



## MEETING AGENDA & NOTES

SUBJECT: Design Working Group #2  
LOCATION: Ryan Offices

START TIME 2 PM  
END TIME: 3:30 PM  
DATE: 4/16/18

FROM: 5<sup>th</sup> Avenue Development Team  
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TO	Lauren Collander	Amy Emery	Jim McDonald
	Alyssa Faczek	Allison Laff	Curt Pascoe
	Tim King	Councilman Hinterlong	Brett Bunke
	Cindi Swanson		

### Introductions

Walk through tasks as outlined in the Working Group Matrix

### 2007 Design Guidelines Set

- Building materials – quality
  - o Brick and stone
  - o Precast with color integration
  - o Four-sided design
- Building massing and design
  - o Avoid flat wall, articulation
  - o Variation in materials
  - o Step back upper levels in taller building
  - o Pedestrian improvements
  - o Window location/transparency
  - o Base materials
- Service areas
  - o Mechanical equipment placement integrated into design
  - o Building access
- Work with brand identity within design guidelines
- Materials
  - o Climate effects
  - o Sustainability
- Pedestrian friendliness – see page 8
  - o Frame public places that provides safety and comfort (?)
- LEED
  - o Not required
  - o Winter city design and solar access
    - Ability to expand our outdoor time
- Accessibility
  - o State and federal levels required, no separate city code

- Think in the “spirit of the law” not the “letter of the law”
- Ryan did a walking tour with Cindi Swanson on 4/13

#### 2009 5<sup>th</sup> Avenue Study

- References city wide design guidelines
- Largest focus is on height
  - Nothing talking than Kroehler building
  - Much of the land was designated as Mixed Use but the city doesn’t have this as a zoning classification
    - The footprint has since changed
- Studied was conducted due to the city moving out of the city building within 5<sup>th</sup> avenue
- Nothing was mentioned about the downtown plan

#### Design Narrative Deep Dive

- Reviewed RFQ as related to design
  - Goal is to be a gateway
  - Desired outcomes
- Group Input Session Design Feedback Topics – Accessibility, flexibility/future trends, master planning, community, function, sustainability, aesthetics
- Define the character of the community – outlined in the design guide

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#### 1. Master Plan Principles

- Community
- Create opportunities for people – focus on the train
- Establish connectivity

#### 2. Intelligent Design

- Accessibility – “Spirit of the law”
- LEED Neighborhood Certification – walked through guidelines and potential scoring
  - Meaningful sustainability
  - Discussed other developments
    - Shorewood, WI
      - Use technologies to reduce impact
- Innovation – “Smart system”
- Adaptable design for public spaces such as parking decks

#### 3. Design Quality and Character

- Terminated Vista (i.e. Dandelion fountain in downtown)
- Welcoming introduction
- “not a strip mall”
- Transition design – well designed public realm

#### 4. User experience (hospitality)

- Define users and how they will use the space – Commuters, neighbors, shoppers
  - Pedestrian level design
  - Wired rating – telecommunication access
- Public spaces that fosters community interaction

