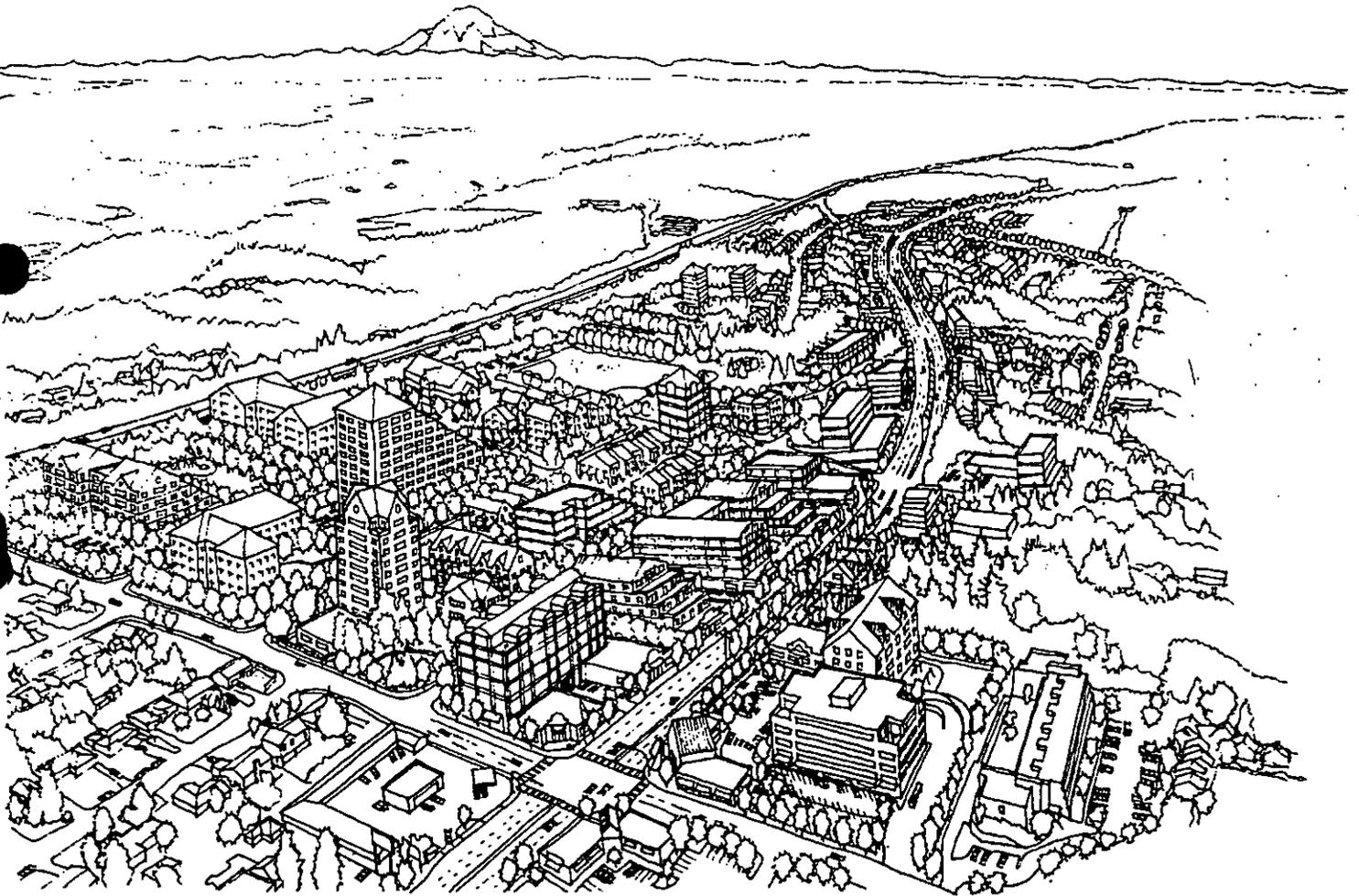


Ord. 1268
Exhibit "A"

Pacific Ridge Neighborhood Design Guidelines

June 28, 2000



DESIGN GUIDELINES

The redevelopment of the Pacific Ridge Neighborhood offers a unique opportunity to recast a challenged neighborhood into a cohesive, healthy and vital part of the community. This transition will be highly dependent on the quality of the development that occurs within the area. Although proposed zoning regulations (such as use, bulk and dimensional limitations) will provide increased opportunities and incentives for redevelopment, individual projects can be uneven in their execution and could (in the worst case) create disincentives for further redevelopment. Design guidelines are a powerful and predictable tool that can be used to both ensure a higher quality built environment and significantly reduce the risk of inappropriate development.

1. ABOUT THE DESIGN GUIDELINES

The design guidelines for the Pacific Ridge Neighborhood have been prepared in a manner that allows for creative design while guarding against development which is incompatible with the City's vision for Pacific Ridge. The guidelines identify various considerations that should be addressed in the ongoing evolution of the neighborhood. The guidelines serve three purposes:

1. Provide community members with an overall conceptual approach that will enable the actions of independent development to be in concert with, and add to, the diversity and richness of the neighborhood and Des Moines in general;
2. Provide prospective developers and designers with a checklist of issues that must be addressed in their development proposals; and
3. Provide the City of Des Moines with a method of evaluating public and private development or redevelopment within Pacific Ridge on a consistent, expeditious basis.

2. ORGANIZATION AND APPROACH

The design guidelines are organized into three parts:

1. The first part of the guidelines contains broad, overarching urban design *objectives* for the neighborhood. These objectives establish the overall purpose, intent and urban design concepts that are central to the redevelopment effort and illustrate the desired outcome for Pacific Ridge.
2. The second part is the *guideline* itself, in bold letters. The guidelines are concise statements indicating one or more ways to achieve the objectives.
3. The third part of the guidelines elaborates on the guideline and addresses the specific *techniques* that can be used at the site and building scale to achieve the overall neighborhood design objectives. The techniques are accompanied by an illustration that provides a good example of how to successfully implement the techniques in order to achieve the desired design objective.

OBJECTIVES

1. NEIGHBORHOOD IDENTITY AND DEFINING CHARACTERISTICS

- To support and implement the vision for Pacific Ridge as expressed by the Des Moines City Council.
- To reinforce and further the goals contained in the land use policies and regulations for Pacific Ridge.
- To accommodate higher density residential development in a manner that enhances the quality of life of Pacific Ridge residents through superior planning, design and construction.
- To foster a healthy built environment that contributes to a lasting, positive image of the community for residents of Pacific Ridge and Des Moines in general.
- To acknowledge and support the integrity of the Pacific Ridge neighborhood by creating a complimentary architectural environment, vibrant pedestrian-friendly residential and commercial streetscapes, and a system of pedestrian ways and open space elements that connect to other neighborhoods and districts within the community.

2. QUALITY BUILT ENVIRONMENT

- To create through the application of these guidelines a harmonious, high-quality, built environment using design approaches, techniques and elements unique to Pacific Ridge as well as successful design approaches used in other communities.
- To ensure that projects are constructed of durable high-quality materials that enhance the built environment and minimize the need for maintenance.
- To ensure that public spaces (street rights-of-way, parks, plazas, etc.) are constructed of durable high-quality materials that enhance the built environment and minimize the need for maintenance.

3. PEDESTRIAN ENVIRONMENT

- To acknowledge that while automobile traffic is a dominant element in Pacific Ridge, good pedestrian connections will a defining element in building a strong neighborhood and are integral to its vitality.
- To ensure that (re)development in the Pacific Ridge Neighborhood contributes to the establishment of the pedestrian network through the provision of sidewalks, street furniture and lighting, signage and landscaping which supports the streetscape.

4. NEIGHBORHOOD INTEGRATION AND SEPARATION

- To acknowledge the mix of uses within the neighborhood and provide appropriate transitions between commercial uses fronting Pacific Highway South and adjacent residential areas.
- To maximize the use of existing topography as a means of separating the commercial uses found along Pacific Highway S from adjacent residential areas.
- To avoid the creation of “left over” or undefined spaces between commercial uses and surrounding residential development.

5. PUBLIC HEALTH, SAFETY AND WELFARE

- To promote public health and safety through the application of quality design features including Crime Prevention Through Environmental Design (CPTED).

GUIDELINES

1. SITE DESIGN

A Site Design Concept

Intent

- To encourage development that displays a clear and unifying site organization and composition of buildings and landscape features.
- To upgrade the overall visual appearance of the Pacific Ridge area.
- To support site design that promotes ease of use, comfort and safety for employees, visitors and residents.
- To stabilize and improve property values.
- To reduce and discourage crime.

Guidelines

1. **Site design elements shall be organized to provide an orderly and easily understood arrangement of building, landscaping, and circulation elements that support the functions of the site.**

Site design planning is the arrangement of landscaping, open spaces, buildings, circulation elements, and other features to support the goals of the development. Each of these elements is interrelated. A well-conceived site design concept and effective site plan should address the following:

- a) Demonstrate how the elements of the site relate to the street front;
- b) Provide for compatibility with adjacent sites;
- c) Provide protection for natural features;
- d) Respond to climatic factors such as prevalent wind patterns, and sun and shade;
- e) Enhance street corners, which are the most prominent and visible part of a site (see Guideline 1.C.1. for additional guidance);
- f) Promote safety;
- g) Incorporate service areas in a non-obtrusive manner;
- h) Incorporate stormwater facilities in a non-obtrusive manner;
- i) Provide convenient pedestrian and vehicle circulation connecting on-site activities with adjacent pedestrian routes and streets.
- j) Consider the viewsheds of surrounding properties.

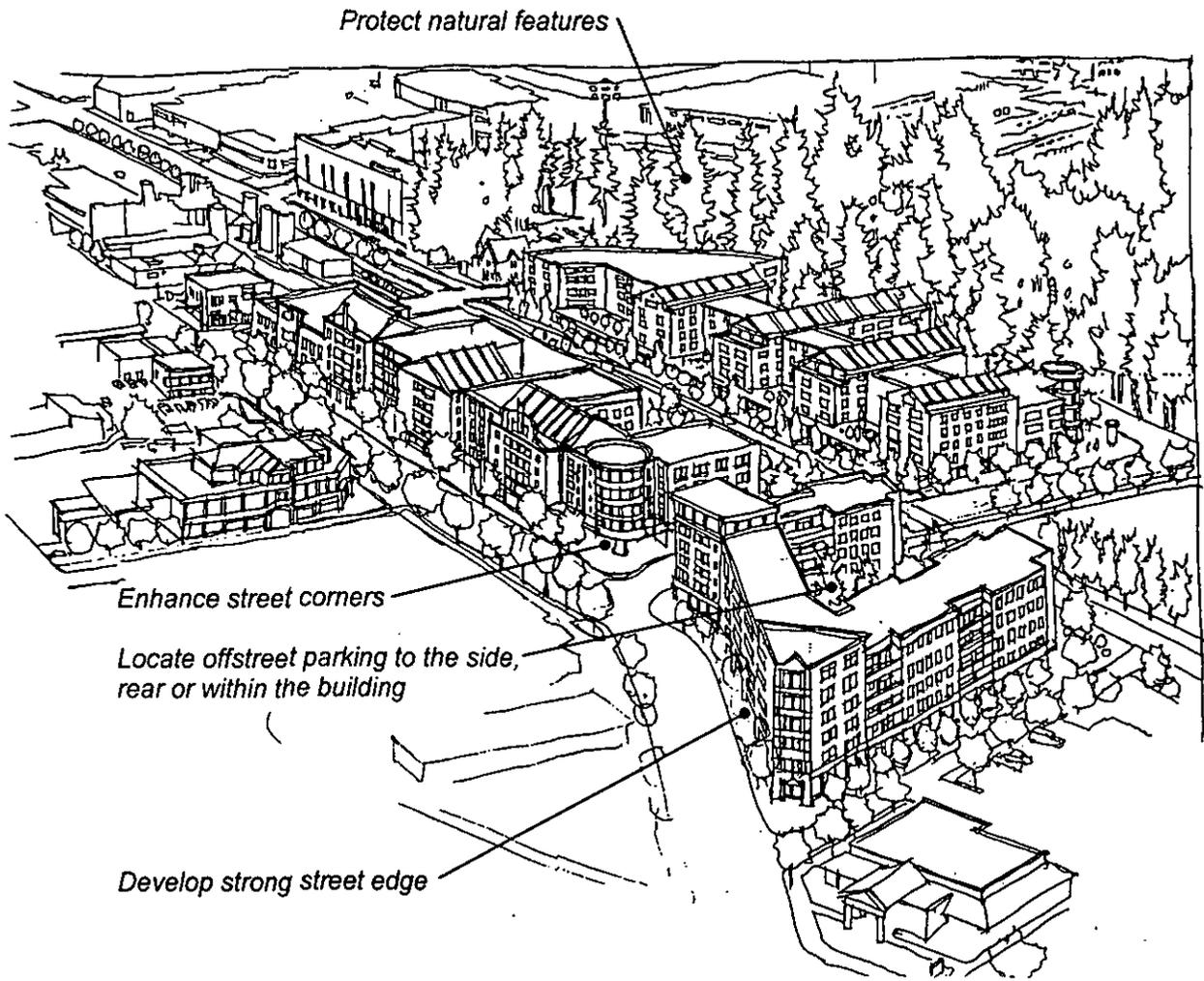


Figure 1.A.1: Example of a commercial/mixed-use site design

B. Relationship to Street

Intent

- To create an active, safe pedestrian environment.
- To upgrade the visual appearance of the Pacific Ridge area.
- To unify the streetscape by providing a consistent 'edge' to the street.
- To ensure that building access is visible and accessible to pedestrians and drivers from the sidewalk and street.
- To ensure that building entrances are a prominent element of the streetscape.

Guidelines

1. **Site design elements shall be organized to create a distinct street edge, and minimize parking between structures and street.**

The primary purpose of this guideline is to ensure that private development creates a more pedestrian friendly environment.

Public sidewalks and planting strips. Public sidewalks are required along all street frontages. Specifically:

- a) *Pacific Highway S:* Highway redevelopment will include sidewalks of between 6 and 8 feet, with 4 to 6 feet wide planting strips between the sidewalk and the street. Adjacent storefronts shall provide additional sidewalk width to provide a minimum total of 12 feet.

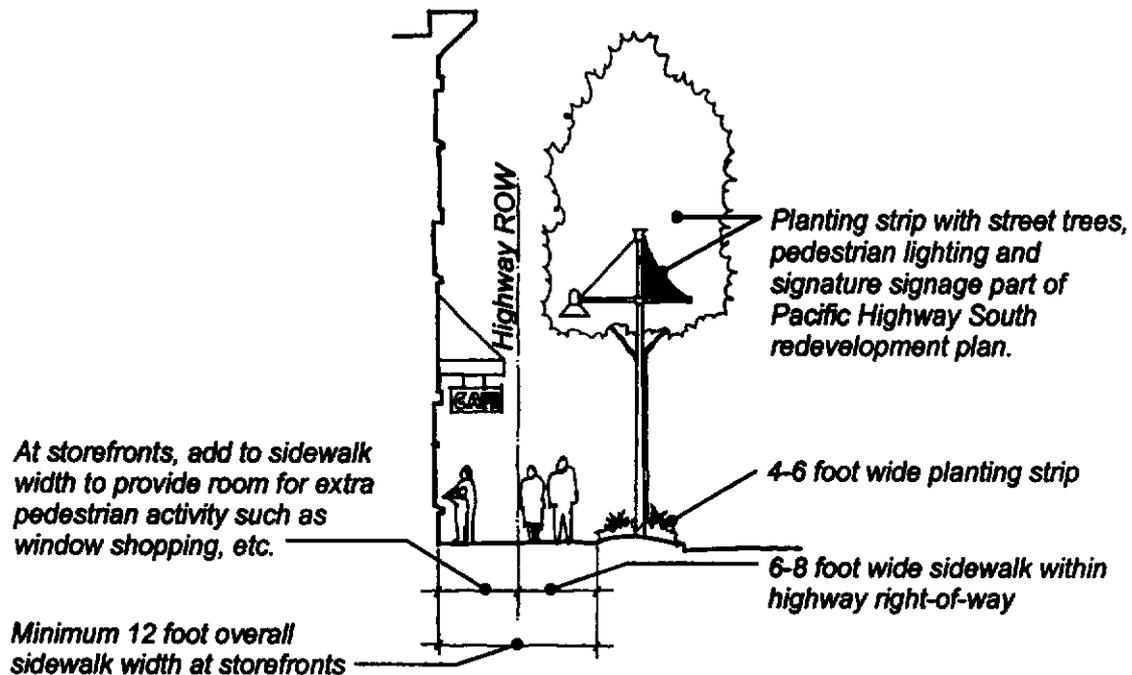


Figure 1.B.1.a: Section through sidewalk on Pacific Highway South

- b) *All other Pacific Ridge streets:* Provide sidewalks as required by Des Moines Street Standards, plus a 4 foot wide planting strip with street trees and pedestrian lighting. Transition sidewalks and planting strips to align with existing sidewalk and planting strips.

Where sidewalks do not exist, private property owners will be required to install them in conjunction with new development. In most cases, sufficient width exists to construct the sidewalk within the public right-of-way; however, if there is not sufficient right-of-way, then private property owners will be required to construct a sidewalk that meets width standards and dedicate the area to the City.

There may be some situations where the traffic lane adjacent to the sidewalk or proposed sidewalk is substandard in width. In this case, private property owners must both provide for the standard lane width and the standard sidewalk width.

