THE EZRA MULTIFAMILY PROJECT (PUYALLUP AOB SITE)

DESIGN REVIEW PACKAGE REVISION 1 - AUGUST 29, 2022

OWNER:
PUYALLUP AOB DEVELOPMENT, LLC
5020 MAIN STREET, SUITE H
TACOMA, WA 98407
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APPLICANT:
FERGUSON ARCHITECTURE
1916 JEFFERSON AVENUE
TACOMA, WA 98402
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LANDSCAPE:
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11320 ALAMEDA AVE, SUITE B
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CIVIL ENGINEER:
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PROJECT INTRODUCTION

PROJECT GOALS

Create a beautiful, modern multifamily building that meets the owner's financial and functional requirements, honors the City's historic fabric, and attracts a new variety of people to live/work/play in the center of Downtown Puyallup. This design should reflect the character and scale of its historic downtown context as well as the aesthetic goals of the owners.

Provide a thoughtful and interesting pedestrian experience along 3rd Street and Pioneer Avenue that also meets the City's Downtown Design Guidelines. This includes a partially covered public plaza at the corner of 3rd and Pioneer.

DEVELOPMENT GOALS

The owners propose construction of a new 4-story multifamily building consisting of (1) level of above ground Type IA construction with (3) levels of Type VA wood construction above. There are approximately 93 total units at levels 2-4, comprised of a combination of studios, 1 bedrooms and 2 bedrooms of varying sizes. The total gross square footage of the entire building is 132,924 SF, with a calculated FAR of 2.13 (2.75 FAR is the max allowed). The design proposes dedicated on-street parking as part of a shared parking agreement with the City of Puyallup.

EXISTING SITE

The project site (APN 5745001371) is located on 3rd Street SW between W Pioneer Avenue to the north and an abutting alley to the south. It shares a property line to the west with Powers Funeral Home (APN 5745001361). To the north across Pioneer are both a police station and fire department. To the east is the Puyallup Senior Center and Apartments. To the south across the alley is a single family dwelling. The subject parcel is 48,145 SF and measures roughly 428 feet in length (along 3rd Street SW) by roughly 112 feet in width (along W Pioneer Ave). Currently, the site is used as a surface parking lot.

The project site is in the CBD-CORE zone of Downtown Puyallup, and thus is subject to the requirements of the Downtown design Guidelines. There are several notable amenities within close walking distance of the site, including Pioneer Park, Sparks Stadium, the train station, and the Historic Downtown stretch.

PROJECT SITE:
330 3RD STREET SW
PUYALLUP, WA 98371

N
NORTH

SITE ANALYSIS - NEIGHBORHOOD CONTEXT

LEGEND:

PROJECT SITE	NEIGHBORHOOD LANDMARKS
HISTORIC DOWNTOWN	HISTORICAL BUILDINGS
	SOUNDER RAIL STATION

N
NORTH

NEIGHBORHOOD LANDMARKS

PUYALLUP PUBLIC LIBRARY

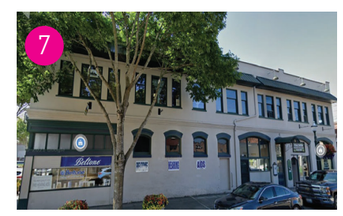
PUYALLUP CITY HALL

U.S. POST OFFICE

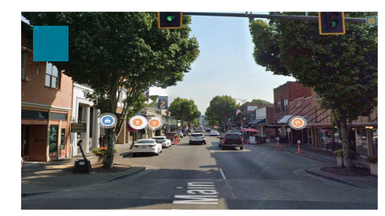
PIONEER PARK FARMER'S MARKET

FIRST PRESBYTERIAN CHURCH

CHRIST EPISCOPAL CHURCH
(HISTORIC BUILDING)



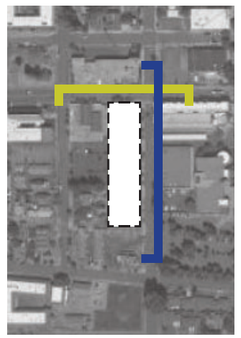
TRIBUNE BUILDING (HISTORIC)



