MEMORANDUM

To: Design Review Board

From: Tony Leavitt, Senior Planner

Date: June 6, 2019

File No.: DRV18-00493

Subject: ROSE HILL MIXED USE PROJECT CONCEPTUAL MASTER PLAN AND PROJECT DESIGN RESPONSE CONFERENCE

I. MEETING GOALS

At the June 17th Design Review Board (DRB) meeting, the DRB should continue the Design Response Conference from January 7th to review the Conceptual Master Plan and project design and determine if the project is consistent with the design guidelines contained in Design Guidelines for Rose Hill Business District, as adopted in Kirkland Municipal Code (KMC) Section 3.30.040.

At the December 3, 2018 Meeting, the DRB was accepting of the overall massing, detailed elevations and material usage, but the Board requested that the applicant address the following items:

- Different options for design of the NE 85th Street Façade for Building D.
- Reduced heights of planters along NE 85th and stepping down of weather protection along NE 85th Street.
- More detailing needed along Building D Façade adjacent to U-Haul site.
- Explore more parapet and rooftop modulation along longer façade including the north elevation of Building B.
- Revised landscaping plan to include more variety and interest.
- Provide additional details of service and loading area designs.

At the January 7, the applicant submitted revised plans to address these items. The Board was indicated general acceptance of the overall design and the response to the items noted above. The Board requested that the applicant revise the eave and parapet design along the NE 85th Street façade prior to final approval and continued the meeting to May 6th to review the change and allow staff to finish the SEPA Review for the project.

The SEPA Review was not completed by May 6th, so the meeting was continued to June 17th. Staff has completed the SEPA Review and a Determination has been issued.

As a result of the traffic review, a minor site design change to allow access from the project’s north driveway to the Costco parking lot is occurring. That change is not reflected in Attachment 2, but the applicant will bring revised plans to the meeting.
II. PROPOSAL

The subject property is located at 12040 NE 85th Street (see Attachment 1). The applicant is proposing redevelopment of an existing commercial site with a new mixed use development (see Attachment 2). The project will provide over 84,000 square feet of neighborhood retail. Above the retail and underground parking structure, there will be a total of four 5-level residential buildings totaling approximately 870 residential units with 10% being designated as affordable housing.

III. SITE

The subject property is zoned RH (Rose Hill Business District) 3 and currently contains a large commercial building with multiple tenants including a Petco retail store, an Outback Steakhouse restaurant building, a Kirkland Autoworks building, large surface parking lot and a small parking lot used by Costco. The ownership does not include the U-Haul parcel.

The existing parking lot and building pad are relatively flat with a significant upward grade elevation along NE 85th Street and from 120th Avenue NE to the site.

The property has street frontage along NE 85th Street, 120th Avenue NE and 122nd Avenue NE.

The following list summarizes the zoning designation, uses, and allowed heights of properties adjacent to the subject property:


East: RH 5A. Retail shopping center and single family residential use. Maximum height is 35 Feet, except hotels can go to 54' on properties abutting an LIT zone.

West: RH 1A. Costco and Office Building. Maximum height is 67 feet.

South: RH 3. Multiple retail and restaurant uses. Maximum height is 35 feet.

Additional photographs prepared by the applicant that show the surrounding properties are contained in Attachment 2.

IV. DESIGN RESPONSE CONFERENCE

The Design Review Board reviews projects for consistency with design guidelines for the Rose Hill Business District, as adopted in Kirkland Municipal Code Chapter 3.30. In addition to the standard guidelines contained in the Design Guidelines for Rose Hill Business District, the following information summarizes key guidelines that apply specifically to the project or project area. See also Section VI for information regarding zoning regulations and how they affect the proposed development.

A. Pedestrian-Oriented Design Guidelines

1. General

The following is a list of key design issues and/or design techniques that should be addressed with this project as identified in the design guidelines.

