Point Wells is a unique location within Snohomish County. Its location, surrounded by Puget Sound and established residential neighborhoods, requires a unique set of design standards that are sensitive to its natural setting and neighboring communities.

**Point Wells Vision**

Point Wells is envisioned to be a safe, welcoming, vibrant and a sustainable mixed-use development that is sensitive to the natural environment, provides public access to the Puget Sound shoreline, acknowledges the scale of the pedestrian, fosters the creation of a rich and inviting public realm and complements the character of the Town of Woodway.

**Core Value — Respect for the Environment**

- Interacting with the shores of Puget Sound
- Integrating nature with manmade structures
- Preserving sweeping views of Puget Sound
- Bringing the outdoors in
- Bringing artwork outdoors
- Creating welcoming places for individual and groups to linger, shop and enjoy nature
Chapter II  User’s Guide

The Users Guide provides instruction on how to use these Standards and Guidelines. These standards and guidelines are based upon existing countywide planning policies LU 4.b.1 and 2 and proposed new policies entitled Design Guidelines for the Proposed Point Wells Urban Center Comprehensive Plan Land Use Designation. These standards and guidelines apply to all new development, exterior alterations and major improvements in the Point Wells Urban Center. Standards are mandatory while guidelines are discretionary and may be used to demonstrate equivalent items. Guidelines can not be imposed to deny an application. Standards are highlighted and followed by guidelines.

1. A standard may be replaced with an equivalent item(s) if the applicant can demonstrate to the satisfaction of the Director that the standard is of equal or greater quality or quantity.

2. Any exterior alterations shall comply with these standards. When expanding the footprint of an existing building that is non-conforming with regard to its distance from the edge of a sidewalk, the building footprint shall be expanded in the direction of the sidewalk to decrease the non-conforming setback, unless it can be demonstrated this is not structurally possible.

3. A Point Wells Urban Center Use Permit is required to develop in the Point Wells Urban Center. Provisions regarding the Point Wells Urban Center Use Permit are found at the end of this Chapter and in Snohomish County Code (SCC) Chapter 30.34A.180.

4. All Snohomish County Code provisions apply unless in conflict with standards in this title.

5. Photos and diagrams are included to convey intent, to depict what is meant by a particular standard or guideline, to show what is desired or not desired or show what is prohibited. Individual pictures may not depict all elements permitted or desired by these standards and guidelines.

6. Each section includes a boxed definition or intent statement.

7. When reference is made to required or recommended use, streetscape amenity landscaping or parking in the Point Wells Urban Center, refer to specific standards and/or guidelines regarding those items. For example, if landscaping is required in parking areas, refer to the landscaping section in streetscapes for specific plant and irrigation standards and guidelines.
**GENERAL REQUIREMENTS**

**Purpose:** The purpose of the design review process is to ensure that development within the Point Wells Urban Center complies with these standards and guidelines and the overall vision established in this Title.

**Scope:** The provisions of this Chapter shall apply to all applications for a Point Wells Urban Center Use Permit within the Point Wells Urban Center.

**Review Authority:** The County shall review the applications in accordance with the process below.

**Review Criteria:** The County shall approve applications when any of the following findings are made:
- The applicant meets all standards of this Title, or
- The application sets forth a proposal that the Director determines is equivalent to or exceeds the standards of this Title.

**PROCESS**

**Time Frame and Procedure:** Design Review shall be conducted in accordance with the timelines and procedures set forth in Snohomish County Code (SCC) 30.71, Administration of Development Regulations. Pursuant to the interlocal agreement between Snohomish County and the Town of Woodway, Town staff/urban design professionals shall participate and recommend design considerations to the Director for approval. Point Wells Urban Center Design Review shall be considered a Type I permit.

**Pre-Submittal Concept Review:** A pre-design meeting may be scheduled with the County’s Technical Review Committee prior to formal project development and application. The applicant shall present schematic sketches and a general outline of the proposed project. This meeting will allow County staff to acquaint the applicant with the Design Standards, submittal requirements and the application procedures, and provide early input on the proposed project.

**Submittal Requirements:** Applicants shall submit the Point Wells Urban Center Design Review application form(s) provided by the Planning and Development Services Department, along with the correct number of documents, plans and support material required pursuant to SCC 30.34A.170 (2) and (3) and in the application checklist.

**Review Fees:** Design Review fees must be paid at the time of submittal.

**Written Decisions:** The County shall issue a written decision approving, approving with conditions or denying the permit and include findings of fact and conclusions that support the decision.

**Expiration of Approvals:** Any design review approval issued under this ordinance shall expire two (2) years from the date of the approval unless the applicant submits a complete application for a building or site development permit that implements the approved design. If a complete application is filed, the period of design review approval shall be extended until such time as final action is taken on the application. If a decision on a design review approval request is appealed, then the expiration period shall extend until two years after the completion of the appeal. Provided, however, that nothing in this section shall be interpreted to impose an automatic stay of any design approval decision made by the City. Finally, the County may for good cause shown grant an extension of a design review approval for an additional twelve (12) month period, if a written request is made by the applicant not less than thirty (30) days prior to the expiration of the permit.

**Appeals:** Any decision of the County may be appealed to the County’s Hearing Examiner. Appeals shall be filed as set forth in the applicable section of the Snohomish County Code.
CHAPTER III  USE

A mix of uses including restaurants, shops, offices, housing and civic uses will contribute to the success of the Point Wells Urban Center.

Standards

- If a development has one or more non-residential components, it shall be combined with a residential use, except parking (mixed use).
  - On the east side of the train tracks, a maximum of 10 dwelling units is permitted, subject to these Standards.
  - On the west side of the train tracks, a maximum of 790 dwelling units is permitted, subject to these Standards.
  - The minimum requirements for mixed use buildings in the Point Wells Urban Center include:
    1. A minimum of 50% of a building’s ground floor (not including parking) shall be in non-residential use.
    2. No residential use (except entrances and lobbies) is allowed on a ground floor fronting a street.