HISTORIC DOWNTOWN

SITE ANALYSIS - ADJACENT BUILDINGS

KEY PLAN



WEST PIONEER AVE

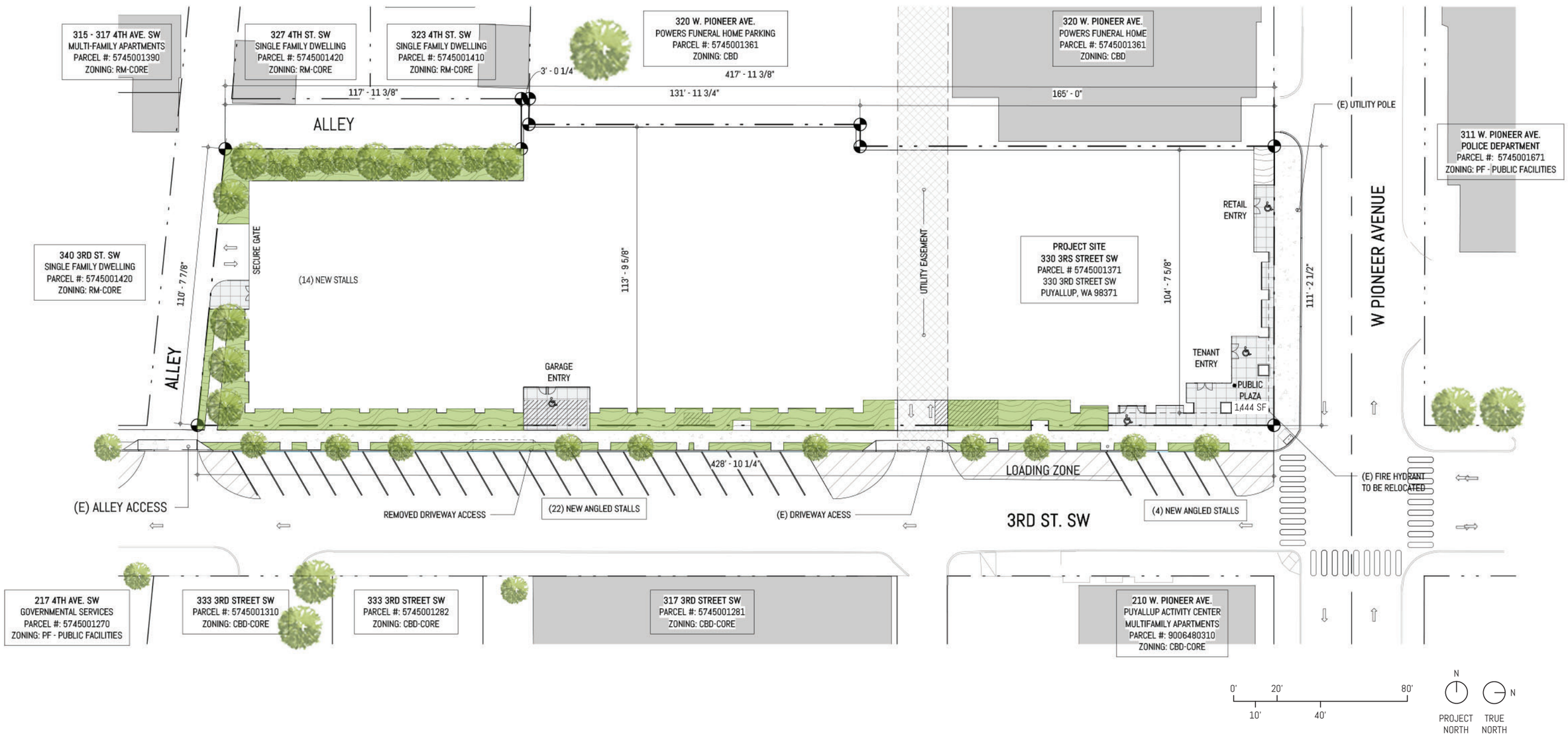
3rd STREET SW

SITE ANALYSIS - ZONING SUMMARY

ASSESSOR PARCEL NUMBER	5745001371
STREET ADDRESS	330 3RD STREET SW, PUYALLUP, WA 98371
COUNTY	PIERCE COUNTY
STATE	WASHINGTON
AUTHORITY HAVING JURISDICTION	CITY OF PUYALLUP
LEGAL DESCRIPTION	Section 28 Township 20 Range 04 Quarter 41 MEEKERS 1ST & 2ND: MEEKERS 1ST & 2ND NE OF SE 28-20-04E PARCEL "A" OF DBLR 96-09-27-0520 DESC AS ALL OF B 23, B 26, L 1 THRU 5 B 25 TOG/W 20 FT WIDE E-W ALLEY BETWEEN B 26, 25 & 23 VAC PER ORD 1301 EXC FOLL DESC PROP BEG AT NW OF SD B 26 TH S ALG W LI SD B 26 & B 25 300.83 FT TO SW COR OF L 5 B 25 TH E 110.13 FT TO SE COR SD L 5 TH N ALG E LI SD L 5 3.15 FT TO EXIST FENCE LI TH ALG SD FENCE LI S 88 DEG 20 MIN 49 SEC E 10.24 FT TH N 00 DEG 51 MIN 52 SEC E 132.90 FT TH S 89 DEG 03 MIN 38 SEC E 8.61 FT TH N 00 DEG 51 MIN 28 SEC E 165 FT TO N LI OF SD B 26 TH N 89 DEG 04 MIN 43 SEC W 129 FT TO POB EASE OF RECORD APPROX 48,336 SQ FT OUT OF 137-0 & 136-0 SEG I-0393 JU 12/11/96JU
TOTAL LOT AREA	48,145 SF (1.11 acres)
PRESENT USE	BUSINESS SERVICES (SURFACE PARKING LOT)
PROPOSED USE	***MIXED USE RETAIL AND MULTI-FAMILY RESIDENTIAL***
PROPOSED NUMBER OF UNITS	***93 UNITS,*** *SEE UNIT COUNTS ON PAGE 8*
CURRENT ZONING	CENTRAL BUSINESS DISTRICT CORE (CBD-CORE) // bordering CBD @ west, PF @ north, and RM-CORE @ SW
MAX. ALLOWABLE BUILDING HEIGHT	40'; 50' WITH ADDITIONAL HEIGHT BONUS
PROPOSED BUILDING HEIGHT	***45' WITH 1 STORY HEIGHT BONUS ACHIEVED (STRUCTURED PARKING)***
MIN. HEIGHT @ GROUND FLOOR	14'-0" AFF (PER PMC 20.30.0302 AND EXISTING EASEMENT)
PROPOSED GROUND FLOOR HEIGHT	***15'-0" AFF (TO ALLOW FOR 14'-0" CLEAR EASEMENT THROUGH SITE)***

MAX. FLOOR AREA RATIO (F.A.R.)	2.75
PROPOSED F.A.R. PROVIDED	***2.13 FAR*** *[102,538 SF (BUILDING) / 48,145 SF (LOT)]* *SEE SQUARE FOOTAGE TABULATIONS DETERMINING F.A.R. ON PAGE 8*
PARKING STALLS REQUIRED	1 STALL PER UNIT (93 TOTAL STALLS) + 20 SENIOR CENTER STALLS PER CITY CONTRACT AGREEMENT 113 STALLS REQUIRED
PROPOSED STALLS PROVIDED	***96 STALLS PROVIDED ON-SITE*** ***+ 26 ANGLED STALLS PROVIDED ALONG 3RD STREET SW*** ***122 STALLS PROVIDED OVERALL***
REQUIRED PLAZA SIZE (3% OF SITE)	1,444 SF PLAZA REQUIRED [48,145 SF (LOT SIZE) X 0.03]
PROPOSED PLAZA SIZE	***1,444 SF PLAZA AT NORTHEAST CORNER AND ALONG NORTH FACADE***

SITE ANALYSIS - SITE PLAN



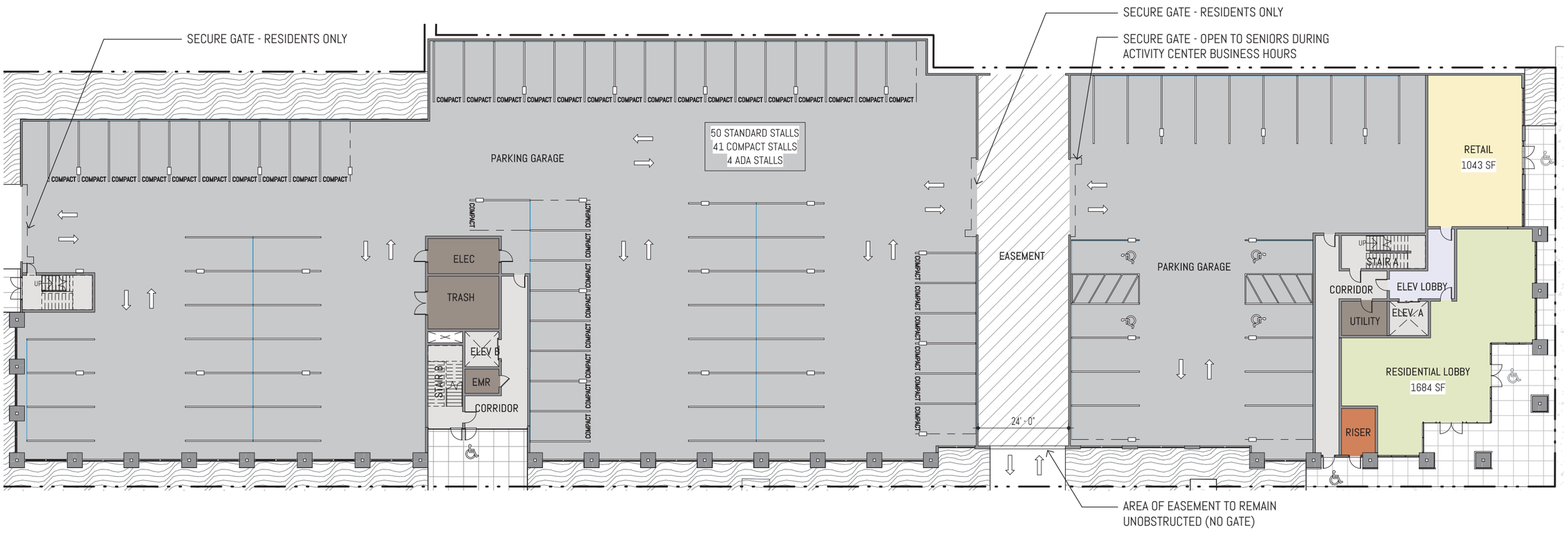
BUILDING INFORMATION - FLOOR PLANS

GROSS BUILDING AREA	
LEVEL 1	4,203 SF
LEVEL 2	33,829 SF
LEVEL 3	32,717 SF
LEVEL 4	31,789 SF
TOTAL	**102,538 SF**

APARTMENT UNITS	
STUDIO	28 (30%)
1 BED	24 (33%)
1 BED / 1.5 BATH	11 (7%)
2 BED	30 (30%)
TOTAL	**93 UNITS**

BUILDING FLOOR AREA RATIO (FAR)

102,538 SF (BUILDING) / 48,145 SF (LOT) =
2.13 FAR (< 2.75 MAX. ALLOWED)



FLOOR PLAN - LEVEL 1

SCALE: 1" = 30'-0"

N PROJECT NORTH

N TRUE NORTH

BUILDING INFORMATION - FLOOR PLANS

FLOOR PLAN - LEVEL 2

SCALE: 1" = 30'-0"

N

PROJECT NORTH

N

TRUE NORTH

BUILDING INFORMATION - FLOOR PLANS

FLOOR PLAN - LEVEL 3

SCALE: 1" = 30'-0"

