



# Uptown

## NEIGHBORHOOD DESIGN GUIDELINES



DRAFT  
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# Acknowledgments

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The Uptown Alliance Land Use Review Committee was instrumental in preparing this update of the Uptown Neighborhood Design Guidelines.

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# Introduction to Design Guidelines

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## What are Neighborhood Design Guidelines?

Design Guidelines are the primary tool used in the review of proposed private projects by the Seattle Department of Construction and Inspections (SDCI) staff for administrative design review, or the Design Review Boards. Design Guidelines define the qualities of architecture, urban design, and outdoor space that make for successful projects and communities. There are two types of Design Guidelines used in the Design Review Program:

- Seattle Design Guidelines (also called Citywide Design Guidelines) - apply to all areas of the city except for downtown, historic districts, and the International Special Review District.
- Neighborhood Design Guidelines - apply to a specific geographically-defined area, usually within a residential urban village or center.

Once a set of Neighborhood Design Guidelines is adopted by City Council, they are used in tandem with Citywide Design Guidelines for the review of all projects within that designated neighborhood design guideline boundary. Not all neighborhoods within the city have Neighborhood Design Guidelines, but for those that do, applicants and Design Review Board members are required to consult both sets of design guidelines—citywide and neighborhood-specific. The Neighborhood Design Guidelines take precedence over the citywide in the event of a conflict between the two. Neighborhood Design Guidelines offer additional guidance on the features and character of a particular neighborhood, and are very helpful to all involved in the design review process.

Neighborhood Design Guidelines reveal the character of the neighborhood as known to its residents and business owners. The Neighborhood Design Guidelines help to reinforce existing character and protect the qualities that neighborhood residents value most in the face of change. Thus, Neighborhood Design Guidelines, in conjunction with the Citywide Design Guidelines, can increase overall awareness of responsive design and involvement in the design review process.

## Reader's Guide

This document is organized around the larger themes and format of the Citywide Design Guidelines with distinct topics and directives specific to the Uptown neighborhood. Photos and graphics that illustrate selected Neighborhood Design Guidelines are presented, in addition to the text which explains design intent and/or provides background information. All images not individually credited are City of Seattle file photos.

These Neighborhood Design Guidelines have purview over all physical design elements within the private property lines. Additionally, some Neighborhood Design Guidelines (especially under the Context & Site category) may comment about design features outside the private property, pertaining to adjacent sidewalks and landscaping; these comments are advisory. All elements within the right-of-way (ROW) are under the purview of the Seattle Department of Transportation (SDOT), which must review and approve all physical elements in the ROW. In the event of contradictory design guidance, SDOT regulations, standards and interpretations shall prevail.



# All Design Guidelines at a Glance

The Uptown Neighborhood Design Guidelines work together with the Citywide Design Guidelines, which remain applicable on all projects subject to Design Review. See SMC 23.41.004 for information on Design Review thresholds.

Citywide Design Guidelines are listed in the left column. The column to the right indicates if the Uptown Neighborhood Design Guidelines provide supplemental guidance for that topic. A “**YES**” means both Citywide and Neighborhood Design Guidelines are applicable. A “**NO**” means only Citywide Design Guidelines apply.

## Citywide Design Guidelines

## Uptown Neighborhood Guidelines

### CONTEXT & SITE (CS)

<b>CS1</b>	<b>Natural Systems and Site Features</b> Use natural systems and features of the site and its surroundings as a starting point for design	<b>YES</b>
<b>CS2</b>	<b>Urban Pattern and Form</b> Strengthen the most desirable forms, characteristics and patterns of the surrounding area	<b>YES</b>
<b>CS3</b>	<b>Architectural Context and Character</b> Contribute to the architectural character of the neighborhood	<b>YES</b>

### PUBLIC LIFE (PL)

<b>PL1</b>	<b>Connectivity</b> Complement, connect and contribute to the network of open spaces around the site	<b>YES</b>
<b>PL2</b>	<b>Walkability</b> Create a safe and comfortable walking environment, easy to navigate and well connected	<b>NO</b>
<b>PL3</b>	<b>Street-Level Interaction</b> Encourage human interaction and activity at the street level, including entries and edges	<b>YES</b>
<b>PL4</b>	<b>Active Transportation</b> Incorporate features that facilitate active transport such as walking, bicycling and transit use	<b>YES</b>

### DESIGN CONCEPT (DC)

<b>DC1</b>	<b>Project Uses and Activities</b> Optimize the arrangement of uses and activities on site	<b>NO</b>
<b>DC2</b>	<b>Architectural Concept</b> Develop a unified, functional architectural concept that fits well on the site and its surroundings	<b>YES</b>
<b>DC3</b>	<b>Open Space Concept</b> Integrate building and open space design so that each complements the other	<b>NO</b>
<b>DC4</b>	<b>Exterior Elements and Finishes</b> Use appropriate and high-quality elements and finishes for the building and open spaces	<b>YES</b>

See the below link for a complete version of the Citywide Design Guidelines, and a complete list of all Neighborhood Design Guidelines:

<http://www.seattle.gov/dpd/aboutus/whoweare/designreview/designguidelines/default.htm>

# Context and Priority Issues

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## The Uptown Urban Center

Seattle's Uptown neighborhood is one of the City's oldest neighborhoods. Initially settled by the Denny family in the late 1800's, the neighborhood has been shaped by several significant development periods, including the World's Fair of 1962 which established Seattle Center. Uptown today is a destination for visitors throughout the region. Uptown is home to Seattleites seeking to live close to downtown, a center for the performing arts, a place for families and the location of a growing workforce.

