



# Briggs Village

Design Guidelines  
AMENDED MARCH 3, 2014



Briggs Village Illustrative Plan





# BRIGGS VILLAGE DESIGN INTENT

## Design Character

The Briggs Village Design Guidelines illustrate a range of design possibilities that is based on, neo-traditional craftsman and colonial revival styles. These guidelines are meant to convey a sense of tradition and permanence within the village. These guidelines are purposefully intended to coincide with the City of Olympia’s goals for pedestrian friendly streets with the emphasis on strong entry features and pedestrian-scale porches. The elements of these neo-traditional craftsman and colonial revival styles that will be reflected in the different building types throughout the village include:

- A clear distinction and precise proportioning of the three building parts (the base, middle and top).
- Encourage the use of medium pitch gable forms and pediments to create prominent entryways, porches and balconies.
- Emphasize symmetry in the placement of doors and windows that correspond to implied columns and bays of historically smaller spans and scale.
- Vertical emphasis to window and door proportions.

Several variations on the guidelines are anticipated to be expressed in the new architecture. The resultant community character will become unique to Olympia as it relates to new housing communities, but reminiscent of older parts of the City, such as the South Capitol neighborhood.

The adaptation of these guidelines to the different building types in the village will likely vary, with the most variety and interpretation found in the retail buildings, occurring in the densest parts of the village; in Town Square. The guidelines are flexible in order to:

- Adapt to smaller sites and challenging topography.
- Appeal to a broader range of owner preferences.
- Allow for diversity within the well-ordered land-use plan and blend with nearby building context.

## The Design Challenge

- Respond to the Briggs Family design sensibilities, values and personality.
- Be unique in Olympia without being too foreign; be recognizable without being too “thematic.”
- Adapt to a wide range of building types and lot sizes, as well as the undulating site.
- Create a sense of order and compatibility between a variety of building types and streetscapes, but also offer opportunities for delight, surprise and a sense of unique place.
- Appeal to a wide range of prospective home, retail and office owners and tenants.
- Translate to guidelines that are clear and understandable as well as flexible; leaving room for future design inventiveness.
- Be buildable and viable within the Olympia marketplace.
- Meet City of Olympia design requirements for pedestrian friendly streets.

## Use of the Guidelines

These guidelines supplement the City of Olympia’s Design Guidelines for villages and centers. The Briggs Village guidelines illustrate how the City’s guidelines are adapted to the building styles, open spaces and streetscapes of the village. The Design Guidelines for the Briggs Urban Village are to be used in concert with the regulatory requirements of Olympia City Code, Chapter 18.05A.

The City’s design code speaks in terms of requirements and guidelines. The requirements must be met by any applicant; the guidelines identify alternatives which show how a particular requirement can be achieved. The guidelines for the Briggs Village are written in suggestive language – “should”, “could”, or “may”, to indicate that the guidelines are suggestive choices rather than prescriptive of a specific design.

The Design Guidelines also include examples to illustrate that the architectural intent may be achieved through a variety of final designs. The purpose of the Design Guidelines is to encourage creativity and variety within the desired design objective here described. The suggested language, however, does not imply that the requirement is to be avoided when the terms “should”, “could”, “may” or similar terms are used. The guidelines are intended to require the architectural design to meet the requirement either as shown in the illustrations or through a substantive equivalent.

The guidelines were developed from a design process that:

- Began by creating prototypical unit plans and layouts for each of the building types.
- Tested the adequacy of building lot size and dimensions for the unit plans.
- Extruded unit plans to form building elevations.
- Illustrated a variety of buildings, massing, heights, roof forms and facade delineation that suggested design intent for each building type, given the placement within the village.
- Presented possible streetscapes from the building elevations.

The resultant guidelines show the depth of planning and design through the perspective streetscape sketches, example building elevations and site plans.

The following designs are for illustrative purposes only. In the event that these illustrations conflict with the Master Plan Amendment, the amendment text governs.

BUILDING DESIGN GUIDELINES: MIXED USE DISTRICT

Overall Intent of the Guidelines

The Mixed Use District comprises the center of the Briggs Village, with Town Square at its core. Town Square marks the intersection of several vehicular, pedestrian and visual axes. It is the focal point of the village and the center from which the energy and character of the village radiates.

The Mixed Use District and Town Square is intended to be an active, community hub that serves as a year-round, day and evening-long gathering place for village residents, shoppers and visitors. This gathering place is achieved through the careful balance between building form and exterior spaces, both open and covered.

