WHY WE ARE HERE:

1. Council’s conceptual approval requires the detailed public benefit to be reviewed by the Design Commission

2. Conceptual Public benefit approved by Council in 2007 includes:
   
   a. Public open space of 11,700 s.f., with benches or café seating and special treatments
   
   b. Public art
   
   c. Retail along Madison and Denny, widened sidewalks along Madison and Denny, with enhanced landscaping

OUR GOAL:

1. Obtain approval from Design Commission of detailed public benefit package

2. Implement public benefit package and move forward to building permits
E Madison Street: Gateway

Site Context

The character of E Madison Street adjacent to the site presents conditions found elsewhere in the neighborhood. Further transformation is planned with the expected mixes of uses. The resulting character of Madison varies considerably compared to residential. Vehicular traffic is still prominent, even along the more rectilinear lots along E Madison Street, especially in the areas extending southeast to the Madison Valley. The small, irregular lots present views to Lake Washington, and the site's location on E Madison Street is dominated by vehicular traffic and presented in a manner that is relatively mixed-use. Street level, a four-story office building for the site formerly occupied by the Madison Temple Church. Planned Parenthood offices & the Former location of the Twilight Exit were within a block of the proposed site to the southwest and a Safeway at the east of the site, such as the neighboring corner lots are typically occupied by small-scale mixed-use buildings, many with large commercial.

Neighboring office building is planned and used in a manner that is quite different from the residential. The character of E Madison Street adjacent to the site presents conditions found elsewhere in the neighborhood. Further transformation is planned with the expected mixes of uses. The resulting character of Madison varies considerably compared to residential. Vehicular traffic is still prominent, even along the more rectilinear lots along E Madison Street, especially in the areas extending southeast to the Madison Valley. The small, irregular lots present views to Lake Washington, and the site's location on E Madison Street is dominated by vehicular traffic and presented in a manner that is relatively mixed-use. Street level, a four-story office building for the site formerly occupied by the Madison Temple Church. Planned Parenthood offices & the Former location of the Twilight Exit were within a block of the proposed site to the southwest and a Safeway at the east of the site, such as the neighboring corner lots are typically occupied by small-scale mixed-use buildings, many with large commercial.

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SITE PHOTOS

1 View from NW corner
2 View to SW from Denny Way
3 View West from Intersection
4 View NE along Sidewalk at Madison
5 View from SW corner
6 View North along Alley
7 View NE from Alley
The project is being developed in conjunction with the 2051 E Madison property across the street. Both buildings are 6-story mixed-use buildings with commercial anchors at the Madison and Denny intersection. Both projects also encourage the wrapping of retail and pedestrian activity around the corner from Madison. Visually complimentary landscaping will emphasize the continuity of the E Denny / 22nd Avenue pedestrian corridor. Articulation of the prominent corners establishes a identifiable gateway to the Madison-Miller neighborhood.

- A-1: Responding to site characteristics
- A-2: Streetscape compatibility
- A-4: Human activity
- B-1: Height, bulk and scale
- C-2: Architectural concept and consistency
- D-1: Pedestrian open spaces and entrances
- E-2: Landscaping to enhance the building and/or site
PROJECT OVERVIEW & PHASING

PHASE 1:
- 157 Units
- Construction: 2015
- Substantial completion: 2017

FUTURE DEVELOPMENT:
- 70 Units +/-
- Construction: upon receipt of NFA, expected 2017-2018
- IMPACT: private open space will be replaced by building with public benefit features and required area to be incorporated

ENVIRONMENTAL IMPACTS:
- Source of Contamination - PCEs (Dry Cleaner Solvents)
- Remedial investigation showed extent of contamination on site and into E Madison St. ROW
- Remediation measures:
  a. Between 2008 and 2011, most of contaminated source was eliminated
  b. Quarterly monitoring has been ongoing
  c. All remedial efforts are being performed per DOE's Voluntary Cleanup Program
- NFA expected in 2017-2018
- Adjacent site Phase 1 is clean and protected by Plume Clause
ILLUSTRATIVE SITE PLAN - 2014

BASIS OF DESIGN:
• Reinforce site porosity through visual and pedestrian access
• Ensure safety of public and tenants through the use of lighting, building/site activation, appropriate landscaping, and good site lines
• Create a multi-use, simple, passive open space on the Phase 2 site
• Utilize public art, lighting, seating, hardscape materials, turf, and landscaping to welcome the public and organize/enliven the open space
• Acknowledge transition between publicly accessible space and semi-private tenant space

PROPOSED PEDESTRIAN CONNECTOR:
• New concrete path varies from 8'-0" - 12'-0" provides 24 hour access through the site and maintains connection between N/S Alley and E Denny Way
• All new power and communication lines will be located on E Denny Way. This is currently under review with Seattle City Light.
ELEVATIONS

5 COURTYARD NORTH

6 NW END ON OPEN SPACE

7 DENNY WAY
**PUBLIC BENEFIT SUMMARY**

*PUBLIC BENEFIT REQUIREMENTS:*
- Public space of approximately 11,700 square feet
- Water feature or art element
- Benches or cafe seating
- Stone finishes
- Special treatments at the entries to invite the public to enter and linger

