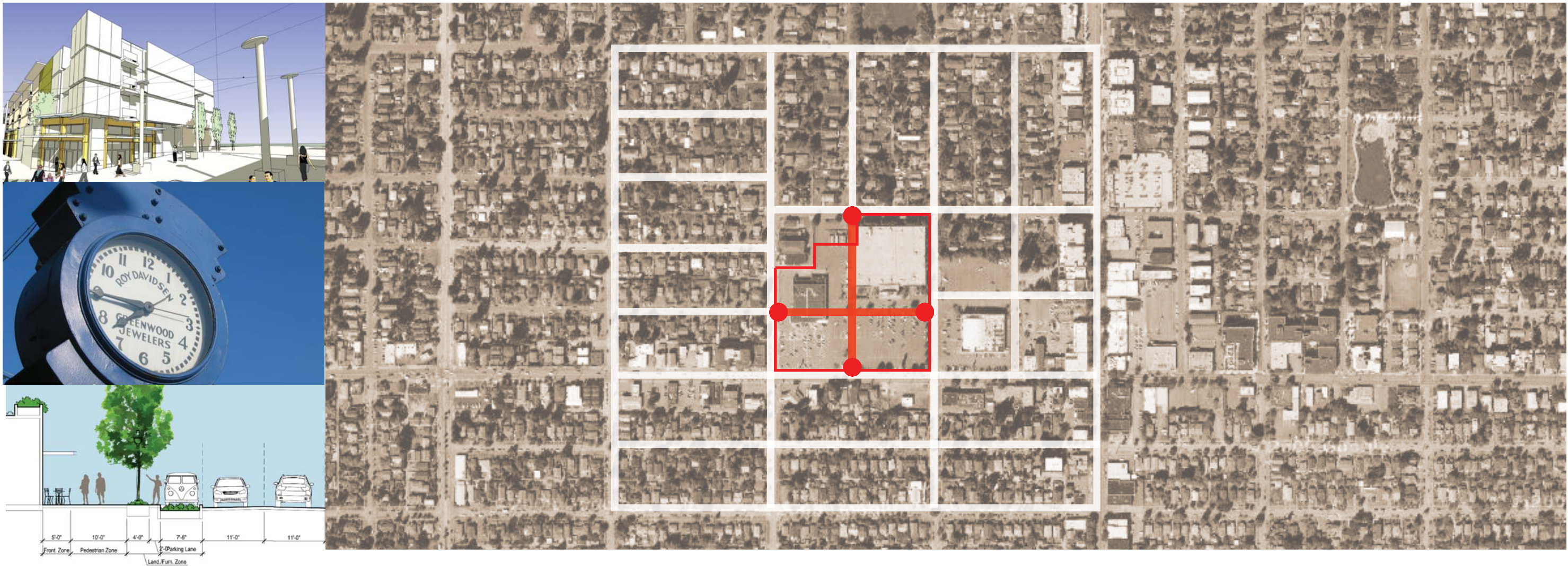


PIPER VILLAGE WEST



Early Design Guidance #2
Analytic Design Proposal Packet

Submittal Date
Sep. 23, 2009

Fred Meyer

LORIG LORIG

GGLO

Existing Site

The 7.31 acre (318,600 sq. ft.) project site is located in the Greenwood neighborhood of North Seattle, east of 3rd Ave NW, North of NW 85th, south of NW 87th, and west of 1st Ave NW. Existing buildings on the site include an operating Greenwood Market (21,000 sf) and an operating Fred Meyer retail store (72,000 sf) with associated surface parking, and a small kiosk-type building that makes replacement keys. The site sits adjacent to the Greenwood Peat Bog and slopes down diagonally to the NE approximately 16 feet.

Zoning

The project is zoned C1-40. The C zoning designation for this site is subject to the newly adopted Neighborhood Business District Strategies (NBDS) zoning amendments, which will require Seattle Green Factor provisions. Given the residential use included in the project program, NC standards for street level use are required. The project limits are within the Greenwood-Phinney Ridge Residential Urban Village boundary. The project design process includes participation by the Greenwood Community Council, the Greenwood Chamber of Commerce and other local stakeholders.

The site has the following Environmentally Critical Areas associated with it:

Peat Settlement Prone Area

Adjacent zoning include:

NC2-40 to the south, L1-RC and C1-40 to the East and, SF 5000 to the North and West

Neighborhood Adjacencies

The site is situated between single family houses on the north and west and low-rise commercial buildings on the east and south. Other neighborhood features:

- The site is within a short walking distance to the popular commercial district along Greenwood Ave
- There are 3 parks/playgrounds within 1/2 mile of the site, and a new conservation area directly to the NE
- Carkeek Park, Woodland Park Zoo and Green Lake are all within 1-1/2 miles
- 3 new mixed-use housing developments have recently been constructed on adjacent blocks

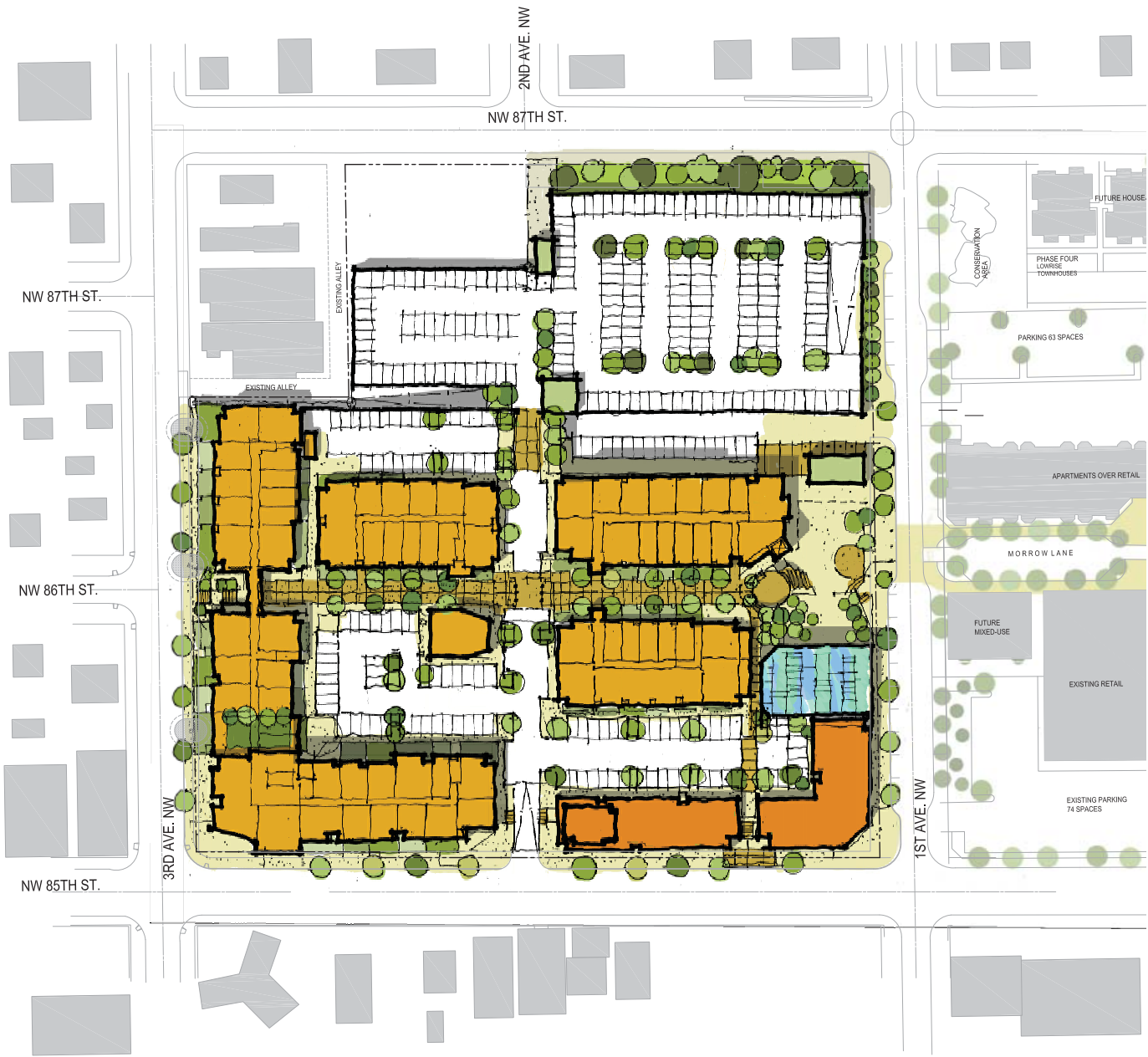
Proposal

The current Greenwood Fred Meyer, built in 1975, will be replaced with a new compact mixed use development that includes housing and retail. The new store will target United States Green Building Council Leadership in Energy and Environmental Design (LEED®) certification standards.


The redevelopment will also include approximately 200 units situated directly above a 160,000 sq. ft. Fred Meyer store envelope. Approximately 25,000 to square feet of additional retail space is included in the plan to be leased out to small, unique retailers and restaurants that will be located along 85th and 1st Avenues next to new, wider, landscaped sidewalks. Approximately 700 parking spaces will be provided. A public plaza at the intersection of 1st Avenue and Morrow Lane can be used by the community for gatherings and events. These new urban elements will contribute to the transformation of Greenwood's town center into a vibrant, dense, walk-able urban village.



EXISTING SITE




PROPOSED OPTION A

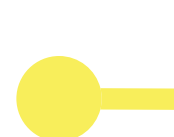
 Greenwood/Phinney Ridge Residential Urban Village

 Pedestrian Overlay

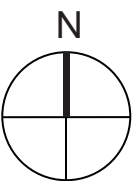
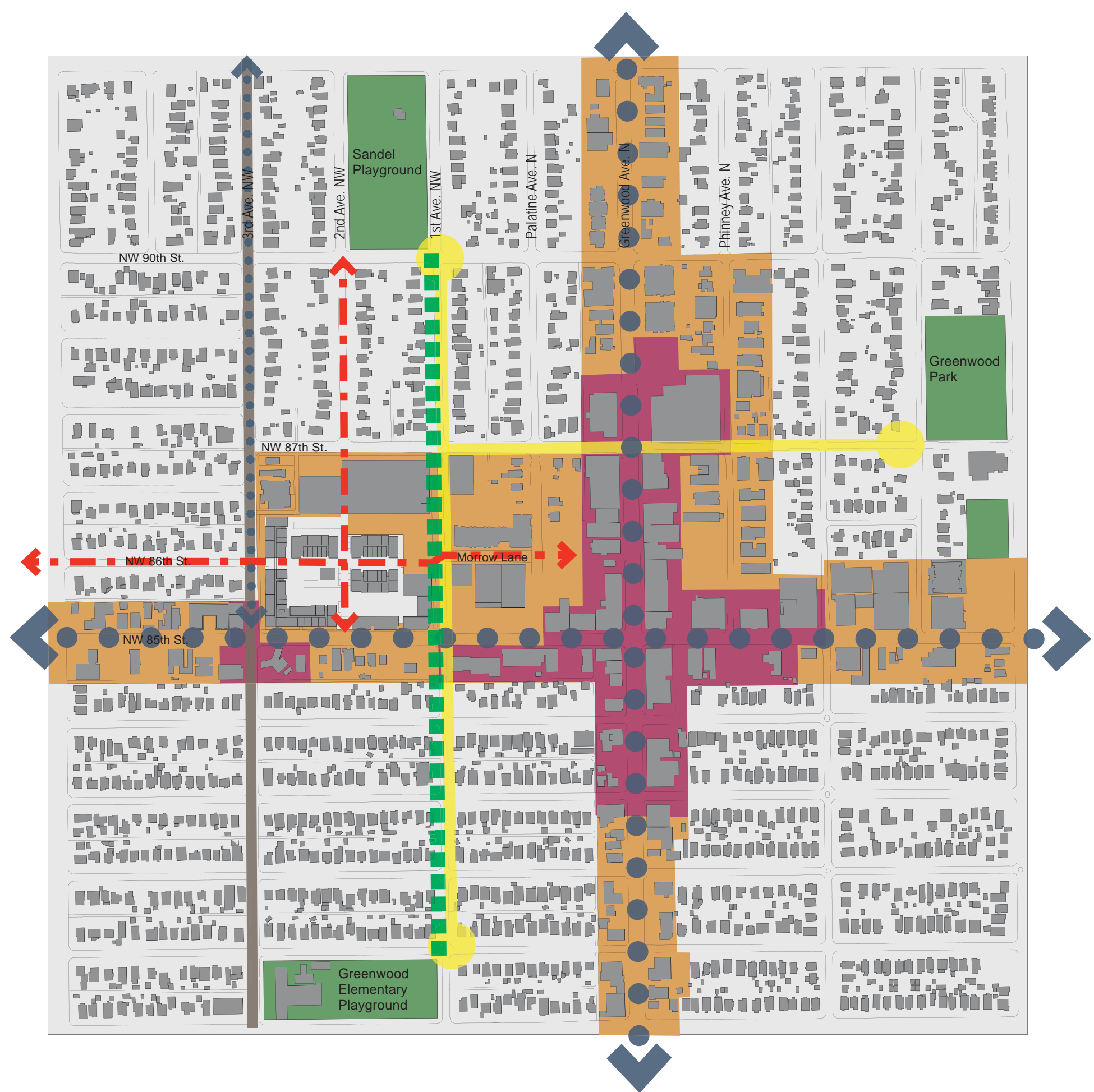
 Metro Routes

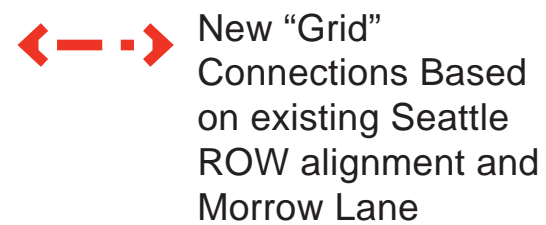
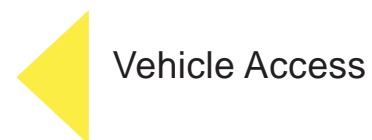
 Minor Arterial Streets
3rd Ave NW, NW 85th, Greenwood

 Parks and Open Spaces

 Site Connections to Parks and Open Spaces

 SDOT Neighborhood Green Street





Potential Departure

SMC 23.47A.03: A. Parking location and access. 1. Access to Parking

a. Access to parking ((must)) shall be from the alley if the lot abuts an alley improved to the standards of Section 23.53.030C, or if the Director determines as a Type I decision that alley access is feasible and desirable to mitigate parking access impacts.

The existing alleyway elevation does not match the grades required for access to the interior of the site and is also not central to the project, making usage of it a challenge.

The proposal envisions that there would be multiple vehicle entry points for this site. The vehicle access points, such as Morrow Lane, would be developed as “streets”, complete with sidewalks, street trees and pedestrian enhancements that make them more of a design feature.

The departure is supported by the following Design Guidelines:

Guideline D-8 Treatment of Alleys: The design of alley entrances should enhance the pedestrian street front.



Grid

The development site is very large. It is large enough to be four “normal” sized blocks and sits within a pattern of streets such that 2nd Ave. N.W. and N.W. 86th St. would bisect it if they continued uninterrupted across it. Recognition of the surrounding street grid should be incorporated into the site plan. Measures for pedestrian travel through the site block along these routes should be incorporated. Also the architecture of the site should include connections to these two streets and there should be landscaped, inviting and interesting Public, pedestrian routes across the site, north/south and east/west, in a manner which connects two the street grids in a reasonable manner.

