City of Seattle

Department of Construction and Inspections
Nathan Torgelson, Director

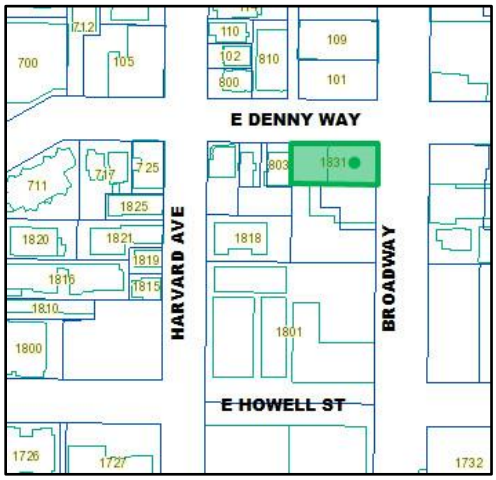
DESIGN REVIEW

FIRST EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number:	3016632
Address:	1833 Broadway
Applicant:	Roger H Newell AIA Architect
Date of Meeting:	Wednesday, January 11, 2017
Board Members Present:	Natalie Gualy (Chair) Curtis Bigelow Barbara Busetti Dan Foltz Sarah Saviskas
Board Members Absent:	Christina Orr-Cahall
SDCI Staff Present:	Garry Papers, RA, Senior Land Use Planner

SITE & VICINITY

Site Zone:	Neighborhood Commercial, Pedestrian Overlay NC3P-40
Nearby Zones:	(North) NC3P-40 (South) NC3P-40 (East) NC3P-40 (West) NC3-40
Lot Area:	7,687 sq. ft.



NOTE: 2/08/17: This version of the report is revised, under 1b on pg 3.

Current Development:

The site is currently occupied by a 3-story structure at the corner, and a surface parking lot on the west portion.

Surrounding Development and Neighborhood Character:
The site located in the heart of a vibrant mixed use neighborhood, along the Broadway corridor which is a defining feature of the Capitol Hill district. Adjacent to the west is a 5-story residential structure for Capitol Hill Housing. Adjacent to the south is the 2-story West Entrance structure for the Capitol Hill Light Rail station. Across the street to the north is a 6-story mixed use building under construction. Across Broadway to the east are two more entrances for the Light Rail station, and the 4 sites around them are slated to redevelop as a transit oriented development (TOD), with a plaza wrapped by 6 story buildings and mixed uses totaling 425 units and 25,000 sq ft of ground level retail.

Access:
As there is no adjacent alley, vehicle access would be from either E Denny Way or Broadway. Pedestrian access is from the two adjoining sidewalks on Denny and Broadway.

Environmentally Critical Areas:
None

PROJECT DESCRIPTION

A 6-story building containing 50 apartment units and 3,551 sq. ft. of commercial space at street level. Parking for 19 vehicles to be provided below grade. Existing structure to be demolished.

The design packet includes information presented at the meeting, and is available online by entering the project number at this website:
http://www.seattle.gov/DPD/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx

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

Mailing Address:	**Public Resource Center** 700 Fifth Ave., Suite 2000 P.O. Box 34019 Seattle, WA 98124-4019
Email:	PRC@seattle.gov

PUBLIC COMMENT

The following public comments were offered at this meeting:

- Stated the options were too similar, the booklet was minimal and hard to understand.
- Stated the proposal makes no reference to its recent or emerging context, or the modern character of the proposed TOD across the street.
- Stated the architecture should express or acknowledge the neighborhood gateway.
- Concerned about the south blank wall, which will be permanently visible above the existing, abutting station entrance.
- Supported maximizing all ground level retail in this strategic location.
- Strongly supported high quality and durable materials.
- Strongly concerned about adequate light and air to the existing windows and 20 residential units located adjacent to the west (Pantages), which are set back 8 ft from the shared property line.
- Recommended the proposed building set back a similar amount as the neighboring buildings 8 ft setback, to ensure adequate light and air for both buildings.
- Recommended any proposed windows at that location be minimized and/or well-offset from the existing ones.
- Stated the proposed design should be architecturally sensitive to the neighbors.

SDCI staff also summarized design related comments received in writing prior to the meeting:

- Strongly concerned the design is un-imaginative and a step backward in a neighborhood that has recently progressed, and recommends the project return for another meeting.

All public comments submitted in writing for this project can be viewed using the following link and entering the project number: http://web6.seattle.gov/dpd/edms/

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 (the Board) provided the following siting and design guidance.

