Seattle Department of Construction & Inspections

DESIGN REVIEW

EARLY DESIGN GUIDANCE OF THE DOWNTOWN DESIGN REVIEW BOARD

Record Number:	3038768-EG
Address:	1815 6th Ave
Applicant:	Whitney Pearce, Miller Hull Partnership
Date of Meeting:	Tuesday, December 14, 2021
Board Members Present:	Aaron Luoma, Chair Matthew Bissen Carey Dagliano Jason Henderson
Board Members Absent:	Ed Palushock
SDCI Staff Present:	Abby Weber

SITE & VICINITY

Site Zone: Downtown Office Core 2 500/300-550

Nearby Zones: (North) Downtown Office Core 2 500/300-550
(South) Downtown Retail Core 85-170
(East) Downtown Office Core 2 500/300-550
(West) Downtown Office Core 2 500/300-550

Lot Area: 21,458 sq. ft.

Current Development:

The subject site is currently developed with a two-story commercial building (Bank of America) constructed in 1955 and a surface parking lot. The site is an irregular trapezoidal shape and slopes downward south to north approximately six feet.

Surrounding Development and Neighborhood Character:
The subject site occupies one full block in the Downtown Urban Center. Adjacent to the site are the ten-story historic Lloyd Building, a seven-story commercial/office building and a surface parking lot across 6th Ave to the northeast; an eighteen-story commercial/office building across Olive Way to the southeast; McGraw Square across the South Lake Union Streetcar station to the southwest; and Westlake Square across Stewart St to the northwest.

The subject site is located at the western edge of the Denny Triangle neighborhood. The street grid shifts south of Olive Way, marking the transition to the Downtown business area to the south and creating irregular parcel shapes. The street grid transition influences building forms with irregular shapes ensuing. 6th Ave is a principal arterial and transit corridor. The site is located adjacent to the southern terminus of the South Lake Union Streetcar and within 1-2 blocks of the Westlake Link light rail and Seattle Monorail stations.

The proximate blocks are comprised of an assortment of uses, including multifamily residential, hospitality, commercial, mixed-use, entertainment, dining, and office. Pike Place Market, Westlake Center, and Pacific Place retail destinations are in the vicinity, as are numerous dining establishments, theaters, and entertainment venues. Neighborhood recreation spaces Victor Steinbrueck Park and Pier 62 to the southwest offer views of Elliott Bay.

The neighborhood fabric consists of recent highrise development and historic and City Landmark structures dating from the early- to mid-1900s, including the Medical Dental Building, Frederick and Nelson Building, and Times Square Building. Recent contemporary highrise development activity is varied in scale ranging from low to highrise. Multiple projects in the vicinity are currently in review or under construction for proposed development, including 1818 6th Ave, 1825 7th Ave, 1903 5th Ave, and 1933 5th Ave.

Access:
Existing vehicular access occurs from Olive Way and 6th Ave. Vehicular access is proposed from Olive Way. Existing and proposed pedestrian access occurs from Stewart St, 6th Ave, Olive Way, and McGraw Square.

Environmentally Critical Areas:
No mapped environmentally critical areas are located on the subject site.

PROJECT DESCRIPTION
Design Review Early Design Guidance for a 30-story office building with retail. Parking for 208 vehicles proposed.

This project is one of three sites, including McGraw Square, being developed by this applicant through a Planned Community Development (PCD). A PCD is a process that promotes comprehensive, coordinated development of large tracts of land within Downtown zones. The PCD allows for the transfer of floor area from one site to another and requires contribution of

public benefits. This project proposes the transfer of floor area among sites within the PCD boundary.

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 SDCI:

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

EARLY DESIGN GUIDANCE December 14, 2021

PUBLIC COMMENT
The following public comments were offered at this meeting:

- Acknowledged potential for McGraw Square to be complemented and activated by street level uses that increase the use of the plaza throughout the day and night.
- Noted that with increased Monorail capacity, potential for a streetcar extension, increased density, and future new light rail station in the vicinity, there is a great opportunity to enhance McGraw Square and the adjacent pedestrian environment to serve more people.

SDCI staff did not receive any public comments in writing prior to the meeting.

The Seattle Department of Transportation (SDOT) offered the following comments:

- Sidewalk width, including landscape area, shall be 15'.
- Plans for 6th Ave are still in review; however, conceptually supported the proposed curb extension along 6th Ave.
- Paving and scoring used in the pedestrian clear zone should be applied across the driveways and alley entrances on Olive Way to maintain pedestrian priority.
- Preliminarily supported Type I Decisions allowing reduction in the quantity and length of loading berths and access from Olive Way.

