

OLYMPIA DOWNTOWN DESIGN GUIDELINES

DESCRIPTION OF INPUT FROM FIRST PHASE

Revised June 6, 2017

To implement one of the principle recommendations of the Olympia Downtown Strategy, the City of Olympia (City) is preparing a new set of design guidelines for development in the Downtown. The work began in early 2017 and will be completed approximately by the end of the year. The first phase of the work, conducted between February and May, focused on public and stakeholder input from:

- The current **Design Review Board (DRB)** which reviews development proposals for adherence to the City's design guidelines (met 4/9/17);
- The current **Olympia Heritage Commission (OHC)** of which three members serve on the Joint Review Board, which along with select members of the DRB reviews rehabs of historically registered buildings and new construction projects within historic districts (met 3/22/17);
- The Council's **Land Use and Environment Committee (LUEC)** which guides matters related to land use and planning (met 3/22/17);
- **Olympia Downtown Association Design Committee (ODA)**, which involves Downtown businesses and property owners (met 4/12/17)
- The **Technical Work Group (TWG)**, established to review design guideline drafts and provide expert input during the course of the project (met 4/10/17);
- The **general public (POH)**.

At the DRB, OHC, LUEC, and ODA meetings, the planning team presented the project's purpose and background, and then facilitated a general discussion to answer questions and take comments regarding issues to address in the guidelines' update. The first meeting of the TWG was conducted on April 10th where the project background was presented, followed by discussion of issues raised by TWG members.

Following the TWG meeting, the planning team hosted an open public meeting during which participants were introduced to the project and, during a large group "brainstorming" exercise, given the opportunity to indicate their objectives and concerns regarding the design of new developments. Issues included both site planning and architectural characteristics. Following the group discussion, the team conducted a "visual preference" exercise where participants were shown photographs of a variety of development types and asked to evaluate each picture regarding its desirability in the Downtown using instance response technology (IRT – A method in which each participant registers their evaluation through a hand held "clicker" that registers and sends it to an immediately visible display on the screen.)

The results of these sessions have been compiled in the attached SUMMARY OF ISSUES TO ADDRESS where the issues are organized into sections that roughly correspond to sections or topics covered by guidelines. This document will be useful as a checklist in addressing issues of importance to the community.

SUMMARY OF ISSUES TO ADDRESS FROM MEETINGS IN PHASE 1

Source denotes the meeting at which the issue was articulated:

- **DRB** = Design Review Board, Feb 9 meeting
- **OHC** = Heritage Commission, March 22 meeting (or subsequent follow up by liaison)
- **LUEC** = Council's Land Use & Environment Committee, March 16 meeting
- **ODA** = Olympia Downtown Association design committee, April 12 meeting
- **TWG** = Technical Work Group, April 10 meeting
- **POH** = Public Open House, April 12 (note that most of the POH comments were raised by one person, unless otherwise noted.)
- **VPS** = Interpretations from the April 12 visual preference survey, which reflect a general, full group evaluation of images shown to represent different site planning and design concepts.
- **JH** = Comments received from TWG member, Jami Heinricher

In some cases the comments are from both the objectives exercise and the VPS. These are annotated with both POH and VPS.

GENERAL

	Issue/Question	Source	Notes
	Move guidelines away from aesthetic and more toward people's experience and functions.	TWG, (multiple comments); POH	
	Clarify the role of 'code' and 'guideline'	TWG	
	Guidelines should be practical	TWG	
	Guidelines should be in plain talk	TWG	
	Be more specific about "shall's" and "should's"	LUEC	Shall is must. Should is a requirement unless there is a compelling reason why not.
	Are guidelines applicable to specific or general areas?	TWG	
	How strict vs flexible should the guidelines be?	DRB, TWG	
	Avoid being overly prescriptive – the guidelines are good to prevent really bad design, but it also prevents a lot of creativity from the architects. Concerns the current guidelines require the DRB be too prescriptive with its review process. Seems like current situation is that DRB is stuck using guidelines as a checklist – need to not be so restrictive! Allow for innovation	OHC, JH	

