



FIRST EARLY DESIGN GUIDANCE OF THE SOUTHWEST DESIGN REVIEW BOARD

Project Number: 3017306

Address: 7520 35th Avenue Southwest

Applicant: Michael Shreve, PB Architects

Date of Meeting: Thursday, July 10, 2014

Board Members Present: Laird Bennion (chair)
Todd Bronk
Daniel Skaggs
Matt Zinski

Board Members Absent: T. Frick McNamara

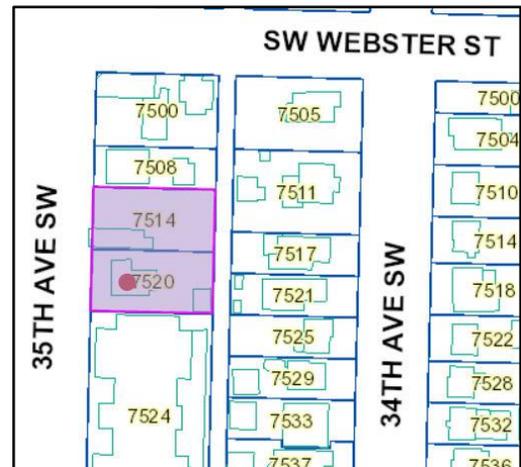
DPD Staff Present: Tami Garrett, Senior Land Use Planner

SITE & VICINITY

Site Zone: Neighborhood Commercial 2 (NC2-40)

Nearby Zones: (North) NC2-40
(South) NC2-40
(East) Single Family 5000 (SF 5000)
(West) NC2-40

Lot Area: 14,750 square feet (sq. ft.)



Current Development:

The proposed project site is approximately 118' (east-west) by 125' (north-south). It is a consolidation of two mid-block parcels currently addressed as 7514 and 7520 35th Avenue Southwest which contains a single family residence with an accessory structure and an existing commercial building. An adjustment of the north property line (Lot Boundary Adjustment) is planned to meet the aforementioned proposed site configuration and site size.

Surrounding Development and Neighborhood Character:

Surrounding development includes single family residences north and across the alley east of the project site. A mix of commercial (gas station, retail), an institution (church) and residential (apartments) uses are west, south and north of the project property.

This mid-block property is situated on the east side of 35th Avenue Southwest which is a principal arterial right-of-way. It's sited on the western edge of the NC2-40 zone adjacent to SF 5000 zoning to the east. The neighborhood is evolving. The general character of this block along 35th Avenue Southwest is a mix of commercial and residential uses. The neighborhood is moderately pedestrian-oriented with King County Metro bus stops along 35th Avenue Southwest.

Access:

Vehicular access to the project site is possible from both 35th Avenue Southwest and an unimproved alley.

Environmentally Critical Areas:

The site's existing topography is relatively flat. There are no Environmentally Critical Areas (ECAs) mapped on or adjacent to the site.

PROJECT DESCRIPTION

The proposed project is for the design and construction of a three-story commercial building with two upper levels of medical service use over one level of ground-related retail use and an enclosed parking garage. A total parking quantity of 40 parking stalls is planned within the structure and at an accessory parking area. Access to onsite parking areas is proposed via the street and the alley.

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The packet includes materials presented at the meeting, and is available online by entering the project number (3017306) 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

Four alternative design schemes were presented to the Board. The project team's development goals were to construct an owner-occupied eye clinic building with necessary retail space and surface/structured parking areas. All four options included three-story with ground-related retail space and enclosed parking; upper level medical office use, and surface parking. Vehicular access was proposed to occur via both an existing curb cut at 35th Avenue Southwest and the existing alley. As a result, all four schemes would necessitate a design departure from vehicle access.

The first scheme (Alternative #1) described as the code complying scenario, showed a building mass with maximum allowed height and bulk located on the southern portion of the site.

The second scheme (Alternative #2) was labeled as the "Alternative Bulk" option. This scheme showed proposed massing sited parallel to the 35th Avenue Southwest frontage at the west side of the site.

