

EARLY DESIGN GUIDANCE - 550 BROADWAY AVENUE



5 5 0 B r o a d w a y A v e n u e | S e a t t l e , W a s h i n g t o n

550 BROADWAY LLC | ANKROM MOISAN ASSOCIATED ARCHITECTS

DPD Project No.: 3012198
June 6, 2011

PROJECT TEAM

Owner/Applicant:
550 Broadway LLC
Contact: George Webb
9001 Lake City Way NE
Seattle, WA 98115
206.289.0302
george@thestratfordcompany.com

Architect:
Ankrom Moisan Associated Architects
Contact: Michael Willis
117 South Main Street, Suite 400
Seattle, WA 98104
206.576.1626
michaelw@amaa.com

Civil & Landscape:
Core
Contact: Kevin Vanderzanden
14711 NE 29th Place, Suite 101
Bellevue, WA 98007
425.885.7877
kjb@coredesign.com

PROJECT GOALS

1 CREATE ATTAINABLE HOUSING

Use the central location to draw the target residents, such as young medical professionals or Seattle University law students.



2 ATTRACT SERVICES TO BROADWAY

The retail/office and live/work spaces offer opportunities for small businesses to be fostered and developed in an area currently lacking services.

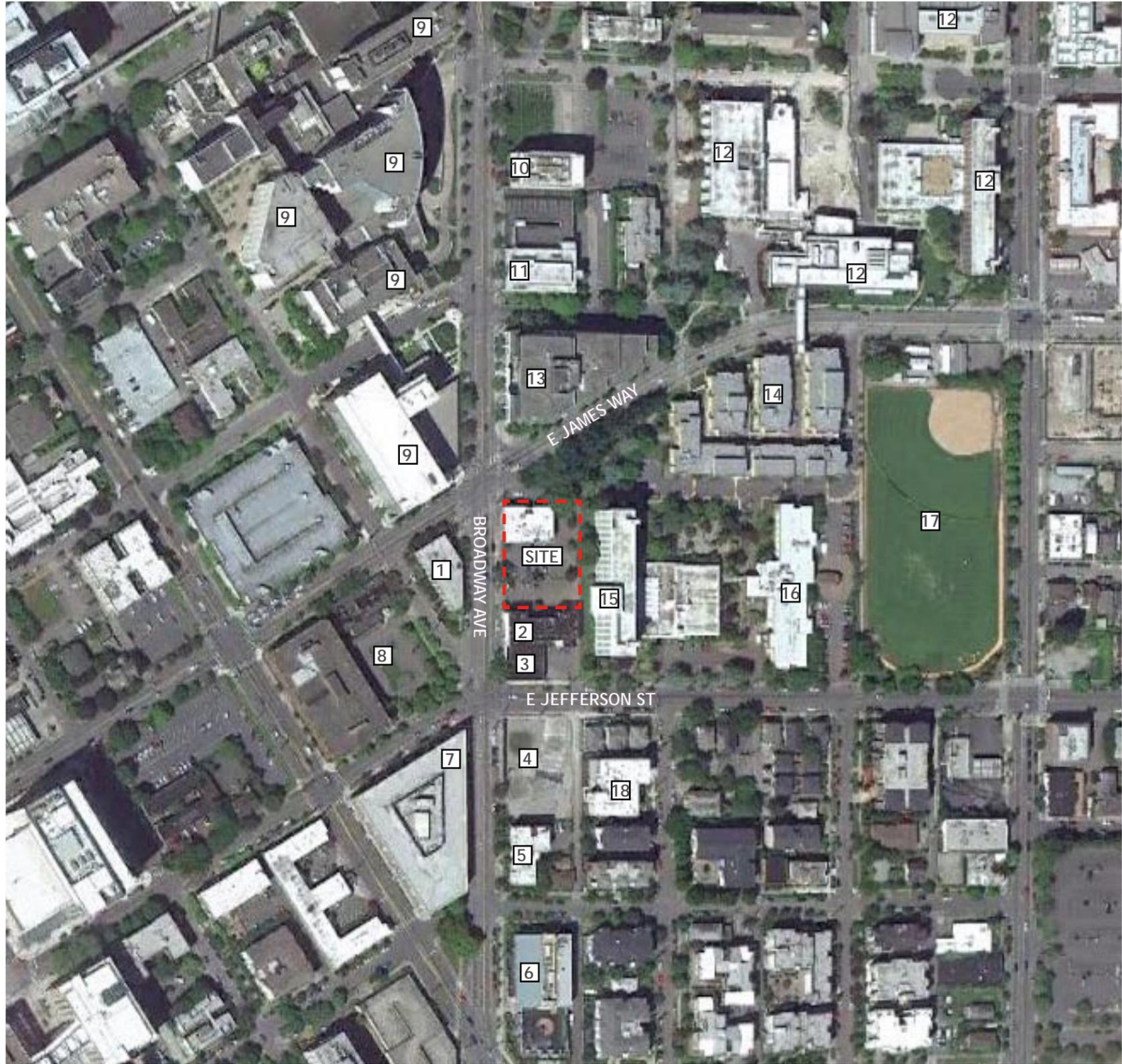


3 URBAN INFILL

Begin to close the gap on Broadway Avenue with urban housing that complements the neighborhood.



CONTEXT & ARCHITECTURE



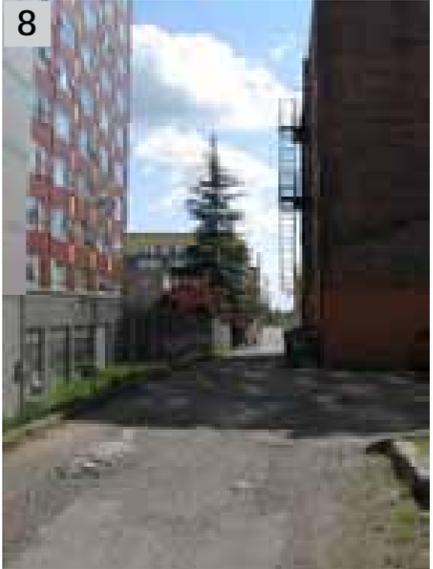
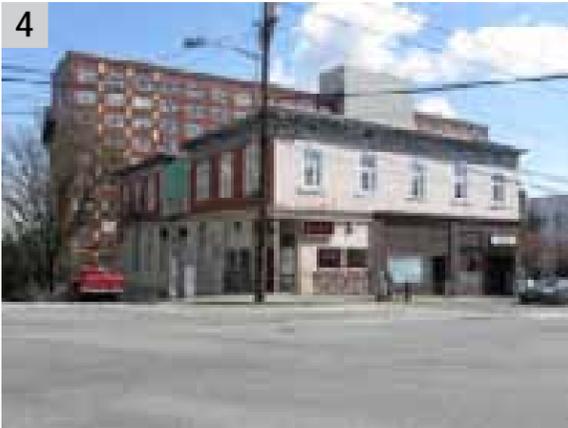
- 1 BROADWAY APARTMENTS
- 2 OUR LADY OF MT. CARMEL
- 3 IMPERIAL GROCERY
- 4 BROADWAY & JEFFERSON SITE
- 5 CAL ANDERSON HOUSE
- 6 CHILDAHVEN CRISIS NURSERY
- 7 UW PATRICIA STEEL BUILDING
- 8 MINOR & JAMES MEDICAL CENTER
- 9 SWEDISH MEDICAL CENTER
- 10 PAC NW DIABETES RESEARCH INSTITUTE
- 11 NW KIDNEY CENTER
- 12 SEATTLE UNIVERSITY
- 13 SEATTLE VEIN CLINIC & PLASTIC SURGERY CLINIC
- 14 ARCHBISHOP MURPHY APARTMENTS
- 15 CAMPION RESIDENCE HALL
- 16 TEILHARD DE CHARDIN HALL
- 17 SU PLAY FIELDS
- 18 DESC EVANS HOUSE