The Uptown Urban Center, approximately 297 acres, is home to some 9,300 residents and 15,000 jobs. Major employers within Uptown include the Seattle Center and the Bill and Melinda Gates Foundation. Uptown is proximate to fast growing tech hubs in South Lake Union, Denny Triangle and the future Expedia Campus in Interbay. As the city grows, Uptown will play a central role in Seattle's future as a regional center for housing and job growth. Seattle's Comprehensive Plan and the Puget Sound Regional Council's Vision 2040 have designated Uptown as one of Seattle's six regional Urban Centers within the city, meaning it will experience significant growth of jobs, housing and transit service. By 2035, Uptown is estimated to gain 6,000 residents and 3,500 jobs making it a more balanced mixed-use neighborhood with an equal number of residents and workers.

Located at the base of Queen Anne Hill, Uptown generally extends from Roy Street to Denny Way and from Aurora Avenue to Elliot Avenue N. The south slope extends towards downtown, while the west slope gradually drops toward Elliott Bay west of Seattle Center. The area between Seattle Center and South Lake Union is relatively flat. Views within the neighborhood include those toward Elliott Bay, the Space Needle and Pacific Science Center arches, and the downtown skyline.

Uptown is a transition area from the much more intensely developed Belltown, Downtown, and South Lake Union neighborhoods to the predominantly single-family neighborhood of Queen Anne. The design character of Uptown is dynamic and evolving. The range of housing types is broad—detached single-family residences, townhomes, and apartment buildings. The architectural style of the housing stock is varied. A rich collection of 20's, 30's and 40's era apartment buildings, including the art deco influenced multi-family housing along Roy Street, is mixed with a rapidly growing number of new, contemporary, mixed-use apartments and condominiums. Commercial uses (clustered along the Queen Anne Avenue, 1st Avenue, Mercer Street and Roy Street corridors) include supermarkets, restaurants, offices, hotels, general retail, and business support services. Commercial building types include: single-story commercial structures, mixed-use structures (ground floor retail with residential or offices above) and single-use office buildings (located closer to Elliott Avenue and Queen Anne Avenue).

Uptown's open space network is anchored by the Seattle Center, located in the center of the Urban Center boundary. Additional open space is provided by Counterbalance Park in the Heart of Uptown, and the forested and sloping Kinnear Park located at the northwest edge of Uptown. The Thomas Street pedestrian bridge provides an important connection between Uptown, the Seattle Center and the waterfront. Access from Uptown to Lake Union will improve dramatically with the re-opening of the east/west streets of John, Thomas and Harrison across Aurora Avenue. Public space in this dense pedestrian-oriented, mixed-use urban center includes more than parks and the Seattle Center. Sidewalks, ground level open space of buildings, mid-block crossings and alleys provide open space connections and places throughout the neighborhood.

Uptown is connected to downtown and other neighborhoods by bus transit, including Rapid Ride D, as well as the Monorail. Two future light rail stations will add high capacity transit to the mix. Uptown's proximity to downtown makes walking and biking significant transportation modes.

## Previous Design Guidelines

The first Uptown Neighborhood Design Guidelines were developed by community members and design consultants and adopted in 2009. They were built on the Queen Anne neighborhood planning process (1994-1999), the Picture Queen Anne Visual Preference Survey (1995), and the Queen Anne Plan (1999).

In 2013, the City adopted new, updated design guidelines entitled Seattle Design Guidelines to replace the citywide design guidelines that had been in effect since the inception of the Design Review Program in 1993. Because the Seattle Design Guidelines used a different organizational and numbering system than the original design guidelines, the City revised each set of Neighborhood Design Guidelines to match the Seattle Design Guidelines in consistent format, organization, and numbering system to help Board members, applicants, staff, and the public better correlate Neighborhood Design Guidelines with the updated Seattle Design Guidelines. A revised Uptown Neighborhood Design Guidelines document reflecting these formatting changes (actual content unchanged) was adopted in 2013.

In 2012, the Uptown Alliance and the City began a multi-year process to create an Urban Design Framework (UDF) to set out a future vision and urban design goals for the physical development of the neighborhood (see Figure 1). The process included working sessions with the Uptown Alliance UDF Committee, and charrettes with a broad cross section of stakeholders: residents, arts organizations, neighbors, members of community groups, and developers. The Uptown Urban Design Framework was published in May 2016.

