



CITY OF KIRKLAND
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MEMORANDUM

To: Planning Commission

From: Janice Coogan, Senior Planner
Adam Weinstein, AICP, Deputy Planning Director

Date: December 28, 2018

Subject: Amendments to the Design Guidelines for the Rose Hill Business District, Design Guidelines for Pedestrian-Oriented Business Districts for the North Rose Hill Business District, and Residential Design Guidelines related to implementation of the Rose Hill Neighborhood Plan, File CAM18-00800

Recommendation

Receive a briefing and discuss potential amendments to the following Design Guidelines documents adopted pursuant to Section 3.30 of the Kirkland Municipal Code:

- Design Guidelines for the Rose Hill Business District
- Design Guidelines for Pedestrian-Oriented Business Districts related to the North Rose Hill Business District
- Design Guidelines for Residential Development

Make a recommendation to City Council regarding adoption of the amended documents. The changes are minor in nature and necessary to implement the new Rose Hill Neighborhood Plan. The City Council is expected to consider and take action on the revised guidelines on February 5, 2019.

Background

The new Rose Hill Neighborhood Plan (O-4670, adopted in December 2018) encompasses the North and South Rose Hill Neighborhood Plans and the NE 85th Street Subarea Plan. The new plan consolidates the previous policies for the Rose Hill Business District – eliminating redundant policies – while also adding new policies to reflect the **community's vision for the commercial district**.

The revisions to the enclosed design guidelines are minor and generally either replace the term *NE 85th Street Subarea Plan* with the *Rose Hill Business District* or replace the name of the old plans with *Rose Hill Neighborhood Plan*. No substantive changes were made to the actual design guidelines, although clarifications and technical edits were undertaken to better reflect the policy intent of the newly-adopted Neighborhood Plan and current design review processes, and to reflect planned physical changes to the commercial area (e.g., development of a future Bus Rapid Transit Station at the

intersection of NE 85th Street and I-405). The primary objective of design guidelines is to ensure that new development enhances the aesthetic character of the surrounding area and meets primary urban design objectives (e.g., ensuring that buildings are interesting and attractive at the pedestrian level).

In the Rose Hill Business District and North Rose Hill Business District, commercial and multi-family development is subject to design review. KMC Section 3.30 adopts by reference the various design guidelines that apply to the different commercial areas and residential development throughout the city. Kirkland Zoning Code (KZC) 142 specifies whether the review process is Administrative Design Review or Design Review Board review and which design guidelines should apply. Design regulations in KZC Chapter 92 apply to administrative design review and govern development of attached or stacked dwelling units in the Rose Hill Business District. The Design Guidelines for Residential Development are used to interpreting the design regulations. The text of the Design Guidelines for Residential Development has been updated to correct an out-of-date reference to Design Review Board authority regarding the Design Regulations in Chapter 92.

Draft changes to the guidelines and relevant KMC code section are shown in Attachments 1-4 to this memorandum. New text is shown as underlined, and deleted text is shown as ~~striketrough~~. Notes are included to indicate where revised or new graphics are proposed.

As part of the 2019 Planning and Building Department work program, additional code amendments are planned to implement the adopted Rose Hill Neighborhood Plan.

Attachments

1. Draft Amendments to Design Guidelines for the Rose Hill Business District
2. Draft Amendments to the Design Guidelines for Pedestrian-Oriented Business Districts related to the North Rose Hill Business District
3. Draft Amendments to Design Guidelines for Residential Development
4. KMC 3.30.040 with text edits related to the enclosed proposed code amendments

cc: CAM18-00800

The City of Kirkland



Design Guidelines

For Rose Hill Business District



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

Handwritten signature of Jim Lauinger in blue ink.

Jim Lauinger,
Mayor

Handwritten signature of Eric Shields in blue ink.

Eric Shields,
Director,
Planning & Community
Development

Design Guidelines for Rose Hill Business District

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Introduction

This document sets forth Design Guidelines, adopted by Section 3.30.040 of the Kirkland Municipal Code that will be used by the City in the Design Board Review (DBR) process for commercial and multifamily development in the Rose Hill Business District.

Other documents that should be referred to during design review are the NE 85th Street Subarea Plan, Rose Hill Business District goals and policies contained in the Rose Hill Neighborhood Plan Chapter of the Comprehensive Plan, and the RH Use Zone Charts found in the Kirkland Zoning Code.

Figure 1 will be revised with Rose Hill District Map from KZC Chapter 92 showing Regional Center, Neighborhood Center and East End districts.

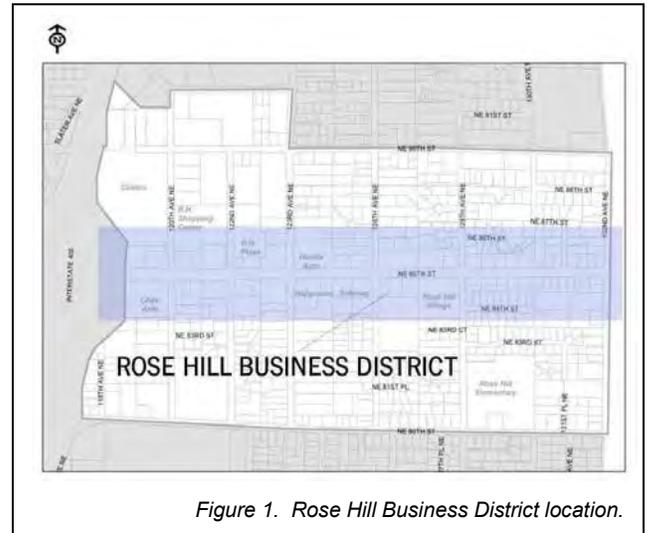


Figure 1. Rose Hill Business District location.

Purpose of the Design Guidelines

For projects required to be reviewed by the Design Review Board, the Board will use these guidelines in association with the Design Regulations of the Kirkland Zoning Code. To the extent that the standards of the Design Guidelines or Design Regulations address the same issue but are not generally consistent or contain different levels of specificity, the Design Review Board will determine which standard results in superior design. For Administrative Design Review (ADR), the Planning Official will use these guidelines when necessary to interpret the Design Regulations. They are also intended to assist project applicants and their architects by providing graphic examples of the intent of the City's guidelines and regulations.

The Design Guidelines do not set a particular style of architecture or design theme. They are intended to establish a greater sense of quality, unity, and conformance with Kirkland's physical assets and civic identity. These guidelines are not intended to slow or restrict development, but rather to add consistency and predictability to the permit review process.

