CHAPTER 4:

DESIGN GUIDELINES
PURPOSE OF THE DESIGN GUIDELINES

These are the Design Guidelines referenced in Recommendation R4-1 that should be followed when development or redevelopment takes place in the subarea. These design guidelines are similar to those included in the 2003 Subarea Plan but exclude the items directly referencing the office and zones since all the commercial areas are now mixed use. New service uses design guidelines have been included. These guidelines also apply to the commercial properties east of York Avenue and new development on the property south of 124th Street.
SECTION 4.1:
RESIDENTIAL DESIGN GUIDELINES

STREET ELEMENTS
Maintain the informal character of the right-of-way.

The established streetscape is one of the most important aspects of a neighborhood in terms of its overall character. Eastlake’s residential streets are wide and without sidewalks, creating a quiet, rural quality. This tradition should continue.

Maintain the traditional character of alleys.

Alleys accommodate service functions and provide pedestrian connections and secondary vehicle access. Alleys contribute to the character of the neighborhood, especially in the manner in which small buildings and fences define their boundaries. The traditional scale and width of alleys should be maintained.

Provide access to parking from an alley, when feasible.

In much of the neighborhood, parking traditionally was located in detached garages with access from alleys. This approach should be encouraged.

SITE PLANNING
Maintain the traditional character of a front yard.

A front yard begins at the public sidewalk, continues to the semi-private porch and ends at the front door. This sequence enhances the pedestrian environment and contributes to the character of the neighborhood; it should be maintained.
Orient the **front of a building to the street**.

A typical house faces the street and is often sheltered by a one-story porch. This helps to establish a sense of scale and to “animate” the neighborhood. It is a feature that should be maintained.

**Maintain the line of building fronts** on the block.

A front yard serves as a transitional space between the “public” sidewalk and the “private” building entry. In many blocks, front yards are similar in depth, which contributes to a sense of visual continuity. This is a key feature and, therefore, maintaining this line is important.

**Minimize the visual appearance of parking areas** through buffering, set-backs and other tools.

The inappropriate design of parking areas can have a negative impact on the neighborhood. In order to enhance the pedestrian-orientation of the neighborhood, the visual impacts of cars should be minimized. The best ways are to set parking areas back from the front of a house or integrate them into its design. The goal in creating on-site parking should be to devise a design solution that does not negatively impact the pedestrian quality of the neighborhood, for example by using screening techniques such as landscaping and berms.

A **fence** should be in character with those seen traditionally.

Typically, where fences were seen, they were used to enclose side and rear yards. They were low and appeared semi-transparent. Wood pickets or thin metal members were typical. This pattern should continue.
BUILDING MASS, SCALE AND FORM

A building should **reinforce a sense of human scale** in the neighborhood.

The traditional scale of single-family houses dominates the area, enhancing the pedestrian-friendly character of the streets. To the extent possible, new construction should maintain this human scale. While new buildings are typically larger, new construction should not be dramatically larger for the visual continuity of the neighborhood.

**Building forms** should be similar to those seen traditionally.

A similarity of building forms also contributes to a sense of visual continuity. In order to maintain this feature, a new building should have a basic form that is similar to that seen traditionally.

**Roofs** should appear similar to those seen traditionally in the neighborhood.

The character of the roof is a major feature of buildings in Eastlake. When repeated along the street, the repetition of similar forms contributes to the sense of visual continuity. This should be maintained.

BUILDING MATERIALS

**Building materials** should appear similar to those used traditionally in the neighborhood.

Building materials of new structures and additions to existing structures should contribute to the visual continuity of the neighborhood. They should appear similar to those seen traditionally to establish a sense of visual continuity. Roof materials should be similar to those used traditionally in the neighborhood.
ARCHITECTURAL CHARACTER

A new building should be visually compatible with traditional structures without being a direct copy.

Porch elements should be similar to those seen traditionally.

Features such as one-story porch elements which define entries, columns, posts and brackets contribute to the sense of character of the street and add visual interest for pedestrians. The continued use of these elements with new construction is encouraged.

