

MADISON APARTMENTS

DPD PROJECT # 3015490
EARLY DESIGN GUIDANCE
JUNE 25TH, 2014

PROJECT GOALS

1. Successfully develop a challenging site that is a missing tooth in the urban fabric.
2. Provide housing and commercial opportunities that are scaled to the local housing needs and businesses.
3. Develop a high quality building that is authentic to its time and is responsive to its context.



PROJECT LOCATION
2305 E. MADISON
STREET



NEIMAN TABER

ARCHITECTURE FOR THE NORTHWEST

1421 34TH AVENUE, SUITE 100

SEATTLE, WA 98122

(206) 760-5550

www.neimantaber.com

PROJECT DESCRIPTION

PROJECT INFORMATION

OWNER: HUP, LLC.

SITE ADDRESS: 2305 E. MADISON STREET

PARCEL NUMBER: 1407300070

APPLICANT: NEIMAN TABER ARCHITECTS

1421 34TH AVENUE, SUITE 100
SEATTLE, WA 98122
(206) 760-5550

CONTACT: DAVID NEIMAN
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DEVELOPMENT POTENTIAL ANALYSIS

LOT AREA: 10,088 GSF

ALLOWABLE FAR: 3.25

DEVELOPMENT POTENTIAL: 33,786 GSF

DEVELOPMENT OBJECTIVES

This application proposes the development of a 34,000 s.f. mixed use structure with 54 apartments, 3,195 s.f. of retail space, and 11 enclosed parking spaces on an existing vacant parcel.

EXISTING SITE CONDITIONS

The existing site is located on the eastern edge of Capitol Hill on parcel number 1407300070. The site is a 10,088 SF lot that is currently vacant. The existing grade follows the slope of E. Madison Street, which drops 13 feet from 23rd Avenue to the eastern property line.

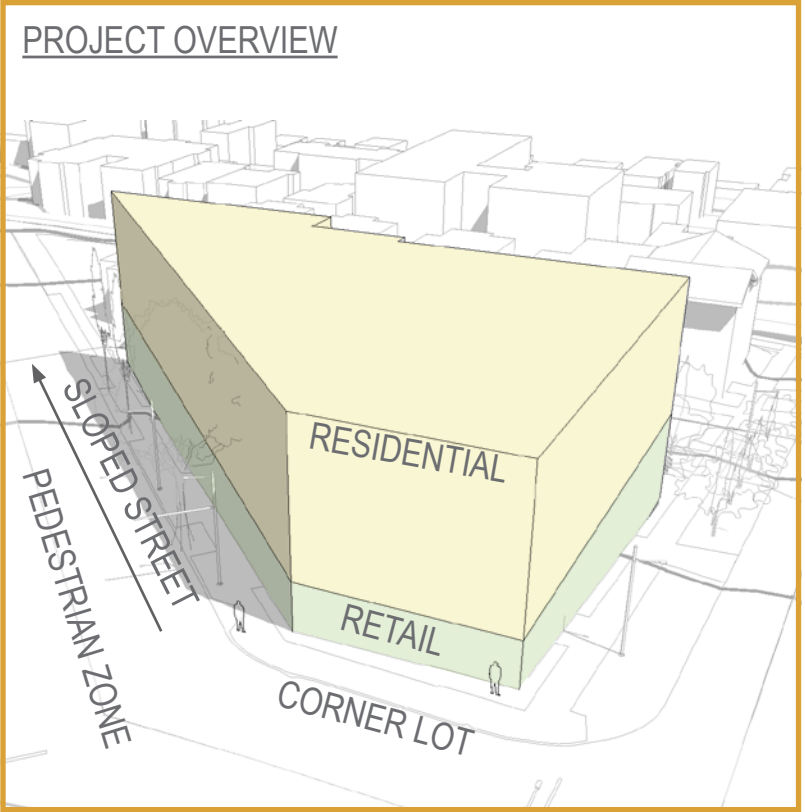
ZONING + OVERLAY DESIGNATIONS

The site and its immediately adjacent blocks are zoned NC2P-40. It sits near the eastern edge of the Madison-Miller Residential Urban Village. The commercial and transit corridor along E. Madison Street runs along the northern edge of the site.

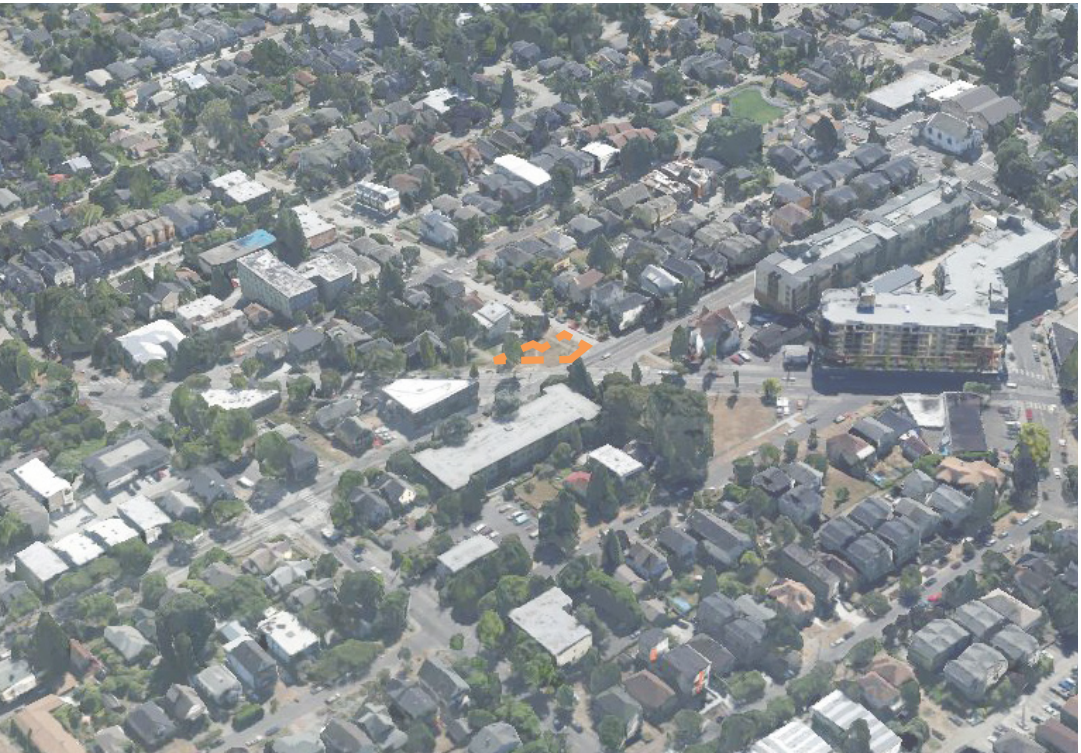
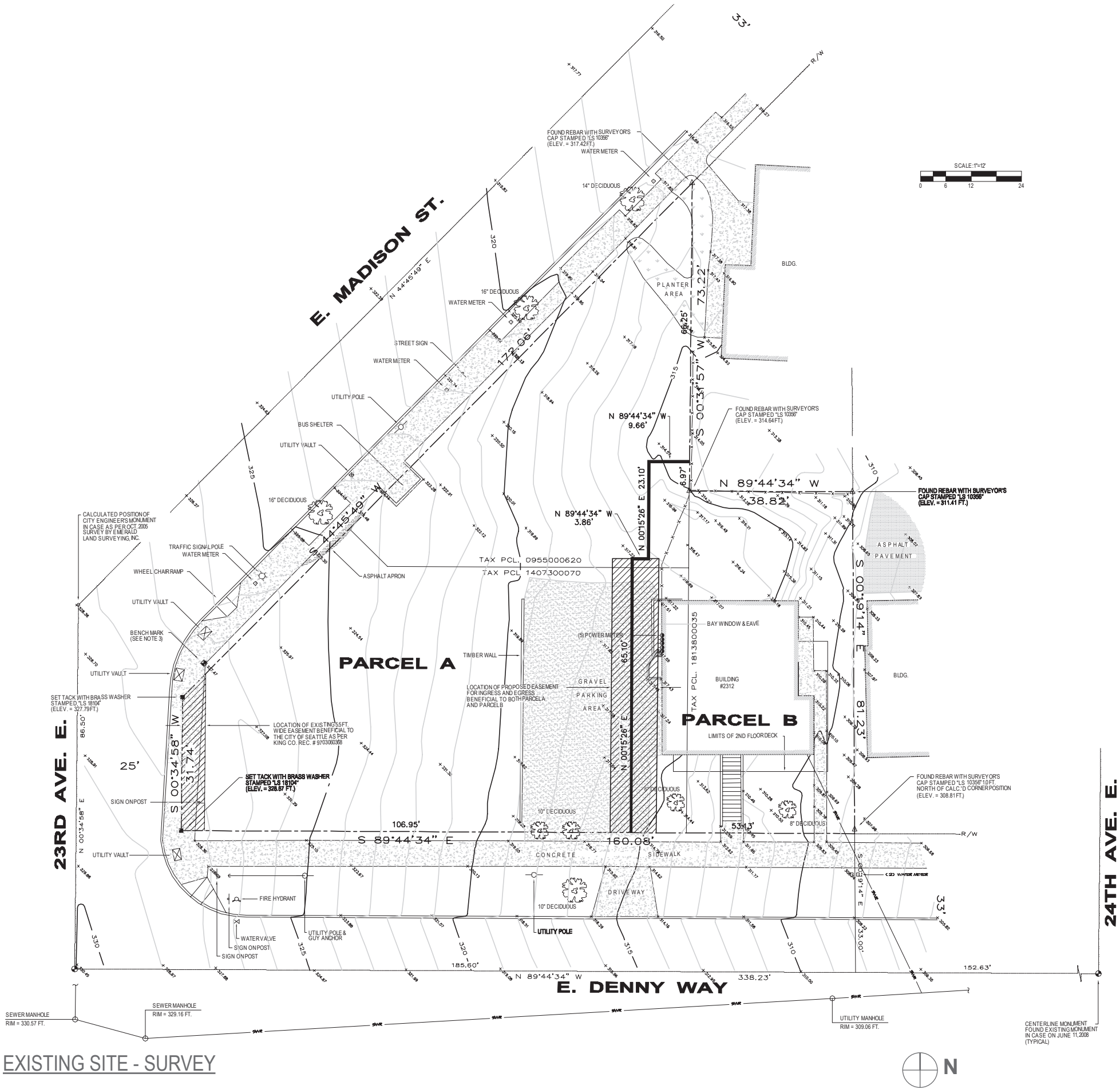
NEIGHBORING DEVELOPMENT

This area of Capitol Hill slopes down towards the east, providing views of the Cascade Mountains. The neighboring developments in this area include a mix of multi-family and single-family residences, some retail and mixed use buildings along E. Madison Street, and a few institutional uses, including churches and schools. There exist 2-3 story single family homes and apartments along the E. Denny Way. Higher rise developments occur along E. Madison Street.

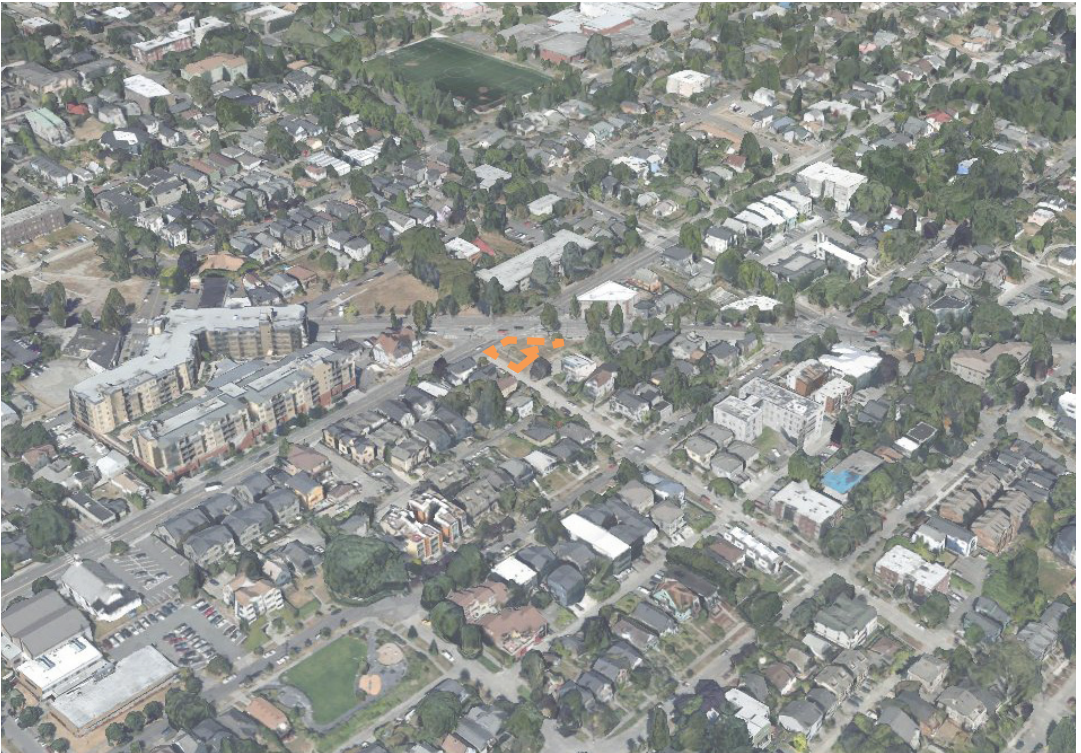
PROJECT OVERVIEW



PROJECT DATA



9-BLOCK AXONOMETRIC LOOKING SW



9-BLOCK AXONOMETRIC LOOKING NW

STREET ELEVATIONS

24TH AVENUE

23RD AVENUE



E. MADISON STREET (NORTHERN SIDE)

E. MADISON STREET

E. DENNY WAY



23RD AVENUE (WESTERN SIDE)

STREET ELEVATIONS

23RD AVENUE



E. DENNY WAY (SOUTHERN SIDE)



EXISTING BUILDINGS ACROSS 23RD AVENUE

E. MADISON STREET



EXISTING BUILDINGS TO EAST

E. DENNY WAY

ZONING CODE ANALYSIS

PARCEL #:	1407300070
ZONING DESIGNATION:	NC2P40
OVERLAY:	Madison-Miller Residential Urban Village
LOT AREA:	10,088 SF

CODE SUMMARY

23.47A.004.G2 STREET LEVEL USES

Live/Work not allowed more than 20% of facade.

23.47A.005.C2 STREET LEVEL USES

Max 20% of façade facing P street or Arterial can be residential use.

23.47A.008A and B STREET LEVEL DEVELOPMENT STANDARDS

Blank facades max. 20’ long. Transparency between 2’-8’ = 60% min.

23.47A.008.B3a NON-RESIDENTIAL DEPTH

30’ average, 15’ minimum required.

23.47A.012.A-C HEIGHT LIMITS

NC240 Urban Village: 40’ above average grade

Height increases allowed:

- +4 feet added to height limit for 13’ hright at commercial level
- +4 feet above limit for open railings, planters, skylights, clerestories, greenhouses not dedicated to food production, parapets and firewalls on the roofs
- +16 feet above limit for stair and elevator penthouses

23.47A.013 FAR LIMITS

FAR limited to 3.25 for Mixed-Use development within Urban Villages.

23.47A.014 SETBACK REQUIREMENTS

For a structure containing a residential use, a setback is required along any side or rear lot line that abuts a lot in a residential zone or that is across an alley from a lot in a residential zone, as follows:

- Fifteen feet for portions of structures above 13 feet in height to a maximum of 40 feet; and
- For each portion of a structure above 40 feet in height, additional setback at the rate of 2 feet of setback for every 10 feet by which the height of such portion exceeds 40 feet (Exhibit C for 23.47A.014).

Decks with open railings may extend into the required setback, but are not permitted within five (5) feet of a lot in a residential zone. Exception for decks that are accessory to residential uses and are no more than eighteen (18) inches above existing or finished grade, whichever is lower, which are permitted within five (5) feet of a lot in a residential zone.

Eaves, cornices and gutters projecting no more than eighteen (18) inches from the structure facade are permitted in required setbacks.

23.47A.016 GREEN FACTOR/STREET TREES

0.3 Minimum. Some green roof is typical. Street trees are required to be added. Existing street trees shall be retained unless SDOT approves removal.

23.47A.022 LIGHT AND GLARE STANDARDS

Exterior lighting on poles is permitted up to a maximum height of thirty (30) feet from finished grade. In zones with a forty (40) foot or greater height limit, exterior lighting on poles is permitted up to a height of forty (40) feet from finished grade, provided that the ratio of watts to area is at least twenty (20) percent below the maximum exterior lighting level permitted by the Energy Code.

23.47A.024 AMENITY AREAS

5% of GFA (1770 sf). Common amenity areas shall have a minimum horizontal dimension of 10 feet, and no common amenity area shall be less than 250 square feet in size. Roof deck is typical.

23.54.015 PARKING REQUIREMENTS

No minimum requirements for residential uses in commercial and multifamily zones within urban villages.

Parking waived for first 5,000 square feet of each business establishment in a NC2 Pedestrian Designated Zone.

1 Bicycle parking space per 4 units.

23.54.030 PARKING SPACE STANDARDS

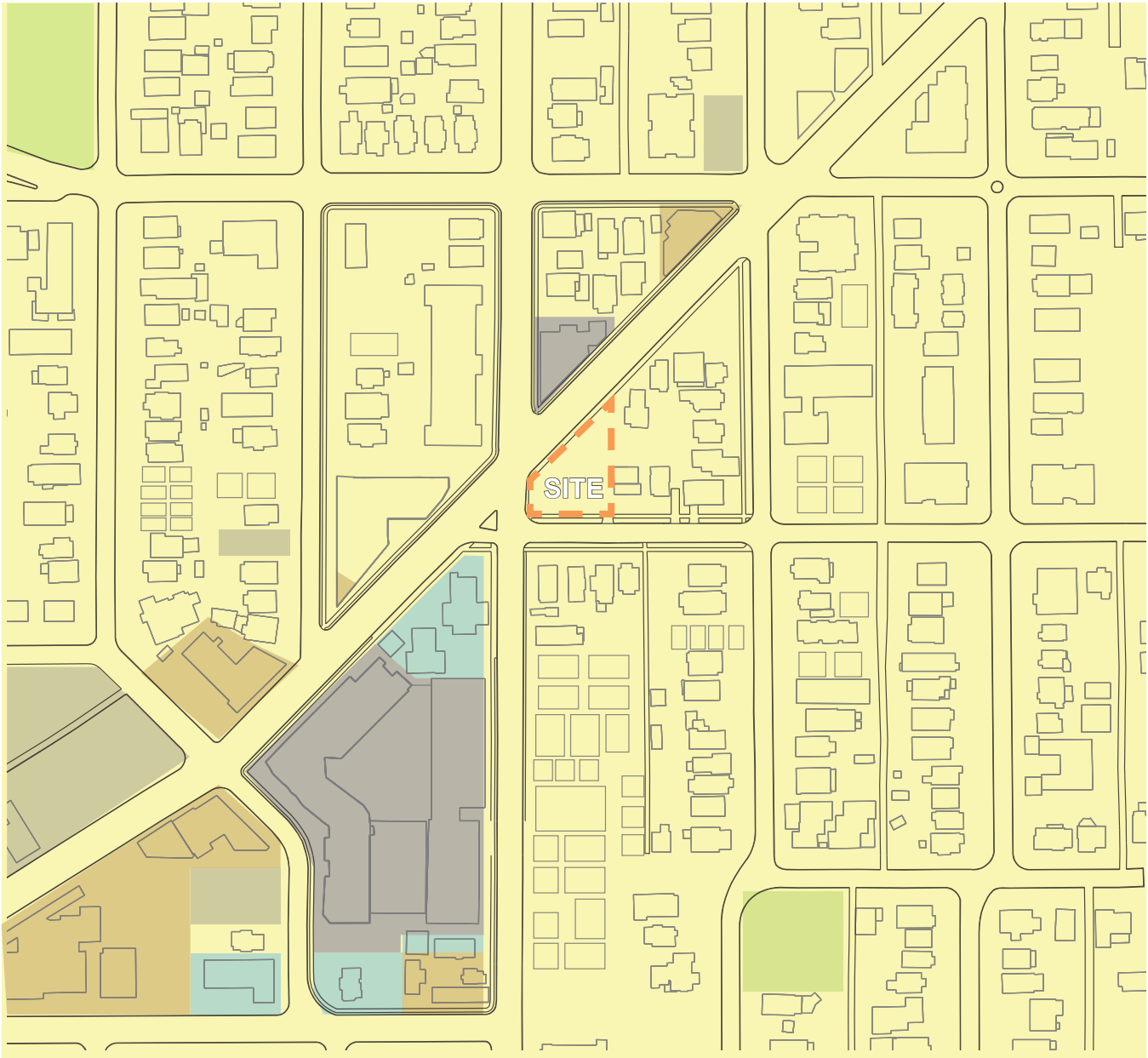
Non required parking is exempt. Sight triangle is required on exit side for two way driveways or easements 22 feet wide or more.

23.54.040 SOLID WASTE + RECYCLABLE MATERIALS STORAGE + ACCESS

For 51-100 dwelling units : 375 square feet plus 4 square feet for each additional unit above 50.

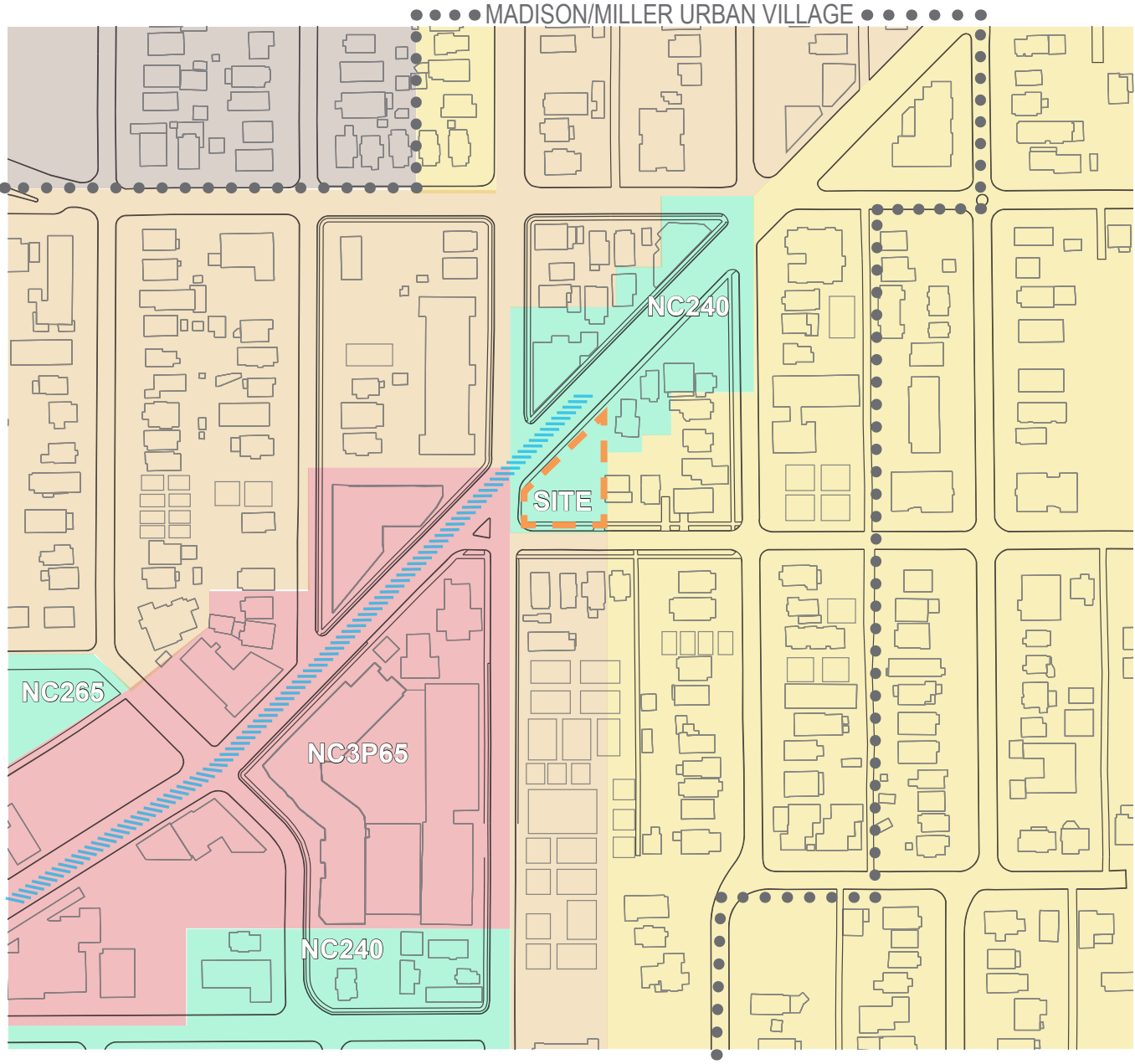
For 0 - 5,000 square feet non-residential: 82 square feet.

