

Othello Neighborhood Design Guidelines



A. Site Planning

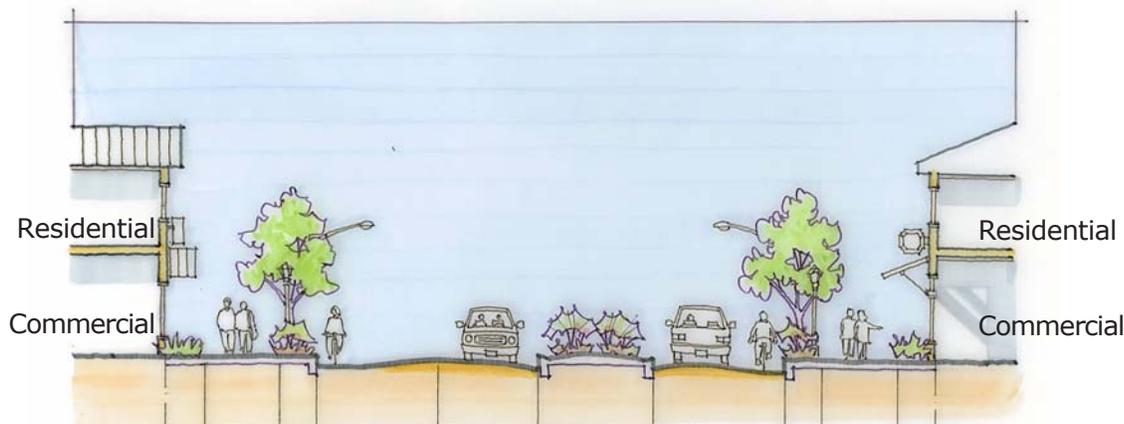
A-2 Streetscape Compatibility

A strong relationship between the building and the street adds character and quality to the Othello business district.

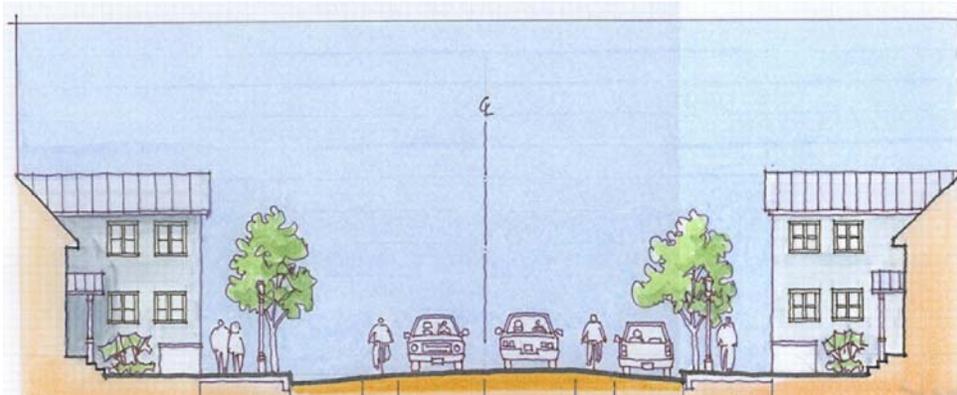
- Building spaces for commercial use at or near the edge of the sidewalk and limiting vertical grade separations is encouraged where commercial uses occupy the street-level floor.
- Shallow setbacks and a minor grade separation are encouraged between the first floor and the sidewalk where residential uses occupy the ground floor; this will promote privacy and also accommodate entry porches and stoops.



Site Planning
streetscape compatibility



At-grade, street-level commercial uses promote an active business district.



Minor grade separations create residential privacy and provide opportunities for front porches and stoops.



A-4 Human Activity

New development should be sited and designed to encourage human activity on the street. (Excerpted from the Citywide Design Guidelines)

The life of the neighborhood should be closely tied to the character of its public space. It is especially important to recognize streets as public space. The design of buildings can help determine the level of activity on the street. Where storefronts meet the sidewalk, social interaction can be intensified adding vitality. New development is encouraged to support the area's pedestrian designated streets and the Station Area Overlay District by contributing to a consistent building line at or near the sidewalk.

Consideration of the following design features is encouraged:

- Recessed building or individual shop entrances to help create a traditional "main street" feel;
- Stoops or landscaping to help provide privacy for residential use at street level;
- Large developments are encouraged to include plazas or gracious entry forecourts along the street edge, provided street continuity is not unduly interrupted along the majority of the block. (This guidance addresses a potential unintended consequence of NC zoning and the P1 designation that when applied to a very large, full-block development, could create a long, uninterrupted street wall not conducive to pedestrian comfort;
- Overhead weather protection along the sidewalk for pedestrian comfort; canopies and awnings are encouraged.



