

**Work on Document**

<p><b>DEC 2015</b></p>	<p>The CA DGC formed and monthly meetings began.</p> <p>Work reaching out to the City's Office of Planning and Community Development (OPCD) to figure out the process and timeline 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</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). 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><b>SEPT/OCT 2017</b></p>	<p>Expected: Central Area Design Guidelines adoption into code!</p>

**Organization/Planning/Research**

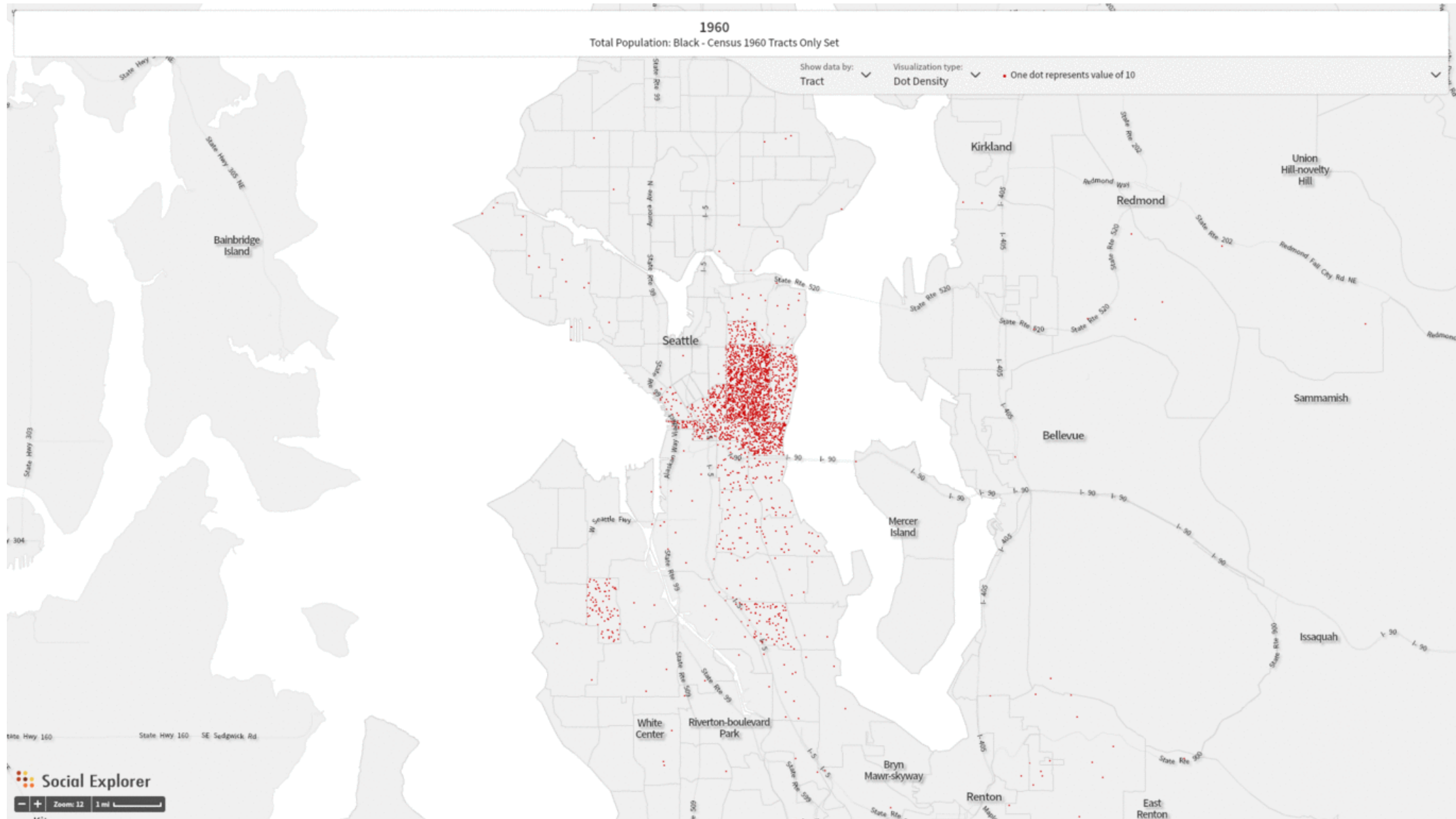


# Central Area Neighborhood Design Guidelines

Background Review and Analysis

# A brief history...

- The African American presence in the Central Area dates back to 1890 with an upsurge in the 1940's
- Due to segregation and restrictive covenants, it was one of the few places black people could live in Seattle
- From 1940 to 2000, African Americans were the majority resident population in the Central Area
- The Central Area was redlined beginning in the 1930's when a large part of the population was African American
- Discriminatory lending and insurance practices restricted the growth of black residents and businesses



