



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3014989

Address: 1523 East Madison Street

Applicant: Jay Janette of Janette Architects for Johnson Carr LLC and Mad Flats LLC

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

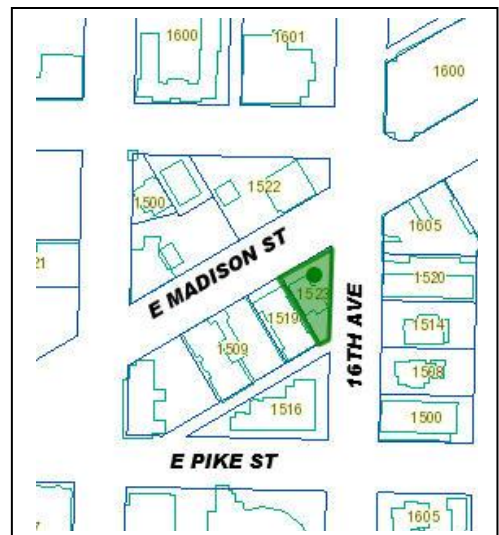
DPD Staff Present: Shelley Bolser

SITE & VICINITY

Site Zone: NC3P-65

Nearby Zones: (North) NC3-65
(South) LR-3
(East) LR-3
(West) NC3-65

Lot Area: 4,387 square feet



Current Development: The site is located in the Capitol Hill/Central District neighborhood at the southern edge of the Capitol Hill Urban Center Village. The site slopes downward from the east to the west.

The site is currently occupied by a surface parking lot and a 2-story vacant office building, which was constructed as a residence in the early 20th century.

Access: Existing vehicular access to a surface parking lot exists via a curb cut on 16th Avenue and via the alley.

20th century multi-family structures are located adjacent to the site, across the alley, and across the street to the east. Newer mixed-use residential and retail structures are located to the north across Madison Street, in addition to 1-story retail structures. Most of the older structures are 1-3 stories tall. Most of the newer structures are 6-7 stories tall.

Surrounding Development and Neighborhood Character: Nearby structures represent a mix of ages and building types, including 2-3 story early 20th century multi-family and single family structures, the recently completed 6-story Living Building commercial structure (Bullitt Center), the recently constructed 6-7 story mixed use construction along E. Madison St, and nearby 1-3 story institutional structures (religious institutions and private schools).

The site is located at the southwest corner of East Madison Street and 16th Avenue. East Madison Street is a busy arterial with a wide variety of commercial uses and residential density. 16th Avenue is a quieter residential street, connecting East Madison Street and East Union Street.

An alley borders the south side of the site and connects 16th Avenue with McGilvra Place Park to the south. TT Minor Park is located one block to the south and Cal Anderson Park is located four blocks to the northwest. These parks offer a wide variety of recreational opportunities.

The future Capitol Hill Light Rail Station is under construction and will be located approximately five blocks to the northwest of the subject property, near the northwest corner of Cal Anderson Park. East Madison Street is planned for Bus Rapid Transit service in the near future.

PROJECT DESCRIPTION

The proposal is for a 5-story structure with 55 residential units, 2-live work units and 800 sq. ft. of commercial. No parking is proposed. The existing parking lot and structure would be demolished.

EARLY DESIGN GUIDANCE MEETING: August 14, 2013

The packet includes materials presented at the meeting, and is available online by entering the project number (3014989) 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 any of the east and north façade expressions shown in the massing options could be combined into a plausible design concept. While the packet notes that one option is ‘preferred,’ the applicant clarified that they would be satisfied to move forward with any of the options.

In response to Board questions, the applicant explained that the trash area would be recessed into the building and screened with fences/trellises on the sides, and decks above.

The design intent for the ground level is to provide a high level of transparency treated for human scale (canopies, window mullions, operable storefronts, etc.). A setback at the street level would provide area for a wider sidewalk on E. Madison Street.

