Attachment G

Mixed Use Development Design Guidelines

EVERETT RIVERFRONT DISTRICT MASTER PLAN
Mixed Use Development
Design Guidelines

November 14, 2008

I. Introduction

The Riverfront District mixed use development is located on a former landfill site west of the Snohomish River, east of the BNSF railroad right of way, and bounded by 36th Street to the north and 41st Street to the south. The project includes retail, office, hotel, and residential uses and is conceptualized as a high-quality lifestyle entertainment center. Pedestrian orientation and public physical and visual access to the river are elements of the master plan.

The project is organized along a meandering main street, known as Riverfront Drive, which parallels the course of the river, conveying a unique sense of place. At the heart of Riverfront Drive is the town center. It is organized by a series of public open spaces, including an urban plaza that transforms to a town green, then terminating at the riverfront. This area will provide public amenities with which to appreciate and enjoy the adjacent unique natural resource.

A proposed six-story hotel and a two-story commercial building are located at the town center. These buildings are flanked primarily by up-scale retailers, which front the length of Riverfront Drive. There are several large retail and parking areas between Riverfront Drive and the west boundary of the site. These areas will be visually contained by landscaping at the perimeter access street, known as Snohomish Shores Road. At the west side of Snohomish Shores Road, the existing railroad easement will be protected by fencing and screened by landscaping.

The design of all of the components of the Riverfront District promotes a sense of place. A primary feature is the pedestrian connectivity - a circulation system that supports and promotes pedestrian oriented design, emergency response, and efficient routes of travel. The quality and coherence of the architecture, including massing, forms, and material, will contribute to a distinctive design that creates the overall identity for the project. Landscaping, site amenities, lighting, and signage will be unified throughout the site and support the project's unique identity. Tenants will be required to adhere to sophisticated and thoughtful guidelines governing glazing, materials, canopies, awnings, lighting, landscape, and signage elements that will create visual texture and variety for the visitor and resident. Public art will be incorporated into the project.

The following guidelines discuss urban character, architectural features and other aspects of the design. They are intended to be general in nature and be balanced with other goals of the development plan.

II. Streetscape

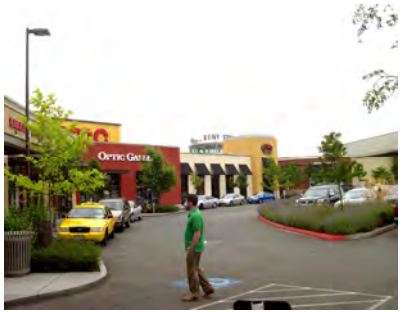
II.1 General Design

All street design should be consistent with the standards of the Riverfront development. Sidewalk, driveway, and curb-cut paving design should consider the adjacent and overall design. Accommodations for mass transit, present and future, should be made within vehicular right of ways. On street parking should be provided where practical.

Pedestrian circulation should be given priority over other modes of transportation. Pedestrian crossings with enhanced paving will be provided at all intersections and mid block locations to provide for safe pedestrian access. All shopping street frontages should be designed to ensure that a minimum of eight feet on either side is dedicated to unrestricted pedestrian movement, with a minimum 6 feet additional width provided for outdoor dining and other activities as deemed necessary by the developer.

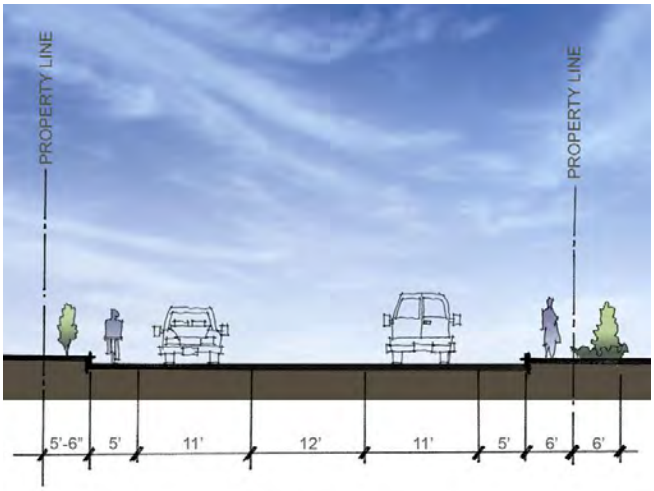
Due to the landfill condition of the site, street trees are considered impractical. A variety of shallow-rooted plant materials are to be substituted to provide necessary screening and desired aesthetic conditions. Landscape parkways shall be a minimum of 6 feet in width. Shrubs, grasses, and groundcovers may be installed in lieu of areas typically provided with street trees. Plantings should be layered and continuous.