N

PROJECT NORTH

N

TRUE NORTH

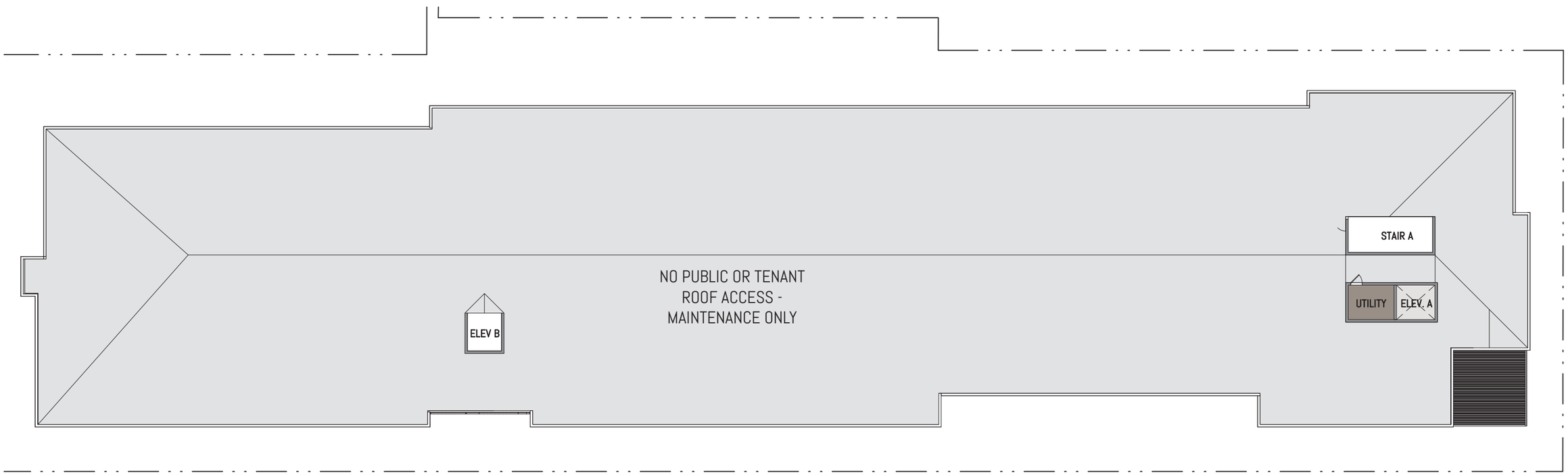
BUILDING INFORMATION - FLOOR PLANS

FLOOR PLAN - LEVEL 4

SCALE: 1" = 30'-0"

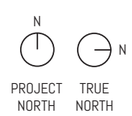
N
PROJECT NORTH

N
TRUE NORTH

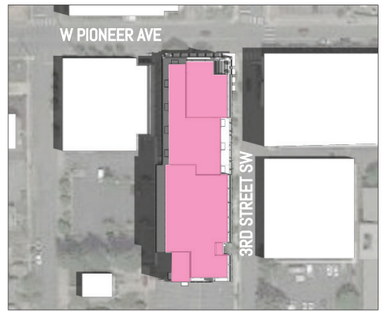
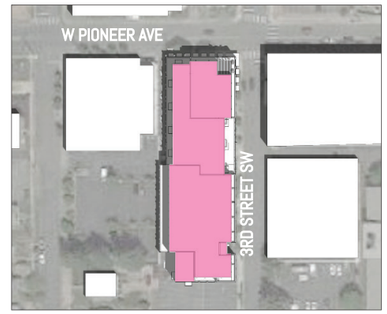
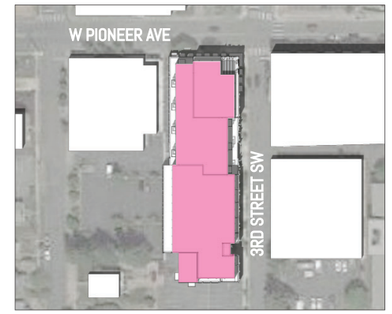
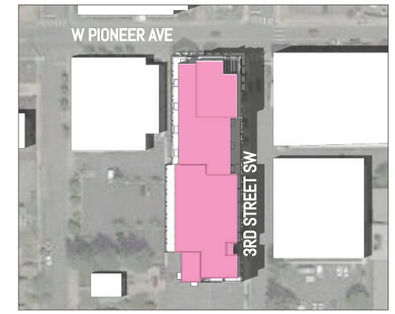
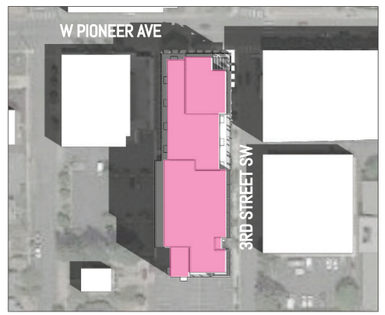
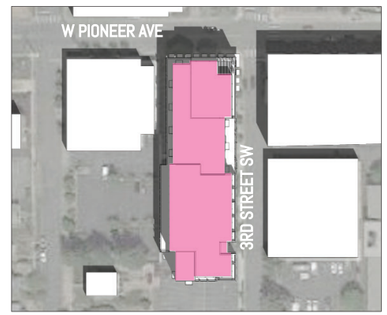
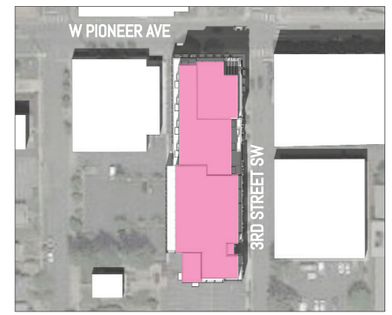
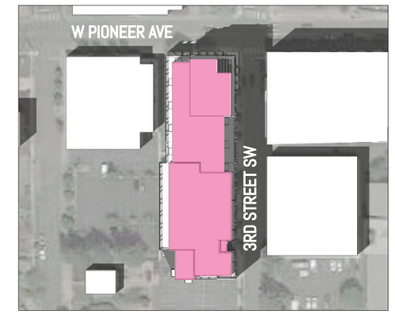
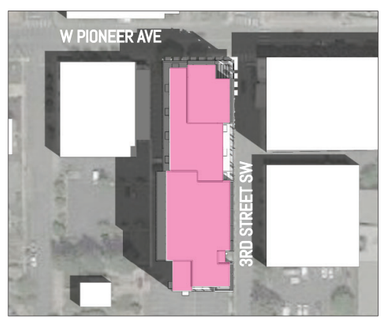
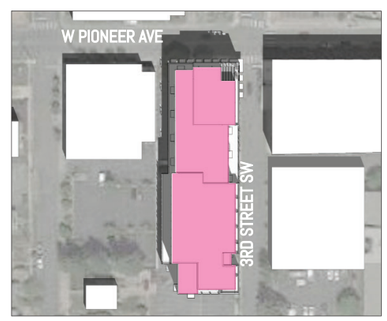
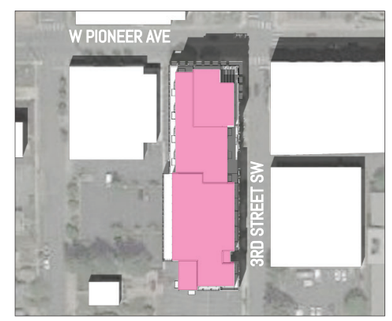
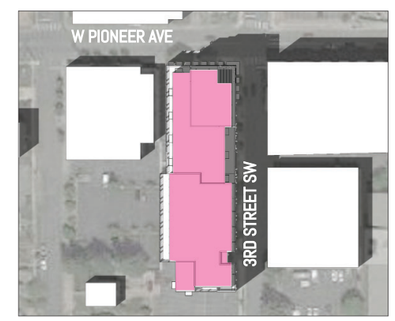
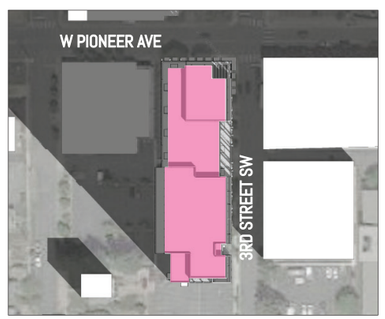
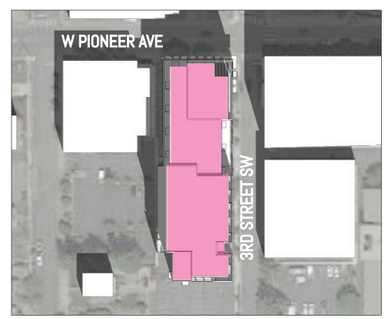
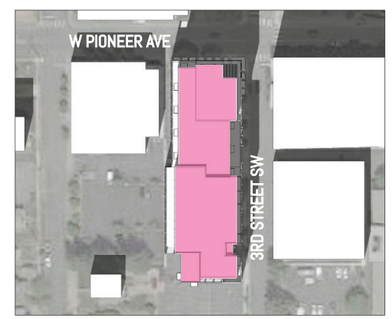
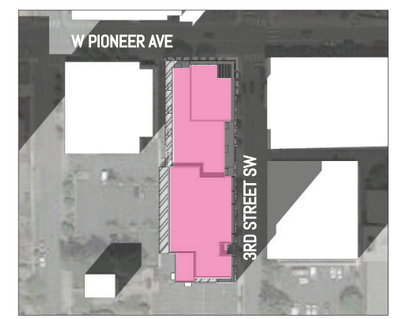


