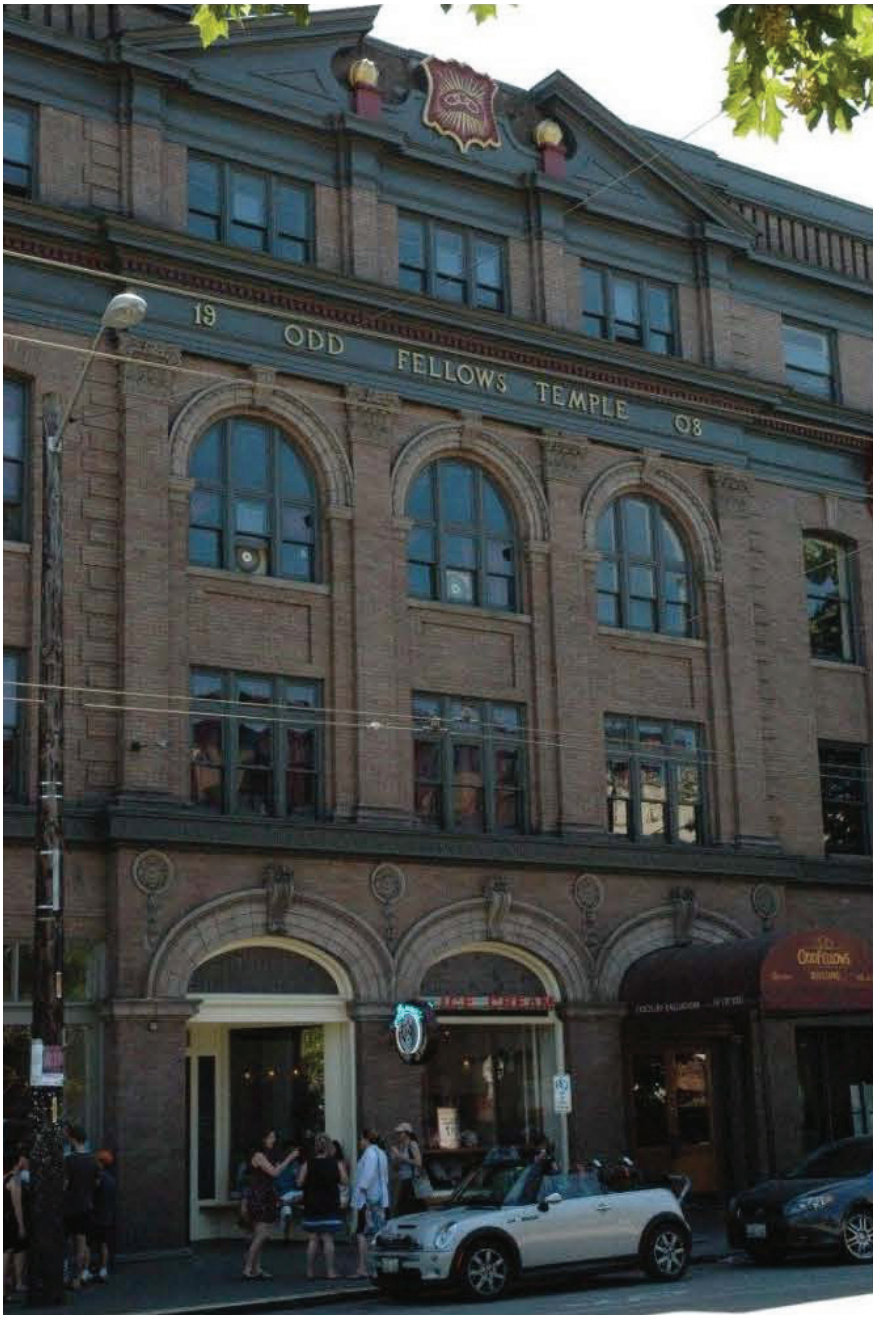
Attachment I: Pike/Pine Design Guidelines Ordinance



Pike/Pine Urban Center Village Design Guidelines

August 9, 2010

Projects requiring Design Review must comply with the neighborhood design guidelines in this handbook as well as the Citywide Design Guidelines.

Note: The guidelines are numbered to correspond to the Citywide Design Guidelines (A-1, A-2, etc). A gap in the numerical sequence means there are no neighborhood design guidelines for that particular Citywide Guideline.

A. SITE PLANNING

A

Site Planning

responding to site characteristics

transition between residence and street

residential open space

A-1 Responding to Site Characteristics

Characteristics and opportunities to consider in Pike/Pine include both views and other neighborhood features including:

- A change in street grid alignment causing unique, irregular-shaped lots, including Union and Madison and 10th and Broadway Court
- "Bow tie" intersections at 13th/14th between Pike/Pine/Madison

A-6 Transition Between Residence and Street

Residential entry ways that feature heavy or contrasting trim, distinctive materials and a link to the surrounding streetscape are encouraged.

