Morgan Junction
Design Guidelines
2013

Introduction

What are Neighborhood Design Guidelines?

Design guidelines are the primary tool used by Design Review Boards. The Morgan Junction Design Guidelines apply to development that is subject to design review as set forth at SMC 23.41.004 if it is located in the Morgan Junction Urban Village as reflected in Map 1 (page iv). Guidelines define the qualities of architecture, urban design, and public space that make for successful projects and communities. There are two types of guidelines used in the Design Review Program:

- Seattle Design Guidelines—applying citywide except for downtown; and
- Neighborhood design guidelines—applying to a specific geographically-defined area, usually within a neighborhood urban village or center.

Once a set of neighborhood guidelines is adopted by City Council, they are used in tandem with citywide guidelines for the review of all projects within that neighborhood that fall within the scope of the Seattle Municipal Code (SMC) section 23.41.004. Not all neighborhoods within the city have neighborhood-specific guidelines, but for those that do, both sets of guidelines—citywide and neighborhood—are consulted by the Boards, with the neighborhood guidelines superseding the citywide ones in the event of a conflict between the two. Neighborhood guidelines are very helpful to all involved in the design review process for the guidance they offer that is specific to the features and character of a specific neighborhood.

As of November 2013, there were nineteen sets of neighborhood design guidelines, each following the same organization and numbering system of the City's original citywide guidelines entitled Design Review: Guidelines for Multi-family and Commercial Development (also referred to as citywide design guidelines) that were adopted in 1993.

The Morgan Junction Design Guidelines reveal the character of Morgan Junction as known to its residents and business owners. The guidelines help to reinforce existing character and protect the qualities that the neighborhood values most in the face of change. Thus, a neighborhood's guidelines, in conjunction with the Citywide Design Guidelines, can increase overall awareness of design priorities and encourage involvement in the design review process.

Revised Neighborhood Design Guidelines

The Morgan Junction Design Guidelines were developed by community members and design consultants, and adopted in 2007. In 2013, the City adopted new, updated guidelines entitled Seattle Design Guidelines to replace those that had been in effect since the inception of the Design Review Program in 1993.

Because the Seattle Design Guidelines uses a different organizational and numbering system than the original guidelines, DPD has revised each set of neighborhood guidelines to match the Seattle Design Guidelines in format, organization, and numbering system. The revised neighborhood design guidelines will help Board members, applicants, staff, and the public better correlate neighborhood guidelines with the updated Seattle Design Guidelines.

Guidelines at a Glance

The Morgan Junction design guidelines apply to development that is subject to design review as set forth at SMC 23.41.004 if it is located in the Morgan Junction Urban Village as reflected in Map 1 (page iv). The neighborhood guidelines augment the Seattle Design Guidelines adopted in 2013. The list below correlates the guidelines by subject matter and shows which Seattle Design Guidelines are augmented by Morgan Junction Design Guidelines. A "yes" indicates supplemental guidance is provided; a "no" indicates that the citywide guideline is sufficient. Note that the numbering system of the Seattle Design Guidelines is different from the original numbering applied to the Morgan Junction Design Guidelines in 2007.

Context and Site

CS1. Natural Systems and Site Features .....no

CS2.Urban Pattern and Form .....yes

Corner Lots (former A-10)
Height, Bulk and Scale Compatabilty (former B-1 bullets 2-4)
Site-Specific Guideline: NW Corner of California Ave. SW and Fauntleroy Ave SW

CS3. Architectural Context and Character .....yes

Height, Bulk and Scale Compatability (former B-1, bullet 1)

Public Life

PL1. Connectivity .....yes

Streetscape Compatibility (former A-2, bullet 2)
Pedestrian Open Spaces and Entrances (former D-1, bullet 2)

PL2. Walkability .....yes

Human Activity (former A-4, bullet 3)

PL3. Street-Level Interaction .....yes

Streetscape Compatibility (former A-2, bullet 1)
Human Activity (former A-4, bullet1-2)
Pedestrian Open Spaces and Entrances (former D-1, bulet 1 & 3)

