



# Design Guidelines

For Rose Hill Business District



MAKERS architecture and urban design

Adopted by the City Council  
pursuant to Kirkland Municipal Code  
Section 3.30.040, Ordinance 4031 on  
January 3, 2006

A handwritten signature in blue ink that reads "Jim Lauinger".

Jim Lauinger,  
Mayor

A handwritten signature in blue ink that reads "Eric Shields".

Eric Shields,  
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# Design Guidelines for Rose Hill Business District

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**Design objectives promoted in the NE 85<sup>th</sup> Street Subarea Plan for the Rose Hill Business District are to:**

- Create a more attractive and economically viable commercial area by working closely with business and property owners in the subarea to improve and upgrade the appearance of the corridor.
- Ensure that new development meets high standards for building and site design.
- Increase continuity and order by coordinating site orientation, building scale, and streetscape elements of new development to fit into the context of surrounding buildings.
- Improve pedestrian safety and pedestrian friendliness by providing new street improvements along NE 85<sup>th</sup> Street and connecting streets to enable pedestrians, drivers, bicyclists and other users to have a safe, pleasant experience.
- Create effective buffers and transitions between commercial and multi-family land uses and the established residential neighborhoods to the north and south.

## **Design Vision for Rose Hill Business District**

The future of the Rose Hill Business District will be a vibrant mixed-use corridor combining regional and local uses in a unique setting that accommodates both vehicular and pedestrian traffic. The district will continue to be automobile-oriented, but its existing single-story development pattern will be transformed into a more viable pattern of mixed residential and commercial uses. The NE 85<sup>th</sup> Street Subarea Plan envisions an attractive, economically healthy commercial area where consumers and nearby residents have access to a mix of regional, community, and local shops and services. A goal of the district is to be pedestrian-friendly and have a sense of community and neighborhood identity.

Whereas Kirkland's downtown and other commercial areas are separate districts, NE 85<sup>th</sup> Street is a regional transportation corridor running through the residential North and South Rose Hill Neighborhoods. This distinction has encouraged close participation by these neighborhoods in shaping the character of the Rose Hill Business District. Businesses, property owners, and neighborhood residents helped develop the NE 85<sup>th</sup> Street Subarea Plan, which sets forth goals and policies for future development.

The Rose Hill Business District is comprised of three distinct design districts, the **Regional Center** to the west towards Interstate 405, the centralized, more pedestrian-oriented **Neighborhood Center**, and the smaller scale **East End**.



*Figure 2. Corridor developments should accommodate both pedestrian and vehicular traffic*

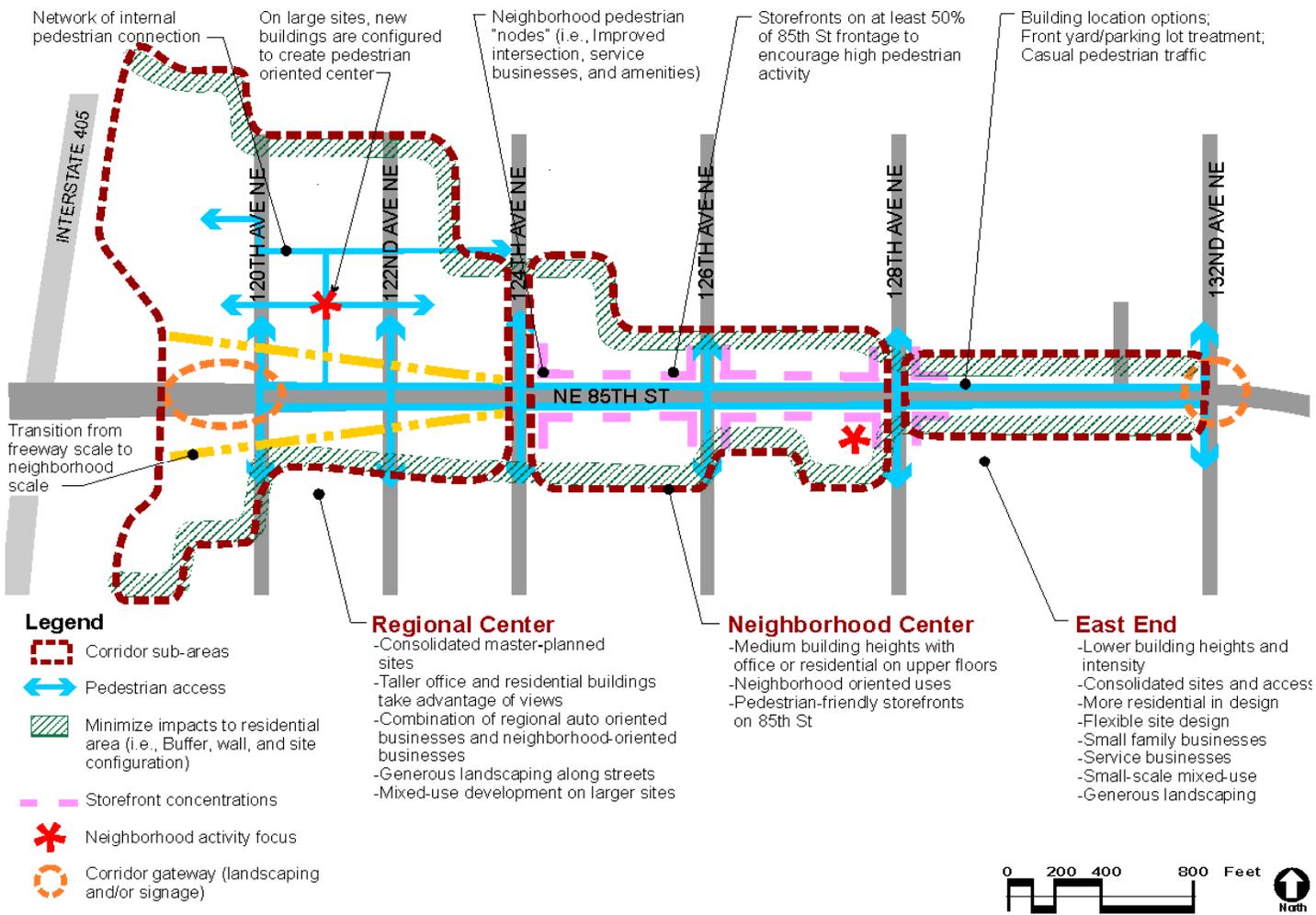


Figure 3. The planning concept for the Rose Hill Business District calls for three distinct design districts.

Visibility from I-405 and easy freeway access allows for larger, regional-oriented uses to dominate the **Regional Center**, the area west of 124<sup>th</sup> Avenue NE. The **Neighborhood Center**, between 124<sup>th</sup> and 128<sup>th</sup> Avenue NE, serves as the focal point for the North and South Rose Hill Neighborhoods and will feature a combination of neighborhood-related uses, regional services, and mixed-uses in a pedestrian-friendly setting. The **East End**, between 128<sup>th</sup> Avenue NE and the eastern city limits at 132<sup>nd</sup> Avenue NE, will feature smaller scale businesses and mixed-uses in a setting compatible with surrounding residential uses. Common streetscape elements, including street lights, sidewalks, and landscaping, will tie all three subareas together to create a distinct visual image for the corridor. Where two design districts overlap at 124<sup>th</sup> Avenue NE and at 128<sup>th</sup> Avenue intersections, design treatments from both districts will need to be considered during the design review process to produce a superior design at the corners.

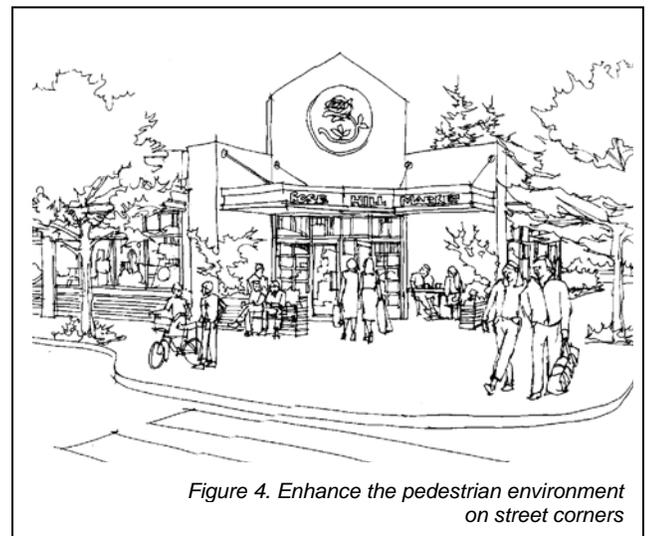


Figure 4. Enhance the pedestrian environment on street corners

NE 85<sup>th</sup> Street will continue to serve as a primary link between Kirkland and Redmond. While the corridor will maintain heavy vehicular traffic volumes, new transit improvements, wide sidewalks, landscaping, lighting, consolidated driveways, medians, crosswalks, and storefronts should make the corridor more inviting to pedestrians. Steps should be taken to minimize cut-through traffic and other traffic impacts to adjacent neighborhoods. Improvements to sidewalks on streets connecting to NE 85<sup>th</sup> Street should be made to improve neighborhood access to corridor uses, which will result in increased pedestrian activity for local businesses.

The quality of private development will improve over time, particularly with the adoption of site planning, building, and landscape design standards. Especially within the **Neighborhood Center** district, the corridor should maintain pedestrian-friendly storefronts concentrated at key street corners. Uses that do not front on the street should feature a system of attractive walkways that connect uses to the street and adjacent sites. On larger sites within the corridor, developments should utilize interior roads that look and function more like public streets, with on-street parking, street trees, and wide sidewalks. Storefronts should feature a variety of building details to enhance the pedestrian setting along sidewalks and interior pathways.

Transitional design techniques will be important to the adjacent residential uses. Multifamily development will provide the preferred transitional use between commercial and low-density residential areas. In addition to complying with the adopted standards, commercial and multifamily developments will utilize a variety of techniques to both minimize impacts to adjacent residential developments and maximize property use. Such techniques may include building modulation and articulation, a mix of building materials, and colors coordinated with buildings massing, wide landscape buffers, and low building walls that function as buffers.

Landscaping elements will be a common theme in the corridor and include the neighborhood's namesake roses. Developments will utilize a colorful variety of drought-tolerant and low-maintenance trees, shrubs, and groundcover to soften the appearance of the corridor and add seasonal interest.

