



# Roosevelt

## Neighborhood Design Guidelines



**DRAFT 2015**



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City of Seattle  
Department of Planning and Development



# Table of Contents

Introduction .....	i
Guidelines at a Glance .....	ii
Context and Priority Issues: Roosevelt .....	iii
<b>Design Guidelines</b>	
<b>Context and Site</b> .....	<b>1</b>
CS1. Natural Systems and Site Features .....	1
CS2. Urban Pattern and Form .....	2
CS3. Architectural Context and Character .....	8
<b>Public Life</b> .....	<b>10</b>
PL2. Walkability .....	10
PL3. Street-Level Interaction .....	11
<b>Design Concept</b> .....	<b>12</b>
DC1. Project Uses and Activities .....	12
DC2. Architectural Concept .....	14
DC3. Open Space Concept .....	15
DC4. Exterior Elements and Finishes .....	16

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Susan Baker  
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Ted Bradshaw  
Bronwyn Edwards  
Alexandra Gorny  
Bob Parks  
Pat Strosahl

Michael Kimelberg, Consultant  
Seattle Department of Planning and Development

WILL NEED TO ADD INFORMATION  
ABOUT 2015 UPDATE



# Introduction

## ***What are Neighborhood Design Guidelines?***

Design guidelines are the primary tool used by Design Review Boards. The Roosevelt Design Guidelines apply to development that is subject to design review as set forth at SMC 23.41.004 if it is located in the Roosevelt Neighborhood as reflected in Map 1 (page vi). Guidelines define the qualities of architecture, urban design, and public space that make for successful projects and communities. There are two types of guidelines used in the Design Review Program:

- Seattle Design Guidelines—applying to all areas of the city except for downtown; and
- Neighborhood design guidelines—applying to a specific geographically-defined area, usually within a neighborhood urban village or center.

Once a set of neighborhood guidelines is adopted by City Council, they are used in tandem with citywide guidelines for the review of all projects within that neighborhood that fall within the scope of the Seattle Municipal Code (SMC) section 23.41.004. Not all neighborhoods within the city have neighborhood-specific guidelines, but for those that do, both sets of guidelines—citywide and neighborhood—are consulted by the Boards, with the neighborhood guidelines superseding the citywide ones in the event of a conflict between the two. Neighborhood guidelines are very helpful to all involved in the design review process for the guidance they offer that is specific to the features and character of a specific neighborhood.

As of January 2014, there were nineteen sets of neighborhood design guidelines, each following the same organization and numbering system of the City's original citywide guidelines entitled Design Review: Guidelines for Multi-family and Commercial Development that were adopted in 1993.

The Roosevelt Design Guidelines reveal the character of Roosevelt as known to its residents and business owners. The guidelines help to reinforce existing character and protect the qualities that the neighborhood values most in the face of change. Thus, a neighborhood's guidelines, in conjunction with the Seattle Design Guidelines, can increase overall awareness of design priorities and encourage involvement in the design review process.

## ***Revised Neighborhood Design Guidelines***

The Roosevelt Design Guidelines were developed by community members and design consultants, and adopted in 2000. In 2013, the City adopted new, updated guidelines entitled Seattle Design Guidelines to replace the citywide guidelines that had been in effect since the inception of the Design Review Program in 1993.

In 2015, following an update to the neighborhood's zoning regulations in response to the impending light-rail extension, City Council passed resolution #31347 directing the Department of Planning and Development to update the design guidelines. In the fall of 2014, the Roosevelt Neighborhood's Land Use and Sustainability committee held a series of working sessions to draft updated design guidelines for the neighborhood. The revised neighborhood design guidelines will help Board members, applicants, staff, and the public better correlate neighborhood guidelines with the updated Seattle Design Guidelines.

# Guidelines at a Glance

The Roosevelt neighborhood design guidelines apply to development that is subject to design review as set forth at SMC 23.41.004 if it is located in the Roosevelt Neighborhood as reflected in Map 1 (page vi). These guidelines augment the [Seattle Design Guidelines](#) adopted in 2013. The list below correlates the guidelines by subject matter and shows which [Seattle Design Guidelines](#) are augmented by [Roosevelt Design Guidelines](#). A “yes” indicates supplemental guidance is provided; a “no” indicates that the citywide guideline is sufficient. Note that the numbering system of the [Seattle Design Guidelines](#) is different from the original numbering applied to the [Roosevelt Design Guidelines](#) in 2000.

