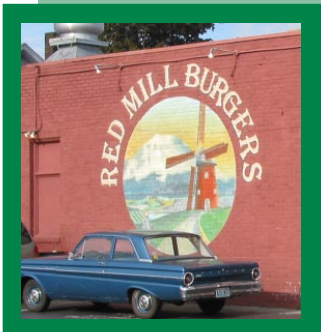




GREENWOOD/PHINNEY *neighborhood*



Design Guidelines

effective April 7, 2006



City of Seattle
Department of Planning
and Development



Seattle Design Review Program

Design Review: *Greenwood/Phinney
Neighborhood
Design Guidelines*

Contents

Background Information

Design Review in Seattle’s Neighborhoods	III
Context and Priority Issues: Greenwood Core	IV

Design Guidelines

Design Guidelines Checklist	3
A. Site Planning	5
B. Height, Bulk, and Scale	6
C. Architectural Elements and Materials	8
D. Pedestrian Environment	11
Town Center Specific Guidelines	13

Appendix

Positive Design Examples	17
--------------------------	----

Acknowledgments

Greenwood/Phinney Design Guidelines Committee:

Matt Anderson	Michael McGinn
Ed Medeiros	Stacey Romberg
Gary Brunt	Marty Spiegel
Rob Fellows	Irene Wall

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 given to fundamental design principles. Design Review is intended to affect how new development can contribute positively to Seattle’s neighborhoods. Design guidelines offer a flexible tool, an alternative to prescriptive zoning requirements that 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 fits sensitively 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 and 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 or to staff through Administrative Design Review. The final decision on Design Review is made by the DPD Director, together with the decisions on any other MUP components. This decision can be appealed to the Hearing Examiner.

What are Neighborhood-Specific Design Guidelines?

Design Review uses both the 26 Citywide Guidelines and guidelines that are specific to individual neighborhoods. Once adopted by the City Council, neighborhood-specific design guidelines augment the Citywide Guidelines. Together they are the basis for project review within the neighborhood.

The guidelines for Greenwood/Phinney augment the existing Citywide Design Guidelines

The Greenwood/Phinney 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 a neighborhood values most in the face of change. Thus, a neighborhood’s guidelines, in conjunction with the Citywide Design Guidelines, can increase overall awareness of good design and involvement in the design review process.

More About Design Review

More information about Design Review can be found in the Seattle Municipal Code (SMC 23.41—online at www.seattle.gov/dpd/LandUse/RelatedCodesRules.asp) and in the Citywide Design Guidelines (online at www.seattle.gov/dpd/Publications/Design_Review_Guidelines), or by contacting the Design Review Program manager (online at www.seattle.gov/dpd/CityDesign/ProjectReview/DRP). Another important way the public can influence new development is by serving on one of the City’s seven Design Review Boards.

Context and Priority Issues: Greenwood Core

The first “Key Integrated Strategy” of the 1999 Greenwood/Phinney Ridge Neighborhood Plan is “The creation of a vital Greenwood that supports an economically viable main street along Greenwood Avenue North and a redeveloped town center.” This strategy envisions:

- The creation of vital pedestrian streetscapes
- a pedestrian-friendly walkway from Greenwood Avenue North west into the business core, and improved sidewalks
- traffic calming
- lighting, landscaping and a parking and transportation management program to enhance the main street and town center

As part of the implementation of the neighborhood plan, the 2001 Greenwood/ Phinney Main Street Design Report identified actions to pursue this strategy. The design report identifies key pedestrian links and street improvements to upgrade circulation, visual character, pedestrian conditions and ultimately the economic development of the Greenwood Business Core.

The Greenwood Neighborhood Specific Design Guidelines are another part of implementing the urban design objectives in the plan and the design report.

Guidelines under a final section, **Town Center Center Specific Guidelines**, directly address these objectives.

