

# NWDA APPEAL LU 16-100496 DZM MS BLOCK 290 SLABTOWN SQUARE



CON-WAY MASTER PLAN



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a “high water mark” of collaboration between  
public and private interests



CON-WAY MASTER PLAN



# BLOCK 290

## THE CENTERPIECE OF THE COMMUNITY



# MASTER PLAN DEVIATIONS

## WE OPPOSE:

**CHANGING** Use of the Festival Street

**REDUCING** Size of the Neighborhood Park

**ELIMINATING** Connections

**REDUCING** Size of the Square

**INCREASING** Building Height

**REDUCING** Retail Fronting the Square

**REMOVING** Setback of Upper Floor

**DECREASING** Height of the Connection to the Park

# WHY GRANT THESE MODIFICATIONS AND AMENDMENT?

Applicant must prove

- Better to have no **Festival Street**
- Better to **reduce the size of the Park**
- Better to have **fewer connections**
- Better to have a **smaller square**
- Better to have a **taller building**
- Better to have **less retail, less activation**
- Better to have a **shorter entrance** between the Park and the Square



# THREE PUBLIC OPEN SPACES



Image from Con-Way Master Plan



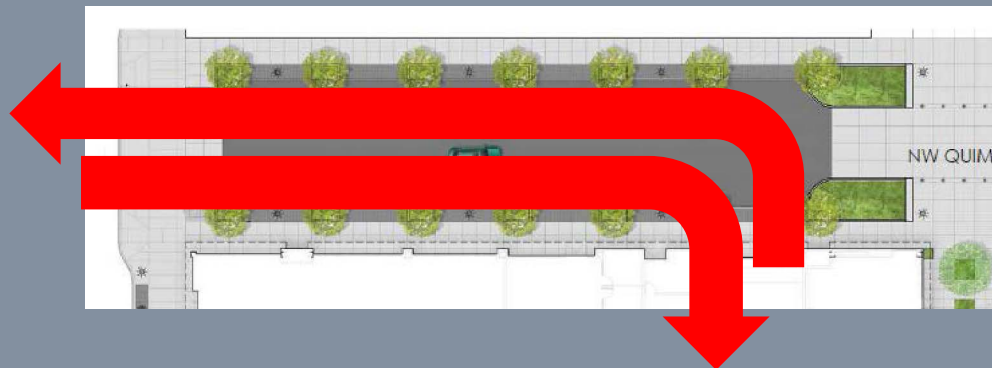
# QUIMBY FESTIVAL STREET



Prior proposal as Festival Street



Current proposal as parking access

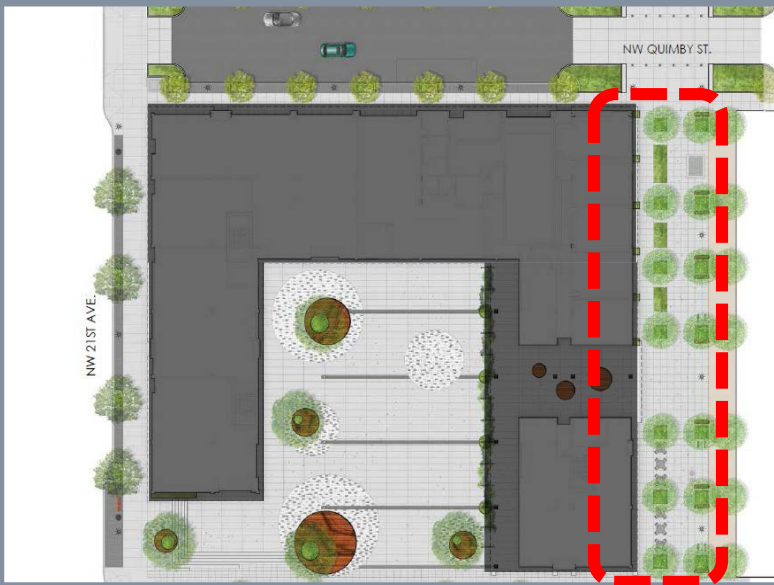


**Parking Access  
instead of  
“Festival Use”**  
*does not “better  
meet the Guideline”*

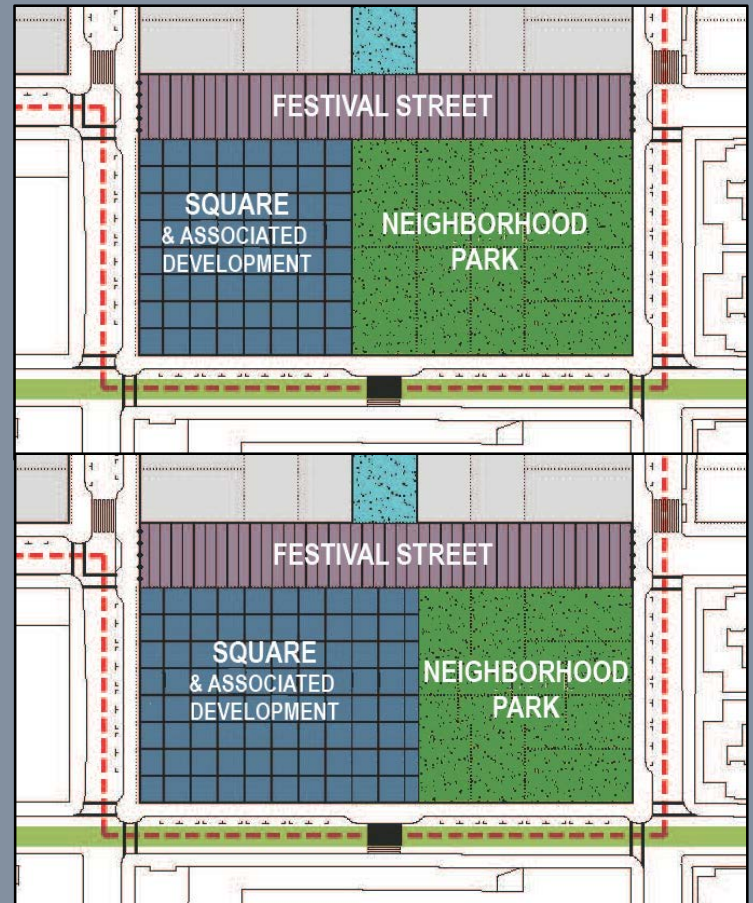


# NEIGHBORHOOD PARK

Master Plan Amendment approved to reduce the boundaries of designated public open space, and increase the boundaries of the private development site



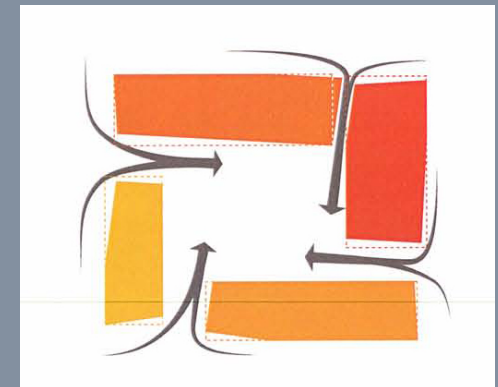
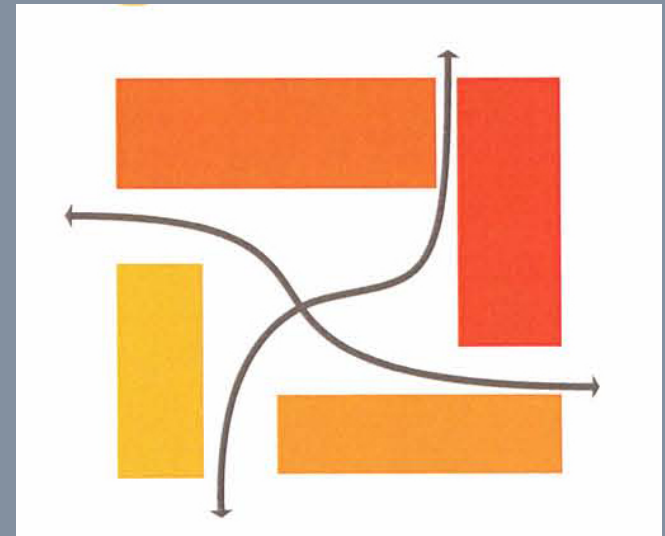
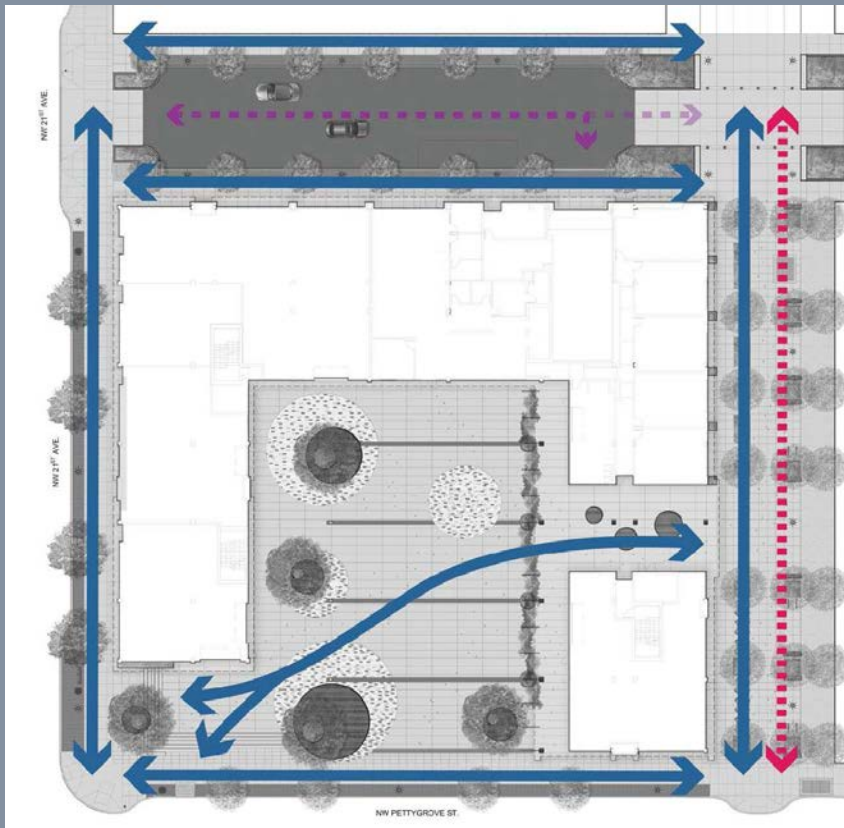
Allowing a private building to encroach in a designated public space, ***is not consistent with the approved Con-way Master Plan's vision and purpose.***





