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

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Record Number: 3033606-EG

Address: 1101 Western Ave

Applicant: Jon Hall, GGLO

Date of Meeting: Tuesday, July 09, 2019

Board Members Present: Aaron Argyle  
Belinda Bail  
Grace Leong (Chair)  
Matt Olszewski  
Ed Palushock

Board Members Absent: Aaron Luoma

SDCI Staff Present: Beth Hartwick

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**SITE & VICINITY**

**Site Zone:** DMC-170 (Downtown Mixed Commercial - 170)

**Nearby Zones:** (North) DMC-170  
(South) DMC-170  
(East) DMC-170, DMC 240/290-440  
(West) DMC-170, DH1/45

**Lot Area:** 28,306 sq. ft.

**Current Development:** The site is currently a surface parking lot.

**Surrounding Development and Neighborhood Character:** The currently undeveloped site is located between the waterfront and an area of downtown that is a mixture of newer structures and large older buildings. The waterfront is in transition to a more pedestrian friendly environment with the removal of the viaduct in progress which will allow for completion of the Alaskan Way improvements.

The block across Seneca St has two 7 story structures built in 1910 and 1918. The 17 story Harbor Steps, built in 1994, is located across Western Ave, kitty corner to the site. Directly across Western Ave is a 4-story parking garage with ground level retail space at the corners,

constructed in 1983. And kitty corner “south” of the site is a six-story building constructed in 1904. Across Spring St is a 13-story residential structure built in 1983. Adjacent to the site is a lot that separates the site from Alaskan Way. This parcel is currently a surface parking lot. One block to the “east” of the site, along 1<sup>st</sup> Ave are multiple Landmarked masonry structures.

**Access:** The site has access from Seneca St, Western Ave and Spring St.

**Environmentally Critical Areas:** Liquefaction Prone

### **PROJECT DESCRIPTION**

The project is for a 17-story building with 256 residential units and 161 parking stalls above and below grade.

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>

Any recording of the Board meeting is available in the project file. This meeting report summarizes the meeting and is not a meeting transcript.

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

**Mailing Public Resource Center**

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

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

### **INITIAL EARLY DESIGN GUIDANCE March 19, 2019**

### **PUBLIC COMMENT**

The following public comments were offered at this meeting:

- Stated that it is important to know what happens on the property between the site and Alaskan Way.
- Did not support the departure for reduced modulation depth.
- Did not support a curb cut on Western Ave for safety reasons.
- Expressed that the first floor along Western Ave should be retail, with no blank walls, grills, trash collection area, or residential unit doors.
- Stated that it is important to be consistent with providing retail uses along Western Ave and a design with a human scale, and that the proposed design is turning its back on Western which will not be successful.

- Stated that curb cuts should be on Seneca St.
- Did not support the departure to allow an open railing in the view corridor setback area support as it will located at a private space, noting that the view corridor setback is important as a public asset.
- Expressed that all 3 departure requests would result in a building that turns its back on Western Ave.
- Concerned about Western Ave having a curb cut, and trash storage and pickup as it will slow down traffic on Western Ave.
- Objected to residential uses on the ground floor as it will be inactive space that will not contribute to street activation.
- Encouraged waiting for the viaduct to be demolished to fully understand the context of the site.
- Noted that Views from Hotel 1000 will be impacted.
- Stated that all three options have identical massing and the residential use will have a FAR of 12.
- Noted that modulation on the building is not only for appearance but will allow for views.
- Requested that the rooftop feature takes up one-third of the floor and be located in the middle.
- Stated that views will be blocked by the project, and it will be the largest building along the waterfront.
- Seconded the concerns about traffic on Western Ave as the site is across from a garage, and near Harbor steps. With lots of traffic, a curb cut on Western will impact congestion.

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

- Concerned that the project is too large, ill-suited, and out of character for the revitalized waterfront.
- Concerned about shadow impacts to neighboring buildings, the new park, and fish habitat.
- Suggested scaling the project back to bring it more in line with the City's goals of reconnecting with the natural environment and the Seattle Waterfront Project's goals.