ROOF PLAN

SCALE: 1" = 30'-0"



BUILDING INFORMATION - SHADOW STUDY

	10 AM	12 PM	2PM	4PM
MARCH				
JUNE				
SEPTEMBER				
DECEMBER				

BUILDING INFORMATION - ELEVATIONS + MATERIAL PALETTE

NORTH ELEVATION - WEST PIONEER AVE

SOUTH ELEVATION - PARKING LOT / ALLEY

0' 15' 50'

5' 25'

PROPOSED EXTERIOR MATERIALS

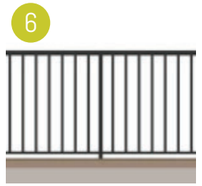
FACE BRICK
STANDARD SIZE

CAST-IN-PLACE
CONCRETE

FIBER CEMENT
PANELS (PAINTED)

FIBER CEMENT
PANELS (PAINTED)

POLYCARBONATE
GLAZING WALL



ALUMINUM RAILING

STOREFRONT SYSTEM
DARK BRONZE FINISH

WOOD BULKHEAD
PANELING (PAINTED)

BLACKENED STEEL
PANELS / CANOPIES

VEGETATED
SCREENING

BLACK VINYL
WINDOWS + DOORS

SPECIALTY BUILDING
LIGHTING

BRONZE STEEL
PLANTERS

BUILDING INFORMATION - ELEVATIONS + MATERIAL PALETTE

PROPOSED EXTERIOR MATERIALS

FACE BRICK
STANDARD SIZE

CAST-IN-PLACE
CONCRETE

FIBER CEMENT
PANELS (PAINTED)

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POLYCARBONATE
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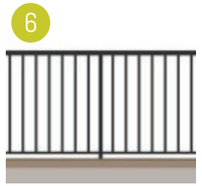

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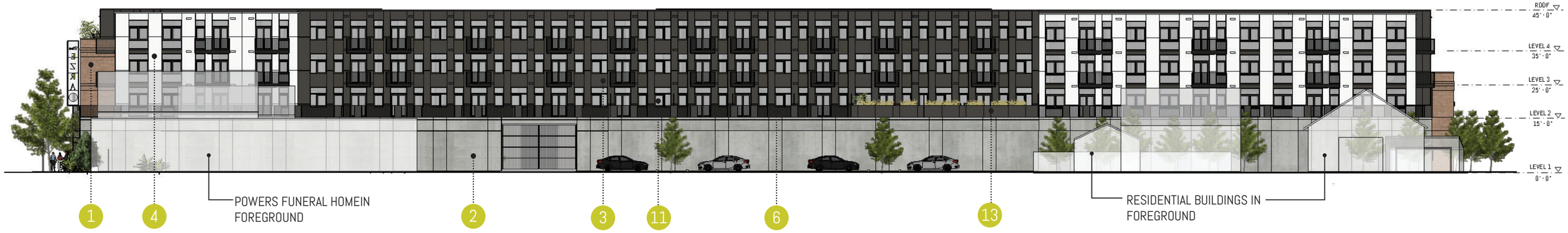
BUILDING INFORMATION - ELEVATIONS + MATERIAL PALETTE



WEST ELEVATION - SHARED PROPERTY LINE

0' 15' 50'
5' 25'

PROPOSED EXTERIOR MATERIALS


1 FACE BRICK STANDARD SIZE


2 CAST-IN-PLACE CONCRETE


3 FIBER CEMENT PANELS (PAINTED)


4 FIBER CEMENT PANELS (PAINTED)


5 POLYCARBONATE GLAZING WALL


6 ALUMINUM RAILING


7 STOREFRONT SYSTEM DARK BRONZE FINISH

8 WOOD BULKHEAD PANELING (PAINTED)


9 BLACKENED STEEL PANELS / CANOPIES


10 VEGETATED SCREENING


11 BLACK VINYL WINDOWS + DOORS


12 SPECIALTY BUILDING LIGHTING


13 BRONZE STEEL PLANTERS


The
EZRA
EZRA


TAP ROOM


TAP ROOM


EZRA

DOWNTOWN DESIGN GUIDELINES - KEY GUIDELINES + RESPONSE

PART 3 – BUILDING DESIGN – FORM AND MASSING

3.A Design Intent for Downtown Form and Massing –

RESPONSE: *As is the intent of this section, the design shown in this packet brings new opportunity, vibrancy, and a friendlier pedestrian experience to a quieter, less occupied area of Puyallup's thriving downtown core. The West Pioneer corridor will benefit greatly from an increased population density with the addition of our proposed new mixed use multifamily building and will invite a re-envisioning of the buildings around it and a possible enhancement of the W Pioneer/3nd Street intersection. Furthermore, with the design shown, we would potentially be pulling some of the character and pedestrian activity prevalent along South Meridian outward to 3rd Street SW and beyond the Pioneer Park area.*

3.B. Design Guidelines and Strategies

3.B.1. Applicability and Requirements

2. New buildings 10,000 square feet or larger:

a. Must comply with Site and Neighborhood Context (3.B.2) and Exterior Public Space, Interior Galleria or Arcade Space (3.B.7), as well as a minimum of two additional guideline sections from this chapter.

RESPONSE: *The proposed project is larger than 10,000 square feet and will comply with 3.B.2 Neighborood Context, 3.B.7 Exterior Public Space, 3.B.3 Building Scale and Bulk, 3.B.5 Setbacks, and 3.B.6 Modulation. See responses to each item below and refer to corresponding graphics showing design intent.*

b. Must provide a transition to smaller adjacent buildings by using a combination of setbacks, incorporating smaller forms, and/or providing varied massing elements in the larger building

RESPONSE: *The proposed project will provide a combination of visual step-down of heavier materials and setbacks from the property line, as well as a close matching of its ground level cornice height with the parapet level of the Powers Funeral Home building next door. See elevations on pages 13-14 showing this transition.See also the diagram on page 19 (3.B.6.1* Modulation of Building Form)

3. Parking Structures:

a. Must comply with Site and Neighborhood Context (3.B.2) and Building Scale and Bulk (3.B.3), Height (3.B4), Setbacks (3.B.5) and Modulation of Building Form (3.B.6) to reduce the overall visual impact of the garage mass, bulk, and scale.

b. A combination of setbacks and landscaping and/or visual screening devices are required to reduce the overall visual impact of the garage mass, bulk, and scale.

c. Parking structures at street intersections/ corners and at ground-level facing sidewalks require special considerations. See also Sections 4.B.14, 5.B.1.3, and 5.B.9.

RESPONSE: *The proposed project has an enclosed parking structure component and will comply with the required sections mentioned here. See responses specific to parking structures below and refer to corresponding graphics showing design intent. The proposed design at the ground level enclosed parking garage along 3rd Street SW employs a variety of methods, including setbacks, modulation, variation of high quality materials, screening and landscaping to ensure visual interest and separation between pedestrians and cars within. The proposed project has a structured garage at a ground level facing a sidewalk and will thus conform with the special considerations listed. See rendering on page 21 for image of proposed design of parking garage facade along 3rd Street.*

3.B.2. Site and Neighborhood Context - Determine appropriate building form and/or modulation of building massing for the site, taking into consideration:

1. Size of lot - ***RESPONSE:*** *See Site Plan on page 7 indicating overall lot size.*

2. Scale of lot relative to adjacent lots - ***RESPONSE:*** *The lot for this proposed project is long and narrow, running 428'-6" in the north-south direction along 3rd Street and 111'-2" in the east-west direction along West Pioneer. See Site Plan on page 7 showing relative size of adjacent lots.*

3. Scale of neighboring buildings; -

RESPONSE: *The proposed project will be the largest building in this area; the senior center building across 3rd Street is a similar use and size, but the design proposed here is one story taller. Thus, the design team has taken great care to ensure the building respects its surrounding neighbors while still meeting the development requirements of the owners. Through a variety of moves, including setbacks above 30 feet, modulation of the overall large mass, and use of high quality materials, the project aims to ingratiate itself with its neighbors and provide a design that looks like it very clearly belongs and respects its surroundings.*

4. Proximity to character structures and/or historic buildings

RESPONSE: *There are no character structures or historic buildings immediately adjacent to this project site, but the map on page 4 shows the nearby landmarks and historic buildings.*

5. Adjacency to pedestrian oriented streets

RESPONSE: *The project site is three blocks west of S Meridian, a primary pedestrian street in the downtown area. There are no existing public open spaces of note in the immediate vicinity of this project, though Pioneer Park is about two blocks to the east (walking distance).*

7. Relationship to solar access and potential of shadow impacts.

RESPONSE: *Please see page 17 for a shadow study showing shadows across the site and along the pedestrian sidewalks at various times of day and year.*

3.B.3. Building Scale and Bulk - To reduce the scale of large buildings relative to their context, consider the articulation of building form with all or some of the following strategies:

1. Break a large building into smaller masses, elements, and forms using horizontal or vertical offsets and/or changes in materials.

a. Articulation of 'base', 'middle' and 'top' may be used to express distinct areas of a building.

