Uptown Design Guidelines 2013

Pennucci / Rutzick
DPD Design Guidelines Ordinance ATT 17
November 22, 2013
Version #3

Introduction

What are Neighborhood Design Guidelines?

Design guidelines are the primary tool used by Design Review Boards. The Uptown 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 area reflected in Map 1 (page v). 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 Uptown Design Guidelines reveal the character of Uptown 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 Uptown Design Guidelines were developed by community members and design consultants, and adopted in 2009. 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 Uptown 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 area reflected in Map 1 (page v) These 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 Uptown Neighborhood 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 Uptown Design Guidelines in 2009.

Context and Site

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

CS2.Urban Pattern and Form ..... **yes**
- Responding To Site Characteristics (former A-1)
- Streetscape Compatibility (former A-2, paragraph 2)
- Corner Lots (former A-10)
- Height, Bulk, and Scale Compatibility (former B-1)

CS3. Architectural Context and Character ..... **yes**
- Architectural Context (former C-1. paragraph 2)

Public Life

PL1. Connectivity ..... **yes**
- Streetscape Compatibility (former A-2. paragraph 1)
- Landscaping to Reinforce Design Continuity with Adjacent Sites (former E-1)

PL2. Walkability ..... **yes**
- Entrances Visible from the Street (former A-3)
- Pedestrian Open Spaces and Entrances (former D-1, paragraph 5)

PL3. Street-Level Interaction ..... **yes**
- Human Activity (former A-4)
- Transition Between Residence and Street (former A-6)

PL4. Active Transportation ..... **yes**
- Pedestrian Open Spaces and Entrances (former D-1, paragraph 6)

Design Concept

DC1. Project Uses and Activities ..... **yes**
- Parking and Vehicle Access (former A-8)
- Blank Walls (former D-2)
- Retaining Walls (former D-3)
- Design of Parking Lots Near Sidewalks (former D-4)
- Visual Impacts of Parking Structure (former D-5)
- Treatment of Alleys (former D-8)

DC2. Architectural Concept ..... **yes**
- Architectural Context (former C-1, paragraph 3 & 4)
- Architectural Concept and Consistency (former C-2)
- Human Scale (former C-3)

DC3. Open Space Concept ..... **yes**
- Landscaping to Enhance the Building and/or Site (former E-2)

DC4. Exterior Elements and Finishes ..... **yes**
- Architectural Context (former C-1, paragraph 1)
- Exterior Finish Materials (former C-4)
- Commercial Signage (former D-9)
- Commercial Lighting (former D-10)

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Context and Priority Issues: Uptown

The Uptown Design Guidelines provide a specific set of "supplemental" design guidelines for the Uptown District, one of Seattle's designated urban centers. The Guidelines build on the Queen Anne neighborhood planning process (1994-1999), the Picture Queen Anne (1995) visual preference survey, and the Queen Anne Plan (1999). Establishing a unique character for various Queen Anne commercial districts was an ongoing interest expressed during the neighborhood planning effort. The plan also identified a need to augment the citywide Design Review Guidelines for Multifamily and Commercial Buildings (1993) with supplemental design guidelines that would better define specific neighborhood areas.

The Uptown District
Several important steps led to the creation of the Uptown Design Guidelines. Prior to 2007, a set of guidelines was drafted but not formally adopted for the "Uptown Park Neighborhood", west of Seattle Center. The boundaries of Uptown Park were set at West Mercer Street (North), between John Street and Denny Way (South), between Queen Anne Avenue and First Avenue West (East), and between Fourth Avenue West and Fifth Avenue West (West). Additionally, a Landscaped Streets Element that detailed preferred streetscapes in Uptown Park was prepared in 2000. Both of these prior work products are integrated into the Uptown Design Guidelines.

The Uptown Design Guidelines expand beyond Uptown Park to cover the full extent of Uptown, from Aurora Avenue on the east to Elliot Avenue on the west. (See map page v). The area includes the major additions of Uptown Queen Anne's commercial core, Seattle Center, and the Uptown Triangle (Denny-Broad-Aurora triangle). To manage the varied area and preserve past work on Uptown Park, these Uptown Design Guidelines identify distinct character areas within greater Uptown to help structure the guidelines.

Guidelines Format
Supplemental guidance text is inserted below the text of the citywide guideline to which it applies. The identified character areas are: "Uptown Park" as consistent with prior work; the "Heart of Uptown" character area; and the "Uptown Urban" character area. In some cases targeted design guidance is given for specific character areas within the Uptown Neighborhood. In other cases supplemental design guidance is given for Uptown as a whole.