CONTEXT & ARCHITECTURE

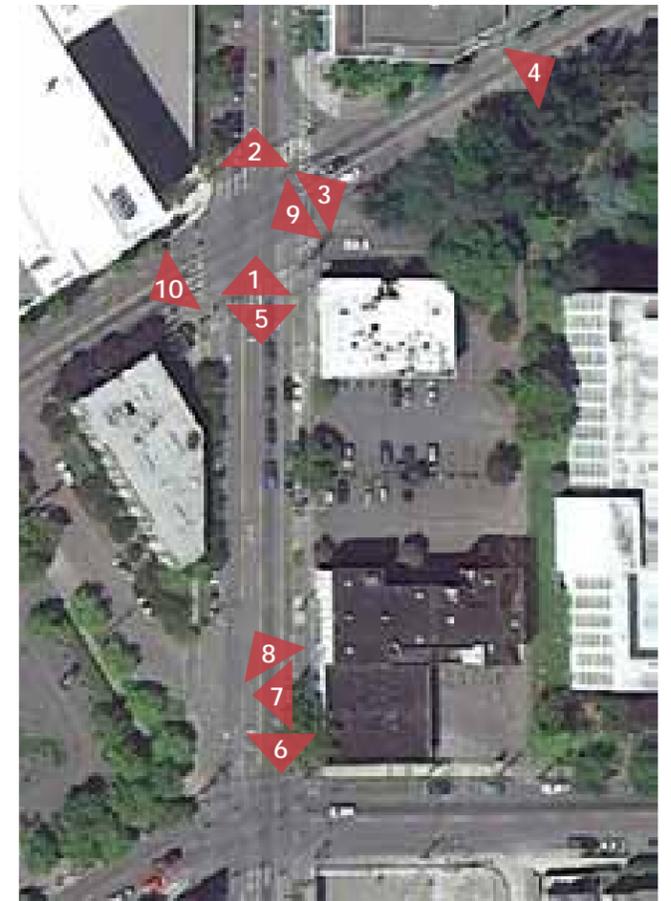


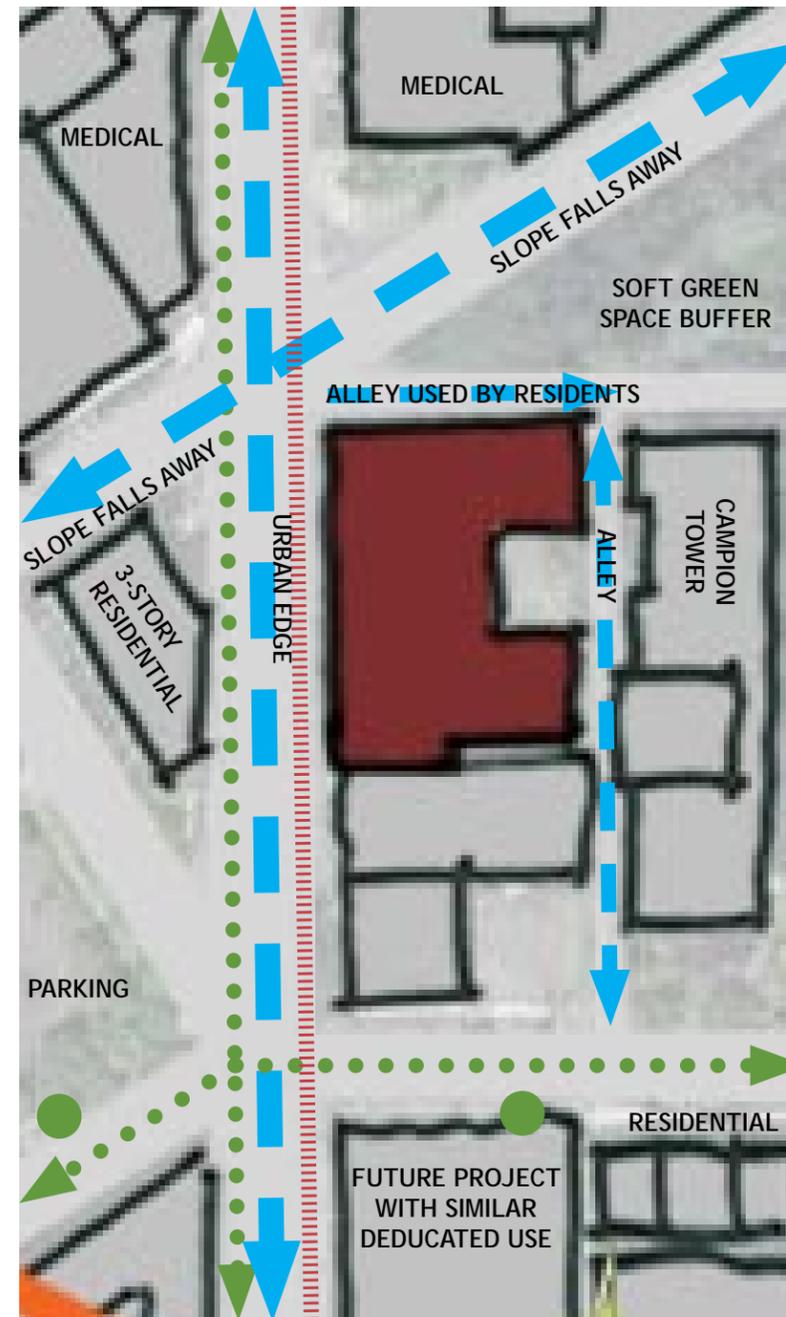
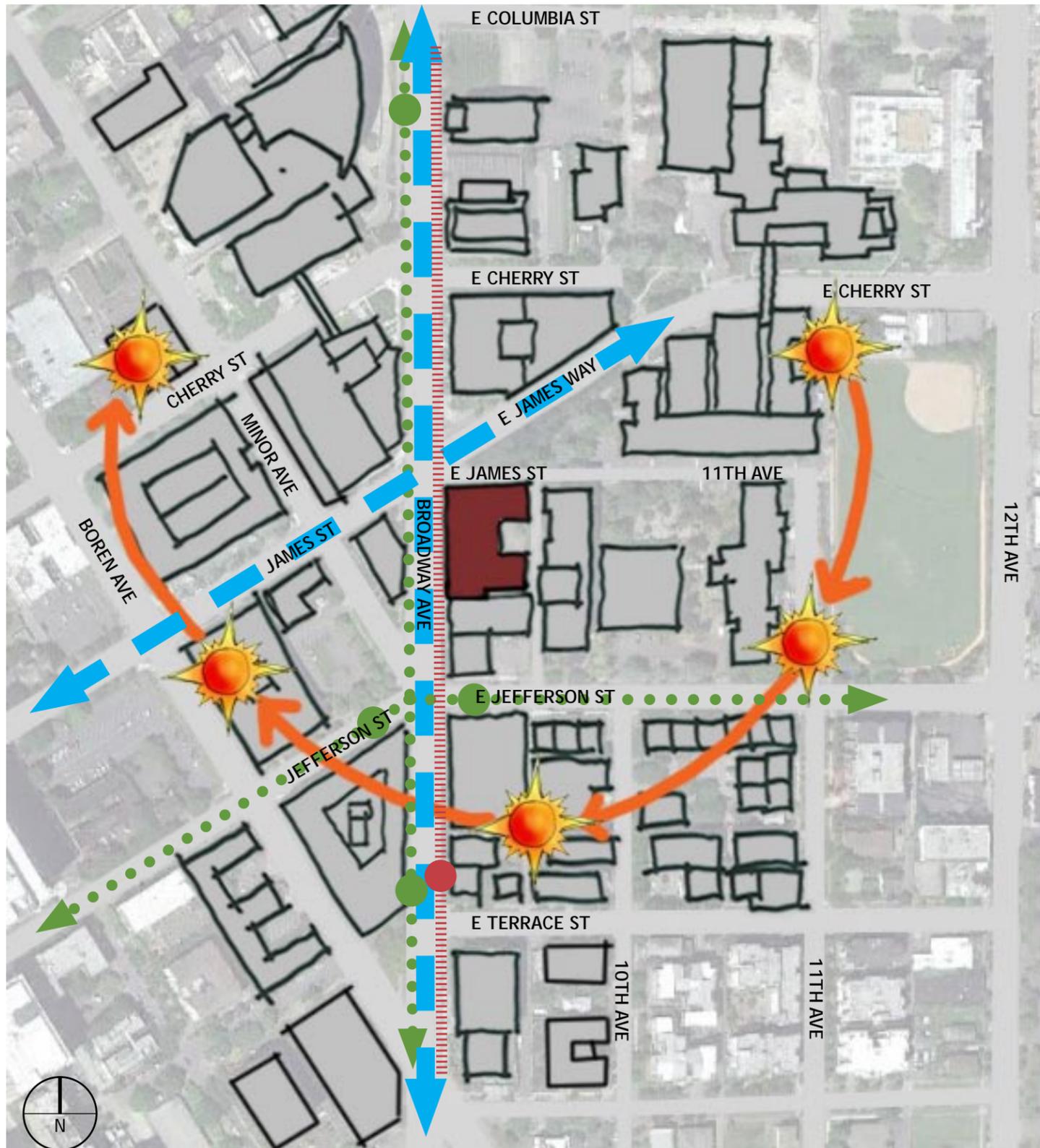
- Architectural Observations
- No strong historical influence
 - Commercial/institutional buildings dominate the street development
 - Wide variation in massing along the street

SITE IMAGES



VIEWS FROM SITE & CONTEXT





SITE ANALYSIS

Broadway Avenue

- Major arterial street
- High Visibility
- Minimal grade change, easily walkable
- Residential neighborhood begins to the west / southwest
- Connects site to Capitol Hill

James Street / E James Way

- Unique ROW bifurcating Swedish & Seattle University
- Major arterial street
- High point of grade, falls away to east and west
- Connects site to Downtown / Pioneer Square

E James St & Alley

- Alley providing vehicular access to adjacent lots
- Best opportunity for access to parking garage

Solar Access

- Good solar access to west; partial access to east due to tower

Views

- View to the west of Puget Sound / Olympic Mountains on upper residential levels
- Limited view opportunities to south/south-west

Automotive



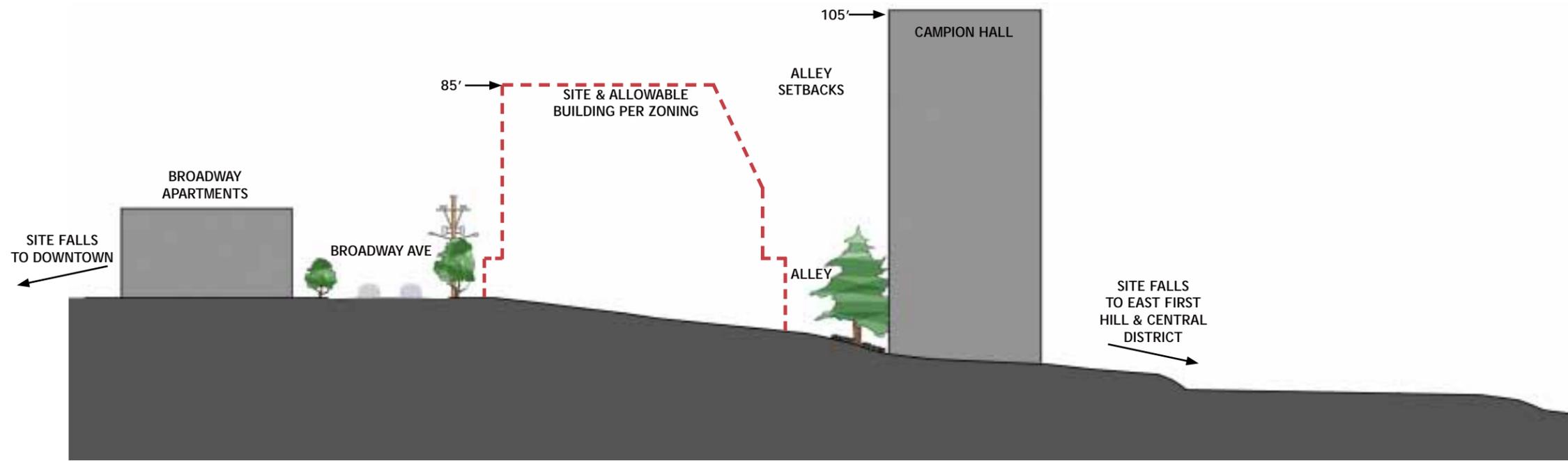
Bus Routes



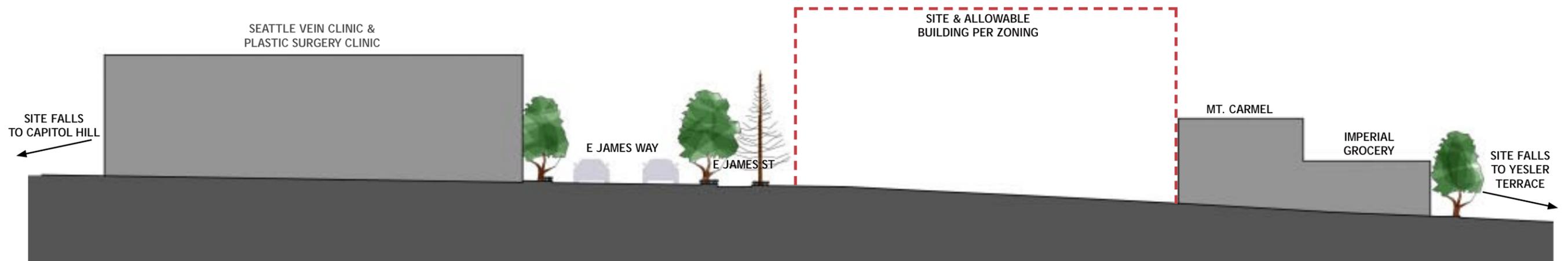
First Hill Streetcar



SITE SECTIONS



A: EAST-WEST SECTION



B: NORTH-SOUTH SECTION

- Approximately 129,600 GSF, 222 units
- Combined FAR = 6 (Maximum)
- Maximize site's development potential
- Build to 85' height limit
- Internal courtyard private to residents
- Minimal views and light at eastern units

Pros & Cons of Massing

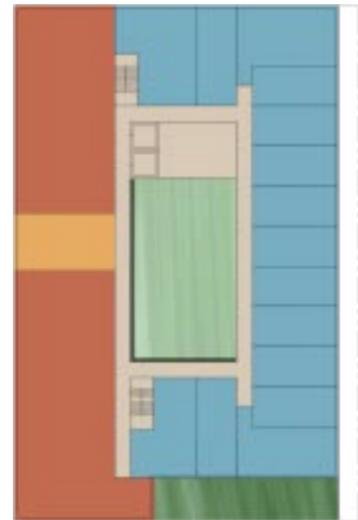
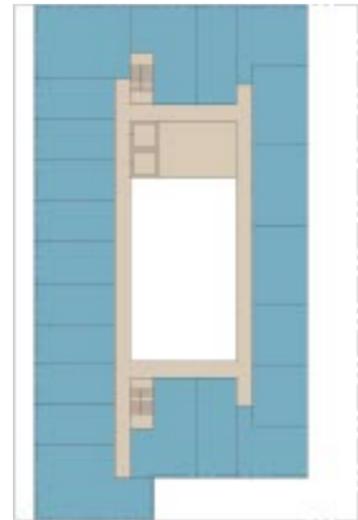
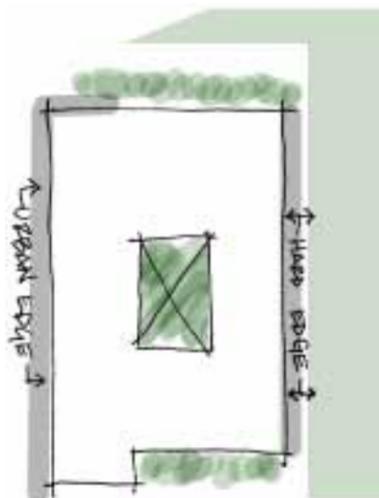
Pros

