



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3013776

Address: 1420 East Madison Street

Applicant: Neal Thompson of Roger Newell Architects for Madison TT, LLC

Date of Meeting: Wednesday, January 16, 2013

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

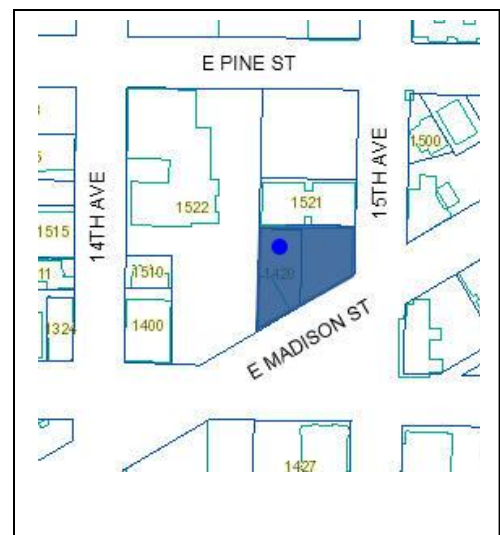
DPD Staff Present: Shelley Bolser

SITE & VICINITY

Site Zone: NC3P-65

Nearby Zones: (North) NC3P-65 and NC3P-40
(South) NC3P-65 and NC3-65
(East) NC3-65
(West) NC3P-65

Lot Area: 12,226 square feet



Current
Development:

The site is located in the Capitol Hill neighborhood on the eastern edge of the Pike Pine Overlay and a Pedestrian overlay. East Madison St is located to the south and 15th Avenue is located to the east. The site slopes downward from the east to the west.

The site is currently occupied by a vacant lot. Previously, the use at this site included a one-story commercial structure with surface parking. A bus stop is adjacent to the site on East Madison Street.

Access:

Existing vehicular access is via a curb cut on E. Madison St. Pedestrian access to the previous building was also from E. Madison St. A 10' wide access easement is located on the north side of the property.

Structures adjacent to the site include a 4-story residential building to the north, a religious institution and historic landmark to the northwest, and a 2-story century commercial structure to the west. These structures represent early 20th century architecture.

A Living Building with commercial and office uses is under construction to the south, across E. Madison St (Bullitt Foundation). A park is also across E. Madison St, adjacent to the living building.

Surrounding
Development
and
Neighborhood
Character:

The site is located in the Pike Pine Overlay District, which includes additional regulations for structures older than 75 years old. There are no structures that qualify as Pike Pine Character structures on this site.

East Madison Street is a mixed-use commercial corridor connecting downtown with Lake Washington. This section of E. Madison Street includes several recent mixed-use buildings with additional projects under construction, particularly on the north side of the street and in the Capitol Hill neighborhood to the north.

15th Avenue is predominantly residential in this area of Capitol Hill. This street transitions to a mixed-use and commercial character approximately three blocks to the north. A six-story mixed use residential commercial building is under construction ½ block north of this site.

East Madison Street and nearby streets include frequent transit service. Pedestrian and bicycle activity are also high in this area. The future Capitol Hill Light Rail Station is under construction approximately six blocks to the northwest of the subject property, near the northwest corner of Cal Anderson Park.

PROJECT DESCRIPTION

The preferred option for this development includes 68 residential units, 3,480 square feet of commercial use at street level, and 3 levels of below-grade parking accessed from 15th Avenue.

EARLY DESIGN GUIDANCE MEETING: January 16, 2013
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The packet includes materials presented at the meeting, and is available online by entering the project number (3013776) 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

PUBLIC COMMENT

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

- The owner of the residential property adjacent to the north noted that the “private alley” easement is currently used for vehicular access and solid waste collection. They would prefer that the area remain usable for vehicular access and solid waste collection, rather than a landscaped buffer. The easement currently provides the only vehicular access to the site for loading and solid waste collection.
- Would like to see the scale of the building be designed to minimize impacts to the building to the north.
- Noted that the viability of landscaping on the proposed west green wall and the landscaped buffer on the north side of the site are questionable.
- Appreciated the commercial uses that step down with the grade on E. Madison St., in response to nearby context. Noted that the commercial spaces should be carefully designed to respond to the grade and provide prominent easily accessible entries.
- Preferred to see a dramatic design response, since the site is highly visible due to grade change, angle of Madison St, and the height of the adjacent uses.
- Stated that the proposed design concept is unclear and the EDG packet is confusing.
- Would like to see the proposed design respond to the context of the Bullitt Center. The proposal should not be designed with parking supply as the primary goal.