Guidelines

To promote an economically viable Urban Center with an increased level of activity, the following uses are encouraged to locate in the Point Wells Urban Center:

- Local specially retail uses providing local services, including apparel, book and music stores, eye wear and optical stores, jewelry, home furnishings, shoe & accessories, and specialty foods;
- Residential uses, including leased units, condominiums, live/work units and lodging;
- Restaurants, including formal sit-down restaurants, ethnic cuisine, brew pubs, delis, and vending kiosks;
- Professional services, including company headquarters, banks, investment firms, consulting firms, accounting, insurance, real estate, law, medical and dental offices and similar professional offices; and
- Personal services, including hair and beauty salons and health clubs.

Specialty retail stores  Class A office space  Entertainment uses
ACCESSORY STRUCTURES AND USES

Accessory uses include kiosks, telecommunication uses and solid waste facilities.

Standards
- Accessory structures shall not exceed two (2) stories or a height of twenty eight (28) feet.
- Wireless telecommunication facilities shall be camouflaged by integrating antenna and satellite dishes into building architecture.
- No new freestanding wireless cell towers are permitted in the Point Wells Urban Center.
- Home occupations are permitted.
- Solid waste and recycling dumpsters shall be screened and integrated into the design of the principal use.

Guidelines
- Accessory structures should be architecturally similar in design to their principal structure.
- Accessory uses such as kiosks should be appropriately spaced so that areas do not appear cluttered or unduly interfere with pedestrian movement.

TEMPORARY USES, SEASONAL USES, AND SPECIAL EVENTS

Temporary and seasonal uses and special events are encouraged.

Standards
- Temporary and Seasonal Uses in the Point Wells Urban Center are permitted year round.
- Temporary and Seasonal Uses shall not encroach into the pedestrian zone.
- Outdoor temporary sales, except farmers markets, shall be from portable kiosks meeting these design standards and guidelines.
- Signs advertising temporary and seasonal uses shall be limited to window signs or signs on kiosks within five feet of the where the sales are taking place.
- Facilities such as electrical outlets and water bibs should be available for temporary and seasonal uses and special events so that electrical cords or water hoses do not extend across walkways, sidewalks or plazas.
PROHIBITED USES

To mitigate impacts of incompatible uses or to maintain a competitive atmosphere certain uses are specifically prohibited.

The following uses are prohibited:

- Any commercial use that encourages patrons to remain in their cars while receiving goods.

- Auto rental and repair are not allowed as a principal or accessory use.

- Outdoor automatic food, drink, and other personal product vending machines (excluding automated teller machines and pay phones).

- The storage or repair of inoperable vehicles (except non-commercial vehicles owned by residents of the development where the storage or repair is taking place and only then within residential garages).

- Retail Establishments primarily selling used goods including: Pawn shops and secondhand stores.

- Small Engine Repair is prohibited.

- Bars and Nightclubs.

- Discount and Factory Second Stores.
Chapter IV Site Design

Crime Prevention Through Environmental Design (CPTED) is situational crime prevention based on changing and managing the physical environment to produce behavioral effects that will reduce the incidence and fear of crime, thereby improving the quality of life, and enhancing profitability for business.

Guidelines

- Create territories that clearly delineate private space from semi-public and public spaces, and develop a sense of ownership. Ownership creates an environment where appearance of strangers and intruders stand out and are more easily identified.

- Design spaces to allow for continued use and intended purposes.

- Use pavement treatments, landscaping, art, signage, screening and fences to define and outline ownership of space.

- Promote natural surveillance by creating environments where there is plenty of opportunity for people engaged in their normal behavior to observe the space around them. Areas can be designed so they are more easily observed through:
  - Design and placement of physical features to maximize visibility including building orientation, windows, entrances and exists, parking lots, refuse containers, walkways, landscape trees and shrubs, use of wrought iron fences or walls, signage and other physical obstructions.
  - Placement of persons or activities to maximize surveillance possibilities.

- Maintain lighting that provides for nighttime illumination of parking lots, walkways, entrances, exits and related areas to promote a safe environment.

- Provide access control, to limit access and increase natural surveillance, especially into areas where it is not easy to be observed. When present, intruders are more readily recognized through:
  - The use of sidewalks, pavement, gates, lighting and landscaping to clearly guide the public to and from entrances and exists.
  - The use of gates, fences, walls, landscaping and lighting to prevent or discourage public access to or from dark or unmonitored areas.

- Maintain landscaping, lighting treatment and other features to reinforce territories, natural surveillance and access control.
SETBACKS

Building to the inside edge of the sidewalk, a courtyard or plaza facilitates easy pedestrian access. Varying building setback and projection provides horizontal articulation and architectural interest.

Standards
- All site plan layouts shall give first consideration to pedestrians.
- All buildings shall be oriented and built at the edge of the sidewalk except:
  1. Where a plaza or courtyard lies between the building and sidewalk, in which case the building shall be built to the edge of the plaza or courtyard.
  2. At Significant Corners a minimum setback of 10 feet is required between the building and sidewalk.
- For buildings greater than 35 feet in height, no side setbacks are required; however, if a building is setback, then a minimum ten feet is required, to provide access between buildings.
- At least forty (40) percent of the Primary Façade of a building shall be setback a maximum of ten (10) feet, to provide horizontal articulation of the building façade.
- A minimum 50-foot setback is required from single family zones.

WALKWAYS

Walkways are connections that provide pedestrians access between plazas and courtyards or to streets or parking areas located behind buildings.

