

1110 East Madison Street - DPD Project #3007732



Early Design Guidance - March 05, 2008

Union and
Madison, LLC

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**Application for Early Design Guidance
Attachment A
DCLU# 3007732**

1. Please describe the existing site, including location, existing uses and/or structures, topographical or other physical features, etc.

This site is located in the Capitol Hill Area of the Pike-Pine neighborhood at 1110 E Madison Street. The site occupies an entire triangular block: the SE corner of the intersection of 11th Avenue and E Union Street, the NE corner of the intersection of 11th Avenue and E Madison Street, and the west corner of the intersection of E Union Street and E Madison Street. There is no alley located on or adjacent to the site.

The site is occupied by (1) a two-story wood frame multi-family building known as "The Unidee Arms," (2) a one-story retail building known as "The Color Store," (3) a one-story retail building known as "The Buzz Stop," and (4) surface parking.

The site slopes mildly, with the lowest elevation at the SW corner of the property and sloping upwards to the east and north. The NE corner of the property is approximately seven feet higher than the lowest corner. Street trees will be added as directed by the City of Seattle Arborist Bill Ames.

2. Please indicate the site's zoning and any other overlay designations, including applicable Neighborhood-Specific Guidelines.

The site is zoned NC3P-65' (Neighborhood Commercial 3 with a Pedestrian designation). 11th Avenue, E Union Street, and E Madison Street are all designated principal pedestrian streets per the Land Use Code. Per SDOT, E Madison Street is designated a principal arterial and 11th Avenue and E Union Street are designated minor arterials. SDOT classifies E Madison Street a major transit street, E Union Street a minor transit street and 11th Avenue as a local transit street. All three streets are also classified as main streets per SDOT. The site falls within the "Pike-Pine Urban Center Village," a Pike-Pine neighborhood. The east corner of the site at the intersection of 12th Avenue, E Madison & E Union Streets is identified as a gateway by the Pike-Pine Urban Center Village Design Guidelines. The FAR limit is 4.75. The ground level will be occupied by retail spaces, open spaces, a residential lobby and access to parking garage.

3. Please describe neighboring development and uses, including adjacent zoning, physical features, existing architectural and siting patterns, views, community landmarks, etc.

The adjacent zoning to the north, west, and east is also NC3P-65'. The adjacent zoning directly to the south is MIO-105'-NC3P-65'. The zoning to the southeast is MIO-105'C-2-65' and the zoning to the southwest is MIO-105'MR. Two blocks to the southeast the zoning is L3 and L1. Five blocks to the southwest the zoning is NC3P-160'.

The development in the neighborhood to the north of the site is primarily a mixture of recent multifamily structures, automobile sales and repair shops, warehouses, retail and restaurants, and surface parking

lots. The development in the neighborhood to the south and southeast of the site is primarily a mix of institutional and residential: Seattle University, Seattle Academy, retail shops, mid-rise multifamily structures and single family structures.

The site is uniquely located on a triangular site that reflects the convergence of two urban grids and neighborhoods: the Pike-Pine neighborhood to the north of E Madison Street and the 12th Avenue neighborhood to the south of E Madison Street. The site also has views to the downtown skyline.

The site is on a north-south axis to Cal Anderson Park (three blocks to the north) and to the Chapel of Saint Ignatius at the Seattle University Campus (one block south). Designated City Landmarks close to the site include: five blocks to the west, Seattle First Baptist Church and Old Firehouse #25, and three blocks to the northeast, First African Methodist Episcopal Church.

The site is well-served by Metro transit bus route #12 adjacent to the site on E Madison Street & 11th Avenue and Metro transit bus route #2 on E Union Street & 12th Avenue.

4. Please describe the proponent's development objectives for this site, indicating types of desired uses and approximate structure size(s), as well as any potential requests for departure from development standards.

The development proposes to construct a six-story building on the site consisting of one level of retail, open spaces and a residential lobby, one level of underground parking for 37 spaces (parking is not required in this zone) and five residential floors with approximately 91 market-rate housing units.

Vehicular access to the site will be from E Union Street. Pedestrian access to the site will be from both 11th Avenue and E Madison Street. The general massing intent of this development is to encourage pedestrian activity along E Madison Street with proposed retail spaces and also offer open space to pedestrians, to residents of the building and to the neighborhood at large.

No zoning departures are requested at this time.

B.0 DEVELOPMENT OBJECTIVES - PROJECT DATA



Project Data: 1110 E Madison Street

Project Data **PREFERRED SCHEME**
1/3/08

1.0 PROJECT DATA

1.1 Location:

Triangular site: 11th Avenue, E Union Street, E Madison Street, Seattle, WA

1.2 Site Area:

17,595 sf

1.3 Zone:

NC3P-65' / Pike-Pine Urban Center Village

1.4 Building Code:

Seattle Amendments to the 2006 International Bldg. Code (IBC)

1.5 Proposed Use:

Residential Mixed Use

1.6 Occupancy Classification / Separations

Commercial
Residential
Parking

M
R-2
S-2

	M	R-2	S-2
M		1	1
R-2	1		3
S-2	1	3	

1.8 Gross Floor Area:

Fir. Lev.	PKG (gsf)	VERT CIRC	LOBBY/CORR	COMM. (gsf)*	exterior balcon.	common space	RESID. (gsf)	TOTAL (gsf)	open space
Level P1	15,221	672						15,893	
Level 1	954	672	1304	9,485		412		12,827	1663
Level 2		672	1425			112	10,917	13,126	1614
Level 3		672	1425			112	10,917	13,126	
Level 4		672	1425			112	12,291	14,500	
Level 5		672	1425			112	12,291	14,500	
Level 6		672	1425			112	12,291	14,500	
Subtotal	16,175	4,704	8,429	9,485	0	972	58,707	98,472	3,277

average 58,707 / 91 = 645 gsf per unit average

*NOTE: COMMERCIAL GSF INCLUDES (8) RETAIL UNITS

UNIT MIX

	STUDIO	1-BED	2-BED	TOTAL
Level 2	6	9	2	17
Level 3	6	9	2	17
Level 4	7	9	3	19
Level 5	7	9	3	19
Level 6	7	9	3	19
	33	45	13	91

STUDIO 36%
1-BED 49%
2-BED 14%



Union & Madison LLC

DEVELOPMENT OBJECTIVES - ZONING DATA B.1

2.0 ZONING DATA

2.1 Use:

	SMC 23.47A.004
Residential	Permitted
General Sales/Svc	Permitted
Eating & drinking est.	Permitted
Parks & Open space	Permitted

2.2 Street Development Standards:

SMC 23.47A.005.C
Street-level parking separated from street by other use
Provided: no street level parking

SMC 23.47A.005.E.1
Street-level use: at principal pedestrian street 80% permitted use
a. general sales & services
c. eating & drinking establishments
n. parks & open space

SMC 23.47A.008.A.2
Blank facades permitted: no segment longer than 20 ft
total blank facade < 40%
Provided: ft max.
Provided: _____

SMC 23.47A.008.B.2
Transparency required: 60%
Provided: _____

SMC 23.47A.008.B.3
Depth of nonres.: average 30 ft, minimum 15 ft
Height of nonres.: 13 ft floor-to-floor
Provided: 32 ft average
Provided: 15' & 13' floor to floor

SMC 23.47A.008.C.1
Street-level use: min. 80% façade with permitted uses
E. Madison Street
11th Avenue
E. Union Street
Provided: 97%
Provided: 94%
Provided: 86%

SMC 23.47A.008.C.2
Width of driveway: not to exceed 22' if no alley access
Provided: no alley access, 22' wide drive

SMC 23.47A.008.C.3
Street-level space: need not exceed 50% of bldg footprint
Provided: _____

SMC 23.47A.008.D.2.c
Residential use at street: maximum 20% of facade
Provided: compliant

2.3 Outdoor Activities:

SMC 23.47A.011.D, E
Outdoor storage prohibited
Outdoor sales/service of food or beverages prohibited within 50 ft of residentially-zoned lot

2.4 Structure Height:

SMC 23.47A.012 A
Max. Allowed: 65' height of underlying zone
Slope Bonus: 0' (no slope bonus)

Projections allowed above height limit: clerestories, guardrails, elevator/stairs overruns

2.5 Floor Area Ratio

SMC 23.47A.013.B
Allowed FAR: 4.75
Allowed Floor Area: 83,576 SF
Project Lot Area: 17,595 SF
Project Floor Area (excluding below grade): 82,579 SF
Project FAR: 4.69 **COMPLIANT**

2.6 Setbacks

SMC 23.47A.014
Projections permitted into setback: exterior balconies, decks
SMC 23.53.035.4
Structural building overhangs meet min. requirements
Required improvements for existing street per SMC 23.53.015.A
Exist'g R.O.W. meets minimum width req'd per Exhibit 23.53.015A
Existing sidewalks do not meet min. width req'd per R.O.W. Improvement Manual, Section 4.11
Provided: 13'-6" wide sidewalk

2.7 Required Landscaping:

SMC 23.47A.016.A
Required: Seattle Green Factor **0.30**
Required: street trees
Provided: Refer to Landscape Plans
Provided: Refer to Landscape Plans

2.8 Noise Generators:

When noise generators located outdoors (heat exchangers, refrigeration, etc.) acoustic report shall be provided describing measures to be taken so that noise complies with standards

2.9 Residential Amenity Area:

SMC 23.47A.024.A
Required: 5% gross bldg. in resid. use: 5% of 58,707 = 2,935 SF
Provided: 3,277 SF **COMPLIANT**

SMC 23.47A.024.B
Required: minimum dimension 10 ft. no area less than 250 ft

2.10 Solid Waste:

SMC 23.47A.029
Required for residential use, 51-100 units: 200 sf front-loading type
No dimension less than 6 ft
Provided: Refer to Plans

2.11 Parking Location / Access:

SMC 23.47A.032.A.2.B
One 2-way curb cut permitted if no other access feasible
Parking may not be located between structure and street lot line
Parking may not be located inside a structure adjacent to street-level street-facing facade

2.12 Required Parking:

SMC 23.54.015.B.2
No parking required in Pike/Pine Urban Center
Provided Parking 0 **Required Parking**
0

	Commercial			ADA van	Residential			totals
	S	M	L		S	M	L	
P1				1	8	28.5		37.5
L1								0
subtotal		0	0	1	8	28.5	0	37.5
commercial:	0 commercial stalls			36.5 residential stalls				
	#DIV/0! Large			residential:			78% Medium	
	#DIV/0! Small						22% Small	

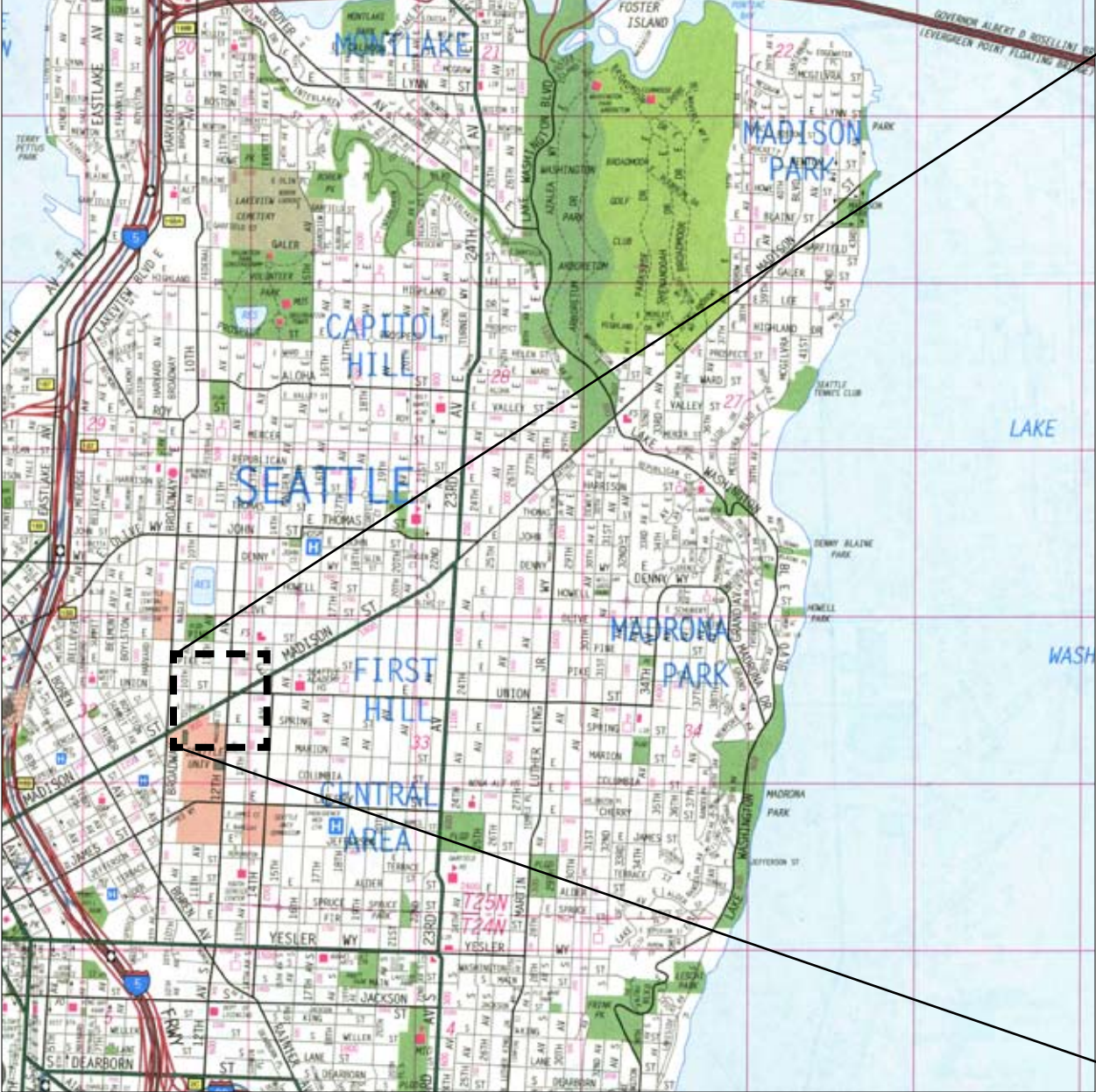
SMC 23.54.030.G

Driveway sight triangle: 10' triangle required **COMPLIANT**

Bicycle Parking	SMC 23.54.015 Chart E		Required
		Required Bicycle Parking Ratio	
Sales & Service	9,485 sf	1/ 12000	0.79
Residential	91 units	1/ 4	22.75
			24 long-term bicycle parking stalls provided at each residential floor
Sales & Service	9,485 sf	1/ 4000	2.37
			provided in garage

