



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3013342

Address: 301 East Pine Street

Applicant: Susan Busch of Hewitt Architects for Madison Development Group

Date of Meeting: Wednesday, July 18, 2012

Board Members Present: Wolf Saar (Chair)
Dawn Bushnaq
Ric Cochran
Lisa Picard
Chip Wall

Board Members Absent: Bo Zhang

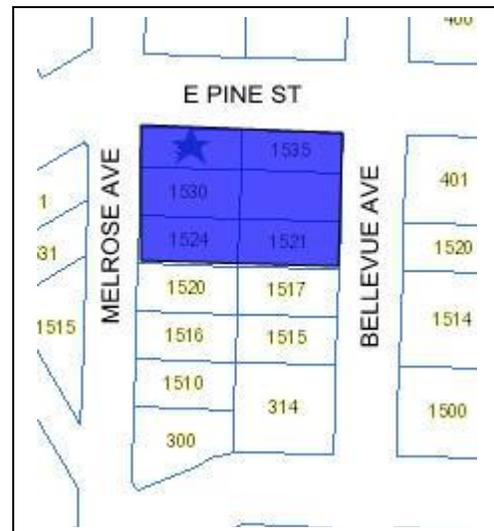
DPD Staff Present: Shelley Bolser and Lindsay King

SITE & VICINITY

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

Nearby Zones: North: NC3P-65
South: NC3P-65
East: NC3P-65
West: NC3P-85

Lot Area: Approx. 30,000 square feet



There are four buildings currently located on the site, as well as surface parking.

Current Development: #1 – 301 E. Pine Street (Melrose Building: 1-story commercial use; character structure listed in Director’s Rule)
#2 – 1535 Bellevue Ave (Timken Roller Bearing Building: 3-story mixed-use; character structure listed in Director’s Rule)
#3 – 1530 Melrose Ave (Warren Knapp Gallery: 1-story commercial use, character structure not listed in Director’s Rule)
#4 – 1524 Melrose Ave (single family structure, more than 75 years old so qualifies as a character structure; not listed in Director’s Rule)

Access: Existing curb cuts at Melrose Ave and Bellevue Ave

Surrounding Development: Across E. Pine Street to the north are an adaptive reuse commercial building (Butterworth Mortuary) and a new residential building under construction (Pine Street Condominiums). Across Melrose Ave to the west are early 20th century 1-story retail and restaurant buildings, including Melrose Market. Across Bellevue Ave to the east is a combination of early 20th century residential, commercial and mixed-use structures. Abutting the south property line are two early 20th century residential buildings (Melrose Apartments and Garden Studios Apartments).

Topography: The site slopes from the east property line down to the west, with approximately 18’ of grade difference across the site.

Neighborhood Character: Walking, bicycling, and public transit are all common alternatives to driving in the Capitol Hill neighborhood. The site is surrounded by bus routes providing direct access to and from Madison Valley, Downtown, North Capitol Hill, and the University District. The Convention Center station is located across I-5 a few blocks to the west, with additional transit opportunities via light rail and bus.

A mixture of historic brick apartment buildings, industrial “auto row” style buildings, and contemporary mixed-use developments are commonly found in the immediate context.

EARLY DESIGN GUIDANCE MEETING: July 18, 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 proposed development is a 7-story residential apartment building containing 180 dwelling units and 14,000 sq. ft. of commercial space and 2 floors of below grade parking for 120 vehicles.

Three of the four existing structures are proposed to be retained as character structures under the Pike Pine Conservation Overlay. Two of the structures (Melrose Building and the Timken Building) would be completely retained, with replacement or restoration as needed, potential mezzanines added or retained (as applicable) in the street level spaces, and rearrangement of the interior apartments in the upper levels. The Warren Knapp Gallery building façade would be retained. The single family residential structure is proposed for demolition.

Concept D includes an additional floor compared with Concept C, due to the way grade is measured. The two concepts would be the same height, but an additional floor may be possible in Concept D due to measurement techniques in the Land Use Code.

Concept D, the preferred option, includes the original entrance to the Timken building combined with the proposed residential entry at Bellevue Ave. The Bellevue Ave façade would be divided with the intent of responding to the scale of the Timken building. The street level is proposed to be recessed from the property line. The second floor is proposed with integrated balconies with glass rails at the second floor. The upper floors would include a street wall at the property line.

The garage entry is proposed near the southwest corner of the site and accessed from Melrose Ave, adjacent to the pedestrian entry to the private residential courtyard. A second story deck and trellis would be used to conceal the vehicular entry at Melrose Ave. The trellis is proposed as a way to soften the vehicular entry, signify the courtyard entry, and respond to the belt course datum line on the Melrose Apartments. The pedestrian entry to the plaza from Melrose Ave would include wide stairs and a gate set back from the sidewalk. The existing retaining wall would be removed adjacent to the Melrose Apartments building, and replaced with landscaping and a green screen to provide additional light and air to the lower units in that building.

