



THIRD EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3013776

Address: 1420 East Madison Street

Applicant: Steve Johnson of Johnson Architects for Metropolitan Companies, Inc.

Date of Meeting: Wednesday, May 28, 2014

Board Members Present: Natalie Gualy (Chair)
Michael Austin
Dan Foltz
Christina Orr-Cahall
Kevin Price

Board Members Present: Curtis Bigelow

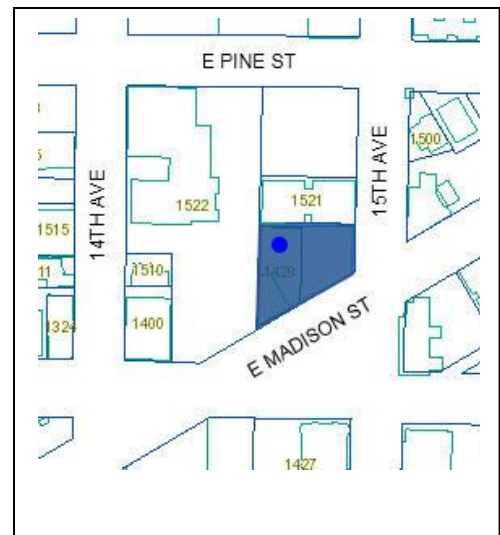
DPD Staff Present: Shelley Bolser

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 or in the permitting process.

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.

East Madison Street and nearby streets include frequent transit service. East Madison Street is identified as a future bus rapid transit route. 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 70 residential units, 3,000 square feet of commercial use at street level, and 3 levels of below-grade parking accessed from Madison St.

FIRST 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.

SECOND EARLY DESIGN GUIDANCE MEETING: April 17, 2013

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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.

THIRD EARLY DESIGN GUIDANCE MEETING: May 28, 2014
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The applicant noted that they have taken the project over from the previous architect and development team. The new applicant team is working with the neighbors, they have discussed the design concept with PPUNC, and they have reviewed the previous EDG reports.

At the previous EDG meeting, DPD had requested an additional massing option with vehicular access from 15th Ave. The applicant explained that they don't feel they can provide adequate vehicle access from 15th Ave due to the site slope with the high point at 15th Ave and the need to ramp down to below grade parking. The ramp would either exceed maximum slope requirements or would result in an unnavigable turn into the garage at the base of the ramp. The applicant is therefore proposing driveway access from Madison St for the below grade parking garage levels. There is an existing easement from 15th Ave across the northern portion of the site, with loading and solid waste collection access for the Paramount Apartments from 15th Avenue. The massing options all include retention of this paved easement and curb cut from 15th Ave. The proposed development includes use of this easement to access loading and

solid waste for the proposed development, as well as seven above grade parking spaces within the structure.

The applicant noted that the site is located on the edge of the Pike Pine overlay and might have previously serve as a gateway to the area from the east; however recent development to the east has softened the gateway effect and the site is now part of a larger Madison St corridor.

The preferred massing option proposes a bay rhythm to emphasize the stepped retail spaces at grade, with a residential entry at E. Madison St across from the Park to the south. The vehicular entry to the easement at the north was shown as framed with building structure. The pedestrian portion of the north easement was shown as an open corridor between the building structure and the adjacent Paramount Apartment building.

Massing Option 2 showed a residential entry at 15th Ave. Option 3 showed upper level setbacks from E. Madison St, and minimal setbacks at the west and north property lines.

The proposed materials include brick face at the street level, with upper level vertical bays including large glazed areas and Ceraclad siding on the south and east facades. The street level would include tall floor to ceiling heights to allow for mezzanines at the southeast corner space. The Ceraclad would wrap around the north and west facades, with lighter color siding near the northwest corner. The applicant noted that they are considering textured Ceraclad for some of the siding. Two colors of metal panel and two colors of brick are proposed. The proposed canopy design is similar to those at Trace Lofts, with car decking soffits and metal channel frames.

The applicant noted that the neighbors to the west have indicated they do not intend to develop the property in the near future. Therefore, the proposed development at this site will include a west façade design that will respond to the high degree of visibility.

