



Downtown Development Review Overlay (DDRO) District

MEMORANDUM

To: Downtown Development Review Overlay District Committee
From: Kat Groskreutz, Planning & Design Coordinator
Thru: Joseph Haberman, AICP, Urban Design Administrator
Date: May 4, 2023

Case No: 22-OVERLAY-0028

Property Address: 133 W. Market St.

Case History

The DDRO Committee met on November 2, 2022 to review case 22-OVERLAY-0028, which was for construction of a new building. Members present were Committee Chair Monica Brown, Emily Liu, Ashlyn Ackerman, Kelli Jones, Jim Tutt, and George Timmering. After the staff report presentation, applicant presentation, and public testimony, the Committee accepted the staff report as the report of the Committee and approved the request for new construction with the following conditions:

1. Prior to the issuance of a building permit for the new building, finalized design details and materials shall be submitted to Planning and Design Services staff for final review and approval.
2. After a building permit has been issued for the new building, if the design or materials change, the applicant shall contact staff for review and approval prior to construction/installation. An additional overlay permit may be required.
3. Prior to the issuance of a building permit for the new building, finalized streetscape design including light fixtures, street furnishings, street trees, and sidewalk/paving materials shall be submitted to staff for final review and approval. At least three additional street trees shall be planted along W Market St frontage if permitted by the appropriate agencies. Changes in the paving surface in front of/within the inset entrance areas is recommended.
4. The applicant shall refine the design by addressing the blank area of the northern and eastern façades with public art and/or additional further architectural detailing. Prior to the issuance of a building permit for the new building, plans for public art and/or further architectural detailing for the north most façade shall be submitted to Planning and Design Services staff for review and approval.
5. The applicant shall address the blank sections of the walls adjacent to the corner entrance with additional design features. Plans for public art, planters, or further

architectural detailing for the sections of blank wall to the north and east of the corner entrance shall be submitted to staff for review and approval prior to the issuance of a building permit.

- 6. The surface parking area to the rear of the building shall be screened from any pedestrian viewpoints along W. Market St. or S. 2nd St.**
- 7. Signage was not reviewed under this application as adequate details were not provided. Signage shall be reviewed separately as part of subsequent sign and overlay permits.**
- 8. Archaeological discoveries such as cistern, artifacts, and other archaeological deposits shall be reported to staff immediately for proper documentation.**

Summary of Updated Design Request

On April 6, 2023, the applicant submitted plans showing revisions to the building design. Staff determined the changes were too significant to approve at a staff level and that Committee review would be required for the updated design approval. The proposed design changes are mostly centered around the ground floor base of the building and the top floor. Elevations and renderings of the approved and proposed designs are included in this report.

The general massing and height of the building remains relatively the same. The proposed changes introduce a greater amount of storefront glass at the pedestrian level along 2nd and Market Streets. The number of upper story window openings are generally the same, as well as their sizes and proportions; however the top story openings have been modified with arch tops.

However, there has been a loss of definition for the main corner of the building and defined articulation at the pedestrian street level, that was more discernible in the approved design. The approved design provided visual weight at the corner, through a change in height, slight wall projection, and change in material. This added emphasis and weight clearly identified the main entrance and provided a better spatial relationship with the Convention Center across the intersection. From several vantages, it also helped to break up the overall massing and flat planes of the upper stories.

