



EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3020204

Address: 1225 East Jefferson Street

Applicant: Robert Humble for Hybrid Architects

Date of Meeting: Wednesday, October 28, 2015

Board Members Present: Dan Foltz, Chair
Amy Taylor
Barbara Busetti
Curtis Bigelow

Board Members Absent: Christina Orr-Cahill
Natalie Gualy

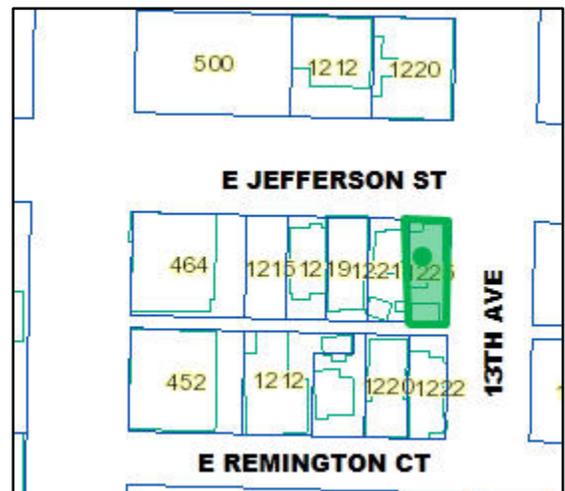
DPD Staff Present: Holly J. Godard

SITE & VICINITY

Site Zone: Neighborhood Commercial 2, 40 foot height limit (NC2-40)

Nearby Zones: (North) Seattle University MIO-65-LR3
(South) Lowrise 3 (LR3)
(East) Neighborhood Commercial 2, 40 foot height limit (NC2-40)
(West) Neighborhood Commercial 2, 40 foot height limit (NC2-40)

Lot Area: 2,592 square feet.



Current Development:

Currently there is a single family home and garage on the site.

Surrounding Development and Neighborhood Character:

Surrounding development includes commercial structures, apartments, and Seattle University facilities.

Access:

Access is available from 13th Avenue, East Jefferson Street, and the platted alley.

Environmentally Critical Areas:

No Environmentally Critical Areas are mapped on site.

PROJECT DESCRIPTION

The proposal is to construct a new, four story, 15 room hotel with ground floor bakery and café. Existing structures are proposed to be demolished.

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The packet includes materials presented at the meeting, and is available online by entering the project number (3020204) 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

PUBLIC COMMENT

Several comments were offered to the Board regarding the proposal.

- The architect has presented a good plan for the project and the materials appear to be appropriate.

- The East Jefferson façade appears to be lacking in design elements.
- More windows on the East Jefferson façade would help the design.

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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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-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.

At the EDG meeting the Board commented on the preferred massing option 3, the broken bagette and thought that the alternative was demonstrating appropriate bulk, land use, and scale of the building at this corner site. The Board thought that the neighboring uses support the presence of a small hotel and the site size and proposed building siting on the property is appropriate. The Board affirmed that the hotel main entry on East Jefferson Street is a good choice. The Board also approved the corner café and corner entry idea at that location. Café outdoor seating at the corner is favored by the Board. The Board liked the plain north façade and highly textured east façade.

PUBLIC LIFE

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

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.

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.

PL2-D Wayfinding

PL2-D-1. Design as Wayfinding: Use design features as a means of wayfinding wherever possible.

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.

At the Early Design Guidance Meeting, the Board discussed wayfinding and the entry sequence into the hotel vertical circulation, stairs and elevator. They thought that the recessed entry was a good solution as long as there are identifying architectural elements to indicate the entry from the sidewalk and from the corner of East Jefferson. The Board directed the applicant to create a graphically interesting entry, and to use high quality paving and enclosure materials especially where the public and patrons interact with architectural elements.

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-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.

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.

DC4-D Trees, Landscape, and Hardscape 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.

After some discussion, the Board was favorable to the building concept element which proposes a simple, dark façade on East Jefferson as a counterpoint to the highly textural, and light, façade on 13th Avenue. The plain, dark façade form is an interesting foil which enhances the contrasting 13th Avenue porous façade. The large street trees will be maintained on East Jefferson and the façade is proposed to be simple, with small vertical windows and small setback at the west end emergency exit. The Board thought the contrasting facades were a good response to the site and program proposal. The Board was favorable to hotel room window screening concept presented by the architect. The Board requested lighting for a sense of safety and security as well as for a wayfinding function at ground level. The Board requested the applicant bring proposed quality material samples and colors at the next meeting. The Board directed the applicant to provide especially high quality details in all surfaces, treatments, and material transitions. Landscaping should be full and striving to soften the street level experience.

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 departure was requested:

1. **Street Level Transparency (23.47A.007):** The Code requires 60% percent transparency between 2 and 8 feet above the sidewalk. The applicant proposes 50% transparency on E. Jefferson Street.

The Board indicated they are favorable to the departure with evidence on how the departure better helps the project meet design guidance.

BOARD DIRECTION

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