



# City of Seattle

Department of Construction and Inspections  
Nathan Torgelson, Director

## EARLY DESIGN GUIDANCE OF THE SOUTHEAST DESIGN REVIEW BOARD

**Project Number:** 3022791

**Address:** 2309 South Jackson Street

**Applicant:** Jodi Patterson-O'Hare, Permit Consultants NW

**Date of Meeting:** Tuesday, May 10, 2016

**Board Members Present:** Julian Weber, Chair  
David Sauvion  
Carey Dagliano Holmes  
Sharon Khosla

**Board Members Absent:** Charles Romero

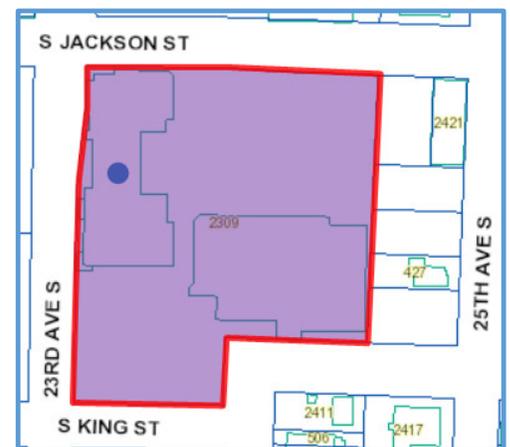
**DPD Staff Present:** Holly J. Godard

### SITE & VICINITY

Site Zone: Neighborhood Commercial 3 with a pedestrian overlay and 65 foot height limit. (NC3P-65)

Nearby Zones: (North) Neighborhood Commercial 3 with a pedestrian overlay and 65 foot height limit (NC3P-65)  
(South) Lowrise 2 (LR2)  
(East) Neighborhood Commercial 2 40  
(West) Neighborhood Commercial 3 65

Lot Area: 158,619 square feet, 3.64 acres.



**Current Development:**

Currently there is a Red Apple Market grocery, a strip mall with several commercial uses, Seattle Neighborhood Resource center and surface parking.

**Surrounding Development and Neighborhood Character:**

Surrounding development is a mix of multifamily structures, institutions, commercial uses and single family homes.

**Access:**

Access is via 23<sup>rd</sup> Avenue, S. Jackson Street, or South King Street

**Environmentally Critical Areas:**

No Environmentally Critical Areas (ECA) are mapped at the site.

**PROJECT DESCRIPTION**

The project proposal is to build a 5-7 story mixed use project with approximately 570 residential units over approximately 38,500 square feet of commercial uses at ground level. Approximately 550 parking stalls are proposed within the structure.

**EARLY DESIGN GUIDANCE May 10, 2016**

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

**PUBLIC COMMENT**

The following comments were offered at the Early Design Guidance meeting.

- Please relocate the meeting venue to be closer to the project site so that access is easier for neighbors.
- Keep the curb cuts as few as possible to avoid interrupting the sidewalks.
- The suggested mid-block crossing on Jackson is a good idea.
- Make retaining a grocery at this site a priority.
- Make efforts and design to retain the local retailers.
- The mid-block massing cut on 24<sup>th</sup> Avenue is important as well as adding more green space to the development.
- It appears that there is a good building setback from the Greater Mount Baker Baptist Church located to the east. Keep talking, planning and working with the church.
- The interior loading dock and the suggested location for the loading dock is good.
- Vehicle access on 23<sup>rd</sup> street is okay.
- Keep the development pedestrian friendly.
- The preferred design as proposed appears to be good for those who are learning to navigate commercial areas and transportation connections.
- The micro retail is good if it is let or sold to local retailers.
- The Community room proposed is a good amenity to keep.
- Create more articulation in the building massing.
- Transition the height, bulk and scale down to King Street for a better neighborhood fit.
- The large setback on Jackson is good.
- Retain the large setback on Jackson to allow more sun to reach the public right of way and any open space at that location.
- Keep the Red Apple grocery.
- Keep the loading dock activities away from the pedestrian zone.
- Create well-articulated building facades for interest and design quality.
- Create more variety in the façade designs.
- The preferred option appears to craft a good pedestrian experience.
- Create greater building scale transitions at the building edges next to residential and property edges.
- Avoid tall and long walls.
- Develop methods to retain the site's cultural aspects including gathering spots, local retailers, and existing community activities.
- Provide a temporary grocery store during construction.
- Design with families in mind.
- Loading functions and access should move to King Street and off of 23<sup>rd</sup> Avenue.
- Building form and façade articulation are important on 23<sup>rd</sup> Avenue especially.
- The design needs to embrace opportunities to foster and retain economic opportunities and jobs for the community.
- The current design is good and needs to design for the young, black professional population.
- Sight lines for trucks at all corners, intersections and curb cuts are very important to keep clear and to expand for safety for all.
- The planting strip at the curb should be largely paved to serve as standing room for street activities such as parades and events in the right of way.

