



EARLY DESIGN GUIDANCE

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**LA BELLA VITA APARTMENTS**

1515 14th Avenue  
Seattle DPD # 3012652  
Capital Hill EDG Meeting: October 19th, 2011

**PROJECT PROPOSAL:**

The proposed mixed-use structure will incorporate the Character Structure at 1515 14th Avenue, known as the Porchlight Building. The project will include commercial uses at the ground floor (with mezzanines), 5-1/2 levels of residential units above and 2-1/2 levels of parking below. Also, the right-of-way will be improved with landscaping and street trees.

*The proposed project consists of the following:*

- Approximately 100 market rate residential units
- 3 commercial spaces (3,500 sf, 1,500 sf and 1,400sf) totaling 6,400sf
- 111+/- parking spaces- below grade on site parking

**DESIGN SUMMARY:**

The Pike and Pine Urban Center Village in the Capitol Hill Neighborhood is a lively commercial /residential area that serves as a pedestrian connection from the downtown office core to the residential areas up on the hill. Historically known as "auto row" the area is characterized by turn-of-the-century loft buildings. These mid-rise buildings typically have defined street-edge facades with tall fully-glazed street-level storefronts, and masonry and timber construction.

The variety of construction styles on 14th Avenue between E. Pike and E. Pine does not lend to a distinct street style or consistency. The western streetscape at 14th Avenue is bookended by two century old brick structures with various building building types and surface parking in between. The street front to the east is predominately occupied by a church complex- including a sanctuary (a Seattle Landmark) with recent additions; in addition there is surface parking, a wood and a masonry building.

There are two buildings on the site that are over 75 years old and qualify as 'Character Structure' per the SMC Section 23.73 Pike/Pine Conservation Overlay District. The 1515 14th Avenue Building- the Porchlight Building, was originally constructed in 1925 and recently renovated; most of the street facing facade is glazed (large display windows below smaller clerestories) and two large canopies added, significantly increasing the building's transparency and pedestrian orientation. This structure will be preserved and integrated into the design of the proposed building. The building at 1525 14th Avenue has been extensively altered since its construction in 1933 and, in our opinion, offers little architectural interest. We propose to demolish this structure.

*Our design strategy embraces both the Seattle and Pike/Pine Urban Center Village Design Guidelines and includes:*

1. Site Planning:
  - Encourage the human activity (day and night) already present.
  - Add to the vitality of the neighborhood.
2. Architectural Elements and Materials:
  - Preserving the facade of the existing building.
  - Creating a structure which addresses the relationship between new and old.
3. Height, Bulk and Scale:
  - Directly address the Pike/Pine vernacular architecture.



Project Site:  
1515 14th Street

**Uses at Street Level & Historical Character**

- Pike/Pine Conservation Overlay District
- Pike/Pine Urban Village
- Principal Pedestrian Street
- Landmarks
- 'Character Structures' 75+ Years
- City-Owned Open Space

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**THE CITY OF SEATTLE DESIGN REVIEW GUIDELINES:**  
Creating good streets and good communities, protecting important symbols and ensuring new development fits in.

**PIKE/PINE URBAN CENTER VILLAGE DESIGN GUIDELINES:**  
The guidelines help to reinforce existing characters and protect the qualities that a neighborhood values most in the face of change. Pike-Pine provides 'urban center' amenities while also maintaining a distinct historical legacy as Seattle's original auto-row.

A-1. The site is situated on a continuous slope that will allow for views to the South (Mt. Rainier) and the West (Seattle's skyline).



*Views to Seattle's skyline*

A-3. Main residential entry is clearly identifiable from 14th Avenue.



*Streetscape- Pedestrian Environment, Human Activity & Scale*

A-4. Encourage human activity on the street.  
Provide places for neighborhood interaction.

A-6. Pedestrian entry will be the transition between residence and street.

A-9. Garage entryway compatible with the pedestrian entry.



*Pike/Pine Streetscape Rhythm*

B-2. Pike/Pine Neighborhood Scale and Proportion

- a. Respect the rhythm established by traditional facade widths.
- b. Align features with patterns established by the vernacular of neighborhood structures.
- c. Articulated the facade to respect traditional facade widths.
- e. Small-scale, pedestrian-oriented rhythm.



*Pike/Pine Vernacular*

B-3. Integration of Character Structures (75 years or older) in New Development.

- b. Respect the scale of the character structure.
- d. Original streetscape emphasized.
- e. Reinforce the patterns of the character structure.  
Express the connection between the new and old.



*1515 14th Avenue Porchlight Building- Character Structure*

B-7. Conservation of Character Structures

- a. The architectural integrity of the character structure will be maintained- avoiding all but minor changes.
- d. The new portion will be set back from the roof of the character building so that it is not dominated.

C-1. Architectural Context- incorporate the Pike/Pine "vernacular" architecture.



*Integration of Character Structure*

C-3. Pedestrian-oriented architectural elements and transparent windows.



*Pedestrian Oriented Architectural Elements*

C-4. Complement the neighborhood's light-industrial vernacular.

D-1. Convenient and attractive access.

D-7. Enhancing personal safety and security.