Site Planning
human activity



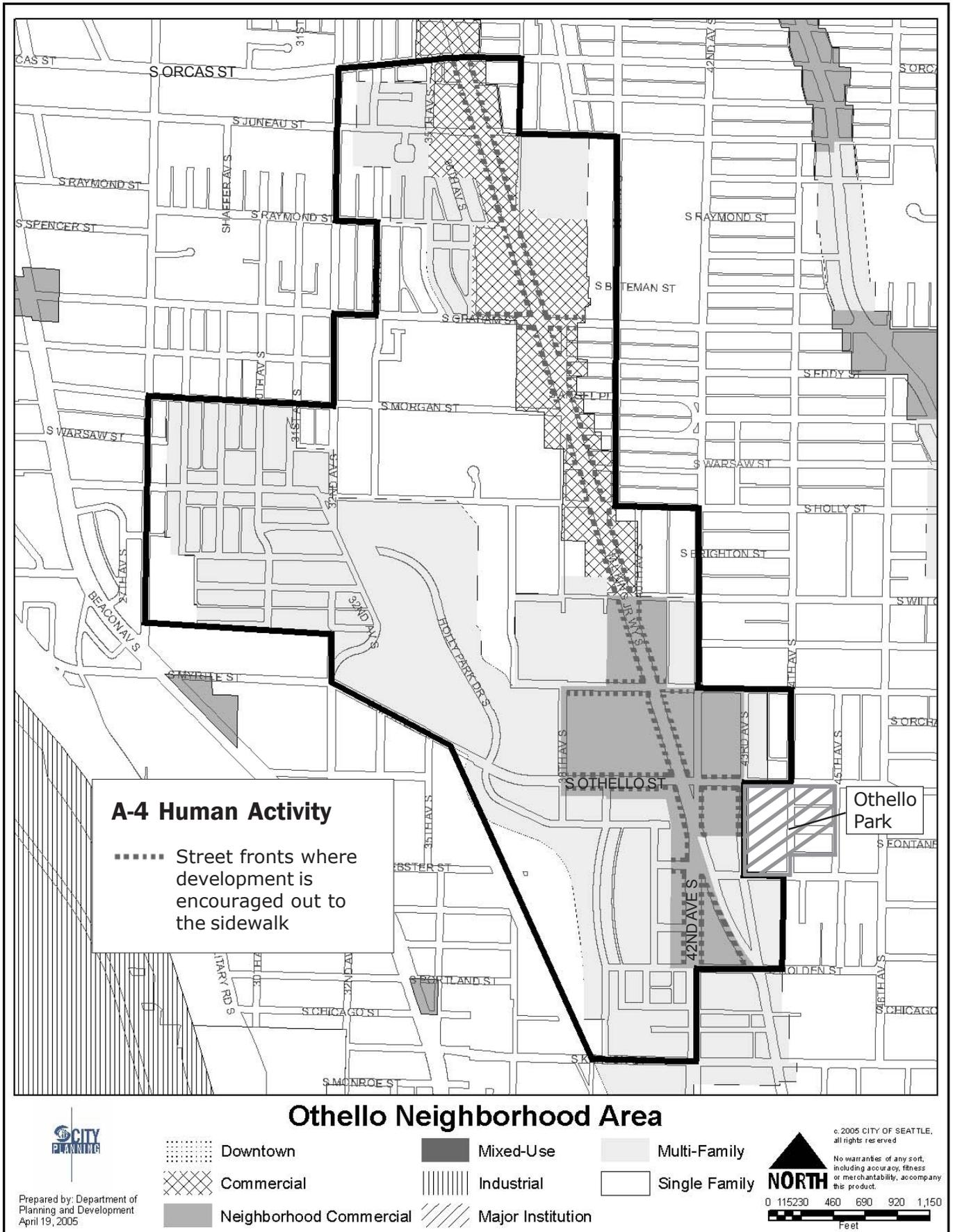
An example of a well-marked, articulated building entrance that is oriented to the sidewalk and provides overhead cover.



An example of public open space including street-level retail space with direct access from the sidewalk.



An example of well-designed overhead weather protection



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.

