

12. ALL DISTRICTS

**Overall Intent:**

*To create a rich pedestrian-oriented environment and successful mixed-use center.*

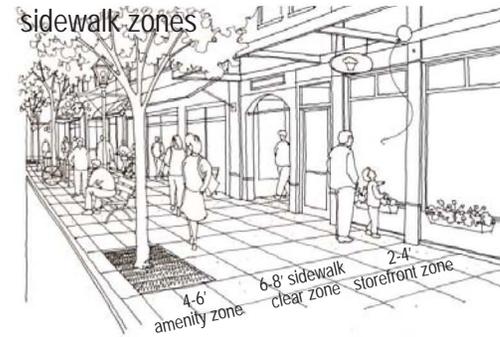
**SITE PLANNING**

1. Streetscape.

*Intent: To maintain a continuous and safe streetscape with a pedestrian-friendly character.*

- a. Sidewalks should maintain at least a 6-8ft clear zone for pedestrian travel.
- b. All streets should contribute to the physical safety and comfort of pedestrians. Provide both of the following where feasible to help define the sidewalk space:
  - On-street parking, (see street classifications, pgs 8-14)
  - A well-defined amenity zone set to the curb for understory planting, street trees\*, and other street furniture such as benches, trash receptacles, signs
  - where restaurants are anticipated the sidewalk should be wide enough to accommodate outdoor seating.
- c. Use design elements such as separate storefronts, pedestrian-oriented signs, exterior light fixtures, awnings and overhangs to add interest and give a human dimension to street-level building facades.
- d. In general, buildings should be set as close as possible to sidewalk to establish active, lively uses. Maintain a continuous street wall, limiting gaps to those necessary to accommodate vehicular and pedestrian access.
- e. Encourage recessed main building and/or shop entrances consistent with a traditional "main street" design that is inviting and promotes streetscape continuity.
- f. The corners of buildings located at street intersections may recess to promote visibility and allow for a collection of people.
- g. Allow larger buildings to recess from the sidewalk edge to allow for entry fore-courts, provided street continuity is not interrupted along the majority of the block.

\*Minor deviations for street trees and major planting spaces may be necessary in some spaces due to structural constraints.



- on-street parking
- special paving
- understory planting
- retail entrances opening to plaza/street
- distinctive lighting
- generous ground level facade transparency



street level faced with recessed entrances, pedestrian oriented signs, and street trees



corner treatments

PARK INTERFACE

CENTRAL WAY

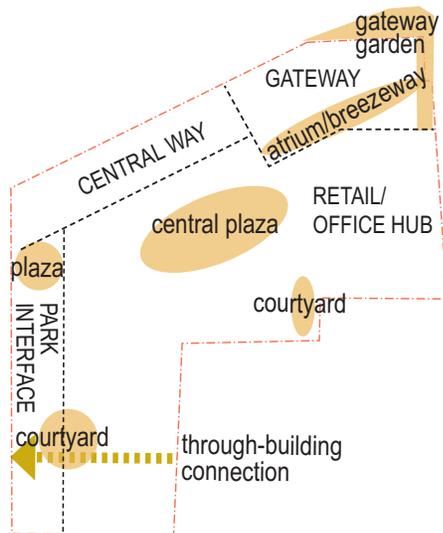
GATEWAY

RETAIL/OFFICE HUB

## 12. ALL DISTRICTS

**Overall Intent:**

*To create a rich pedestrian-oriented environment and successful mixed-use center.*



FINAL

**SITE PLANNING****2. Public Spaces: Plazas, Courtyards and Seating Areas**

**Intent:** *To provide a friendly pedestrian environment by creating a variety of usable and interesting public and semi-public open spaces within private development*

- a. Make plazas and courtyards comfortable for human activity and social interaction – standing, sitting, talking, eating.
- b. Define and contain outdoor spaces through a combination of building and landscape; oversized spaces that lack containment are discouraged.
- c. Establish pedestrian pathways that link public spaces to other public spaces and streets.
- d. Plazas and courtyards should include the following:
  - Planters and trees to break up space.
  - Seating, such as benches, tables, or low seating walls.
  - Special paving, such as integral colored/stained concrete, brick, or other unit pavers.
  - Specialty pedestrian scale bollards or other types of accent lighting.
 And at least one of the following:
  - Public art.
  - Water feature.
- e. Design spaces to allow for variety and individualization of temporary installations such as: lighting, banners, artwork, etc.

**3. Environmental Considerations.**

Consider environmental conditions such as sun, shade and prevailing winds when positioning courtyards and outdoor seating areas. Provide features and amenities to encourage and enhance pedestrian and bicycle access through out the project.



contained outdoor space with special paving, landscaping, seating and pedestrian linkages



plaza space with seating and landscaping

courtyard with seating and water features



outdoor space encouraging bike and pedestrian use

## 12. ALL DISTRICTS

### Overall Intent:

*To create a rich pedestrian-oriented environment and successful mixed-use center.*

### SITE PLANNING

#### 4. Pedestrian Connections and Wayfinding

*Intent: To create a network of safe, attractive, and identifiable linkages for pedestrians.*

- a. Clearly defined pedestrian connections shall be provided at locations specified in the Street Classification sections (pgs 8 -14).

