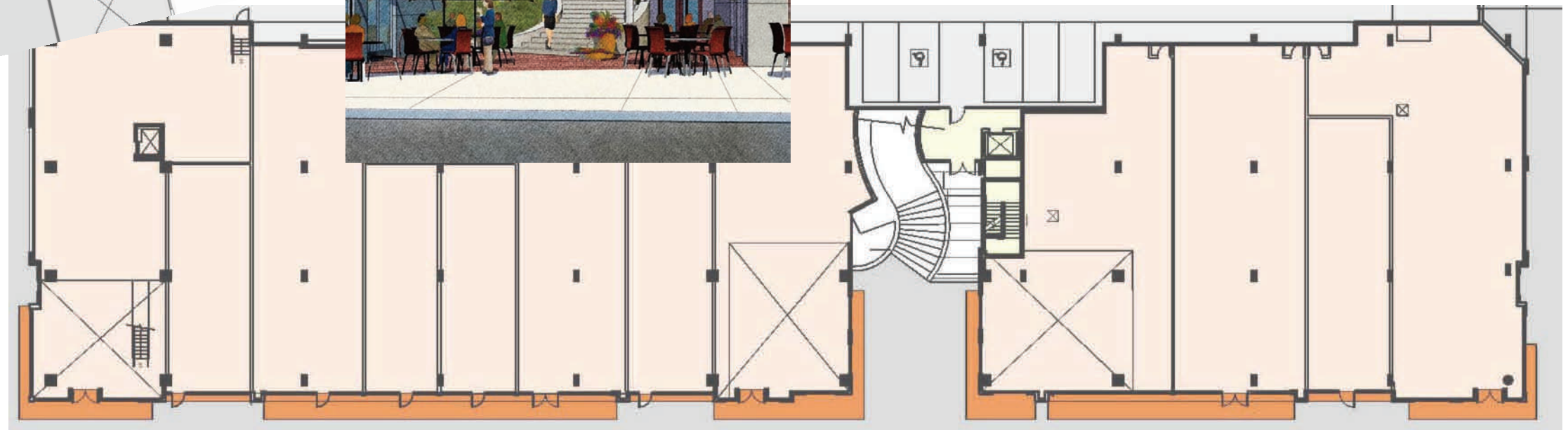




523 Broadway East

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DRISCOLL ARCHITECTS, PS | ESSEX BROADWAY, LLC

DPD #3004668

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Project

Mixed-use building with approximately:

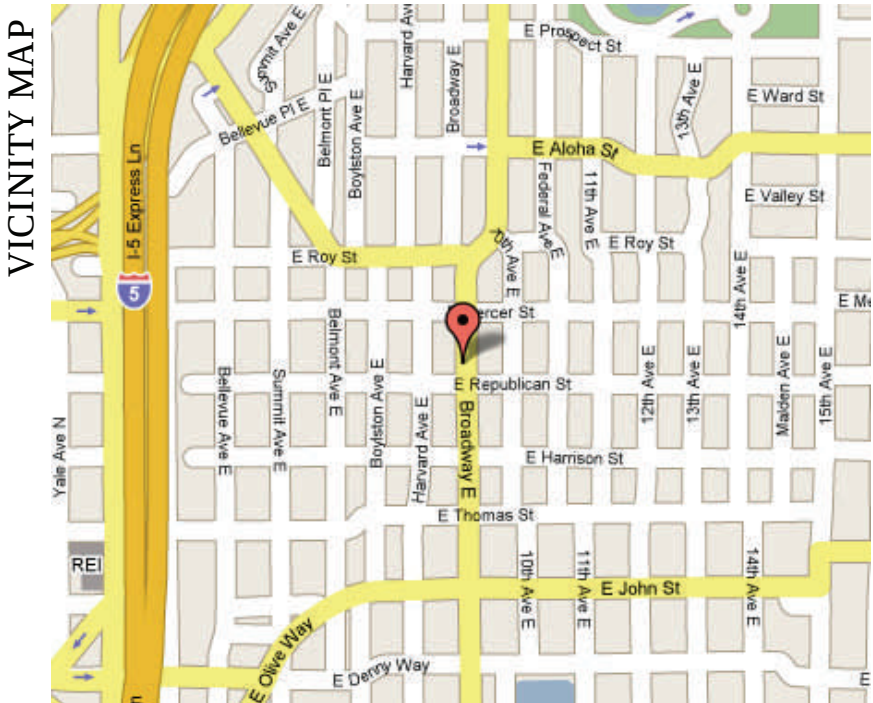
- 295 residential units
- 26,000 sf of retail
- Below grade Parking for 365 cars

Requested Departures:

- Blank façade requirements on E. Republi-
can and E. Mercer
- Transparency Requirement on E Republi-
can and E Mercer
- Access to Parking
- Residential Requirement

Relevant Design Guidelines:

A-2, A-4, A-9, A-10, C-2, C-3, C-4, C-5, D-7

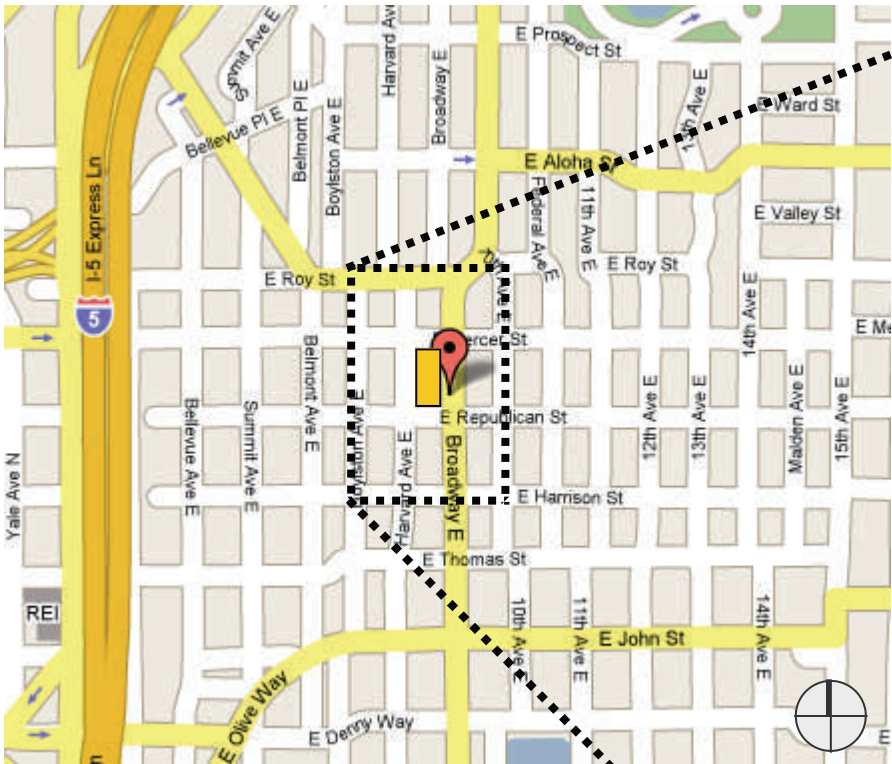


DRB Narrative

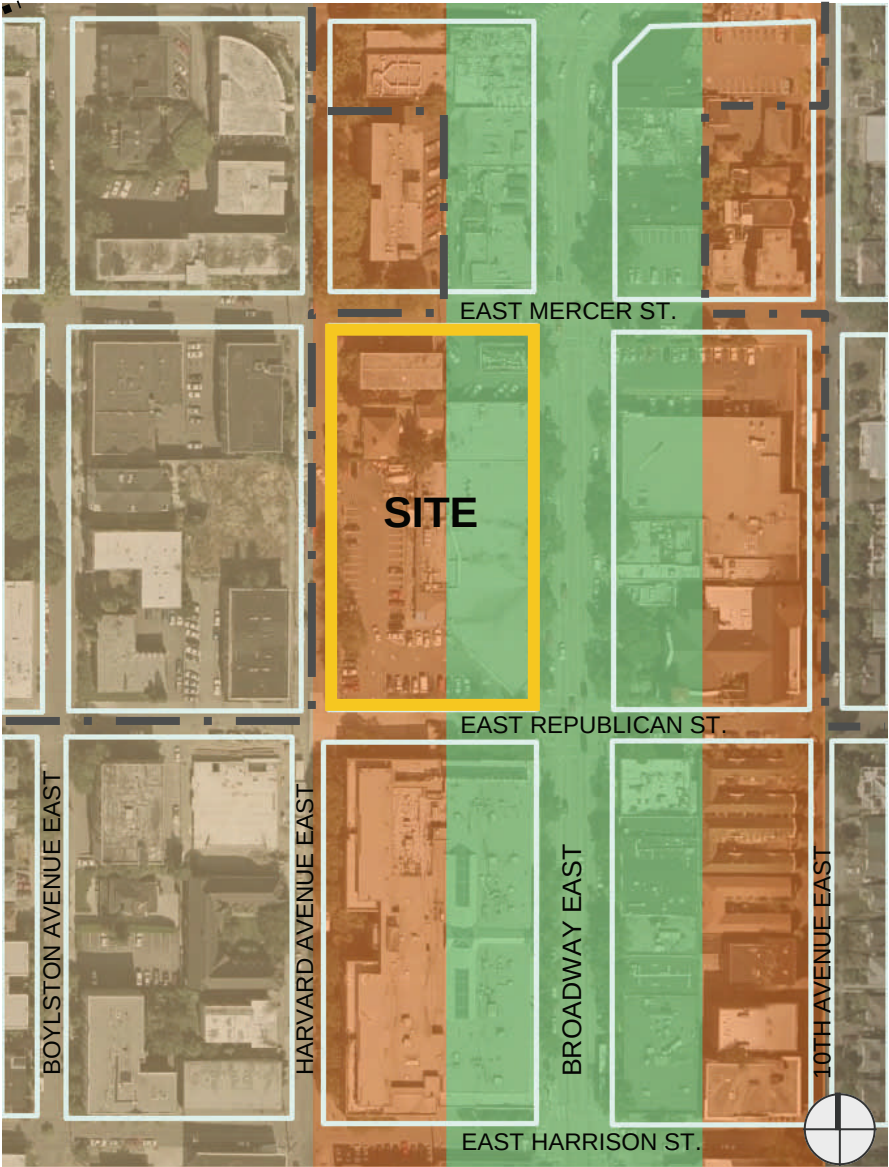
Existing Site

The eastern half of the site is zoned NC3-40 with a 25' height bonus for residential uses, the west-ern half is zoned NC3/R-40 also with a 25' height bonus for residential uses. Zoning to the north, south and east are the same. To the east the zon-ing is MR with a height limit of 60 feet. Across from the NW corner of the site the zoning transi-tions to L3. The site is within the Capitol Hill Ur-ban Center Village, the Capitol Hill Station Area Overlay District and has a P1 designation.