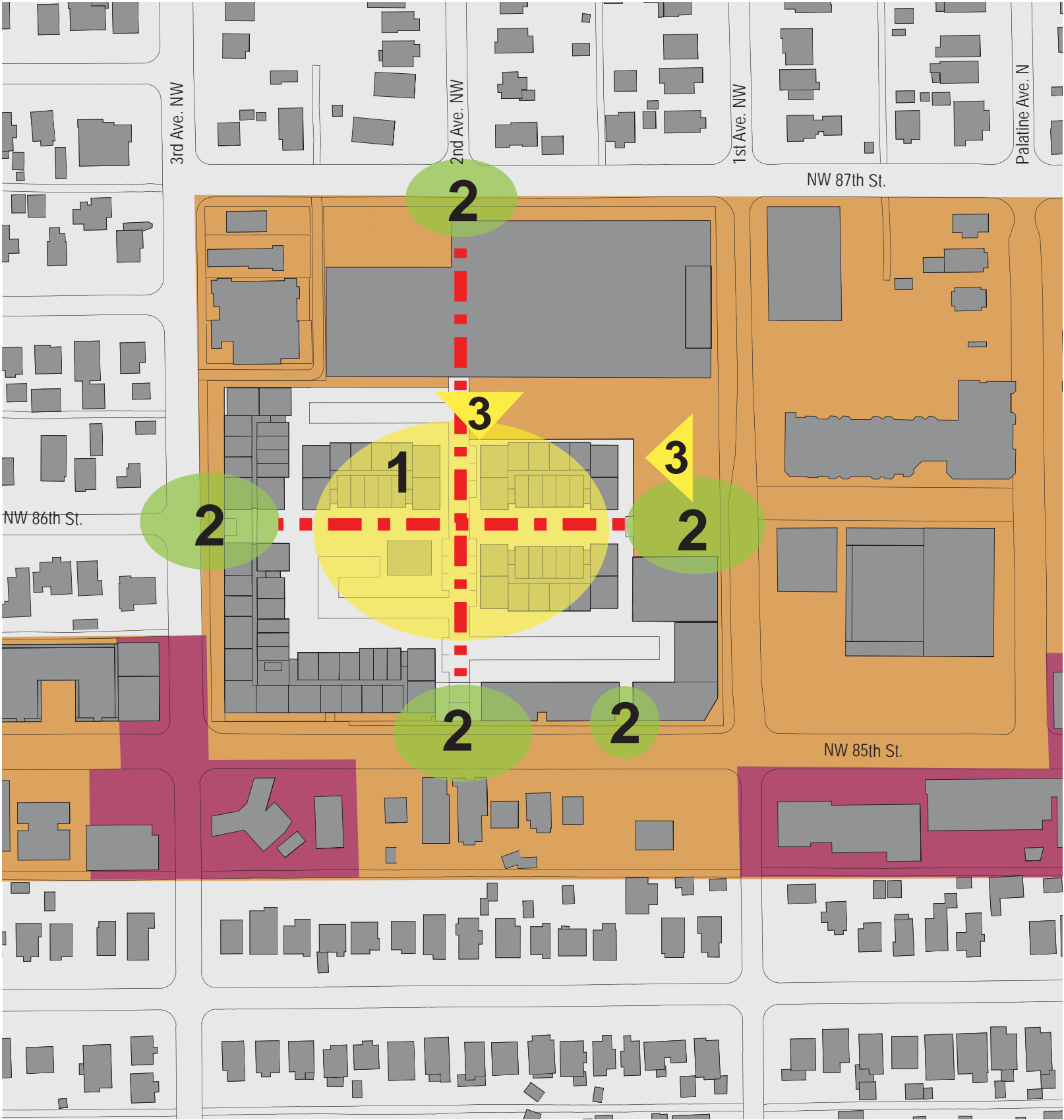
1 The establishment of the city street grid relative to the site is the driving organizational planning tool for the preferred alternative A. The quality and character of the connection points it creates are elaborated on in the Site Connections and Open Space section.

The Board observed that it is desirable to have as many ways in and out of the site as possible. They endorsed the multiple driveway approach and also called for multiple pedestrian entry points in locations that make sense in relation to surrounding streets, sites, sidewalks and traffic control measures.

2 Preferred alternative A features a hierarchy of site connection points. These are identified here and on “Open Space Circulation Hierarchy” (page 04).

A Board member indicated he would be interested to see how the Fred Meyer would function with two points of access; thereby increasing connectivity between the store and the interior of the site.

3 The separation between store entries is approximately 200’.



Height / Bulk / Scale

The Board stated that additional height for residential structures would best be located away from N.W. 87th St. and the single family areas to the north. It expressed considerable concern about the size of the proposal site and the long structure facades along street frontages that are likely to result. Architectural measures should be employed to create a scale compatible with surrounding uses. The massing of the structure(s) on the site as a whole needs to be carefully designed to be contextually sensitive.

- 1
- The housing that was previously on NW 87th Street has been reallocated to other portions of the site. This also provides the opportunity to maintain the existing coniferous trees that are on the north side of the existing Fred Meyer store.
- 2
- The focus of the housing component of the project is now concentrated along 3rd Ave NW and 85th. The proposal envisions an urban street wall along these street frontages as a result.
- 3
- Contextual sensitivity: to respond to the neighborhood and surrounding street grid, the massing of the project will respond to major street axis by creating through connections.

Potential Departure

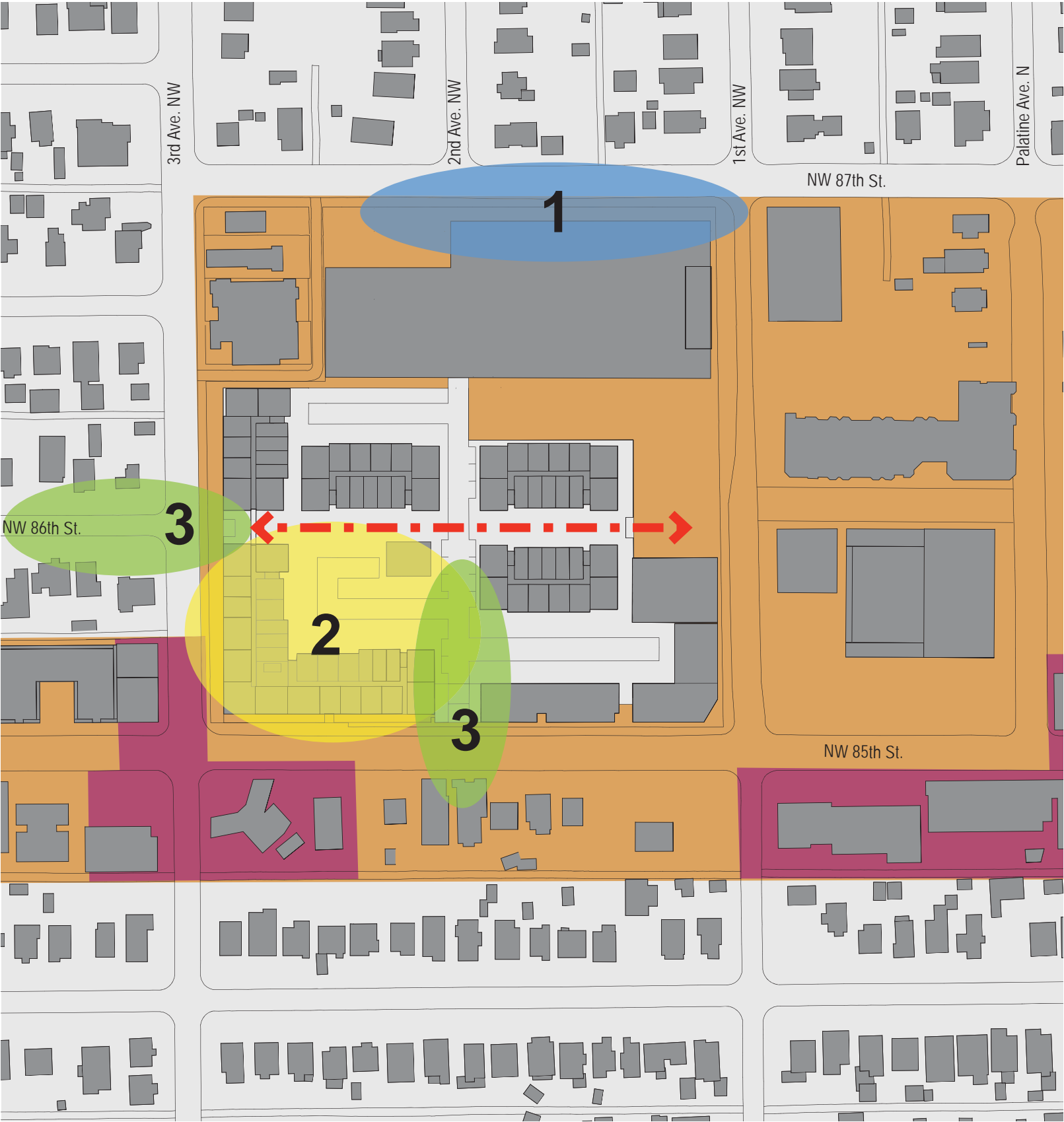
SMC 23.47A.005: Street-level uses.

C. Residential uses at street level. 3. Residential uses may not exceed, in the aggregate, 20((%)) percent of the street-level street-facing facades when facing an arterial.

The project envisions Retail use at the corner of 3rd Ave NW and NW 85th. As the street frontage extends northward, Residential frontage on 3rd Ave NW (which is an arterial) is seen as a more viable use than other street level uses permitted (such as retail). The 300' of residential use proposed would also be more consistent with the existing single family homes on the West side of 3rd NW.

The departure is supported by the following Design Guidelines:

- Guideline A-4: Human Activity: New development should be sited and designed to encourage human activity on the street.
- Guideline A-5 Respect for Adjacent Sites: Buildings should respect adjacent properties by being located on their sites to minimize disruption of the privacy and outdoor activities of residents in adjacent
- Guideline B-1: Height, Bulk, and Scale Compatibility: Projects should be compatible with the scale of development anticipated by the applicable Land Use Policies for the surrounding area and should be sited and designed to provide a sensitive transition to near-by, less intensive zones. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk, and scale between anticipated development potential of the adjacent zones.



Urban Core

Board members asked that refinement of the publicly accessible spaces be made. The site should be designed with pedestrian permeability across it in an approximation of a grid dividing four quadrants.

1

We see Piper Commons as the urban core of our project, as it is at the crossroads of Morrow and 1st Ave NW, and also our through-site NW 86th connection. This space will serve as Fred Meyer's main entry, and can be used for a variety of programmable uses. We have elaborated on the hierarchy of open space further in this proposal.

Potential Departure

SMC 23.47A.032 B Location of Parking:

In parking structures that contain one or more residential unit, street level parking may not be located inside a structure adjacent to a street-level street-facing façade.

We are proposing that a 120' +/- portion of the parking garage fronting on the northern end of 1st Ave NW not have an intervening use because this use would be more viable on the corner of Morrow Lane and 1st Ave NW, across from a major open space and entry to the Fred Meyer.

There is a permanent filtration pond with parking across the street from 1st Ave NW, which makes the opposing street frontage not conducive for retail and other commercial uses. In lieu of this we envision a Green wall (Greenfactor-compliant) on the parking structure and perhaps some permeable paving features on the adjacent sidewalk that could help to address the bog-rehydration issue.

The departure is supported by the following Design Guidelines:

- *Guideline D-2 Blank Walls:* Storefronts are encouraged to be located at the sidewalk edge, particularly in neighborhood commercial districts, and should be continuous, minimizing blank walls. Where unavoidable consider treating blank walls with one or more of the methods suggested in the Citywide Design Guidelines, including:
 - i. installing vertical trellis in front of the wall with climbing vines or plant material
 - ii. employing small setbacks; employing different texture, colors, or materials
 - iii. providing art or murals

Guideline D-5 Visual Impacts of Parking Structures: The visibility of all at-grade parking structures or

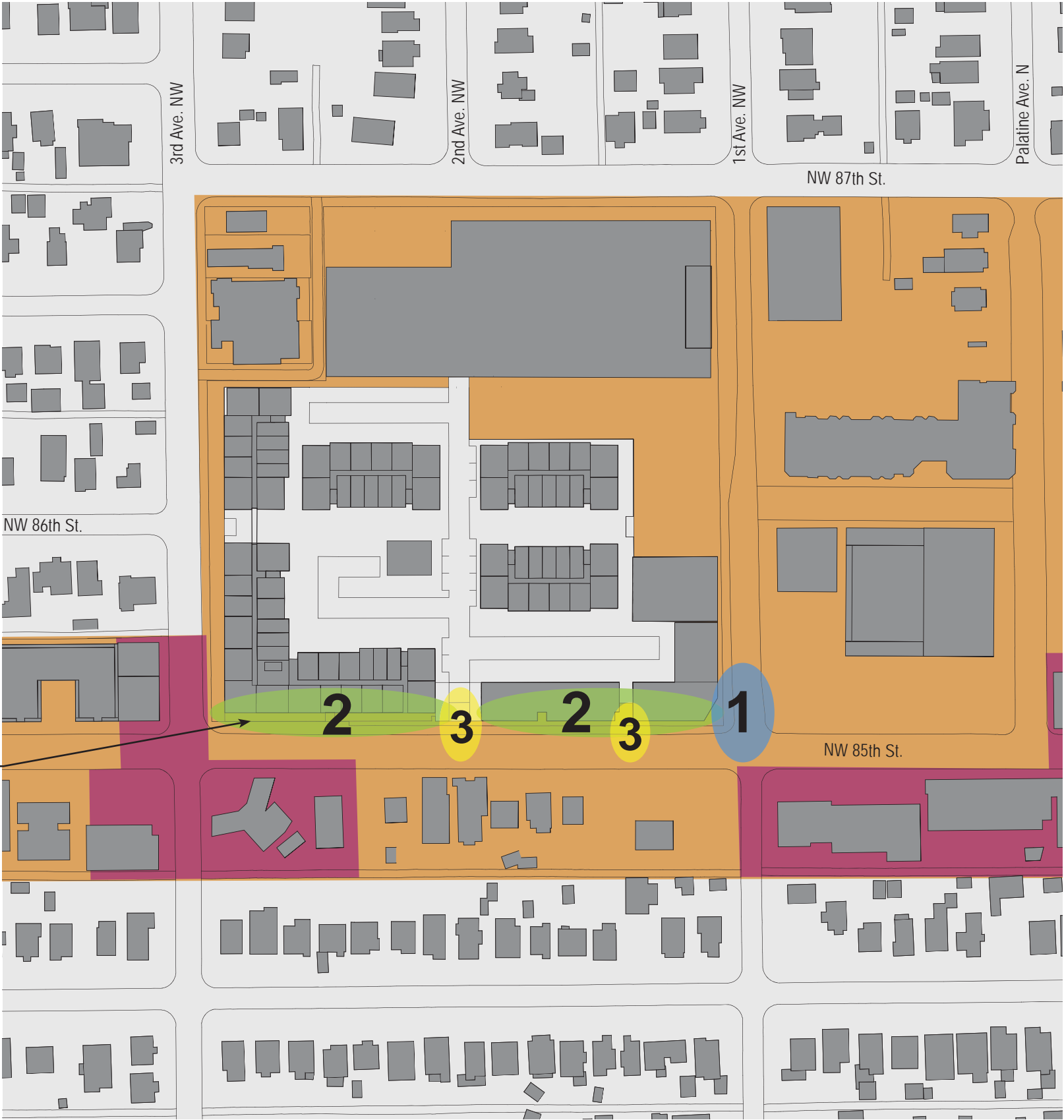


Retail and Site Access

The corner of N.W. 85th and 1st Ave. N.W. in particular would be a good place for a corner entry to a commercial space. Blank walls along the Fred Meyer store and the parking garage should be avoided.

