



# **MAPLE VALLEY DOWNTOWN DESIGN STANDARDS & GUIDELINES**

*nbbj*

## **Workgroup Meeting #1: Leadership Summit**

10/30/19



## Leadership Summit Agenda

### **Part 1: (20 minutes)**

- A. Introductions
- B. Goals & Objectives
- C. Project Scope & Schedule Overview
- D. What are Design Guidelines?

### **Part 2: (90 minutes)**

- A. Current Code - A Brief Understanding
  - a. How it affects current development
  - b. How it does or does not align with “downtown”
  - c. How design guidelines may affect potential development
- B. Vision Statement
  - a. Visioning Session Review
  - b. Why a vision statement?
  - c. Examples
  - d. Discussion
- C. Guiding Principles
  - a. Why is it important?
  - b. Examples
  - c. Discussion

### **Part 3: (10 Minutes)**

- A. Public Comment
- B. Next Steps
  - a. Next meeting (Date/Time/Location)



## Project Goals & Objectives

- ① **Build on Downtown Visioning Conversations** (Spring 2019)
- ① **Confirm Downtown Vision & Area of Influence**
- ① **Define Design Standards & Guidelines for Downtown**
- ① **Provide Staff the Content to Incorporate into City Code**
- ① **Identify Next Steps to Promote Downtown Creation**



