development of close-in public parking. ~~Bonuses or other incentives should be made available to encourage d~~Developers should be allowed to include surplus public parking in their projects in this area or to accommodate private parking "transferred" from the core or funded by "fee-in-lieu" or other municipal source.

The western half of the South Core Frame should develop more intensively than the eastern half of this area, due to its proximity to the Downtown core. The vacation of 1st Avenue South, west of 2nd Street South, and 1st Street South~~, and 2nd Street South~~ should be considered as a means of concentrating more intensive development to the west.

Mitigation measures to reduce impacts on single-family residences may be required.

As this area lies just north of an established single-family neighborhood, mitigation measures may be required to minimize the impacts of any new nonresidential development on these single-family homes. These measures may include the restriction of vehicle access to projects within the South Core Frame to nonresidential streets. Public improvements, such as physical barriers to restrict traffic flow in these areas, may be considered. The architectural massing of projects in this area should be modulated both horizontally and vertically to reduce their visual bulk and to reflect the topography which presently exists.

C. URBAN DESIGN

The urban design of Downtown Kirkland consists of many disparate elements which, together, define its identity and "sense of place." This document provides policy guidelines for the design of private development and a master plan for the development of the public framework of streets, pedestrian pathways, public facilities, parks, public buildings, and other public improvements (see Figure C-4).

The following discussion is organized into three sections:

A. Downtown Design Guidelines and Administrative Design Review;

B. Building Height and Design Districts; and

C. The Image of the City: Urban Design Assets.

DOWNTOWN DESIGN GUIDELINES AND ADMINISTRATIVE DESIGN REVIEW

Mechanics of Administrative Design Review are described.

The booklet entitled "Downtown Design Guidelines," which is Appendix G to this document, contains policy guidelines and concepts for private development in Downtown Kirkland. The booklet includes an explanation of the mechanics of an Administrative Design Review process to be used for all new development and major renovations in the Downtown area. Discretion to deny or condition a design proposal is based on specific Downtown Design Guidelines (DDGs) adopted by the City Council and administered by the Planning Director. Administrative Design Review enables the City to apply the DDGs in a consistent, predictable, and effective manner.

The DDGs are intended to balance the desired diversity of project architecture with the equally desired overall coherence of the Downtown's visual and historic character. This is to be achieved by injecting into each project's creative design process a recognition and respect of design principles and methods which incorporate new development into