## Context and Site

**CS1. Natural Systems and Site Features** .....yes

**CS2. Urban Pattern and Form** .....yes

**CS3. Architectural Context and Character** .....yes

## Public Life

**PL1. Connectivity** .....yes

**PL2. Walkability** .....yes

**PL3. Street-Level Interaction** .....yes

**PL4. Active Transportation** .....yes

## Design Concept

**DC1. Project Uses and Activities** .....yes

**DC2. Architectural Concept** .....yes

**DC3. Open Space Concept** .....yes

**DC4. Exterior Elements and Finishes** .....yes

# Context and Priority Issues: Roosevelt

The namesake of our neighborhood, former President Theodore Roosevelt, spoke passionately about conservation and preserving our natural gifts of land and water. Situated between Green Lake to the northwest, Lake Washington to the east, and Lake Union to our south, Roosevelt is a neighborhood blessed by features like Ravenna Boulevard, Cowen Park, Ravenna Creek, and the Roosevelt Reservoir. In keeping with President Roosevelt's call for conservation, the Roosevelt neighborhood wants to promote a high-level of sustainability in order to minimize carbon production and energy use in the neighborhood.

There is no better example in the neighborhood than the remodeled – and re-energized – Roosevelt High School. The façade of the 1922 building was painstakingly preserved while the interior was renovated to improve energy efficiency and bring modern technology to the classrooms. As it approaches the century mark, Roosevelt High School stands as a proud icon to the area's history and casting an eye towards the future.

The Roosevelt neighborhood wants to embrace that sense of history while looking forward. By the very nature of its location, the Roosevelt neighborhood will become one of the most vibrant urban hubs in the city. Organized around sustainability principles, Roosevelt is to become a model neighborhood for smart design, sustainable building practices, and creating a cityscape that is walkable and inviting. Through the design guidelines, we can establish a balance between transit-related increased density and human scale and open space.

Good design must capture aesthetics and functionality. Buildings, especially near the ground levels, need attractive facades along with community friendly uses. We would like Roosevelt to be a neighborhood of mixed commercial opportunities. We need Roosevelt to be home for smaller and/or more specialized businesses.

## **NEIGHBORHOOD PRIORITIES:**

1. Pedestrian Scale
2. Commercial Zoning
3. Greenstreets, GreenWays, and Multi-Family zoning
4. Transitions to Residential Zoning
5. Sustainability
6. High School heritage
7. Ravenna Blvd & Park heritage

## 1. Pedestrian Environment

- Improving the pedestrian scale of development in all areas.

## 2. Commercial Zoning

It is imperative to pay special attention to street-level design, including elements like facades, setbacks, share-amenities, and street furniture. Important at the pedestrian level is access to sunlight and views; not to be minimized in regard to private development. The most intensive potential development in Roosevelt may occur in the center of the Commercial Core where zoning is Neighborhood Commercial and closer to the Light Rail station including Transit Oriented Development (TOD) sites owned by Sound Transit that will be redeveloped after station construction. New developments should consider the following techniques:

- Improving the pedestrian scale of development in commercial areas.
- Widen sidewalks Strengthen the street-wall Increased transparency
- Mix of commercial activity, from small to mid-sized spaces to accommodate a range of tenants.
- Ground floor continuity, articulation of commercial and residential uses, quality materials (present actual material samples as Design Review meetings).

## 3. Greenstreets, Green Ways, and Multi-Family zoning

- Roosevelt residents strongly value green spaces in the neighborhood for their open space function and environmental benefits.
- New development should contribute to a network of green streets and greenways in the neighborhood by focusing open spaces, green factor elements and streetscape improvement to provide abundant landscaping and improved streetscapes for pedestrians. Identified green streets and greenways include NE 66th St., Brooklyn Ave., 14th Ave; and similar treatments may be appropriate for frontages on 9th Ave. NE, NE 63rd, NE 64th, NE 67th Ave. NE; also other multi-family zoned streets, especially 40' and higher.

## 4. Transitions to Residential Zoning

The neighborhood encourages green spaces and promotes design standards that encourage pedestrian activity

- Minimize the impact of commercial development on adjacent residential areas.
- The Roosevelt Neighborhood Design Guidelines go further than the citywide design guidelines by identifying zone transition areas and ways to address height, bulk and scale impacts in commercial areas on adjacent residential areas.
- Roosevelt's compact commercial core maintains close transitions to adjacent residential areas that need to be addressed as new development modifies the existing scale.



## 5. Sustainability

These design guideline suggestions seek to create a sustainable Roosevelt, paying respect to the area's past while embracing the future

- Strive for net-zero design and use natural systems and features of the site, to reduce the energy impacts required to develop and sustain the building.
- Take advantage of site characteristics, siting, solar exposure, and integrate alternative energy sources into the design of the project, as appropriate to reduce demand on non-renewable energy sources.