PUBLIC COMMENT

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

- Corrugated metal siding and CMU should be avoided. Most successful designs use brick siding rather than metal or CMU.
- The adjacent property owner to the north supported the proposed parking from E. Madison St, to avoid driveway noise and glare impacts to the residents to the north.
 - Maintaining the access to the lower levels of the Paramount Apartments is also important.
- Supported the proposed bay window design.
- Parking garage access from E. Madison St is common in this area. For example, the Church to the west has parking access from E. Madison St.
- DPD summarized two comment letters received leading up to the meeting:
 - Supported the proposed development

- Supported the residential entry and curb cut location on Madison, and relocating the Madison bus stop closer to 15th Ave
- Supported the applicant's goal for large amounts of building transparency, and the proposed west setback to allow windows
- The design should be more contemporary in response to the context
- High quality materials such as Ceraclad and brick should be used as the design is developed
- Bay windows may appear too dated, and the short bay windows detract from the overall design
- The commercial level should be carefully designed.

<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.

FIRST EARLY DESIGN GUIDANCE (JANUARY 16, 2013): (Guidelines referenced are those in effect at the time of the First EDG meeting)

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): (Guidelines referenced are those in effect at the time of the Second EDG meeting)

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.

THIRD EARLY DESIGN GUIDANCE (MAY 28, 2014):

1. **Massing and Response to Context: The Board did not agree with the preferred massing option. The Board directed the applicant to develop the massing to include positive aspects of Massing Option 3, as well as the addition of a stronger corner and strongly expressed architectural forms. (CS1-C, CS2-A, CS2-B, CS2-C, CS2-I, CS2-II, CS2-III)**

- a. The Board directed the applicant to provide a design with strongly expressed forms and how these forms respond to the nearby context. The Board noted that Options 1 and 2 include busy bay window forms that lack a relationship to the nearby context of recent development in the area. (CS2-III, CS3-A, CS3-I, CS3-IV)
- b. The Board observed the aspects of Option 3 that respond well to the context and site, such as the upper floor setback, the potential for a strong architectural corner response at 15th Ave, the change in planes to transition to future adjacent development. The Board noted that Option 3 will require stronger massing forms and corner response than shown in the EDG packet. (CS2-C, CS2-I, CS2-II, CS2-III, CS3-I, DC2-B, DC2-D, DC2-I)
 - 1) The design should strongly express the angled corner condition, such as in the Pearl and Bullitt Foundation buildings. (CS2-II, CS3-I, CS3-IV)
- c. The Board noted that Option 3 also includes large areas of façade near the west property line, which creates challenges with glazing and materials. The applicant should study potential responses to the balance of setbacks for glazing and the potential treatment of blank walls at that edge, given the visibility of the west facade. (DC2-B-2, DC2-C, DC2-I, DC4-A)
- d. The Board debated about whether to require an additional EDG meeting for further massing study, and eventually recommended that the project move forward to the Master Use Permit. At the Recommendation meeting, the graphics should clearly demonstrate how the massing and modulation relate to the nearby context. (CS2-A, CS2-II, CS2-III, CS3-A, CS3-I, CS3-IV, DC2-I)
- e. The Board appreciated the setback at the northwest corner. (CS2-B, CS2-D, DC2-A)

2. **Design Concept and Materials: Materials should be chosen to be high quality and emphasize the design concept and the response to nearby context. (DC2-D, DC4-A, DC4-I)**

- a. The west façade is highly visible and treatment of this façade is important to the success of the overall design. (DC2-C, DC2-D, DC2-B-2, DC4-A)