Priority Design Issues
This section lays out priority design issues and general principles that are important to the Uptown Neighborhood.

- Uptown is a pedestrian-friendly, active urban center where each block offers a pleasant walking experience. (Queen Anne Plan)
- Uptown has some great streets, and the streetscape should be considered as an integral component of every project, not an afterthought. An example of a unifying streetscape can be seen in the block of First Ave. W. between Mercer and Republican.
- Uptown is a place for a diverse population to live, work, shop, and find the services that a Seattle urban center can offer. A diversity of housing and independent businesses are a community value. The map on page v helps describe a general context that new designs in Uptown should respond to. Descriptions of character areas and other mapped features are below.
- The map on the following page helps describe a general context that new designs in Uptown should respond to. Descriptions of character areas and other mapped features are below.
- The **Heart of Uptown** character area is centered on a major transit stop and the 'shoulder' of Seattle Center. It is characterized by smaller retail spaces accommodating the small, but enduring retail establishments and locally-owned restaurants. The Heart of Uptown is a vibrant core to the Uptown Neighborhood. The Heart of Uptown should continue as an active node for Uptown and should provide for mass transit riders' needs.
- The **Uptown Urban** character area is made up of blocks with a rich variety of uses surrounding Seattle Center, and with adjacencies to major roadway corridors. It is well suited to the scale of a true urban center. The Uptown Urban character area has strong relationships to major institutions.

- The **Uptown Park** character area is primarily an attractive multi-family residential neighborhood with a distinctive park-like character. There are a high concentration of 1920s and 1930s era brick apartment structures in and near Uptown Park, which should be preserved and serve as character cues for new designs.
- A **Main Street Corridor** along Queen Anne Ave. N. and First Ave. N. will encourage a mix with the small shops that give Queen Anne its local character. Main Street corridor streetscapes should have particular focus on pedestrian and transit riders.
- A **Large Scale Commercial Corridor** along Roy and Mercer accommodates a full range of travel modes in a balanced way along major streets. The Large Scale Commercial Corridor also has big enough blocks to accommodate and blend larger retail stores and offices into the streetscape.
- **Pedestrian Corridors** are primary pedestrian routes in and around Seattle Center that are important to Uptown. New designs should respond to and enhance Uptown's Pedestrian Corridors.

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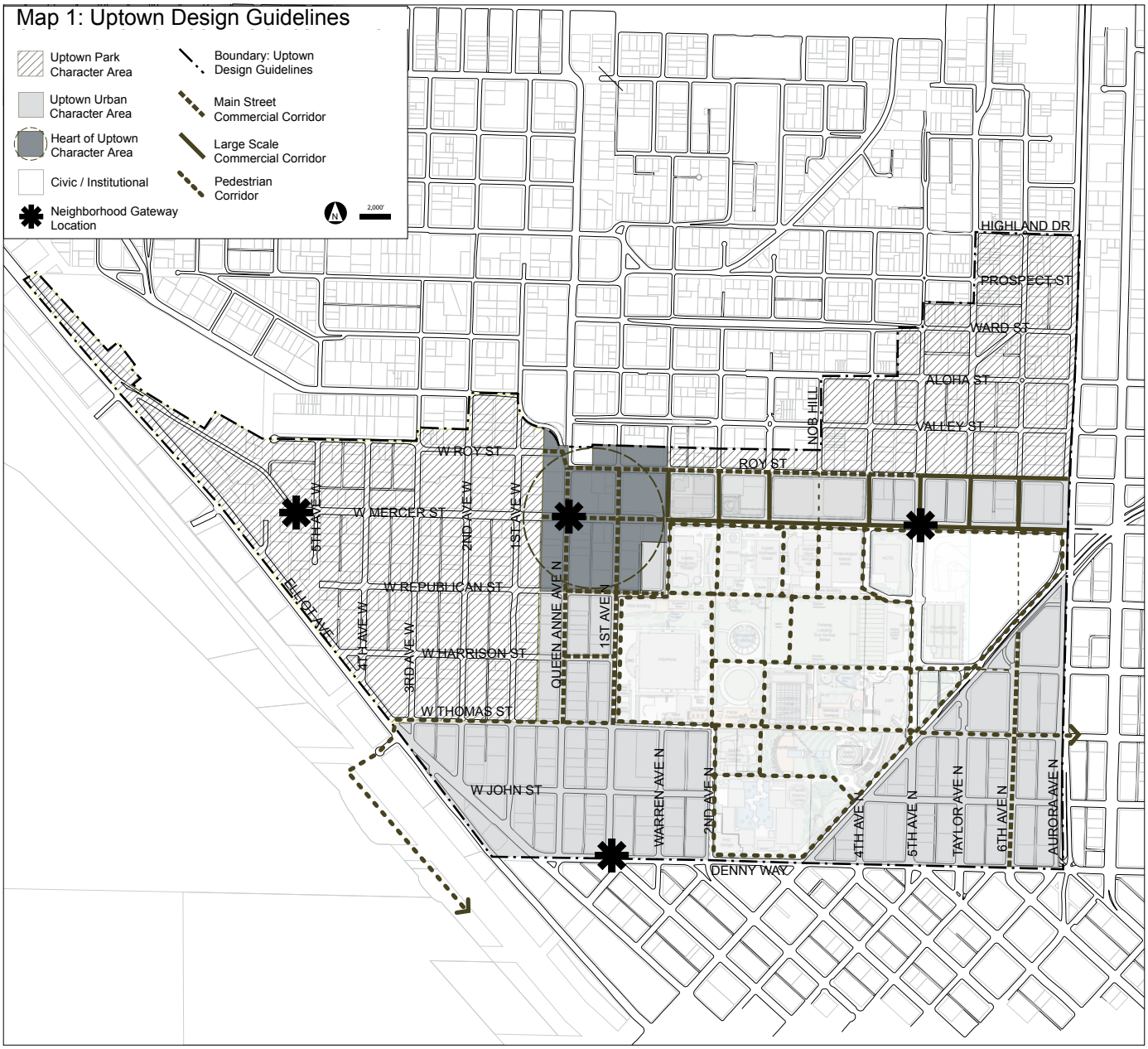

