

DESIGN

REVIEW

PROGRAM IMPROVEMENTS

Seattle City Council
Planning, Land Use & Zoning
Committee
August 15, 2017



City of Seattle
Department of Construction & Inspections

Last Meeting (August 1st)

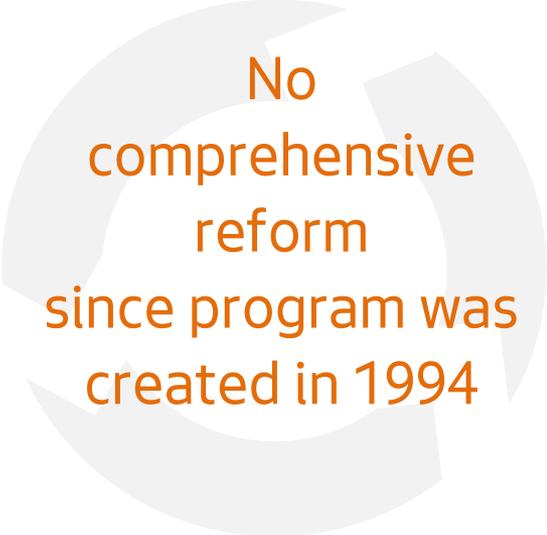
- ▶ Design Review Program
- ▶ Proposal Development
- ▶ Overview of Recommendations

Today (August 15th)

- ▶ Deep Dive: Early Outreach
- ▶ Deep Dive: Project Thresholds & Examples

Upcoming (September 11th)

- ▶ Public Hearing



No
comprehensive
reform
since program was
created in 1994

EARLY COMMUNITY OUTREACH

Requirement

- ▶ Applicants must conduct community outreach before EDG

Purpose

- ▶ Improve dialogue and understanding of local context

Implementation

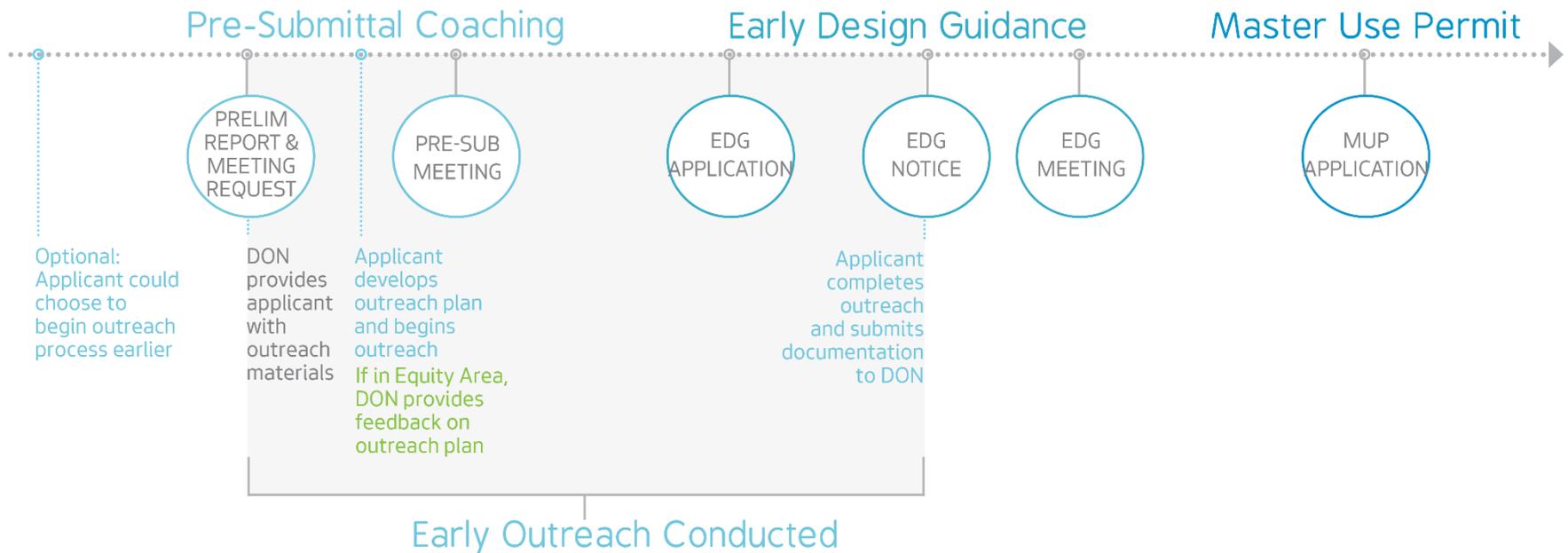
- ▶ Provide structure, offer flexibility
- ▶ Meaningful contact
- ▶ Minimal applicant resources and impact to project timeline
- ▶ Monitor, refine/revise