- Maximizes FAR
- Quiet & private courtyard
- Provides units facing west

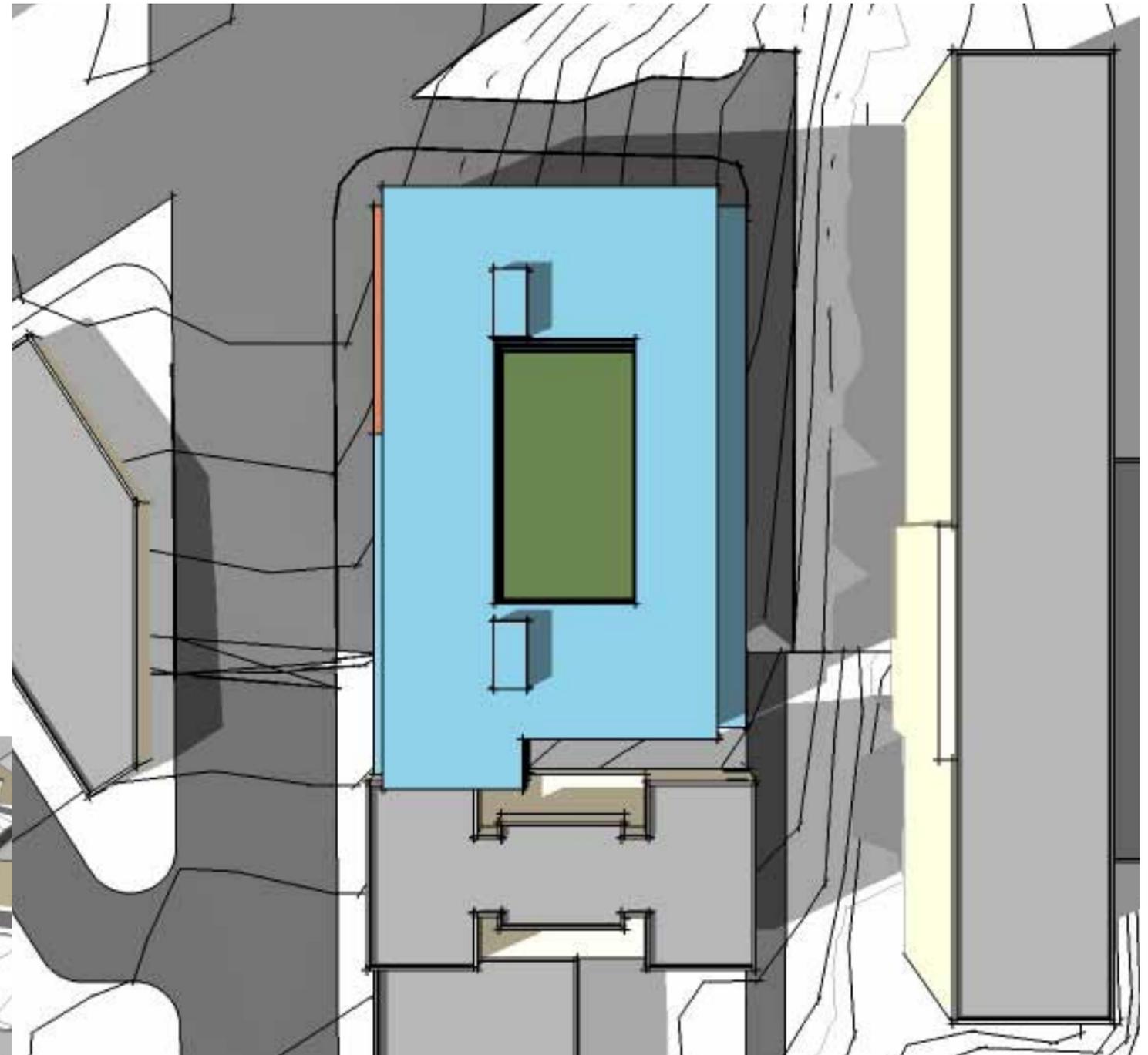
Cons

- Imposing undifferentiated mass with little articulation to maximize site potential
- Least light & air
- No connection of an open space to the neighborhood
- East facade has units in close proximity to adjacent tower
- 8 floors of Type I construction is not economically viable

PARTI



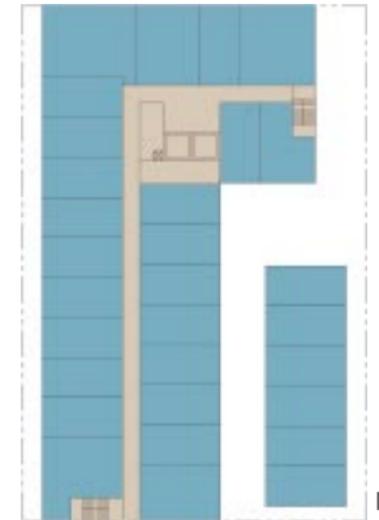
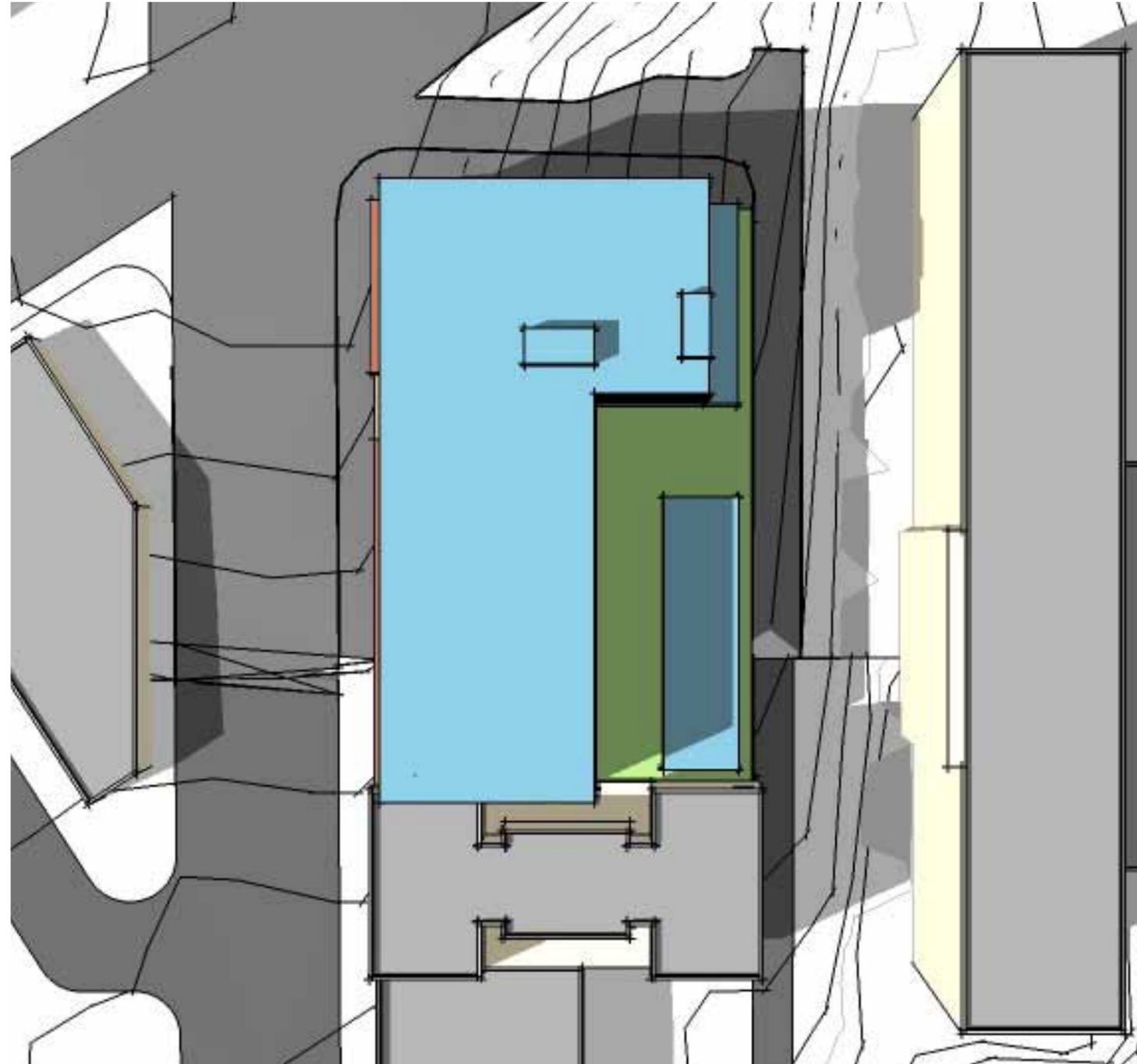
- Retail / Office
- Leasing / Entry
- Live / Work
- Units



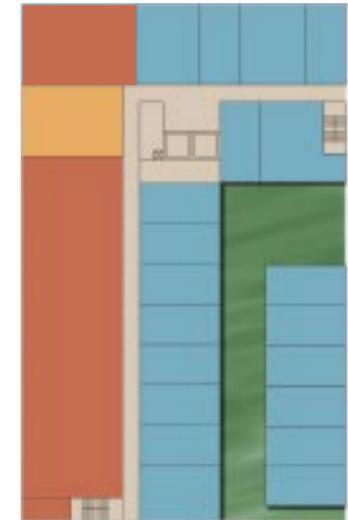
MASSING OPTION 1

MASSING OPTION 2

- Retail / Office
- Leasing / Entry
- Live / Work
- Units



L3



L1



- Approximately 111,900 GSF, 191 units
- Combined FAR = 5.4
- Build to 85' height limit
- Limits east units
- Building divided into two distinct masses with courtyard entry units
- Creates one elongated, winding courtyard both open to the south and east

Pros & Cons of Massing

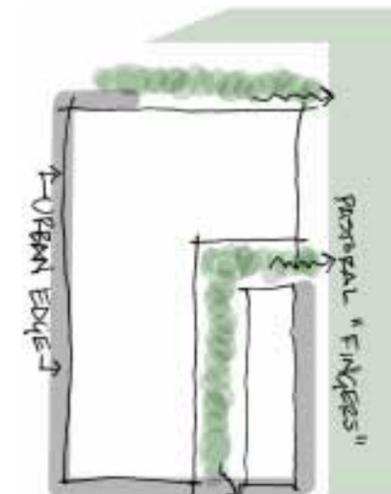
Pros

- Higher light exposure for courtyard/alley units
- More views for courtyard units
- Natural light in corridors from ends

Cons

- Heavy massing on Broadway & E James facades
- Less light/air for lower units in courtyard
- Less privacy for facing units on courtyard
- No alley access to raised courtyard
- Blank south facade of loft unit
- 8 floors of Type I construction is not economically viable

PART I



- Approximately 115,450 GSF, 198 units
- Combined FAR = 5.34
- Lower massing on ROWs
- Maximize courtyard which opens up to southern exposure
- Sidewalk access to raised courtyard
- Provides units facing west

Pros & Cons of Massing

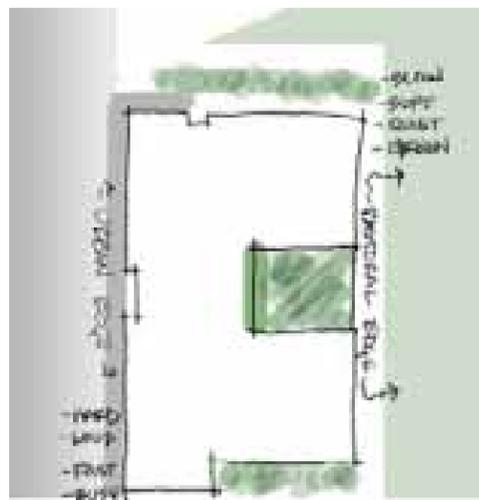
Pros

- Prominent retail along Broadway
- Lower massing appropriate in neighborhood
- Articulation of facade on ROW facades
- Defined residential entrance
- Maximum light, air, & privacy for all units
- All units accessed from conditioned corridors
- Good opportunity for direct entry units along E James St.
- Best potential for breaking up facade to create ground level open spaces
- On grade alley access to courtyard possible
- 7 floors of Type V over I construction is most economically viable

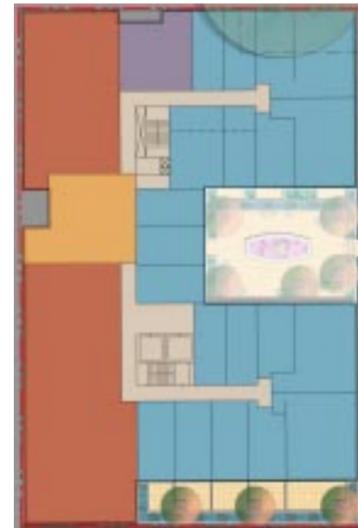
Cons

- East light into courtyard
- No natural light in corridors
- South units are 15' from property line

PARTI



L3



L1



- Retail / Office
- Leasing / Entry
- Live / Work
- Units

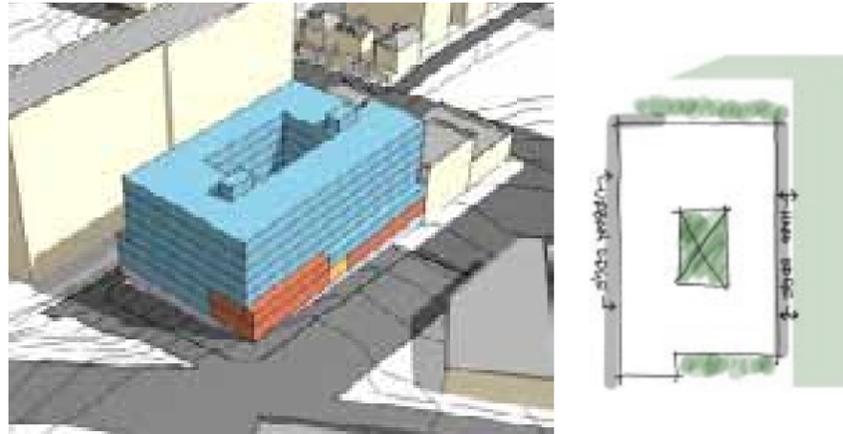
MASSING OPTION 3 (PREFERRED)