#### 5. Lighting

*Intent: To ensure that lighting contributes to the character of the project, provides personal safety, and does not disturb adjacent developments and residences*

- a. Use City-approved fixtures for street lighting along the city streets.
- b. Lighting elements throughout the project and on adjoining rights of way should be coordinated, including public open spaces, accent lighting, and streets.
- c. Accent lighting along public right of way should be soft in character and enrich the pedestrian street life.
- d. Accent lighting within the central pedestrian space should be congruous with the character of the project and the arts and pedestrian space commitments (see page 6) .
- e. Lighting should include non-glaring design solutions, such as cut off fixtures that avoid light spilling over onto other properties.
- f. Flood lighting of entire building facades is discouraged.
- g. Lighting on upper levels should be sensitive to residences and drivers.

#### 6. Screening of Trash and Service Areas

*Intent: To screen trash and service areas from public view.*

- a. All service, loading and trash collection areas shall be screened by a combination of planting and architectural treatment similar to the design of the adjacent building.
- b. Avoid where ever possible locating service, loading and trash collection facilities in pedestrian-oriented areas.



passageway with retail and pedestrian-scale lighting



clear pedestrian connection alley with retail and landscaping



pedestrian-scaled lighting



artful and expressive lighting



service screening

CENTRAL WAY  
GATEWAY

CENTRAL RETAIL HUB

PARK INTERFACE

12. ALL DISTRICTS

*Overall Intent:*

*To create a rich pedestrian-oriented environment and successful mixed-use center.*

**SITE PLANNING**

7. Signs: A Master Sign Plan will be created with the City that is in keeping with the following design objectives:

*Intent: To create signs that are creative, engaging and effective for a variety of user groups and respond to a variety of spaces.*

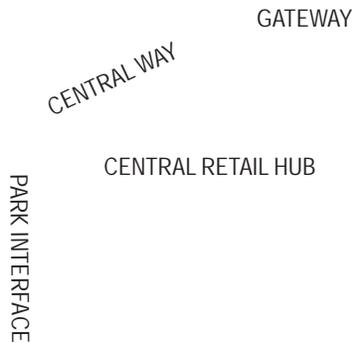
- a. Signage should be complementary and integrated with the unique character of the specific districts and/or buildings where they are located.
- b. Signage should be high quality and consistent with the contemporary urban/downtown character of comparable developments in similar regions.
- c. The design of buildings should identify locations, sizes and general design for future signage.
- d. The Master Sign Plan should include a hierarchy of elements based on use and function, such as:
  - site signage for entries, wayfinding, Parkplace identity
  - building signage for addressing and landmarking
  - tenant signage to encourage expressive individualization.



signage integrated with the building design



unique character of pedestrian-oriented retail signage



## 12. ALL DISTRICTS

### Overall Intent:

To create a rich pedestrian-oriented environment and successful mixed-use center.

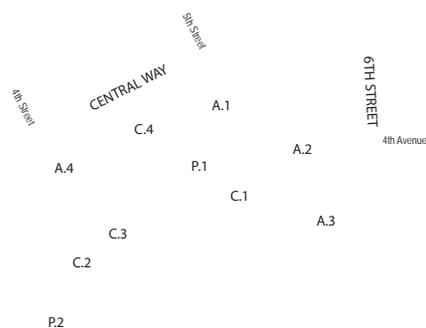
### BUILDING DESIGN

#### 1. Orientation to the Street

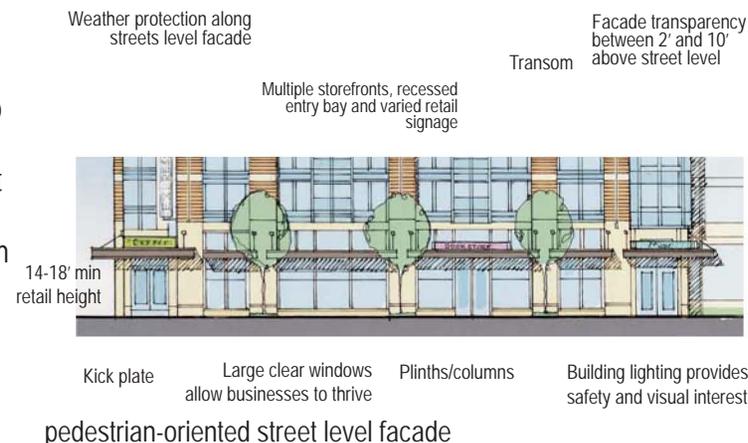
*Intent: Ensure that buildings contribute to the liveliness of Parkplace's public spaces, and overall community character.*

The following design treatments should apply to areas with required retail frontages, (see diagram on page 7):

