



## PROJECT TEAM

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### OWNER / APPLICANT

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### ARCHITECT

#### MITHUN

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## PROJECT INFORMATION

PROPERTY ADDRESS	<b>2051 East Madison St.</b>
PARCEL NUMBER	1407300135
ZONE	NC2-40 & NC3P-65
URBAN VILLAGE OVERLAY	Madison-Miller (urban village/center)
PEDESTRIAN ZONE	P
MAPPED ECA	none
LOT AREA	22,373 SF
NUMBER OF RESIDENTIAL UNITS	96 approximately
COMMERCIAL SQUARE FOOTAGE	5,700 SF approximately
NUMBER OF PARKING STALLS	112 approximately

## POTENTIAL DEPARTURES

none at this time

## ZONING CODE SUMMARY

### REQUIREMENTS FOR NC3P-65 & NC2-40 (NEIGHBORHOOD COMMERCIAL) ZONES:

#### PERMITTED USES | 23.47A.004

Residential use in mixed-use development is permitted outright in NC1, NC2, NC3, and C1 zones.

#### USES IN PEDESTRIAN DESIGNATED ZONES | 23.47A.005

Permitted street level uses along the principal pedestrian street front: Personal and household retail sales and service uses, eating and drinking establishments, customer service offices, entertainment uses, pet grooming services, public library.

#### MIXED USE DEVELOPMENT | 23.47A.008

80% of the street front facade at street level shall be occupied by nonresidential uses. 22' for the width of a driveway accessing parking may be subtracted from the length. The nonresidential use shall extend at least thirty 30' in depth, provided that the depth may be averaged, with no depth less than 15'. Mixed use development at street level shall have a minimum floor-to-floor height of 13'.

#### STRUCTURE HEIGHT AND FLOOR AREA RATIO | 23.47A.013

	NC3P-65	NC2-40	TOTAL
Maximum Height	65'	40'	
F.A.R	4.75	3.25	
Maximum Allowable GSF	83,557 SF	15,542 SF	99,099 SF

#### RESIDENTIAL AMENITY AREAS | 23.47A.024

Usable open space shall be required for all residential uses in an amount equal to 5% of the structure's gross floor area in residential use. Required usable open space may be provided at ground level or may be provided above the ground in the form of balconies, decks, solaria, greenhouses, or roof gardens. Balconies and decks shall have a minimum area of 60 sf with no horizontal dimension less than 6'. Common recreational areas shall have a minimum area of 250 sf with no horizontal dimension less than 10'.

#### REQUIRED PARKING IN PEDESTRIAN-DESIGNATED ZONES | 23.54.015

#### PARKING QUANTITY EXCEPTIONS | 23.54.020

A minimum of 1 parking space per multifamily dwelling unit is required. Parking waived for first 5,000 sf of retail sales and services. Additional parking waivers may be permitted for eating and drinking establishments, up to a maximum waiver of 5,000 sf.

## DEVELOPMENT OBJECTIVES

FROM ATTACHMENT A, PART II: APPLICATION FOR EARLY DESIGN GUIDANCE

### DISCUSSION IN SUPPORT OF A MASTER USE PERMIT AT 2051 EAST MADISON STREET

This discussion accompanies application materials for a Master Use Permit for a project proposed at 2051 East Madison Street, Seattle. The current zoning is NC3P-65, which would allow a mixed-use community to be built in a location that has been disadvantaged for many years.

**THE BACK STORY:** We purchased the property currently occupied by the Twilight Exit tavern and USA Nails salon in January of 2007, and we will acquire the vacant house adjacent to the south property line in early Fall 2007. The property has been a bar, restaurant and music venue for many decades and is in the center of a commercial mixed-use neighborhood starting to regenerate after years of stasis.

We have reviewed the neighborhood plan and had discussions with area residents, and the project we are proposing is the result of those meetings.

TO ORGANIZE OUR THOUGHTS, THE DISCUSSION IS BROKEN INTO SEVERAL SUBJECT AREAS:

**COMMUNITY REVITALIZATION:** Probably the most important function of a well-planned new building is to add to the sense of community and vitality in a neighborhood. Today, the property serves as a gathering place for some members of the neighborhood, but vastly underutilizes the precious land it occupies. A well done mixed-use building under the proposed zoning would bring over 100 new residents to the neighborhood, plus the jobs provided by several retail shops and the business of managing and maintaining the building itself.

**URBAN ECONOMICS:** Neighborhoods need retail services for environmental and economic reasons, as well as simply to provide necessities close at hand and a healthy social environment that encourages interaction and discourages illicit activity. More people living in a location translate into more pedestrians shopping in the neighborhood, resulting in success for local retail shops.

More people living and shopping means more income for shops, but it also means more sales tax revenue for the City, more property tax revenue, and more payroll resulting in more savings accounts at local bank branches. This means the City receives more income without raising your tax rates. So you end up with better services because more folks are sharing the cost.

**URBAN DESIGN:** A long-recognized principle of designing for the comfort of people walking, riding, or sitting at a café on the sidewalk is that there is a significant psychological benefit to giving them sense of “enclosure”, similar to the comfort one gets from sitting under a tree as opposed to say, sitting in an empty parking lot. Part of it is shade and beauty, but much of the result is related to a sense of security and comfort created by the right proportion of space. Without writing a book on the subject, suffice it to say that urban designers, architects and psychologist long ago (many centuries ago) concluded that the height of buildings along a street should ideally be at minimum equal to the distance between them across the street. For example a 65’ wide urban street feels best to people if the building heights are 65’ or taller. Similarly a 40’ street might be quite nice with 50’ or 65’ tall buildings. Many very pleasant streets in other cities are 20’ or 30’ wide with buildings 65’ or taller.

One Caveat: No street is good without thought given to the design of the buildings. Well-designed retail, café’s, townhouses or other ground-level space is essential. Poorly done ground floor spaces can hurt a street even with the best physical proportions.

**SUSTAINABILITY:** Washington State and Seattle have adopted many policies aimed at promoting a sustainable region that improves rather than declines over the decades. The most important of these policies is the Washington State Growth Management Act. This law encourages (requires) cities to plan their growth in a way that reduces sprawl. Our urban land is notoriously underutilized, with almost 35% devoted to streets and alleys, and a very large portion devoted to poorly maintained lots and surface parking lots. In the case of this property at 2051 East Madison, less than half the site is occupied by a one-story functionally obsolete building with the remaining property devoted to a gravel parking lot and a boarded-up house.

By far the most important sustainable decision that can be made is that of location. Sure we have green-building programs like LEED and Built-green, but they make a tiny dent compared to the impact of choosing to locate communities in areas that already have services, roads, retail, schools and walkable environments.

Strategies that make this choice easy for people have a major positive impact on our environment and our quality of life - in our neighborhoods and in our region. Encouraging mixed-use housing in the commercial parts of our neighborhoods pays off big for all of us.

