



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3013765

Address: 721 E. Pine St

Applicant: Paul Shema from Hewitt Architects

Date of Meeting: Wednesday, October 10, 2012

Board Members Present: Dawn Bushnaq (Acting Chair)
Ric Cochran
Chip Wall
Boting Zhang, substitute

Board Members Absent: Wolf Saar
Lisa Picard

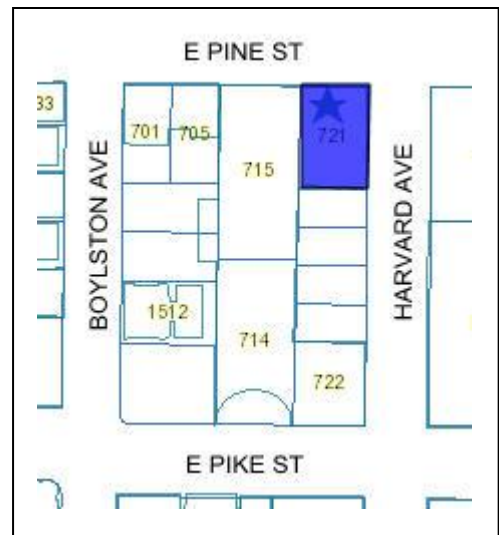
DPD Staff Present: Shelley Bolser

SITE & VICINITY

Site Zone: NC3P-65

Nearby Zones: (North) MIO-105-NC3P-65
(South) NC3P-65
(East) MIO-65-NC3P-65
(West) NC3P-65

Lot Area: 13,147 square feet



The site is located in the Capitol Hill neighborhood on the southwest corner of East Pine St. and Harvard Ave.

Current Development: The site is occupied by a one-story building and surface parking. The building (including Bill's Off Broadway, 15th Avenue Garage, and Red Label Moto) is a character building in the Pike Pine Overlay District. The existing building is used for automotive sales and services and restaurant uses.

Access: Existing and proposed vehicular access is via curb cuts on each of the street frontages. Pedestrian access is from the street frontages. There is no alley adjacent to the site.

Adjacent structures include a one-story mid-20th century building to the east (auto service), the BMW Building Pike Pine character structure to the southeast, and surface parking.

Surrounding Development: Surrounding development includes theaters and Seattle Central Community College offices across the street to the east, Seattle Central Community College to the north, and commercial buildings to the west and south.

Nearby areas include a wide range of uses, architectural styles, and age of buildings.

The site is located in the Pike Pine Overlay District, which includes additional regulations for structures older than 75 years old.

Pine Street is a commercial corridor connecting downtown and eastern Capitol Hill. This area of Pine Street includes a large amount of pedestrian and vehicular traffic moving in an east-west direction. Nearby development includes 1-5 story commercial and mixed-use structures, as well as Seattle Central Community College. This street includes a high level of transit service.

Neighborhood Character: Harvard Avenue has less traffic than Pike or Pine Streets, with theater uses, offices, restaurants, and bars.

Broadway Avenue is located one block to the east. The Pike Pine corridor continues past Broadway, with a large variety of retail, restaurant, commercial, and residential uses.

Cal Anderson Park is located two blocks to the east and offers a wide variety of recreational opportunities. The future Capitol Hill Light Rail Station and First Hill Street Car are under construction and will be located nearby.

PROJECT DESCRIPTION

The proposal is for a 7-story building containing 95 residential units above 7,400 sq. ft. of commercial space. Parking for 29 vehicles would be provided below grade, accessed from a proposed curb cut at Harvard Avenue. The proposal includes retention of the existing character structure, retention of the existing two curb cuts at E. Pine St and Harvard Ave, and retention of all three businesses currently on site.

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Design Review Board member Chip Wall noted that he lives one block to the south and was previously involved in the Pike Pine Urban Neighborhood Council, but he feels he can review the project without bias.

The packet includes materials presented at the meeting, and is available online by entering the project number (3013765) at this website:

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

The packet is also available to view in the file, by contacting the Public Resource Center at DPD:

Mailing Public Resource Center

Address: 700 Fifth Ave., Suite 2000

P.O. Box 34019

Seattle, WA 98124-4019

Email: PRC@seattle.gov

The applicant noted that departures for curb cuts, driveway widths, and street level uses are requested to allow the existing businesses to be retained in their current location with current vehicular access (Red Label Moto and 15th Avenue Garage).

