

Early Design Guidance

Proposed Site Addition - Public Storage 700

Fairview Avenue N

August 24, 2010



1. *Please describe the existing site, including location, existing uses, and /or structures, topographical or other physical features, etc.*

Located on the corner of Fairview Avenue North and Valley Street, the site is designated a Seattle Landmark. Currently owned by Public Storage, it is used for mini-storage rentals. The historic Ford Assembly Plant Building is the prominent feature of the site. This handsome brick and terracotta faced structure sits tight to the northwest corner of the site, and is a visible landmark as one approaches the site.

Although the site is flat, the surrounding streets slope from a low point at the north west corner (Fairview and Valley) to a highpoint at the south east corner (intersection of Roy St and Minor Ave N). There is an approximate 18 foot difference in the elevation of these two corners. This grade change greatly limits site accessibility, and the existing site entrances and exits at the midpoint of the block on Fairview Ave N and at the east end of the block along Valley are the only two viable points of access.

Current buildings on the site include

- **Ford Assembly Plant Building:** constructed in 1913; 5 stories above grade, one below grade, approximately 128,000 square feet. Used as mini-storage. This building is a Seattle Landmark.
- **Fuller Paint / Shed building:** constructed in numerous years from 1935 – 1975 and considered part of the landmark site; one story, approximately 36,000 square feet. Used as mini-storage and a single retail office.
- **Ford Assembly Plant Addition:** construction in 1965; not included in the landmark designation; one story of approximately 11,215 square feet. Used as mini-storage.

2. *Please indicate the site's zoning and any other overlay designations, including applicable Neighborhood-Specific Guidelines.*

700 Fairview Avenue N is located in a C2-65 Zone, within the South Lake Union Urban Center.

The project requires a Certificate of Approval from the Seattle Preservation Landmarks Board and design review by the Queen Anne / Magnolia Design Review Board. The South Lake Union Design Guidelines (dated 2005) are applicable. Please see additional zoning information that follows.

3. *Please describe neighboring development and uses, including adjacent zoning, physical features, existing architectural and siting patterns, views, community landmarks, etc.*

The South Lake Union neighborhood is undergoing significant changes in terms of public amenities, development, and potential zoning. In the immediate vicinity of 700 Fairview Avenue N, the South Lake Union waterfront park is being developed to the north, adjacent zones are under consideration for a height increase, and individual sites are being development with commercial, office and residential uses. The development of neighboring areas has resulted in reducing views across multiple blocks, better defined street edges, and a more populated environment.

The Ford Assembly Plant building, located on the 700 Fairview Ave N site is a significant community landmark on the corner of Fairview and Valley. Other notable features in the community include the South Lake Union Waterfront Park, Center for Wooden Boats, and the historic Armory – all located north of the Valley St. on Lake Union.

4. *Please describe the applicant's development objectives, indicating types of desired uses, structure height (approx), number of residential units (approx), amount of commercial square footage (approx), and number of parking stalls (approx). Please also include potential requests for departure from development standards.*

Public Storage proposes to expand the existing mini-storage use at 700 Fairview Avenue N. The project proposes construction of a 5-story mini-storage building and expansion of on-grade parking on the footprint of the exiting one story building. The existing single-story building would be demolished, with the possible exception of its Fairview Avenue façade.

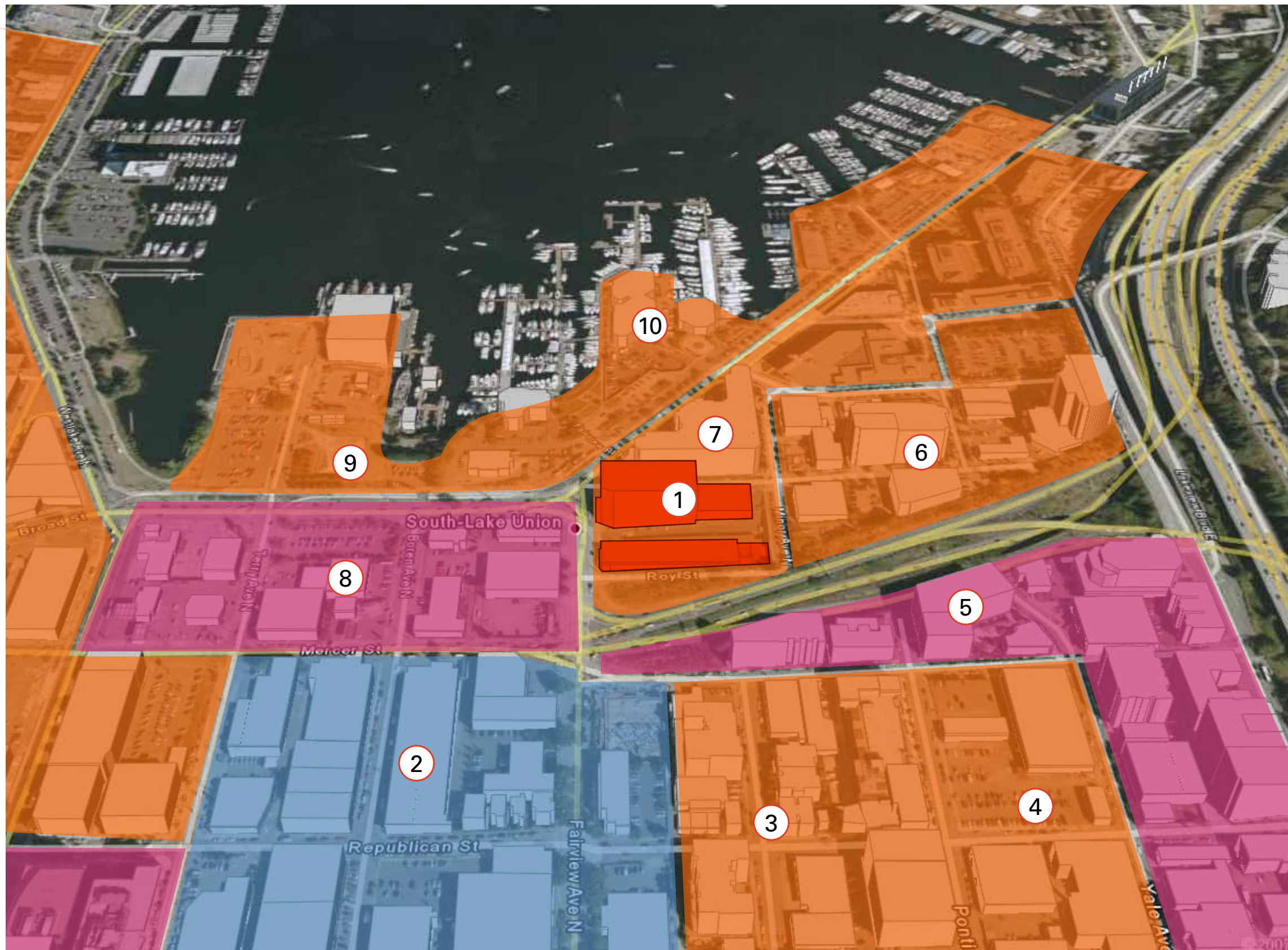
Public Storage's development objects include:

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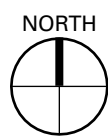
1. Add between 120,000 to 125,000 square feet of mini-storage space to the site. This is tentatively planned as a 5-story structure with a foot print of approximately 25,000 square feet. Current mini-storage offered at this site remains popular, and the development of multi-family residences in South Lake Union will increase demand for storage in this neighborhood.
2. Increase the visibility of the 1,000 square foot retail space associated with the mini-storage development.
3. Add approximately 30 parking spaces to the site to accommodate clients for the new mini-storage area (for a total of 50 spaces).
4. Maintain the historic Ford Building in its current condition.
5. Add to the site without disrupting on-going business.
6. Enhance the surrounding streetscape to contribute to the neighborhood, improve site security, and encourage use of the facility.

No development departures are anticipated as part of this application.