PL4. Active Transportation .....no

Design Concept

DC1. Project Uses and Activities .....yes

Streetscape Compatibility (former A-2, bullet 5)
Screening of Dumpsters, Utilities and Service Areas (former D-6)
Site-Specific Guideline: "Blue Sky Scenario": Thriftway Mixed-Use Redevelopment

DC2. Architectural Concept .....yes

Human Scale (former C-3)

DC3. Open Space Concept .....yes

Streetscape Compatibility (former A-2), bullet 3
Landscape to Enhance the Building and /or Site (former E-2)
Landscape Design to Address Special Site Conditions (former E-3)
Pedestrian Open Spaces and Entrances (former D-1, p. 10)

DC4. Exterior Elements and Finishes .....yes

Streetscape Compatibility (former A-2, bullet 4)
Exterior Finish Materials (former C-4)
Personal Safety and Security (former D-7)

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Version #3

Morgan Junction Context and Priority Issues

Morgan Communicty Association (**MOCA**) **Neighborhood Focus**
To provide a blueprint toward building the Morgan Street Junction into the following:

- Maintain the Junction's "small-town" feel that currently characterizes its business district.
- An attractive neighborhood junction where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities, where views and community character are protected, and where greenery integrates well with business.
- A local meeting place that encourages walking and biking traffic.
- A community with strong single-family neighborhoods and affordable multifamily buildings.
- An appealing place with attractive landscaping, pleasant parks and gathering places. A vital commercial district that provides restaurants, stores and services to meet the needs of local residents; with a special focus on encouraging the growth of local businesses.
- A safe community with active local neighborhood organizations who care about the local quality of life.
- A community that celebrates its unique relationship with Puget Sound and the Pacific Ocean.
- The closest one can get to living on an island without having to take a ferry.

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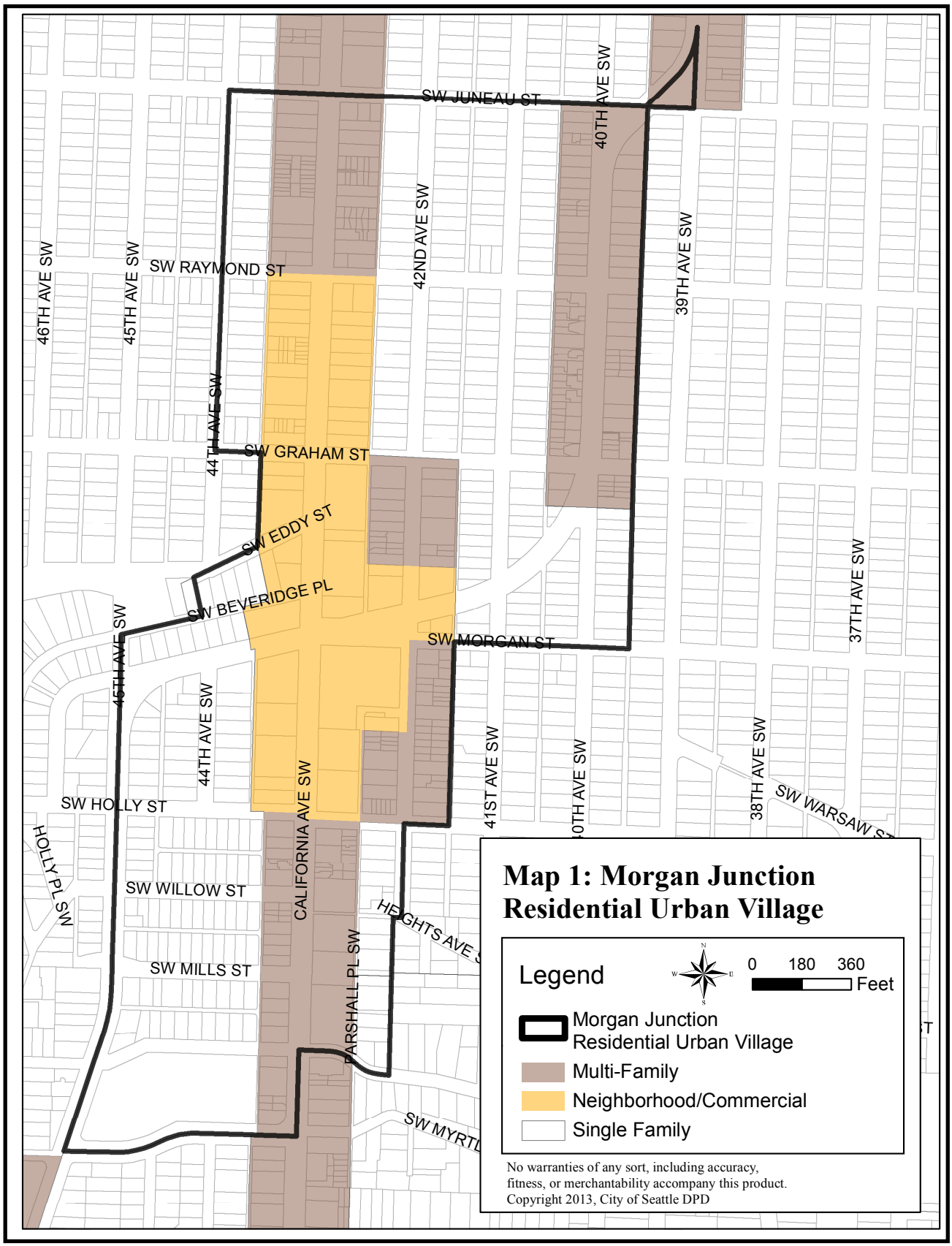

