

Exhibit E – Evaluation of Technical Committee Recommendation to Design Standard Principles and Planning Commission Criteria

	10 Design Standard Principles (City Council & Makers)	Integration with the Historic Core Character	Impact Economic Conditions & Balance Community, Business, and Property Owner Interests	Encourage Mobility in Historic Core and Downtown	Implications on Parking Opportunities	Integration with the Downtown
Policy & Vision: 1. Enhancing clarity, conciseness, and terminology including geographic boundaries for application of the Historic Core policy and code.	↑	↑	↑	—	—	↑
	In general, the amendments clarify the Historic Core’s policy support for all of the principles.	The enhanced clarity and use of terminology strengthen integration with the character found in the Historic Core.	The amendments maintain Old Town’s support for economic conditions and emphasize support specific to the Historic Core. Comments from the community and from business and property owners have been incorporated into the amendments.	The amendments to terminology do not change current policies related to mobility.	The amendments to terminology do not change current policies related to parking.	The Historic Core is recommended as an overlay within the Old Town zone. In this manner, policy and code regarding the Old Town and Downtown continue to apply. The Historic Core overlay provides additional specificity within this context.
Policy & Vision: 2. Clarify intent & goal of the Historic Core that clearly describes architecture and design for new development that is compatible with the Historic Core as a district and does not mimic historic design to portray a false sense of history.	↑	↑	↑	↑	—	↑
	Similarly, the recommended intent and goal of the Historic Core supports all of the principles.	Clarifying the intent and goal of the Historic Core enhances policy support for the Historic Core character that spans over 100 years with traditional downtown development and prevents the creation of a false sense of history.	Emphasizing that new development complement the historic character allows for some flexibility in architecture and design.	The amendments maintain the current allowed uses that include a variety of commercial uses and those that are pedestrian-oriented such as for restaurants and retail. The intent and goal support a vibrant pedestrian experience and therefore have opportunity to further encourage mobility, particularly for pedestrians in the Historic Core and in Downtown.	Similarly, the intent and goals do not directly address parking opportunities though do maintain support for development to plan for and integrate parking onsite.	The amendments to the Historic Core intent and goal foster integration with Downtown and with the Old Town zone. As an overlay, the Historic Core would maintain its uniqueness, a character that is compatible with the district, and through new development, have architectural and design character with similarities to surrounding portions of the Downtown and Old Town.

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Policy & Vision: 3.Policies should call for design standards that result in economically viable buildings, preserves opportunities for employment uses such as at the second floor, and maintains encouragement for pedestrian-oriented uses at ground floor.	↑	↑	↑	↑	—	↑
	Though the policy amendments support all of the principles, those regarding design standards particularly support principles 1, 2, 4, 5, 7, 8, 9, and 10.	The policy amendments address standards that facilitate strong integration with the Historic Core as a district.	While the policy amendments support the design standards that are located in the Zoning Code, they do not address economic viability of individual buildings. Instead, the policies address district-wide support, similar to policies regarding the Old Town zone and Downtown.	The policy amendments maintain support for economic vitality and pedestrian-oriented uses at the first story. Pedestrian-oriented uses have the potential for also encouraging mobility, particularly walking within the Historic Core and Downtown.	The amendment maintains current policy regarding economic vitality for the Old Town and Downtown. This has potential for increasing the number of employment and pedestrian oriented uses and therefore also the number of people visiting businesses within the Historic Core. Though development will be required to provide adequate parking facilities on site for employment as well as residential uses, it is possible that people will choose to park in locations that create impacts on others. In addition, the requirement for onsite parking associated with commercial uses has potential to create additional opportunities for public parking in the central portion of the Downtown.	The amendment maintains current policy that is consistent with the vision for Downtown and Old Town. These also account for integration or commonalities and complementary character between adjacent Downtown zones. The Historic Core will be located within the Old Town zone, and being at its northeastern edge, will be adjacent to the Anderson Park and the Town Square zones. For example, current policy DT-3 highlights character and integration across zones.

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Policy & Vision: 4. Remove the inserted word “potentially” from the Historic Property definition	—	—	—	—	—	—
	The word “potentially” was recommended for amendment though is now recommended for removal. The modification is a temporary clarification that will be further addressed during a subsequent amendment process specific to analysis of citywide cultural resources including archaeological and historic resources.					
Downtown Density Limit: Remove the residential density requirement within the Historic Core; refer to the remaining regulations involving bulk, height, parking, and all other development standards for new development.	↑	↑	↑	—	—	↑
	The recommendation would support redevelopment of smaller, individual parcels and could, in general provide policy support for principles 1, 2, 3, 4, 5, 7, 8, 9, and 10.	The recommended amendment does not directly address architecture and design. Though, the recommended amendment would rely on the Historic Core plan for standards regarding bulk, height, and other design standards. Therefore, the amendment supports integration with the Historic Core character.	The recommendation for removing the density limit could increase economic support for property owners wishing to redevelop smaller, individual parcels.	The recommendation would not positively or negatively impact mobility. However, development would be conditioned to provide infrastructure improvements as needed and to provide for onsite parking that meets the demands created by the uses associated with the new structure(s).	The recommendation would maintain the requirement for development to provide onsite parking based on the Old Town standards and by use classification. Development would ensure that density would be calculated based on the parcel and building’s ability to provide adequate parking.	The recommendation’s support for redevelopment of smaller, individual parcels could support enhanced integration with Downtown such as through the replacement of structures that are vacant or underutilized and do not currently support the pedestrian’s experience.

