

PROPOSED BUILDING

Construct a Six-Story Mixed-Use building, located at the corner of East Madison Street and 15th Avenue. Commercial uses at the Ground Floor, with Residential and Garage entries; Floors 2-6 will be Residential. There will be 2-1/2 levels of below grade parking.

DEVELOPMENT OBJECTIVES

Number of Residential Units	70
Commercial Square Footage	3000 SF
Number of Parking Stalls	77

LAND USE DATA

Address	1420 East Madison Street 15th Avenue
Parcel #	172800 0080 172880 0075
Zoning	NC3P-65
Urban Village	Pike/Pine Urban Center Village
FAR	Total Mixed Use: 4.75 Single Use: 4.25
Height Limit	65'0"
Height Bonuses	SMC 23.73.014: +4'
Parking	No Minimum Requirement



McGilvra Place Park: across E. Madison St. from Project Site

1420 E MADISON APARTMENTS

Seattle DPD # 3013776

EARLY DESIGN GUIDANCE MAY 28 2014

THE METROPOLITAN
COMPANIES, INC.

JOHNSON
ARCHITECTURE
& PLANNING LLC

PIKE/PINE URBAN CENTER VILLAGE, Capitol Hill, Seattle

Neighborhood Context: Historically known as "auto row", the Pike/Pine Urban Center Village is characterized by turn-of-the-century loft buildings. These mid-rise masonry and timber buildings typically have defined street-edge facades with tall, street-level storefronts, open floor plates and repetitive, large, glazed fenestration. A significant number of buildings in Pike/Pine are over 75 years old.

Capitol Hill is a lively area, with high residential density, many small commercial shops, with a focus on arts and nightlife. Pedestrian oriented and close to the downtown office core, and soon to be connected to the north and south via streetcar and light rail, the neighborhood is steadily evolving as a residential community.

Our Development Objectives embrace both the Seattle and Pike/Pine Urban Center Village Design Guidelines:

1. Context and Site:

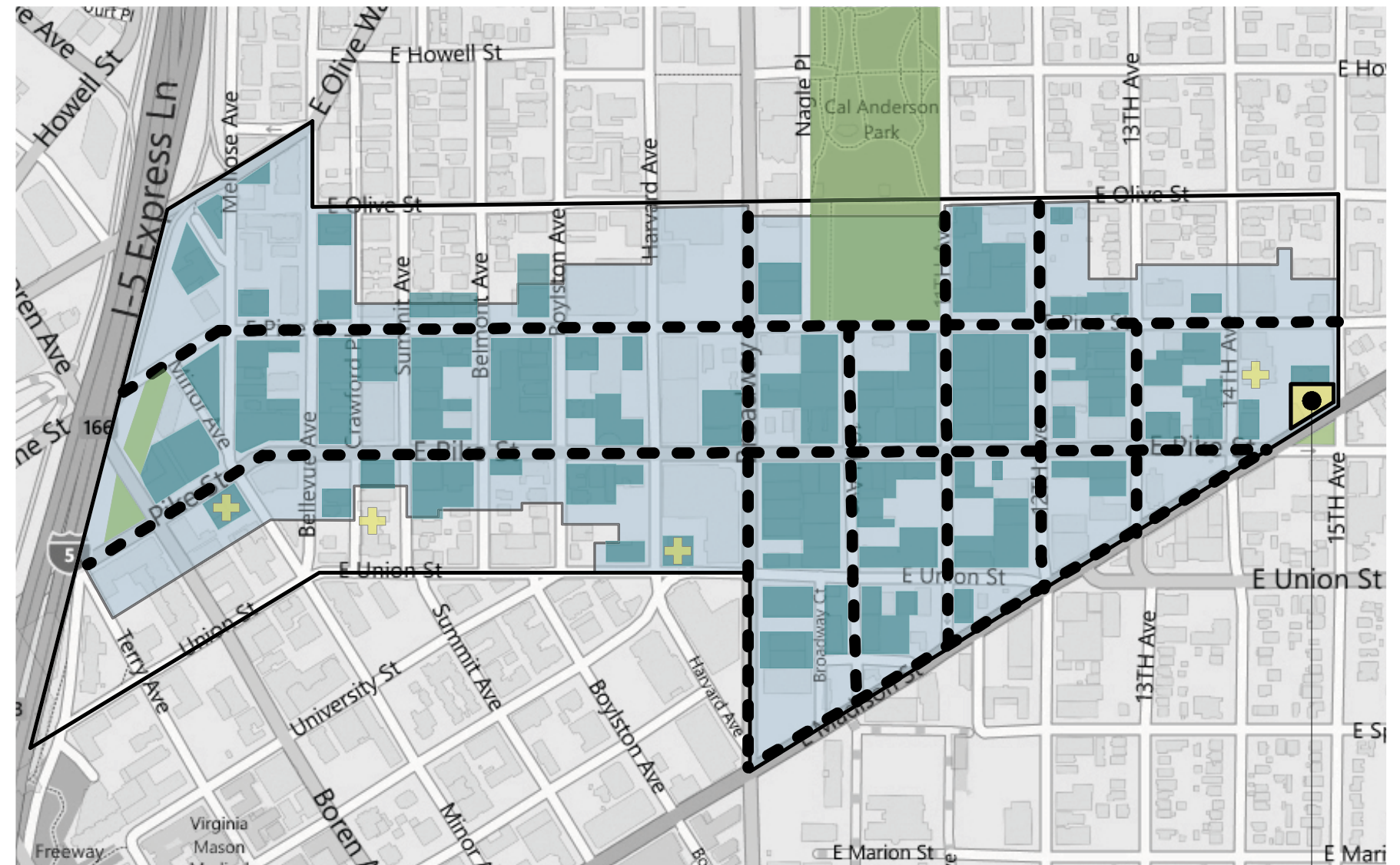
-Create a visible connection to the street, recognizing the importance of this corner site and achieving compatibility with the Pike/Pine vernacular.

2. Public Life:

-Enhance the pedestrian activity, accessibility and uses already present. Add to the character and vitality of the neighborhood.

3. Design Concept:

-Create a building that is a good neighbor to the current adjacent structures and accommodates future evolution. Employ durable and quality materials appropriate to the neighborhood to create a building that provides a strong overall massing in context with Pike/Pine's built environment and respectful of its history of mercantile architecture.

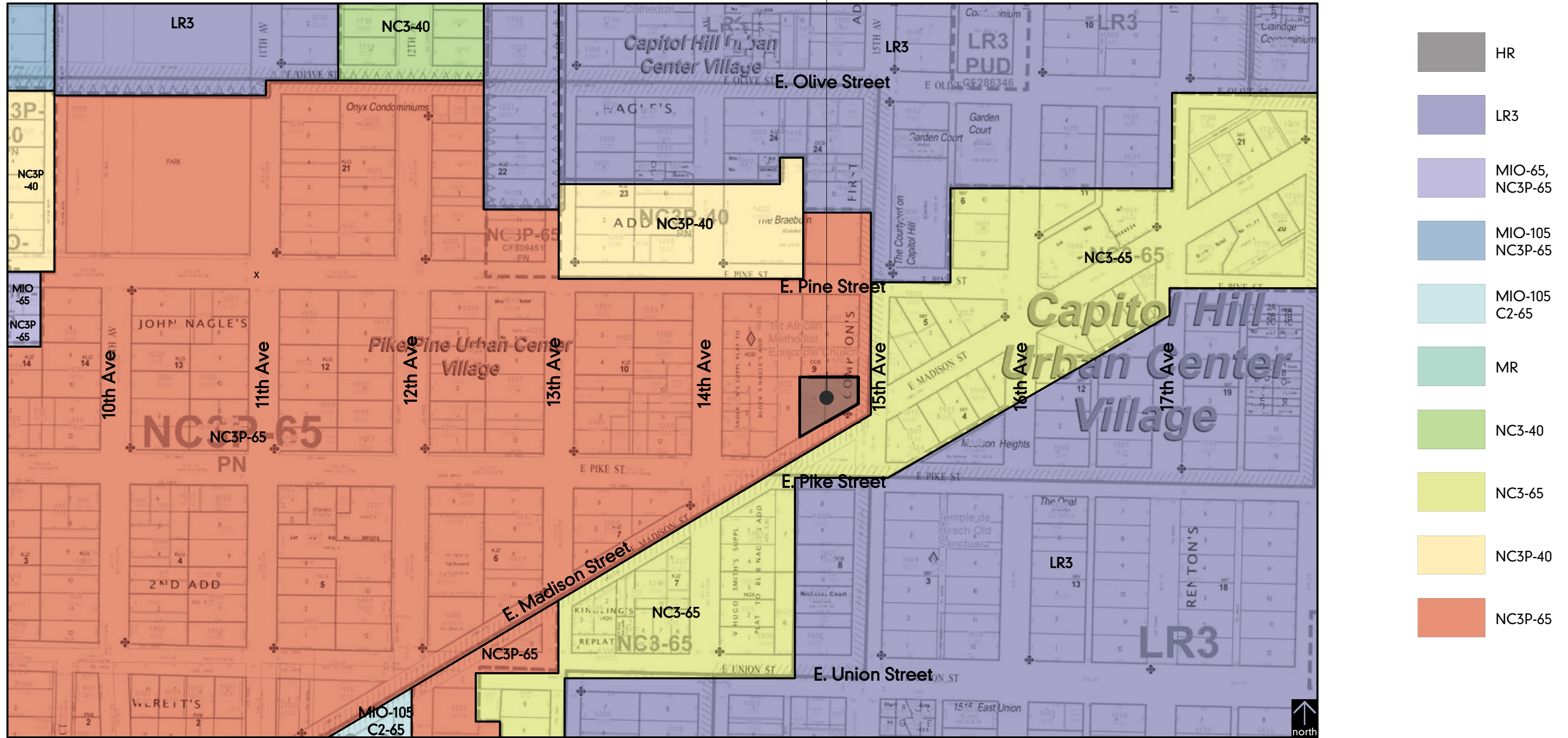


Uses at Street Level & Historical Character

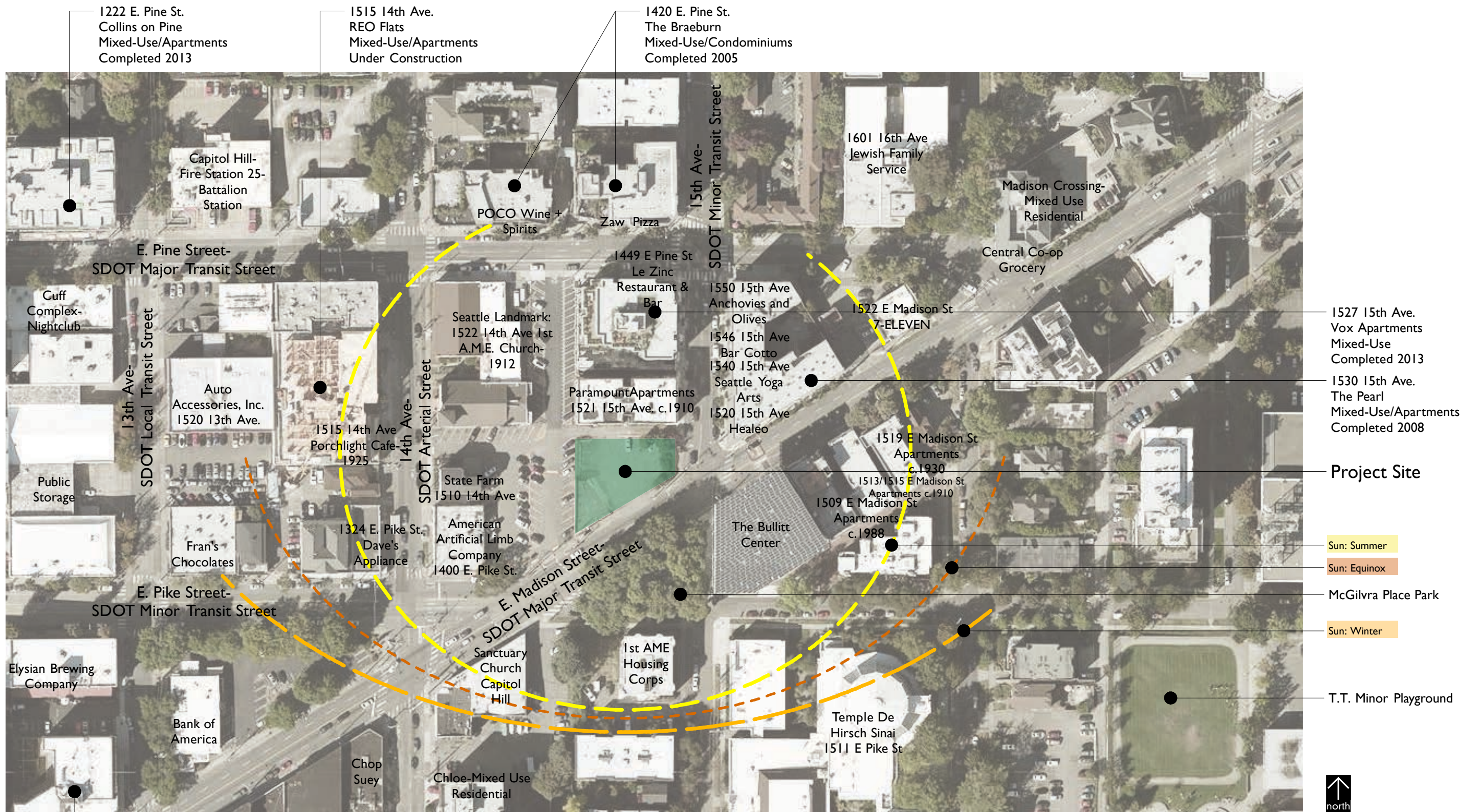


Project Site:
1420 E. Madison St.

Project Site: Zone NC3P-65



02 Zoning Map



1222 E. Pine St.
Collins on Pine
Mixed-Use/Apartments
Completed 2013

1515 14th Ave.
REO Flats
Mixed-Use/Apartments
Under Construction

1420 E. Pine St.
The Braeburn
Mixed-Use/Condominiums
Completed 2005

Capitol Hill-
Fire Station 25-
Battalion
Station

POCO Wine +
Spirits

Zaw Pizza

1601 16th Ave
Jewish Family
Service

Madison Crossing-
Mixed Use
Residential

E. Pine Street-
SDOT Major Transit Street

1449 E Pine St
Le Zinc
Restaurant &
Bar

Central Co-op
Grocery

Cuff
Complex-
Nightclub

13th Ave-
SDOT Local Transit Street

Auto
Accessories, Inc.
1520 13th Ave.

Seattle Landmark:
1522 14th Ave 1st
A.M.E. Church-
1912

Paramount Apartments
1521 15th Ave. c.1910

1550 15th Ave
Anchovies and
Olives

1522 E Madison St
7-ELEVEN

1527 15th Ave.
Vox Apartments
Mixed-Use
Completed 2013

1530 15th Ave.
The Pearl
Mixed-Use/Apartments
Completed 2008

Public
Storage

1515 14th Ave
Porchlight Cafe
1925

14th Ave-
SDOT Arterial Street

State Farm
1510 14th Ave

1546 15th Ave
Bar Cotto
1540 15th Ave
Seattle Yoga
Arts
1520 15th Ave
Healeo

1519 E Madison St
Apartments
c.1930

Project Site

Sun: Summer

Sun: Equinox

Fran's
Chocolates

1324 E. Pike St.
Dave's
Appliance

American
Artificial Limb
Company
1400 E. Pike St.

The Bullitt
Center

1513/1515 E Madison St
Apartments c.1910

1509 E Madison St
Apartments
c.1988

McGilvra Place Park

Sun: Winter

E. Pike Street-
SDOT Minor Transit Street

E. Madison Street-
SDOT Major Transit Street

Sanctuary
Church
Capitol
Hill

1st AME
Housing
Corps

Temple De
Hirsch Sinai
1511 E Pike St

T.T. Minor Playground

Elysian Brewing
Company

Bank of
America

Chop
Suey

Chloe-Mixed Use
Residential



1222 E. Madison St
Citizen Apartments
Mixed-Use
Completed 2012

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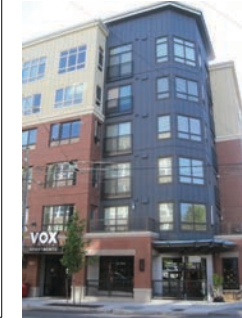
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& PLANNING LLC



BRAEBURN
 CS3: Historical References/Patterns
 PL1: Pedestrian Amenities- Open Spaces
 PL2: P/P Safety
 PL3: P/P Transition and Human Scale
 DC1: Visibility- Access on Street Front
 DC2: Massing/Composition- Facade Rhythm; P/P Pedestrian Oriented
 DC3: Open Spaces; P/P Landscaping
 DC4: Building Materials; P/P Quality Materials; Signs

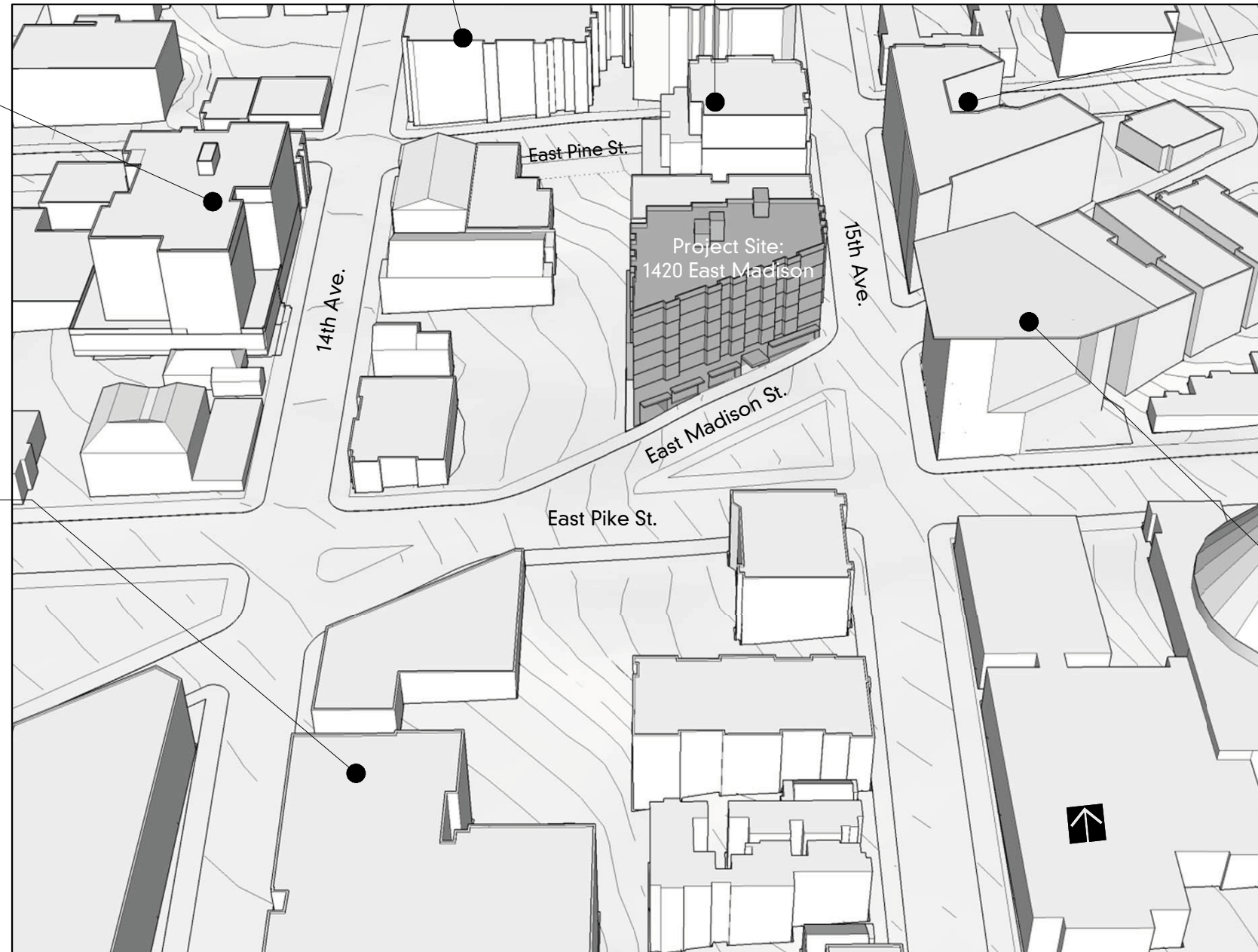


VOX
 CS2: Corner Site
 CS3: Historical References/Patterns; P/P Compatibility
 PL3: Entries- Ensemble of Elements: P/P Human Scale
 DC1: Vehicular Access- Minimize Conflict; Below Grade Parking; P/P Location
 DC2: Massing/Composition- Facade Rhythm; Fit w/ Neighbor
 DC4: Building Materials; P/P Quality Materials



The goal of the Seattle Design Guidelines is to foster design excellence in private development and to define the qualities of architecture, urban design and public space that make for successful projects and communities. These are the design cues to be gleaned from a 9-block area surrounding the project site.