- Design Standards for Master Plans in the RH 3 zone (see Section V.A.2 below)
- Building Location and Orientation
- Pedestrian Friendly Building Facades
- Public Improvements (Sidewalks and Street Trees)
- Pedestrian Connections, Lighting, Amenities and Plazas
- Blank Wall Treatment
- Residential Open Space
- Parking Lots, Parking Garages and Vehicular Circulation
- Architectural Style and Scale
- Human Scale
- Building Details and Materials
- Signs
- Visual Quality of Landscapes

See the adopted Design Guidelines for Rose Hill Business District for complete text and explanations.

2. **Conceptual Master Plan**
   a. KZC Section 142.35.9 states that The Design Review Board shall consider a Conceptual Master Plan (CMP) in the RH 3 zone within the NE 85th Street Subarea. The CMP shall incorporate the design considerations for the RH 3 zone set forth in the Design Guidelines for the Rose Hill Business District.
   b. KZC Section 53.34.010 requires that the required setback yards, landscape buffers and required parking spaces be established as part of the Conceptual Master Plan review process.
   c. **Staff Analysis: At the September 5th Meeting, the DRB provided direction on these development standards. They were accepting of the preliminary setbacks and landscape buffers that the applicant provided. They were also accepting of the applicant’s massing plan along NE 85th Street as the Building D transitions from the NE 85th Street height limit to the overall site height limit.**

3. **Special Considerations for the RH3 Zone**
   a. In addition to the standard guidelines contained in the Design Guidelines for Rose Hill Business District, the following design considerations apply to the RH 3 Zone:
      - The RH 3 zone should be master-planned to provide coordinated development. For example, Rose Hill Shopping Center could be redeveloped into vibrant mixed-use village, combining local and destination-oriented retail uses with office and residential uses. The Master Plan should be pedestrian oriented and incorporate design standards such as:
         - Buildings and retail storefronts oriented to internal pedestrian and vehicular routes and to surrounding streets with clearly identifiable building and pedestrian access points and entryways to adjacent streets and internal pedestrian pathways.
         - Isolated building pads should be minimized.
         - Design techniques to prevent the dominance of large single occupant structures, such as use of: smaller building footprints, multiple tenant spaces on each floor of a structure abutting a street, stepping back of upper stories along NE 85th Street and corner building treatments at 120th Avenue NE and 122nd Avenue intersections.
• Incorporate useable public spaces, plazas or pocket parks, and public amenities, such as art, sculptures, fountains or benches.

• Use landscaping to emphasize entries into buildings, pedestrian areas, and pedestrian routes to enhance public spaces, parking areas, and to screen blank walls and service areas.

• Placement of loading and service areas shall be located away from NE 85th Street and pedestrian areas.

b. Staff Analysis: The applicant has submitted revised plans for review (see Attachment 2). The DRB should provide direction on compliance with the Design Considerations for Master Plans in the RH 3 zone.

B. Compliance with Design Guidelines
   1. Scale
      a. DRB Discussion
         At the January 7th Meeting, the DRB was accepting of the overall massing, detailed elevations and material usage, and the design changes request at the December 3rd meeting. The Board requested that the applicant revise the eave and parapet design along the NE 85th Street façade to make the design more consistent.

      b. Supporting Design Guidelines
         The Design Guidelines for Rose Hill Business District contain the following policy statements that address the use of these techniques:

         • Encourage design treatments that emphasize street corners through the use of building location and design, plaza spaces, landscaping, distinctive architectural features, and/or signage.

         • Encourage all buildings located at or near street corner to incorporate special architectural elements that add visual interest and provide a sense of human proportion and scale. This could include a raised roofline, turret, corner balconies, bay windows, special awning or canopy design, and/or distinctive use of building materials (see the following examples).

         • Locate and orient buildings towards streets, plazas or common open spaces, and major internal pathways.

         • Configure buildings to create focal points especially on larger sites.

