

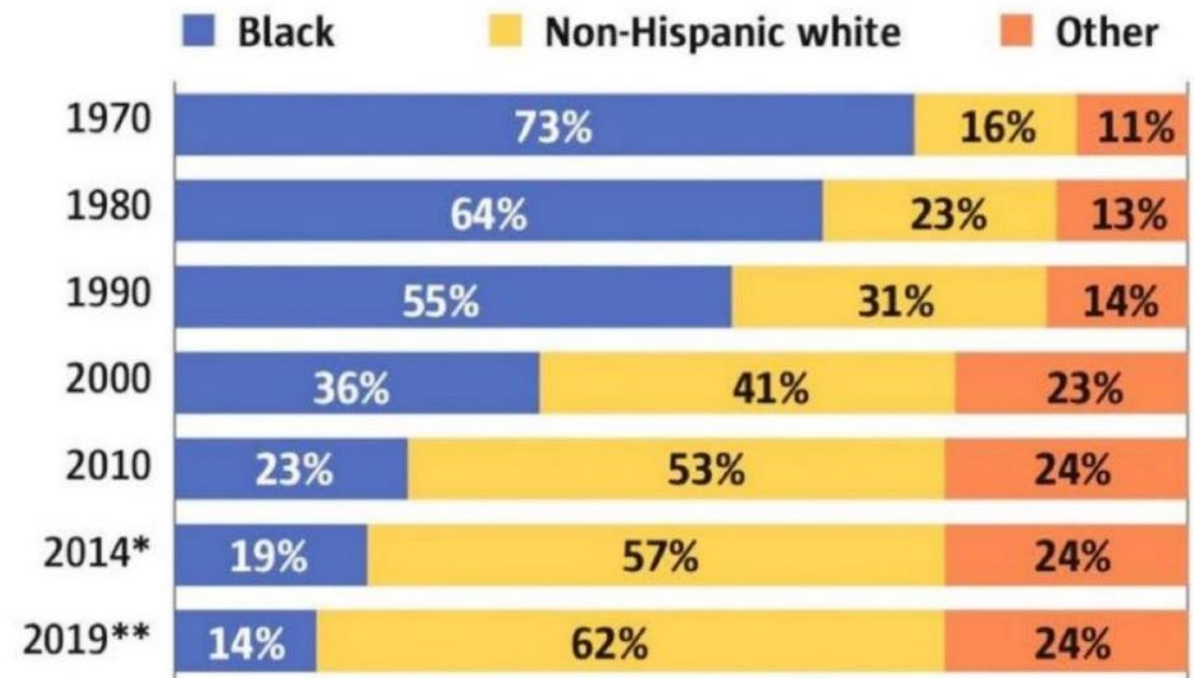
# Central Area Neighborhood Design Guidelines, Design Review District & Board

Planning, Land Use & Zoning Committee Briefing  
March 21, 2018

# Central Area Background

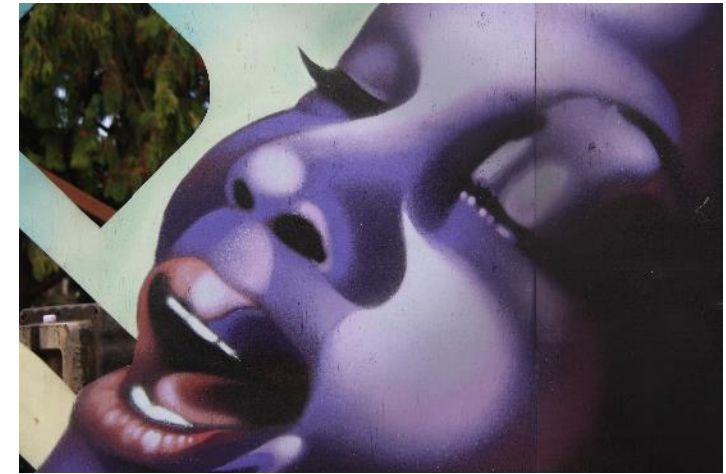
- Rich diverse history
- African American presence in the Central Area dates back to 1890 with an upsurge in the 1940's
- History of discrimination against African Americans
  - Redlining beginning in the 1930's
  - Discriminatory lending and insurance practices
- African-American share of the community has been declining for decades