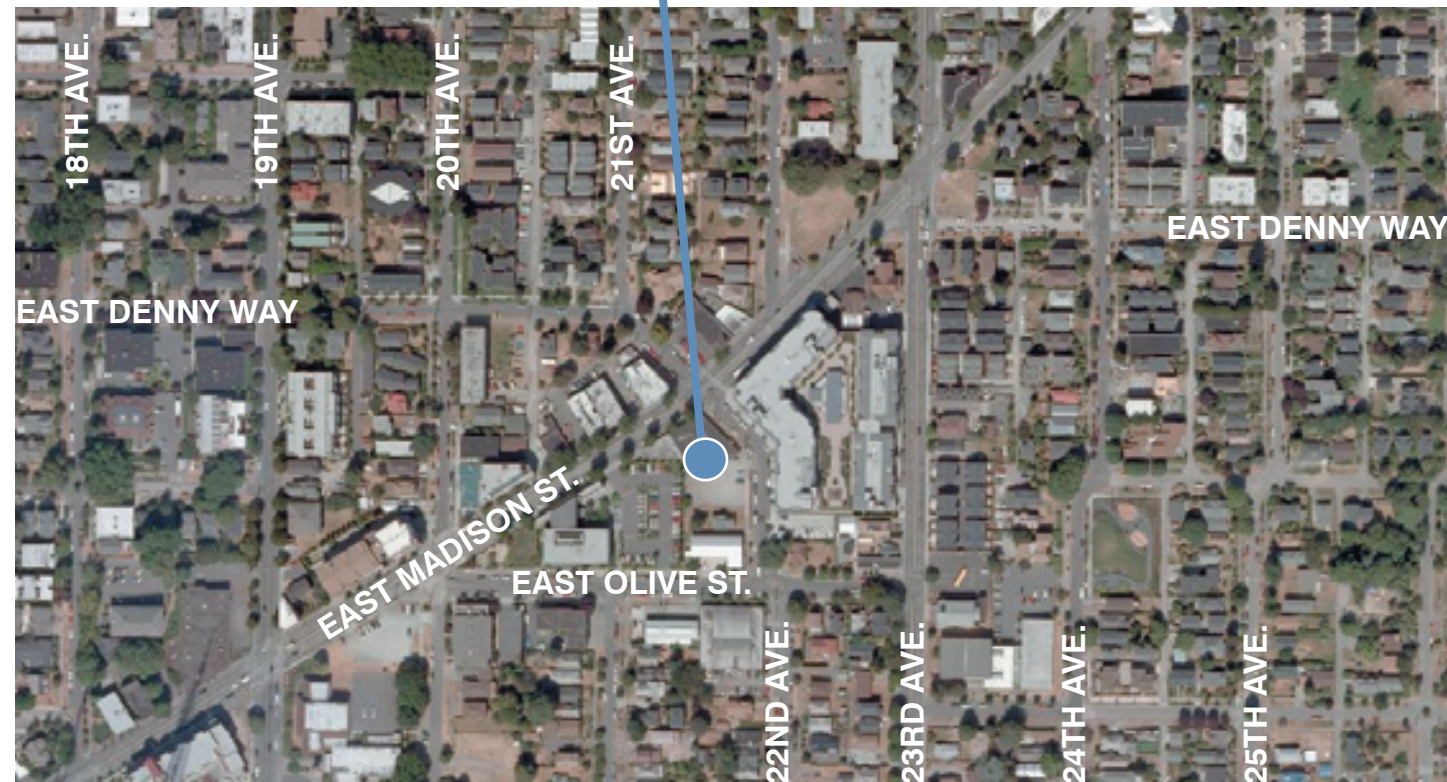
**SUMMARY:** We chose this location because it is a sustainable location in a sustainable community, a place where we realized we could have a positive impact in the neighborhood.

# VICINITY AND ZONING MAPS



NEIGHBORHOOD MAP

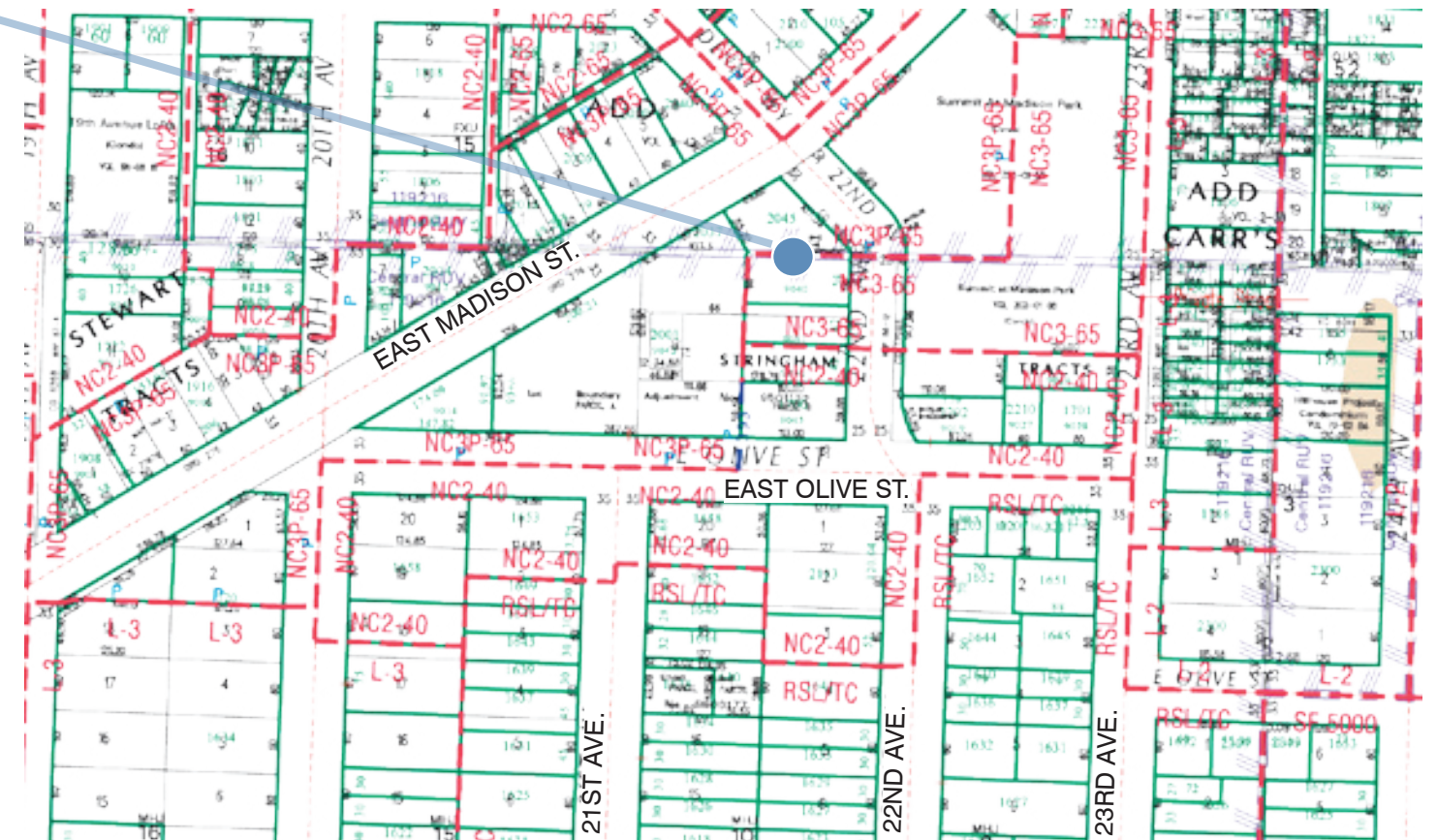
PUBLIC PRIVATE



VICINITY MAP / AERIAL PHOTOGRAPH

# SURROUNDING BUILDINGS AND USES

- 1 GROCERY | Deano's Grocery (closed)
- 2 MIXED USE | Safeway with residences above
- 3 CAFE | Chocolate City Cafe (closed)
- 4 MIXED USE | Offices with residences above
- 5 RESTAURANT/OFFICES | Private offices with El Gallito Mexican Restaurant on the corner
- 6 MIXED USE | Curves Fitness with offices above
- 7 MEDICAL | Planned Parenthood
- 8 MEDICAL | The Back Clinic
- 9 LIGHT INDUSTRIAL SHOP
- 10 AUTO REPAIR | Havlick's Auto Rebuild
- 11 FITNESS | Y.M.C.A
- 12 CHURCH | Ebenezer A.M.E. Zion Church
- 13 OFFICE | Seattle Fish Institute
- 14 Private Residences
- 15 CHURCH | Madison Temple
- 16 CAR WASH | Chester Derby's Auto Salon
- 17 SALON | De Charlene's Salon and the Central Area Chamber of Commerce
- 18 AUTO SERVICE CENTER | Firestone