The third scheme (Alternative #3), described as the "L-Shaped Bulk" scenario, illustrated a massing located primarily on the southern portion of the of the site with the upper stories stepped back from the alley and configured into an "L" shape extending along 35th Avenue Southwest.

The fourth and applicant preferred scheme (Alternative #4) showed massing located on the southern portion of the site with less than the maximum height allowed and with modulated upper stories at the street edge.

PUBLIC COMMENT

Several members of the public attended this Early Design Review meeting. The following comments, issues and concerns were raised (with Board/applicant response in *italics*):

- A petition was submitted from the residential property owners east of the site requesting improvements to the existing alley.
Alley is intended to be improved for that portion that begins at Southwest Webster Street and continues to the south edge of the project site.

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.

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1. Design Concept and Massing:

- a. The Board voiced support for two options: Option #2 and the preferred Option #4. The Board appreciated how Option #2 activated the street façade along 35th Avenue SW and emphasized design treatment that screened parking. Members of the Board acknowledged that Option #2 may result in additional blank wall façade facing 35th Avenue SW due to the programmatic needs of the owner/end-user as a medical-office building.

The Board appreciated that the preferred Option #4 design was compact and provided design treatment opportunities for the blank walls necessitated by the programming issues. Members of the Board noted that the preferred Option #4 treatment of parking/landscaping to minimize the visual impact and architectural engagement with 35th Avenue SW frontage could be refined.

The Board directed the applicant to return for a Second Early Design Guidance meeting to further explore two identified options (Option #2 and Option #4) relative to the following guidance:

- i. The Board stated that stronger activation of the 35th Avenue Southwest façade is appropriate to bring an “urban point of view” to the building mass. The Board suggested the project consider design that interacts with the public realm and enhances the pedestrian experience. (CS2.A, B, C and D; PL1.A and B; PL3.B)
- ii. The Board recognized that the project will be unique due to the specialized medical office needs of the owner/user. The Board requested the applicant explore massing that meets programmatic needs for the medical facilities while still providing engaging design, including possible fenestration and other articulation treatments (e.g., materials), with particular emphasis on the northern and western façade that presents towards 35th Avenue Southwest. (DC2.A and B)
- iii. The Board acknowledged that street-facing blank walls would need to be addressed. The Board expects to see more detailed renderings of façade treatments, arrangement of interior space and interaction with the parking/landscaping/open space, in response to the guidelines. (DC2.B.2)
- iv. The Board noted that the project site provides an opportunity for mid-block design in an evolving neighborhood to contribute to 35th Avenue SW context. (DC1.A)
- v. The massing, conceptual sketches and design comparisons indicate intent to provide high quality medical-office building design. The Board requested the

applicant identify other successful medical-office building developments that may provide design cues consistent with the stated design objectives. (DC4.A)

2. 35th Avenue Southwest Frontage: The Board felt that the design of the building should incorporate a stronger retail presence along 35th Avenue Southwest. The Board expressed a desire to see how the building could engage the streetscape in a meaningful way. (PL3.A and C)

- a. The Board expressed some concern regarding the location of access points for the retail space through internal circulation as opposed to directly from 35th Avenue Southwest. The orientation of the commercial entry should help activate the streetscape and identify the retail component of the project. (PL3.B)
- b. The Board encouraged the applicant to consider the setbacks of adjacent structures along 35th Avenue Southwest frontage in designing street-level interaction in a manner that contributes to the pedestrian level experience. (PL1 A, B and C)
- c. The Board felt that additional setback along 35th Avenue Southwest may be appropriate to achieve a good human scale and reinforce the existing spatial characteristic of the street frontage to the south (e.g., Hillside Apartments). (DC2.A and B)
- d. The Board expects to review details pertaining to landscaping/open space and screening of parking at the second Early Design Guidance meeting. (DC3.A, B and DC4.D)

