University Design Guidelines 2013

Pennucci / Rutzick
DPD Design Guidelines Ordinance ATT 15
November 22, 2013
Version #3

Introduction

What are Neighborhood Design Guidelines?

Design guidelines are the primary tool used by Design Review Boards. The University 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 University Community Urban Center as reflected in Map 1 (page 3). 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 to all areas of the city 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 that were adopted in 1993.

The University Design Guidelines reveal the character of the Univeristy area 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 Seattle Design Guidelines, can increase overall awareness of design priorities and encourage involvement in the design review process.

Revised Neighborhood Design Guidelines

The University Design Guidelines were developed by community members and design consultants, and adopted in 2000. In 2013, the City adopted new, updated guidelines entitled Seattle Design Guidelines to replace the citywide guidelines 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.

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Guidelines at a Glance

The University neighborhood design guidelines apply apply to development that is subject to design review as set forth at SMC 23.41.004 if it is located in the University Community Urban Center as reflected in Map 1 (page 3) (area bounded by the Ship Canal, Lake Washington, I-5, and approximately Ravenna Boulevard). 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 University 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 University Design Guidelines in 2000.

Context and Site

CS1. Natural Systems and Site Features .....yes
- Streetscape Compatibility (former A-2)
- Landscape Design to Address Special Site Conditions (former E-3)

CS2.Urban Pattern and Form .....yes
- Responding to Site Characteristics (former A-1)
- Respect for Adjacent Site (former A-5)
- Corner Lots (former A-10)
- Height, Bulk, and Scale (former B-1)

CS3. Architectural Context and Character .....yes
- Architectural Elements and Materials (former C-1.1, C-1.2, C-1.4)

Public Life

PL1. Connectivity .....yes
- Residential Open Space (former A-7)

PL2. Walkability .....yes
- Pedestrian Open Spaces and Entrances (former D-1.2)

PL3. Street-level Interaction .....yes
- Entrances Visible from the Street (former A-3)
- Human Activity (former A-4)

PL4. Active Transportation .....no

Design Concept

DC1. Project Uses and Activities .....yes
- Parking and Vehicle Access (former A-8)
- Design of Parking Lots Near Sidewalks (former D-4)
- Visual Impacts of Parking Structures (former D-5)

DC2. Architectural Concept .....yes
- Architectural Elements and Materials (former section C-1.3, C1-5)

DC3. Open Space Concept .....yes
- Pedestrian Open Spaces and Entrances (former D-1.1)

DC4. Exterior Elements and Finishes .....yes
- Exterior Finish Materials (former C-4)
- Exterior Signs (former C-4)

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Context and Priority Issues: University

The overriding objective of the citywide design guidelines is to encourage new development to fit in with its surroundings. Neighborhood guidelines share this objective. Whereas citywide guidelines are meant to apply throughout the City, neighborhood guidelines provide a more focused opportunity to recognize local concerns and design issues. They may give more specific direction as to the design character, site conditions or community objectives new development should respond to.

The University Community is one of five designated Urban Centers in Seattle. Urban Centers are targeted as the densest areas in terms of housing and employment yet, are intended to be pedestrian-oriented communities with direct access to regional high-capacity transit. The University Community Urban Center (UCUC) includes two urban villages—the University District NW Urban Village and the Ravenna Urban Village. The UCUC is also home to the University of Washington, which is designated as a major institution.

As the UCUC prepared its neighborhood plan, the citywide design guidelines were evaluated to determine whether the guidelines supported the community's visions for new development. In some cases, new or augmenting guidelines were added to supplement the citywide guidelines. As new development is planned for the University Community, project proponents are encouraged to refer to this handbook which identifies priority design issues for the neighborhood.

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CS1 Natural Systems and Site Features

Citywide Guideline:

Use natural systems and features of the site and its surroundings as a starting point for project design.

University Supplemental Guidance

I. Streetscape Compatibility

Context

Reinforcing the pedestrian streetscape and protecting public view corridors are particularly important site planning issues. Stepping back upper floors allows more sunlight to reach the street, minimizes impact to views, and maintains the low- to medium rise character of the streetscape. Roofdecks providing open space for mixed-use development can be located facing the street so that upper stories are, in effect, set back.

Guideline

Minimizing shadow impacts is important in the University neighborhood. The design of a structure and its massing on the site can enhance solar exposure for the project and minimize shadow impacts onto adjacent public areas between March 21st and September 21st. This is especially important on blocks with narrow rights-of-way relative to other neighborhood streets, including University Way, south of NE 50th Street.

II. Landscape Design to Address Special Site Conditions

Context

The retention of existing, large trees is an important consideration in new construction, particularly on the wooded slopes in the Ravenna Urban Village. The 17th Avenue NE tree-lined boulevard is an important, visually pleasing streetscape.

Guidelines

i. Retain existing large trees wherever possible. This is especially important on the wooded slopes in the Ravenna Urban Village. The Board is encouraged to consider design departures that allow retention of significant trees. Where a tree is unavoidably removed, it should be replaced with another tree of appropriate species, 2 ½ inch caliper minimum size for deciduous trees, or minimum size of 4' height for evergreen trees.

ii. The 17th Avenue NE (boulevard) character, with landscaped front yards and uniform street trees, is an important neighborhood feature to be maintained.

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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.

University Supplemental Guidance

I. Responding to Site Characteristics

Context

The pedestrian-oriented street streetscape is perhaps the most important characteristic to be emphasized in the neighborhood. The University Community identified certain streets as "Mixed Use Corridors". These are streets where commercial and residential uses and activities interface and create a lively, attractive, and safe pedestrian environment. The Mixed Use Corridors are shown on Map 1 (page 3).

