



EARLY DESIGN GUIDANCE OF THE SOUTHWEST DESIGN REVIEW BOARD

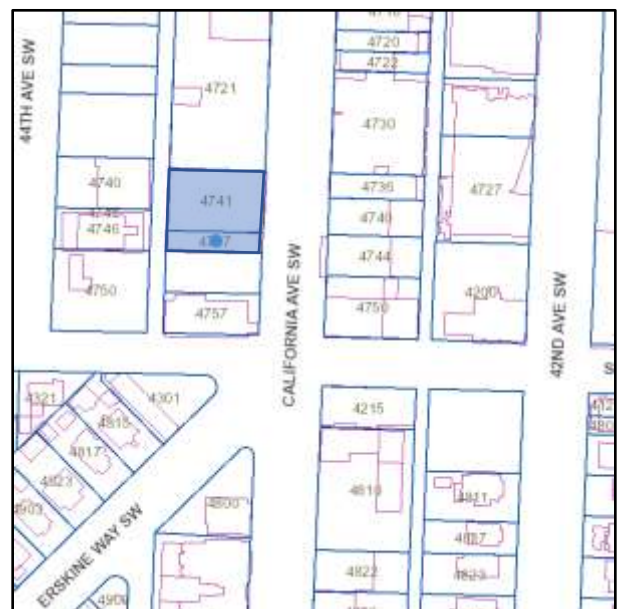
Record Number: 3032052-EG
Address: 4747 California Avenue Southwest
Applicant: Jodi Patterson O'Hare
Date of Meeting: Thursday, July 19, 2018
Board Members Present: Crystal Loya (chair), John Cheng, Matt Hutchins, Scott Rosenstock
Board Members Absent: Donald Caffrey (recused)
SDCI Staff Present: Allison Whitworth

SITE & VICINITY

Site Zone: Neighborhood Commercial 3 with an 85' structure height limit (NC3P-85)

Nearby Zones: (North) NC3P-85, (South) NC3P-85, (East) NC3P-85, (West) NC2-65

Lot Area: 11,700 square feet (sf)



Current Development:

The project site is currently developed with two single-story commercial structures constructed in 1939 and 1956. The project site is relatively flat with no significant change in grade.

Surrounding Development and Neighborhood Character:

The site is located within the commercial core of the West Seattle Junction Urban Village, which is characterized by predominantly one-two story commercial development with a pedestrian oriented streetscape. The west side of the block of California Ave SW containing the project site is defined by a strong one-story datum line.

North and east of the project site across California Ave SW are one-story commercial structures while to the south is a surface parking lot. To the west across the alley is 6-story mixed-use structure.

Access:

The proposal provides vehicular access to the site from the alley adjoining the west property line.

Environmentally Critical Areas:

None.

PROJECT DESCRIPTION

Design Review Early Design Guidance for a 7-story, 82-unit apartment building with general retail sales and service. Parking for 45 vehicles proposed. Existing buildings to be demolished.

The design packet includes information presented at the meeting, and is available online by entering the record number at this website:

<http://www.seattle.gov/DPD/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

The packet is also available to view in the file, by contacting the Public Resource Center at SDCl:

Mailing Public Resource Center

Address: 700 Fifth Ave., Suite 2000
P.O. Box 34019
Seattle, WA 98124-4019

Email: PRC@seattle.gov

EARLY DESIGN GUIDANCE July 19, 2018

PUBLIC COMMENT

The following public comments were offered at this meeting:

- Concerned with impacts to territorial views from the roof deck of neighboring buildings.
- Questioned whether the parking stalls would be utilized.
- Concerned with alley congestion and pedestrian safety.
- Supported the preferred massing option.
- Felt the preferred massing option was appropriate on this block face.
- Noted the structure will set a precedent for new development on the west side of California Ave SW.
- Concerned with construction impacts in the alley and maintenance of access.
- Supported providing parking.
- Pleased to see three unique massing options.
- Noted the preferred massing option is at odds with the design guidelines but responds to the context.
- Recommended that the interior uses be articulated on the exterior.
- Recommended extensive use of brick or other traditional materials such as terra cotta to strengthen the connection to historic development in the commercial core.
- Recommended balconies of useable depth.
- Recommended adequate space for pedestrian activity and seating along California Ave SW.
- Noted the existing mural and recommended appropriate process for removal.
- Noted the importance of the alley façade and recommended a strong rear entry.
- Recommended consideration of the how the sidewalk is used and the public gathers there.

