

Downtown Code Design Review Committee

Meeting Minutes

May 7, 2020

Members Present: Tamara Dickson, Fuller Hannon, Jessica Porter, Ben Mosley, Russ Oldham

Staff Present: Hammer, Jameson Brooks

Others Present: Alex Dickerson (Legal); Fiona Haulter GBT Realty, Brad Slayden Reagan Smith Associates, Lee Davis ESA

Location: Virtual meeting

I. APPROVAL OF VIRTUAL MEETING FORMAT

Mosley moved and Hannon seconded a motion to approve the committee as essential business and necessity of the virtual meeting format due to the Covid-19 pandemic (5-0).

Mosley moved and Dickson seconded a motion stating that any rules and procedures of the DTC DRC that are in conflict with the Governor's executive order prohibiting electronic meetings are hereby suspended until such time the executive order expires (5-0).

II. APPROVAL OF THE 3/2/2020 DTC DRC MINUTES

Mosley moved and Hannon seconded the motion to approve the March 5, 2020 meeting minutes (5-0).

II. CASES FOR REVIEW

1) 1221 Broadway Signage

2020DTC-020-001

1221 Broadway

Staff Reviewer: Eric Hammer

Staff Recommendation: Approve with conditions and defer without all conditions

APPLICANT REQUEST

A request for approval for modifying signage standards of the DTC for property located at 1221 Broadway (0.78 acres), at the intersection of Broadway and 13th Avenue South, and within the Gulch South subdistrict of the DTC.

DTC MODIFICATION REQUEST SUMMARY

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1. Sign Area
 - o Required: 1 square foot of signage area per 1 linear foot of façade
 - o Proposed: 2 square foot of signage area per 1 linear foot of façade
2. Projecting Sign Spacing
 - o Required: Projecting signs must be located at least 25' from another projecting sign.
 - o Proposed: Projecting signs must be located at least 4' from another projecting sign.
3. Projecting Sign Distance from Façade
 - o Required: Projecting sign spacing at least 1' from façade
 - o Proposed: Projecting sign spacing of 0' from façade

PROJECT OVERVIEW

The project proposes a 24-story office building. The ground floor of the building features a porte cochere which allows for pick-up and drop-off, as well as access to underground and structured parking.

PLAN DETAILS

The property is located at the southeast intersection of Broadway and 13th Ave S. 13th Ave S frontage features retail space, while Broadway frontage allows access to the office lobby, as well as

a porte cochere for vehicular drop-off. Service loading and public underground parking is accessed from an area adjacent to the porte cochere, whereas structured parking access occurs from the alleyway. Pedestrian access to the retail space can be taken from either Broadway or 13th Ave Ss and the main entrance to the office lobby is located within the porte cochere. Signage is proposed on both Broadway and 13th Ave S.