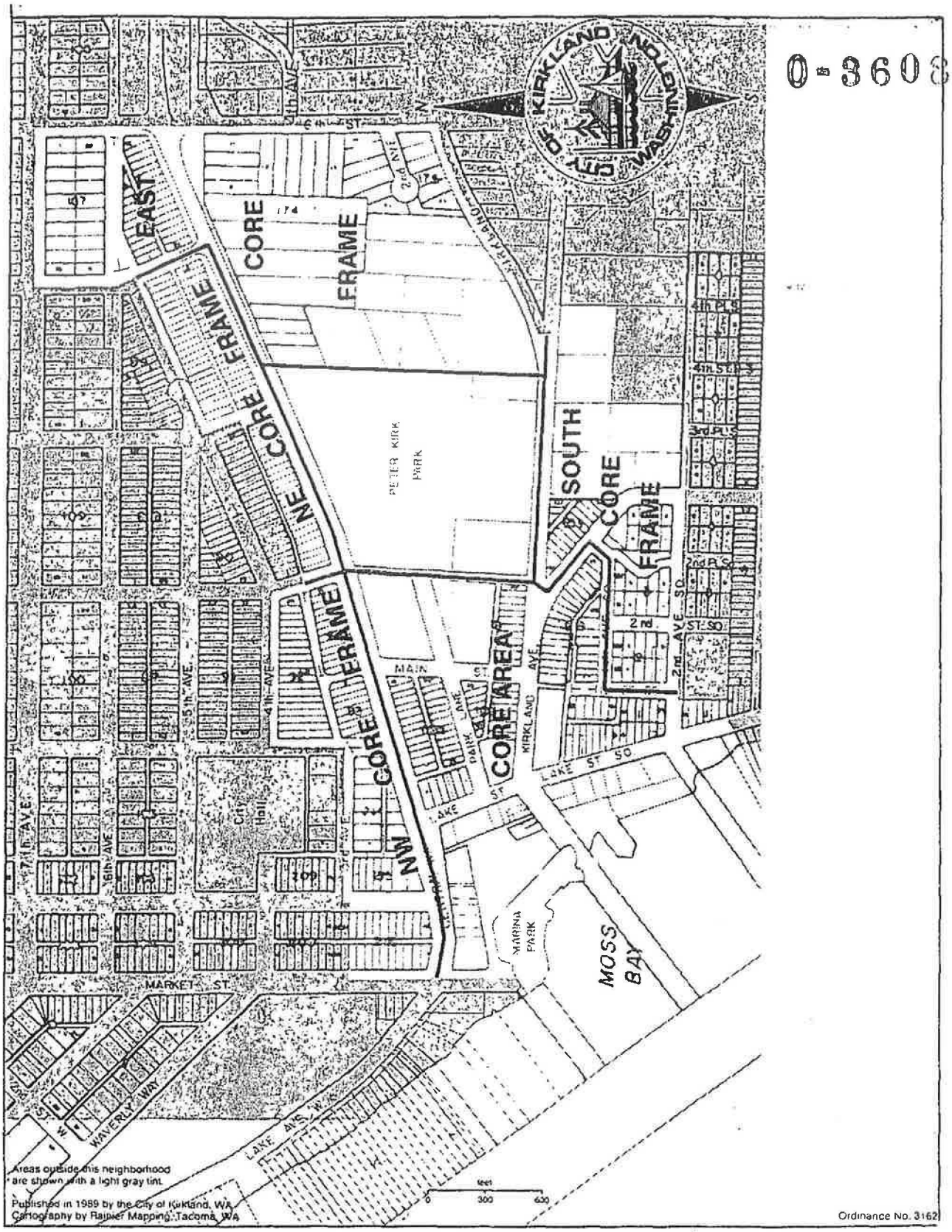

Figure C-3: Downtown Land Use Districts

EAST CORE FRAME

Development in the East Core Frame should be in large, intensively-developed mixed-use projects.

The East Core Frame includes the area where the Kirkland Parkplace shopping center is located, and extends northerly to 7th Avenue. Developments in this area should continue to represent a wide range of uses, in several large, mixed-use projects. However, because the area between Central Way and Kirkland Way provides the best opportunities in the Downtown for a vital employment base, this area should continue to emphasize office redevelopment over residential.

The north side of Central Way, within the East Core Frame, was developed in the 1950s as a strip of small retail uses. These buildings, together with several single-family homes and a large block of undeveloped land, present a major opportunity site for redevelopment.

Due to this area's location within a designated gateway to Downtown, land aggregation should be encouraged in order to promote a project containing a compatible mix of land uses and building styles. Building placement and scale, site design, as well as pedestrian and vehicular circulation to and around this block, will require careful consideration.

Grouped vehicular access points and pedestrian linkages should be provided.

Commercial land uses such as office, retail, or hotel development are appropriate for the southern portion of this potential redevelopment site and should be encouraged. Intensive use of the site would help to generate greater use of Downtown retail activities, through the presence of residents, employees, or visitors at the site. Vehicular access to commercial uses should be grouped on Central Way with possible traffic control or modification to flows on 5th Street to limit off-site impacts. Pedestrian linkages between the site, the neighborhood to the north, and the sidewalks along Central Way should be a major feature of the project layout.

Commercial uses should be oriented to Central Way, while only residential uses should be permitted above grade facing 7th Avenue and the residential portion of 5th Street. The architectural mass of a future project should be centered in the middle of the site, presenting a residentially scaled facade to the north and west. The facades oriented to Central Way and the intersection of Central/6th Street should be modulated both horizontally and vertically in order to soften the apparent mass of structures. Undergrounding of utilities and installation of landscaping along Central Way should create a mirror image of the tree-lined boulevard on the south side of the street.