Uptown's Neighborhood Design Guidelines were updated in 2018 to respond to recent and significant planning and development initiatives:

- Priorities expressed in the Uptown Urban Design Framework;
- Establishment of the Uptown Arts and Cultural Coalition in 2017;
- Zoning changes adopted in 2017 to allow more height and density in new development, and require affordable housing;
- Changes to the Seattle Design Guidelines in 2013 that resulted in duplication with some Neighborhood Design Guidelines;
- Formation of the Uptown Alliance Land Use Review Committee to provide early input on proposed development as part of the Design Review process; and
- Future significant public investments— a light rail station and Seattle Center redevelopment.

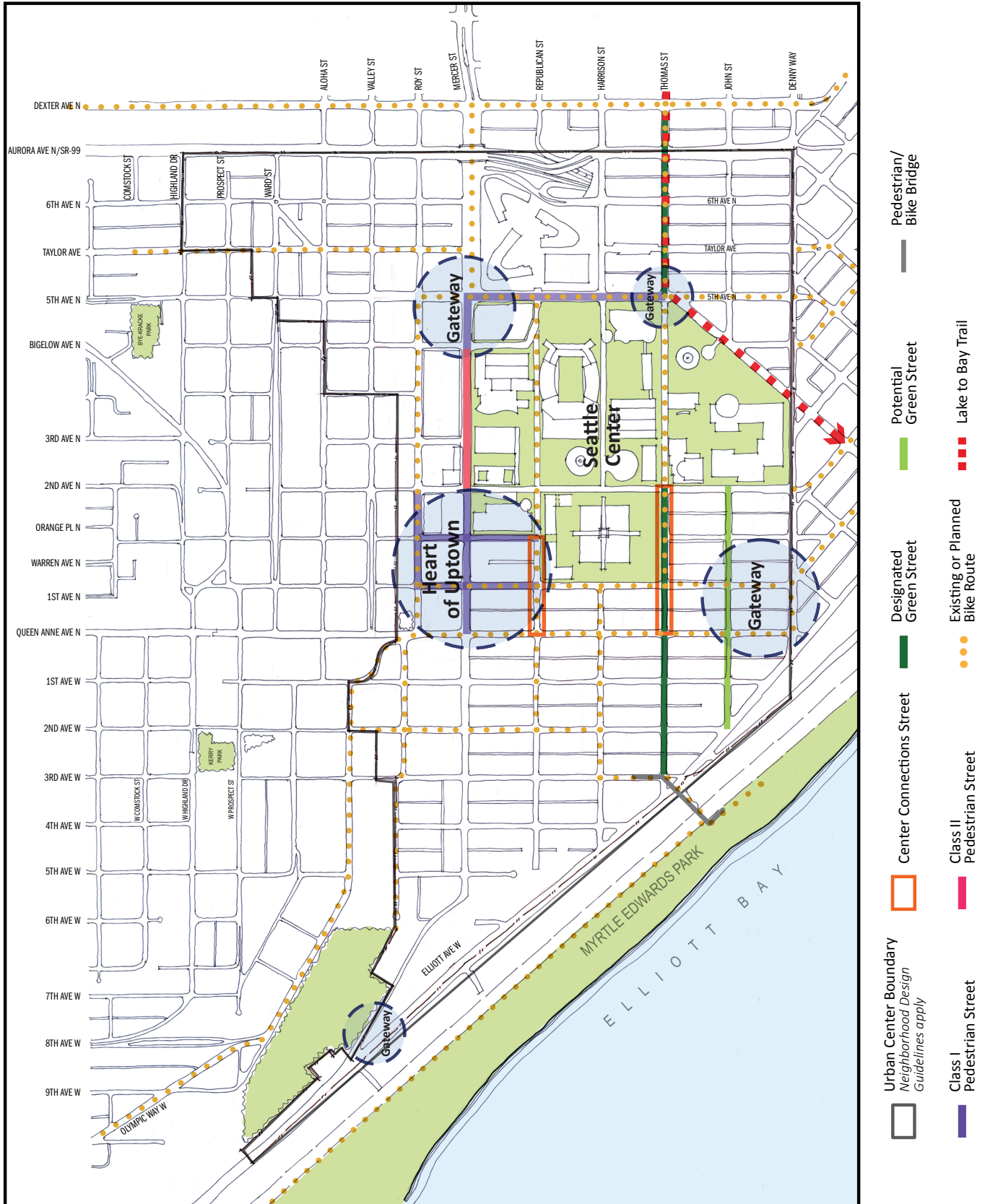
## Priority Design Issues

The Uptown Neighborhood Design Guidelines build upon this previous work by focusing on the physical design features and future development in the neighborhood:

- **A safe, attractive, inviting pedestrian environment.** All of Uptown should be designed as a “walking district”— a place where walking is the most enjoyable way to get around. As Uptown becomes more thoroughly mixed-use, boundaries between residential, office and institutional districts are blurring. This increasing fine-grained mix of destinations within Uptown, as well as its proximity to other jobs centers (Downtown, South Lake Union, Elliot Avenue), make walking an important way for residents, workers and visitors to get to and around Uptown.
- **A strong and vibrant Heart of Uptown.** This compact, pedestrian-oriented retail district serves as a transportation hub, as well as a source of goods and services for both residents and workers. It's a gateway to Seattle Center and the Uptown Arts and Cultural District. The design of street level retail, streetscapes, lighting and signage are important to build the energy and vitality in the Heart of Uptown, helping fully realize its potential. (see Figure 1)
- **Welcoming edges surrounding the Seattle Center.** Development adjacent to the Seattle Center should invite visitors into the neighborhood. Buildings should be designed to respond to the peak flows of people moving through the neighborhood during events.

- **New Uptown Arts and Cultural Coalition.** The Uptown Arts and Culture District was designated by the City of Seattle in recognition of the growing concentration of arts organizations in the Uptown neighborhood. Residents and visitors will enjoy an expanding menu of arts and cultural experiences— established institutions of the Seattle Center as well as newer performance spaces, galleries, public art and more. New development can integrate art and cultural themes into new buildings and associated open spaces, and house new arts and cultural uses.
- **Introducing taller buildings into Uptown.** Recent zoning changes will bring taller buildings to Uptown, especially in the southeast portion of the urban center. This new building type brings new considerations and approaches. Getting the fit right of new and neighboring buildings will create a dynamic and exciting neighborhood character that blends old and new in innovative yet context sensitive ways.
- **Anticipating a new light rail station.** Implementation of Sound Transit’s ST3 Plan will bring two light rail stations to Uptown. Although the exact station locations are yet to be determined, they will be a portal for residents, workers and visitors coming to Uptown and the Seattle Center campus.
- **A true mixed-use urban center.** Uptown is unique among Seattle’s urban centers as it is expected to grow to have a more balanced mix of workers and residents. Thus all areas within Uptown will mix housing and commercial space, and truly be active everyday, day and night.

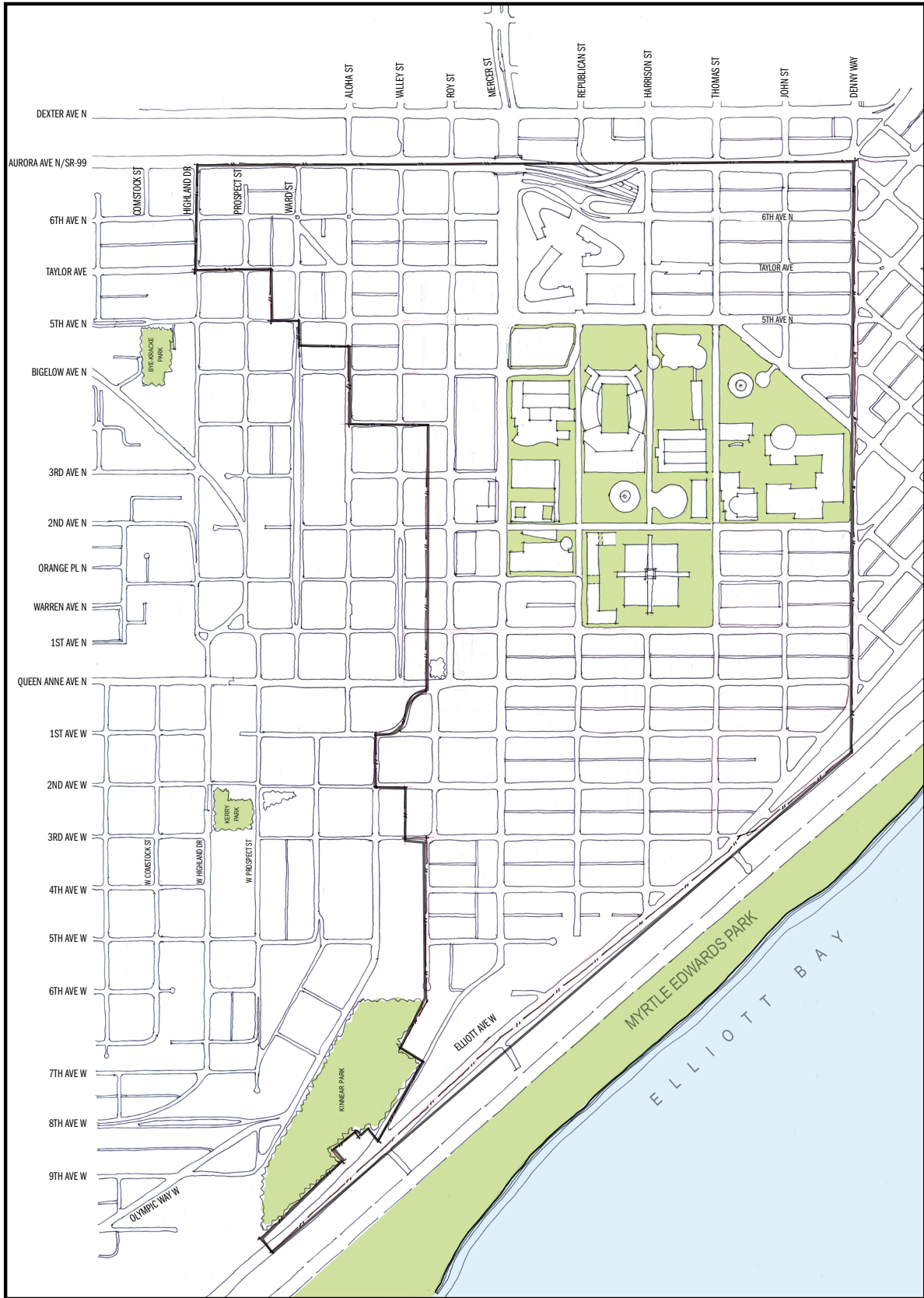
Figure 1 - Uptown Urban Design Framework Map