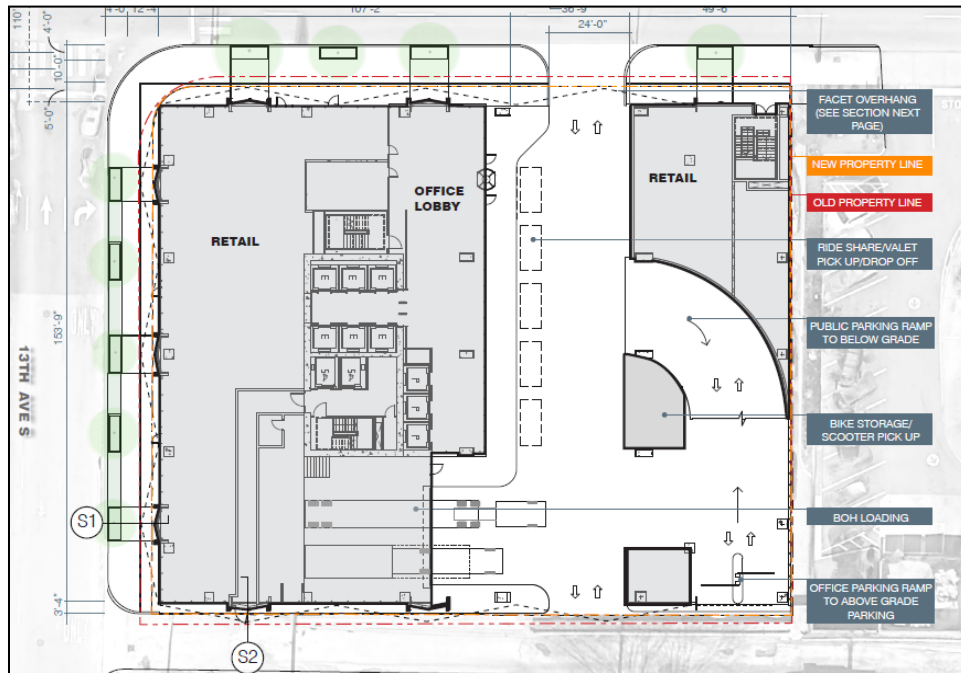


Figure 1: Site Plan

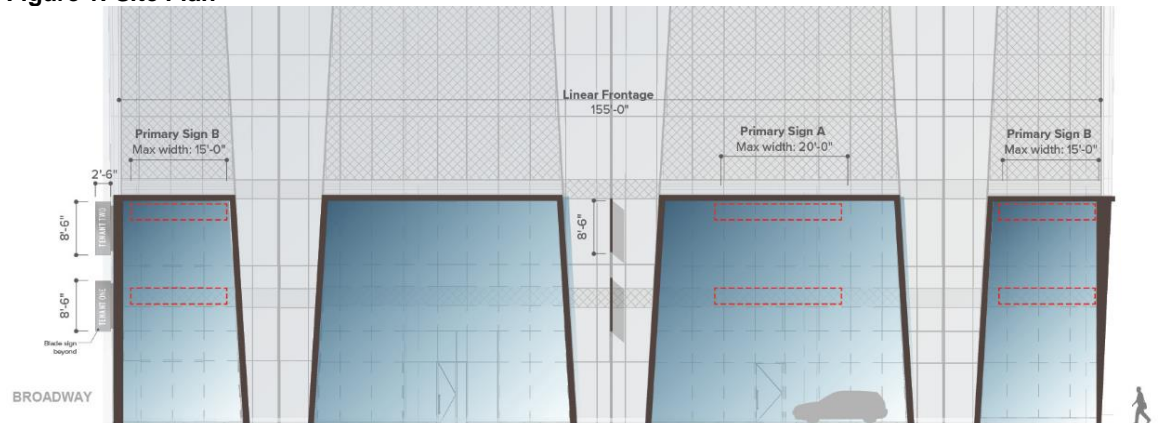


Figure 2: 13th Ave S Façade



Figure 3: Broadway Façade

DTC MODIFICATIONS ANALYSIS
Sign Area

The DTC signage standards classify Broadway as a Gateway street and 13th Avenue as Interstate frontage. Interstate frontages are allowed 1 square foot of signage area per 1 linear foot of street frontage. The modification requests 2 square foot of signage area per 1 linear foot of street frontage, which is the same entitlement allowed both along Broadway and vast majority of streets within the DTC.

The Downtown Code establishes Interstate frontage not just along streets but also along properties where the rear property line abuts the interstate. Interstate frontage standards are meant to control signage on frontages that are highly visible from the interstate but either do not abut streets or are along 13th Ave S / George L. Davis Blvd, which functions somewhat like a frontage road for the interstate between Demonbreun St and Jo Johnston Ave. Frontage along 13th Avenue was not conceived of as developing into a robust active pedestrian frontage.

