



RECOMMENDATION OF THE SOUTHWEST DESIGN REVIEW BOARD

Project Number: 3017306

Address: 7520 35th Avenue Southwest

Applicant: Michael Shreve, PB Architects

Date of Meeting: Thursday, April 16, 2015

Board Members Present: Matt Zinski (chair)
Jill Kurfirst (substitute)
T. Frick McNamara
Alexandra Moravec

Board Members Absent: Todd Bronk
Daniel Skaggs

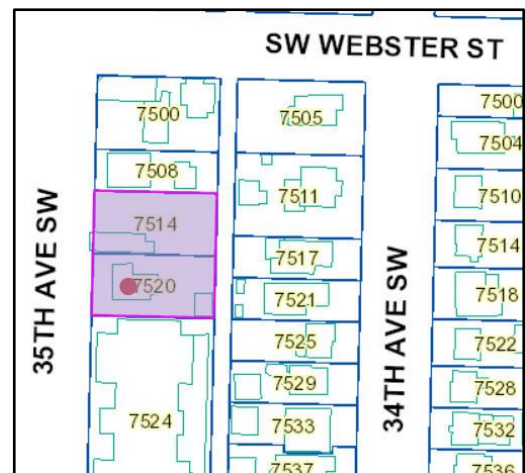
DPD Staff Present: Tami Garrett, Senior Land Use Planner

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 126.75' (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.

FIRST EARLY DESIGN GUIDANCE July 10, 2014
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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.

SECOND EARLY DESIGN GUIDANCE September 4, 2014

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DESIGN DEVELOPMENT

The project team's presentation focused on further exploration of the following design schemes:

- Alternative #2 ("Alternative Bulk" option) scheme illustrating the proposed massing sited parallel to the 35th Avenue Southwest frontage at the west side of the site.
- Alternative #4 (applicant preferred option) scheme illustrating 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.

The topics presented to the Board were comparisons of how the two schemes' design concept and massing addressed the 35th Avenue Southwest street frontage, the existing alley, parking orientation and vehicular access. Both schemes still required a design departure from vehicle access.

PUBLIC COMMENT

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

- Expressed support of the preferred design scheme because it's massing and scale was similar to recent modern developments in the surrounding neighborhood (fire station, public library).
- Encouraged a design that would include vehicular access to parking from 35th Avenue Southwest.
- Encouraged high quality and attractive materials that will be successful.
- Desired a design that would create walkways and connections that support pedestrian connections between developments along 35th Avenue Southwest.
- Recognized that this neighborhood is in transition and requested that the new development establish a positive influence to the evolving streetscape.

- Desired a design that would allow for the fenestration to be strategically arranged in order to accommodate a business use where reduced natural light is preferred (medical office- ophthalmology).

RECOMMENDATION April 16, 2015

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

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DESIGN DEVELOPMENT

The design massing scheme presented to the Board was based on the Option #2 scheme offered at the second EDG meeting. This massing design further evolved to encompass information including colors, materials, fenestration, rooftop elements, architectural detailing and landscaping.

The building design included a rectangular-shaped modulated commercial building mass with upper level medical service use (eye clinic) above two retail tenant spaces separated by a covered vehicular pass-through access to surface parking onsite. The Board previously identified concerns regarding the north, west and east facades; southwest corner massing; pedestrian safety; surface parking visibility and streetscape experience had been addressed in the proposed design.

Details pertaining to vehicular access from the alley and the street, as well as, proposed load/unload zones were presented to the Board. The presentation included landscaping design details and outdoor open spaces throughout the project development site and within the public realm. The presentation also included conceptual lighting and signage information.

Two development standard departures were presented to the Board: one departure associated with street-level street-facing façade setback development standard requirements and another departure pertaining to vehicular access requirements.

PUBLIC COMMENT

Members of the public attended this Recommendation meeting. The following comments, issues and concerns were raised (with Board/applicant response in *italics*):

- Appreciated the evolution of the design development.
- Concerned that the “Clearview” marque signage was too large in scale for a neighborhood that is transitioning to be more pedestrian friendly and stated that the sign appears to read as a name identity for the neighborhood (i.e. Westwood) instead of the commercial name of the business.
- Observed that the laminate panel cladding material (“Parlex”) proposed for the western façade of the north retail space appeared to extend down to the ground and questioned if that ground connection was an appropriate application of the material.
[The ground connection detail for this material was not rendered correctly. The proposed cladding is a rain screen design and the intent is to have a 6” to 12” concrete curb below it so that the material does not touch the ground.]

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.

