



City of Seattle

Gregory J. Nickels, Mayor

Department of Planning & Development

D.M. Sugimura, Director

**EARLY DESIGN GUIDANCE PRIORITIES
OF THE
CAPITOL/FIRST HILL/CENTRAL AREA DESIGN REVIEW BOARD**

BACKGROUND INFORMATION:

Project Number: 3010451

Address: 1530 11th Avenue

Applicant: Clayton O'Brien Smith, GGLO
for Kurt Pryde, Pryde Johnson

Board members present: Evan Bourquard
Dan Foltz, substitute
Lisa Picard
Wolf Saar
Sharon Sutton, Chair

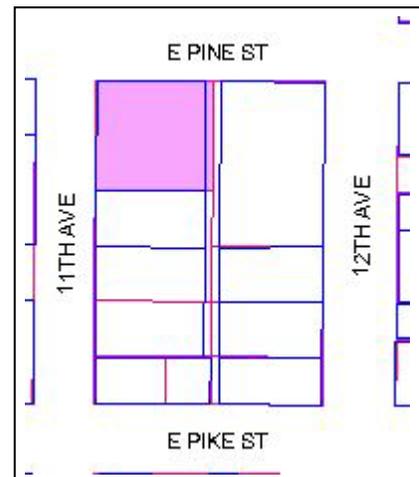
Board members absent: Brian Cavanaugh

Meeting Date: August 19, 2009
Report Date: September 14, 2009

DPD staff present: Lisa Rutzick, Land Use Planner

SITE & VICINITY

The subject site, zoned Neighborhood Commercial 3 with a 65-foot height limit (NC3-65'), is located on the southeast corner of the intersection of East Pine Street and 11th Avenue. The site is located within the Pike/Pine Conservation District Overlay. There is a shared access easement between the subject site and the property to the east that functions as a private alley. The NC3-65 zone continues to the north, east, south and east and west of the subject site. To the immediate east is the East Police Precinct station. Across East Pine Street to the north, are the Cal Anderson Park and the Bobby Morris playfield. The site is well served by transit.



PROJECT DESCRIPTION

The proposal includes the retention of the existing two-story building facade and construction of a new six story building with ground level retail and artist lofts with 84 residential units above. Four parking spaces to be provided below grade. Access to the site would be from either 11th Avenue or the private driveway to the east.

DESIGN PRESENTATION

Four alternative design schemes were presented. The first scheme (Option A) proposed U-shaped building over the existing base with the second floor open space courtyard facing to the south. Vehicular access would be from 11th Avenue. The second alternative (Option B) proposed an L-shaped building over a new base (existing building to be demolished), with a second floor courtyard at the northwest corner of the site facing the intersection. The vehicular access would be from the private alley or the street. The third and preferred scheme (Option C) proposed an L-shaped tower over the existing first level base, with a second floor courtyard at the southeast corner of the site. The access would be from the private driveway to the east. The fourth alternative (Option D) also proposed an L-shaped building over the existing first level base, with a second floor courtyard at the southeast corner of the site. In this case, the entire new portion of the building is set back along the north and west property lines. The access would be from the private driveway to the east.

PUBLIC COMMENT

Approximately 25 member of the public attended the Early Design Guidance meeting. The following comments were offered:

- Concerned with splitting the retail bay into half residential space. The siding materials are critical and should be of a high quality that sets a precedent for the future building preservation efforts in the area. The windows in the new portion of the building should not be generic looking and provide some visual interest. Support the departure for the driveway (and avoid having to take access from 11th Ave). The basement floor should be used more creatively and not simply for parking. Perhaps live/work units would work well at this level and could be have frontage/entrances from the private driveway, creating an active and used alley-like space.
- Interested in historic preservation and this existing structure, built in 1916, is an example of a classic auto row building characteristic of the neighborhood. Would like to see the new development retain this sense of character. The perspective shown in the drawings is incorrect. Would not rely on the Department of Neighborhood's database for identifying historic structures. A uniform façade is important.
- Preservation of the façade and commercial space including the mezzanine is important. Endorses building market rate housing without parking. Encourage unified façade that truly integrates the upper floors with the historic base.
- Supports alternative C and would like to see preservation the grand interior space at the ground floor. Notes that high quality material treatment should wrap around to the private driveway on the east side of the building,
- The character defining features of the building include the mezzanine and storefront windows and the terra cotta details – these should be preserved.
- The integration of the old with the new is a challenge and the developer should be commended for being the first to take on this effort. With the ten foot height bonus, the full height of the commercial base should be preserved. This bonus was meant to help compensate for the preservation. The Packard Building nearby is a very different design so this challenge of preserving or splitting the

commercial base was less of an issue. A setback above the base would help reinforce and respect the historic base from the new building. ‘

- Support the driveway departure and would not like to see access from 11th Avenue. Does not want to see fake windows. Concerned with splitting the true structure into commercial and residential uses stacked above each other; would be more supportive of reducing the commercial use in length. Would like to see studies of the asymmetry of the building and how this would be reflected in the building above. The opportunity to keep this building is exciting. Locating residential uses too close to street level is problematic. The wider sidewalks are an excellent opportunity to activate the base,

DESIGN GUIDELINE PRIORITIES

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance and identified by letter and number those siting and design guidelines found in the City of Seattle’s *Design Review: Guidelines for Multifamily and Commercial Buildings* of highest priority to this project. Additionally, consultation with the *Pike/Pine Neighborhood Community Design Guidelines* and *Capitol Hill Neighborhood Design Guidelines* have allowed the Board to provide further elaboration on these guidelines identified as highest priority.