         • Avoid blank walls near sidewalks, major internal walkways, parks, and pedestrian areas. The following treatments mitigate the negative effects of blank walls (in order of preference):

            a. Configure buildings and uses to minimize blank walls exposed to public view.

            b. Provide a planting bed with plant material to screen most of the wall.

            c. Install trellises with climbing vines or plant materials to cover the surface of the wall. For long walls, a trellis or trellises should be combined with other design treatments to avoid monotony.

            d. Provide artwork on the wall surface.
e. Provide architectural techniques that add visual interest at a pedestrian scale. This could include a combination of horizontal building modulation, change in building materials and/or color, and use of decorative building materials.

f. Other treatments may be proposed that meet the intent of the guidelines.

- Avoid blank walls near sidewalks, major internal walkways, parks, and pedestrian areas.
- Incorporate fenestration techniques that indicate the scale of the building.
- Encourage vertical modulation on multi-story buildings to add variety and to make large buildings appear to be an aggregation of smaller buildings.
- Encourage a variety of horizontal building modulation techniques to reduce the architectural scale of the building and add visual interest.
- Encourage a variety of roofline modulation techniques.
- Encourage a combination of architectural building elements that lend the building a human scale.
- Locate and orient buildings towards streets, plazas or common open spaces, and major internal pathways.
- Configure buildings to create focal points especially on larger sites.
- Configure development to provide opportunities for coordinated pedestrian and vehicular access. Configure internal access roads to look and function like public streets. This is most applicable larger sites, such as those in the Regional Center, where an internal vehicular circulation system is critical to access interior portions of the sites. The most desirable configuration would include on-street parking, street trees, and sidewalks on both sides of the roadway.
- Mitigate the intrusive qualities of parking garages. Along streets, pedestrian pathways, and in pedestrian areas, ground-level commercial uses should be incorporated into parking structures. Extensive landscaping should be used to screen the parking garage near residential areas and in high visibility locations.
- Design and site parking garage entries to complement, not subordinate the pedestrian entry. If possible, locate the parking entry away from the primary street, to either the side or rear of the building.
- Locate parking structure service and storage functions away from the street edge and generally not visible from the street or sidewalks.
- Building facades in pedestrian areas should provide lighting to walkways and sidewalks through building mounted lights, canopy- or awning-mounted lights, and display window lights. Encourage variety in the use of building-mounted light fixtures to give visual variety from one facade to the next.

c. **Staff Analysis**

*As requested by the DRB, the applicant has provided detailed plans for review (see Attachment 2).*
The DRB should provide feedback on if the applicant has adequately addressed the board’s requested items.

2. **Open Space and Landscaping**

   a. **DRB Discussion**

      At the January 7th Meeting, the DRB reviewed the detailed landscaping plan and approved the design. No additional revisions were requested.

   b. **Supporting Design Guidelines**

      The Design Guidelines and Zoning Regulations contain the following guideline addressing the visual quality of landscapes:

      - KZC Chapter 95 requires that a landscape plan be approved as part of the Design Review Process.
      - Encourage special landscaping elements on all street corners in the Rose Hill Business District. Such landscaping elements should incorporate a variety of plant types and textures that add seasonal interest.
      - Provide landscaping elements that add color and seasonal interest. This can include trees, planting beds, potted plants, trellises, and hanging plants.
      - Provide landscaping between the sidewalk and building or parking lot to provide visual relief and enhance the pedestrian experience along the corridor. Such landscaping should include a combination of ground cover, shrubs, and trees and be trimmed to maintain visibility into the site and buildings.
      - Consider the purpose and context of the proposed landscaping. The pedestrian/auto oriented landscape requires strong plantings of a structural nature to act as buffers or screens. The pedestrian landscape should emphasize the subtle characteristics of the plant materials. The building landscape should use landscaping that complements the building’s favorable qualities and screens its faults while not blocking views of the business or signage.
      - Provide pedestrian amenities along all sidewalks, interior pathways, and within plazas and other open spaces.
      - Design all buildings abutting a public sidewalk or major internal pathways to provide direct pedestrian access to the sidewalk or pathway.
      - Provide pedestrian plazas in conjunction with nonresidential uses.
      - Position plazas in visible locations on major internal circulation routes, close to bus stops, or where there are strong pedestrian flows on neighboring sidewalks.
      - Incorporate plenty of benches, steps, and ledges for seating. A combination of permanent and moveable seating is encouraged. Seating areas should be provided with views of amenities, landscaping elements, or people watching.
      - Provide private open space for multi-family residential units.
3. **Building Materials, Color, and Details**
   a. **DRB Discussion**
      