Attachment A - Part II

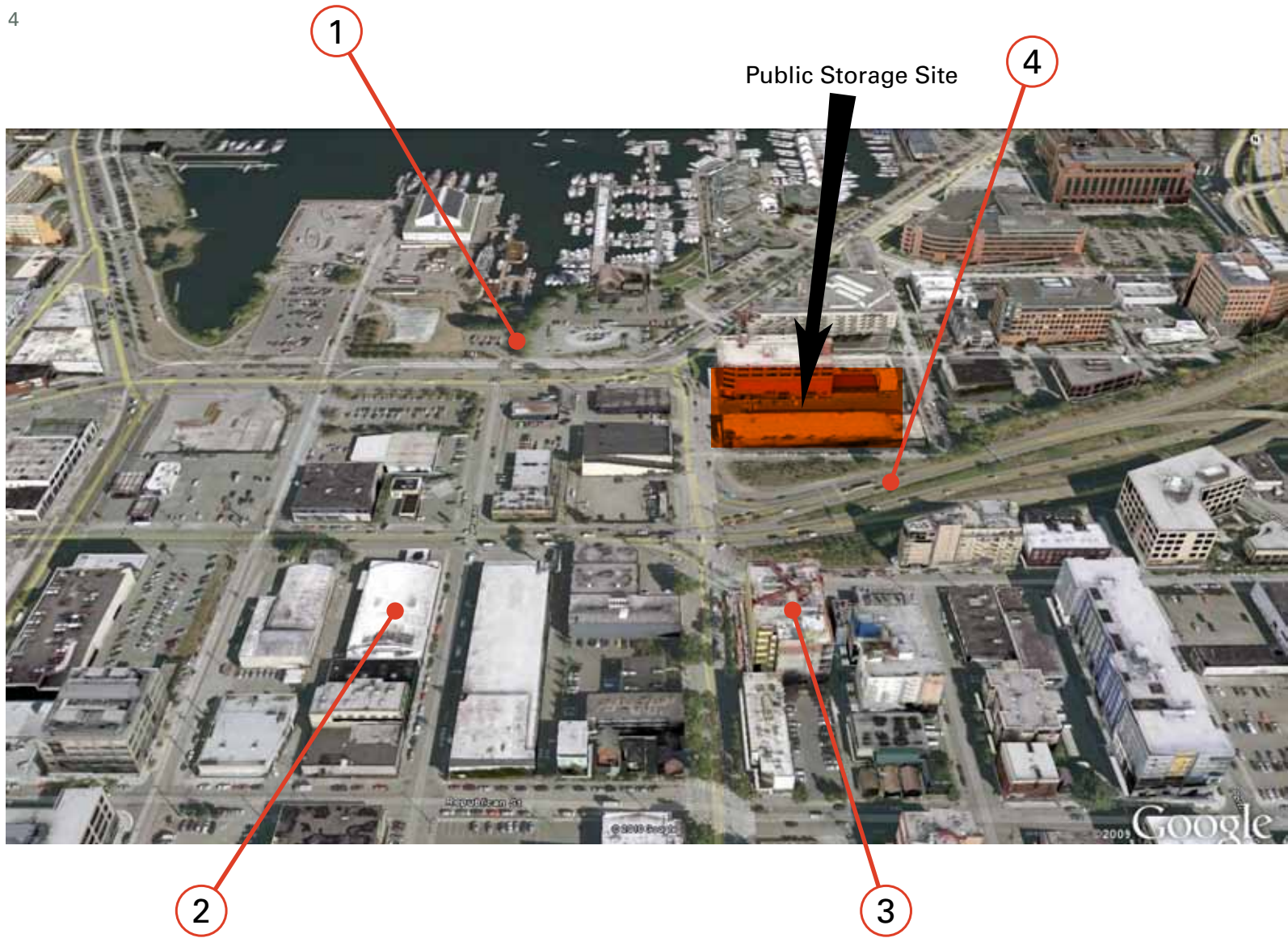


- ① C2-65 Site
- ② IC-65 Commercial
- ③ SM/P 55/75 Commercial Development
- ④ SM/P 55/75 Mixed-Use Development
- ⑤ SM-75 Mixed-Use Housing/Commercial
- ⑥ C2-85 Mixed-Use Commercial
- ⑦ C2-65 Hotel
- ⑧ SM-40 Demolished - Proposed use unknown
- ⑨ C2-40 Waterfront Park - Pedestrian Walkway
- ⑩ C2-40 Dining & Entertainment



Urban Design Analysis

Area Zoning & Vicinity Map



1 Amazon headquarters at Boren and Mercer



2 South Lake Union pedestrian way (under construction along lake front)



Current one story builds in neighborhood



3 Fairview Research Center



4 Freeway Entrance

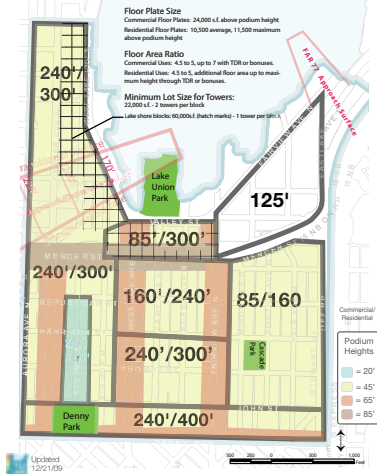


Mercer Freeway Ramp

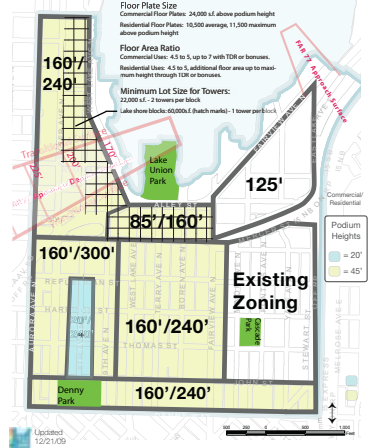
Urban Design Analysis

Area Photographs

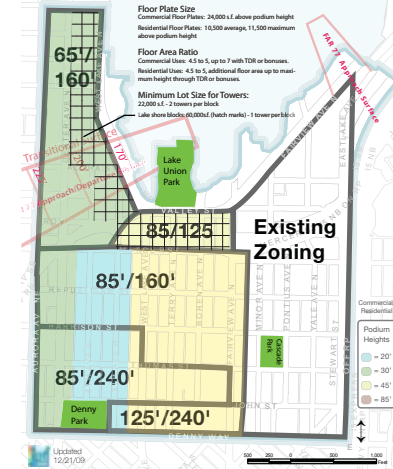
REVISED ALTERNATIVE #1



REVISED ALTERNATIVE #2



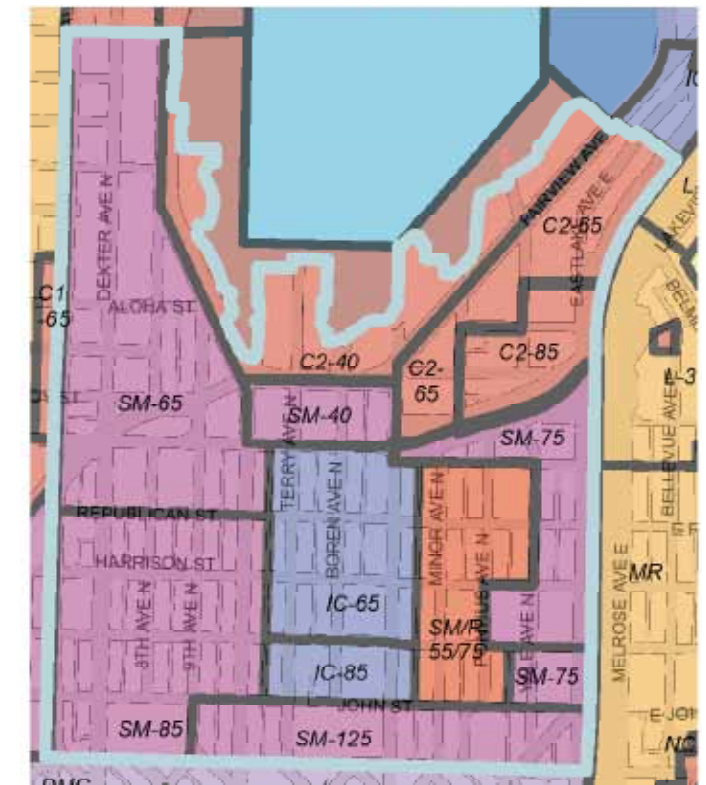
REVISED ALTERNATIVE #3



Proposed Zoning

Site Location	700 Fairview Avenue North Seattle, WA
Site Zoning CAM 208	C2-65 South Lake Union Urban Center
Use 23.47A.004 Table A.K.1	Mini-storage; permitted outright
Street Level Development 23.47A.008	Property does not contain residential use and is not adjacent to residential zone; standards do not apply
Height 23.47A.012	65 feet Addition 4 feet allowed for parapets Additional 15 feet allowed for stair & elevator penthouses Additional 15 feet allowed for mechanical equipment
FAR 23.47A.013	Allowed: 4.25 for single-use commercial Existing use: approximately 1.67
Setbacks 23.47A.014	None required
Bicycle Parking 23.54.015, Table E	None required for storage use
Parking 23.54.020M	Additional parking not required in Urban Center for commercial use
Landscaping 23.47A.016 Directors Rule 6-2009	Green factor score of 0.3 or greater is required, calculated on development size Flexibility to define development size based on partial construction on a multi-building site
Street Trees 23.47A.016	Required
Signage 23.55.030E.2	1 type A (roof, projecting or ground or pole mounted) sign allowed for each 300 lineal feet of public-way frontage. 1 type B (wall, awning or canopy mounted) sign allowed for each 30 lineal feet of public-way frontage. Site has 1,250 lineal feet of frontage (on 4 streets); proposed building has 555 lineal feet of frontage (on 3 streets).
Signage 23.55.030E.3b	No limit on size of on-premise sign in C2 zone