NEIGHBORHOOD ZONING

# PUBLIC TRANSPORTATION

43 UNIVERSITY DISTRICT  
DOWNTOWN

8 CLAREMONT AND WALDEN  
SEATTLE CENTER

2 METRO BASE VIA BROADWAY  
MADRONA PARK

10 CAPITAL HILL  
DOWNTOWN

11 MADISON PARK  
DOWNTOWN

12 METRO BASE VIA BROADWAY  
INTERLAKEN PARK

■ IMMEDIATE BUS SHELTERS

■ PROJECT SITE

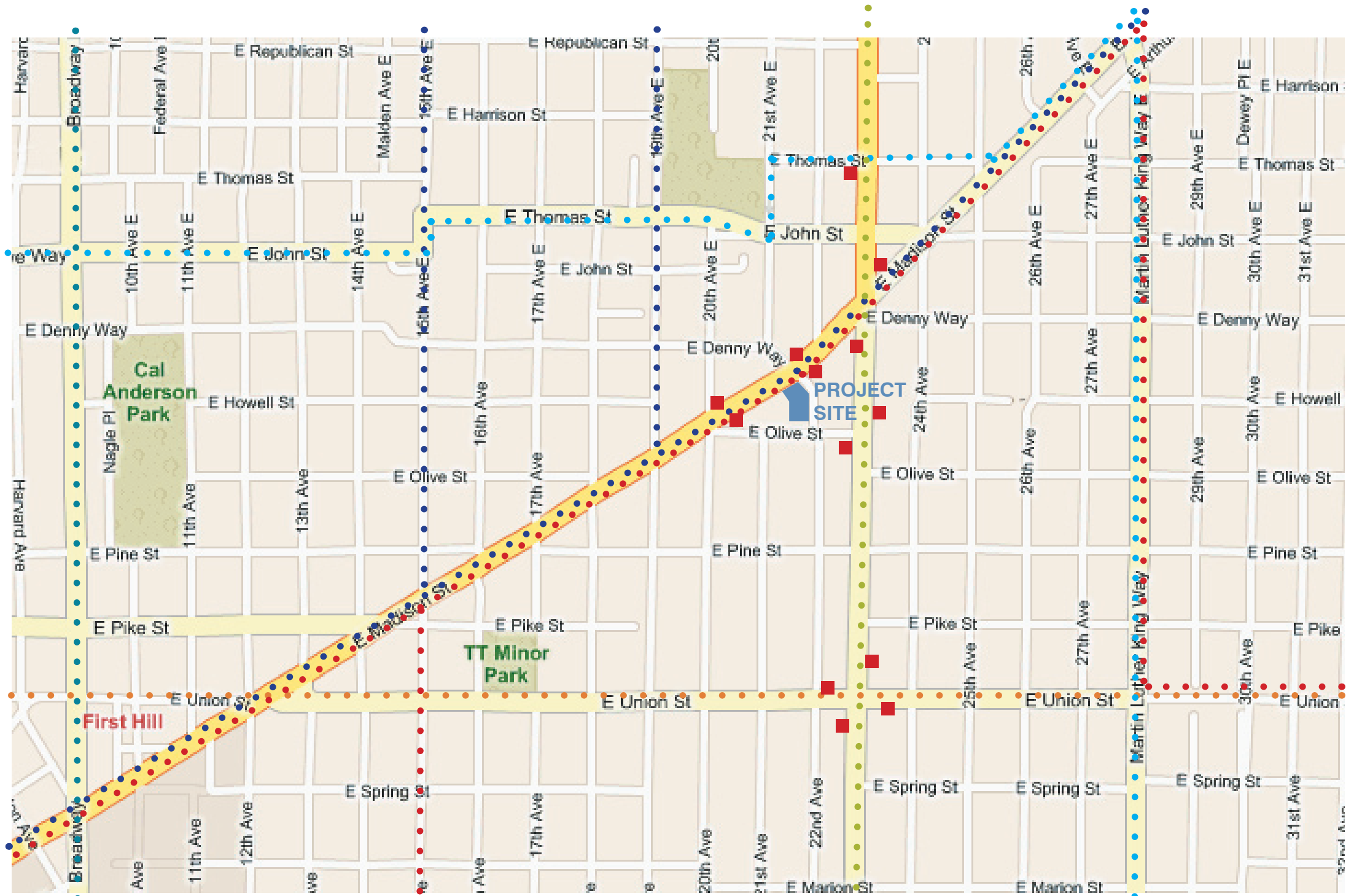
9 COLUMBIA CITY  
FIRST HILL

60 GEORGETOWN  
BROADWAY

84 DOWNTOWN SEATTLE  
MADISON PARK

48 LOYAL HEIGHTS  
WALDEN AND RAINIER

984 SEATTLE EXPRESS



## NEIGHBORHOOD CHARACTER

Seattle's Central Area is bordered by Madison Street on the north, Lake Washington on the east, I-90 on the south and 15th Avenue on the west. In the late 1800's, the area was logged and cleared of trees and remains the oldest surviving residential area in the city. It was home to a diverse demographic including African American, Eastern European, Asian, Jewish, and Scandinavian communities. Cable cars and streetcars created a link to downtown, making the area a desirable location with access to the central business district. With the growth of the neighborhood, businesses began to flourish.

During the early 1900's, in the spirit of William Grose, a prominent local businessman, black-owned businesses flourished. After World War II, the Central Area began to endure a series of changes as nationwide civil rights movements gained momentum. The African American community became, and has been, the prominent resident of the neighborhood for the last 50 years.

As the population of the Central Area grew, so did its number of blues, jazz, swing, and R&B nightclubs. Venues such as the East Madison branch of the Y.M.C.A. on 23rd and E. Olive St., and the Washington Educational and Social Club at 23rd and E. Madison St., provided an alternative to the free-spirited action on Jackson St. The specific project site is uniquely positioned across from the historic location of the R&B/jazz club Birdland in honor of Charlie 'Bird' Parker. In the mid-1950s, Birdland became the center of jazz and the new R&B soul, in an area where such artists as Quincy Jones, Ray Charles, Ernestine Anderson, and, later, Jimi Hendrix began to make their sound heard. border between the predominately white Madison Valley and the primarily black Central Area.

Currently, the Central Area is steadily becoming part of the wave of economic development east of the downtown area in Seattle. Its location and easy access to downtown are contributing factors to its growth. Amenities and resources such as Garfield High School, Providence Hospital, Douglas Truth Library and Odessa Brown Children's Clinic as well as several restaurants and neighborhood shops make the area unique. It is a vibrant neighborhood where old meets new in a rapidly progressive city and cultural diversity is on the rise.

