

Exhibit A Applicant's Narrative and Site, Floor and Elevation Plans

November 21, 2011

Design Review Application Narrative Rocket Fairhaven

The proposed project is a two-story building located in the "core area" of the Fairhaven Historical District. The building is designed to accommodate three commercial tenants: two related to food service and one retail space.

Development Objectives

The project will create a lively new addition to the Fairhaven Commercial District on a highly visible parcel that is currently the home of a well established garden and gift shop. As such, it is extremely important that the new development be sensitive to the important role it will play in enhancing the pedestrian experience in this area.

Corner Location

Owing to its location at the intersection of 11th Street and Harris Avenue, the site occupies a prominent corner. It also has some very prominent neighbors with the Knights of Pythias Building next door and the Nelson Block Bank Building diagonally across the street. The proposed building must be respectful of these neighbors, but must be able to "hold its own" in this context.

Connections to the Street

The commercial storefront design can play a major factor in providing a lively and engaging retail experience. Visibility into the space is critical, as is an interesting and varied use of materials and details. Outdoor dining areas on the south side of the building are located to provide a seamless connection between the retail areas and sidewalk.

Pedestrian Experience

Enhancing the pedestrian connection between 11th Street and the walkway to Fairhaven Green is an important component of this project. Not only is it important for the building tenants to have this sort of connectivity, it is important for the entire retail district. By stepping the building away from Harris Avenue to allow for outdoor dining and generous landscaping, we intend to create an interesting and varied streetscape to draw pedestrians down Harris Avenue.

Design Standards

Following is a description of how the proposed project meets the design standards as outlined in BMC 20.26.050(B).

1. *Building Height*
The building is two stories tall with an articulated corner element that extends beyond the roof parapet.
2. *Building Bulk*
Since the lot is rectangular in shape (100' X 50'), the building is limited to this same proportion. However, we have attempted to capitalize on its corner location by creating a focal point at the corner.
3. *Parking*
No on-site parking is required within the "core" area of the Fairhaven Historic District.
4. *Material*
Exterior materials will include masonry and stone, precast concrete, architectural concrete, and painted wood or metal which are compatible with the materials used on existing buildings of primary significance.
5. *Architectural Features*
The proposed building draws its inspiration from the Art Deco style which was popularized in the 1920's. It is compatible with other nearby buildings that were designed in the Richardsonian Romanesque Style (Knights of Pythias) or High Victorian Italianate Style (Mason Block). Like these buildings, the project aims to create a building of significance within the Fairhaven District through use of time-honored design elements.
 - Harmony of scale
 - Articulated use of materials (masonry and stone)
 - Tall retail space at street level
 - Vertical proportion of openings
 - Deep set windows
 - Cornice detailing
 - Design reference to corner location
6. *Mechanical Equipment and Landscaping*
All mechanical equipment will be located on the roof and screened from view at street level (within one block) by the building parapet.

7. *Signs*

Signage will conform to the guidelines as set forth in the Design Review Standards. Generally speaking the signage will be either surface mounted or blade signage. Signs will be painted metal or wood and externally illuminated.

Design Guidance Comments

Though the discussion at the Design Guidance Meeting was lengthy and far ranging, at the end the design issues bearing further study included:

1. The design aesthetic of the west end (A Lot of Flowers) of the building, and
2. More information about use of exterior materials.

West Elevation

Generous discussion about the appropriate design character of the West end of the building occurred. The general consensus was to either fully assimilate its character with the balance of the building by using similar materials, detailing, windows etc or making it entirely different. At one point, the word "conservatory" was used, which seems appropriate since the intended immediate use would be for a garden shop. We have chosen the latter approach, by creating more of a conservatory appearance through the use of large glass panels and clerestory windows with divided relites. Storefront framing is clad with either painted wood or metal panels. The intent is to make this portion of the building look much lighter than the balance of the building.

Exterior Materials

The exterior elevations have been drawn with considerably more detail with notes describing the various building materials. Exterior materials include:

- Brick Masonry
- Architectural pre-cast concrete
- Wood clad windows
- Painted wood or metal panel storefront
- Architectural cast-in-place concrete (integrally colored and sand blasted)