

THIRD
EARLY DESIGN GUIDANCE
MEETING OF
DESIGN REVIEW BOARD 7

March 17, 2004

BACKGROUND INFORMATION:

Project Number; 2204305

Address: 2040 E. Madison St.

Applicant: Slater Partners, Jay Reeves, Architect

**Board members: Jack Schwaegler, Wes Larson
Rob Humble Gregory Wharton**

Board Member Absent Annie Han

Land Use Planner present: Scott Kemp

This early design guidance meeting was conducted for a proposed mixed use development on a site zoned NC3-65' and NC2R-65', which is nearly flat and bordered by E. Madison St. on the south, by E. Denny Way on the east and north and by a 16 foot wide alley on the west. Across the approximate center of the site is another alley segment, this one 10 feet wide and the subject of an alley right-of-way vacation petition. To the west of the subject site, across the alley from the site a new mixed use building has been constructed along Madison. Structures on the remainder of the block are older, low scale commercial and residential buildings.

The proposed development would be six stories tall, contain approximately 200 residential units, 12,000 sq. ft. of commercial space and take vehicular access from the alley along the western edge of the site.

At the first meeting design priorities were identified relating to height, bulk and scale, responding to the unique site both in shape and visibility. Streetscape compatibility was deemed important and the Board noted that the character of those streets changes from commercial to residential around the site. Human activity engaging the street was thought important both in the commercial and residential areas. Architectural consistency was cited with the comment that the design should be formal and traditional along Madison St. and that a "wedding cake" approach should be avoided. The need for high quality exterior finish materials was noted. Human scale detail, pedestrian open spaces and entrance attention, screening of dumpsters and service areas and landscaping to enhance the building were also noted as of particular importance.

At the second EDG meeting the Board was very pleased with the courtyard concept presented, stating that the materials used will be a critical element of successful execution. The Board was generally very pleased with the courtyard concept and execution. The type and quality of materials

will be important in the plaza's execution and the applicants are asked to bring specific material samples and/or proposals to the next meeting. At this meeting building massing issued continued to be a concern for portions of the building across streets from L-4 zoned areas. A model with neighborhood context was requested. The heavy cornice line along the commercially expressed building areas was thought to be too heavy.

ARCHITECTS PRESENTATION

At this third EDG meeting the proponents presented drawings and a model showing continued evolution of the roof lines and upper level setbacks. Along the northeast side a two-story mansard looking roof element, effectively stepping the upper two levels of the building back in two 10 foot amounts. New shadow studies, derived from the neighborhood planning effort, were presented to show the shadow impacts at the winter and summer solstices of squared building of 65', one with the proposed mansard setting back, and one with a two story building on the approximate western half of the site (enough to have no winter shadow impact across the street to the east).

Balconies off individual units have been scaled down to Juliet-type expressions with wrought iron looking railings. A rooftop deck provides required open space. The building has been pushed back out to the property line, about three feet, at approximately 15 feet above grade. Access to the courtyard area is gated. The applicants indicated they think they may have to close the area between 6:00 p.m. to 6:00 a.m. for a period of time after opening for security reasons.

The applicants indicated they would like to have restaurants occupy spaces on either side of the courtyard opening from Madison Ave. E. and would provide flu chases within the building to facilitate this potential eventuality.

Other than brick on the base elements, choices for materials are still being studied. The possibility of using some metal siding on upper residential areas was indicated.

DEPARTURES:

A proposed departure from the residential lot coverage limit of 64% for portions of a building over 13 feet in height has increased from 70% to 75%. (Note: A project proponent mistakenly identified the amount of departure requested as .5% not 5%.

PUBLIC COMMENTS:

At this third EDG meeting public comment was generally highly supportive of the design progress to date. Treatment of height, bulk and scale aspects of the design were thought to be largely successful. The roof deck was thought to be a useful amenity in this location.

DELIBERATIONS:

The Board generally liked the current building scheme. They stated they think the height, bulk and scale aspects and the related shadow impacts are not adequately resolved. Scale of the building throughout is now thought to be nicely broken down into discrete elements. The Board suggested

that the proponents could look at making the two elements, one on either side of the entry cut into the plaza from Madison, look more like two different architectural expressions. The look could be two different, but complementary buildings. Some also felt that the windows "punched" into the square brick expressions on either side of the same entry cut could stand to be a little larger.

The Board continued to support the proposed development standard departure, now for 70.4% upper level residential lot coverage.

For the recommendation meeting the Board wants to see material boards and encourages the applicants to design into the facades signage for the prospective tenants. In this way the eventuality that signs will be added in an ill considered manner can be avoided.