Standards
- Walkways shall be a minimum of ten (10) feet wide.
- Provide stamped concrete, asphaltic or decorative paving, lighting, landscaping and at least one discovery element such as artwork, potted plants or mural within walkways.
- The design of buildings and structures adjacent to walkways shall allow sunlight consistent with setback standards to light the walkway during daylight hours and Walkways shall be well lit at night to enhance safety.

Guidelines
- storefront windows should face walkways.
- Where appropriate, accommodate cafe seating.
- Provide a distinct character to help with orientation, such as a “name” or unique decorative paving treatment.
- Curve walkways around landscaping and other streetscape features to provide interest.
**Gateways**

*Gateways are elements that provide a sense of arrival for pedestrians and/or vehicles.*

**Standards**
- Provide a gateway to at least one principal entrance to a plaza.
- Gateways shall have qualities that make them distinct from the surroundings including but not limited to art, decorative paving, landscaping, and signage.
- A minimum of 25% of the gateway area shall be finished with decorative pavers or stamped concrete.

**Guidelines**
- Gateways can be freestanding elements or be designated by a change in pavement or landscaping design.
- Where an arch or other overhead feature provides a gateway, consider hanging elements such as flower pots or decorations to provide interest.

**Courtyards**

*COURTYARDS are smaller improved open space areas to relax and enjoy the outdoors.*

**Standards**
- Commercial or mixed-use developments shall have at least one courtyard for every 10,000 square feet of building footprint.
- Courtyards shall be a minimum of 250 square feet. No more than two courtyards may be combined to meet this standard.
- Install seating in courtyards to provide an inviting place to sit and relax.
- A minimum of 25% of the courtyard area shall be landscaped with trees, shrubs, and groundcover. A minimum of 25% of the courtyard area shall be finished with decorative pavers or stamped concrete.
- Provide at least one piece of art in each courtyard.

**Guidelines**
- Use decorative pavement in courtyards.
- Provide art or a water feature accessible to the public, encouraging discovery.
- Provide landscaping treatments or gardens that allow interaction.
- Provide courtyards on ground level, along a walkway, on mid-level patios, or as part of a roof top garden.
- Landscaping should reflect a respect for and sustainability of the environment.
Chapter V Streets and Streetscapes

General Requirements

The purpose of this chapter is to provide for the coordinated provision of functional and aesthetically pleasing transportation and related facilities within the Point Wells Urban Center. The streetscape is comprised of streets, sidewalks and all features located within the street, sidewalk or right-of-way.

Standards

- Streets are prohibited between a building and a plaza or courtyard.
- Streetscapes shall be designed at a pedestrian scale to promote a feeling of comfort and security.
- Streets shall be designed to promote multiple modes of transportation.
- Pedestrian circulation shall be facilitated via wide sidewalks, walkways, well-defined crossings and utilization of on-street parking.
- Sidewalks shall be at least 16-feet in width, with an 8 to 11 foot pedestrian zone and a 5 to 8 foot amenity zone located adjacent to the street edge.
- Streetscapes shall be designed to encourage visual interest.
- All roadside features, except as otherwise noted, shall be located in the sidewalk amenity zone.
- Building and site features shall not project into the pedestrian zone within the vertical area eight feet above sidewalk grade, except as specifically allowed by these standards. In no case shall projections reduce the width of the pedestrian zone to less than the minimum required.
- Roadside features located adjacent to parallel parking lanes shall be setback a minimum of thirty (30) inches from face of curb/edge of street.

Guidelines

- Unique elements of the streetscape should catch people’s attention as they move down the street.
Paving

The intent of this section is to provide for decorative pavers, stamped, scored or colored concrete or asphalt to designate special use areas along streets, including gateways, crosswalks and key intersections.

Guidelines

- A subtle color, material or pattern change should be incorporated into the amenity zone to distinguish the separation from the pedestrian zone.

- Complicated patterns, sharp color contrasts and bright colors should be avoided except when used in artwork or for accents.

Sidewalks & Curbs

The intent of this section is to provide for safe and attractive sidewalk and curbs on Point Wells Urban Center streets. Wide, attractive sidewalks provide ample room for pedestrians to stroll, pass, linger and enjoy streetscape amenities.

Guidelines

- Vertical curb and gutter shall be installed on all streets.

- Except as otherwise allowed sidewalks shall be constructed of a simple, uniform style of concrete.

- Special corners, entries and other amenity areas as specifically identified in other sections of this Title shall be constructed of subtle colored, patterned, scored, sandblasted or stamped concrete, pavers, bricks or similar materials.

- A subtle color, material or pattern change should be incorporated into the amenity zone to distinguish the separation from the pedestrian zone.

- Complicated patterns, sharp color contrasts and bright colors should be avoided except when used in artwork or for accents.
**STREET LIGHTING**

The intent of this section is to provide for aesthetically pleasing and adequate lighting for both pedestrians and drivers. Streetlights create ambiance and a safe and welcoming environment, while preserving the natural nightscape.

**Standards**

- Streetlights shall provide both vehicular and pedestrian lighting.
- Lamp posts shall be fitted with electrical outlets and brackets for banners hanging pots, and seasonal decorations.
- Streetlights shall be direct cut-off in type and shall be located at the same distance from the street edge along the length of the entire street.
- Luminaries shall be translucent or glare-free.
- Diffusers and refractors shall be installed to reduce glare, and light pollution.
- Lamp posts shall be fitted with irrigation for hanging pots.
- Streetlights shall be designed with the capability to turn off selected lights during energy shortages.
- Streetlights shall be located at the same distance from the street.

**SPECIAL EFFECTS LIGHTING**

The intent of this section is to provide for special effect lighting that helps create an inviting and safe environment. Special effects lighting provides emphasis on architectural features, highlights vegetation and celebrates seasons.