The project site is poised to receive community-oriented mixed-use development as a catalyst for future progress.



# NEIGHBORHOOD PHOTOGRAPHS



[1] E. Madison St. and E. Denny Way looking Northwest | grocery (closed)



[2] E. Madison St. and E. Denny Way looking Northeast | auto shop



[3] E. Madison St. looking Northeast



[9] E. Madison St. looking East | The Back Clinic



[4] 22nd Ave. looking Northwest



[8] E. Madison St. looking West | Planned Parenthood



[5] 22nd Ave. looking South



[7] E. Olive St. Looking North | industrial shop & vacant residence



[6] East Olive Street and 22nd Ave looking south west | auto repair

# STREETSCAPES



East Madison Street | Looking South At Site



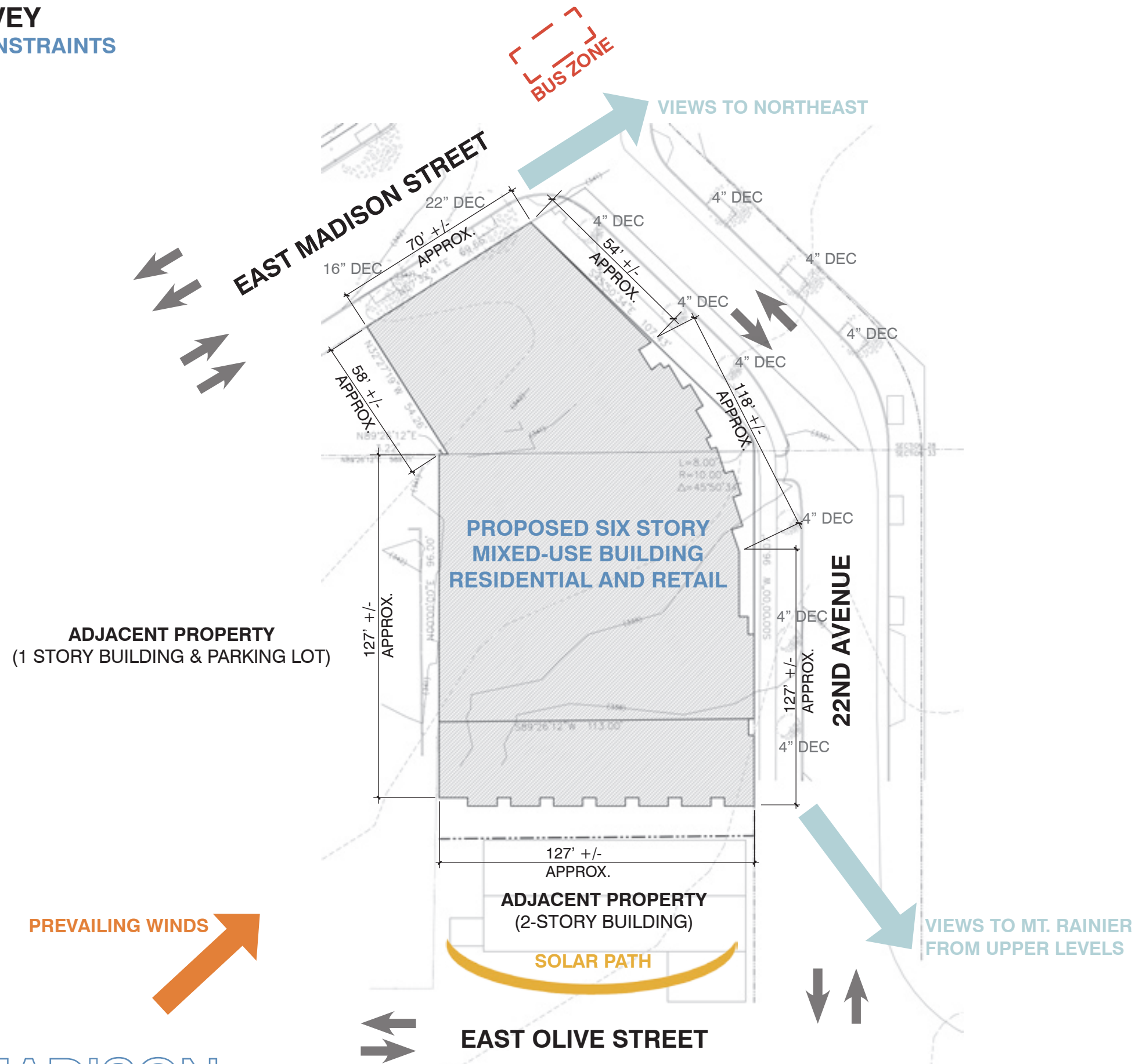
22nd Avenue | Looking Southwest At Site



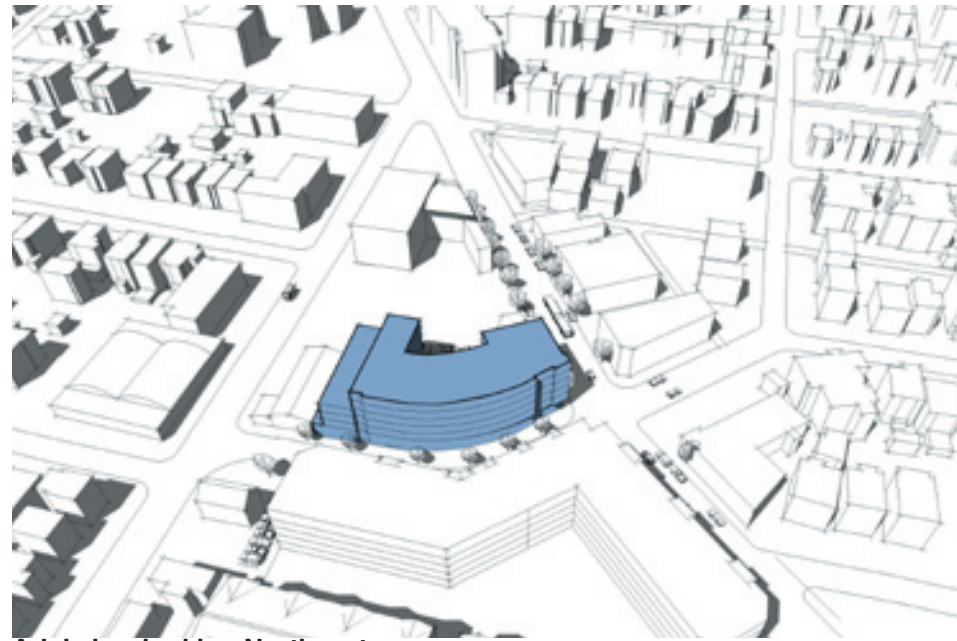
East Olive Street | Looking Northeast At Site



**SITE PLAN AND SURVEY**  
**OPPORTUNITIES AND CONSTRAINTS**



# DESIGN SCHEME ONE



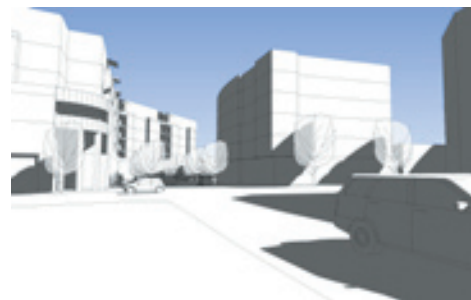
Aerial view looking Northeast

## POSITIVE:

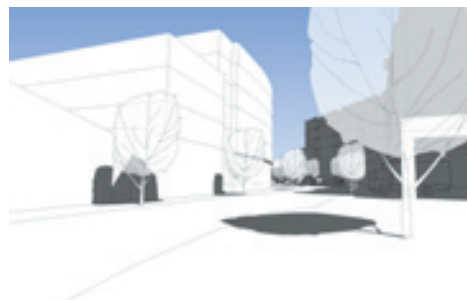
- Prominent corner entry into the building.
- Activation of streetfront with glazed retail space.
- Building occupants have benefit of natural light in common areas.
- Garage entry is located on a less busy street.
- Development at lot line increases the “eyes on the street” design approach, promoting pedestrian safety.
- Courtyard offers outdoor amenity space with southwestern exposure, and is visually accessible to the public view.
- Pulling the footprint of the building at ground level off the property line provides pedestrian-oriented open space with wider sidewalks and integrated landscaping.