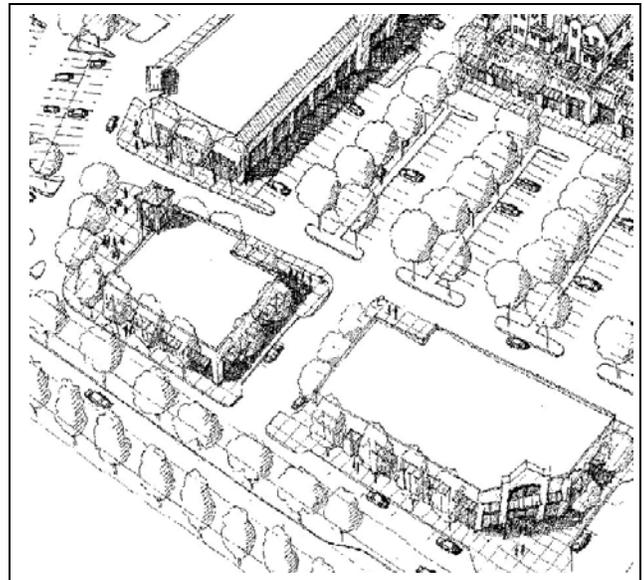


Figure 5. The quality of development will improve over time, enhancing the character of the business

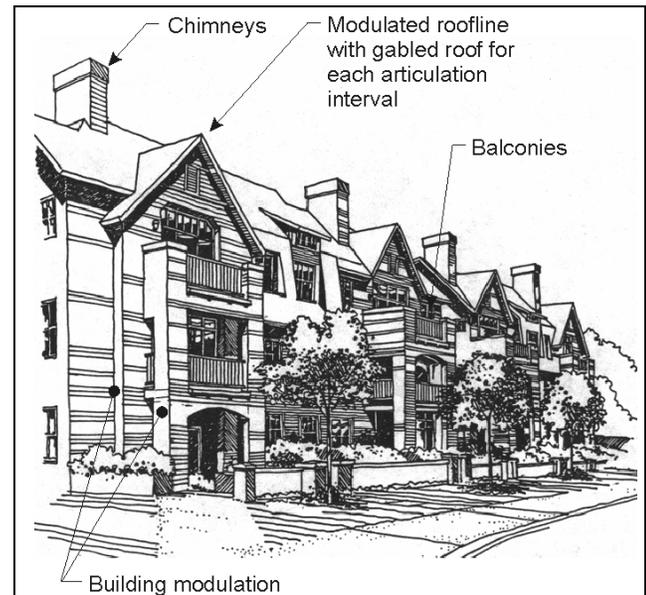


Figure 6. Multi family residential buildings feature a combination of modulation and articulation techniques to reduce their perceived scale and to add visual interest

# Overview of Three Design Districts

## Regional Center

The Regional Center includes the commercial and mixed-use zoning districts in the Rose Hill Business District between Interstate 405 and 124<sup>th</sup> Avenue NE. It is an important regional crossroads featuring a concentration of regional-oriented retail, auto dealerships, and office uses that draw customers from the Puget Sound, and local residential areas.

The larger sites within this subarea should coordinate the phasing and organization of major redevelopment around new internal vehicular and pedestrian circulation systems with buildings facing toward the internal circulation networks while also facing toward the adjacent streets. Large sites along NE 85<sup>th</sup> Street can provide a welcoming face towards NE 85<sup>th</sup> Street and convenient connections to other side streets, they are often large enough to provide their own pedestrian-oriented focal point. This may include a plaza area surrounded by shops or wide sidewalk areas along an interior access street.

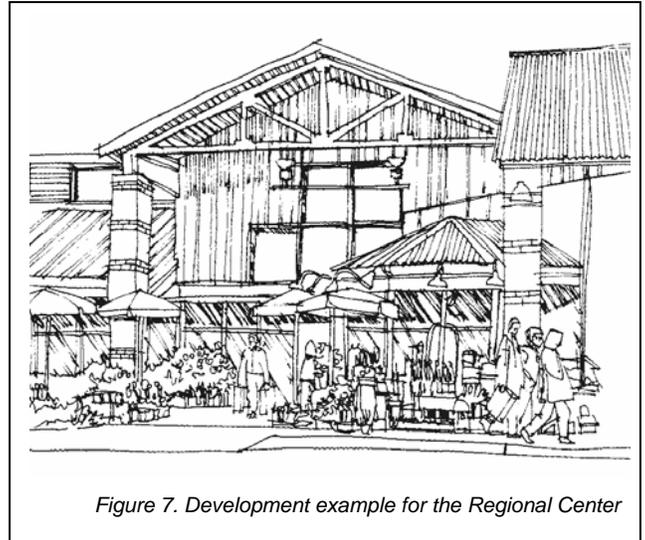


Figure 7. Development example for the Regional Center

## Design Considerations for RH 3 Zone

The RH 3 zone should be master-planned to provide coordinated development. For example, Rose Hill Shopping Center could be redeveloped into vibrant mixed-use village, combining local and destination-oriented retail uses with office and residential uses. The Master Plan should be pedestrian oriented and incorporate design standards such as:

- a. Buildings and retail storefronts oriented to internal pedestrian and vehicular routes and to surrounding streets with clearly identifiable building and pedestrian access points and entryways to adjacent streets and internal pedestrian pathways.
- b. Isolated building pads should be minimized.
- c. Design techniques to prevent the dominance of large single occupant structures, such as use of: smaller building footprints, multiple tenant spaces on each floor of a structure abutting a street, stepping back of upper stories along NE 85<sup>th</sup> Street and corner building treatments at 120<sup>th</sup> Avenue NE and 122<sup>nd</sup> Avenue intersections.
- d. Incorporate useable public spaces, plazas or pocket parks, and public amenities, such as art, sculptures, fountains or benches.
- e. Use landscaping to emphasize entries into buildings, pedestrian areas, and pedestrian routes to enhance public spaces, parking areas, and to screen blank walls and service areas.
- f. Placement of loading and service areas shall be located away from NE 85<sup>th</sup> Street and pedestrian areas.

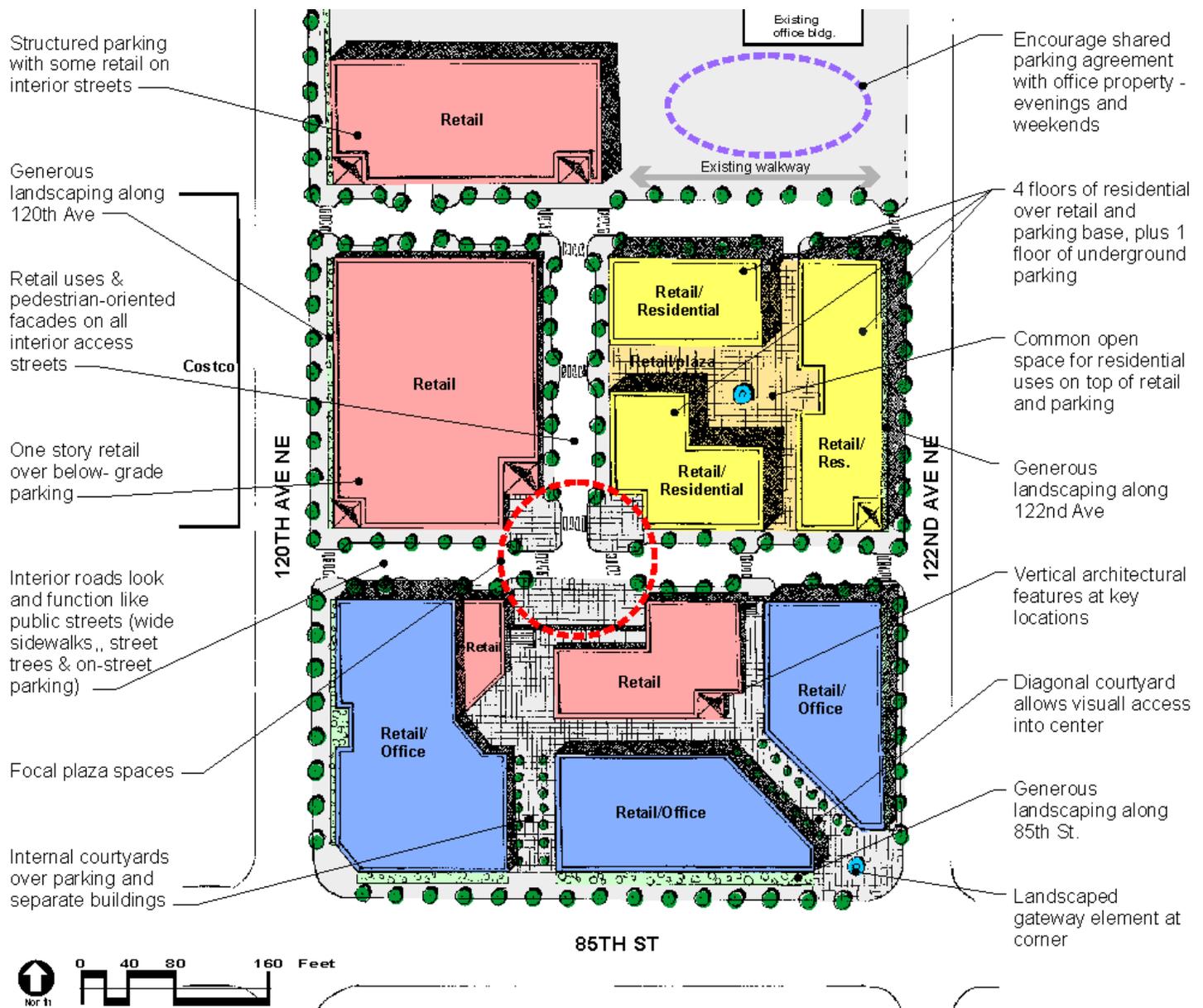


Figure 8. An example of redevelopment of the RH 3 zone consistent with the design guidelines.

## Design Considerations for RH 2A-2C Zones

The following design techniques should be incorporated into new development in the RH 2A-2C zones to minimize the dominance of large single occupant structures:

- smaller building footprints
- multiple tenant spaces on the ground floor of a structure abutting pedestrian or vehicular routes,
- stepping back of upper stories adjacent to residential uses,
- providing openness by limiting the floor area on upper stories and modulating upper stories in height as development transitions from NE 85<sup>th</sup> Street to the south portion of the zone,
- separating the buildings and providing ample building modulation,

- f. providing corner building treatments at NE 85<sup>th</sup> Street and 120<sup>th</sup> Avenue NE intersections,
- g. use of underground or structured parking is preferred over large ground level parking lots

As in the RH 3 zone, use landscaping to emphasize entries into buildings, pedestrian areas, and pedestrian routes, to enhance public spaces, parking areas, and to screen blank walls and service areas. Landscaping should also be provided in plazas, along pedestrian circulation routes, in parking areas and to buffer adjoining residential uses. Landscape buffers should not apply along property lines adjacent to I-405.

### **Neighborhood Center**

The Neighborhood Center includes the commercial and mixed-use zoning districts between 124<sup>th</sup> and 128<sup>th</sup> Avenue NE. Land uses should include a mix of regional and local-oriented retail. The area also should include in some mixed use buildings office and multifamily uses on upper floors where not adjacent to NE 85<sup>th</sup> Street. A concentration of storefronts directly on NE 85<sup>th</sup>, distinguishes this area from the Regional Center and the East End. As a result, this is the most pedestrian-friendly stretch of the corridor.

### **East End**

The East End includes the commercial and mixed-use zoned properties in the Rose Hill Business District east of 128<sup>th</sup> Avenue NE. The area features a mix of smaller scale uses oriented towards both the regional and local population. The style of development should be more residential in character including conversion of single family homes into commercial businesses. Nearly all buildings should feature pitched roofs and porches or smaller covered entries.