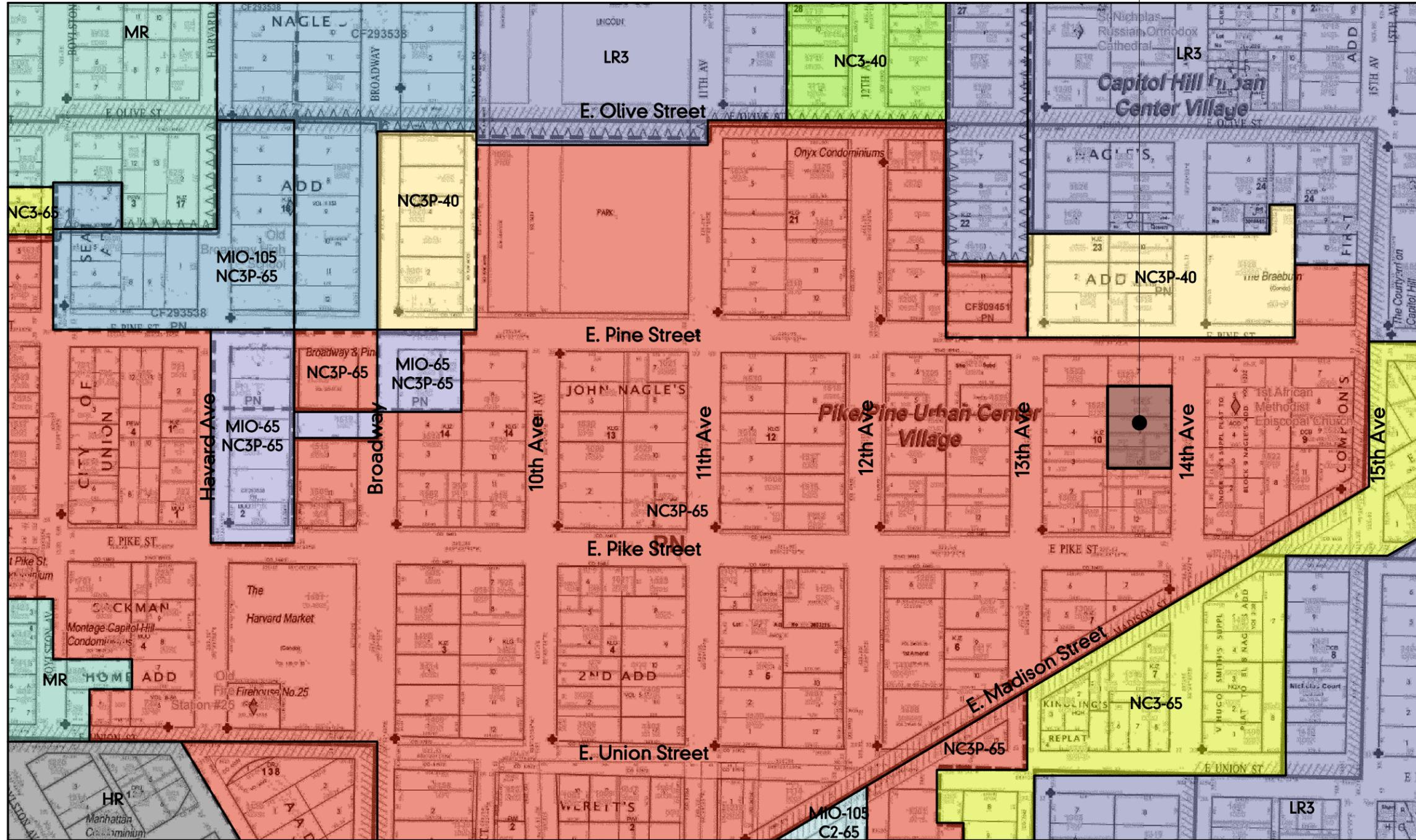
E-2. Landscaping will enhance and energize the pedestrian experience.