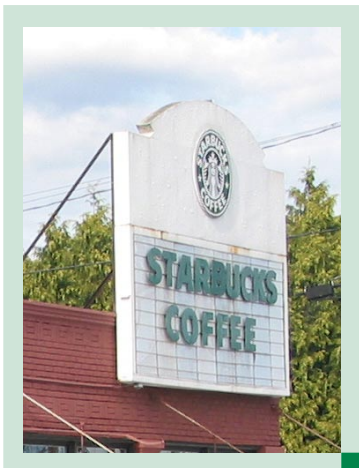
It is especially important that development projects in the Greenwood Business Core, particularly those projects on sites over ¼ acre and those on corner lots, implement objectives of the neighborhood plan and the design report by addressing the following:

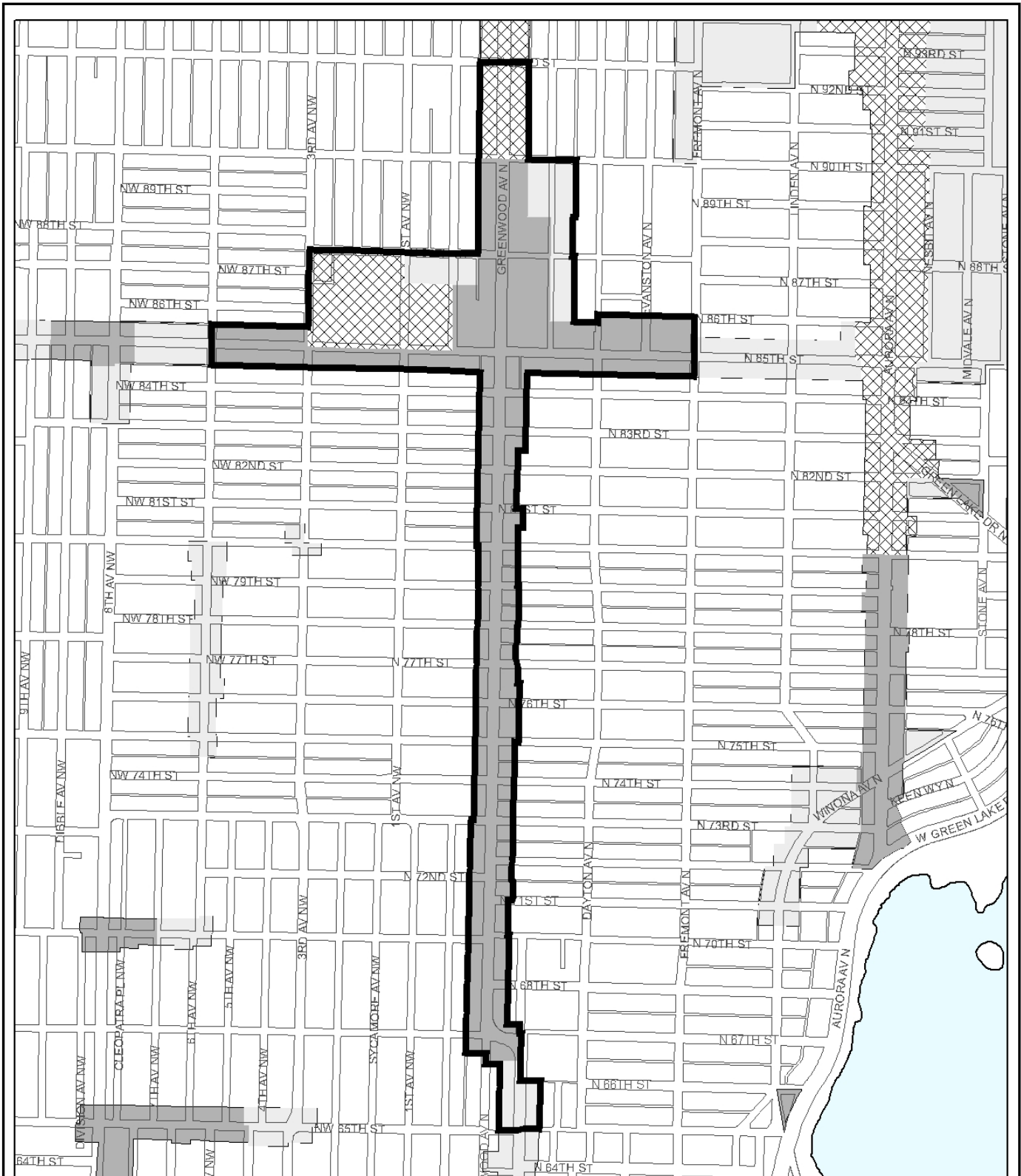
- Locating the building adjacent to the public sidewalk or orienting the building to a plaza or publicly accessible open space that is located adjacent to the sidewalk. A continuous “street

wall” of commercial development is particularly important along Greenwood Avenue North between North 84th and North 87th Streets and along North 85th Street between Palatine Avenue North and Phinney Avenue North.

