



# City of Seattle

Department of Planning & Development

D. M. Sugimura, Director



## EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3014650

Address: 1200 East Pike Street

Applicant: Larry Allen of Allen Project Support; Ankrom Moisan Architects; Investco Financial Corporation

Date of Meeting: Wednesday, March 20, 2013

Board Members Present: Wolf Saar (Chair)  
Dawn Bushnaq  
Ric Cochran  
Dan Foltz (substitute)

Board Members Absent: Lisa Picard  
Chip Wall

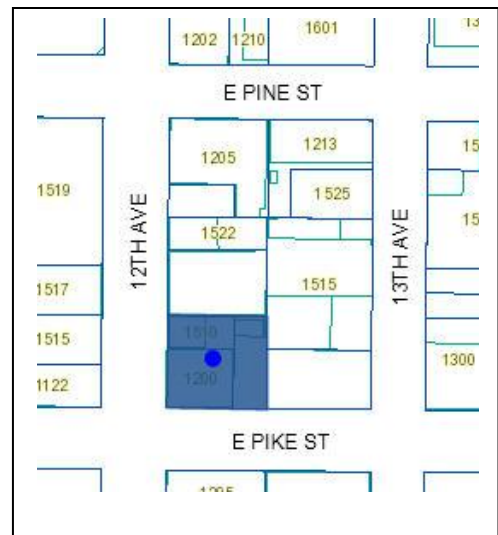
DPD Staff Present: Shelley Bolser

### SITE & VICINITY

Site Zone: NC3P-65

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

Lot Area: 13,564 square feet



The site is located in the Capitol Hill neighborhood near the eastern edge of the Pike Pine Overlay and a Pedestrian overlay. The site slopes downward from the east to the west.

**Current**

**Development:** The site is currently occupied by a two story commercial building and a three story mixed-use residential and commercial building. Both structures are from the early 20th century and qualify as Character Structures in the Pike Pine Overlay. A surface parking lot is located on the east portion of the site.

**Access:** Existing vehicular access to a surface parking lot is via a curb cut on E. Pike St.

Structures adjacent to the site include a storage building to the east and north, early 20th century 2-story commercial structures across the street to the west and the south, and a recently constructed multi-story mixed-use buildings to the south and southwest.

The site is located in the Pike Pine Overlay District, which includes additional regulations for structures older than 75 years old (Character Structures). Both structures on site qualify as Character Structures.

**Surrounding Development and Neighborhood Character:** The site is within the context of several land use, cultural, and civic districts: The First Hill/Capitol Hill Urban Center; the Pike/Pine Urban Center Village; the Pike/Pine Conservation Overlay District and Conservation Core; the Pike/Pine Triangle and the 12th Avenue Stewardship Area.

The site is located at the corner of East Pike Street and 12th Avenue. Both streets include a wide variety of commercial uses. Newer construction frequently includes residential at the upper levels of the buildings.

Cal Anderson Park is located two blocks to the northwest and offers a wide variety of recreational opportunities. The future Capitol Hill Light Rail Station is under construction and will be located approximately three blocks to the northwest of the subject property, near the northwest corner of Cal Anderson Park.

**PROJECT DESCRIPTION**

The proposal is for a 6-story structure containing 92 residential units and 3,800 square feet of retail. Parking for 38 vehicles would be provided below grade, accessed from a curb cut at 12th Avenue. The existing structures would be demolished.

## EARLY DESIGN GUIDANCE MEETING: March 20, 2013

The packet includes materials presented at the meeting, and is available online by entering the project number (3014650) at this website:

[http://www.seattle.gov/dpd/Planning/Design\\_Review\\_Program/Project\\_Reviews/Reports/default.asp](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](mailto:PRC@seattle.gov)

The applicant noted that while the proposal includes demolition of the character structures, these structures don't embody the character of the Pike Pine auto row showrooms, and the structures have not been well maintained. The intent is to salvage all possible interior materials.

The applicant noted that in response to the sloped site, the retail spaces would be designed with a stepped slab or other methods to provide retail floors that are approximately level with the adjacent sidewalk.

### **PUBLIC COMMENT**

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

- This is an important intersection and the proposed development will be a dramatic change. It's important that the architectural concept is strong and dramatic in response to this context.
- The building design should be well-composed with high quality materials and strong massing moves, rather than just respond to historic architectural context.
- The building should be designed to anticipate the impacts to the courtyard open space if the adjacent storage building is redeveloped.
- The balcony screens need to be a substantial material and operable to provide interaction with the street.
- Both East Pike Street and 12<sup>th</sup> Avenue should be treated as commercial street frontages.
- The buildings on site are some of the oldest in the neighborhood, and pre-date the typical auto row buildings in the Pike Pine area.
- The preferred option responds well to the corner, and the proposed fin walls help to define the architectural concept.
- The concept of a strong box form is positive, and modulation at the entries and base provide visual interest.
- The design should emphasize the modern concept.