The Uptown Design Guidelines apply to development that is subject to design review as set forth at SMC 23.41.004 if it is located in the area reflected within the boundary shown on the map above.

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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.

Outdoor dining is encouraged on south-facing blocks to take advantage of sun exposure.

Public art and focal points such as towers and fountains may be appropriate for plazas in certain locations.

Uptown Supplemental Guidance

I. Responding to Site Characteristics

i. **Throughout Uptown** new developments should, to the extent possible, be sited to further contribute to the neighborhood's pedestrian character.

ii. In the **Uptown Urban** and **Heart of Uptown** character areas encourage outdoor dining areas utilizing sidewalks and areas adjacent to sidewalks. Outdoor dining is especially encouraged for sites on block faces with southern exposure.

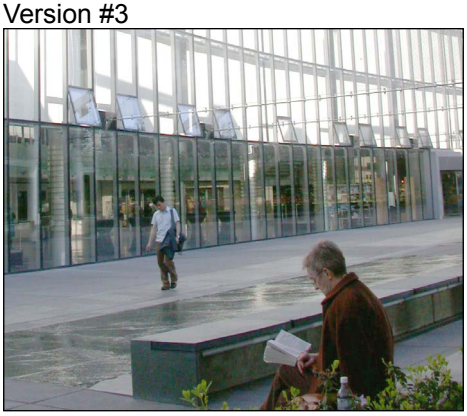
II. Streetscape Compatibility

i. **Throughout Uptown** site identity features such as art, signage or major public open space at gateway locations as identified on the map on page v. Seek opportunities for welcoming signage that is specific to the Uptown neighborhood at gateway locations (see Map on page v). Architecture should also reinforce gateway locations.

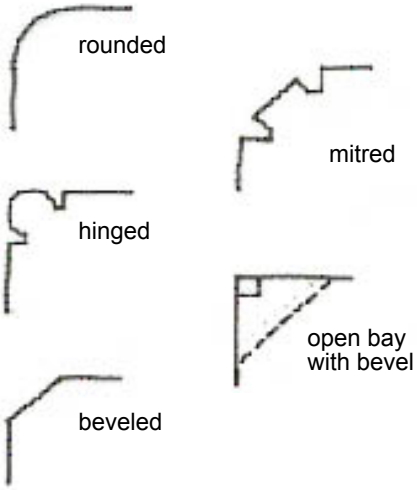
ii. Within the **Uptown Park** character area, streetscape improvements should include where feasible a consistent park-like landscaped strip in the planting strip, as consistent with the historic pattern in the area. New developments may elect to take inspiration from the Uptown Park District Landscaped Streets Element as endorsed by the Uptown Alliance, for the format of the streetscape. However, adherence to the landscaped streets element is voluntary.

iii. In the **Uptown Urban** and **Heart of Uptown** character areas, encourage streetscapes that respond to unique conditions created by Seattle Center. Encourage wide sidewalks to accommodate high pedestrian volumes during event times, and create safe, well-marked crossings at entrances to the Center. Streetscape furniture and landscaping should be sited and designed to accommodate the flow of event crowds. Buildings on and adjacent to the Seattle Center campus should be sited to create relationships and connections between the Center and surrounding Uptown neighborhoods.

iv. In the **Heart of Uptown** character area new development should



Streetscapes should respond to unique conditions presented by Seattle Center such as the McCaw Hall plaza.



