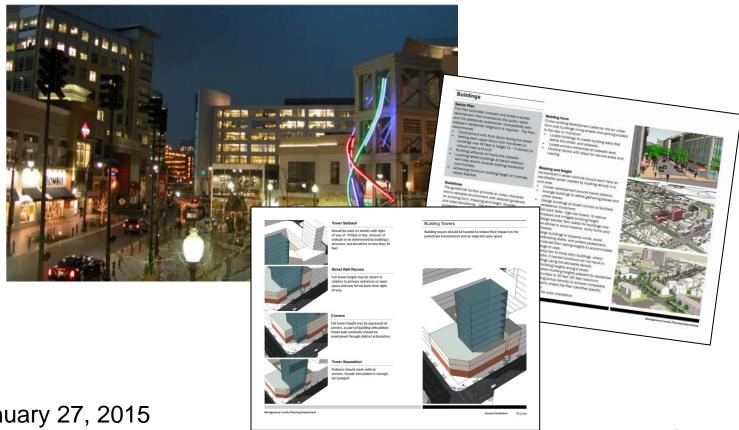
Promoting Design Excellence in **Montgomery County**



January 27, 2015

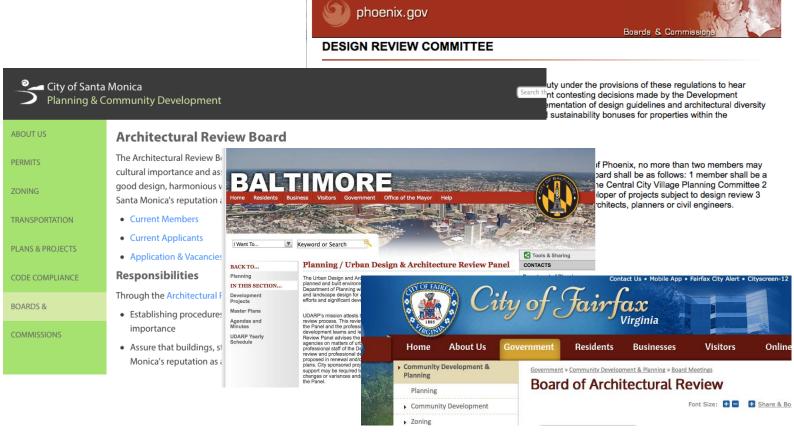


About Winter & Company



Promoting Design Excellence in Montgomery County

How Many Communities Use Design Review?