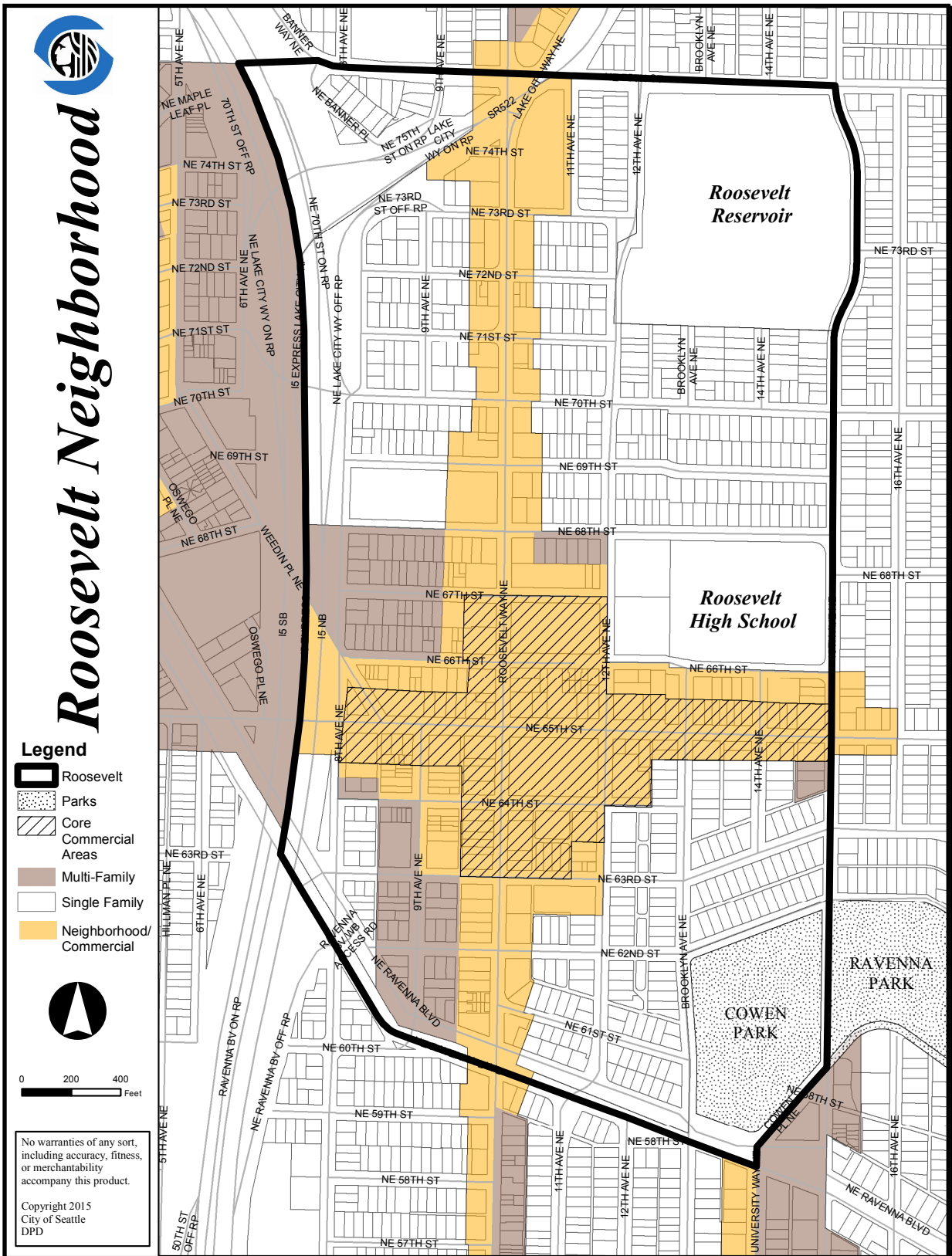
## 6. High School Heritage

- Roosevelt High School is a historic structure with citywide significance and strong presence in the neighborhood. Massing and scale of new buildings should to the greatest extent feasible preserve the prominence of the high school structure and grounds within the neighborhood. This is especially important for the three blocks immediately south of the school. (See also CS3)

## 7. Ravenna Park and Blvd Heritage

- New development should build on the neighborhood's Olmstead-influenced character evident in Ravenna Park, Ravenna Boulevard, and Green Lake Park.

### Map 1: Roosevelt Neighborhood Boundary and Commercial Core Area



Note: Design Review does not apply to all zones. See the Seattle Municipal Code, section 23.41.004 for more details. Additionally, zoning areas shown on this map are for general reference only. For confirmation of a specific property's zoning, contact the Department of Planning and Development.

Roosevelt  
**Design Guidelines**  
DRAFT 2015

# CS1

## Natural Systems and Site Features

### *Citywide Guideline:*

Use natural systems and features of the site and its surroundings as a starting point for project design.

### ***Roosevelt Supplemental Guidance***

#### **I. ENERGY USE**

- i. Encourage the development of outdoor spaces facing south with good access to winter sun. Potential shadowing could be acceptable if the development is high-efficiency or includes renewable PV production.
- ii. A reduction in setback could be allowed for additional exterior insulation.
- iii. Shading or other trellis features could be allowed in the setbacks.

