



SECOND 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, April 17, 2013

Board Members Present: Dan Foltz (Chair), substitute
Ric Cochran
Natalie Gualy
Christina Orr-Cahall

Board Members Absent: Dawn Bushnaq

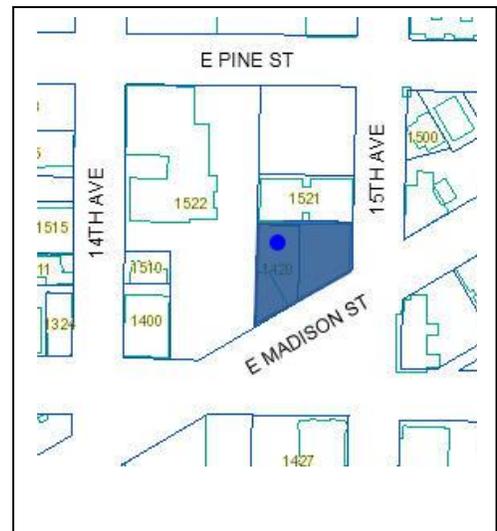
DPD Staff Present: Shelley Bolser

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 located 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.

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The applicant clarified that the buff color in the elevations would be brick, the green portions would be cementitious siding, and the upper portions of the building would be metal siding. The upper story columns would be white plastic.

The street level elevation on E. Madison shows a glazed storefront area at the western edge of the site. The applicant clarified that this is actually the egress for the residential levels, rather than commercial storefront. The Board was unclear about the massing as shown in the drawings, and the applicant described the west elevation as set back 3' from the property line in response to the power lines, with an additional 2' setback at the upper two floors.

PUBLIC COMMENT

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

- This site is highly visible and the proposal should include a strong design concept with quality materials and details, in response to the visibility from E. Madison St.
- The mid-century brick color and cantilever are interesting aspects of the design.
- The building design appears to be referring context of the new construction to the north rather than the other buildings on E. Madison St.
- The neighbor to the north appreciates the applicant working with their needs for vehicular access, refuse collection, etc.
- Retail spaces will be individually treated by the retail tenants.

- The Pike Pine Urban Neighborhood Council provided a letter (the full letter is available in the 3013776 file). Some of the comments in the letter included the following:
 - The proposal is not ready to proceed to Recommendation stage of review. The information is incomplete and the massing scheme is problematic.
 - The intent of the design concept appears to be conflicted. The potential materials and response to E. Madison St should present a consistent south façade in response to nearby context.
 - The brick and architectural detailing should provide scale and should be used on all sides and all levels, as opposed to a combination of materials and colors on various levels and elevations.
 - Awnings should be designed with sufficient height and transparency to maximize the visibility to retail spaces.
 - The driveway width departure seems unfeasible for the amount of parking.
 - The commercial frontage should be designed to create individually recognizable spaces and respond to the commercial grain of nearby Pike Pine context.
 - Setting the windows back from the brick facade is strongly encouraged, but the drawings need to reflect this information.

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 (JANUARY 16, 2013):

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)

SECOND EARLY DESIGN GUIDANCE (APRIL 17, 2013):

1. **Massing Options:** Additional massing options should be explored, including at a minimum: (A-1, A-2, B-1, B-2, C-1, C-2)
 - a. An option with a consistent street wall at the upper levels.
 - b. An option with a consistent street wall and a setback at the top floor.
 - c. Other options that respond to the nearby context of the Pike Pine corridor and East Madison Street specifically.
 - 1) The Board noted that specific contextual references to the Bullitt foundation building are not necessary, given that the Bullitt building is an entirely different program and concept.
2. **Design Concept and Graphics:** The design concept and massing response to the site are still unclear. The graphics are lacking and appear to be inconsistent. (B-2, C-2, C-4, E-2)
 - a. Future meeting graphics should accurately depict the proposed massing, the treatments, and the colors.
 - b. If decks are proposed, those should be shown on the massing options and graphics.
 - c. The window depths need to be accurately reflected in the drawings (8" at the storefront and 6" at the residential levels).
 - d. The proposed design should be clarified regarding location of planter strips, setbacks, architectural treatments, etc., especially at the west façade.

