

## EARLY DESIGN GUIDANCE - AVALON BALLARD



1 4 0 0 N W M a r k e t S t | S e a t t l e , W a s h i n g t o n

AVALONBAY COMMUNITIES | ANKROM MOISAN ASSOCIATED ARCHITECTS

DPD Project No.: 3009098

July 23, 2008

# PROJECT TEAM

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# PROJECT GOALS

## 1 COMMUNITY

Create a mixed use building with attainable market rate rental housing that is appropriate to this community and site. Offer a balanced apartment program of large and small units that will appeal to a broad cross section of Ballard residents. Encourage gathering of the residents by locating amenities along walk-by-routes to encourage interaction and a connected community.

## 2 CONNECTIVITY

Strengthen the projects connectivity to the surrounding community by developing a progressive design that connects to the historical industrial character of Ballard and responds architecturally to the different site edges and adjacencies.

## 3 SUSTAINABILITY

Employ smart green ideas that are direct and tangible to both the residents and the economic value of the project. Make sustainable attributes seen and not hidden, real and not just gestures. Achieve certification under the LEED for Homes program and find ways to reduce the energy demands. Create lush outdoor courtyards that will draw people to the project and the community.

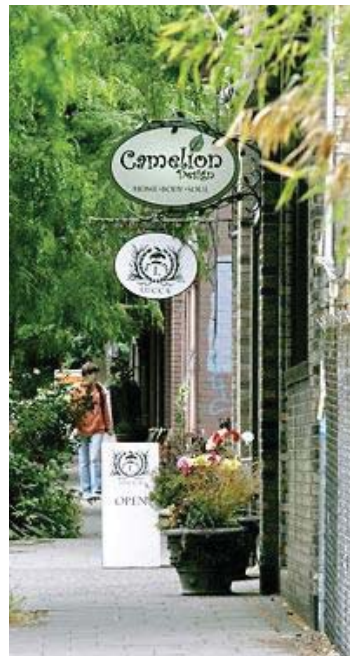
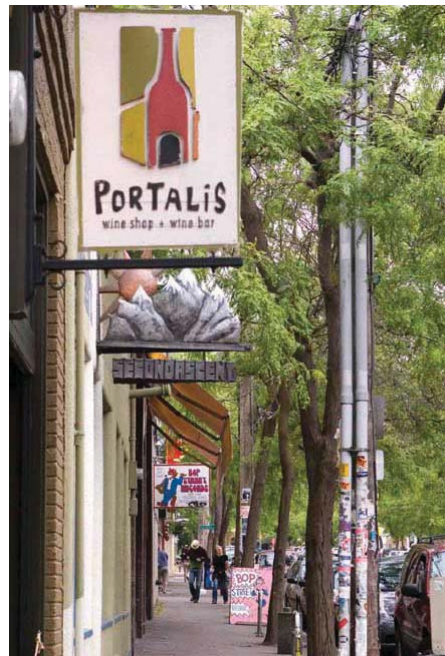




# CONTEXT

## Ballard Neighborhood Personality/Character

- strong historical identity, industrial
- access to public waterways, locks
- economic diversity and stability
- motivated and active citizens
- small-town feel of the community
- diverse businesses within walking distance



## Neighborhood Context - Architecture

The neighborhood contains industrial architecture and Ballard has a Scandinavian heritage.

## Community Landmarks

- Ballard Public Library



- Ballard Firehouse



- Carnegie Historic Library





# CONTEXT



- |                     |   |
|---------------------|---|
| 1 SITE              | 10 BALLARD PLACE CONDOS                     |
| 2 SAFEWAY           | 11 HJARTA CONDOS                            |
| 3 MCDONALDS         | 12 FORMER DENNY'S SITE (MIXED USE PROPOSED) |
| 4 FIRESTONE TIRES   | 13 ALEXAN BALLARD APARTMENTS                |
| 5 PARKER PAINT      | 14 FIRE STATION                             |
| 6 GILMAN PLAYGROUND | 15 WALGREENS                                |
| 7 BALLARD MARKET    | 16 BALLARD SEWING AND VACUUM                |
| 8 BURGER KING       | 17 SAFEWAY GAS STATION                      |
| 9 SHELL GAS STATION |   |

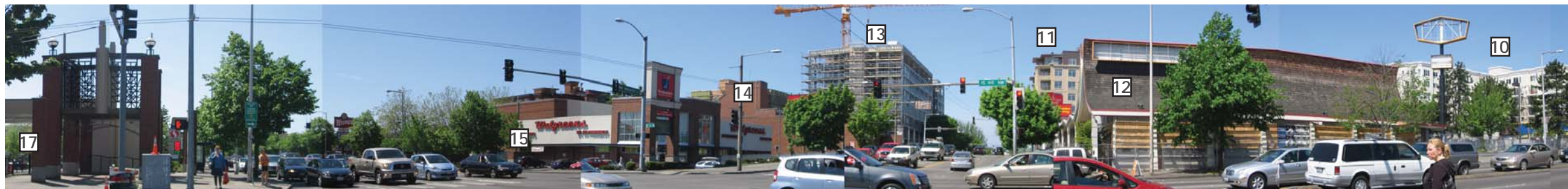
LOOKING EAST



LOOKING SOUTH



LOOKING SOUTHWEST



LOOKING WEST



# EXISTING SITE CONDITIONS



1 VIEW SOUTHWEST FROM NORTHEAST CORNER OF SITE



2 VIEW SOUTHWEST FROM SOUTHEAST CORNER OF SITE



3 VIEW NORTHEAST FROM SOUTHEAST CORNER OF SITE



4 VIEW FROM NW 56TH TO BALLARD MARKET



5 VIEW OF BALLARD MARKET LOADING



KEY MAP

- Slope
- Site slopes from northwest corner to south-east corner 11 feet

- Existing Structures
- 26,000 sf concrete tilt up building and surface parking

- Sidewalks
- Small, badly spaced trees

- Bus Stops
- Located on NW Market Street
  - Overhead bus power lines and poles
  - Connects to downtown Seattle