- Acknowledged vehicular access via 2 curb cuts; however, noted that parking is not required and concerned that the parking ramp limits the opportunity for ground floor activation adjacent to McGraw Square.
- Noted that reducing the curb cut width could reduce impacts to the pedestrian realm.
- ADA compliant curb ramp is required on Stewart St.
- Conceptually supported removing the street trees adjacent to the Streetcar in conjunction with providing an equal or greater public benefit.

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 (3036768-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:** The Board appreciated the thorough study of alternative tower forms and ground plane configurations, and acknowledged the constraints of this four-sided site and the difficulty of balancing access and loading with activation and transparency requirements. The Board ultimately advanced the project to MUP application; however, stated there are substantial concerns with the street level departure requests that need to be further studied, particularly as it relates to the McGraw Square frontage.
    a. The Board supported the overall mass of Concept 3, the applicant's preferred option, as the tower form complements the neighborhood without repeating architectural forms. The Board requested pedestrian views of the full tower from each view corridor in the Recommendation packet. The Board specifically prioritized Downtown Design Guidelines A-1, Respond to the Physical Environment, and B-1, Respond to the Neighborhood Context. (A-1, B-1)
    b. The Board supported the architectural concept, but stated that there is an opportunity for a more cohesive tower form and articulated facades. The Board directed further study of reducing the magnitude of the façade modulation departure request in a manner that accentuates the modulation and curvature of the tower form, and expresses a unified architectural concept on all four sides. The Board specifically prioritized Downtown Design Guideline B-4, Design a Well-Proportioned and Unified Building. (B-4)
    c. The Board did not support the design of the top of the tower as it is too subtle and fails to accentuate the skyline. The Board directed further study of how the rooftop is articulated in a manner that relates to the overall architectural concept, is

informed by the curvature of the tower form, and better meets Downtown Design Guideline A-2, Enhance the Skyline. (A-2, B-4)

d. The Board questioned the scale of the base, and stated the architectural concept should be expressed and articulated at the ground plane. The Board directed further study of how the tower meets the base, suggestions included bringing the tower down; rebalancing the varying base heights between Stewart St and Olive Way; and exploring how materials from the Olive Way frontage are used on all four sides. The Board afforded flexibility in the resolution of this issue, which should ultimately be informed by the response pertaining to the street level and relationship to McGraw Square. (B-4, C-2)

2. Building Frontage, Street Level Uses & Landscape:

a. The Board specifically prioritized Downtown Design Guidelines C-1, Promote Pedestrian Interaction; C-2, Design Facades of Many Scales; C-3, Provide Active — Not Blank — Facades; and C-4, Reinforce Building Entries, to be applied to further development of the base, entries, and McGraw Square frontage. (C-1, C-2, C-3, C-4)

b. Along Stewart St, the Board generally supported the two-story lobby as it highlights the location as a significant building entrance, as well as the proposed streetscape improvements and additional setback as it provides relief from traffic. The Board, however, directed further study of how the two-story entry volume is better balanced with the one-story base height of the other three frontages. (C-1, C-2, C-4)

c. Along 6th Ave, the Board supported the proposed streetscape improvements; however, prioritized pedestrian enhancements along McGraw Square. (C-1, D-2.1)

d. Along Olive Way, the Board requested more information in the Recommendation packet on how the proposed fritted glass, plantings, lighting, and other materials will enhance the streetscape and pedestrian experience, and requested views from across the street and the bus stop. The Board directed further study of how the ground plane and vehicular/loading/service access can be enhanced to promote interaction with the pedestrian realm. (C-1, C-3, C-3.1, D-2, D-5.1, E-1.1, E-2, E-3)

e. The Board heard public comment and indicated their highest concern is the lack of activation and engagement along the McGraw Square frontage, and prioritized the resolution of that edge. The Board directed further study of expanding retail uses and extending them north along McGraw Square; incorporating retail uses at the second level to help mitigate blank façades at the ground level; and enhancing the micro-retail space to carry the corner. (C-1, C-1.1, C-1.2, C-1.3, C-3)

3. Vehicular Access & Service Uses

a. The Board indicated support for an alternative configuration of vehicular access and service uses, and granted flexibility in the resolution of the ground plane if it helps resolve their concerns about blank facades, street level activation, and transparency; minimizes curb cut impacts; and meets the Downtown Design Guidelines. The Board specifically prioritized Downtown Design Guidelines E-1, Minimize Curb Cut Impacts; and E-3, Minimize the Presence of Service Areas. (C-3, E-1, E-3)

b. The Board heard SDOT comment, and they were reluctant to indicate support for the Type I Decision to allow two two-way curb cuts on Olive Way because of the magnitude of the related departures and resulting impacts to the McGraw Square frontage. The Board, however, stated they could be inclined to support the Type I Decision if concerns regarding street level uses, transparency, and blank facades departures are resolved. The Board indicated support for the Type I Decision to allow access off Olive Way. (C-1, C-3, E-1, E-1.1, E-2, E-3)
c. The Board indicated support for the two Type I Decisions from loading berth quantity and length requirements based on the applicant's design rationale. (E-3)

