City of Seattle

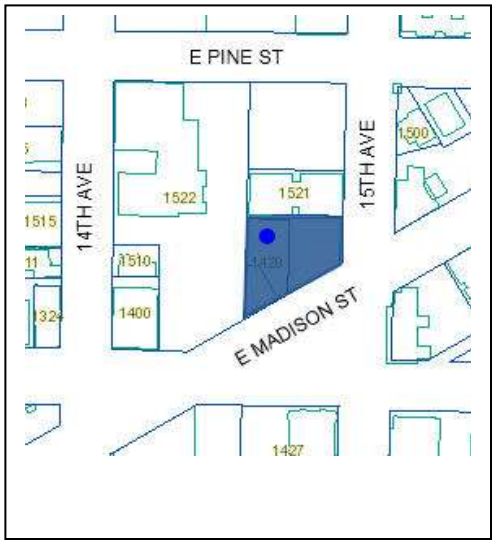
Department of Planning & Development

RECOMMENDATION MEETING OF THE
EAST DESIGN REVIEW BOARD

Record Number:	3030867-LU
Address:	1420 East Madison Street
Applicant:	Jeff Oakley of Johnson Architects for Metropolitan Companies, Inc.
Date of Meeting:	Wednesday, June 13, 2018
Board Members Present:	Betsy Anderson Andrew Haas (Chair) AJ Taaca Alastair Townsend
Board Members Absent:	Melissa Alexander
SDCI Staff Present:	Beth Hartwick

SITE & VICINITY

Site Zone:	NC3P-65
Nearby Zones:	(North) NC3P-65 and NC3P-40 (South) NC3P-65 and NC3-65 (East) NC3-65 (West) NC3P-65
Lot Area:	12,226 square feet



Current Development:	The site is located in the Capitol Hill neighborhood on the eastern edge of the Pike Pine Overlay and a Pedestrian overlay. East Madison St is located to the south and 15th Avenue is located to the east. The site slopes downward from the east to the west. The site is occupied by a mixed use apartment building constructed in 2017 which was reviewed and approved under project # 3013776. A bus stop is adjacent to the site on East Madison Street.
Access:	Vehicular access is via a curb cut on E. Madison St. A 10' wide access easement is located on the north side of the property.
Surrounding Development and Neighborhood Character:	Structures adjacent to the site include a 4-story residential building to the north, a religious institution and historic landmark to the northwest, and a 2-story century commercial structure to the west. These structures represent early 20th century architecture. A Living Building with commercial and office uses is located to the south, across E. Madison St (Bullitt Foundation). A park is also across E. Madison St, adjacent to the Living Building. East Madison Street is a mixed-use commercial corridor connecting downtown with Lake Washington. This section of E. Madison Street includes several recent mixed-use buildings with additional projects under construction or in the permitting process. 15th Avenue is predominantly residential in this area of Capitol Hill. This street transitions to a mixed-use and commercial character approximately three blocks to the north. East Madison Street and nearby streets include frequent transit service. East Madison Street is identified as a future bus rapid transit route. Pedestrian and bicycle activity are also high in this area.

PROJECT DESCRIPTION

This is a major MUP revision to a mixed use apartment building project that went before the East Board under project #3013776, and had its Recommendation meeting back on 1/14/15. The building is fully constructed but has not yet obtained a final certificate of occupancy from SDCI.

During the Land Use planners site inspection to allow TCO (temporary certificate of occupancy) back in August of 2017 it was apparent that the building was not constructed as shown in the Recommendation packet, the approved MUP plan set, and the approved building permit plan set.

The design approved under MUP 3013776 had vertical fins that were a lighter contrasting color to the rest of the metal siding. The color of the vertical metal fins on the two street-facing and west façades were supposed to be "cool metallic champagne" in contrast to the darker color "Vintage" metal siding. During the site inspection it was apparent that the metal siding including the vertical fins had also been constructed with the darker color. SDCI notified the design team that the metal fins would need to be rebuilt with the approved color, or submit a MUP revision to review the change. SDCI determined that the change required a major MUP revision, with additional Design Review Board review. The applicant chose to proceed with the major revision so that the Board could review the changes to the approved color palette.

Copied below are the recommendations relating to the metal siding from the 2015 final recommendation meeting.

Below is a link to the design review packet considered at the 2015 final recommendation meeting:
http://www.seattle.gov/dpd/AppDocs/GroupMeetings/DRProposal3013776AgendaID5214.pdf

MUP 3013776 RECOMMENDATION MEETING (January 14, 2015):

The Board was pleased with the massing and design of the development. The Board commended the development team for working with the owners of the development to the north.