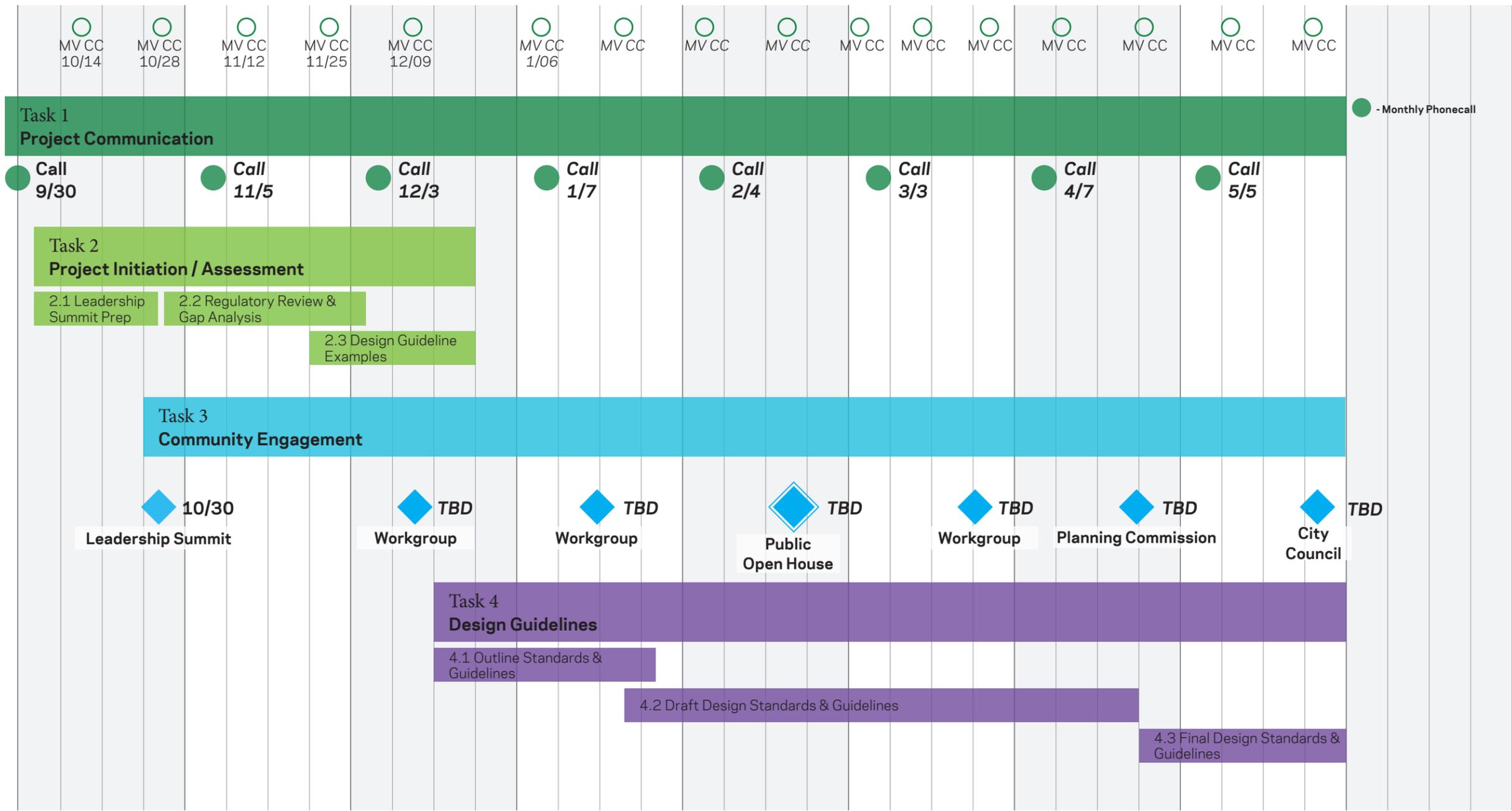
## **Meeting Goals & Objectives**

- Introduce Work Group & Role**
- Confirm Project Understanding & Scope of Work**
- Define Communication Strategy**
- Build Common Understanding**
- Draft Vision Statement & Design Principles**



# Project Scope & Schedule

2019 OCT NOV DEC 2020 JAN FEB MAR APR MAY JUN



### Tasks

- 1. Project Communication:**
  - 1.1 Project Management & Communication
- 2. Data Collection / Analysis:**
  - 2.1 Regulatory Review
  - 2.2 Precedent Code / Design Guidelines
  - 2.3 Land Use Assessment & Site Analysis
  - 2.4 Public Engagement
- 3. Community Engagement:**
  - 3.1 Community Engagement Plan
  - 3.2 Workgroup Meetings
  - 3.3 Community Meeting
  - 3.4 Planning Commission
  - 3.5 City Council
- 4. Design Guidelines:**
  - 4.1 Outline of Downtown Standards & Guidelines
  - 4.2 Draft Design Standards & Guidelines
  - 4.3 Final Design Standards & Guidelines



## What Are Design Standards & Guidelines Anyway?

Design standards and guidelines are a comprehensive set of rules and recommendations towards good practice in design. They are intended to provide clear instructions to designers and developers on how to adopt specific principles in the built environment.



# What Are Design Standards & Guidelines Anyway?

Standards = Required

Guidelines = Recommendations

## Title 18 DEVELOPMENT REGULATIONS

Chapters:

[18.10 General](#)

[18.20 Definitions](#)

[18.30 Permitted Use Tables](#)

[18.40 Development Standards](#)

[18.50 Particular Use Regulations](#)

[18.60 Critical Areas Regulations](#)

[18.70 Design Standards and Requirements](#)

[18.75 Temporary Housing](#)

[18.80 Nonconforming Provisions](#)

[18.90 Subdivision and Platting](#)

[18.95 Transfer of Development Rights](#)

[18.100 Administration of Development Regulations](#)

[18.110 Land Use Permits and Decisions](#)

[18.120 Repealed](#)

# Example: Port of Vancouver Waterfront Design Standard

3.0 STANDARDS & GUIDELINES

**Port of Vancouver Waterfront Development**  
Urban Design Standards & Guidelines

*S-08 Active ground floor ratio diagram: Provides examples of minimum ratios of active ground floor uses.*

S-04 Locate loading docks and service areas, including trash collection facilities and utility transformers, internal to the building, including the truck parking. The single exception is the loading and service area of the proposed Terminal 1 Marketplace. Loading and service areas for the proposed Marketplace may be located outside but shall be designed and screened to minimize visual impacts along the Columbia River Renaissance Trail and waterfront edge.

S-05 For the following locations: north elevation of Columbia Way, and East and West elevations adjacent to Daniel's Way, building facades should be a minimum of 25 feet and a maximum of 45 feet in height and shall include a horizontal step back of a minimum of 10 feet above 45 feet. (See Diagrams page 43.)