A. Site Planning

A-1 Responding to Site Characteristics. The siting of buildings should respond to specific site conditions and opportunities.

Pike/Pine: Characteristics and opportunities to consider in Pike/Pine include both views and other neighborhood features including:

- *A change in street grid alignment causing unique, irregular-shaped lots, including Union and Madison and 10th and Broadway Court*
- *“Bow tie” intersections at 13th/14th between Pike/Pine/Madison*

The Board agreed that the historic auto row character should continue with the preservation of the building façade and this will be a tremendous contribution to the neighborhood. The Board was unanimous in their support for the preservation of the existing building

The Board warned, however, that the uses and types of activities programmed within this historic commercial base should be closely tied to the design of the building. The Board feels strongly that the base appear to have a commercial character and not be squeezed downward to allow a residential floor. The Board did note, however, that locating a live/work unit at the northeast corner might be an acceptable compromise to allow some residential type use at the sidewalk level that emphasizes commercial activity at the street front.

A-4 Human Activity. New development should be sited and designed to encourage human activity along the street.

The Board agreed that the design and building program should encourage pedestrian activity. The Board was concerned with the proposed squeezing of a commercial floor and residential floor into the portion of the building defined by the historic commercial base. Maintaining commercial uses at the base is part of the character of the neighborhood and original building itself.

A-8 Parking and Vehicle Access. Siting should minimize the impact of automobile parking and driveways on the pedestrian environment, adjacent properties, and pedestrian safety.

The Board expressed a strong preference for access to be taken from the private alley. It was also suggested that this space could be used to activate and engage with the building uses, by including transparency at the ground floor of the east façade or wrapping the materials.

A-10 Corner Lots. Buildings on corner lots should be oriented to the corner and public street fronts. Parking and automobile access should be located away from corners.

Pike/Pine: Buildings on corner lots should reinforce the street corner. To help celebrate the corner, pedestrian entrances and other design features that lend to Pike/Pine’s character may be incorporated. These features include architectural detailing, cornice work or frieze designs.

The Board agreed that the building design should hold the corner and ground this corner of the intersection with strong, well-integrated building clad with high quality materials.

B. Height, Bulk, and Scale

B-1 Height, Bulk, and Scale Compatibility. Projects should be compatible with the scale of development anticipated by the applicable Land Use Policies for the surrounding area and should be sited and designed to provide a sensitive transition to nearby, less intensive zones. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk, and scale between the anticipated development potential on the adjacent zones.

The Board challenged the applicant to consider other configurations of the building forms that include a set back of the new building from the historic façade. The design should strive for integrated design while acknowledging the original base. How the old and new portions of the building are combined present an exciting opportunity. The new structure should endeavor to respond to the datum lines of the Police Precinct building next door, as well as to the base.

C. Architectural Elements

C-1 Architectural Context

New buildings proposed for existing neighborhoods with a well-defined and desirable character should be compatible with or complement the architectural character and siting pattern of neighboring buildings.

Pike/Pine: The Pike/Pine vernacular architecture is characterized by the historic auto-row and warehouse industrial features of high ground floor ceilings and display windows, detailed cornice and frieze work, and trim detailing. Architectural styles and materials that reflect the light-industrial history of the neighborhood are encouraged.

The glazing and detailing of the existing building should be preserved and allowed to showcase themselves within the new development. The Board noted that the ‘roof façade’ will be visible and should be designed with this in mind. The Board also noted that it would be appropriate for the new building to be designed as a background building to the historic façade and not compete for visual attention.

C-2 Architectural Concept and Consistency.

- **Building design elements, details and massing should create a well-proportioned and unified building form and exhibit an overall architectural concept.**
- **Buildings should exhibit form and features identifying the functions within the building.**

The Board feels that that the historic portion of the development should not appear to be tacked on to the new building. The new façade should respect the original façade and allow it to stand proud rather than lie within the same plane. The integrity of the existing façade should be kept intact and wrap the entire building where possible and include the full depth of returns, cornices, etc.

The Board discussed at length the splitting of the historic base into commercial and residential uses. This was of particular concern at sidewalk grade along Pine Street. The Board was adamant that this division of uses not be apparent from the street.

The Board expressed some willingness to be flexible with the setback above the base depending on the how the new building is integrated into the existing one in terms of materials, continuation of datum lines and grid patterns. If less than a 15 foot setback is proposed, great detail is expected to show how this will be successfully achieved without minimizing the scale and details of the historic base, using high quality materials compatible with those of the base façade as well as creating a new building form that responds to the lines and transparency patterns established by the base.