Site amenities, signage, and pedestrian lighting will be provided at all interior roadways. Benches, chairs, trash and recycling receptacles should be provided for pedestrian comfort. The use of these and other street furnishings such as newspaper racks, bus shelters, and container plantings should contribute and meet the standards of the Riverfront environment.

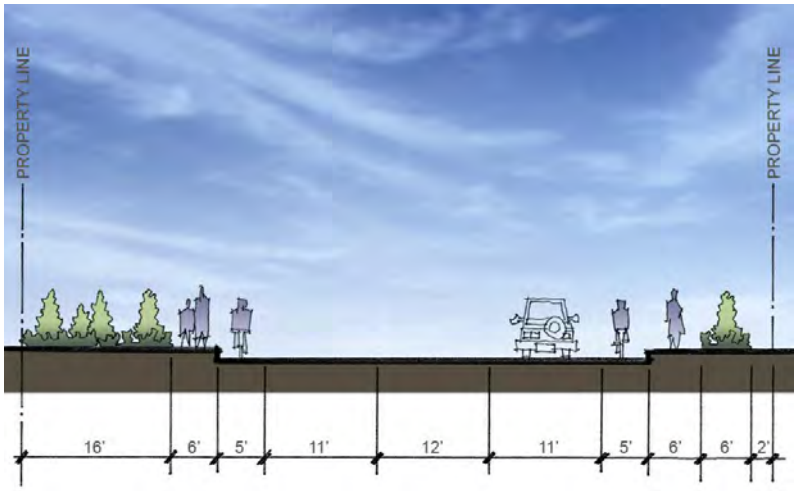


II.2 41st Street, 36th Street, and Snohomish Shores Road

41st Street, 36th Street, and Snohomish Shores Road will provide a clear and inviting entryway to the development and establish a consistent character of the streets through the selection and application of evergreen and deciduous plant material, lighting and signage. 36th Street and Snohomish Shores road will feature two-way vehicular traffic with a center turn lane. Bicycle paths will be provided in both directions. Pedestrian traffic will be accommodated by a single sidewalk running the full length of both roads.



Snohomish Shores Road looking North



36th Street looking West

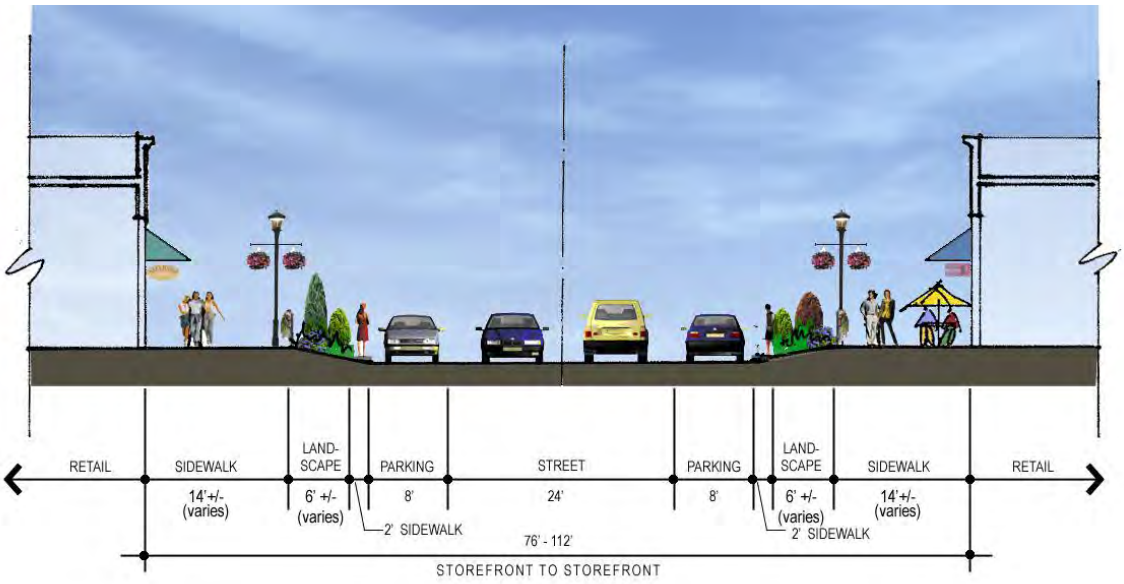
II.3 Riverfront Drive

Riverfront Drive provides the overarching identity for Riverfront District and access to all primary facilities and parking areas within the development. The overall design and layout of features for Riverfront Drive should promote an active and safe environment. The streetscape reinforces and strengthens a pedestrian-friendly retail environment. Interruptions in the continuity of the storefronts will be minimized. Buildings will engage the street front. An interactive environment will be created where the storefront meets the pedestrian realm. Retailers should provide for and encourage outdoor uses.