SEPA	
Historic Preservation 25.05.0675H 25.12	Site is designated a Seattle Landmark and subject to review and requirement for Certificate of Approval from the Seattle Landmarks Preservation Board
Public View Protection 25.05.675Pa.i	City policy protects views to Lake Union. No view of the water is available from the proposed project site, and this condition will not be changed by the proposed project.
Public View Protection 25.05.675Pb.i	Public views of historic landmark required



Current Zoning

Urban Design Analysis

Zoning



Fairview Avenue N - Looking East



Fairview Avenue N - Looking West



Valley Street - Looking South



Valley Street - Looking North

Urban Design Analysis

Streetscape



Minor Avenue N - Looking East



Minor Avenue N - Looking West



Roy Street - Looking South Across from Project Site



Roy Street - Looking North Project Site

Urban Design Analysis

Streetscape

Statement of Development Objectives

Public Storage's development objects include:

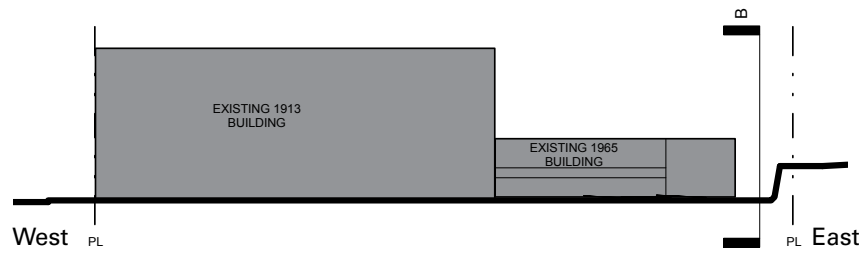
1. Add between 120,000 to 125,000 square feet of mini-storage space to the site. This is tentatively planned as a 5-story structure with a foot print of approximately 25,000 square feet. Current mini-storage offered at this site remains popular, and the development of multi-family residences in South Lake Union will increase demand for storage in this neighborhood.
2. Increase the visibility of the 1,000 square foot retail space associated with the mini-storage development.
3. Add approximately 30 parking spaces to the site to accommodate clients for the new mini-storage area (for a total of 50 spaces).
4. Maintain the historic Ford Building in its current condition.
5. Add to the site without disrupting on-going business.
6. Enhance the surrounding streetscape to contribute to the neighborhood, improve site security, and encourage use of the facility.

3 (a) Briefly list those guidelines that the applicant thinks are most pertinent to the site and design of the project.

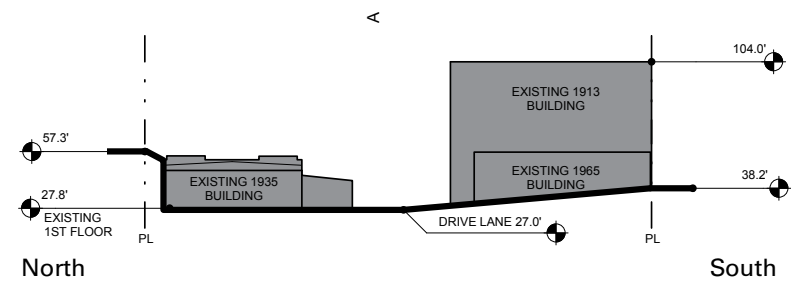
A-1: Responding to Site Characteristics	<p>The site includes an important landmark structure, the Ford Assembly Building. The intent of the new building is provide a sympathetic architecture, simple and industrial in it's massing and configuration, in order to form a modern addition to the historic campus.</p> <p>The site is designated a "gateway" in the South Lake Union Design Guidelines. The South Lake Union Community Committee states "You've arrived in South Lake Union if you pass the Ford Assembly Plant." This is the highest priority for the SLUCC.</p>
A-10: Corner Lots	The proposed new building will be apparent from both the south east and south west, due to the broad visual opening provided by the I-5 Mercer Street exit.
B-1: Height, Bulk, and Scale Compatibility	<p>The current SM-40 zone to the west of the site is under consideration for a zoning change to SM 85/125 – SM 85/300. Under the same proposal, the site zoning would either remain at C-2 65, or be expanded to up to C-2 125.</p> <p>The proposed new building will meet the current zoning, and will not exceed the height of the historic Ford Assembly Plant.</p>
C-1: Architectural Context	A priority goal for this project, the intent is to complement the architecture of the adjacent historic building without mimicking detailing or design. There is a long history of industrial use in the area, and the direction of the design is to reflect a modern interpretation of this industrial heritage. The goal is to create a campus feel to the complex.
C-4: Durable & Attractive Materials	A priority of the South Lake Union Community Council since the proposed building is mostly a visual gateway rather than a pedestrian experience. Very often viewed from a car.

D-2: Blank Walls	<p>The proposed building will be viewed mostly by car from the south (from the I-5 exit ramp), and will be largely hidden from pedestrian view from the north (South Lake Union park). There is limited pedestrian traffic around the building.</p> <p>The proposed project animates the Fairview Ave N. façade with a large percentage of transparent façade. There is a great extent of blank façade on the south (Roy Street) due to the use of the facility. The proposed design includes a "green wall" and an interesting pattern and color in the siding to alleviate the blank wall.</p>
D-9: Commercial Signage	The Public Storage company routinely integrates signage and brand identity into the architectural design of their facilities. This includes the transparent front of the building which allows viewers a view into to the storage facilities (typically looking into hallways and orange garage doors to storage units) and high mounted logo signage for views from vehicles. The intent of this project is to continue Public Storage's brand identify through the new facility architecture.
D-11: Commercial Transparency	The ground floor of the new building includes a retail space. This commercial storefront will be transparent, allowing for a direct visual connection between pedestrians on the Fairview Avenue N sidewalk and the activities occurring on the interior of the building.
E-2: Landscaping to Enhance the Building and/or Site	<p>The project is located in a "Seattle Green Factor" zone. The project intent is to meet the green factor requirement, as interpreted through the Directors Ruling 6-2009, by landscaping sidewalk areas, providing a green wall on the building's south side, and increasing plantings on the properties south and east edges.</p> <p>SDoT and the Building owner will coordinate the landscaping of adjacent right-of-way created on Fairview as part of the Mercer Corridor Project.</p>