All [page references] below are to the EDG booklet dated 1/11/2017; (guideline citations):

1. **Massing & Response to Context:**
    a. **Massing:** The Board agreed all three options were very similar in massing, and only varied based on the presence or amount of parking, and the degree of additive bays. The Board focused on Option 3 for massing and form, but did not support all aspects shown on page 13/14. The Board agreed Option 2 was least supportable. (DC1-A)
    b. **West Setback:** The Board concurred with public comment that some setback at the west property line should be studied, especially to improve light penetration to existing and proposed windows along that wall. Large scale shadow studies should be provided at subsequent meetings, testing direct and ambient light penetration to the space and to the existing Pantages windows. (CS2-D.5)

c. **West Wall:** The Board agreed that west facing windows should be minimized, and any proposed windows on the west wall should be intentionally offset from the existing ones in the building opposite. The west elevation and overlay elevations should be provided at subsequent meetings. (CS2-D.5)
d. **South Wall**: Concurring with public comment, the Board agreed the south wall will be permanently visible above the Light Rail structure, and supported the Option 3 setback along the south boundary [13], since it affords windows and modulation to provide compositional interest (along with vertical elements). The western portion that overlaps the future development at the Sound Transit Site D, (and likely 85 ft tall structure west of the Light Rail entrance building), should be designed accordingly, with fewer windows [15]. (DC2-B)
e. **Four Elevations & Inclusion of Context:** The Board agreed that all four sides of the project will be easily seen from adjacent streets, and in addition to eye-level perspectives from the southeast, northeast and northwest (including the Pantages Apartments, Light Rail entrance and other context), large scale elevations of all four sides - with adjacent context and materials and tones accurately shown - should be provided at subsequent meetings. (CS2; DC2-B)

2. Ground Floor & Streetscape:

a. **Sidewalks & Building Edges:** The Board agreed this site and TOD vicinity will be pedestrian intensive, so all sidewalks and building frontages must consider large pedestrian volumes. The Board supported the 18 ft clear sidewalk width on both Denny and Broadway, and agreed the ground floor on both frontages should have some modulation and additional setback for café zones, but not necessarily as deep as the approximate 6 ft shown on the Denny ground floor on page 13. (PL2; CS2-I)
b. **Parking & Services:** Recognizing that the applicants prefer to have about 19 spaces of underground parking, and that necessitates a ramp, the Board supported the Option 3 ramp location as shown on page 13, provided the driveway has safe pedestrian sight triangles at the sidewalk. The Board agreed the best location for trash/services is adjacent to the driveway, but any service doors should be recessed. (DC1-B &C)
c. **Retail:** The Board concurred with public comment that retail should be maximized, and agreed the frontage along Broadway should be as close to 100% retail as possible, with multiple doors and high transparency. Any required exit doors should be located at the south corner to maximize the retail continuity along Broadway, and flexibility for future tenant demising. (PL3-C)
d. **Residential Entrance**: The Board agreed the primary residential lobby/entrance should be on Denny, and located as far west as possible to maximize retail continuity along Denny. This entrance could incorporate a wider door/sidelight at the street, but any furnished lobby or similarly large space should be located more inboard to maximize retail frontage. (PL3-A)
e. **Elevator and Stair Locations**: Given the above guidance about ground floor revisions, the primary stair and elevator core might swap with the second stair shown on pg 13; this could increase retail depth on Broadway, and reduce self-shading of the roof amenity deck from the taller elevator over-run. (PL3-A; DC3-B)

3. Roof, Composition & Materiality:

a. **Roof Amenity:** The Board agreed a complete landscape design and concept for the roof amenity should be provided at subsequent meetings. The rooftop amenity should be located to maximize sun access (more north and east than shown), and consider the potential tall buildings nearby to the south. (DC3-C)
b. **Concept & Composition:** The Board agreed the project lacks a clear exterior design concept, and the applicant stated emphasis on the corner - while valid - is not executed from bottom to top. The Board agreed there were competing design elements in the preferred perspective [16], and the roof overhangs and the level 2 canopy/balconies appear overly heavy. The Board recommended studies that consolidate the projecting bays so there are fewer façade elements, and less massive piers at the ground level. (CS2-C.1; DC1; DC2-C)
c. **Materiality:** The Board supported the quality implied by the "masonry" notes for small portions of the street elevations [16], but a more complete description of all materials on large scale elevations, should be provided at subsequent meetings. The Board concurred with public comment that this gateway location, on the Denny Festival Street and across the street from the TOD, should have high quality and durable materials throughout, deployed in a rigorous fashion that reinforces the design concept cited above. Quality materials should clad all four facades, since almost all of them will be permanently visible. (DC4-II)

DEVELOPMENT STANDARD DEPARTURES

The Board's recommendation on the requested departure(s) will be based on the departure's potential to help the project better meet these design guidelines priorities and achieve a better overall project design than could be achieved without the departure(s). The Board's recommendation will be reserved until the final Board meeting.

