATION OF THE
DOWNTOWN DESIGN REVIEW BOARD**

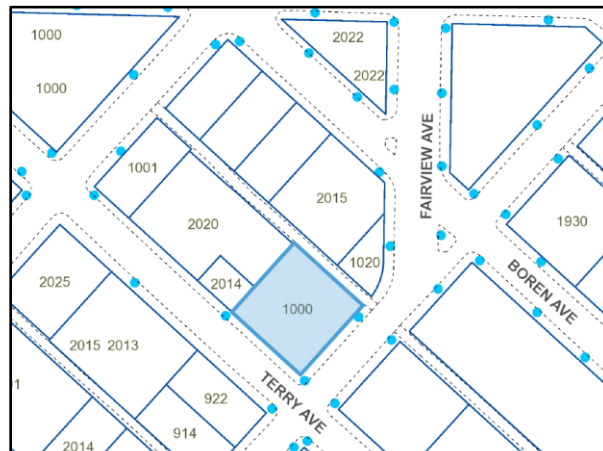
Record Number: 3031152-LU
Address: 2010 Terry Ave
Applicant: Jodi Patterson-O'Hare
Date of Meeting: Tuesday, July 09, 2019
Board Members Present: Aaron Argyle, Chair
Han Bed
Aaron Luoma
Matt Olszewski
Ed Palushock
Board Members Absent: Belinda Bail
SDCI Staff Present: Crystal Torres, SDCI Land Use Planner

SITE & VICINITY

Site Zone: Downtown Mixed Commercial
DMC 240/290-440

Nearby Zones: (North) DMC 240/290-440
(South)
(East) DMC 240/290-440 and
DMC 340/290-440
(West) DMC 240/290-440

Lot Area: 14,400 sf



Current Development:

The site currently includes a 2-story masonry structure built in 1992.

Surrounding Development and Neighborhood Character:

The project site is located within the Denny Triangle Urban Center Village on the northeast corner of Terry Avenue and Virginia Street. The area consists of a range of uses including residential, commercial, office, and institutional. Building styles include historic structures, converted industrial warehouse, and contemporary mixed-use buildings. The area includes several green streets, including Terry Avenue, meant to prioritize pedestrian circulation and open space.

Surrounding development includes Old Norway Hall Landmark structure located at 2015 Boren Avenue and a proposal for a 44-story tower (MUP 3029893) located at 2019 Boren Avenue. Across Virginia Avenue to the southeast a 13-story building (MUP 3019542) is proposed.

Access:

Vehicular access is proposed from both Virginia Street and the alley.

Environmentally Critical Areas:

No mapped ECAs.

PROJECT DESCRIPTION

Land Use Application to allow a 45-story, 435-unit apartment building with retail. Parking for 261 vehicles proposed. Existing building to be demolished. Early Design Guidance conducted under 3032058-EG.

The design packet includes information presented at the meeting, and is available online by entering the record 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

EARLY DESIGN GUIDANCE September 25, 2018

PUBLIC COMMENT

The following public comments were offered at this meeting:

- Encouraged further consideration of the existing context, specifically the courtyard of the existing multi-family apartment building to the north.
- Encouraged further consideration of the impacts to the courtyard of the existing multi-family apartment building to the north.
- Expressed concern with traffic and parking impacts.
- Expressed support for the preferred option 3 and requested departures, however would like to see more retail incorporated into the street-level.
- Would like to see a mix of unit sizes which support family housing.

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

- Several comments suggested the proposed structure should include self-contained loading and maintenance areas to minimize impacts on the shared alleys.
- Several comments encouraged preserving access to light, air, and privacy to the surrounding landmark and residential buildings.
- Encouraged appropriate setbacks and a lower height.
- Concerned about how the project will respond to the neighborhood context and physical environment, and how it will create a transition in bulk and scale between itself and the surrounding landmark and residential buildings.
- Recommended keeping the podium at the same height as the current historic building on the site.