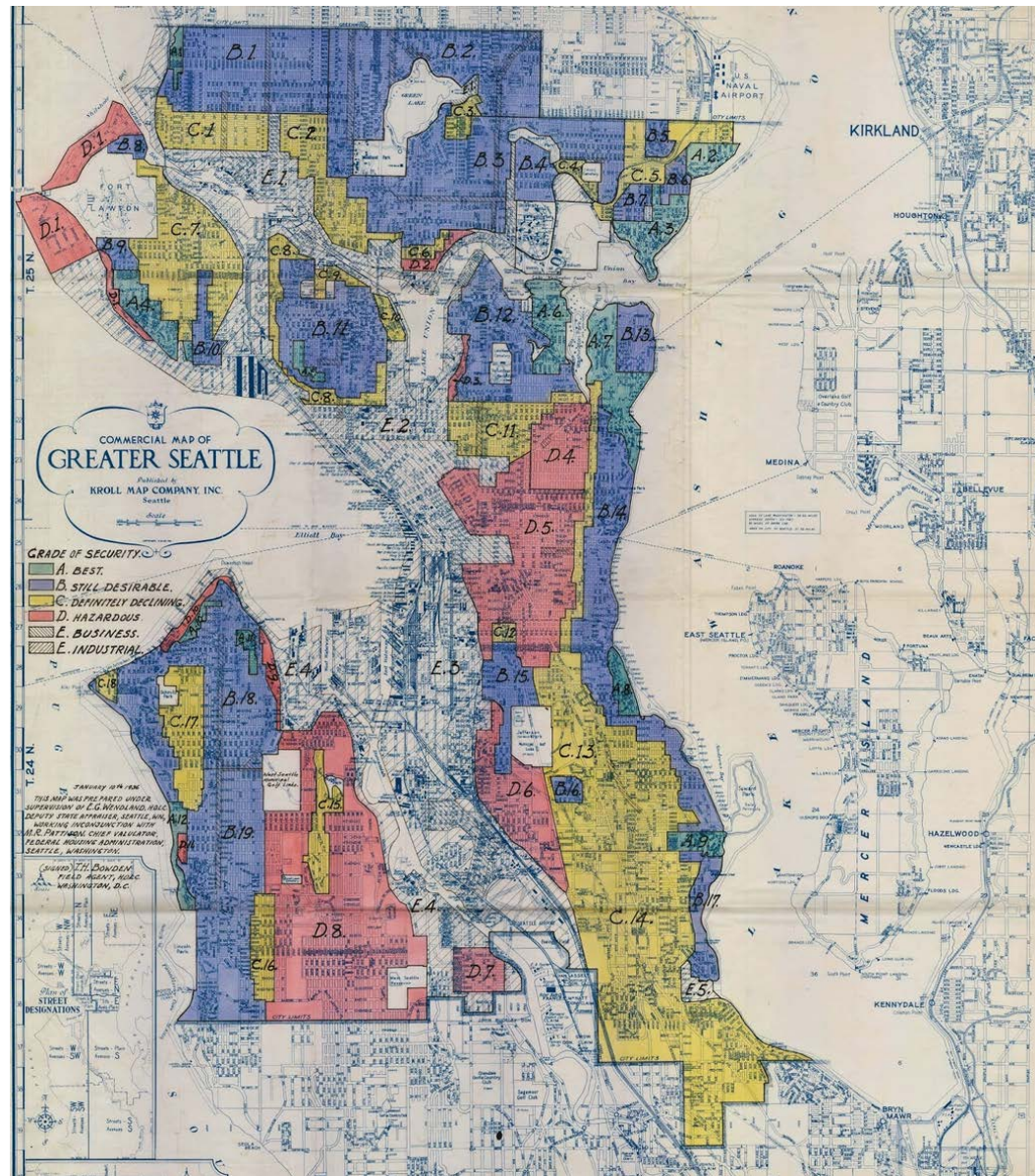
## Background & Analysis: Race and Segregation in Seattle

"The parties hereto signing and executing this instrument, and the several like instruments relating to their several properties, hereby mutually covenant, promise and agree each with the others that no part of lands owned by them shall ever be used or occupied by or sold, conveyed, leased, rented or given to Negroes or any person of Negro blood.

This covenant shall run with the land and bind the respective heirs and parties hereto for a period of 21 years."

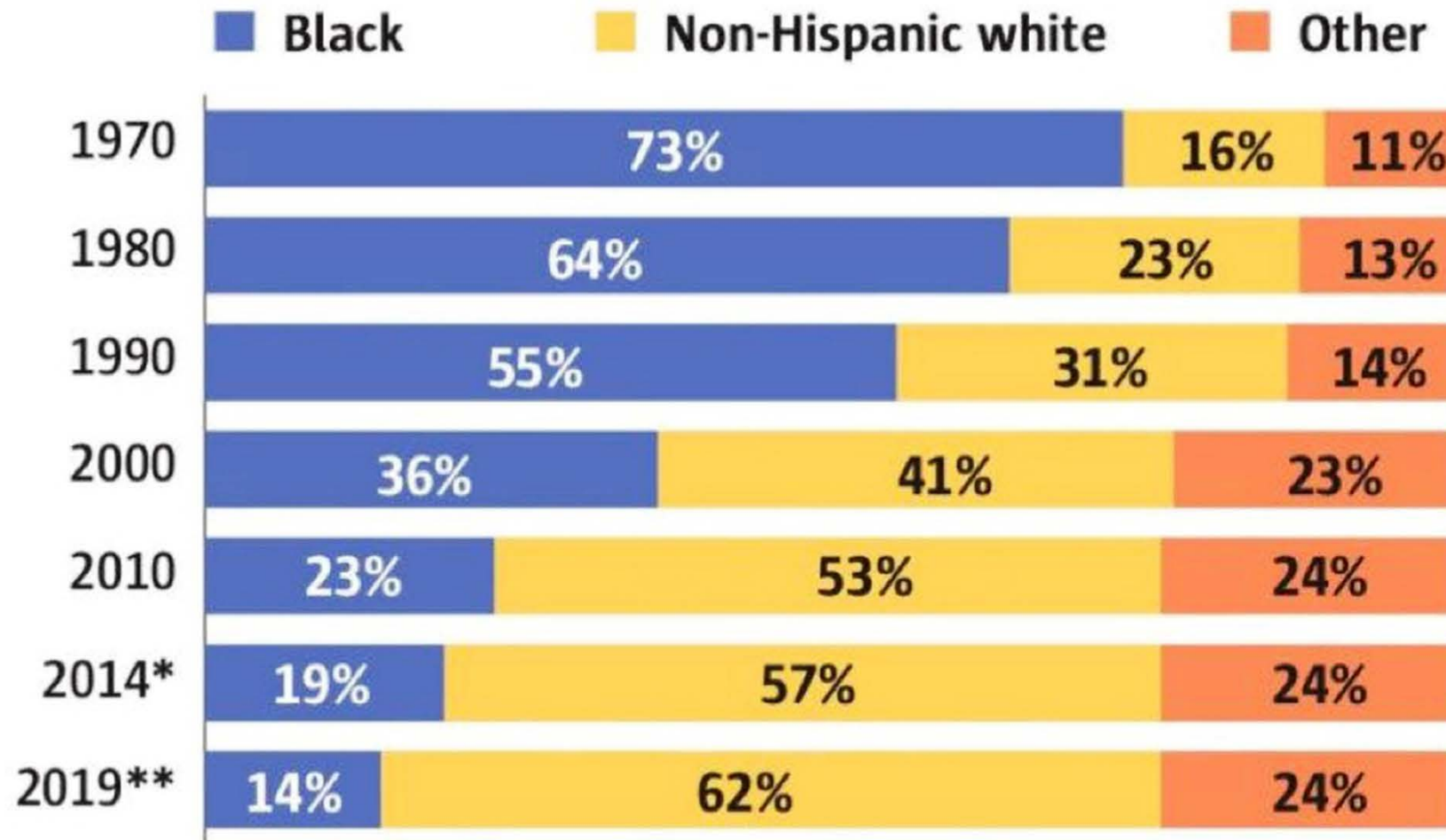
Excerpt from a 1948 Capital Hill neighborhood agreement on a restrictive covenant.  
Intended expiration was 1969.