4. McGraw Square

a. As reported above, the Board stated their overarching concern and highest priority is interactivity, engagement, and active uses along the McGraw Square frontage. The Board requested more information in the Recommendation packet demonstrating how those qualities will be achieved. (C-1, C-1.1, C-1.2, C-1.3, C-3)
b. The Board directed further study of how the building enhances and contributes to "placemaking" within McGraw Square, and specifically prioritized Downtown Design Guideline D-3, Provide Elements that Define the Place. The Board noted that "placemaking" should occur with consideration of goals for the surrounding urban fabric. (A-1.2, B-1.2, D-1, D-3, D-3.1)
c. The Board requested that a holistic vision be prepared for McGraw Square. The landscape design should envision the potential future elimination of the streetcar stop and implications for the building edge, and consider how the overall design of McGraw Square can help mitigate blank façade, transparency, and non-active use concerns – rather than just plantings and other treatments within the sliver of land between the tracks and the building frontage. (C-1, C-3, D-1, D-1.1, D-1.2, D-3)

DEVELOPMENT STANDARD DEPARTURES

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

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

1. **Street Level Uses (SMC 23.49.009.B.1.a):** For lots abutting designated streets, the Code requires 75-percent of street level street-facing façade to be occupied by specific uses listed in subsection 23.49.009.A. For street frontages less than 120-feet, the requirement can be reduced by 50-percent in certain situations. The applicant proposes to allow:

    a. Stewart St: 0-percent of the façade to include required uses, less than the required 50-percent; a deficit of 48-feet;

b. 6th Ave: 40-percent of the façade will include required uses, less than the required 75-percent; a deficit of 61-feet;
c. Olive Way: 18-percent of the façade to include required uses, less than the required 75-percent; a deficit of 109-feet;
d. McGraw Square: 30-percent of the façade to include required uses, less than the required 75-percent; a deficit of 69-feet.

The Board indicated preliminary support for departure 1.a as the office lobby provides an opportunity for street level activation; however, the Board noted the request to study extending active uses north along the McGraw Square frontage may diminish the magnitude of this departure request along Stewart St.

The Board indicated preliminary support for departure 1.b based on the applicant's design rationale.

The Board indicated preliminary support for departure 1.c based on the applicant's design rationale, provided that guidance and concerns pertaining to departures 2.a and 3.a – transparency and blank facades requirements along Olive Way – are resolved.

The Board was hesitant to preliminarily support the full extent of departure 1.d due to the resulting amount of blank façade and importance of activating and engaging McGraw Square. The Board indicated they could be inclined to support departure 1.d if the design rationale is strengthened following further study of the McGraw Square frontage, as directed in the Priorities and Board Recommendations section of this report. **(C-1, Promote Pedestrian Interaction; C-1.1, Street Level Uses; C-1.2, Retail Orientation; C-2, Design Facades of Many Scales; C-3, Provide Active — Not Blank — Facades)**

2. **Transparency (SMC 23.49.056.C.4.a):** The Code requires 60-percent of the street level street-facing facades of Class I pedestrian streets to be transparent. The applicant proposes to allow:

    a. Olive Way: 19-percent transparency, a deficit of 75-feet;
    b. McGraw Square: 52-percent transparency, a deficit of 11-feet.

    The Board was hesitant to preliminarily support the departure request from transparency requirements based on the applicant's design rationale; however, they acknowledged they could be inclined to support it if the design rationale is strengthened following further study of fritted glass and other measures to enhance transparency and mitigate the departure request, as directed in the Priorities and Board Recommendations section of this report. **(C-1, Promote Pedestrian Interaction; C-2, Design Facades of Many Scales; C-3, Provide Active — Not Blank — Facades)**

3. **Blank Façade (SMC 23.49.056.D.2):** The Code requires the total width of all blank façade segments to not exceed 40-percent of the street-facing façade on Class I pedestrian streets and no single segment shall exceed 15-feet. The applicant proposes to allow:

    a. Olive Way: 81-percent of the frontage to be blank, exceeding the total allowed by 75-feet; 2 segments will exceed 15-feet;
    b. McGraw Square: 48-percent of the frontage to be blank, exceeding the total allowed by 11-feet; 1 segment will exceed 15-feet.

    The Board was hesitant to preliminarily support the departure request from blank façade requirements based on the applicant's design rationale; however, they acknowledged they could be inclined to support it if the design rationale is strengthened to better meet Downtown Design Guidelines C-1, Promote Pedestrian Interaction, and C-2, Design Facades of Many Scales. The Board requested more information in the Recommendation packet on how blank facades are enhanced and softened through the design of McGraw Square and façade treatments along each frontage, as well as contribute to a pedestrian scale and promote pedestrian interaction. **(C-1, Promote Pedestrian Interaction; C-2, Design Facades of Many Scales; C-3, Provide Active — Not Blank — Facades)**

4. **Upper Façade Modulation (SMC 23.49.058.B.2):** The Code requires façade modulation above 85-feet for any portion of the structure located within 15-feet of a street lot line as specified in Table A below.