**PUBLIC BENEFIT MATRIX:**

<table>
<thead>
<tr>
<th>PUBLIC BENEFITS</th>
<th>DESCRIPTION</th>
<th>CODE REQ'D</th>
<th>PROPOSED A</th>
<th>FUTURE PROPOSED B</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBLICLY ACCESSIBLE OPEN SPACE</td>
<td>PUBLIC SPACE WITH HARDSCAPE, LANDSCAPE, SEATING, AND RETAIL ACCESS</td>
<td>NOT REQ'D</td>
<td>16,925 SF</td>
<td>11,700 SF</td>
</tr>
<tr>
<td></td>
<td>PUBLIC SPACE</td>
<td>NOT REQ'D</td>
<td>16,925 SF</td>
<td>11,700 SF</td>
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<tr>
<td></td>
<td>HARDSCAPE AREAS</td>
<td>NOT REQ'D</td>
<td>6,143 SF</td>
<td>9,348 SF</td>
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<tr>
<td></td>
<td>LANDSCAPE AREAS</td>
<td>NOT REQ'D</td>
<td>10,782 SF</td>
<td>2,352 SF</td>
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</table>

**OPEN SPACE AMENITIES**
- PEDESTRIAN AMENITIES TO ENHANCE THE EXPERIENCE OF THE PUBLIC SPACE
  - OVERHEAD WEATHER PROTECTION | NOT REQ'D | 2,316 SF | 8,712 SF |
  - PUBLIC BENCH SEATING | NOT REQ'D | 38 LF | 38 LF |
  - PUBLIC CAFE SEATING | NOT REQ'D | 802 SF | 1,445 SF |
  - SPECIALTY FINISHES | NOT REQ'D | 574 SF | 1,722 SF |
  - PEDESTRIAN SECURITY LIGHTING | NOT REQ'D | 4 TOTAL | 2 TOTAL |

**BUILDING SETBACKS**
- VOLUNTARY BUILDING SETBACKS TO ENHANCE THE PUBLIC PLAZA AT THE SIDEWALK AND PROVIDE EXTERIOR AREA ADJACENT TO RETAIL
  - SETBACK ALONG E. MADISON STREET | NOT REQ'D | 103 LF, 955 SF | 154 LF, 1,168 SF |
  - SETBACK ALONG E. DENNY WAY | NOT REQ'D | N/A | 89 LF, 1,137 SF |
  - SETBACK ALONG N/S ALLEY TO REMAIN | NOT REQ'D | 51 LF, 355 SF | 51 LF, 355 SF |

**PUBLIC ART**
- ART TO ENHANCE THE EXPERIENCE OF THE PUBLIC SPACE
  - ART AND LIGHTING INSTALLATION | NOT REQ'D | 1,500 SF | 1,500 SF |
PUBLIC BENEFITS PLAN - PROPOSED 2014

PUBLICLY ACCESSIBLE OPEN SPACE with enhanced landscaping, open plaza areas, large turf area, and retail access.

1. Hardscape Areas
2. Landscape Areas

PEDESTRIAN AMENITIES including security lighting, cafe seating, bench seating, and seatwalls.

3. Overhead Weather Protection
4. Bench Seating
5. Public Seating
6. Specialty Finishes
7. Pedestrian Lighting

BUILDING SETBACKS on East Madison Street, N/S Alley, and provide spill-out for retail.

8. Setback along Madison
9. Setback along Denny Way
10. Setback along N/S Alley

PUBLIC ART including permanent lighting and a feature sculptural element in the main public plaza space.

11. Art
12. In-grade Lighting
PUBLIC BENEFITS PLAN - FUTURE PROPOSED

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2 Landscape Areas

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PUBLICLY ACCESSIBLE OPEN SPACE
PEDESTRIAN AMENITIES

lighting

seating

seating

lighting

turf area
PLANT PALETTE

**TREES**
1. Chinese Dogwood
2. Japanese Maple
3. Japanese Snowbell
4. Katsura
5. Serviceberry
6. Stewartia
7. Vine Maple
8. Sunset Maple
9. Zelkova

**SHRUBS**
1. Redtwig Dogwood
2. Bonica Rose
3. Oakleaf Hydrangea
4. White Icicle Currant
5. Center Glow Ninebark
6. Goldflame Spirea
7. Doublefile Viburnum
8. Boxwood
9. Elfin Strawberry Bush
10. Drooping Leucothoe
11. Red Edge Hebe
12. Sweetbox

**GRASSES + PERENNIALS**
1. Orange New Zealand Sedge
2. Ice Dance Sedge
3. Tufted Hair Grass
4. Blue Oat Grass
5. Carmen Gray Rush
6. Yaku Jima Silver Grass
7. Silver Dragon Liriope
8. Kinnikinnik
9. Epimedium
10. Emerald Carpet Creeper
11. Creeping Mahonia
12. False Solomon Seal
13. Lily of the Nile
14. Wild Ginger
PUBLIC ART

“The Equalizer”

- Speaks to the music scene of Madison street during the 60’s and 70’s Funk and R&B era
- Reiterates the rhythms and harmonies incorporated in the building design and landscape
- Interpretation of stereo equipment that creates a visual for the snapping drums and thumping bass of Funk
- Electric quality enhanced by translucent material during the day and LED lighting at night
- Positioned in a pedestrian plaza, spaced to allow flow and interaction
- Layout of the sculptures creates a visual interest for passersby through changing composition
PUBLIC ART