# Background & Analysis: Race and Segregation in Seattle

## Ethnicity percentages in the Central District



\*Estimated, \*\*Projected - *Seattle Times*

# Previous documents reviewed:

1. Seattle Citywide Design Guidelines of 1993 (updated 2014)
2. Central Area Action Plan II (CAAP II) of 1998
3. Central Area Neighborhood Design Guidelines of 1998
4. 23<sup>rd</sup> Ave Action Plan and Urban Design Framework of 2016
5. Central Area Commercial Revitalization Plan of 2015
6. Historic Central Area Arts & Cultural District Plan of 2015



# 1. Seattle Citywide Design Guidelines of 1993 (updated 2014)

- Has 3 topic areas: Site & Context, Public Life, and Design Concept, plus design approach strategies
- Recommends that existing architectural character, history and culture be considered in design
- Allows for specific neighborhood design guidelines

## 2. Central Area Action Plan II (CAAPII) of 1998

- Advises “that as the economic tides rises, existing residents should not be left behind”
- Is an ambitious social development plan for economic development, housing & human services
- Encourages celebration of the history, heritage and diversity of the neighborhood

# 3. Central Area Neighborhood Design Guidelines of 1998

- Prioritized preservation of African American Heritage
- Says that new developments should compliment existing architectural character and street fronts
- Recommends a “mini design review” process

## 4. 23<sup>rd</sup> Avenue Action Plan of 2013-2016 (and Urban Design Framework)

- This plan builds on the vision and goals of previous plans, and updates the CAAP II of 1998
- Focuses on Union, Cherry and Jackson nodes to generate community energy, partnership and tangible outcomes
- Envisions a multicultural community which is proud of its African American heritage along with other cultural groups
- Represents a shift from city-administered planning to community-based planning and implementation

# 5. Central Area Commercial Revitalization Plan of 2015

- Community-based plan that recommends greater investment in the neighborhood
- Supports the goals, strategies and measures of the 23<sup>rd</sup> Avenue Action Plan of 2013
- Goals include: building an equitable business environment for micro and small businesses, a food eco-system and providing support for African American businesses



# 6. Historic Central Area Arts & Cultural District Plan of 2015

- HCAACD is dedicated to preserving an African American legacy, sustaining and strengthening the sense of place for cultural relevancy
- Proposes establishing support for artistic creation, economic development, vibrancy, livability, affordability, desirability and artistic vitality

# Common Themes

- The Preservation of African American Legacy/Heritage
- Retention of the Existing Neighborhood Character
- Livable, Vibrant and Safe Streets
- Public-Use Open Space
- Density at Commercial Cores
- Diversity of Housing Choices
- Equitable Economic Development

## Shared Vision / Common Goals:

### PREVIOUS PLANNING DOCUMENTS:

SEATTLE CITYWIDE DESIGN GUIDELINES 1993 (UPDATED 2014)

CENTRAL AREA NEIGHBORHOOD PLAN 1998

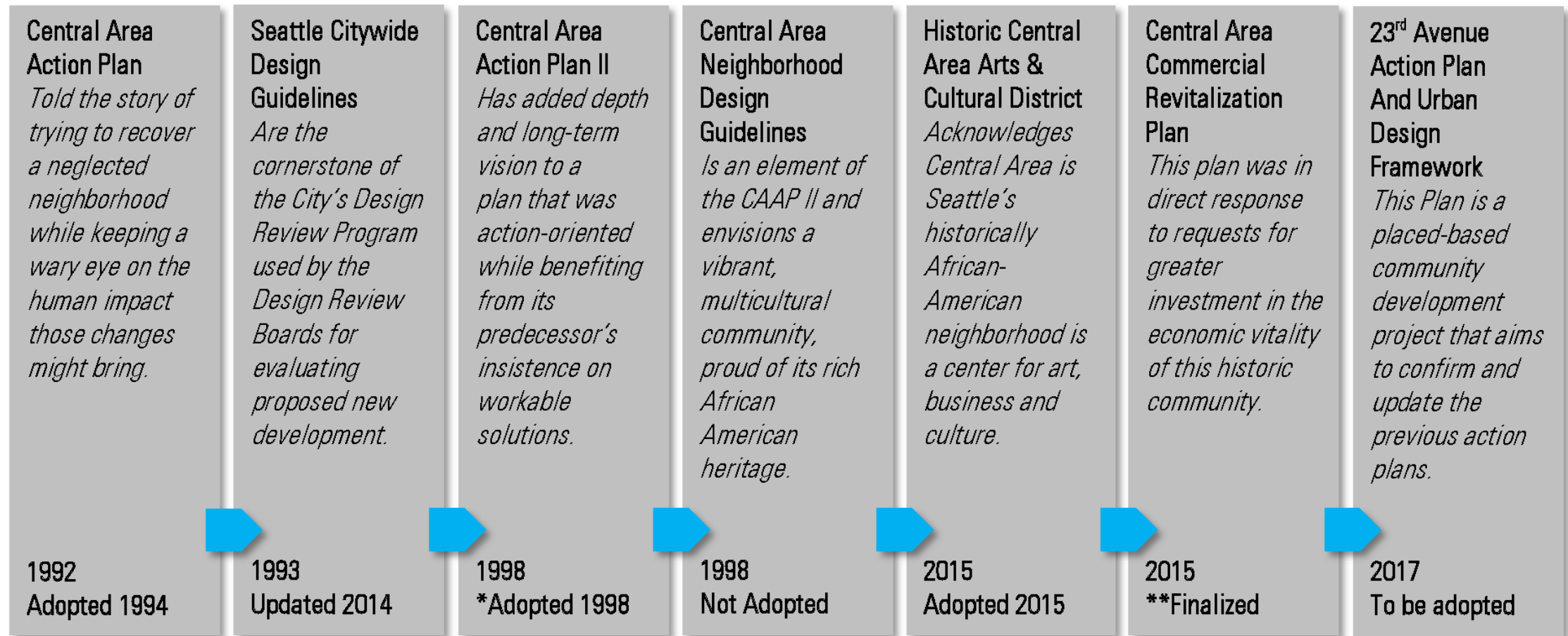
CA NEIGHBORHOOD DESIGN GUIDELINES 1998

23<sup>RD</sup> AVENUE ACTION PLAN & URBAN DESIGN FRAMEWORK 2016

CENTRAL AREA COMMERCIAL REVITALIZATION PLAN 2016

HISTORIC CENTRAL AREA ARTS & CULTURAL DISTRICT PLAN 2016

Shared Vision / Common Goals	SEATTLE CITYWIDE DESIGN GUIDELINES 1993 (UPDATED 2014)	CENTRAL AREA NEIGHBORHOOD PLAN 1998	CA NEIGHBORHOOD DESIGN GUIDELINES 1998	23 <sup>RD</sup> AVENUE ACTION PLAN & URBAN DESIGN FRAMEWORK 2016	CENTRAL AREA COMMERCIAL REVITALIZATION PLAN 2016	HISTORIC CENTRAL AREA ARTS & CULTURAL DISTRICT PLAN 2016
Preservation of African American Legacy/Heritage		■	■	■		■
Retention of the Existing Neighborhood Character	■	■	■	■		
Livable, Vibrant and Safe Streets	■	■	■	■		
Public-Use Open Space		■	■			
Density at Commercial Cores	■	■	■	■		
Diversity of Housing Choices		■	■	■		
Equitable Economic Development				■	■	■
A Neighborhood-Based Design Review Process			■	■		



