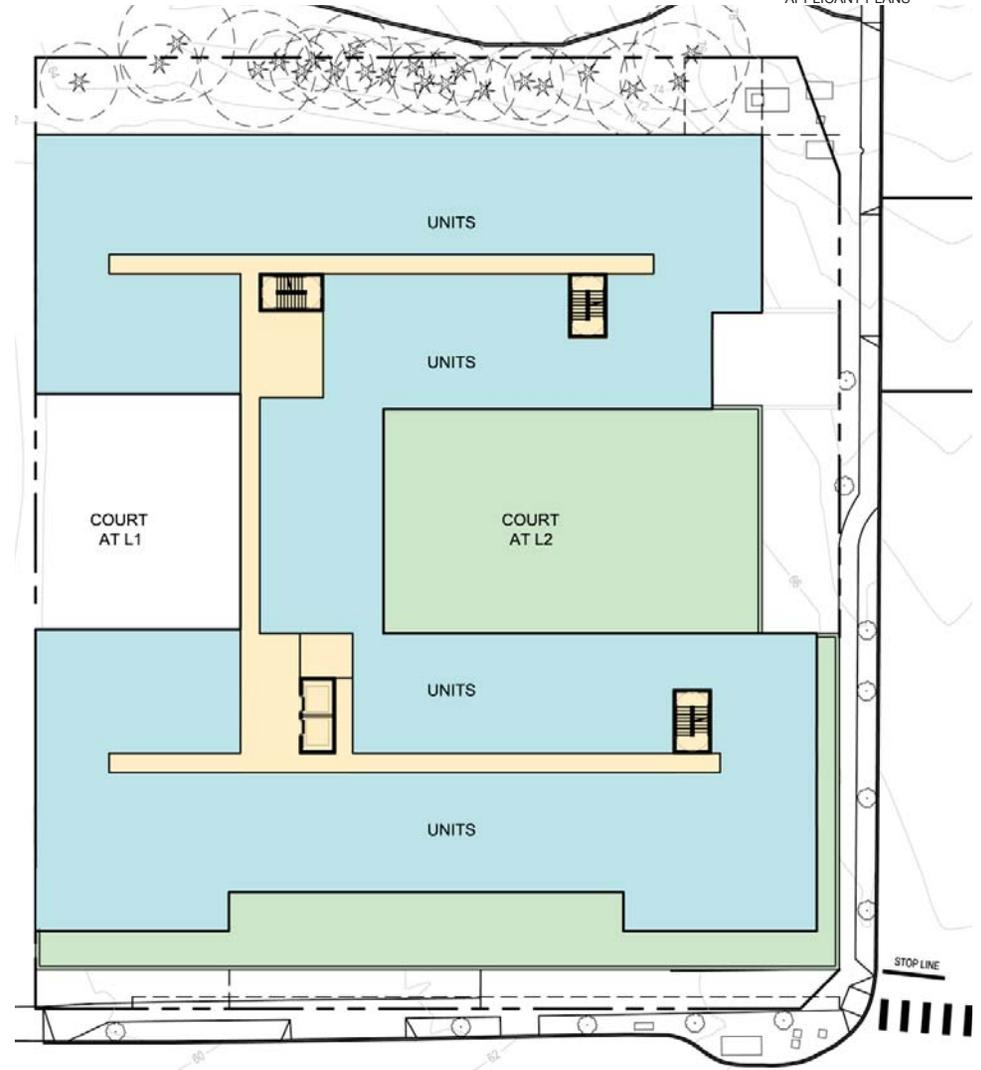




GROUND LEVEL PLAN



UPPER LEVEL PLAN



MASSING SCHEME 2

PROS:

- Long building face of the upper floors along Central Way will offer opportunity for view exposure to the West .
- Central Way facade is articulated with bookends to reduce visual impact of its length.
- Ground floor has been developed to avoid parking at the property line through the use of with retail space, and providing a 20' landscaped area along 5th St.
- L1 courtyard at East property line offer open space and porosity toward neighboring 450 Central Way.
- Lobby/Core location allows for direct connection between ATM and a Retail space within garage.
- L2 Courtyard faces 5th Street which reduces visual mass of upper floors, and offers connection between upper floors and the street level
- Two masses along 5th Street respond to its more 'residential' character



AERIAL VIEW FROM SOUTHEAST



AERIAL VIEW FROM SOUTHWEST

CONS:

- Single-loaded corridor connecting masses is inefficient.
- Single-loaded corridor (at four stories tall) blocks light to units at L1 courtyard.
- Re-entrant corners provide for awkward relationship between neighboring units
- No connection between outdoor courtyards



