

Appendix A: 324 East 5th Street Avenue Design Guidelines

Respondents must develop a thoughtful site plan that connects the Site with and responds to the surrounding neighborhood. Designs will be evaluated based on their architecture and urban design approaches to enhance the neighborhood, deliver a safe and high-quality residential environment, increase sustainability and resiliency, and build upon the 324 East 5th Street Community Visioning Report (Appendix B). Respondents should comply with the HPD Design Guidelines for New Construction. Successful Responses should incorporate the following considerations to the maximum extent feasible:

Site Plan:

- Plan for safe, comfortable, inviting pedestrian access and experience around the Site. Consider incorporating amenities such as seating, planting, lighting, play spaces, public art, and quality materials to enhance the pedestrian experience around the Site.
- Limit paved surfaces to where they are required for programmatic site elements in favor of vegetated surfaces and/or vegetated stormwater retention systems (e.g. bio-swales, green roofs, stormwater planters, grass filter strips). Where paved surfaces are required, consider using open-grid or permeable systems to the maximum extent possible. Where vegetated surfaces are used, consider the usage of native plants.
- Develop a site plan that minimizes solar heat gain and mitigates the urban heat island effect, through strategies such as vegetation, canopy trees, and shade structures in outdoor areas exposed to high levels of solar gain.

Massing & Form:

- Create a dynamic building form through varying base heights, setbacks, articulation, fenestration, and materiality to create visual interest.
- Locate and design bulkheads to be integrated into the overall building design and to reduce their visual impact on the surrounding context.

Ground Level:

- Activate the ground floor through strategies that are responsive to the pedestrian scale and the pedestrian experience such as transparency, active program and uses, and building entrances.
- Reduce visibility of parking from the street, such as by screening or wrapping parking with active building uses to support a more pedestrian-friendly streetscape.
- Promote accessibility with building entrances that are legible, attractive, and welcoming.
- Mitigate impact of blank street walls by considering incorporating visual interest with amenities such as planting, seating, art, wall treatment, surface texture, or otherwise.
- Limit view of loading and service areas by incorporating screening strategies to avoid negative impacts on the quality of the public realm.

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- Ensure any private spaces provided for residents on the ground level maintain privacy while still enhancing the ground level pedestrian experience through strategies outlined above.
- Include vegetated structures by considering strategies such as shade trees, planters, and/or walls to reduce heat loading on paved horizontal or vertical surfaces and mitigate the effects of stormwater flooding.

Building Envelope/Exterior:

- Prioritize durable, sustainable, and attractive building materials that enhance neighborhood architecture.
- Implement heat-mitigating elements for the façade by considering strategies such as adjustable solar shade structures and cool material selection.
- Use materials, colors, and shapes that reflect their surroundings, while being mindful of maintenance needs to help manage long-term operational costs.
- Consider the use of energy production systems (e.g., photovoltaic panels) and/or green/blue roofs as elements that, in addition to providing larger climate benefits, can create opportunities to better program terrace or roof spaces for residents.
- Maximize tenant use of any outdoor space including all yards at ground level, terraces and rooftop.
- When providing multiple outdoor spaces, differentiate each space through design and programming.

Interior and Floorplan:

- Ensure dwelling units, building egress, and critical utility systems are designed and sited consistent with HPD's Design Guidelines for New Construction.
- Plan for circulation and provide clear and legible navigation of shared amenities, including lobby, community space, mailroom, outdoor areas, etc.
- Create a welcoming and comfortable environment within common spaces.
- Integrate necessary operational access and security requirements, and consider accessibility, control of privacy between private and common areas, and clear egress/ingress in a manner that still provides a welcoming environment to residents and visitors.