



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3013040

Address: 1020 East Union Street

Applicant: Mack Selberg, Ankrom Moisan Architects for Alliance

Date of Meeting: Wednesday, March 21, 2012

Board Members Present: Wolf Saar (Chair)
Evan Bourequard
Dawn Bushnaq
Lisa Picard
Chip Wall

Board Members Absent: Lisa Picard

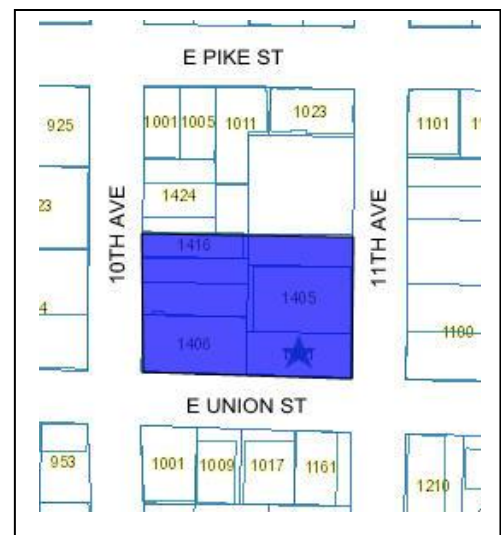
DPD Staff Present: Lisa Rutzick

SITE & VICINITY

Site Zone: NC3P-65, Pike Pine Conservation Overlay District

Nearby Zones: North: NC3P-65
South: NC3P-65
East: NC3P-65
West: NC3P-65

Lot Area: 44,029 square feet



Current Development:	<p>There are four building currently located on the site, as well as surface parking.</p> <p>#1 – 1406 10th Ave: Two story office and event space uses.</p> <p>#2 – Union Garage: One-story automotive repair use.</p> <p>#3 – Madison Park Group: One-story commercial use.</p> <p>#4 – Madison Park Group (2): One-story commercial use.</p>
Access:	Street frontage options: 10th Ave, 11th Ave and East Union St
Surrounding Development:	<p>Across the street to the west, it is anticipated that a new development will replace the existing one-story building. Across the street to the east is the Union Co-op Arts Building. Across Union Street to the south are a one story commercial use and two, two-story commercial and residential mixed use building. Abutting the site to the north is a three story commercial, retail and residential mixed use building and surface parking lots.</p>
Topography:	<p>The low point along the property line is 297.57' at the SW corner. The high point is at the NE corner, at 303.19'. The site dips to 287' near the center of the site in a parking lot.</p>
Neighborhood Character:	<p>Walking, bicycling, and taking the bus are all excellent alternatives to driving in the Capitol Hill neighborhood. The site is surrounded by bus routes providing direct access to and from Madrona, Madison Valley, Downtown, North Capitol Hill, and the University District. Bicycle lanes have been placed on the major North-South arterial, 12th, and the major East-West arterial, Pine. Just north of Cal Anderson Park, a light rail station is under construction, which connects riders as far south as the Seatac airport, and in the future as far north as Northgate.</p> <p>A mixture of historic brick apartment buildings, industrial “auto row” style buildings, and contemporary mixed-use developments are commonly found in the immediate context. The applicant provided some examples of nearby context in the EDG packet.</p>

EARLY DESIGN GUIDANCE MEETING: March 21, 2012
--

The EDG packet includes materials presented at the EDG meeting, and is available online by entering the project number at this website:

http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp

or contacting the Public Resource Center at DPD:

Address: Public Resource Center
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PROJECT DESCRIPTION

The proposal is for a six-story residential building with 250 units above 12,000 sq. ft. of retail. Parking for 180 vehicles would be provided below grade.

Two or three of the existing structures are proposed to be demolished and the facades of one or two of the structures are proposed to be retained as character structures under the Pike Pine Conservation Overlay.

PUBLIC COMMENT

Approximately 35 members of the public attended this Early Design Review meeting and several comment letters were submitted. The following comments, issues and concerns were raised:

- Appreciated the outreach by the applicants. Would like to see treatment of the blank wall condition of the north elevation, which is highly visible. Suggested seeking easements with the abutting property owner to allow openings in the north elevation. Advocated for the preservation of the Pravda Building (1406 10th Ave) to be adaptively re-used as part of the proposed development.
- Nearby music venue across 10th Avenue to the west is concerned that the noise generated by this existing use does not become a nuisance to future residential tenants. Suggested high quality, solid buildings materials with acoustical buffering and noise dampening in mind.
- Noted that potential development abutting the site to the north may be far in the future and the blank wall should be enhanced and treated. Suggested modulation, openings or other design interventions to treat an otherwise blank wall and provide more visual interest.
- Supported preservation and adaptive re-use of the Pravda Building and showed examples of similar building entrance conditions in the neighborhood.
- Applauded efforts to reduce massing. Reiterated support for the preserving the Pravda Building and avoiding creation of a blank wall condition along the north side of the property.
- Suggested that the 40 foot separation between the two proposed masses be reduced and create three buildings rather than two.
- Concerned that the site challenges are being treated as stumbling blocks rather than seeking solutions.
- Concerned that the conservation goals of the neighborhood are not being met with the proposed development. Adaptive re-use and retaining a collection of buildings was strongly encouraged.
- Felt the proposed design concept was too contemporary and not in keeping with the historic auto-row character of the neighborhood. Also concerned about simply preserving a façade and not a more substantial amount of the building.
- Suggested a pedestrian pathway through the site along the north edge that would allow the north façade to be activated.
- Noted that efforts to clean up 11th Avenue and encourage businesses had occurred and is concerned with a proposed vehicular access/loading and service area off of that street. 11th Avenue should not be treated as the backside of the development. The 11th Avenue massing appeared too solid and should be broken up into more distinct masses.

- Advocated for the full 15-foot setback to be maintained. Opposed the added height created by the elevator penthouse and mechanical screening. Did not want decks to be included along the 11th Avenue elevation to protect the privacy of Union Arts Co-op.
- Reiterated that the proposed development should be knit into the community rather than dominate the surrounding context.
- Suggested that development incorporate creative culture.
- Encouraged a more terraced shape to the building form. Suggested use of insulated building materials for noise dampening.

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.

EARLY DESIGN GUIDANCE:

- 1. Massing & Architecture.** The Board agreed that the perceived massing should be further broken down.
 - a. The proposed L-shaped building creates a relentless, massive interior view and should be broken into modules consistent with the surrounding urban form shown in the context analysis. Design the large building with large scalar moves to reduce the appearance of building mass, at both the east edge and the facades facing the interior courtyard.
 - b. The Board suggested exploration of a scheme with three building masses and a reduced separation between the buildings via a departure request.
 - c. The Board agreed that the proposed corner building at 11th Avenue and Union (above the proposed Madison Park Group Building) express a more successful scale and design concept.
 - d. Bigger moves to break down the 11th Avenue elevation are needed beyond the narrow vertical notch shown in the preferred scheme.
 - e. High quality, durable and permanent materials consistent with the character structures and neighborhood should be considered.
- 2. Blank Wall Treatment.** The Board agreed that the blank north wall elevation should be designed to create visual interest.
 - a. The north wall is highly visible due to the lack of development on the surface parking lot to the north and appears much more expansive due to the topographic depression.
 - b. Treatment of this elevation should include physical articulation of the wall, breaking it into more than one mass, use of color, texture, materials, art, etc.
- 3. Context.** The Board encouraged maximizing the preservation of the character structures.
 - a. Additional analysis of how the project supports the intent of the Pike Pine Conservation Overlay and discussion of character structures should be explored and presented at the next meeting.

- b. Further exploration of the adaptive re-use of the “Pravda Building” (1406 10th Avenue) should occur as part of the site redevelopment.
- 4. **Pedestrian Streetscape.** All three streets are crucial pedestrian streets and connectors in this neighborhood and should be designed to enhance the pedestrian experience and streetscape.
 - a. The site is an important link between Seattle University and Cal Anderson in terms of pedestrian circulation.
 - b. The presence of driveways and service areas should be minimized to the greatest extent possible.
 - c. Driveways and service areas should be consolidated to the greatest extent possible.
 - d. The potential for public or semi-public ground level open space should be considered.

The Board also encouraged further dialogue with various neighborhood groups.

DESIGN REVIEW GUIDELINES

The Board identified the following Citywide and Neighborhood Design Guidelines of highest priority for this project.

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*

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

- 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.

- 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.

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.

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.

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.

- 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.

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.

- D-2 **Blank Walls.** Buildings should avoid blank walls. Where unavoidable, walls should receive design treatment to increase pedestrian comfort and interest.
- D-8 **Treatment of Alleys.** The design of alley entrances should enhance the pedestrian street front.
- 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.

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). The Board's recommendation will be reserved until the final Board meeting.

At the time of the Early Design Guidance meeting, the following departures were requested:

- 1. Setback above Character Structure (23.73.014.B.2.b):** The Code requires a 15-foot setback from the façade of a character structure from all street property lines that abut the character structure. The applicant proposes an 8 to 10 foot setback from the character structure façade.

The Board outlined several concerns regarding the overall preservation plan as described in this report and did not elaborate on the potential departure request.

BOARD DIRECTION

At the conclusion of the EDG meeting, the Board recommended the project should return to the Board for an additional EDG meeting.