Over time, many smaller sites should be consolidated to maximize development opportunity and share vehicular access and parking. The design guidelines provide a number of street frontage options for businesses. In the future, the resulting development will be a mix of storefronts directly on the street, storefronts with small landscaped setbacks, businesses maintaining parking in front, and multi-story buildings with parking underneath.

# Design Guidelines

The following design guidelines for the Rose Hill Business District (RHBD) are intended to help guide the future development of the business district toward the future vision statement found in the NE 85<sup>th</sup> Street Subarea Plan. These guidelines describe the urban design concept that will give the district its distinct design character. Specific design guidelines unique to each of the three design districts are included to address the characteristics of each location such as site planning, vehicular access, landscaping, parking lot location, building scale, building materials and color, building entries, service areas, roof treatments, degree of pedestrian oriented frontage and transition areas between commercial and residential uses. Improvements to streets, parks, and the development of new public facilities will create a dynamic setting for civic activity and private development.

## 1. Entry Gateway Features

The Comprehensive Plan calls for gateway features at the key entry points into neighborhoods and business districts.

### Objectives

- To enhance the character and identity of the Rose Hill Business District.

### Guideline

Incorporate entry gateway features in new development on NE 85th Street at 120th and 132nd Avenues. Gateway features should incorporate some or all of the following:

- a. Distinctive landscaping including an assortment of varieties of roses.
- b. Artwork (e.g. vertical sculpture incorporating historical information about Rose Hill).
- c. A gateway sign with the City logo.
- d. Multicolored masonry forming a base for an entry sign.
- e. Decorative lighting elements.

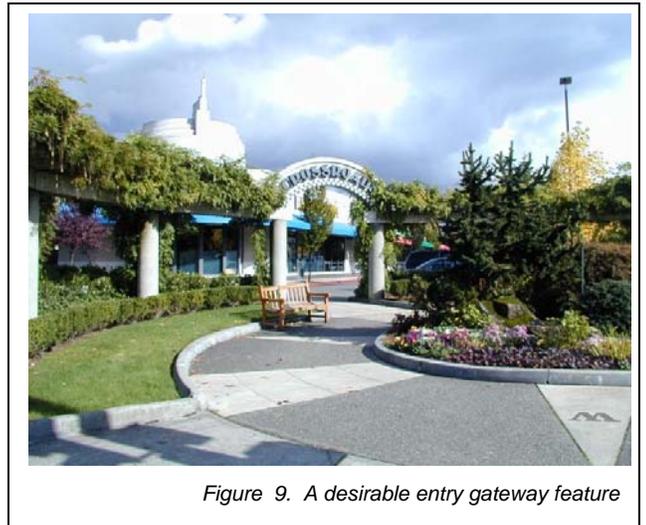


Figure 9. A desirable entry gateway feature

## 2. Street Trees

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### Objectives

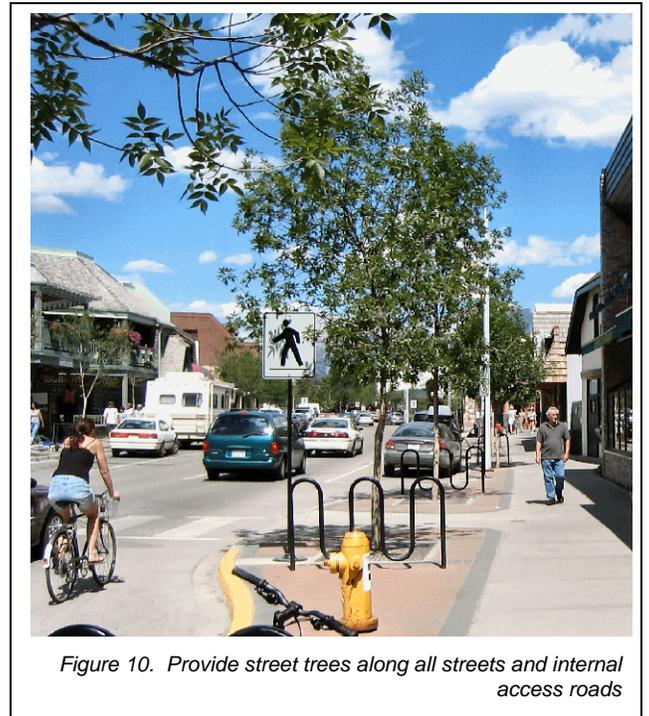
- To enhance the pedestrian environment of the Rose Hill Business District.
- To utilize street trees to upgrade the character and identity of the Rose Hill Business District.
- To utilize trees that provide seasonal interest.

### Discussion

The repetition of trees bordering streets, internal roadways, and pathways can unify a community's landscape. Trees can add color, texture, and form to the urban environment. A strong street tree planting scheme can establish community identity and provide a respite from the weather and the built environment.

### Guidelines

- a. Incorporate street trees, along all streets, internal access roads, and pathways.
- b. Encourage developments to utilize street trees as a unifying feature of the development.
- c. Select and maintain tree species that will accommodate pedestrian and vehicular traffic, and maintain visibility into and through sites for safety purposes.



### 3. Street Corners

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#### Objectives

- To enhance the appearance of highly visible locations.
- To upgrade the character and identity of the Rose Hill Business District and its individual subareas.
- To enhance pedestrian access and safety.

#### Discussion

Street corners, especially along arterial corridors, provide special opportunities for visual punctuation and an enhanced pedestrian environment. Buildings on corner sites that incorporate architectural design elements create visual interest for the pedestrian and provide a sense of human proportion and scale.

Street corners can be an excellent location for plazas, particularly where adjacent storefronts and building entries are provided.

#### Guidelines

- a. Encourage design treatments that emphasize street corners through the use of building location and design, plaza spaces, landscaping, distinctive architectural features, and/or signage.
- b. Incorporate storefronts directly at 124<sup>th</sup>, 126<sup>th</sup>, and 128<sup>th</sup> street corners to reinforce the desired pedestrian-oriented character of the Neighborhood Center.
- c. Encourage special landscaping elements on all street corners in the Rose Hill Business District. Such landscaping elements should incorporate a variety of plant types and textures that add seasonal interest.
- d. Encourage all buildings located at or near street corner to incorporate special architectural elements that add visual interest and provide a sense of human proportion and scale. This could include a raised roofline, turret, corner balconies, bay windows, special awning or canopy design, and/or distinctive use of building materials (see the following examples).



*Figure 11. This building uses a cropped corner with entry and decorative roofline, building materials, and details to provide visual interest*

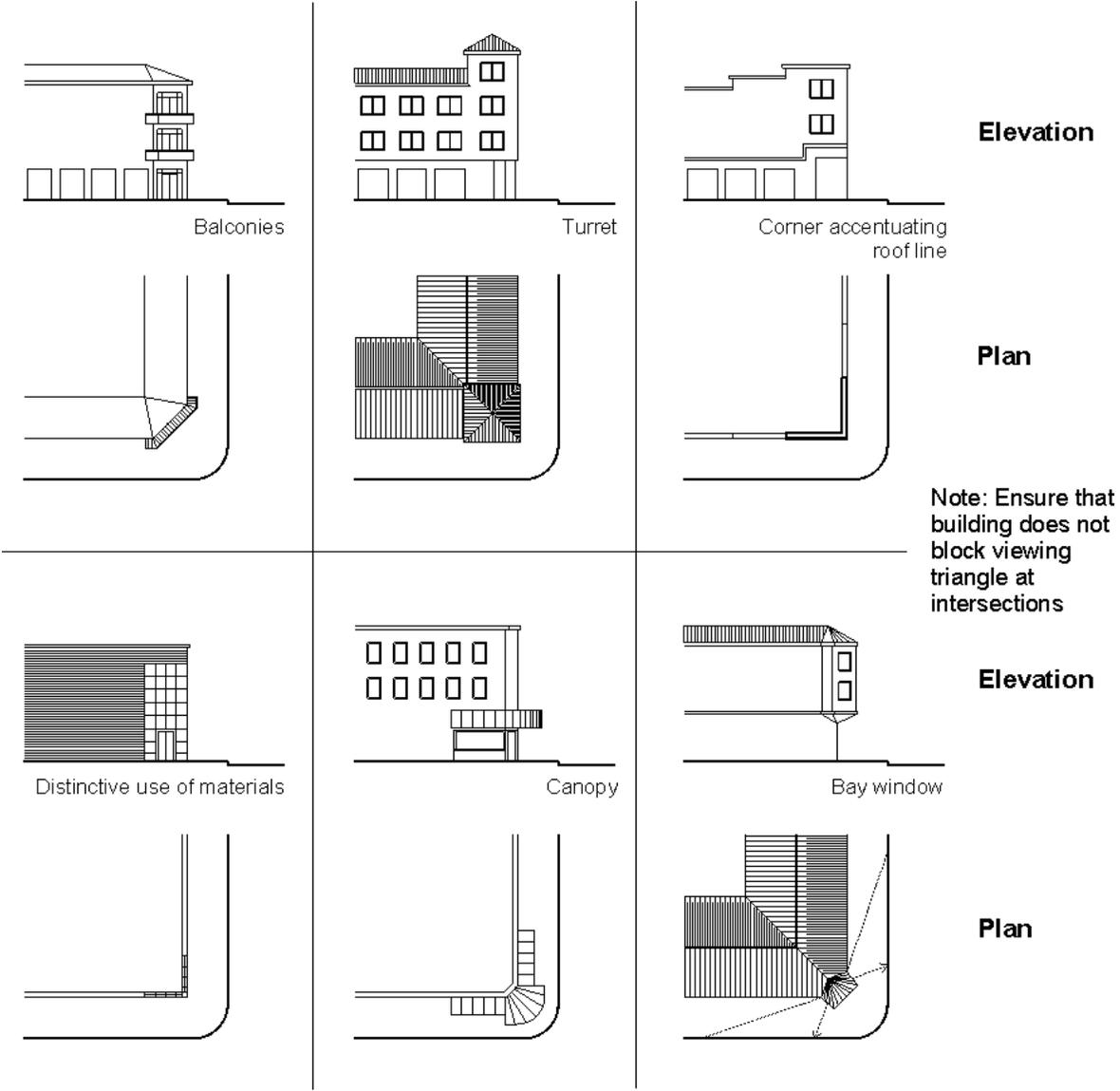


Figure 12. Desirable building elements for street corners.

## 4. Pedestrian-Friendly Building Fronts

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### Objectives

- To enhance the pedestrian environment within the Rose Hill Business District.
- To create safe and active sidewalks and pathways.

### Guidelines

Incorporate transparent windows and doors and weather protection features along all non-residential facades adjacent to a sidewalk or internal pathway. Weather protection features could include awnings, canopies, marquees, or other permitted treatments.

Alternative treatments may be considered if they meet the objectives. For example, reduced transparency and weather protection levels may be considered if an alternative configuration provides other amenities above and beyond what is required by KZC Chapter 92 and the Design Guidelines and, if building details or architectural treatments provide interest at close range and won't "deaden" the pedestrian environment or create a potential safety problem.