Attachment 2 to Greenwood/Phinney and Othello Neighborhood Design Guidelines Ordinance

A-5 Respect for Adjacent Sites

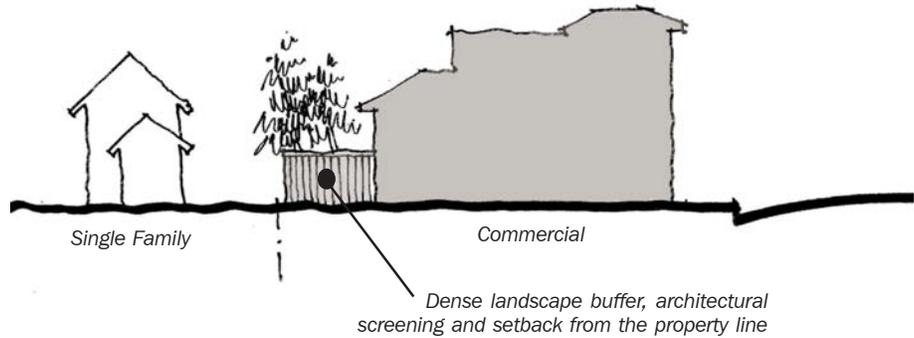
Several zone edges between commercial (C1) and single family-zoned properties exist in the neighborhood. This could result in visual impacts, as well as traffic and noise conflicts between these properties. To help prevent these situations, consider:

- preventing service, loading and storage areas from directly facing single family residential areas;
- buffering single family areas from the undesirable impacts of commercial-related service facilities; use landscaping or cohesive architectural treatment to screen service areas and facilities.



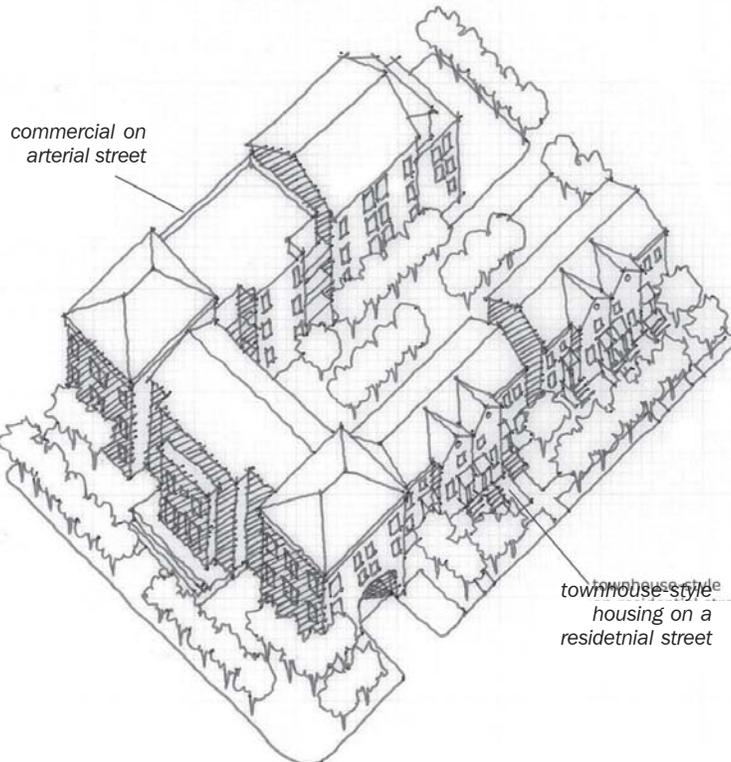
Site Planning

respect for adjacent sites



A-6 Transition Between Residence and Street

Ground-related residential development, such as townhouses, is encouraged at locations along public open spaces such as Othello Park to create human activity along the park and provide for social interaction among residents and neighbors.



A-10 Corner Lots

Consider siting and designing structures on corner lots to take advantage of their role as gateways and activity nodes in the community. Locating open spaces such as plazas for public use can promote a physical and visual connection to the street.