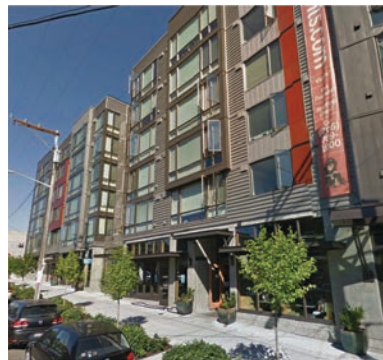
REO APARTMENTS
 CS1: Daylight and Shading
 CS3: Character Compatibility; P/P Compatibility; P/P Conservation
 PL1: Pedestrian Amenities- Large Storefronts
 PL2: Street Level Transparency, Weather protection: P/P Safety
 PL3: Entries- distinct; P/P Transition and Human Scale
 DC1: Visibility- Access on Street Front; Vehicular Access- Minimize Conflict, Below Grade Parking; P/P Location
 DC2: Scale and Texture; P/P Pedestrian Oriented; Character Structure
 DC4: Building Materials; P/P Quality Materials



PEARL
 CS2: Corner Site
 PL1: Pedestrian Amenities- Large Storefront
 PL2: Street Level Transparency, Weather protection; P/P Safety
 DC1: Visibility- Access on Street Front
 DC2: Massing/Composition- Facade Articulation; P/P Pedestrian Oriented
 DC4: P/P Signs



CHLOE APARTMENTS
 CS1: Daylight and Shading
 PL1: Public Life- Landscaping
 PL2: Weather Protection; P/P Safety
 PL3: Entries- distinct; P/P Human Scale
 DC1: Visibility- Access on Street Front
 DC2: Massing/Composition- Facade Rhythm; P/P Pedestrian Oriented
 DC4: P/P Signs



BULLITT FOUNDATION
 CS1: Energy Choices, Living Building
 CS2: Architectural Presence, Street Connection
 CS3: Contemporary Design
 PL1: Enhancing Open Space, Pedestrian Infrastructure
 DC3: Connection to Open Spaces; P/P Landscaping
 DC4: P/P Quality Materials

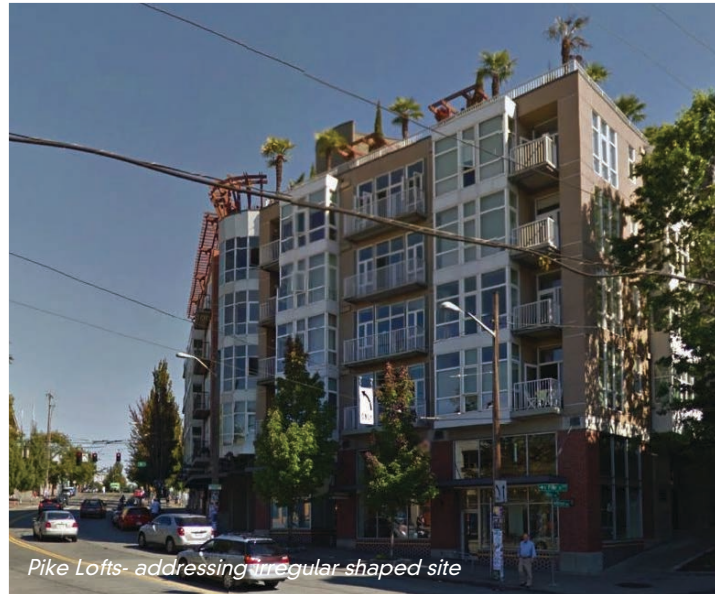


04 | Design Guidelines: 9 Block Area

The goal of the Pike/Pine Design Guidelines is to conserve neighborhood character as well as promote compatible development within the existing context. The following are the Pike/Pine guidelines that will have the strongest impact on the design of this project.

CS2: Urban Pattern and Form

- I. Responding to Site Characteristics- unique and irregular shaped lots.



Pike Lofts- addressing irregular shaped site

- III. Height, Bulk and Scale Compatibility and Pike/Pine Scale and Proportion.
 - i. Design the structure to be compatible in scale and form with surrounding structures.



Pike/Pine Streetscape Compatibility

CS3: Architectural Context and Character

- I. Height, Bulk and Scale Compatibility and Pike/Pine Scale and Proportion.



Pike/Pine 'Auto Row' vernacular

- i. Align architectural features with patterns established by the vernacular to create visual continuity.
 - ii. Use building components that are similar in size and shape to those found in the auto row period.

- II. Development in Areas Lacking a Well-Defined Character. Design structures to help define, unify and contribute positively to the existing visual context.



Pike/Pine context- 'Auto Row' and Warehouse industrial

- IV. Architectural Context
 - i. New building should echo the scale and modulation of neighborhood buildings- preserving pedestrian orientation and architectural consistency.
 - a. Similar articulation at ground floor
 - b. Similar scale, massing and proportions
 - c. Similar building details and fenestration

PL2: Walkability

- I. Personal Safety and Security- lighting installed for pedestrians should be hooded or directed to pathways leading towards the building.

PL3: Street-Level Interaction

- I. Transition Between Residence and Street.
- II. Human Scale- entrance in proportion with neighboring storefront development.
 - i. Pedestrian oriented architectural elements.
 - ii. Rhythm of modulation- comparable or complementary to adjacent buildings
 - iii. Transparent street windows



Trace Lofts- Human Scale

DC1: Project Uses and Activities

- I. Location of Parking on Commercial Street Fronts- compatible with pedestrian entry to avoid blank facades. Steel mesh door preferred.



Pedestrian compatible garage entry

DC2: Architectural Concept

- I. Height, Bulk and Scale Compatibility and Pike/Pine Scale and Proportion.
 - i. First floor facade to encourage a small-scale, pedestrian oriented character.
 - a. Visually separate ground floor spaces.
 - b. Repeat common elements- commercial.
 - c. High 1st Flr ceilings and transparency.
 - d. Variations at street facade- entry recesses.



Pedestrian Oriented Character

DC3: Open Space Concept

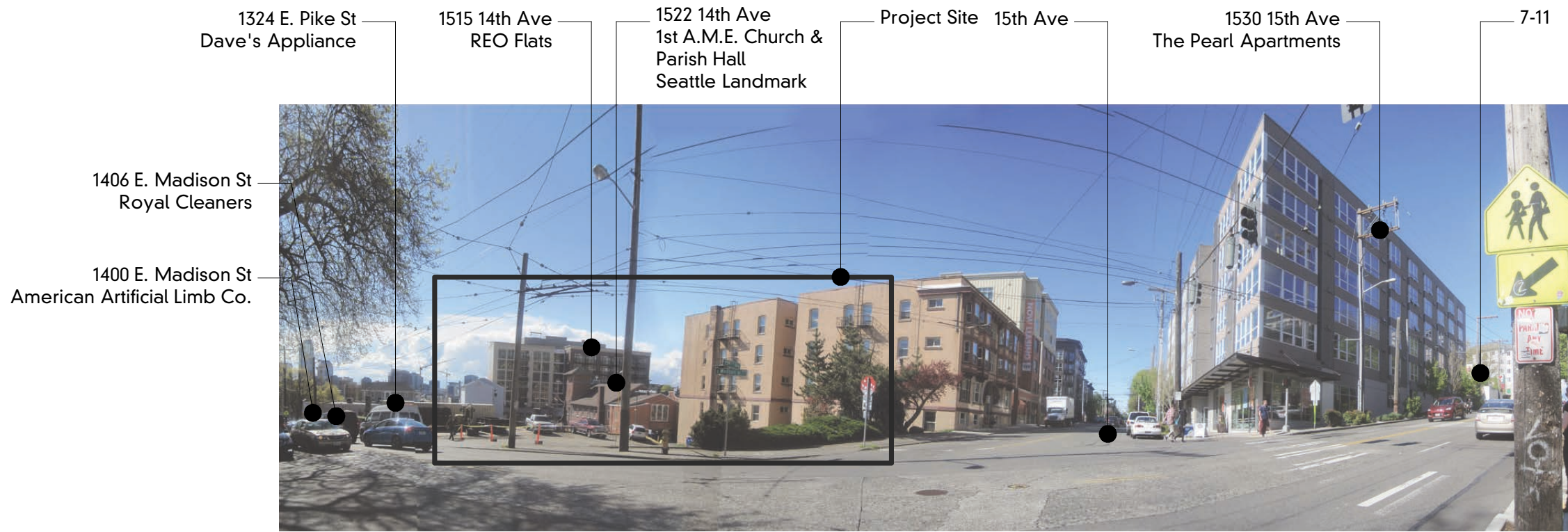
- II. Landscaping to Enhance the Building and/or Site- Vertical landscaping and 'Street Greening'.

DC4: Exterior Elements and Finishes

- I. Exterior Finish Materials.
 - i. Brick, masonry, textured/patterned concrete (wood and metal secondary).
 - ii. Other high quality materials.
 - iii. Limited number of exterior finishes.
 - iv. High quality glazing and trim.
- II. Signs
 - i. Promote pedestrian environment.
 - ii. Reflect the special neighborhood character.



W/Exterior Finishes- Brick



1324 E. Pike St
Dave's Appliance

1515 14th Ave
REO Flats

1522 14th Ave
1st A.M.E. Church &
Parish Hall
Seattle Landmark

Project Site 15th Ave

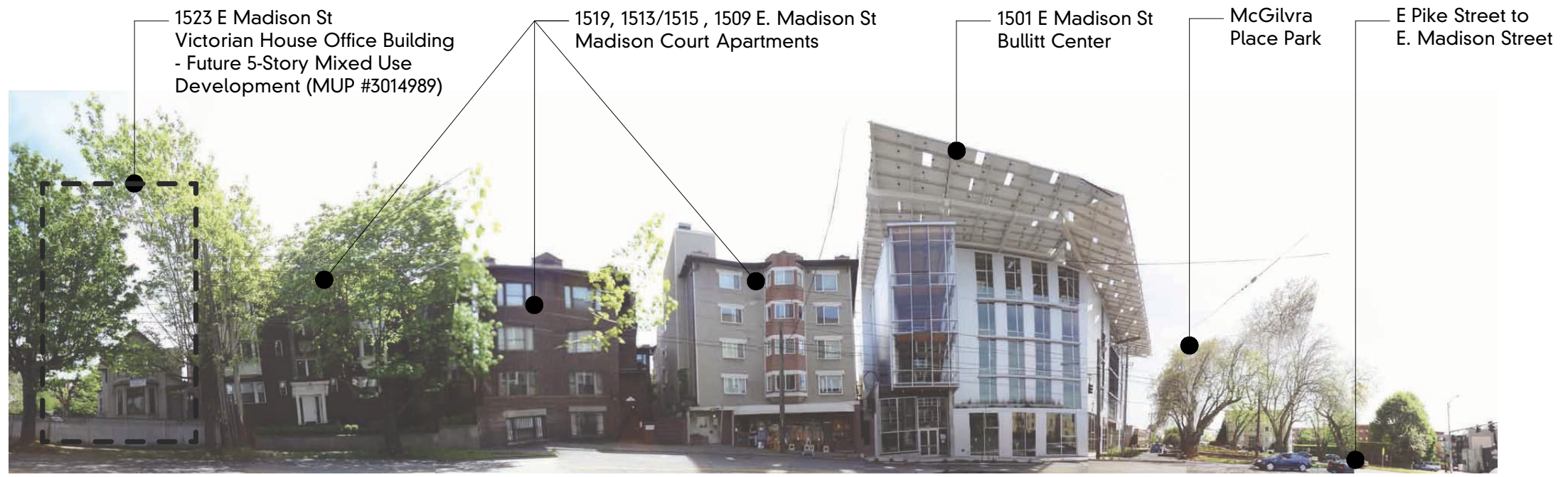
1530 15th Ave
The Pearl Apartments

7-11

1406 E. Madison St
Royal Cleaners

1400 E. Madison St
American Artificial Limb Co.

E. Madison St - North Side of Street



1523 E Madison St
Victorian House Office Building
- Future 5-Story Mixed Use
Development (MUP #3014989)

1519, 1513/1515, 1509 E. Madison St
Madison Court Apartments

1501 E Madison St
Bullitt Center

McGilvra
Place Park

E Pike Street to
E. Madison Street

14th Avenue- East Side of Street

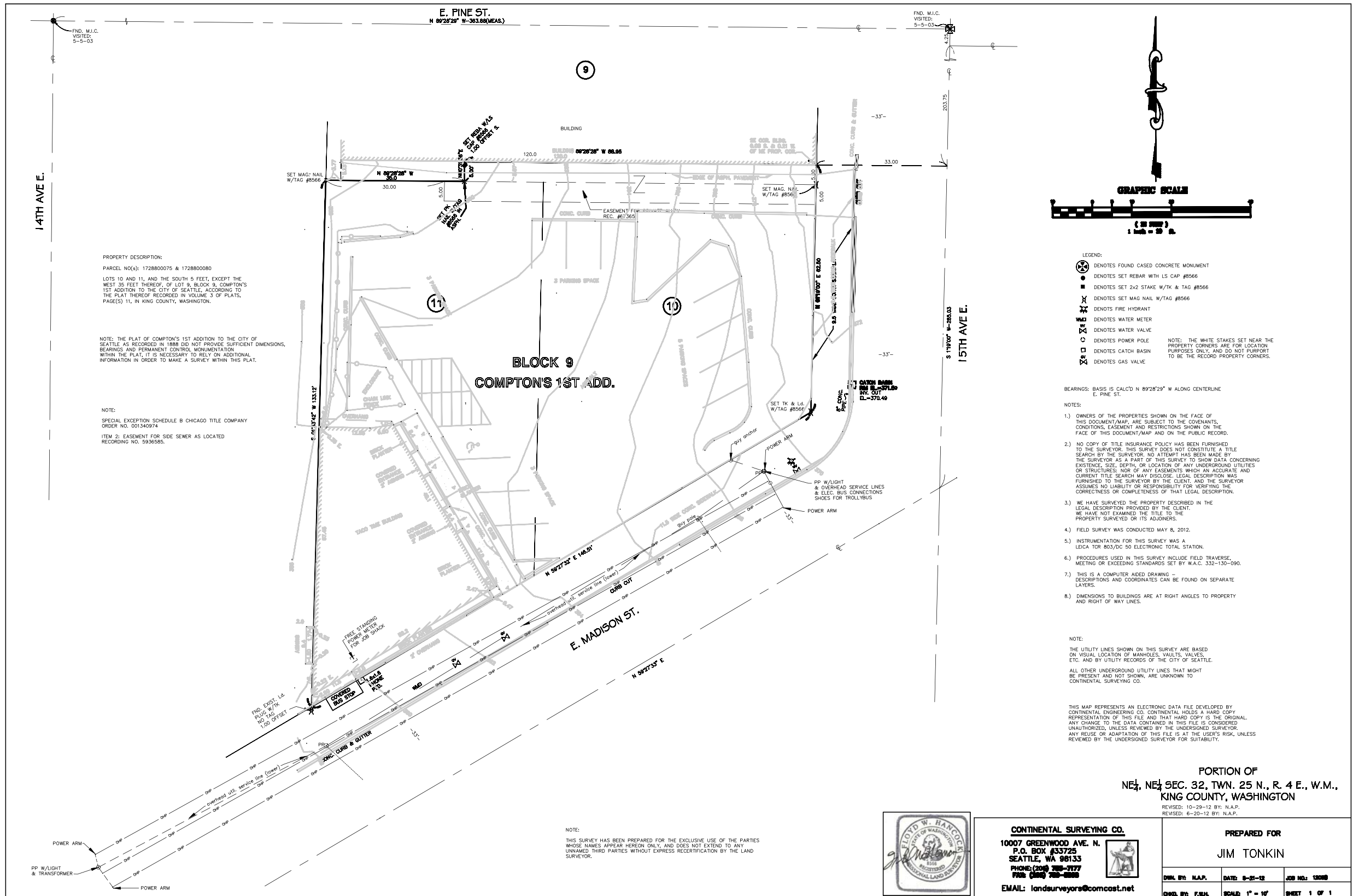
06 | Site Streetscapes

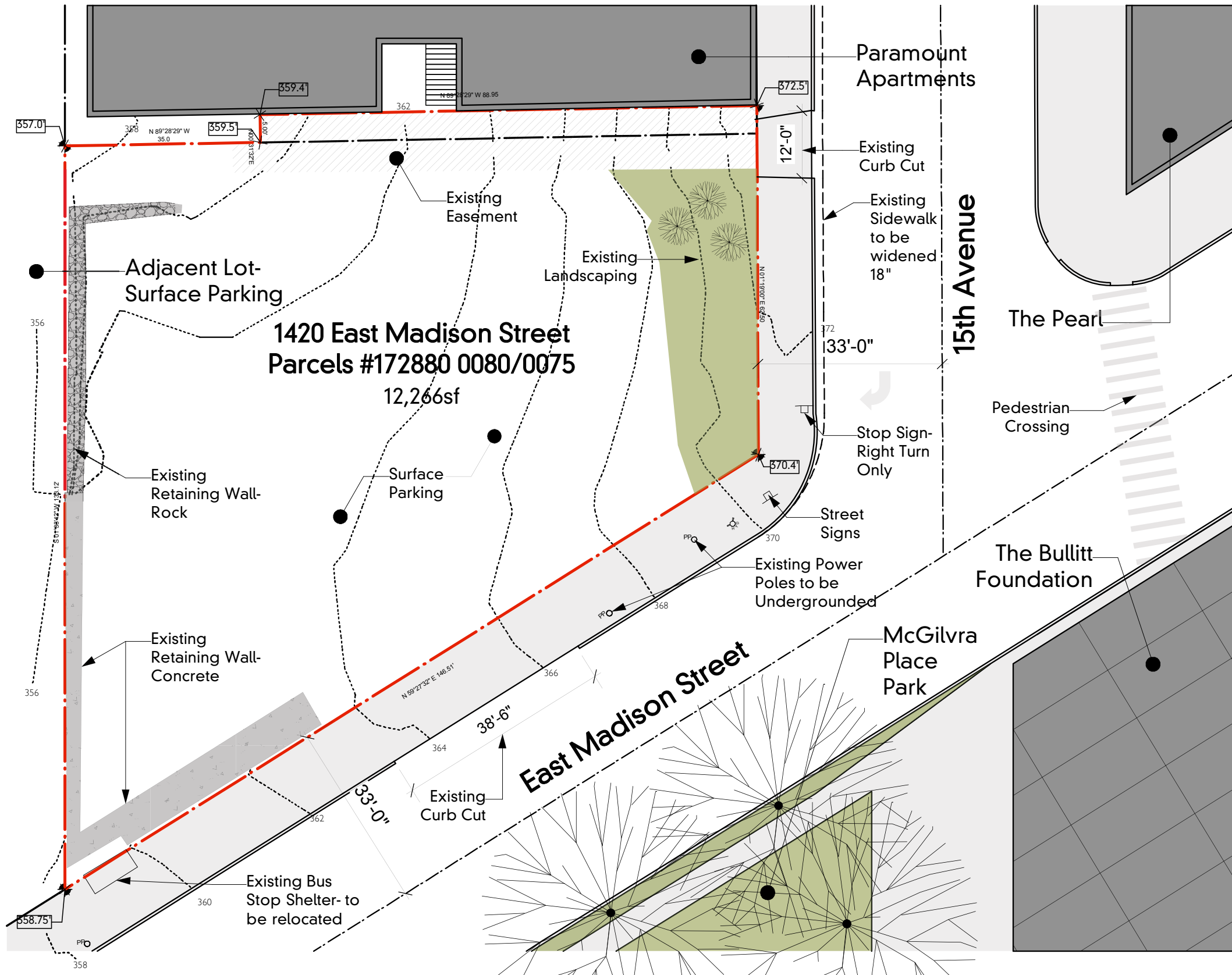


15th Avenue- West Side of Street



15th Avenue - East Side of Street





SITE INFORMATION

Located at the intersection of 15th Avenue into East Madison Street, this corner site is trapezoidal and slopes down from the east to the west.

