



FINAL RECOMMENDATION OF THE EAST DESIGN REVIEW BOARD

Project Number: 3014650

Address: 1200 East Pike Street

Applicant: Ankrom Moisan Architects; Investco Financial Corporation

Date of Meeting: Wednesday, August 14, 2013

Board Members Present: Dawn Bushnaq (Chair)
Christina Orr-Cahall
Ric Cochrane
Natalie Gualy

Board Members Absent: Dan Foltz

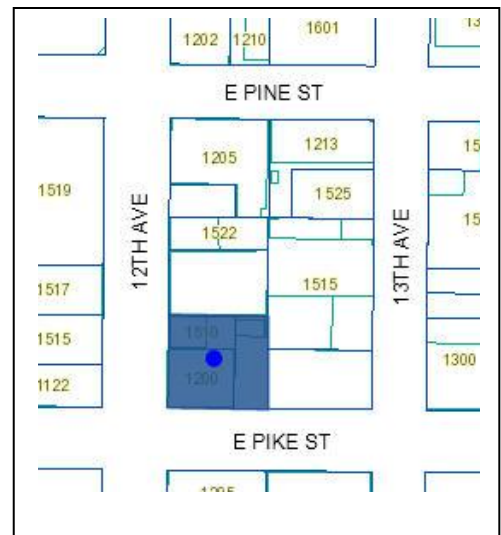
DPD Staff Present: Shelley Bolser

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 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 88 residential units and 3,900 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.

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

Mailing Public Resource Center

Address: 700 Fifth Ave., Suite 2000
P.O. Box 34019
Seattle, WA 98124-4019

Email: PRC@seattle.gov

The applicant noted that 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 12th 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.

FINAL RECOMMENDATION MEETING: August 14, 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.

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

Mailing Public Resource Center

Address: 700 Fifth Ave., Suite 2000
P.O. Box 34019
Seattle, WA 98124-4019

Email: PRC@seattle.gov

The applicant noted that changes to the Recommendation packet included the addition of one departure request, as described in the Departures section of this report.

PUBLIC COMMENT

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

- PPUNC provided a letter of support, with comments supporting the material palette and response to nearby context. The letter noted that the retail spaces need to be developed to be highly dynamic, including items such as operable storefront windows. The landscape design should also be high quality (the full letter is available in the 3014650 DPD file).
- The storefront windows should be designed with the same attention to detail as the upper levels of the building, potentially using the same color accents and interesting window mullion profiles.

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 (MARCH 20, 2013):

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 12th 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)

FINAL RECOMMENDATIONS (AUGUST 14, 2013):

1. **Architectural Concept and Materials:** The Board appreciated the proposed material palette, which included high quality materials at the street facing facades in response to the EDG. (A-10, B-1, B-2, C-1, C-2, C-3, C-4, D-11)
 - a. The Board noted that the use of a green accent color is sufficient on the rear facades of the building, given the nearby context and the use of color in relation to the architectural concept. (C-1, C-4)
2. **Retail:** The Board noted that the interaction between the street frontage and the retail spaces is critical to the design concept, and recommended two conditions:
 - a. The retail spaces should include high quality operable windows with large expanses of openings, in order to activate these important street frontages.
 - 1) The Board explained that the design response should include nana doors or a similar method of completely opening the retail spaces to the sidewalk.
 - 2) The Board noted that this porosity is a critical aspect of the proposed design concept and the response to this important corner in the Pike Pine neighborhood. (A-2, A-4, C-3, C-4, D-11)
 - b. The retail door locations may change, but the door locations and design should remain consistent with the clearly regulated architectural concept. (B-2, C-2, C-4)
3. **Open Space:**
 - a. The Board discussed the proposed lack of access to the courtyard by residents, and the intent to provide the courtyard as a visual amenity only. The Board declined to recommend a condition to provide residential access to the courtyard, since the rooftop deck offers usable shared residential open space. The Board accepted the applicant's explanation that the residences that share windows with the courtyard level may experience privacy or noise impacts from shared use of the small courtyard. (A-7)
4. **Screening of Solid Waste Storage and Garage Entry:**
 - a. The Board supported the proposed solid waste location inside the garage, and noted that the storage area in the garage will need to be carefully managed in order to be successfully used by tenants. The Board did not recommend any conditions related to this item. (A-2, D-2, D-6, D-11)

DESIGN REVIEW GUIDELINES

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

- A-1 Responding to Site Characteristics. The siting of buildings should respond to specific site conditions and opportunities.**

Pike/Pine: Characteristics and opportunities to consider in Pike/Pine include both views and other neighborhood features including:

- *A change in street grid alignment causing unique, irregular-shaped lots, including Union and Madison and 10th and Broadway Court*
- *“Bow tie” intersections at 13th/14th between Pike/Pine/Madison*

A-2 **Streetscape Compatibility.** The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right-of-way.