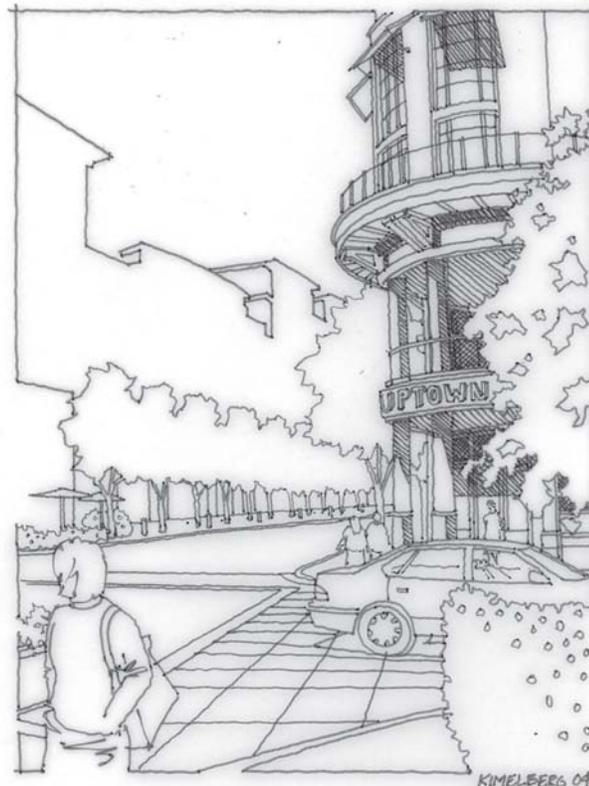
- Consider adding a focal element, for instance, a sculpture or civic art piece to outdoor space. Consider building on current public art themes in the neighborhood, including a kiosk for the use of the community.
- Employ strong building forms to demarcate important gateways, intersections, and street corners. Strong corner massing can function as a visual anchor for a block.



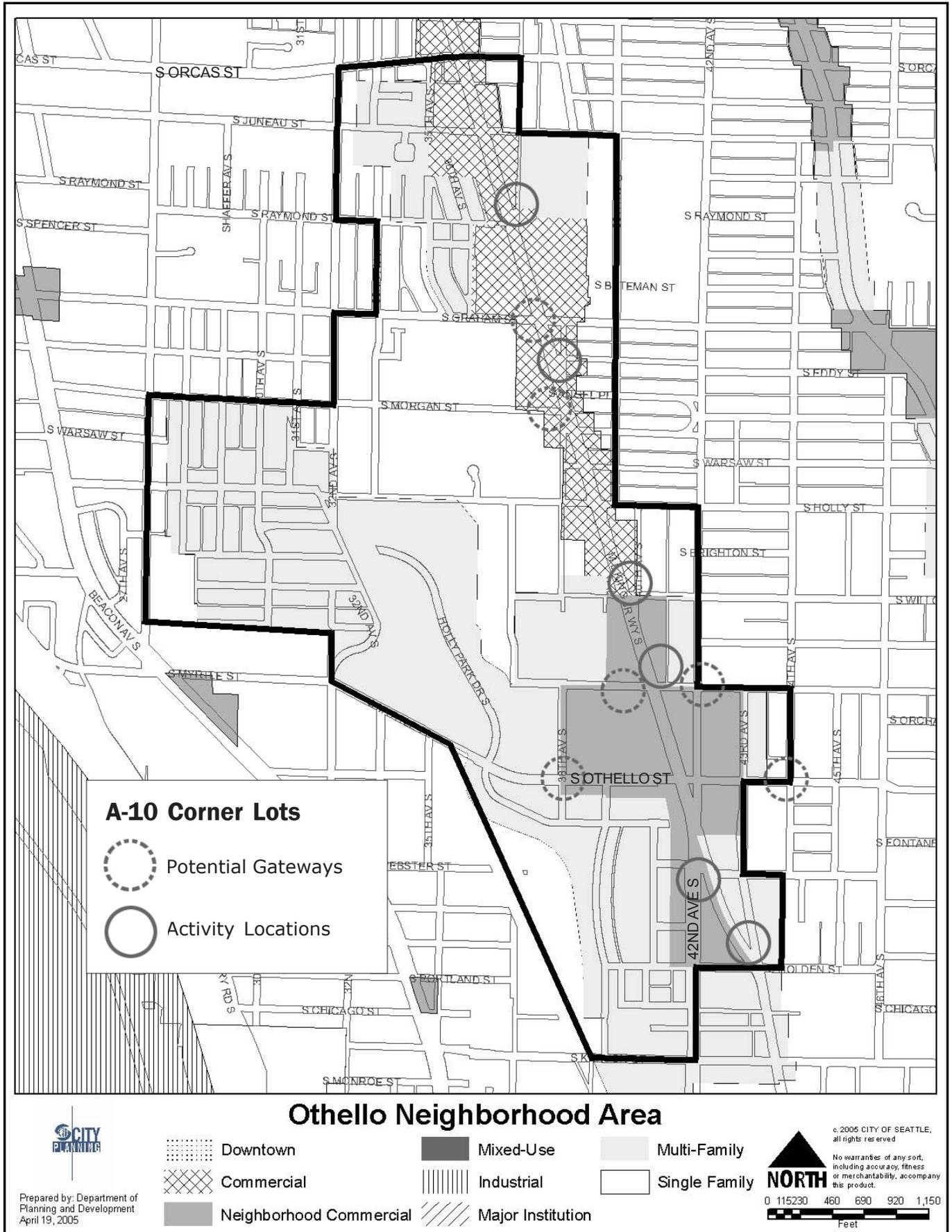
Site Planning
corner lots



Public art and other focal elements help focus activity on public places.