S-06 The Waterfront Development encourages the design of urban spaces and a diversity in architecture with varying building typologies and massing and scale along Columbia Way and the waterfront edge. This may be accomplished in many ways, including:

- Configuration of the building orientation and mass to be perpendicular to the river;
- Stepping the building façades from Blocks A and C, to Blocks B and D and down to the shoreline;

- Incorporating interesting building materials and scale, proportions and design elements at the edge and along the Columbia River Renaissance Trail edge;
- Development of a variety of building volumes to break down the visual appearance of taller structures and building mass; or,
- Expression of different uses within the building to break up potentially monolithic building forms.

**Ground Floor Uses**

S-07 Buildings should be designed to have a minimum 60% ground level facade transparency between 2 feet and 8 feet above sidewalk grade

S-08 Active ground floor uses should be provided at the following ratios: a minimum of 75% along Columbia Way, Daniel's Way, Columbia River Renaissance Trail, and Columbia Street; a minimum of 50% along Access Way 5. See S-10 for description of active ground floor uses.

S-09 Blank Walls of more than 20 feet in length are not permitted without prior approval. Refer to 3.2.7. Link to City; Blank Walls.

**Ground Floor Uses**

S-07 Buildings should be designed to have a minimum 60% ground level facade transparency between 2 feet and 8 feet above sidewalk grade

S-08 Active ground floor uses should be provided at the following ratios: a minimum of 75% along Columbia Way, Daniel's Way, Columbia River Renaissance Trail, and Columbia Street; a minimum of 50% along Access Way 5. See S-10 for description of active ground floor uses.

S-09 Blank Walls of more than 20 feet in length are not permitted without prior approval. Refer to 3.2.7. Link to City; Blank Walls.

# Example: Port of Vancouver Waterfront Design Standard vs. Guideline

**3.0 STANDARDS & GUIDELINES** Port of Vancouver Waterfront Development  
Urban Design Standards & Guidelines

S-08 Active ground floor ratio diagram: Provides examples of minimum ratios of active ground floor uses.

S-04 Locate loading docks and service areas, including trash collection facilities and utility transformers, internal to the building, including the truck parking. The single exception is the loading and service area of the proposed Terminal 1 Marketplace. Loading and service areas for the proposed Marketplace may be located outside but shall be designed and screened to minimize visual impacts along the Columbia River Renaissance Trail and waterfront edge.

S-05 For the following locations: north elevation of Columbia Way, and East and West elevations adjacent to Daniel's Way building facade maximum of 4! step back of a Diagrams page

S-06 The Waterfront urban spaces a building typology many ways, including:

- Configurati perpendicular
- Stepping the Blocks B and

Left image: Retail storefront with color, lighting and graphics create interest Source: bicycleretailer.com

Center image: Ground floor units with stoop provide a transition from public to private. Source: NBBJ

Right: Planted rooftop. Source: NBBJ

## Ground Floor Uses

- S-07 Buildings should be designed to have a minimum 60% ground level facade transparency between 2 feet and 8 feet above sidewalk grade
- S-08 Active ground floor uses should be provided at the following ratios: a minimum of 75% along Columbia Way, Daniel's Way, Columbia River Renaissance Trail, and Columbia Street; a minimum of 50% along Access Way 5. See S-10 for description of active ground floor uses.
- S-09 Blank Walls of more than 20 feet in length are not permitted without prior approval. Refer to 3.2.7. Link to City; Blank Walls.

## Ground Floor Uses

- G-06 Activate the ground floor with retail store fronts, lobby entrances, live/work entrances, and residential stoops.
- G-07 Windows and doorways shall provide functional transparency between the interior and exterior of the building and create enhanced pedestrian connections at the street level.

## Roof Space

- G-08 Inviting and functional outdoor spaces are encouraged.

## Entries

- G-09 Residential units which are accessed from the ROW or primary pedestrian way, front entries elevated from grade up to 2'-6" are encouraged.
- G-10 Design primary entries to be identifiable and distinctive with clear lines of sight and lobbies visually connected to the street.