- Urban Center Boundary  
*Neighborhood Design Guidelines apply*
- Class I Pedestrian Street
- Class II Pedestrian Street
- Center Connections Street
- Designated Green Street
- Potential Green Street
- Pedestrian/Bike Bridge
- Existing or Planned Bike Route
- Lake to Bay Trail



Figure 2 - Uptown Neighborhood Design Guidelines Boundary



Area where guidelines apply

Note: Design Review does not apply to all sites or projects. See the Seattle Municipal Code, section 23.41.004 for more details.

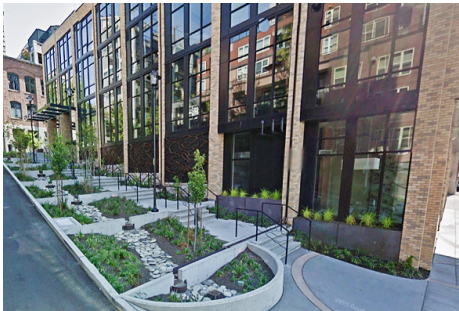
# CS1

CONTEXT & SITE

## Natural Systems & Site Features

### Citywide Guideline:

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



Stepped building entrances respond to the sloping street.



Street trees, swale and small patios provide a successful transition from public to private.



Native planting fills a wide building setback on a busy 5th Avenue.

### Uptown Neighborhood Supplemental Guidance

#### 1. Topography

When stepping buildings up or down to accommodate changes in elevation, adopt one or more of the following design strategies:

- a. Step the elevation of ground floors so that building entrances and ground floors roughly match the street grade.
- b. Design the building massing to step with grade using techniques such as changes in the levels of upper floors, breaks in the roofline, vertical and horizontal modulation, stepping facades.
- c. Use existing grade changes to minimize service and access impacts in through-block developments.
- d. If fencing or screening is included in the design, it should step along with the topography.
- e. Design ground-level treatments that create a safe, attractive transition between the building, site and the sidewalk such as terraces, stoops, rockeries, stairs, and landscaping, or other positive approaches used on adjacent properties. Create a transition between ground level interior and adjacent pedestrian areas and public sidewalks that achieves a balance of transparency for safety (eyes on the street) and screening for privacy.

#### 2. Plants and Habitat

Create habitat landscapes of native species in building setbacks, right-of-ways, green roofs, walls and gardens. Look for opportunities to contribute to neighborhood and citywide connective habitats for insects and birds, while providing a safe environment for pedestrians.



# CS2

CONTEXT & SITE

## Urban Pattern & Form

### Citywide Guideline:

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



Art creates a visible and attractive entrance to a Seattle Center parking garage.



Open space enlivens the eastern edge of Seattle Center.



A corner setback and escalator help activate and connect the Heart of Uptown.

### Uptown Neighborhood Supplemental Guidance

#### 1. Sense of Place

Use site identity features at Uptown Gateway locations (see Figure 1). Examples of identity features include art, welcoming or way-finding signage, distinct architecture or major public open space.

#### 2. Adjacent Sites

Buildings adjacent to the Seattle Center campus should be sited to create synergistic relationships and reinforce connections between the Seattle Center and the surrounding Uptown neighborhood.

#### 3. Corner Sites

- a. Generally, buildings within Uptown should meet the corner and not be set back, except for Gateway locations (see Figure 1). Buildings, retail treatments, and open spaces should address the corner and promote activity.
- b. Generally, corner entrances are discouraged for retail uses. However, corner entrances may be appropriate to emphasize Gateways or locations with high pedestrian activity within the Heart of Uptown (see Figure 1).
- c. Corner sites are often desirable locations for small publicly-accessible plazas, art, and other special features.

# CS3

CONTEXT & SITE

## Architectural Context & Character

### Citywide Guideline:

Contribute to the architectural character of the neighborhood.



Building signage and patrons at On the Boards activate the adjacent sidewalk.