	Make sure individual guidelines don't conflict	JH	
	Encourage creative design without overpricing development.	TWG	
	Code needs organization of unification across development types, maybe?	JH	
	On a simplified set of guidelines, consider providing "pathways" for specific design review overlays, perhaps using icons to visually orient the user to each section that pertains to their project.	JH	
	Consider how the guidelines fit with the sign code	DRB, TWG	We are in communication with the sign code team
	Consider kids. Play equipment, family friendly spaces. Places for pets.	POH	
	Keep Olympia unique (multiple comments).	POH	
	The guidelines need to be objectively defensible	OHC	
	Be careful of photos	OHC	
	Imagery can become outdated – so provide for periodic review of images	ODA	Periodic review of dg's is a City policy in the Comp Plan
	Streamline the language and process (a business owner should be able to understand it to some degree.)	JH	
DESIGN GUIDELINES CAN PARTIALLY ADDRESS THIS ISSUE:			
	Provide space for Olympia's small and unique spaces	POH	We can address guidelines for private spaces that are publically open (i.e., plazas) as well as parklets (seating areas in former parking spaces), but this scope does not include public parks or pocket parks
	Interest in renewable energy designs. Encourage solar, natural lighting and ventilation.	TWG	Perhaps we can make it easier to accommodate these things as part of this project (e.g., Screening of solar panels - Rooftop equipment has to be screened, but shouldn't have to be); however other

			types of incentives are outside of this scope.
	Consider or accommodate homeless and street dependent community	TWG	We can consider, but this project won't do much to address needs related to this issue
	Integrate affordable housing into the neighborhoods	POH	Not allowing design guidelines to overprice construction is the extent to which we address this through design guidelines
	Don't restrict development – encourage it	POH	Not allowing design guidelines to overprice construction is the extent to which we can address this. We are also making a more attractive, thus more highly desirable area to invest
NOT WITHIN SCOPE OF DESIGN GUIDELINE UPDATE:			
	When should DRB review be required? (e.g.: Hotel remodel on Capitol Way)	DRB	The review process is not part of the scope
	Heritage Commission should be involved in a project during the concept review stage	OHC	The review process is not part of the scope
	Emphasize high performance buildings. Share utilities (multiple comments).	POH	Sharing utilities is outside the scope of this work
	Allow solar panels or cisterns in appropriate places in requirements	TWG	Screening will be addressed, but whether solar panels are allowed is not part of design guidelines
	More public restrooms (multiple comments).	POH	Separate action item
	Reduce homelessness (multiple comments).	POH	Separate action item to address this issue

SITE PLANNING

	Issue/Question	Source	Notes
	Security concerns about open space – especially alcoves. Can we have standards for gates? Include new information and research regarding	TWG, POH, ODA	

	Issues of security/quality/beauty. How to monitor outdoor spaces. (However, dislike of cameras.) Emphasize CPTED. Business community can help identify security needs.		
	Make driveways into parking garages safe and unobtrusive	TWG	
	Buildings should be built to the street or have open space between the street and the sidewalk	POH	Tension
	Consider open spaces for performing arts and other activities.	POH	
	Buildings should be set back sufficiently to allow for wider sidewalks (multiple comments).	POH	
	Provide residential open space	POH	
DESIGN GUIDELINES CAN PARTIALLY ADDRESS THIS ISSUE:			
	Water conservation – use above ground cisterns for beauty and stormwater management, irrigation to augment rain garden.	TWG	Design guidelines can't address what's allowed or not in this regard, but screening is a design issue
	Use alleys for open space.	POH	Design guidelines can address this, but in a limited way. Other factors influence policy for how alleys are used
	Address views of Capitol and Rainier.	TWG	The DTS identified 3 views to consider – related to zoning update also
	Consider a more flexible view protection scheme. Clarify enhance vs. protect	TWG, DRB	What to protect is being considered with zoning update – preliminary views were recommended the Downtown Strategy
	Emphasize the pedestrian environment (multiple comments).	POH	This project will affect how private property relates to public right of way, but does not involve the ROW itself
NOT WITHIN SCOPE OF DESIGN GUIDELINE UPDATE:			
	Need wider sidewalks in some places but sometimes the bustle of crowding is good.	DRB	
	Look at protecting a broader area rather than a	TWG, DRB	