Another important site feature in the University Community is the presence of the Burke Gilman Trail. The primary goal is to minimize impacts to views, sunlight and mixed uses while increasing safety and access along the trail.

Guideline

For properties facing the Burke Gilman Trail, new buildings should be located to minimize impacts to views of Mount Rainier, Cascade Mountains and Lake Washington, and allow for sunlight along the trail and increase safety and access.

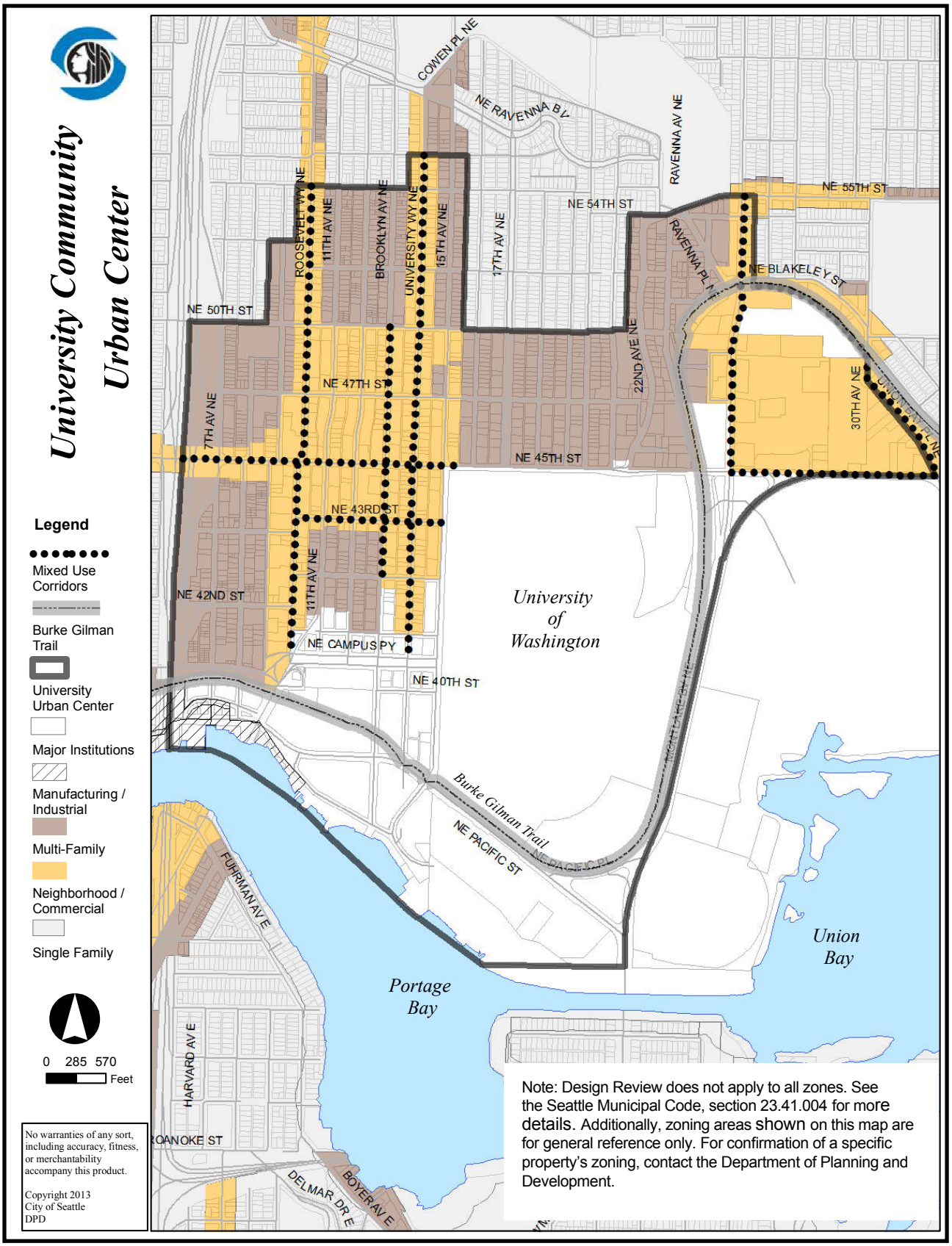
II. Respect for Adjacent Sites

Context

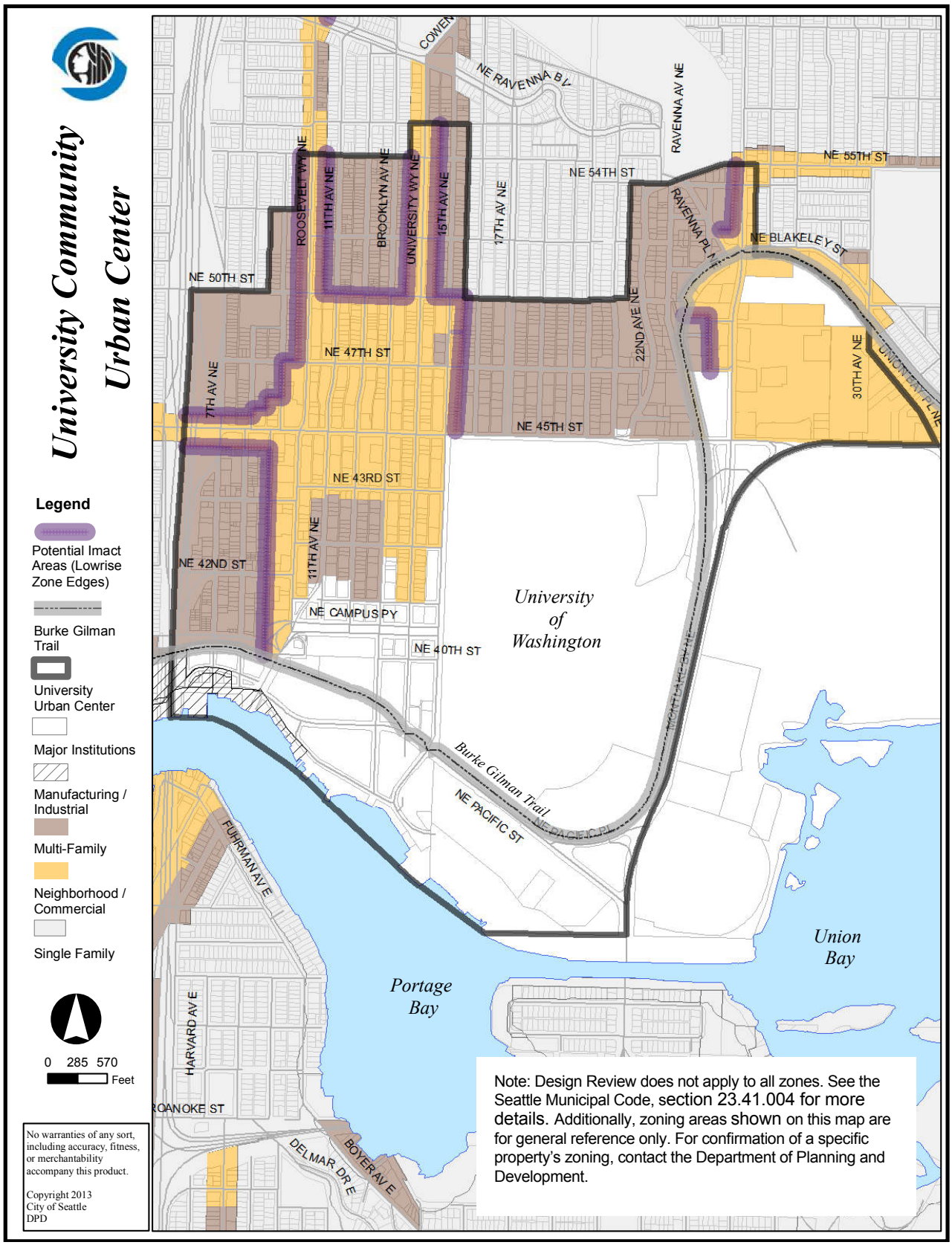
This Seattle Design Guideline is particularly important where a building's back side, service areas or parking lots could impact adjacent residential uses. Map 2 on page 4 shows potential impact areas—these are where Lowrise zones abut commercial zones.

Guideline

Special attention should be paid to projects in the zone edge areas as depicted in Map 2 on page 4 to ensure impacts to Lowrise zones are minimized.



Map 1: University Community and Mixed Use Corridors



Map 2: Respect for Adjacent Sites

III. Corner Lots

Context

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

Guideline

