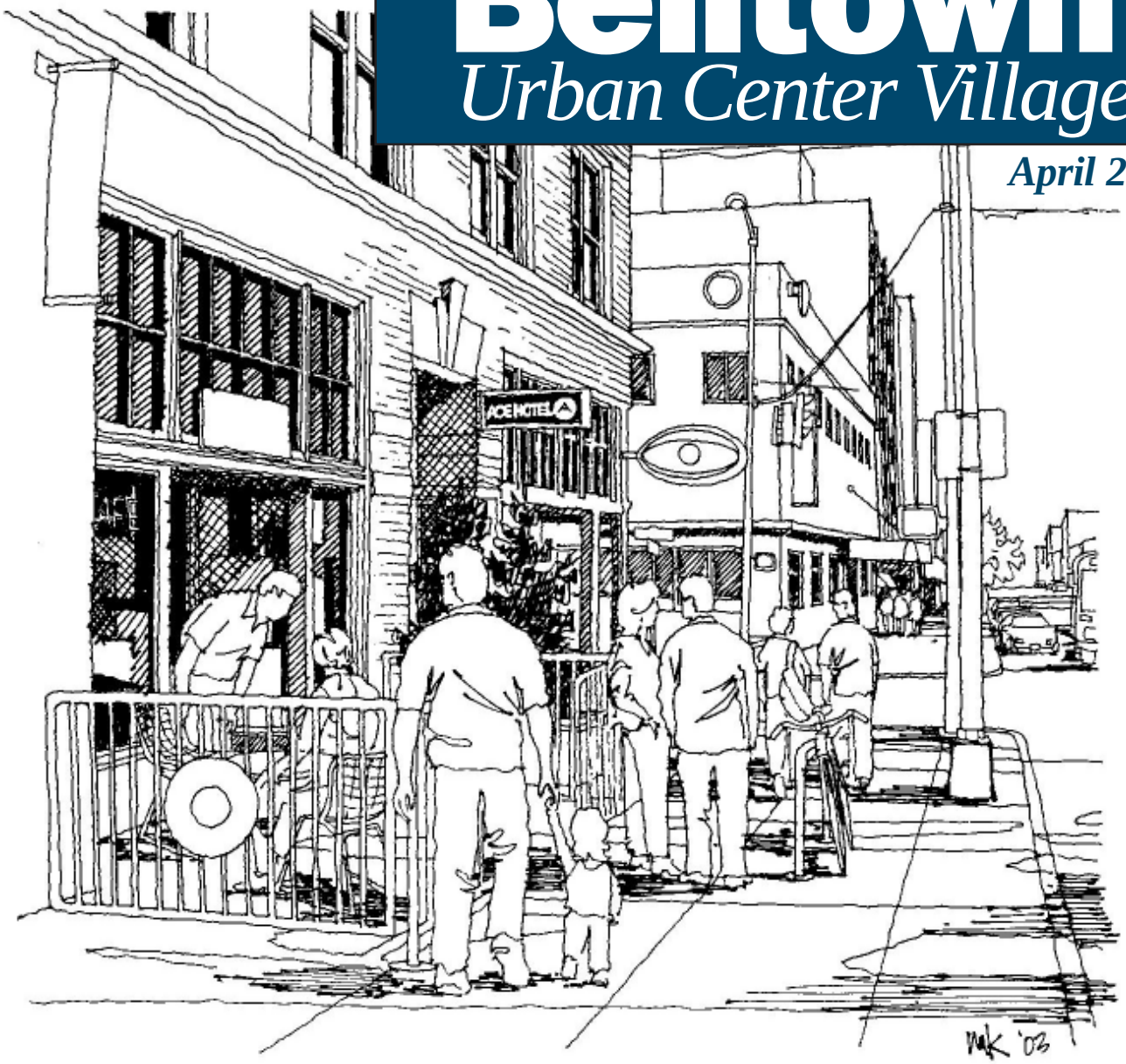
PROPOSED

design Review

Design Guidelines *for the* Belltown *Urban Center Village*

April 2004



City of Seattle
Department of Planning
and Development

Design Review: *Belltown Urban Center Village Design Guidelines*

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Acknowledgements

Belltown Housing and Land Use Subcommittee:
John Pehrson, Chair
Karen Anderson Bittenbender
Bea Kumasaka
Hal Weeks
Joan Algain
Lois Matheson
Zander Batchelder
Blaine Weber, vice Chair
Barbara Sheldon
Carolyn Geise
Jerry Jordheim
Mark Baerwaldt
Valerie Heide Mudra

Tom Graff
Greg Waddell
Michael Kimelberg, Urban Design Consultant

City of Seattle:
Department of Planning and Development
Department of Neighborhoods

Design Review in Seattle's Neighborhoods

What is design review?

Design Review provides a forum for citizens and developers to work toward achieving a better urban environment through attention to fundamental design principles. Design Review is intended to assist new development to contribute positively to Seattle's downtown neighborhoods. Design guidelines offer a flexible tool — an alternative to prescriptive zoning requirements — which will allow new development to respond better to the distinctive character of its surroundings.

Design Review has three principal objectives:

1. to encourage better design and site planning to enhance the character of the city and ensure that new development sensitively fits into neighborhoods;

2. to provide flexibility in the application of development standards; and

3. to improve communication and participation among developers, neighbors and the City early in the design and siting of new development.

Design Review is a component of a Master Use Permit (MUP) application, along with other components, such as environmental review (SEPA), variances, etc., administered by the Department of Planning & Development (DPD). Like these other components, Design Review applications involve public notice and opportunity for comment. Unlike other components, projects subject to Design Review are brought before the Design Review Board for its recommendations. The final decision on Design Review is made by the DPD Director, together with the decisions on any other MUP components. This decision is appealable to the Hearing Examiner.

What is design review in Belltown?

The downtown Design Review Board is responsible for reviewing the design of new buildings in Belltown Urban Center Village for their contribution to the public's enjoyment of the building and the immediate vicinity. The downtown Design Review Board includes two downtown residents, and one representative each from the downtown business, development, and design communities.

What are Neighborhood-Specific Design Guidelines?

Design Review downtown uses both the 1999 "Design Review Guidelines for Downtown Development" and the guidelines that are specific to individual neighborhoods. Once adopted by City Council, neighborhood-specific design guidelines augment the Downtown Design Guidelines. Together they are the basis for project review within the neighborhood.

What are Belltown-Specific Design Guidelines?

The Belltown neighborhood design guidelines reveal the character of the neighborhood as known to its residents and businesses. The guidelines help to reinforce existing character and protect the qualities that the neighborhood values most in the face of change. Thus, a neighborhood's guidelines, in conjunction with the 1999 "Design Review Guidelines for Downtown Development" can increase overall awareness of good design and involvement in the design process.

Design guidelines are design considerations that promote various goals and design intents. They address the quality of the urban environment, recognizing that it is ultimately formed by countless individual creative decisions. The guidelines are intended to present design principles that encourage development that promotes cohesiveness and compatibility

Design Review in Seattle's Neighborhoods *(cont.)*

with the existing and desired character of the area, as well as excellence in urban design. They are not intended to restrict innovation, imagination or variety in design. An alternative design can be considered if it demonstrates that it achieves the desired character.

Designing Streetscapes to Address Safety and Accessibility Requirements

The streetscape is part of the public right-of-way that lies between the curb and the building face or property line. Enhancements to the streetscape such as special paving treatments and street furnishings can contribute to the experience for pedestrians and help define neighborhood character. Certain features, such as curb bulbs, can improve safety by shortening the crossing distance for pedestrians as well as increase visibility between pedestrians and drivers.

The life of Belltown is closely tied to the character of its public space, and it is especially important to acknowledge the importance of streets as public space. The sidewalk, and where the building meets the sidewalk, should be a place of intense interaction. Well-designed streetscapes can support activities in neighborhood business districts, and make walking an attractive choice for getting around the city. The Seattle Department of Transportation (SDOT) recognizes and supports the range of benefits a well-designed streetscape provides for all pedestrians, including people with disabilities. For this reason, SDOT reviews streetscape design elements very carefully to ensure that all of the materials, dimensions and design elements meet safety and accessibility requirements. In addition to the aesthetic and practical benefits of a well-designed streetscape, SDOT must meet state and national safety and access standards for streetscape design.

