



Marina District Design Guidelines: Landscape Design & Signs

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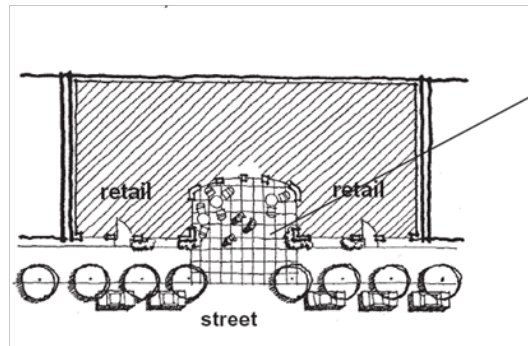
Purpose of tonight's meeting

- Overview & Discussion (90 minutes):
 - Landscape Design
 - Signs
- Coordination for Open House (20 minutes)
- Wrap-up and Next Steps(5 min)

Marina District Design Guidelines

Design guidelines address the qualities of architecture, urban design, and public space that make for successful projects and communities.

- ✓ Introduction
- ✓ Neighborhood Context and Design Objectives
- ✓ View Analysis
- ✓ Site Planning
- ✓ Height, Bulk and Scale
- ✓ Architectural Elements and Materials
- ✓ Pedestrian Environment
- **Landscaping**
- **Signs**
- Definitions



Design for uses that are accessible to the general public, generate walk-in business and contribute to a high level of pedestrian activity at street level. Consider extending street-level spaces out to the sidewalk with multiple entrances and open spaces featuring decorative paving, street furniture and artwork. Retail uses should front such spaces.



E. Landscape Design

Landscape Design guidelines help unite the design of structures and places with the natural environment and discuss concepts behind new landscaping as well as the maintenance and protection of existing natural features.

Landscaping Design section addresses:

- Landscape Character for the Marina District
- Landscape to Enhance the Building and/or Site
- Landscape Design to Address Special Site Conditions

Optional Organization of Topics:

1. Group into one section (similar to Pacific Ridge Design Guidelines)
2. Consolidate with Site Design

E.1. Landscape Character for Marina District

Landscape character contributes to the esthetic and perceptual value of an area.

- Opportunity to define the physical characteristics of the desired landscape for the Marina District
- Considers the unique qualities of the built and natural aesthetic characteristics of a project's surroundings
- Contributes to the public realm



Thornton Creek Water Quality Channel (SvR Design) Seattle, WA.



Growing Vine Street (SvR Design) Seattle, WA.

E.2. Landscaping to Enhance Building and/or Site

Landscaping should be appropriately incorporated into the building/site design to enhance the project.



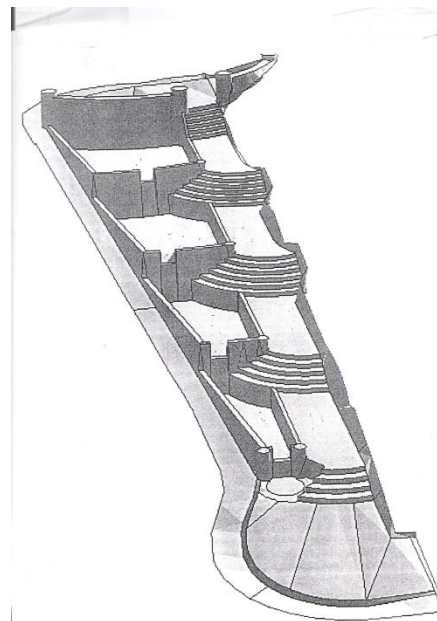
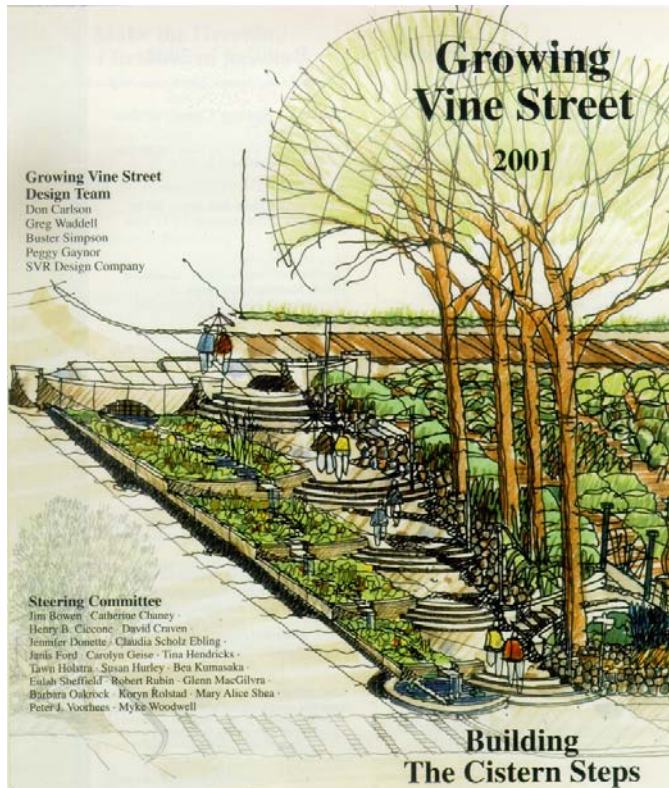
Landscape enhancements could include:

- Soften the form of the building by screening blank walls, terracing retaining walls, etc.
- Increase privacy and security through screening and/or sharing.
- Provide a framework such as a trellis or arbor for plants to grow on.
- Incorporate a planter guard or low planter wall as part of the architecture.
- Distinctively landscape open areas created by building modulation.
- Incorporate upper story planter boxes or roof planters.
- Include a special feature such as a courtyard, fountain or pool.
- Emphasize entries with special planting in conjunction with decorative paving and/or lighting.
- Screen a building from view by its neighbors, or an existing use from the new building.