Window and door designs for new buildings should be similar to those seen traditionally in the neighborhood.

The similarity of window and door size and location between buildings contributes to a sense of visual continuity along the street. In order to maintain this existing character, new buildings should incorporate typical window and door proportions and placements seen traditionally.

SECONDARY STRUCTURES

Locate a secondary structure to the rear of the lot behind the primary structure.

When they were used, sheds and garages were relatively simple. The tradition of detached secondary structures is encouraged because this reduces the overall perceived mass of building on the site.
**Building forms** should be similar to those seen traditionally.

A similarity of building forms also contributes to a sense of visual continuity. In order to maintain this feature, a new secondary structure should have a basic form that is similar to that seen traditionally.

**Roofs** should appear similar to those seen traditionally in the neighborhood.

The character of the roof is a major feature of buildings in Eastlake. When repeated along the street, the repetition of similar forms contributes to the sense of visual continuity. This should be maintained.

**ADDITIONS**

Design an addition to be *compatible with the main house*.

When planning an addition, consider the effect the addition will have on the existing building. The addition should be recognized as a product of its own time and the loss of the building’s traditional features should be minimized. A design for a new addition that would create an appearance inconsistent with the original character of the building should be discouraged.

A new addition should be *compatible in mass, scale and form* with the primary building.

An addition to an existing structure can radically change its perceived scale and character if inappropriately designed. Keeping the size of the addition small, in relation to the main structure, will help minimize its visual impacts.
Use **roof forms and roof pitches** on additions that are compatible with the main house.

In the example at left, the additional roof structure is not the same as the original pitch, but it is compatible and therefore acceptable.

A **roof-top addition** should not visually overpower the primary structure.

Additional space can be created by adding dormers to an attic, “saddle” dormers or “camelbacks” to cottages or “monitors” on Bungalows. If these alterations are designed to be in proportion with the main structure, they may have a smaller design impact on the structure compared with other approaches.
SECTION 4.2:
MIXED USE DESIGN GUIDELINES

URBAN DESIGN
A project should be designed for the pedestrian at a human scale and provide visual interest along the street.

Old Town Eastlake should continue to develop as a pedestrian-oriented environment. Streets, sidewalks and pathways should encourage walking, sitting and other pedestrian activities; buildings should be visually interesting to invite exploration of the area by pedestrians. Existing pedestrian routes should be enhanced.

New streetscape elements should be designed to reflect the traditional character of the neighborhood.

Street furnishings, including bicycle racks, waste receptacles and light standards, are features that did not appear traditionally in the neighborhood. It is important that the character of these elements not impede one’s ability to interpret the traditional character of the area. Street furniture should be simple in character. Street lights within the commercial areas should be compatible with the traditional character of Eastlake.

Maintain the traditional character of alleys.

Alleys accommodate service functions and provide pedestrian connections and secondary vehicle access. Alleys contribute to the character of the neighborhood, especially in the manner in which buildings define their boundaries.

Provide access to parking from an alley, when feasible.

In addition to providing service access to businesses in the Eastlake commercial area, alleys typically provided some parking. The alleys parallel to First and Second Streets are shared between commercial and residential users. This arrangement should continue.
**Face buildings towards the street** on First Street and Lake Ave.

Those along First Street were set back from the right-of-way to maintain consistency with adjacent residences. Traditionally, a building was oriented with its primary wall planes in line with the parcel’s property lines. Since most buildings were rectangular in form, this siting pattern helped reinforce the image of the grid street pattern. These traditional patterns of building alignment and orientation should be maintained. Buildings in the Lake Avenue commercial area were traditionally aligned immediately at the inside walkway edge.

Maintain the traditional character of **site and building lighting**.

The character and level of lighting is a special concern, especially for security issues. It should, however, be a subordinate element. Traditionally, most exterior lights were relatively low in intensity and were shielded with simple shades. This overall effect should be continued.

The **visual impacts of parking areas** should be minimized.

The automobile played a less prominent role when Eastlake was originally laid out so parking was not a major consideration. The visual impact of new parking areas should be minimized through screening, berms and other design techniques.