An L-shaped courtyard is proposed with Concept D, proving light and air to the courtyard-facing units. The design intent of the northeast element is a high level of transparency, with a spandrel glass and glazed element at the northwest corner. The street-facing facades include a minimal number of decks, in order to create a stronger street wall. The upper level of the proposed structure would include landscaping and decks with potentially transparent balcony rails.

The proposed upper level step backs from the character structures vary between 12'-20', which requires a departure from the 15' set back from a character structure. The Bellevue Ave façade is proposed with more than 20% residential uses, which would also require a departure.

The applicant and DPD clarified that the Warren Knapp Gallery is a character structure, but not on the Director's Rule List. DPD clarified that retaining one of the character structures would allow the proposal to qualify for the incentives under the Pike Pine Overlay. The proposal includes retention of three character structures on site, two of which are listed in the Director's Rule.

The applicant noted that the character structures may have some challenge with retaining the character structure windows and they could require reconstruction or restoration. The intent is to maintain the structures and fenestration during construction and restore wherever needed.

PUBLIC COMMENT

The following comments, issues and concerns were raised:

- Appreciated the extent of the preservation and restoration of the character structures.
- Concerned that the proposed development is out of scale with the context and the development will block views.
- Noted that the proposal is in context with the scale of nearby development such as the McDermott Apartments.
- Appreciated the response of the developer and architect to neighborhood feedback.
- Pike Pine Urban Neighborhood Council and Historic Seattle comments:
 - The proposal is the best development response yet seen in the Pike Pine Overlay district.
 - Maintaining and restoring character structures is a very positive aspect of the proposal, including retaining the retail space and the interior residential renovation to keep current windows.
 - The ground level street frontages on Bellevue need additional attention. The inset storefront is a concern.
 - Warren Knapp building needs to be preserved and the proposed development scale needs to relate to this and the other character structures.
 - Melrose Ave has experienced recent development attention and an increased focus as a pedestrian street. The proposed vehicular access design needs to respond to this street character.
- Concerned about lack of façade setback on Melrose Ave, and asserted that the scale of the development needs to step down to respond to nearby context.
- Melrose has been identified as a potential festival street. The applicant should work with other property owners on this street regarding this possible street use and the proposed vehicular access.
- The Bellevue Ave facade needs to include retail.
- The parking should include spaces for commercial tenant parking and should be available to nearby retail tenants.
- Stated that the internal support for the new upper level development should not be located in the retail spaces. The tall ceiling heights and open spaces are a very positive aspect of the existing retail spaces.

- Details and finishes will be important in making the addition successful in responding to the existing building scale. The building will set standards for development in this area and it should include high quality materials.
- Concerned about the appearance of the south-facing façade; it's very important for the neighboring and nearby residential units' views. The south wall should be varied with articulation and modulation to maximize light and views of the horizon. The appearance of the south wall should be designed for visual interest for nearby residential units facing this development.
- Concept D includes a step in the roofline, which is appropriate since it reflects the context of nearby buildings. However, the northwest corner of Concept C and the upper level penthouse treatment provide a better response to enhancing the character structures.
- The expression of the upper mass should break the addition into multiple pieces in response to the scale of the multiple buildings at street level.
- The character structure portion should remain funky and eclectic to reflect the character of the neighborhood.

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:

Note: Option D has one more story than Option C. The height is the same and the setbacks are the same, but the grade planes used to measure height are different so the result is an additional floor.

1. **Bellevue Avenue:** The proposed overhang is a challenge for a successful commercial façade on this street frontage.
 - a. If residential use is proposed at grade, active residential uses should be located at that façade (community room, residential entry, etc.). (A-4, D-12)
 - b. The Board was supportive of departures to locate the parking access at Bellevue Ave. The Board noted that the parking access should be located on this street frontage rather than on Melrose Ave, and it should be located as far south on the block as possible. (A-2, A-8, A-9, C-5)
 - c. The east facing portion of the building should read as a stand-alone structure, in response to the scale of adjacent residential buildings and the need to reduce the scale of the upper level development. (A-2, B-1, B-2, B-3, C-1, C-2, C-4)
 - d. The Board supports the residential entry at Bellevue Ave. (D-12)
 - e. The applicant acknowledged the concern about loitering in the inset street level area, and they are considering design solutions to address this.
2. **Melrose Avenue:** The character of this street has recently changed to become a strong pedestrian and retail corridor.