For new buildings located on a corner, including, but not limited to the corner locations identified in Map 3 on page 7, consider providing special building elements distinguishable from the rest of the building such as a tower, corner articulation or bay windows. Consider a special site feature such as diagonal orientation and entry, a sculpture, a courtyard, or other device. Corner entries should be set back to allow pedestrian flow and good visibility at the intersection.

Gateways:

a. Roosevelt Avenue NE and NE 50th Street
b. Roosevelt Avenue NE and NE 45th Street
c. 7th Avenue NE and NE 45th Street
d. NE 50th Street and University Way
e. NE 45th Street and University Way
f. NE 45th Street and 15th Avenue
g. NE 43rd Street and University Way
h. NE 42nd Street and University Way
i. NE 42nd Street and Brooklyn Avenue NE
j. 25th Avenue NE and NE 52nd Street
k. 11th Avenue NE/ Roosevelt Avenue NE and Campus Parkway/NE 41st Street
l. 25th Avenue NE and NE Blakeley Street

IV. Height, Bulk, and Scale

Context

The residential areas are experiencing a change from houses to block-like apartments. Also, the proximity of lower intensive zones to higher intensive zones requires special attention to potential impacts of increased height, bulk and scale. These potential impact areas are shown in Map 4 (page 8). The design and siting of buildings is critical to maintaining stability and Lowrise character.