## Material & Color

- G-11 Buildings exteriors should be constructed of durable and maintainable materials that are attractive even when viewed

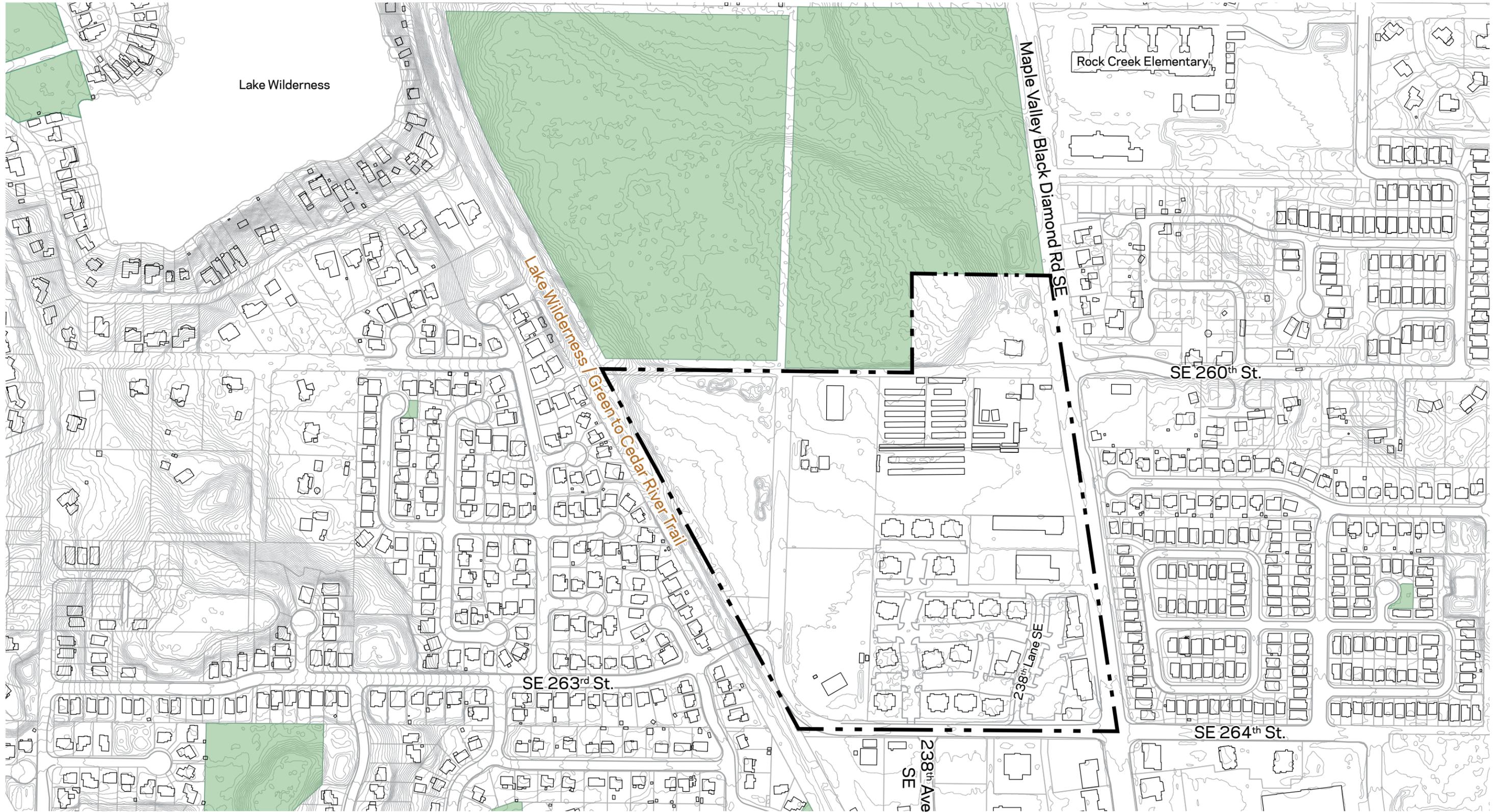
up close. Materials that have texture, pattern or develop a patina overtime are encouraged.

