2925 E Madison St., Seattle WA 98112
A Proposed Apartment Development Project for TVC Madison Co. L.L.C.
EARLY DESIGN GUIDANCE MEETING #3
January 25, 2017

PROJECT# 3020338
TITLE SHEET

CONTACTS INFORMATION

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PROJECT INFORMATION

ADDRESS: 2939 E Madison St.
Seattle, WA 98112
PARCEL #: 501600-0007
ZONING: NC2P-40 & NC2P-30
OVERLAY: None

OTHER: 40% Steep Slope

BASE FAR: 2.5 for NC2P-30 Zone
3.25 for NC2P-40 Zone
LOT SIZE: 9,862 SF (NC2P-30)
30,560 SF (NC2P-40)
MAX BLDG HEIGHT: 30' (NC2P-30)
40' (NC2P-40)
+7'-0" (retail w/ 16' flr-flr)

SETBACK: 5'-0" @ Dewey Pl.
GREEN FACTOR: 0.5 or greater
PARKING: Retail: 1 stall/ 500SF
          Residential: 1 Stall/ Unit
          (50% transit reduction)

LEGAL DESCRIPTION

MADISON STREET ADD LOTS 1 THRU 5
PLATE BLOCK: 7
PLAT LOT: PORTION

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EDG #1 SUMMARY

OPTION #3: STEPPED BACK SCHEME (PREFERRED OPTION)

ADVANTAGES

Prominent retail entry on E. Madison St. Continuous retail floor, flexible for future tenant.
Parking and back of house service off E. Madison St. away from Dewey Pl. E.,
Retail entrance +/- 6" provide better ADA transition.
Maximize residential presence on E. Madison St.
The three tier stepped scheme provides relief to the bulky massing of the building towards the single family residents to the east of the project site.
Minimum Blank Wall
EDG #2 SUMMARY

1. DEWEY FRONTAGE: HEIGHT, BULK, SCALE AND RESPONSE TO CONTEXT

Echoing public comment, the Board was concerned with the extent of blank wall shown and the potential for light and glare impacts to surrounding residential properties. The Board agreed that the frontage and scale relationship at this location is critical to address before moving forward.

a. The Board discussed if the elevated parking provides the best frontage condition on Dewey and recommended studying the arrangement of uses and the location of parking to provide a residential transition to the single family zoning and better respond to the existing topography. (CS1-C, CS2-A, CS2-D, CS3-A-1, DC1, DC2-A-2)

Alternative uses were studied to better transition the parking level to single-family residences. As a response to the guidance of the Design Review Board, two-story residential townhouses (5) were added to the Dewey Pl facade to complete the step-down neighborhood transition. The residential facades of these townhouses modulate down the street to reduce the bulk of the eastern facade. Sloped roof forms are used to relate to the context of existing residential forms across Dewey.

b. Concerned with the visibility of the exposed wall and frontage, the Board agreed with public comment that additional massing transition, setback and landscape should be incorporated to develop a sensitive solution, which better relates to the surrounding residential context. (CS1-C, CS2-A, CS2-B, CS3-A-1, DC2-B, DC3-C-3)

The addition of residential townhouses eliminates the potential light and glare and noise concerns by pushing the parking wall away from Dewey an additional 11 feet (total setback = 26 feet). Furthermore, the interior program at the parking level was revised to keep parking away from the Dewey facade at the Northwest corner. Residential use spaces (bike storage and gym) now occupy this corner with no exposed parking wall openings. The residential townhouses are setback an average of 12 feet from Dewey providing ample space for tiered landscaping, which resembles a pleasant residentially-scaled front-yard.

c. Affirming the public comment regarding the pedestrian experience along Dewey, the Board was also concerned with the height of the retaining wall proposed adjacent to the sidewalk and recommended additional setbacks and planted landscape to improve the public realm. (CS2-A, CS2-B, CS3-A-1, PL1-B-3, DC4-D-4)

The height of the retaining wall along Dewey Pl E sidewalk has been lowered to 2'-0" at the lowest point and 4'-0" at the highest. The durable board-formed concrete wall provides a subtle texture that relates to the wood grain of the cladding. A diverse landscape palette is now placed at or below eye-level to enhance the pedestrian experience and improve the public realm. Additional weathered steel planters walls terrace away from the sidewalk to soften the transition to the Dewey residential street.

2. SETBACKS, SITE FEATURES AND EXISTING TREE CANOPY

While reviewing the existing vegetation and proposed replacement planting, the Board acknowledged the public’s concern with tree canopy loss, green wall maintenance, and that fact that the proposed planting will take years to mature. The Board agreed that the setback depth, amount of landscape buffer, and green wall maintenance is important to address. For the next meeting, the Board recommended studying the depth of the setback and seriously examining the potential to save some of the existing trees. (CS1-D-1, CS2-B, CS2-D-2, DC3-C, DC4-D)

The applicant explored the depth of the parking wall setback and increased the parking wall setback by 11 feet. This is the maximum possible setback distance to retain 70 parking stalls for each parking level. Two options were presented at the Second EDG meeting demonstrating massing options which save existing trees on-site. Neither of these options were supported by the board. The green wall has been replaced with residential townhouses and program using high-quality materials to provide character along Dewey Pl and eliminate the concern for green wall maintenance.

3. TRASH, VEHICULAR ACCESS AND LOADING LOCATION

The Board acknowledged splitting the loading and parking access point into two locations appears logical, but agreed more information was needed before indicating their preference on the related departures. Related to developing a sensitive solution to the Dewey frontage, the Board requested studying alternates, such as one vehicular access point. (CS2-B-2, PL1, DC1, DC4)

A traffic study regarding parking and access impacts demonstrates split access minimizes the traffic impact on both streets. One vehicular access point has been studied off both Dewey Pl E and Madison St.

4. MADISON STREETSCAPE AND GATHERING SPACE

The Board agreed with public sentiment and continued to support the addition of a community space along the street, beyond an enlarged entry sequence, and also encouraged studying the widening of the sidewalk along Madison to provide adequate space for pedestrian to engage and interact with the streetscape. (CS2-B-2, PL1, PL3-C, DC3)

The indoor/outdoor spaces have been enlarged and refined adjacent to the grocer frontage and the corner retail space. The sidewalk width has been increased to a minimum of 8 feet wide and maximum of 10 feet wide allowing for ample pedestrian space that connects to increased ground level setbacks.