A strong building form that serves as visual anchor
**Attachment 2 to Greenwood/Phinney and Othello
Neighborhood Design Guidelines Ordinance**



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Attachment 2 to Greenwood-Phinney and Othello Neighborhood Design Guidelines Ordinance

B. Height, Bulk and Scale Compatibility

B-1 Height, Bulk and Scale Compatibility

Much of the MLK@Holly business district is zoned for large, 65' tall buildings. Careful siting, building design and building massing at the upper levels is encouraged to achieve a sensitive transition between the 65' commercial zone and adjacent residential zones. Large, monolithic buildings are discouraged. Consider the following:

- Design building volumes to maintain a compatible scale with smaller buildings nearby.
- Rely on building massing and orientation to place strong visual emphasis on the street in activating public space.
- Use smaller sub-volumes in the massing of a building to create a transition in size to adjacent residential structures that are smaller in scale.



Height, Bulk and Scale

height, bulk and scale compatibility

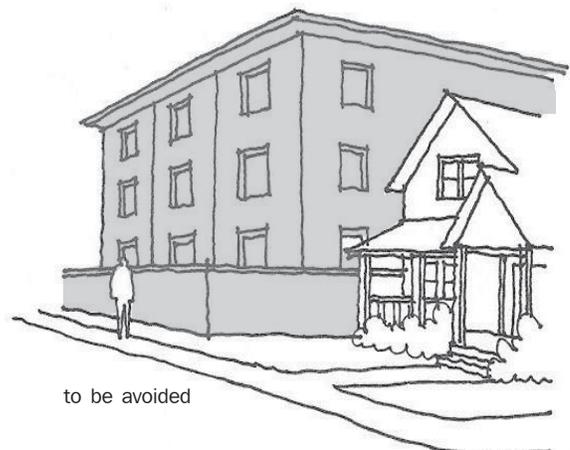


smaller sub-volumes in the massing of a mixed-use buildings as a good transition in scale to an adjacent residential area

