

North Potomac Yard: Design Excellence Criteria  
 June 29, 2020 PYDAC Meeting  
 Building 20

Criteria	Text	Yes / No	Applicant Notes	Staff Response
<b>C-1</b>	<b>A variety of open spaces are provided.</b>			
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	Open spaces are provided at the ground floor and upper levels of the building.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	For its contribution to the overall District open space system, Block 20 offers space for sidewalk café seating, roof decks providing office tenants with access to the outdoors and views, and softens a large portion of the roof with a green roof system. Building geometry also inflects in plan on the north, east, and south sides opening Evans Lane toward Metro Plaza and providing smaller scale spaces where people can stop and interact alongside pedestrian zones.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
<b>C-2</b>	<b>An active public realm (streets, sidewalk, streetscapes).</b>			
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	The north volume of Block 20 provides sheltering canopies to foster the potential for sidewalk café seating with large retail openings designed to accommodate glazing that might open to the street, further activating sidewalks. The south volume also features extensive street level glazing which might be translucent where	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.

North Potomac Yard: Design Excellence Criteria  
 June 29, 2020 PYDAC Meeting  
 Building 20

			needed to obscure building services while still appearing lit from the street.	
C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage zone, pedestrian zone, and amenity zone. The amenity zones will provide space for bike parking, lighting, trees, plantings, and bioretention. DASH bus shelters are incorporated into the building design as well as canopies on the north that provide shelter for pedestrians. The streetscape dimensions have been coordinated with staff and are reflected in the infrastructure DSP and building DSUP.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	Paving materials for the sidewalks will be a concrete unit paver at varying modules to differentiate the sidewalk zones. Along Potomac Avenue the pedestrian zone will be concrete. All street amenity zones will incorporate permeable pavers. Site furnishings and lighting will be selected to complement the aesthetic of the district and create a cohesive feel.	Staff generally agrees with the applicant's assessment and overall site design and paving materials meet the intent of the Design Excellence Criteria.  Staff would encourage the applicant team to develop unique site furnishings and lighting which create a unique identity for the Innovation District and showcase sustainable or innovative features.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience	Yes	The loading and garage access doors have been minimized in width as much as possible. These service doors are	Staff again urges applicant to demonstrate a design for the parking and loading area access

	while remaining as unobtrusive as possible.		framed by the same high-quality architectural expression as the rest of the south volume, incorporating them into a consistent street experience. Rather than typical solid coiling doors, the overhead doors are sectional doors designed with divided lights to complement the ground floor fenestration while referencing the site's industrial past in a refined way and allowing those areas to appear transparent and lively. Service and garage entries will have a crossing that is flush with the sidewalk and made of the same material to make them unobtrusive to pedestrians.	points that creatively relates the service area facades to the overall design parti and aesthetic of the overall building design.
<b>C-3</b>	<b>Inclusive design of buildings and open spaces.</b>			
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	The project is located near a variety of transportation options including bike lanes, a new Metro station, and the DASH bus. The site and building at Block 20 will be designed to meet or exceed the requirements of the Americans with Disabilities Act.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	At grade level, the north volume has bays of a retail-type glazing system promoting indoor/outdoor connection with the activity on the street. A through-block lobby provides main entries on both Potomac Avenue and New Street A. Bus shelters are incorporated into the building design.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.