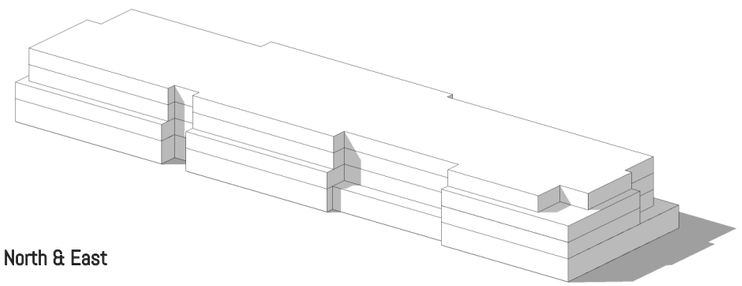
RESPONSE: *Please see the diagram below showing the design's logic as it relates to the requirements for horizontal and vertical articulation.*

HORIZONTAL ARTICULATION

VERTICAL ARTICULATION

b. Upper floors may be setback from lower floors or a 'base' that scaled to relate to neighboring context.
c. Setbacks of the building 'footprint' or perimeter may be introduced to express a distinct building mass.

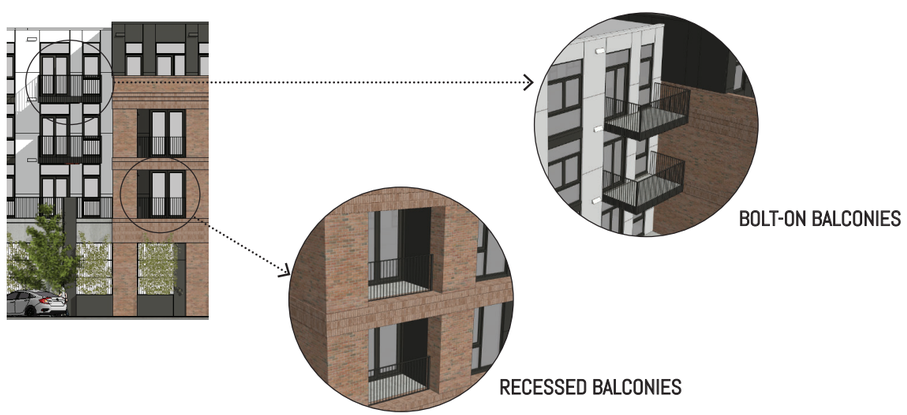
RESPONSE: *The diagrams below show setbacks of the proposed design, informed by many factors including upper floor setback requirements (3.B.5.2.a), ground floor plaza requirements (3.B.7.4), and the adjacent smaller building (3.B.1.2.b). Please also see the elevation on page 14 to see the proposed design's response to the Powers Funeral Home building next door as well as the floor plans on pages 8-12 for setback distances at the upper floors.*



Setbacks - North & East

d. Bay windows and/or recessed/extended porches may be used to break up the building mass.

RESPONSE: *The design of the project proposes recessed porches in the brick masses and extended porches in the areas where white fiber cement panel are shown. Please see the elevations on pages 14-16 to see the locations and aesthetic of recessed and extended porches. See also the view below which shows both porch types.*



3.B4. Height - Consider stepping down height of a new building where appropriate in relation to:
4. Shadow impacts on pedestrian streets.

RESPONSE: *Please see shadow study on page 13 to see the building height's impacts on the streetscape along both W Pioneer and 3rd Street SW. The proposed design has been stepped back along 3rd Street SW and again at a portion of the Pioneer Ave side to mitigate shadows at the street level.*

3.B.5. Setbacks
2. Any building greater than three (3) floors or 35 feet in height (whichever is less) will:
   a. Provide a minimum 5-foot setback and a maximum 10-foot setback at the story where 30 feet in height is reached and for all stories above.
   b. The setback can incorporate exterior porches, balconies or other usable exterior spaces on public street frontages.

RESPONSE: *The proposed design shows setbacks at the longer east elevation that are aligned with these requirements. Both the brick and the white volumes are setback from the ground floor frontage by at least 5 feet. The design also shows a variety of recessed porches in the brick volumes at both the north and east elevations, as well as patios for tenants at the setbacks created by stepping back of the mass at levels 3 and 4.*

At the corner of 3rd and Pioneer we are asking the Design Review Board to consider allowing the design to step back at the 4th floor rather than the 3rd floor, as we strongly believe this creates a stronger and more approrpriate corner presence for the building. Furthermore, as shown in the diagram below, the 3-story brick we are proposing along the Pioneer frontage align visually with the height of the existing 3-story brick volume of the Puyallup Activity Center. The building respectfully steps back at least 10'-0" on the right end of the North Elevation to better relate to the height of the existing cornice at the Powers Funeral Home.

Along the south and west facades facing signle family residences and the Powers Funeral Home, careful attention has been given to provide generous setbacks of the massing above the podium to ensure a respect and appropriate scale is provided for this important zoning transition. Please see renderings on pages 23-25 showing the relationship between the proposed design and its smaller neighbors.

3.B.6. Modulation of Building Form
1. Horizontal Patterns – Reinforce horizontal character of adjacent structures with all or some of the following strategies:
   a. Building height
      RESPONSE: *See diagram above for the proposed design's response to adjacent structures. See also the renderings on pages 23-25 for the building's response to its residential neighbors. The project aims to provide a smooth transition via generous setbacks as required by this code (5 ft min.)*

   b. Ground-level and/or upper level setbacks
      RESPONSE: *See diagram at upper left of this page showing the design's proposed setbacks across the mass in response to the guidelines outlined and the aesthetic requirements of the design.*

   c. Scale and/or proportion of floor plates
      RESPONSE: *The proposed design shows a podium height of 15'-0" (14'-0" minimum per PMC 20.30.0302), and 10'-0" floor to floor heights for residential floors above. Please see elevations on pages 14-16 for floor to floor heights proposed.*

   d. Roof forms and/or roof articulation.
      RESPONSE: *Please see response to 3.B.6.3 on the next page.*

DOWNTOWN DESIGN GUIDELINES - KEY GUIDELINES + RESPONSE

ROOF ARTICULATION - NORTH

ROOF ARTICULATION - SOUTH

ROOF ARTICULATION - EAST

3. Roof Articulation - Incorporate a flat roof (less than 3:12 pitch) with cornice or parapet articulation in the overall building form.
   RESPONSE: *The proposed project employs a flat roof at 1/4"/12" slope. See Roof Plan on page 12. See also the diagrams above showing horizontal articulation of the roofline of the proposed design. There is no proposed public or tenant function at the roof at this time.*

3.B.7. Exterior Public Space, Interior Galleria or Arcade Space

1. Create active, pedestrian friendly civic gathering spaces adjacent to large buildings for seasonal use and associated building activities.
2. Enhance and expand upon pedestrian weather protection through the inclusion of seating areas and adjacent landscape features to create a lively civic outdoor environment.
3. Arrange massing to offset increased height where feasible. **Do not place civic spaces on the north side of multi-story, large building projects.**
4. For all new or renovation projects of 10,000 square feet or greater (before or after construction), provide 5-10% of the building's total gross square footage of retail and commercial space to serve as exterior public plaza, expanded sidewalk zone(s), interior arcade, or galleria space.