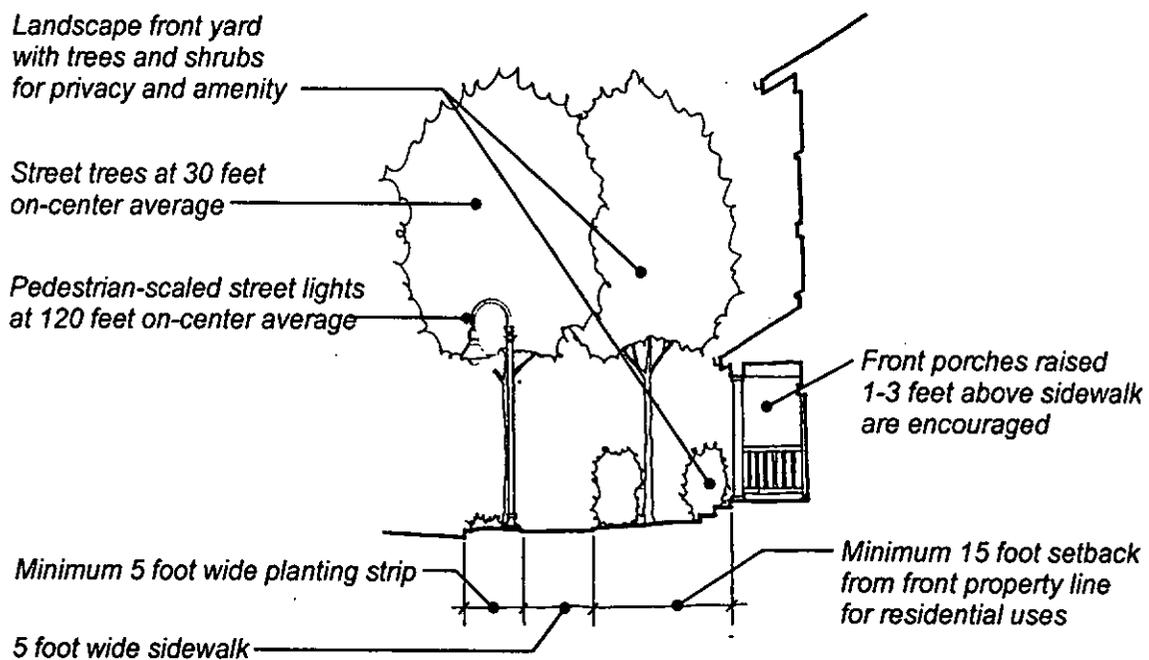


Figure 1.B.1.b: Residential street sidewalk and planting strip

Building setbacks. New commercial or mixed-use development projects shall locate buildings adjacent to or close to the public sidewalk along the primary fronting street. Acceptable uses between the public sidewalk and new building include landscaping, walkways, or “pedestrian-oriented space” (see *Definitions*).

New residential buildings shall be setback at least 15 feet from the front property line to provide a sense of privacy and to increase landscaping opportunities.

Parking areas. Parking within or below building structures is strongly encouraged. Surface parking areas shall be placed to the side or in back of the building, or a combination of the side and back. Two or more small parking areas are preferable to one large parking area, particularly if one parking area is adjacent to the public street.

2. For commercial structures, at least one building entry must be oriented to the development's primary street.

The front facade and at least one major entry of developments shall face the primary public street. Primary entries of buildings located on Pacific Highway S that are located on a secondary facade are also allowed, provided that the entry is visible from the highway.

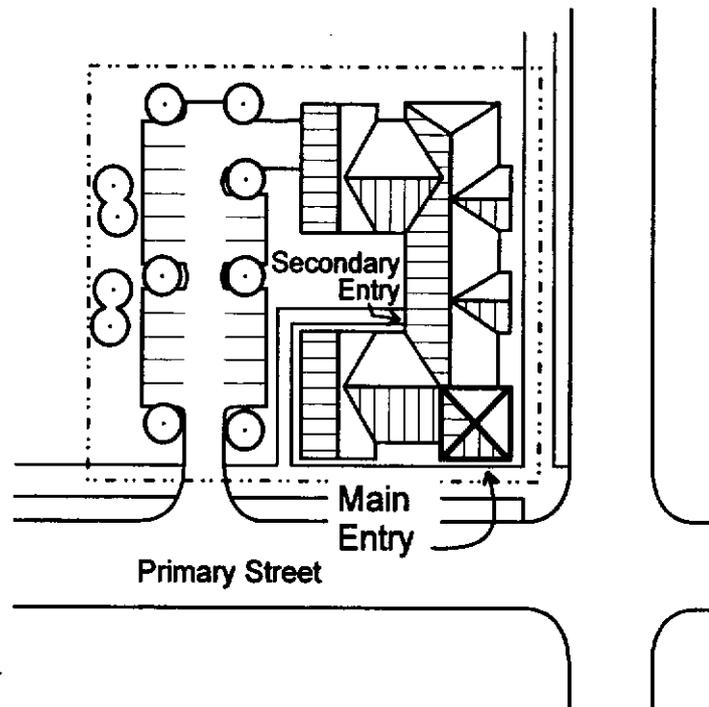


Figure 1.B.2: Site plan showing relationship of building, parking and entries to the street

C. Street Corners

Intent

- To increase the prominence of buildings on street corners.
- To add visual interest to the streetscape.
- To improve access to buildings located on corner lots.

Guidelines

1. **The importance of street corners shall be emphasized through building location and architectural features, pedestrian access provisions, special site features and/or landscape features.**

New buildings on Pacific Highway S shall be located within 20 feet of the back side of the public sidewalk or right-of-way at the street corner. New buildings in all other corner locations within are encouraged within 20 feet of the back side of the public sidewalk or right-of-way at the street corner. Where buildings are located within this area, "pedestrian-oriented space" (*see Definition*) or landscaping should be provided between the building and sidewalk.

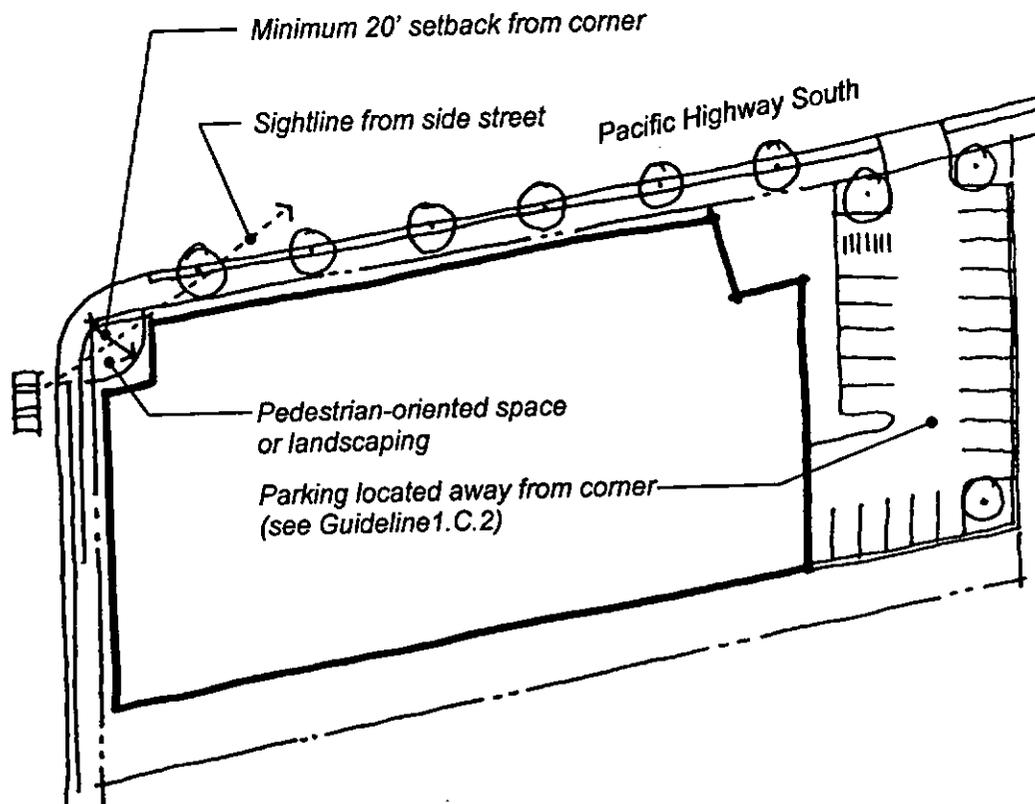


Figure 1.C.1a: Site plan of small corner commercial development



Figure 1.C.1b: Example of a successful architectural and site planning corner treatment

2. Parking lots and automobile access points shall be located away from street corners.

To maintain strong definition of corners, street fronts and street corridors, parking lots and driveways shall be located away from street corners.

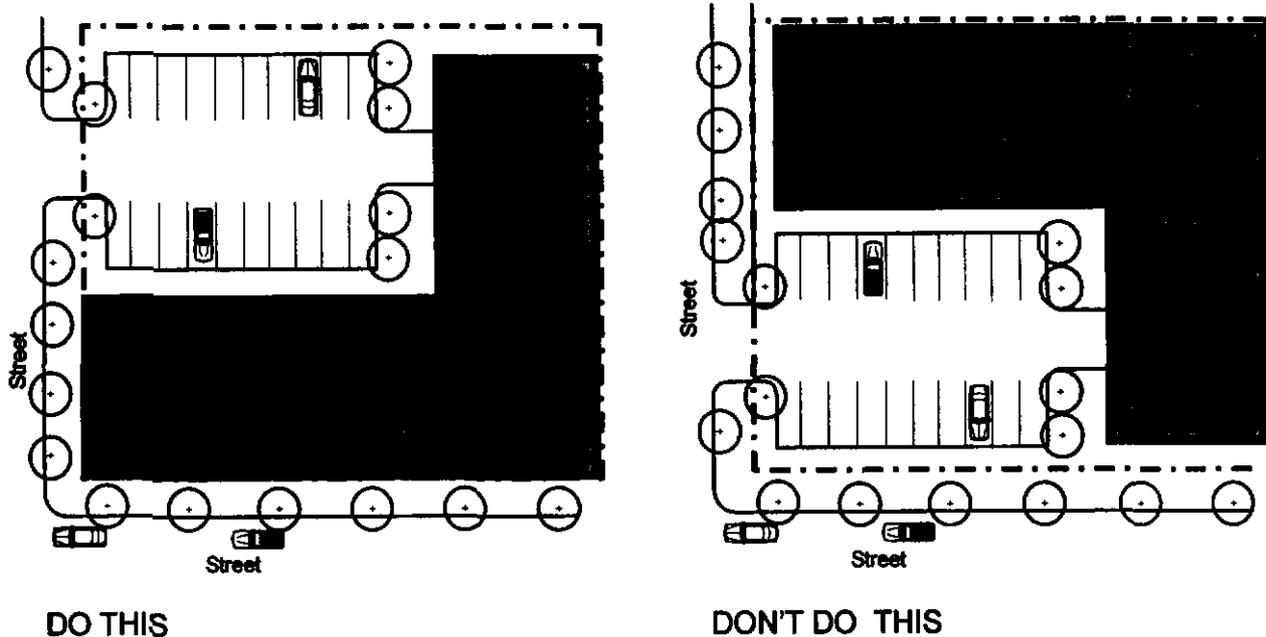


Figure 1.C.2: Locate parking and driveways away from street corners

D. Continuity with Adjacent Sites

Intent

- To develop a visually consistent building line along Pacific Highway S.
- To promote physical connections between sites.
- To promote appropriate transitions between developments and uses.

Guidelines

1. **Visual and functional continuity between the proposed development and adjacent and neighboring properties shall be maintained through setbacks, building massing, circulation and landscaping, and changes in land use.**

Building Setbacks: Building setbacks shall be established consistent with neighboring structures where feasible. Continuity along the 'edge' created by structures reinforces the spatial qualities of the street, reinforces the street edge, and ensures that all structures have equal visibility from the street. However, where older, non-conforming, neighboring structures are placed away from the street with parking in front, new buildings are required to develop a new development context by orienting development towards the street (particularly on Pacific Highway S).

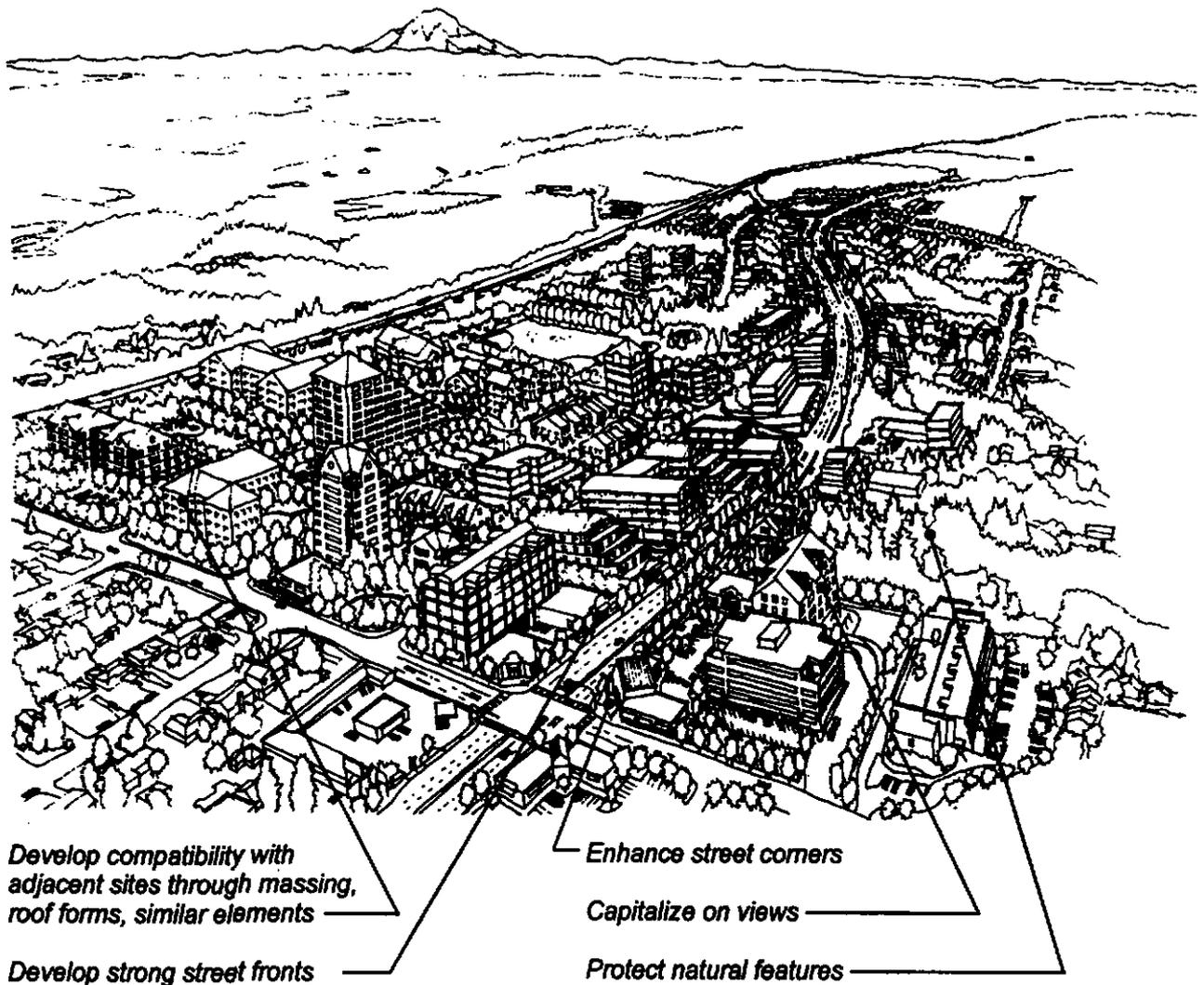
Massing of Structures: The mass and bulk of the proposed buildings shall be in scale to existing structures developed under these guidelines and the design direction provided by the Pacific Ridge Zoning Code and Design Guidelines.

Special attention shall be given to the massing and design of the back-side of structures along the Pacific Highway S corridor – particularly when visible from adjacent residential properties.

Location of Pedestrian/Vehicular Circulation Elements: Provide connections to existing and planned sidewalks in the surrounding area. Ensure that on-site vehicular circulation is compatible with street circulation and pedestrian walkways. Take advantage of opportunities for combined driveways and parking (see Guideline 1.E.1., "Shared Facilities").

Landscaping: Take advantage of opportunities for combining site landscaping with landscaping on adjacent lots to create unified landscape areas that reinforce continuity throughout Pacific Ridge. Utilize landscaping to buffer commercial activity along the Pacific Highway S corridor from residential uses fronting on adjacent streets. See Guideline 3.A.2. for guidance.

Land Use: For properties fronting on Pacific Highway S, consider existing land uses on adjacent properties that front on other streets. Where properties front on Pacific Highway S and adjacent parallel streets, residential uses are encouraged on those portions of the property fronting the parallel street to provide an appropriate transition between commercial and residential uses. Where commercial properties back onto residential properties, provide design measures such as landscaping buffers or terracing to improve the transition between uses.



Develop compatibility with adjacent sites through massing, roof forms, similar elements

Develop strong street fronts

Enhance street corners

Capitalize on views

Protect natural features

Figure 1.D.1: Example of how effective site planning can create a unified yet varied neighborhood design

E. Shared Facilities

Intent

- To promote coordinated development and/or joint development between adjacent properties.
- To promote efficient use of resources that may be shared, such as parking and driveways.

Guidelines

- 1. Joint development of sites where there is potential for common building walls, shared driveways, landscaping, or other shared facilities shall be incorporated into the site's development.**

Applicants shall take advantage of opportunities for joint development with adjacent sites where the efficiency or appearance of a development would be improved as a result. Opportunities may include shared driveways, shared parking, party wall structures, or combined landscape areas. Benefits may include a more efficient use of land, greater development density, and the ability to provide additional amenities.

As an incentive, side yard setbacks and side yard landscaping for that portion of the site used for shared facilities will be waived when adjacent owners jointly develop party wall structures, common driveways, and/or shared parking, provided that:

- a) The waiver is approved as part of overall design review approval; and
- b) Documentation governing the future of the shared use is provided to the satisfaction of the City.

(See Figure 1.F.2.)

F. Vehicular Circulation

Intent

- To provide safe, convenient vehicular access to properties while minimizing compromises to the pedestrian environment.
- To promote efficient use and higher utilization of land area.
- To eliminate duplicative facilities.
- To minimize the impact of vehicle ingress/egress on traffic flow.
- To reduce the impact of curb cuts on pedestrian walkways.

Guidelines

1. Conflicts between vehicular and pedestrian traffic shall be minimized.

Incorporate the following methods to clearly distinguish between vehicle and pedestrian circulation areas:

- a) Locate vehicle driveways on the perimeter of the site, thereby limiting pedestrian crossings within the site.
- b) Where pedestrian and motorist paths must cross, provide adequate sight distance.
- c) Use raised walkways, bollards, wheel stops, and/or landscaping to physically separate vehicles and pedestrians.
- d) Install contrasting paving materials or colors to distinguish between pedestrian and vehicle circulation areas, especially at crosswalks and driveways. Unless otherwise authorized by the Community Development Director, the paving material should be Davis Colors' "Spanish Gold" colored concrete with a 2' x 2' score pattern.
- e) Provide additional lighting at pedestrian crossings and where security is a concern.
- f) Ensure that landscaping where vehicle and pedestrian movements intersect does not block pedestrians' and drivers' views.
- g) Separate service vehicle access and loading zones from pedestrian areas where possible.
- h) Use on-site directional signs to clearly mark vehicular routes.
- i) Provide a minimum 10 foot wide landscaped buffer between any parking area and a public street ROW.