Note: Design Review does not apply to all zones. See the Seattle Municipal Code, section 23.41.004 for more details. Additionally, zoning areas shown on this map are for general reference only. For confirmation of a specific property's zoning, contact the Department of Planning and Development.

Attachment 8 to the DPD Design Guidelines Ordinance

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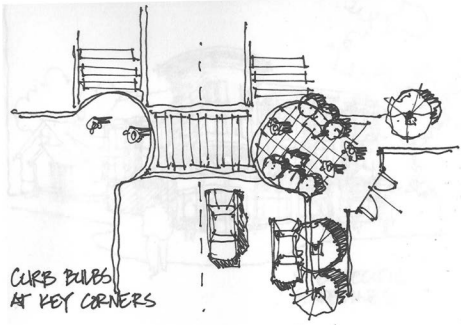
CS2 Urban Pattern and Form

Citywide Guideline:

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

A corner building form that demarcates an important gateway/street corner.

Prominent retail corner entry: By setting back at the corner, public space is extended from the sidewalk. The scale of the recessed entry, combined with building features at the corner, welcome without interrupting retail continuity along the streetscape. This idea places a strong visual emphasis on the street while supporting active public space.



Morgan Junction Supplemental Guidance

I. Corner Lots

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

Buildings on corner lots should be oriented to the corner and public street fronts. Parking and automobile access should be located away from the corners.

i. Prominent corner massing can function as a visual anchor for a block.

ii. Provide for a prominent retail corner entry.

iii. Consider curb bulbs on key corner locations and pedestrian amenities. Consider a fountain or art as a focal point.

II. Height, Bulk and Scale Compatibility

Neighborhood Priority: Ensure that the design of new multifamily, commercial and mixed-use buildings is compatible with the character of the neighborhood.

Projects should be compatible with the scale of development anticipated by the applicable land use policies for the surrounding area and should be sited and designed to provide a sensitive transition to nearby, less-intensive zones. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk and scale between the anticipated development potential of the adjacent zones.

i. Consider existing views to Puget Sound and the Olympic Mountains and incorporate site and building design features that may help to preserve those views from public rights-of-way.

ii. Respond to adjacent residential uses with a sensitive transition in scale and massing; for instance, stepping back building height and/or breaking up building mass.

iii. Consider shadows cast from proposed structures, in order to maximize the amount of sunshine on adjacent sidewalks throughout the year.

Site-Specific Guideline

III. NW Corner of California Ave. SW and Fauntleroy Ave SW

This is a particularly prominent corner site that could serve as a community gateway and anchor for the block. Consider the following:

i. Orient massing to the corner with a strong building and rooftop form.

ii. Step the building down to the west toward the single-family area.

