ACKNOWLEDGEMENTS

- Adoption by Puyallup City Council
- 2019 update work completed by:
  - Puyallup Design Review & Historic Preservation Board
  - Allied8 Consulting Firm
  - City Planning Staff

ADOPTION

- April 24, 2006 adoption – Ordinance 2851
- July 9, 2019 update adoption – Resolution 2379
The City’s Vision for Downtown

Downtown Puyallup is the Heart of the City. It is a vibrant, safe, and attractive environment of residential life, commerce, and entertainment that provides services, amenities, and activities for people of all ages. The downtown built environment is a compatible mix of historic buildings and complementary new buildings made of durable, high quality materials. Downtown Puyallup is a pedestrian friendly environment that reflects Puyallup’s unique personality of culture, history, and identity in its building design, mix of uses, public spaces, amenities, and public art.
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PART 1. Introduction

1.A. The Goal of These Design Guidelines

The purpose of these Design Guidelines is to establish a flexible framework for creating diverse and high quality commercial, mixed-use, and multi-family residential construction projects in the Central Business District (CBD), Central Business District Core (CBD-Core), and Regional Growth Center Oriented Multi-family Residential (RM-Core) zones.

These Design Guidelines aim to achieve high quality building design and materials in Puyallup’s Downtown. The Design Guidelines are to be used in conjunction with the Puyallup Zoning Code (Title 20 PMC Code) and other applicable sections of the Puyallup Municipal Code (PMC), providing clear requirements for public rights-of-way and site and building requirements such as setbacks, lot coverage, landscape buffers, signage, and allowable land uses.

This document is organized by the different architectural components that may be required based on the project’s proposed size and scope of work. There are several potential project types; the following list provides overall goals for general project types:

- **All Development**: Allow flexible, innovative, and varied design approaches through interesting architectural forms for commercial and mixed-use development(s) that will enliven the pedestrian experience. Provide an architectural character that reinforces the ground floor retail activities, historic streetscape environment, and the overall existing character of Puyallup’s older building forms. For larger-scale buildings, create an architectural form and character that responds to the smaller, older buildings in Puyallup while allowing additional height and density in the downtown.

- **Significant Buildings**: Promote the preservation and renovation of older buildings, which are considered “character structures” or “historic buildings” as defined in this guideline document (see side bar). Maintain an appropriate character for all additions through proportioning of facades, emphasis on historic styles, detailing, application of facade materials, and attention to color palettes that are historic and/or replicate historic forms, elements and/or building character. Non-historic

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**Significant Buildings:**

1. “Character Structures” are defined as buildings constructed prior to 1949 that are located within the CBD, CBD-Core, or RM-Core zones.

2. “Historic Buildings” are defined as buildings that are listed on the National, Washington State, or Puyallup Register of Historic Places.
buildings adjacent to or in the vicinity of historic or character structures will be required to meet guidelines addressing historically sensitive design.

- **Parking Structures:** Reduce the visual and physical impacts of multi-level garage structures through landscaping, the use of high quality building materials and well-conceived façade composition (façade design) in the structure's street-facing façade, and the establishment of active uses adjacent to streets and public sidewalks.

- **Transition Areas:** In buildings abutting or across from residential zones, incorporate building scale, forms, elements, materials, and ground level detailing that reflect the character and design forms of the surrounding, smaller buildings.

- **Multi-family Residential Buildings:** Residential projects should have an active and direct link to the pedestrian street system, while maintaining an appropriate transition from public to private space.

### 1.B. How to Use These Design Guidelines

#### 1.B.1. Applicability:

In the CBD, CBD-Core, and RM-Core zones, any exterior work or new building square footage requiring a building permit may be subject design review according to the Downtown Design Guidelines based on the following thresholds:

**CBD and CBD-Core zones:**

1. New development projects (e.g. commercial, mixed-use, or multi-family residential)
   a. See 1.C for specific area and size thresholds
2. Exterior alterations, redevelopment or additions to existing buildings that affect:
   a. 25% of an exterior elevation that is a street or alley-facing façade; or
   b. 50% of an exterior elevation that is facing a side lot line or adjacent property

**RM-Core zone:**

1. New development projects (e.g. commercial, mixed-use, or multi-family residential)
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1. See 1.C for specific area and size thresholds.

2. Exterior alterations, redevelopment or additions to buildings established after February 28, 2017 that affect:
   a. 25% of an exterior elevation that is a street or alley-facing façade; or
   b. 50% of an exterior elevation that is facing a side lot line or adjacent property.

3. This guideline document shall not apply to pre-existing single-family residential development in the RM-Core zone.

1.B.2. Design Guidelines and Other Regulations
The Design Guidelines augment other basic design and development requirements defined in the following documents:

1. Puyallup Comprehensive Plan
2. Puyallup Municipal Code (PMC)
3. International Building Code

The Design Guidelines are to be used in conjunction with the Puyallup Zoning Code (Title 20 PMC Code) and other applicable sections of the Puyallup Municipal Code (PMC), providing clear requirements for public rights-of-way and site and building requirements such as setbacks, lot coverage, landscape buffers, signage, and allowable land uses. These Design Guidelines are aimed at achieving high quality building design and materials in Puyallup’s Downtown.

1.B.3. Properties Listed on Historic Registers
There are several properties in the City of Puyallup that are listed on the National, Washington State, and/or Puyallup’s Local Historic Registers. For properties located in the CBD, CBD-Core, or RM-Core zones that are listed on the National or State historic registers, proposed exterior alterations or additions meeting the criteria established in subsection 1.B.1 are subject to the City’s Downtown Design Guidelines.

Renovations and/or additions to properties listed on Puyallup’s local historic register are not required to meet the Downtown Design Guidelines; rather, these properties are subject to review by

To confirm if your property or adjacent properties are listed on a local, state and/or national historic register, please refer to the Historic Places map in Appendix 6.A.
PART 1. Introduction

the City’s Design Review and Historic Preservation Board (also known in these guidelines as the “Design Review Board” or “Board”) for consistency with Washington State Secretary of the Interior’s standards for rehabilitation and maintenance of historic properties (WAC section 254-20-100).