COMPARISON OF OPTIONS

- Retail / Office
- Leasing
- Live / Work
- Units

1



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Pros & Cons of Massing

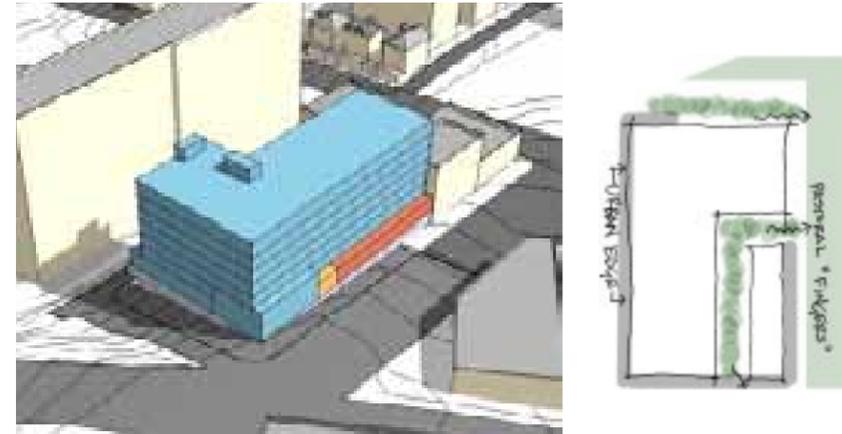
Pros

- Maximizes FAR
- Quiet & private courtyard
- Provides units facing west

Cons

- Imposing undifferentiated mass with little articulation to maximize site potential
- Least light & air
- No connection of an open space to the neighborhood
- East facade has units in close proximity to adjacent tower
- 8 floors of Type I construction is not economically viable

2



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- Combined FAR = 5.4
- Build to 85' height limit
- Limits east units
- Building divided into two distinct masses with courtyard entry units
- Creates one elongated, winding courtyard both open to the south and east

Pros & Cons of Massing

Pros

- Higher light exposure for courtyard/alley units
- More views for courtyard units
- Natural light in corridors from ends

Cons

- Heavy massing on Broadway & E James facades
- Less light/air for lower units in courtyard
- Less privacy for facing units on courtyard
- No alley access to raised courtyard
- Blank south facade of loft unit
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3 (PREFERRED)



- Approximately 115,450 GSF, 198 units
- Combined FAR = 5.34
- Lower massing on ROWs
- Maximize courtyard which opens up to southern exposure
- Sidewalk access to raised courtyard
- Provides units facing west

Pros & Cons of Massing

Pros

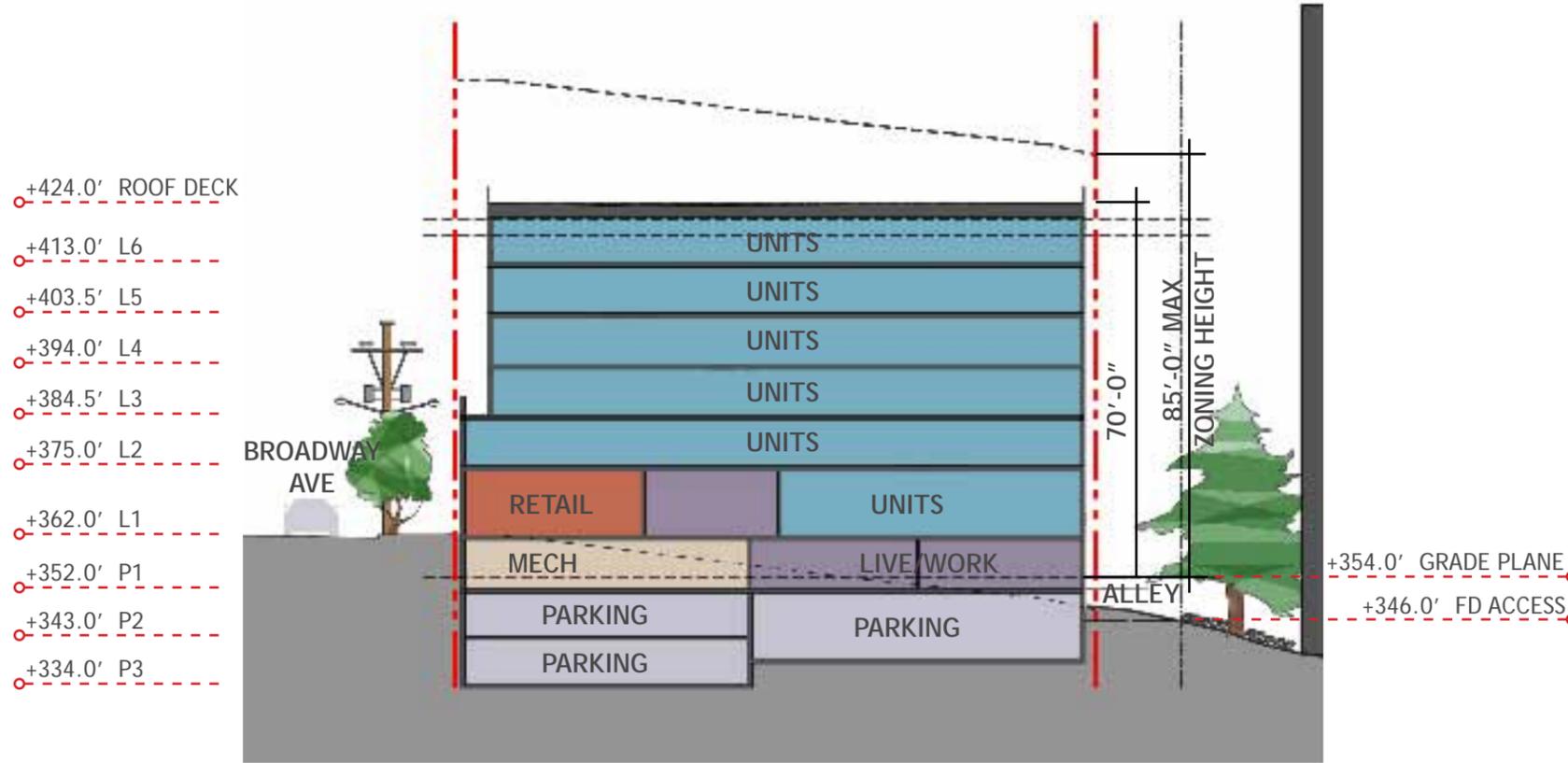
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- Lower massing appropriate in neighborhood
- Articulation of facade on ROW facades
- Defined residential entrance
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- All units accessed from conditioned corridors
- Good opportunity for direct entry units along E James St.
- Best potential for breaking up facade to create ground level open spaces
- On grade alley access to courtyard possible
- 7 floors of Type V over I construction is most economically viable

Cons

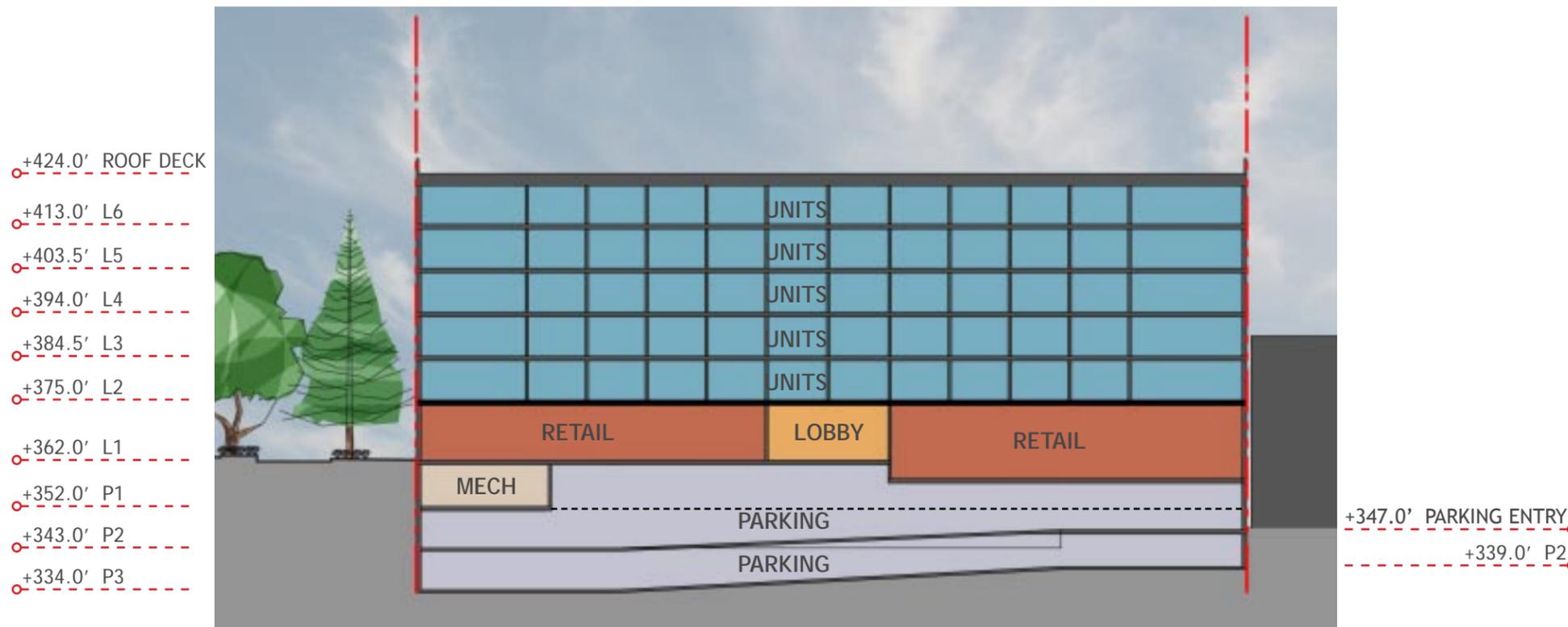
- East light into courtyard
- No natural light in corridors
- South units are 15' from property line

PROGRAM GOALS

- Approximately 198 residential units
- Approximately 5,362 sf of commercial area
 - No commercial loading required when under 16,000 sf
- Approximately 107 total parking stalls
 - 0.54 parking ratio