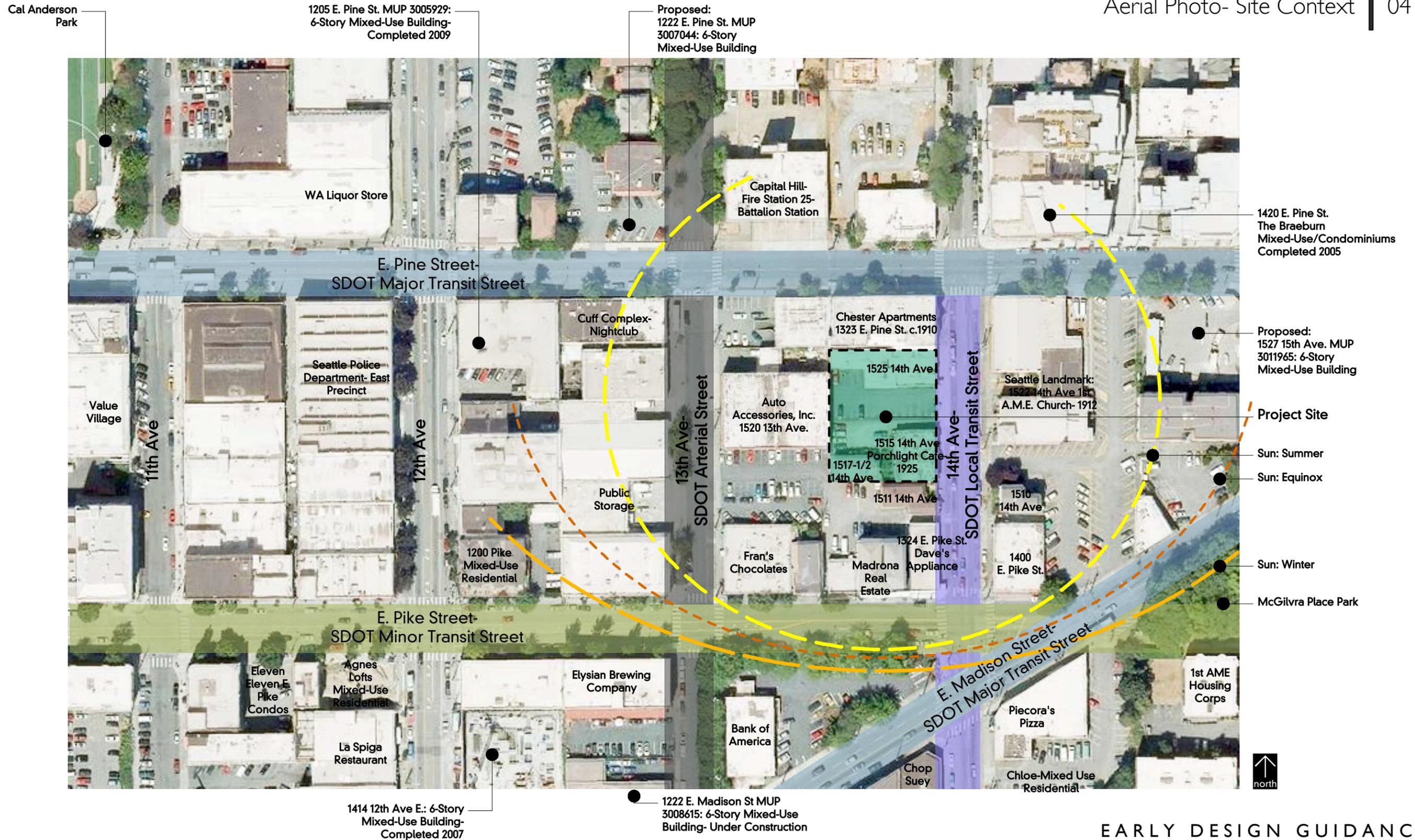
*Porchlight Cafe Seating*

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Project Site: Zone NC3P-65



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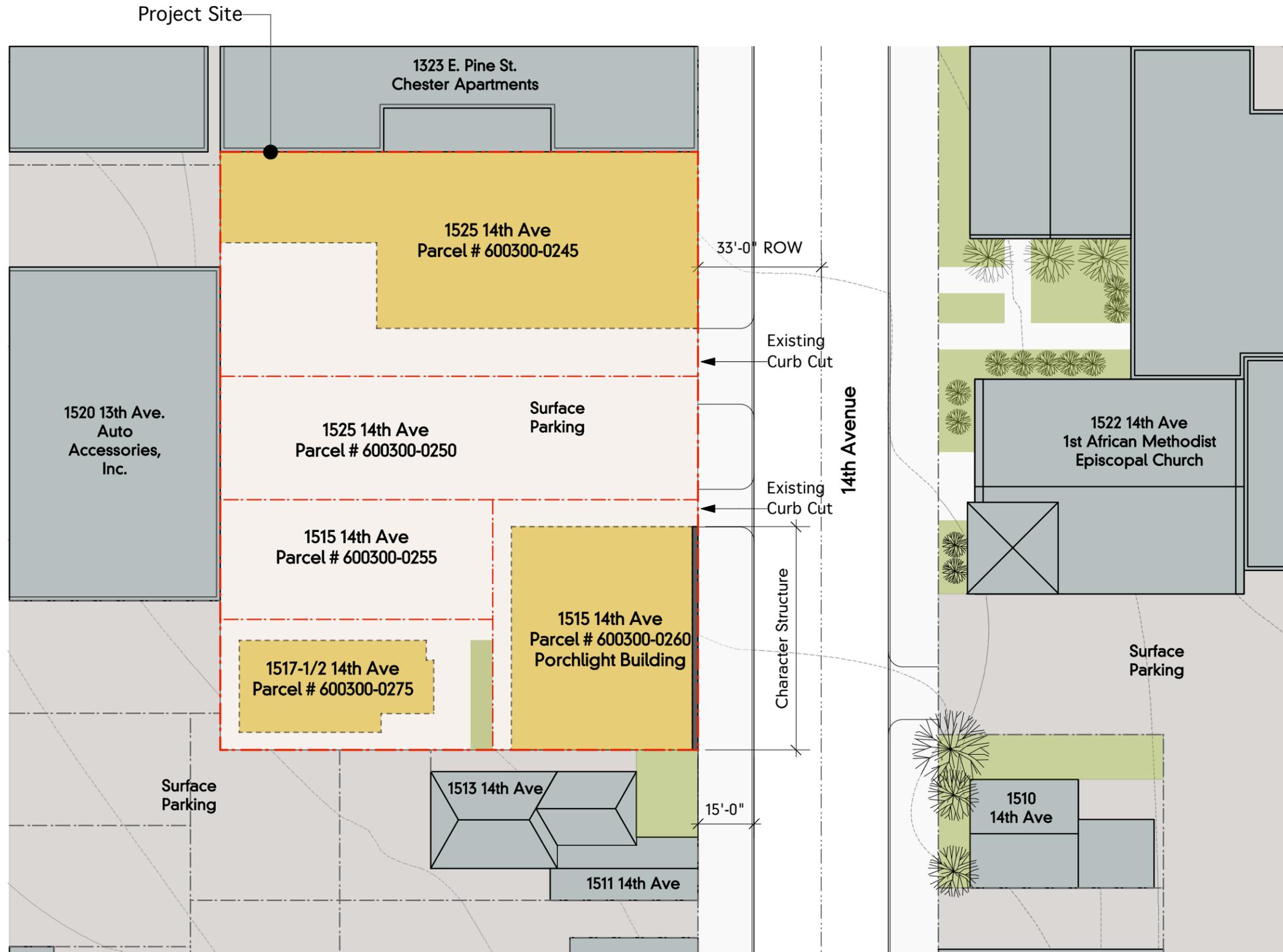


14th Avenue- West Side of Street



14th Avenue- East Side of Street

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SITE INFORMATION

|  |                  |
|--|------------------|
| 1515 14th Ave. (Restaurant/Dry Cleaner/Retail) |                  |
| Building Area:                                 | 3,300 Gross SF   |
| Site Area:                                     | 3,680 SF         |
| 1517-1/2 14th Ave. (Multi-Family)              |                  |
| Building Area:                                 | 1,470 Gross SF   |
| Site Area:                                     | 2,555 SF         |
| 14th Ave. (Vacant Lot/Parking)                 |                  |
| Site Area:                                     | 2,340 SF         |
| 14th Ave. (Surface Parking)                    |                  |
| Site Area:                                     | 4,220 SF         |
| 1525 14th Ave. (Office & Apt.)                 |                  |
| Building Area:                                 | 2,160 Gross SF   |
| Site Area:                                     | 7,680 SF         |
| <b>Total Site Area (Combined):</b>             | <b>20,475 SF</b> |

The site contains three buildings to be demolished. The facade of the Porchlight Building will be retained as a 'Character Structure'.

Pike/Pine Conservation Overlay District allows for a 10' height bonus for retaining Character Structure.

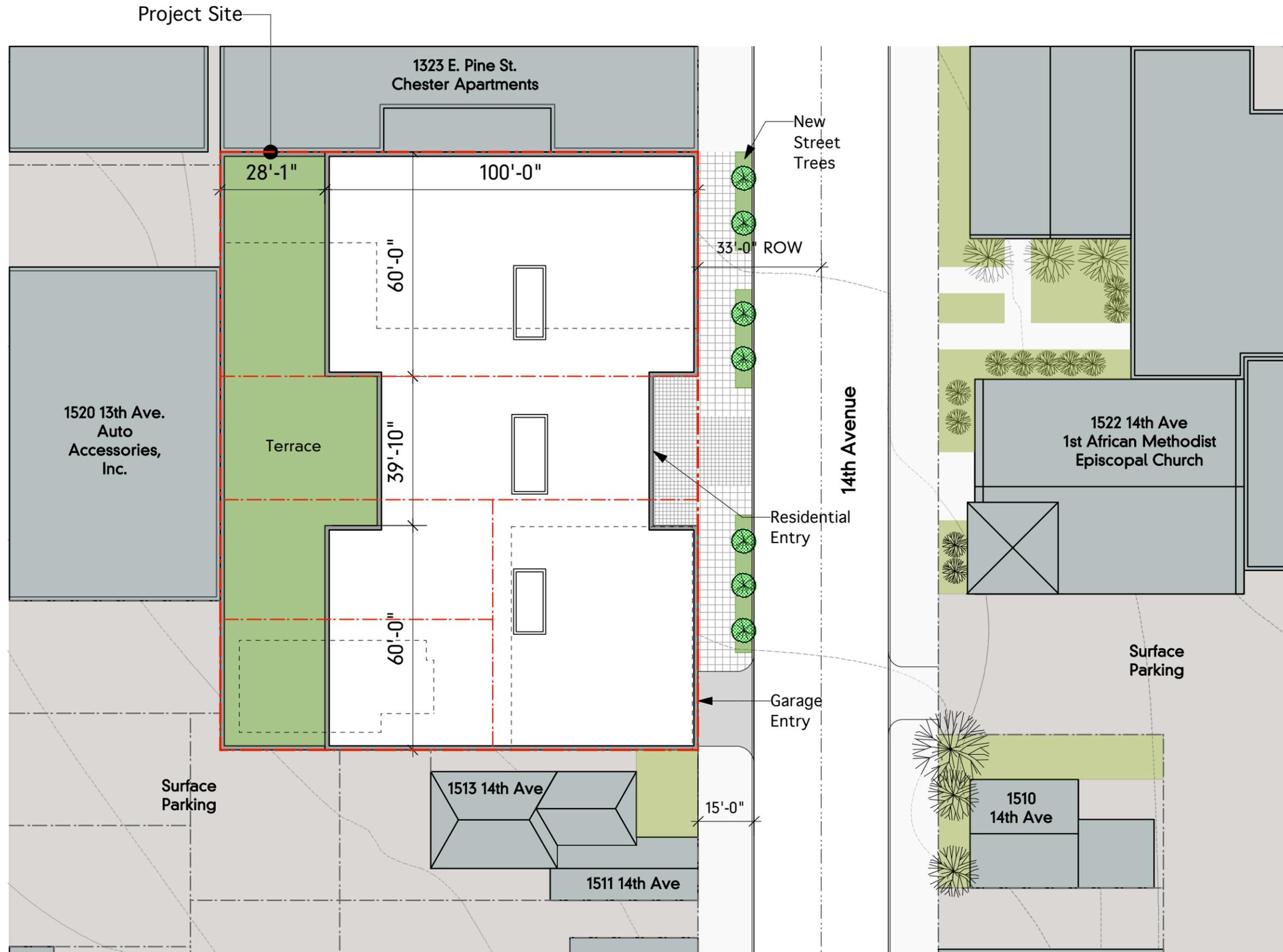
The area is Zoned NC3P-65 (Neighborhood Commercial 3) Height limit is 65' + 10' bonus = 75'