Loading berth: low to medium demand use (ge no loading berth required less than 10,000 sf)

C.0 SITE CONTEXT



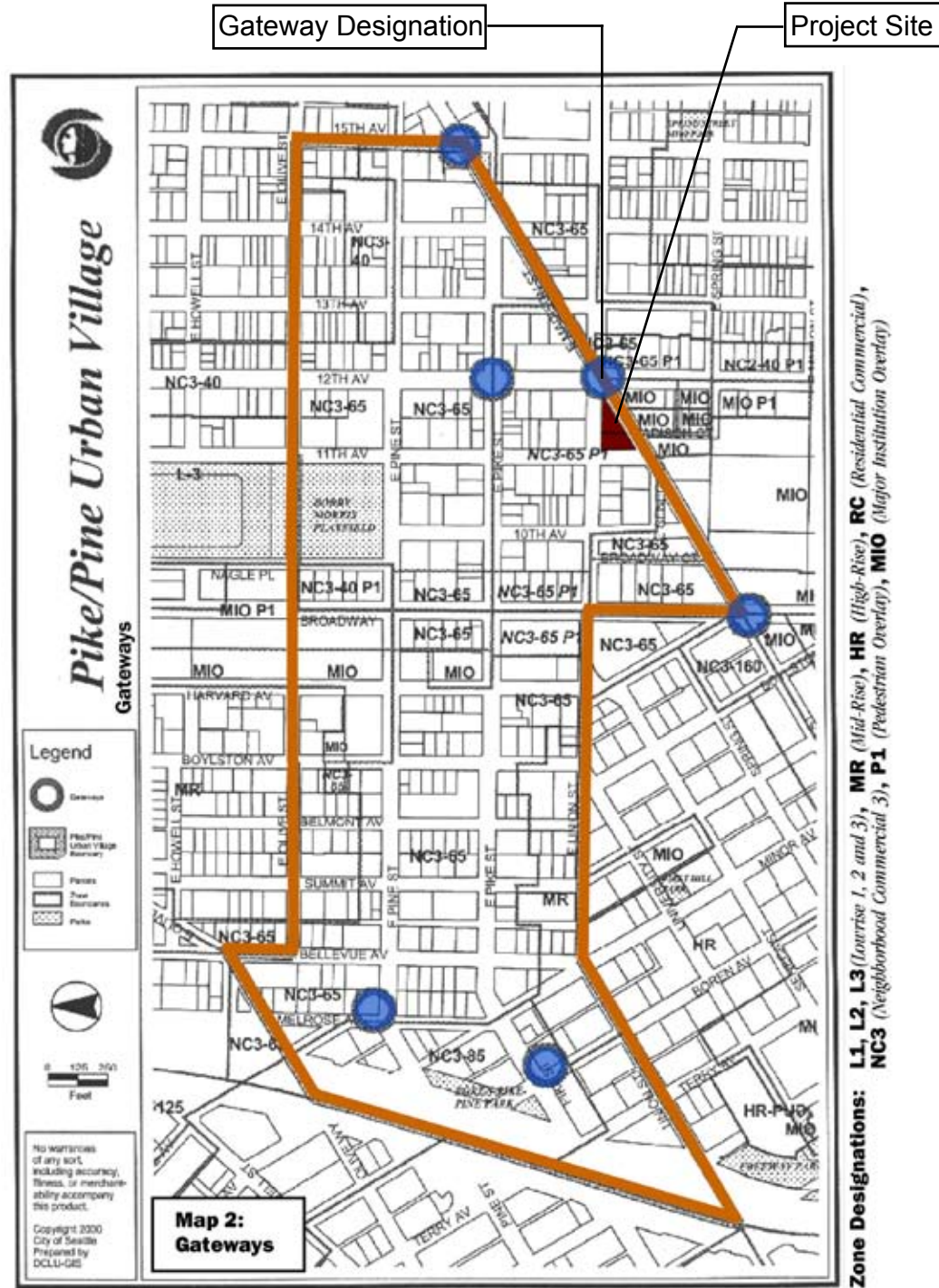
Vicinity Map



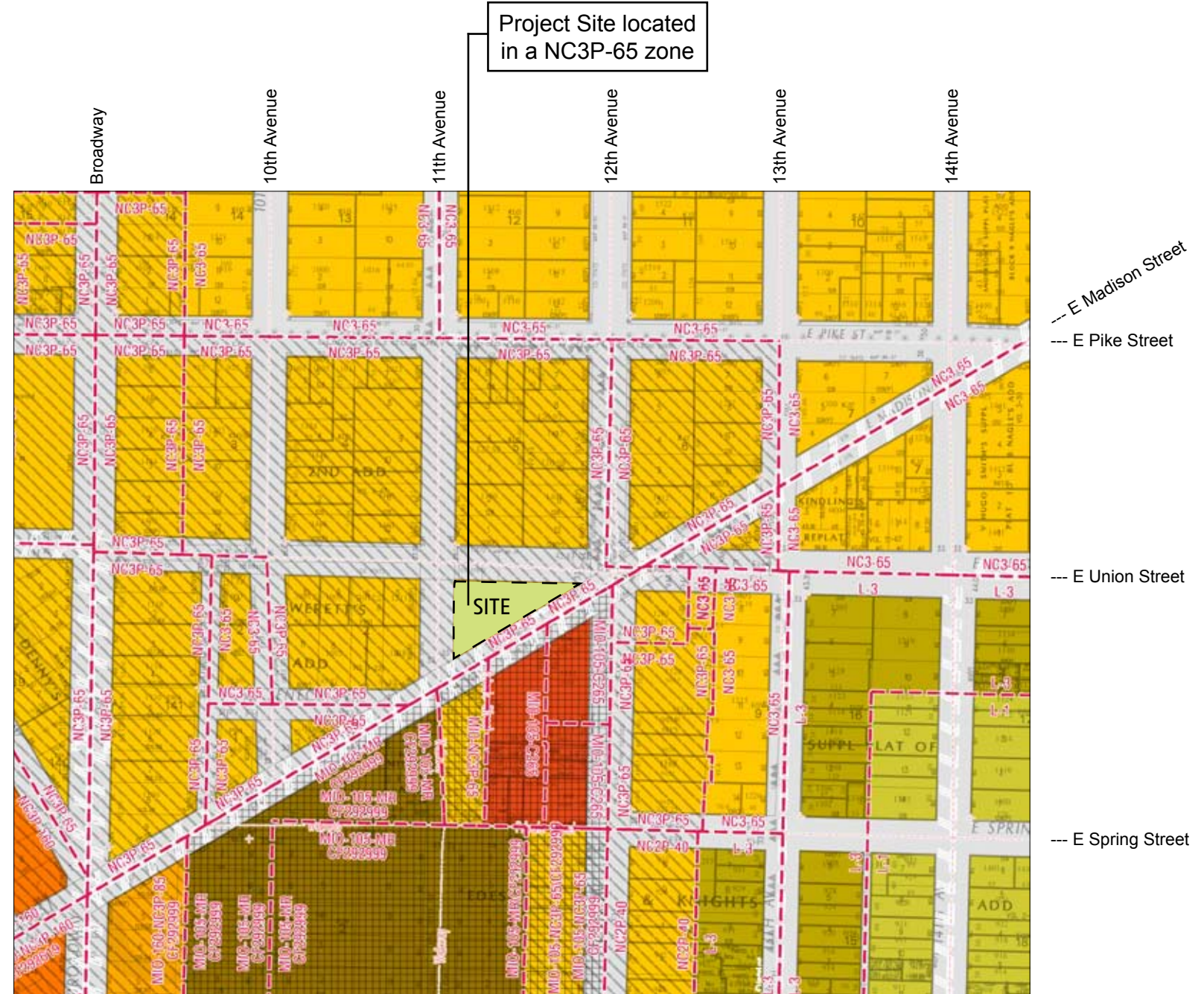
Aerial Photo



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Pike/Pine Urban Village Gateway Map



Zoning Map

C.2 SURROUNDING USES



ACROSS FROM PROJECT SITE



E Union Street - Looking North (away from site)

PROJECT SITE



E Union Street - Looking South (toward the site)



Key Plan

C.4 11TH AVENUE FACADES

ACROSS FROM PROJECT SITE



11th Avenue - Looking West (away from site)

PROJECT SITE



11th Avenue - Looking East (toward the site)



Key Plan



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Madison LLC

ACROSS FROM PROJECT SITE



E Madison Street - Looking Southeast (away from site)

PROJECT SITE



E Madison Street - Looking Northwest (toward the site)



Key Plan



A-1 : Responding to Site Characteristics
The siting of the building will respond to the unique site characteristics, including location on prominent intersections, the irregular-shaped lot, and the change in street grid alignment



A-6 : Transition Between Residence and Street
The massing of the building will create a transition between the residential entry and the street via open spaces



A-7 : Residential Open Space
The siting of the building will create usable, attractive, well-integrated open space at street-level as well as upper-levels



A-10 : Corner Lots
Building will reinforce the prominent corner of 11th Avenue and E Madison Street; parking access located away from corner



C-1 : Architectural Context
Building will reflect the auto-row vernacular of the neighborhood with high ground floor ceilings and scale and modulation of glazing and structure similar to surrounding buildings



C-3 : Human Scale
Incorporate architectural features, elements, and details at a good human scale to create comfortable spaces and invite human activity

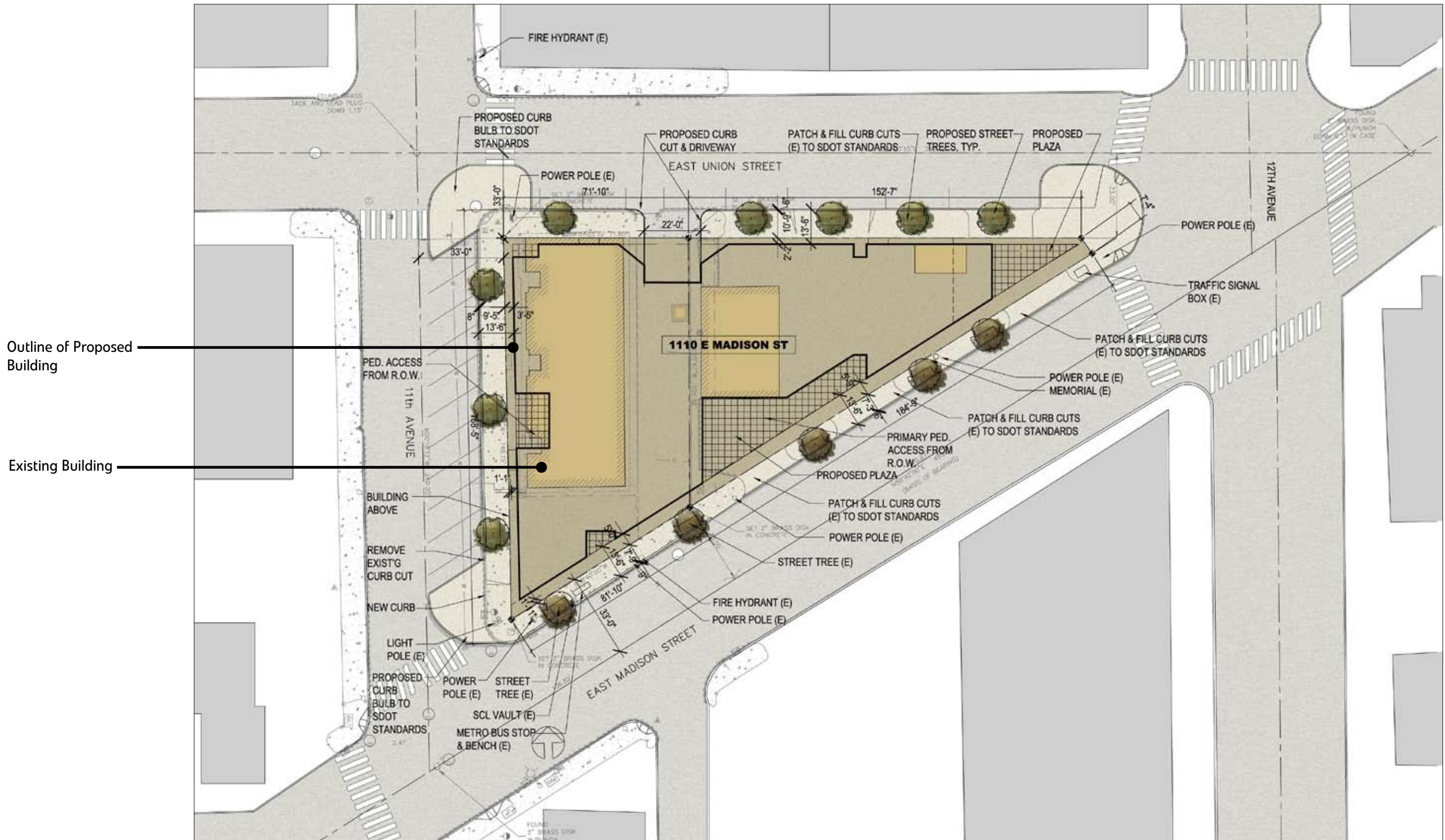


D-7 : Personal Safety and Security
Pedestrian scale lighting to be provided at open space plaza to direct towards entries and create a safer street environment



E-2 : Landscaping to Enhance the Building and/or Site
Open space and street landscaping to enhance and energize the pedestrian experience

E.0 SITE ANALYSIS



Existing Site Plan



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Closeup - Existing Buildings



