



# City of Seattle

Department of Construction and Inspections

Nathan Torgelson, Director

DESIGN  
REVIEW

## THIRD EARLY DESIGN GUIDANCE OF THE EAST DESIGN REVIEW BOARD

Project Number: 3020338

Address: 2925 E Madison St

Applicant: Charles Strazzara of Studio Meng Strazzara

Date of Meeting: Wednesday, January 25, 2017

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

Board Members Absent: Dan Foltz  
Sarah Saviskas

SDCI Staff Present: Magda Hogness, Lisa Rutzick

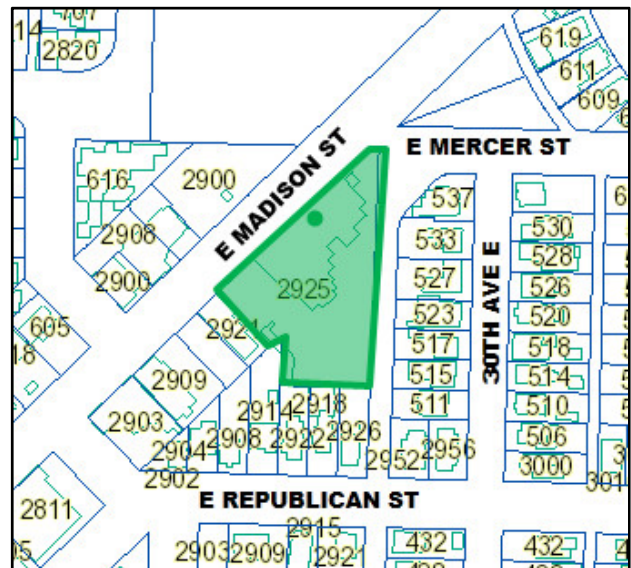
### SITE & VICINITY

Site Zone: Neighborhood Commercial (NC2P-40 and NC2P-30)

Nearby Zones North: Single Family (SF 7200)  
South: SF 5000  
East: SF 5000  
West: NC2P-40

Lot Area: 40,422 SF

Access: The subject property currently has vehicular access off E Madison S.



Environmentally Critical Areas: The site is a mapped Environmentally Critical Areas (ECA), due to steep slope and liquefaction prone soils.

**Current Development:**

The site is occupied by one story retail structure, known as the City People's Garden Store.

**Surrounding Development and Neighborhood Character:**

The project site is located in the Madison Valley neighborhood, characterized by its close proximity to Madison Park to the east and the Arboretum to the north. This neighborhood is predominately comprised of single family and multifamily residential housing types and commercial and retail uses along E Madison St, which the City has designated as an arterial.

The site has street frontage on E Madison St, Dewey Pl E and an unimproved portion of E Mercer St. Access for E Mercer St dead-ends Dewey Ave due to steep topography. A pedestrian hill climb is proposed at this location as part of this proposal.

Recent development includes sizeable residential and mixed-use buildings. To the northwest, across E Madison Ave, is a 3-story masonry building, the Madison Loft Condominium. Adjacent to the southwest is a 2-story wood frame structure, the Washington Park Art Studios. To the south and east of the site are single family structures as the zoning transitions to single family. This site has the potential to serve as a transition area from the multifamily and commercial uses along E Madison St to the single family zone south and east of the site.

**PROJECT DESCRIPTION**

The applicant is proposing a 4-story mixed use building consisting of 26,250 sq. ft. of retail space and 73 residential units and includes parking for 140 vehicles. The existing structures are proposed to be demolished.

**FIRST EARLY DESIGN GUIDANCE July 13, 2016****PUBLIC COMMENT**

The following comments were offered at the meeting:

- Concerned with the height, bulk and scale of the proposal; the proposed development completely overwhelms the site and displays a lack of sensitivity to its potential neighborhood, and is inconsistent with Design Guidelines CS2.B1 and CS2.C2
- Noted that the site has two or more individual Exceptional Trees and an Exceptional Grove and that the proposed removal of these trees is inconsistent with Design Guideline CS1.D1. The proposal disregards direction to provide a fully code compliant option with respect to the steep slope, ECA and buffer, access and street improvement exception.
- The proposal utterly fails to respond appropriately to the context and site per Design Guidelines, CS1-C Appropriate Use of Natural Topography, CS1-D Incorporate onsite landscaping, and CS2-B Open Space to inform site design.
- Concerned with how height is being measured; approximately one third of the site is a 40 percent steep slope, with more than 30 feet elevation change from toe to top, yet the height diagram shows only a 2.5 ft differential step down between the flat area and the 30 ft drop in elevation.