FIRST EARLY DESIGN GUIDANCE July 10, 2014

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.

SECOND EARLY DESIGN GUIDANCE September 4, 2014

1. Design Concept and Massing: The design and siting pattern of the new commercial development should provide an appropriate transition to a less intensive zone, exhibit form and features identifying the interior functions, be compatible with the anticipated scale of development, and complement the architectural character of neighboring residential buildings. (CS2.A.2, CS2.C.2, CS2.D.1, CS2.D.1, CS2.D.3, CS2.D.4, CS2.D.5)

a. The Board discussed the merits of two options: Option #2 and the preferred Option #4. The Board noted that the preferred Option #4 did not respond as strongly to the opportunities for an urban mid-block site or provide pedestrian level activation. Conversely, the Board stated that Option #2 better responded to the design guidance provided at the first EDG meeting and recommended that design scheme Option #2 should move forward to the Master Use Permit (MUP) submittal with the following guidance:

- i. The Board recognized that the proposal will be highly visible from 35th Avenue Southwest and supported a design that would provide an opportunity for positive and desirable design direction for future development in the neighborhood. The Option #2 massing indicated intent for an activated mid-block “urban” feel. The Board supported this intent and recommended the design be reflective of interesting medical office design with durable, high quality materials. (CS2.C, DC2.A, DC4.A)
- ii. At the Recommendation meeting, the Board expects to see a cohesive arrangement of the architectural elements (elevator penthouse, stair penthouse, mechanical equipment, etc.), open space, access and landscaping (green roof) planned for the building’s rooftop that weren’t illustrated on the presented design schemes. (DC2.A.1, DC3.B.1)
- iii. The Board noted that the applicant should pay specific attention to the north, east and west façades to allow for creative fenestration and articulation and

avoid blank walls while meeting the unique interior programming needs for the medical user. 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 this concern at the Recommendation meeting. (DC2.B)

- iv. It is imperative that the project provide an appropriate transition to the single family-zoned properties to the east and be respectful to adjacent properties, particularly the neighboring residential development to the south. The Board appreciated that the north-south massing orientation and building setback from the alley of Option #2 design respectfully responded to the residential properties to the east. However, the Board felt that a similar gesture to the neighboring residential property to the south was warranted. Therefore, the Board stated the future design should appropriately respond to the setbacks and datum lines of the residential property to the south to allow for light and air to the residential neighbors. At the Recommendation meeting, the Board expects to review a study that explores a voluntary setback at the southwest corner of the project to the existing datum or other design that meets the intent of this Board direction. (CS2.C.2, CS2.D.1, CS2.D.5)
 - b. The Board advised the applicant that further pursuit of a massing scheme that is a similar variation of the preferred option #4 and not responsive to the abovementioned Board design guidance would necessitate a third EDG meeting. The Board's expectation at this additional EDG meeting is that the applicant would demonstrate how the proposed project results in a design that better meets the intent of the Design Review Guidelines and the Board's comments.
- 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.1, PL3.C)
- a. 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. The Board reiterated that additional setback along 35th Avenue Southwest would 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, DC2.B)
 - b. The Board supported a design that included elements that would better interact with the streetscape and/or emphasize retail edge connectivity with the public spaces. At the Recommendation meeting, the Board expects to review an ensemble of elements (entries, weather protection, architectural features, lighting, pedestrian amenities, etc.) that are incorporated in the commercial development. The Board also encouraged the applicant to explore the inclusion of an additional commercial use at the street-level as a method to further activate the streetscape. (CS2.B.2, PL2.C, PL3.A, PL3.C)
 - c. At the Recommendation meeting, the Board expects to review a conceptual signage plan that is designed to be consistent with the architectural concept and responsive to the pedestrian experience. The Board voiced concern with the proposed

horizontal signage at the parapet level and encouraged a design that incorporates vertical and street-level (canopy) signage. (DC4.B)