Closeup - Existing Building



Perspective from East - Existing Buildings on Site & Existing Site Trees



Perspective from Northwest- Existing Buildings on Site



Perspective from Southwest- Existing Buildings on Site & Existing Site Trees

E.2 SITE ANALYSIS

SITE CONSTRAINTS



SITE OPPORTUNITIES

SITE ANALYSIS E.3

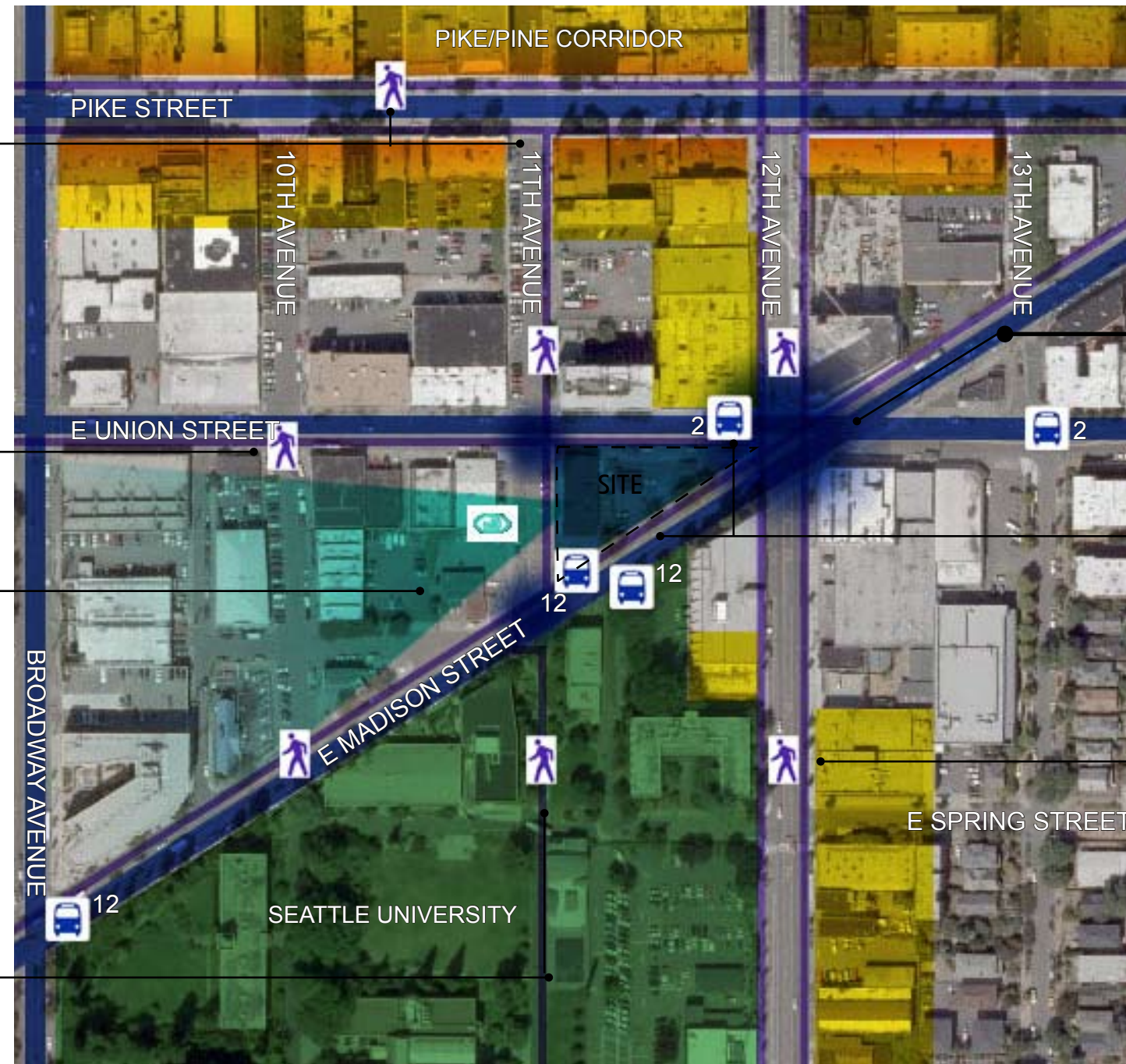
1. PROXIMITY TO
CAL ANDERSON PARK
(NOT SHOWN ON MAP)

2. EASE OF PEDESTRIAN
ACCESS TO
ENTERTAINMENT &
RETAIL CORRIDOR

3. EASE OF PEDESTRIAN
ACCESS TO RETAIL ON
BROADWAY AVENUE

4. VIEWS TO DOWN-
TOWN SKYLINE

5. EASE OF PEDESTRIAN
ACCESS TO SEATTLE
UNIVERSITY & GREEN
SPACES AT SEATTLE
UNIVERSITY



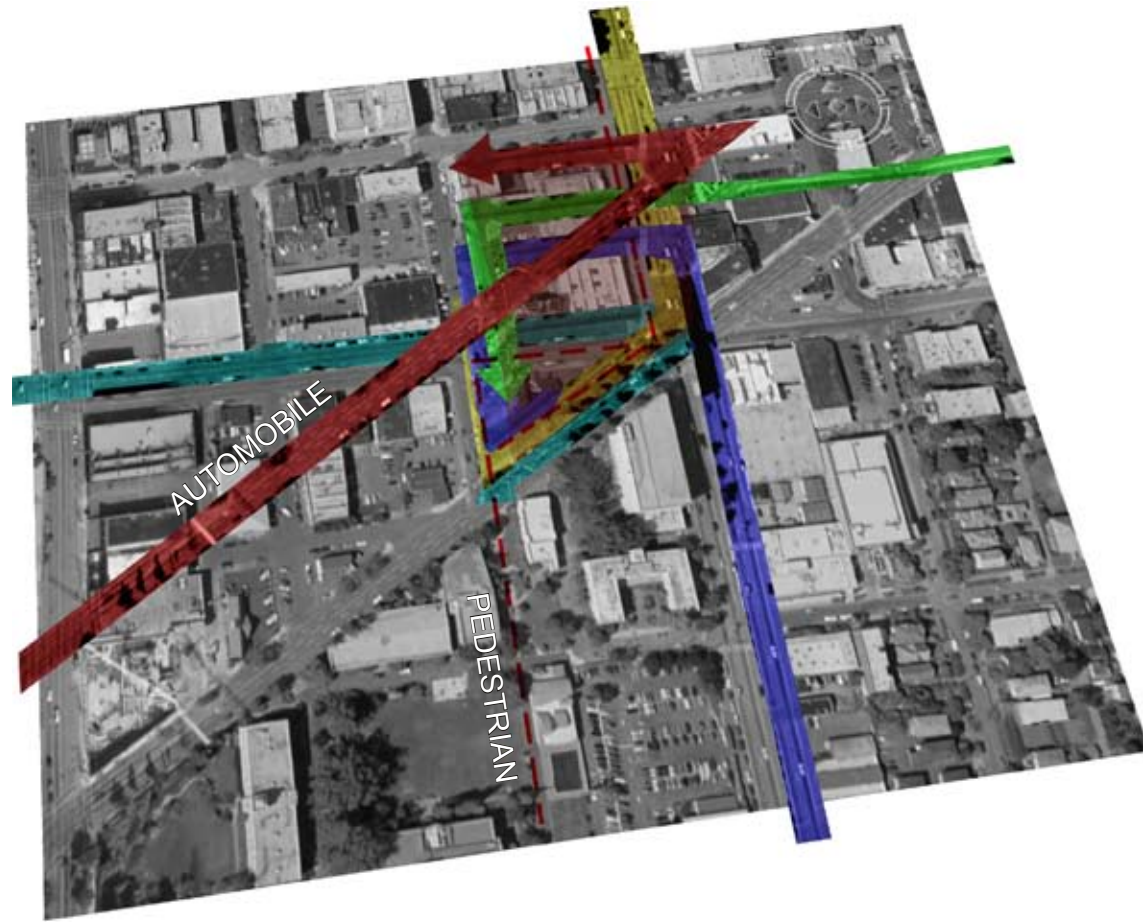
6. ARTERIAL CONNECTS
DOWNTOWN TO LAKE
WASHINGTON

7. SITE LOCATED ON 2 BUS
ROUTES WITH 4 STOPS
NEARBY

8. EASE OF PEDESTRIAN
ACCESS TO RETAIL ON 12TH
AVENUE

F.0 ARCHITECTURAL CONCEPT - SITE STUDIES

Automobile & pedestrian movement around site



Influence of urban street grids on site

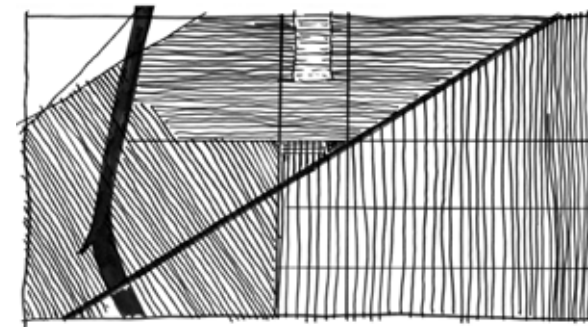
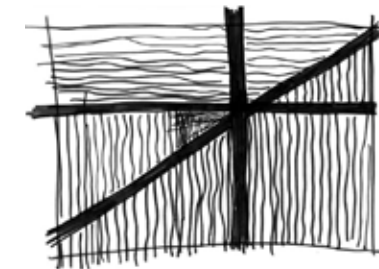
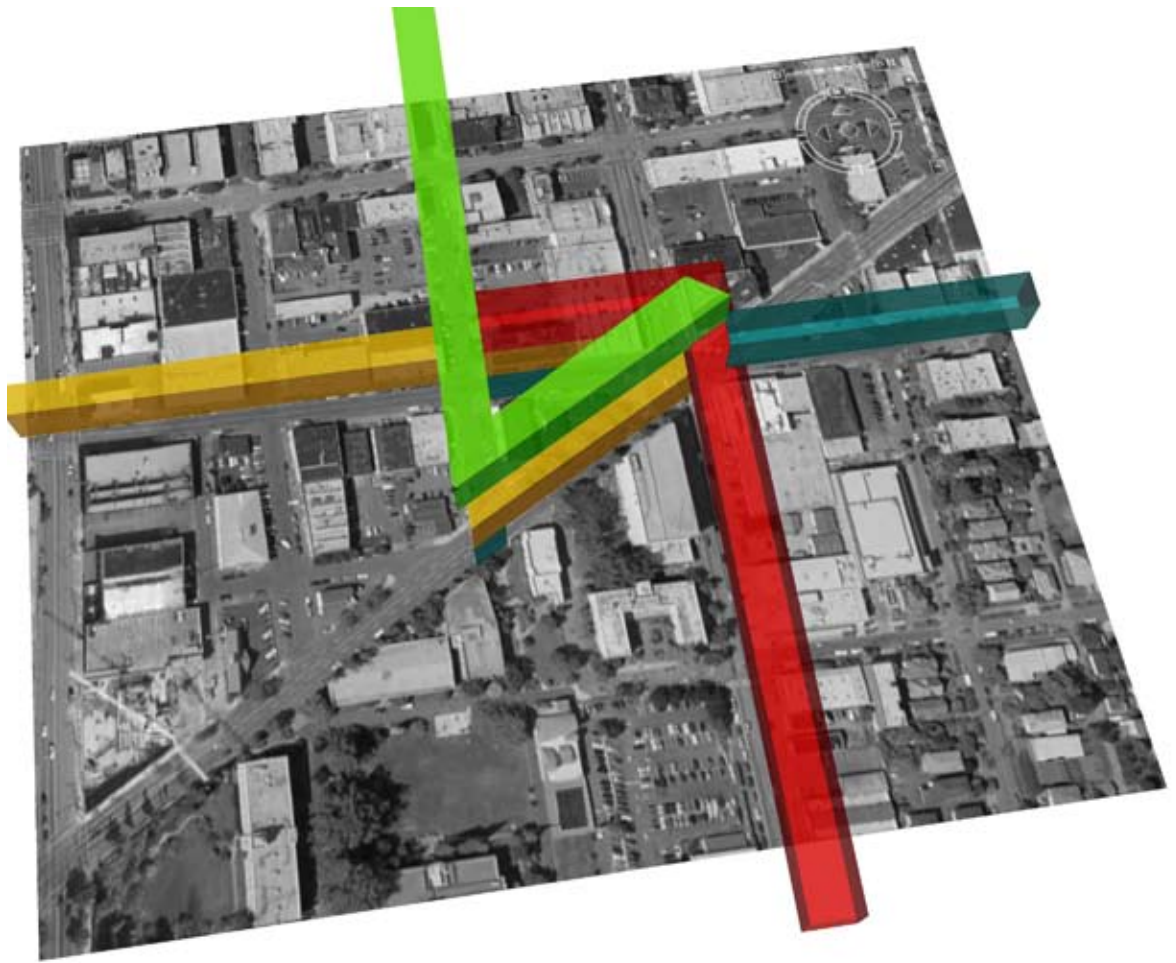


Diagram of confluence of urban grids at site

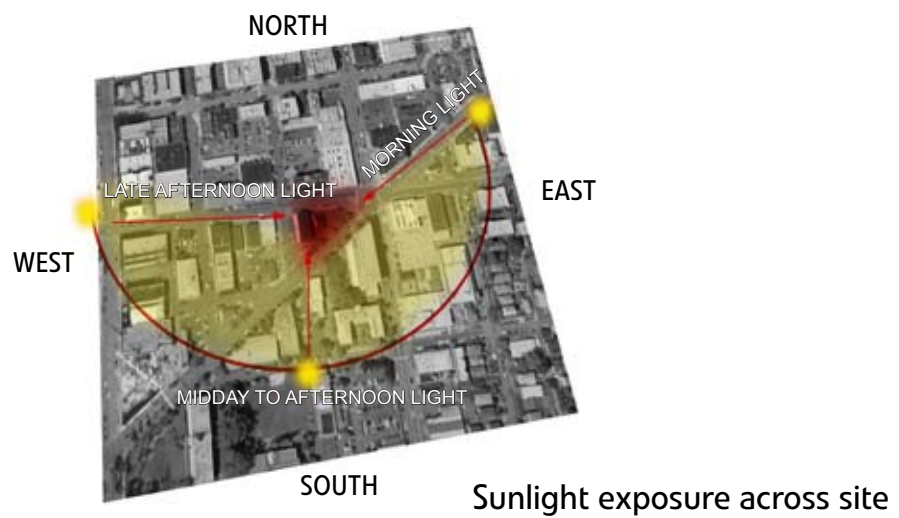


Close-up of confluence of urban grids

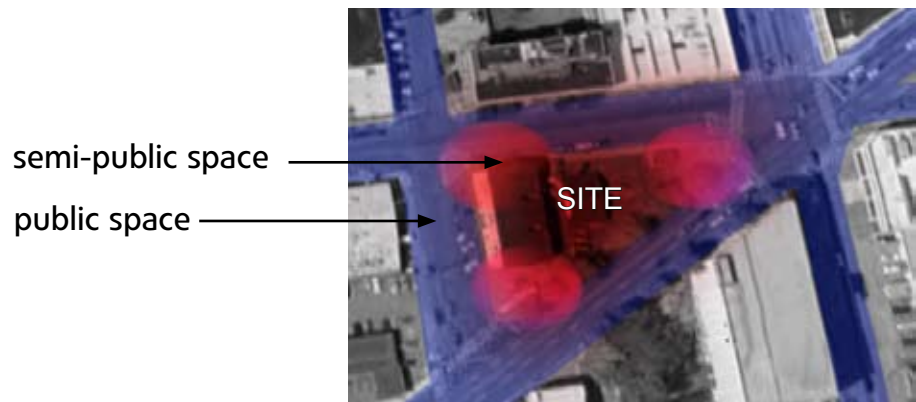
Macro level massing influenced by street grid and movement



