



# Marina District Design Guidelines

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# Planning Agency's Objective:

- Support staff in developing Design Guidelines for the Marina District
- Present to City Council for consideration



# Purpose of tonight's meeting...

- Confirm Agency work program and review schedule
- Designate an Agency liaison to Council
- Discuss neighborhood context and design objectives

# Marina District Design Guidelines

Intent:

- Establish a flexible design framework
- Provide a menu of design options for creating diverse and high quality commercial/multifamily development
- Compliment the requirements of the DMMC
- Implement the vision and mission for the Marina District





# Context and Design Objectives

- Reflect staff research on Best Planning Practices
- Incorporates relevant principles from PRDGs
- User-friendly format presents a clear set of objectives for improving quality of design:
  - Defined by goal and intention statements
  - Graphics and photos intended to illustrate design concepts as well as intended neighborhood character
- Subject to modification based on:
  - Community, Planning Agency & Council input
  - Outcomes of Downtown Neighborhood planning

# Proposed Review Schedule

## DESIGN GUIDELINES REVIEW SCHEDULE

TASK	Oct	November	December	January	February	March	April	May	June
<b>Planning Agency Review</b>									
<i>Draft Design Guidelines</i>									
Introduction, Neighborhood Context & Design Objectives									
View Analysis									
Site Planning									
Height, Bulk and Scale									
Architectural Elements & Materials									
Pedestrian Environment & Wayfinding Elements									
Landscaping & Signs									
<i>Final Draft Design Guidelines &amp; Recommendations</i>								*	
<i>Planning Agency Meetings</i>		■	■	■	■	■	■	■	
<b>City Council</b>									
Planning Agency/Staff Briefings				●	●	●	●	●	●
<b>Community Outreach</b>									
Open House #1				◆			◆		
Open House #2									
Communications	▲		▲	▲	▲	▲	▲	▲	▲

- Planning Agency Meetings
- Council Briefings
- \* Project Deliverables
- ◆ Community Meetings
- ▲ Communications