- The preferred option appears to demonstrate good preliminary design for open space and opportunities for varying sizes of businesses. The north area between the building and the micro retail areas should remain an open passageway for retail browsing on both sides.
- Small business presence is important at this site.
- Work diligently to include culturally appropriate programming beyond superficial art and pattern references.
- It is important that useful, healthy, service oriented business are brought to the site rather than national chain junk food/drink/gift stores.
- The upper levels of the proposed building need quality form, modulation, interest and purpose.
- The “12” building form from birds eye view is not good.
- Show the design intent for the building rooftops.
- Communicate with the surrounding neighborhood to identify needs and desires.
- HCAACP looks forward to continuing relationship to encourage a quality plaza, internal walkway, artist’s opportunities and welcoming design.
- The neighborhood gateway is located at Jackson and Rainier, this site is central to the neighborhood area.
- The intersection is very important for place making and functionality.
- Research the history of this red-lined area and illuminate that history in a design response.
- Create a development and ownership program at this site to provide ownership opportunities for small, local businesses who would like to locate here.
- The Design Review Board is not from the Central District.
- Create a new Design Review Board specifically for the Central District.
- The Central District Neighborhood Design Guidelines need to be completed and codified.
- The micro retail areas and retail kiosks are a good aspect of the proposal so keep them.
- The preferred alternative looks good.
- Bring graphics that show the development from several blocks away to see how it sits in the neighborhood fabric.
- Create a design that helps define and create a sense of place and not a generic development.
- Retain views to Mt. Rainier from neighboring residential buildings.
- Include ample bicycle parking.
- Use quality materials and minimize using Hardiboard.
- Design to support the bus stop and transit riders for comfort, weather protection and a sense of security.
- Create affordable units.
- Avoid curb cuts on 23<sup>rd</sup> Avenue. Use King for curb cut.
- White persons are not able to understand black person needs.
- This intersection is an active community which should not be pushed out, but served well.
- Design forms and programs to keep jobs.
- Find minority construction firms to work on the project.

<b>PRIORITIES &amp; BOARD RECOMMENDATIONS</b>
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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.

## **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**

#### **CS1 Natural Systems and Site Features: Use natural systems/features of the site and its surroundings as a starting point for project design.**

##### **CS1-A Energy Use**

**CS1-A-1. Energy Choices:** At the earliest phase of project development, examine how energy choices may influence building form, siting, and orientation, and factor in the findings when making siting and design decisions.

##### **CS1-B Sunlight and Natural Ventilation**

**CS1-B-1. Sun and Wind:** Take advantage of solar exposure and natural ventilation. Use local wind patterns and solar gain to reduce the need for mechanical ventilation and heating where possible.

**CS1-B-2. Daylight and Shading:** Maximize daylight for interior and exterior spaces and minimize shading on adjacent sites through the placement and/or design of structures on site.

**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.

#### **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-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.

**CS3-A-2. Contemporary Design:** Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.

**CS3-A-3. Established Neighborhoods:** In existing neighborhoods with a well-defined architectural character, site and design new structures to complement or be compatible with the architectural style and siting patterns of neighborhood buildings.

**CS3-A-4. Evolving Neighborhoods:** In neighborhoods where architectural character is evolving or otherwise in transition, explore ways for new development to establish a positive and desirable context for others to build upon in the future.

### **CS3-B Local History and Culture**

**CS3-B-1. Placemaking:** Explore the history of the site and neighborhood as a potential placemaking opportunity. Look for historical and cultural significance, using neighborhood groups and archives as resources.

**CS3-B-2. Historical/Cultural References:** Reuse existing structures on the site where feasible as a means of incorporating historical or cultural elements into the new project.

**At the Early Design Guidance Meeting, the Board directed the applicant to design with intent to capture daylight and sun on open spaces and for units across the proposal. The Board agreed with the public that this site should be designed for the community of users it now serves including and not limited to the following spaces: a large ground level area for a**

grocery, many smaller commercial areas for mid-size commercial and interesting retail building forms that would accommodate micro commercial and kiosks for commercial uses as well. The Board thought that the urban pattern and built form will be strong if a variety of commercial spaces are made available. The Board directed the applicant to provide a place for a strong sense of place to develop, take root and evolve rather than applying a formulaic cultural appropriation that may or may not result in an authentic response to perceived sense of place. The Board directed the applicant to make many connections to the street right of way and to create open space that is accessible, sunlit and visible. The Board directed the applicant to further develop more details of the building proposal that respond to neighboring lower intensity zones and residential uses.

## PUBLIC LIFE

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

### **PL1-A Network of Open Spaces**

**PL1-A-2. Adding to Public Life:** Seek opportunities to foster human interaction through an increase in the size and quality of project-related open space available for public life.

### **PL1-B Walkways and Connections**

**PL1-B-1. Pedestrian Infrastructure:** Connect on-site pedestrian walkways with existing public and private pedestrian infrastructure, thereby supporting pedestrian connections within and outside the project.

**PL1-B-2. Pedestrian Volumes:** Provide ample space for pedestrian flow and circulation, particularly in areas where there is already heavy pedestrian traffic or where the project is expected to add or attract pedestrians to the area.

**PL1-B-3. Pedestrian Amenities:** Opportunities for creating lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction with the site and building should be considered.

### **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-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-3. Individual Entries:** Ground-related housing should be scaled and detailed appropriately to provide for a more intimate type of entry.