AERIAL VIEW FROM ABOVE



STREET LEVEL VIEW FROM SOUTHEAST

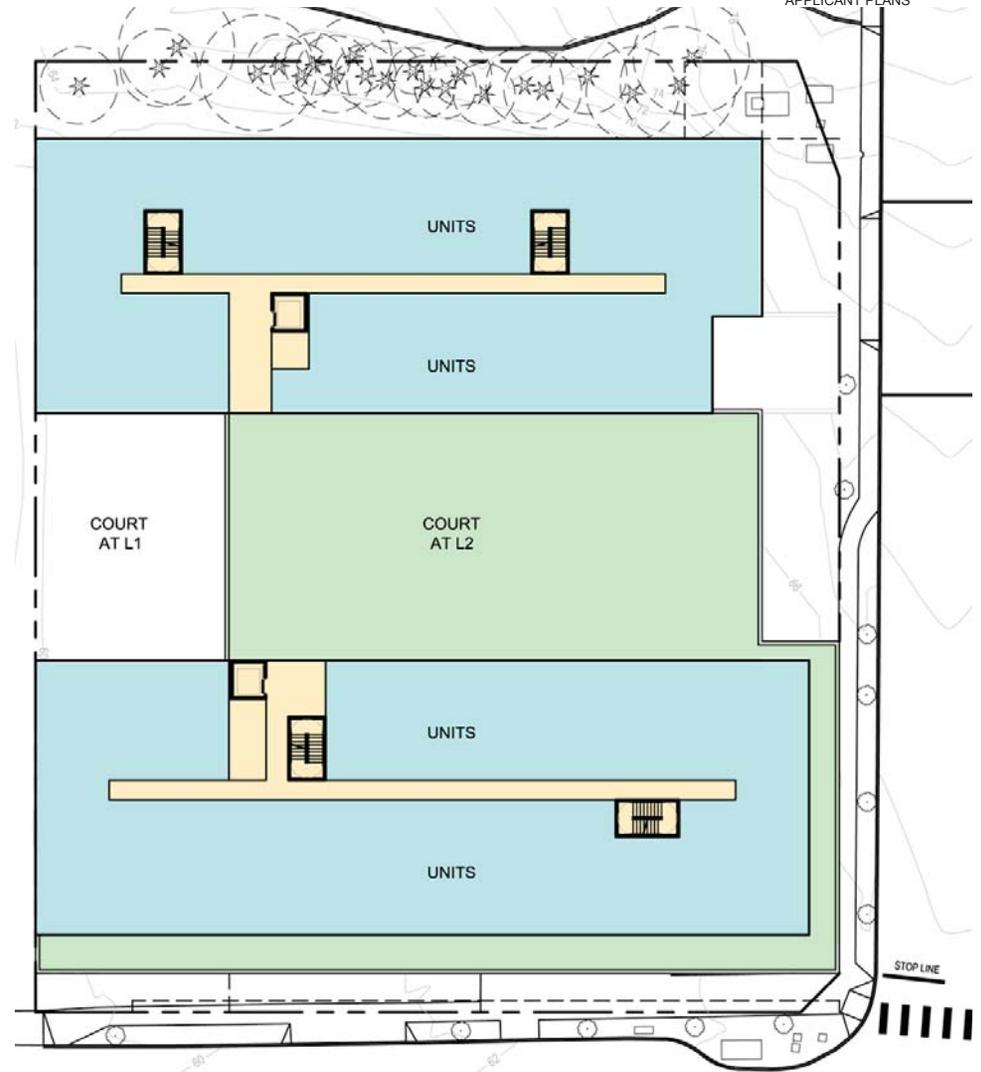
KEY

- Retail
- Residential
- Circulation / Lobby / Amenity
- Outdoor space (Private and/or Landscaped)
- Parking Garage





GROUND LEVEL PLAN



UPPER LEVEL PLAN



MASSING SCHEME 3 - PREFERRED

PROS:

- Long building face of the upper floors along Central Way will offer opportunity for view exposure to the West.
- Ground floor has been developed to avoid parking at the property line through the use of with retail space, and providing a 20' landscaped area along 5th St.
- L1 courtyard at East property line offer open space and porosity toward neighboring 450 Central Way through the through-lot courtyard.
- L2 Courtyard faces 5th Street which reduces visual mass of upper floors, and offers connection between upper floors and the street level
- Two masses along 5th Street respond to its more 'residential' character
- Elimination of Single-loaded corridor of Option 2 allows for better solar exposure.
- More corner units for homeowners, more corners with more glass benefits street facades.

CONS:

- Overall yield is less than previous options.
- Two elevator cores requires to serve two upper level 'bars'. Extra stair is required for second means of egress.

KEY

- Retail
- Residential
- Circulation / Lobby / Amenity
- Outdoor space (Private and/or Landscaped)
- Parking Garage



AERIAL VIEW FROM SOUTHEAST



AERIAL VIEW FROM SOUTHWEST



AERIAL VIEW FROM ABOVE



STREET LEVEL VIEW FROM SOUTHEAST





AERIAL VIEW FROM SOUTHEAST



DESIGN ADVANCEMENT

MASSING OPTION 3 - PREFERRED

- The project will request DRB approval to vary the minimum required 20' front yard setback at the upper residential stories. By employing bays, roof terraces, balconies, and large amounts of glazing the design of these facades will support the Design Guidelines for Pedestrian Oriented Business districts and offer more visual dynamism to the building.
- "Holding" the corner at the ground level will give the future retailer a stronger visual presence - it is one of the only places along Central Way and 5th Street that is not obscured by street trees.
- 'Shed' roof form is less residential and more applicable to an urban setting.