## NEGATIVE:

- Residential entry faces garage entry of building across 22nd Ave.

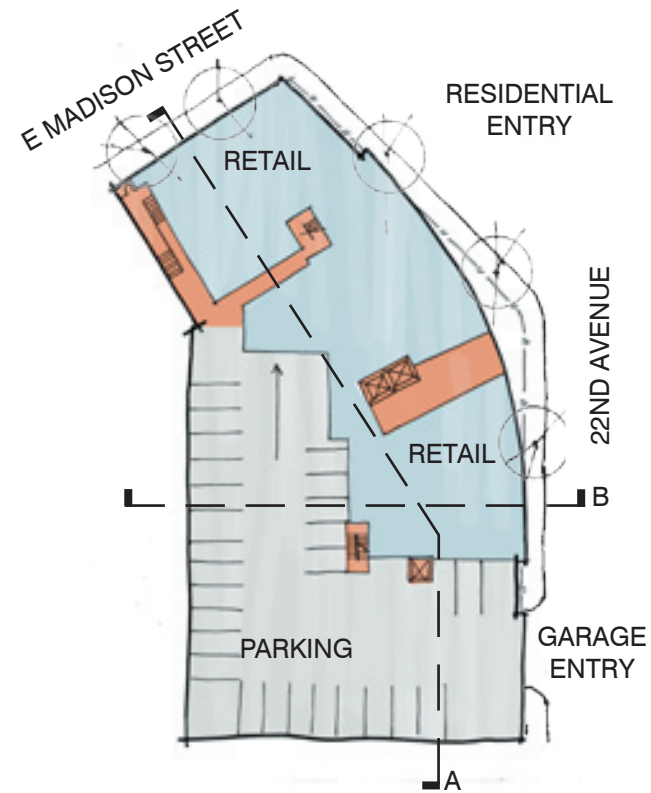


E. Madison St. and 22nd Ave.



22nd Ave. and E. Olive St.

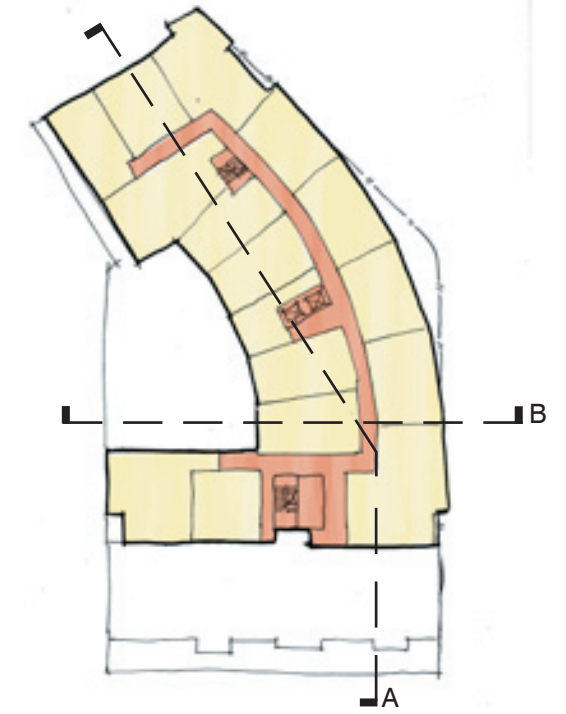
**CIRCULATION** ——— **RETAIL** ———  
**PARKING** ——— **RESIDENTIAL** ———