- Noted that the graphic of the section cut is not representative of the true massing proposed; at the north end of the site, the building mass looms over the Dewey residences. A more than 60 ft vertical façade rises above Dewey. This is a 40' commercial zone, neighboring a single family zone and is inconsistent with Design Guidelines CS2.D11 and CS2.D4.
- Rather than respecting the topography, or using the site features to inform the design, this project eradicates the site topography, inconsistent with Design Guideline CS1.C2.
- Currently a natural buffer with a mature urban tree canopy sits between the NC2P-40 commercial zone and single-family homes. This project would remove that buffer, rather than providing a transition between more and less intense zones, as Design Guidelines CS2.D3 and CS2.D4 recommend.
- Lack of support for the 156 car, two story, 320 foot long parking garage exposed on Dewey. It will release fumes, noise, and light into neighboring homes. The proposed façade changes the character of Dewey and creates an unfriendly and unsafe- feeling pedestrian environment, inconsistent with guidelines Dc1.C1, DC1.C2, andDC4.C2.
- Lack of support for the garage entrance of Dewey Place, a non-conforming street because of its narrow width, which will draw a large influx of traffic and impact safety. The proposal includes 30 additional parking spaces above requirements and is inconsistent with design guidelines CS2.D5 and CS2.B2.
- Concerned with the removal of existing vegetation, which includes 39 mature trees, over 20 native plant species and over 14,600 sf of tree canopy. The urban tree canopy and green space on Dewey is contiguous with the Mercer Madison Wood, the Arboretum, and is part of a larger urban forest corridor. The Design Guidelines CS1.D2 encourage preserving or extending urban forest corridors.
- Lack of support for the south façade blank wall. The east side along Dewey continues the visual effect of a blank wall. All these walls are at street level, creating an unfriendly pedestrian environment, inconsistent with guideline DC2.B2.
- Concerned that the proposed retail floor is below street level, causing people to have to walk down ramps or steps. The grade separation is unnecessary and is poor design, inconsistent with guideline CS2.B2.
- Concerned that the proposal severely curtails privacy and outdoor activities on its south and east side, inconsistent with guideline CS2.D5.
- Supportive of the development; this project will bring a socially responsible grocery co-op and add many needed residential units to this fast growing city that is experiencing a housing supply crisis.
- Noted that the neighborhood doesn't currently have a central community space and views this project as a rare opportunity. Supported the courtyard space shown in Option 2.
- Impressed by the proposed street frontage along Madison.
- Supported the proposed materials.
- Would like to see more setback and terracing along the Dewey façade.
- Concerned with tree removal. The project will eliminate a mature and grove of urban trees that shelters, shades, and beautifies the adjoining neighborhood.

- Lack of support for back-lit signage or obtrusive lighting; prefer to see unlit stencils and awning signage.
- Concerned with the location of loading off Madison St; it is not in keeping with a pedestrian friendly environment. Would like to see more consideration given to the placement and design of the garage and loading area.
- Concerned with noise impacts, in particular from the HVAC units.
- Strongly supported a combined option of with the community space as shown in Option 2 and Option 3.
- Lack of support for the proposed hillclimb.
- Supported proposal Option 3, as it provides a good balance of attractive commercial property with minimal disruption to the neighborhood.
- Supported the scale of proposal; it is in scale with other development on Madison
- The Madison Greenways group has been in discussions with the City and SDOT to implement a greenway through the neighborhood, with the greenway crossing Madison St. at 29th Ave E. As a part of that effort, Madison Greenways, SDOT and Metro are in talks to move the existing eastbound bus stop along Madison east one block to the front of this building site. The design should plan for the repositioning of this bus stop.
- Would like to see significant sized trees on Dewey and on Madison and a variety of planting proposed.
- Concerned with traffic and parking entry impacts for pedestrians and bicyclists.
- Would like to see a smaller grocery, the green space and tree canopy preserved and the natural topography respected.
- Concerned with drainage impacts.
- Supported the project, but would like to see the south frontage refined.
- Supported a pedestrian connection from Madison to Dewey.

SDCI staff also summarized design related comments received prior to the EDG meeting:

- Lack of support for strong accent colors.
- Supported the proposed vehicular entrances; splitting the entries is seems to be a reasonable way to reduce congestion.
- Supported the proposed materials brick and natural wood to blend into the streetscape.
- Supported the Dewey frontage; the architect has done a good job of reducing the visual impact of the building as well as its effect on shading.
- Would like to see the building be more adventurous in terms of saving energy, by committing to meeting one of the green standards currently offered by the City of Seattle.
- Concerned with the shading of the p-patch garden; would like to see the developer and architect respond to the presence of and potential impacts on the Mad P-Patch.
- Lack of support for a commercial loading on a residential street. Would like to see most traffic and commerce on the main thoroughfare, Madison St.
- Would like to see increased setbacks along the parking structure and a substantial screen of tall trees to soften that view.