Figure 1: Transition between residence and street. Arched, recessed entry.

Figure 2: Contemporary treatment of transition between residence and street.

A-7 Residential Open Space

Locating a significant amount of open space on rooftops is discouraged. Open space at street level that is compatible with established development patterns and does not detract from desired, active street frontages is encouraged. While not characteristic of the historic warehouse, commercial, or apartment development in the area, usable balconies may be appropriate on streets where a more residential character is intended, to provide both open space and visual relief on building facades. In other areas, if balconies are provided, it is preferable that they not be located on street-facing facades, but rather on facades facing the side or rear of the lot, or internal courtyards.

Figure 3: The courtyard of Press Condominiums provides a residential open space amenity on Belmont Avenue E.

Figure 4: Usable balconies provide visual relief in addition to private open space.

A-9 Location of Parking on Commercial Street Fronts

Garage entry ways facing the street should be compatible with the pedestrian entry to avoid a blank façade. Steel mesh is a preferred alternative to solid doors.

A

Site Planning

location of parking on commercial street fronts

corner lots

A-10 Corner Lots

Buildings on corner lots should reinforce the street corner. To help celebrate the corner, pedestrian entrances and other design features that lend to Pike/Pine's character may be incorporated. These features include architectural detailing, cornice work or frieze designs.

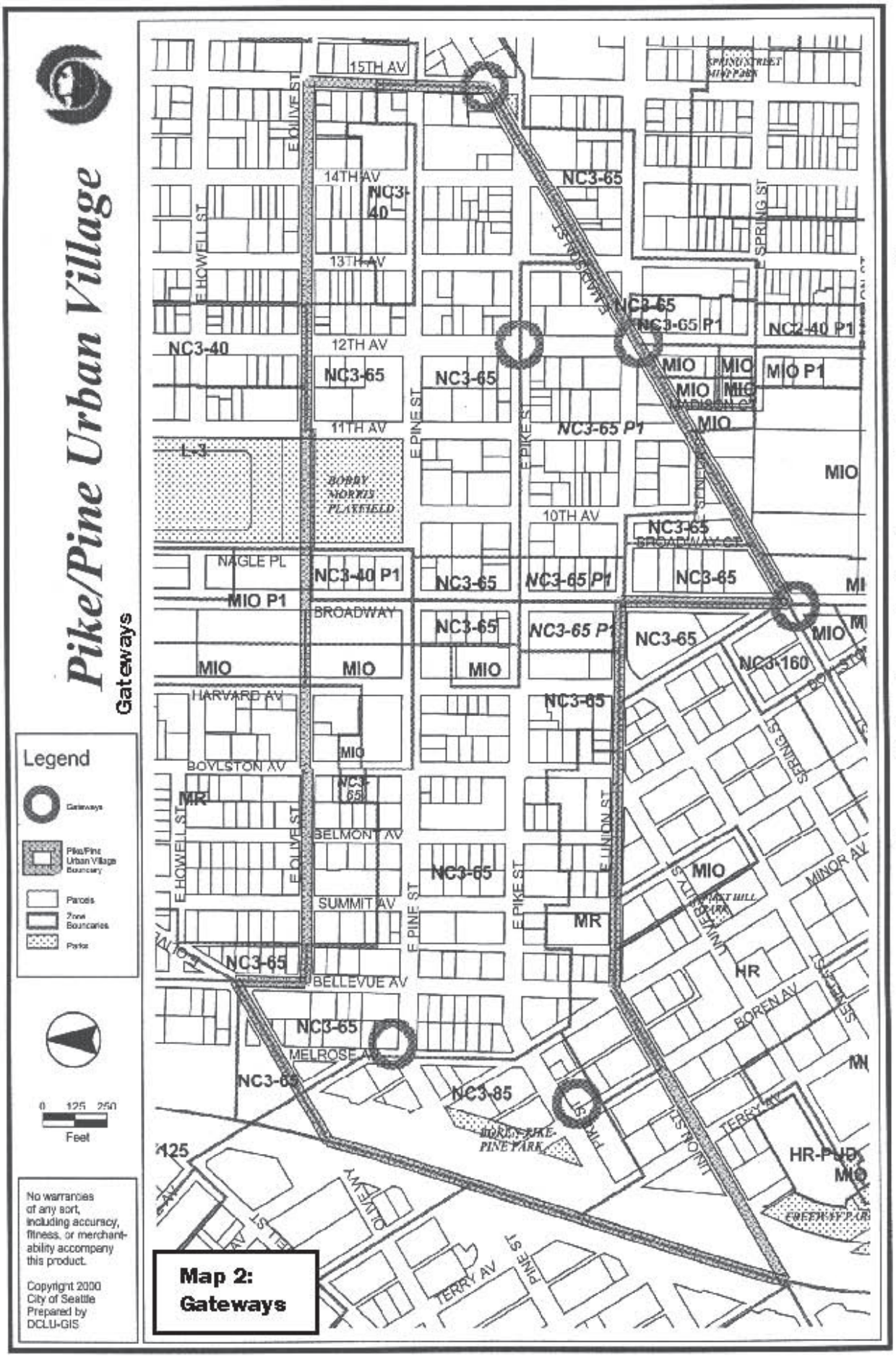
The following corner sites are identified as Pike/Pine gateways (see Map 3, page 4).