*Ethnicity percentages in the Central District*

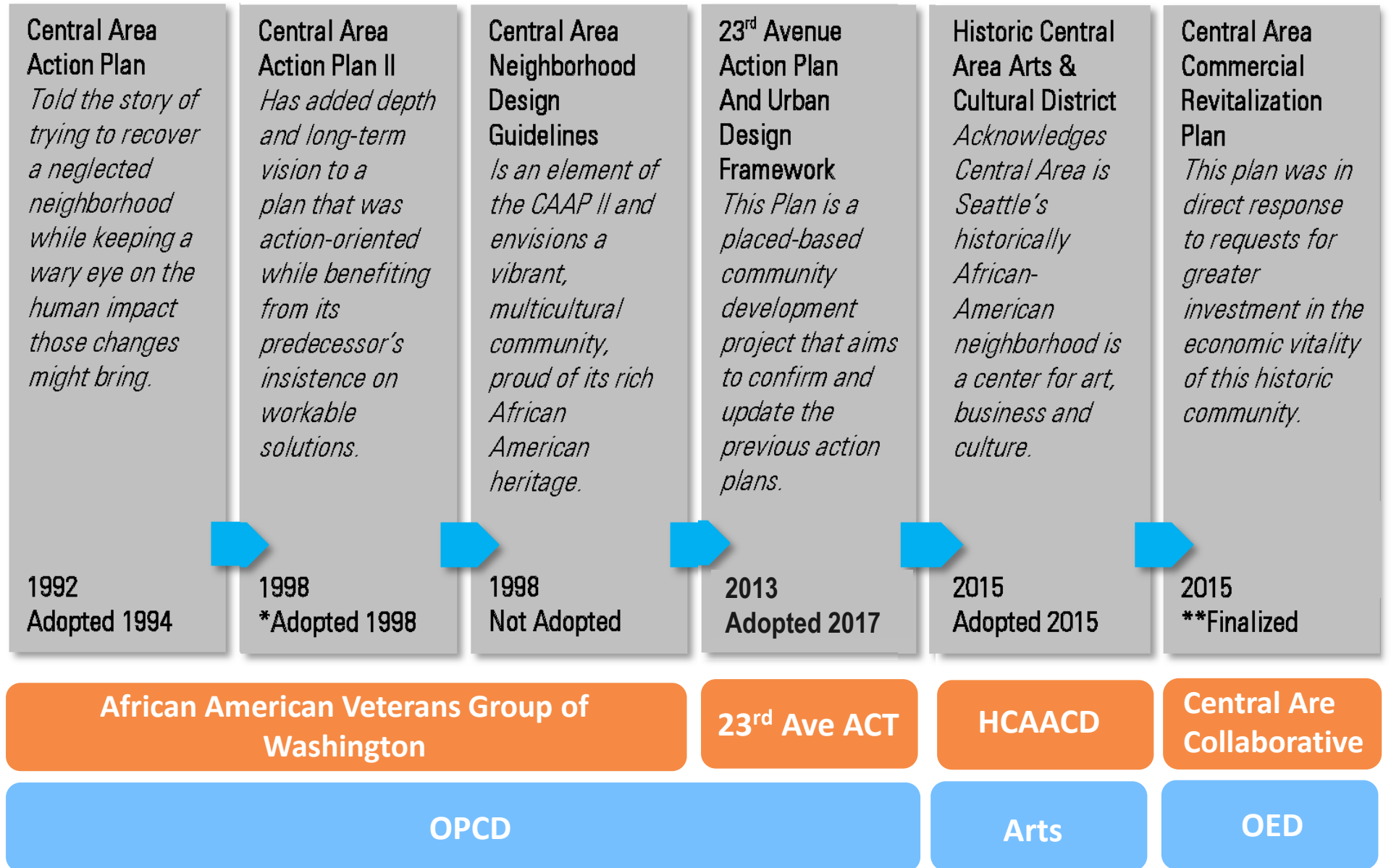


# Addressing displacement concerns

- **Residential:** Preserving and creating affordable housing choices
- **Commercial:** Central Area Commercial Revitalization Plan
- **Cultural:** Preserving cultural institutions and using community-driven design strengthens community identity and engagement
  - Historic Central Area Arts and Cultural District (HCAACD)
  - **Central Area Neighborhood Design Guidelines**



# Previous plans & activities



# Central Area Design Guidelines Coalition (CA DGC)

- Self-formed in April 2016 to advocate and champion for the work
- Leaders from 5 key community groups
  - 23rd Ave Action Community Team (**23rd Ave ACT**)
  - Central Area Land Use Review Committee (**CA LURC**)
  - Historical Central Area Arts and Cultural District (**HCAACD**)
  - Central Area Collaborative (**CAC**)
  - African American Veterans Group of Washington
- Partner with the City, consultant team and other community groups/organizations