Bus shelters and street furniture including benches, tables and chairs, trash and recycling receptacles, newspaper racks, bicycle racks, and container plantings should be used consistently along Riverfront Drive. Where pedestrian circulation paths cross vehicular routes, a change in paving materials, textures, and/or colors should be used to improve visibility, enhance safety and provide added aesthetic appeal. Mid-block passages to parking should be clearly marked and easily accessible and provide access to the river trail. Bicycle parking should be provided at locations that do not obstruct the flow of pedestrians, are easily identifiable and visible, and convenient to building entrances.

As landfill conditions restrict tree planting, a consistent palette of shrubs and ground cover shall be installed. Container planting using trees may also be utilized. Wherever plant material is proposed, incorporation of native and adaptive planting is encouraged.

The dimension of Riverfront Drive from building face to building face will vary and should not exceed 112 feet at the maximum. A minimum dimension is anticipated to be about 76 feet. The sidewalk width should be a minimum of 14 feet, where sidewalk dining is anticipated. On-street parallel parking will be provided where feasible with the exception of the possibility of angled parking provided in the town center public plaza and around the town green.



III. Architecture

III.1 Style

The architectural design should include a modernist expression of the Northwest regional style. Form and materials evocative of that vernacular may include sloped roofs, interpretations of the wood building tradition, generous glazing and a strong relationship with the environment. Contemporary design solutions and sustainable design elements should be incorporated into building design as much as possible. Buildings should have architectural features and patterns that provide visual interest at the pedestrian scale, reduce massing, and recognize and reinforce local character.

Creating a sense of place at the Riverfront District will be reinforced by the use of a design vocabulary throughout the project with shared characteristics. Careful selection and the utilization of similar forms, detailing, colors, materials and textures as well as repeating patterns, rhythms, and proportions will provide design unity and a consistent image. Precise replication is not desirable nor is uniformity. Inappropriate building styles, such as historic, period, and residential (at commercial locations), should be avoided. Buildings that derive their image primarily from applied treatments that express a corporate identity are not allowed.

The high quality of the architecture shall be maintained wherever visible to the public. Flat, blank facades are not acceptable in any stylistic vocabulary. Architectural detailing will be strongly weighted at the retail street front. Secondary elevations (paseos between buildings) and tertiary elevations (at service entrances and parking fields) will be more simplified, using appropriate commercial materials. 'Green-screen' systems will be employed to soften the appearance of non-retail frontages. All sides of all buildings visible to the pedestrian or vehicular traffic will be treated with an architectural style, use of materials, and details complementary with the front elevation of the building. Façade modulation and articulation will be achieved by means prescribed in the zoning standards. The architectural treatment should respond to solar orientation and environmental influences where feasible. The use of sustainable design strategies is strongly encouraged.

III.2 Massing and Scale

Buildings should be simple in body massing. Building frontages and sides should be oriented to Riverfront Drive, the Town Center, or Town Green. Large buildings that are adjacent to small buildings should consider and incorporate architectural design elements and details such that the scale of the larger building appears compatible with that of the smaller adjacent building.

The design of the building form should reduce its apparent bulk by dividing the building into smaller masses. Ideally, the distinction of each mass should relate to the internal function of the building that may indicate a logical hierarchy for breaking down the mass of the building.

Buildings should have variation in roof form, building height, and wall planes to ensure a visual variety in design. The use of reveals, projections, changes in texture and color articulate the massing and the addition of architectural elements such as canopies, fenestration, pilasters, and ornament further animate the design. Visual interest is especially important at the pedestrian level. Vertical breaks in height or continuous changes in plane are recommended

III.3 Entries

Building entries should be oriented directly to the sidewalk or pedestrian circulation. They should be direct and provide a strong connection between the building entrance and sidewalk. To activate the building frontage, entrances should be located at a maximum interval of 75 feet.

Entries to buildings should be marked by recesses and overhangs. Canopies and awnings that protect pedestrians from the weather are encouraged. Canopies should extend between 5'-0" and 8'-0" from the building face. Canopy material and fabrication shall meet the tenant improvement standards for the development.

Storefronts should be simple and attractive. A goal of a minimum of 60% of the ground floor façade of retail storefronts on Riverfront Drive shall be comprised of clear vision glass Storefronts should not utilize thin gauge metals, plastic laminates, mirror finishes, tinted or reflective glass, or opaque material.