\*Incorporated into the adopted *Seattle Comprehensive Plan*

\*\*Finalized by community (not an adopted city document)

# Seattle Design Guidelines

Framework for Neighborhood Specific Guidelines



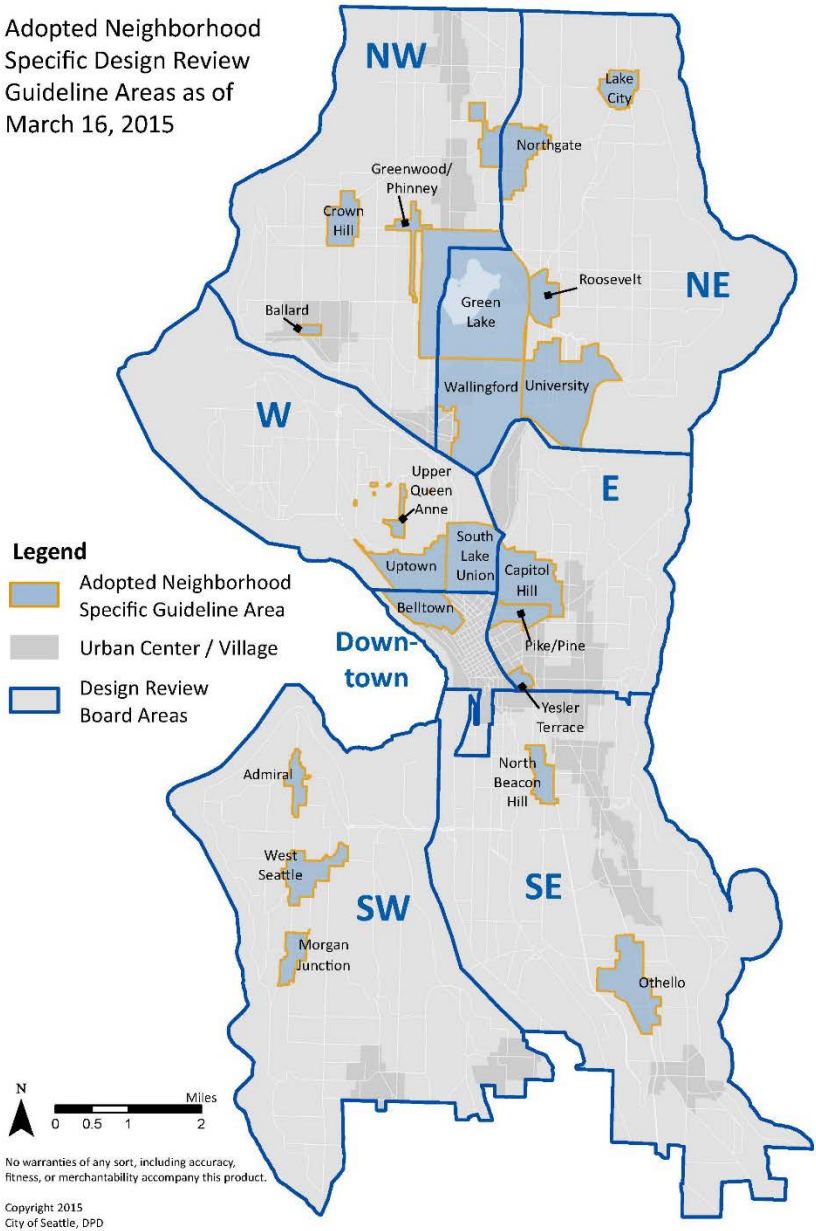
# What are Design Guidelines?

Design guidelines define the qualities of architecture, urban design, and public space, and are the primary tool used by Design Review Boards to assess design in our communities.

- **Seattle Design Guidelines** – apply citywide
- **Neighborhood Design Guidelines** – apply to specific geographically-defined areas within a neighborhood

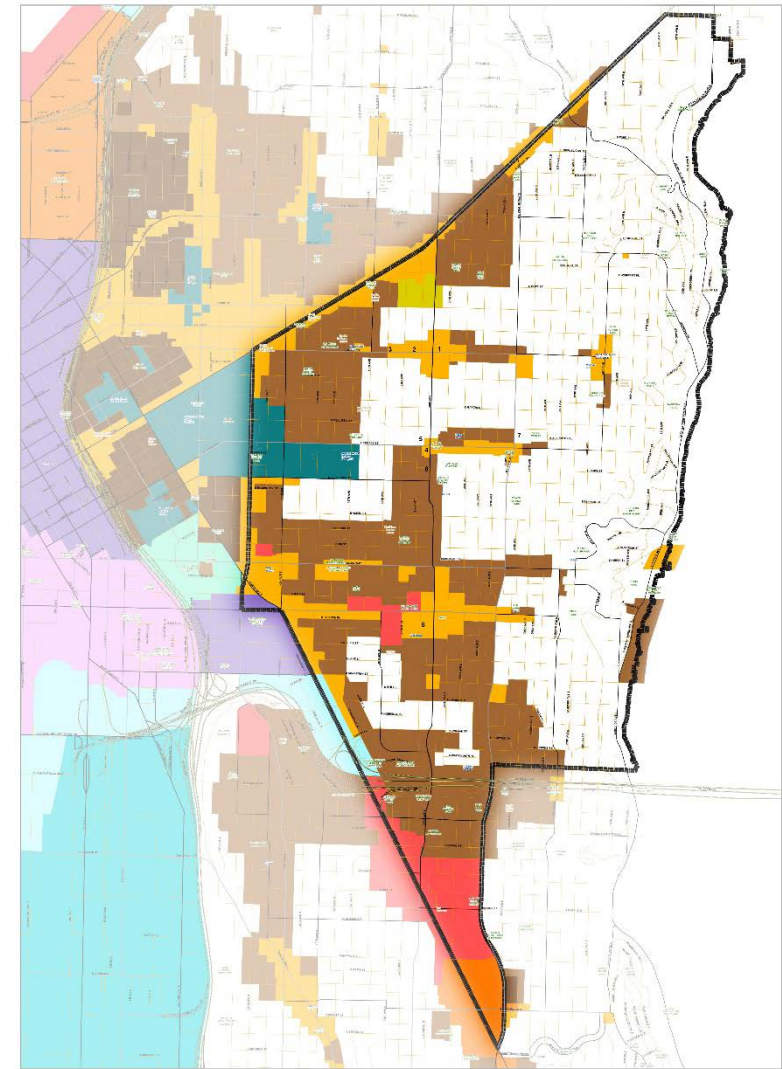
# What Neighborhoods have Design Guidelines?