SDOT and the Department of Planning & Development (DPD) are working together to better coordinate SDOT's early involvement and guidance with the design review process. The information below is intended to help those involved in the design review process (design review board members, project proponents, DPD staff, and the public) have a better understanding of the issues that SDOT street use permit reviewers and engineers must consider when reviewing streetscape designs. Safety and accessibility requirements should not restrict the creative intent of a design proposal. They will, in every case, require a close examination of the following elements of all streetscape design plans:

Use of materials

Pavement materials that result in a slippery or uneven pavement surface will not comply with standards established by the Americans with Disabilities Act (ADA) and therefore should be avoided.

Minimum sidewalk width, areas free of obstructions

ADA requires a minimum of five (5) feet of clear sidewalk space. SDOT prefers six (6) feet of unobstructed, linear sidewalk space that is free of street furniture, street trees, planters, and other vertical elements. These minimum widths are required to provide access to people in wheelchairs and walkers. In addition to sidewalk width, the State requires a three (3) foot distance between vertical objects on the sidewalk and travel lanes in the roadway to minimize conflicts with vehicle activity.

Curbside management

In a dense urban environment such as Belltown, curb space to accommodate bike lanes, parking, loading zones, transit zones, and other street elements is in very high demand. While wide sidewalks and planting strips may meet many City and neighborhood goals, on-street parking spaces in business districts may also meet multiple policies and goals.

Trade-offs are often necessary among the numerous uses competing for limited amounts of curb space. Removing parking to add other street elements is possible in many locations and always requires careful consideration of business and neighborhood parking needs. Transit system needs, including bus zones, must be accommodated to support quick and reliable transit service throughout the city.

Design for longevity

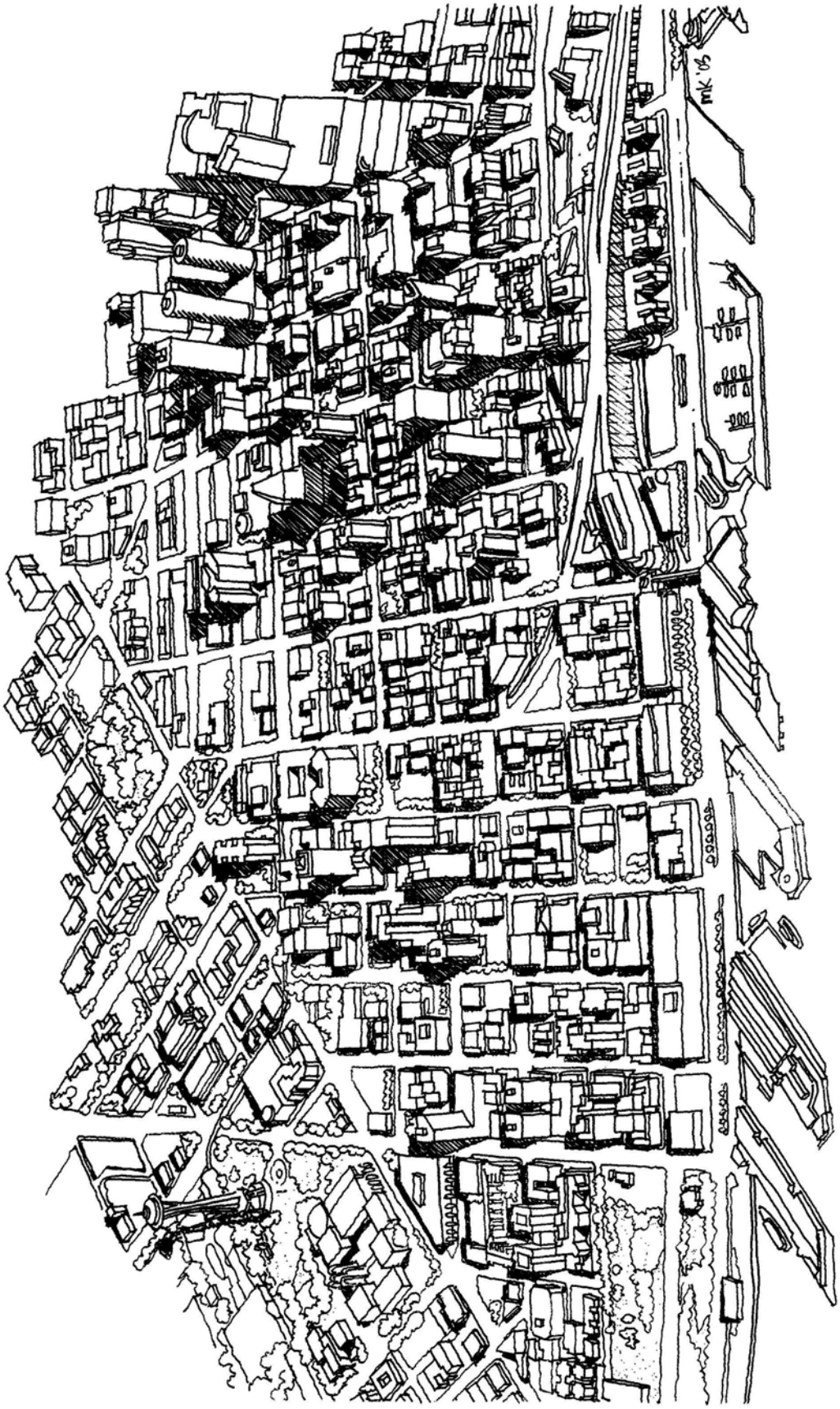
Sidewalks with special paving treatments (such as pavers or stamped, colored concrete) add a unique design element to the streetscape and can enhance the walking experience for pedestrians. It is important to design special paving so that it retains its integrity over time. This is becoming increasingly important as the number of utility cuts on sidewalks increases to respond to the demands of higher density development. Carefully selected colors can be mismatched as the original color fades and new sections are applied.

A successful design solution will address safety, access, and aesthetics. SDOT encourages design review board members and staff to consider all of the issues listed above when reviewing streetscape designs for new development.

A sidewalk providing clear sidewalk space, street furniture, and an acceptable distance between streetscape amenities and vehicle travel lanes.

An example of special paving treatment designed to be well-maintained over time.

Balancing the needs of pedestrian safety and comfort with on-street parking.



Context: Belltown and immediate vicinity

Belltown Context and Priority Design Issues

Belltown is the northern neighborhood of downtown Seattle bounded by Denny Way to the north, Elliott Avenue to the west, Sixth Avenue to the east, and Virginia Street to the south (historically and decades ago, the southern border was Stewart Street).

Belltown is an eclectic and diverse neighborhood. This characteristic permeates the neighborhood in many ways. It is Seattle's densest residential community, and, as an arts center, a shopping and dining destination, and a home to a wide variety of businesses, this diversity takes form in the neighborhood's social and cultural fabric. It is also reflected in the built environment through its architecture, public art and other street amenities.

The 1998 Belltown Neighborhood Plan identifies several core values, such as economic viability and respect for cultural and historic traditions, as criteria used to evaluate neighborhood planning choices. The plan provides a framework of goals and policies and describes actions required by the City and the community to realize this vision. These include an enhanced pedestrian environment; new development that respects neighborhood character; and human scaled architecture. The following design guidelines will help implement several of these visions and goals by: sustaining Belltown's character; enhancing and nurturing the pedestrian environment; encouraging creative solutions, and fresh, contemporary design that has a sense of permanence; and fostering good retail.

Neighborhood Priority: Preservation and Enhancement of Existing Neighborhood Character

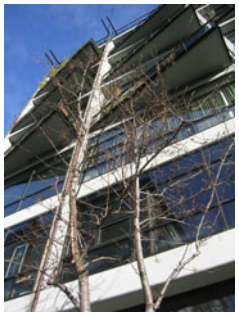
Defining Belltown's physical character. The architecture is diverse ...