	view from a single point. Ensure views of Rainier/capital are not restricted to viewing platforms in parks – due to ADA accommodations.		
	Energy efficiency – set back exemptions for energy retrofits.	TWG	

SITE DESIGN

	Issue/Question	Source	Notes
	Address parklet standards. Ensure they feel like parks and not afterthought. Include benches, Address ADA. Parklets that are not corralled by a fence or rail are preferred	DRB, TWG, and VPS	ADA requirements are in the building code and federal statute.
	Incorporate biophilic design – nature, open space, Plants, etc.	TWG	
	Refine public private open space guidelines	JH	
DESIGN GUIDELINES CAN PARTIALLY ADDRESS THIS ISSUE:			
	Incorporate goals and policies for urban green space into this effort	LUEC	Design guidelines will promote more green, natural landscaping, but not all policies related to urban green space can be addressed with this effort.
	Encourage community gardens and gathering spaces (multiple comments).	POH	Design guidelines can include standards for private open space, but probably won't require these to be gardens. Also public parks are not part of the scope
	Add bike facilities; Bike facilities are important	POH, LUEC	Design guidelines might touch on this a little bit, but bicycle parking/design requirements are in OMC 18.38. City also has a separate program to site short term racks by request

			in the Downtown.
NOT WITHIN SCOPE OF DESIGN GUIDELINE UPDATE:			
	Integrate parklets into core areas.	DRB, TWG, and VPS	Can include design guidelines for parklets (see XX above), but if, when they are sited would be determined as a separate action.
	Street trees are very important.	POH	Street tree requirements are in the EDDS.

ARCHITECTURE

General Character

	Issue/Question	Source	Notes
	Minimize corporate architecture	DRB	
	Do not allow big buildings with classical elements that are inappropriate. Discourage design emulation	DRB, JH	
	In 'formalizing' the design guidelines how do we balance the desire to keep the 'funky and eclectic' character Olympia is known for?	TWG	
	Encourage high quality design that reflects our time (2017...) while being compatible with our eclectic historic environments. Do not force designers to create "mock historic buildings"	TWG, DRB, OHC	
	Discourage the use of residential design motifs to "apologize" for building mass on commercial projects.	JH	
	Contemporary styles with lots of glass are generally ok, but need to be well designed and generally softened with landscaping and human scaled elements.	VPS	
	Incorporate contemporary architecture with existing historical building.	DRB	
	Buildings should speak to their own time	ODA	

ARCHITECTURE - Scale and Form

	Issue/Question	Source	Notes
	Coherence. Find language that encourages or requires buildings to have a coherent design language, instead of the “Mr. Potato Head” approach.	JH	
	Modulation, form complexity, and step-backs are generally good to reduce scale of large buildings. Large, blocky buildings are not preferred.	VPS, POH	
	Buildings should have a top, middle and bottom.	VPS, POH	

ARCHITECTURE - Pedestrian Orientation and Entrances

	Issue/Question	Source	Notes
	Building entrances: are we going to push all doorways out to the edge? Want to balance security and livable, agreeable space.	TWG	Planners think current language “permanent entrance that causes a clear sense of arrival” seems to work well
	Design entry ways to be welcoming and have a pedestrian scale.	TWG, POH	
	Pedestrian qualities are very important.	POH, VPS	