Vicinity Map



Zoning



-  NC 3P-40 (25' Height Bonus)
-  NC 3-40
-  MR/L3
-  Capital Hill Station Area Overlay District Boundaries

Adjacent Uses/Transit



-  Bus Stop
-  Stop Light
- BUS STOPS WITHIN 1/2 MILE**
 - 8 to Seattle Center/15th Ave.
 - 9 Broadway Express
 - 10 to Downtown/Capitol Hill
 - 11 to Downtown/ Madison Park
 - 14 to Downtown/Summit Ave.
 - 43 to Downtown/U. District
 - 49 to Downtown/U. District
 - 60 to Georgetown/White Center
 - 84 to Downtown/Madison Park

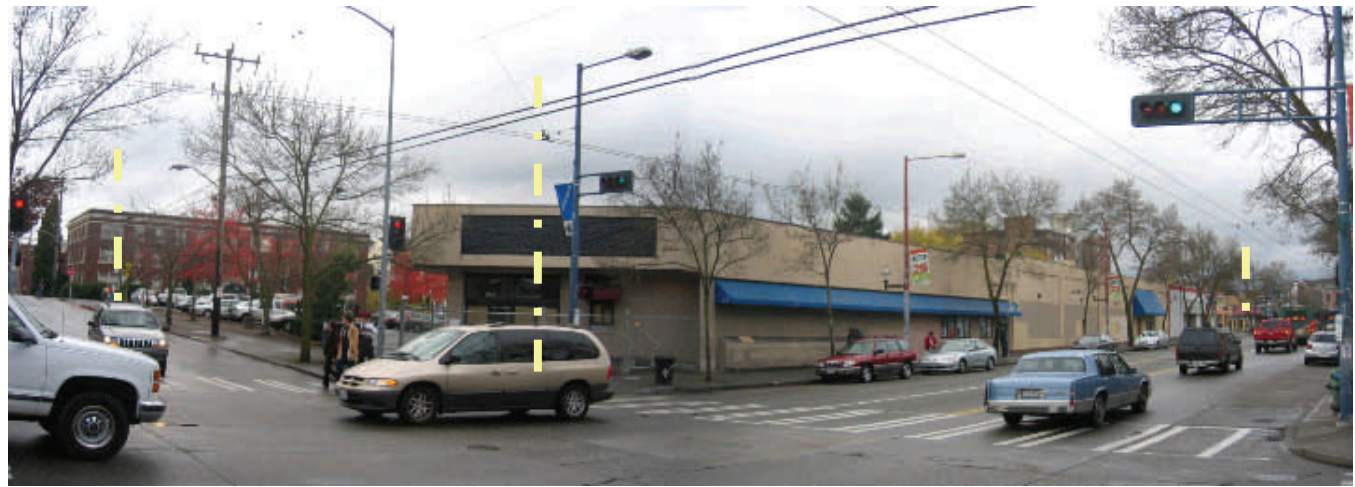
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SITE INFORMATION



1



2



3



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Property Line



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SITE INFORMATION



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RESIDENTIAL & COMMERCIAL FACADES

Alternative C— Preferred Alternative



- APPROX. 350 RESIDENTIAL UNITS
- 85% LOT COVERAGE AT L1
- 75% LOT COVERAGE AT L2-L6
- 25,000 SF COMMERCIAL
- PARKING FOR 410 VEHICLES
- OPEN SPACE AT COURTYARD AND ON ROOF DECK
- PRIMARY RESIDENTIAL ENTRY OFF OF HARVARD
- GARAGE ENTRIES OFF OF REPUBLICAN AND MERCER
- TOWNHOUSES ALONG HARVARD

Proposed Development - Response to board guidance

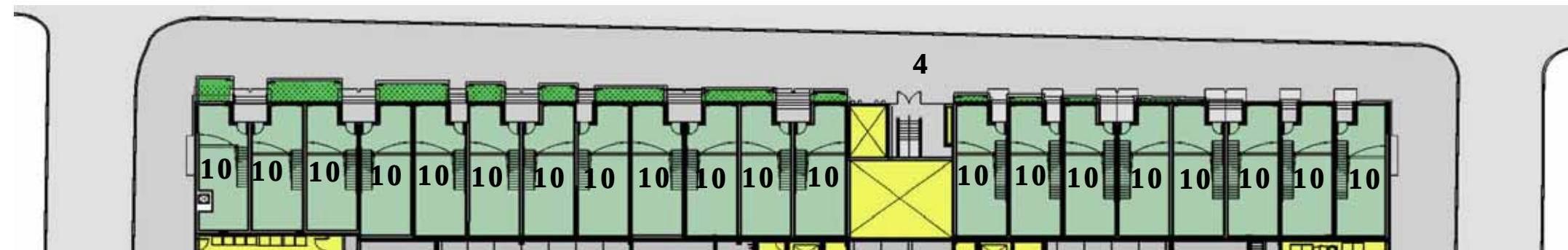


- 295 RESIDENTIAL UNITS
- 92% LOT COVERAGE AT L1
- 66% LOT COVERAGE AT L2-L6
- 26,000 SF COMMERCIAL
- PARKING FOR 274 VEHICLES
- OPEN SPACE AT COURTYARD AND ROOF DECK
- PRIMARY RESIDENTIAL ENTRY OFF OF BROADWAY
- GARAGE ENTRIES OFF OF REPUBLICAN AND MERCER
- TOWNHOUSES ALONG HARVARD

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DESIGN SCHEME PROGRESSION



KEY

- 1. RETAIL
- 2. PUBLIC COURTYARD
- 3. ENTRANCE TO GARAGE
- 4. STEPS TO RESIDENTIAL COURT YARD
- 5. RETAIL PARKING
- 6. DRIVE AISLE
- 7. TRASH AND RECYCLING
- 8. TRANSFORMER ROOM
- 9. ELECTRICAL ROOM
- 10. TOWNHOUSE UNITS



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LEVEL 1 PLAN - RETAIL , PARKING , TOWN HOUSES



KEY

1. DOUBLE HEIGHT RETAIL
2. SECOND FLOOR RETAIL
3. SOUTH COURTYARD
4. NORTH COURTYARD
5. SOUTH LOBBY
6. NORTH LOBBY
7. LEASING OFFICE
8. COMMON ROOM
9. MAIL ROOM
10. EXERCISE
11. SPA ROOM
12. UNIT
13. TOWNHOUSE UNIT

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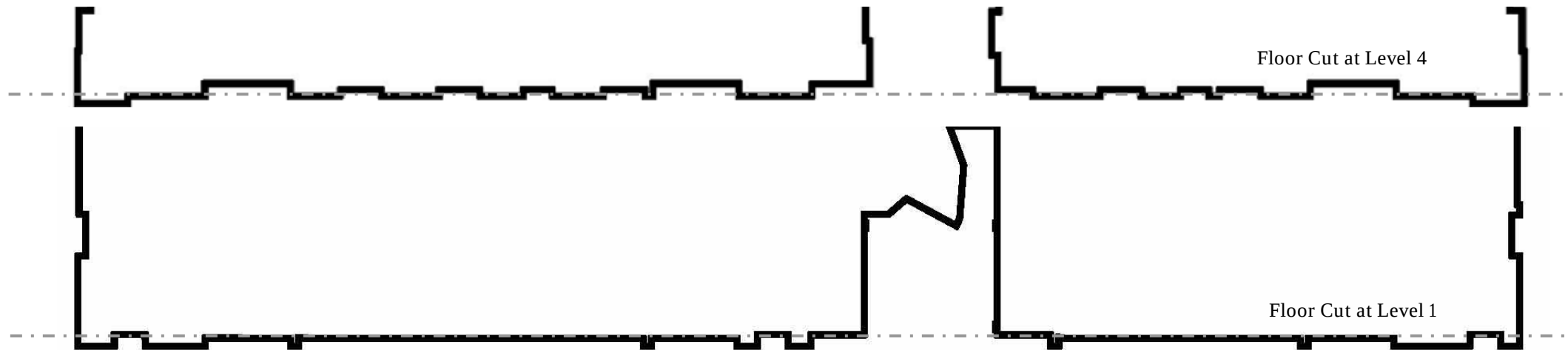
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LEVEL 2 PLAN (RESIDENTIAL COURTYARD LEVEL)



Current Design

- Façade broken into two parts by widened sidewalk and steps to the residential courts
- Façade massing broken on N and S with 2'-6" deep balconies
- Continuous facade on top (Level 6) helps tie building together
- Corners reinforced through rich deep colors



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BROADWAY FAÇADE - EAST ELEVATION



Current Design

- Façade massing broken at two points with 3' recess
- Entrance to the courtyard breaks the building into two
- Uniform central mass of the two sides creates continuity as one building
- Recesses for decks create articulation on the upper levels
- Entrances to the townhouses create articulation on the Harvard street level (recesses, setback from street, steps and canopies)



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HARVARD FAÇADE - WEST ELEVATION



Current Design

- The corners represent the two different retail and residential functions at the two ends of the buildings.
- The retail wraps round the corner and the residential wraps around the corner
- The recesses and balconies create articulation of the surface
- The brick at the lower two floors continues from the residential Harvard façade and creates a transition.



