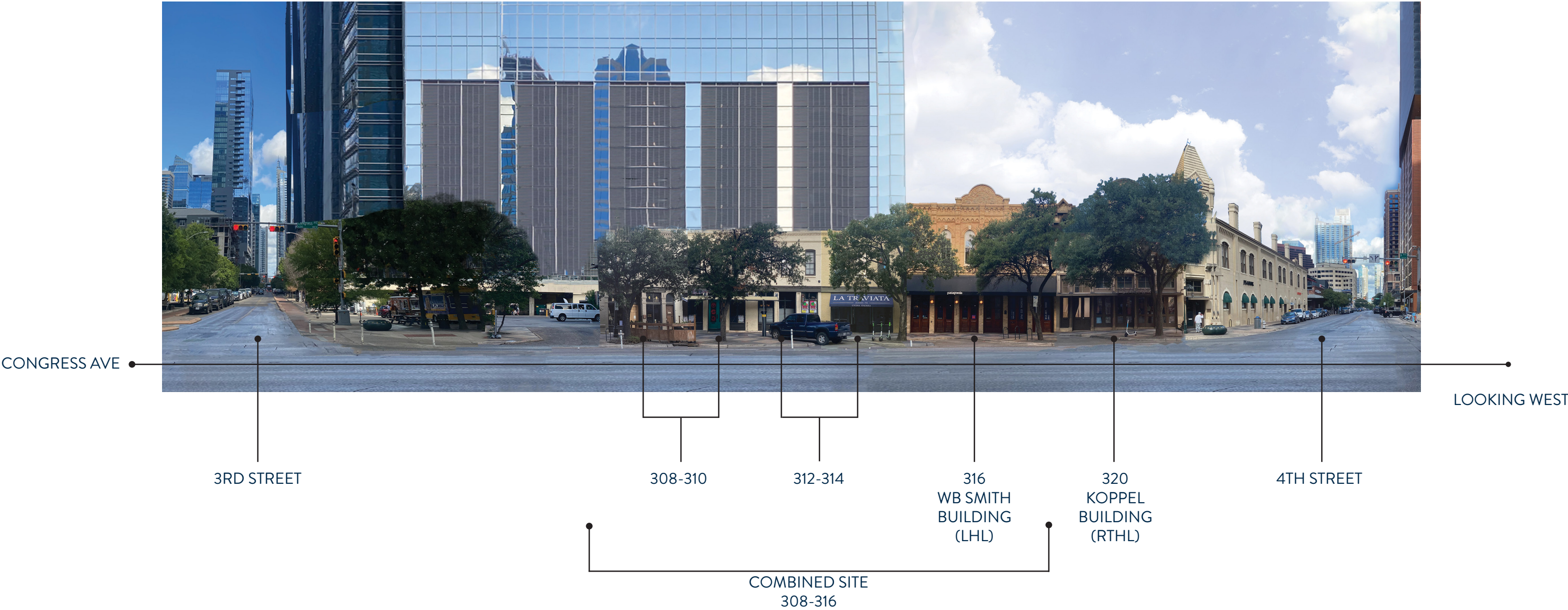






THE BLOCK  
SITE PHOTOS





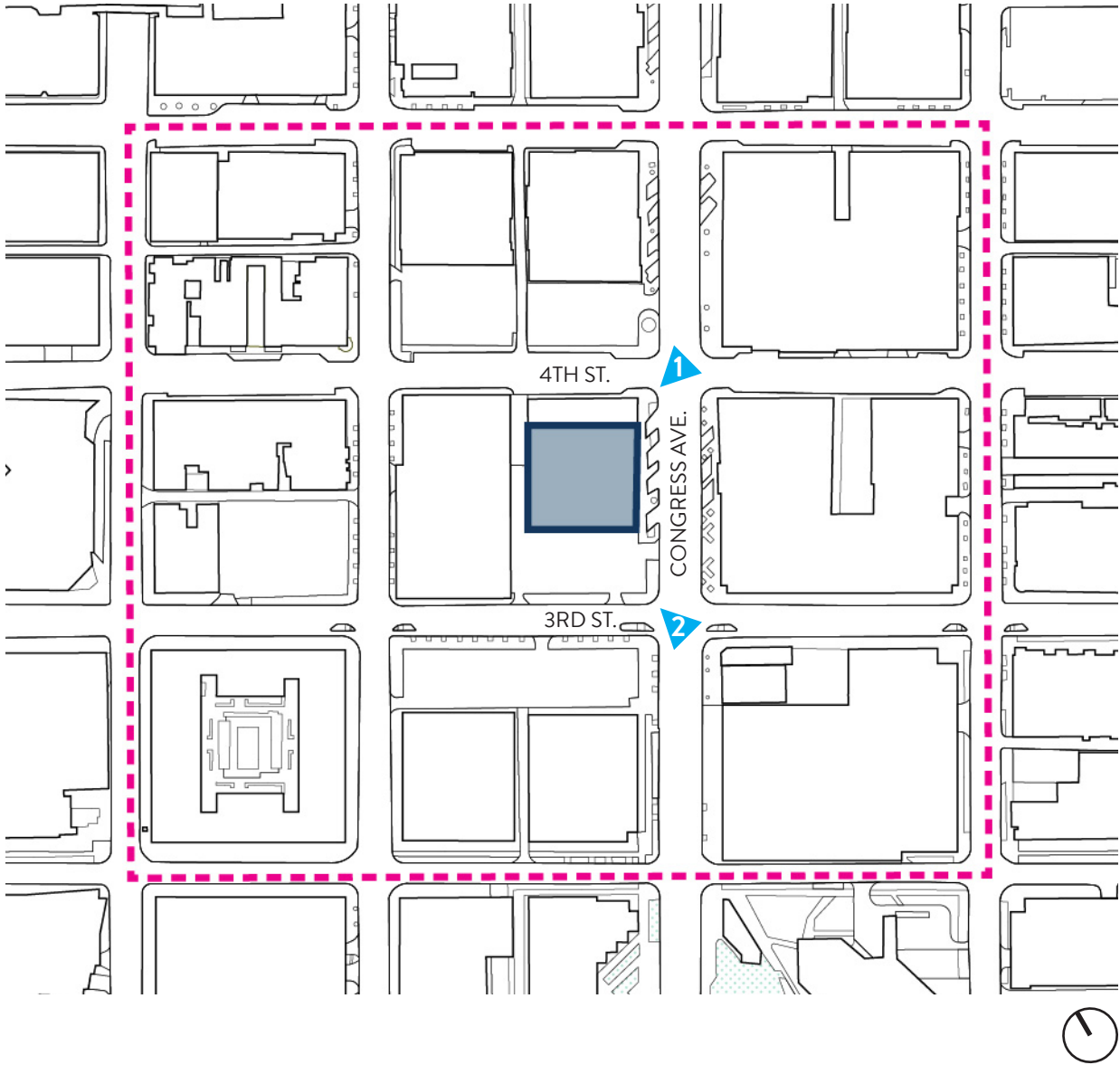
THE BLOCK  
SITE PHOTOS



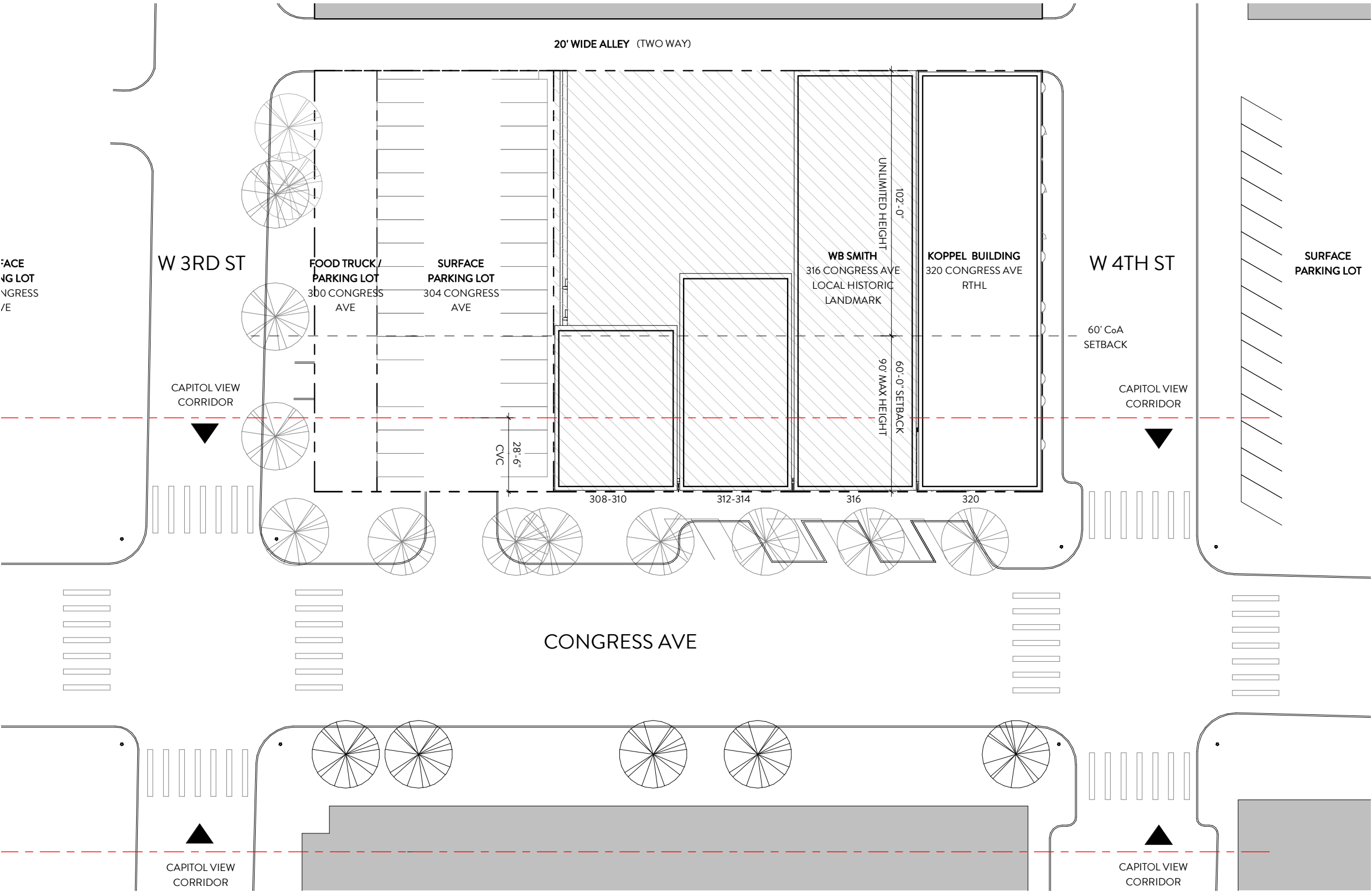
1  
4TH & CONGRESS  
FACING SOUTHWEST



2  
3RD & CONGRESS  
FACING NORTHWEST



THE SITE  
EXISTING CONDITIONS & ENTITLEMENTS



PROPERTY SUMMARY

308-310 CONGRESS AVE.

NAME: ALEX POPE  
USE: RESTAURANT

312-314 CONGRESS AVE.