- The garage entrance on Dewey would be hazardous to pedestrians, as Dewey is a very narrow street with no planting strips, narrow sidewalks, and a single lane that hosts two-way traffic.
- Supported the preferred design Option 3; it is successful at minimizing shading to adjacent structures and using the natural topography to inform the design.
- Noted that building will serve as the east anchor of the Madison Valley commercial district and that many of the buildings in the area feature square-paned/divided windows. Would like to see that feature repeated here, particularly in the transoms above the large retail windows. The transom windows shown in the EDG renderings come close, but would like to see a more modern, rectangular panel.
- Would like to see more balance between this building's NE corner and the Madison Lofts building.
- Supported the retail space on the NE corner; as the first retail space, most westward-bound travelers will encounter in the retail core, and should be distinctive per Design Guideline CS2-C.
- Supported Option 2 as it is suited for greater community involvement and is better for more users of the site. The preferred design (Option 3) does include a generous setback for the retail entry (10'), but its width along the street front is limited compared to Option 2.
- Noted that Option 2 does have a greater impact on the residents in the valley below, and that must be addressed.
- Supported Option 3 as it transitions to the single family zones to the east and south.

All public comments submitted in writing for this project can be viewed using the following link and entering the project number: <http://web6.seattle.gov/dpd/edms/>

## **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. Height, Bulk, Scale and Massing Options:** The Board acknowledged the public's concern with the height, bulk and scale of the proposal and agreed that the massing needed to further transition along Dewey and the single family zone. The Board commended the applicant's effort to date and unanimously agreed the general massing and frontage along Madison is an appropriate scale. The Board discussed the strengths of the massing options and supported the courtyard community space shown in Option 2 and terraced massing shown in Option 3, but also agreed more effort is needed to respond to the site topography and context. The Board directed the applicant to return with a modified, hybrid massing option based on the guidance provided.
  - a. The Board unanimously agreed with public comment that additional setbacks should be provided to respond to the site topography and transition to the single family zoning. While refining the massing at this location the Board also recommended

studying if there is potential to save some of the existing trees. (CS1-C, CS1-D, CS2-A, CS2-B, CS2-D, DC2-A, DC3-C-3)

- b. In order to address concerns about how the building height is calculated, the Board requested more information and if possible, verification that the calculation is code compliant for the next meeting. (CS1-C-2, CS2-D, DC2-A-1)
- c. The Board supported the inclusion of a community space along the street as shown in Option 2. The Board also discussed if a courtyard should be provided and ultimately agreed that a courtyard could be developed, but providing adequate community space for gathering is a higher priority and noted this activity could potentially occur as part of the interior program. The Board recommended developing the grocery retail frontage with adequate space for outdoor/indoor dining opportunities and pedestrian amenities to engage and interact with the streetscape. (CS3-A, CS2-B-2, PL1, PL3-C, DC3)

**2. Response to Context and Topography:** Echoing the public comment regarding the frontage along Dewey, the Board was concerned with the extent of blank wall shown.

- a. The Board questioned if two stories of elevated parking provides the best frontage along Dewey and the adjacent single family zone. The Board recommended studying different alternates address the residential context and respond to existing topography. (CS1-C, CS2-A, CS2-D-2, CS3-A-1, CS2-B-3, DC1, DC3-C-3)
- b. The Board was also concerned with the visibility of concrete and gabion baskets and recommended developing a sensitive solution using high quality materials which better relate to the surrounding residential context. (CS2-A, CS2-B, CS3-A-1, CS2-B-3, DC2-B, DC3-C-3)
- c. The Board noted that the tallest massing volume appears to be at the northeast corner and agreed this area will be highly visible and the scale relationship is critical. (CS2-A, CS2-B, CS2-C1, CS2-D, DC2-A-2, DC2-B, DC2-D-1)

**3. Site Features and Existing Tree Canopy:** Affirming the public comment, the Board requested more information about the status of the trees, including snags, and the urban forest corridor. The Board stated that although replacement trees will never be the same, generous planting could still be provided. Reviewing the proposed planting, the Board was concerned with the equally spaced columnar row of trees and recommended differing scales of trees. For the next meeting, the Board requested more details about the landscape plan, including information on efforts to incorporate the existing tree canopy. (CS1-B-3, CS1-D, CS2-B, CS2-D-2, DC3-C, DC4-D)