AERIAL VIEW FROM SOUTHWEST



STREET VIEW FROM SOUTHWEST



AERIAL VIEW FROM ABOVE

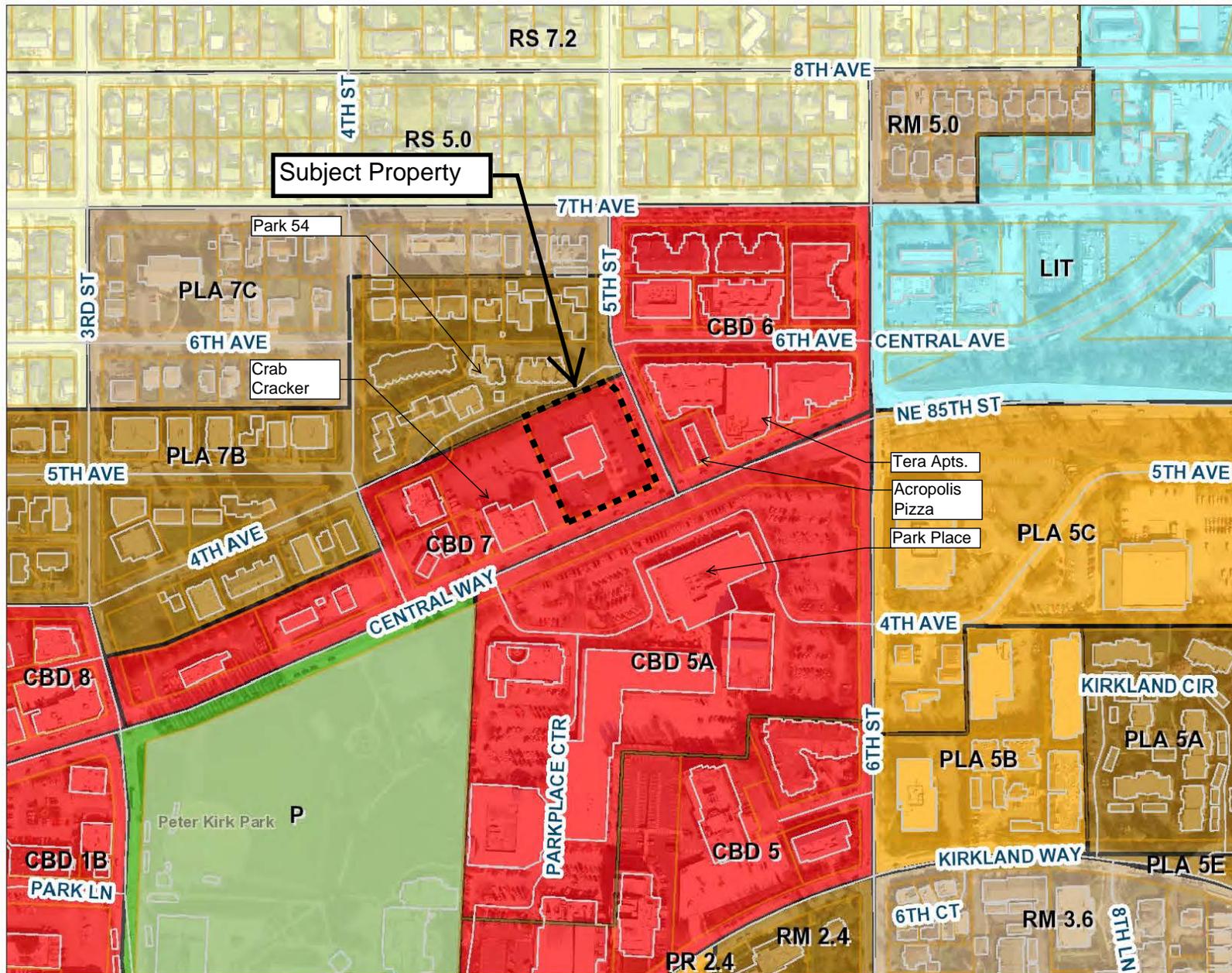


STREET LEVEL VIEW FROM SOUTHEAST





GIS MAPPING PORTAL ~ City of Kirkland, Washington ~ Department of Information Technology



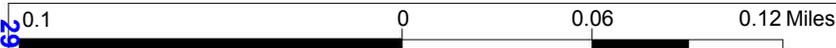
Legend

- City Limits
 - Railroad
 - Streets
 - Parcels
 - Buildings
 - Parks
 - Schools
- Zoning**
- Commercial
 - Industrial
 - Transit Oriented Development
 - Office
 - High Density Residential
 - Medium Density Residential
 - Low Density Residential
 - Institutions
 - Park/Open Space
- z_Image09**
- Red: Band_1
 - Green: Band_2
 - Blue: Band_3

1: 3,798



ATTACHMENT 3
DIR\713-01569
ZONING MAP



NAD_1983_StatePlane_Washington_North_FIPS_4601_Feet
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No warranties of any sort, including but not limited to accuracy, fitness or merchantability, accompany this product.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