2. **The amount of space devoted to vehicular circulation shall be minimized by limiting access driveways; ensuring that internal site circulation is efficient; and/or taking advantage of opportunities for shared driveways.**

Vehicular circulation within sites and between sites can be improved through careful site planning (see Guideline 1.A.1., "Site Design Concept"), and planning for shared facilities (see Guideline 1.E.1., "Shared Facilities"). This in turn will increase utilization of land, ensure that parallel access roads are not provided when they are not necessary, reduce the number of pedestrian/vehicular conflicts, and improve traffic flow.

Incorporate the following methods to minimize the amount of space devoted to vehicular circulation where possible:

- a) Minimize the number of access points to the site by:
- Using shared driveways and/or shared parking facilities with neighboring properties, &
 - Sharing access drives and circulation routes between customers, employees and service traffic, where possible.

Properties shall be limited to one entry/exit per 300 linear feet of street frontage unless otherwise authorized by the Public Works Director.

- b) Ensure that parking layout is efficient, and that compact stalls are provided where possible.
- c) Limit access drive and parking aisle widths where possible.
- d) Provide pedestrian connections between properties, thereby minimizing the number of vehicle trips required.

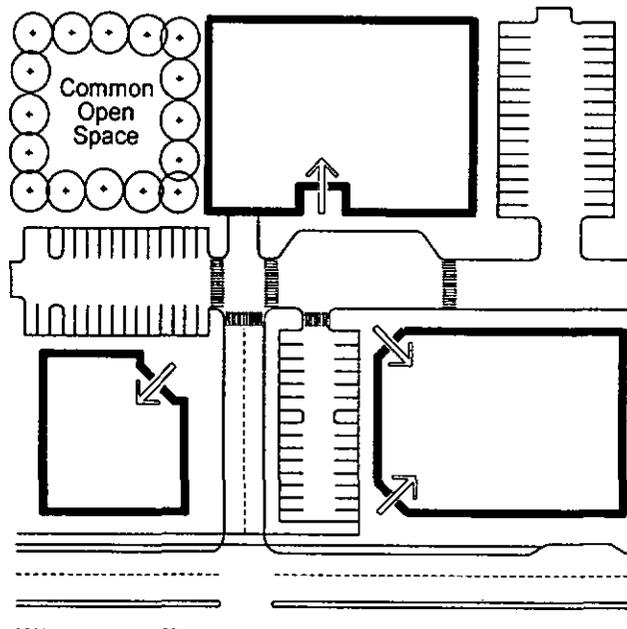


Figure 1.F.2: Example of a site design with efficient vehicular circulation, good pedestrian connections, and shared parking facilities

G. Parking

Intent

- To minimize the visual impact of large paved areas.
- To increase site utilization by reducing the amount of land area devoted to automobile parking.
- To increase the attractiveness of Pacific Highway S for pedestrians.

Guidelines

1. **The amount of space devoted to parking shall be minimized by taking advantage of shared parking and/or methods for reducing parking demand, where possible.**

Incorporate the following methods to reduce the amount of space devoted to parking where possible:

- a) Take advantage of opportunities for shared parking with neighboring properties.
- b) Ensure that parking layout is efficient, that compact stalls are provided where possible, and that aisle widths are not excessive in width. Where compact stalls are provided, such stalls should be evenly distributed among the off-street parking area.
- c) Provide two or more small parking areas rather than one large parking area, particularly if one parking area occurs between the building and the street.
- d) Provide pedestrian connections between properties, thereby minimizing parking demand for customers.
- e) Provide pedestrian connections to transit, where possible, to reduce parking demand for employees and customers.
- f) Provide bike racks in convenient and safe locations, with weather and security protection where possible.

Note: Refer to Chapter 18.44 DMMC for parking standards.

2. **The visual presence of parking lots adjacent to public streets shall be minimized.**

Separate parking areas adjacent to public rights-of-way from the sidewalk by a low screen wall 24 to 36 inches high, a continuous hedge (24 to 36 inches high at plant maturity), or other screening element approved by the City. The screen walls must be constructed of permanent materials compatible with the materials of the proposed building. Plant materials, layout, and installation, including irrigation, shall be as approved by the City.

Provide trees spaced not more than 30 feet on center. (See also Des Moines Municipal Code 18.41.290-360.) The required height stated in these guidelines is lower for visibility and security.

H. Pedestrian Connections

Intent

- To improve the pedestrian environment, making it easier, safer and more comfortable to walk between building entries.
- To improve the pedestrian environment, making it easier, safer and more comfortable to walk from the street to building entries.
- To provide a safe, continuous pedestrian network throughout the Pacific Ridge area.
- To reduce the number of vehicle trips required for customers.
- To make businesses more accessible and convenient for residents.
- To provide safe routes for pedestrians and disabled persons to transit facilities.
- To improve surveillance of transit areas from neighboring businesses.
- To accommodate customers and residents of the area who use transit.

Guidelines

1. **Paved pedestrian walkways that connect all buildings and entries of buildings within a site shall be provided.**

Walkway widths should be sized to accommodate anticipated use. Six-foot sidewalks accommodate two pedestrians and should be the minimum width for most walkways. Additional width is encouraged.

Provide grade separation or otherwise distinctively marked pedestrian walkways and crossings from parking areas and across driveways to building entrances, where possible. See Guideline 1.F.1. in "Vehicular Circulation" for guidance.

Note: Refer to Chapter 51-30 WAC governing Barrier Free Facilities for standards and requirements for the disabled.

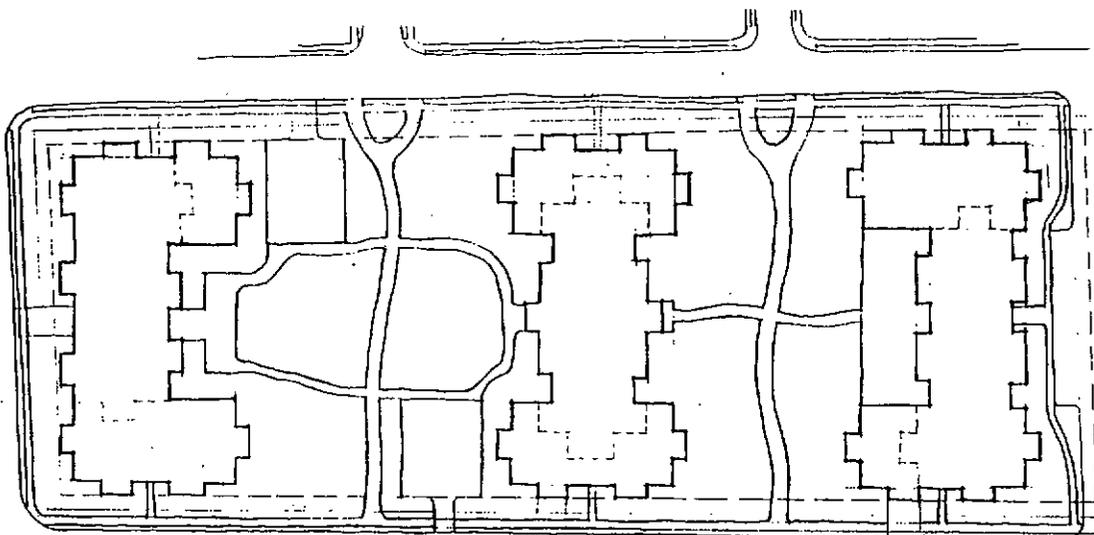


Figure 1.H.1: This larger residential site plan shows exemplary pedestrian connections, not only between the buildings on and site, but also linking to and extending adjacent streets.

2. **Paved pedestrian walkways from the public sidewalk(s) to the main entry of developments shall be provided.**

Provide pedestrian walkways from public streets to building entries. Six-foot sidewalks accommodate two pedestrians and should be the minimum width for these walkways. Walkways that extend through parking areas and across driveways should be designed in accordance with Guideline 1.F.1. in "Vehicular Circulation."

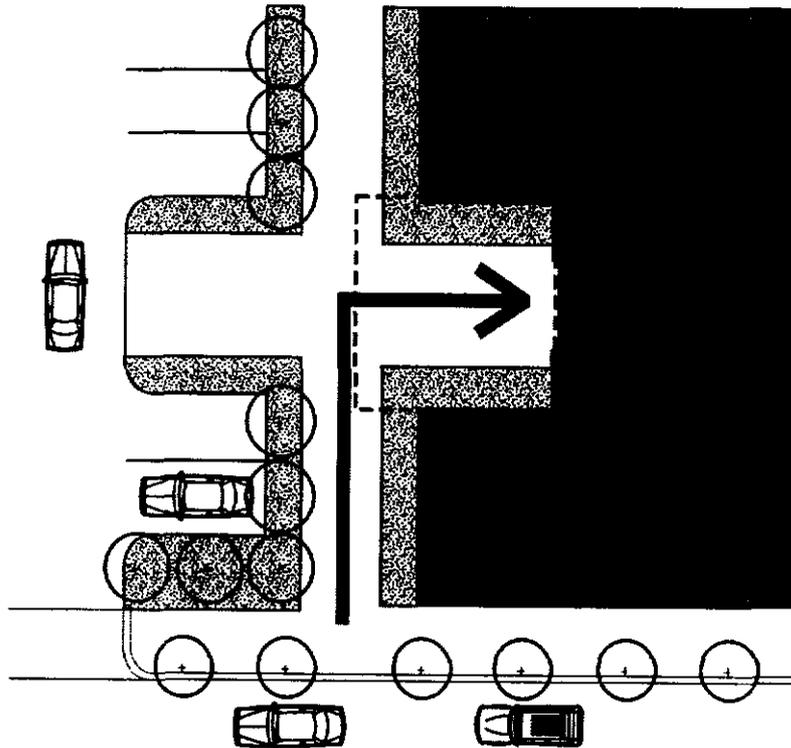


Figure 1.H.2: Pedestrian connection to a residential building entry

3. Where feasible and desirable, pedestrian connections from the site to adjacent properties or other off-site destinations shall be provided.

Provide connecting pedestrian links between the site and adjacent properties, when advantageous and appropriate for adjacent uses. Specifically, provide the following pedestrian connections to improve links between residential areas and services along the Pacific Highway South corridor, if feasible:

- a) Between 30th Avenue S and Pacific Highway S south of S 224th Street; and
- b) Between 28th Avenue S and Pacific Highway S at S 221st Street.

Take into consideration the following when designing pedestrian connections:

- a) Nearby destinations such as commercial centers, schools and public buildings, parks, transit stops, and residential complexes.
- b) Existing and planned public facilities, such as signalized intersections.
- c) Building entrances of nearby commercial developments and residential complexes.
- d) Sidewalks, vehicular drives, parking areas and other circulation elements within neighboring sites.
- e) Safety considerations, such as sight-lines around building corners and visibility from nearby streets.
- f) Refer to Guidelines 1.F.1 in "Vehicular Circulation" and 1.K.2 and 1.K.3 in "Site Design for Safety" for additional guidance.

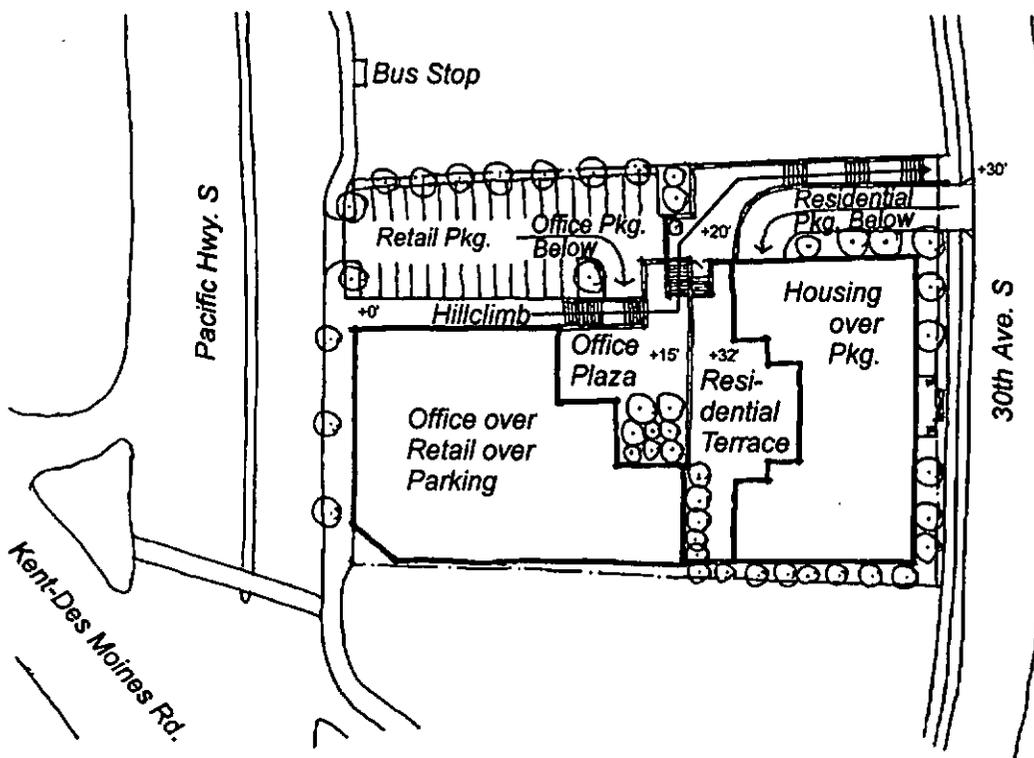


Figure 1.H.3: Site concept with hillclimb between Pacific Highway S and 30th Avenue S

4. **Pedestrian movement shall be supported between properties and from private property to public rights-of-way by providing facilities that traverse natural or man-made barriers, where appropriate.**

Incorporate the following in site design where connections between sites are desirable:

- a) Provide gates in fences to facilitate movement between sites.
- b) Provide steps, ramps, or a combination of the two where grades prohibit easy and/or safe movement.

5. **Direct pedestrian walkways from businesses in commercial areas to transit stops shall be provided. Additional transit amenities should be provided, where appropriate and feasible.**

Provide access from adjoining and nearby residential and commercial properties to transit facilities where feasible, and where it meets the needs of the project applicant.

Where security problems exist, consider the following:

- a) Through-site access may be separated from the rest of the site with a fence; and/or
- b) Access may be controlled after business hours and during evenings if necessary for security reasons. Signs should be posted to indicate when hours of access are limited.

As an incentive, improvements for transit riders will be considered in partial fulfillment of landscape requirements, in conjunction with overall design review approval. Transit riders typically need:

- a) Extra space for waiting areas;
- b) Walkways from transit stops to building entrances; and/or
- c) Pedestrian amenities, such as seating, weather protection and trash receptacles.

I. Pedestrian Amenities

Intent

- To encourage and support a high level of pedestrian activity in the Pacific Ridge area.
- To create and support a pleasant, comfortable, convenient environment for the pedestrian, cyclist and disabled throughout the Pacific Ridge area.
- To provide a variety of pedestrian-friendly areas that are attractive to employees and shoppers and residents.
- To improve the visual appearance of the Pacific Ridge area.

Guidelines

1. **Pedestrian amenities shall be incorporated into site design for commercial and mixed-use developments to increase the utility of the site and enhance the overall pedestrian environment in the Pacific Ridge area.**

Pedestrian amenities increase the utility of a site and enhance the overall pedestrian environment. This in turn increases the attraction of commercial areas for shoppers, and improves access for those not arriving by car, including walkers, cyclists and transit users. They may be beneficial for safety reasons, and may contribute to pedestrian comfort and convenience.

The following should be taken into consideration in locating pedestrian amenities and services:

- a) Pedestrian traffic flow, and access to business entries and other destinations.
- b) Wind, traffic, and unpleasant sun or shade conditions.
- c) Convenience for business customers and employees.
- d) Access for those with special needs, such as the elderly, children, and the disabled.
- e) Automobile door swings and overhangs.
- f) Pedestrian safety.

Pedestrian amenities should also not be located in such a way that pedestrians are likely to walk through landscaped areas or unsafe areas to access them.

The following is a list of pedestrian amenities for commercial and mixed-use developments that can be used to meet the intent of the guideline:

- a) Site furnishings such as seating, tree grates, drinking fountains.
- b) Pedestrian weather protection, such as awnings, canopies, marquees, or building overhangs. (Note: To be effective, the coverings should not be higher than approximately 15 feet nor lower than 8 feet.)
- c) Attractive signage, oriented towards pedestrians (see Guideline 4.B.1. in "Sign Placement").

- d) Attractive window displays, outdoor display areas, vending of food and flowers, or permanent or temporary dining near building entrances.
- e) Artwork, fountains, and other attractions.
- f) Conveniences such as trash receptacles and mailboxes. (However, do not install mechanical vending machines, such as food and beverage machines, outdoors.)
- g) Decorative screen walls, murals, and other building or site features.
- h) Light fixtures and lighting oriented towards pedestrians and/or highlighting landscaping or building features.
- i) Bike racks with weather protection.
- j) Special paving in pedestrian oriented areas.
- k) Landscape features such as hanging flower baskets, planters with seasonal displays, and trellises.
- l) Use of architectural details and quality materials at street level, including brick and windows with mullions and trim.
- m) Other features that promote pedestrian activities.

Note: The following pedestrian amenities are required for commercial or mixed-use development by these design criteria: landscaping or pedestrian-oriented space; sidewalks to and between buildings; pedestrian friendly facades on buildings; and prominent building entries that are visible from public sidewalks and parking areas. They are discussed in greater detail in guidelines under 2.D., "Pedestrian-friendly Features" and under 1.J., "Pedestrian Connections."

