

BAYFRONT PLACE

ERIE, PA

DEVELOPMENT PLAN



TABLE OF CONTENTS

1

INTRODUCTION

2

HISTORY OF THE SITE

3

PLANNING PROCESS

4

DEVELOPMENT PLAN

5

DEVELOPMENT DISTRICTS

6

DESIGN STANDARDS AND GUIDELINES

7

CONCLUSION





KidderWachter
Architecture & Design

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1. INTRODUCTION

INTRODUCTION

The 29-acre project site is owned by Erie Events. It includes the Bayfront Convention Center, a new Bayfront Marriot Hotel and parking ramp, a 8,600 square foot building with leasable commercial space, and the land formerly occupied by the GAF Buildings Materials Corporation. Kidder Wachter Architecture & Design was hired in 2014 to create this development plan. The firm consulted several times with the Erie Event's Strategic Planning Committee, various stakeholders, and elected officials. Numerous meetings were held to review its contents prior to unveiling it publicly. This plan is a "blueprint" or conceptual site layout to guide growth and development of Bayfront Place. It focuses on urban design, which is the relationship between buildings and the spaces they create between each other, often called the "public realm." While the overall goals that Erie Events have for Bayfront Place remain embedded in the design, it is a flexible document that may need to be occasionally refined to reflect changing needs and opportunities.

Design Guidelines accompany this plan to help shape the development of Bayfront Place. According to the City of Erie Zoning Ordinance the site is

located in the waterfront-zoning district, which regulates height and use. The design guidelines provide more detailed criteria to shape project design. General guidelines promote high quality development that is compatible with the surrounding context. Particular attention is given to the street-level pedestrian experience and orientation and massing

of buildings.

Bayfront Place occupies an important and highly visible segment of Erie's Bayfront. The development plan for this site respects its context as a waterfront property, a part of Erie's waterfront revitalization efforts, and its proximity to Erie's downtown.





2. HISTORY OF SITE

REVITALIZING THE BAYFRONT

Erie's Bayfront was the city's primary commercial district for more than 100 years. It was a port that relied heavily on boat building, fishing, and the shipment of cargo. Success was based on the total number of bushels of grain, board feet of lumber or tons of coal, ore and iron that moved in or out of the port each year. It was a barometer of the local economy as a whole. When sturgeon and blue pike were overharvested to the point of extinction, there was collateral damage. The number of people employed on the docks dwindled.

John Nolen, a well-respected city planner, visited Erie in 1913 at the request of the Chamber of Commerce and the Board of Trade. Nolen pointed out that the "unsatisfactory" provisions on the waterfront for recreation and pleasure represented a tremendous loss for the city. He considered the waterfront the greatest natural advantage for Erie and an asset that would place it ahead of cities that lacked water frontage. The problem was that the Pennsylvania Railroad owned the tracks and property that blocked access to the bay. "The present situation on Erie's water front is both uneconomical and unsightly and should not be allowed to continue," said Nolen. "Nothing is more vital to the city's

commercial development and increase in wealth." After World War II, Erie's port, once a major transshipment point for coal, iron, and grain, suffered a rapid decline in business. Erie had failed to develop its port to accommodate international trade. Regional manufacturers eventually bypassed Erie and used larger and more developed ports to export their goods. Less than 50 years later, many local manufacturers either moved to other cities or shut down completely, further lessening the use of the port.

The two main deterrents to revitalization of the bayfront- access and ownership- were finally addressed in 1989. Construction of a new highway allowed access and changed the perception of the area. The Erie-Western Pennsylvania Port Authority purchased property and started shifting the 'working port' and industrial-related functions to

the east of State Street and East Avenue. By the late 1990s part of the Bayfront Highway was finished. A new library and neighboring maritime museum were built. Erie's soon to be iconic symbol, the Bicentennial Tower, was constructed on Dobbins Landing using locally fabricated steel beams. While these civic projects brought a new awareness to the bayfront, there was still something missing. Political and business leaders in the region recognized the need for a facility that would serve a dual purpose;



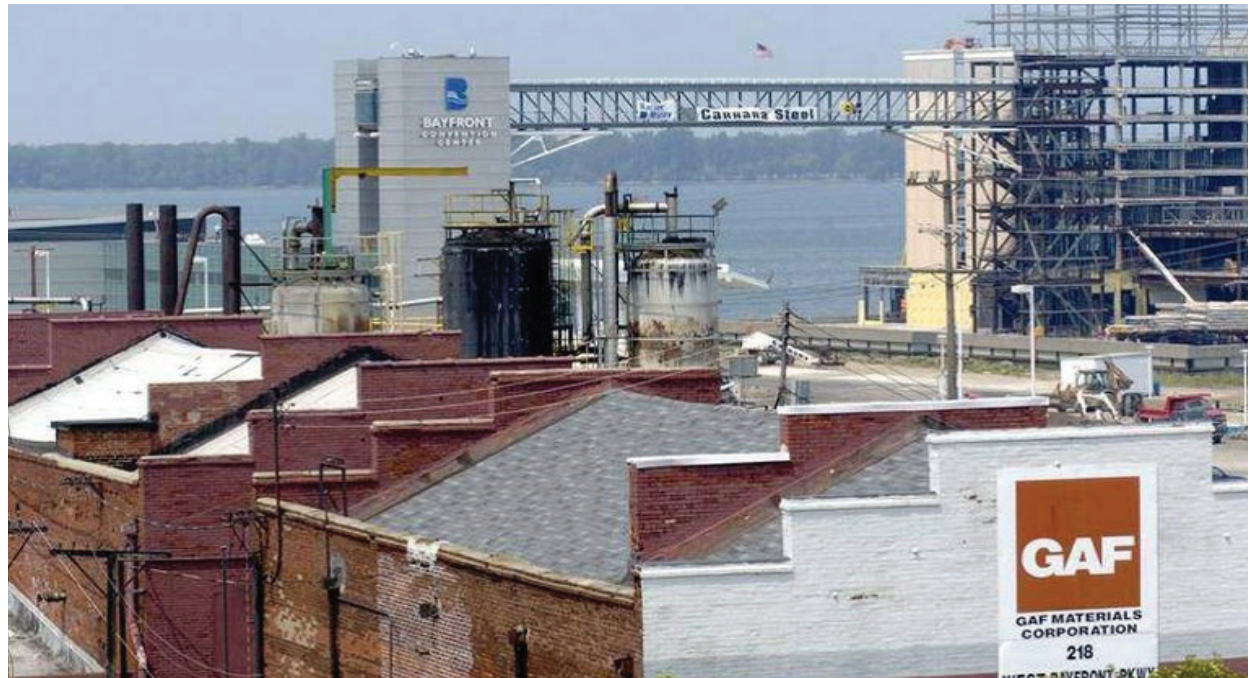
ERIE'S BAYFRONT CIRCA 1900

1) Add significant revenue to the local economy and 2) Promote Erie as a unique destination. The Erie County Convention Center Authority, rechristened as Erie Events, was about to begin a new journey in 2007 with the opening of the Bayfront Convention Center and its adjoining host hotel, Sheraton Erie Bayfront Hotel.

The construction of these facilities culminated in one of the largest public projects in the recent history of northwestern Pennsylvania. Within five months of opening its doors, more than 145 events were held which attracted over 62,000 guests to the new hotel.

Erie Events purchased the closed GAF Building Materials Corporation property in 2010, after the company removed its equipment and structures. The company ceased operations at this shop in 2007. GAF and its predecessors manufactured residential and commercial asphalt roofing products on this site for nearly 100 years.

Erie Events initiated an investigation and detailed assessment of the property. The report identified several environmental and human health concerns caused by years of contamination. The long-range plan was to reclaim, prepare and market this site to private developers. A multimillion-dollar, state funded environmental cleanup was completed in 2014, bringing the property into Pennsylvania act 2 compliance. Next, the Pennsylvania Department of Environmental Protection certified that the environmental conditions at the site were remediated. The classification 'remediated' meant that a wide range of land uses, including residential, could occupy the former GAF site. The former 12.5-acre GAF site and the adjacent Convention Center property became known as Bayfront Place. A 1,100-foot walkway was built around the perimeter to allow for public access to the waterfront.



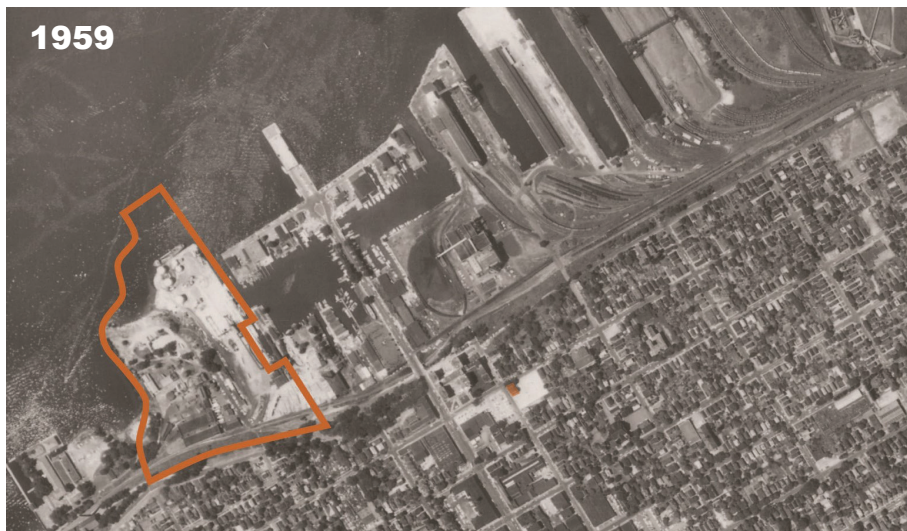
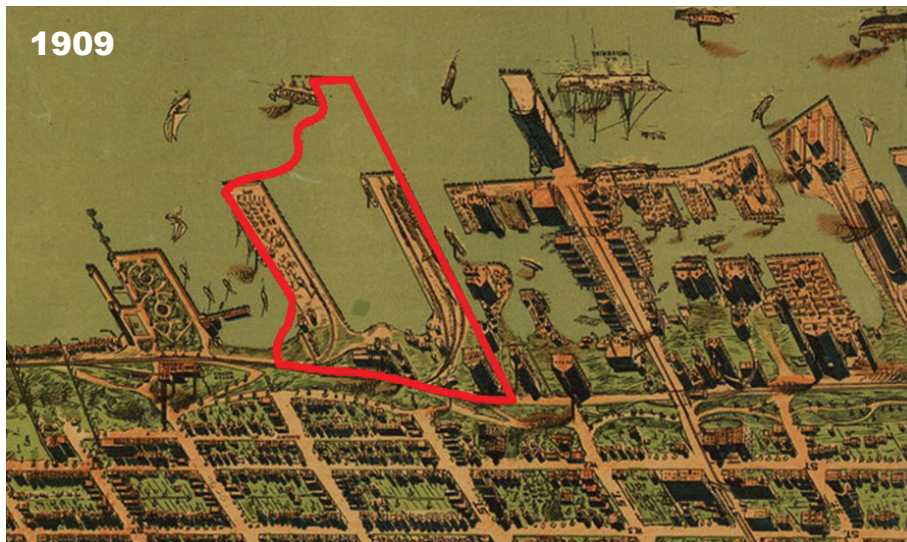
GAF SITE 2007



GAF SITE 2016

EMERGENCE OF THE SITE

The area now called Bayfront Place evolved over time through land reclamation, the process of creating new land from ocean, riverbeds, or lakebeds. In this case, land was filled in to extend the northern shoreline out into Erie, Pennsylvania's Bay.



2016



google earth



3. PLANNING PROCESS

CREATING A PLACE FOR EVERYONE TO ENJOY

To establish a framework for the Development Plan, Kidder Wachter reviewed the past planning efforts for this site and relevant local and regional plans, including Destination Erie and the Erie Downtown Master Plan, and considered other successful waterfront development projects, both statewide and nationally. Kidder Wachter also revisited the community involvement process that began in 2009 to help establish the community's vision of the site and a recommended set of core principles to guide the development plan. The comments and responses included numerous surveys, emails, editorials, and personal letters helped to strengthen the sense of place and sense of community while designing Bayfront Place.

Over the last twenty years, Erie's bayfront has become an accessible place that is enjoyed by the public. Concerts at Liberty Park, Tall Ships Erie, events at the Bayfront Convention Center, restaurants and other facilities have brought more and more people to the water's edge. Bayfront Place will become another great waterfront destination, a welcoming, public-spirited neighborhood that will appeal to residents, workers, and visitors. It will have a thoughtful combination of uses to keep the neighborhood active and safe throughout each day. The development plan strives to optimize views from every part of the site, respectful of its waterfront location.



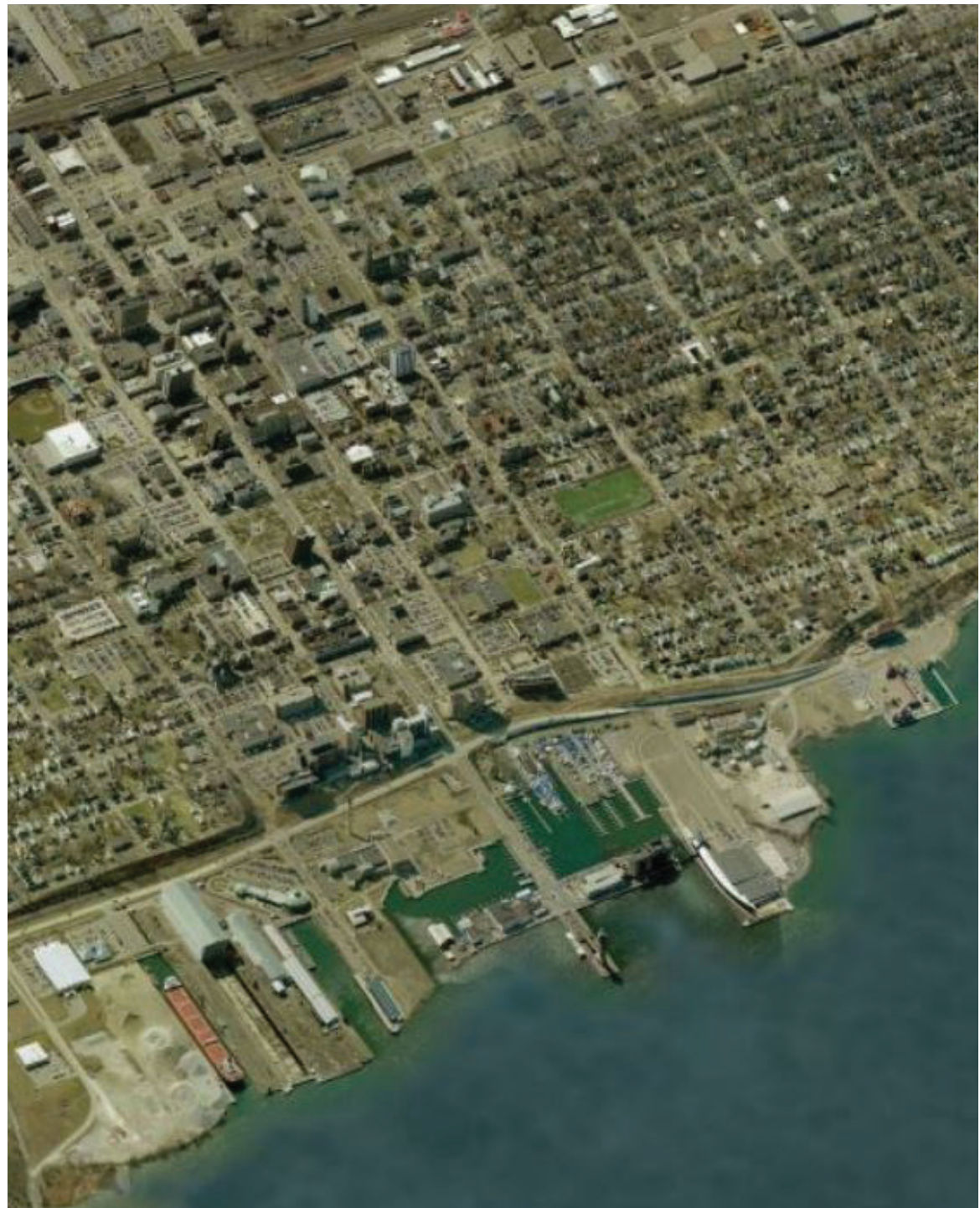
This word cloud represents phrases most commonly mentioned by local community members when Erie Events asked what amenities they would like to see along the Bayfront.