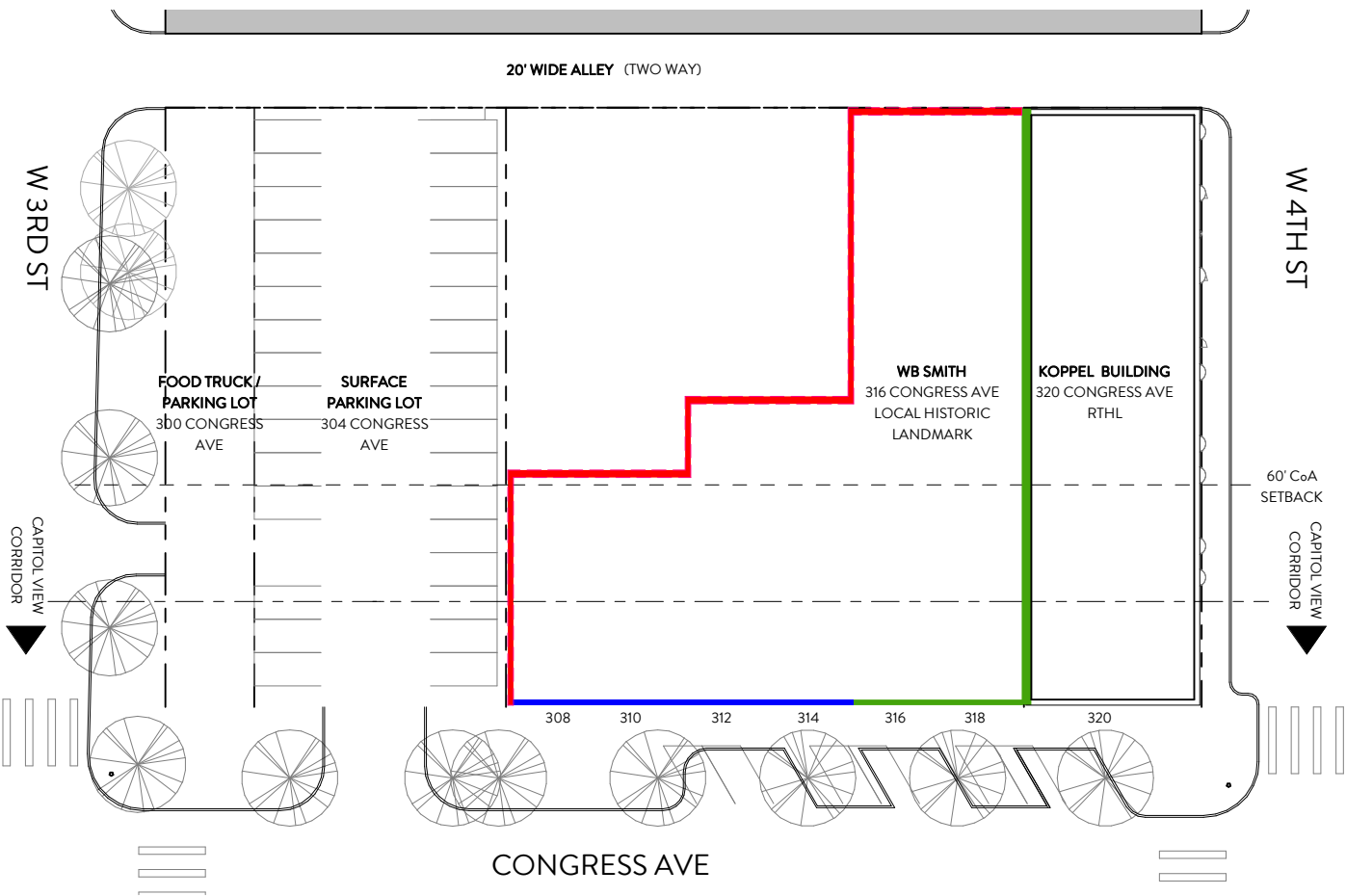
NAME: N/A  
USE: RESTAURANT

316 CONGRESS AVE.

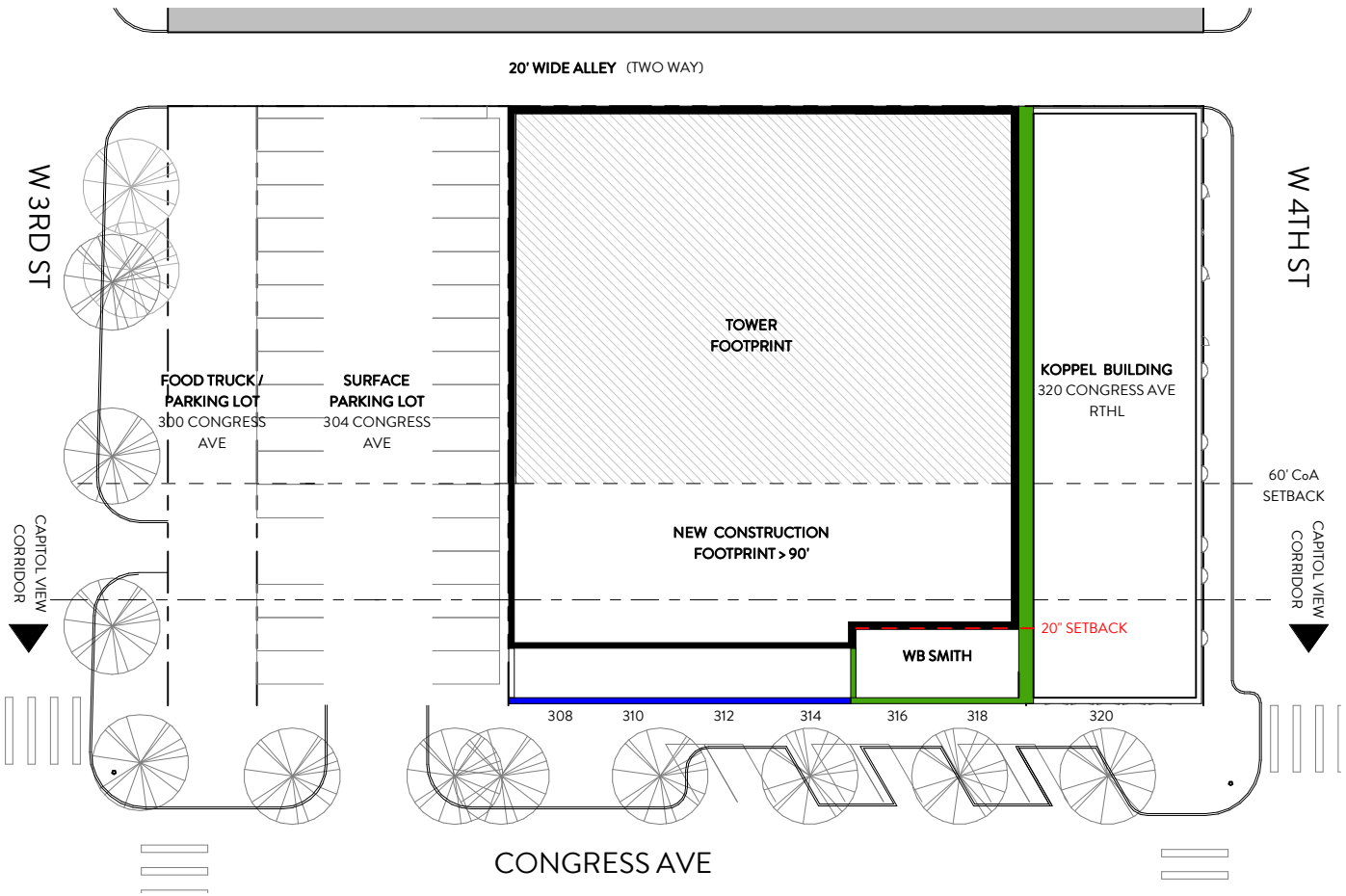
NAME: WB SMITH BUILDING  
USE: RETAIL - PATAGONIA