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<p>Building's Exterior Material: 1. Clarify whether design is compatible and complementary, or uses exact traditional materials.</p>	↑	↑	↑	—	—	↑
	The recommended amendments (21.62.020.M.4 Architectural and Design Character) call for traditional, timeless architecture and design that is of human-scale proportions and is gracefully sited in its location. This demonstrates support for principles 1, 2, 4, 5, 7, 8, 9, and 10.	Also within section 21.62.020.M.4 Architectural and Design Character, the recommended amendments call for architecture, design, and treatments that are respectful of the historic and traditional character of structures within the Historic Core.	The recommended amendments provide for flexibility in addition to guidance for compatibility and traditional design. By providing clear guidance along with flexible opportunities for innovation and use of other materials, the recommendation has potential for supporting a balance between economic interests and other interests such as historic character and preservation.	The recommendations support maintaining the unique and traditional character of the Historic Core as well as the long-term preservation of historic landmarks. This unique character has potential for encouraging local and destination shopping and tourism.	Similarly to aspects described above, maintaining and enhancing the unique character of the Historic Core has potential for increasing local vibrancy and therefore increasing demand on parking. However, required onsite provisions for parking per development also has potential for creating additional choices for public parking, particularly while visiting commercial businesses in the Downtown, Old Town, and the Historic Core.	The recommended amendments maintain support for the unique character of the Historic Core and allow for flexibility including use of modern exterior building materials. This blending of traditional and modern architecture and design has potential for enhancing the relationship between structures within and adjacent to the Historic Core.
<p>Building's Exterior Material: 2. Allow supplemental modern building materials that are durable, sustainable, and address the users' visual experience. Consider allowance or location-specific or use-specific allowance of substitute materials that have a natural appearance and location-specific or use-specific allowances</p>	↑	↑	↑	—	—	↑
	The recommendation would emphasize a high-quality pedestrian experience while supporting some flexibility, particularly site-specific flexibility for exterior building material and would, in general provide policy support for principles 2, 3, 5, 7, 8, 9, and 10.	The recommendations call for materials that are compatible with those used on landmark and historic structures in the Historic Core including high-quality masonry.	Flexibility of materials above the third story or starting at the second story when a building steps back from the first story has potential to provide support for economic interests. Maintaining a traditional, high-quality, and engaging pedestrian environment through the use of distinctive material particularly at the first story also has potential for balancing other interests such as for architecture and design that is complementary to historic and traditional structures within the district.	Emphasizing a high-quality pedestrian experience at the first story has the potential to enhance pedestrian mobility and use of bicycles within the Historic Core. The respective amendments could increase the desirability of the Historic Core for shopping and tourism and therefore, increase the number and variety of trips taken to, within, and from the district.	This recommendation does not directly affect parking opportunities though similarly to aspects mentioned above, has potential to increase both demand and opportunity for parking in the Historic Core.	The recommendation supports a horizontal transition of material from the building's first story to the upper stories. Modern material at the upper stories is likely to be compatible with both the Historic Core's character as well as new construction in proximity to the district. The use of traditional material at the first through third stories also has potential for compatibility with landmark and other historic structures within the Historic Core.

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Building's Exterior Material: 3. Provide allowance for use of concrete, polished concrete block, use of material as window framing, and use of material around utilitarian façades, such as extending for 20' along facade.	↑	↑	↑	—	—	↑
	The recommendation supports and provides guidance for use of these materials and would, in general provide policy support for principles 2, 3, 4, 5, 7, 8, 9, and 10.	The use of concrete, particularly as an accent and underlying material is consistent with the traditional and historic character of buildings within the Historic Core. By extending the use of traditional material along a portion of utilitarian facades, the pedestrian experience may be maintained while also mitigating the maintenance of high-quality material in higher-intensity use portion of the building.	The recommendation considers economic interests and other interests including traditional and historic character and compatibility by allowing for additional materials and use of accent materials. Similarly, the allowance for use of other materials at utilitarian facades supports the longevity and maintenance of these building portions.	Similarly to aspects described above, the combination of flexible and traditional use of materials has potential to emphasize a high-quality pedestrian experience and recognizes the need for utilitarian uses and portions of buildings within the urban environment.	This recommendation does not have direct impact on parking opportunities.	The use of other material such as concrete and polished concrete block may be found throughout the Downtown. Allowing opportunities for this material can demonstrate compatibility with structures featuring these materials such as in Old Town and adjacent zones. Additionally, the use of concrete as an accent material such as at a window sills has potential for enhancing compatibility with existing landmark and historic structures within the district and other portions of the Downtown.