RESPONSE: *The proposed project will integrate an exterior public plaza that is at least 3% of the overall lot size. See below for calculation of square footage required. The proposed design places the plaza at the prominent corner of Pioneer and 3rd Street, which is on both the north and east sides of the building. Per point 3 above, this is not the City's preferred location for the plaza based on the likelihood that this space will be in shade for the entire afternoon. Our team would like to argue to keep the location as shown, as no other location on the site aside from the south parking lot will get afternoon sun. Also, the prominent corner will be the most likely to be utilized and will allow for the most attractive civic location as it relates to the building's required layout at the ground level. Please see the renderings on pages 17-20 for views of the proposed plaza design.*

Lot size = 48,145 SF
3% of lot = 1,444 SF Plaza required
Plaza provided = 1,444 SF (see Site Plan on Page 7)

PART 4 – BUILDING DESIGN – FAÇADE

4.B. Design Guidelines and Strategies

4.B.1. Applicability and Requirements

3. New buildings larger than 10,000 square feet are to comply with Façade Composition (4.B.2) and Façade Materials (4.B.6), as well as a minimum of two additional guideline sections from this chapter.
4. Parking Structures:
   a. Must comply with Façade Composition (4.B.2) and Façade Materials (4.B.6), as well as a minimum of two additional guideline sections from this chapter.
   b. A combination of façade composition, high quality materials, landscaping and/or visual screening devices are required to reduce the overall visual impact of the garage mass, bulk, and scale.
   c. See also Sections 3.B.1.3, 5.B.1.3, and 5.B.9.
      RESPONSE: *The proposed project will comply with all the sections noted above. See responses below for narrative and diagrams showing design intent.*

4.B.2. Façade Composition – Create a complimentary façade composition, particularly at street-facing facades. Consider all or some of the following strategies described in more detail throughout these design guidelines:

1. Setbacks and modulation of building form (see 3.B.5 and 3.B.6)
2. Articulation of horizontal patterns and datums (see 4.B.3)
3. Modulation of building façade (see 4.B4)
4. Windows – scale and sizes, distribution and groupings, and detailing (see 4.B.5)
5. Façade Materials and Details (see 4.B.6)
6. Rhythm or Weather Protection (see 5.B.5)
7. Signage (see 5.B.7)
   RESPONSE: *Please see responses for each of the sections listed above throughout the rest of this narrative.*

4.B.3. Horizontal Articulation of Façade

1. Identify important horizontal datums, where appropriate;
   RESPONSE: *Please see response and information provided for item 3.B.6.1.a on the previous page showing emphasis of horizontal datums based on existing adjacent structures*

2. Reinforce cornice line of the building; or
   RESPONSE: *The proposed design utilizes several design elements to articulate cornice lines. These include the black wood bulkhead paneling at the primary corner and the change in brick patterning at brick parapets, and the alignment of the cast-in-place concrete at the top of level 1. See elevations on pages 14-16 for reference.*

   Additionally, it was noted in our Design Review Pre-Application meeting that the Board would like to see more definition along the cornices of the white and black volumes. During that meeting, our team requested to keep the cornices along the black volumes as minimal and sleek as possible to allow the design to place focus on the brick cornices at levels 3 and 4 instead. At the white volumes, our team agreed with the Board that a modern profile that creates a shadow line along the facade would be the most appropriate move for the overall design of the building. Please see close-up detail on page 15 for our intended cornice details at these locations.

3. Reinforce the pedestrian experience at the ground-floor street-facing façade.
   RESPONSE: *The proposed design employs many elements that reinforce the pedestrian experience, including steel canopies for weather protection, vegetated screens along the garage to block views of vehicles, building mounted sconce lighting at the corner, planters, and benches at the corner plaza. Please refer to the renderings on pages 17-25 for views of these elements in the design.*

DOWNTOWN DESIGN GUIDELINES - KEY GUIDELINES + RESPONSE

4. Select a minimum of two building elements that articulate the façade design.

5. Also consider the strategies in sections 5.B.5 Weather Protection and 5.B.7 Signage.
   RESPONSE: *The proposed design includes 5'-0" deep canopies along at least 60% of the Level 1 building frontage where commercial space is provided. There are no canopies shown along the parking garage because the building is set back from the property line 6 feet to allow for a vegetated strip between the existing sidewalk and the building.*

4.B4. Façade Modulation (Façade scale)

2. Consider the use of all or some of the following architectural forms or elements:
   a. Façade recesses, such as porches or recessed decks or balconies
   b. Façade projections, such as bay windows;
   c. A variety of window sizes; or
   d. Roof cornice articulation.
      RESPONSE: *The proposed design utilizes facade recesses (see 3.B.3.1.d response), window size variation, and roof cornice articulation (see 3.B.6.3 response) as a means of facade modulation. Please see also the building elevations on pages 14-16 to see window size variation across the facades.*

4.B.5. Window and Glazing Design – Enhance the building façade design with window layout.

1. Recommended at all street-facing facades
2. Create an interesting rhythm and/or pattern of windows. Consider the following strategies:
   a. A variety of window sizes and types (e.g. fixed vs. operable);
   b. Incorporate individual and/or groupings of windows to create horizontal or vertical articulation;
   c. Consider recessed windows and/or projecting bay windows to add shadows and texture; and
   d. Consider high-quality detailing, integration of windows with siding and/or trim.
      RESPONSE: *The proposed design utilizes a variety of window sizes across the project. Each general material area (brick, black panel area, and white panel area) establishes its own unique design language via window sizes, patterns and spacing. These design languages established on the two street-facing elevations continue around the entire building, ensuring continuity of the design aesthetic. See elevations on pages 14-16 for reference.*

4.B.6. Façade Materials – Enhance building facade appearance and visually reduce building bulk by incorporating an appropriate variety of high-quality materials. This guideline should be emphasized at all elevations, particularly street-facing facades. Consider all or some of the following strategies:

1. Composition – use a combination of materials to create an interesting composition.
   a. A minimum of two different materials is required, each a minimum of 30% of the façade.
   b. Consider these elements:
      i. Scale – use a combination of materials to reduce the scale of large facades
      ii. Texture – incorporate materials that create shadow lines
      iii. Detailing
      iv. Color
         RESPONSE: *The proposed design shows three primary materials across its street-facing facades - glass, brick, and fiber cement panels (painted, not through-color). These materials likely do not make at least 30% of the facade however, due to the use of a few other high quality materials used on the design. Secondary materials include painted wood bulkhead paneling, decorative metal paneling (at garage), black steel panels, aluminum railings, and cast-in-place concrete. Please see elevations on pages 14-16 showing materials across the project. See also the diagrams at right for high-quality material percentages acheived across the two street-facing facades.*

2. High quality materials – use natural high quality materials, in all building elevations that face a street or alley.
   a. High quality materials are required at ground floor level facing commercial areas and/or pedestrian oriented streets.
      RESPONSE: *The proposed design provides high-quality materials, as described in point e below, for 100% of the north, east, and south facades. Please see the diagrams below identifying the percentage of overall facade at the ground level.*

c. At all street-facing facades, a minimum of 60% of the area of the elevation plane at all upper level floors are required to be high quality materials.
   RESPONSE: *The proposed design provides high-quality materials, as described in point e below, for a minimum of 60% of both the north and east facade upper floors. Please see the diagrams below for specific percentages of high quality materials at each elevation showing compliance.*

NORTH ELEVATION

LEVEL 1 - HIGH-QUALITY MATERIALS	LEVELS 2-4 - HIGH-QUALITY MATERIALS
HIGH QUALITY MATERIALS REQUIRED = 100% OF GROUND FLOOR FACADE	HIGH QUALITY MATERIALS REQUIRED = 60% OF LEVELS 2-4 FACADE
TOTAL FACADE (LEVEL 1) = 1,572 SF	TOTAL FACADE (LEVELS 2-4) = 3,147 SF
REQUIRED HIGH-QUALITY = 1,572 SF (100%) *PROPOSED HIGH-QUALITY MATERIALS = 1,572 SF*	REQUIRED HIGH-QUALITY = 1,882 SF (60%) *PROPOSED HIGH-QUALITY MATERIALS = 2,054 SF (65%)*
** HIGH-QUALITY IS DEFINED AS GLASS, METAL, CONCRETE, MASONRY, AND WOOD*	** HIGH-QUALITY IS DEFINED AS GLASS, METAL, CONCRETE, MASONRY, AND WOOD*