- The fin walls at the property lines should not be used as the canvas for a large sign to advertise the building name. The fin walls should instead enhance the box form and architectural concept.
- PPUNC provided a letter of support, with comments to provide setbacks, and emphasize the architectural concept (the full letter is available in the 3014650 DPD file).
- The proposed concept isn't compatible with the historic auto row architectural style, context, Design Review Guidelines, and doesn't provide a coherent design concept.
- The proposed design should celebrate the corner with an architectural feature.
- The proposed courtyard location will get very little light.
- The metal balcony screens have the potential to create noise on windy days.

## 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. Architectural Concept:

- a. The massing relates strongly to the architectural concept and therefore Option 3 appears to be the most appropriate. (A-1, A-10, B-1, C-2)
- b. The applicant should demonstrate a strong parti/design concept at the Recommendation phase of review. The design concept should be demonstrated through architectural elements, rather than just graphics explaining the inspiration.
  - 1) The Board noted that the strong design concept should be evident in the building scale, proportion, and architectural elements. (A-7, A-10, B-1, B-2, C-2)
    - The Board expressed confusion about how the "Stage" parti relates to the design concept. ("Where is the stage – the balconies or street? Are the balcony screens the focus of movement? Is the street level activity the focus of movement?"). The parti should be clearly evident in the proposed architecture.
  - 2) The Board directed the applicant to develop the design in one of two directions:
    - A modern building with its own strong design concept that includes scalar references to Pike Pine, (B-2, C-2), or
    - A design concept that strongly references the treatments found in nearby historic architecture. (B-2, C-1, C-2)
  - 3) The fin walls could incorporate unique building identification signage, but any signage should be integrated with the design concept. The large fin wall signage should not include "live here" type of advertisements. (C-2, C-4, D-9)

- 4) The fin walls serve to frame the residential entry and garage entry bays. The development should be designed to enhance the 'box' concept, with the fin walls framing these areas. (C-2, D-10, D-12)

**2. Pike Pine Scale and Proportion:**

- a. Option 3 is the best design response to the corner condition, but the upper mass feels very heavy, especially at the corner. (A-2, A-10, B-1, B-2)
- b. The design should maximize the visual height and transparency of the street level, and reduce the visual weight of the upper mass. (A-2, A-10, B-1, B-2, D-10, D-11)
  - 1) The Board suggested that the lower three stories could express one concept with tall ceiling heights and increased transparency, with a visually lighter treatment at the upper mass to balance the overall proportion.

**3. Retail:**

- a. The Board directed the applicant to demonstrate how the retail spaces will be designed in response to the sloping sidewalk (stepped slab, etc.). (A-1, A-2, A-4, B-2)
- b. The commercial spaces should be designed to provide opportunities for micro retail and flexibility for other uses. (A-2, B-2)
  - 1) The graphics showing opportunities for finer grain small retail indicates the design is moving in the right direction.

**4. Human scale and materials:**

- a. The visibility of the site, the context, and the concept indicate that high quality durable materials should be used, especially in the street facing facades. The Board noted that cement board wouldn't be appropriate for these facades. (A-1, A-10, C-1, C-2, C-3, C-4, D-2)
- b. The Board noted that the conceptual sketches indicated one type of treatment for the first 2 stories of the building and another type of treatment for the upper 3 floors. The materials should instead be used to express the building construction type, with one level of commercial and residential uses above. (C-2, C-4)
- c. The fin walls should be designed with high quality materials that provide human scale and visual interest. (C-3, C-4, D-2)

**5. Open space:**

- a. The design of the courtyard should maximize light and air. The courtyard should also be designed to provide visual interest, considering the context of the adjacent building blank walls. (A-7, B-1)
- b. The Board noted that design of the sidewalk area is important, given the context and location of this site. (A-1, A-2, A-4)

**6. Screening of Solid Waste Storage and Garage Entry:**

- a. The Board expressed concern with the proposed solid waste alcove facing 12<sup>th</sup> Ave at street level. The Board directed that solid waste storage should be placed

- into a holding area behind the retail frontage, and could be accessed from the garage ramp or garage. (A-2, D-2, D-6, D-11)
- b. The solid waste storage should not be a prominent part of the street frontage, regardless of the location. (A-2, D-6, D-11)
  - c. The garage entry should be designed with visual cues to maximize pedestrian and driver safety. (A-8)

## 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-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.*

**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-6 Screening of Dumpsters, Utilities, and Service Areas. Building sites should locate service elements like trash dumpsters, loading docks and mechanical equipment away from the street front where possible. When elements such as dumpsters, utility meters, mechanical units and service areas cannot be located away from the street front, they should be situated and screened from view and should not be located in the pedestrian right-of-way.**

**D-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. Sight Triangle (SMC 23.54.030):** The Code requires two sight triangles for driveways narrower than 22', or one sight triangle for driveways more than 22' wide. The applicant proposes to use mirrors and design the driveway entry and opening for safety, rather than provide sight triangles.

The Board indicated support for the proposed departure, dependent on the design response to the guidance related to street frontage design and integration of solid waste storage. (A-2, D-2, D-6, D-11)

## **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.**