3. Alley:

- a. The Board appreciated that Option #2 took steps to minimize potential solar impacts on the eastern adjacent residential zoned properties by aligning the building along 35th Avenue Southwest. The Board encouraged further evaluation of massing configurations and design treatments that may dissipate the perceived height, bulk and scale of the project in relation to the SF 5000 zone to the east. (CS2.C)
- b. The Board expects to review details pertaining to the potential landscaping/screening treatments relative to the zone edge condition. (PL3.B)

4. Vehicular Parking and Access:

- a. The Board stated that screening of parking would need to be addressed. The Board felt that further design treatment may be effective in reducing the visual impacts of parking from both 35th Avenue Southwest and the adjacent alley. (DC1.C)
- b. The Board encouraged creativity in the parking location to lessen visual impact. Members of the Board noted that parking should be kept “simple” while supporting the programmatic needs and access requirements of a medical facility.
- c. The Board requested further information regarding the access requirements relative to the medical services uses and for the applicant to explore access/circulation options that would support the intended use while minimizing the potential for conflict between vehicular and non-motorized uses. (DC1.B)
- d. The Board suggests the applicant review projects such as the Polyclinic medical-office building on First Hill or the Walgreen’s commercial use in White Center as examples of potential successful design treatment for minimizing visual impacts.

DESIGN REVIEW GUIDELINES

The priority Citywide and Neighborhood guidelines identified by the Board as Priority Guidelines are summarized below, while all guidelines remain applicable. 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-B Sunlight and Natural Ventilation

CS1-B-1. Sun and Wind: Take advantage of solar exposure and natural ventilation. Use local wind patterns and solar gain to reduce the need for mechanical ventilation and heating where possible.

CS1-B-2. Daylight and Shading: Maximize daylight for interior and exterior spaces and minimize shading on adjacent sites through the placement and/or design of structures on site.

CS1-B-3. Managing Solar Gain: Manage direct sunlight falling on south and west facing facades through shading devices and existing or newly planted trees.

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.

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-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-2. Connection to the Street: Identify opportunities for the project to make a strong connection to the street and public realm.

CS2-C Relationship to the Block

CS2-C-2. Mid-Block Sites: Look to the uses and scales of adjacent buildings for clues about how to design a mid-block building. Continue a strong street-edge and respond to datum lines of adjacent buildings at the first three floors.

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.

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.

PUBLIC LIFE

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

PL1-A Network of Open Spaces

PL1-A-1. Enhancing Open Space: Design the building and open spaces to positively contribute to a broader network of open spaces throughout the neighborhood.

PL1-A-2. Adding to Public Life: Seek opportunities to foster human interaction through an increase in the size and quality of project-related open space available for public life.

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-A Accessibility

PL2-A-1. Access for All: Provide access for people of all abilities in a manner that is fully integrated into the project design. Design entries and other primary access points such that all visitors can be greeted and welcomed through the front door.

PL2-A-2. Access Challenges: Add features to assist pedestrians in navigating sloped sites, long blocks, or other challenges.

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-C-3. People-Friendly Spaces: Create an artful and people-friendly space beneath building.

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-3. Individual Entries: Ground-related housing should be scaled and detailed appropriately to provide for a more intimate type of entry.

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.

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

PL4-A Entry Locations and Relationships

PL4-A-1. Serving all Modes of Travel: Provide safe and convenient access points for all modes of travel.

PL4-A-2. Connections to All Modes: Site the primary entry in a location that logically relates to building uses and clearly connects all major points of access.

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.

DC1-C Parking and Service Uses

DC1-C-1. Below-Grade Parking: Locate parking below grade wherever possible. Where a surface parking lot is the only alternative, locate the parking in rear or side yards, or on lower or less visible portions of the site.

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

DC1-C-3. Multiple Uses: Design parking areas to serve multiple uses such as children's play space, outdoor gathering areas, sports courts, woonerf, or common space in multifamily projects.

DC1-C-4. Service Uses: Locate and design service entries, loading docks, and trash receptacles away from pedestrian areas or to a less visible portion of the site to reduce possible impacts of these facilities on building aesthetics and pedestrian circulation.