# Council's support for the work

- On July 24, 2017, Resolution 31752 requested that OPCD and SDCI complete the work with the CA DGC to:
  1. Create neighborhood design guidelines for future development to reflect the Central Area's history and cultural identity.
  2. Prepare recommendations for a new Central Area Design Review Board



# Community Engagement

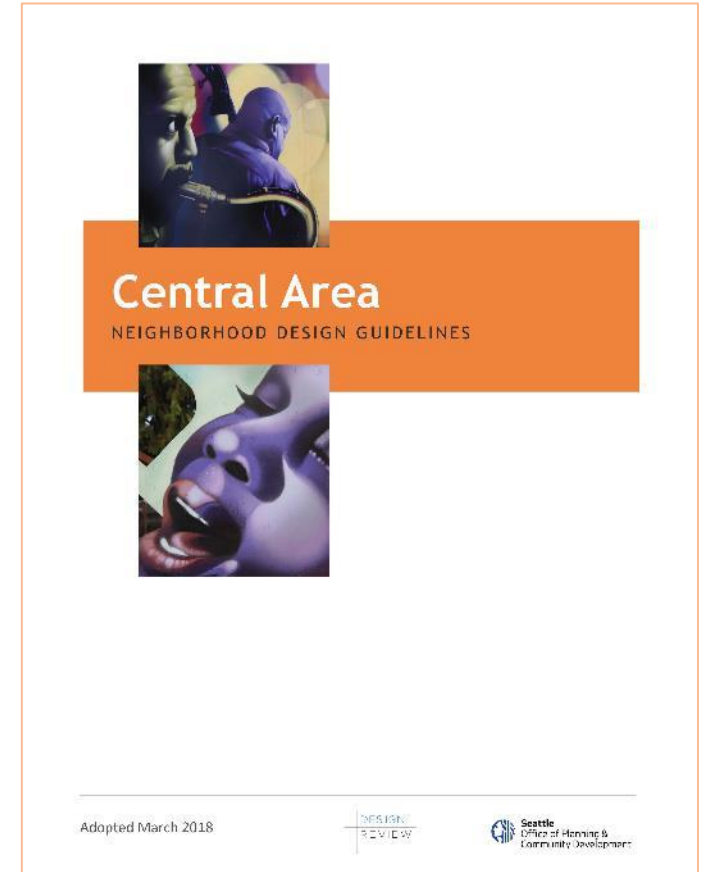


<p><b>DEC 2015</b></p> <p>The CA DGC formed and monthly meeting began.</p> <p>Work reaching out to the City's Office of Planning and Community Development (OPCD) to figure out the process and time line for creating guidelines and getting them adopted into code began.</p>	<p><b>JULY/AUG 2016</b></p>	<p>Consultants to produce the Design Guidelines Document were interviewed and selected, Schemata Workshop and Mimar Studio were chosen</p>	<p><b>JAN 2017</b></p>	<p>2nd Community Meeting CNU Legacy Charrette</p>	<p><b>MAY 2017</b></p>	<p>Final Document Approved by CA DGC and Submitted to City</p>	<p><b>DEC 2017 - early 2018</b></p>
<p>Five Central Area Organizations got together to talk about development in the CA.</p>	<p><b>APRIL 2016</b></p>	<p>Letters outlining the groups intent were sent to the Mayor, Council Members and Directors of SDCI, OPCD, OED, ARTS &amp; DON</p> <p>The CA DGC also applied for a grant with Congress of New Urbanism (CNU)</p> <p>We got the grant for CNU to lead our community through a community charrette process to explore and talk about the possibilities.</p>	<p><b>OCT 2016</b></p>	<p>1st Community Meeting and Workshop</p>	<p><b>FEB 2017</b></p>	<p>3rd Community Meeting and Workshop</p>	<p>Central Area Design Guidelines City Council review and approval process</p>

- 5 community meetings, 10 focused meetings, 12 CA DGC meetings
- Engaged over 1,300 community members