EARLY COMMUNITY OUTREACH

Integration into Permit Process

- ▶ DON staff must verify that the outreach has occurred before the applicant may schedule their EDG meeting



EARLY COMMUNITY OUTREACH

Structure & Flexibility

Type	Options for Outreach Strategies
In Person (1)	<ul style="list-style-type: none"> • Drop-in hours or "Pop-Up" event • Table at community event or festival • Guided tour or site walk • Small group / focus group meetings • Attend a community group meeting • Host a community meeting
Electronic (1)	<ul style="list-style-type: none"> • Project Website • Email to Distribution List / Listserv • Post on Local Blog or Social Media Post
Print (1)	<ul style="list-style-type: none"> • Local Print Newsletters • Direct Mailings or Door-to-Door Flyers • Posters in Local Businesses, Community Centers • Sign(s) posted on site



EARLY COMMUNITY OUTREACH

Scenario A

- ▶ 17,000 sf building
- ▶ Located on Capitol Hill
- ▶ Going through Administrative Design Review (not complex)

Outreach Plan

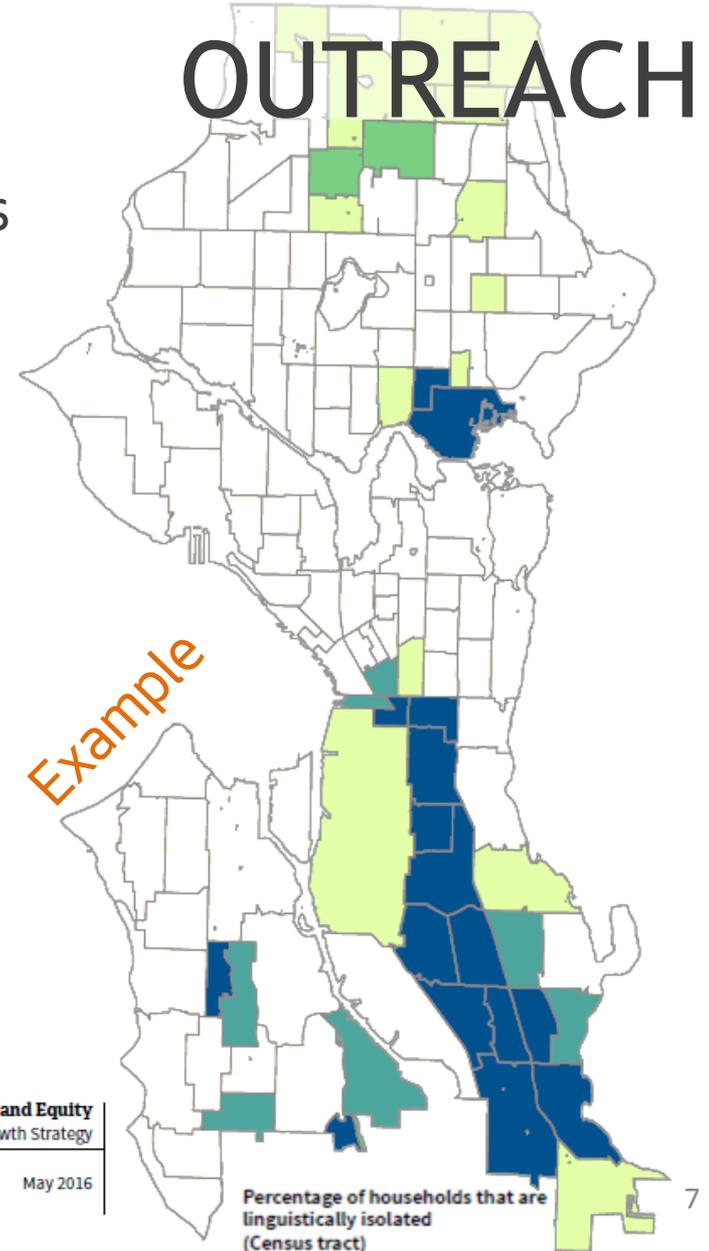
- ▶ Create a project poster and post at local coffee shop, corner store, and library
- ▶ Create a project phone line that includes basic information and voicemail for comments
- ▶ Meet with a representative from the local business district and other stakeholder groups recommended by DON