#### **II. Sunlight and Natural Ventilation**

- i. Minimize shadow impacts on key public spaces and streetscapes. Such places include identified gateway intersections particularly NE 65th St. and Roosevelt Way NE; plaza spaces near the Light Rail station; Roosevelt High School grounds and athletic fields; and identified green streets and/or greenways.

#### **III. Topography**

Roosevelt generally features a consistent gentle south and southwest sloping topography. Consider using the site's topography to consider ways to respect important views. This is especially important along Brooklyn Ave NE, 14th Ave NE, 15th Ave NE, and 12th Ave NE (north-south avenues that have more grade change, north of Cowen park. Important views from the neighborhood are those to the downtown Seattle Skyline, and westward to the Olympic Mountains.

#### **IV. Water**

Roosevelt's historic drainage pattern was stormwater flows draining to Ravenna Creek. Incorporating water as a visible design element, especially for sites, where the natural pattern had been to drain to Ravenna Park, and along Green Streets is encouraged. Seek ways to express the historic drainage pattern to the creek.

# CS2

## Urban Pattern and Form

### *Citywide Guideline:*

Strengthen the most desirable characteristics and patterns of the streets, block faces, and open spaces in the surrounding area.

### ***Roosevelt Supplemental Guidance***

#### **I. Sense of Place**

- i. Focus vibrant commercial uses and a strong continuous street wall facing the commercial arterials: NE 65th St., Roosevelt, Way NE, and 12th Ave NE (in the commercial areas).
- ii. Develop a fabric of connected buildings rather than a series of isolated structures.

#### **II. Adjacent Sites, Streets and Open Spaces**

- i. Encourage the incorporation of private open spaces between the residence, adjacent properties, and street, especially for multifamily developments west of Roosevelt Way, and for the frontages of developments in neighborhood commercial zones that face non-arterial streets.
- ii. Ground level landscaping can be used between the structure(s) and sidewalk.

#### **III. Height, Bulk, and Scale**

##### **i. Commercial Core (see Map 1 on page vi)**

New development in the commercial core should consider the following techniques:

- a. Break the massing of new buildings on large sites into smaller components, to avoid a scale that is out of proportions with surrounding development; especially where new building abut existing older storefront facades.  
Examples: Eleanor Building, RDG fruit-stand block, etc.?
- b. Encourage buildings of varying heights within the same block to reduce the “box” feeling of blocks; New development that aggregates one half block or more, should take steps to recall the historic development patterns.
- c. Retain alleyways or incorporate new throughways in full-block developments to help preserve a well-connected pedestrian grid.

Encourage public use of the alley west of Roosevelt Way NE.

**ii. Through-Block Development.**

- a. Avoid monolithic development on through lots. New developments on through-block lots should be carefully designed for compatibility with this established fabric. Observe in new through-block projects the original platting and development pattern, which is generally characterized by structures limited to a half-block in depth, with widths of 50 to 60 foot increments along the street.
- b. On longer blocks, especially in the area bounded by NE 65th St., NE 68th St., Roosevelt Way NE, and 8th Ave NE encouraged to provide through-block connections. As more intensive development occurs over time, through -block connections can contribute to a more complex, intimate pedestrian environment.
- c. Make through-block connections clearly identifiable, accessible, and attractive. Create focal points to draw pedestrians into and along through-block pathways. Encourage uses that will promote public access into though-block connections during appropriate hours to activate space.

**iii. Multi-family/Residential Zone Edges:** Careful siting, building design and building massing should be used to achieve an integrated neighborhood character in Multi-Family zones. Some of the techniques preferred in Roosevelt include:

- a. Mitigating the loss of solar access to the greatest extent
- b. Increasing building setbacks from the zone edge at ground level;
- c. Reducing the bulk of the building's upper floors;
- d. Reducing the height of the structure;
- e. Use of landscaping or other screening (such as a 5-foot landscape buffer); and
- f. Modulation of bays.

**iv. Roosevelt High School Architectural Heritage**

- a. Monolithic massing is discouraged on properties adjacent to the High School.
- b. Preserve specific views corridors to and from the High School, arrange the massing in a way that references the prominent High School structure.

**v. Olympic Promenade**

- a. Encourage preservation of commanding westward views to the Olympic Mountains along the NE 66th street right of way, from the High School, for an 'Olympic promenade'. Consider upper level massing setbacks of new multifamily and commercial buildings that flank the NE 66th St. corridor to allow for greater light and air to reach the landscape features in the right of way.

