



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3020112

Address: 722 E. Pike St

Applicant: Jay Janette of Skidmore Janette

Date of Meeting: Wednesday, August 26, 2015

Board Members Present: Natalie Gualy, Chair
Curtis Bigelow
Barbara Busetti
Dan Foltz
Christina Orr-Cahall

DPD Staff Present: Magda Hogness

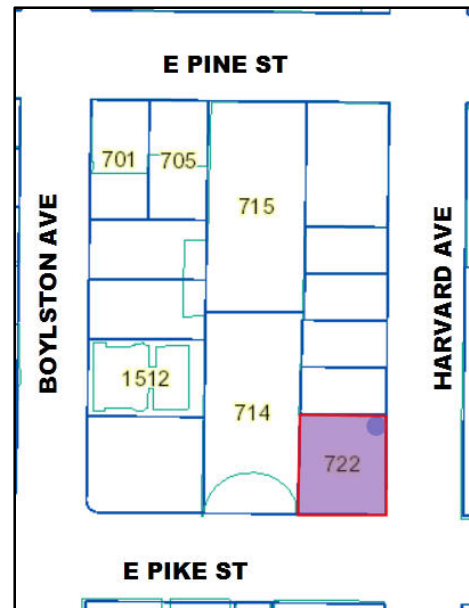
SITE & VICINITY

Site Zone: Neighborhood Commercial (NC3P-65)

Nearby Zones: The Neighborhood Commercial (NC3P-65) zone extends east across E Madison St, north to across Pine St, west to I5 and south across Union St. Further southwest the zoning changes to Midrise (MR). Across Harvard Ave E is the Major Institutional Overlay (MIO).

Lot Area: The 6431 sf project site is located within the Pike/Pine Urban Center Village and Pike/Pine Conservation Overlay District.

Access: The subject property includes pedestrian access from E Pike St and Harvard Ave. No vehicular access is provided.



Current Development:

A one story, commercial building exists on the site. The wood frame building, originally constructed in 1905, is characterized by its horizontal wood siding and recessed openings. The Landmarks Preservation Board recently denied nomination of the building for landmark status.

Surrounding Development and Neighborhood Character:

The corner site is located in the Pike/Pine Urban Center Village and Pike/Pine Conservation Overlay District. Nearby areas include a wide range of uses, architectural styles, and age of buildings. Pike and Pine Streets are commercial corridors connecting downtown with Capitol Hill. Harvard Avenue includes offices uses, restaurants, and bars. The surrounding neighborhood is a mixture of commercial and apartment buildings, dating in age from the early 1900s to the present day. Brick is the most common cladding material in older buildings, while later buildings are clad in a variety of materials including wood, brick and concrete masonry.

The immediate area is undergoing rapid development. Adjacent to the site are two, 7-story structures containing 270 residential units currently under construction, project number 3013283. Further north, a 7-story building containing 95 residential units is being constructed under project number 3013765. Nearby development includes theaters and Seattle Central Community College offices across the street to the east, Seattle Central Community College to the north, residential buildings to the west, and a mix of residential and commercial buildings to the south. Further east, across Broadway E is Cal Anderson Park, which offers a wide variety of recreational opportunities

The area is well served by transit and higher density multifamily residential structures are being developed nearby. The future Capitol Hill Light Rail Station, scheduled to open in early 2016, will be located approximately four blocks northeast of the subject property, near the northwest corner of Cal Anderson Park.

PROJECT DESCRIPTION

The proposal is to allow a 7-story structure containing 90 residential units with 4,000 sq. ft. of retail at ground level.

EARLY DESIGN GUIDANCE August 26, 2015
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The packet includes materials presented at the meeting, and is available online by entering the project number (3020112) at this website:

<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

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

Public comments offered at the meeting included the following:

- Noted that context is rapidly changing and becoming homogeneous.
- A small site requires a simple, clean unified concept. Would like to see this site differentiated from the rest of the block with a unique corner expression.
- Supported the departure request.
- Supported the recessed entries and proposed retail.
- Would like to see sustainability integrated into the building.
- Would like to see high quality durable materials.
- Supported the overall massing shown in massing Option C combined with the facade options from the other schemes to provide continuity of the bays.

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.