      At the January 7th Meeting, the DRB reviewed the overall building materials, colors and details on the buildings detailed and approved the design. No additional revisions were requested.
   b. **Supporting Design Guidelines**
      
      The Design Guidelines contain the following policy statements that address the use of these techniques:
      
      - Encourage the integration of ornament and applied art with the structures and the site environment. For example, significant architectural features should not be hidden, nor should the urban context be overshadowed. Emphasis should be placed on highlighting building features such as doors, windows, eaves, and on materials such as wood siding and ornamental masonry. Ornament may take the form of traditional or contemporary elements. Original artwork or handcrafted details should be considered in special areas. Ornament and applied art can be used to emphasize the edges and transition between public and private space, and between walls to ground, roof to sky, and architectural features to adjacent elements. Ornament may consist of raised surfaces, painted surfaces, ornamental or textured banding, changing of materials, or lighting.
      
      - Utilize a variety of quality building materials such as brick, stone, timber, and metal, to add visual interest to the buildings and reduce their perceived scale. Masonry or other durable materials should be used near the ground level.
      
      - Limit the use of concrete block, metal siding, and stucco or similar materials including Exterior Insulation and Finish System (EIFS) on all visible building facades from the street and pedestrian routes and near primary entrances. Such materials should be trimmed properly and used in conjunction with other preferred materials. EIFS should be sheltered from extreme weather by roof overhangs or other methods.
      
      - The use of a range of colors compatible within a coordinated color scheme should be encouraged.

V. **KEY ZONING REGULATIONS**

The applicant's proposal is also subject to the applicable requirements contained in the Kirkland Municipal Code, Zoning Code, Fire and Building Code, and Public Works Standards. It is the responsibility of the applicant to ensure compliance with the various provisions contained in these ordinances. Attachment 3, Development Standards, is provided to familiarize the applicant with some of these additional development regulations. These regulations and standards are not under the review authority of the DRB and will be reviewed for compliance as part of the building permit review for the project.

In terms of zoning, development on the subject property is subject to the regulations in RH 3 (see Attachment 4) as well as other applicable KZC sections. The following regulations are important to point out as they form the basis of any new development on the site. Below are some of the key zoning standards that apply to the development followed by staff comment in italics. On May 7th, the City Council passed Ordinance 4683 (see Attachment 5) which changed the maximum height limits for the site, maximum...
height along NE 85th Street and the maximum lot coverage. Those changes are reflected below.

A. **Design Review Process:** Requires approval of a Conceptual Master Plan that incorporates the design considerations for the RH 3 zone set forth in the Design Guidelines for the Rose Hill Business District.

B. **Permitted Uses:**
   - Commercial, office, and residential (stacked dwelling units) are allowed in this zone.
   - At least 50 percent of the total gross floor area located on the ground floor of all structures on the subject property must contain retail establishments, restaurants, taverns, hotels or motels. These uses shall be oriented to NE 85th Street, a major pedestrian sidewalk, a through-block pedestrian pathway or an internal pathway.
   - Individual retail uses in this zone are limited to a maximum gross floor area of 65,000 square feet.

*Staff Comment:* The proposed uses within the development comply with these requirements.