- 1 A retail entry will be provided at 1st Ave NW and NW 85th, as well as many other locations along the NW 85th St. frontage.
- 2 We propose continuous retail frontage along NW 85th, with strategic breaks in the frontage where site access occurs.
- 3 Through site access points

Continuous retail frontage

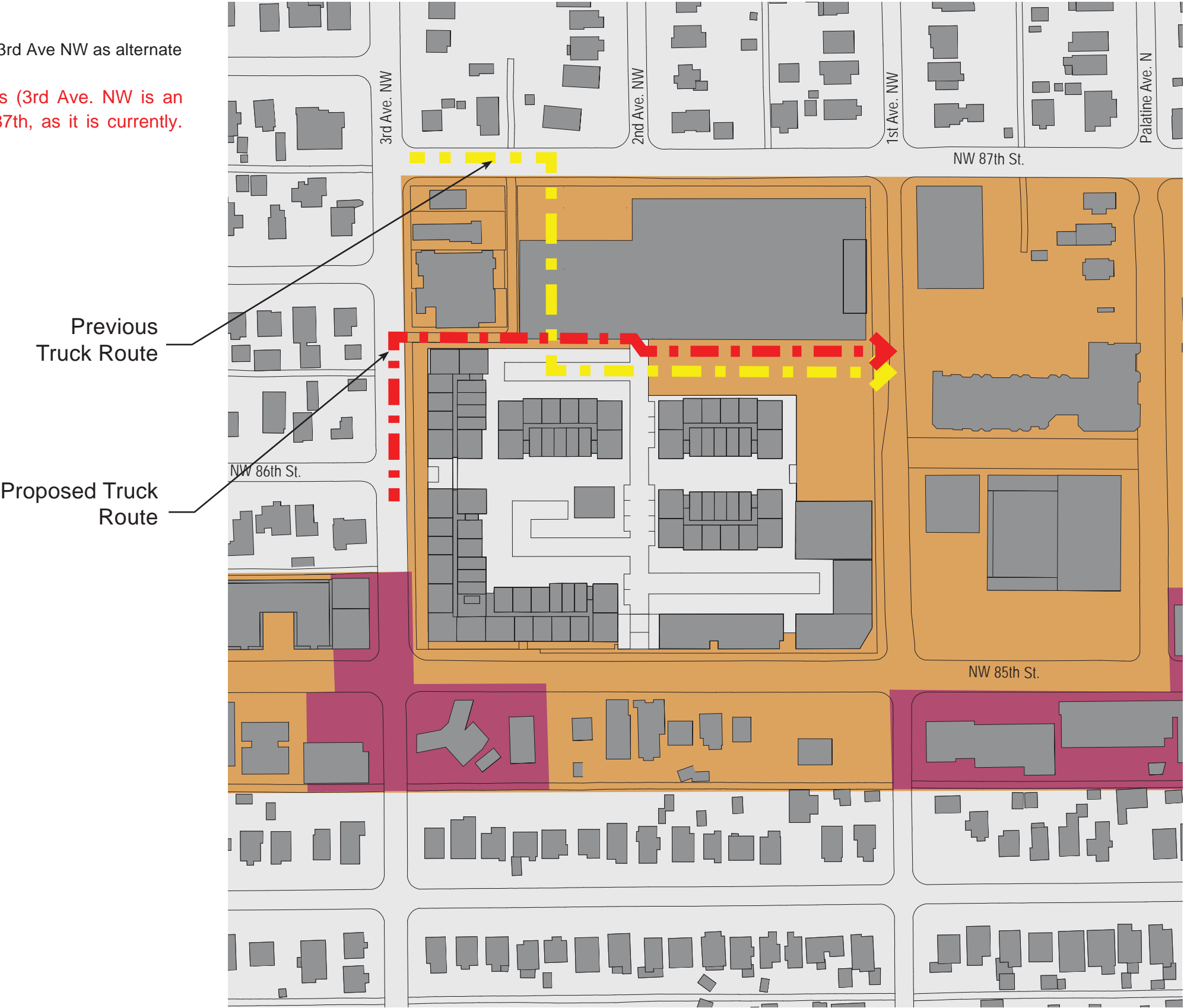


Truck Access

Prefer that it not be on 87th, which is a residential street. Look at 3rd Ave NW as alternate

1

SDOT prefers that truck access be from non-arterial streets (3rd Ave. NW is an arterial). We propose maintaining truck access from NW 87th, as it is currently. Truck then exit to 1st Ave. NW



