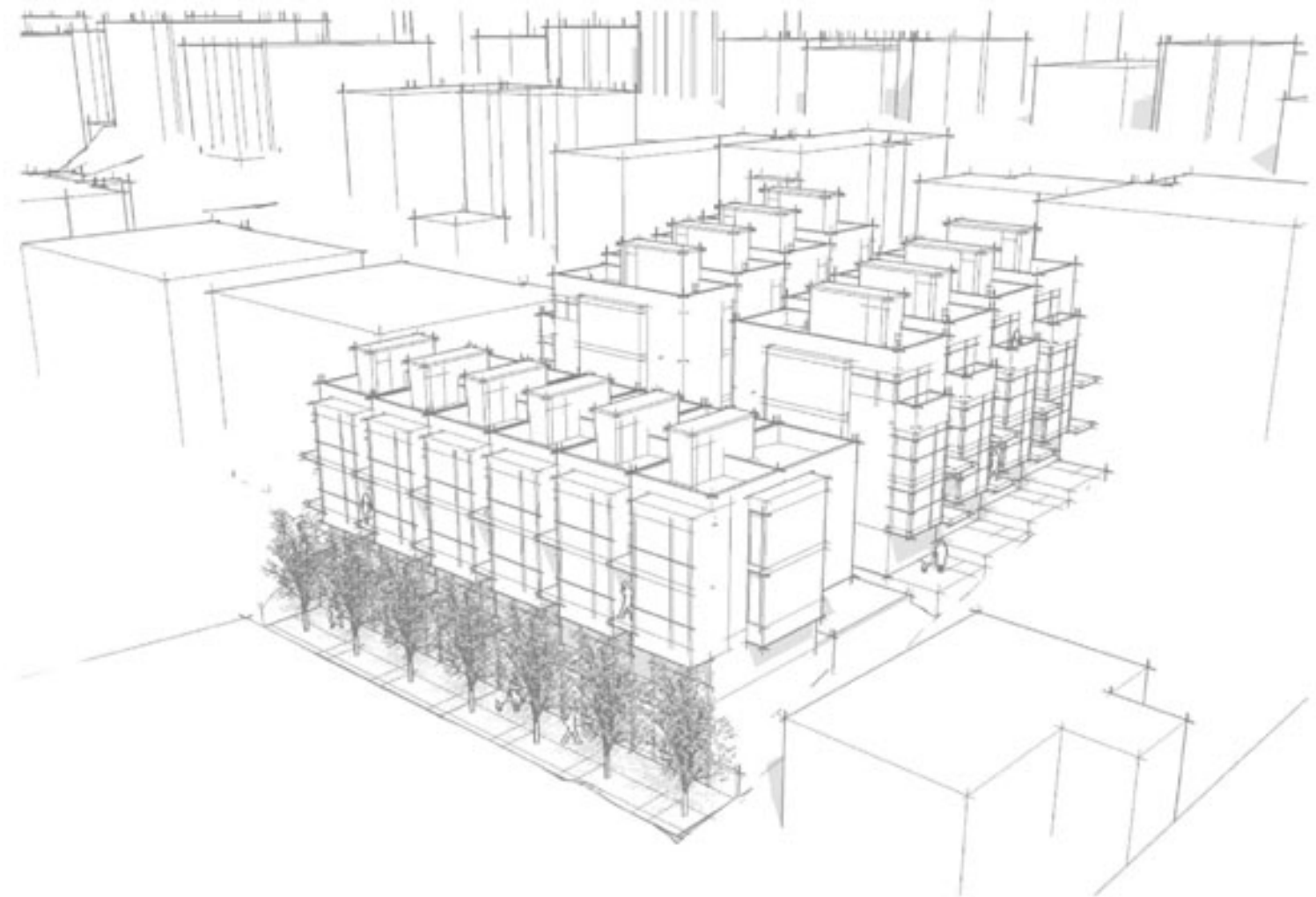
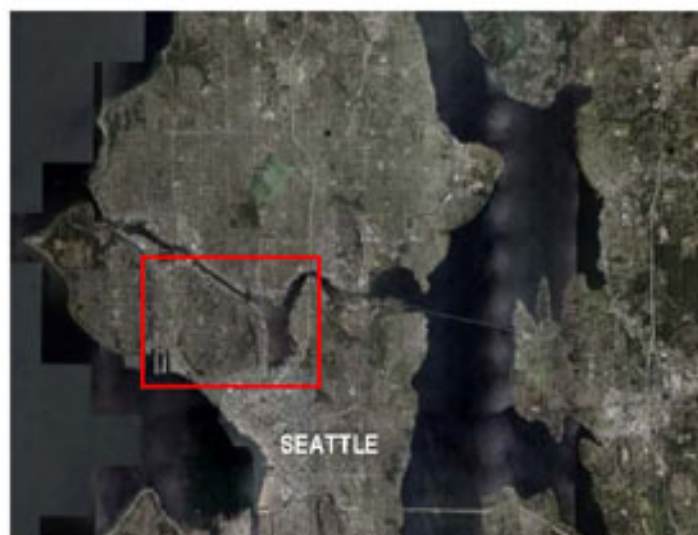




EARLY DESIGN GUIDANCE
2810 15TH AVE W
#3006776
2816 15TH AVE W
#3007675



VICINITY MAP



DESIGN OBJECTIVES:

The Icon Interbay development's primary design objective is to provide a unique, distinctive response to the site by providing modern Live/work commercial units and residential townhouses on a busy commercial arterial that has yet to emerge. Icon Interbay will provide an interactive commercial component at the street level, create a vibrant residential community, use quality materials that respond to the region and relate to the site's context and contribute to Seattle's desire to improve the livability of its neighborhoods. The project's massing will help mediate between the scale of adjacent low-rise and mid-rise residential developments and the existing single story commercial stock, while also allowing for amazing views to Magnolia Hill, Elliot Bay and West Seattle. Development of this compelling site adjacent to the Interbay Driving Range will create a new commercial presence in the neighborhood, link the project southward to downtown Seattle and northward to Ballard along the 15th Avenue arterial, relate to the low-rise residential developments to the east and provide a transition to the recreational and industrial areas to the west. The project's massing will also acknowledge the intent of the NC zoning to anticipate the maturity of this neighborhood into an active commercial corridor and higher density urban typology.

PROGRAM SUMMARY—2810 15TH AVE W (#3006776):

Number of Residential Units = 4 (fee simple townhomes)

Total Residential Area = 8500 SF

Number of Commercial Units = 3 (live/work)

Total Commercial Area = 6000 SF

Number of Parking Stalls = 7

PROGRAM SUMMARY—2816 15TH AVE W (#3007675):

Number of Residential Units = 4 (fee simple townhomes)

Total Residential Area = 8500 SF

Number of Commercial Units = 3 (live/work)

Total Commercial Area = 6000 SF

Number of Parking Stalls = 7

ZONING AND OVERLAYS SUMMARY:

Primary Zone: NC3-40

Overlays: 15th Ave W Arterial, Airport Height District

Environmentally Critical Areas: Potential Slide Area (ECA 2), Landfill (ECA 7)

APPLICABLE DESIGN REVIEW GUIDELINES:

Guidelines for Multifamily & Commercial Buildings

ZONING SUMMARY:

- NC3-40—NEIGHBORHOOD COMMERCIAL 40' HEIGHT LIMIT
- C1-40— COMMERCIAL 1, 40' HEIGHT LIMIT
- C2-40—COMMERCIAL 2, 40' HEIGHT LIMIT
- L-1—LOWRISE 1
- L-3—LOWRISE 3
- SF5000— SINGLE FAMILY, 5000 SF LOT AREA
- IG1-U45—INDUSTRIAL 1, UNLIMITED 45' HEIGHT LIMIT





STREETSCAPE — EAST SIDE OF 15TH AVE W BETWEEN W ARMOUR ST AND W BARETT ST



STREETSCAPE — WEST SIDE OF 15TH AVE W BETWEEN W ARMOUR ST AND W BARETT ST (INTERBAY DRIVING RANGE)