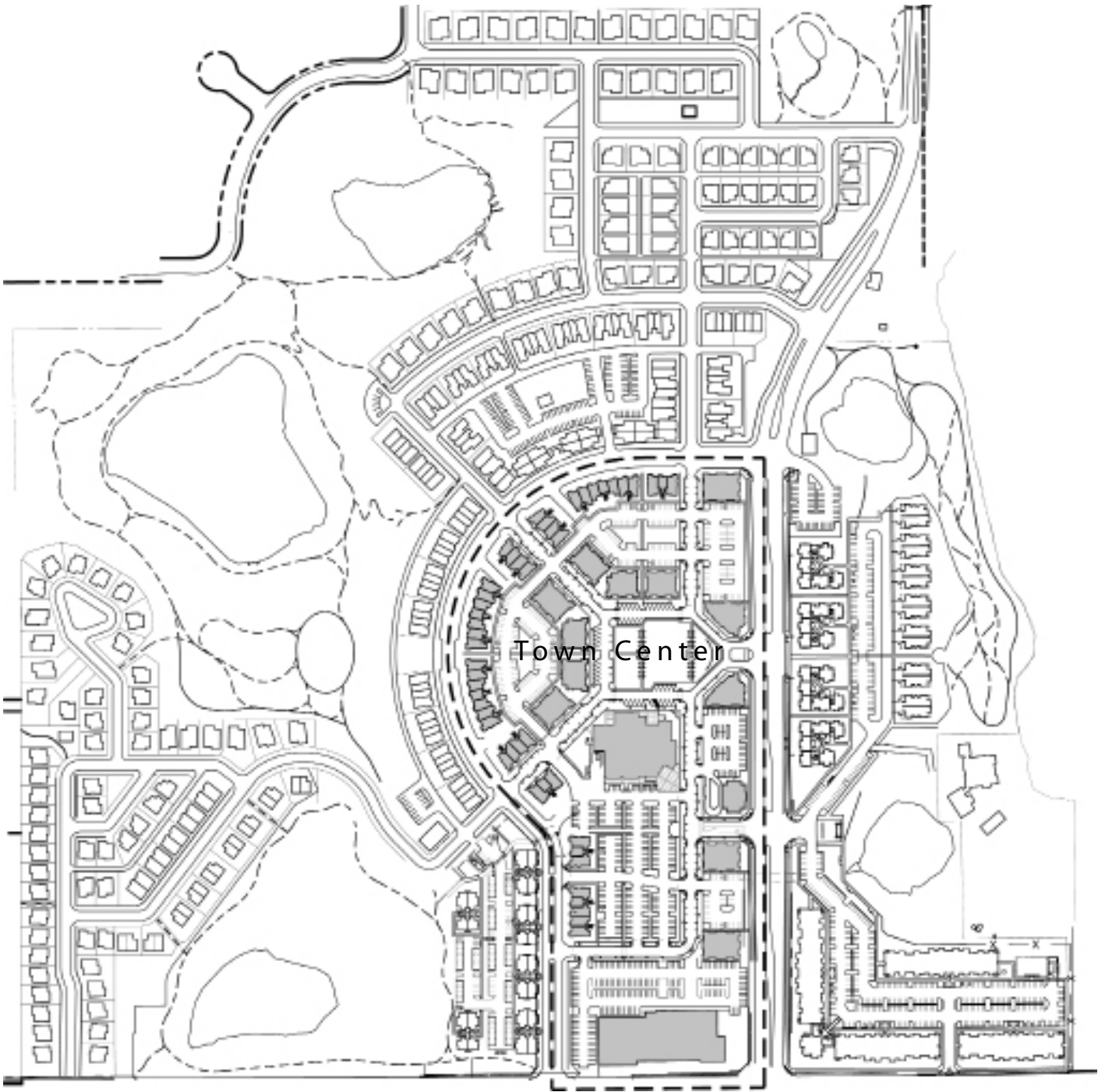
The design vision is to create a village center of pedestrian scale buildings that both frames the Town Square and accommodates a variety of commercial tenants including retail, professional offices and services, and multifamily housing. A Clock Tower and a Pavilion, each with associated arbors, anchors the Town Square while setting themselves apart from the surrounding commercial and residential buildings of the Mixed Use District.

The architectural character of the Mixed Use District shall be pre-modern, neo-traditional craftsman and is intended to:

- Express traditional or classic vernacular through building massing with emphasis of a base, middle and top.
- Allow and reflect a mix of uses within any one building, by developing a separate character for each through a modulated and varied horizontal tenant bay expression.
- Encourage a lively and varied retail experience by allowing for tenant individuality in elevation delineation and treatment as well as signage.
- Ensure a sense of continuity and permanence throughout Town Square through the use of durable building materials of higher quality and reduced maintenance.

A local example of the type of retail, streetscape environment is University Village and older, neighborhood villages such as Fremont or Ballard in Seattle. What it is not intended to be is: as quiet as Sylvester Park, as mall-like as Redmond Town Square, or as overtly “thematic” as Leavenworth or Poulsbo.

The open space, Town Square, is envisioned to be a centerpiece of the village open space and incorporating a number of special features, such as a plaza, performance pavilion and clock tower. Town Square is zoned to accommodate both a quiet, park-like atmosphere and more active spaces that complement the commercial spaces that surround Town Square. The Mixed Use District and Town Square, specifically, will be a comfortable, family-oriented environment where one can enjoy a cup of coffee, visit with friends, or play checkers in the Square.



Mixed Use District



# Mixed Use District: Commercial Buildings

## Building Form and Materials

Variety in building form may include the use of flat, gabled or hip roof forms. Roof forms are encouraged to be true architectural or structural forms. Variation in roof forms (including gabled, hipped or flat) and the use of accessories such as dormers, when using sloped roofs, and embellished cornices, when using flat roofs, are encouraged.

Variety in building materials is encouraged, so long as the framework of building base, middle and top is evident and wall finishes remain consistent on all sides of buildings that can be seen by the public. Material changes should occur where there is a change in the vertical plane, the horizontal plane, or an articulation element is used (example: trim board) to separate dissimilar materials. Width of articulation shall be a minimum of 25'-40' depending on Building Frontage (see previous section) to imply historically smaller structural components. Use material changes horizontally and vertically to give identity to internal uses and implied or actual smaller individual shop owners.

The buildings throughout the Mixed Use District are truly “buildings in the round” where each building frontage is in full view of the surrounding neighborhood. As a result, there must be consistency in the design of all frontages for each individual building, including materials and detailing.