Per PMC section 21.22.030, change of use, construction of any new building or structure, or reconstruction, alteration, restoration, remodel, repair, moving, or demolishing any existing property on the Puyallup historic register is not permitted without review by the Design Review and Historic Preservation Board and without receipt of a “certificate of appropriateness”, or in the case of demolition, a waiver, as a result of the review.


This guideline document is divided into six parts:

1. Introduction
2. Significant Buildings
3. Building Design – Form and Massing
4. Building Design – Façade
5. Pedestrian Experience
6. Appendix

The applicability of Parts 2 through 5 are dependent upon the scope of work the proposed project. Each section includes a section stating the applicability of the section to a proposed project. In addition, each section includes intent statements, guidelines, and strategies; these three terms defined as follows:

1. Intent:
The statement of intent defines the purpose or goal for the design guidelines. It seeks to describe ‘why’ the guidelines that follow are important and what they are trying to achieve.

2. Guideline:
A guideline is a specific design parameter by which the intent may be achieved. It seeks to describe ‘what’ -the specific aspects of building design that should be considered and incorporated in compliance with the defined intent.
3. **Strategy:**
A strategy is a distinct design move that supports or expresses the intent of a guideline. It seeks to describe ‘how’ a guideline may be satisfied, while providing for design variety and flexibility. Some guidelines can be met by one (or more) of several strategies.

The appendix of this document includes maps showing the areas of applicability for the guidelines, information on the design review process, and definitions for key terms.

**1.B.5. Design Review Process**

When the scope of a project requires design review based on the criteria established in subsection 1.B.1, the applicant for a proposed project must use the design guidelines as a framework for the design of the project. Per PMC 2.29, a project may be reviewed by the Design Review and Historic Preservation Board or administratively by City staff based on the size and scope of work.

For Board-reviewed projects, the applicant may request a “pre-application” meeting with the Board prior to submitting a formal design review application. The pre-application meeting process allows the applicant to receive initial feedback from the Board before moving into a formal design stage.

The formal design review process involves review of a project by the Development Services Planning Division staff and the City’s Design Review and Historic Preservation Board. The general step-by-step process and submittal requirements for design review by the Board can be referenced in Appendix 6.B.
1.C. Required Guideline Chapters by Project Type

The table below is provided as a guide to applicant and is intended to help determine which chapters of the Downtown Design Guidelines document apply to a project based on the project type and proposed scope of work. Please note, a project may fall under more than one “project type” listed in the table below due to the scope of work, size/scale, location and surrounding property characteristics. It is recommended that the entire table be reviewed for applicability to a specific project.

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Chapters to use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Character Structure Renovation (built prior to 1949)</td>
<td>X X X X</td>
</tr>
<tr>
<td>Historic Structure Renovation (listed on a Historic Register)</td>
<td>X X</td>
</tr>
<tr>
<td>New construction located on either side of the same street (same block) as</td>
<td>X X X</td>
</tr>
<tr>
<td>one or more historic and/or character structure (see Part 2, 2.B.4)</td>
<td></td>
</tr>
<tr>
<td>New construction 10,000 square feet or larger</td>
<td>X X X X</td>
</tr>
<tr>
<td>Modification to existing structure 4,000 square feet or less in size, no</td>
<td>X</td>
</tr>
<tr>
<td>increase of square footage</td>
<td>X X</td>
</tr>
<tr>
<td>Addition to existing structure 4,000 square feet or more in size, before or</td>
<td>X</td>
</tr>
<tr>
<td>after construction</td>
<td>X X X X</td>
</tr>
<tr>
<td>New construction or additions greater than 3 floors, 35 feet in height</td>
<td>X X X X</td>
</tr>
<tr>
<td>New construction within transition areas, abutting or across from</td>
<td></td>
</tr>
<tr>
<td>residential zones</td>
<td>X X X X</td>
</tr>
<tr>
<td>Façade improvements</td>
<td>X X</td>
</tr>
<tr>
<td>Awning or canopy; new or replacement</td>
<td>X</td>
</tr>
<tr>
<td>Parking Structures</td>
<td>X X X X</td>
</tr>
</tbody>
</table>
PART 2. Significant Buildings

2.A. Design Intent for Significant Buildings

Some buildings in Puyallup’s downtown are of particular historic significance or character. “Character structures” include buildings and structures that were constructed prior to 1949. Renovations and/or additions should be consistent with the building’s time period and original design.

Renovations and/or additions to properties listed on the Puyallup’s local historic register are not required to meet the Downtown Design Guidelines; rather, these properties are subject to review by the City’s Design Review Board for consistency with Washington State Secretary of the Interior’s standards for rehabilitation and maintenance of historic properties (WAC section 254-20-100).

2.B. Design Guidelines and Strategies

2.B.1. Applicability and Requirements

1. This section applies to any proposed additions, alterations or renovations to the exterior of a character structure located within the City’s CBD, CBD-Core, or RM-Core zones.

2. This section applies to any proposed additions, alterations or renovations to the exterior of a character structure in downtown Puyallup.

3. This section applies to new buildings or renovation projects on a lot that is located on either side of the same street (of the same block), as one or more existing character structure or historic building; see Section 2.B.4.

4. When renovating an existing character structure, keep existing exterior materials and architectural elements, where possible.

5. Maintain design forms, elements, and materials consistent with the character structure. When new elements are applied, such as pedestrian weather protection, the new building element may be modified as necessary to maintain the integrity of the historic architecture.

6. Identify and incorporate dimensions and/or forms of the character structure for use in any new addition(s) to the structure.

7. Maintain and reinforce the historic character by using
appropriate materials, patterns, forms, and detailing of all elements of the building.

8. Identify 2-3 architectural elements or dimension lines that tie older, existing buildings to new buildings.

9. Provide a transition between old and new buildings by accepting some shared building elements and architectural features.

2.B.2. Renovations
Maintain the overall character and scale of character structures, while updating projects to current code requirements. Consider the following strategies:

1. Maintain overall massing and proportions;
2. Preserve existing form modulation;
3. Preserve existing façade materials or, when necessary, use high quality and complimentary materials;
4. Maintain existing roof forms;
5. Restore or reuse historic storefront design elements; and/or
6. Restore or reuse historic windows, if feasible.

