



FINAL RECOMMENDATION OF THE EAST DESIGN REVIEW BOARD

Project Number: 3012198

Address: 524 Broadway

Applicant: Michael Willis for 550 Broadway LLC

Date of Meeting: Wednesday, November 30, 2011

Board Members Present: Evan Bourquard
Dawn Bushnaq
Dan Foltz (substitute)
Chip Wall

Board Member Absent: Lisa Picard
Wolf Saar

DPD Staff Present: Bruce P. Rips

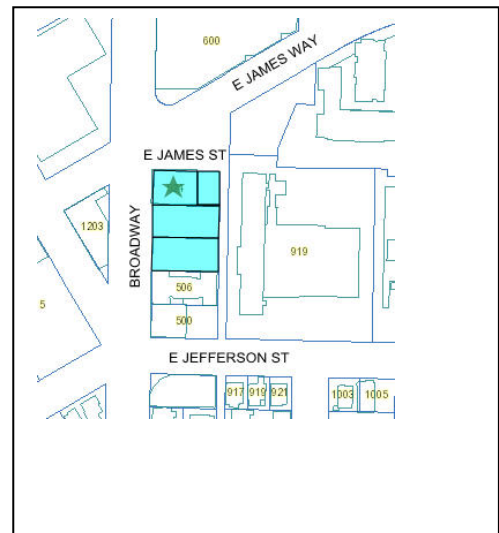
SITE & VICINITY

Site Zone: Neighborhood Commercial Three (NC3 85) with an 85' height limit.

Nearby Zones: North: NC3 85 along Broadway

South: NC3 85 and NC3 65 along Broadway. Further south of E. Jefferson the zoning changes to Midrise (MR).

East: MR. Seattle University's major institution overlay (MIO) has a 105' height limit.



	West: NC3 85 across Broadway. The heights of Swedish Hospital's MIO district varies from 70 to 240 feet.
Lot Area:	The 21,684.83 sq. ft. site descends toward both the east and south. From the highest point near the intersection of Broadway and E. James St., the topography changes by approximately 14' (13%) along the north property line and roughly five to six feet (five percent) along Broadway.
Current Development:	A three-story mixed use building (two stories on Broadway) occupies the northwest corner of the development site. Surface parking covers most of the property to the east and south of the structure.
Access:	Two curb cuts connect to Broadway. The site also has access from the alley.
Surrounding Development & Neighborhood Character	Two institutions, Swedish Hospital and Seattle University, comprise the largest property ownership in the area. The hospital complex, related medical office buildings, classrooms and dormitories represent the vicinity's dominant development. The institutional buildings and newer office buildings (primarily medical related) dominate the landscape in height and breadth, many of them full-block structures. Smaller residential and commercial buildings line portions of Broadway south of the site including the two buildings on the same block face as well as the apartment building across Broadway. Smaller grained development also occurs in the neighborhood beyond E. Jefferson St. to the south of Seattle University. Broadway marks a shift in the street grid. Several buildings conform to the wedge shape of their property. E. James Way extends the grid established on the west until it connects to E. Cherry St. The subject parcel lies to south of a wedge shaped portion of the right-of-way with considerable tree cover.
ECAs:	No Environmentally Critical Areas are mapped on the site.

PROJECT DESCRIPTION

The applicant proposes to develop a seven story mixed-use building with approximately 200 residential units, 5,000 square feet of commercial space along Broadway and E. James St. (including three live/work) and 107 enclosed parking spaces accessed from the alley. The proposal includes the demolition of a three story mixed use building.