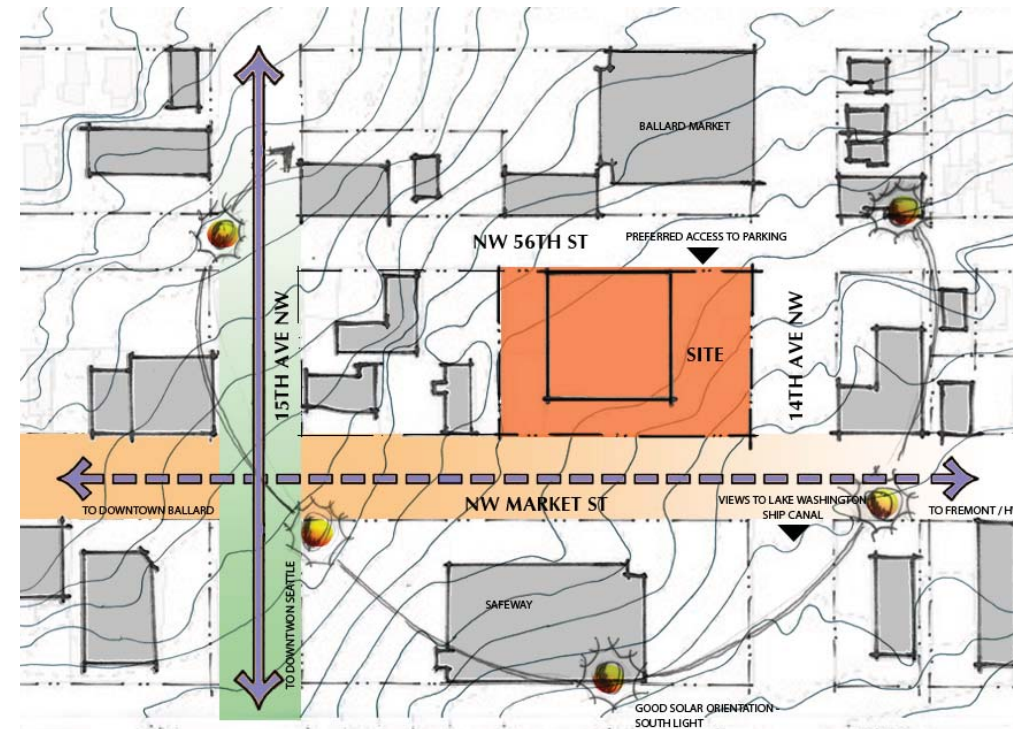
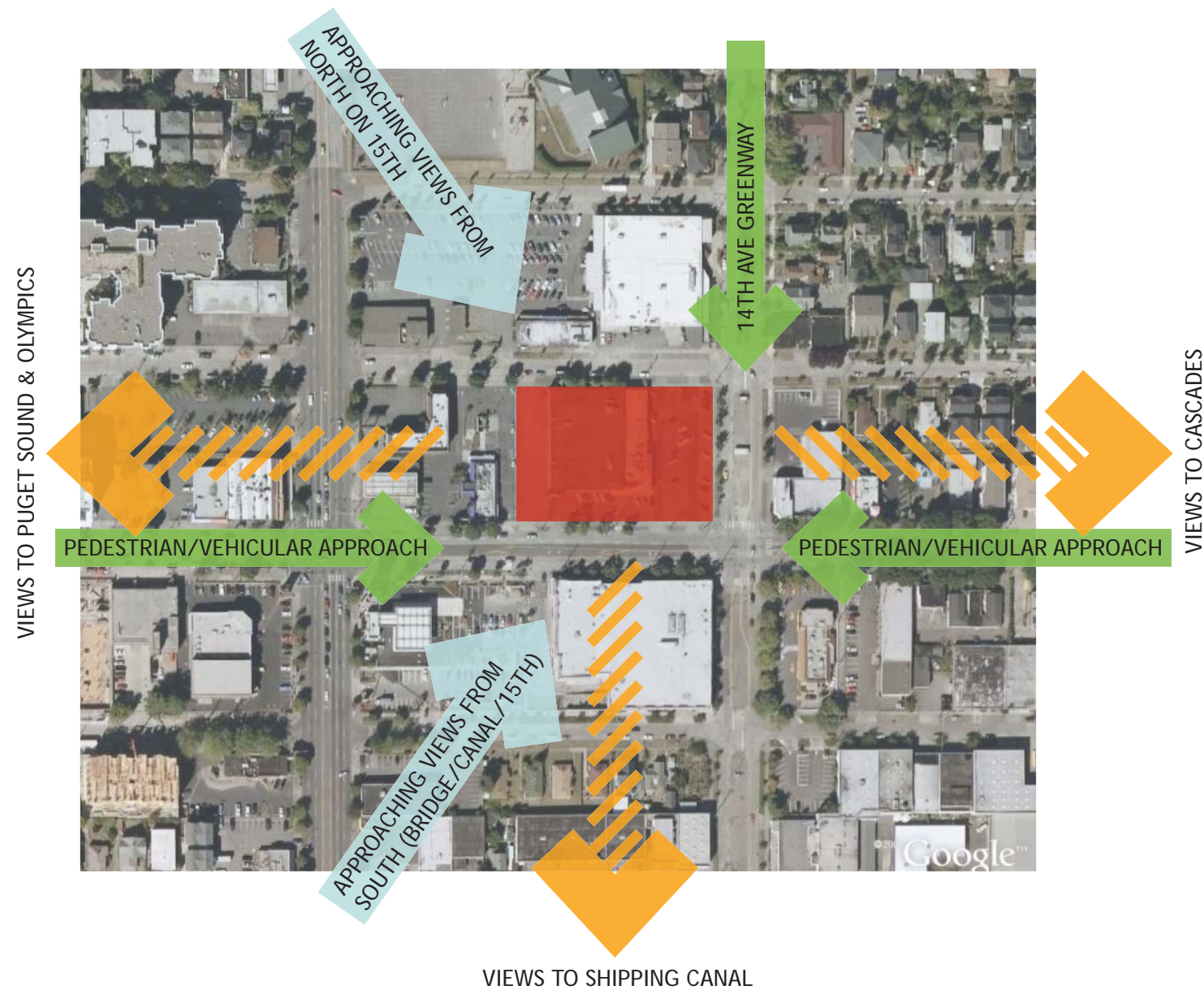
Pros & Cons of Existing Site

- Pros
- Visible site
  - Opportunity to build connection to downtown Ballard
  - Boundary site between various neighborhood types - can be used to develop new context
  - Wide sidewalks to promote pedestrian & ground level activity
  - Opportunity to leverage 14th Ave NW vision

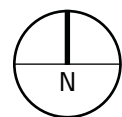
- Cons
- Extremely shallow water table
  - Sloped site: Can be detrimental to ground level activity
  - Boundary site between various neighborhood types: Can be difficult to connect to existing context
  - 56th adjacency is Ballard Market loading dock