2.B.3. Additions
Reflect and reinforce the overall historic character when adding new square footage to the side, rear, or top of an existing character structure. Consider the following strategies:

1. Identify and incorporate dimensions and datums of the character structure for use in any new addition(s) to the structure;
2. Maintain overall scale and proportions of character structures;
3. Minimize visual impact to existing structures by setting back new upper stories and/or rooftop additions;
4. Reflect design forms and/or elements of the existing façade, such as weather protection, bay windows, roof or balcony projections and/or recessed elements in the addition; and/or;
5. Use high quality materials consistent with the character structure, particularly on street-facing facades and facades adjacent to a character structure.
2.B.4. Adjacent Development

When renovating or building new construction on a lot that is located on either side of the same street (of the same block), as one or more existing historic building or character structure, consider how best to reflect and reinforce the overall historic character of the block. Consider the following strategies:

1. Identify and incorporate dimensions and datums of the character/historic structure for use in any revision or new structure;

2. Reference the overall scale and proportions of character/historic structures in massing and/or façade articulation;

3. Where adjoining or abutting a character/historic structure, minimize visual impact to existing structures by setting back new upper stories and/or rooftop additions;

4. Use high quality materials that complement the character/historic structure, particularly on street-facing facades and facades adjacent to a character structure.
PART 3. Building Design—Form and Massing

3.A. Design Intent for Downtown Building Form and Massing

It is the intent of this section to achieve the following:

• Promote new design opportunities, forms, and overall massing that support the vision of a dense, pedestrian-friendly downtown through the incorporation of setbacks/offsets in building massing and/or horizontal modulation.

• Integrate large new buildings into their surroundings by reducing structural bulk and massing.

• Balance the increase of building height and mass through additional public open space requirements.

• Emphasize building elements at pedestrian-oriented streets, civic open spaces, historic or character buildings and areas affording visual orientation opportunities in order to improve wayfinding. Incorporate special building forms, building materials, signage, lighting, public plaza(s), and/or larger sidewalk areas at these key sidewalk locations, street intersections and civic or pedestrian oriented locations.

• Reinforce the existing historic character of the City of Puyallup through the use of flat roofs (less than 3:12 pitch) and special cornice treatments.

• Encourage parking garage structures to be efficiently designed while requiring the reduction of both perceived building bulk and views of the parked cars.

• Provide a transition between larger and smaller buildings by using a combination of setbacks, incorporating smaller forms, and/or providing varied massing elements in the larger building.

• Implement height transitions and/or setbacks abutting or across the street from smaller-scaled residential zones and/or historic/character structures.

• Reflect and incorporate portions of the overall massing and/or form of older buildings while allowing larger projects to be constructed.
3.B. Design Guidelines and Strategies

3.B.1. Applicability and Requirements

1. This section applies to:
   a. All new projects 10,000 square feet or larger.
   b. Renovation projects defined as buildings 4,000 square feet or greater, before or after construction.
   c. All new buildings or additions greater than three (3) floors or 35 feet in height.
   d. All new additions or new buildings on a lot that is located on either side of the same street (of the same block) as one or more historic and/or character structures.
   e. All new parking structures.
   f. All new buildings within transition areas, abutting or across from residential zones.

2. New buildings 10,000 square feet or larger:
   a. Must comply with Site and Neighborhood Context (3.B.2) and Exterior Public Space, Interior Galleria or Arcade Space (3.B.7), as well as a minimum of two additional guideline sections from this chapter.
   b. Must provide a transition to smaller adjacent buildings by using a combination of setbacks, incorporating smaller forms, and/or providing varied massing elements in the larger building.

3. Parking Structures:
   a. Must comply with Site and Neighborhood Context (3.B.2) and Building Scale and Bulk (3.B.3), Height (3.B.4), Setbacks (3.B.5) and Modulation of Building Form (3.B.6) to reduce the overall visual impact of the garage mass, bulk, and scale.
   b. A combination of setbacks and landscaping and/or visual screening devices are required to reduce the overall visual impact of the garage mass, bulk, and scale.
   c. Parking structures at street intersections/ corners and at ground-level facing sidewalks require special considerations. See also Sections 4.B.1.4, 5.B.1.3, and 5.B.9.

4. New buildings in transitions areas, abutting or across from residential zones:
   a. Mitigate building scale and bulk and modulation of building

5. Buildings containing only residential uses shall consider the size and character of the occupiable exterior space between the building facade and the public right-of-way in the building form and massing. Exterior amenity spaces are to provide visual interest both residents and pedestrians.

   a. Where the building form creates exterior ground-floor amenity space(s), provide a landscaped or architectural transition between the private space and adjacent public spaces.
   
   b. Provide a landscape or architectural buffer between ground-floor units and a public sidewalk.
   
   c. Provide a landscape or architectural buffer between adjacent or facing ground-floor units.

3.B.2. Site and Neighborhood Context

Determine appropriate building form and/or modulation of building massing for the site, taking into consideration:

1. Size of lot;
2. Scale of lot relative to adjacent lots;
3. Scale of neighboring buildings;
4. Proximity to character structures and/or historic buildings;
5. Adjacency to pedestrian oriented streets;
   
   a. Relationship to existing open spaces, and whether additional ground level and/or upper level setbacks could be warranted.

6. Relationship to transition zones and whether additional upper level setbacks might be warranted; and
7. Relationship to solar access and potential of shadow impacts.

3.B.3. Building Scale and Bulk

To reduce the scale of large buildings relative to their context, consider the articulation of building form with all or some of the following strategies:

1. Break a large building into smaller masses, elements, and forms using horizontal or vertical offsets and/or changes in materials.
   
   a. Articulation of ‘base’, ‘middle’ and ‘top’ may be used to
express distinct areas of a building.

b. Upper floors may be setback from lower floors or a ‘base’ that scaled to relate to neighboring context.

c. Setbacks of the building ‘footprint’ or perimeter may be introduced to express a distinct building mass.

d. Bay windows and/or recessed/extended porches may be used to break up the building mass.