# PUBLIC SQUARE STANDARD 10.A

The square shall be a significant, iconic urban place, framed by active buildings on at least three sides, and **connected to nearby, open spaces**



# PUBLIC SQUARE STANDARD 10.B

Modification approved to reduce the minimum required dimension of the square at the southwest corner from **100 feet to 31-1/2 feet**



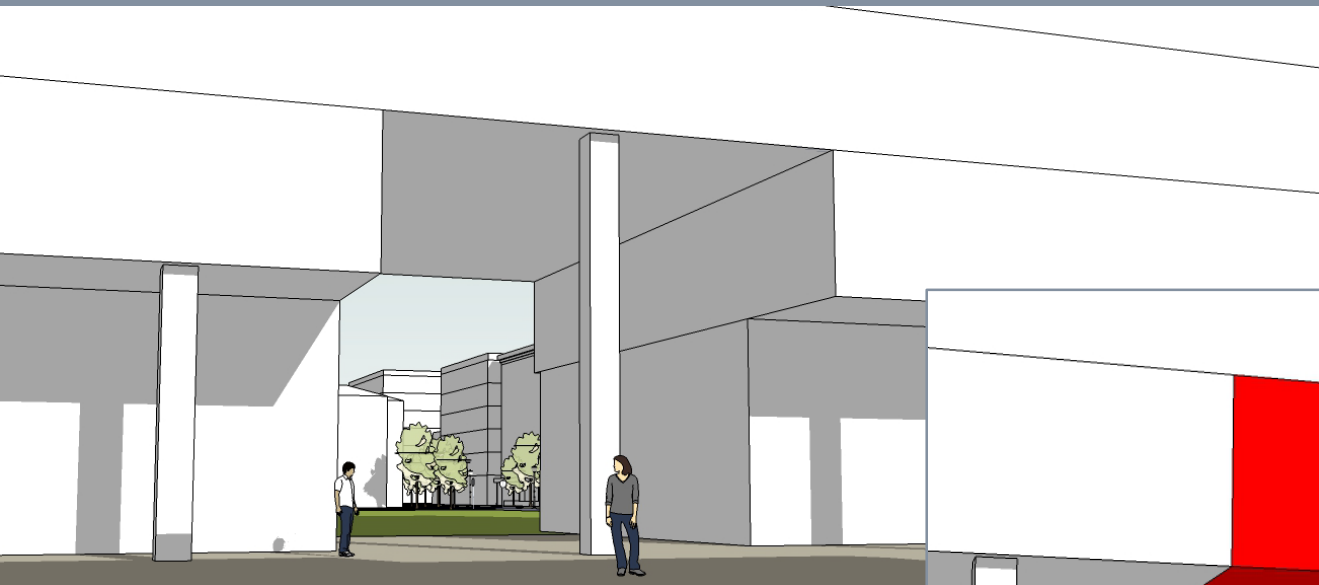
A **narrower** square *does not* “better meet the Standard”  
An **18% smaller** square *does not* “better meet the Standard



# PUBLIC SQUARE STANDARD 10.C

Modification approved to reduce the clearance of the ground plane connection between the square and park from

**25' to an average of 15' with a minimum clearance of 13'-9"**



**A lower and darker passage**  
from the square to the park  
*does not* “better meet the  
Standard”



# MASTER PLAN STANDARD 1

Modification approved to increase maximum height from 47' at west wing by **21%** to 57 feet.