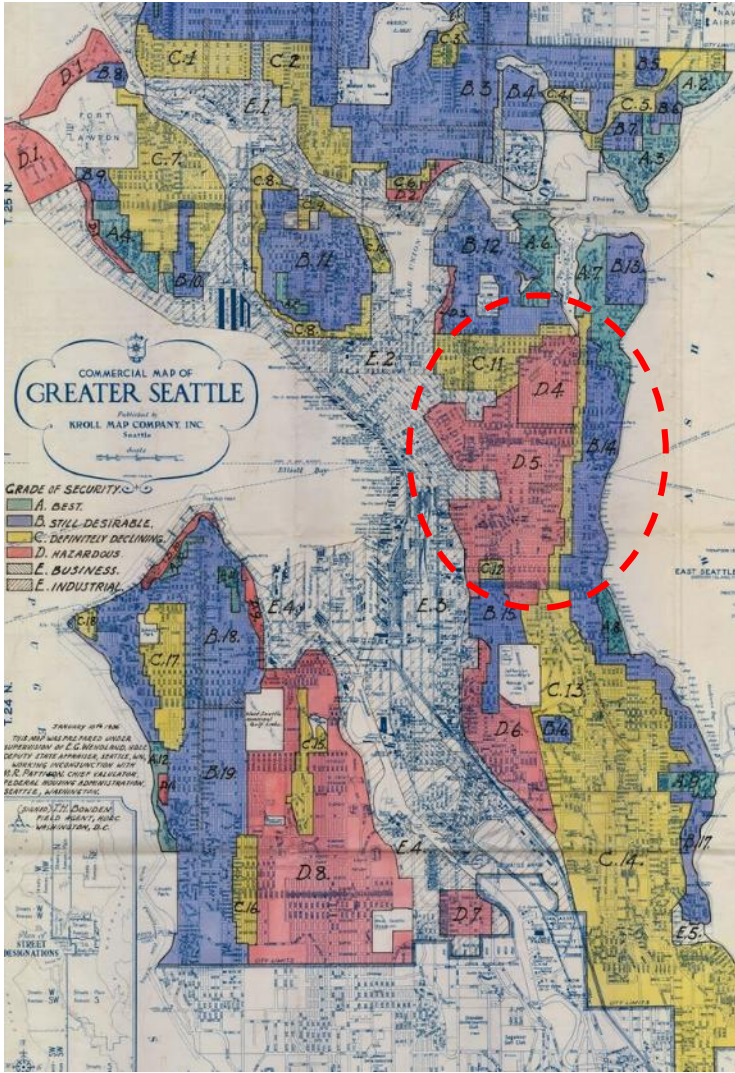
# Central Area Neighborhood Design Guidelines

- Reflect strong community and city collaboration
  - Led by CA DGC
  - Partner with OPCD, SDCI, OED and Arts
- Reflect the unique historical character of the Central Area community.
- Retain the rich characteristics valued by long-term residents as well as new and future residents.