ARCHITECTURE - Building Elements

	Issue/Question	Source	Notes
	Light fixtures in garages	DRB	
	No residential details on commercial buildings.	DRB	
	Canopies should be architecturally compatible with	DRB, TWG	

	their buildings. Consider canopies function and appearance Downtown.		
	Canopies should provide relatively continuous weather protection	DRB, POH	
	Encourage functional awning designs and distinguish from signage or appearance awnings.	JH	
	No false mansard roofs	TWG	
	Include specific wording to encourage/require unique windows that are not completely flat with building walls. Treat windows with trim around edges, inset into building, etc.	TWG, POH	
	Minimize impacts of blank walls.	TWG, POH	
	Communal spaces are positive.	POH	
	Balconies are positive.	POH	
	Awnings are important	LUEC	
	Concern that open space requirements could become too onerous and hinder development goals	ODA	Tension
	Do rooftop elements count against height?	ODA	Certain rooftop elements (e.g., mechanical equipment, railings) are allowed to go up to 18' higher, per development code
	Break up buildings for functional needs (e.g.: family needs; retail compartmentalization).	POH	

ARCHITECTURE - Materials

	Issue/Question	Source	Notes
	EIFS is unacceptable (because it does poorly in our climate)	DRB	
	Good materials are important.	DRB	
	Incentivize recycled timber. Recycle materials	TWG, POH	

	Brick is usually appropriate.	VPS	

Visual Preference Results with Respect to Specific Character Districts

Core

	Issue/Question	Source	Notes
	Open spaces are desirable but need to maintain street wall. (These are two preferences that need to be resolved.)	VPS	Need to clarify “open space” definition in this context
	Emphasize mixed use.	VPS	
	Contemporary styling is ok as long as it is compatible in scale and quality.	VPS	
	Modulation is ok – doesn’t need to reflect the flat surfaces of some of the neoclassic buildings. Contemporary large monolithic buildings are not good.	VPS	
	Ground floor residential may be ok if privacy is provided. Stoops must address universal access issues.	VPS	

Art/Tech

	Issue/Question	Source	Notes
	Big contemporary office buildings are ok – especially if they have good streetscape qualities and materials.	VPS	
	Transparency is a positive.	VPS	
	Adding upper stories to existing buildings is good. The addition’s materials and character can contrast with the original building.	VPS	
	Don’t allow overly large signs.	VPS	

Waterfront

	Issue/Question	Source	Notes
	Preference for pitched roofs	VPS	
	Wide esplanade is important	VPS	
	Plain older buildings are not appropriate even though they may have been typical of the working waterfront. However, buildings that reflect older shipyard buildings with pitched roofs and clerestories are favorable.	VPS	

Southeast

	Issue/Question	Source	Notes
	Contemporary buildings are ok if they feature quality materials, modulation, welcoming entries and "texture".	VPS	
	Large windows are a plus.	VPS	
	Must have a visible entry.	VPS	
	Long (full block) rows of identical townhouses are not good. Should have variety.	VPS	
	Avoid fake – materials, inappropriate historicism, etc.	VPS	
	Small storefronts that fit with the community are very positive.	VPS	
	Larger buildings (6 stories) are ok provided the issues listed above are addressed.	VPS	

Entertainment

	Issue/Question	Source	Notes
	Some people like the quirky, whimsical buildings and others thought they were over the top. The key will be artsy without trying too hard.		
	Small, defensible alcoves and transparency are positive.		
	Emphasize the pedestrian environment. Maximize activity and vitality. Have spaces for outdoor seating, etc.		