The following comments from SDOT were received in writing prior to the meeting:

- SDOT requires all trash collection and vehicle access from the alley.
- While a 6' sidewalk and 5.5' planting strip is required, SDOT recommends the development consider an 8' sidewalk to improve the public realm and provide a more generous pedestrian zone at the southern gateway to the Junction.

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

- Recommended attention be given to safety in design of the alley facade and vehicular access.
- Recommended adequate storage space for trash be provided.

One purpose of the design review process is for the Board and City to receive comments from the public that help to identify feedback and concerns about the site and design concept, identify applicable citywide and neighborhood design guidelines of highest priority to the site and explore conceptual design, siting alternatives and eventual architectural design. Concerns with off-street parking and construction impacts are reviewed as part of the environmental review conducted by SDCI and are not part of this review. Concerns with trash storage standards are addressed under the City's zoning code and are not part of this review.

All public comments submitted in writing for this project can be viewed using the following link and entering the record number-EG: <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. Massing:** The Board discussed the three massing options and identified successful elements of option 1 including the ground level setback from California Ave SW and the two distinct massing volumes which reference the established platting pattern of the street. However, the Board ultimately supported the applicant's preferred massing option 3 as the basis for further refinement with the following guidance.
 - a. The Board supported the one-story base of the preferred massing option. While recognizing this was contrary to the two-story base recommended for large new development by the West Seattle Junction Neighborhood Design Guidelines, the Board agreed the one-story base was the most appropriate response to the strong one-story datum line created by existing development north of the site and was successful in respecting the scale and character of the street due to the deep setback of the upper levels. The Board also supported a one-story base as the form reflects the interior function, whereas a two-story base would not. (CS2-I Streetscape Compatibility, CS2-D-2 Mid-Block Sites, CS3-A-1 Fitting Old and New Together, CS3-A-3 Established Neighborhoods)
 - b. The Board agreed that the massing of the upper levels should respect the established platting pattern of the street and respond to the articulation of the base and gave guidance to provide depth and breaks in the upper massing. This could potentially be accomplished by providing recessed balconies of substantial depth. (CS2-I Streetscape Compatibility, CS3-I-i Façade Articulation, CS3-A-1 Fitting Old and New Together, CS3-A-3 Established Neighborhoods)
 - c. The Board appreciated the stepped massing along the west façade as an appropriate response to the zone transition and existing development. (CS2-D-2 Mid-Block Sites, CS2-D Height, Bulk and Scale)

- 2. Streetscape & Residential Entry:** The Board discussed the character and function of the street and provided the following guidance:
 - a. Noting SDOT's recommendation, the Board encouraged setting back the base level from the sidewalk along California Ave SW to accommodate pedestrians and spillover retail activity but would like to see study of setback options at the Recommendation meeting. (CS2-B-2 Connection to the Street, PL1-I Human Activity, PL2-II Open Spaces and Entries)
 - b. The Board gave guidance to further develop the streetscape with pedestrian amenities including street furniture, landscaping and bicycle facilities. Studies of the streetscape should be provided at the Recommendation meeting. (PL1-I Human Activity, PL2-II Open Spaces and Entries)
 - c. The Board also requested study of the street tree pattern and questioned whether an additional street tree should be provided across from the residential entry to maintain the established rhythm. (DC4-D Trees, Landscape and Hardscape Materials, PL2-II Open Spaces and Entries)

- d. The Board questioned how the commercial seating area and recessed residential entry work together and if adequate space is provided to accommodate both uses. The Board asked the applicant to further study and demonstrate how the area will function at the Recommendation meeting. (PL1-I Human Activity, PL2-II Open Spaces and Entries)
- 3. Alley Façade:** The Board acknowledged public comment regarding safety considerations in the alley and recommended further study of the function and design of the alley façade, in response to the following guidance.
 - a. The Board noted the amount of pedestrian traffic in the alley and precedence for alley entries and gave guidance to develop a welcoming pedestrian entry from the alley. (PL1-I Human Activity, PL2-II Open Spaces and Entries, CS2-B-2 Connection to the Street)
 - b. The Board requested further study of the alley elevation and relationship with adjacent structure. At the Recommendation meeting the Board would like to review a detailed section drawing through the alley. (CS2-B Adjacent Sites, Streets, and Open Spaces, CS2-D-5 Respect for Adjacent Sites)
 - c. The Board provided guidance to design the alley façade with safety in mind and incorporate lighting. (DC4-C Lighting)
- 4. Materiality & Façade Composition:** The Board discussed material application and composition of the façade and provided the following guidance.
 - a. The Board gave guidance to utilize high quality, durable materials and storefront detailing which respond to the existing historic character of the commercial core. (CS3-A-1 Fitting Old and New Together, CS3-A-3 Established Neighborhoods, CS3-I-i Façade Articulation, CS3-I-ii Architectural Cues, DC4-A Building Materials)
 - b. The Board agreed that the application of materials should emphasize the separation of the base and upper levels but that the overall articulation of the two massing volumes should read as a cohesive façade. (DC2-B-1 Façade Composition, CS3-I-i Façade Articulation)
- 5. Amenity Area:** The Board discussed the location and function of amenity area. At the Recommendation meeting the Board would like to review a fully developed design of amenity spaces and provided the following guidance.
 - a. The Board supported the location of the roof deck amenity area at the southwest corner of level 7. The Board also supported the relationship of the roof deck to the interior amenity area and provided guidance to develop it as the main amenity area for the site, continue to emphasize the interior to exterior connection and maximize views. (DC3-A-1 Interior/Exterior Fit, DC3-B Open Space Uses and Activities)
 - b. The Board questioned whether the corner common amenity area at level 2 would be more appropriately located at the northeast corner and requested further study be provided at the Recommendation meeting. (DC3-B Open Space Uses and Activities)
- 6. South Façade:** The Board expressed concern with the blank wall condition at the south façade and requested an artful architectural treatment such as a mural. (CS2-D-2 Mid-Block Sites, DC2-B-2 Blank Walls)