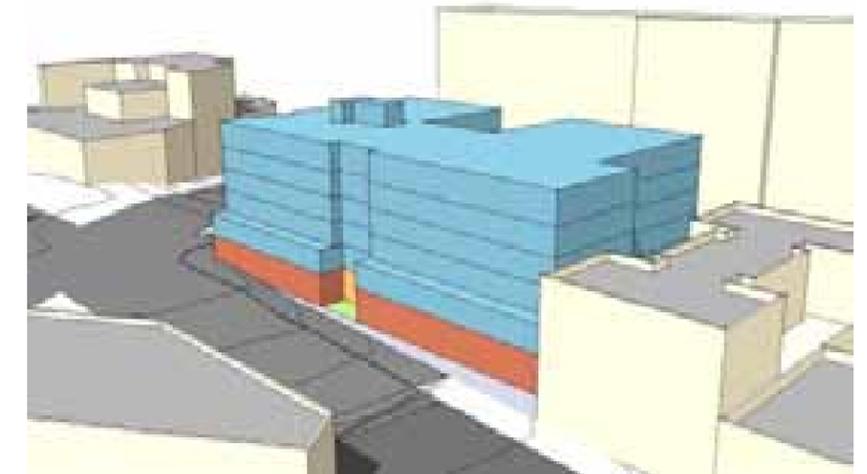
A: EAST-WEST SECTION



B: NORTH-SOUTH SECTION

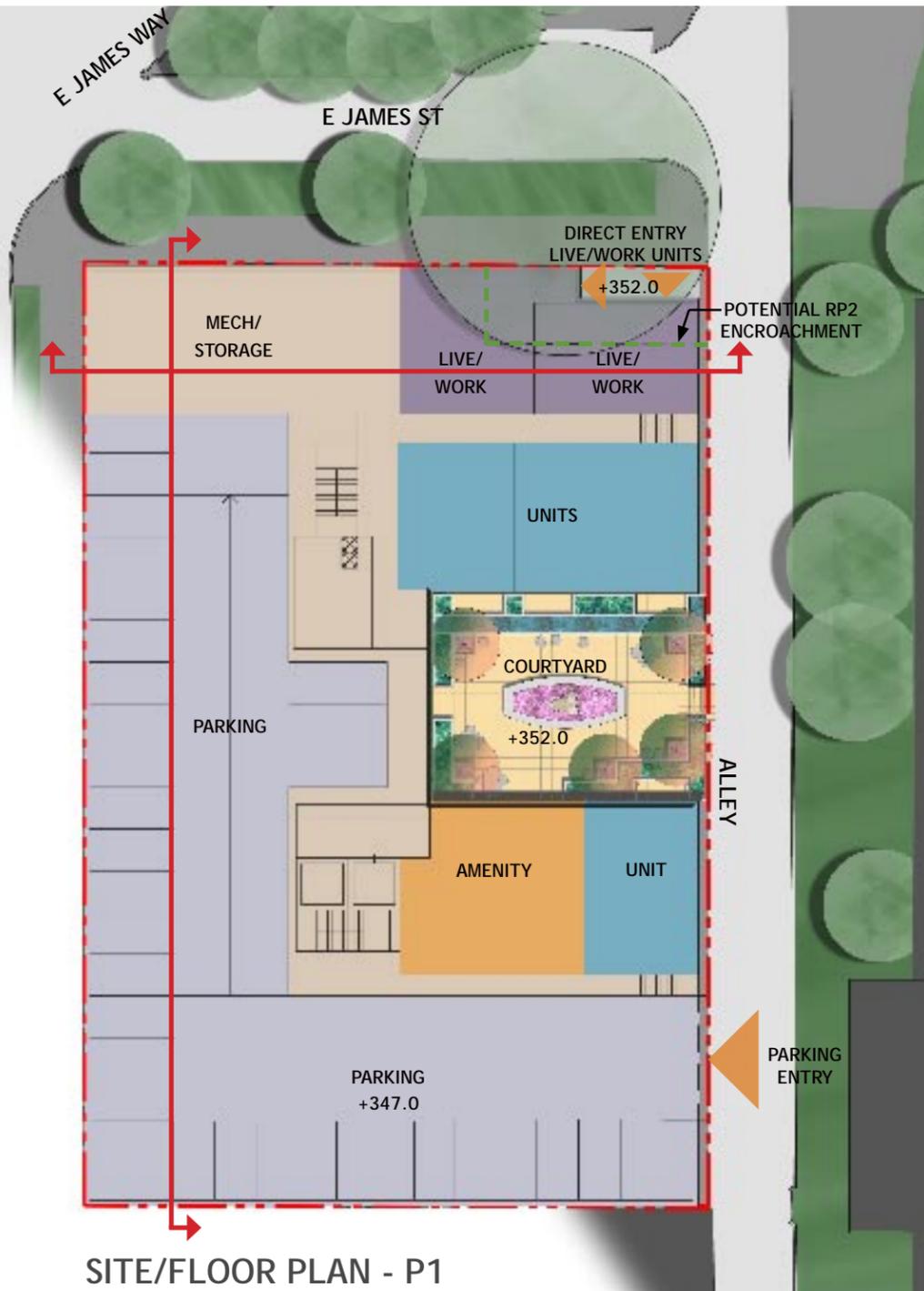


BROADWAY AXONOMETRICS

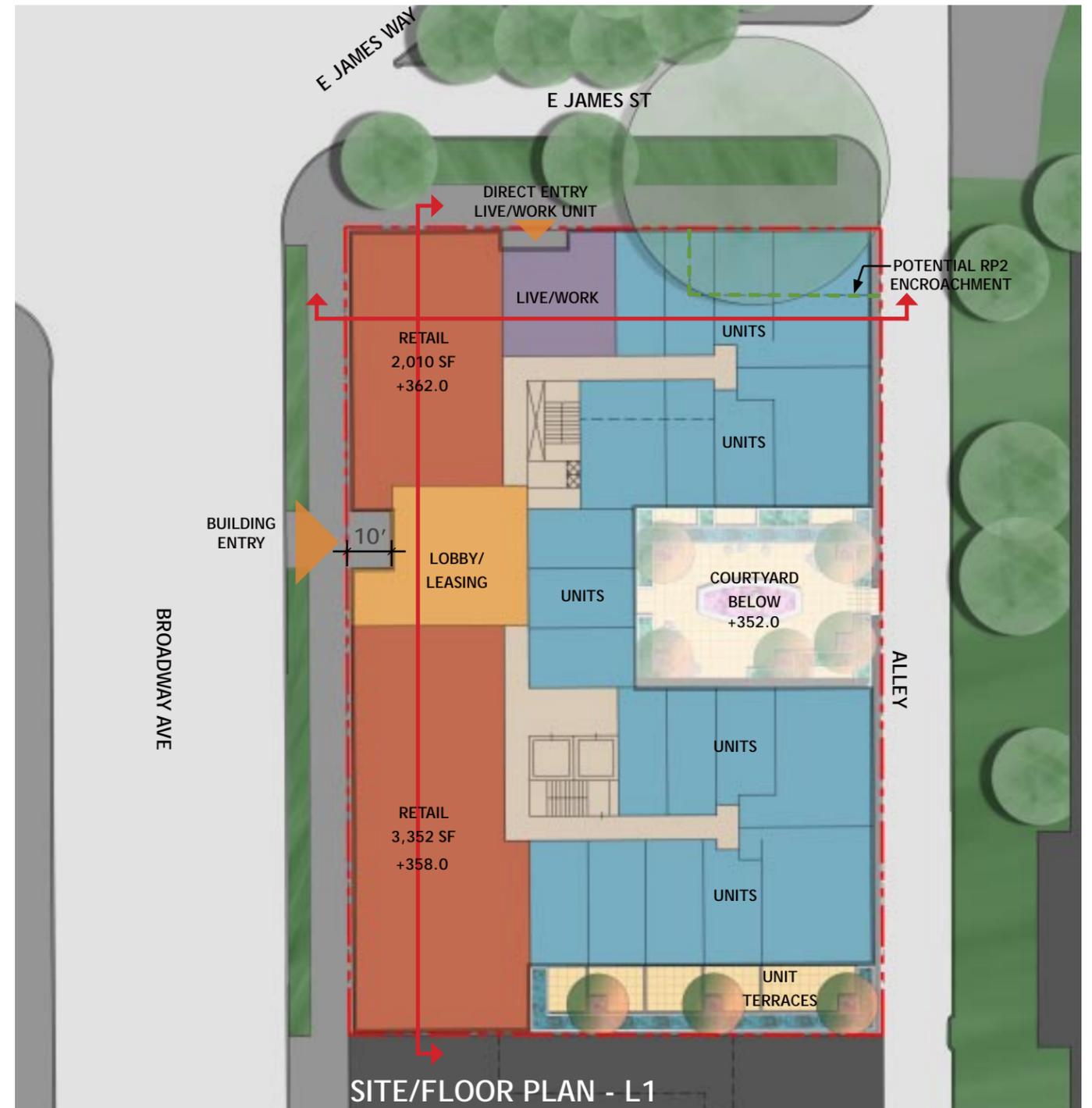


SITE PLANS

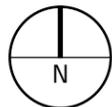
- 5,362 GSF of retail
- Main resident lobby on Broadway Ave
- Direct entry Live/Work units along E James St
- Resident amenities accessible from sidewalk and internally
- Efficient parking layout
- Retail concentrated on busiest corner & ROW
- Residential courtyard accessed internally & at grade from alley