Features of Effective Design Review



- Fair
- Predictable
- Efficient

Lower Downtown Denver



LoDo in the Early Stages



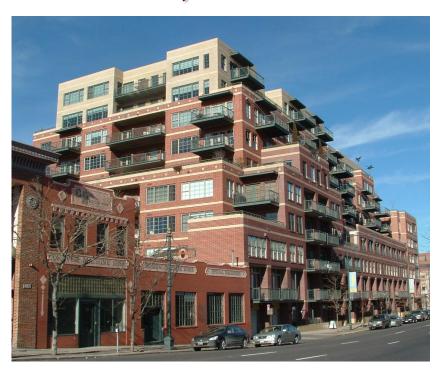
Denver, CO

Denver, Co





Denver, Co





Denver, CO



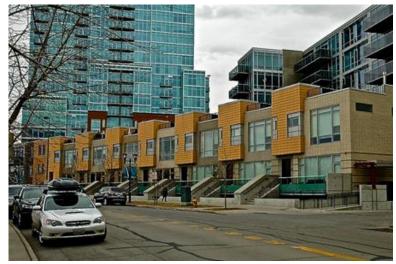


Denver, CO

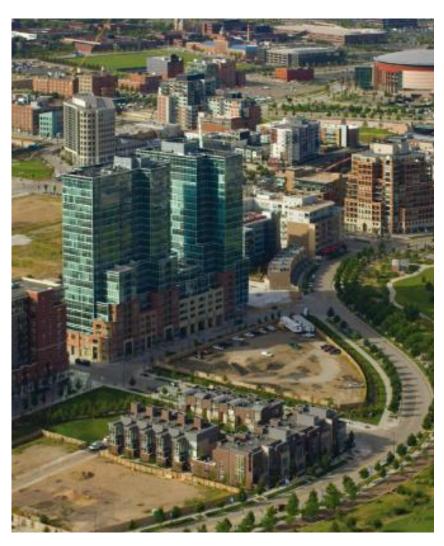
Denver, Co



Platte Valley Denver, CO

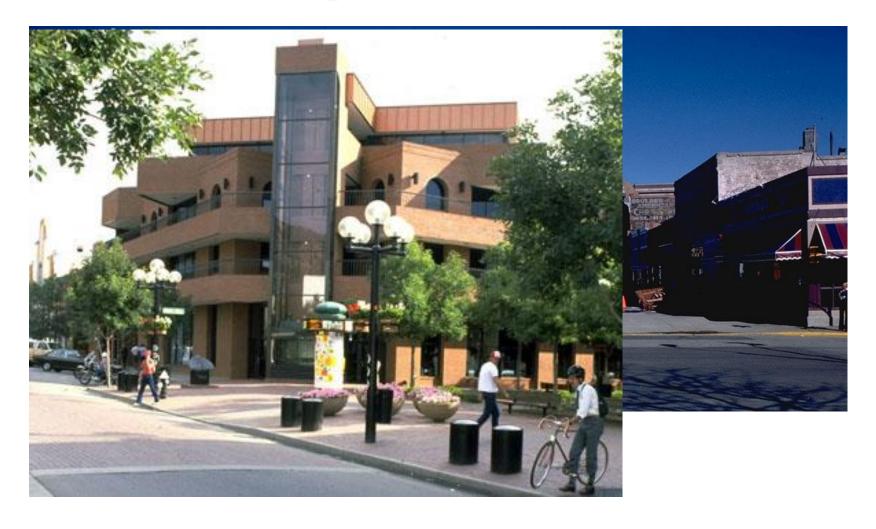






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Before Design Review







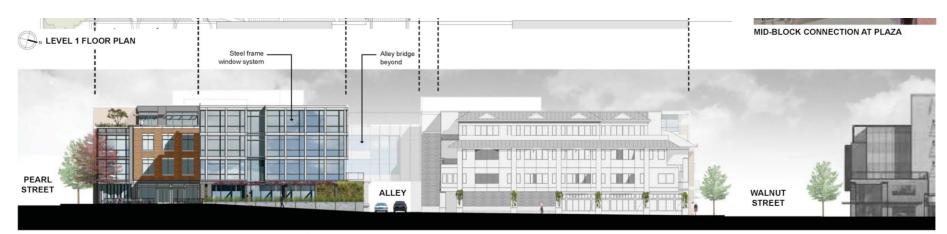


Promoting Design Excellence in Montgomery County



Sustained policy over 30 years





WEST FACADE ELEVATION







PLAZA VIEW eleventh and pearl August 27, 2012

Promoting Design Excellence in Montgomery County

Athens, GA





New infill project in downtown Athens

Throughout the design guidelines for Athens, GA, photographs of contemporary designs illustrate specific design principles. The objective is to demonstrate the wide range of styles that may be considered to be compatible with the more fundamental "framework" elements.





New infill projects in downtown Athens



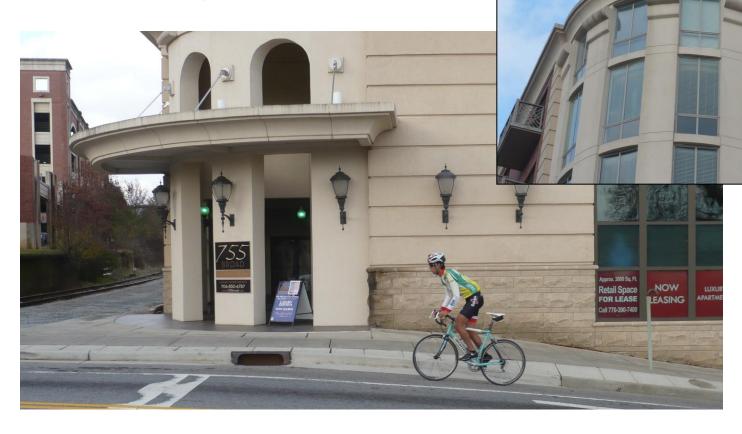


Approved design of proposed project in downtown Athens

Athens, GA



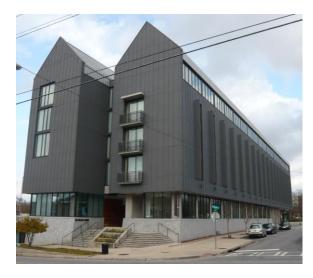






Athens, GA







Downtown Greenville, SC... Results



New parking structure in downtown Greenville, SC, with residential wrap

City of Greenville • Design Guidelines for the Central Business District

AP.10 Minimize the visual impacts of a parking structure by designing it to enhance the activity of the streetscape.