**Standards**

- Special Effects lighting shall be utilized in plazas to highlight required art or water features.
- Lighting shall be shielded, as necessary, to avoid glare to pedestrians, vehicles and adjacent sites.
- Outlets or fixtures for effect lighting shall be installed in tree grates or otherwise integrated in an unobtrusive manner.
- Effect lighting shall be used to highlight trees and other roadside features, buildings and site features as specifically identified in other sections of this Title.
**Street Trees and Landscaping**

The intent of this section is to provide for ample vegetation within the

**Standards**
- Street Trees shall be spaced 38 feet on center.
- Street Trees shall include only those species native to the Pacific Northwest.
- Street trees shall have a minimum diameter of 2.5 inches measured at 48 inches above grade at time of planting.
- Landscaping in Courtyards and Plazas shall include:
  - Canopy-type deciduous trees or spreading evergreen trees planted in clumps or strips with a mix of living evergreen and deciduous ground covers and low shrubs. Up to 100 percent of the trees may be deciduous. There shall be at least one tree per 150 square feet of courtyard of plaza area.
  - The area, which is not planted with trees shall be planted with shrubs and living ground cover chosen and planted to attain a coverage of 90 percent within three years of planting. Shrubs shall be planted at a density of five shrubs per one hundred square feet of that portion of the landscape area, which is not planted in groundcover. Lawn may be used for up to seventy-five percent of the required ground cover.
  - Landscaping located within public rights-of-way shall be approved by the Public Works Department, prior to planting, as part of the review of landscape plans.
- If mixing species, different species shall be alternated in a regular pattern. Regular spacing is encouraged, but spacing may be altered where necessary to minimize visual obstruction of adjacent uses.
- Trees shall be planted a uniform distance, from the curb/edge of street.
- Street trees shall be placed in tree grates, large planters or pots or planter strip sections.
- Planter strips shall be permanently irrigated.
- Landscaped area shall include shrubs and groundcover sized and be irrigated.
- A maximum of 50% of required landscaping in plazas and courtyards may be potted.
- Potted plants shall not be placed anywhere that impedes pedestrian or vehicular traffic, but may function as a separation between pedestrians and vehicles.
- Pots shall be of a uniform type.
- Tree grates shall allow for tree growth, shall be ADA approved, and shall be designed reflect local art, history or wildlife.
- Electrical outlets shall be provided within the tree grate area adjacent to mixed use buildings to allow for lighting opportunities.
**Guidelines**

- Potted plants may be used in addition to landscape planting areas to compliment the surrounding streetscape by adding color and variety.
- Large pots are preferred to fixed boxes to allow for maintenance or service access.
- Larger trees are preferred and may be used to reduce the number of trees required provided the overall diameter of required trees added together is not reduced.

**STREET FURNITURE**

The intent of this section is to provide for functional and attractive street furnishings. Street furnishings, including benches, chairs and tables, are an important element of the streetscape providing pedestrian comfort and convenience.

**Guidelines**

- Seating should be grouped together as much as possible and should be placed at busier pedestrian nodes and gathering points.
- Street furniture should be comfortable, durable, easy to clean and vandalism/graffiti resistant to the greatest extent possible.
- Seating should be oriented to take advantage of views.
- Street furniture should be oriented to maximize the feeling of comfort and security for both users and passing pedestrians.
### Art Work

The intent of this section is to provide for artwork that reflects the values, culture and history of the northwest. Themes to consider include: Timber, Mining, Canoe Making and wildlife such as bear, deer, salmon and waterfowl.

**Standards**

- Artwork shall:
  - Be made of durable, weatherproof materials; and
  - Not interfere with pedestrian circulation or cause a traffic hazard; and
  - Be designed to avoid physical hazards to the public who come in contact with it.

**Guidelines**

- Art should reflect the values, culture and history of the northwest. Themes to consider include: Timber, Mining, Canoe Making and wildlife such as bear, deer, salmon and waterfowl.
- Appropriately scaled art pieces or sculptures should be located in the streetscape and in plazas and courtyards where they do not visually obscure adjacent retail uses.
- Art pieces should be “accessible” physically and intellectually.
- Local sources of art should be considered.
- Artwork may be part of a collection, or a single piece and may include water, seating, planting, decorative architectural elements or plaza space as part of the design.
**Trash and Recycling Receptacles**

The intent of this section is to provide for functional and attractive trash and recycling receptacles. Trash and recycling receptacles, include both

### Standards

- Streetscape receptacles, ash urns and recycling receptacles shall be the same model unless integral to storefront design.
- Streetscape receptacles shall be located at convenient locations especially at intersections and in the proximity of kiosks or restaurants where food is sold or consumed.
- Streetscape waste and recycling receptacles shall be permanently attached, have sealed bottoms and sufficient tops to keep contents dry and concealed from view and be designed for easy collection and service.
- Location of trash and recycling facilities shall be coordinated with the local refuse service provider.
- Streetscape trash and recycling receptacles shall be durable, easy to clean and vandalism/graffiti resistant to the greatest extent possible.
- Recycling receptacles shall be located in conjunction with at least 50% of all trash receptacles. Recycling receptacles shall accept glass and metal (aluminum) recyclable materials.
- Large-scale trash and recycling collection sites, including dumpsters shall be screened by a fence or wall at least as high as the receptacle and constructed of the same materials or given a similar finish as the building they serve.
- Trash and recycling receptacles shall be maintained in a sanitary condition.

### Guidelines

- Trash and recycling receptacles should blend with surroundings and be visually unobtrusive.
- Restaurants with outdoor seating should provide additional streetscape trash receptacles near seating.
**HANDRAILS AND FENCING**

The intent of this section is to provide for functional and attractive handrails and fencing.