## 5. Building Location and Orientation

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### Objectives

- To enhance the character and identity of the Rose Hill Business District.
- To upgrade the appearance of streets within the Rose Hill Business District.
- To increase pedestrian circulation.
- To encourage landscaping elements between the sidewalk and buildings or parking areas in the Regional Center.
- To create focal points, particularly on large sites.
- To coordinate development with adjacent sites, where desirable.
- To encourage development configurations that minimize negative impacts to adjacent single family residential areas.

### Guidelines

- a. Locate and orient buildings towards streets, plazas or common open spaces, and major internal pathways.
- b. Configure buildings to create focal points especially on larger sites.
- c. Configure development to provide opportunities for coordinated pedestrian and vehicular access. Where there are no current opportunities for coordinated access, developments should provide the opportunity for future coordination, where desirable, should the adjacent site be redeveloped in the future.



Figure 13. An example of a pedestrian-friendly building façade

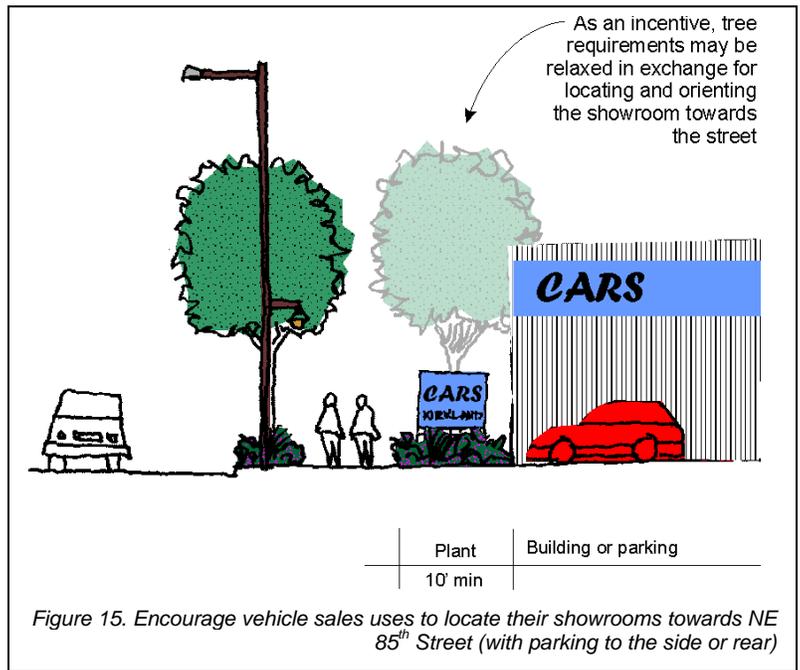


Figure 14. Encourage developments to place parking lots to the side or rear, as accomplished here

d. Site and orient multi-story buildings to minimize impacts to adjacent single family residents. For example, if a multi-story building is located near a single family property, provide landscaping elements and/or minimize windows and openings to protect the privacy of adjacent homes. Another consideration is to increase upper level building setbacks.

e. Encourage vehicle or equipment sales uses to locate their showrooms towards NE 85<sup>th</sup> Street (parking to the side or rear) by offering the following incentives:

- Allow vehicle display areas between a portion of the property street frontage if the display is integrated creatively with landscaping. This could include cars on a rock outcropping or on a discreet structure that allows a display vehicle to “float” over the landscaping.
- Allow increased signage through coordinated master sign plans.
- Allow modifications in perimeter landscaping adjacent to a street. For example, on portions of the site where parking lots are adjacent to NE 85<sup>th</sup> Street or a clustering of the required trees may be permitted provided the perimeter landscaping treatment meets the objectives of the Building Location and Orientation Design Guidelines contained in this section.



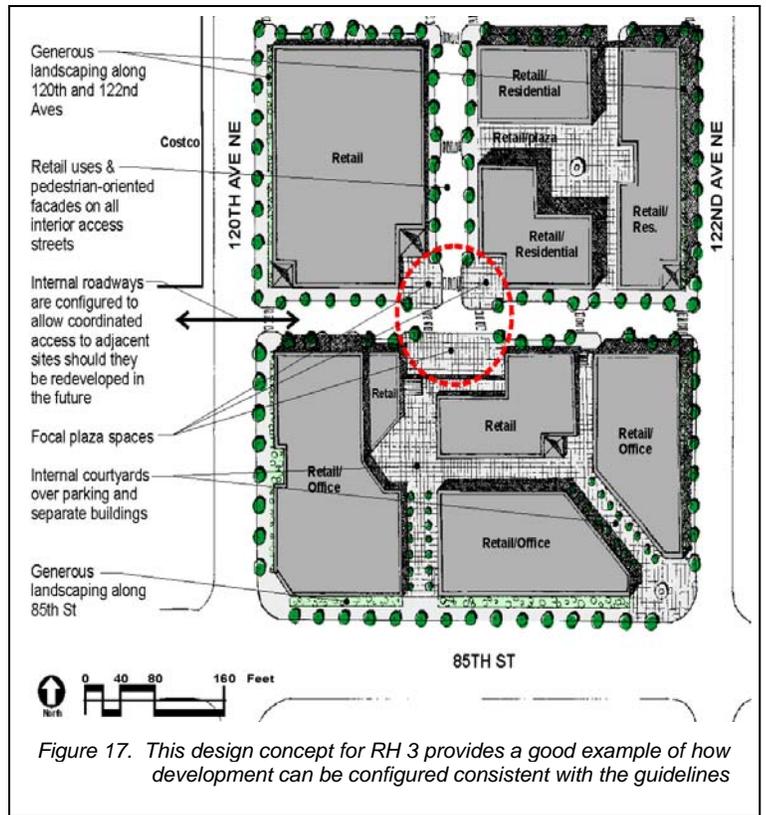
### Regional Center NE 85<sup>th</sup> Street Frontage

f. Provide landscaping between the sidewalk and building or parking lot to provide visual relief and enhance the pedestrian experience along the corridor. Such landscaping should include a combination of ground cover, shrubs, and trees and be trimmed to maintain visibility into the site and buildings. Specifically:

- Where surface parking lots are adjacent to the street, provide a row of trees and shrubs. Trim trees and shrubs to maintain visibility at eye level from street into parking area. Vehicles sales uses may cluster trees and use low level shrubs to improve visibility for vehicle display areas.
- Where buildings face the street, trees may not be appropriate. Otherwise, provide trees as necessary to add visual interest and screen blank walls.



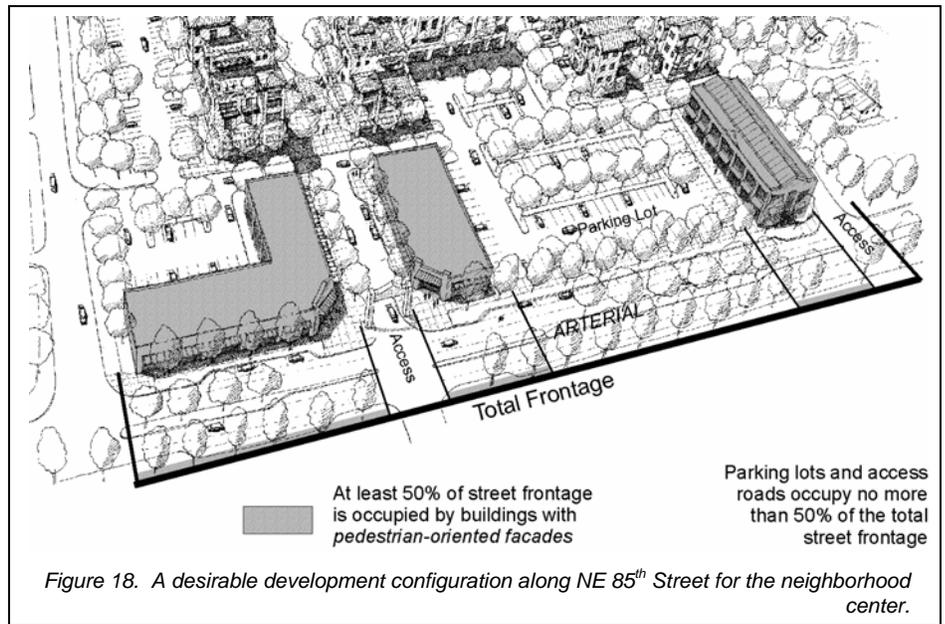
- A variety of landscaping materials is encouraged in addition to the use of grass lawn.
- As an alternative, developments may use some or all of this frontage area as a plaza space, provided landscaping elements and pedestrian amenities are included and it meets the intent of the Design Guidelines.



**Neighborhood Center NE 85<sup>th</sup> Street Frontage**

- g. Encourage developments to locate storefronts directly on the sidewalk along NE 85<sup>th</sup> Street to reinforce this area as the pedestrian-oriented center of the Rose Hill Business District.

A minimum percentage (50%) of pedestrian-oriented facades fronting NE 85<sup>th</sup> Street strives to achieve this objective. Relaxation of this standard may be considered where alternative development configurations can better meet the intent of the Design Guidelines. For example, an alternative scenario with reduced storefront percentage may allow a larger and more inviting plaza space than would be possible under the 50% frontage requirement.



Alternatives that reduce the percentage of storefront buildings should include design features that define the street edge and enhance the pedestrian environment. Vertical landscaping and/or architectural elements are important in framing the street edge.

## East End NE 85<sup>th</sup> Street Frontage

h. Encourage development to locate and orient buildings towards the street with parking to the side or the rear: At a minimum this should include:

- Non-residential facades located directly adjacent to the sidewalk or buildings featuring a modest landscaped front yard area or plaza area between the sidewalk and the façade.
- Primary building entries and windows facing the street.
- Landscaping trimmed to maintain visibility between the sidewalk and the building.

Office and residential developments are encouraged to locate and orient buildings towards an interior open space or courtyard, where space allows. In this scenario, primary building entries may orient towards the open space provided there is direct visibility into the open space from the sidewalk. Windows should be provided on the street façade.

Buildings may be located towards the rear of the property provided they meet landscaping, parking, pathway, and façade standards along the front (see Figure 19).