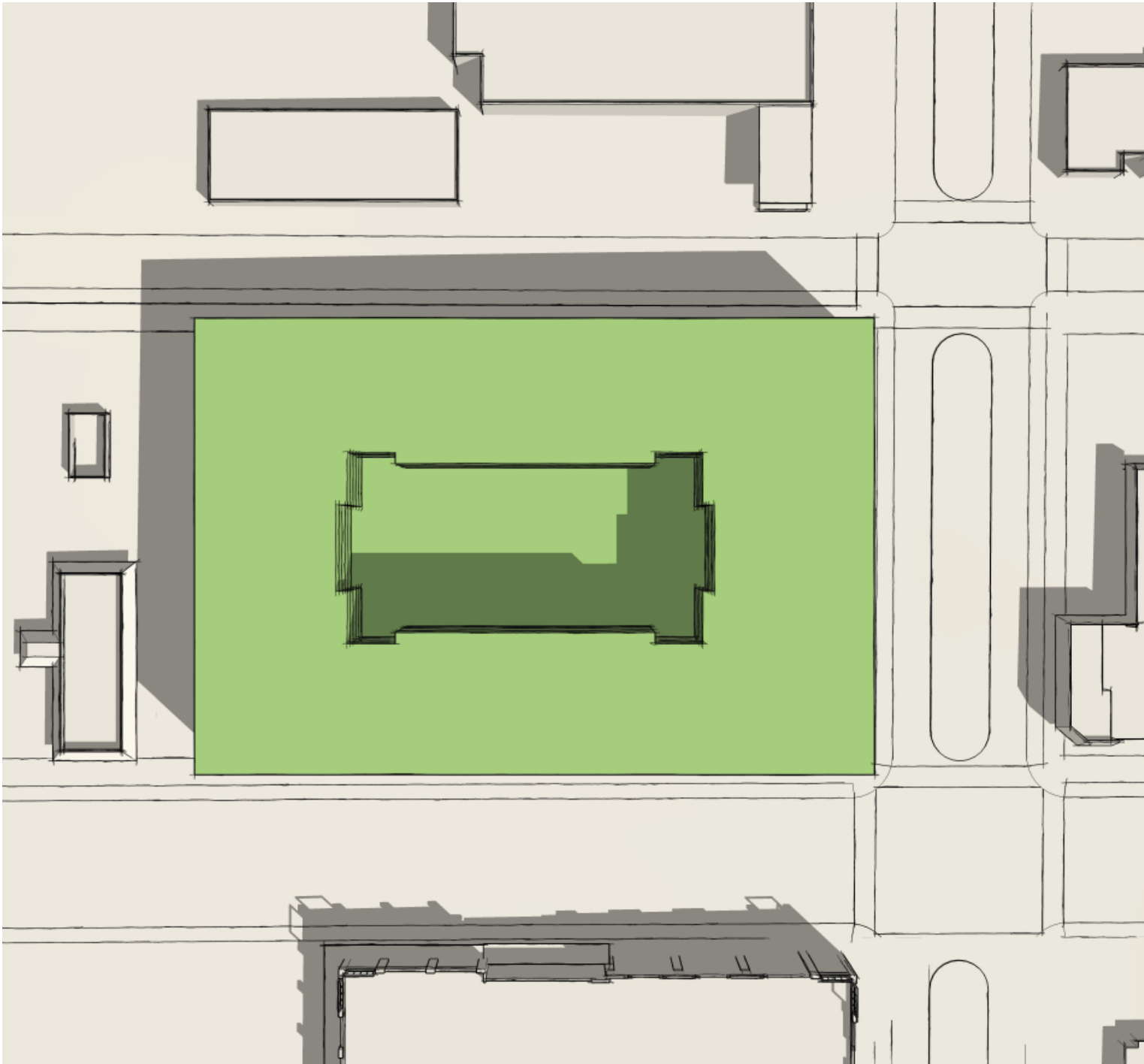
# SITE ANALYSIS



- NW Market Street**
- Major arterial street
  - High Visibility
  - Relatively flat, easily walkable
  - Prime retail location
  - Residential neighborhood begins to the west
  - Connects site to downtown Ballard
- 14th Avenue NW**
- Unique ROW
  - Secondary retail location
  - Arterial street
- NW 56th Street**
- Unique ROW
  - Best opportunity for access to parking garage
- 15th Avenue NW**
- Major arterial street
  - High Visibility
  - Connects to downtown Seattle
- Solar Access**
- Both NW Market Street and 14th Ave NW have good solar access
- Views**
- View to the western parcel unattractive, likely to be redeveloped in the future
  - Distant view to the south of Lake Washington Ship Canal and the back of Queen Anne Hill



# MASSING ALTERNATIVE 1



- 340,770 GSF, 234 units
- FAR = 4.75 (Maximum)
- Maximize development potential
- Internal courtyard private to residents
- Minimal views and light at western units

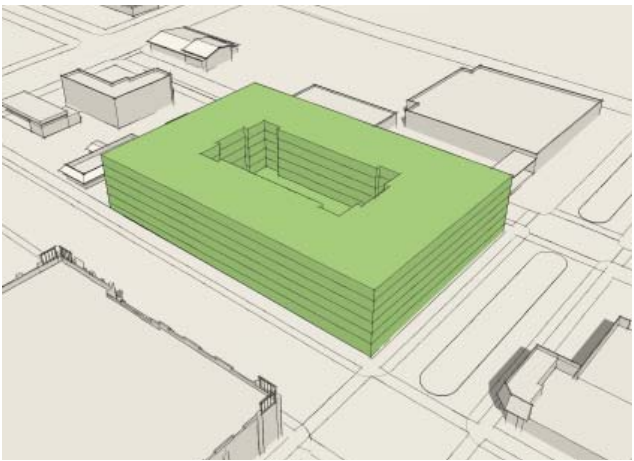
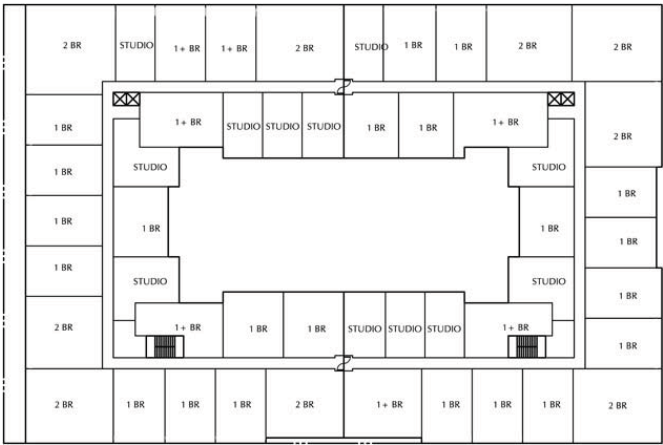
### Pros & Cons of Massing

#### Pros

- Maximizes FAR
- Simplest to construct
- Quiet & private courtyard
- Provides units facing west

#### Cons

- Imposing mass
- Least light & air
- No connection to neighborhood
- West facade has units 10 feet from property line





## MASSING ALTERNATIVE 2

- 325,625 GSF, 230 units
- FAR = 4.45
- No units along west facade, less windows
- Building divided into three distinct masses aligned in rows along NW Market Street
- Creates two separate courtyards, both open to the south