5. MATERIALS

The Board continued to strongly support the quality of materials presented. (CS3-A-1, DC2, DC4-A-1)

A traffic study regarding parking and access impacts demonstrates split access minimizes the traffic impact on both streets. One vehicular access point has been studied off both Dewey Pl E and Madison St.
PREFERRED DESIGN - EDG 3

VIEW LOOKING NORTHEAST

DESCRIPTION
- The new building engages E. Madison St. with retail spaces at street level along the pedestrian way.
- The residential entry is located at the North end of the site, entering from E. Madison St.
- Vehicular entrance to the commercial parking garage and loading dock is located off E. Madison St. Vehicular entrance to the residential parking garage is located off Dewey Pl. E.
- The three tier “L” scheme provides relieve to the bulky massing of the building and provides opportunity to hold the parking garage back the property line for landscaping screening.
- Residential units are oriented equally facing all directions.
- Townhomes along Dewey Pl. E. provides like for like transitions to SF zone

ADVANTAGES
- Prominent retail entry on E. Madison St. Continuous retail floor, flexible for future tenant.
- Parking and back of house service off E. Madison St. away from Dewey Pl. E.
- Retail entrance +/- 1’-0” provide better ADA transition.
- Maximize residential presence on E. Madison St.
- The three tier “L” scheme provides relief to the bulky massing of the building towards the single family residents to the east of the project site.
- Townhomes along Dewey Pl. E. provides like for like transition to SF zone
- Minimum Blank Wall.

CHALLENGES
- Parking garage ramp.
PREFERRED DESIGN - EDG 3

STREET/RETAIL LEVEL PLAN

VIEW LOOKING SOUTHEAST

VIEW LOOKING NORTHWEST

ADVANTAGES

- CS2-D: Reduce bulk and scale by stepping building down, resulting in full level reduction at residential street - "stair-step" design
- PL3: Retail level at grade - better street level interaction
- PL3-C: Retail edge along E. Madison St.
- DC4-D: Residential use along Dewey Pl. E. provides like for like transition to SF zone
- CS1-D: Multiple opportunities for on-site landscaping

RESIDENTIAL PLAN LEVEL

STREET LEVEL PERSPECTIVE

2925 E MADISON ST, SEATTLE, WA 98112 | EARLY DESIGN GUIDANCE MEETING #3 | DPD# 3020338 | JAN 25 2017
PREFERRED DESIGN - EDG2 VS EDG 3
PREFERRED DESIGN - EDG 2 VS EDG 3

EDG #2

EDG #3
ARBORIST STUDY

SUMMARY

Tree Solutions Inc was asked to evaluate trees on site six inches in diameter and greater, with reference to a site survey dated September 3, 2015. The tree size, species, health and structural condition, and related notes and recommendations for each tree are noted in the Tree Inventory (see Arborist’s Report - July 1, 2016). The majority of the trees on site are located on a steep slope located along the eastern property line.

The qualified arborist determined that trees on the steep slope site are considered hazardous due to one or combination of the following reasons:

1. Structure, disease, past maintenance practices

2. Soil stability of steep slope

3. Changes in hydrology as a result of building up-slope

4. Retaining wall construction along Dewey Pl E

Based on the four reasons listed above, the qualified arborist recommends removal of all trees on the steep slope to avoid hazardous conditions and improve function to the site.

TREE 1109 - Hazardous due to past maintenance

TREE 1114 - Trunk failures and damage along main stem

TREE 1112 - Structural defect will lead to structural failure

TREE 1103 - Structural defect can lead to failure of stems

TREE 1105 - Topped tree can lead to structural issues
TREE PRESERVATION STUDY

The design team was asked by the Design Review Board to explore opportunities to retain any existing trees on site.

Although the arborist recommends removal of all trees on the steep slope along Dewey PI to avoid hazardous conditions and replacement with appropriate mitigation trees, the design team directed the arborist to determine if any trees can potentially be preserved. Although the following trees are poor candidates for retention, the design team has selected Tree 1106, 1117, and 1133 as trees which can potentially be retained. Of the trees studied along Dewey PI E, these trees are in the best condition and location to warrant further study.

Tree 1106 is a Zebrina western red cedar in good condition and has not been topped unlike surrounding red cedar trees. Issues with potential retainage - Four reasons identified in Arborist Summary.

Tree 1117 is a Red Alder in good condition, but the tree species is not considered a long-term retention tree and does not tolerate site disturbance well. Issued with potential retainage - Four reasons identified in Arborist Summary.

Tree 1133 is a Flowering Cherry in fair condition. Issues with potential retainage - Four reasons identified in Arborist Summary.

If they are able to be retained, these trees are spaced adequately along Dewey PI E to provide the frontage with some mature growth trees to contrast the new planned landscaping within the front yard setbacks. There is no warranty or guarantee that problems or deficiencies of the subject trees may not arise in the future. All trees possess the risk of failure. The design team will continue to work with the qualified arborist to determine if these trees can be retained.
PREFERRED DESIGN - DEWEY FACADE PLANTER HEIGHT
TOWNHOME ROOF STUDIES

FLAT ROOF STUDY
- Roof form does not relate to residential context of single family houses.
- Roof does not compliment townhouse modulation.

PROJECTED SHED ROOF STUDY
- Roof form better relates to sloped roofs of single family homes.

COPLANAR SHED ROOF STUDY (PREFERRED)
- Roof form compatible to neighboring single family homes.
- Extended roof lines create visual interest for pedestrians.
RETAIL WINDOW STUDIES

RIBBON WINDOW STUDY

- Modern aesthetic of continuous ribbon windows poorly relates to single family neighborhood
- Linear pattern creates visual tension with townhouses below

PUNCHED WINDOW STUDY

- Rhythm of continuous punched openings distracts from views of townhouses
- Repetition of window and awnings not responsive to adjacent single family zone

RESIDENTIALLY-SCALED WINDOW STUDY (PREFERRED)

- Fenestration openings have similar scale as residential windows above and below
- Various window sizes create unique rhythm that directly responds to townhouses
- Current 'bays' utilize alternate color to break down facade bulk at commercial level (facade is coplanar for all window studies)
PREFERRED DESIGN - DEWEY PEDESTRIAN EXPERIENCE AND SECTIONS
PREFERRED DESIGN - DEWEY PEDESTRIAN EXPERIENCE AND SECTIONS
PREFERRED DESIGN - DEWEY PEDESTRIAN EXPERIENCE AND SECTIONS
SOLAR STUDIES - EQUINOX
EDG 1- MAXIMIZE ZONING ENVELOPE

EDG 2

EDG 3

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SOLAR STUDIES - WINTER SOLSTICE
EDG 1 - MAXIMIZE ZONING ENVELOPE

EDG 2

EDG 3

9 AM

NOON

4 PM
PREFERRED DESIGN - P2 PLAN
PREFERRED DESIGN - P1 PLAN
PREFERRED DESIGN - RESIDENTIAL LEVEL 1 PLAN
PREFERRED DESIGN - RESIDENTIAL LEVEL 2 PLAN
PREFERRED SCHEME - E MADISON STREET LOOKING SOUTHEAST