Notes

460 Central Way
Zoning

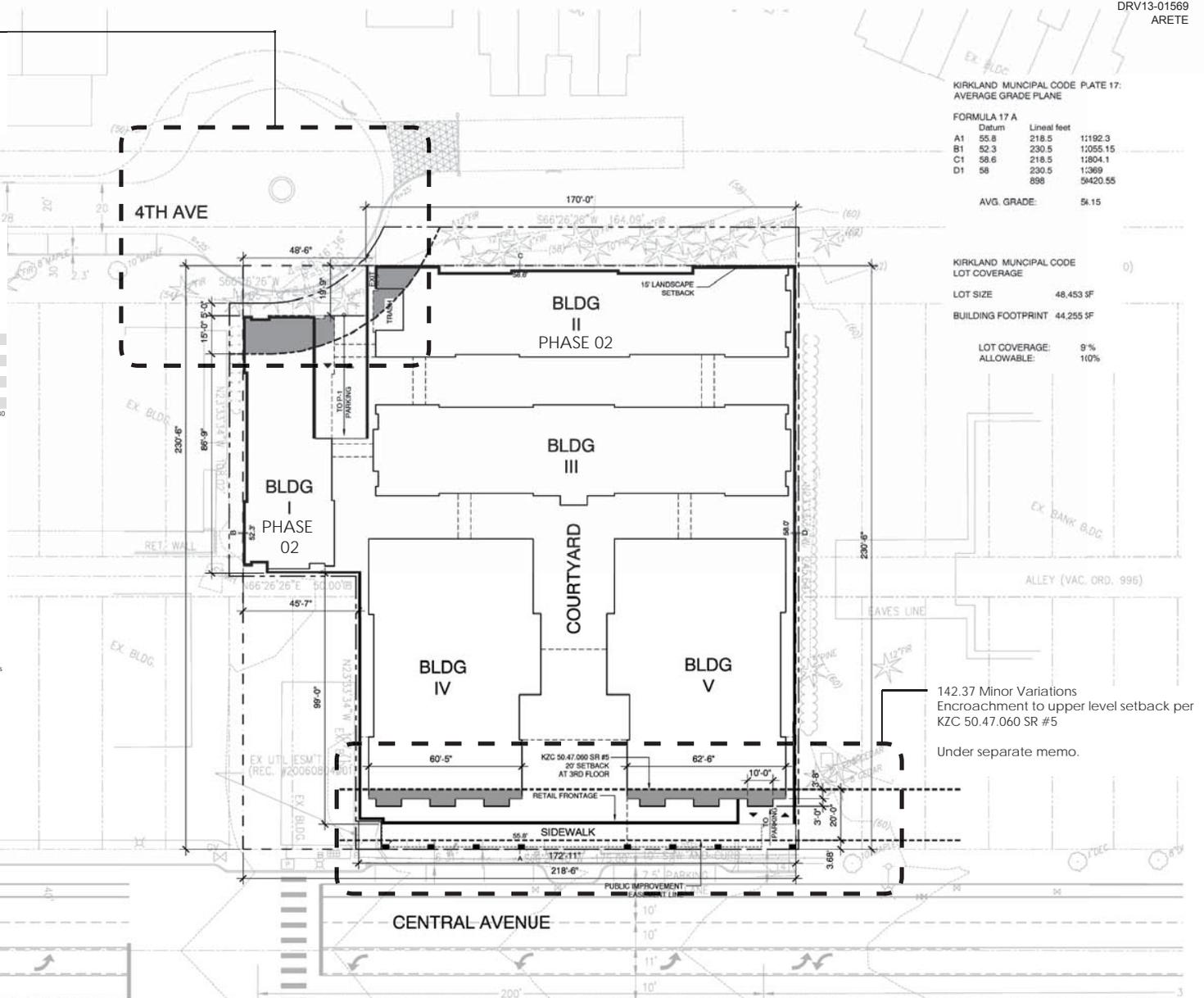
142.37 Design Departure and Minor Variations

Encroachment to upper level setback per
 KZC 50.47.060 SR #5

Under separate memo.

Zoning	CBD-07				
Site Area	48,475				
Overlay	NONE				
Allowable Height	49' WITH PITCHED ROOF				
FAR	N/A				
Building Area					
	Parking	Retail	Multifamily	Res-Suites	
Level P2	17,300				
Level P1	39,500				
Level 1	11,500	9,414		4,963	
Level 2			6,817	13,856	
Level 3			8,693	14,052	
Level 4			17,049	9,142	
Level 5			13,995	8,849	
Roof					
Total GSF*	68,300	9,414	46,554	50,862	175,130
UNITS	255		62	228	
		Studio		11	
		1-Bed		37	
		2-Bed		12	
		3-Bed		2	
Parking Required					
Multifamily					
	Multiplier				
	Studio	1	11		
	1-Bed	1	37		
	2-Bed	2	24		
	3-Bed	3	6		
Subtotal			78		
Guest multiplier:	0.1		8		
Subtotal			86		
				62	1.38
Dev. Ratio					
Mini Suites	0.5:1		114		
Commercial	GSF/350		27		
Parking Required	227				
Parking provided	257				

*GSF is measured to the OUTSIDE face of the exterior wall or centerline of party walls for separate, adjacent uses