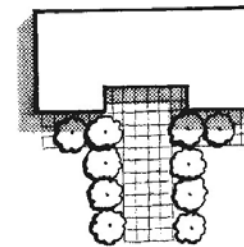
E.3. Landscape Design to Address Special Site Conditions

The landscape design should take advantage of special on-site conditions such as:

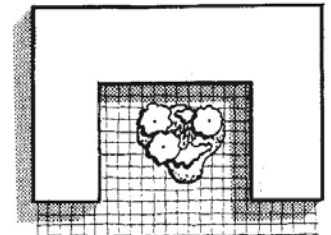
- *high-bank front yards & steep slopes*
- *view corridors or existing significant trees*
- *off-site conditions such as greenbelts, ravines, natural areas, and boulevards*



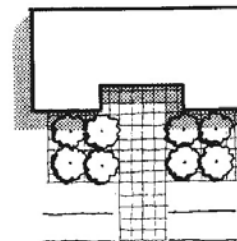
Construction Sketch of the Cistern Steps



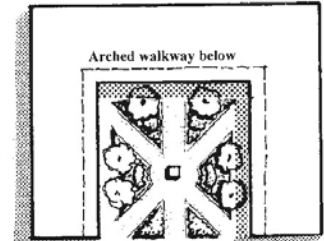
Axial symmetry along a path to enhance a building entry



Informal landscape island to soften open space

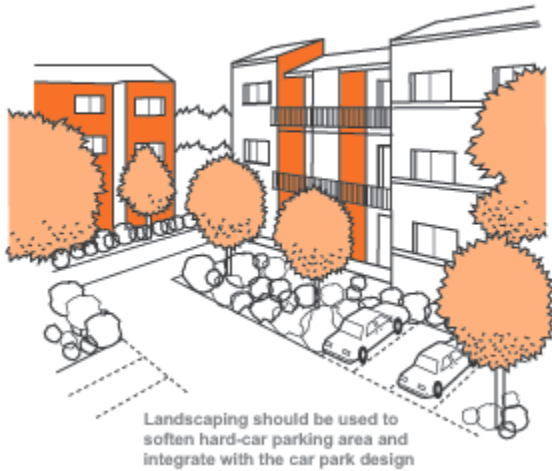


Base of trees to separate parking or service yard from building



Formal landscape elements to define pedestrian routes and reinforce building geometry

Graphic examples to illustrate landscape design...



F. Signs

Sign guidelines help create a positive visual appearance within an area and establish reasonable and improved standards for business identification.

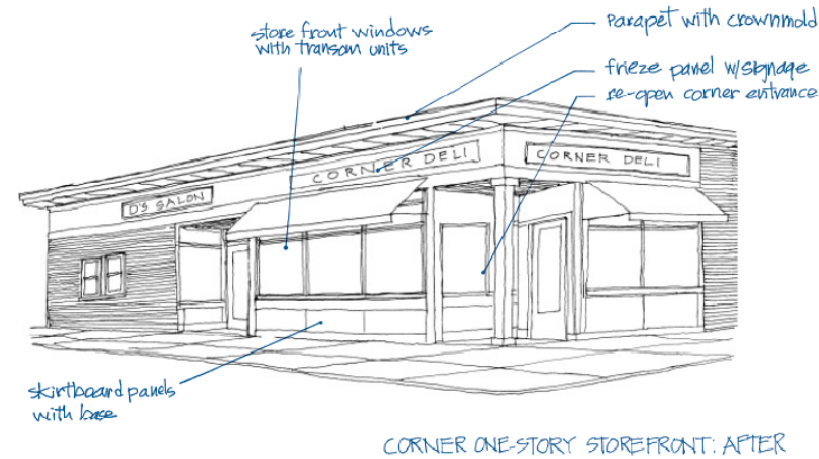
- Most permanent signs erected in Des Moines are regulated by the Sign Code (Chapter 18.42 DMMC)
- Sign guidelines are intended to:
 - encourage the design of signs that attract and invite the public's attention
 - enhance the visual environment of the Marina District
 - complement the buildings and uses to which they relate and as well as their surroundings

Signage Concept

Signs can provide a positive element in site and building design and compliment the streetscape and private improvements.

An effective sign is one that:

1. **Attracts New Customers**
2. **Brands in the Minds of Consumers**
3. **Creates Impulse Sales**
4. **Helps a Mobile Society**
5. **Aids Traffic Safety**
6. **Enhances the Look of a Community**





Signs - Content Questions

- Do we want show examples of what we want to see and what we don't want to see?
- What type of graphics and images are most useful for the lay reader?
- Do we want examples for specific situations such as corner lots, canopies, awnings and facades serving multiple businesses?

Optional Organization from PRDG

■ Signage Concept

- Integration with the architectural concept in scale, detailing use of color and materials and placement

■ Sign Placement

- Orientation to both pedestrians and motorists
- Legibility of directional from the street/s
- Integration of freestanding signs with the landscaping

■ Sign Design

- Design, placement and lighting of signage
- Materials and finishes



March 22nd Open House/Mtg.

- Set-Up
- Display Boards
 - Map for people to ID where they live
 - Boards Illustrating MDDG Elements
- Structure of Open House/Meeting
 - Informal structure throughout evening OR
 - First hour people walk around followed by formal presentation
 - Option of earlier time 6-8 PM



Wrap-up

- What we heard
- Questions for follow-up
- Homework Assignment for March 8th Meeting
 - Definitions
 - Final Edits to Draft MDDGS