Creative treatment of the building facade and lighting make the arts visible to passersby.



Colorful banners provide wayfinding and educational messages at Gates Visitor Center.

### Uptown Neighborhood Supplemental Guidance

#### 1. Placemaking

- a. Include design features that make the Arts and Cultural District visible to pedestrians such as interpretive panels, banners, plaques, building names, wayfinding, signage and art.
- b. Make visual art an integral part of the design concept, especially along Mercer/Roy Street corridor, near theaters and other cultural venues, and in the Heart of Uptown (see Figure 1).

# PL1

PUBLIC LIFE

## Connectivity

### Citywide Guideline:

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



Art and planters help define the edges of the privately-owned public space.



Simple outdoor seating provides a perch for people watching.



Street level building setback provides an extra wide sidewalk along busy Denny Way.

### Uptown Neighborhood Supplemental Guidance

#### 1. Enhancing Open Spaces

Locate plazas intended for public use at or near grade to promote both a physical and visual connection to the street. Where publicly accessible plazas abut private open space, use special paving materials, landscaping, and other elements to provide a clear definition between the public and private realms.

#### 2. Adding to Public Life

Opportunities to add to public life are especially important for street-facing facades that are adjacent to the Seattle Center.

#### 3. Pedestrian Volumes and Amenities

- a. Encourage streetscapes that respond to unique conditions created by Seattle Center. Design wide sidewalks, sturdy street furniture and durable landscaping to accommodate high pedestrian volumes and flow of event crowds.
- b. Pedestrian amenities are especially encouraged in the Heart of Uptown, and along the Queen Anne Ave. and 1st Ave N corridors.
- c. All of Uptown should be considered a “walking district.” New development should strive to support outdoor uses, activities and seating that create an attractive and vibrant pedestrian environment. Consider widening narrow sidewalks through additional building setback at street level.

#### 4. Outdoor Uses and Activities

Encourage outdoor dining throughout Uptown.



# PL3

PUBLIC LIFE

## Street-Level Interaction

### Citywide Guideline:

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



Distinctive Astro signage clearly marks the entrance, and recalls World's Fair design.



Terraced landscaping provides privacy and an attractive green edge to the public sidewalk.



Decorative fencing and well crafted building address create a safe and attractive entrance.

### Uptown Neighborhood Supplemental Guidance

#### 1. Entries

- a. Design entries to be pedestrian-friendly. Consider how the position, scale, architectural detailing, and materials will create an entry that is clearly discernible to the pedestrian.
- b. Individual or unit entrances in buildings that are accessed from the sidewalk or other public spaces should consider safety sightlines as well as safety features such as decorative fencing and high visibility gating. Landscaping should be consistent with these features.
- c. The use of distinctive paving, detailing, materials and landscaping, and artistic designs with cultural references is strongly encouraged. Building addresses and names (if applicable) should be located at entrances, and tastefully crafted.

#### 2. Residential Edges on Pedestrian Streets

- a. Where residential buildings are located along the pedestrian-oriented Class 1 or Class 2 Pedestrian Streets (see Figure 1), include façade lighting and visible lobbies or public-facing retail spaces to enhance the security of the adjacent sidewalk.

#### 3. Ground Level Residential Edges (Including Live/Work Uses)

- a. Provide a direct entry into the unit from the street. The entry should include weather protection sufficient to shelter persons entering the building during inclement weather.
- b. Elevating the ground floor of the living area two to four feet above the adjacent sidewalk grade to increase privacy is desirable. This design guideline does not apply to designated ADA accessible units.
- c. Provide a physical “threshold” feature such as a hedge, retaining wall, rockery, stair, railing, or a combination of such elements on private property that defines and bridges the boundary between public right-of-way and private yard or patio. Thresholds may screen but not block views to and from the street and should help define individual units. Retaining walls should generally



Signs and outdoor seating make a lively retail edge on Republican Street.

not be taller than four feet. If additional height is required to accommodate grade conditions, then terraces can be employed.

- d. Where gates and fencing are used as threshold features, design them for high visibility and incorporate landscaping to soften these features.

#### 4. Retail Edges

Smaller store-front shops are preferred along Class 1 and Class 2 Pedestrian Streets (see Figure 1) to accommodate smaller local retailers and provide affordable retail space options.

# PL4

PUBLIC LIFE

## Active Transportation



A protected bike path on Mercer Street.



Customized bicycle u-rack.



Thomas Street Bridge connects Uptown to the waterfront.

### Citywide Guideline:

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

### Uptown Neighborhood Supplemental Guidance

#### 1. Entry Locations and Relationships

When buildings are located adjacent to a major transit stop, integrate weather protection and public seating for bus riders into the design of the building to eliminate the need for a bus shelter, and enhance the function and safety of the pedestrian environment.