The property abuts a three story apartment building, the Paramount Apartments, on the north and is adjacent to a surface parking lot to the west, owned by the First A.M.E. Church. McGilvra Place Park is directly across E. Madison to the south. There is no alley, however there is a private 10' wide access easement on the north shared with the Paramount Apartments.

There is a bus stop located to the south-west corner of the property on E. Madison St. and another stop located to the north on 15th Ave. The First Hill Streetcar is located 5-1/2 blocks to the west on Broadway.

DESIGN INTENT

The site is located on the eastern boundary of the Pike/Pine Urban Center Village. Although the development of the Madison corridor has somewhat obscured the boundary, the site may still serve as an introduction to the commercial, residential and architectural character of Pike/Pine, especially in conjunction with McGilvra Place Park.

Our design intent is directed by three primary goals:

- Reflect the rhythm, pattern and color of the original Pike/Pine mercantile buildings.
- Be a good neighbor to the current and the likely future adjacent developments and local community.
- Create a development that achieves appropriate density that is functional, efficient and aesthetically pleasing on a constrained site.

Existing Site Plan | 09

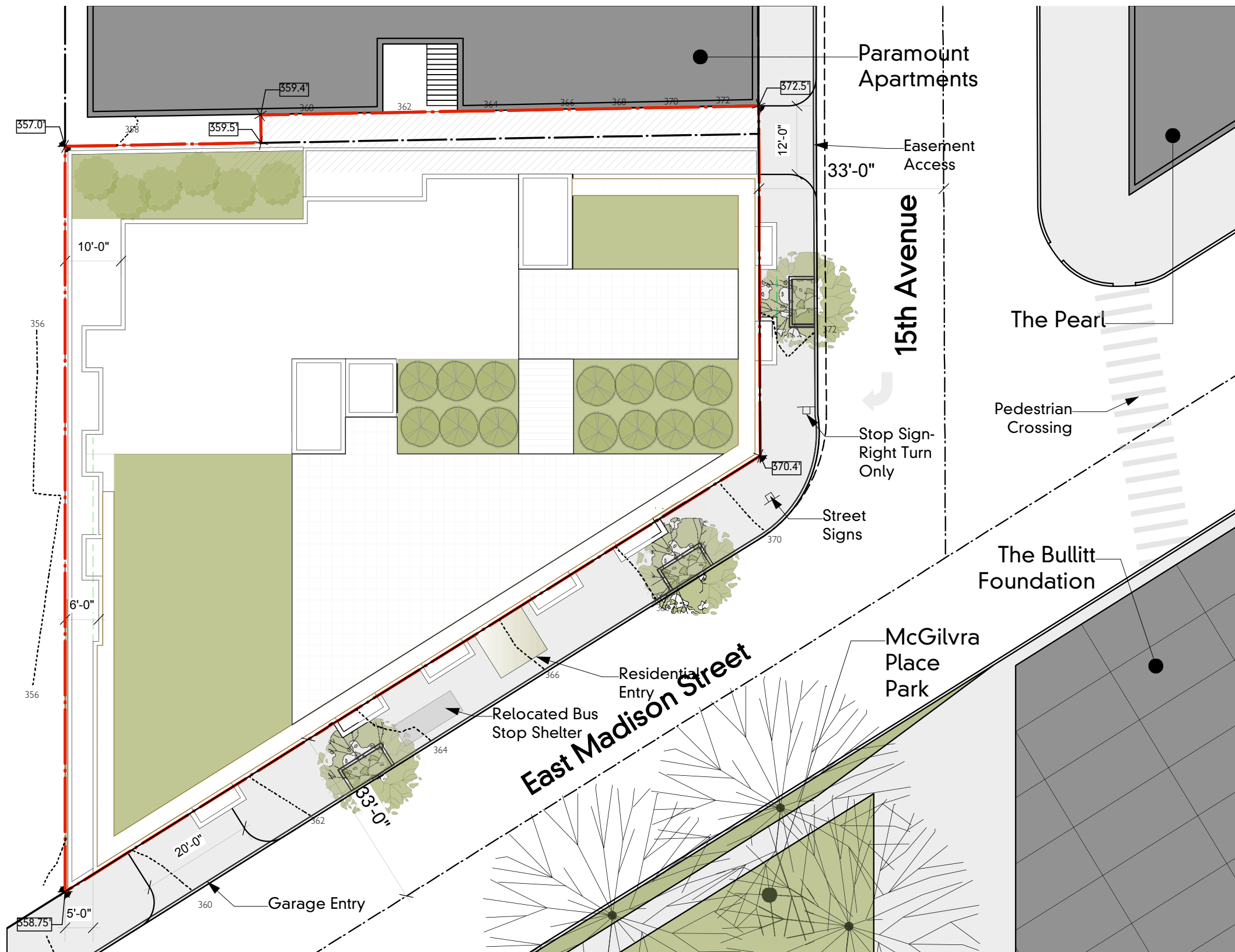
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Seattle DPD # 3013776

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THE METROPOLITAN
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SUMMARY:

6-story, mixed-use residential & commercial structure
 2 1/2 levels of structured parking below grade.

Total Building Area:	80,000 GSF
Total Building Area for FAR	58,000 CGSF
Residential Area	43,000 NSF
Residential Units	70 Units
Average Unit Size	624 LSF

Amenity Area Required	2,150 NSF
Amenity Area Provided on Roof	

DESCRIPTION:

Option One is the preferred design. The design addresses the street with pedestrian oriented commercial spaces at the ground floor and a residential entrance prominent on E. Madison St., facing McGilvra Place Park. The residential entrance is marked by symmetrical building elements, setbacks and marquee. The building is setback from the existing 3-story apartment building to the north 11 to 18.5' feet, sharing an access easement for exiting, trash, recycling and parking.

The 3,000 sf of sub-dividable commercial space will have entrances directly on street, stepped to match the grade, canopies and a minimum ceiling height of 13'

The residential stories are designed with an architectural rhythm of large windows and modulated with bay windows on the east, south and west facades. 2nd story private terraces abut the internal property lines on the west and north. The green roof has a large common terrace.

Garage access for approximately 70 cars is off E. Madison St., at the southwest corner. Access to the garage is right in/right out only. The existing bus stop on E. Madison is relocated closer to 15th Ave.

10 Option One- Preferred: Site Plan

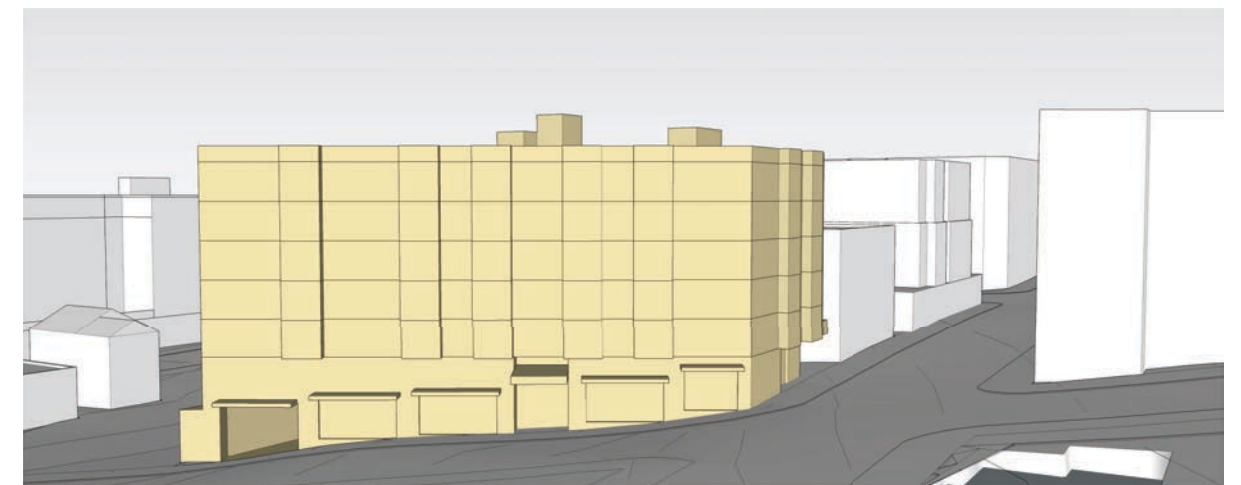
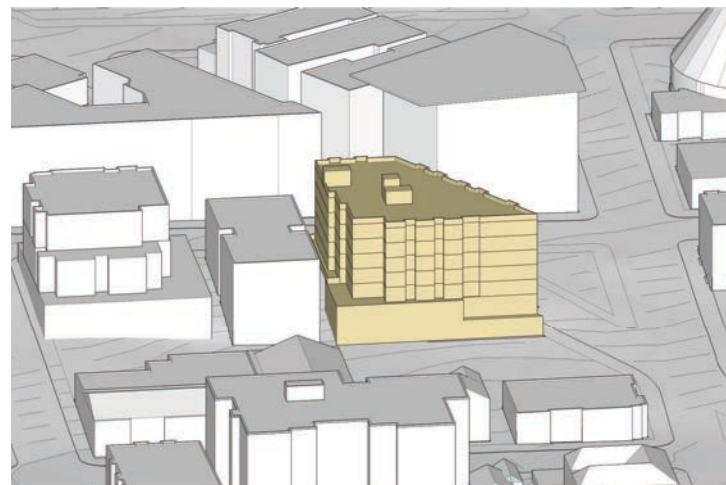
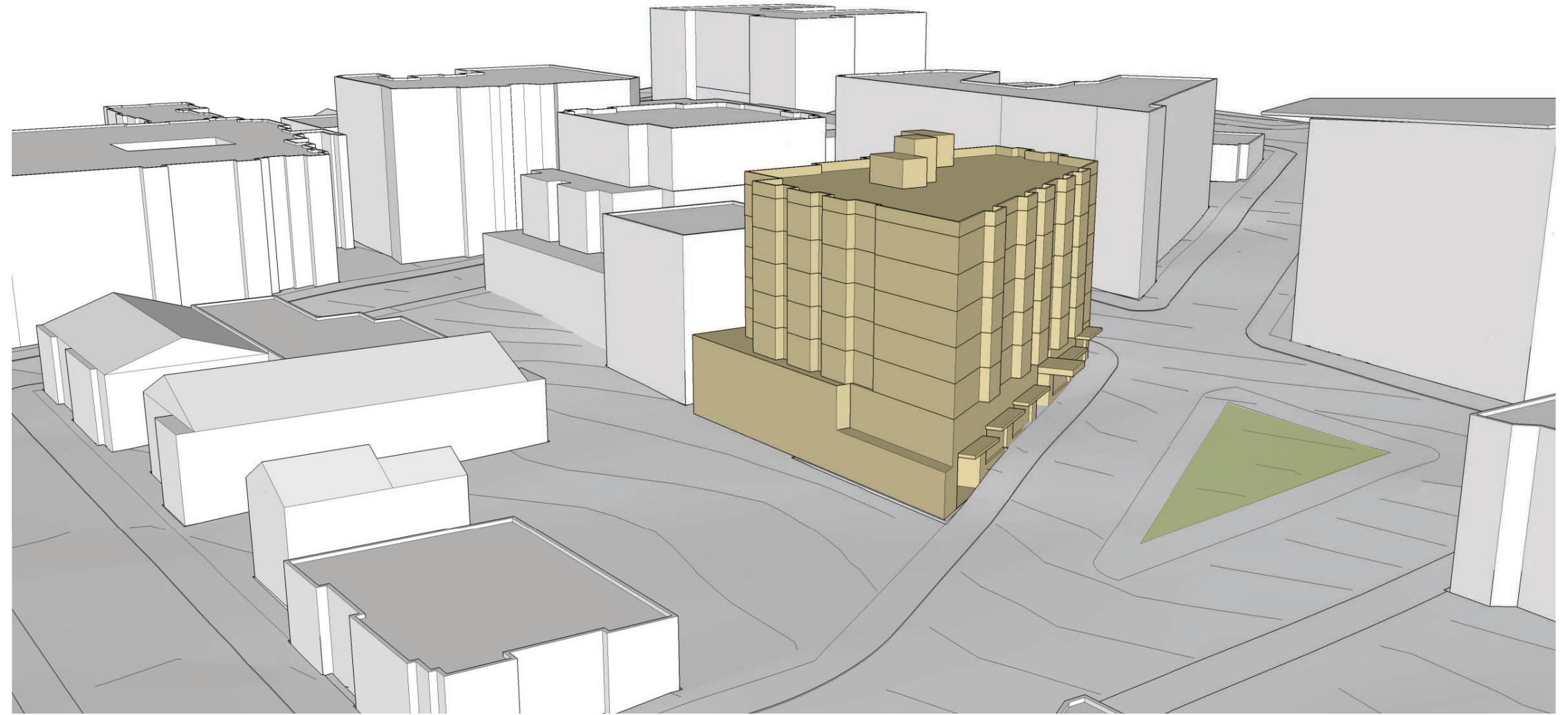
Option One - Preferred

PROS

- Architectural rhythm similar to P/P classic mercantile structures
- Residential entrance across from park
- West façade setback to provide windows and 2nd Floor terrace.

CONS

- Small commercial space on east facade has 11' ceiling height
- Future development to the west may affect light and air to west units.