EARLY COMMUNITY OUTREACH

Equity Areas

- ▶ Customized outreach in neighborhoods identified based on demographics
 - ▶ Race
 - ▶ Limited English Proficiency
 - ▶ Socioeconomic Disadvantage
- ▶ DON staff will work with applicant to customize outreach methods to local community
 - ▶ Translate materials
 - ▶ Reach renters
 - ▶ Engage with other marginalized populations



EARLY COMMUNITY OUTREACH

Scenario B

- ▶ 100,000 sf mixed use building
- ▶ Located in Columbia City
- ▶ Going through Full Design Review

Outreach Plan

- ▶ Co-host a public site-walk with local community group
- ▶ E-mail other local stakeholder groups inviting them to join
- ▶ Mail postcards to properties within 2 blocks of the site
 - ▶ include email address for written comments
 - ▶ provide basic information in another language and offer translation services



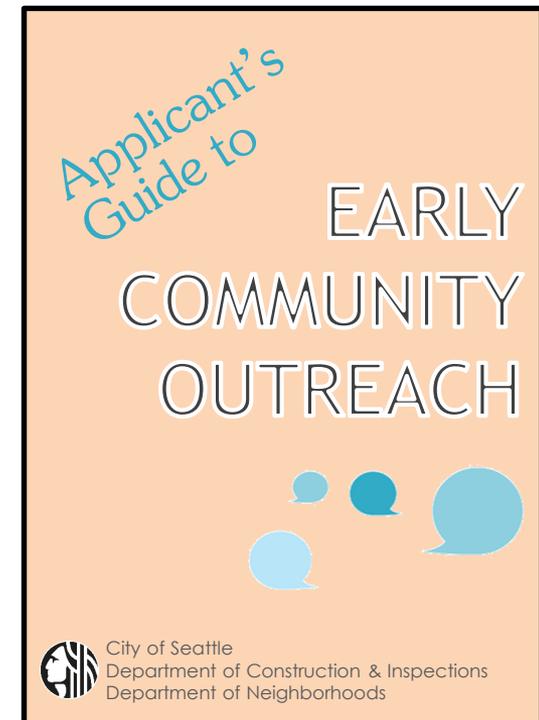
EARLY COMMUNITY OUTREACH

Meeting the Requirement

- ▶ Provide evidence that the outreach occurred
- ▶ Documentation goes in project file, available online
- ▶ SDCI staff will share outreach completed at EDG meeting
- ▶ Encourage applicants to provide summary of feedback at EDG

Resources for Applicants

- ▶ Resource handbook
- ▶ Coaching to customize outreach in equity areas



PROJECT THRESHOLDS

Downtown Zones

- ▶ No changes proposed
- ▶ Minimum threshold: 20,000 sf and 50,000 sf
- ▶ All go through Full Design Review