2. If larger massing is necessary to achieve development goals, changes in materials and variation in windows and other devices are required to reduce the scale of the larger building mass.

a. See Sections 3.B.4 (Height), 3.B.5 (Setbacks), and 3.B.6 (Modulation of Building Form) for design strategies that may reduce perceived building mass.

3.B.4. Height

Consider stepping down height of a new building where appropriate in relation to:

1. Residential and Transition zones;
2. Adjacent historic and/or character structures;
3. Adjacent civic spaces;
4. Shadow impacts on pedestrian streets.

3.B.5. Setbacks

1. Step back a new building where appropriate in relation to:
   a. Residential zones, to reduce scale of larger buildings relative to smaller buildings;
   b. Adjacent to historic and/or character structures;
   c. Adjacent to civic spaces to reduce shadows.

2. Any building greater than three (3) floors or 35 feet in height (whichever is less) will:
   a. Provide a minimum 5-foot setback and a maximum 10-foot setback at the story where 30 feet in height is reached and for all stories above.
   b. The setback can incorporate exterior porches, balconies or other usable exterior spaces on public street frontages.

3. A building with a height greater than the street right-of-way width it fronts upon should incorporate a setback either at the
second level or top level of the building in order to reduce the sense of mass of the building.

3.B.6. Modulation of Building Form

1. Horizontal Patterns
Reinforce horizontal character of adjacent structures with all or some of the following strategies:
   a. Building height
   b. Ground-level and/or upper level setbacks
   c. Scale and/or proportion of floor plates
   d. Roof forms and/or roof articulation.

2. Corner Buildings
This design criterion is particularly applicable at important pedestrian intersections. While it may not be appropriate for all buildings to emphasize/articulate their corners, consider relationship of building to city block.
   a. Use prominent visual/physical form(s) to assist with wayfinding in the urban environment.
   b. Reinforce larger, important civic spaces and places through the articulation of building forms, elements, and massing.

3. Roof Articulation
Incorporate a flat roof (less than 3:12 pitch) with cornice or parapet articulation in the overall building form.
   a. Secondary and/or ancillary building elements can have pitched, arched/bow roofs, and/or gable forms.
   b. Flat roofs are optional for buildings in transitional zones.

4. Development Adjacent to Historic or Character Structures
Provide a transition between old and new buildings by incorporating some shared building elements and architectural features. New, larger projects have the following options for establishing a transition to adjacent or abutting older and smaller structures.
   a. Detailing of new projects should incorporate 2-3 forms, materials, details, and/or other building elements present in adjacent transitional zones to achieve consistency along street frontages.
   b. Incorporate horizontal or vertical dimensions, and/or
proportions that reference or reflect older existing buildings within the block.

c. Incorporate scale elements in the new building form(s) and/or elements that can be seen in older existing buildings within the downtown core.

3.B.7. Exterior Public Space, Interior Galleria or Arcade Space

1. Create active, pedestrian friendly civic gathering spaces adjacent to large buildings for seasonal use and associated building activities.

2. Enhance and expand upon pedestrian weather protection through the inclusion of seating areas and adjacent landscape features to create a lively civic outdoor environment.

3. Arrange massing to offset increased height where feasible. Do not place civic spaces on the north side of multi-story, large building projects.

4. For all new or renovation projects of 10,000 square feet or greater (before or after construction), provide 5-10% of the building’s total gross square footage of retail and commercial space to serve as exterior public plaza, expanded sidewalk zone(s), interior arcade, or galleria space.

5. Provide for midblock pedestrian walkways at full-block developments that are 200’x200’ or larger.
PART 4. Building Design – Façade

4.A. Design Intent for Downtown Building Façades

It is the intent of this section to:

- Promote appropriate detailing and embellishment of façade(s) to reduce the impacts of scale and size of a large building project, while allowing for variation and flexibility in design.

- Incorporate multiple building features such as cornices, weather protection elements, signage bands, and other elements to reinforce the pedestrian scale, ground floor orientation, and visual continuity to abutting buildings.

- All new non-party-wall elevations should have well-composed facades, including massing, modulation, windows, materials, and details.

4.B. Design Guidelines and Strategies

4.B.1. Applicability and Requirements

1. Required at all new street-facing elevations, and revisions of existing façades, as applicable by section 1.B. For character structures, see Part 2.

2. A minimum of two strategies are to be used from the list below, including ones defined under Façade Composition, Horizontal Articulation, Modulation, Window Design, Materials and Façade Features.

3. New buildings larger than 10,000 square feet are to comply with Façade Composition (4.B.2) and Façade Materials (4.B.6), as well as a minimum of two additional guideline sections from this chapter.

4. Parking Structures:
   a. Must comply with Façade Composition (4.B.2) and Façade Materials (4.B.6), as well as a minimum of two additional guideline sections from this chapter.
   b. A combination of façade composition, high quality materials, landscaping and/or visual screening devices are required to reduce the overall visual impact of the garage mass, bulk, and scale.
5. New buildings containing only residential uses shall consider how building entry, unit entries, unit windows and exterior amenities spaces inform the street-facing façade.

a. Provide defined paths to building entry and/or unit entries from public sidewalk.

b. Ground-floor units whose entry faces a public right-of-way or pedestrian sidewalk, shall have a defined private entrance (e.g. recessed, covered or raised as a stoop).

c. Units with ground-floor windows or relites facing a public right-of-way shall consider lines of sight and facade design opportunities to enhance unit privacy.

d. Upper-floor units which include street-facing exterior spaces or decks shall consider how the following architectural components contribute to the façade composition: recesses, projections, railings, and/or privacy screens.

