



FIFTH and WILLIAM - "Y" LOT

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The intent for the Fifth and William site is a development that helps to create an identity and activity generator in this portion of Midtown. Future development should seek to bring more people downtown and create synergy with the Blake Transit Center and Downtown Library. Any future building on this site, facing three streets, will have a significant impact on the pedestrian environment and should be designed to create a vibrant sidewalk experience. This site and the Library Lane site were viewed as most appropriate for large floor plate office or lodging due to location and site size.

Element	Recommendations
A. Adjacencies	Development: <ul style="list-style-type: none"> • Is encouraged to provide a pedestrian connection to the Blake Transit Center at the ground floor • Is encouraged to explore building over the Blake Transit Center and expanding the development footprint <ul style="list-style-type: none"> - Developers are encouraged to meet with AATA officials to discuss this potential
B. Streetscape & Transportation	Streetscape Development: <ul style="list-style-type: none"> • Must make streetscape improvements to 4th Avenue frontage and restore 5th to current design standards Transportation DDA and partners should: <ul style="list-style-type: none"> • Emphasize these blocks as a transportation hub, strengthening the connection to the Blake Transit Center • Explore how this site could enhance transportation modes provided at the Blake Transit Center and 4th & William parking structure
C. Parking	Development: <ul style="list-style-type: none"> • Is encouraged to discuss with the DDA the potential for parking at the 4th & William parking structure, at the Library Lane parking structure, and the possibility to expand the Library Lane structure beneath the 5th & William site
D. Density and Massing	Development: <ul style="list-style-type: none"> • Density is encouraged at around 700% FAR

FIFTH and WILLIAM - “Y” LOT (continued)

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E. Land Uses	<p>Development:</p> <ul style="list-style-type: none"> • Minimally, must front active uses on 60% of the William Street frontage and 100% at the corners of 4th and 5th Avenue • Should include large floor plate office or lodging; the site size and core location make these uses attractive <ul style="list-style-type: none"> - If large floor plate office is included in development plan, DDA grant dollars may be available • Should include residential as a secondary use as a way to achieve development premiums (See page 3 for residential guidelines) <ul style="list-style-type: none"> - Premiums require a combination of LEED certification, residential, affordable housing, and pedestrian amenities/plaza space (See Appendix page 12 for guidelines) - If workforce housing is included in the development plan, DDA grant dollars may be available • Is encouraged to explore evening uses and an opportunity to linger (Midtown Character District Downtown Design Guideline) <p>Affordable Housing City Council:</p> <ul style="list-style-type: none"> • Passed resolution R-12-472 allocating proceeds from the sale of this site to the Affordable Housing Trust Fund • Should seek to maximize the purchase price for this site, so that the greatest amount of net proceeds can go to affordable housing <p>Open Space Refer to Overarching Recommendations</p>
F. Architecture	<p>Development:</p> <ul style="list-style-type: none"> • Should pursue high quality construction, stressing a design that helps improve the pedestrian experience and create an identity for Midtown, taking into account the Midtown Character District described on page 46 <ul style="list-style-type: none"> - This site is highly visible from Main Street and should stress high quality architecture, providing a visual connection and iconic presence - <i>Corner sites are an opportunity to express an architectural gateway or focal point and a dominant architectural feature (Downtown Design Guidelines A.1.3)</i> - <i>Where adjacent properties are underdeveloped and/or the block lacks inviting and interesting characteristics, consider a building, site, and streetscape design that helps to create a vibrant pedestrian setting (Downtown Design Guideline A.1.6)</i>
G. Street Edge	Refer to Overarching Recommendations
H. Sustainability	Refer to Overarching Recommendations