The required FAR is 4.75

The required Amenity Area is 5% total gross floor area.



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**OPTION ONE:**

6-Level Building  
(+ 2-Levels Below-Grade Parking)

Building Area (For FAR): 89,700 SF  
FAR: 4.38

Amenity Area: 5,040 SF

Units: 105  
Average Unit Size: 650 SF

Option One demolishes all existing buildings. The building massing maximizes the street frontage area with a recess for articulation at the residential entry.

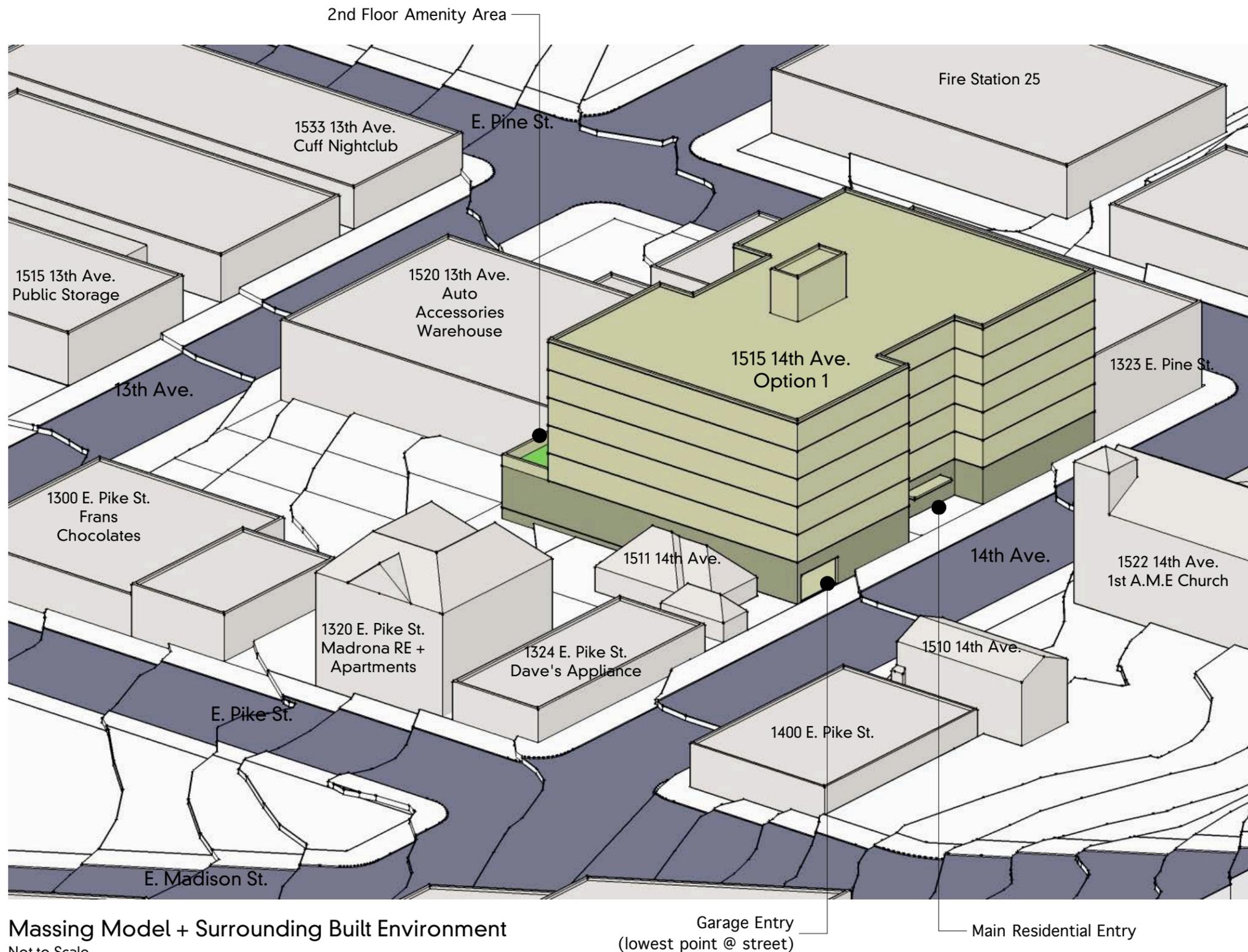
The commercial area will be located on the first floor with mezzanines. The residential area will be on 4-1/2 floors above.

This proposed structure has the main residential entry on the first level off 14th Avenue as well as the garage entry (for both commercial and residential) at the lower elevation at the street fronts.