North and South Capitol Way

	Issue/Question	Source	Notes
	Corner treatment is a positive	VPS	
	Must have a “soft” and pedestrian oriented streetscape. – Very important to entice people to walk.	VPS	
	Large and imposing buildings are OK as a transition from the Capitol but avoid a monolithic character.	VPS	
	Do not allow low quality of corporate buildings.	VPS	
	Wide sidewalks, modulated facades, interesting rooflines are all positive and important.	VPS	

HISTORIC PRESERVATION

	Issue/Question	Source	Notes
	Allow contemporary buildings that reflect the character of the historic district by understanding the architectural characteristics of the area rather than copying historical elements. Contrast between historic and contemporary buildings may be ok.	DRB, TWG	
	Resolve conflicts between design guidelines and heritage review standards	TWG	
	Do not conflict with the U.S. Secretary of Interior Standard for designated historic building and districts. Copy SDI standards verbatim for historic building guidelines. Note that currently, both alterations to existing historic buildings and new construction in designated historic districts are subject to the requirements of OMC 18.12 to meet the U.S. Secretary of the Interior's Standards (Standard #9)	TWG, JH, OHC	
	Make it easier to protect and preserve historic features (this also involves change of use not just design.	JH	
	Preserve of the unique quality of Olympia's Down town.	JH	
	Live/work + work/live codes for adaptive reuse of historic buildings.	TWG	
	Talk about new concepts that fit in historic district – education feature of intent statements	OHC	
	Accurately reflect at the outset the role of heritage review in the design review process for designated historic properties, whether individually listed or in a historic district.	OHC	
	Address the potential setting erosion of historic properties by requiring design that reduces the visual effects of out-of-scale buildings (which are permitted under zoning).	TWG	?? (AB)

PROCESS FOR PREPARING GUIDELINES

	Issue/Question	Source	Notes
	Identify what is good about each character area	DRB	June TWG meeting
	Make sure to involve the Port	TWG, LUEC	Had a meeting in summer 2017, and they will review Draft #3
	Track comments/progress on a spreadsheet or some other way.	TWG	Here it is
	Balance 'popular' opinion with professional expertise	TWG	Ongoing
	Incorporate recent research on security, quality, beauty, etc.	TWG	Future TWG discussion topic. Share with PBIA and ODA also
	Capitalize on the momentum of the DTS	LUEC	Ongoing
	Make sure the design guidelines coordinate with future streetscape standards and Downtown Strategy transportation improvements	LUEC	Planning team is coordinating with Public Works to ensure this
	Consider relationship of design to SLR response, and the effect on pedestrian circulation, wider sidewalks	LUEC	Ongoing
	The Historic Property Inventory that Artifacts has worked on should assist in this review process	OHC	Used this for the April open house. Planning team will follow up with City's historic preservation officer.
	At some point in the process, it would be good to run some test scenarios (trials to see how well the guidelines work toward goals and allow flexibility for creative options)	OHC	Option for a future meeting
	When the guideline update is done, prepare a video about how to use the guidelines	DRB	Will be considered

Notes from Design Review Board – Feb 9, 2017

- Design should have integrity with itself – a cohesive style and well proportioned
- Include concrete language about materials allowed and not allowed (for example, EIFS does not work for Olympia's climate and should not be allowed)
- Residential building details should not be brought into large commercial projects
- Be explicit about what we value in each character area
- Support types of pedestrian life that are unique to each character area
- Promote continuous canopies
- Provide guidance for parklets – these should use durable materials, and the design should be reviewed by DRB
- Incorporate historic look with contemporary
- Clarify vague terms
- Guidelines should prevent what we don't want, but not limit something amazing. Allow for departures when judged to meet objectives
- After the update, consider making a video that explains what the design guidelines hope to accomplish

Notes from Land Use Committee – March 16, 2017

- Capitalize on the momentum of the DTS
- Be more specific about "shall's" and "should's"
- Incorporate goals and policies for urban green space into this effort
- Interest in making sure the design guidelines coordinate with future streetscape standards and Downtown Strategy transportation improvements
- Consider relationship of design to SLR response, and the effect on pedestrian circulation, wider sidewalks
- Awnings and bicycle parking are important
- Involve the Port of Olympia and consider design guidelines in the Port area