DC4-A-1
HIGH-QUALITY DURABLE MATERIALS

DC2-C-1
BALCONIES, AWNINGS CREATE VISUAL DEPTH & INTEREST

CS2-A-2
ELEGANT QUALITY DESIGN GIVES APPROPRIATE ARCHITECTURAL PRESENCE

PL1
CORNER RETAIL GATHERING SPACE

PL3-A
OBVIOUS & DISTINCTIVE PRIMARY ENTRIES
PREFERRED SCHEME - E MADISON STREET LOOKING NORTHEAST

PL 2-B-1
EYES ON STREET

CS2-D-1
SCALE CONSISTANT W/ E. MADISON ST.
NEIGHBORING COMMERCIAL BUILDINGS

DC4-B
UNIQUE SIGNAGE CHARACTER

DC1-C
SCREENED RETAIL VEHICULAR ACCESS
REDUCE VISUAL IMPACT
PREFERRED SCHEME- E MADISON STREET LEVEL LOOKING NORTHEAST

CS2-B-2, PL 1-B-3 & DC3-B
STREET AMENITIES & FEATURES MAKE STRONG PEDESTRIAN CONNECTION

CS2-A-1
GATHERING SPACE CREATE SENSE OF PLACE

PL2-A-2
CANOPIES PROVIDE PEDESTRIAN WEATHER PROTECTION & WAYFINDING

PL2-B-3, PL3-C
POROUS RETAIL EDGES W/ LARGE STREET LEVEL TRANSPERANCY
DC1-B&C
RESIDENTIAL PARKING ACCESS ONLY PROVIDES LIKE FOR LIKE TRAFFIC PATTERN. KEEP SERVICE ENTRY & LOADING DOCKS AWAY FROM RESIDENTIAL STREETS

DC4-D-1
CHOICE OF PLANT MATERIAL CREATE ENDURING GREEN SPACE

CS1-D, DC4-D, CS2-D-2 & 3
RESIDENTIAL ZONE TRANSITION W/ GENEROUS SETBACKS & LUSH LAYERED LANDSCAPING

PREFERRED SCHEME- DEWEY PL. E. LOOKING NORTHWEST
PREFERRED SCHEME- DEWEY PL. E. LOOKING NORTHWEST (TRANSPARENT TREES)
CS2-D3, D4 & D5
STEPPED-DOWN MASSING WITH TOWNHOUSES FRONTING DEWEY PROVIDES SENSITIVE TRANSITION TO ADJACENT NEIGHBORS

CS2-B-3
GENEROUS SETBACKS ENHANCE OPEN SPACE
PREFERRED SCHEME - DEWEY PL. E. LOOKING SOUTHWEST (TRANSPARENT TREES)

CS2-D3, D4 & D5
STEPPED-DOWN MASSING WITH TOWNHOUSES
FRONTING DEWEY PROVIDES SENSITIVE
TRANSITION TO ADJACENT NEIGHBORS

CS2-B-3
GENEROUS SETBACKS ENHANCE OPEN
SPACE
PREFERRED SCHEME - DEWEY PL. E. STREET LEVEL LOOKING NORTHWEST

DC2-C1
SECONDARY ARCHITECTURAL FEATURES ADD DEPTH TO FACADES

PL3-B1 & B2
ELEVATED MAIN FLOOR & LANDSCAPE BUFFER PROVIDE SECURITY & PRIVACY FOR GROUND LEVEL RESIDENCES
# DEPARTURE REQUEST - VEHICULAR DUAL-ACCESS

<table>
<thead>
<tr>
<th>#</th>
<th>Departure Request</th>
<th>Code Requirements</th>
<th>Explanation for Departure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dual Access to parking garages: Commercial parking access and loading at E. Madison St. Residential parking access at Dewey Pl. E.</td>
<td>SMC 23.47A.032.A.21: If access is not provided from an alley and the lot abuts two or more streets, access to parking shall be from a street that is not a pedestrian street.</td>
<td>Proposed dual access from both E. Madison St &amp; Dewey Pl. E. minimizes the traffic impact on both streets. Commercial parking access and loading at E. Madison St. assist directing commercial traffic away from the residential street- Dewey Pl. E. The project Transportation Impact analysis by the Gibson Traffic Consultants supports the proposed departure. There are also many curb cuts on E Madison St. and the project proposed curb cut on E. Madison St. is at the approximate location of existing curb cut.</td>
</tr>
</tbody>
</table>

**Code Requirement**  
Not sympathetic to residential streets

**Proposed**  
Supported by transportation impact analysis

**Curb Cuts**  
On E. Madison St.

- Curb cut on E. Madison St. across project site
- Existing curb cut on project site at E. Madison St.
DEPARTURE REQUEST - VEHICULAR ACCESS STUDIES

DEWEY PL E SINGLE ACCESS STUDY

- LARGE NUMBER OF COMMERCIAL TRIPS TRAVEL ON RESIDENTIAL STREETS (E REPUBLICAN AND DEWEY PL E)
- CREATE THE MOST NEW TRIPS ON ROADWAYS DUE TO TRAFFIC TRAVELING ON RESIDENTIAL STREETS
- DIFFICULT WAYFINDING FOR COMMERCIAL VEHICLES
- LARGE NUMBER OF TRIPS ADDED TO DEWEY PL E WHICH IS APPROX. 18' WIDE
- MORE RETAIL FRONTAGE ON E MADISON ST

E MADISON ST SINGLE ACCESS STUDY

- ADDS ALL TRIPS TO BUSY E MADISON ST
- CAUSES MOST TRAFFIC DELAYS OF ALL OPTIONS
- COMMERCIAL VEHICLES, RESIDENTIAL VEHICLES AND COMMERCIAL LOADING VEHICLES ACCESS SITE OFF SINGULAR ENTRANCE/EXIT

DUAL ACCESS STUDY (PREFERRED)

- RESIDENTIAL TRIPS DIRECTED USE RESIDENTIAL STREETS (PL-1)
- COMMERCIAL TRIPS UTILIZE COMMERCIAL STREET (PL-1)
- MOST BALANCED TRAFFIC SCENARIO
- REDUCED TRAFFIC CONGESTION ON E MADISON ST
DEPARTURE REQUEST - E MADISON ST CURB CUT WIDTH

<table>
<thead>
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<tbody>
<tr>
<td>2</td>
<td>Curb cut width: Increase from allowed 30'-0&quot; curb cut width to 40'-0&quot; curb cut width.</td>
<td>SMC 23.54.030F.2.b.2&lt;br&gt;For two way traffic, the minimum width of curb cuts is 22 feet, and the maximum width is 25 feet, except that the maximum width may be increased to 30 feet if truck and auto access are combined.</td>
<td>Proposed departure responds to Design Guideline DC1-B1b: The combined curb cut of the parking entrance and the loading berth reduces the number of curb cuts. At 40'-0&quot;, the proposed single curb cut is less than the combined total of 50'-0&quot; that would be required if there are two curb cuts (SMC Table B for 23.54.030: 2 curb cuts allowed for principal arterial street frontage greater than 160 feet up to 320 feet). 40'-0&quot; curb cut also provides smoother delivery truck turning radius, helps alleviate potential traffic backup on E Madison St. The proposed design will extend sidewalk scoring into the driveway area (with tactile paver on both sides) to visually reduce the impact.</td>
</tr>
</tbody>
</table>

- DETECTABLE WARNING PAVERS AT DRIVeway TYP. BOTH SIDES
- EXTEND SIDEWALK SCORING INTO THE DRIVEWAY AREA TO VISUALLY REDUCE THE IMPACT
- 40'-0" COMBINED CURB CUT VS 50'-0" TOTAL WIDTH (2 CURB CUTS)
PLANT PALETTE - COLOR AND TEXTURE