ZONING + VICINITY MAP



USES

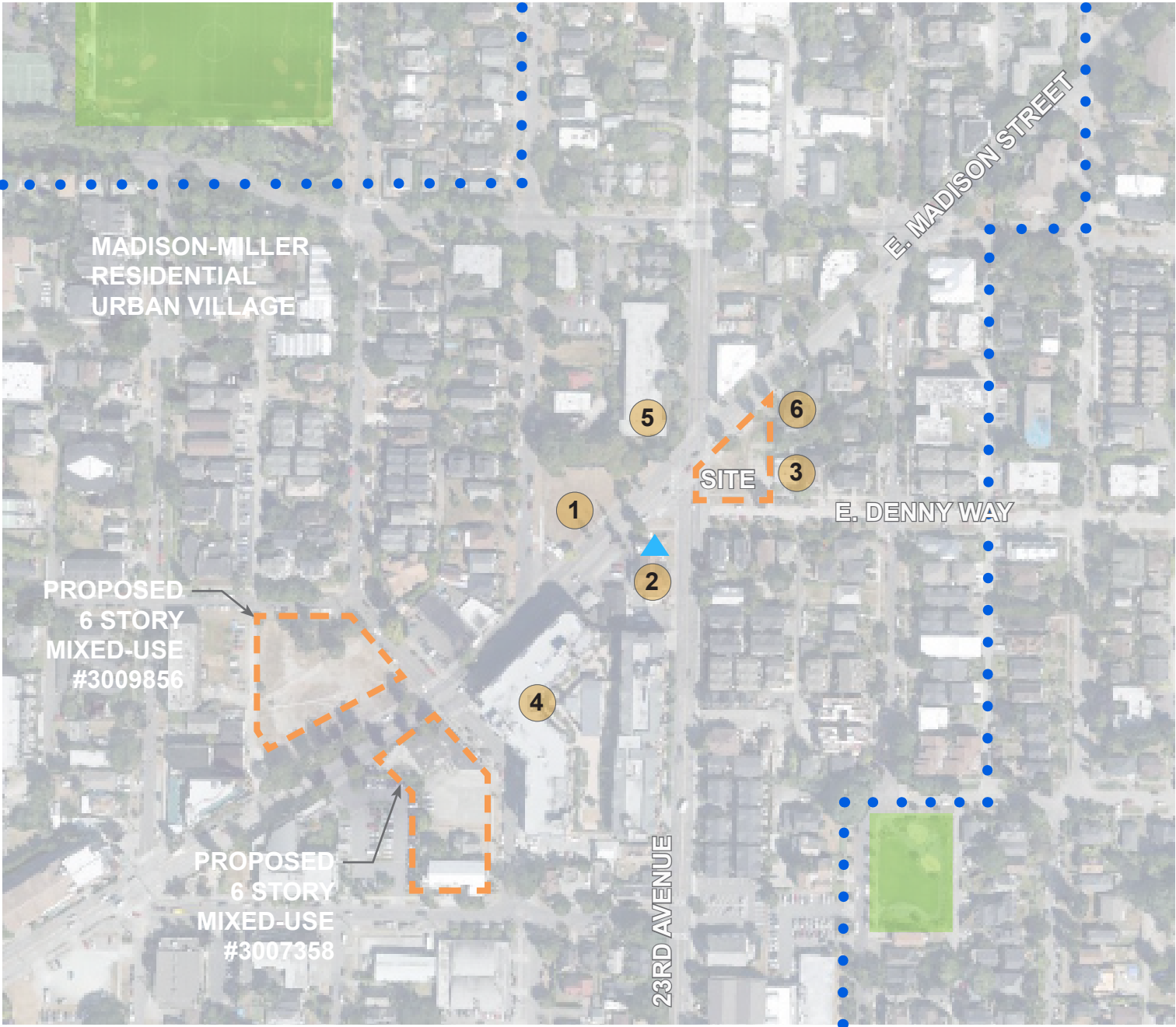
- | | |
|---------------|------------|
| RESIDENTIAL | OPEN SPACE |
| COMMERCIAL | MIXED USE |
| INSTITUTIONAL | VACANT |



ZONING

- | | |
|------------------------|-----------------|
| URBAN VILLAGE BOUNDARY | PEDESTRIAN ZONE |
| NC2-40 | LR3 |
| NC3-65 | LR2 |
| | SF 5000 |

SITE CONTEXT



ADJACENT USES

This site is located on the corner of the retail and transit corridors of East Madison Street and 23rd Avenue East. The nearby area includes residential neighborhood of single family homes, apartments, and commercial buildings. Adjacent institutions include the AEGIS Senior and Memory Care Facility, Washington Park Arboretum, Madison Temple, and the Miller Community Center.

- • • URBAN VILLAGE BOUNDARY
- ▤ ▤ ▤ PROPOSED DEVELOPMENT
- PARK
- ▲ LANDMARK



1 AEGIS SENIOR HOUSING



2 MADISON TEMPLE



3 APARTMENT (EAST ON DENNY)



4 MIXED USE



5 APARTMENT (NW ON 23RD)



6 CRUSH (EAST ON MADISON)

SITE CONTEXT - CONSTRAINTS



LIMITED ACCESS TO SITE DUE TO TRAFFIC AND TURNING RESTRICTIONS AT MADISON AND 23RD INTERSECTION



AREA OF COMMERCIAL OR RETAIL ACTIVITY



INTERSECTION NOT PEDESTRIAN FRIENDLY



EXTENT OF PEDESTRIAN ZONE



STEEP SLOPE MAKING ENTRY TO COMMERCIAL DIFFICULT TO MANAGE

CONSTRAINTS

- Pedestrian Zone Designation creates unrealistic design of commercial spaces unsuited for the area
- Accommodate space for overflow and queued transit patrons at bus stop



23RD AND MADISON INTERSECTION

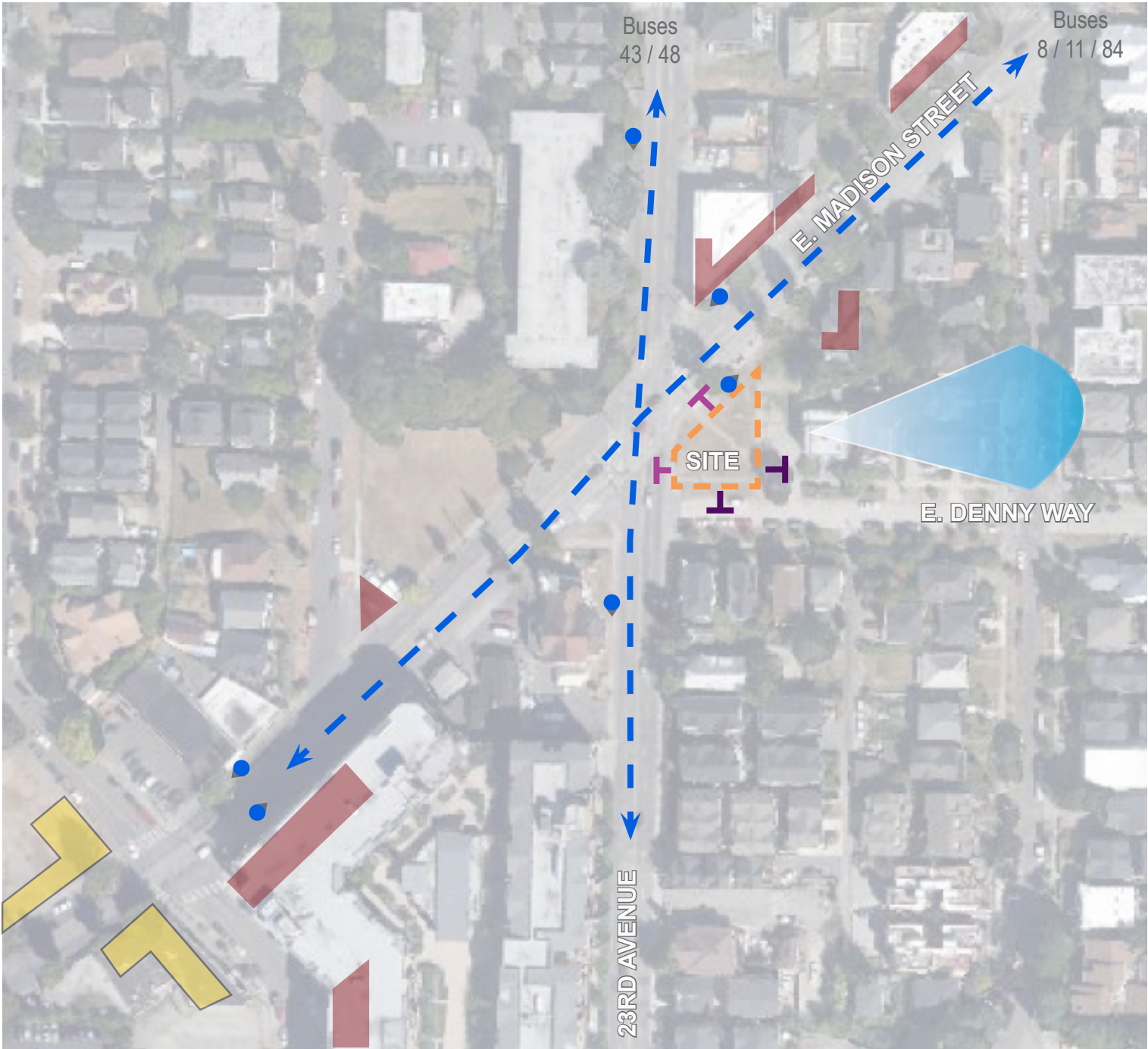


STEEP SLOPE ALONG MADISON



LITTLE COMMERCIAL ACTIVITY

SITE CONTEXT - OPPORTUNITIES



- METRO BUS STOP
- METRO BUS ROUTE
- EXISTING RETAIL FRONTAGE
- FUTURE RETAIL FRONTAGE
- VIEW TO CASCADES
- RESIDENTIAL CONTEXT
- COMMERCIAL CONTEXT

OPPORTUNITIES

- The existing lot is currently vacant. Development of this site supports a diversity of housing opportunities in a high-demand urban area and activates a prominent corner of busy transit corridor.
- The current commercial development of East Madison Street to the east of the site is made up of small scale businesses that stretch to Madison Valley. There is an opportunity for the proposed building to stitch this pattern to the large scale businesses like Safeway and Trader Joe's to the west of the site.
- An existing bus stop on the north edge of the property provides an opportunity to engage transit patrons and create an interesting place for waiting.
- The existing slope towards Lake Washington to the east will allow residents views of the Cascades.



VIEW FROM SITE



RESIDENTIAL CONTEXT



POTENTIAL PEDESTRIAN ZONE

DESIGN PRIORITIES - 2013 GUIDELINES

CS1 Natural Systems and Site Features

A. ENERGY USE

- 1. Energy Choices: At the earliest phase of project development, examine how energy choices may influence building form, siting, and orientation, and factor in the findings when making siting and design decisions.

B. SUNLIGHT AND NATURAL VENTILATION

- 1. Sun and Wind: Take advantage of solar exposure and natural ventilation available onsite where possible. Use local wind patterns and solar gain as a means of reducing the need for mechanical ventilation and heating where possible.
- 2. Daylight and Shading: Maximize daylight for interior and exterior spaces and minimize shading on adjacent sites through the placement and/or design of structures on the site.
- 3. Managing Solar Gain: Manage direct sunlight

C. TOPOGRAPHY

- 1. Land Form: Use the natural topography and/or other desirable land forms or features to inform the project design.
- 2. Elevation Changes: Use the existing site topography when locating structures and open spaces on the site. Consider “stepping up or down” hillsides to accommodate significant changes in elevation.

CS2 Urban Pattern and Form

B. ADJACENT SITES, STREETS, AND OPEN SPACES

- 1. Site Characteristics: Allow characteristics of sites to inform the design, especially where the street grid and topography create unusually shaped lots that can add distinction to the building massing.
- 2. Connection to the Street: Identify opportunities for the project to make a strong connection to the street and the public realm.

C. RELATIONSHIP TO THE BLOCK

- 1. Corner Sites: Corner sites can serve as gateways or focal points; both require careful detailing. Consider using a corner to provide extra space for pedestrians and a generous entry, or build out to the corner to provide a strong urban edge to the block.

D. HEIGHT, BULK, AND SCALE

- 1. Existing Development and Zoning: Review the height, bulk, and scale of neighboring buildings as well as the scale of development anticipated by zoning for the area to determine an appropriate complement and/or transition.

CS3 Architectural Context and Character

A. EMPHASIZE POSITIVE NEIGHBORHOOD ATTRIBUTES

- 2. Contemporary Design: Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.

- 4. Evolving Neighborhoods: Where architectural character is evolving or in transition, explore ways for new development to establish a positive and desirable context for others to build upon in the future.

PL1 Connectivity

B. WALKWAYS AND CONNECTIONS

- 3. Pedestrian Amenities: Opportunities for creating lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction with the site and building should be considered. Visible entry.

PL2 Walkability

A. ACCESSIBILITY

- 1. Access for All: Provide access for people of all abilities in a manner that is fully integrated into the project design. Design entries and other primary access points such that all visitors can be greeted and welcomed through the front door. Refrain from creating separate “back door” entrances.

B. SAFETY AND SECURITY

- 1. Eyes on the Street: Create a safe environment by providing lines of sight and encouraging natural surveillance through strategic placement of doors, windows, balconies and street-level uses.
- 3. Street-Level Transparency: Ensure transparency of street-level uses (for uses such as nonresidential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along passageways. Use semi-transparent screening.

PL3 Street-Level Interaction

A. ENTRIES

- 1. Design Objectives: Design primary entries to be obvious, identifiable, and distinctive with clear lines of sight and lobbies visually connected to the street. Scale and detail them to function well for their anticipated use and also to fit with the building of which they are a part, differentiating residential and commercial entries.
- B. Commercial entries should include adequate space for patrons to enter and exit simultaneously, preferably under cover from weather.
- C. Common entries to multi-story residential buildings need to provide privacy and security for residents but also be welcoming and identifiable to visitors. Design features emphasizing the entry as a semi-private space are recommended.

C. RETAIL EDGES

- 1. Porous Edge: Engage passersby with opportunities to interact visually with the building interior using glazing and transparency, multiple entries where possible, and physical/visual connections with sidewalk activity.

PL4 Active Transportation

C. PLANNING AHEAD FOR TRANSIT

- 2. On-site Transit Stops: If a transit stop is located onsite, design project related pedestrian improvements and amenities so that they complement (or at least do not conflict with) amenities for transit riders. Consider the proximity of transit queuing to other pedestrian gathering spaces, aiming for enough room to accommodate all users.

DC1 Project Uses and Activities

C. PARKING AND SERVICE USES

- 2. Visual Impacts: Reduce the visual impacts of parking lots, parking structures, entrances, and related signs and equipment as much as possible. Consider breaking large parking lots into smaller lots, and/or provide trees, landscaping or fencing as a screen.
- 4. Service Uses: Locate and design service entries, loading, and trash receptacles away from pedestrian areas or to a less visible portion of the site to reduce possible impacts on building aesthetics and pedestrian circulation.

DC2 Architectural Concept

A. MASSING

- 1. Site Characteristics and Uses: Arrange the mass of the building taking into consideration the characteristics of the site and the proposed use. In addition, special situations such as very large sites, unusually shaped sites, or sites with varied topography may require particular attention to where and how building massing is arranged as they can accentuate mass and height.
- 2. Reducing Perceived Mass: Use secondary architectural elements to reduce the perceived mass of larger projects. Consider creating recesses or indentations in the building envelope; adding balconies, bay windows, porches, canopies or other elements; and/or highlighting building entries.

B. ARCHITECTURAL AND FAÇADE COMPOSITION

- 1. Façade Composition: Design all building facades—including alleys and visible roofs—considering the composition and architectural expression of the building as a whole. Ensure that all facades are attractive and well proportioned through the placement and detailing of all elements.
- 2. Blank Walls: Avoid large blank walls along visible façades.

DC4 Exterior Elements and Finishes

A. BUILDING MATERIALS

- 1. Exterior Finish Materials: Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.
- 2. Climate Appropriateness: Select durable and attractive materials that will age well in Seattle’s climate.

MADISON CORRIDOR ANALYSIS

CORNER BUILDINGS - PROW VS CHAMFER

- Traditional masonry buildings chamfer the corner
- Contemporary buildings use sharp corners that emphasize crisp, planar materials

RELEVANT GUIDELINE PRIORITIES

CS2 Urban Pattern and Form

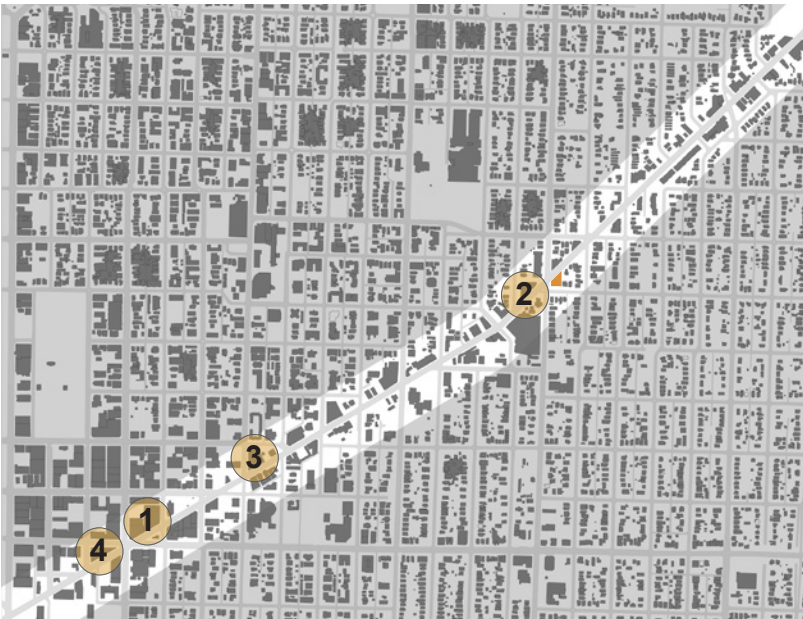
C1. Relationship to the block

- Corner site serves as a focal point, creates a strong urban edge.

DC2 Architectural Concept

A1. Site Characteristics

- Building massing reflects the topography and the shape of the site.



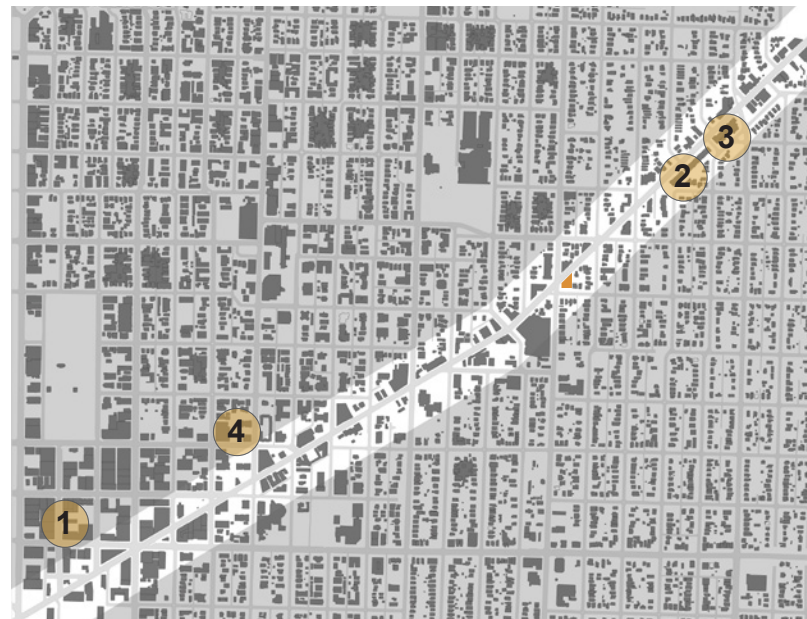
MADISON CORRIDOR ANALYSIS

RETAIL - INDIVIDUAL ENTRIES & CANOPIES

- Multiple Entries, Engage Passerby At The Sidewalk Plane, Adapt To Cross Slope

RELEVANT GUIDELINE PRIORITIES

PL3 Street-level Interaction C1. Porous Edge



MADISON CORRIDOR ANALYSIS

FACADE - COMMERCIAL BASE & RESIDENTIAL TOP

- Simple / elegant material palette and facade
- Vertical distinction between residential and commercial
- Generous glazing provides good natural light and transparent retail facades

RELEVANT GUIDELINE PRIORITIES

DC2 Architectural Concept

E1. Legibility and Flexibility

- Make building arrangement legible and easy to understand.



FACADE - LIMITED BASE EXPRESSION

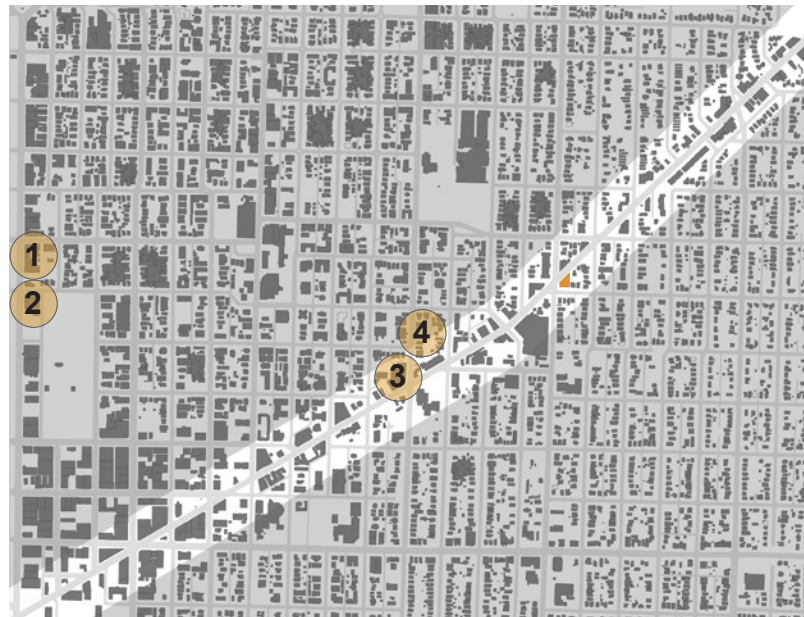
- Facade composition is continuous from ground to building top.

RELEVANT GUIDELINE PRIORITIES

DC2 Architectural Concept

E1. Legibility and Flexibility

- Make building arrangement legible and easy to understand.



MADISON CORRIDOR ANALYSIS

ACTIVATED FACADES

- Bring activity out to the street
- Break down scale and express individual unit

RELEVANT GUIDELINE PRIORITIES

PL2 Walkability

B1. Eyes on the Street

- Encourage natural surveillance.

DC2 Architectural Concept

E1. Legibility and Flexibility

- Make building arrangement legible and easy to understand.



BUS STOP INTEGRATION

- Provide sit rail and overhead canopy for bus patrons.
Integrate location into building design.

RELEVANT GUIDELINE PRIORITIES

PL4 Architectural Concept

C2. On-site Transit Stops

- Design project related pedestrian improvements and amenities so that they complement amenities for transit riders.



OVERHEAD SHELTER

SIT RAIL

SIT RAIL

MADISON CORRIDOR ANALYSIS - LARGE COMMERCIAL @ GROUND FLOOR

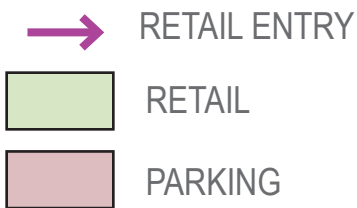
DEVELOPMENT PATTERN

Most of the large retail found along East Madison Street have tenants that require significant amounts of associated parking to support their businesses. The accessibility requirements associated with parking and large footprints require single access points. Where the right of way slopes, this results in either an arcade or an absence of entries along the street creating unfriendly pedestrian walkways.