DESIGN DEVELOPMENT

In response to the initial Board guidance, the applicant returned to the Board for a second EDG meeting. The architect presented three more options one of which was a refinement of previous option #3. The commonality among the new options included commercial use at the base of the structure along Broadway, live work units stepping down the grade along E. James St, a formal residential entry off Broadway, parking accessed from the alley, and residential units on seven floors beginning at the alley grade. The shorter mass of the “T-shape” scheme (labeled option #4) lies situated along E. James. The longer spine of the “T” runs north and south forming open spaces at the alley and one-story above Broadway. This scheme responded to the Board’s request for an “I” scheme. According to the architect, neither the “T” nor the “I” produces enough residential units to satisfy the developer’s program. Massing option #5 forms a large entry courtyard facing Broadway with commercial space at street level and residential units above wrapping around the open space. This scheme met the desired program.

The applicant’s preferred scheme flips the courtyard to face the east with its floor nearly at grade with the alley. Residential units wrap the three sides of the courtyard on all seven levels. The primary residential entry occurs on Broadway and a secondary one on E. James. Unlike the other schemes, the building sets back from Broadway at the third floor. In the previous two schemes the structure pulls back from Broadway at all levels to accommodate the power lines. Two modified options to the east courtyard show 1) a courtyard raised one floor above the alley to connect on the same plane as the Broadway level and 2) a longer court (north and south), causing the reduction of the southern segment of the C shape with a single loaded corridor and a blank wall forming the south elevation.

By the Recommendation meeting, the applicant had refined the residential entries on Broadway and E. James, revised the court off the alley and modified the overall massing to meet the Board’s guidance.

PUBLIC COMMENT

At the Recommendation Meeting, two members of the public affixed their names to the sign-in sheet. One speaker asked whether the existing businesses would be relocated to the new building.

PRIORITIES & BOARD RECOMMENDATIONS

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. The Board identified the Citywide Design Guidelines & Neighborhood specific guidelines (as applicable) of highest priority for this project.

A. Site Planning

A-2 Streetscape Compatibility. The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right-of-way.

The Board's deliberation did not expand upon comments from the two EDG meetings.

A-3 Entrances Visible from the Street. Entries should be clearly identifiable and visible from the street.

The applicant's revision of the residential entrances on Broadway and E. James St. met with the Board's approval. A brief discussion focused on the size of the Broadway entrance plaza.

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

Board members did not offer comments beyond those from the EDG meetings.

A-5 Respect for Adjacent Sites. Buildings should respect adjacent properties by being located on their sites to minimize disruption of the privacy and outdoor activities of residents in adjacent buildings.

The revised proposal met earlier guidance.

A-6 Transition Between Residence and Street. For residential projects, the space between the building and the sidewalk should provide security and privacy for residents and encourage social interaction among residents and neighbors.

Responding to EDG comments, the applicant submitted a larger entry plaza on Broadway which satisfied the Board.

A-7 Residential Open Space. Residential projects should be sited to maximize opportunities for creating usable, attractive, well-integrated open space.

The Board recommended a more refined progression of spaces between the Broadway entrance and the terrace above the courtyard. The architects must focus on emphasizing the experiential quality of the sequence of spaces which draw the individual through a public exterior space to two semi public interior spaces and to a semi-public exterior terrace / court. The separate spaces, although flowing into one another, should be well defined (e.g. shape or proportion, ceiling height, materials, level of transparency) and complement one another. The Board did not want to see the rooms narrowed as shown in the Recommendation drawings. The design should elicit a stronger visual connection between the entrance on one end and the sequence of interior and exterior amenity spaces on the other.

- 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.**

No further discussion from the EDG meetings ensued.

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

The Board recommended that the white fiber cement panel at the upper levels wrap around the northwest corner from the Broadway elevation to the E. James St. elevation. This will provide greater continuity along the two major street facades. In essence, the white box should complete itself on the Broadway and E. James corner.

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 near-by, less intensive zones. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk, and scale between anticipated development potential of the adjacent zones.**

Design revisions addressing bulk and scale made by the applicant between the second EDG meeting and the Recommendation meeting met with the Board's tacit approval.

C. Architectural Elements and Materials

- 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.**

See B-1 comments.

