

## **18.120.100 INTRODUCTION**

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### **18.120.110 PURPOSE**

The purpose of Chapter 18.120 is to implement the Comprehensive Plan by:

1. Promoting high quality urban design
2. Enhancing the pedestrian environment
3. Activating the streetscape
4. Reinforcing unique character areas
5. Preserving the Downtown's historic character

### **18.120.120 APPLICABILITY AND PROCEDURES**

#### **A. PROJECT REVIEW PROCEDURES**

The guidelines within these chapters shall apply to all properties within the area shown in Figure 18.120.130.A.1. The applicability and review procedures for these guidelines shall be as described in OMC Chapter 18.100, except as follows:

1. Design guidelines do not apply to public projects within the public right of way.
2. Where two or more Sub-Districts are indicated in Figure 18.120.130.A.1, the applicant may select which Sub-District will apply. All regulations for that Sub-District will then apply.
3. In the event there is a conflict for a property that is located within the historic district, or an individually listed historic property, 18.12.090 shall take precedent (see language of Chapter 18.12.040.c).

#### **B. DEFINITIONS. Some terms are only used in the context of these design guidelines. These terms are as follows:**

1. Architectural Scale: is the perceived height and bulk of a building relative to that of neighboring buildings.

2. Blank wall: Any wall or portion of a wall that has a surface area of 400 square feet of vertical surface without a window, door, or building modulation or other architectural feature or any ground level wall surface or section of a wall over 4 feet in height at ground level that is longer than 15 feet as measured horizontally without having a ground level window or door lying wholly or in part within that 15-foot section.
3. Building Details: are smaller building components such as lights, furniture, artwork, signs, door and window moldings that are perceived from a short distance from the building (less than 80 feet away).
4. Building Elements: are the larger building features such as balconies, cornices, bay windows, and turrets and can generally be seen from a distance (80 feet or more).
5. Building Modulation: The stepping back or extension forward of a portion of a building façade.
6. Custom, decorative, or hand crafted: be distinctive or “one-of-a-kind” elements or unusual designs that require a high level of craftsmanship. However, these terms do not necessarily mean that the elements be ornate. They may be simple if finely detailed or manufactured. It is more important that the façade details fit the style and character of the building.
7. Human Scale: addresses the relationship between a building and the human body.
8. Pilaster: a column that is built into the façade wall but projects out from it.
9. Street wall: A relatively continuous building edge along or near the back of the sidewalk.
10. Transom Window: a strip of smaller windows located above display windows.

### **18.120.130 DOWNTOWN DESIGN SUB-DISTRICTS**

#### **A. INTENT**

These Guidelines were informed by Olympia’s Downtown Strategy and establish seven Downtown Design Sub-Districts (Sub-Districts). The purpose of the sub-districts is to achieve greater variety of uses and design character as well as greater design unity within specific sub-districts and along streets within the Downtown. These Sub-Districts are identified in Figure 18.120.130.A.1.