PROJECT SITE

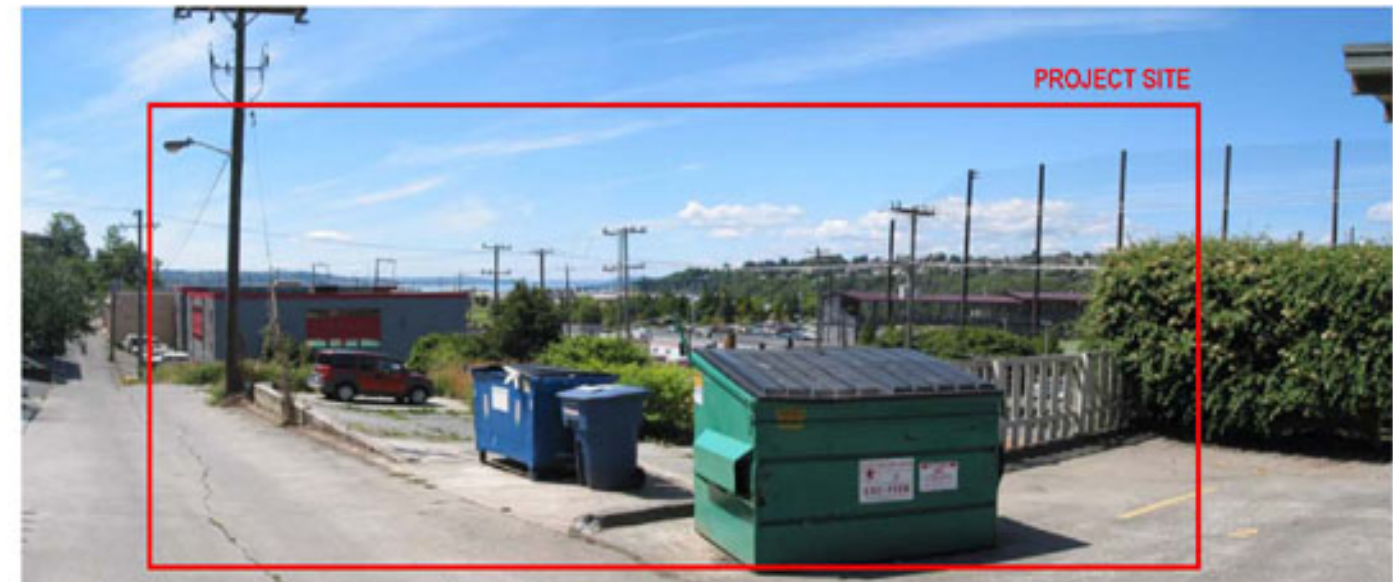
STREETSCAPE — EAST SIDE OF ALLEY BETWEEN W ARMOUR ST AND W BARETT ST LOOKING NORTH



COMMERCIAL AND MULTIFAMILY AT W ARMOUR ST AND ALLEY



SITE CONTEXT—COMMERCIAL AT 15TH AVE W AND W ARMOUR ST



STREETSCAPE — WEST SIDE OF ALLEY BETWEEN W ARMOUR ST AND W BARETT ST LOOKING SOUTH

PROJECT SITE



PROJECT SITE —EAST SIDE OF 15TH AVE W AT STREET LEVEL

PROJECT SITE



COMMERCIAL AT 15TH AVE W AND W ARMOUR ST (LOOKING WEST)



PROJECT SITE —FROM ALLEY TOWARDS WEST

NC3-40 ZONE LAND USE SUMMARY:

- LOT AREA = 6,000 SF (PER LOT)
- 40' ALLOWABLE BUILDING HEIGHT; NON-RESIDENTIAL USES AT STREET LEVEL MUST HAVE A FLOOR TO FLOOR HEIGHT OF 13'
- MAXIMUM COMMERCIAL FLOOR AREA = 8,625 SF PER LOT (FAR FACTOR = 3)
- MAXIMUM RESIDENTIAL FLOOR AREA = 9,375 SF PER LOT (FAR FACTOR = 3)
- NON-RESIDENTIAL USES MUST EXTEND AN AVERAGE OF 30' FROM THE STREET LEVEL, STREET FACING FAÇADE
- REQUIRED RESIDENTIAL AMENITY AREA = 5% OF RESIDENTIAL GROSS FLOOR AREA)
- 60% OF NON-RESIDENTIAL STREET FACING FAÇADE BETWEEN 2' AND 8' MUST BE TRANSPARENT
- LOT MUST DEDICATE 1/2 OF 3' R.O.W. DEFICIENCY = 1'-6" EASEMENT DEDICATION
- LOT MUST DEDICATE 5' TOWARDS PLANTING STRIP
- LOT MUST DEDICATE 6' TOWARDS SIDEWALK IMPROVEMENT
- LOT MUST DEDICATE 2' EASEMENT FOR ALLEY IMPROVEMENT

