

# DESIGN REVIEW | 550 BROADWAY



5 5 0 B r o a d w a y | 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  
November 21, 2011

## PROJECT TEAM

**Owner/Applicant:**  
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**Architect:**  
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117 South Main Street, Suite 400  
Seattle, WA 98104  
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**Civil & Landscape:**  
Core  
Contact: Kevin Vanderzanden  
14711 NE 29th Place, Suite 101  
Bellevue, WA 98007  
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## 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

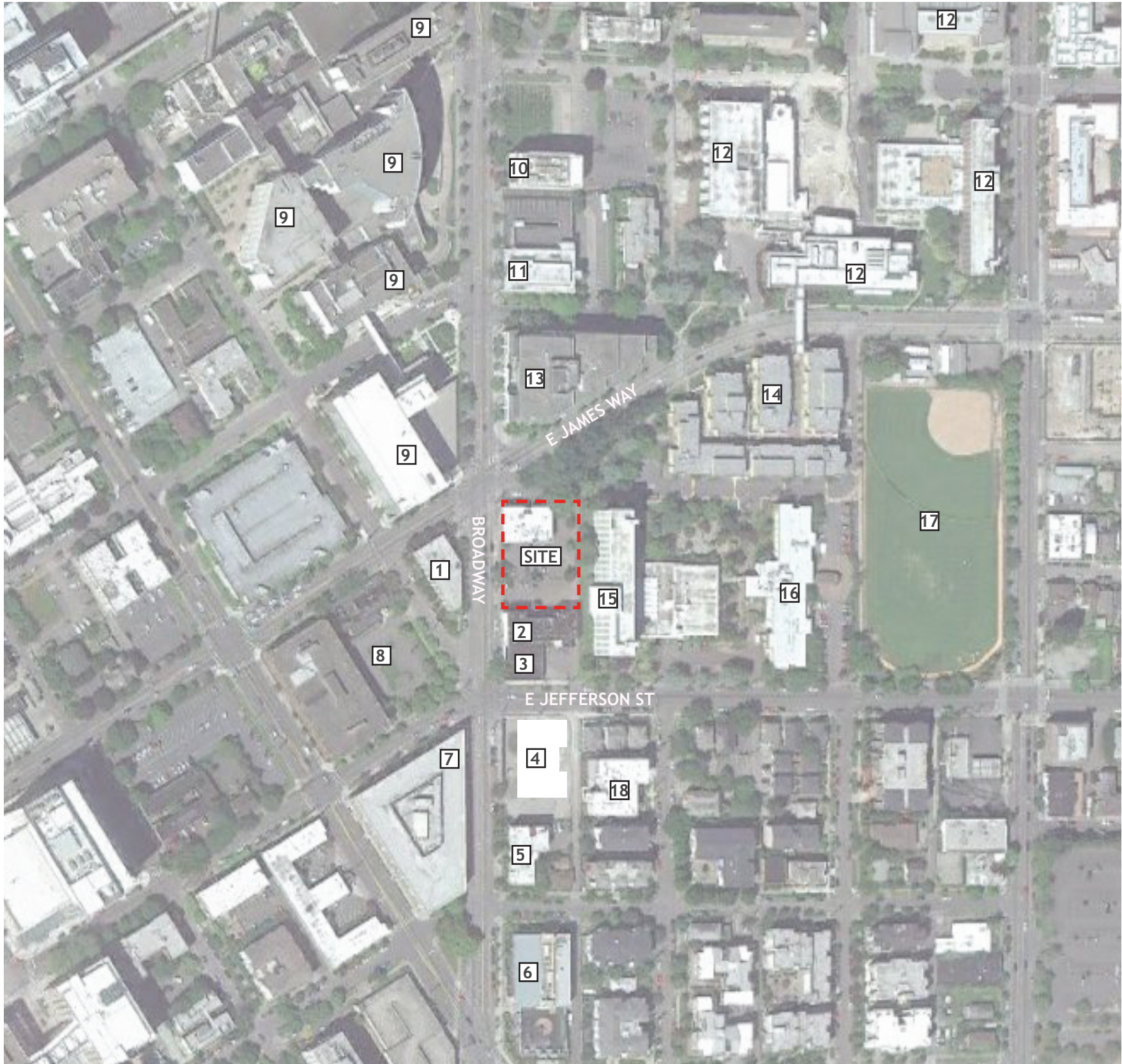
Begin to close the gap on Broadway with urban housing that complements the neighborhood.