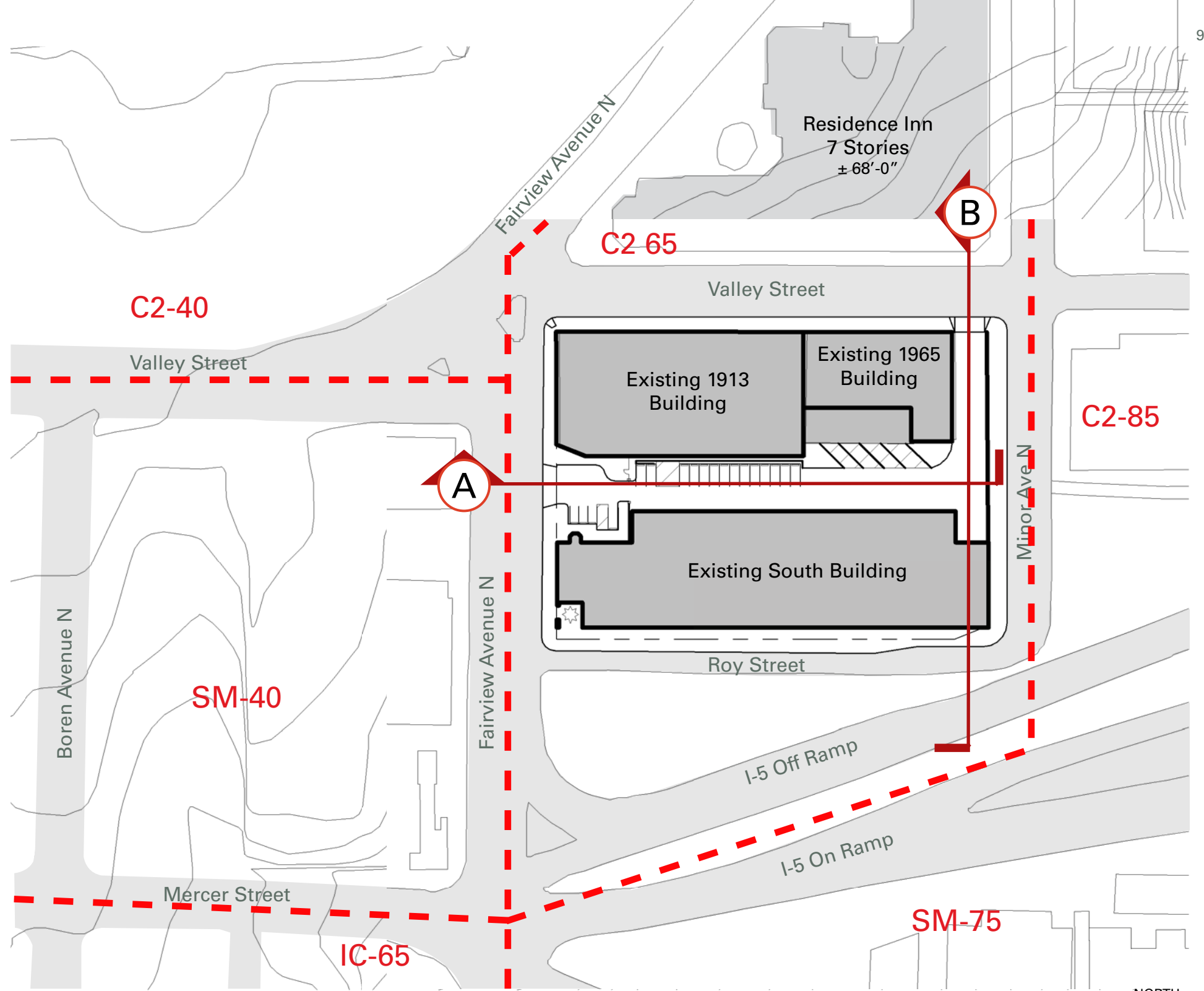
Design Guidelines



A Site section through drive lane



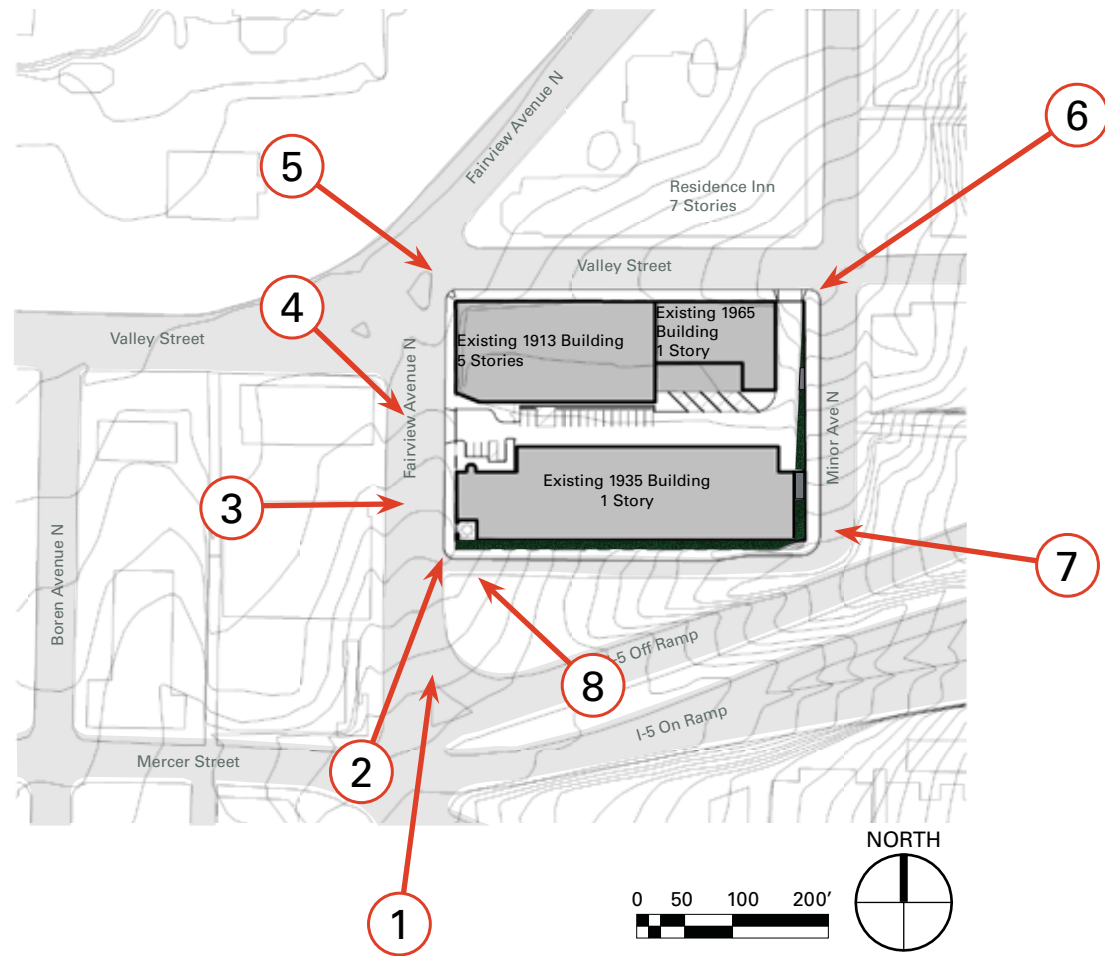
B Site cross section through east drive looking west



Note: No significant landscaping current on the site

Site Analysis

Existing Site Section Diagrams & Site Plan



Site Analysis

Key Plan and Site Photos

Opportunities

- 1. Feature view of Historic Ford Assembly Plant approach from the south
- 2. Landscape improvements to street edges
- 3. Building typology is similar to historic industrial uses
- 4. Gateway view from the I-5 Mercer Ramp: what can this building say about the South Lake Union Neighborhood?
- 5. Solar exposure / good for encouraging landscape

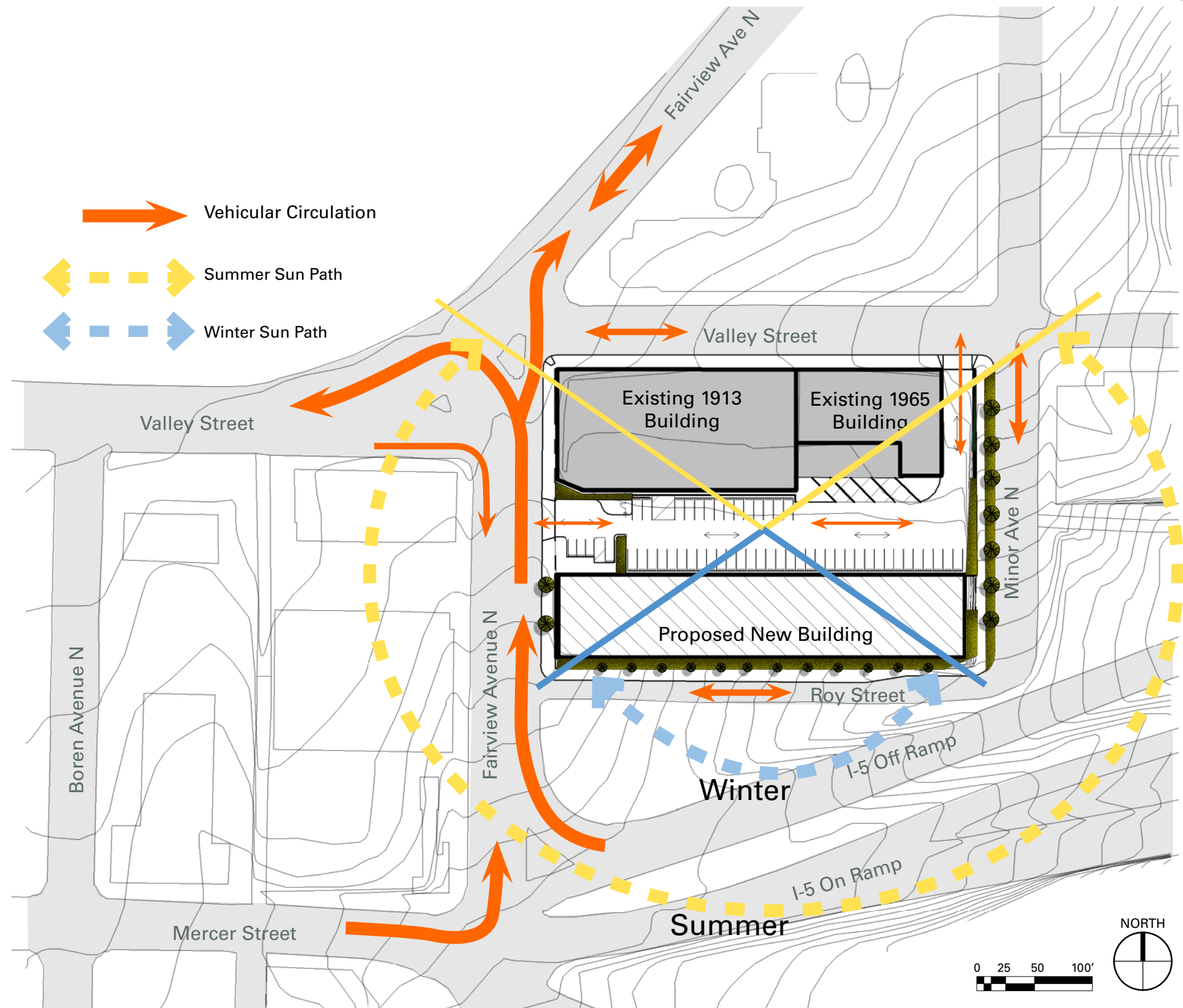
Constraints

- 1. Site entry points
- 2. Building use does not benefit from transparency
- 3. Not likely to be a pedestrian destination due to street configuration
- 4. Solar exposure / heat gain