Corner treatment options.

In general break down the scale and massing of larger buildings in the Heart of Uptown.

provide when possible: a widened sidewalk through additional building setback at street level; or retail façade design with panels, sliding doors or other features that allow generous openings to the street.

v. In the **Uptown Park** character area, when retail and offices are located within the neighborhood, they should be designed to acknowledge and blend with the predominantly residential environment. Storefronts, office entries and signs should be understated and muted, while still presenting a street presence. Bright or loud colors and lights should be avoided in this park-like residential character area.

III. Corner Lots

Corner Lots in Uptown:

i. Generally, buildings within Uptown should meet the corner and not be set back. Building designs and treatments as well as any open space areas should address the corner and promote activity. Corner entrances are strongly encouraged, where feasible.

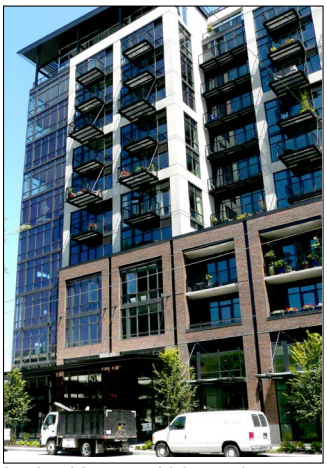
ii. Corner lots are often desirable locations for small publicly-accessible plazas, turrets, clock towers, art, and other special features. Design corner retail entries to not disrupt access to residential uses above.

IV. Height, Bulk and Scale Compatability

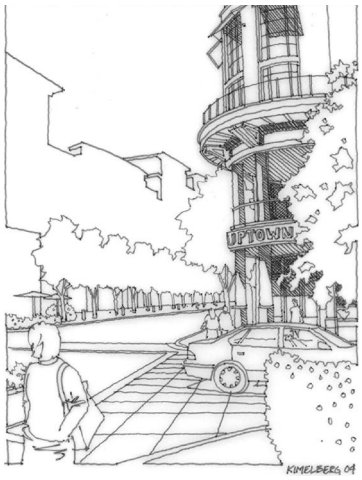
i. **Throughout Uptown**, a departure would be supported for 3' of additional height for projects that step back the top floor of the structure a minimum of 6' from the street. This has the effect of reducing the impact of the structure height on the sidewalk below as well as reducing the length of shadows over the street. Where the Code regulates podium height, the additional 3' applies to the podium.

ii. In the **Heart of Uptown** character area, break facades into smaller massing units. Encourage a horizontal rhythm in the range of 30' to 60', in keeping with a main street scale, particularly at street level.

iii. In the **Uptown Urban** character area larger massing units and less modulation are appropriate, provided they are carefully designed, with quality materials.



In the Uptown Urban character area, larger-massing units may be appropriate with quality materials.



Strong corner massing can function as the visual anchor for a block.

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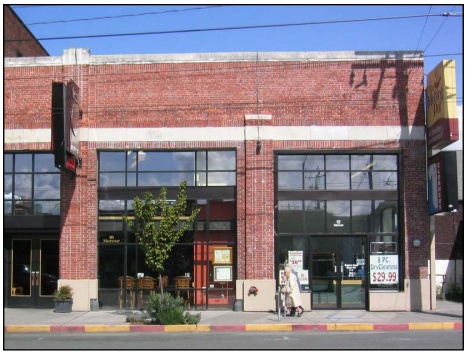
CS3 Architectural Context and Character

Citywide Guideline:

Contribute to the architectural character of the neighborhood.

Uptown Precedent: Design elements and materials that lend a human scale and sense of permanence.



A regular cadence of storefront windows and pilasters along the street-level facade enhances the pedestrian experience.

Uptown Supplemental Guidance

I. Architectural Context

The **Uptown Park** character area emphasizes the notion of historic continuity—the relationship of built structures over time. This relationship encourages diversity of styles within a coherent whole, reinforcing the key elements of noteworthy buildings.

Classical detailing around entrances is a common feature found in the neighborhood.