THE SITE

EXTERIOR WALL TREATMENT



PROPOSED REMOVAL PLAN



PROPOSED NEW CONSTRUCTION PLAN



PROPOSED TO BE REMOVED



PROPOSED TO BE PRESERVED



PROPOSED TO BE DECONSTRUCTED/ RECONSTRUCTED



**PERSPECTIVES**  
LOOKING SOUTHWEST - EXISTING CONDITION





PERSPECTIVES  
LOOKING SOUTHWEST



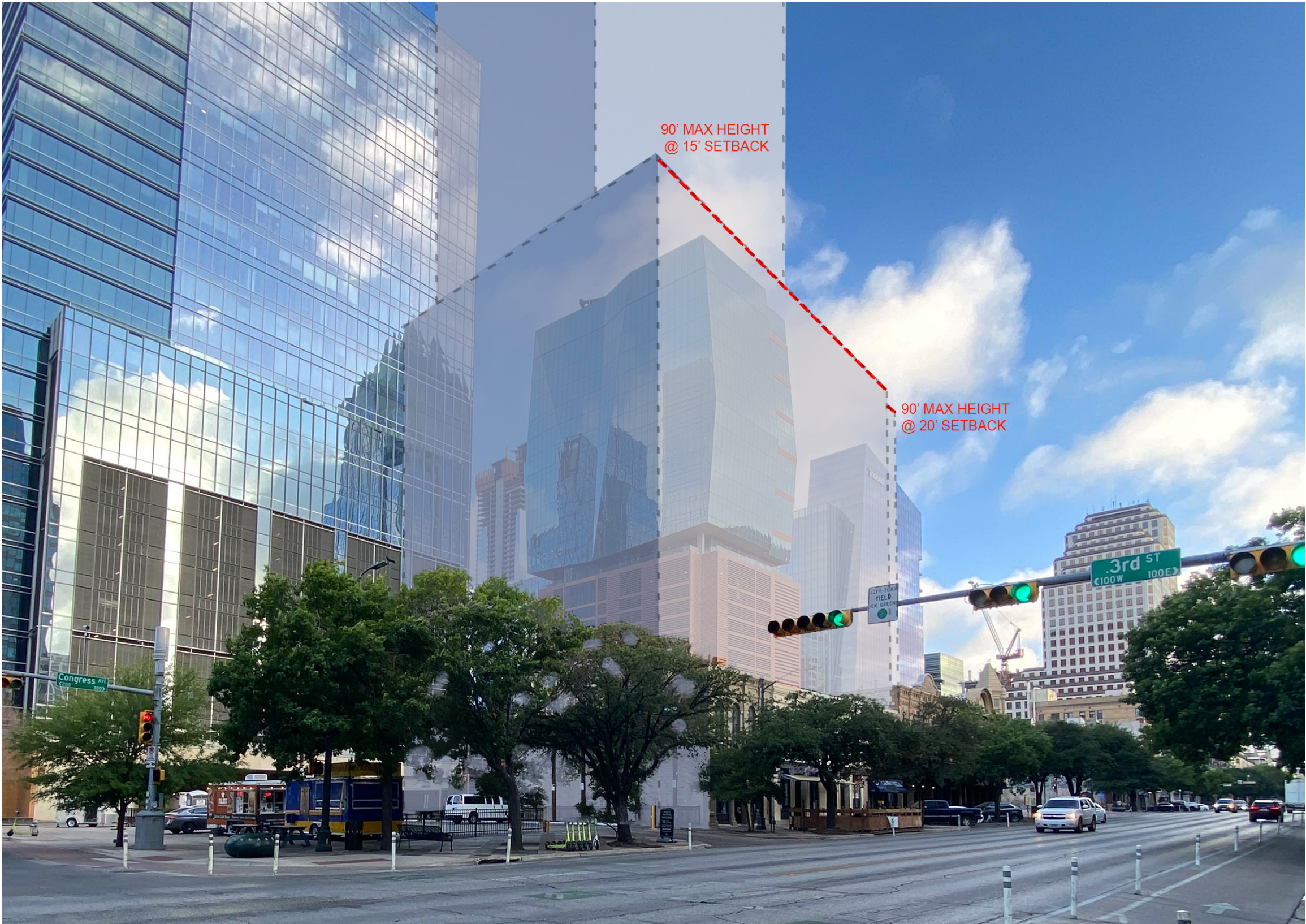
COMMERCIAL ADDITION

- 1.1 LOCATE ADDITIONS AT THE REAR AND SIDES OF HISTORIC BUILDINGS TO MINIMIZE VISUAL IMPACT.
- 1.2 SET BACK ADDITIONS FROM THE FRONT WALL AT A DISTANCE THAT PRESERVES THE PERCEIVED MASSING OF THE HISTORIC BUILDING, CONSIDERING THE PEDESTRIAN VIEW FROM THE OPPOSITE SIDE OF THE PRIMARY STREET.
- A. ADDITIONS MUST BE SET BACK AT LEAST 20' FROM THE FRONT WALL OF THE HISTORIC BUILDING.
- 1.3 MINIMIZE THE LOSS OF HISTORIC FABRIC BY CONNECTING ADDITIONS TO THE EXISTING BUILDING THROUGH THE MOST NONINVASIVE LOCATION AND METHODS.
- 2.1 DESIGN THE ADDITION TO COMPLEMENT THE SCALE AND MASSING OF THE HISTORIC BUILDING.
- 2.2 DESIGN THE ADDITION TO APPEAR SUBORDINATE TO THE HISTORIC BUILDING.
- 2.3 MINIMIZE THE APPEARANCE OF THE ADDITION FROM THE PRIMARY STREET(S). THE HISTORIC BUILDING'S OVERALL SHAPE AS VIEWED FROM THE OPPOSITE SIDE OF THE PRIMARY STREET MUST APPEAR RELATIVELY UNALTERED.
- 2.4 ADDITIONS ARE SUBJECT TO A 20' SETBACK. THEY MAY BE CANTILEVERED 5' TOWARDS THE FRONT WALL, BUT MAY NOT EXTEND CLOSER THAN 15' BEHIND THE FRONT WALL. THE CANTILEVERED PORTION MUST BEGIN ABOVE THE HISTORIC BUILDING'S ROOF:
- A. AT LEAST 2 TIMES THE HEIGHT OF THE HISTORIC BUILDING, FOR BUILDINGS THAT ARE ONE OR TWO STORIES HIGH.
- B. AT LEAST 1 TIME THE HEIGHT OF THE HISTORIC BUILDING, FOR BUILDINGS THAT ARE MORE THAN TWO STORIES HIGH.
- 2.5 MATCH FLOOR-TO-FLOOR HEIGHTS AS CLOSELY AS POSSIBLE WITH AN ADJACENT HISTORIC BUILDING, IF EXTANT.