- G-12 High quality accent materials should be employed at pedestrian cont level at entry wa
- G-13 Use of reclaimed content is enco

## Ground Floor Uses

- G-06 Activate the ground floor with retail store fronts, lobby entrances, live/work entrances, and residential stoops.
- G-07 Windows and doorways shall provide functional transparency between the interior and exterior of the building and create enhanced pedestrian connections at the street level.

# "Downtown" Walking Tour Observations





## Leadership Summit Agenda

### Part 1: (20 minutes)

- A. Introductions
- B. Goals & Objectives
- C. Project Scope & Schedule Overview
- D. What are Design Guidelines?

### Part 2: (90 minutes)

- A. Current Code - A Brief Understanding
  - a. How it affects current development
  - b. How it does or does not align with “downtown”
  - c. How design guidelines may affect potential development
- B. Vision Statement
  - a. Visioning Session Review
  - b. Why a vision statement?
  - c. Examples
  - d. Discussion
- C. Guiding Principles
  - a. Why is it important?
  - b. Examples
  - c. Discussion

### Part 3: (10 Minutes)

- A. Public Comment
- B. Next Steps
  - a. Next meeting (Date/Time/Location)

# Current Zoning Discussion

Complete critical review of current standards & guidelines:

- Zoning Code
- Design Guidelines
- Comprehensive Plan

What is working?

What is not working or is hard to implement?

**Does the intent achieve the result?**

**Can a landowner/ developer/ designer meet the *intent* but not achieve the vision?**

e. Avoid dead-end streets to the extent possible.

B. Site Planning – Building/Sidewalk Relationship.

1. Goal. Provide for interesting and walkable streets, provide attractive building facades, reduce the impact of large parking lots on the streetscape, enhance the overall design and layout of developments, retain and enhance the wooded character of Maple Valley.
2. Standards and Requirements.
  - a. Provide an appropriate building/sidewalk relationship based on the combination of zoning and the classification of street or streets fronting on the property.
  - b. To qualify as a “pedestrian-oriented building facade,” the following conditions must be met:
    - i. Transparent window area or window displays along a minimum of 75 percent of the ground floor facade between a height of two feet to eight feet above the ground;
    - ii. A building entry must be facing the street; and
    - iii. Weather protection at least four and one-half feet wide along at least 75 percent of the facade width.

**Figure 1.** Illustrating the minimum requirements for pedestrian-oriented facades.

c. Table 1 shows the street classification system by zoning and applies the building/sidewalk relationship that must be constructed in the various situations.

<https://www.codepublishing.com/WA/MapleValley/> 5/30/2019

# Visioning Recap - Meeting #1

What is "Downtown"? What are attributes of a great "Town Center"?

What is working well now?

Dreaming about Maple Valley 2030 or 2040: "It's as good as it gets when...."

What should be the priority(ies) in achieving this dream?



# Visioning Recap - Meeting #2

Where is our "Downtown" homework review.

Favorite downtowns - how they relate to Maple Valley.

Introduction of a Vision Statement



## Favorite Downtowns

What we heard from you...

- **Kirkland, WA**
- **Bend, OR**
- Oklahoma City, OK - Bricktown
- Fort Worth, TX - Riverwalk
- Loveland, OH - Trail
- **Enumclaw, WA**
- Friday Harbor, WA
- **LaConner, WA**
- Leavenworth, WA
- Granville Island, British Columbia
- Vancouver, WA
- Windsor, CA
- Gig Harbor, WA
- Walla Walla, WA
- Kenmore, WA - Hanger Building
- Bothell, WA - Bothell Landing
- Issaquah, WA
- Edmonds, WA

- Kirkland, WA
- **Sumner, WA**
- Seaside, OR
- Tacoma, WA
- Celebration, FL
- Pullman, WA
- Wallingford - Seattle, WA

... + others, with lessons we can learn from:

- West Seattle, WA (Parking)
- **Bainbridge, WA (Sustainable Stormwater)**
- **Bellingham, WA (New Development)**
- Mount Vernon, WA (Scale & Trail)
- **Grand Junction, CO (Public Street Space)**





## Developing a Vision Statement - Why?

**A clear vision can provide a sense of direction for stakeholders and ensure that project supports the larger social, economic, and environmental goals.**



## Developing a Vision Statement - Why?

A clear vision can provide a sense of direction for stakeholders and ensure that project supports the larger social, economic, and environmental goals.