**More shadow on the square** *does not*  
“better meet the Standard”



# MASTER PLAN STANDARD 7.C

Modification approved to reduce the amount of retail/neighborhood facilities fronting on the square from **75% to 38%** at the northern square-facing wall;



Image from Applicant June 22, 2017 Submittal, Page 4.1

**Less retail frontage** on the square *does not* “better meet the Standard”

# MASTER PLAN STANDARD 8.F

Modification approved to reduce required setback of the upper floor of the east wing from **5 feet to 0 feet**



**A less human-scaled  
façade** *does not* “better  
meet the Standard”





# SLABTOWN SQUARE

By not complying with numerous design standards, the proposal is

*turning the  
public “square”  
into a  
private courtyard.*

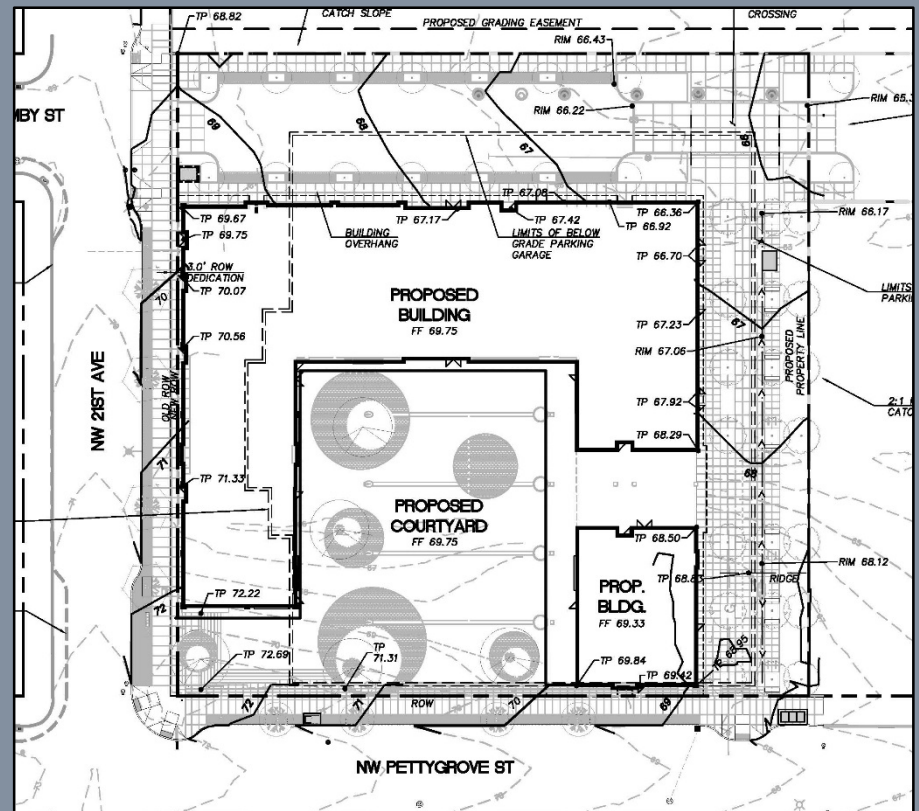
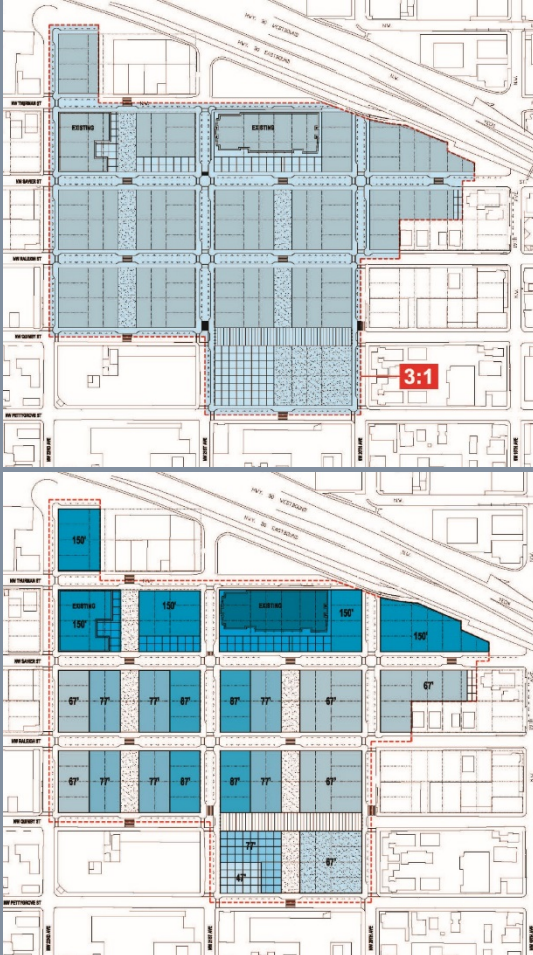