Table A

Elevation (ft)	Max. Length of Unmodulated Facade
0 - 85	No Limit
Greater than 85 - 160	155
Greater than 160 - 240	125
Greater than 240 - 500	100

    The applicant proposes the following:

    a. 6th Ave: depart from the requirement by 37 to 44-feet above 160-feet, and 58 to 62-feet above 240-feet;
    b. Olive Way: depart from the requirement by 47 to 50-feet above 160-feet, and 64 to 72-feet above 240-fe]et;
    c. McGraw Square: depart from the requirement by 12 to 13-feet above 160-feet, and 20 to 37-feet above 240-feet;

    The Board majority indicated preliminary support for the requested departure from façade modulation requirements on each of the three frontages, provided that there is further study of reducing the magnitude of the departure request to accentuate the

curvature of the tower form and strengthen the overall architectural concept. **(B-4, Design a Well-Proportioned & Unified Building)**

5. **Overhead Weather Protection and Lighting (SMC 23.49.018):** The Code requires continuous overhead weather protection along the entire street frontage of a lot; a maximum of 15-feet above the sidewalk. The applicant proposes to allow:

    a. 6th Ave: overhead weather protection at a height of 35 to 37-feet for a length of 41-feet; exceeding the maximum height by 20 to 22-feet;
    b. McGraw Square: overhead weather protection at a height of 33 to 34-feet for a length of 54-feet; exceeding the maximum height by 18 to 19-feet.

    The Board indicated preliminary support for the departure request along each frontage based on the applicant's design rationale. The Board acknowledged that weather protection is incorporated into and enhances the design of the lobby entrance, albeit above the maximum height. **(C-4.1, Entry Treatments; C-5.1, Overhead Weather Protection Design Elements)**

Staff note: All dimensions and calculations documented above have been rounded to the nearest whole number.

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

A-1 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.

A-1.1. 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.).

A-1.2. 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.

A-2 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.

A-2.1. 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; and

c. provide or enhance a specific architectural rooftop element.

A-2.2. Rooftop Mechanical Equipment: In doing so, enclose and integrate any rooftop mechanical equipment into the design of the building as a whole.

ARCHITECTURAL EXPRESSION

B-1 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.

B-1.1. 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.

B-1.2. Land Uses: Also, consider the design implications of the predominant land uses in the area surrounding the site.

B-2 Create a Transition in Bulk & Scale: Compose the massing of the building to create a transition to the height, bulk, and scale of development in nearby less-intensive zones.

B-2.1. 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.

B-2.2. 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.

B-2.3. 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.

B-3 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.

B-3.1. 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.

B-3.2. 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.

B-3.3. 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.

B-4 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.

B-4.1. 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.

B-4.2. 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.

B-4.3. 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

C-1 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.

C-1.1. 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.

C-1.2. 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).

C-1.3. 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.

C-2 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.

C-2.1. 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.

C-3 Provide Active — Not Blank — Facades: Buildings should not have large blank walls facing the street, especially near sidewalks.

C-3.1. 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); and
j. merchandising display windows or regularly changing public information display cases.

C-4 Reinforce Building Entries: To promote pedestrian comfort, safety, and orientation, reinforce building entries.

C-4.1. 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; and
j. ornamental glazing, railings, and balustrades.

C-4.2. 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.

C-5 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.

C-5.1. 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.

C-6 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.

C-6.1. 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.

C-6.2. 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

D-1 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.

D-1.1. 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.

D-1.2. 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.

D-1.3. 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.

D-2 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.

D-2.1. 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.

D-2.2. 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.

D-3 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.

D-3.1. 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.

D-3.2. 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.

D-4 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.

D-4.1. 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, and

e. enhance the appearance and safety of the downtown area.

D-4.2. 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; or

c. signs hanging underneath overhead weather protection.

D-4.3. 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; and

f. interpretive information about building and construction activities on the fence surrounding the construction site.

D-4.4. 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.

D-5 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.

D-5.1. 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.

D-6 Design for Personal Safety & Security: Design the building and site to promote the feeling of personal safety and security in the immediate area.

D-6.1. 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

E-1 Minimize Curb Cut Impacts: Minimize adverse impacts of curb cuts on the safety and comfort of pedestrians.

E-1.1. 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; and
g. provide sufficient queueing space on site.

E-1.2. 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.

E-2 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.

E-2.1. 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.

E-2.2. 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.

E-3 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.

E-3.1. 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 Early Design Guidance meeting, the Board recommended moving forward to MUP application.