MISSED GUIDELINE OPPORTUNITIES

CS2 Urban Pattern and Form: B1 Site Characteristics

PL3 Street-Level Interaction: C1 Porous Edge



LARGE TENANT SPACES REQUIRE COMMERCIAL PARKING



COMMERCIAL PARKING REQUIRES ACCESSIBILITY



ACCESSIBILITY REQUIRES ALL TENANT SPACES TO BE AT THE SAME LEVEL

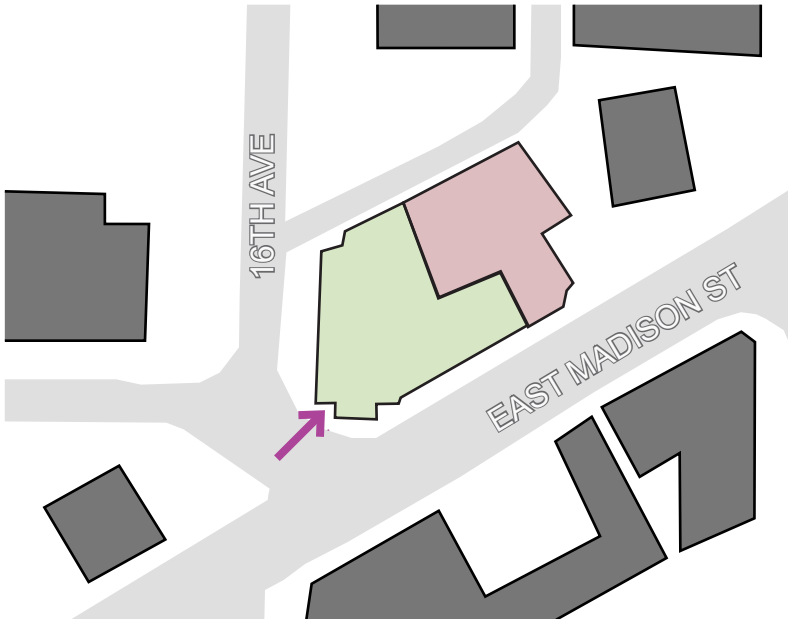


ALL SPACE AT THE SAME LEVEL CANNOT ADAPT TO A SLOPING SITE, REQUIRES AN ARCADE ALONG MADISON



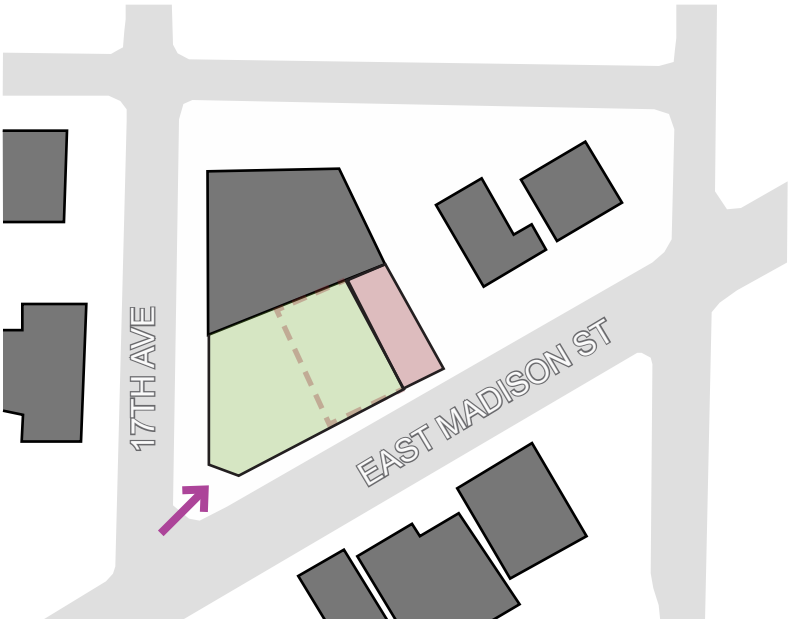
1 1600 EAST MADISON STREET

- 12,250 SF FOOTPRINT
- 10,000 SF RETAIL SPACE AT STREET LEVEL
- 30 ENCLOSED PARKING SPACES



2 1700 EAST MADISON STREET

- 12,500 SF FOOT PRINT
- 10,00 SF RETAIL SPACE AT STREET LEVEL
- 47 ENCLOSED PARKING SPACES ABOVE RETAIL

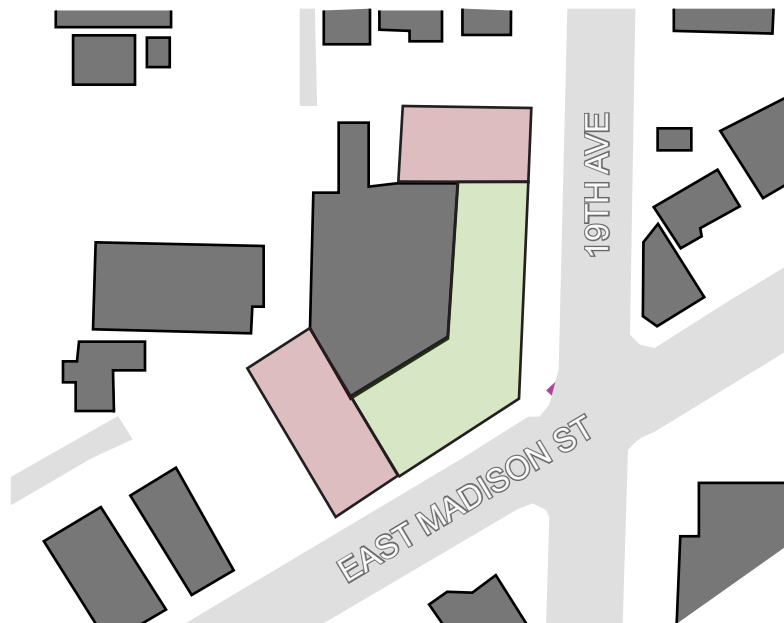


MADISON CORRIDOR ANALYSIS - LARGE COMMERCIAL @ GROUND FLOOR



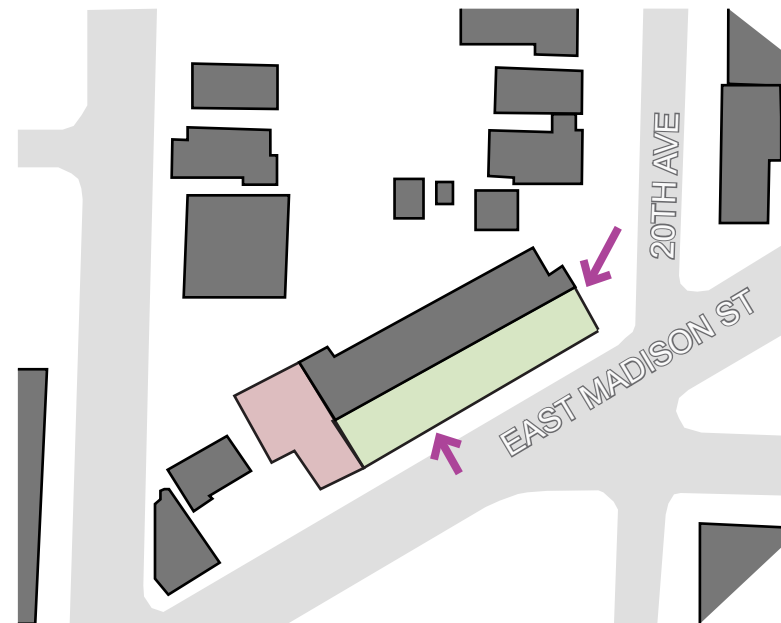
3 1818 EAST MADISON STREET

- 23,500 SF FOOTPRINT
- 9,000 SF RETAIL SPACE AT STREET LEVEL
- 26 ENCLOSED PARKING SPACES



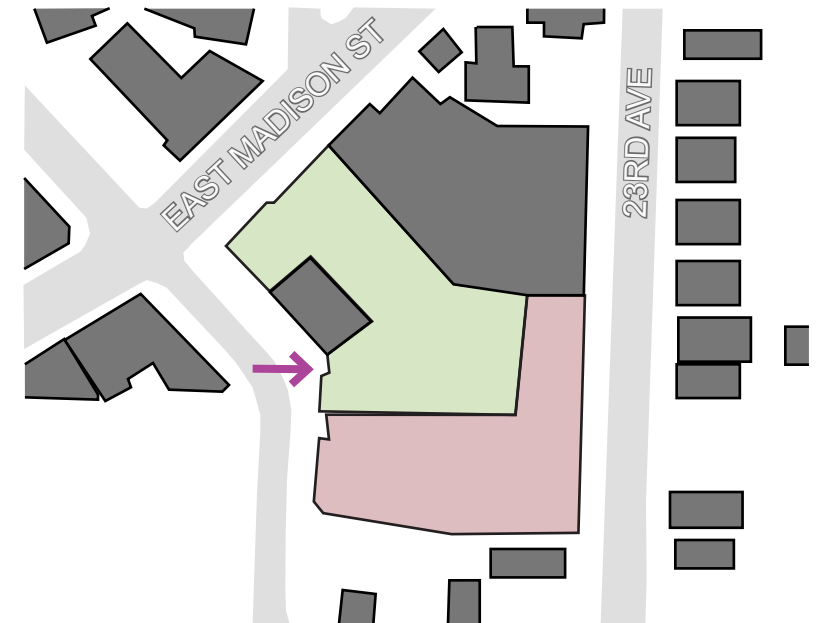
4 1920 EAST MADISON STREET

- 9,850 SF FOOTPRINT
- 6,000 SF RETAIL SPACE AT STREET LEVEL
- RETAIL TENANT 6 ENCLOSED PARKING SPACES



5 2201 EAST MADISON STREET

- 27,000 SF FOOTPRINT
- 10,000 SF RETAIL SPACE AT STREET LEVEL
- 30 ENCLOSED PARKING SPACES



MADISON CORRIDOR ANALYSIS - INCUBATOR COMMERCIAL @ GROUND FLOOR

DEVELOPMENT PATTERN

The incubator retail found along East Madison Street do not have large amounts of associated parking and depend primarily on pedestrian traffic. These types of spaces create small and affordable units that can easily adapt to dramatic slope. Creating incubator retail creates a walkable and pedestrian friendly character along the Madison Corridor.

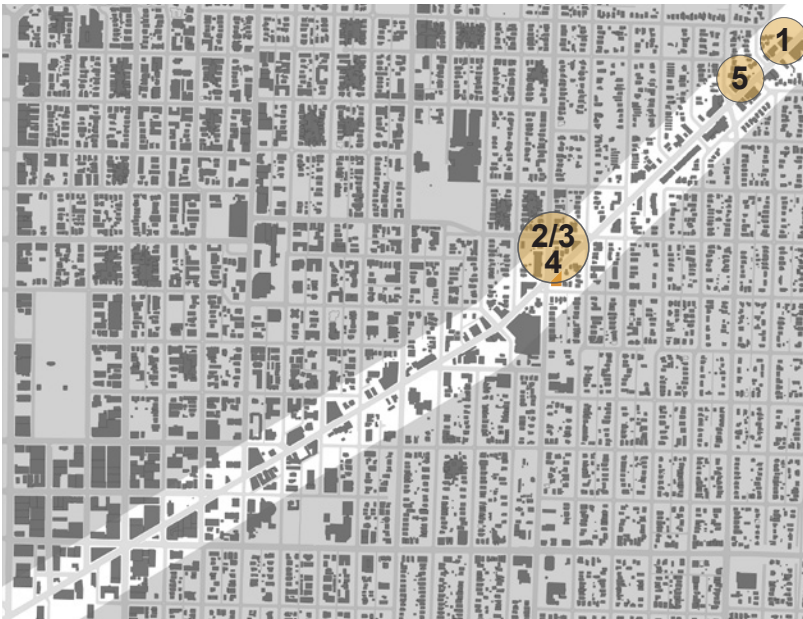
RELEVANT GUIDELINE PRIORITIES

CS2 Urban Pattern and Form: B1 Site Characteristics

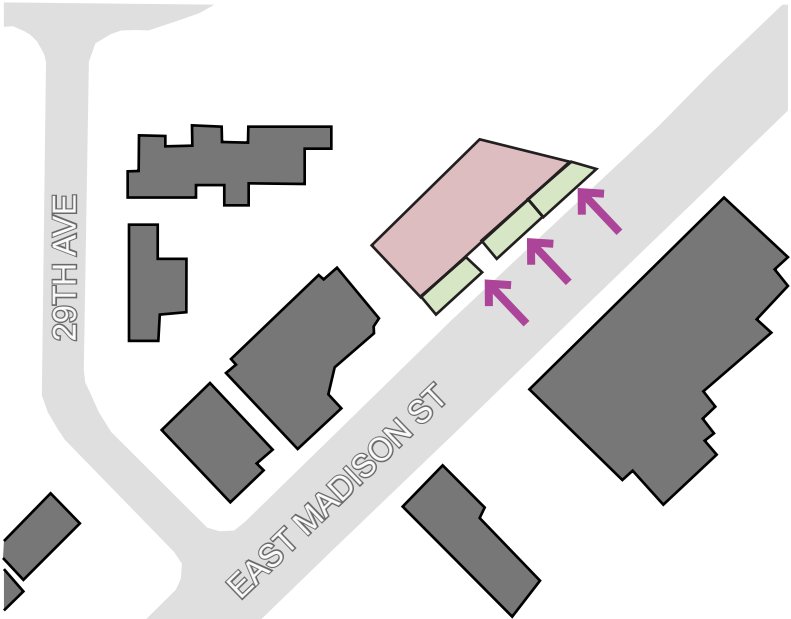
CS3 Architectural Context and Character: A4 Evolving Neighborhoods

PL3 Street-Level Interaction: C1 Porous Edge

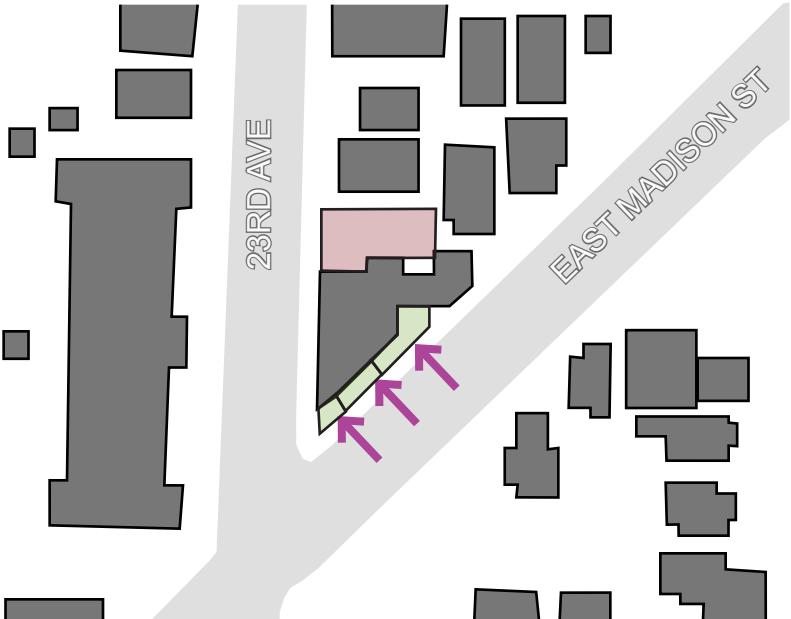
- ➡ COMMERCIAL ENTRY
- RETAIL
- PARKING



- 1 2914 E MADISON
- 500 S.F.
 - 26' LONG x 13' WIDE, TYP. DIMENSION
 - RESIDENT PARKING IN THE REAR



- 2 2302 E MADISON
- 70 S.F.
 - 14' LONG x 10' WIDE, TYP. DIMENSION
 - RETAIL TENANT PARKING IN THE REAR



MADISON CORRIDOR ANALYSIS - INCUBATOR COMMERCIAL @ GROUND FLOOR



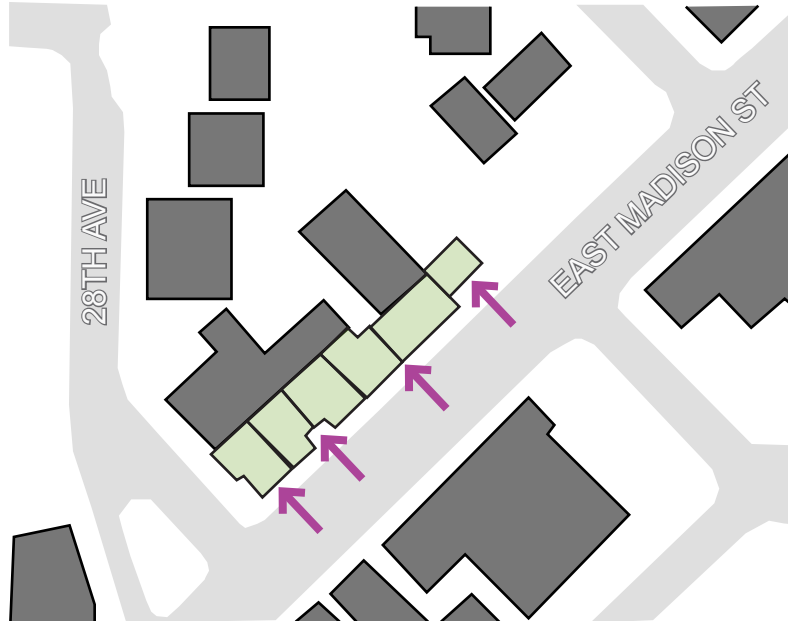
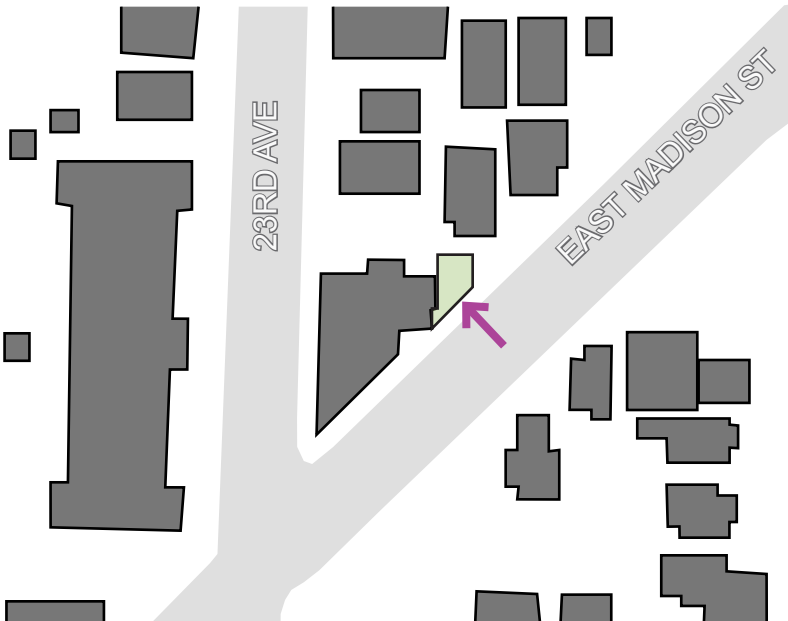
- 3 2332 E MADISON
- 1000 S.F.
 - 50' LONG x 26' WIDE
 - NO PARKING



- 4 2310 E MADISON
- 900 S.F.
 - 15' LONG x 19' WIDE
 - NO PARKING



- 5 2816 E MADISON
- 430 S.F.
 - 26' LONG x 15' WIDE
 - NO PARKING



DESIGN OPTION A

OVERVIEW

Code compliant version of the 2008 EDG. Typical double loaded bread loaf, Retail level with parking.

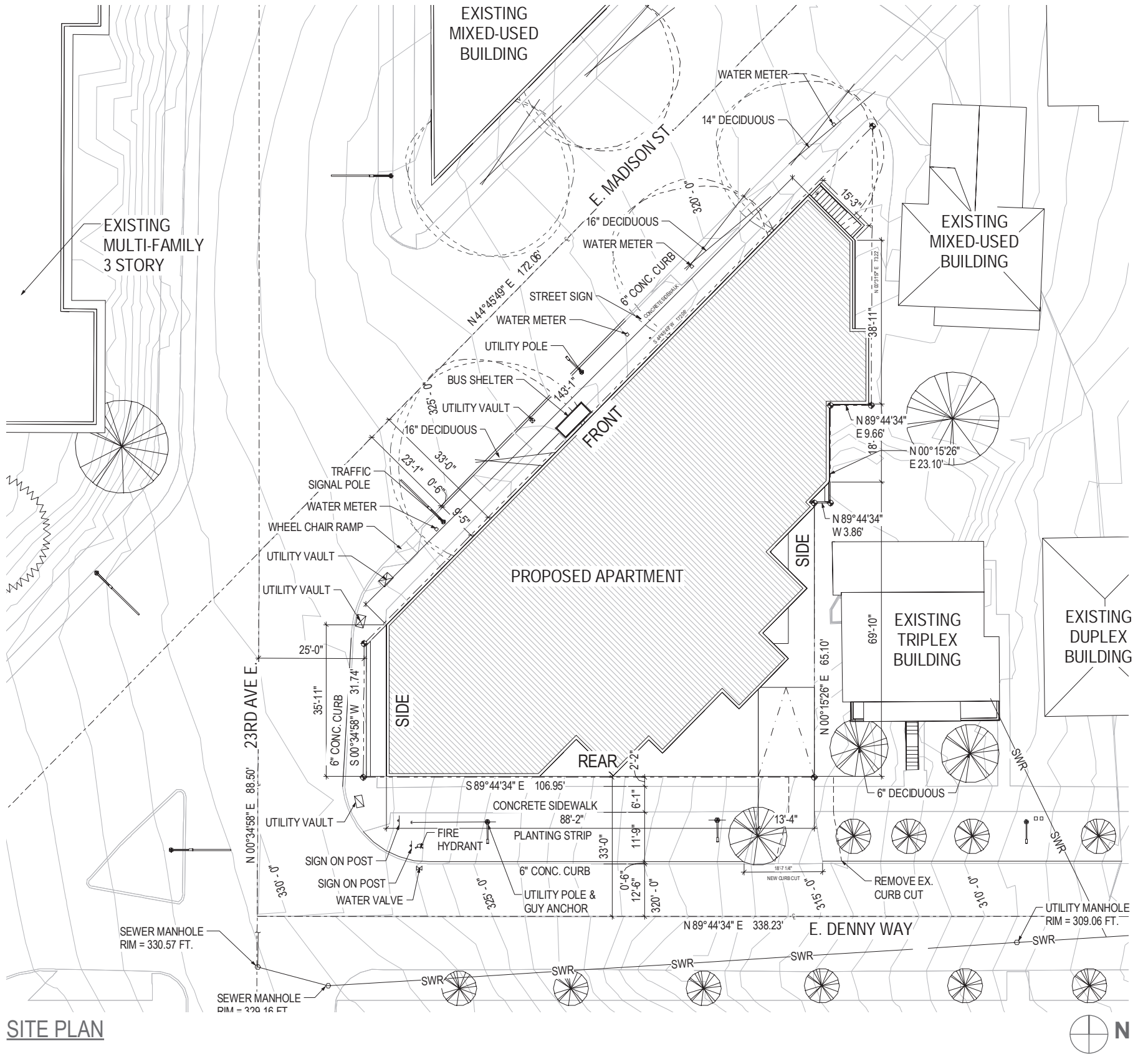
Number of residential units: 42

PROS

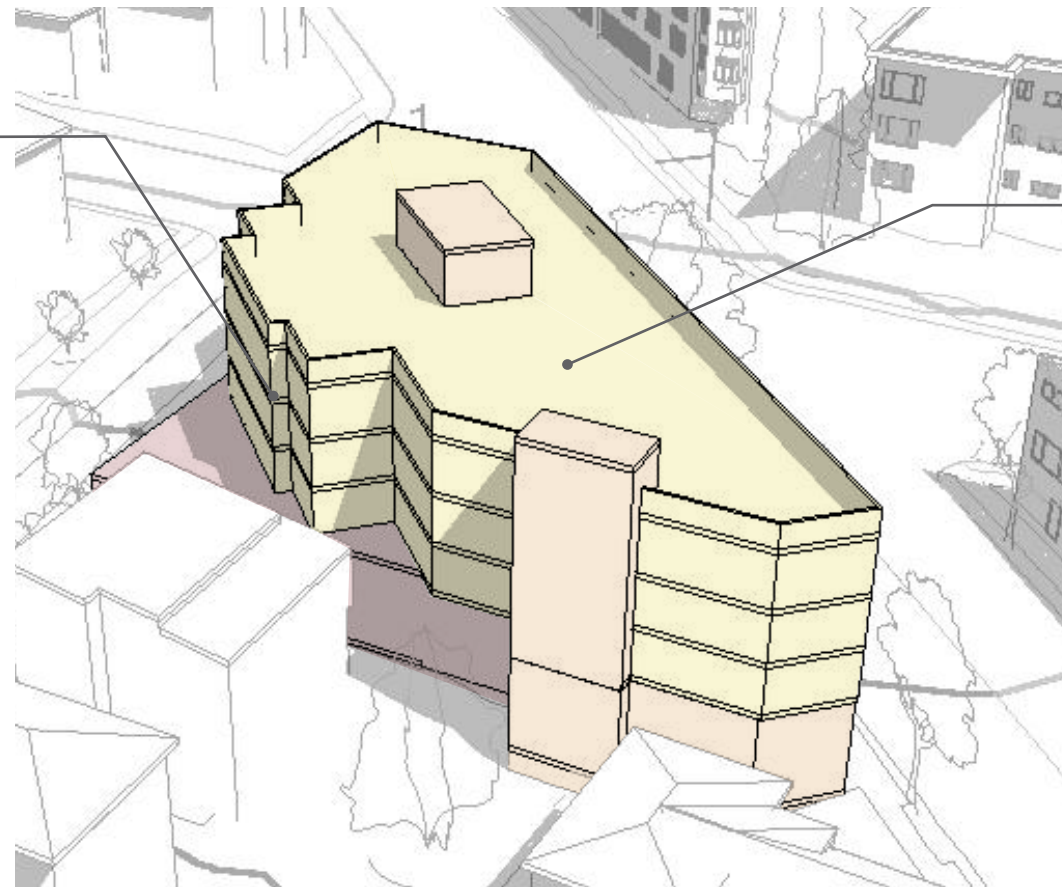
- Code compliant

CONS

- The pedestrian zoning of this parcel was aspirational, it is in truth not a very good site for commercial uses & very disconnected from the viable commercial strip along Madison (PL1 - B3)
- Large floorplate = large expensive units, poor match to affordability needs of the neighborhood (CS3 - A4)
- Deep narrow units = less natural light (CS1 - B2)
- Big retail spaces, poor fit for the kind of commercial tenant looking for space here (CS3 - A4)
- Arcade along Madison = disconnection from the street (CS1 - C1; PL1 - B3; PL3 - C1)
- Parking access creates unsafe recesses with poor visibility (PL2 - B1; DC1 - C2)
- Trash room, transformer, and parking create tall and wide blank wall along Denny (PL2 - B1)
- Cumulative effect: The scheme provides oversized commercial spaces and housing units that are not suited to local conditions and needs. Large commercial space for which there is no demand make this scheme a poor fir for this neighborhood.