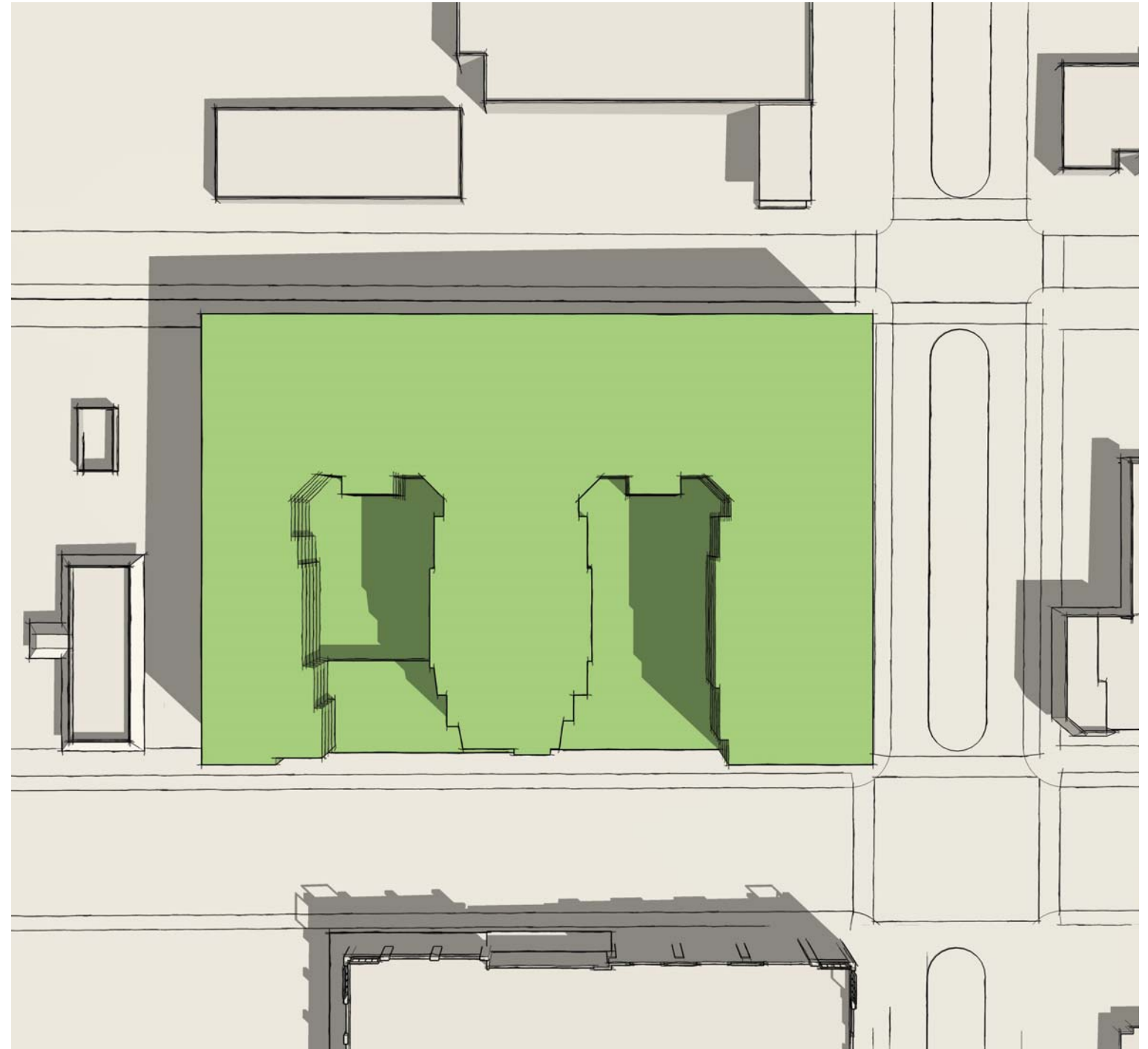
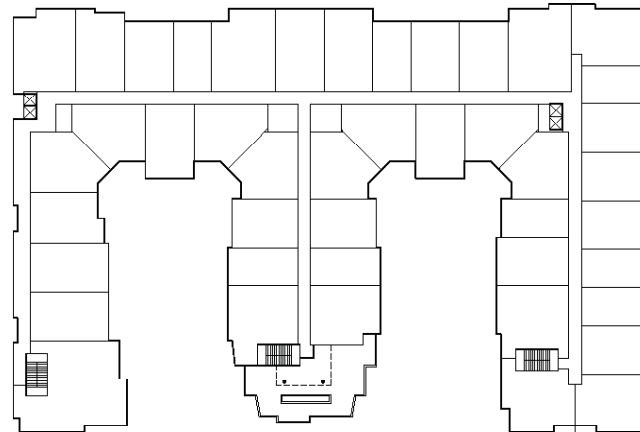
### Pros & Cons of Massing

#### Pros

- High light exposure
- Best views from units
- Good breaking up of mass on NW Market St
- Shallower interior units