Image from Applicant June 22, 2017 Submittal, Page 3.3

ADDITIONAL  
MATERIAL

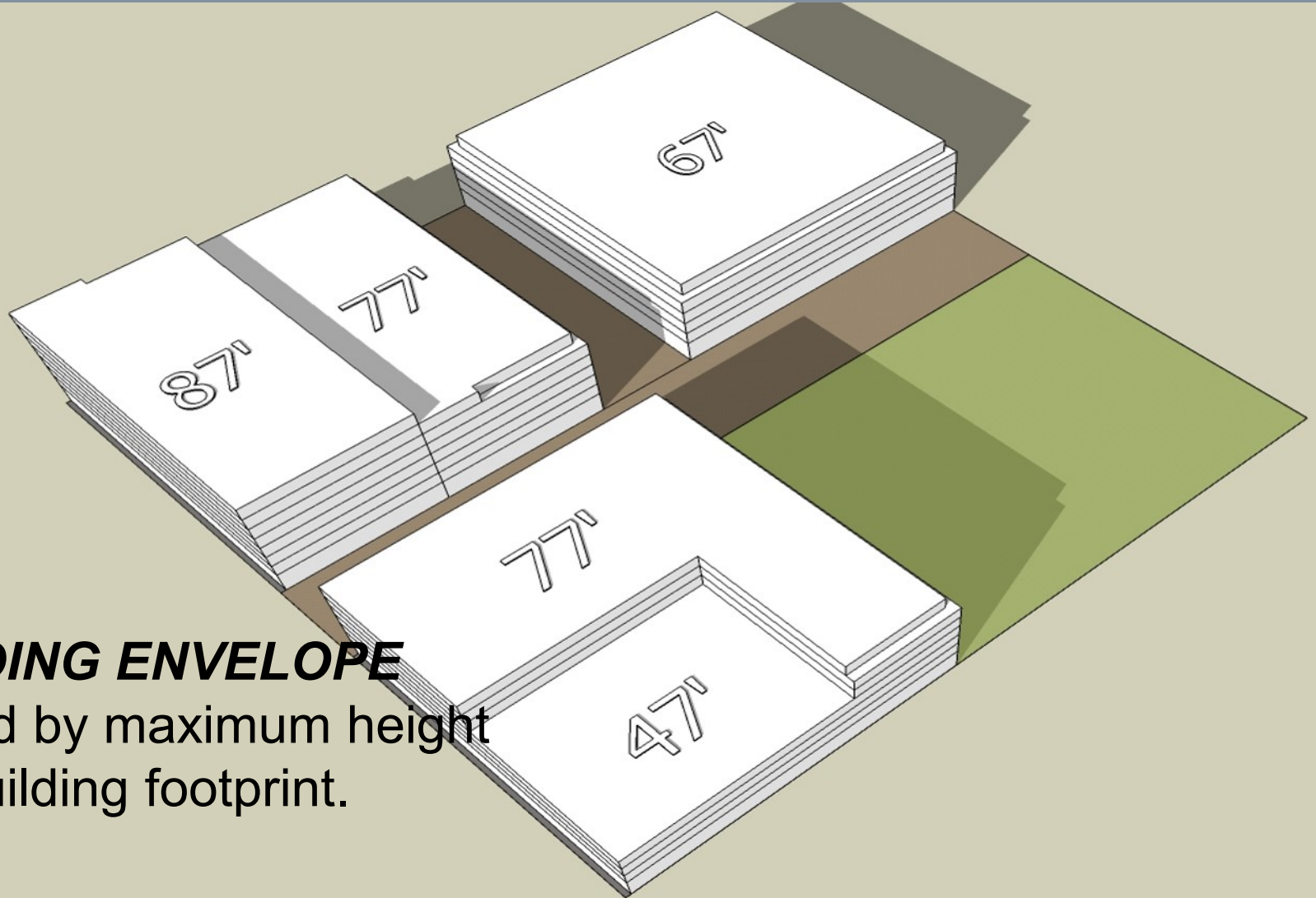
# WHY ARE THESE MODIFICATIONS AND AMENDMENT NECESSARY?