Transitioning from commercial to residential



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MERCER FAÇADE - NORTH ELEVATION

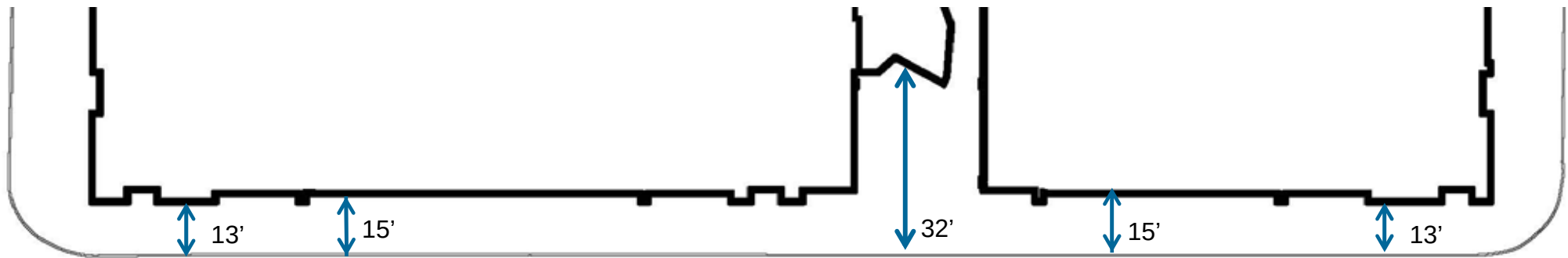
REPUBLICAN FAÇADE - SOUTH ELEVATION

A-2 Streetscape Compatibility

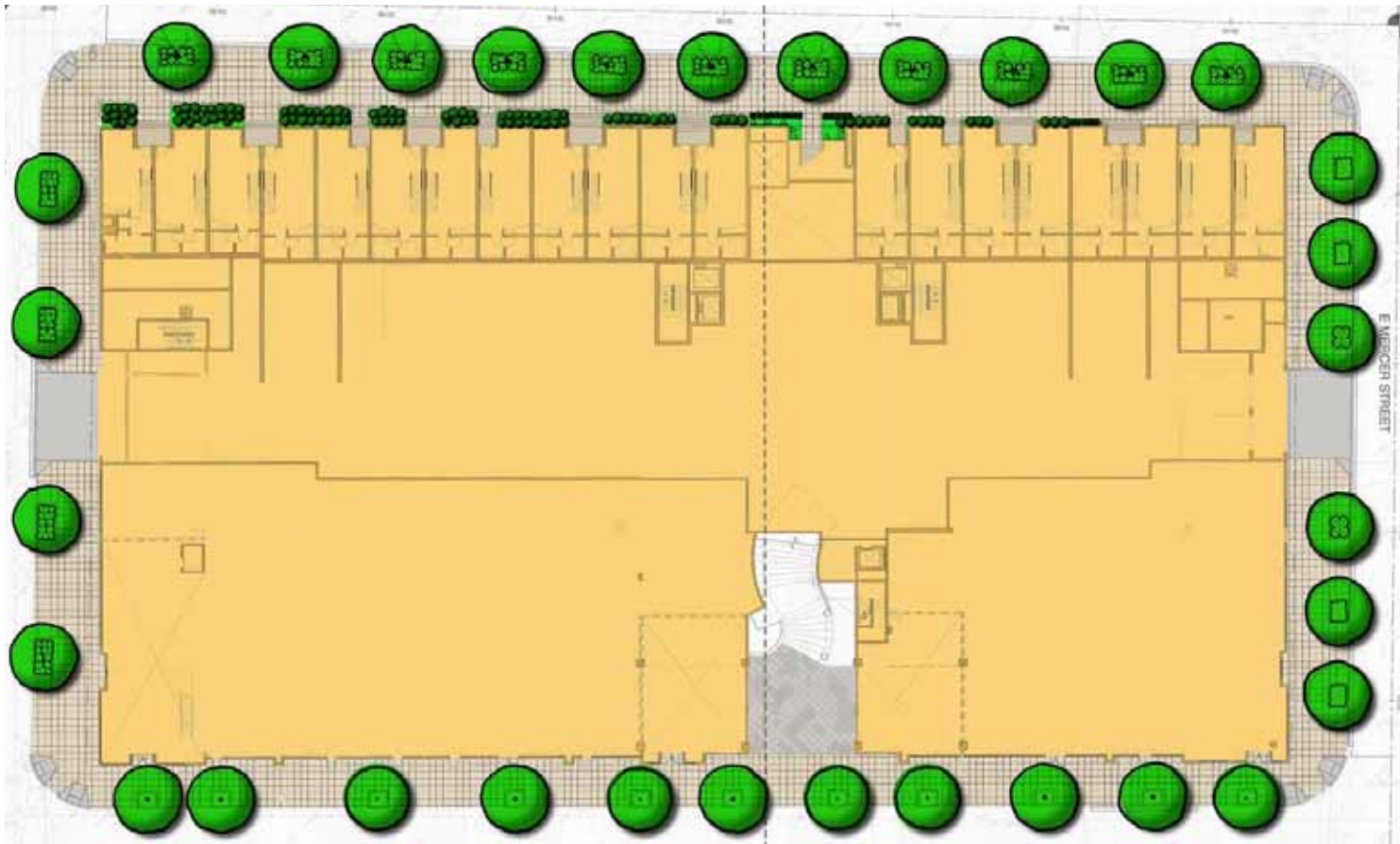
Retain or increase width of sidewalk (existing sidewalk on Broadway is 12' deep). Provide street trees and year round visual interest.

The sidewalk depth has been increased in most cases to be 15', by way of recessing store fronts. Any further widening of sidewalk would impact retail activity, which is promoted by proximity of the pedestrians to the store-fronts.

At the courtyard steps the depth is approximately 32' with restaurants defining the space on either side and providing spill over activities with outdoor seating.



Sidewalk width on Broadway E



Street Trees around the site

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STREETSCAPE COMPATIBILITY

A-2 Streetscape Compatibility , B-1 Height Bulk and Scale Compatibility, C-2 Architectural Concept and Consistency

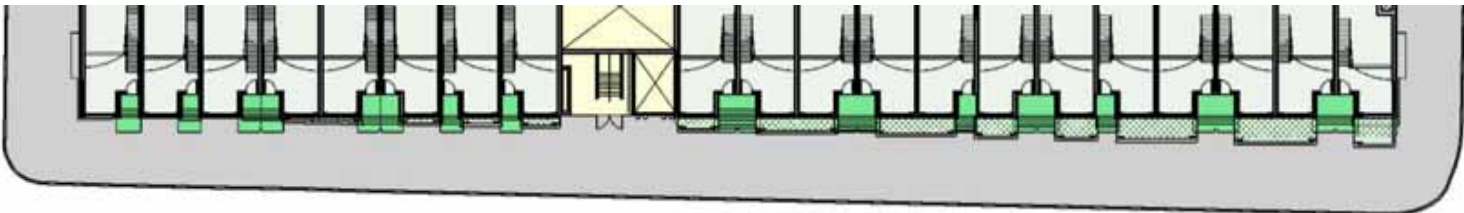
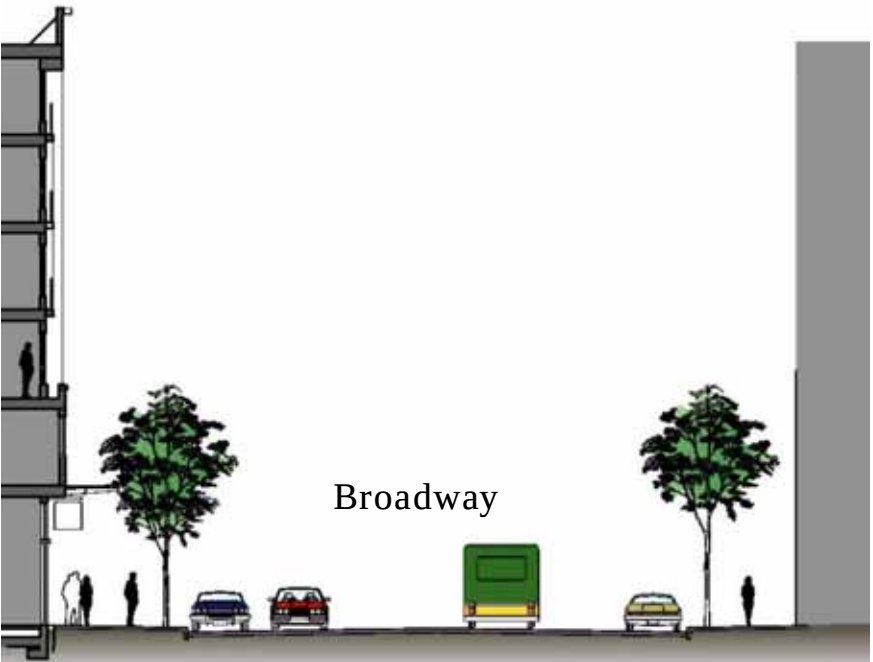
Variation in retail frontage and proximity to store fronts develops visual interest at eye level, human interaction, and scale. In addition, nearly continuous non-uniform canopy cover on Broadway, interrupted only by large massing breaks, improves pedestrian scale.

The individual entries to townhouses break the scale of the Harvard façade. The textural quality of brick and the brick reveals also develops the character and human scale of this façade.

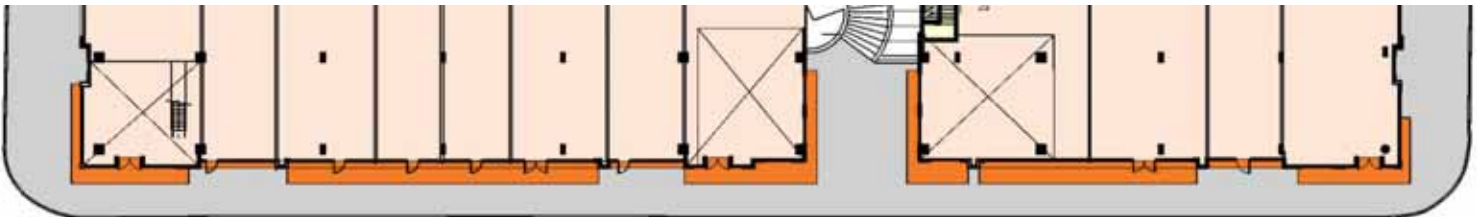
The Broadway and Harvard facades reflect the nature of the space and the context of the building.