Micro level massing influenced by street grid and movement

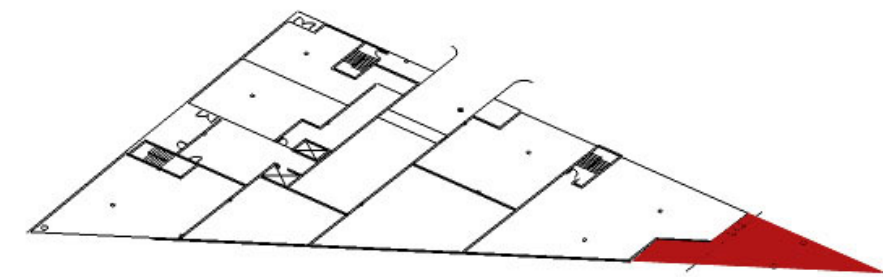
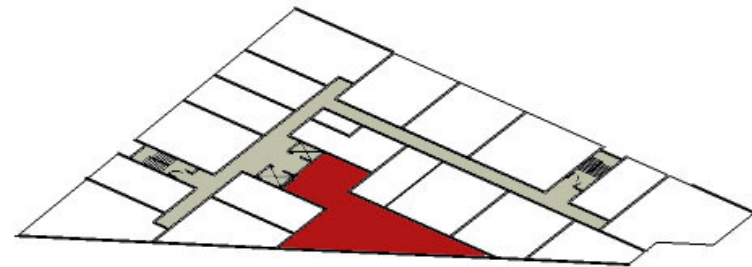
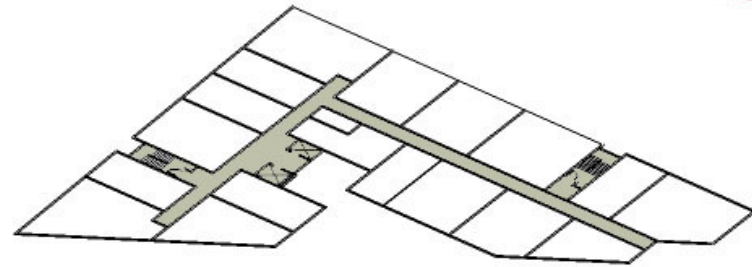
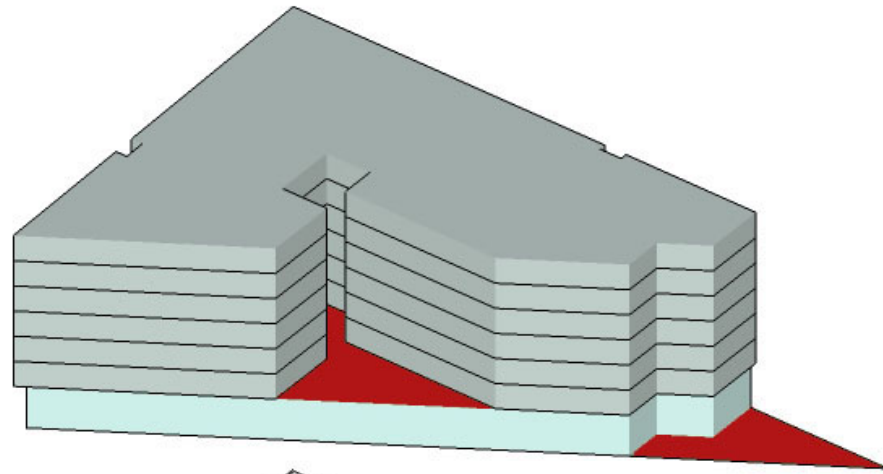


Sunlight exposure across site



Thresholds of semi-public space to public space

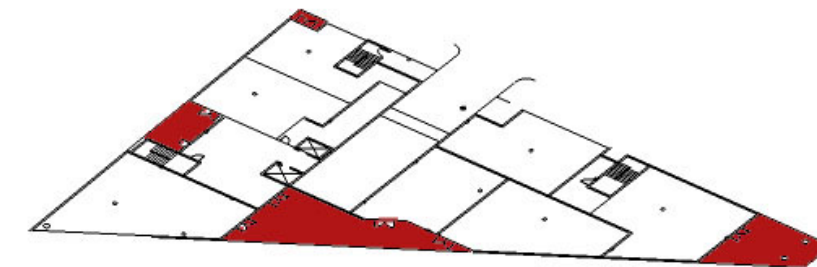
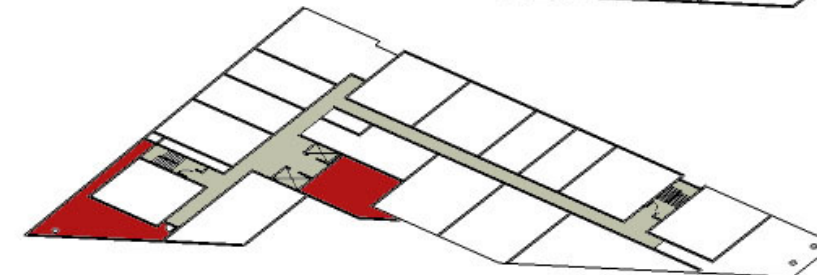
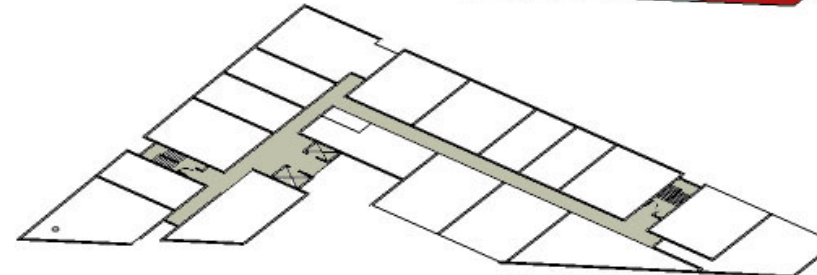
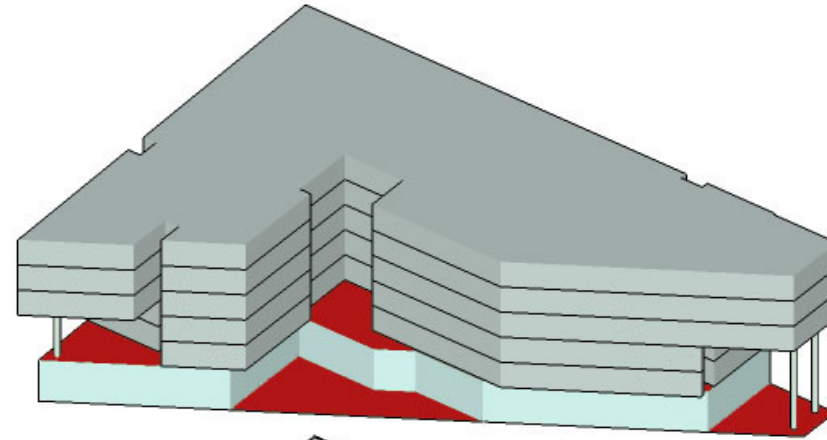
F.2 ARCHITECTURAL CONCEPT STUDIES



OPTION A

FAR - 4.63
90 RESIDENTIAL UNITS

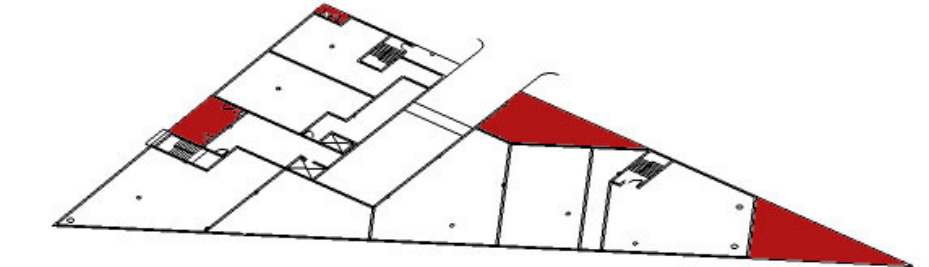
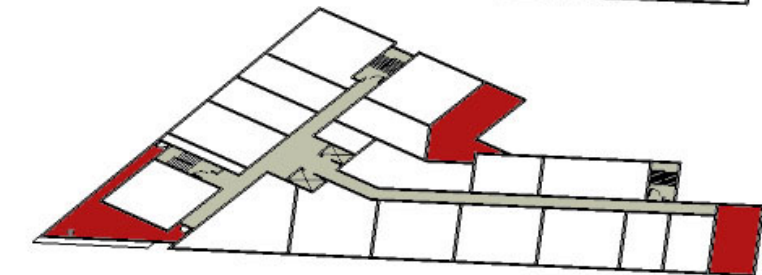
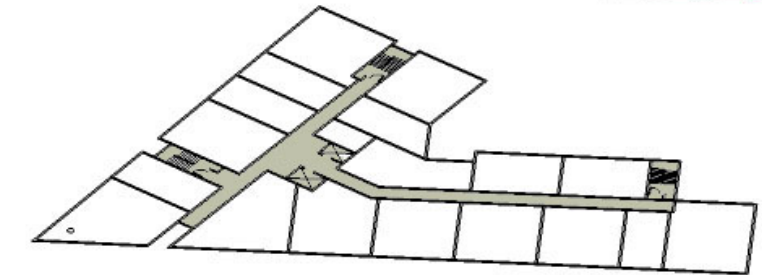
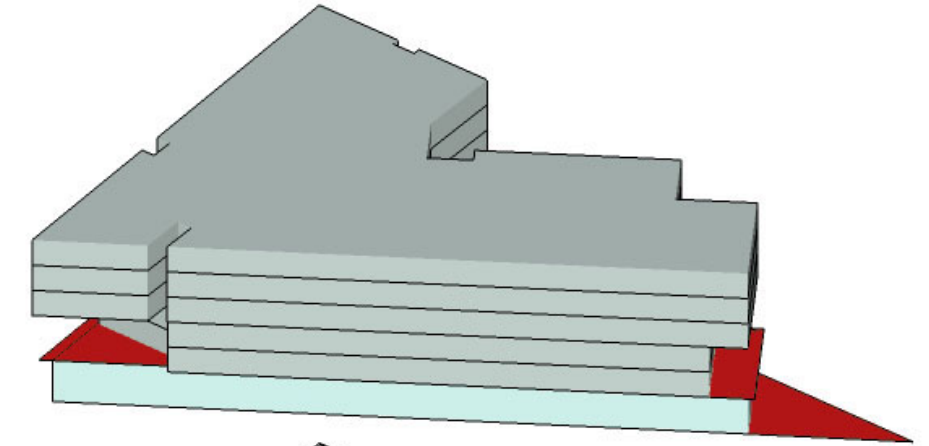
- At ground level, retail is concentrated to west of site, leaving main open space to east of site
- Residential units form 'L' along 11th & E Union St



OPTION B

FAR - 4.74
86 RESIDENTIAL UNITS

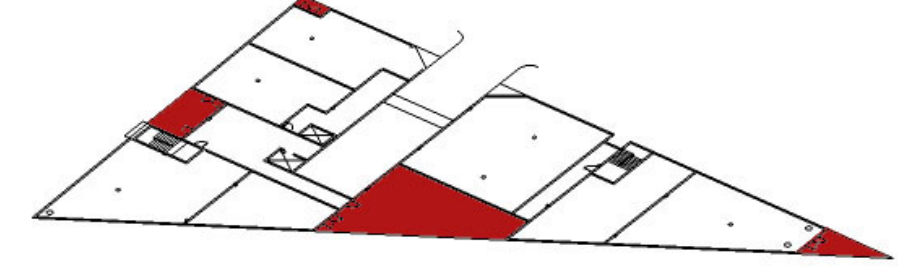
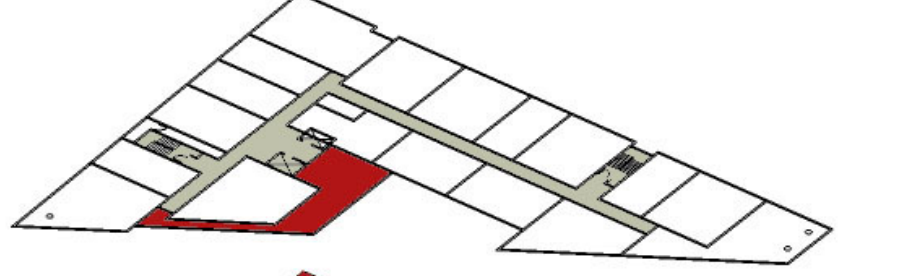
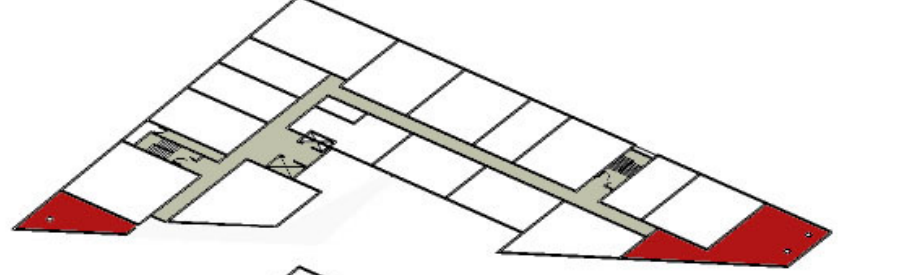
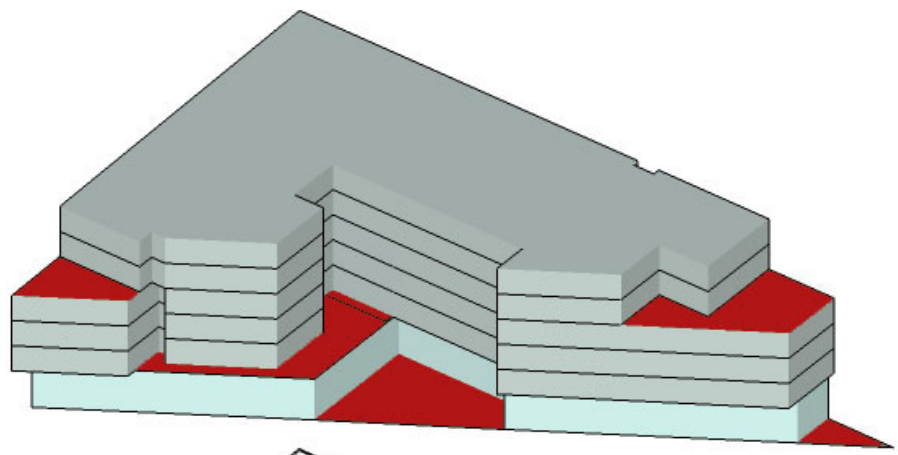
- Retail & residential units form 'L' along 11th & E Union St
- Open space at ground level created at east & mid block along E Madison St
- Upper level open space provided at level 2 at south of site to take advantage of southern exposure