#### 2. Planning Ahead for Bicyclists

- a. **Bike Facilities.** Placement of long-term bicycle storage should consider cyclist safety and ease of access. Provide the required short-term bike racks near main building entrance to accommodate private and shared bicycles. Consider customizing the SDOT approved racks (“inverted U” or “staple” style) to reflect Uptown Arts and Cultural District branding such as colors, distinctive place-names, plaques, or other design elements.
- b. **Bike Connections.** Facilitate connections to major bicycle infrastructure including the Thomas Street Bridge/Elliott Bay Trail, Mercer Street protected bike lane and 2nd Avenue/Denny Way protected bike lane.

#### 3. Transit Facilities

Public transit is an essential part of a well-functioning Urban Center that supports dense, mixed-use development with high concentrations of jobs and housing. These facilities work best when they are carefully integrated into the urban fabric of the neighborhood and reinforce pedestrian activity at the ground level. Transit facilities that occur out of the public right of way and are subject to design review can include light rail stations, bus terminals, and off-street bus layover.

- a. **Pedestrian Activity**  
Transit facilities should be designed as an integral part of any co-development and be designed to support all relevant Citywide Design Guidelines, especially those regarding the ground floor and pedestrian activity.

1. On Class I Pedestrian Streets, required street level uses are essential to achieving the intent of Pedestrian Street Classifications. Operational needs may require that vehicle entrances to transit facilities be wider than permitted for parking garages, and facade lengths may be greater than other structures in the neighborhood. Street frontage of these projects should maintain and reinforce the levels of pedestrian activity and visual interest that Class I Pedestrian streets are intended to achieve.
2. On all streets bus layover facilities should completely screen the layover space from public view. Ideally other uses with transparent, active storefronts are located between bus parking and all adjacent, street public right of way.



# DC2

DESIGN CONCEPT

## 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.



Mural in Heart of Uptown adds interest to facade.



Storefronts with individualized architectural features and weather protection.



This art installation enlivens a blank wall and the adjacent sidewalk.

### Uptown Neighborhood Supplemental Guidance

#### 1. Architectural Context

Architecture that emphasizes human scale, streetscape rhythm, quality detailing and materials is more important than consistency with a particular period or style. Uptown’s evolving and dynamic architectural context embraces a range of historical styles, and modern innovative design that reflects the Uptown Arts and Cultural District.

#### 2. Blank Walls and Retaining Walls

- a. Artwork and murals, created in collaboration with the Uptown Arts and Cultural Coalition, are encouraged for any temporary or permanent blank walls.
- b. Throughout Uptown any visible retaining walls should be constructed of materials that will provide substantial pattern and texture. Rockery, stone, stacked stone or stained concrete, or brick are preferred. Walls should be appropriately designed and scaled for the pedestrian environment. Landscaping or art in conjunction with retaining walls is strongly encouraged.

#### 3. Secondary Architectural Features

- a. Design storefronts to allow and encourage tenants to create individualized architectural features.
- b. Encourage substantial window detailing and recessed windows. Discourage flush window treatments.

#### 4. Dual Purpose Elements

The use of exterior canopies or other weather protection features is favored throughout Uptown for residential and commercial uses. Canopies and awnings should be sized to the scale of the building and the pedestrian, and blend well with the building and surroundings.



Transition to the adjacent townhouses.



Taller building form is sited and oriented to minimize shadows on the open space.



Modulation with contrasting color creates visual interest when viewed from a distance.

## 5. Tall Buildings

Tall buildings require additional design guidance since they are highly visible above typical ‘fabric structures’ and impact the public visual realm with inherently larger façade surfaces, bulk and scale shifts.

Tall Building Design Guidelines apply to the entire structure whenever any portion of the structure exceeds 85 feet in height. In Uptown this includes the area south east of the Seattle Center where base heights up to 165 feet are allowed, or areas of Uptown where the base height is 85 feet, but incentives may allow taller buildings.

- a. **Response to Context:** Integrate and transition to a surrounding fabric of differing heights; relate to existing visual datums, the street wall and parcel patterns. Respond to prominent nearby sites and/or sites with axial focus or distant visibility, such as waterfronts, public view corridors, street ends.
- b. **Tall Form Placement, Spacing & Orientation:** Locate the tall forms to optimize the following: minimize shadow impacts on public parks, plazas and places; maximize tower spacing to adjacent structures; afford light and air to the streets, pedestrians and public realm; and minimize general impacts to nearby existing and future planned occupants.
- c. **Tall Form Design:** Avoid long slabs and big, unmodulated boxy forms, which cast bigger shadows and lack scale or visual interest. Consider curved, angled, shifting and/or carved yet coherent forms. Shape and orient tall floorplates based on context, nearby opportunities and design concepts, not simply to maximize internal efficiencies. Modulation should be up-sized to match the longer, taller view distances.
- d. **Intermediate Scales:** To mediate the extra height/scale, add legible, multi-story intermediate scale elements: floor groupings, gaskets, off-sets, projections, sky terraces, layering, or other legible modulations to the middle of tall forms. Avoid a single repeated extrusion from base to top.
- e. **Shape & Design All Sides:** Because tall forms are visible from many viewpoints/ distances, intentionally shape the form and design of all sides (even party walls), responding to differing site patterns and context relationships. Accordingly, not all sides may have the same forms or display identical cladding.
- f. **Adjusted Base Scale:** To mediate the form’s added height, design a 1-3 story base scale, and/or highly legible base demarcation to transition to the ground and mark the ‘street room’ proportion. Tall buildings require several scale readings, and the otherwise typical single-story ground floor appears squashed by the added mass above.
- g. **Ground Floor Uses:** Include identifiable primary entrances -scaled to the tall form - and provide multiple entries. Include genuinely