SDCI also received non-design related comments concerning parking, waterfront ecology, housing affordability, and views.

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 Seattle Design Guidelines and Neighborhood Design Guidelines of highest priority to the site and explore conceptual design, siting alternatives and eventual architectural design.

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. Massing Options:

- a. The Board agreed with public comments that the applicant presented three overly similar massing options and directed the project to return for a 2<sup>nd</sup> EDG meeting to present three distinct options that have different massing volumes and include additional refinement between the different volumes of the massing. (A1 A2, B1, B2.2)
    - i. Return for a 2<sup>nd</sup> EDG meeting with three different massing options. (A1, A2, B1, B2, B3, B4)
    - ii. Show the volumetric massing of the options. It is appropriate to show the preliminary concepts of the architectural skin treatments. (B1, B2, B3, B4, C2)
    - iii. Show all notches, setbacks, balconies, etc. of the massing on the floor plans. (C2)
    - iv. Show how the massing's will enhance the skyline. (A2)
  - b. Design Guideline B4 – *Design a Well Proportioned and Unified Building*. The Board discussed what option better met this guideline. The Board made the following comments:
    - i. Option 1 has potential with refinements to the massing. (B4)
    - ii. Option 2 has potential with refinements of how the two “side pieces” are being offset. (B4)
    - iii. The Board questioned how well Option 3 was proportioned where it “broke apart” at the middle section. (B4)
    - iv. The Board noted that the 1<sup>st</sup> level should mimic the height of the existing retail along Western Ave. (B3)
    - v. An 18” shift of façade planes at the upper levels is not a large move for a building of this size. (B4, C2)
    - vi. The Board noted that buildings with a base/middle/top design have precedence in the neighborhood. (A1, A2, B3)
    - vii. The Board acknowledged public comments that the structure will be the largest building in the area. (A1, B1)
2. **Street and Upper Level Uses:** The Board commented that similar to the massing options, the ground levels of the three options were too similar. They also noted that the proposed residential, solid waste staging, parking, and service room uses on Western Ave were not supportive of the neighborhood context and a pedestrian environment. The Board questioned if there was precedence for ground level residential uses on Western Ave in the area, and how well residential uses would work next to service uses. The Board supported having the curb cut and trash collection on Seneca St.

The Board was concerned about the parking use along Western Ave at the floors above the street level as this use will not help to activate the street. (C1, C3, E1, E2, E3)

- a. Design a street level that will complement the existing neighborhood context. (C1, C2, C3)
  - b. Locate the curb cut and trash staging area off Seneca St. Study how the trash staging, and collection will work. (E1, E3)
  - c. Design the ground level without parking located along Western Ave as there is no Board support for the related departure. (C1, C3, E2)
  - d. Provide a design at the floors above the street level that reinforces the features found in the neighboring buildings. (B3.2, C2, C3)
3. **Second EDG Meeting:** At the Second EDG meeting provide the following:
- a. Provide photos/graphics of the existing surrounding context, and the podiums of buildings in the neighborhood.
  - b. Provide a diagram of the 9-block area around the site that shows/labels pedestrian entries, street uses, and vehicle access points.
  - c. As part of the massing options, visually convey the solid and transparent portions of the street level and podium.
  - d. Provide preliminary graphics of the skin treatment and materials being considered for the different options.
  - e. Provide information that explains the proposed façade treatment for the above grade parking.
  - f. Provide street elevations along the three abutting ROW's and Alaskan Way with the proposed massing's options (that show floor lines and solid/transparent areas of the facades) superimposed into the existing context, to better understand the relationship of the options to the neighborhood.
  - g. Provide sections through the massing options to show the volumetric massing of each option.

## SECOND EARLY DESIGN GUIDANCE July 9, 2019

### PUBLIC COMMENT

The following public comments were offered at this meeting:

- Concerned about how the stated 'design flexibility' of parcel to the west will fit in the Design Review process for this parcel.
- Noted that this part of the City and most of downtown does not have the experience of street level residential units. The notion of interaction between the public and residents of ground level units would be dependent of the personality of the resident. Ground level commercial space is preferred as it is more likely to allow for such interaction.
- Requested high quality landscape design for Western Avenue including a variety of trees and consideration of climbing vines.
- Discouraged providing flat benches as they will turn into an "outdoor residential" space.