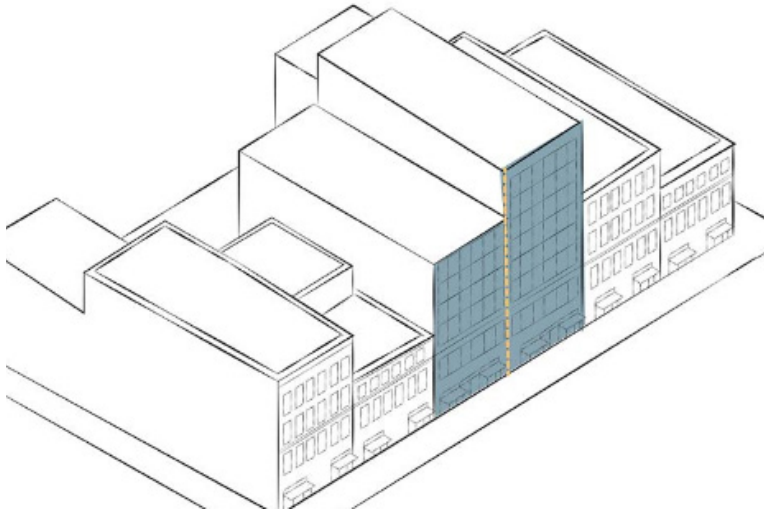


PERSPECTIVES  
LOOKING NORTHWEST



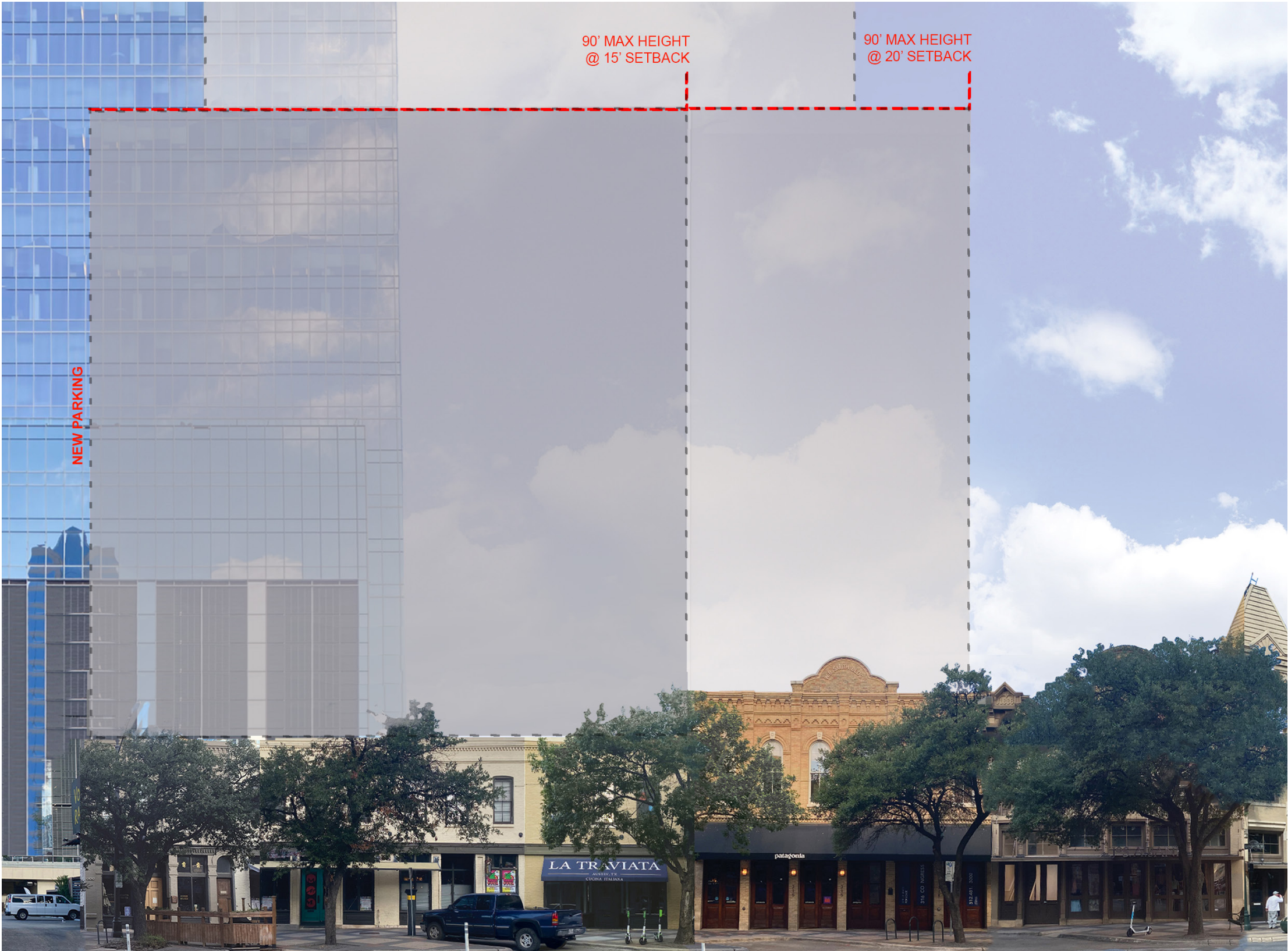
COMMERCIAL NEW CONSTRUCTION

- 1.1 SET BACK A NEW BUILDING FROM THE STREET:
- A. IN LINE WITH AT LEAST ONE ADJACENT HISTORIC BUILDING; OR
  - B. THE MEDIAN SETBACK OF ALL HISTORIC BUILDINGS ON THE SAME BLOCKFACE.
- 1.2 LOCATE A NEW BUILDING TO MAINTAIN THE RHYTHM OF CONTRIBUTING BUILDINGS ON THE STREET.
- 1.3 ORIENT A NEW BUILDING TO BE CONSISTENT WITH THE PREDOMINANT ORIENTATION OF CONTRIBUTING BUILDINGS ON THE SAME BLOCK.
- 2.1 DESIGN THE MASSING OF NEW BUILDINGS TO REFLECT THE MASSING OF NEARBY HISTORIC BUILDINGS. SIMPLE MASSING IS TYPICALLY APPROPRIATE.
- 2.2 MATCH FLOOR-TO-FLOOR HEIGHTS AS CLOSELY AS POSSIBLE WITH AT LEAST ONE ADJACENT HISTORIC BUILDING, IF EXTANT.
- 2.3 VISUALLY DIVIDE WIDER BUILDINGS INTO VERTICAL BAYS THAT REFLECT TYPICAL WIDTHS OF HISTORIC BUILDINGS ON ADJACENT PROPERTIES OR THE SAME BLOCK.
- 2.4 FOR WIDER AND TALLER BUILDINGS, MAKE THE LOWER FLOORS (THE BASE OF THE BUILDING) EQUAL TO THE HEIGHT OF THE ADJACENT HISTORIC BUILDING. USE VERTICAL AND HORIZONTAL ARTICULATION DESIGN TECHNIQUES SUCH AS SHIFTS IN WALL PLANES AND DIFFERENTIATING MATERIALS TO REDUCE A BUILDING'S APPARENT SCALE AND MASSING.
- 2.5 IN LOW-RISE COMMERCIAL DISTRICTS, USE STEP-DOWNS IN BUILDING HEIGHT, WALL-PLANE OFFSETS, AND OTHER VARIATIONS IN BUILDING MASSING TO PROVIDE A VISUAL TRANSITION WHEN THE HEIGHT OF NEW CONSTRUCTION EXCEEDS THAT OF ADJACENT CONTRIBUTING BUILDINGS BY MORE THAN ONE STORY.





STREET ELEVATION  
LOOKING WEST



COMMERCIAL NEW CONSTRUCTION / PARKING GARAGE

MATERIAL STANDARDS

- 4.1 USE BUILDING MATERIALS THAT ARE COMPATIBLE WITH THE HISTORIC DISTRICT AND THE STYLE OF THE BUILDING.
- 4.2 USE MATERIALS TO VISUALLY DIVIDE LARGER BUILDINGS INTO MODULES THAT REFLECT TYPICAL WIDTHS OF HISTORIC BUILDINGS ON ADJACENT PROPERTIES OR THE SAME BLOCK.
- 4.3 GLASS ON THE FIRST FLOOR MUST BE TRANSPARENT.

STOREFRONT STANDARDS

- 5.1 PRIORITIZE THE PEDESTRIAN EXPERIENCE AT THE BASE OF COMMERCIAL BUILDINGS (LOWER FLOORS) THROUGH LARGE WINDOWS, PROMINENT ENTRANCES, AND PEDESTRIAN-SCALE DETAILING.
- 5.2 DESIGN STOREFRONTS TO BE A SIMILAR WIDTH TO STOREFRONTS ON NEARBY HISTORIC BUILDINGS.