4.B.2. Façade Composition

Create a complimentary façade composition, particularly at street-facing facades. Consider all or some of the following strategies described in more detail throughout these design guidelines:

1. Setbacks and modulation of building form (see 3.B.5 and 3.B.6)

2. Articulation of horizontal patterns and datums (see 4.B.3)

3. Modulation of building façade (see 4.B.4)

4. Windows – scale and sizes, distribution and groupings, and detailing (see 4.B.5)

5. Façade Materials and Details (see 4.B.6)

6. Rhythm or Weather Protection (see 5.B.5)

7. Signage (see 5.B.7)

4.B.3. Horizontal Articulation of Façade

1. Identify important horizontal datums, where appropriate;

2. Reinforce cornice line of the building; or

3. Reinforce the pedestrian experience ground-floor street-facing façade.

Relite defined: windows or translucent panels above doors or high in a partition wall intended to allow natural light to penetrate into a building.
4. Select a minimum of two building elements that articulate the façade design.

5. Also consider the strategies in sections 5.B.5 Weather Protection and 5.B.7 Signage.

4.B.4. Façade Modulation (Façade scale)

1. Modulation is defined as the design manipulation of larger building elements, in order to:
   a. Reduce scale of large building facades or reinforce a building scale appropriate to the adjacent street frontage and neighboring buildings;
   b. Reinforce the character of a building’s mass for form; and
   c. Add interest along the street.

2. Consider the use of all or some of the following architectural forms or elements:
   a. Façade recesses, such as porches or recessed decks or balconies;
   b. Façade projections, such as bay windows;
   c. A variety of window sizes; or
   d. Roof cornice articulation.

4.B.5. Window and Glazing Design

Enhance the building façade design with window layout.

1. Recommended at all street-facing facades.

2. Create an interesting rhythm and/or pattern of windows. Consider the following strategies:
   a. A variety of window sizes and types (e.g. fixed vs. operable);
   b. Incorporate individual and/or groupings of windows to create horizontal or vertical articulation;
   c. Consider recessed windows and/or projecting bay windows to add shadows and texture; and
   d. Consider high-quality detailing, integration of windows with siding and/or trim.
4.B.6. Façade Materials
Enhance building façade appearance and visually reduce building bulk by incorporating an appropriate variety of high-quality materials. This guideline should be emphasized at all elevations, particularly street-facing facades. Consider all or some of the following strategies:

1. Composition – use a combination of materials to create an interesting composition.
   a. A minimum of two different materials is required, each a minimum of 30% of the façade.
   b. Consider these elements:
      i. Scale – use a combination of materials to reduce the scale of large facades
      ii. Texture – incorporate materials that create shadow lines
      iii. Detailing
      iv. Color

2. High quality materials – use natural high quality materials, in all building elevations that face a street or alley.
   a. High quality materials are required at ground floor level facing commercial areas and/or pedestrian oriented streets.
   b. Where building is adjacent to a historic and/or character structure, align the height of the high quality materials with the height of the adjacent development pattern. For example, where a historic structure is two or three stories, apply high quality materials to this height.
   c. At all street-facing facades, a minimum of 60% of the area of the elevation plane at all upper level floors are required to be high quality materials.
   d. All street-facing materials must be installed such as a way that they will wear well over time with normal maintenance.
   e. High quality materials are defined as natural materials that convey permanence, and include:
      i. brick and stone masonry,
      ii. glass,
      iii. cast in place concrete,
iv. pre-cast concrete panels,
v. metal cladding, including flush panel, corrugated, and lap sidings
vi. concrete masonry units, including smooth, ground-face, and split-face,
vii. wood siding and wood panels,
viii. through-color fiber cement,
ix. phenolic siding products,
x. cement plaster stucco with appropriate control joints

f. Avoid vinyl, plastics, and EFIS (synthetic stucco)
g. New or specialized building materials not identified here will be considered on a case by case basis and will be evaluated for quality, durability, maintenance, design intent and compatibility with context and design guidelines.

3. Where high quality materials don’t wrap side elevations, propose thoughtful transitions between various siding strategies.

4. Maintain and reinforce the character of nearby historic and character structures by incorporating appropriate scale, materials, patterns, forms, and detailing into elements of the new building.

5. Enhance ground-level street-facing facades with high-quality vandal resistant materials, where possible.

6. For parking structures:
a. Incorporate high quality materials in the exterior materials and/or screening to allow light to penetrate into the garage while reducing the view(s) of parked cars from public spaces and rights of way, and
b. Utilize similar materials, forms, and elements in both the garage and occupied portions of the building.
PART 5. Pedestrian Experience

5.A. Design Intent for Downtown Pedestrian Areas

- Enhance visual interest as well as visibility and safety at all ground floor space(s) adjacent to public sidewalks.

- Where sidewalks align with or serve retail uses and/or pedestrian amenities, enhance wayfinding and opportunities to stand protected from weather or sun.

- Incorporate visual screening devices into parking garages to screen parked cars and enhance pedestrian activity and safety.

- Improve the pedestrian experience by reducing the visual impact of blank walls using embellishment, particularly along sidewalks.

- Where residential units are located at the ground-floor facing a public right-of-way, find an appropriate balance between the screening of unit windows and outdoor amenity spaces (for some privacy) and the exposing of the building facade to create connection and visual interest along a sidewalk.

5.B. Design Guidelines and Strategies

5.B.1. Applicability and Requirements

1. This section applies to all new construction and additions.

2. Façade improvements to buildings located on pedestrian oriented streets are subject to sections 5.B.3 and 5.B.5.

3. Parking structures:
   a. Must comply with Blank Wall Treatment – Street Facing Facades (5.B.8) and Strategies for Parking Garage Entrances and Parking Structures (5.B.9)
   b. Facades facing sidewalks shall include ground level retail/commercial spaces, storefront windows, displays and/or setbacks with landscaping or architectural screening.
   c. Building corners facing sidewalks should include ground level retail uses including storefront windows and/or displays.
d. Shield views of the parked automobiles from the sidewalk areas in all locations not covered by corner treatment defined above.

4. New buildings with ground-floor residential units:
   a. Private exterior amenity spaces or yards facing a public right-of-way or sidewalk shall provide a visual buffer using landscaping and/or decorative fencing or trellis to provide a privacy buffer which is still interesting and engaging of the street.
   b. Unit windows facing a public right-of-way, shall consider lines of sight and design opportunities to enhance unit privacy as well as pedestrian experience, including
      i. Changes in elevation so units are not right ‘at grade’
      ii. Outdoor spaces, e.g. porches or patios;
      iii. Screening, e.g. planters, benches, or trellises;
      iv. Landscaping and hardscaping

5.B.2. Wayfinding Elements and Strategies. Recommended at all street-facing facades.