C. **Height:**
   - A maximum height of 45 feet above the midpoint of the frontage of the subject property along NE 85th Street to a maximum of 75 feet along the northern property line.
   - A building on the subject property may exceed the 45 feet height limit so long as the portion of the building located within 20 feet of the public right-of-way does not exceed 45 feet.
   - The ground floor of all structures on the subject property shall be a minimum of 15 feet in height.

*Staff Comment:* The applicant’s plans will need to show compliance with the applicable height limit.

The Board discussed the proposed transition along NE 85th Street from the 45 foot height limit to 75 feet. They were accepting of the applicant’s plans and directed to the applicant to proceed with massing plan.

D. **Lot Coverage:** The maximum lot coverage for the site is 100 percent.

*Staff Comment:* The applicant’s plans will need to show compliance with the maximum lot coverage requirement.

E. **Setbacks, Landscape Buffers and Parking:** As established in the Conceptual Master Plan process.

*Staff Comment:* The DRB reviewed and approved the proposed setbacks and landscape buffers. Staff will provide direction on the required parking spaces after review Traffic Impact Analysis and Parking Study has been completed. That review will be completed by the June 17th Meeting.

F. **Affordable Housing Requirements:** The project is required to provide at least 10 percent of the units as affordable housing units as defined in KZC Chapter 5.

*Staff Comment:* Staff has not yet evaluated the proposed project for compliance with the City’s Affordable Housing Regulations. The review will occur as part of the building permit.
VI. **PUBLIC COMMENT**

Prior to the finalization and distribution of this staff memo, no public comments were received.

VII. **ATTACHMENTS**

1. Vicinity Map
2. Applicant’s Plan Submittal
3. Development Standards
4. RH 3 Use Zone Chart
5. Ordinance 4683 Changes
Rose Hill Mixed-Use
12040 NE 85th Street, Kirkland WA

Design Response Conference
Consolidated Package
DRV18-00493
April 24, 2019
**PROJECT TEAM**

Developer - Madison Development Group, LLC

Architect - MG2
David Hewitt
Bill Fuller
Steve Johnson
Gabriel Reed

Landscape Architect - Brumbaugh & Associates
Kristen Lundquist

**DESIGN REVIEW CONFERENCE GOALS**

DRC Meeting #1 - September 5, 2018
- Concept Development
- Overall Massing
- Facade Creation
- Public Spaces

DRC Meeting #2 - December 3, 2018
(Rescheduled from November 5, 2018)
- Items to be Addressed from Meeting #1
  - Facade Treatment Along NE 85th St & U-Haul Site
  - Enlarged Building Elevations
  - Generic Exterior Materials
  - Parapet & Roof Modulation
  - Light & Shadow Studies
  - Planter Wall Design & Details
  - Loading Dock Design Along 122nd Ave NE
  - U-Haul Access Easement
- Facades & Building Materials
- Balcony & Canopy Designs
- Landscape Design
- Perimeter, Plaza, & Corner Terrace Design

Additional Content
- Building Facade Detailing
- Final Exterior Colors
- Exterior Lighting & Fixtures

DRC Meeting #3 - January 7, 2019
- NE 85th ST Elevation
- Building D Loading & Facades at U-Haul
- Roofline Variation Study
- Landscape Updates

Final DRC Meeting - Scheduled for May 6, 2019
### GROSS FLOOR AREA SUMMARY

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| **TOTAL GFA**                      | 1,296,000 |

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### DEVELOPMENT SUMMARY - BY BUILDING

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3 NORTH ELEVATION ALONG FIRE ACCESS ROAD

4 WEST ELEVATION ALONG 120TH AVE NE
3. EAST-WEST SECTION AT PEDESTRIAN PLAZA LOOKING NORTH

4. EAST-WEST SECTION AT AUTOCOURT LOOKING NORTH

KEY
- COMMERCIAL
- RESIDENTIAL
- PARKING / BOH

SITE SECTIONS | 22

ROSE HILL MIXED-USE | DRC CONSOLIDATED PACKAGE | APRIL 24, 2019