Parking structures should be designed to enhance the activity of the streetscape. At a minimum, a parking structure should help to animate the street and be compatible with the surroundings. The vi-sual impact of the cars themselves should be mini-

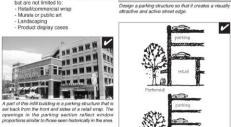
- A. Design a parking structure so that it creates a visually attractive and active street edge.

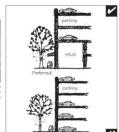
 When feasible, a parking structure in the area should be wrapped with retail, commercial or an other active use along the street edge to shield the facility from the street and to
 - add activity to the street.

 Other methods of accomplishing this include, but are not limited to:

 Retail/commercial wrap

 - Murals or public art





The ground level of a parking structure should be wrapped by retail, office or some other active use along the street edge.



New parking structure in downtown Greenville, SC, with residential wrap

Promoting D

Downtown Greenville, SC... Results



New condos in downtown Greenville, SC



New live-work development in downtown Greenville, SC



Hampton Inn, downtown Greenville, SC



Poinsett, downtown Greenville, SC



Terrace 2, downtown Greenville, SC



Marriott Hotel, downtown Greenville, SC

Memphis, TN





These examples illustrate new buildings that respect the key features of their contexts.

2.4 Building Design

Architectural Character

A building should reflect the character of Downtown Memphis and respect the key features that are defined as being desirable for its specific design context.

Innovative new designs are preferred.

- New designs should be compatible with traditional architecture in Downtown, but need not copy older styles.
- New designs that draw upon the more fundamental characteristics of Downtown and of the specific design contexts are preferred.







A new design should be compatible with traditional architecture in Downtown, but need not copy older styles.

Memphis, TN



San Antonio, TX





San Antonio



Downtown San Antonio...Results





The Hotel Valencia complies with guidelines that call for varied massing in taller buildings to reduce their perceived scale.



Before: The historic Chinese Pavilion



After: The historic Chinese Pavilion restored as part of the restaurant of the Hotel Valencia (see above)

San Antonio





After: The Hotel Contessa - Street Front



After: The Hotel Contessa - River Front



After: The Hotel Contessa - River Plaza



After: The Hotel Contessa - River Cafe

Why Have Design Review?

- To provide a climate for investment
- To build value over time
- To enhance livability
- To remain competitive
- To provide more flexibility that codes can

Objectives of a design review program:

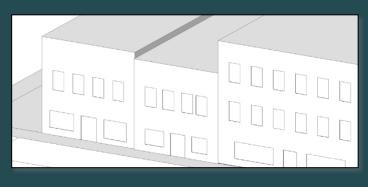
- 1. Reinforce established patterns
- 2. Enhance the public realm
- 3. Enhance livability
- 4. Create a climate for investment
- 5. Set clear expectations
- 6. Provide for innovation, creativity

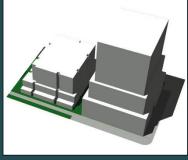
Design Guidelines & the Unified Development Code

Prescriptive

UDC

Use Landscaping Parking Setbacks/Build-to Transparency





Performance Oriented

Guidelines

Site Planning Building Massing Specific Building Elements





DESIGN REVIEW BOARD APPROVAL PROCESS CHART PRE-APPLICATION PROCESS PRE-APPLICATION CONFERENCE with Community Development Department (CDD) **APPLICATION** SUBMIT APPLICATION Forms available on the City's website; filed with CDD **REVIEW & APPROVAL** MINOR DESIGN PLAN TRACK MAJOR DESIGN PLAN TRACK **ADMINISTRATIVE REVIEW** Staff reviews for completeness and conformance with applicable zoning and building standards, and these design quidelines; HPC Chair reviews minor application with Staff Application is also routed to other applicable City departments for review and compliance with other City standards ADMINISTRATIVE REVIEW Staff reviews for completeness and conformance with applicable zoning and building standards, and these design guidelines; **INITIAL DRB PUBLIC HEARING** HPC Chair reviews minor application with Staff At a regularly scheduled meeting, The DRB provides preliminary Application is also routed to other applicable City departments input on the merits of proposed application for review and compliance with other City standards **NOT APPROVED** APPROVED FINAL DRB PUBLIC HEARING Applicant may modify At a regularly scheduled meeting, The DRB will review Staff approves Minor Design Plan project and resubmit plans the proposed project using these design guidelines **NOT APPROVED APPROVED** Applicant may modify Staff approves project and resubmit plans Major Design Plan **OBTAIN BUILDING PERMIT & LAND DISTURBANCE PERMIT (WHEN APPLICABLE)** City staff will review final construction drawings to ensure they match Design Plan approval; NOTE: Some projects do not require a building or land disturbance permit