Federal style

Spanish Colonial

International

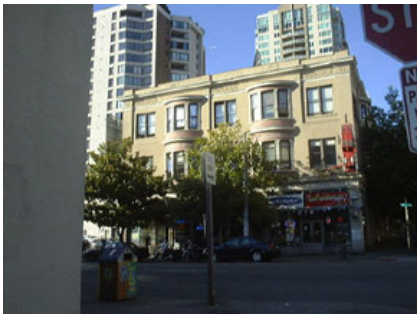
Gothic



Contemporary styles

Historic Architectural Context

Belltown is home to numerous iconic and historical buildings, many of which are landmarks (see Appendix, Belltown Icon and Historical Building Inventory). New buildings should establish a sympathetic transition between newer and older buildings. Compatible design should respect the scale, massing and materials of adjacent buildings and landscape. However, while complementing the architectural character of an adjacent historic building or area is encouraged, imitation of historical styles should be avoided. New buildings should not appear to have been constructed during a past era, and references to period architecture should be interpreted in a contemporary manner. Creative, contemporary architectural solutions are encouraged.

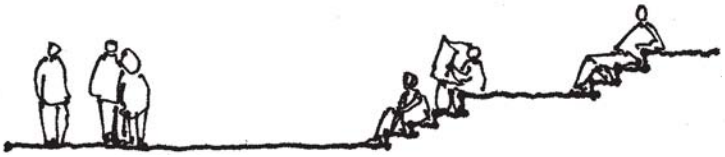


Neighborhood Priority: A Vibrant, Pedestrian-Friendly Streetscape

Belltown's population density, combined with a high concentration of jobs and retail activities within a compact area, make walking the best way to get around in the neighborhood.

The manner in which buildings help to activate the street edge is critical to a socially and visually stimulating street environment. An active street life — both day and night — is a defining element of the neighborhood, and perpetuating this energy is especially important for business vitality (especially small businesses that thrive on foot traffic), safety, and character. New developments should provide active, pedestrian-oriented uses along the street. Retail uses should have a high degree of transparency along the street, and these uses should be clearly visible to the passerby. Other street amenities can enhance this setting by providing comfort, human scale, and visual interest.

The neighborhood plan recognizes this, and is committed to enhancing an already distinctive, lively and at times, whimsical pedestrian environment. It contains several policies that carry this goal forward, several of which focus on the role of buildings in defining the public realm and promoting street life. The following guidelines implement these policies by providing methods to create successful building-to-sidewalk relationships.



Belltown Urban Center Village Design Guidelines

Belltown Guidelines Augment Downtown Guidelines

The Belltown Design Guidelines apply within the Belltown Urban Center Village and augment the 1999 "Design Review Guidelines for Downtown Development." The chart below indicates the downtown guidelines for which Belltown-specific supplemental guidance has been written, which can be found on the following pages.

Downtown Design Guidelines at a Glance

		Belltown-specific supplemental guidance needed?
A	**Site Planning & Massing**	
	Responding to the Larger Context	
A-1	Respond to the physical environment.	*Yes*
A-2	Enhance the skyline.	*No*
B	**Architectural Expression**	
	Relating to the Neighborhood Context	
B-1	Respond to the neighborhood context.	*Yes*
B-2	Create a transition in bulk & scale.	*Yes*
B-3	Reinforce the positive urban form & architectural attributes of the immediate area.	*Yes*
B-4	Design a well-proportioned & unified building.	*No*
C	**The Streetscape**	
	Creating the Pedestrian Environment	
C-1	Promote pedestrian interaction.	*Yes*
C-2	Design facades of many scales.	*No*
C-3	Provide active—not blank—facades.	*No*
C-4	Reinforce building entries.	*No*
C-5	Encourage overhead weather protection.	*Yes*
C-6	Develop the alley facade.	*Yes*
D	**Public Amenities**	
	Enhancing the Streetscape & Open Space	
D-1	Provide inviting & usable open space.	*Yes*
D-2	Enhance the building with landscaping.	*Yes*
D-3	Provide elements that define the place.	*Yes*
D-4	Provide appropriate signage.	*Yes*
D-5	Provide adequate lighting.	*Yes*
D-6	Design for personal safety & security.	*No*
E	**Vehicular Access & Parking**	
	Minimizing the Adverse Impacts	
E-1	Minimize curb cut impacts.	*No*
E-2	Integrate parking facilities.	*No*
E-3	Minimize the presence of service areas.	*No*

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 Site Planning & Massing

Responding to the Larger Context

These buildings employ similar massing compositions in response to the area's topography and view corridors.

Landscape and public art elements transform a potentially challenging slope into a pedestrian-friendly streetscape.

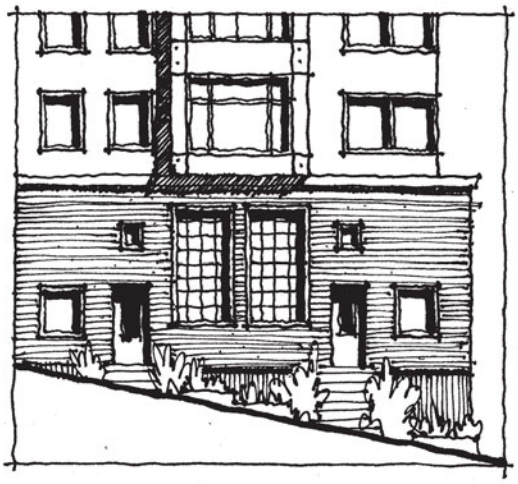
Example of storefront windows on a sloping street, adding visual interest.

Belltown-specific supplemental guidance

a. Develop the architectural concept and arrange the building mass to enhance views. This includes views of the water and mountains, and noteworthy structures such as the Space Needle;

b. The architecture and building mass should respond to sites having nonstandard shapes. There are several changes in the street grid alignment in Belltown, resulting in triangular sites and chamfered corners. Examples of this include: 1st, Western and Elliott between Battery and Lenora, and along Denny;

c. The topography of the neighborhood lends to its unique character. Design buildings to take advantage of this condition as an opportunity, rather than a constraint. Along the streets, single entry, blank facades are discouraged. Consider providing multiple entries and windows at street level on sloping streets.



Multiple, "townhouse" style or live/work entries with stoops placed on a slope to activate the street environment.

A-1

Site Planning & Massing

Responding to the Larger Context

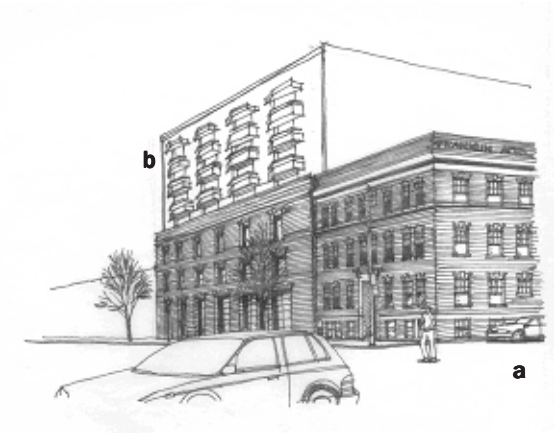
Building forms that respond to shifts in the street grid alignment

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 Architectural Expression

Relating to the Neighborhood Context



The new building (b) employs a massing composition similar to the adjacent, older building (a). While contemporary in design, the use of brick and horizontal lines at the base result in a compatible relationship.

Belltown-specific supplemental guidance

Belltown has a rich architectural context, with a wide variety of architectural styles represented within the neighborhood. Contemporary methods of building can potentially create visual conflicts with older buildings due to differences in scale, massing, and degrees of articulation. Sometimes new buildings add exteriors that mimic past architectural styles, creating a sense of unauthentic design. These guidelines emphasize the concept of historical continuity, or in other words, the relationship of structures over time. This relationship encourages diversity within a coherent whole, reinforcing the unique and evolving character of Belltown.

Considerations

a. Establish a harmonious transition between newer and older buildings. Compatible design should respect the scale, massing and materials of adjacent buildings and landscape.

b. Complement the architectural character of an adjacent historic building or area; however, imitation of historical styles is discouraged. References to period architecture should be interpreted in a contemporary manner.

c. Design visually attractive buildings that add richness and variety to Belltown, including creative contemporary architectural solutions.

d. Employ design strategies and incorporate architectural elements that reinforce Belltown's unique qualities. In particular, the neighborhood's best buildings tend to support an active street life.