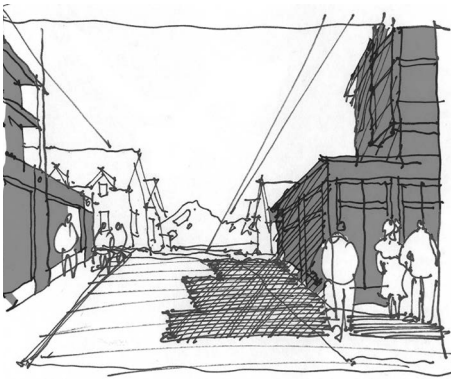
iii. Articulate California Avenue Southwest façade into distinct intervals consistent in scale with surrounding commercial structures. Create welcoming forecourts between building modulations at street level.

CS3 Architectural Context and Character

Citywide Guideline:

Contribute to the architectural character of the neighborhood.

A good example of a larger, mixed-use building stepping back away from a neighboring single family area. The ground floor is further softened with generous, lush landscaping.



Consider stepping back the building on east-west streets to take advantage of scenic views.

Morgan Junction Supplemental Guidance

I. Height, Bulk and Scale

Neighborhood Priority: Ensure that the design of new multifamily, commercial and mixed-use buildings is compatible with the character of the neighborhood.

Projects should be compatible with the scale of development anticipated by the applicable land use policies for the surrounding area and should be sited and designed to provide a sensitive transition to nearby, less-intensive zones. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk and scale between the anticipated development potential of the adjacent zones.

i. For commercial and mixed-use developments, consider breaking up building mass by incorporating different façade treatments to give the impression of multiple, small-scale buildings, in keeping with the established development pattern in the business district.

PL1 Connectivity

Citywide Guideline:

Complement and contribute to the network of open spaces around the site and the connections among them.

A well-defined courtyard with both a visual and physical connection to the street.

Dimension sidewalks to encourage activity. Wider sidewalks allow for streetscape elements (street trees, lights, etc.), pedestrian movement and outdoor seating areas.

Morgan Junction Supplemental Guidance

I. Streetscape Compatibility

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right of way.

i. Consider retaining or increasing the width of sidewalks. Wider sidewalks make for more interesting and active streets, while still allowing for adequate pedestrian movement.

II. Pedestrian Open Spaces and Entrances

Neighborhood Priority: A community that is conveniently accessible by transit and automobile, but where walking and bicycling are easy and enjoyable.

The pedestrian environment (sidewalks, pathways, crossings, entries and the like) should be safe and accessible. The pedestrian environment should connect people to places they want to go, and should provide good spaces to be used for many things. New development should reflect these principles by enhancing commercial district streetscapes that make street-level pedestrian activity a priority.

Convenient and attractive access to the building's entry should be provided to ensure comfort and security, paths and entry areas should be sufficiently lighted, and entry areas should be protected from the weather. Opportunities for creating lively, pedestrian-oriented open spaces should be considered.

i. Consider creating open spaces at street level that link to the open space of the sidewalk. Provide "outdoor rooms" such as plazas, forecourts, interior courtyards and passages.

PL2 Walkability

Citywide Guideline:

Create a safe and comfortable walking environment that is easy to navigate and well-connected to existing pedestrian walkways and features.

An example of overhead cover integrated into the overall building design

Morgan Junction Supplemental Guidance

I. Human Activity

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

New development should be sited and designed to encourage human activity on the street.

i. Overhead cover along the sidewalk can provide for pedestrian comfort.

PL3 Street-Level Interaction

Citywide Guideline:

Encourage human interaction and activity at the street-level with clear connections to building entries and edges.

Morgan precedent: recessed entries welcome without interrupting retail continuity.

Street lamps, landscaping and curb extensions in the Junction help lend a pedestrian orientation and character to the streetscape.