Adopted Neighborhood Specific Design Review Guideline Areas as of March 16, 2015



# Where will Design Guidelines apply?

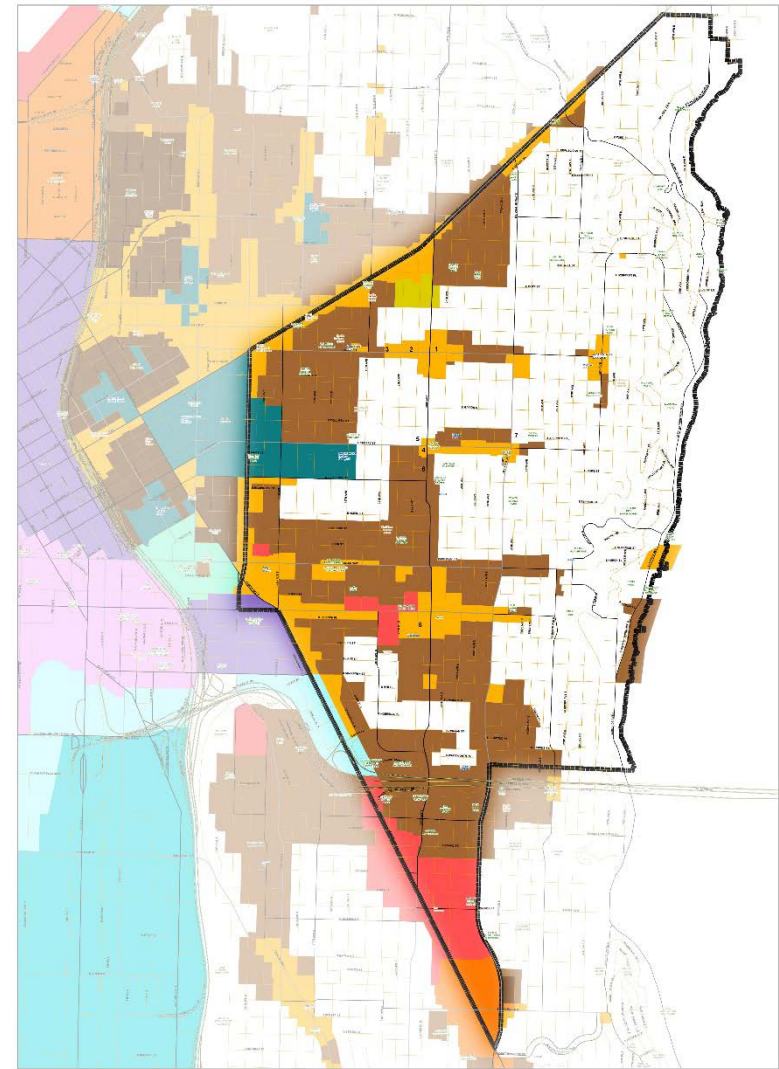
Guidelines only apply to areas subject to Design Review. In general, commercial, multifamily and mixed-use projects that exceed specific thresholds in most of Seattle's commercial and multifamily zones are subject to Design Review.



- Lowrise Multi-family
- Neighborhood Commercial

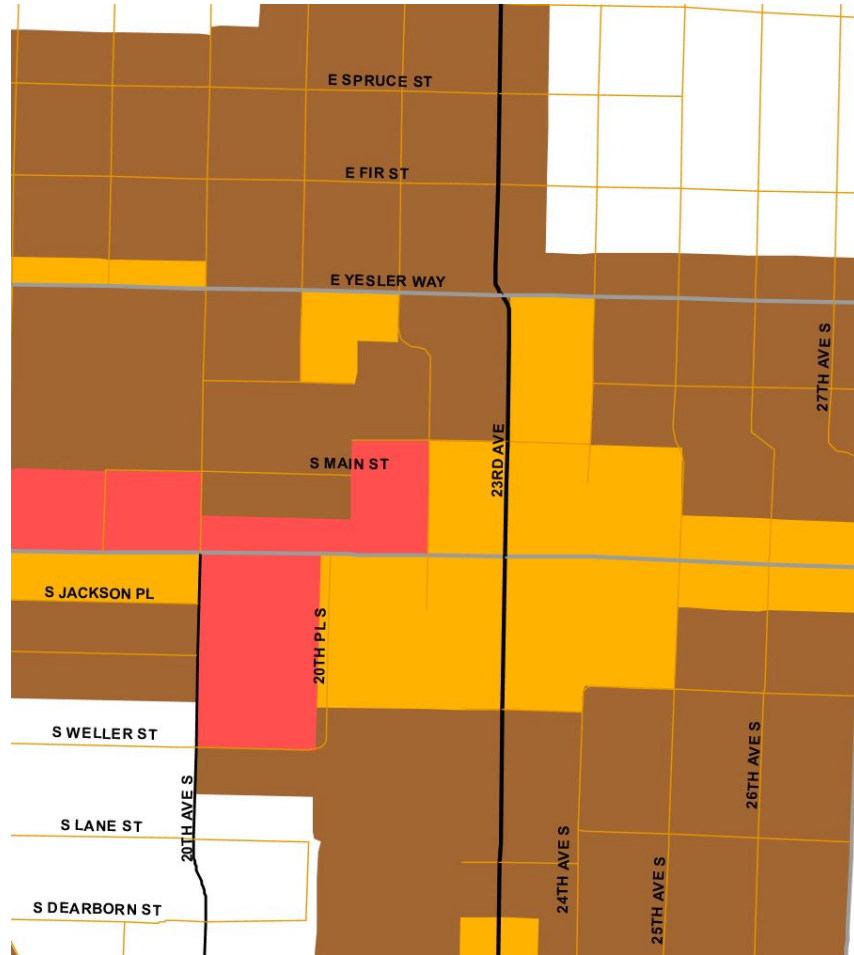
# Where will Design Guidelines apply?