With the proposed design, the corner is no longer easily discernible from the rest of the building. The height is now uniform across both street-side facades and there is no significant material change. The repetitive arches along the top and bottom continue along the full lengths of each street-side façade, which removes some of the articulation provided by the previously angled walls. While the previously proposed angle visually breaks up the massing and more strongly establishes the corner entrance, the arches at the top and bottom of the building improve the pedestrian experience and result in the building being more dynamic and interesting with varying window forms. The upper arches are slightly stepped back which helps break up the massing along the horizontal. Ultimately, the introduction of the arched openings provides more architectural deviation and makes the building more unique from other buildings downtown. However their

placement along the entire lengths of the façade minimalizes the important corner and establishes a more uniform height. If the changes are approved, attention should be paid to highlighting the corner through other non-architectural means, such as signage, lighting, and/or public art. Entrances should be emphasized with lighting and doorway/storefront features that are distinct from other areas along the ground level. If specific treatments are given in the finishing details, the massing could be better broken up and the corner/main entrance given more emphasis:

1. A projecting sign installed above the main corner entrance, placed at an angle to be easily seen from both 2nd and Market Streets. Sign design that incorporates neon or marquee style bulbs lighting individual letters or surrounding the cabinet would be particularly encouraged for added dynamism for the district at a busy intersection (refer to photo below, which is for example purposes only).



2. Finish the inner sides of the arches by the entryways to stand out from the other arches along the base. This could be through paint different material application, such as a paint color or metallic finish treatment.
3. Finish the paving areas within the main entrance alcoves to be different and visually impactful from the surrounding sidewalk.
4. Install special lighting features in the arches or ceilings of the entry alcoves to be different and visually impactful from the other, storefront only archways, such as up lighting, different colors, or lit/hanging ceiling features.

Staff recommends that these details be worked through at a staff level review as the applicant solidifies tenants and branding designs. A new condition is proposed in this report that can be applied to any approval.

At this time, the applicant has not provided a full solution to address the non-descript portions of the north and east facing walls. The Committee requested that the applicant refine the design by addressing the blank areas within the façades with public art and/or

additional further architectural detailing. The applicant has improved these facades in the new design; however they continue to lack significant architectural detail or interest. The north-facing façade will be prominent and highly visible. The condition of approval requires the applicant to address this issue by building permit issuance, and the applicant is significantly closer to this point than before when the Committee previously reviewed. Any additional Committee direction or ideas on how to address this issue can be provided at the meeting.

STAFF RECOMMENDATION - UPDATED

Staff recommends that the Committee approve a revised overlay permit for the new design with most of the previously approved conditions, with the addition of a new Condition to address the corner and a deletion of previous Condition #5 that was satisfied with the new design.

1. **Prior to the issuance of a building permit for the new building, finalized design details and materials shall be submitted to Planning and Design Services staff for final review and approval.**
2. **After a building permit has been issued for the new building, if the design or materials change, the applicant shall contact staff for review and approval prior to construction/installation. An additional overlay permit may be required.**
3. **Prior to the issuance of a building permit for the new building, finalized streetscape design including light fixtures, street furnishings, street trees, and sidewalk/paving materials shall be submitted to staff for final review and approval. At least three additional street trees shall be planted along W Market St frontage if permitted by the appropriate agencies. Changes in the paving surface in front of/within the inset entrance areas is recommended.**
4. **The applicant shall refine the design by addressing the blank area of the northern and eastern façades with public art and/or additional further architectural detailing. Prior to the issuance of a building permit for the new building, plans for public art and/or further architectural detailing for the north most façade shall be submitted to Planning and Design Services staff for review and approval.**
5. **The surface parking area to the rear of the building shall be screened from any pedestrian viewpoints along W. Market St. or S. 2nd St.**
6. **Signage was not reviewed under this application as adequate details were not provided. Signage shall be reviewed separately as part of subsequent sign and overlay permits.**
7. **Archaeological discoveries such as cistern, artifacts, and other archaeological deposits shall be reported to staff immediately for proper documentation.**
8. **Prior to occupancy, finalized design details and materials shall be submitted to Planning and Design Services staff for final review and approval to address the issues with corner of the building and street-facing entrances as described in this report**



