



# City of Seattle

Department of Planning & Development  
D. M. Sugimura, Director

DESIGN  
REVIEW

## EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3020124

Address: 2100 E Madison Street

Applicant: Daniel Goddard, Weinstein A+U

Date of Meeting: Wednesday, July 22, 2015

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

Board Members Absent: Natalie Gualy

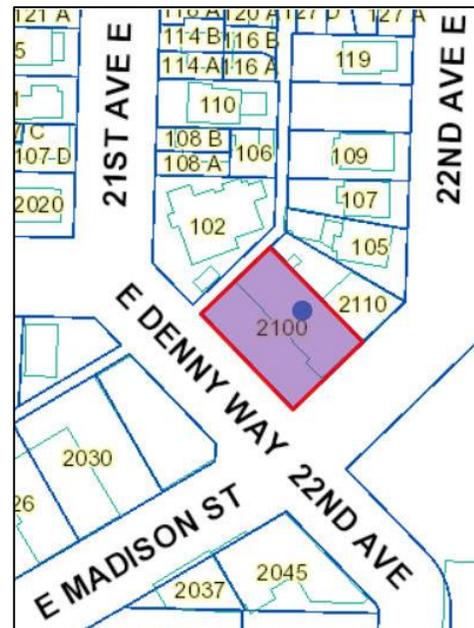
DPD Staff Present: Katy Haima (for Magda Hogness)

### SITE & VICINITY

Site Zone: NC3P-65

Nearby Zones: (Northeast) NC3P-65  
(Northwest) LR3  
(Southeast) NC3P-65  
(Southwest) NCP-65

Lot Area: 8,800 SF



**Current Development:**

The site is currently occupied by a one-story concrete commercial building and surface parking lot. The site topography is relatively flat, with approximately three feet of grade change from the north down to the south end of the site.

A King County Metro bus shelter is located to the east end of the property frontage. A large Horse Chestnut tree is located in the right-of-way along E Denny Way.

**Surrounding Development and Neighborhood Character:**

The subject site is located within the Madison-Miller Residential Urban Village, at the eastern edge of Capitol Hill.

East Madison Street is a mixed-use commercial corridor connecting downtown with Lake Washington, and is a main corridor for pedestrians, bicycles, and vehicular traffic to downtown. A few blocks over, 23<sup>rd</sup> Ave E connects UW from the north to the Central District to the south. The intersection of E Madison and E Denny Way includes several recent mixed-use buildings. To the north of the E Madison corridor, an increasing number of single family homes have been redeveloped as townhomes and small apartment buildings.

Immediately adjacent to the northeast of the site is a single-story commercial structure containing De Charlene's Beauty & Boutique. Across the alley to the northwest is a two-story residential structure, currently housing the Madison Inn Work Release. The lot across E Denny Way to the southwest is currently under review to be developed as a six-story mixed-use apartment building. Across E Madison to the southeast is the Summit at Madison Park, a six-story mixed-use apartment building and grocery store.

**Access:**

The site is accessed by a curb cut on E Denny Way. An unimproved alley abuts the site to the northwest.

**Environmentally Critical Areas:**

None.

**PROJECT DESCRIPTION**

The proposal is for a six-story mixed-use structure with approximately 50 residential units, 3,797 square feet of ground-floor commercial, and 22 below-grade parking stalls. The existing structure is to be demolished.

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The packet includes materials presented at the meeting, and is available online by entering the project number (3020124) at this website:

[http://www.seattle.gov/dpd/Planning/Design\\_Review\\_Program/Project\\_Reviews/Reports/default.asp](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](mailto:PRC@seattle.gov)

### DESIGN DEVELOPMENT

The applicant provided context for the project, noting the recent redevelopment in the vicinity, the commercial character of E Madison, the chestnut tree in the right-of-way, and the adjacent LR3 zoning.

Three options were presented at EDG. All three options included a 6'-0" set back at grade to allow for a wider sidewalk. Access to parking is located at the north corner of the site.

Alternate 1 is based on a double-loaded corridor layout, with units oriented towards the northeast and southwest. The structure is set back 15' along the east property line above the first story, in response to the NC zoning of the adjacent site. This option locates the residential entry along E Madison Street. Projecting balconies are proposed, to create architectural interest. The chestnut tree is proposed to be removed in this scheme.

Alternate 2 orients units in a T-shaped layout, maximizing street-facing units and eliminating the need for openings along the northeast side of the structure facing the adjacent NC3-65 parcel. The residential entry is located off E Denny Way. The residential levels are set back from the northwest property line at the alley by 20'-0". A notch at the west corner of the building has been carved out to maintain the existing street tree.

Alternate 3 utilizes a T-shaped layout and residential entry location on E Denny Way. The residential levels of the building are set back approximately 30' at the north corner of the site in response to the two-story house across the alley. The notch created for maintaining the tree establishes a module for the façade composition and inset balconies.

### PUBLIC COMMENT

Several members of the public provided comments:

- Felt the proposed density and structure size is not appropriate for the site.