This project is being constructed as a 24-story building with an active pedestrian frontage on both facades. The ground floor features retail and a mezzanine space, which can essentially support double the retail/restaurant activity of a typical activated frontage. Due to the robust nature of the active uses that are accessed from 13th Avenue S, Planning sees merit in this modification. However, this is due to the number of tenant spaces, as shown on the application. If tenant spaces are combined between the upper and lower floors, Planning would view this modification request differently.



Figure 4: Signage Frontages

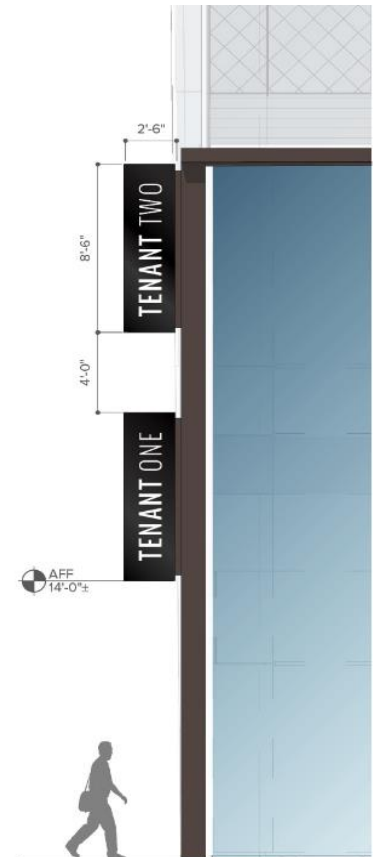
Projecting Sign Spacing

The DTC signage standards require that projecting signs must be located at least 25' from another projecting sign. In this case, proposed signage is located within 4' of another projecting sign. As shown in the figure to the right. The intent of this standard is to decrease visual clutter by avoiding large numbers of these signs.

However, rather than being horizontally adjacent to one another the proposed projecting signs are vertically adjacent with one above the other, just as the tenant spaces proposed are vertically adjacent to one another. If these signs were to be combined, they would not exceed the signage maximums for a single projecting sign. The locations shown do not increase visual clutter.

Projecting Sign Distance from Façade

The DTC signage standards require that projecting signs have a signage area is a minimum of 1' away from the façade the sign is attached to. This standard is intended to prevent large signs from dominating the sidewalk corridor by appearing as an extension of the façade they are attached to. Projecting signs do not have a maximum size specific to their sign type, but the height is capped at 20' and the sign cannot project more than 6' from the façade. This means that after subtracting the 1' spacing from the façade, a compliant sign on a 4-story building could be a maximum of 100' in size, depending on the street type and lineal feet of frontage. Both signs are 21.25 square feet, well below these limitations and are spaced so that they do not dominate the sidewalk corridor.



STAFF RECOMMENDATION

The requested modifications represent a reasonable balance between the needs of the ground floor and mezzanine tenants and the intent of the Downtown Code to limit excessive signage on interstate frontages. However, as our rationale for supporting these requests is specifically based on the presence of two separate and distinct levels of tenant space, we also recommend that if these spaces on the upper and lower stories are combined, the modification is not applicable. Staff recommends approval with the following condition and deferral without the condition:

1. If the tenant spaces on the upper and lower stories are combined, the signage modifications are not applicable for that portion of the frontage.

Oldham moved and Dickson seconded the motion to approve the modification request with staff conditions. (5-0)

RESOLUTION

BE IT RESOLVED by the Downtown Code Design Review Committee that case 1) 1221 Broadway signage is approved. (5-0)

2) 1117 Church

2020DTC-028-001

1117 Church

Staff Reviewer: Harriett Jameson Brooks

Modifications requested to the step-back standard and MCSP

Staff Recommendation: Approval with conditions.

APPLICANT REQUEST

The request is to modify the step-back and planting standards of the DTC for property located at 1117 Church St, (1.45 acres), within the Gulch South Subdistrict of the DTC.

