

5. ESTABLISH MIXED-USE AREA DESIGN REVIEW PROCESS:

Objective: Provide a means to ensure planning guidelines and development standards are maintained with respect to development on the Parkview Avenue corridor.

Description: One of the Neighborhood Committee's primary concerns is that, without formal and consistent review of each proposal, development on Parkview Avenue could negatively impact existing residences on State Street. The Neighborhood Committee desires as well to see increased limited office and service retail development that is appropriate and compatible. Additionally, property owners require assurance that if they invest in quality development on their properties, neighboring property owners will be held to consistent standards.

Property owners and the Neighborhood Committee are supportive of design review and the Strategic Plan articulates design and development standards to be applied to each development proposal. As the private sector and the Agency make major capital investments, design review helps ensure the value of those investments are preserved and that redevelopment goals for Parkview Avenue are realized.

A Mixed-Use Area Design Review process is proposed that couples consistent, defined development standards with a formal review board. The process would be limited to development proposals on parcels with frontage on Parkview Avenue. Members of the design review board could include a Planning Commissioner, a design professional, and a Neighborhood representative. The board would be supported by Agency and Development Services staff. As outlined in the Strategic Plan, properties within the mixed-use area should meet minimum design criteria with respect to aspects of each development, including the following:

- Building orientation and setbacks.
- Corner building entrances.
- Weather protection.
- Landscaping and screening.
- Pedestrian amenities.
- General building design standards.
- Neighborhood compatibility.

Funding: Development of design standards and board operations would be absorbed into existing Development Services and Agency budgets.

Action: Authorize staff to develop design review standards that would apply to development proposals on Parkview Avenue and to propose a formal structure and operating procedure for a Mixed-Use Area Design Review Board.