KIRKLAND MUNICIPAL CODE PLATE 17:
 AVERAGE GRADE PLANE

FORMULA 17 A

Station	Lineal feet	Grade
A1	55.8	218.5
B1	52.3	230.5
C1	58.6	218.5
D1	58	230.5
		898
AVG. GRADE:		5x.15

KIRKLAND MUNICIPAL CODE
 LOT COVERAGE (0)

LOT SIZE 48,453 SF
 BUILDING FOOTPRINT 44,255 SF

LOT COVERAGE: 9%
 ALLOWABLE: 10%

142.37 Minor Variations
 Encroachment to upper level setback per
 KZC 50.47.060 SR #5
 Under separate memo.



KIRKLAND LIVE | WORK ART COMMUNITY
 450 CENTRAL WAY

SITE ANALYSIS
 SITE PLAN

05 20 2013

8

DARK BAYS
SECONDARY FIELD OF CEDAR
PRIMARY FIELD OF BRICK



MATERIAL OPTION B VIEWS



AERIAL VIEW FROM CENTRAL (OPTION B)

50.44 User Guide.

The charts in KZC [50.47](#) contain the basic zoning regulations that apply in the CBD 7 zones of the City. Use these charts by reading down the left hand column entitled Use. Once you locate the use in which you are interested, read across to find the regulations that apply to that use.

Section 50.45

Zone
CBD-7

Section 50.45 – GENERAL REGULATIONS

The following regulations apply to all uses in this zone unless otherwise noted:

1. Refer to Chapter [1](#) KZC to determine what other provisions of this code may apply to the subject property.
2. Site design must include installation of pedestrian linkages between public sidewalks and building entrances and between walkways on the subject property and existing or planned walkways on abutting properties consistent with the major pedestrian routes in the Downtown Plan chapter of the Comprehensive Plan (does not apply to Public Utility, Government Facility or Community Facility and Public Park uses).
3. No setback is required adjacent to Third Street (does not apply to Vehicle Service Station and Public Park uses).
4. See KZC [50.62](#) for additional building height provisions.

[link to Section 50.47 table](#)

This page of the Kirkland Zoning Code is current through Ordinance 4371, passed August 7, 2012.

Disclaimer: The City Clerk's Office has the official version of the Kirkland Zoning Code. Users should contact the City Clerk's Office for ordinances passed subsequent to the ordinance cited above.

City Website: <http://www.kirklandwa.gov/> (<http://www.ci.kirkland.wa.us/>)

City Telephone: (425) 587-3190

Code Publishing Company (<http://www.codepublishing.com/>)

DIRECTIONS: FIRST, read down to find use...THEN, across for REGULATIONS												
Section 50.47	USE ↓ REGULATIONS →	Required Review Process	MINIMUMS			MAXIMUMS		Landscape Category (See Ch. 95)	Sign Category (See Ch. 100)	Required Parking Spaces (See Ch. 105)	Special Regulations (See also General Regulations)	
			Lot Size	REQUIRED YARDS (See Ch. 115)			Lot Coverage					Height of Structure
				Front	Side	Rear						
.010	Vehicle Service Station	D.R., Chapter 142 KZC.	22,500 sq. ft.	20'	15'	15'	80%	41' above average building elevation.	B See Spec. Reg. 3.	E	See KZC 105.25.	<ol style="list-style-type: none"> May not be more than two vehicle service stations at any intersection. Gas pump islands must be set back at least 20 feet from all property lines. Canopies and covers over gas pump islands may not be more than 10 feet to any property line. Outdoor parking and service areas may not be closer than 10 feet to any property line. See KZC 115.105, Outdoor Use, Activity, and Storage, for further regulations. Landscape Category A is required if the subject property is adjacent to Planned Area 7B.
.020	Restaurant or Tavern			20'	0'	0'	80% See Spec. Reg. 2.		D See Spec. Reg. 1.		1 per each 125 sq. ft. of gross floor area.	<ol style="list-style-type: none"> Landscape Category B is required if the subject property is adjacent to Planned Area 7B, unless drive-in or drive-through facilities are present in which case Landscape Category A shall apply. The required front yard for this use shall be zero feet for one story at street level. No parking may encroach into the required 20-foot front yard. If this use provides a zero-foot front yard, the lot coverage for the entire property shall be 100 percent. For restaurants with drive-in or drive-through facilities: <ol style="list-style-type: none"> One outdoor waste receptacle shall be provided for every eight parking stalls. Access for drive-through facilities shall be approved by the Public Works Department. Drive-through facilities shall be designed so that vehicles will not block traffic in the right-of-way while waiting in line to be served.
.040	Entertainment, Cultural and/or Recreational Facility			20'	0'	0'	80% See Spec. Reg. 3.		D See Spec. Reg. 2.		See KZC 105.25.	<ol style="list-style-type: none"> The parking requirement for hotel or motel use does not include parking requirements for ancillary meetings and convention facilities. Additional parking requirements for ancillary uses shall be determined on a case-by-case basis. Landscape Category B is required if the subject property is adjacent to Planned Area 7B. The required front yard for this use shall be zero feet for one story at street level. No parking may encroach into the required 20-foot front yard. If this use provides a zero-foot front yard, the lot coverage for the entire property shall be 100 percent.
.050	Hotel or Motel										One for each room. See Spec. Reg. 1.	