GUIDING PRINCIPLES

Erie Event's main goal is to transform this piece of waterfront property into a vibrant, year-round destination for residents and visitors alike. Kidder Wachter Architecture & Design created an implementable plan to guide development for the full reuse of the project site over the next decade. Bayfront Place will yield great benefits to the city and region, serving as a catalyst to attract additional development and generating property taxes. Guiding Principles are key to achieving this goal and each one plays a critical role in the design and layout of the Development Plan.

The Eight Guiding Principles are:

1. Improve the quality of life for all Erie residents and attract regional visitors and tourists
2. Create connected public open spaces to accommodate pedestrians and maintain views of the bay
3. Promote the development of a dense and walkable community
4. Integrate office, entertainment, commercial, recreational, and residential mixed-use development
5. Consider the site's long history and significance in all elements of design
6. Promote a pedestrian-friendly plan that connects adjoining properties and downtown neighborhoods to the bayfront
7. Create an implementable plan that will guide future development to create a uniquely Erie waterfront destination.
8. Maximize property tax revenue



DESIGN CHARACTERISTICS

PUBLIC SPACES



DENSE AND WALKABLE



MIXED USE



ACCESSIBLE TO THE WATER



STRONG CONNECTIONS



TRULY ERIE WATERFRONT





Cities seek a waterfront that is a place of public enjoyment. They want a waterfront where there is ample visual and physical public access - all day, all year - to both the water and the land. Cities also want a waterfront that serves more than one purpose: they want it to be a place to work and to live, as well as a place to play. In other words, they want a place that contributes to the quality of life in all of its aspects - economic, social, and cultural.

-Remaking the Urban Waterfront, Urban Land Institute



4. DEVELOPMENT PLAN

A MIXED-USE NEIGHBORHOOD

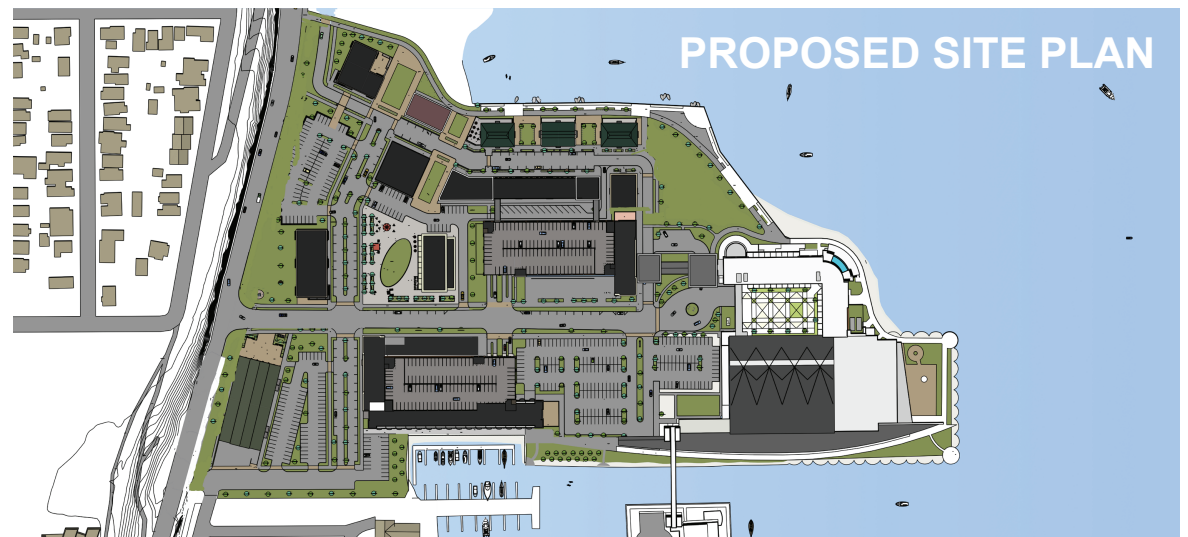
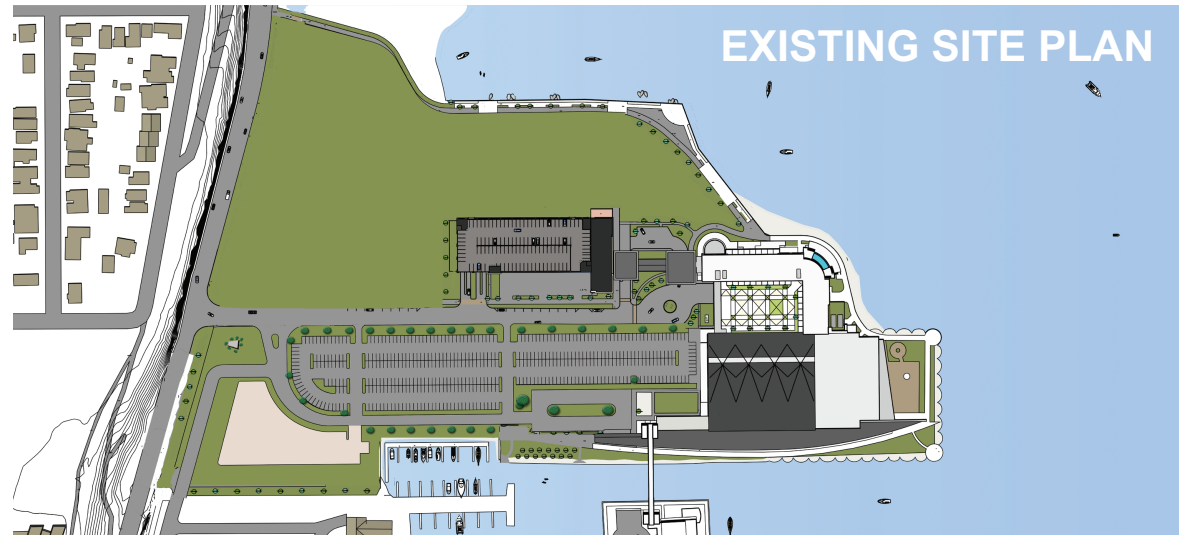
A neighborhood with a balanced mixture of residential, commercial, office, retail and parking creates a vibrant 24/7 environment. The plan for Bayfront Place organizes this mix of uses around a series of formal and informal exterior landscaped spaces and interconnected pedestrian and vehicular circulation systems. The specific combination of uses will evolve as the project develops in response to market demands.

The development plan currently includes:

- 200 units of rental and condominium housing
- 76,000 square feet of office space
- 194,000 square feet of commercial space
- 11.9 acres of landscaped open space
- 1,514 parking spaces (surface and structured parking)

To create a lively sidewalk experience, many of the buildings have first floor storefront spaces for retail shops, restaurants and building lobbies. Upper floors contain residential units and office space.

To maximize the potential of this property, all of these uses are accommodated for using a dense, urban design approach rather than a sprawling, separation of uses, suburban model.