Morgan Junction Supplemental Guidance

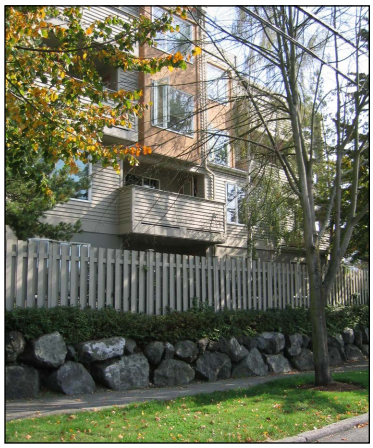
I. Streetscape Compatibility

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

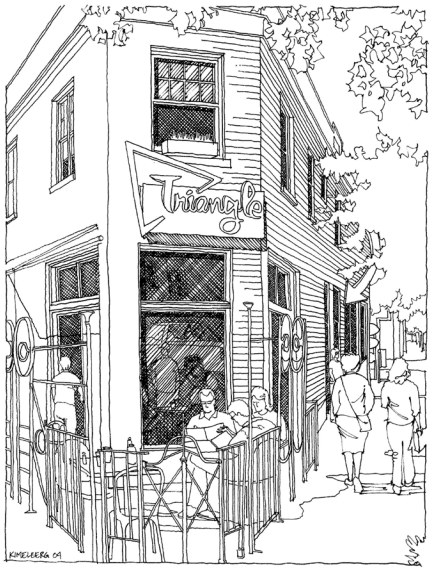
The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right of way.

i. It is recommended to build at or near the edge of the sidewalk and restrict grade separations where commercial uses occupy the ground floor.

ii. **Residential development guidance:** Shallow setbacks and minor grade separations between the first floor and sidewalk where residential uses occupy the ground floor can promote privacy and also accommodate entry porches and stoops.



Minor grade separations enhance the transition from residence to street.



II. Human Activity

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

New development should be sited and designed to encourage human activity on the street.

i. Promote active, pedestrian-oriented uses with a high degree of transparency along the street; uses should be readily discernible to the passer-by.

ii. Outdoor eating and drinking opportunities on the sidewalk should be encouraged by orienting the restaurant or café windows to the sidewalk and installing outdoor seating.

III. Pedestrian Open Spaces and Entrances

Neighborhood Priority: A community that is conveniently accessible by transit and automobile, but where walking and bicycling are easy and enjoyable.

The pedestrian environment (sidewalks, pathways, crossings, entries and the like) should be safe and accessible. The pedestrian environment should connect people to places they want to go, and should provide good spaces to be used for many things. New development should reflect these principles by enhancing commercial district streetscapes that make street-level pedestrian activity a priority.

Convenient and attractive access to the building's entry should be provided to ensure comfort and security, paths and entry areas should be sufficiently lighted, and entry areas should be protected from the weather. Opportunities for creating lively, pedestrian-oriented open spaces should be considered.

i. Entryways can link the building to the surrounding landscape.

ii. Building entrances should emphasize pedestrians over vehicles.

DC1 Project Uses and Activities

Citywide Guideline:

Optimize the arrangement of uses and activities on site.

Morgan Junction Supplemental Guidance

I. Streetscape Compatibility

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right of way.

i. Vehicle entrances to buildings should not dominate the streetscape.

II. Screening of Dumpsters, Utilities and Service Areas

Neighborhood Priority: A community that is conveniently accessible by transit and automobile, but where walking and bicycling are easy and enjoyable.

Building sites should locate service elements like trash dumpsters, loading docks and mechanical equipment away from the street front where possible.

i. Consider service facilities as an integral part of the site plan; avoid siting service areas and mechanical equipment as an afterthought.

ii. Service, loading and storage areas should be located away from facing public streets, residential neighborhoods or other important civic spaces; where possible, take service access along an alley.

iii. Adjacent sensitive land uses can be buffered from the undesirable impacts of service facilities with landscaping or cohesive architectural treatments.