DIRECTIONS: FIRST, read down to find use...THEN, across for REGULATIONS												
Section 50.47	USE ↓ REGULATIONS ↓	Required Review Process	MINIMUMS			MAXIMUMS		Landscape Category (See Ch. 95)	Sign Category (See Ch. 100)	Required Parking Spaces (See Ch. 105)	Special Regulations (See also General Regulations)	
			Lot Size	REQUIRED YARDS (See Ch. 115)			Lot Coverage					Height of Structure
				Front	Side	Rear						
.060	Any Retail Establishment, other than those listed, limited, or prohibited in this zone, selling goods or providing services, including banking and related financial services	D.R., Chapter 142 KZC.	None	20'	0'	0'	80% See Spec. Reg. 5.	41' above average building elevation.	D See Spec. Reg. 4.	E	1 per each 350 sq. ft. of gross floor area.	<ol style="list-style-type: none"> Access for drive-through facilities must be approved by the Public Works Department. Ancillary assembly and manufacture of goods on premises may be permitted only if: <ol style="list-style-type: none"> The assembled or manufactured goods are directly related to and dependent upon this use, and are available for purchase and removal from the premises. The outward appearance and impacts of this use with ancillary assembly or manufacturing activities must be no different from other retail uses. The sale, service and/or rental of motor vehicles, sailboats, motor boats, and recreational trailers is not permitted. Motorcycle sales, service, or rental is permitted if conducted indoors. Landscape Category B is required if the subject property is adjacent to Planned Area 7B. The required front yard for this use shall be zero feet for one story at street level. No parking may encroach into the required 20-foot front yard. If this use provides a zero-foot front yard, the lot coverage for the entire property shall be 100 percent.
.070	Private Lodge or Club See Spec. Reg. 3.			20'	0'	0'	80%		D See Spec. Reg. 2.	B	See KZC 105.25.	<ol style="list-style-type: none"> No parking is required for daycare or school ancillary to the use. Landscape Category C is required if the subject property is adjacent to Planned Area 7B. This use may be located on the street level floor of a building only if there is a retail space extending a minimum of 30 feet of the building depth between this use and the abutting right-of-way. The Planning Director may approve a reduction to the depth requirement for the retail space if the applicant demonstrates that the proposed configuration of the retail use provides an adequate dimension for a viable retail tenant and provides equivalent or superior visual interest and potential foot traffic as would compliance with the required dimension.
.080	Church See Spec. Reg. 3.										One per every four people based on maximum occupancy load of any area of worship. See Spec. Reg. 1.	

DIRECTIONS: FIRST, read down to find use...THEN, across for REGULATIONS												
Section 50.47	USE ↓ REGULATIONS ↓	Required Review Process	MINIMUMS			MAXIMUMS		Landscape Category (See Ch. 95)	Sign Category (See Ch. 100)	Required Parking Spaces (See Ch. 105)	Special Regulations (See also General Regulations)	
			Lot Size	REQUIRED YARDS (See Ch. 115)			Lot Coverage					Height of Structure
				Front	Side	Rear						
.090	Office Use See Spec. Reg. 4.	D.R., Chapter 142 KZC.	None	20'	0'	0'	80%	41' above average building elevation.	D See Spec. Reg. 3.	D	1 per each 350 sq. ft. of gross floor area.	<ol style="list-style-type: none"> Ancillary assembly and manufacture of goods on premises may be permitted as part of office use if: <ol style="list-style-type: none"> The ancillary assembled or manufactured goods are subordinate to and dependent upon this office use; and The outward appearance and impacts of this office use with ancillary assembly or manufacturing activities must be no different from other office uses. The following regulations apply to veterinary offices only: <ol style="list-style-type: none"> May only treat small animals on the subject property. Outside runs and other outside facilities for the animals are not permitted. Site must be designed so that noise from this use will not be audible off the subject property. A certification to this effect signed by an acoustical engineer must be submitted with the D.R. and building permit applications. A veterinary office is not permitted if the subject property contains dwelling units. Landscape Category C is required if the subject property is adjacent to Planned Area 7B. This use may be located on the street level floor of a building only if there is a retail space extending a minimum of 30 feet of the building depth between this use and the abutting right-of-way. The Planning Director may approve a reduction to the depth requirement for the retail space if the applicant demonstrates that the proposed configuration of the retail use provides an adequate dimension for a viable retail tenant and provides equivalent or superior visual interest and potential foot traffic as would compliance with the required dimension.
.100	School, Day-Care Center, or Mini-School or Day-Care Center See Spec. Reg. 5.								D	B	See KZC 105.25.	<ol style="list-style-type: none"> A six-foot-high fence is required along all property lines adjacent to outside play areas. Structured play areas must be set back from all property lines by at least five feet. Hours of operation may be limited by the City to reduce impacts on nearby residential uses. An on-site passenger loading area may be required depending on the number of attendees and the extent of the abutting right-of-way improvements. This use may be located on the Central Way level of a building only if there is an intervening retail storefront between this use and the right-of-way.