3. Alley:

- a. At the Recommendation meeting, 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 reiterated their concerns regarding the visibility of the surface parking area from 35th Avenue Southwest and stated that screening of parking would need to be addressed. The Board stated that the future design should address this concern appropriately. (DC1.C.2)
- b. The Board inquired about the proposed 14' clearance height for the driveway access via the existing curb cut abutting 35th Avenue Southwest and wasn't convinced that the information presented adequately supported the applicant's assertion that a 14' clearance height minimum requirement to accommodate emergency vehicles (ambulances, fire trucks, etc.), transit (King County Access) and service vehicles (delivery trucks) is essential. At the Recommendation meeting, the Board expects the applicant to provide more detailed information regarding the access requirements relative to the medical services uses. The Board also requested that the applicant explore alternative offsite options (load/unload zone) and provide feedback at the next meeting. (CS2.B.2, DC1.B)
- c. At the EDG meeting, the applicant's materials included proposed improvements within the 35th Avenue Southwest right-of-way and the unimproved alley which generated several questions from the Board. The Board felt that resolution of these outstanding improvements in addition to the abovementioned dedicated load/unload zone would better assist them in providing future design guidance. Improvements, landscaping and design elements within the right-of-way are within the purview of the Seattle Department of Transportation (SDOT). Therefore, the applicant is directed to address this Board request directly with SDOT during the initial MUP review process and provide street improvement design specifics (including landscaping) at the Recommendation meeting. (DC1.B.1)

RECOMMENDATION April 16, 2015

- 1. Design Concept and Massing:** The design and siting pattern of the new commercial development should provide an appropriate transition to a less intensive zone, exhibit form and features identifying the interior functions, be compatible with the anticipated scale of development, and complement the architectural character of neighboring residential buildings.

- a. The Board reviewed the final building design and commended the design team for directly responding to the Board's guidance offered at the past EDG meetings concerning massing, architectural context, mid-block activation and transition to the adjacent residential zone. The Board supported the applicant's proposed design because it created an active, urban mid-block destination that respected the adjacent

residential uses to the south and east of the project site. (CS2.A.2, CS2.C.2, CS2.D.1, CS2.D.1, CS2.D.3, CS2.D.4, CS2.D.5)

- b. The Board reviewed the proposed material/color palette identified in the design packet and on the physical material/color samples board. The Board appreciated the applicant's use of fenestration, articulation and quality materials to create a visually compelling architectural expression for the medical office use and avoid blank walls. However, the Board noted that the western elevation along 35th Avenue Southwest was more successful in using architectural features and the materials palette to enhance the visual interest in comparison to the eastern elevation which will also be visible to pedestrians, patients and residential neighbors. Hence, the Board provided the following feedback/guidance regarding materiality:

- i. The Board expressed concern that the proposed darker contrasting metal panel cladding material (Centria "Zinc Blue") was not consistently treated on all upper-level facades-specifically the east façade. Consequently, the Board recommended a condition that the design language of the dark metal panel to be consistently applied throughout all building facades. The Board suggested exploration of extending the dark metal panel on the east upper 3rd floor level façade to be similar in appearance to the dark metal panel treatment along the 3rd floor western elevation as a technique to address this condition. (DC2.B, DC4.A)
- ii. The Board appreciated how the retail was expressed utilizing wood laminate panel cladding material ("Parklex") at the building's base. The Board was in agreement that this specific base material should extend through the vehicular tunnel and terminate in a thoughtful manner. Therefore, the Board recommended a condition that the proposed base wood laminate material be extended through the vehicular tunnel to the parking area and terminated in a thoughtful manner. (DC2.B, DC4.A)
- iii. The Board discussed the appearance of support columns situated under the building's upper eastern façade (Pg.27) stated that they should be designed. The Board was very supportive of the applicant's verbal commitment to frame the support columns with the light grey metal cladding.
- iv. The Board reviewed the proposed hardscape materials (pavers) and recommended a condition to maintain the paving materials as presented at the Recommendation meeting. (DC4.A, DC4.D.2)

2. **35th Avenue Southwest Frontage & Streetscape:** 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.1, PL3.C)

- a. The Board was very pleased that the final design engaged the 35th Avenue Southwest frontage in a more meaningful manner by reorientation of the building mass parallel to the street and the addition of another retail space. (PL3.A.1, PL3.C)
- b. The Board also appreciated the setback at the main entry stating that the entry succeeds at providing an inviting focal point and activating the streetscape. (PL3.A.1, PL3.A.4)

- c. The Board strongly supported the applicant’s voluntary setback at the southwest corner to respect the adjacent residential use and reflect the existing spatial characteristics of the street frontage to the south. The Board reviewed the proposed landscaping for that corner and stated that more verticality was necessary in addition to the proposed green vine screen. Therefore, the Board recommended a condition that the southwest corner planting bed include an appropriately sized columnar tree to provide additional visual interest. (DC2.A, DC2.B.2, DC4.D.3)
- d. At the Recommendation meeting, the applicant’s materials and presentation illustrated improvements (landscaped planting strip, street trees, seating, bicycle racks, hardscape) within the 35th Avenue Southwest right-of-way (R.O.W.). Board feedback/guidance regarding R.O.W. improvements were as follows:
 - i. The Board voiced concerns regarding the orientation of the bench that was parallel and closely sited to the roadway. The Board advised that location would be a safety concern and advised the applicant to consider orienting the benches perpendicular to the roadway to ensure safety and comfort for customers and pedestrians. (PL2.B.1, PL4.B.2)
 - ii. The Board advised the applicant to reconsider the placement of certain plant species (Berberis and Pennisetum) within the R.O.W. planting strip. Plant species that would handle foot traffic and ensure more evergreen structure were choices encouraged by the Board. (DC4.D.1, DC4.D.3)