emphasis placed on the street to promote active, pedestrian-oriented uses



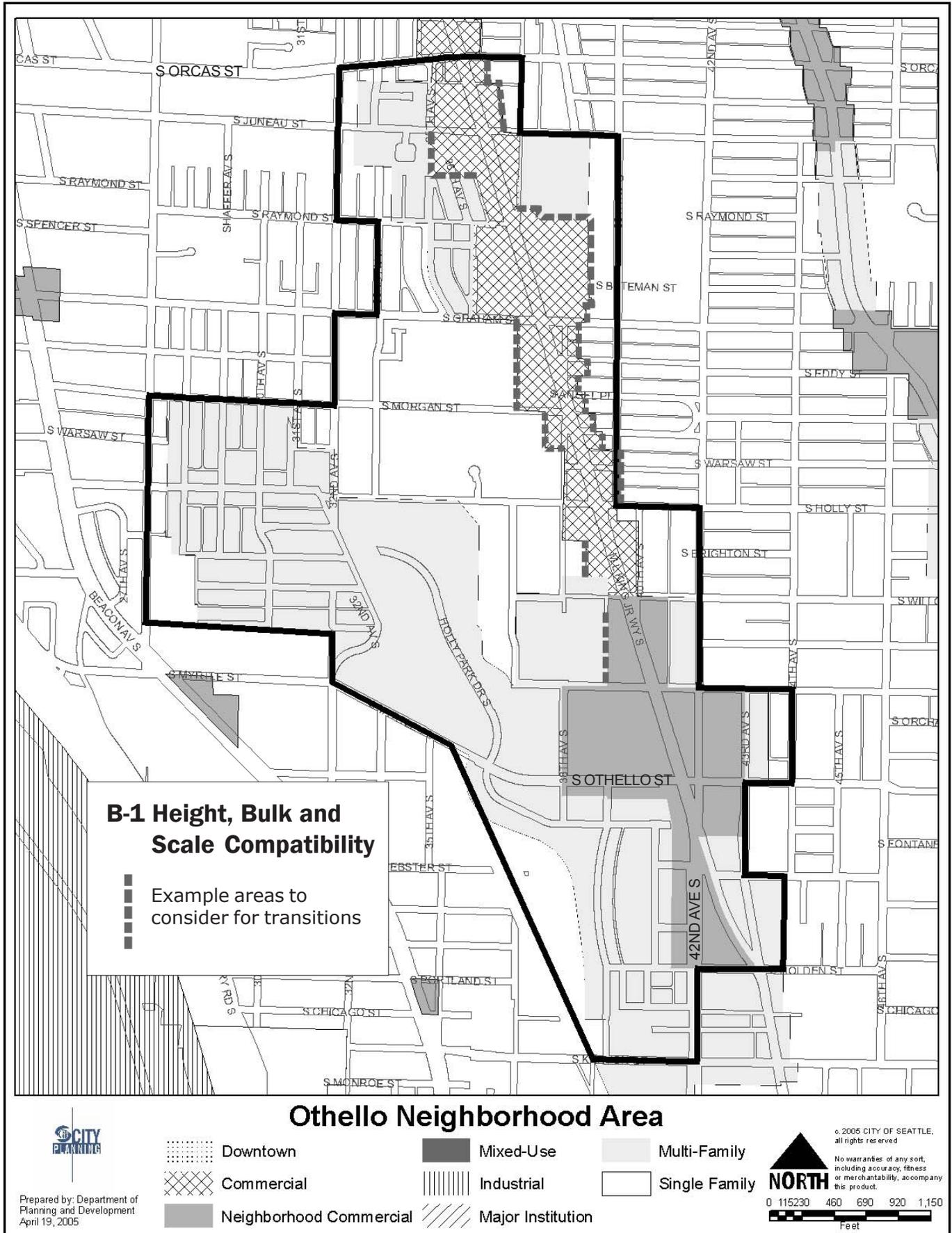
preferred



to be avoided

Sensitive Infill Development

Attachment 2 to Greenwood/Phinney and Othello Neighborhood Design Guidelines Ordinance



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C. Architectural Elements and Materials

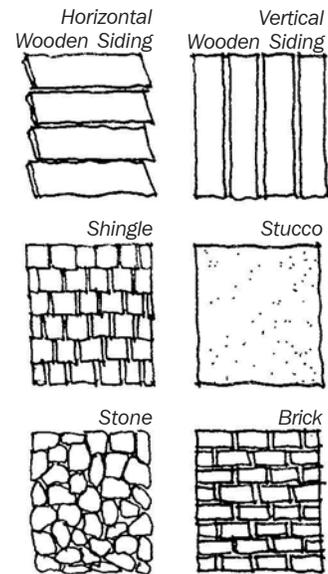
C-4 Exterior Finish Materials

Encourage High-Quality Construction

All new buildings are encouraged to be constructed as long-term additions to the urban fabric.

Residential Development

- Use exterior building materials that are typically residential in character. The most commonly-found traditional cladding material in the Othello Neighborhood is wood: shingle, horizontal or vertical. Stone, or other masonry with human-scale texture, is also encouraged—particularly as accent materials.
- Creative combinations of the above are encouraged; other materials can also be considered, such as stucco and vinyl shaped to reflect natural textures, so long as they meet the overall objective of conveying a sense a permanence, human scale and proportion.

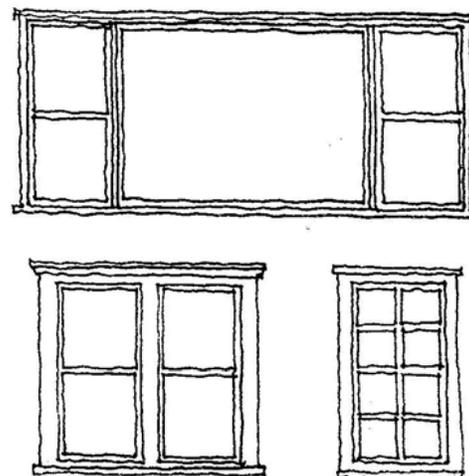


Architectural Elements and Materials

exterior finish materials



An example of high-quality and variegated use of residential exterior materials in New Holly.



Variation in window design is encouraged

Commercial and Mixed-Use Development

- Use exterior building materials typically found in traditional storefront design. This includes brick, masonry and metal on the ground floor. Mixed-use developments could use a combination of materials, such as brick, masonry, metal, wood and stucco in a manner that creates a coherent overall building design.
- Consider window design as an opportunity to provide variation and definition along building facades. Avoid monotonous repetition of window types.