Option One- Preferred: 3-D Massing Models | 11

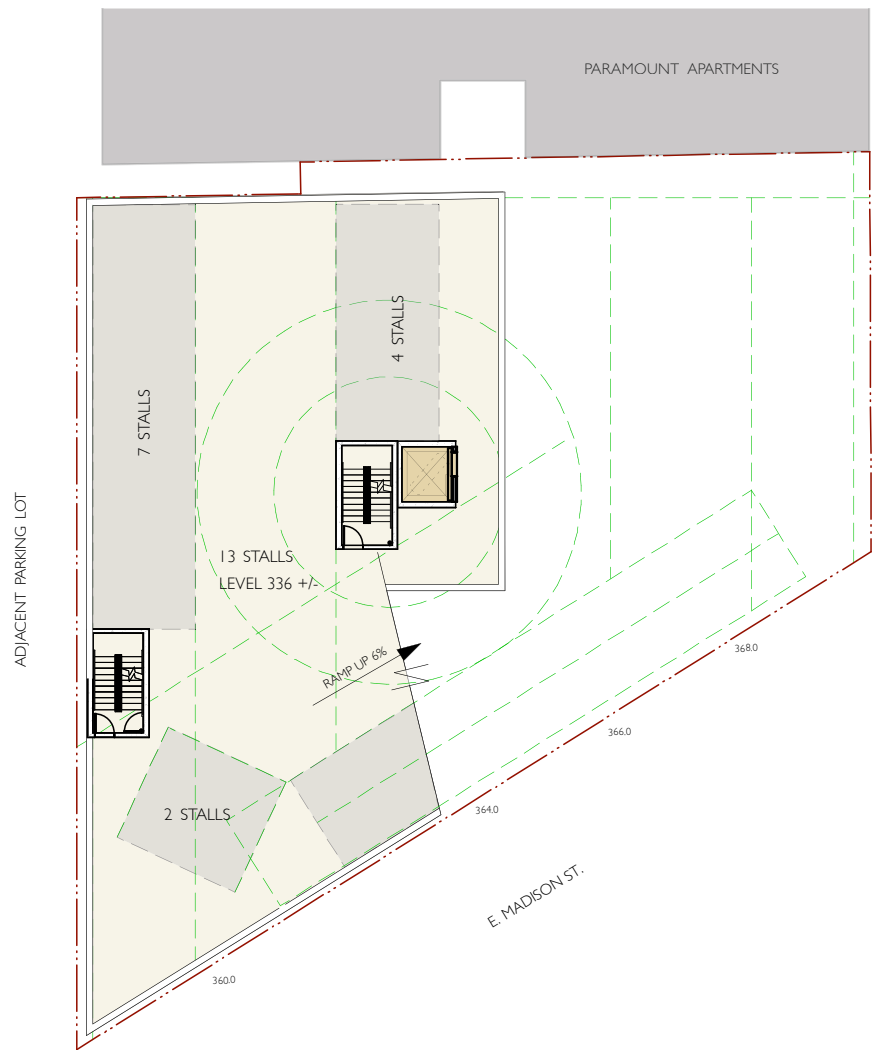
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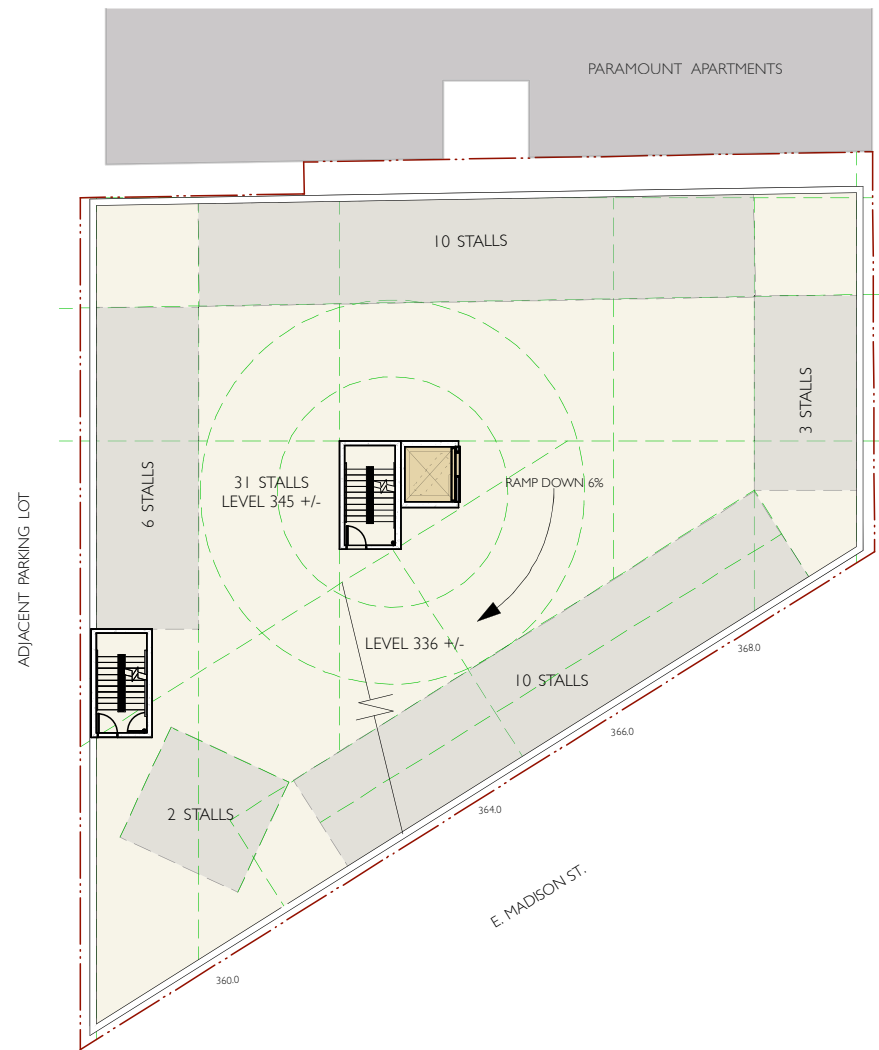
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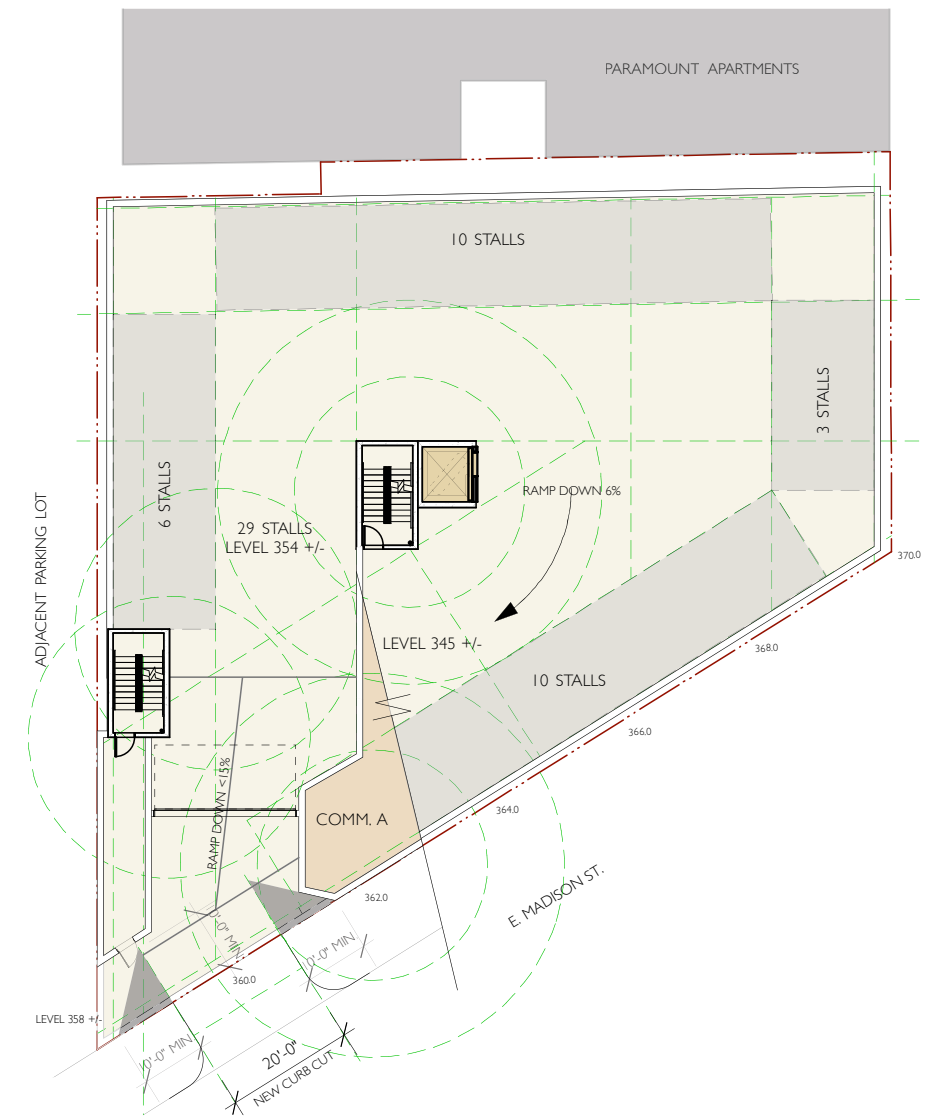
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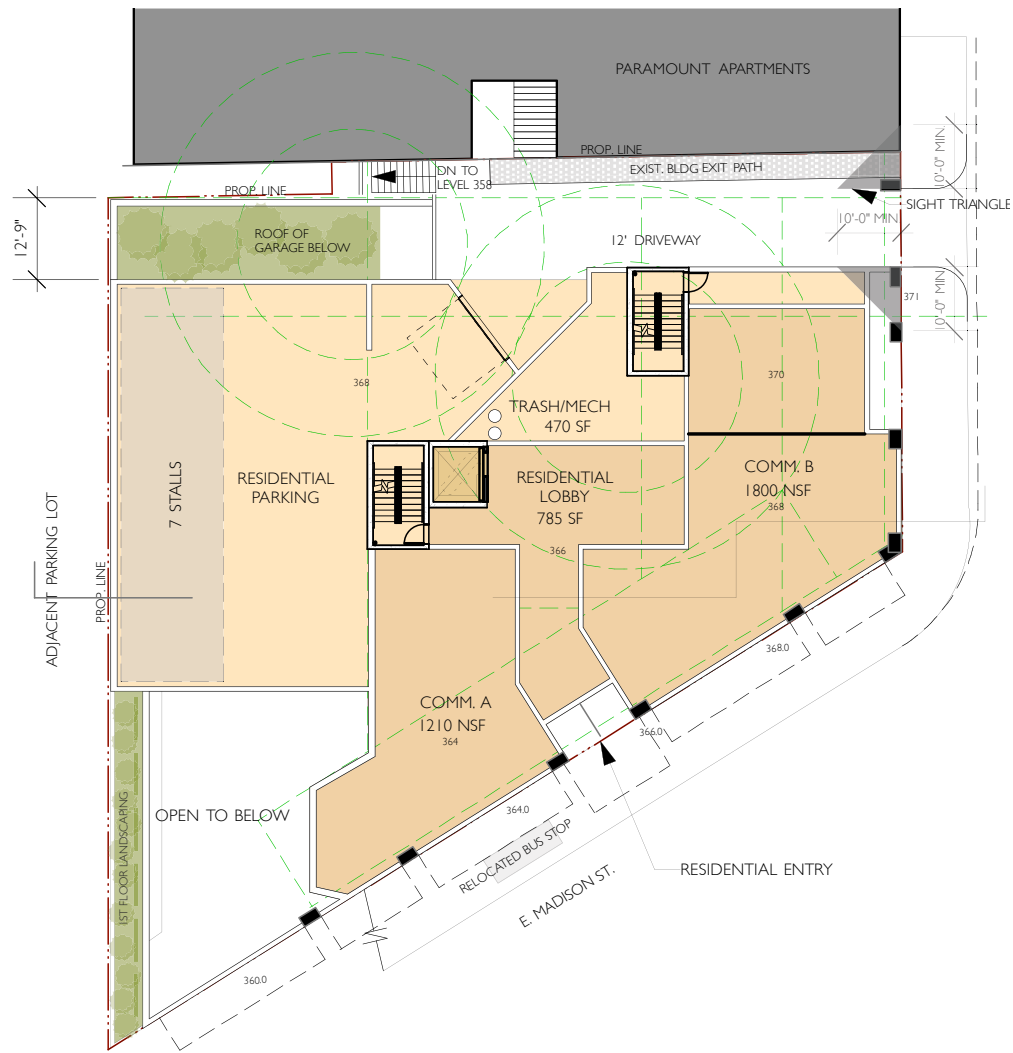
P-3 Floor Plan



P-2 Floor Plan



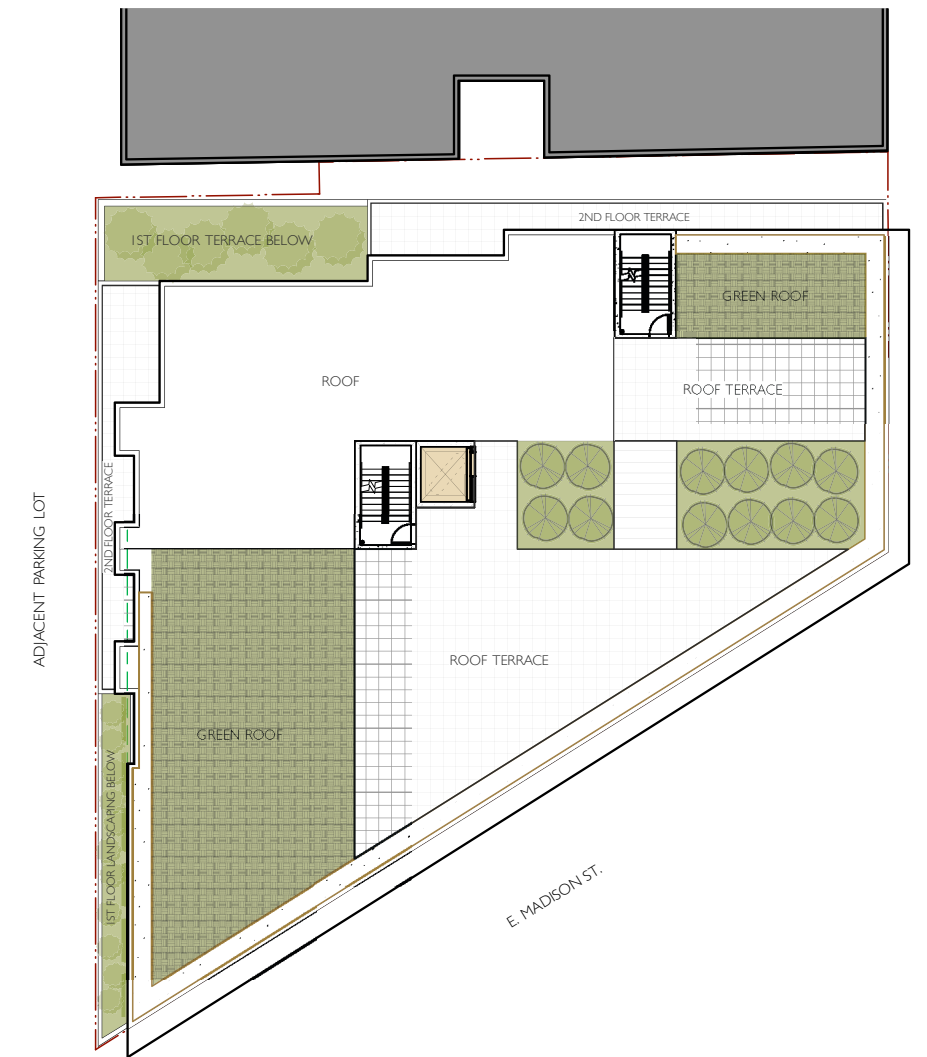
P-1 Floor Plan



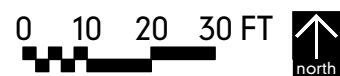
Ground Floor Plan



Typical Residential Floor Plan (2-6)



Roof Plan



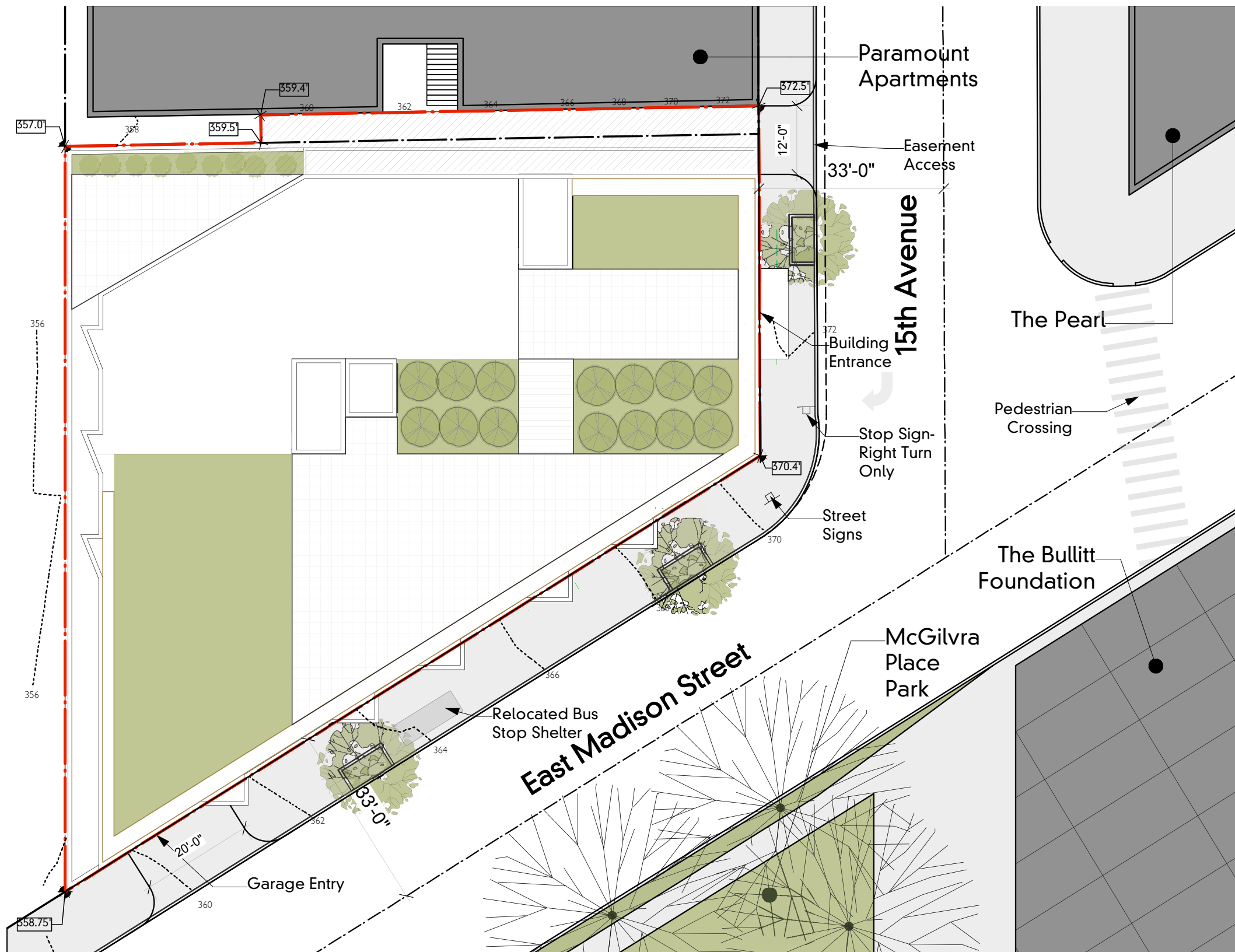
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SUMMARY:
 6-story, mixed-use residential & commercial structure
 2 1/2 levels of structured parking below grade.

Total Building Area:	80,000 GSF
Total Building Area for FAR	58,000 CGSF
Residential Area	43,000 NSF
Residential Units	70 Units
Average Unit Size:	624 LSF
Amenity Area Required	2,150 NSF
Amenity Area Provided on Roof	

DESCRIPTION:
 Option Two has similar massing to Option One, with more contemporary architecture. The design provides the street right of way with commercial spaces on E. Madison with the residential entrance on the 15th Ave. façade. On the north the building is stepped back from the existing 3-story apartment building 10 to 20 feet, sharing a common access easement for exiting, trash and recycling, parking and storage.

2,500 sf of sub-dividable leasable commercial spaces along Madison will have entrances directly on the street, stepping to match the grade, canopies and a minimum ceiling height of 13'.

The upper residential stories will have 14 apartment units per floor. South and west-facing units are provided with angled windows. Private 2nd story terraces abut property lines on the west and portions of the north façade. A green roof has a large common roof terrace.

Garage access for 70 cars is off E. Madison St., at the southwest corner. The existing bus stop on E. Madison is relocated closer to 15th Ave.

14 Option Two: Site Plan

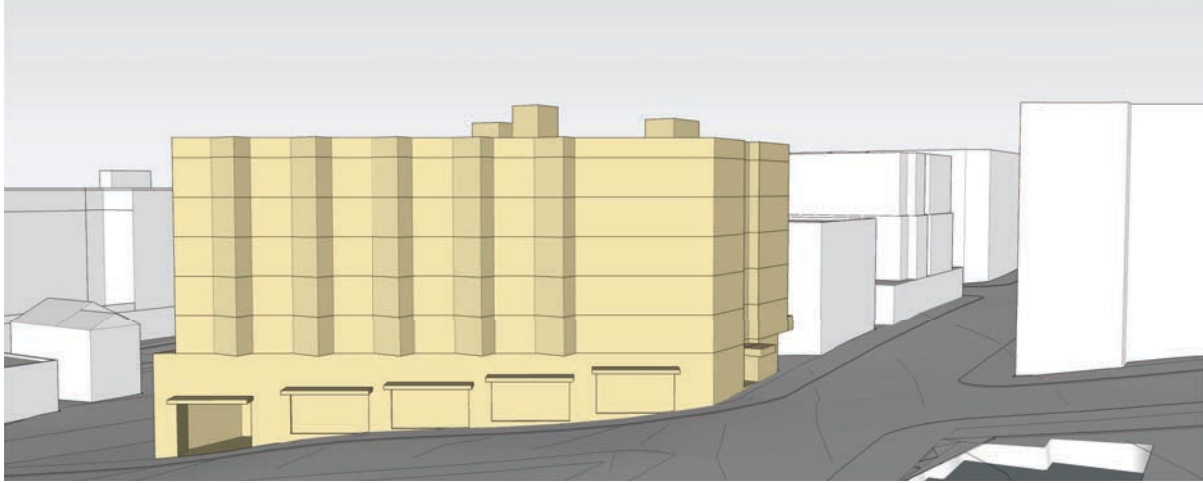
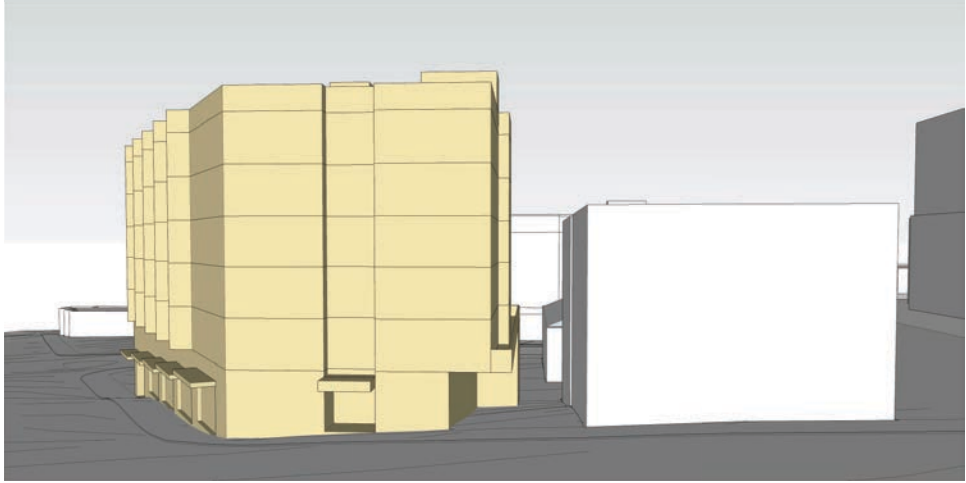
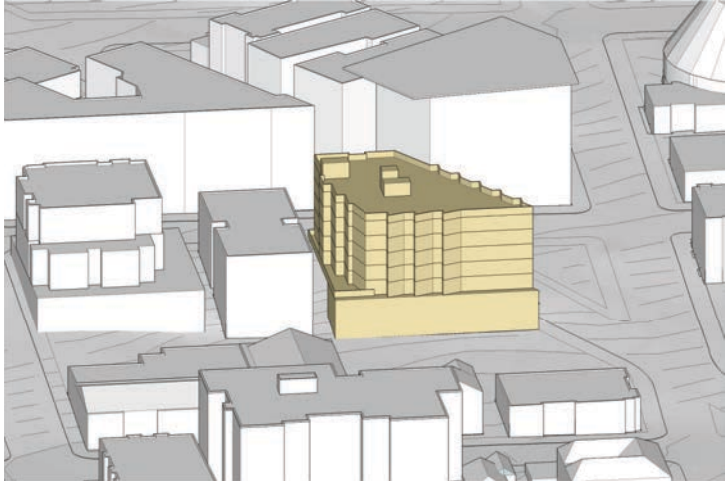
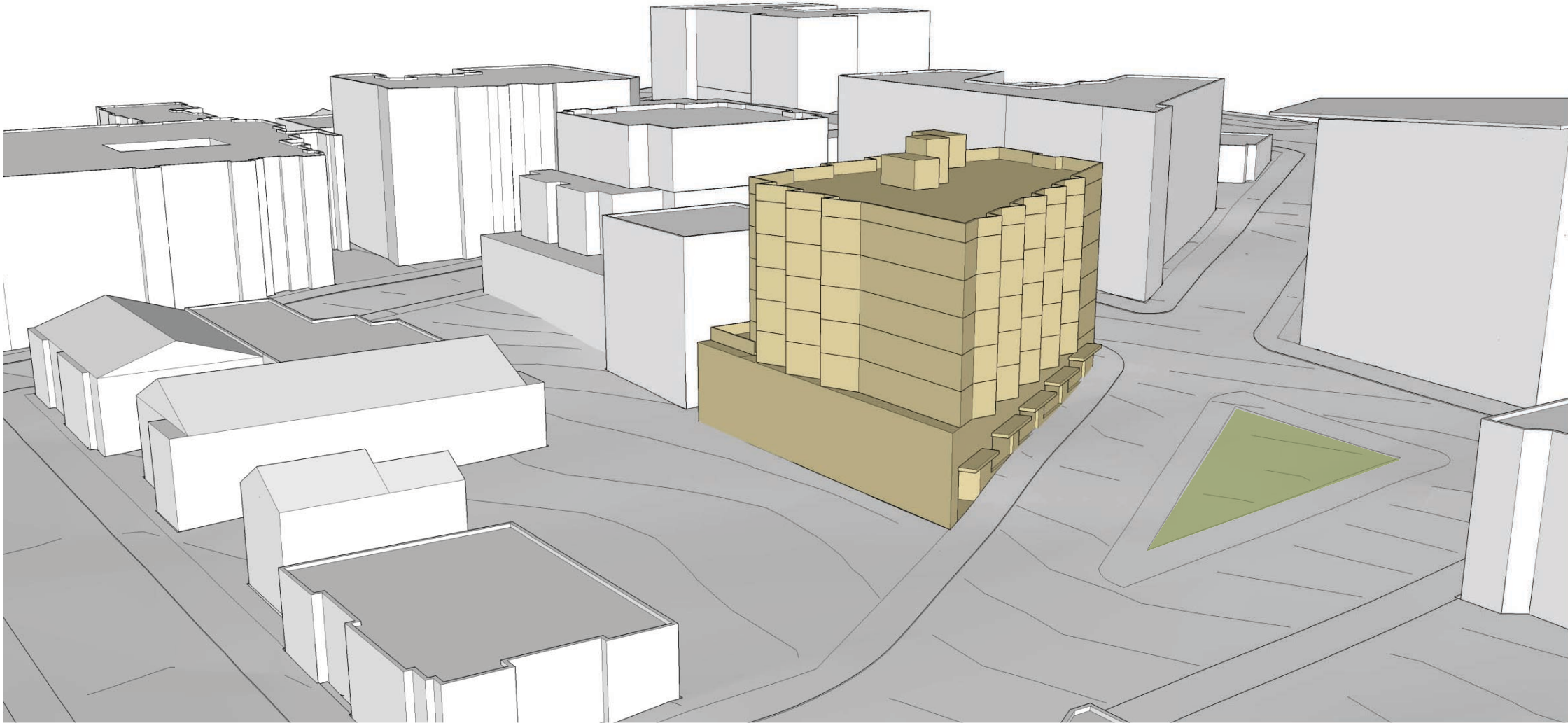
Option Two