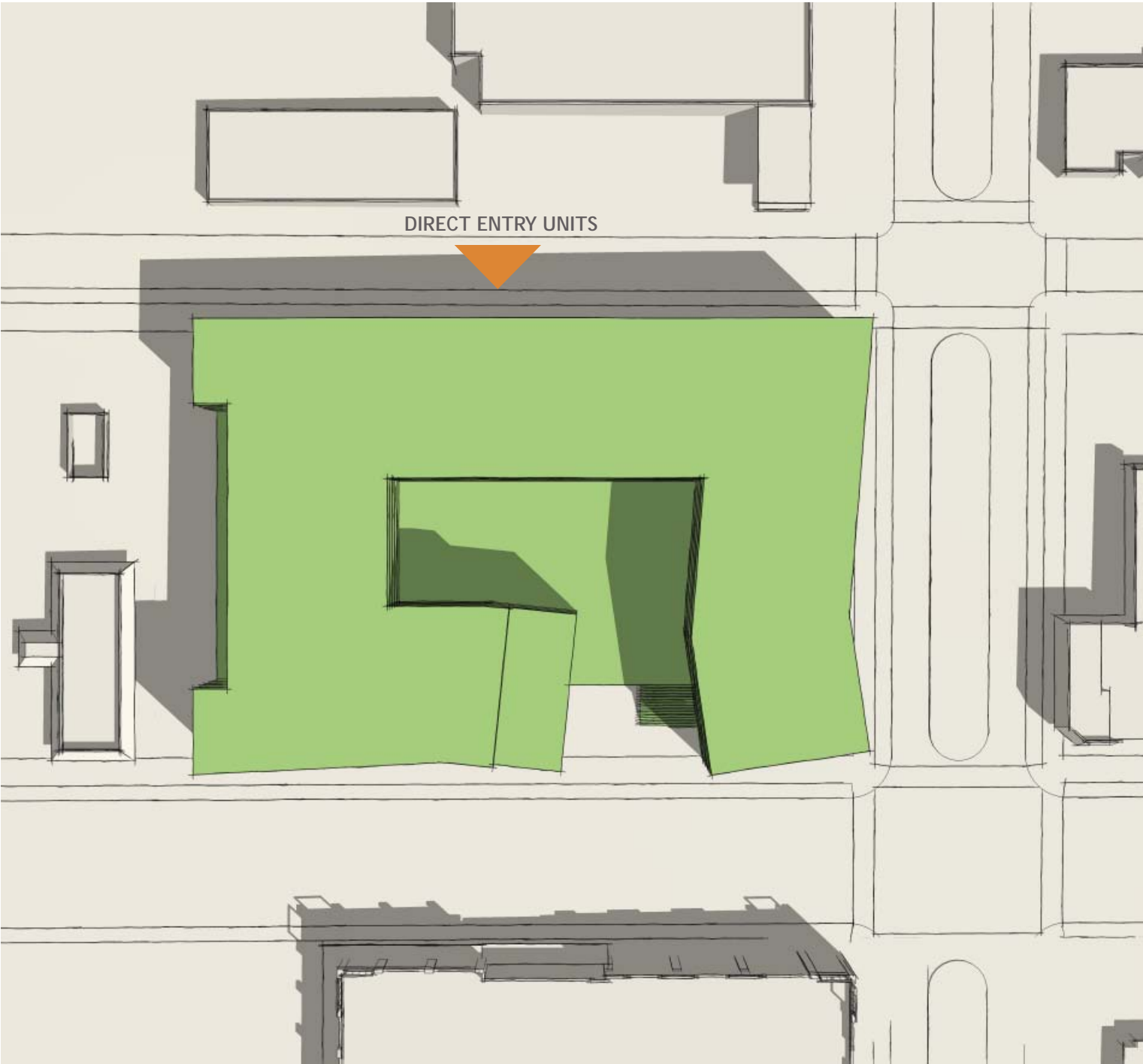
#### Cons

- Heavy massing on 3 sides
- No quiet space
- No connection to NW 56th St
- Long, unbroken facades on 14 Ave NW & NW 56th St
- Complicated & dark “knuckle” units
- No on site connection of courtyards
- Single loaded corridor is less efficient
- Blank west facade at property line





# MASSING ALTERNATIVE 3



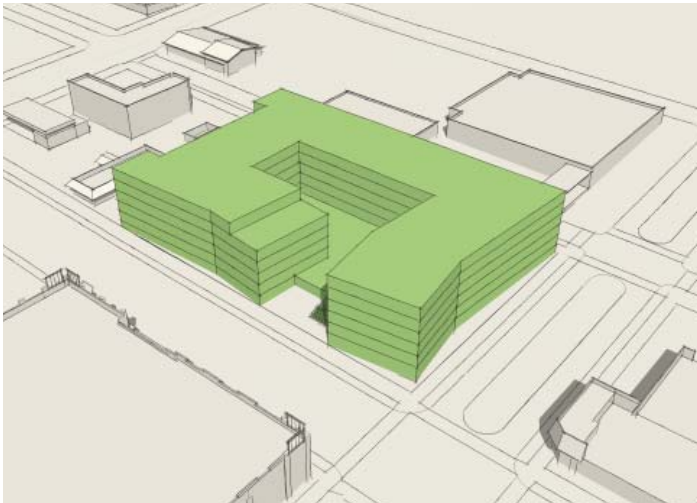
- 328,380 GSF, 234 units
- FAR = 4.51
- Divided into two distinct masses along NW Market Street
- Maximize courtyard which opens up to southern exposure
- Sidewalk access to raised courtyard
- Provides units facing west

## Pros & Cons of Massing

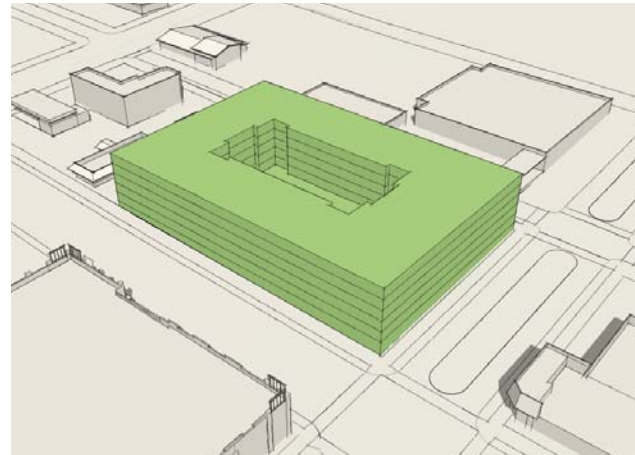
- Pros

  - High light exposure
  - Continuous courtyard w/ public visual access
  - Best potential design responses to adjacent properties
  - Best unit layouts
  - Best neighborhood connections
  - Most potential for engaging and connecting with site, courtyard, and right-of-ways
  - Best potential for breaking up facades & creating ground level open spaces
  - Best opportunity for direct entry units
  - Building variation on west facade
- Cons

  - Less reduction of mass on NW Market St
  - Units on west are 10 feet of property line



# COMPARISON OF ALTERNATIVES



ALTERNATE 1:

- 340,770 GSF, 234 units
- FAR = 4.75 (Maximum)
- Maximize development potential
- Internal courtyard private to residents
- Minimal views and light at western units

## Pros & Cons of Massing

### Pros

- Maximizes FAR
- Simplest to construct
- Quiet & private courtyard
- Provides units facing west

### Cons

- Imposing mass
- Least light & air
- No connection to neighborhood
- West facade has units 10 feet from property line



ALTERNATE 2:

- 325,625 GSF, 230 units
- FAR = 4.45
- No units along west facade, less windows
- Building divided into three distinct masses aligned in rows along NW Market Street
- Creates two separate courtyards, both open to the south

## Pros & Cons of Massing

### Pros

- High light exposure
- Best views from units
- Good breaking up of mass on NW Market St
- Shallower interior units

### Cons

- Heavy massing on 3 sides
- No quiet space
- No connection to NW 56th St
- Long, unbroken facades on 14 Ave NW & NW 56th St
- Complicated & dark "knuckle" units
- No on site connection of courtyards
- Single loaded corridor is less efficient
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ALTERNATE 3: PREFERRED

- 328,380 GSF, 234 units
- FAR = 4.51
- Divided into two distinct masses along NW Market Street
- Maximize courtyard which opens up to southern exposure
- Sidewalk access to raised courtyard
- Provides units facing west

