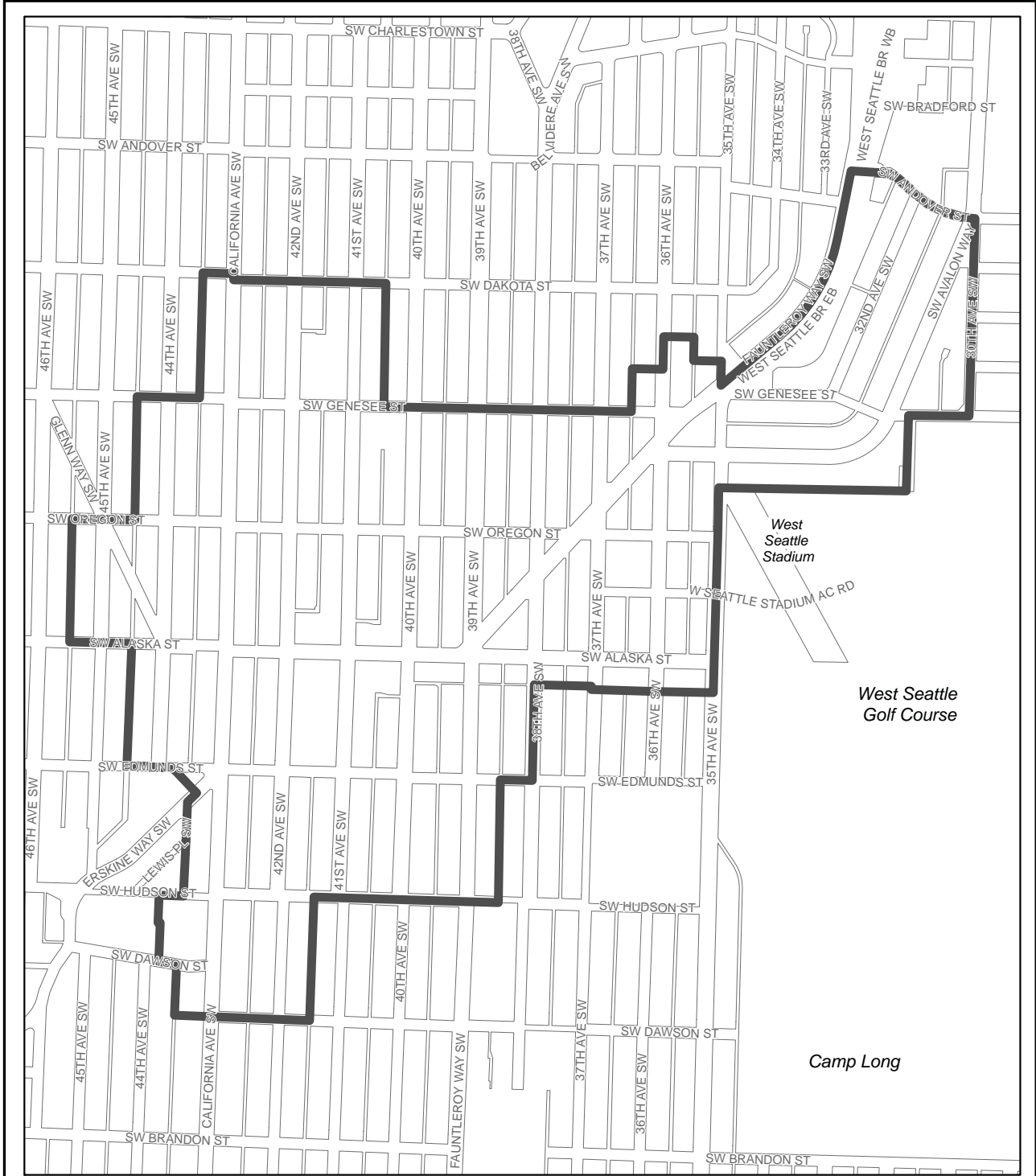

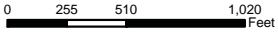


# West Seattle Junction Design Guidelines



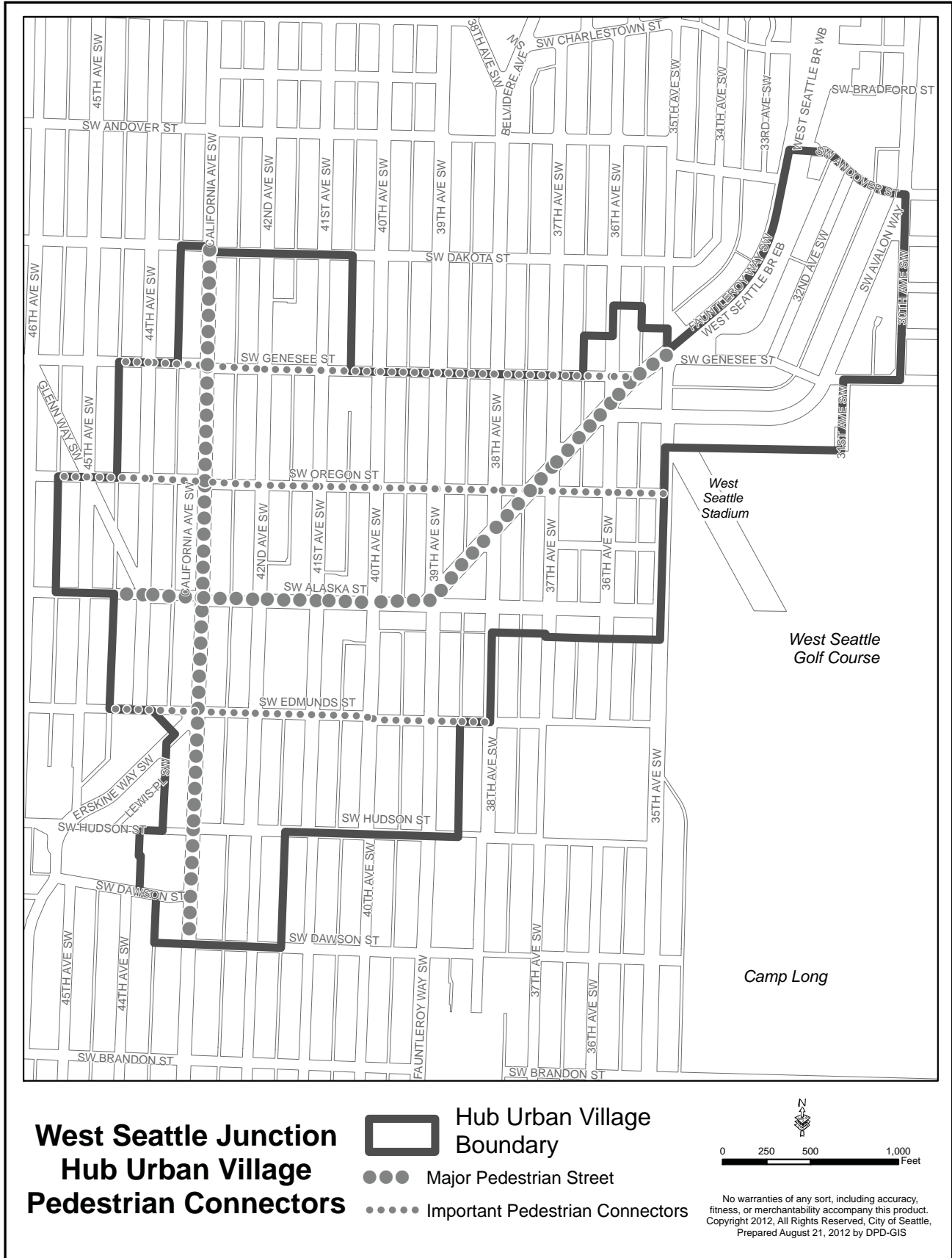
# West Seattle Junction Hub Urban Village

 Hub Urban Village  
Boundary



The West Seattle Junction Neighborhood Design Guidelines apply within the Hub Urban Village

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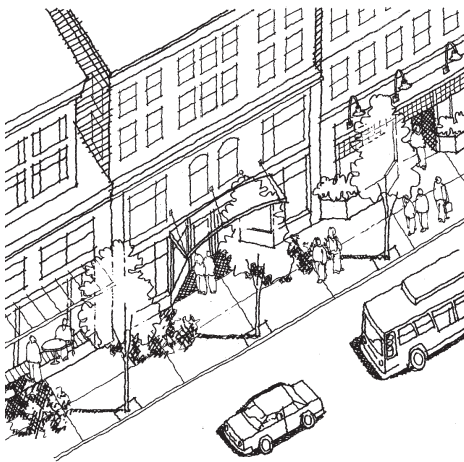


# CS2

## Urban Pattern and Form

### *Citywide Guideline:*

Strengthen the most desirable characteristics and patterns of the streets, block faces, and open spaces in the surrounding area.