All entries to buildings should maintain a pedestrian friendly and welcoming quality. Paseo entries from rear parking lots should direct shoppers to the Riverfront Drive by the use of landscaping, signage and a change paving materials.

III.4 Façades

The architectural design of all facades should contribute to the quality of each building. All facades should be treated to create a unified image. Buildings are visible in all directions and the design should provide continuity of the design concept on all sides. Facade design should avoid walls without articulation, flat surfaces, flush windows and doors. Appropriate elements that add interest include windows, canopies, cornices, trellis, pilasters or columns, blades, and sun-shades. Enriching the detailing at windows and doors create to create shadow lines and accentuating changes in material, color or plane are devices that enhance the architectural language. Alignment of fenestration, changes in materials, and use of other architectural elements with established horizontal and vertical coursing materials should be considered to enhance the visual quality of the project.

Ground level facades should incorporate human scaled details, windows, and other features along sidewalks.

III.5 Materials

Wood and similar materials should be adapted as suitable for use on commercial buildings. The residential vernacular should not be slavishly reproduced. Substantial materials, as well as variety of materials, are desirable on roofs, walls, and ground planes. Predominant exterior building materials shall be high quality materials such as brick masonry, wood and large timbers, native stone, tinted and textured concrete masonry units, metal, concrete, and transparent glazing. Recycled and ecologically friendly materials are strongly encouraged.

If stone or decorative block veneers are incorporated, the material should be used to highlight significant building features and massed elements. Avoid materials and finishes susceptible to weather damage, fading, or corrosion. Thin gauge metals, plastic laminates, opaque and reflective glass, and plywood or T-111 siding are not appropriate.

Change of materials should occur at appropriate junctures and should be accompanied by changes in plane or other mediating detail. False appliqué of material or the use of large graphics and extended bands of vibrant or contrasting corporate colors is not appropriate. Materials should wrap around corners, not ending abruptly at the edges.

III.6 Roofs

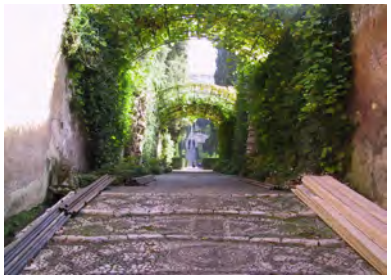
Sloped rooflines that reflect the local architectural context of Everett may contribute to the Riverfront District's identity and sense of place. Secondary roof elements such as dormers, outriggers, and brackets add to the modular and interest of the roofs and should be considered. Gabled, hipped, and shed roofs may also be incorporated. Variations in rooflines should be used to add interest and reduce the massive scale of large buildings.

Roof design should contribute to the reduction of storm-water runoff by managing roof drainage. Gutters and downspouts should be concealed unless designed as integrated architectural features. Parapets or penthouses shall screen all rooftop equipments such as HVAC from public view.

IV. Public Plaza / Town Green

The Town Center and Public Plaza shall connect with the Town Green and provide the signature open space for the Riverfront District. The open space design should be integral with the quality and style of architecture. The environment should enhance and be an integral part of the community fabric. Buildings at the Town Center, Public Plaza, and Town Green will create a focal point by their height and quality. A clear and direct axial view toward the River from Public Plaza through the Town Green will be a central feature of the development. The pedestrian circulation pattern should emanate from this area.

The Public Plaza / Town Green should provide flexibility for special events, vendors and/or promotions. The site design should provide protection and relief from the vehicular environment. Structured and informal seating, both shaded and sunny, and enhanced paving and landscape should be integral to the design of the public open space. Special focal elements such as a clock tower, water feature, or public art will provide a unique character. Enhanced hardscape shall be the primary ground plane at the Plaza which is urban in character. The Town Green will encompass evergreen and deciduous plant material, with a ground plane of a mix of landscape and hardscape materials. Site amenities such as shaded areas, pedestrian and holiday lighting, benches, tables, chairs, trash and recycling collectors, kiosks, newspaper racks, bike racks, special lighting, and special paving should be integrated in the design of the public open space.



V. Storage & Mechanical

Mechanical equipment and utilities must be screened by landscape walls, decorative screens, or plantings. All screening devices, site walls, enclosed service and loading areas should be designed to be an integral part of the building architecture and should be located away from entries into buildings. Refuse areas will be screened in a manner compatible with the architecture thematic of the project. Chain link fencing is not an acceptable screening material for refuse areas.

Shopping carts should be stored within the building or in a screened area with a wall that is integral to the architectural design of the adjoining building. Service and storage loading should be located away from streets and entrances where possible, and be adequately screened from view.