- b. The proposed design concept and materials should set a positive example of design for future adjacent development. (CS3-A, DC2-B)
 - c. The materials should be chosen to relate to nearby context. At the Recommendation meeting, the graphics should clearly demonstrate how the material palette and design concept relate to nearby context. (DC4-A, DC4-I)
 - d. The Board was supportive of either contemporary or traditional design concept, as long as it results in strongly expressed forms and response to the corner and context. (DC2-A, DC2-B, DC2-C, DC2-D)
3. **Vehicular and Residential Entries: The residential and vehicular entries on Madison, with the secondary vehicular and pedestrian access on 15th Ave are acceptable, but the 15th Ave entries should relate to the pedestrian environment. (CS2-B, PL3-A, DC1-C, DC1-I)**
- a. The Board majority discussed the residential entry on Madison, and agreed that given the bus stop on Madison, the location of the residential entry in the preferred option was the best response to context. (PL4-C)
 - b. The Board discussed the constraints of vehicular access from 15th Ave, and eventually agreed that the below grade parking should be accessed from E. Madison St near the southwest corner, as proposed. (DC1-C, DC1-I)
 - c. The vehicular and pedestrian access in the easement on the north should be paved with a texture to relate to the adjacent building and pedestrian environment. The Board suggested textured paving or other material to help with traction on the sloped driveway, and relate to the pedestrian environment near the sidewalk. (DC1-C, DC1-I)
 - d. Any garage doors should be designed for human scale and visual interest, and designed to express the overall design concept. (DC1-C, DC1-I)

The priority Citywide and Neighborhood guidelines identified by the Board as Priority Guidelines are summarized below, while all guidelines remain applicable. For the full text please visit the [Design Review website](#).

CONTEXT & SITE

CS1 Natural Systems and Site Features: Use natural systems/features of the site and its surroundings as a starting point for project design.

CS1-C Topography

CS1-C-1. Land Form: Use natural topography and desirable landforms to inform project design.

CS1-C-2. Elevation Changes: Use the existing site topography when locating structures and open spaces on the site.

CS2 Urban Pattern and Form: Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area.

CS2-A Location in the City and Neighborhood

CS2-A-1. Sense of Place: Emphasize attributes that give a distinctive sense of place. Design the building and open spaces to enhance areas where a strong identity already exists, and create a sense of place where the physical context is less established.

CS2-A-2. Architectural Presence: Evaluate the degree of visibility or architectural presence that is appropriate or desired given the context, and design accordingly.

CS2-B Adjacent Sites, Streets, and Open Spaces

CS2-B-1. Site Characteristics: Allow characteristics of sites to inform the design, especially where the street grid and topography create unusually shaped lots that can add distinction to the building massing.

CS2-B-2. Connection to the Street: Identify opportunities for the project to make a strong connection to the street and public realm.

CS2-B-3. Character of Open Space: Contribute to the character and proportion of surrounding open spaces.

CS2-C Relationship to the Block

CS2-C-1. Corner Sites: Corner sites can serve as gateways or focal points; both require careful detailing at the first three floors due to their high visibility from two or more streets and long distances.

CS2-C-2. Mid-Block Sites: Look to the uses and scales of adjacent buildings for clues about how to design a mid-block building. Continue a strong street-edge and respond to datum lines of adjacent buildings at the first three floors.

CS2-C-3. Full Block Sites: Break up long facades of full-block buildings to avoid a monolithic presence. Provide detail and human scale at street-level, and include repeating elements to add variety and rhythm to the façade and overall building design.

CS2-D Height, Bulk, and Scale

CS2-D-1. Existing Development and Zoning: Review the height, bulk, and scale of neighboring buildings as well as the scale of development anticipated by zoning for the area to determine an appropriate complement and/or transition.

CS2-D-2. Existing Site Features: Use changes in topography, site shape, and vegetation or structures to help make a successful fit with adjacent properties.

CS2-D-3. Zone Transitions: For projects located at the edge of different zones, provide an appropriate transition or complement to the adjacent zone(s). Projects should create a step in perceived height, bulk and scale between the anticipated development potential of the adjacent zone and the proposed development.

CS2-D-4. Massing Choices: Strive for a successful transition between zones where a project abuts a less intense zone.

CS2-D-5. Respect for Adjacent Sites: Respect adjacent properties with design and site planning to minimize disrupting the privacy of residents in adjacent buildings.