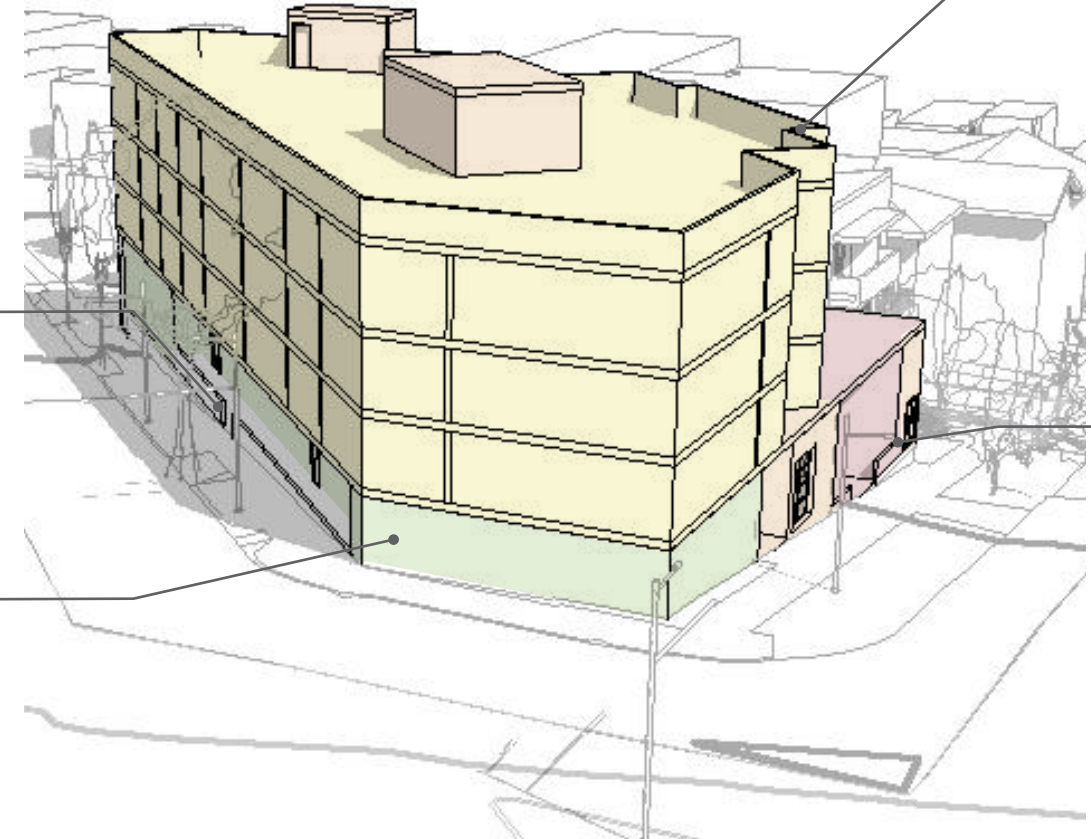


DEEP NARROW UNITS
= LESS NATURAL LIGHT
(CS1 - B2)



AERIAL VIEW LOOKING WEST

DEEP FLOORPLATE
= LARGE UNITS,
POOR MATCH TO
AFFORDABILITY NEEDS
OF THE NEIGHBORHOOD
(CS3 - A4)



AERIAL VIEW LOOKING EAST

EROSION OF
FORM ALONG
DENNY DOES
NOT RESPOND
WELL TO
RESIDENTIAL
CHARACTER
(CS2 - B2)

TRASH ROOM,
TRANSFORMER,
AND PARKING
CREATE TALL
AND WIDE BLANK
WALL ALONG
DENNY (PL2 - B1)

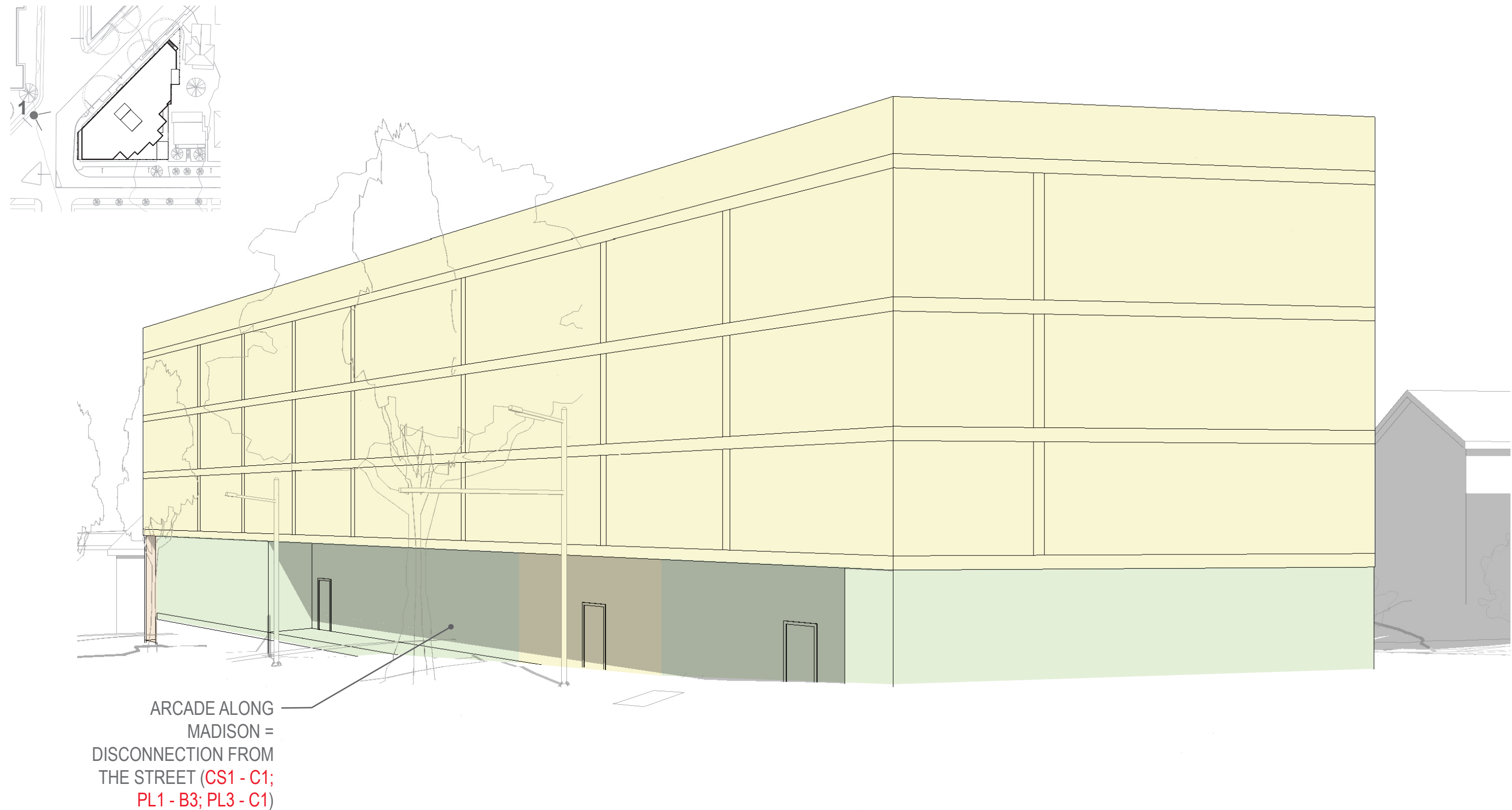
ARCADE ALONG
MADISON =
DISCONNECTION FROM
THE STREET (CS1 - C1;
PL1 - B3; PL3 - C1)

BIG RETAIL SPACES,
POOR FIT FOR THE
KIND OF COMMERCIAL
TENANT LOOKING FOR
SPACE HERE (CS3 - A4)

LEGEND:

- RESIDENTIAL
- RETAIL
- CIRCULATION/UTILITY
- PARKING

DESIGN OPTION A



STREET VIEW - 1

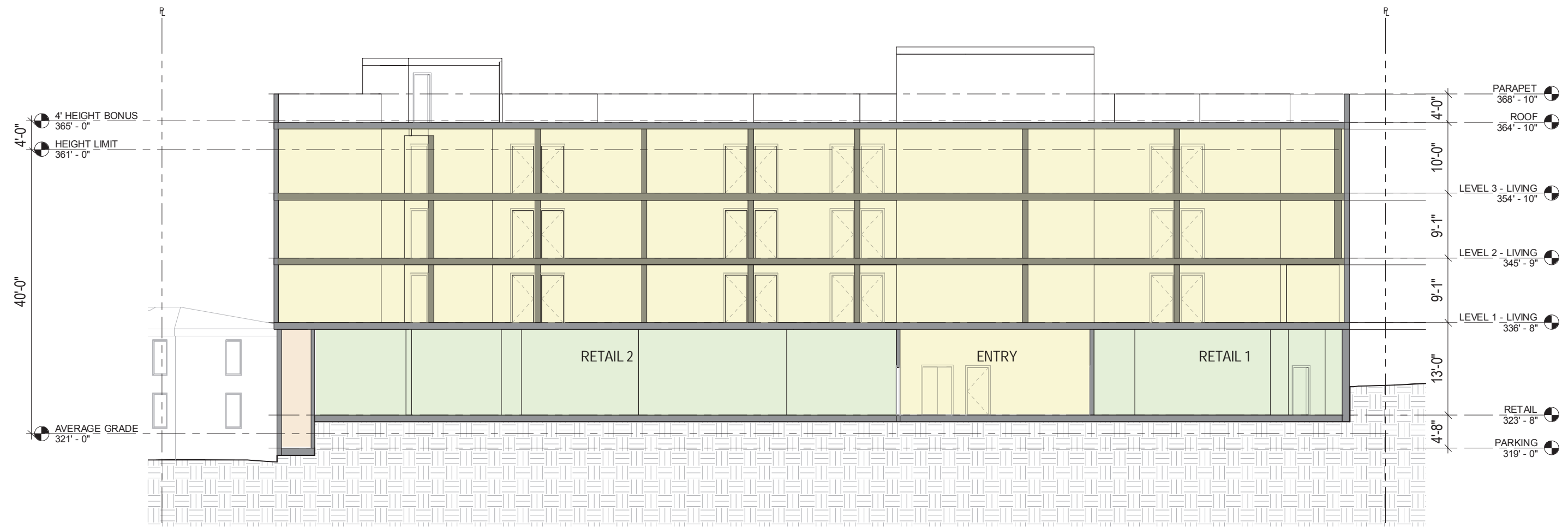


RETAIL FLOOR PLAN

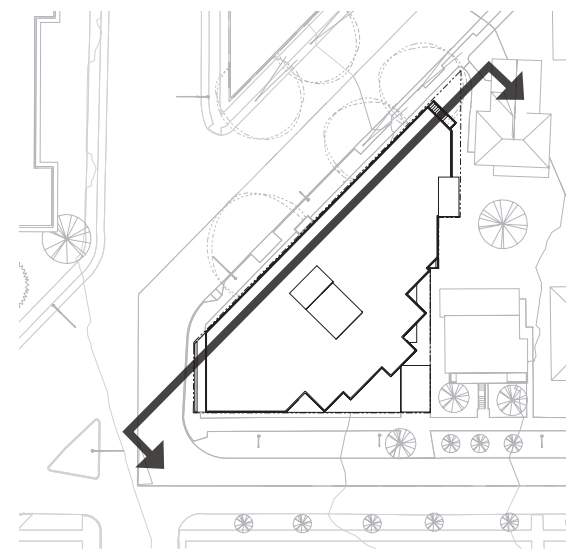


TYPICAL LIVING FLOOR PLAN

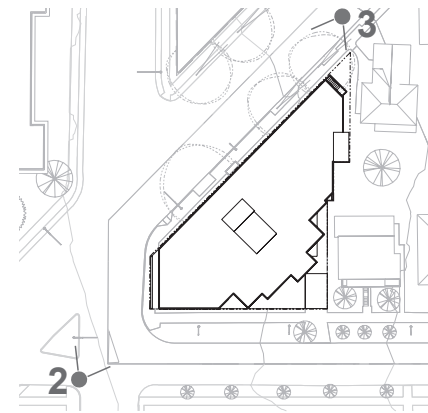
DESIGN OPTION A



SECTION LOOKING SOUTHEAST



DESIGN OPTION A

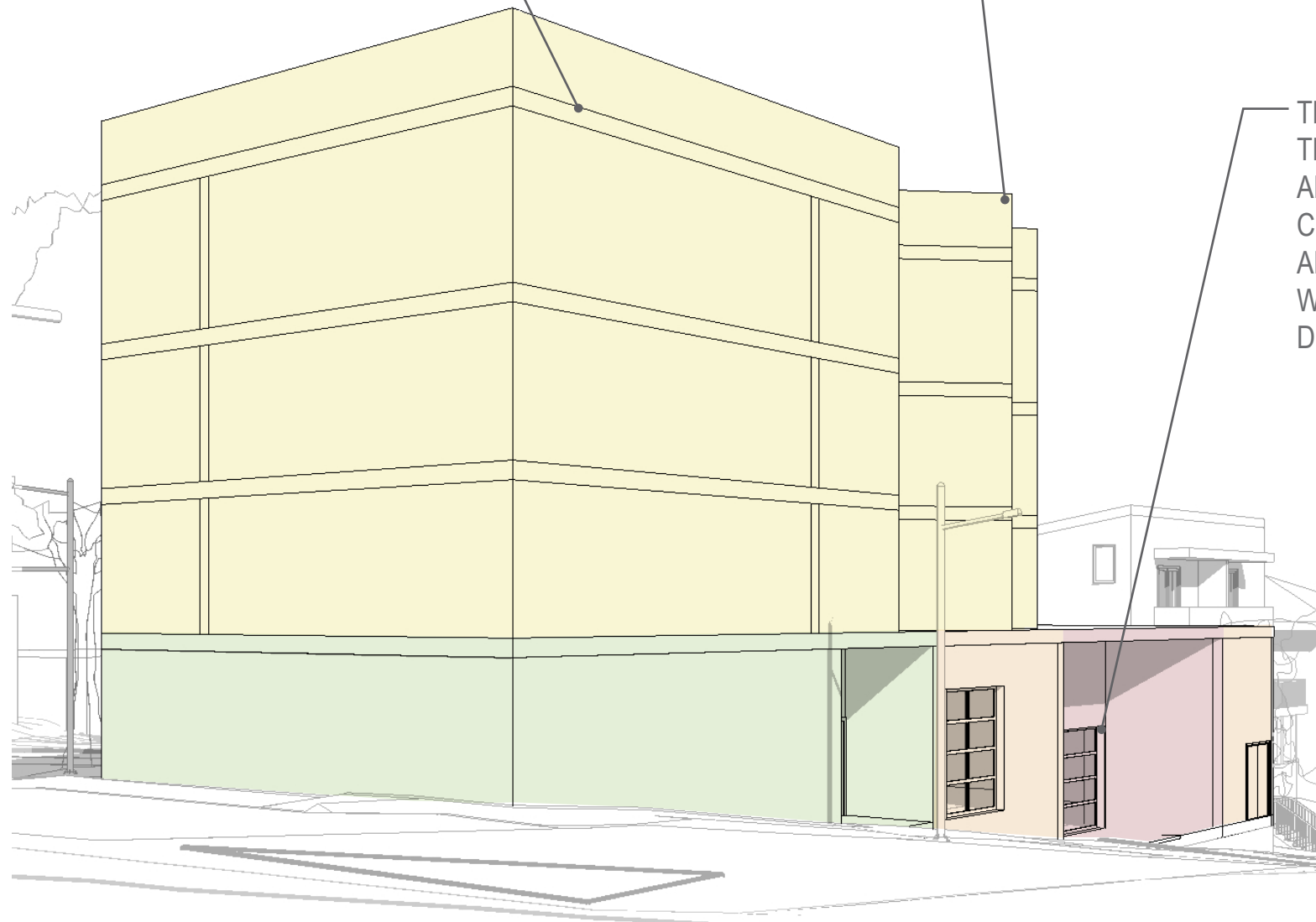


DEEP NARROW UNITS
= LESS NATURAL LIGHT
(CS1 - B2)

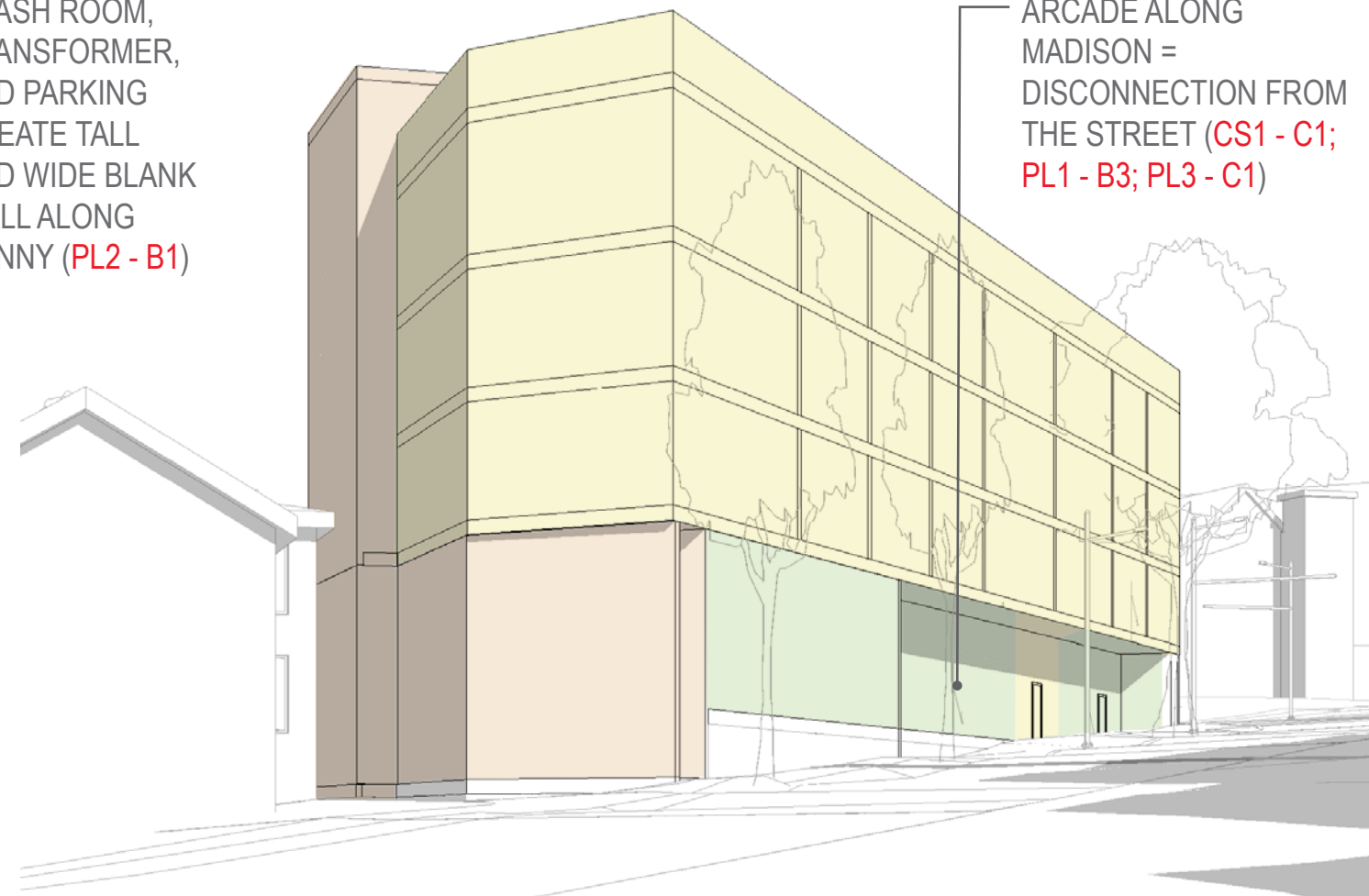
EROSION OF FORM
ALONG DENNY DOES
NOT RESPOND WELL
TO RESIDENTIAL
CHARACTER
(CS2 - B2)

TRASH ROOM,
TRANSFORMER,
AND PARKING
CREATE TALL
AND WIDE BLANK
WALL ALONG
DENNY (PL2 - B1)

ARCADE ALONG
MADISON =
DISCONNECTION FROM
THE STREET (CS1 - C1;
PL1 - B3; PL3 - C1)



STREET VIEW - 2



STREET VIEW - 3

DESIGN OPTION B

OVERVIEW

Reduce commercial space and parking to suit the needs of the neighborhood. Provide one level of retail/parking, not two. Provide a narrow floorplate that can accommodate smaller, more affordable unit sizes.

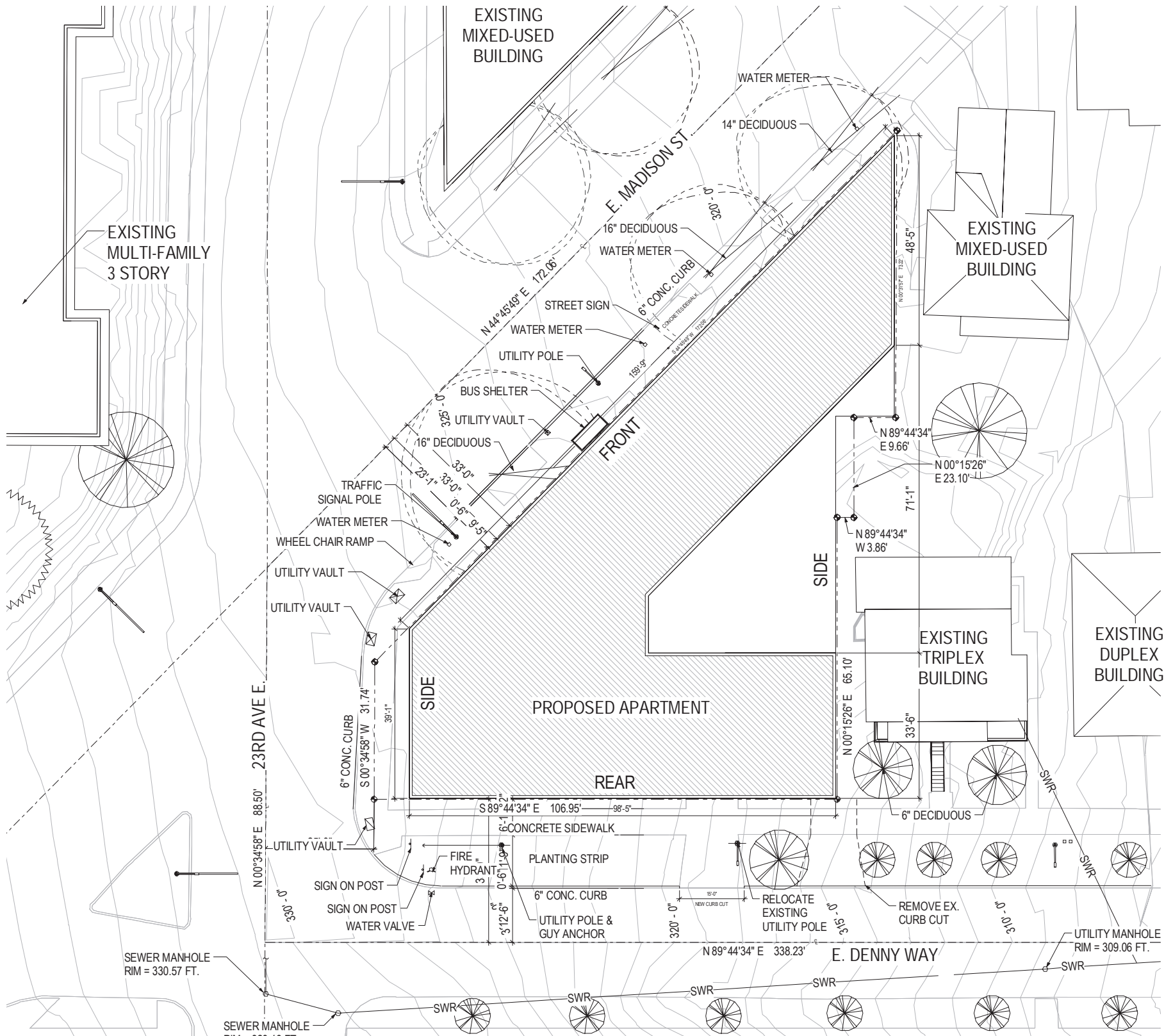
Number of residential units: 57

PROS

- Housing units are smaller and more affordable (CS3 - A4)
- Narrow floorplate creates units are designed to maximize access to natural light (CS1 - B2)
- No departures

CONS

- Arcade along Madison = disconnection from the street (CS1 - C1; PL1 - B3; PL3 - C1)
- Parking access creates unsafe recesses with poor visibility (PL2 - B1; DC1 - C2)
- Trash room, transformer, and parking create tall and wide blank wall along Denny (PL2 - B1)

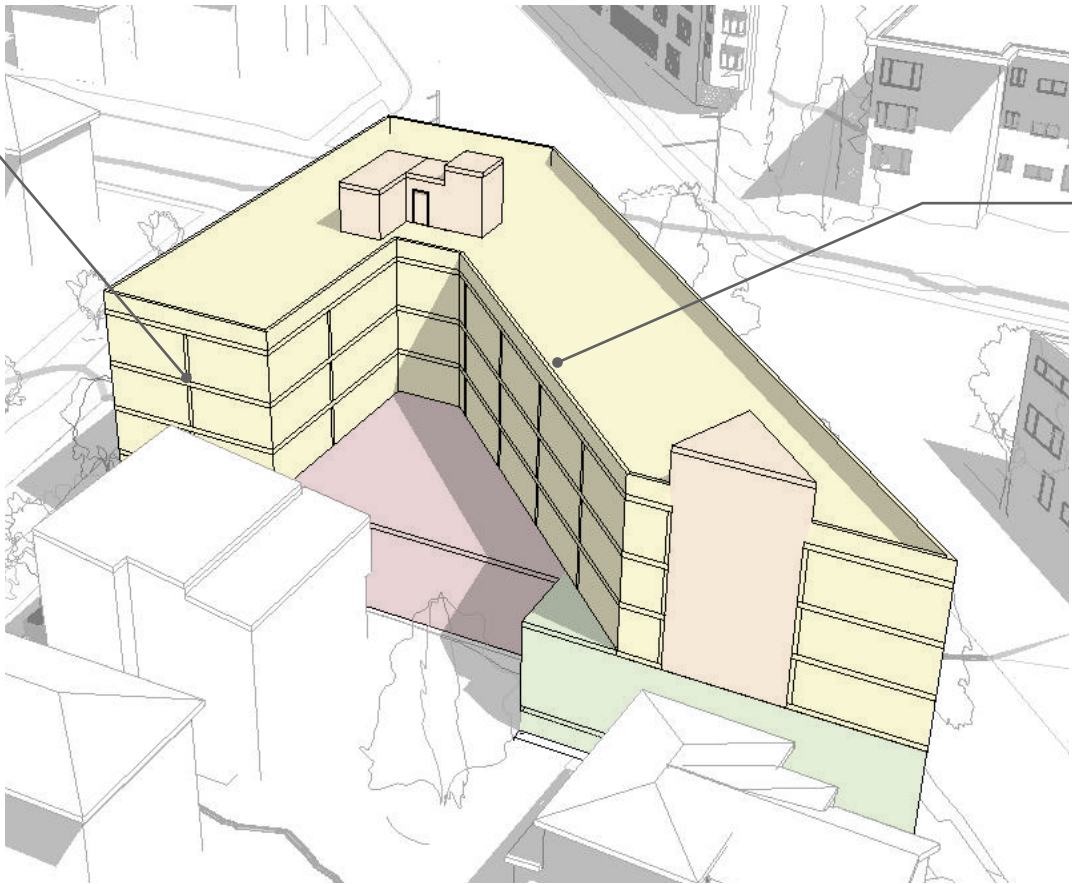


SITE PLAN



HOUSING UNITS ARE
SMALLER AND MORE
AFFORDABLE (CS3 - A4)