Mixed Use District: Commercial Façade Treatment

Intent of Guidelines: Facade Treatment

Provide continuity throughout the Town Square buildings by establishing the basic framework for the buildings including the rhythm of bay spacing, windows and entryways.

Create a lively streetscape and allow significant freedom and encourage creativity in the tenant occupied/ improved portions of the structure, with minimal direction as regards facade, color.

Provide generous internal floor to ceiling heights (18’ minimum required) for ground floor commercial uses to create attractive spaces iwth substantial natural light and the capability of accomodating the full range of permitted active commercial uses.

Facade Treatment including Tenant Improvements

Requirements for the ground floor facades, including those areas to be improved by the tenants (distinguished from the building framework) are shown in the following:

- A

Storefront:

Window systems can be pre-finished aluminum, anodized aluminum or wood.

Doors can be configured in one of four ways:

• Centralized pair

• Centralized single

• Right hand single

• Left hand single
- B

Transom Windows:

Either occurs above steel & glass canopy or may reside above or within fabric awning. The use of muntin bars within clearstory windows is encouraged to aid in reinforcing neo-traditional architectural styles.
- C

Canopy or Awning:

Pedestrian cover at sidewalk can be provided:

• Steel and glass canopies supported by building facade with a design derived from the architectural bay spacing of the building.

• Fabric awnings fixed or operable; sized to “plug in” to the architectural bay spacing of the building.
- D

Clearstory Windows:

Encouraged at all corners and within each bay to convey a multi-story scale to each commercial building. The use of muntin bars within clearstory windows is encouraged to aid in reinforcing neo-traditional architectural styles.
- E

Pilaster Base:

3’ - 4’ high base can be finished in stone, veneer simulated stone, masonry (veneer brick, or decorative CMU), tile or panelized wood.
- F

Corner Pilasters:

3’-0” (minimum) wide pilaster and adjacent wall can be finished in stone, veneer simulated stone, masonry (veneer brick, or decorative CMU), fiber cement siding (shingles) or panelized wood.
- G

Sconce Lighting:

Location for tenant sconce lighting at center of pilaster if so desired.
- H

Signage:

Locations for tenant signage panel include:

- Wall mounted above entry
- Blade sign mounted at underside of canopy or bracketed off header over doorway
- Wall mounted at face of pilaster

**J** *Solid Display Wall:* Display walls cannot be constructed within three (3) feet of window walls. Window displays require tenant maintenance to assure vitality of storefront.

**K** *Walls:* Walls can be finished in stone, veneer simulated stone, masonry (veneer brick or decorative CMU), or fiber cement siding (shingles, bevel, channel, board & batten).

**L** *Cornices:* Shall be sized appropriately for the building style and scale. Larger cornices should be incorporated at building corner elements and primary tenant entries.