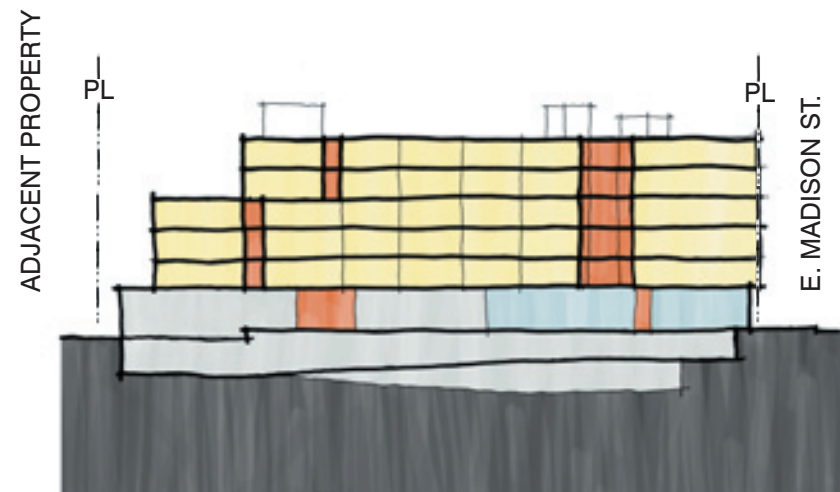
FLOOR PLAN | LEVEL 1



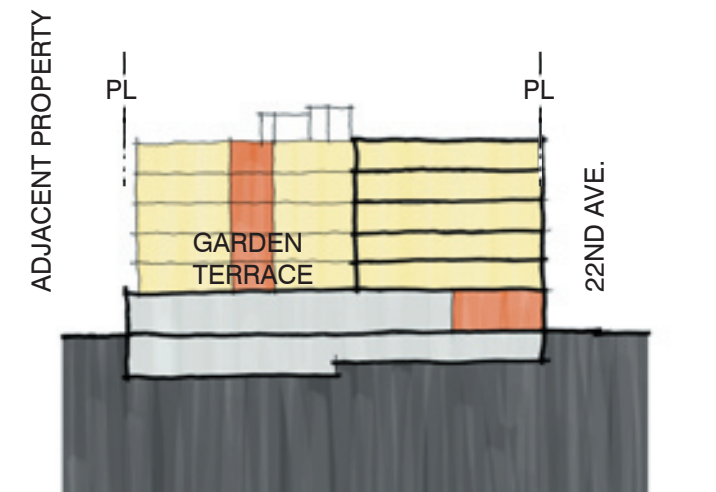
FLOOR PLAN | LEVELS 2-3



FLOOR PLAN | LEVELS 4-6

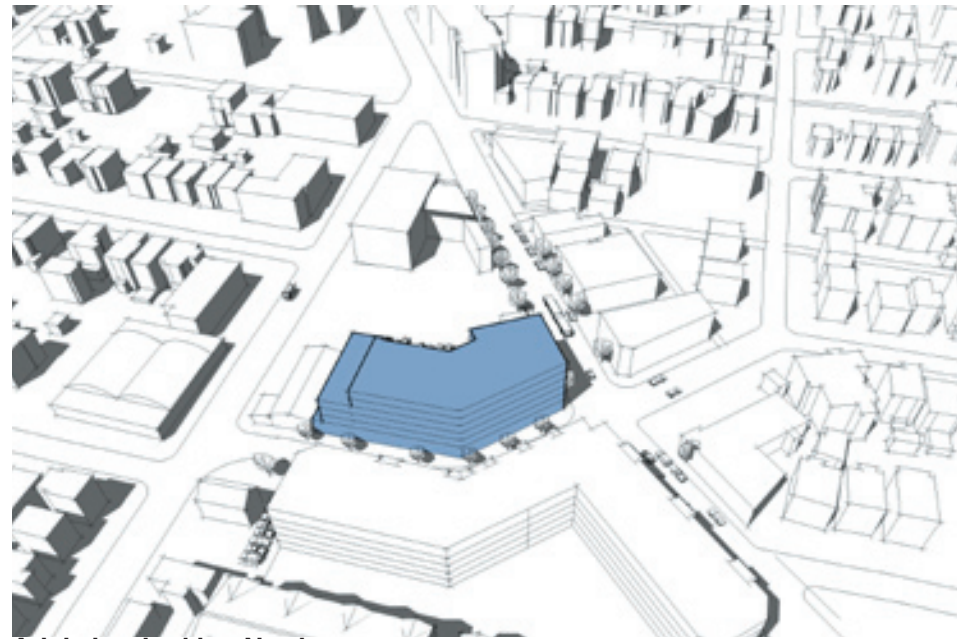


BUILDING SECTION A



BUILDING SECTION B

# DESIGN SCHEME TWO



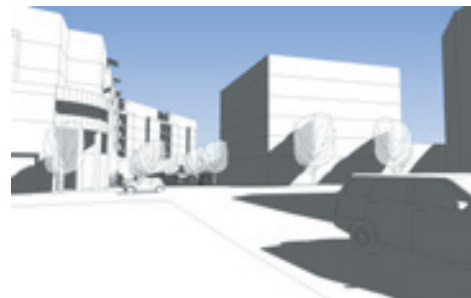
Aerial view looking Northeast

### POSITIVE:

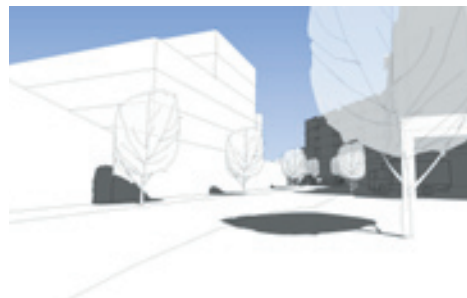
- Activation of streetfront with glazed retail space.
- Building occupants have benefit of natural light in common areas.
- Garage entry is located on a less busy street, and parking is screened using vegetation and an artistic entry gate.
- Development at lot line increases the “eyes on the street” design approach, promoting pedestrian safety.
- Courtyard offers outdoor amenity space with southern exposure, and is visually accessible to the public view.

### NEGATIVE:

- Residential entry faces garage entry of building across 22nd Ave.
- Full use of the lot area provides less open space at sidewalk.
- Entrance and corner treatment is not distinguishable.

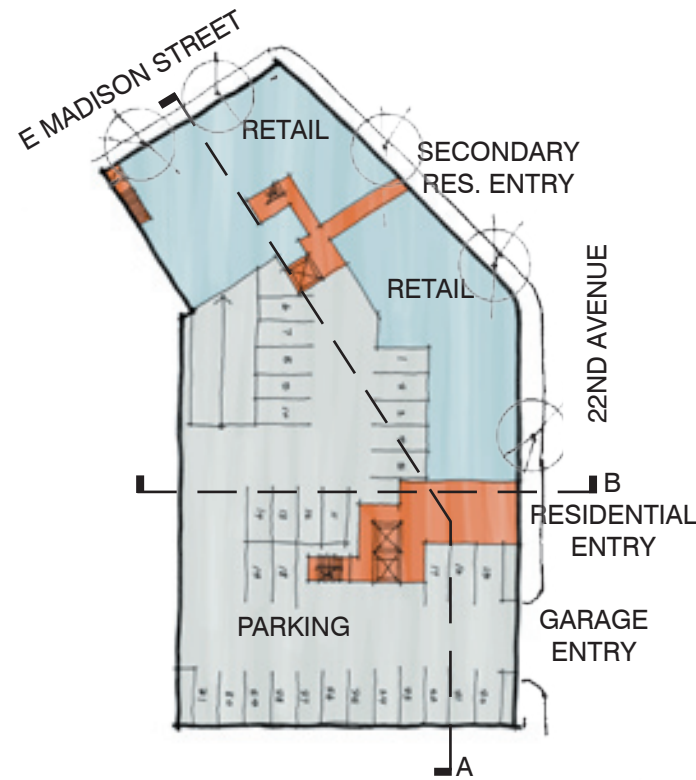


E. Madison St. and 22nd Ave.

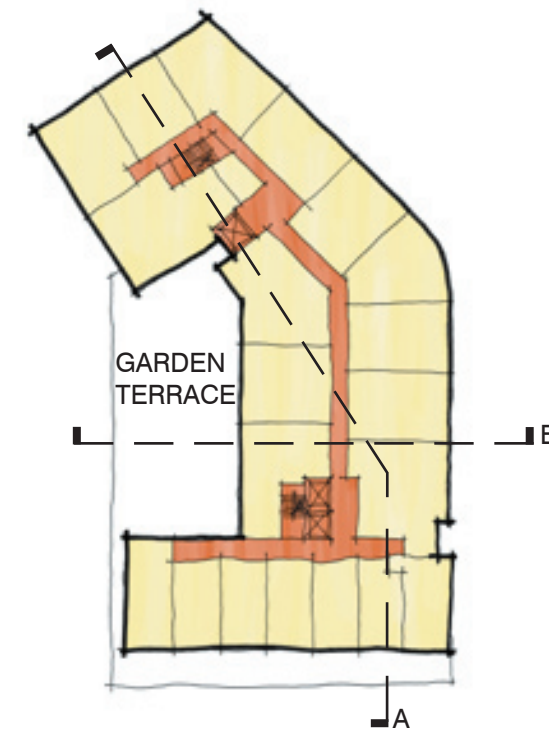


22nd Ave. and E. Olive St.

