



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3015490

Address: 2305 E Madison Street

Applicant: David Neiman

Date of Meeting: Wednesday, June 25, 2014

Board Members Present: Curtis Bigelow
Dan Foltz
Natalie Gualy
Kevin Price

Board Members Absent: Christina Orr-Cahall
Michael Austin

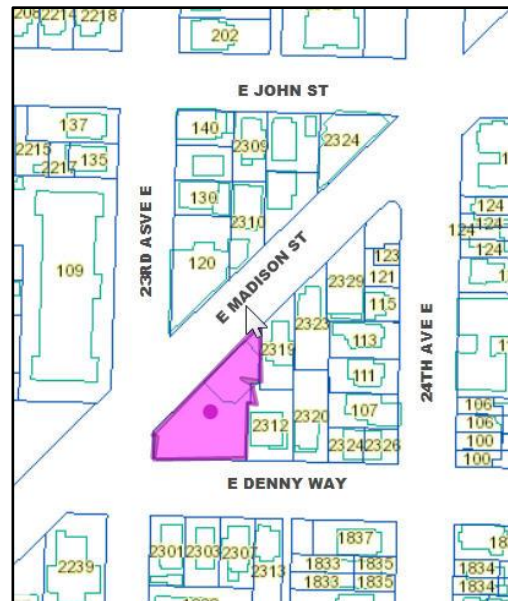
DPD Staff Present: Carly Guillory for Holly Godard

SITE & VICINITY

Site Zone: NC2P40

Nearby Zones: (North) NC2P40 and LR3
(South) LR3
(East) LR2
(West) NC3P-65

Lot Area: 10,088 square feet



Current Development:

The lot is a sloping, vacant lot.

Surrounding Development and Neighborhood Character:

The area is a mix of lowrise residential development and commercial mixed use development.

Access:

There is a curb cut on East Denny Way which leads to a small surface parking lot.

Environmentally Critical Areas:

There are no mapped Environmentally Critical Areas on the site.

PROJECT DESCRIPTION

The applicants plan to design a mix of residential and commercial development on the site.

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The packet includes materials presented at the meeting, and is available online by entering the project number (3015490) 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

DESIGN DEVELOPMENT

The applicant presented information to the Board and the public on the area context and site opportunities and constraints. They showed three early design massing options and pointed out programmatic pros and cons of different configurations of uses and access. The applicant anticipates asking for several development standard departures to best fit the site and building type.

The Board asked several questions regarding the nature of future tenants, architectural details, the development concept, and amenity space for residents.

PUBLIC COMMENT

- Several members of the public commented on the presentation.
- Positive toward the proposal
- Like the small retail spaces
- Like the building expression of the diagonal edge caused by East Madison Street
- Concern on parking area/covered design
- Concerns on amount of parking
- Like increase 23rd Avenue East sidewalk area
- Concerns about the building and public intersection/”compression” at 23rd Ave East
- Would like to see an ample site triangle at the building corners
- Would like to see building transition to LR2 zone to the east which may be stepping down and less building mass at that edge

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.

The Citywide and Neighborhood specific guidelines are summarized below. 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.

CS1-D Plants and Habitat

CS1-D-1. On-Site Features: Incorporate on-site natural habitats and landscape elements into project design and connect those features to existing networks of open spaces and natural habitats wherever possible. Consider relocating significant trees and vegetation if retention is not feasible.

CS1-D-2. Off-Site Features: Provide opportunities through design to connect to off-site habitats such as riparian corridors or existing urban forest corridors. Promote continuous

habitat, where possible, and increase interconnected corridors of urban forest and habitat where possible.

At the Early Design Guidance Meeting, the Board discussed integrating a trellis element to balance the architectural and functional features.

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-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-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.

At the Early Design Guidance Meeting, the Board discussed the importance of a the strong diagonal at this site, preference for a strong corner presence and further development along the building edges to weigh the architectural gain versus a negative for managing undesirable street activity. The Board would like to see the “crush” or “compression” well managed by design.

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

CS3-A Emphasizing Positive Neighborhood Attributes

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.

Create a quality building to demonstrate a contextual response and sustainable focus within the neighborhood.

PUBLIC LIFE

PL2 Walkability: Create a safe and comfortable walking environment that is easy to navigate and well-connected to existing pedestrian walkways and features.

PL2-B Safety and Security

PL2-B-1. Eyes on the Street: Create a safe environment by providing lines of sight and encouraging natural surveillance.

PL2-B-3. Street-Level Transparency: Ensure transparency of street-level uses (for uses such as nonresidential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along narrow passageways.

Carefully consider any street level notches in the building façade.

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.

As per above.

DESIGN CONCEPT

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

DC1-C Parking and Service Uses

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

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-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.

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.

DEVELOPMENT STANDARD DEPARTURES

At the time of the Early Design Guidance the following departures were anticipated:

1. **Nonresidential uses at street level SMC 23.47A 008B3b:** The Code requires 13 foot floor to floor height The applicant proposes less than 13 feet.

The Board indicated that they are willing to consider reduced floor to floor height.

2. **Site triangle (SMC 23.54.030 G2):** The Code requires a site triangle. The applicant proposes reduced or no site triangle with visibility aids.

The Board indicated that they are willing to consider a reduced or absent site triangle

3. **Nonresidential uses at street level (SMC 23.47A.008B3):** The Code requires 50% non-residential uses at street level. The applicant proposes reduced non-residential uses.

The Board indicated that they are willing to consider reduced non-residential street level uses.

BOARD DIRECTION

At the next meeting the Board would like to see detailed studies of all facades, a perspective related to the compression/crush area, color renderings and materials, a study of the parking area and trellis in elevation and perspective.

At the conclusion of the EARLY DESIGN GUIDANCE meeting, the Board recommended moving forward to MUP application.