- Providing sidewalks along the street rights-of-way that are at least 12 feet wide. Include street trees and other plantings between the street and the main walkway to provide a buffer between pedestrians and vehicle traffic.
- Providing pedestrian-oriented facades and entrances along public rights-of-way and designated pedestrian pathways (including proposed east-west pedestrian walkways in the design report). “Pedestrian-oriented facades” generally feature window areas or window displays, artwork or other amenities along the majority of the ground floor, and substantial weather protection.
- Providing a mid-block, east-west pedestrian walkway as identified in the design report.
- Providing landscaping where possible, particularly along the proposed mid-block pedestrian walkways.
- Minimizing paved surfaces devoted to vehicle circulation and parking, excepting that circulation improvements may be needed in areas where the street grid is incomplete. Below-grade or in-structure parking is strongly recommended.
- Minimizing the impact of driveways on pedestrian travel.
- Ensuring that public open spaces and pedestrian travel routes have sidewalks or other walkways, are safe and well lit, and respond to Crime Prevention Through Environmental Design (CPTED) principles.
- Employ façade modulation and articulation to provide appropriate human and architectural scale.

Greenwood/Phinney Neighborhood Design Guidelines





Greenwood-Phinney Ridge Urban Village



Prepared by: Department of Planning and Development
April 19, 2005

- | | | | | | |
|--|-------------------------|--|-------------------|--|---------------|
| | Downtown | | Mixed-Use | | Multi-Family |
| | Commercial | | Industrial | | Single Family |
| | Neighborhood Commercial | | Major Institution | | |

© 2005 CITY OF SEATTLE. All rights reserved.
No warranties of any sort, including accuracy, fitness or merchantability, accompany this product.

NORTH

0 120240 480 720 960 1200
Feet

Note: Design Review does not apply to all zones. See Citywide Guidelines for details. Additionally, zoning areas on this map are for general reference only. For confirmation of a specific property's zoning, contact the Department of Planning and Development.

Where Greenwood Guidelines Augment General Guidelines

The Greenwood Design Guidelines apply within the Greenwood/Phinney Urban Center Village and augment the 1998 General Guidelines for Multifamily & Commercial Buildings. The chart below indicates whether Greenwood-specific supplemental guidance is provided.

Citywide Design Guidelines at a Glance

Greenwood-specific supplemental guidance needed?

Site Planning

A-1	Respond to Site Characteristics	Yes
A-2	Streetscape Compatibility	Yes
A-3	Entrances Visible from the Street	No
A-4	Human Activity	No
A-5	Respect for Adjacent Sites	No
A-6	Transition Between Residence and Street	No
A-7	Residential Open Space	No
A-8	Parking and Vehicle Access	No
A-9	Location of Parking on Commercial Street Fronts	No
A-10	Corner Lots	No

Height, Bulk and Scale

B-1	Height, Bulk and Scale Compatibility	Yes
------------	--------------------------------------	------------

Architectural Elements and Materials

C-1	Architectural Context	Yes
C-2	Architectural Concept and Consistency	Yes
C-3	Human Scale	Yes
C-4	Exterior Finish Materials	Yes
C-5	Structured Parking Entrances	No

Pedestrian Environment

D-1	Pedestrian Open Spaces and Entrances	Yes
D-2	Blank Walls	Yes
D-3	Retaining Walls	No
D-4	Design of Parking Lots Near Sidewalks	No
D-5	Visual Impacts of Parking Structures	No
D-6	Screening of Dumpsters, Utilities and Service Areas	No
D-7	Pedestrian Safety	No

Landscaping

E-1	Landscaping to Reinforce Design Continuity with Adjacent Sites	No
E-2	Landscaping to Enhance the Building and/or Site	No
E-3	Landscape Design to Address Special Site Conditions	No

A. Site Planning

A-1 Responding to Site Characteristics

Numerous east-west streets offer excellent views of Green Lake, Puget Sound and the Olympic and Cascade Mountains from Greenwood Avenue North. Where possible buildings should be located to take advantage of these views and to enhance views from the public right-of-way. Examples of methods to do this include setbacks from view corridors, landscape elements and street trees to frame views rather than block them, and pedestrian spaces with views of the water and mountains.