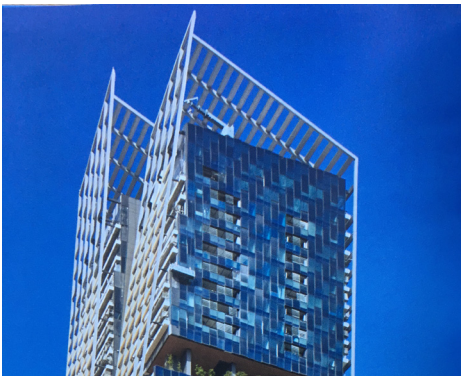




Use of plane changes and layers creates a distinct form from all sides.



Quality materials on walls, soffits, and retail uses activate the street level.



Roofline adds interest to the skyline.

activating uses or grade-related residences to activate all streets.

- h. Facade Depth & Articulation: Use plane changes, depth, shadow, and texture to provide human scale and interest and to break up the larger façade areas of tall buildings, especially in the base and lower 100 feet. Compose fenestration and material dimensions to be legible and richly detailed from long distances.
- i. Quality & 6th Elevations: Intentionally design and employ quality materials and detailing, including on all soffits, balconies, exterior ceilings and other surfaces seen from below, including lighting, vents, etc.
- j. Transition to the Sky & Skyline Composition: Create an intentional, designed terminus to the tall form and enhance the skyline (not a simple flat 'cut-off'). Integrate all rooftop elements and uses into the overall design, including mechanical screens, maintenance equipment, amenity spaces and lighting. Use wide photo simulations to study & design how the tall building will contribute to the overall skyline profile and variety of forms.

# DC4

DESIGN CONCEPT

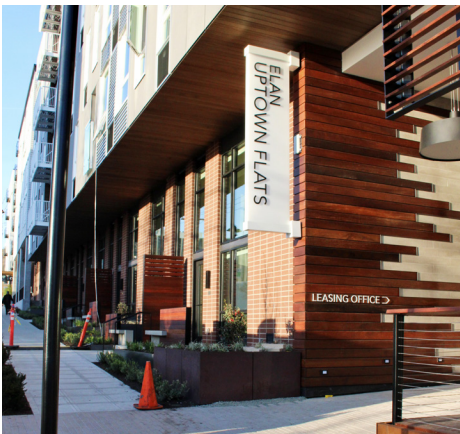
## Exterior Elements & Finishes

### Citywide Guideline:

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



Contemporary design using brick, concrete and steel complement adjacent character building.



Well-designed mix of modern materials- hardwood planking, brick and weathered steel.



Creative and distinctive signage for Uptown

### Uptown Neighborhood Supplemental Guidance

#### 1. Building Materials

- a. Decorative exterior treatments using brick, tile, and/or other interesting more modern exterior finish materials are strongly preferred.
- b. Quality exterior finish materials should be incorporated at all levels and on all exterior walls. Materials at the street level should be of the highest quality.
- c. Use materials, colors, and details to unify a building's appearance; buildings and structures should be clad with compatible materials on all sides. Where buildings have side setbacks adjacent to other buildings, materials and design treatments should intentionally 'wrap the corner' of window and door openings, and at building corners, so cladding materials and treatments appear substantial, and not two-dimensional or paper thin.
- d. The use of stucco is strongly discouraged.

#### 2. Commercial Signage

- a. Pedestrian-scale commercial signage such as blade signs, wall-mounted signs, and signs below awnings, are encouraged. Signs for arts and cultural uses that incorporate elements of color and light are also encouraged.
- b. Storefront signs that integrate creativity and individual expression into the overall design of storefronts are encouraged. Signs that appear cluttered and detract from the quality of the building's design are discouraged.

#### 3. Commercial Lighting

- a. Uptown accommodates shopping and eating experiences during the dark hours of the Northwest's late fall, winter, and early spring. Pedestrian-scale lighting for both the public sidewalks and private pathways is encouraged.

- b. Creative distinct lighting fixtures and schemes that enhance the unique identity of the Uptown Arts and Cultural District is strongly encouraged. Lighting should add visual interest for both pedestrians and drivers while not disturbing any adjacent residential properties.

#### **4. Trees, Landscape and Hardscape Materials**

Consider the use of permeable pavement or artistic design elements where landscaped design elements are not feasible or sustainable.