NATIVE - SERVICEBERRY
NATIVE - VINE MAPLE
NATIVE - HAZEL
NATIVE - INCENSE CEDAR

NATIVE - PACIFIC DOGWOOD
LAVENDER
NATIVE - RED ELDERBERRY
NATIVE - EVERGREEN HUCKLEBERRY

NATIVE - SWORD FERN
LILY TURF
NATIVE - RED FLOWERING Currant
NATIVE - SNOWBERRY
LANDSCAPE PORTFOLIO - THOMAS RENGSTORF & ASSOCIATES PORTFOLIO
**DESCRIPTION**

- The design team was asked to provide one option which meets the intent of the code with respect to potential exceptional trees, access and street improvement exception and require no departures.
- Vehicular entrance to the commercial and residential parking garage and loading dock is located off Dewey Pl E.
- The massing scheme carves a significant space around existing trees on site.
- The program for the site was developed consistent with Code-allowed FAR. To accomplish this No Departure Alternative, the retail and residential masses were necessarily pushed out towards respective property lines.
- A hill-climb assist stair is located at the northeast corner beyond our site to connect the unopened E Mercer St ROW.

**ADVANTAGES**

- Massing allows for potential to retain existing trees and canopy

**CHALLENGES**

- Commercial and residential vehicular access restricted to residential street.
- No gathering space provided at retail level along E Madison St.
- Large zero lot line walls along Dewey Place E
- Reduced residential setback to south and east
- Large residential massing above retail and parking creates poor residential zone transition
- Tall blank wall
**DESIGN OPTION - CODE-COMPLIANT**

**VIEW LOOKING SOUTHEAST**

**VIEW LOOKING NORTHWEST**

**STREET/RETAIL LEVEL PLAN**

**RESIDENTIAL PLAN LEVEL**

**DISADVANTAGES**

- CS1-C: DESIGN DOES NOT RESPOND TO SLOPED TOPOGRAPHY AT EAST PORTION OF SITE
- DC2-A-1: MASSING DOES NOT UTILIZE OPEN SPACE AND INCREASES PERCEIVED MASS AND HEIGHT
- CS2-D-3+4+5: COMMERCIAL AND RESIDENTIAL VEHICLE ACCESS OFF RESIDENTIAL STREET
- DC3-C: LARGE MASSING AT DEWEY PL E FRONTAGE AND REDUCED OPPORTUNITIES FOR SCREENING LANDSCAPING
- DC3-E: DOES NOT REINFORCE EXISTING OPEN SPACE
- PL-1: NO GATHERING SPACE PROVIDED ALONG E MADISON ST.
- WILL NOT PRESERVE TREES POST-CONSTRUCTION. SEVERAL TREES DEEMED HAZARDOUS.
EDG #3 PREFERRED DESIGN - BUILDING SECTIONS
EXISTING GRADE

EDG #1
OPTION 2
CENTER SECTION

DOWNEY PL E.

Max. Envelope

Max. Ht.: 174.5'
NC2P-40

Max. Ht.: 164.5'
NC2P-30

37'-0" MAX. HEIGHT

47'-7" MAX. HEIGHT

EXISTING GRADE

128.5'

SIDEWALK

PROP PROPOSED BUILDING HT

DOES NOT USE EXISTING TOPOGRAPHY TO INFORM DESIGN

NEIGHBORING BLDG.

Avg. Grade: 12.75'

EdG #1
PREFERRED OPTION

SIDEBALK

PROP. PROPOSED BUILDING HT

Max. Envelope

Max. Ht.: 174.5'
NC2P-40

Max. Ht.: 164.5'
NC2P-30

10'-0" SETBACK

10'-0" SETBACK

EXISTING GRADE

0' FENCE

0' FENCE

SECTION
EDG #2 RESPONSE - TRANSITION TO RESIDENTIAL NEIGHBORHOOD

**KEY PLAN**

- **E. MADISON ST.**
- **DEWEY PL. E.**
- **NEIGHBORING BLDG.**

**SECTION**

- **Residential**
- **Retail**
- **Parking**

**DETTACHED HOUSE**

**SIDEWALK**

**PROPERTY LINE**

- **E. MADISON ST.**

**MAX. HT.: 177.3'**
**NC2P-40**

**Max. Ht.: 174'**
**NC2P-40**

**Max. Ht.: 164'**
**NC2P-30**

**46'-0" SETBACK**

**15'-0" SETBACK**

**46'-0" MAX. HEIGHT**
**37'-0" MAX. HEIGHT**

**Avg. Grade: 127.3"**

**F.F. 131.0'**

**46'-0" SETBACK**

**Ex. Grade**

**STEPPE DESIGN WITH INCREASED SETBACKS DIRECTLY RESPONDS TO SITE TOPOGRAPHY**

**STEPPED DESIGN WITH INCREASED SETBACKS DIRECTLY RESPONDS TO SITE TOPOGRAPHY**
EDG #2 - RESPONSE TO CONTEXT AND TOPOGRAPHY

ZONING ENVELOPE

The top story responds to the uniquely shaped site and varied topography with large setbacks from the single family adjacencies to de-emphasize mass and height. (DC2-A-1)

The next level utilizes the topography to inform the design by stepping down towards the single family zones. (CS2-B-1)
**EDG #2 - RESPONSE TO CONTEXT AND TOPOGRAPHY**

**STEP 3**

The lowest residential level tiers down at the southeast to create a clear step in height, bulk, and scale and a successful zone transition (CS1-C).

**STEP 4**

The retail level and underground parking complete the stepped design by setting back 5', 10', and 15' from the property line to provide a layered landscaped base (CS1-D, CS2-A, CS2-D).
HEIGHT CALCULATION

2925 E Madison St- SDCI ZONING COACHING

Average Grade Level Calculation
The Average Grade Level was calculated using SMC 23.86.006.A.2. Per DPD Directors Rule 4-2012 Height Measurement: Calculating Average Grade Level - Option to the General Rule, *Subsection 23.86.006.A.2 provides an acceptable option for determining average grade level to allow structures to better respond to the topography of sloping sites.* The code section is referenced below along with applicant’s corresponding methods.

a. Draw the smallest rectangle that encloses the principal structure. - *The smallest rectangle enclosing principal structure drawn on plan.*

b. Divide one side of the rectangle, chosen by the applicant, into sections at least 15 feet in length using lines that are perpendicular to the chosen side of the rectangle. - *The rectangle is divided into a 40 ft section (>15 ft). The 40 ft. section encompasses the steep slope, allowing the structure to better respond to the site topography.*

c. The sections delineated in subsection 23.86.006.A.2.b are considered to extend vertically from the ground to the sky. - *The section extends vertically from ground to sky.*

d. The maximum height for each section of the structure is measured from the average grade level for that section of the structure, which is calculated as the average elevation of existing lot grades at the midpoints of the two opposing exterior sides of the rectangle for each section of the structure. (Based on DCP zoning comments, midpoint elevation taken along building perimeter perpendicular to midpoint of opposing sides of the rectangle.) - *The maximum height for each section of the structure is calculated. See Average Grade Level Calculations A and B.*