The applicant noted that they are discussing coordination of this project with the adjacent Wolff Company project (BMW Building), the proposed mid-block connections on that site, and the street facing facades for both developments. The applicant hopes to provide a highly transparent lobby and terrace at the southwest corner of the site, adjacent to the Wolff Company's proposed mid-block connection.

The applicant explained that the design intent of the 'front porch' community room at the second floor is to provide an open and welcoming common area for residents. The curved glass façade or other strategy is intended to playfully design this space to contrast with the strong orthogonal orientation of the area and invite users to interact with both the street level and the interior spaces.

The design concept goal is to relate to the context of the strong corner of the Egyptian Theatre across the street, relate to the adjacent Wolff Company project, and to create a strong composition between the existing character structure and the new addition above. The design intent for the upper levels is to create a clear overall composition, with a ‘hinge’ above the proposed Harvard Ave garage entry which would visually connect the character structure portion of the building with the new southern portion of the building. The applicant suggested that possible façade treatments could include glazed vertical elements that relate to the rhythmic bays in the character structure, with punched windows and masonry in other areas.

The applicant noted that they will retain the existing height of tenant spaces, or provide higher ceilings if new ceilings are needed with the additional structure above. The existing masonry walls and storefronts will remain unchanged, with below grade garage areas set back from the masonry walls. The floors and points of entry to the existing businesses will be the same or very similar to the existing conditions.

PUBLIC COMMENT

The following comments, issues and concerns were raised during public comment:

- Support for the design of the northeast corner and second floor setback;
- The second floor setback should be further emphasized;
- Support for the potential transparency at southwest corner and the design response to adjacent proposed mid-block connection;
- Support for retention of existing character structure and proposed modulation in the addition;
- Concern about the appearance of the “hinge” portion of the building above the proposed Harvard Ave garage entry;
- Support for retention of existing tenants, including automotive repair and retail, as well as the permitted restaurant/bar use;
- Support for the glazed southwest corner, facing the adjacent mid-block connection;
- Support for low number of parking stalls;
- The design should relate to nearby context, including the Egyptian Theatre; and
- The design of the south (new) portion of the building should be distinct from the north addition over the character structure.

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. Context of Nearby Buildings:

- a. The proposed design should respond to the context of visually prominent nearby structures, such as the Broadway Performance Hall and the Egyptian Theatre.

Datum lines, similar scaled façade treatments, and other strategies may be used to reference this context in a modern expression. (C-1, C-2)

2. Height, Bulk and Scale, Design Concept:

- a. The Board was supportive of Alternative C. (B-1, C-2)
- b. The Board supported the concept of a visual ‘hinge’ to emphasize the joint between the northern/character structure portion of the building and the ‘new’ southern portion of the building. (A-2, B-1, B-3, B-7, C-2)
- c. The upper building mass should be simplified to emphasize the corner, the front porch, the character structure portion, and the ‘new’ southern portion of the building. (A-10, B-1, B-3, B-7, C-2)
- d. The upper level massing moves should respond to the asymmetry of the street level on E. Pine St. (A-2, B-3, B-7, C-2)
- e. The proposed parking garage and other garage entries should be treated for human scale and visual interest (A-4, C-5)

3. Second Floor Terrace “Front Porch”:

- a. The ‘front porch’ setback and treatment at the second floor should extend further on Harvard Avenue to activate the street frontage. (A-1, A-2, A-4, A-7, B-3)
- b. The detail of the terrace level railings will be important component of the street facing façade. The railing should be composed of a well-detailed material that enhances the overall design concept. (A-2, B-3, B-7, C-2, C-3, C-4)
- c. The corner facing terrace is a positive aspect and should be used to emphasize the design of the upper building mass at the corner. (A-10, B-1, C-2)

At the Recommendation meeting, the applicant should provide the following information:

1. The design of the west wall, the light well, and the southwest corner as they relate to the adjacent development. (A-1, A-5, C-1, C-4, D-1, E-1)
2. A dimensioned site plan showing proposed setbacks at all levels. (A-1, A-2)
3. Graphics demonstrating the proposed residential entry and lobby design, related to the street front and the adjacent proposed mid-block connection. (A-5, D-1, D-7, D-12, E-1)
4. Graphics demonstrating the existing and proposed commercial storefront design of transparency, lighting, and signage. (A-2, B-3, B-7, C-2, C-3, C-4, D-9, D-10, D-11)

DESIGN REVIEW GUIDELINES

The Neighborhood specific guidelines are summarized below. For the full text please visit the [Design Review website](#).