Pike/Pine Supplemental Guidance:

CS2-I Responding to Site Characteristics

CS2-I-i. Street Grid: A change in street grid alignment causing unique, irregular-shaped lots, including Union and Madison and 10th and Broadway Court

CS2-I-ii. Intersections: “Bow tie” intersections at 13th/14th between Pike/Pine/Madison

CS2-II Corner Lots

CS2-II-i. Corner/Gateways: 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. See map 1, page 2 for intersections.

CS2-III Height, Bulk, and Scale Compatibility and Pike/Pine Scale and Proportion

CS2-III-i. Response to Scale/Form Context: Design the structure to be compatible in scale and form with surrounding structures. One, two, and three-story structures make up the primary architectural fabric of the neighborhood. Due to the historic platting pattern, existing structures seldom exceed 50 to 120 feet in width or 100 to 120 feet in depth. Structures of this size and proportion have been ideal for the small, locally owned retail, entertainment, and restaurant spaces that have flourished in this neighborhood. The actual and perceived width of new structures should appear similar to these existing structures to maintain a sense of visual continuity.

- a. Respect the rhythm established by traditional facade widths. Most structure widths are related to the lot width. Typically, structures are built on one lot with a width of 50 or 60 feet; or on two combined lots with a width of 100 or 120 feet. If a proposed development is on a lot that is larger than is typical, it may be necessary to modify the rhythm of the building to maintain the existing scale at the street. Even in older buildings that may be massive, the mass is typically broken up by a rhythm of bays, humanizing the scale of the structure.
- b. Relate the height of structures to neighboring structures as viewed from the sidewalk. If a proposed structure is taller than surrounding structures, it may be necessary to modify the structure height or depth on upper floors to maintain the existing scale at the street, especially for larger developments.
- c. Consider full or partial setbacks of upper stories to maintain street-level proportions. Given the greater width and height possible for new structures, a more compatible massing may be achieved if portions of the upper floors set back from the street, with other portions extending to the street lot line, creating setbacks at intervals that reflect the typical facade widths of existing structures.

CS2-III-ii. Upper Story Bulk: For structures that exceed the prevailing height, reduce the appearance of bulk on upper stories to maintain the established block face rhythm. Consider the character of the existing block face when determining the appearance of the upper story elements. Whether the upper and lower floors of a structure look different or the same may depend upon the complexity of the existing structures on the block.

- a. Use the prevailing structure width to create an upper story massing rhythm.
- b. Break the structure into smaller masses that correspond to its internal function and organization.
- c. Use changes in roof heights to reduce the appearance of bulk.
- d. For new structures that are significantly taller than adjacent buildings, especially on larger lots, consider upper floor setbacks of at least 15 feet from the front facade to reduce the perceived height. However, slender forms such as towers and dormers that extend toward the front facade may add visual variety and interest to the setback area.

CS3 Architectural Context and Character: Contribute to the architectural character of the neighborhood.

CS3-A Emphasizing Positive Neighborhood Attributes

CS3-A-1. Fitting Old and New Together: Create compatibility between new projects, and existing architectural context, including historic and modern designs, through building articulation, scale and proportion, roof forms, detailing, fenestration, and/or the use of complementary materials.

CS3-A-2. Contemporary Design: Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.

CS3-A-3. Established Neighborhoods: In existing neighborhoods with a well-defined architectural character, site and design new structures to complement or be compatible with the architectural style and siting patterns of neighborhood buildings.

CS3-A-4. Evolving Neighborhoods: In neighborhoods where architectural character is evolving or otherwise in transition, explore ways for new development to establish a positive and desirable context for others to build upon in the future.

Pike/Pine Supplemental Guidance:

CS3-I Height, Bulk, and Scale Compatibility and Pike/ Pine Scale and Proportion

CS3-I-i. Visual Continuity: Align architectural features with patterns established by the vernacular architecture of neighborhood structures to create visual continuity.

CS3-I-ii. Auto Row Aesthetic: Use building components that are similar in size and shape to those found in structures along the street from the auto row period.

CS3-I-iii. Opening Proportions: Keep the proportions of window and door openings similar to those of existing character structures on the block or in the neighborhood.

CS3-I-iv. Window Context: Use windows compatible in proportion, size, and orientation to those found in character structures in the surrounding area.