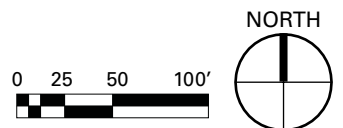
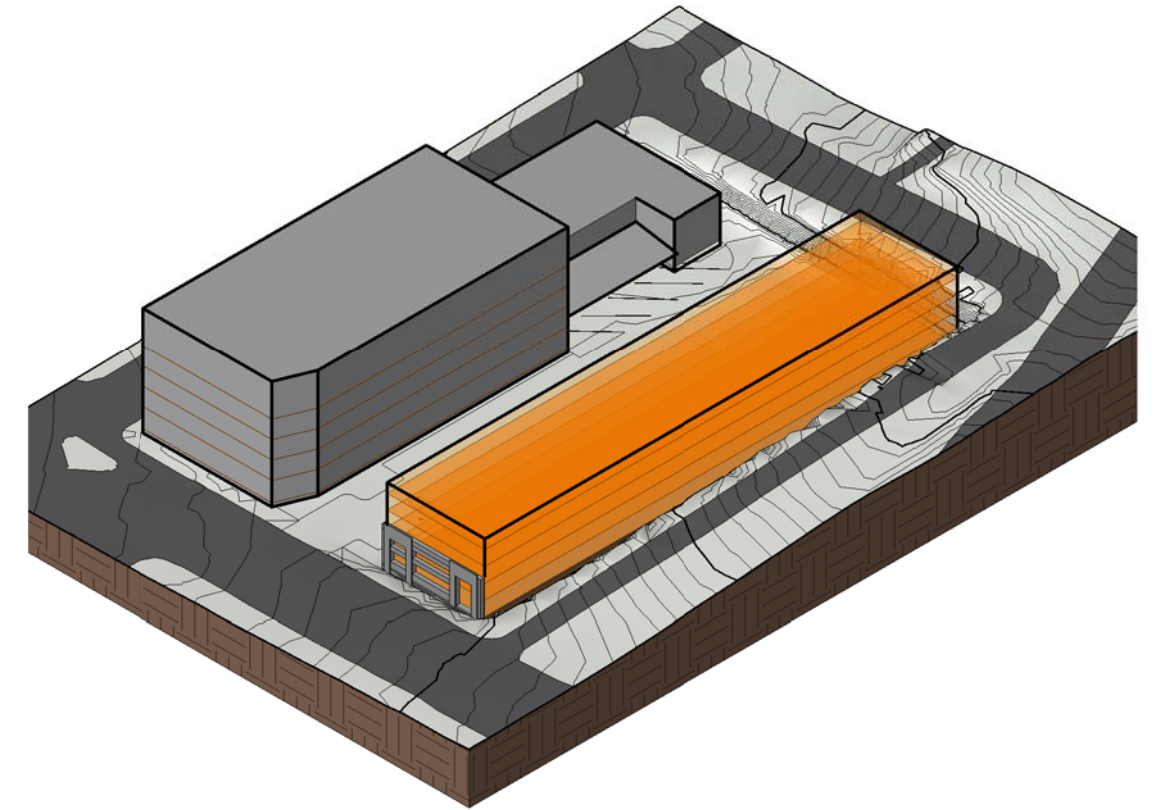
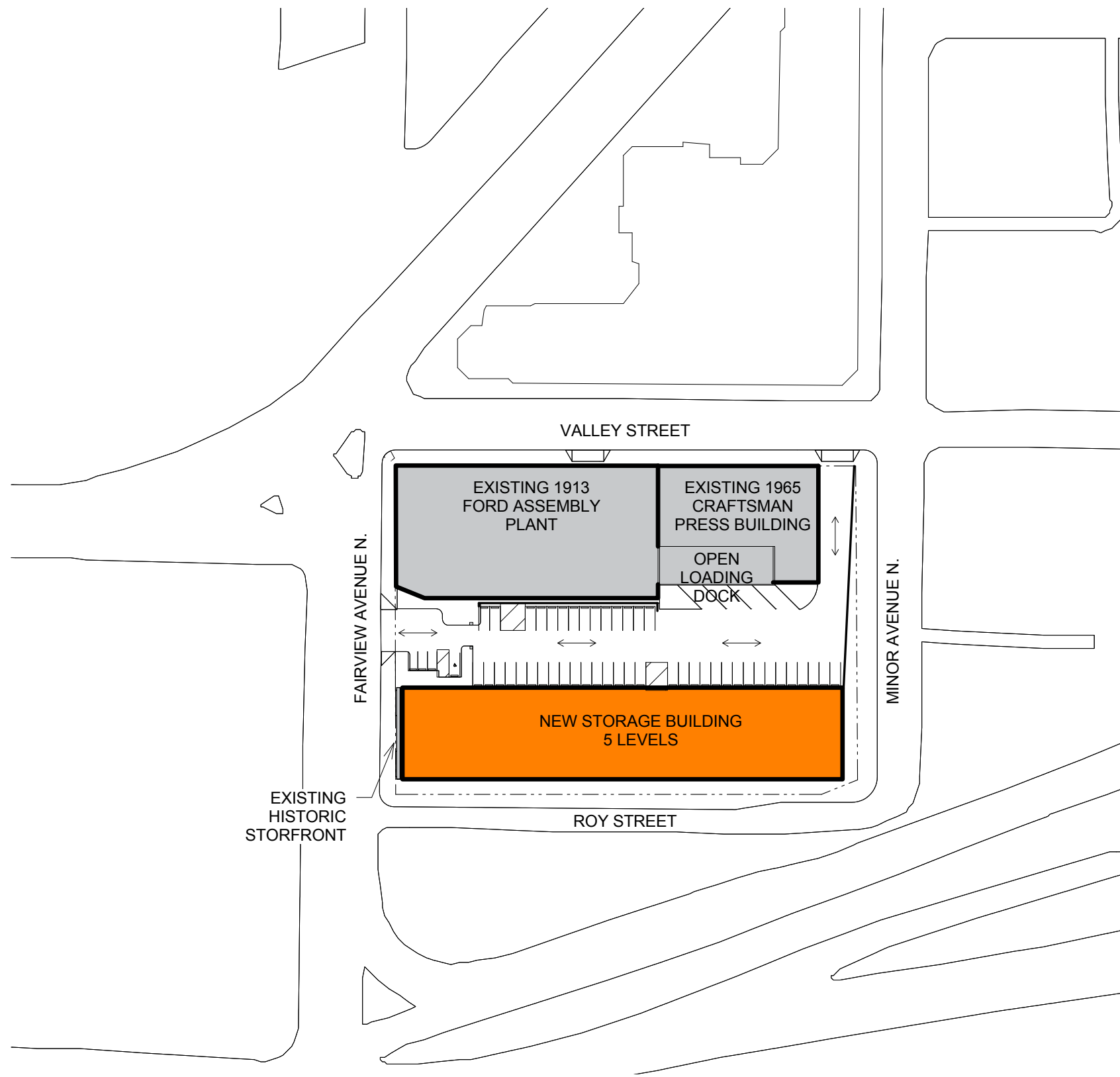
Public Storage Site

