



April 13, 2015

Kim Fong
Caron Architecture
2505 3rd Avenue, Suite 300C
Seattle, WA 98121

RE: Conceptual Design Conference for Potala Village
File No. DRV14-02047

Dear Ms. Fong:

On March 16, 2015, the Design Review Board (DRB) held the Conceptual Design Conference for the proposed mixed use project that would consist of approximately 5,228 square feet of ground floor commercial space and approximately 59 market rate residential units. The project is located at 1006 Lake Street South. This letter summarizes some of the key points that the DRB discussed at the meeting, as well as their general direction for the project as it proceeds to the Design Response Conference. The Design Response Conference will be scheduled within 60 days of receipt of a complete application. You must submit a complete application within six months following the Conceptual Design Conference (CDC) or a new CDC will be required.

Discussion Issues:

In general, the DRB preferred Option 3 as a starting place for the project and that option's strong central courtyard and vehicular access on 10th.

A. Scale

DRB direction:

- Study modulation of all elevations of building.
- Reduce the feeling of massing with meaningful modulation.
- Reduce 19' commercial floor to reflect pedestrian scale of area.
- Explore rooftop modulation.

The *Design Guidelines* contain the following policy statements and guidelines that address the above list of techniques:

Purpose of the Design Guidelines for Neighborhood Business Districts

The Comprehensive Plan establishes a hierarchy of commercial districts, with regional goods and services at the upper end and neighborhood goods and services at the lower end.

Kirkland's Neighborhood Business Districts (BN, BNA, and MSC2) are important in providing neighborhood goods and services. Given the more localized draw for residents

to meet their everyday needs, an emphasis on convenient and attractive pedestrian connections and vehicular access is important.

In addition, because these districts are surrounded by the residential land uses they serve, the design character and context of new development is critical to ensure that it integrates into the neighborhood.

The design guidelines are intended to further the following design objectives that are stated in the Plan:

- Establish development standards that promote attractive commercial areas and reflect the distinctive role of each area.
- Encourage and develop places and events throughout the community where people can gather and interact.
- Moss Bay neighborhood: Ensure that building design is compatible with the neighborhood in size, scale, and character.

Fenestration Patterns

Varied window treatments should be encouraged. Ground floor uses should have large windows that showcase storefront displays to increase pedestrian interest. Architectural detailing at all window jambs, sills, and heads should be emphasized.

Architectural Elements: Decks, Bay Windows, Arcades, Porches

Architectural building elements such as arcades, balconies, bay windows, roof decks, trellises, landscaping, awnings, cornices, friezes, art concepts, and courtyards should be encouraged.

Building Modulation – Vertical

Vertical building modulation should be used to add variety and to make large buildings appear to be an aggregation of smaller buildings.

Special Considerations for Neighborhood Business Districts

Façades over 120 feet in length should incorporate vertical definition including substantial modulation of the exterior wall carried through all floors above the ground floor combined with changes in color and material.

Building Modulation - Horizontal

Horizontal building modulation may be used to reduce the perceived mass of a building and to provide continuity at the ground level of large building complexes. Building design should incorporate strong pedestrian-oriented elements at the ground level and distinctive roof treatments.

Special Considerations for Neighborhood Business Districts

Above the ground floor, buildings should utilize upper story step backs to create receding building forms as building height increases. Rather than a rigid stair step approach, varied step back depths and heights should be used to create well-modulated façades and usable decks and balconies overlooking the street.

"Pedestrian-Friendly" Building Fronts

All building fronts should have pedestrian-friendly features.

Special Consideration for Neighborhood Business Districts

Commercial space should generally be at grade with the adjoining sidewalk. Where this is not feasible, the building should be setback from the sidewalk far enough to allow a comfortable grade transition with generous pedestrian oriented open space.

B. Access

DRB direction:

- Support access off of 10th Avenue South.

C. Open Space and Landscaping

DRB direction:

- Support central courtyard and U shaped building.
- Study shading of courtyard and appearance of back wall.
- Provide information on landscape buffer to the east and tree retention.

The *Design Guidelines* contain the following guidelines that address the above list:

Pedestrian-Oriented Plazas

Successful pedestrian-oriented plazas are generally located in sunny areas along a well-traveled pedestrian route. Plazas must provide plenty of sitting areas and amenities and give people a sense of enclosure and safety.

Blank Walls

Blank walls should be avoided near sidewalks, parks, and pedestrian areas. Where unavoidable, blank walls should be treated with landscaping, art, or other architectural treatments.

Pedestrian Connections

Commercial developments should have well defined, safe pedestrian walkways that minimize distances from the public sidewalk and transit facilities to the internal pedestrian system and building entrances.

D. Items required for Design Response Conference

In addition to the items outlined in the application form for the Design Response Conference (attached), the DRB noted the need for the following items to be submitted for review:

- Sketch Up model with adjoining development (only need to show simple massing) dropped in. Model should have ability to turn the tree layer off and navigate around property to show pedestrian level view.
- A pedestrian eye view from Lake Street South.
- Elevations for all facades.
- Full Survey.

When further refining the proposal and responding to the DRB's comments, please be sure to review the following resources:

- *Design Guidelines for Pedestrian Oriented Business District including Special Considerations for Neighborhood Business Districts.*

This document can be accessed at the Planning and Community Development Department page on the City's website, which can be reached at:
<http://www.kirklandwa.gov/depart/planning.htm>

If you have any additional questions, please feel free to contact me at aruggeri@kirklandwa.gov or at 425-587-3256.

Sincerely,

PLANNING AND COMMUNITY DEVELOPMENT



Angela Ruggeri, AICP
Senior Planner

Cc: Design Review Board Members
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