- a. Streets and public spaces should be enlivened by storefronts, windows, merchandise and other activity. Buildings should be designed with frequent entrances to encourage multi-tenant occupancy and walk-in traffic.
- b. Ground level retail heights should be between 14-18 feet in height.
- c. Entrances: Principal building entry should be visible from the street and public space and marked by large entry doors, canopy/portico/overhang.
- d. Transparency: To provide a visual connection between activities, ground floor façades should provide the following minimum standards
  - windows of clear vision glass (i.e. transparent) beginning no higher than 2' above grade to at least 10' above grade
  - 60% minimum of facade length along Central Way, P.1, P.2 should provide transparency
  - 50% minimum of facade length along A.1, A.4 should provide transparency.
- e. Weather Protection: To provide pedestrians cover from weather, canopies or awnings should be:
  - a minimum of 5 feet in width unless in conflict with vehicles
  - at least 75% of facades along required retail frontages constructed of permanent, durable various materials
  - allowed to vary in design
  - encouraged to have continuity, minimizing gaps.



street level emphasis



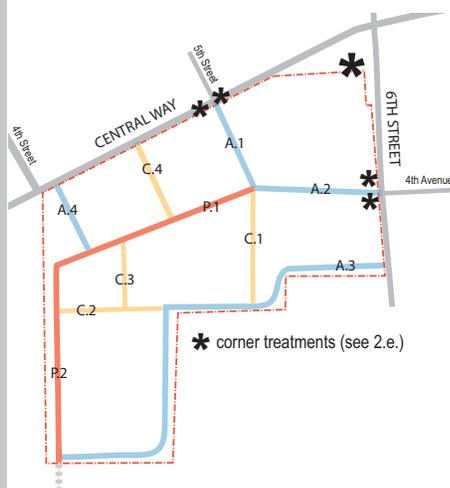
building design that enhances the activity on the street with multiple storefronts, and a variety of signage, awnings and merchandise displayed.

# DESIGN GUIDELINES

## 12. ALL DISTRICTS

**Overall Intent:**

To create a rich pedestrian-oriented environment and successful mixed-use center.



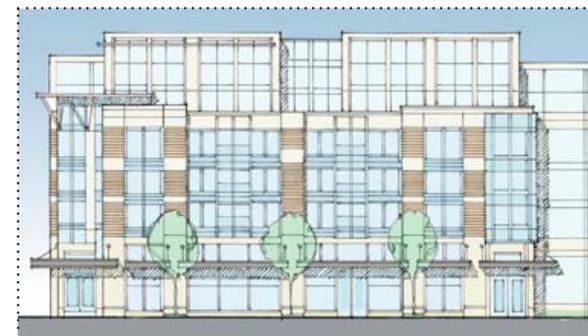
FINAL

## BUILDING DESIGN

## 2. Massing/Articulation

**Intent:** To create a variety of form and massing through articulation and use of materials to maintain a pedestrian scale.

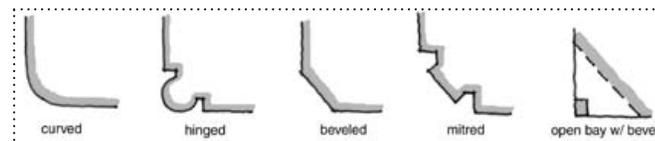
- In general, break down the scale and massing of buildings into smaller and varied volumes.
- All building faces should be responsive to the context of the surrounding environment and neighboring buildings,
- All sides of the building shall be designed with care, ie there should be no “backside” of a building.
- Buildings should distinguish a “base” using articulation and materials. Include regulating lines and rhythms which may include cornice lines, belt lines, doors and windows, etc to create a pedestrian-scaled environment.
- Provide clear pattern of building openings. Windows, balconies and bays should unify a building’s street wall and add considerably to a façade’s three-dimensional quality.
- The use of ribbon windows and extensive use of mirrored glass is discouraged.
- Employ major architectural expressions into the façade, roof form, massing and orientation, such as tower forms, over-sized windows and entrances to demarcate important gateways and intersections; strong corner massing can function as a visual anchor at key locations within the project area. See diagram (left) for encouraged key locations.
- Building modulation should be employed to break up long facades and create a visual interest unique to each building in the project. The type of modulation should be determined by the overall design concept of each building, using dimensions from window sizes, column spacing, rain screen paneling, etc to a determine a distinct design solution.
- Roof Silhouettes:
  - Express roofs in varied ways.
  - Give consideration to potential views of the roof top from adjacent buildings.
  - Avoid monotonous design
- Rooftop Equipment. Locate and/or screen rooftop equipment so that it is not visible from streets and other public spaces. Use methods of rooftop screening that are integral to the building’s form.



window patterns, articulation, building modulation



window patterns, articulation architectural expression



corner treatments



roof forms

12. ALL DISTRICTS

*Overall Intent:*

*To create a rich pedestrian-oriented environment and successful mixed-use center.*

**BUILDING DESIGN**

**3. Blank Wall Treatments**

*Intent: To reduce the visual impact of blank walls by providing visual interest.*

- a. Although blank walls are generally not encouraged along public streets and pedestrian spaces, there may be a few occasions in which they are necessary for functional purposes. Any blank walls in these locations that are longer than 20 feet should incorporate two or more of the following:
  - Vegetation, such as trees, shrubs, ground cover and or vines adjacent to the wall surface.
  - Artwork, such as bas-relief sculpture, murals, or trellis structures.
  - Seating area with special paving and planting.
  - Architectural detailing, reveals, contrasting materials or other special visual interest.