This size threshold varies based on which zone you're in. For Lowrise zones, the threshold is 8 dwelling units or 4,000 square feet of non-residential floor area. For any project larger than that, Design Review is triggered, and Design Guidelines will apply.

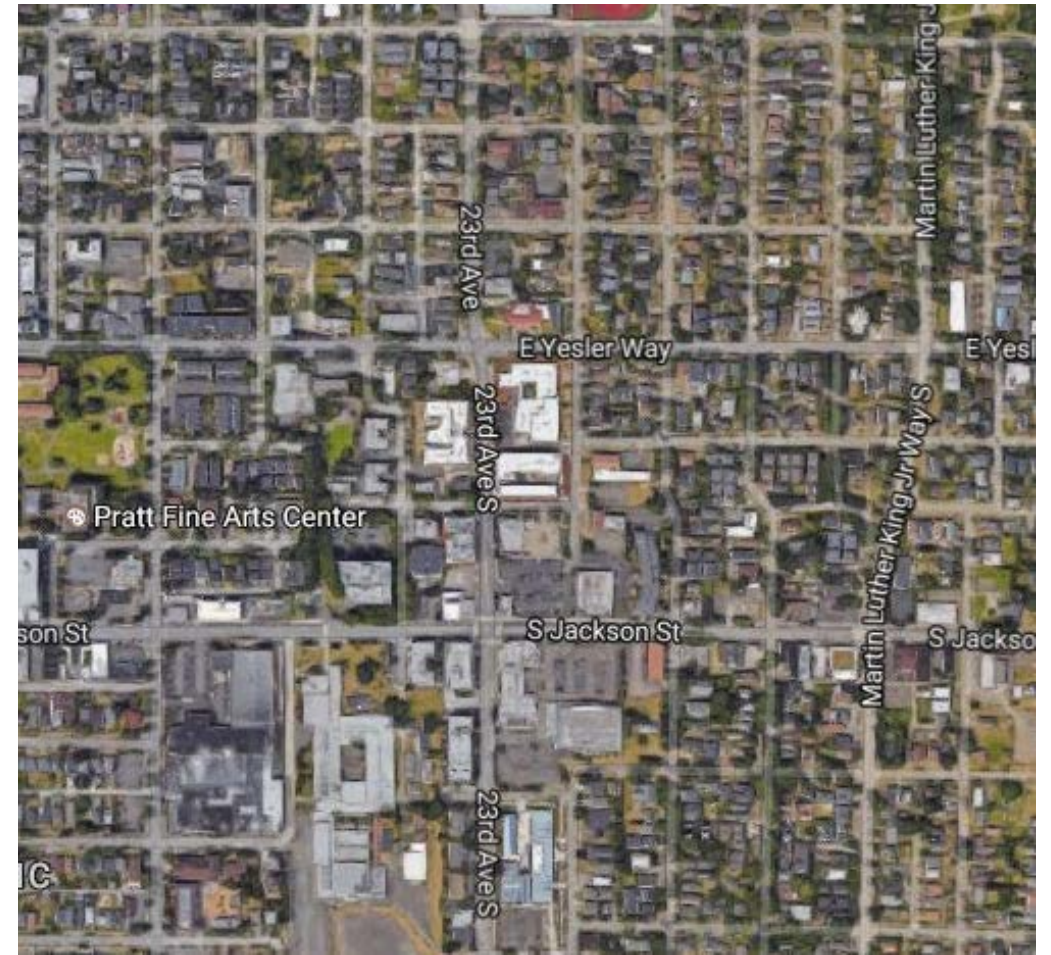


- Lowrise Multi-family
- Neighborhood Commercial





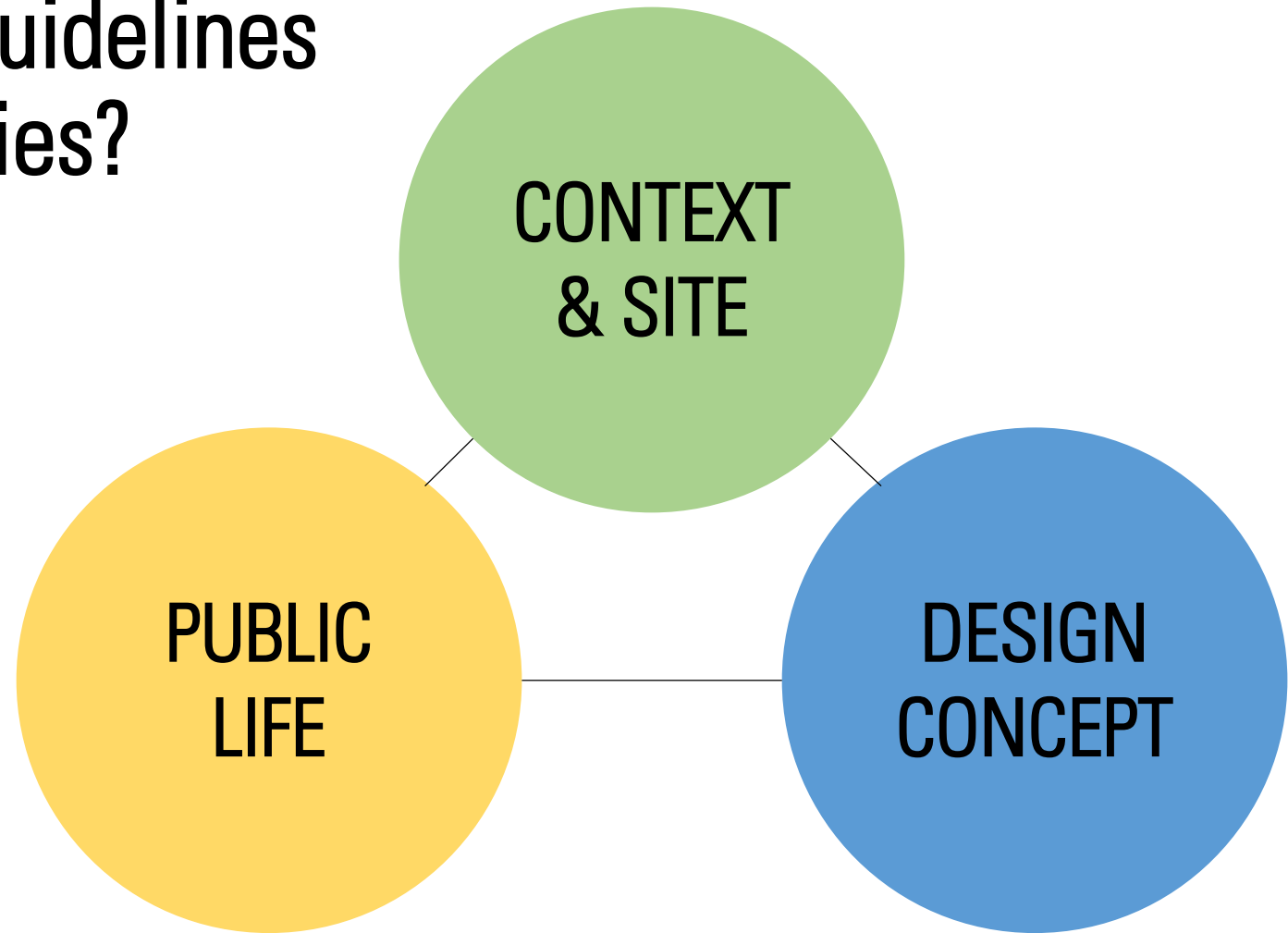
City of Seattle Zoning Map



Google Maps Aerial View



# How do Design Guidelines impact communities?



# 1. Context and Site

## ➤ CS1. Natural Systems and Site Features

- Energy Use
- Sunlight and Natural Ventilation
- Topography
- Plants and Habitat
- Water

## ➤ CS2. Urban Pattern and Form

- Location in the City and Neighborhood
- Adjacent Sites, Streets, and Open Spaces
- Relationship to the Block
- Height, Bulk, and Scale

## ➤ CS3. Architectural Context and Character

- Emphasizing Positive Neighborhood Attributes
- Local History and Culture



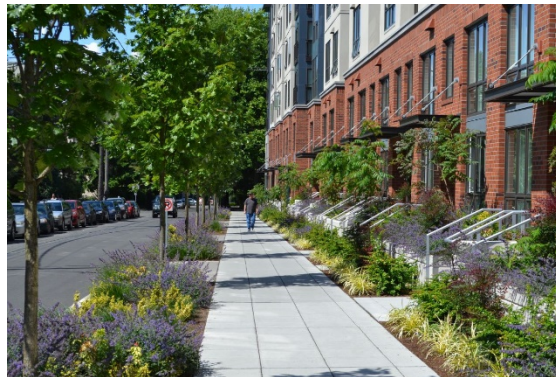
## 2. Public Life

### ➤ PL1. Open Space Connectivity

- Network of Open Spaces
- Walkways and Connections
- Outdoor Uses and Activities

### ➤ PL2. Walkability

- Accessibility
- Safety and Security
- Weather Protection
- Wayfinding



### ➤ PL3. Street-Level Interaction

- Building Entries
- Retail Edges
- Residential Edges

### ➤ PL4. Active Transportation

- Entry Locations and Relationships
- Planning Ahead for Bicyclists
- Planning Ahead for Transit

# 3. Design Concept

## ➤ DC1. Project Uses and Activities

- Arrangement of Interior Uses
- Vehicular Access and Circulation
- Parking and Service Uses

## ➤ DC2. Architectural Concept

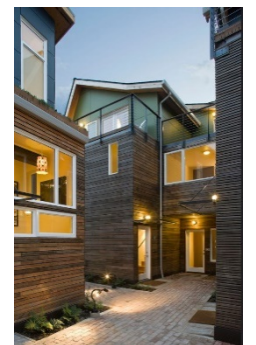
- Massing
- Architectural and Façade Composition
- Secondary Architectural Features
- Scale and Texture
- Form and Function

## ➤ DC3. Open Space Concept

- Building-Open Space Relationship
- Open Space Uses and Activities
- Design

## ➤ DC4. Materials

- Exterior Elements and Finishes
- Signage
- Lighting
- Trees, Landscape and Hardscape Materials