Urban Design Goals and Objectives Delete the following outdated goals as a result of the new Rose Hill Neighborhood Plan

Urban design goals for the desired future development of the area were adopted in 2001 as part of the NE 85th Street Subarea Plan:

~~**Subarea Plan Design Goal NE 85-17** Provide a coordinated streetscape improvements through the Subarea that enable pedestrians, drivers bicyclists, and other users to have safe and pleasant experience.~~

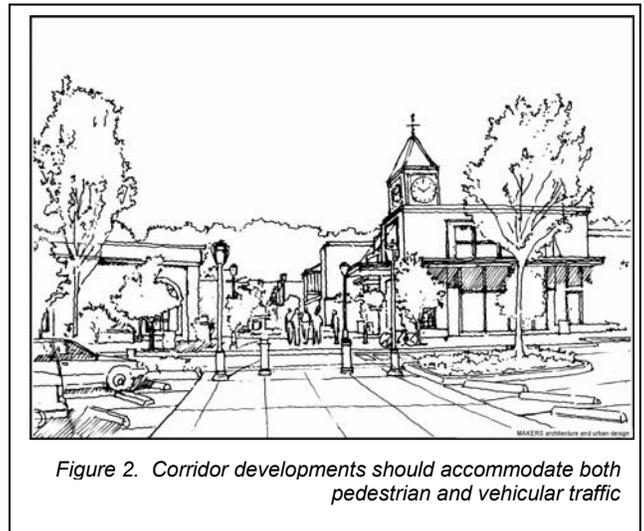
~~**Subarea Plan Design Goals NE 85-18 and 18.19** Establish mandatory building and site design standards that apply to all new expanded, or remodeled commercial and multi-family buildings in the Subarea, with the objectives of creating a more attractive commercial area, enhancing pedestrian orientation, and creating effective buffers and transitions between the commercial land uses and the established residential neighborhoods to the north and south.~~

Design objectives promoted in the ~~NE 85th Street Subarea Plan~~ Rose Hill Neighborhood Plan for the Rose Hill Business District are to:

- ③ Create a more attractive and economically viable commercial area by working closely with business and property owners ~~in the subarea along the NE 85th Street Corridor~~ to improve and upgrade the appearance of the corridor.
 - ③ Ensure that new development meets high standards for building and site design.
 - ③ Increase continuity and order by coordinating site orientation, building scale, and streetscape elements of new development to fit into the context of surrounding buildings.
 - ③ Improve pedestrian safety and pedestrian friendliness ~~by providing new street improvements~~ along NE 85th Street and connecting streets to enable pedestrians, drivers, bicyclists and ~~other transit~~ users to have a safe, pleasant experience.
 - ③ Create effective buffers and transitions between commercial and multi-family land uses and the established residential neighborhoods to the north and south.
- ③ Promote vibrant, walkable, employment destinations and affordable housing near the future Sound Transit Bus Rapid Transit Station at the I-405/NE 85th Street Interchange.
- ③ See Rose Hill Neighborhood Plan for specific policies.

Design Vision for Rose Hill Business District

The future of the Rose Hill Business District will be a vibrant, transit-oriented mixed-use corridor combining regional and local uses ~~in a unique setting~~ that accommodates ~~both~~ vehicular, transit, 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 with improved transit service and infrastructure improvements. The ~~NE 85th Street Subarea Plan~~ Rose Hill Neighborhood Plan policies for the Rose Hill Business District 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 85th Street is a regional transportation corridor running through the ~~residential North and South~~ middle of the 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 on the north and south side of

the NE 85th Street corridor helped develop the original NE 85th Street Subarea Plan, the Rose Hill Business District zoning regulations, and updated Rose Hill Neighborhood Plan policies for the Rose Hill Business District in 2018., 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**.

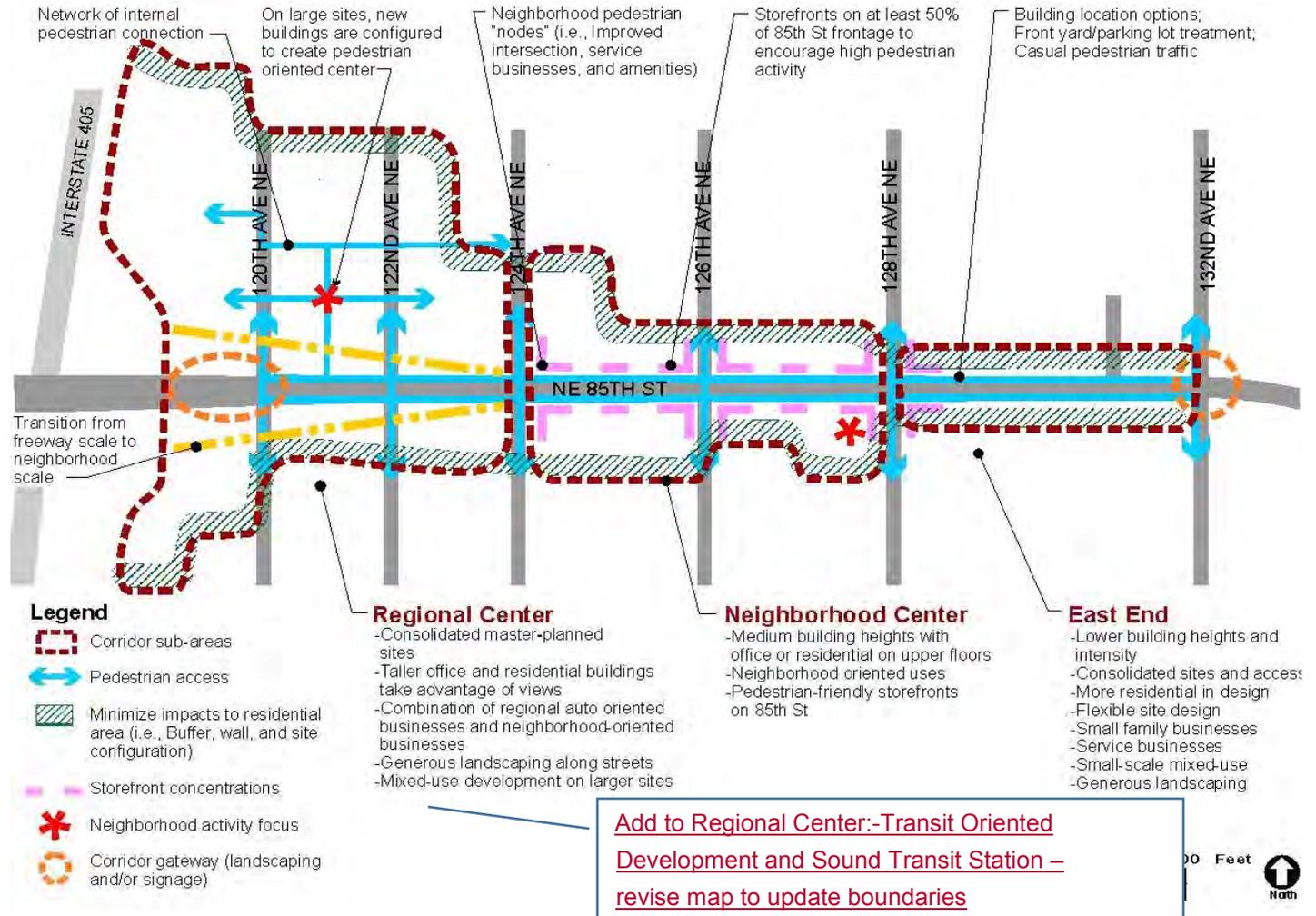


Figure 3. The planning concept for the Rose Hill Business District calls for three distinct design districts.

Visibility from I-405 and easy freeway access allows for larger, regional-oriented uses to dominate the **Regional Center**, the area west of 124th Avenue NE. The future Sound Transit station at the NE 85th Street- I-405 interchange will provide greater transit and pedestrian access to the district from surrounding destinations. The **Neighborhood Center**, between 124th and 128th 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 128th Avenue NE and the eastern city limits at 132nd Avenue NE, will feature smaller scale businesses and mixed-uses in a setting compatible with surrounding residential uses.