Utility cabinets and pedestals shall not be located within narrow parking lot landscape islands or a public right of way where they cannot be screened, are exposed to damage from vehicles, and present a visual hazard to drivers or pedestrians. Utility cabinets, pedestals and other above ground utility infrastructure should be clustered and screened to the extent allowable by operational requirements and should be concealed, painted or integrally colored in a neutral tone appropriate to its setting.

VI. Parking Lots

Parking areas should be clearly marked for ease of access and use. Large surface parking lots are anticipated due to long term maintenance requirements of surfaces due to settling of the landfill site. Edges of parking fields will be well landscaped, providing transition zones. Setbacks for parking lots shall be provided from any street or building. The setback or buffer area between the street or access road and the parking lot shall include planting - shrubs, and groundcovers. The use of evergreen and deciduous plant material to buffer pedestrians from parking lots is desired.

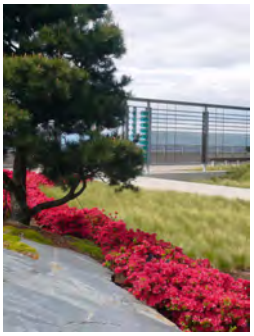
The parking lot design must include signage with detailed information on pedestrian access to and through the development. Traffic calming techniques shall be encouraged for pedestrian safety. Internal pedestrian walkways must be provided as integral part of the overall pedestrian circulation. Articulated design of the ground plane through the use of changes in paving materials and landscaping is desired. Lighting and signage will meet the standards, quality and design of the overall development.

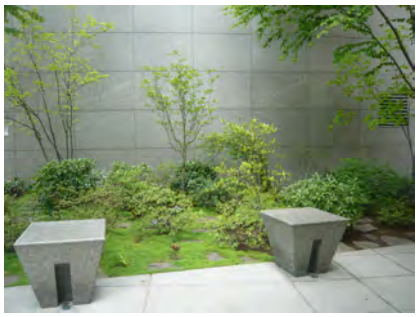
Parking lot landscaping should reinforce separate areas of pedestrian and vehicular circulation. Landscape areas shall contribute to small-scale control of storm-water runoff if practical. Planting should be selected to create an individual identity for parking areas and not duplicate the plant palette used in other parts of the project.

VII. Landscape

Evergreen and deciduous plant material should be selected to support the development of the overall design character of Riverfront District. Select vegetation that is native or adapted to the Northwest, wherever appropriate. At the riverfront and riparian landscape areas, native materials appropriate to that environment are required. The riparian landscape should be protected to enhance the character and image of the development. Outdoor rooms that support the pedestrian environment and the extended functionality such as pavilions, extended sidewalks, and plazas will be included wherever possible. A simple unified landscape concept will be implemented at Public Plaza and Town Green.

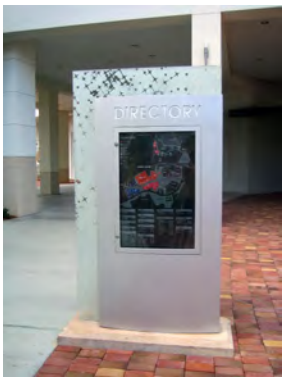
Generally, shrubs, grasses, and groundcover should be planted in grouped massings. A sustainable approach to the landscape shall be integrated with the final design. Landscaping should be irrigated with grey or non-potable water if practical. Planters along Riverfront Drive will incorporate native or adapted plant material. Low and abundant ground cover is preferred to an extensive lawn area. Wind protection and solar orientation should be a prime consideration when choosing planting materials.





VIII. Lighting

All exterior lighting will meet the overall detailed development standards and contribute to the character of the Riverfront District. Lighting should be provided at streets, parking lots, bike paths and pedestrian walkways except within critical areas and their buffers. All light must be shielded from sky and adjacent properties and structures. All parking lot lighting and street lighting must be shielded and directed downward and from critical areas and their buffers. Accent lighting is encouraged to highlight building entrances, special landscape features, the Public Plaza and Town Green. Lighting for parking lots shall be limited to a height of 24 feet. This height can be increased to up to 35', subject to approval by the City if shielding and directional criteria are met. Pedestrian scale lighting is not to exceed 18 feet in height. Festival lighting may be used seasonally and during special events. A consistent street lighting theme throughout the Riverfront District should complement the architecture and site amenities.

IX. Signage

A consistent signage program will be developed for the Riverfront District that is in keeping with the style and character of the overall development and the built environment. The signage program will provide requirements for identification, directional, emergency and tenant signs for material, locations, and size. The signage standards will encourage creative and unique approaches to signage. Signs should be highly graphic, expressive and individualized.