Employ massing compositions that conform to Belltown's unique topography and stellar views.

B-1 Architectural Expression

Relating to the Neighborhood Context

Example of a well-composed historic building,with a defined base, middle and top. New developments can take cues from this composition, while at the same time avoiding attempts at historical replication.

A contemporary design that adheres to the basic design principles found in the historic building at the left.

Facade articulation: building modulation creates intervals with architectural elements such as bays and an entry portico that lend a human scale.

A contemporary example of a building articulated into intervals. Articulation methods include building modulation, set back roof lines and details (balconies, trellises).

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.

B-2

Architectural Expression
Relating to the Neighborhood Context

New buildings should be compatible with the scale of development surrounding the project site.

Belltown-specific supplemental guidance

New high-rise and half- to full-block developments are juxtaposed with older and smaller scale buildings throughout the neighborhood. Many methods to reduce the apparent scale of new developments through contextually responsive design are identified in other guidelines (e.g., *B-1: Respond to the neighborhood context* and *B-3: Reinforce the positive urban form &architectural attributes of the immediate area).* The objective of this guideline is to discourage overly massive, bulky or unmodulated structures that are unsympathetic to the surrounding context.

Existing context: newer Belltown high-rises in relation to the moderate-scale historic context. New high-rise development must do a better job of relating — especially at the base — to the scale, character and orientation of older buildings and the street level environment.

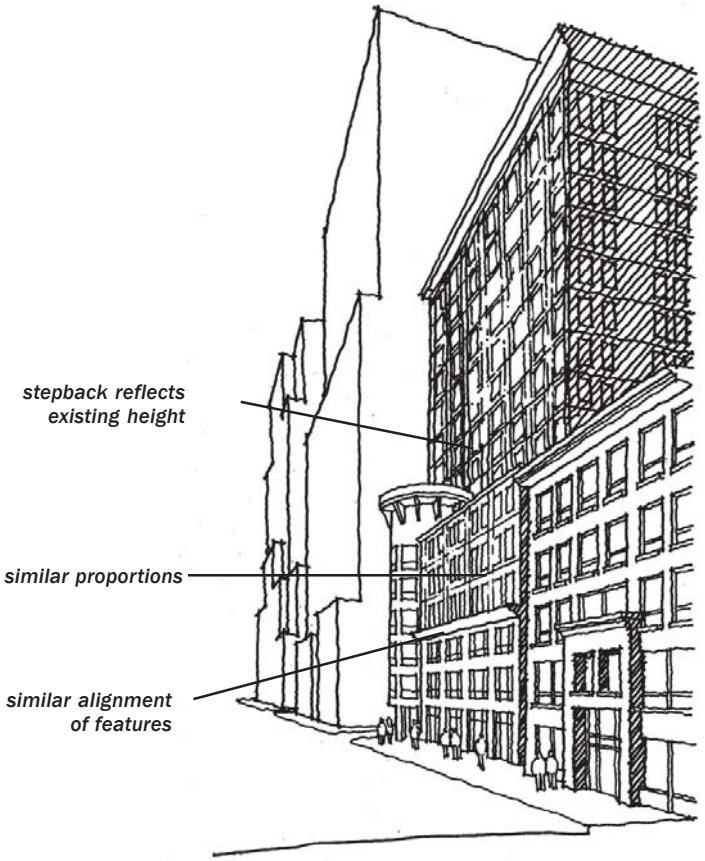
Avoid this type of monolithic, unmodulated design that does not relate at all to the scale of the pedestrian at the street level.

This building base is not proportionate with the vertical massing of the tower above, resulting in a truncated street level presence that lacks a welcoming face to the building.

B-2 Architectural Expression

Relating to the Neighborhood Context

INSTEAD,



These two examples show how new high-rise (left) and mid-rise (right) construction can relate well in massing and scale to an existing building of merit. Buildings should meet the street with human-scale proportions and detailing that is responsive to patterns of urban form.

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 Architectural Expression

Relating to the Neighborhood Context

Belltown-specific supplemental guidance

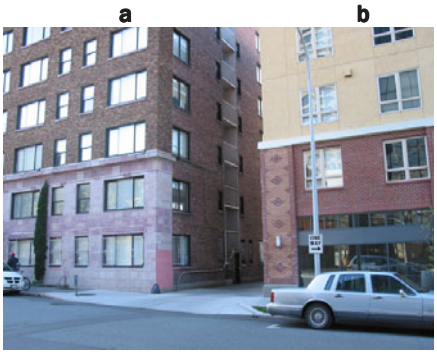
The principal objective of this guideline is to promote scale and character compatibility through reinforcement of the desirable patterns of massing and facade composition found in the surrounding area. Pay particular attention to designated landmarks and other noteworthy buildings.

a. Respond to the regulating lines and rhythms of adjacent buildings that also support a street-level environment; regulating lines and rhythms include vertical and horizontal patterns as expressed by cornice lines, belt lines, doors, windows, structural bays and modulation.

b. Use regulating lines to promote contextual harmony, solidify the relationship between new and old buildings, and lead the eye down the street.

c. Pay attention to excellent fenestration patterns and detailing in the vicinity. The use of recessed windows that create shadow lines, and suggest solidity, is encouraged.

a b



The new building (b) complements the scale and proportion of the older building's (a) facade.

Belltown Precedent: defined cornices

The courtyard apartment is a prevalent building type in Belltown (above left). This type is encouraged in new development (such as the buildings above to the right) to create usable open space and to break down building mass.

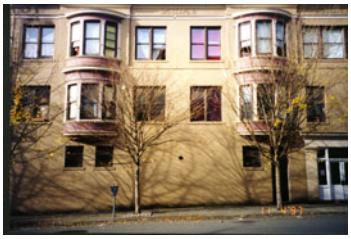
Preserving Neighborhood Icons

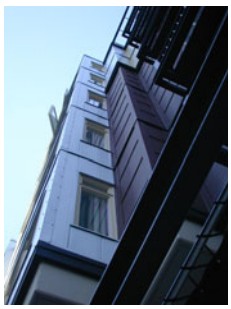
Building design should always be sensitive to the surrounding urban, built and natural conditions. This example shows the preservation of a neighborhood icon's terra cotta facade, and the integration of the facade into a contemporary residential tower. A contextual approach does not necessarily mean a historicist approach, however, in this case an important piece of Belltown's architectural history was able to be incorporated into the new building.

B-3 Architectural Expression

Relating to the Neighborhood Context

Building on corner lot that reinforces the street corner with a pedestrian entry, storefront and architectural detailing.





Bay windows are common in both older (left) and newer buildings (middle and right images) in Belltown.

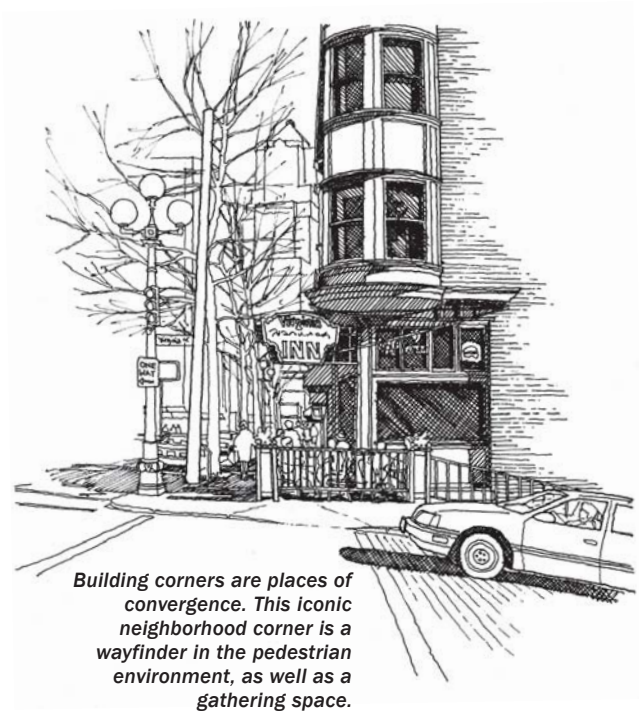
Promote pedestrian interaction.