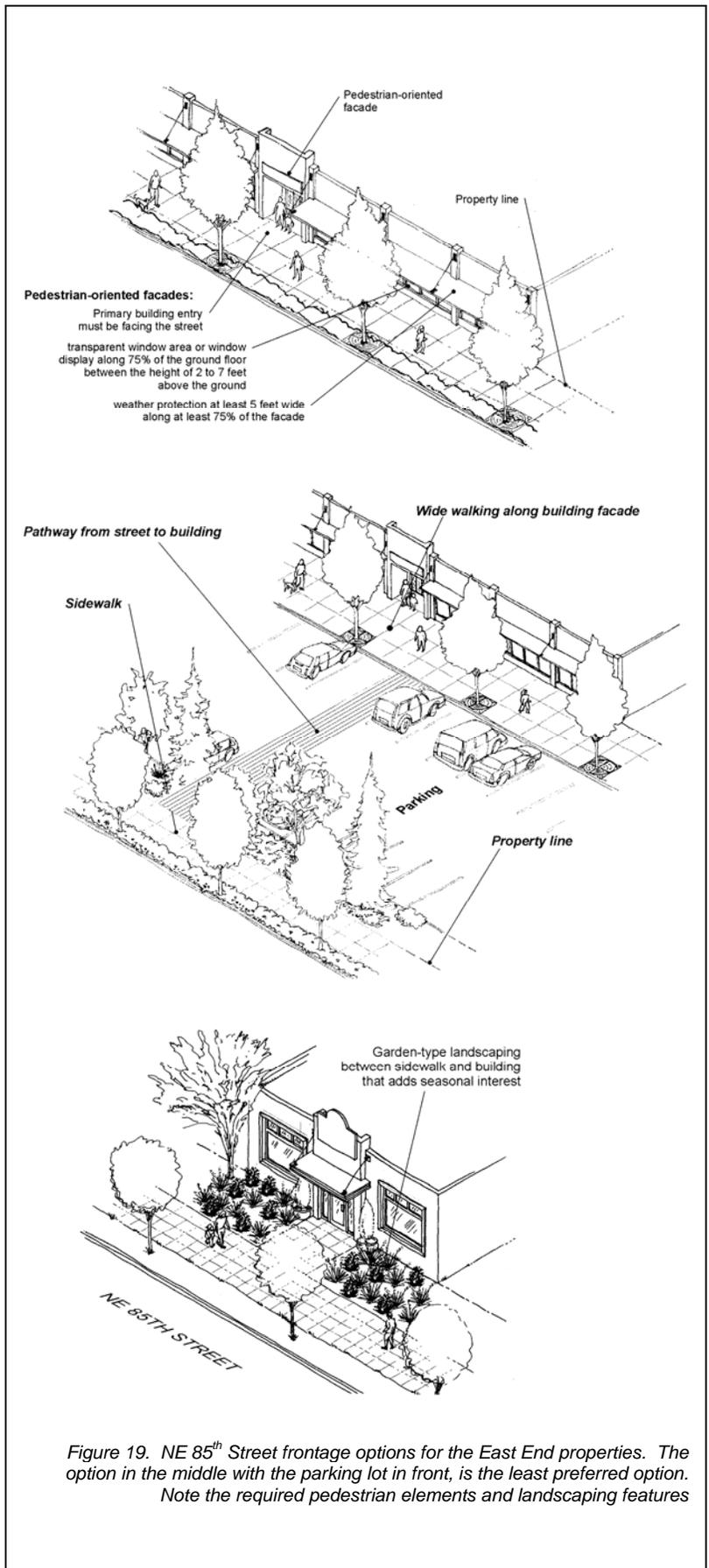


Figure 19. NE 85<sup>th</sup> Street frontage options for the East End properties. The option in the middle with the parking lot in front, is the least preferred option. Note the required pedestrian elements and landscaping features

## 6. Sidewalk and Pathway Widths

### Objectives

- To provide wide sidewalks and pathways that promote an increase in pedestrian activity within the Rose Hill Business District.

### Discussion

Sidewalks have three overlapping parts with different functions: the curb zone, the movement zone, and the storefront or activity zone. A well-sized and uncluttered movement zone allows pedestrians to move at a comfortable pace.

### Guidelines

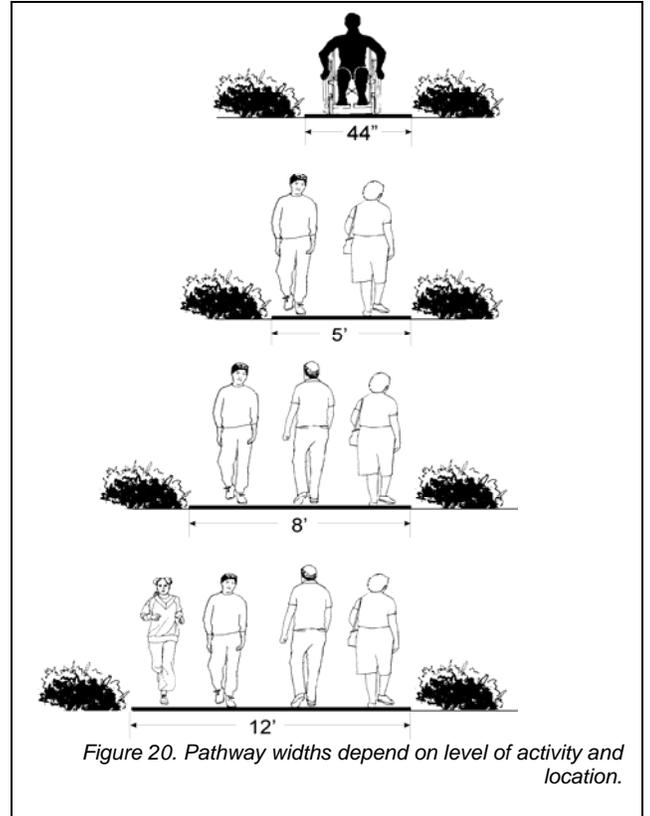
- Integrate a “curb zone” into the sidewalk or pathway width. This space can include street trees, newspaper stands, street signs, garbage cans, phone booths, mail boxes, etc. Subtle changes in paving patterns between the curb zone and the movement zone can be effective and should be considered.
- Sidewalks or pathways adjacent to moving vehicular traffic need generous buffers to make them safer and more inviting. Landscaping elements are particularly important physical and visual buffers between walkways and streets or other vehicle access areas. As a general rule, the higher the travel speed, the greater the buffer should be between moving cars and pedestrians.
- Design sidewalks and pathways to support a variety and concentration of activities and provide a separation for the pedestrian from the busy street. Specifically:

Considerations for the “movement zone” widths:

- Curb zones with parallel parking typically need 4'-6'; without parallel parking: 3'-4'.
- 12' accommodates 4 persons walking abreast.
- 8' accommodates 3 persons walking abreast.
- 5' accommodates 2 persons walking abreast.

Considerations for the “store front zone” width:

- Outdoor dining uses: 6' allows for one table.
- Outdoor displays typically need at least 4' (6' preferable).



## 7. Pedestrian Coverings

### Objectives

- To provide shelter for pedestrians.
- To provide spatial enclosure and add design interest to retail or office streetscapes.

### Discussion

The design and width of pedestrian coverings should be determined by their function, the building's use and the type of street.

As a general rule, the more traffic an entry is expected to accommodate, the larger the covered area should be at the entry. Larger porches and covered entries also invite pedestrian activity. For example, a 5' x 5' covered area allows two adults to converse comfortably out of the rain. A 3' to 4' canopy will provide rain cover for window-shopping, a 5' or greater canopy will provide cover for a street sale, and a 7' to 8' canopy will provide room for a window shopper and a passing couple.

The width of the sidewalk also should be considered when sizing the pedestrian covering (wider sidewalks can accommodate wider pedestrian coverings). Canopies and awnings should be appropriately dimensioned to allow for tree growth, where applicable. The architecture of the building and the spacing of individual storefronts should help determine the appropriate placement and style of the canopy or awning. Continuous, uniform awnings or canopies, particularly for multi-tenant retail buildings, can create a monotonous visual environment and are discouraged.

### Guidelines

- a. Provide weather protection along the primary exterior entrance of all businesses, residential units, and other buildings.
- b. Design weather protection features to provide adequate width and depth at building entries.
- c. Pedestrian covering treatments may include: covered porches, overhangs, awnings, canopies, marquees, recessed entries or other similar features. A variety of styles and colors should be considered, where compatible with the architectural style of the building and the ground floor use.
- d. Back lit, plastic awnings are not appropriate.



Figure 22. Wider pedestrian coverings allow for outdoor dining



Figure 23. Note how these awnings have been integrated into the building's storefront spaces

## 8. Blank Walls

### Objectives

- To minimize visible blank walls.
- To enhance public safety along sidewalks and pathways.
- To encourage design elements that enhance the character of buildings at all perceived distances.

### Discussion

Blank walls on commercial street frontages deaden the pedestrian environment and can break the continuity of uses along a street or pathway. Blank walls can also create a safety problem, particularly where adjacent to pedestrian areas, as they don't allow for natural surveillance of those areas. (However, in some cases fire walls require the intrusion of a flat, unadorned surface). The adverse impact of a blank wall on the pedestrian streetscape can be mitigated through the methods listed in the Guidelines below.

### Guidelines

Avoid blank walls near sidewalks, major internal walkways, parks, and pedestrian areas. The following treatments mitigate the negative effects of blank walls (in order of preference):

- a. Configure buildings and uses to minimize blank walls exposed to public view.
- b. Provide a planting bed with plant material to screen most of the wall.
- c. Install trellises with climbing vines or plant materials to cover the surface of the wall. For long walls, a trellis or trellises should be combined with other design treatments to avoid monotony.
- d. Provide artwork on the wall surface.
- e. Provide architectural techniques that add visual interest at a pedestrian scale. This could include a combination of horizontal building modulation, change in building materials and/or color, and use of decorative building materials.
- f. Other treatments may be proposed that meet the intent of the guidelines.



Figure 24. For large walls, landscaping beds with trees and shrubs are encouraged



Figure 25 This building was a combination of alternating building materials, details, and landscaping elements to add visual interest at a close range

## 9. Lighting

### Objectives

- To enhance safety.
- To create inviting pedestrian areas.
- To provide adequate lighting without creating excessive glare or light levels.

### Discussion

Overpowering and uniform illumination from commercial uses creates glare and destroys the quality of night light, especially for adjacent residential areas. Well placed light fixtures will form individual pools of light and maintain sufficient lighting levels for security and safety purposes.

### Guidelines

- Provide adequate lighting levels in all areas used by pedestrians and automobiles, including building entries, walkways, parking areas, circulation areas, and open spaces. Recommended minimum light levels:
  - Building entries: 4 foot candles
  - Primary pedestrian walkway: 2 foot candles
  - Secondary pedestrian walkway: 1-2 foot candles
  - Parking lot: .60 -1 foot candle
  - Enclosed parking garages for common use: 3 foot candles
- Lighting should be provided at consistent levels, with gradual transitions between maximum and minimum levels of lighting and between lit areas and unlit areas.
- Building facades in pedestrian areas should provide lighting to walkways and sidewalks through building mounted lights, canopy- or awning-mounted lights, and display window lights. Encourage variety in the use of building-mounted light fixtures to give visual variety from one facade to the next.
- Minimizing impacts of lighting on adjoining activities and uses should be considered in the design of lighting. This is particularly important adjacent to residential uses.
- Parking lot light fixtures should be non-glare and mounted no more than 15'-20' above the ground. Lower level light fixtures are preferred to maintain a human scale. Ideally, all exterior fixtures should be fitted with a full cut-off shield to minimize light spill over onto adjoining properties.



## 10. Pedestrian Amenities

### Objectives

- To provide amenities that enrich the pedestrian environment.
- To increase pedestrian activity in the Rose Hill Business District.