- Pike/Boren: southeast corner
- Melrose/Pine: northeast corner
- 12th/Pike intersection
- 12th/Pine intersection
- Madison: between 11th/12th
- Madison entries onto Pike and Pine

Two examples of projects that incorporate architectural materials and detailing that celebrates the corner are shown below:

Figure 5: Recent development

Figure 6: Neighborhood icon building


Pike/Pine Urban Village
Gateways
Legend
Gateways
Pike/Pine Urban Village Boundary
Parcels
Zone Boundaries
Parks
0 125 250
Feet
No warranties of any sort, including accuracy, fitness, or merchantability accompany this product.
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15TH AV
14TH AV
13TH AV
12TH AV
11TH AV
10TH AV
BROADWAY
HARVARD AV
BOYLSTON AV
BELMONT AV
SUMMIT AV
BELLEVUE AV
MELROSE AV
NAGLE PL
E OLIVE ST
E HOWELL ST
E PINE ST
E PIKE ST
E UNION ST
SPRING ST
MINOR AV
BOREN AV
TERRY AV
NC3-40
NC3-65
NC3-65 P1
NC3-40 P1
NC2-40 P1
MIO
MIO P1
L-3
BOBBY MORRIS PLAYFIELD
NC3-160
MR
HR
HR-PUD
NC3-85
PIKE-PINE PARK
Map 2: Gateways

B. HEIGHT, BULK AND SCALE

B-1 Height, Bulk, and Scale Compatibility (citywide design guideline)
B-2 Pike/Pine Neighborhood Scale and Proportion

B

Height, Bulk and Scale

New buildings should, in general, appear similar in height, mass, and scale to other buildings to maintain the area's visual integrity and unique character. Although current zoning permits structures to exceed the prevailing height and width of existing buildings in the area, structures that introduce increased heights, width and scale should be designed so their perceived scale is compatible with the existing neighborhood character. The following guidelines address scale and proportion for new structures.

a. Design the structure to be compatible in scale and form with surrounding structures. One, two, and three-story structures make up the primary architectural fabric of the neighborhood. Due to the historic platting pattern, existing structures seldom exceed 50 to 120 feet in width or 100 to 120 feet in depth. Structures of this size and proportion have been ideal for the small, locally owned retail, entertainment, and restaurant spaces that have flourished in this neighborhood. The actual and perceived width of new structures should appear similar to these existing structures to maintain a sense of visual continuity.

Figure 7: While taller than its neighbor, because of its fenestration, width and depth, the new structure that is consistent with the rhythm of other development on the block and is compatible in scale with its neighbors.

Figure 8: Upper story setbacks maintain street level proportions.

- Respect the rhythm established by traditional facade widths.

  Most structure widths are related to the lot width. Typically, structures are built on one lot with a width of 50 or 60 feet; or on two combined lots with a width of 100 or 120 feet. If a proposed development is on a lot that is larger than is typical, it may be necessary to modify the rhythm of the building to maintain the existing scale at the street. Even in older buildings that may be massive, the mass is typically broken up by a rhythm of bays, humanizing the scale of the structure.

- Relate the height of structures to neighboring structures as viewed from the sidewalk.

  If a proposed structure is taller than surrounding structures, it may be necessary to modify the structure height or depth on upper floors to maintain the existing scale at the street, especially for larger developments.

- Consider full or partial setbacks of upper stories to maintain street-level proportions.

  Given the greater width and height possible for new structures, a more compatible massing may be achieved if portions of the upper floors set back from the street, with other portions extending to the street lot line, creating setbacks at intervals that reflect the typical facade widths of existing structures.

Figure 9: The rhythm established by the neighborhood's original platting and early development provides the basis for determining an appropriate scale relationship between new and old. These illustrations show how the vertical and horizontal treatment of the facades in both an older and more recent building express the prevailing width and height patterns in larger structures.

b. Relate the scale and proportions of architectural features and elements to existing structures on the block face to maintain block face rhythm and continuity.