Attachment 17 to the DPD Design Guidelines Ordinance

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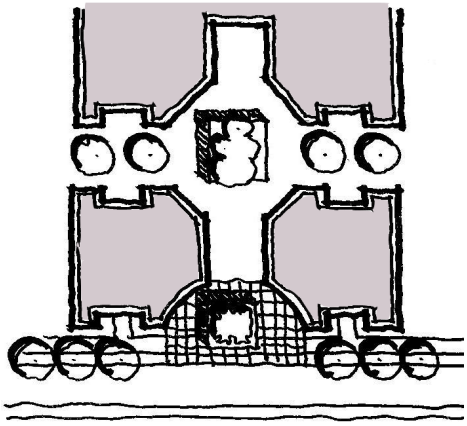
PL1 Connectivity

Citywide Guideline:

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



An example of a courtyard with access from an adjacent street that is visually permeable from the sidewalk, allowing passersby to see into the space.

Uptown Supplemental Guidance

I. Streetscape Compatibility

Throughout Uptown developments that respond outward to the public realm are preferred.

i. Site outdoor spaces in accordance with the location and scale of adjacent streets, buildings, and uses. For example, an on-site plaza should not unduly interrupt the retail continuity of a street.

ii. Locate plazas intended for public use at or near grade to promote both a physical and visual connection to the street. Special paving materials, landscaping, and other elements can be used to provide a clear definition between the public and private realms.

iii. Define outdoor spaces through a combination of building and landscaping, and discourage oversized spaces that lack containment.

II. Landscaping to Reinforce Design Continuity with Adjacent Sites

i. Within the **Uptown Park** character area, streetscape improvements should include a consistent landscaped planting strip between the sidewalk and the street as consistent with the historic pattern in the area. New developments may take guidance from the Uptown Park District Landscaped Streets Element as endorsed by the Uptown Alliance, for the format of streetscape improvements.

ii. **Throughout Uptown**, streetscape landscaping as per the guidelines CS2.II, PL1, PL2 and PL4 is encouraged.

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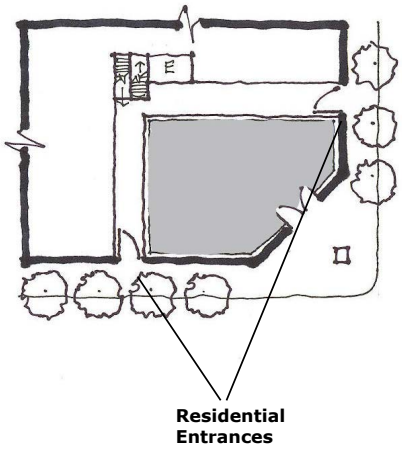
PL2 Walkability

Citywide Guideline:

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



Retail and residential entrances are carefully placed.

Pedestrian corridors into and out of Seattle Center are important.

Uptown Supplemental Guidance

I. Entrances Visible from the Street

Throughout Uptown, major entrances to developments should be prominent. The use of distinctive designs with historical references is strongly encouraged. Design, detailing, materials and landscaping may all be employed to this end. Building addresses and names (if applicable) should be located at entrances, tastefully crafted.

Streets throughout Uptown should be sociable places that offer a sense of security, and residential building projects should make a positive contribution to life on the street.

II. Pedestrian Open Spaces and Entrances

i. **Throughout Uptown** entries should be designed to be pedestrian friendly (via position, scale, architectural detailing, and materials) and should be clearly discernible to the pedestrian.

ii. Individual or unit entrances in buildings that are accessed from the sidewalk or other public spaces should consider appropriate designs for defensible space as well as safety features (e.g., decorative fencing and gating). Landscaping should be consistent with these features.

iii. **Throughout Uptown** special attention to the pedestrian experience and street right-of-way should be given along pedestrian corridors as identified on the map (pg. v).

iv. **Throughout Uptown** the use of a pedestrian-scaled street lamp within all character areas is encouraged. In addition, streetscape features such as street clocks and benches are encouraged in Heart of Uptown and Uptown Urban character areas.

v. In the **Uptown Urban** and **Heart of Uptown** character areas, encourage Seattle Center campus redevelopment along its boundaries to either open vistas from Uptown into Seattle Center or to provide activation for the street.