Commercial, Mixed-Use, & Multifamily Zones

- ▶ Minimum threshold: 10,000 sf
- ▶ Upper threshold: 20,000 sf
- ▶ Type of review determined by Complexity Characteristics

Industrial Zones

- ▶ Minimum threshold: 20,000 sf
- ▶ All non-industrial projects in IC and IB go through Full Design Review



PROJECT THRESHOLDS

Project Complexity

- ▶ Used to determine what projects go through more board review in multifamily, commercial, and mixed-use zones
- ▶ If **any** characteristic is present, project is considered complex

Context	Next door to a single-family zone (or across alley)
	Next door to zone with 20+ feet lower allowed height
Scale	Lot is 43,000 square feet or larger
	Street lot line greater than 200 feet in length
Special Features	Council approval for rezone, street vacation, etc
	Designated landmark structure
	Character structure in the Pike/Pine Overlay District



PROJECT THRESHOLDS

Summary of Proposed Thresholds

Generalized Zones	Proposed Floor Area	Complex?	Type of DR
Multifamily and commercial zones outside of downtown (LR, MR, HR, NC, C, SM, MPC)	10,000 - 20,000	No	Administrative
		Yes	Hybrid
	20,000 +	No	Hybrid
		Yes	Full
Downtown (DOC or DMC)	50,000 +	n/a	Full
Other Downtown & Industrial (IC, IB)	20,000 +	n/a	Full

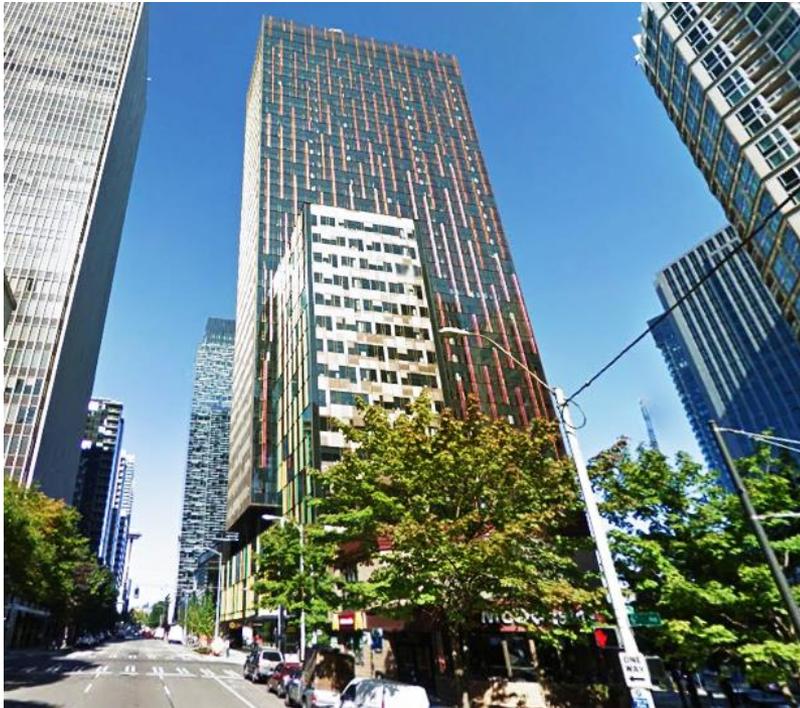
Type of Use	Proposed Floor Area	Complex?	Type of DR
Living Building Pilot Program	Any size	n/a	Full
Affordable Housing	Any size	n/a	Administrative



EXAMPLES 1 & 2

Building Info

- ▶ 1,400,000 square feet
- ▶ Downtown zoning



- ▶ 160,000 square feet
- ▶ Downtown zoning



No Change Full Board Review

No Change Full Board Review



EXAMPLES 3 & 4

Building Info

- ▶ Warehouse located in industrial zone
- ▶ City facility reviewed by Seattle Design Commission