- Align architectural features with patterns established by the vernacular architecture of neighborhood structures to create visual continuity.
- Use building components that are similar in size and shape to those found in structures along the street from the auto row period.
- Keep the proportions of window and door openings similar to those of existing character structures on the block or in the neighborhood.
- Use windows compatible in proportion, size, and orientation to those found character structures in the surrounding area..

B

Height, Bulk and Scale

c. Address conditions of wide or long structures.

- For project sites that are wider than usual, articulate the facade to respect traditional façade widths. For example, a facade may be broken into separate forms that match the widths of surrounding structures. This articulation should be substantive, and not merely a surface treatment.
- Employ variations in floor level façades, roof styles, architectural details, and finishes to break up the appearance of large structures.
- Incorporate design features to create visual variety and to avoid a large-scale, bulky or monolithic appearance.
- Consider a street-facing courtyard to minimize the bulk of structures on streets intended to have a residential character.
- Consider stepping back upper stories of structures on larger sites to allow light filter through multiple levels and to create architectural variety.

d. For structures that exceed the prevailing height, reduce the appearance of bulk on upper stories to maintain the established block face rhythm.

Consider the character of the existing block face when determining the appearance of the upper story elements. Whether the upper and lower floors of a structure look different or the same may depend upon the complexity of the existing structures on the block.

- Use the prevailing structure width to create an upper story massing rhythm.
- Break the structure into smaller masses that correspond to its internal function and organization.
- Use changes in roof heights to reduce the appearance of bulk.
- For new structures that are significantly taller than adjacent buildings, especially on larger lots, consider upper floor setbacks of at least 15 feet from the front facade to reduce the perceived height. However, slender forms such as towers and dormers that extend toward the front facade may add visual variety and interest to the setback area.

Figure 10: Through the use of setbacks, courtyards or other interruptions in the street-facing facade, wider structures can relate better to established scale conditions.

e. Design the first floor façade to encourage a small-scale, pedestrian-oriented character

- Visually separate the ground floor spaces to create the appearance of several smaller spaces 25 feet to 60 feet wide.
- Repeat common elements found in neighborhood commercial buildings, such as clearly defined primary entrances and large display windows.
- Provide generous floor to ceiling heights on the ground floor with a high degree of transparency.
- Consider variations in the street-level facade, such as shallow recesses at entries or arcades, to add variety.

B

Height, Bulk and Scale

B-3. Integration of Character Structures in New Development (Supplemental guidance especially for properties located within the Pike / Pine Conservation Overlay District.)

Within the Pike/Pine Conservation Overlay District, a project can gain height and floor area by retaining a character structure (defined as a structure that is at least 75 years old) on the lot as part of a new development. The Code requires all portions of the new structure above the character structure to set back a minimum of 15 feet from all street facing facades of the character structure, unless the applicant demonstrates that a departure from this standard will result in a better relationship between the new and existing portions of the project. Section B.II provides design guidance for achieving a desirable relationship between the character structure and new portions of the project. The goal is to design a project that complements the character structure and other structures on the block, even while displaying an individual design. These guidelines are to be used in conjunction with Section B.VI, which addresses the treatment of character structures.

a. Develop a design Concept

Consider different approaches for expressing the relationship between the character structure and new portions of the project. To avoid a superficial design treatment, the new project should not mimic the style of the character structure inappropriately. Approaches to consider include:

- **Contrast:** Design the new addition in a manner that provides differentiation in materials, color, ornamentation and detailing so that the new work does not imitate the character structure, but still responds to the essential elements of scale and character. For example, if the character structure provides a solid, sturdy base, the additional upper floors could have a high degree of transparency and glazing to give them an appearance of lightness.
- **Transition**: Provide a transition in form and character between the new and old portions of the project. The project's composition could present the character structure as one element, with part of the new structure accommodating a design transition between the character structure and portions of the new structure that have a distinct identity.
- **Background**: Design new portions of the project as a backdrop to the character structure to minimize the impact on the character structure and emphasize its role as an established element of the streetscape. Also, It is not uncommon for older buildings to have been constructed in a manner that would have anticipated future expansions. A successful blending of the original and new portions of the project may be achieved through a skillful use of architectural elements and materials inspired by the original design and function of the character structure.

In addition to choosing a design concept as outlined in subsection a, new projects that seek a departure from the 15 foot setback requirement must comply with the guidelines in subsection BI and the following guidelines b through f:

B

Height, Bulk and Scale

b. Do not overpower the character structure.

Design the size, scale, massing, and proportions of the new structure to be compatible with the character structure.

- Use siting, setbacks, structure orientation, massing, and rhythm, both at the street level and on floors above, to maintain a strong presence of the character structure in the streetscape.
- Respect the scale of the existing character structure and avoid new construction that appears to be an oversized expansion of the original design.