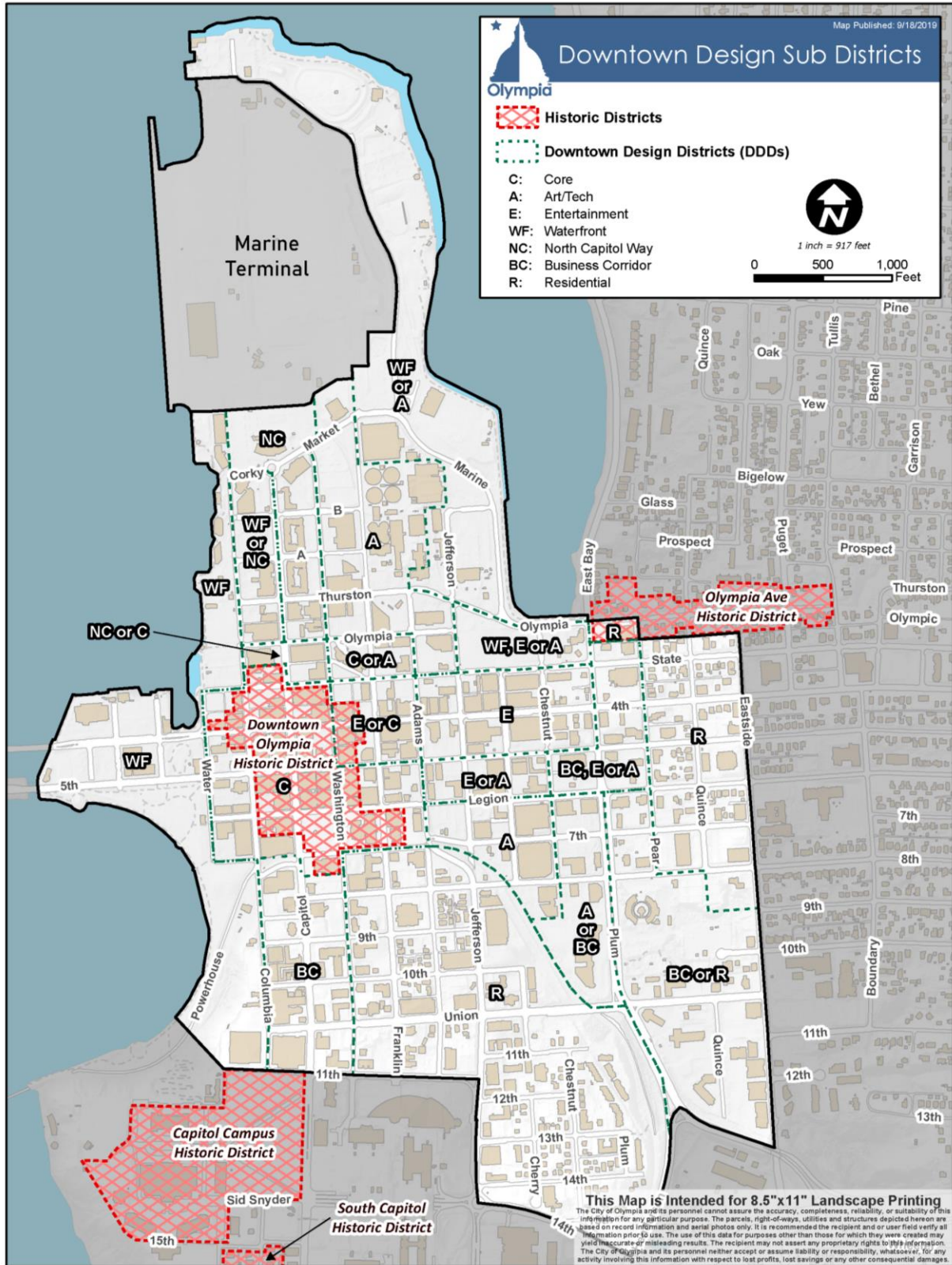


Figure 18.120.130.A.1. Downtown Design Sub-Districts (Sub-Districts). Where there are multiple Sub-Districts in a group the project applicant may choose which Sub-District applies.

## B. DESCRIPTION OF DOWNTOWN DESIGN SUB-DISTRICTS

1. Core: General objectives: Enhance and complement historic architecture. The existing historic architectural styles and influences are varied, including Neoclassical, Art Moderne, Chicago Style, Romanesque, Victorian, Mission Revival, and Art Deco. Activate streetscapes with storefront building design and wider pedestrian pathways. Within the historic retail core, design elements should complement the surrounding historic architecture with sensitivity to neighboring buildings' proportions and rhythms; "classic main street" furnishings, finishes, and styling; and materials drawing inspiration from surrounding historic materials like sandstone, brick, terracotta, and granite. New buildings may exhibit contemporary styled architecture but must not detract from the overall historic character of the Sub-District. New buildings should complement the Sub-District's character through design features and qualities such as materials, scale, façade composition, and proportion, but not try to replicate historical styles.
2. Art/Tech: General objectives: Utility is a design driver for the informal Art/Tech Sub-District, suggesting opportunities for adaptive reuse of existing buildings, and street improvements that promote new pedestrian and bike uses. The incorporation of "warm industrial" materials such as weathered wood or metal, and design elements such as garage doors or large entryways that engage the street or parklets are examples of how architecture and streetscape designs might complement the area's do-it-yourself character. We encourage the retention of historic materials when present.
3. Entertainment: General objectives: Art, creativity, and imaginative expression defines this hub of dining, nightlife, and the performing arts. Design elements here may reflect aspects of the Core and Art/Tech Sub-Districts, but a focus on art, theatricality, imagination, and night lighting that enhances building design and public spaces will distinguish this area. Buildings and streetscapes such as wider sidewalks, consistent lighting, and clear wayfinding that support entertainment needs.
4. Waterfront: General objectives: Better connection of Downtown to its waterfront location—visually, physically, and symbolically—is a primary goal of this Sub-District. Elements that reflect the shoreline ecology, local maritime activities, Northwest Native American history, historic industrial uses, sailing and boating, fishing and aquaculture, and commercial trading are encouraged. Examples include those design elements found at Percival Landing such as furnishings, light fixtures, marine hardware, wood pilings, boardwalks, and rope may be incorporated into streetscape improvements and new developments to help draw the aesthetics of the waterfront deeper into Downtown.
5. North Capitol Way: General objectives: One of the Olympia Downtown Strategy's important urban design concepts is to improve the visual connections