No Change No Design Review **No Change** No Design Review

EXAMPLES 5 & 6

Building Info

- ▶ 360,000 square feet
- ▶ Street length, Council approval
- ▶ 135,000 square feet
- ▶ No complex characteristics



No Change Full Board Review

Change

- ▶ Today: Full Board Review
- ▶ Proposal: Hybrid DR



EXAMPLES 7 & 8

Building Info

- ▶ 60,000 square feet
- ▶ Street length, zone edge



No Change Full Board Review

- ▶ 44,000 square feet
- ▶ No complex characteristics



Change

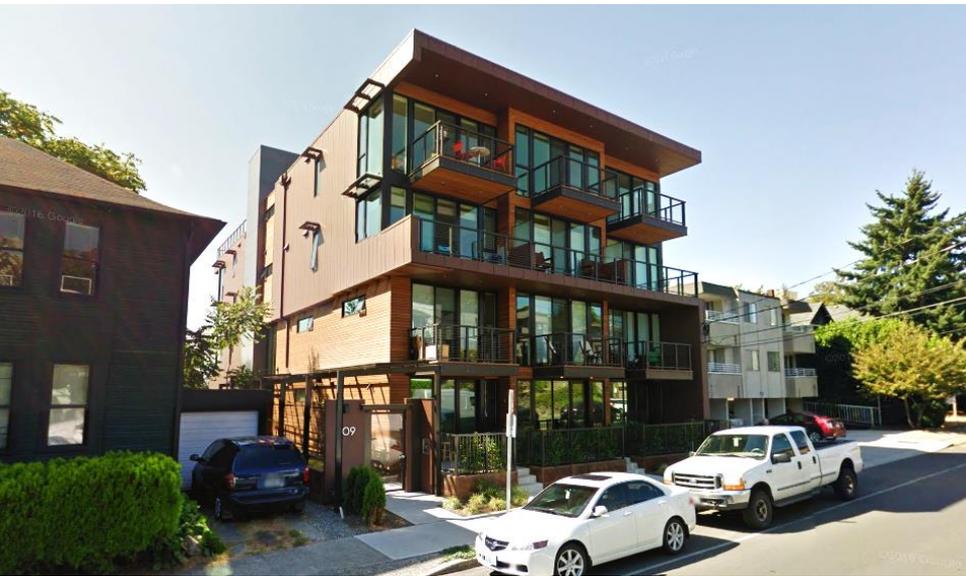
- ▶ Today: Full Board Review
- ▶ Proposal: Hybrid DR



EXAMPLES 9 & 10

Building Info

- ▶ 17,000 square feet
- ▶ No complex characteristics



- ▶ 15,000 square feet
- ▶ No complex characteristics



Change

- ▶ Today: Full Board Review
- ▶ Proposal: Admin DR

Change

- ▶ Today: Full Board Review
- ▶ Proposal: Admin DR



EXAMPLES 11 & 12

Building Info

- ▶ 14,000 square feet
- ▶ Next to single-family zone

- ▶ 11,000 square feet
- ▶ No complex characteristics



Change

- ▶ Today: Streamline DR
- ▶ Proposal: Hybrid DR

Change

- ▶ Today: Streamlined DR
- ▶ Proposal: Admin DR



EXAMPLES 13 & 14

Building Info

- ▶ 8,000 square feet

- ▶ 6,000 square feet



Change

- ▶ Today: Streamlined DR
- ▶ Proposal: No Design Review

Change

- ▶ Today: Streamlined DR
- ▶ Proposal: No Design Review



Early Outreach

- ▶ Improves dialogue with communities
- ▶ Broadens participation with web-based tools
- ▶ Improves 'fit' in neighborhoods
- ▶ Allows meetings to focus more on design

Project Thresholds & Complexity

- ▶ Estimated 4 - 8 week timeline reduction on average
- ▶ Reduces review volume for overloaded boards
- ▶ Improves predictability and consistency of reviews



DESIGN

REVIEW

PROGRAM IMPROVEMENTS

Thank you

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