1. Consider some or all of the following strategies:
   a. Special building massing forms
   b. Façade composition
   c. Weather protection at primary entry
   d. Lighting
   e. Signage

2. Use prominent visual/physical form(s) to assist with wayfinding in the urban environment.

3. Reinforce larger, important civic spaces and places through the articulation of building forms, elements, and massing.

4. Reinforce the horizontal character of abutting structures using cornice and weather protection elements.

5. Signage bands or stand-alone signs can be standard flat sign panels or incorporated into a more artistic logo created through the use of sculptural elements (also refer to City of Puyallup Sign Code).
5.B.3. **Ground Level Transparency**
Provide safety and a warm and inviting atmosphere.

1. Encouraged at new commercial and retail spaces at ground-level street-facing facades on major street frontages.
2. Encouraged at building entries and doorways for safety and an open and inviting atmosphere.
3. Provide glazed doorways where appropriate.
4. A minimum of 60% transparency within the pedestrian view plane should be achieved for commercial and/or mixed-use developments.
5. A minimum of 30% transparency within the pedestrian view plane should be achieved for ground floor residential buildings.
6. For character structures, see Part 2.

5.B.4. **Building Entries**
Enhance public safety while reducing opportunities for vandalism. Building entries include commercial building entries, residential building entries, garage entries, fire exits, and service/utility access. This strategy is required at all street-facing façades.

1. Align primary building entries with pedestrian points of access. Consider transit stops, cross walks, public open spaces, and/or building design (massing and façade) strategies.
2. Avoid locating garage entries and building services (utility and/or trash rooms) along the primary pedestrian façade.
3. Primary building entries and lobbies:
   a. Provide defined paths to building entry from public sidewalk.
   b. Consider how façade design, weather protection, lighting, signage, and site design (hardscaping and landscaping) contribute to building entry experience.
   c. Building entries and lobbies should include high quality materials.
4. Residential unit (or building) entries should provide a visual transition from the sidewalk including:
   a. Changes in elevation, e.g. stoops;
b. Outdoor spaces, e.g. porches or patios;
c. Screening, e.g. planters, benches, or trellises; and
d. Landscaping and hardscaping

5. Provide screens, rolling doors, or other devices to reduce or eliminate small recessed/sheltered areas at non-public doorways where loitering and/or vandalism could occur.

6. Incorporate Crime Prevention Through Environmental Design (CPTED) principles in the design of a building’s ground level and surrounding site areas. Principles include: “Eyes on the street” for public surveillance, direct sight lines to building or garage entries, use of glazing in stairs and elevators, use of a variety of pedestrian and building lighting, minimize physical obstructions (over 30 inches tall or wide), eliminate dark garage or doorway refuge areas, and/or provide clean and inviting public spaces.

5.B.5. Pedestrian Weather Protection
Improve the downtown pedestrian experience through weather protection. Weather protection can be achieved by use of a canopy or awning as described in the guidelines below.

1. Pedestrian weather protection required at:
   a. Adjacent to transit stops
   b. Properties located in the CBD-Core zone.
   c. At new primary building entries and at new ground floor commercial
   d. All new nonresidential projects located outside CBD-Core are encouraged to incorporate pedestrian weather protection.

2. Proposed weather-protection should meet the following strategies:
   a. High quality materials
   b. 5-foot minimum depth. Breaks or notches may be necessary to accommodate street lights, light poles, etc.
   c. Continuous sidewalk coverage should be utilized to the furthest extent possible for properties located in the CBD-Core zone.
   d. Canopies and awnings should be designed to a size, shape and module to fit and enhance the building’s

Note: improvements within the public right-of-way require City approval.
Canopy is defined as a permanent rigid roof or structure extending over doors and windows with the purpose of providing shade or shelter from weather conditions and/or embellishment of the façade.

Awning is defined as an overhead roof or structure consisting of a fixed or movable frame covered with a fabric or material surface, usually sloped, extending over doors and windows with the purpose of providing shade or shelter from weather conditions and/or embellishment of the façade.

articulation and fenestrations. They should not obscure or cover ornamental or architectural features of the building (i.e., rooflines, arches, cornice, banding, etc.).

e. Canopies:
   i. Canopies should be constructed using high quality materials such as steel and/or other metals.

f. Awnings:
   i. Awnings should have open ends and bottom, called “shed awnings”, to minimize obstructed views of the storefront and building features.
   ii. Architectural fabric, in a matte finish suitable for outdoor use, should be used and cover the front of the awning frame. Awnings should be UV-resistant. Awnings made of shiny or high-gloss materials are discouraged.

g. Transit Stops: When transit stops are abutting the site, provide seating and weather protection as part of the facade and/or sidewalk design (coordinate with Pierce Transit).

5.B.6. Lighting
1. Provide lighting to create an inviting and safe pedestrian environment.

5.B.7. Signage
1. Signage bands or standalone signs can be standard flat sign panels or incorporated into a more artistic logo created through the use of sculptural elements (also refer to City of Puyallup Sign Code, PMC 20.60).

5.B.8. Blank Wall Treatment – Street Facing Facades
Improve the pedestrian experience by reducing the visual impact of blank walls through the use of embellishment, particularly along sidewalks.

1. Avoid black walls along sidewalks and pedestrian areas.

2. Incorporate multiple materials and a varied layout within any facades containing walls without modulation over 30 feet in length or 400 square feet in area to create visual interest, choose one:
a. Variety of material types (2 minimum), color, texture and/or accents. Accent materials must cover a minimum of 20% of the area of the wall and may include glazing, relief artwork, or painted murals; or
b. Painted murals for firewalls or party walls; or
c. Vine wall or evergreen screen contained within a 3 feet minimum width planting bed. Metal or wood vine structure (trellis or wire/vine system) should be at least 7 feet high placed every 10 feet on center along length of wall. Each bed must be irrigated and planted with climbing vines and groundcovers sufficient to cover the trellis within three (3) years.