Previously Approved Design – Main Corner of 2nd & Market



Currently Proposed Design – Main Corner of 2nd & Market



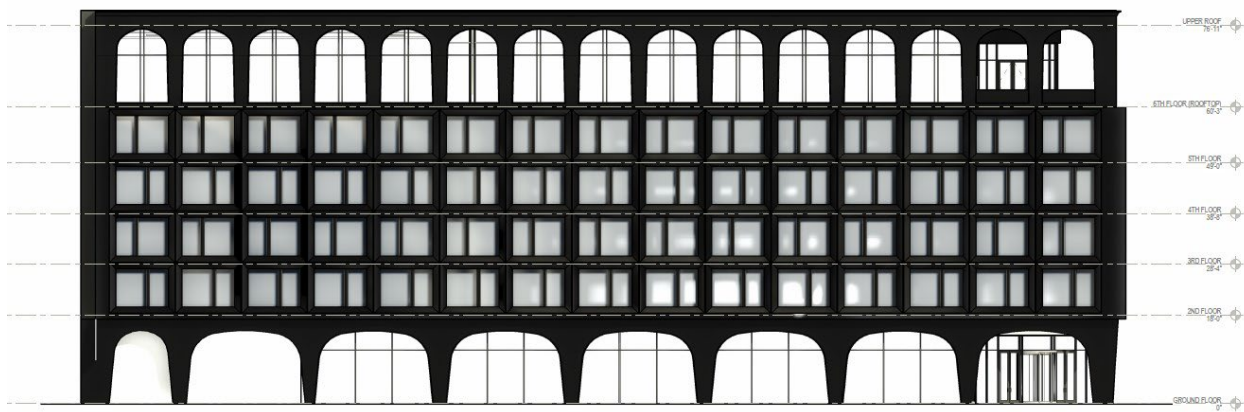
Previously Approved Design – Street Level Along Market St.



Currently Proposed Design – Street Level Along Market St.



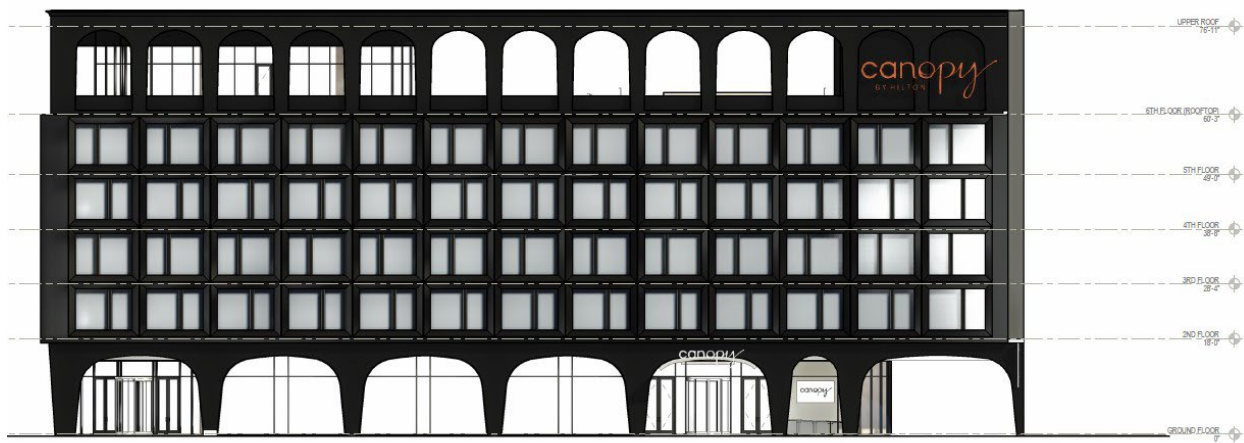
Previously Approved West Façade – 2nd St.



Currently Proposed West Façade – 2nd St.



Previously Approved South Façade – Market St.



Currently South Façade – Market St.



Previously Approved East Façade – Internal and facing toward Market St.



Currently Proposed East Façade – Internal and facing toward Market



Previously Approved North Façade – Internal and facing toward 2nd St.



Currently Proposed North Façade – Internal and facing toward 2nd St.