Guideline

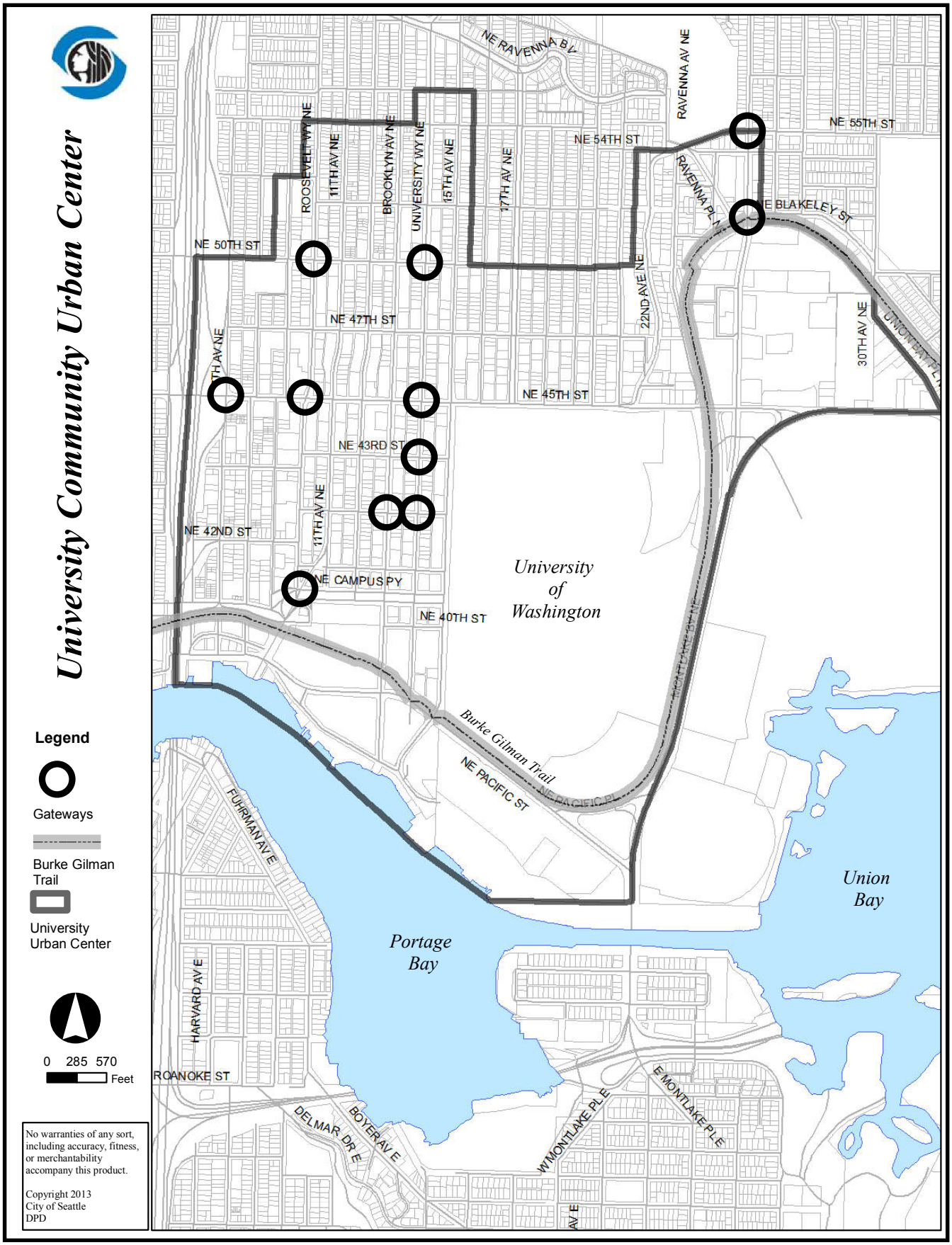
Special attention should be paid to projects in the following areas to minimize impacts of increased height, bulk and scale as stated in the Seattle Design Guideline. These areas are also depicted in Map 4 on page 8.

a. Residential south slope bounded by Brooklyn, Roosevelt, NE 41st and NE 43rd Streets
b. West of 15th Avenue NE

c. West of 25th Avenue NE
d. South of NE 45th Street, west of Roosevelt
e. West of University Way between NE 52nd and NE 55th Streets
f. West of Roosevelt Way NE, north of NE 47th Street
g. East of Roosevelt Way NE, north of 52nd Street
h. Along NE 47th Street between Roosevelt and 7th Avenue NE

Explanation and Examples:
In order to reduce the impacts of apparent building height and bulk at specified zone edges listed above, the following alternatives should be considered:

i. Along zone edges and specified streets, step back upper floors above 40', or modify the roofline to reduce the negative effects of the allowable height limit.
j. Along specified corridors, a gradual setback of the building's facade above 40' in height from the street, alley or property line may be considered.
k. In exchange for setting back the building facade, the Board may allow a reduction in the open space requirement.
l. Access to commercial parking on corner lots should be sited and designed in a manner that minimizes impact on adjacent residential uses.