**vi. Gateways**

- a. Gateway features should include a variety of design elements that enhance these prominent neighborhood intersections identified

below. The following design elements are encouraged:

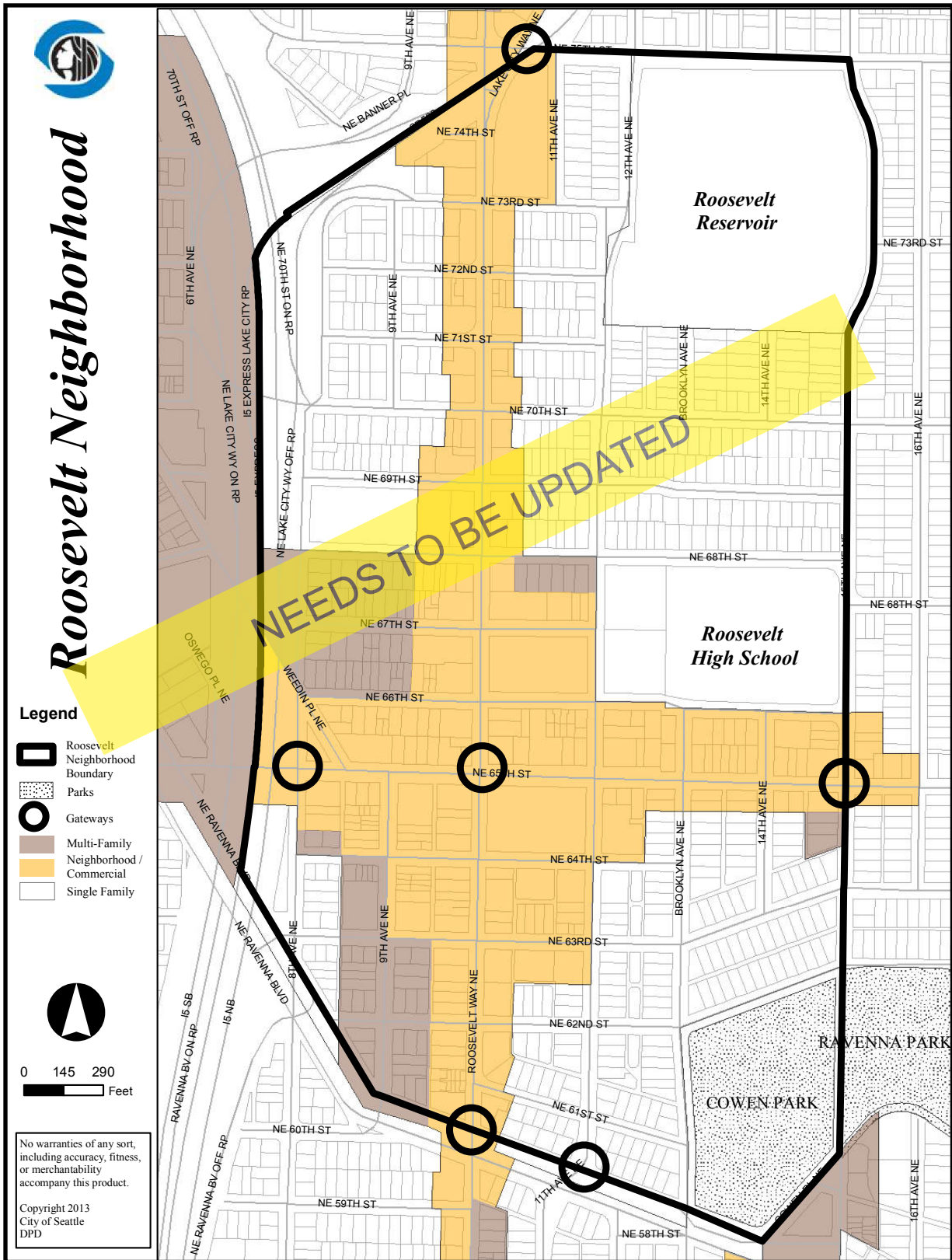
- sidewalk awning (transparent);
- special paving or surface treatments;
- outdoor art;
- special landscaping;
- pedestrian lighting;
- seating;
- kiosks;
- trash & recycling collection, etc.

The following locations have been identified as key gateway and key locations for the neighborhood (see Map 2, page ##):

- Roosevelt Way NE and NE Ravenna Boulevard.
- Roosevelt Way NE and NE 75th.
- NE 65th and 8th Avenue NE.
- NE 65th and 15th Avenue NE.
- Roosevelt Way NE and NE 65th.
- 12th Avenue NE and NE 65th.
- 12th Avenue NE and NE Ravenna Boulevard.
- 15th Ave NE and Lake City Way