PROS

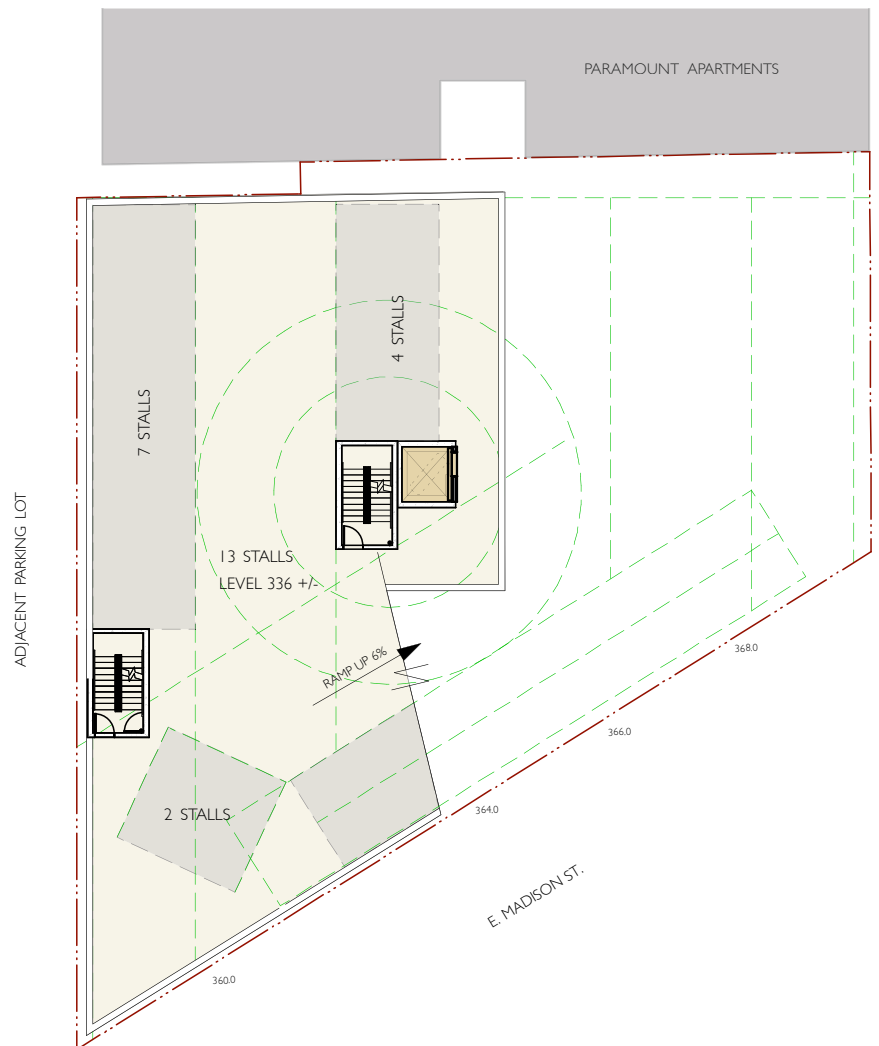
- Architectural forms and finishes more in character with Bullitt & Pearl buildings.
- Residential entrance on 15th occupies lower ceiling space.
- West façade setback to provide windows and 2nd Floor terrace.

CONS

- Building does not reference P/P traditional mercantile architecture.
- Partially blank west façade highly visible for near future.



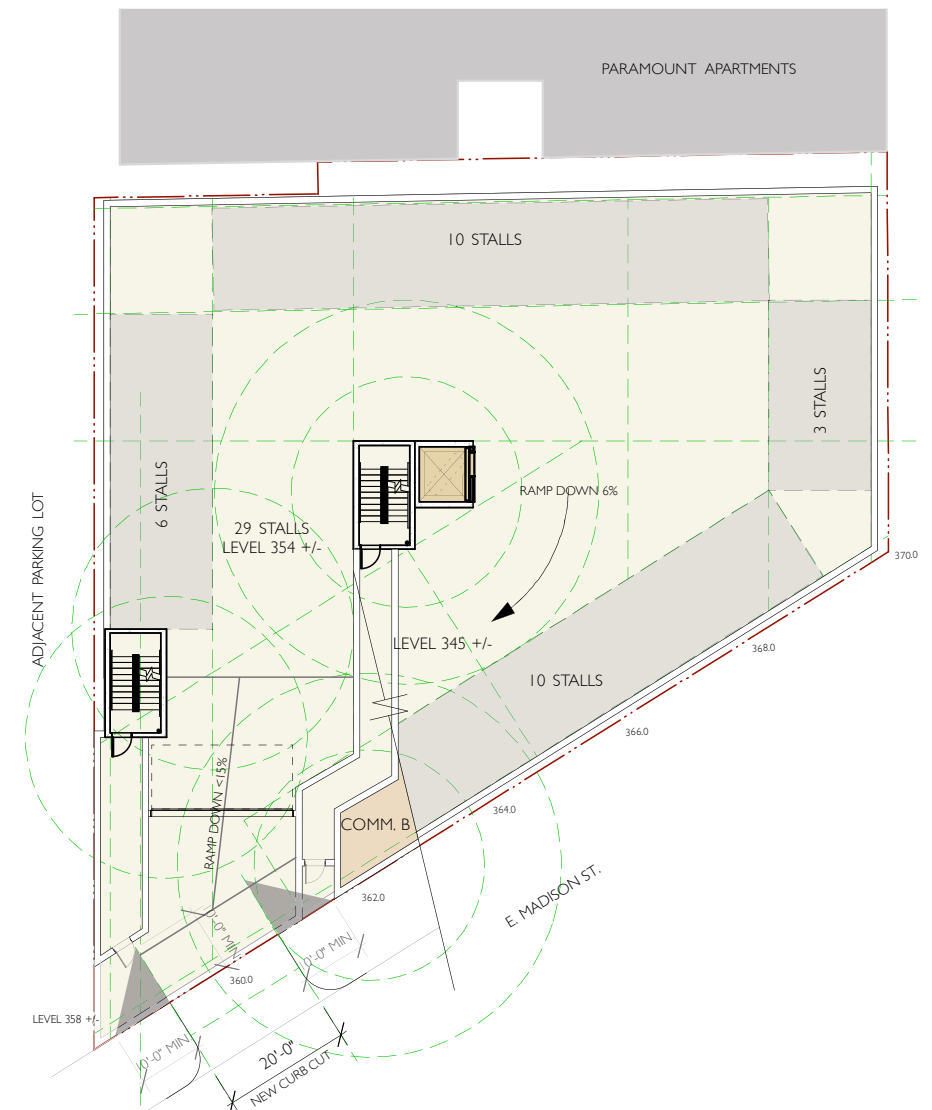
Option Two: 3-D Massing Models | 15



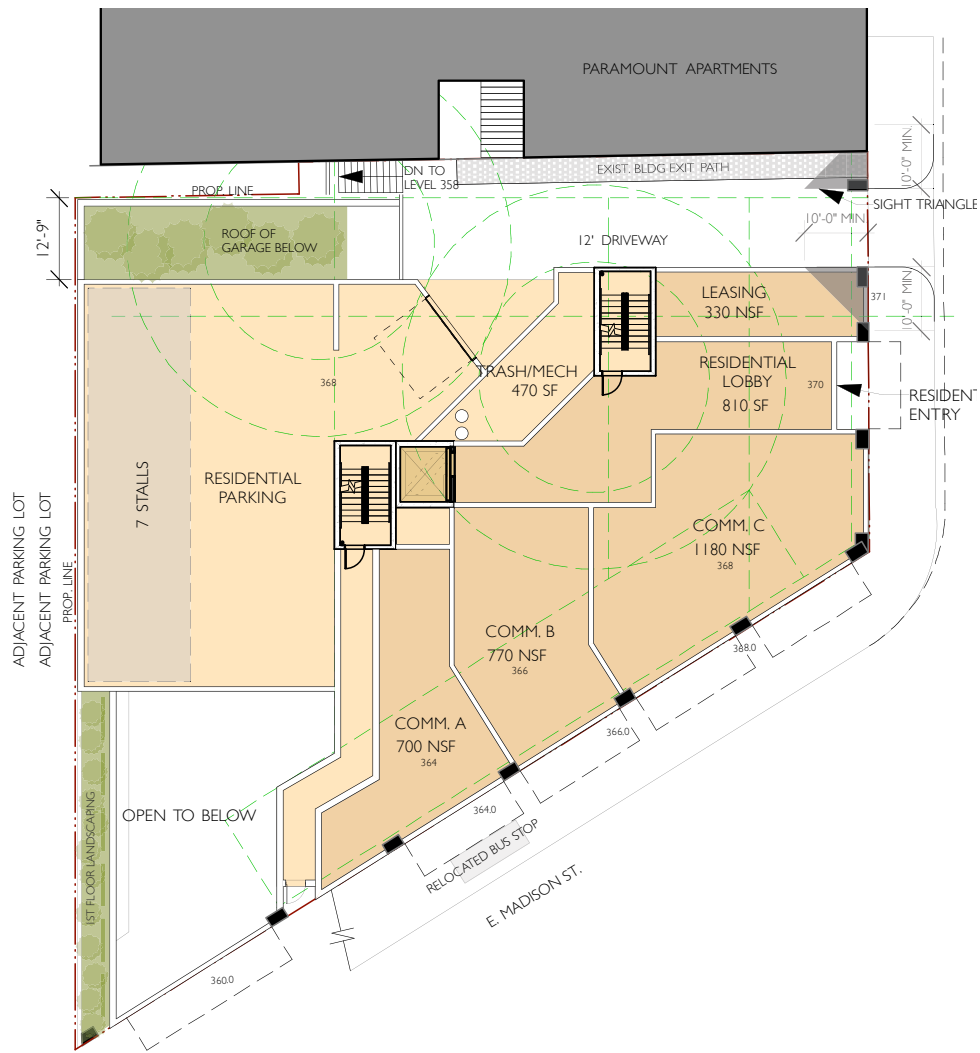
P-3 Floor Plan



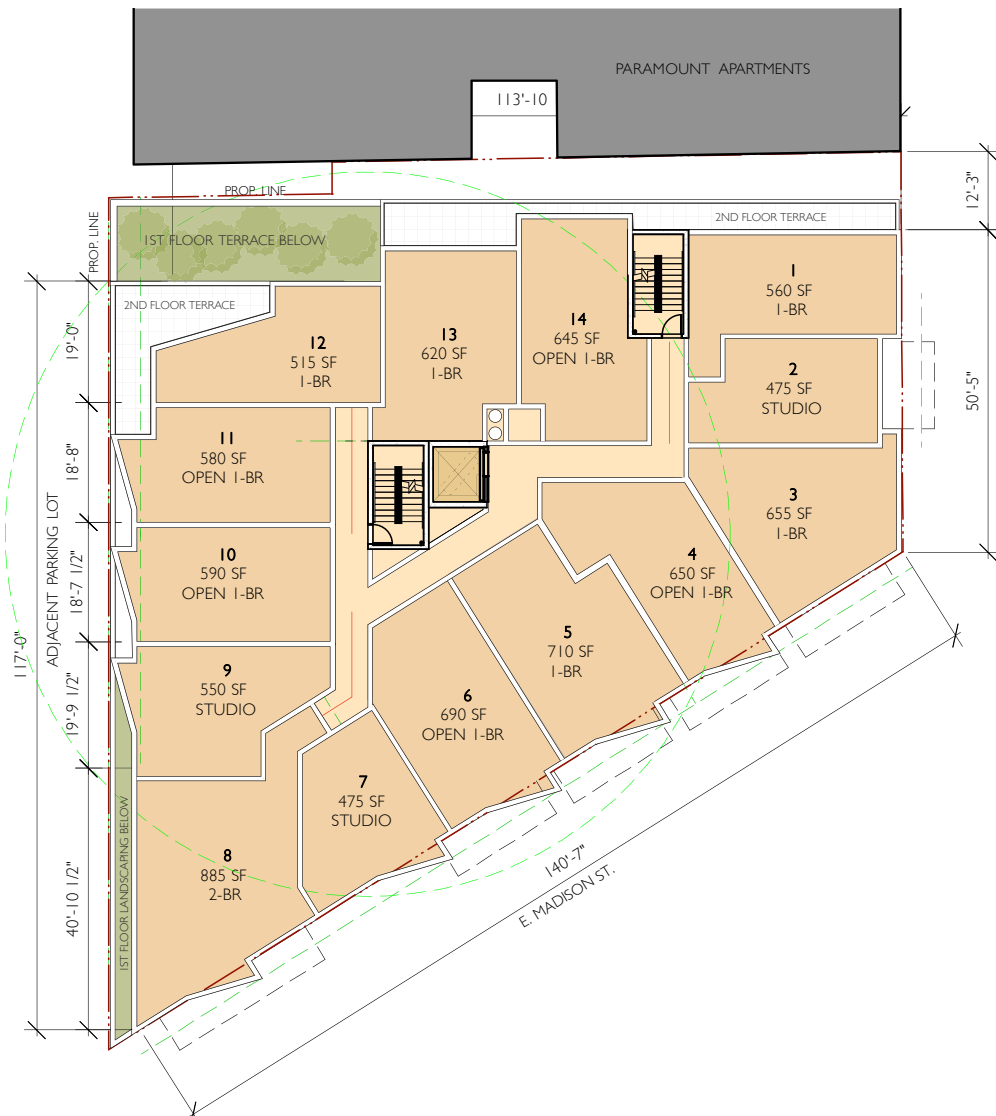
P-2 Floor Plan



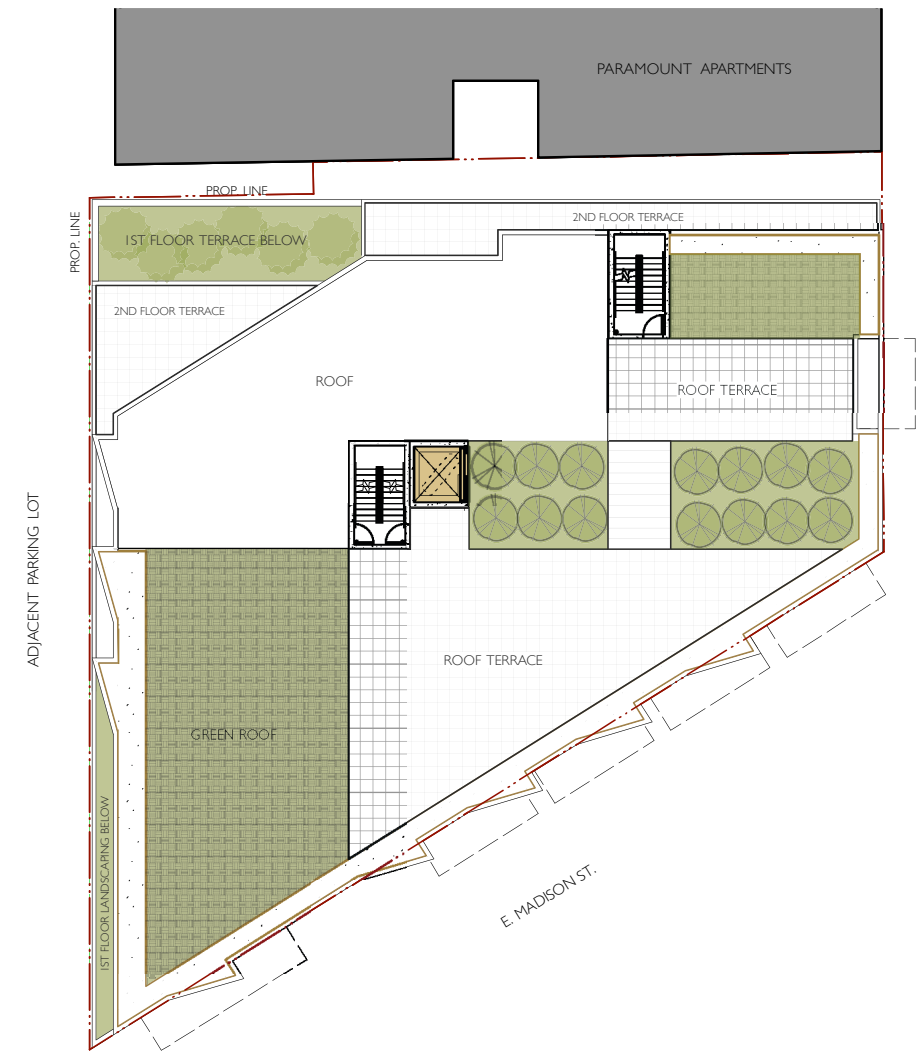
P-1 Floor Plan



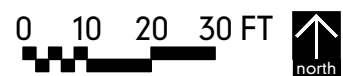
Ground Floor Plan



Typical Residential Floor Plan (2-6)



