

**1. Building Step-Backs: The proposed building step-backs drew mixed comments as to if they fulfilled the intent of the Sector Plan.**

Staff Response: The Sector Plan calls for two step-backs along Wilson Blvd. near the new intersection of Wilson and 10th Road North. The purpose of the step-backs is to ensure that the buildings are contextually appropriate to the existing buildings and ensure a pedestrian scale environment. Staff continues to evaluate the deviation proposed by the applicant regarding step-backs to determine if their proposal fulfills the intent of the Sector Plan.

Applicant Response:

The applicant believes that the proposal fulfills the intent of the sector plan. Both the hotel and residential buildings are set back and open up at the new 10<sup>th</sup> Road. Also, it should be remembered that the buildings are already being setback a substantial distance to accommodate the widening of Wilson Boulevard entirely from the Bingham Center side of the street. Furthermore, the detail in the brick and the variation in the exterior materials work with the retail storefronts, building massing and balconies to enhance the pedestrian experience. The step back at the fifth floor and the change in the brick color create an effective step and change in mass perceptible in the pedestrian's peripheral vision. The Dominion Power property and the historic buildings across Wilson Boulevard are the local context for these facades. These properties will not be developed with taller buildings along the street edge. The view down Wilson will remain expansive and open.

**2. N. Irving Street Frontage: There were comments regarding the activity on the ground floor of the hotel building along N. Irving Street with some people noting that more retail should be provided.**

Staff Response: The N. Irving frontage is designated as a "Side Street B" frontage and the Sector Plan states that "Side Street B frontages could accommodate a range of ground-floor uses, from residential to retail, retail equivalents, personal and professional services, studio space, cafes and galleries." Staff is working with the applicant to discuss more opportunities to activate the N. Irving frontage.

Applicant Response:

Local context and adjacent retail are critical to the success of street facing retail. The new building at the Joyce Motors site will not have street facing retail on Irving. Isolated mid-block retail facing a park and without an active street front will not be successful. The hotel's Irving Street façade faces the new Wells Fargo bank branch and the Verizon Building. The activity at the hotel restaurant and café and new park will animate Irving Street and create a safe and gracious walk for residents going to and from the Metro. The applicant believes that the café and park meet the intent of the sector plan in this location.

**3. Loading Location: Comments were split regarding the location of the loading dock.**

Staff Response: The loading dock location is a deviation from the location identified in the Sector Plan. The Sector Plan calls for the loading to be on the new 10th Road N, however the applicant is proposing to locate it on N. Irving Street. Staff is continuing to work with the applicant to evaluate this deviation.

Applicant Response:

After a thorough study, the applicant placed the loading dock in its current Irving Street location for the following reasons: The primary receiving entrance for the guests of the Bingham Hotel is on the new N. 10<sup>th</sup> Road. This is where a steady flow of Uber/Lift and other cab services will be dropping off hotel guests. It is also where guests arriving by their own vehicles will be dropping off their cars to valet parkers. The Bingham Center multi-family retail space along new 10<sup>th</sup> Road will include outdoor seating and other lively pedestrian activity. The main entrance for the Orr Partners/Joyce Motors multi-family project is located at the corner of N. Irving Street and new 10<sup>th</sup> Road directly facing the attractively designed south east corner of the Hotel. A significant retail component for the multi-family is located on new 10<sup>th</sup> Road. It would be impossible for large tractor trailer trucks to negotiate the required turning radius which would be necessary if the loading dock was placed on new 10<sup>th</sup> Road. These service trucks will proceed north on N. Irving Street and make a right turn east onto the extended new 10<sup>th</sup> Road at the rear of the proposed JAG/ Wells Fargo development and then back into the loading dock as currently shown on the hotel plans. This is the only practical solution to servicing the hotel. The proposed Irving Street Park should be designed to screen the loading dock entrance from any views from the north. The applicant located the automobile and valet entrance to the hotel on 10<sup>th</sup> Road North in accordance with the sector plan in order to reduce vehicle stops for loading/unloading along Wilson Boulevard.

**4. Building Height: There were comments regarding the building height and some concern expressed about the height being proposed.**

Staff Response: The proposed building heights are in compliance with the Sector Plan and the Zoning Ordinance regulations on heights and earning additional density. Staff continues to work with the applicant on building step-backs along Wilson Blvd. to analyze the deviations proposed.

Applicant Response: The applicant believes that the building heights are compliant with the Sector Plan as recently revised.

**5. Parking: Mixed comments regarding the proposed parking numbers. Some respondents wanted to see more parking proposed, some wanted to see less parking.**

Staff Response: The proposed parking ratio lines up with the County's adopted guidelines for multifamily residential parking in the metro corridor. Staff supports the reduced parking ratio.

Applicant Response: The applicant believes that the proposed number of parking spaces are appropriate given the site's proximity to Metro and County guidance.