**A clear vision is both robust and flexible in order to adapt to unforeseen circumstances.**

## Developing a Vision Statement - Why?

A clear vision can provide a sense of direction for stakeholders and ensure that project supports the larger social, economic, and environmental goals.

A clear vision is both robust and flexible in order to adapt to unforeseen circumstances.

**A shared vision is a base to show what is possible and inspire stakeholders to achieve goals.**



## Developing a Vision Statement - Why?

A clear vision can provide a sense of direction for stakeholders and ensure that project supports the larger social, economic, and environmental goals.

A clear vision is both robust and flexible in order to adapt to unforeseen circumstances.

A shared vision is a base to show what is possible and inspire stakeholders to achieve goals.

**A shared vision can help maintain a clear direction when projects and processes face challenges and/or increased complexity.**

## Vision Statement Examples

“Downtown Riverside is the regional destination for businesses and service industries. With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities.”

Riverside, CA  
Riverside Downtown Partnership

“Downtown Puyallup is the Heart of the City. It is a vibrant, safe, and attractive environment of residential life, commerce, and entertainment that provides services, amenities, and activities for people of all ages. The downtown built environment is a compatible mix of historic buildings and complementary new buildings made of durable, high quality materials. Downtown Puyallup is a pedestrian friendly environment that reflects Puyallup’s unique personality of culture, history, and identity in its building design, mix of uses, public spaces, amenities, and public art.”

Puyallup, WA

## Vision Statement Examples

“Sammamish is a vibrant bedroom community blessed with a well-preserved natural environment, a family-friendly, kid-safe culture, and unrivaled connectedness.

From its expanding tree canopy, to its peaceful neighborhoods, to its multi-modal transportation resources, Sammamish captures the best of the past even as it embraces a burgeoning digital future and meets housing affordability through balanced, sustainable housing.

It is a state-of-the art community—engaged, responsive and generous in its support for the full range of human endeavor.”

Sammamish, WA

“Bainbridge Island is economically linked to Seattle; however, the artistic, cultural and entrepreneurial spirit of its residents should be encouraged by providing opportunities for environmentally-sound businesses and home occupations.”

Bainbridge, WA



# Support Analysis (Comprehensive Plan, June 2015)

## Town Center North

The future land use pattern is far less settled for the area generally north of SE 264<sup>th</sup> Street and South of the Legacy Property. Much of this area is largely undeveloped or underdeveloped (e.g. industrial or outdoor storage uses), and poised for development and redevelopment to more intensive commercial and residential uses. This area is occupied by more than a dozen long term business owners who have different time horizons for potential redevelopment. **The highest and best use over time should morph into a mixed-use, mid-rise building form, (up to five stories in height), with a variety of housing types, commercial, and civic uses.**

It will be an area that **provides pedestrian and vehicular traffic connections from all four directions.** It will be one of the few areas of our city with such connectivity. It will tie retail to the south and civic, public private partnerships and parks in the Legacy Center to the north. It will also be a transitional property from old to new as infill is expected with a variety of timeframes. As an area with safe, attractive, and efficient streets and sidewalks it will be an important addition. A broad avenue with multiple connectors should be encouraged to allow for internal circulation that bypasses Maple Valley Highway. **New mixed-use, commercial, and civic developments should be oriented to and connect with this new street system rather than be inwardly focused. The design objectives for Town Center North are connectivity, pedestrian amenities, human scale, distinctive architectural character and environmental sustainability.**



Element 2

**LAND USE**

Support Analysis

### Town Center

The Town Center designation provides for the evolution of a walkable, attractive, and economically vibrant mixed-use center (commercial, residential, and civic uses) in the heart of the City. The Town Center consists of two contiguous subareas – Town Center North and Town Center South.