SITE PLANNING OPTIONS



Option C

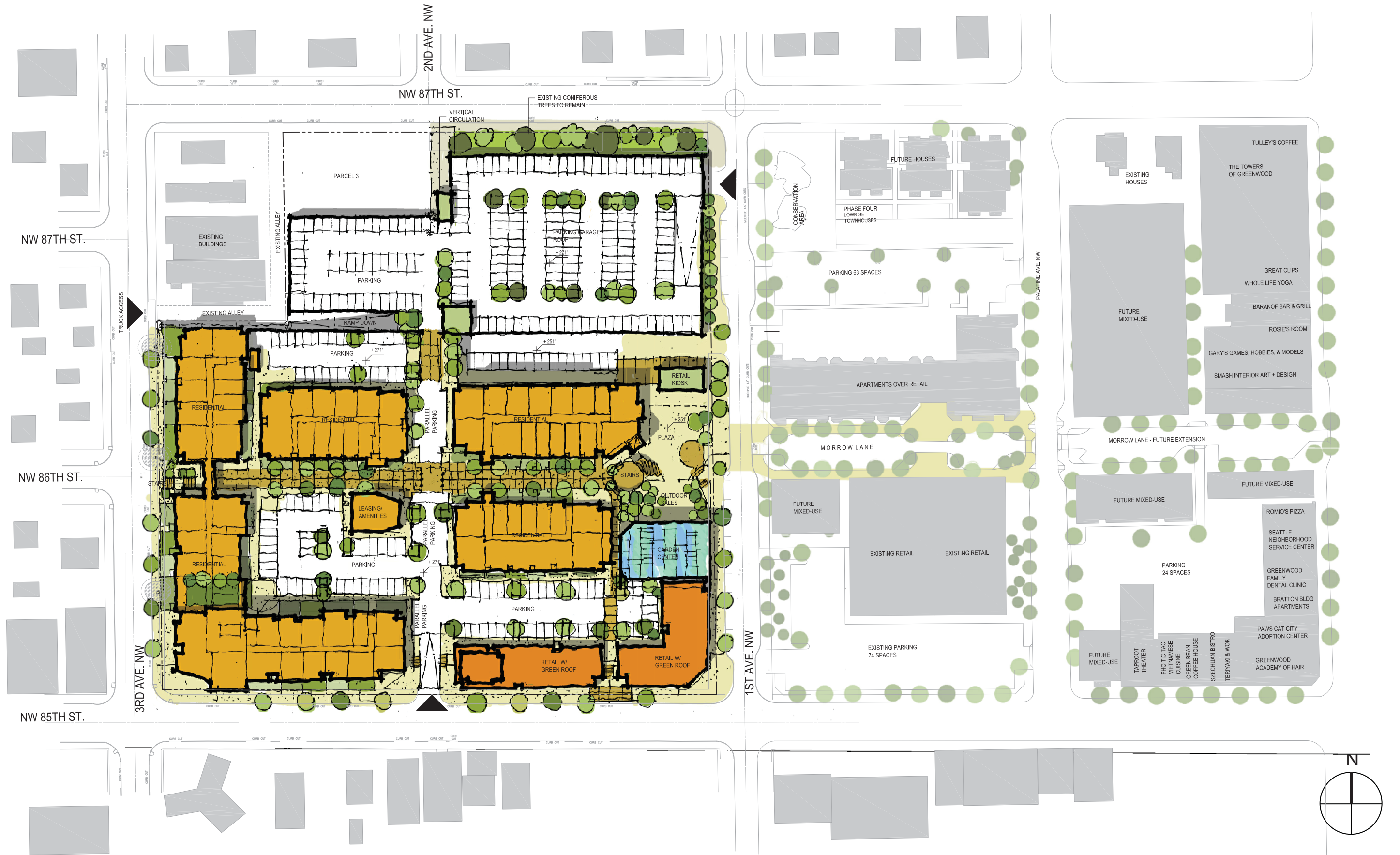


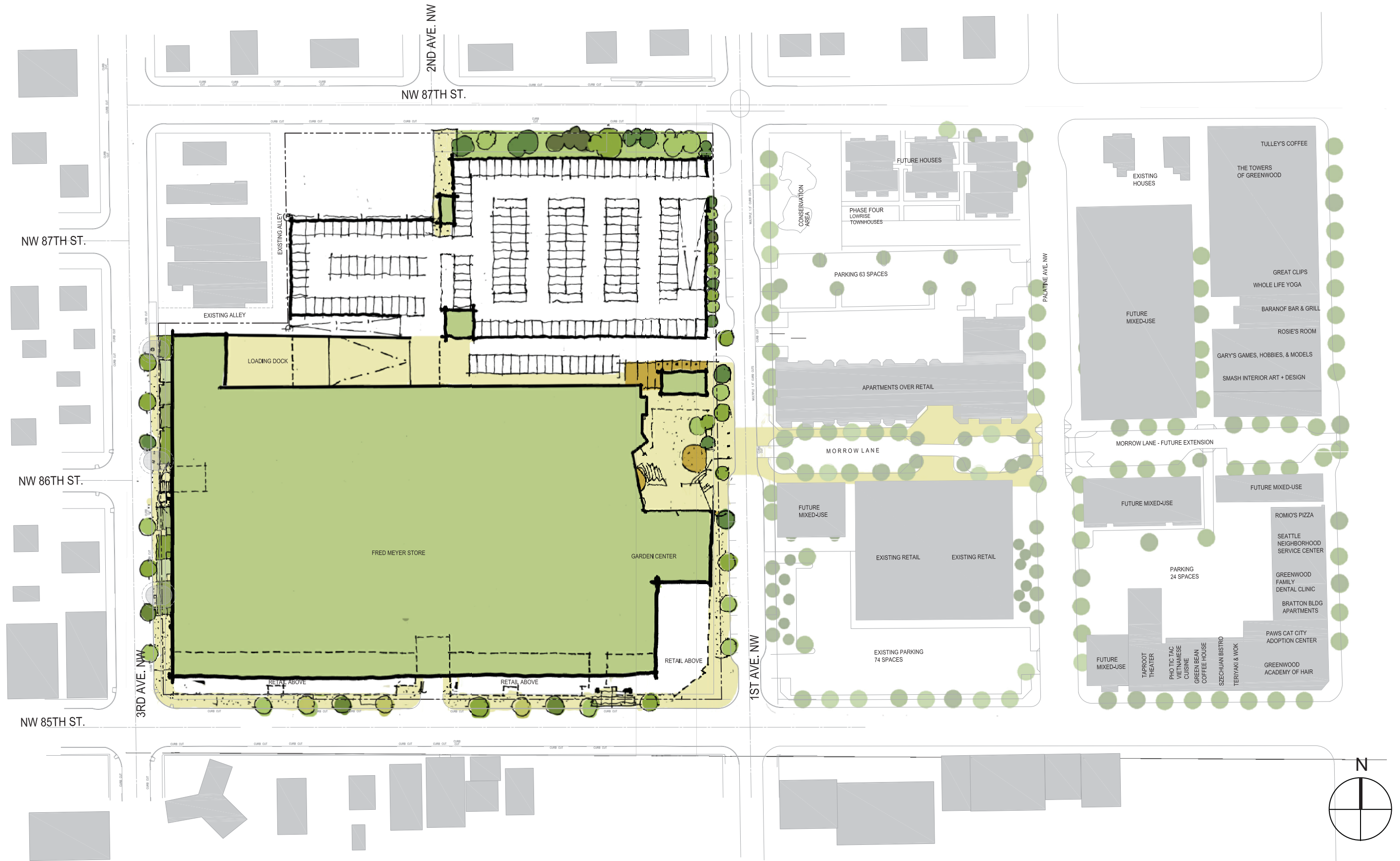
Option B

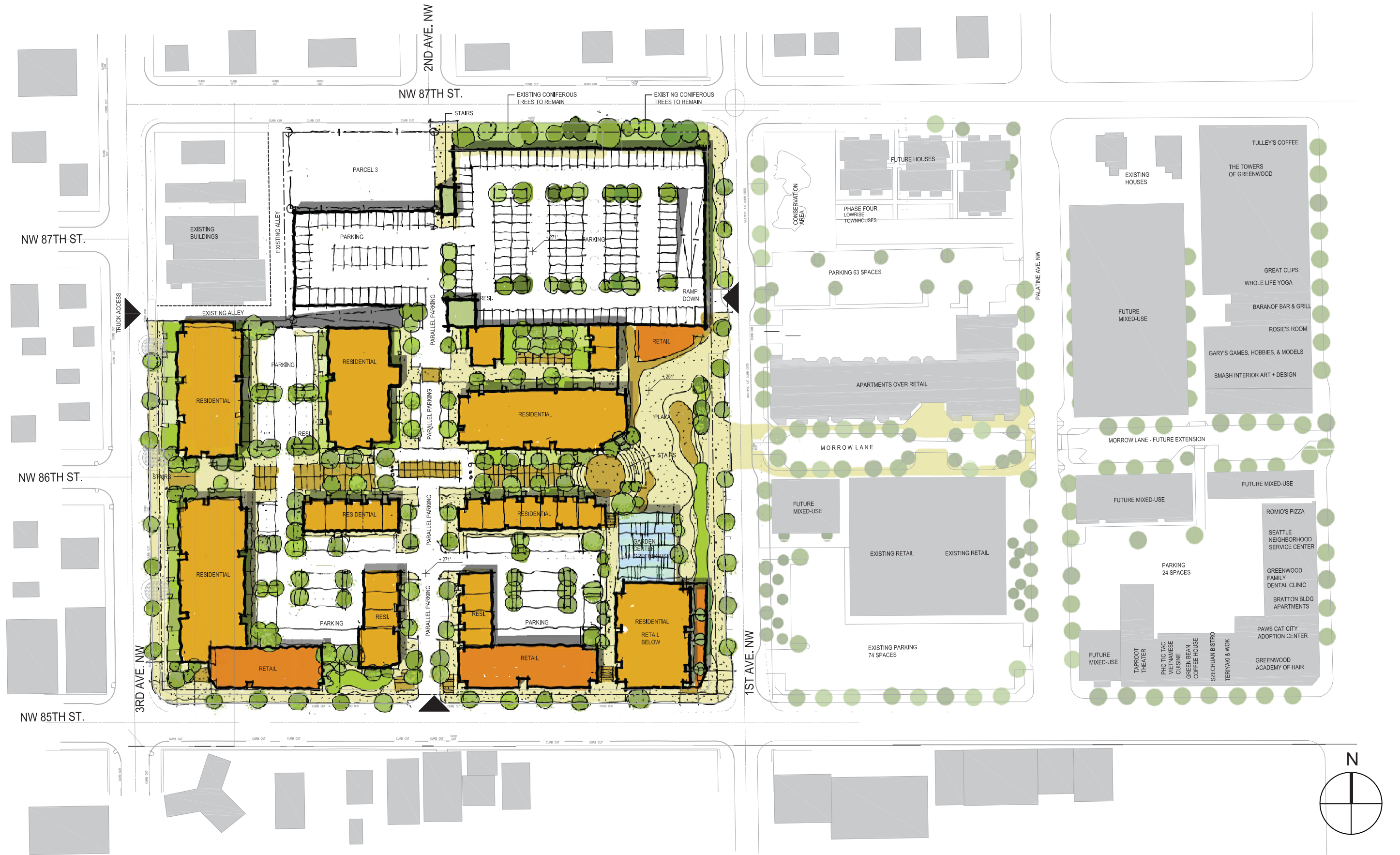


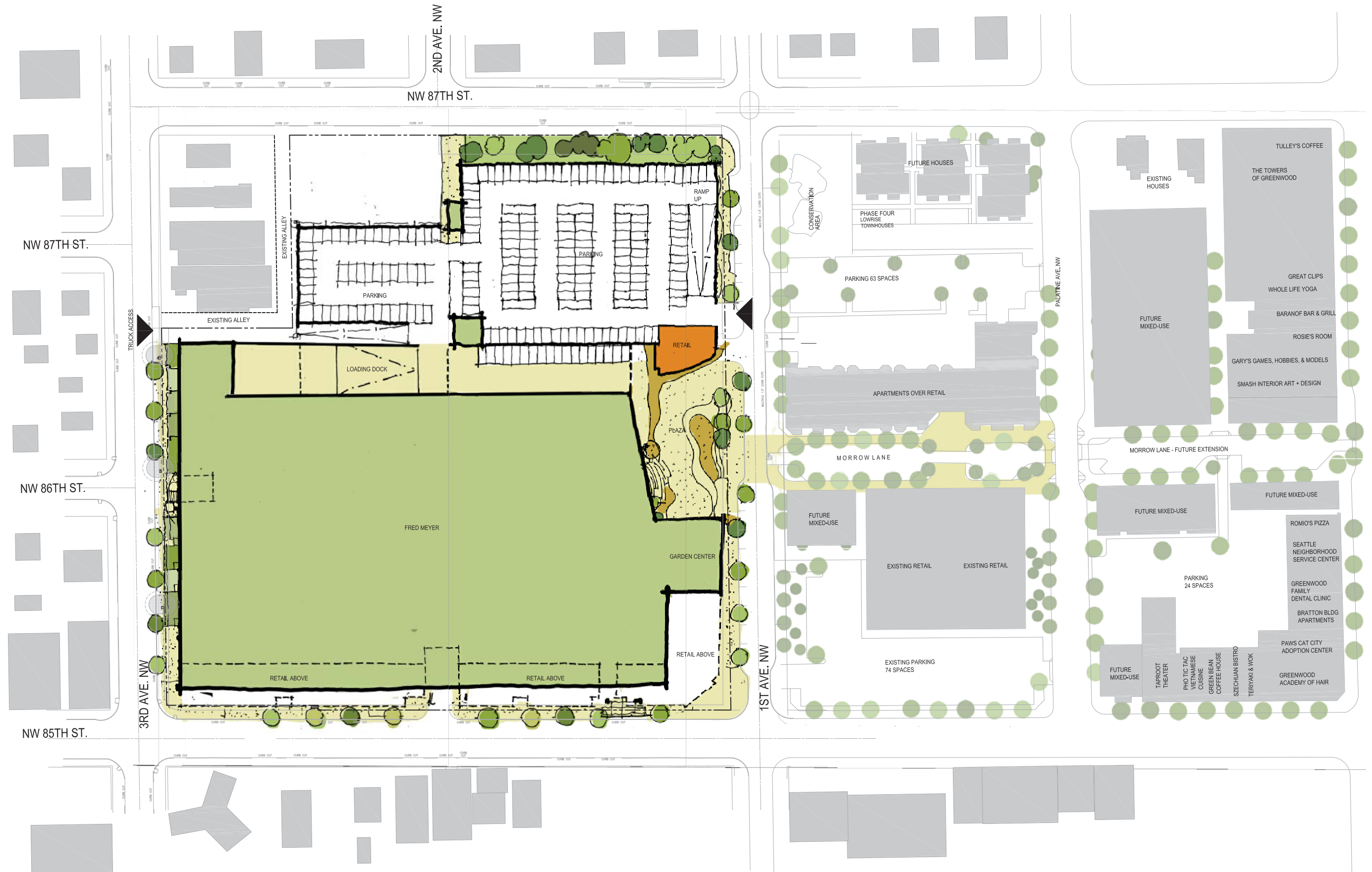
Option A

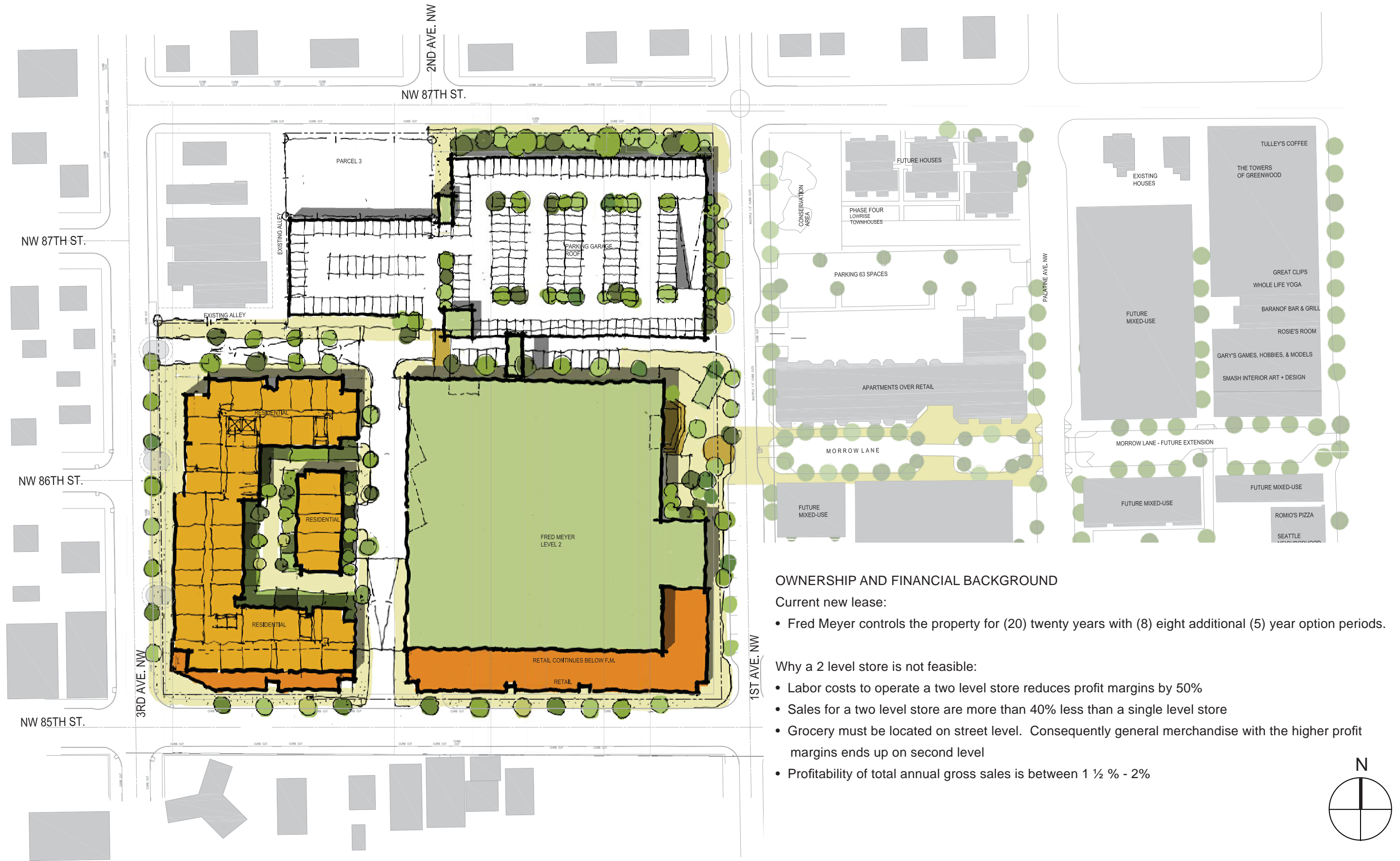












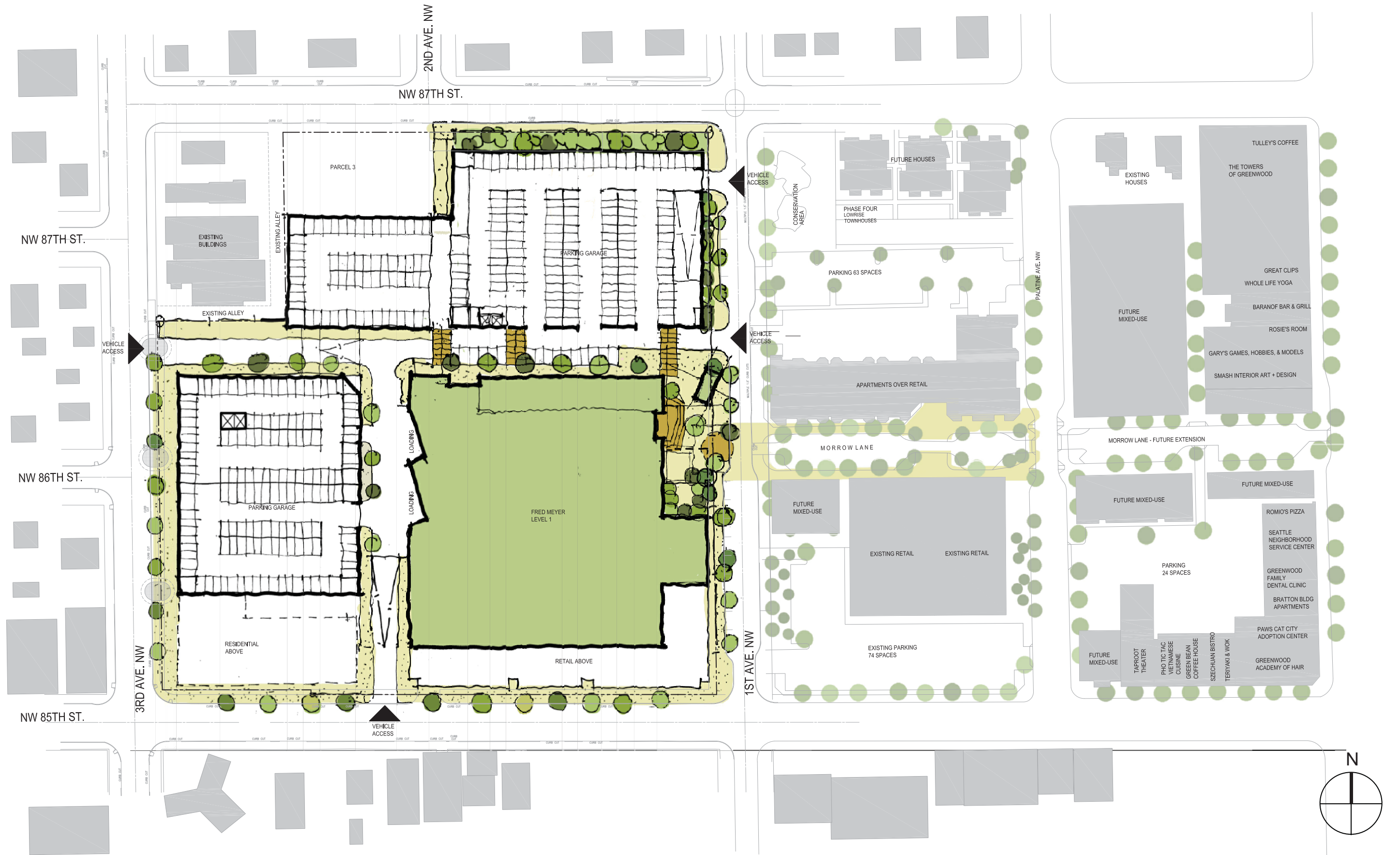
OWNERSHIP AND FINANCIAL BACKGROUND

Current new lease:

- Fred Meyer controls the property for (20) twenty years with (8) eight additional (5) year option periods.

Why a 2 level store is not feasible:

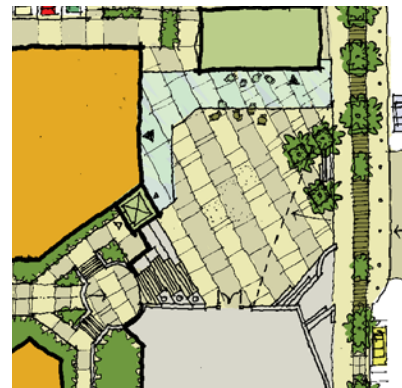
- Labor costs to operate a two level store reduces profit margins by 50%
- Sales for a two level store are more than 40% less than a single level store
- Grocery must be located on street level. Consequently general merchandise with the higher profit margins ends up on second level
- Profitability of total annual gross sales is between 1 ½ % - 2%



SITE CONNECTIONS AND OPEN SPACE



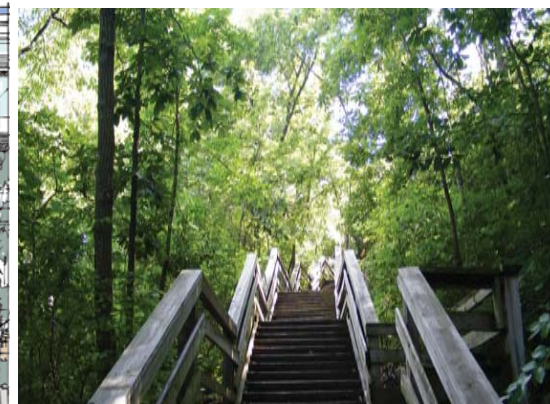
Four Corners



Piper Commons



West Portal

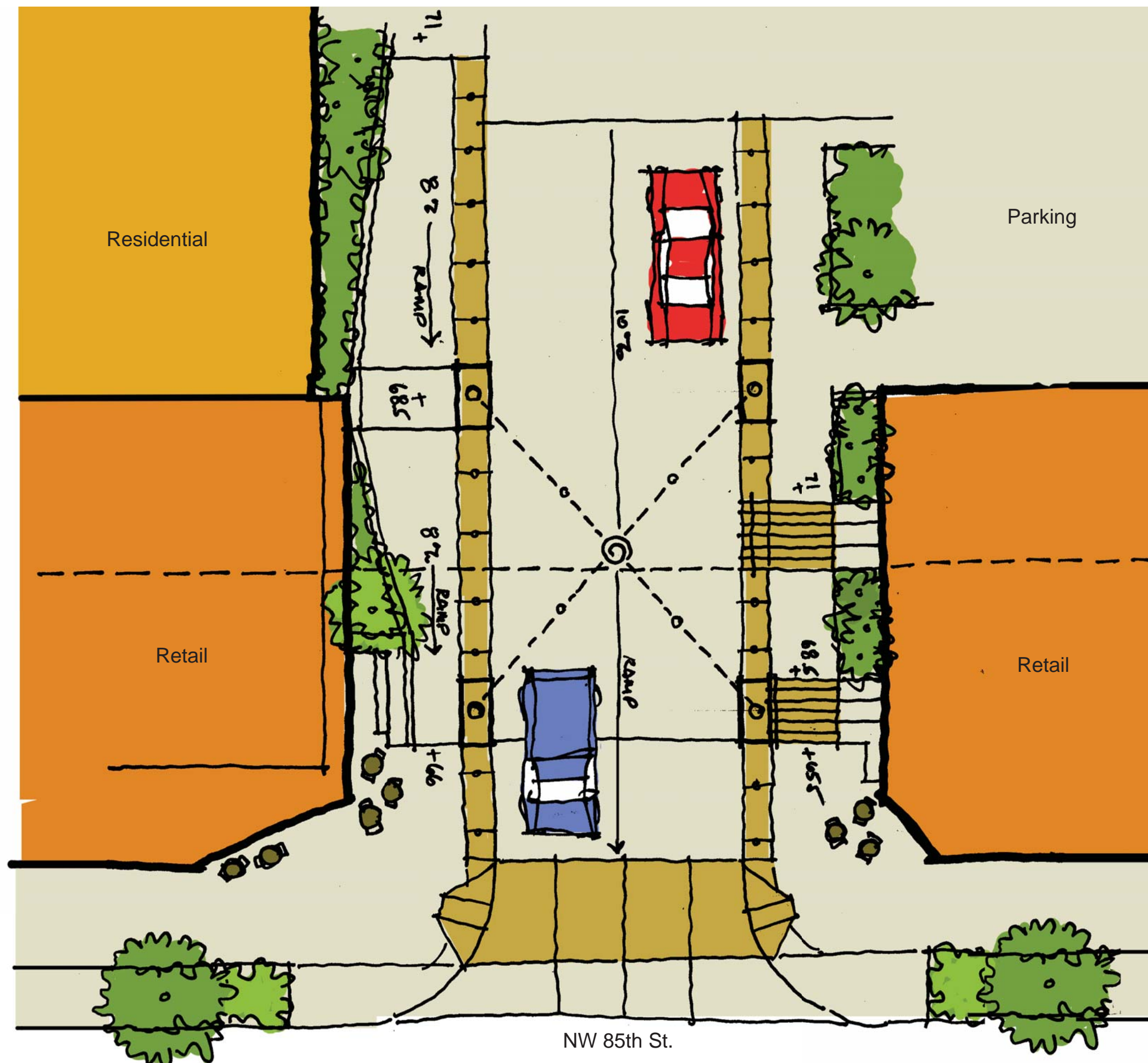


Thicket

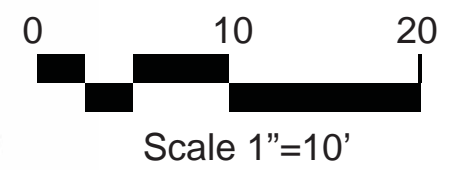
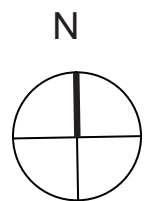