OPTION C

FAR - 4.63
88 RESIDENTIAL UNITS

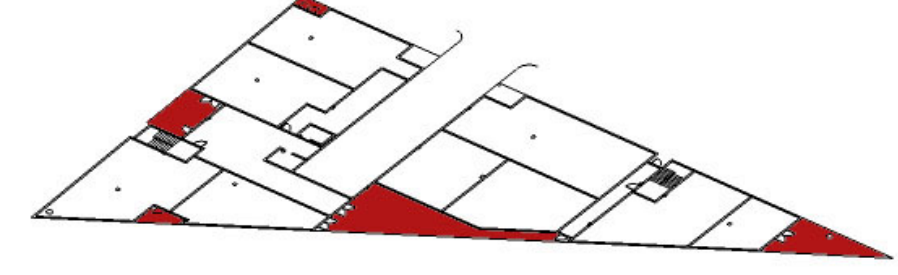
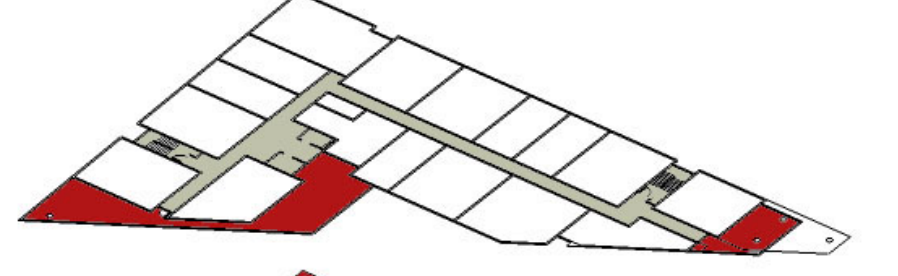
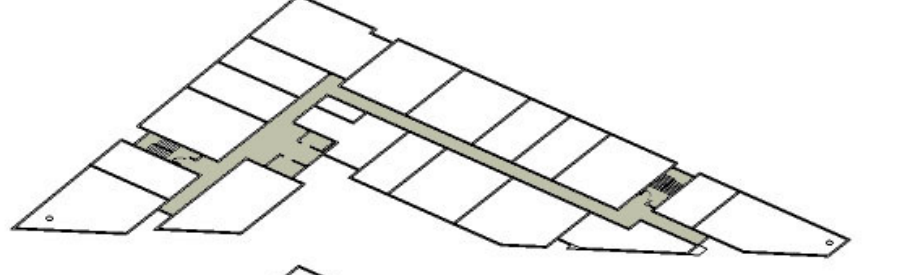
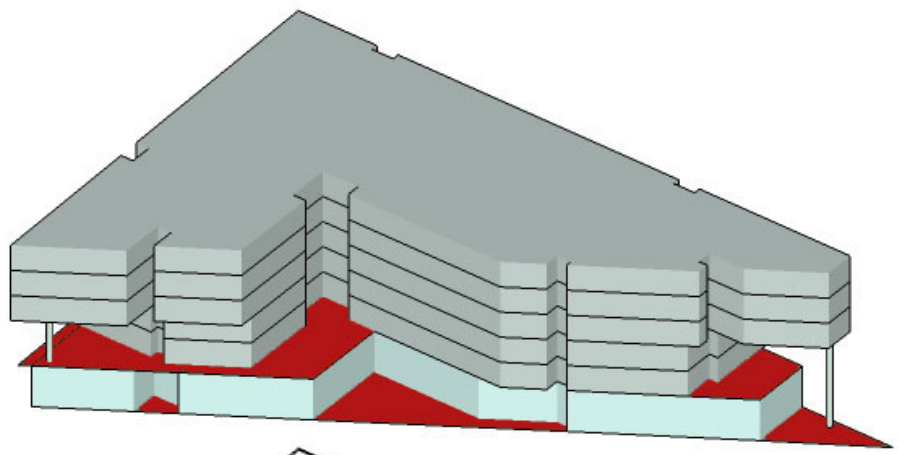
- Retail & residential units form 'L' along 11th & E Madison St
- Open space at ground level created at east & mid block along E Union St
- Upper level open space provided at level 2 at south, east & north



OPTION D

FAR - 4.62
86 RESIDENTIAL UNITS

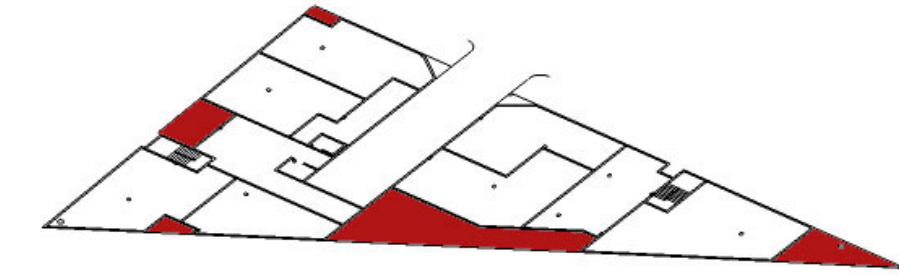
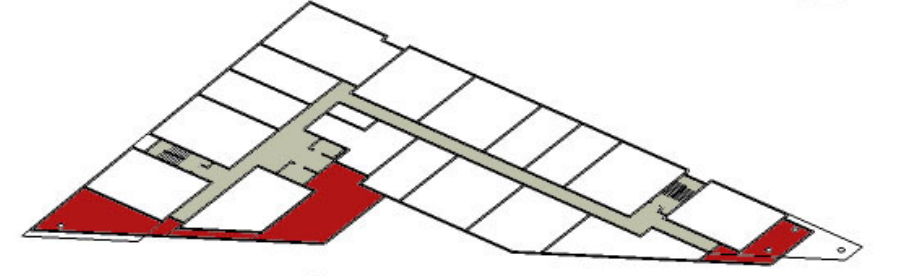
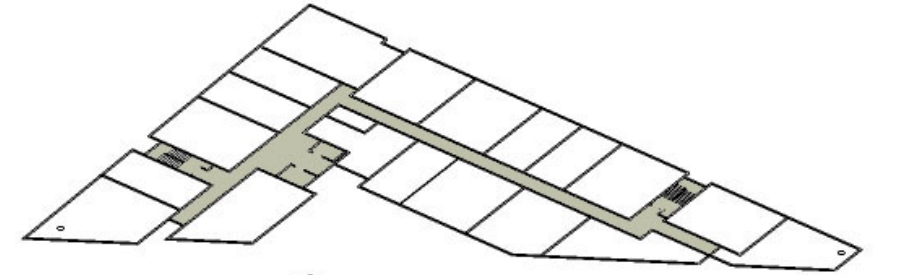
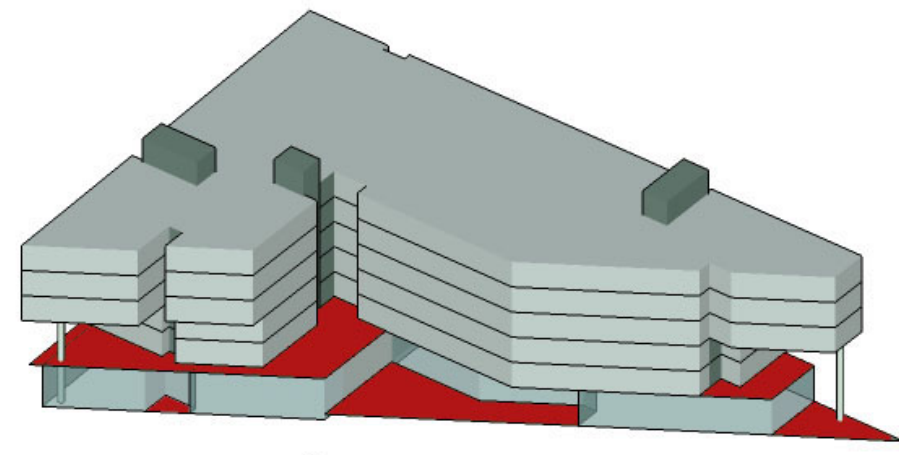
- Retail & residential units form 'L' along 11th & E Union St
- Open space at ground level created at east & mid block along E Madison St
- Upper level open space provided at level 5 at south & east of site to take advantage of southern exposure



OPTION E

FAR - 4.69
91 RESIDENTIAL UNITS

- Retail & residential units form 'L' along 11th & E Union St
- Open space at ground level created at east & mid block along E Madison St
- Upper level open space provided at level 2 at south & east of site to take advantage of southern exposure

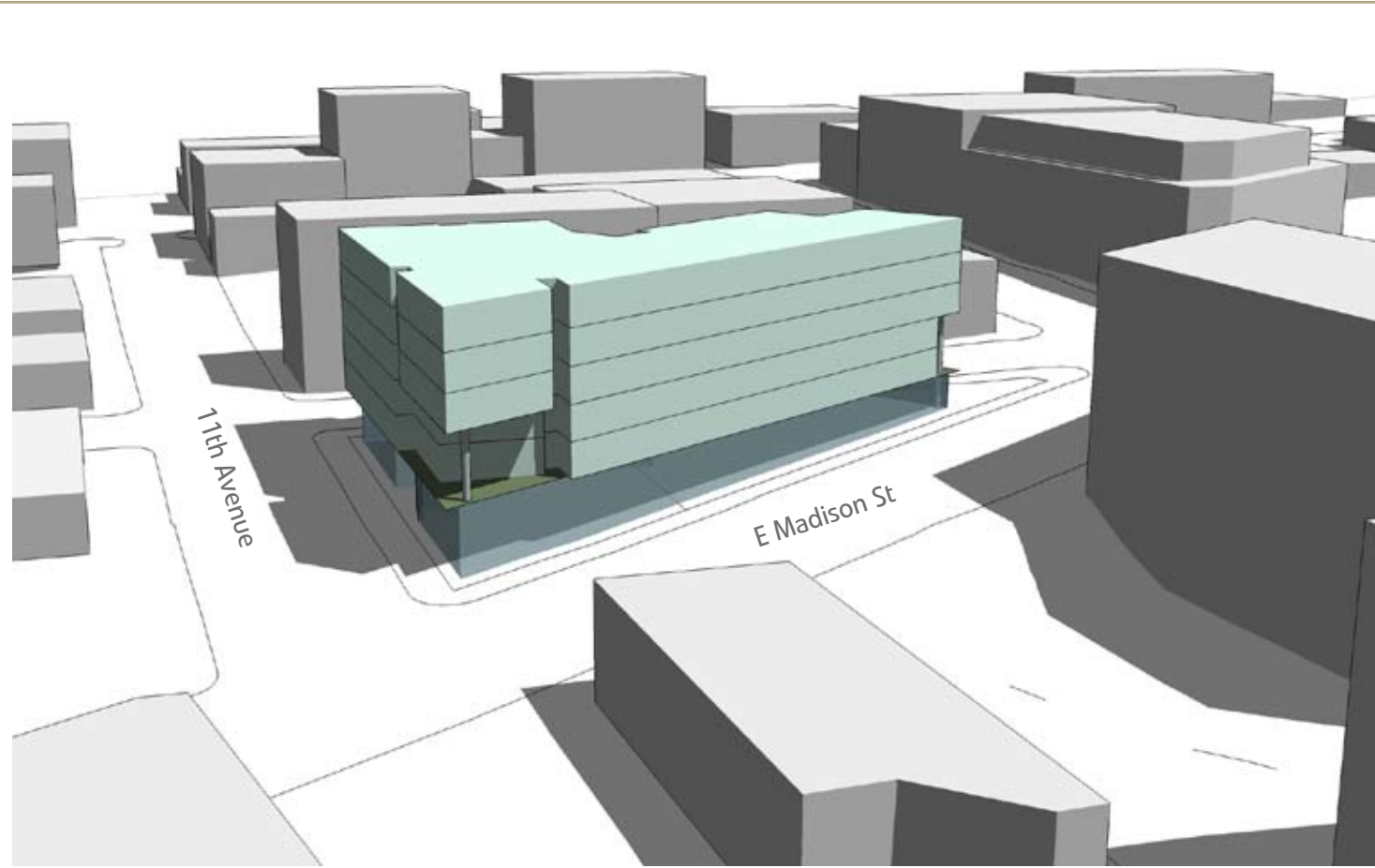


OPTION F (preferred)

FAR - 4.69
91 RESIDENTIAL UNITS

- Retail & residential units form 'L' along 11th & E Union St
- Open space at ground level created at east & mid block along E Madison St
- Upper level open space provided at level 2 at south & east of site to take advantage of southern exposure