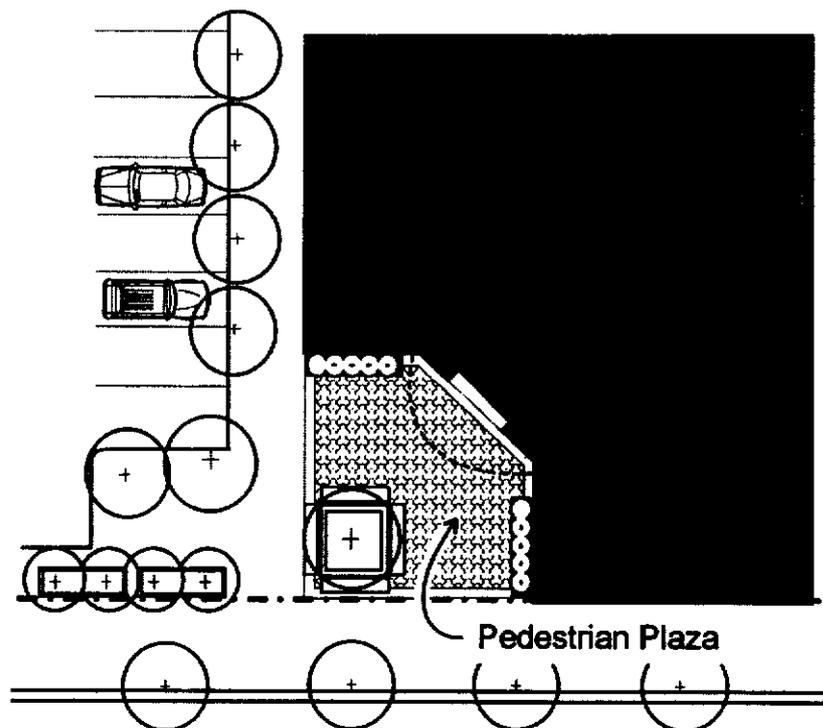


Figure 1.1.1a: Plan of a pedestrian plaza with landscaping, seating and weather protection

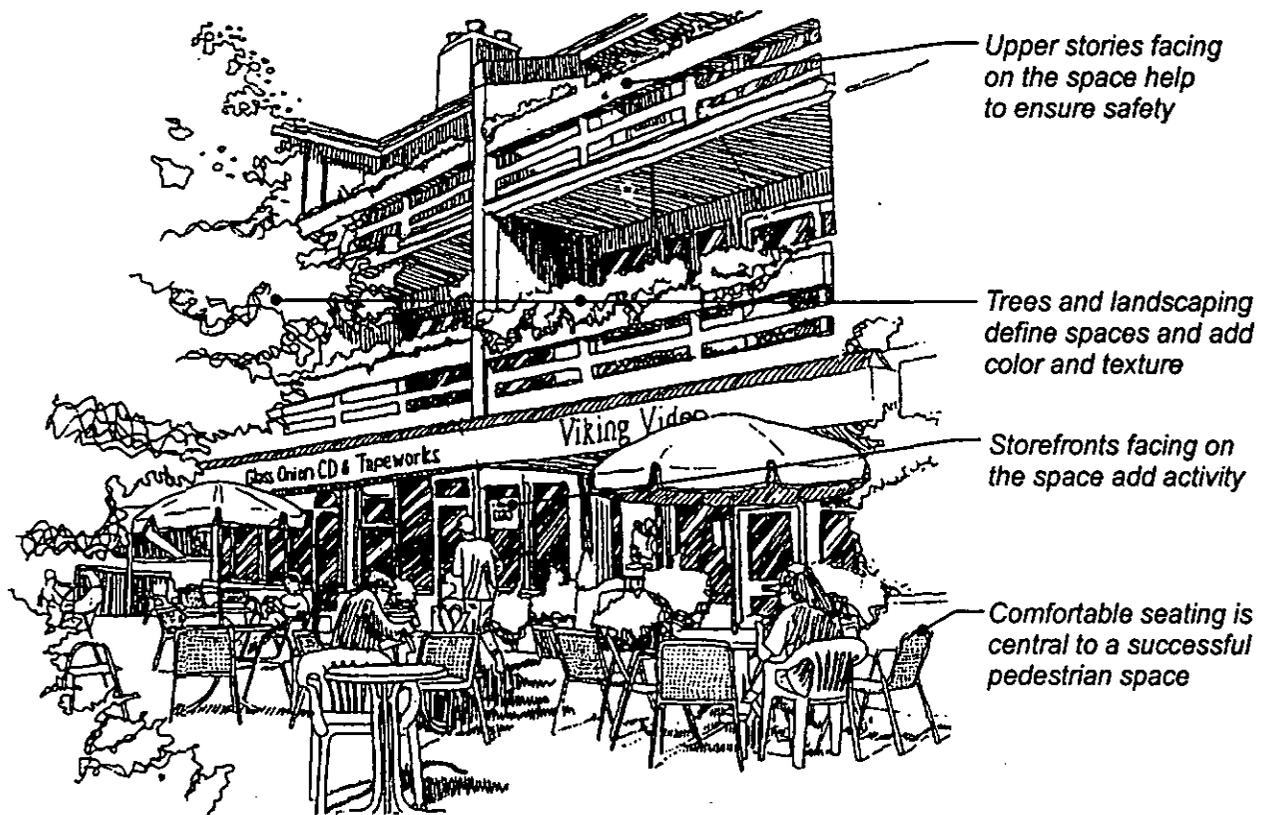


Figure 1.1.1b: Example of amenities and features of a successful pedestrian-oriented space

J. Open Space

Intent

- To provide inviting, well-designed outdoor spaces in residential developments.

Guidelines

1. New residential development shall conform with the requirements of Chapter 18.45, DMMC, "Multifamily Recreational Areas."
2. Residential buildings shall be organized and sited to create usable open space.

Design outdoor space to be inviting and promote contact among neighbors and provide security and privacy for individual units.

Open spaces shall be oriented to take advantage of views and sunlight. When possible, orient outdoor courtyards, terraces, and gardens to face west, east, or preferably south. Use deciduous trees to permit sunlight penetration in the winter and shading in the summer.

If possible, incorporate the open space into the architectural concept (see Guideline 2.A.1.) and/or spatial layout of residential units.

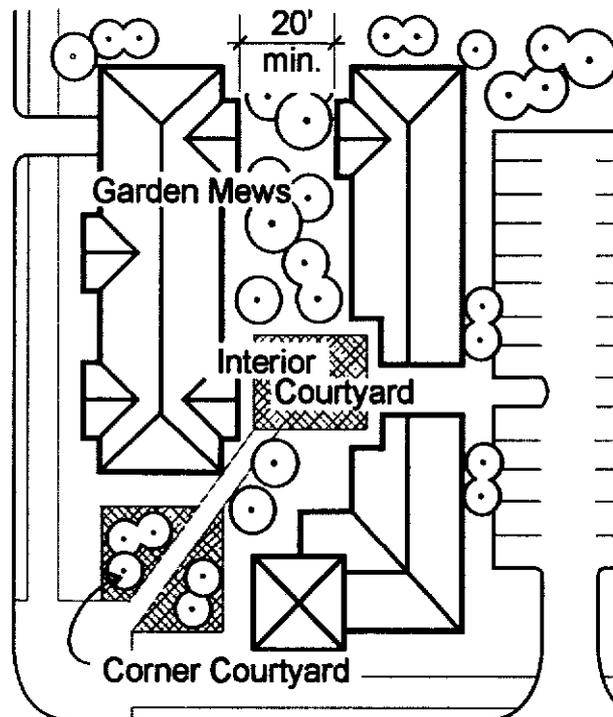


Figure 1.J.2: Example of a residential or mixed-use site plan with a variety of open spaces

K. Site Design for Safety

Intent

- To ensure that site design promotes personal safety and property security.
- To ensure that the night-time environment is safe and inviting.
- To ensure that lighting does not interfere with other site functions.
- To ensure that landscaping does not compromise site lighting and visibility.
- To encourage selection of plant materials based on site security needs.

The guidelines incorporate the following four concepts from *Crime Prevention Through Environmental Design* (CPTED):

1. *Natural Surveillance*. A design concept directed primarily at keeping intruders easily observable. Promoted by features that maximize visibility of people, parking areas and building entrances: doors and windows that look out on to streets and parking areas; pedestrian-friendly sidewalks and streets; front porches; adequate nighttime lighting.
2. *Territorial Reinforcement*. Physical design can create or extend a sphere of influence. Users then develop a sense of territorial control while potential offenders, perceiving this control, are discouraged. Promoted by features that define property lines and distinguish private spaces from public spaces using landscape plantings, pavement designs, gateway treatments, and “CPTED” fences.
3. *Natural Access Control*. A design concept directed primarily at decreasing crime opportunity by denying access to crime targets and creating in offenders a perception of risk. Gained by designing streets, sidewalks, building entrances and neighborhood gateways to clearly indicate public routes and discouraging access to private areas with structural elements.
4. *Target Hardening*. Accomplished by features that prohibit entry or access: Window locks, dead bolts for doors, interior door hinges. Presented along with each of these CPTED strategies are guidelines which, as a homeowner, builder or remodeler, you can apply to reduce the fear and incidence of crime and improve the quality of life.

Guidelines

1. Structures shall be designed and sited to maximize site surveillance opportunities from buildings and public streets.

Incorporate the following methods to increase personal safety and security, where appropriate:

- a) Avoid site and building design features that create entrapment and concealment areas (e.g. tunnels, long corridors, opaque fences) in locations with pedestrian activity.
- b) Ensure that site and building provides sight lines that allow observation of outdoor on-site activities by building occupants and passersby.

- c) Site buildings so that windows, balconies and entries overlook pedestrian routes, vehicular circulation routes, and parking areas and allow for informal surveillance of these areas, where possible. 'Do not construct balcony railings more than 42 inches high or of opaque materials.
- d) Locate, design, and illuminate building entries and pathways to building entries to be visible by residents and, if possible, neighbors.
- e) Provide windows to occupied spaces on all facades where visibility to open spaces improves security.

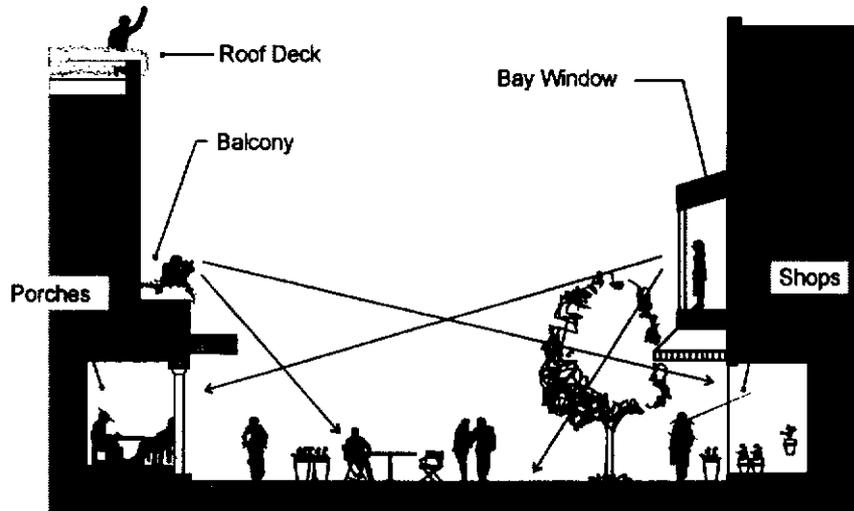
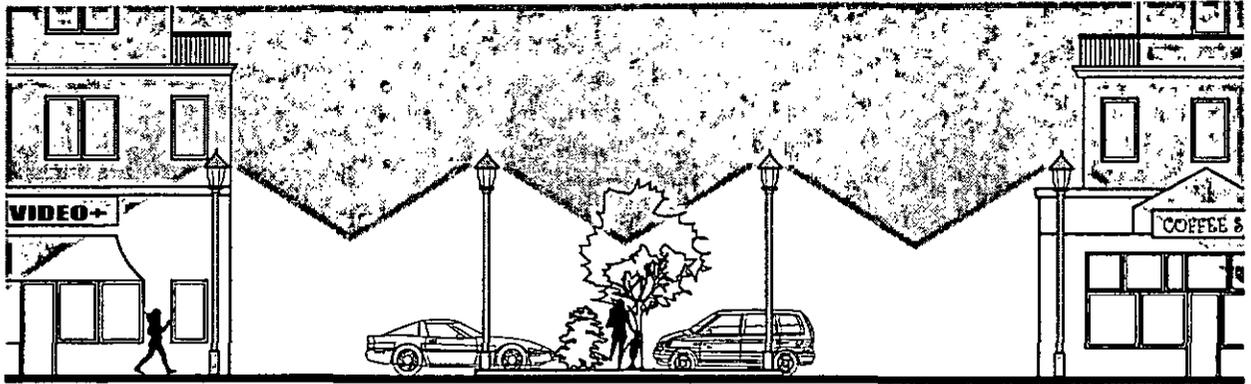


Figure 1.K.1: "Eyes on the street" or common public places create a safer environment

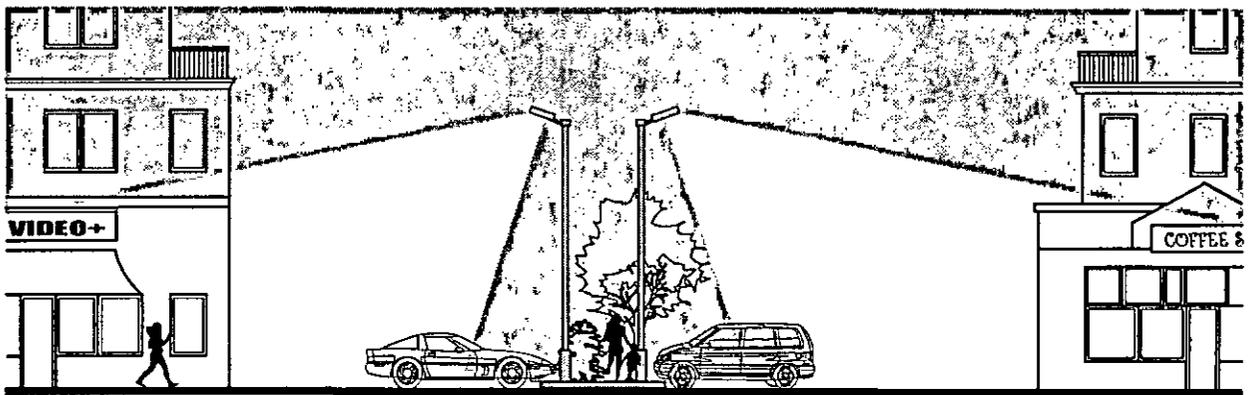
2. Adequate lighting levels shall be provided in all pedestrian areas, including building entries, along walkways, parking areas, and other public areas.

Include the following in lighting plans:

- a) Provide an overlapping pattern of light at a height of about 7 feet in lighted areas.
- b) Provide lighting at consistent lumens with a gradual transition to unlighted areas. Avoid creating highly contrasting pools of light and dark areas, which can be temporarily blinding.
- c) Provide at least 2 foot-candles at building entrances and primary pedestrian walkways, and at least 1 foot-candle in parking areas. (See also "e" below.)
- d) Provide lighting at all building entrances, exits and corridors between buildings, especially where doors are recessed.
- e) Design lighting levels so that pedestrians can identify a face 15 yards away, in order to reduce anonymity and to give pedestrians the opportunity to choose another route if they feel unsafe.
- f) Ensure that site lighting is confined to the project site and does not cause glare on adjacent properties.
- g) Place posts and standards so that they do not create hazards for pedestrians or vehicles.



DO THIS



DON'T DO THIS

Figure 1.K.2: Examples of good and bad lighting design

3. Landscaping and fences shall be designed so that plant growth will not interfere with site lighting and surveillance.

Include the following in lighting plans to provide for compatibility of landscaping with site lighting:

- a) Ensure that the type and placement of light fixtures in the landscape will allow for achieving site lighting guidelines established in the previous section (Guideline 1.K.2).
- b) Space landscape elements to allow for long-term mature growth without interfering with site lighting and select plant species considering long term growth characteristics; or
- c) Select shrubs to allow for adequate visibility (approximately 3 feet in height maximum). Limb trees to a height that allows visibility under them (approximately 6 feet minimum).
- d) Do not obscure windows and entries with plant materials
- e) Do not construct fences that prevent visibility of the front yard or building entry from the street.

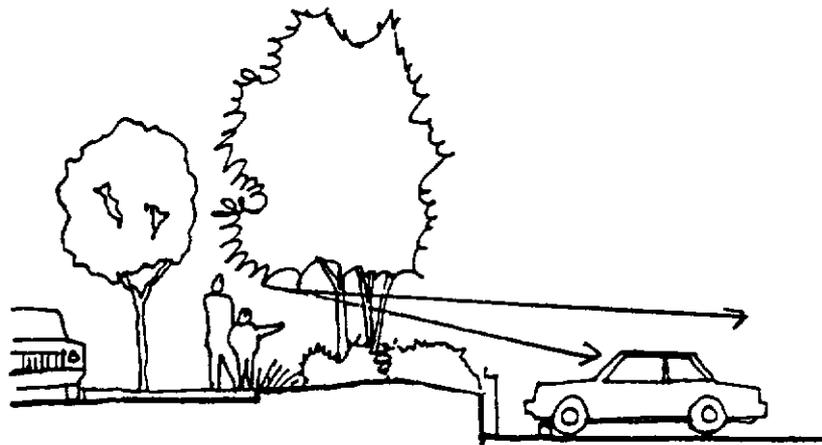


Figure 1.K.3a: Low bushes and trimmed street trees effectively screen parking, yet still allow views into site

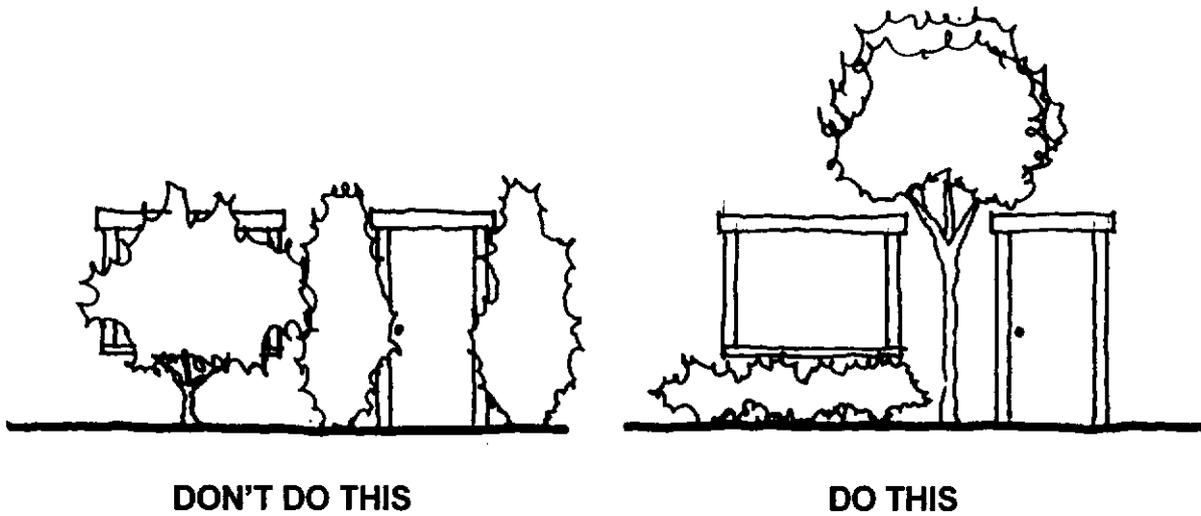


Figure 1.K.3b: Plantings too close to windows and entries can conceal criminal activity

4. Buildings, site features, and fences shall be arranged so that entrapment areas are not created.

Avoid blind alleys or dead-end lots, where people may become trapped with no place of refuge or escape. If dead-end spaces are essential, then secure them with a gate and automatic lock.