Figure 11: In this successful example, structures to the left, right, and above the center structure are additions.

Figure 12: From this vantage point on the sidewalk, the upper story addition is not visible from the street, due to its setback.

c. Express the relationship between the character structure and new portions of the project.

- Identify distinctive features of the character structure that can be emphasized or expressed in the new structure, such as: building orientation, corner treatments, massing characteristics, stacking of floors, special treatment of entries, fenestration patterns, changes in the structural spacing or rhythm of bays, or other special elements.
- Design the new structure to draw attention to significant features of the character structure to maintain or increase their importance in the building's overall composition.
- Emphasize important elements of the character structure and design the new structure so that it does not compete with those elements, but rather strengthens or provides a backdrop to them.

d. Emphasize the streetscape.

The street level is the portion of the structure that pedestrians experience most directly and is most critical to maintaining a sense of continuity between the character structure and the new project.

- Maintain the original aspects of the character structure's street level design and function as much as possible.
- Consider how elements of the character structure's original design can be adapted to the functions of the new structure, such as major entries to the structure, public areas and internal circulation, service access, and ground floor uses that are oriented primarily to the street.

B

Height, Bulk and Scale

e. Align features of the character structure with features of new portions of the project.

The alignment of architectural features and elements in the new and existing portions of the project creates visual continuity and establishes a coherent visual context.

- Design facades to reinforce the patterns of the character structure and express the connection between the new and old portions of the project.

Figure 13: While the new structure is built above an existing character structure, the portion of the new structure that extends to the street helps to anchor the project to the streetscape.

f. Consider design treatments that anchor the new structure to the streetscape.

As part of a new project, a character structure can help integrate new development with the existing neighborhood fabric. However, it may also be desirable for the new structure to emphasize its own identity in the streetscape by directly connecting to the street level, or through other measures that strengthen the new structure's presence on the street.

- When adjacent to the character structure, it may be possible for elements of the new structure to successfully surround or "wrap" the character structure to anchor the new structure to the character structure and the streetscape.
- When new additions are above the character structure, it may be desirable for portions of the new structure to extend to the street to better integrate it with the streetscape and avoid the appearance of "floating" as an unrelated element above the character structure.

B-4. Small Lot Development (Supplemental guidance especially for properties located in the Pike/Pine Conservation Overlay District.)

The Pike/Pine Conservation Overlay District encourages development on small lots of 8,000 square feet or less by exempting the residential floor area in the project from the FAR limit. While the scale of development on small lots is compatible with the existing developed context, such projects may still present design challenges that require attention to ensure the best fit between the new and the old at any given site. New structures on small lots should maintain the character of the Pike/Pine neighborhood, and not use the small size of the lot as a reason to compromise maintaining compatibility with the character of the area.

a. Consider the project's impact on the street environment

- Maintain solid massing of the street wall.
- Site driveways and design vehicular garage entrances so that they do not dominate the street front.
- Orient the structure's street level uses, building entrances, and service areas so that street-level priorities for commercial and pedestrian activity are not compromised.

b. In order to maintain a continuous street wall, front setbacks are discouraged

"T" or "L" shaped structures that maintain a continuous street wall while allowing setbacks from shared lot lines on the interior of the lot are preferred over setbacks of upper floors fronting the street.

Ground level front setbacks may be appropriate in limited circumstances to enhance the project's relationship to the pedestrian environment by providing such features as wider sidewalks, space for residential entries, or other pedestrian amenities.

In some circumstances, an upper level front setback may be appropriate to better relate a taller new structure to the prevailing height of adjacent character structures.

B

Height, Bulk and Scale

c. Provide appropriate rear and side setbacks

Side and rear setbacks are most important on the upper floors of portions of the structure that do not face the street.. Maintaining a continuous street wall to preserve the streetscape character at ground level generally takes precedence.

- Provide setbacks from side and rear lot lines to maximize access to light, air, and usable space between structures and to minimize exposed blank walls.
- Avoid blank walls on the sides of structures that abut neighboring lots, while recognizing the potential for abutting development in the future. In general, blank walls are discouraged.
- Use the rear of the lot for parking or other open areas. Rear setbacks may be used to create light courts, seating areas, or courtyards.

Figure 14: Successful small lot development on Pike Street.

B-5. Through-Block Development

While most blocks in the Pike/Pine neighborhood lack alleys, development seldom extends across a full block from street to street. The predominant development pattern is comprised of individual structures that front on the street and extend no deeper than mid-block. New developments on through block lots should be carefully designed for compatibility with this established fabric.

a. Avoid monolithic development on through lots.

- Observe in new through-block projects the original platting and development pattern, which is generally characterized by structures limited to a half-block in depth, with widths of 50 to 60 foot increments along the street.

b. On blocks bounded by designated principal pedestrian streets, take advantage of opportunities to include through-block connections.