SOUTH CORE FRAME

Retail, office, and office/multifamily mixed-use projects are suitable for the South Core Frame.

The South Core Frame immediately abuts the southern boundary of the core area. This area is suitable for retail, office, and office/multifamily mixed use projects.

Public parking may be provided in the South Core Frame

The South Core Frame, like the Northwest Core Frame, presents an excellent opportunity for the

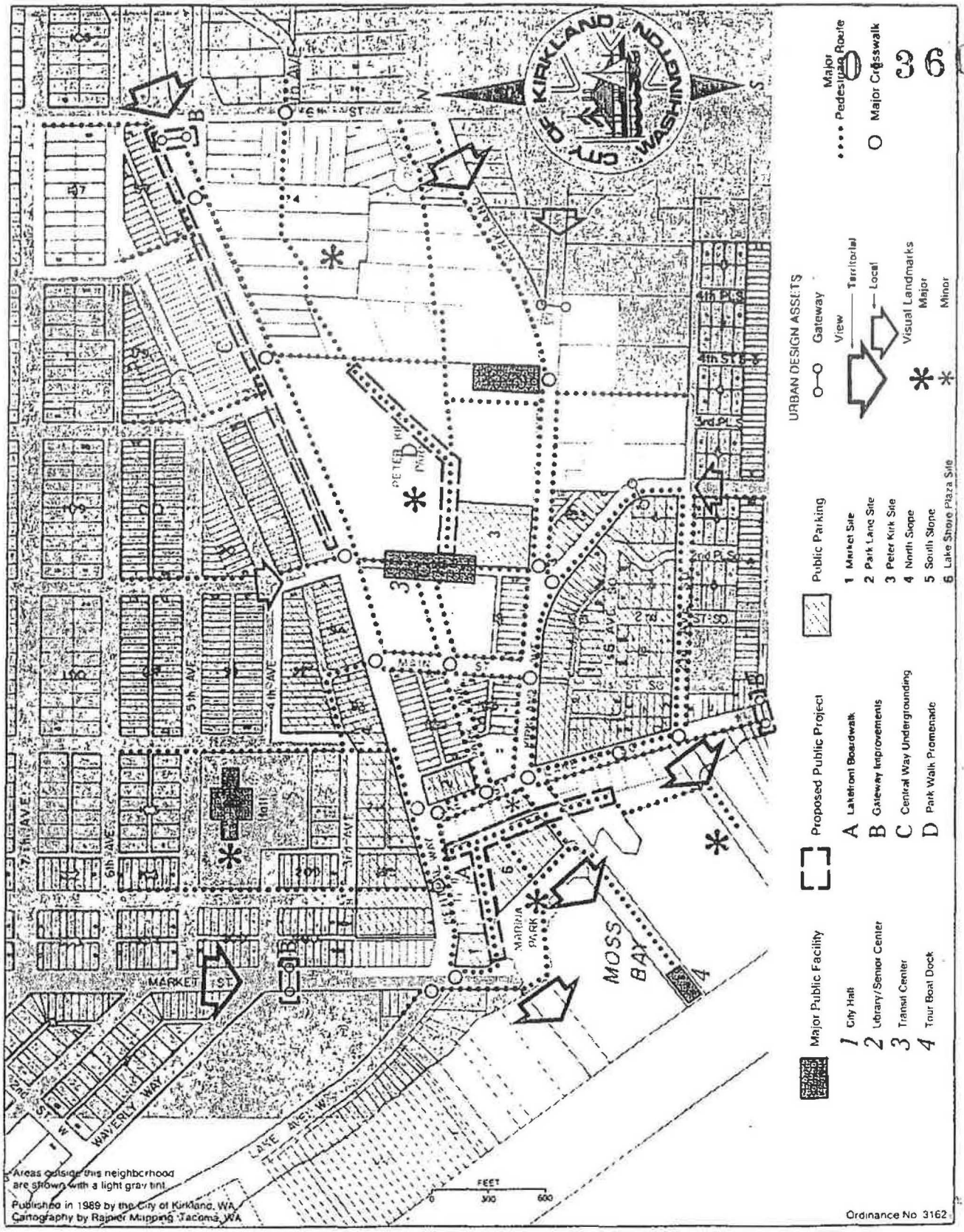

Figure C-4: Downtown Master Plan

parking in their projects, or to incorporate private parking "transferred" from projects in the core or funded by the fee-in-lieu or other municipal source. While pedestrian pathways are not as critical in this area as they are in the core, drive-through facilities should nevertheless be encouraged to locate elsewhere, to the east of 3rd Street.