A-2 Streetscape Compatibility

a. Reinforcement of Commercial and Residential Development Patterns

Commercial development in the Greenwood/Phinney corridor has historically been oriented toward the street, with buildings up against the sidewalks. Most residential developments have modest landscaped setbacks and first floors are built slightly above grade to allow for privacy and a sense of transition from the street. Continuing this pattern will reinforce the character of both the business districts and residential areas. Consider:

1. Build commercial development up to the sidewalk where possible. Along North/Northwest 85th Street, new commercial buildings should be set back sufficiently to provide 12-foot minimum sidewalks (including street trees and other plantings). Commercial buildings may be setback off the street if pedestrian-oriented space is provided that is enhanced with humanizing components such as trees and other plants, site furnishings and high-quality, well-detailed pavements between the sidewalk and the building.
2. Residential buildings (on Greenwood Avenue North and North/Northwest 85th Street) should be setback where possible five to 15 feet from the sidewalk to provide extensive landscaping in the front yard. When possible, first floor residential units facing Greenwood Avenue North or North/Northwest 85th Street should be located at least three feet above the sidewalk level to provide a sense of privacy and surveillance over the street.



The small, heavily landscaped setback of this residential building on Greenwood Avenue North and North 76th Street enhances the residential environment.

b. Treatment of Side Streets

Some treatment of side-streets off of Greenwood Avenue North and 85th Street is important to create an effective transition to residential neighborhoods. Some options to consider include:

- setbacks with view-framing landscaping (see A-1);
- arbors with hanging plants; and
- small outdoor spaces with trees and landscaping.



Site Planning
responding to site
characteristics

streetscape
compatibility

B. Height Bulk & Scale

B-1 Height, Bulk and Scale Compatibility

a. Impact of New Buildings on the Street

Consider the setback of upper stories of new mixed-use development on Greenwood Avenue North and North/Northwest 85th Street to reduce the dominance of new buildings on the street.

Also, new commercial development should respect the small-scale historical pattern of storefronts on Greenwood Avenue North. Typically, the older storefronts are about 50 feet in width and feature brick, stone or other masonry units. Some also feature architectural details that provide interest and a human scale to the buildings.

b. Zone Edges

Careful siting, building design and massing are important to achieve a sensitive transition between more intensive and less intensive zones. Consider design techniques including:

- increasing the building setback from the zone edge at the ground level;
- reducing the bulk of the building's upper floors nearest to the less intensive zone;
- reducing the overall height of the structure; and
- using of extensive landscaping or decorative screening.

Design departures

If alternative techniques are used to successfully achieve a sensitive transition between these zones, the following departures are suggested for consideration by applicants and board members to offset the loss of any development opportunity within the Greenwood/Phinney neighborhood:

- relax the minimum size limit for nonresidential uses—allow up to a 15 percent reduction in the required commercial area; and
- relax the residential amenity or setback requirements.

This provision is not meant to preclude the granting of departures as allowed in section 23.41 of the Seattle Land Use Code.



Height, Bulk and Scale

height, bulk and scale compatibility

An additional zone edge design option may be desirable in areas where an alley does not exist:

- Allow for a building's ground floor to be built to the property line of the less intensive zone as long as the building wall is less than a single story, contains no windows and upper floors are stepped back appropriately.