The Board understood that final approval of proposed landscaping and design elements within the R.O.W. is within the purview of the Seattle Department of Transportation (SDOT).

- e. The Board reviewed the conceptual signage design and stated an overall appreciation of the elegant, restrained design and integration into the architectural elements. The following feedback was offered by the Board concerning signage:
 - i. The Board reiterated concern with the proposed signage (logo) at the northern parapet level stating that it was out of character with the “urban” area. (DC4.B)
 - ii. The Board liked the “Clearview” marquee signage design of the southern face of the 35th Avenue Southwest architectural fin and felt similar signage should be applied to the northern face. (DC4.B.2)
 - iii. The Board felt that the proposed retail blade signage was appropriate but should be restrained to avoid clutter. (DC4.B.1)
 - iv. The Board felt the entrance from the alley is significant and should be acknowledged with elegant signage near/affixed to the screening and in compliance with the sign code.

Pertaining to the abovementioned statements concerning signage, the Board recommended the following conditions with the understanding that signage should comply with the sign code:

- Proposed signage (logo) at the northern rooftop parapet should be removed.
- Explore elegant signage options for the northern face of the 35th Avenue Southwest architectural fin consistent with the southern face.

- The retail signage should be appropriate to the scale and surroundings of a mid-block location with a limit of one blade sign per ground-level tenant space.
- Explore small-scaled simple elegant signage options for the parking area screening to provide location identification from the alley. (DC4.B)

4. Alley, Vehicular Parking and Access:

- a. The Board reviewed the landscaping and screening surrounding the surface parking area at the alley and had a focused discussion about the proposed horizontal-slat wood fencing. The Board stated the screening should be sympathetic to the adjacent residential uses by providing privacy and preventing light spillage; designed with some opacity to enhance security for pedestrians and customers; designed to match the architectural character of the modern commercial building; and be constructed of durable and attractive materials. The Board felt the proposed wood fencing did not meet the intent of the Board guidance. Therefore, the Board recommended a condition that the parking lot fencing be designed to provide transparency for pedestrian visibility/security while screening the parking use; constructed with attractive and durable materials and be architecturally cohesive with the modern commercial building. (PL2.B.2, PL3.B.1, DC1.C.2, DC4.A)
- b. The project conceptual lighting design was reviewed by the Board. They supported the overall design and noted that it was refined, calm and respected the adjacent residential uses-mainly the single family residences to the east. The Board voiced concern about the minimal amount of lighting at the northern area of the surface parking lot and felt it important that the lighting should be enhanced to increase nighttime visibility and security for patients, employees and pedestrians. Therefore, the Board recommended a condition that the lighting plan for the surface parking lot area be enhanced with more illumination. Exploration of downlight options that incorporate Crime Prevention through Environmental Design (CPTED) principles, minimize light spillage and are sensitive to the residential uses to the east of the site should be provided. Installation of additional pole lighting at the north property line, bollard lighting, and covered angled lighting affixed to the wall façade above the pass through were solutions offered by the Board that should be considered. (PL2.B.2, DC4.C)
- c. The Board was pleased that visibility to the surface parking area from the R.O.W. had been reduced. However, the Board had concerns the proposed green screen transparency and the minimal plantings would not appropriately and continually screen the parking from pedestrians in a meaningful manner. Therefore, the Board recommended a condition that the green screen planned to screen the parking near the 35th Avenue Southwest vehicular entrance be a designed architectural solution from architectural materials in lieu of solely the manufacturer's default screen materials. (DC1.C.2, DC4.D.1, DC4.D.3)
- d. The Board was satisfied with the applicant's feedback concerning the clearance height requirements for the vehicular driveway pass through and was pleased that the proposal included a dedicated load/unload zone in the R.O.W. (CS2.B.2, DC1.B)

DESIGN REVIEW GUIDELINES

The priority Citywide 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).