1. ***Materials: The Board discussed the thickness and contrasting colors of the metal panel system with vertical fins. There was some concern that the vertical fins won't work as a design element but the Board agreed the fins are providing interest to a building that would otherwise be flat. (DC2.B.1, DC2.D.1, DC4.A.1)***
    a. *The Board and design team agreed that the exterior metal panels shall be of a thick gauge to avoid oil-canning. (DC4.A.1)*
    b. ***Design the exterior metal panels and the vertical fins to read as elegant vertical pin-stripes. (DC2.B.1, DC2.D.1)*** (emphasis added)
    c. *The Board noted that the 4' deep balconies are a good contrast to the vertical elements of the exterior skin. (DC2.C.1, DC2.C.2)*

MUP 3030867-LU RECOMMENDATION MEETING JUNE 13, 2018

PUBLIC COMMETS:
No public comments were offered at the meeting.

PRIORITIES & BOARD RECOMMENDATIONS
The Design Review Board members provided the following design guidance.

BOARD DELIBERATION
Note that this meeting was to only review the color of the constructed metal vertical fins.

The Board stated that the proposed change to the color of the fins creates a major difference to the design that was recommended for approval in 2015 and agreed that the change required additional Design Review Board consideration.

1. **Metal Vertical Fins:** During their presentation to the Board the design team stated that they could not get the Cool Champagne metal color in the appropriate gauge during construction when the metal siding was to be applied, and after considering their options, decided to use the darker Vantage color for all of the metal siding. The design team did not contact the SDCI Land Use planner to notify them of this proposed change.

   The Board deliberated whether the applicant should replace the fins with the metal color that was approved back in 2015. Other options considered were painting the fins the approved color and covering the fins with a film. The Board was concerned about the durability of painting the metal fins, while the film option was not seriously considered.

   A couple of the Board members noted that the difference between the two approved colors, Vantage and Cool Metallic Champagne, was subtle and stated that the verticality and size of the fins provided the intended contrast to the smooth metal siding. (DC2-C-1)

2. **Mural:** During their presentation to the Board the design team offered to add a mural on the west facing concrete wall along the parking lot of the church in the abutting property. The Board was intrigued by the idea of a colorful mural. During deliberation, the Board noted that the abutting site could be developed in the future and the mural covered up. However, the Board recommended by a vote of three to one that a colorful art mural would add visual interest and human scale to a previously approved blank façade.

   Three Board members voted to recommend the mural as a condition of approval, and to allow the color of the fins to remain as constructed. One Board member voted to have the fins replaced with the approved color.

   The Board also noted concern about setting a precedent of allowing projects to be constructed differently than approved, and stated that bringing the project back to the Design Review Board was appropriate.

   The Board recommended a condition that the applicant is to sign an agreement with SDCI that they will install a mural along the western concrete wall. The mural is to be completed within three months from June 14, 2018. The Board encouraged using a local artist from the neighboring community but gave no further specifications on the mural except that the mural is not to be a branding design, hence no references to the Building name of “Broadcast” are to be used. City Staff has determined that along with the agreement to install a mural, an easement agreement with the church property owners allowing access to their site to install the mural shall also be required. (DC2-D)

The priority Citywide and Pike/Pine 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-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.

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-C-2. Mid-Block Sites: Look to the uses and scales of adjacent buildings for clues about how to design a mid-block building. Continue a strong street-edge and respond to datum lines of adjacent buildings at the first three floors.

CS2-C-3. Full Block Sites: Break up long facades of full-block buildings to avoid a monolithic presence. Provide detail and human scale at street-level, and include repeating elements to add variety and rhythm to the façade and overall building design.

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.

Pike/Pine Supplemental Guidance:

CS2-I Responding to Site Characteristics

CS2-I-i. Street Grid: A change in street grid alignment causing unique, irregular-shaped lots, including Union and Madison and 10th and Broadway Court

CS2-I-ii. Intersections: "Bow tie" intersections at 13th/14th between Pike/Pine/Madison

CS2-II Corner Lots

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

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

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

a. Respect the rhythm established by traditional facade widths. Most structure widths are related to the lot width. Typically, structures are built on one lot with a width of 50 or 60 feet; or on two combined lots with a width of 100 or 120 feet. If a proposed development is on a lot that is larger than is typical, it may be necessary to modify the rhythm of the building to maintain the existing scale at the street. Even in older buildings that may be massive, the mass is typically broken up by a rhythm of bays, humanizing the scale of the structure.

b. Relate the height of structures to neighboring structures as viewed from the sidewalk. If a proposed structure is taller than surrounding structures, it may be necessary to modify the structure height or depth on upper floors to maintain the existing scale at the street, especially for larger developments.

c. Consider full or partial setbacks of upper stories to maintain street-level proportions. Given the greater width and height possible for new structures, a more compatible massing may be achieved if portions of the upper floors set back from the street, with other portions extending to the street lot line, creating setbacks at intervals that reflect the typical facade widths of existing structures.