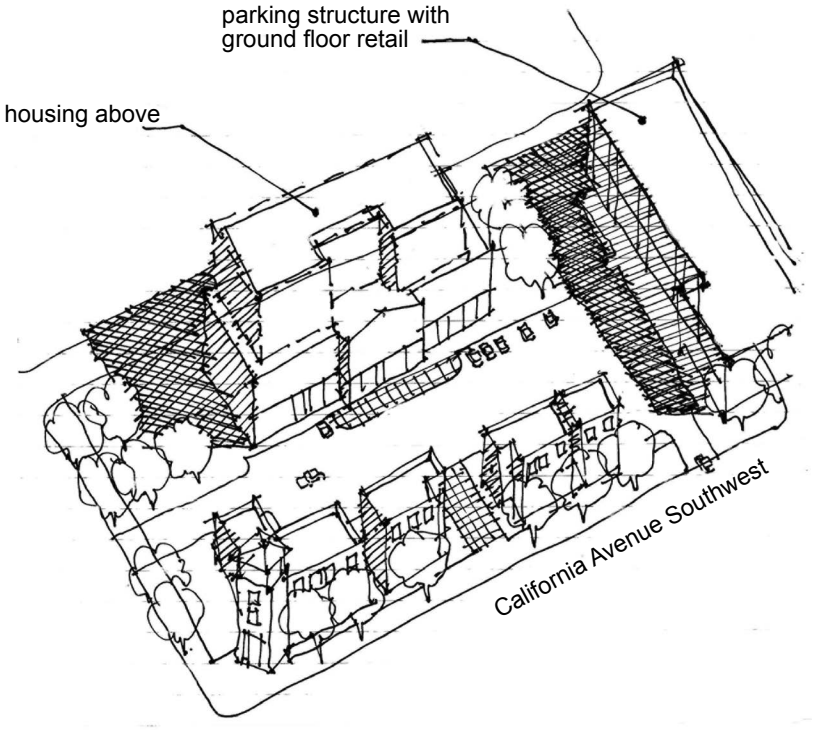
iv. Consider locating screened, roof-mounted mechanical equipment away from the street edge.

Site-Specific Guideline: "Blue Sky Scenario":

III. Thriftway Mixed-Use Redevelopment

i. Consider adding upper-level housing to the existing structure, pedestrian-oriented retail along California Avenue Southwest, and accommodate parking in a structure with ground level retail on California Avenue Southwest.

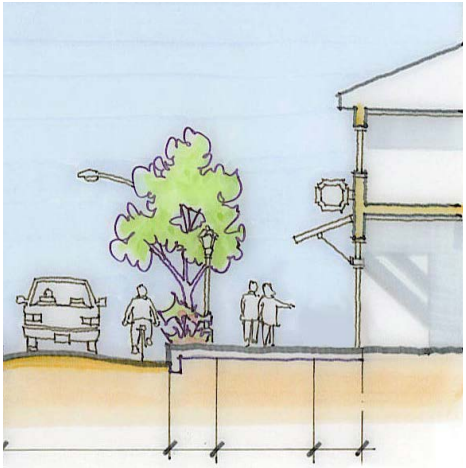
ii. Housing is encouraged above large commercial structures, e.g., Thriftway (see image below).



DC2 Architectural Concept

Citywide Guideline:

Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.



Size exterior light fixtures, canopies and awnings to the scale of the building and sidewalk.

Morgan Junction Supplemental Guidance

I. Human Scale

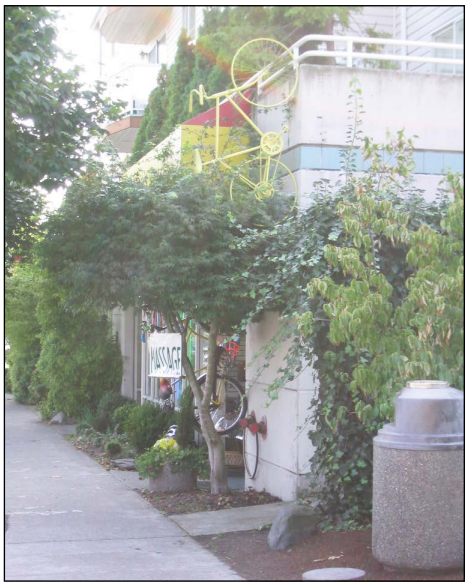
Neighborhood Priority: Use design guidelines to develop consistent building types and characteristics.

The design of new buildings should incorporate architectural features, elements and details to achieve a good human scale.

i. Establish a rhythm of vertical elements along the street-level façade to create a pattern of display windows and shop entrances consistent in scale with existing commercial buildings in the business district.

ii. Design elements such as multiple storefronts, shop entrances, exterior light fixtures, awnings and overhangs can add interest and give a human dimension to street-level building façades.