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

Pike/Pine: Locating a significant amount of open space on rooftops is discouraged. Open space at street level that is compatible with established development patterns and does not detract from desired, active street frontages is encouraged. While not characteristic of the historic warehouse, commercial, or apartment development in the area, usable balconies may be appropriate on streets where a more residential character is intended, to provide both open space and visual relief on building facades. In other areas, if balconies are provided, it is preferable that they not be located on street-facing facades, but rather on facades facing the side or rear of the lot, or internal courtyards.

- 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 following corner sites are identified as Pike/Pine gateways:

- *Pike/Boren: southeast corner*
- *Melrose/Pine: northeast corner*
- *12th/Pike intersection*
- *12th/Pine intersection*
- *Madison: between 11th/12th*
- *Madison entries onto Pike and Pine*

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

Pike/Pine: In order to achieve good human scale, the existing neighborhood context encourages building entrances in proportion with neighboring storefront developments.

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-7 **Personal Safety and Security.** Project design should consider opportunities for enhancing personal safety and security in the environment under review.

Pike/Pine: Lighting installed for pedestrians should be hooded or directed to pathways leading towards buildings.

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.

Pike/Pine:

a. Promote the pedestrian environment.

b. Reflect the special neighborhood character.

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.

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.

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-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.

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. Retain existing curb cuts at E. Pine St and Harvard Ave (23.54.030.F.2.a and 23.47A.032A):**
The Code requires vehicular access only from the non-pedestrian zoned street, when there is no adjacent alley. The applicant proposes a total of three 2-way curb cuts, one of which is located on the pedestrian zoned street (including retention of the existing curb cuts for the existing businesses at Harvard Ave, retention of the existing curb cut on pedestrian-zoned E. Pine St, and addition of a third curb cut on Harvard Ave).

The Board indicated that they would continue to entertain this departure at the Recommendation stage of review and they were supportive of departures that would encourage the retention of the existing businesses on site. The applicant should demonstrate how the proposed departures better meet the intent of the Design Review Guidelines and the requirements for departures from the requirements of 23.71, as described in SMC 23.41.012.E.

- 2. Retain non-conforming driveway widths on E. Pine St and Harvard Ave (23.54.030.F.2.b):**
The Code requires minimum 22' wide curb cut width for 2-way traffic. The applicant proposes to retain the existing 13'8" wide curb cut on E. Pine St and the existing 10'1" wide curb cut on Harvard Ave.

The Board indicated that they would continue to entertain this departure at the Recommendation stage of review and they were supportive of departures that would encourage the retention of the existing businesses on site. The applicant should demonstrate how the proposed departures better meet the intent of the Design Review Guidelines and the requirements for departures from the requirements of 23.71, as described in SMC 23.41.012.E.

- 3. Street level street facing uses (E. Pine St) (23.47A.005.D.1.p):** The Code requires specific uses in Pedestrian zones along Principal Pedestrian Streets (E. Pine St). Auto retail sales and service is not one of the required specific uses. The applicant proposes to retain the existing 15th Avenue Garage (auto retail sales and service) on E. Pine St.

The Board indicated that they would continue to entertain this departure at the Recommendation stage of review and they were supportive of departures to encourage the

retention of the existing businesses on site. The applicant should demonstrate how the proposed departures better meet the intent of the Design Review Guidelines and the requirements for departures from the requirements of 23.71, as described in SMC 23.41.012.E.

- 4. Setbacks above character structures (SMC 23.73.010):** The Code requires a 15' setback above character structures. The applicant proposes a 4' to 13'6" setback. This configuration would relate to the nearby street wall and would also include a 'porch' above the second story to activate the street frontage.

The Board indicated support for the departure and extension of the proposed departure to the Harvard Ave façade, as long as the applicant can clearly demonstrate how the massing is resolved in response to the EDG, and how the proposed design enhances the overall composition. The applicant should demonstrate how the proposed departures better meet the intent of the Design Review Guidelines and the requirements for departures from the requirements of 23.71, as described in SMC 23.41.012.E.

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.