**Standards**
- Handrails shall be installed where necessary for safety or where desired for aesthetics.
- Low fencing or rails (36 inches or lower) shall be permitted where it provides a sense of enclosure in a larger open area, where it separates distinct areas and where it does not obstruct pedestrian mobility.
- Handrails and fencing shall be designed to complement the architectural style of adjacent buildings.
- Solid, slat and plastic fences are prohibited.
- Chain link fences are prohibited, except when approved for public safety applications.

**Guideline**
- Metal is the preferred material.

**BICYCLE RACKS**

The intent of this section is to provide for functional and interesting bicycle racks.

**Standards**
- Bicycle Racks shall be of uniform design or theme consistent with the development design or function.
- Bicycle racks shall be permanently mounted and located adjacent to areas with potential high bicycle traffic volumes.
- Bicycle racks shall allow the frame and at least one wheel to be locked.
- Bike racks shall be integrated into overall streetscape design.
**BOLLARDS**

The intent of this section is to provide for functional and attractive bollards. Bollards are an attractive way to provide semi permanent separation of uses.

**Standards**
- Bollards shall be uniform in design and color throughout a development unless integral to a specific storefront or restaurant design.
- Bollards shall be set back from parking lanes to allow movement of car doors.
- Bollards shall be utilized where necessary to physically separate vehicles from pedestrians.
- Bollard color and design shall be similar and aesthetically complement other streetscape elements including but not limited to street furniture and streetscape waste receptacles.

**Guidelines**
- Removable bollards may be utilized where service vehicles need periodic access and for street closures in the event of festivals or community events.
- Bollards may be chained together to ensure pedestrian safety or define areas for public functions.
Chapter VI  Parking General

Surface, on-street and structured parking should compliment the design of the Point Wells Urban Center.

Standards

♦ Entries and exits to and from parking areas shall be clearly marked for both vehicles and pedestrians by changes in material, lighting, and signage.

♦ Provide raised or clearly marked walkways in surface and structured parking lots.

♦ Abutting on-street parking and shared parking in the Point Wells Urban Center may be counted toward the off-street parking requirement.

♦ Compact spaces shall not be allowed on-street and shall be limited to off-street parking locations.

♦ Parking lots shall be located in the rear, in the interior of a block or in structured parking in the interior of a block, or below a structure.

♦ Parking shall not be located between a building and a courtyard or plaza.

♦ Parking shall not be located adjacent to a courtyard or plaza.

♦ Provide separate parking areas for residential uses from parking for other uses.

Guidelines

♦ Meeting parking requirements with off-street surface parking is discouraged.

♦ Design landscaping in surface parking lots to handle stormwater runoff.

♦ Consider durable pervious surfaces to reduce storm water runoff.

♦ Use native plants in parking lot landscaping.

♦ Consider using pavers, colored concrete and landscaping to delineate walkways through parking lots.
**ON-STREET PARKING**

*On-street parking in the Point Wells Urban Center provides a separation between vehicles and pedestrians and should be attractive and flexible.*

**Standards**

- Only parallel parking is permitted as on-street parking.
- Angled parking is not allowed.
- No on-street parking shall be permitted within thirty (30) feet of an intersection.
- Provide bump outs to delineate the end of parking from an intersection or crosswalk.
- Use colored or decorative pavement, bollards and/or planters to delineate on street parking areas.

**STRUCTURED PARKING**

*Structured parking should be discrete to maintain the overall aesthetic of the Point Wells Urban Center.*

**Standards**

- Entrances to structured parking shall be the minimum size to permit reasonable entry and shall be consistent with the building façade design.
- Provide high ceilings and ample lighting at pedestrian entrances to elevate safety and comfort.
- Any elevation of a parking structure visible from an adjacent street or a residential zone shall have a solid decorative parapet wall of not less than forty-six (46) inches high and shall utilize materials and colors consistent with the surrounding buildings.
- On walls facing a residential zone, planter boxes supporting vines and other vegetative screening materials shall be attached to the exterior of the structure.
- At least seventy-five (75) percent of the area occupied along the street level façade of any parking structure that is immediately adjacent to a sidewalk or street right-of-way shall be developed for active office or retail uses.
- If not abutting a street, structured parking facilities shall be provided with adequate access from public streets via a private drive and/or access easements.

**Guidelines**

- Provide enough clearance and appropriate curve radius in structured parking to facilitate delivery,
Chapter VII  Building Design

**PRIMARY BUILDING FACADES**

Primary Facades: A building’s primary façade is the elevation that faces pedestrian intensive streets and public open spaces.

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**Standards**

- Use only High Quality Materials on Primary Facades.
- To articulate the horizontal primary building façade, vertical segments shall be different in color and include two or more of the following architectural elements:
  - Columns
  - Mullions
  - Projections
  - Setbacks
  - Style

- Provide vertical façade articulation by including a cornice, lintel or header separating the first floor and upper floors.
- Divide horizontal facades into vertical segments not greater than 50 feet in width to provide differentiation and the appearance that the street was developed over time.
- Blank walls, including walls distinguished only by changes in color are prohibited.
- Primary Facades shall have a higher level of architectural detail at street level and on storefront designs.
- Provide a minimum 15 foot first floor height in mixed use buildings.
- Integrate top to bottom building architecture.
- Provide a cornice or eves to create distinctive rooflines.

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**Guidelines**

- At corners, the roof design should emphasize the corner.
- Balconies, trellises, railings, and similar architectural elements should be added to upper floors.
- Although a change in the horizontal building façade is required at least every 50 feet, shorter segments of 15 to 30 feet is recommended.
SECONDARY BUILDING FACADES

Secondary Facades: Secondary facades are oriented toward pedestrian only corridors.