- 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. In general, the roofline or top of the structure should be clearly distinguished from its facade walls.**

The overall façade strategy of vertically notching the building to mark residential entrances (west and north elevations) and horizontally notching the building at the third floor setback met with the Board's approval. For the most part, this works successfully on the west and north facades. Along the alley, the results made a less convincing impression upon the Board. The east elevation should be simplified following the rules established for the street facades. The number of bays should be reduced and simplified, vertical notching should be used at significant entries rather than to separate floating

bays. The black masonry base should continue along the alley. Using white fiber cement panel in place of the yellow panel will also help to simplify the elevation.

See guideline A-10 for recommendations to modify the northwest corner.

The architects should simplify the larger massing elements on the facades by eliminating or modifying some of the detailing. For example, elements such as the lintels, metal panels and white coping at the masonry base were questioned. The Board observed that the white coping at the brick base produces too much contrast. The Board members also preferred a white spandrel rather than a grey one to match the white fiber cement panels defining the upper residential levels. At the three upper levels on Broadway and the four higher levels on E. James, the grey should denote in the inside wall of the balconies and the white skin the outer most walls of the units.

C-3 Human Scale. The design of new buildings should incorporate architectural features, elements, and details to achieve a good human scale.

The Board members asked the architects to consider the detailing of the underside of the canopies. Revision of the canopy should provide a sense of scale.

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.

The Board recommended changing the yellow finch color on the east and south elevations to white and replacing the CMU along the alley with black brick. See Recommendations for guidance C-2.

C-5 Structured Parking Entrances. The presence and appearance of garage entrances should be minimized so that they do not dominate the street frontage of a building.

The Board did not expand upon the guidance from the EDG meetings.

D. Pedestrian Environment

D-1 Pedestrian Open Spaces and Entrances. Convenient and attractive access to the building's entry should be provided. To ensure comfort and security, paths and entry areas should be sufficiently lighted and entry areas should be protected from the weather. Opportunities for creating lively, pedestrian-oriented open space should be considered.

Considerable amount of attention focused on the sequence of exterior and interior spaces that provide the project with a strong organizing idea. The Board asked for a revision of these spaces to create greater clarity. See expanded comments under A-7.

D-2 Blank Walls. Buildings should avoid large blank walls facing the street, especially near sidewalks. Where blank walls are unavoidable they should receive design treatment to increase pedestrian comfort and interest.

The Board briefly discussed the arrangement of the live/work units fronting on E. James but did not request modifications to the design.

- D-5 Visual Impacts of Parking Structures.** The visibility of all at-grade parking structures or accessory parking garages should be minimized. The parking portion of a structure should be architecturally compatible with the rest of the structure and streetscape. Open parking spaces and carports should be screened from the street and adjacent properties.

The Board asked for modifications to the masonry along the alley. See recommendations D-8.

- D-6 Screening of Dumpsters, Utilities, and Service Areas.** Building sites should locate service elements like trash dumpsters, loading docks and mechanical equipment away from the street front where possible. When elements such as dumpsters, utility meters, mechanical units and service areas cannot be located away from the street front, they should be situated and screened from view and should not be located in the pedestrian right-of-way.

No further discussion ensued.

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

The Board recommended a simpler alley façade more in keeping with the ideas embedded within the west and north facades. Continue the black brick along the base of the alley in order to replace the beige concrete masonry unit, replace the yellow finch color from the façade with white panels, and simplify the composition of bays and notches. See recommendations from C-2.

- D-9 Commercial Signage.** Signs should add interest to the street front environment and should be appropriate for the scale and character desired in the area.

The Board did not discuss commercial signage; however, it should resemble the blade sign styles shown on p. 23 of the Recommendation packet.

- D-10 Commercial Lighting.** Appropriate levels of lighting should be provided in order to promote visual interest and a sense of security for people in commercial districts during evening hours. Lighting may be provided by incorporation into the building façade, the underside of overhead weather protection, on and around street furniture, in merchandising display windows, in landscaped areas, and/or on signage.