- Concerned about locating a parking entry on Madison St, since it could create safety problems for pedestrians and drivers. Supported the proposed departure to place the parking entry on 15th Avenue.
- Asserted that the proposed parking could be helpful in the context of neighborhood demand.

<p>PRIORITIES & BOARD RECOMMENDATIONS</p>
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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. **Design Concept and Massing:** The proposed massing concept is unclear.
 - a. Recent development on 15th Avenue has increased the commercial nature of this street. The proposed design should respond to this context and create viable commercial space that wraps the corner from Madison St, with commercial storefronts that respond to the corner and street level activity. The retail ceiling heights may need to be higher than required by the Land Use Code in order to relate to the sidewalk grade at this corner. (A-1, A-2, A-3, A-4, A-10, C-3, C-5, D-9, D-10, D-11)
 - b. The Board noted that the location of this site translates to a high degree of visibility (Bullitt Foundation, park, historic landmark, slope, and angle of Madison Street).
 - 1) The proposed design needs to be based on a strong simple design concept and respond to the context of the Bullitt Foundation and the Pearl. (B-1, B-2, C-1, C-2)
 - 2) Smaller stepped retail spaces would be a better response to the nearby context and the sloped site. (A-1, A-2, A-3, A-4, B-2, D-11)
 - 3) The scale of the building needs to be based on an integral design concept that also reflects the size and shape of the parcel. (A-1, B-1, B-2)
 - 4) The large gestural moves shown in the EDG options don't indicate a design concept that meets this guidance. The massing and scale should be smaller in response to the context and site. (B-1, B-2, C-1)
 - 5) Look to the Pike Pine scale, modulation, and fine grain expression for contextual cues. (B-2, C-1, C-2, C-3)
 - 6) The Board advised the applicant to work with the neighborhood groups to develop the design in response to Pike Pine context. (B-2, C-1)
2. **West Façade:** The proposed design of the west wall is unclear.
 - a. This façade should be designed with the adjacent historic landmark and the high visibility from Madison as part of the consideration. The west wall should be designed with a more durable treatment. (A-1, A-2, A-5, B-1, B-2, C-4, D-2)

- b. The west terraces and façade should be designed with future development in mind. For example, the small triangular terraces on the west facade could end up as small triangular light wells with adjacent future development. (A-7)
3. **Garage Access:**
- a. The Board encouraged the applicant to work with the neighbors to the north with the goal of joint vehicular use of the easement area for both the proposed development and the neighboring property. (A-5, A-8)
 - b. The Board noted that they would be inclined to entertain departures to minimize the width of the vehicular access from 15th Avenue, to provide additional residential entry and commercial street frontage. (A-2, A-8, C-5, D-7, D-12)

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

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

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.

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-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.*

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-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.

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.

DEVELOPMENT STANDARD DEPARTURE

The Board's recommendation on the requested departure 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. The Board's recommendation will be reserved until the final Board meeting.

At the time of the Early Design Guidance meeting, the following departure was requested:

- 1. Street Level Uses (SMC 23.47A.008.C.1):** The Code requires specific commercial uses for a minimum of 80% of the street level street facing façade (in this case, 24.4' of the width of the façade on 15th Avenue). The applicant proposes 12.5' of the width of the 15th Avenue façade as the required commercial uses. The rest of this façade (30.5') would be occupied by the vehicular access to the site. The applicant has proposed this departure in order to provide vehicular access on 15th Avenue instead of East Madison Street.

The Board indicated they were not inclined to support this departure as proposed, but could potentially support departures to minimize vehicular access width and impacts to the overall design concept. The Board would be supportive of the applicant working with the adjacent neighbor to share vehicular use of the easement, with the understanding that both Madison and 15th Avenue are commercial streets. The Board noted that vehicular access from either street could be acceptable.

BOARD DIRECTION

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