Standards
- Maintain high quality materials on Secondary Facades.
- Blank walls, including walls distinguished only by changes in color are prohibited.
- Secondary Façade design shall be a simplified expression of the primary façade, with fewer vertical segment changes along the length of the façade.

Guidelines
- Provide surprise elements, such as murals, portals, art work or landscaping, recesses, etc.
- Provide a streetscape treatment that is complimentary to the primary elevations, but that is executed in a simplified scheme.

SIGNIFICANT CORNERS

Significant Corners: Significant Corners are located at street intersections and shall include a distinctive architectural element.

Standards
- Provide the highest level of architectural detail and high quality material at Significant Corners.
- Significant Corners shall have a stand out architectural design. Standout architectural design shall be achieved by one of the following methods or approved equivalent:
  - An element such as a tower that projects higher than the surrounding buildings.
  - A concave façade
  - A rounded façade
  - An angled facade

Guidelines
- Significant corners may have entrances at street level while others may only be distinguished architecturally.
- Building corners should have distinctive character from block to block to help with orientation throughout the Point Wells Urban Center.
Height in the Point Wells Urban Center shall be measured from the sidewalk on the street from which height measurement is indicated above to the midpoint of a gabled or pitched roof or the top of a flat or parapet roof.

Buildings shall have a maximum height limit of forty-five (45) feet, except as provided below:

- Buildings east of the railroad track shall have a maximum height limit of thirty-five (35) feet.
- Buildings within 50 feet of a single-family residential zone shall have a maximum height limit of thirty-five (35) feet.
- Mixed-use buildings shall have a maximum height limit of sixty-five (65) feet.

Unoccupied roofs, architectural embellishments and mechanical equipment may project above the top occupied story in accordance with these standards.

Buildings in excess of thirty-five (35) feet in height shall be set back a minimum of ten (10) feet above thirty five (35) feet. The goal of this Standard is to allow more sunlight to reach the street and to maintain a low to medium rise streetscape character that will be more comfortable to pedestrians. An exception to this rule is possible if the building façade above 40 feet displays a higher level of architectural detail that significantly exceeds the function of the building.

Architectural embellishments that are not intended for human occupancy and are integral to the architectural style of the building, including spires, belfries, towers, cupolas, domes and roof forms whose area in plan is no greater than 25% of the first story plan area, may exceed building height up to 25% of the permitted building height.

Mechanical penthouses over elevator shafts, ventilator shafts, antennas, chimneys, fire sprinkler tanks or other mechanical equipment may extend up to twenty (20) feet above the permitted building height, provided that they shall be set back from the exterior wall of the building at least a distance that is equal to their height, or they shall be treated architecturally or located within enclosures with an architectural treatment so as to be consistent or compatible with the exterior design of the building façade.
ARCHITECTURAL FEATURES

Architectural Features, including columns, cornices, mullions, balconies, railings and window boxes, dress up a building.

Standards
- On buildings where an upper story setback is required, the setback shall be improved with an upper story courtyard, balcony or roof garden. This does not apply when the setback is only required for mechanical equipment.

Guidelines
- Traditional elements found around windows, such as shutters, lintels and windowills, should be used to provide character and detail to facades.

- Incorporate trestles on upper floors to add interest.
- Developers, tenants and residents should be encouraged to provide plants on upper story balconies.

Projections

Projections include awnings, canopies, signs and architectural features.

Standards
- Projections into a public right-of-way require a right-of-way permit.
- Projections less than eight (8) feet above the ground elevation may project a maximum of forty-eight (48) inches beyond the face of the building.
- Projections shall not interfere with trees, utilities, transit shelters or other street furnishings.
- Individual AC units and fire escape ladders shall not be permitted on the exterior of buildings.
- The minimum pedestrian zone width shall be maintained unobstructed.

Guidelines
- Roof eaves may project up to thirty-six (36) inches beyond the building face or architectural projection.
- Satellite dishes should not be allowed on Primary Facades, Secondary Facades and Significant Corners.

Balconies project from the building façade creating an arcade below.
Awnings and canopies provide protection from the elements and add dimension to a building façade.

Standards

- Design and placement of canopies or awnings shall be proportional to the size of the building façade.
- On buildings with canopies, canopies shall be designed as an integral part of the building.
- Ground mounted canopy or awning supports shall not be placed closer than two (2) feet from the back edge of the curb.
- Canopies shall not extend along the full length of a façade, creating an arcade.
- Individual awnings shall not exceed thirty (30) feet in length.
- Canopies shall extend a minimum of six (6) feet over sidewalks to provide protection from inclement weather.
- Awnings shall be made of a durable material such as woven fabric or canvas. Vinyl awnings are prohibited.
- Canopies shall be made of permanent materials such as, wood, metal and/or glass.
- Canopies shall not be internally lit.

Guidelines

- Provide awnings in strategic locations to provide pedestrians shelter from weather.
- Collective placement of awnings along a street should maintain overall design integrity and avoid a uniform awning layout.
- Awnings should accommodate comfortable pedestrian access and sightlines.
- Retractable or open side awnings are preferred. Awning and canopy colors should compliment building color.
- Close-ended canopies are discouraged.
**Guidelines**

