

July 11, 2018

**Via Email**

**TO:** Pete Benavage, Chairman of the Beauregard Design Advisory Group and  
Members of Beauregard Design Advisory Group (“BDAC”)

**RE: DSUP #2017-0019**  
**2000 N. Beauregard Street**  
**Memorandum Addressing BDAC Presentation July 23, 2018**

Dear Chairman Benavage and Members of BDAC,

We have been requested to provide 1) an Outline of our upcoming presentation to BDAC on July 23, 2018; and 2) Responses to Staff comments listed in the June 21, 2018 memorandum to BDAC regarding certain architectural elements of the proposed 2000 N. Beauregard Development. Please find below both the outline and the development team responses to Staff comments dated June 21, 2018.

1) Outline of the Presentation:

Please note the July 23<sup>rd</sup> presentation may slightly deviate from the outline below in terms of content and/or organization.

I. Introduction—Comments received at the last BDAC meeting on June 25th will be addressed throughout the presentation.

II. Architecture

A. Northern façade

1. Comparison Elevation (Before/After)
2. Precedent Image and Materials Review
3. Perspectives Highlighting Materials
4. Blow-up/detailed images of design feature: Garage Screen

B. Western façade

1. Comparison Elevation (Before/After)
2. Precedent Image and Materials Review
3. Perspectives Highlighting Materials
4. Blow-up/detailed images

C. Southwestern façade

1. Comparison Elevation (Before/After)
2. Precedent Image and Materials Review
3. Perspectives Highlighting Materials and including amenity building

July 11, 2018

4. Blow-up/detailed images of design feature: Lobby relocation, more brick, vertical orientation and amenity building

D. Southeastern facade

1. Comparison Elevation (Before/After)
2. Precedent Image and Materials Review
3. Perspectives Highlighting Materials

2) Responses of Staff Comments: (Note: Staff Comments are in italics and Applicant responses are in bold.)

*A. Parking Garage Screening:*

*The wall of the parking garage structure which faces the townhomes to the north should be screened in a manner which presents a visually attractive façade and ensures light from within the garage does not spill out onto adjacent homes, including interior lights and vehicular headlights. Possible design options to consider include:*

- *An opaque screen system which blocks lighting; and/or*
- *The use of pediments or low walls to block headlights; and/or*
- *The strategic alignment of interior lights to direct light inwards and ensure no outward light spillage.*

**Response: For the parking garage screening material, the Applicant proposes solid precast panels with articulated openings. The openings have been minimized and will include screen/angled louvers to prevent light spillage. The internal garage lighting will be directional in nature. The Applicant intends to provide the minimum number of lights/least amount of luminosity required by the building code.**

*B. Continued refinement of the curved building (facing Seminary Road):*

*Architectural Emphasis: Given the prominent location of the curved building along Seminary Road, and its designation as a gateway element and façade, staff encouraged the applicant to explore refinements to the design of the curved building to create a stronger visual presence. Architectural refinements to consider include:*

- *Emphasis on the building parapet: the building design utilizes a sweeping parapet wall to highlight the curve of the building. Explore architectural treatments to greater emphasize the parapet wall.*
- *Use of white frames on the curved building: given the clear and structured window pattern along the curved building, consider exploring revisions to the brick applique boxes (visually appear as white frames) to create a more structured relationship between the brick applique and the building design.*

**Response: An emphasis on the building parapet has been created through the use of stepped, different-colored banding. Through this banding, an overall stepping gesture is created which extends to the highest pinnacle point of the building. Additionally, the use of projected cornices further emphasizes the stepping gesture, which also ascends towards the highest point of the building. These stepped elements create a unique building character.**

*C. Building Differentiation:*

*Given the unique opportunity of one structure proposing two independently functioning residential buildings on one site, staff encouraged the applicant to explore design options which would provide greater visual interest and distinguish the two structures while maintaining a cohesive architectural presence. Design considerations to create a visually dynamic composition could include:*

- Complimentary but different colors of materials between the two building elements;
- Different proportions of colors and/or materials between the two building elements; or
- Inverting the location of colors and/or materials of the two building elements.

**Response:** The Applicant proposes to incorporate different materials, colors and proportions to differentiate the east and west buildings. The east building includes the signature curved façade, featuring white horizontal projections that render dynamic character by means of a sweeping curve. Additionally, the ribbed profile of the corrugated metal panel complements the horizontal nature of the signature curve. In contrast, the west building does not curve and includes more brick than the east building and also includes warm-colored cementitious fiber board panels which are intended to integrate with the architectural character of surrounding existing buildings.

*D. Pool/Amenity Building:*

*As the location of the amenity building had been settled with the previous submission and presentation to BDAC, staff and the committee had asked the applicant to provide further architectural refinement of the building to ensure the amenity building could serve as a strong compliment to the adjacent multi-family building. Options to consider included:*

- Explanatory elevations and perspectives to better understand the relationship of the amenity building to the multi-family building; and
- Stronger architectural details to emphasize the height of the amenity building relative to the multi-family building.

**Response:** The amenity building includes a similar use of materials, colors and proportions as the main building, which reinforces the overall character of this development. The amenity building forms the gateway into the site by visually connecting both entrances of the residential lobby and amenity building lobby by using similar storefront systems and metal canopies. The tall, vertical metal paneled wall at the west end is intended to create a terminating point to the curving gesture of the main building.

*D. Upper Floor Stepback: The Beauregard Small Area Plan and Design Guidelines encourage the use of various approaches, such as “building setbacks, building shoulders, landscape buffers and/or courtyards” to preserve height transitions between new buildings and existing neighborhoods. As the northern portion of the building faces an existing community, staff encouraged the applicant to further explore their initial design to create a stronger visual setback along the top floor of the multi-family building. Potential considerations included:*

- Establishing a deeper physical setback along the top floor;
- Realigning interior units to create a more narrow unit and provide outdoor balconies for a small number of units on the top floor;
- Explore the use of building shoulders to emphasize a setback or other architectural features;
- Additional architectural treatments to visually reduce the presence of the units on the top floor of the multi-family building.

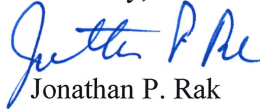
**Response:** While the Applicant studied it carefully, reducing the building at the upper floors would eliminate dining rooms of the potentially-impacted units; however, the Applicant has proposed a darker color façade for the top floors, which will visually recede from the bottom warmer color materials. Additionally, Per the Design Guidelines Chapter 4, the use of landscape buffers and/or courtyards are also suggested as ways to allow for building transitions to existing neighborhoods. The Applicant is providing a substantial landscape buffer along the northern property boundary

July 11, 2018

**which will include the retention of existing mature trees. The Applicant has also incorporated BDAC's suggestion of moving the parallel road along the northern property boundary to the south, allowing for a large, landscaped open space area that will serve as a buffer for the townhomes within Seminary Heights. Finally, as demonstrated on the site tour of the property, the building was designed so that there is a substantial distance between the proposed building face and rear face of the existing townhomes. For example, through the use of the courtyard, garage and vehicular circular drive along the northern side of the building, the buffer is increased as the proposed building face is setback well beyond the property line and the nearest townhomes to the north.**

Please, feel free to reach out with any questions or for additional information.

Sincerely,



Jonathan P. Rak

cc: Rob Kerns, AICP, Development Division Chief, P&Z  
Maya Contreras AICP, Principal Planner, P&Z  
Sara Brandt-Vorel, AICP, Urban Planner, P&Z