Roof Plan



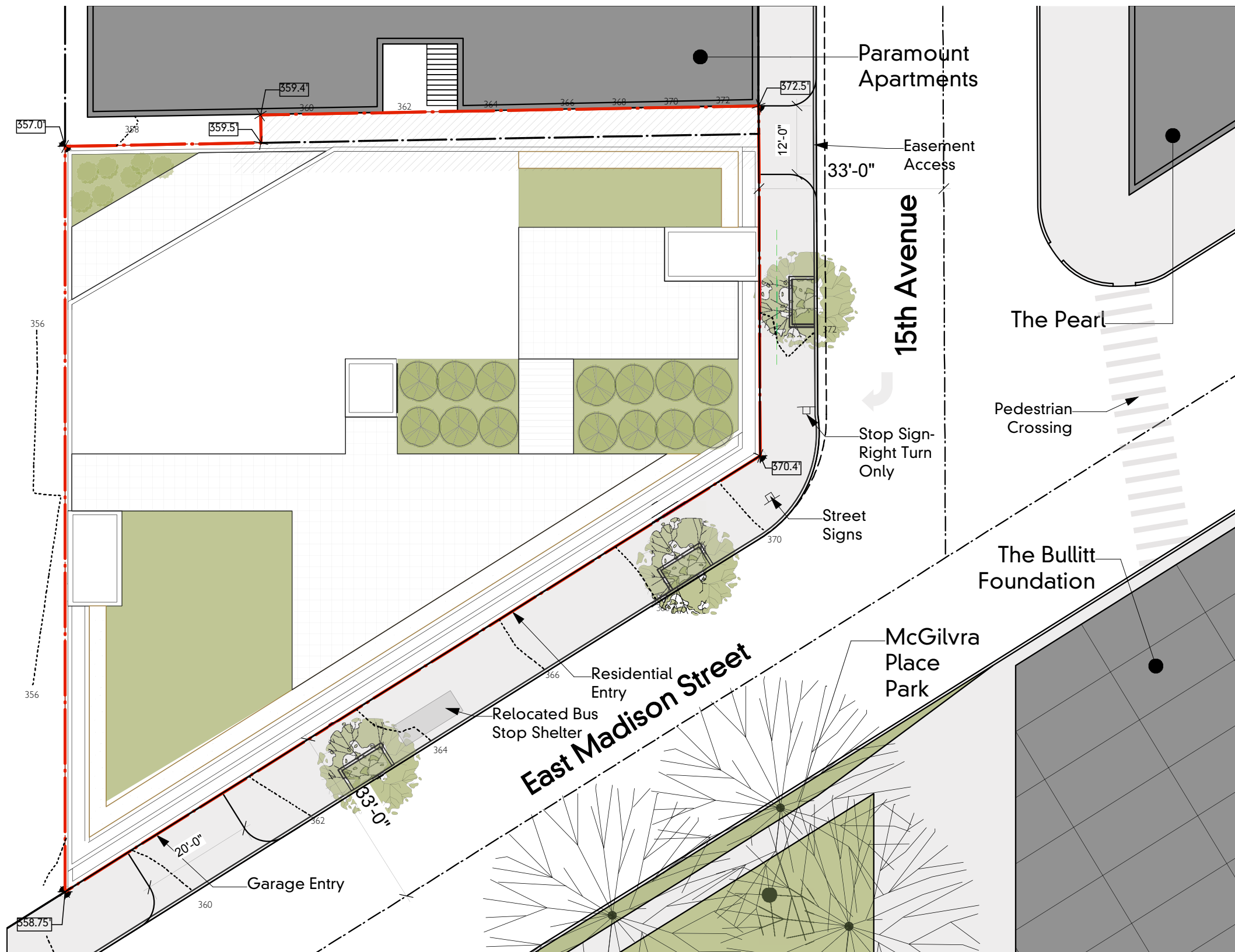
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SUMMARY:
 6-story, mixed-use residential & commercial structure
 2 ½ levels of structured parking below grade.

Total Building Area:	80,000 GSF
Total Building Area for FAR	58,000 CGSF
Residential Area	42,000 NSF
Residential Units	70 Units
Average Unit Size	600 NSF

Amenity Area Required 2,100 NSF
 Amenity Area Provided on Roof

DESCRIPTION:
 Option Three has upper level setbacks in place of bay windows to reduce apparent bulk. In order to accommodate lost area at upper floors, the west façade is close to the property line and portions of the west façade are blank. The ground floor is similar to Option 1. The building is set back 10' from Paramount Apartments, with an angled wall increasing the setback to 20 feet at the west façade. There is a shared common access easement for exiting, trash and recycling, parking and storage.

3,000 sf of sub-dividable leasable commercial spaces along Madison will have entrances directly on the street, stepping to match the grade, canopies and a minimum ceiling height of 13'.

The upper residential stories will have 14 apartment units per floor with one stair on the west façade and the other the north facade. Second story terraces abut the internal property lines on the north. The roof has a large common roof terrace and green roof elements.

Garage access for 70 cars is off E. Madison St., at the southwest corner. The existing bus stop on E. Madison is relocated closer to 15th Ave.

18 Option Three: Site Plan

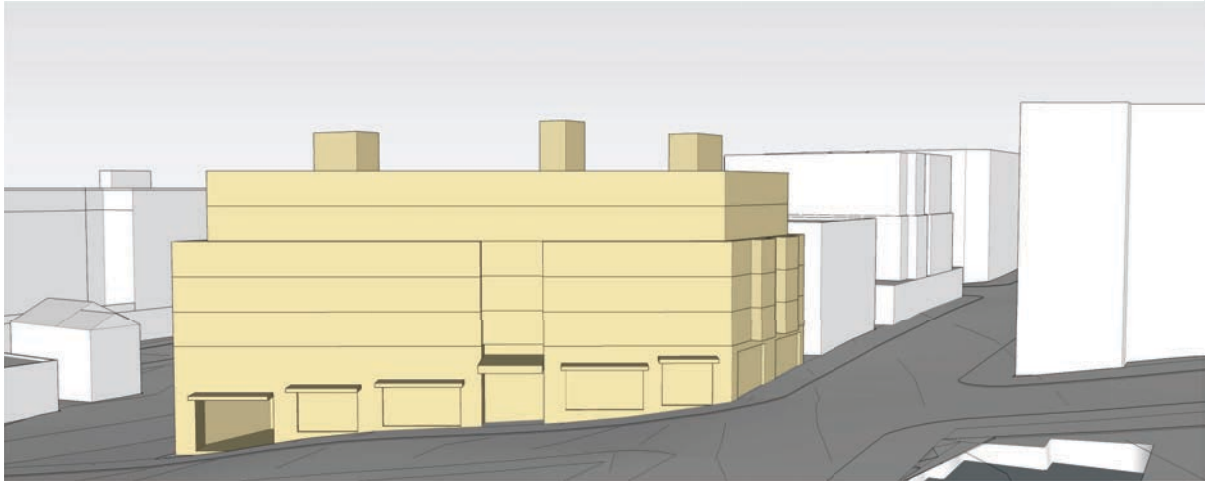
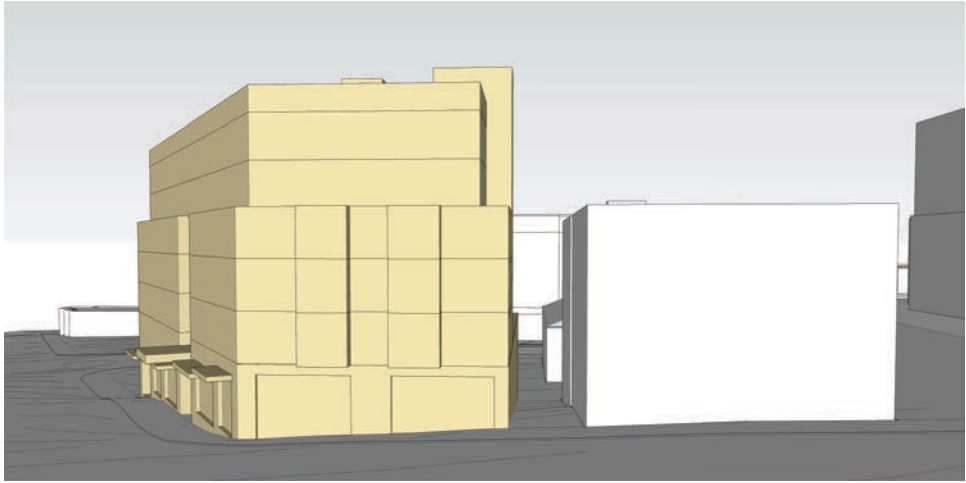
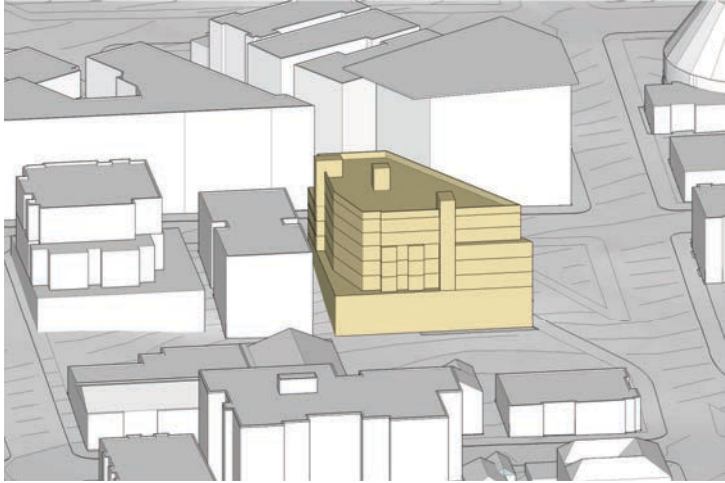
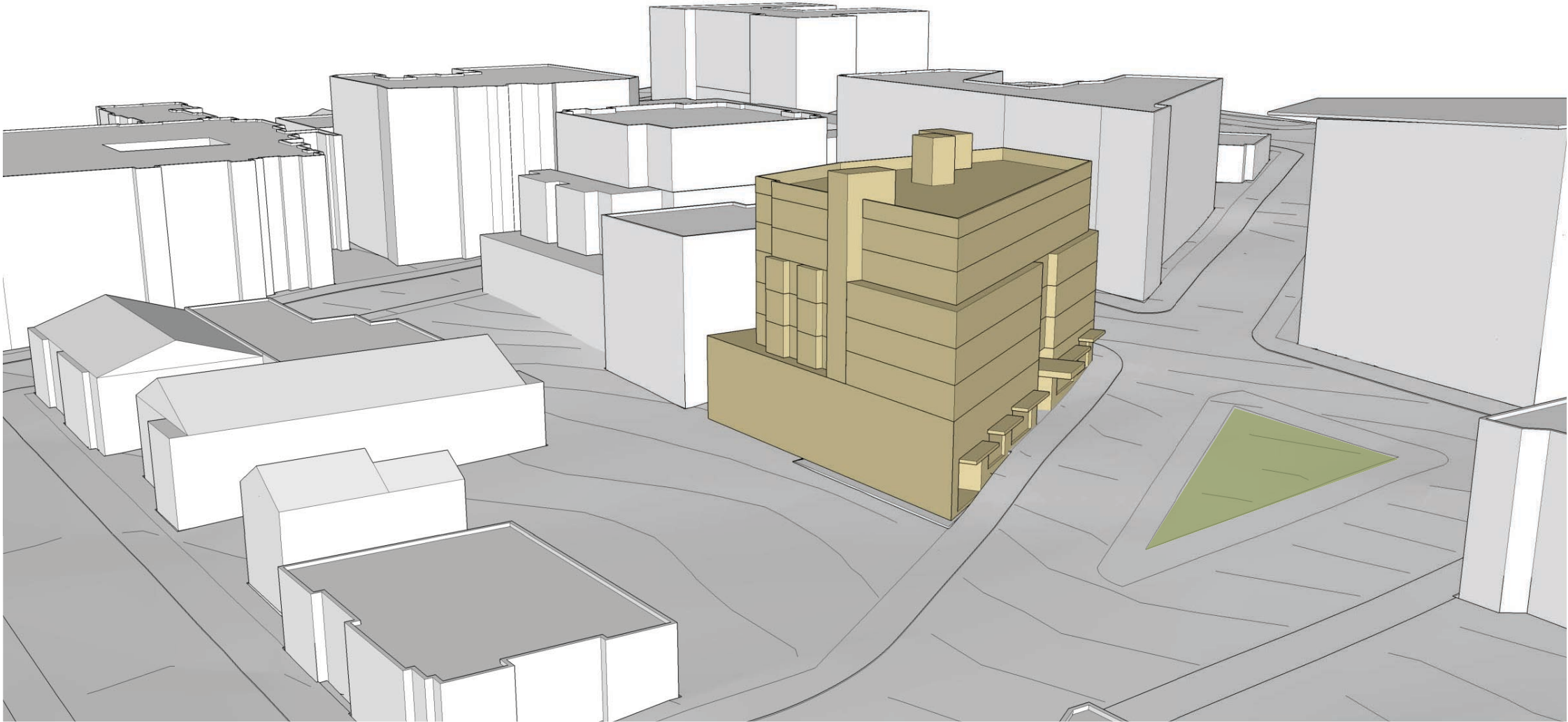
Option Three

PROS

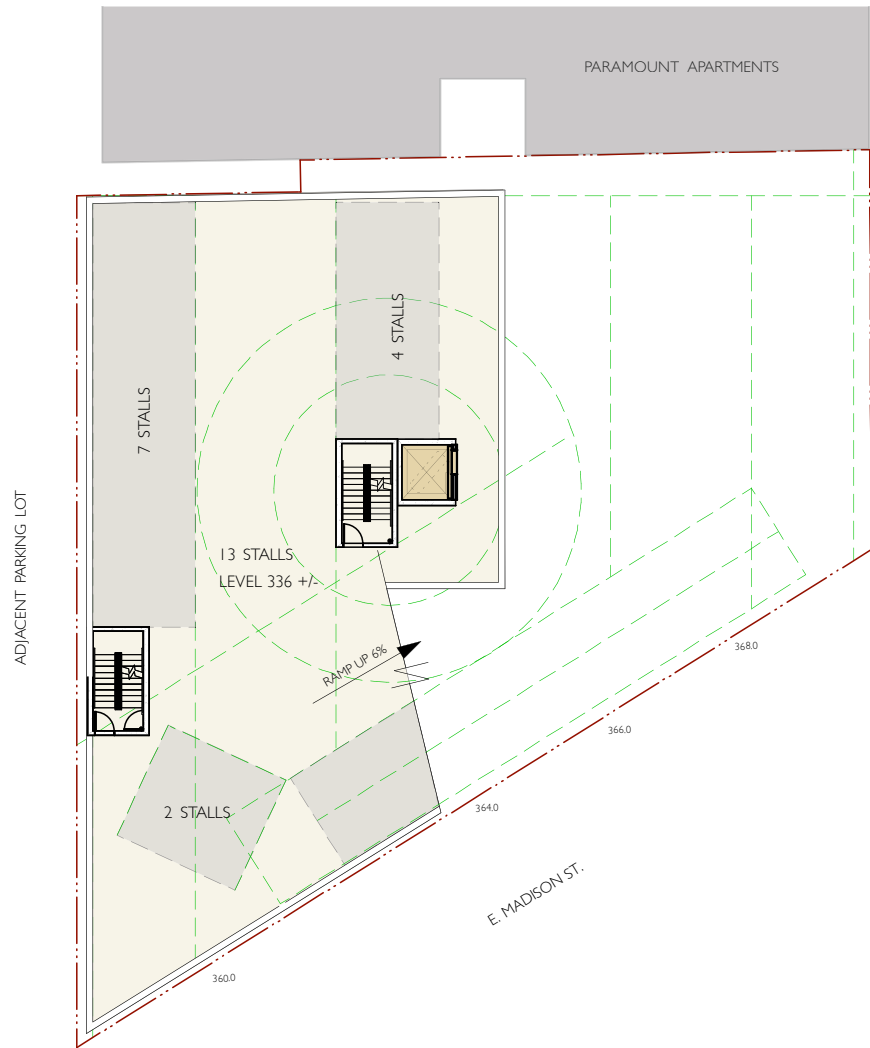
- Upper level setbacks may reduce perceived bulk.
- Residential entrance on 15th across from McGilvra Park
- Blank façade not affected by future development to west.

CONS

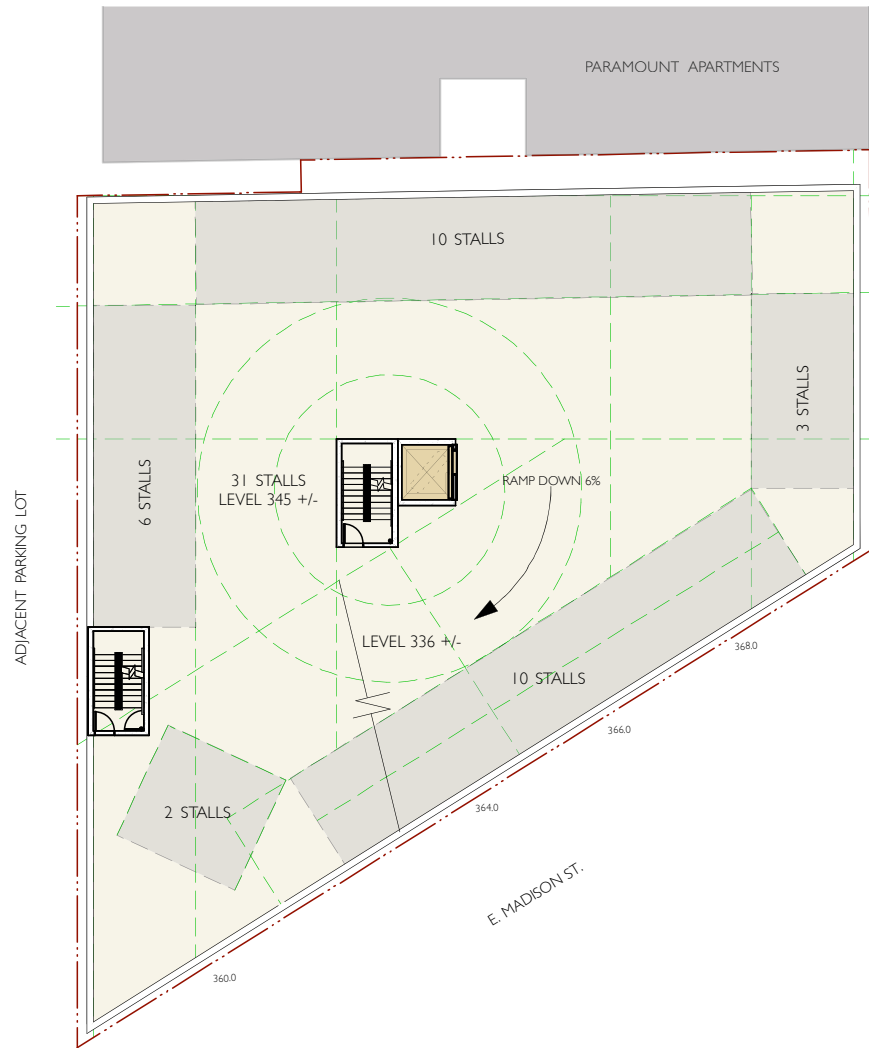
- Building does not reference P/P traditional mercantile architecture
- Partially blank west façade highly visible for near future.