The overall concept for the residential portion of the building was to create a simple, formal building of strong massing elements and subtle details. The design is bold but not meant to overwhelm the streetscape.

The whimsy comes from the retail but the overall building is meant to read more simply.



Canopies (Harvard)



Canopies (Broadway)



TOWNHOUSES ON HARVARD

EXPANDING ON RESIDENTIAL CHARACTER



RETAIL ON BROADWAY

MAINTAINING PRECEDENT OF STREET LEVEL ACTIVITY

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STREETSCAPE & SCALE COMPATIBILITY

A-2 Streetscape Compatibility , A-4 Human Activity,
C-3 Human Scale



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PERSPECTIVE

A-4 Human Activity,
C1 Architectural Context



Flexible varied storefront

“Continuity to the retail spaces along the long facade”

In a portal that defines the retail space, variation occurs at the shop levels. Canopies, blade signs, landscaping and variety of openings in storefronts with different retail spaces create interest and richness of the façade.



The glazing provides clear transition from the sidewalk to the retail.

“bold, whimsical design that is reflective of the varied and creative community”



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RETAIL FAÇADE AND ARCHITECTURAL CONTEXT

A4 Human Activity,
D1 Pedestrian open spaces and Entrances

“Functionality of interior courtyard be maximized”

The North and the South courtyard have a differing nature of spatial quality.

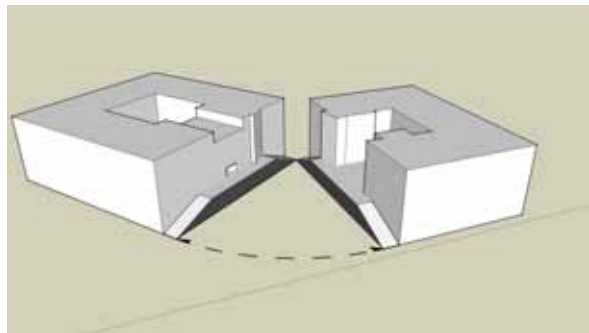
The North courtyard is Semi public and the South courtyard is semi private.

The South courtyard is enlivened by the functions around it and that spill into it. Not only is there a visual connection to the amenity spaces that bound the courtyard the doors in the Common space, Exercise room, and the Spa all open on to the courtyard allowing the activities to spill over and create an active courtyard.

The North courtyard has the leasing office and has a water feature that attracts future and current tenants enlivening the space.

The courtyards retain the residential character at the same time link it to the active Broadway Street.

The lobbies to both the buildings act as a beacon and activate the steps to the courtyards both from the Broadway and the Harvard side



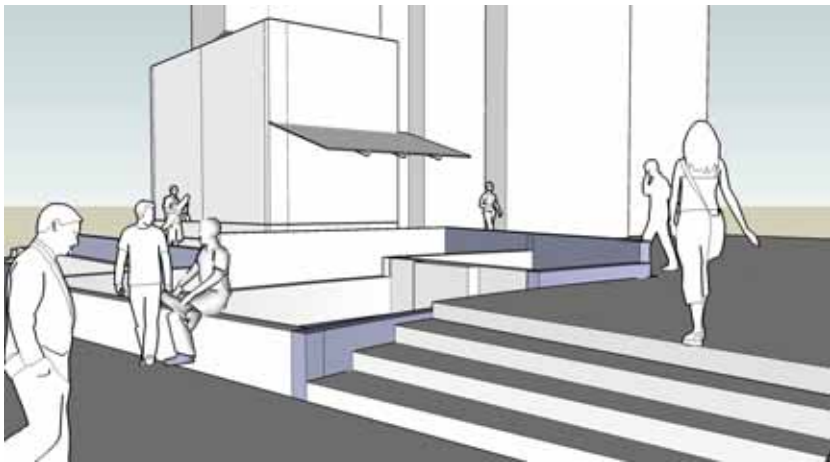
“Courtyard should be configured to encourage interaction with pedestrians as well as maximize accessibility to ensure the space is well utilized”



From North courtyard toward South courtyard



North courtyard and Leasing office

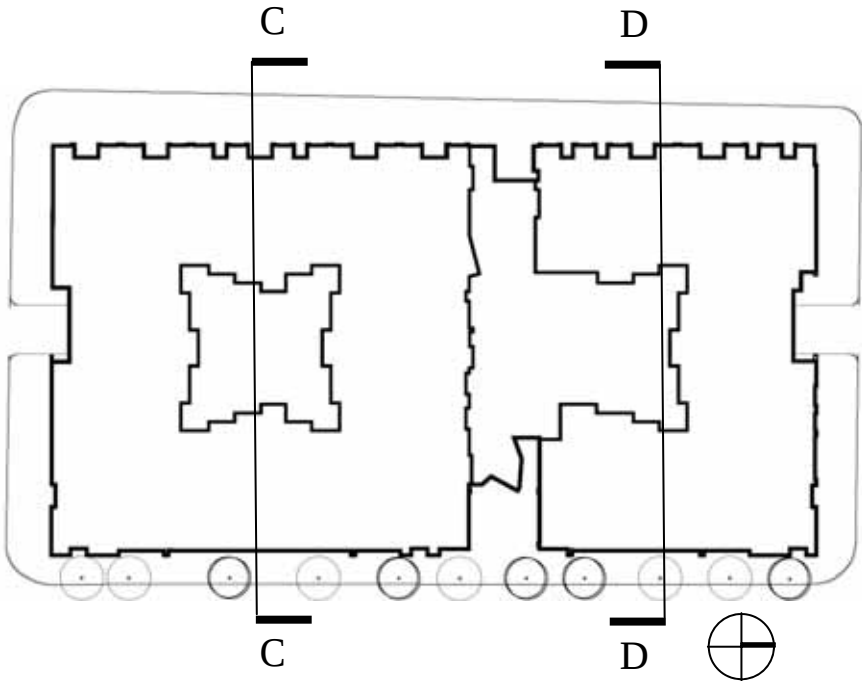


view towards north lobby and water feature

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A4 Human Activity,
D1 Pedestrian open spaces and Entrances



Section CC

Residential South Courtyard
& Amenity Spaces



Section DD

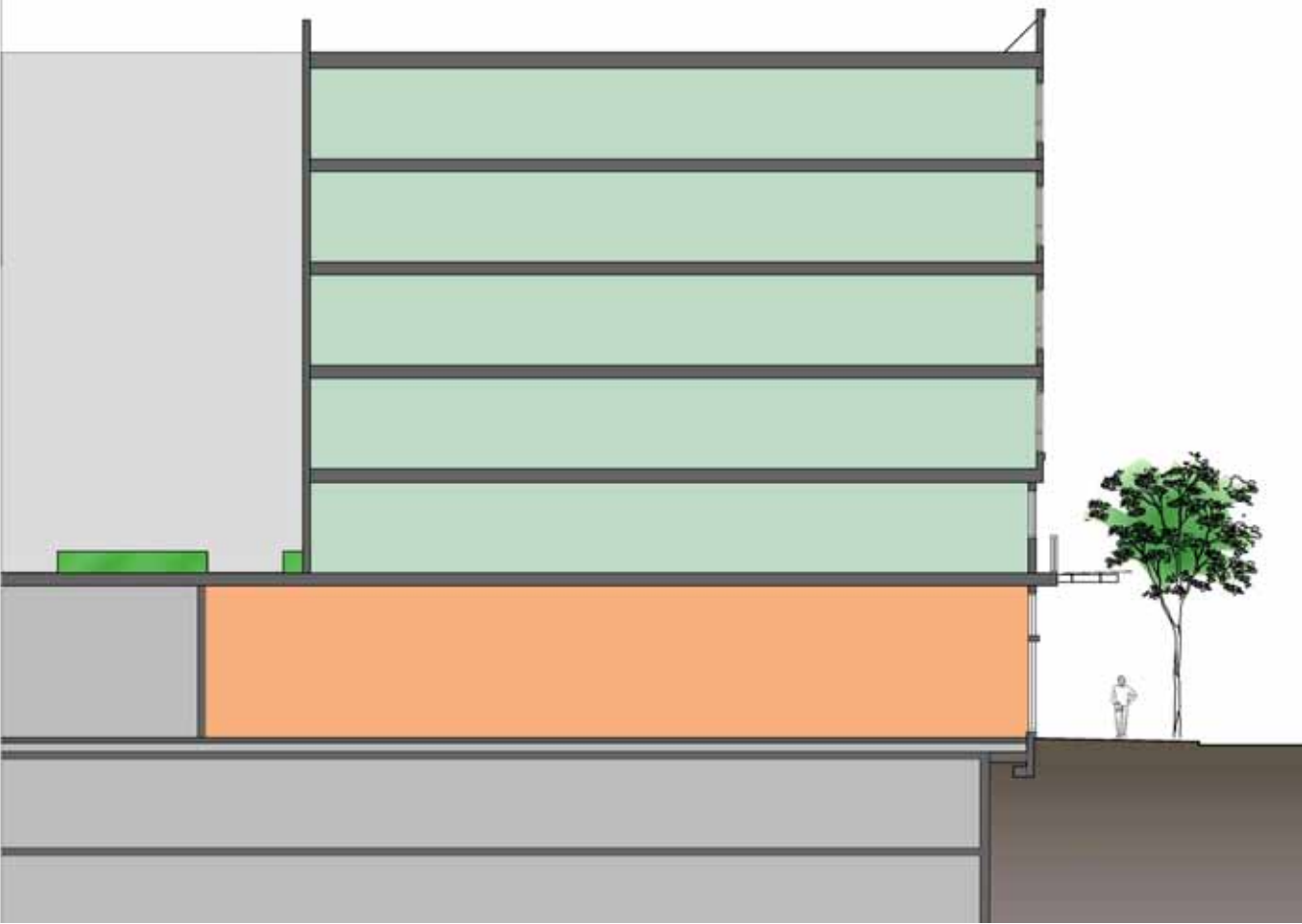
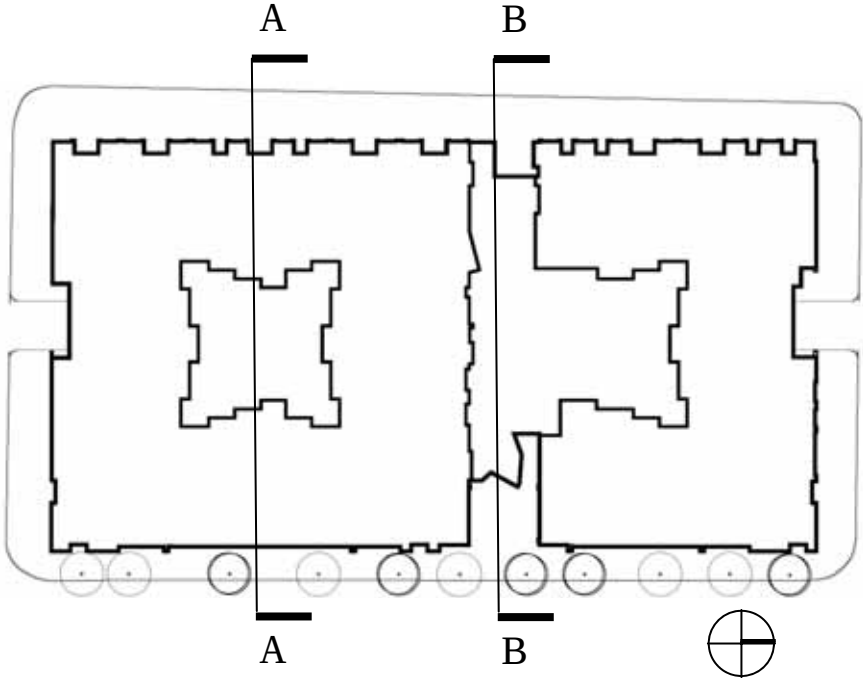
Residential North Courtyard,
Leasing, Amenity Spaces