## Citywide Guideline

### Context & Site

**CS2. Urban Pattern and Form:** Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area.

### B. Adjacent Sites, Streets, and Open Spaces

**Connection to the Street:** Identify opportunities for the project to make a strong connection to the street and carefully consider how the building will interact with the public realm. Consider the qualities and character of the streetscape – its physical features (sidewalk, parking, landscape strip, street trees, travel lanes, and other amenities) and its function (major retail street or quieter residential street) – in siting and designing the building.

## Othello Supplemental Guideline

### Streetscape Compatibility

- A strong relationship between the building and the street adds character and quality to the Othello business district.
- Building spaces for commercial use at or near the edge of the sidewalk and limiting vertical grade separations is encouraged where commercial uses occupy the street-level floor.
- Shallow setbacks and a minor grade separation are encouraged between the first floor and the sidewalk where residential uses occupy the ground floor: this will promote privacy and also accommodate entry porches and stoops.

# What Design Guidelines **CAN** and **CANNOT** do:

- Help reinforce neighborhood character
- Help protect visual aspects of a neighborhood
- Address visual impact of growth
- Indicate which approaches to design the community wants to encourage and discourage
- Provide an objective basis for recommendations
- Identify most important features of neighborhood character
- Be a tool for architects/developers to use in making preliminary design decisions
- Increase public awareness of design issues and options
- Increase community involvement in the design review process
- Require design changes
- Limit growth or regulate where growth takes place
- Change zoning of property or resolve disputes about zoning
- Control uses of property or how space within a building is used
- Significantly reduce a project's height, bulk, scale or density
- Require community benefits
- Change the design review process
- Change the design review thresholds (i.e., change the zones in which design review is required)

# Precedent Study

Neighborhood Design Guidelines in Seattle



# Othello Neighborhood

## Goals:

1. Establishing/reinforcing commercial “nodes”
2. Improving commercial facades
3. Identifying “gateway” design elements at major entry points into the community
4. Promoting sensitive transitions from commercial to residential
5. Encouraging pedestrian comfort and safety
6. Creating community identity in the public realm
7. Providing strategies to improve physical connections within the community