Map 3: Gateways

Attachment 15 to the DPD Design Guidelines Ordinance

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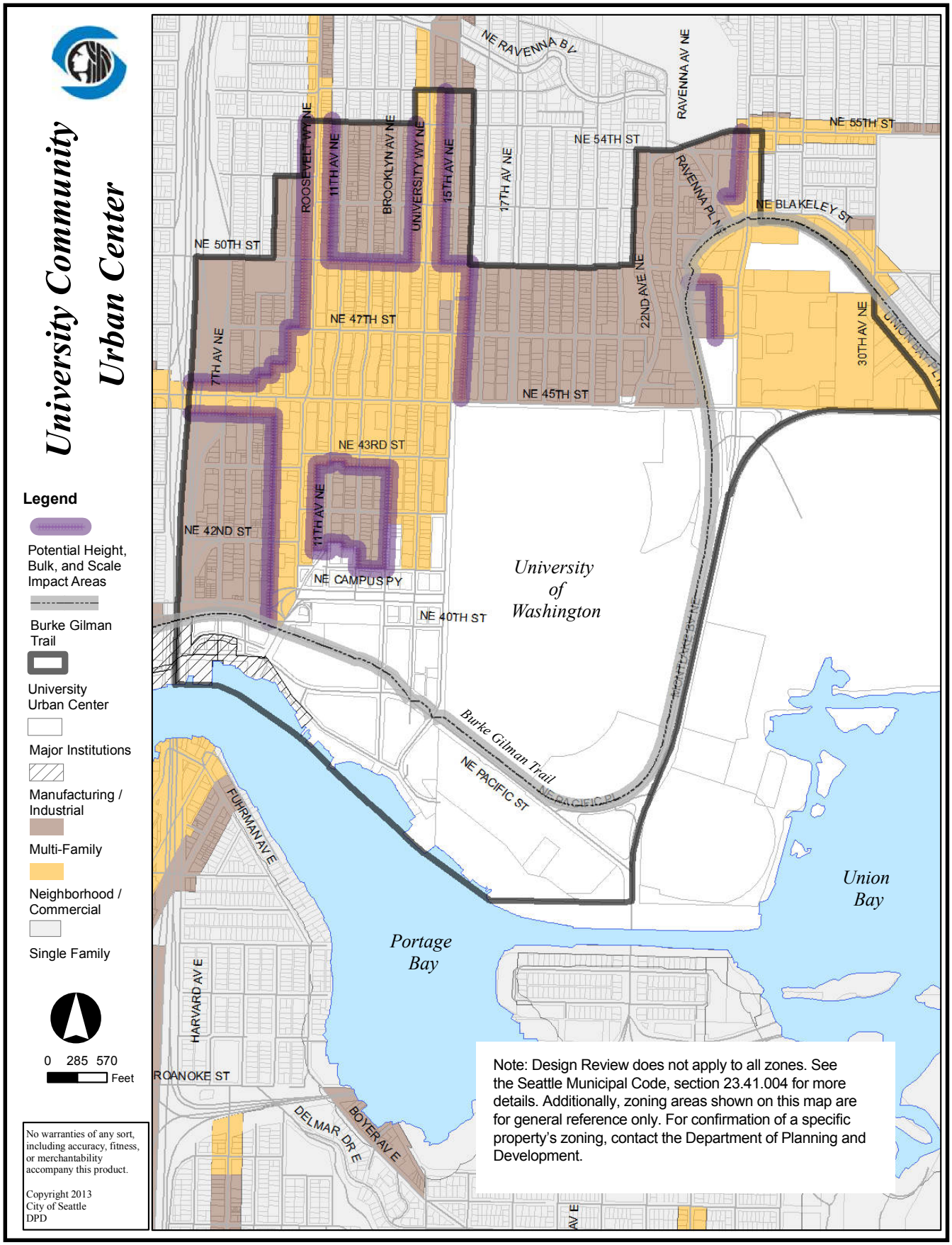

Map 4: Height, Bulk and Scale Compatibility

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CS3 Architectural Context and Character

Citywide Guideline:

Contribute to the architectural character of the neighborhood.

Art Deco style.

The original "campus gothic" character.

Examples of the classical detailing common on University Way.

University Supplemental Guidance

I. Architectural Elements and Materials

Context

Buildings in the University Community feature a broad range of building types with an equally broad range of architectural character. Because of the area's variety, no single architectural style or character emerges as a dominant direction for new construction. As an example, the University of Washington campus sets a general direction in architectural style and preference for masonry and cast stone materials, however, new buildings on and off campus incorporate the general massing and materials of this character, rather than replicating it.

The buildings on University Way are a particularly finely grained mix, ranging from wood frame Victorian storefronts to modern structures. The area's larger structures vary from the architecturally significant Meany Hotel to less architecturally noteworthy but well-made structures such as the former Safeco Tower and the University Tower. The community also contains some excellent public structures such as the library, fire station and the University Heights Center. The University Community also has several large, featureless, contemporary buildings from the 1960s, 70s, 80s and 90s.

Because the University Community has and will continue to have an intense mix of uses, the spatial integration of neighboring structures is particularly important. Therefore, new projects should fit into a cohesive setting. This may mean revising building entrances and site plans to encourage better pedestrian circulation (e.g. mid-block pedestrian passages, where appropriate) or reconfiguring building massing to create a better composition with consideration of buildings on neighboring lots.

Inventories that identify local architectural or historically significant buildings, such as the 1975 University District Inventory of Buildings and Urban Design Resources (Nyberg, Steinbrueck) - and subsequent updating - should be used as a resource in identifying or

Historical example of midrise building characteristics in the University Community.

Late-20th Century architecture on the 25th Avenue NE commercial strip. As this Mixed Use Corridor redevelops, the existing character will be replaced with a "Main Street" character.

Note the relatively narrow storefront pattern on University Way.

describing local architectural or historical character as used in these guidelines.

The architectural context of much of University Way is characterized by a narrow storefront pattern. Long buildings can use architectural methods including modulation, color, texture, entries, materials and detailing to break up the facade into sections that are consistent with the traditional single-and double-bay building configurations.

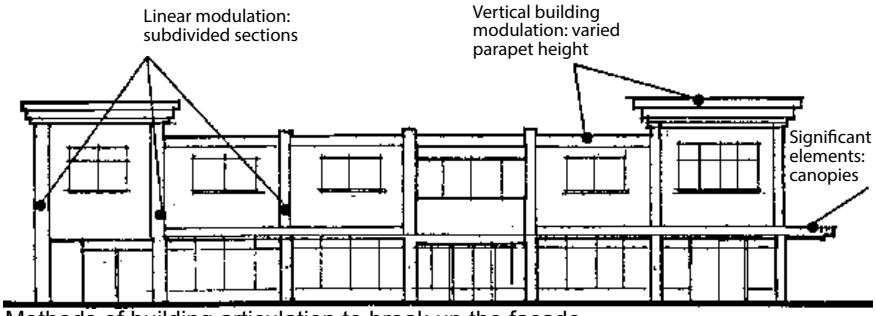
Unlike the University District area, the Ravenna Urban Village does not want new buildings to reflect the existing architectural character, especially along the 25th Avenue NE commercial strip. The University Community Urban Center Plan (UCUC Plan) calls for greater pedestrian orientation and "main street character" as this corridor redevelops.