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 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 and bicycle storage standards are addressed under the City's zoning code and are not part of this review.

All public comments submitted in writing for this project can be viewed using the following link and entering the record number 3032058-EG: <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. Massing Option and Design Concept:** A majority of the Board supported massing alternative 3, "Jenga", as this design provided the most successful response to breaking down the height, bulk, and scale of the tower through the push and pull of massing volumes or shifts. However, the Board has several concerns: the "porch" expression; podium design including massing transition along the north edge (street-level through podium), parking garage screen design, transition and design cohesion between tower and podium; logic of

the tower shifts; and tower terminus. The Board expanded on each of these items with the goal of emphasizing the *Jenga* design concept and creating a cohesive tower with an improved response to context. (B3 Reinforce the Positive Urban Form & Architectural Attributes; B4 Design a Well-Proportioned & Unified Building)

- a. **Porch concept.** The Board was supportive of the porch concept, however, were concerned the porch lacked connection to the street and currently reflected a raised plinth separated from the street rather than a connected porch. The Board also noted the success of the corner plaza incorporated multiple scales and encouraged a similar approach along the raised porch.
 - i. Moving forward, the Board directed the design team to refine the porch expression to improve connections and breakdown of the porch into multiple scales.
 - ii. The Board suggested incorporating additional access points, multiple building entries, and additional seating areas.
 - iii. The applicant team also indicated fire pits, operable windows systems and integrated seating elements. At the next meeting, the Board would like to see how these elements along with improved connectivity have been integrated into the porch design. (C1 Promote Pedestrian Interaction, C3 Provide Active, D1 Provide Inviting & Usable Open Space)
- b. **Podium.** The Board discussed the overall podium expression, noting that the podium was the least developed aspect of the design and would require significant attention moving forward. The Board identified the following aspects of the podium design that should be further developed:
 - i. Improve the north edge massing transition, specifically responding to the existing smaller scale building. The transition shown in the EDG packet created an abrupt edge and did not respond to the adjacent building scale or articulation (EDG packet page 35, top right photo). The Board noted a break or gasket may be an appropriate solution to this transition, in combination with breaking down the scale of the raised porch and improving connectivity. (A1.1. Response to Context)
 - ii. Parking Garage Screening. The Board discussed the presented screening options (E2 Integrate Parking Facilities):
 1. Option 1. The Board noted the series of solid forms that step back as the podium moves up, using the architecture to create screening. The architectural expression seemed a little more successful as a screen for the parking garage, but the transition to the adjacent building was not successful.
 2. Option 2. The Board noted the vertical base was somewhat intriguing as the vertical expression seemed to breakdown the scale of the space, but they also commented the expression seemed institutional.
 3. Option 3. The Board was not supportive of the podium along Terry Street, however, the Board noted the tower transition down to the podium level along Virginia Street was more successful than Options 1 and 2. The Board noted the transition made sense at this location, as the alley provided a break from adjacent buildings, which allows

for a different transition from tower to podium, and opportunity for different screening.