1. Vehicular garage entries and vehicular service areas should be located on a building facade(s) facing away from the primary street.
   a. Where building is adjacent to an alley, locate garage entry/exits from alley, unless unfeasible. If unfeasible, please clarify why and/or how.
   b. If no alley exists, locate garage entry/exits behind and/or as far from the primary pedestrian entry and/or primary ground-floor use.

2. Minimize size and visual impact of the entry portal.

3. Primary garage elevator entry should be visible and accessible from the public sidewalk.

4. Glaze all stairwells and elevator shafts and provide direct access to sidewalks.

5. Facades facing sidewalks shall include
   c. ground level retail/commercial spaces,
   d. storefront windows/displays, and/or
   e. setbacks with landscaping or architectural screening.

6. Building corners facing sidewalks shall include ground level retail uses including storefront windows, and/or displays.
PART 6. Appendix

6.A. Maps

6.A.1. Design Review Zones
The following figures demonstrate the areas in the City of Puyallup where the guidelines apply. The guidelines apply to the Central Business District (CBD), Central Business District-Core (CBD-Core), and Regional Growth Center Oriented Multi-Family Residential (RM-Core) zoning designations, which are designations located within the City’s two Regional Growth Centers (RGC): Downtown and South Hill. In addition, the guidelines apply to RM-20-zoned properties located within the City’s Downtown Planned Action Area (See Figure 2). Please refer to Figure 1 for a map showing the location of RGCs in the City and Figures 2 and 3 for maps of zoning within each of the RGCs.

Figure 1: Areas of Guideline Applicability
Figure 2: Downtown Puyallup – Areas Subject to Design Guidelines

The map features are approximate and are intended only to provide an indication of said features. Additional areas that have not been mapped may be present. This is not a survey. Orthophotos and other data may not align. The County assumes no liability for variations ascertained by actual survey. ALL DATA IS EXPRESSLY PROVIDED AS IS AND WITH ALL FAULTS. The County makes no warranty of fitness for a particular purpose.

Guideline Applicability
- Red: Guideline Applicability
- Blue: Water body
- Grey: City Boundary
- Green: Roads
- Yellow: Railroads
- Green: Tax Parcel

Zoning Designations
- OP: Professional Office
- CB: Community Business
- CBD: Central Business District
- CBD-CORE: Central Business District Core
- CG: General Commercial
- CL: Limited Commercial
- RM-10: Medium Density Multiple-Family Residential
- RM-20: High Density Multiple-Family Residential
- RM-CORE: RGC Oriented Multi-family Residential
- RS-06: Urban Density Single-Family Residential
- RS-08: Medium Density Single-Family Residential
- PF: Public Facilities
- FAIR: Fair
- ML: Limited Manufacturing

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Figure 3: South Hill – Areas Subject to Design Guidelines
There are fourteen (14) properties in the City of Puyallup that are listed on the National, State, and/or Puyallup registers of Historic Places. Figure 4 below provides a table of all fourteen properties, addresses, and the registers they are listed on. The locations of those listed properties within the downtown area are shown on the map in Figure 5. Please note, not all fourteen properties are shown within the extent of the map.

*Note: These properties are not shown within the extent of the map in Figure 4.

<table>
<thead>
<tr>
<th>MAP NUMBER</th>
<th>BUILDING NAME</th>
<th>ADDRESS</th>
<th>YEAR BUILT</th>
<th>NATIONAL REGISTER</th>
<th>WA STATE REGISTER</th>
<th>PUYALLUP REGISTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Christ Episcopal Church</td>
<td>210 5th St SW</td>
<td>1926</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>2</td>
<td>Meeker Mansion</td>
<td>312 Spring St</td>
<td>1888</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>3</td>
<td>Tribune Building</td>
<td>200 S Meridian</td>
<td>1909</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>4</td>
<td>Peace Lutheran Church</td>
<td>214 E Pioneer</td>
<td>1892</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>5</td>
<td>Puyallup Assembly Center (Washington State Fairgrounds)</td>
<td>110 9th Ave SW</td>
<td>1942</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>6</td>
<td>Karshner Building</td>
<td>124 S Meridian</td>
<td>1915</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>7</td>
<td>Pihl Brothers Building</td>
<td>101 S Meridian</td>
<td>1911</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>8</td>
<td>Knight Building</td>
<td>300 N Meridian</td>
<td>1911</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>9</td>
<td>Powerhouse Pub/PSE Electric Railway</td>
<td>454 E Main</td>
<td>1907</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>10*</td>
<td>Lotz, J.H., House</td>
<td>1004 2nd Ave NW</td>
<td>1891</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>11</td>
<td>Puyallup-Tacoma Transit Company</td>
<td>107 W Stewart</td>
<td>1908</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>12</td>
<td>Stewart - Brew House</td>
<td>219 5th Ave NW</td>
<td>1889</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>13*</td>
<td>Benkovich House</td>
<td>518 9th St Sw</td>
<td>1924</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>14*</td>
<td>State Fish Hatchery</td>
<td>1429 14th St SW</td>
<td>1949</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
Figure 5: National, State, and Local listed properties in the City of Puyallup
6.8. Design Review Process
When the scope of a project requires design review based on the criteria established in subsection 1.B.1., the applicant for a proposed project must use the design guidelines as a framework for the design of the project. Per PMC 2.29, a project may be reviewed by the Design Review and Historic Preservation Board or administratively by City staff based on the scope of work. The flowchart in Appendix 6.D. may be referenced to determine the required review process.

For Board reviewed projects, the applicant can request a “pre-application” meeting with the Board prior to submitting a formal design review application. The pre-application meeting process allows the applicant to receive initial feedback from the Board before moving into a formal design stage.

The formal design review process involves review of a project by the Development Services Planning Division staff and the City’s Design Review and Historic Preservation Board. The general step-by-step process and submittal requirements for design review by the Board are as follows:

1. Pre-application meeting with Board
   a. Submittal
      i. Submittal may be informal but must include scaled drawings of the proposal and a narrative of how the project meets the guidelines.
      ii. Pre-application meeting request and materials must be submitted to the Development Services Department at least two (2) weeks in advance of the Board’s regularly scheduled meeting.
   b. Board Meeting
      i. Applicant or representative must be present to respond to potential questions at the Board meeting and receive feedback. No formal decision will be rendered at this point in the process.
      ii. Applicants may request additional pre-application meetings with the Board to receive additional feedback prior to formal design review submittal.