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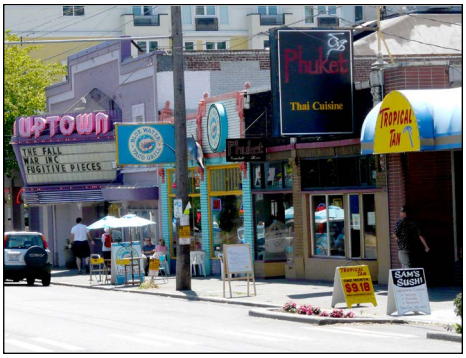
PL3 Street-Level Interaction

Citywide Guideline:

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

This space provides a transition between indoors and outdoors and helps create an active street environment.



A variety of narrow storefronts create an active streetscape.

Uptown Supplemental Guidance

I. Human Activity

i. A top priority within the **Heart of Uptown** character area is to promote active, customer-oriented retail storefronts at street level. The ground floor of buildings in this character area should help create the most active and vibrant street environment in Uptown. A variety of narrower store-front shops are preferred to wide continuous single storefronts.

ii. Major retail spaces are encouraged on streets designated **Large Scale Commercial Corridor** as shown on the map on page v. The physical scale of these streets and their buildings is the most appropriate to accommodate major retailers in Uptown without detracting from street activity levels and character.

iii. Throughout Uptown encourage outdoor dining.

This space provides a transition between indoors and outdoors and helps create an active street environment.

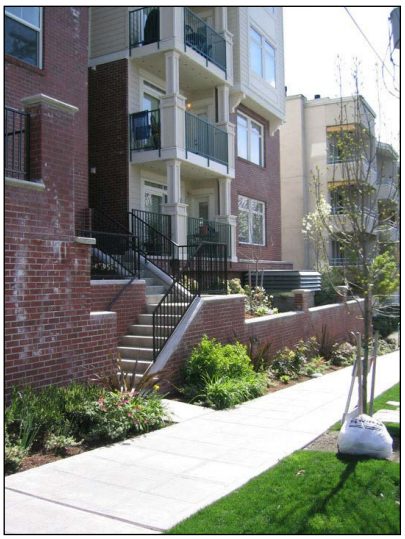
An entry courtyard in a deeper setback from the street

II. Transition Between Residence and Street

i. **Front Setbacks:** Where feasible, new development in the **Uptown Park** character area should consider landscaping any setback from the sidewalk. Landscaping within a setback should provide a transition from public to private space and define a boundary between these. The use of raised planters within the setback should be encouraged in some locations where this would reduce impacts to landscaping from foot traffic and sidewalk litter.

ii. Where the incorporation of decorative gates and fencing may be necessary to delineate between public and private spaces, these features should be softened by landscaping where feasible. Fenced areas should be large enough to provide sufficient space for residents to personalize private entrance (e.g., include potted plants or other personal amenities).

Landscape design in a shallow residential setback from the street.



Porches and stoops, and balconies and windows help animate the street and create a self-policing environment.

PL4 Active Transportation

Citywide Guideline:

Incorporate design features that facilitate active forms of transportation such as walking, bicycling, and use of transit.

Uptown Supplemental Guidance

I. Pedestrian Open Spaces and Entrances

Including amenities for transit riders in a building's design rather than the traditional use of curbside bus shelters generates a safer and more active street. In the **Uptown Urban** and **Heart of Uptown** character areas the elimination of curbside bus shelters is encouraged in retail areas as appropriate. These boxy shelters visually obstruct storefronts and provide cover for criminal activity. Building designs are encouraged that integrate canopies to accommodate transit riders and nurture stewardship of transit stops by property owners and businesses.

Supplemental guidance related to Pedestrian Open Spaces and Entrances is provided under Public Life: Walkability.

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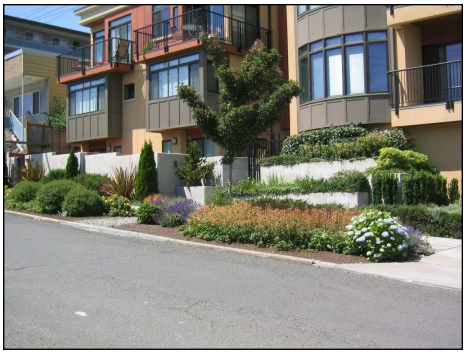
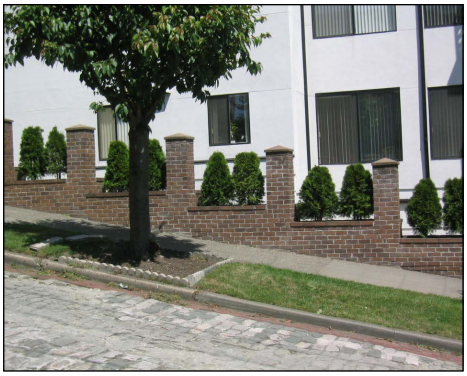
DC1 Project Uses and Activities

Citywide Guideline:

Optimize the arrangement of uses and activities on site.





