



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3019050

Address: 1001 Broadway

Applicant: Dan Nelson, Tiscareno Associates

Date of Meeting: Wednesday, March 04, 2015

Board Members Present: Dan Foltz (Chair)
Curtis Bigelow
Christina Orr-Cahall
Kevin Price
Krystal Brun

Board Members Absent: Natalie Gualy

DPD Staff Present: Lindsay King

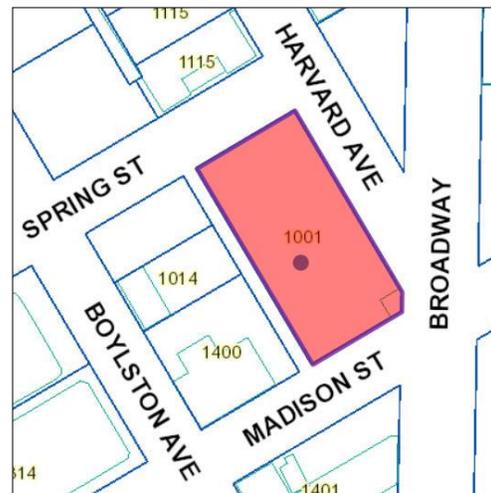
SITE & VICINITY

Site Zone: NC3-160

Nearby Zones: North: HR
South: MIO-70, NC3P-160
East: NC3P-65
West: NC3-160

Lot Area: 28,695 sq. ft.

Current Development: Existing commercial structure



Surrounding Development: The subject site is located on the east half block bounded by Spring Street to the north, Harvard Avenue and Broadway to the east, Madison Street to the south and an improved alley to the west. Broadway and Madison Streets are arterial streets serving the Capitol Hill Neighborhood.

The immediate context includes a variety of zoning designations and uses. Along Madison Street, the zoning and uses are varied. Sites adjacent to the north boundary of Madison Street are zoned Neighborhood Commercial Three with a Pedestrian Overlay (NC3P-160). Zoning then transitions to multifamily Highrise (HR). Zoning on the south boundary of Madison Street is Neighborhood Commercial Three with a Pedestrian Overlay (NC3P-160 and NC3P-85). These sites are also included in a Major Institution Overlay for Swedish Hospital. The site is located within the First Hill Urban Center Village, but is also located directly adjacent to the Pine/Pine Urban Center Village and 12th Avenue Urban Center Village. Uses in the immediate context include institutional uses such as Swedish Medical Center, Virginia Mason and Seattle University. The neighborhood also includes one and two story older commercial structures intermixed with newer multistory commercial and mixed use structures. To the north is the Historic Seattle Baptist Church and a variety of smaller residential structures.

The site currently contains a three-story medical office building. Across the alley are single story commercial structures and a surface parking lot. The site contains approximately seven feet of grade change from the northeast corner to the southwest corner. The southeast corner is the low point of the site at the intersection of Broadway and Madison Streets.

To the east, are one, two and multi-story commercial structures along Madison. Broadway, the major pedestrian corridor for the district, contains social services, restaurants, shops and transit services.

ECAs: No Environmentally Critical Areas have been identified on site.

Neighborhood Character: The neighborhood includes one, two and multi-story institutional, commercial and residential structures. Development sites vary in size and shape. The predominant material is brick, concrete and masonry.

PROJECT DESCRIPTION

Design Review application to allow a 16 story, 288 unit apartment building above 40,000 sq.ft. of retail at street level. Parking for 374 vehicles will be located below grade.

DESIGN PRESENTATION

The EDG packet includes materials presented at the EDG meeting, and is available online by entering the project number (3019050) at this website:

http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp.

The EDG packet is also available to view in the project file (project number 3018666), 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

PUBLIC COMMENT

The following comments, issues and concerns were raised during the public comment portion of the Early Design Guidance meeting:

Site Design

- Discussed potential land acquisition on other side of the alley for a park. Applicant should coordinate the building design with the 2014 Public Realm Access Plan.
- Street trees cast shadows on the sidewalk. Would like to see low-level lighting below the tree canopy to provide safe pedestrian walking spaces.
- Would like to see overhead weather protection provided along the street.
- Site development would be a great opportunity to enhance pedestrian safety in the neighborhood.
- Madison Street design should be coordinated with future transit improvements.
- Excited about new Whole Foods which will add activity to the corner of Madison Street and Broadway. Whole foods will support local density with healthy food options.
- Liked the streetscape concept which incorporates substantial glass, venting, doors.
- Appreciated the streetscape design and new design for 5-way intersection which includes a new curb bulb and widened sidewalks.
- Building is a great opportunity for neighborhood to grow and fit into the institutional neighborhood.

