

MEMORANDUM

TO: Merrick Turner, BETA Group
FROM: Michael Sinesi, Kao Design Group
DATE: 17 December 2012
PROJECT: USW 1217 - University Station Westwood
SUBJECT: Architectural Peer Review, Design Comments

Dear Merrick,

Pursuant to our meetings and discussion with the Town, we ask that the following issues be addressed with the Applicant with regard to the proposed plans, elevations and overall design.

To assist, we welcome a meeting with the Applicant and with Target designers to review and discuss any of these issues in greater depth and detail.

Please note that the Applicant should address the following planning and design concepts and issues of concern in either narrative or graphic format; these items include:

Retail Store Design Issues:

- The façades lacks human scale.
 - It would be improved with elements that addressed people such as with pedestrian activated “events” along the length of the façade to break up the repetitiveness of the solid building face.
 - It needs visual access into the store from the exterior (ie: window display boxes).
- The larger buildings do not respect the character of the development and don’t “speak” to or address the detailed character expected from the store façade designs. The facades are inconsistent with the other retail designs as presented.
- There is an opportunity for creativity and making the blank façade more dynamic by considering:
 - Subdivisions, or design elements.
 - Using visually appealing colors and adding contrast.
 - Storefront glazing with:
 - Windows into the store
 - Retail display windows
 - Poster and display boxes

- Subdivisions, or design elements.
 Using visually appealing colors and adding contrast
- Façades should not be insular; they should address the relationship between the exterior and interior with windows, or with benches, bike racks, garden spaces, landscaping, etc.
- The long blank façade does not respond to the proposed function of the space as a parking lot and more importantly as a gathering space. An opportunity is missed here to create an interesting and memorable gathering space, well branded and iconic, attached to a unique and localized retail experience.
- The Target “life style” brand is not reflected in the façade design of the building or exterior layout.
- Target’s urban store facades / treatments are more interesting and likely more appropriate to this project, rather than what is proposed.
- The retail tenant spaces should be evenly disposed around the spaces: they should be clustered around spaces (such as the oval), allowing pedestrians to walk or stroll and shop from one venue to the next.
- The entrances to retail spaces should create smaller, localized micro-environments. These may be at pairs, or groups of entrances; thus encouraging shoppers to visit more than one store at a time. These spaces may also serve as small park or waiting areas.
- The space between Wegman’s and Target should be a (civic) focal point. This space could be used for transient retail events, such as Farmer’s Markets, concerts, openings, and close-out sales. In addition to the Wegman’s Café, we encourage other café or (dining) venues, thus creating an outdoor dining type of space.
- Horizontal bands should be balanced with vertical elements, especially where long elevations detract and long façade further accentuate the very length of the elevation itself.
- Better describe the sidewalk conditions along the front of the Retail stores;
- Increase the number and frequency of “vest-pocket” places (benches, entrances, etc.)
- Define the use of materials along the fronts of retail spaces, including the sidewalk and paving materials.

Rosemont Roadway Design:

Pedestrian access from Office Buildings:

- Provide clearer proposal for pedestrian access between the Office Buildings and the Retail stores
- Relocate “center” office building to edge of wall / slope, so as to provide vertical access.

Residential Building Design:

- Provide clearer understanding of the layout and location of building entrances, including any “minor” entrances, as they relate to grade, facades, etc.;
- Ground level Residences are of questionable character due to their proximity to the adjacent grade; it may be better to locate retail spaces or building amenity spaces at grade. Replace ground floor residential units along University Avenue with amenity-type spaces (laundry, retail, storage, etc) to shelter the residences from noise and light from adjacent university Avenue;

- Show landscaping / retaining walls on site plans...
- Although outside the core development scope, before final review, please provide concept rendering to further our understanding of the Town Homes
 - What is intended for the Town Homes off of Canton Street?
 - As a cul-de-sac neighborhood, what is the intended character?
- Although outside the core development scope, before final review, please provide concept rendering to further our understanding of the Assisted Living development:
 - Please provide elevations or renderings and intentions for this development.

University Avenue

- Lighting:
 - Need to agree on Lighting Design parameters
 - What are the appropriate fixture types
 - Delineation of approved now versus later. TBD
- Pedestrian Access:
 - With regard to walk on Westerly side may be better to have 10' walkway/pathway/Linear Park along University Avenue
 - Possible opportunity for Retail events along Linear Park
 - Consider opportunity for a pedestrian walkway along the west side of road
 - Possible loop pathway all around Retail site

Project Scope Phasing

- What is the Phasing Plan for the project?
- What is intended for the undeveloped spaces / parcels when scheduled for subsequent phase development?

Site Signage

- How is signage to be addressed?
- Is a signage pylon proposed?

Site Lighting

- How is lighting to be addressed?
- What is the "family" of lighting types?

Please let us know if you have any additional questions or comments. We look forward to the opportunity to meet to discuss this matter further.

Many thanks,
Cheers,
KAO DESIGN GROUP

Michael Sinesi