Guidelines

i. Although no single architectural style or character emerges as a dominant direction for new construction in the University Community, project applicants should show how the proposed design incorporates elements of the local architectural character especially when there are buildings of local historical significance or landmark status in the vicinity.

ii. For areas within the Ravenna Urban Village, particularly along 25th Avenue NE, the style of architecture is not as important so long as it emphasizes pedestrian orientation and avoids large-scale, standardized and auto-oriented characteristics.

iii. When the defined character of a block, including adjacent or facing blocks, is comprised of historic buildings, or groups of buildings of local historic importance and character, as well as street trees or other significant vegetation (as identified in the 1975 Inventory and subsequent updating), the architectural treatment of new development should respond to this local historical character. New buildings should feature traditional materials or a combination of traditional and contemporary materials employed in a manner that reflects the character of historic buildings in the vicinity.



Methods of building articulation to break up the façade.

PL1 Connectivity

Citywide Guideline:

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

This small plaza on Capitol Hill combines street right of way and private property to create a comfortable seating area and is the type of amenity envisioned in the University Community neighborhoods.

University Supplemental Guidance

I. Residential Open Space

Context

There is a severe lack of both public and private open space in the community. Small open spaces—such as gardens, courtyards, or plazas—that are visible or accessible to the public are an important part of the neighborhood's vision. Therefore, providing ground-level open space is an important public objective and will improve the quality of the residential environment.

Guidelines

i. The ground-level open space should be designed as a plaza, courtyard, play area, mini-park, pedestrian open space, garden, or similar occupyable site feature. The quantity of open space is less important than the provision of functional and visual ground-level open space. Successfully designed ground level open space should meet these objectives:

   a. Reinforces positive streetscape qualities by providing a landscaped front yard, adhering to common setback dimensions of neighboring properties, and providing a transition between public and private realms.

   b. Provides for the comfort, health, and recreation of residents.

   c. Increases privacy and reduce visual impacts to all neighboring properties.

ii. A central courtyard in cottage or townhouse developments may provide better open space than space for each unit. In these cases, yard setbacks may be reduced if a sensitive transition to neighbors is maintained.

PL2 Walkability

Citywide Guideline:

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

University Supplemental Guidance

I. Pedestrian Open Spaces and Entrances

Context

Convenient, attractive and protected pedestrian entries should be provided for both business and for upper story residential uses. Entries for residential uses on the street (rather than from the rear of the property) add to the activity on the street and allow for visual surveillance for personal safety.

Guideline

On Mixed Use Corridors, entries to upper floor residential uses should be accessed from, but not dominate, the street frontage. On corner locations, the main residential entry should be on the side street with a small courtyard that provides a transition between the entry and the street.

PL3 Street-Level Interaction

Citywide Guideline:

Encourage human activity and interaction at street level.

University Supplemental Guidance

I. Entrances Visible from the Street

Context

Another way to emphasize human activity and pedestrian orientation, particularly along Mixed Use Corridors, is to provide clearly identifiable storefront entries. In residential projects, walkways and entries promote visual access and security.

Guidelines

i. On Mixed Use Corridors, primary business and residential entrances should be oriented to the commercial street. Secondary and service entries should be located off the alley, side street or parking lots.

ii. In residential projects, except townhouses, it is generally preferable to have one walkway from the street that can serve several building entrances. At least one building entrance, preferably the main one, should be prominently visible from the street. To increase security, it is desirable that other entries also be visible from the street; however, the configuration of existing buildings may preclude this.

iii. When a courtyard is proposed for a residential project, the courtyard should have at least one entry from the street. Units facing the courtyard should have a porch, stoop, deck or seating area associated with the dwelling unit.

iv. In residential projects, front yard fences over 4 feet in height that reduce visual access and security should be avoided.

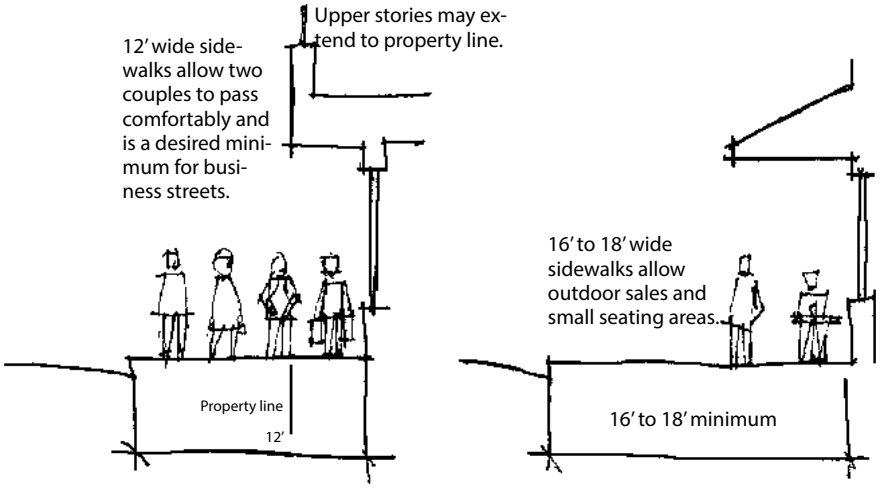
II. Human Activity

Context

Pedestrian orientation and activity should be emphasized in the University Community, particularly along Mixed Use Corridors. While most streets feature narrow sidewalks relative to the volume of pedestrian traffic, wider sidewalks and more small open spaces for sitting, street musicians, bus waiting, and other activities would benefit these areas. Pedestrian-oriented open spaces, such as wider sidewalks and plazas, are encouraged as long as the setback does not detract from the "street wall."