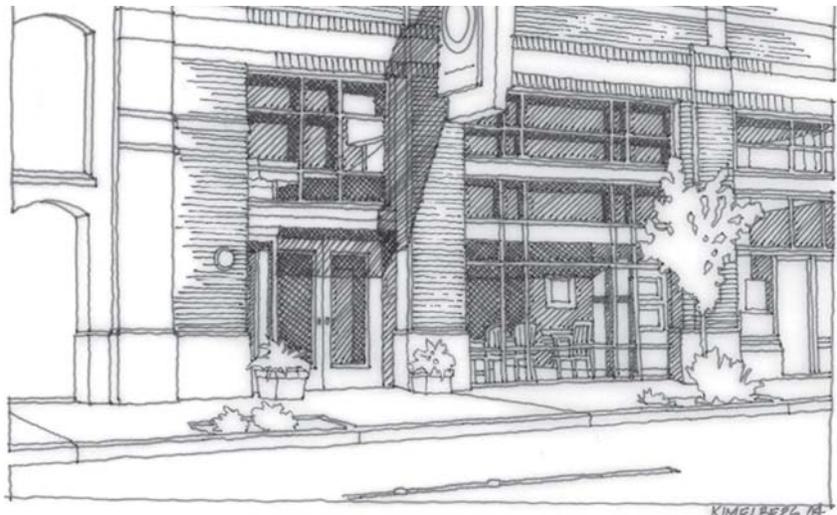
C

Architectural Elements and Materials

exterior finish materials



A limited number of materials and colors used on the exterior of a new building creates visual simplicity and harmony.



A street-facing commercial facade containing elements of traditional storefront design, including large, transparent display windows, metal framing for storefronts, and a combination of brick and masonry with channel reveals. This type of treatment is encouraged for commercial facades in new development proposals.

D. Pedestrian Environment

D-1 Pedestrian Open Spaces and Entrances

Activate the Street Edge

Providing space for intermingling of pedestrians and shoppers at the street-level on Martin Luther King Jr. Way South will help create a socially and visually stimulating MLK@Holly business district. Multiple storefronts, shop entrances and activities enliven the street and provide a safe pedestrian environment. Generous windows placed at the ground floor give people inside an awareness of activity on the street. This is commonly referred to as "eyes on the street," and supports an active day and night street environment.

- Buildings that are designed for multi-tenant occupancy and walk-in pedestrian traffic at the street level are encouraged.



Pedestrian Environment

open spaces and entrances



Design elements such as separate storefronts, display windows, shop entrances, pedestrian-scaled signs, awnings, overhangs and landscape add interest and give a human dimension to this street-level building facade.

D-7 Personal Safety and Security

Add specific principles of Crime Prevention Through Environmental Design (CPTED) to the existing Citywide Design Guideline "D-7: Personal Safety and Security."

The goal of CPTED is the reduction of crime, and it is achieved by giving security concerns a high priority in the building process. To fully understand how CPTED is used, one must examine its components and the philosophy behind them. The following is a brief summary of techniques applicable to the design review process.

Defensible Space

"Defensible space" is the term used to describe an area that has been made a "zone of defense" by the design characteristics that create it. Under the defensible space guidelines, areas associated with a development site are categorized as either public, semi-public, semi-private or private. This designation helps define the appropriate activity and use for each area.

Public Zones. These areas are generally open to anyone, such as the public sidewalk.

Semi-public, Semi-private Zones. These areas create a buffer between public and private zones, and serve as common use spaces, such as plazas or courtyards on private property. They are accessible to the public, but are set off from the public zone of the right-of-way. This separation is accomplished with design features that establish definite transitional boundaries between the zones.

Private Zones. These are areas of restricted entry on a building site, such as interior open spaces, residential entries, and on-site parking areas. Access is controlled and limited.

Othello Supplemental Guidance

- Consider the type of "zone of defense" most appropriate for specific spaces and entries included in the development proposal. Private open spaces and entrances should include physical barriers, such as fencing, some forms of landscaping and locked doors. Symbolic barriers are appropriate for semi-private spaces, and require only a visual perception that a transition has occurred. Nearly anything could serve as a symbolic barrier, and examples include: bollards, flower beds, changes in sidewalk patterns or materials, and signs.