A Review Process

Balancing the variables

- -Simplicity and Flexibility
 - One size fits all OR Respond to different conditions
- –Owner Making Improvement and Adjacent Owners
 - Inside looking out and Outside looking in



Value of a community- and - Value of a property



Weak Guidelines

- Multiple topics in a sentence
- Mix of new construction and rehabilitation principles
- Use of "appropriate" without clarification

BUILDINGS: Facades, Roofs, Details & Materials

Facades

Facades fronting streets shall be emphasized through the use of fenestration, and clearly articulated public entrances and higher quality details and materials. All entrances to a building should be defined and articulated by design elements (such as lintels, pediments, pilasters, columns, porticos, porches, awnings and canopies). Window and door openings should generally have a vertical orientation and be vertically aligned. Commercial storefronts should have a traditional design with a kick plate and wooden or iron framing, or, where appropriate, shall be clearly contemporary with a liberal amount of glass and minimal framing. Blank walls facing streets should be avoided.

Roofs

Roof forms should be appropriate to the building's architecture and surrounding context.

Materials

Materials, textures and colors should be appropriate for the building's architecture and surrounding context. Previously unpainted masonry should not be painted. Masonry should not be sand blasted.

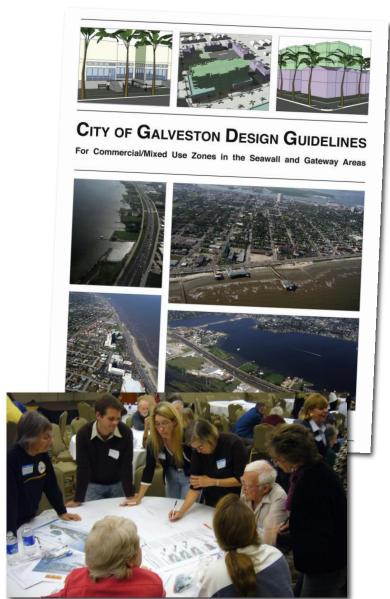
Details

Architectural details should be appropriate to a building's design and surrounding context. Detailing shall be historically replicated for restorations, but generally simplified in the case of new construction. Restored buildings should faithfully duplicate details, such as decorative cornices, window moldings, dentils and corbelling, based upon existing fabric or historic documentation like photos or drawings. In order to distinguish new construction from existing, details should be minimized or simplified for additions or new buildings.

Skybridges should only be used in highly selected circumstances.

Developing Effective Guidelines:

- 1. Clearly represent community values
- 2. Engage the public & stakeholders
- 3. Include intent statements
- 4. Balance broad principles with specific examples
- 5. Use graphics extensively



Design Principles

 These principles define the overarching features of a preferred design in Downtown.

CHAPTER 1

Design Principles for Downtown Memphis

Each improvement project in Downtown Memphis should help forward the goals outlined in the introduction and also should comply with these fundamental design principles:

P1: Achieve excellence in design.

Each improvement in Downtown Memphis should express excellence in design, and it should raise the bar for others to follow. This includes using high quality materials and construction methods and paying attention to detail.

P2: Promote creativity.

Innovation in design is welcomed in Downtown Memphis. Exploring new ways of designing buildings and spaces is appropriate when they contribute to a cohesive urban fabric. This type of creativity should be distinguished from simply being "different."



Section Contents

Design Principles	21
Design Traditions	26







P2: Promote creativity.



P3: Design with authenticity.



P4: Design with consistency.



P5: Design for durability.

P3: Design with authenticity.

Downtown is defined by buildings and places that reflect their own time, including distinct construction techniques as well as style. The result is a sense of authenticity in building and materials. All new improvements should convey this sense of authenticity.

P4: Design with consistency.

Buildings and places in Downtown Memphis that are highly valued are those which have a cohesive quality in their use of materials, organization of functions and overall design concept. Each new project should also embody a single, consistent design concept.

P5: Design for durability.