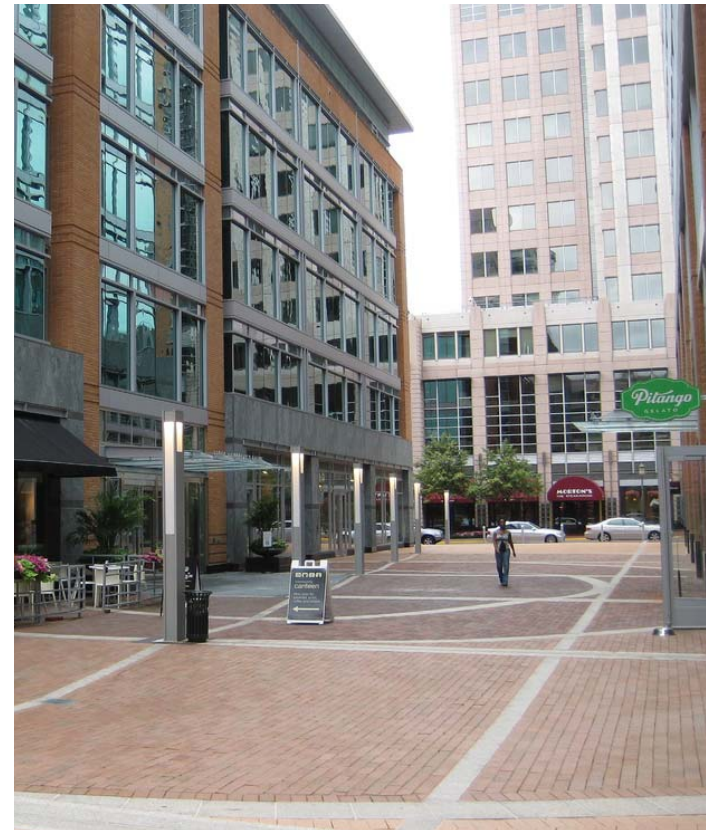
Gateway





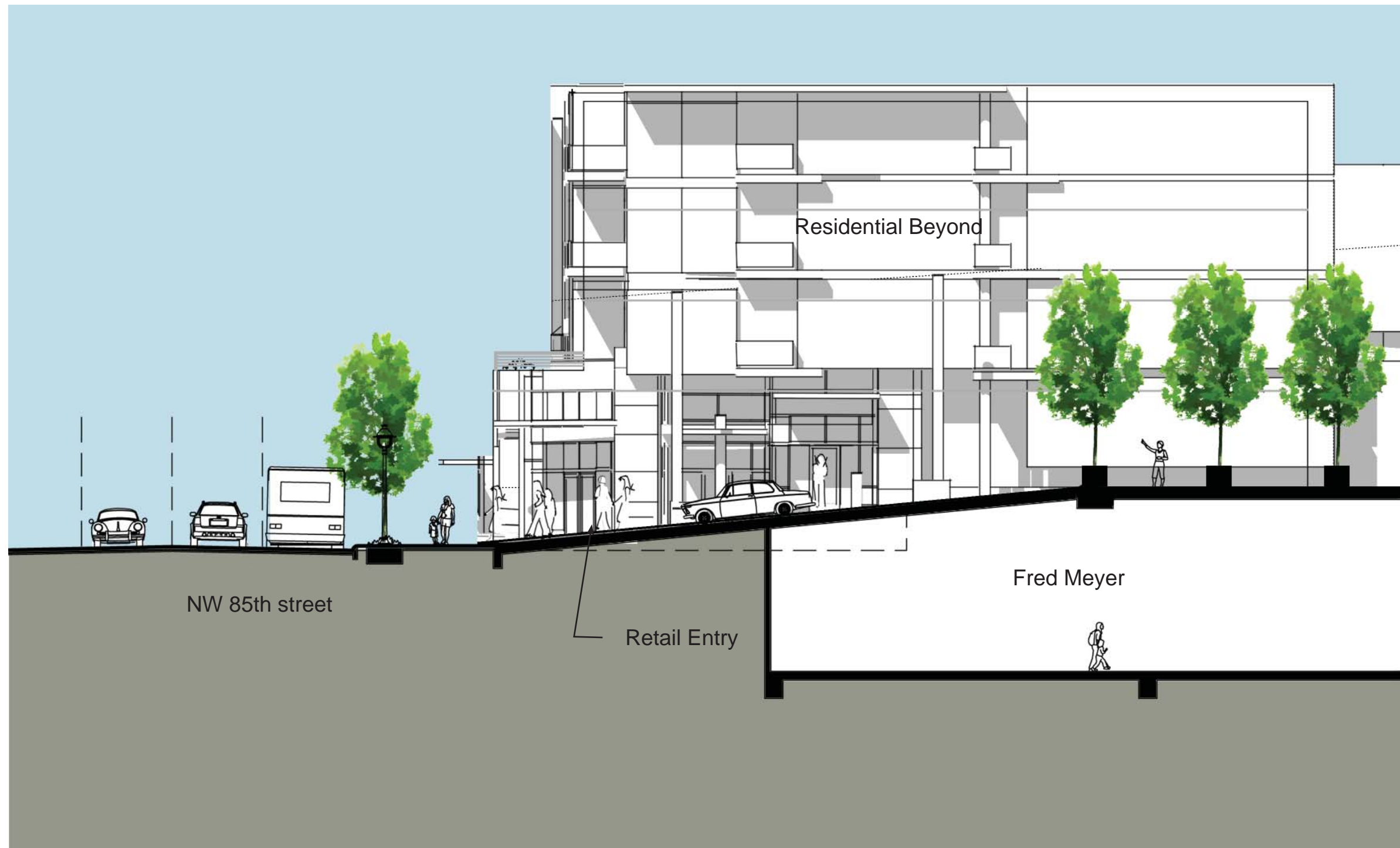
Line of
Fred Meyer
Below



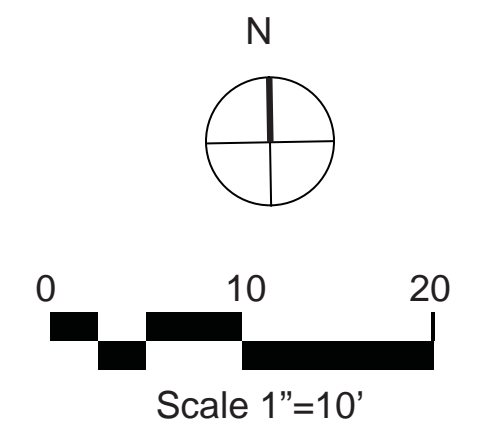
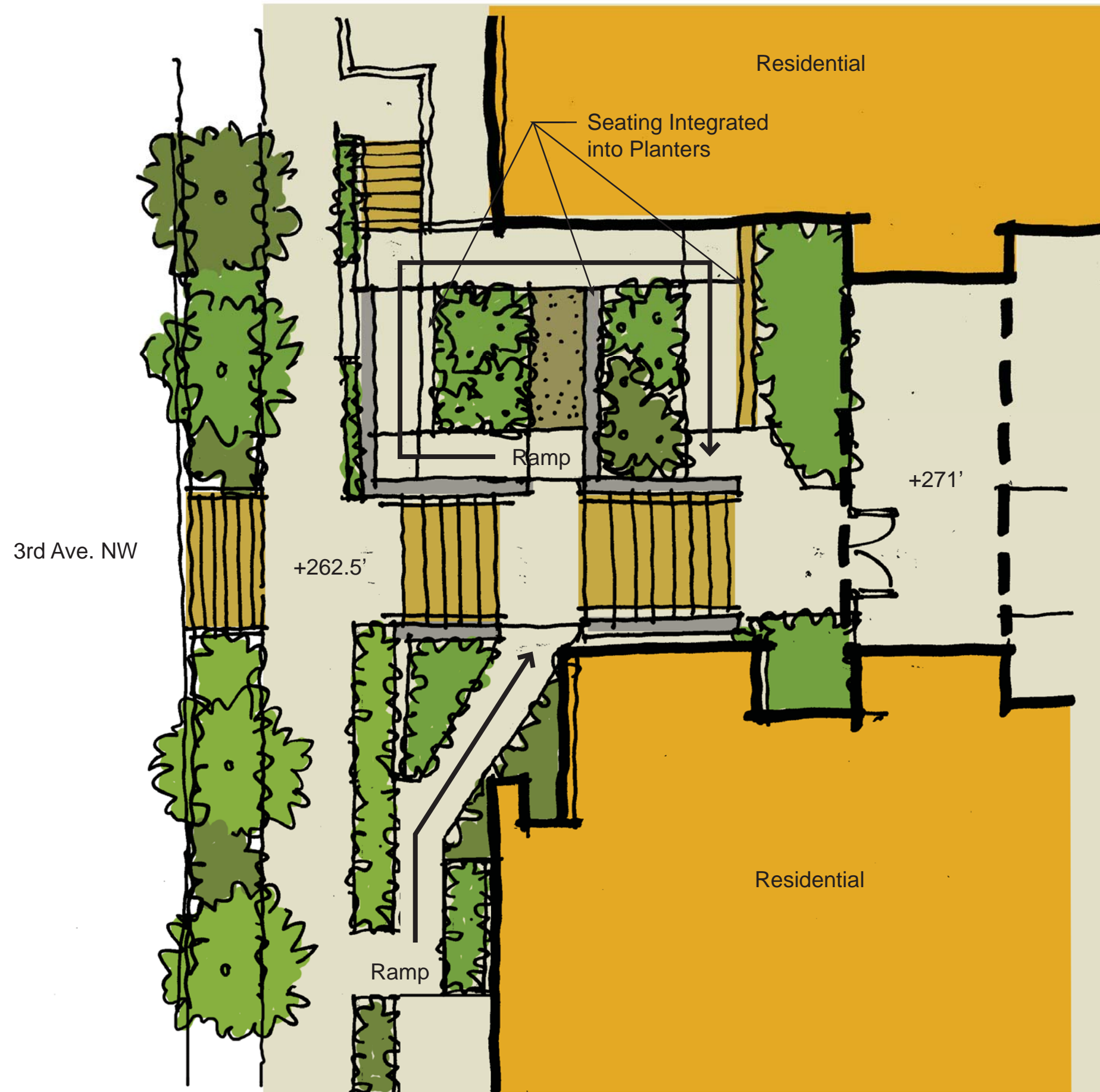


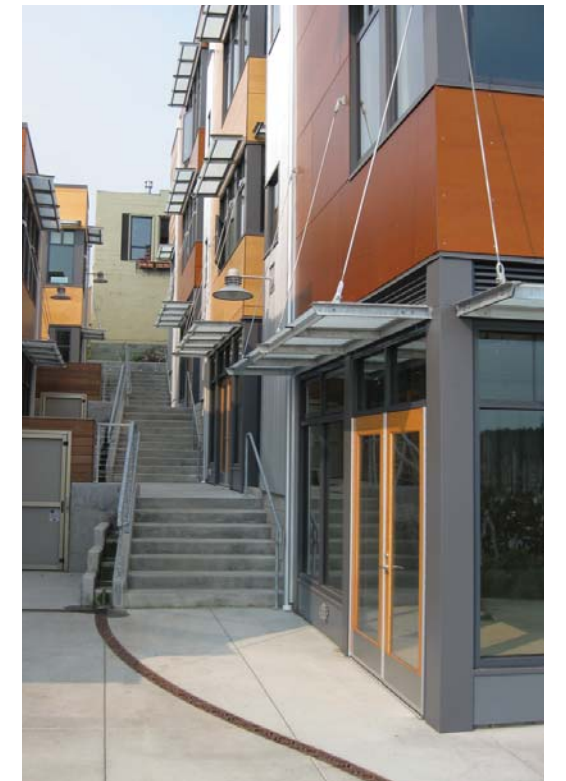
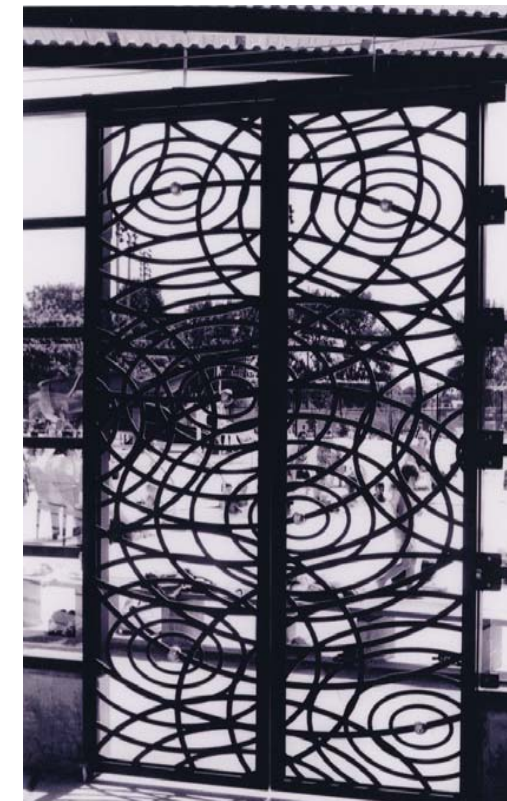
Piper Gateway/ South connection @ 85th/2nd Ave axis

- Very active. A gateway for all uses on the site, although it may be secured after hours.
 1. Fred Meyer users pass through to the parking on the north side, or as pedestrians/bikers can use any of the pathways and connections that tie in to this.
 2. Housing users use any parking area.
 3. Retail users use the surface area in the southeast quadrant, and can connect back with the street through an alley-type passageway.
- Focus on project identity along 85th
- Retail flanking this entrance will have very good visibility and will be open storefront at both corners. 3 levels of housing on the west side gives an urban street wall presence.
- Open space is focused on retail and creating pedestrian transition to the lid.