F.4 ARCHITECTURAL MASSING DIAGRAMS - SCHEME C



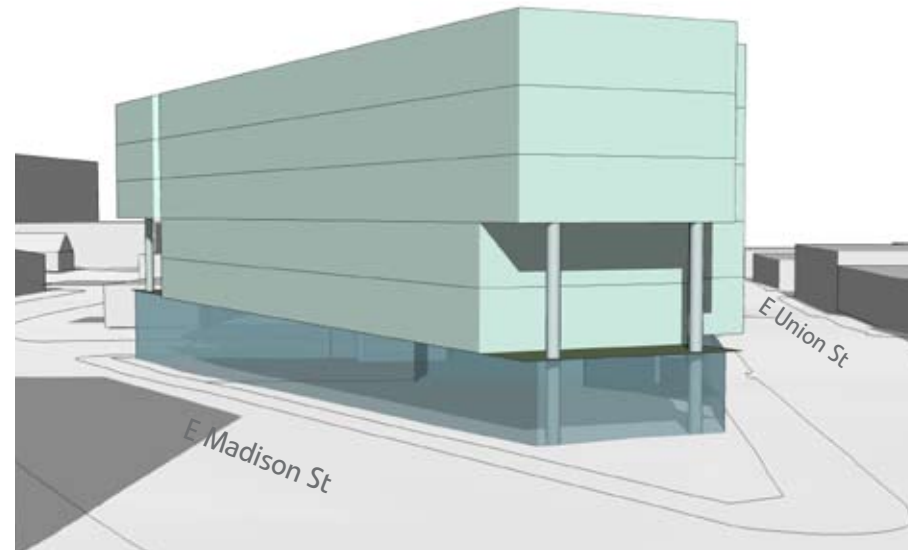
View from SW - corner of 11th Avenue & E Madison St



View from NW - corner of 11th Avenue & E Union St



View from East - corner of 12th Avenue, E Madison St & E Union St



View from SE - along E Madison St



Bird's eye view from south

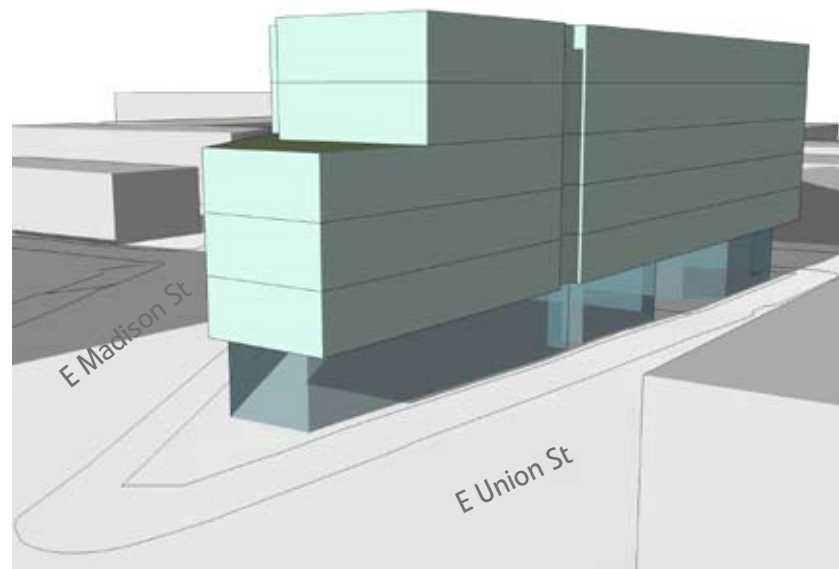
ARCHITECTURAL MASSING DIAGRAMS - SCHEME D F.5



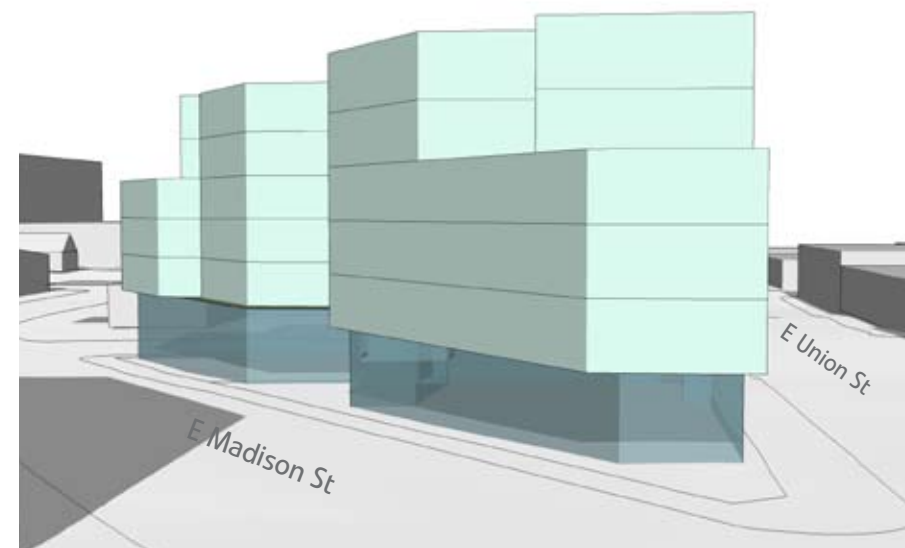
View from SW - corner of 11th Avenue & E Madison St



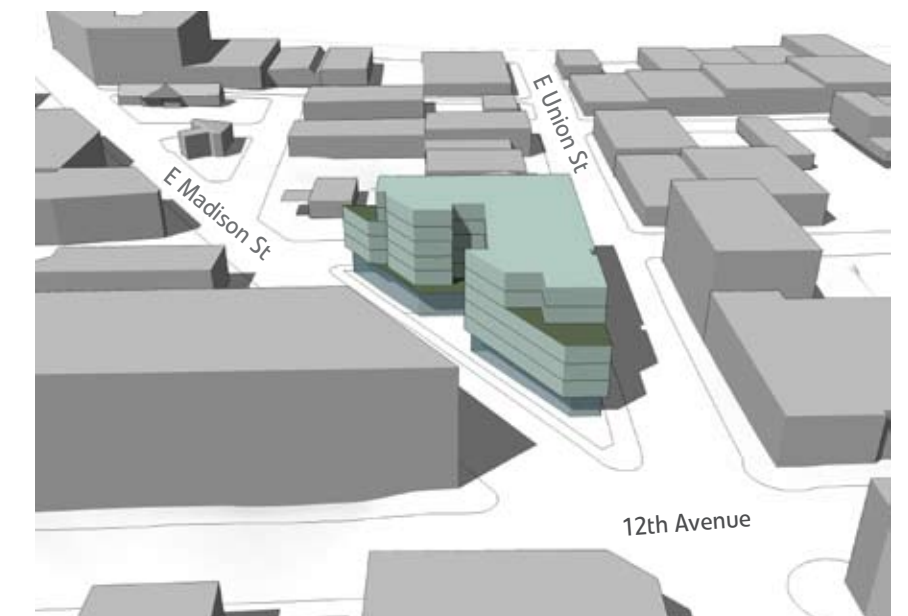
View from NW - corner of 11th Avenue & E Union St



View from East - corner of 12th Avenue, E Madison St & E Union St



View from SE - along E Madison St



Bird's eye view from south

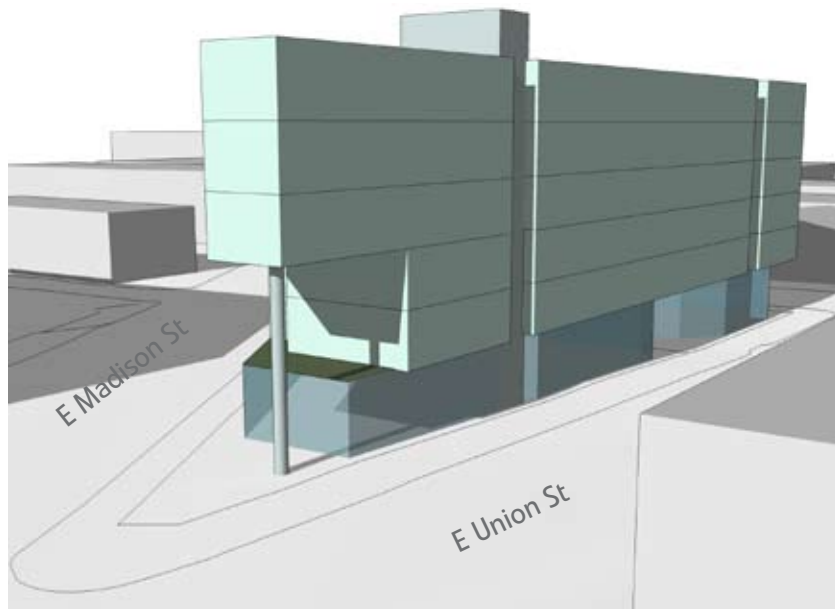
F.6 ARCHITECTURAL MASSING DIAGRAMS - SCHEME F -PREFERRED SCHEME



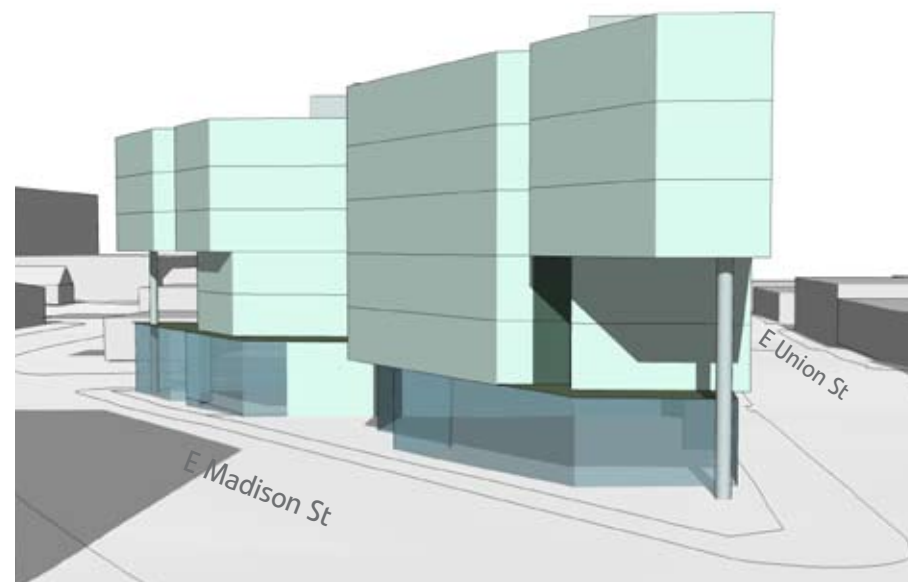
View from SW - corner of 11th Avenue & E Madison St



View from NW - corner of 11th Avenue & E Union St



View from East - corner of 12th Avenue, E Madison St & E Union St

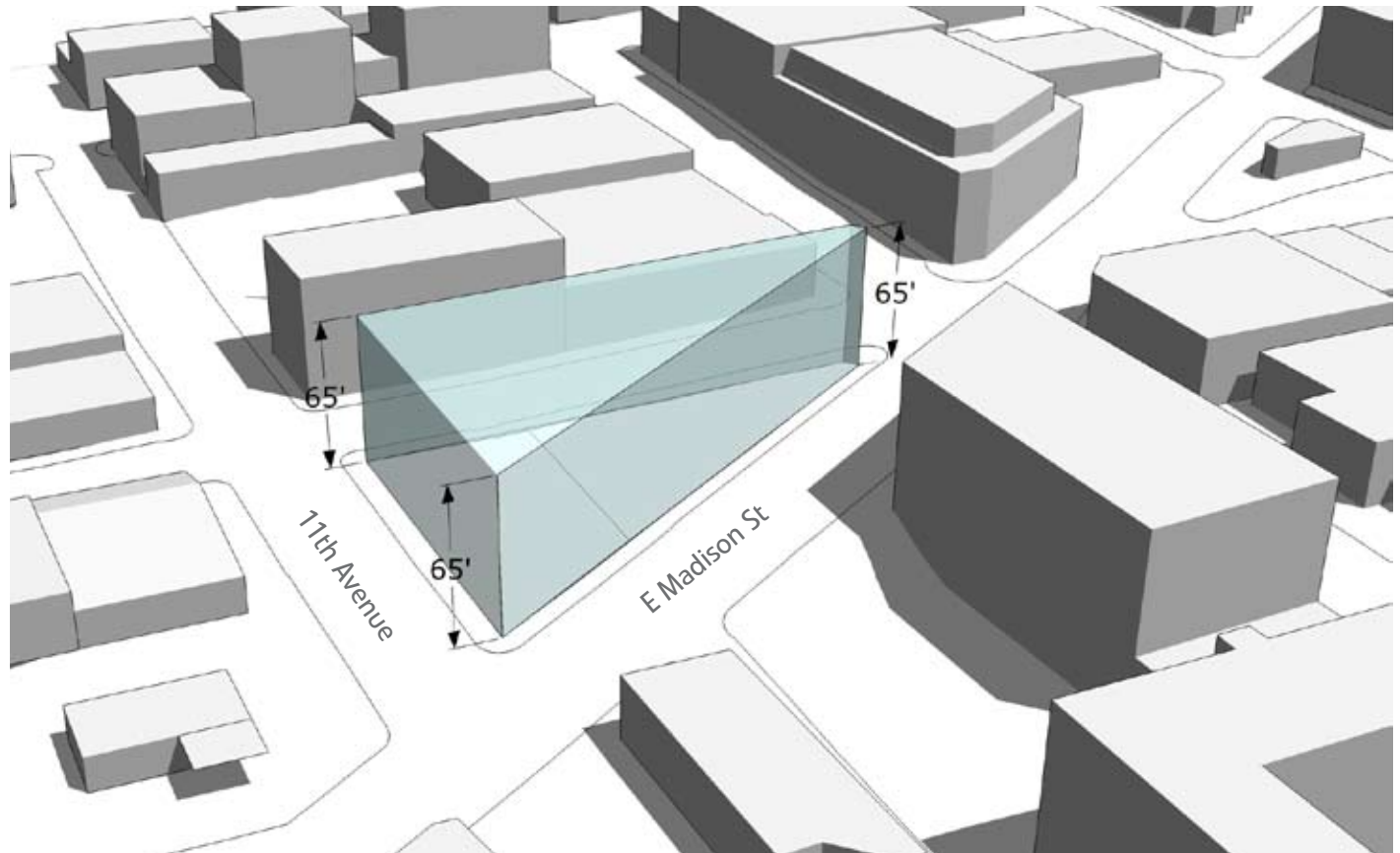


View from SE - along E Madison St



Bird's eye view from south

ZONING ENVELOPE - PREFERRED SCHEME F F.7



Site Zoning Envelope

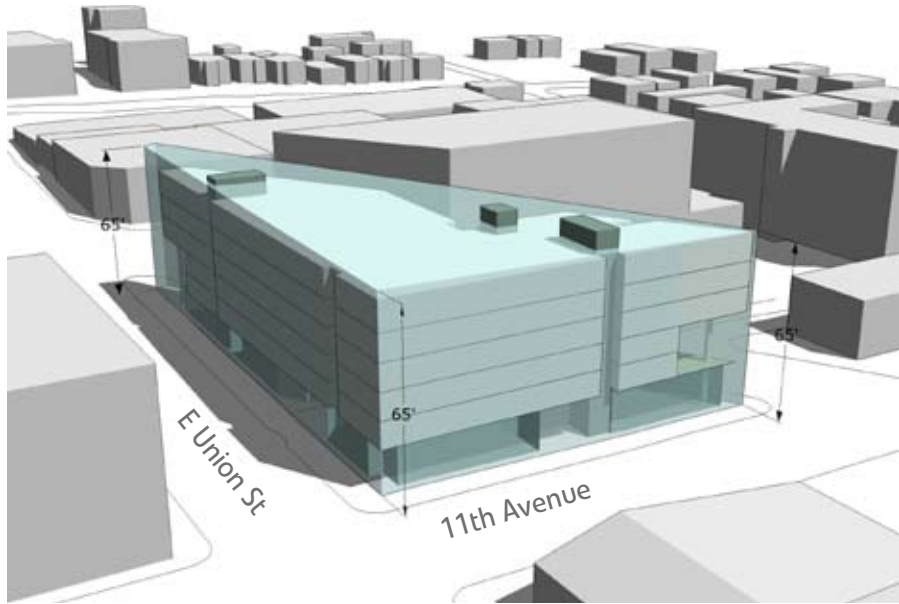
SMC 23.47A.012 Structure height - 65' max height limit