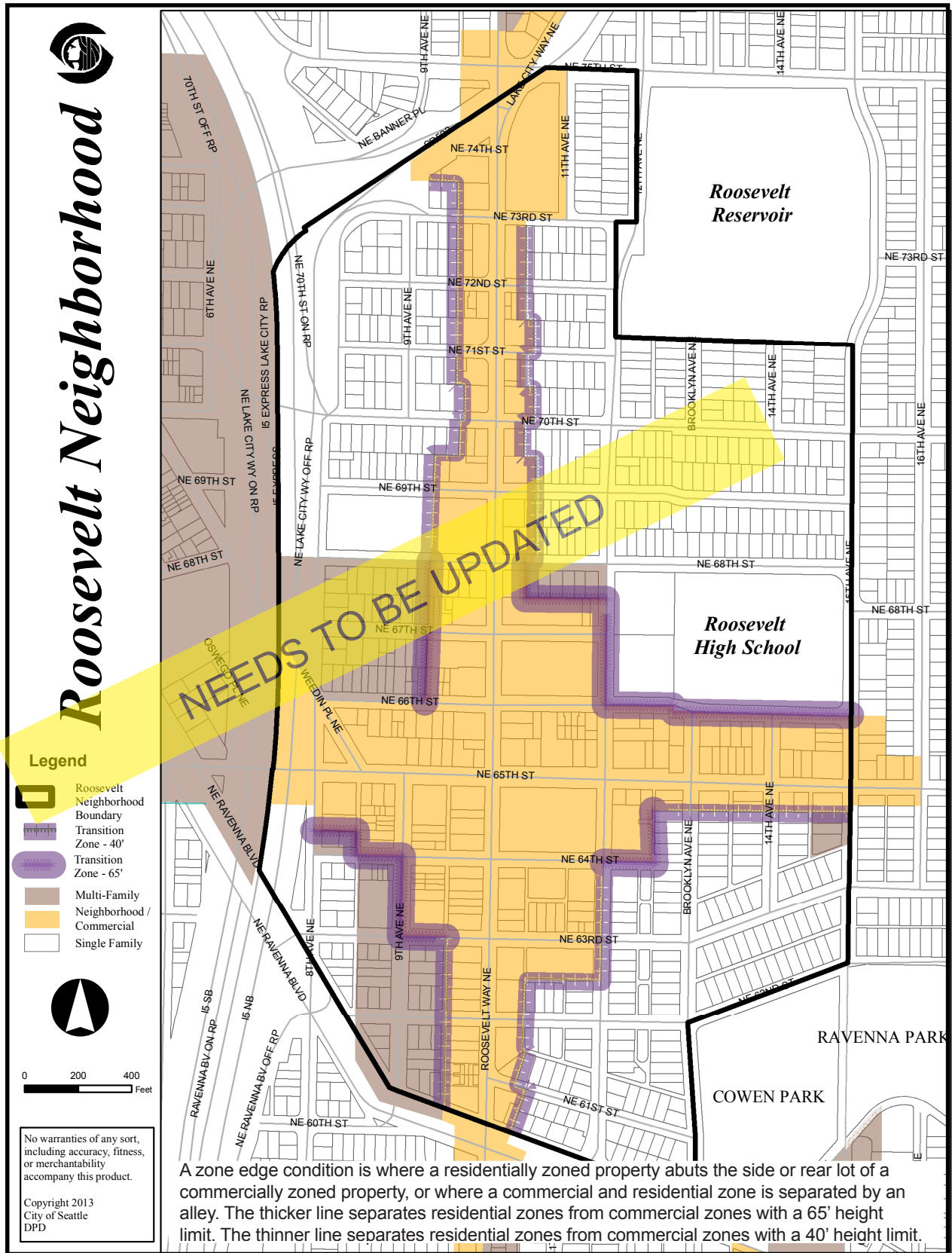
Map 2: Roosevelt Gateways



Note: Design Review does not apply to all zones. See the Seattle Municipal Code, section 23.41.004 for more details. Additionally, zoning areas shown on this map are for general reference only. For confirmation of a specific property's zoning, contact the Department of Planning and Development.



Map 3: Transition Zone Locations



Note: Design Review does not apply to all zones. See the Seattle Municipal Code, section 23.41.004 for more details. Additionally, zoning areas shown on this map are for general reference only. For confirmation of a specific property's zoning, contact the Department of Planning and Development.

# CS3

## Architectural Context and Character

### *Citywide Guideline:*

Contribute to the architectural character of the neighborhood.

### ***Roosevelt Supplemental Guidance***

#### **I. EMPHASIZING POSITIVE NEIGHBORHOOD ATTRIBUTES**

- i. Reinforce a vibrant streetscape
  - a. Pedestrian oriented
  - b. Multiple entries – recessed
  - c. Workforce housing – variable economic types
  - d. Mixed size commercial and residential at different price points.
- ii. Street walls facing arterial streets (NE 65th St., Roosevelt Way, and 12th Ave NE) in the Commercial Core should be designed to incorporate traditional commercial façade components ; lower base course, upper level façade and cap.
- iii. Roosevelt High School Architectural Heritage
  - a. New buildings in proximity to the high school (this is especially important for the three blocks immediately south of the school) should complement and defer to the architectural prominence of the school, and contribute to a campus-like setting in the immediate school vicinity.
  - b. Complementary materials, and streetscape treatments should be employed. High quality materials, especially at the base.
  - c. Non-commercial character, and incorporating small gathering places is encouraged.