***Flexible density in exchange for Open Space.***



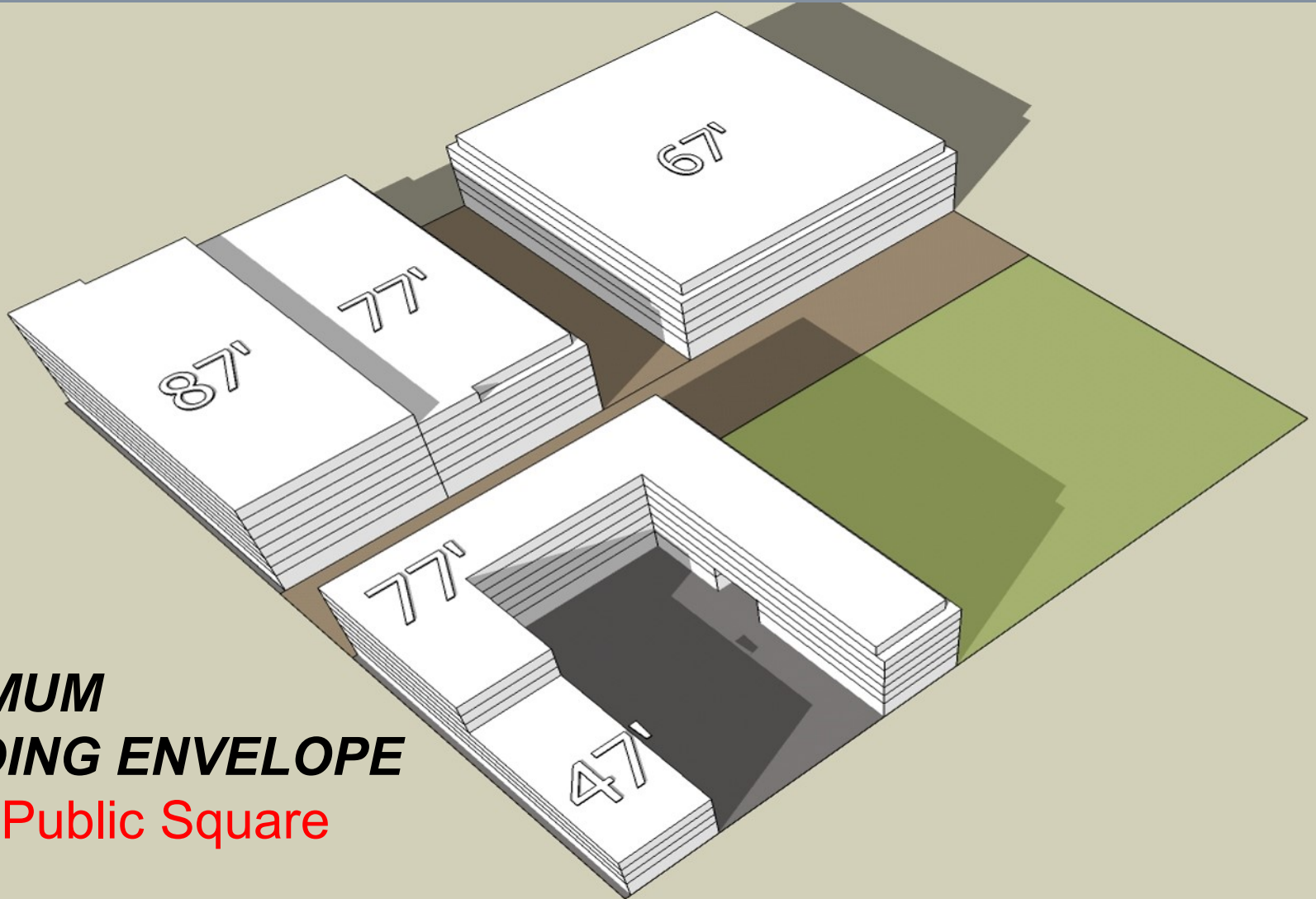
# MAXIMUM DEVELOPMENT CAPACITY