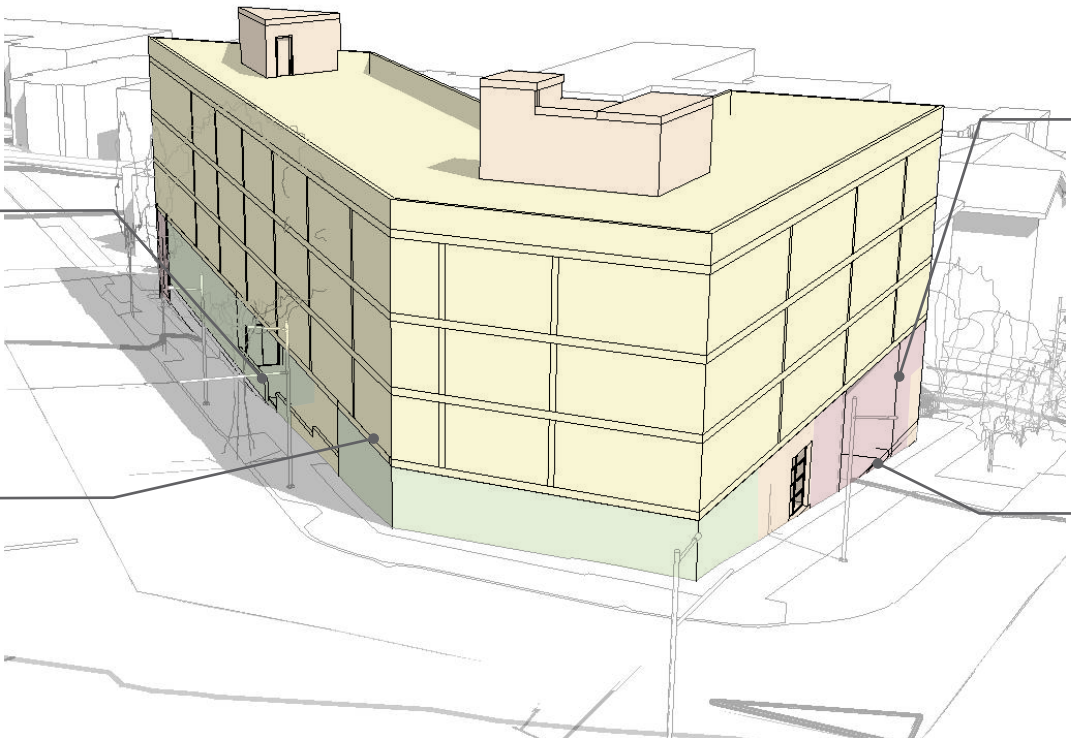
NARROW FLOORPLATE
CREATES UNITS ARE
DESIGNED TO MAXIMIZE
ACCESS TO NATURAL
LIGHT (CS1 - B2)



AERIAL VIEW LOOKING WEST

ARCADE ALONG
MADISON =
DISCONNECTION FROM
THE STREET (CS1 - C1;
PL1 - B3; PL3 - C1)

BIG RETAIL SPACES,
POOR FIT FOR THE
KIND OF COMMERCIAL
TENANT LOOKING FOR
SPACE HERE (CS3 - A4)



AERIAL VIEW LOOKING EAST

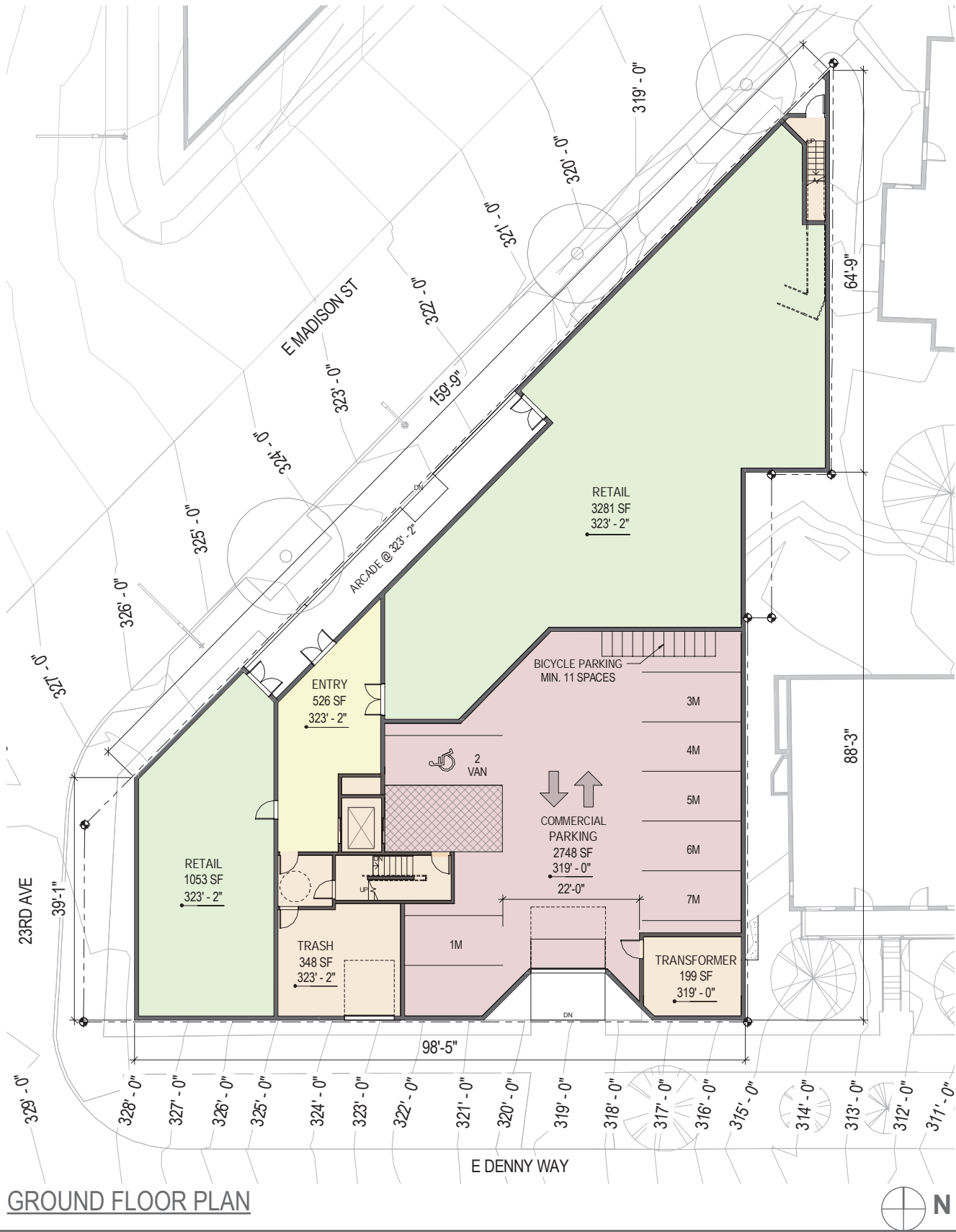
TRASH ROOM,
TRANSFORMER, AND
PARKING CREATE
TALL AND WIDE
BLANK WALL ALONG
DENNY (PL2 - B1)

PARKING ACCESS
CREATES UNSAFE
RECESSES WITH
POOR VISIBILITY
(PL2 - B1; DC1 - C2)

LEGEND:

- RESIDENTIAL
- RETAIL
- CIRCULATION/UTILITY
- PARKING

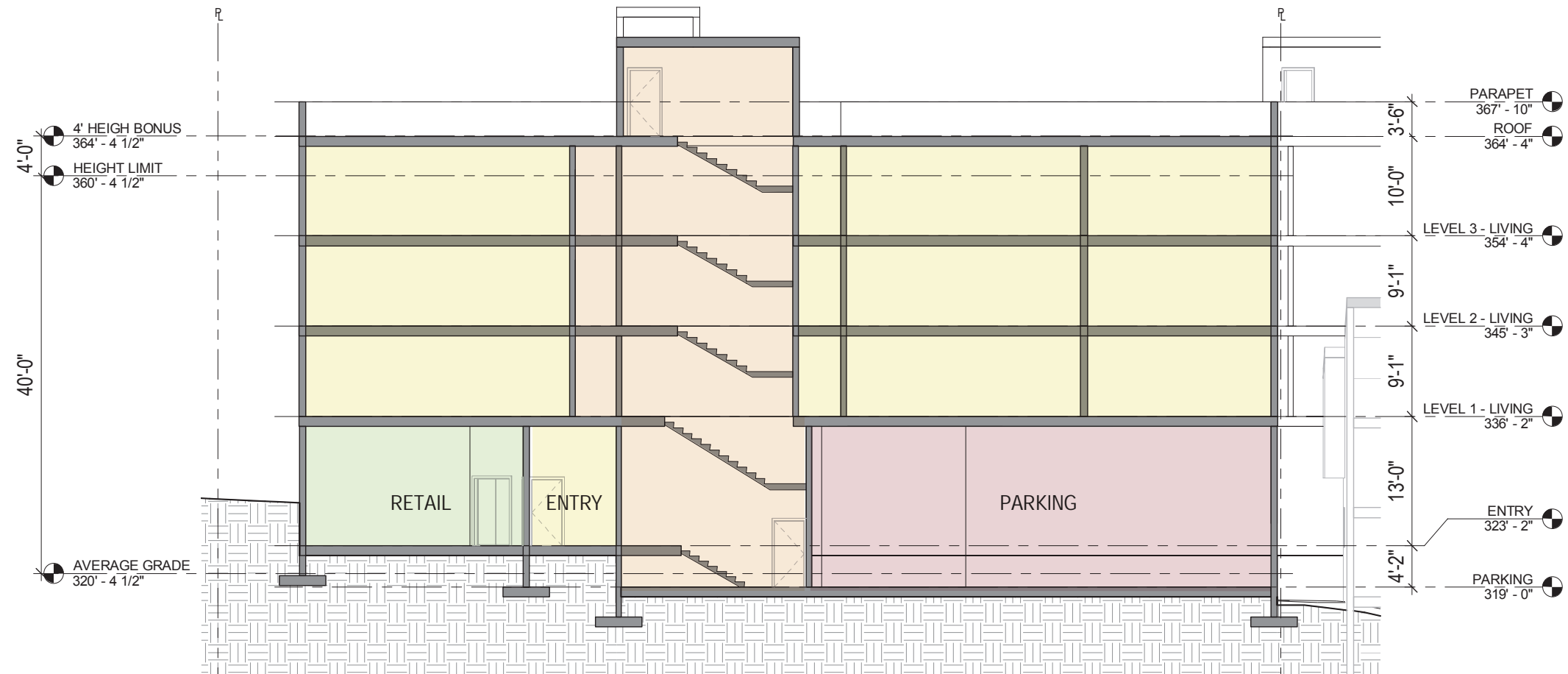
DESIGN OPTION B



GROUND FLOOR PLAN



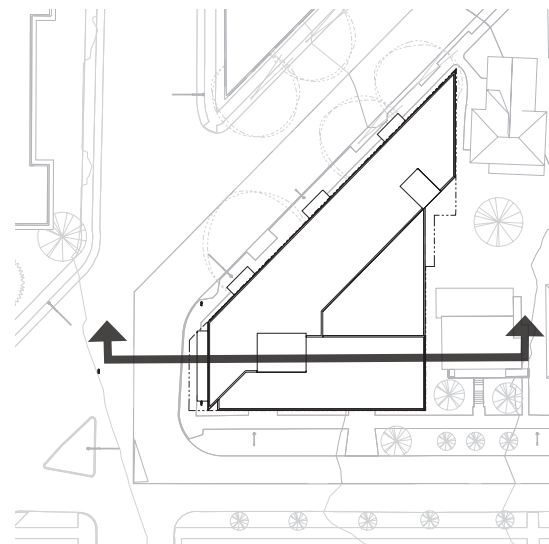
TYPICAL LIVING PLAN



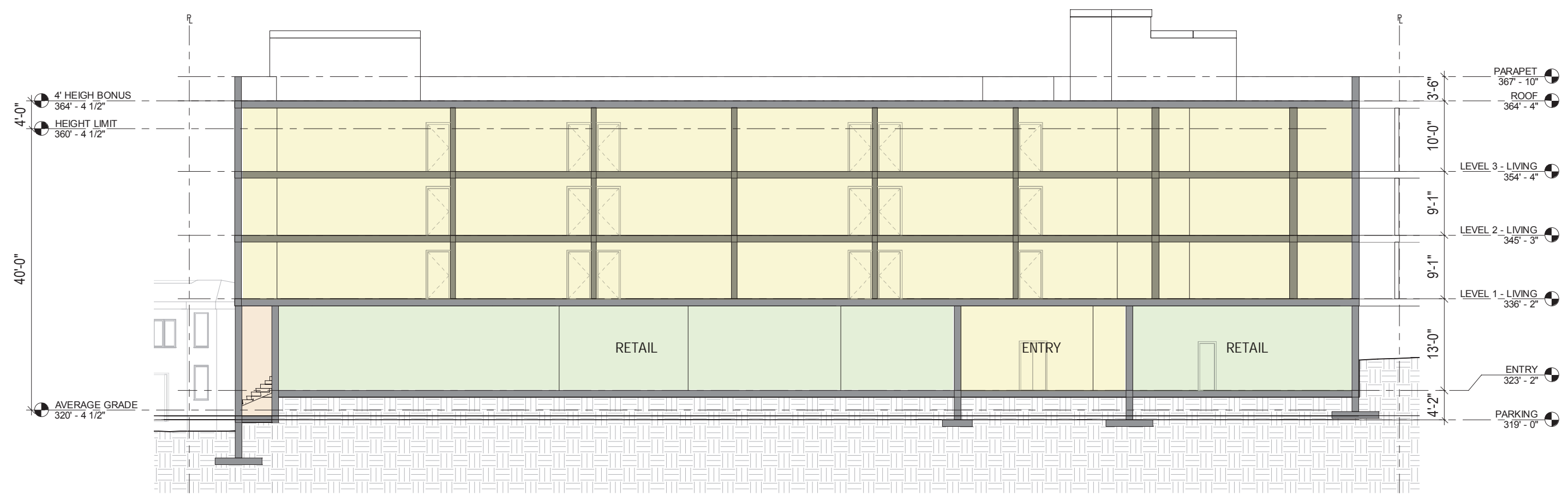
SECTION LOOKING NORTH

LEGEND:

- RESIDENTIAL
- RETAIL
- CIRCULATION/UTILITY
- PARKING



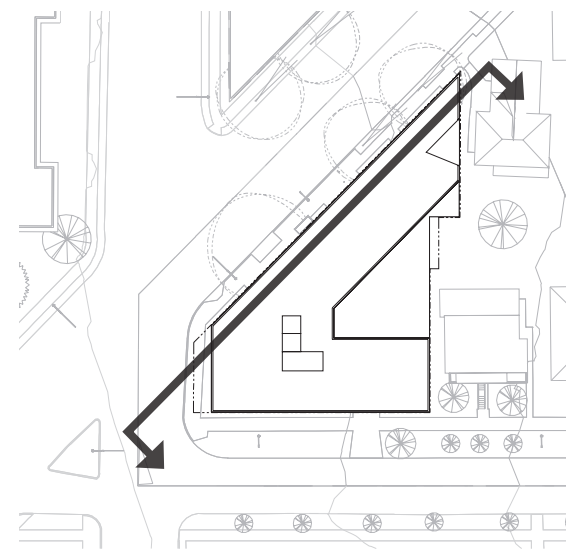
DESIGN OPTION B

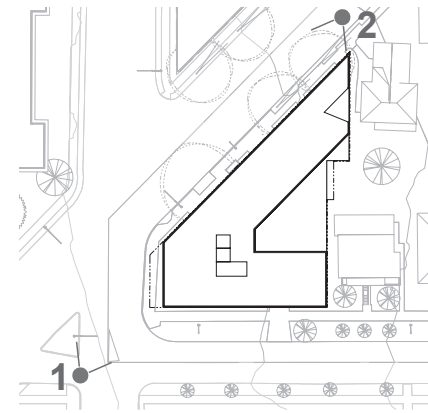


SECTION LOOKING SOUTHEAST

LEGEND:

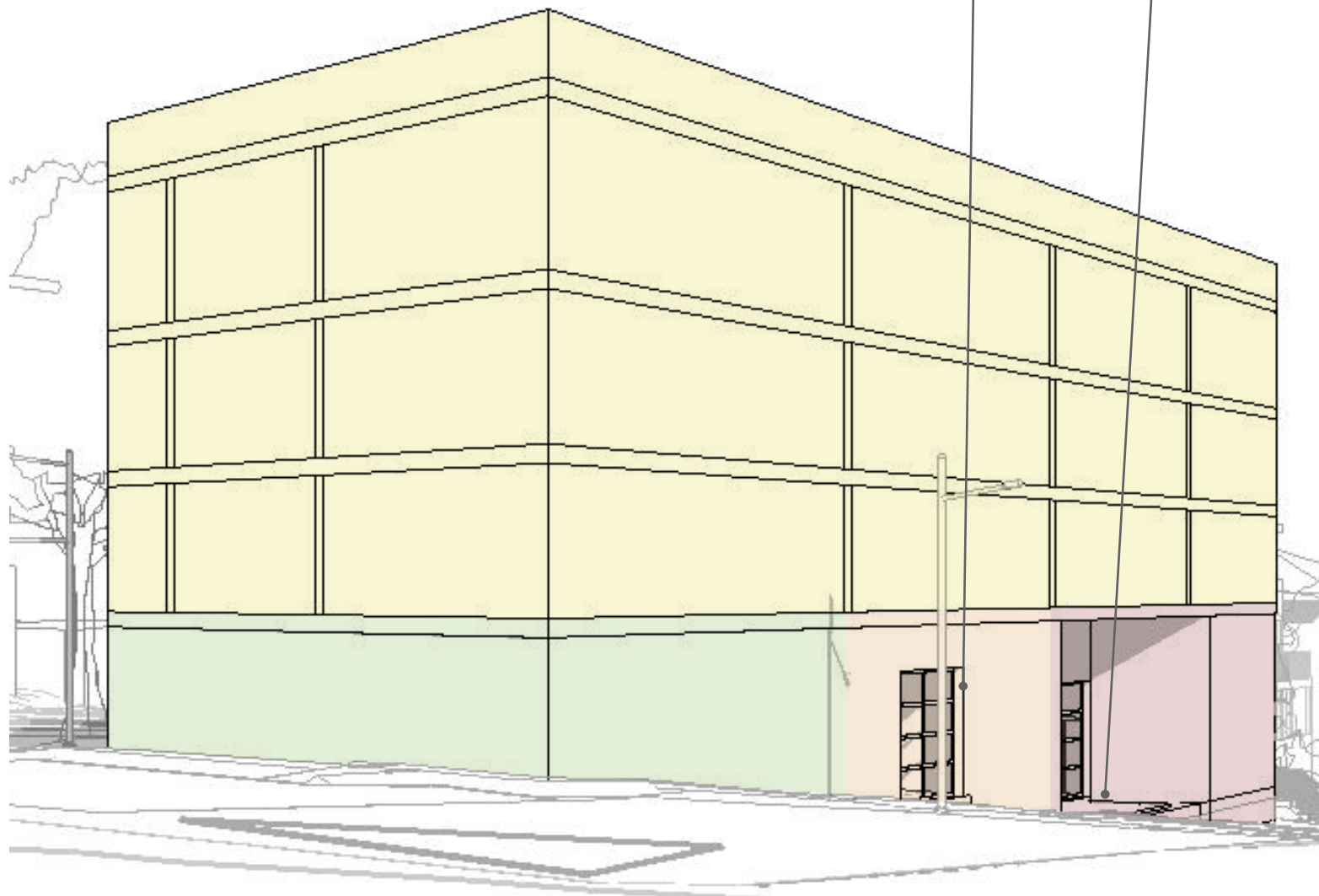
- RESIDENTIAL
- RETAIL
- CIRCULATION/UTILITY
- PARKING





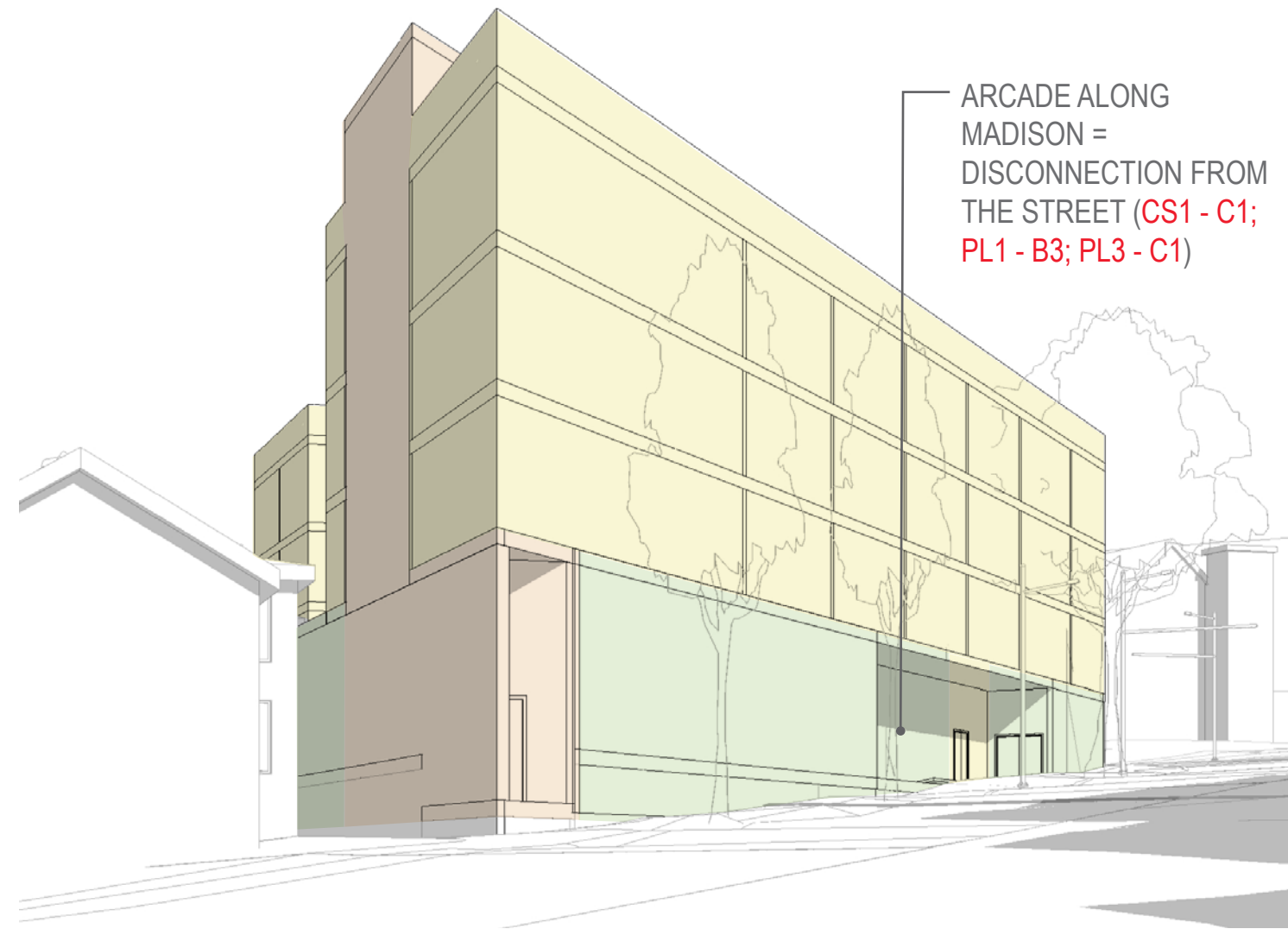
TRASH ROOM,
TRANSFORMER, AND
PARKING CREATE TALL
AND WIDE BLANK WALL
ALONG DENNY
(PL2 - B1)

PARKING ACCESS
CREATES UNSAFE
RECESSES WITH
POOR VISIBILITY
(PL2 - B1; DC1 - C2)



STREET VIEW - 1

ARCADE ALONG
MADISON =
DISCONNECTION FROM
THE STREET (CS1 - C1;
PL1 - B3; PL3 - C1)



STREET VIEW - 2

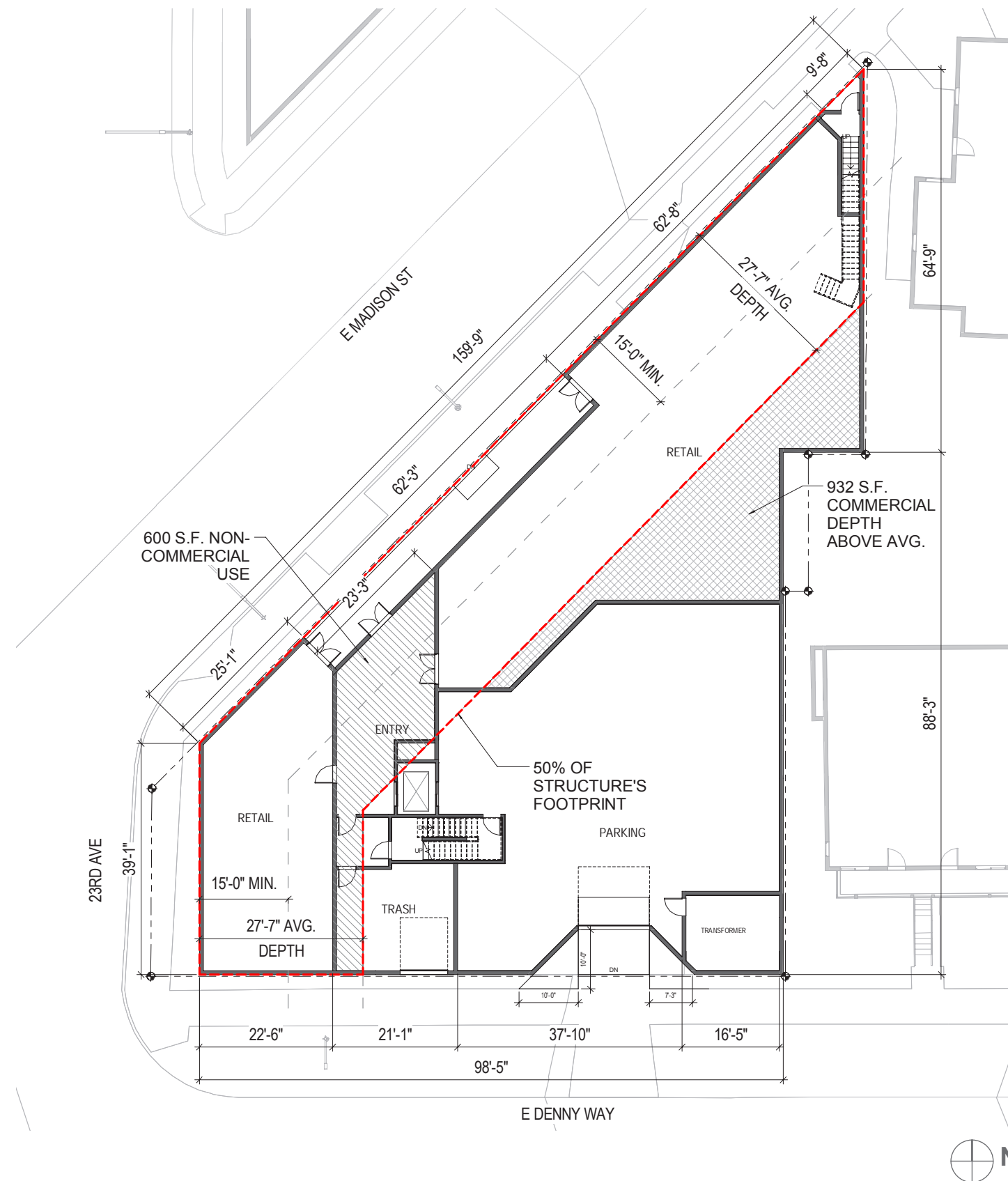
DESIGN OPTION B



ARCADE ALONG
MADISON =
DISCONNECTION FROM
THE STREET (CS1 - C1;
PL1 - B3; PL3 - C1)

STREET VIEW - 3

DESIGN OPTION B - CODE COMPLIANCE



DESIGN OPTION C - PREFERRED

OVERVIEW

Divide the retail spaces up into smaller, distinct storefronts that break down the building scale at street level and express the incubator concept in architectural form. Break the building into two masses that express the commercial nature of Madison and the residential nature of Denny. Create sharp corners in the building mass that express the corner lot nature of the site. Remove the lid over the parking & create a mezzanine level to reduce blank wall along Denny. Move residential access to Denny.