Notes from Heritage Commission – March 22, 2017

- Concerns that the Heritage Commission should be involved in a project during the concept review stage
- Concerns the current guidelines require the DRB be too prescriptive with its review process
- The guidelines need to be objectively defensible
- The Historic Property Inventory that Artifacts has worked on should assist in this review process

- At some point in the process, it would be good to run some test scenarios (trials to see how well the guidelines work toward goals and allow flexibility for creative options)
- Seems like current situation is that DRB is stuck using guidelines as a checklist – need to not be so restrictive! Allow for innovation
- Be careful of photos
- Talk about new concepts that fit in historic district – education feature of intent statements

Additional concerns shared by OHC liaison following the meeting:

- Accurately reflect at the outset the role of heritage review in the design review process for designated historic properties, whether individually listed or in a historic district.
- Note that currently, *both* alterations to existing historic buildings *and new construction in designated historic districts* are subject to the requirements of OMC 18.12 to meet the U.S. Secretary of the Interior's Standards (Standard #9)

Notes from Olympia Downtown Association – April 12, 2017

- Interest in the CPTED elements
- Business community can help identify security needs
- Alcoves and alley entrances are current hot spots
- Imagery can become outdated – so provide for periodic review of images
- Do rooftop elements count against height?
- Concern that open space requirements could become too onerous and hinder development goals
- Buildings should speak to their own time

IMPORTANT DESIGN ISSUES: NOTES FROM TWG – APR 10 '17

From group discussion:

- Make sure to involve the Port
- Guidelines should be in plain talk
- Interest in renewable energy designs
- Security concerns about open space – especially alcoves. Can we have standards for gates?
- How can we avoid people taking the guidelines literally so that we allow for variety?
- No false mansard roofs
- Incentivize recycled timber
- Building entrances: are we going to push all doorways out to the edge? Want to balance security and livable, agreeable space
- Driveways into parking garages
- Lighting and other CPETED features are a big deal
- Can we track comments/progress on a spreadsheet?

From brainstorm of key issues at end of the meeting:

- In 'formalizing' the design guidelines how do we balance the desire to keep the 'funky and eclectic' character Olympia is known for?
- Move guidelines away from aesthetic and more toward people's experience
- Resolve conflicts between D.G.'s and heritage review standards
- Look deeper at the role canopies play in downtown character and functionality
- Clarify the role of 'code' and 'guideline'

Key Issues: guidelines and standards that....

- Encourage high quality design that reflects over time (2017...) while being compatible with our eclectic historic environments
- Does not force designers to create "mock historic buildings"
- Address the potential setting erosion of historic properties by requiring design that reduces the visual effects of out-of-scale buildings (which are permitted under zoning)
- Does not conflict with the U.S. Secretary of Interior Standard for designated historic building and districts

To do's on design requirements:

- Have words allowing solar panels or cisterns in appropriate places in requirements
- Specific wording to unique windows not be completely flat with building walls, trim around edges, inset into building, etc.
- Requirements for blank walls to have interest
- Entry ways to have pedestrian scale