## ***BUILDING ENVELOPE***

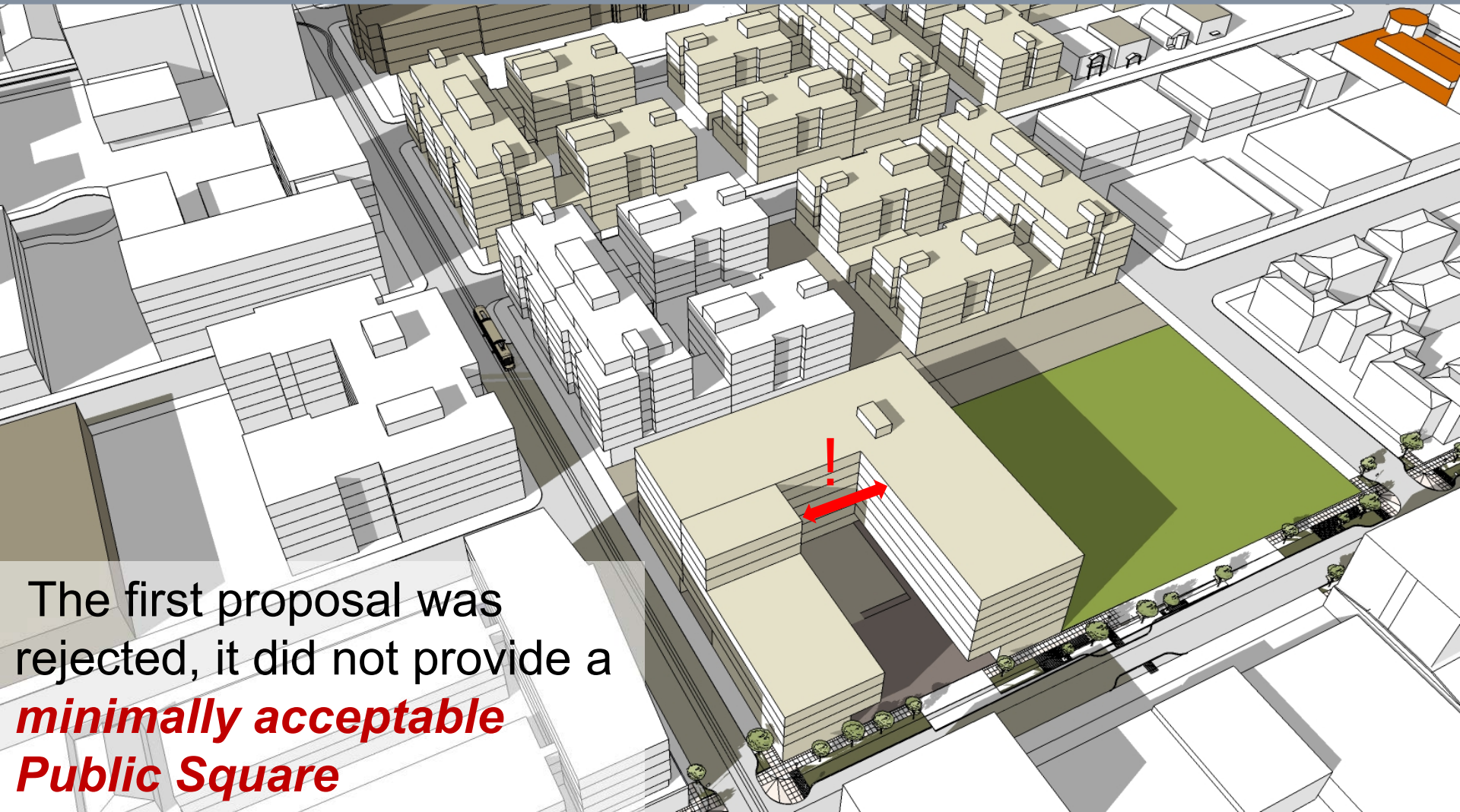
defined by maximum height  
and building footprint.