AERIAL VIEW LOOKING NORTH EAST



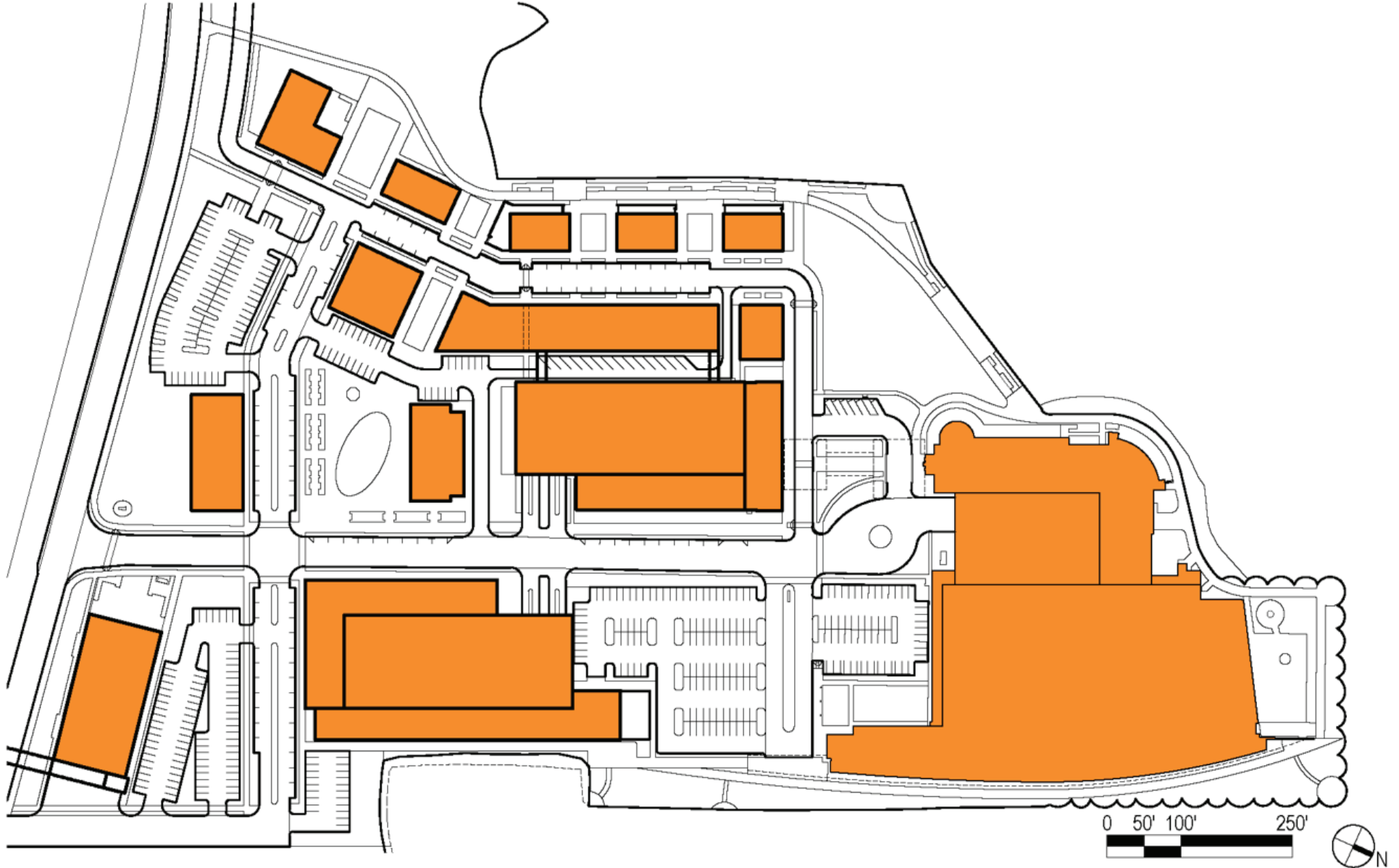
AERIAL VIEW LOOKING SOUTH EAST



AERIAL VIEW LOOKING SOUTH WEST

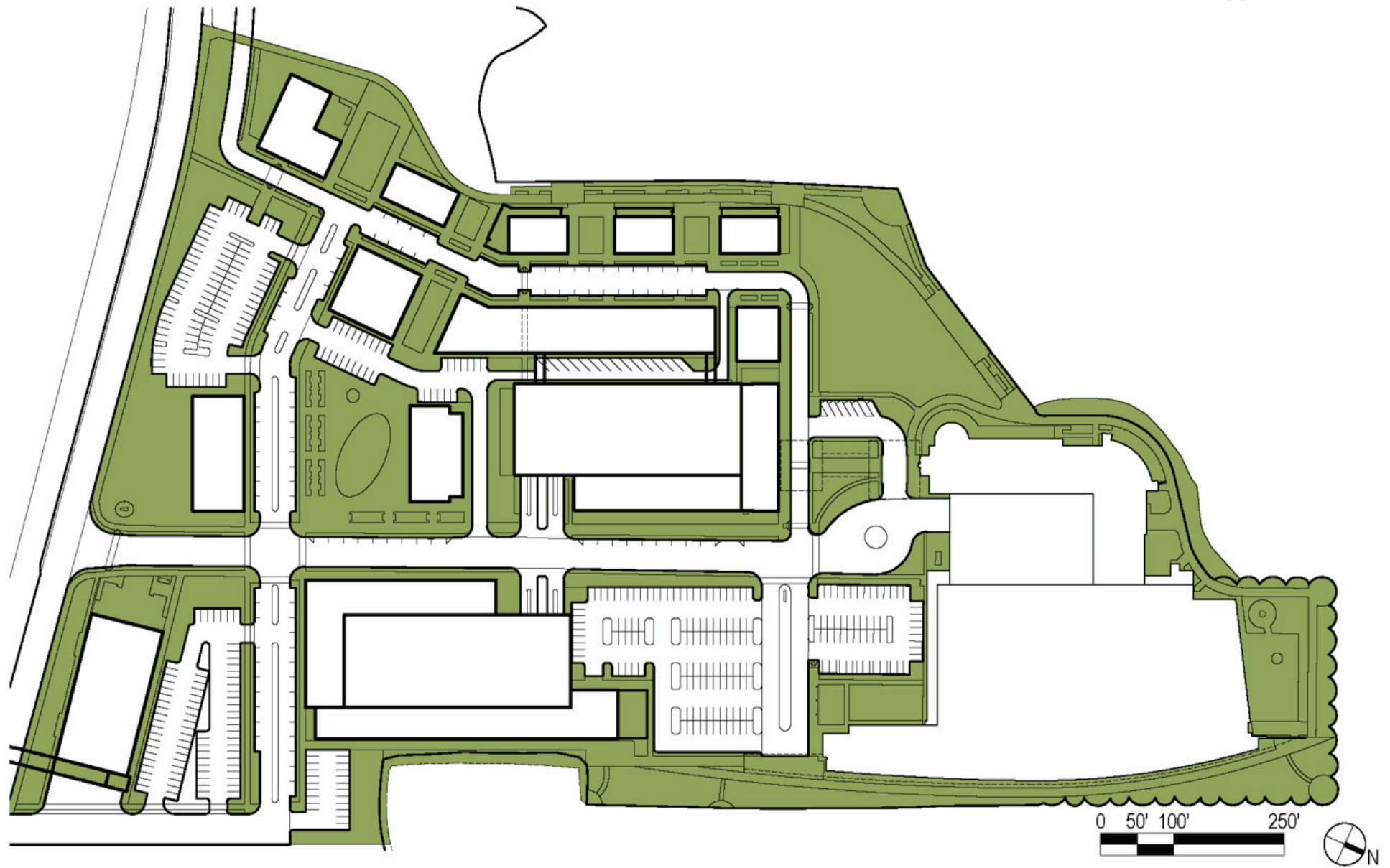
SITE DIAGRAM - STRUCTURES

32% OF SITE



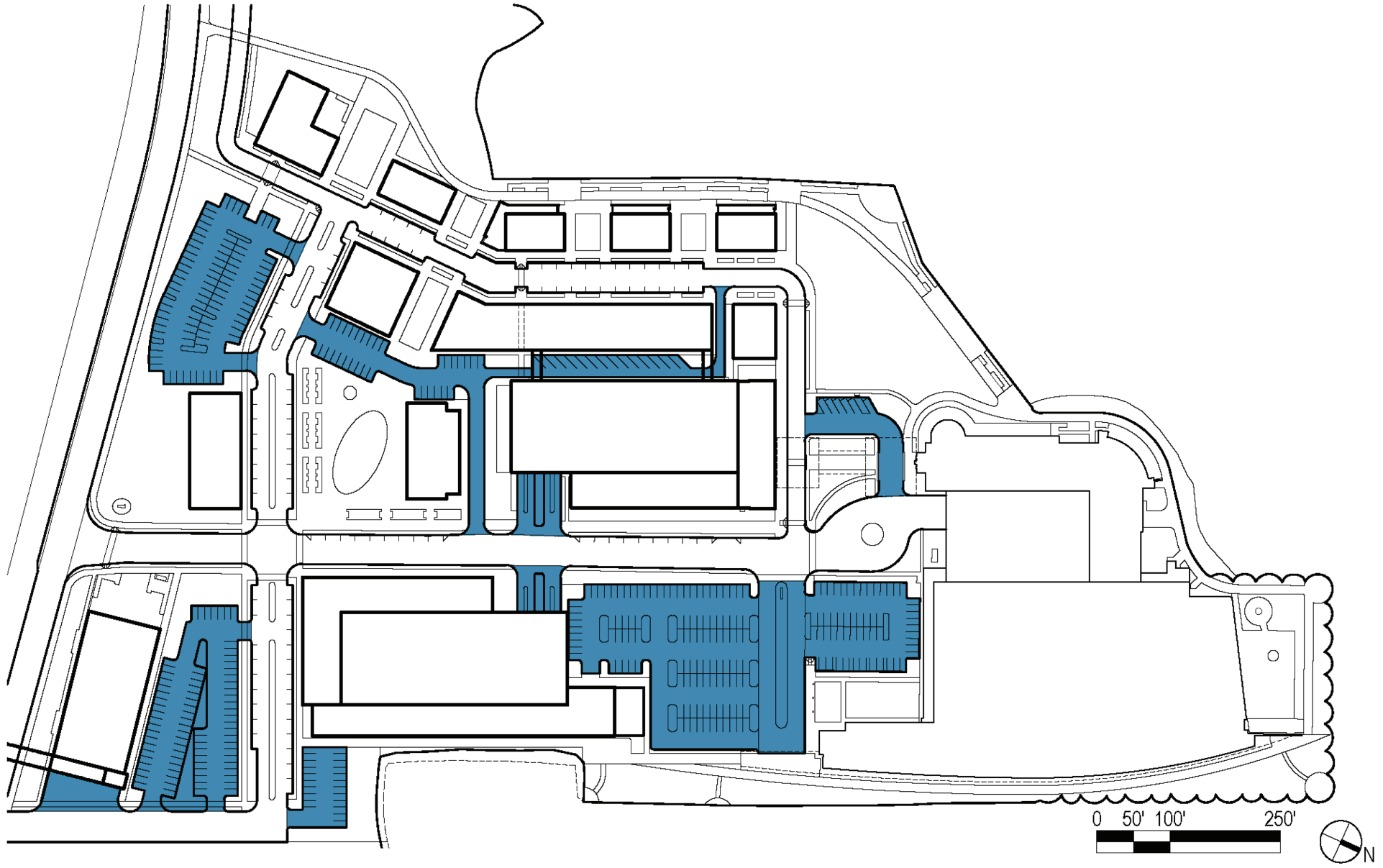
SITE DIAGRAM - PUBLIC / OPEN SPACES

41% OF SITE



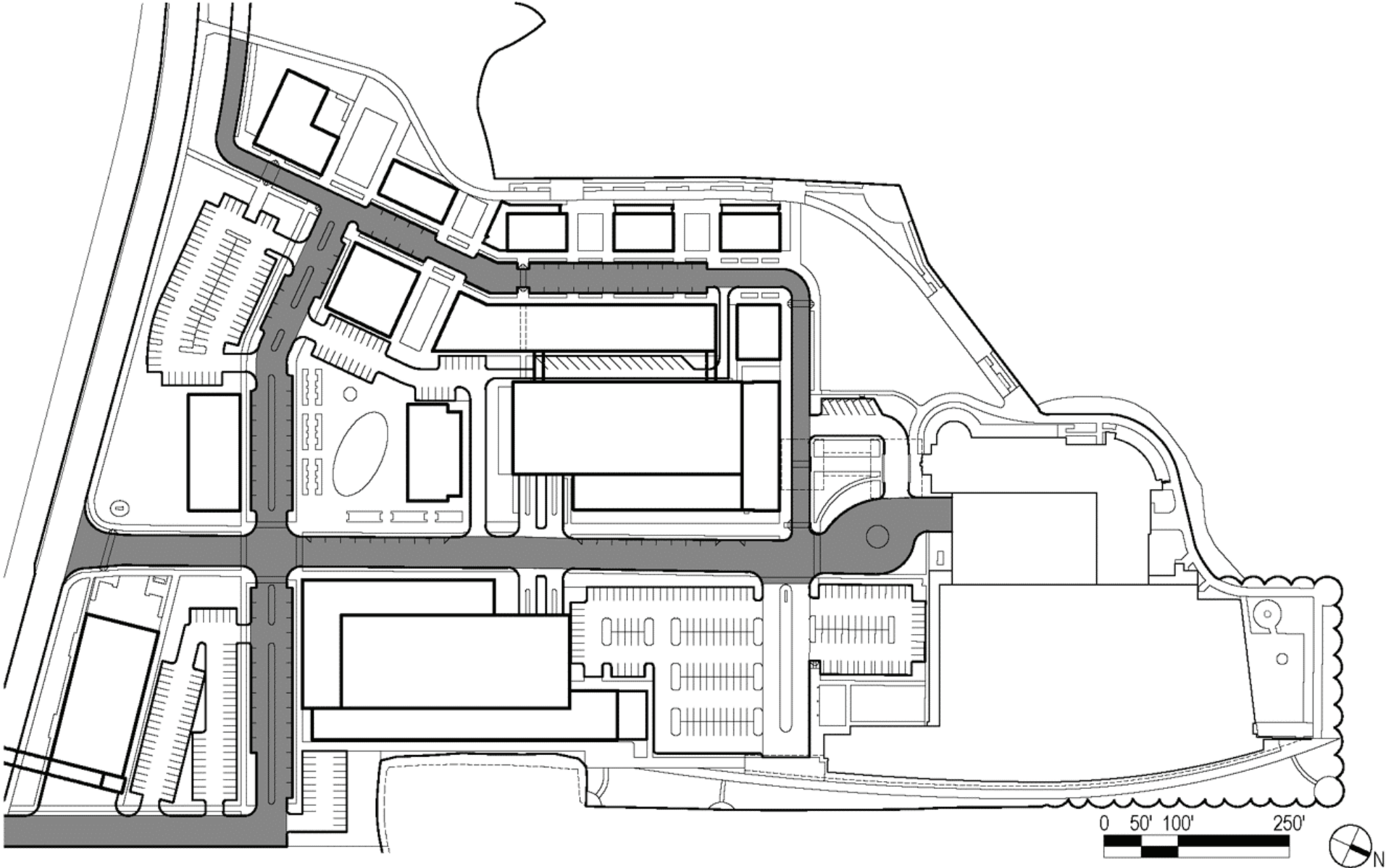
SITE DIAGRAM - SURFACE PARKING

15% OF SITE



SITE DIAGRAM - VEHICULAR CIRCULATION

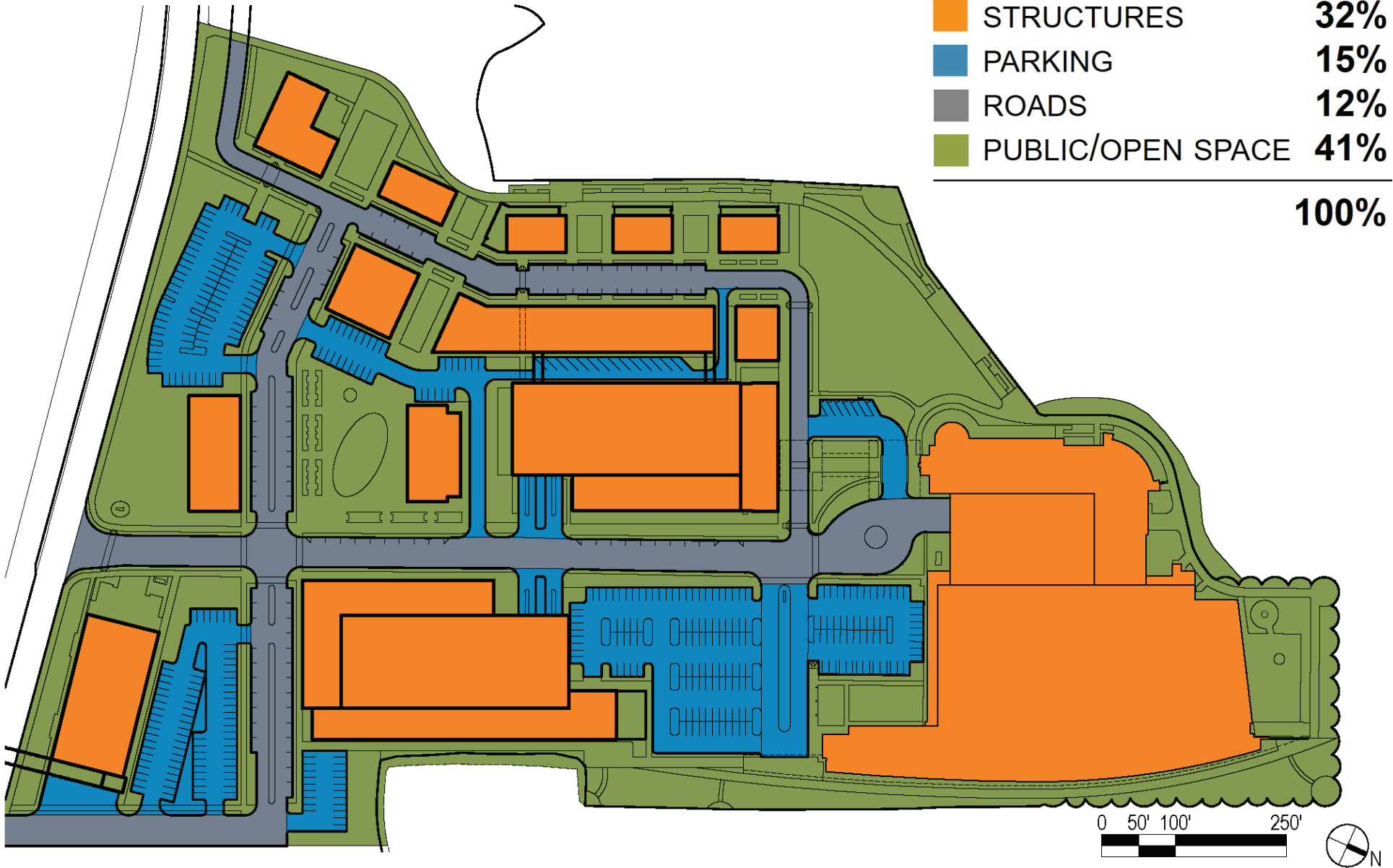
12% OF SITE



SITE DIAGRAM - SUMMARY

STRUCTURES	32%
PARKING	15%
ROADS	12%
PUBLIC/OPEN SPACE	41%

100%







URBAN DESIGN APPROACH

The placement of buildings and streets at Bayfront Place was purposely designed to frame views of Presque Isle Bay and Downtown Erie. These interconnected open public spaces are an integral part of the design, ensuring that Bayfront Place develops as a place for everyone to enjoy.

A Brookings Institution study concluded that convenient, amenity-rich communities are economically appealing, and that the walkability of an area increases the per-foot price of commercial and residential spaces. This study also found that 63 percent of millennials would prefer to live where they do not need a car often.





CONNECTING DOWNTOWN ERIE TO THE WATER

A steep bluff creates a dramatic difference in elevation between Downtown Erie and the Bayfront Parkway and creates a transition that is difficult for pedestrians and bicyclists to traverse. Safe and comfortable movement does not currently exist, creating a divide between the city and its most valuable asset - its waterfront. In the recent City of Erie Comprehensive Plan and Community Decision-Making Guide, four goals were established to connect Downtown and the Bayfront:

- Address the scale issue that makes the distance between downtown and the Bayfront feel vast and intimidating
- Weave together assets in the transitional area between downtown and the Bayfront, including the marinas and UPMC Hamot
- Resolve the conflicting requirements of different users in a way that results in a much more

safe and pleasant experience for pedestrians and bicyclists, and in traffic patterns that ensure rapid access to UPMC Hamot and limited gridlock for automobiles

- Create a public space that contributes both to downtown and to the Bayfront as distinct and yet connected civic places and which, in a resulting signature quality level of finish, becomes an economic development generator in its own right.

A pedestrian bridge proposed in the development plan addresses all the above goals and provides a safe passageway to Bayfront Place. The bridge would span the Bayfront Parkway, connecting Bayfront Place to Erie's West Bayfront Neighborhood and Downtown. The difference in elevation is considerably lower between the foot of Sassafras and Peach Streets, mak-

ing it an optimal location for a pedestrian bridge. This bridge could become an iconic gateway to the City of Erie – representing connectivity and inclusivity to the water's edge.



Pedestrian Bridge, Pittsburgh, PA

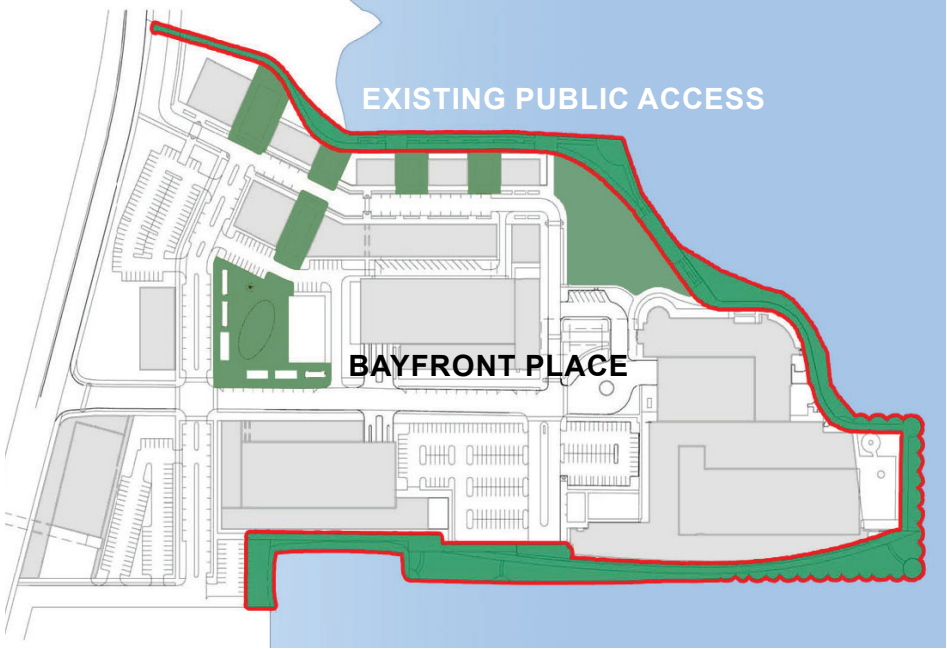
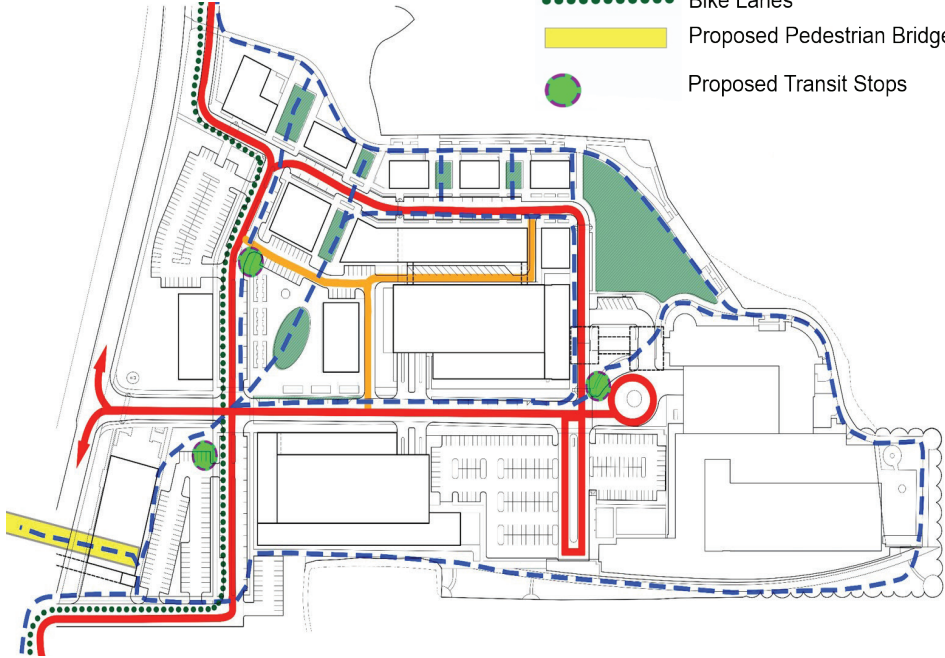
BAYFRONT PLACE PROMENADE

At the waters edge of Bayfront Place a dynamic pedestrian promenade offers memorable views of Presque Isle Bay, the downtown skyline, and the West Canal Basin. As this promenade moves along the western edge of Bayfront Place, it will be energized with shopping, eateries, and outdoor dining. The promenade will arrive at the Great Lawn on the north side where pedestrians will find viewing and fishing platforms, drawing visitors to the water's edge. Continuing along the promenade the Courtyard Marriot Hotel and Bayfront Convention Center, the view refocuses towards the downtown skyline and the West Canal Basin, an active marina. Along the eastern edge, the promenade will navigate through a residential development terminating at the Market District. The pedestrian bridge will be conveniently located at the Market District to easily link Bayfront Place residents and visitors to the downtown.