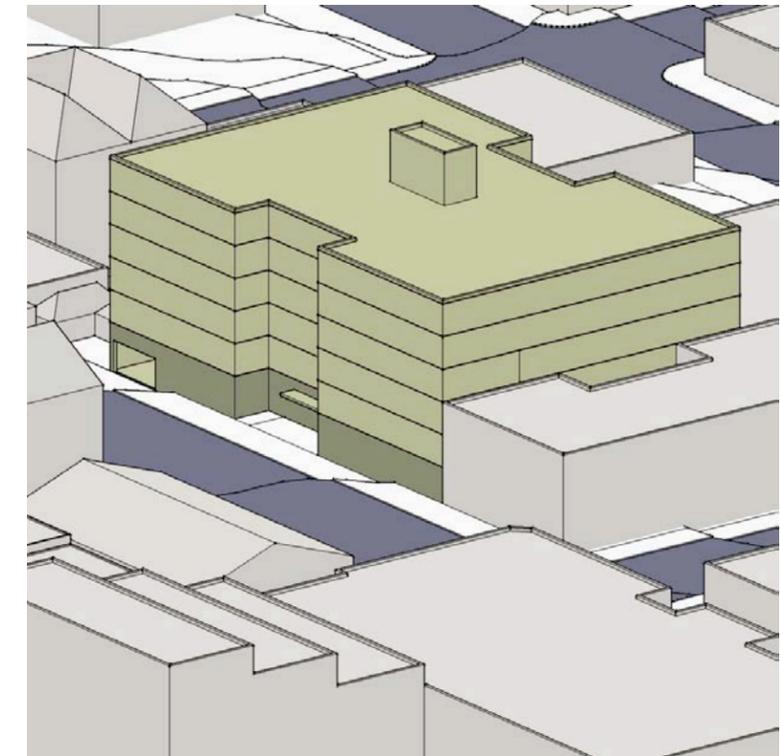
The amenity area located on the second floor- a large terrace with views to the west.



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Massing Model + Surrounding Built Environment  
Not to Scale



Option One

**Pros:**  
Commercial and Residential entrances are visible from the street and clearly identifiable.

Building respects privacy of adjacent properties to north and south.

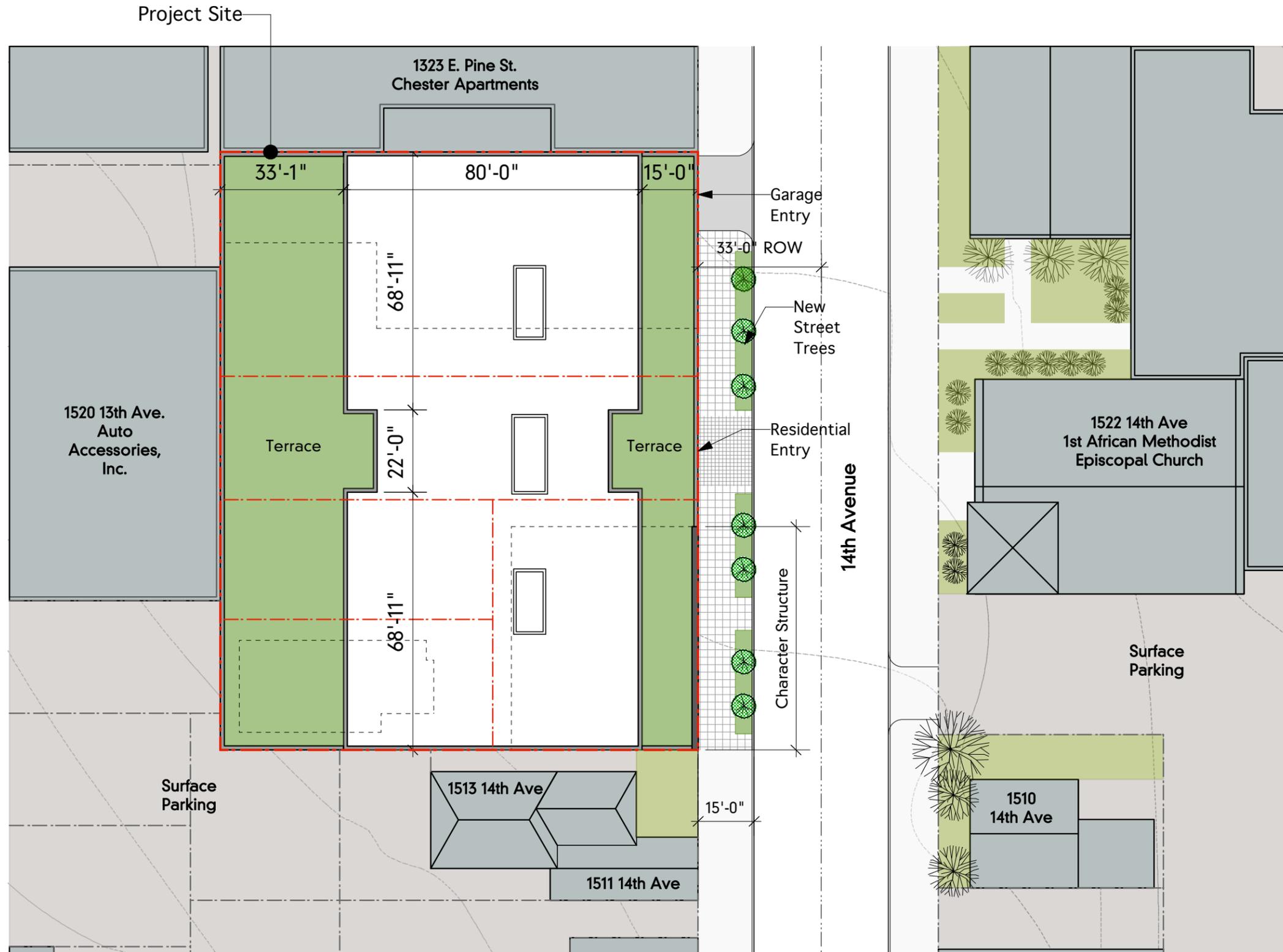
Massing articulated to reduce impact on streetscape. Parking accessed at low point of site.

**Cons:**  
Loss of Character Structure.

Building massing at street edge significantly greater than adjacent properties.

Blank facade at South property line.

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**OPTION TWO**

7-Level Buildings  
(+ 2-Levels Below-Grade Parking)

Total Building Area (For FAR): 75,570 SF  
FAR: 3.69

Amenity Area: 7,489 SF

Units: 88  
Average Unit Size: 610 SF

Option Two retains the building facade @ 1515 14th Ave. as a Character Structure and gains 10' in height allowance. The building massing is recessed from the street 15' to maintain street level development.