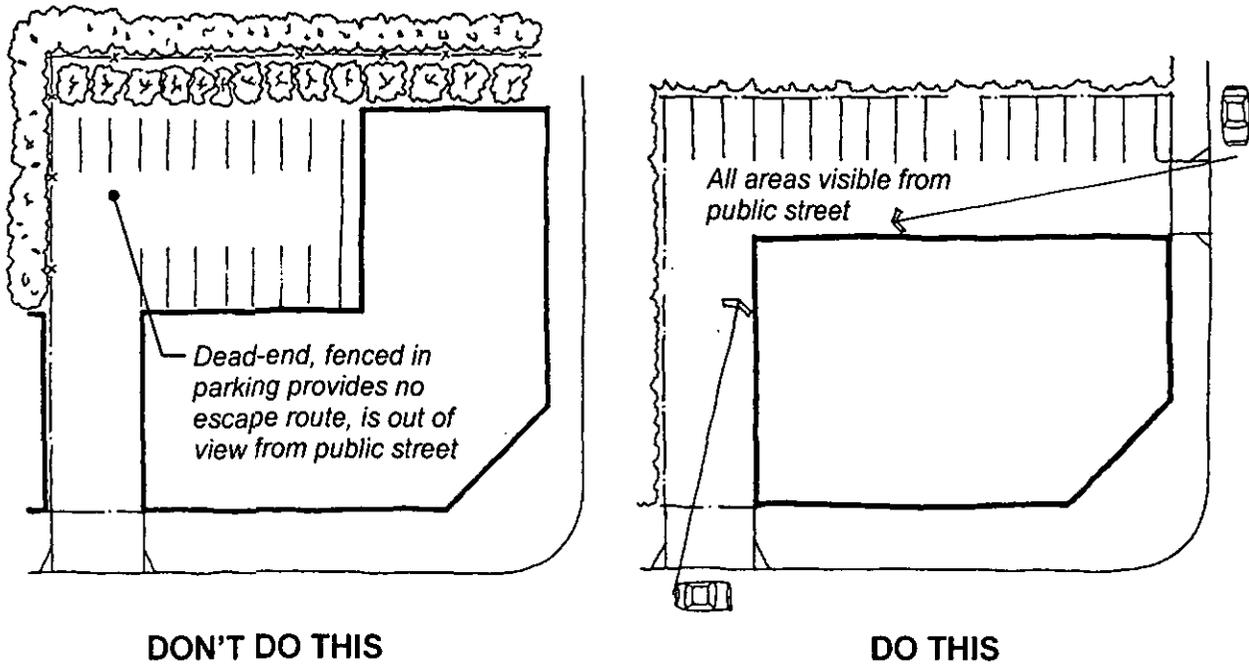


Figure 1.K.4: Avoid entrapment areas

5. Site and building design features to increase security shall be employed where applicable.

- a) Clearly designate visitor parking.
- b) Define entrances into parking lots with landscaping.
- c) Do not cover more than 15 percent of window areas with signs.
- d) Mark property borders with hedges, low fences, and/or gates.
- e) Ensure that pay telephones are call-out only.

L. Siting and Screening for Service Areas

Intent

- To minimize the visual presence of service areas for businesses, customers and surrounding property owners.
- To minimize potential conflicts between users of service areas, customers and surrounding property owners.
- To ensure continued access to service areas.

Guidelines

1. **The visual and aural impacts of service areas such as loading docks, trash and recycling collection points, and utility maintenance areas shall be minimized through site design, landscaping and screening.**

Service areas include, but are not limited to, trash dumpsters, compactors, ground level mechanical equipment, utility vaults, loading zones, outdoor storage areas, trash and recycling areas, and other intrusive site features.

Locate service areas so that negative visual and auditory (noise) impacts on the street and adjacent properties are minimized.

Avoid siting utility equipment where it displaces significant landscaping, or where servicing the equipment would damage landscaping. Provide access to equipment that requires regular servicing.

Screening enclosures, walls and fences shall be architecturally integrated with the development's architecture.

Provide sufficient landscaped screening around service areas, integrating landscaping with other site and adjacent public landscaping, where possible. However, do not create security hazards by providing a blind spot or hiding area.

Note: See Zoning Code for screening requirements for trash and recycling areas.

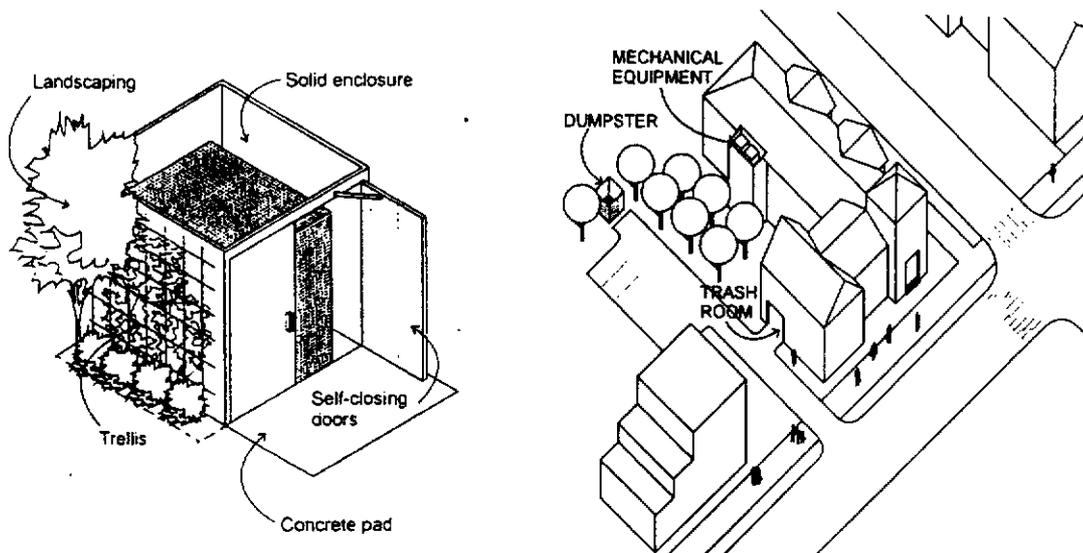


Figure 1.L.1: Effective service element screening and siting examples

2. BUILDING DESIGN

A. Architectural Concept

Intent

- To encourage building design in which the organization is easily understood, is appropriate to the site, and that becomes a positive element in the architectural character of the Pacific Ridge area.
- To encourage creative, yet functional, architectural design and site organization. (Note: Other building design guidelines in this Manual address specific building elements or specific aspects of building form)
- To encourage the development of a strong architectural concept on sites with multiple buildings.
- To encourage the use of forms, elements and materials that provide visual interest and human scale in new buildings.

Guidelines

1. **An architectural concept that conveys a cohesive and consistent thematic or stylistic statement, and is responsive to the functional characteristics of the development shall be developed for structure(s) on the site.**

Projects shall provide a strong unifying concept, clear organization, and a consistent architectural character.

The architectural forms, elements and details of a project should be organized to express the building's function(s), orientation, and relationship to the site and surrounding area. A strong architectural concept will indicate this organizational scheme, and convey the project's architectural character, or the style or character of the development.

The following examples illustrate ways in which architectural forms, elements and details may be organized, which is fundamental to the development of a strong architectural concept.

Building Composition. The composition of a building's larger masses and elements can create a unifying concept. The two types of composition (or design) illustrated below are symmetry and asymmetry. Building forms and facades may also be organized around an axis or approach, in a linear fashion, or on a grid. There are many types of organization; the importance of the organization is that it is clear, appropriate to the building's function, and its context.

Organization in Relationship to an Exterior Space. Organization in relationship to an exterior space is another approach to establishing a strong architectural concept. For example, buildings may be oriented around a courtyard, be terraced down a hillside, or respond in design to a prominent corner location.

Building Elements. Building elements, such as distinctive roof forms, entrances, an arcade or porch, or the arrangement of doors and windows, can provide for compositional unity and convey a strong architectural concept.

Building Details. Building details, such as moldings, mullions, rooftop features, and materials, can display a distinctive architectural style, contributing to a strong architectural concept.

Human Scale. Both large and small buildings should relate to and express the scale of their human inhabitants. Even large buildings created to shelter automobiles or other non-human forms should exhibit design elements expressive of human scale.

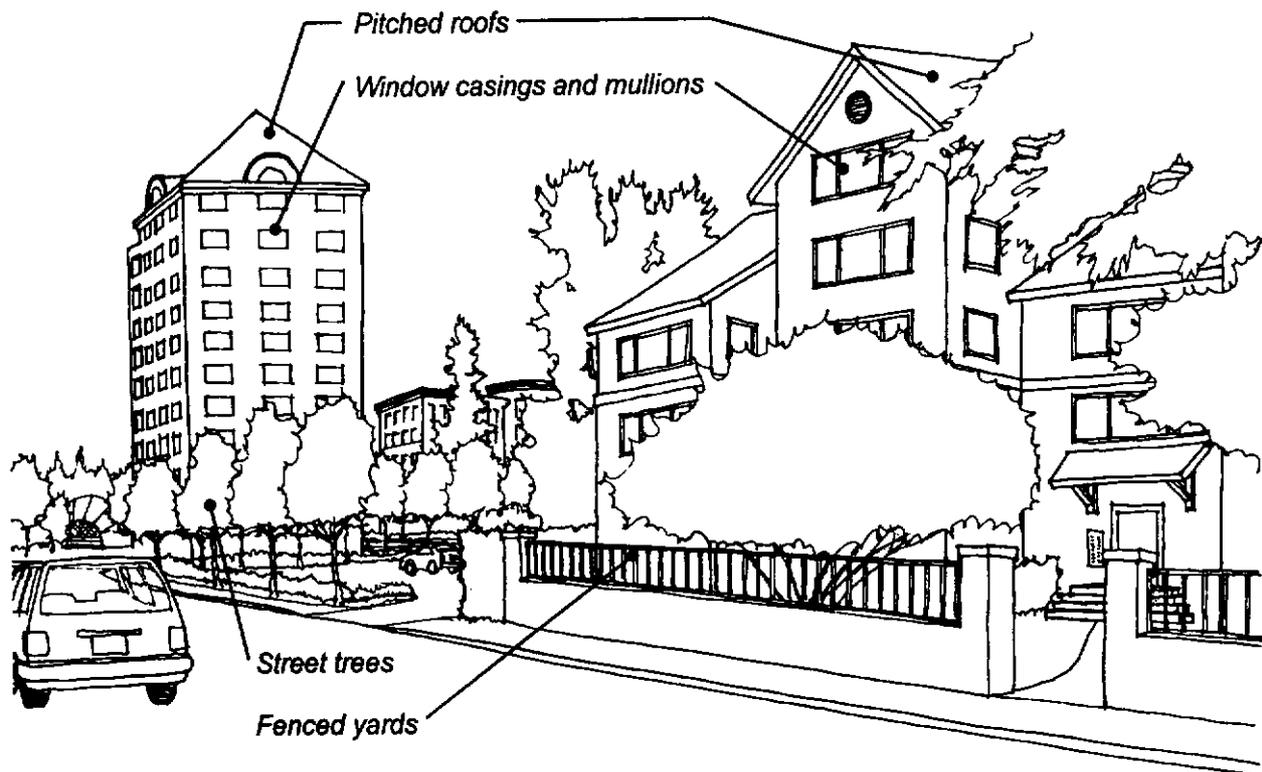


Figure 2.A.1: Building composition, elements, material and details all convey a strong residential architectural concept in these buildings and grounds

2. **Development on sites with more than one structure should employ similar or complementary architectural styles and/or be related in scale, form, color, and use of materials and/or detailing.**

Projects with multiple structures are required to display a unifying concept or design elements or features that relate the structures to one another. This may be expressed in the building forms or stylistic devices such as architectural style, color, materials and/or detailing.

3. **Buildings shall not feature strong corporate identifying elements, such as distinctive roofs or corporate logos, that are not compatible with neighboring buildings or these guidelines.**

“Stock” building designs that are not adapted to local conditions are not permitted. In general, the compatibility of a building with its surroundings is a higher priority than extending a corporate image. Therefore, the City may require modifications to proposed building designs that emphasize a corporate identity or signage.

B. Architectural Relationships

Intent

- To reinforce the positive visual qualities of the Pacific Ridge area.
- To support the development of a new architectural context in the Pacific Ridge area, where appropriate.
- To ensure that new development is in keeping with the existing architectural context, when neighboring structures provide positive examples.
- To encourage new development that incorporates design features that establish a scale compatible with the desired character of the Pacific Ridge area.

Guidelines

1. **Visual and functional continuity shall be provided between the proposed development and neighboring structures when these structures demonstrate an appropriate level of architectural quality.**

Once a architectural context is established, new structures can be designed to 'fit in' through careful attention to placement on the site, building form, order massing, scale, roof form, the proportions and arrangement of openings - windows, doors, entries, arcades - architectural elements, materials, colors, and decorative details.

Projects are expected to exhibit a high degree of design quality that can be emulated in the future. Development proposals will generally be considered on a site-by-site basis for compatibility with the existing and planned built environment.

2. **The apparent scale of large buildings shall be moderated.**

Buildings over 100 feet in length (as measured along any facade) and/or more than three stories high must employ three or more of the following measures to reduce apparent building mass:

- a) *Modulation*: Building modulation is the stepping out or in of a particular portion of the facade. The stepped-out portions must be at least 4 feet deep in order to qualify as modulation.
- b) *Articulation*: Strong vertical and horizontal reveals, off-sets, and three-dimensional detail can be incorporated into building design to create shadow lines and break up the flat surfaces of a facade. Articulation can also be achieved through a change of materials, color and/or texture.
- c) *Special Building Features*: The mass of long or large-scale building can be made more visually interesting by incorporating architectural elements such as arcades, balconies, bay windows, dormers and columns.

- d) *Small-Scale Additions:* Small-scale additions to a structure can reduce apparent bulk by articulating the overall form or massing. Clustering smaller uses and activities around entrances on street-facing facades also allows for small retail or display spaces that are inviting and add activity to the streetscape.
- e) *Terracing:* Setbacks to upper stories can be effective at reducing the perceived scale of the building from the street and sidewalk. Terracing also will allow for more sunlight to reach the street and sidewalk. Upper story setbacks must be at least 10 feet and occur no higher than the building's third floor to qualify as terracing.
- f) *Distinctive Roofline:* A distinctive roof line (particularly a sloped roof) can reduce perceived building height and mass, increase compatibility with smaller scale and/or residential development, and add interest to the skyline. The roofline can provide variation through design elements such as pitch, variation in materials, and vertical/horizontal offsets.
- g) *Other Methods:* Other methods that meet the intent of this criteria may be proposed.

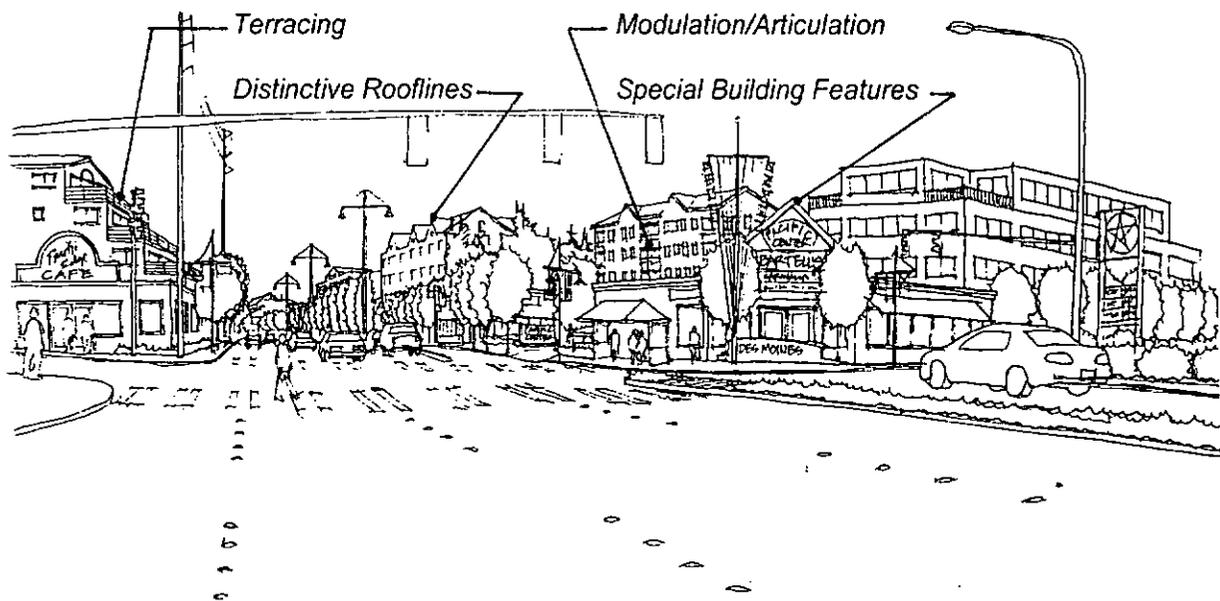


Figure 2.B.2: Varied rooflines, modulation of form, articulation of facades and terracing are all used to reduce the apparent bulk of buildings in this view of potential development on Pacific Highway S

3. The visual impact of parking garages shall be minimized.

Parking structures shall include active uses such as retail or other appropriate uses at the ground level along the street frontage.

Parking structures shall be architecturally consistent with exterior architectural elements of the primary structure, including roof lines, façade design, articulation, modulation and finish materials. Visually integrate parking structures with adjacent buildings when they exhibit an appropriate level of architectural quality.

Buildings built over parking should not appear to “float” over the parking area, but should be linked with ground-level uses or screening. Parking at grade under a building is discouraged unless the parking area is completely enclosed within the building or wholly screened with walls and/or landscaped berms.

Parking structures and vehicle entrances should be designed to minimize views into the garage interior from surrounding streets. Methods to help minimize such views may include, but are not limited to landscaping, planters and decorative grilles and screens.

Security grilles for parking structures shall be architecturally consistent with and integrated with the overall design. Chain link fencing is not permitted for parking structure fencing.