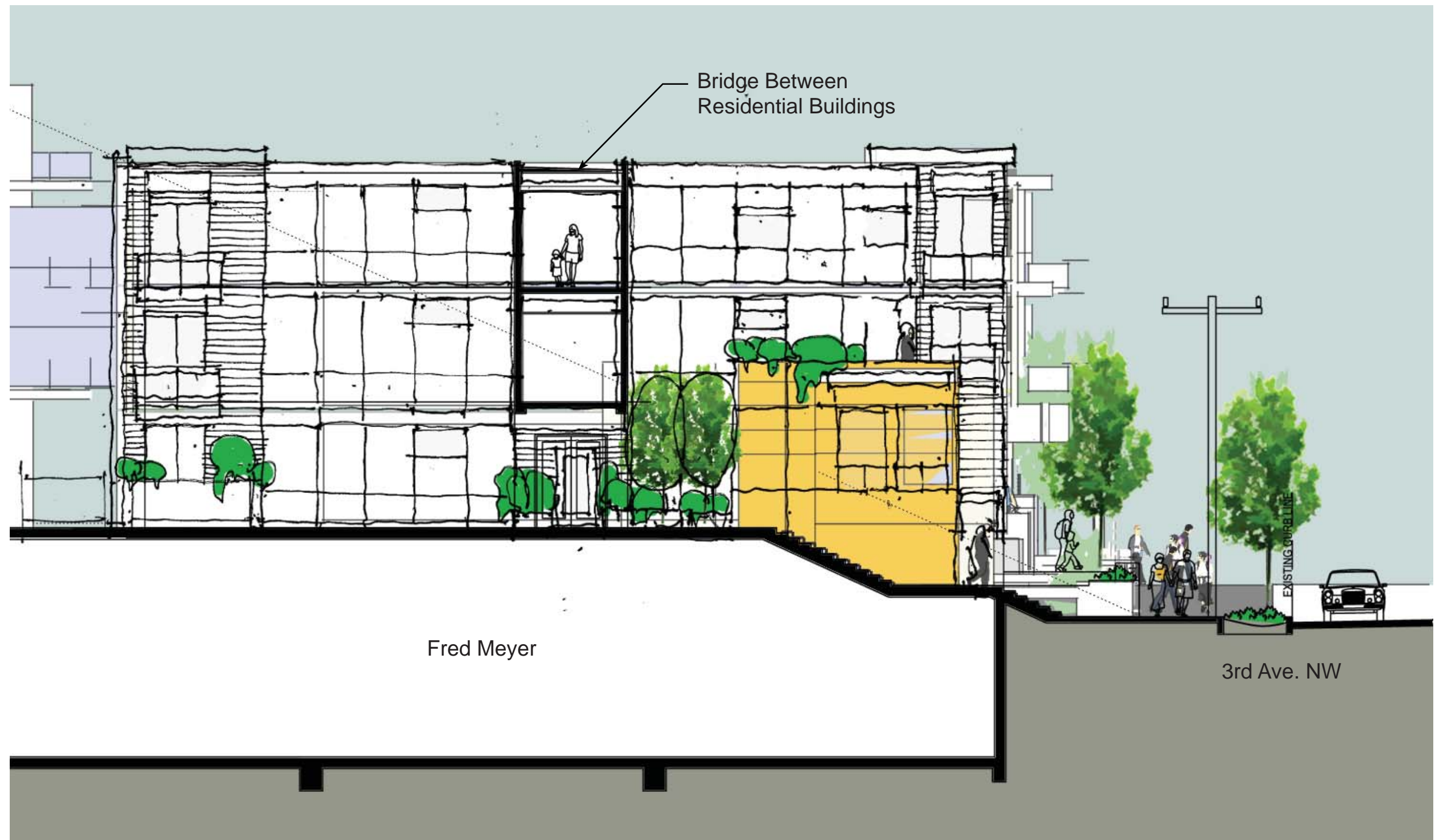




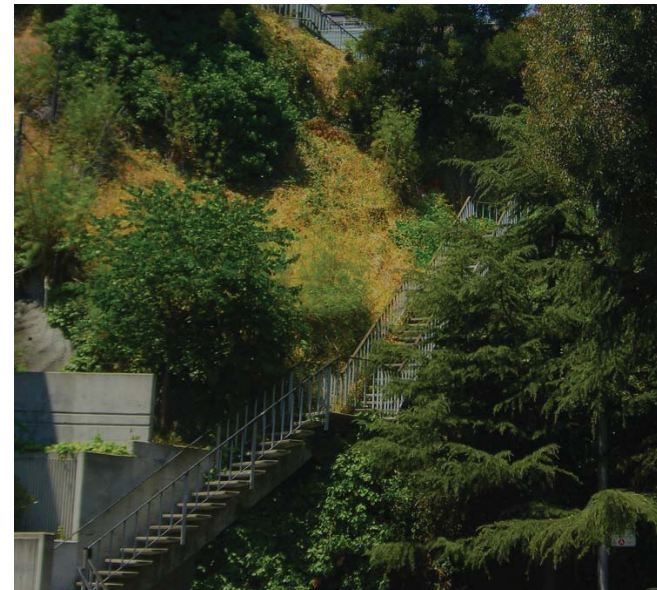
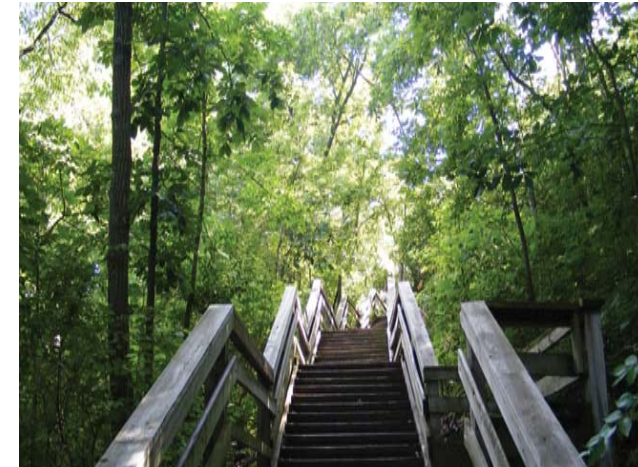


West Portal / West connection @ 3rd NW and 86th

- Less active amongst the major connections. Used by neighbors, locals and residents. As this is a secondary connection, it will have a different set of cues as a public-space. Perhaps it is termed as a “portal”.
- Sunny and, very nice place to be on a summer evening with direct west exposure. Informal seating (not a lot) could be integrated into the ramping transition that goes up the 86th St connection.
- A controlled portal-style entry to the site. Residential territory is defined by terracing of planting, hardscape, walls, gates and finally an overhead bridge that serves as the corridor for the residential.
- Secured at night with a nice urban gate that is integral to the expression of the building

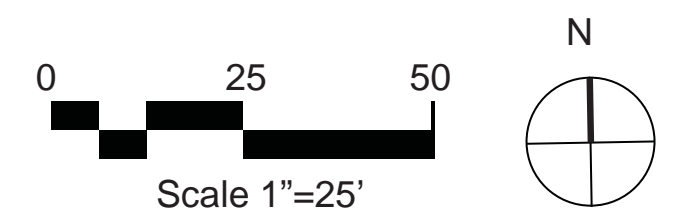
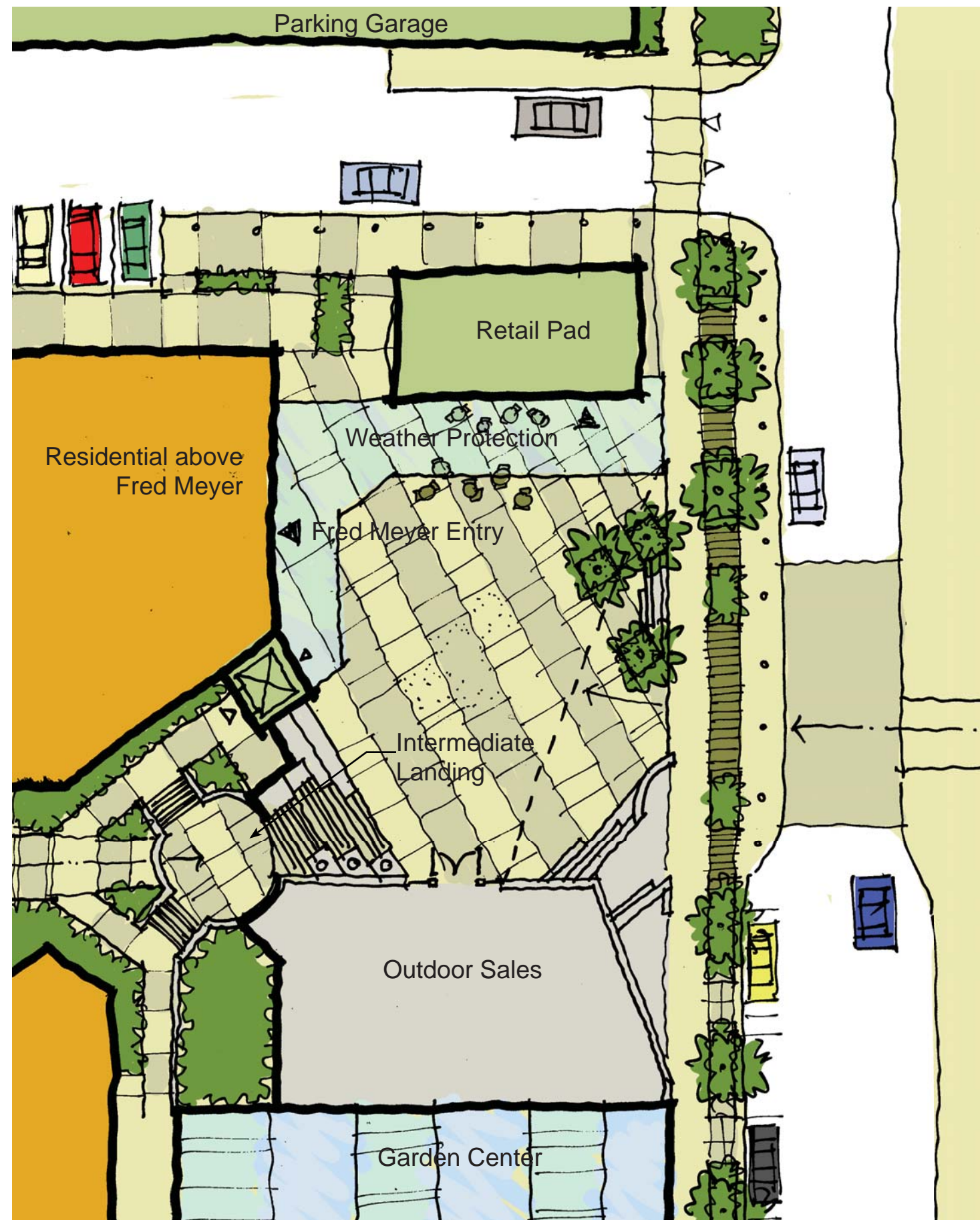


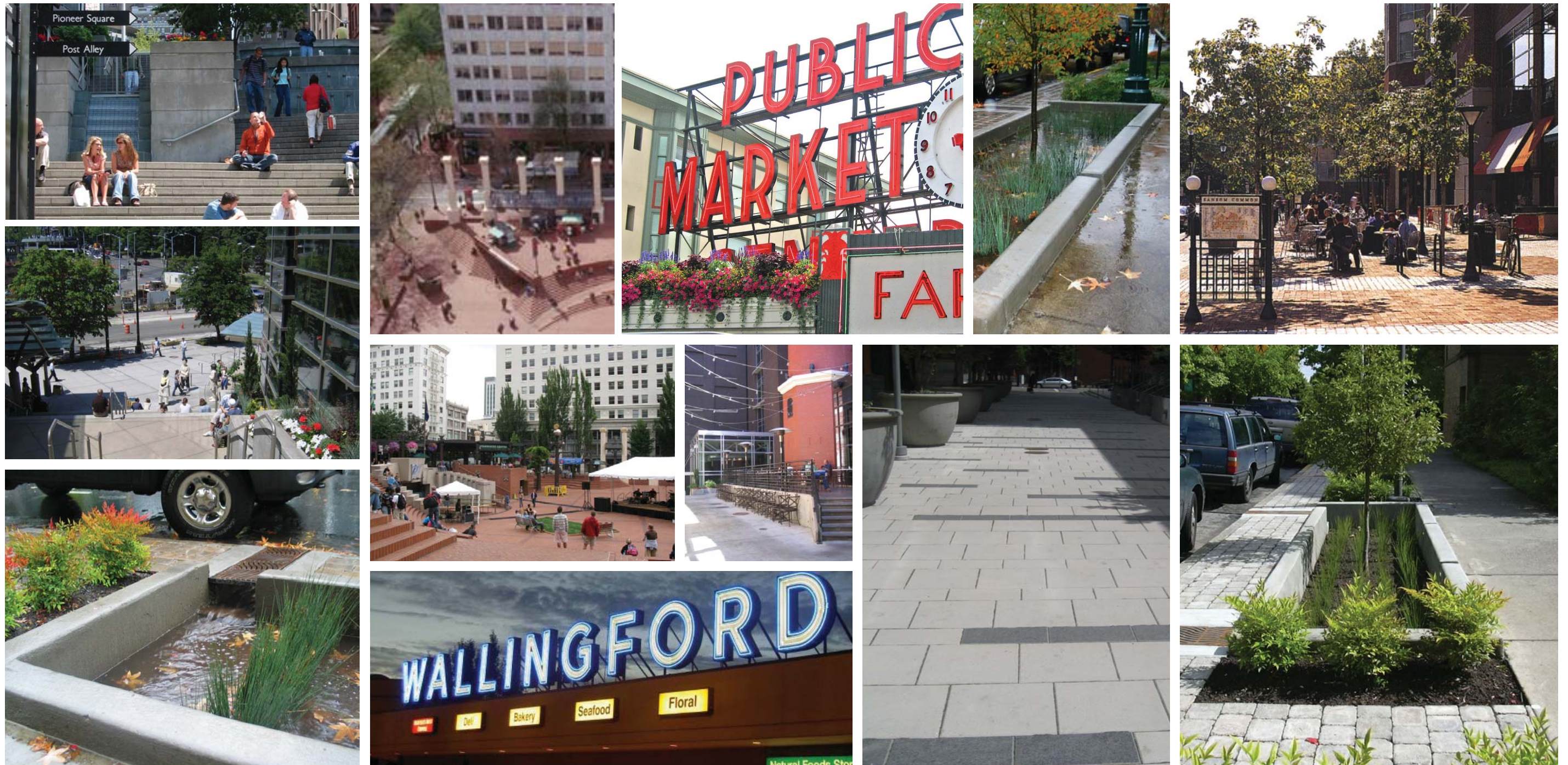




North Thicket/ North connection @ 2nd Ave NW and 87th: (Boscage, Forest)