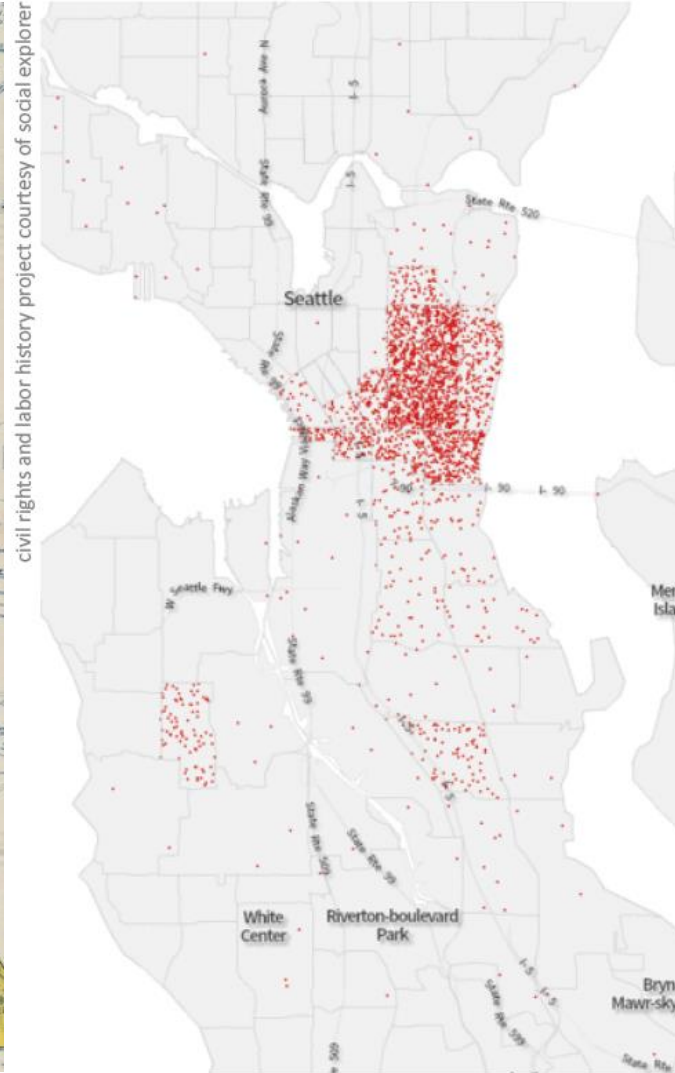




# Race & Segregation/Redlining

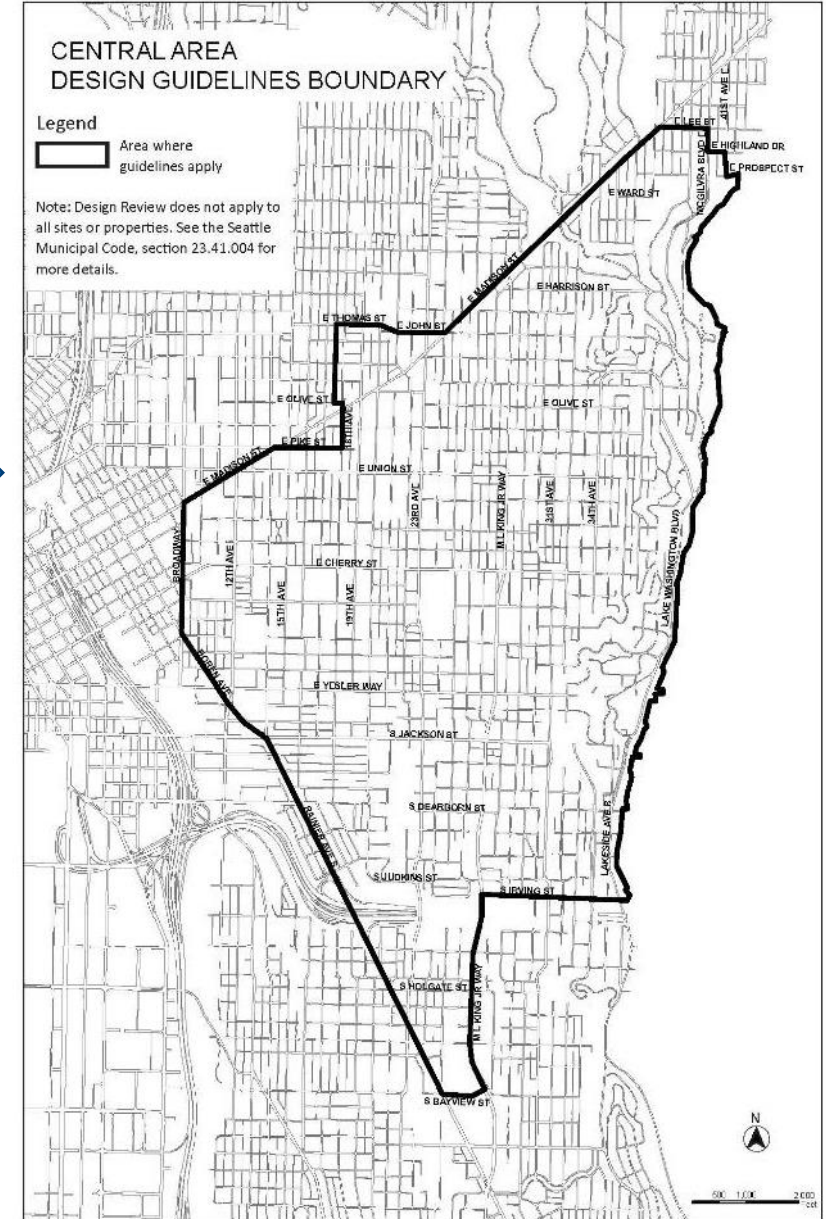


1936 redlining map with areas deemed "hazardous" in red.



Map showing where Black Americans resided in 1960.