**4. Encourage High-Quality Design**

*Intent: To ensure that all buildings in the project area are constructed as a quality addition to the Kirkland Community.*

- a. Exterior architectural design and building materials should exhibit permanence and quality appropriate to an urban setting.

**5. Building Diversity**

*Intent: To ensure that buildings in the project are distinct and respond to the unique character of their specific district.*

- a. Buildings should be designed to integrate with each other, while demonstrating architectural diversity. Buildings should be responsive to each specific district and its site conditions.
- b. Materials should be selected to integrate with each other, while allowing a richness of architectural diversity.
- c. Windows should incorporate variation in patterning between buildings.



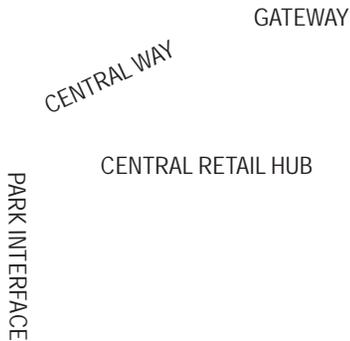
columns, trellis, art and varied materials offer visual appeal on blank walls



a green wall can soften an otherwise unwelcoming street level facade



buildings using high quality materials at the street level



13a. GATEWAY DISTRICT

DESIGN GUIDELINES

**INTENT:**

*To create a welcoming feature to the Parkplace development and downtown Kirkland. This area should create an inviting entryway that is representative of the community through the use of art, landscape and architecture.*

**SITE PLANNING**

**1. Incorporation of Triangular Lot “Gateway Garden”**

Incorporate the northeast triangular lot (excess right-of-way) into the project design to create a distinct gateway entrance that is integrated with the Parkplace development. Include:

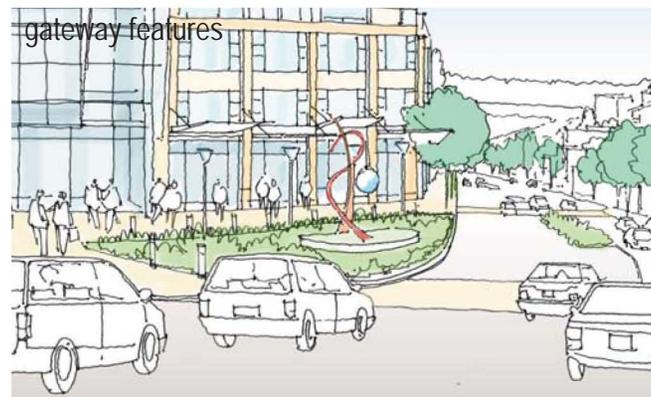
- a. **Public Access:** Public access into the site should be visible and accessible from the corner of 6th Street and Central Way.
- b. **Hardscape / Vegetation:** Paving and landscaping materials should identify pedestrian spaces and access.
- c. **Trees and Other Planting:** Landscaping should be of appropriate scale and species to make a significant gateway gesture. Trees should be selected to provide visibility of businesses, and maintained to encourage proper growth and height.
- d. **Signage (downtown entry):** Incorporate wayfinding signage directing visitors to: Downtown, Peter Kirk Park, Waterfront/Marina, City Hall, and Civic District.

**2. Public Space Connecting to Triangular Lot**

Design of additional public space should be integrated with the triangular lot to provide a congruous pedestrian environment.

- a. **Public Access:** Connect pedestrian access to the gateway garden, adjacent streets and public open spaces.
- b. **Hardscape / Vegetation:** Paving and landscaping materials should identify pedestrian spaces and access.
- c. **Seating:** Incorporate seating along pedestrian pathways and gathering spaces.
- d. **Artwork:** Incorporate public art in an appropriate scale to distinguish the significance of this corner.