EXISTING BAYFRONT PLACE PUBLIC ACCESS 2016

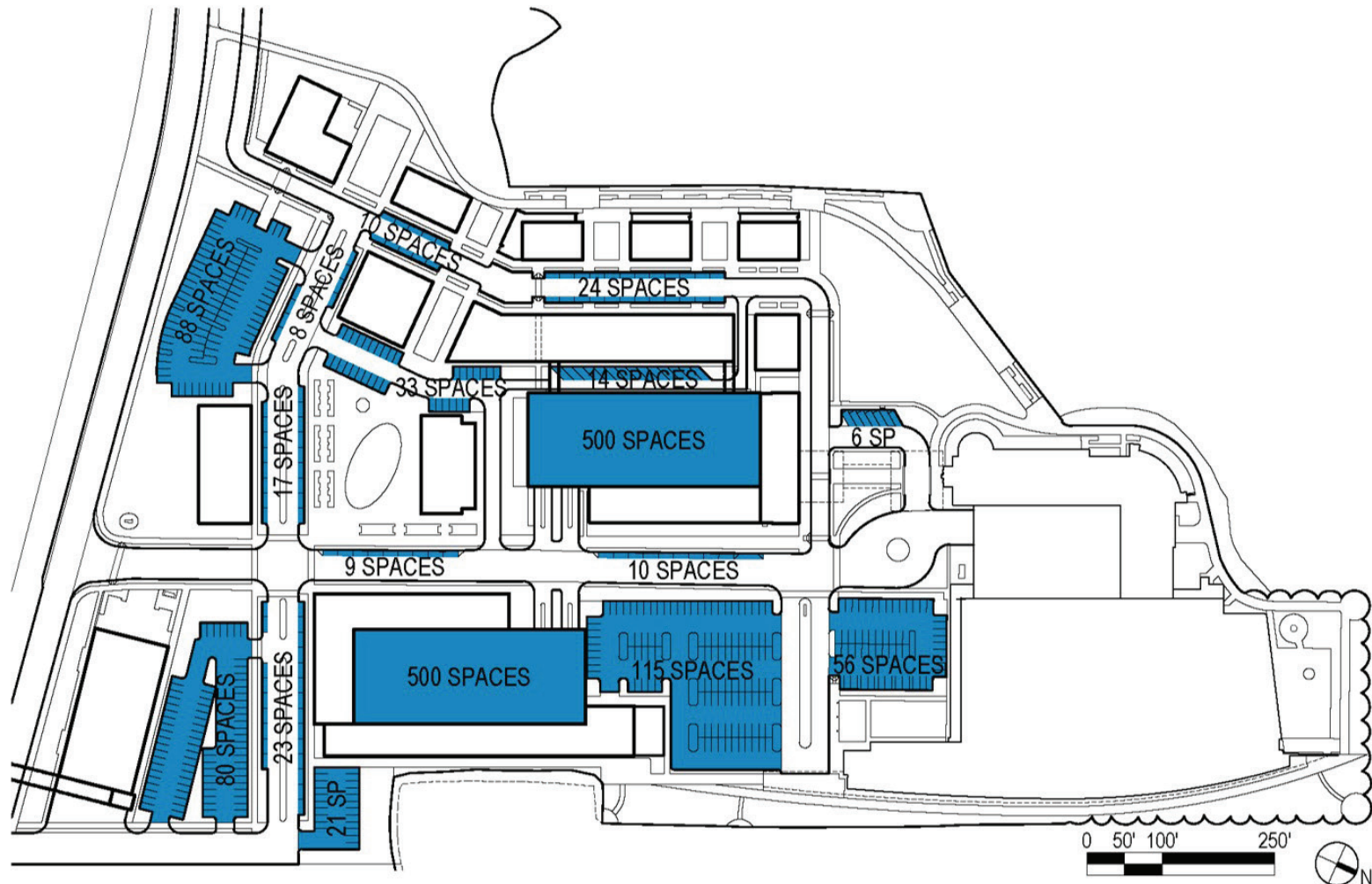
- Main Vehicular Circulation
- Secondary Circulation
- - - Pedestrian Circulation
- Bike Lanes
- Proposed Pedestrian Bridge
- Proposed Transit Stops



PARKING

Based upon the current development program, Bayfront Place will meet all zoning parking requirements set forth by the City of Erie zoning ordinance. The City of Erie Zoning Ordinance requires 1500 parking spaces to support the proposed facilities in the Development Plan. The majority of the parking will be concentrated in two 500-space parking ramps. The first is a newly constructed three-level parking ramp (expandable to five-levels if onsite demand requires it). The second proposed ramp will be located on the existing surface parking lot south of the Bayfront Convention Center. Both will minimize the footprint needed for

parking, enabling a greater portion of the site to be used to generate property tax. The parking ramps are designed to be hidden or 'wrapped' by mixed-use buildings so they naturally blend into the fabric of the development without detracting from other active uses. Surface parking lots are designed to be aesthetically pleasing and environmentally sensitive, and will include landscaped areas, trees, bike racks, and trash cans. The parking areas conform to the overall goals of the development plan and address the need for Bayfront Convention Center parking.



REFERENCE PLAN



BAYFRONT PLACE DEVELOPMENT PLAN - AREA SUMMARY

The following chart is a summary of the function and size of the buildings in the Bayfront Place Development Plan. Each building is referred to with a letter on the Reference Plan on page 24.

BUILDING	Principal Use	Ground Floor Retail	FLOORS	HEIGHT (FT)	Building Footprint (SF)	TOTAL SF	RESIDENTIAL UNITS	GROUND FLOOR RETAIL (SF)	RESIDENTIAL SPACE (SF)	OFFICE SPACE (SF)	RETAIL SPACE (SF)
Building A	Retail		1.5	24	4,000	4,000					4,000
Building B	Retail		1.5	24	4,000	4,000					4,000
Building C	Retail		1.5	24	4,000	4,000					4,000
Building D*	Residential		4	50	4,750	19,000	10		14,250		
Building E	Office		3	40	8,500	25,500				25,500	
Building F	Residential	X	4	50	9,025	36,100	18	9,025	27,075		9,025
Building G**	Residential	X	4	50	23,102	92,408	46	23,102	69,306		23,102
Building H	Residential	X	3	40	4,177	12,531	7	4,177	8,354		4,177
Building I	Residential	X	4	50	8,694	34,776	17	8,694	26,082		8,694
Building J	Residential	X	4	50	10,792	43,168	22	10,792	32,376		10,792
Building K	Office	X	3	40	9,121	27,363		9,121		18,242	9,121
Building L	Office		3	40	10,850	32,550				32,550	
Building M	Retail		1	24	20,000	20,000					20,000
Building N	Residential	X	4	50	6,567	26,268	13	6,567	19,701		6,567
Building O	Residential		4	50	17,776	71,104	47		71,104		
Building P	Residential	X	4	50	9,780	39,120	20	9,780	29,340		9,780
	Convention Center										
	Marriot Hotel										
TOTAL					155,134	491,888	200	81,258	297,588	76,292	113,258



5. DEVELOPMENT DISTRICTS



DEVELOPMENT DISTRICTS

1 OFFICE DISTRICT



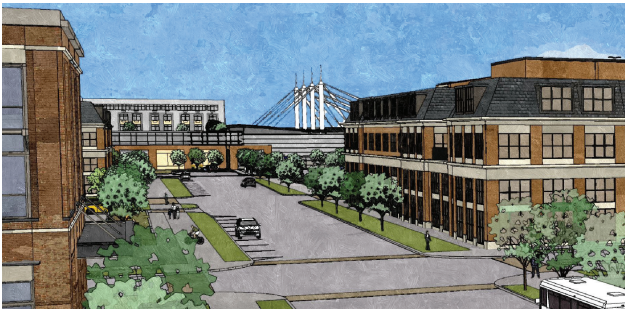
2 MARKET DISTRICT



3 CENTRAL SQUARE



4 SASSAFRAS STREET



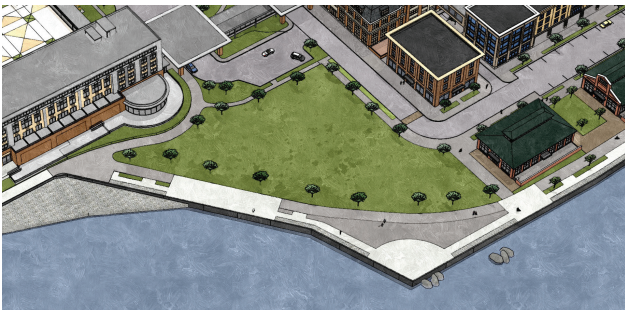
5 MARINA DISTRICT



6 CONVENTION CENTER



7 THE GREAT LAWN

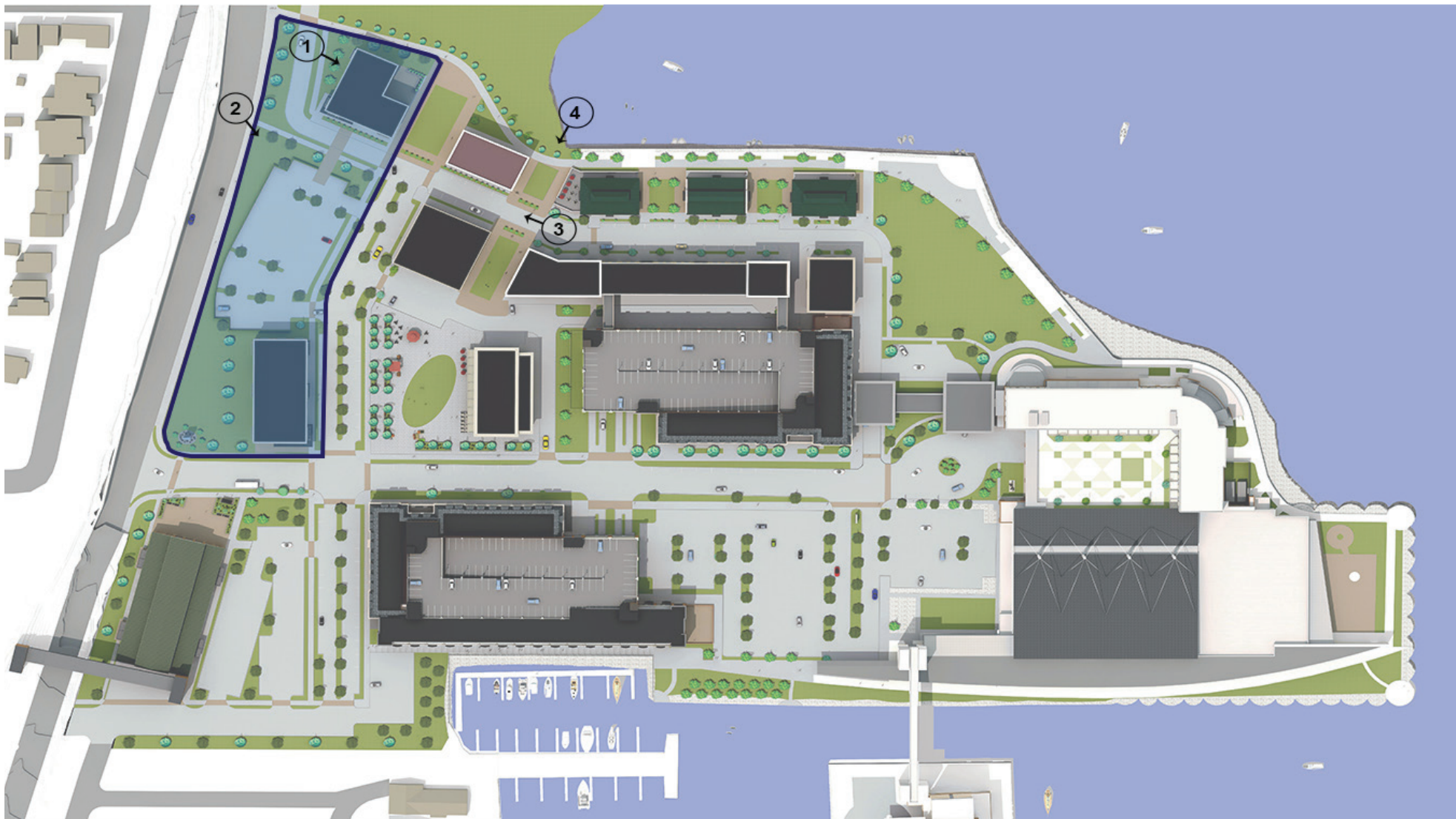


8 MAIN STREET



9 WATERFRONT DISTRICT



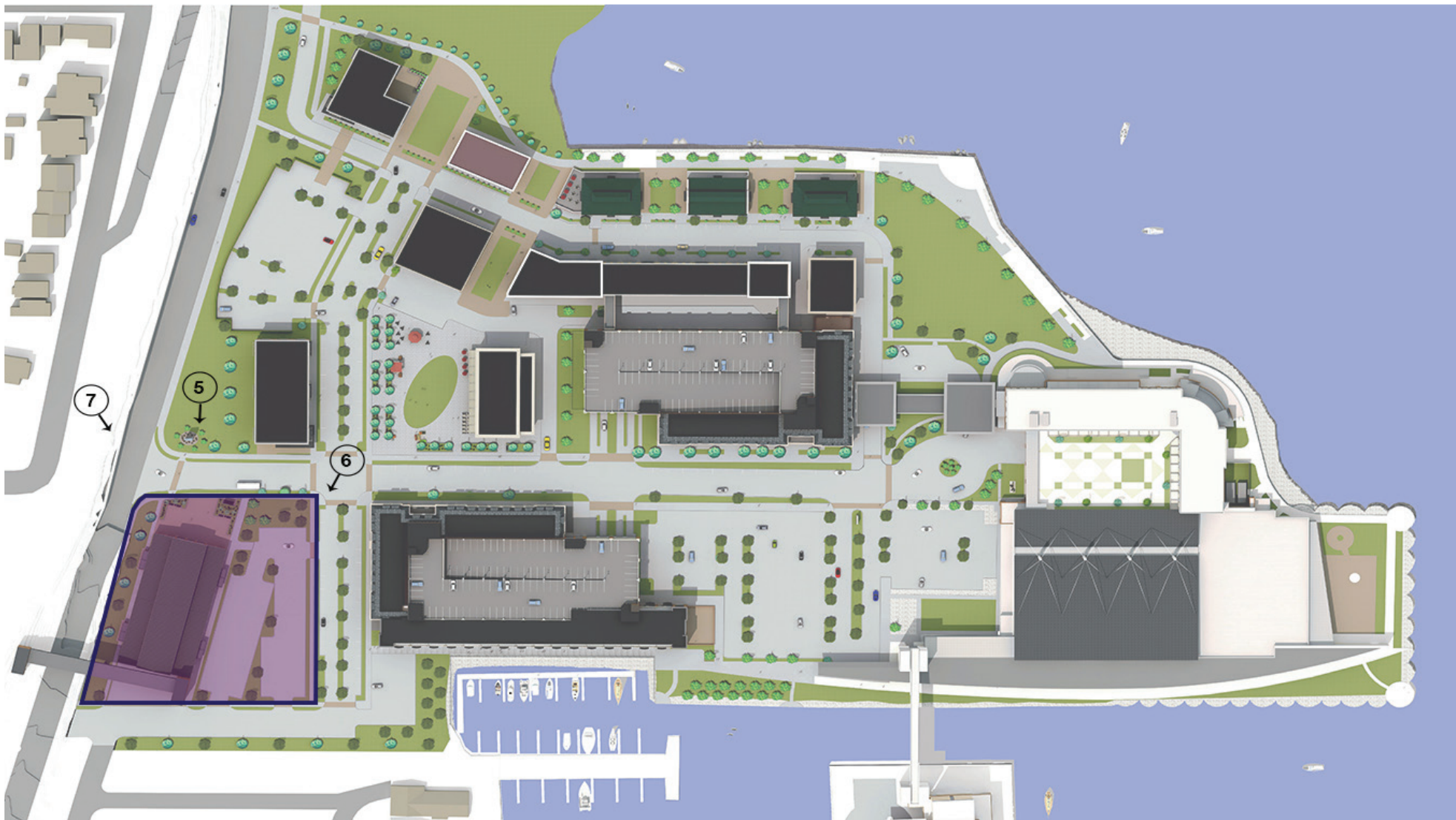


1. OFFICE DISTRICT

The proposed office buildings are located on the south of Bayfront Place and adjacent to the Bayfront Parkway for ease of access and visibility. A surface lot is situated between the two office buildings for additional parking opportunities. These buildings are planned to introduce brand new Class A office space that is intentionally designed for workspaces of the future – walkable, live/work/play environments. The proposed buildings are organized around a network of parks