CBD 7 USE ZONE CHART
 REVISED 11/12
 DRV/13-0-1569

DIRECTIONS: FIRST, read down to find use...THEN, across for REGULATIONS												
Section 50.47	USE ↓ REGULATIONS ↓	Required Review Process	MINIMUMS			MAXIMUMS		Landscape Category (See Ch. 95)	Sign Category (See Ch. 100)	Required Parking Spaces (See Ch. 105)	Special Regulations (See also General Regulations)	
			Lot Size	REQUIRED YARDS (See Ch. 115)			Lot Coverage					Height of Structure
				Front	Side	Rear						
.110	Assisted Living Facility See Spec. Reg. 3.	D.R., Chapter 142 KZC.	None	20'	0'	0'	80%	41' above average building elevation.	D	A	1.7 per independent unit. 1 per assisted living unit.	<ol style="list-style-type: none"> 1. A facility that provides both independent dwelling units and assisted living units shall be processed as an assisted living facility. 2. A nursing home use may be permitted as part of an assisted living facility use in order to provide a continuum of care for residents. If a nursing home use is included, the following parking standard shall apply to the nursing home portion of the facility: <ol style="list-style-type: none"> a. One parking stall shall be provided for each bed. 3. This use may be located on the street level floor of a building only if there is a retail space extending a minimum of 30 feet of the building depth between this use and the abutting right-of-way. The Planning Director may approve a reduction to the depth requirement for the retail space if the applicant demonstrates that the proposed configuration of the retail use provides an adequate dimension for a viable retail tenant and provides equivalent or superior visual interest and potential foot traffic as would compliance with the required dimension.
.120	Stacked or Attached Dwelling Units See Spec. Reg. 1.										See Spec. Reg. 2.	<ol style="list-style-type: none"> 1. This use may be located on the street level floor of a building only if there is a retail space extending a minimum of 30 feet of the building depth between this use and the abutting right-of-way. The Planning Director may approve a reduction to the depth requirement for the retail space if the applicant demonstrates that the proposed configuration of the retail use provides an adequate dimension for a viable retail tenant and provides equivalent or superior visual interest and potential foot traffic as would compliance with the required dimension. 2. This use must provide a minimum of one parking stall per bedroom or studio unit and an average of at least 1.3 parking stalls per unit for each development. In addition, guest parking shall be provided at a rate of 0.1 stalls per bedroom or studio unit with a minimum of two guest parking stalls provided per development.

DIRECTIONS: FIRST, read down to find use...THEN, across for REGULATIONS												
Section 50.47	USE ↓ REGULATIONS ↓	Required Review Process	MINIMUMS			MAXIMUMS		Landscape Category (See Ch. 95)	Sign Category (See Ch. 100)	Required Parking Spaces (See Ch. 105)	Special Regulations (See also General Regulations)	
			Lot Size	REQUIRED YARDS (See Ch. 115)			Lot Coverage					Height of Structure
				Front	Side	Rear						
.125	Residential Suites	D.R., Chapter 142 KZC.	None	20'	0'	0'	80%	41' above average building elevation.	D	A	See Spec. Reg. 2.	<ol style="list-style-type: none"> 1. This use may be located on the street level floor of a building only if there is a retail space extending a minimum of 30 feet of the building depth between this use and the abutting right-of-way. The Planning Director may approve a reduction to the depth requirement for the retail space if the applicant demonstrates that the proposed configuration of the retail use provides an adequate dimension for a viable retail tenant and provides equivalent or superior visual interest and potential foot traffic as would compliance with the required dimension. 2. For parking managed pursuant to Special Regulation 3, parking shall be provided at a rate of 0.5 per living unit plus one per on-site employee. Otherwise parking shall be provided at a rate of one per living unit plus one per on-site employee and modifications to decrease the requirement are prohibited. See KZC 50.60. 3. The required parking shall be 0.5 per living unit where the parking is managed as follows and the property owner agrees to the following in a form approved by the City and recorded with King County: <ol style="list-style-type: none"> a. Rentals shall be managed such that the total demand for parking does not exceed the available supply of required private parking. If the demand for parking equals or exceeds the supply of required private parking, the property owner shall either restrict occupancy of living units or restrict leasing to only tenants who do not have cars. b. The property owner shall prepare a Transportation Management Plan (TMP) for review and approval by the City and recording with King County. At a minimum, the TMP shall include the following requirements: <ol style="list-style-type: none"> 1) Charge for on-site parking, unbundled from the rent, for tenants who have cars. 2) Bus pass or equivalent alternative transportation mode subsidies for tenants who don't have cars. 3) Lease provisions and monitoring requirements for the property owner to ensure that tenants are not parking off site to avoid parking charges. 4) Adequate secured and sheltered bicycle parking to meet anticipated demand. 5) Designation of a Transportation Coordinator to manage the TMP, provide commute information to all new tenants, and be a point of contact for the City. 6) At the time the project attains 90 percent occupancy, the property owner shall provide an accurate and detailed report of initial resident parking demand and alternative commute travel. The report format shall be reviewed and approved by the City.