2. Formal design review application submittal
   a. Submittal
      i. Application form available on the City’s website.
      ii. Design review application form and required attachments must be submitted through the Development Services Permit Center; please see application form for complete list of submittal requirements.
      iii. Application is recommended to be submitted and reviewed concurrently with an associated land use permit, if applicable.
   b. City Planning staff review
i. The City’s Development Services Planning Division staff conduct preliminary review of the application and provide analysis to the Board for consideration in their review of the application.

c. **Design Review Board meeting and decision**
   
   i. Meeting is held with the Design Review Board and a decision is rendered at that meeting, unless additional time or information is required.
   
   ii. Applicant or representative must be present to respond to potential questions at the Board meeting.
6.C. Definitions

1. Abut/abutting: A building or object that is directly next to another building or property.

2. Arcade: An exterior walkway that is covered above by building floors and/or a continuous series of porches or a roof form, not just a roof element.

3. Arched or bow roof: A roof form that is not a plane or a constant slope/pitch and resembles a curved form.

4. Articulation: The design and/or detailing of architectural elements (cornice, grouping of windows, material bands) that create visual interest and embellishes the façade.

5. Awning: an overhead roof or structure consisting of a fixed or movable frame covered with a fabric or material surface, usually sloped, extending over doors and windows with the purpose of providing shade or shelter from weather conditions and/or embellishment of the façade.

6. Canopy: a permanent rigid roof or structure extending over doors and windows with the purpose of providing shade or shelter from weather conditions and/or embellishment of the façade.

7. Character Structure: Buildings constructed prior to 1949 that are located within the CBD, CBD-Core, or RM-Core zones.

8. Crime Prevention Through Environmental Design (CPTED): A series of design and planning principles that identify design actions which, when applied, have the potential for reducing criminal activity and improving quality of life. These principles incorporate both physical and non-physical patterns within the design of a site or building.

9. Datum: A reference used in the alignment of building elements such as storefronts, awnings, floor heights, windows, and roof cornice.

10. Design guidelines: A set of design goals, elements, intentions and/or design directions, which often are divided into chapters that describe building types, building size and city districts. The Design Guidelines define a set of particular design directions or concepts that identifies a broad set of design patterns, building characteristics or forms for a particular community/place.

11. Façade features: Building elements within a façade including, but not limited to, windows, doors, art elements, awnings, signs, light fixtures, and planter boxes, as well as changes in materials that create distinctive areas/forms within a façade.

12. Galleria: A large and open interior public space within a building, typically open to the roof, and which often has pedestrian circulation on the upper floors facing into the interior space.

13. Glazing: Glass or mostly transparent material such as plastics, resins, etc.

14. Historic cornice or Intermediate cornice: The area of a building where the roof and façade planes intersect, or where an intermediate floor plane and façade intersect, and which is
typically embellished to articulate the top or intermediate floor elevation behind the façade, respectively.

15. **Historic Building**: Buildings listed on the National, Washington State, or Puyallup Register of Historic Places.

16. **High quality materials**: Durable, long-lasting, vandal resistant materials.

17. **Historic character**: The design forms, elements, details and materials that were used in the construction of a building at a particular time in history.

18. **Mass/massing/visual mass/building bulk**: The overall three-dimensional volume of a building.

19. **Modulation**: The recessing back or projecting forward of a portion of a building face or roof within specified intervals of building width and depth, as a means of breaking up the apparent bulk of the building’s continuous exterior walls.

20. **Party wall**: A wall that is shared by or that separates two abutting buildings and that typically serves as a firewall.

21. **Pedestrian oriented streets**: located in the CBD-Core zone.

22. **Pedestrian realm**: The sidewalk, streetscape, and larger visual landscape or cityscape that is visible to a person from a particular vantage point.

23. **Pedestrian view plane**: the horizontal area between two feet and eight feet above the exterior grade.

24. **Relite**: windows or translucent panels above doors or high in a partition wall intended to allow natural light to penetrate into a building.

25. **Roof plane**: The location of a roof, which is flat and/or is defined by its slope/pitch, relative to the ground or first floor of a building.

26. **Schematic design package**: A set of architectural drawings supported by other documents required by the city that includes; an overall site plan and block plan; all building façade elevations - rendered; a floor plan for each floor; a roof plan; and typically two to three full building sections that clearly describe the design intent, materials to be used, dimensions, and other design elements to be provided (such as exterior lighting, awnings, signage and/or other exterior features).

27. **Setback (vertical offset, vertical planes, “wall plane setback”)**: A change or modulation in the location of vertical planes of a building façade relative to property lines and/or foundation location.

28. **Solid-to-void area**: A dimensional and square foot area composed of repeated (often similar) building elements such as windows, that creates a distinctive pattern within a building façade.

29. **Special Treatment**: The incorporation of specific design elements such as landscaped decks, terraces, porches, and/or the embellishment of the facade through the use of
different materials within the façade to further articulate the space between two buildings or masses.


31. **Vine wall:** A fence or trellis structure that allows vines to grow and intertwine themselves around the mesh to provide a vegetative screen.

32. **Visual continuity:** A repetition of building elements, dimensions, or other characteristics that provides common patterns or thematic elements that are shared or visible within a group of buildings, along a street, or around a park or plaza.

33. **Visual legibility:** The use of repeated building elements, forms, signs, lighting elements, etc., that are easily visible and that identify or define a particular place, neighborhood, street, or district within a larger urban environment.

34. **Visual orientation/wayfinding:** Use of a series of visual cues and/or clues to locate oneself and one’s destinations within an urban environment, campus environment, or large building complex. Such cues may include signage and other graphic communication, clues inherent in a building’s spatial grammar, and logical space planning, as well as audible communication, tactile elements, and provisions for special needs users.