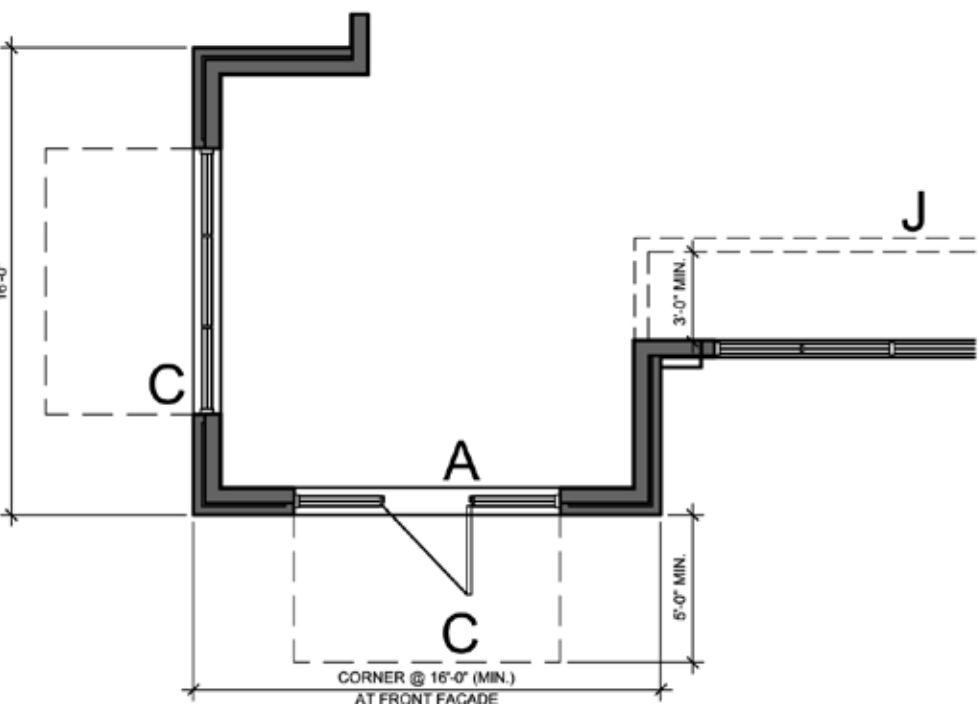
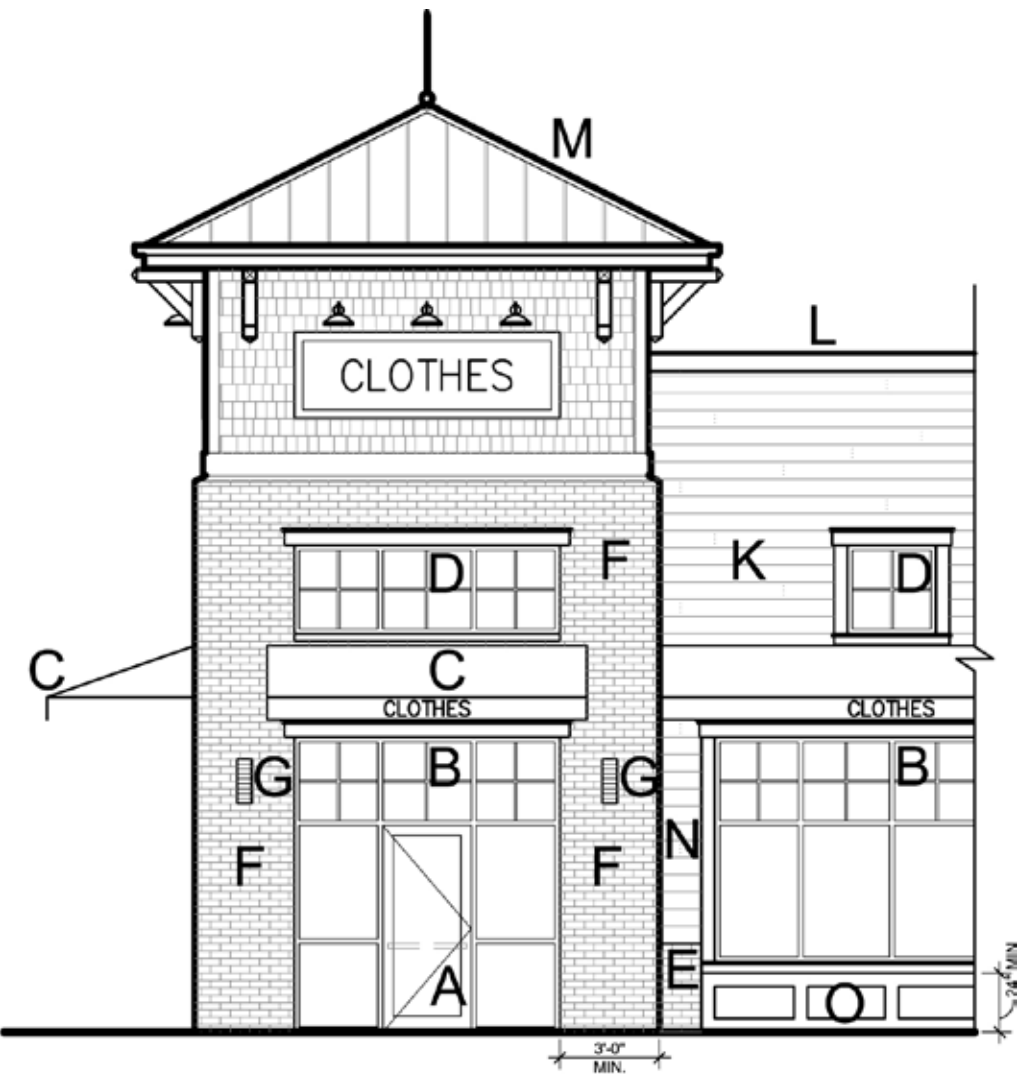
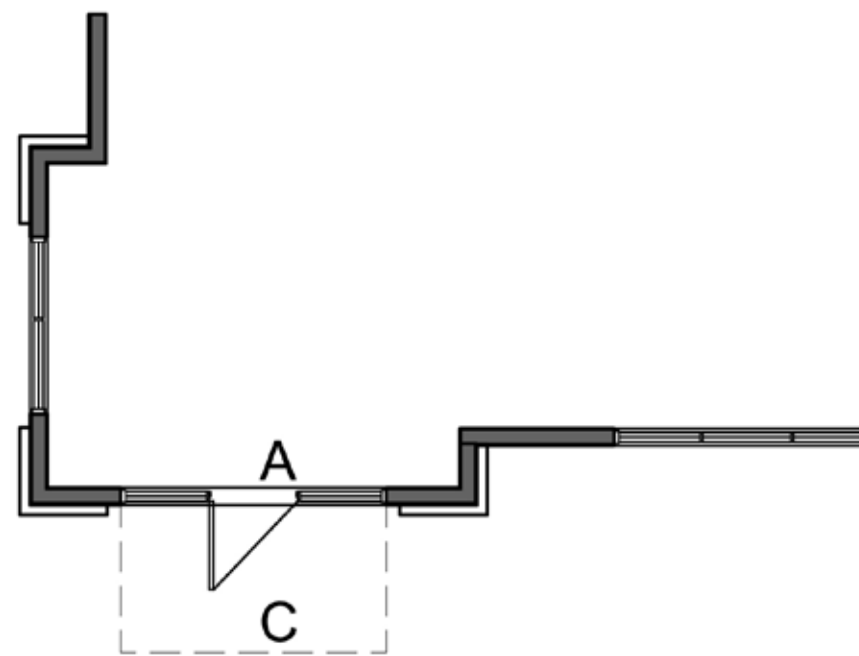
**M** *Roof Caps:* Sloped roof forms are encouraged at corner elements along primary axis (auto, pedestrian or view corridors). The use of overhangs and knee braces are encouraged to reinforce neo-traditional architectural styles.

**N** *Trim:* Shall be painted wood or fiber cement, 6” (nominal) width minimum. All trim at openings (windows, doors, vents) should be sized to reinforce neo-traditional architectural styles.

**O** *Window Base:* Shall be 24” minimum in height and constructed of panelized wood or any other compatible material listed in item ‘E’ Pilaster Base above. A minimum of 50% of storefront windows must meet this window base requirement.