**4. Trash, Vehicular Access and Loading Location:** The Board recognized the diverse public opinions regarding the parking, garage and loading access locations. The Board agreed that splitting up the loading and parking access appears logical but requested more information before indicating their preference. For the proposed trash and loading area along Madison, the Board implied that the designing pedestrian character of the street is critical to address the priority of the pedestrian realm. (CS2-B-2, PL1, DC1-B-1, DC1-C, DC4)

5. **Materials:** The Board strongly supported the quality of materials presented at this early phase. (CS3-A-1, DC2, DC4-A-1.)

## SECOND EARLY DESIGN GUIDANCE October 26, 2016

### PUBLIC COMMENT

The following comments were offered at the meeting:

- Concerned with the height calculation methodology.
- Lack of support for the project; at the first EDG, the Board made a number of recommendations regarding the proposed building, none of which are adequately addressed.
- The proposal is inconsistent with guideline CS2.D1. A mature, urban canopy, continuous with the Arboretum, would be removed and replaced with small, dwarf ornamental trees which at maturity will not equal the present canopy.
- Medium and large trees and a diverse understory are not viable with 5', 10', or 15' setbacks. A green wall on the garage is a decoration distracting from the significant loss of urban ecological services.
- Preference for a 30' setback to accommodate large, native trees and plantings, a rich understory and diverse ecological habitat that would screen the neighborhood from the structure throughout the year.
- Lack of support for the 320' long eastern façade; it is a 74' wall, situated in a 40' zone, and abutting 25' homes. The Board expressed concerns about the northeast corner of the building at the first EDG, and it remains grossly out of scale with the context and insensitive to the topography; inconsistent with Guideline CS2.D3.
- The applicant's renderings are drawn with a profusion of trees which could never in reality grow as proposed.
- The retaining wall height is not clearly stated, but is evidently over 10' in places. The sidewalk has no planting strip and the design will create an unfriendly pedestrian experience, inconsistent with Guidelines PL2 and PL3.
- The eastern and southern facades, rather than being a "lush layered landscaping greenbelt," instead are blank walls and are inconsistent with guideline DC2.B2
- The two story above grade garage is inconsistent with guidelines DC1.C1, DC1.C2, and DC4.C2. Would like to see a significantly smaller garage, entirely below ground.
- There is no community space offered on Madison as was requested by the Board; inconsistent with guideline PL1.C2.
- Concerned with the errors and omissions in the applicant's traffic report.
- Would like to see a design option that reduces the size of the garage and lessens the traffic impact for the entire area.
- Concerned with signage and lighting impacts and potential noise from rooftop ac units.
- Would like to see low income housing proposed.
- Would like to see sustainable systems incorporated such as rain water collection, PV panels, insulated to "passive house" standards, street level covered bicycle parking, and no off-gassing materials.

- Would like to see a reduced building footprint.
- Support for the project, noted that additional height is being contemplated for the area related to HALA. Project will be a legacy to Madison park community.
- Would like to see onsite plants and habit incorporated.
- Concerned that the drawing provided by the developer is inaccurate in that it includes trees that do not exist in the neighboring yards and landscape at what appears to be full maturity.
- Concerned with the height bulk and scale of the massing facing the residential context. Would like to see the Board accept a better design, as opposed to the code compliant version which is inconsistent with CS2-A1, CS2, CS2.
- Support for project; the architect has worked very hard to listen to what the community wants and put forth a lot of effort. The proposal could become an asset.
- Lighting, night glare and light pollution will be a significant problem with the building perched atop the slope above single-family residences, and remains unaddressed in this design, DC4.C2.
- Concerned that the proposed development does not fit with the nature of the neighborhood. The context of the neighborhood is gardens and the proposed scale is incompatible.
- Concerned with the height, bulk and scale of the frontage along Dewey.
- Appreciated the added buffer and the pedestrian experience and attention that is being paid on Madison.
- Concerned with traffic and parking entry impacts.
- Support for the split parking garage entrance

SDCI staff summarized design related comments received prior to the EDG meeting:

- Concerned with storm water flooding impacts.
- Supported the northeast corner of the proposed building. The choice of natural materials for this portion of the façade integrates the building with the landscape plantings and urban forest to the east.
- Supported tree removal; any departures granted to preserve the trees and maintain the allowed FAR would significantly increase the building's scale, bulk and mass.
- Supported the greater variety of larger trees and overall lush landscaping which has improved the design.
- Supported the improvements the development will make to both the front and back of the building; the project will widen sidewalks and improve pedestrian safety by creating quality places for people to walk.
- Supported the outdoor seating at street level and the recessed alcove for market entry.
- Not convinced there is a need of a 50' curb cut on Madison, and would like to see a scaled drawing included as 50' seems excessive.
- Concerned with the Dewey side retaining wall as it will be taller than pedestrians, the green wall (if it is successful) may take a decade to fill in, and the setbacks are



inadequate to grow trees to their full size. The result is that the eastern façade, and the southern façade will remain blank walls DC2.B2.

- Increasing part of the setback on Dewey Place by 5 feet is not a suitable response to previous Board direction.
- The northeast corner of the building will tower over the context and create an oppressive and overwhelming pedestrian experience.
- The combination of the height, bulk and scale of this building with apartments staring down into the back yards of the neighboring single-family residences does not respect the privacy and outdoor activities of the neighbors; CS2.D5.
- The code-compliant option retaining some trees is presented with many negative attributes and without adequate justification for them.
- The proposed 4-6 ft max height stepped wall along Dewey will not make for a pleasant pedestrian experience, as the green space will be too separated from the sidewalk.
- Would like to see the Board insist that the building be reduced in size and height along Dewey.
- Concerned with accommodating bike passing along Madison Street.
- Would like to see public space incorporated outside, on top of the new building, potentially as part of PCC's eating area.
- Would like to see one of the future tenants be a nursery.
- Supported the much improved pedestrian experience along Madison. It will be great to have wider sidewalks and new landscaping.
- Concerned with the plan's ivy covered wall, as it is still a monotonous wall and requires high maintenance, DC2-B.
- Would like to see more space or setback at the ground level along Madison as it is a very narrow arterial street.
- Would like to see a little park or trail along Dewey that could lead up to the building, which may make for a better transition and also offer pedestrian access.
- Concerned with solar access. The design does not respect adjacent sites in that it towers over them, completely blocking all afternoon light from the entire neighborhood to the east. It will block the sun from much of the street for most of the year. CS1B, CS2-D.
- No alternative to an above ground parking garage on Dewey has been offered. Rather than moving the garage underground, it remains exposed to the public on the eastern side of the site.
- Would like to see a structure that had apartments facing south starting at the level of Dewey with parking underneath and behind these residences. And only two stories of residences above the PCC.
- Would like to see parking eliminated in excess of required capacity, and reduced parking requirements to half in recognition of emerging patterns of urban mobility.
- Lack of support for the departure; the PCC retail garage entrance on Madison, it is not consistent with "pedestrian friendly" zoning of the lot.

SDCI staff also summarized the following design related comments received prior to the Second EDG meeting in the memo to the Board:

- Would like to see nice-sized balconies; that would probably help the appearance.
- Supported the scale of proposal; it is in scale with other development on Madison, would like to see higher density of housing along arterials.
- Supported a version of the plan that allows for a larger open area facing Madison so that it is more street friendly and less of a canyon.
- Supported many street trees on all sides, as well as landscaping on the roof. Keeping streets green is very important in maintaining the character of the neighborhood, and this design achieves that goal.

All public comments submitted in writing for this project can be viewed using the following link and entering the project number: <http://web6.seattle.gov/dpd/edms/>