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.

The sidewalk is the essence of the pedestrian experience, and streets comprise the greatest amount of open space in Belltown. As abutters to this rich environment, new developments have the opportunity to enhance an already active day and night street life through engaging transitions between the public and private realm. Several of the following considerations recommend improvements in the public right-of-way, and require review and approval from Seattle Department of Transportation's (SDOT) street use team. Refer to the "Designing Streetscapes to Address Safety and Accessibility Requirements" section on pages 6-7. When planning objects and making improvements in the right-of-way, issues of safety and maintenance should be resolved prior to the final land use decision.

C-1 The Streetscape

Creating the Pedestrian Environment



Building corners are places of convergence. This iconic neighborhood corner is a wayfinder in the pedestrian environment, as well as a gathering space.

Belltown-specific supplemental guidance

a. reinforce existing retail concentrations;

b. vary in size, width, and depth of commercial spaces, accommodating for smaller businesses, where feasible;

c. incorporate the following elements in the adjacent public realm and in open spaces around the building:

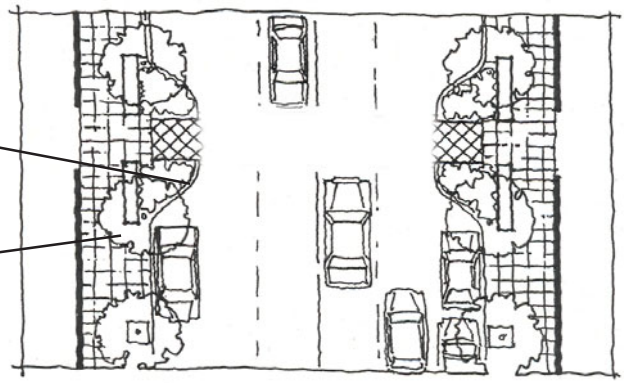
- unique hardscape treatments
- pedestrian-scale sidewalk lighting
- accent paving (especially at corners, entries and passageways)

Architectural scaling elements: the proportions, rhythms and dimensions of these largely transparent, open and inviting storefronts lend a human scale at the street level.

- creative landscape treatments (planting, planters, trellises, arbors)
- seating, gathering spaces
- water features, inclusion of art elements

d. Building / Site Corners. Building corners are places of convergence. The following considerations help reinforce site and building corners:

- provide meaningful setbacks/ open space, if feasible
- provide seating as gathering spaces
- incorporate street/ pedestrian amenities in these spaces
- make these spaces safe (good visibility)
- iconic corner identifiers to create wayfinders that draw people to the site



Streetscape amenities help buildings connect to, and enhance centers of commercial and social activity.

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. 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

The Streetscape
Creating the Pedestrian Environment

A street level use that integrates pedestrian amenities into the siting and design of the building.

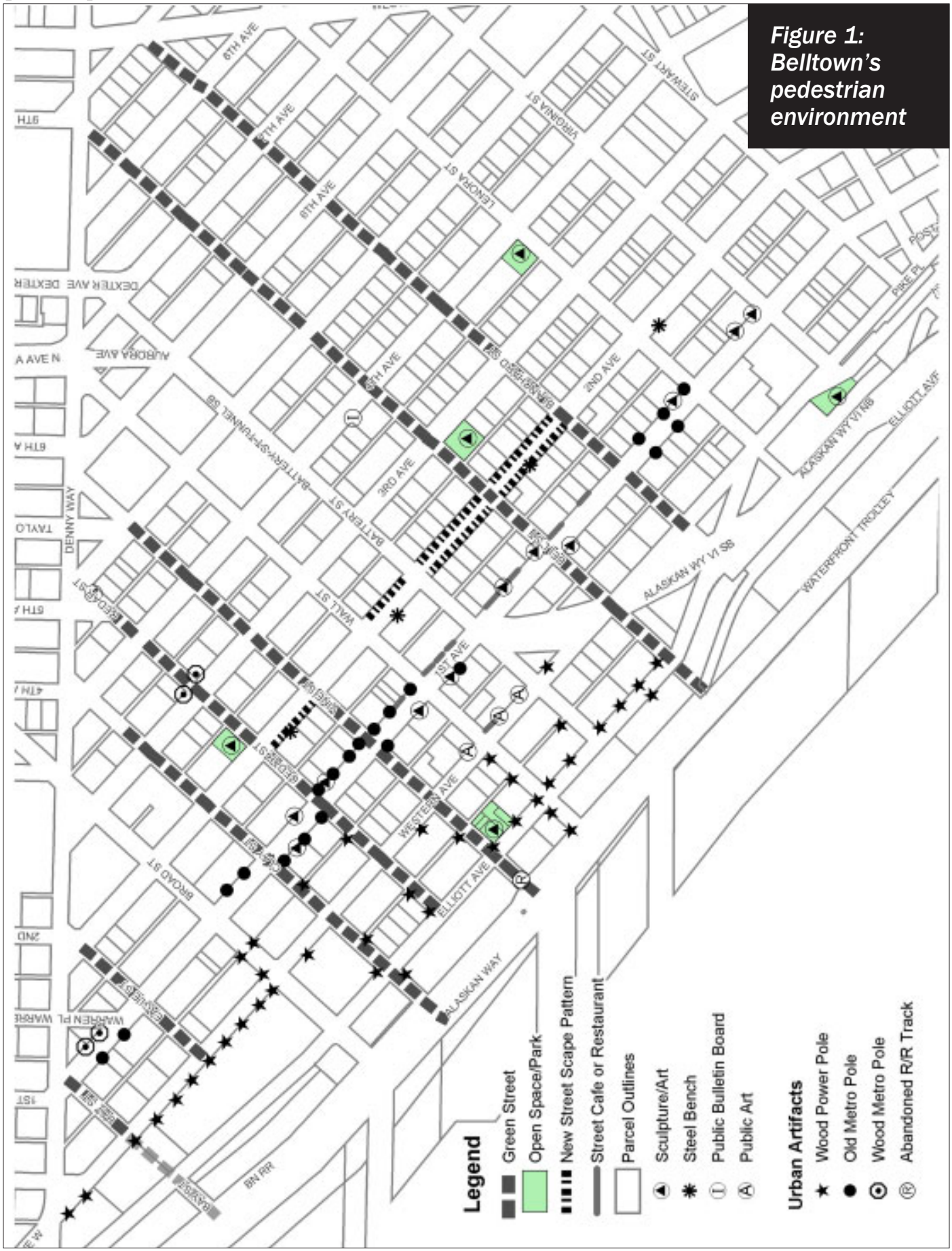
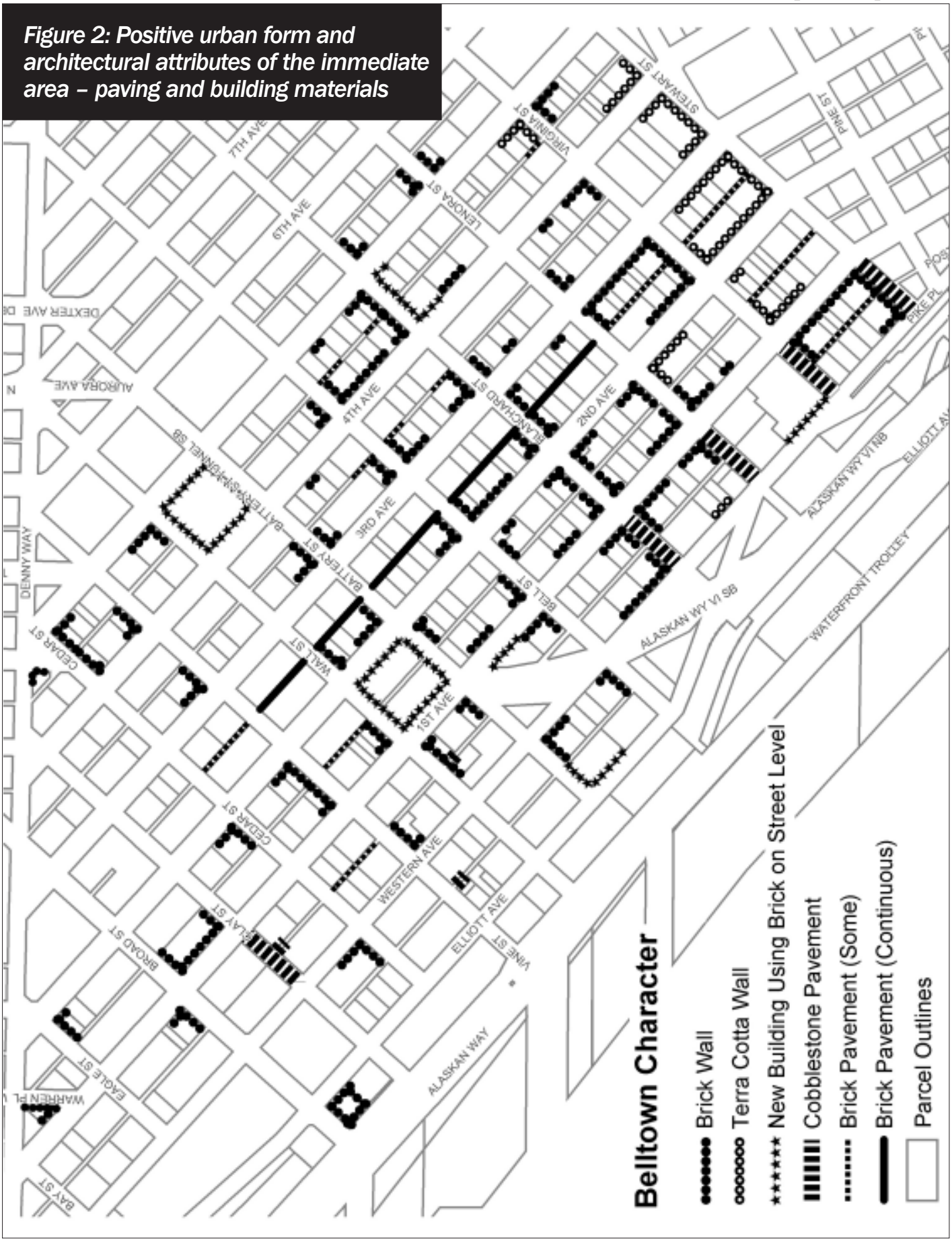