and pedestrian experience along Capitol Way between the Capitol Campus and Farmers Market. In the North Capitol Way Downtown Design Sub-District, this means providing streetscape improvements in the public Right of Way that are, consistent with other segments of Capitol Way. New development should include a variety of architectural and landscaping treatments that feature attractive, inviting building fronts and that accommodate a variety of uses so that all buildings present a welcoming face to the street. Maintain a mix of historic and new pedestrian-friendly development.

6. Business Corridor: General objectives: This Sub-District along Capitol Way and portions of the Plum Street SE corridor is currently characterized by older hotels, small commercial buildings, parking lots, banks, and older office buildings. Substantial redevelopment is envisioned that adds human activity and upgrades the pedestrian routes between Downtown and the Capitol Campus. This will take the form of substantial, urban scale commercial, institutional, and mixed-use buildings with refined façades that complement Campus and Downtown Core buildings. Buildings will include active ground floor uses and inviting facades with weather protection. Enhancements to the street scape to improve uniformity will include amenities such as lighting, paving, and landscaping to create a strong visual connection between the Campus and Downtown Core.
7. Residential Neighborhood: General objectives: This Sub-District is envisioned as an urban residential neighborhood with a mix of uses and architectural variety in building types with landscape plantings in streetscapes, medians, and on private property. Office development is expected where zoning allows. New development is anticipated, and is expected to be compatible with the residential character. Retaining historic buildings is encouraged.

#### **18.120.140 DESIGNATED STREET TYPES**

In order to provide attractive pedestrian oriented streetscapes, downtown streets are classified in the designated streets described as follows and as indicated in Figure 18.120.140.A.1. These descriptions are for design review only.