- iii. Overall, the Board unanimously agreed that none of the current proposed screening or podium massing options along Terry were successful, and the screening requires further study.
 - 1. The Board noted the podium did not yet relate to the smaller scale neighborhood buildings nor created a residential expression.
 - 2. At the next meeting the Board expects to review a revised podium expression with an integrated screening concept that also addresses transition to the adjacent building.
 - 3. The Board directed the design team to study surrounding smaller scale building not to mimic, but to analyze how the podium may be refined to reflect a stronger relationship to the neighborhood character. (A1.1. Response to Context, B4 Design a Well-Proportioned & Unified Building, E2 Integrate Parking Facilities)
 - c. **Tower Shifts.** The Board supported the *Jenga* concept, which expressed shifting massing volumes articulated through a combination of push/pull masses and gaskets moving up the tower.
 - i. At the next meeting the design team should clarify how the shifts establish relationships to neighborhood datums.
 - ii. Though the Board was supportive of the general form, the Board was not firm on the exact pattern as the shifts may be refined to reinforce the relationship to neighborhood datums.
 - iii. Regarding the gasket the Board further commented that the gaskets should also be studied to determine the right depth needed to enhance legibility of the design concept and break down the scale of the tower. (A1.1. Response to Context, B3 Reinforce the Positive Urban Form & Architectural Attributes, B4 Design a Well-Proportioned & Unified Building)
 - d. **Tower Terminus.** The Board directed the design team to refine the tower terminus expression to further reflect the *Jenga* concept. The Board noted that the proposed Option 3 terminus included too many breaks in the massing, which seemed to conflict with the design concept of larger continuous shifting pieces. The Board commented the tower terminus in Option 1 may fit well with the Option 3 concept. (A2 Enhance the Skyline, B4 Design a Well-Proportioned & Unified Building)
2. **Streetscape and landscaping.** The Board was highly supportive of the corner plaza development and appreciated that the plaza was integrated into all 3 schemes. At the next meeting the Board would like to see improved transitions and connections from plaza to retail, and from plaza to lobby. (C1 Promote Pedestrian Interaction, C3 Provide Active — Not Blank — Facades, D1 Provide Inviting & Usable Open Space, D3 Provide Elements That Define the Place)
3. **Virginia Street.**
- a. **Vehicular Access.** The Board recognized the site’s inherent slope challenges and appreciated the garage access location studies provided within the packet. As a

result, a majority of the Board remained open to incorporating an access point along Virginia Street. The Board unanimously agreed if access was to remain off Virginia Street then a much more developed design response would be needed to mitigate the visual and physical impacts to the pedestrian realm and street façade composition. In order to improve this street elevation and pedestrian experience the Board provided the following guidance (E1 Minimize Curb Cut Impacts, E2 Vehicular Access and Parking):

- i. Resolve the podium design and integration of the garage screening into the architecture of the building, as well as integration of the garage entry.
 - ii. Minimize the prominence of the garage entry by improving the streetscape and further developing the retail entry and connection to the park.
 - iii. Provide information on the proposed visual design cues for both pedestrians and vehicles.
 - iv. Resolve the articulation and connection to the retail space from the plaza. (Staff note – see full Downtown Design Guidelines for recommended strategies to minimizing impacts of garage structures and entries E1-E3)
- b. **Retail.** Though the Board was highly supportive of the proposed retail along Virginia Street, they were concerned the retail was isolated and did not yet reflect a successful transition and connection to corner plaza. The Board provided guidance to further refine and strengthen the architectural expression of the retail connection to the plaza, as well as, minimizing blank walls. At the next meeting clarify how the streetscape will reinforce the transition from the plaza and help identify the retail space. Lastly, the Board reiterated that they were very supportive of the retail and want to see it maintained. (C3 Provide Active — Not Blank — Facades, E2 Integrate Parking Facilities)
4. **Alley.** At the next meeting, the Board would like to see more information on development of the alley façade and safety/security measures. (C6 Develop the Alley Façade, D6 Design for Personal Safety & Security)

RECOMMENDATION July 9, 2019

PUBLIC COMMENT

No public comments were offered at or leading up to this meeting.

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 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 and bicycle storage standards are addressed under the City's zoning code and are not part of this review.

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

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following recommendations.