See signage section page 32 for more details on signage requirements that are unique to the Briggs Village Mixed Use District.

Commercial Facade Improvements





Mixed Use District: Commercial Façade Treatment continued

Facade Elements and Details

Purpose: To encourage the incorporation of design details and small-scale elements into building facades that are attractive at a pedestrian scale.

Requirements:

- (a) Façade details toolbox: All non-residential and mixed-use buildings shall be enhanced with appropriate details. All new buildings must employ at least two detail elements from each of the three categories below for each façade facing a street or public space. For example, a building with 75 feet of street frontage with a façade articulated at 25 foot intervals will need to meet the guidelines for each of the three façade segments below.
  - (i) Window and/or entry treatment:
    - (A) Display windows divided into a grid of multiple panes;
    - (B) Transom windows;
    - (C) Roll-up windows/doors;
    - (D) Other distinctive window treatment that meets the purpose of the standards;
    - (E) Recessed entry;
    - (F) Decorative door;
    - (G) Landscaped trellises or other decorative element that incorporates landscaping near the building entry; or
    - (H) Other decorative or specially designed entry treatment that meets the purpose of the guidelines.



Window Divides



Transom Windows



Decorative Door

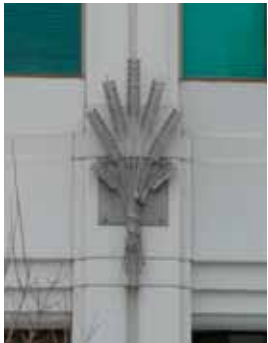
- (ii) Building elements and façade details:
  - (A) Custom-designed weather protection element such as a steel canopy, cloth awning, or retractable awning;
  - (B) Decorative, custom hanging sign(s);
  - (C) Decorative building-mounted light fixtures;
  - (D) Bay windows, trellises, towers, and similar elements; or
  - (E) Other details or elements that meet the purpose of these guidelines.



Steel Awning



Retractable Awning



Custom Signage



Trellis planter



Bracket

- (iii) Building materials and other facade elements:
  - (A) Use of decorative building materials/use of building materials. Examples include decorative use of brick, tile, or stonework;
  - (B) Artwork on building (such as a mural) or bas-relief sculpture;
  - (C) Decorative kick-plate, pier, belt course, or other similar feature;
  - (D) Hand-crafted material, such as special wrought iron or carved wood; or
  - (E) Other details that meet the purpose of the guidelines.



Decorative mosaic tiles



Tilework & Patterns



Sculptural Mural



Stonework

“Custom,” “decorative,” or “hand-crafted” elements referenced above must be distinctive elements or unusual designs that are complementary and/or consistent with the featured architectural style.

**Departures** to the guidelines above will be considered provided the number, quality, and mix of details meet the purpose of the standards.



Mixed Use District: Commercial Façade Treatment continued

Window Design

**Window design:** Buildings shall employ techniques to recess or project individual windows above the ground floor at least two inches from the facade or incorporate window trim at least four inches in width that features color that contrasts with the base building color.

**Departures** will be considered where buildings employ other distinctive window or facade treatment that adds a sense of depth to the facade and/or visual interest to the building.



Acceptable and unacceptable (far right image) window design on upper floors. Note the windows in the brick building on the left are recessed from the facade. The windows in the middle images include trim. The image on the right includes no trim or recess/projection, and thus would not be permitted.

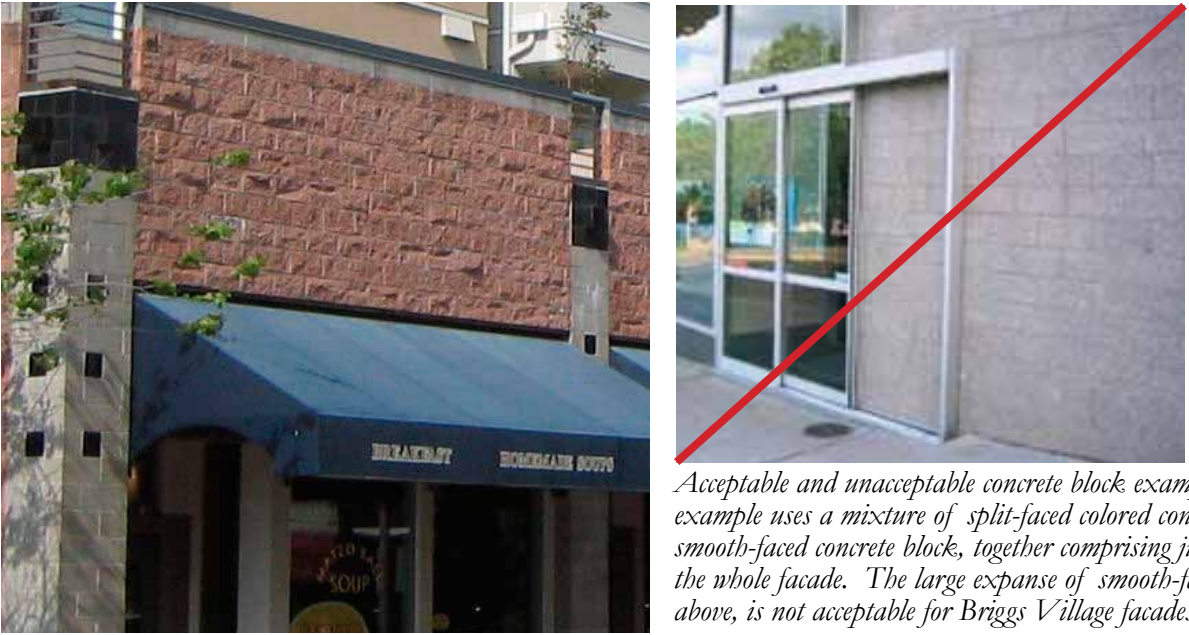
Facade Materials

Purpose:

- To encourage high-quality building materials that enhances the character and identity of Briggs Village;
- To discourage poor materials with high life-cycle costs; and
- To encourage the use of materials that reduce the visual bulk of large buildings.