Through block connections can extend a fine-grained pedestrian environment into the interior of the block, offer a transition between public and private spaces, and unite both sides of the block face. As more intensive development occurs over time, through block connections can contribute to a more complex, intimate pedestrian environment.

B

Height, Bulk and Scale

- Make through-block connections clearly identifiable, accessible, and attractive.
- Create focal points to draw pedestrians into and along through-block pathways.
- Encourage abutting uses that will promote public access into though-block connections during appropriate hours to activate space.
- Ensure a porous façade on through-block pedestrian connections by providing frequent openings and breaks to provide visual interest, and to allow free movement of pedestrian traffic through the block face.
- Consider opportunities for open space and other amenities in block interiors, such as gardens, courtyards, fountains, lighting and seating to unite different uses in the block.

Figure 15: In appropriate circumstances, a through-block corridor can contribute to a more compatible sale of development while creating opportunities to expand the pedestrian network.

c. Capitalize on opportunities to provide utility functions in through-block development

Several of the through-block sites in the Pike/Pine neighborhood are in the vicinity of 10th, 11th, and 12th Avenues. Grade changes between these streets present opportunities for through-block development that may be designed to include drop-off, parking, and service and delivery areas within the development in a manner that efficiently accommodates these functions and minimizes conflicts with pedestrian activity along block perimeters.

B-6. DEVELOPMENT IN AREAS LACKING A WELL-DEFINED CHARACTER (Supplemental guidance especially for properties located in the Pike/Pine Conservation Overlay District.)

Some areas where the Pike/Pine Conservation Overlay District was expanded during 2009 lack an apparent overriding visual character, or the character may be mixed or changing. When no clear pattern is evident, new development should help define and unify the existing visual context and contribute positively to the Pike/Pine neighborhood character. Designs should draw on the best features of surrounding buildings, or of the surrounding neighborhood, to create a more complex, intimate pedestrian environment.

a. Design structures to help define, unify and contribute positively to the existing visual context.

New structures should enhance pedestrian and visual connectivity along streets oriented to the north and south, including connections to the 12th Avenue Urban Center Village across Madison Street.

- Capitalize on excess and undefined right-of-way areas, including overly wide street surfaces on side streets, to enhance pedestrian circulation and gathering, and for landscaping and other streetscape improvements.
- Encourage streetscape treatments that retain the informal character of side streets, such as shared pedestrian and vehicle loading areas, lower curb heights and varied curb lines, and textured paving materials.
- Include high ceilings in the ground floor spaces of new structures that are consistent with older character structures in the neighborhood. Floor to ceiling heights of at least 15 feet are encouraged.

B-7. Conservation of Character Structures (Supplemental guidance especially for properties located in the Pike/Pine Conservation Overlay District.)

B

Height, Bulk and Scale

The Pike/Pine Conservation Overlay District encourages preservation and enhancement of the unique character of the Pike Pine neighborhood. A high priority for achieving this objective is the conservation and reuse of existing character structures. The Overlay District includes both exceptions that apply when a character structure is retained and incentives for conserving and reusing these structures. This Section VI provides guidance for appropriate conservation of character structures.

a. Maintain the architectural integrity of the character structure

- Avoid all but minor changes to the primary elevation(s) of the character structure
- Make a visual distinction between old and new: new construction should be distinguishable from the character portion.
- Keep the addition compatible with the character structure in form, scale, massing, and proportion.
- Do not obscure significant features of the character structure.

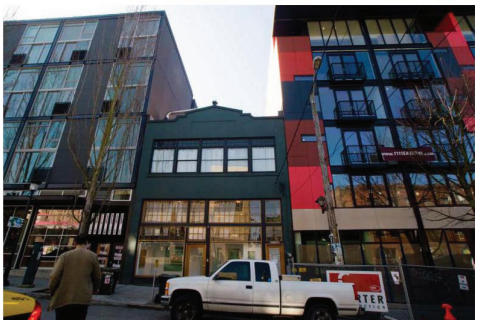

Figure 16: Renovated character structures that have retained character-defining elements.

b. Maintain Character-Defining Elements

- Identify the form and detailing of those architectural materials and features important to defining the structure's character and that should be retained. Character-defining elements may include:
  - Exterior materials, such as masonry (especially brick), wood, and metal;
  - Exterior features and details such as: entrances, fully-glazed storefront windows and expansive glazing, para pets, cornices, roofs, windows, ornamentation (such as terra cotta cladding), signage (including emblems and embossed building names) and color;
  - Structural characteristics, including expressions of interior space on the structure façade, and structural elements defining organization, architectural composition, rhythm, and massing; and
  - Both horizontal and vertical lines that help define the rhythm of the character structure, often by marking a repeating bay.