### ***West Seattle Junction Supplemental Guidance***

#### **Streetscape Compatibility**

A pedestrian-oriented streetscape is perhaps the most important characteristic to be achieved in new development in the Junction's mixed use areas (as previously defined). New development—particularly on SW Alaska, Genesee, Oregon and Edmunds Streets—will set the precedent in establishing desirable siting and design characteristics in the right-of-way.

- Reduce the scale of the street wall with well organized commercial and residential bays and entries, and reinforce this with placement of street trees, drop lighting on buildings, benches and planters.
- Provide recessed entries and ground-related, small open spaces as appropriate breaks in the street wall.
- Outdoor power and water sources are encouraged to be provided in order to facilitate building maintenance and exterior decorative lighting needs. Conveniently located sources could also be taken advantage of for special community events.



## Corner Lots

Pedestrian activities are concentrated at street corners. These are places of convergence, where people wait to cross and are most likely to converse with others. New development on corner lots should take advantage of this condition, adding interest to the street while providing clear space for movement.

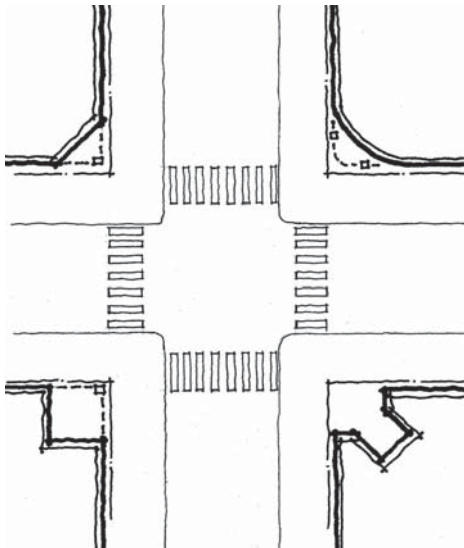
New buildings should reinforce street corners, while enhancing the pedestrian environment.

A. Public space at the corner, whether open or enclosed, should be scaled in a manner that allows for pedestrian flow and encourages social interaction. To achieve a human scale, these spaces should be well defined and integrated into the overall design of the building. Consider:

- providing seating;
- incorporating art that engages people; and
- setting back corner entries to facilitate pedestrian flow and allow for good visibility at the intersection.

The citywide design guidelines encourage buildings on corner lots to orient to the corner and adjacent street fronts. Within the Junction there are several intersections that serve as “gateways” to the neighborhood.

B. Building forms and design elements and features at the corner of key intersections should create gateways for the neighborhood. These buildings should announce the block through the inclusion of features that grab one’s interest and mark entry.



*Building mass should reinforce the street corner while providing space for movement and activity.*

### Gateways:

- California Avenue SW and SW Alaska Street
- California Avenue SW and SW Oregon Street
- SW Alaska Street and Fautleroy Way SW
- California Avenue SW and SW Edmunds Street
- SW Alaska Street and 44th Avenue SW
- Fautleroy Way SW and 35th Avenue SW