Number of residential units: 54

Some departures requested (details in Departure Matrix, p. 45):

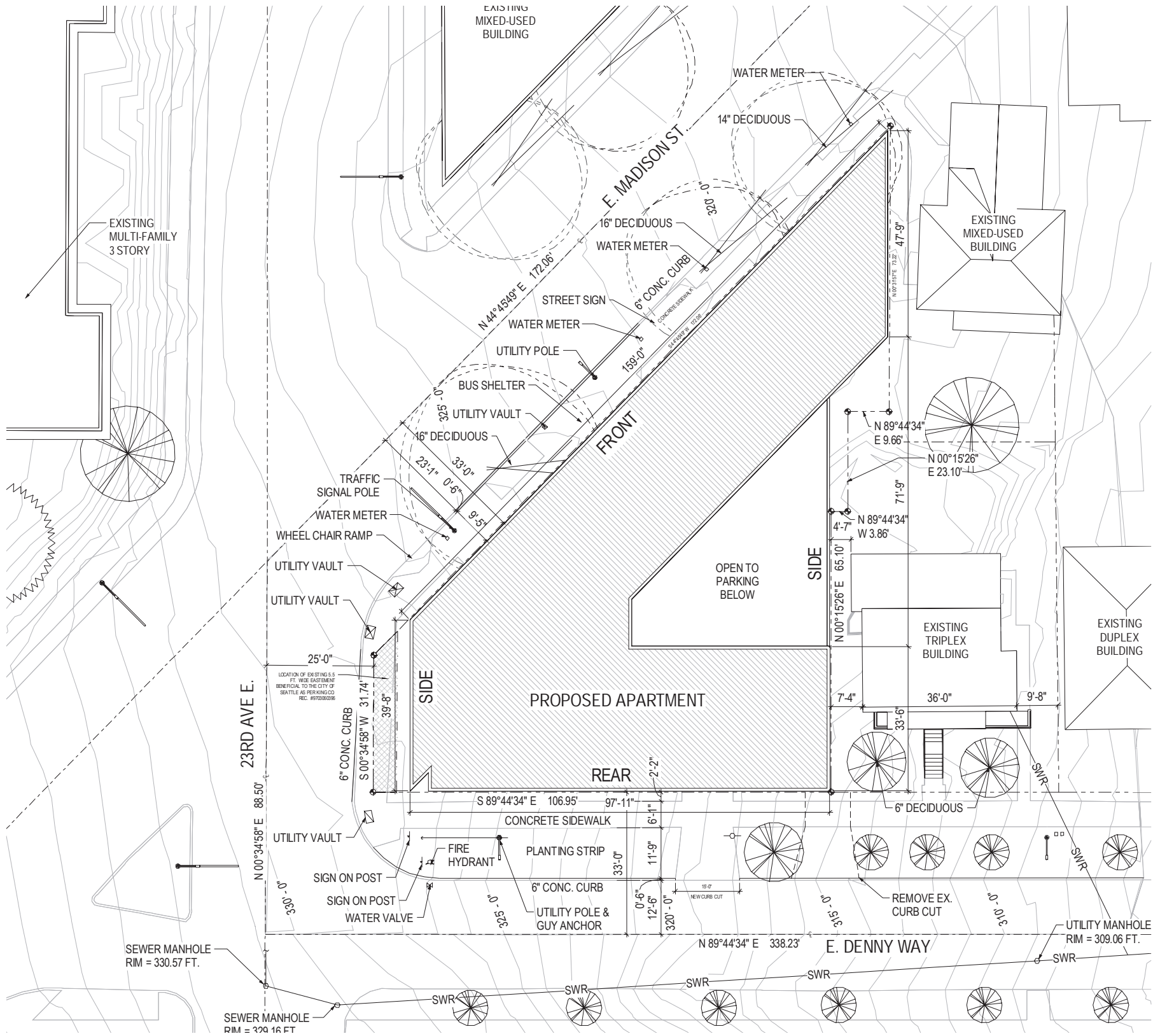
1. 13' Floor to Floor Retail
2. Sight triangle at exit

PROS

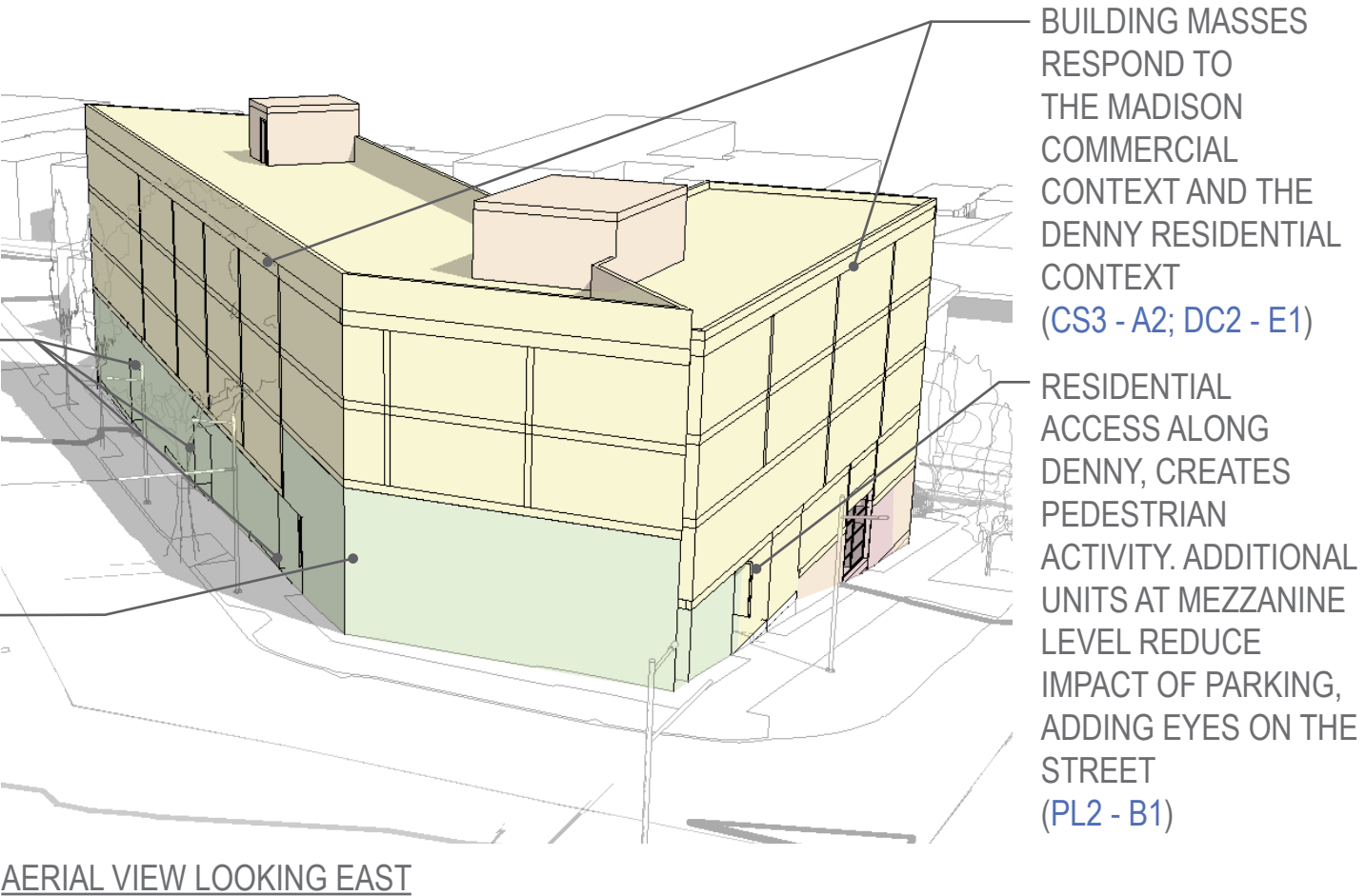
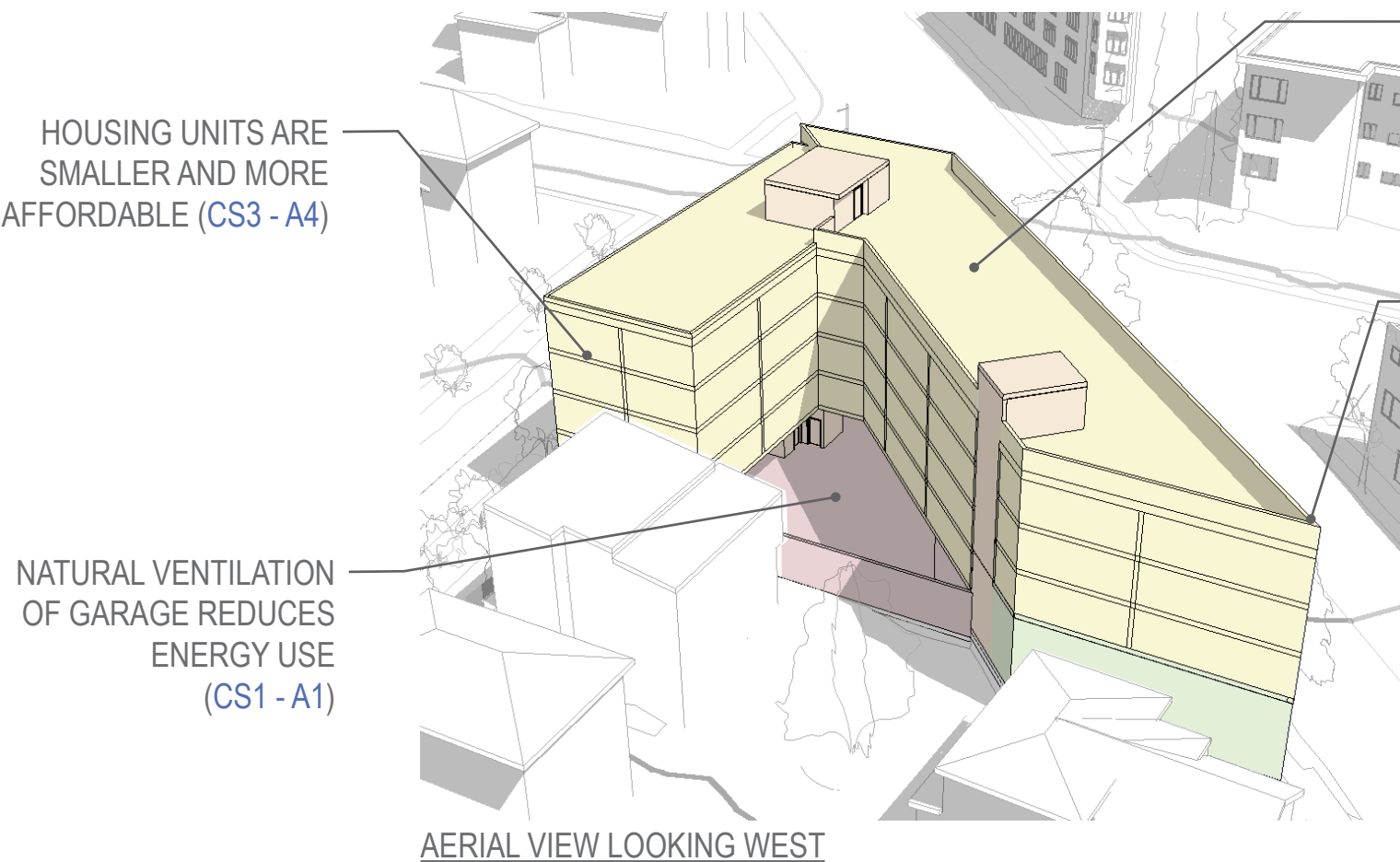
- Housing units are smaller and more affordable (CS3 - A4)
- Narrow floorplate creates units are designed to maximize access to natural light (CS1 - B2)
- Building expresses corner lot nature of site (CS2 - C1)
- Building masses respond to the Madison commercial context and the Denny residential context (CS3 - A2; DC2 - E1)
- Small incubator retail spaces tailored to needs of area, adapt to topography of site, create multiple entries, creates strong street wall along Madison (CS1 - C1 / C2; PL1 - B3; PL3 - C1)
- Residential access along Denny, creates pedestrian activity. Additional units at mezzanine level reduce impact of parking, adding eyes on the street (PL2 - B1)
- Natural ventilation of garage reduces energy use (CS1 - A1)
- Clear distinction between the residential side and the commercial side (DC2 - E1)

CONS

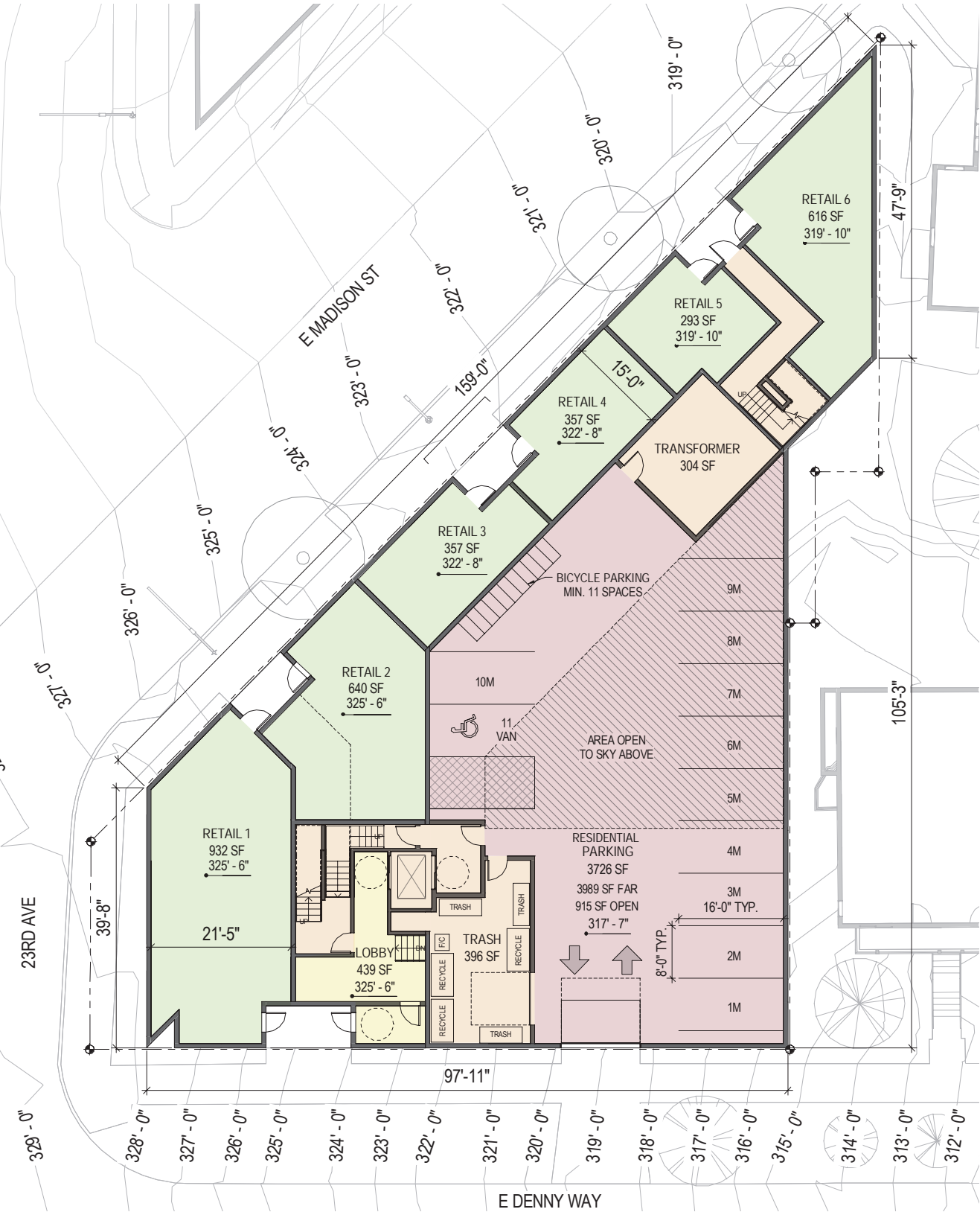
- Requires departures



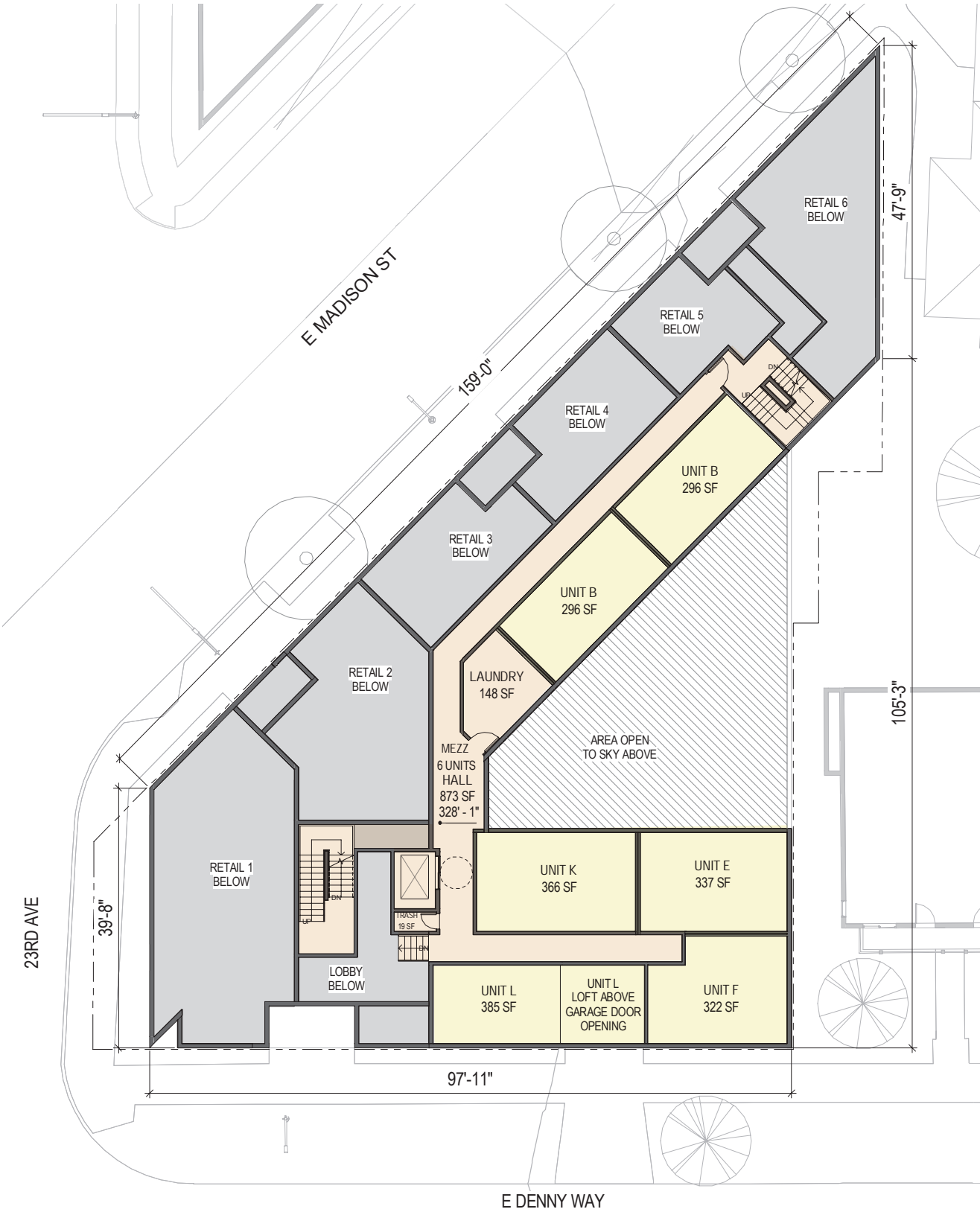
SITE PLAN



DESIGN OPTION C - PREFERRED



GROUND FLOOR PLAN



MEZZANINE LEVEL FLOOR PLAN



DESIGN OPTION C

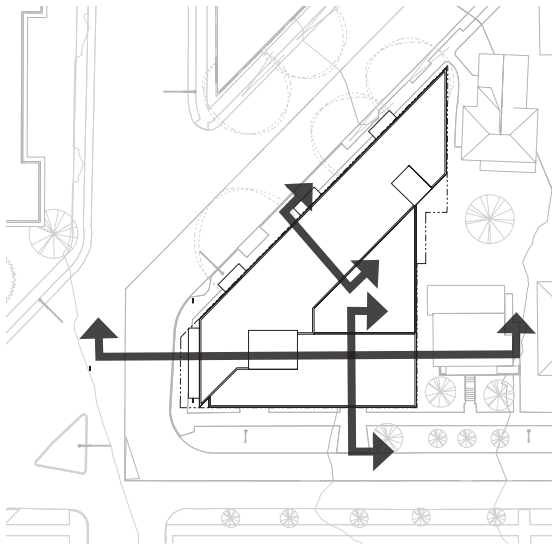
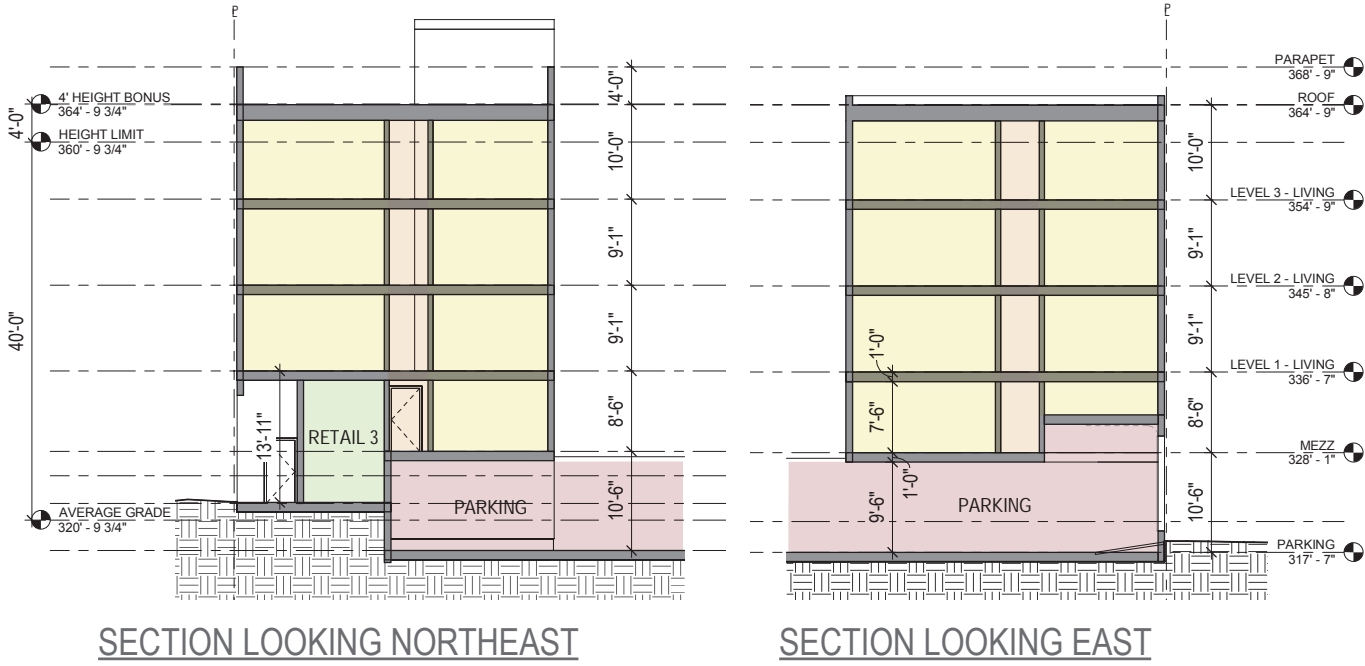