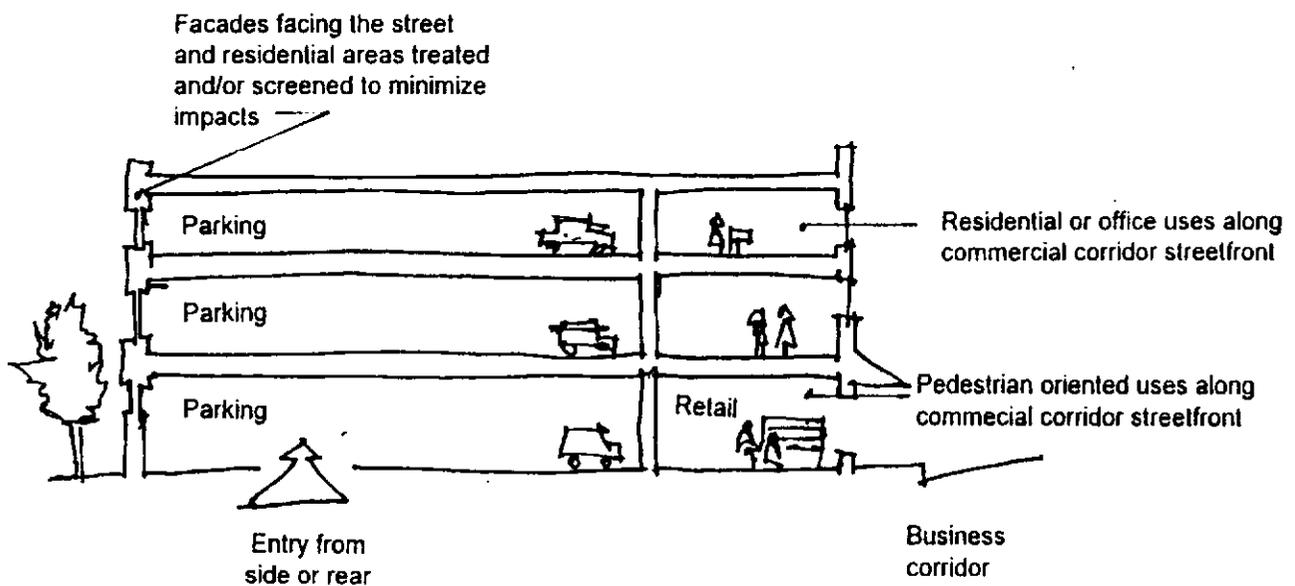


Figure 2.B.3: This schematic section shows how parking structures can be unobtrusively incorporated into a new development

4. Viewsheds (see definitions) from neighboring structures and properties shall be considered in the design of new buildings.

Efforts shall be taken to minimize negative view impacts resulting from new development. For example, where one large building may completely block one property's view of the Olympic or Cascade Mountains or Puget Sound, alternate building placements or terracing may substantially reduce viewshed impacts.

C. Building Elements, Details, and Materials

Intent

- To ensure that buildings take advantage of these prominent locations by incorporating unique, distinctive architectural features.
- To emphasize important intersections.
- To add visually interesting, identifiable elements to the streetscape.
- To provide a clear, understandable relationship between the overall massing of the building and its architectural elements and details.
- To employ architectural elements and details that reduce the apparent scale of a building, where this is desirable (see also Guideline 2.B.2 in “Architectural Relationships”).
- To provide for ‘human scale’ in building design.
- To promote building design in which details are proportionate and consistent in architectural character with the structure and/or development.
- To minimize maintenance needs and discourage vandalism.
- To employ lighting as a positive feature that contributes to the overall design of the building.

Guidelines:

1. **Distinctive building corners shall be provided at street intersections through the use of special architectural elements and detailing, and pedestrian-friendly features where possible (see definition of pedestrian friendly façade).**

Buildings at intersections are highly visible and present an opportunity for distinctive or landmark architectural treatments. Take advantage of these locations by employing three or more of the following for commercial and mixed-use structures and two or more for single-purpose residential structures:

- a) Project, recess (‘notch’) or truncate the corner of the building.
- b) Provide a building entrance at the corner.
- c) Create architectural emphasis with a roof deck, balcony, or penthouse on the upper story.
- d) Provide a corner architectural element such as a bay window, turret or pediment.
- e) Employ distinctive signage at this location.
- f) Provide sculpture or other artwork, or a distinctive use of materials.
- g) Create a special window treatment, awning, or canopy.

Other methods that meet the intent of this criteria may be proposed.

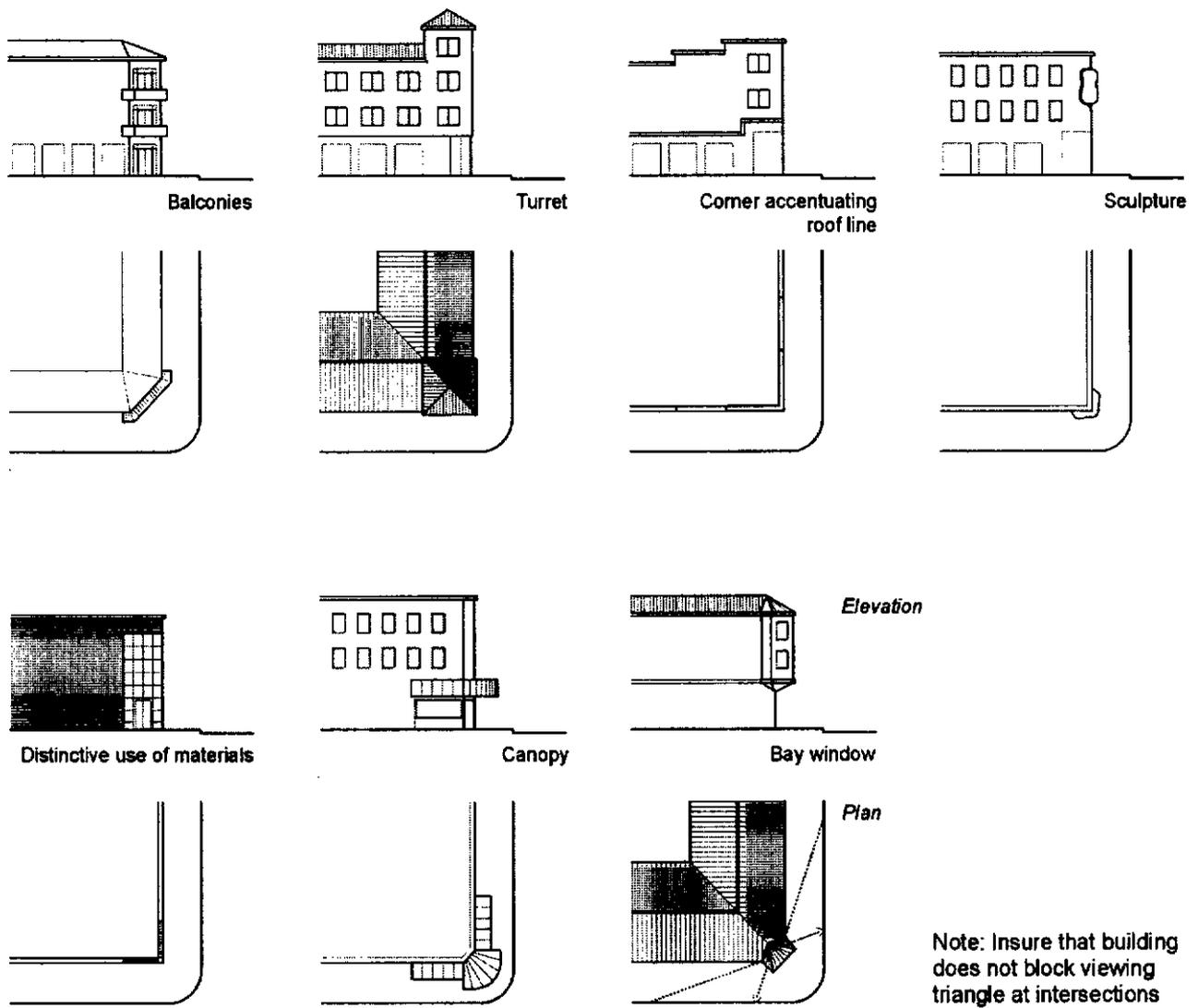


Figure 2.C.1: Various architectural techniques for enhancing building corners

2. The design and scale of building elements and details shall relate to the building's overall form and massing.

The architectural 'parts' of a building must be related to the 'whole.' Appropriately scaled and well-proportioned architectural elements such as roof forms, entrances, arcades, porches, columns, dormers, doors and windows reduce the apparent scale of a structure, and help relate the scale of a building to its user.

Proposals must demonstrate that the elements of a building are related in scale, proportion and placement to the overall building form. Architectural details must also be related in scale, proportion and placement to the building's architectural elements or features. One way to accomplish this is to consider the building's basic structural elements as creating a set of dimensional modules that proportionally tie the various elements together.

Avoid add-on elements and ornamentation that are not consistent with the building's form or function. For example, unopenable, fake shutters and fake balconies that do not provide space for humans are discouraged.

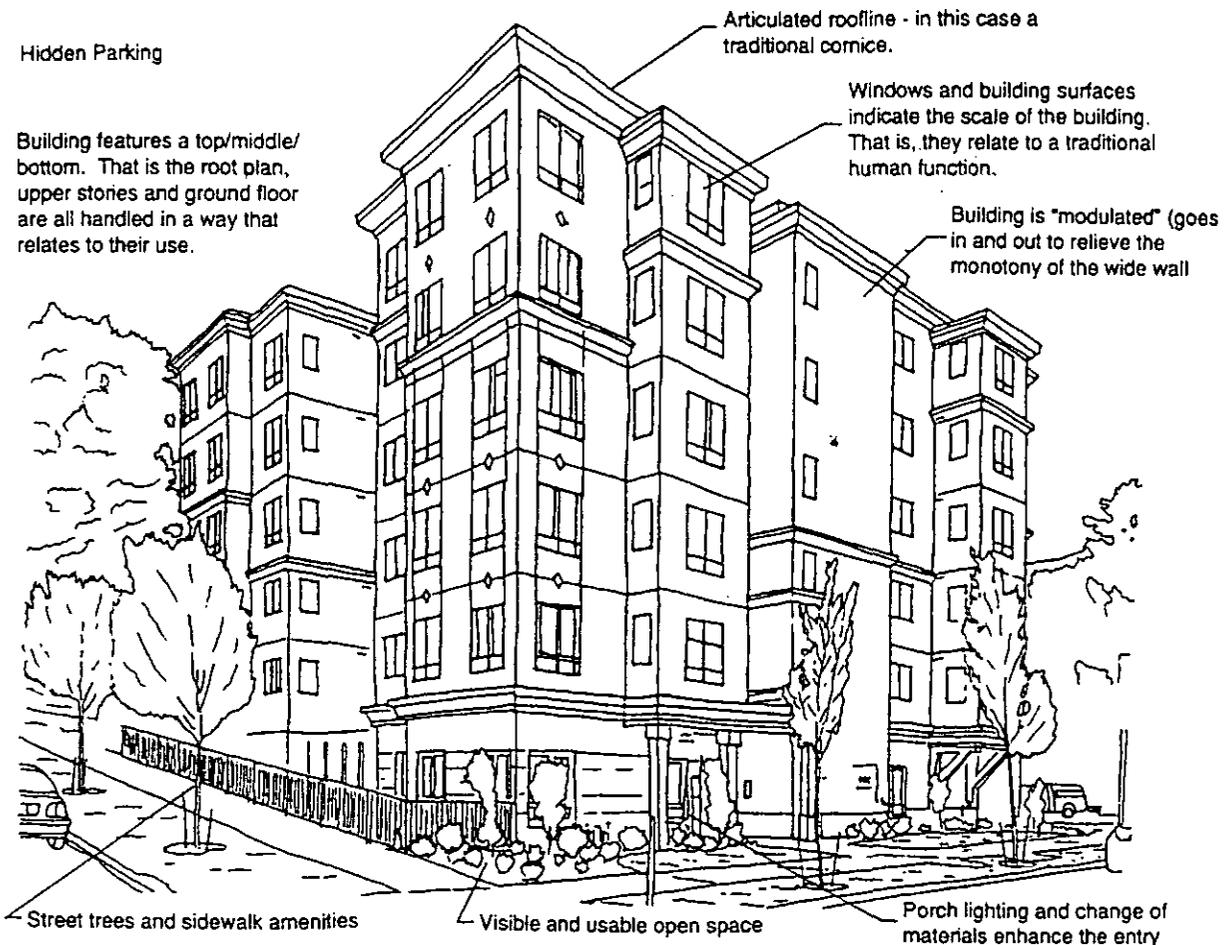


Figure 2.C.2: Illustration of some design features of a "decorated-block" building

3. Architectural details that are appropriate to the architectural character of the building shall be employed.

Appropriate architectural details are just as important as architectural elements in conveying the purpose and character of a building. For example, finely wrought moldings would be out-of-place on an aggregate finish, concrete building panel. Similarly, a metal industrial door would be inappropriate as an entry to a traditional, wood-frame retail storefront.

Building details, from doors, windows and spandrel panels to moldings, mullions, coping, reveals, and other decorative features, must be consistent in style and compatible in material, color and texture with the other details of the building.

Avoid falsely historical or incongruous elements. For example, a "mansard" roof or wrought iron members are generally not appropriate on contemporary buildings.

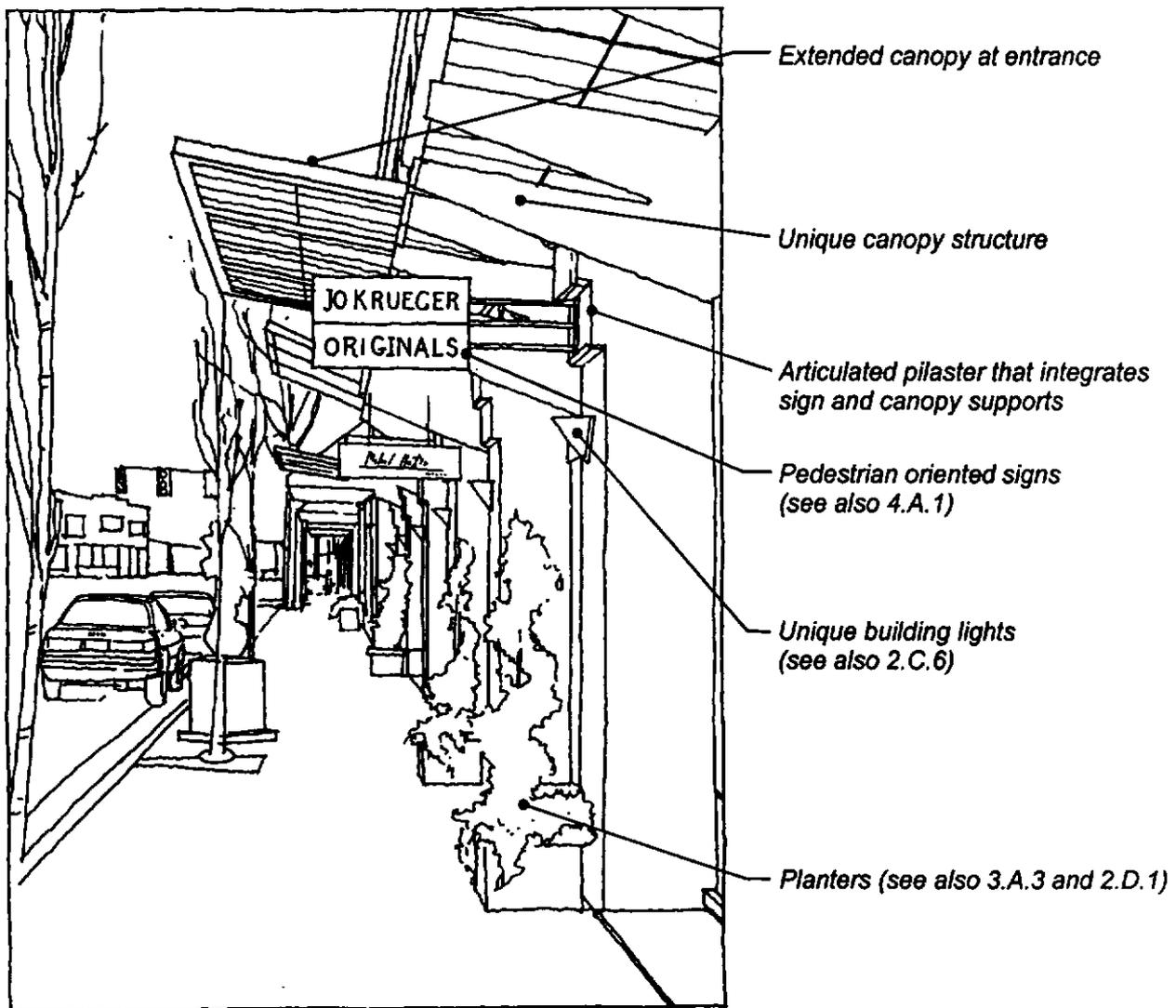


Figure 2.C.3: Examples of the use of appropriate architectural elements and details. Note how the details complement one another and create a pedestrian scaled sidewalk space.

4. Architectural details that provide good human scale and add visual interest to the façade shall be employed.

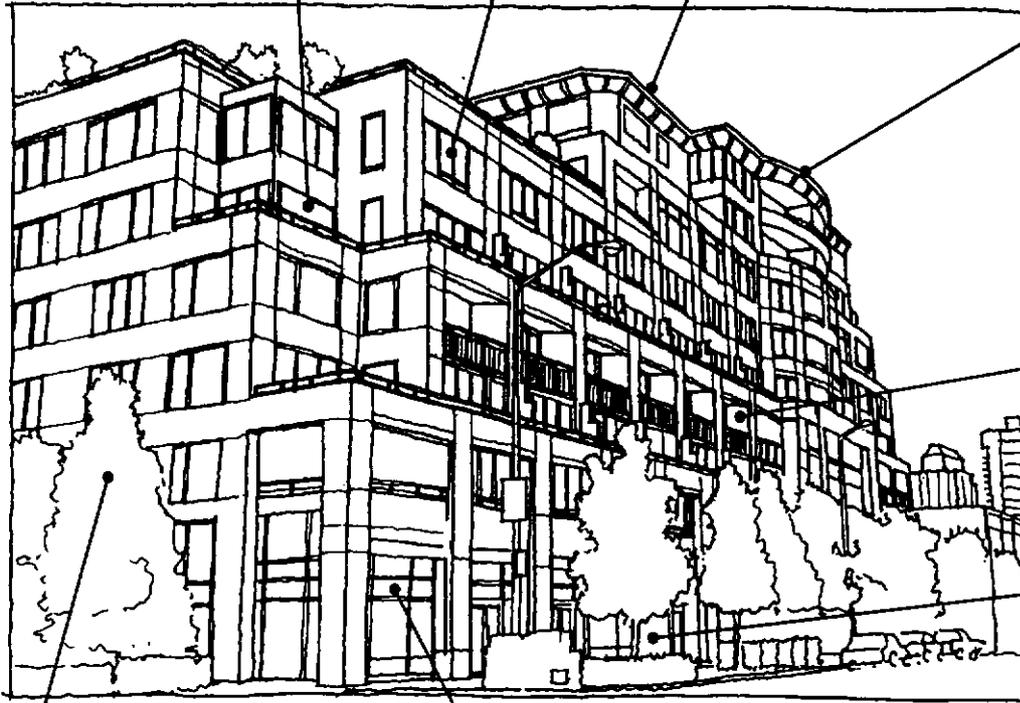
All new buildings and major exterior remodels must employ at least two of the following elements or techniques toward achieving a "human scale" (*see definition*). If a proposed building is over 3 stories in height, or more than 100' wide as measured along any facade facing a street and visible from that street, then building shall use at least three of the listed elements.