Figure 1: Belltown's pedestrian environment

Figure 2: Positive urban form and architectural attributes of the immediate area – paving and building materials



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
The Streetscape
Creating the Pedestrian Environment

Overhead weather protection is an important design consideration in Belltown to provide human scaled proportions and pedestrian comfort in the public realm. Pedestrian activity and pedestrian oriented uses are facilitated when weather protection is provided adjacent to the public sidewalk.

Belltown-specific supplemental guidance

Overhead weather protection should be designed with consideration given to:

a. the overall architectural concept of the building (as described in Guideline B-4);

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;

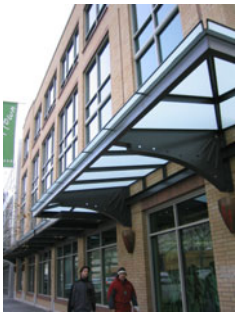
f. relationship to architectural features and elements on adjacent development, especially if abutting a building of historic or noteworthy character;

g. the scale of the space defined by the height and depth of the weather protection;

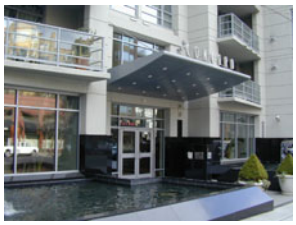
h. use of translucent or transparent covering material to maintain a pleasant sidewalk environment with plenty of natural light; and

i. when opaque material is used, the illumination of light-colored undersides to increase security after dark.

Belltown Precedent: Noteworthy awnings and canopies.



Notice the retractable design of this awning.



C-5
The Streetscape
Creating the Pedestrian Environment

Develop the alley facade.

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
The Streetscape
Creating the Pedestrian Environment

Like streets, alleys accommodate a variety of needs in Belltown. Alleys are used for access to parking, service and loading areas, and as pedestrian routes. When designing a building next to an alley, new developments should address all of these functions, and should compose a facade that does not turn its back on the alley.

Considerations

Spaces for service and utilities:

a. Services and utilities, while essential to urban development, should be screened or otherwise hidden from the view of the pedestrian.

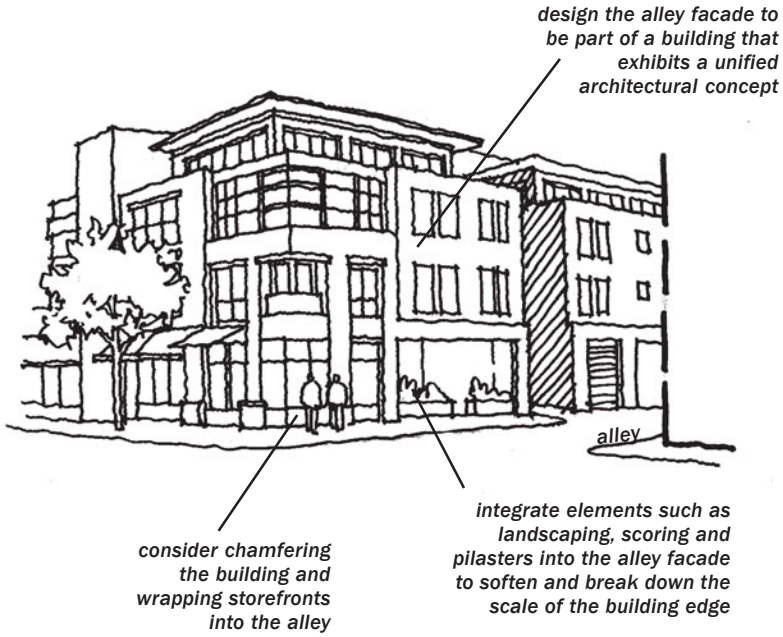
b. Exterior trash receptacles should be screened on three sides, with a gate on the fourth side that also screens the receptacles from view. Provide a niche to recess the receptacle.

c. Screen loading docks and truck parking from public view using building massing, architectural elements and/or landscaping.

d. Ensure that all utility equipment is located, sized, and designed to be as inconspicuous as possible. Consider ways to reduce the noise impacts of HVAC equipment on the alley environment.

To prevent cluttered, threatening alleys ...

... provide niches for services and conceal utilities to increase pedestrian safety and comfort.



Pedestrian environment

e. Pedestrian circulation is an integral part of the site layout. Where possible and feasible, provide elements, such as landscaping and special paving, that help define a pedestrian-friendly environment in the alley.

f. Create a comfortably scaled and thoughtfully detailed urban environment in the alley through the use of well-designed architectural forms and details, particularly at street level.

Architectural concept

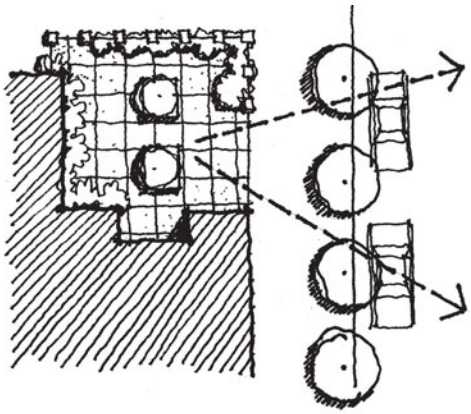
g. In designing a well-proportioned and unified building, the alley facade should not be ignored. An alley facade should be treated with form, scale and materials similar to rest of the building to create a coherent architectural concept.

Example of a pedestrian-friendly alley in Belltown.

Turn the corner: well designed alley facades contain the same features as the other sides of a building, including windows.

Provide inviting & usable open space.

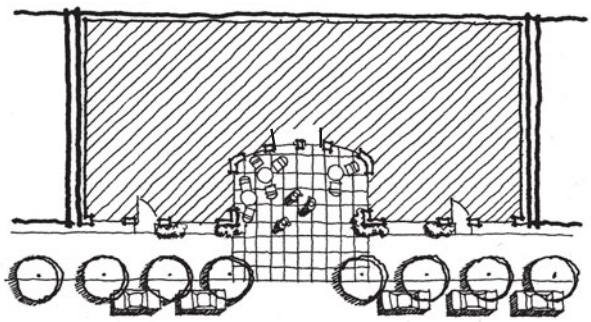
Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.