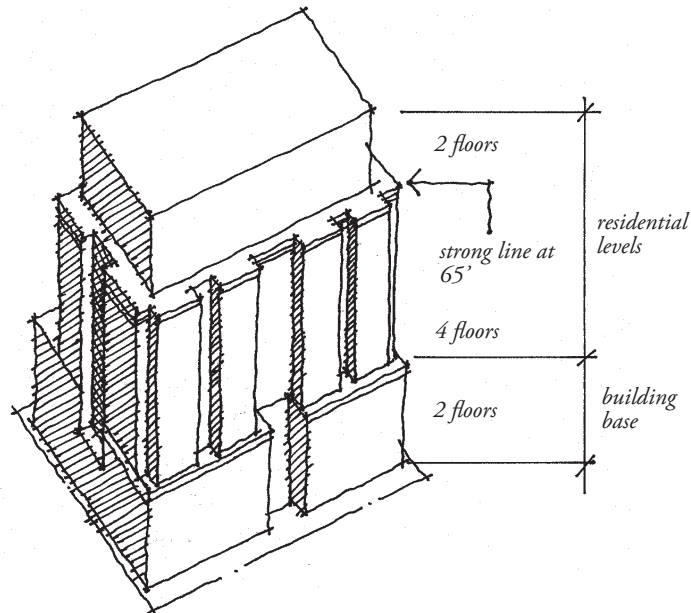


*Building form and elements are oriented to the corner.*

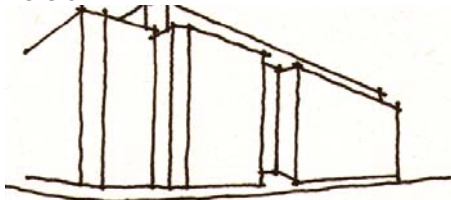
## Height, Bulk and Scale

Current zoning in the Junction has created abrupt edges in some areas between intensive, mixed-use development potential and less-intensive, multifamily development potential. In addition, the Code-complying building envelope of NC-65' (and higher) zoning designations permitted within the Commercial Core would result in development that exceeds the scale of existing commercial/mixed-use development. More refined transitions in height, bulk and scale—in terms of relationship to surrounding context and within the proposed structure itself—must be considered.

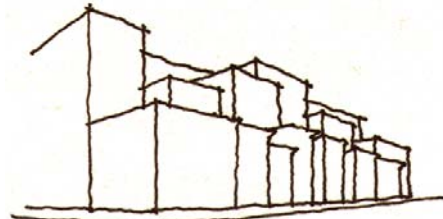
1. Applicant must analyze the site in relationship to its surroundings. This should include:
  - Distance from less intensive zone; and
  - Separation between lots in different zones (property line only, alley, grade changes).
2. The massing prescribed by Neighborhood Commercial development standards does not result in mixed-use development that is compatible with the existing context. Among recent development in NC-65' zones and higher, the base (ground level commercial area) often appears truncated by the upper residential levels within a mixed-use building. The 13-foot, lot line – to – lot line commercial ground floor is an inadequate base for buildings of this size in terms of overall proportion. Moreover, surrounding commercial structures along California Avenue tend to have a building mass of 20 to 30 feet at the front property line. Therefore, for new development in Neighborhood Commercial zones 65' or higher:
  - Patterns of urban form in existing built environment, such as setbacks and massing compositions.
  - Size of Code-allowable building envelope in relation to underlying platting pattern.



*Note: Massing concept for an NC-85' structure. Not preferred architectural concept.*



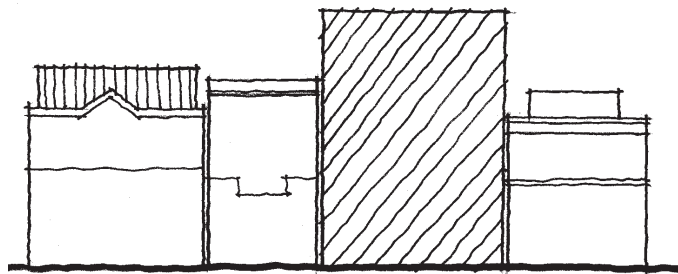
A



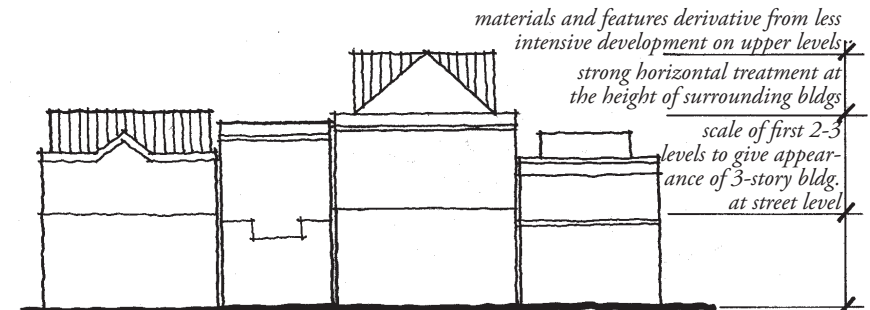
B

*The bulk of the top building ("A") is at odds with the rhythm of the small buildings along California Avenue SW. Consider breaking the mass of large structures into form elements similar to the scale and character of the surrounding street frontage (Building "B").*