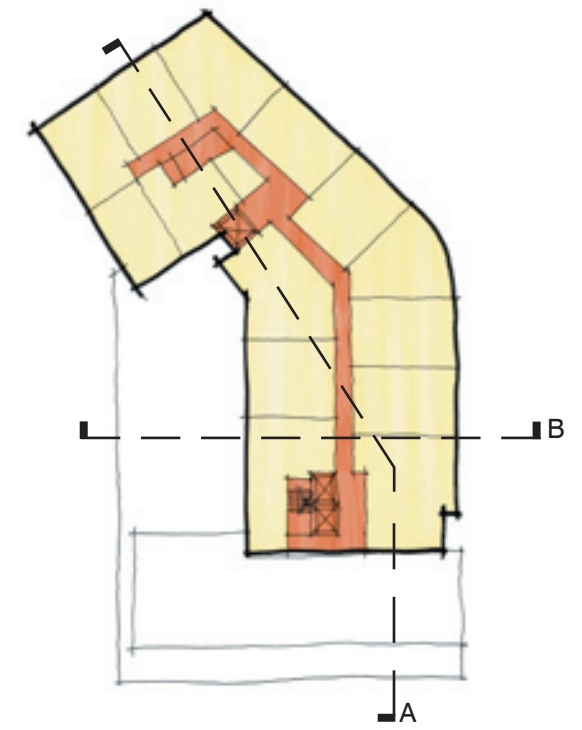
**CIRCULATION** ——— **RETAIL** ———  
**PARKING** ——— **RESIDENTIAL** ———



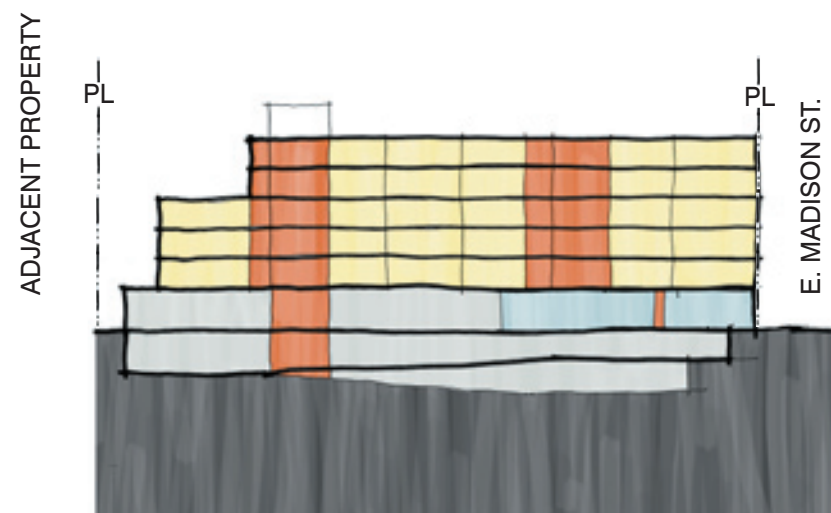
FLOOR PLAN | LEVEL 1



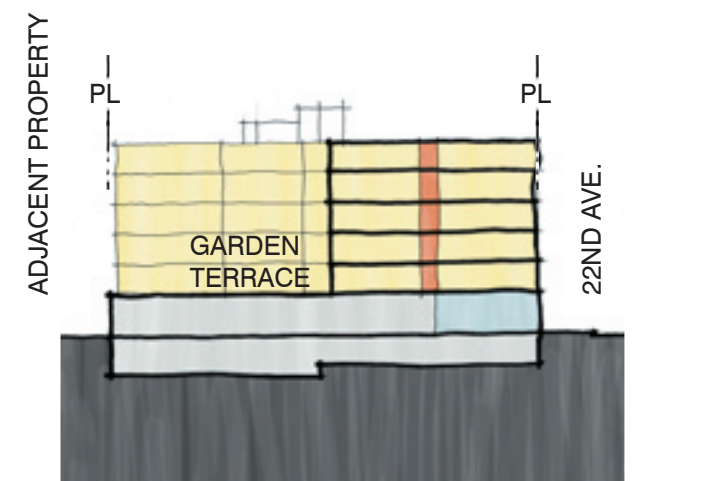
FLOOR PLAN | LEVELS 2-3



FLOOR PLAN | LEVELS 4-6

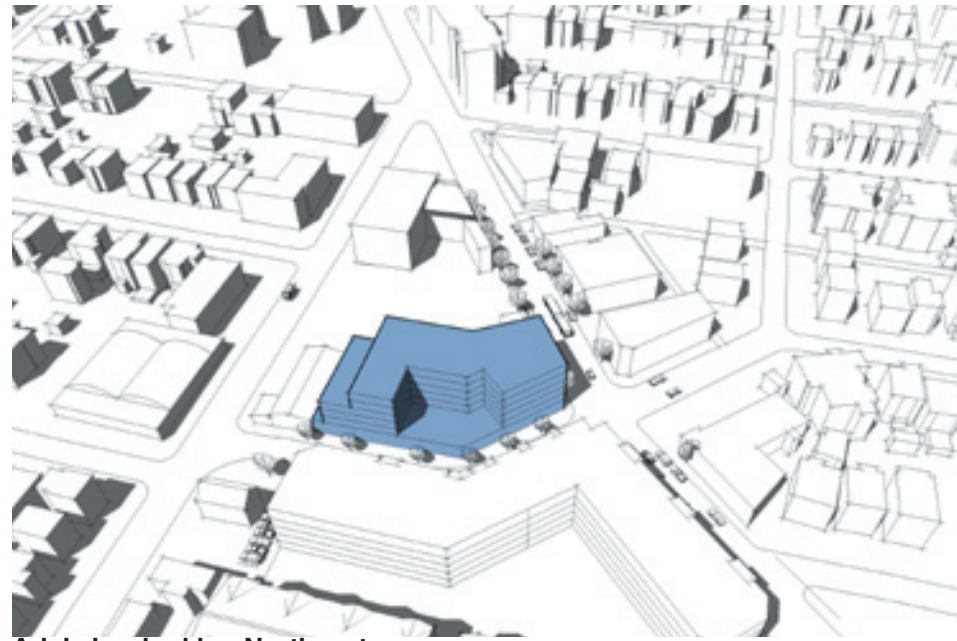


BUILDING SECTION A



BUILDING SECTION B

# DESIGN SCHEME THREE



Aerial view looking Northeast

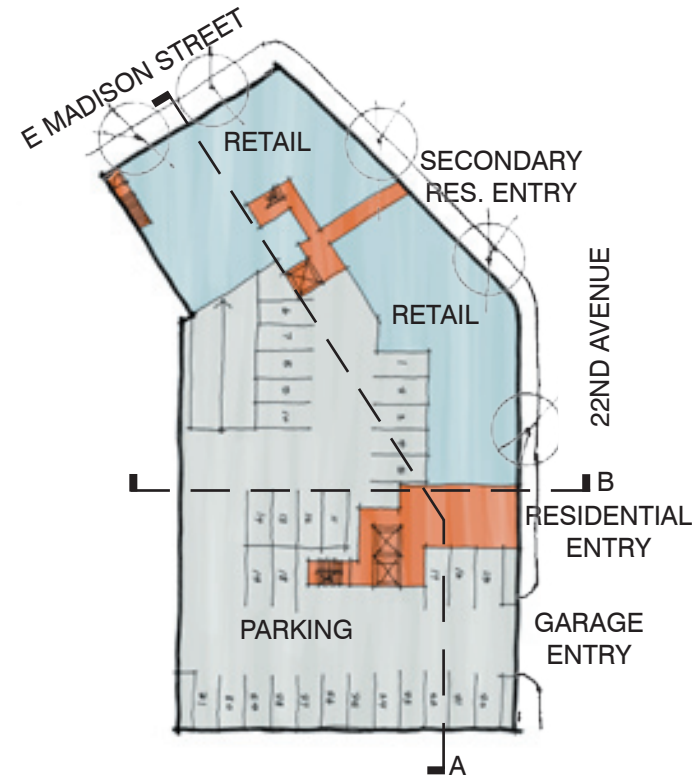
### POSITIVE:

- Activation of streetfront with glazed retail space.
- Building occupants have benefit of natural light in common areas.
- Garage entry is located on a less busy street.