- a) Balconies or decks in upper stories, at least one balcony or deck per upper floor on the facades facing streets. Balconies are encouraged to be at least six feet deep and ten feet wide.
- b) "Bay windows" (*see Definitions*) that extend out from the building face.
- c) At least 150 SF of "pedestrian-oriented space" (*see Definitions*).
- d) Individual windows, generally less than 32 square feet per pane and separated from other windows by at least a 6-inch molding.
- e) Gable or hipped roof, providing that the hipped or gable roof covers at least one half of the building's footprint and has a slope greater or equal to 3 feet vertical in 12 feet horizontal.
- f) A porch or covered entry.
- g) Spatially defining building elements that define an occupiable space such as a trellis, overhang, canopy or other.
- h) Upper story setbacks, providing one or more of the upper stories are set back from the face of the building at least 10 feet.
- i) Composing smaller building elements near the entry and pedestrian-friendly street fronts of large buildings.
- j) Other design methods proposed by project applicant. The City may consider other methods to provide human scaled elements not specifically listed here. The proposed methods must satisfy the intent of the design principles.

Setbacks and balconies
reduce building scale

Similarly proportioned
windows

Simple roof articulation
unifies top story form



Curved facade
adds interest
and breaks
up the
long facade
while retaining
the building's
window
and column
module

Balconies and
decks provide
possible
surveillance
(see 1.K.1) and
human activity

Pedestrian
oriented
ground floor
(see 2.D.1)

Note how street trees
enhance building's
setting (see 3.B.1)

Simple but refined window
pattern adds continuity at
ground floor

Figure 2.C.4: Consistent and appropriate building details help this large development maintain human scale. Note that the similar proportions and continuous building elements (such as horizontal beams and the break-up of ground floor windows) help to unify the building's architectural composition.

5. Durable, high quality building materials that contribute to the overall appearance, ease of maintenance, and longevity of the building shall be utilized.

The selection and use of exterior building materials is a key factor in determining how a building will look. Building materials contribute pattern, scale, color and texture to a structure, and become an important design feature when well used.

Some materials, by their nature, impart a sense of permanence. Others are associated with impermanence, or are inappropriate for certain sites or uses due to their tendency to weather or invite misuse. Building materials should be selected for ease of maintenance and durability.

Examples of common contemporary finishing materials in commercial structures are brick, split-face block, scored or molded wood siding, and stucco-finished dryvit. Other exterior finish materials may be appropriate as well, provided they are well detailed and finished (see also Guideline 2.C.3 in "Building Elements, Details and Materials"). Industrial materials such as concrete masonry block and metal siding should be detailed so that the installation exhibits a high degree of workmanship and durability. Stucco and synthetic building materials should be detailed to avoid damage due to weather or use.

Some materials, such as mirrored glass, plywood, and corrugated fiberglass, are generally impermanent and inconsistent with the character of Pacific Ridge and are prohibited.

6. The design and placement of exterior lighting shall be integrated with the architectural design and materials.

Select architectural lighting fixtures that complement the architectural character of a project, or that are understated in design. Alternatively, locate fixtures so that they are hidden from view. Lighting fixtures should also be compatible in design and placement with site lighting and landscape features.

Incorporate lighting design that enhances dramatic or interesting landscape or architectural features, where appropriate, with consideration for both daytime and nighttime viewing.

Illumination levels of at least two (2) foot-candles at the surface of the ground must be provided in pedestrian areas and entries. Area lights should be designed and selected to minimize visibility of the light source or lens.

D. Pedestrian-Friendly Features

Intent

- To make walking to and among businesses and residences in the Pacific Ridge area a positive attractive, engaging experience.
- To encourage a successful neighborhood commercial district along Pacific Highway S, and support an active sidewalk environment.
- To encourage attractive and interesting facades that create visual interest.
- To reduce the negative visual impact of large, undifferentiated exterior building walls that face public areas.
- To provide an inviting, interesting, easily identifiable, and convenient building entries.
- To enhance the pedestrian environment for customers, employees and residents.

Guidelines

1. "Pedestrian-friendly facades" shall be provided on the ground floor of commercial and mixed-use buildings.

Building facades that face public streets and entry facades that face parking areas must incorporate two or more of the following measures on the ground floor:

- a) Transparent window areas or window displays along at least half the length of the ground floor facade (windows need not be contiguous).
- b) Sculptural, mosaic or bas-relief artwork along at least half the length of the ground floor facade (artwork need not be contiguous).
- c) "Pedestrian-oriented space," as defined in the Definitions, located adjacent or connected to the sidewalk. At least 500 square feet of pedestrian-oriented space must be provided for every 100 linear feet of ground floor facade, as visible from the public street, in order to fulfill the intent of this guideline.
- d) Overhead weather protection
- e) Other methods that meet the intent of this guideline may be proposed.

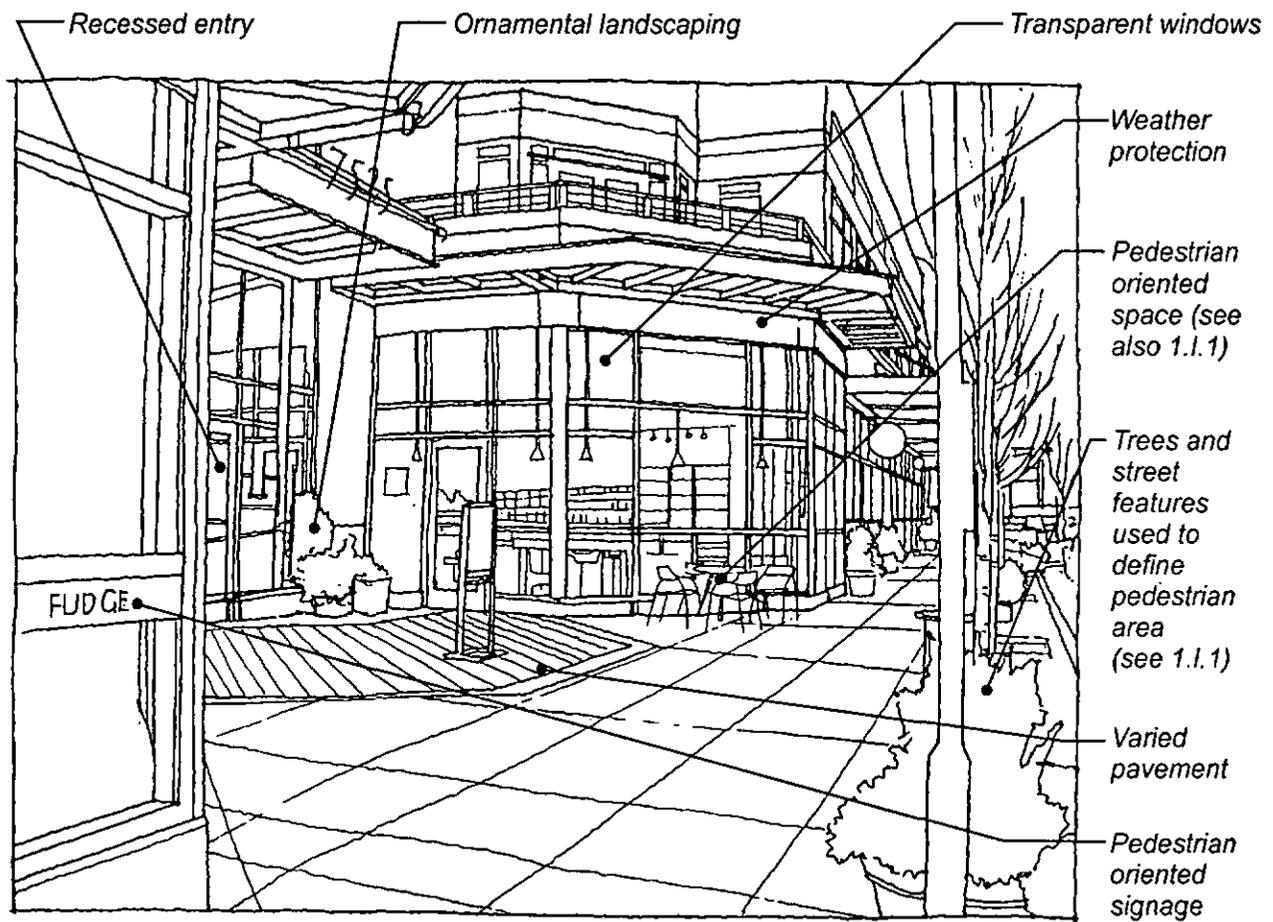


Figure 2.D.1: Pedestrian-friendly ground floor facades keep "eyes on the street" and add interest and life to the streetscape

2. Special treatment for large blank walls (see Definitions) that are visible from pedestrian walkways and parking areas shall be provided.

Incorporate one or more of the following methods to soften the appearance of blank walls that face pedestrian walkways and parking areas:

- a) A vertical trellis in front of the wall with climbing vines or plant materials.
- b) A planting bed, berm, or raised planter in front of the wall and establish plant materials that will obscure or screen a significant portion of the wall's surface within three years.
- c) Artwork (a mosaic, mural, sculptural relief, etc.) over a significant portion of the blank wall surface.
- d) A change of materials or texture in the wall and/or accent with architectural details (see Guideline 2.C.3. in "Building Elements, Details and Materials").
- e) Other methods that meet the intent of this criteria may be proposed.

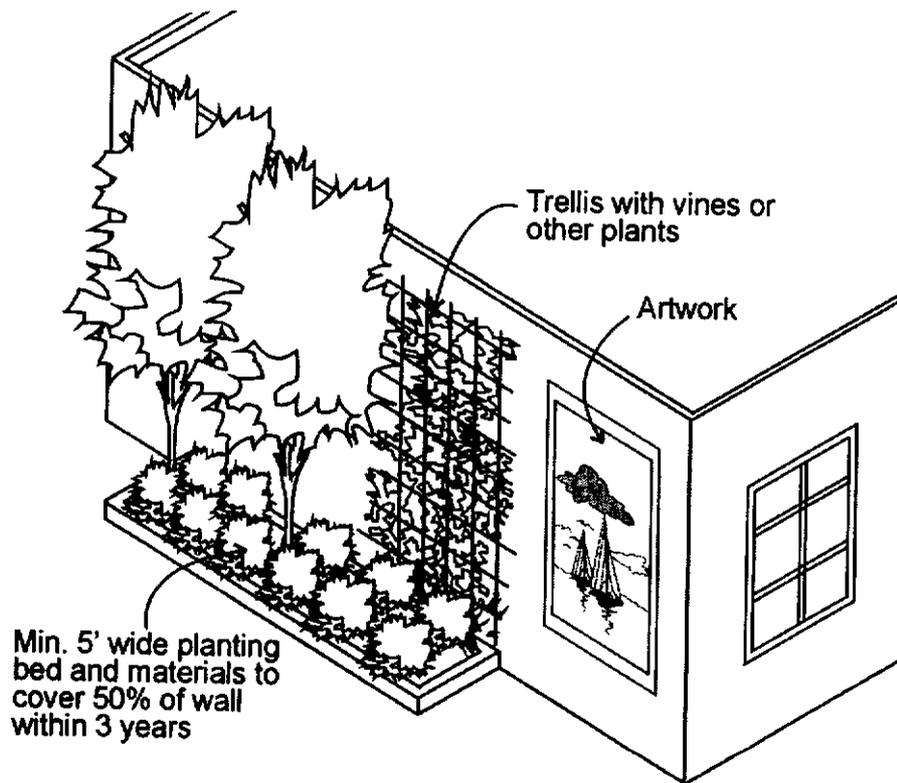


Figure 2.D.2: Example of treatments for blank walls

3. Building entries shall be enhanced through the use of weather protection, landscaping, pedestrian amenities and/or distinctive architectural features.

Incorporate one or more of the following methods to create distinctive building entries:

- a) Weather protection such as an awning, canopy, recessed entry, or other building element to create a covered pedestrian space.
- b) Landscaping (at least 100 square feet) at or near the entry.
- c) Pedestrian amenities such as benches, kiosks, special paving, bicycle racks, etc.
- d) Trellises, planters or other features that incorporate landscaping.
- e) Accent lighting.
- f) Prominent window displays.
- g) Decorative elements such as mosaic tile, relief sculpture, ornamental wood or metal trim, near the door.
- h) Artwork such as sculpture, murals, mosaics or bas-relief.
- i) Pedestrian scaled signs.
- j) Other methods that meet the intent of this criteria may be proposed.

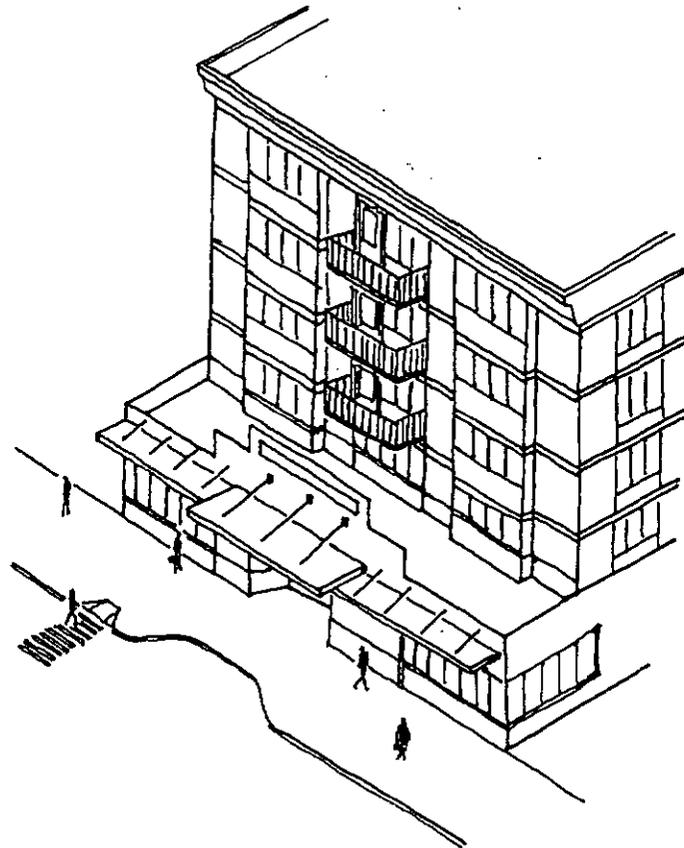


Figure 2.D.3: Weather protection at building entries is an important architectural element (See also Figure 2.D.1.)

E. Mechanical Equipment

Intent

- To minimize the negative visual and aural impact of mechanical equipment and utilities.

Guidelines

- 1. Roof-mounted mechanical equipment shall be screened and/or located so they are not visible from public streets, building approaches, and adjacent properties.**

Screen roof-mounted mechanical equipment, including HVAC, antennas, satellite dishes, air vents, and exhaust fans, using one or more of the following methods:

- a) Design the building so that it encloses or surrounds the equipment as an integral part of the building form;
 - b) Design screens for the equipment that are compatible with the architectural style of the structure;
 - c) Set mechanical equipment back from the parapet so that it is not visible from public rights-of-way, major pedestrian areas, and parking areas.
- 2. Utility meters and other ground level utility equipment shall be located and/or screened to minimize visibility from the street.**

Enclose, paint or screen utility boxes, meters, conduit and other elements so they appear to be an integral part of the buildings, incorporate them into landscape elements, or screen them with plant materials.

Locate utility boxes so that they can be maintained or serviced without damage to the landscaping. Narrow pathways or workpads may be installed where necessary to provide access.

3. LANDSCAPING DESIGN

A. Landscape Design

Intent

- To ensure that private landscaping reinforces, complements and enhances public streetscape improvements.
- To reinforce the positive visual elements of the Pacific Ridge area.
- To ensure that landscape design is an integral part of overall site design and reinforces site functions.
- To use landscape design to advantage in the economic revitalization of the Pacific Ridge area.
- To use landscape design to soften the transition between different land uses.
- To ensure that landscape design does not compromise site safety.
- To achieve greater continuity and transition between public streetscape and the private landscape design so that the two appear unified.
- To augment the visual impact of plantings in the public right-of-way.
- To improve the pedestrian environment.

Guidelines

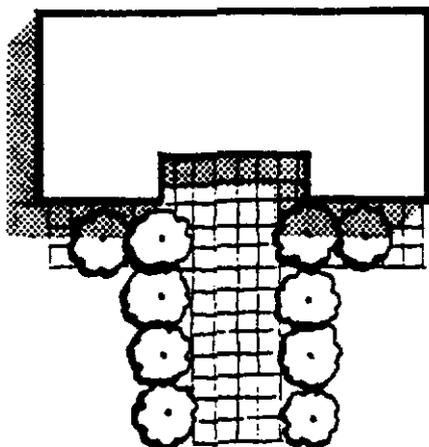
1. **A landscape design concept that demonstrates a clear and appropriate aesthetic statement shall be developed.**

Develop a landscape design concept that is consistent with and complementary to the site design and the development's architectural character. The landscape concept should also complement and enhance natural site features, significant existing landscape elements, or other existing amenities on the site or in the area. A comprehensive landscape concept will:

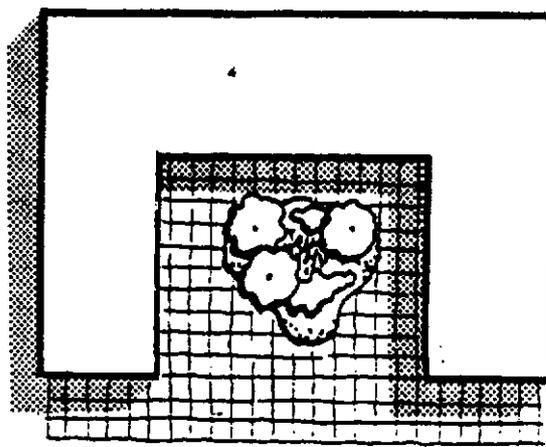
- a) Take advantage of views of the landscaping from inside the building.
- b) Enhance the building itself, as viewed from within the site and adjacent public streets.
- c) Organize, enhance and link the different spaces and activities on the site.
- d) Reinforce the streetscape design, and provides a pleasant transition to the site.
- e) Improve the appearance of parking and vehicular areas.
- f) Screen, soften and frame views.