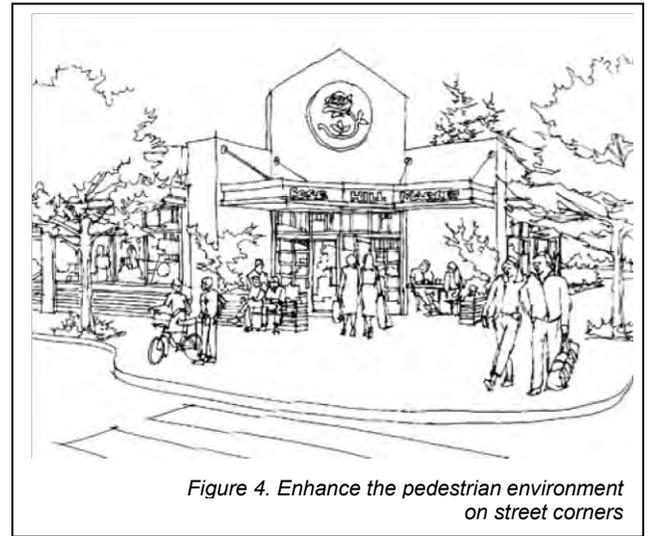


Figure 4. Enhance the pedestrian environment on street corners

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 124th Avenue NE and at 128th 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.

NE 85th 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 continue to be taken to minimize cut-through traffic and other traffic impacts to adjacent neighborhoods. Improvements to sidewalks on streets connecting to NE 85th Street should be made to improve neighborhood access to corridor uses, which will result in increased pedestrian activity for local businesses.

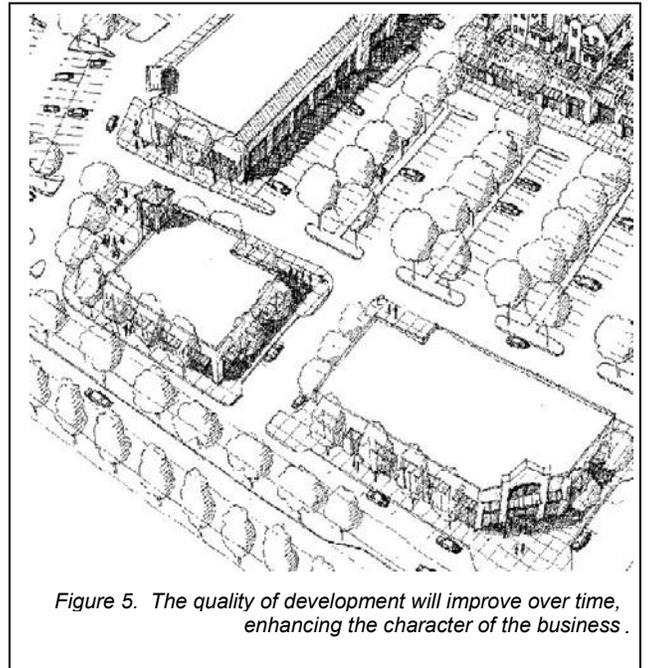
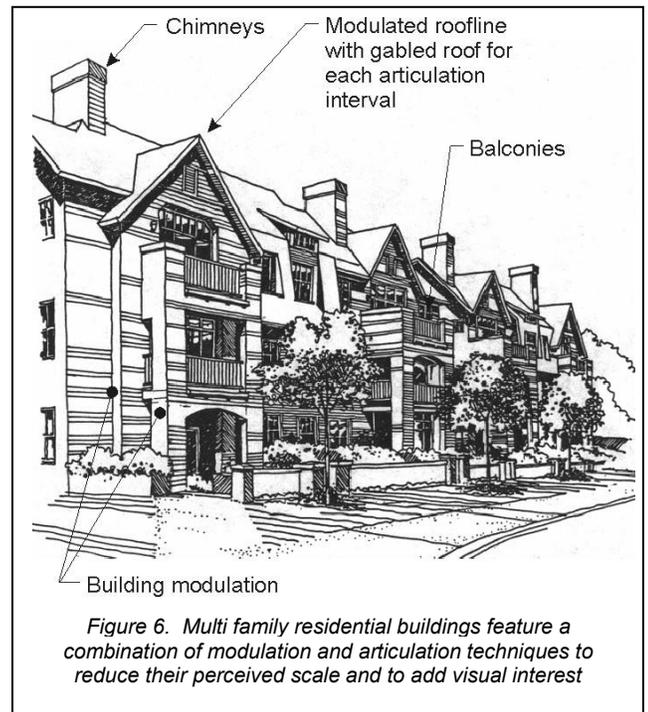


Figure 5. The quality of development will improve over time, enhancing the character of the business.

~~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 NE 85th Street 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.



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 124th Avenue NE. It is an important regional crossroads featuring a concentration of regional-oriented retail, auto dealerships, transit oriented development 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 85th Street can provide a welcoming face towards NE 85th 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.

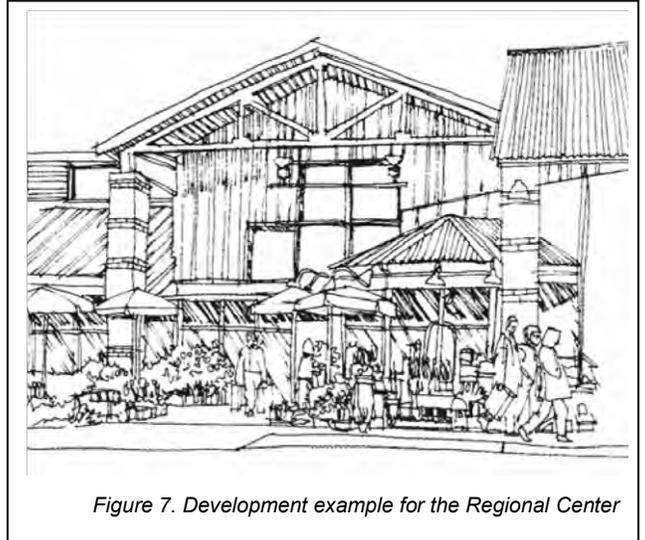


Figure 7. Development example for the Regional Center

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 85th Street and corner building treatments at 120th Avenue NE and 122nd 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 85th Street and pedestrian areas.