CS3-IV Architectural Context

CS3-IV-i. Scale and Modulation: New buildings should echo the scale and modulation of neighborhood buildings in order to preserve both the pedestrian orientation and consistency with the architecture of nearby buildings. Architectural styles and materials that complement the light-industrial history of the neighborhood are encouraged.

Examples of preferred elements include:

- a. Similar building articulation at the groundlevel;
- b. Similar building scale, massing and proportions; and
- c. Similar building details and fenestration patterns.

CS3-IV-ii. Architectural Cues: Take architectural cues from developments listed in guidelines.

PUBLIC LIFE

PL3 Street-Level Interaction: Encourage human interaction and activity at the street-level with clear connections to building entries and edges.

PL3-A Entries

PL3-A-1. Design Objectives: Design primary entries to be obvious, identifiable, and distinctive with clear lines of sight and lobbies visually connected to the street.

PL3-A-2. Common Entries: Multi-story residential buildings need to provide privacy and security for residents but also be welcoming and identifiable to visitors.

PL3-A-3. Individual Entries: Ground-related housing should be scaled and detailed appropriately to provide for a more intimate type of entry.

PL3-A-4. Ensemble of Elements: Design the entry as a collection of coordinated elements including the door(s), overhead features, ground surface, landscaping, lighting, and other features.

PL4 Active Transportation: Incorporate design features that facilitate active forms of transportation such as walking, bicycling, and use of transit.

PL4-C Planning Ahead For Transit

PL4-C-1. Influence on Project Design: Identify how a transit stop (planned or built) adjacent to or near the site may influence project design, provide opportunities for placemaking.

PL4-C-2. On-site Transit Stops: If a transit stop is located onsite, design project-related pedestrian improvements and amenities so that they complement any amenities provided for transit riders.

PL4-C-3. Transit Connections: Where no transit stops are on or adjacent to the site, identify where the nearest transit stops and pedestrian routes are and include design features and connections within the project design as appropriate.

DESIGN CONCEPT

DC1 Project Uses and Activities: Optimize the arrangement of uses and activities on site.

DC1-C Parking and Service Uses

DC1-C-1. Below-Grade Parking: Locate parking below grade wherever possible. Where a surface parking lot is the only alternative, locate the parking in rear or side yards, or on lower or less visible portions of the site.

DC1-C-2. Visual Impacts: Reduce the visual impacts of parking lots, parking structures, entrances, and related signs and equipment as much as possible.

DC1-C-3. Multiple Uses: Design parking areas to serve multiple uses such as children's play space, outdoor gathering areas, sports courts, woonerf, or common space in multifamily projects.

DC1-C-4. Service Uses: Locate and design service entries, loading docks, and trash receptacles away from pedestrian areas or to a less visible portion of the site to reduce possible impacts of these facilities on building aesthetics and pedestrian circulation.

Pike/Pine Supplemental Guidance:

DC1-I Location of Parking on Commercial Street Fronts

DC1-i. Garage Entries: Garage entryways facing the street should be compatible with the pedestrian entry to avoid a blank facade. Steel mesh is a preferred alternative to solid doors.

DC2 Architectural Concept: Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.

DC2-A Massing

DC2-A-1. Site Characteristics and Uses: Arrange the mass of the building taking into consideration the characteristics of the site and the proposed uses of the building and its open space.

DC2-A-2. Reducing Perceived Mass: Use secondary architectural elements to reduce the perceived mass of larger projects.

DC2-B Architectural and Facade Composition

DC2-B-1. Façade Composition: Design all building facades—including alleys and visible roofs— considering the composition and architectural expression of the building as a whole. Ensure that all facades are attractive and well-proportioned.

DC2-B-2. Blank Walls: Avoid large blank walls along visible façades wherever possible. Where expanses of blank walls, retaining walls, or garage facades are unavoidable, include uses or design treatments at the street level that have human scale and are designed for pedestrians.

DC2-C Secondary Architectural Features

DC2-C-1. Visual Depth and Interest: Add depth to facades where appropriate by incorporating balconies, canopies, awnings, decks, or other secondary elements into the façade design. Add detailing at the street level in order to create interest for the pedestrian and encourage active street life and window shopping (in retail areas).