Guideline

On Mixed Use Corridors, where narrow sidewalks exist (less than 15' wide), consider recessing entries to provide small open spaces for sitting, street musicians, bus waiting, or other pedestrian activities. Recessed entries should promote pedestrian movement and avoid blind corners.



Setting back the first floor of a building provides more area for pedestrian activity.

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DC1 Project Uses and Activities

Citywide Guideline:

Optimize the arrangement of uses and activities on site.

University Supplemental Guidance

I. Parking and Vehicle Access

Context

In Lowrise residential developments, single-lane driveways (approximately 12 feet in width) are preferred over wide or multiple driveways where feasible.

II. Design of Parking Lots Near Sidewalks

i. Screening of surface parking lots should allow views of businesses.

ii. On Mixed Use Corridors, walls rather than shrub screens are generally preferred because walls require less space and landscaping can be difficult to maintain in congested areas. If walls are provided, they must be made of “permanent” materials such as masonry.

iii. When adjacent to residential zones, surface parking lots adjacent to sidewalks should be screened with shrubs and double rows of street trees for a more sheltered, residential feel.

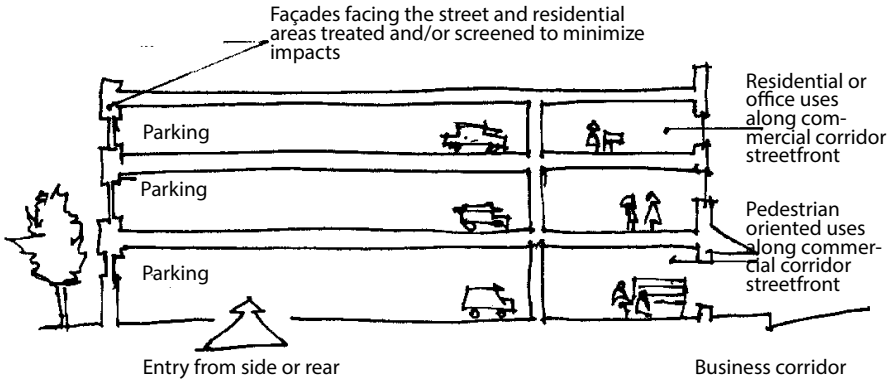
III. Visual Impacts of Parking Structures

Guidelines

i. The preferred solution for parking structures is to incorporate commercial uses at the ground level. Below-grade parking is the next best solution.

ii. There should be careful consideration of the surrounding street system when locating auto access. When the choice is between an arterial and a lower volume, residential street, access should be placed on the arterial.

iii. Structured parking façades facing the street and residential areas should be designed and treated to minimize impacts, including sound transmission from inside the parking structure.



Section through an acceptable parking structure configuration.

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.

University Supplemental Guidance

IV. Architectural Elements and Materials

i. On Mixed Use Corridors, consider breaking up the façade into modules of not more than 50 feet (measured horizontally parallel to the street) on University Way and 100 feet on other corridors, corresponding to traditional platting and building construction. (Note: This should not be interpreted as a prescriptive requirement. Larger parcels may characterize some areas of the University Community, such as lower Roosevelt.)

ii. Buildings in Lowrise zones should provide a "fine-grained" architectural character. The fine grain may be established by using building modulation, articulation and/or details which may refer to the modulation, articulation and/or details of adjacent buildings. To better relate to any established architectural character encountered within the community, consider the following building features:

a. Pitched roof;

b. Covered front porch;

c. Vertically proportioned windows;

d. Window trim and eave boards;

e. Elements typical of common house forms.

DC3 Open Space Concept

Citywide Guideline:

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

University Supplemental Guidance

I. Pedestrian Open Spaces and Entrances

Context

The University Community would like to encourage, especially on Mixed Use Corridors, the provision of usable, small open spaces, such as gardens, courtyards, or plazas that are visible and/or accessible to the public. Therefore, providing ground-level open space is an important public objective and will improve the quality of both the pedestrian and residential environment.

Guideline

On Mixed Use Corridors, consider setting back a portion of the building to provide small pedestrian open spaces with seating amenities. The building façades along the open space must still be pedestrian-oriented. Pedestrian-oriented open spaces should meet the objectives below as well as the citywide design guidelines. Required open space may be reduced up to 50% if a substantial amount of the street-level open space (on the order of at least 200 square feet), meets the following objectives:

i. Plazas should be centrally located, on major avenues, close to bus stops, or where there are strong pedestrian flows on neighboring sidewalks.

ii. Plazas should be sensitively proportioned and designed. For example: not more than 60 feet across and no more than 3 feet above or below the sidewalk.

iii. Plazas should have plenty of benches, steps, and ledges for seating. For example: at least one linear foot of seating per 30 square feet of plaza area should be provided; seating should have a minimum depth of 16 inches.

iv. Locate the plaza in a sunny spot and encourage public art and other amenities. For example: at least 50% of the total frontage of building walls facing a plaza should be occupied by retail uses, street vendors, building entrances, or other pedestrian-oriented uses.

v. Provide plenty of planting beds for ground cover or shrubs. For example: one tree should be provided for every 200 square feet and at a maximum spacing of 25 feet apart. Special precaution must be taken to prevent trees from blocking the sun.