1. Podium

- a. The Board applauded the improvement to the ground-level and podium expression since EDG, recommending approval of the following changes:
 - i. Improved visual and physical connection made to the porch expression and through the plaza to the revised retail entry. (C1 Promote Pedestrian Interaction, C3 Provide Active, D1 Provide Inviting & Usable Open Space)
 - ii. Addition of residential units screening parking to unify and bring activity to the street. (E2 Integrate Parking Facilities)
 - iii. Resolution of the transition to the smaller scale building to the north along Terry Avenue by utilizing a gasket (with windows) to transition between the podium height and adjacent building. (A1.1. Response to Context)
 - iv. Moving the porch down, which resulted in a better corner connection and allowed the retail to move forward to the plaza. (C1 Promote Pedestrian Interaction, C3 Provide Active, D1 Provide Inviting & Usable Open Space)
 - v. Minimized impacts of the blank wall along Terry Avenue by berming the landscaping and integrating seating transitioning up to the porch. (C1 Promote Pedestrian Interaction, C3 Provide Active — Not Blank — Facades, D1 Provide Inviting & Usable Open Space, D3 Provide Elements That Define the Place)
 - vi. Addition of the “art box” along Virginia Street to further add visual interest and mitigate impacts of the parking garage entry. (E2 Integrate Parking Facilities, C3 Provide Active — Not Blank — Facades, D1 Provide Inviting & Usable Open Space, D3 Provide Elements That Define the Place)
 - vii. Mural above the alley garage entry, as a successful treatment of the blank wall and in response to the surrounding context (Cornish campus). The Board agreed with the integration of a buffer panel between the Mural and art box to allow two distinct elements. (C3 Provide Active — Not Blank — Facades C6 Develop the Alley Façade, D6 Design for Personal Safety & Security)

- viii. The shadow box expression coming down continuing the language of the tower. (B4 Design a Well-Proportioned & Unified Building)

2. Tower

- a. The Board recommended approval of the overall refinement of the tower form including the refinements to the slot vocabulary. The Board expanded on the expression of the slots, commenting the slots created a gesture and node to the larger civic context surrounding the tower. (B4 Design a Well-Proportioned & Unified Building)
- b. In addition, the Board commented, the scale and groupings of a tower of this scale is successful and breaks down the tower into distinct masses and shifts. The Board recommended approval of the depth of slots, noting they were substantial enough to create legibility of the gesture. The Board recommended a condition to maintain the expression and spirit of the slot expression including depth and variety moving forward. (B4 Design a Well-Proportioned & Unified Building)

3. Terminus

- a. The Board recommended approval of the resolution of the tower terminus into a simplified roof form with fewer and larger pieces as requested at EDG. (A2 Enhance the Skyline, B4 Design a Well-Proportioned & Unified Building)
- b. The Board discussed the smaller two-level slot at the top of the tower, questioning if it a big enough move to be legible an struggling to see the connection to other tower element. As such, the Board recommended a condition to revise the 2-story slot (west elevation top void page 61) with the same balcony language seen on the east and south elevations as illustrated on page 65 in order to increase the consistency of the slot vocabulary. (A2 Enhance the Skyline, B4 Design a Well-Proportioned & Unified Building)

4. Materials, Lighting, and Signage:

- a. The Board recommended approval of materials as shown in the Recommendation packet which provided a simplified palette, contrasting glass expression used to distinguish and reinforce the architectural expression of the recessed slots from the window wall, 3 art locations, soffit treatment over the porch, and articulation of the podium. The Board recommended the following related conditions(B4.3. Architectural Details.(C3 Provide Active — Not Blank — Facades C6 Develop the Alley Façade):
 - i. Maintain the shadow box expression over the Virginia Street garage to allow for a contiguous tower expression with the same depth and shadow which occurs in the tower detailing above.
 - ii. Maintain the 3 art locations as indicated in the Recommendation packet.
- b. The Board commented the lighting plan appeared purposeful and related well to the building's programming. The Board acknowledged lighting needs may change

within the art box depending on the art installation. However, they noted lighting of the art box should be considerate of maintaining visibility and visual interest at the alley corner. (B4.3. Architectural Details)

- c. The Board recommended approval of the overall signage plan provided in the packet which illustrated pedestrian scaled signage adding to the character of the street-level expression. (B4.3. Architectural Details)

DEVELOPMENT STANDARD DEPARTURES

The Board's recommendation on the requested departure(s) were 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).