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-A Massing

DC2-A-1. Site Characteristics and Uses: Arrange the mass of the building taking into consideration the characteristics of the site and the proposed uses of the building and its open space.

DC2-A-2. Reducing Perceived Mass: Use secondary architectural elements to reduce the perceived mass of larger projects.

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.

DC2-D Scale and Texture

DC2-D-1. Human Scale: Incorporate architectural features, elements, and details that are of human scale into the building facades, entries, retaining walls, courtyards, and exterior spaces in a manner that is consistent with the overall architectural concept

DC2-D-2. Texture: Design the character of the building, as expressed in the form, scale, and materials, to strive for a fine-grained scale, or “texture,” particularly at the street level and other areas where pedestrians predominate.

DC2-E Form and Function

DC2-E-1. Legibility and Flexibility: Strive for a balance between building use legibility and flexibility. Design buildings such that their primary functions and uses can be readily determined from the exterior, making the building easy to access and understand. At the same time, design flexibility into the building so that it may remain useful over time even as specific programmatic needs evolve.

DC3 Open Space Concept: Integrate open space design with the building design so that they complement each other.

DC3-A Building-Open Space Relationship

DC3-A-1. Interior/Exterior Fit: Develop an open space concept in conjunction with the architectural concept to ensure that interior and exterior spaces relate well to each other and support the functions of the development.

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.

DC4-B Signage

DC4-B-1. Scale and Character: Add interest to the streetscape with exterior signs and attachments that are appropriate in scale and character to the project and its environs.

DC4-B-2. Coordination with Project Design: Develop a signage plan within the context of architectural and open space concepts, and coordinate the details with façade design, lighting, and other project features to complement the project as a whole, in addition to the surrounding context.

DC4-C Lighting

DC4-C-1. Functions: Use lighting both to increase site safety in all locations used by pedestrians and to highlight architectural or landscape details and features such as entries, signs, canopies, plantings, and art.

DC4-C-2. Avoiding Glare: Design project lighting based upon the uses on and off site, taking care to provide illumination to serve building needs while avoiding off-site night glare and light pollution.

DC4-D Trees, Landscape, and Hardscape Materials

DC4-D-1. Choice of Plant Materials: Reinforce the overall architectural and open space design concepts through the selection of landscape materials.

DC4-D-2. Hardscape Materials: Use exterior courtyards, plazas, and other hard surfaced areas as an opportunity to add color, texture, and/or pattern and enliven public areas through the use of distinctive and durable paving materials. Use permeable materials wherever possible.

DC4-D-3. Long Range Planning: Select plants that upon maturity will be of appropriate size, scale, and shape to contribute to the site as intended.

DC4-D-4. Place Making: Create a landscape design that helps define spaces with significant elements such as trees.

DEVELOPMENT STANDARD DEPARTURES

The Board’s recommendation on the requested departure(s) 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(s). The Board’s recommendation will be reserved until the final Board meeting.

At the time of the **FIRST** Early Design Guidance the following departures were requested:

1. **Vehicular Access (23.47A.032.A):** The Code states vehicular access is permitted from an improved alley. If access is not provided from an alley and the lot abuts only one street, access is permitted from the street. The applicant proposes vehicular access to parking from both the alley and from an existing curb cut abutting 35th Avenue Southwest.

The Board indicated a willingness to entertain this requested departure, provided that the design concept includes a parking design with access/circulation that better engages the 35th Avenue Southwest street-level frontage and screens the visual impacts of parking. The applicant will need to provide more information regarding potential access/circulation options; demonstrate and how the requested departure would assist in maximizing the use while engaging the 35th Avenue Southwest streetscape and feedback from DPD staff (Land Use Planner, Transportation Planner). The Board suggested that one potential option would be to establish a one-way traffic pattern or a right-in/right-out configuration for the 35th Avenue Southwest access.

RECOMMENDATIONS

BOARD DIRECTION

At the conclusion of the FIRST EARLY DESIGN GUIDANCE meeting, the Board recommended the project return for another meeting in response to the guidance provided.