D-1

Public Amenities

Enhancing the Streetscape & Open Space



Developments that internally focus public outdoor areas at the expense of an active street environment are discouraged. Establish clear pedestrian connections from these spaces to buildings and streets (see sketches, above).

Open spaces such as plazas, courtyards and outdoor areas adjacent to sidewalks are an integral part of the social life of Belltown. They promote civic gathering, or they can provide a quiet refuge from the urban environment. The location, size, and design of an open space must be carefully considered in relation to its surroundings. Integrating open spaces that provide amenities for residents, workers and visitors is an important part of the neighborhood plan's urban village strategy.

Belltown-specific supplemental guidance

As a dense, urban neighborhood, Belltown views its streets as its front porches, and its parks and private plazas and spaces as its yards and gardens. The design and location of urban open spaces on a site or adjoining sidewalk is an important determinant in a successful environment, and the type and character of the open space should be influenced by the building's uses.

- Mixed-use developments are encouraged to provide useable open space adjacent to retail space, such as an outdoor cafe or restaurant seating, or a plaza with seating.
- Locate plazas intended for public use at/or near street grade to promote physical and visual connection to the street; on-site plazas may serve as a well-defined transition from the street. Take views and sun exposure into account as well.
- Define and contain outdoor spaces through a combination of building and landscape, and discourage oversized spaces that lack containment.
- The space should be well-buffered from moving cars so that users can best enjoy the space.

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. attractive pavers;

b. pedestrian-scaled site lighting;

c. retail spaces designed for uses that will comfortably "spill out" and enliven the open space;

d. areas for vendors in commercial areas;

e. landscaping that enhances the space and architecture;

f. pedestrian-scaled signage that identifies uses and shops; and

g. site furniture, art work, or amenities such as fountains, seating, and kiosks.

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:

h. courtyards that organize architectural elements while providing a common garden;

i. entry enhancements such as landscaping along a common pathway;

j. decks, balconies and upper level terraces;

k. play areas for children;

l. individual gardens; and

m. location of outdoor spaces to take advantage of sunlight and views.

Features such as planters help define the scale of a courtyard.

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Public Amenities

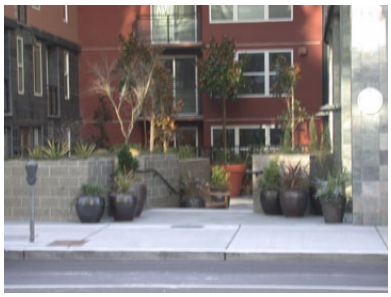
Enhancing the Streetscape & Open Space

Upper level terrace

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.

Quality landscaping is an essential component of the built form of the city. The usefulness and attractiveness of gathering places such as plazas and courtyards are enhanced by landscape elements. In general, new developments are expected to build on Belltown's tradition of distinctive landscape elements and provide: attractive and architecturally compatible landscape; landscaping and/or hard surface design that reinforces pedestrian activity at the street; and landscaping that presents a welcoming character to ground level uses and entrances facing the street.



Belltown-specific supplemental guidance

Landscape enhancement of the site may include some of the approaches or features listed below, where appropriate:

a. emphasize entries with special planting in conjunction with decorative paving and/or lighting;

b. use landscaping to make plazas and courtyards comfortable for human activity and social interaction;

c. distinctively landscape open areas created by building modulation, such as entry courtyards;

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Public Amenities

Enhancing the Streetscape & Open Space

Examples on this page define outdoor spaces through a combination of building and landscape.

d. provide year-round greenery — drought tolerant species are encouraged to promote water conservation and reduce maintenance concerns; and

e. provide opportunities for installation of civic art in the landscape; designer/artist collaborations are encouraged (e.g., Growing Vine Street).

Landscaping is crucial in making attractive, usable spaces created by building modulation.

Street Design

Belltown Precedent: Landscaping and outdoor furnishings invite activity and enhance the urban setting.

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Public Amenities
Enhancing the Streetscape & Open Space

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.

Place-making features

Belltown-specific supplemental guidance

Belltown is eclectic, diverse, eccentric and whimsical. New developments should incorporate elements on building facades, within open space, or on the sidewalk that refer to the neighborhood's rich art and history to reinforce a sense of place in Belltown.

Art and Heritage

Art and History are vital to reinforcing a **sense of place**. Consider incorporating the following into the siting and design**:**

a. vestiges of Belltown Heritage, such as preserving existing stone sidewalks, curbs (see Figure 2: Paving and Building Materials on pg. 15 for the locations of cobblestone/brick pavement and other character-defining materials);

b. art that relates to the established or emerging theme of that area (e.g., Western, 1st, 2nd, 3rd Avenue street-specific character. See "Street furniture/furnishings" under Guideline D-3, pgs. 25-27); and

c. install plaques or other features on the building that pay tribute to Belltown history.

D-3

Public Amenities

Enhancing the Streetscape & Open Space

Green Streets

Green Streets are street rights-of-way that are enhanced for pedestrian circulation and activity with a variety of pedestrian-oriented features, such as sidewalk widening, landscaping, artwork, and traffic calming. Interesting street level uses and pedestrian amenities enliven the Green Street and lend special identity to the surrounding area. See Figure 1: Belltown's Pedestrian Environment on pg. 14 for the locations of designated Green Streets in Belltown.

Street Hierarchy

The function and character of Belltown's streetscapes are defined street by street. In defining the streetscape for various streets, the hierarchy of streets is determined by street function, adjacent land uses, and the nature of existing streetscape improvements.

Transit Streets: 1st, 3rd, and 6th Avenues; Cedar and Broad Streets from Denny Way to 1st Avenue.

Street Furniture / Furnishings:

1st Avenue

Any new installations between Denny Way and Virginia Street should continue the established character of the street by using unique pieces of inexpensive and salvaged materials such as the Wilkenson sandstone pieces that are currently in place. South of Virgnia, new installations should reflect the character of the Pike Place Market.

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Public Amenities

Enhancing the Streetscape & Open Space

3rd Avenue

New installations on 3rd Avenue should continue to be "civic" and substantial and be reflective of the role the street plays as a major bus route.

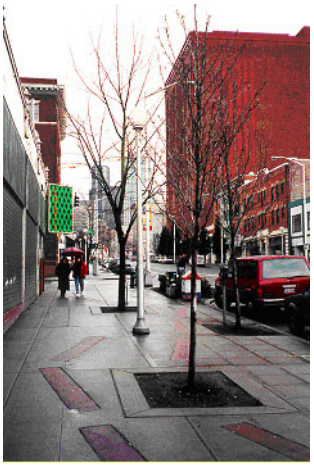
Street Hierarchy (cont.)

Arterial Streets: 2nd Avenue and 4th Avenue; Broad Street, Wall Street, Battery Street from 1st Avenue to Denny Way, Lenora Street, Virginia Street and Stewart Street.

Street Furniture / Furnishings:

2nd Avenue

New installations on 2nd Avenue should continue the style of "limited edition" street art that currently exists between Cedar Street and Virginia Street. Examples include the following:



4th Avenue

Street furnishings on 4th Avenue should be "off-the-shelf"/catalogue modern to reflect the high-rise land uses existing or permitted along that corridor.

D-3 Public Amenities

Enhancing the Streetscape & Open Space

Bike racks:

off-the-shelf models, and

custom designs to dress up the sidewalk.

Street Hierarchy (cont.)

Promenade Streets: 1st Avenue, 2nd Avenue, 3rd Avenue, 5th Avenue, Alaskan Way

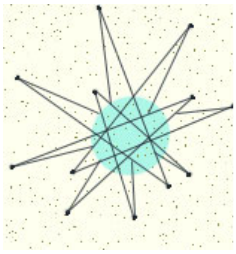
Street Furniture / Furnishings:

1st , 2nd and 3rd Avenues

See above. Sidewalks should be wide and pedestrian amenities like benches, kiosks and pedestrian-scale lighting are especially important on promenade streets.