**BUILDING MASS, SCALE & FORM**

**Building forms** should be similar to those seen traditionally.

One of the most prominent unifying elements of the commercial area is the similarity in building forms. Commercial buildings were simple rectangular solids, deeper than they were wide, typically one- to two-stories in height. This characteristic is important and should be continued in new projects. Commercial roof forms typically appeared flat and had parapets.
Buildings should appear similar in scale to buildings found traditionally in the area.

Patterns are created along the street by the repetition of similarly-sized building elements. For example, uniform facade widths evenly spaced along the street create a rhythm that contributes to the visual continuity of the area. These features and similar patterns are some of the most important characteristics of the commercial area and should be respected in all projects.

BUILDING MATERIALS

Building materials should be similar to those used traditionally in the area.

Materials used in the area should appear similar to those used traditionally. Brick is the most common material for traditional buildings in the commercial area; however, wood and stucco were also used.

ARCHITECTURAL CHARACTER

Architectural features should be used with restraint.

The diversity of facade elements greatly contributes to the character of the commercial streets in the Eastlake neighborhood. In particular, windows, details, ornaments and cornice moldings reoccur frequently. Architectural details on new buildings should be similar in scale and reflect the simple character of those seen traditionally.

Maintain the traditional character and diversity of storefront designs seen in the area.

Traditionally, buildings in the commercial area were simple in character. Regardless of stylistic treatment, a new building should appear simple in form and detail, in keeping with the Eastlake tradition. Buildings should be visually compatible with older structures in the area without being direct copies of traditional buildings.
**Building entrances and windows** should appear similar to those used traditionally.

An entrance is an important character-defining feature of a commercial structure. It gives scale to a building and provides visual interest to the composition of a facade. Windows, their openings, proportions and treatments should be similar to those seen traditionally.

**Mechanical equipment, service areas and security devices** should be screened or otherwise visually minimized.

New technologies in heating, ventilating and telecommunications have introduced mechanical equipment where they were not seen traditionally. Service areas, including loading areas and storage areas for trash and recycling containers, are also site functions not seen traditionally. Whenever feasible, the visual impacts of such systems should be minimized through screening or other design techniques so the traditional character of the area or building is not negatively affected.

**SIGNS**

**Signs** should be developed with the overall context of the building and the neighborhood in mind.

A sign typically serves two functions: first, to attract attention and second to convey information. If it is well designed, the building front alone can serve the attention-getting function, allowing the sign to be focused on conveying information in a well-conceived manner. All new signs should be developed with the overall context of the building and the district in mind.

**A sign should attract business** but not detract from the visual appearance of the street.

Signs in Eastlake should be human scale and not inhibit the flow of pedestrian traffic. They should not overpower the building facade or detract from the streetscape.
SECTION 4.3:
SERVICE OVERLAY URBAN DESIGN GUIDELINES

RELATION TO MIXED-USE DESIGN GUIDELINES

Because the service overlay zone is also in the mixed-use zone, the mixed-use design guidelines generally apply to the service overlay zone, with the following exceptions:

URBAN DESIGN

**Building forms** should be similar to those seen traditionally.

Eastlake has a number of service businesses that are economically thriving, and recognizes that service uses have particular spatial requirements. The Subarea Plan supports these uses but recommends that they should generally be in keeping with the mixed use design guidelines. Deviation from those guidelines may be allowed in order to accommodate the service use, but should still be in line with the scale, form and materials so that it does not detract from the community’s character.

**Setbacks** may deviate from the standard commercial setbacks in order to accommodate the specific needs of a service business.

Businesses in the service overlay zone may be set back further from the street than the zero lot lines recommended in the mixed-use design guidelines in order to accommodate particular needs, parking and clearances necessary to run a service business.

**A sign should attract business** but not detract from the visual appearance of the street.

Because the service overlay zone allows different setbacks, signs do not have to be attached to the facade of the structure. However, signs should be human scale and not inhibit the flow of pedestrian traffic. They should not overpower the building facade or detract from the streetscape.