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NORTH & SOUTH COURTYARDS

**A-6 Transition Between Residence and Street,
B-1 Height Bulk and Scale Compatibility,
C-3 Human Scale**



Section AA



Section BB

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STREET SECTION AT EAST FAÇADE

A10 Corner Lots

Recognizing the character of the residential and retail and expressing it on all the four corners of the project

Retail corners with two storey space. Retail corners wrap around the building.

Potential restaurant spaces at the corners of Broadway will draw greater activity to the corners of the buildings.

Use of metal panel at the base of retail spaces and the use of bold color at the retail corners reflect the character of the street, the vibrancy of retail.

While the use of brick for the base and use of dark green color reflects the more traditional nature of residences on Harvard.



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CORNER LOTS

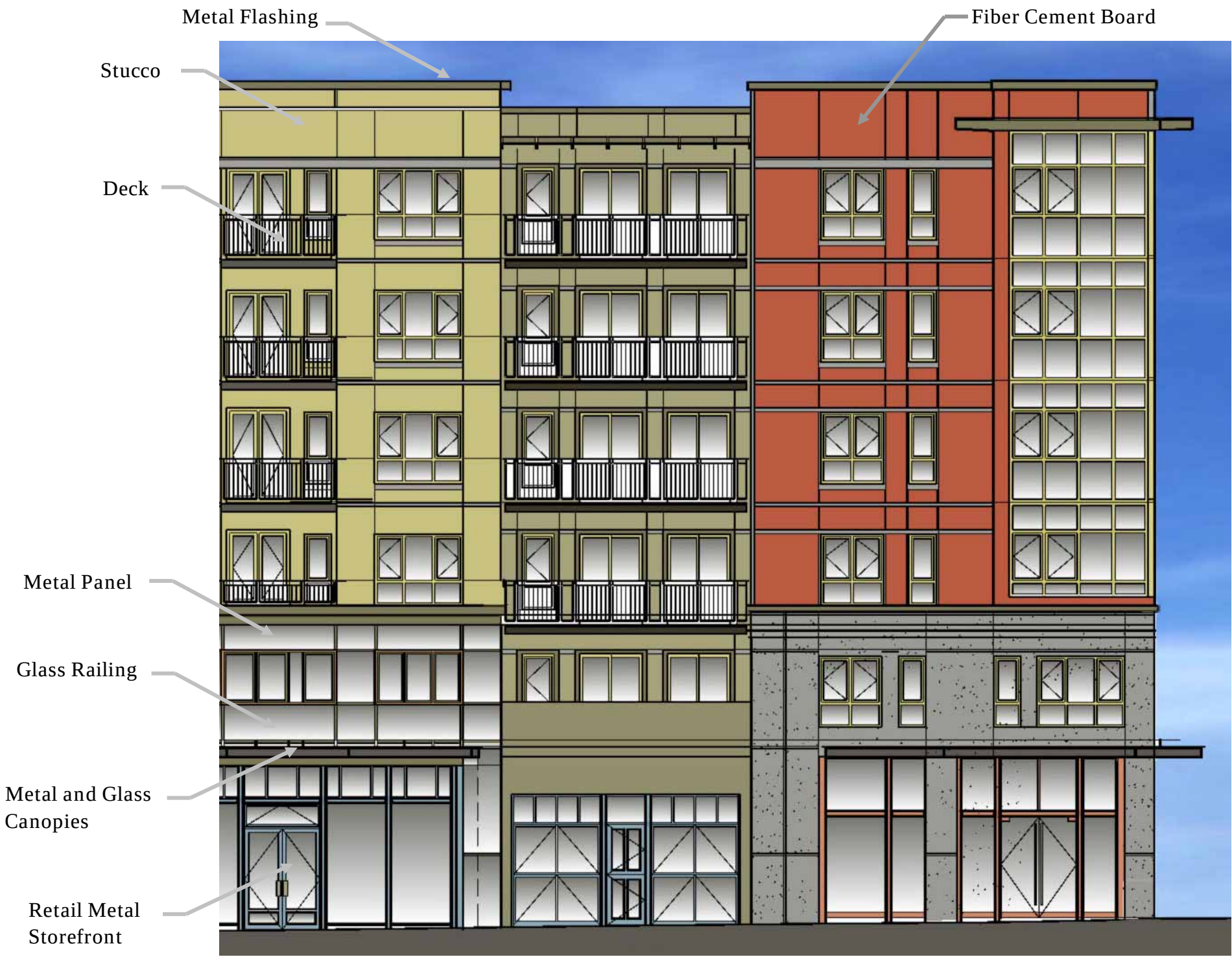
20

C4 Exterior Finish Materials

The exterior color palette was first inspired by the vibrant and active feeling on the Broadway side of the project. A warm, rich red was chosen to wrap around the four corners of both the north and the south buildings on Broadway to create energy and anchor the forms of the building. Along with the red, there are alternating shades of warm taupe that help define the inset areas from the main body of the building while still allowing the red to accentuate the corners. Black was placed on the upper trim to give weight and definition to the entire structure.



Metal panel to be used at the retail portal

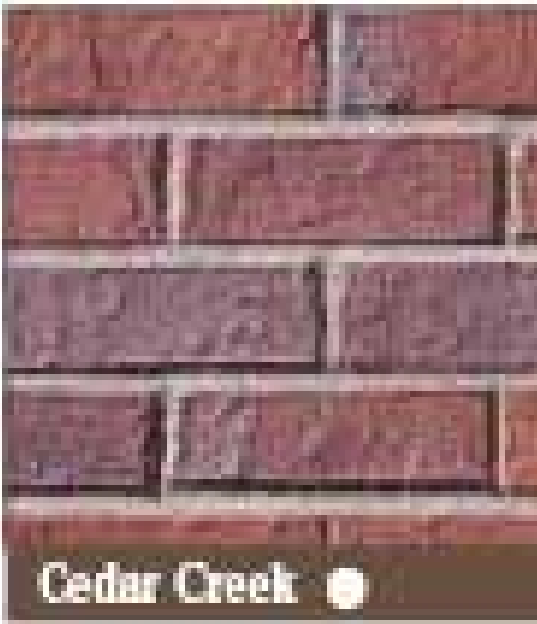


C4 Exterior Finish Materials

To tie the Broadway side in with the Harvard Street side of the building, the red is represented by the use of red brick on the Townhouse level. In the desire to emphasize a more residential feeling, a deep green wraps around the corners to balance out the use of accent colors on the Broadway side and to create a quieter palette that blends well with the neighborhood. The same alternating taupe palette is used on the body to create harmony and consistency on all sides of the building. Black awnings and trim were chosen to add definition and tie in with the more classic architecture on Harvard Street.

For the inner courtyards, the palette was kept light and fresh. The taupe palette for the main body was lightened and a cheerful yellow and green were chosen as selectively placed accent colors that harmonize with the landscaping.

In summary, there are three moods to the palette. Broadway is the more bold and energetic side, Harvard is the richer, more traditional side, and the inner courtyards are more informal and cheerful.