## Pros & Cons of Massing

### Pros

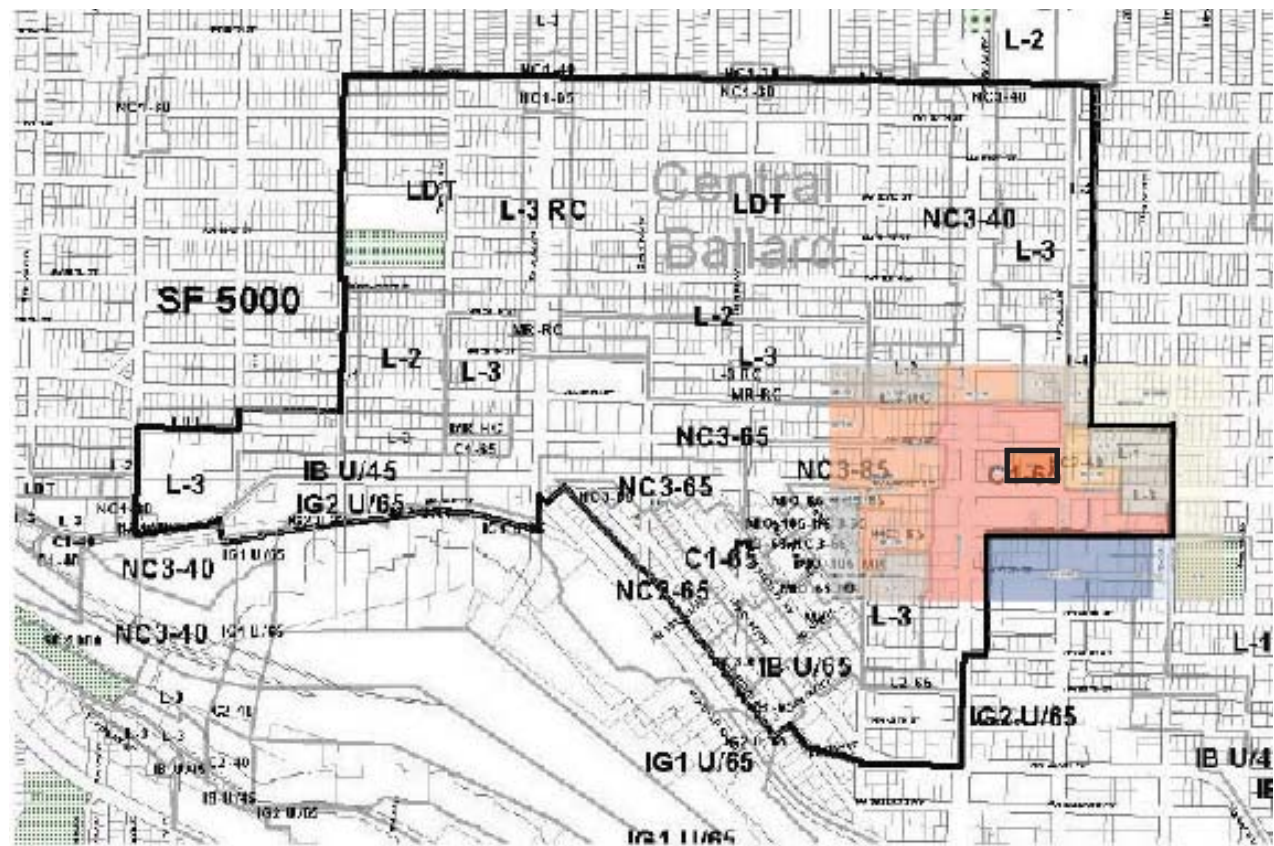
- High light exposure
- Continuous courtyard w/ public visual access
- Best potential design responses to adjacent properties
- Best unit layouts
- Best neighborhood connections
- Most potential for engaging and connecting with site, courtyard, and right-of-ways
- Best potential for breaking up facades & creating ground level open spaces
- Best opportunity for direct entry units
- Building variation on west facade

### Cons

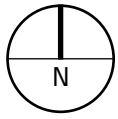
- Less reduction of mass on NW Market St
- Units on west are 10 feet of property line



# ZONING SUMMARY



- C1-65
- NC3-65
- IG2U-65
- L-3
- NC2-40



## Potential Departures

- Residential uses may not occupy more than 20% of a street-level street-facing facade on an arterial, both NW Market Street and 14th Ave NW are designated as arterials (23.47A.005.D)  
(1) Project proposes to increase percentage of residential use along arterials on the ground floor to utilize space for a leasing office in an area where the site causes the frontage to be less conducive to commercial functions. The leasing office and lobby are considered as accessory spaces to residential, therefore residential standards apply to retail facades.
- First floor of the structure shall be 4 feet above sidewalk for residential use or set back 10 feet from sidewalk (23.47A.008.D)  
(2) Project proposes the residential amenities occur in a street-level street-facing facade where commercial functions do not work due to clearances.
- Where site abuts two streets, access must be from the street with fewest lineal feet of commercially zoned frontage (23.47A.032.A.c)  
(3) Project proposes to place parking entrance on NW 56th Street, rather than 14th Avenue NW, due to site conditions and a more efficient vehicular access based on traffic frequency.
- Parking may not abut a street-level street-facing facade (23.47A.005.B)  
(4) Due to sloped site, NW 56th Street may have parking abutting the street-level street-facing facade where commercial and other street-level functions do not work due to clearances.

## Site Size

- 60,000 sf

## Site Zoning

- C1-65

## Permitted Uses

- All residential and retail uses are permitted outright (23.47A.004.A)
- Live Work Units are also permitted outright (23.47A.004.G)
- Parking may not abut a street-level street-facing facade (23.47A.005.B)
- Residential uses may not occupy more than 20% of a street-level street-facing facade on an arterial, both NW Market Street and 14th Ave NW are designated as arterials (23.47A.005.D)

## Mixed Use Development

- Street-level street-facing facades must be located within 10 feet of the street lot line, unless wider sidewalks, plazas, or other approved landscaped or open space are provided. (23.47A.008.A)
- Non-residential uses must extend an average of at least 30 feet and a minimum of 15 feet from street level. Non-residential uses must have a floor-to-floor height of 13 feet and meet transparency requirements (23.47A.008.B)
- First floor of the structure shall be 4 feet above sidewalk for residential use or set back 10 feet from sidewalk (23.47A.008.D)

## Additional Height

- On sloped lots, additional height shall be permitted along the lower elevation of the structure (23.47A.012.B)

## Height Rooftop Features

- The ridge of pitched roofs with a minimum slope of 3:12 may extend up to 5 feet above the maximum height limit (23.47A.012.C)
- Open railing, planters, skylights, parapets, and firewalls may extend as high as the highest ridge or up to 4 feet above the height limit. Planters must be located 10 feet from the north ridge of the roof (23.47A.012.D)