Downtown's cherished buildings and spaces are designed for the long term with durable materials. New work should have this same quality.

P6: Design for sustainability.

Aspects of cultural, economic and environmental sustainability that relate to urban design and compatibility should be woven into all new improvements.



P6: Design for sustainability. Aspects of cultural, economic and environmental sustainability that relate to urban design and compatibility should be woven into all new improvements.

P7: Draw upon local design traditions.

Downtown exemplifies a unique character and authenticity, with lessons for new designs. Many buildings share similar features, materials and forms that reflect the city's design traditions and should be considered as inspiration for new work. This does not mean copying earlier styles, but rather learning from them.

P8: Honor the heritage of the city.

Buildings, sites and components of urban infrastructure that have historic significance should be preserved. These resources range from isolated bits of historic paving and individual site features to noteworthy collections of buildings in historic districts. These properties should continue to serve the community while retaining their integrity. New work around these resources should be compatible with them.



P7: Draw upon local design traditions.



P7: Draw upon local design traditions.



P8: Honor the heritage of the city.



P8: Honor the heritage of the city.

Image of Barbaro Flats (forthcoming)

P9: Enhance the pedestrian experience.



P10: Enhance the public realm.



P10: Enhance the public realm. Sidewalks, promenades and other pedestrian ways should be designed to invite their use through thoughtful planning and design. Improvement on private property also should enhance the public realm.

P9: Design to fit with the context.

Improvement projects should consider their context. In some areas, that context remains strongly anchored by historic buildings, landscapes and other structures. In other parts of Downtown, the context is more contemporary, with individual historic buildings sometimes appearing as accents. In still other areas, no historic structures exist. In this respect, "designing in context" means helping to achieve the long term goals for each of these areas.

P10: Enhance the public realm.

At the heart of the vitality of Downtown is an enhanced public realm, including streets, parks and open spaces. Sidewalks, promenades and other pedestrian ways should be designed to invite their use through thoughtful planning and design. Improvement on private property also should enhance the public realm.

P11: Enhance the pedestrian experience.

Each improvement project should contribute to a pedestrian-friendly environment. This includes defining street edges with buildings and spaces that are visually interesting and attract pedestrian activity. Buildings that convey a sense of human scale and landscapes that invite walking are keys to successful design in Downtown Memphis. Designing sidewalks and other walkways to accommodate pedestrian traffic is also important. This includes providing sidewalks of sufficient width for circulation and outdoor activities, and installing appropriate landscaping.



P11: Enhance the pedestrian experience.

P12: Provide signature open spaces.

Parks and other open spaces designed for outdoor use and public enjoyment are essential to Downtown's character and vitality. These include public squares, promenades, plazas and private courtyards. Improvements to existing parks and open spaces should enhance their appeal for public use. New parks and open spaces also should be designed with this principle in mind and should be designed for active use.

P13: Keep the automobile subordinate.

Parking lots and structures should support other functions and not dominate the urban setting. They should be hidden, or at least visually buffered.

P14: Celebrate the riverfront.

As the major factor in the early history of the city, the Mississippi River is a basic resource to be valued in all urban design. This certainly applies to properties in close proximity to the river, but also relates to improvements that may link other places to it, in terms of views, pedestrian circulation and building orientation.



P14: Celebrate the riverfront.



P12: Provide signature open spaces. Parks and other open spaces designed for outdoor use and public enjoyment are essential to Downtown's character and vitality.

A Guideline Format

- A hierarchy of background information and guidance
- Intent statement provides broad guidance
- Numbered guidelines facilitate referencing

DESIGN GUIDELINES COMPONENTS

The updated design guidelines will use a standard format to increase clarity and ease-of-use. The standard components of a design guideline are illustrated below.

Sample Design Guideline

Street Level Interest

When a building is located close to the street or walkway, it should be designed to provide interest to pedestrians. For example, storefronts add interest to commercial buildings, while porches, courtyards, and decorative wall surfaces add interest to multifamily housing designs.

2.1 Develop the street level of a building to provide visual interest to pedestrians.

All sides of a building should include architectural details to avoid presenting a "back side" to the street or neighboring properties. Provide visual interest with:

- A display window that provides views to activities in the building.
- Display cases for exhibits
- Decorative wall surface, for example, a change in materials
- Building articulation
- Landscaping





When a building is located close to the street or walkway, it should be designed to provide interest to pedestrians.

Legend

←A Design Topic

Describes the design topic addressed by the design standards that follow.