Per SMC 23.47A.012.D.2 clerestories, parapets and guardrails may project up to 4'-0" above allowed height limit

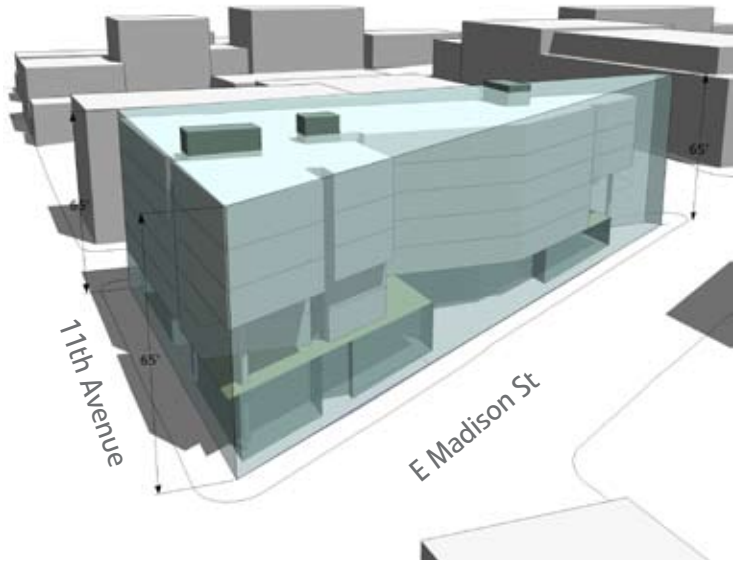
Per SMC 23.47A.012.D.4 mechanical equipment and stair/elevator penthouses may project up to 15'-0" above allowed height limit



View from NE- preferred scheme & zoning envelope

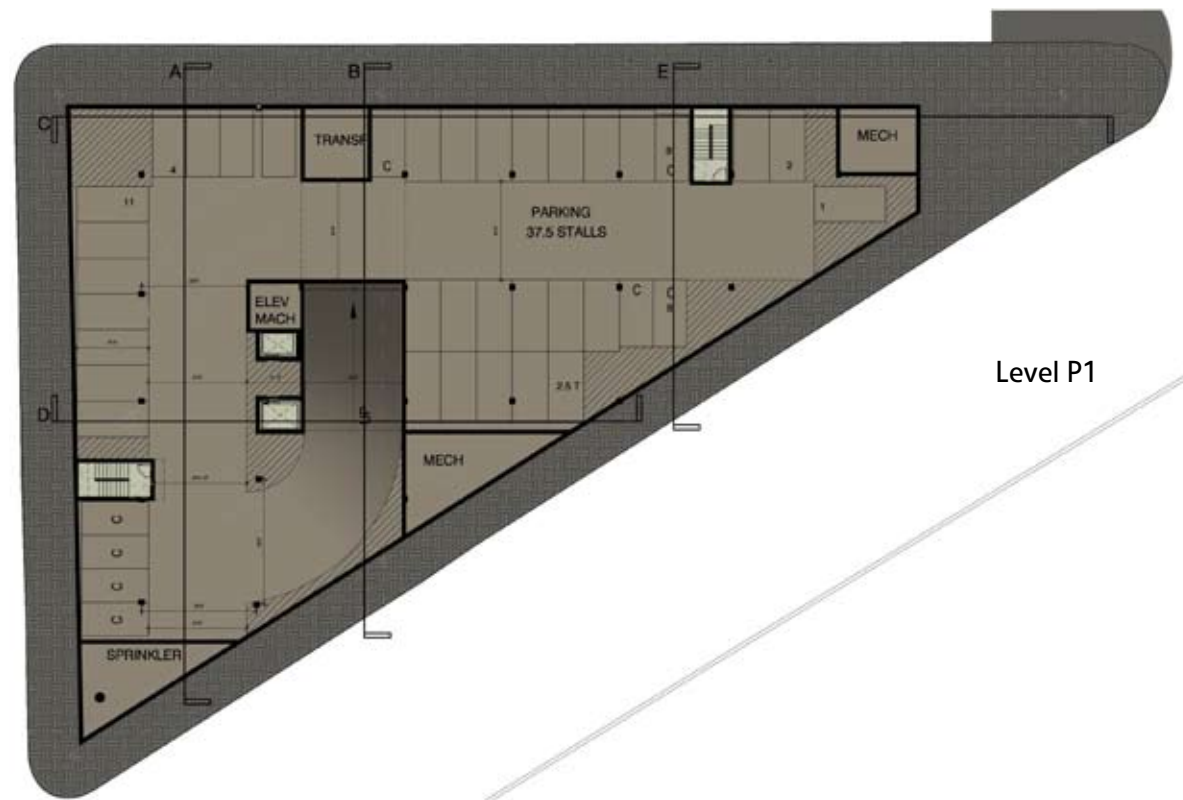


View from NW- preferred scheme & zoning envelope



View from SW- preferred scheme & zoning envelope

F.8 ARCHITECTURAL PLANS - PREFERRED SCHEME F



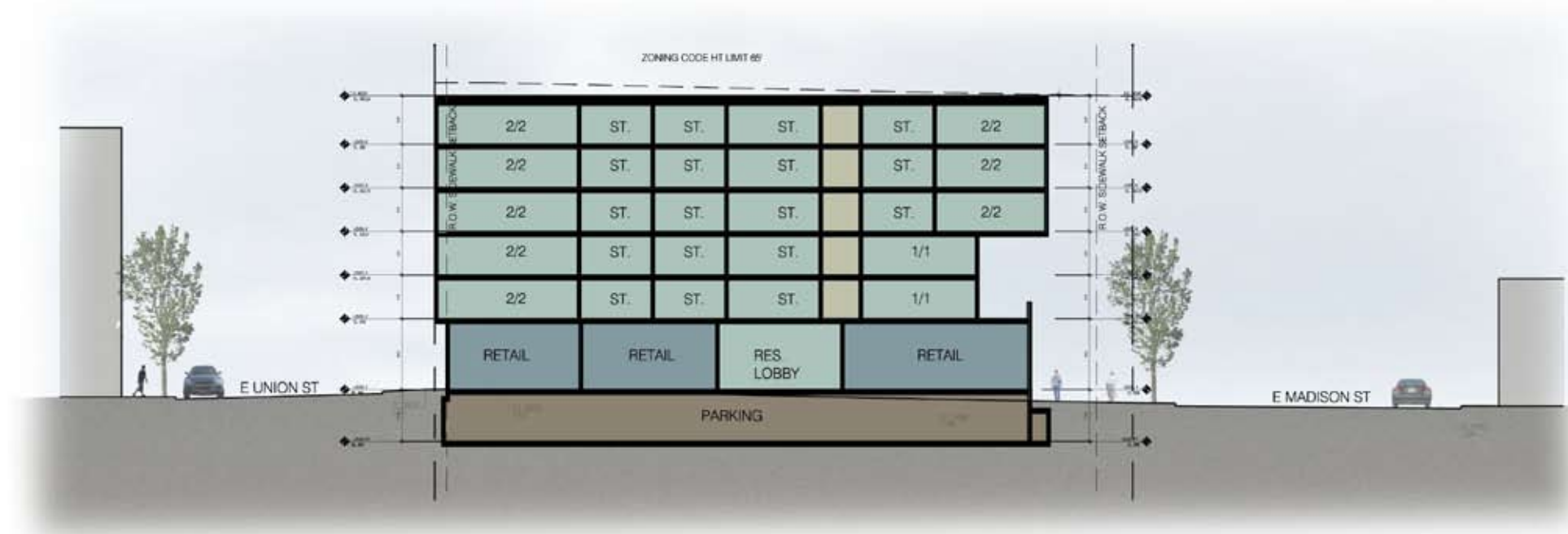
- Parking
- Circulation
- Commercial
- Residential
- Open Space