LIVING LEVEL 1 FLOOR PLAN

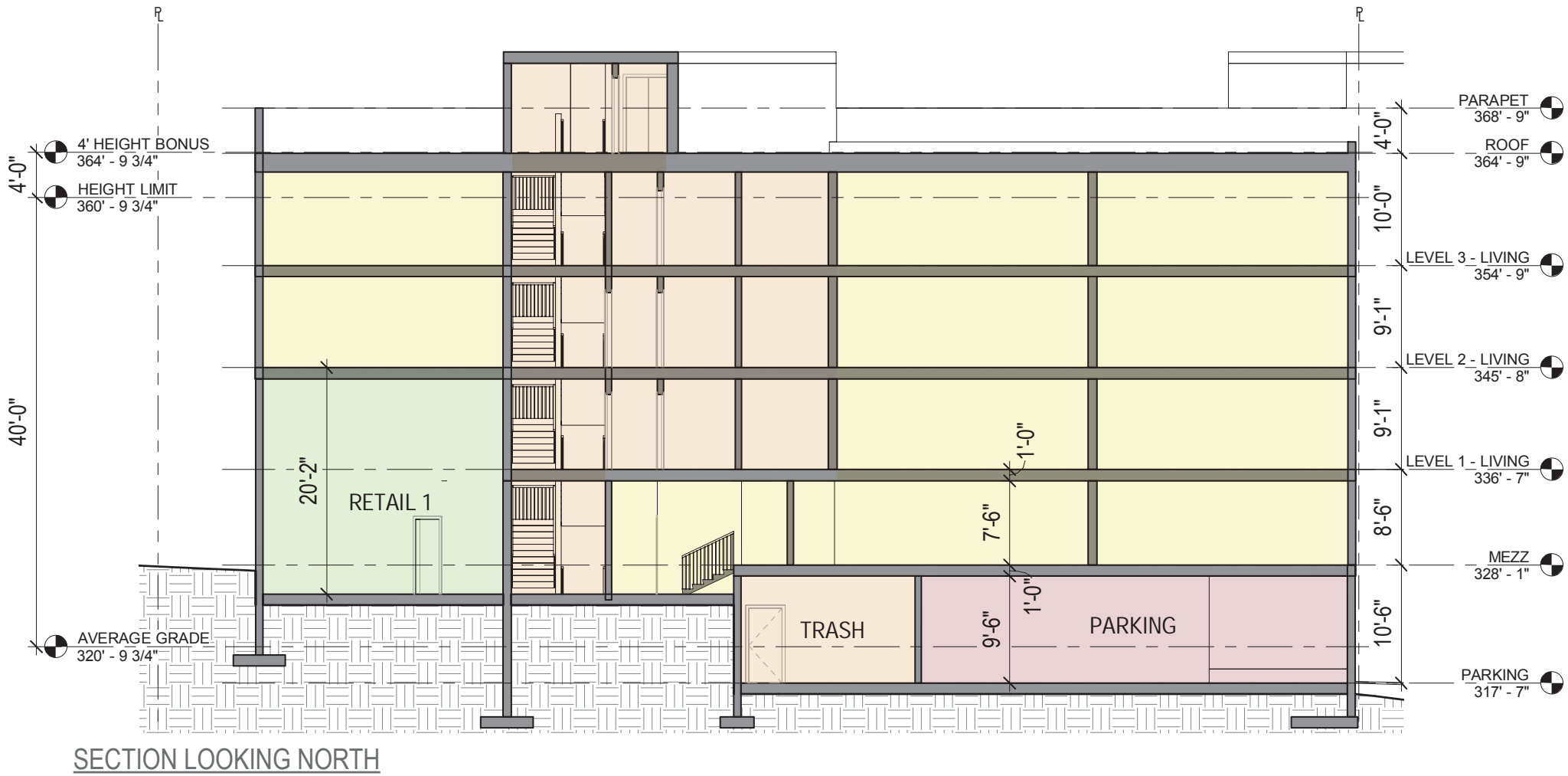


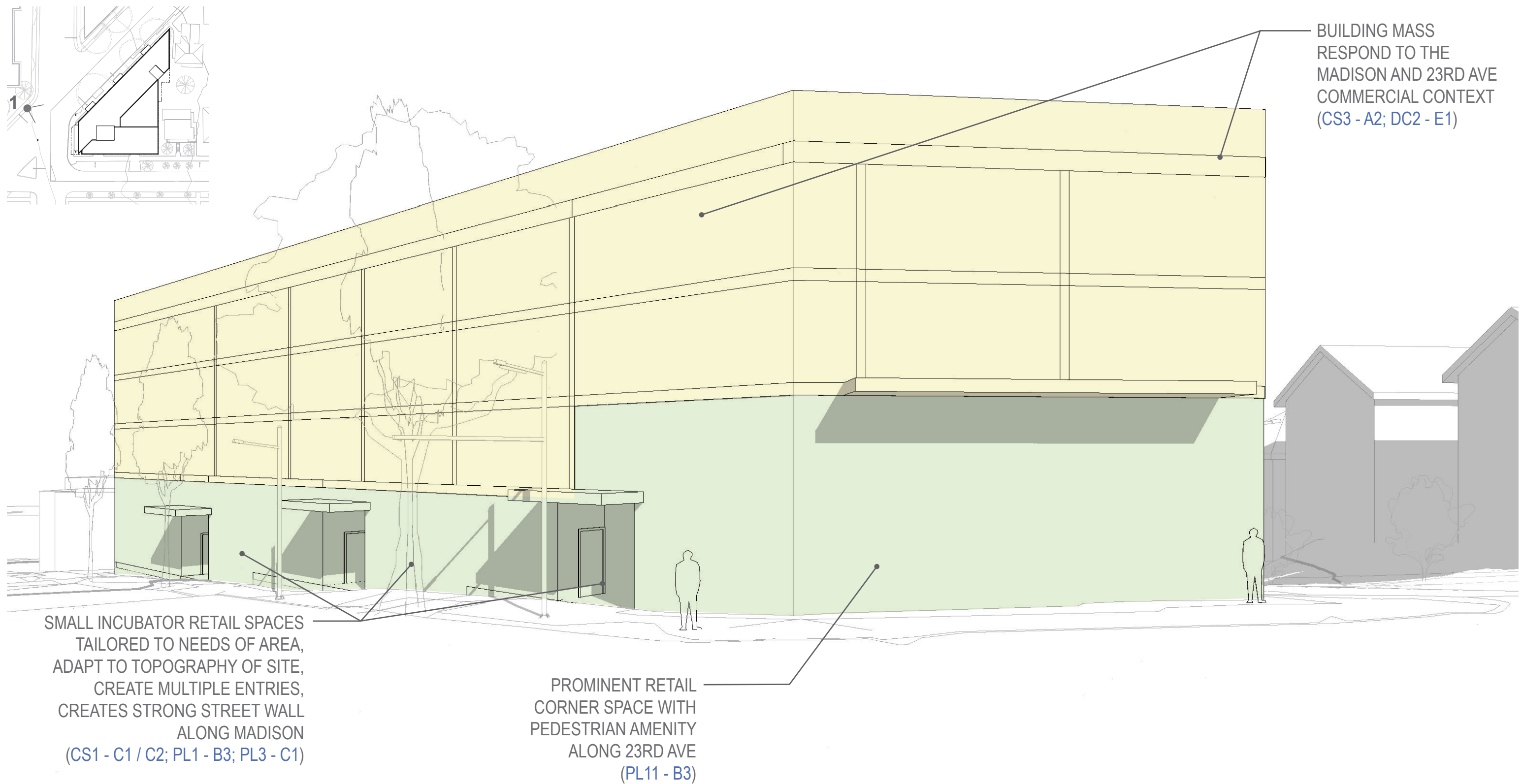
LIVING LEVELS 2 / 3 FLOOR PLAN

DESIGN OPTION C



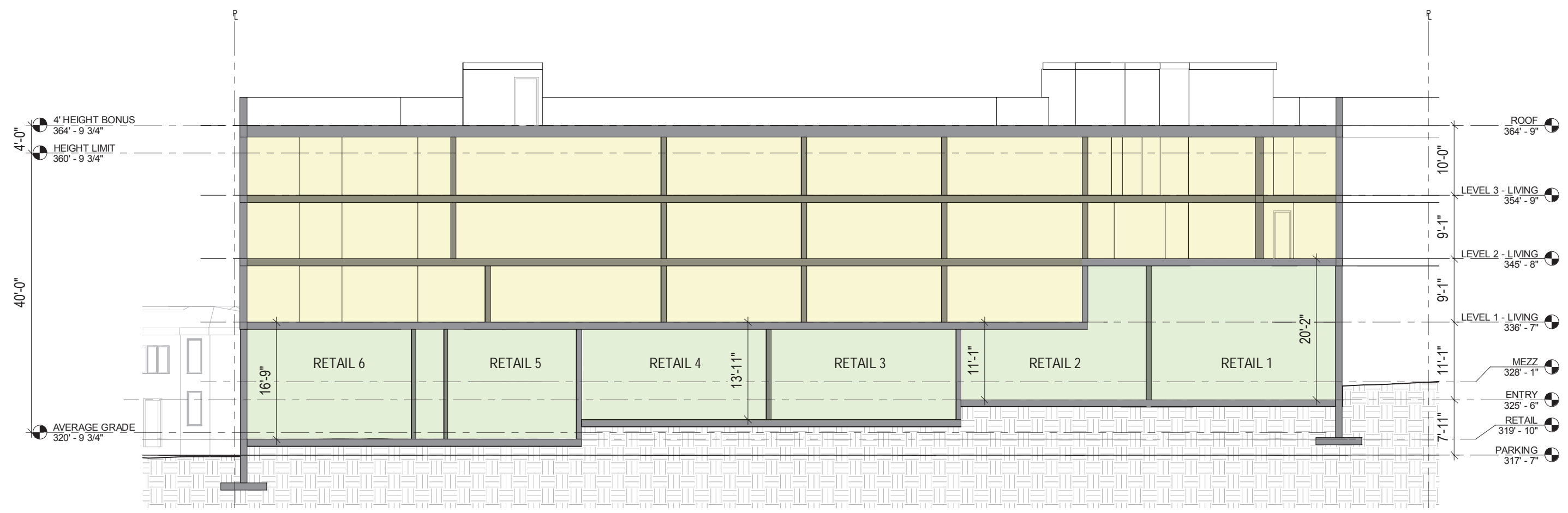
- LEGEND:
- RESIDENTIAL
 - RETAIL
 - CIRCULATION/UTILITY
 - PARKING





STREET VIEW - 1

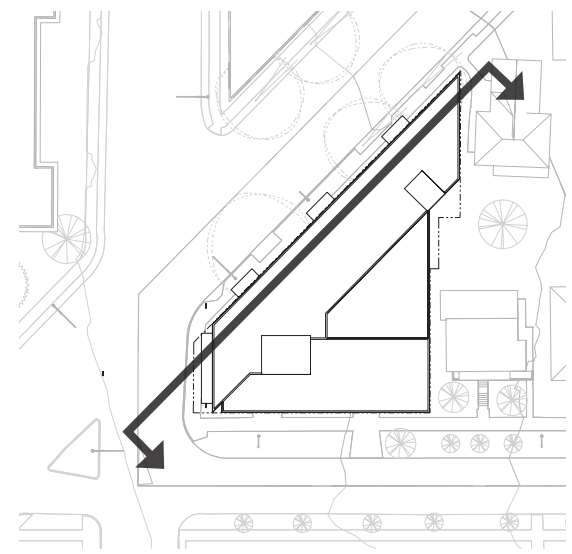
DESIGN OPTION C



SECTION LOOKING SOUTHEAST

LEGEND:

- RESIDENTIAL
- RETAIL
- CIRCULATION/UTILITY
- PARKING

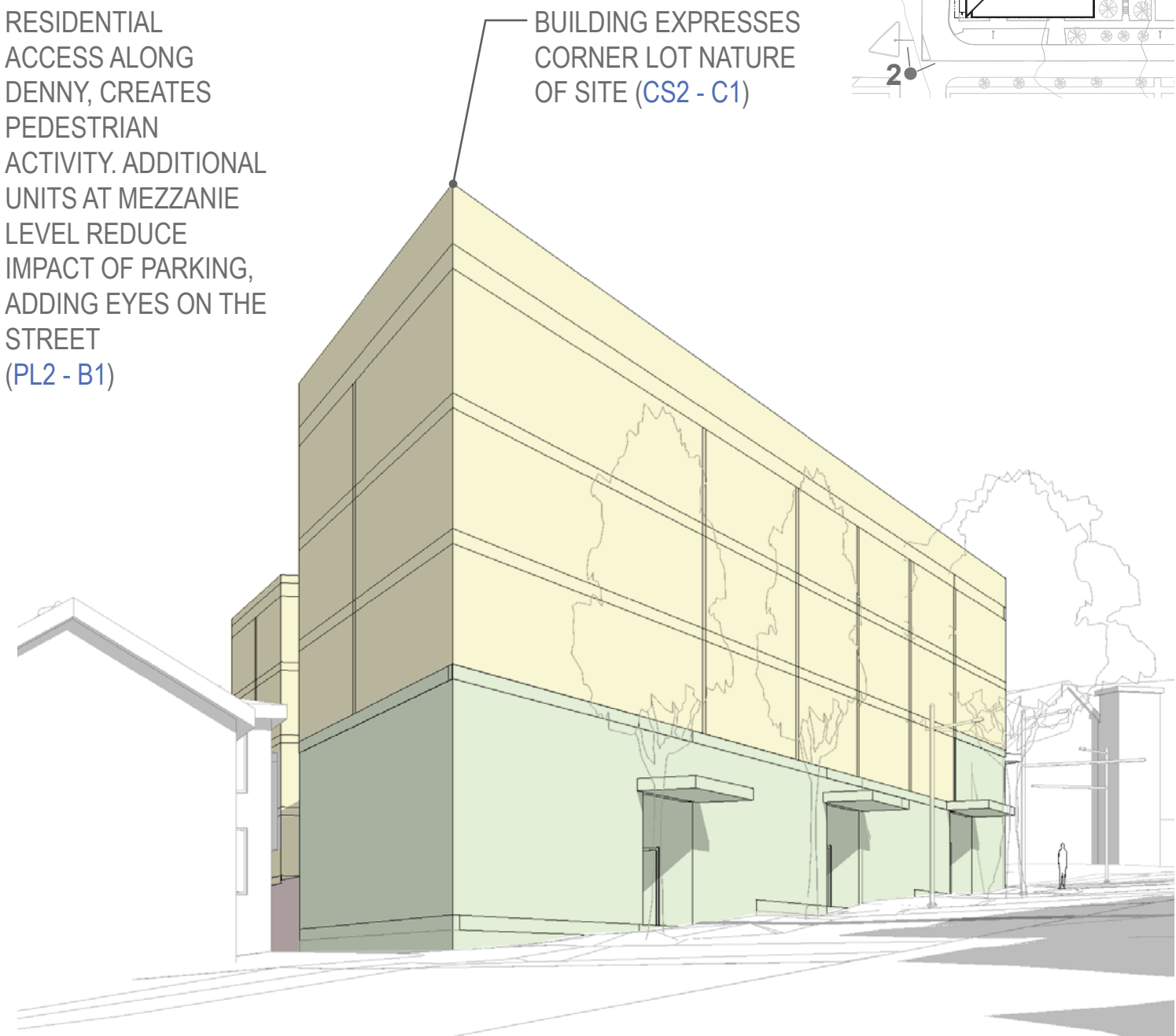


BUILDING MASSES
RESPOND TO THE
MADISON COMMERCIAL
CONTEXT AND THE
DENNY RESIDENTIAL
CONTEXT
(CS3 - A2; DC2 - E1)



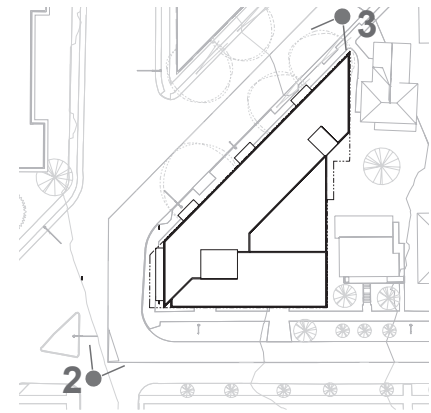
STREET VIEW - 2

RESIDENTIAL
ACCESS ALONG
DENNY, CREATES
PEDESTRIAN
ACTIVITY. ADDITIONAL
UNITS AT MEZZANIE
LEVEL REDUCE
IMPACT OF PARKING,
ADDING EYES ON THE
STREET
(PL2 - B1)

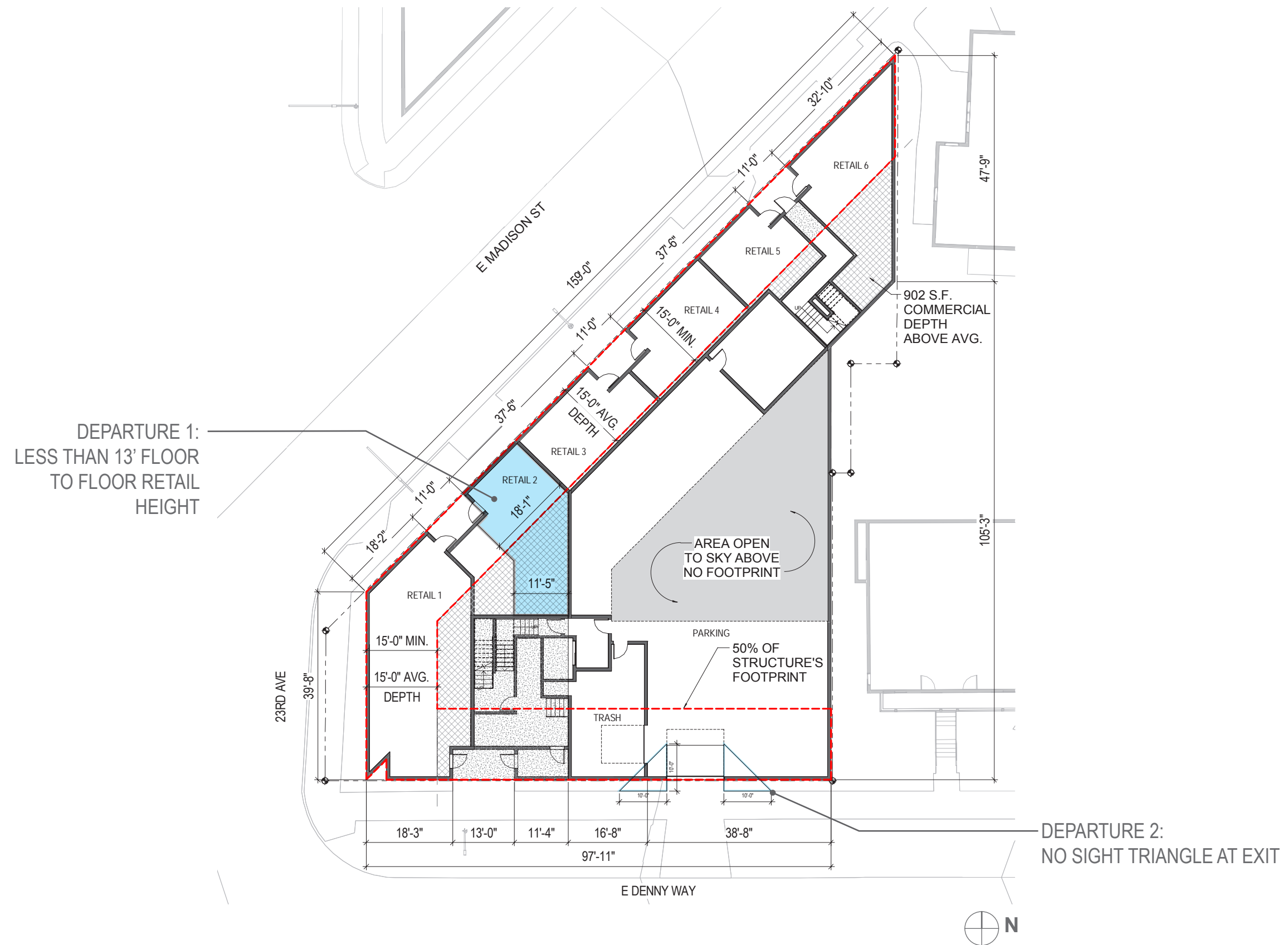


STREET VIEW - 3

BUILDING EXPRESSES
CORNER LOT NATURE
OF SITE (CS2 - C1)



DESIGN OPTION C -DEPARTURE DIAGRAM



DESIGN OPTION C - DEPARTURE MATRIX

NUMBER	CODE SECTION	CODE ITEM	DEPARTURE REQUESTED	RATIONALE	AMOUNT	GUIDELINE
1	23.47A.008 .B.3.b	Nonresidential uses at street level shall have a floor-to-floor height of at least 13 feet.	Reduce floor-to-floor height at retail space 2.	Create a consistent and composed retail facade along East Madison Street that adapts to the topography.	16% Reduction	PL3-C1: Porous edge: Multiple retail entries
2	23.54.030.G2	Sight Triangle: Required on exit side	No sight triangle at exit side; provision of convex mirror instead	Create a consistent street wall. Avoid creating unsafe recesses with poor visibility.	38% Reduction	PL2-B1: Encourage natural surveillance