At the time of the Recommendation, the following departures were requested:

1. **Street-Level Street-Facing Façade Development Standards (23.47A.008.A.3):** The Code requires that the street-level street-facing facades of new structures shall be located

within 10' of a street lot line, unless wider sidewalks, plazas, or other approved landscaped or open spaces are provided. The applicant's design illustrates two areas along the structure's west façade facing 35th Avenue Southwest-building main entrance and southwest corner-where the facades that are deeper than 10' from the street lot line. The applicant explained that the setback (15') for the main entry would allow for a *"readily identifiable, distinctive and larger circulation space to the clinic's main entry and shared access to the optical eyewear area."* The applicant also stated that the setback (13') for the building's southwest corner allows the proposal to provide modulation that is in keeping with the modulation at the corner of the neighboring apartment building to the south.

The Board acknowledged that this code departure was in response to Board feedback at the second EDG meeting and was supportive of the applicant's response to their guidance. This departure would result in an overall design that would better meet the intent of Design Review Guidelines CS2.B.2, CS2.C.2, CS2.D.1, CS2.D.5, PL2.C, PL3.A and PL3.C by allowing an attractive main entrance enhanced with a widen sidewalk, landscaped open space and green wall screening, barrier free access and covered weather protection for patients and pedestrians. This departure would also allow for the building's southwest corner to be landscaped and appropriately respond to the existing neighboring residential development's setback south of the project site.

The Board unanimously recommended that DPD grant the requested departure.

- 2. 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 applicant stated maintaining the existing direct vehicular access from the street is essential for the medical clinic's operation by facilitating safe access for emergency vehicles and transit vehicles (i.e. Metro Transit) that serve the eye clinic's patient population. The applicant explained that sole alley vehicular access to onsite parking would negatively impact the single family-zoned properties east of the project site due to the amount of daily traffic trips projected for the project by the transportation engineer.

The Board reviewed the applicant's materials which included responses to Board requested information and was satisfied that the applicant had addressed their concerns regarding pedestrian safety appropriately. This departure would result in an overall design that would better meet the intent of Design Review Guidelines CS2.B.2, CS2.D.5, DC1.B.1, and DC1.B.2 by creating a parking design with access/circulation that engages the 35th Avenue Southwest streetscape, screens the visual impacts of surface parking, minimizes disruptions along the alley abutting the single family properties and includes measures to ensure safe ingress/egress for pedestrians and vehicles.

The Board unanimously recommended that DPD grant the requested departure.

RECOMMENDATIONS

BOARD DIRECTION

The recommendation summarized above was based on the design review packet dated Thursday, April 16, 2015, and the materials shown and verbally described by the applicant at the Thursday, April 16, 2015 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 design language of the dark metal panel cladding material should be consistently applied throughout all building facades in order to create a visually compelling architectural language for the entire building. (DC2.B, DC4.A)
2. The proposed base wood laminate material should be extended through the vehicular tunnel to the parking area and terminate in a thoughtful manner. (DC2.B, DC4.A)
3. The design should adhere to the hardscape (paving materials) offered in the design packet and as presented at the Recommendation meeting. (DC4.A, DC4.D.2)
4. The southwest corner planting bed should include an appropriately sized columnar tree to provide additional visual interest. (DC2.A, DC2.B.2, DC4.D.3)
5. In order to achieve a signage design that is elegant, restrained and cohesive with the building architecture, the signage design should be revised as follows:
 - Proposed signage (logo) at the northern rooftop parapet should be removed.
 - Elegant signage options for the northern face of the 35th Avenue Southwest architectural fin consistent with the southern face should be explored.
 - The retail signage should be appropriate to the scale and surroundings of a mid-block location with a limit of one blade sign per ground-level tenant space.
 - Small-scaled simple elegant signage options for the surface parking area screening to provide location identification from the alley should be explored. (DC4.B)
6. The parking lot fencing should be designed to provide transparency for pedestrian visibility/security while screening the parking use; constructed with attractive and durable materials and be architecturally cohesive with the modern commercial building. (PL2.B.2, PL3.B.1, DC1.C.2, DC4.A)
7. The lighting plan for the surface parking lot area should be enhanced with more illumination. Exploration of downlight options that incorporate Crime Prevention

through Environmental Design (CPTED) principles, minimize light spillage and are sensitive to the residential uses to the east of the site should be provided. (PL2.B.2, DC4.C)

8. The green screen planned to screen the parking near the 35th Avenue Southwest vehicular entrance should be a designed architectural solution from architectural materials in lieu of solely the manufacturer's default screen materials. (DC1.C.2, DC4.D.1, DC4.D.3)