←B Policy Statement

Explains the desired outcome and provides a basis for the design standards that follow. If no standards address a specific design issue, the policy statement will be used to determine appropriateness.

Oesign Standard

Describes a desired performanceoriented design outcome.

Additional Information

Provides additional information and a bullet list of suggestions on how to meet the intent of the design standard.

Image(s)

Clarify the intent of the design standard by illustrating appropriate and inappropriate design solutions (see below).

Appropriate

Images marked with a check illustrate appropriate design solutions.

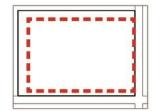
Inappropriate

Images marked with an X illustrate inappropriate design solutions.

Levels of Design



Neighborhood level



Site level



2.1 Levels of Design in this Chapter

The guidelines in this chapter are grouped into three categories of design: (1) Neighborhood level, (2) Site level, and (3) Building level.

- 1. Neighborhood level. Design guidelines in this category focus on ways in which individual projects work together to create a vital, functioning neighborhood. Design in the public realm and consideration of how an individual property relates positively to others in the vicinity are important considerations.
- 2. Site level. Design guidelines in this category focus on how improvements on an individual property are organized, including the placement and orientation of buildings, the location of service areas and landscaping. Some of these guidelines focus on maintaining a sense of continuity with the neighborhood, while others address making the best use of the property in terms of creating a sense of place and enhancing function for users.
- **3. Building level.** Design guidelines in this category address architectural character, scale, materials and details, with a focus on fitting with the design traditions of Downtown, while also encouraging new, creative approaches.

Show What you Want



Fiber cement board, formed in lap siding or as a board and batten panel design, may be an appropriate material in residential areas.



Contemporary interpretations of industrial materials are particularly recommended in the Downtown Industrial design context.



The material should maintain an intended finish over time or acquire a patina. This copper cladding is an example.



Architectural metals that have a high quality finish are appropriate.



Finished concrete, with scoring details is appropriate.



Architectural concrete block is an appropriate material.







Materials that are "authentic" and durable are preferred. (For example, these new materials convey their genuine character, but in ways compatible with traditional ones.)

State the **Positive**



Use changes in material to express scale.

Architectural glass may be considered as a primary material.

Use changes in material to express scale. 17.

- This will especially help a larger building fit into a context of smaller structures.
- However, assure that with a change in materials, the overall composition of the building design remains intact.
- Avoid mixing several materials in a design when the result would become overly busy. This defeats the purpose of using changes to provide a sense of scale.

Architectural glass may be considered as a primary material.

- a. Detail glass to provide a sense of scale.
- b. Using glass that permits views into activities in the building is preferred, to provide visual interest.
- The use of tinted windows on the ground floor is inappropri-

19. Architectural concrete may be used.

It should be detailed to provide visual interest and convey a a. sense of scale.



Detail glass to provide a sense of scale.



Assure that with a change in materials, the overall composition of the building design remains intact, as does this example.

Visual Interest at the Street Level

Accommodate Alternatives



Wall art provides visual interest.



A storefront provides visual interest.



Planters provide visual interest.



Projecting columns provide visual interest.



Green space in front of townhouses provides visual interest.

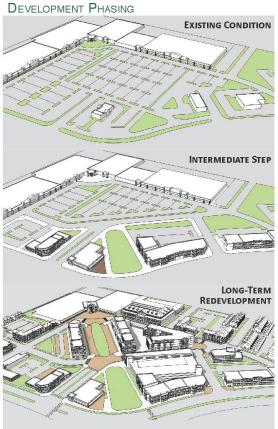


Architectural details provide visual interest.



Changes in materials and wall offsets provide visual interest.

Anticipate Phasing



Redevelopment of existing sites in Roswell may be incremental, with short-term improvements anticipating later phases of development.

In the example illustrated above, new "pad site" buildings (middle) improve the edges of an existing shopping center site (top) as an intermediate step towards long-term redevelopment into a mixed-use center that incorporates some existing buildings (bottom). See pages 58 and 64 for more information on the long-term redevelopment scenario illustrated above.

Where an incremental improvement is consistent with the intent of the UDC zoning standards and design guidelines, some flexibility in the application of standards and guidelines may be appropriate.



Place improvements to enhance the pedestrian environment. For example, new buildings and public open space areas may be located to create a pedestrian gateway into the site.