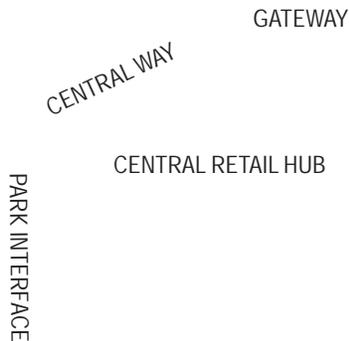
corner diagram



lighting public art unique landscaping



a gateway building and public open space can together shape a welcoming gathering space at this important corner



13a. GATEWAY DISTRICT

**INTENT:**

*To create a welcoming feature to the Parkplace development and the City. This area should create an inviting entryway that is representative of the community through the use of art, landscape and architecture.*

**SITE PLANNING**

**4. Atrium/Breezeway Space**

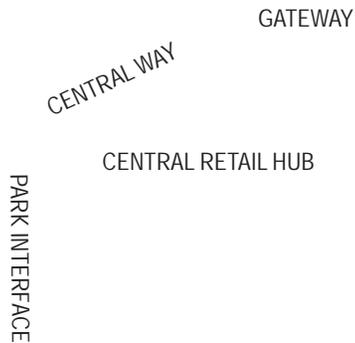
Create a pedestrian connection, visually open, from the corner of 6th and Central into the heart of the project, (see standards on page 7). The atrium/breezeway space will include the following:

- a. Covered walkway
- b. Public connection from 6th to central plaza open during regular operating hours
- c. Pedestrian lighting
- d. Seating

and may consider including:

- e. Enclosed public space
- f. Retail / restaurant uses
- g. Covered play /activity space.

5. Buildings should be separated from or differentiated from each other at this corner so that they are not perceived as one building.



possible atrium/breezeway treatments:



galleria accessing restaurants and landscaped public seating areas



open air lattice covered atrium with outdoor cafe seating



breezeway between buildings



conceptual rendering of corner buildings on 6th and Central showing ground level setbacks and change of expression for upper levels

DESIGN GUIDELINES

13a. GATEWAY DISTRICT

DESIGN GUIDELINES

**INTENT:**

*To create a welcoming feature to the Parkplace development and the City. This area should create an inviting entryway that is representative of the community through the use of art, landscape and architecture.*

**BUILDING DESIGN**

**1. Ground Level Treatment**

- a. **Setbacks from Streets** - The ground floor levels of the corner building should be permitted to set back to allow for cut away view and obvious pedestrian connection into the site.
- b. **Retail / Restaurant Uses** - Design for retail and restaurant uses along ground floor of the corner building.
- c. **Details Visible at Different Movement Speeds** - Incorporate details in the building along the corner that bring visual interest at the pedestrian level, as well as for vehicular traffic entering Kirkland.

**2. Upper Levels**

- a. **Change of Expression: Material Choices** A clear visual division between upper and lower floors should be incorporated through a change in materials, colors, and forms.
- b. **Step backs:** A modulated step back should be incorporated after the third level (approximately 50') on building facade along Central Way. This step back can vary in depths from 0-10 feet, so long the upper levels of building appear to be receding from the base. Step backs are measured from the exposed face of the building above grade, not from any property line.
- c. **Top Floor / Roof Edge** - Should have a distinct profile against the sky through elements such as projections, overhangs, cornices, step backs, trellises, changes in material or other elements.
- d. **Accent Lighting:** The innovative use of accent lighting incorporated into the building facade is encouraged.
  - Lighting should include non-glaring design solutions, such as cut off fixtures that avoid light spilling over onto other properties.
  - Flood lighting of entire building facades is discouraged.

gateway corner approaches



conceptual rendering of corner buildings on 6th and Central showing ground level setbacks and change of expression for upper levels



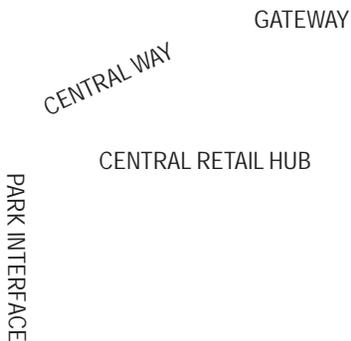
possible upper level step backs



example of 10' step back modulation



accent and pedestrian lighting



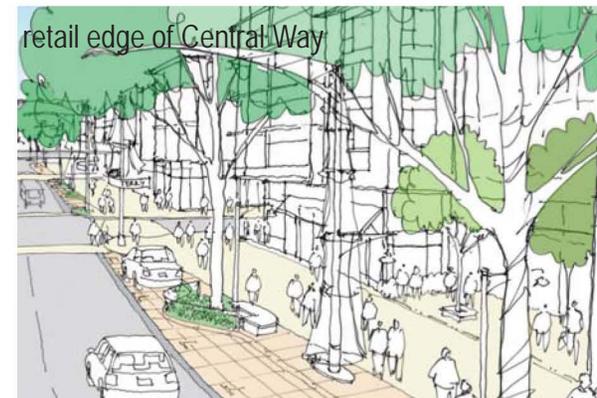
13b. CENTRAL WAY DISTRICT

**INTENT:**

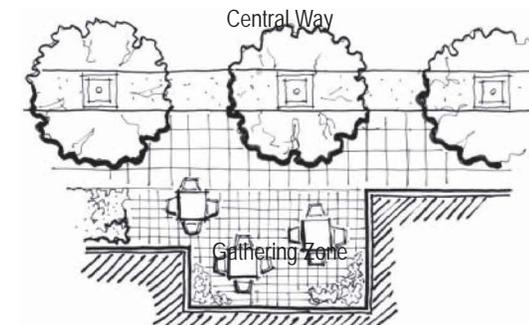
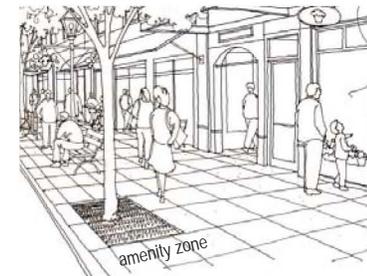
*To respond to Central Way as a major arterial that links downtown Kirkland with the areas east and beyond, Parkplace must take advantage of this traffic volume and activity to help create a multi-functioning, pedestrian-scale shopping street.*