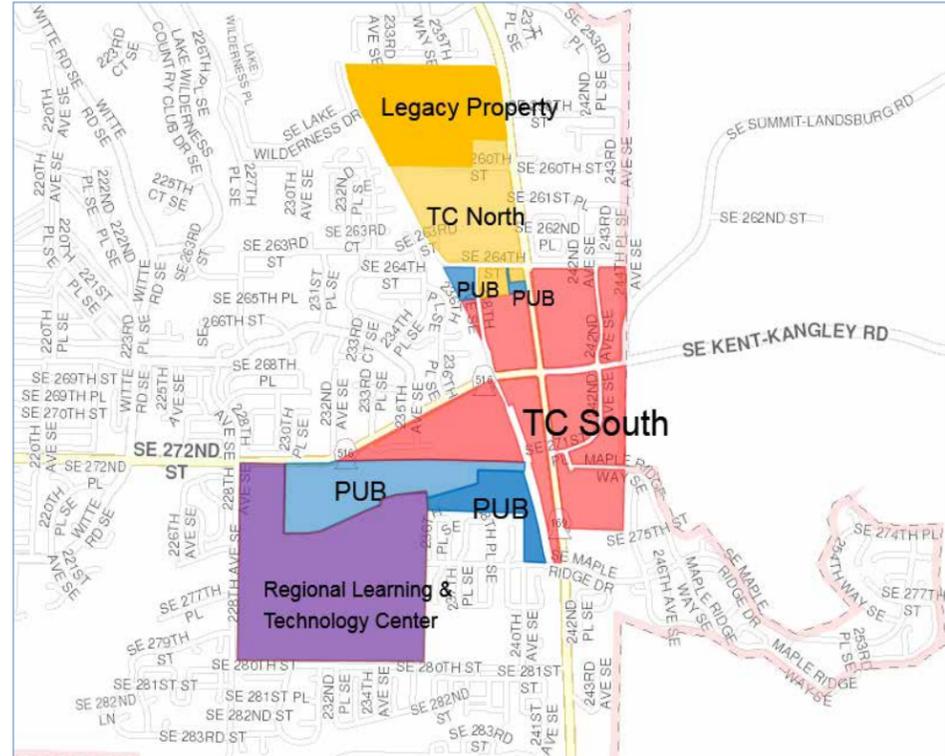


Figure 2.3 – Town Center North and Town Center South

### Town Center North

The future land use pattern is far less settled for the area generally north of SE 264<sup>th</sup> Street and South of the Legacy Property. Much of this area is largely undeveloped or underdeveloped (e.g. industrial or outdoor storage uses), and poised for development and redevelopment to more intensive commercial and residential uses. This area is occupied by more than a dozen long term business owners who have different time horizons for potential redevelopment. The highest and

COMPREHENSIVE PLAN

LU-6

## Vision Statement Discussion from Visioning Summit #1

- Inclusive
- Local retail
- Provides a variety of places to eat
- Food as destination
- Parking out of sight
- Mixed-use & adaptability
- Employment center
- Center of commerce
- Heart and soul of a community
- Walkability / pedestrian-friendly
- Public buildings - community center / city hall
- Connection to nature
- Reflects the heritage
- Feels safe / welcome
- Environmentally responsible
- Density
- Civic / public space
- Vibrant / energy
- Inclusive
- Bikeable
- Engages the community
- Generations interact / something for everyone



## Vision Statement Starter #1

Maple Valley downtown will create its own sense of place for the entire community -- an identifiable, walkable neighborhood, offering commercial opportunities, housing, civic and public park spaces which connect and integrate with adjacent neighborhoods and commercial areas.



## Vision Statement Starter #2

Maple Valley downtown is a community resource for gathering and creating connections between citizens of all ages and visitors alike. It is the new civic center -- our heart and soul -- with access to local businesses, and regional attractions and reflects the area's heritage.



## Vision Statement Starters

Maple Valley downtown will create its own sense of place for the entire community -- an identifiable, walkable neighborhood, offering commercial opportunities, housing, civic and public park spaces which connect and integrate with adjacent neighborhoods and commercial areas.

Maple Valley downtown is a community resource for gathering and creating connections between citizens of all ages and visitors alike. It is the new civic center -- our heart and soul -- with access to local businesses, and regional attractions and reflects the area's heritage.