DRIVING RANGE
TEE OFF AREA

STADIUM LIGHTS AT INTERBAY DRIVING RANGE TURN ON BETWEEN 4-8 PM AND OFF AT 11:10 PM NIGHTLY

60' +/- HIGH NET AT DRIVING RANGE PROVIDES VISUAL DISTURBANCE

MATURE TREES AT WEST SIDE OF 15TH AVE W PROVIDES STREET LEVEL BUFFER TO ADJACENT C1-40 ZONE

TO BALLARD

TO DOWNTOWN, BELLTOWN

VIEW CORRIDOR TO ELLIOT BAY,
WEST SEATTLE

1-STOREY
COMMERCIAL
STRUCTURES

EXISTING MULTIFAMILY STRUCTURE

2816 15TH AVE W
AP# 3007675

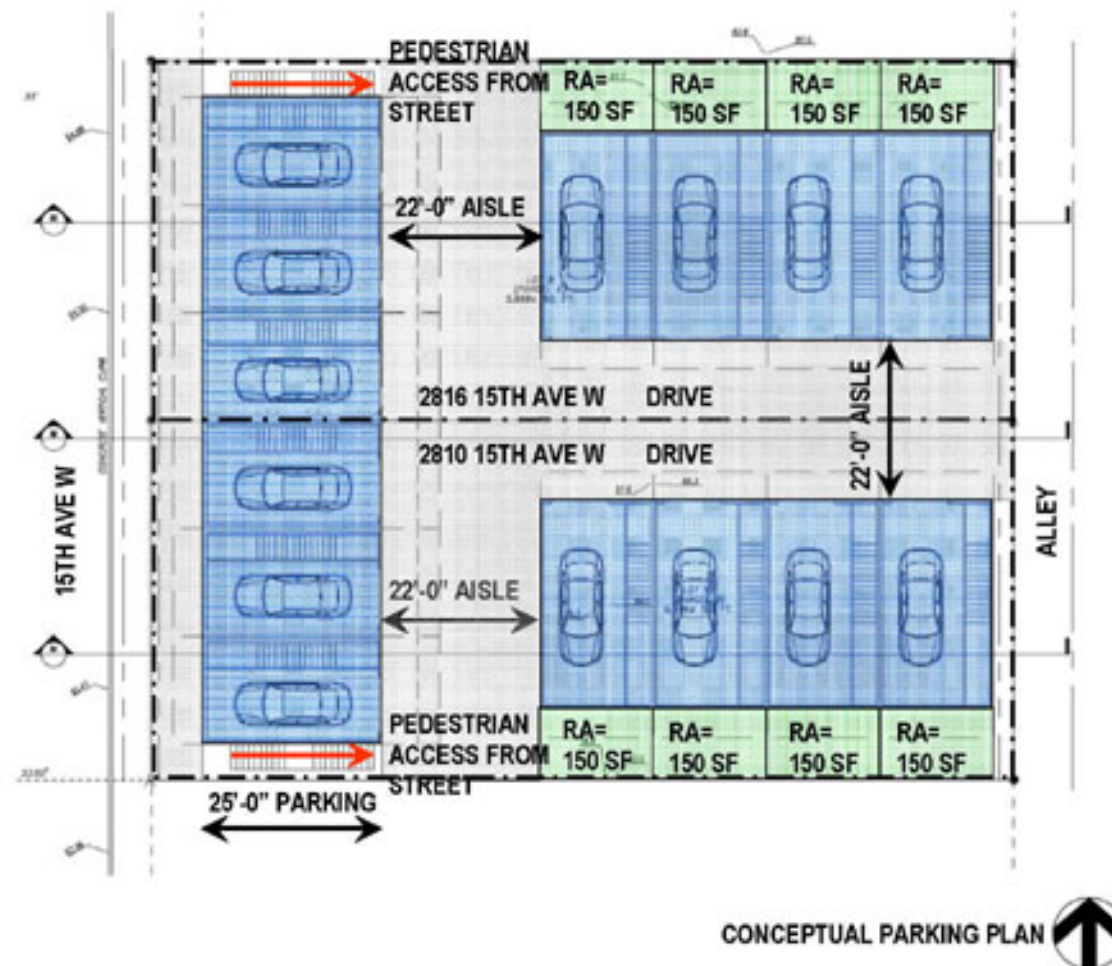
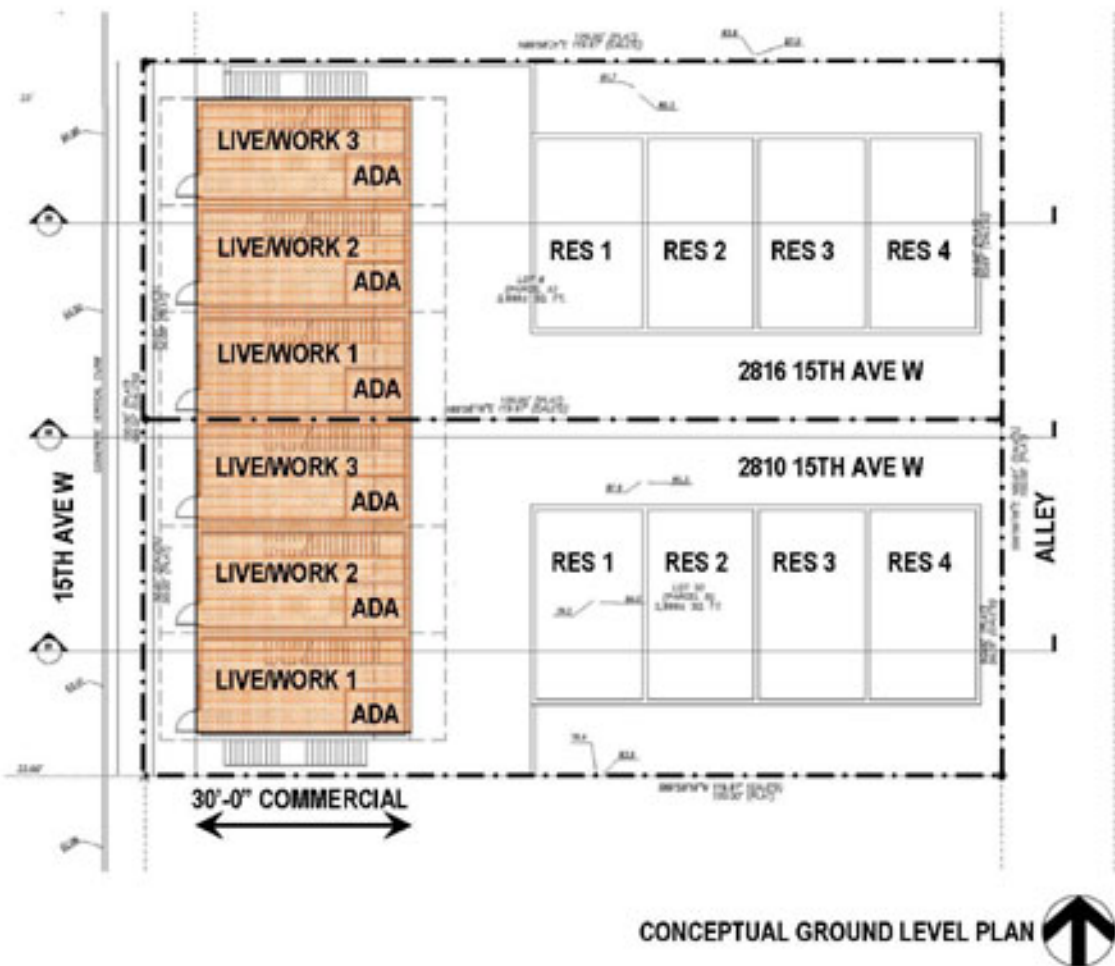
2810 15TH AVE W
AP# 3006776

EXISTING CONCRETE
RETAINING WALL

RESIDENTIAL PARKING
ACCESS FROM ALLEY

LOWRISE 3 ZONE

SITE PLAN 1" = 20'



ALLEY VIEW FROM NORTHEAST



STREET VIEW FROM WEST



ALLEY VIEW FROM SOUTHEAST

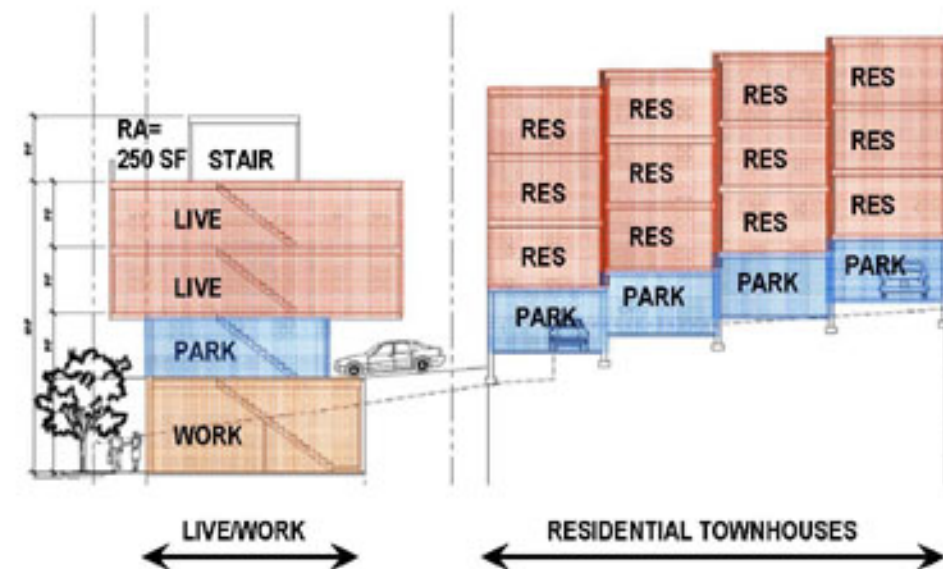
TRIPLE BAR SCHEME PREFERRED OPTION—NO DEPARTURES

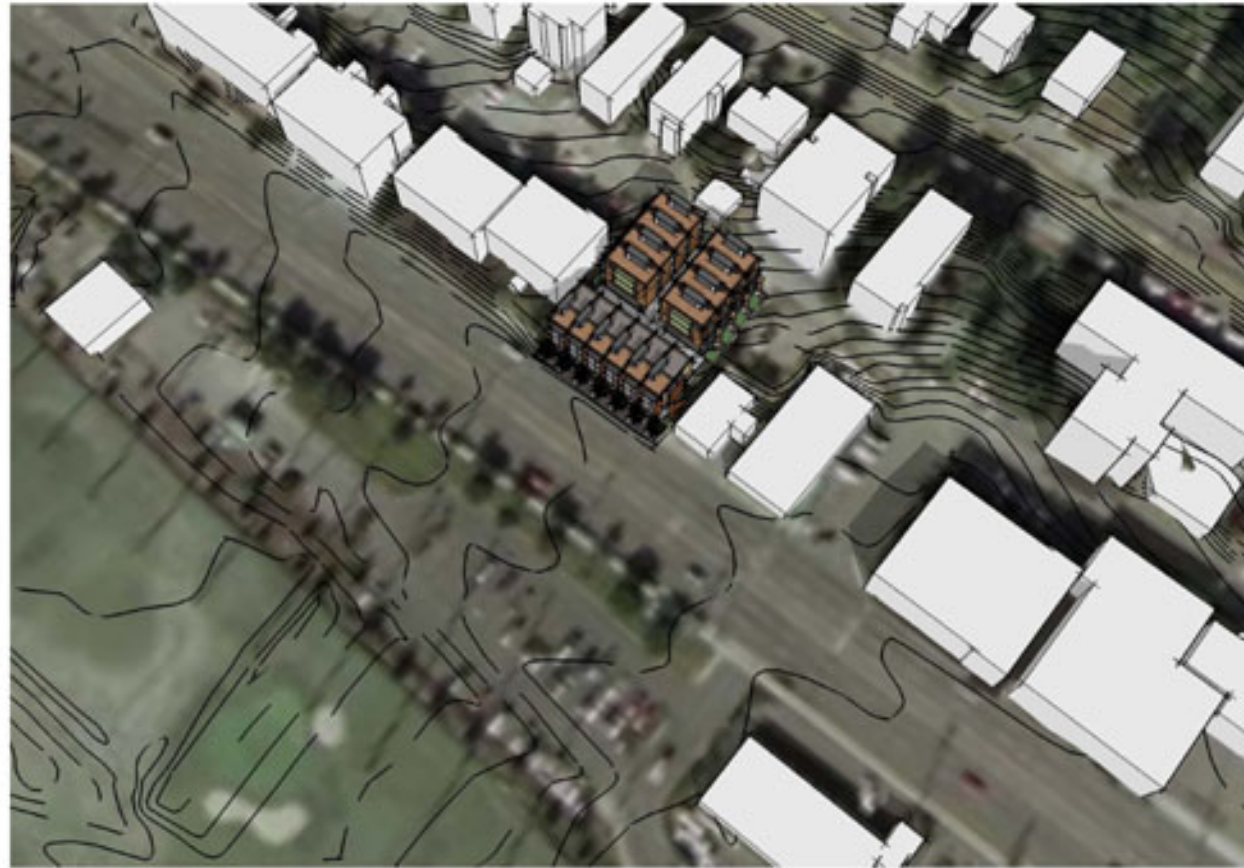
Pros:

- Creates an interactive and identifiable commercial component at street level
- Defines street edge in the vertical dimension; creates street wall to protect residential from arterial
- Reduces development mass on site through separation of commercial and residential components
- Minimizes overall scale of development by not maximizing FAR allowances
- Residential component steps up site to take advantage of existing slope and gain views
- Creates private, outward looking, ground level amenity areas for residential townhouses
- All parking screened from arterial and alley

Cons:

- Interior car court limits pedestrian movement through site
- Views could be eliminated with future development of adjacent sites

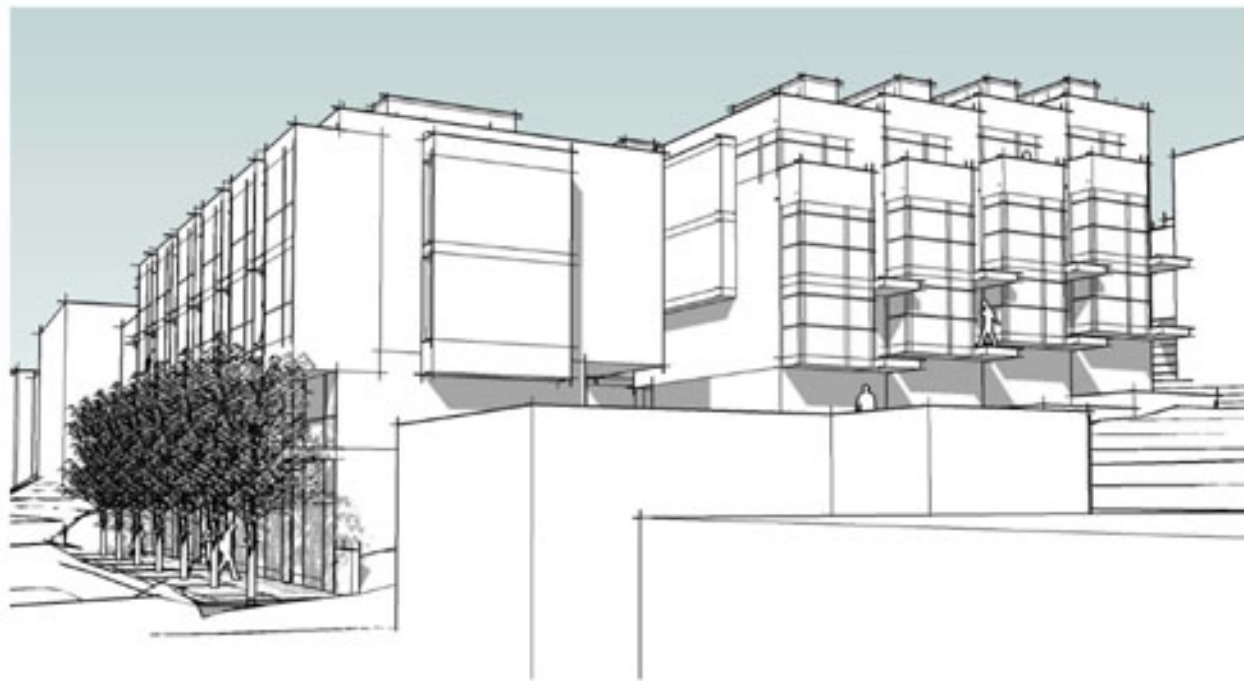




AERIAL VIEW FROM SOUTHWEST



PRELIMINARY MATERIAL AND DETAIL RENDERING—VIEW FROM DRIVING RANGE



STREET VIEW FROM SOUTHWEST



STREET VIEW FROM NORTHWEST



K-LOFTS, SAN DIEGO, CALIFORNIA
JONATHAN SEGAL ARCHITECTS



JOHNSON STREET TOWNHOMES, PORTLAND, OREGON
NITHUN ARCHITECTS



SEATTLE, WASHINGTON



18TH + ARKANSAS, SAN FRANCISCO, CALIFORNIA
DAVID BAKER + PARTNERS ARCHITECTS



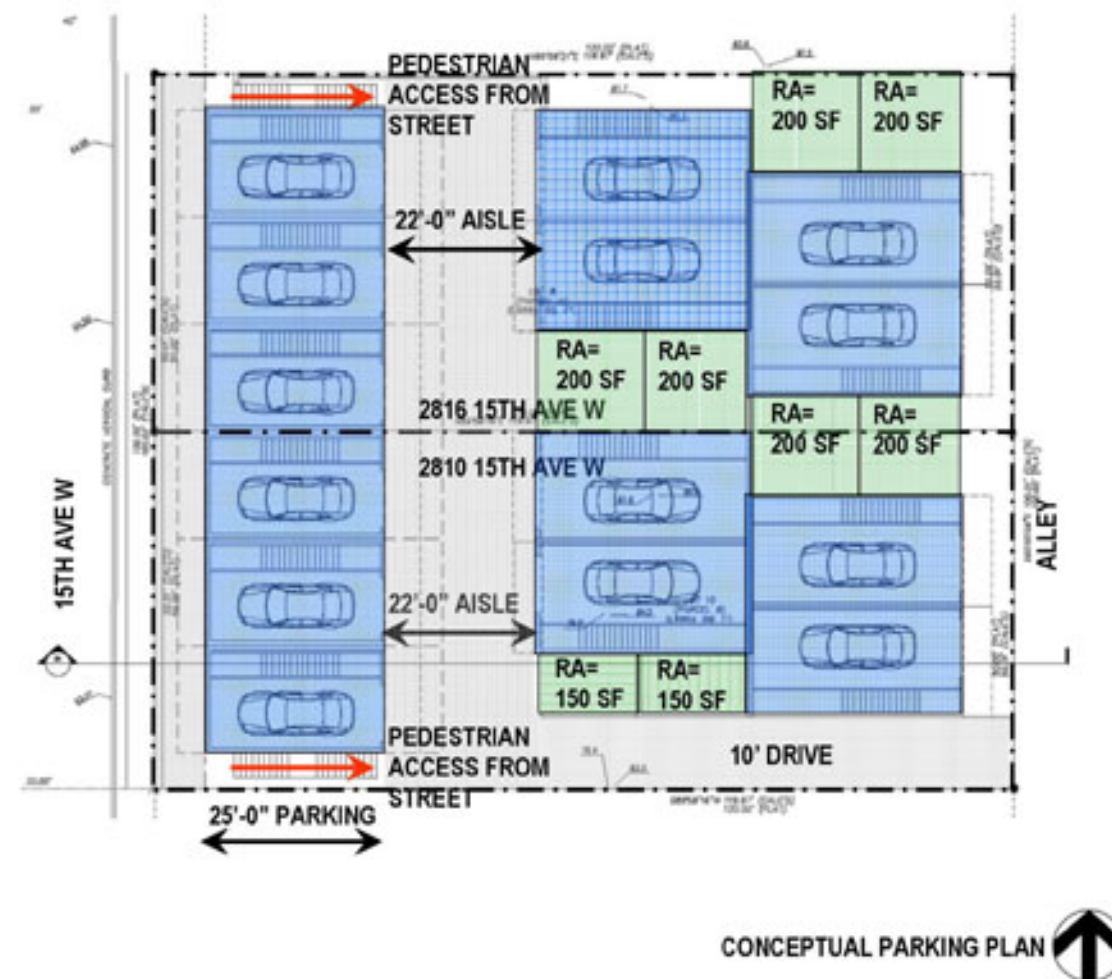
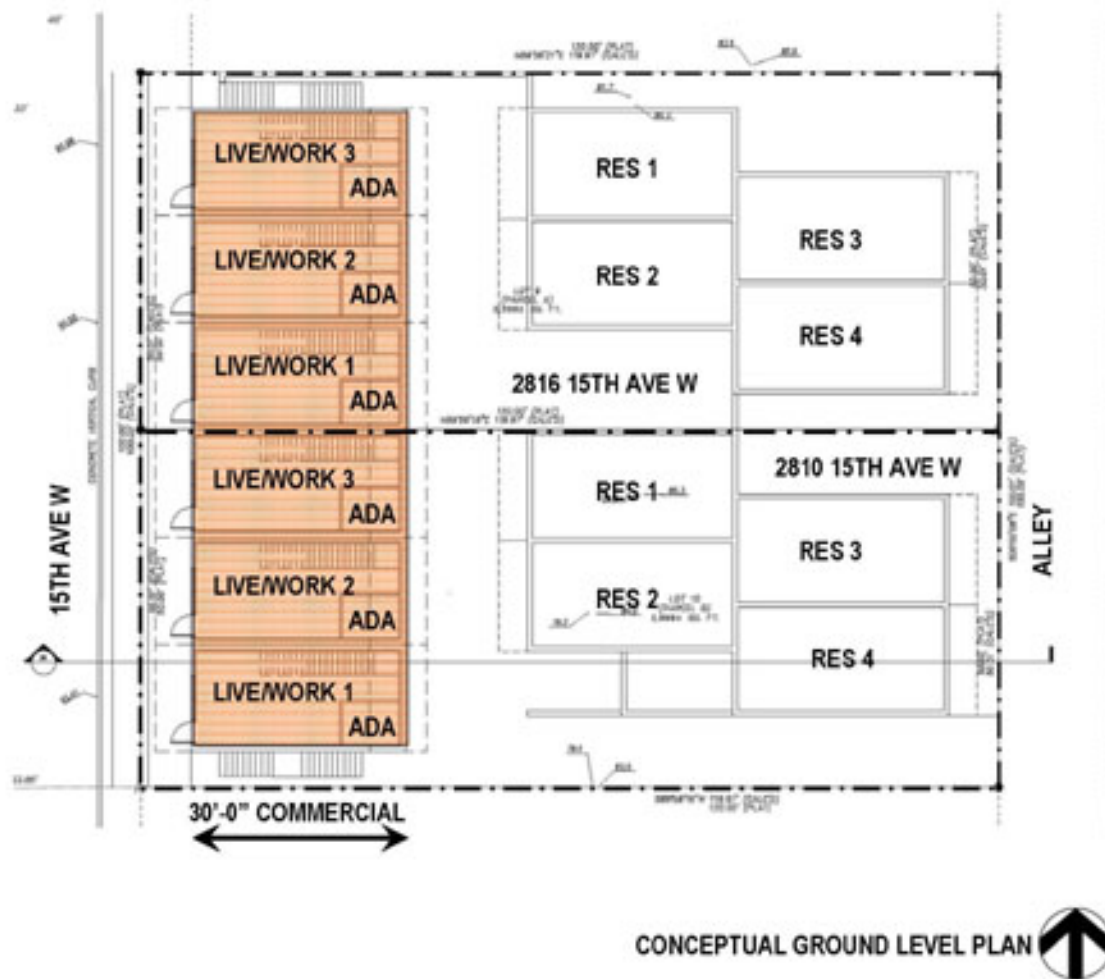
1247 WISCONSIN AVENUE, WASHINGTON, D.C.
MCINTURFF ARCHITECTS

SEATTLE GREEN FACTOR:

THE SEATTLE GREEN FACTOR IS INTENDED TO BE MET THROUGH THE USE OF VARIOUS GROUND COVERINGS AND PLANTINGS PLACED ON-GRADE THROUGHOUT THE SITE. THE DEDICATION OF A NEW PLANTING STRIP PROVIDES MEDIUM DECIDUOUS STREET TREES AND NATIVE, DROUGHT RESISTANT GROUND COVERINGS. SMALL BUSHES, UPRIGHT BAMBOO, AND GROUND COVERINGS PROVIDE LANDSCAPING AND PRIVACY AT THE SITE PERIPHERY. PRIVATE RESIDENTIAL AMENITY AREAS ARE EACH SUPPLIED WITH A MEDIUM, DECIDUOUS ACCENT TREE, LARGE BUSHES, GROUND COVERINGS AND GRASS PAVING. GRASS PAVING IS ALSO PROVIDED THROUGHOUT THE DRIVE AISLES. AS THIS SITE DEVELOPMENT SHOULD NOT BE HEAVILY TRAFFICED, THIS ALLOWS FOR PEDESTRIAN AREAS TO BE CREATED WHILE REDUCING STORM WATER RUN-OFF. THESE MOVES WILL ONLY PROVIDE APPROXIMATELY 1/2 OF THE REQUIRED LANDSCAPING, THOUGH. THIS HAS LED TO THE PROPOSAL OF PROVIDING VEGETATED WALL SYSTEMS AT LARGE EXPANSES OF NON-VIEW ORIENTED WALLS, SOFTENING THE SITE IN THE VERTICAL AXIS. ANOTHER OPTION IS TO PROVIDE AREAS OF VEGETATED ROOF THROUGHOUT THE DEVELOPMENT. EITHER OF THESE FINAL OPTIONS WILL PROVIDE THE REMAINDER OF THE REQUIRED LANDSCAPING AND WILL HELP TO CREATE A VIBRANT AND LIVEABLE COMMUNITY.



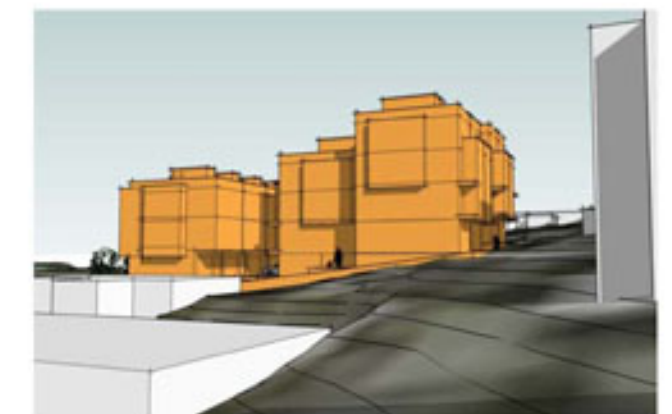
CONCEPTUAL LANDSCAPE PLAN



ALLEY VIEW FROM NORTHEAST



STREET VIEW FROM WEST



ALLEY VIEW FROM SOUTHEAST

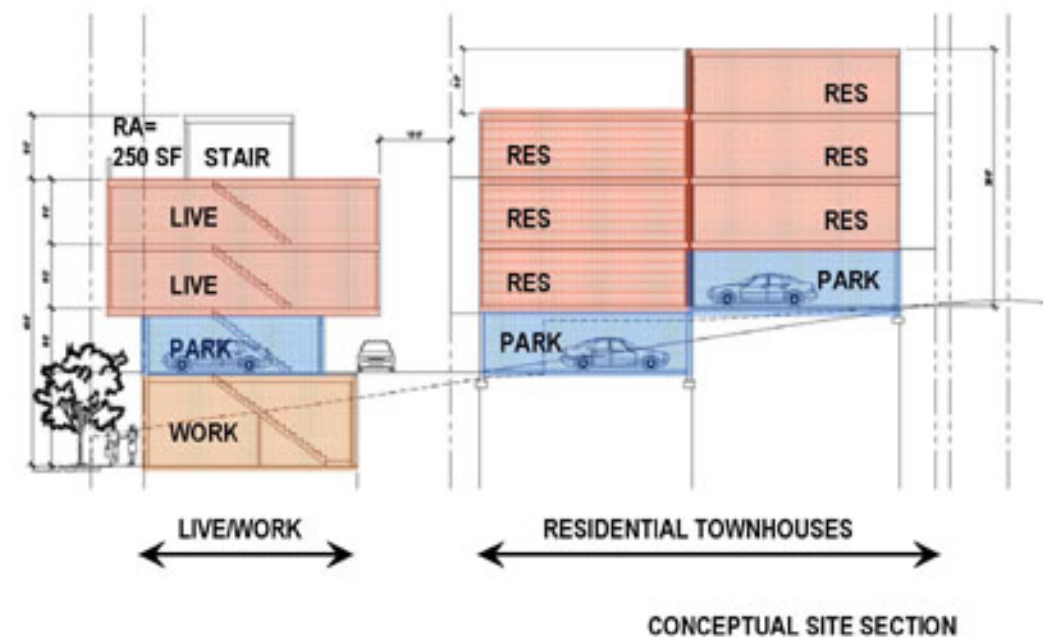
CLUSTER SCHEME NO DEPARTURES

Pros:

- Creates an interactive and identifiable commercial component at street level
- Defines street edge in the vertical dimension; creates street wall to protect residential from arterial
- Clustered townhouses reflect massing and planning of adjacent L3 zone
- Residential component steps up site to allow for views
- Creates clustered, ground level residential amenity areas to promote community interaction
- Driveway is minimum width due to not requiring drive aisle dimension (not double loaded)

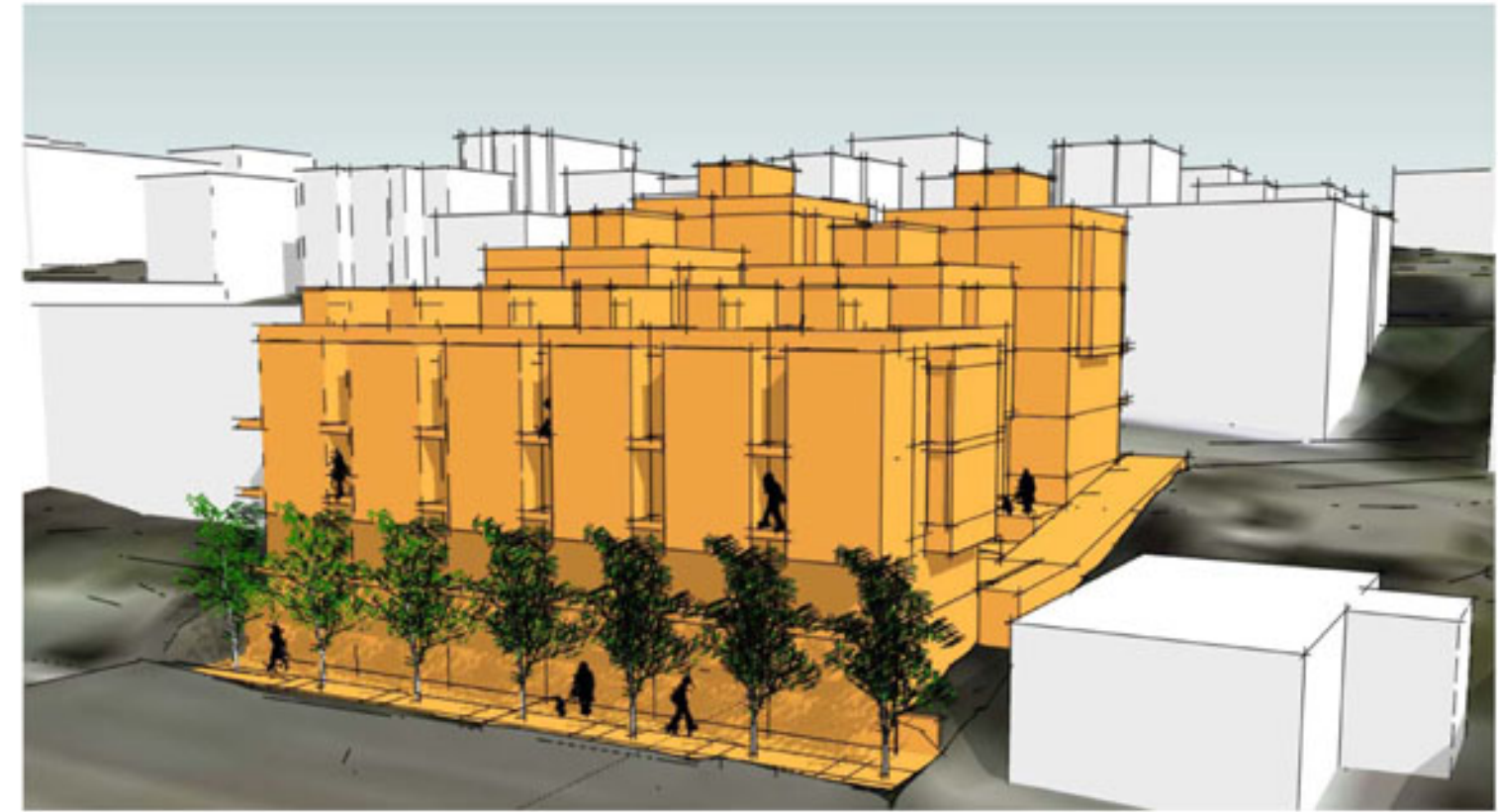
Cons:

- Residential square footage sacrificed due to the allowance of bays on only one façade
- More expensive construction and extensive groundwork than three-bar scheme
- Distance between certain residential units less than 10'