Average Grade Level

Section 1: \( \frac{(A1 \times a) + (A2 \times a)}{a + a} = \frac{(152.5 \times 152.5) + (128.9 \times 152.5)}{305} = \frac{20,053.75 + 19665.75 - 193.9}{305} = 130.3 \)

Section 2: \( \frac{(B1 \times b) + (B2 \times b)}{b + b} = \frac{(128.9 \times 40) + (121.9 \times 40)}{80} = \frac{5,284 + 4,876}{80} = 127 \)
HEIGHT CALCULATION

2925 E Madison St- SDCI ZONING COACHING
EDG #2 - RETAIL ENLARGED PLAN

NATURAL FOOD MARKET VALUES

- Preserving high-quality food standards
- Supporting local, sustainable agriculture
- Celebrating food
- Educating consumers
- Embracing sustainability
- Building community
EDG #2 - BELOW GRADE PARKING & BLANK WALLS

DC1-C1 BELOW GRADE PARKING

LOCATE PARKING BELOW GRADE WHEREVER POSSIBLE. WHERE A SURFACE PARKING LOT IS THE ONLY ALTERNATIVE: LOCATE PARKING IN REAR OR SIDE YARDS ON LOWER OR LESS VISIBLE PORTION OF THE SITE.

DC1-C2 VISUAL IMPACTS

REDUCE THE VISUAL IMPACT OF PARKING STRUCTURES AS MUCH AS POSSIBLE. CONSIDER PROVIDE TREES, LANDSCAPING OR FENCING AS A SCREEN.
EDG #2 - BELOW GRADE PARKING & BLANK WALLS

AVOID LARGE BLANK WALLS ALONG VISIBLE FACADES WHERE POSSIBLE. SOLUTION MAY INCLUDE: GREEN WALLS, LANDSCAPING AREA OR RAISED PLANTERS, WALL SETBACKS OR OTHER INDENTATIONS.

SMC 23.47A.008 STREET LEVEL DEVELOPMENT STANDARDS

A.2 BLANK FACADES in nc zones: Facade segments are considered blank if they do not include at least one of the following:
5) SCREENING AND LANDSCAPING ON THE FACADE ITSELF.

Structured wire lattice.

Regional Project Example

Proposed Green Screen Concept

Regional Project Example

DC1-B2 BLANK WALLS
EDG #1
PREFERRED OPTION
NORTHEAST SECTION

THE BOARD NOTED THAT THE TALLEST MASSING VOLUME APPEARS TO BE AT THE NORTHEAST CORNER AND AGREED THIS AREA WILL BE HIGHLY VISIBLE AND THE SCALE RELATIONSHIP IS CRITICAL.  (CS2-A, CS2-B, CS2-C1, CS2-D, DC2-A-2, DC2-B, DC2-D-1)
EDG #2 - NORTHEAST CORNER DESIGN RESPONSE

As a response to the Board’s guidance, the residential level is setback an additional 5’ to respond to site topography, minimize visual impacts of this facade, and enhance the stepped down effect of the massing at the corner (CS1-C, CS2-A, CS2-D-2, CS3-A-1, CS2-B-3, DC1, DC3-C-3).
**DEVELOPMENT OBJECTIVES**

The 2939 E. Madison St. project is a proposed development of a 4-story mixed-use project featuring retail and residential use within the Madison Valley neighborhood. The retail level on the street level creates an urban, pedestrian life-style experience. The residential apartments above with wide variety of residential unit types accommodates the increasing population in the neighborhood and adds a layer of “lights on” security to the neighborhood.

**Project Site**

The project site is located on the southeast side of E Madison Street between Lake Washington Blvd. E and 29th Ave E. It is part of the Madison Valley project area, centered around Downtown Capitol Hill to the west, Madrona to the south, University of Washington and the Arboretum to the north, and Madison Park to the east. E Madison Street is one of the major streets connecting downtown Seattle to the east Seattle neighborhoods. 24th Ave E connects north and south neighborhoods to the Madison Valley.

The project site is a triangular lot with two street frontage- E Madison Street and Dewey Pl E. The lot area of the project site is 38,592 square feet. Part of the site is listed as steep slope and liquefaction zone. The high point of the site is on E Madison St. and slopes down toward Dewey Pl E. An existing structure on the site currently houses a garden store built in the year 1959. The project site is located in the NC2P-40 zone. A small portion of the site is zoned NC2P-30. The project site is located within a pedestrian zone and on the Frequent Transit Corridor but is not part of an Urban Center village overlay. This project is not subject to a specific Design Review Board neighborhood specific guidelines. Therefore Seattle Design Guidelines were used to the guidelines for this project.

The neighborhood is a mix of neighborhood commercial zone (NC2P-40), single family zones (SF 5000 & SF 7500), and low rise zone (LR1). Directly south and east of the project is the SF 5000 zone. North tip of the site is adjacent to the LR1 zone. Building types in this neighborhood are a blend of diverse styles, ranging from 5-story mixed use condominiums to multi-story offices, to 1-2 story arts and craft retail/ restaurant and 1-3 story single family houses.

**Project Vision**

The development’s aim is to extend the vibrant retail experience along E. Madison St. and create a market rate mixed-use rental community that appeals to a wide range of Madison Valley neighborhood residents and retail business.

The development will be designed in keeping with the specific character of the surrounding neighborhood context in its architectural elements, building scale, and massing. The development team is committed to using quality, long-lasting materials. Durable materials such as brick, concrete, metal, wood, glass and cementitious board that weather gracefully will be aesthetically placed to add visual interests and blend with the neighborhood. (1)

The development includes two retail spaces along E. Madison St. with 16’-0” floor to floor ceiling height. The primary retail space will host a neighborhood grocery store. (2) The smaller boutique retail space is flexible to host a variety of retail needs for the Madison Valley neighborhood. Both retail entrances and the residential entrance have a 9’ setback to create an intimate urban plaza, gives a sense of place and create a diverse and vibrant pedestrian experience. Above, street level awnings provide weather protection for pedestrians along the path. Currently, there are no street trees in front of the City People property. Green streetscape improvements and public seating along the sidewalk will fill in the the street trees and contribute to a friendly pedestrian experience. (3)(4) The street level façade along E Madison St utilizes large glazing in the storefronts to diminish the barrier between outside and inside, using expansive transparency to further activate the streetscape. (5)

Above the retail podium is two & three levels, comprised of 75 units of residential apartments with a wide variety of unit types to accommodate the increasing population of the Madison Valley neighborhood. Careful design considerations were given to best manage the man-made steep slope site and be empathetic to the single family houses adjacent to Dewey Pl E. The preferred design option pulls the massing of the residential apartments toward E Madison St. and cascade down towards the single family homes.

**Project Program**

Programmatically, the preferred Option scheme will contain 2 levels of below grade parking providing 150 parking stalls, one level of high ceiling (16’-0” floor to floor height) retail on the street level hosting two retails- one 1,500 SF boutique retail space and one 25,000 SF large retail space. Above the retail level are 3 levels of apartments hosting 73 residential units.