REGULATIONS CONTINUED ON NEXT PAGE

CBD USE ZONE CHART
 DRY13-01569
 ATTACHMENT 5

Section 50.47

Zone
CBD-7

USE ZONE CHART

DIRECTIONS: FIRST, read down to find use...THEN, across for REGULATIONS												
Section 50.47	USE ↓ REGULATIONS ↓	Required Review Process	MINIMUMS			MAXIMUMS		Landscape Category (See Ch. 95)	Sign Category (See Ch. 100)	Required Parking Spaces (See Ch. 105)	Special Regulations (See also General Regulations)	
			Lot Size	REQUIRED YARDS (See Ch. 115)			Lot Coverage					Height of Structure
				Front	Side	Rear						
.125	Residential Suites (continued)										REGULATIONS CONTINUED FROM PREVIOUS PAGE 7) Following the initial survey, the property owner shall submit a biennial survey of residents prepared and conducted by a licensed transportation engineer or other qualified professional documenting on-site and potential off-site parking utilization and alternative commute travel. The Planning Director may increase or decrease the frequency of the survey based on the documented success of the TMP. 8) Acknowledgement by the property owner that it shall be a violation of this code for the actual parking demand for the project to exceed the available supply of required parking or to fail to comply with the provisions of the TMP or reporting requirements. c. After one year of project occupancy, the Planning Official may allow a decrease in the required number of spaces if the number of spaces proposed is documented by an adequate and thorough parking demand and utilization study of the property. The study shall be prepared by a licensed transportation engineer or other qualified professional, and shall analyze the operational characteristics of the use which justify a parking reduction. The scope of the study shall be proposed by the transportation engineer and approved by the City traffic engineer. The study shall provide at least two days of data for morning, afternoon and evening hours, or as otherwise approved or required by the City traffic engineer. 4. All residential suites and all required parking within a project shall be under common ownership and management. 5. Development shall be designed, built and certified to achieve or exceed one or more of the following green building standards: Built Green 5 Star certified, LEED Gold certified, or Living Building Challenge certified.	
.130	Public Utility, Government Facility, or Community Facility	D.R., Chapter 142 KZC.	None	20'	0'	0'	80%	41' above average building elevation.	D See Spec. Reg. 1.	B	See KZC 105.25.	1. Landscape Category C is required if the subject property is adjacent to Planning Area 7B. Landscape Category A or B may be required depending on the type of use on the subject property and the impacts associated with the use on nearby uses.
.140	Public Park	Development standards will be determined on a case-by-case basis. See Chapter 49 KZC for required review process.										

ATTACHMENT 5
DRY13-01569
USE ZONE CHART

Design Guidelines for Pedestrian Oriented Business Districts

In addition to the standard guidelines contained in the *Design Guidelines for Pedestrian-Oriented Business Districts*, the following list summarizes some of the key guidelines or regulations which apply specifically to the project or project area.

Special considerations for Downtown Kirkland

- Most of the business core of Kirkland is already developed with fairly narrow sidewalks. New development should provide sidewalks at the recommended width. Providing wider sidewalks throughout downtown is a long-term endeavor.
- Building frontages along pedestrian-oriented streets in the Central Business District should be configured to have a 15' story height to ensure suitability for diverse retail tenants and enhance the pedestrian experience. Where these taller retail stories are required, special attention to storefront detailing is necessary to provide a visual connection between pedestrian and retail activity.
- A strong street tree planting scheme is especially important in downtown because of the variety of scale and architecture encouraged in private development. Major entries into Kirkland, especially along Central Way, Kirkland Avenue, Lake Street, and Market Street, should be unified by a strong street tree program.
- Parking lot location and design is critical on busy entry streets such as Market Street, Central Way, Lake Street, Kirkland Avenue, and in the congested core area where pedestrian activities are emphasized. The *Downtown Plan* calls for limiting the number of vehicle curb cuts.
- Because land is limited in Downtown Kirkland, efficient and compact parking lot configurations are a top priority. Parking lots in the periphery of the core area that accommodate about 100 vehicles (approximately 3/4 to 1 acre) should be articulated with landscaped berms.
- Garages built on Downtown Kirkland's perimeter slopes, near residential areas, or near the waterfront can fit less obtrusively into the landscape when terraced. Treatment of the facade of the parking structure can be just as effective in mitigating the visual impacts of parking garages as pedestrian-oriented businesses, plazas, or landscaped setbacks at the ground level.
- Pedestrian features should be differentiated from vehicular features; thus fenestration detailing, cornices, friezes, and smaller art concepts should be concentrated in Design Districts 1 and 2, while landscaping and larger architectural features should be concentrated in Design Districts 3, 5, 7, and 8.
- Large-scale developments, particularly east of the core area, should stress continuity in streetscape on the lower two floors. Setback facades and varied forms should be used above the second stories.
- Special attention should be paid to both the design and detailing of new buildings on corner sites in the pedestrian oriented design districts. Existing buildings could incorporate some of these elements (human-scale and visual punctuation) through the use of such elements as awnings and well-designed signs at the corner.
- The Downtown Plan's mandate for high-quality development should also be reflected in sign design.
- No internally lit plastic-faced or can signs should be permitted.
- All signs in the downtown should be pedestrian-oriented. Master-planned sites such as Parkplace may also include signs oriented to automobile traffic for the whole complex.