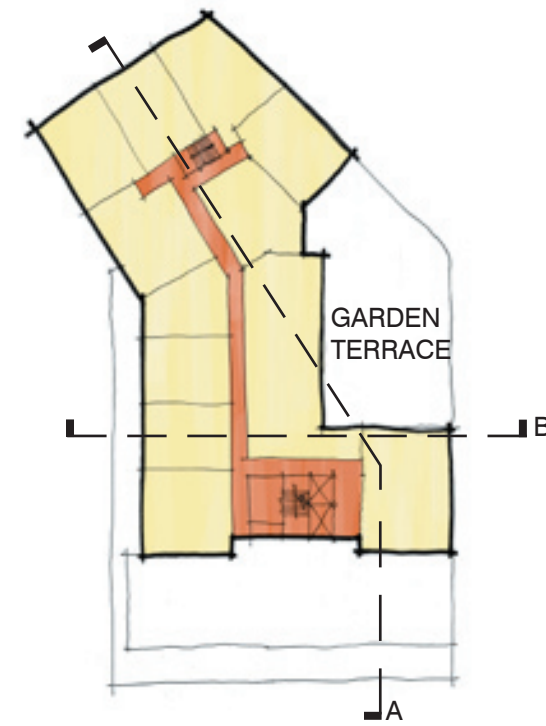
### NEGATIVE:

- Residential entry faces garage entry of building accross 22nd Ave.
- Less frontage on property line reduces safety with less eyes on the street.
- Northeast facing courtyard has less of a view and receives less daily light.

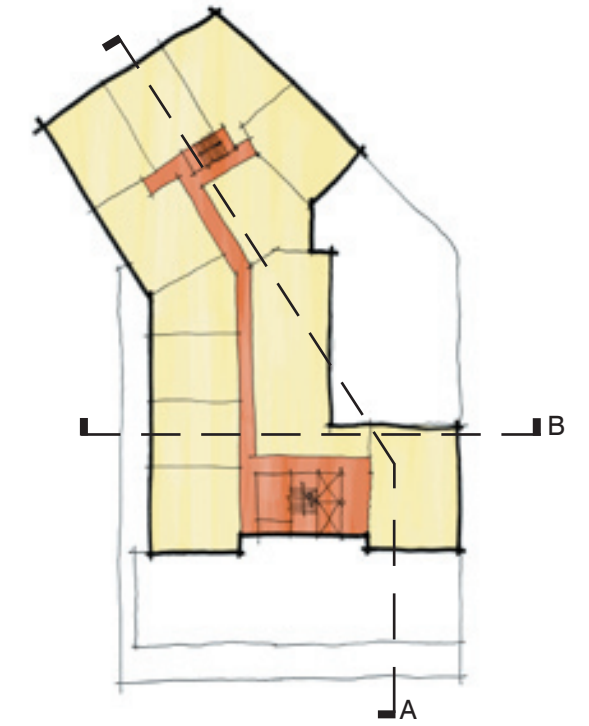
**CIRCULATION** **RETAIL**   
**PARKING** **RESIDENTIAL**



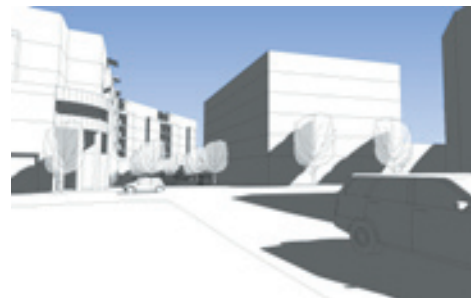
FLOOR PLAN | LEVEL 1



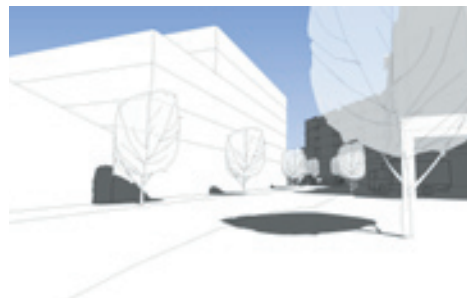
FLOOR PLAN | LEVELS 2-3



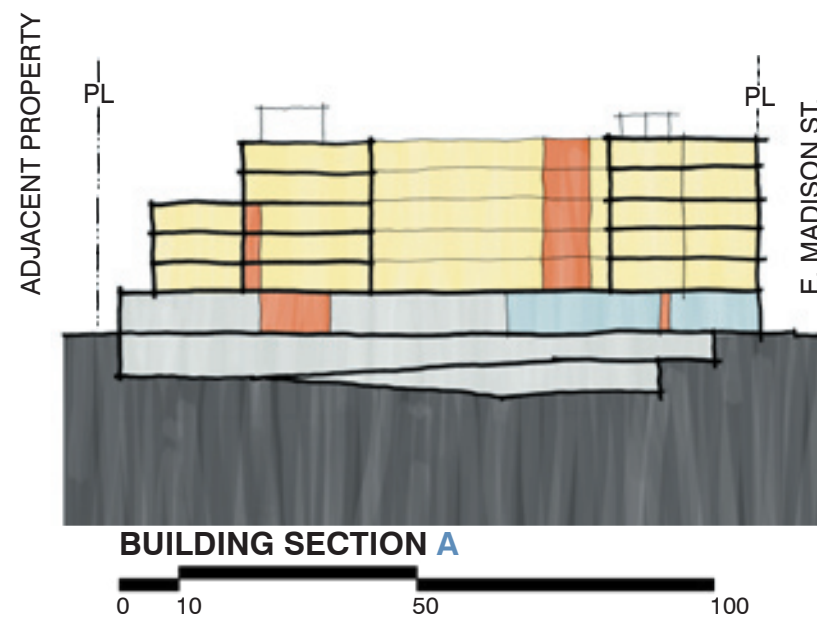
FLOOR PLAN | LEVELS 4-6



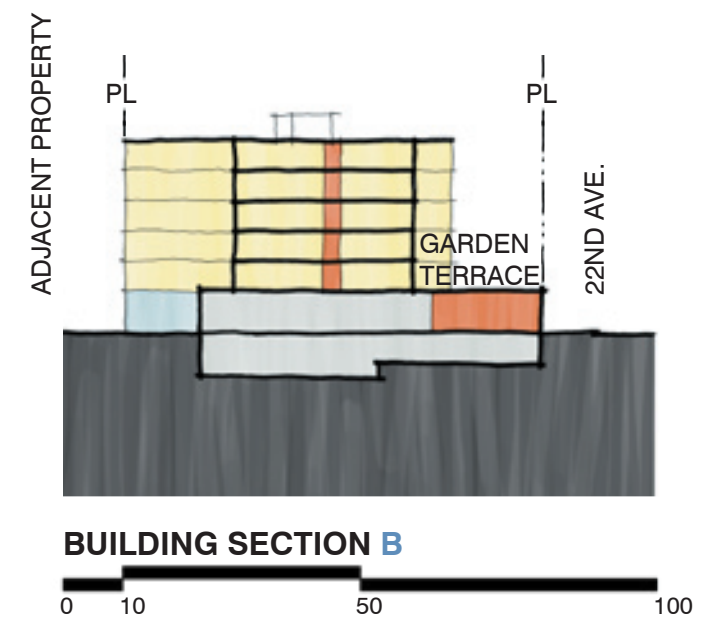
E. Madison St. and 22nd Ave.



22nd Ave. and E. Olive St.



BUILDING SECTION A



BUILDING SECTION B