# PL1

## Connectivity

### *Citywide Guideline:*

Complement and contribute to the network of open spaces around the site and the connections among them.

### ***Roosevelt Supplemental Guidance***

#### **I. A Network of Public Spaces**

- i. If public space is provided or required, the design should complement and create a network of open space, including pedestrian connections to light-rail facilities, greenways, green streets, or public spaces in the neighborhood.
- ii. Arrange new buildings' massing to support street level open spaces and streetscape concepts, including station-related amenity areas, especially on green-street and greenways.
- iii. In the vicinity of high school, anticipate the movement of large groups between the school grounds and commercial areas in order to design for pedestrian safety along 12th Avenue NE and NE 65th St.; the key arterials traversed by sometimes distracted students. Anticipate use of gathering spaces by groups of students. Incorporate trash collection and recycling accommodations as appropriate

# PL2

## Walkability

### *Citywide Guideline:*

Create a safe and comfortable walking environment that is easy to navigate and well-connected to existing pedestrian walkways and features.

### ***Roosevelt Supplemental Guidance***

#### **I. Pedestrian Open Spaces and Entrances**

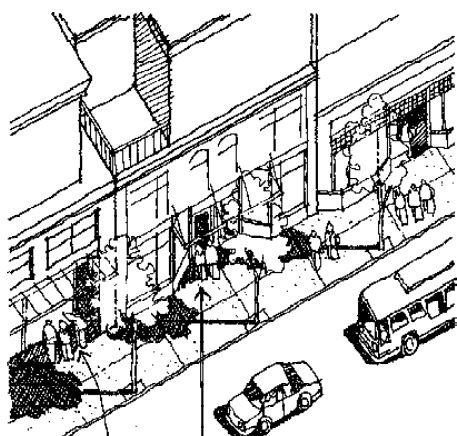
- i. Wider sidewalks in the commercial core along streets with high volumes of auto use. Small open spaces, such as gardens, courtyards, or plazas that are visible or accessible to the public are encouraged.
- ii. Provide pedestrian scaled lighting on streets with direct access to the light rail station, near the High School, and on neighborhood green streets and / or greenways.
- iii. Pedestrian amenities are encouraged where appropriate along sidewalks within the Core Commercial area. Amenities should be placed within setbacks. Examples of amenities include:
  - Trash & recycling
  - Kiosks
  - Canopies
  - Seating
  - Vending
  - Drinking water fountains
  - Artwork
  - Special surface treatments
  - Plantings
  - Pedestrian scaled lighting
  - Courtyards
- iv. Minimize sidewalk obstructions, especially in consideration of non-sighted pedestrians.
- v. Design cycle tracks and nearby pedestrian improvements to minimize conflicts between modes.

# PL3

## Street-Level Interaction

### *Citywide Guideline:*

Encourage human interaction and activity at the street-level with clear connections to building entries and edges.



recessed store-  
front displays with  
overhead weather  
protection

recessed entry

### ***Roosevelt Supplemental Guidance***

#### **I. High School and Greenway streets**

- i. Encourage a more intimate, smaller-scale residential environment in the “extended campus” of the high school by providing landscaping, stoops, porches, etc.

#### **II. Human and Commercial Activity**

- i. Encourage increased pedestrian activity along sidewalks with high pedestrian traffic within the Commercial Core by increasing setbacks; this is especially important because sidewalks along Roosevelt Way and 65th Ave are considered too narrow. Increase the ground level setbacks in order to accommodate pedestrian traffic and amenity features.
- ii. Encourage the incorporation of private open spaces between the residential uses and the sidewalk, especially for multifamily developments west of Roosevelt Way, and for the frontages of developments in neighborhood commercial zones that face non-arterial streets. Ground level landscaping can be used between the structure(s) and sidewalk.

# PL4

## Active Transportation

### *Citywide Guideline:*

Incorporate design features that facilitate active forms of transportation such as walking, bicycling, and use of transit.

### *Roosevelt Supplemental Guidance*

#### **I. Transit Supportive Design**

- i. Where adjacent to transit zones, particularly along NE 65th St., Roosevelt Way NE, and 12th Ave NE, where transit will connect to the light rail station, encourage the following:
  - expand sidewalk areas where possible;
  - encourage integration of rider waiting facilities into adjacent buildings;
  - provide overhead weather protection;
  - provide lighting and street furniture; and
  - accommodate smaller scale retail services that the transit station itself will not include.
- ii. Anticipate greater use of bicycles, especially along newly designated neighborhood greenways, and in conjunction with future light rail station.

# DC1

## Project Uses and Activities

### *Citywide Guideline:*

Optimize the arrangement of uses and activities on site.