The following are design approaches that may be considered in developing a landscape concept:

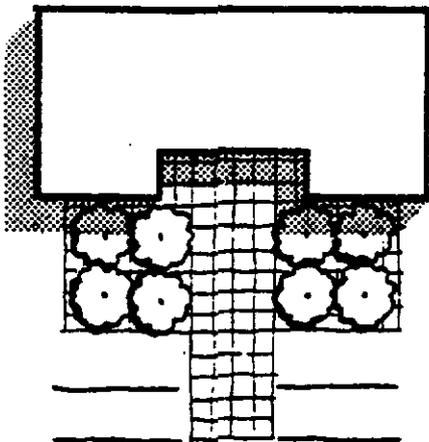
- a) Indicate how the various spaces and plantings on the site are organized, and how movement through the site links the different spaces and activities. Indicate the character of these 'rooms' as determined by the spatial qualities, plant selection and design, and the activities that occur there.
- b) Use plant selection and design to highlight significant site and architectural features on the site, and provide definition between public and private spaces.



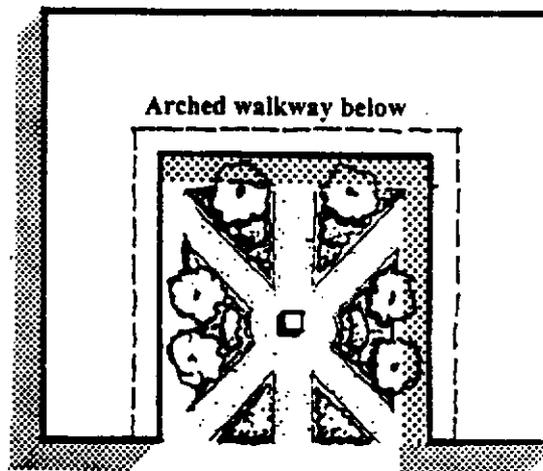
Axial symmetry along a path to enhance a building entry



Informal landscape island to soften open space



Row of trees to separate parking or service yard from building



Formal landscape elements to define pedestrian routes and reinforce building geometry

Figure 3.A.1: Examples of landscape concepts in relationships to building types

2. A landscape design concept that reinforces site design and fulfills the functional requirements of the development, including screening and buffering shall be developed.

In addition to aesthetic goals, landscaping can fulfill a number of functional goals for a project. Consider the following in developing the landscape plan.

- a) *Screening*: Landscaping can provide for visual screening of incompatible adjacent land uses or activities. It can also be used to screen service areas or other unattractive site or architectural features. Projects are encouraged in which landscaping is used to break up parking areas and screen parking areas from pedestrian walkways. However, screening should address security concerns and not create areas without passive surveillance (i.e., visibility from occupied buildings or active pedestrian-oriented areas).
- b) *Buffering*: Using landscaping as a buffer can also reduce the impacts of wind, air pollution and noise on a development.
- c) *Safety*: Vertical plantings can be used to 'mark' a pedestrian walkway, making it more visible from parking areas or driveways. Landscape strips can be used to separate pedestrian areas from vehicle areas.
- d) *Framing*: Landscaping can be used to frame and direct views.
- e) *Reducing Impacts of Development*: Retaining existing vegetation can help reduce stormwater runoff and erosion (see Guideline 3.B.2 in "Planting Design").

Note: Refer to Chapter 18.41, DMMC, for minimum landscaping, screening and buffering requirements.

3. The landscape design shall reinforce and complements plantings in the public right-of-way.

One of the primary goals of these design guidelines is to improve the pedestrian and visual environment of the Pacific Ridge area. Landscaping can play an important role in meeting this goal.

Projects are encouraged in which a mix of shade trees, shrubs and groundcover is used for every major landscape area on the site.

B. Planting Design

Intent

- To encourage selection of plant materials that will enhance the overall landscape design concept, and provide for variety and visual interest on the site.
- To encourage the use of plant materials that will survive with minimal or reasonable maintenance, are resistant to drought, and are otherwise appropriate for local conditions.
- To conserve and enhance the aesthetic value of the area through the retention of mature vegetation.
- To take advantage of natural drainage and erosion control.
- To minimize maintenance costs.

Guidelines

1. **Plant materials that reinforce the landscape design concept, and are appropriate to their location in terms of hardiness, maintenance needs, and growth characteristics shall be selected.**

Include a suitable combination of trees, shrubs, groundcover plants, vines, lawns, and herbaceous material, including native and/or northwest adapted plants in selecting plant materials for the landscape concept. Consider the quantities, size, and arrangement of plant materials with the goal of balancing color, mass, texture, form, depth and scale. The following design principles are guidelines for the selection and arrangement of plant materials:

- a) *Unity*: Arrange plants in an orderly composition creating an overall unified and balanced design.
- b) *Focus*: Use planting design to focus attention on positive aspects of the natural and/or built environment.
- c) *Variety*: Select a diversity of plants providing interest, accent and contrast, using as many native and drought tolerant species as possible. Where feasible, coordinate selection of plant material to provide a succession of blooms, seasonal color and a variety of texture.
- d) *Consistency*: Develop a planting design that is compatible with and complements the overall project design, and plantings on adjoining lots, where appropriate.
- e) *Appropriateness*: Select plants with an awareness of their growth requirements, tolerances, ultimate size, preferences for soil and climate and negative impacts. Use xeriscape techniques whenever possible.
- f) *Density*: Provide adequate plant quantity, size and spacing. Planting design should provide for full planting beds within five years.

Note: Plants adjacent to signs shall be selected and maintained to ensure that they do not obscure signs.

2. Existing significant trees, wooded areas, and/or native vegetation should be incorporated in the planting plan when desirable.

Retain existing significant trees and native vegetation on the site, provided that they are healthy and advantageous, given the site and landscape design concept. Measures shall be provided during construction activities to ensure the protection of significant trees and native vegetation.

The maintenance of non-native species (e.g., himalayan blackberries, English ivy, etc.) and insubstantial trees or vegetation is not permitted.

3. Appropriate plants include:

Trees

Eastern Redbud

Cercis Canadensis

“Autumn Brilliance” Serviceberry

Amelanchier x grandiflora

Urbanite Ash

Fraxinus americana

“Arnold” Tulip Tree

Liriodendron tulipifera

Dawn Redwood

Metasequoia glyptostroboides

Western Red Cedar

Thuja plicata

Shrubs/Groundcover

Sweet Fern

Comptonia perigrina

Oregon Grape

Mahonia aquifolium

Salal

Sacred (Heavenly) Bamboo

Nandina domestica

Euphorbia (Spurge)

Euphorbia sp.

Viburnum

Viburnum sp.

4. SIGNS

A. Signage Concept

Intent

- To employ signs as a positive element in site and building design, complementing the streetscape and private improvements.

Guidelines

1. Signage that is integrated with the architectural concept in scale, detailing, use of color and materials, and placement shall be provided.

Develop a signage scheme that complements the architecture of the building in design and placement. Ensure that all signs on the site are coordinated, and display similar or complementary design characteristics. The following are suggestions for integrating signage with the architectural concept:

- a) Locate wall signs on specific architectural elements, such as a canopy or fascia.
- b) Provide for sign locations in the building design.
- c) Do not obscure important design features on building facades with signs.
- d) Coordinate color schemes or architectural details on signs, such as moldings, with the architectural scheme.
- e) For freestanding signs, repeat specific architectural features, such as the roof form, materials, colors, etc.
- f) Freestanding signs shall be monument signs rather than pole signs.
- g) Emphasize special building features, such as an entry or display window, with properly scaled signage.

Note: These guidelines are to be used in conjunction with the Des Moines Sign Code; they do not supersede Sign Code regulations.

B. Sign Placement

Intent

- To provide signs that are easy to read for both motorists and pedestrians.
- To provide signage that is properly scaled for the purpose it is to serve, and the context within which it is placed.
- To help create a pedestrian-friendly environment in the Pacific Ridge area.
- To enable customers, suppliers and emergency vehicles to easily find businesses and service areas.
- To coordinate signage with the landscaping.
- To provide a transition from the vertical elements of the freestanding sign to the horizontal site elements.
- To increase visibility of site signage from the public street.
- To place signage where it is unlikely to be damaged by vehicles, and vice versa.

Guidelines

1. **Signage that is oriented to both pedestrians and motorists in design and placement shall be provided.**
 - a) Signs direct users to a site and within the site, and users are typically either driving or walking. Pedestrian-oriented signs are most effective when located within 15 feet of the ground plane. The maximum height of freestanding signs is 12 feet (refer to Sign Code). Three-inch-high letters can be read at 120 feet and six-inch letters can be read at 300 feet.
 - b) Consider the locations of sidewalks, pedestrian walkways and driveways in sign design, placement and illumination (see also Guideline 4.C.2. in "Sign Design").

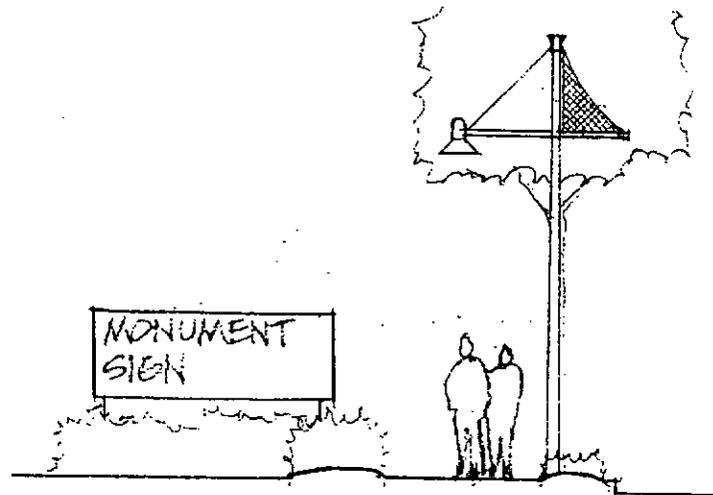


Figure 4.B.1: The Pacific Highway S design concept promotes the use of monument signs that are in scale with the pedestrian environment and visible below the street trees

2. Adequate directional signage on site and building identification numbers that are legible from the street(s) shall be provided.

- a) Prominently display building address numbers.
- b) Provide on-site directional signage for vehicle drivers to identify destinations and to avoid conflicts with pedestrians.

3. Freestanding signs shall be integrated with the landscaping.

- a) Place plantings, including low shrubs, around the base of freestanding signs.
- b) Plants adjacent to signs shall be selected and maintained to ensure that they do not obscure signs.

C. Sign Design

Intent

- To establish an attractive streetscape and safe conditions.
- To avoid over-illumination of signs, creating a nuisance to surrounding neighborhoods.
- To improve the visual quality of the Pacific Ridge area.
- To encourage use of materials that are easily and inexpensively maintained.
- To improve the attractiveness of development along the Pacific Highway South corridor.
- To prevent poor quality, poorly maintained signs and visual clutter on the highway.

Guidelines

1. **Both day- and night-time viewing shall be considered in the design, placement, and lighting of signage.**
 - a) Sign illumination should be appropriate for its intended purpose.
 - b) In general, direct lighting of signs creates a warmer, more pedestrian-friendly sign illumination; therefore, signs with front lighting and down lighting are recommended for pedestrian oriented signage.
 - c) Back-lighting (internal illumination) generally is more appropriate for auto-oriented signs. Internally illuminated signs shall be constructed using individual letters/characters, or sign cabinets with an opaque field or background so that only the individual letters/characters are illuminated.
 - d) Sign lighting should not cause glare or spillover into neighboring properties. Commercial signage should be placed facing away from residential properties and neighborhoods wherever possible.

Note: See Des Moines Sign Code for restrictions on sign design and placement.

2. **Durable, high quality materials and finishes for signage shall be utilized.**

The following guidelines are to aid in the selection of sign materials:

- a) Construct signs from durable materials and feature high-quality workmanship.
- b) Use borders, reveals, edging or other appropriate methods to prevent weather damage.
- c) Include the sign base and pole, associated lighting fixtures, and color choice as an integral part of a sign's design.
- d) Backlit vinyl sign/awnings shall be prohibited.

DEFINITIONS

Architectural Elements - As used in these guidelines, architectural elements refer to the elements that make up an architectural composition or the building form, and can include such features as the roof form, entries, an arcade, porch, columns, windows, doors and other openings.

'Architectural elements' is used interchangeably with architectural features in these guidelines.

Architectural Character - The architectural character of a building is that quality or qualities that make it distinctive and that are typically associated with its form and the arrangement of its architectural elements. For example the architectural character of a structure may be conveyed by a prominent design feature. Examples are a distinctive roof line, a turret or portico, an arcade, an elaborate entry, or an unusual pattern of windows and doors.

The architectural character may also be attributed to the building's style, which is typically conveyed by the architectural detailing associated with that style. For example, a building which is Neo-Classical in *style* may convey a formal architectural *character*.

Architectural Details - As used in these guidelines, architectural or building details refer to the minor building elements that contribute to the character or architectural style of the structure, and may include moldings, mullions, rooftop features, the style of the windows and doors, and other decorative features. As used in these guidelines, the architectural details that are used to *articulate* the structure may also include reveals, battens, and other three dimensional details that create shadow lines and break up the flat surfaces of a facade.

Architectural Form - As used in these guidelines, architectural form refers to the three dimensional shape of a structure, and is made up in part by the building elements.

Articulation - See *Architectural Details*.

Balcony - A balcony is an outdoor space built as an above ground platform projecting from the wall of a building and enclosed by a parapet or railing.

Bay Window - A bay window protrudes from the main exterior wall. Typically, the bay contains a surface that lies parallel to the exterior wall, and two surfaces that extend perpendicular or diagonally from the exterior wall.

Blank Walls - Walls subject to "blank wall" requirements are any ground level wall surface or section of a wall that is over six feet (6') in height measured from finished grade at the base of the wall, and longer than 50' measured horizontally, that does not have any significant building feature, such as a window, door, modulation or articulation, or other special wall treatment within that 50' section (see below).

Courtyard - A courtyard is an open space, usually landscaped, that is enclosed on at least three sides by a structure or structures.

Curb Cut - A curb cut is a depression in the curb for the purpose of accommodating a driveway that provides vehicular access between private property and the street.

Deck - A deck is a roofless outdoor space built as an above-ground platform projecting from the wall of a building and supported by piers or columns.

Facade - A facade is any portion of an exterior elevation of a building extending from the grade of the building to the top of the parapet wall or eaves, for the entire width of the building elevation. A front facade is typically the facade facing the major public street(s). An entry facade is typically the facade with the primary public entry.

Foot-candle - A foot-candle is a unit used for measuring the amount of illumination on a surface. The amount of usable light from any given source is partially determined by the source's angle of incidence and the distance to the illuminated surface.

Frontage - As used in these guidelines, frontage refers to length of a property line along a public street or right-of-way.

Front Yard - As used in these guidelines, the front yard is the area between the street(s) and the nearest building facade.

Impervious Surface - Those hard surfaces that prevent or retard the entry of water into the soil in the manner that such water entered the soil under natural conditions prior to development; or a hard surface area that causes water to run off the surface in greater quantities or an increased rate of flow from the flow present under natural conditions, prior to development. Such surfaces include, but are not limited to, rooftops, asphalt or concrete paving, compacted surfaces, or other surfaces that similarly affect the natural infiltration or runoff patterns existing prior to development. They may be occupied by such recreational facilities as playground equipment, swimming pools, game courts, etc.

Lumen - A lumen is a unit used for measuring the amount of light energy given off by a light source.

Modulation - Modulation is a stepping back or projecting forward of portions of a building facade within specified intervals of building width and depth, as a means of breaking up the apparent bulk of a structure's continuous exterior walls. As used in these guidelines, the modulated portions must be at least 4 feet deep in order to qualify as modulation.

Pedestrian-Friendly Facades - "Pedestrian-friendly" facades are those that feature one or more of the following characteristics:

- Transparent window area or window displays along at least half the length of the ground floor facade.
- Sculptural, mosaic or bas-relief artwork along at least half the length of the ground floor facade.
- "*Pedestrian-Oriented Space*" - As defined below. At least 500 SF must be located along or adjacent to the public or private sidewalk(s), for every 100 linear feet of ground floor facade that faces the public street(s).
- Other measures that meet the intent of the criteria, as approved in conjunction with overall design review approval.

Pedestrian-Oriented Space - A pedestrian-oriented space is an area between a building and a public street that promotes visual and pedestrian access onto the site and that provides pedestrian-friendly amenities and landscaping, which enhance the public's use of the space. To qualify as a "*pedestrian-oriented space*," an area must have:

- Visual and pedestrian access into the site from the public right-of-way,
- Paved walking surfaces of either concrete or approved unit paving,
- On-site or building-mounted lighting providing at least 2 foot candles (avg.) on the ground, and
- Seating; at least 2' of seating area (bench, ledge, etc.) or one individual seat per 60 SF of plaza area or open space.

A "*pedestrian-oriented space*" is encouraged to have:

- Landscaping that does not act as a visual barrier.
- Site furniture, artwork or amenities such as fountains, kiosks, etc.
- Pedestrian weather protection or other enclosure, such as an arcade or gazebo.

A "*pedestrian-oriented space*" shall not have:

- Asphalt or gravel pavement.
- Adjacent unscreened parking lots.
- Adjacent chain-link fences.
- Adjacent "blank walls" without "blank wall treatment."

Scale, Human - The size of a building element or space relative to the dimensions and proportions of the human body.

Scale, Architectural - The perceived height and bulk of a building relative to other forms in its context. A building's apparent height and bulk may be reduced by modulating facades and other treatments.

Service Areas - Service areas refer broadly to the areas, whether enclosed or open that contain such equipment and uses as ground level mechanical equipment, utility vaults, loading zones, outdoor storage areas, and trash and recycling areas.

Site Planning - Site planning is the arrangement of buildings, driveways, sidewalks, landscaping, parking, public open spaces, and other facilities on a specific site. Good site planning will display a cohesive site design concept, and take into consideration natural features, topography, drainage requirements, access points, the design of neighboring sites, and other features in the immediate vicinity of the site.

Streetscape - The streetscape is the visual character and quality of a street as determined by various elements located between the edge of the street and the building face, such as trees and other landscaping, street furniture, artwork, transit stops, utility fixtures and equipment, and paving. Where there are frequent and wide spaces between buildings, the streetscape will be defined by the pattern of building and open space and the character of that open space.

Viewshed - The viewshed is the extent of views from a particular site.