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EXTERIOR FINISH MATERIALS (HARVARD)

Departure 1 & 2: Blank Facade and Transparency Requirement
North Facade (E Harvard Street)

BLANK FAÇADE AT STREET LEVEL MAY NOT EXCEED 20'

LONGEST BLANK FAÇADE 51'-2"

TOTAL BLANK FACADES MAY NOT EXCEED 40% OF STREET FACING FACADES

PERCENT OF NORTH FAÇADE THAT IS BLANK = 47%

NON-RESIDENTIAL USES MUST EXTEND AN AVERAGE OF 30' AND A MIN. OF 15'

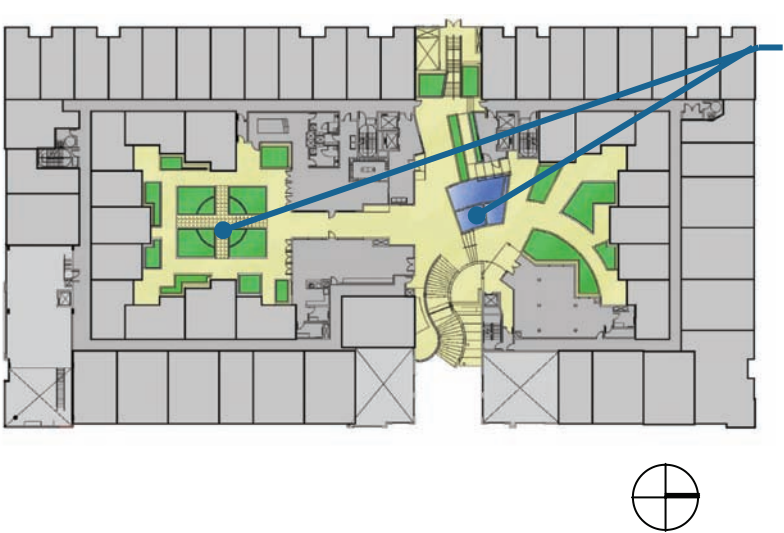
NON-RESIDENTIAL USES HAVE NO DEPTH LESS THAN 15'

Justification:

To ensure a vibrant retail environment on Broadway none of the support functions are located on the street. There is no back alley for these functions to be located in, as the courtyards are envisioned as the semi-public areas of retreat. The parking behind retail helps further promote the retail. Harvard Ave. is developed as the residential street with the townhouses opening on the street as such very limited support functions are located on Harvard. E. Mercer and E. Republican carry the major burden of hosting the support functions with the electric room, transformer room, trash, recycle and garage entrances located on those streets. This impacts the transparency and blank façade requirements.



COMMERCIAL GARAGE ENTRANCE TRASH/ RECYCLE RESIDENTIAL



INTERNAL COURTYARD

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DEVELOPMENT STANDARD DEPARTURE

Departure 1 & 2: Blank Facade and Transparency Requirement

South Facade (E Republican Street)

REQUIRED- BLANK FAÇADE AT STREET LEVEL MAY NOT EXCEED 20’

PROVIDED:- LONGEST BLANK FAÇADE 57’-7”

REQUIRED- TOTAL BLANK FACADES MAY NOT EXCEED 40% OF STREET FACING FACADES

PROVIDED- 45% OF NORTH FAÇADE IS BLANK

REQUIRED: NON–RESIDENTIAL USES MUST EXTEND AN AVERAGE OF 30’ AND A MIN. OF 15’

PROVIDED- NON-RESIDENTIAL USES HAVE NO DEPTH LESS THAN 15’

Justification:

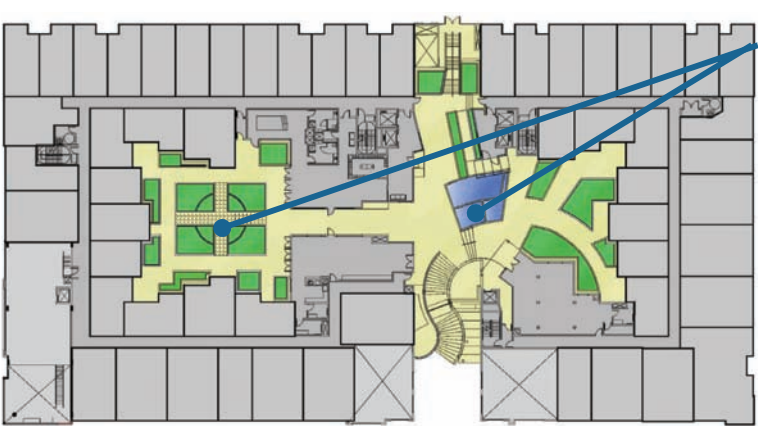
To ensure a vibrant retail environment on Broadway Ave none of the support functions are located on the street. There is no back alley for these functions to be located in, as the courtyards are envisioned as the semi-public areas of retreat. The parking behind retail helps further promote the retail activity. Harvard Ave. is developed as the residential street with the townhouses opening on the street as such very limited support functions are located on Harvard. E Mercer and E Republican carry the major burden of hosting the support functions with the electric room, transformer room, trash, recycle and garage entrances located on those streets. This impacts the transparency and blank façade requirements.



RESIDENTIAL TRASH/ ELEC/ TRANS- GARAGE ENTRANCE COMMERCIAL



RESIDENTIAL COMMERCIAL



INTERNAL COURTYARD



Departure 3: Residential Street Level Requirements

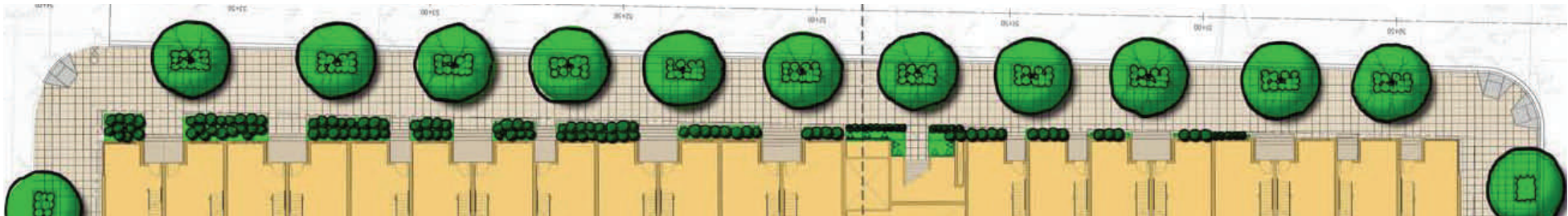
(Height From Sidewalk) SMC 23.47A.008 D

REQUIRED— EITHER FIRST FLOOR OF STRUCTURE AT OR ABOVE GRADE SHALL BE AT LEAST 4’ ABOVE SIDEWALK GRADE OR STREET LEVEL FAÇADE SHALL BE SET BACK 10’ FROM SIDEWALK.

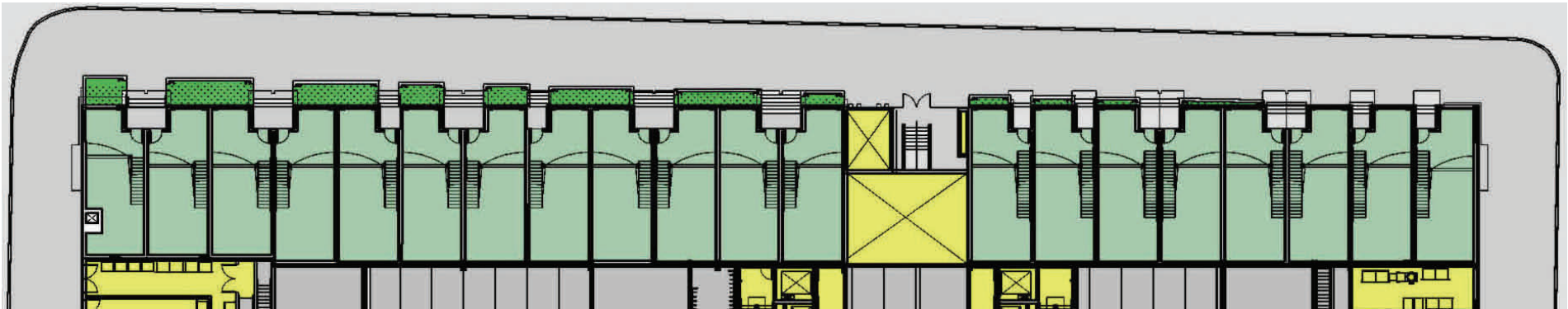
PROVIDED – THE HEIGHT FORM SIDEWALK VARIES FROM 1’ TO 3’-6”. THE SETBACK VARIES FROM 8” TO 7’-10”

JUSTIFICATION:

The floor elevation of the town house units on Harvard is driven by the sloping site and the need for at grade parking for the Retail function of Broadway E. The Harvard street is developed as a residential street and the privacy of the units is achieved through the use of planter walls, landscaping, recessed entrances and some steps. Furthermore the private areas of the units are located in the loft areas, mezzanine level.



LANDSCAPE-WEST FAÇADE (HARVARD ST.)



RESIDENTIAL-WEST FAÇADE (HARVARD ST.)



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DEVELOPMENT STANDARD DEPARTURE

Departure 4 : Access to Parking

SMC 23.47A.032 AC

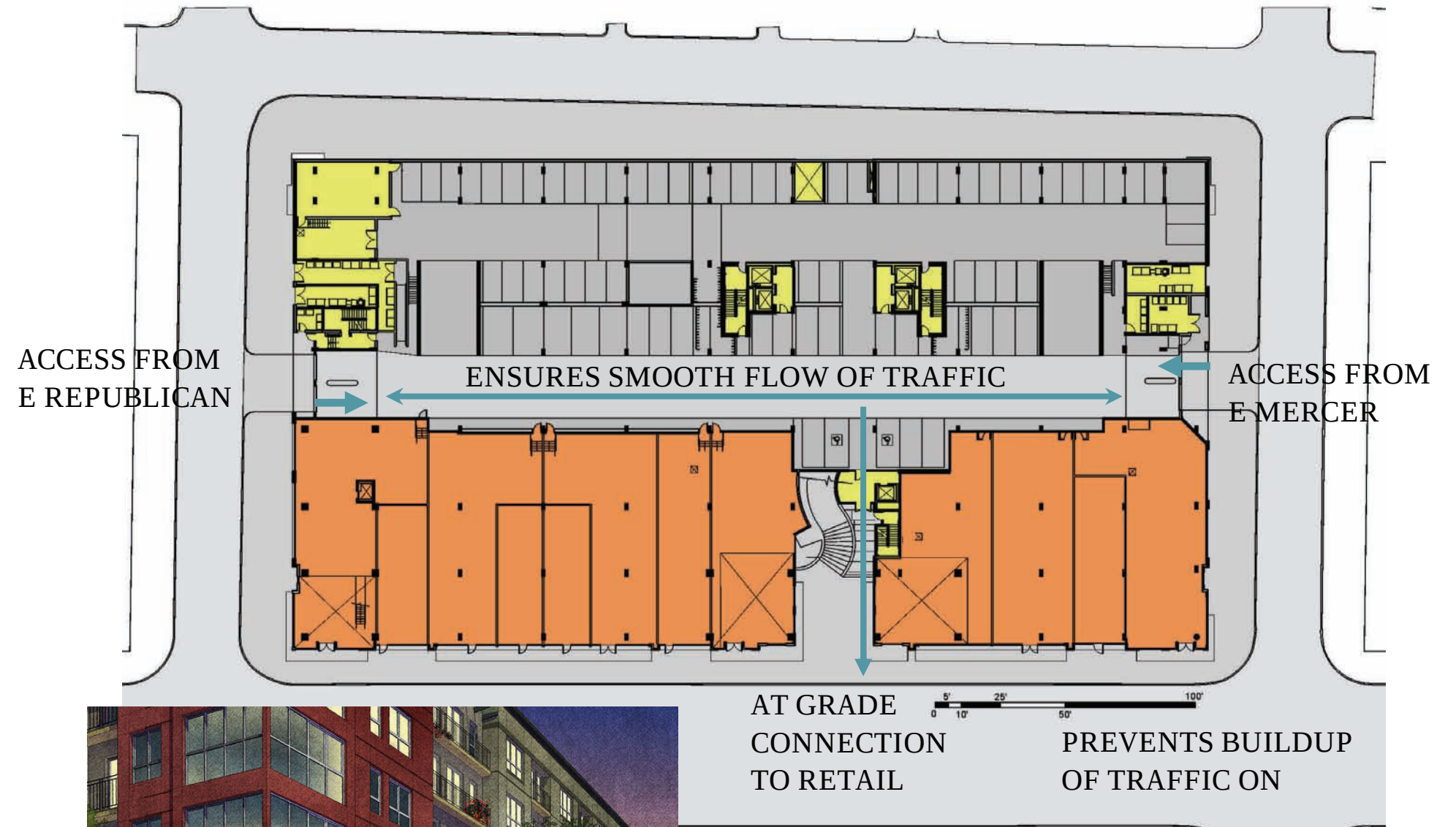
REQUIRED – IF A LOT DOES NOT ABUT AN IMPROVED ALLEY, BUT ABUTS TWO OR MORE STREETS, ACCESS TO PARKING MUST BE FROM THE STREET WITH FEWEST LINEAL FEET OF COMMERCIAL ZONED FOOTAGE.