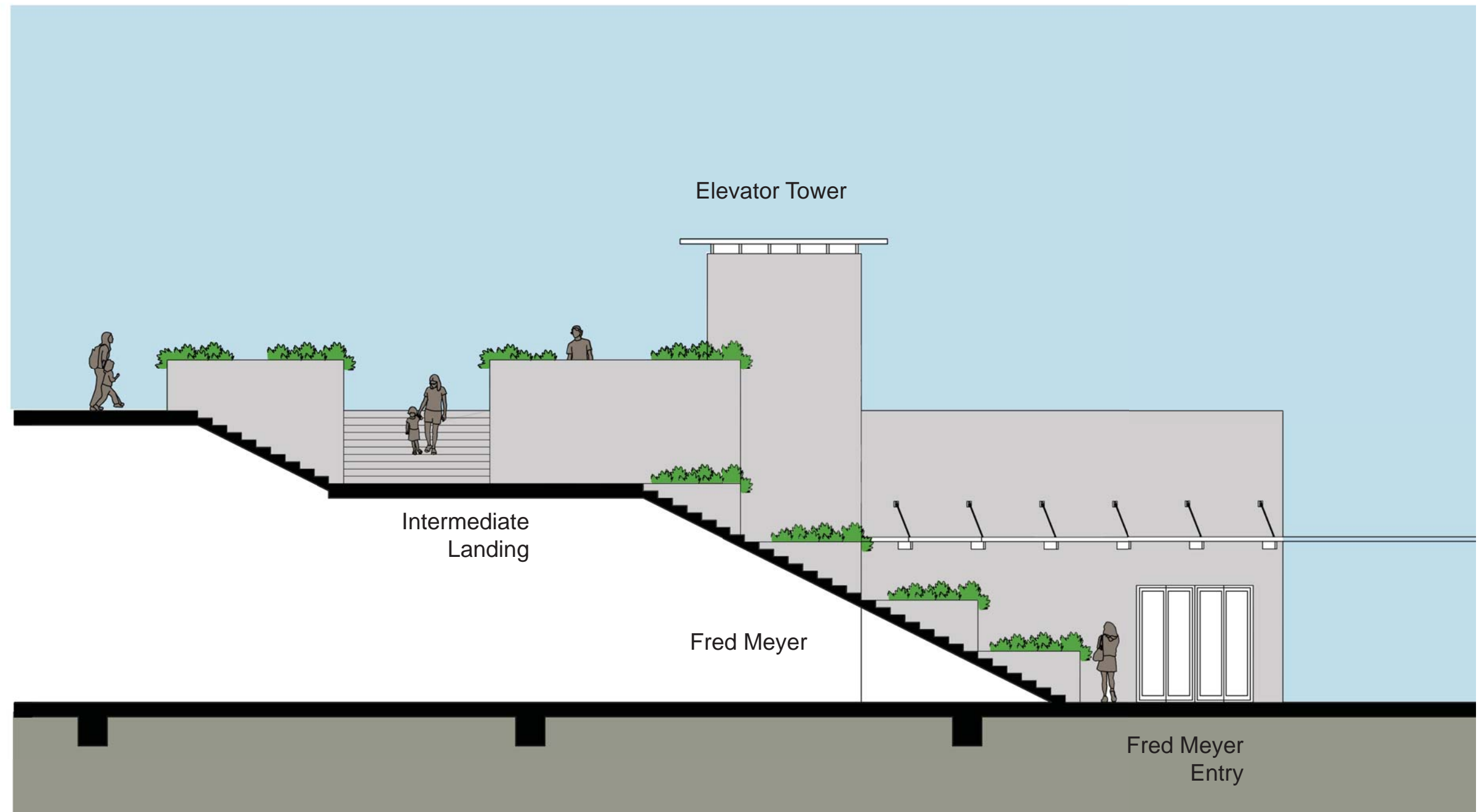
- Least active of the major connections. Used by neighbors, locals and residents.
- Very natural, given focus on existing coniferous trees and storm/bog issues (which come to a head at this low point of the site) and shady north frontage.
- The term forest comes to mind, with lots of shade and a ferny understory.
- Viewpoint to Sandel park emphasized by overlook on the 2nd NW street axis. This could be a tower element that functions as the exit stair for the parking garage as well.
- Use of related greenspace on lid of parking could also be a pea patch for residential. This would help activate the parking area a bit more.....and could hearken back to the farm that was once here (a bit of a stretch).

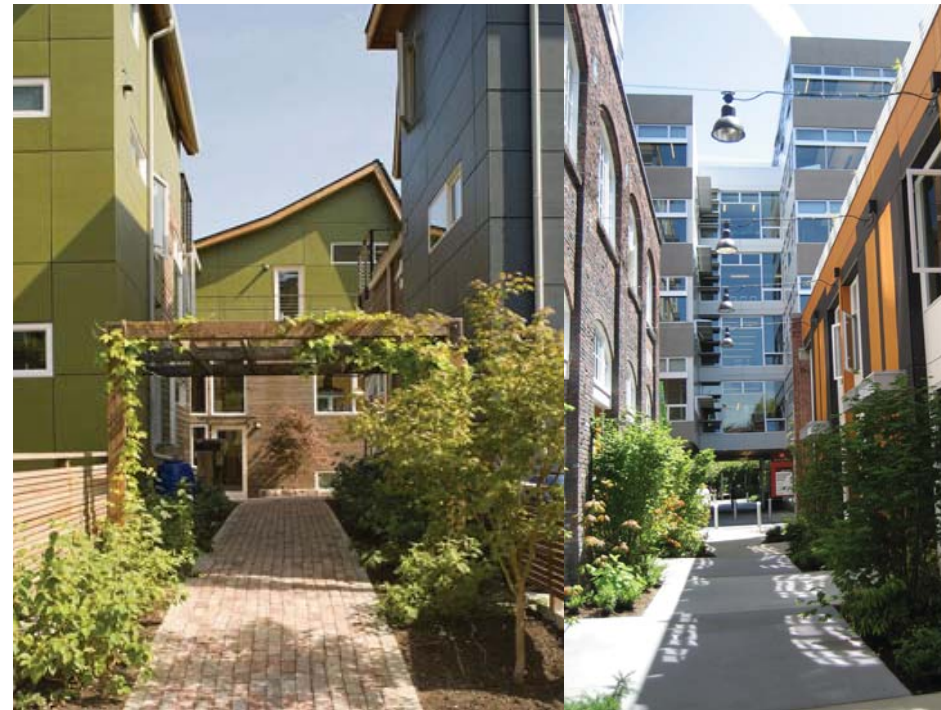
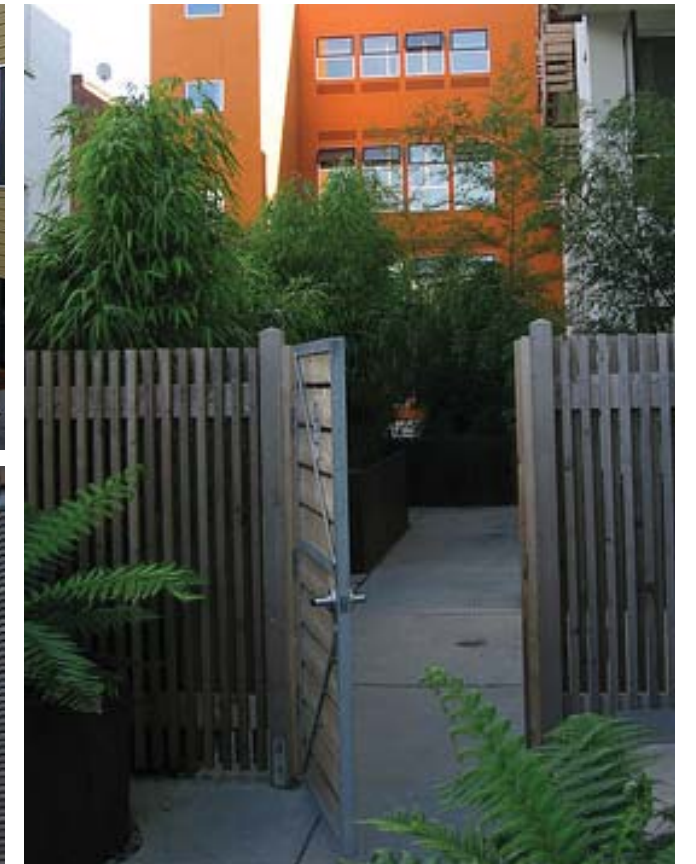




Piper Commons (Fred Meyer Plaza) 1st NW and Morrow

- Very active, the focus of the project. Focus of this space is on Fred Meyer entry, with signage and storefront on east side
- Connects along 1st Ave NW at grade as much as possible, and creates terminus for Morrow Lane.
- Provides strong visual access and vertical transitions to 86th St connection.
- Utilizes Garden Center “greenhouse” as transparent building frontage on 1st and along the pedestrian alley to the west
- Utilizes the garden center outdoor sales as an amenity, particularly during business hours when it can be opened up to the larger plaza
- May have retail kiosk on north side to create transition with parking garage





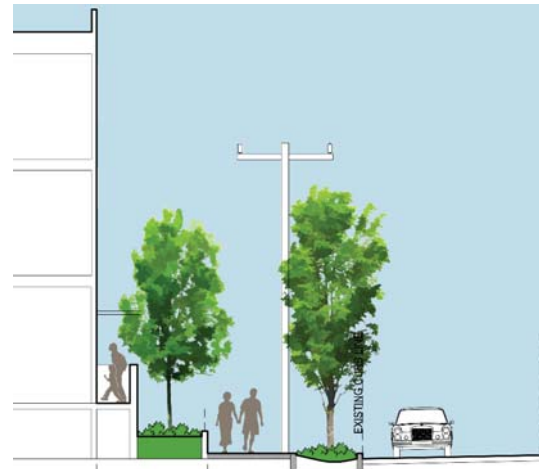
4 Corners/ 86th and 2nd Ave NW connections

- Restoration of the “grid” but with a residential focus. Very active but primarily used by residents.
- Freestanding leasing office “jewel box” and adjacent building entries will activate this space, as well as those passing through the various connections.
- Architecture and hardscape/landscape development will define the character. May be more hardscape in focus, with elegant formal planting that transitions to more lush and tree-intensive areas at the residential frontage