Requirements:

- (a) Walls can be finished in stone, veneer simulated stone, masonry (veneer brick or decorative CMU), panelized wood, tile, or fiber cement siding (shingles, bevel, channel, board & batten).
- (b) Concrete block guidelines: Concrete block may be used if it is incorporated with other permitted materials and it complies with the following:
  - (i) When used for the primary façade, buildings must incorporate a combination of textures and/or colors to add visual interest. For example, combining split or rock-façade units with smooth ground faced blocks can create distinctive patterns; and
  - (ii) Plain Concrete block may comprise no more than 30% of a facade facing a public right-of-way or open space. **Departures** to this standard will be considered provided design treatments are included to enhance the visual character of the building at all observable scales.



Acceptable and unacceptable concrete block examples. The left example uses a mixture of split-faced colored concrete block and smooth-faced concrete block, together comprising just under 30% of the whole facade. The large expanse of smooth-faced concrete block, above, is not acceptable for Briggs Village facades.

- (c) Prohibited materials:
- (i) Mirrored glass;
  - (ii) T1-11-type plywood siding and similar processed sheet products;
  - (iii) Chain-link fencing (except for temporary fencing and for parks);
  - (iv) Fiberglass products and similar sheet products; and
  - (v) Back-lit vinyl awnings used as signs.
  - (vi) Stucco, EIFS, and similar materials.
  - (viii) Metal siding.

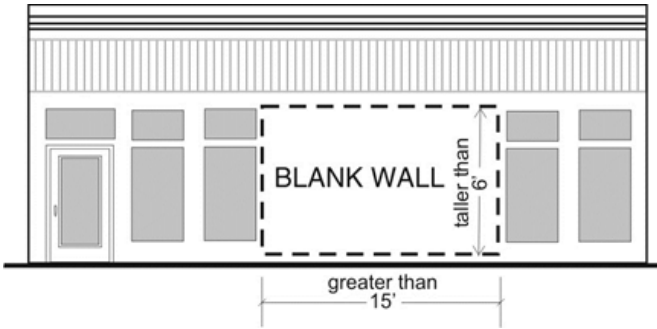
Blank Walls

Purpose:

- To avoid untreated blank walls.
- To enhance the character of Briggs Village

Requirements:

- (a) Blank wall definition: A ground floor wall or portion of a ground floor wall over six feet in height, has a horizontal length greater than 15 feet and does not include a transparent window or door.



Blank wall definition illustration

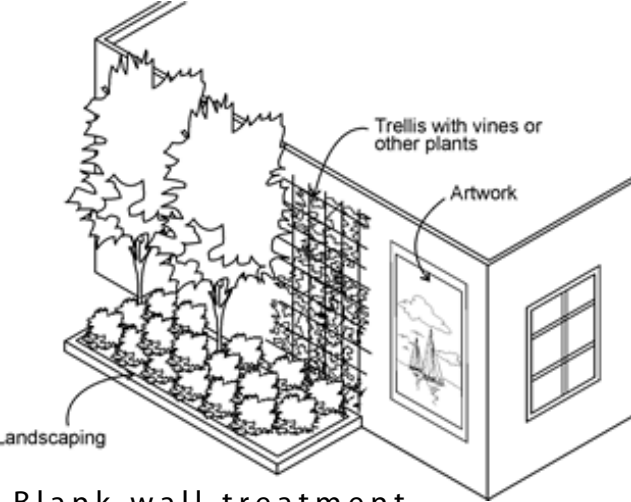


Mixed Use District: Commercial Façade Treatment continued

(b) Blank wall treatment: Untreated blank walls visible from a public street, customer parking lot or pedestrian pathway are prohibited unless the following methods are used. Methods to treat blank walls can include:

- (i) Display windows at least 16 inches of depth to allow for changeable displays. Tack on display cases shall not qualify as a blank wall treatment;
- (ii) Landscape planting bed, raised planter bed, or potted plants in front of the wall with planting materials that are sufficient to obscure or screen at least 60% of the wall's surface within 3 years;
- (iii) Installing a vertical trellis in front of the wall with climbing vines or plant materials;
- (iv) Installing a mural or other art work as approved by the reviewing authority; and/or
- (v) Special building detailing that adds visual interest at a pedestrian scale. Such detailing must use a variety of surfaces; monotonous designs will not meet the purpose of the guidelines.

For large visible blank walls, a variety of treatments may be required to meet the purpose of these guidelines.



Blank wall treatment solutions



Raised Planters & Building texture for pedestrain scale



Building detailing & raised planter



Plantings & Building detailing



Artwork or mural

Service Element Location and Design

Purpose:

- To minimize the potential negative impacts of service elements; and
- To encourage thoughtful siting of service elements that balance functional needs with the desire to screen negative impacts.