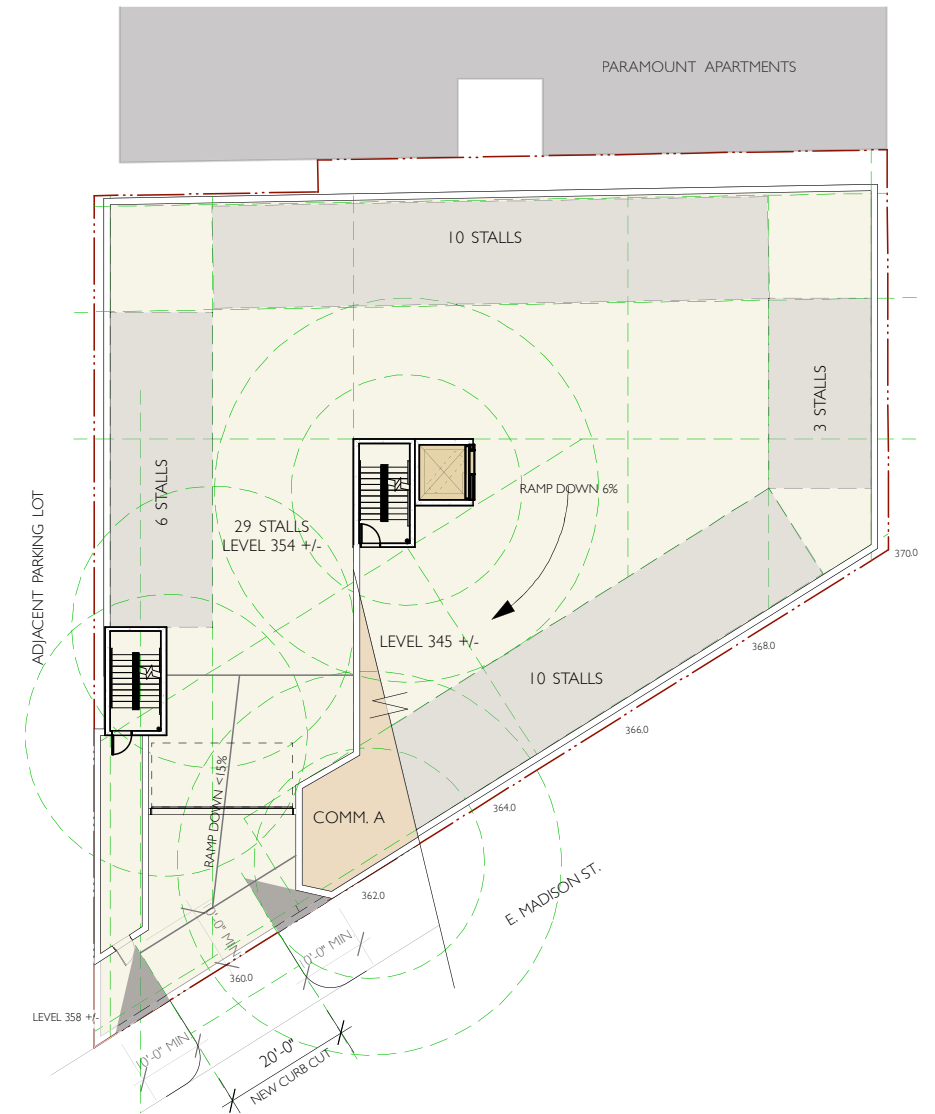
Option Three: 3-D Massing Models | 19



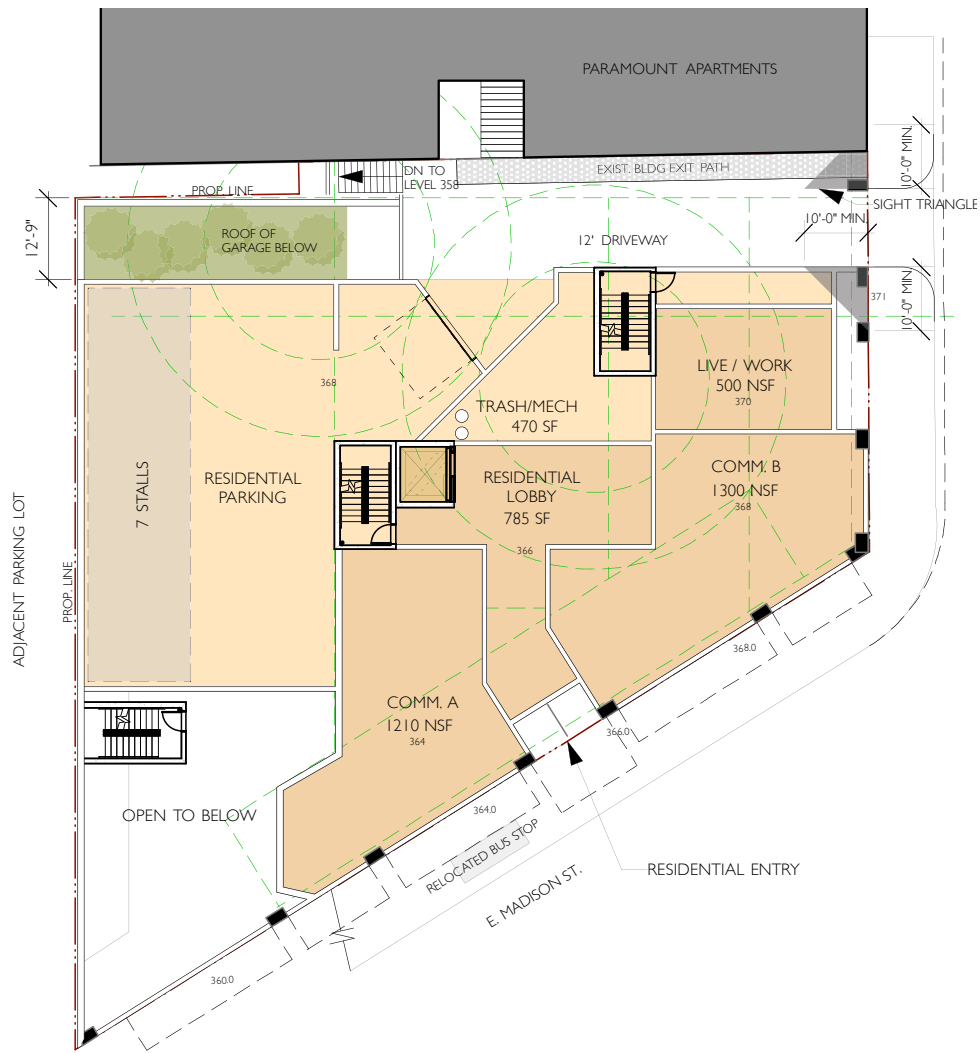
P-3 Floor Plan



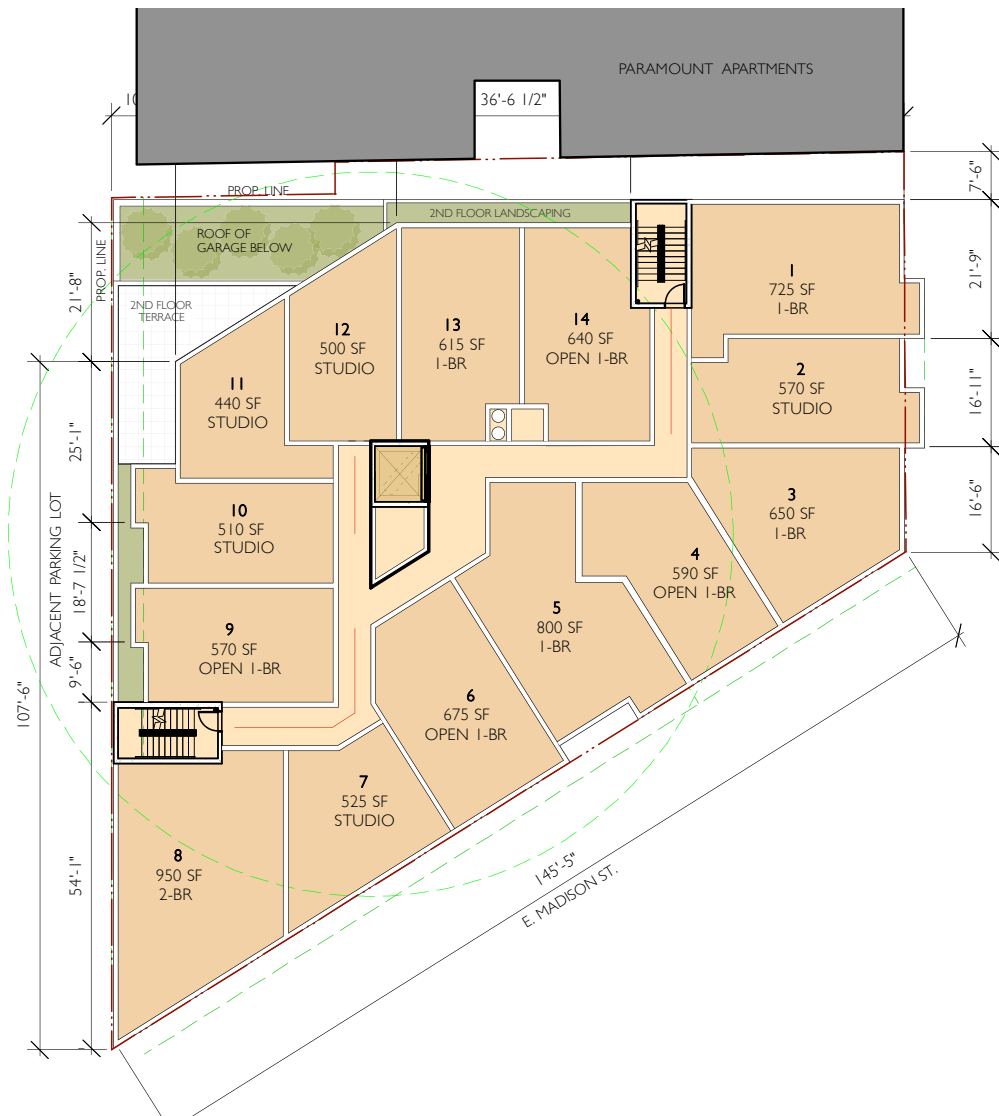
P-2 Floor Plan



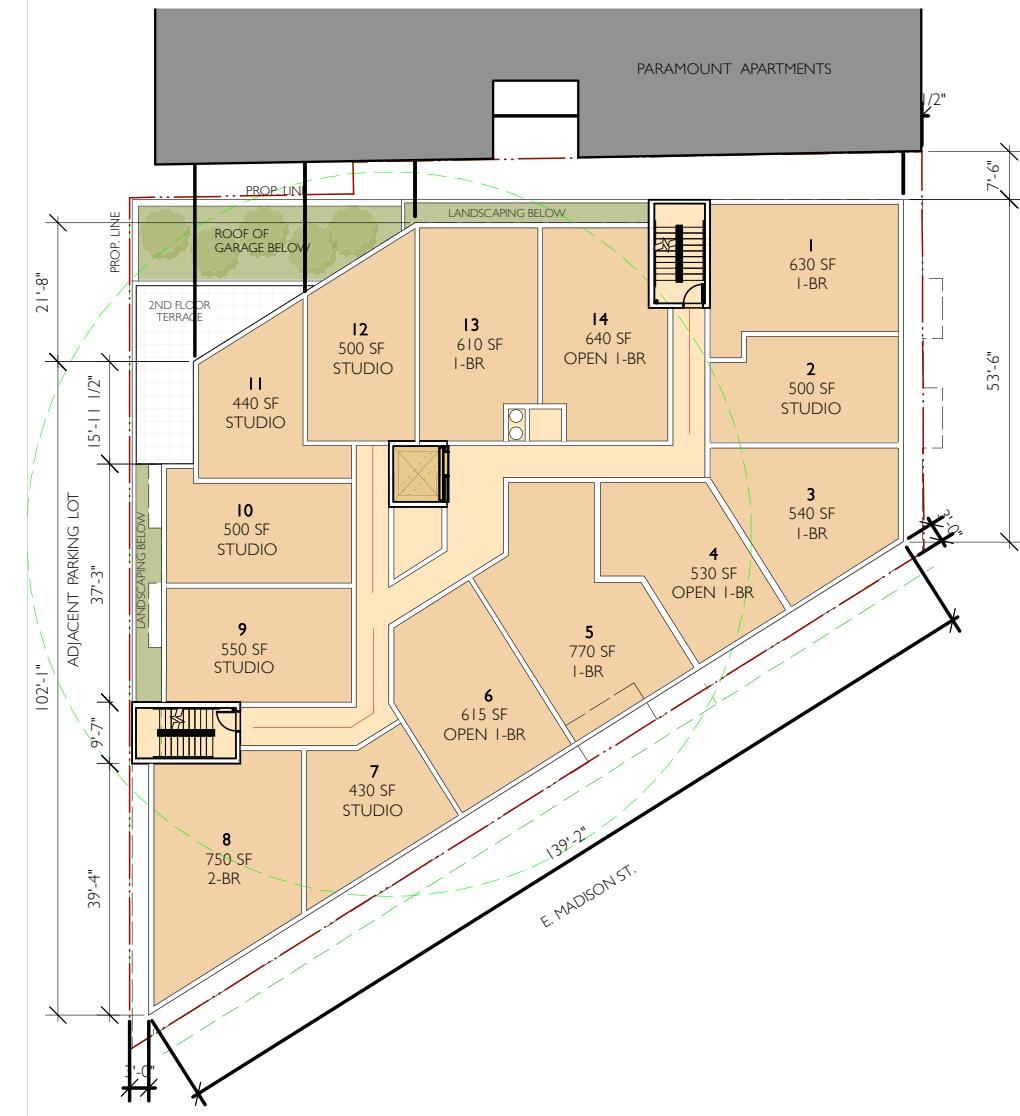
P-1 Floor Plan



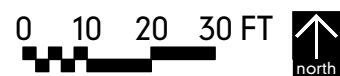
Ground Floor Plan

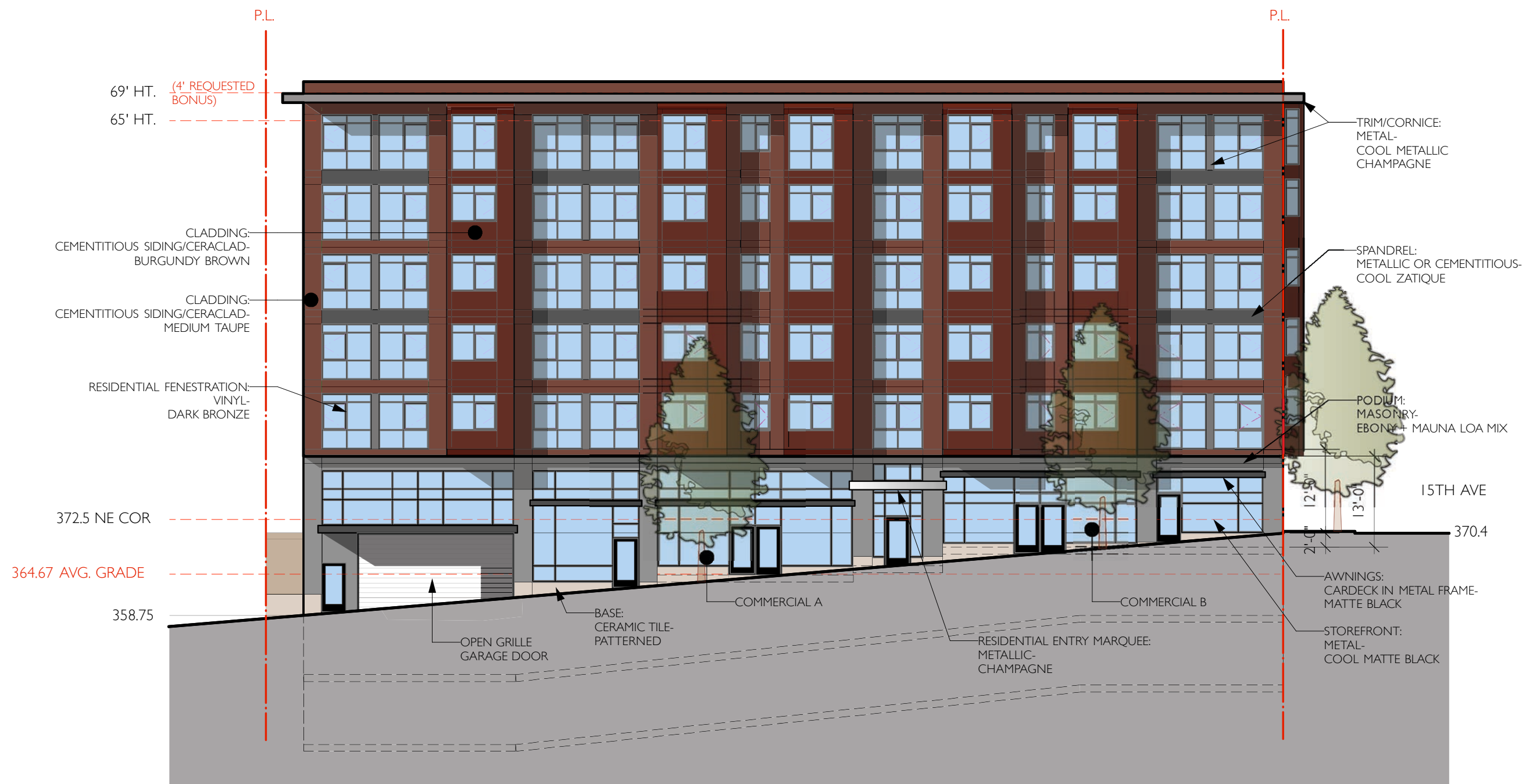


Typical Residential Floor Plan (2-4)