NORTHEAST CORE FRAME

A broad range of commercial uses should be encouraged in the Northeast Core Frame.

The Northeast Core Frame currently contains the bulk of the Downtown area's automobile-oriented uses. Redevelopment or new development in this area should be encouraged to represent a broader range of commercial uses.

Future development should set the bulk of structures back from the street while providing low, one-story retail shops at the edge of the sidewalk. Development should also, underground utilities, and incorporate parking lot landscaping and a reduction in lot coverage in site design. This will present an open, green face to Central Way and, in conjunction with Peter Kirk Park on the south side of the street, create a tree-lined boulevard effect as one approaches the core area from the east.

Drive-through facilities and ground-floor offices are prohibited.

The desired pedestrian character and vitality of the core area requires the relatively intensive use of land and continuous compact retail frontage. Therefore, automobile drive-through facilities should be prohibited. Similarly, office uses should not be allowed to locate on the ground level. These uses generally lack visual interest, generate little foot traffic, and diminish prime ground floor opportunities for the retail uses that are crucial to the ambiance and economic success of the core area.

The attractiveness of the core area for pedestrian activity should be maintained and enhanced. Public and private efforts toward beautification of the area should be promoted. Mitigation measures should be undertaken where land uses may threaten the quality of the pedestrian environment. For example, in areas where take-out eating facilities are permitted, a litter surcharge on business licenses should be considered as a means to pay for additional trash receptacles or cleaning crews.

The creation and enhancement of public open spaces is discussed.

Public open spaces are an important component of the pedestrian environment. They provide focal points for outdoor activity, provide refuge from automobiles, and stimulate foot traffic which in turn helps the retail trade. The establishment and use of public spaces should be promoted. Parking lots which exist as one form of open area in the Downtown should be improved with landscaped buffers adjacent to rights-of-way and between properties. Landscaping should also be installed where rear sides of buildings and service areas are exposed to pedestrians.

A high-priority policy objective should be for developers to include only enough parking stalls in their projects within the core area to meet the immediate need and to locate the majority of their parking in the core frame. This approach would reserve the majority of core land area for pedestrian movement and uses and yet recognize that the adjacent core frame is within a very short walk.

The City should generally avoid vacating alleys and streets in the core area. The existing network of street and alleys provides a fine grained texture to the blocks which allows service access and pedestrian shortcuts. The small blocks also preclude consolidation of properties which might allow larger developments with less pedestrian scale. Vacations may be considered when they will not result in increased building mass and there is a substantial public benefit. Examples of public benefit might include superior pedestrian or vehicular linkages, or superior public open space.

NORTHWEST CORE FRAME

Office and office/multifamily mixed-use projects are appropriate in the Northwest Core Frame.

The Northwest Core Frame includes the area south of City Hall and north of the core area. This area should develop with office, or office/multifamily mixed-use projects, whose occupants will help to support the commercial establishments contained in the core. Retail and restaurant uses are desirable provided that they have primary access from Central Way.

This area presents an excellent opportunity for the development of perimeter parking for the core area and is so shown in the Downtown Master Plan (Figure C-4). Developers should be allowed ~~strongly encouraged through development bonuses or other incentives~~ to include surplus public

Downtown's overall pattern. The DDGs would be applied to any specific site in conjunction with the policy guidance provided by the Downtown Master Plan and the following text regarding Design Districts.

The Administrative Design Review Process enables the City to require new development to implement the policy guidance contained in the DDGs, the Master Plan for Downtown, and to protect and enhance the area's urban design assets. A more complete description of how Administrative Design Review should operate is found in Appendix G.