## FAR

- Above grade parking must be included in FAR (23.47A.013.A)
- Maximum FAR = 4.75 (23.47A.013.B)

## Setbacks

- A 5 foot landscaped setback may be required per screening and landscaping standards
- Decks with open railings are permitted within a setback but are not permitted within 5 feet of a residential zone

## Green Area Factor Requirement

- Landscaping that achieves a green factor score of .30 or greater is required (23.47A.016.A)

## Open Space

- Residential amenity areas, including decks, balconies, terraces, roof gardens, plazas, and courtyards are required in an amount equal to 5% of the total gross floor area in residential use
- Residential units must have access to at least 1 amenity area.
- Private balconies and decks must have a minimum area of 60 sf and no horizontal dimension shall be less than 6 feet (23.47A.024)

## Structural Building Overhangs

- Vertical clearance shall be a minimum of eight feet from the sidewalk (23.53.035.A1)
- The maximum horizontal projection shall be three (3) feet (23.53.035.A4a)

## Parking and Access

- Parking special exception, max waiver of 5,000 sf for eating and drinking establishments (23.54.015.D1.a1)
- Possible additional parking waiver for availability of shared parking within 800 feet (23.54.015.D1.b3)
- No parking required for the first 1,500 sf of each business establishment (23.54.015.D2)
- Sales and Services general, 1 parking space for each 500 sf (23.54.015.Chart A.B.10) Multifamily and Live/Work, 1 parking space per dwelling unit
- Where site abuts two streets, access must be from the street with fewest lineal feet of commercially zoned frontage (23.47A.032.A.c)
- Parking may not be located inside a structure adjacent to a street-level street-facing facade (23.47A.032.B.b)



# SITE PLAN

- 13,900 GSF of retail
- Main resident lobby off of 14th Ave NW
- Exterior access to raised courtyard obscures parking at NW Market Street
- Resident amenities accessible from sidewalk and internally
- Efficient parking layout
- Retail concentrated on busiest streets
- Direct entry units along NW 56th St



# BUILDING & PROGRAM GOALS

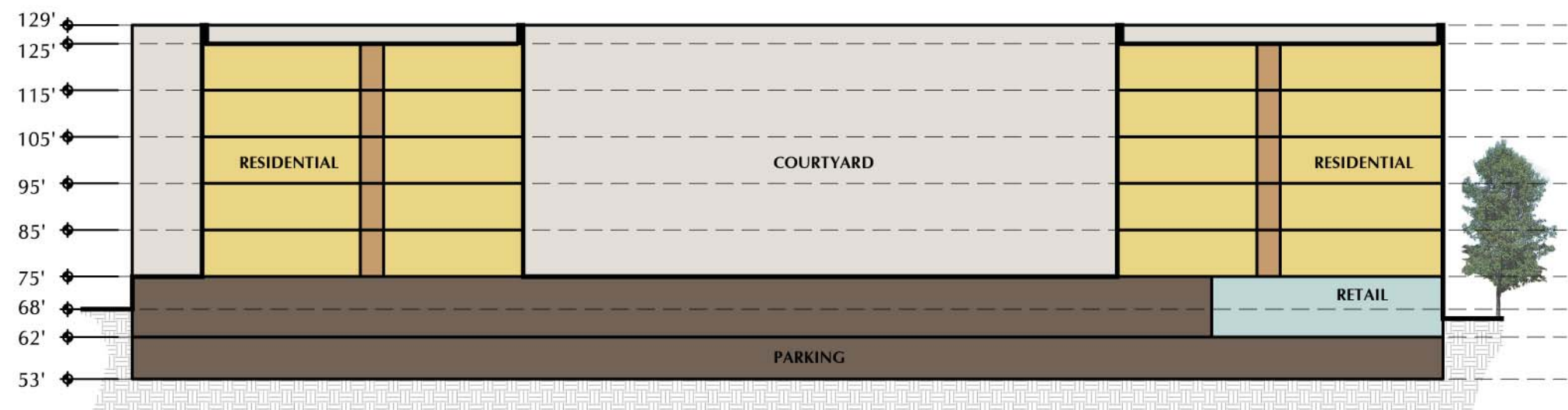
Approximately 245 residential units

Approximately 13,900 sf of commercial area

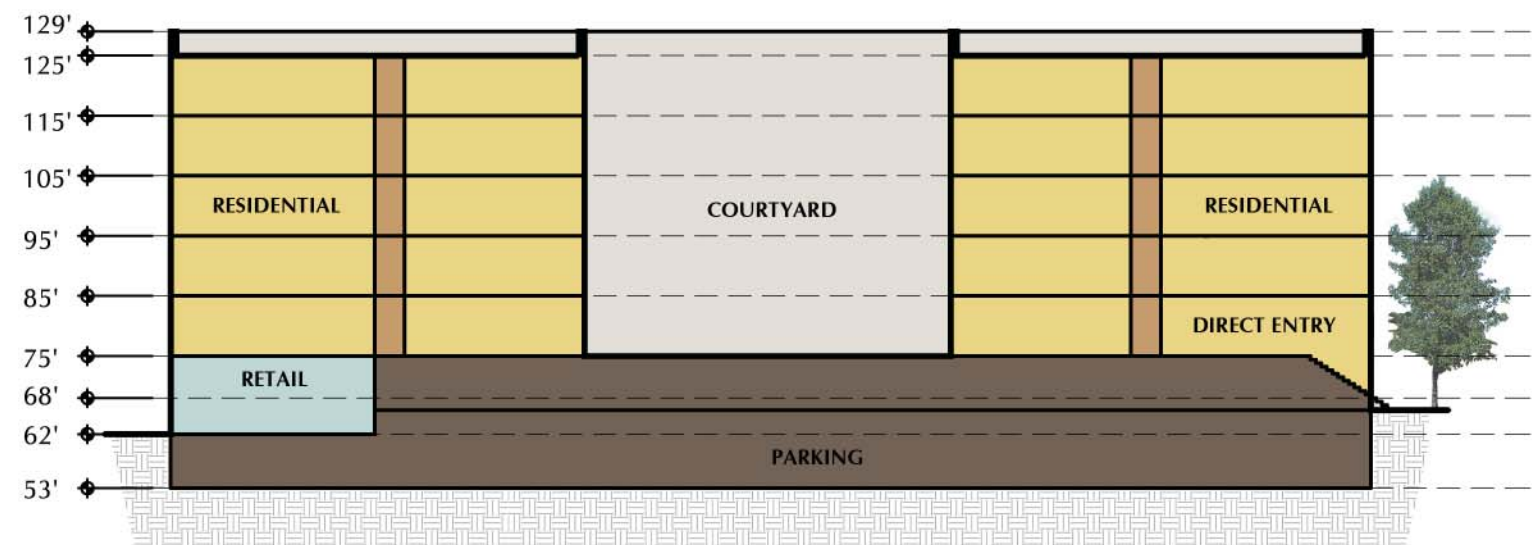
- No commercial loading required when under 16,000 sf