Mercer Corridor Project



Site Analysis

Opportunities and Constraints



Architectural Concepts

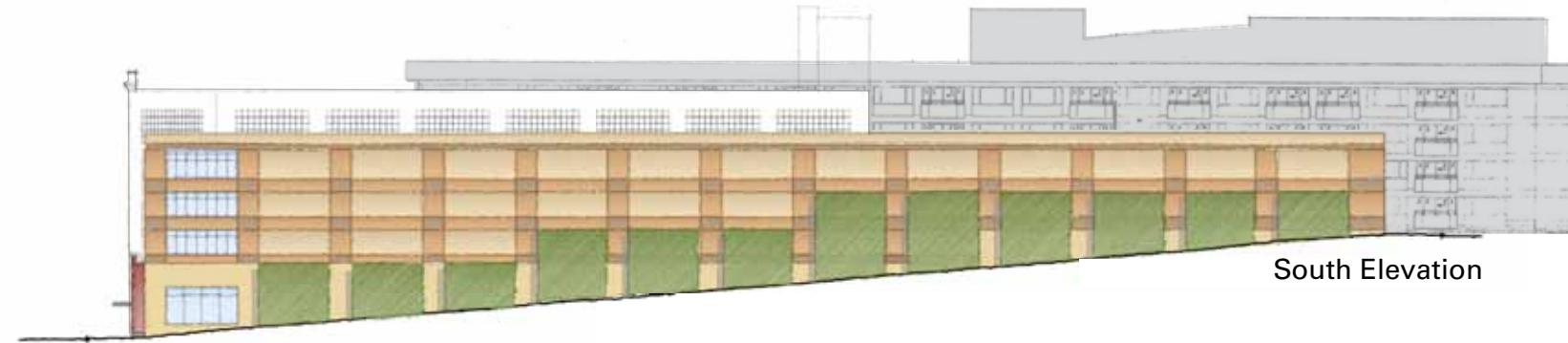
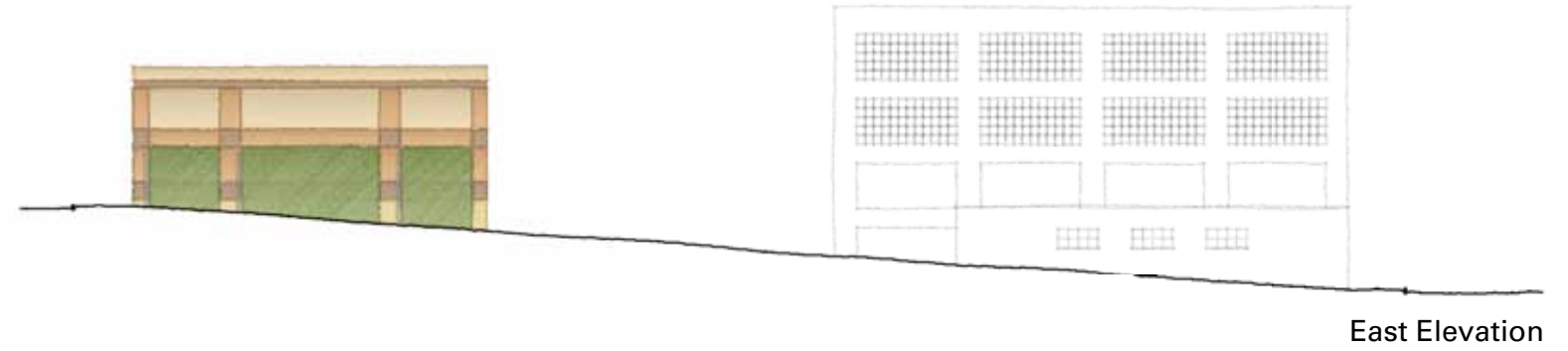
Massing Option A

Pros

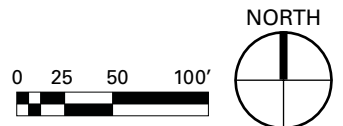
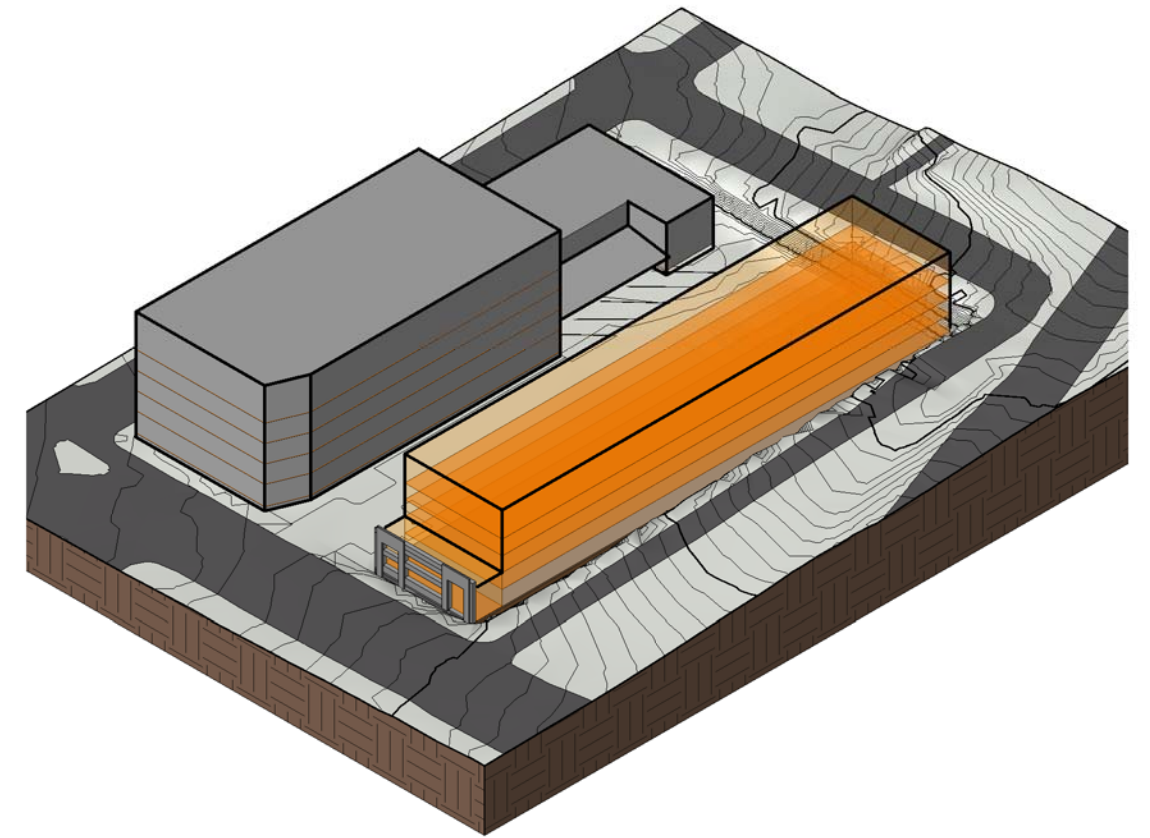
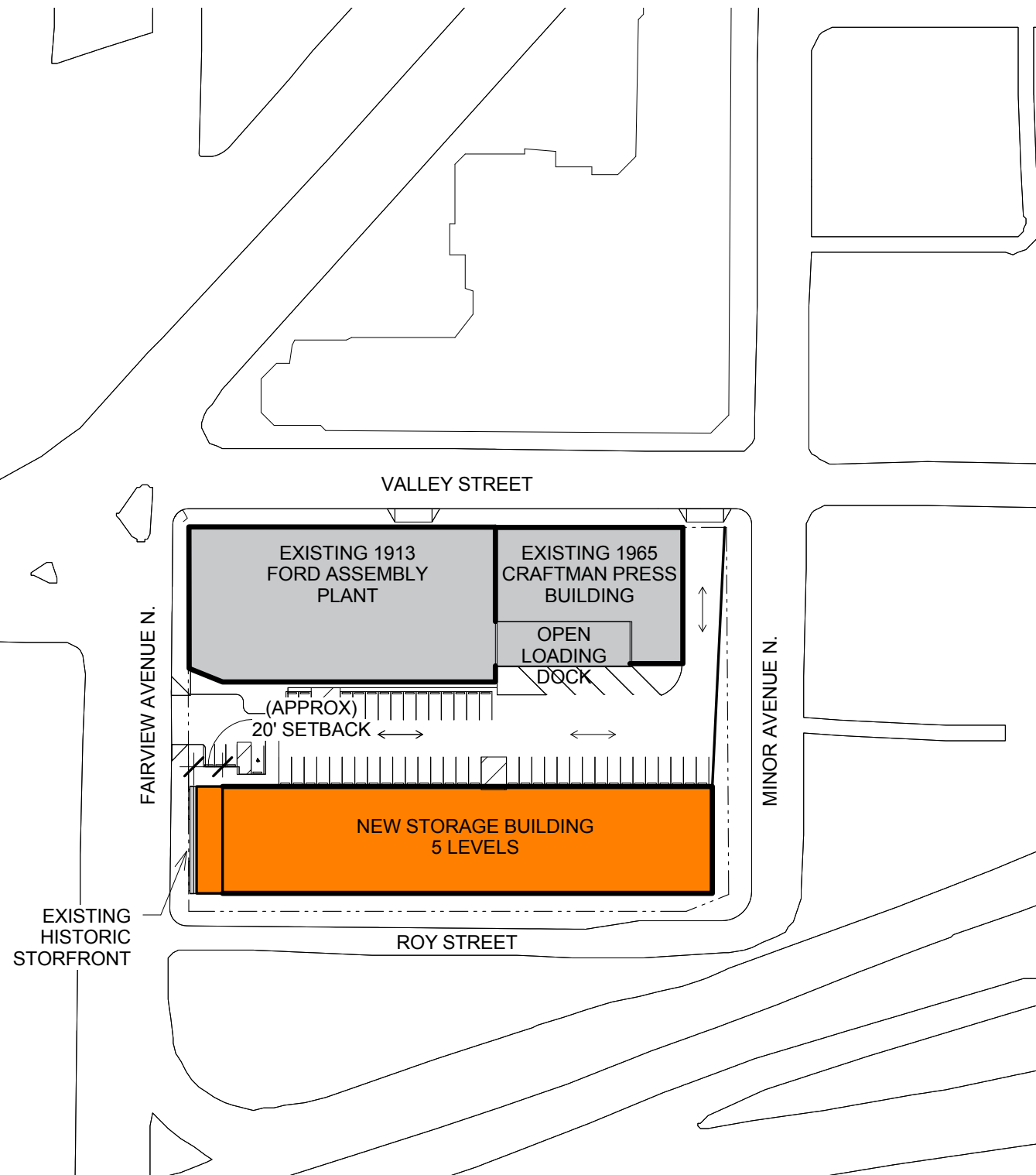
- 1. Maximizes area for Owner use
- 2. Keeps 1935 historic façade of Fuller Paint Building
- 3. Complies with zoning code