<table>
<thead>
<tr>
<th>Summary of building program-</th>
<th>Option 3 (preferred)</th>
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</thead>
<tbody>
<tr>
<td>Site Area:</td>
<td>40,422 SF</td>
</tr>
<tr>
<td>Site Coverage:</td>
<td>32,600 SF (80%)</td>
</tr>
</tbody>
</table>

1. Durable materials that weather gracefully.

The 3-story residential massing on E Madison St. relates to the existing 3-5 story massing along E Madison St. The proximity of the residential units also serve as an extra layer of “lights on” security to this pedestrian street. Cascading down the residential levels toward Dewey Pl E. help reduce bulk and provide more separation between the apartment units to the single family homes.

Below the retail level are two levels of concrete parking structure. Per Seattle zoning code definition, the proposed parking levels are at an average 70% below grade due to the man-made steep slope site. The heavy concrete parking structure walls greatly help noise reduction for low speed traveling vehicles inside the parking structure. The design calls for small 5’-0” x 5’-0” screened vents 16’-0” on center. The screened vents will have a 42” sill height, sufficient to block most vehicle headlights. (6) On the exterior of the concrete wall and in between the screened vents are structured wire lattice for climbing vines to grow vertically. (7) In addition, trees will be planned in front of the screened vents. The design intention is to create a green wall in front of the single family homes. The preferred option splits the parking garage entrance by its primary use to both E Madison St. and Dewey Pl E. to help alleviate E Madison St. traffic congestion. The residential parking entrance will be located off Dewey Pl E. to discourage retail trips into the single family zone. The commercial parking entrance and indoor loading facility will be co-located off E Madison St. at the far west side of the development, away from the intimate urban plaza for a safe and pleasant pedestrian experience.

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MENG STRAZZARA
DEVELOPMENT OBJECTIVES

2. High Ceiling Neighborhood Grocery Store.

3. Combined entries & deep recessed plaza with weather protecting awning.

4. Recessed street level provides friendly pedestrian experience.

5. Large glazing in the storefronts to diminish the barrier between outside and inside.

6. Opening at parking level designed to shield light from automobiles.

7. Structured wire lattice.
ZONING REQUIREMENTS

PROJECT DATA
LOCATION: 2939 E Madison St., Seattle, WA 98112
SITE AREA: 40,422 SF (30,560 SF NC2-40 + 9,862 SF NC2-30)
ZONE: NC2P-40 & NC2P-30

OVERLAYS:
STREET CLASSIFICATIONS: PEDESTRIAN AREA
FREQUENT TRANSIT: YES
BUILDING CODE: SEATTLE AMENDMENTS TO THE 2012 IBC
PROPOSED USE: RESIDENTIAL MIXED USE

OCCUPANCY CLASSIFICATION / SEPARATIONS:

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<th>M</th>
<th>R-2</th>
<th>S-2</th>
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</thead>
<tbody>
<tr>
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<td>1</td>
</tr>
<tr>
<td>RESIDENTIAL</td>
<td>R-2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>PARKING GARAGE</td>
<td>S-2</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

ZONING DATA
POTENTIAL USE: (23.47A.004) & REQUIRED USE (23.47A.005)
RESIDENTIAL, LIVE-WORK UNITS, GENERAL, SALES/SERVICE, RESTAURANTS, MEDICAL SERVICES, OFFICES, SCHOOLS.

STREET DEVELOPMENT STANDARDS: (23.47A.008)
RESIDENTIAL USES MAY NOT EXCEED 20% OF THE STREET-LEVEL
STREET-FACING FAÇADE WHEN FACING A PRINCIPAL STREET
BLANK FAÇADES PERMITTED: NO SEGMENT LONGER THAN 20'
TOTAL BLANK FAÇADE <=40% OF FAÇADE WIDTH

STREET-LEVEL STREET-FACING FAÇADES SHALL BE LOCATED WITHIN 10' OF THE STREET LOT LINE. UNLESS WIDER SIDEWALKS, PLAZAS, OR OTHER APPROVED LANDSCAPED OR OPEN SPACES ARE PROVIDED.

TRANSPARENCY REQUIRED: 60% FOR NON-RESIDENTIAL USES
DEPTH OF NON-RESIDENTIAL: AVERAGE 30 FT. MINIMUM 15 FT.
HEIGHT OF NON-RESIDENTIAL: 13 FT FLOOR-TO-FLOOR

AT LEAST ONE OF THE STREET-LEVEL STREET-FACING FAÇADES CONTAINING A RESIDENTIAL USE SHALL HAVE A VISUALLY PROMINENT ENTRY.

THE FLOOR OF A DWELLING UNIT LOCATED ALONG THE STREET-LEVEL STREET-FACING FAÇADE SHALL BE AT LEAST 4' ABOVE OR BELOW SIDEWALK GRADE OR BE SET BACK AT LEAST 10' FROM THE SIDEWALK.

LIVE-WORK UNITS LOCATED ON STREET-LEVEL STREET-FACING FAÇADES MUST COMPLY WITH BLANK FAÇADE AND TRANSPARENCY REQUIREMENTS.

STREET-LEVEL FAÇADES CONTAINING A RESIDENTIAL USE SHOULD HAVE A VISUALLY PROMINENT ENTRY.
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SETBACKS: (23.47A.014)
PLAN: 15'-0" TRIANGLE SETBACK REQUIRED FROM RESIDENTIAL ZONE
SECTION 1: 15'-0" SETBACK REQUIRED FROM 13 FEET HT. TO 40 FEET HT.
SECTION 2: ABOVE 40 FEET HT. ADD. RATE OF 2 FEET SETBACK PER 10 FEET HT. ONE-HALF ALLEY WIDTH MAY BE COUNTED AS PART OF THE REQUIRED SETBACK.

REQUIRED LANDSCAPING: (23.47A.016)
SEATTLE GREEN FACTOR SCORE OF 0.3 OR GREATER.

GRADE OR BE SET BACK AT LEAST 10' FROM THE SIDEWALK.
LIVE-WORK UNITS LOCATED ON STREET-LEVEL STREET-FACING FAÇADES MUST COMPLY WITH BLANK FAÇADE AND TRANSPARENCY REQUIREMENTS.

STRUCTURE HEIGHT: (23.47A.012.A2)
MAX. ALLOWED: 30 FEET / 40 FEET
with ‘16”-0” street level: +7 FEET = 37 FEET / 47 FEET
PROJECTIONS ALLOWED ABOVE HEIGHT LIMIT: PARAPETS, GUARDRAILS, ELEVATOR OVERRUNNS, ETC.

“HEIGHT OF STRUCTURE” IS THE DIFFERENCE BETWEEN THE HIGHEST POINT AND THE AVERAGE GRADE LEVEL ON SLOPING SITES, THE AVERAGE GRADE LEVEL MAY BE CALCULATED USING THE MIDPOINT OF EACH EXTERIOR WALL.