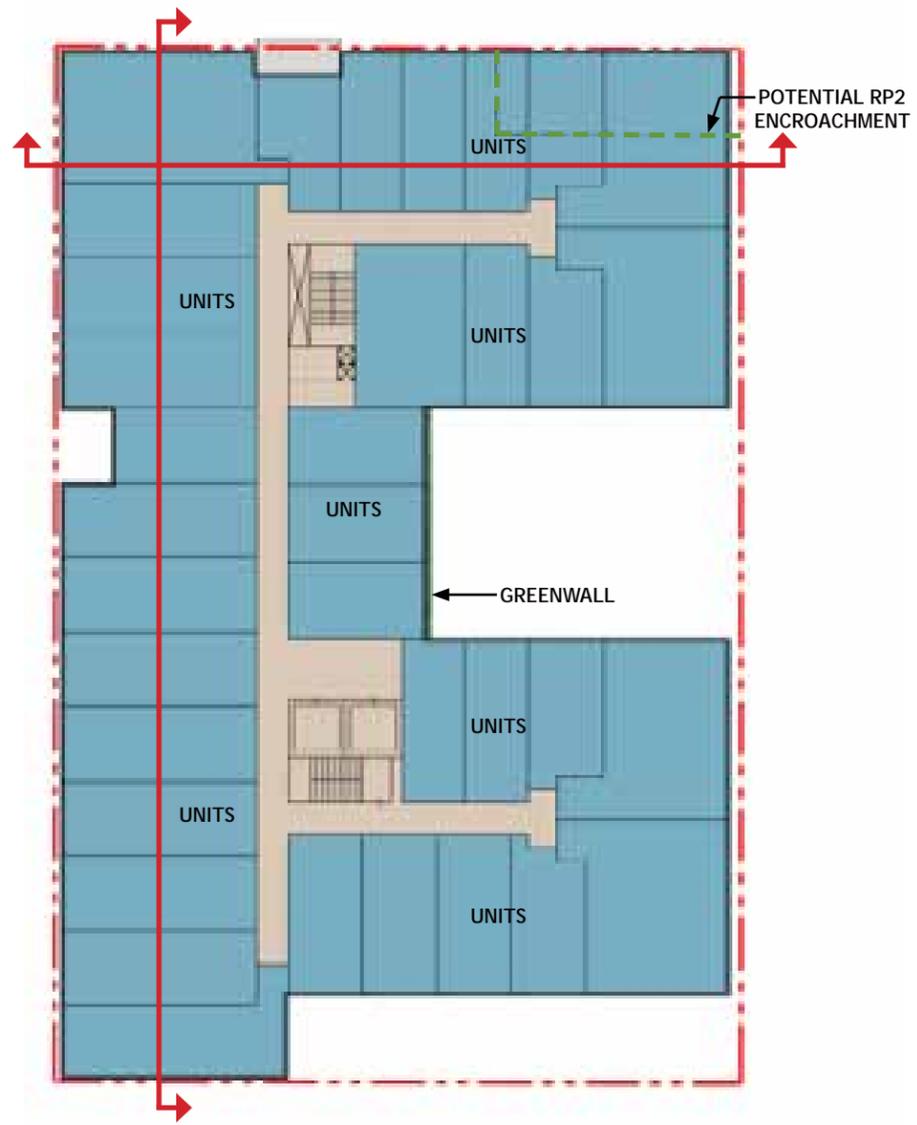
SITE/FLOOR PLAN - P1



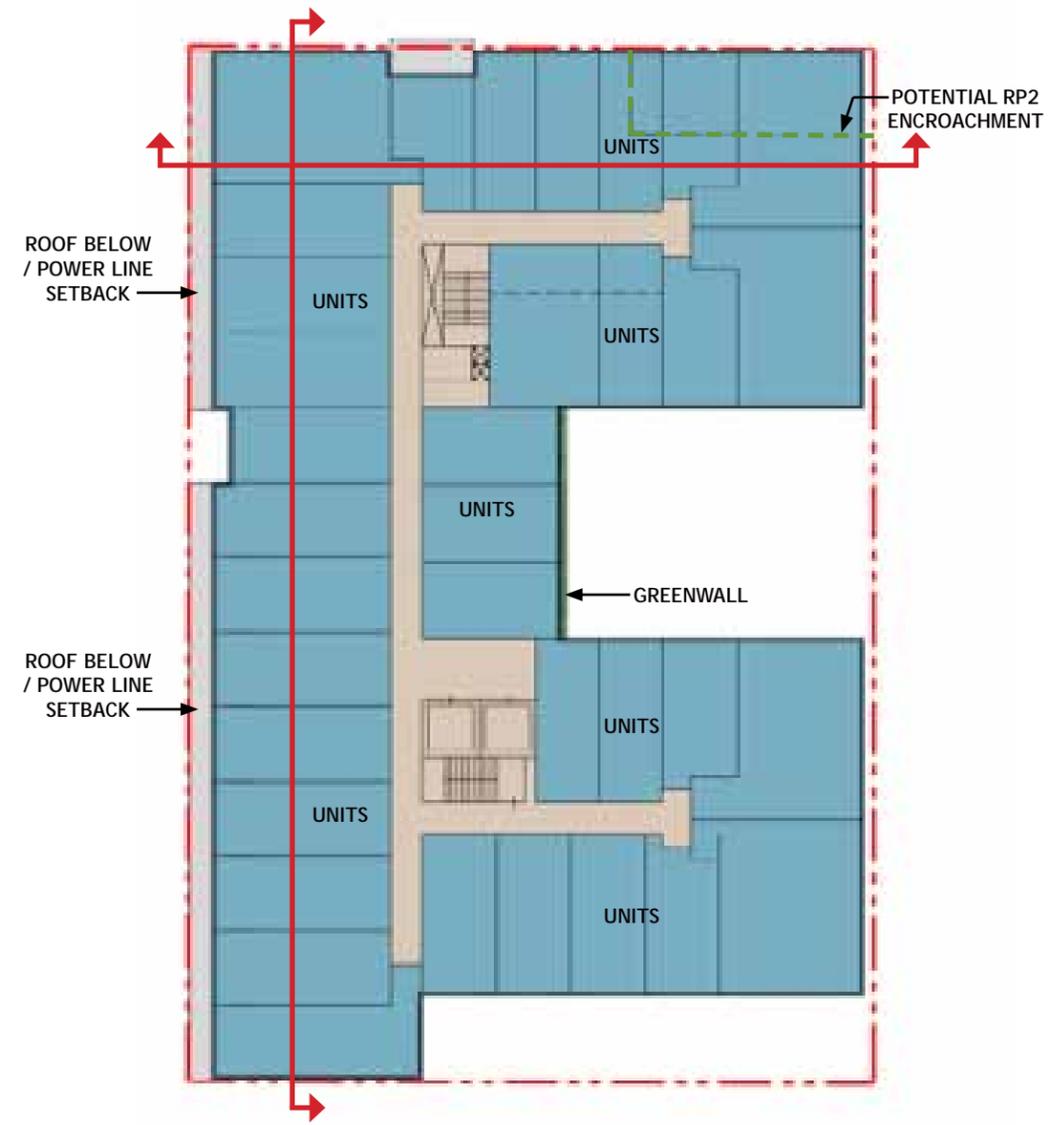
SITE/FLOOR PLAN - L1



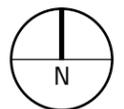
FLOOR PLANS



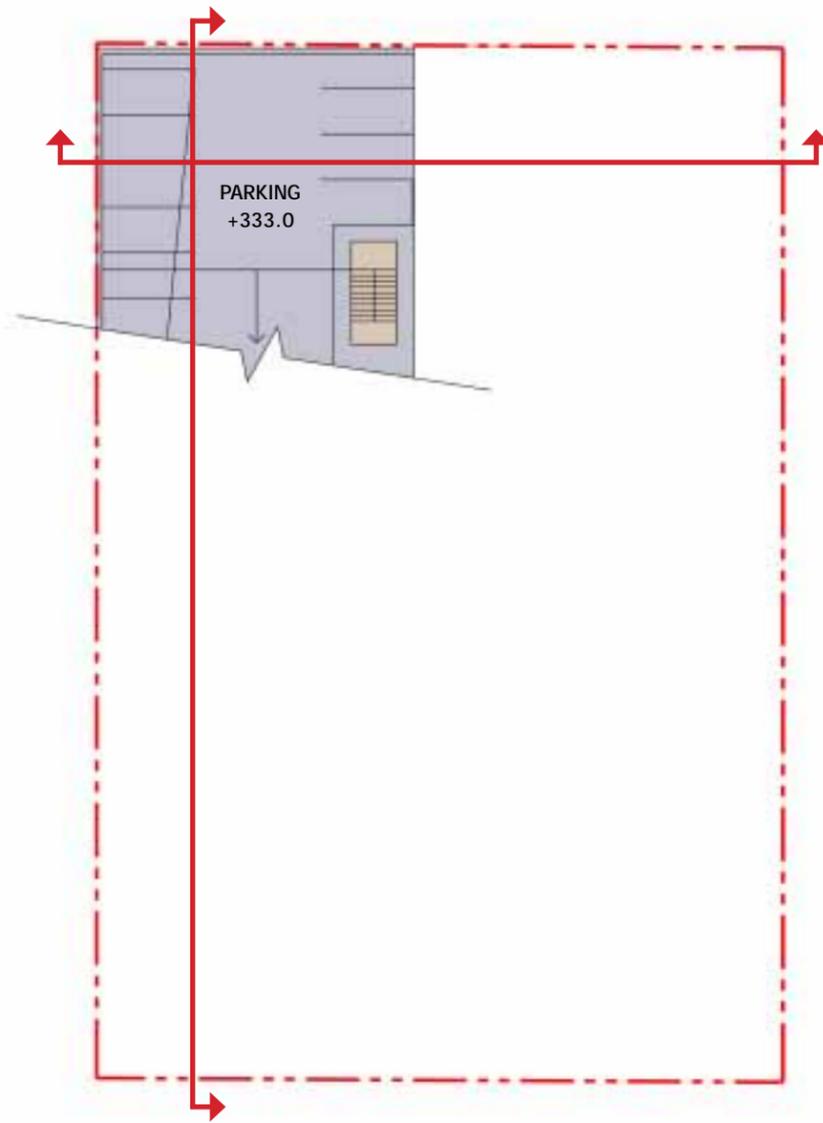
FLOOR PLAN - L2



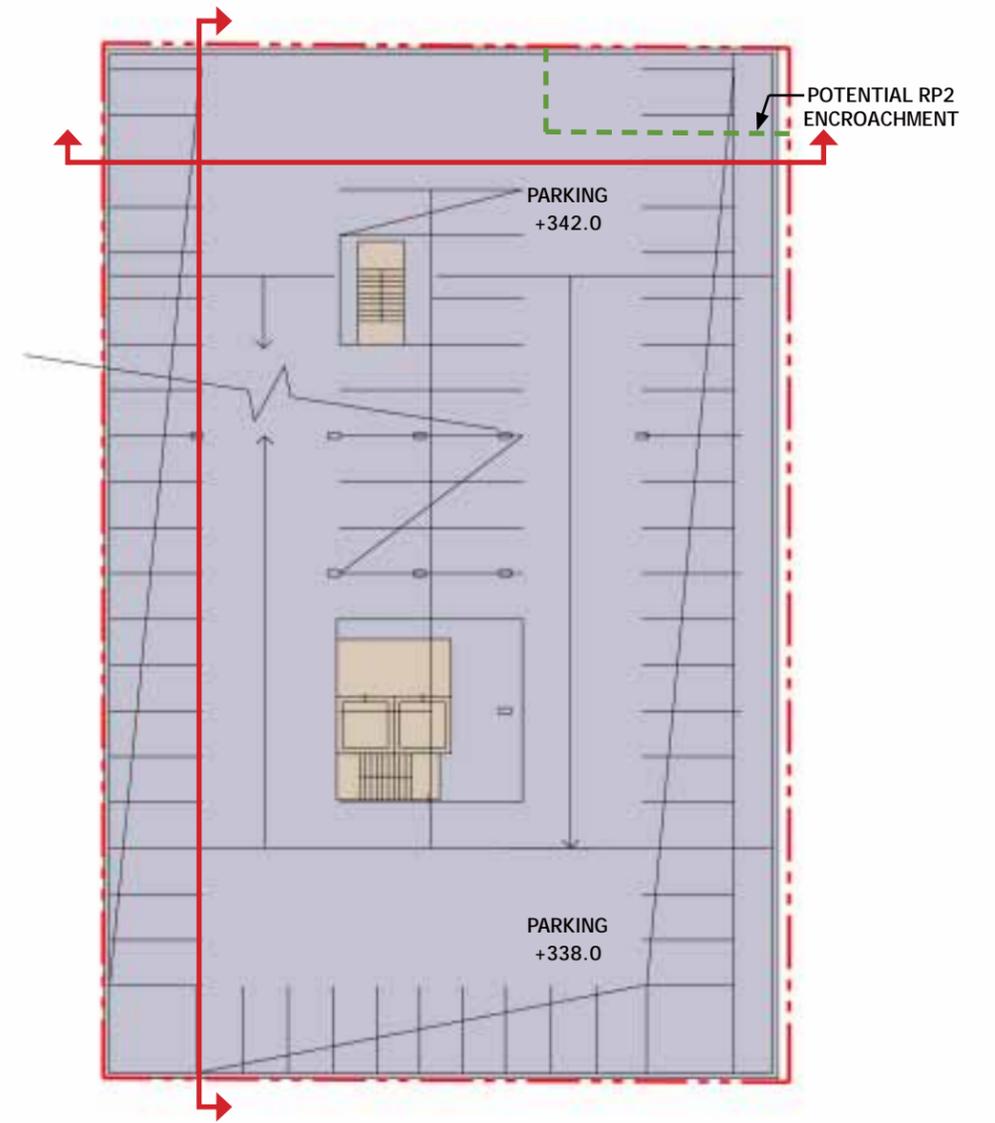
FLOOR PLAN - L3 (TYPICAL)



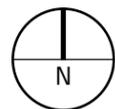
PARKING PLANS



PARKING PLAN - P3



PARKING PLAN - P2



POTENTIAL DEPARTURE

SMC 23.47A.014.B.3

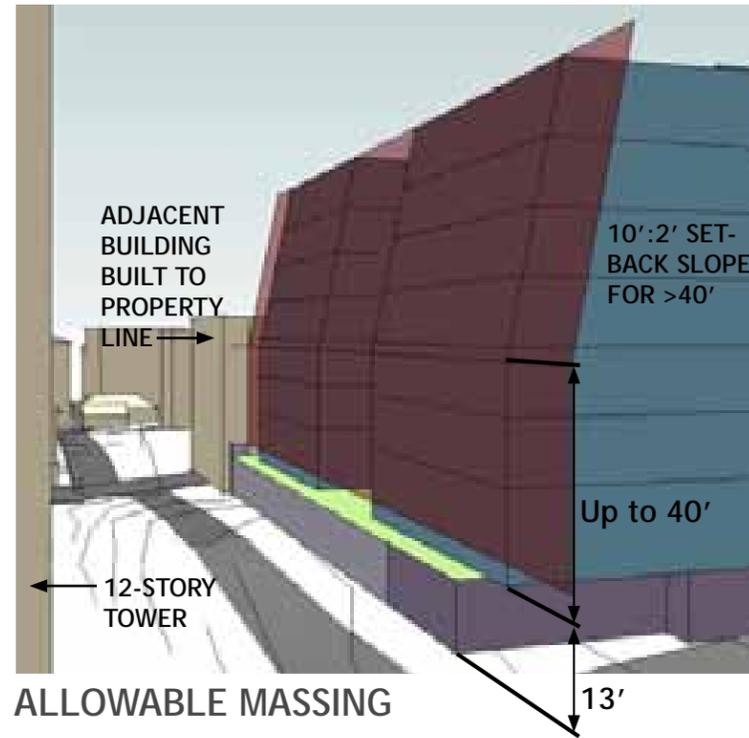
For a structure containing a residential use, a setback is required along any rear lot line that...is across an alley from a lot in a residential zone as follows: 15' for portions of structure 13' in height to a max of 40'. And then, additional setback at the rate of 2' for every 10' of height exceeding 40'. One half of the width of the unimproved alley may be counted as part of the required setback.

Proposal:

Allow the new building to encroach on the setback. The spirit of the zoning ordinance is for the protection of sun exposure on residential zones. The tower adjacent to the site is not the formal type the zoning is intended to protect. The adjacent building casts the entire site in shadow, where the new building would cast small shadows on only the lowest floors of Campion Hall.