- 1) **Massing Options and Architectural Concept:** The Board deliberated the merits of the massing options and the different approaches to responding to context. The majority of the Board supported massing Option A1 since the framework of the simple massing expression, with refinements, has the best potential to provide architectural presence and streetscape response. A few Board members also preferred the dynamic massing shown in massing Option C and the modulation of the saw-tooth massing shown in massing Option B. Ultimately, the Board directed the applicant to proceed with the preferred massing Option A1, provided that a unique expression of the building is further developed.
 - a) Noting that the project site is both a corner lot and a small lot, the Board directed the applicant to design a simple, elegant building. (Guidelines CS2-II , CS2-IV)
 - b) Recognizing the future building will have three highly visible facades, the Board directed the applicant to develop the design of all façades and provide more information on the design concept and intent. (Guidelines CS2-A-2, CS2-III, DC2-B, DC2-C)
 - c) The Board commended the applicant’s context and datum line study. Questioning if the building’s datum lines and bay proportions should match the adjacent context,

the Board ultimately gave guidance to develop an individual expression for the building, differentiated from the rest of the block. The Board directed the applicant to thoughtfully develop a distinct yet compatible building. At the next meeting, provide a clear parti and unique design concept that is well resolved. (Guidelines CS2-A-2, CS2-B-2, CS2-III, DC2-B)

- 2) **Entry and Street Level Interaction:** Related to the datum line expression, the Board discussed the location of uses and entries. The Board supported the retail facing Pike St since the location has the potential to provide street level interaction. The Board also supported residential and services uses off Harvard Ave which fit with the existing pattern found in the neighborhood. (Guidelines PL2, DC2-A-1, DC3-A-1)
- 3) **Architectural Concept and Materials:** Acknowledging the visibility of the site, the Board stressed the importance of high quality materials. The design should include thoughtful detailing and texture, related to an overall unique architectural concept. (Guidelines DC4-I, DC4-II, DC4-A)

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

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.

Pike/Pine Supplemental Guidance:

CS2-II Corner Lots

CS2-II-i. Corner/Gateways: Buildings on corner lots should reinforce the street corner. To help celebrate the corner, pedestrian entrances and other design features that lend to Pike/Pine's character may be incorporated. These features include architectural detailing, cornice work or frieze designs. See map 1, page 2 for intersections.

CS2-III Height, Bulk, and Scale Compatibility and Pike/Pine Scale and Proportion

CS2-III-i. Response to Scale/Form Context: Design the structure to be compatible in scale and form with surrounding structures. One, two, and three-story structures make up the primary architectural fabric of the neighborhood. Due to the historic platting pattern, existing structures seldom exceed 50 to 120 feet in width or 100 to 120 feet in depth. Structures of this size and proportion have been ideal for the small, locally owned retail, entertainment, and restaurant spaces that have flourished in this neighborhood. The actual and perceived width of new structures should appear similar to these existing structures to maintain a sense of visual continuity.

- a. Respect the rhythm established by traditional facade widths. Most structure widths are related to the lot width. Typically, structures are built on one lot with a width of 50 or 60 feet; or on two combined lots with a width of 100 or 120 feet. If a proposed development is on a lot that is larger than is typical, it may be necessary to modify the rhythm of the building to maintain the existing scale at the street. Even in older buildings that may be massive, the mass is typically broken up by a rhythm of bays, humanizing the scale of the structure.
- b. Relate the height of structures to neighboring structures as viewed from the sidewalk. If a proposed structure is taller than surrounding structures, it may be necessary to modify the structure height or depth on upper floors to maintain the existing scale at the street, especially for larger developments.
- c. Consider full or partial setbacks of upper stories to maintain street-level proportions. Given the greater width and height possible for new structures, a more compatible massing may be achieved if portions of the upper floors set back from the street, with other portions extending to the street lot line, creating setbacks at intervals that reflect the typical facade widths of existing structures.

CS2-III-ii. Upper Story Bulk: For structures that exceed the prevailing height, reduce the appearance of bulk on upper stories to maintain the established block face rhythm. Consider the character of the existing block face when determining the appearance of the upper story elements. Whether the upper and lower floors of a structure look different or the same may depend upon the complexity of the existing structures on the block.