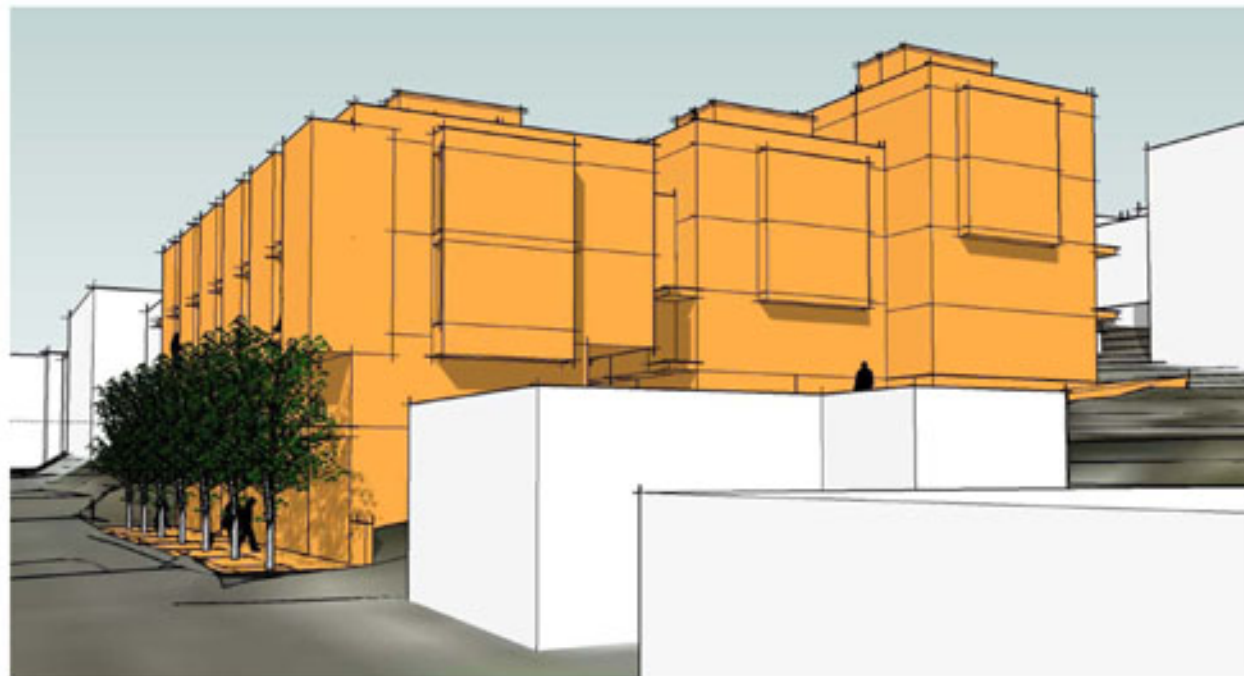




AERIAL VIEW FROM SOUTHWEST



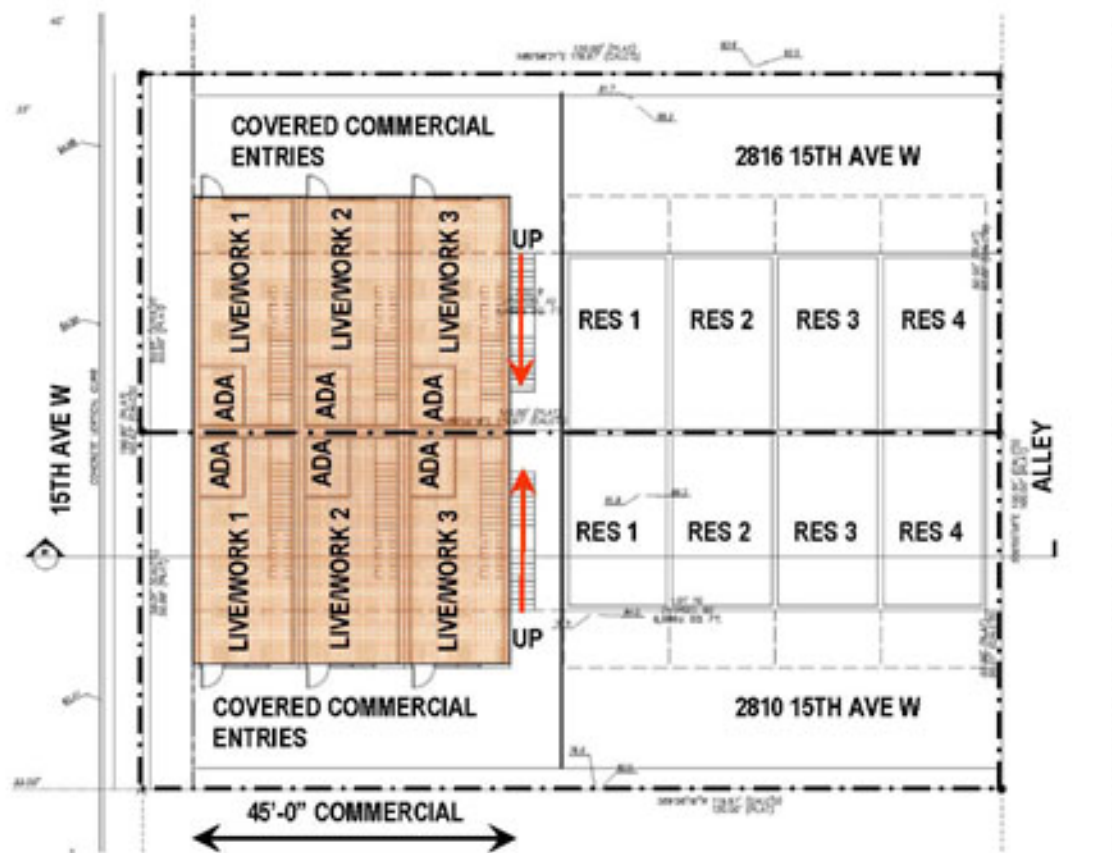
PRELIMINARY MATERIAL AND DETAIL RENDERING—VIEW FROM DRIVING RANGE



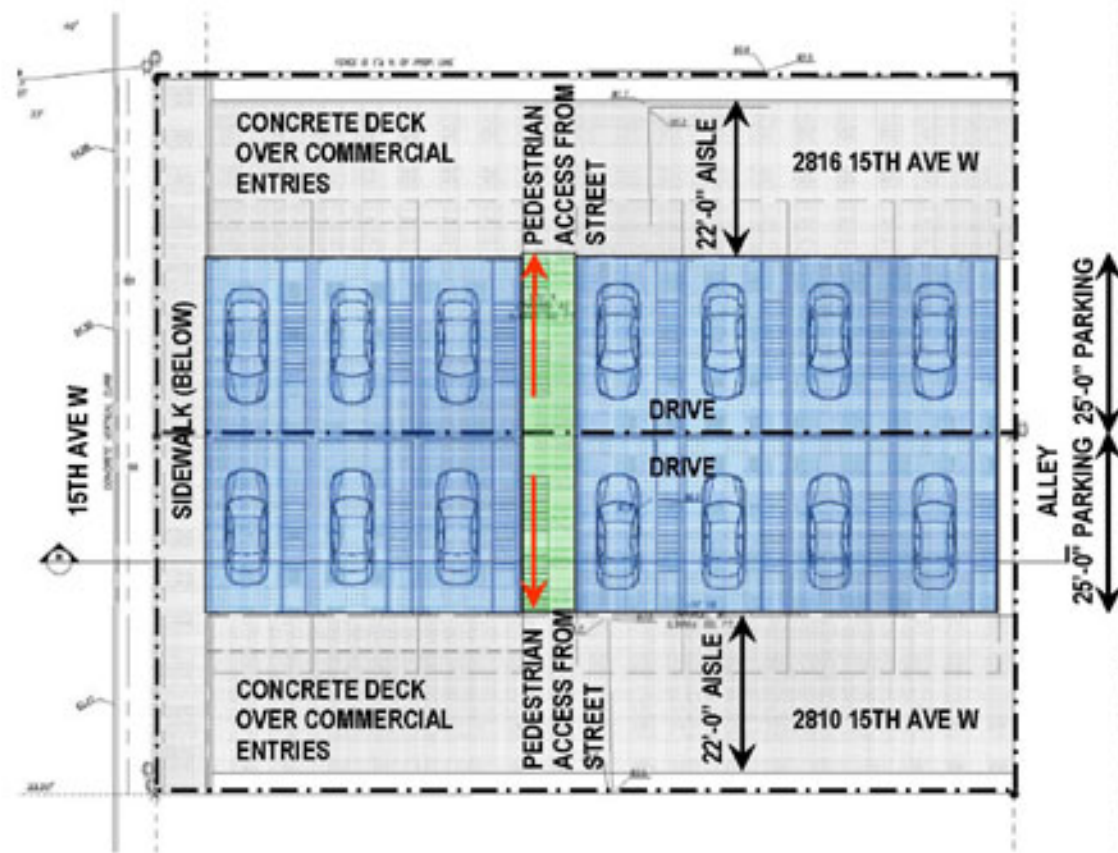
STREET VIEW FROM SOUTHWEST



STREET VIEW FROM NORTHWEST



CONCEPTUAL GROUND LEVEL PLAN



CONCEPTUAL PARKING PLAN

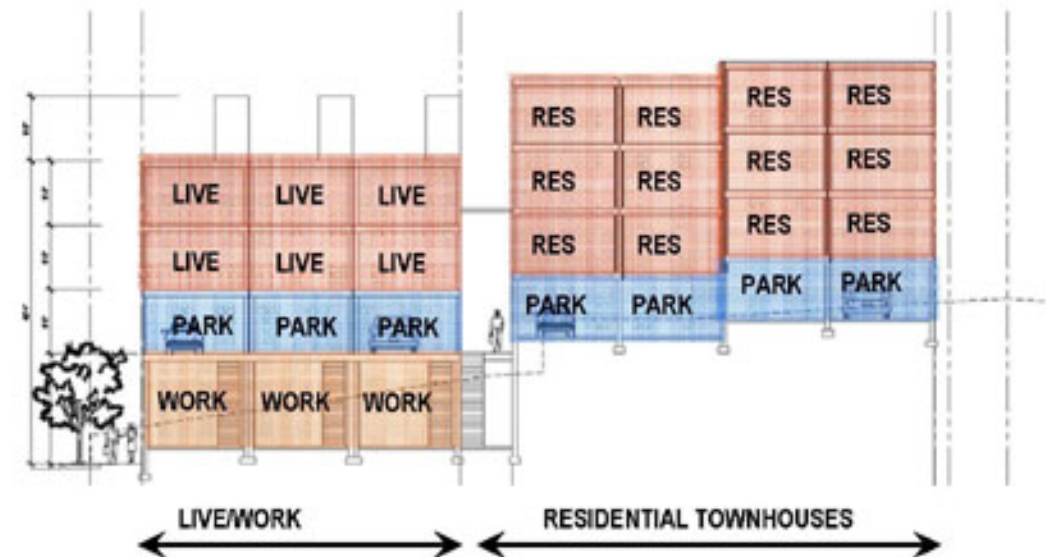
SINGLE BAR SCHEME NO DEPARTURES

Pros:

- Sites building above sidewalk level to take advantage of existing grade condition
- Narrower building face to L3 zone

Cons:

- Only one commercial unit per lot is visible from street
- Commercial entries are not at the street level of 15th Ave W leading to accessibility issues
- Commercial entries are covered by concrete deck and are uninviting
- General massing is one continuous bar without any positive voids
- One-half of each site's width are occupied by drive aisles, reducing pedestrian circulation and open space
- Does not reflect orientation of buildings along the arterial
- Residential amenity areas limited to rooftop decks