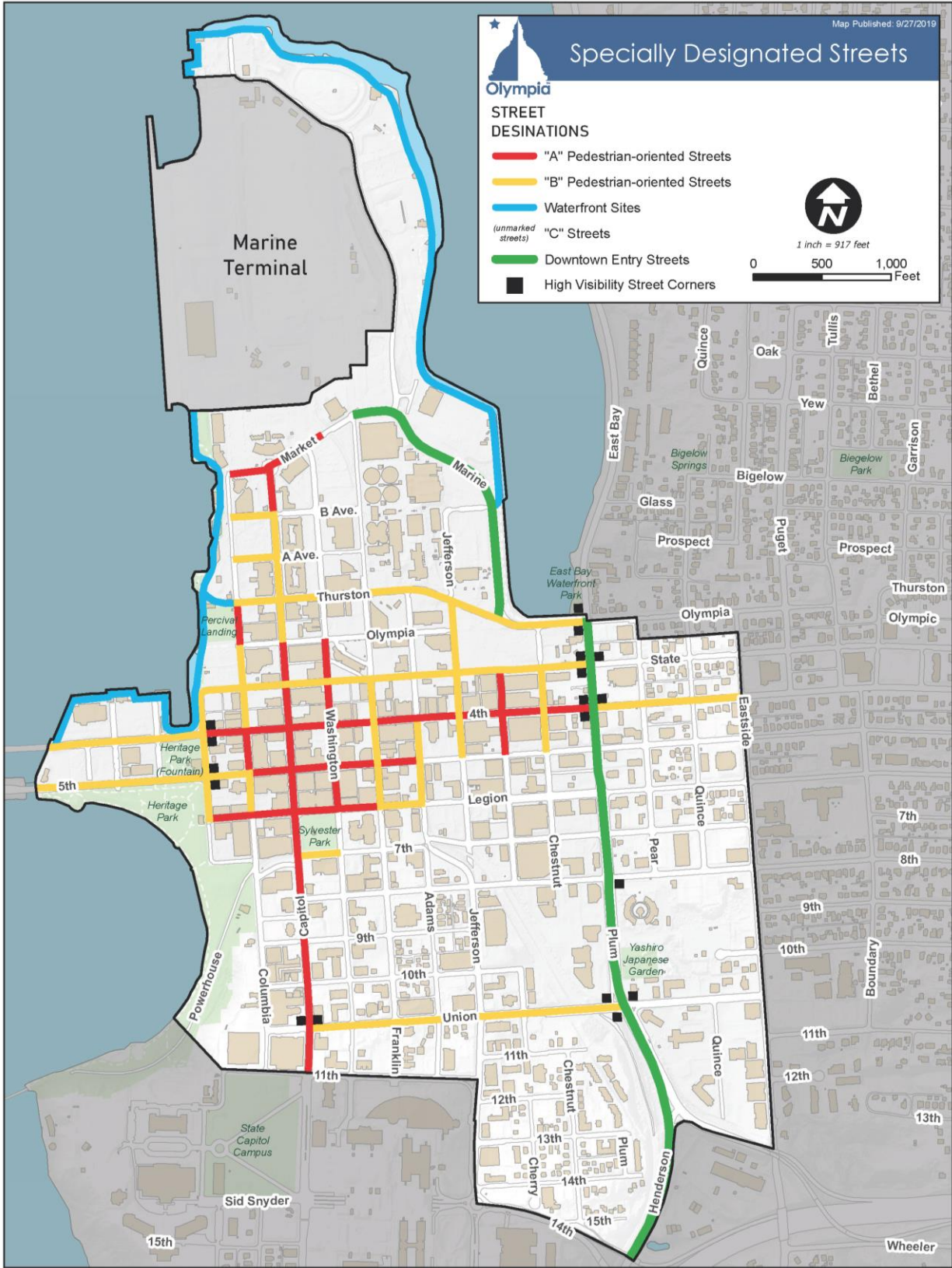


Figure 18.120.140.A.1: Designated streets, waterfront sites and high visibility street corners.

- A. Type A Pedestrian Oriented Streets are the most important downtown pedestrian routes with the greatest volume and concentration of pedestrian activities and attractions. The intent is to ensure these streets maintain that level of pedestrian traffic and amenity. The guidelines for Type A streets emphasize a high level of façade transparency (amount of clear ground floor window area), wide sidewalks, non-residential uses on the ground floor, limited vehicle access and parking, and maintenance of a prominent street wall.



*Figure 18.120.140.A.2: Type A Pedestrian Oriented Street.*

- B. Type B Pedestrian Oriented Streets are also important pedestrian connections but with less pedestrian traffic, amenities, and attractions. The intent is to ensure Type B streets are attractive pedestrian connections with sufficient interest at street level to encourage pedestrian traffic. Guidelines for Type B streets require some transparency and access limitations.



*Figure 18.120.140.A.3: Type B Pedestrian Oriented Street.*

- C. Type C streets are unmarked on figure 18.120.140.A.1. The intent of guidelines in Section 18.120.220.E is to ensure Type C streets are functional, attractive, and can accommodate a wide variety of uses. Guidelines for Type C streets typically include a defined edge at the back of the sidewalk (that is either a building, landscaping or pedestrian oriented space rather than an unscreened parking lot), and provide efficient pedestrian access to building entries.



*Figure 18.120.140A.4: Type C Street.*

- D. Downtown Entry Streets are arterials with relatively high vehicle traffic volumes that bring travelers into the Downtown. Because they are highly visible, the intent of guidelines for Downtown Entry Streets in OMC 18.120.120.C emphasize creating an attractive street front even if the uses may be auto oriented.



*Figure 18.120.130.A.5: Downtown Entry Street.*

- E. Waterfront sites are those that directly face the shoreline with guidelines that support an attractive and active pedestrian esplanade.



*Figure 18.120.140A.6: A Waterfront Site.*