- a. Use the prevailing structure width to create an upper story massing rhythm.
- b. Break the structure into smaller masses that correspond to its internal function and organization.
- c. Use changes in roof heights to reduce the appearance of bulk.
- d. For new structures that are significantly taller than adjacent buildings, especially on larger lots, consider upper floor setbacks of at least 15 feet from the front facade to reduce the perceived height. However, slender forms such as

towers and dormers that extend toward the front facade may add visual variety and interest to the setback area.

CS2-IV Small Lot Development

CS2-IV-i. Impact on the street environment:

- a. Maintain solid massing of the street wall.
- b. Site driveways and design vehicular garage entrances so that they do not dominate the street front.
- c. Orient the structure's street level uses, building entrances, and service areas so that street-level priorities for commercial and pedestrian activity are not compromised.

CS2-IV-ii. Continuous Street Wall: In order to maintain a continuous street wall, front setbacks are discouraged.

- a. "T" or "L" shaped structures that maintain a continuous street wall while allowing setbacks from shared lot lines on the interior of the lot are preferred over setbacks of upper floors fronting the street.
- b. Ground level front setbacks may be appropriate in limited circumstances to enhance the project's relationship to the pedestrian environment by providing such features as wider sidewalks, space for residential entries, or other pedestrian amenities.
- c. In some circumstances, an upper level front setback may be appropriate to better relate a taller new structure to the prevailing height of adjacent character structures.

CS2-IV-iii. Setbacks: Provide appropriate rear and side setbacks. Side and rear setbacks are most important on the upper floors of portions of the structure that do not face the street. Maintaining a continuous street wall to preserve the streetscape character at ground level generally takes precedence.

- a. Provide setbacks from side and rear lot lines to maximize access to light, air, and usable space between structures and to minimize exposed blank walls.
- b. Avoid blank walls on the sides of structures that abut neighboring lots, while recognizing the potential for abutting development in the future. In general, blank walls are discouraged.
- c. Use the rear of the lot for parking or other open areas. Rear setbacks may be used to create light courts, seating areas, or courtyards.

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

Pike/Pine Supplemental Guidance:

CS3-IV Architectural Context

CS3-IV-i. Scale and Modulation: New buildings should echo the scale and modulation of neighborhood buildings in order to preserve both the pedestrian orientation and consistency with the architecture of nearby buildings. Architectural styles and materials that complement the light-industrial history of the neighborhood are encouraged. Examples of preferred elements include:

- a. Similar building articulation at the groundlevel;
- b. Similar building scale, massing and proportions; and
- c. Similar building details and fenestration patterns.

PUBLIC LIFE

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

Pike/Pine Supplemental Guidance:

PL2-I Personal Safety and Security

PL2-I-i. Lighting: Lighting installed for pedestrians should be hooded or directed to pathways leading towards buildings.

DESIGN CONCEPT

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-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-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.

Pike/Pine Supplemental Guidance:

DC4-I Exterior Finish Materials

DC4-I-i. Preferred Materials: New development should complement the neighborhood’s light industrial vernacular through type and arrangement of exterior building materials.

Preferred materials and approaches include:

1. Brick, masonry, textured or patterned concrete, true stucco (Dryvit is discouraged), with wood and metal as secondary or accent materials;
2. Other high quality materials that work well with the historic materials and style of neighboring buildings;
3. Limited number of exterior finish materials per building; and
4. High quality glazing and trim as a vital component of exterior finish.

DEVELOPMENT STANDARD DEPARTURE

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

At the time of the Early Design Guidance meeting, the following departure was requested for the preferred option:

Transfer of Development Potential (SMC 23.73.024.B): For the Transfer of Developmental Potential (TDP) program, the Code requires the receiving site to retain the character structure, unless a departure is approved through the design review process. The applicant proposes removing the existing structure and to use Melrose Market at 1501 Melrose Ave as the sending site for the TDP program to gain additional FAR & 10' of additional structure height at 722 E. Pike St.

The Board indicated unanimous early support for the departure given that the proposed design will allow for more street level transparency and interaction that maintains the rhythm of the neighborhood streetscape. The resulting design response will also be compatible with the adjacent developments, both of which are preserving portions of character structures and subsequently gaining an additional 10 feet in height. (Guidelines CS2-A-2, CS2-II, PL2-B-3, PL3-C, DC1-A-1, DC2-B-2)

BOARD DIRECTION

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