PUBLIC COMMENT

No public comments were offered at the Early Design Guidance meeting.

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. Massing Options:

- a. The Board recommended that whichever massing option is chosen, the proposed design should be developed to strongly accentuate the design parti. The Board noted that massing Options B and C appear to offer the strongest potential for enhancing the design concept. (A-1, A-5, A-10, C-1, C-2)

- b. The increased setback from the neighboring residential building is an important feature of Option C. The Board recommended that this aspect of Option C should be incorporated into the proposed design. (A-5)
- c. Option B offers the opportunity to strongly differentiate the design expression of the 16th Ave and E. Madison facades. The design concept should incorporate this aspect of Option B. (C-1, C-2)
- d. Option C's angled deck design relates to the nearby context and accentuates the bar concept on 16th Ave. The Board recommended that the design concept should incorporate an architectural response to the angled corner and nearby context. This response could be expressed through decks, enclosed angled building area, or other architectural elements. (A-1, A-10, C-1, C-2)
- e. The 16th Ave upper level façade should be designed to respond to the residential scale of this street and the building program. The Board noted that this facade should be architecturally treated to provide a transition in scale from the commercial nature of E. Madison to the residential areas to the south. (A-2, B-1, C-1, C-2, C-3, C-4)
- f. The Board noted that the ground level plan is acceptable for any option. (A-1, A-2, A-4, D-1)

2. Alley Frontage:

- a. The solid waste storage area should be tucked under the building and fully screened. The screening should be designed to be consistent with the architectural concept. (A-1, A-2, D-6, D-8)
 - 1) The Board observed that the decks in option C appear to create the best opportunity for screening the trash from the sides and above, but other methods of screening may also meet this guidance.
 - 2) The Board advised designing the solid waste screening to provide a transition in scale from the upper building area to the smaller residential scale at the alley and to the south (the feeling of a 'mews').
- b. The alley frontage and solid waste storage should be designed to respond to the pedestrian environment, given the visibility of the alley from the angled 16th Ave street frontage, and the alley connection between 16th Ave and McGilvra Place Park on 15th Ave. This area should include visually interesting materials and landscaping to visually soften the screening and provide pedestrian scale. (A-1, A-2, A-4, B-1, C-4, D-6, D-8, E-2)

3. Street Frontage: The street frontages should be designed to maximize human activity and transparency. (A-1, A-2, A-4)

- a. Operable storefront windows should be used for the retail and live-work units. (A-2, A-4, D-11)
- b. The small size of the commercial spaces and the location require careful treatment for scale and interest to encourage pedestrian activity. (A-4, C-1, C-2, C-3, C-4, D-9, D-10, D-11)
- c. The Board strongly encouraged stepping the commercial spaces with grade. (A-1, A-2, C-2, D-1)

- d. The design of the live-work units should respond to the need for residents' privacy at the street and the need for commercial transparency. (A-2, A-4, C-3, C-4, 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 such as non-rectangular lots, location on prominent intersections, unusual topography, significant vegetation and views or other natural features.

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

Capitol Hill-specific supplemental guidance:

- Retain or increase the width of sidewalks.
- Provide street trees with tree grates or in planter strips, using appropriate species to provide summer shade, winter light, and year-round visual interest.
- Vehicle entrances to buildings should not dominate the streetscape.
- Orient townhouse structures to provide pedestrian entrances to the sidewalk.
- For buildings that span a block and “front” on two streets, each street frontage should receive individual and detailed site planning and architectural design treatments to complement the established streetscape character.
- New development in commercial zones should be sensitive to neighboring residential zones. Examples include lots on Broadway that extend to streets with residential character, such as Nagle Place or 10th or Harvard Avenues East. While a design with a commercial character is appropriate along Broadway, compatibility with residential character should be emphasized along the other streets.