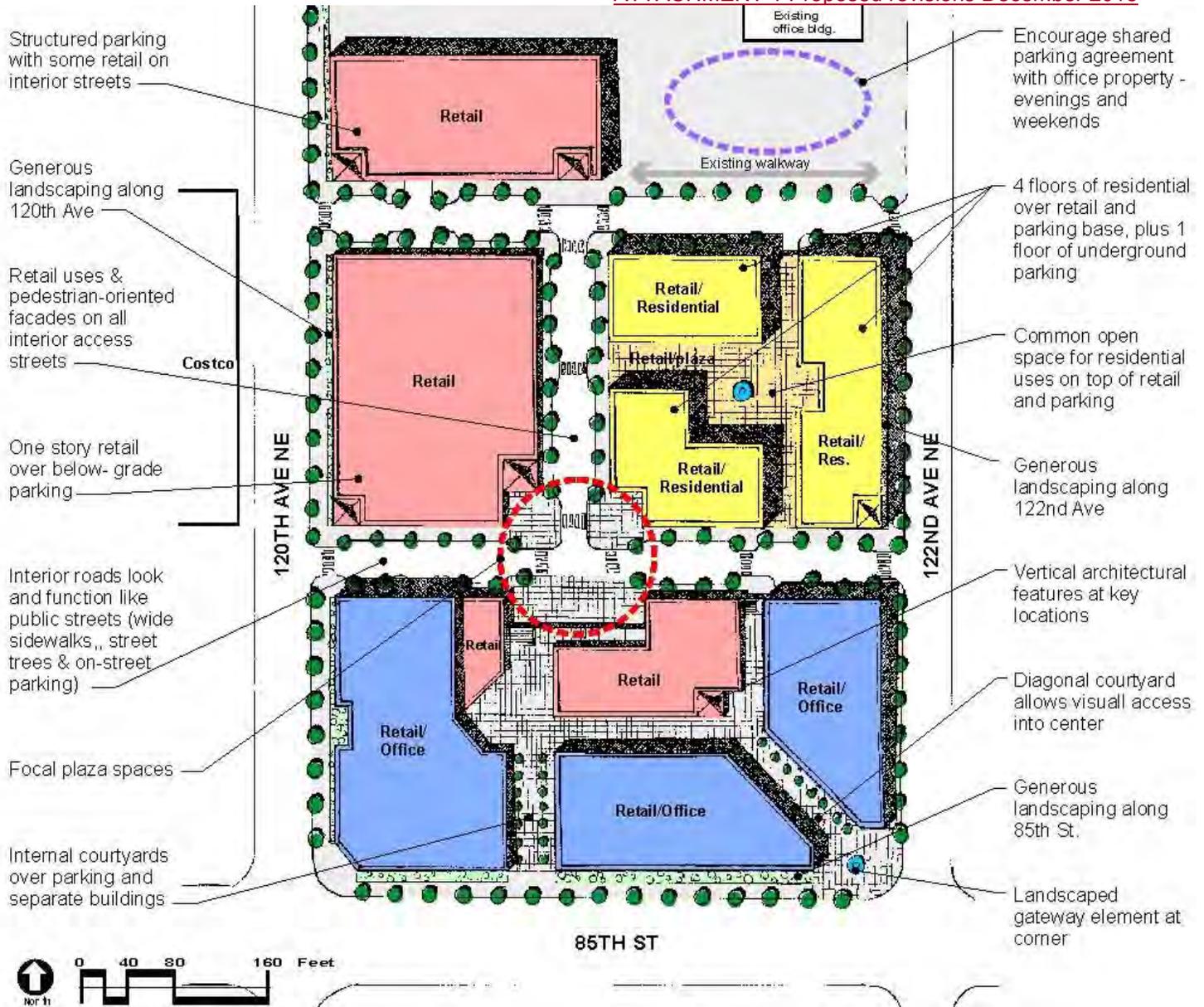


Figure 8. An example of redevelopment of the RH 3 zone consistent with the design guidelines.

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:

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

- f. providing corner building treatments at NE 85th Street and 120th 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 124th and 128th 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 85th Street. A concentration of storefronts directly on NE 85th, Street 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 128th 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 85th Street Subarea Plan](#) [Rose Hill Business District](#). 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

- ③ 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

Objectives

- ③ To enhance the pedestrian environment of the Rose Hill Business District.
- ③ To utilize street trees to upgrade the character and identity of the Rose Hill Business District.
- ③ 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.



Figure 10. Provide street trees along all streets and internal access roads

3. Street Corners

Objectives

- ③ To enhance the appearance of highly visible locations.
- ③ To upgrade the character and identity of the Rose Hill Business District and its individual subareas.
- ③ 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.

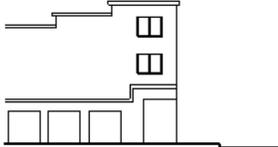
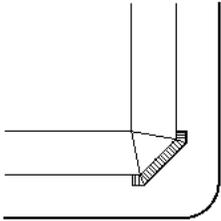
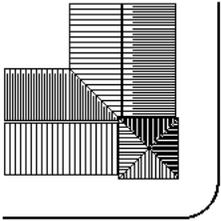
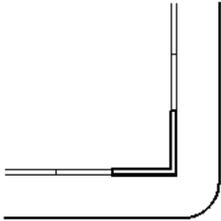
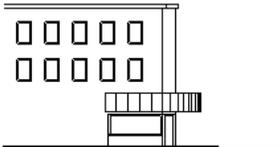
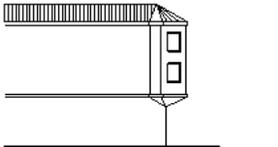
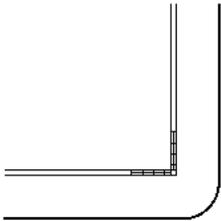
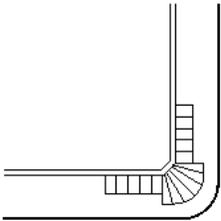
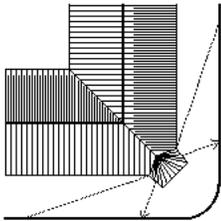
Street corners can be an excellent location for plazas, particularly where adjacent storefronts and building entries are provided.

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 124th, 126th, and 128th 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

			Elevation
Balconies	Turret	Corner accentuating roof line	
			Plan
Note: Ensure that building does not block viewing triangle at intersections			
			Elevation
Distinctive use of materials	Canopy	Bay window	
			Plan

4. Pedestrian-Friendly Building Fronts

Objectives

- ③ To enhance the pedestrian environment within the Rose Hill Business District.
- ③ 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

Objectives

- ③ To enhance the character and identity of the Rose Hill Business District.
- ③ To upgrade the appearance of streets within the Rose Hill Business District.
- ③ To increase pedestrian circulation.
- ③ To encourage landscaping elements between the sidewalk and buildings or parking areas in the Regional Center.
- ③ To create focal points, particularly on large sites.
- ③ To coordinate development with adjacent sites, where desirable.
- ③ 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.

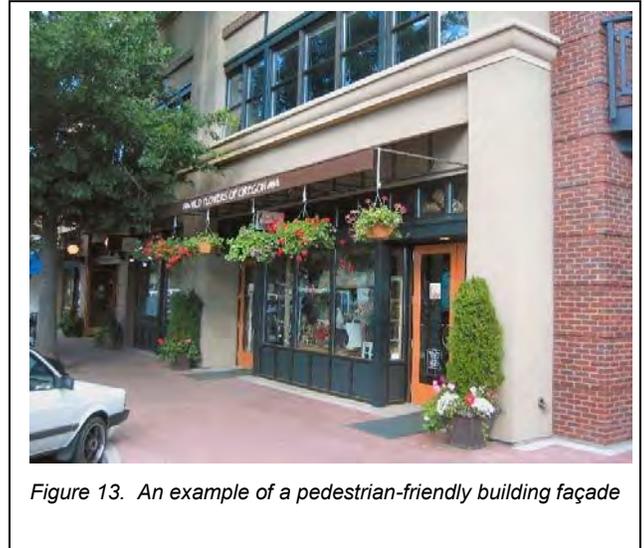


Figure 13. An example of a pedestrian-friendly building façade

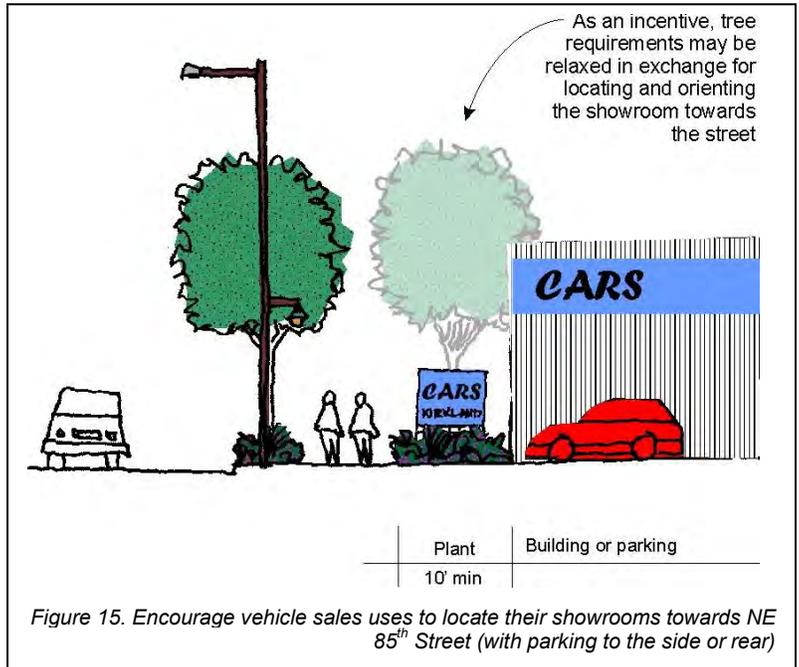


Figure 14. Encourage developments to place parking lots to the side or rear, as accomplished here

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 85th 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 85th 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 85th 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.