SUMMARY OF RESULTS FROM THE APRIL 12 PUBLIC OPEN HOUSE REGARDING DOWNTOWN DESIGN GUIDELINES

Desires

- Quality materials. **(1 dot)**
- Street trees. **(1 dot)**
- Family-friendly – mix demographics – consider kids. **(1 dot)**
- Pedestrian pathways – Sylvester Park to ?
- Communal: interior spaces for residents, shared spaces in industrial areas. **(4 dots)**
- Recycled, repurpose building materials.
- Awnings for looks and weather protection. **(2 dots)**
- Design complexity that draws people in.
- Balconies.
- Usable alleyways for common space. **(1 dot)**
- Pedestrian-friendly. **(3 dots)**
- Street furniture – places to sit. **(1 dot)**
- Bike lanes and locking stations. **(1 dot)**
- Pedestrian-friendly heights. **(1 dot)**
- Heights proportional to people.
- Buildings built up to sidewalk.
- Sustainable design using local sources.
- Entryways – distinctive, attractive.
- Playfulness!
- Transparent windows (not opaque). **(1 dot)**
- Break up buildings for families and their needs.
- Opens spaces for outdoor performing arts. **(1 dot)**
- European café lighting over sidewalks (Tivoli Lights).
- Street enclosure.
- Rooftops for entertainment, etc. **(1 dot)**
- High performance buildings, capacity for sharing utilities **(5 dots)**.
- NO! Blank walls.
- One-way streets to widen sidewalk. **(1 dot)**
- Windows depth.
- Buildings with cornices: bottom, middle, top. **(1 dot)**
- Wider sidewalk setbacks, outdoor eating, etc. **(2 dots)**
- Smaller buildings – more room for sidewalks.
- More community gardens and gathering spaces. **(6 dots)**

Concerns

- Ambient sound levels (4th and 5th Ave.).
- Percent of low-cost housing mixed integrated into other neighborhoods. **(1 dot)**
- Re: charm – bays must be pres. and varied – 12'-18' e.g.
- Design buildings to help owner monitor “domain”, distinctive public/private spaces.
- Restore instead of tear down.
- Balance restoration and development, vis-à-vis affordability.
- Residential: include more family-friendly building design so as to avoid gentrification, include playgrounds, avoid “Yuppieville” and seniors only.
- No cameras outside buildings. **(2 dots)**
- Underground parking over surface lots.
- Lack of gathering/eating space.
- Family-friendly – safe, lighting, play structures.
- No food desert – lots of retail food opportunities.
- Smaller commercial spaces.
- Loss of charm. Olympia becoming “Anywhere, USA”. **(3 dots)**
- Add: play equipment, safety lighting for family-friendly and pets!
- New buildings above 50-year sea-level rise level. **(2 dots)**
- Maximum parking instead of minimum. **(2 dots)**
- Streetscape: include preservation of existing historic buildings and also street trees, furniture but not too cluttered. **(1 dot)**
- Not enough CEPTED. **(3 dots)**
- Establish public community gardens and also private gardens for residents. **(1 dot)**
- Get rid of our surface parking lots.
- Need plan for low-cost housing. **(4 dots)**
- Acces to: day care, playground, preschool.
- Business owner: don't let our unique business go!
- More public restrooms. **(4 dots)**
- Reduce homelessness. **(3 dots)**
- Green spaces and residential open space. **(2 dots)**
- Look at heights of buildings – especially 4th Ave. Lower building contributes more to community.

Big Thoughts

- Bottom line – this should help us to get development we need, not limit it
- Closer it is to water, the more dangerous it is to build tall buildings (sea level rise) **(1 dot)**
- Developers want to go taller and taller. This blocks open spaces – need to be firm against that
- Think people will just build what they want despite this (design guidelines)
- Need to preserve existing historic

- Development will happen, and thinking of the design now, early in the process is good
- There is an acceptance of mixed use and density, but articulation of spaces and quality of materials is super important
- Design informs how we use space – important! **(1 dot)**
- Hopefully guidelines will force choices within acceptable realm despite designer talent
- People like mix of small buildings, but images make it clear it will be hard because builders want to make things huge

