

North Potomac Yard: Design Excellence Criteria
 June 29, 2020 PYDAC Meeting
 Building 18

Criteria	Text	Yes / No	Applicant Notes	Staff Response
C-1	A variety of open spaces are provided.			
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, and the building design responds to the Metro Plaza.	No- Staff finds the current design of Metro Plaza does not achieve a significant level of design or create a unique sense of place that contributes to the overall identity of the Innovation District. Continue to refine the design and create a unique space within the network of open space. This could be creatively achieved through interactivity between the landscape and the adjacent Building 18.
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	Block 18 is directly adjacent to the Metro Station and Metro Plaza. As such, it will support the activation of that space with a through-lobby and ground floor retail space facing Metro Plaza. Roof terraces occur at the seventh and roof level for office tenant access.	Staff agrees with the applicant's assessment and overall mix of open space elements met the intent of the Design Excellence Criteria. However, staff would encourage continued refinement of Metro Square's design to create a unique local identity and support a mix of activities.
C-2	An active public realm (streets, sidewalk, streetscapes).			

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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	Prominent retail space with glass storefront along the east, north, and west facades is provided at the ground floor to serve the building occupants and pedestrian traffic created by the adjacent Metro Station.	Staff agrees with the applicant's assessment and ground floor uses and design elements met the intent of the Design Excellence Criteria
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. 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 overall streetscape design elements met 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	Yes	Service and garage entries will have a crossing that is flush with the sidewalk	No: Continue to work with staff on the proposed widths and

	realm and pedestrian experience while remaining as unobtrusive as possible.		and made of the same material to make them pedestrian friendly.	treatments of loading and garage entrances. Where possible, widths for the entrances should be minimized, and the design of loading and parking entrances needs to be seamlessly integrated into the design of the building.
C-3	Inclusive design of buildings and open spaces.			
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	Block 18 will be designed to meet or exceed the requirements of the Americans with Disabilities Act.	Staff agrees with the applicant's assessment and 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	Block 18 will have prominent retail uses along the Metro Plaza with outdoor seating opportunities to serve both the building occupants and engage a diverse range of people using Metro. Block 18 also seeks to provide a roof top amenity with indoor and outdoor space to take advantage of the prominent site at Metro Plaza and views to the NE of Washington, DC's monumental core.	No: Staff encourages the applicant team to continue refining the design of Metro Plaza to create an innovative and welcoming space that is visually interesting and encourages users to come back again and again to experience the space, including interactive design elements that embody the concept of innovation.
C-4	Utilitarian uses are thoughtfully integrated.	Yes		
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to	Yes	Building parking entry and loading has been located to the south side of the block away from building entries, and the width of the opening minimized. The parking garage entry is limited to 22'	Staff will continue to work with the applicant team to ensure the overall design and width of loading dock and garage

	eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.		curb cut, and the loading bays to 12' wide each. The sidewalk is a flush condition across all drive ways to prioritize pedestrian experience. Garage doors are recessed from the face of building and are incorporated into the architectural façade design The wall enclosing the parking ramp at the south facade will become a feature clad with a patterned and lit screen to provide interest and light to the bike path. The mechanical penthouse uses the patinated copper color and perforated screening elements to tie it closely to the façade.	entrances on building plans are consistent across the site. Provide information on the visual experience of the southern wall during daylight hours when most pedestrians and cyclists will pass the space. A lit screen is a strong design for nighttime visuals but may not provide visual interest during the daytime.
C-5	Building Signage is unique and identifiable.			
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 place, and innovative digital display signs that take advantage of technology	Not yet met: Staff is reviewing the first coordinated sign plan submission and will continue to coordinate with the applicant and PYDAC to finalize the signage proposal.

			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.	Not yet met: 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.	Not yet met: 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-6	Architectural Excellence.			
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	Block 18 embraces a horizontal massing. The building's linear nature is expressed by two shifted bars which culminate in a vertical expression at the north and south facades.	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 of the overall urban plan as well as the individual block context.	Yes	Block 18 will be a boutique commercial office building directly adjacent to the Metro Station as such it uses rich, dark materiality and transparent, glassy retail spaces to entice passersby. Finely crafted façade details will lend it a tailored quality unique in the district.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	The shifted bars of the massing create significant cantilevers at the north and south ends, generating interest and depth. The movement of the elevated Metro walkway along the east façade is	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.

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			mirrored in the architectural articulation of the skin. A series of chamfered mullions create a patterning that responds to the speed of the metro on the east façade and the more staid pedestrian movement along New Street A.	
C-6.4	Buildings read as holistic and comprehensible entities.	Yes	Block 18 uses the same series of mullions in different ways across the façade to create cohesion as well as difference and interest.	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	A patinaed copper-look metal creates a color accent within a dark bronze frame. Cantilevers provide opportunities for a rich overhead materiality and sheltered experience adjacent to retail.	Staff agrees with the applicant’s assessment and the building design meets the intent of the Design Excellence Criteria.