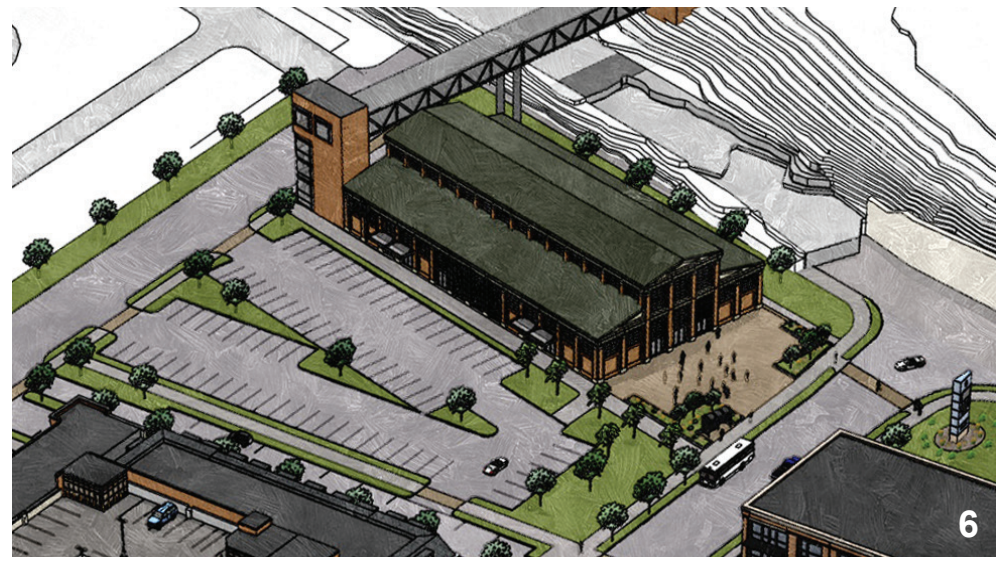
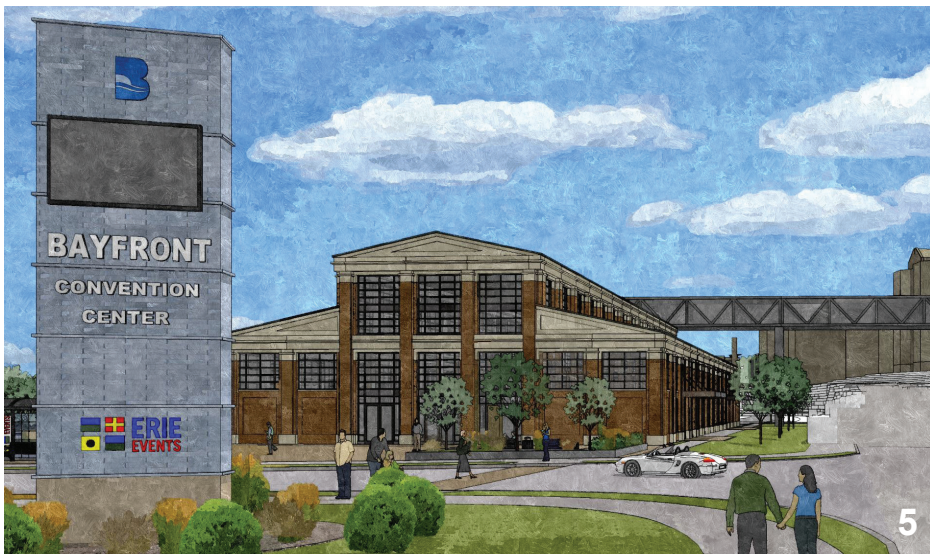
and open spaces providing great “view corridors” of both Presque Isle Bay and Erie’s skyline. The office district acts as a buffer from the Bayfront Parkway for the residential districts to the North.

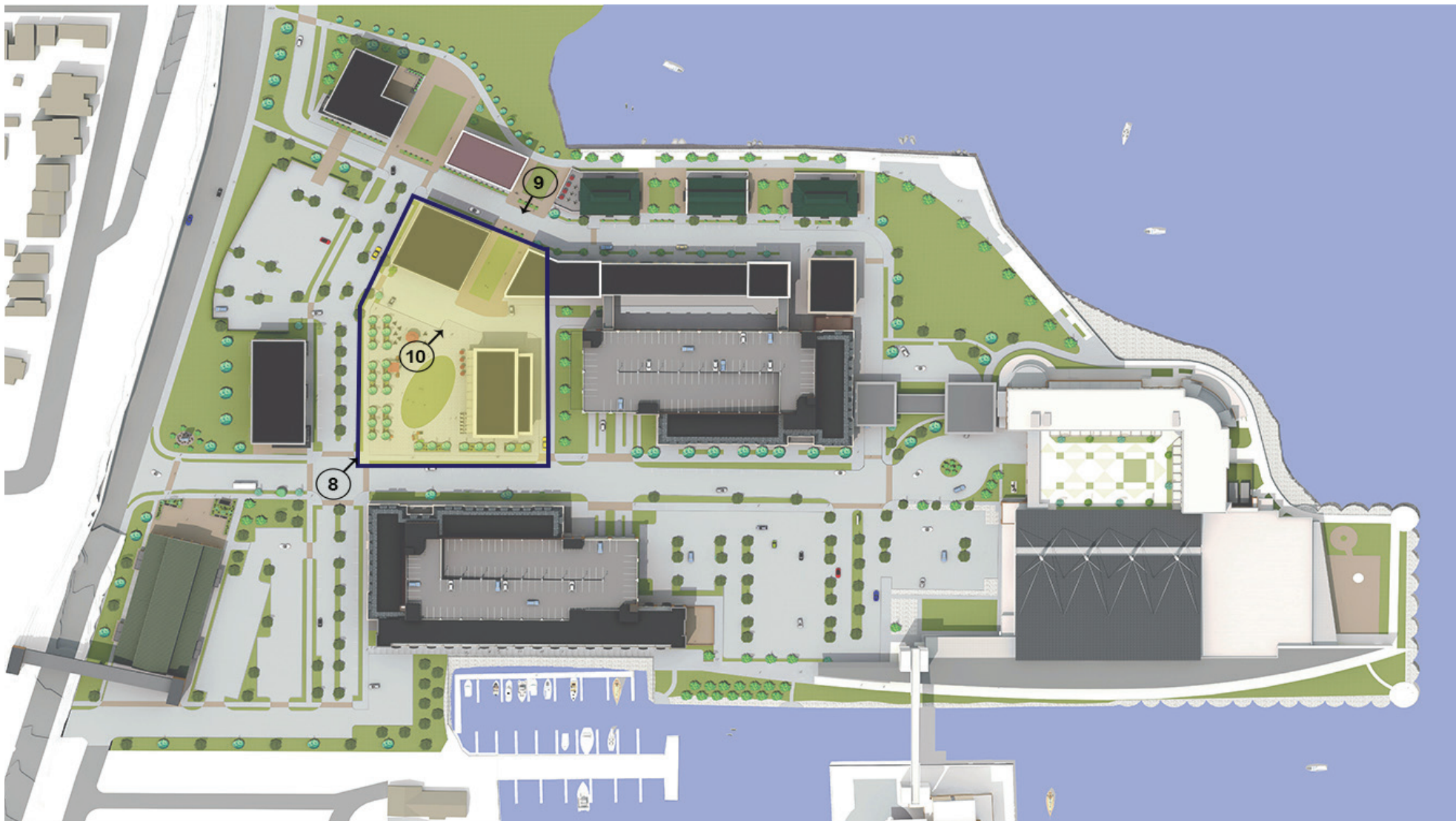




2. MARKET DISTRICT

With 20,000 square feet of retail space, the Market District will be the premier shopping experience for just-picked produce, artisan and ethnic foods, and freshly prepared foods. It will be a one-of-a-kind destination along the Great Lakes that not only caters to the residents and visitors of Bayfront Place but serves the greater Erie region. It will be easily accessible from the Bayfront Parkway. A new pedestrian bridge will connect Bayfront Place with Erie's downtown.



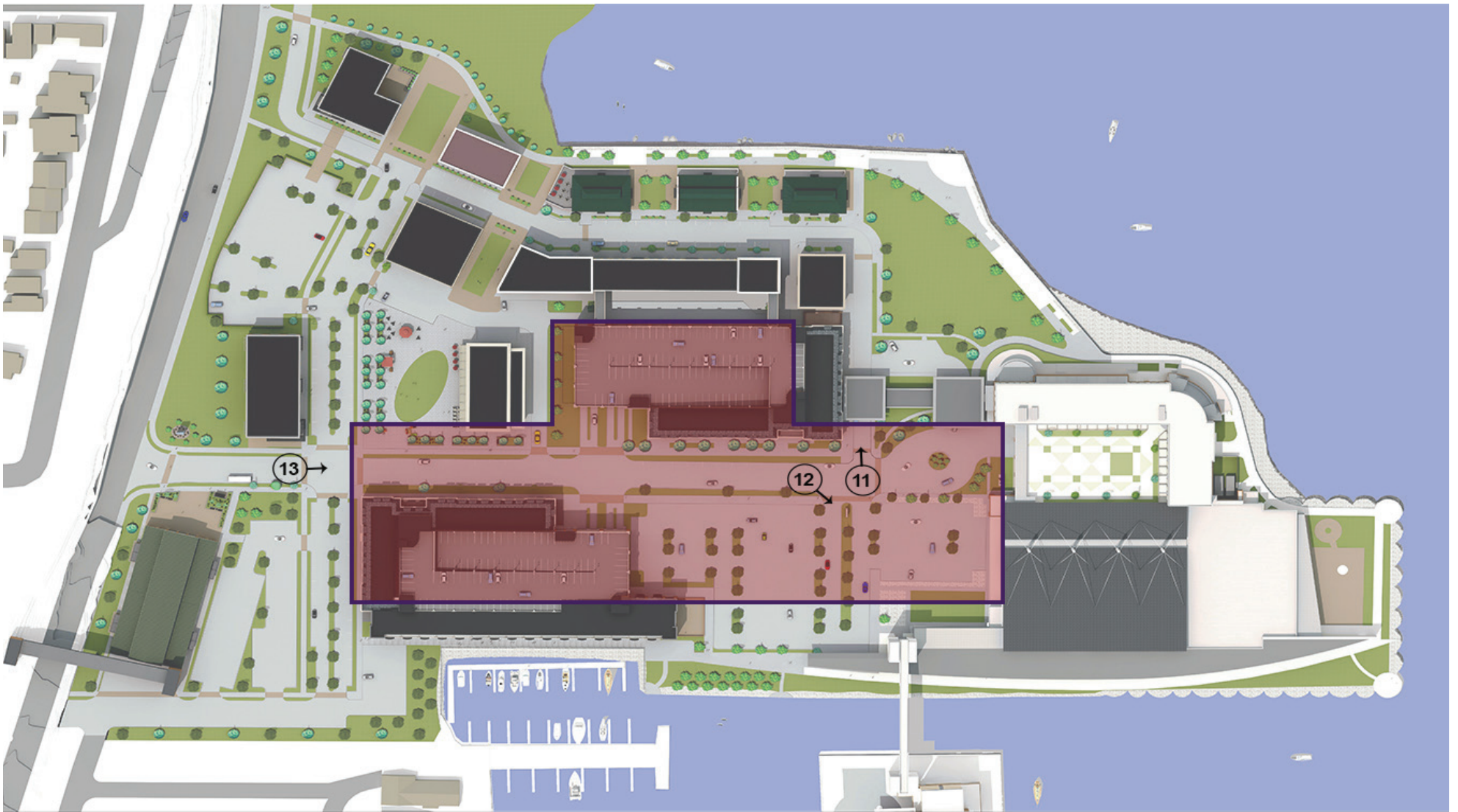


3. CENTRAL SQUARE

Central Square will be a year-round, tree-lined neighborhood park that serves as the front door to Bayfront Place. The neighborhood-scaled open space will be framed by residential and office uses, shopping and dining. The surrounding land use mix will ensure that the square is an active gathering place seven days a week – morning, noon, and night. The square’s design will feature an oval-shaped lawn, serving as a green outdoor living room for residents and visitors,

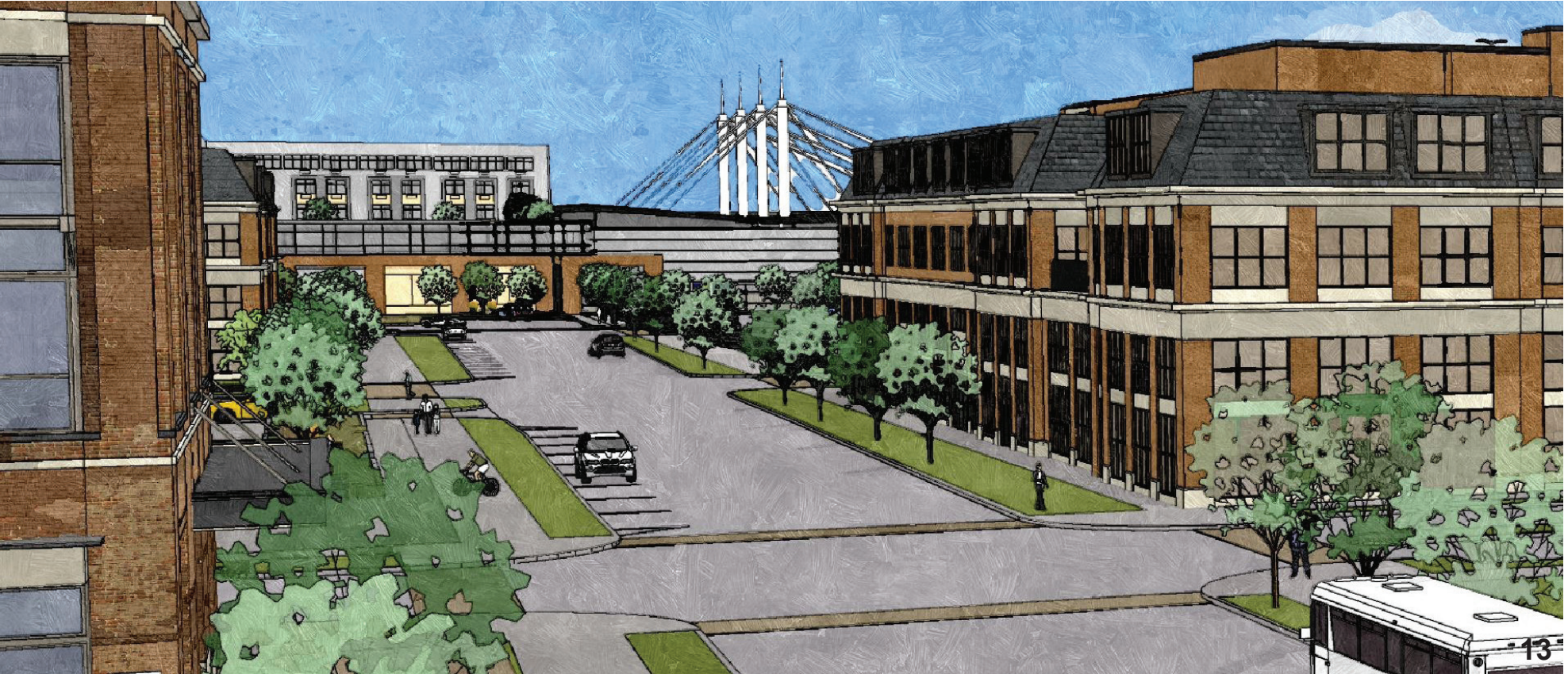
surrounded by a plaza. The plaza will contain landscaping elements, tables and chairs, benches, and a pavilion café. The café will offer a destination for light dining, morning coffee, or an evening ice cream. Central Square will provide for a diverse set of experiences ranging from public art displays and outdoor music shows to family-friendly happenings that will be protected from the prevailing winds.