## What Is A Guiding Principle?

Guiding principles are a set of values that help establish a framework for decisionmaking to meet the expectations of the city's vision. They establish the desired intent and values, providing clarity for potential developers.

## Example: Downtown Guiding Principles (Crozet, VA)

# 10 GUIDING PRINCIPLES FOR A SUCCESSFUL DOWNTOWN

FRANK STONER · BARNES LUMBER, DOWNTOWN CROZET



Photo by The Crozet Gazette.

These are the guiding principles we ask everyone to strive to adhere to as we work together to grow the heart of Downtown Crozet.

1. **Be Authentic.** Development that is true to the nature of Crozet: eclectic, small town. Honor and draw on historic precedents but don't try to copy things that can't be reproduced.
2. **Be Environmentally Responsible.** Barnes Lumber is an industrial brownfield that needs to be remediated before it can be redeveloped.
3. **Create Reasons and Places for Community to Gather.** That's what town centers are all about.
4. **Honor Pedestrians and Bicyclists.** Most of Downtown Crozet is neither bike nor pedestrian friendly. That needs to change for downtown to be successful.
5. **Seek Connectivity Wherever Possible.** For downtown businesses to be successful, people need to be able to get to them.
6. **Be Flexible.** Needs and wants evolve over time. Maintain flexibility to take

## Example: Downtown Guiding Principles (Kannapolis, NC)



September 28, 2015

### City Council Sets Guiding Principles for Downtown Revitalization

KANNAPOLIS, N.C. – The Kannapolis City Council has adopted a set of Guiding Principles for the Downtown Revitalization Plan. The five Guiding Principles will be used by the council, staff and consultants who are working on the strategic plan and implementation of the revitalization efforts.

The Guiding Principles are:

1. Encourage maximum density of downtown uses. Create activity on the street, drive demand for additional activity and capture value.
2. Create a mixed-use district that attracts diverse users and activities. Encourage day to night activity, attract new users, and expand the downtown market.
3. Maximize demand generated by anchor amenities/game changers. Appropriately scale, phase and locate anchors to capture local and regional demand.
4. Respect the historic integrity of downtown. Leverage our unique historic assets to add value and create a sense of place.
5. Seek to maximize value for the Kannapolis community. Leverage public investment to attract private investment that improves the quality of life for Kannapolis citizens.

The City Council's primary goal for the Downtown Revitalization Plan is to promote strategic public investments and partnerships with private investors. The end result will be a downtown area that is a vibrant urban center with entertainment and cultural options. The Council has further stated the plan will be to leverage private investment in order to return the downtown properties to private ownership, encourage employment opportunities and property tax growth.

## Vision Statement Discussion from Visioning Summit #1

- Inclusive
- Local retail
- Provides a variety of places to eat
- Food as destination
- Parking out of sight
- Mixed-use & adaptability
- Employment center
- Center of commerce
- Heart and soul of a community
- Walkability / pedestrian-friendly
- Public buildings - community center / city hall
- Connection to nature
- Reflects the heritage
- Feels safe / welcome
- Environmentally responsible
- Density
- Civic / public space
- Vibrant / energy
- Inclusive
- Bikeable
- Engages the community
- Generations interact / something for everyone



## Leadership Summit Agenda

### Part 1: (20 minutes)

- A. Introductions
- B. Goals & Objectives
- C. Project Scope & Schedule Overview
- D. What are Design Guidelines?

### Part 2: (90 minutes)

- A. Current Code - A Brief Understanding
  - a. How it affects current development
  - b. How it does or does not align with “downtown”
  - c. How design guidelines may affect potential development
- B. Vision Statement
  - a. Visioning Session Review
  - b. Why a vision statement?
  - c. Examples
  - d. Discussion
- C. Guiding Principles
  - a. Why is it important?
  - b. Examples
  - c. Discussion

### Part 3: (10 Minutes)

- A. Public Comment
- B. Next Steps
  - a. Next meeting (Date/Time/Location)



# Public Comment





# Project Scope, Schedule & Communication Strategy