DC2-C-2. Dual Purpose Elements: Consider architectural features that can be dual purpose— adding depth, texture, and scale as well as serving other project functions.

DC2-C-3. Fit With Neighboring Buildings: Use design elements to achieve a successful fit between a building and its neighbors.

DC2-D Scale and Texture

DC2-D-1. Human Scale: Incorporate architectural features, elements, and details that are of human scale into the building facades, entries, retaining walls, courtyards, and exterior spaces in a manner that is consistent with the overall architectural concept

DC2-D-2. Texture: Design the character of the building, as expressed in the form, scale, and materials, to strive for a fine-grained scale, or “texture,” particularly at the street level and other areas where pedestrians predominate.

Pike/Pine Supplemental Guidance:

DC2-I Height, Bulk, and Scale Compatibility and Pike/Pine Scale and Proportion

DC2-I-i. First Floor Façade: Design the first floor façade to encourage a small-scale, pedestrian-oriented character.

a. Visually separate the ground floor spaces to create the appearance of several smaller spaces 25 feet to 60 feet wide.

b. Repeat common elements found in neighborhood commercial buildings, such as clearly defined primary entrances and large display windows.

c. Provide generous floor to ceiling heights on the ground floor with a high degree of transparency.

d. Consider variations in the street-level façade, such as shallow recesses at entries or arcades, to add variety.

DC2-I-ii. Wide/Long Structures: Address conditions of wide or long structures.

- a. For project sites that are wider than usual, articulate the facade to respect traditional façade widths. For example, a facade may be broken into separate forms that match the widths of surrounding structures. This articulation should be substantive, and not merely a surface treatment.
- b. Employ variations in floor level façades, roof styles, architectural details, and finishes to break up the appearance of large structures.
- c. Incorporate design features to create visual variety and to avoid a largescale, bulky or monolithic appearance.
- d. Consider a street-facing courtyard to minimize the bulk of structures on streets intended to have a residential character.
- e. Consider stepping back upper stories of structures on larger sites to allow light filter through multiple levels and to create architectural variety.

DC4 Exterior Elements and Finishes: Use appropriate and high quality elements and finishes for the building and its open spaces.

DC4-A Exterior Elements and Finishes

DC4-A-1. 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.

DC4-A-2. Climate Appropriateness: Select durable and attractive materials that will age well in Seattle’s climate, taking special care to detail corners, edges, and transitions.

Pike/Pine Supplemental Guidance:

DC4-I Exterior Finish Materials

DC4-I-i. Preferred Materials: New development should complement the neighborhood’s light industrial vernacular through type and arrangement of exterior building materials.

Preferred materials and approaches include:

- 1. Brick, masonry, textured or patterned concrete, true stucco (Dryvit is discouraged), with wood and metal as secondary or accent materials;
- 2. Other high quality materials that work well with the historic materials and style of neighboring buildings;
- 3. Limited number of exterior finish materials per building; and
- 4. High quality glazing and trim as a vital component of exterior finish.

DEVELOPMENT STANDARD DEPARTURES

At the time of the **THIRD EARLY DESIGN GUIDANCE** meeting, the following departures were requested:

- 1. **Sight Triangles (SMC 23.54.030.G):** The Code requires sight triangles of 10’ on either side of a driveway. The applicant proposes to use audible alarms and visual indicators instead of sight triangles for vehicles exiting the parking garage for both the 15th Ave and the E. Madison St driveways.

The Board indicated preliminary support for the proposed departure, as long as the proposed safety measures at the driveway entries include visual cues and not audible alarms.

- 2. Floor to Ceiling Heights (SMC 23.47A.008.B.3):** The Code requires minimum floor to ceiling height of 13' for non-residential street level uses in Commercial zones. The applicant proposes 11' floor to ceiling height for the 500 square foot live-work unit on 15th Ave.

The Board indicated preliminary support for the proposed departure for the one live-work unit on 15th Ave.

BOARD DIRECTION

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