### **PRIORITIES & BOARD RECOMMENDATIONS**

- 1. Response to EDG:** The Board recognized the applicant’s effort to date and supported the changes including the additional setbacks provided. However, the Board agreed with the public’s concern that the height, bulk and scale of the Dewey frontage was not yet resolved and that the massing needed to transition further to respond to the single family zone. The Board heard public comment regarding the Madison frontage and continued to support the frontage along Madison and noted that it appears to be an appropriate scale. The Board directed the applicant to return with a modified massing option based on the guidance provided for the Dewey frontage. (CS1-C, CS1-D, CS2-A, CS2-B, CS2-D, DC2-A, DC3-C-3)
- 2. Dewey Frontage: Height, Bulk, Scale and Response to Context:** Echoing public comment, the Board was concerned with the extent of blank wall shown and the potential for light and glare impacts to surrounding residential properties. The Board agreed that the frontage and scale relationship at this location is critical to address before moving forward.
  - a. The Board discussed if the elevated parking provides the best frontage condition on Dewey and recommended studying the arrangement of uses and the location of parking to provide a residential transition to the single family zoning and better respond to the existing topography. (CS1-C, CS2-A, CS2-D, CS3-A-1, DC1, DC2-A-2)
  - b. Concerned with the visibility of the exposed wall and frontage, the Board agreed with public comment that additional massing transition, setback and landscape should be incorporated to develop a sensitive solution, which better relates to the surrounding residential context. (CS1-C, CS2-A, CS2-B, CS3-A-1, DC2-B, DC3-C-3)
  - c. Affirming the public comment regarding the pedestrian experience along Dewey, the Board was also concerned with the height of the retaining wall proposed adjacent to the sidewalk and recommended additional setbacks and planted landscape to improve the public realm. (CS2-A, CS2-B, CS3-A-1, PL1-B-3, DC4-D-4)
- 3. Setbacks, Site Features and Existing Tree Canopy:** While reviewing the existing vegetation and proposed replacement planting, the Board acknowledged the public’s concern with tree canopy loss, green wall maintenance, and that fact that the proposed planting will take years to mature. The Board agreed that the setback depth, amount of landscape buffer, and green wall maintenance is important to address. For the next meeting, the Board recommended

studying the depth of the setback and seriously examining the potential to save some of the existing trees. (CS1-D-1, CS2-B, CS2-D-2, DC3-C, DC4-D)

- 4. Trash, Vehicular Access and Loading Location:** The Board acknowledged splitting the loading and parking access point into two locations appears logical, but agreed more information was needed before indicating their preference on the related departures. Related to developing a sensitive solution to the Dewey frontage, the Board requested studying alternates, such as one vehicular access point. (CS2-B-2, PL1, DC1, DC4)
- 5. Madison Streetscape and Gathering Space:** The Board agreed with public sentiment and continued to support the addition of a community space along the street, beyond an enlarged entry sequence, and also encouraged studying the widening of the sidewalk along Madison to provide adequate space for pedestrian to engage and interact with the streetscape. (CS2-B-2, PL1, PL3-C, DC3)
- 6. Materials:** The Board continued to strongly support the quality of materials presented. (CS3-A-1, DC2, DC4-A-1.)

### THIRD EARLY DESIGN GUIDANCE January 25, 2017

#### PUBLIC COMMENT

The following public comments were offered at this meeting:

- Noted that progress has been made on the design of this project since the last design review meeting; the biggest improvement is residential screening of the above grade parking along Dewey.
- Concerned that the proposed height, bulk, and scale are not sufficiently mitigated to provide a reasonable transition to the residential block. The proposal does not respond to design guidelines addressing Context and Site, specifically CS1 Topography, CS2 Urban Pattern and Form, and CS3 Architectural Context and Character.
- The limited setback at the lowest level, is now less than shown in EDG2 and does not appear adequate to accommodate the growth and layering of mature trees and diverse plantings.
- Would like to see more housing, denser landscaping, less cars and a smaller garage. The lack of depth of the townhouse facades combined with the imposing upper level retail read as flat vertical plane towering more than 75 feet above the Dewey Place.
- Concerned that the proposed development does not fit in and alters key characteristics of the neighborhood – green space and trees creating a buffer and ecological connection to the Arboretum, walkable streets, open light and space, modest scaled buildings with similar height and bulk.
- Supported the addition of housing on the Dewey frontage. The addition fully conceals the garage and eliminates the possibility of car noise and fumes and parking garage light.
- The guidelines support the replacement of ecological services. Would like to see a more appropriate transition between the zones such as a 20-30 ft setback.