# MAXIMUM DEVELOPMENT CAPACITY



**MAXIMUM  
BUILDING ENVELOPE**  
Minus Public Square

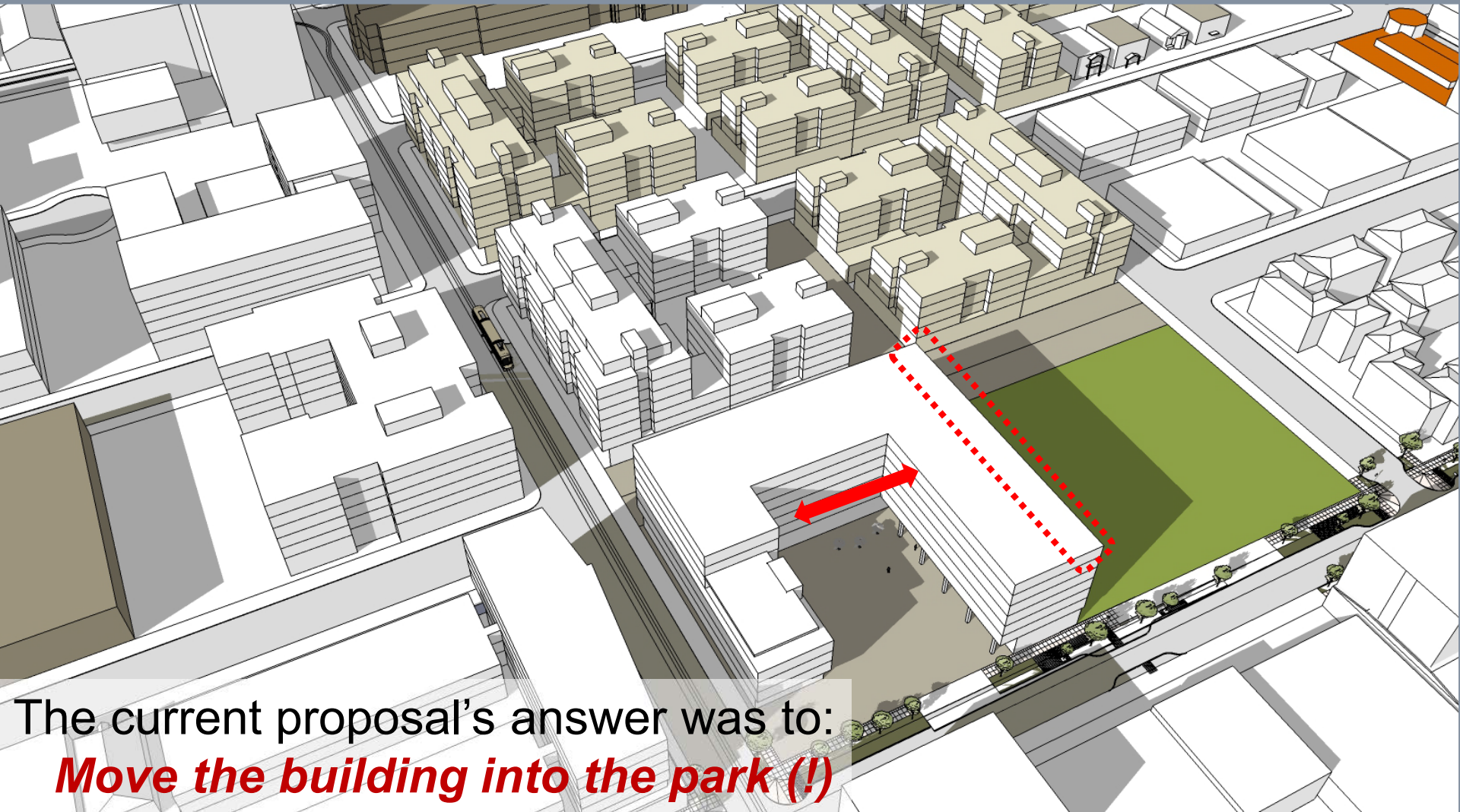
# PROPOSAL – APRIL 2017



The first proposal was rejected, it did not provide a *minimally acceptable Public Square*



# PROPOSAL – JULY 2017



The current proposal's answer was to:  
***Move the building into the park (!)***

# NOT THE AGREEMENT

## THE CITY FAILED TO:

- Apply the Approval Criteria for approving the Modifications. They did not prove that the development will *“better meets the design guidelines”* and is *“consistent with the purpose of the standard”*
- Apply the Approval Criteria for approving a Master Plan Amendment. They did not prove that *“The amendment is consistent with the approved Con-way Master Plan’s vision and purpose”*

# COMMON THEME IN FINDINGS

*Must approve a proposal that is financially feasible*

**This should NOT BE at the expense of the community**

*This is better than the prior proposal*

**It is required to be BETTER THAN THE MASTER PLAN**



# THE REMEDY

We ask that the Council reverse the Design Commission's decision, and remand the Block 290 proposal to the Bureau of Development Services to be re-submitted by the applicant as a proposal that complies with the Con-way Master Plan and that has the support of the neighborhood.