

North Potomac Yard: Design Excellence Criteria
 June 29, 2020 PYDAC Meeting
 Building 19

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	At the 2nd floor, three sizeable outdoor terraces are planned on the east side. All terrace designs are still in progress, additional detail to be provided with a later submission.	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	Three sizeable east side terraces (Along New Street A) are planned at the 2nd floor for residential residents use to provide a mix of active, social and passive uses. All terrace designs are still in progress, additional detail to be provided with a later submission.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-2	An active public realm (streets, sidewalk, streetscapes).			
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	Retail spaces are planned along Evans Lane and New Street A. The residential lobby is planned between the retail spaces at New Street A. Glass storefront with brick piers are designed to ensure the interior -exterior visibility and connection. Comfortable sidewalks are provided, with room to pass and pause, and benches are planned as places to rest.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage	Staff agrees with the applicant's assessment and the building

	infrastructure for pedestrians, bicyclists, and transit.		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.	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. The amenity zone 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 while remaining as unobtrusive as possible.	Yes	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.	Not yet met: The applicant should improve the garage/loading entrances by decreasing their width and placing them closer together to improve pedestrian experience. The design of these areas and their enclosing overhead doors should become an integral element of the building design.

				Staff does find the sidewalk treatment to be acceptable.
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	Design is in progress, additional detail to be provided with a later submission. Currently, tactile paving and bollards are planned at the intersections of the sidewalks, for better and safer pedestrian experience, including individuals with disabilities.	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	In progress, additional detail to be provided with a later submission.	Staff agrees with the applicant's assessment and the building design meets the intent of the Design Excellence Criteria.
C-4	Utilitarian uses are thoughtfully integrated.			
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	The garage entrance, the loading dock, utility and mechanical spaces, and the residential and retail trash room are all strategically located at the west side of Silver Meteor Avenue. The retail space along New Street A wraps around and continues into Silver Meteor Ave, and trees are also planned to shield the utilitarian uses. The revised design also reduced the width of the entrances, minimized the impacts to the pedestrian by providing flushed sidewalk condition, and improved the architectural design of the north end façade.	Not yet met: Staff finds that the location of the garage/loading entrances is acceptable but that they should be reduced in width and/or located closer to each other to improve the pedestrian experience. The design of all utility areas needs to be fully integrated into the building design in order to comply with the design excellence criteria. Sidewalk design and mechanical equipment design are acceptable.

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 to foster a sense of arrival in the Innovation 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-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.			

North Potomac Yard: Design Excellence Criteria
 June 29, 2020 PYDAC Meeting
 Building 19

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	The building is designed to express a clear composition; the dichotomy between the brick warehouse structure and the metal-clad towers. The play between these elements, including height, massing, and articulation, creates variation and visual interest, while also reinforcing the overall composition of the District.	Staff finds that although the building meets this criterion with regard to character, massing and articulation, the height of the building is not varied enough to meet all parts of this criterion. Additional setbacks of the upper storey(s) are encouraged to meet this criterion.
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	The design concept suggests the story of two buildings; an existing brick warehouse building and a future addition constructed of metal panel. This concept of a historic warehouse building expresses the character and history of the site as a former industrial railyard. Meanwhile the more modern metal panel additions represent a more contemporary aesthetic in line with the Innovation District. On the second level, large glazed openings define the building's amenity spaces which spill out onto the adjacent amenity courtyards and open towards the Metro Plaza.	Staff agrees with the applicant's assessment and the building meets the intent of this Design Excellence criteria.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	The building massing generates depth through a series of courtyards above the retail base. The primary courtyard overlooks the Metro Plaza and visually extends the open space beyond the street corner. Two additional smaller courtyards are carved between the	Staff finds that the overall expression of the building is still overly flat and over-simplified. Additional variation in height and increased depth are

			<p>tower volumes, creating visual depth and allowing light and air to penetrate down to the retail street level. The visual play between the metal-clad towers and the brick volume creates an additional level of richness and variety. The brick piers are furred out to create additional depth adjacent to the windows to add a sense of heaviness and mass to the structure. Additionally, balcony recesses allow for further visual depth and interest, including wood panel accents that add color and texture.</p>	<p>necessary in order to satisfy this criterion.</p>
C-6.4	<p>Buildings read as holistic and comprehensible entities.</p>	Yes	<p>The diagram of the massing is simple and holistic. The building is divided into two main pieces, an L-shaped brick structure and a U-shaped metal panel structure. The warehouse volume is detailed with simple, large multi-story openings, while the metal panel volume is detailed as a series of vertical slit openings. Together they represent the juxtaposition of a traditional and a modern warehouse aesthetic. A retail base sits below the tower volumes, allowing the retail to slide through independent of the structure above. The diagram of the building is clear and well-defined and reinforces the overall design strategy in the Innovation District.</p>	<p>Staff agrees with the applicant's assessment and the building meets the intent of this Design Excellence criterion.</p> <p>Staff finds that the articulation of the northern building is overcomplicated through the use of multiple vocabularies. The facades should be simplified to a singular expression, to reinforce the building parti.</p>
C-6.5	<p>Materials are used creatively, employ expressive and innovative</p>	Yes	<p>The red brick volume is detailed in a way to emphasize the heaviness of the brick</p>	<p>Staff agrees with the applicant's assessment and the building</p>

	<p>detailing and are consistent with the underlying building concept.</p>	<p>itself and the thickness of the window openings. Large, vertically oriented window detailing, with gridded mullions and metal channel headers, recalls the design of historic warehouses, reinforcing the industrial aesthetic and railyard history of the site. The brick base receives an enhanced level of detail to create texture and richness and activate the pedestrian experience. The vertical, dark grey metal panels on the tower volumes also recall an industrial aesthetic, but does so in a more contemporary and innovative way, suggesting that they were future additions onto the existing warehouse structure. On the one-story retail component, a raw, exposed concrete structure reinforces the industrial history of the site.</p>	<p>meets the intent of this Design Excellence criterion.</p> <p>Staff encourages applicant to add more expressive masonry detailing to this volume to more accurately reflect the historical quotation in the concept.</p>
--	---	--	--