DC4 Exterior Elements and Finishes

Citywide Guideline:

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

University Supplemental Guidance

I. Exterior Finish Materials

Guidelines

i. New buildings should emphasize durable, attractive, and well-detailed finish materials, including:

a. Brick (especially appropriate).

b. Concrete (if it features architecturally treated texture or color, other refined detailing, and/or complementary materials).

c. Cast stone, natural stone, tile.

d. Stucco and stucco-like panels, if they feature an even surface and properly trimmed joints and edging around doors and windows. Heavily textured finishes with obvious trowel marks are not generally appropriate. Stucco should be avoided in areas that are susceptible to vandalism and graffiti. Stucco and stucco-like panels must be detailed and finished to avoid water staining and envelope failure. Overhangs and protective trim are encouraged to increase weather resistance.

e. Art tile or other decorative wall details.

f. Wood, especially appropriate for residential structures.

ii. Sculptural cast stone and decorative tile are particularly appropriate because they relate to campus architecture and Art Deco buildings. Wood and cast stone are appropriate for moldings and trim.

iii. The materials listed below are discouraged and should only be used if they complement the building's architectural character and are architecturally treated for a specific reason that supports the building and streetscape character:

a. Masonry units. If concrete blocks (concrete masonry units or "cinder blocks") are used for walls that are visible from a public street or park, then the concrete or concrete block construction should be architecturally treated in one or more of the following ways:

- Use of textured blocks with surfaces such as split face or grooved.

- Use of colored mortar.
- Use of other masonry types, such as brick, glass block, or tile, in conjunction with concrete blocks.
- Treated to avoid the gray “weeping” effect of wet concrete masonry.
- Provided with substantial wood or metal trellis and maintained vine planting such as flowering hydrangea vine, or other non-pest vine.

b. Metal siding. If metal siding is used as a siding material over more than 25% of a building’s façade, the metal siding should have a matted finish in a neutral or earth tone, such as buff, gray, beige, tan, cream, white, or a dulled color such as barn-red, blue-gray, burgundy, or ocher. If metal siding is used over 25% of the building façade, then the building design should include visible window and door trim painted or finished in a complementary color and corner and edge trim that covers exposed edges of the sheet metal panels.

c. Wood siding and shingles except on upper stories or on smaller-scale residential projects.

d. Vinyl siding.

e. Sprayed-on finish with large aggregate.

f. Mirrored glass. This is especially inappropriate when glare could be a potential problem.

iv. Where anodized metal is used for window and door trim, then care should be given to the proportion and breakup of glazing to reinforce the building concept and proportions.

v. Fencing adjacent to the sidewalk should be sited and designed in an attractive and pedestrian oriented manner.

vi. Awnings made of translucent material may be backlit, but should not overpower neighboring light schemes. Lights, which direct light downward, mounted from the awning frame are acceptable. Lights that shine from the exterior down on the awning are acceptable.

vii. Light standards should be compatible with other site design and building elements.

II. Exterior Signs

Context

New guidelines encourage signs that reinforce the character of the building and the neighborhood.

Guidelines

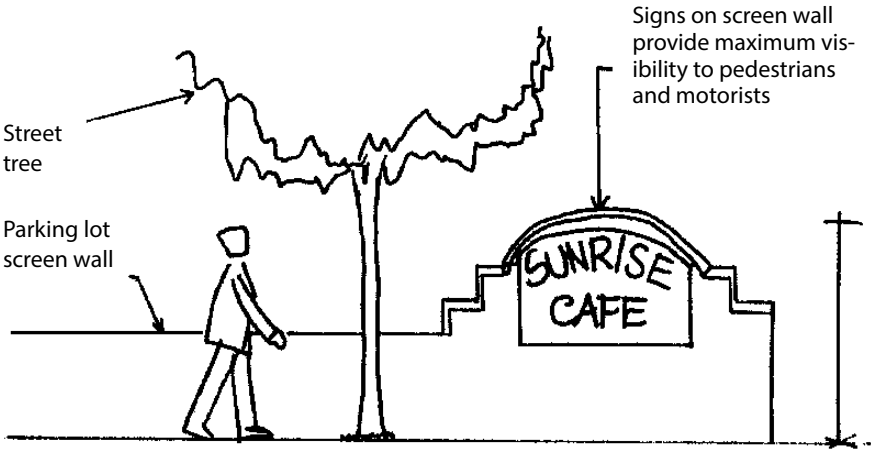
i. The following sign types are encouraged, particularly along Mixed Use Corridors:

   a. Pedestrian-oriented shingle or blade signs extending from the building front just above pedestrians.
   b. Marquee signs and signs on pedestrian canopies.
   c. Neon signs.
   d. Carefully executed window signs, such as etched glass or hand painted signs.
   e. Small signs on awnings or canopies.

ii. Post mounted signs are discouraged.

iii. The location and installation of signage should be integrated with the building's architecture.

iv. Monument signs should be integrated into the development, such as on a screen wall.



Signs on screen walls provide maximum visibility to pedestrians and motorists.