5th Avenue

Installations on 5th Avenue are encouraged to have a futuristic or "googie" architectural theme to reflect the presence of the monorail as part of the streetscape.



D-3
Public Amenities
Enhancing the Streetscape & Open Space

Emerging Multi-Use Connector Streets: Western Avenue, Elliott Avenue

These streets offer good connections between Pike Place Market and the new sculpture garden. The area is experiencing a fair amount of residential growth. Like 1st Avenue, these streets are receiving eclectic public art and varied facades, and ultimately both will become promenade-type streets.

Street Edge / Furnishings:

- Concentrate pedestrian improvements at intersections with Green Streets (Bell, Blanchard, Vine, Cedar between 1st and Elliott, Clay, Eagle, and Bay Streets).
- Pedestrian crossings should be "exaggerated," that is they should be marked and illuminated in a manner where they will be quickly and clearly seen by motorists.

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.

The individual mostly interacts with a building at the street level, and this helps influence our perception of the entire place. Rich visual details such as signs at the street level add interest and character to the facade, setting the stage for an active street environment.

Considerations

If the project is large, consider designing a comprehensive building and tenant signage system using one of the following or similar methods:

a. Use signs on an individual storefront's awning, overhang, shop entrance, or building facade to add interest and give a human dimension to street-level building facades; and

b. Show creativity and individual expression in the design of signs.

c. Use signs to help distinguish the ground level of a building from the upper levels of a building; and

d. Establish a rhythm of elements along the street-level facade; for instance, the regular cadence of signs with storefronts enhances the pedestrian experience.

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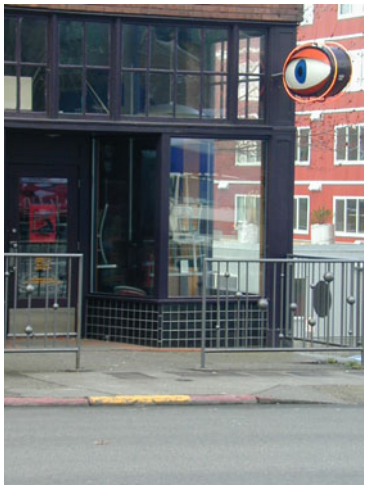
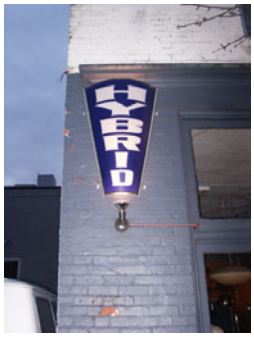
Public Amenities
Enhancing the Streetscape & Open Space

Belltown Precedent: Signs that add richness to the street environment.



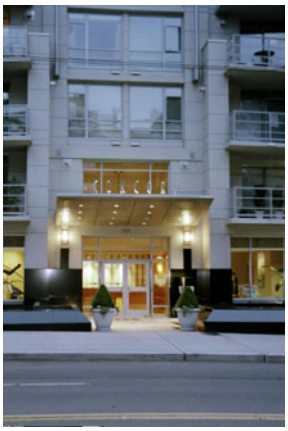


D-4 Public Amenities

Enhancing the Streetscape & Open Space

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.



Considerations

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.

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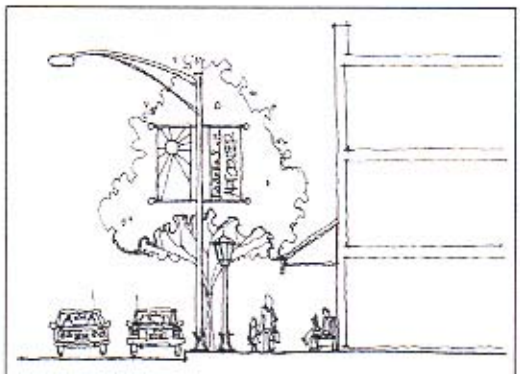
Public Amenities

Enhancing the Streetscape & Open Space



A lighting program should consist of street lighting, pedestrian lighting, and internal illumination from storefronts.

Appendix

Belltown Historic and Icon Building Inventory

Guide to Belltown Historic and Icon Building Map

Buildings Already Landmarked

1. *Terminal Sales, 1932 1st Avenue (SL)*
2. *Oxford (Butterworth) 1921 1st Avenue (NR)*
3. *Moore Theatre/Hotel, 1932 2nd Avenue (NR,SL)*
4. *Josephinium (New Washington), 1902 2nd Avenue (NR,SL)*
5. *Guiry Hotel, 2101-2105 ½ 1st Avenue (SL)*
6. *Schillestad Building, 2111 1st Avenue (SL)*
7. *Barnes Building (Odd Fellows Hall), 2320 1st Avenue (NR,SL)*
8. *Austin A. Bell Building, 2324 1st Avenue (NR,SL)*
9. *Seattle Empire Laundry Building, 66 Bell Street (SL)*
10. *Fire Station No. 2, 2334 4th Avenue (SL)*
11. *Hull (A-1 Laundry), 2401 1st Avenue (NR,SL)*
12. *P-Patch Cottages, 2512-2516 Elliott Avenue (SL)*
13. *New Pacific, 2600-04 1st Avenue (SL)*
14. *Seattle, Chief of the Suquamish Statue, 5th and Denny (NR)*

NR - National Historic Register
SL - Seattle Landmark

Icon Buildings

1. *Lebuznik, 1924 1st Avenue*
2. *Terminal Sales Annex, 1931 2nd Avenue*
3. *Façade of Bethel Temple, 2033 2nd Avenue*
4. *Haddon Hall, 1921 3rd Avenue*
5. *Palladian*
6. *Denny Hall Building*
7. *Pathe Building*
8. *Securities, 1904 3rd Avenue*
9. *Centennial Building, 414 Stewart Street*
10. *Marshall Building, 2013 4th Avenue*
11. *Clairemont Hotel, 2000 4th Avenue*
12. *Griffin, 2005 5th Avenue*
13. *Sheridan Apartments, 2011 5th Avenue*
14. *Western & Blanchard Building*
15. *Lewiston, 2201 1st Avenue*
16. *Scargo, 2205 1st Avenue*
17. *Egbert/Appex Co-op, 2225 1st Avenue*
18. *Kasota, 2212 1st Avenue*
19. *Donald Apartments, 2204 1st Avenue*
20. *Humphrey, 2205 2nd Avenue*
21. *Rivoli, 2127 2nd Avenue*
22. *El Rey, 2119 2nd Avenue*
23. *Castle, 2132 2nd Avenue*
24. *Army Building, 2111 3rd Avenue*
25. *Oregon, 2305 1st Avenue*
26. *Dorothy Day House, 2300 1st Avenue*
27. *William Tell Hotel*
28. *MGM Building, 2331 2nd Avenue*
29. *Speakeasy Building*
30. *2134 3rd Avenue*
31. *Cornelius, 306 Blanchard*
32. *Adams, 2011 5th Avenue*
33. *Fleming, 2321 4th Avenue*
34. *Franklin, 2302 4th Avenue*
35. *Charlesgate, 2230 4th Avenue*
36. *Law Office, Blanchard & 4th Avenue*
37. *Windham, 420 Blanchard*
38. *5th Avenue Court, 2132 5th Avenue*
39. *87 Wall Street*
40. *Ace Hotel, 2425 1st Avenue*
41. *81 Vine Street*
42. *2nd & Vine Street*
43. *Lexington & Concord, 2408 2nd Avenue*
44. *Trianon Building, 2505 3rd Avenue*
45. *Payless Drug Building, 2603 3rd Avenue*
46. *3rd & Vine Street*
47. *Devonshire, 420 Wall Street*
48. *Stonecliff, 2602 4th Avenue*
49. *Davenport, 420 Vine Street*
50. *Edwards on Fifth, 2619 5th Avenue*
51. *Tillicum Square Buildings*
52. *Zeeks Pizza Building*
53. *2700 4th Avenue*
54. *Watermarke, 320 Cedar Street*
55. *IBEW Building*
56. *Labor Temple*
57. *Bremer Apartments*
58. *Windermere Apartments*
59. *William Daniels Apartments, 3001 1st Avenue*
60. *Grange Headquarters, 3104 Western Avenue*
61. *Denny Industrial Buildings*