- Expressed concern over affordability of units, noting that there are many families in the area.
- Concerned about potential soil contamination and soil stability.
- Concerned about potential future impacts to the neighborhood and local businesses.
- Supported for increased density.
- Noted that some of the existing retail in the area has struggled to find tenants, or has high turnover, and encouraged the applicant to carefully consider the design of the retail spaces to make them flexible and attractive.
- Encouraged a diversity of unit sizes, especially some 2 and 3 bedroom units.
- Supported the scale and massing of the proposal.
- Concerned about alley traffic, as well as potential security along the alley.

## PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance.

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1. **Massing and Context Response:** The Board agreed that Alternate 3 is the preferred massing scheme, noting that the bulk and scale of the building is appropriate for the size of the site and the site context. (CS2-B, CS2-D, DC2-A)
  - a. The setback at the residential levels on the north corner (courtyard) is an appropriate response to the zoning transition and adjacent structure. The Board requested more detail, including perspectives and sections, of the courtyard area. (CS2-B, CS2-D, DC2-A)
  - b. The east setback is appropriate, given the NC3-65 zoning of the adjacent site. However, the Board was concerned over the potential impacts to the adjacent business, and recognized that construction-related impacts would be reviewed by DPD. (CS2-D)
  - c. The massing responds appropriately to the different street character of E Denny Way and E Madison St. in regards to the location of balconies, orientation of units, and façade modulation. (CS2-A, CS2-B, DC2-A)
  - d. Pending SDOT’s recommendation regarding the street tree, the Board would like to see the tree retained, as it helps transition to the LR3 zone, and informs the modules used in the massing composition. (CS2-B, CS2-D, DC2-A, DC2-B)
  - e. The massing has a strong corner presence, which is an appropriate response to the commercial character of the E Madison corridor. (CS2-A, CS2-C, DC2-A)
  - f. Rooftop amenity space should be located away from the LR3 zone, and should be oriented towards the adjacent open space across E Denny Way. Provide more detail, including landscaping plans, for the rooftop amenity space. (CS2-D, DC3-B, DC4-D)
  - g. Provide more detail regarding the relationship to the adjacent structure to the northeast. (CS2-D)

## 2. Architectural Composition and Concept

- a. The Board liked the concept and aesthetic of the “floating” building on a transparent and inset base, noting that this composition is unique within the immediate context. (CS3-A, DC2-B)
- b. The subtractive balconies allow the massing to hold the corner. The Board felt that the projecting balconies would make the small building appear too “busy”. (DC2-B, DC2-C)
- c. The Board supported the intent to tie the design language of the first floor into the recessed balconies and north corner by the tree. (DC2-B, DC3-A)

## 3. Street-level Uses and Activation

- a. The Board supported the inset massing at the street-level, which allows for a wider sidewalk and pedestrian amenity/outdoor areas for the commercial uses. (CS2-B, DC2-A, PL1-C, PL3-C)
- b. The commercial spaces and adjoining pedestrian amenity areas ensure that the spaces are leased and are activating the streetscape. The Board suggested designing the spaces to be flexible in size as to accommodate a variety of businesses. (PL2-B, PL3-C, DC3-A, DC3-B)
- c. The entry location on E Denny Way is appropriate, as it responds to the more residential character of the streetscape, and follows the pattern of existing development in the area. (CS3-A, PL3-A)

- 4. Parking Access and Alley Condition:** The Board expressed concern over potential safety and security issues regarding the alley, noting that it is two-way traffic, and is well-used. The Board requested more information regarding the design along the alley, and encouraged the applicant to consider walkability, lighting, and signage to lessen any potential impacts on vehicular and pedestrian circulation. (DC1-B, DC1-C)

## 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.

**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.

**PUBLIC LIFE**

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

**PL1-C Outdoor Uses and Activities**

**PL1-C-1. Selecting Activity Areas:** Concentrate activity areas in places with sunny exposure, views across spaces, and in direct line with pedestrian routes.

**PL1-C-2. Informal Community Uses:** In addition to places for walking and sitting, consider including space for informal community use such as performances, farmer’s markets, kiosks and community bulletin boards, cafes, or street vending.

**PL1-C-3. Year-Round Activity:** Where possible, include features in open spaces for activities beyond daylight hours and throughout the seasons of the year, especially in neighborhood centers where active open space will contribute vibrancy, economic health, and public safety.

**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-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

**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-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-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.

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

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

1. **Setback Requirements (SMC 23.47A.014.B.3.b):** The Code requires an additional setback at the rate of 2 feet of setback for every 10 feet by which the height of the structure exceeds 40 feet.

The applicant proposes no setback for those portions of the structure above 40’.

The Board indicated preliminary support for the departure, noting that setback at the north end of the structure provides a better transition in massing to the LR3 zone than a stepped or sloped massing would. A stepped or sloped massing would not relate to the strong articulation of the established design language. The Board indicated that retaining the chestnut tree in the right-of-way is crucial to supporting the departure, which also provides a sensitive transition to the less intense zone. (CS2-B, CS2-B, CS2-D)

## **BOARD DIRECTION**

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