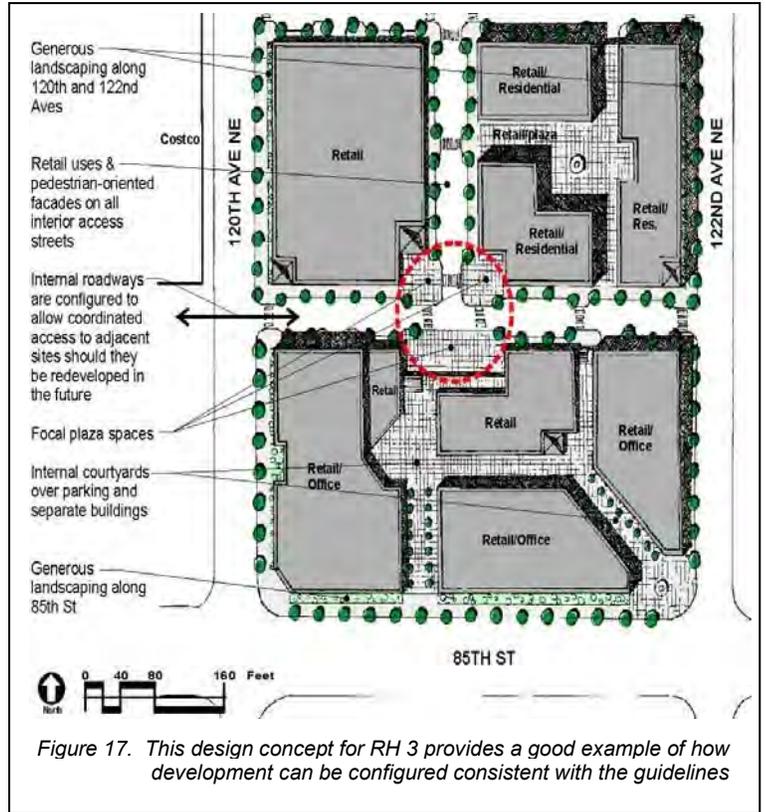


Figure 17. This design concept for RH 3 provides a good example of how development can be configured consistent with the guidelines

Neighborhood Center NE 85th Street Frontage

- g. Encourage developments to locate storefronts directly on the sidewalk along NE 85th 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 85th 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.

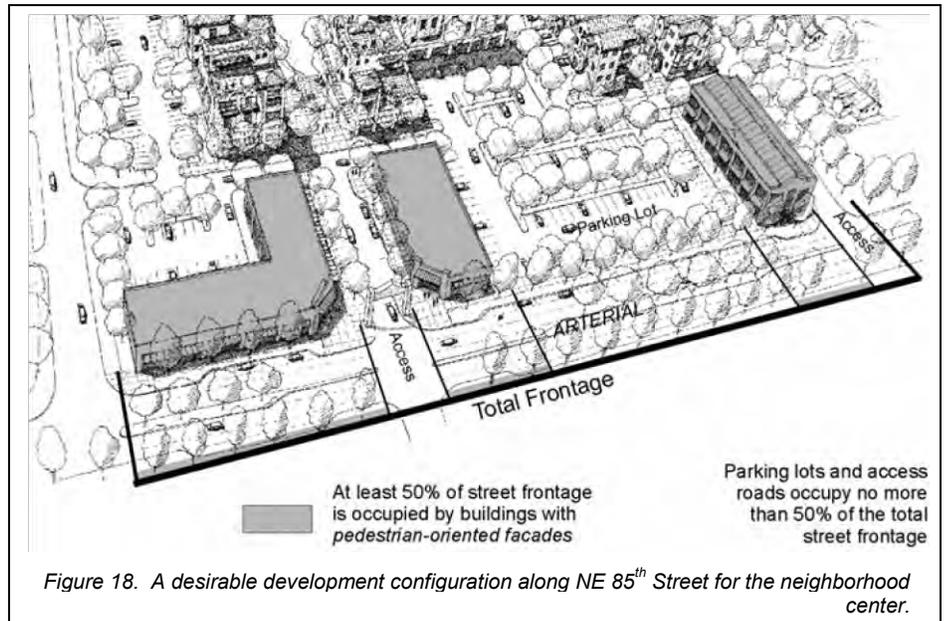


Figure 18. A desirable development configuration along NE 85th Street for the neighborhood center.

East End NE 85th 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).

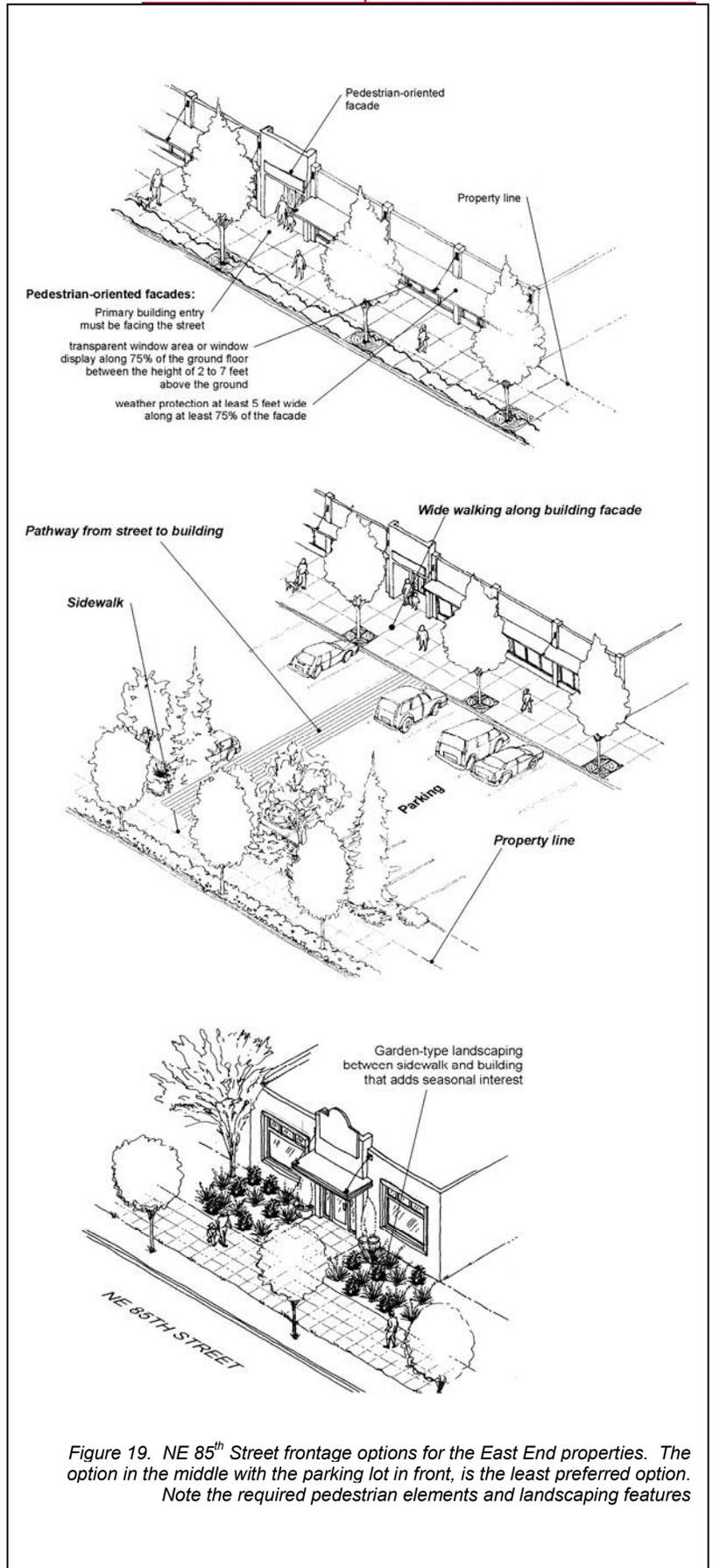


Figure 19. NE 85th Street frontage options for the East End properties. The option in the middle with the parking lot in front, is the least preferred option. Note the required pedestrian elements and landscaping features