SHADOW STUDIES

OPTION A

JUNE 21

MAR/SEPT 21

DEC 21

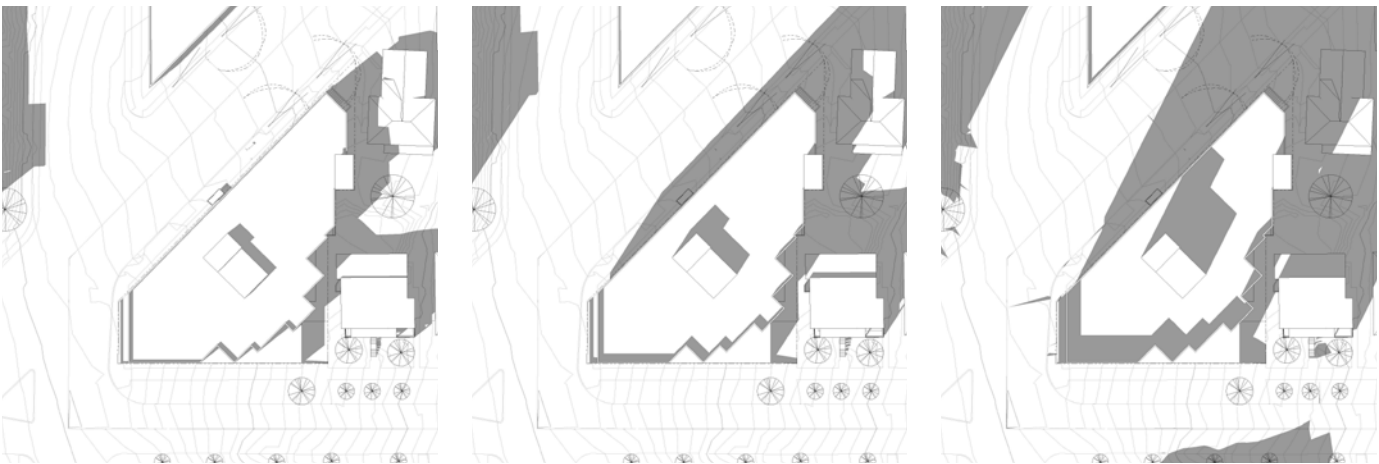
10 AM



12 PM



2 PM



OPTION B

JUNE 21

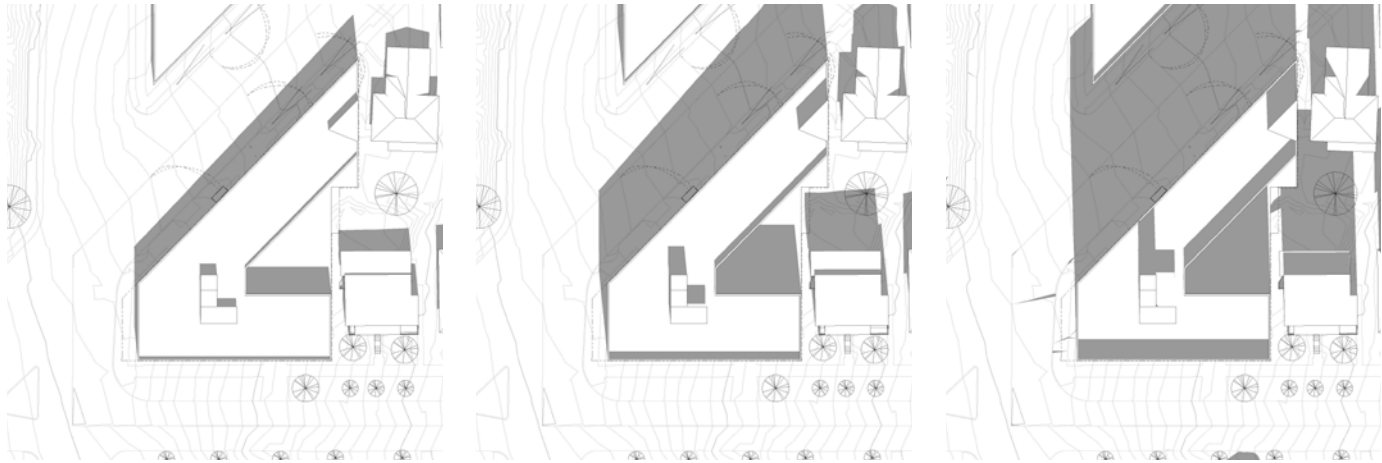
MAR/SEPT 21

DEC 21

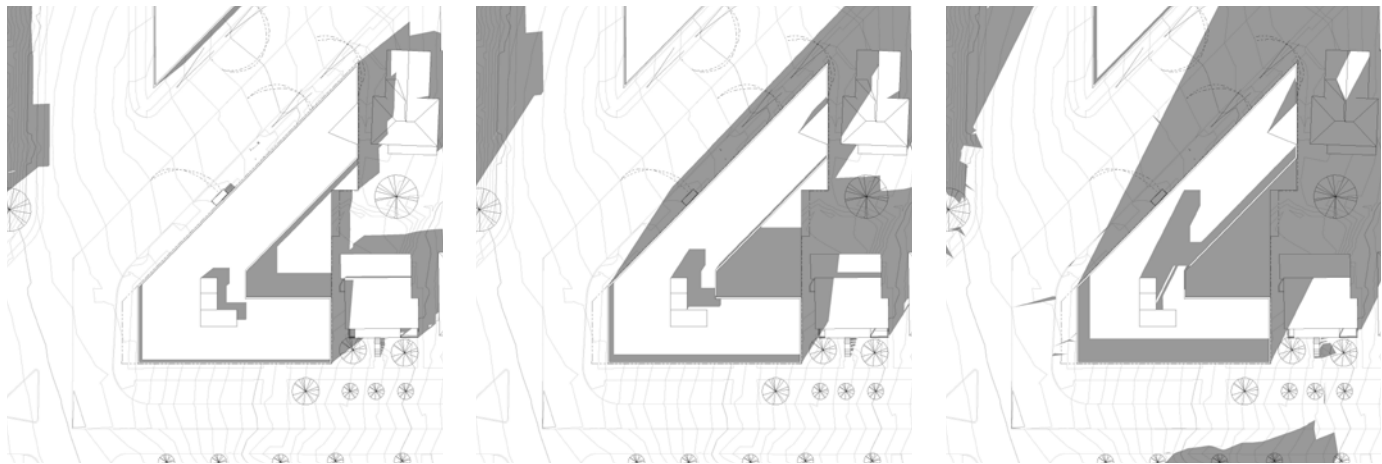
10 AM



12 PM



2 PM

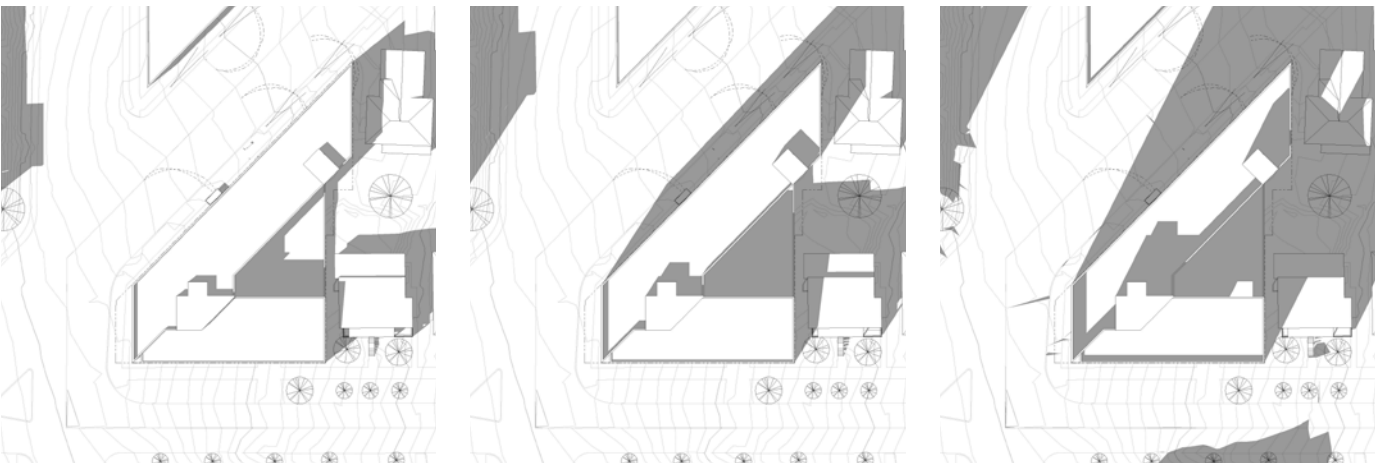
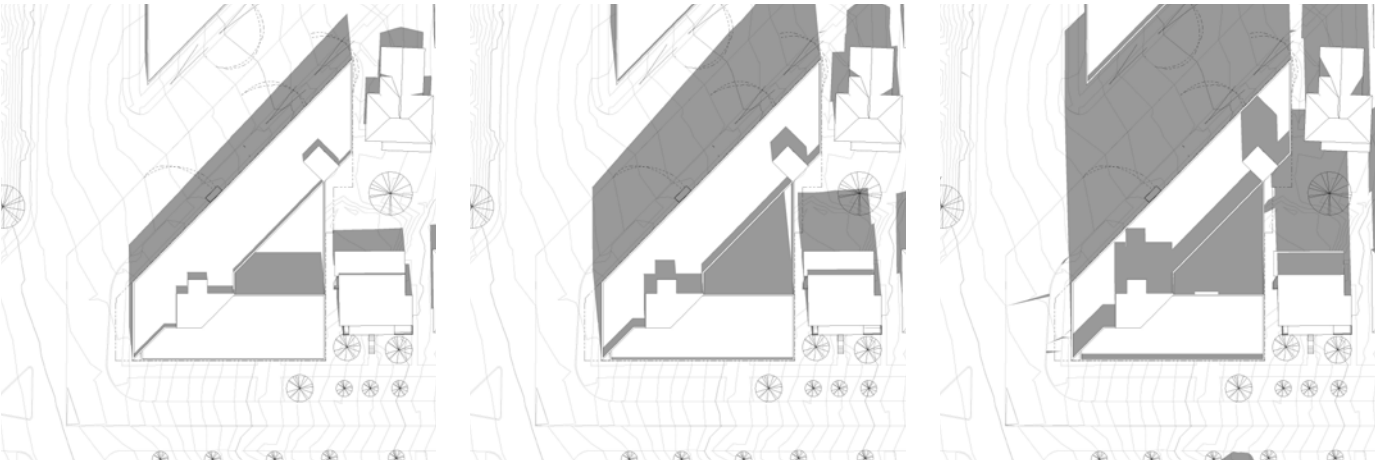
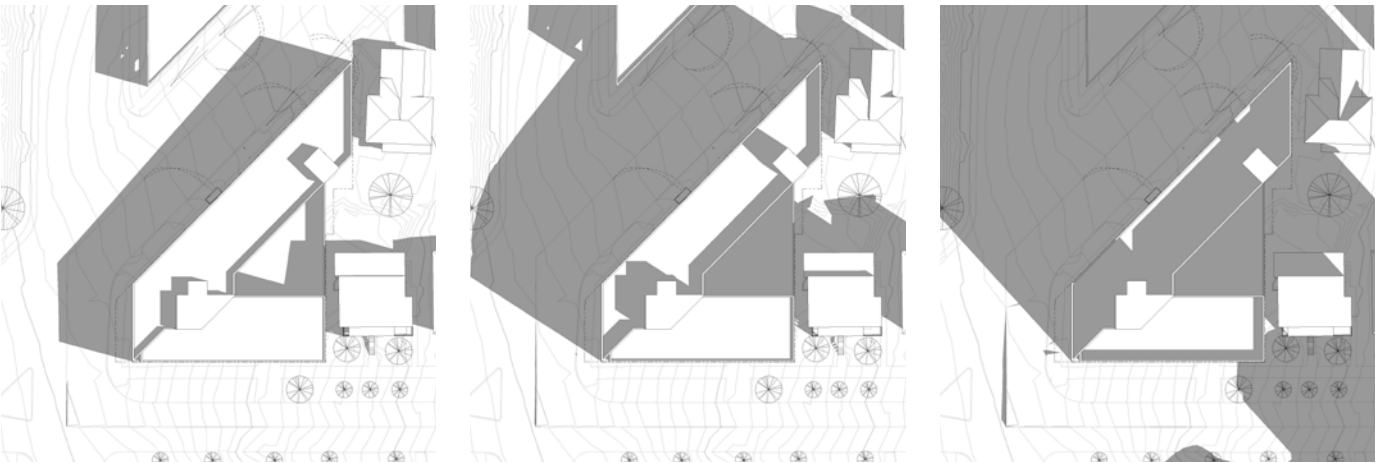


OPTION C

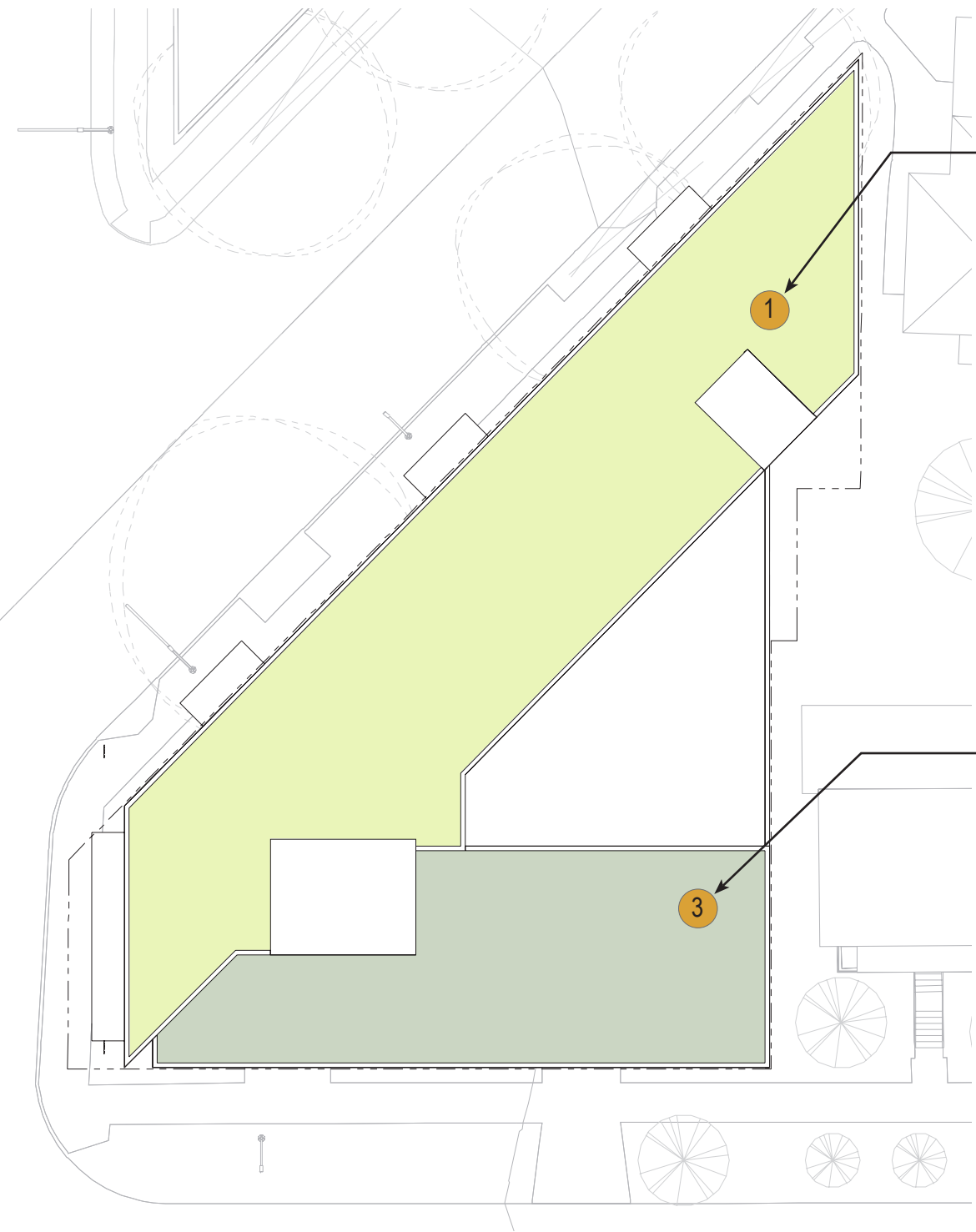
JUNE 21

MAR/SEPT 21

DEC 21



LANDSCAPE CONCEPTS

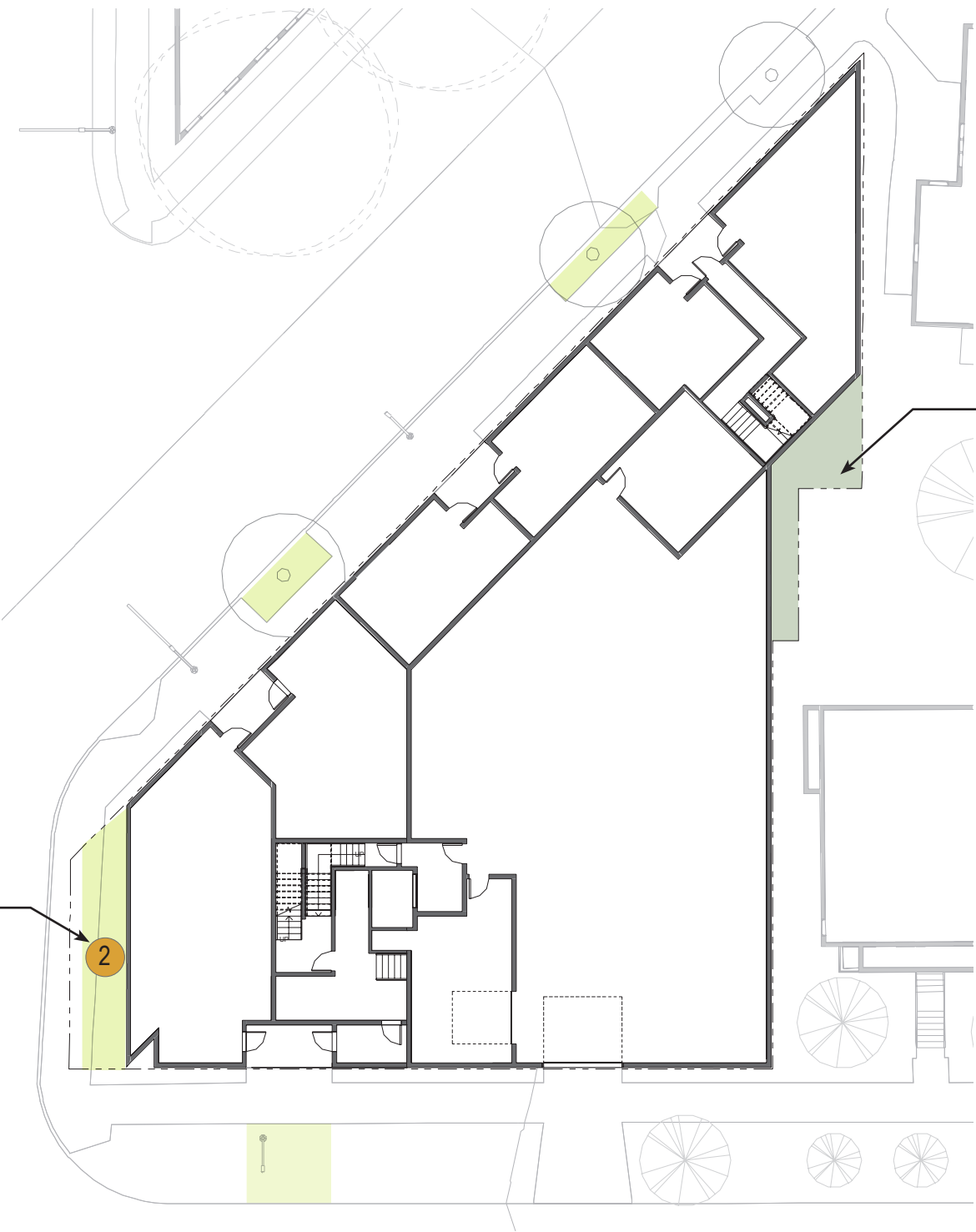


AREA FOR ROOFTOP
AMENITY AREAS

GREEN ROOF
(IF REQUIRED FOR
GREEN FACTOR OR GSI)

AREAS FOR SIDEWALK
IMPROVEMENT

ROOF PLAN



GSI FACILITY

GROUND FLOOR

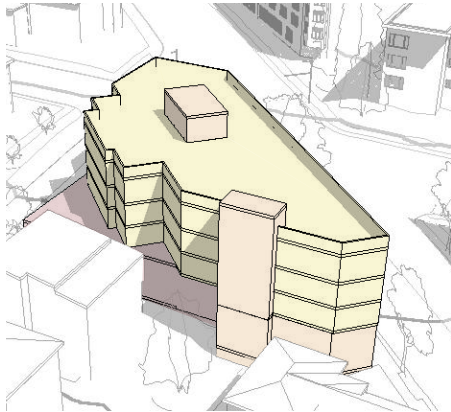


1 ROOFTOP AMENITY AREAS

2 SIDEWALK IMPROVEMENT

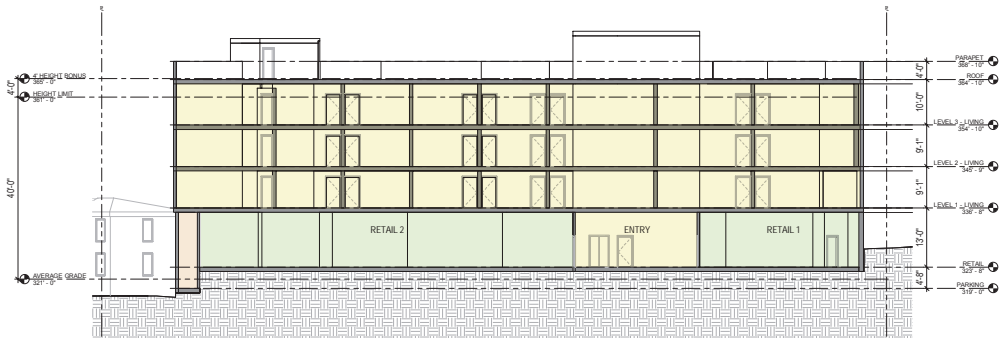
3 ROOFTOP FEATURES

DESIGN OPTION A

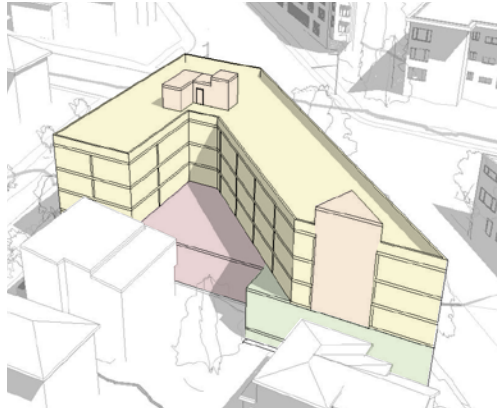


PROJECT INFORMATION

- 42 APARTMENT UNITS (450 AVERAGE S.F./ UNIT)
- 3,733 S.F. RETAIL SPACE AT STREET LEVEL
- 7 ENCLOSED PARKING SPACES (2,656 S.F.)

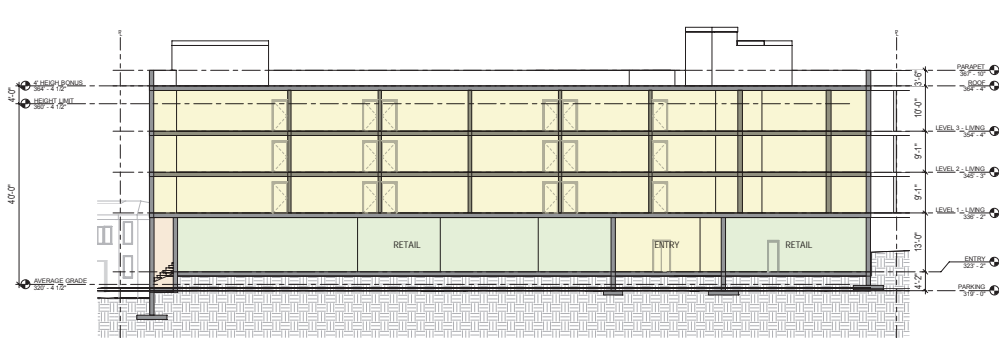
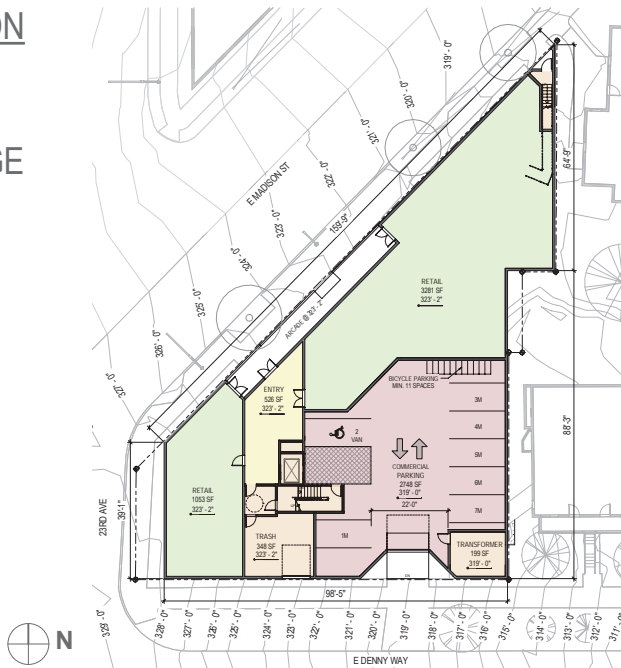


DESIGN OPTION B

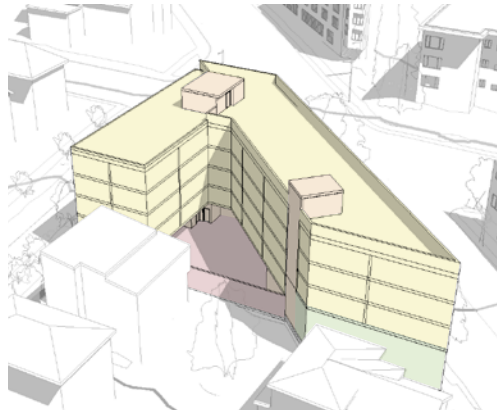


PROJECT INFORMATION

- 57 APARTMENT UNITS (312 AVERAGE S.F./UNIT)
- 4,334 S.F. RETAIL SPACE AT STREET LEVEL
- 7 ENCLOSED PARKING SPACES (2,748 S.F.)

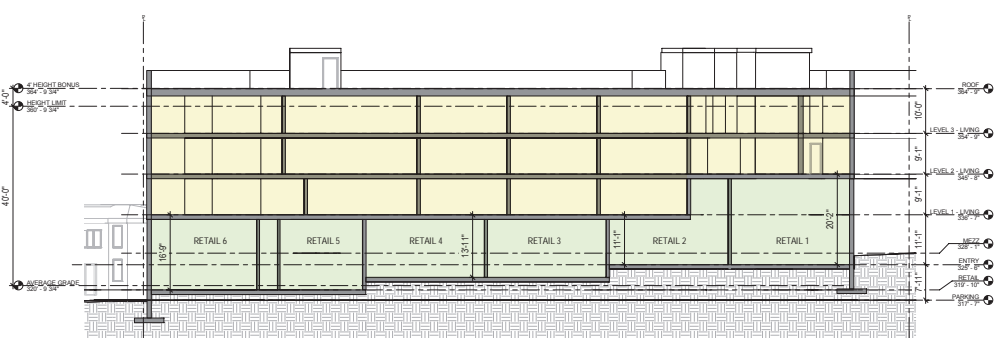


DESIGN OPTION C
PREFERRED



PROJECT INFORMATION

- 54 APARTMENT UNITS (359 AVERAGE S.F./UNIT)
- 3,195 S.F. RETAIL SPACE AT STREET LEVEL
- 11 ENCLOSED PARKING SPACES (3,726 S.F.)





KEY GUIDELINES:

CS1-A1: Natural ventilation improves energy efficiency

CS1-B2: Maximize daylighting for unit interiors

CS1-C1: Topography informs the project design

CS2-C1: Corner site serves as a focal point, creates a strong urban edge.

CS3-A2: Contemporary design contributes to the development of attractive new forms

CS3-A4: New development establishes a positive and desirable context for others to build upon

PL1-B3: Pedestrian amenity along 23rd

PL2-B1: Encourage natural surveillance

PL3-C1: Porous edge: Multiple retail entries

PL4-C2: Integrate transit stop

DC2-A1: Building massing reflects the topography and the shape of the site

DC2-E1: Make building arrangement legible and easy to understand