FLOOR AREA RATIO: (23.47A.013)
ALIGNABLE FAR: 123,975 SF
99,120 SF (30,560 SF X 3.25 FOR NC2P-40 MIXED-USE) +
24,855 SF (9,862 SF X 2.5 FOR NC2P-30 MIXED-USE)

FLOOR AREA EXCEPTIONS:
SMC 23.47A.013D
1. ALL GROSS AREA UNDERGROUND.
2. ANY PORTION OF A STORY THAT EXTEND NO MORE THAN 4 FEET ABOVE EXISTING OF FINISHED GRADE, WHICHEVER IS LOWER, EXCLUDING ACCESS.

FAR EXCEPTIONS: (23.73.009C)
IN ADDITION TO THE FLOOR AREA EXEMPT UNDER THE PROVISIONS OF THE UNDERLYING ZONE, STREET-LEVEL COMMERCIAL USES COMPLYING WITH THE STANDARDS OF 23.47A.008 (STREET LEVEL DEVELOPMENT RESTRICTIONS) AND 23.73.008A (AVERAGE SIZE REQUIREMENT FOR SMALL BUSINESS) IS EXEMPT FROM THE CALCULATION OF GROSS FLOOR AREA SUBJECT TO AN FAR LIMIT AND FROM THE LIMIT ON NONRESIDENTIAL USE IN 23.73.009B.

PARKING LOCATION AND ACCESS: (23.47A.012)
IF ALLEY ACCESS IS NOT AVAILABLE, ACCESS IS PERMITTED FROM THE SIDE STREET WHEN LOT ABUTS TWO OR MORE STREETS. A LOADING ZONE MAY BE REQUIRED.

ADA PARKING REQUIREMENTS: (SBC 1106)
1-25 STALLS: 1 ADA STALL
26-30 STALLS: 2 ADA STALLS
31-75 STALLS: 3 ADA STALLS
76-100 STALLS: 4 ADA STALLS
101 TO 150 STALLS: 5 ADA STALLS
151-200 STALLS: 6 ADA STALLS

REQUIRED PARKING: (23.S.015 TABLE A & B)
RETAIL 1 STALL PER 500/SF / RESIDENTIAL 1 STALL PER UNIT
QUALIFY FOR 50% TRANSIT REDUCTION

RESIDENTIAL AMENITY AREA: (23.47A.024)
5% OF GROSS BUILDING AREA IN RESIDENTIAL USE
545,650 SF x 5% = 2,782.5 SF

TRANSPARENCY REQUIRED: 60% FOR NON-RESIDENTIAL USES
DEPTH OF NON-RESIDENTIAL: AVERAGE 30 FT. MINIMUM 15 FT.
HEIGHT OF NON-RESIDENTIAL: 16 FT FLOOR-TO-FLOOR

AT LEAST ONE OF THE STREET-LEVEL STREET-FACING FAÇADES CONTAINING A RESIDENTIAL USE SHALL HAVE A VISUALLY PROMINENT ENTRY.

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REQUIRED LANDSCAPING: (23.47A.016)
SEATTLE GREEN FACTOR SCORE OF 0.3 OR GREATER.
VICINITY MAP
<table>
<thead>
<tr>
<th>ID</th>
<th>Scientific Name</th>
<th>Common Name</th>
<th>Height Range</th>
<th>Health Conditions</th>
<th>Comments</th>
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<tbody>
<tr>
<td>1111</td>
<td>Acer macrophyllum</td>
<td>Bigleaf Maple</td>
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<td>15-20</td>
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<td>No</td>
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</tbody>
</table>

**Notes:**
- Co-dominant: 34.1, 15.5
- Exceptional in town
- Tree hazard: Fungus"
### Table of Trees
2939 E Madison St
Seattle, WA 98112

<table>
<thead>
<tr>
<th>Tree ID</th>
<th>Scientific Name</th>
<th>Common Name</th>
<th>DSH (inches)</th>
<th>Health Condition</th>
<th>Structural Condition</th>
<th>North</th>
<th>East</th>
<th>South</th>
<th>West</th>
<th>Exceptional (y/n)</th>
<th>Exceptional Threshold</th>
<th>Proposed Action</th>
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</tr>
</tbody>
</table>

**Tree Solutions, Inc.**
2940 Westlake Ave. N (Suite #200) Seattle, WA 98109

**Table of Trees**
2939 E Madison St
Seattle, WA 98112

<table>
<thead>
<tr>
<th>Tree ID</th>
<th>Scientific Name</th>
<th>Common Name</th>
<th>DSH (inches)</th>
<th>Health Condition</th>
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<th>Exceptional (y/n)</th>
<th>Exceptional Threshold</th>
<th>Proposed Action</th>
<th>Notes</th>
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<tr>
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</tr>
</tbody>
</table>

**Additional notes:**

DSH (Diameter at Standard Height) is measured 4.5 feet above grade.

Multi-stem trees are noted, and a single stem equivalent is calculated using the method defined in the [Director’s Rule 16-2008](#). Drip line is measured from the center of the tree to the outermost extent of the canopy.
SITE ANALYSIS

SUN

VIEW

NOISE TRAFFIC

PREVAILING WINDS
S (JAN-JUNE)
NW (JULY-SEPT)
SSE (OCT DEC)
NEIGHBORHOOD KEY PLAN & CHARACTER

A. WASHINGTON PARK PLAY FIELD

B. STEEP SLOPE

C. MIXED USE- ACROSS FROM PROJECT SITE

D. MIXED USE/ CONDO

E. OFFICE BUILDING

VICINITY KEY PLAN
NEIGHBORHOOD CHARACTER

F. RETAIL - ADJACENT TO PROJECT SITE

G. RESTAURANT

H. RETAIL - CONVERTED FROM HOUSE

I. RETAIL STRIP

J. RETAIL STRIP

K. MADISON SQUARE

L. RESIDENTIAL - ACROSS FROM PROJECT SITE

M. RESIDENTIAL - ADJACENT TO PROJECT SITE

N. MIXED RESIDENTIAL BUILDING TYPES
VICINITY KEY PLAN & SITE CHARACTER

A. EXISTING CURB CUT

B. MULTIPLE CURB CUTS ON E MADISON ST.

C. CURB CUT ON E MADISON ST (ACROSS STREET)

D. DEWEY PL E CHARACTER

E. ECOBLOCK RETAINING WALL

VICINITY KEY PLAN
STREET PHOTO MONTAGE

E MADISON ST- LOOKING SOUTHEAST (PROJECT SITE)

E MADISON ST- LOOKING NORTHWEST (ACROSS FROM PROJECT SITE)
STREET PHOTO MONTAGE

DEWEY ST- LOOKING WEST (PROJECT SITE)

DEWEY ST- LOOKING EAST (ACROSS FROM PROJECT SITE)
DESIGN REVIEW GUIDELINES

CONTEXT AND SITE

CS1-B  Take advantage of solar exposure and natural ventilation
CS1-C  Appropriate use of natural topography
CS1-D  Incorporate on-site landscaping elements
CS2-A  Architectural presence
CS2-B  Allow adjacent sites, streets and open space to inform design
CS2-C  Relationship to the block
CS2-D  Respect for adjacent sites
CS3-A  Incorporate architectural features, pattern and proportion to reinforce the neighborhood character
CS3-B  Local history and culture

Mixed-Use Office/Retail  Existing Topography  Five-Story Mixed Use

E Madison St Character  Mature Street Trees  Neighborhood P-Patch  Adjacent NC2-40 Development
DESIGN REVIEW 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-3  Street-Level Transparency: Ensure transparency of street-level uses (for uses such as no residential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along narrow passageways.