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

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

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.

Pike/Pine Supplemental Guidance:

CS3-I Height, Bulk, and Scale Compatibility and Pike/ Pine Scale and Proportion

CS3-I-i. Visual Continuity: Align architectural features with patterns established by the vernacular architecture of neighborhood structures to create visual continuity.

CS3-I-ii. Auto Row Aesthetic: Use building components that are similar in size and shape to those found in structures along the street from the auto row period.

CS3-I-iii. Opening Proportions: Keep the proportions of window and door openings similar to those of existing character structures on the block or in the neighborhood.

CS3-I-iv. Window Context: Use windows compatible in proportion, size, and orientation to those found in character structures in the surrounding area.

CS3-IV Architectural Context

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

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

CS3-IV-ii. Architectural Cues: Take architectural cues from developments listed in guidelines.

PUBLIC LIFE

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

PL2-B Safety and Security

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.

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.

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.

PL4-C-2. On-site Transit Stops: If a transit stop is located onsite, design project-related pedestrian improvements and amenities so that they complement any amenities provided for transit riders.

PL4-C-3. Transit Connections: Where no transit stops are on or adjacent to the site, identify where the nearest transit stops and pedestrian routes are and include design features and connections within the project design as appropriate.

DESIGN CONCEPT

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

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-3. Multiple Uses: Design parking areas to serve multiple uses such as children's play space, outdoor gathering areas, sports courts, woonerf, or common space in multifamily projects.

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.

Pike/Pine Supplemental Guidance:

DC1-I Location of Parking on Commercial Street Fronts

DC1-i. Garage Entries: Garage entryways facing the street should be compatible with the pedestrian entry to avoid a blank facade. Steel mesh is a preferred alternative to solid doors.

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-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.

Pike/Pine Supplemental Guidance:

DC2-I Height, Bulk, and Scale Compatibility and Pike/Pine Scale and Proportion

DC2-I-i. First Floor Facade: Design the first floor façade to encourage a small-scale, pedestrian-oriented character.

a. Visually separate the ground floor spaces to create the appearance of several smaller spaces 25 feet to 60 feet wide.

b. Repeat common elements found in neighborhood commercial buildings, such as clearly defined primary entrances and large display windows.

c. Provide generous floor to ceiling heights on the ground floor with a high degree of transparency.

d. Consider variations in the street-level facade, such as shallow recesses at entries or arcades, to add variety.

DC2-I-ii. Wide/Long Structures: Address conditions of wide or long structures.

a. For project sites that are wider than usual, articulate the facade to respect traditional façade widths. For example, a facade may be broken into separate forms that match the widths of surrounding structures. This articulation should be substantive, and not merely a surface treatment.

b. Employ variations in floor level façades, roof styles, architectural details, and finishes to break up the appearance of large structures.

c. Incorporate design features to create visual variety and to avoid a largescale, bulky or monolithic appearance.

d. Consider a street-facing courtyard to minimize the bulk of structures on streets intended to have a residential character.

e. Consider stepping back upper stories of structures on larger sites to allow light filter through multiple levels and to create architectural variety.

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

Pike/Pine Supplemental Guidance:

DC3-II Landscaping to Enhance the Building and/or Site

DC3-II-i. Public Space Enhancement: The creation of small gardens and art within the street right-of-way is encouraged in the Pike/ Pine neighborhood in order to enhance and energize the pedestrian experience. This is especially desirable for residential and mixed use developments as well as a means to distinguish commercial areas from institutional areas. Providing vertical landscaping, trellises or window boxes for plants is also desirable. Street greening is specifically recommended along listed streets.

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

DC4-A Exterior Elements and Finishes

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

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

Pike/Pine Supplemental Guidance:

DC4-I Exterior Finish Materials

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

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

DEVELOPMENT STANDARD DEPARTURES

No changes to previously approved departures were requested as part of this **Recommendation** meeting.

RECOMMENDATIONS

The recommendation summarized above was based on the design review packet dated Wednesday, June 13, 2018, and the materials shown and verbally described by the applicant at the Wednesday, June 13, 2018 Design Recommendation meeting. After considering the site and context, hearing public comment, reconsidering the previously identified design priorities and reviewing the materials, three of the four Design Review Board members recommended APPROVAL of the change of the color of the fins (as constructed), with the following condition:

1. The owner of the Broadcast apartments is to provide SDCI with a signed agreement that by the date of September 14th a colorful mural will be installed on the west-facing concrete wall along the western property line. An access easement agreement with the owners of the abutting property to the west shall be provided to ensure the mural can be constructed. (DC2-D)