Parking, Traffic and Access

- Neighborhood traffic patterns are complicated and appreciated the work of the team to find a solution for access of all users of the site.
- Concerned about traffic at the 5-way stop.

- Concerned about parking access impact on the pedestrian sidewalk.
- Concerned about loading dock access/exit. Felt trucks should enter from Madison and exit on Spring Street.
- Too much parking is provided.
- Truck loading should be located on Harvard.

Massing

- Modulation is necessary to break down the scale of the tower.
- Site is adequate for proposed height. Building will act as a gateway presence.
- Preferred the third massing option.
- Noted there is not a lot of precedent for tall horizontal buildings in the neighborhood.
- Concerned about the scale of the structure.
- Building will change the character of the neighborhood.

Materials

- Would like to see a quality material application.
- Expressed concern for proposed 16 stories of metal siding. Would like to have another material considered or a heavy gauge metal.
- Felt roof should be developed as it will be visible to adjacent development.
- Project should incorporate a green roof.

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance. The Board identified the Citywide Design Guidelines & Neighborhood specific guidelines (as applicable) of highest priority for this project.

The Neighborhood specific guidelines are summarized below. For the full text please visit the [Design Review website](#).

EARLY DESIGN GUIDANCE:

- 1. Massing.** The Board felt the massing should evolve to include elements of both Massing Scheme B and C. The Board preferred the strong street wall on Madison Street and stronger corner presence of the chamfer represented in Massing Scheme B. However, the Board supported the increased light and air for alley units and the modulation represented in Massing Option C.
 - a) At the Recommendation Meeting the Board would like to see how the massing and architectural concept articulate a strong corner gateway presence (CS2-C1).
 - b) The Board noted that the tower width is unusual for the residential context north of Madison Street. The Board directed that modulation, fenestration, architectural details and materials should break down the scale of the façade (CS2-D, DC2-A).

- c) The Board noted the modulation provided on Massing Scheme C was too timid and directed that a more defined modulation was necessary on all four façades to break down the scale and width of the tower (CS2-D, DC2-A).
 - d) The Board stated the roof be developed as a fifth façade and include substantial green roof (DC2-B).
- 2. Madison Street and Broadway.** The Board expressed concern about the pedestrian experience along Madison Street.
- a) The Board noted an additional ground level building setback at the corner of Madison Street and Broadway would enhance the curb bulb plaza design. The Board specified that the plaza and curb bulb open space should be adequately sized to service the large number of users to the site. The Board pointed to the plaza at Westlake and Denny as an example of successful place making (CS2-B, CS2-C, DC3-B and C).
 - b) The Board was supportive of the two commercial entries along Madison Street but expressed concerns regarding the mid-section of the façade. The Board directed that the façade be developed to include substantial glazing and utilize other treatments to create a safe, inviting pedestrian experience (PL1-B, PL2-B, PL3-C).
 - c) The Board agreed the fenestration wrapping the corner at Madison and Broadway, as well as the alley, were very successful (PL1-B, PL2-B, PL3-C).
 - d) At the Recommendation Meeting, the Board requested a lighting plan for each façade with an emphasis on pedestrian scale lighting below the tree canopy (DC4-C).
- 3. Spring Street.** The Board expressed concern about the concept images for the Spring Street façade represented on page 46. The Board was not supportive of the street façade that included blank walls with history boards and textured materials.
- a) The Board recommended that active, transparent uses be included on the corner of Spring Street and Harvard Street and the corner of Spring Street and the alley. The Board stressed that the design create a space that is safe, inviting, and emphasizes the pedestrian experience and sense of entry (PL2-B, DC2-D).
 - b) The Board suggested that an upper level setback may be appropriate on Spring Street to reinforce and enhance the pedestrian scale along the green street (DC2-D).
- 4. Alley.** The Board was supportive of the enclosed truck loading area, located at the alley at the end of the building. The Board agreed that Harvard Street was an appropriate location for vehicular access.
- a) At the Recommendation Meeting, the Board requested additional detail showing how the alley façade would be designed to mitigate a long blank wall (DC2-B2).
 - b) The Board expressed concern about site lines for the trucks exiting on Madison Street. The Board would like to see how the building will accommodate safe exiting onto Madison Street (DC1-B1).
- 5. Materials.** The presentation included a stated intent to provide a metal application for the tower. The Board noted the immediate residential context lacks metal material application.