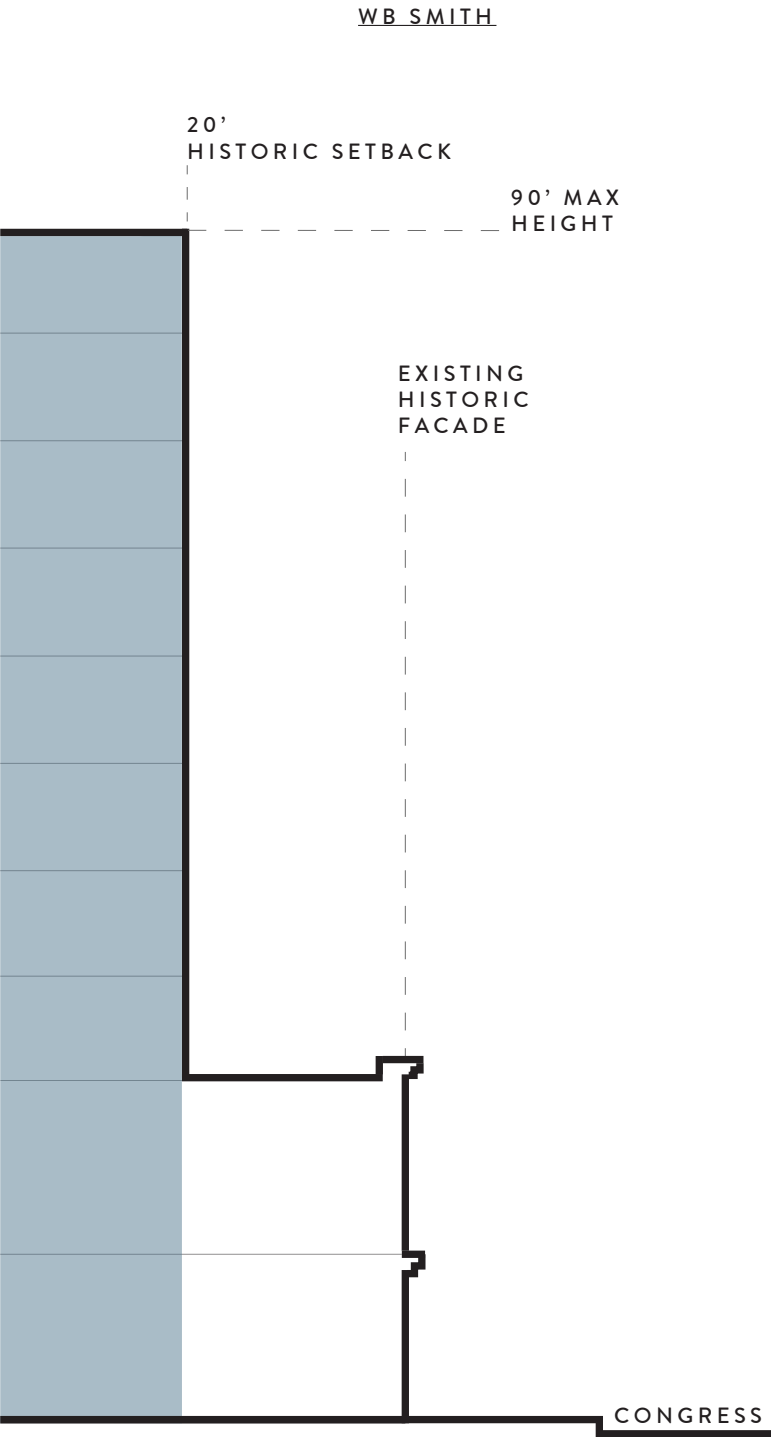
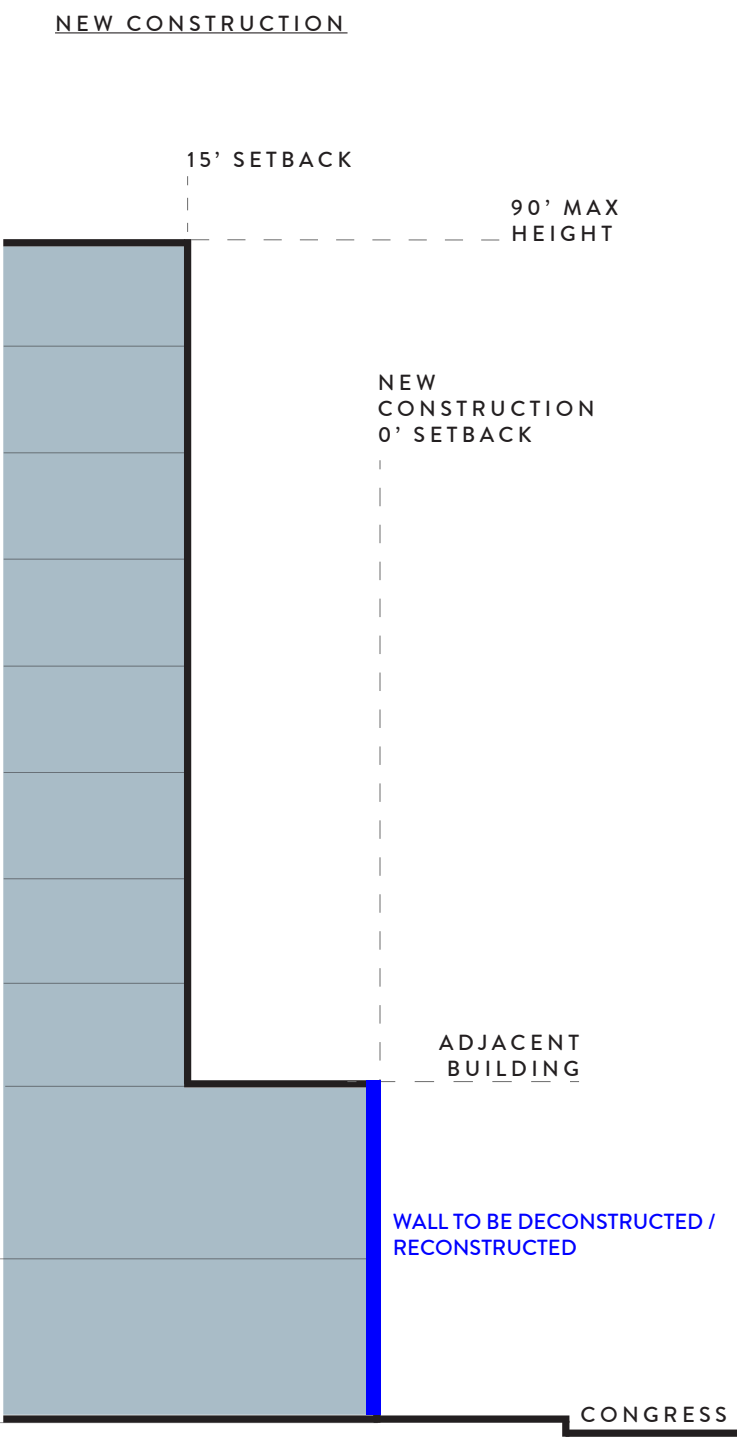
PARKING STRUCTURE STANDARDS

- 6.1 PRIORITIZE THE PEDESTRIAN EXPERIENCE AT THE STREET LEVEL.
  - A. IF POSSIBLE, DESIGN THE BUILDING TO INCLUDE GROUND-FLOOR STOREFRONTS FACING THE STREET.
  - B. IF STOREFRONTS ARE NOT POSSIBLE, PROVIDE VISUAL INTEREST THROUGH OTHER MEANS SUCH AS ARCHITECTURAL DETAILING, PUBLIC ART, AND/OR LANDSCAPING.
- 6.2 DESIGN THE PARKING STRUCTURE TO BE COMPATIBLE WITH THE MASSING AND SCALE OF NEARBY BUILDINGS, USING THE DESIGN STANDARDS IN THIS CHAPTER.
- 6.3 SCREEN THE UPPER STORIES USING ARCHITECTURAL SCREENS OR OTHER DESIGN ELEMENTS.