3. New buildings should use architectural methods including modulation, color, texture, entries, materials and detailing to break up the façade— particularly important for long buildings—into sections and character consistent with traditional, multi-bay commercial buildings prevalent in the neighborhood's commercial core.
4. The arrangement of architectural elements, materials and colors should aid in mitigating height, bulk and scale impacts of Neighborhood Commercial development, particularly at the upper levels. For development greater than 65 feet in height, a strong horizontal treatment (e.g. cornice line) should occur at 65 ft. Consider a change of materials, as well as a progressively lighter color application to reduce the appearance of upper levels from the street and adjacent properties. The use of architectural style, details (e.g. rooflines, cornice lines, fenestration patterns), and materials found in less intensive surrounding buildings should be considered.



*A larger potential building envelope (shaded) within the context of existing structures.*



*Design the larger structure to be compatible in scale with the surrounding buildings.*

# CS3

## Architectural Context and Character

### Citywide Guideline:

Contribute to the architectural character of the neighborhood.

### West Seattle Junction Supplemental Guidance

#### Architectural Context

**Facade Articulation:** To make new, larger development compatible with the surrounding architectural context, facade articulation and architectural embellishment are important considerations in mixed-use and multifamily residential buildings. When larger buildings replace several small buildings, facade articulation should reflect the original platting pattern and reinforce the architectural rhythm established in the commercial core.

**Architectural Cues:** New mixed-use development should respond to several architectural features common in the Junction's best storefront buildings to preserve and enhance pedestrian orientation and maintain an acceptable level of consistency with the existing architecture. To create cohesiveness in the Junction, identifiable and exemplary architectural patterns should be reinforced. New elements can be introduced - provided they are accompanied by strong design linkages.

Preferred elements can be found in the examples of commercial and mixed-use buildings in the Junction included on this page.



*A variety of architectural details including street-level display windows, a sign band, recessed entry, transoms, and facade kick-plates lend human scale and interest to these commercial buildings.*

*interesting parapets and cornices*

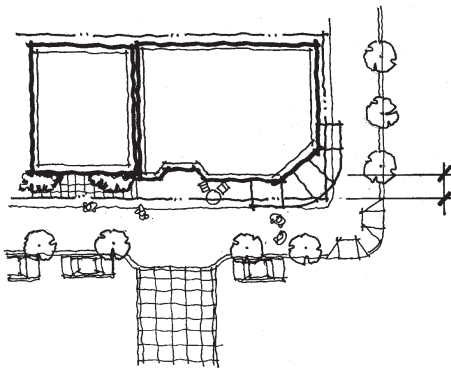




# PL1 Open Space Connectivity

## Citywide Guideline:

Open space should complement and contribute to the network of open spaces around the site and the connections among them.”



*Consider setting the building back from the front property line to create an effective transition between the private and public realm.*

## West Seattle Junction Supplemental Guidance

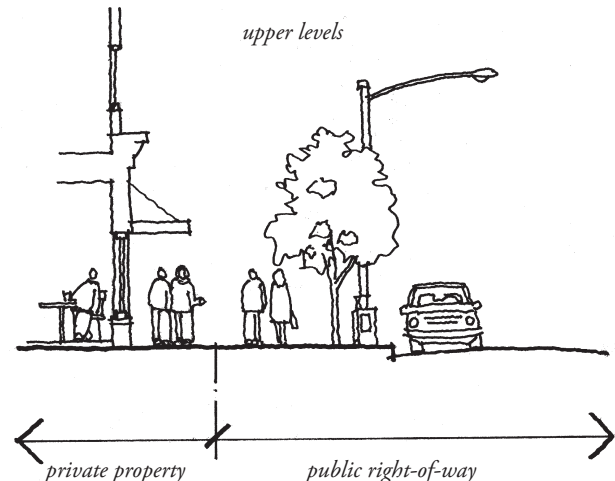
### Human Activity

An active and interesting sidewalk engages pedestrians through effective transitions between the public and private realms.