# Central Area Design Guidelines Boundary





# Central Area Neighborhood Design Guidelines - additional guidance

- Emphasizes the Central Area's History and Heritage
- Honor the African & Black American presence and other heritages that have shaped the Central Area
- Incorporate culturally responsive design principles



## A.1 ADDITIONAL GUIDANCE Character Areas

**Citywide Guideline CS.B:**  
Contribute to architectural and placemaking character with local history and cultural references.

### Central Area Neighborhood Supplemental Guidance: Character Areas

*The following additional guidance is for projects within the Influence Area and Character Areas as indicated on page 17.*

#### 1. History and Heritage

- Provide design features to express the African and Black American presence within the neighborhood. Create 'pockets of culture' to represent both the Black American identity within the Central Area, as well as other heritages that have had a large impact on the Central Area's past.
- Consider including visual arts as an integral part of the design concept along main street building façades, within highly trafficked pedestrian areas, and within open spaces.
- Use any resulting blank walls and surfaces for the visible expression of art that references the history, heritage, and culture of the community.
- Include interpretive opportunities (through visual art, signage, markers, etc.) that tell the story of the neighborhood's history in engaging ways.
- Encourage the building design to reflect the racial, economical, and multi-generational character of the community.
- Developments are encouraged to provide housing and/or amenities for the Black Veteran community.
- Provide amenities appropriate to the activities and interests of the local community, such as basketball hoops, chess boards, tot lots and other family oriented activities.
- Bicycle use and parking should be encouraged to promote a healthy and active neighborhood and to support local businesses. Bicycle racks should be plentiful, and either be from the Seattle Department of Transportation's bike parking program or be an approved rack of similar "inverted U" or "staple" style. The bicycle racks may also be an opportunity for placemaking, such as having a uniform color for bike racks within the Central District or having distinctive place-names designed into the racks.



Jazz and swing dancing tribute



Mural mosaic at 25th and Cherry



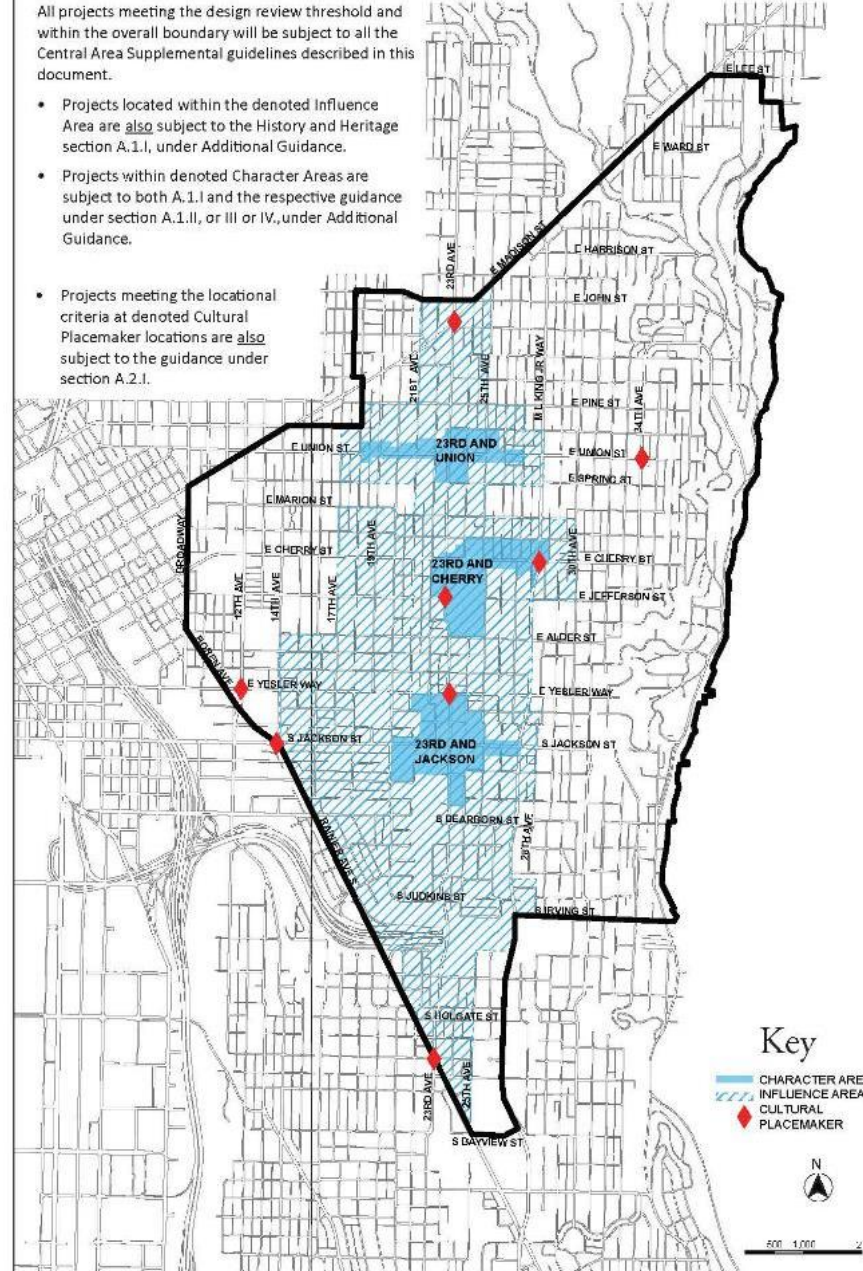
The People's Wall marking the Black Panther Community Center