- a. The Board supported locating the parking access at Bellevue Ave and replacing the current proposed garage entry with commercial use, to respond to the strong pedestrian and retail character on Melrose Ave. (A-2, A-4, A-8, A-9, C-5, D-1)
 - b. Enhance the proposed courtyard entry at Melrose Ave to provide relief in the retail street frontage. Consider wrapping the retail and outdoor seating areas into the courtyard entry. (D-1, E-2)
 - c. The design of the upper level building mass facing Melrose Ave should relate to the scale of the Warren Knapp Gallery and Melrose Market buildings, as well as other buildings on the block. (A-2, B-1, B-2, B-3, B-7, C-1, C-2)
- 3. Upper Building Mass**
- a. The design of the upper levels should be simply expressed to enhance the details of the character structures, similar to Concept D. (B-2, B-3, B-7, C-2, C-4)
 - b. The upper building mass needs to be divided into distinct masses and provide the appearance of multiple buildings. The expression and scale of the upper building mass should relate to the scale of the character structures at street level. (B-1, B-2, B-3, B-7, C-2, C-4)
 - c. The articulation of the upper building mass to create the appearance of separate buildings should also be clearly expressed on the south façade. (A-5, B-1, B-2, C-2, C-4)
 - d. The Board was supportive of the proposed massing above the Timken and Bauhaus buildings, but this massing pattern should be continued to the development above the Warren Knapp Gallery. (A-2, B-1, B-2, B-3, B-7, C-1, C-2)
 - e. A high level of materiality and craft is expected, given the high visibility of this corner, and significance of these character structures in the Pike Pine Overlay. (A-1, B-2, B-3, B-7, C-1, C-2, C-4)
- 4. Concept D**
- a. Positive aspects of the preferred concept include the stepped roofline of the building and the courtyard design response to the adjacent apartment building. (A-2, B-1, D-1, C-2, E-2)
 - b. The Board directed the applicant to move forward with Concept D, with the changes described in the guidance above.
 - c. The Board noted they will be interested to see more information about the proposed services and solid waste, given the lack of an alley at this site (D-12)

DESIGN REVIEW GUIDELINES

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

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-2 **Streetscape Compatibility.** The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right-of-way.
- A-4 **Human Activity.** New development should be sited and designed to encourage human activity on the street.
- 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.
- 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-9 **Location of Parking on Commercial Street Fronts.** Parking on a commercial street front should be minimized and where possible should be located behind a building.
- Pike/Pine: Garage entry ways facing the street should be compatible with the pedestrian entry to avoid a blank façade. Steel mesh is a preferred alternative to solid doors.*
- 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.
- B-2 **Pike/Pine: Neighborhood Scale and Proportion**
- New buildings should, in general, appear similar in height, mass, and scale to other buildings to maintain the area's visual integrity and unique character. Although current zoning permits structures to exceed the prevailing height and width of existing buildings in the area, structures that introduce increased heights, width and scale should be designed so their perceived scale is compatible with the existing neighborhood character. The following guidelines address scale and proportion for new structures.*
- a. Design the structure to be compatible in scale and form with surrounding structures.*
 - b. Relate the scale and proportions of architectural features and elements to existing structures on the block face to maintain block face rhythm and continuity.*
 - c. Address conditions of wide or long structures.*
 - d. For structures that exceed the prevailing height, reduce the appearance of bulk on upper stories to maintain the established block face rhythm.*
 - e. Design the first floor façade to encourage a small-scale, pedestrian-oriented character.*

B-3 *Pike/Pine: Integration of Character Structures in New Development* (Supplemental guidance especially for properties located within the Pike / Pine Conservation Overlay District.)

- a. Develop a design Concept.*
- b. Do not overpower the character structure.*
- c. Express the relationship between the character structure and new portions of the project.*
- d. Emphasize the streetscape.*
- e. Align features of the character structure with features of new portions of the project*
- f. Consider design treatments that anchor the new structure to the streetscape.*

B-7. *Conservation of Character Structures* (Supplemental guidance especially for properties located in the Pike/Pine Conservation Overlay District.)

- a. Maintain the architectural integrity of the character structure.*
- b. Maintain Character-Defining Elements.*
- c. Recognize the priority for maintaining the original floor-to-ceiling heights in character structures, especially for the ground floor and for features visible from the exterior.*
- d. Sensitively locate additions so they do not dominate the appearance of the character structure.*

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.

- 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.
- 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-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.
- 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.
- 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 to vary this setback between 12' to 20' from the edge of the character structures (average setback of 15').

The Board indicated that the design rationale for this departure needs to be clearly demonstrated. The Board noted that it's not yet clear how the inset level above the character structure (the "floating" appearance) provides a rationale for the departure. The Board indicated that they would be more supportive of this departure if the minimum 15' setback is also provided above the Warren Knapp Gallery building, as noted in EDG statements related to "Upper Building Mass."

- 2. Maximum residential street level uses (23.47A.005.C.3):** The Code allows a maximum of 20% residential use at ground level for sites in commercial zones facing an arterial. The applicant proposes 70% residential use at the Bellevue Avenue facade.

The Board indicated that they would continue to entertain this departure at the Recommendation stage of review. The applicant should demonstrate how the proposed departures better meet the intent of the Design Review Guidelines. The Board was supportive of expanding this departure to allow the parking garage access at Bellevue Ave, and locating that access as far south on the block as possible, as noted in EDG statements related to Bellevue Avenue and Melrose Avenue.

BOARD DIRECTION

At the conclusion of the EDG meeting, the Board recommended the project should move forwards to MUP Application in response to the guidance provided at this meeting.