DTC MODIFICATION REQUEST SUMMARY

1. Step-back –Upper Church Street
 - Required: Along public streets, a minimum 15-foot step-back between the 4th and 7th stories is required for buildings 7 stories or greater.
 - Proposed: A modification is requested for the step back to occur at the 2nd floor for the portion along Church Street. Due to the elevation drop from the viaduct and Church Street, this modification would allow for the podium to step back at the same elevation as along 12th Ave (the 6th floor along that frontage).
2. Planting—12th Ave North
 - Required: 4'-0" planting strip
 - Proposed: Eliminate the planting requirement along 12th Ave N. Since this portion of the street is beneath an elevated deck, it does not receive adequate sunlight to accommodate planting.
3. Planting—Lower Church St.
 - Required: 4'-0" planting strip
 - Proposed: Eliminate the planting requirement along Lower Church St. Since this portion of the street is beneath the Church St. viaduct, it does not receive adequate sunlight to accommodate planting.

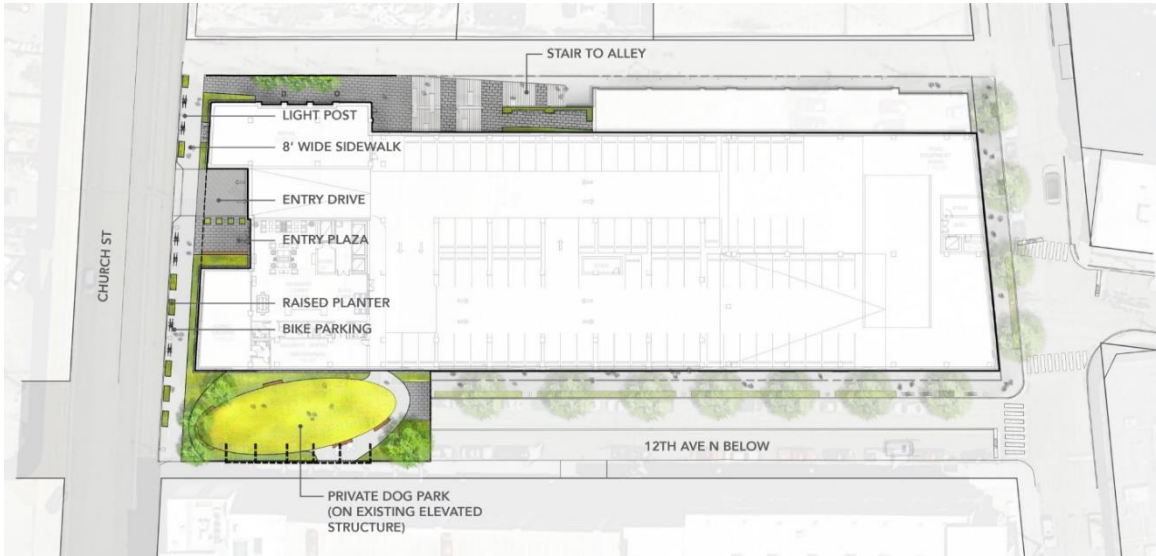
PROJECT PROPOSAL

The proposal is a 21-story mixed-use residence (approximately 380 units) with parking and commercial/restaurant space.

PROJECT DETAILS

The property has five frontages on Upper Church St., Lower Church St, 12th Ave North, Grundy, and Comers Alley. The primary façade along Upper Church includes an entry lobby, retail, and an entrance to the internal parking garage, also accessed from Lower Church. Retail lines the parking structure at the levels of Upper Church, Grundy Ave, and Comers Alley. A primary component of the design is the activation of Comers Alley with retail and a monumental landscape stair leading to Upper Church.