*Excerpt from adopted guidelines. Not an exhaustive list.*

# Othello Neighborhood

PL3: Street-Level Interaction

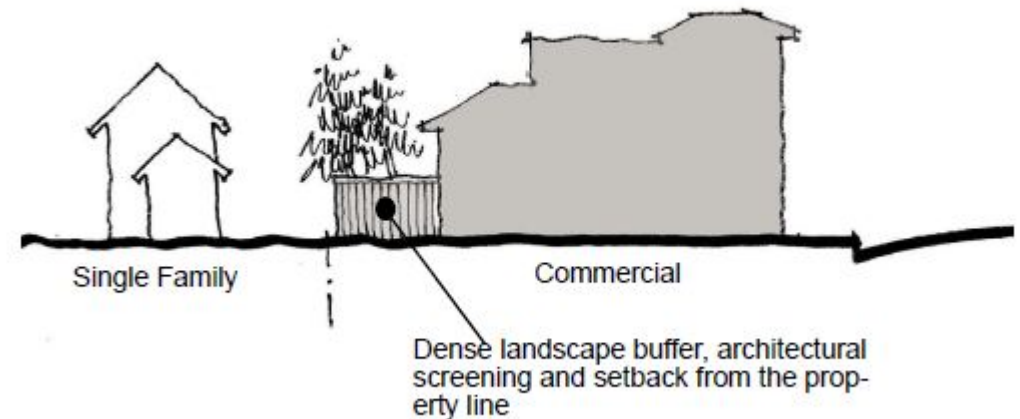
- Provide space for intermingling of pedestrians and shoppers at the street-level

PL3: Street-Level Interaction

- Generous street level windows provide “eyes on the street” and support an active street environment

CS2: Urban Pattern and Form

- Respect for adjacent sites:



*Excerpt from adopted guidelines. Not an exhaustive list.*

# North Beacon Hill Neighborhood

## Goals:

1. Preserving and enhancing the existing scale and character
2. Maintaining unique mixed-use housing and commercial features
3. Improving pedestrian environment
4. Providing opportunity for community involvement in design process

*Excerpt from adopted guidelines. Not an exhaustive list.*

# North Beacon Hill Neighborhood

DC4: Exterior Elements and Finishes

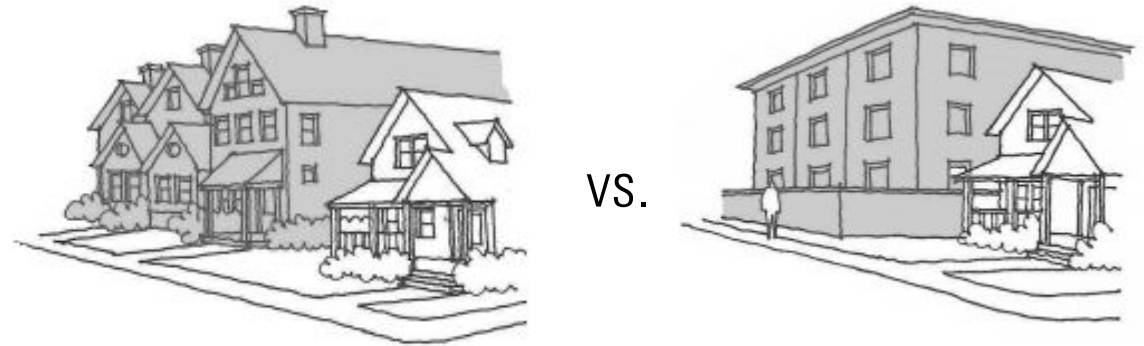
- Multilingual signs reflecting the neighborhood's diverse population are encouraged

PL3: Street-Level Interaction

- Provide outdoor dining opportunities with restaurant and café windows that open up to the sidewalk

CS2: Urban Pattern and Form

- Break larger buildings down into smaller volumes to relate to adjacent businesses and homes



*Excerpt from adopted guidelines. Not an exhaustive list.*

# Yesler Terrace Community

## Goals:

1. Maintain and enhance a sense of neighborhood identity which can be felt within Yesler Terrace and from afar
2. Provide open spaces (mix of public and private) for gathering and accommodating special events
3. Orient the community around a “neighborhood heart”
4. Maximize safety for pedestrians, cyclists and transit riders
5. Street design should foster interaction

*Excerpt from adopted guidelines. Not an exhaustive list.*

# Yesler Terrace Community

CS2: Urban Pattern and Form

- Use placemaking features like signage or street banners to highlight routes in and out of the neighborhood

CS2: Urban Pattern and Form

- Incorporate wayfinding kiosks to help visitors orient and appreciate site context

CS2: Urban Pattern and Form

- Encourage walking, biking, and transit through a network of pedestrian pathways, neighborhood streets, and access drives



*Excerpt from adopted guidelines. Not an exhaustive list.*

# Yesler Terrace Community

CS3: Street-Level Interaction

- Reference the history and unique cultural mix of Yesler Terrace through art and architectural features



*Excerpt from adopted guidelines. Not an exhaustive list.*



Q & A

# Common Themes

- The Preservation of African American Legacy/Heritage
- Retention of the Existing Neighborhood Character
- Livable, Vibrant and Safe Streets
- Public-Use Open Space
- Density at Commercial Cores
- Diversity of Housing Choices
- Equitable Economic Development

# Breakout Groups:

## Context & Site

CS1. Natural Systems and Site Features  
CS2. Urban Pattern and Form  
CS3. Architectural Context and Character

## Public Life

PL1. Open Space Connectivity  
PL2. Walkability  
PL3. Street-Level Interaction  
PL4. Active Transportation

## Design Concept

DC1. Project Uses and Activities  
DC2. Architectural Concept  
DC3. Open Space Concept  
DC4. Materials

# Continue the Conversation...



<p><b>DEC 2015</b></p>	<p>The CA DGC formed and monthly meetings began.</p> <p>Work reaching out to the City's Office of Planning and Community Development (OPCD) to figure out the process and timeline 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><b>2nd Community Meeting CNU Legacy Charrette</b></p>	<p><b>MAY 2017</b></p>	<p>Final Document Approved by CA DGC and Submitted to City</p>	<p><b>DEC 2017</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 group's intent were sent to the Mayor, Council Members and Directors of SDCL, 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><b>SEPT/OCT 2017</b></p>	<p>Target date: <b>Central Area Design Guidelines adoption into code!</b></p>

# Your Neighborhood Design Guidelines!

*Seattle Central Area, WA*

## Legacy Project

Identify cultural components to reflect in design guidelines

### LOCATION

Langston Hughes Performing Arts Institute

### URBAN STRUCTURE BRIEFING

Saturday, February 25 ● 8:00 - 9:00 AM

### OPEN STUDIO

Saturday, February 25 ● 4:00 - 6:00 PM

### PUBLIC OPEN HOUSE

Monday, February 27 ● 5:00 - 7:00 PM

### CLOSING PRESENTATION

Monday, February 27 ● 7:00 - 9:00 PM