### Discussion

Site features and pedestrian amenities, such as lighting, benches, paving, waste receptacles, and other site elements, are an important aspect of a business district's character. These elements reduce apparent walking lengths and unify the district's visual character.

### Guidelines

Provide pedestrian amenities along all sidewalks, interior pathways, and within plazas and other open spaces. Desired amenities include:

- a. Pedestrian-scaled lighting (placed between 12'-15' above the ground).
- b. Seating space. This can include benches, steps, railings and planting ledges. Heights between 12" to 20" above the ground are acceptable, with 16" to 18" preferred. An appropriate seat width ranges from 6" to 24".
- c. Pedestrian furniture such as trash receptacles, consolidated newspaper racks, bicycle racks, and drinking fountains.
- d. Planting beds and/or potted plants.
- e. Unit paving such as stones, bricks, or tiles.
- f. Decorative pavement patterns and tree grates.
- g. Water features.
- h. Informational kiosks.
- i. Transit shelters.
- j. Decorative clocks.
- k. Artwork.



Figure 27. Consolidated newspaper racks



Figure 28. Bicycle racks



Figure 29. Potted plants



Figure 31. Decorative pavement patterns (top), benches and pedestrian-scale lighting (middle), and informational kiosk (bottom)



Figure 30. This example combines a sculptural water feature with landscaping

## 11. Interior Pedestrian Connections

### Objectives

- To enhance pedestrian access to the street, adjacent uses, and adjacent sites, where desirable.
- To make it easier to walk between uses on the NE 85<sup>th</sup> Street corridor.
- To reduce vehicle trips within the corridor.
- To promote pedestrian activity.
- To enhance pedestrian access through parking lots and between the street and uses.

### Guidelines

- Provide convenient pedestrian access between the street, bus stops, buildings, parking areas, and open spaces. Internal pedestrian connections are particularly important on large sites where some uses may be placed away from a street.
- Design all buildings abutting a public sidewalk or major internal pathways to provide direct pedestrian access to the sidewalk or pathway.
- Provide interior pedestrian connections to adjacent properties containing similar uses or complementary uses. This is most applicable to large lots and where storefronts or other uses are set back away from the street. Where an existing connection is not desirable or possible due to the nature of development on the adjacent site, the applicant should provide an opportunity for a future pedestrian connection where such a connection is desirable and future redevelopment of the adjacent site is possible.
- Provide paved walkways through large parking lots. One walkway should be provided for every three parking aisles. Such access routes through parking areas should be separated from vehicular parking and travel lanes by use of contrasting paving material which may be raised above the vehicular pavement and by landscaping.

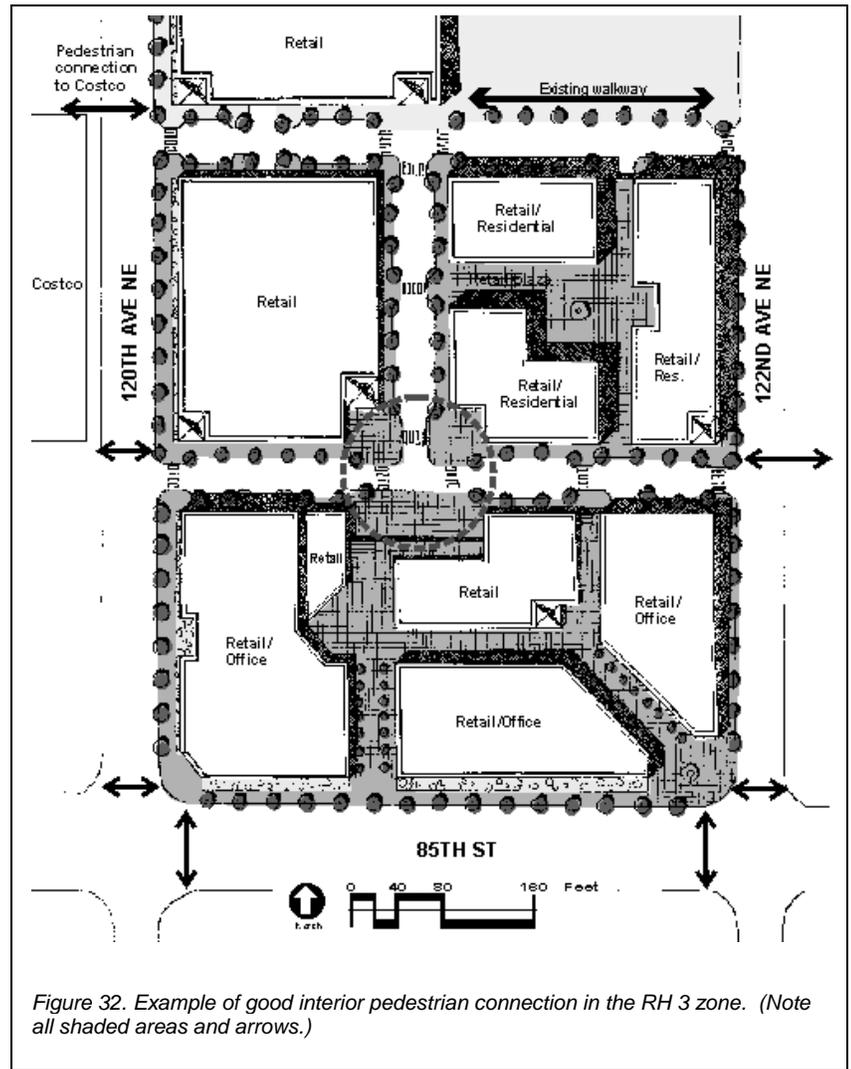


Figure 32. Example of good interior pedestrian connection in the RH 3 zone. (Note all shaded areas and arrows.)

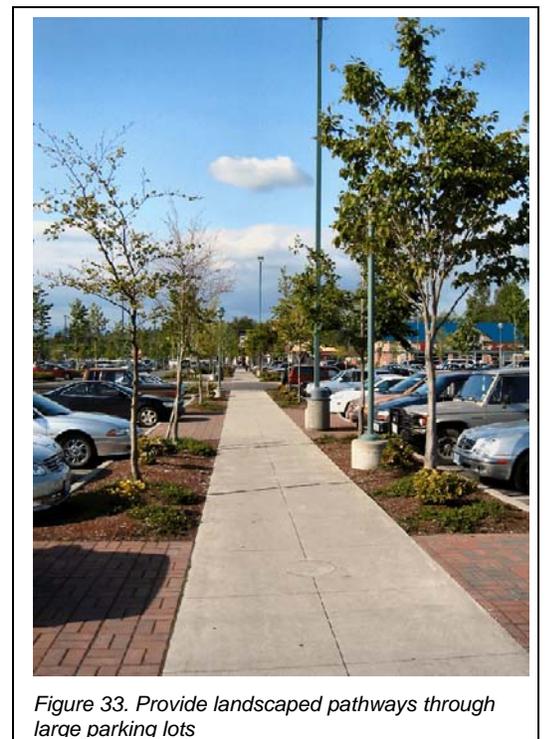


Figure 33. Provide landscaped pathways through large parking lots

## 12. Pedestrian Plazas

### Objectives

- To provide a variety of pedestrian-oriented areas to attract shoppers to commercial areas and enrich the pedestrian environment.
- To create gathering spaces for the community.
- To configure buildings and uses to encourage pedestrian activity and pedestrian focal points.

### Guidelines

- Provide pedestrian plazas in conjunction with non-residential uses.
- Position plazas in visible locations on major internal circulation routes, close to bus stops, or where there are strong pedestrian flows on neighboring sidewalks. For large sites, development should be configured to create a focal plaza or plazas. Plazas should be no more than 3' above or below the adjacent sidewalk or internal pathway to enhance visibility and accessibility.
- Incorporate plenty of benches, steps, and ledges for seating. A combination of permanent and moveable seating is encouraged. Seating areas should be provided with views of amenities, landscaping elements, or people watching.
- Provide storefronts, street vendors, or other pedestrian-oriented uses, to the extent possible, around the perimeter of the plaza
- Provide landscaping elements that add color and seasonal interest. This can include trees, planting beds, potted plants, trellises, and hanging plants.
- Incorporate pedestrian amenities, as described in Section 10.
- Consider the solar orientation and wind patterns in the design of the open space and choice of landscaping.
- Provide transitional zones along building edges to allow for outdoor eating areas and a planted buffer.



Figure 34. Good examples of pedestrian plazas. Notice the decorative pavements, landscaping components, adjacent building facades, and other amenities and design details

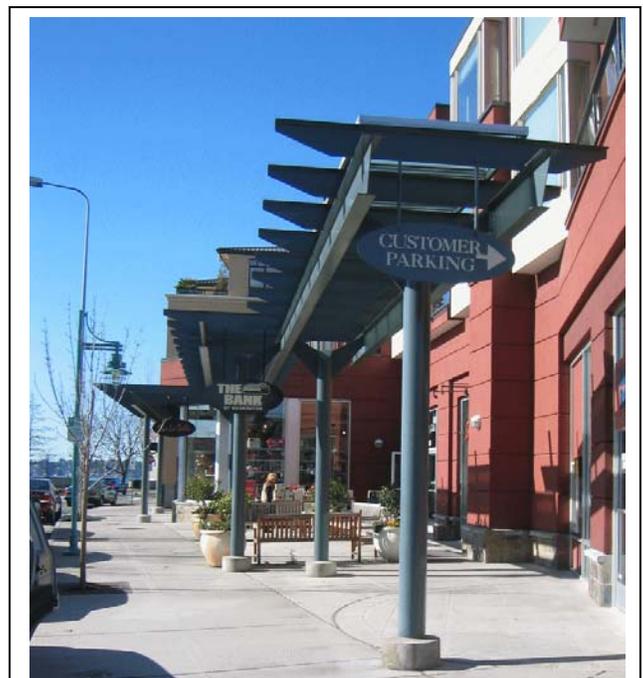


Figure 35. An example of an attractive small plaza space between a sidewalk and a storefront

## 13. Residential Open Space

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### Objectives

- To create useable space that is suitable for leisure or recreational activities for residents.
- To create open space that contributes to the residential setting.

### Guidelines

- a. Incorporate common open space into multi-family residential uses. Special recommendations for common open space:
  - Consider open space as a focal point of the residential development.
  - Open space should be large enough to provide functional leisure or recreational activity. For example, long narrow spaces rarely, if ever, can function as usable common space.
  - Open space should provide for a range of activities and age groups. Children's play areas in particular should be visible from dwelling units and positioned near pedestrian activity.
  - Residential units adjacent to the open space should have individual entrances to the space. Preferably, these units should include a small area of semi-private open space enclosed by low level landscaping or hedges (no taller than 42").
  - Open space should feature paths, seating, lighting, and other pedestrian amenities to make the area more functional and enjoyable. It should be oriented to receive sunlight, (preferably south).
  - Separate common space from ground floor windows, streets, service areas, and parking lots with landscaping and/or low-level fencing. However, care should be used to maintain visibility from dwelling units towards open space for safety.
- b. Provide private open space for multi-family residential units. For townhouses and other ground-based housing units, provide patios, decks, and/or landscaped front or rear yards adjacent to the units. For all other units, provide balconies large enough to allow for human activity.