Retaining walls constructed with durable materials and landscaping soften the building edges along these two sloping streetscapes.

Uptown Supplemental Guidance

I. Parking and Vehicle Access

i. **Throughout Uptown** the preferred location for surface parking lots is in the rear of the building or away from or otherwise screened from the street and sidewalk.

ii. **Preferred Alley Access:** Access to new development is preferred via alleyways, if feasible. Throughout Uptown encourage all parking for residential uses to be located below grade.

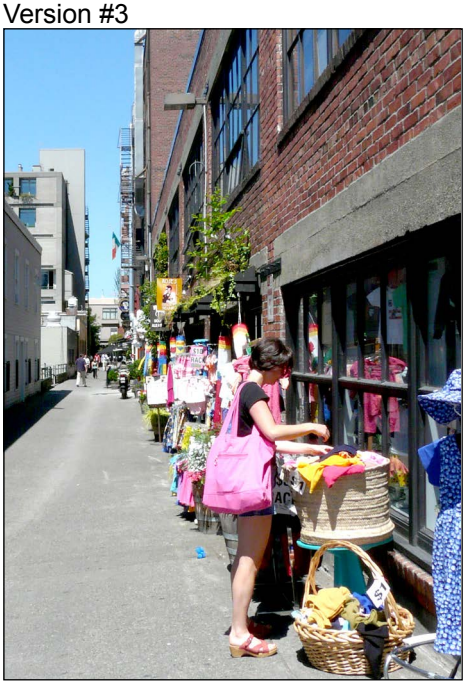
II. Blank Walls

i. Within the **Uptown Park** character area landscaping (e.g., trellised climbing plants and other urban greenery) is the preferred treatment for walls. Larger wall areas should include landscaped treatments at the wall or between the wall and public rights-of-way, but not in a manner that would create unsafe conditions (e.g., create hiding spaces or provide exterior access to higher floors).

ii. In the **Uptown Urban** and **Heart of Uptown** character areas artwork and decorative surfacing may provide an alternative wall treatment to landscaping in some locations. However, painted murals are the least preferred solution to larger wall areas in Uptown.

III. Retaining Walls

Throughout Uptown retaining walls should be constructed of materials that will provide substantial pattern and texture. Rockery, stone, stacked stone or concrete, or brick are preferred. Poured concrete or other smooth treatments/materials are strongly discouraged, unless treated to provide textural or design interest. Walls should be appropriately designed and scaled for the pedestrian environment. Landscaping in conjunction with retaining walls is strongly encouraged.



Alleys can be activated retail spaces.

IV. Design of Parking Lots Near Sidewalks

In the **Uptown Urban** and **Heart of Uptown** character areas, at-grade parking lots near sidewalks are strongly discouraged.

V. Visual Impacts of Parking Structures

i. **Throughout Uptown** designs that lessen the visibility of parking structures are preferred. Garages and parking structures should, where feasible, incorporate landscaping to reduce their visual impact. Landscaping may include climbing plantings and other landscape means to reduce the impact of larger blank walls. Large, open paved driveways and carports are strongly discouraged. Alley access is preferred, if feasible.

ii. Parking structures are discouraged in the **Uptown Urban** and **Heart of Uptown** character areas.

VI. Treatment of Alleys

i. **Throughout Uptown** ensure alleys are designed to be clean, maintained spaces. Recessed areas for recyclables and disposables should be provided.

ii. In **Heart of Uptown** and **Uptown Urban** character areas encourage alleys to be activated with subordinate retail spaces at the mouth of the alley. Encourage retail to “turn the corner” at alley entrances.

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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.

Uptown Precedent: Design elements and materials that lend a human scale and sense of permanence.

A regular cadence of storefront windows and pilasters along the street-level facade enhances the pedestrian experience.