At the time of the Recommendation meeting the following departures were requested:

1. **Green Street Setbacks (SMC 23.49.058.E.2):** The Code requires a continuous 15' setback above 45' in height along green streets. The applicant proposes 1'3" setback at the podium level and varying depths ranging from 13'-11 to 8'-7" for the tower.

The Board recommended approval of the requested departure as the request allows a logical completion of the architectural form and expression. In addition, the Board noted the overall composition of the podium along Terry Avenue including the landscape and plaza design; depth and height of the carved ground level expression; and the screening of the parking garage with residential units all add to the success and justification for this departure request. The departure better meets the intent of Design Guideline B4 Design a Well-Proportioned & Unified Building.

2. **Façade Transparency (SMC 23.49.056.C.4):** The Code requires 60% transparent facades along Class I pedestrian streets (Terry Ave). The applicant proposes 18% transparency on Terry Ave.

The Board recommended approval of the requested departure as the ground-level expression provided significant amount of transparency, landscaping to mitigate the blank wall, berming the landscape, and integration of seating to create a successful transition to the porch. The Board recommended a condition that the landscaping and hardscape design should remain as presented in the REC packet (including berming and seating). As conditioned, the departure better meets the intent of Design Guideline C3 Provide Active — Not Blank — Facades.

3. **Blank Walls (SMC 23.49.056.D.2.a and b):** The Code limits blank segments to 15' wide on Class I Pedestrian Streets (Terry) and requires blank segments to be separated by a 2-foot wide transparent area. The applicant proposes an 82'-6" long blank wall segment along Terry Ave without a transparent break, with the blank wall varying from 0' to 6'-8" in height.

The Board recommended approval of the requested departure as the ground-level expression provided significant amount of transparency, landscaping to mitigate the blank wall, berming the landscape, and integration of seating to create a successful transition to the porch. The Board recommended a conditioned that the landscaping and hardscape design should remain as presented in the REC packet. As conditioned, the departure better meets the intent of Design Guideline C3 Provide Active — Not Blank — Facades.

4. **Overhead Weather Protection (SMC 23.49.018.B):** The Code requires Overhead weather protection to have a minimum dimension of 8' measured horizontally from the building wall or must extend to a line two 2' from the curb line, whichever is less. The applicant proposes no canopy for a 10'3" wide area at Virginia St, where a canopy would conflict with a new utility pole.

The Board recommended approval of the requested departure as the as the departure allows for a contiguous volume/expression for the art box and better meets the intent of Design Guideline B4.3. Architectural Details.

5. **Rooftop Features (SMC 23.49.008.D.2 – Roof Coverage):** The Code allows certain roof top features to extend up to 15' above the applicable height limit up to a maximum of 55% of the roof area. The applicant proposes roof coverage of 78%.

The Board recommended approval of the requested departure as the departure allowed for a simplified and legible terminus expression. The Board noted the departure improved the design in a purposeful manner beyond screening the mechanical equipment and improving the proportions of the roof form. The departure better meets the intent of Design Guideline A2 Enhance the Skyline, B4 Design a Well-Proportioned & Unified Building.

DESIGN REVIEW GUIDELINES

The Downtown guidelines recognized by the Board as Priority Guidelines are identified above. All guidelines remain applicable and are summarized below. For the full text please visit the [Design Review website](#).

SITE PLANNING AND MASSING

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

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

- a. a change in street grid alignment that yields a site having nonstandard shape;
- b. a site having dramatic topography or contrasting edge conditions;

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

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

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

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

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

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

ARCHITECTURAL EXPRESSION

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

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

- a. a surrounding district of distinct and noteworthy character;
- b. an adjacent landmark or noteworthy building;
- c. a major public amenity or institution nearby;
- d. neighboring buildings that have employed distinctive and effective massing compositions;
- e. elements of the pedestrian network nearby, (i.e.: green street, hillclimb, mid-block crossing, through-block passageway); and
- f. direct access to one or more components of the regional transportation system.