At the time of the **FIRST** Early Design Guidance no departures were identified.

DESIGN REVIEW GUIDELINES

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

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

Capitol Hill Supplemental Guidance:

CS2-I Streetscape Compatibility

CS2-I-i. Sidewalk Width: Retain or increase the width of sidewalks

CS2-I-ii. Street Trees: Provide street trees with tree grates or in planter strips

CS2-I-iii: Entrances: Vehicles entrances to buildings should not dominate the streetscape

CS2-I-v. Multiple Frontages: 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.

CS2-I-vi. Zoning Sensitivity: Where possible, new development in commercial zones should be sensitive to neighboring residential zones.

CS2-II Corner Lots

CS2-II-i. Residential Entries: Incorporate residential entries and special landscaping into corner lots by setting the structure back from the property lines.

CS2-II-ii. Retail Corner Entry: Provide for a prominent retail corner entry.

CS2-III Height, Bulk, and Scale Compatibility

CS2-III-i. Building Mass: 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.

CS2-III-iii. Sunlight: Design new buildings to maximize the amount of sunshine on adjacent sidewalks throughout the year.

CS2-III-iv. Broadway Scale: Help maintain and enhance the character of Broadway by designing new buildings to reflect the scale of existing buildings.

CS2-III-v. Broadway Strorefronts: The pedestrian orientation of Broadway should be strengthened by designing to accommodate the presence or appearance of small storefronts that meet the sidewalk and where possible provide for an ample sidewalk.

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.

Capitol Hill Supplemental Guidance:

CS3-I Architectural Concept and Consistency

CS3-I-i. Signage: Incorporate signage that is consistent with the existing or intended character of the building and neighborhood

CS3-I-ii. Canopies: Solid canopies or fabric awnings over the sidewalk are preferred.

CS3-I-iv. Materials: Use materials and design that are compatible with the structures in the vicinity if those represent the neighborhood character.

PUBLIC LIFE

PL1 Connectivity: Complement and contribute to the network of open spaces around the site and the connections among them.

PL1-B Walkways and Connections

PL1-B-1. Pedestrian Infrastructure: Connect on-site pedestrian walkways with existing public and private pedestrian infrastructure, thereby supporting pedestrian connections within and outside the project.

PL1-B-2. Pedestrian Volumes: Provide ample space for pedestrian flow and circulation, particularly in areas where there is already heavy pedestrian traffic or where the project is expected to add or attract pedestrians to the area.

PL1-B-3. Pedestrian Amenities: Opportunities for creating lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction with the site and building should be considered.

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-2. Lighting for Safety: Provide lighting at sufficient lumen intensities and scales, including pathway illumination, pedestrian and entry lighting, and/or security lights.

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.

PL2-C Weather Protection

PL2-C-1. Locations and Coverage: Overhead weather protection is encouraged and should be located at or near uses that generate pedestrian activity such as entries, retail uses, and transit stops.

PL2-C-2. Design Integration: Integrate weather protection, gutters and downspouts into the design of the structure as a whole, and ensure that it also relates well to neighboring buildings in design, coverage, or other features.

PL2-D Wayfinding

PL2-D-1. Design as Wayfinding: Use design features as a means of wayfinding wherever possible.

Capitol Hill Supplemental Guidance:

PL2-I Human Scale

PL2-I-i. Building Entries: 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.

PL2-I-ii. Pedestrian Character: Improve and support pedestrian-orientation by using components such as: non-reflective storefront windows and transoms; pedestrianscaled awnings; architectural detailing on the first floor; and detailing at the roof line.

PL2-II Pedestrian Open Spaces and Entrances

PL2-II-i. Entryways: Provide entryways that link the building to the surrounding landscape.

PL2-II-ii. Link Open Spaces: Create open spaces at street level that link to the open space of the sidewalk.

PL2-II-iii. Ingress/Egress: Building entrances should emphasize pedestrian ingress and egress as opposed to accommodating vehicles.