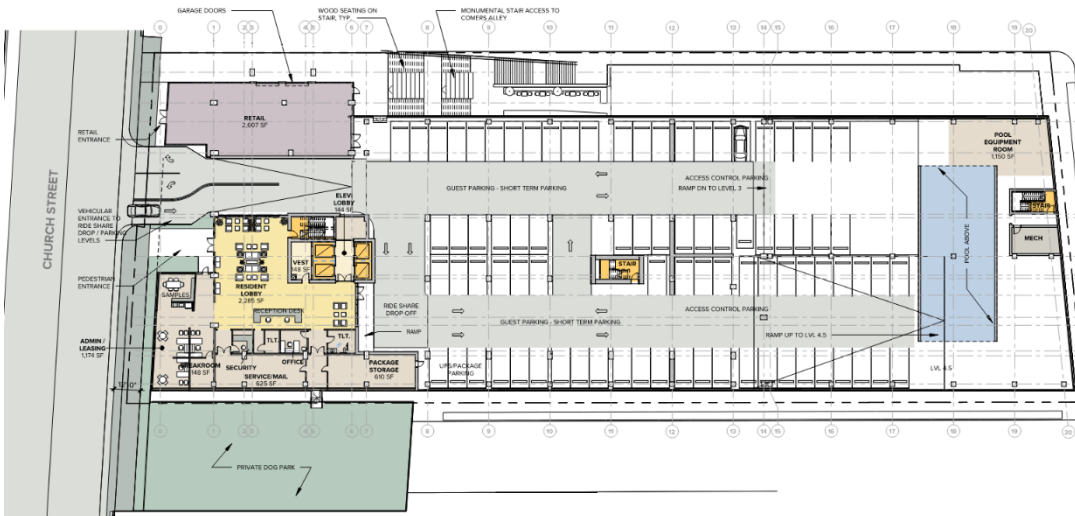
The base of the building is brick veneer with a second-floor amenity deck, transitioning to a window wall system with concrete columns on the residential tower. The tower is organized in an L-configuration opening to the south and overlooking the amenity level green roof and pool area. The parking structure is lined with a custom textured, precast concrete and perforated metal screen. The project is dedicating ROW to comply with the MCSP.