**SITE PLANNING**

1. Encourage and activate the street edge by incorporating:
  - on-street parking along Central Way
  - buildings located up to the edge of the sidewalk
  - storefront and hotel entrances
  - generous sidewalk amenity zone (trees, lights, benches, see section on pg 9)
  - street tree selection and spacing that provide visual continuity, buffers pedestrians from the busy street, and allows visibility of retail
  - pedestrian signage.
2. Reduce the length of the street wall by pulling back portions of the building at the ground level from the street edge in key locations, provided street continuity is not interrupted.
3. The limited vehicular access to mid-block connection may be accessed from Central Way and into the interior of the project, (per C.4 section on pg 14). Pedestrian access along this route should include pedestrian-scaled lighting and a clear connection to the streetscape/plaza space on the opposite side.



on-street parking    ped-scaled light    vehicular-scaled light    small courtyard    large tree species

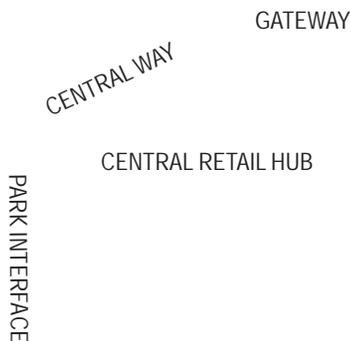


courtyard and gracious entry along Central Way



building set to sidewalk with on-street parking

DESIGN GUIDELINES



13b. CENTRAL WAY DISTRICT

DESIGN GUIDELINES

**INTENT:**

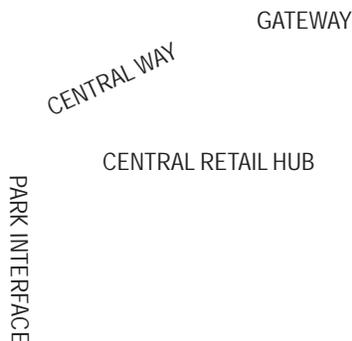
*To respond to Central Way as a major arterial that links downtown Kirkland with the areas east and beyond, Parkplace must take advantage of this traffic volume and activity to help create a multi-functioning, pedestrian-scale shopping street.*

**BUILDING DESIGN**

1. Reduce apparent bulk of buildings along Central Way by incorporating a 20 foot upper level step back after the third (3rd) story along the majority of the facade. However in places, step backs can vary in depths from 0-20 feet, so long as the overall upper levels of building appear to be receding from the base. Step backs are measured from the exposed face of the building above grade, not from any property line.
2. Facades that are stepped back should be distinguished by a change in elements such as window design, railings, trellises, details, materials and/or color so that the result is a richly organized combination of features that face the street.
3. Balconies, terraces and landscaping features are encouraged in upper level step backs.



examples of varied step backs



13c. PARK INTERFACE DISTRICT

**INTENT:**

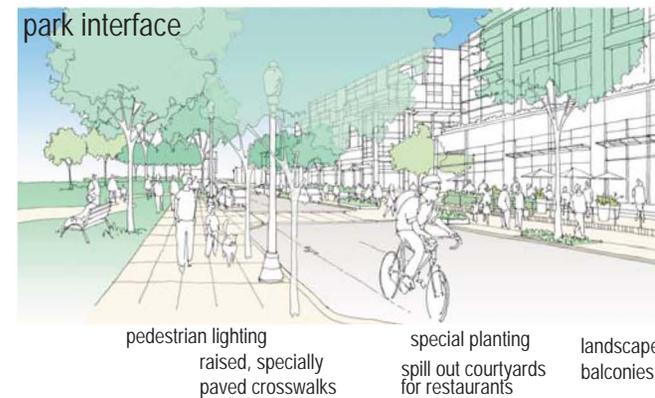
*To create a strong connection from the park and downtown core that allows for clear pedestrian flow to and into the site by incorporating engaging building frontages and other design treatments.*