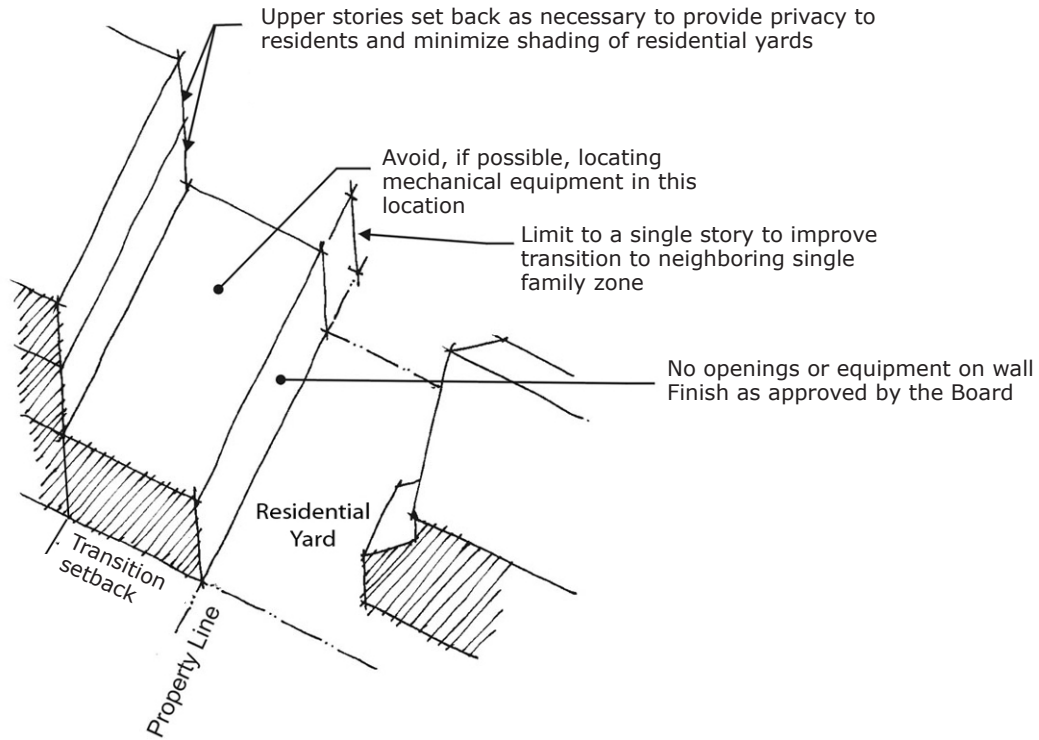


Figure 3: This zone edge option may be desirable in instances where there is no alley between the residential and non-residential uses.

B

Height, Bulk and Scale

height, bulk and scale compatibility

C. Architectural Elements and Materials

C-1 Architectural Context

a. Signage

The design and placement of signs plays an important role in the visual character and identity of the community. Key aspects of this effort are to ensure that the signs are at an appropriate scale and fit in with the building's architecture and the local district. Small signs are encouraged in the building's architecture, along a sign band, on awnings or marquees, located in windows or hung perpendicular to the building façade.

The following signs are generally discouraged:

- Large illuminated box (back-lit "can") signs, unless they are treated or designed to be compatible with the character of surrounding development. Back-lit awnings should be limited to one horizontal-mounted lighting tube. Small neon signs are an alternative as long as they are unintrusive to adjacent residences.
- Pole-mounted signs. Small monument signs are encouraged as part of low walls screening parking and abutting pedestrian-oriented space. Design should not present a visibility problem to a driver, pedestrian or bicyclist.

b. Façade Articulation and Modulation

Façade articulation and modulation in the Greenwood/Phinney Ridge Planning Area are most critical in multi-family residential buildings. Use of façade articulation and architectural elements is encouraged to make new construction compatible with the surrounding architectural context. Architectural features such as those listed below can add further interest to a building, and lend buildings a human scale:

- Pitched roof
- Covered front porch
- Vertically proportioned windows
- Window trim and eave boards



Architectural Elements and Materials

architectural context

Similar roof, window treatment, proportional massing and setbacks provide a level of continuity between these structures despite the size difference.



Architectural Elements and Materials
architectural context

Façade modulation and articulation are less critical in commercial or mixed-use structures as long as appropriate levels of detail are present to break up the façade. Many of these structures are simple boxes that are well-fenestrated and contain a number of details that add interest at the ground level and lend buildings a human scale. Modulation of commercial and mixed-use structures at the street level is discouraged unless the space or spaces created by the modulation are large enough to be usable by pedestrians.

C-2 Architectural Concept and Consistency

a. Architectural Styles

The Greenwood Avenue North/Phinney Avenue North and North/Northwest 85th Street corridors are characterized by their utilitarian, non-flamboyant, traditional architectural styles (except for churches). Some important points to consider in making new development consistent and compatible with existing development include:

- small-scale architectural details at the ground level, including color, texture/patterns, materials, window treatment, sculptural elements, etc;
- landscaping is an important component of the overall character, particularly for residential development; and
- personalization of individual businesses is a key feature of both corridors.



Personalization of businesses is a key feature along Phinney/Greenwood Avenue North and North 85th Street.