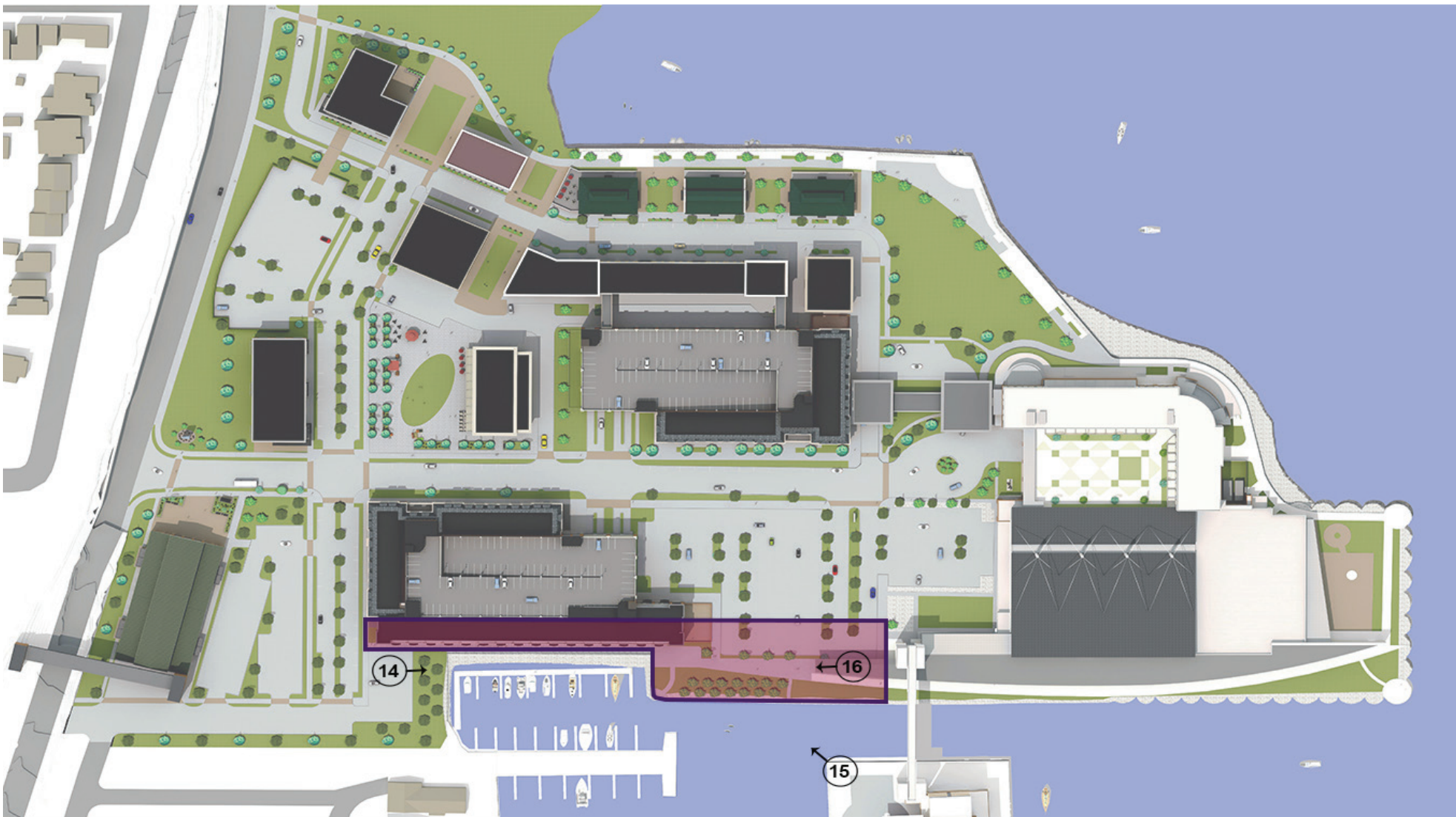




4. SASSAFRAS STREET

Sassafras Street will be a lively pedestrian urban street lined with ground floor shops and restaurants. It will be the main north-south street corridor for Bayfront Place, terminating at the Courtyard Marriot Hotel and Bayfront Convention Center. Special attention will be paid to parking garage entrances and placement of public transit stops.

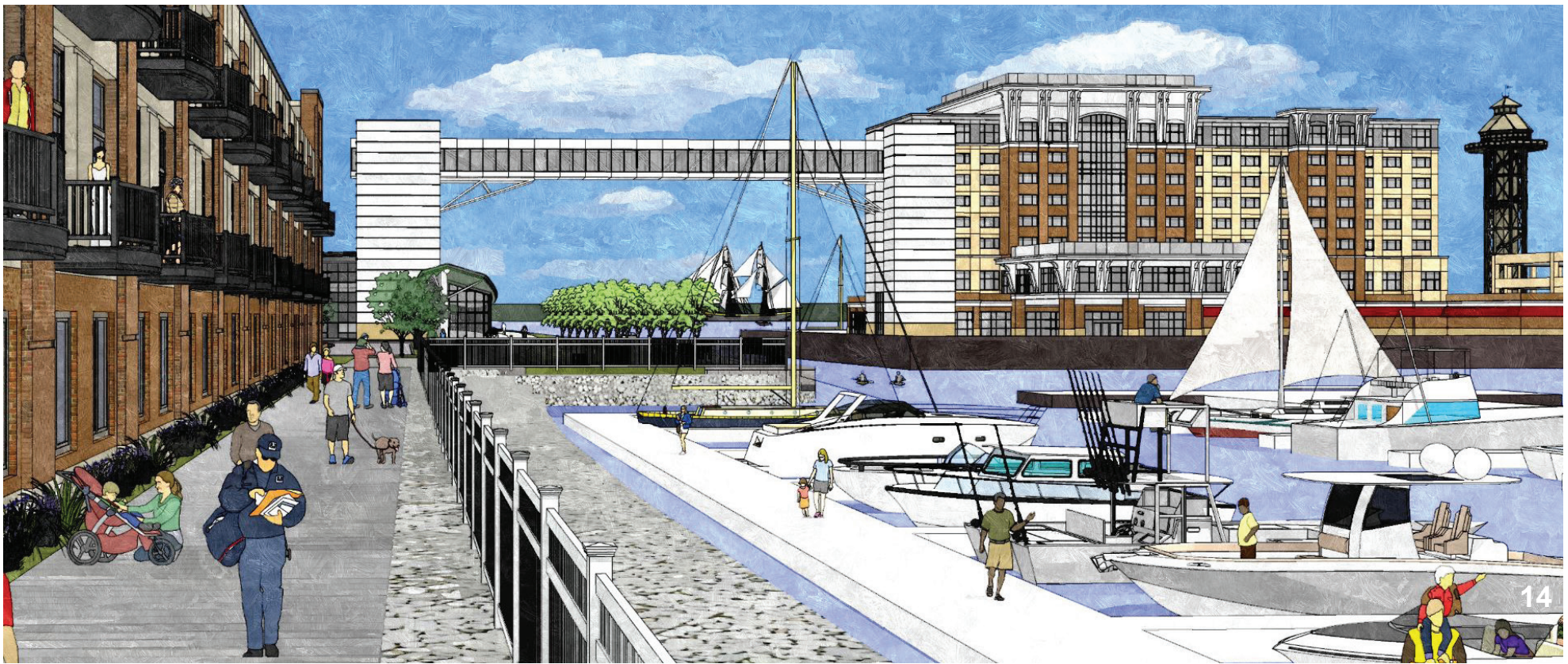


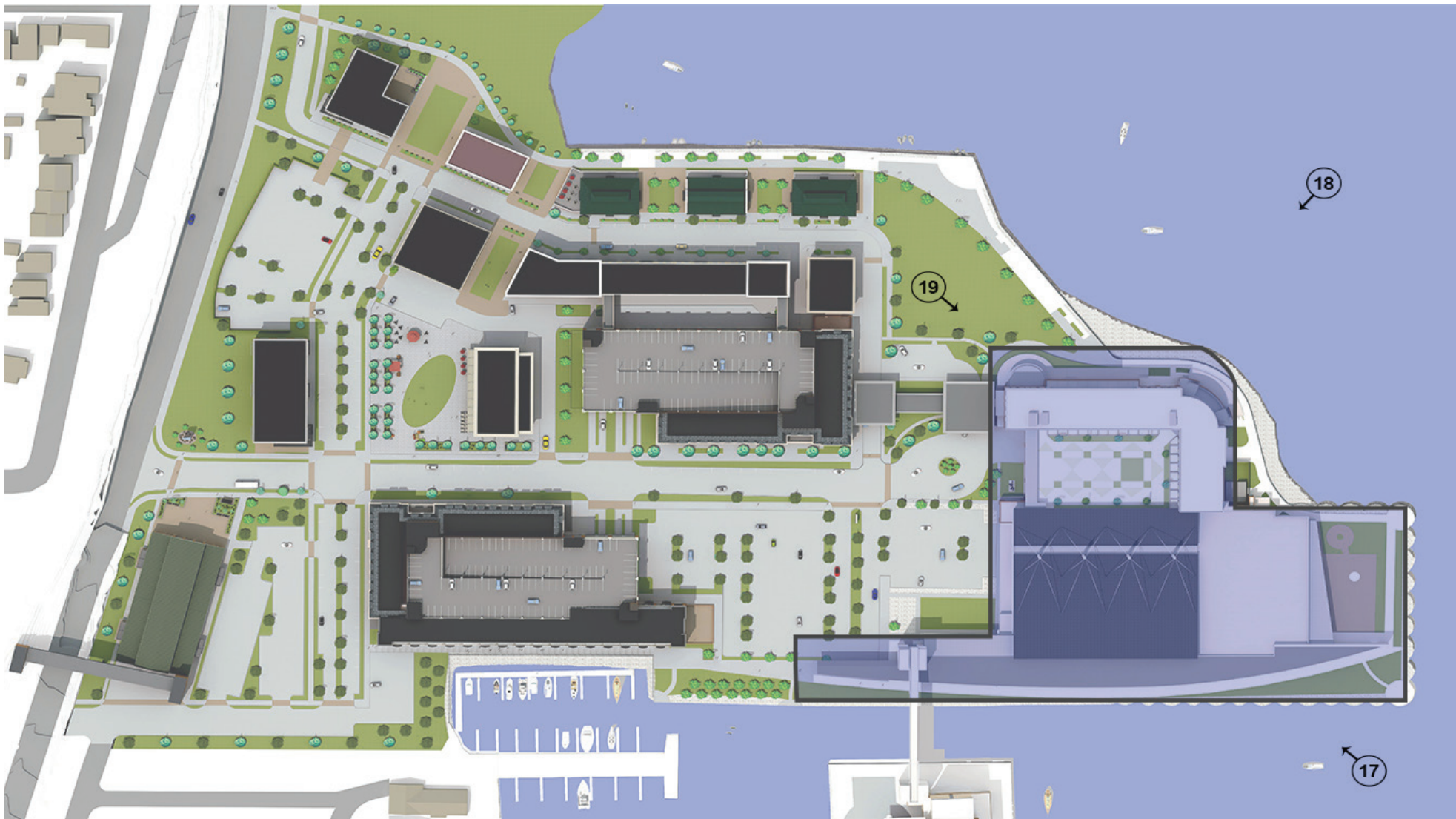


5. MARINA DISTRICT

The Marina District, a vibrant residential development comprised of rental and condominium options, will be located on the eastern side of Bayfront Place. The mid-rise residential building will wrap one side of an interior parking structure. This design provides accessible parking for residents, especially in the winter months, while maintaining an attractive and walkable community setting. With both scenic views of the West Canal Basin, an active transient dock and

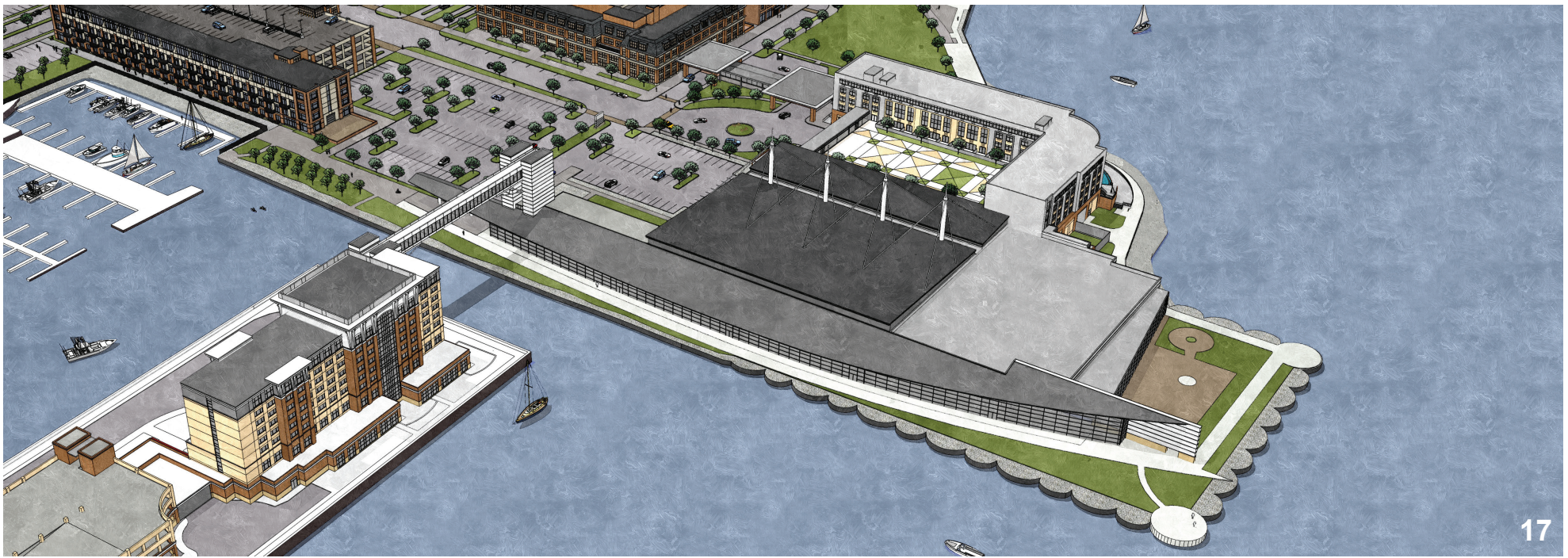
marina and convenient access to restaurants and shopping, waterfront living has never been better.





6. CONVENTION CENTER DISTRICT

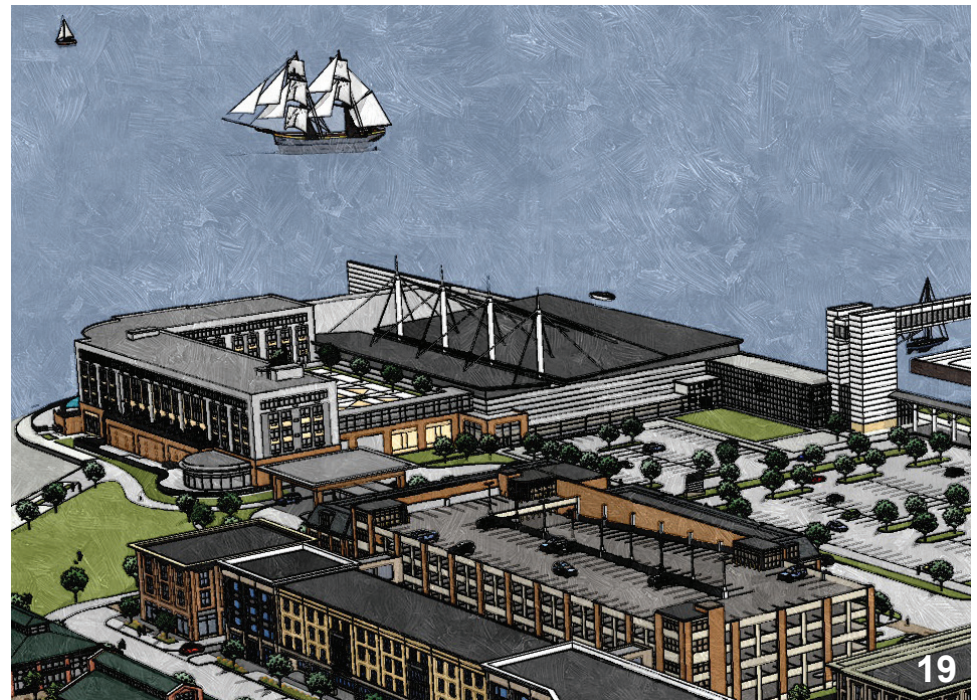
The Bayfront Convention Center was completed in 2007 and is the first building constructed on Bayfront Place. A Courtyard Marriott Hotel and Parking Garage with 8,000 square feet of commercial space was completed in 2016.