Location and style of lighting fixtures should resemble the images provided on p. 22 of the Recommendation packet.

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

The design of the storefronts should remain the same as shown in the Recommendation meeting presentation drawings.

- D-12 Residential Entries and Transitions.** For residential projects in commercial zones, the space between the residential entry and the sidewalk should provide security and privacy for residents and a visually interesting street front for pedestrians. Residential buildings should enhance the character of the streetscape with small gardens, stoops and other elements that work to create a transition between the public sidewalk and private entry.

In general, the designs of the residential entry plazas and court met with the Board's approval.

E. Landscaping

- E-1 Landscaping to Reinforce Design Continuity with Adjacent Sites.** Where possible, and where there is not another overriding concern, landscaping should reinforce the character of neighboring properties and abutting streetscape.

The Board made no further recommendations on the landscape plan provided at the meeting. Landscaping will need to resemble the images on pp. 20-21 of the Recommendation packet.

- 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.

See comments from E-1.

Recommendations: The recommendations summarized below were based on the plans submitted at the November 30, 2011 meeting. Design, siting or architectural details not specifically identified or altered in these recommendations are expected to remain as presented in the plans and other drawings available at the November 30th, 2011 public meeting. After considering the site and context, hearing public comment, reconsidering the previously identified design priorities, and reviewing the plans and renderings, the Design Review Board members recommended APPROVAL of the subject design and the requested development standard departures from the requirements of the Land Use Code (listed below). The Board recommends the following CONDITIONS for the project. (Authority referred in the letter and number in parenthesis):

1. Emphasize the experiential quality of the sequence of spaces beginning with the Broadway public plaza continuing through two, semi public interior spaces and ending at the a semi-public exterior terrace / court. The separate spaces, although flowing into one another, should be well defined (e.g. shape or proportion, ceiling height, materials, level of transparency) and complement one another. The spaces should not be narrowed as shown in the Recommendation drawings. The design should elicit a stronger visual

connection between the Broadway entrance on one end and the exterior amenity spaces on the other. (A-7)

2. Use white fiber cement panel at the upper residential levels to wrap around the northwest corner from the Broadway elevation to the E. James St. elevation to provide greater continuity along the two major street facades. (A-10)
3. Simplify the east elevation by following the rules established for the street facades. The number of bays should be reduced and simplified, vertical notching should be used at significant entries rather than used to separate bays. Continue the black masonry base along the alley. Use white fiber cement panel in place of the yellow panel. (C-2, D-5, D-8)
4. Simplify the larger massing elements on the facades by eliminating or modifying some of the detailing. For example, revise elements such as the lintels, metal panels and white coping at the masonry base. Use a white spandrel rather than a grey one to match the white fiber cement panels defining the upper residential levels. At the three upper levels on Broadway and the four higher levels on E. James, the grey should denote the inside wall of the balconies and the white skin the outer most walls of the units. (C-2)
5. The detailing of the underside of the canopies along Broadway should provide a sense of scale at the streetscape. (C-3, D-8)
6. Change the yellow finch color on the east and south elevations to match the white. (C-4)

DEVELOPMENT STANDARD DEPARTURES

The Board's recommendation on the requested departure(s) 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(s).

STANDARD	REQUIREMENT	REQUEST	JUSTIFICATION	RECOMMEND- ATION
1. Rear Setback. SMC 23.47. 014b.3.	Setback across an alley from a residential zone, 15' for portions of 13' to 40' in height and 2' for every 10' of height exceeding 40'.	Below 40': addition of 1,634 sq. ft. Above 40: addition of 3, 776 sq. ft. Total additional sq. ft. equals 5,410.	▪ Establishes courtyard along alley ▪ Proposed structure smaller in scale than Campion residence hall	Recommended approval.

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