PL2-II-iv. Residential Entrances: Minimize the number of residential entrances on commercial streets where non-residential uses are required. Where unavoidable, minimize their impact to the vitality of the retail commercial streetscape.

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-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.

PL3-C Retail Edges

PL3-C-1. Porous Edge: Engage passersby with opportunities to interact visually with the building interior using glazing and transparency. Create multiple entries where possible and make a physical and visual connection between people on the sidewalk and retail activities in the building.

PL3-C-2. Visibility: Maximize visibility into the building interior and merchandise displays. Consider fully operational glazed wall-sized doors that can be completely opened to the street, increased height in lobbies, and/or special lighting for displays.

PL3-C-3. Ancillary Activities: Allow space for activities such as sidewalk vending, seating, and restaurant dining to occur. Consider setting structures back from the street or incorporating space in the project design into which retail uses can extend.

Capitol Hill Supplemental Guidance:

PL3-I Human Activity

PL3-I-i. Open Storefronts: Provide for sidewalk retail opportunities and connections by allowing for the opening of the storefront to the street and displaying goods.

PL3-I-ii. Outdoor Seating: Provide for outdoor eating and drinking opportunities on the sidewalk by allowing restaurant or café windows to open to the sidewalk and installing outdoor seating while maintaining pedestrian flow.

PL3-I-iii. Visual Access: 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.

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

PL4-B Planning Ahead for Bicyclists

PL4-B-1. Early Planning: Consider existing and future bicycle traffic to and through the site early in the process so that access and connections are integrated into the project along with other modes of travel.

PL4-B-2. Bike Facilities: Facilities such as bike racks and storage, bike share stations, shower facilities and lockers for bicyclists should be located to maximize convenience, security, and safety.

PL4-B-3. Bike Connections: Facilitate connections to bicycle trails and infrastructure around and beyond the project.

DESIGN CONCEPT

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

DC1-A Arrangement of Interior Uses

DC1-A-1. Visibility: Locate uses and services frequently used by the public in visible or prominent areas, such as at entries or along the street front.

DC1-A-2. Gathering Places: Maximize the use of any interior or exterior gathering spaces.

DC1-A-3. Flexibility: Build in flexibility so the building can adapt over time to evolving needs, such as the ability to change residential space to commercial space as needed.

DC1-A-4. Views and Connections: Locate interior uses and activities to take advantage of views and physical connections to exterior spaces and uses.

DC1-B Vehicular Access and Circulation

DC1-B-1. Access Location and Design: Choose locations for vehicular access, service uses, and delivery areas that minimize conflict between vehicles and non-motorists wherever possible. Emphasize use of the sidewalk for pedestrians, and create safe and attractive conditions for pedestrians, bicyclists, and drivers.

DC1-B-2. Facilities for Alternative Transportation: Locate facilities for alternative transportation in prominent locations that are convenient and readily accessible to expected users.

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.

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.

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.

Capitol Hill Supplemental Guidance:

DC4-I Height, Bulk, and Scale

DC4-I-i. Materials: Masonry and terra cotta are preferred building materials, although other materials may be used in ways that are compatible with these more traditional materials. The Broadway Market is an example of a development that blends well with its surroundings and includes a mixture of materials, including masonry.

DC4-II Exterior Finish Materials

DC4-II-i. 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.

1. Use wood shingles or board and batten siding on residential structures.
2. Avoid wood or metal siding materials on commercial structures.
3. Provide operable windows, especially on storefronts.
4. 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.
5. 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.
6. The use of applied foam ornamentation and EIFS (Exterior Insulation & Finish System) is discouraged, especially on ground level locations.

RECOMMENDATIONS

In addition to all the above guidance, the Board explicitly listed the following drawings should be provided at subsequent meetings:

a. Exterior Overall Design Concept diagrams, context analysis and studies.
b. Large scale elevations (eg 1 per 11x17") of all four sides - with adjacent context included - and complete materials and tones accurately shown, and noted.
c. Eye-level perspectives from the southeast, northeast and northwest (including the Pantages Apartments, Light Rail entrance and other context).
d. A separate west elevation overlaid on the corresponding east elevation/windows of Pantages apartment; any/all proposed windows should be intentionally offset from the existing ones in the building opposite.
e. Large scale shadow studies should be provided, ensuring direct and ambient light penetration to the setback space and to the existing Pantages windows.
f. A complete landscape design and concept for the roof amenity.

BOARD DIRECTION

At the conclusion of the First Early Design Guidance meeting, the Board recommended the project return for another meeting in response to all the guidance provided herein.