

**EAST WASHINGTON AVENUE CORRIDOR  
CORE DEVELOPMENT PRINCIPLES  
*Revised November 1, 2005*  
Latest Consultant Draft for the Committee**

The following four, equally-important Core Development Principles reflect the most significant goals to be achieved within the East Washington Avenue Corridor and with which all proposed development projects must comply. Under each Core Principle are a series of recommended techniques that should be employed to achieve the particular goal, although several of the listed techniques also work to achieve multiple Core Principles. These techniques not only address development and building designs, but also private and public implementation programs aimed at furthering the listed goals.

**PROTECT AND ENHANCE THE ICONIC VIEW OF THE CAPITOL**

Bulk Standards

1. Incorporate building setbacks and stepbacks to protect the current view window of the Capitol.
2. Incorporate minimum and maximum heights for buildings that directly front along East Washington that may then step up or down away from the Avenue.
3. Incorporate building setbacks and stepbacks to frame views of the Capitol in a complementary fashion from one side of East Washington to the other.
4. Incorporate varied building stepbacks and varied roof designs within permissible height limits to avoid a walling/canyon affect of the Capitol view corridor and a plateau affect of flat and uniform building tops.

Design Guidelines

1. Incorporate building designs, materials, and exterior colors that are in harmony with surrounding development and do not attract attention to the detriment of the view of the Capitol.

**RESPECT AND STRENGTHEN EXISTING NEIGHBORHOODS**

Land Uses

1. Provide a mix of housing types that, together with the existing housing stock of the adjoining neighborhoods, provides a wide range of housing options within the corridor.
2. Provide a mix of commercial uses that serve the needs of the adjoining neighborhoods and other development within the corridor that are complimentary with the existing commercial uses and districts located north and south of the corridor.

Bulk Standards

1. Where adjacent to existing residential uses, adopt maximum height limits and minimum building setbacks and stepbacks to provide a compatible street level scale and adequate solar access.

Design Guidelines

1. Where adjacent to existing residential uses, incorporate building designs, materials and colors that are consistent with the existing residential environment.
2. Orient primary vehicular entries to side streets and locate service areas in internal courts to minimize development-related traffic and impacts on East Mifflin and East Main.
3. Provide building orientations and scales, streetscape features and public gathering areas along the north-south side streets to create safe and inviting pedestrian and bicycling connections between the neighborhoods and East Washington.
4. Enhance street-oriented activities and concentrate streetscape amenities on corners with signaled crosswalks across East Washington to encourage and direct pedestrian traffic between the north and south sides of the street.

#### Public Improvements

1. Provide transit shelters and other amenities that serve neighborhood residents as well as users of the development within the Corridor.

### **FIRMLY ESTABLISH THE CORRIDOR AS AN EMPLOYMENT CENTER SUPPORTED BY TRANSIT**

#### Land Uses

1. Permit a broad range of employment-type land uses, especially on the south side of East Washington.
2. Permit a mix of integrated uses within areas designated as employment to support the needs of employees and employers (such as small-scale retail, personal and business services, and, possibly, limited residential or live-work spaces) – discourage free-standing commercial and residential development in these areas.
3. Encourage development of housing where identified as appropriate on the north side of East Washington that would be attractive to employees on the south side to increase live-work options.

#### Bulk Standards

1. Permit intensive development of parcels identified for employment including a high percentage of lot coverage, high floor area ratios, and multiple stories as an off-set to high land costs and to maximize existing infrastructure investments.

#### Design Guidelines

1. Incorporate design elements on the lower 3-4 stories, including setbacks, that clearly differentiate the lower floors from the upper floors and that create a more comfortable and inviting environment for pedestrians along East Main.
2. Provide a high level of transparency on the lower levels of buildings and prohibit large blank walls along East Main.

#### Business Development

1. Work with existing businesses to determine future plans and needs so they can grow and prosper in their current location.

2. Work with existing property owners to develop a complete inventory of available space, lease rates, and build-to-suit opportunities.
3. Develop marketing materials and a marketing strategy to actively promote the corridor to new and expanded businesses.

### Transportation and Parking

1. Recognize East Washington's designation as the primary auto and truck route into downtown to and from the east and ensure that development patterns do not inadvertently direct through traffic to other east-west streets on the Isthmus.
2. Use TIF funds and other revenue sources to provide parking, transit, and related public amenities needed to attract new employers to the corridor.
3. Provide incentives for employers/employees to use transit and modes of transportation other than automobiles.
4. Develop additional transit options including streetcars and/or commuter rail.
5. Use TIF and other programs to encourage the building of shared-parking facilities concurrent with new development.
6. Widen sidewalks and add streetscape amenities to encourage pedestrian activity along East Main.
7. Recognize that mobility is the key to area's redevelopment and encourage a full range of transportation options to move people, goods and services within and through the corridor.

## **CREATE AN INVITING, VIBRANT BOULEVARD ALONG EAST WASHINGTON AVENUE**

### Land Use

1. Promote a mix of active ground floor uses consistent with the land use plan.

### Bulk Standards

1. Establish uniform minimum and maximum heights for buildings fronting directly on East Washington that may then step up or down away from the Avenue.
2. Incorporate uniform setbacks and expanded sidewalks to provide a comfortable environment for pedestrians by providing greater distances from moving traffic on East Washington.
3. Incorporate complimentary building setbacks and stepbacks from one side of East Washington to the other to frame the corridor and provide a consistent sense of enclosure.
4. Orient main building entries to East Washington by incorporating entry plazas and other ground level design elements.

### Design Guidelines

1. Develop a consistent palette and design concept for trees and other landscaping within the East Washington Avenue setbacks, terraces and medians to create a sense of unity from one end of the corridor to the other consistent with the goal to protect views of the Capitol.
2. Create a consistent rhythm of street level facades from one end of the corridor to the other.
3. Incorporate uniform setbacks to accommodate landscaping, entry plazas and outdoor gathering and activity areas such as dining and art displays.

4. Incorporate design elements on the lower 3-4 stories, including stepbacks, that clearly differentiate the lower floors from the upper floors and that create a more comfortable and inviting environment for pedestrians.
5. Provide a high level of transparency on the lower levels of buildings – prohibit large blank walls.
6. Require a continuous, uninterrupted block face – prohibit interruptions for vehicular access from East Washington unless no other option is available.
7. Respect and highlight historic buildings by setting back and stepping back new development and additions.
8. Promote the use of high performance “green” building designs and materials that incorporate the reuse of materials, natural materials, energy efficiency, stormwater capture and reuse, etc.

#### Transportation and Parking

1. Prohibit new surface parking lots and other service areas fronting along East Washington as redevelopment occurs.
2. Incorporate transit amenities, such as shelters, at regular intervals along the corridor.