- Retain, repair, rehabilitate or replace character-defining elements of the character structure, using generally accepted methods.

- Avoid adding materials or features that were not historically part of the character structure.

B

Height, Bulk and Scale

c. Recognize the priority for maintaining the original floor-to-ceiling heights in character structures, especially for the ground floor and for features visible from the exterior.

- Ensure that double-height windows on street-facing facades are visible and apparent from the street.
- Avoid inserting a "new" floor within a double-height ground level unless:

  1) The full height of the double height window is not obstructed for a sufficient depth from the structure's façade (generally, a depth of at least 30 feet) to maintain a sense of the original space as viewed from the street, and the visual expression of the structure in the double height storefront's facade is not substantially altered by including the new floor; or

  2) Characteristics of the original architecture or structure lend themselves to this modification. For example, where a mezzanine existed in the original structure, or where slope changes or changes in window placement in the character structure would minimize the perception of the new floor.

Figure 17: High floor-to-ceiling heights as character defining element.

d. Sensitively locate additions so they do not dominate the appearance of the character structure.

The Pike/Pine Conservation District Overlay encourages additions that enable reuse and preservation of the character structure. The compatibility of an addition is dependent on the design of the original building, its site and immediate context.

- Consider the size and location of the addition in order to minimize its visibility from the street and its impact on light to adjacent structures.
- Place the major mass of the addition on an inconspicuous side or rear elevation so the addition does not radically change the form and character of the character structure.
- Consider setting additional stories well back from the roof edge to ensure that the character structure's proportions and profile are not radically changed.
- For additions that abut a character structure, retain the original proportions, scale, and character of the main facade. Consider a slight setback from the principal façade.

Figure 18: This addition is placed to the rear of the character structure and set well back from the street front, retaining the original proportions, scale and character of the main facade.

B

Height, Bulk and Scale

C. ARCHITECTURAL ELEMENTS AND MATERIALS

C

Architectural Elements and Materials

architectural context

Figure 18:
Context—pilasters, arched terra cotta cladding, parapet

C-1 Architectural Context

The Pike/Pine "vernacular" architecture is characterized by the historic auto row and warehouse industrial buildings featuring high ground-floor ceilings, articulated ground-floor commercial space, display windows, detailed cornice and frieze work, and trim detailing.

Figure20:
Context—light industrial signage and building design; tall windows

Figure 21:
New construction—large windows, balconies provide visual modulation.

Figure 22: Signature Pike/Pine architectural styles

Figure 22a: Villa Apartments

Figure 22b: Wintonia

Figure 22c: Agnes Lofts

New buildings should echo the scale and modulation of neighborhood buildings in order to preserve both the pedestrian orientation and consistency with the architecture of nearby buildings. Architectural styles and materials that complement the light-industrial history of the neighborhood are encouraged.

Examples of preferred elements include:

- Similar building articulation at the ground level;
- Similar building scale, massing and proportions; and
- Similar building details and fenestration patterns.

Taking architectural cues from the following developments is encouraged:

- Villa Apartments (NE Pike/Boren);
- Wintonia (SW Pike/Minor);
- NW Boylston/Pine
- Pike Lofts (SW Pike/Bellevue);
- Schuyler (SW Pike/Boylston);
- 615 E Pike Condominiums (SW Pike/Boylston);
- Monique Lofts (NW Pike/11th);
- 1101 E Pike Street (SE Pike/11th);
- Agnes Lofts (SW Pike/13th);
- Elysian Brewery (SE Pike/13th);
- Oddfellows (SE Pine/10th);
- Trace Lofts (12th/between Pike and Madison)
- 1100 Union

Figure 22d: 1100 Union

Figure 22e: Monique Lofts

Figure 22f: Trace Lofts

C

Architectural Elements and Materials

human scale

Figure 23: Sidewalks as open space

C

Architectural Elements and Materials

architectural context

Figure 24: Retail entryway—transparent windows, floor-to-ceiling, unique signage

Figure 25: Transparent windows, retail modules and consistent entrances lend to human-scaled streetscape.

C-3 Human Scale

In order to achieve good human scale, the existing neighborhood context encourages building entrances in proportion with neighboring storefront developments.
In addition to the Citywide Design Guidelines, developments should successfully contribute to the vitality of the street level and pedestrian scale relationships to the right-of-way. Thus, the design of the ground floor of new developments should include:

- Pedestrian-oriented architectural elements
- A rhythm of building modulation comparable or complimentary to adjacent buildings
- Transparent, rather than reflective, windows facing the street

This is important throughout the neighborhood. It is preferred that ground floor development echoes the patterns established by adjacent buildings in this area, including high bays and glazing along the ground floor. To this regard, cues can be taken from the Oddfellows and Elliott Bay Bookstore buildings on 10th Avenue E. between Pike and Pine and from the buildings on the south side of Pike Street between Boylston and Harvard Avenues.