*Figure 36. Good examples of common open space, including street-level courtyards (left), a children's play area (top right), and a pedestrian corridor (lower right)*

## 14. Parking Lots and Vehicular Circulation

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### Objectives

- To minimize the impact of parking facilities on the fronting street, pedestrian environment, and neighboring properties.
- To enhance pedestrian and vehicular safety.
- To maintain desired traffic flow on NE 85<sup>th</sup> Street.
- To promote shared parking
- To provide attractive and connected vehicular circulation routes.

### Discussion

Parking lots can detract from the pedestrian and visual character of a commercial area. The adverse impacts of parking lots can be mitigated through sensitive design, location, and configuration. Large parking lots can be confusing unless vehicle and pedestrian circulation patterns are well organized and marked. The NE 85<sup>th</sup> Street Subarea Plan encourages shared parking between properties to reduce curb cuts reduce congestion of cars turning in and out of parking lots and consolidating consumer trips between businesses.

Where not specifically prohibited, drive-through facilities for some uses such as fast food restaurants, pharmacies, or auto oriented uses may be appropriate if designed to minimize vehicle queuing along rights of way, blocking driveways or parking aisles, or impeding pedestrian movement. Aesthetically, drive-throughs should be located away from street frontages or screened as viewed from the right of way.

### Guidelines

#### Driveways And Vehicular Circulation

- a. Minimize the number of curb cuts into a development, particularly off of NE 85<sup>th</sup> Street. To the extent possible, adjacent developments should share driveways.
- b. Develop an efficient internal vehicular access system that minimizes conflicts with pedestrians and NE 85<sup>th</sup> Street traffic flow.
- c. Configure internal access roads to look and function like public streets. This is most applicable larger sites, such as those in the Regional Center, where an internal vehicular circulation system is critical to access interior portions of the sites. The most desirable configuration would include on-street parking, street trees, and sidewalks on both sides of the roadway. Figure 7, in the Overview of Three Design Districts section, provides a good example of how a redevelopment scenario for the RH 3 zone could accommodate an internal roadway network that looks and functions like public streets.
- d. Configure development to provide interior vehicular connections to adjacent uses, where desirable. Where current connections to adjacent uses are not feasible, but desirable in the future, configure development to provide the opportunity for a future connection, should the adjacent site be redeveloped.
- e. Avoid parking lot configurations with dead-end lanes

#### Parking Lot Location and Design

- f. Locate vehicular parking areas to the side or rear of buildings, to the extent possible. This is most important on street corners and in the Neighborhood Center, where a concentration of storefronts along the street is desired.

- g. Avoid parking layouts that visually dominate a development. Break up large parking lots into smaller ones.
- h. Take advantage of topography to hide parking underneath buildings.
- i. Provide a clear and well organized parking lot design. Space should be provided for pedestrians to walk safely in all parking lots.

Parking Lot Landscaping

- j. Integrate landscaping into parking lots to reduce their visual impact. Provide planting beds with a variety of trees, shrubs, and ground cover to provide visual relief, summer shade, and seasonal interest.

Parking Lot Screening

- k. Provide low level screening and perimeter landscaping where parking is adjacent to sidewalks in order to improve visual qualities and reduce clutter. While vertical elements such as trees, are encouraged to define the street edge, all screening methods should maintain visibility at eye level between the street and parking area. For instance, hedges or walls should not be taller than 3 feet and trees should be trimmed to allow visibility between 3 and 8 feet above the ground.
- l. Provide extensive screening and landscaping between parking lots and residential uses and open spaces. A combination of a screen wall with a landscape buffer is preferred.

Drive-Through Facilities

- m. Design drive-through windows should be oriented away from the street frontage and preferably not located between a building and the street. Where drive-through lanes face a street, avoid large featureless walls and provide sufficient landscaping to soften the visual impact of vehicle stacking areas for drive through windows. Locate driving curb cuts and lanes so as not to interfere with pedestrian or vehicular circulation.

**15. Parking Garages**

**Objectives**

- To mitigate the visual impacts of parking garages in the urban environment.

**Guidelines**

- a. Mitigate the intrusive qualities of parking garages. Along streets, pedestrian pathways, and in pedestrian areas, ground-level commercial uses should be incorporated into parking structures. Extensive landscaping should be used to screen the parking garage near residential areas and in high visibility locations.
- b. Design and site parking garage entries to complement, not subordinate the pedestrian entry. If possible, locate the parking entry away from the primary street, to either the side or rear of the building.
- c. Utilize similar architectural forms, materials, and/or details to integrate the garage with the development.
- d. Locate parking structure service and storage functions away from the street edge and generally not visible from the street or sidewalks.



## 16. Architectural Style

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### Objectives

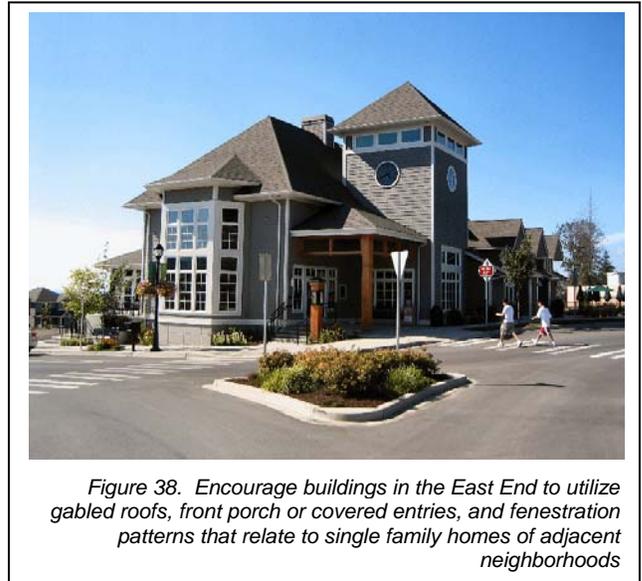
- To improve the architectural design of commercial buildings in the business district.
- To provide architecture that fits into the context of the adjacent uses surrounding the business district.

### Discussion

As there is no single predominate architectural style in the Rose Hill Business District, the guidelines provide flexibility on the chosen styles (provided the architectural scale, human scale, building details, and building materials and color standards in KZC Chapter 92 and these guidelines are met).

### Guidelines

- a. Discourage architecture that is defined predominately by corporate identity features and may be difficult to adapt to future uses. For example, some fast food franchises have very specific architectural features that reinforce their identity as a generic national chain and are not adaptable to other uses when a franchise relocates.
- b. Encourage buildings in the East End to utilize architectural styles common to neighboring residential areas. This includes gabled roofs, front porches or covered entries, and fenestration patterns that relate to adjacent single family homes.



## 17. Architectural Scale

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### Objectives

- To encourage an architectural scale of development that is compatible with the vision for the three design districts within the Rose Hill Business District.
- To add visual interest to buildings.

### Discussion

“Architectural scale” means the size of a building relative to the buildings or elements around it. When the buildings in a neighborhood are about the same size and proportion, we say they are “in scale.” As both the vision and development regulations for the Rose Hill Business District provide for much larger buildings than currently exist, special care must be taken to design buildings so they do not overpower the others. The exception to this rule is an important civic or cultural building that has a prominent role in the community.

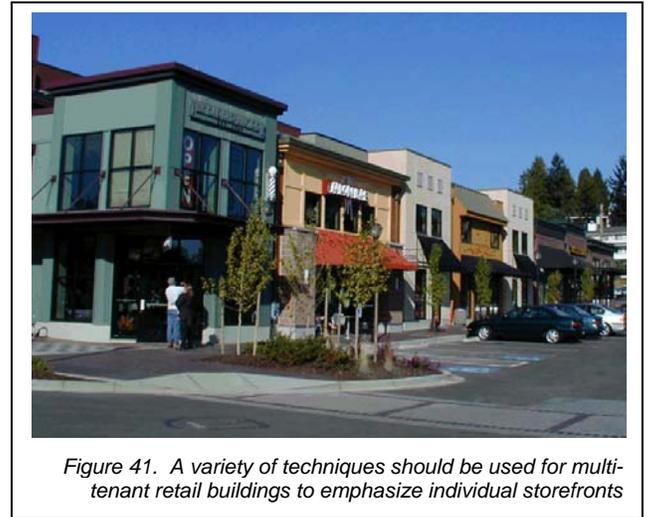


## Guidelines

A combination of techniques is desirable to reduce the architectural scale of buildings. Specifically, these techniques are encouraged at intervals (30 feet in the East end, 50 feet in the Neighborhood Center, and 70 feet in the Regional Center). Residential uses throughout the Rose Hill Business District warrant such techniques at 30-foot intervals. Office buildings are provided greater flexibility (see office design guidelines section). Alternatives will be considered provided they meet the intent of the guidelines.



- a. Incorporate fenestration techniques that indicate the scale of the building. For example, the size, location, and number of windows in an urban setting create a sense of interest that relies on a subtle mixture of correct ratios, proportions, and patterns. This is particularly important on upper floors, where windows should be divided into units no larger than 35 square feet, with each window unit separated by a visible mullion or other element. “Ribbon windows” (continuous horizontal bands of glass) or “window walls” (glass over the entire surface) do little to indicate the scale of the building and are thus discouraged, except in special circumstances where they serve as an accent element.
- b. Encourage vertical modulation on multi-story buildings to add variety and to make large buildings appear to be an aggregation of smaller buildings. Vertical modulation may be particularly effective for tall buildings adjacent to a street, plaza, or residential area to provide compatible architectural scale and to minimize shade and shadow impacts. Vertical modulation is well-suited for residential development and sites with steep topography.
- c. Encourage a variety of horizontal building modulation techniques to reduce the architectural scale of the building and add visual interest. Horizontal building modulation is the horizontal articulation or division of an imposing building façade through setbacks, awnings, balconies, roof decks, eaves, and banding of contrasting materials. Elevations that are modulated with horizontal elements appear less massive than those with sheer, flat surfaces. Specifically:
  - For single purpose retail buildings, utilize horizontal building modulation with roofline modulation and a change in building materials, as necessary to meet the objectives of the guidelines from all perceived distances. This is particularly important for large scale retail buildings (over 40,000 square feet) or multi-tenant retail buildings placed adjacent to a parking lot where they can be viewed from relatively great distances.
  - For residential uses, provide horizontal building modulation based on individual unit size. Horizontal modulation is most effective when combined with roofline modulation and changes in color and/or building materials. The depth and width of the modulation should be sufficient to meet the objectives of the guidelines. Avoid repetitive modulation techniques, since they may not be effective when viewed from a distance. Larger residential buildings will require greater horizontal modulation techniques to provide appropriate architectural scale.



- d. Office buildings. Utilize design techniques to break up long continuous walls. A combination of horizontal building modulation, change in fenestration, and/or change in building materials should be used to accomplish this.
- e. Encourage a variety of roofline modulation techniques. This can include hipped or gabled rooflines and modulated flat rooflines. Hipped and gabled rooflines are preferred for multi-family buildings and buildings in the East End. As a general rule, the larger the building or unbroken roofline, the bigger the modulation should be. In determining the appropriate roof type and amount of modulation, consider at what distance the building can be viewed. For example, a large commercial building adjacent to a parking lot is capable of being viewed from a relatively large distance. Consequently the roofline modulation techniques must be sufficient to provide an appropriate architectural scale that provides visual interest.