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.

PL3  Street-Level Interaction: Encourage human interaction and activity at the street level with clear connections to building entries and edges.

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.

PL2-A-2  Common Entries: Multi-story residential buildings need to provide privacy and security for residents but also be welcoming and identifiable to visitors.

PL2-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-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.

Pedestrian Streetscape  Distinctive Street-Level Entry

Neighborhood Character Details  Weather Protection
DESIGN REVIEW GUIDELINES

DESIGN CONCEPT

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.

DC2 Architectural Concept: Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.

DC2-B Architectural and Façade 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.

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...
EDG #1: DESIGN REVIEW PROPOSAL - OPTION 1

VIEW LOOKING NORTHEAST

DESCRIPTION
- The new building engages E. Madison St. with retail spaces at street level along the pedestrian way.
- The residential entry is located at the North end of the site, entering from Dewey Pl. E.
- Vehicular entrance to the parking structure garage and loading dock is located off Dewey Pl. E.
- The courtyard scheme with interior open corridor maximize FAR.
- Residential units are oriented equally facing all directions.

ADVANTAGES
- Maximize development potential and street frontage for residential units.
- Prominent retail entry on E. Madison St. Continuous retail floor, flexible for future tenant.
- Minimum Blank Wall.

CHALLENGES
- Retail entry +/- 6’-0” below grade, difficult for ADA access.
- Residential entrance off Dewey minimize residential entry presence on E. Madison St.
- Commercial + residential parking entry and loading dock off Dewey Pl. E. disrupts single family zone character.
- Courtyard scheme pushing all units to the outside edge of the site makes building appear bulky and insensitive to the single families to the east of the project site.
- Blank Wall at partial south facade.
EDG #1: DESIGN REVIEW PROPOSAL - OPTION 1

VIEW LOOKING SOUTHEAST

VIEW LOOKING NORTHWEST

STREET RETAIL LEVEL PLAN

RESIDENTIAL PLAN LEVEL

CHALLENGES

CS1-D
NO OPPORTUNITY FOR ONSITE LANDSCAPING

CS1-B
INTERIOR COURTYARD DOES NOT TAKE ADVANTAGE OF SOLAR EXPOSURE

CS2-D
LARGE BUILDING MASS DOES NOT RESPECT ADJACENT SINGLE FAMILY RESIDENCES

PL3
+/- 6' RETAIL LEVEL BELOW GRADE REDUCE STREET LEVEL INTERACTION

DC1-C-1
BLANK WALL AGAINST SOUTH PROPERTY LINE NEGATIVELY AFFECTS NEIGHBORS TO THE SOUTH

OPTION 1 INFO:

RETAIL: 26,600 SF
RESIDENTIAL: 75 UNITS
PARKING: 158 STALLS
LAND COVERAGE: 34,500 SF (85%)
PROPOSED FAR: 123,300 SF (99.5%)
EDG #1: CONCEPTUAL SECTION - OPTION 1

Key Plan:
- E. MADISON ST.
- DEWEY PL. E.
- Existing Grade
- Max. Height: 176.9' NC2F-40

Conceptual Section:
- Max. Envelope 6' Fence
- Residential
- Retail
- Parking
- Sidewalk
- Neighboring Building
- Average Grade: 127.5'

Program Key:
- Residential
- Retail
- Parking

Graphic Scale:
- 0' 5'
- 0' 10'
- 0' 15'
- 0' 20'
- 0' 25'
EDG #1: DESIGN REVIEW PROPOSAL - OPTION 2

DESCRIPTION
- The new building engages E. Madison St. with retail spaces at street level along the pedestrian way.
- The residential entry is located at the North end of the site, entering from E. Madison St.
- Vehicular entrance to the parking structure garage and loading dock is located off E. Madison St.
- The deep recess “V” scheme provides relief to the bulky massing of the building.
- Residential units are oriented equally facing all directions.

ADVANTAGES
- Maximize development potential and street frontage for residential units.
- Prominent retail entry on E. Madison St. Continuous retail floor, flexible for future tenant.
- Residential entrance off E. Madison St. maximize residential presence on E. Madison St.
- The deep recess “V” scheme provides relief to the bulky massing of the building.
- Minimum Blank Wall.

CHALLENGES
- Retail entry +/- 6'-0" below grade, difficult for ADA access.
- Deep cutout of retail massing along E. Madison St. disrupts retail edge.
- Deep “V” recess pushes units to the east edge along Dewey Pl. E. makes building appear bulky and insensitive to the single families to the east of the project site.
- Blank Wall at partial south facade.
EDG #1: DESIGN REVIEW PROPOSAL - OPTION 2

VIEW LOOKING SOUTHEAST

VIEW LOOKING NORTHWEST

STREET/RETAIL LEVEL PLAN

RESIDENTIAL PLAN LEVEL

CHALLENGES

- **CS1-D**
  - NO OPPORTUNITY FOR ONSITE LANDSCAPING

- **CS2-D**
  - LARGE BUILDING MASS DOES NOT RESPECT ADJACENT SINGLE FAMILY RESIDENCES

- **PL3**
  - +/- 6'-0" RETAIL LEVEL BELOW GRADE REDUCE STREET LEVEL INTERACTION

- **DC1-C-1**
  - PARTIAL BLANK WALL AGAINST SOUTH PROPERTY LINE NEGATIVELY AFFECTS NEIGHBORS TO THE SOUTH

OPTION 2 INFO:
- RETAIL: 26,600 SF
- RESIDENTIAL: 75 UNITS
- PARKING: 158 STALLS
- LAND COVERAGE: 33,650 SF (83%)
- PROPOSED FAR: 122,740 SF (99.1%)
**DESCRIPTION**

- The new building engages E. Madison St. with retail spaces at street level along the pedestrian way.
- The residential entry is located at the North end of the site, entering from E. Madison St.
- Vehicular entrance to the commercial parking garage and loading dock is located off E. Madison St. Vehicular entrance to the residential parking garage is located off Dewey Pl. E.
- The three tier “L” scheme provides relief to the bulky massing of the building and provides opportunity to hold the parking garage back the property line for landscaping screening.
- Residential units are oriented equally facing all directions.

**ADVANTAGES**

- Prominent retail entry on E. Madison St. Continuous retail floor, flexible for future tenant.
- Parking and back of house service off E. Madison St. away from Dewey Pl. E.
- Retail entrance +/- 1’-0” provide better ADA transition.
- Maximize residential presence on E. Madison St.
- The three tier “L” scheme provides relief to the bulky massing of the building towards the single family residents to the east of the project site.
- Minimum Blank Wall.

**CHALLENGES**

- Parking garage ramp.
- Blank Wall at partial south facade.
EDG #1: CONCEPTUAL SECTION - PREFERRED OPTION