GUIDELINES FOR PHASED IMPROVEMENTS

1.29 Locate incremental improvements to anticipate future phases of development.

- a. Locate small-scale improvements to increase compliance with UDC zoning standards and the intent of the design guidelines. For example, an addition to an existing building should be located to enhance the street frontage and increase compliance with the UDC "Build-to Zone" standards described on Page 23.
- b. Locate small-scale improvements to accommodate future vehicular and pedestrian connections. For example, parking areas and drive aisles may be set up to accommodate future redevelopment as illustrated in the "Intermediate Step" at left.

1.30 Locate and design incremental improvements to enhance the pedestrian environment of an existing development.

- a. Place improvements to enhance the pedestrian environment. For example, new buildings and public open space areas may be located to create a pedestrian gateway into the site.
- b. Plan for later pedestrian improvements, such as connections between the street and interior buildings, or to an adjacent neighborhood, when locating a new building or addition.

Promoting Design Excellence in Mc

Coordinate with other Departments

FINAL DRAFT | OCTOBER, 2014



Incorporate stormwater management as site amenities.

73.Incorporate stormwater management systems as site amenities.

- Use rainwater as an amenity by directing stormwater to planted islands, bioswales, and other landscaping.
- Incorporate plazas, courtyards and patios into and around stormwater management systems whenever feasible.
- Reduce on-site run-off by using pervious paving and landscaping such as bioswales and planted islands.
 - » This is particularly appropriate for surface parking lots.
- Ensure that stormwater management systems do not adversely affect the character of historic sites and landscapes.

Stormwater Management





Bioswales and planted islands can be used in parking areas to reduce the amount of run-off that is created from surface parking lots.





Allow stormwater to serve a purpose, such as watering plants, before entering the storm drains.





Incorporate plazas, courtyards and patios into and around stormwater management systems whenever feasible.



Consider using pervious paving to reduce run-off.





Celebrate rainwater by directing it into planted islands, bioswales, and other landscaping.

Menus of Options: Articulation

Options for Building Articulation

The design options described and illustrated below may be used individually, or in combination, to meet the intent of the design guidelines for building articulation on page 38. Note that other creative building articulation strategies may also be appropriate.

1. Wall Offsets

Wall offsets include notches or breaks in the building façade. They should generally extend the full height of the building and are most successful when combined with changes in roof form or building materials.





2. Wall Projections

Wall projections include pilasters, moldings or columns that generally rise the full height of the building façade to add visual interest and express traditional façade widths.





3. Step backs

Step backs are upper-story building setbacks that add visual interest and reduce the visual mass and scale or potential looming impacts of a larger building.





4. Variations in Material

Variations in material add visual interest and express traditional façade widths. Such changes may be vertical or horizontal and often follow a repeating pattern. See "Building Materials & Colors" on page 46 for more information.





5. Base, Middle, Cap Design

On a taller (over two stories) commercial or mixed use building, horizontal articulation techniques may be used in combination to express a traditional base, middle and cap façade composition with well-defined ground or lower floors and a distinctive "cap" element framing middle building floors.





Figure 19: Options for Building Articulation

Provide a Wayfinding System

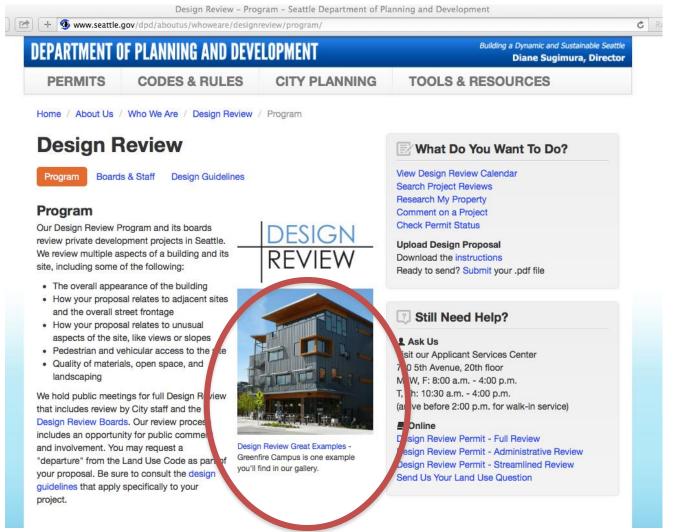
 For most projects, 3 or 4 chapters may apply.

Which chapters apply?

Use this chart to determine which chapters of the design guidelines will apply to a specific project.