Requirements:

- (a) All developments shall provide a designated spot for service elements (refuse and disposal). Such elements shall meet the following requirements:
  - (i) Service elements shall be located to minimize the negative visual, noise, odor, and physical impacess to the street environment, adjacent (on and off-site) residents or other uses, and pedestrian areas:
  - (ii) The designated spot for service elements shall be paved with concrete;



Appropriate service area location and enclosure examples

- (iii) Appropriate enclosure of the common trash and recycling elements shall be required. Requirements and considerations:
  - (A) Service areas visible from the street, pathway, pedestrian-oriented space or public parking area shall be enclosed and screened around their perimeter by a durable wall or fence sufficient in height to screen equipment within (6' high minimum). Developments shall use materials and detailing consistent with primary structures on-site. Acceptable wall materials include brick, decorative concrete block or stone;
  - (B) The sides and rear of the enclosure must be screened with landscaping in locations visible from the street, dwelling units, customer parking areas, or pathways to soften the views of the screening element and add visual interest;
  - (C) Collection points shall be located and configured so that the enclosure gate swing does not obstruct pedestrian or vehicle traffic, or does not require that a hauling truck project into any public right-of-way; and
  - (D) Proximity to adjacent residential units will be a key factor in determining appropriate service element treatment. Enclosures must screen views from adjacent buildings, especially from residential structures.



Mixed Use District: Commercial Façade Treatment continued

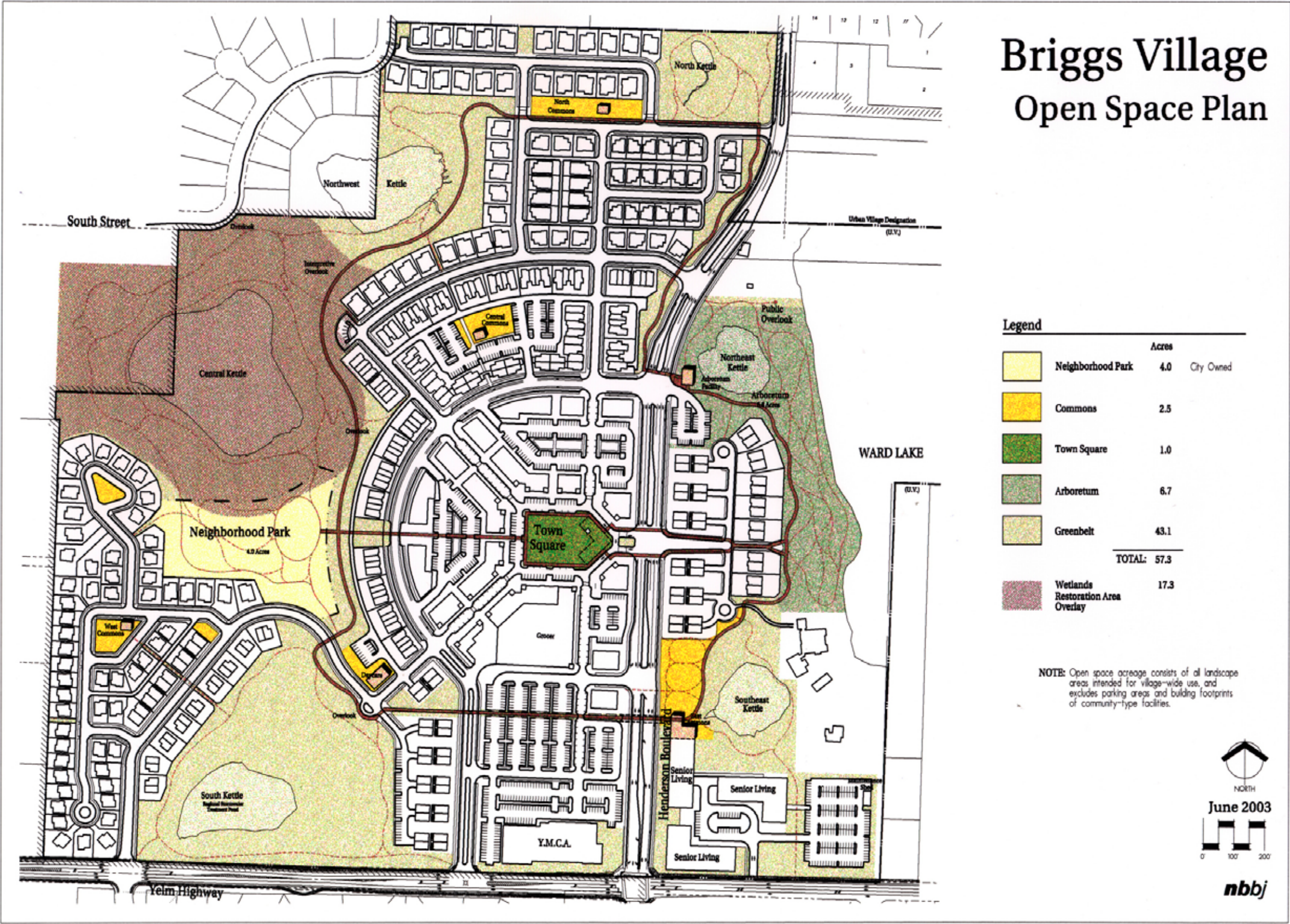
(b) Utility meters, electrical conduit, and other service utility apparatus: These elements shall be located and/or designed to minimize their visibility to the public. Project designers are strongly encouraged to coordinate with applicable service providers early in the design process to determine the best approach in meeting these guidelines. If such elements are mounted in a location visible from the street, pedestrian pathway, common open space, or shared auto courtyards, they shall be screened with vegetation or by architectural features.