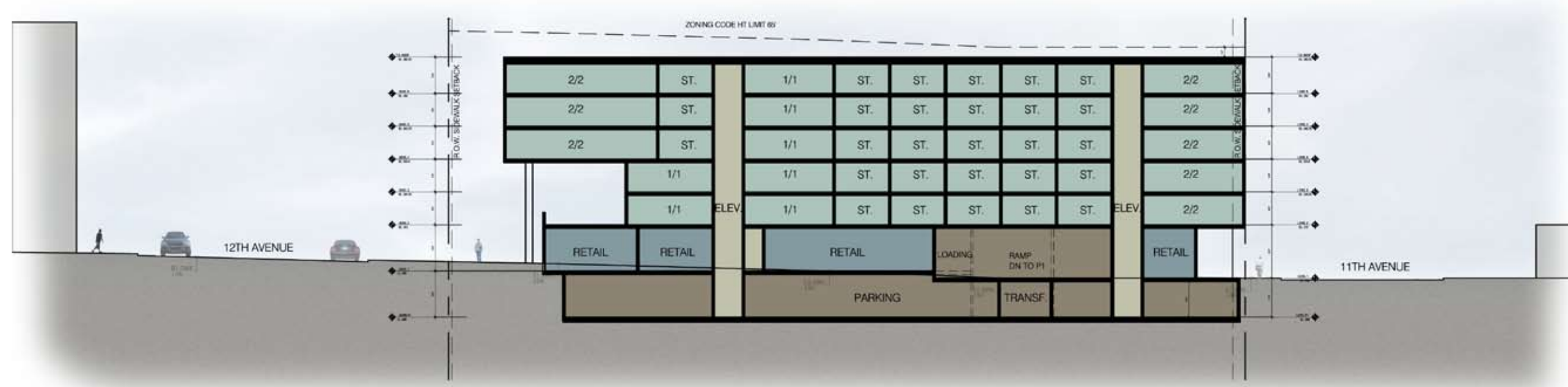
Union &
Madison LLC

ARCHITECTURAL SECTIONS - PREFERRED SCHEME F F.9

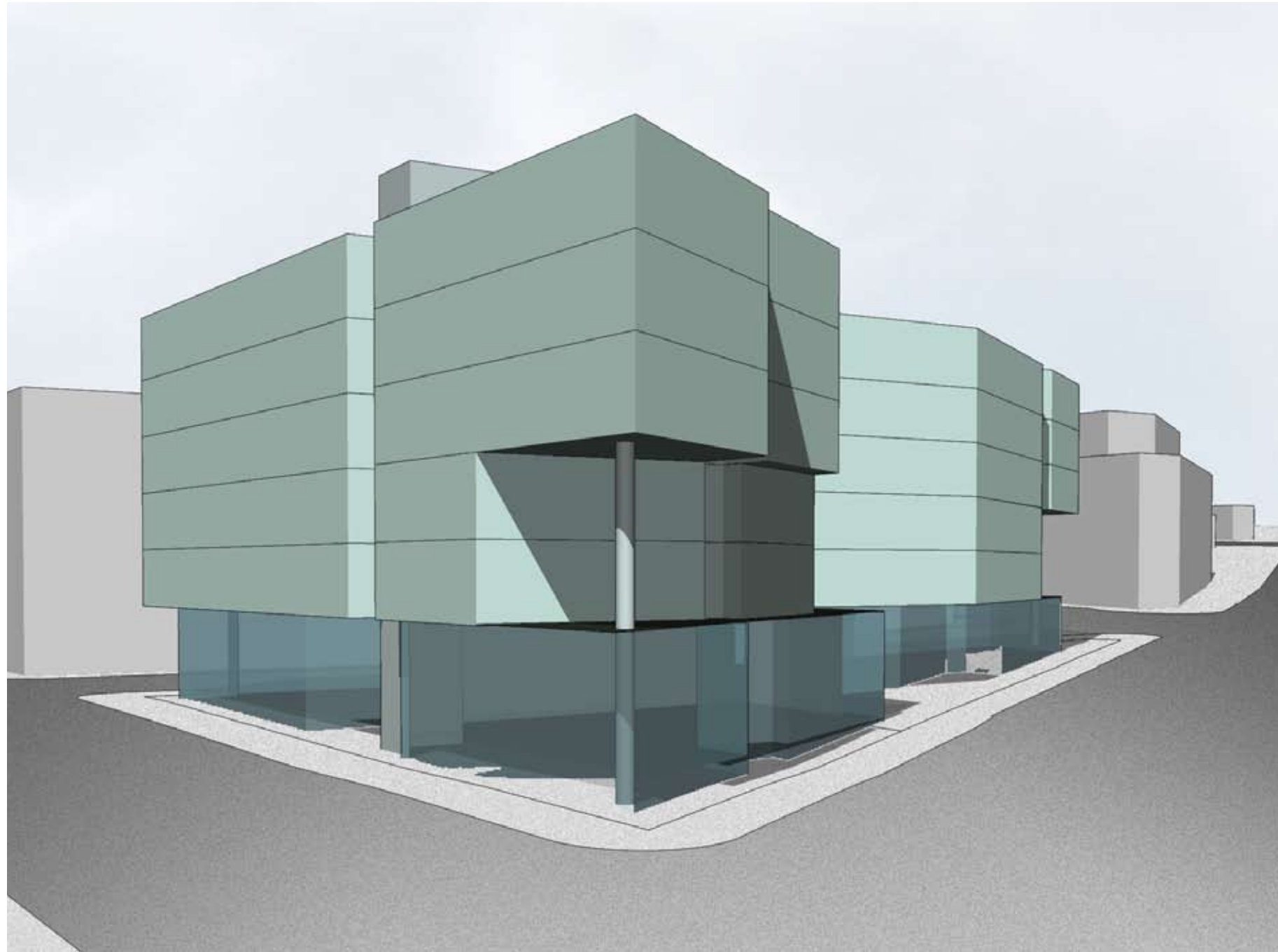
A- Section N-S



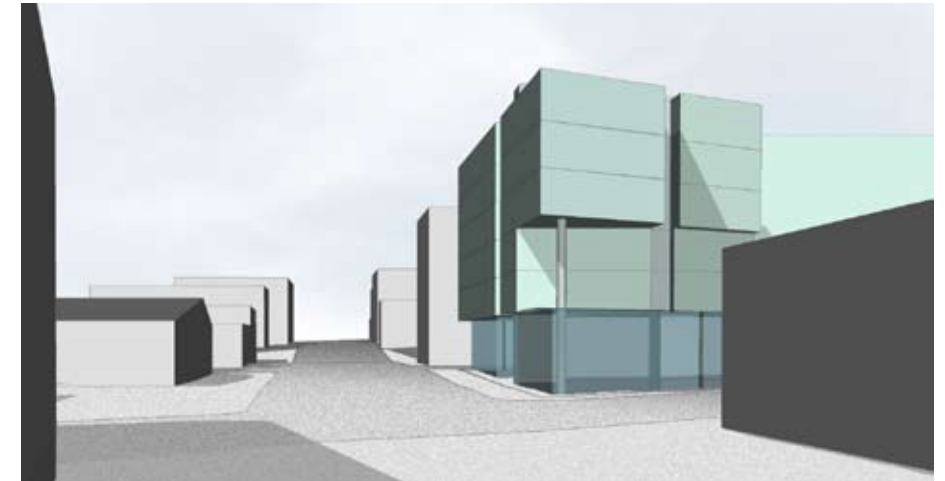
C- Section E-W



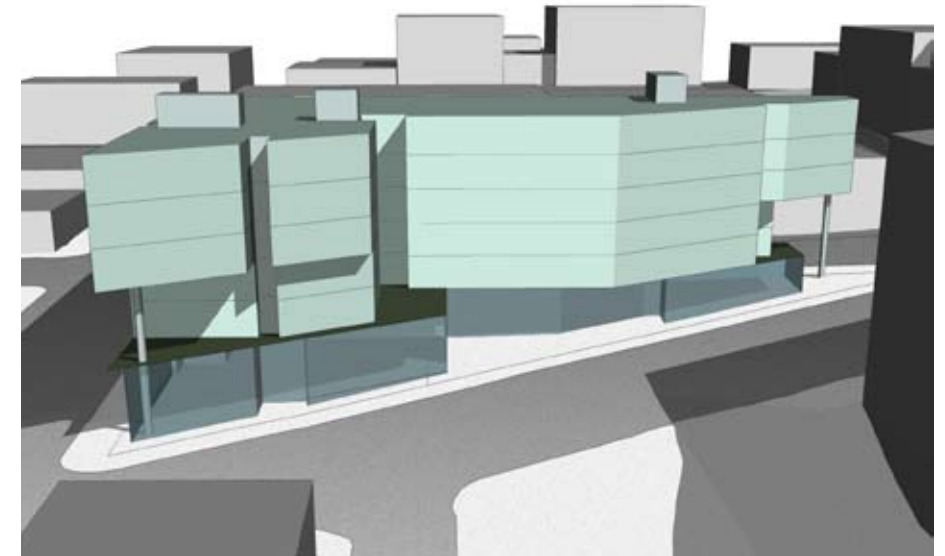
F.10 ARCHITECTURAL MASSING - PREFERRED SCHEME F



View from SW - corner of 11th Avenue & E Madison St



View to SW corner of site from Seattle University



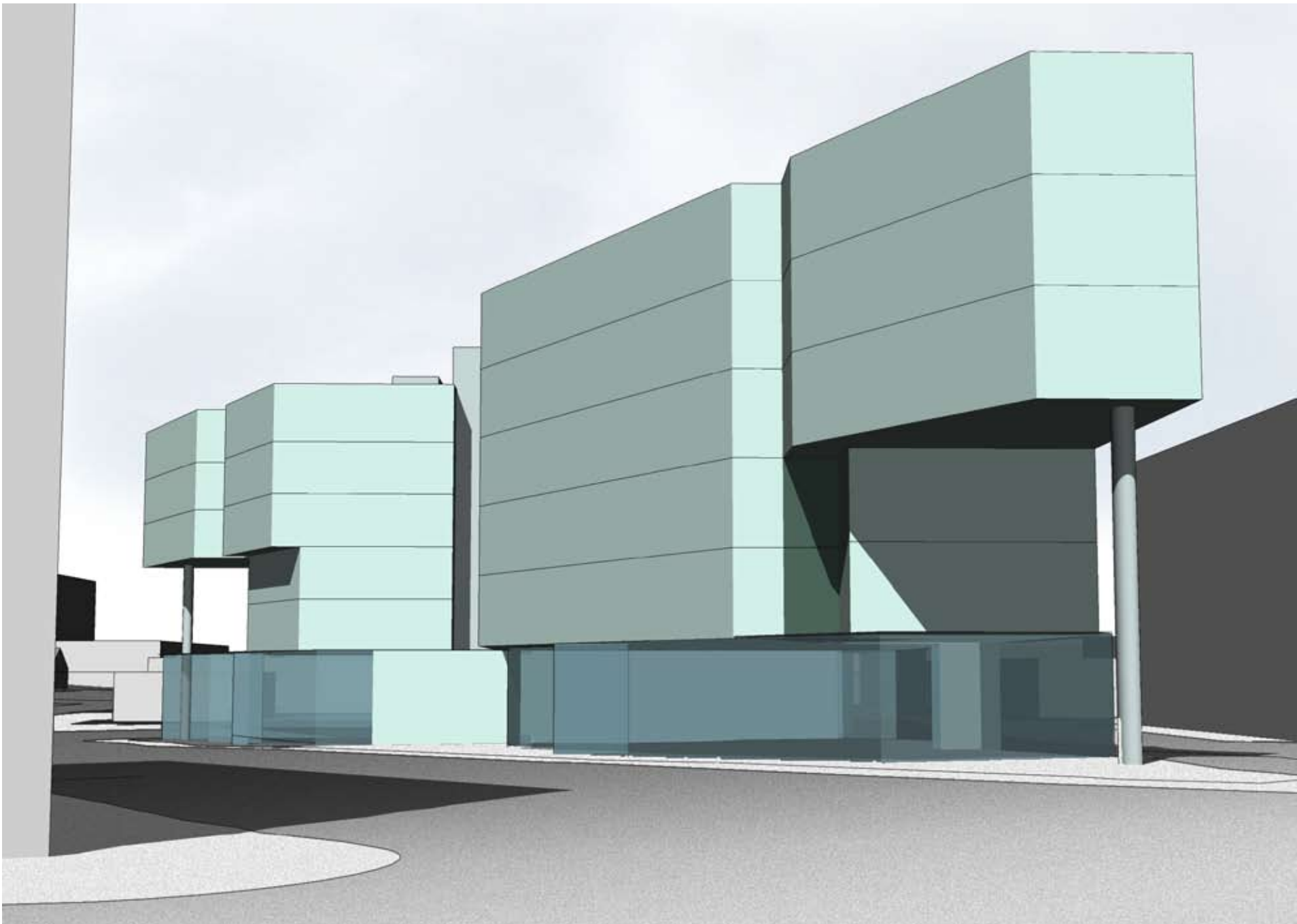
View along E Madison St



Looking west to east corner of site from E Madison St



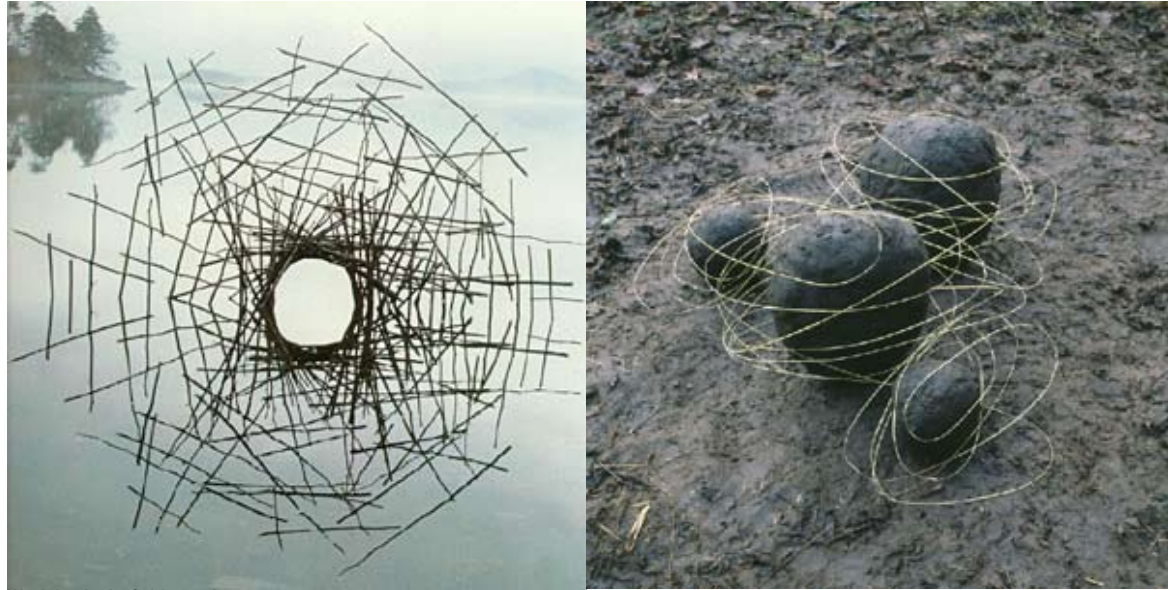
Bird's eye view looking west



View from SE - corner of 12th Avenue & E Madison St

F.12 ARCHITECTURAL CONCEPT - CHARACTER STUDIES

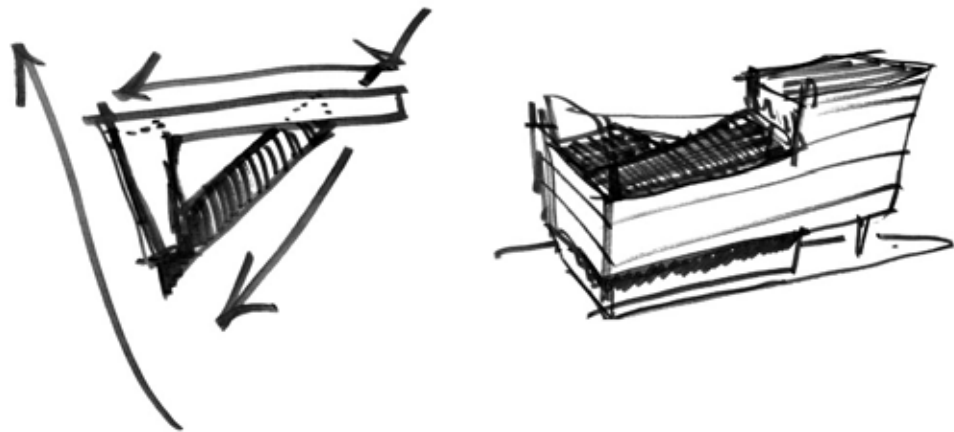
Forms in the natural and built world that inform the design of the proposed building



Work by Andy Goldsworthy



Sleek lines of automobile grille



Designer & location unknown



Marlon Blackwell, Moore Honey House in North Carolina



Philippe Gazeau, Nursery school in Paris



Daniel Libeskind, Denver Art Museum under construction

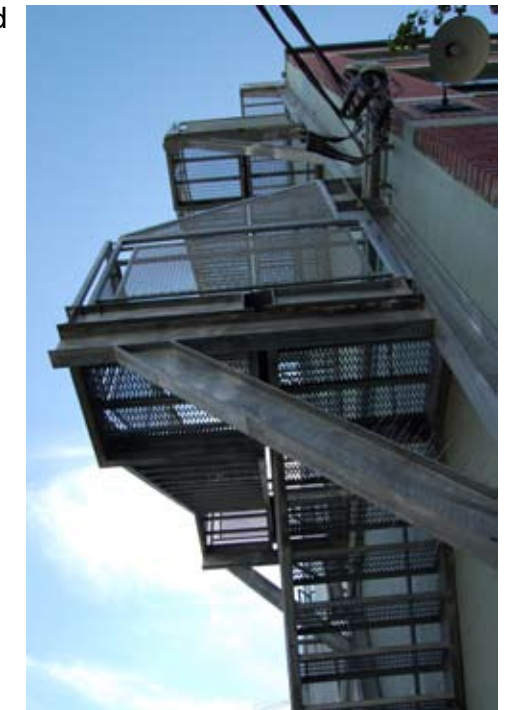
ARCHITECTURAL CONCEPT - INFLUENTIAL NEIGHBORHOOD CHARACTER F.13



Distinctive and sculptural forms, juxtaposition of old and new, and intricate modulation are some of the elements that give character to surrounding neighborhood



Strong corners existing at the intersection of 12th Avenue, E Madison Street and E Union Street



F.14 RELEVANT PROJECTS BY ARCHITECT



Union &
Madison LLC