Justification

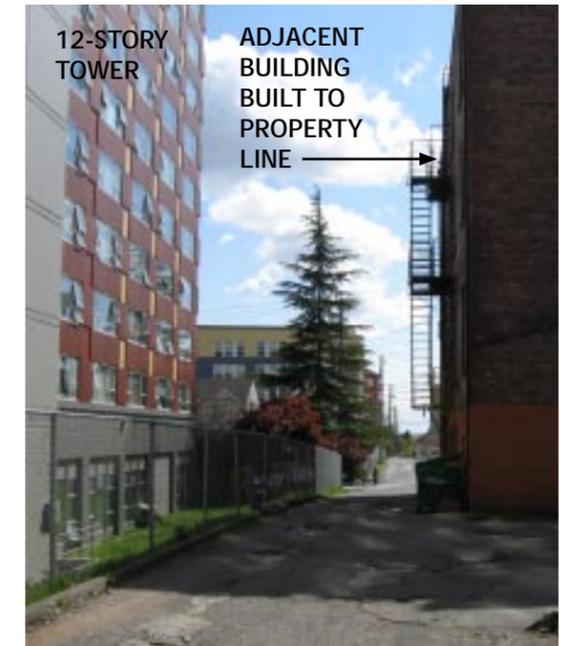
- Existing building to south is built against property line with no setbacks
- Building to the east is a 12-story student residence hall, but zoning intention was for preserving lower built residential lots
- Structural efficiency is achieved in wood construction with stacking residential units
- Allows for better residential units at all levels
- Building is already pushed east 7' due to power line clearance requirement, and this helps to maintain developable area of property
- The effect on perceived height and shadows is minimal
- Refer to Response to Design Guidelines Section C-3 and Shadow Studies for further justification