Particularly in the California Avenue Commercial Core, proposed development is encouraged to set back from the front property line to allow for more public space that enhances the pedestrian environment. Building facades should give shape to the space of the street through arrangement and scale of elements. Display windows should be large and open at the street level to provide interest and encourage activity along the sidewalk. At night, these windows should provide a secondary source of lighting.

In exchange for a loss of development potential at the ground floor, the Design Review Board is encouraged to entertain requests for departures to exceed the lot coverage requirement for mixed-use projects.

*When a setback is not appropriate or feasible, consider maximizing street level open space with recessed entries and commercial display windows that are open and inviting.*



# PL2 Walkability

## *Citywide Guideline:*

Create a safe, comfortable, and interesting environment that encourages walking for pleasure and for transportation.



*Example of overhead weather protection that is coherently integrated into the building's moderne style.*

## **West Seattle Junction Supplemental Guidance**

### **Human Scale**

Overhead weather protection should be functional and appropriately scaled, as defined by the height and depth of the weather protection. It should be viewed as an architectural amenity, and therefore contribute positively to the design of the building with appropriate proportions and character.

Overhead weather protection should be designed with consideration given to:

- Continuity with weather protection on nearby buildings.
- When opaque material is used, the underside should be illuminated.
- The height and depth of the weather protection should provide a comfortable scalae for pedestrians.



*A passageway can extend the pedestrian environment of the commercial core through a large development site and into the surrounding neighborhood.*

## Pedestrian Open Spaces and Entrances

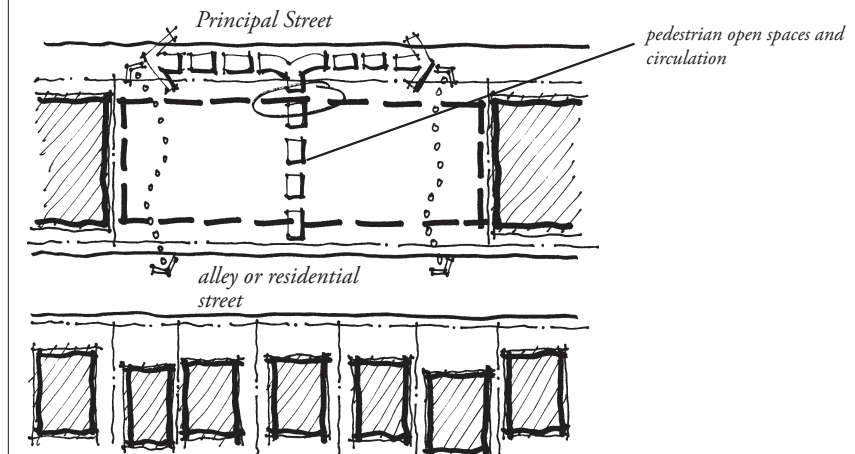
Design projects to attract pedestrians to the commercial corridors (California, Alaska). Larger sites are encouraged to incorporate pedestrian walkways and open spaces to create breaks in the street wall and encourage movement through the site and to the surrounding area. The Design Review Board would be willing to entertain a request for departures from development standards (e.g. an increase in the 64% upper level lot coverage in NC zones and a reduction in open space) to recover development potential lost at the ground level.

**Street Amenities:** Streetscape amenities mark the entry and serve as way finding devices in announcing to visitors their arrival in the commercial district. Consider incorporating the following treatments to accomplish this goal:

- pedestrian scale sidewalk lighting;
- accent pavers at corners and midblock crossings;
- planters;
- seating.

Pedestrian enhancements should especially be considered in the street frontage where a building sets back from the sidewalk.

Note: The recently completed California Avenue SW street improvement project offers good examples of street amenities that could be repeated in portions of new developments that extend into the public realm. Details of these streetscape elements can be obtained from the West Seattle Junction Association.



# DC1

## Project Uses and Activities

### *Citywide Guideline:*

Optimize the arrangement of uses and activities on site.