A-4 **Human Activity.** New development should be sited and designed to encourage human activity on the street.

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

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

A-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 DEPARTURES

The Board's recommendation was based upon the departures' potential to help the project better meet these design guideline priorities and achieve a better overall design than could be achieved without the departures.

- 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 a sight triangle on the north edge of the driveway. Locating the driveway at the far north edge of the proposal will also maximize the continuous retail street frontage on 12th Avenue.

This departure would provide an overall design that would better meet the intent of Design Review Guidelines A-2, A-4, and A-8 by locating the driveway in an area that maximizes the retail street frontage on 12th Avenue, encouraging human activity on the street frontage, and designing the driveway to maximize pedestrian safety.

The Board unanimously recommended that DPD grant the departure, subject to the condition related to the design of the driveway listed at the end of this report.

- 2. Residential Entry (SMC 23.47A.005):** The Code allows a maximum of 20% of the street-level street-facing façade to be residential use. The applicant proposes to occupy 22% of the E. Pike Street façade with residential lobby use, and 28% of the 12th Avenue façade with residential parking entry use.

This departure would provide an overall design that would better meet the intent of Design Review Guidelines A-2, A-8, B-2, C-2, and D-12 by providing retail spaces that respond to the nearby context and Pike Pine character, and providing residential entry and garage entry areas that relate to nearby scale and the design concept.

The Board unanimously recommended that DPD grant the departure, subject to the conditions listed at the end of this report.

- 3. Parking Entry (SMC 23.47A.005):** The Code allows a maximum of 20% of the street-level street-facing façade to be residential use. The parking is primarily for residential parking and therefore counts as residential use. The applicant proposes to provide a parking entry that measures 32' wide, which occupies 30% of the street-level street-facing façade with a residential use.

This departure would provide an overall design that would better meet the intent of Design Review Guidelines A-2, A-4, and A-8 by locating the driveway in an area that maximizes the continuous retail street frontage on 12th Avenue, encouraging human activity on the street

frontage, designing the retail spaces to maximize human activity at the street frontage, and designing the driveway to maximize pedestrian safety.

The Board unanimously recommended that DPD grant the departure, subject to the conditions listed at the end of this report.

- 4. Nonresidential Floor to Floor Height (SMC 23.47A.008):** The Code requires minimum non-residential floor to ceiling height of 13'. The applicant proposes reduce the floor to ceiling height to 10' in the retail space adjacent to the residential lobby, in order to allow an internal connection between the two areas. The applicant explained that they hope to obtain a coffee shop tenant for the retail space adjacent to the residential lobby, which will help to activate the lobby and the street frontage. The coffee shop could be accessed from both the street and the residential lobby.

This departure would provide an overall design that would better meet the intent of Design Review Guidelines A-2, A-4, and D-12 by designing the lobby and adjacent retail to enhance human activity at the street frontage.

The Board unanimously recommended that DPD grant the departure, subject to the conditions listed at the end of this report.

BOARD RECOMMENDATION

The recommendation summarized below was based on the design review packet dated August 14, 2013, and the materials shown and verbally described by the applicant at the August 14, 2013 Design Recommendation meeting. After considering the site and context, hearing public comment, reconsidering the previously identified design priorities and reviewing the materials, the four Design Review Board members recommended APPROVAL of the subject design and departures, with the following conditions:

- 1. The retail spaces should include high quality operable windows with large expanses of openings, in order to activate these important street frontages. (A-2, A-4, C-3, C-4, D-11)**
- 2. The retail door locations may change with tenants, but the door locations and design should remain consistent with the clearly regulated architectural concept. (B-2, C-2, C-4)**
- 3. Demonstrate that the garage entry is designed to maximize pedestrian safety, using techniques such as warning lights for vehicles inside the garage, or mechanisms such as embedded lights in the pavement near the driveway that light up when a car approaches from inside the garage. (A-8)**