- e. The design concept needs to be based on either a strong modern expression (indicated by the east façade), or a strong regular rhythmic bay expression that references historic Pike Pine Buildings (indicated by some parts of the south facade). (B-1, B-2, C-1, C-2)
 - 1) The Board noted that the East elevation indicates a potential strong modern concept, but the large cantilever on the north side creates a difficult east façade.
 - 2) The massing should present the opportunity for a cohesive design at all facades.
- f. The materials and colors should relate to the architectural concept (these comments pertain more to the Recommendation phase of review, but the Board will be willing to discuss potential materials at the 3rd EDG meeting): (B-2, C-2, C-4)
 - 1) The use of brick is strongly supported.
 - 2) The color palette needs to enhance the brick tones. Currently, the green color appears unrelated to nearby context or the concept.
 - 3) The plastic columns may not weather well. All materials should be durable and enhance the design concept.
 - 4) The reveals in the siding need to be specifically shown at the Recommendation stage of review, since the width of the reveal will affect the appearance of the facades.

3. Street Level:

- a. The retail spaces should be individually articulated, with a focus on detail and contextual references to the Pike Pine commercial context. (A-2, A-3, A-4, C-1, C-3, C-4, D-1, D-9, D-10, D-11)
 - 1) The amount and location of retail space is a great opportunity at this site and the design should maximize the retail spaces.
 - 2) The retail spaces should include operable storefronts or other design strategies to enhance human activity and interaction with the street level.
 - 3) The storefront windows above the canopy level should be designed with consideration for how commercial storage loft spaces might be used.
- b. The residential entry should be designed to be grander and relate to other Pike Pine residential. (A-2, C-1, D-12)
 - 1) The Board noted that the current entry design appears to be too narrow for the proportion of this façade. Additionally, the deeply recessed entry doors do not present a strong identification of the entry, or a welcoming residential entry.

4. West Façade:

- a. The assumption of another building being built to the west is likely; the west façade and spaces should be designed with the assumption of future development to the west. (A-1, A-2, A-5, A-7, B-1, B-2, C-4, D-2)
 - 1) The Board noted that the treatment of the west façade should be simpler than the options shown at the Second EDG meeting, but the materials should be durable and provide some visual interest from E. Madison St.

- 2) The residential terraces at the west façade should be designed with the anticipation that another building may be located immediately to the west in the near future.

5. Garage Access:

- a. The Board requested site planning level information at the 3rd EDG meeting, indicating potential areas for solid waste storage, solid waste collection truck loading, and moving truck loading areas. The Board noted that these issues are critical to the site planning stage, given the narrowness of the 15th Ave street frontage, the lack of parking and loading on E. Madison St, and the adjacent bus stop and bus layover areas. (A-1, A-8, C-5, D-7)
6. The Board encouraged the applicant to continue to work with PPUNC and the neighbors to evolve the design concept and site planning response.

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.
- 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.

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 departures were requested:

- 1. Driveway width (SMC 23.54.030.D.2.a):** The Code requires a minimum driveway of 22' for two-way traffic. The applicant proposes a driveway of 20' and a curb cut of 10'.

The Board indicated that they were not inclined to support the departure, given the number of parking spaces that need to use the driveway, the tight parking and access on the street frontage, and the lack of parking or loading areas on E. Madison St.

- 2. Sight Triangles (SMC 23.54.030.G):** The Code requires sight triangles of 10' on either side of a driveway. The applicant proposes to provide a 5' sight triangle on the exit side of the driveway.

The Board indicated that they were not inclined to support the departure, given the number of parking spaces that need to use the driveway, the tight parking and access on the street frontage, and the lack of parking or loading areas on E. Madison St.

BOARD DIRECTION

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