- Emphasize the historic influence area, landmarks, assets and top priorities of cultural significance

## Central Area Character & Cultural Placemaker Map

All projects meeting the design review threshold and within the overall boundary will be subject to all the Central Area Supplemental guidelines described in this document.

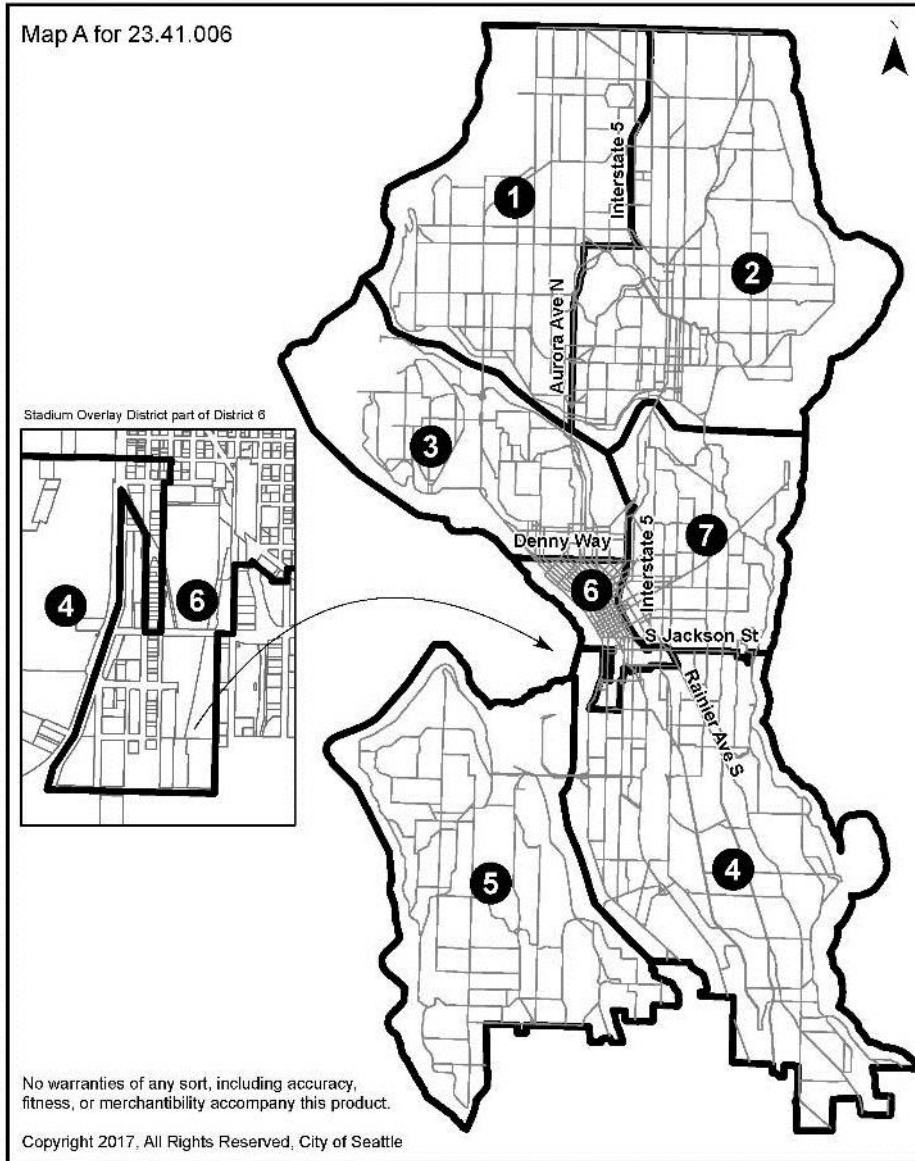
- Projects located within the denoted Influence Area are also subject to the History and Heritage section A.1.I, under Additional Guidance.
- Projects within denoted Character Areas are subject to both A.1.I and the respective guidance under section A.1.II, or III or IV., under Additional Guidance.
- Projects meeting the locational criteria at denoted Cultural Placemaker locations are also subject to the guidance under section A.2.I.