Cons

- 1. Limits view of Ford Assembly Plant Building



Architectural Concepts
Massing Option A - Elevations



Architectural Concepts

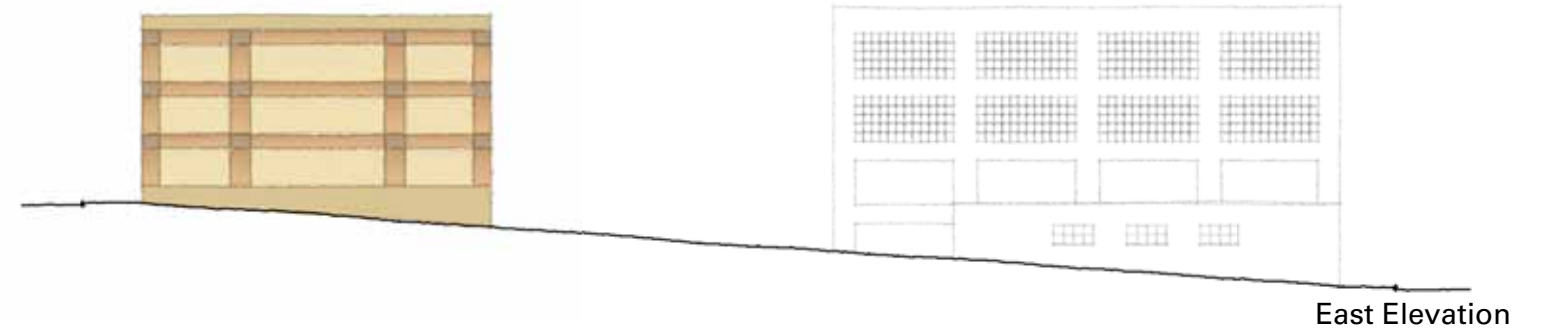
Massing Option B - 20' Setback

Pros

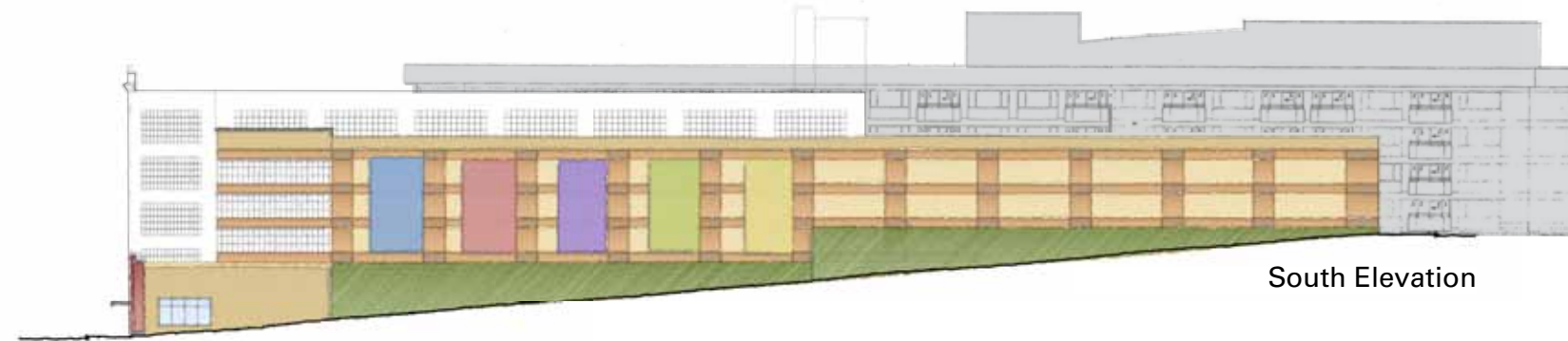
- 1. Keeps 1935 historic façade of Fuller Paint Building
- 2. Sets top three floors back from historic façade approximately 20 feet from the property line; creates more emphasis remaining historic piece than Concept 1
- 3. Opens view to upper floors of Ford Assembly Plant Building from south to make corner of building fully visible from Mercer Street
- 4. Complies with zoning code
- 5. Color blocks shown on south façade indicate areas available for banners or potential opportunity to provide local events promotion

Cons

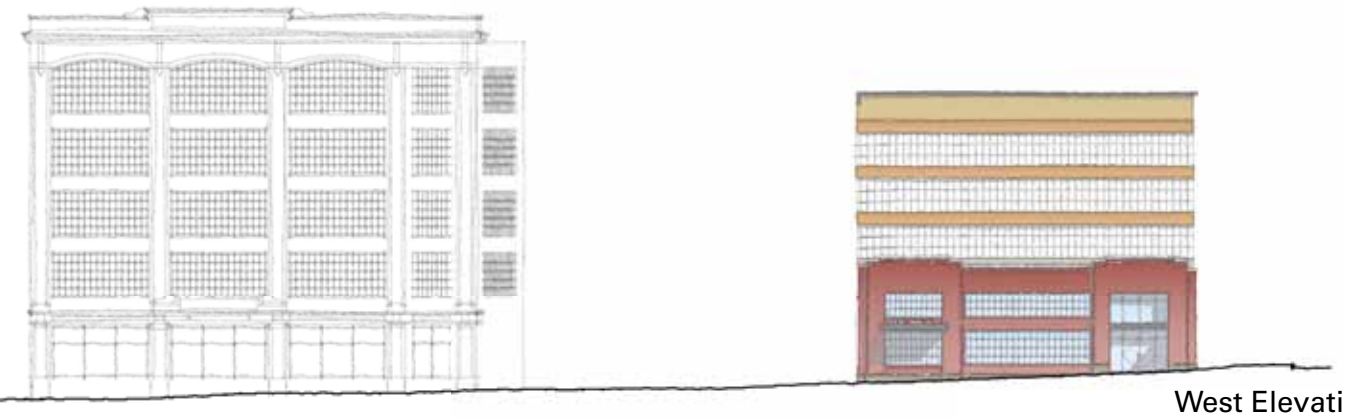
- 1. Limits view of Ford Assembly Plant Building at street level (although this maintains the current view condition)