C

Architectural Elements and Materials

architectural concept and consistency

human scale

exterior finish materials

b. Building Entrances

Almost all of the existing buildings located at corners along the Greenwood Avenue North/Phinney Avenue North and North/Northwest 85th Street corridors have entrances at the corner. Even when the principal off-street parking areas are located on the side of the building, a primary building entrance should be located at the corner. This concept is consistent with traditional neighborhood commercial designs and important in facilitating pedestrian activity at the street corners.

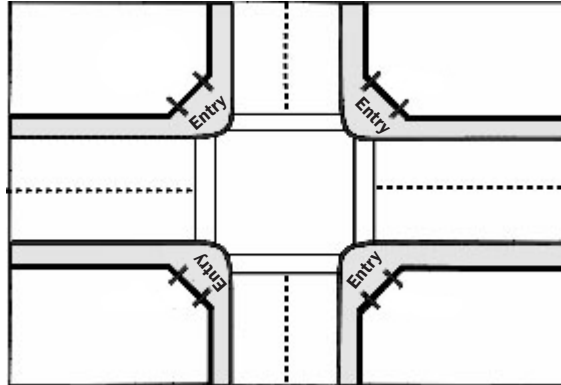


Figure 6: Corner building entries are encouraged.

C-3 Human Scale

New multi-story developments should consider methods to coordinate a building's upper and lower stories. The parts should function as a composition—not necessarily requiring the top and bottom to be the same or similar.

C-4 Exterior Finish Materials

New buildings should feature durable, attractive and well-detailed finish materials. Examples of structures in the neighborhood that feature desirable exterior finish materials are provided in the Appendix.

a. Building Materials in the Greenwood Avenue North/Phinney Avenue North and North/Northwest 85th Street Corridors

Again, buildings within these corridors are characterized by their utilitarian, non-flamboyant, traditional architectural styles. Brick is the most common surface treatment in the commercial areas and should be encouraged. Plastic awnings should be strongly discouraged. As an alternative, architectural canopies are encouraged to provide weather protection and a place for business signage.

D. Pedestrian Environment

D-1 Pedestrian Open Spaces and Entrances

a. Pedestrian Open Spaces

Small, usable open spaces are an important design objective. Open spaces incorporating the following features are encouraged with new commercial and mixed-use development:

- Good sun exposure during most of the year
- Located in areas with significant pedestrian traffic
- Storefront and/or residential windows face onto open space, at or above the ground level
- There are a variety of places to sit
- Pedestrians have something to look at, whether it is a view of the street, landscaping, a mural, etc.

b. North/Northwest 85th Street Corridor and Greenwood Avenue North Corridor, North of North 87th Street

New development should enhance the pedestrian environment and encourage pedestrian activity along the North/Northwest 85th Street corridor and the Greenwood Avenue North corridor, north of North 87th Street. The following measures should be encouraged:

- Building entries facing the street
- Pedestrian-oriented facades
- Weather protection
- Below-grade parking, when possible



Pedestrian Environment

pedestrian open spaces and entrances

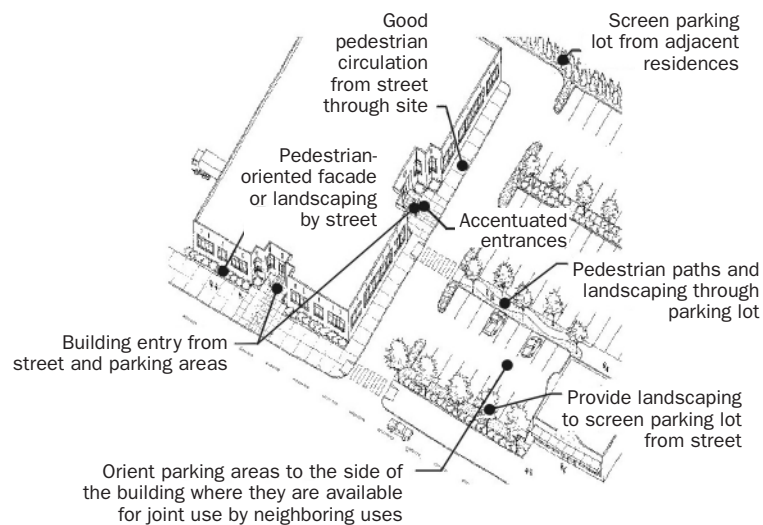


Figure 7: A good site design example for North/Northwest 85th Street.

c. Pedestrian Amenities

When possible, new development should integrate pedestrian amenities including but not limited to street trees, pedestrian lighting, benches, newspaper racks, public art and bike racks to maintain and strengthen pedestrian activity.