**SITE PLANNING**

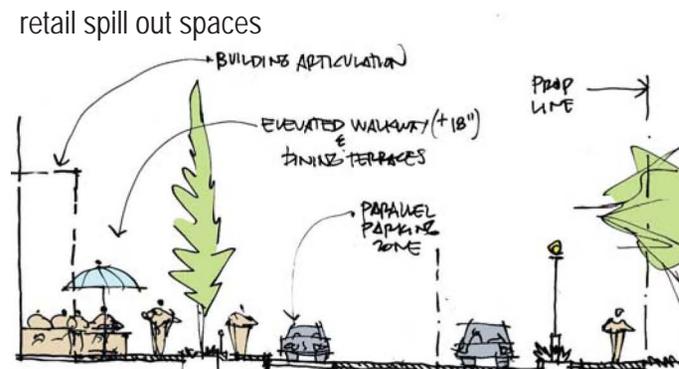
1. Incorporate ample landscaping and distinctive lighting.
2. Incorporate raised crosswalks 20' minimum in width and special paving to promote pedestrian priority along the promenade (see street section on page 12)
3. Encourage retail spill out spaces and landscaped courtyards along the building edge. Bring the "indoor" out and the "outdoor" in by spilling retail spaces onto the sidewalk and creating small gathering spaces along building edges.
4. Create a visual barrier for drivers between the drive lane and pedestrian walkway along the Peter Kirk Park edge using one or more elements such as: plantings, bollards, small seating walls, stone artwork, etc. (see section on page 12).

**BUILDING DESIGN**

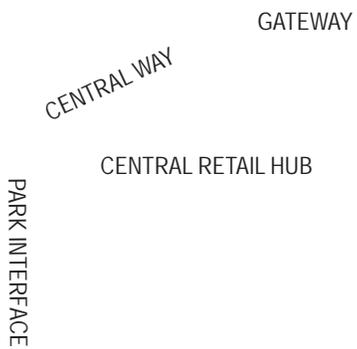
1. Buildings shall address park and promenade street by incorporating:
  - terraces and balconies
  - entrances to retail along promenade
  - greater transparency at ground floor
  - street front courtyards
  - retail spill-out spaces.
2. Where feasible, provide rooftop terraces on lower roof levels as gathering spaces that include such amenities as:
  - seating
  - landscaping
  - canopies or coverings for weather protection
  - public access open during regular operating hours.



buildings addressing promenade and providing street fronting courtyards



DESIGN GUIDELINES



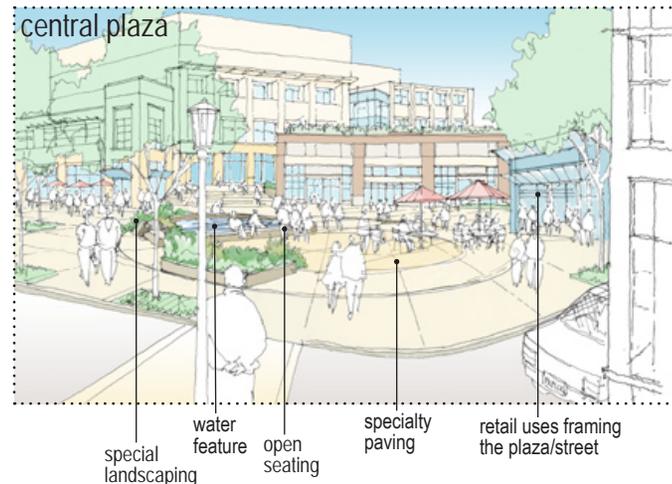
13.d CENTRAL RETAIL HUB

**INTENT:**

To establish a vibrant Central Retail Hub with activated public space and retail/window shopping experience with mix of uses overlooking a common central plaza.

**SITE PLANNING**

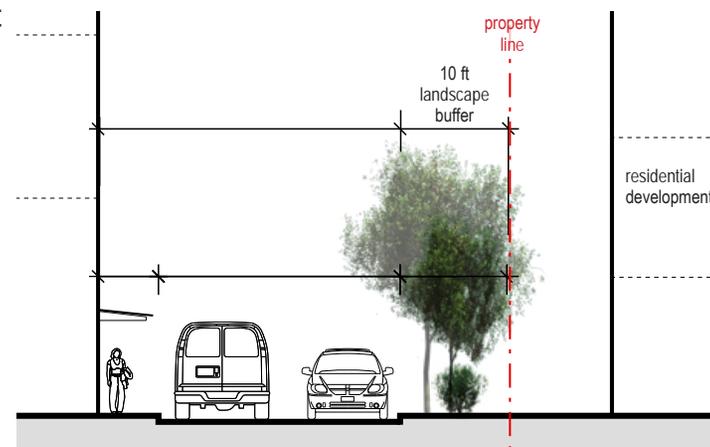
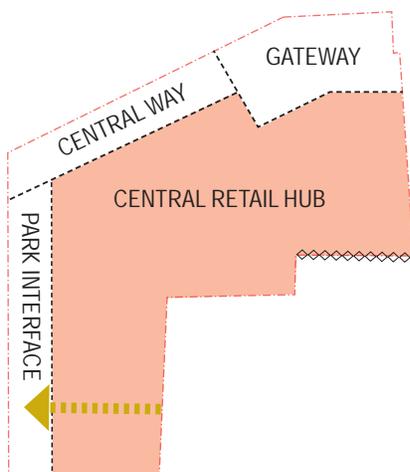
1. The central plaza space (see pedestrian space standards, pg 7) should be a significant gathering and activity space by incorporating the following:
  - special paving
  - water feature
  - special landscaping
  - seating- covered and open
  - distinct lighting
  - access to sunlight
  - accommodations for concerts/performances.
2. The plaza space should be supported as an important activity space by being surrounded by active public-oriented amenities such as ground floor retail, restaurants and cafes.
3. Locate plaza at or near street grade to promote physical and visual connection to the street and adjacent buildings and their entrances.
4. Design outdoor space with safety in mind; public plazas should promote visibility from the street and provide architecturally compatible lighting to enhance night time security.
5. A 10 foot permanent landscaped edge along the southeast property line adjacent to residential uses should be incorporated within the street design, (see section on page 11 and diagram to the left as shown: ◇◇◇◇).
6. This district should also consider providing:
  - small retail pavilion
  - children’s interactive feature.
7. A through-building pedestrian connection on the southeastern portion of the site should be provided and include:
  - through public access during normal business hours
  - gracious entries on both sides of the building
  - the design of the interior space should feel public and accommodating, so users do not feel that they are intruding into private space.