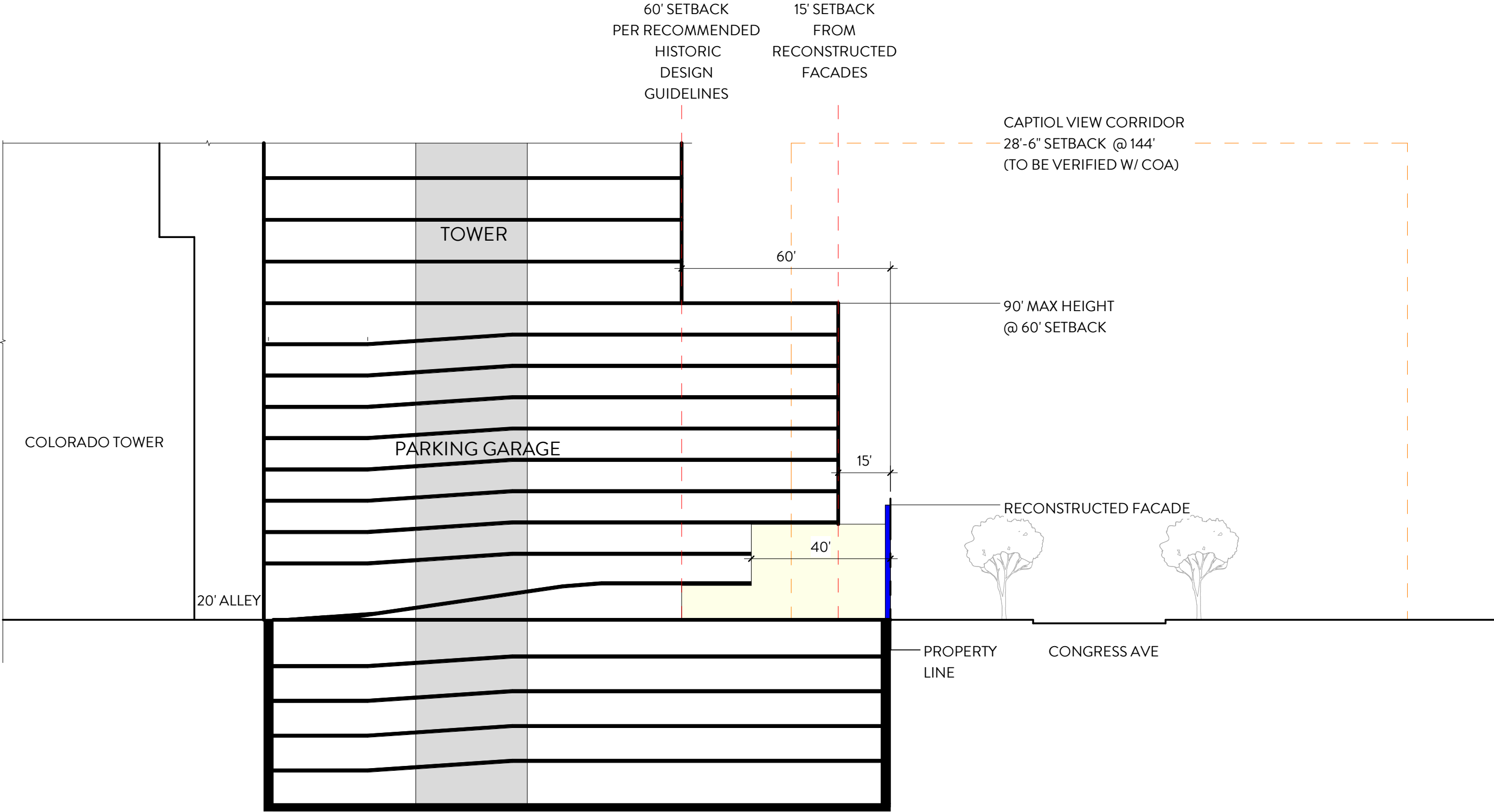


DESIGN ELEMENTS  
SITE SECTIONS - LOOKING NORTH





DESIGN ELEMENTS  
SITE SECTION - POPE





DESIGN ELEMENTS  
GROUND FLOOR PLAN

PROJECT SUMMARY:

LOT SIZE: 22,040 SF  
FAR: 25:1\*  
MAX. AREA: 551,000 SF  
LEASE: 7,950 SF

GROUND FLOOR SUMMARY:

RETAIL/F&B: 7,200 SF  
LOBBY: 2,900 SF  
BOH: 3,600 SF



PARKING SUMMARY:

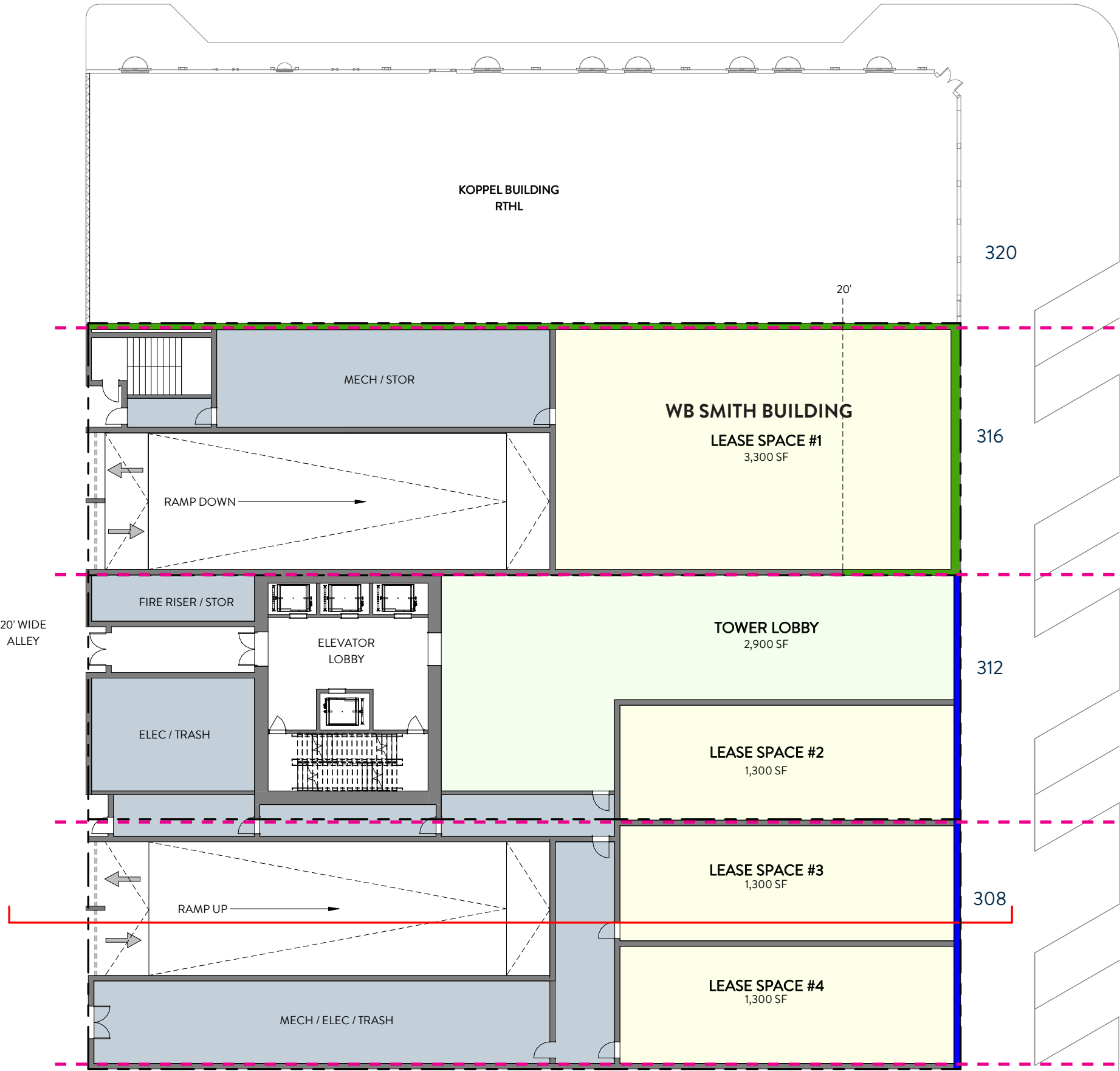
ABOVE GRADE:

LEVEL 02-09: PARKING

BELOW GRADE:

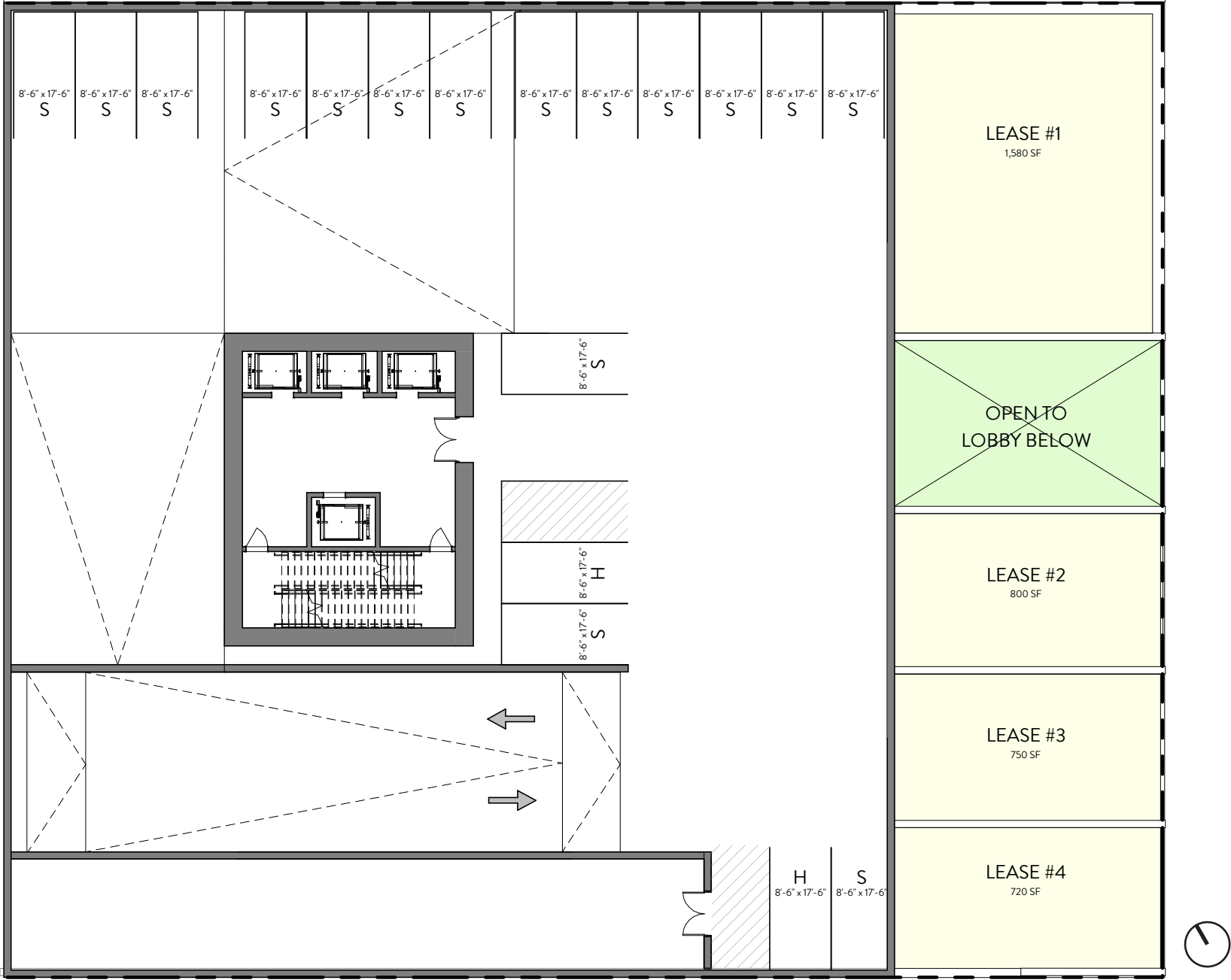
SUB 01-06: PARKING

-  WALL TO BE PRESERVED
-  WALL TO BE DECONSTRUCTED / RECONSTRUCTED





DESIGN ELEMENTS  
SECOND FLOOR PLAN

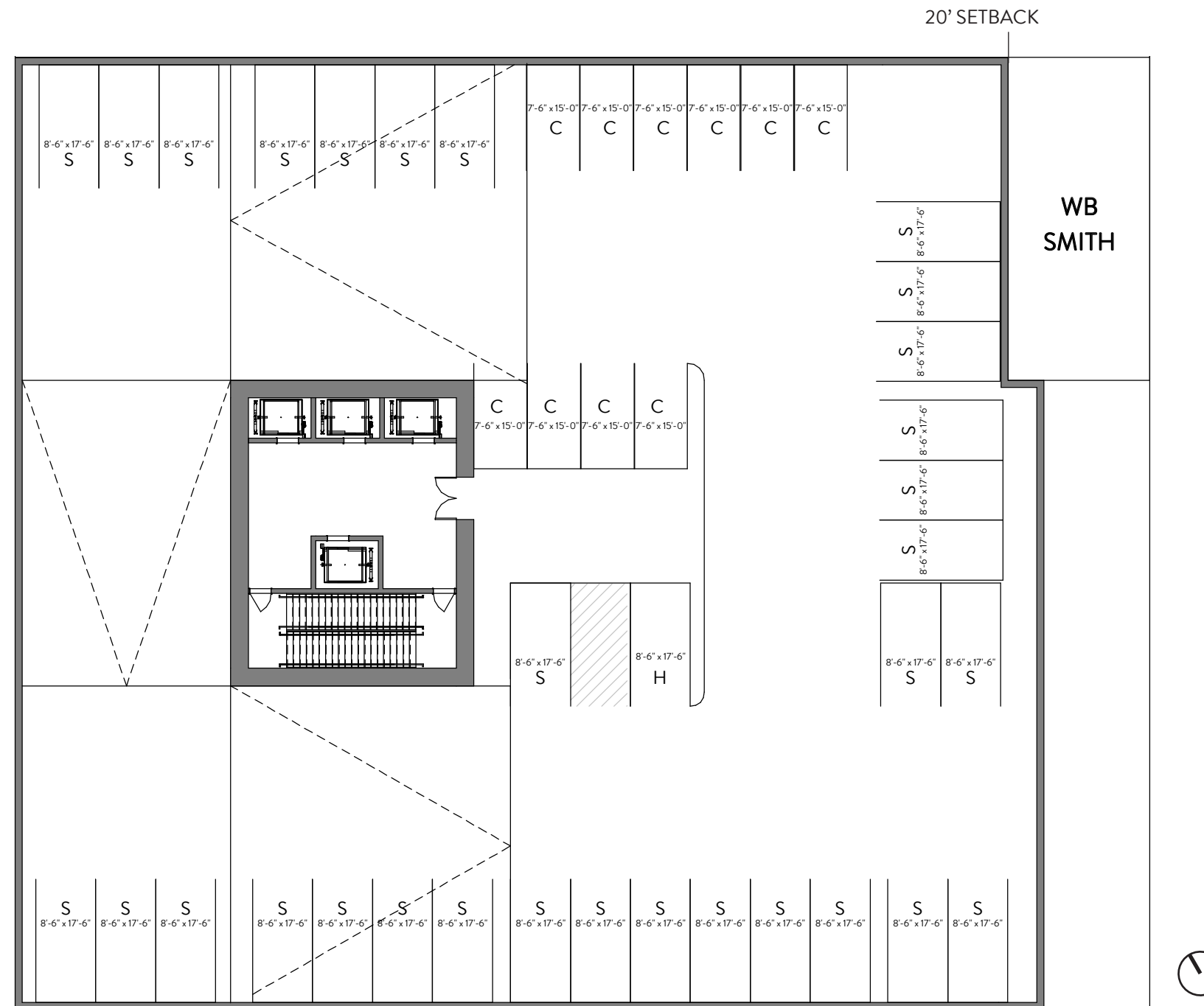




## DESIGN ELEMENTS

### ABOVE GRADE PARKING - TYPICAL FLOOR

ABOVE GRADE PARKING - TYPICAL FLOOR





### SUB-GRADE PARKING - TYPICAL FLOOR





DESIGN ELEMENTS  
SUMMARY

REQUEST APPROVAL FOR DESIGN THAT INCLUDES:

- RETAINING THE NORTH WALL OF THE WB SMITH BUILDING
- RETAINING THE FRONT 20’ OF THE SOUTH WALL OF THE WB SMITH BUILDING
- RETAINING THE WB SMITH BUILDING FACADE
- SETTING BACK ANY TOWER 20’ FROM THE WB SMITH BUILDING FACADE
- RECONSTRUCTING THE FACADES OF 308 -314 CONGRESS; AND
- SETTING BACK ANY TOWER 15’ FROM 308-314 CONGRESS.