*The parking in this structure has been integrated into the overall building design in a cohesive manner and is further concealed through decorative metal grille work*

### **West Seattle Junction Supplemental Guidance**

#### **Visual Impacts of Parking Structures**

Parking structures should be designed and sited in a manner that enhances pedestrian access and circulation from the parking area to retail uses.

The design of parking structures/areas adjacent to the public realm (sidewalks, alley) should improve the safety and appearance of parking uses in relation to the pedestrian environment.

There should be no auto access from the principal street (California Wy. And Alaska St.) unless no feasible alternative exists. Located at the rear property line, the design of the parking façade could potentially be neglected. The City would like to see its alleys improved as a result of new development. The rear portion of a new building should not turn its back to the alley or residential street, but rather embrace it as potentially active and vibrant environment. The parking portion of a structure should be compatible with the rest of the building and the surrounding streetscape. Where appropriate, consider the following treatments:

- Integrate the parking structure with building's overall design.
- Provide a cornice, frieze, canopy, overhang, trellis or other device to "cap" the parking portion of the structure.
- Incorporate architectural elements into the facade.
- Recess portions of the structure facing the alley to provide adequate space to shield trash and recycling receptacles from public view.

# DC2

## Architectural Concept

### *Citywide Guideline:*

Develop an architectural concept that will result in a functional and harmonious design.

### ***West Seattle Junction Supplemental Guidance***

#### **Architectural Concept and Consistency**

New multi-story developments are encouraged to consider methods to integrate a building's upper and lower levels. This is especially critical in areas zoned NC-65' and greater, where more recent buildings in the Junction lack coherency and exhibit a disconnect between the commercial base and upper residential levels as a result of disparate proportions, features and materials. The base of new mixed-use buildings – especially those zoned 65 ft. in height and higher - should reflect the scale of the overall building. New mixed-use buildings are encouraged to build the commercial level, as well as one to two levels above, out to the front and side property lines to create a more substantial base.

The use and repetition of architectural features and building materials, textures and colors can help create unity in a structure. Consider how the following can contribute to a building that exhibits a cohesive architectural concept:

- facade modulation and articulation;
- windows and fenestration patterns;
- trim and moldings;
- grilles and railings;
- lighting and signage.

#### **Human Scale**

Facades should contain elements that enhance pedestrian comfort and orientation while presenting features with visual interest that invite activity.

# DC3

## Open Space Concept

### *Citywide Guideline:*

Integrate open space design with the design of the building so that each complements the other.

### ***West Seattle Junction Supplemental Guidance***

#### **Human Activity**

An active and interesting sidewalk engages pedestrians through effective transitions between the public and private realm.

Particularly in the California Avenue Commercial Core, proposed development is encouraged to set back from the front property line to allow for more public space that enhances the pedestrian environment. Building facades should give shape to the space of the street through arrangement and scale of elements. Display windows should be large and open at the street level to provide interest and encourage activity along the sidewalk. At night, these windows should provide a secondary source of lighting.

In exchange for a loss of development potential at the ground floor, the Design Review Board is encouraged to entertain a request for departures to exceed the 64% upper level lot coverage requirement for mixed-use projects.

When a setback is not appropriate or feasible, consider maximizing street level open space with recessed entries and commercial display windows that are open and inviting.

# DC4

## Exterior Elements and Finishes

### *Citywide Guideline:*

Use appropriate and high quality elements and finishes for the building and its open spaces.



*Blade signs add to the character of the streetscape and help orient pedestrians.*



*Example of signage at the street level for a broader range of visibility. Street level signs should be integrated with the overall design of the building when attached to the façade.*

### **West Seattle Supplemental Guidance**

#### **Human Scale**

**Signage:** Signs should add interest to the street level environment. They can unify the overall architectural concept of the building, or provide unique identity for a commercial space within a larger mixed-use structure. Design signage that is appropriate for the scale, character and use of the project and surrounding area. Signs should be oriented and scaled for both pedestrians on sidewalks and vehicles on streets. The following sign types are encouraged:

- pedestrian-oriented blade and window signs;
- marquee signs and signs on overhead weather protection;
- appropriately sized neon signs.