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

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

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

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

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

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

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

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

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

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

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

- a. massing and setbacks,
- b. scale and proportions,
- c. expressed structural bays and modulations,

- d. fenestration patterns and detailing,
- e. exterior finish materials and detailing,
- f. architectural styles, and
- g. roof forms.

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

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

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

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

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

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

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

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

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

THE STREETScape

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PUBLIC AMENITIES

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

D1.1. Pedestrian Enhancements: Where a commercial or mixed-use building is set back from the sidewalk, pedestrian enhancements should be considered in the resulting street frontage. Downtown the primary function of any open space between commercial buildings and the sidewalk is to provide access into the building and opportunities for outdoor activities such as vending, resting, sitting, or dining.

- a. All open space elements should enhance a pedestrian oriented, urban environment that has the appearance of stability, quality, and safety.

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

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

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

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

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

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

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

- a. emphasize entries with special planting in conjunction with decorative paving and/or lighting;
- b. include a special feature such as a courtyard, fountain, or pool;
- c. incorporate a planter guard or low planter wall as part of the architecture;
- d. distinctively landscape open areas created by building modulation;
- e. soften the building by screening blank walls, terracing retaining walls, etc;
- f. increase privacy and security through screening and/or shading;

- g. provide a framework such as a trellis or arbor for plants to grow on;
- h. incorporate upper story planter boxes or roof planters;
- i. provide identity and reinforce a desired feeling of intimacy and quiet;
- j. provide brackets for hanging planters;
- k. consider how the space will be viewed from the upper floors of nearby buildings as well as from the sidewalk; and
- l. if on a designated Green Street, coordinate improvements with the local Green Street plan.

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

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

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

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

- a. public art;
- b. street furniture, such as seating, newspaper boxes, and information kiosks;
- c. distinctive landscaping, such as specimen trees and water features;
- d. retail kiosks;
- e. public restroom facilities with directional signs in a location easily accessible to all;

and

- f. public seating areas in the form of ledges, broad stairs, planters and the like, especially near public open spaces, bus stops, vending areas, on sunny facades, and other places where people are likely to want to pause or wait.

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

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

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

- a. facilitate rapid orientation
- b. add interest to the street level environment
- c. reduce visual clutter
- d. unify the project as a whole
- e. enhance the appearance and safety of the downtown area.

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

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

D4.3. Signage Types: Also consider providing:

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

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

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

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

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

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

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

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

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

VEHICULAR ACCESS AND PARKING

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

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

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

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

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

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

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

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

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

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

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

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

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

RECOMMENDATIONS

At the conclusion of the Recommendation meeting, the Board recommended approval of the project with conditions.

The recommendation summarized above was based on the design review packet dated Tuesday, July 09, 2019, and the materials shown and verbally described by the applicant at the Tuesday, July 09, 2019 Design Recommendation meeting. After considering the site and context, hearing public comment, reconsidering the previously identified design priorities and reviewing the materials, the five Design Review Board members recommended APPROVAL of the subject design and departures with the following conditions:

1. Maintain the expression and spirit of the slot expression including depth and variety moving forward. (B4 Design a Well-Proportioned & Unified Building)
2. Revise the 2-story slot (west elevation top void page 61) with the same balcony language seen on the east and south elevations as illustrated on page 65 in order to increase the consistency of the slot vocabulary. (A2 Enhance the Skyline, B4 Design a Well-Proportioned & Unified Building)
3. Maintain the shadow box expression over the Virginia Street garage to allow for a contiguous tower expression with the same depth and shadow which occurs in the tower detailing above. (C3 Provide Active — Not Blank — Facades C6 Develop the Alley Façade)
4. Maintain the 3 art locations as indicated in the Recommendation packet. (C3 Provide Active — Not Blank — Facades C6 Develop the Alley Façade)
5. Landscaping and hardscape design should remain as presented in the REC packet (including berming and seating). (C3 Provide Active — Not Blank — Facades)