Uptown Supplemental Guidance

I. Architectural Context

i. The **Uptown Park** and **Heart of Uptown** character districts prefer an architecture that emphasizes human scale and quality, detailing and materials, and that remains compatible with the existing community. Generally, the following architectural features are encouraged during the design review process:

a. Increased architectural detailing;

b. Individualized storefronts;

c. Substantial window detailing and recessed windows;

d. Variations in roofline and additional roofline detailing, honest parapet lines with built-up cornice; and

e. References to historic architectural styles found in the area including art deco, and the unique styling of Worlds-Fair-era Seattle.

ii. Features and materials that are discouraged include:

a. Peaked parapets or other substantial false roofline facades;

b. Large expanses of steel and glass;

c. Concrete block on facade;

d. Large expanses of walling with little or no detailing;

e. Large expanses of stucco walling without detailing and windows;

f. Synthetic stucco; and

g. Flush window treatments (with little or no detailing).

iii. Supplemental Guidance Scope: The **Uptown Urban** character area embraces high quality urban infill, and responds to special relationships with nearby civic institutions. The following features are encouraged:

a. Consistent street wall;

b. Engaging the sidewalk / storefront transparency;

c. Building siting that responds to Seattle Center entry points;

d. Defined cornices;

e. High quality, durable materials;

f. Distinct residential and commercial components; and

g. Throughout Uptown, upper level balconies are discouraged on the street side of residential buildings. Bay windows are a preferred architectural element on the street side. This guideline is intended to avoid open displays of storage, which are sometimes an unintended consequence of street side balconies.

II. Architectural Concept and Consistency

Throughout Uptown buildings and landscaping should strive to create projects with an overall neat and cohesive appearance.

III. Human Scale

i. Throughout Uptown human-scaled architecture is strongly preferred. Proportion should be provided by such components as the detail of windows, doorways, and entries. Appropriate scale and proportion may also be influenced by the selection of building materials.

ii. Architectural designs that create an impression of reduced size consistent with a pedestrian-oriented environment should be encouraged, especially in the Uptown Park and Heart of Uptown character areas.

iii. The use of exterior canopies or other weather protection features is favored throughout the district for residential and commercial uses. Canopies should blend well with the building and surroundings, and present an inviting, less massive appearance.

iv. Throughout Uptown size signs, exterior light fixtures, canopies and awnings to the scale of the building and the pedestrian. Signs that add creativity and individual expression to the design of storefronts are encouraged. Signs should be integrated into the overall design of the building. Signs that appear cluttered and detract from the quality of the building's design are discouraged.

Signs can provide identity and serve to unify a varied streetscape. This portion of the Uptown District's commercial core employs similarly scaled, deco vertical signs.

DC3 Open Space Concept

Citywide Guideline:

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

The Uptown Park District has an outstanding tradition of landscape design. Courtyards, terraces and gardens contribute to the area's setting.

Uptown Precedent: Intimate courtyards enhance the urban setting.

Uptown Supplemental Guidance

I. Landscaping to Enhance the Building and/or site

Throughout Uptown, but especially within the **Uptown Park** character area, landscaping should be substantial and include a variety of textures and colors, to the extent possible. Landscaping should be used to enhance each site, including buildings, setbacks, entrances, open space areas, and to screen parking and other less visually attractive areas. Encourage planted containers at building entries.

This example shows how integrated landscape contributes to an attractive facade.

A garden at the prominent corner of a new development.

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DC4 Exterior Elements and Finishes

Citywide Guideline:

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

Decorative brick facades are important historic features in Uptown.

Example of a new building that respects the surrounding character by incorporating high-quality materials such as brick and masonry lintels.

Uptown Supplemental Guidance

I. Architectural Context

In the **Uptown Park** character area, extensive landscaping, the use of brick and inlaid tile as building materials and designs with an appearance of substance and quality are recommended to promote Uptown Park's desired character.

II. Exterior Finish Materials

i. Within the **Uptown Park** and **Heart of Uptown** character areas, the use of historic looking brick and tile facades are strongly encouraged to create a more consistent, unified, and historic appearance throughout the district. The use of decorative brick façade is consistent historically within the Uptown area, with a strong concentration just north of the district across W. Mercer St. Facade detailing is strongly encouraged and buildings may incorporate both materials to provide a richer finish.

ii. **Throughout Uptown**, decorative exterior treatments using brick, tile, and/or other interesting exterior finish materials are strongly preferred. Quality exterior finish materials should be incorporated at all levels and on all exterior walls. Use materials, colors, and details to unify a building's appearance; buildings and structures should be built of compatible materials on all sides.

III. Commercial Signage

Throughout Uptown tasteful signs designed for pedestrians (as opposed to passing vehicles) are preferred. Backlit signs, animated reader boards and similar signs are discouraged. Blade signs, wall-mounted signs, signs below awnings, and similar signs are preferred.

IV. Commercial Lighting

Uptown accommodates shopping and eating experiences during the dark hours of the Northwest's late fall, winter, and early spring. Pedestrian area lighting is an important feature of each block in the **Uptown Urban** character area, and the **Heart of Uptown** character area.