

**PED Stakeholder Meeting #3  
February 27, 2014**

**Citizens In Attendance:**

Thorn Baccich	Aaron Newlander
Mike Harrell	John Theobald
John Coppola	Walter Fields
Sink Kimmel	Rob Nanfelt
Roger Cobb	Chad Hagler
Tracy Efird	Bryan Holladay

**Staff In Attendance:**

Michelle Jones	Kent Main	Sandra Montgomery
Ed McKinney	Laura Harmon	Dan Thilo

**Planning Commissioner In Attendance:**

Andy Zoutewelle
-----------------

**I. Welcome, Introductions and Overview**

The meeting began at 6:10 pm. Michelle Jones welcomed everyone to the meeting and introduced herself. She asked everyone to introduce themselves before she began.

Ms. Jones reviewed the agenda and meeting purpose and presented a map showing the study area boundaries along East Morehead Street and Kings Drive. [See PowerPoint Presentation]

At the 1-9-14 public workshop, most stakeholders said they did not want changes to the PED regulations. Some did have concerns about retaining the character of East Morehead Street, and activating the streetscape throughout the district. The potential for parking overflow from East Morehead onto neighboring streets was also discussed.

After staff's presentations about residential density and height, stakeholders were okay with no changes to the existing height regulations, which was the text amendment brought forth by staff (#2013-26).

**II. Goals and Recommendations**

Ms. Jones summarized the existing regulations for building design:

- The first floor must be designed and/or used for active uses.
- At least 50% transparent windows and doors are required along the street front.
- Blank walls may not exceed 20' in length.
- Pedestrian entrances must be recessed a minimum of 15 square feet.

In order to address concerns heard at the previous meeting, Ms. Jones stated that staff is recommending a change to the building design regulations in the Midtown, Morehead, Cherry PED area to break up monolithic structures to enhance the pedestrian environment. Staff is proposing to add an additional design standard for multi-family buildings over 200' in length along any public street: Façade variations shall be provided that visually separate individual multi-family units. This can be accomplished through

measures such as window arrangement and size variation, unit entrance design, roof variation, material changes and/or offset wall planes.

Ms. Jones noted that currently in the PED zoning district, façade variations are only required when a development is directly across the street from single family.

A second staff recommendation is proposed for all buildings over 200' in length: Modulation of the building is required on at least 20% of all facades fronting a public street. The building modulation can be achieved with building recessions of 25' or greater depth, measured from the setback line and extending the full height of the building. Parking, maneuvering and loading would be permitted within the recessed areas used to meet this requirement.

Comments were received:

- This would result in interior walls and spaces being moved back in the building, and would result in a significant and big offset.
- 25' is not too much, particularly when the proposed regulations say at least 20% of the facade. Twenty percent will end up being the maximum any developer will do.
- Staff needs to think about the problem this creates for office buildings and the efficiency of the floor plate.
- I have no problem with articulation, but 25' is too large. At the ground level, you could do multiple offsets that don't move back that far into the building.
- People walking by existing long buildings don't appear to be impacted while walking on the sidewalks. People continue to walk past these buildings. Perhaps there are other ways to accomplish this. Are there examples of bad buildings that we can examine?
- Where did the 25' come from? *Staff replied that the intent of the 200' length was that it was half a block. Dilworth stakeholders were saying that long buildings were imposing on the pedestrian environment. This proposal would simulate smaller buildings that would notch inward.*
- Would this apply to all PED districts or only the Midtown, Morehead, Cherry PED? *Staff replied that at this point, only the Midtown, Morehead, Cherry PED.*
- We should be wary of any regulation that we add, because we may see it pop up again elsewhere in the City, like in the BLE station area plan.
- I would like to develop an office building with first floor retail and amenities, but a generic floor plate for office is 250' X 200' and a 25,000 sq. ft. floorplate would be lost. This would kill the deal.
- Can we consider another way to achieve this that doesn't involve this large of an offset? What about a performance standard. For instance, a percentage of the frontage would need to be offset by this much. That could be at a corner of the building, or an arcade could be provided, for example. This regulation does serious damage to multi-family and office buildings of this scale. If this is about the streetscape, why does the offset need to extend the full height of the building? A static standard is not the way to go. Leave it up to the architect to meet a performance standard.
- Is retail required on the first floor? *Staff replied, no.*
- Don't we want to encourage retail on the first floor to get people on the street? That accomplishes the goal of not having a long wall. *Staff replied, there is not always a market for retail on the first floor. What has happened in some projects is the first floor retail windows end up with posters of what is above or the windows are blacked out.*
- Instead of a 25' modulation, maybe there could be options. If the first floor included active uses, then maybe a 25' modulation would not be needed. *Staff replied that multi-family projects that*

*plan on having retail on the first floor end up having a leasing office, fitness room or similar use, which is not what was intended by requiring retail space.*

- What is meant by a modulation? *Staff replied that it is how the building footprint moves. A notch is carved out of the building that is at least 25' in depth. There could be a number of such notches. A parking court could occur in this area.*
- In the Sunnyside PED, a project would not meet the modulation requirement.
- Numbers are too limiting.
- Modulations look good.
- Modulations take a chunk out of a building. *Staff replied that a developer can still request a PED-Optional to modify the standards, or opt-out of the standards.*

Staff asked stakeholders to provide examples to staff of how to accomplish the intent of breaking-up monolithic buildings, and keeping them from looking like an enormous building.

Staff reviewed the third proposed text amendment to enhance the pedestrian environment and preserve the existing character of the corridor: All buildings over three stories shall be designed with an architectural base distinguishable from the remainder of the building to enhance the pedestrian environment. This base shall not be more than two stories in height and shall utilize a combination of the following: cornices, belt course, molding, stringcourses, ornamentation, changes in color and material, or other sculpting of the base.

In addition, Ms. Jones noted that staff is proposing to modify the parking requirements for multi-family in this PED from one parking space per dwelling unit to 1.25 parking spaces to prevent overflow parking on neighborhood streets. Many multi-family developments are already providing parking to this standard, and it provides some parking for visitors.

Ms. Jones stated that these proposed amendments would be added to text amendment 2013-26, which is the PED residential density text amendment. A new public hearing is scheduled for March 17, since the text amendment has expanded. Revisions to these proposed amendments will be sent to stakeholders for comments.

Comments from stakeholders:

- Maybe modify the modulation so that it doesn't have to be as wide if it is deeper.
- Come up with a mathematical solution so that it is not 25'. There is no flexibility there.
- Are you wed to the idea that it is open to the sky? *Staff replied that extending it upward makes it feel like it is a series of buildings.*
- We appreciate the efforts by Planning to try to get a handle on appropriate development that does not sacrifice the long-term beauty of the City for shorter term considerations, such as profit.

Ms. Jones thanked everyone for attending. The meeting was adjourned at 6:57 pm.