VISUAL PREFERENCE SURVEY RESULTS

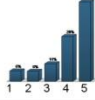
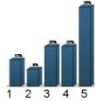
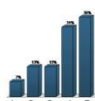
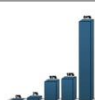
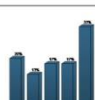
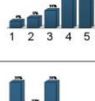
Image	Average score (1=bad, 5=great)	Score distribution	What do you like about it?	What do you dislike about it?
General				
1 	3.57			
2 	4.07		• Upper stepbacks • Brick	
3 	3.63			
4 	2.60		• Simplicity • Good cornice • Competes with other buildings	• Anywhere, USA - Monolithic - Boring - Contrived - Square
5 	3.76		• Good bottom middle top • Taller windows • Roof • Unique location	• Park was what gave this high score
6 	4.44		• Better architecture than faux historic	
7a 	3.30		• Weather protection (umbrella) • Street vitality • Looked flexible (removable) • Substantial materials	• Looks like being in jail; cramped • Successful parklets in practice: very complicated, needs cooperation with City and businesses to be on same page • Felt forced • Lacked context
7b 	4.13		• Spacious and open • Integrated w/ walkway • Well planted • Not contained • Good materials • Internally facing	• Too big for downtown
8 	2.46			• Unfriendly • Hard at pedestrian level • No character • Boring
9 	3.77		• Good roofline & lighting • Quality of materials • Lots of glass • Brick facade is broken up by glass	



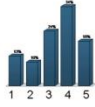
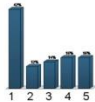
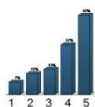
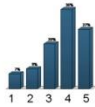
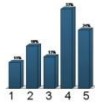
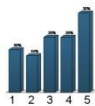
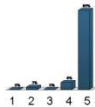
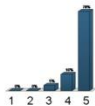
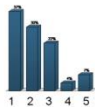
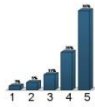
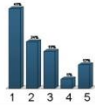
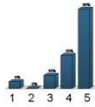
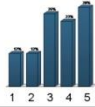
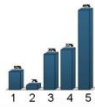
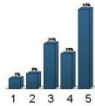
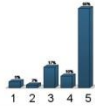
	Image	Average score (1=bad, 5=great)	Score distribution	What do you like about it?	What do you dislike about it?
Core					
10		3.37		- Not too bad - Big bay windows - Good sense of scale - Mixed use - Stepped back, allow taller buildings behind	- Not tall enough for core - Looks tacked on - Didn't like materials
11		2.54			- Ponderous - Too big - Monolithic - Institutional — not for core - No variety
12		3.87		- Open space - Curvature, enclosed space [Difference of opinion]	Core should be dense!
13		3.68		- Bottom mid top - Upper stepbacks - good mixed-use concept - Comfortable to live - Vegetation - Passive solar gap(?)	Building setback too much
14		3.43		- Steps good for sea level rise, and for separation and privacy - Big sidewalks	- Didn't like steps, issues with ADA - Pretty contingent for code enforcement for noise, especially in a downtown environment - Felt unfriendly
Art-Tech					
15		3.34		- Good streetscape materials - Base connects to historic forms - Good scaling - Form shows function	Addition of large office downtown is precarious, in terms of displacement or adding to rent increases
16		3.81		- Liked brick - Openness on top - Awning breaks up boringness	
17		3.15		- Open market activity (i.e. flowers on street) - Good transparency	Sign dominates too much
18		4.84			



Image	Average score (1=bad, 5=great)	Score distribution	What do you like about it?	What do you dislike about it?
Waterfront				
19 	3.28		Good roofline	- Too tall by a story - Mish mash - Too big
20 	4.73		- Good scale - Open space - Transition → open space → water - Wide sidewalk	Too predictable
21 	2.15			Historic is not always good
Southeast				
22 	3.68		- Evoked maritime waterfront - Authentic	
23 	4.26		- Density - Texture - Quality materials - Shading	Sidewalk may be wider than makes sense in this context
24 	2.24			- Cookie cutter - Suburbia (multiple mentions) - Fake - Skinny sidewalk - Not inviting
25 	4.35			
26 	3.44		- Need density - Articulation - Good materials - This would be a good transition building in this area	Entrance is hard to find
Entertainment				
27 	3.90		- People like to be quirky/whimsical - Purple buildings!	- Purple buildings! - Chaotic and intense - Trying too hard to be artsy
28 	3.86		- Floor to ceiling glass - Recessed entry, but not alcove, provides some protection from elements - Transparency	
29 	4.29		- Vitality! - Good setback for outdoor seating	