A regular cadence of display windows and shop entrances enhances the pedestrian experience.



Design elements such as landscaping and creative signs add interest and give a human dimension to street-level building facades.

iii. Show creativity and individual expression in the design of store-fronts; for instance, unique signs and tile work can add artistry and craft to the streetscape.

iv. Exterior light fixtures, canopies and awnings should be sized to the scale of the building and sidewalk.

DC3 Open Space Concept

Citywide Guideline:

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

A landscaped entry area physically and visually accessible from the street

Landscaping softens the setback from the ground level retail to residential levels above.

Street trees providing ground floor commercial visibility; lighting and street furniture creating a welcoming "outdoor room."

Morgan Junction Supplemental Guidance

I. Streetscape Compatibility

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right of way.

i. Provide street trees in tree grates or in planter strips, using appropriate species to provide summer shade, winter light and year-round visual interest.

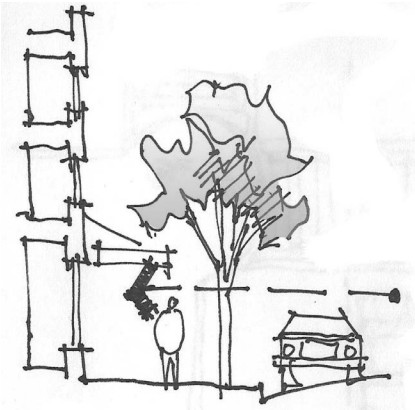
II. Landscaping to Enhance the Building and/or Site

Neighborhood Priority: An appealing place with attractive landscaping and pleasant parks and gathering places.

Landscaping, including plant material, special pavements, trellises, screen walls, planters, site furniture and similar features should be appropriately incorporated into the design to enhance the project.

Supplement and complement the existing mature street trees. Choose street tree species in the business district with a canopy above the first floor commercial level to minimize view obstruction along the street businesses.

i. Landscaped open spaces as part of new commercial or mixed-use developments should be visible from the street.



Street trees: Trunk height should provide visibility to first floor businesses.

ii. Providing landscaping on upper levels of neighborhood commercial buildings, where feasible, is encouraged.

III. Landscape Design to Address Special Site Conditions

Neighborhood Priority: An appealing place with attractive landscaping and pleasant parks and gathering places.

i. Street tree species should be selected to ensure visibility of first floor businesses from the street.

IV. Pedestrian Open Spaces and Entrances

Neighborhood Priority: A community that is conveniently accessible by transit and automobile, but where walking and bicycling are easy and enjoyable.

i. To support the neighborhood's pedestrian-oriented commercial areas, the use of street furniture, landscaping, on-site lighting and site details that support the design intentions of the building architecture are encouraged.

DC4 Exterior Elements and Finishes

Citywide Guideline:

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

Brick, large storefront windows and masonry kick boards exhibit a sense of permanence at the street.

An example of high-quality and variegated use of residential exterior materials in new multifamily construction.

A well-built, unified facade composition.

Morgan Junction Supplemental Guidance

I. Streetscape Compatibility

Neighborhood Priority: Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right of way.

i. Consider pedestrian-scale street lighting to promote a unified and attractive business district streetscape.

II. Exterior Finish Materials

Neighborhood Priority: Use design guidelines to develop consistent building types and characteristics.

Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern or lend themselves to a high quality of detailing are encouraged.

i. Consider each building as a high-quality, long-term addition to the neighborhood; exterior design and building materials should exhibit permanence and quality appropriate to the “small town” urban village setting.

ii. Materials, colors and details can unify a building’s appearance; buildings and structures should be built of compatible materials on all sides.

iii. Consider employing durable and high quality materials, encouraging those materials that show permanence and quality, minimize maintenance concerns, and extend the life of the building. Examples of appropriate building materials include: brick, terra-cotta or tile, masonry, and various types of wood, or hardi-board. Durable and quality materials at the street level, including metal and transparent glass, are encouraged for commercial spaces.

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.

III. Personal Safety and Security

Neighborhood Priority: A community that is conveniently accessible by transit and automobile, but where walking and bicycling are easy and enjoyable.

Project design should consider opportunities for enhancing personal safety and security in the environment under review.

i. 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.