Pedestrian Environment

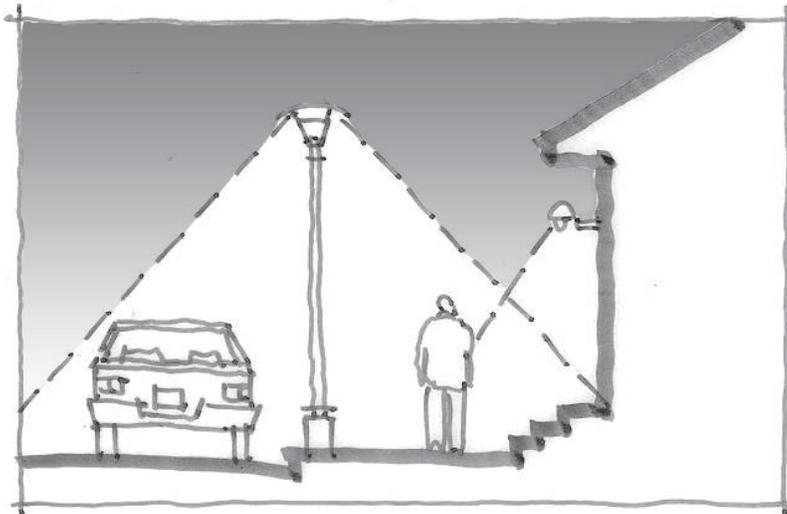
personal safety and security

Lighting

Good lighting is one of the most effective crime deterrents. When used properly, light discourages criminal activity, enhances natural surveillance opportunities, and reduces fear. Lighting can influence an individual's feelings about his environment from an aesthetic as well as a safety standpoint. A bright, cheerful environment is much more pleasing than one that appears dark and lifeless.

Othello Supplemental Guidance

- New developments are encouraged to provide lighting on buildings and in open spaces. This includes: exterior lighting fixtures above entries; lighting in parking areas and open spaces; and pedestrian street lights near sidewalks. To the degree possible, a constant level of light providing reasonably good visibility should be maintained at night. Bright spots and shadows should be avoided. Highly vulnerable areas and those that could conceal a potential attacker should be illuminated more brightly than areas designed for normal activity.



Exterior lighting fixtures and street lamps are sized to the scale of the building and sidewalk, directing light to the sidewalk and building entrance, thus increasing personal safety.



Pedestrian Environment

personal safety and security

Landscaping

Landscaping, like architectural design, plays a significant role in CPTED. One function of landscaping in crime prevention is aesthetics, as an attractive environment generates a sense of pride and ownership. Landscaping can be used to perform a variety of design functions, as outlined below.

Othello Supplemental Guidance

- As a symbolic barrier, landscaping can mark the transition between zones. Consider employing features such as decorative fencing, flower beds, ground cover, and varied patterns in cement work to clearly show separation between zones. If more substantial barriers are needed, shrubbery such as evergreen hedges can be used to create more formidable edges.

Site-Specific Design Guidance

1. Northwest Corner of Martin Luther King Way Jr. South and South Othello Street

Consideration of the following neighborhood recommendations is encouraged:

- Consider adding a focal element, for instance, a sculpture or civic art piece to outdoor space. Consider building on current public art themes in the neighborhood, including the community kiosk.
- Employ strong building forms to demarcate important gateways, intersections, and street corners. Strong corner massing can function as a visual anchor for a block.



- Create a mid-block pedestrian plaza adjacent to the sidewalk and enclose the plaza with active retail uses. This could also aid in reducing the bulk of a large development on Martin Luther King Jr. Way South.
- Modulate the facade into "human scale" sub volumes on both street frontages.
- Locate small storefronts along Martin Luther King Jr. Way South, possibly with roll-up windows to provide "open-air" retail spaces.
- Provide overhead weather protection along Martin Luther King Jr. Way South and retail portions of South Othello Street.
- Preserve the privacy of residential neighbors to the west with an appropriate transition in height, bulk and scale.



**Othello
Neighborhood**
site-specific guidance



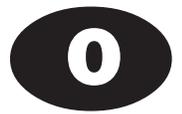
A hypothetical redevelopment for the northwest corner of Greenwood/Phinney and Othello.

Site-Specific Design Guidance

2. Northeast and Southeast Corners of Martin Luther King Jr. Way South and South Othello Street

Consideration of the following neighborhood recommendations is encouraged:

- Consider orienting buildings around a community kiosk, and create a public open area using the kiosk as a focal point.
- Employ a highly visible and accessible entrances to ground level commercial uses, particularly around a public open space plaza.
- Create a mid-block pedestrian plaza adjacent to the sidewalk and enclose the plaza with active retail uses. This could also aid in reducing the bulk of a large development on Martin Luther King Jr. Way South.
- Avoid a "monolithic" building mass at this location; rather, break up the development site into multiple buildings.



**Othello
Neighborhood**
site-specific
guidance



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