DEVELOPMENT STANDARD DEPARTURES

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

At the time of the Early Design Guidance no departures were requested.

DESIGN REVIEW GUIDELINES

The Citywide and Neighborhood guidelines recognized by the Board as Priority Guidelines are identified above. All guidelines remain applicable and are summarized below. 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.

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.

CS1-E Water

CS1-E-1. Natural Water Features: If the site includes any natural water features, consider ways to incorporate them into project design, where feasible

CS1-E-2. Adding Interest with Project Drainage: Use project drainage systems as opportunities to add interest to the site through water-related design elements.

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.

West Seattle Junction Supplemental Guidance:

CS2-I Streetscape Compatibility

CS2-I-i. Street Wall Scale: Reduce the scale of the street wall with well-organized commercial and residential bays and entries, and reinforce this with placement of street trees, drop lighting on buildings, benches and planters.

CS2-I-ii. Punctuate Street Wall: Provide recessed entries and ground-related, small open spaces as appropriate breaks in the street wall.

CS2-I-iii. Outdoor Utility Hookups: Outdoor power and water sources are encouraged to be provided in order to facilitate building maintenance and exterior decorative lighting needs. Conveniently located sources could also be taken advantage of for special community events.

CS2-II Corner Lots

CS2-II-i. Reinforce Street Corners: New buildings should reinforce street corners, while enhancing the pedestrian environment.

CS2-II-ii. Human-scaled Open Space: Public space at the corner, whether open or enclosed, should be scaled in a manner that allows for pedestrian flow and encourages social interaction. To achieve a human scale, these spaces should be well defined and integrated into the overall design of the building. Consider:

- a. providing seating;
- b. incorporating art that engages people; and
- c. setting back corner entries to facilitate pedestrian flow and allow for good visibility at the intersection.

CS2-II-iii. Neighborhood Gateways: Building forms and design elements and features at the corner of key intersections should create gateways for the neighborhood. These buildings should announce the block through the inclusion of features that grab one's interest and mark entry. See guidelines for Gateway location map.

CS2-III Height, Bulk and Scale

CS2-III-i. Zoning Context: Applicant must analyze the site in relationship to its surroundings. This should include:

- a. Distance from less intensive zone; and
- b. Separation between lots in different zones (property line only, alley, grade changes).

CS2-III-ii. New Development in NC zones 65' or Higher:

- a. Patterns of urban form in existing built environment, such as setbacks and massing compositions.
- b. Size of Code-allowable building envelope in relation to underlying platting pattern.

CS2-III-iii. Facade Articulation: New buildings should use architectural methods including modulation, color, texture, entries, materials and detailing to break up the

façade— particularly important for long buildings—into sections and character consistent with traditional, multi-bay commercial buildings prevalent in the neighborhood’s commercial core (see map 1, page 1).

CS2-III-iv. Break Up Visual Mass: The arrangement of architectural elements, materials and colors should aid in mitigating height, bulk and scale impacts of Neighborhood Commercial development, particularly at the upper levels. For development greater than 65 feet in height, a strong horizontal treatment (e.g. cornice line) should occur at 65 ft. Consider a change of materials, as well as a progressively lighter color application to reduce the appearance of upper levels from the street and adjacent properties. The use of architectural style, details (e.g. rooflines, cornice lines, fenestration patterns), and materials found in less intensive surrounding buildings should be considered.