D-2 Blank Walls

Storefronts are encouraged to be located at the sidewalk edge, particularly in neighborhood commercial districts, and should be continuous, minimizing blank walls.

Where unavoidable consider treating blank walls with one or more of the methods suggested in the Citywide Design Guidelines, including:

- installing vertical trellis in front of the wall with climbing vines or plant material;
- employing small setbacks;
- employing different texture, colors, or materials;
- providing art or murals.

Note: Successful murals typically require a clear vision, a strong theme (historical, cultural, etc.), some flair or whimsy, and exemplary execution.

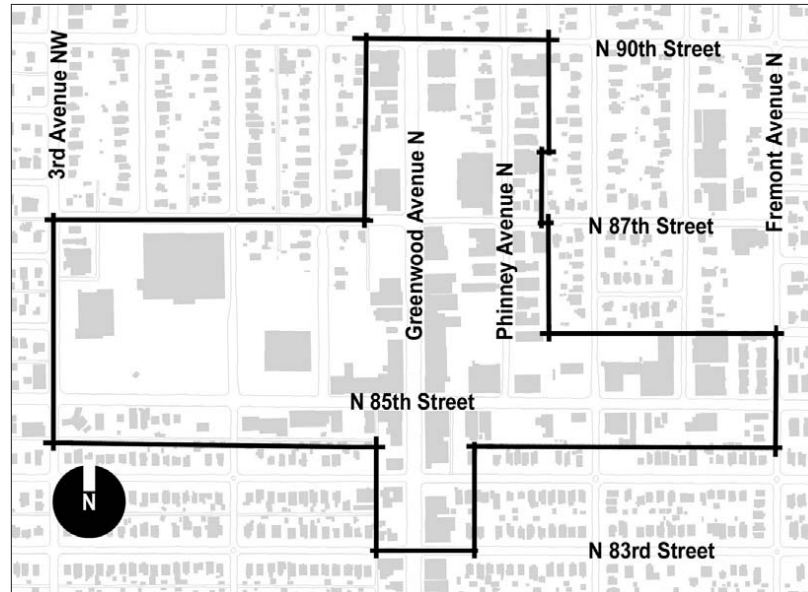


Pedestrian Environment

blank walls

Town Center Specific Guidelines

The following Town Center Specific Design Guidelines were developed from the urban design recommendations contained in the 2002 Greenwood Town Center Plan. The Town Center Plan provides significant additional detail regarding each of the urban design concepts discussed below. The plan also contains recommendations that address other redevelopment concepts including the potential use of contract rezones, traffic improvements and streetscape improvements. For a copy of the Town Center Plan, contact the Seattle Department of Neighborhoods at (206) 615-0950 or www.seattle.gov/neighborhoods.



Greenwood Town Center



This mid-block connection offers a pedestrian corridor activated by entrances onto the space and movable seating.

Compatibility

Consider using the human-scale historical pattern of storefronts on Greenwood Avenue North as a guide in developing new structures abutting Town Center streets. New development should respond to Greenwood’s existing context by matching window and opening proportions, entryway patterns, scale and location of building cornices, proportion and degree of trim work and other decorative details, and employing a variety of appropriate finish materials.

Mid-Block Connections

Where relevant, consider incorporating and enhancing the mid-block connection concept. Mid-block connections should be visually open and activated by pedestrian lighting, landscaping and human scaled, pedestrian-oriented architectural features and details. Inclusion of public art and neighborhood signage is encouraged. These connections should align with the mid-block crosswalk and may vary in width.



Town Center
compatibility
mid-block
connections

Open Space

Encourage a publicly accessible urban plaza, potentially incorporated into one of the north-south streets and any proposed mid-block connection. This adjoining street could be temporarily closed to traffic for special public gatherings. The plaza could include seasonal landscaping and year-round green, seating walls, benches or other street furniture, and public art.

With its extensive landscaping, this plaza feels like a protected, relaxing park. Movable seating creates small gathering spaces, but can be removed for special public gatherings.



Town Center

open space

street pattern

landscaping

Street Pattern

New development should respond to the existing street pattern to create pedestrian and visual continuity.