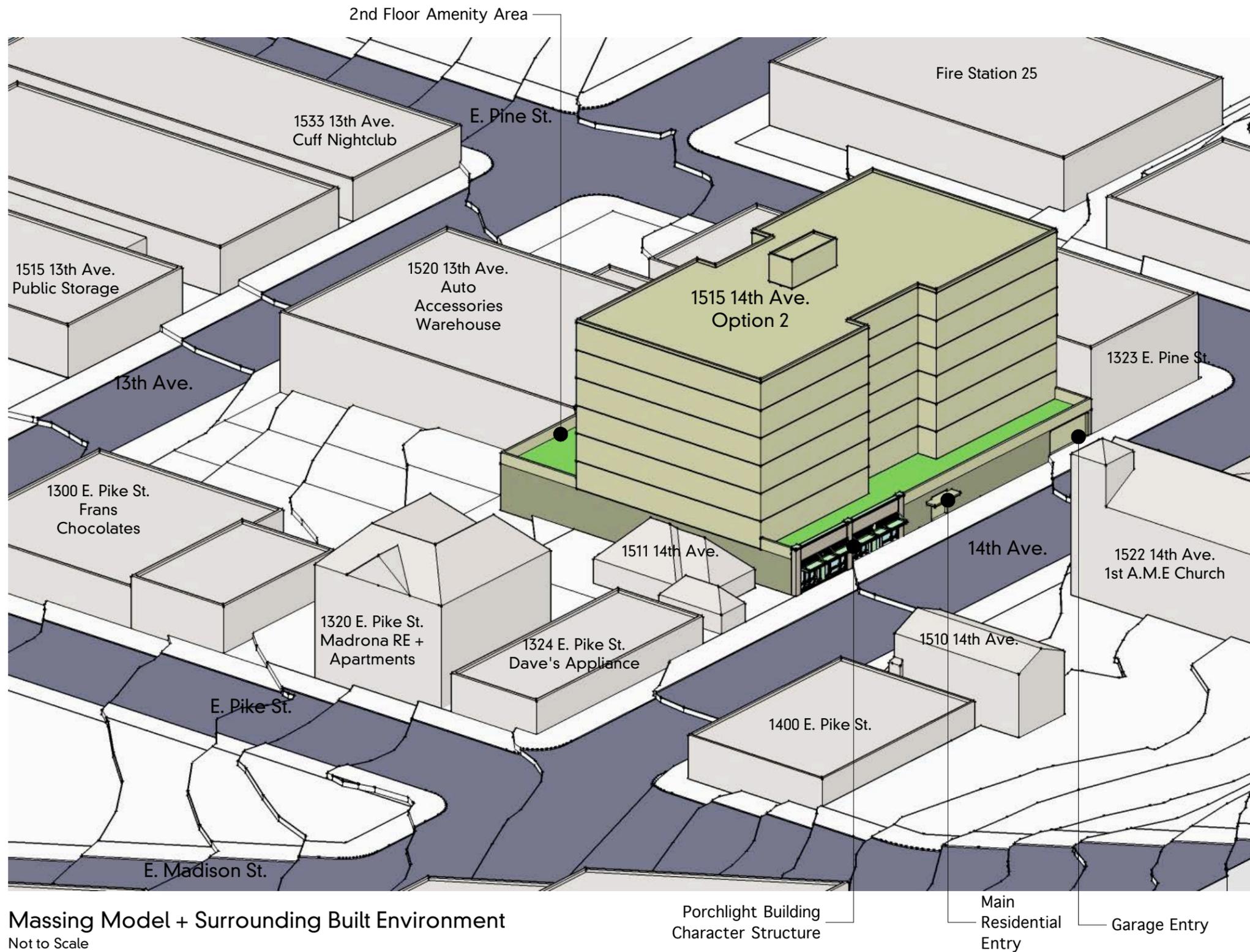
The commercial area will be located on the first floor with mezzanines. The residential area will be on 5-1/2 floors above.

This proposed structure has the main residential entry on the first level off 14th Avenue as well as the garage entry (for both commercial and residential).

The amenity area located on the second floor- a large terrace with views to the west.



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**Option Two**

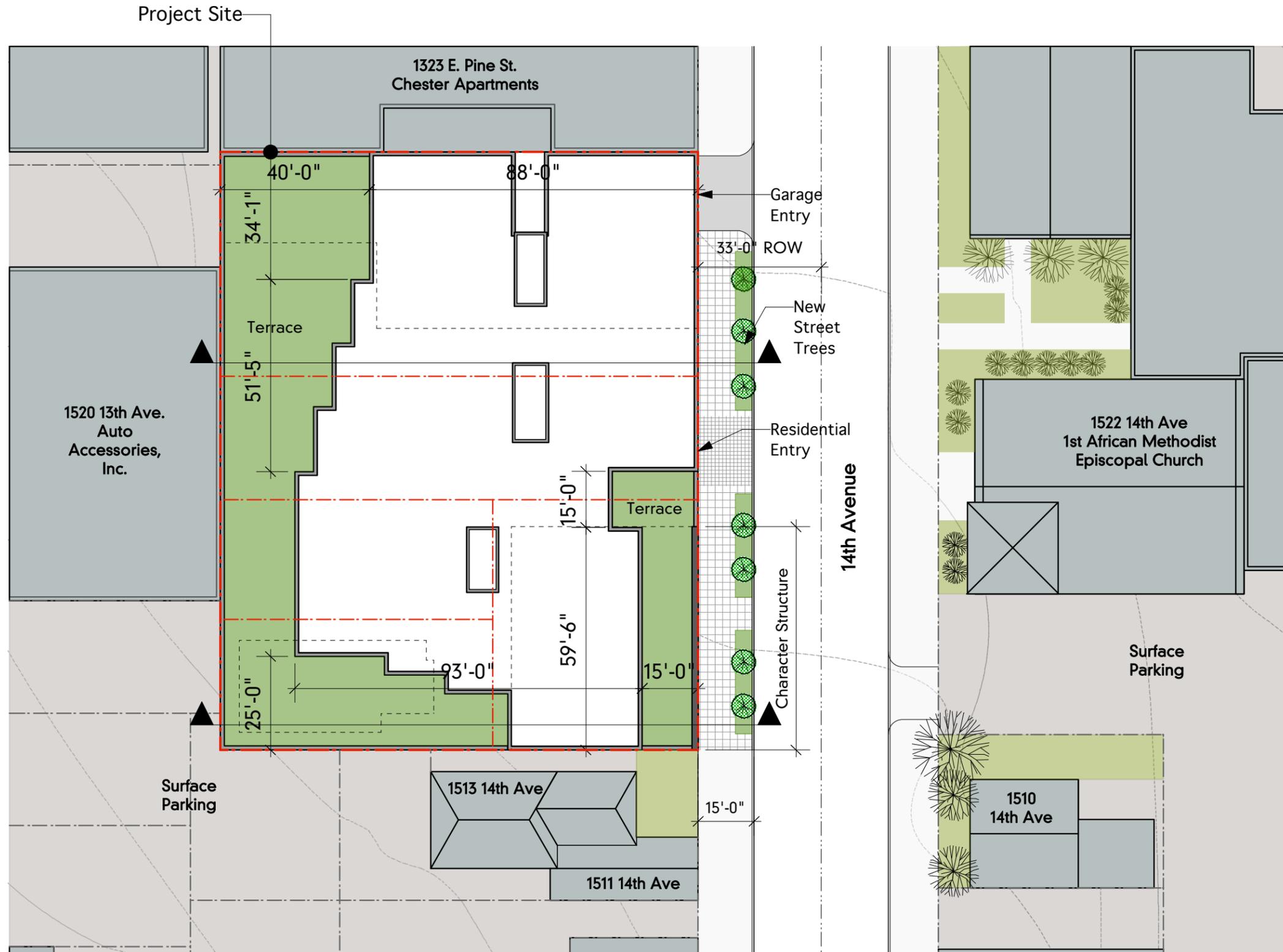
Pros:

- Commercial entrances are visible from the street and clearly identifiable.
- Building respects privacy of adjacent properties to north and south.
- Parking is accessed off 14th Avenue (at North of site), reducing parking impact on adjacent properties and increased pedestrian safety.
- Preserving the Character Structure @ 1515 14th Avenue helps to integrate the proposed structure into the existing streetscape and increases opportunities to encourage human activity on the street .