SOUTH ELEVATION

LEVEL 1 - HIGH-QUALITY MATERIALS	LEVELS 2-4 - HIGH-QUALITY MATERIALS
HIGH QUALITY MATERIALS REQUIRED = 100% OF GROUND FLOOR FACADE	HIGH QUALITY MATERIALS REQUIRED = 60% OF LEVELS 2-4 FACADE
TOTAL FACADE (LEVEL 1) = 1,387 SF	TOTAL FACADE (LEVELS 2-4) = 2,720 SF
REQUIRED HIGH-QUALITY = 1,387 SF (100%) *PROPOSED HIGH-QUALITY MATERIALS = 1,387 SF*	REQUIRED HIGH-QUALITY = 1,632 SF (60%) *PROPOSED HIGH-QUALITY MATERIALS = 1,604 SF (58%)*
** HIGH-QUALITY IS DEFINED AS GLASS, METAL, CONCRETE, MASONRY, AND WOOD*	** HIGH-QUALITY IS DEFINED AS GLASS, METAL, CONCRETE, MASONRY, AND WOOD*

EAST ELEVATION

LEVEL 1 - HIGH-QUALITY MATERIALS	LEVELS 2-4 - HIGH-QUALITY MATERIALS
HIGH QUALITY MATERIALS REQUIRED = 100% OF GROUND FLOOR FACADE	HIGH QUALITY MATERIALS REQUIRED = 60% OF LEVELS 2-4 FACADE
TOTAL FACADE (LEVEL 1) = 6,119 SF	TOTAL FACADE (LEVELS 2-4) = 13,412 SF
REQUIRED HIGH-QUALITY = 6,119 SF (100%) *PROPOSED HIGH-QUALITY MATERIALS = 6,119 SF*	REQUIRED HIGH-QUALITY = 8,047 SF (60%) *PROPOSED HIGH-QUALITY MATERIALS = 8,238 SF (61%)*
** HIGH-QUALITY IS DEFINED AS GLASS, METAL, CONCRETE, MASONRY, AND WOOD*	** HIGH-QUALITY IS DEFINED AS GLASS, METAL, CONCRETE, MASONRY, AND WOOD*

d. All street-facing materials must be installed such as a way that they will wear well over time with normal maintenance.
e. High quality materials are defined as natural materials that convey permanence, and include:
i. brick and stone masonry,
ii. glass,
iii. cast in place concrete
iv. pre-cast concrete panels
v. metal cladding, including flush panel, corrugated, and lap sidings
vi. concrete masonry units, including smooth, ground-face, and split-face,
vii. wood siding and wood panels,
viii. through-color fiber cement,
ix. phenolic siding products,
x. cement plaster stucco with appropriate control joints

f. Avoid vinyl, plastics, and EFIS (synthetic stucco)
RESPONSE: *As this is a multifamily building, it is difficult to completely avoid vinyl - vinyl windows are an affordable industry standard window type. Other windows such as aluminum framed windows would prove too expensive. Understanding the intent behind this requirement, our use of vinyl will be limited to the upper floor windows and patio doors. Also, at this time, we plan to use black or dark bronze vinyl framed windows across the project to ensure they look less "vinyl".*

g. New or specialized building materials not identified here will be considered on a case by case basis and will be evaluated for quality, durability, maintenance, design intent and compatibility with context and design guidelines.

3. Where high quality materials don't wrap side elevations, propose thoughtful transitions between various siding strategies.
RESPONSE: *Please see rendering on page 22 showing the transition at the south end of the building from the high quality brick language to a painted fiber cement panel design of the non-street facing facades at the south and west elevations of the project.*

4. Maintain and reinforce the character of nearby historic and character structures by incorporating appropriate scale, materials, patterns, forms, and detailing into elements of the new building.
RESPONSE: *This project proposes a series of materials that echo the palette of the historic downtown, but are elevated to a more modern, current design that reflects today's design preferences. Please see elevations on pages 14-16 to see the proposed material palette and how it is utilized across the project, inlcuding,standard sized red brick, storefront glass, bulkhead paneling and cornices, and black vertical picket railings.*

The proposed design features a regular brick column modulation marching horizontally across the two primary facades, mimicking historic buildings in the area (see elevations on pages 14-16 and renderings on pages 17-25). It also emphasizes the cornices with a change of brick patterning as shown in the rendering on page 23.

5. Enhance ground-level street-facing facades with high-quality vandal resistant materials, where possible.
RESPONSE: *The proposed design will plan to use high-quality materials, high-quality building lighting, and anti-graffiti coatings on the brick and concrete surfaces of the Level 1 facades.*

6. For parking structures:
a. Incorporate high quality materials in the exterior materials and/or screening to allow light to penetrate into the garage while reducing the view(s) of parked cars from public spaces and rights of way, and
b. Utilize similar materials, forms, and elements in both the garage and occupied portions of the building.
RESPONSE: *The project proposes ground level parking, with parking spaces incorporated into both a structured parking garage and an unenclosed surface lot at the south end of the site. Parking is screened from sidewalk view using high quality materials such as concrete, brick, decorative metal screens, and landscaping. The high quality materials will be coated with an anti-graffiti coating to protect their surfaces from potential vandalism. The partial height concrete walls between the columns will be set at a height of 36" to actively block the view of the headlights from the sidewalk experience and to prevent damage inflicted by cars parking too close to the perimeter. The image below illustrates the design intent of the parking garage screening along 3rd Street.*

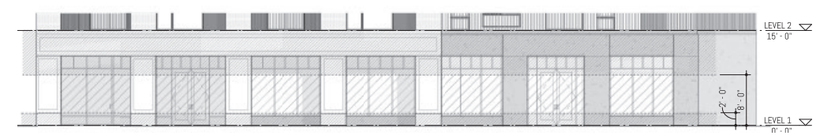
PART 5 – PEDESTRIAN EXPERIENCE

5.B.1. Applicability and Requirements
3. Parking structures:
b. Facades facing sidewalks shall include ground level retail/commercial spaces, storefront windows, displays and/or setbacks with landscaping or architectural screening.
c. Building corners facing sidewalks should include ground level retail uses including storefront windows and/or displays.
d. Shield views of the parked automobiles from the sidewalk areas in all locations not covered by corner treatment defined above. -
RESPONSE: *See item 4.B.6.6 which addresses this concern.*

5.B.2. Wayfinding Elements and Strategies. Recommended at all street-facing facades.
1. Consider some or all of the following strategies:
a. Special building massing forms
b. Façade composition
c. Weather protection at primary entry
d. Lighting
e. Signage
RESPONSE: *The proposed design enhances the pedestrian experience and neighborhood safety by employing high quality landscaping, a new plaza at the primary site corner of W Pioneer and 3rd Street, and new 5'-0" deep metal canopies along the retail and resident lobby facades. See rendering on page 23 for image of canopies proposed.*

2. Use prominent visual/physical form(s) to assist with wayfinding in the urban environment.
4. Reinforce the horizontal character of abutting structures using cornice and weather protection elements.
5. Signage bands or stand-alone signs can be standard flat sign panels or incorporated into a more artistic logo created through the use of sculptural elements (also refer to City of Puyallup Sign Code).
RESPONSE: *Please see responses to items 3.B.5 addressing point 4 on horizontal character. Please see also item 5.B.7 addressing point 5 on signage.*

5.B.3. Ground Level Transparency – Provide safety and a warm and inviting atmosphere.
1. Encouraged at new commercial and retail spaces at ground-level street-facing facades on major street frontages.
2. Encouraged at building entries and doorways for safety and an open and inviting atmosphere
3. Provide glazed doorways where appropriate.
4. A minimum of 60% transparency within the pedestrian view plane should be achieved for commercial and/or mixed-use developments.
RESPONSE: *The proposed design achieves above and beyond the 60% minimum transparency requirement at the ground level. Please see the following diagrams.*

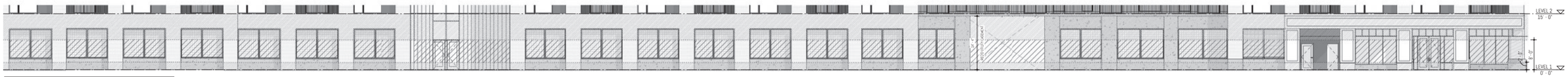


NORTH ELEVATION

LEVEL 1 - GROUND LEVEL TRANSPARENCY
GROUND LEVEL TRANSPARENCY REQUIRED = 60%
TOTAL FACADE AT PEDESTRIAN VIEW PLANE (2FT TO 8FT AFF) = 620 SF

REQUIRED GROUND LEVEL TRANSPARENCY = 372 SF (60%)
PROPOSED GROUND LEVEL TRANSPARENCY = 437 SF (70%)

DOWNTOWN DESIGN GUIDELINES - KEY GUIDELINES + RESPONSE



EAST ELEVATION

LEVEL 1 - GROUND LEVEL TRANSPARENCY
GROUND LEVEL TRANSPARENCY REQUIRED = 60%
TOTAL FACADE AT PEDESTRIAN VIEW PLANE (2FT TO 8FT AFF) = 2,481 SF

REQUIRED GROUND LEVEL TRANSPARENCY = 1,488 SF (60%)
PROPOSED GROUND LEVEL TRANSPARENCY = 1,536 SF (62%)

5.B4. Building Entries – Enhance public safety while reducing opportunities for vandalism. Building entries include commercial building entries, residential building entries, garage entries, fire exits, and service/utility access. This strategy is required at all street-facing façades.