The design of the top of the building should be ‘quiet’ and not overly obtrusive, allowing the base to stand out.

C-4 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.

Pike/Pine: New developments should respond to the neighborhood’s light-industrial vernacular through type and arrangement of exterior building materials. Preferred materials include: brick, masonry, textured or patterned concrete, true stucco (DryVit is discouraged) with wood and metal as secondary, or accent materials.

The Board encouraged the use of masonry or other very high quality material that is consistent with the Pike Pine neighborhood to the greatest extent possible and looks forward to reviewing a more detailed material and color palette that is reflective of and responsive to the surrounding architectural aesthetic. The building materials should wrap around to the alley façade to the east.

D. Pedestrian Environment

D-2 Blank Walls. Buildings should avoid blank walls. Where unavoidable, walls should receive design treatment to increase pedestrian comfort and interest.

The Board noted that potential blank walls along the private alley should be minimized.

D-8 Treatment of Alleys. The design of alley entrances should enhance the pedestrian street front.

The Board agreed that the treatment of the street facade should wrap around to the alley façade, as the existing building does with glazing and materials.

D-11 Commercial Transparency. Commercial store fronts should be transparent, allowing for a visual connection between pedestrians on the sidewalk and activities occurring on the interior of a building. Blank walls are to be avoided.

E. Landscaping

E-2 Landscaping to Enhance the Building and/or Site. Landscaping, including living plant material, special pavements, trellises, screen walls, planters, site furniture, and similar features should be appropriately incorporated into the design to enhance the project.

Pike/Pine: The creation of small gardens and art within the street right-of-way is encouraged to activate and enliven the public realm. Vertical landscaping, trellises or window boxes for plants is also desirable. Please see the Design Guidelines document for specific streets along which such treatment is emphasized.

The Board supported the proposed open space location at the ground level and at the second floor courtyard. Both spaces should be well landscaped and programmed for human activity and use. The Board noted that if a rooftop courtyard is proposed, the design and details must be presented at the next meeting.

DEVELOPMENT STANDARD DEPARTURES

At the Early Design Guidance meeting, the following two departures from the development standards were proposed:

1. STREET LEVEL DEVELOPEMENT STANDARDS (SMC 23.47.008): The applicant proposes a departure to decrease the floor-to-floor height from 13' to 11'.

The Board indicated that they are not inclined to support such a departure but rather that the commercial viability and prominence of the historic building base should be emphasized and not minimized by squeezing a residential floor into the base building.

However, the Board's recommendation on all of the requested departures will be reserved until the final Board meeting and will be based upon the departure's potential to help the project better meet these design guideline priorities and achieve a better overall design than could be achieved without the departure.

2. DRIVEWAY WIDTH (SMC 23.54.030.D): The applicant proposes a departure from the aisle width standards, from 22 feet to 20 feet to access the four proposed stalls. The Board suggested that the applicant endeavor to minimize the driveway presence through design features, such as a decorative garage door, pavement scoring or other details providing visual interest at this point of entry. The Board indicated support for a reduced driveway width and hope that this private alley could be creatively utilized as an amenity to the development.

However, the Board's recommendation on all of the requested departures will be reserved until the final Board meeting and will be based upon the departure's potential to help the project better meet these design guideline priorities and achieve a better overall design than could be achieved without the departure.

Departure Summary Table

STANDARD	REQUIREMENT	REQUEST	JUSTIFICATION	BOARD REC
STREET LEVEL DEVELOPMENT STANDARDS SMC 23.47.008	13' height at ground level	11'	The reuse of the existing structure floors limits the height of the two floors.	TBD
DRIVEWAY WIDTH SMC 23.54.030	22 feet wide	20 feet wide	Board suggested minimizing presence of driveway on 11 th Ave and enhancing the point of entry from the private driveway.	TBD

NEXT STEPS

Second EDG Meeting:

1. The Board would like to review details of the open spaces, specifically those associated with the ground level residential and live/work units and the courtyard.
2. The Board would like to review three-dimensional renderings showing the proposed streetscape character and how the ground level uses, details and design relate to the sidewalk.
3. Please provide a shadow study showing solar access opportunities to proposed open spaces at the extreme seasons.
4. Please submit a color and materials board.
5. Please provide a series of colored drawings and/or graphics showing the proposed character of development from the pedestrian perspective.
6. Please provide details of the design strategies to integrate the new and old building facades.

AFTER THE EDG #2 MEETING: MUP Application:

7. Submit application for Master Use Permit (MUP) application. Please call Lisa Rutzick (at 206-386-9049) when you have scheduled your MUP intake appointment.
8. Please include a written response to the guidance provided in this EDG. Per Attachment B of Client Assistance Memo 238, plan on embedding four 11x17 colored and shadowed elevations, landscape and right-of-way improvement plans and three-dimensional street level vignettes into the front of the MUP plan set (4 per sheet) as Design Review sheets.
9. A traffic study will be required as part of the MUP process.