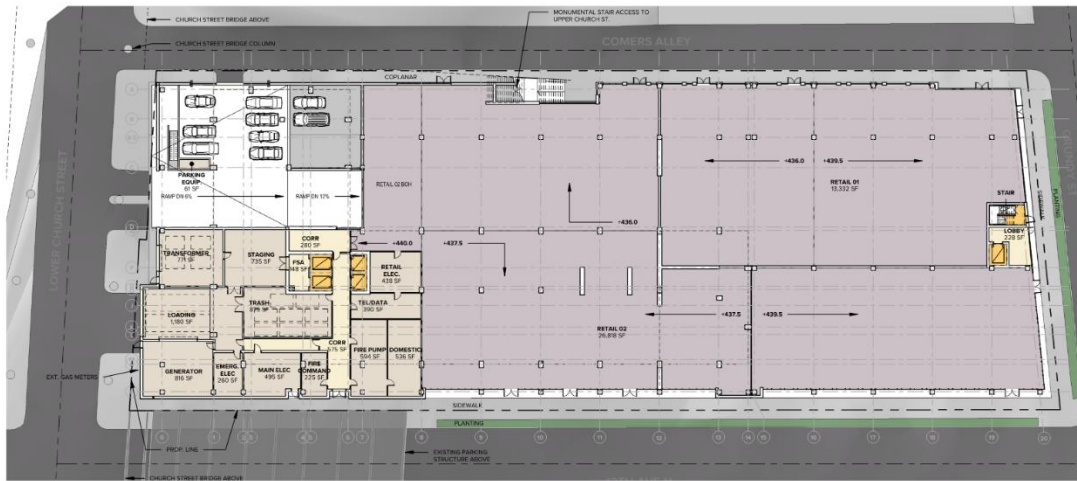
Landscape Plan at Upper Church



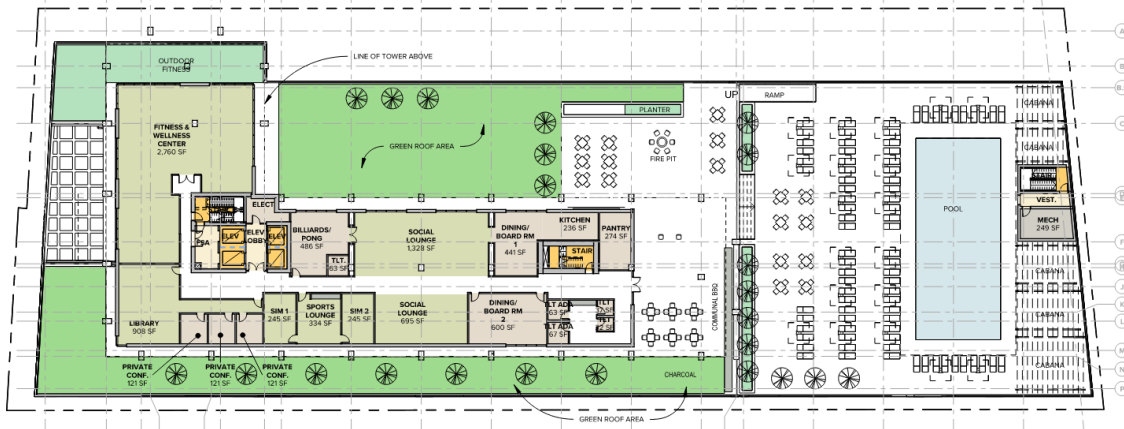
Landscape Plan at Lower Church



1st Floor Plan (Upper Church Level)



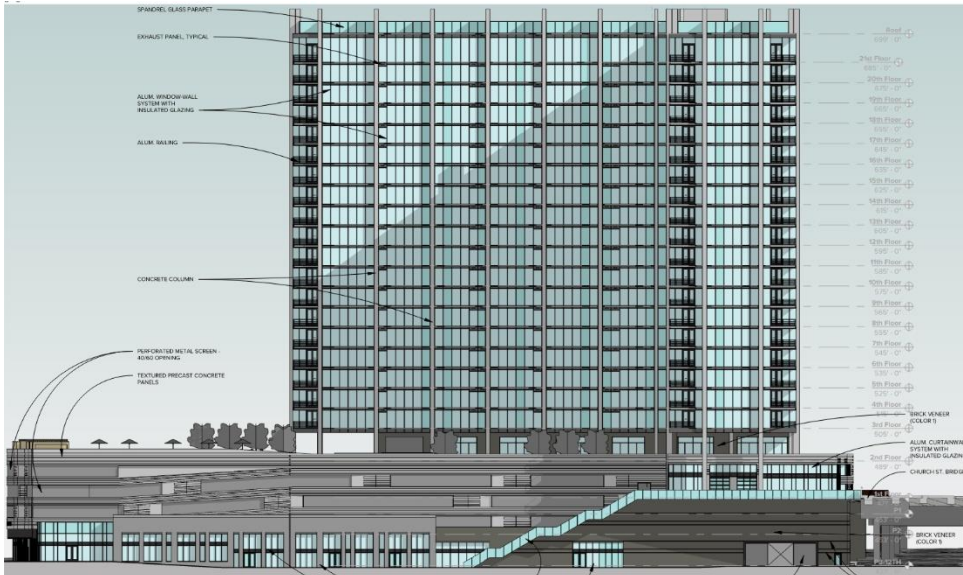
P3 (Lower Church & Alley Level)