- Stated that the graphic on page 16 of the Recommendation packet which shows the outline of potential development of the site across Western Ave should be taken “lightly” as currently the site does not have development proposed.
- Concern about residential uses at grade and whether they will activate the street.
- Appreciated that curb cuts have moved away from Western.

SDCI also received non-design related comments concerning parking, construction impacts, traffic and congestion, housing affordability, and views.

The following design-related comments were received in writing prior to the meeting:

- Noted that the redevelopment of this neighborhood in the 1980’s successfully integrated new buildings with the existing historic context and expressed disappointment in the quality of this proposed design, which appears to be large and boxy and undistinguished.
- Encouraged the Design Review Board to hold this project to the highest standards as it will have a significant impact on generations of Seattleites to follow. (Images showing the high-quality design and detailing of nearby buildings were included with this comment letter and can be viewed using the link below and entering the record number).

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 Seattle Design Guidelines and Neighborhood Design Guidelines of highest priority to the site and explore conceptual design, siting alternatives and eventual architectural design.

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. Massing and Design Concept:** The Board supported the applicant’s preferred scheme (Option 2) with the following guidance.
  - a. The Board agreed that the entries on both the east and west façade were not legible and that they should be strengthened and clearly expressed. (C-4)
  - b. The Board noted that the western façade of this project will be highly visibly and merits close attention, both compositionally and in material and detail. (A-1, B-1, B-4)
  - c. The Board agreed that the massing and arrangement of elements on Alaskan Way was more successful than that on Western Avenue and encouraged the applicant to explore a similar expression of the tower on the Western Ave façade. (B-4, A-2, B-1)

- d. The Board agreed that the pilasters shown on the east elevation could be a context-appropriate compositional element but did not see a rationale for why they appeared in some areas and not others. The Board agreed that if pilasters are employed they should be used uniformly. (B-4, B-1)

## **2. Above Grade Parking Level**

- a. The Board expressed concern regarding the expression of the parking level as part of the larger podium composition, finding the 'almost 50-50' proportions unharmonious. (B-4, B-3)
- b. The Board agreed that this could be resolved in a number of ways but directed the applicant to explore integrating the parking level into the upper podium levels, similar to Option 1. (A-1, B-1, B-2)
- c. The Board supported the idea of perforated metal screens at the parking level but had concerns about how this would be integrated compositionally and functionally and asked for complete details for the next meeting. (B-4, C-2)
- d. Whether associated with below or above, the screening should be unified and brought into the overall concept, and not appear as a separate 'other' element. (B-4, E-2)

## **3. Street Edges**

- a. Echoing public comment, the Board expressed serious concern regarding the impact future development of the adjacent lot (shown on page 24), which fronts on Alaskan Way will have on the project. The Board agreed that it was difficult to evaluate the project without knowing how this area would develop, particularly as they expected to see a response to that condition in this project. The Board asked the applicant to provide details for the next meeting. (A-1, B-1, B-4)
- b. The Board agreed that the proposed residential uses on Spring Street could be successful but would depend on careful planning of the street-edge and their ability to easily transition to commercial use in the future. The Board asked that complete details of these areas be provided for the next meeting. (C-1, C-3, C-4)
- c. Echoing public comment, the Board supported the relocation of vehicle access to Seneca Street and the associated Type I decision (or departure) required, finding the consolidation of services to be of significant benefit to the pedestrian-designated Western Avenue (B-4, C-1.2, C-1.3, C-3, D-6)

## **4. Alaskan Way**

- a. Echoing public comment, the Board directed the applicant to review the Seattle Department of Transportation's plans for right of way improvements at Alaskan Way and demonstrate how this project will respond. (D-2, D-6, D-5, D-3)

## **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 Second EDG meeting no departures were requested:

### **DESIGN REVIEW GUIDELINES**

The Downtown Design 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.

**BOARD DIRECTION**

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