6. Sidewalk and Pathway Widths

Objectives

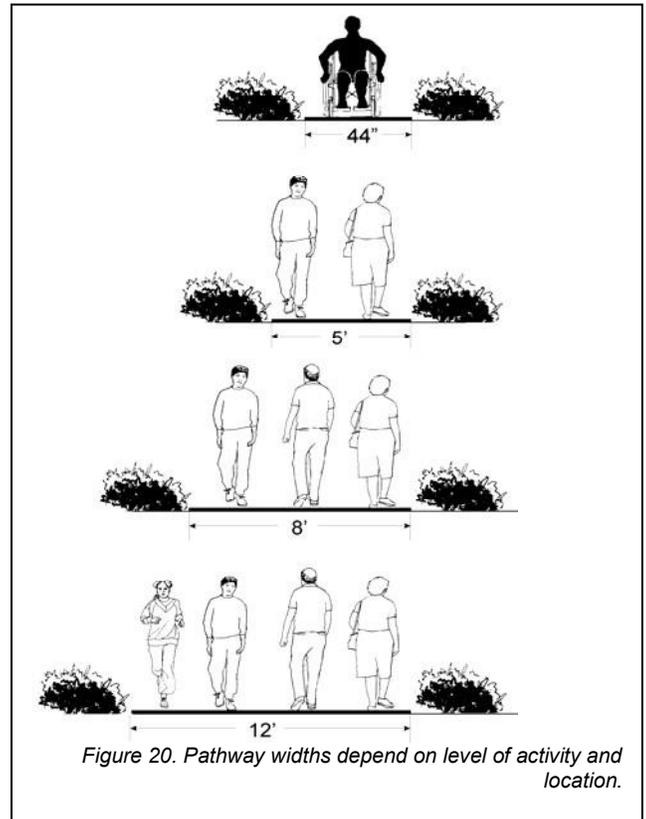
- ③ To provide wide sidewalks and pathways that promote an increase in pedestrian activity within the Rose Hill Business District.

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

- a. 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.



- b. 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.
- c. 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

- ③ To provide shelter for pedestrians.
- ③ 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

- ③ To minimize visible blank walls.
- ③ To enhance public safety along sidewalks and pathways.
- ③ 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

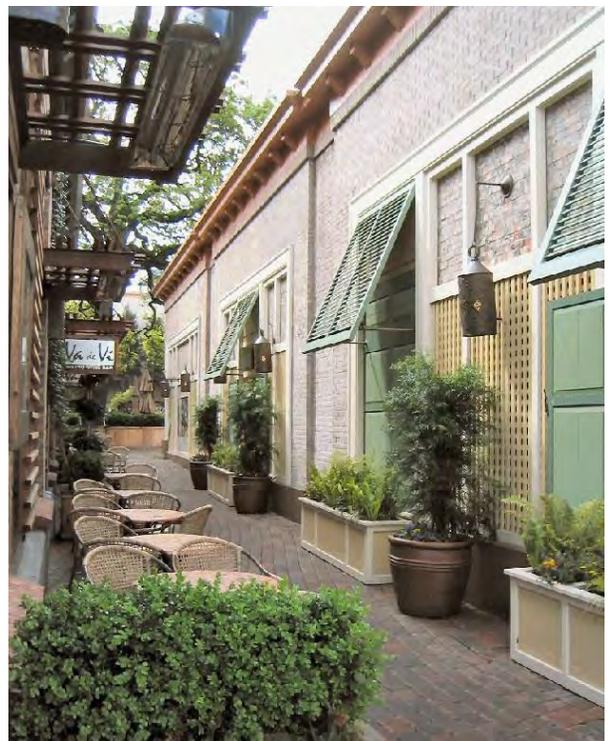


Figure 25 This building was a combination of alternating building materials, details, and landscaping elements to add visual interest at a close range

9. Lighting

Objectives

- ③ To enhance safety.
- ③ To create inviting pedestrian areas.
- ③ 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

- a. 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
- b. Lighting should be provided at consistent levels, with gradual transitions between maximum and minimum levels of lighting and between lit areas and unlit areas.
- c. 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.
- d. 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.
- e. 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.



Figure 26. Building-mounted lighting is encouraged to enhance the pedestrian environment

10. Pedestrian Amenities

Objectives

- ③ To provide amenities that enrich the pedestrian environment.
- ③ 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

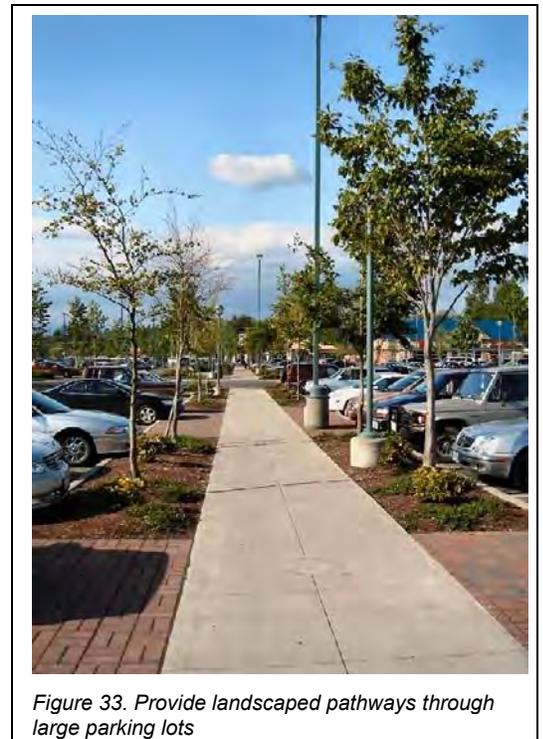
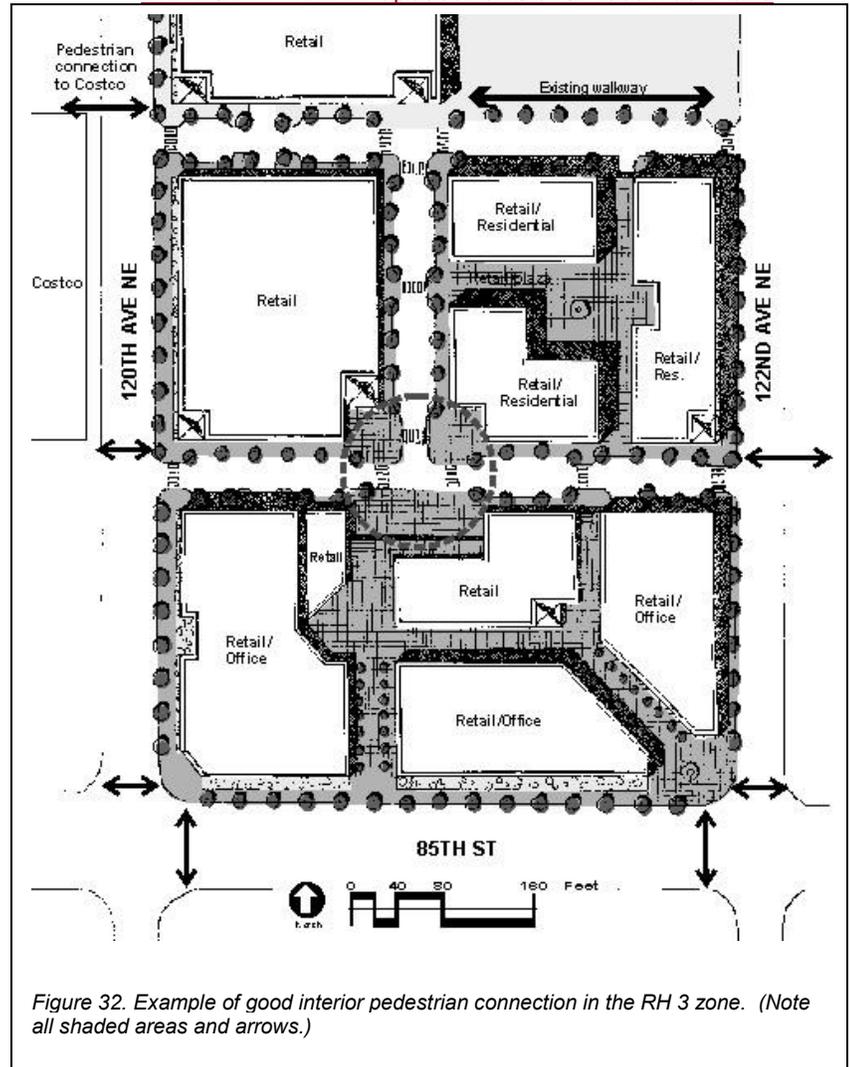
11. Interior Pedestrian Connections