## 18. Human Scale

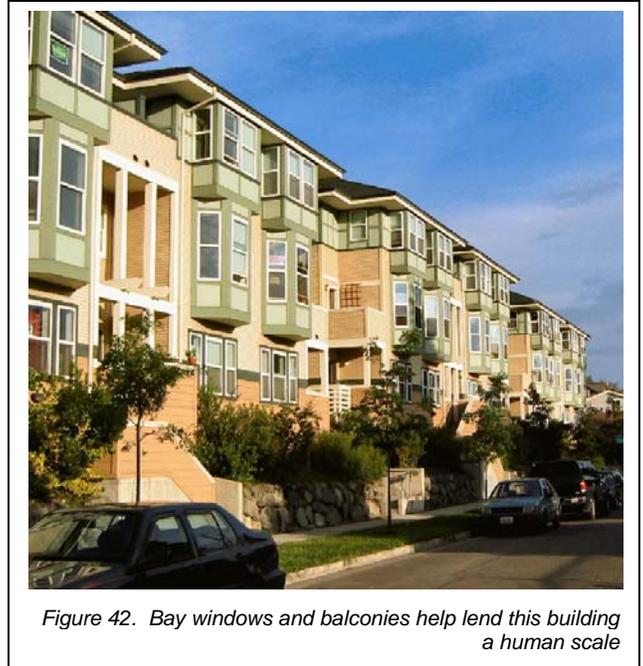
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### Objectives

- To encourage the use of building components that relate to the size of the human body
- To add visual interest to buildings.

### Guidelines

- a. Encourage a combination of architectural building elements that lend the building a human scale. Examples include arcades, balconies, bay windows, roof decks, trellises, landscaping, awnings, cornices, friezes, art concepts, and courtyards. Window fenestration techniques described in Section 17 can also be effective in giving humans clues as the size of the building. Consider the distances from which buildings can be viewed (from the sidewalk, street, parking lot, open space, etc.).



*Figure 42. Bay windows and balconies help lend this building a human scale*

## 19. Building Details and Materials

### Objectives

- To utilize details that add visual interest to buildings and sites at a pedestrian scale.
- To utilize a variety of quality building materials such as brick, stone, glass, timber, and metal, which are appropriate to the Pacific Northwest climate, and complementary to the desired visual character of the district.

### Guidelines

- a. Encourage the integration of ornament and applied art with the structures and the site environment. For example, significant architectural features should not be hidden, nor should the urban context be overshadowed. Emphasis should be placed on highlighting building features such as doors, windows, eaves, and on materials such as wood siding and ornamental masonry. Ornament may take the form of traditional or contemporary elements. Original artwork or hand-crafted details should be considered in special areas. Ornament and applied art can be used to emphasize the edges and transition between public and private space, and between walls to ground, roof to sky, and architectural features to adjacent elements. Ornament may consist of raised surfaces, painted surfaces, ornamental or textured banding, changing of materials, or lighting. The use of overly ornate details, however, can degrade the integrity of the district, and thus is discouraged.
- b. Utilize a variety of quality building materials such as brick, stone, timber, and metal, to add visual interest to the buildings and reduce their perceived scale. Masonry or other durable materials should be used near the ground level (first 2 feet above sidewalk or ground level).
- c. Limit the use of concrete block, metal siding, and stucco or similar materials including Exterior Insulation and Finish System (EIFS) on all visible building facades from the street and pedestrian routes and near primary entrances. Such materials should be trimmed properly and used in conjunction with other preferred materials. EIFS should be sheltered from extreme weather by roof overhangs or other methods.

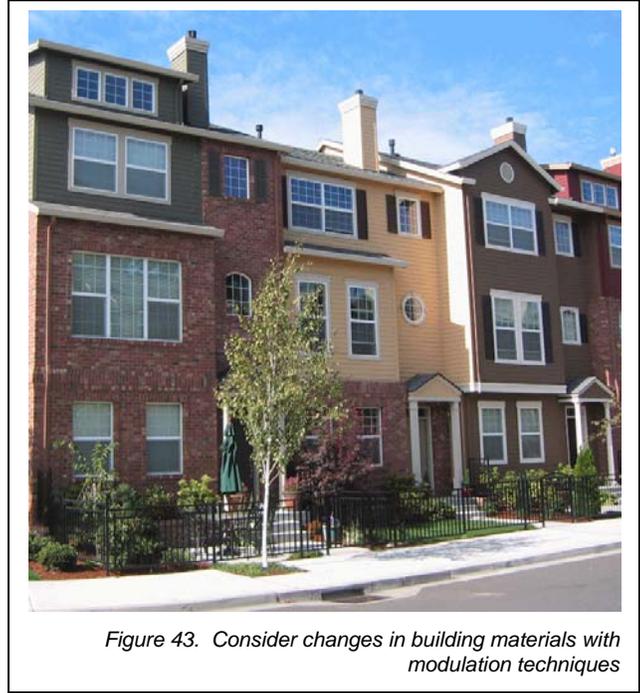


Figure 43. Consider changes in building materials with modulation techniques



Figure 44. A combination of materials is preferred

## 20. Signs

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### Objectives

- To encourage the use of creative, well-crafted signs that contribute to the character of the district.

### Discussion

Kirkland's Zoning Code regulates signs throughout the city in order to create a high-quality urban environment. Automobile-oriented signs typically found on commercial strips can be overpowering and obtrusive. Pedestrian signs are smaller and closer to viewers; thus, creative, well-crafted signs are more cost effective than large signs mounted high on poles. A balance between the needs of a high traffic corridor and pedestrians should be considered in the design of signs. Signs should be an integral part of a building's façade or act as a center identification for the passing motorist to a commercial center. The location, architectural style, and mounting of signs should conform to a building's architecture and not cover up or conflict with its prominent architectural features.

### Guidelines

- Provide pedestrian oriented signs on all commercial facades where adjacent to a sidewalk or walkway. This includes signs located within 15' of the ground plane, such as "blade" signs which hang below canopies. Small signs located on canopies or awnings are also effective along building facades at the street. Signs with quality graphics and a high level of craftsmanship are important in attracting customers. Sculpted signs and signs that incorporate artwork add interest.
- External lighting is preferred. If internal lit cabinet signs are used, darker background with lighter lettering is more aesthetically pleasing. Neon signs are appropriate when integrated with the building's architecture.
- Ground-mounted signs should feature a substantial base and be integrated with the landscaping and other site features.
- Mounting supports should reflect the materials and design character of the building or site elements or both.
- Master-planned, larger commercial centers are encouraged to combine signage for the whole complex that complements the architectural design of the center and is oriented to automobile traffic.

## 21. Service Areas

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### Objectives

- To provide essential service areas without adversely impacting the quality of development.
- To locate and design service and storage areas to promote ease of use, safety, and visual cohesion.

### Guidelines

- Locate and design service and storage areas to minimize impacts on the pedestrian environment and adjacent uses. Service elements should generally be concentrated and located where they are accessible to service vehicles and convenient for tenant use.
- The design of service enclosures should be compatible with the design of adjacent buildings. This may be accomplished by the use of similar building materials, details, and architectural styles. Such enclosures should be made of masonry, ornamental metal, heavy wood timber, or other durable materials.

- c. Roof-mounted mechanical equipment should be located so as not to be visible from the street, public open space, parking areas, or from the ground level of adjacent properties. Screening features should blend with the architectural character of the building. Screening of equipment and their location should be included in the early design of the building.

## 22. Visual Quality of Landscapes

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### Objectives

- To enhance the visual quality of the urban environment.

### Discussion

The relationship between landscaping and architecture is symbiotic; plant materials add to a building's richness, while the building points to the architectural qualities of the landscaping. Foliage can soften the hard edges and improve the visual quality of the urban environment. Landscaping treatment in the urban environment can be categorized as a pedestrian/auto, pedestrian, or building landscape.

The pedestrian/auto oriented landscape applies to where the pedestrian and auto are in close proximity. Raised planting strips can be used to protect the pedestrian from high-speed and high-volume traffic. Street trees help create a hospitable environment for both the pedestrian and the driver by reducing scale, providing shade and seasonal variety, and mitigating noise impacts.

Pedestrian landscape offers variety at the ground level through the use of shrubs, ground cover, and trees. Pedestrian circulation, complete with entry and resting points, should be emphasized. If used effectively, plant materials can give the pedestrian visual cues for moving through the urban environment. Plant materials that provide variety in texture, color, fragrance, and shape are especially desirable.

The building landscape refers to landscaping around urban buildings, particularly buildings with blank walls. Landscaping around buildings can reduce scale and add diversity through pattern, color, and form.

### Guidelines

- a. Consider the purpose and context of the proposed landscaping. The pedestrian/auto oriented landscape requires strong plantings of a structural nature to act as buffers or screens. The pedestrian landscape should emphasize the subtle characteristics of the plant materials. The building landscape should use landscaping that complements the building's favorable qualities and screens its faults while not blocking views of the business or signage.

Other considerations:

- Encourage a colorful mix of drought tolerant and low maintenance trees, shrubs, perennials. Except in special circumstances ivy and grass lawn should be avoided.
- Encourage the use of rose bushes in highly visible locations together with other plants to reinforce the identity of "Rose Hill" (low maintenance and drought tolerant varieties).
- Take advantage of on-site topography to hide parking and enhance views.
- Utilize wooded slopes as a natural site amenity and to screen unwanted views, where applicable.

## **23. Territorial Views to the West and North**

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### **Objectives**

- To maintain and enhance mountain views from NE 85<sup>th</sup> Street.
- To encourage development to take advantage of views, while minimizing public view impacts.

### **Discussion**

Views of the Olympic Mountains give the Rose Hill Business District its sense of place within the regional context. Maintaining public views and enhancing natural land forms is an important value to the design character of Kirkland. The scale relationships of built forms to their terrain should minimize visual barriers to views and lessen the impact on surrounding neighborhoods. This is especially relevant to zones in the Regional Center, terracing, the stepping down of horizontal elements, are effective ways to develop hillsides and maintain views.

The visual character of a landscape should be reflected in the buildings. Buildings that do not conform to steep inclines detract from the natural features of the site and should be avoided. In contrast, buildings that use the terrain as an opportunity for variation in the built form easily fit into their setting without disruption. Terracing a building to roughly parallel the slope of a site will create a building envelope that follows the contour of its property. Terraced roof decks, modulated roofs, and sloped roofs can carry out this objective.

### **Guideline**

- a. Encourage rooflines to roughly follow the slope of the existing terrain. Parking garages should be terraced into slopes to minimize building bulk. Existing public views should be maintained. This can be accomplished by widening setbacks as development approaches toward I-405. Buildings should step down hillsides. Buildings and rooftop appurtenances should be sited to maximize public views.