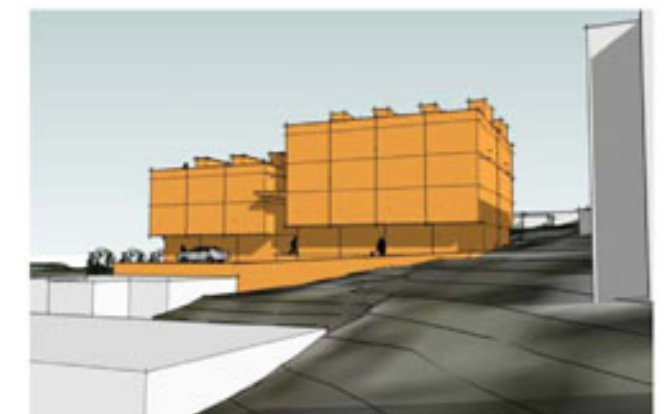
CONCEPTUAL SITE SECTION



ALLEY VIEW FROM NORTHEAST



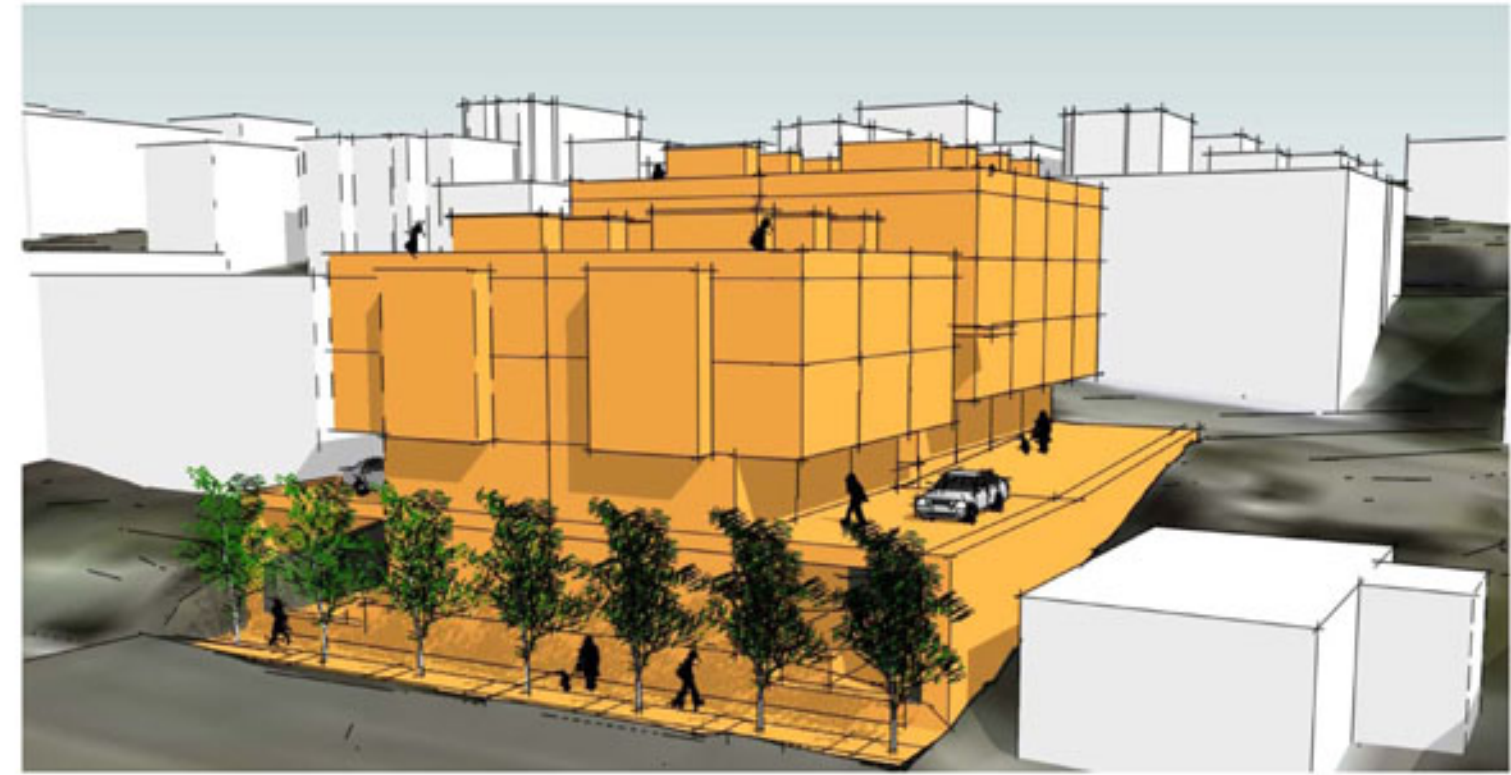
STREET VIEW FROM WEST



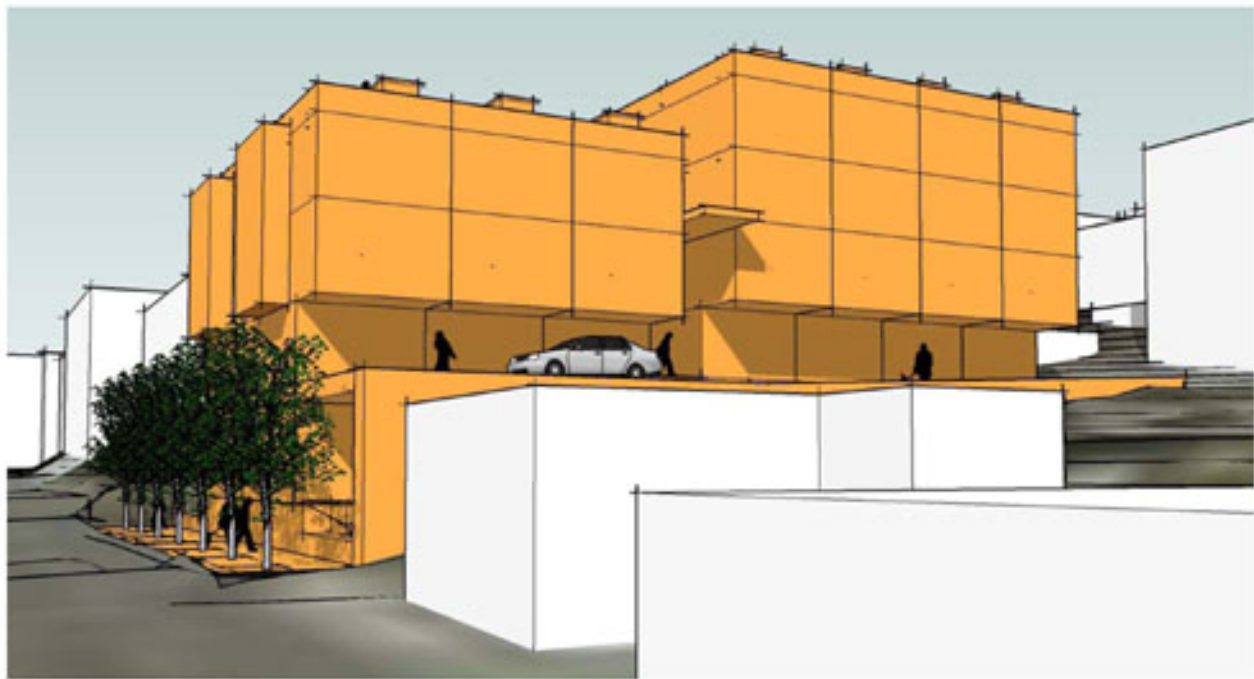
ALLEY VIEW FROM SOUTHEAST



AERIAL VIEW FROM SOUTHWEST



PRELIMINARY MATERIAL AND DETAIL RENDERING—VIEW FROM DRIVING RANGE



STREET VIEW FROM SOUTHWEST



STREET VIEW FROM NORTHWEST



LUCAS PLACE CONDOMINIUMS
SEATTLE



FREMONT TOWNHOUSES
SEATTLE



QUEEN ANNE TOWNHOUSES
SEATTLE



SLATER AVENUE APARTMENTS
KIRKLAND



50TH AVENUE TOWNHOUSES
SEATTLE



DUNCAN PLACE APARTMENTS
SEATTLE