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.

West Seattle Junction Supplemental Guidance:

CS3-I Architectural Context

CS3-I-i. Facade Articulation: To make new, larger development compatible with the surrounding architectural context, facade articulation and architectural embellishment are important considerations in mixed-use and multifamily residential buildings. When larger buildings replace several small buildings, facade articulation should reflect the original platting pattern and reinforce the architectural rhythm established in the commercial core (see map 1, page 1).

CS3-I-ii. Architectural Cues: New mixed-use development should respond to several architectural features common in the Junction’s best storefront buildings to preserve and enhance pedestrian orientation and maintain an acceptable level of consistency with the existing architecture. To create cohesiveness in the Junction, identifiable and exemplary architectural patterns should be reinforced. New elements can be introduced - provided they are accompanied by strong design linkages. Preferred elements can be found in the examples of commercial and mixed-use buildings in the Junction included on this page.

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-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.

West Seattle Junction Supplemental Guidance:

PL1-I Human Activity

PL1-I-i. California Avenue Commercial Core: Proposed development is encouraged to set back from the front property line to allow for more public space that enhances the pedestrian environment. Building facades should give shape to the space of the street

through arrangement and scale of elements. Display windows should be large and open at the street level to provide interest and encourage activity along the sidewalk. At night, these windows should provide a secondary source of lighting.

PL1-I-ii. Public Space Trade-Off: In exchange for a loss of development potential at the ground floor, the Design Review Board is encouraged to entertain requests for departures to exceed the lot coverage requirement for mixed-use projects.

PL1-I-iii. Recessed Entries: When a setback is not appropriate or feasible, consider maximizing street level open space with recessed entries and commercial display windows that are open and inviting.

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

PL2-A Accessibility

PL2-A-1. Access for All: Provide access for people of all abilities in a manner that is fully integrated into the project design. Design entries and other primary access points such that all visitors can be greeted and welcomed through the front door.

PL2-A-2. Access Challenges: Add features to assist pedestrians in navigating sloped sites, long blocks, or other challenges.

PL2-B Safety and Security

PL2-B-1. Eyes on the Street: Create a safe environment by providing lines of sight and encouraging natural surveillance.

PL2-B-2. Lighting for Safety: Provide lighting at sufficient lumen intensities and scales, including pathway illumination, pedestrian and entry lighting, and/or security lights.

PL2-B-3. Street-Level Transparency: Ensure transparency of street-level uses (for uses such as nonresidential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along narrow passageways.

PL2-C Weather Protection

PL2-C-1. Locations and Coverage: Overhead weather protection is encouraged and should be located at or near uses that generate pedestrian activity such as entries, retail uses, and transit stops.

PL2-C-2. Design Integration: Integrate weather protection, gutters and downspouts into the design of the structure as a whole, and ensure that it also relates well to neighboring buildings in design, coverage, or other features.

PL2-C-3. People-Friendly Spaces: Create an artful and people-friendly space beneath building.

PL2-D Wayfinding

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

West Seattle Junction Supplemental Guidance:

PL2-I Human Scale

PL2-I-i. Overhead Weather Protection: Overhead weather protection should be functional and appropriately scaled, as defined by the height and depth of the weather protection. It should be viewed as an architectural amenity, and therefore contribute

positively to the design of the building with appropriate proportions and character. Overhead weather protection should be designed with consideration given to:

- a. Continuity with weather protection on nearby buildings.
- b. When opaque material is used, the underside should be illuminated.
- c. The height and depth of the weather protection should provide a comfortable scale for pedestrians.

PL2-II Pedestrian Open Spaces and Entrances

PL2-II-i. Street Amenities: Streetscape amenities mark the entry and serve as way finding devices in announcing to visitors their arrival in the commercial district. Consider incorporating the following treatments to accomplish this goal:

- a. pedestrian scale sidewalk lighting;
- b. accent pavers at corners and midblock crossings;
- c. planters;
- d. seating.

PL2II-ii. Pedestrian-Enhanced Storefronts: Pedestrian enhancements should especially be considered in the street frontage where a building sets back from the sidewalk.

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-3. Buildings with Live/Work Uses: Maintain active and transparent facades in the design of live/work residences. Design the first floor so it can be adapted to other commercial use as needed in the future.

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.

PL4 Active Transportation: Incorporate design features that facilitate active forms of transportation such as walking, bicycling, and use of transit.

PL4-A Entry Locations and Relationships

PL4-A-1. Serving all Modes of Travel: Provide safe and convenient access points for all modes of travel.