ALLOWABLE MASSING



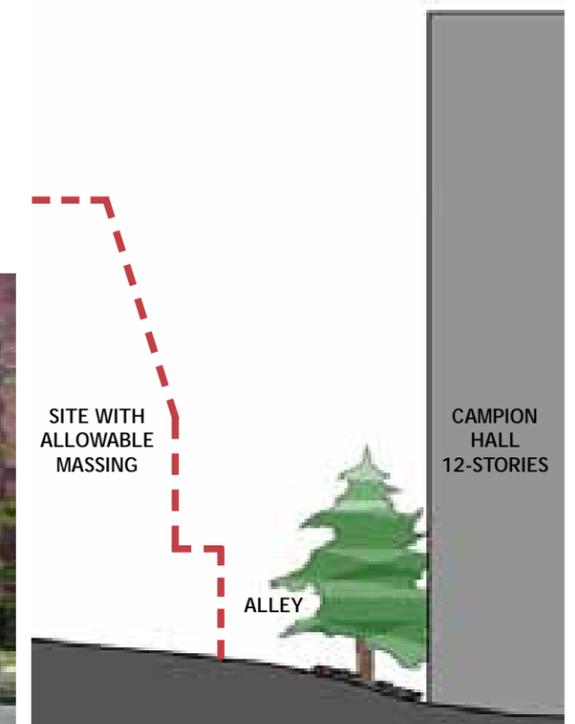
PROPOSED MASSING



ALLEY IMAGE - AFTERNOON



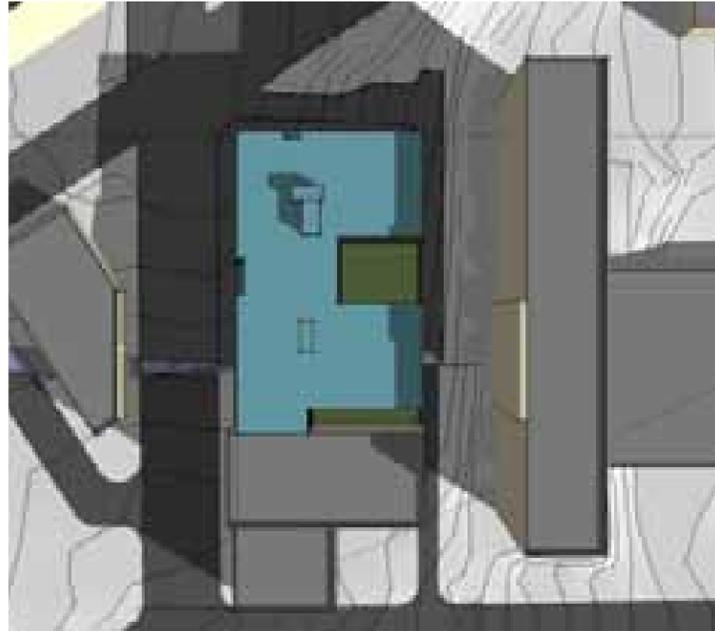
ADDITIONAL ALLEY IMAGES - MORNING



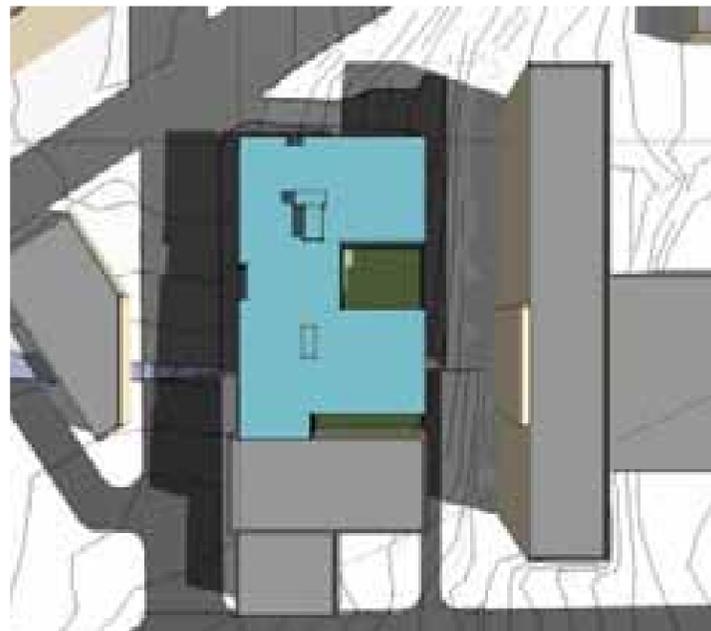
PARTIAL SITE SECTION

SHADOW STUDIES - PROPOSED SCHEME

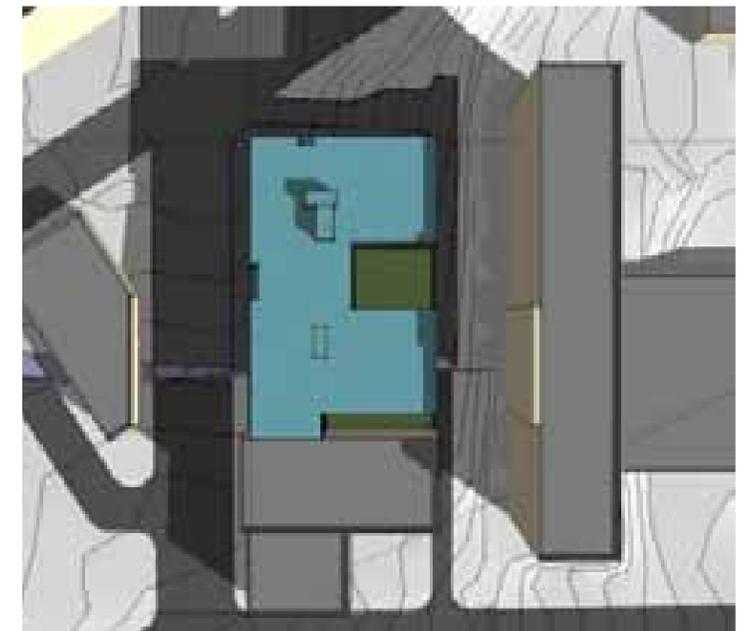
MARCH 21ST - 9AM



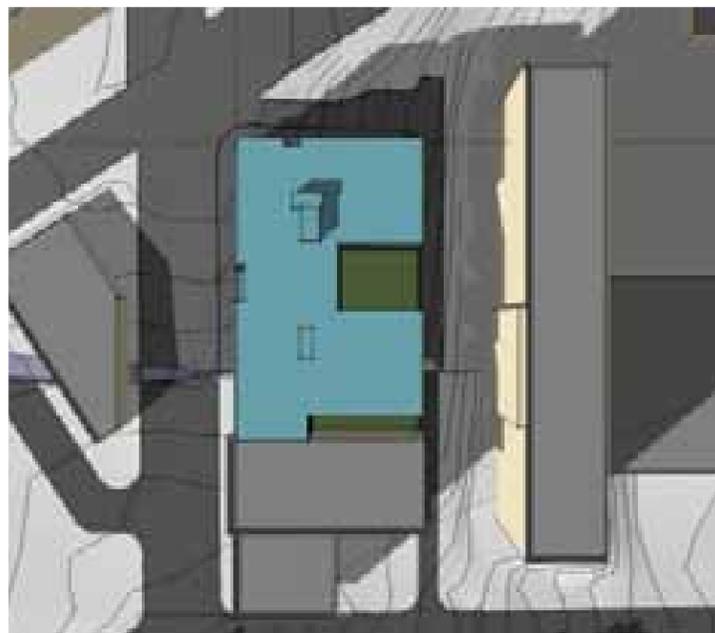
JUNE 21ST - 9AM



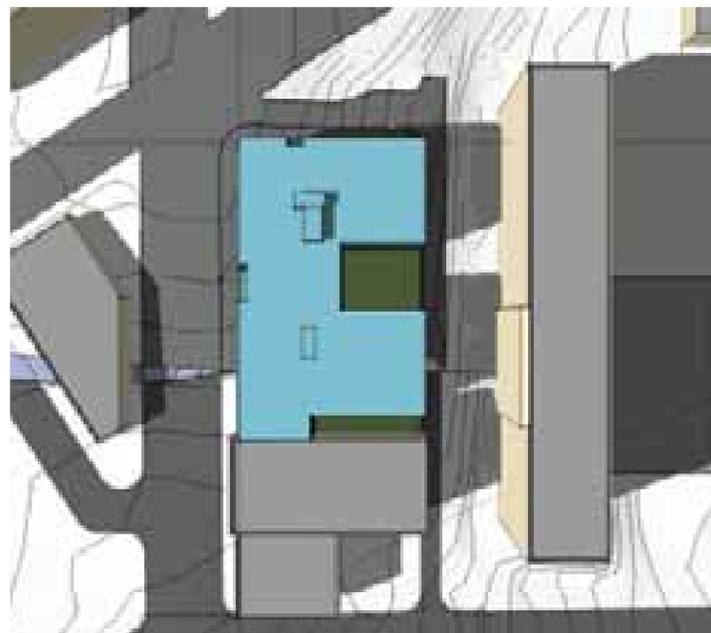
SEPTEMBER 21ST - 9AM



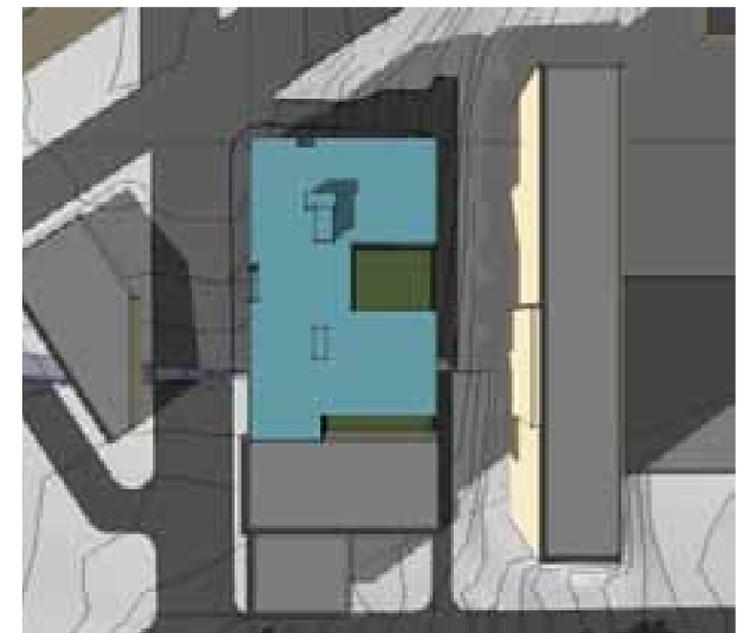
MARCH 21ST - 3PM



JUNE 21ST - 3PM

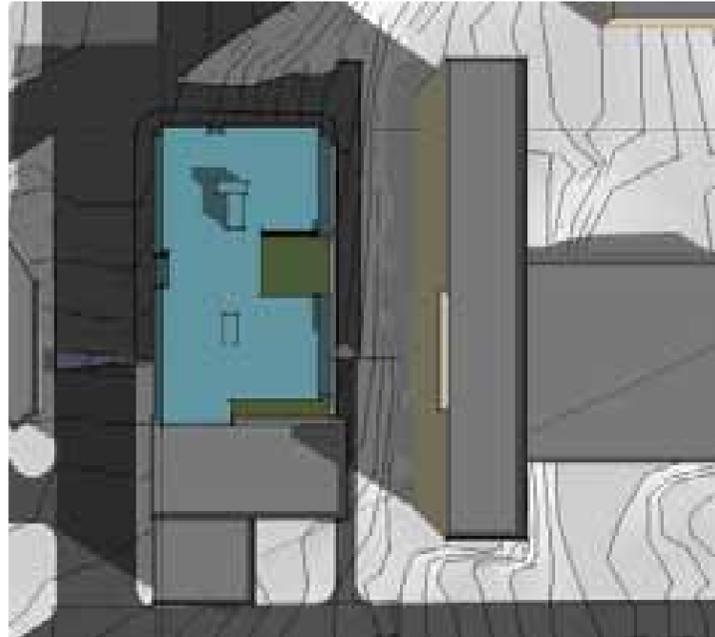


SEPTEMBER 21ST - 3PM

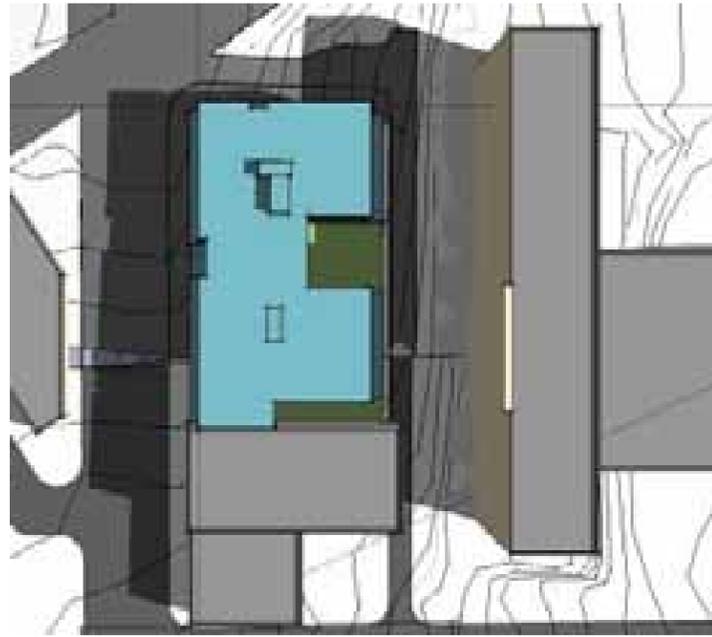


SHADOW STUDIES - PER SMC 23.47A.014.B.3 - RESIDENTIAL SETBACK

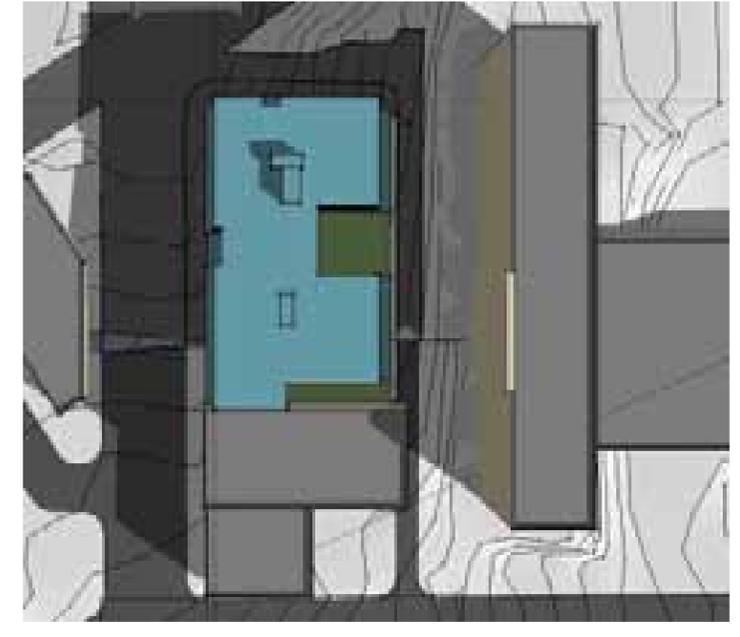
MARCH 21ST - 9AM



JUNE 21ST - 9AM



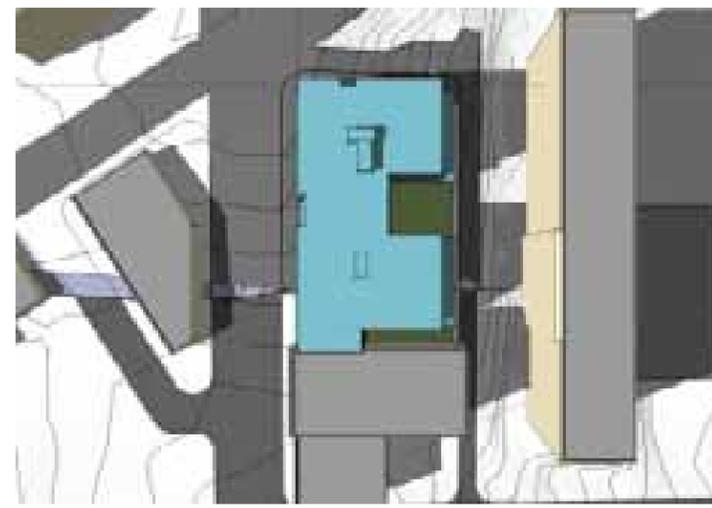
SEPTEMBER 21ST - 9AM



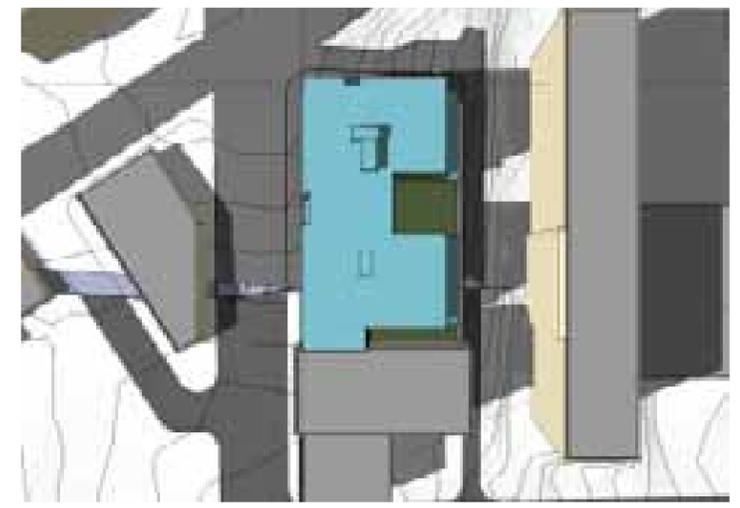
MARCH 21ST - 3PM



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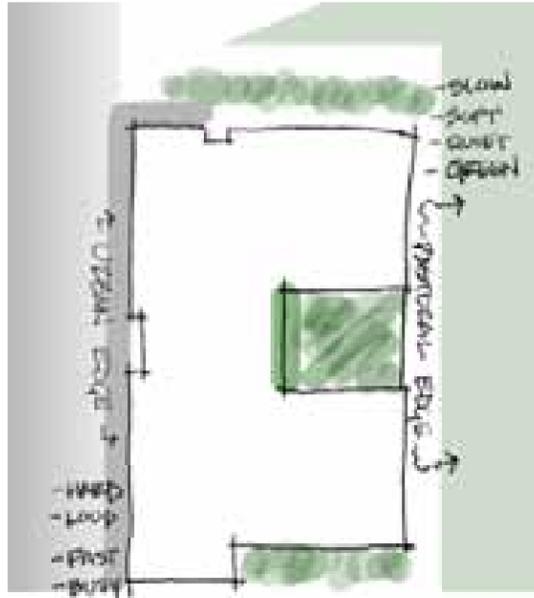


SEPTEMBER 21ST - 3PM



RESPONSE TO DESIGN GUIDELINES

PART I



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.

- Due to the site's location on Broadway, a major retail core of Capitol Hill neighborhood, the building will respond to this activity by having retail uses on both ends of the property facing Broadway. To promote human activity on E James, live work units are located on this relatively quiet street that leads back to the alley which in the bigger picture is the backyard of the campus.
- On the alley the building form responds to the Seattle University's campus with courtyard. This may also allow for the opportunity for some of the upper units to have view out to Mount Rainier.



A-2 Streetscape Compatibility

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

- The preferred massing runs parallel to Broadway and is built out to the property line with the exception of the recessed residential lobby between the two retail spaces. This reinforces the street edge and storefront glazing strengthens the connection with the inside to the street. Massing at the corner will help create building identity at the corner of Broadway and E James. To promote activity on E James, live/work lofts are located around the corner, and is compatible with the character of James Street as there is very little traffic and light on this edge.

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.

- The massing of the building is very simple providing a hard, but, transparent edge along Broadway to promote for retail use. At the residential levels the building sets back seven ft. to provide a buffer. This set-back will also allow the power lines to stay in place. Massing on the east opens to the campus, this gesture not only allows more light and views into the east facing units, but also opens up the building to the campus.



A-4 Human Activity

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

- New development should be sited and designed to encourage human activity on the street.
- Retail entries will be located at the corner of Broadway and James and spaced out on Broadway to encourage street activity.
- Main residential entry on Broadway will also help activate Broadway as a pedestrian street.
- Live work units on James Street will help activate a much quieter James Street terminating at an alley facing the campus. This will allow small businesses to spill out on their front porch facing James.

C-3 Human Scale

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

- The street level will have canopies over all the storefronts and entries as well as lighting and signage to create a strong connection of the building at the ground plane.
- Residential set back on Broadway allows for open space and human activity on the street. On the alley side the building massing will maintain a tighter configuration, providing a relationship similar to the building located to the south of the site. This will also help strengthen a stronger sense of place at the courtyard that is being defined as the backyard of the campus.



A-7 Residential Open Space

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

- The landscaped residential courtyard facing the alley on the east side is the major open space of the project and is accessible to all building residents. There is large courtyard carved out of the massing on the alley to connect the building to the Seattle University's campus located east of the project site. Residential units facing Broadway setback 6' to allow for residential decks at level 3 facing the commercial core. This strengthens the idea of encouraging human activity on the street, only at a different plane.

E-2 Landscaping to Enhance the Building and 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 project will meet the Green Factor requirements
- Planting strips and street trees will be added to Market, 14th and 56th.

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

- Parking access is tucked back on the alley side and has the least impact on the pedestrian activities on Broadway or East James.

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.

- Parking garage entrance is located on the alley to avoid parking frontage on Broadway or E James.

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.

- The parking entrance is located on the alley to minimize its impact on the two main street facades of E James and Broadway.

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.

- Building entry on Broadway will have a recessed glazed entry marked by a canopy. This residential use is minimized to 20% of the Broadway street façade and is flanked by two commercial spaces to maintain Broadway's street character as a commercial core.

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 corner of James and Broadway will be a prominent, transparent retail corner. The corner retail will provide an anchor for the project in its urban context and will reinforce the pedestrian character of Broadway as a commercial corridor. This corner retail will have street front windows with clear glazing and prominent entry on Broadway.

D-1 - Pedestrian Open Spaces and Entrances

Convenient and attractive access to the building's entry should be provided to ensure comfort and security, paths and entry areas should be sufficiently lighted and entry areas should be protected from the weather.

- Building entry on Broadway will have a recessed glazed entry marked by a canopy. This residential use is minimized to 20% of the Broadway street façade and is flanked by two commercial spaces to maintain Broadway's street character as a commercial core.

D-7 - Personal Safety and Security

Project design should consider opportunities for enhancing personal safety and security in the environment under review

- Broadway will be highly transparent because of the two retail spaces located on the two ends flanking the residential lobby. Majority of the façade being storefront will allow visual connection to the street. Live work units are located around the corner on E James; this use at street level will allow visual connection to the street as well.

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.

- Broadway Ave will be highly transparent with the majority of the street facade being storefront.

RELATED ANKROM MOISAN PROJECTS

10th @ Hoyt Apartments
Portland, OR



- Wood construction apartments with active street uses
- Lush courtyard with rain gardens

Avalon Ballard
Seattle, WA



- Wood construction apartments with active street uses including metro stops
- Lush courtyard engaged with the grade

320 East Pine
Seattle, WA*

*The Stratford Company Project



- Wood construction apartments with active street uses including metro stops
- Occurs at a point of neighborhood transition as Capitol Hill meets Downtown

The Jeffrey
Portland, OR



- Wood construction apartments with active street uses including streetcar
- Distinct aesthetic while maintaining a compatibility to the surrounding context

EARLY DESIGN GUIDANCE - 550 BROADWAY AVENUE



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550 BROADWAY LLC | ANKROM MOISAN ASSOCIATED ARCHITECTS

DPD Project No.: 3012198
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