		Chapter 2	2: ign Guide	lines			
Type of Work	Chapter 1: Design Principles for Downtown Memphis	Neighborhood Level	Site Level	Building Level	Chapter 3: Design Contexts	Chapter 4: Sign Design Guidelines	Chapter 5: Historic Preservation
New Building	х	х	х	х	х		
Building Addition	х	х	х	х	х		
Historic Property or Historic District	х	х	х	х	х		х
Landscape/Site Work	х	х	х		х		
Public Infrastructure Improvements	х	х	х		х		
Sign*	х				х	х	

Celebrate Excellence



Seattle, WA

Seattle Dept. of Planning and Development > Collections



Gallery of Great Projects

The purpose of design review is to promote design excellence for new development throughout the City of Seattle. While all buildings that receive design review recommendation meet the intent of the design guidelines, we have selected this gallery of projects which meet numerous guidelines to an exemplary degree.

Please click on any of the album thumbnails to find images from each great project. Within each album, photos of the completed project and its architectural drawings will show features that highlight quality design. By clicking on individual images, you will find project details (zoning, architect, size, etc) and a description of how the project exemplifies the design guidelines.

The projects shown here are just a few of the high-quality developments that have received design review and other great projects will be added to this gallery as they are built.



Greenfire Campus 6 photos



Stackhouse 6 photos



Youngstown Flats 5 photos



Goodwill Training Center 6 photos



Nyer-Urness House 5 photos



Mosler Lofts
5 photos



Emerald City Commons 5 photos

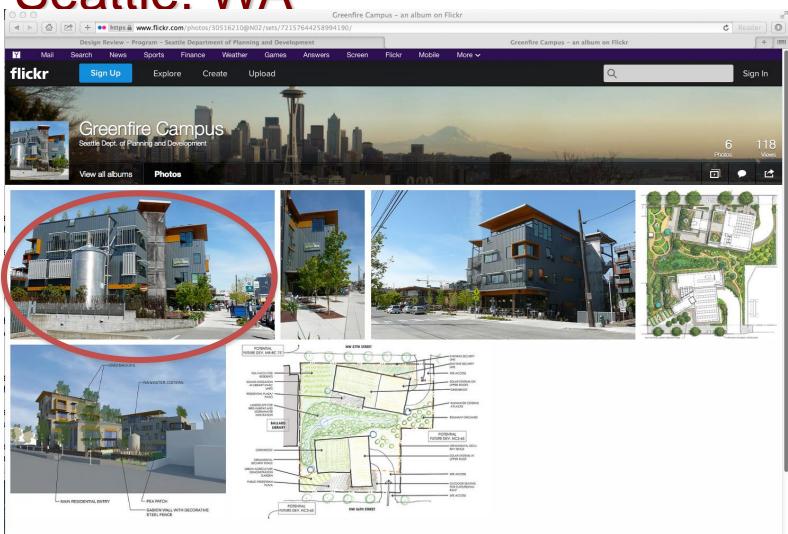


Merrill Gardens 6 photos

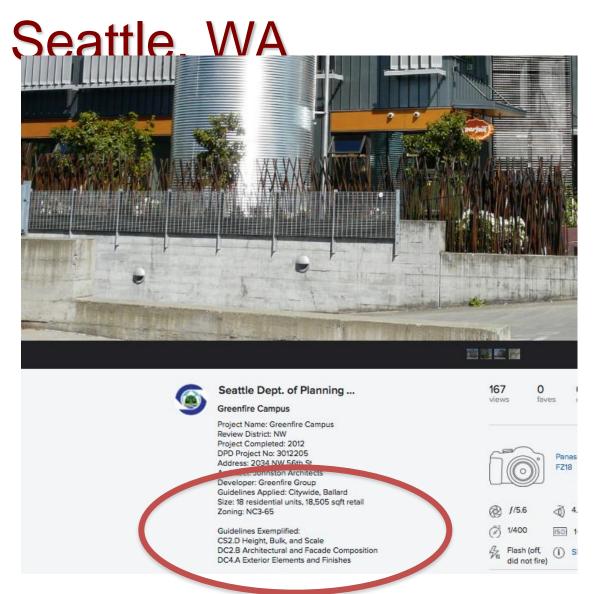


Bagley Lofts 6 photos

Seattle. WA



Promoting Design Excellence in Montgomery County



Promoting Design Excellence in Montgomery County

Planning for Success

- Remember the objectives
- Think for the long term
- Work with the guidelines
- Maintain the system