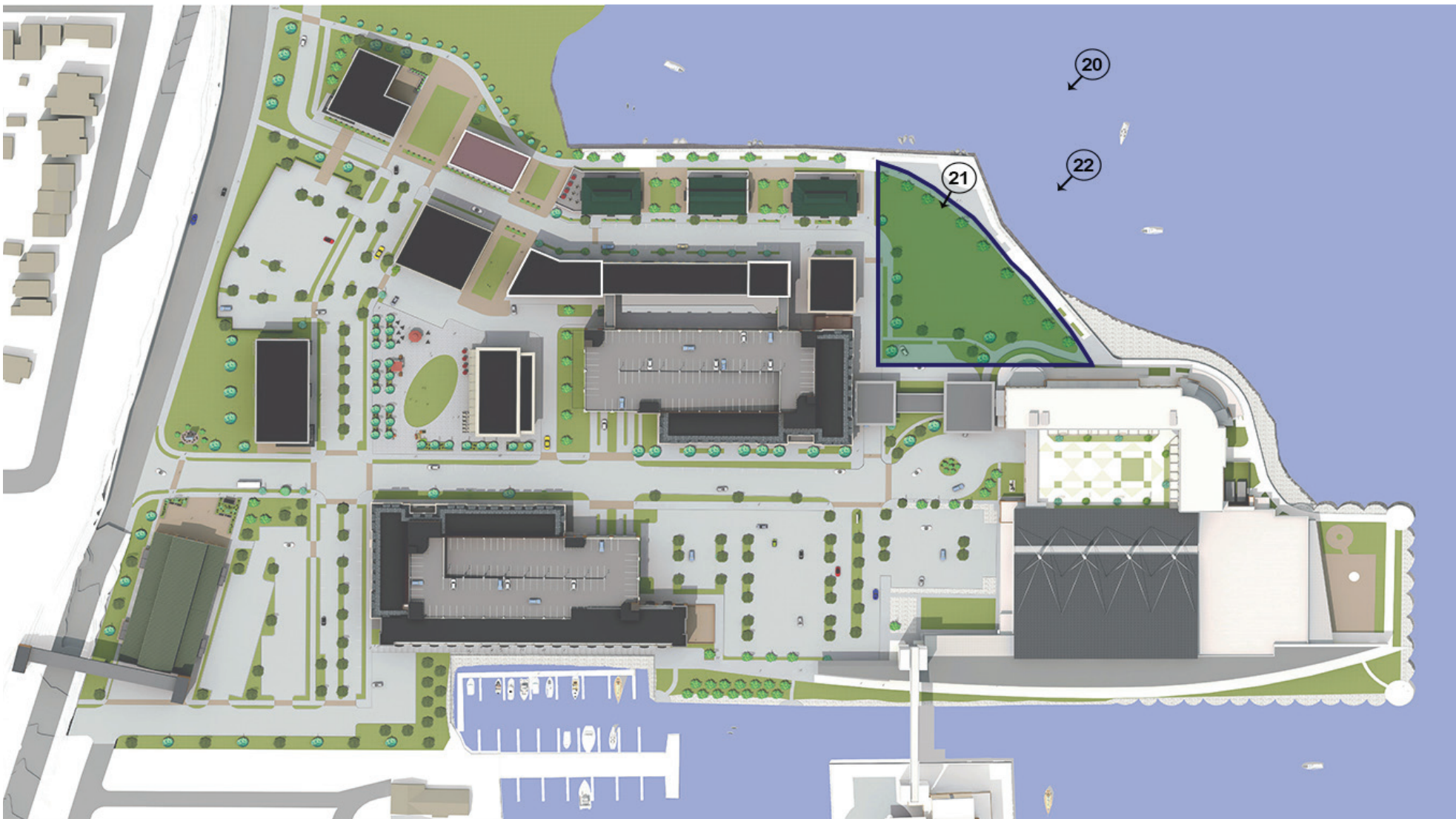
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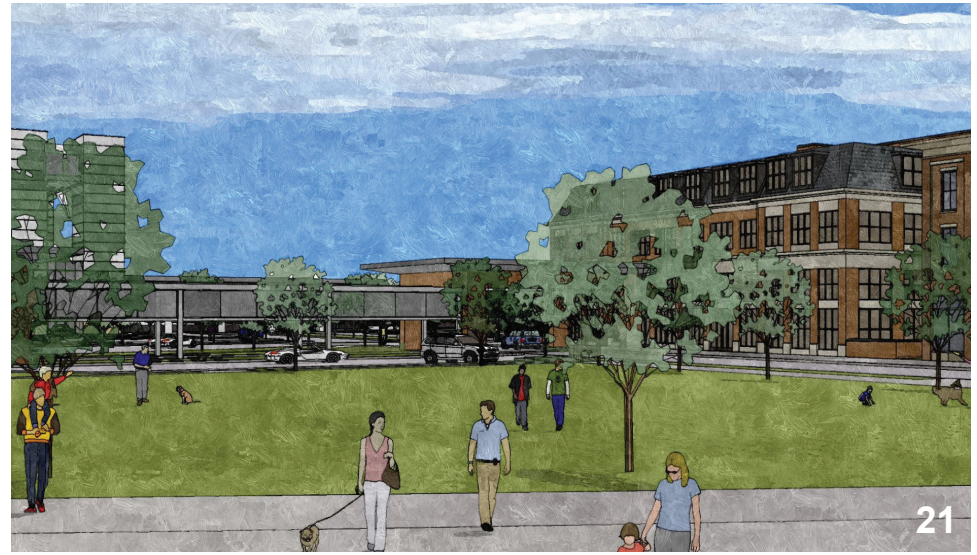
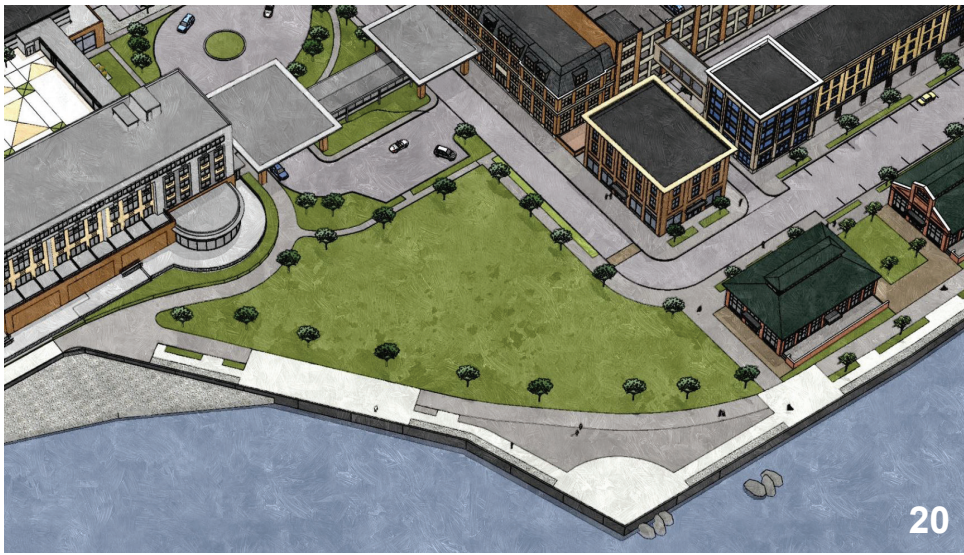


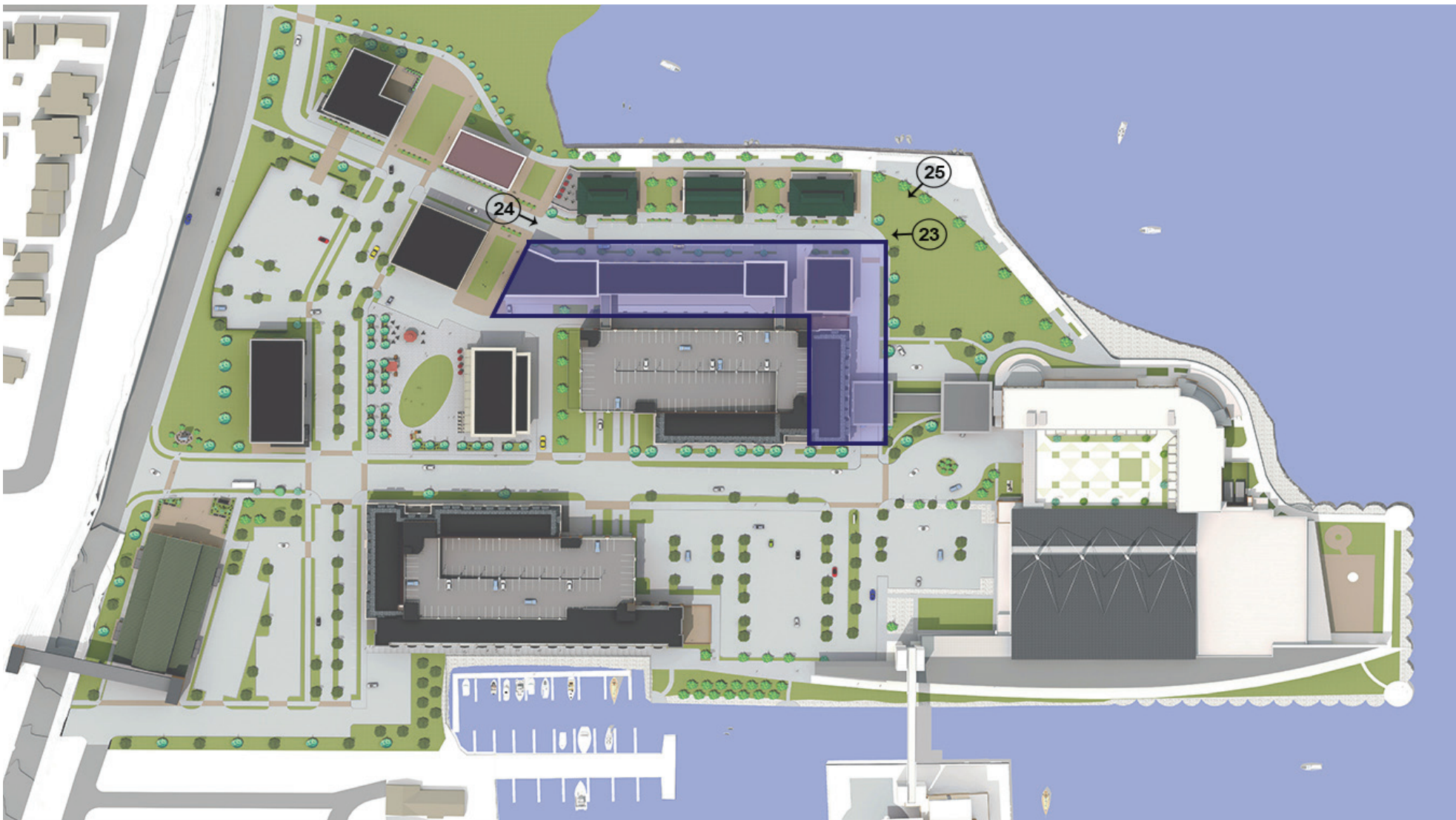
19



7. THE GREAT LAWN

The Great Lawn, a one acre green at the northern tip of Bayfront Place, will offer families, residents, neighbors and visitors a place to enjoy the peaceful and breath-taking views of Presque Isle Bay. The Great Lawn will be an ideal location for a family outing, a picnic, kiting, and light recreational uses such as volleyball and frisbee. During summer months, the Great Lawn could accommodate public gatherings from art festivals, firework displays and movie nights.



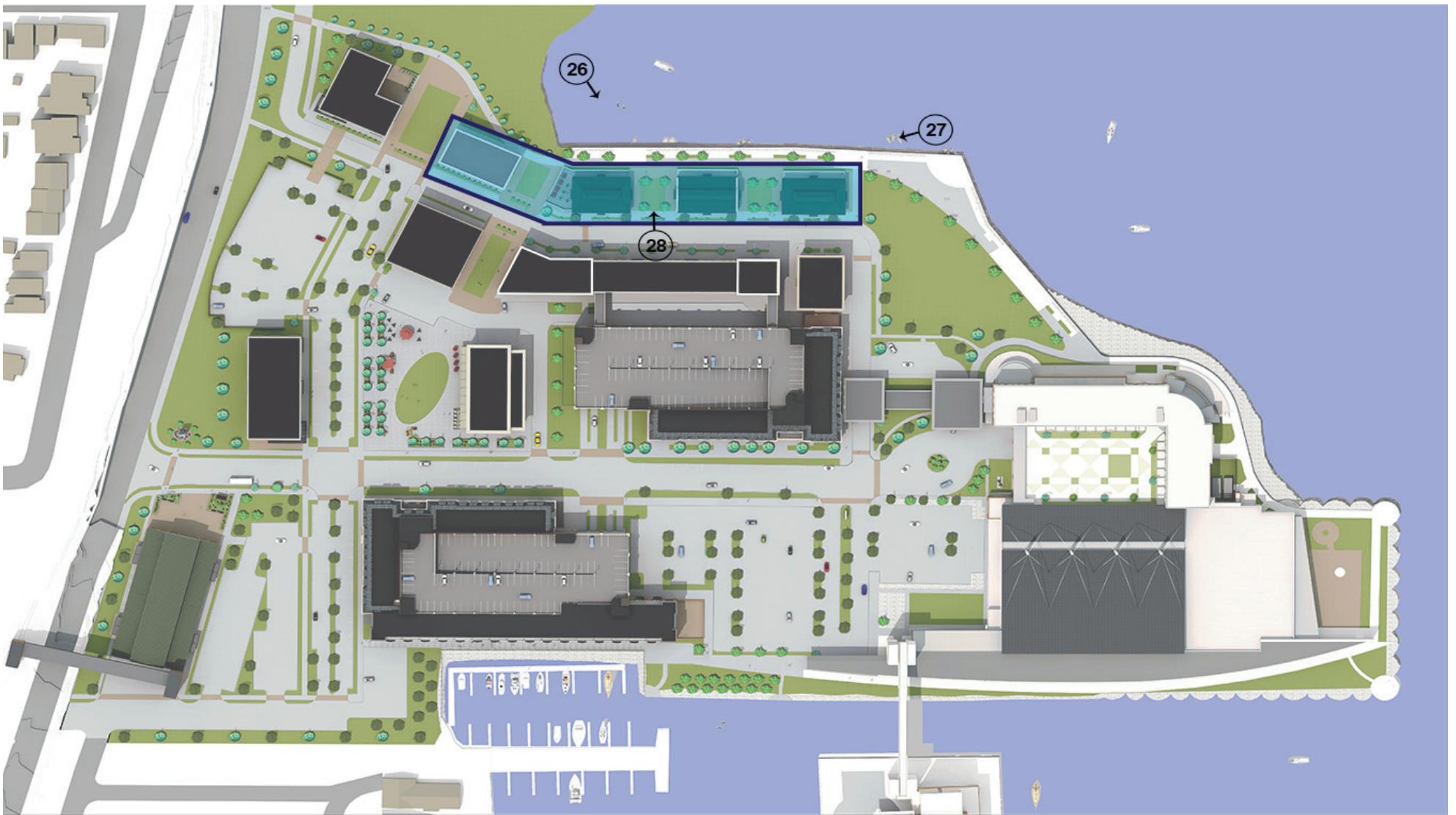


8. MAIN STREET

Of all the Bayfront Place districts, Main Street contains the greatest mix and highest concentration of uses. Three and four story buildings line the street and wrap around and screen the parking garage located behind. The landscaped sidewalks with parallel street parking are fronted by ground floor retail and commercial storefronts. The northern edge of Main Street creates a back drop for the Great Lawn. All upper floor residential and commercial spaces have views

of Presque Isle Bay and enclosed elevated connections to the parking garage. A service alley is provided between the Main Street buildings and the parking garage to facilitate deliveries.