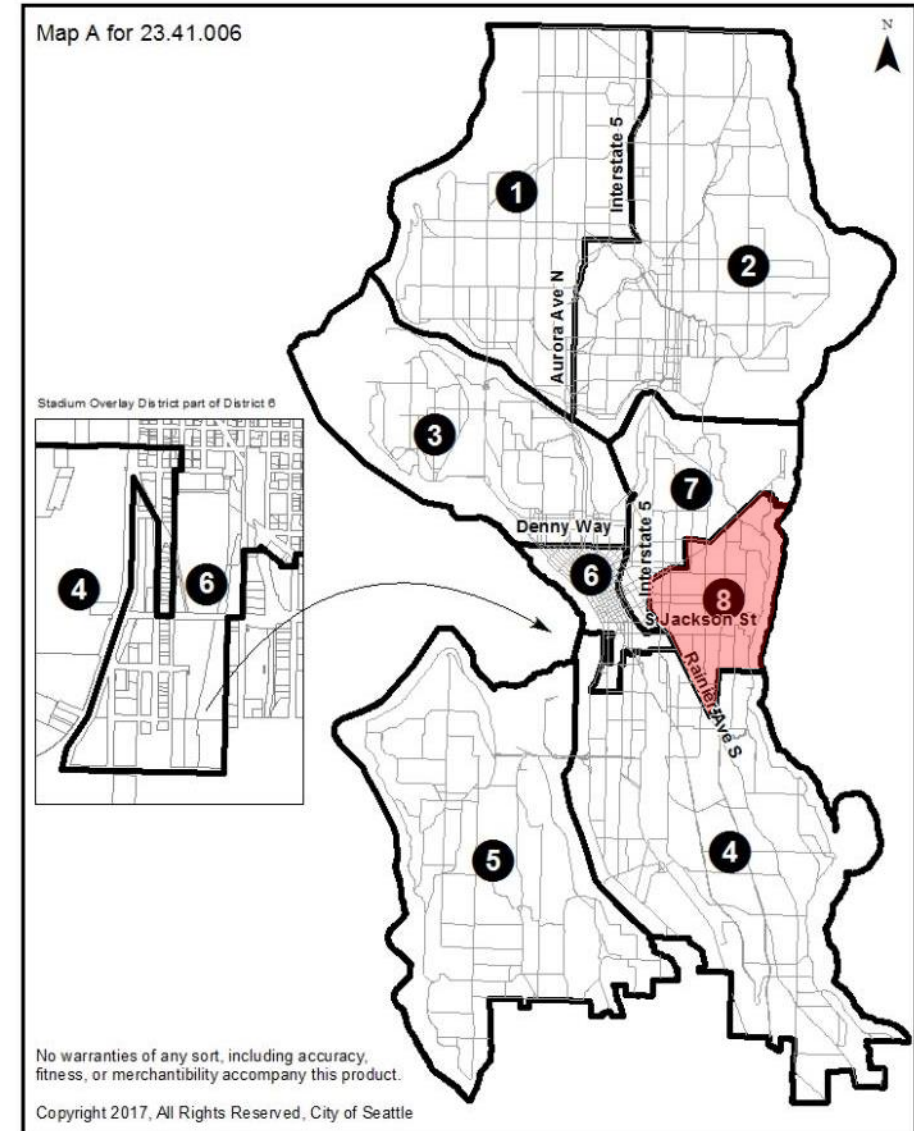
# Current DRB Districts

## Design Review Board Districts



# Adding an 8<sup>th</sup> Design Review District & Board

## Design Review Board Districts



- Current DRB district map bisects the Central Area into 2 districts
- The new district unifies the Central Area recognizing the community identity that developed in response to and in spite of the disenfranchisement of people of color due to the history of red-lining
- Facilitate inclusive and equitable growth and development