Objectives

- ③ To enhance pedestrian access to the street, adjacent uses, and adjacent sites, where desirable.
- ③ To make it easier to walk between uses on the NE 85th Street corridor.
- ③ To reduce vehicle trips within the corridor.
- ③ To promote pedestrian activity.
- ③ To enhance pedestrian access through parking lots and between the street and uses.

Guidelines

- a. 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.
- b. Design all buildings abutting a public sidewalk or major internal pathways to provide direct pedestrian access to the sidewalk or pathway.
- c. 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.
- d. 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.



12. Pedestrian Plazas

Objectives

- ③ To provide a variety of pedestrian-oriented areas to attract shoppers to commercial areas and enrich the pedestrian environment.
- ③ To create gathering spaces for the community.
- ③ To configure buildings and uses to encourage pedestrian activity and pedestrian focal points.

Guidelines

- a. Provide pedestrian plazas in conjunction with non-residential uses.
- b. 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.
- c. 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.
- d. Provide storefronts, street vendors, or other pedestrian-oriented uses, to the extent possible, around the perimeter of the plaza
- e. Provide landscaping elements that add color and seasonal interest. This can include trees, planting beds, potted plants, trellises, and hanging plants.
- f. Incorporate pedestrian amenities, as described in Section 10.
- g. Consider the solar orientation and wind patterns in the design of the open space and choice of landscaping.
- h. 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

Objectives

- ③ To create useable space that is suitable for leisure or recreational activities for residents.
- ③ 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

Objectives

- ③ To minimize the impact of parking facilities on the fronting street, pedestrian environment, and neighboring properties.
- ③ To enhance pedestrian and vehicular safety.
- ③ To maintain desired traffic flow on NE 85th Street.
- ③ To promote shared parking
- ③ 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 85th Street Subarea Plan](#) [Rose Hill Business District policies in the Rose Hill Neighborhood 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 85th 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 85th 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 to 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.

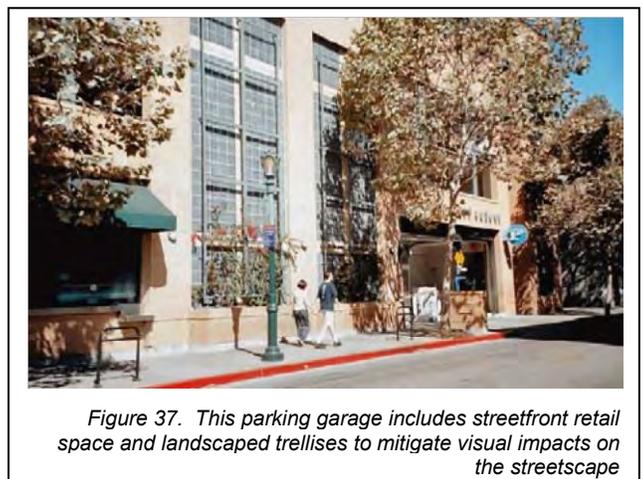
15. Parking Garages

Objectives

- ③ 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

Objectives

- ③ To improve the architectural design of commercial buildings in the business district.
- ③ 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).



Figure 38. Encourage buildings in the East End to utilize gabled roofs, front porch or covered entries, and fenestration patterns that relate to single family homes of adjacent neighborhoods

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

Objectives

- ③ To encourage an architectural scale of development that is compatible with the vision for the three design districts within the Rose Hill Business District.
- ③ 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.



Figure 39. This residential building uses a combination of techniques to reduce architectural scale

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.



Figure 40. Fenestration and vertical modulation techniques help to reduce the architectural scale of this office building



Figure 41. A variety of techniques should be used for multi-tenant retail buildings to emphasize individual storefronts

- 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

Objectives

- ③ To encourage the use of building components that relate to the size of the human body
- ③ 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

- ③ To utilize details that add visual interest to buildings and sites at a pedestrian scale.
- ③ 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



Figure 43. Consider changes in building materials with modulation techniques

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 44. A combination of materials is preferred

20. Signs

Objectives

- ③ 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

- a. 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.
- b. 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.
- c. Ground-mounted signs should feature a substantial base and be integrated with the landscaping and other site features.
- d. Mounting supports should reflect the materials and design character of the building or site elements or both.

- e. 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

Objectives

- ③ To provide essential service areas without adversely impacting the quality of development.
- ③ To locate and design service and storage areas to promote ease of use, safety, and visual cohesion.

Guidelines

- a. 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.
- b. 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

Objectives

- ③ 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

Objectives

- ③ To maintain and enhance mountain views from NE 85th Street.
- ③ 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.

Revisions to Design Guidelines for Pedestrian Oriented Districts for North Rose Hill Business District

was created for commercial and multifamily properties adjoining Market Street extending from the Central Business District at the south end to 19th Avenue at the north end. The plan includes a vision for the corridor of an attractive, economically healthy area that accommodates neighborhood oriented businesses, office uses and multifamily housing in a way that complements and protects the adjacent residential neighborhoods.

The historic 1890's buildings at the intersection of Market Street and 7th Avenue create a unique sense of place that represents the original town center of Kirkland. The plan establishes an historic district in this area that will reflect the City's past through both its old and new buildings and its streetscape. New development and renovation within this historic district should reflect the scale and design features of the existing historic resources in the district.