PL4-A-2. Connections to All Modes: Site the primary entry in a location that logically relates to building uses and clearly connects all major points of access.

PL4-B Planning Ahead for Bicyclists

PL4-B-1. Early Planning: Consider existing and future bicycle traffic to and through the site early in the process so that access and connections are integrated into the project along with other modes of travel.

PL4-B-2. Bike Facilities: Facilities such as bike racks and storage, bike share stations, shower facilities and lockers for bicyclists should be located to maximize convenience, security, and safety.

PL4-B-3. Bike Connections: Facilitate connections to bicycle trails and infrastructure around and beyond the project.

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-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-2. Gathering Places: Maximize the use of any interior or exterior gathering spaces.

DC1-A-3. Flexibility: Build in flexibility so the building can adapt over time to evolving needs, such as the ability to change residential space to commercial space as needed.

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-B-2. Facilities for Alternative Transportation: Locate facilities for alternative transportation in prominent locations that are convenient and readily accessible to expected users.

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.

West Seattle Junction Supplemental Guidance:

DC1-I Visual Impacts of Parking Structures

DC1-I-i. Enhance Pedestrian Access: Parking structures should be designed and sited in a manner that enhances pedestrian access and circulation from the parking area to retail uses.

DC1-I-ii. Improve Pedestrian Environment: The design of parking structures/areas adjacent to the public realm (sidewalks, alley) should improve the safety and appearance of parking uses in relation to the pedestrian environment.

DC1-I-iii. Restrict Auto Access From California Way and Alaska St: There should be no auto access from the principal street (California Way. And Alaska St.) unless no feasible alternative exists. Located at the rear property line, the design of the parking façade could potentially be neglected. The City would like to see its alleys improved as a result of new development. The rear portion of a new building should not turn its back to the alley or residential street, but rather embrace it as potentially active and vibrant environment. The parking portion of a structure should be compatible with the rest of the building and the surrounding streetscape. Where appropriate, consider the following treatments:

- a. Integrate the parking structure with building’s overall design.

- b. Provide a cornice, frieze, canopy, overhang, trellis or other device to “cap” the parking portion of the structure.
- c. Incorporate architectural elements into the facade.
- d. Recess portions of the structure facing the alley to provide adequate space to shield trash and recycling receptacles from public view.

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.

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.

West Seattle Junction Supplemental Guidance:

DC2-I Architectural Concept and Consistency

DC2-I-i. Integrate Upper-Levels: New multi-story developments are encouraged to consider methods to integrate a building's upper and lower levels. This is especially critical in areas zoned NC-65' and greater, where more recent buildings in the Junction lack coherency and exhibit a disconnect between the commercial base and upper residential levels as a result of disparate proportions, features and materials. The base of new mixed-use buildings – especially those zoned 65 ft. in height and higher – should reflect the scale of the overall building. New mixed-use buildings are encouraged to build the commercial level, as well as one to two levels above, out to the front and side property lines to create a more substantial base.

DC2-I-ii. Cohesive Architectural Concept: The use and repetition of architectural features and building materials, textures and colors can help create unity in a structure. Consider how the following can contribute to a building that exhibits a cohesive architectural concept:

- a. facade modulation and articulation;
- b. windows and fenestration patterns;
- c. trim and moldings;
- d. grilles and railings;
- e. lighting and signage.

DC2-II Human Scale

DC2-II-i. Pedestrian-Oriented Facades: Facades should contain elements that enhance pedestrian comfort and orientation while presenting features with visual interest that invite activity.

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-3. Connections to Other Open Space: Site and design project-related open spaces to connect with, or enhance, the uses and activities of other nearby public open space where appropriate.

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

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-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.

DC4-E Project Assembly and Lifespan

DC4-E-1. Deconstruction: When possible, design the project so that it may be deconstructed at the end of its useful lifetime, with connections and assembly techniques that will allow reuse of materials.

West Seattle Junction Supplemental Guidance:

DC4-I Human Scale

DC4-I-i. Signage: Signs should add interest to the street level environment. They can unify the overall architectural concept of the building, or provide unique identity for a commercial space within a larger mixed-use structure. Design signage that is appropriate for the scale, character and use of the project and surrounding area. Signs should be oriented and scaled for both pedestrians on sidewalks and vehicles on streets. The following sign types are encouraged:

- a. pedestrian-oriented blade and window signs;
- b. marquee signs and signs on overhead weather protection;
- c. appropriately sized neon signs.

RECOMMENDATIONS

BOARD DIRECTION

At the conclusion of the Early Design Guidance meeting, the Board recommended moving forward to MUP application.