

SECOND
EARLY DESIGN GUIDANCE
MEETING OF
DESIGN REVIEW BOARD 7

January 21,2004

BACKGROUND INFORMATION:

Project Number: 2204305 **Address:**
2040 **E. Madison St.**

Applicant: Slater Partners, Jay **Reves**, Architect

Board members: **Jack Schwaegler Wes**
Larson Rob Humble
Gregory Wharton
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 it was 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.

ARCHITECTS PRESENTATION

At this second **EDG** meeting the proponents presented drawing showing great progress in evolving many of the challenges presented by the project. The current design includes an interior courtyard with entrances from **E. Madison St.**, **E. Denny** Way and the alley with a fountain and both residential and commercial areas to provide versatile, attractive space which is likely to be viewed at as a community amenity for years to come.

A first look at building elevations was also presented. A formal, more commercial look with a formal cornice line, metal siding, a brick base level and strong expressed pilasters was proposed for the Madison St. frontage with a decidedly residential expression with pitched roof elements, large balconies and more complicated rhythm of fenestration on the residential building visible through the courtyard opening. Along the east elevation the facade design changes from a formal commercial to a residential expression at a "background facade element" over entry portal into the interior plaza. Softer colors are proposed in the residential areas with several vertical elements, capped by pitched roof elements. Residential materials hint of wood or siding with a wood-like appearance. The portal into the courtyard is approximately 15 feet tall and is expressed as a double arch.

Courtyard paving is proposed to be entirely brick paving. Awnings are likely to be included > around most, if not all, of the commercial street frontage of the building. A flue trace from the proposed restaurant building up through the building would lessen odor impacts and is contemplated.

DEPARTURES:

A departure from the residential lot coverage limit of 64% for portions of a building over 13 feet in height is being sought to allow coverage of 70%.

PUBLIC COMMENTS:

At this second EDG meeting public comment was generally highly supportive of the design progress to date. Comments were made asking for continued design work to limit the shadow impacts upon neighboring multi-family zoned areas to the northeast and east. A comment was made asking for vehicle access to be on E. Denny Way and not the alley. Material quality and selection were pointed out to be fundamentally important in such a large building and in such a prominent location.

DELIBERATIONS:

The Board was generally very pleased with the courtyard concept and execution. Materials will be important in its execution and the applicants are asked to bring specific material samples and/or proposals to the next meeting.

Massing, or height, bulk and scale control, continues to be an area of Board concern where the proposal is across from L-4 neighborhoods. A model placing the proposal in context with its surrounding was requested. Variation in the top of the building to allow light to reach surrounding properties was encouraged. The Board requested that something be taken off the building to accomplish these ends. Perhaps vertical cuts to allow light to pass through would work well. Stepping back the upper levels is another approach which might be taken.

The heavy cornice line shows on drawings of the commercial expression were thought to be too large and overdone. The varied top of the Press Building was pointed to as a well done building to look at.

The Board feels that the fenestration pattern of the commercial expression was perhaps too monotonous.

The Board expressed support for the proposed departure to allow increased residential lot coverage, especially in light of the excellent provision of courtyard open space and as a compensation for necessary height, bulk and scale relief.