<b>C-4</b>	<b>Utilitarian uses are thoughtfully integrated.</b>			
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	In addition to the treatment of loading and parking access noted in C-2.4, Block 20 also integrates much of the penthouse level into the architectural expression of the north volume. The remaining portion of the penthouse steps back noticeably from the main perimeter of the building beyond a green roof buffer. Patterning of these façade panels references mullion patterns of the floors below unifying the design. The transformers are located below grade so as to not interfere with pedestrian flow or facade design at the ground level.	<b>No:</b> Staff finds the use of louvers on the upper floor of the northern tower does not successfully integrate the penthouse area with the overall building design. Staff strongly recommends the use of glass instead of louvers to achieve the design excellence standards, accomplished through recessing of the penthouse functions far enough away from the perimeter to permit required ventilation.
<b>C-5</b>	<b>Building Signage is unique and identifiable.</b>			
C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition.	Yes	The Coordinated Sign Program (CSP) encompasses a variety of sign types and styles that will be a cohesive part of the architecture, streetscape and overall experience in the public realm throughout the Innovation District. Sign types addressed in the CSP include, but are not limited to, building top signs, building entrance signs, a variety of sign types for retail and restaurant uses, vehicular and pedestrian wayfinding signs, historic interpretive signs, project icon signs that will identify the District and contribute to a unique sense of	<b>Not yet met:</b> Staff is reviewing the first coordinated sign plan submission and will continue to coordinate with the applicant and PYDAC to finalize the signage proposal.

North Potomac Yard: Design Excellence Criteria  
 June 29, 2020 PYDAC Meeting  
 Building 20

			place, and innovative digital display signs that take advantage of technology to foster a sense of arrival in the Innovation District.	
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	The CSP includes guidelines for materials, illumination, and methods of installation for the various sign types throughout the District to ensure signs are integrated with the quality of buildings and site design.	<b>Not yet met:</b> Staff is reviewing the first coordinated sign plan submission and will continue to coordinate with the applicant and PYDAC to finalize the signage proposal.
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	The parameters established by the CSP maintain a cohesive, District-wide approach to signage while allowing flexibility and encouraging creativity in sign design for individual tenants throughout the District.	<b>Not yet met:</b> Staff is reviewing the first coordinated sign plan submission and will continue to coordinate with the applicant and PYDAC to finalize the signage proposal.
<b>C-6</b>	<b>Architectural Excellence.</b>			
C-6.1	There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District.	Yes	Building 20 inflects to open up Evans Lane to Metro Plaza where Building 18 steps back to articulate the plaza's edge. The north volume also offers a taller expression to punctuate the south end of the retail spine along New Street A. The shape of the south end of the building steps up to meet the scale of the district as a whole.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character	Yes	Block 20 is one project of the North Potomac Yard collection that contributes to the creation of an urban fabric connecting those blocks that are specifically identified to be signature	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.

North Potomac Yard: Design Excellence Criteria  
 June 29, 2020 PYDAC Meeting  
 Building 20

	of the overall urban plan as well as the individual block context.		buildings within the urban master plan. It offers a nicely detailed, but clear and metered rhythm in the frames of the facade, scaled to the pedestrian, the car, and the space of the building's tenants.	One area that needs clarification/refinement is the relationship of the parking and loading entries to the pattern of the building grid above. The anomalies to the overall grid need to be resolved, through integration of function and building geometry.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	To reduce the scale of the full block, the building is portioned into two main volumes meeting at an inset 'seam'. The north volume uses the MEP Penthouse to create a contrast in height with the south volume and celebrate its position at Potomac and Evans inflecting the way to Metro Plaza. At the south end the mass flairs and steps down with amenity roof decks and views to the Potomac River.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-6.4	Buildings read as holistic and comprehensible entities.	Yes	Variations in color and terra cotta and window detailing distinguish each volume. However, primary materials, bay sizes, and certain architectural details hold consistent to unify the composition.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	Formed Terra Cotta shapes framing gracious windows give depth, visual interest, identity, and transparency to both the north and south volumes of Block 20. The regular cadence of the facade frames is a suggestive, but	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.

North Potomac Yard: Design Excellence Criteria  
June 29, 2020 PYDAC Meeting  
Building 20

			contemporary reinterpretation of warehouse buildings of the era of North Potomac Yard - industrial giving way to innovation. Tall floor to floor heights support an appealing proportion of building facade elements, provide flexibility for the future, and are an attractive addition to the master plan portfolio for innovation district office tenants.	Staff recommends the additional integration of the north penthouse architecture with the south penthouse through extension of the north cornice datum element around the south penthouse form, possibly through the use of outriggers, to create a strong shadow line that will reinforce the curvilinear geometry of Potomac Avenue.
--	--	--	---	---