NW 85th



3rd Ave. NW



NW 87th

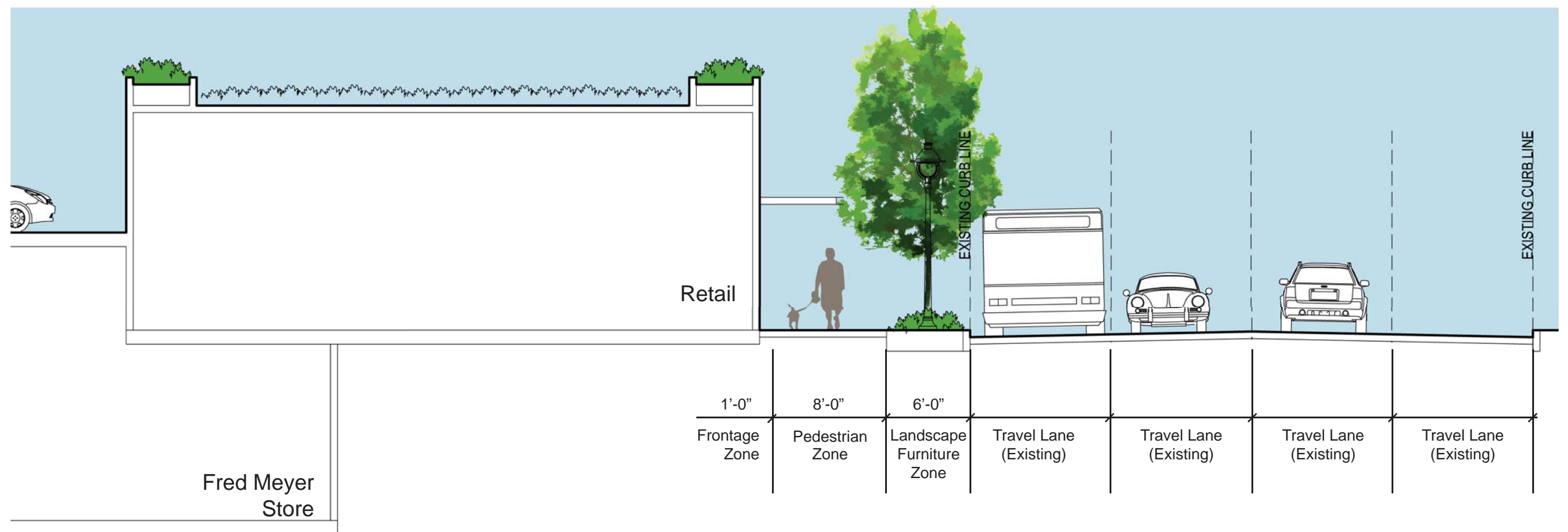


1st Ave. NW

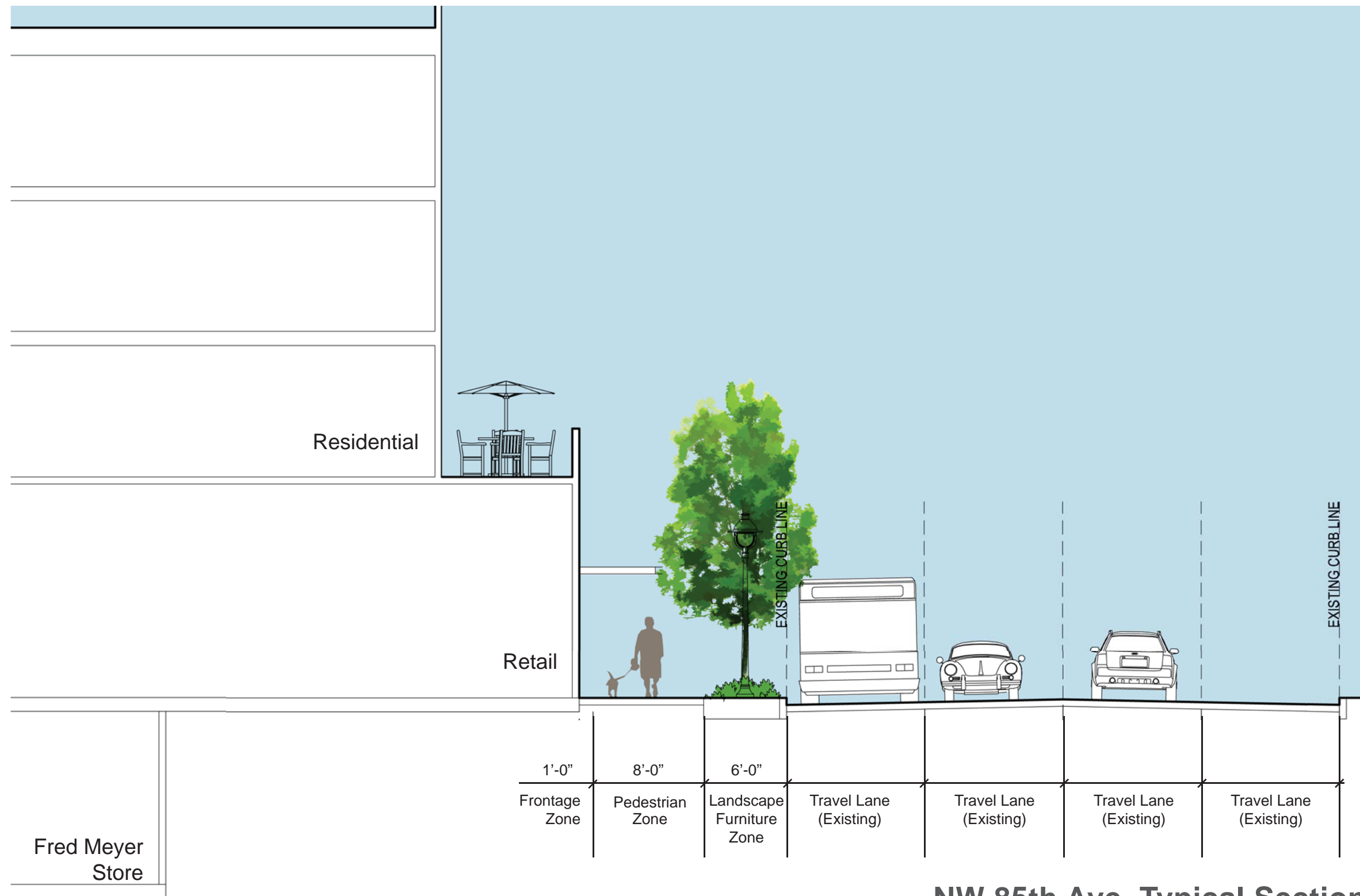


STREET SECTIONS

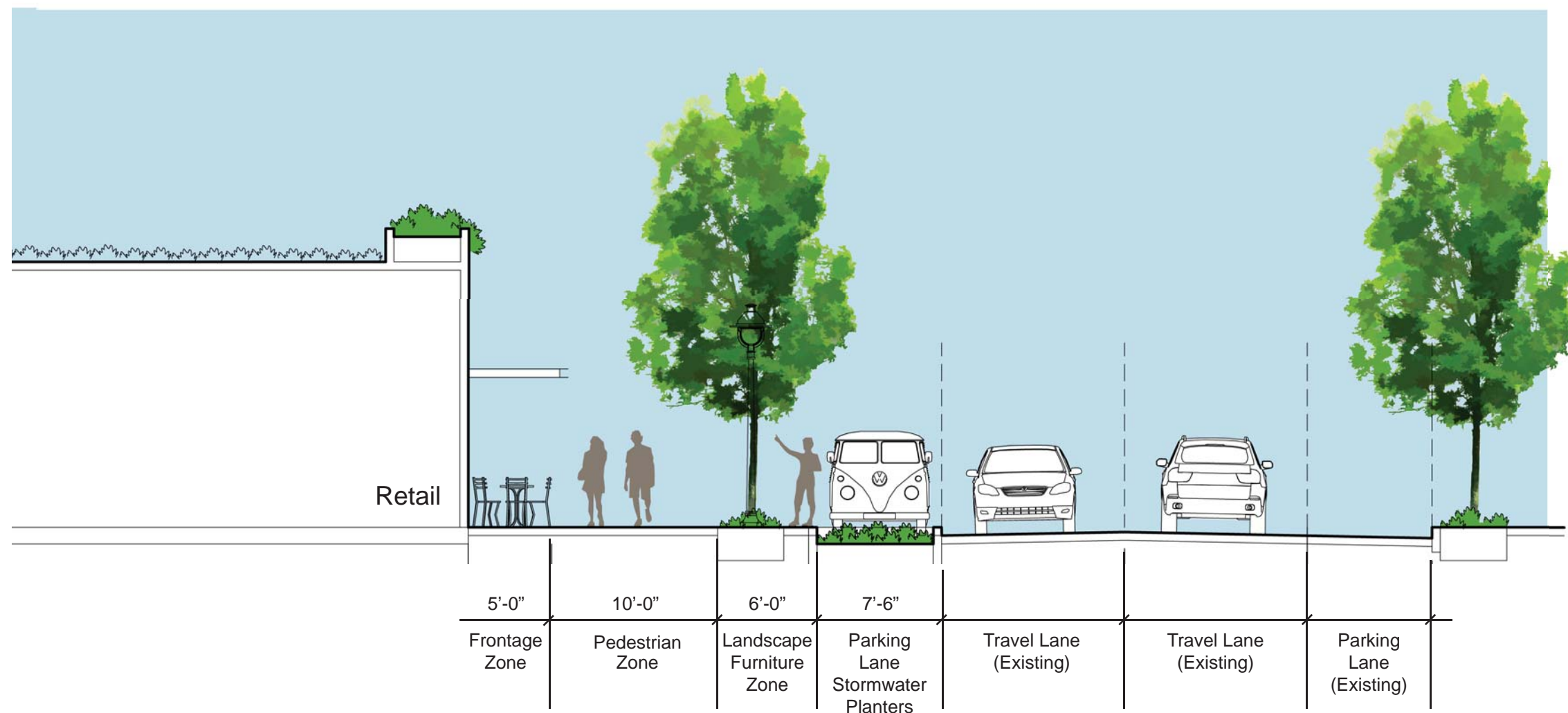




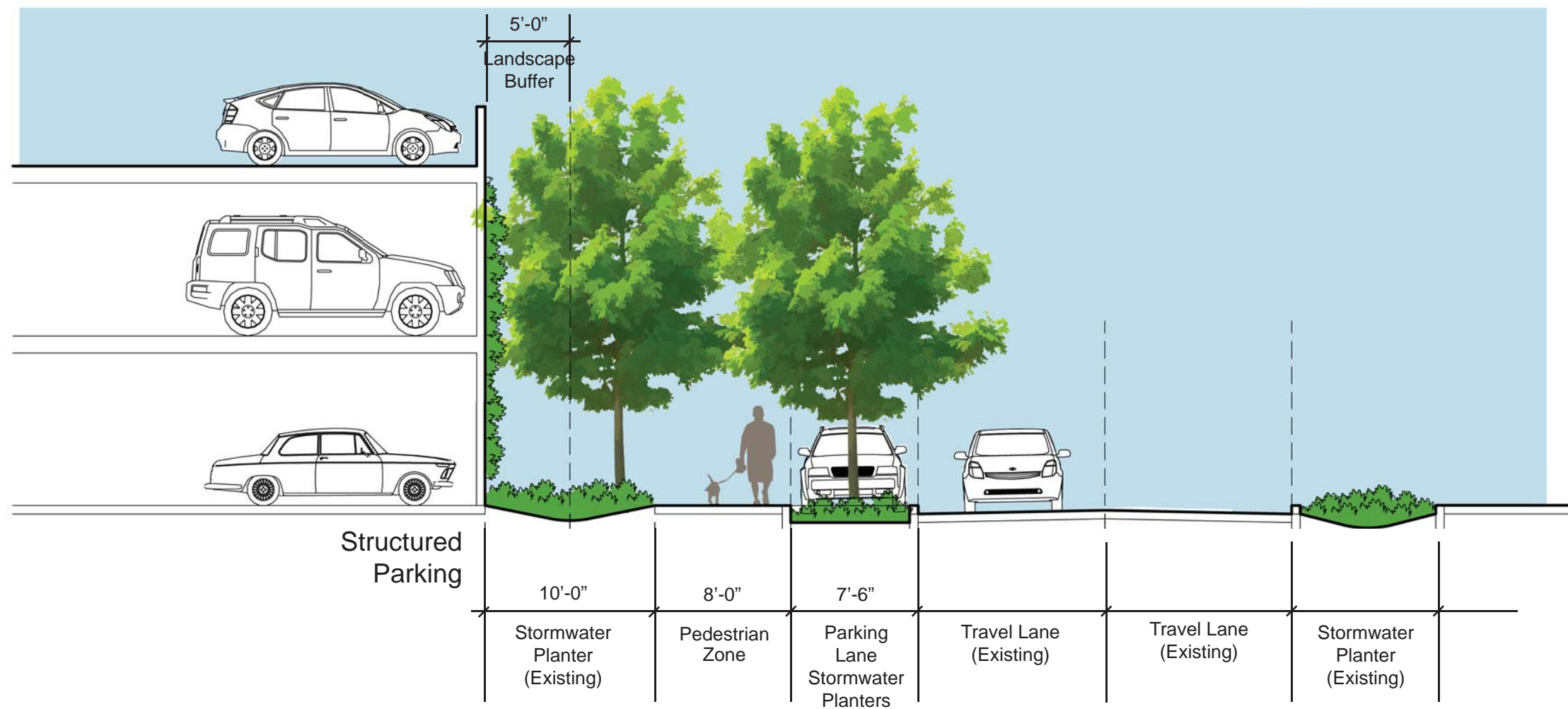
NW 85th Ave Typical Section (East)



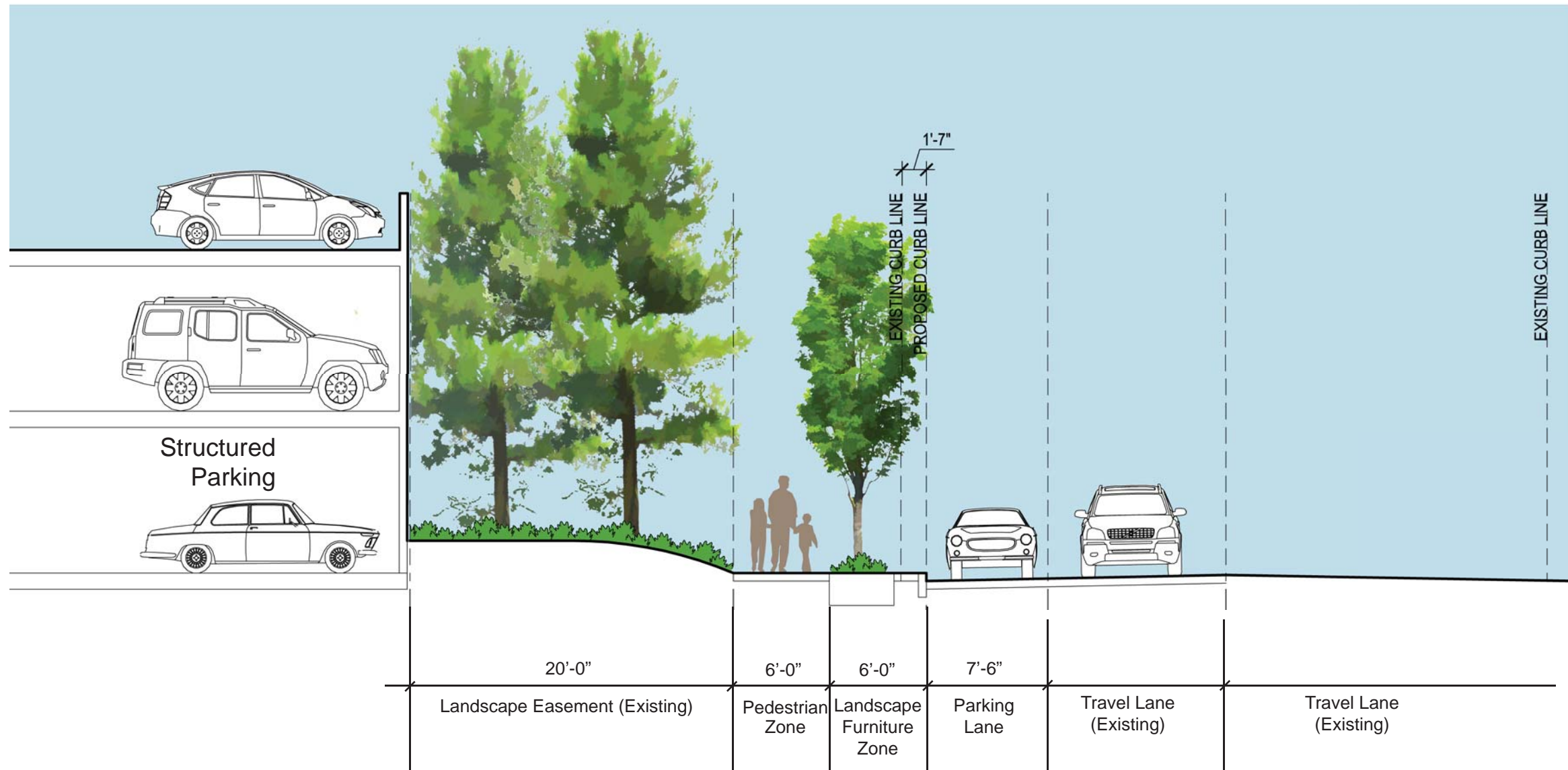
NW 85th Ave Typical Section (West)



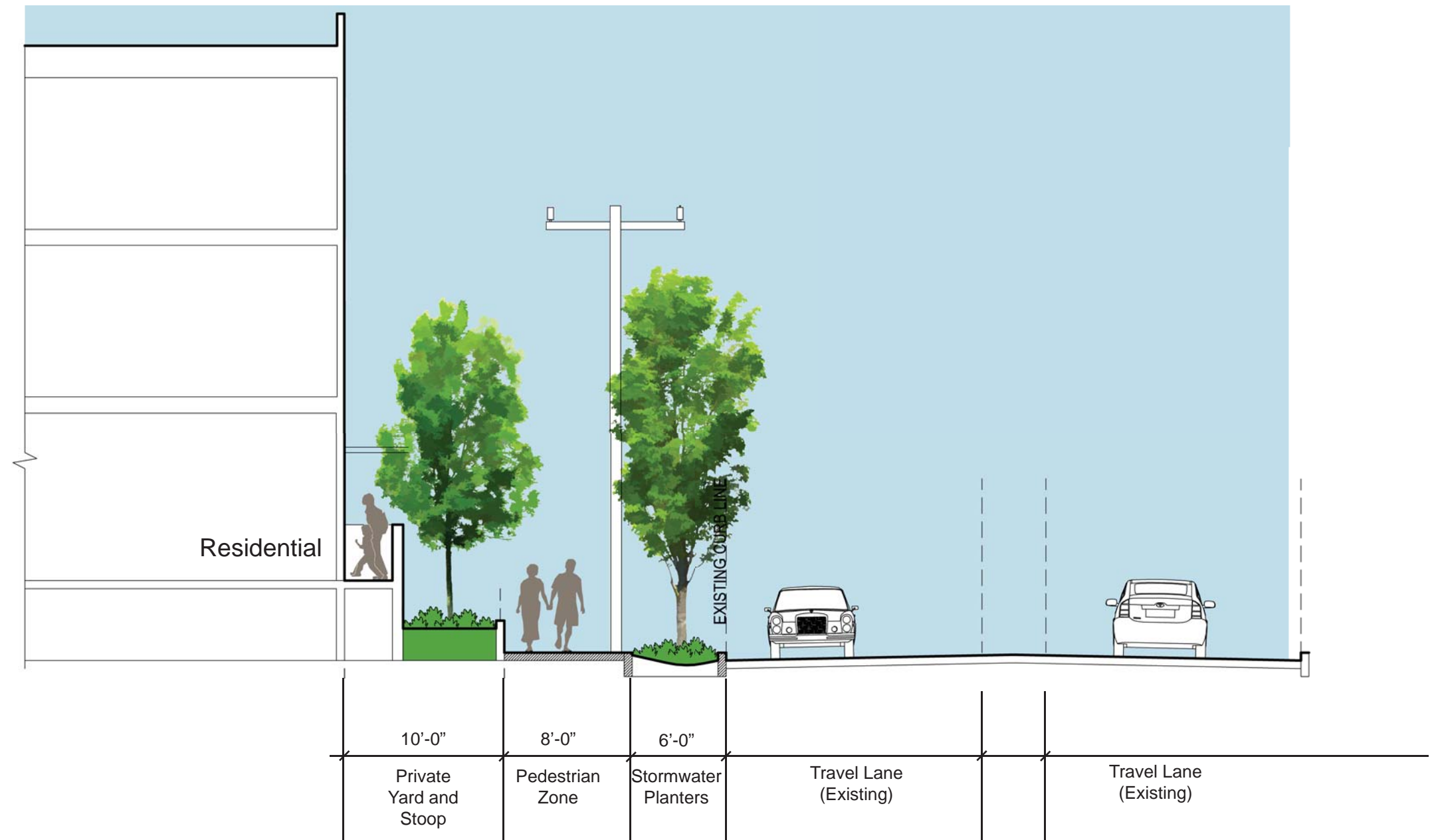
1st Ave NW Typical Section (South)



1st Ave NW Typical Section (North)



NW 87th Ave Typical Section (East)



3rd Ave NW Typical Section (South)