large plaza space with distinctive lighting and interactive water feature



plaza space with special paving and seating and small retail pavilion



### 13.d CENTRAL RETAIL HUB

**INTENT:**

To establish a vibrant Central Retail Hub with activated public space and retail/window shopping experience with a mix of uses overlooking a common central plaza.

**BUILDING DESIGN**

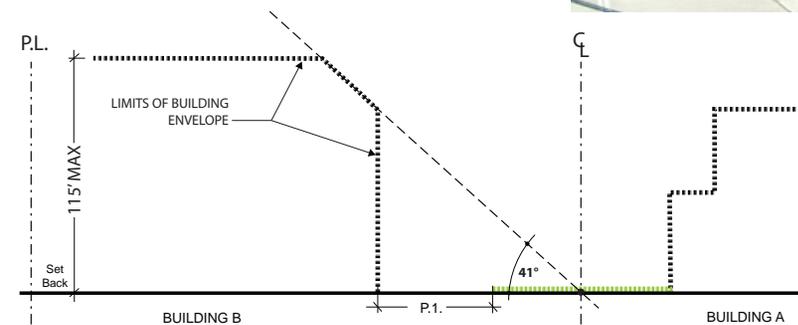
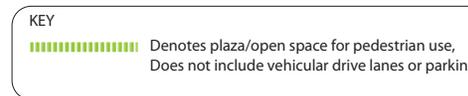
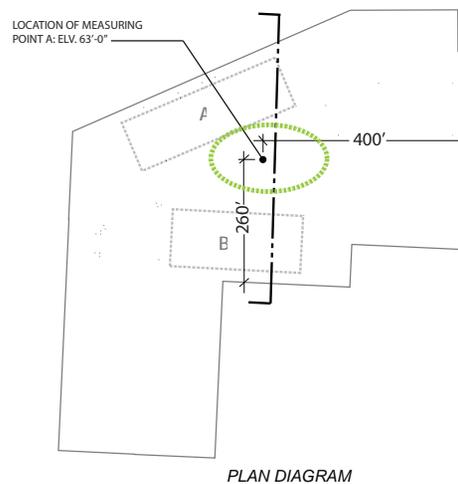
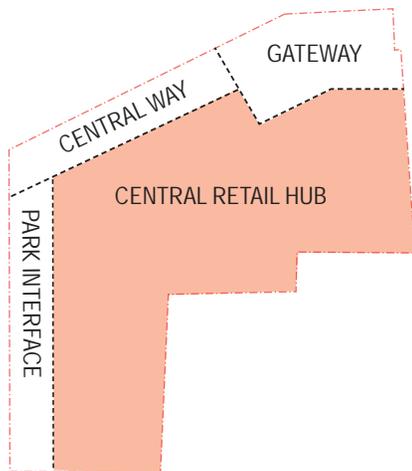
1. Lower level facades with predominantly retail uses should locate entrances at the sidewalk or edge of public space to frame pedestrian spaces in key locations.
2. Where feasible, provide rooftop terraces on lower roof levels as gathering spaces that include such amenities as:
  - seating
  - landscaping
  - canopies or coverings for weather protection
  - public access open during regular operating hours.
3. In order to maximize the amount of sunlight in the central plaza, building B as depicted in the diagram below should be contained under a line at a 41 degree angle measured from the center of the plaza, per diagrams below.
4. Buildings located in the southern most portion of the site should provide generous and substantial modulation in response to their proximity to neighboring buildings, including:
  - creating varied edges and visual interest on long and tall buildings
  - employing modulation to visually break up long facades
  - providing patterns of windows, bays and/or balconies that emphasize changes in modulation.



publicly accessible roof top terrace



retail uses framing pedestrian courtyards and patios



SCHEMATIC SECTION LOOKING WEST