Approximately 294 total parking stalls

- 245 required residential parking stalls (1 per unit which includes 2 accessible van stalls & 7 accessible stalls)
- 28 required commercial parking stalls
- 273 required total per zoning code

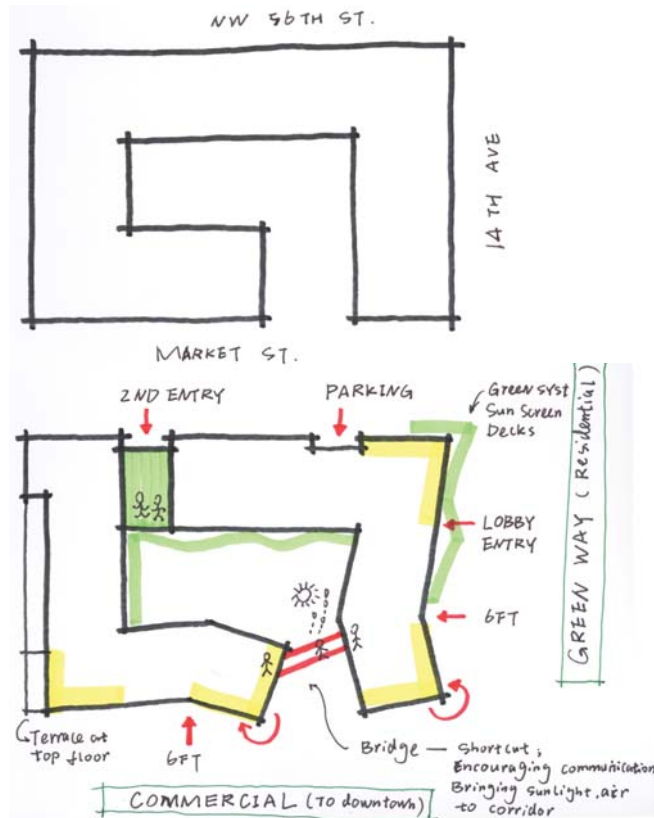


A



B

# RESPONSE TO DESIGN GUIDELINES



## A-1 Responding to Site Characteristics

The siting of the buildings should respond to specific site conditions and opportunities such as non-rectilinear lots, location on prominent intersections, unusual topography, significant vegetation and views or other natural features.

The development will be responding to several unique site characteristics. Due to the prominence of the site on NW Market St and 14th Ave NW, and the high degree of movement around it, the building will bend in form to respond to this and enhance its position on a rectilinear site. The sloped site will allow for the building to have a variety of uses on all street-level facades. The building will capture unit views to Puget Sound and the Olympics to the west, the Canal to the south, and the Cascades to the east. The location of the site also creates view opportunities of the building when travelling north or south on 15th Ave NW, making it a prominent form and furthering the desire to create an iconic building featuring a unique design that enhances and complements the neighborhood.

## A-2 Streetscape Compatibility

The siting of the buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right-of-way.

## C-1 Architectural Context

New buildings proposed for existing neighborhoods with a well-defined and desirable character should be compatible with or complement the architectural character and siting pattern of neighboring buildings.

On NW Market St and 14th Ave NW the presence of retail storefronts reinforce the nature of the streets, while on NW 56th St the landscaping softens the hard edges of the narrow right-of-way. The new building will maintain the wide sidewalks of the site and will promote and enhance the movement around the site. The commercial spaces will be varied in a way that is similar to the nature of downtown Ballard. The project design seeks to identify with the historic industrial Nordic traditions of Ballard as a whole but the immediate neighborhood does not have a particular design context, so this project hopes to establish a new design vocabulary that works within the confluence of neighborhoods and ties into the unique character that defines Ballard.

## A-4 Human Activity

New development should be sited and designed to encourage human activity on the street.

## C-3 Human Scale

The design of new buildings should incorporate architectural features, elements and details to achieve a good human scale.

The new development is located on the busy streets of NW Market St and 14 Ave NW. The retail window walls provide transparency, and opportunities to blur the boundary between retail activity and the public street. The location of building entrances have been chosen to encourage the users of the building to activate the street in their daily use. The ground level commercial spaces are located to promote pedestrian movement and spaces to congregate. The Market facade will be broken up to keep the scale smaller as well as having canopies over the sidewalks at entrances to further enhance the human scale of the project. The bus stop on the southern edge of the site further maintains the human activity of the site.

## A-7 Residential Open Space

Residential projects should be sited to maximize opportunities for creating usable, attractive, well-integrated open space

## E-2 Landscaping to Enhance the Building and/or Site

Landscaping including living plant material, special pavements, trellises, screen walls, planters, site furniture and similar features should be appropriately incorporated into the design to enhance the project.

The selected massing option allows for two well located open spaces: a large courtyard for residents that will spill down into a plaza on the right-of-way to enhance the streetscape and create a more attractive space, and a terrace on the 6th floor for residents to enjoy views and other provided amenities. The proposed courtyard and landscape features will include a variety of materials, plantings, textures, levels, and structures. The plaza at street-level will allow for the commercial spaces to have outdoor seating/gathering.



# RESPONSE TO DESIGN GUIDELINES



## A-8 Parking and Vehicle Access

Siting should minimize the impact of automobile parking and driveways on the pedestrian environment, adjacent properties and pedestrian safety

## A-9 Location of Parking on Commercial Street Fronts

Parking on a commercial street front should be minimized and where possible should be located behind the building.

## C-5 Structured Parking Entrances

The presence and appearance of garage entrances should be minimized so that they do not dominate the street frontage of a building.

## D-5 Visual Impacts of Parking Structures

The visibility of at-grade parking structures ...should be minimized. The parking portion of a structure should be architecturally compatible with the rest of the structure and streetscape.

The small parking entry is planned for NW 56th St due to traffic patterns and to keep it away from the main commercial frontages of NW Market and 14th Ave, as well as having the least impact possible on the neighborhood and human activity. Other than the entrance, the parking is not visible from the street and is located within the building structure.



## A-10 Corner Lots

Buildings on corner lots should be oriented to the corner and public fronts. Parking and automobile access should be located away from corners.

The building makes a massing change to address the major corner and parking is well removed from the corner. Retail uses have been placed to take maximum advantage of the corners and public spaces in the design.



## D-11 Commercial Transparency

Commercial storefronts should be transparent, allowing for a direct visual connection between pedestrians on the sidewalk and the activities occurring on the interior of a building. Blank walls should be avoided.

All the commercial spaces will have transparent storefront systems. The design team is also exploring options to open up the spaces to the sidewalks on 14th street.