PROVIDED – TWO ACCESS POINTS PROVIDED. ONE ACCESS POINT FROM EAST REPUBLICAN WITH THE LEAST COMMERCIAL FRONTAGE AND ONE FROM EAST MERCER WITH SECOND LEAST AMOUNT OF COMMERCIAL FOOTAGE

JUSTIFICATION:

To maintain a smooth flow of traffic through the parking spaces that support and enliven the retail space two access points are provided from E Republican and E Mercer St. Providing the two entrances to parking prevents buildup of traffic and hence the downstream impacts to traffic on Broadway. The parking also supports the delivery and other support parking related to the retail activities. To ensure that those activities do not lead to a backup two access points are provided to the parking

“The Board also suggested that the residential and retail uses on Broadway wrap around the building corners onto Mercer and Republican to help minimize the garage entries on the side streets”



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DEVELOPMENT STANDARD DEPARTURE

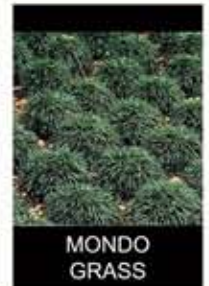
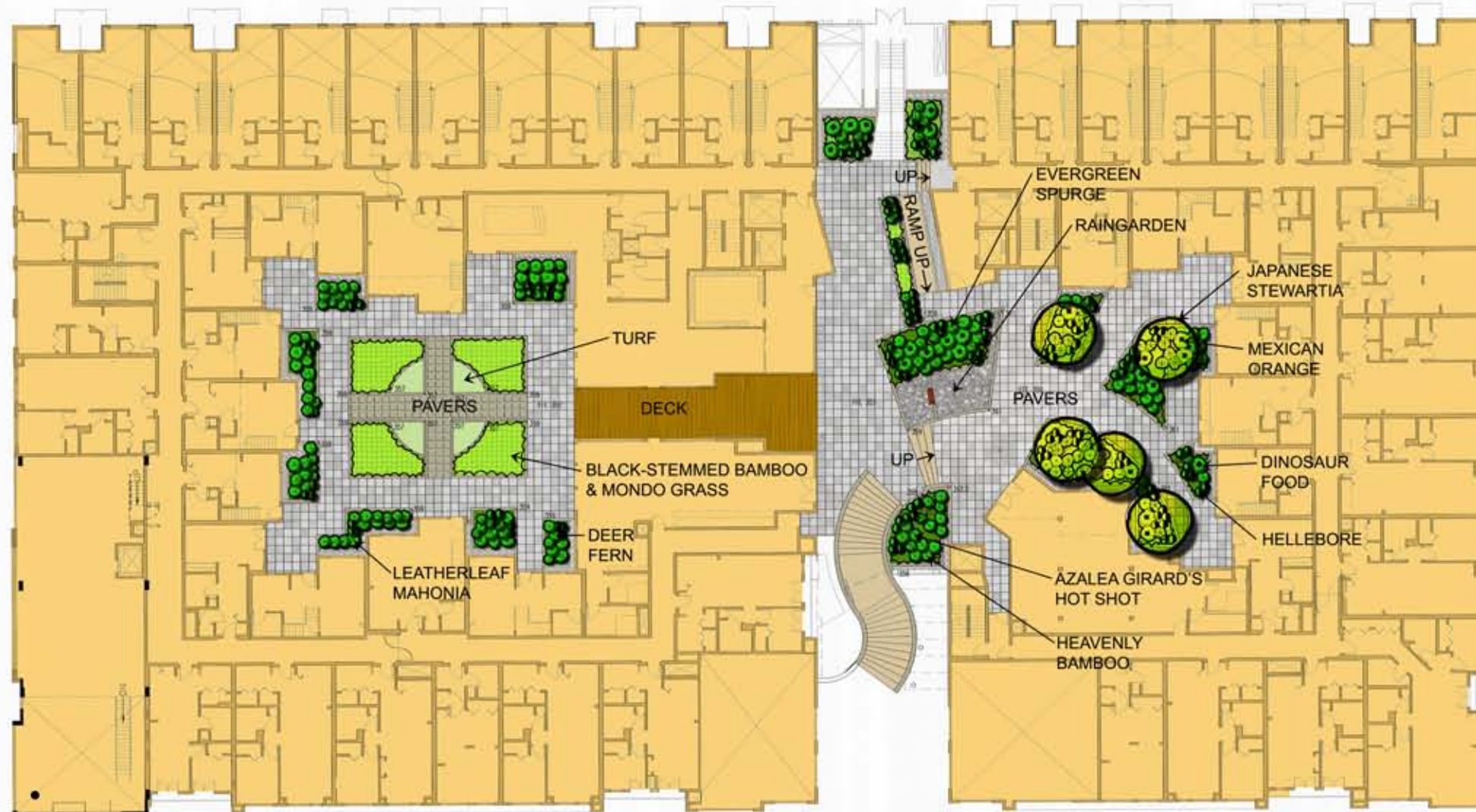
26



523 BROADWAY - STREET LEVEL



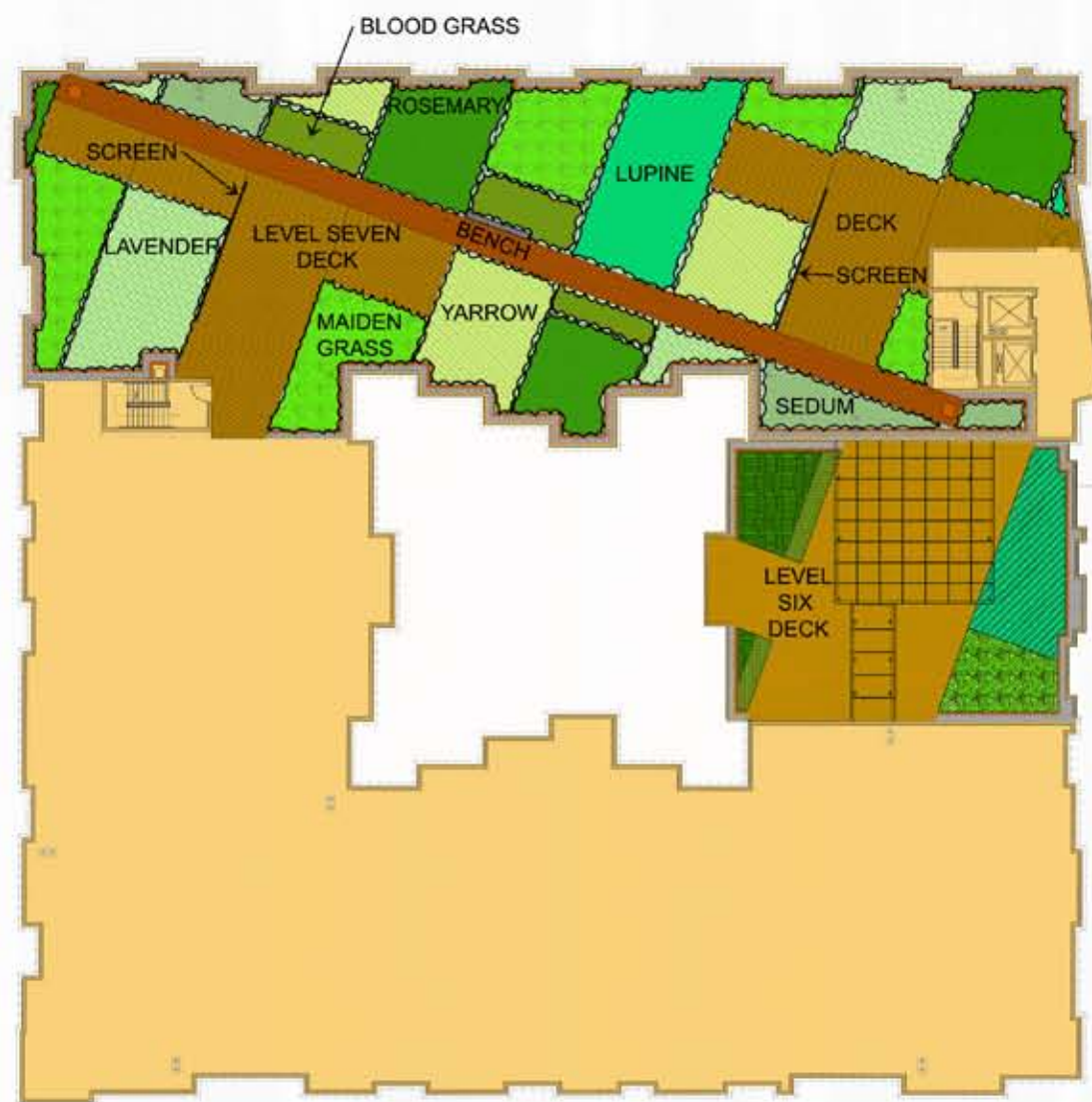
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911 Western Avenue #202
Seattle, WA 98104



523 BROADWAY - COURTYARD LEVEL



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523 BROADWAY - ROOF LEVEL



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Design Review Board
Retail & Project Signage Review
523 Broadway

In considering retail & project signage design issues, we reviewed the City of Seattle Development code for the NC3-40 zone, and incorporated the guidance from the Capital Hill Urban Center Village design guidelines.