Cons:

- The rhythm of the facade does not integrate well into the existing streetscape.
- Setback of structure does not meet typical Pike/Pine neighborhood pattern.
- Residential entry not clearly designated.
- Blank facade at South property line.

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**OPTION THREE, PREFERRED**

7-Level Buildings  
(+ 2-Levels Below-Grade Parking)

Total Building Area (For FAR): 83,127 SF  
FAR: 4.06

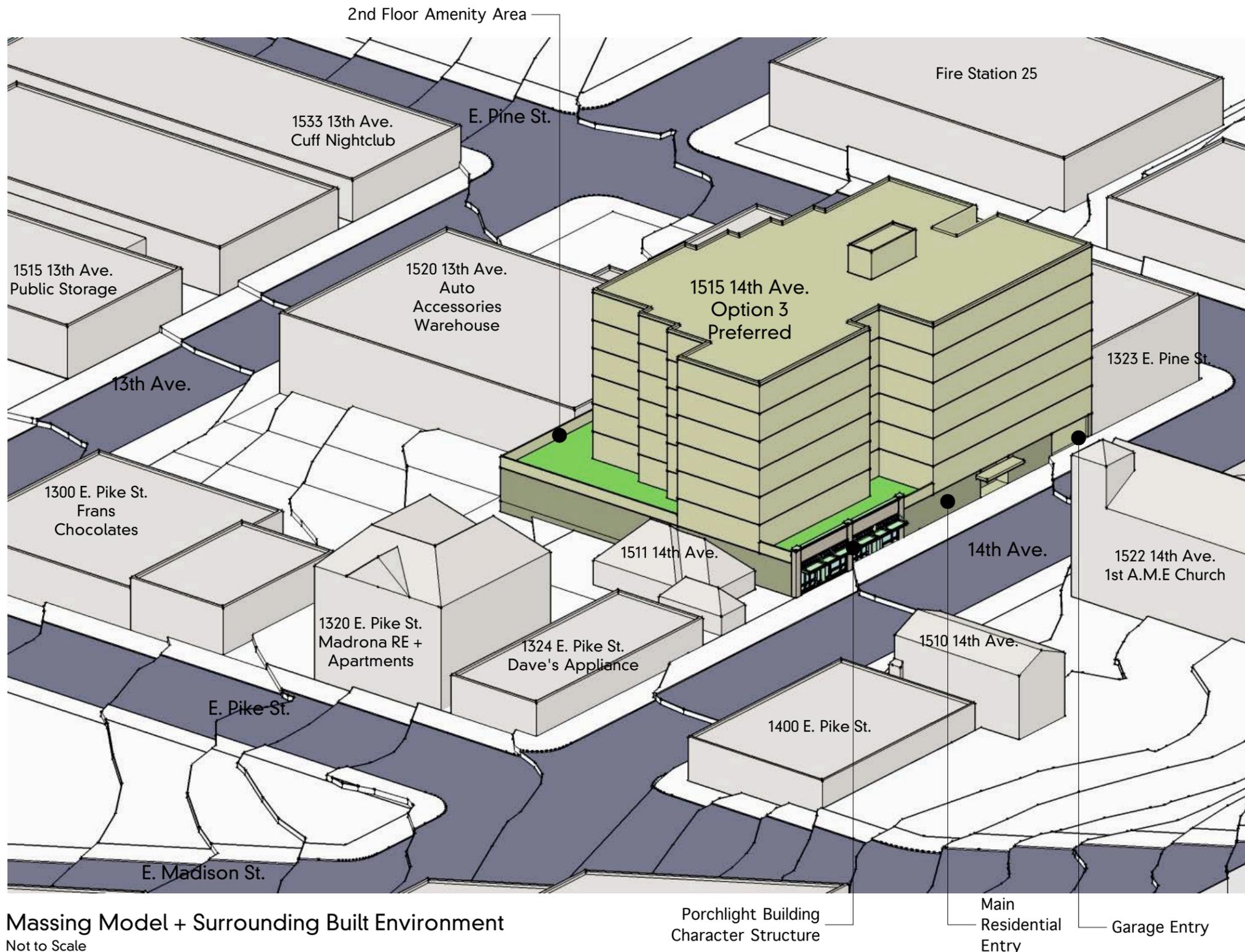
Amenity Area 6,279 SF

Units: 102  
Average Unit Size: 620 SF

Option Three is the preferred proposed design. It retains the building facade @ 1515 14th Ave. as a Character Structure and gains 10' in height allowance. The building massing is articulated and recessed from the character structure 15'- compatible in scale and from with the streetscape. The commercial area will be located on the first floor with mezzanines. The residential area will be on 5-1/2 floors above. This proposed structure has the main residential entry on the first level off 14th Avenue as well as the garage entry (for both commercial and residential). The amenity area located on the second floor- a large terrace with views to the west.



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Option Three- Preferred

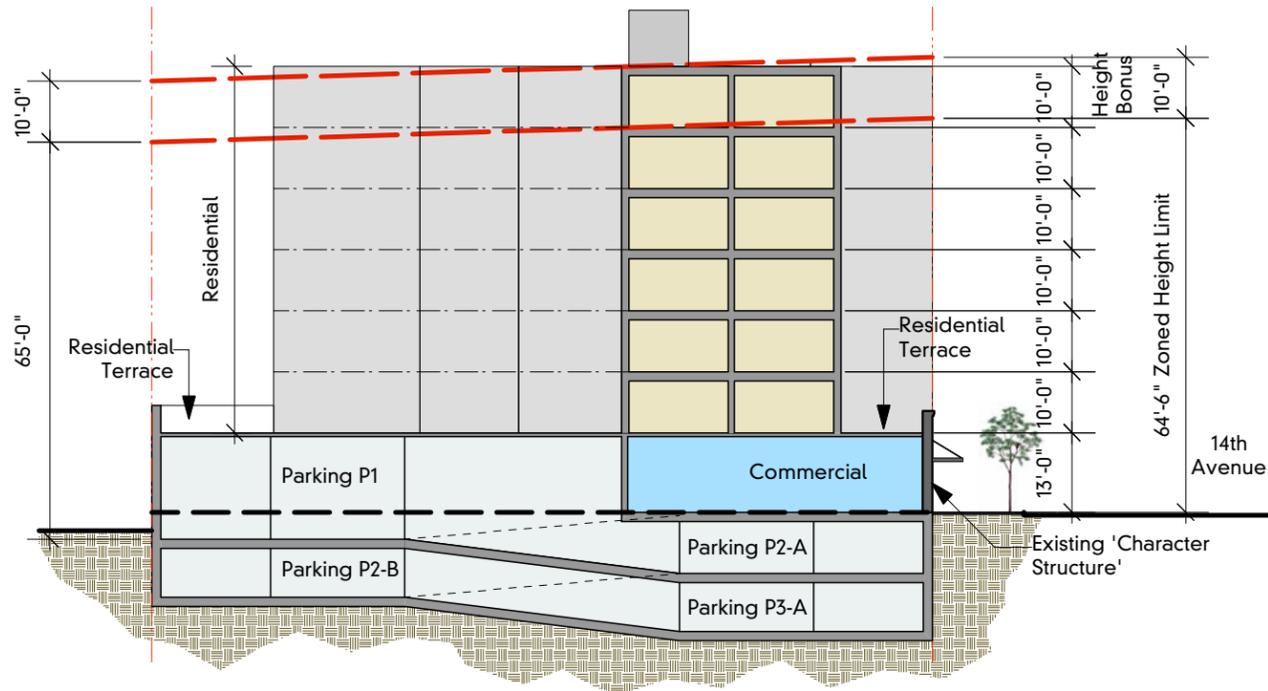
Pros:

- Commercial entrances are clearly identifiable.
- Building respects privacy of properties to north and south.
- Parking is accessed off 14th Avenue (at North of site), reducing parking impact on adjacent properties.
- Preserving the Character Structure @ 1515 14th Avenue helps to integrate the proposed structure into the existing streetscape.
- Increased opportunities to encourage human activity on the street.
- Set backs/massing adds to streetscape compatibility.
- The rhythm of the facade integrates the new structure into the existing streetscape.

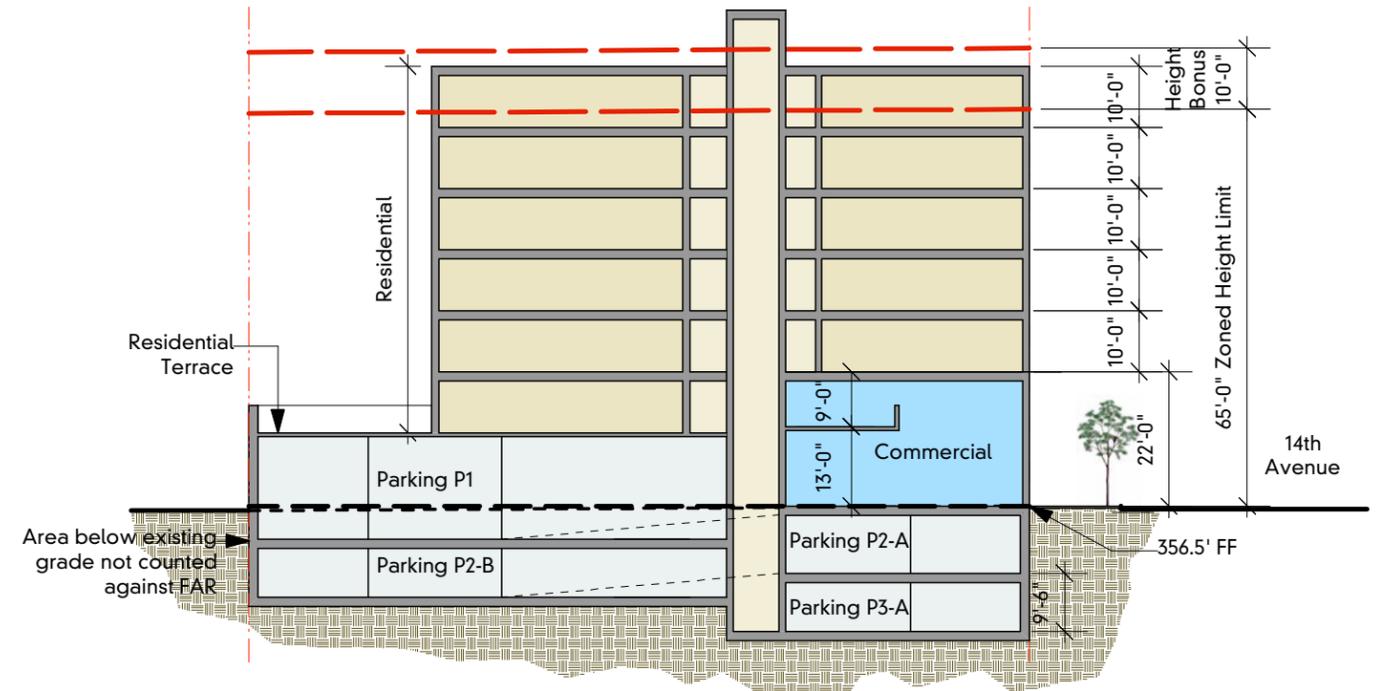
Cons:

- Residential entrance needs clear definition.

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E./W. South Section



E./W. North Section

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Street trees in 4' planting strip.



48" high, 'green' wall planted with herbs.



Outdoor café seating.



Street trees in pits with tree grates and trunk protectors.

Habitat Ecology & Design Inc.

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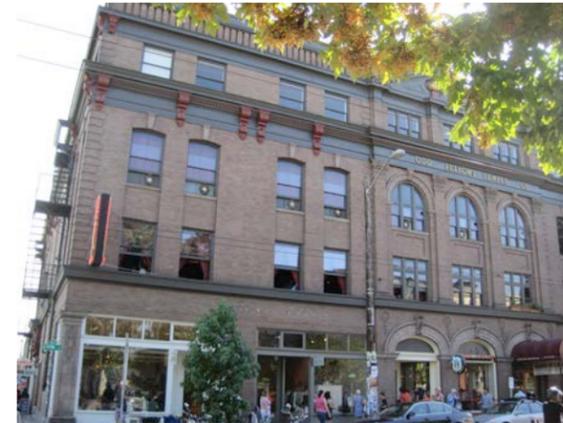
**Firm Profile:**

Johnson Architecture & Planning LLC, founded in 1987, is dedicated to collaborating with our clients to achieve extraordinary projects in the urban environment. Our firm provides architectural and planning services, including site and project feasibility analysis, project development services, architecture, urban planning, space planning and construction management.

Our core philosophy of architectural practice is to find the most imaginative, appropriate and cost-effective solutions that meet the highest standards of design and amenity. Throughout our practice, we have worked on and enjoyed the challenge of highly complex and programmatically difficult projects. Above all, we approach each project as an opportunity to provide a legacy of good buildings in our community and to create a noteworthy design.



Press II



Oddfellows Renovations



Packard Building



Pike Lofts



Monique Lofts



10th & Union- Under Construction



12th & Madison: Trace Lofts + Trace North

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