Landscaping

Use of plants that are native to the Pacific Northwest is encouraged. In parking areas consider using architectural raised planters, earth berms, terraced planters and trellises. New development should include streetscape improvements to the public street and private internal drives where possible. Coordinate landscaping and tree location to maintain visibility of business signage.

Plantings enhance the street's vitality while maintaining visibility of business signage.



Pedestrian Lighting

Provide lighting that enhances pedestrian safety and comfort. Pedestrian street lights should conform to the existing Greenwood lighting design plan (Lumec Z-14 Green finish GN8TX). New buildings are encouraged to incorporate custom lighting fixtures along sidewalks and public pathways. Special care should be made to not over-illuminate.

Street Elements

Integrate public art into buildings and landscaping. Small signs—especially blade signs that hang over sidewalks—should be incorporated. Signage for way-finding, especially parking, is encouraged. Coordinate signage plans with the Greenwood/Phinney Main Street Plan.



Figure 11: Small signs that hang over the sidewalk create a pedestrian friendly shopping atmosphere.



Town Center
pedestrian lighting
street elements
structure orientation

Structure Orientation

Buildings should generally be built to the edge of sidewalks without setbacks so that ground floor uses are visible and accessible from the pedestrian circulation system. The impacts of new structures on solar exposure should be considered. Buildings located on corners should be oriented to the corner and include entries, windows, canopies or other special architectural treatment. Automobile access, circulation or parking should not be located at the intersections of public streets. Blank walls should be avoided where possible and mitigated with architectural treatment where they are unavoidable. Mitigation might include small setbacks with planters and other landscaping, wall-hung trellises, indentations and modulation, and integration of art pieces.

Parking and Vehicular Circulation

Where it is necessary to include parking adjacent to a public street, consider mitigating the visual impacts with street trees, landscaping or other design features.

- Curb cuts along North/Northwest 85th Street should be consolidated where feasible.
- Entrances to parking could include special paving and other sidewalk treatments and amenities, such as additional landscaping, signage or art.
- Access to off-street parking around Palatine Avenue North, First Avenue North and Third Avenue North should be consolidated where feasible.
- Access at Second Avenue Northwest's alignment is also acceptable to reinforce the grid pattern.

Mass and Scale

Consider reducing the impact or perceived mass and scale of large structures by modulating upper floors; varying roof forms and cornice lines; varying materials, colors and textures; and providing vertical articulation of building facades in proportions that are similar to surrounding plat patterns.



Town Center

parking and
vehicular circulation

mass and scale

Appendix: Positive Design Examples



Figure A-1: Starbucks/Red Mill Burger site (North 67th Street and Phinney Avenue North). This building's human scale, storefront windows, traditional materials, weather protection, wide sidewalks, and seating areas, in addition to its unique location and views, make it one of the most popular sites in the neighborhood.

Figure A-2: Apartment building (Greenwood Avenue North and North 76th Street). Streetfront setbacks, landscaping, and building modulation make this one of the better multifamily building examples in the neighborhood.



Figure A-3: 74th Street Ale House (Greenwood Avenue North and North 74th Street). This building's modest scale, traditional storefront features, and surrounding landscaping treatments make it a positive feature of the neighborhood.

Figure A-4: Cobblestone Used Furniture (Greenwood Avenue North between North 84th and North 85th Streets). Again, a modest scale and traditional storefront features make this a good example. The decorative tile use, inset entry, and display windows add interest. Although the sign is large, its detailing and execution make it appropriate in its context.



Figure A-5: Greenwood Avenue North and North 73rd Street. Human scale elements, traditional materials and a pedestrian-oriented facade make this building one of the neighborhood's favorites. The decorative tile and facade details add interest from the sidewalk and the street.



Figure A-6: Pig and Whistle (Greenwood Avenue North near North 85th Street). Another popular site, this building features attractive facade details, storefront windows, traditional building materials, weather protection and a unique and appropriately-scaled sign.

Figure A-7: Victoria Townhouses (Comstock Street, Queen Anne). The use of traditional pitched roofs, gables, and bays achieves a scale and character consistent with the neighborhood.



Figure A-8: Carmelita's (Greenwood Avenue North between North 70th and North 75th Streets). Streetfront windows highlighted with awnings and planter boxes make this simple building attractive from the sidewalk and street.