- On Primary Facades and Significant Corners materials native to the Northwest should be used whenever possible, including:
  - Smooth exterior grade woods, such as oak, maple, fir and hemlock.
  - Cobbles, river rock, slate and granite.
- Desirable facade materials for new or renovated facades also include:
  - Brick, tile and stone, including marble.
  - Decorative fiber reinforced cement.
  - Glass.
  - Other woods.
- Non-native materials, such as those listed below, may be used for architectural trim and accent applications, including, but not limited to, cornices and decorative brackets, frieze panels, decorative lintels, shutters and porch and balcony railings.
  - Cast iron, bronze, brass, copper (including terne coated).
  - Glazed ceramic and porcelain tile.
  - Glass, brick and metal.
  - Fiber reinforced plastic (not including plastic or vinyl siding products).
- Building materials and construction methods should be “Green” to the greatest extent possible, to emphasis the core value of a sustainable environment and conservation of natural resources and including energy.
**ROOF DESIGN AND MATERIALS**

**Articulate roof form and material to break up mass.**

**Standards**
- Roofing materials visible from streets, plazas or courtyards shall be finished with an attractive non-reflective material, including, but not limited to, wood shingles, copper (including teame coated), slate, synthetic slate, terra cotta and cement tile and glass fiber shingles.
- Adjacent buildings with roofs visible from streets and plazas or courtyards shall use a different slope, design, type or color of roof material to break up building mass and provide variety.
- Articulate roof form and material to break up building mass.
- Where roofs will be visible from existing buildings roofs mechanical equipment shall be hidden under an attractive screen and a roof garden or rooftop courtyard provided.
- Parapet roofs are prohibited unless required by the building code.

**Guidelines**
- Roof top courtyards and gardens are encouraged.
- Roof flashing should not be visible from streets, plazas or courtyards.

**Colors**

**Colors with a natural northwest character are preferred.**

**Standards**
- Utilize a warm palette of complementary colors that are sensitive to the natural materials prevalent in the Northwest.

**Guidelines**
- Natural colors, such as beige, light brown, tan and forest green, are preferred.
- Bright, highly contrasting colors are discouraged.

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A sample color palette

Bright contrasting colors may be used only for accent.
**MATERIALS TO AVOID**

Inexpensive materials detract from the quality the community visions for the Point Wells Urban Center. Glass curtain walls convey a modern rather than a northwestern architectural style, and stucco does not maintain well in the Northwest.

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**Standards**

- Multi-floor glass curtain walls are prohibited. Integrate glass with other materials.
- Steel, metal (except copper) or aluminum siding is prohibited.
- Unfinished concrete block is prohibited.
- Chain link fencing and unfinished wood fencing are prohibited.
- Decorative metal gates or fences are allowed.
- Roll-up metal security doors in front of storefronts and exterior applied metal security bars are prohibited. Roll-up metal doors are allowed at service entrances.

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**Guidelines**

- Avoid large expanses, non-detailed stucco. Integrate Stucco with other materials.
- Use metal for accents only.

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- Metal siding except copper is prohibited.
- Use stucco for detail work not large walls.
- Use vinyl siding
Quality Storefront design is welcoming and improves safety.

**Standards**

- Storefront design shall include at least one of the following elements:
  - A large display window or windows of clear glass.
  - A large header
  - A canopy or awnings
  - A recessed entry
  - A projected entry

- Storefronts shall be predominantly glass to provide views into the store, but glass shall not be the exclusive material.

- Vacant storefronts shall be screened using a painted screen rather than boarded up. The painted screen shall display a mural or advertise the coming use. Advertising shall be considered a sign.

- Window displays shall display merchandise or services sold by the tenant or an adjacent tenant, or artwork. Storefront display windows shall provide views into and out of the store.

- Standard corporate store design and logos shall be integrated with the overall Point Wells Urban Center design and architecture.

- A sidewalk merchandizing zone for the temporary display of merchandise extends two feet from the building façade. A right-of-way permit is required to utilize this merchandizing zone.

**Lighting**

- Storefront facades, recessed doorways, outdoor spaces and passageways shall be lit.

- Fixtures shall be located and angled to ensure that they spotlight the tenant’s merchandise and do not point toward the window or cause distracting reflections.

- Include “after hour” lighting within the front of stores to contribute to pedestrian lighting and provide for a comfortable nighttime strolling experience.

**Guidelines**

- Storefront designs should express their individual character or “brand identity” so that a varied “texture” and experience can be achieved along the length of the street.

- Modern and creative design solutions may be employed as long as the traditional storefront proportions are maintained.

- Display window designs should allow a visual connection between the interior and exterior.

- Landscaping and potted or hanging plants should be used to provide accent and depth.

- Limit the number of light fixtures to prevent a cluttered look.
**Building Design Guidelines**

Tenants should create a unique and identifiable entryway that distinguishes their brand identity.

Restaurants are encouraged to provide a clear thruway and a visual connection to exterior seating areas.

**Standards**

- Upper story windows shall be designed to create shadow lines or to breakup flat surfaces by recessing, projecting or trimming windows.
- Fake and masked-off windows are prohibited.
- A minimum fifty percent (50%) of the ground floor facade shall be in non-reflective transparent glazing.
- A minimum twenty-five percent (25%) of upper facades visible from public rights-of-way and should reflect a rhythm, scale and proportion compatible with the overall building design.

**Windows**

Ground Floor window displays add interest for shoppers and pedestrians. Upper story windows help put “eyes on the street” creating a safer and more welcoming atmosphere.

**Doors and Entryways**

Doors and entryways should provide a sense of arrival and be convenient and attractive.

**Standards**

- Primary building and store entrances shall be oriented towards the principal street.
- Recessed or projecting entrances shall be designed so that they do not exceed fifty percent (50%) of the width of the storefront, nor ten (10) feet in depth/projection.
- Placement and design of doors shall provide a direct “connection” to the sidewalks and streets.
- In buildings with multiple entrances provide a diversity of entrances, including recessed, projecting and traditional entrances.