2nd Floor Amenity Terrace



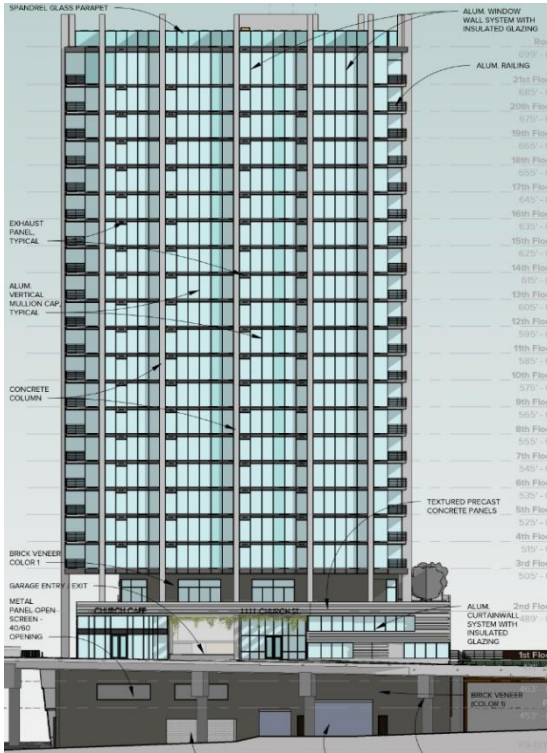
Typical Residential Tower Floor Plan



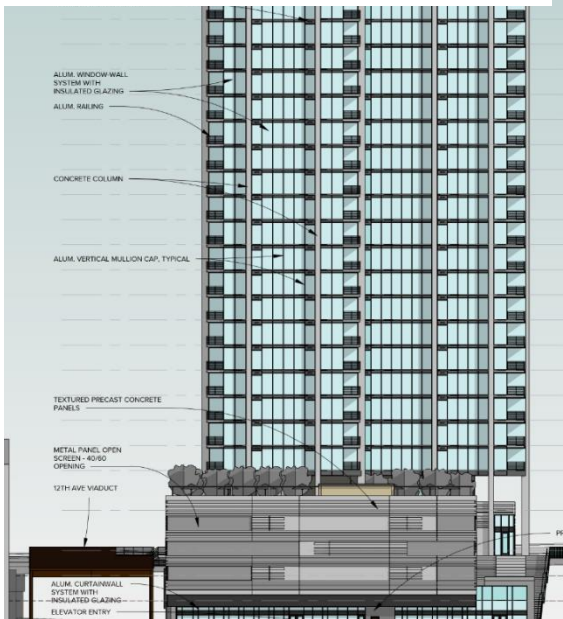
East Elevation – Comer's Alley



West Elevation—12th Ave North



1: North Elevation – Church St



2: South Elevation—Grundy St

ANALYSIS

Step-back on Upper Church St

The DTC requires buildings seven stories or greater to step back fifteen feet between the fourth and seventh stories. The requested modification is to permit a step back at the second story on Church St. Due to the topographical change on the site, this would allow the podium to step back at the same elevation as 12th Ave North, the sixth floor on that frontage.

This modification presents an appropriate solution to the challenge of encouraging a pleasant pedestrian experience while negotiating the changes in elevation among the five street frontages.

Planting Strips on 12th Ave North and Lower Church St

As part of the MCSP, the DTC requires a 4'-0" planting strip on secondary streets. The requested modification is to exclude these planting strips along 12th Ave North and Lower Church Street where elevated structures above the right-of-way preclude adequate sunlight for planting.

The applicant has worked with planning staff on the design of the building, including articulation of building materials, garage screening, and building sections. Staff is now comfortable recommending approval under the condition that the applicant continue to work with planning staff on the articulation of the garage liner—including massing and materials.

STAFF RECOMMENDATION

Staff recommends approval of the modifications with conditions. The proposed modifications meet the intent of the DTC.

The conditions are that the applicant continues to work with planning staff on the articulation of the garage liner, including the massing, precast concrete veneer and perforated metal screening.

Mosley moved and Hannon seconded the motion to approve the modification request with staff conditions. (5-0)

RESOLUTION

BE IT RESOLVED by the Downtown Code Design Review Committee that case 2) 1117 Church is approved. (5-0)

III) Adjournment