*Good and bad utility meter configurations. The example on the left is consolidated and somewhat screened by landscaping elements, whereas the right example is exposed and degrade the character of this project.*

(c) Rooftop mechanical equipment: All rooftop mechanical equipment shall be organized, proportioned, detailed, screened, and/or colored to be an integral element of the building and minimize visual impacts from the ground level of adjacent streets and properties and from adjacent multi-family housing. For example, screening features should utilize similar building materials and forms to blend with the architectural character of the building.







BRIGGS VILLAGE LANDSCAPE DESIGN GUIDELINES

Overall Design Intent

The Landscape Design Guidelines are intended to meet several goals for the project’s community spaces: the vil-  
lage landscape, the special natural features on-site and the circulation system:

- Create a distinctive landscape throughout the village.
- Reflect the Briggs Family history and site heritage as a nursery through the types and variety of plant materials.
- Build on Olympia’s “Olmstead” tradition in the design and planting of the greenbelt area.
- Restore and enhance natural features of the site, including the Central Kettle’s function as a forested wetland.
- Create an “urban forest” -- keep, protect and maintain existing trees wherever possible and plant a new forest on new streets and within open space areas.
- Allow the identities of the neighborhoods and Town Square to emerge through street trees, lighting fixtures and paving.
- Highlight the village trail system through coordinated plantings, lighting and furniture, thereby providing continuity and connection throughout the village.

Use of Guidelines

These guidelines are meant to direct the development of communal open spaces and rights-of-way within the village. Detailed guidelines for privately held lots, such as within the multi-family projects, are included in the Building Design Guidelines.

Landscape Design Vision

Briggs Village will be a community where people will live together, work together, and play together. The master planning efforts, the architecture and the landscape design are intended to yield a welcoming environment. Great design and attention to detail throughout the site will produce an enduring, comfortable community setting. The Briggs Village landscape will be a key component to achieving this vision.

The Briggs Village landscape will support the vision of family and health.

The landscape design throughout the Village will offer opportunities for recreation, community gatherings of all sizes, exploration, botanical and horticultural education and enjoyment of a beautiful setting. Over fifty acres of open space will be dedicated to the residents, neighbors and visitors of Briggs Village. Miles of trails will be used for exercise and connection to the community. The Neighborhood Park and the four commons provide settings for informal sports and competition.

The Briggs Village landscape will articulate the Nursery history.

The Briggs Nursery heritage of the family and of the site will be remembered through the greenhouse architecture of the Town Square Covered Area as well as grid and grove plantings recalling the lines of cans and greenhouses once found throughout the property. Rhododendrons developed by Bruce Briggs will be featured in the Briggs Village landscape and celebrated as part of the site’s past.

The Briggs Village landscape will perform as an arboretum.

While the official Arboretum is limited to the western shore of Ward Lake, the entire Village will function as an arboretum setting, using plant materials and interpretive signage. A variety of lush plants will be used to create a beautiful environment while educating the pedestrian on botanical history and horticultural practices.

Briggs Village is envisioned as a neo-traditional neighborhood with a sense of permanence and place. This community and the landscape that enhances it will only grow stronger and more beautiful as it matures.

MASTER LANDSCAPE CONCEPT

Landscape Design Character

Briggs Village is envisioned and designed to be a community that will reflect the Briggs family commitment to family and health:

- Residential neighborhoods are designed around ‘commons’ areas that will support community gatherings and activities;
- The central location of the Village Center – including a grocer, retail stores, and offices – provides conveniences within easy walking distance (less than ¼ mile for most residents);
- Almost 40% of the site has been designated as open space, including Town Square, the six kettles, and a City park;
- The Central Kettle will be involved in a significant wetland restoration effort, covering 17.6 acres; and
- In addition to the YMCA, fitness opportunities include more than three miles of trails that are planned throughout the Village to promote jogging, walking, and exploration.

The master landscape concept for Briggs Village is intended to support this vision of family and health as well as reflect on the history of the Briggs family and the site, both having been involved in the nursery trade since 1912. The project includes the development of an Arboretum along the shores of Ward Lake; while the formal Arboretum is limited to 6.6 acres, all 137 acres should articulate the nursery history and perform as an informal arboretum by incorporating a variety of lush plantings and providing an opportunity to learn about flora in the Pacific Northwest.

In addition to the arboretum treatment, the Briggs Village landscape concept is further defined by three key components linking together the neighborhoods within the Village. These landscape linkages involve:

- the “shelf,” or relative plateau connecting the kettles;
- east-west pedestrian connections that tie together the Village neighborhoods; and
- streetscape hierarchy, providing circulation through the site.

Together, these landscape linkages - via topography, trails, sidewalks, vehicles and bicycles, define one’s experience of Briggs Village. The following pages describe these three key linkages and the landscape design tools that help achieve the design intent for the whole site and the application of these tools to specific areas within the village. These guidelines are illustrative of the requirements that shall be met using the tools described below.

Landscape Linkages: “The Shelf”

“The shelf” is the relatively flat area embracing and linking the six kettles on-site. The shelf acts as the interface between nature and culture, between the kettles and the people places. This topographic feature is unique to Briggs Village; the shelf tells the story of both the geological history of the site and the operational history of the nursery. Grading and planting design will celebrate the shelf formation and its role as the common green-belt, allowing all residents and visitors to experience this transition area. The shelf hosts the trail network, several outlooks into the kettles, the Arboretum and the 4-acre Neighborhood Park.



“The Shelf” Diagram



South Kettle Linkage, Looking West





# Street Tree Plan