As part of the Market Street Corridor Plan, Design Regulations and Guidelines are established for new development and major renovations in the Market Street Corridor (MSC). These guidelines and regulations are intended to further the following design objectives that are stated in the plan:

- ◆ Encourage preservation of structures and locations that reflect Kirkland's heritage.
- ◆ Support a mix of higher intensity uses along the Market Street Corridor while minimizing impacts on adjacent residential neighborhoods.
- ◆ Maintain and enhance the character of the historic intersection at 7th Avenue and Market Street.
- ◆ Provide streetscape, gateway and public art improvements that contribute to a sense of identity and enhanced visual quality.
- ◆ Provide transitions between low density residential uses within the neighborhoods and the commercial and multifamily residential uses along Market Street.

Except for the MSC2 zone, the following guidelines, which suggest wider sidewalks, do not apply since there are no "pedestrian oriented streets" or "major pedestrian sidewalks" designated in the Zoning Code for the Market Street Corridor.

- ◆ Sidewalk Width: Movement Zone
- ◆ Sidewalk Width: Storefront Activity Zone

Additional guidelines that do not apply to the Market Street Corridor include:

- ◆ Protection and Enhancement of Wooded Slopes

- ◆ Height Measurement on Hillsides
- ◆ Culverted Creeks

Purpose of the Design Guidelines for North Rose Hill Business District

The North Rose Hill Business District goals and policies were originally adopted in 2003 as part of the North Rose Hill Neighborhood Plan and revised in 2018 with the new Rose Hill Neighborhood Plan. Development in the North Rose Hill Business District (NRHBD) is to complement the Totem Lake Business District and encourage increased residential capacity to help meet housing needs. Commercial uses are to be limited to those that are compatible with the residential focus of the NRHBD.

As part of the ~~NRH-Rose Hill Neighborhood Plan~~, design regulations and guidelines were established for new development and major renovations in the Business District (NRHBD). These guidelines and design regulations are intended to further the following urban design ~~goals and policies stated~~ in the plan:

- ◆ Ensure that public improvements and private development contribute to neighborhood quality and identity in the Business District through:
 - *Establishment of building and site design standards.*
 - *Utilization of the design review process.*
 - *Location and sharing of parking lots.*
 - *Utilization of high quality materials, public art, bicycle and pedestrian amenities, directional signs on all arterials, and other measures for public buildings and public infrastructure, such as streets and parks.*
- ◆ Provide transitions between commercial and residential uses in the neighborhood.
- ◆ Provide streetscape improvements that contribute to a sense of neighborhood identity and enhanced visual quality.

Since the focus of the NRHBD is on increasing residential capacity while accommodating supportive commercial uses, rather than developing into a destination retail business district, the following guidelines do not apply to this business district.

- ◆ Sidewalk Width – Movement Zone
- ◆ Sidewalk Width – Curb Zone
- ◆ Sidewalk Width – The Storefront Activity Zone
- ◆ Pedestrian Coverings
- ◆ Pedestrian-Friendly Building Fronts
- ◆ Upper-Story Activities Overlooking the Street

In addition, the following do not apply:

Revisions to Design Guidelines for Pedestrian Oriented Districts for North Rose Hill Business District

- ◆ Protection and Enhancement of Wooded Slopes
- ◆ Height Measurement on Hillsides

Design Guidelines: Pedestrian-Oriented Business
Districts 4



THE CITY OF KIRKLAND

Design Guidelines for Residential Development

Adopted by the City Council
Pursuant to Kirkland Municipal Code
Section 3.30.040, ~~Ordinance 3606 on
December 18, 1997~~
~~Revised by Ordinance 4496 on
December 8, 2015~~

Attest:



Amy Walen,
Mayor



Eric Shields,
Director,
Planning and Building

(December 2015 Revision)



INTRODUCTION

This document sets forth a series of general design guidelines for **both single-family and multifamily** residential development adopted by Section 3.30 of the Kirkland Municipal Code that will be used by the City in the design review process for attached or stacked dwelling units within the ~~NE 85th Street Subarea~~, the PLA 5C Zone, and the Market Street Corridor. For projects required to be reviewed by the Design Review Board, the Board will use these guidelines ~~in association with the Design Regulations of the Kirkland Zoning Code. To the extent that the standards of the Design Guidelines or Design Regulations address the same issue but are not entirely consistent or contain different levels of specificity, the Design Review Board will determine which standard results in superior design.~~ For Administrative Design Review (ADR), the Planning Official will use these guidelines when necessary to interpret the Design Regulations.

Replace NE 85th Street Subarea with Rose Hill Business District

The design guidelines are also intended to assist project applicants and their architects by providing graphic examples of the intent of the City's guidelines and regulations for attached or stacked dwelling units. Not all of these guidelines will result in design regulations. Zoning Code regulations relating to single-family residential development will be limited in order to provide for freedom of design.

The purpose of these design guidelines is to encourage residential development that creates livable residential communities and reinforces the positive qualities of the City's existing neighborhoods.

Proposed KMC amendments related to implementation of Rose Hill Neighborhood Plan January 2019

3.30.040 Design guidelines adopted by reference.

The design review board in combination with the authority set forth in Chapter 142 KZC shall use the following design guidelines documents to review development permits:

- (1) The document entitled “Design Guidelines for Pedestrian Oriented Business Districts” bearing the signatures of the mayor and the director of the department of planning and ~~building community development~~, dated insert new date and August 3, 2004, and amended by insert new Ordinance # and Ordinance 4636 to add Finn Hill Neighborhood Center design guidelines, is adopted by reference as though fully set forth herein. The city council shall consult with the planning commission prior to amending this document.
- (2) The document entitled “Design Guidelines for the Rose Hill Business District” bearing the signatures of the mayor and the director of the department of planning and ~~building community development~~, dated insert new date ~~January 3, 2006~~, is adopted by reference as though fully set forth herein. The city council shall consult with the planning commission prior to amending this document.
- (3) The document entitled “Design Guidelines for the Totem Lake Business District” bearing the signatures of the mayor and the director of the department of planning and ~~building community development~~, dated ~~June 6, 2006~~ insert new date, is adopted by reference as though fully set forth herein. The city council shall consult with the planning commission prior to amending this document.
- (4) The document entitled “Kirkland Parkplace Mixed Use Development Master Plan and Design Guidelines” bearing the signatures of the mayor and the director of the department of planning and ~~building community development~~, dated February 17, 2015, and amended by Ordinance 4605, passed September 19, 2017, is adopted by reference as though fully set forth herein. The city council shall consult with the planning commission prior to amending this document.
- (5) The document entitled “Design Guidelines for the Yarrow Bay Business District” bearing the signatures of the mayor and the director of the department of planning and ~~building community development~~, dated November 15, 2011, is adopted by reference as though fully set forth herein. The city council shall consult with the planning commission and the Houghton community council prior to amending this document.
- (6) The document entitled “Design Guidelines for Residential Development” bearing the signatures of the mayor and the director of the department of planning and ~~building community development~~, dated insert new date ~~December 8, 2015~~, is adopted by reference as though fully set forth herein. The city council shall consult with the planning commission prior to amending this document.
- (7) Text Amended. The following specific portions of the text of the design guidelines are amended as set forth in Attachment A attached to Add Ordinance numbers..... Ordinance 4106 and incorporated by reference. (Ord. 4636 § 4, 2018; Ord. 4605 § 1 (Exh. A), 2017; Ord. 4496 § 3 (Exh. 4), 2015; Ord. 4495 § 2 (Exh. 2), 2015; Ord. 4475 § 1, 2015; Ord. 4332 § 1(A) (Exh. A), 2011; Ord. 4308 § 1, 2011; Ord. 4172 § 1, 2008; Ord. 4106 § 1, 2007; Ord. 4052 § 1, 2006; Ord. 4038 § 1, 2006; Ord. 4031 § 1, 2006)