**Guidelines**

- Tenants should create a unique and identifiable entryway that distinguishes their brand identity.
- Restaurants are encouraged to provide a clear thruway and a visual connection to exterior seating areas.
Chapter VIII  Signs

SIGNS IN GENERAL

Provide distinctive, finely crafted signs that enhance the aesthetics of the Point Wells Urban Center and improve pedestrian and motorist safety.

Standards
- A comprehensive signage program is required for identification, directional and location signage in the Point Wells Urban Center.
- Signs shall not obscure any significant architectural detail of individual buildings.
- All signs shall be pedestrian in scale and integrated into the building and storefront design.
- Use of durable high quality materials is required.

Guidelines
- Signs should be compelling, informative and consistent in order to create a sense of place.

SIGN LIGHTING

Lighting adds a significant impact to a sign’s message. Sign lighting can make an area attractive or uninviting.

Standards
- Backlit letter, channel letters and external up or down lighting are allowed.
- Exposed neon is not permitted.
- Backlit sign backgrounds are prohibited.
- Raceways shall be hidden.
- Signs or graphics identifying a tenant on glass are permitted.

Light letters on a dark background and backlit letters are preferred

Up lighting is another preferred method of illumination

A sample of a sign integrated with the storefront

No exposed neon

LED and incandescent message signs
**PROJECTING SIGNS**

*Projecting signs are signs aligned perpendicular to the building façade.*

**Standards**

- Projecting signs shall clear the sidewalk by a minimum of eight (8) feet.
- A projecting sign shall not be larger than twenty (20) square feet, except when located on the ground floor over the right-of-way, where it shall not be larger than six (6) square feet.
- Projecting signs shall not project over four (4) feet from the building.
- Projecting signs shall not exceed the height of the tenant space occupied in the building.

**Guidelines**

- Projecting signs should be creative and incorporate merchandise into the sign structure.

**WALL SIGNS**

*Wall signs are erected against the wall of a building or other structure with the sign face parallel to the plane of the wall. Examples of wall signs include a marquee, a painted sign or a sign supported by a fence.*

**Guideline**

- Signage be should be used judiciously to avoid cluttering the streetscape.
**TEMPORARY SIGNS**

A temporary sign is any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other similar materials, with or without a frame, intended to be displayed for a limited time only. Holiday decorations and other special events are considered temporary.

**Standards**

- One (1) real estate sign is permitted per building street frontage.
- Real estate signs shall be located on the ground floor near the entrance.
- Real Estate signs are not permitted in the window of a residential unit.
- Except Political signs, temporary signs shall not be free standing.
- One (1) new residential development wall sign is permitted per street frontage.
- Inflatable dirigibles are not permitted.

Temporary free standing signs are prohibited

Inflatable dirigibles are permitted for grand openings only
APPENDIX A GLOSSARY

Abutting On-Street Parking: Means on street parking immediately in front of a development including only those parking spaces where 51% or more of the space is within the area defined by extending perpendicular lines from the store edges. (See Diagram)

Amenity Zone: Means that section of the sidewalk between the pedestrian zone and the back of curb or edge of street.

Awning: Means a temporary hood or cover which, projecting from the face of a building over a sidewalk, walkway, entryway or similar areas and made or material such as canvas or woven fabric attached to a metal frame.

Canopy: A permanently roofed shelter projecting over a sidewalk, walkway, entryway or similar area which may be supported wholly or partially by a building, columns, poles or braces extending from the ground.

Courtyards: Courtyards are smaller improved open space areas to relax and enjoy the outdoors.

Discount and Factory Second Stores: Means retail or wholesale stores that sell the majority of their products at a single price and stores that sell discounted items which because of their age, defects or as a result of store liquidation are offered below market value.

Gateways: Gateways are elements that provide a sense of arrival for pedestrians and/or vehicles.

Higher Level of Architectural Detail: Means a style or method of design and construction relatively higher or superior to other parts of the same structure and where special attention has been given to smaller units of the building including but not limited to materials, paint and landscaping.
**High Quality Material:** Means materials having a relatively higher or superior quality and finish and convey a sense of permanence. For example, finished solid oak woodwork is typically considered of higher quality than woodwork made with oak veneer and a wall finished with granite is considered higher quality than a concrete wall.

**Lifestyle Center:** Means an open-air pedestrian friendly center with upscale architecture and a critical mass of specialty retailers and restaurants.

**May:** Means there is an option with regard to a standard or guideline.

**Merchandizing Zone:** Means that section of the sidewalk within two feet of a storefront within the pedestrian zone.

**Pedestrian Zone:** Means that section of the sidewalk extending seven feet at a right angle from the building façade.

**Plazas:** Plazas are gathering places with room or facilities to host special events, or to sit and enjoy.

**Primary Facades:** Any elevation that faces pedestrian intensive streets and public open spaces.

**Secondary Facades:** Elevations oriented toward pedestrian only corridors.

**Shall:** Means a directive or requirement. Shall statements are mandatory.

**Should:** For the purposes of this chapter, should, means there is an expectation that an action will be taken but unlike “shall” the action is discretionary.

**Significant Corners:** Significant Corners are located at street intersections and shall include a distinctive architectural element.

**Specialty Retail:** Means a retail store that sells a line of products that are in some way related, usually by use, as opposed to department stores that sell a wide range of products. Examples of specialty retail include apparel stores, bookstores, office supply stores, and kitchen supply stores. Specialty retail differs from department stores. A specialty food store sells special food items not typically found in other food stores.

**Temporary Menu Kiosk:** Means a freestanding menu sign located at the entrance to a restaurant intended to be read by pedestrians.

**Traditional Storefront Proportions:** Traditional storefront proportions means a storefront where at least 50% of the storefront is in the form of a display window and includes a primary entrance to the store.

**Walkways:** Connections that give pedestrians access between to plazas and courtyards or to streets or parking areas located behind buildings.