- a) The Board noted that a different material may be more appropriate with the neighborhood context. The Board strongly recommended a quality, high-endurance material given the scale of the structure (CS3-A, DC4-A)
- b) The Board felt a significant amount of glazing was necessary to break up the scale of the structure. The Board supported as much glass as possible but felt the fenestration should support a solid architectural concept and modulation in the upper levels (DC2-D, DC4-A).

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-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.

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-4. Massing Choices: Strive for a successful transition between zones where a project abuts a less intense zone.

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.

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-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-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.

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.

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

PL4-C Planning Ahead For Transit

PL4-C-1. Influence on Project Design: Identify how a transit stop (planned or built) adjacent to or near the site may influence project design, provide opportunities for placemaking.

PL4-C-2. On-site Transit Stops: If a transit stop is located onsite, design project-related pedestrian improvements and amenities so that they complement any amenities provided for transit riders.

PL4-C-3. Transit Connections: Where no transit stops are on or adjacent to the site, identify where the nearest transit stops and pedestrian routes are and include design features and connections within the project design as appropriate.

DESIGN CONCEPT

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

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

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 Façade Composition

DC2-B-1. Façade Composition: Design all building façades—including alleys and visible roofs— considering the composition and architectural expression of the building as a whole. Ensure that all façades 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 façades 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 façades 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 façades, 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.

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

DC3-B Open Space Uses and Activities

DC3-B-1. Meeting User Needs: Plan the size, uses, activities, and features of each open space to meet the needs of expected users, ensuring each space has a purpose and function.

DC3-B-2. Matching Uses to Conditions: Respond to changing environmental conditions such as seasonal and daily light and weather shifts through open space design and/or programming of open space activities.

DC3-B-3. Connections to Other Open Space: Site and design project-related open spaces to connect with, or enhance, the uses and activities of other nearby public open space where appropriate.

DC3-C Design

DC3-C-1. Reinforce Existing Open Space: Where a strong open space concept exists in the neighborhood, reinforce existing character and patterns of street tree planting, buffers or treatment of topographic changes. Where no strong patterns exist, initiate a strong open space concept that other projects can build upon in the future.

DC3-C-2. Amenities/Features: Create attractive outdoor spaces suited to the uses envisioned for the project.

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-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.

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 Early Design Guidance meeting, the following departures were requested:

- 1. Street Level Development Standards (SMC 23.47A.008 B2):** The Code requires 60% of a street level, street-facing façade between 2-8 feet above the sidewalk be transparent. The applicant proposes 50% transparency on Madison Street.

The Board was not inclined to grant the departure. The Board expressed concerns regarding the lack of transparency and overall pedestrian friendliness for the mid-section of the Madison façade. The Board provided extensive guidance. At the Recommendation Meeting

the Board is willing revisit the departure request once the façade is developed in response to the guidance provided. The revised façade must better meet the intent of Design Guideline PL3-C Retail Edges.

- 2. Parking Access (SMC 23.47A.032 A):** The code requires access from an improved alley. The applicant proposes vehicular access from Harvard Street.

At the Early Design Guidance Meeting, it was determined that this departure request was no longer necessary. DPD has determined that access will be allowed from Harvard Street as a Type I administrative decision.

- 3. Site Triangle (SMC 23.54.030 G1):** The code requires a site triangle on the exit side of a two way driveway greater than 22 feet. The applicant proposes to provide mirrors or other safety measure instead of site triangles.

The Board indicated early support for the departure request. The Board agreed that providing other safety measures would reduce the overall driveway width better meeting the intent of Design Guidelines DC1-B Vehicular Access and Circulation.

- 4. Parking Space Standards (SMC 23.54.030 B2c):** The code requires 35-65% of parking spaces to be small vehicles and 35% of parking spaces to be large vehicles. The applicant proposes 66% of the stall to be 9' x 17' and 34% to be 8' x 17'. The stalls exceed medium space requirements but do not meet large requirements.

The Board indicated early support for the departure request. The Board agreed that providing parking space stalls that are consistent with the needs of a grocery store use would better meet the intent of Design Guidelines DC1-C Parking and Service Uses.

RECOMMENDATIONS

BOARD DIRECTION

At the conclusion of the EDG meeting, the Board recommended the project should move forwards to MUP Application in response to the guidance provided at this meeting.