

Attachment 1Project No. 3020338

City of Seattle

Response to Guidelines: MUP Application for Design Review

(Attach additional sheets as needed)

1. Please describe the proposal in detail, including types of uses; size of structure(s), location of structure(s), amount, location and access to parking; special design treatment of any particular physical site features (e.g., vegetation, watercourses, slopes), etc

Proposed Building Summary:

- Desired Uses: retail, residential
- Location of Structure: 2925 E Madison St.
- Structure Height: 47'-0"
- Number of Residential Units: 82 Units
- Building Area: See plans
- Number of Parking Stalls: 140

The 2925 E. Madison St. project is a proposed 4-story mixed-use development featuring retail and residential use within the Madison Valley neighborhood. The retail level on the street level is fully glazed to create an urban, pedestrian-oriented experience. The residential apartments above with wide variety of unit types will help accommodate the increasing population in the neighborhood and adds a layer of "light's on" security to the neighborhood. Split vehicular access is proposed off the respective commercial (E Madison St) and residential (Dewey Pl E) streets. Retail parking located below the retail uses will serve a local foods market and a smaller retail space. Residential parking is located at the lowest level and with residential townhouses facing the adjacent single-family neighborhood.

2. Please describe in narrative text and on plans any specific requests for development standard departures, including specific rationale(s) and a quantitative comparison to a code-complying scheme. Include in the MUP plan set initial design response drawings with at least four (4) colored and shadowed elevation drawings and site/landscape plan.

The applicant is proposing two development standard departures to better respond to Seattle Design Guidelines.

The first departure request is for relief from SMC 23.47A.032.A.21 which states, "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." Because the project is located on two streets (E Madison St and Dewey Pl E) and one street is a pedestrian street (E Madison St), a departure request is proposed to allow vehicular access off E Madison St. The code required option would place all vehicular access on Dewey Pl E. The proposed dual access from both E Madison St. and Dewey Pl. E. minimizes traffic impact on both streets. Commercial parking access and loading will be oriented towards the primarily commercial street and residential parking access will be oriented towards the residential street.

The second departure request is related to SMC 23.54.030.F.2.b.2 which states, "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." The departure request is to allow a curb cut width increase from the allowed 30'-0" to 40'-0". The combined curb cut of the parking entrance and the loading berth reduces the number of curb cuts. At 40'-0", the proposed single curb cut is less than the combined total of 50'-0" 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" curb cut also provides smoother delivery truck turning radius, and helps alleviate potential traffic backup on E Madison St. The proposed design will extend sidewalk scoring into the driveway area (with tactile pavers on both sides) to visually reduce traffic impact.

3. Please describe how the proposed design responds to the Early Design Guidance.

1. Response to EDG: The Board acknowledged the public comments concerned with the height bulk and scale of the proposal, however, they concluded that the massing development is responsive to previous guidance and that the design, overall, is on the right track. The Board strongly supported the rearrangement of uses, specifically the addition of townhouse units along the Dewey frontage as the use better reflects the residential character of the neighborhood, provides an intentional transition to the surrounding single family zoning and better responds to the existing topography. The Board directed the applicant to proceed with the developed Massing Option 3. (CS1-C, CS2-A, CS2-D, CS3-A-1, DC1, DC2-A-2)

2. Dewey Frontage: Height, Bulk, Scale and Response to Context: Although the Board supported the addition of townhouses along the Dewey frontage, the Board agreed with public comment that the townhouses appeared shallow and that the north and south portions of the façade have yet to be resolved. The Board gave the following guidance on the proposal's edges and transitions:

a. For the townhouse frontage, the Board recommended exploring the height and depth of the modulation to read as a simplified and cohesive expression. In addition to refining the plane changes at the townhouses, the majority of the Board recommended further articulating the relationship between townhouse and retail above, potentially with additional upper level setbacks. (CS2-A, CS2-D, CS3-A-1, DC2-A-2)

Modulation simplified to provide clear delineation of townhouses from retail use.

b. The Board noted that the north and south ends of the frontage appeared very flat and requested continued massing development in order to develop a sensitive transition along the entire frontage. (CS2-A, CS2-D, CS3-A-1, DC2-A-2)

An additional townhouse has been added to increase the breadth of the residential transition to Dewey PI E. This increases the total length of residential use to 238' of the 295' wide frontage.

c. The Board was supportive of the thoughtful approach to the streetscape treatment and agreed the various elements, including terraced retaining walls, railing design and layered planting, reflect a residential character. (CS2-B-2, CS3-A-1, PL1)

3. South Frontage: Echoing public comment, the Board expressed concern about providing a sensitive transition to the adjacent residential properties to the south. The Board recommended further articulating the lower portion of the facade and adding clerestory windows to be cohesive with the rest of the architectural cladding concept. (CS1-C, CS2-D, CS3-A-1, DC2-A-2, DC2-B)

The south frontage has clerestory windows positioned to mirror the rhythm developed on the façade to the east.

4. Vehicular Access: The Board agreed with public comment that the code compliant alternative showing vehicular access solely off Dewey was the least preferred of the alternatives shown as it creates visual impacts and pedestrian circulation conflicts. The Board discussed the two other options, split access and all access off Madison. Ultimately the Board agreed that they would like additional information, graphics, and input from the technical experts including the City, before indicating their preference on vehicular access location and the related departures. (PL1, DC1-B-1, DC1-C)

The applicant met with SDOT and SDCI to discuss the proposed vehicular access layout and details. Further discussion necessary to achieve SDOT recommendation for proposed vehicle access.

5. Trees and Canopy: The Board acknowledged the public's concern for the loss of the

significant mature planting, however, the Board deferred to the arborist study as reviewed and approved by the City and supported the arborist's findings recommending the removal of the canopy. Related to the replacement canopy, the Board stated their preference for the addition of evergreens, to provide year-round landscape buffer. (CS1-D-1, CS2-B, DC3-C, DC4-D)

Deciduous trees added along Dewey PI E to provide additional variation in landscaping and partial continual screening year-round.

6. Madison Streetscape and Gathering Space: The Board discussed the character of the public community space along Madison. The Board approved of the widening of the sidewalk along the street as it creates more opportunity for interaction. For the additional outdoor space adjacent to the grocery entry, the Board recommended the development of a public space which is true to the nature of the space and agreed the space can either function as a gathering space or an active sidewalk. In either case, the Board encouraged incorporating additional seating, space for pause and sightlines for streetscape connection. (CS2-B-2, PL1, PL3-C, DC3)

Additional seating and bike parking added enhance active retail frontage of along the street. The applicant is exploring options with the designer of the retail space to discover ways to provide an active, lively frontage for the Madison Valley community.

7. Materials: The Board continued to approve of the quality of materials presented, in particular along Madison. For the Dewey façade, the Board agreed with public comment that that colors are playing a larger role than needed in differentiating portions of the facade and recommended simplifying and resolving the material treatment into a cohesive language. The Board also encouraged the introduction of masonry along the Dewey façade to incorporate residential character and relate to the other main frontage. (CS3-A-1, DC2, DC4-A-1.)