1. Align primary building entries with pedestrian points of access. Consider transit stops, cross walks, public open spaces, and/or building design (massing and façade) strategies.
2. Avoid locating garage entries and building services (utility and/or trash rooms) along the primary pedestrian façade.
3. Primary building entries and lobbies:
   a. Provide defined paths to building entry from public sidewalk.
      RESPONSE: *The proposed design clearly defines the resident entry a the primary corner with signage, lighting, and glazed storefront allowing pedestrians to visually connect with the activities in the lobby. Also, the retail space along Pioneer Ave is proposed to utilize building mounted signage, lighting, canopies, planters, benches and decorative paving to denote it as a primary entry.*

   b. Consider how façade design, weather protection, lighting, signage, and site design (hardscaping and landscaping) contribute to building entry experience.
   c. Building entries and lobbies should include high quality materials.
      RESPONSE: *The proposed design enhances the pedestrian experience and neighborhood safety by employing high quality landscaping along both streetfronts (Pioneer and 3rd), a new public plaza at the primary site corner, and new 5'-0" deep metal canopies along the retail and resident lobby facades. It defines the primary building entries with signage and specialty lighting, and it proposes safety lighting and canopy coverage at secondary garage entries as well. See Site Plan (page 7), Elevations (pages 14-16), and renderings (pages 17-25).*

4. Residential unit (or building) entries should provide a visual transition from the sidewalk including:
   a. Changes in elevation, e.g. stoops;
   b. Outdoor spaces, e.g. porches or patios;
   c. Screening, e.g. planters, benches, or trellises; and
   d. Landscaping and hardscaping
      RESPONSE: *The proposed design allows for a visual and physical transition to the tenants' building entry at the primary corner through the use of building mounted signage and lighting, steel canopies, transparency at the storefront glazing, and decorative paving (per plaza requirements). We are also proposing benches, planters and outdoor furniture for tenant and public use (also per plaza requirements).*

5. Provide screens, rolling doors, or other devices to reduce or eliminate small recessed/sheltered areas at non-public doorways where loitering and/or vandalism could occur

6. Incorporate Crime Prevention Through Environmental Design (CPTED) principles in the design of a building's ground level and surrounding site areas. Principles include: "Eyes on the street" for public surveillance, direct sight lines to building or garage entries, use of glazing in stairs and elevators, use of a variety of pedestrian and building lighting, minimize physical obstructions (over 30 inches tall or wide), eliminate dark garage or doorway refuge areas, and/or provide clean and inviting public spaces.

RESPONSE: *The proposed design will ensure there are no hidden areas or obstructions along either street-facing facade. We will minimize the height of the proposed landscaping along the length of the garage, and employ high levels of quality lighting at the open corner and plaza.*

5.B.5. Pedestrian Weather Protection – Improve the downtown pedestrian experience through weather protection. Weather protection can be achieved by use of a canopy or awning as described in the guidelines below.

1. Pedestrian weather protection required at:
   a. Adjacent to transit stops
   b. Properties located in the CBD-Core zone
   c. At new primary building entries and at new ground floor commercial
   d. All new nonresidential projects located outside CBD-Core are encouraged to incorporate pedestrian weather protection.
      RESPONSE: *The proposed design provides pedstrian weather protection at all primary building entries along Pioneer Avenue and at the main building corner. Weather protection is also to be included at all secondary garage entries for tenant convenience. Because the building steps back from the sidewalk by 6'-0" along most of 3rd Street SW and provides landscaped buffer between the sidewalk and the open parking garage, the design does not incorporate weather protection along a majority of the 3rd Street side of the building, as it does not make sense to weather-protect the landscape buffer.*

2. Proposed weather-protection should meet the following strategies:
   a. High quality materials
   b. 5-foot minimum depth. Breaks or notches may be necessary to accommodate street lights, light poles, etc.
   c. Continuous sidewalk coverage should be utilized to the furthest extent possible for properties located in the CBD-Core zone.
   d. Canopies and awnings should be designed to a size, shape and module to fit and enhance the building's articulation and fenestrations. They should not obscure or cover ornamental or architectural features of the building (i.e., rooflines, arches, cornice, banding, etc.).
   e. Canopies:
      i. Canopies should be constructed using high quality materials such as steel and/or other metals.

      RESPONSE: *The proposed design shows canopies made of powder coated black steel plates with a 5'-0" depth as required. They are placed between columns at the storefront bays on both facades. See renderings on pages 17-25 for reference.*

5.B.6. Lighting

1. Provide lighting to create an inviting and safe pedestrian environment.
   RESPONSE: *The proposed design will incorporate high quality building mounted sconces, lighting at the overhang corner leading to the building entry, and building mounted lighting at all secondary entries along the 3rd Street facade. Additionally, any city-required street lighting will be incorporated as part of our offsite improvements.*

5.B.7. Signage

1. Signage bands or standalone signs can be standard flat sign panels or incorporated into a more artistic logo created through the use of sculptural elements (also refer to City of Puyallup Sign Code, PMC 20.60)
   RESPONSE: *The proposed design incorporates a large blade sign along the Pioneer (north) facade of the building which incorporates decorative metal materails and backlit with the project name and branded logo created by the owner's marketing team. Additional signage is proposed mounted directly to the building at both the tenant entry/leasing office and at the retail space along Pioneer. Please see renderings on pages 17-20 for views of the proposed signage.*

DOWNTOWN DESIGN GUIDELINES - KEY GUIDELINES + RESPONSE

5.B.9. Strategies for Parking Garage Entrances and Parking Structures

1. Vehicular garage entries and vehicular service areas should be located on a building facade(s) facing away from the primary street.
   a. Where building is adjacent to an alley, locate garage entry/exits from alley, unless unfeasible. If unfeasible, please clarify why and/or how.
   b. If no alley exists, locate garage entry/exits behind and/or as far from the primary pedestrian entry and/or primary ground-floor use

      RESPONSE: *The proposed design has two garage entries - one along 3rd Street SW coinciding with the required easement passageway (shown on site plan and floor plans) and one at the south primary alley. See Site Plan and Level 1 floor plan for locations.*

2. Minimize size and visual impact of the entry portal.
3. Primary garage elevator entry should be visible and accessible from the public sidewalk
4. Glaze all stairwells and elevator shafts and provide direct access to sidewalks

   RESPONSE: *The proposed design provides a fully glazed buidling mass indicating the primary garage elevator and stair at the south end of the building along the 3rd Street SW facade. Please see elevation on page 15 to see the curtain wall glazing and polycarbonate design proposed. The south stair will be for egress only and is more camoflauged so as not to draw attention.*

5. Facades facing sidewalks shall include:
   a. Ground level retail /commercial spaces
   b. Storefront windows/ displays
   c. Setbacks with landscaping or architectural screening

      RESPONSE: *The proposed design provides setbacks with landscaping and architectural screening, as noted in point C. See elevation on page 15 and renderings on pages 21-23 for reference.*

6. Building corners facing sidewalks shall include ground level retail uses including storefront windows, and/or displays.

   RESPONSE: *The primary building corner of the proposed design includes a commercial space that will either serve as the resident entry and leasing office or as a retail space. Dependent on what kind of traction the owners are able to gain from interested business owners, the plan may swap around and the retail may take the primary corner. At this time the owners would prefer to keep the options open for their potential future retail tenant.*