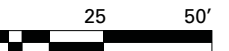
East Elevation



South Elevation

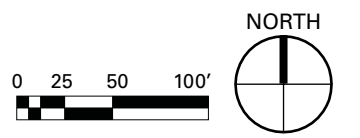
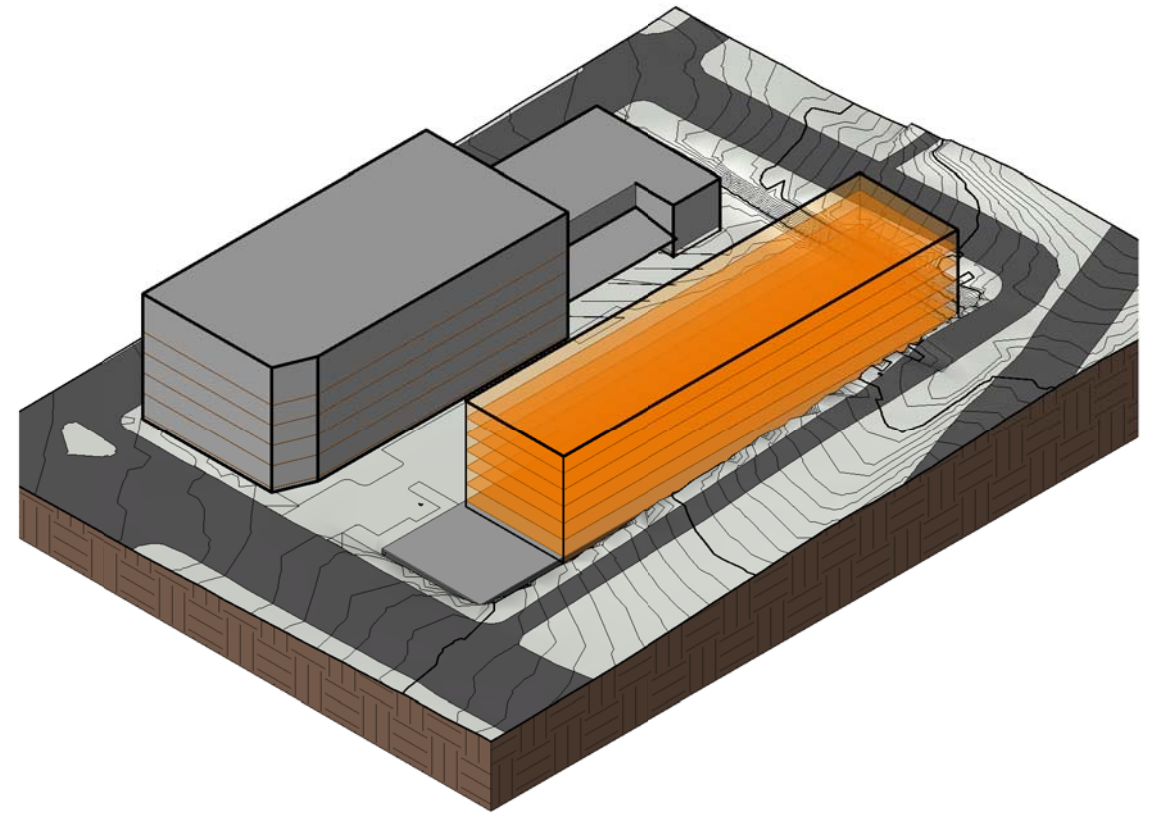
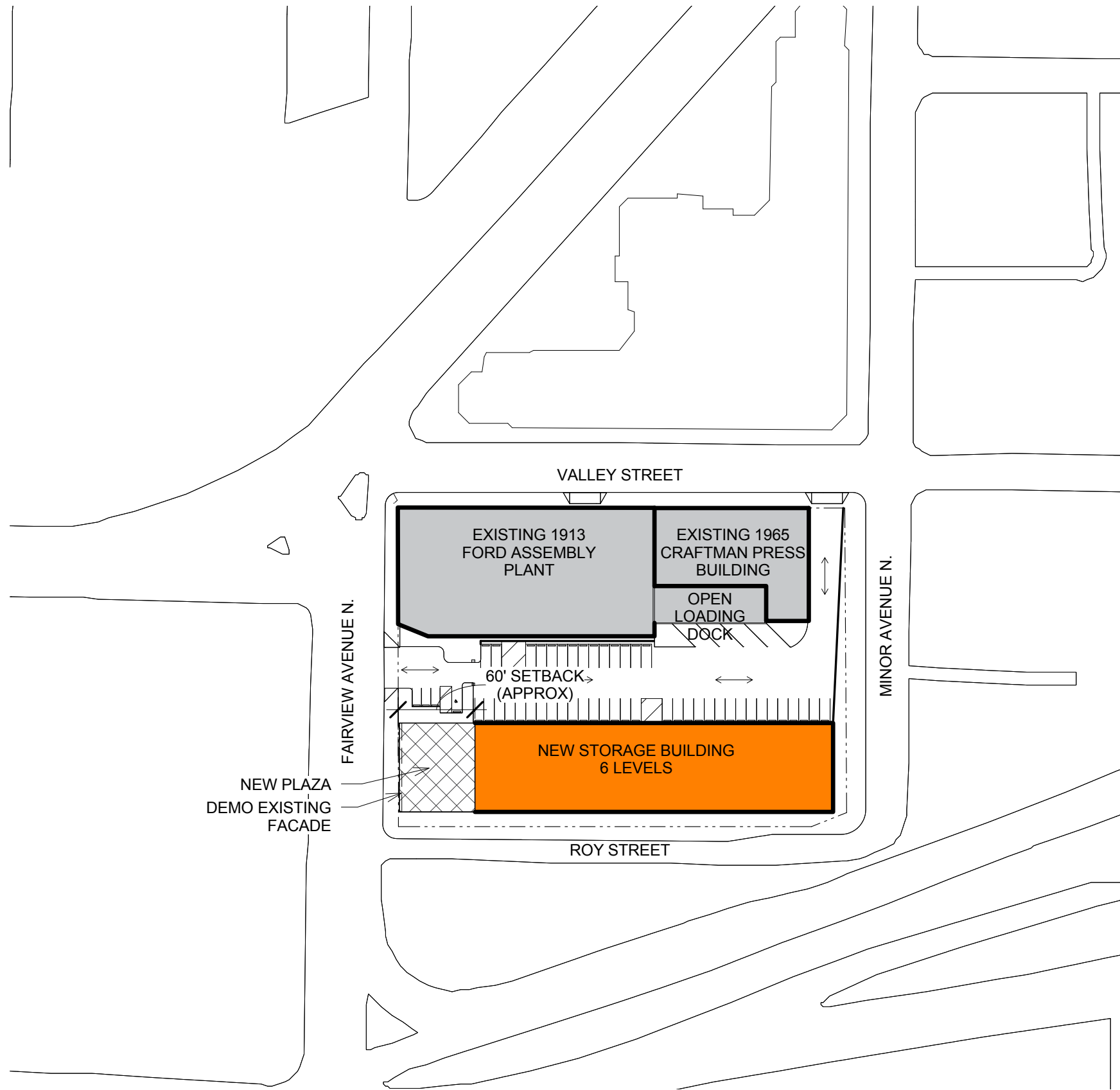


West Elevation



Architectural Concepts

Massing Option B - 20' Setback - Elevations



Architectural Concepts

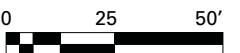
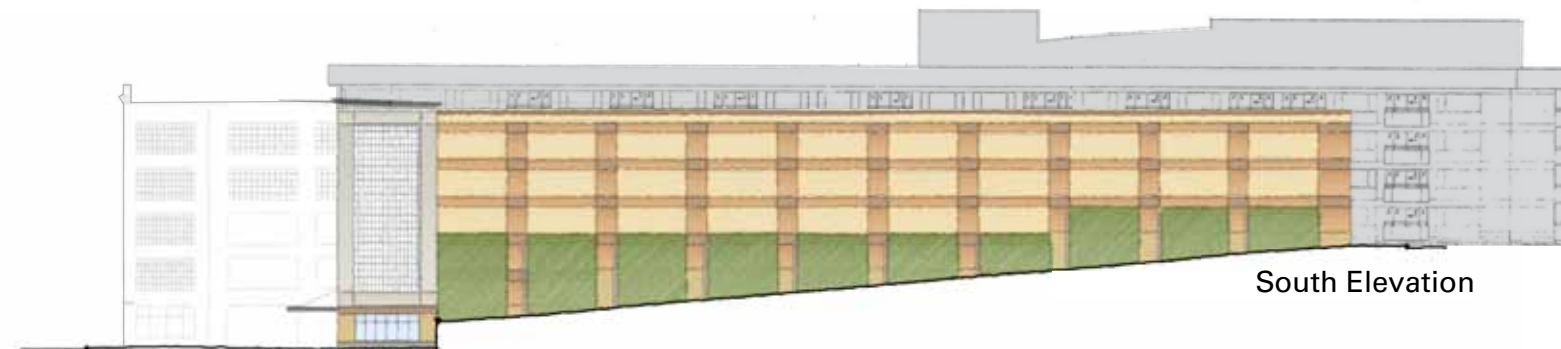
Massing Option C - 60' Setback

Pros

1. Sets back entire building 60 feet from property line; creates a plaza or landscaped area on Fairview Avenue.
2. Significantly opens view to Ford Assembly Plant Building from the south.
3. Places historic emphasis on Ford Assembly Plant Building since other historic remnant removed.
4. Complies with zoning code

Cons

1. Demolishes all of one story building; does not maintain historic façade of the Fuller Paint Building. This may not be acceptable to Seattle Landmarks Preservation Board.
2. Create a plaza on Fairview Avenue that has no apparent purpose. Corner is noisy and not easily accessed by pedestrians, so use would be negligible.
3. To maintain building area, building height is increased from 5 stories to 6 stories, creating a taller blank wall along Roy Street.



Architectural Concepts

Massing Option C - 60' Setback - Elevations