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

Capitol Hill-specific supplemental guidance:

- Provide for sidewalk retail opportunities and connections by allowing for the opening of the storefront to the street and displaying goods to the pedestrian.
- Provide for outdoor eating and drinking opportunities on the sidewalk by allowing for the opening the restaurant or café windows to the sidewalk and installing outdoor seating while maintaining pedestrian flow.
- Install clear glass windows along the sidewalk to provide visual access into the retail or dining activities that occur inside. Do not block views into the interior spaces with the backs of shelving units or with posters.

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-10 Corner Lots. Building on corner lots should be oriented to the corner and public street fronts. Parking and automobile access should be located away from corners.

Capitol Hill-specific supplemental guidance:

- Incorporate residential entries and special landscaping into corner lots by setting the structure back from the property lines.
- Provide for a prominent retail corner entry.

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 near-by, less intensive zones. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk, and scale between anticipated development potential of the adjacent zones.

Capitol Hill-specific supplemental guidance:

- Break up building mass by incorporating different façade treatments to give the impression of multiple, small-scale buildings, in keeping with the established development pattern.
- Consider existing views to downtown Seattle, the Space Needle, Elliott Bay and the Olympic Mountains, and incorporate site and building design features that may help to preserve those views from public rights-of-way.
- Design new buildings to maximize the amount of sunshine on adjacent sidewalks throughout the year.

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. In general, the roofline or top of the structure should be clearly distinguished from its facade walls.

Capitol Hill-specific supplemental guidance:

- Incorporate signage that is consistent with the existing or intended character of the building and the neighborhood.
- Solid canopies or fabric awnings over the sidewalk are preferred.
- Avoid using vinyl awnings that also serve as big, illuminated signs.
- Use materials and design that is compatible with the structures in the vicinity if those represent the desired neighborhood character.

- C-3 Human Scale.** The design of new buildings should incorporate architectural features, elements, and details to achieve a good human scale.

Capitol Hill-specific supplemental guidance:

- Incorporate building entry treatments that are arched or framed in a manner that welcomes people and protects them from the elements and emphasizes the building's architecture.
- Improve and support pedestrian-orientation by using components such as: non-reflective storefront windows and transoms; pedestrian-scaled awnings; architectural detailing on the first floor; and detailing at the roof line.

- 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.

Capitol Hill-specific supplemental guidance:

- Use wood shingles or board and batten siding on residential structures.
- Avoid wood or metal siding materials on commercial structures.
- Provide operable windows, especially on storefronts.
- Use materials that are consistent with the existing or intended neighborhood character, including brick, cast stone, architectural stone, terracotta details, and concrete that incorporates texture and color.
- Consider each building as a high-quality, long-term addition to the neighborhood; exterior design and materials should exhibit permanence and quality appropriate to the Capitol Hill neighborhood.
- The use of applied foam ornamentation and EIFS (Exterior Insulation & Finish System) is discouraged, especially on ground level locations.

- D-1 Pedestrian Open Spaces and Entrances.** Convenient and attractive access to the building's entry should be provided. To ensure comfort and security, paths and entry areas should be sufficiently lighted and entry areas should be protected from the weather. Opportunities for creating lively, pedestrian-oriented open space should be considered.

Capitol Hill-specific supplemental guidance:

- Provide entryways that link the building to the surrounding landscape.
- Create open spaces at street level that link to the open space of the sidewalk.
- Building entrances should emphasize pedestrian ingress and egress as opposed to accommodating vehicles.
- Minimize the number of residential entrances on commercial streets where non-residential uses are required. Where residential entries and lobbies on commercial streets are unavoidable, minimize their impact to the retail vitality commercial streetscape.

- 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.

Capitol Hill-specific supplemental guidance:

- Consolidate and screen dumpsters to preserve and enhance the pedestrian environment.
- D-8 **Treatment of Alleys**. The design of alley entrances should enhance the pedestrian street front.
- 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.
- 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.
- 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 DEPARTURES

No departures were requested at the time of the EDG meeting.

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.