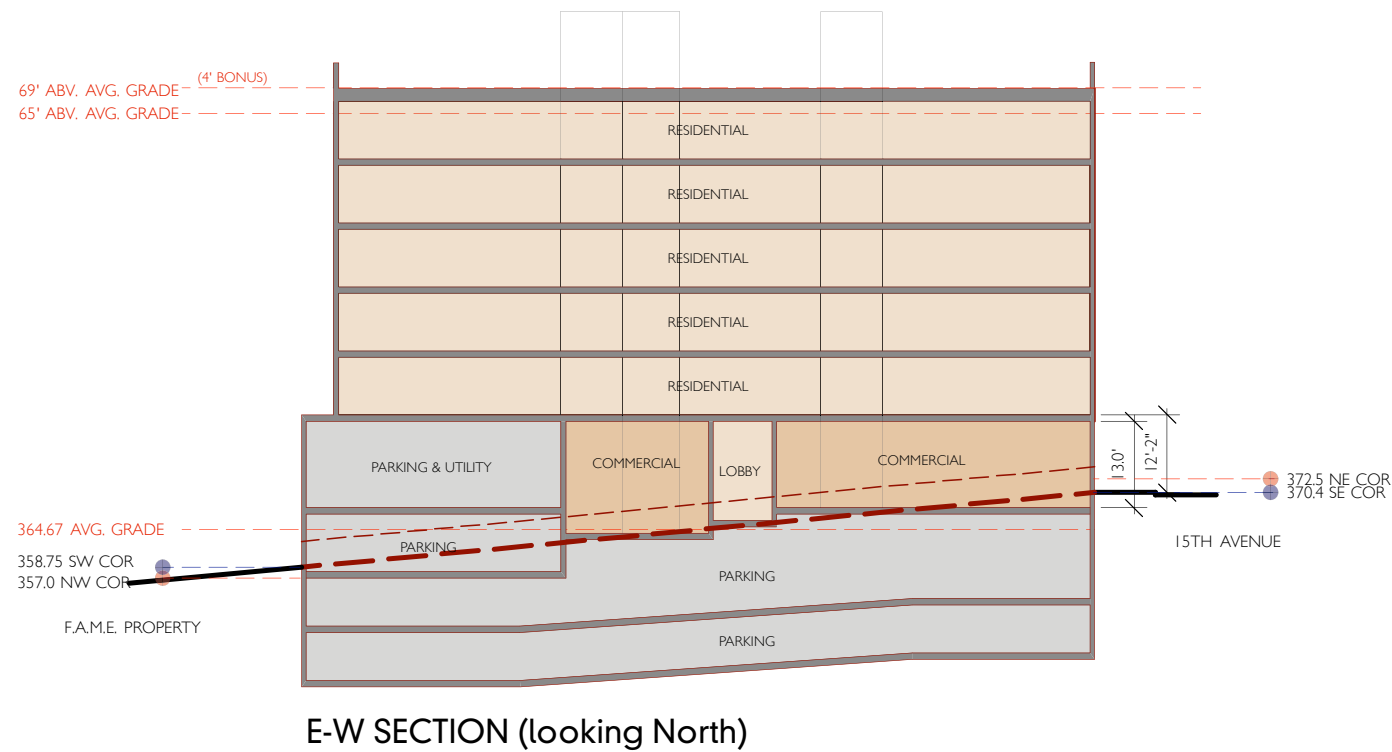
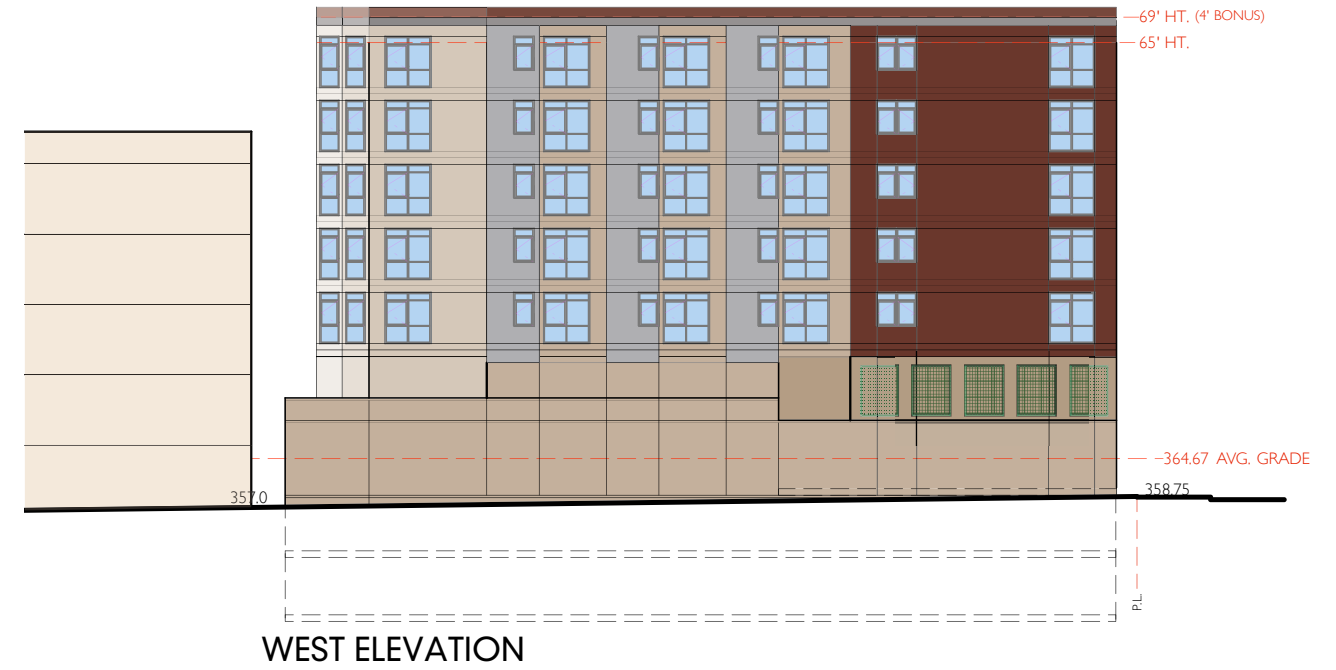
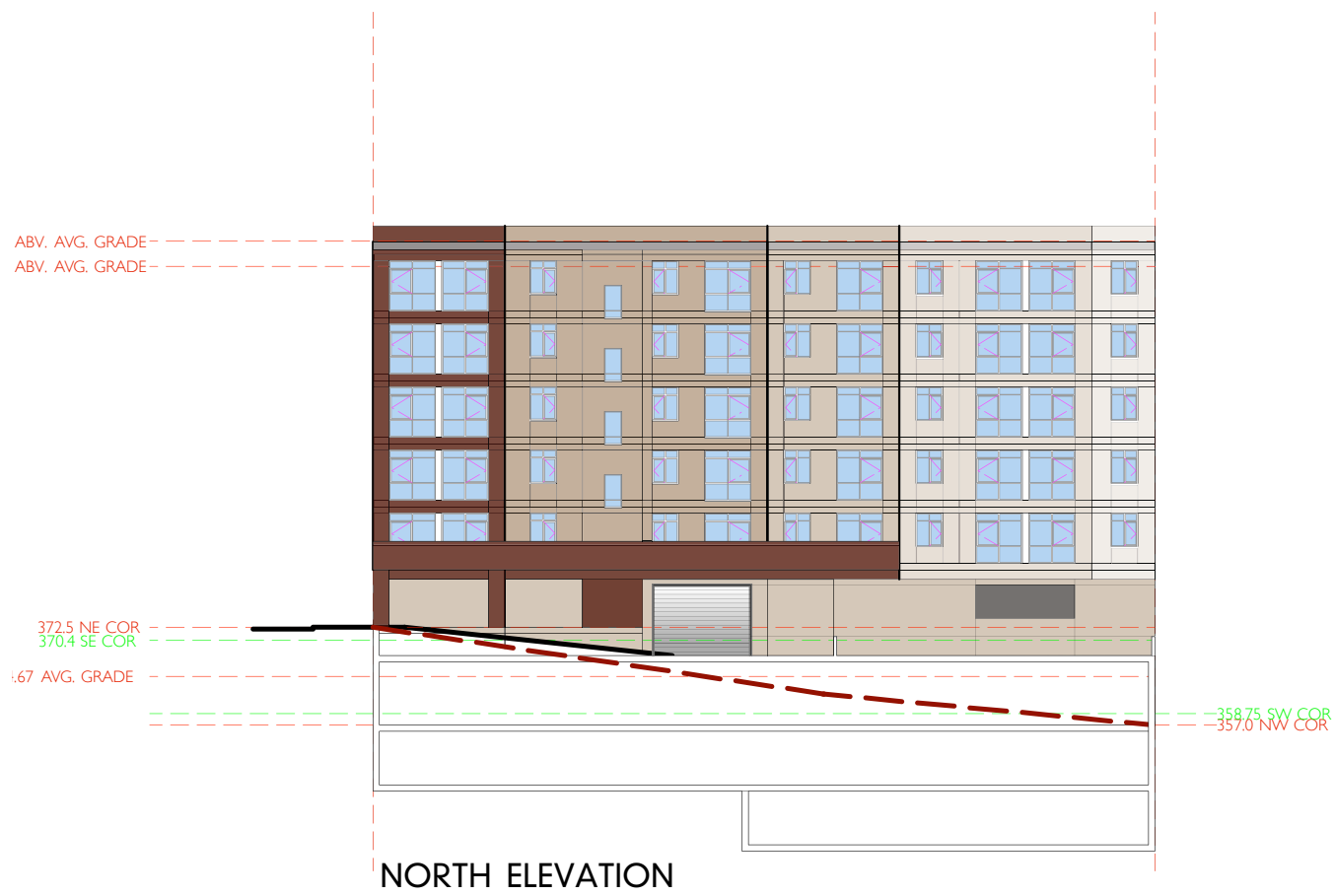


Typical Residential Floor Plan (5-6)





22 | Option One- Preferred: Schematic South Elevation @ E. Madison St. (Scale 1/16" = 1'-0")



Option One- Preferred: Schematic Elevations and Section (Scale 1"=30') 23

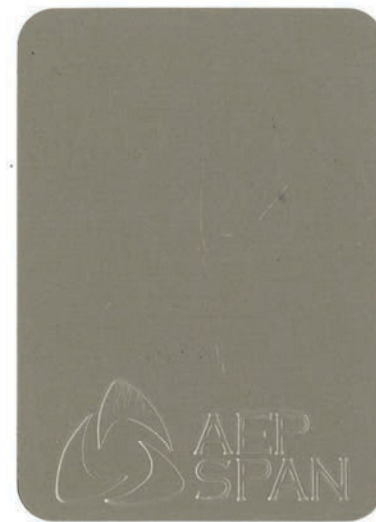
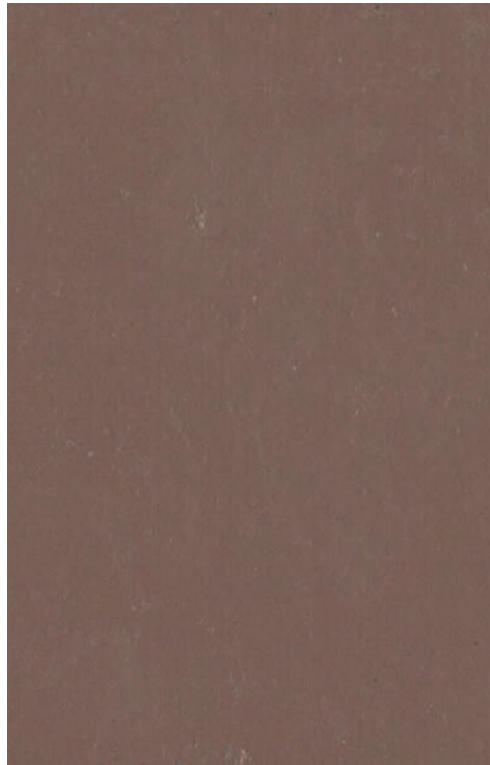
1420 E MADISON APARTMENTS

Seattle DPD # 3013776

EARLY DESIGN GUIDANCE MAY 28 2014

THE METROPOLITAN
COMPANIES, INC.

JOHNSON
ARCHITECTURE
& PLANNING LLC



AEP Span - Cool Metallic Champagne

AEP Span - Cool Zatique II

Ceraclad - Medium Taupe

Ceraclad - Burgundy Brown

Ceraclad Cast Stripe Texture Sample



Mutual Materials - Ebony



Mutual Materials - Mauna Loa



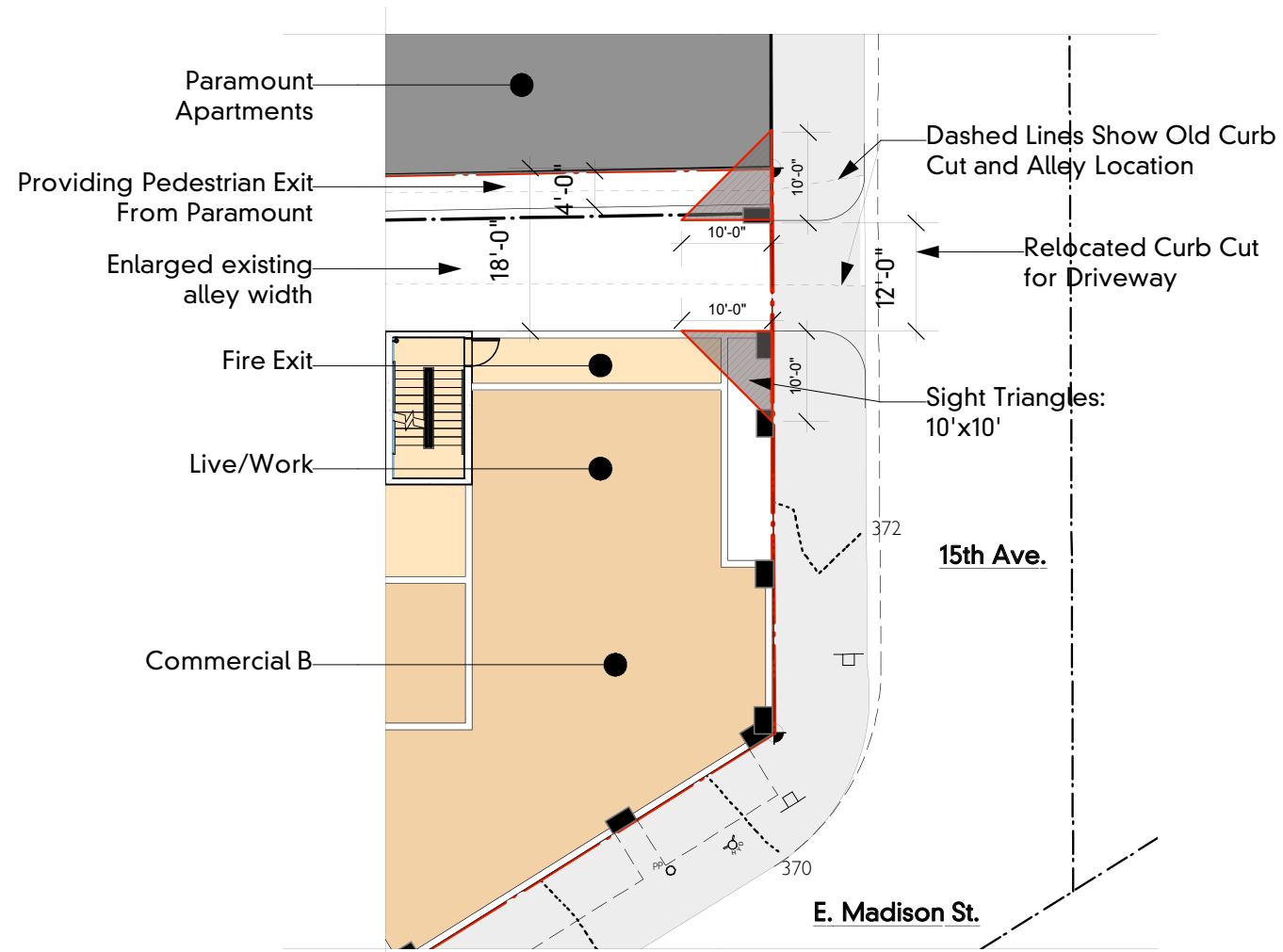
Pike/Pine area Storefronts in Matte Black



Steel Framed Awning with Cardecking Infill

Departure 1. Sight Triangles per SMC 23.54.030.G:

Due to the presence of the Paramount Apartments directly on the north property line, and the geometry of the site, we believe that use of visual and sound signals for autos exiting the parking garage will provide a safer pedestrian environment. We request a departure from the strict application of the site triangle requirement for the service and parking entrance off 15th Ave.



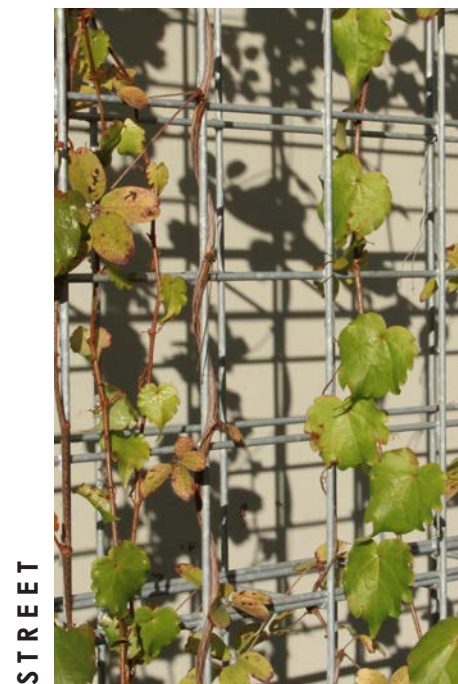
North-East Corner Partial Plan- Sight Triangle

Departure 2. Reduced Ceiling Height:

SMC 23.73.014A permits DPD the discretion to allow an additional 4' of structure height in the NC-3 65' zone under certain conditions. One of the conditions is that the floor-to-ceiling height for ground floor be 13' or greater. The proposed design can meet (and greatly exceed in some cases) this requirement. However, due to the slope of the site (13.75' from NE down to the SW), providing a 13' floor-to-ceiling height at a small portion of the Commercial B space on 15th Avenue would place the floor level of approximately 500sf of area 2' below grade. We will make this area accessible by ADA access. In order to provide an at-grade entry for this space, we request a departure from the 13' floor-to-ceiling requirement, providing an 11' floor-to-ceiling height in this specific space.



East Facade Partial Elevation- Reduced Ceiling Height @ Live/Work

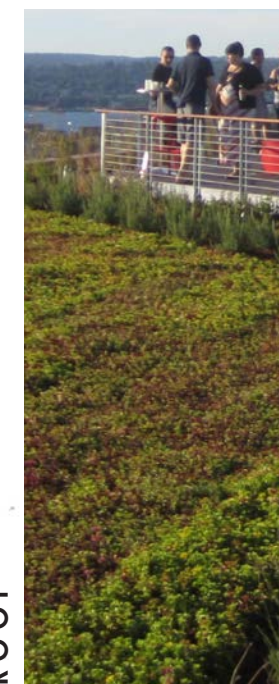


STREET

Vertical Green



Street Trees

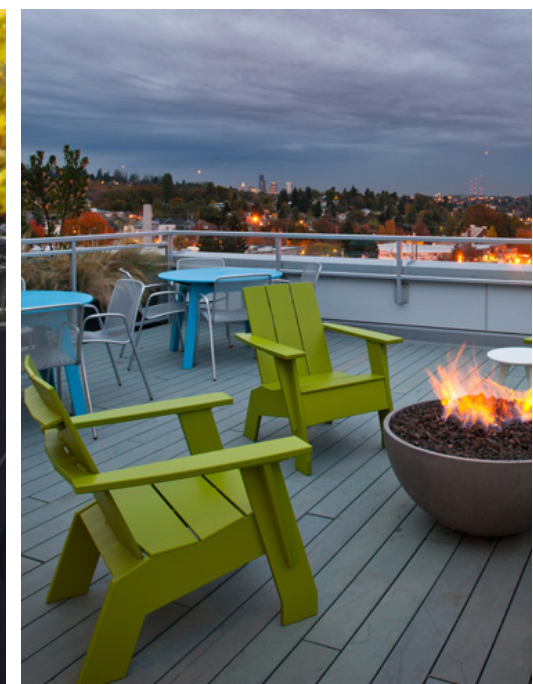


ROOF

Green Roof



Planters in pebbles



Fire pit

26 | Karen Kiest | Landscape Architect: Streetscape + Roof

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



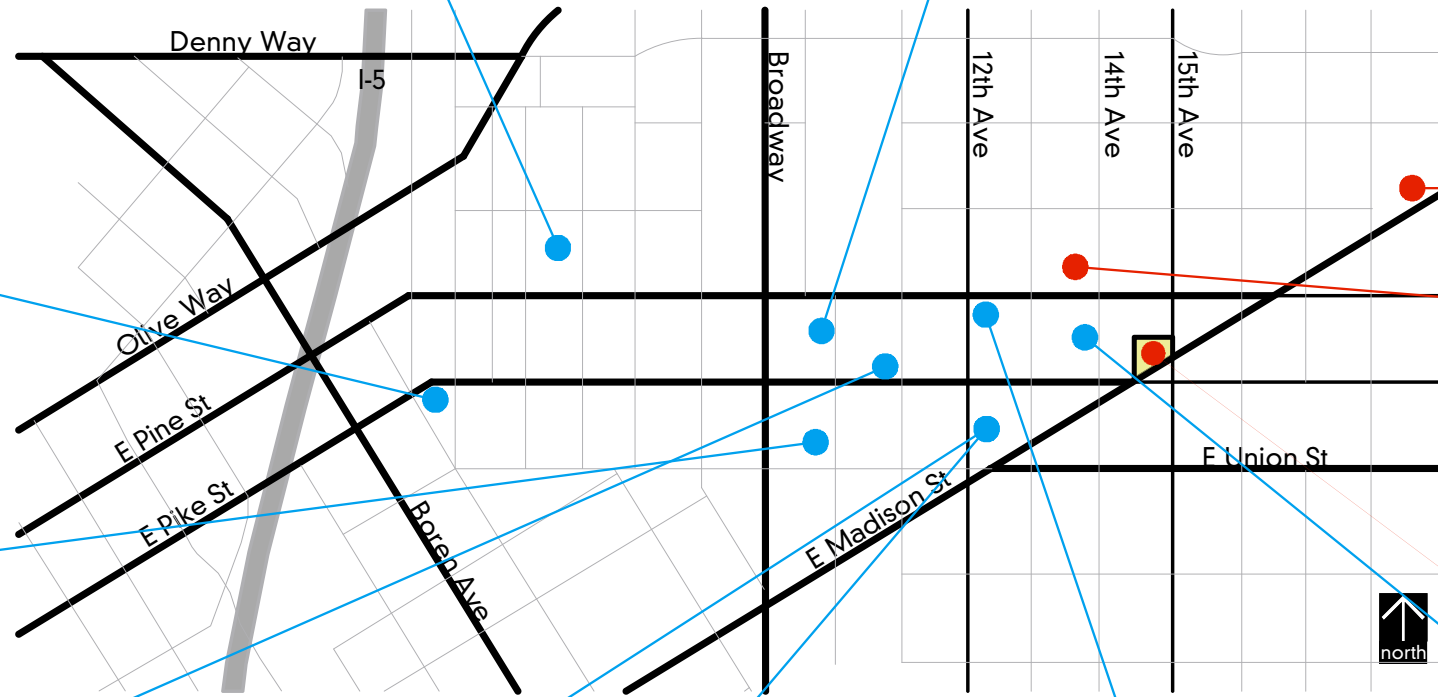
Oddfellows Renovations



19th Avenue Lofts



Pike Lofts



Metropolitan Companies, Inc. Projects

Lawrence Lofts

Collins on Pine

Project Site: 1420 E. Madison St.



10th & Union- Under Construction



Monique Lofts



12th & Madison: Trace North



12th & Madison: Trace Lofts



Packard Building



REO Flats - Under Construction

1420 E MADISON APARTMENTS

Seattle DPD # 3013776

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