9. WATERFRONT DISTRICT

The Waterfront District is unique to this site as it fronts directly on public pedestrian promenade and the open expanses of Presque Isle Bay. The Bayfront Place Plan locates three wharf-style buildings along this waterfront. These one story buildings are for restaurant and entertainment uses and are intentionally lower than the Main Street buildings behind to allow these building to also have views of the water. Between the wharf buildings are landscaped pocket parks

for outdoor activities and to frame views of the Bay from Main Street. The fourth Waterfront District building, located south of the wharf buildings, is designed for residential use with indoor parking.





DESIGN GUIDELINES

PURPOSE

The intent of these design guidelines is to provide design guidance and reference to those who wish to develop and improve Bayfront Place. The guidelines should be used in the planning and pre-design phase of new developments, rehabilitation, renovation, additions and maintenance of existing buildings.

The guidelines have been written to make it easy for developers, architects, and decision-makers to use. These guidelines do not prescribe an architectural style, but it is hoped that a variety of designs will work together to create a unique and identifiable destination that is Bayfront Place.

GENERAL DESIGN GUIDELINES

- Identify and then reinforce the positive characteristics of adjacent buildings and sites.
- A consistent build-to line or street edge that frames the public realm.
- A street edge that is fronted by active uses, such as retail or commercial, along which frequent entrances are located to activate the public realm. Blank walls should be avoided.
- Variation and creative articulation of the building façade to create diversity and an interesting, vibrant pedestrian experience.
- Locate building and service entrances safely and appropriately. Limit the number and width of vehicular entrances, when possible, to reduce potential conflict points with pedestrian flow and traffic congestion.
- Parking structures wrapped by active uses.
- Inclusion of high-quality, well integrated public, open spaces.
- Use of varied and high quality building materials.
- Incorporate sustainable building practices in site design.
- A commitment to excellence in site and building design.
- All development must comply with the City of Erie's Zoning Ordinance and approval process. Bayfront Place is designated within the Waterfront District and zoned W-C (Waterfront Commercial District).

SUSTAINABLE SITE DESIGN

- Incorporate sustainable building practices in the site design. For instance: orient buildings to best accommodate sunlight exposure, solar energy collection, climate, and rainfall and area drainage patterns.
- Where location and site features allow, use deciduous trees, which provide shade in the summer and sun in winter months.
- Orient plant groups to provide wind protection of open spaces and entries in wintertime and allow cooling breezes into outdoor spaces.
- Plant native and non-invasive species, especially those that require low levels of water and tolerant of cold weather.
- Where location and site size allow, consider use of rain gardens or vegetated roofs to retain rainwater, reduce heat island effect and serve as a site amenity.
- Include bird-friendly site and building design that reduce mortality and provide habitat opportunities. These can include addressing glazing hazards and reducing lighting which attracts birds at night.

PUBLIC SPACE ELEMENTS

- Design an open space to maximize activity and usability for a diverse population of different abilities.
- Provide dining opportunities, movable tables and chairs, public art, lighting, interpretive materials, historic markers, water features, and architectural details such as windows and storefronts walls, to frame open spaces.
- Enrich the space using special paving, planters, plants, trellises and site structures.
- Site furnishings, railings, fences, bollards, and other features in the public, open spaces should be made of high-quality, durable materials that are suitable for the Erie's waterfront environment with a long lifespan and minimal periodic maintenance.
- Hardscape elements within the public, open spaces should be selected that are appropriate for their use and setting within the landscape and should be designed or selected so as to reinforce the identity and sense of place.

- Waste receptacles should be identifiable as recycling collection containers, and quantities should be determined to allow the separated collection of waste by glass/plastic, paper, and general waste, unless other recycling programs are conducted.
- Waste receptacles should have lockable covers and removable liners to conceal water and allow for simple maintenance. They should be sized appropriately based on anticipated use of areas to reduce maintenance.

BICYCLE FACILITIES

- Bike lanes should be a minimum width of 5 feet, wider if space is available or usage is high.
- Provide designated bike lanes marked with non-slick reflective material and stencils.
- Provide secure and convenient short-term bicycle parking at various locations throughout Bayfront Place, particularly at the commercial locations, transit stops, and open spaces.

PARKING, DRIVEWAYS AND SERVICE AREAS

- Parking, driveways, and service areas are necessary functions, which should be designed to benefit the pedestrian experience.
- Locate and size driveways, access points, service entries, alleys, loading docks, and trash receptacles to minimize impact on pedestrians and maintain pedestrian safety, circulation, and comfort.
- Provide a pedestrian-friendly street level adjacent to surface parking areas and enclosed parking structures. Provide landscape buffer appropriate for urban conditions at the edges of surface parking areas.

DESIGN GUIDELINES FOR BUILDINGS

This section provides guidelines for the architectural elements of buildings. The architectural guidelines establish the character and quality for new development. They do not set a particular style of architecture or design theme, but rather they establish a greater sense of quality, unity, and conformance with adjacent existing structures. In addition, the guidelines establish principles of good design including treatments and materials that complement the open spaces and waterfront location, visual and physical access to the water, and pedestrian orientation.

ARCHITECTURAL GOALS

Bayfront Place will have an architectural character that complements the other existing buildings along the Bayfront. The goal is to create a series of mixed-use developments organized around a network of public, open spaces. These long-lived, human-scaled developments will embrace the waterfront location, protecting views of the water whenever possible. A variety in architecture is encouraged to avoid the appearance of development being constructed at one time. The anticipated build-out of Bayfront Place is expected to range between 10 and 20 years. Preferred exterior building materials include brick, glass, metal and wood.

ARCHITECTURAL DESIGN GUIDELINES

Pedestrian Orientation

All new development within Bayfront Place should be designed to create a comfortable and interesting pedestrian environment. Facades should come to the edge of the sidewalk and maintain a strong relationship with the street and promenade. Entrances should be oriented to the sidewalk. The ground floor of building facades should be transparent and varied to engage pedestrians.

Setbacks and Stepbacks

Generally, all buildings should be brought to the front of the lot to provide a consistent street wall that frames the public realm. Building stepbacks should be used to ensure that views to the water are preserved and enhanced.

Building Façade

Building facades should add to the vitality and pedestrian scale of Bayfront Place. Transparent facades (especially at street level) that expose activity to the street should be encouraged. Opaque, unarticulated facades, especially at street level, should be discouraged.

Storage and Equipment

Outdoor storage of materials should be minimized to the extent practical. Materials stored outdoors should be screened from public right-of-way, with screen walls and landscaping. Materials should not be stored above the height of the walls.

- Rooftop mechanical equipment should be located and/or screened so that it is hidden from public view. Screening devices should be architecturally integrated with the design of the roof and building.
- Mechanical equipment at ground level and exterior trash and recycling should be screened in a manner that is compatible with the overall building design and streetscape treatment. This may include landscaping, fencing or walls, or a combination of these elements.

Building Height

- Buildings should protect waterfront views and adhere to the existing scale of Bayfront Place.
- The maximum building height for development should comply with the City of Erie Zoning Ordinance. Where deemed appropriate by Erie Events, however, buildings can exceed this height through a variance.
- Avoid large footprint buildings and large scale surface parking as well as “too-small” buildings.

Building Form

- Building form has a strong influence on the character of place and the spaces around it. Shape of the structure in plan and its roof form should reflect the desired character of place and compatibility with its neighbors.

Waterfront & Open Space Frontage

- Buildings, which are located adjacent to Presque Isle Bay, should be designed with waterfront exposure in mind. New structures should orient active spaces and human-scaled facades toward the waterfront. In some cases the buildings will require a four-façade or multiple-façade design as they may face the water, the street, and an open space.

Loading and Service Areas

- Standards for off-street loading and unloading should comply with the City of Erie Zoning Ordinance.
- Loading and service areas should be located so as to minimize points of conflict with pedestrians and vehicle circulation.

Street Edge

Building elements and architectural details used at the street front have direct impact on the quality of the pedestrian experience and should be combined to create an active and interesting street front. Creative use of materials, textures and architectural details is especially important where there are few windows at the street front of a building. Use building elements to create a street edge that invites pedestrian activity.

Suggested street edge elements include:

- First floor canopies that complement the design character of the building and its street front.
- Architectural details that provide a sense of scale.
- Wall surfaces with visually interesting detailing, textures and colors.
- Art features including sculptures, friezes, and murals.

Entrances

The location, spacing and general pattern of building entrances impact the quality of the pedestrian experience. Building entrances should be located to enhance the street level experience and help give a sense of scale. Entrances should be clearly defined, accessible, and located to enhance visual interest along a street front or open space. Although traditional building entrance designs are appropriate, creative and contemporary interpretations may be approved.

Appropriate strategies include:

- Create a recessed area that signifies a break in the building wall line.
- Use a canopy or awning positioned over the entry.
- Design a change in wall materials, textures, or colors that frames the entry.
- Include distinctive paving pattern leading to the entry.
- Use accent lighting to define the entry way.
- Locate the entry at the street level

Windows

Window design and placement should help establish a sense of scale and provide visual interest. A high level of ground floor transparency is encouraged throughout Bayfront Place.

- Design a building to incorporate ground floor storefronts wherever possible.
- Do not use dark or tinted glass in ground floor windows facing the street or an open space.
- Use exterior awnings or sun screens mounted above ground floor windows to shade interior spaces. Permanent, non-moveable interior shades and privacy screens are discouraged.
- If contextually appropriate, upper floor windows should reference established patterns of adjacent and nearby buildings in size, shape, and spacing by aligning sills and headers and using similar window proportions.
- Window depth should be appropriate to the building design concept. For example, windows flush to the wall surface are often appropriate for modern designs, but traditional concepts should have punched or recessed windows.

Awnings

The use of awnings is encouraged at the sidewalk level to provide shelter from rain, to modulate light, and to indicate entry and provide transition from the outdoor to the indoor environment.

- Operable awnings could be considered at storefront and window locations.
- Each awning should be sized to fit within individual storefronts, windows, or door openings.
- The proportions of awnings should relate to the overall proportions of the building façade.
- Color selections should be compatible with the overall color scheme of the façade. Solid colors or simple, muted-striped patterns are appropriate.
- Simple shed shapes with open ends are preferred.
- Opaque, water repellent, non-reflective fabrics should be considered.
- External illumination of awnings is appropriate.

Store fronts

Store fronts serve to provide an attractive frame for displayed goods, advertise the presence of the store, and project an image for the business. The frame is where detail and visual interest can be incorporated.

Stallrisers

Stallrisers are located close to the ground and should be comprised of durable materials. They should form a visual base for the store. If the stallriser is to be a neutral color the remaining 'frame' should consist of a boulder color.

Fascia

The fascia is where any signage should be located. The depth of the fascia should be no more than a quarter of the height from the grade to the underside of the fascia. If a blade sign is present it should be located at the same height as the fascia.

Typography is an important aspect of any sign. Good quality lettering should be clear, well-spaced, and easy to read. Lettering should be restricted to the name of the store.

Floors

To encourage greater densities and mixed use developments at Bayfront Place, greater emphasis is placed on 3 and 4 floor developments.

Lighting

Illumination of the storefront should be cast down and/or towards the store.

Pilasters

Traditional store fronts have more elaborate pilasters topped with a console bracket. Modern stores no longer incorporate a console bracket and have very basic pilasters. They should be between one-third and half the depth of the fascia to provide 'balance' to the frame. They should be well defined.

LANDSCAPING

Landscaping can 'screen' development from view, provide privacy to residences, add to the aesthetic value of a place. Developments shall provide landscaping on all sides that front onto a public street or open space.

BUILDING OPERATIONAL SYSTEMS

Building operational systems such as waste management, utility services, heating and cooling systems, must be carefully integrated into the design of a building and not detract from the overall design.

- Integrate solar and wind systems into the design of the top of the building.
- Locate and sufficiently screen mechanical systems to minimize or eliminate visual and acoustic impact on adjacent sites and buildings.
- Sustainability in Building Elements
- Consider environmental sustainability when selecting structural and façade materials and designing functional building elements.
- Use sustainable building materials whenever feasible.

Suggested materials include:

1. Locally manufactured materials
 2. Low maintenance materials
 3. Materials with long life spans
- Select and apply building elements to maximize the building's environmental performance.
 - Incorporate building elements that allow for natural environmental control.

Suggested strategies include:

1. Operable windows for natural ventilation
2. Rotating doors or wind locks at high volume entries
3. Interior or exterior light shelves/solar screens above south facing window

OUTDOOR LIGHTING

Street level lighting of public areas is encourage to provide a sense of community, activity and security. Effective night lighting promotes the use of pedestrian areas throughout the year.

- Place and direct exterior lighting to ensure that the ground level of the building and associated outdoor spaces are well lit at night.
- Integrate exterior lighting so that it does not detract from the uses of adjacent areas.
- Illumination of the store front should be cast down and/or towards the store.

SIGNAGE

Signs are one of the most prominent visual elements within a development. The signs define the purpose of each building and add to the sense of destination, entertainment and character. Signage within Bayfront Place should be the highest quality and be considered an art form.

- Place signs so they do not interfere with or obscure the architecture of the building on which they are mounted or adjacent buildings and signs.
- Signs should be produced by a skilled sign profession to ensure legibility and attractive design.
- Back lit, plastic panel, and illuminated box type signs are not permitted.
- Portable signs on wheeled wagons or carts with changeable lettering are not acceptable.
- Banners
- Wayfinding Signage



7. CONCLUSION

COMMUNITY BENEFITS

The Bayfront Place Development Plan includes 790,000 square feet of new development with an estimated construction cost between \$200 to \$300 million dollars. When Bayfront Place is fully developed, it has the potential to generate \$7-10 million in property tax annually and will create thousands of short and long term jobs. As a public amenity, Bayfront Place benefits the community by:

- Creating a local and regional destination;
- Developing a mixed-use dense neighborhood;
- Connecting Downtown and the Bayfront;
- Remediating a brownfield site and reusing it to its full potential; and
- Enhancing Erie's Bayfront as a place for everyone to enjoy.



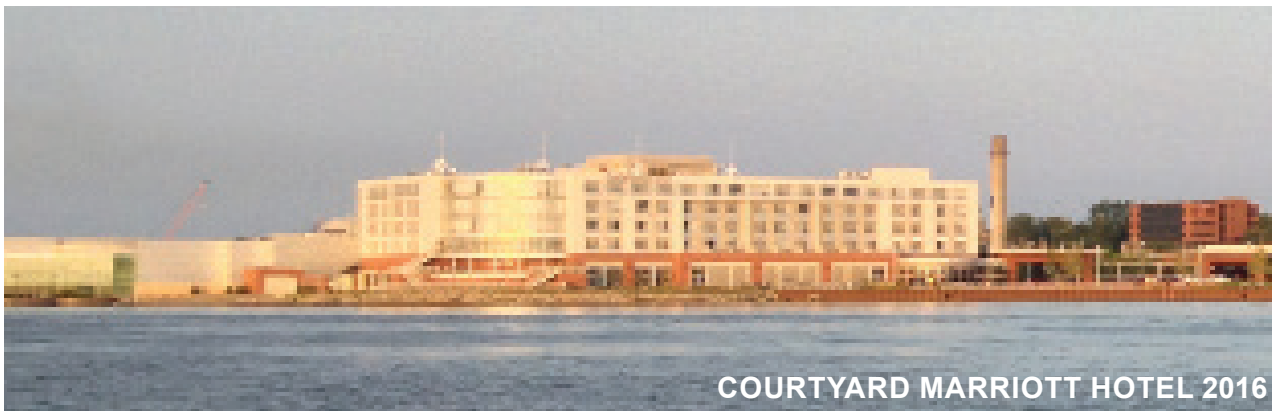
VIEW FROM FRONT STREET LOOKING NORTH OF BAYFRONT



PARKING GARAGE 2016



COMMERCIAL SPACE & PARKING GARAGE 2016



COURTYARD MARRIOTT HOTEL 2016



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