BUILDING HEIGHT AND DESIGN DISTRICTS

Figure C-5 identifies ~~six~~ eight height and design districts within Downtown Kirkland. The boundaries of these districts are determined primarily by the topographical characteristics of the land and the area's proximity to other noncommercial uses.

Design District A1

Maximum building height in Design District A 1 is between two and four stories.

This district is bordered by Lake Street, Central Way, 3rd Street, and generally 1st Avenue South. When combined with District ~~B~~ 2, this area corresponds to the core area as shown in Figure C-3.

The maximum building height in this area should be between two and four stories with no minimum setback from property lines. Stories above the second story should be set back from the street. To preserve the existing human scale of this area, development over two stories requires review and approval by the City Council based on the priorities set forth in this plan. Buildings should be limited to two stories along all of Lake Street south to reflect the scale of development in Design District 2. Along Park Lane west of Main Street, Main Street, Third Street, and along Kirkland Avenue, a maximum height of two stories will protect the existing human scale and pedestrian orientation. Buildings up to three stories in height may be appropriate along Central Way to reflect the scale of development in Design District 8 and as an intermediate height where adequately setback from the street. A continuous three story street wall should be avoided by incorporating vertical and horizontal modulations into the design of buildings.

The portions of Design District 1 east of Main Street and south of Kirkland Avenue provide the best opportunities for new development that could contribute to the pedestrian fabric of the Downtown. Much of the existing development in these areas consists of older auto-oriented uses defined by surface parking lots and poor pedestrian orientation. To provide incentive for redevelopment and because these larger sites have more flexibility to accommodate additional height, a mix of two to four stories in height is appropriate. East of Main Street, development should combine modulations in building heights with modulations of facade widths to break large buildings into the appearance of multiple smaller buildings. Along the south side of the Design District, building forms should step up from the north and west with the tallest portions at the base of the hillside to help moderate the mass of large buildings on top of the bluff. Buildings over two stories in height should generally reduce the building mass above the second story.

Design considerations of particular importance in this area are those related to pedestrian scale and orientation. Building design at the street wall should contribute to a lively, attractive, and safe pedestrian streetscape. This should be achieved by the judicious placement of windows, multiple entrances, canopies, awnings, courtyards, arcades, and other pedestrian amenities. Service areas,

surface parking, and blank facades should be located away from the street wall.

Design District ~~B~~ 2

One to three ~~Three to four~~ stories in building height are appropriate in Design District ~~B~~ 2, depending on location.

This area is bordered by the shoreline, Central Way, Lake Street, and 3rd Avenue South. ~~A change in topography exists within this district, with a substantial grade change from Lake Street down to Lakeshore Plaza. As a result, a maximum building height of four stories should be allowed on the side of buildings away from Central Way or Lake Street, with a maximum of three stories allowed facing those streets.~~ This area serves as the link between Downtown and the Lake and helps define the traditional pedestrian-oriented retail environment. In addition, the existing low development allows public views of the Lake from many vantages around the Downtown and allows evening sun into the Downtown core. To emphasize this link and the traditional role, building heights in this area should remain low. Two stories above the street are appropriate along Central Way and south of Kirkland Avenue. Along Lake Street South between Kirkland Avenue and Central Way, buildings should be limited to one story above the street. Two stories in height may be allowed in this area where the impacts of the additional height are offset by substantial public benefits, such as through-block public pedestrian access or view corridors. Buildings over one story in this area should be reviewed by the City Council for both design and public benefit considerations. South of Second Avenue South, buildings up to three stories above Lake Street South are appropriate. Buildings over two stories should be reviewed by the City Council to ensure an effective transition along the street and properties to the south.

As in District ~~A~~ 1, pedestrian orientation is an equally important design consideration in District ~~B~~ 2. In addition, DDGs related to the visual or physical linkage between building in this area and the lake to the west should be incorporated in building design.

The public parking lot located near Marina Park at the base of Market Street is well suited for a parking structure of several levels, due to its topography. Incentives should be developed to encourage the use of this site for additional public parking.