C-4 Exterior Finish Materials

New development should complement the neighborhood's light-industrial vernacular through type and arrangement of exterior building materials. Preferred materials and approaches include:

- Brick, masonry, textured or patterned concrete, true stucco (Dryvit is discouraged), with wood and metal as secondary or accent materials.
- Other high quality materials that work well with the historic materials and style of neighboring buildings
- Limited number of exterior finish materials per building
- High quality glazing and trim as a vital component of exterior finish

Figure 26: Ornamental detailing, decorative trim, parapet, traditional materials, transparency.

Figure 27: Use of modern materials

C

Architectural Elements and Materials

exterior finish materials

Figure 28: Window trim detailing

D. PEDESTRIAN ENVIRONMENT

D-3 Retaining Walls

Where retaining walls are unavoidable near a public sidewalk, a textured surface or inlaid material is encouraged.

D-4 Design of Parking Lots Near Sidewalks

Screening of Parking

For secured surface parking lots, the use of cyclone wire or chain-linked fencing should be avoided and instead, the artistic use of mesh fencing, fabricated iron, decorative hard-scape and landscape materials including perimeter trees are encouraged.

D

Pedestrian Environ-ment

retaining walls

design of parking lots near sidewalks

visual impact of parking structures

personal safety and security

D-5 Visual Impact of Parking Structures

Incorporate vertical landscaping (trellises) or artwork as screens where feasible.

Parking structures should provide commercial or other pedestrian–oriented uses at street level.

D-7 Personal Safety and Security

Lighting installed for pedestrians should be hooded or directed to pathways leading towards buildings.

D-8 Signs

a. Promote the pedestrian environment

- Signs should be oriented toward and promote the pedestrian environment
- Signs that are placed at the height and are of a scale to attract drivers, instead of pedestrians, are not consistent with the neighborhood's special character.
- Window signs should not cover a large portion of the window so as not to be out of scale with the window, storefront or façade.

b. Reflect the special neighborhood character

- Signs should complement and not detract from the special character of the Pike/Pine neighborhood. Key elements of this character include: signs associated with a concentration of small, local businesses, particularly businesses related to the arts; activities oriented to the pedestrian, including uses that extend activity well into the evening; a cohesive collection of early twentieth century commercial buildings with distinctive architectural characteristics; and a predominance of unique and diverse signs, instead of standardized signs, that advertise the availability of goods and services.
- Signs should relate physically and visually to their location and uniquely reflect the character and nature of the business they advertise.

D

Pedestrian Environment

retaining walls

design of parking lots near sidewalks

visual impact of parking structures

personal safety and security

Figure 29: The best examples of signs appropriate for the Pike/Pine neighborhood are those for small, independent retail shops or restaurants. These reveal creativity and individual expression, and along a block, can be part of the rhythm that attracts the pedestrian to walk there.

- Signs should not hide, damage, or obstruct the architectural elements of the building; and their design and placement should be well integrated with the design and style of the structure, especially when attached to a character structure.

Figure 30: A simple, straightforward sign compatible with the structure's design.

D

Pedestrian Environment

retaining walls

design of parking lots near sidewalks

visual impact of parking structures

personal safety and security

- Signs should be designed as distinctive additions to the streetscape and should not appear mass-produced
- Backlit signs are generally inconsistent with the special character of the neighborhood, particularly when they are a standardized design that creates a generic look.

E. LANDSCAPING

E-2 Landscaping to Enhance the Building and/or Site

The creation of small gardens and art within the street right-of-way is encouraged in the Pike/Pine neighborhood in order to enhance and energize the pedestrian experience. This is especially desirable for residential and mixed use developments as well as a means to distinguish commercial areas from institutional areas. Providing vertical landscaping, trellises or window boxes for plants is also desirable. Street greening is specifically recommended along the following streets:

- Avenues between Union and Pike Streets, from Minor Avenue on the west to Harvard Avenue on the east;
- Along Bellevue, Summit, Belmont, and Boylston (except from Pike to Pine)
- Union Street from Boren to Broadway
- Avenues between Pike and Olive Streets from 11th Ave. on the east to 14th Ave. on the west including Pine from 14th and 15th and Olive from 11th to 15th (except along 14th Ave. from Pine to Pike)

Permit approval from Seattle Department of Transportation (SDOT) is required in most cases for features placed within the City Right-of-Way and early coordination with SDOT is recommended.

E

Landscaping

landscaping to enhance the building and/or site

Figure 31: Landscaping that enhances the streetscape at a residential building entrance on Nagle Place.