**PL3-A-4. Ensemble of Elements:** Design the entry as a collection of coordinated elements including the door(s), overhead features, ground surface, landscaping, lighting, and other features.

**PL3-B Residential Edges**

**PL3-B-1. Security and Privacy:** Provide security and privacy for residential buildings through the use of a buffer or semi-private space between the development and the street or neighboring buildings.

**PL3-B-2. Ground-level Residential:** Privacy and security issues are particularly important in buildings with ground-level housing, both at entries and where windows are located overlooking the street.

**PL3-B-4. Interaction:** Provide opportunities for interaction among residents and neighbors.

**PL3-C Retail Edges**

**PL3-C-1. Porous Edge:** Engage passersby with opportunities to interact visually with the building interior using glazing and transparency. Create multiple entries where possible and make a physical and visual connection between people on the sidewalk and retail activities in the building.

**PL3-C-2. Visibility:** Maximize visibility into the building interior and merchandise displays. Consider fully operational glazed wall-sized doors that can be completely opened to the street, increased height in lobbies, and/or special lighting for displays.

**PL3-C-3. Ancillary Activities:** Allow space for activities such as sidewalk vending, seating, and restaurant dining to occur. Consider setting structures back from the street or incorporating space in the project design into which retail uses can extend.

**At the EDG meeting the Board directed the applicant to create walkways that link to the sidewalk and create open space that manages pedestrian volumes and outdoor uses to support community gathering. The Board wants to see a highly transparent building proposal on both 23<sup>rd</sup> and Jackson to support an active pedestrian environment and sense of openness between the commercial uses and public realm. The Board requested a full landscape plan and courtyard passage plan that works with the topography and the uses that border it and which provides a sense of secure passage. The courtyard should be fully landscaped with a unified design. The Board wants to see main residential entries that are identifiable and which presents a full ensemble of entry hierarchy and way finding.**

**DESIGN CONCEPT**

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

**DC1-A Arrangement of Interior Uses**

**DC1-A-1. Visibility:** Locate uses and services frequently used by the public in visible or prominent areas, such as at entries or along the street front.

**DC1-A-4. Views and Connections:** Locate interior uses and activities to take advantage of views and physical connections to exterior spaces and uses.

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

**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-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-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.

#### **DC2-E Form and Function**

**DC2-E-1. Legibility and Flexibility:** Strive for a balance between building use legibility and flexibility. Design buildings such that their primary functions and uses can be readily determined from the exterior, making the building easy to access and understand. At the same time, design flexibility into the building so that it may remain useful over time even as specific programmatic needs evolve.

### **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.

#### **DC3-B Open Space Uses and Activities**

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

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

**DC3-B-4. Multifamily Open Space:** Design common and private open spaces in multifamily projects for use by all residents to encourage physical activity and social interaction.

#### **DC3-C Design**

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

### **DC4 Exterior Elements and Finishes: Use appropriate and high quality elements and finishes for the building and its open spaces.**

#### **DC4-A Exterior Elements and Finishes**

**DC4-A-1. Exterior Finish Materials:** Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.

**DC4-A-2. Climate Appropriateness:** Select durable and attractive materials that will age well in Seattle’s climate, taking special care to detail corners, edges, and transitions.

#### **DC4-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.

**At the Early Design Guidance meeting the Board agreed with public comments and directed the applicant to develop a design that captures the area identity and which translates the identity into quality built form. The Board also directed them to explore ownership options for local retailers to be able to purchase or share in purchase of the commercial spaces and to design for community activity at this site. The Board will consider vehicle and delivery site access options with further design development. The applicant’s preferred massing was acknowledged by the Board to have the most merit for further development. The Board asked to see more detail on the building forms with details including balconies, ground level units and how they bring activity to the ground plane, gardens, upper level modulation, rooftop uses or features, etc. The Board directed the applicant to use high quality materials throughout the proposal. The Board would like to see brick at the lower levels and other quality materials.**

**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.

The following departures were requested:

1. **Street Level Development Standards (SMC 23.47A.008):** The Code requires facades be located within 10 feet of the property line. The applicant proposes a varied setback to accommodate programmatic design and open space.

The Board indicated that they are favorable to this departure with further information.

2. **Street Level Development Standards (SMC 23.47A.008):** The Code requires commercial uses. The applicant proposes community use at the ground level for a community room.

The Board indicated that they are favorable to this departure with further information.

3. **Parking Access (SMC 23.47A.032):** The Code requires parking be accessed from non-pedestrian designated streets. The applicant proposes access from a pedestrian designated street.

The Board indicated that they may be favorable to this departure with further information.

4. **Curb cut width (SMC 23.54.030):** The Code allows a maximum width of 25 feet. The applicant proposes approximately 50 foot curb cut or two 25 foot curb cuts.

The Board indicated that will consider this departure with further information.

## **BOARD DIRECTION**

At the conclusion of the EARLY DESIGN GUIDANCE meeting, the Board recommended the project return for another meeting in response to the guidance provided. The next presentation should supply a lot of building and site detail to communicate the proposed design, program, uses, open space, etc.