- The share of traffic exclusive residential access is minimal. The logic supporting split access implies that it would reduce congestion by spreading traffic over two driveways, but the reality is that only residential traffic, a modest amount, would be diverted from a Madison driveway.
- Preference for a single vehicular entrance on Madison. The garage entrance on Dewey will do little to help mitigate the traffic issues on Madison, but will dramatically alter the nature of Dewey and the surrounding streets.
- Noted that Dewey remains a narrow (18 feet wide), sub-standard two-way street.
- Would like to see the vehicular access departure approval conditioned to include an onsite turnaround to avoid truck backups on Madison.
- Noted that a nearby comparable size grocery store is not moving forward in the design review process as it is too large, would like to see the program of this project reduced before it is moved forward.
- Would like to see greater setbacks on the east facade of the building to mirror the steep slope that exists on the site today.
- The upper level setbacks are inadequate so that the net result is a large, looming building that towers over the narrow, largely pedestrian street of Dewey.
- Supported separating the commercial parking access from the residential parking access.
- Would like to see the building footprint reduced, which can be achieved by reconfiguring the parking and retail space.
- Support for design changes along Dewey Pl E. The proposed townhouses are a much better transition to the surrounding neighborhood and are more attractive.
- The Board asked for more information related to trees and the information provided is not sufficient; would like to see the mature urban tree canopy corridor maintained.
- This proposal eliminates significant trees and green landscape, and does not provide adequate replacement to ecologically sustain the environment.
- The planting area in front of the townhomes is minimal, and the setbacks are too small to grow full-sized trees to maturity and won't be adequate to recreate the urban green space that has provided ecological services to the area and served as a buffer.
- Lack of support for the townhouses, the usefulness of this setback to ecological function is eliminated by the townhomes tacked onto the building's backside.
- Concerned with traffic and parking entry impacts.
- At minimum, the developer should be required to contribute toward road and sidewalk improvements, as well as traffic calming measures, along the site's adjacent residential streets.
- Lack of support for the parking entrance on Dewey as it exposes 2 stories of parking garage to the residential zone.
- Supported the proposed 11-foot setback to accommodate townhomes and the lowered retaining wall to create people-scale views back and forth between the homes and passers-by.
- Concerned that the proposal will reduce the amount of green space in the neighborhood.
- Lack of support for the vehicular garage entry on Dewey. It is a narrow alley widely used as a walkway; having a garage will be devastating.

- Concerned with the blank wall appearance of the south side of the building.

SDCI staff also summarized design related comments received in writing prior to the meeting:

- Noted that some object to the removal of large trees on the existing property, but the hillside is in a liquefaction zone and has been poorly maintained.
- Preference for split vehicular access.
- Supported the garage access point on Madison which includes decorative screening, improving the appearance of the entryway.
- Would like to see a gathering space for the general community on Madison.
- Supported the enlarged the pedestrian and sidewalk spaces along Madison.
- Would like to see a diagram of the widened curb cut along Madison in full use. Concerned that two-way vehicle traffic combined with truck loading/unloading is going to create a dangerous pedestrian environment.
- Would like to see that vehicles will be able to enter and exit the commercial parking level concurrently to avoid a significant back up along Madison.
- Concerned with “screened retail access” indicated page 31. Renderings should be true to the predominant condition.
- Would like to see the façade above the townhomes at the PCC ground level be more uniform in color to contrast with the townhouses below.
- The color and material transitions should relate to massing changes; at the moment they don’t relate to form at all. It would be much nicer to carry the dark wood-like material shown on either end of the façade across the elevation to connect them, providing a uniform back drop to the townhouse façade.
- Supported how the wood terminates at the PCC window sills as indicated.
- Concerned with lighting glare impacts from the supermarket.

All public comments submitted in writing for this project can be viewed using the following link and entering the project number: <http://web6.seattle.gov/dpd/edms/>

## **PRIORITIES & BOARD RECOMMENDATIONS**

- 1. Response to EDG:** The Board acknowledged the public comments concerned with the height bulk and scale of the proposal, however, they concluded that the massing development is responsive to previous guidance and that the design, overall, is on the right track. The Board strongly supported the rearrangement of uses, specifically the addition of townhouse units along the Dewey frontage as the use better reflects the residential character of the neighborhood, provides an intentional transition to the surrounding single family zoning and better responds to the existing topography. The Board directed the applicant to proceed with the developed Massing Option 3. (CS1-C, CS2-A, CS2-D, CS3-A-1, DC1, DC2-A-2)
- 2. Dewey Frontage: Height, Bulk, Scale and Response to Context:** Although the Board supported the addition of townhouses along the Dewey frontage, the Board agreed with public comment that the townhouses appeared shallow and that the north and south portions of the façade have yet to be resolved. The Board gave the following guidance on the proposal’s edges and transitions:

- a. For the townhouse frontage, the Board recommended exploring the height and depth of the modulation to read as a simplified and cohesive expression. In addition to refining the plane changes at the townhouses, the majority of the Board recommended further articulating the relationship between townhouse and retail above, potentially with additional upper level setbacks. (CS2-A, CS2-D, CS3-A-1, DC2-A-2)
  - b. The Board noted that the north and south ends of the frontage appeared very flat and requested continued massing development in order to develop a sensitive transition along the entire frontage. (CS2-A, CS2-D, CS3-A-1, DC2-A-2)
  - c. The Board was supportive of the thoughtful approach to the streetscape treatment and agreed the various elements, including terraced retaining walls, railing design and layered planting, reflect a residential character. (CS2-B-2, CS3-A-1, PL1)
- 3. South Frontage:** Echoing public comment, the Board expressed concern about providing a sensitive transition to the adjacent residential properties to the south. The Board recommended further articulating the lower portion of the facade and adding clerestory windows to be cohesive with the rest of the architectural cladding concept. (CS1-C, CS2-D, CS3-A-1, DC2-A-2, DC2-B)
- 4. Vehicular Access:** The Board agreed with public comment that the code compliant alternative showing vehicular access solely off Dewey was the least preferred of the alternatives shown as it creates visual impacts and pedestrian circulation conflicts. The Board discussed the two other options, split access and all access off Madison. Ultimately the Board agreed that they would like additional information, graphics, and input from the technical experts including the City, before indicating their preference on vehicular access location and the related departures. (PL1, DC1-B-1, DC1-C)
- 5. Trees and Canopy:** The Board acknowledged the public's concern for the loss of the significant mature planting, however, the Board deferred to the arborist study as reviewed and approved by the City and supported the arborist's findings recommending the removal of the canopy. Related to the replacement canopy, the Board stated their preference for the addition of evergreens, to provide year-round landscape buffer. (CS1-D-1, CS2-B, DC3-C, DC4-D)
- 6. Madison Streetscape and Gathering Space:** The Board discussed the character of the public community space along Madison. The Board approved of the widening of the sidewalk along the street as it creates more opportunity for interaction. For the additional outdoor space adjacent to the grocery entry, the Board recommended the development of a public space which is true to the nature of the space and agreed the space can either function as a gathering space or an active sidewalk. In either case, the Board encouraged incorporating additional seating, space for pause and sightlines for streetscape connection. (CS2-B-2, PL1, PL3-C, DC3)
- 7. Materials:** The Board continued to approve of the quality of materials presented, in particular along Madison. For the Dewey façade, the Board agreed with public comment that that colors are playing a larger role than needed in differentiating portions of the facade

and recommended simplifying and resolving the material treatment into a cohesive language. The Board also encouraged the introduction of masonry along the Dewey façade to incorporate residential character and relate to the other main frontage. (CS3-A-1, DC2, DC4-A-1.)

### **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 Third Early Design Guidance Meeting the following departures were requested.

- 1. Vehicular Access (SMC 23.47A.032.A.21):** The Code requires vehicular access from Dewey Pl E. The applicant prefers two points of access from both E Madison St, a pedestrian street, and Dewey Pl E, but has also shown an option showing all access from Madison St.

The Board indicated initial support of a departure as the code compliant alternative showing vehicular access off Dewey was the least preferred of the alternatives shown due to impacts to surrounding residential context. A departure has the potential to reduce visual impacts and pedestrian circulation conflicts and better meet Design Guidelines DC1-B-1 Access Location and Design and DC1-C Parking and Service Uses. The Board agreed they would like additional information before further contemplating the two other access options.

- 2. Curb Cut Width (SMC 23.54.030F.2.b.2):** The Code allows a maximum 30’ curb cut. The applicant proposes a 40’ curb cut width off of E Madison St.

The Board indicated they would like additional information including a diagram of the widened curb cut along Madison in full use before considering the departure. For the proposed trash and loading area, the Board implied that designing the pedestrian character of the street is critical to address the priority of the pedestrian realm.

### **DESIGN REVIEW GUIDELINES**

The priority Citywide and Neighborhood guidelines identified as Priority Guidelines are summarized below, while all guidelines remain applicable. For the full text please visit the [Design Review website](#).

<b>CONTEXT &amp; SITE</b>
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<b>CS1 Natural Systems and Site Features: Use natural systems/features of the site and its surroundings as a starting point for project design.</b>
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<b>CS1-B Sunlight and Natural Ventilation</b>
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**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-C Topography**

**CS1-C-1. Land Form:** Use natural topography and desirable landforms to inform project design.

**CS1-C-2. Elevation Changes:** Use the existing site topography when locating structures and open spaces on the site.

**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.

**CS1-D-2. Off-Site Features:** Provide opportunities through design to connect to off-site habitats such as riparian corridors or existing urban forest corridors. Promote continuous habitat, where possible, and increase interconnected corridors of urban forest and habitat where possible.

**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-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-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-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-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.

**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-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.

**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.

**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-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

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

**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-3. Support Natural Areas:** Create an open space design that retains and enhances onsite natural areas and connects to natural areas that may exist off-site and may provide habitat for wildlife.

**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-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-4. Place Making:** Create a landscape design that helps define spaces with significant elements such as trees.

**RECOMMENDATIONS**

**BOARD DIRECTION**

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