The overarching context of the retail and commercial storefronts is the re-creation and preservation of a pattern of fine-grained and organic retail spaces, which are typical of the Broadway retail corridor. These spaces differ from one another in scale, form and architectural detailing. Our objective for signage is to maintain and support the individual identity of each storefront. To that end, project signage standards will broadly encourage individuality and creativity, without imposing standardized design elements (e.g. brackets). To ensure visual quality, tenant signage guidelines will be written into leases and maintained, to prohibit paper or hand-written signage, spray-painted stencil, etc.

Finally, project signage for the 523 Broadway residential buildings take direction from the same City and Neighborhood guidance. The main objective is to provide significant and attractive signage that will both identify the project and draw traffic into the center courtyard. In the same vein, directional signage should clearly identify and prioritize vehicular access and parking availability for the entire project, without competing with or getting confused with the signage of the commercial tenants.

In the pages that follow, we review the City and Neighborhood guidance for commercial, project and parking signage, and demonstrate the visual pattern of signage which we hope to achieve.

DRB
Signage Study
523 Broadway

DRB Signage
Study - Overview

Date:
7.26.07

Filename:
active/070707 523 Broadway/
proposals/retail guidelines.pdf

Drawn By:
ajs

REVIEW OF SIGNAGE CODE REGULATIONS: RETAIL & COMMERCIAL TENANTS

Number of Signs

- 1. Each business establishment: One (1) ground, roof or projecting sign for each 300 lineal feet of right-of-way; AND
- 2. One (1) wall, awning, canopy, marquee, or under-marquee signs for each 30 lineal feet of right-of-way;

Size of Signs

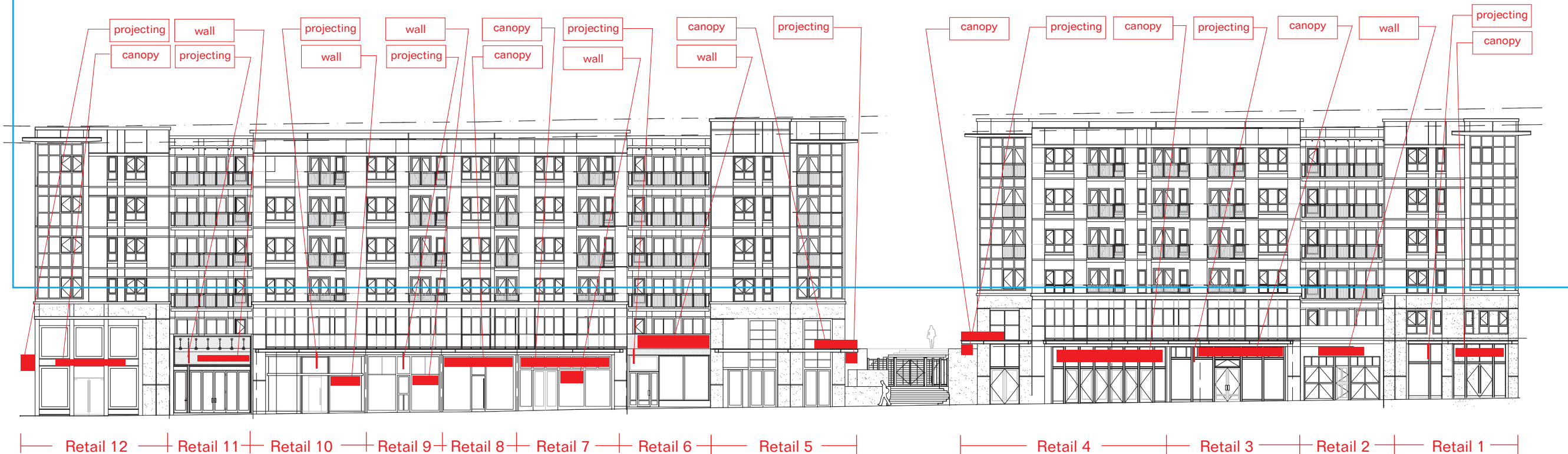
Maximum area: Pole, ground, roof, projecting signs = 72 sq.ft. + 2 sq.ft./lineal foot of frontage over 36 feet.

Maximum area: wall, awning, canopy, marquee signs = no maximum

Height of Signs

- 65 feet: Projecting or combination signs
- 30 feet: Pole signs
- 20 feet: Wall, marquee, under-marquee or canopy sign (OR cornice height, whichever is greater)

20'-0"
SIGNAGE
HEIGHT LIMIT



East
Scale: 1/16" = 1'-0"

PROJECT OBJECTIVES: NEIGHBORHOOD DESIGN GUIDELINES

Capitol Hill Urban Center Village

Commercial Areas: "Using signage that is in scale and is architecturally compatible with the storefront buildings.

Architectural Elements & Materials

Preserve and augment the neighborhood's architectural qualities, historic character and pedestrian scale: Incorporate signage that is consistent with the existing or intended character of the building and the neighborhood.

oversized letters on canopy



reflect neighborhood history



creative whimsy & natural materials



natural materials, pedestrian scale



compatible scale



creative use of vinyl



layered, visually complex signage



creative & memorable signage



low cost signage doesn't mean low quality



high quality materials

East
Scale: 1/16" = 1'-0"

DRB
Signage Study
523 Broadway

Capitol Hill
Urban Center
Village Guidelines
for
Commercial & Retail
Signage

Date:
7.26.07

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ajs

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REVIEW OF SIGNAGE CODE REGULATIONS: MULTIFAMILY STRUCTURES

Number of Signs

One (1) project ID sign per each street or alley frontage, may be wall, ground, awning, canopy, marquee or projecting signs

Size of Signs Max. area = 72 square feet Height of Signs See Above

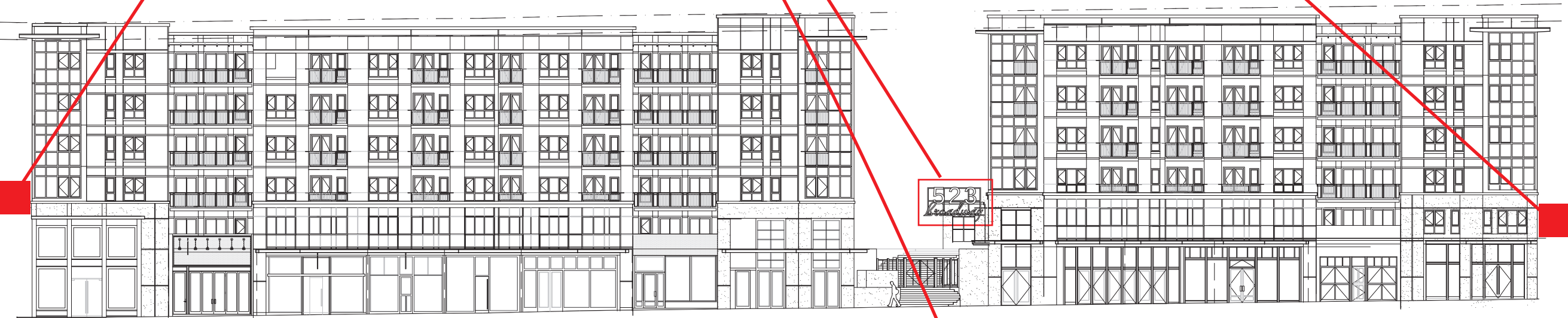
attractive & eye catching signage



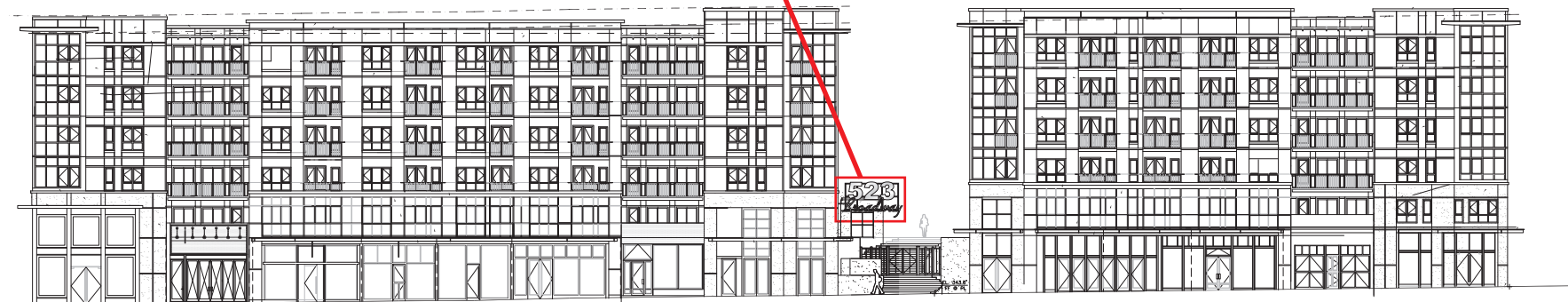
significant project I.D.



effective but correctly scaled



West Facade



East

Scale: 1/16" = 1'-0"