### ***Roosevelt Supplemental Guidance***

#### **I. Arrangement of Interior Uses**

- i. Encourage small retail spaces to help bolster local businesses and create a greater variety of street-level interaction. Incorporating one space that's 1,000 square feet or less, or 25% of retail space be dedicated to spaces less than 1,000 square feet, is encouraged.
- ii. A variety of residential unit sizes is encouraged; providing some family-sized units will make it possible for new families to live in this neighborhood.

#### **II. Gathering Spaces**

- i. Provide informal open spaces along designated Green Streets and in the commercial core.

# DC2

## Architectural Concept

### *Citywide Guideline:*

Develop an architectural concept that will result in a unified, functional and harmonious design that fits well on the site and within its surroundings.

### ***Roosevelt Supplemental Guidance***

#### **I. Massing**

- i. Encourage quality of materials, façade detail, and the increase of street-facing glazing, preferred over variations in depth for bay extensions.

#### **II. Architectural and Facade Composition**

- i. Along Major Arterials:
  - a. Maximize the retail and street-level transparency (commercial zones);
  - b. Maximize the quality of exterior finish, especially at the base;
  - c. Incorporate a series of storefronts along the main street frontages.
- ii. Along Green streets, Greenways, and Non-Arterial streets:
  - a. Maximize modulation, courtyards, human interaction;
  - b. Incorporate high quality materials, a mix of informal planting, and integrate of natural materials, especially at the entries.



# DC3

## Open Space Concept

### *Citywide Guideline:*

Integrate open space design with the design of the building so that each complements the other.

### ***Roosevelt Supplemental Guidance***

#### **I. Open Space Character**

- i. Larger developments should consider views and solar access through the property; to the west (Olympic Promenade along NE 66th); to the High School from NE 65th & 15th Ave NE; to downtown, and through-blocks.
- ii. Consider opportunities to make water systems visible on the site, such as daylighting stormwater collection and transference through the site to make a connection to the historic movement of water from Green Lake through Ravenna Park.

#### **II. Street Planting & Landscape to enhance the Building and/or site**

- i. Encourage regenerative design that enhances and builds upon the natural systems of the neighborhood, such as storm water drainage, aquifer re-charge strategies, habitat enhancement, solar access, food production, etc.
- ii. Landscaping should be substantial, and include the dominant street tree variety.
- iii. Encourage maintenance and revitalization of existing trees.

#### **III. Residential Open Space**

- i. Encourage street-level open spaces for residents to gather.

#### **IV. Landscape Heritage**

- i. Visible and accessible examples of the Olmsteads' design should be delineated by employing informal groupings of large and small trees and shrubs at key locations.

# DC4

## Exterior Elements and Finishes

### *Citywide Guideline:*

Use appropriate and high quality elements and finishes for the building and its open spaces.

### ***Roosevelt Supplemental Guidance***

#### **I. Exterior Finish Materials**

- i. In the commercial core consider including masonry materials befitting the heritage of early 20th century commercial structures in the neighborhood (e.g. Roosevelt High School's masonry façade)
- ii. Utilize high-quality cladding materials, such as brick and terra cotta masonry; tile; natural and cast stone are strongly encouraged along commercial frontages, and scaled to pedestrian activity and scale, especially at the base and ground-levels. Concrete Masonry Units and high-quality concrete are also preferred over wood, metal, or cement-board claddings.
- iii. Colors should be applied sensitively and should be considered in terms of their relationship to neighboring structures.
- iv. Encourage use of more natural elements, such a brick, wood, etc. that feels welcoming to pedestrians (see Ballard Ave. as example) or high quality, durable modern elements.
- v. Transparent, rather than reflective, windows facing the street.
- vi. Encourage use of transparent awnings in the commercial core to discourage use as overnight transient locations.

#### **II. Signs**

- i. Preferred sign types include pedestrian-oriented and small signs incorporated into the building's architecture; a sign band or a blade-signs hung from beneath an awning or marquee are preferred within the Commercial Core Area, along with neon signs.
- ii. Large illuminated box signs, canopy-signs, super graphics and back-lit awnings or canopies are not appropriate in the Roosevelt area.

### III. Right of Way Fixtures and Elements

- i. When adding new fixtures and features in streetscapes, designers are encouraged to contribute to the campus-like setting of the Roosevelt neighborhood, especially in close proximity to the High School. This may inform selection of lighting fixtures, as well as street furniture.

### IV. Landscaping Materials

- i. Neighborhood plant choices should be consistent with historical patterns, such as Holly, Hazelnut Japanese Maple, and Lilac.
- ii. Preferred species for street trees are Tupelo 'Afterburner' or, in powerline locations, Dogwood 'White Wonder' or Katsura.
- iii. Indigenous trees should be planted to maintain and reinvigorate a verdant tree canopy within the neighborhood.