## PROGRAM GOALS

- 200 UNITS MINIMUM
- 400 SF AVERAGE UNIT SIZE
- 90,000 SF LEASABLE AREA MINIMUM
- 5,000 SF RETAIL MAXIMUM
- .50 PARKING RATIO



# 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



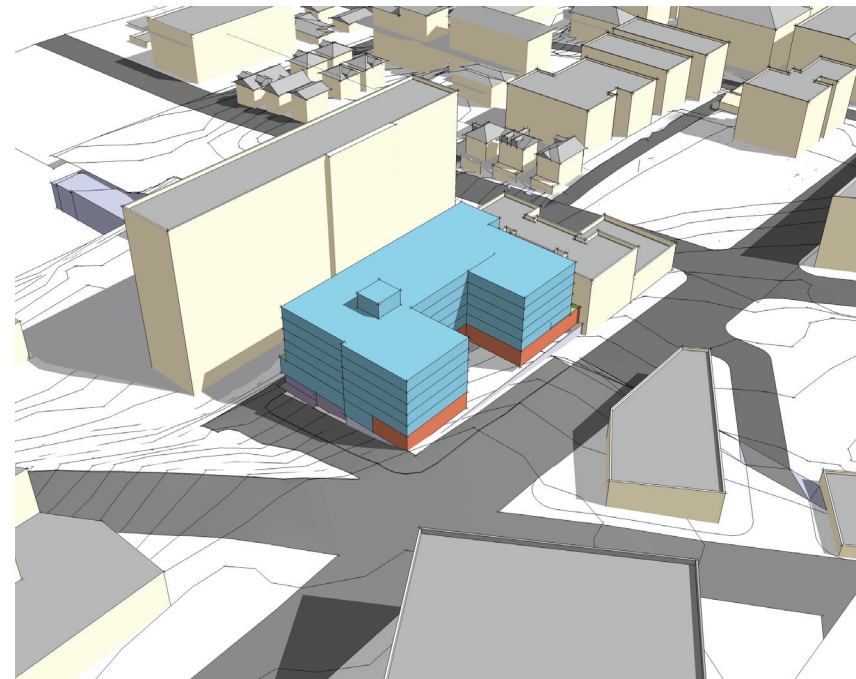
## MASSING OPTION 4

- 110,000 GSF
- 5,600 SF retail
- 155 units
- 79,000 NSF
- .69 PARKING RATIO



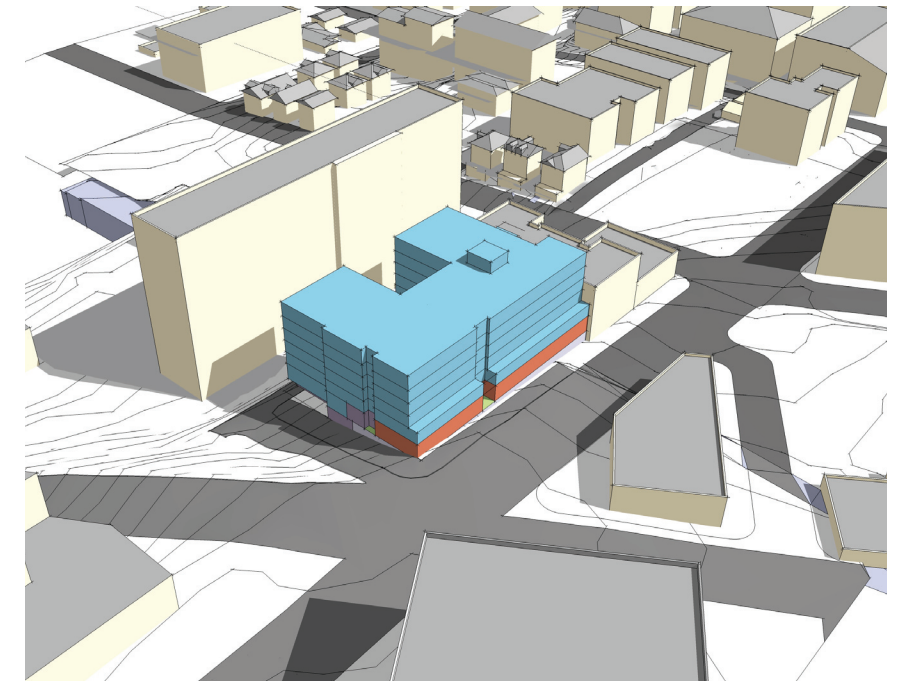
## MASSING OPTION 5

- 117,000 GSF
- 7,000 SF retail
- 188 units
- 83,000 NSF
- .65 PARKING RATIO



## PREFERRED MASSING OPTION

- 117,000 GSF
- 5,000 SF retail
- 210 units
- 88,000 NSF
- .52 PARKING RATIO

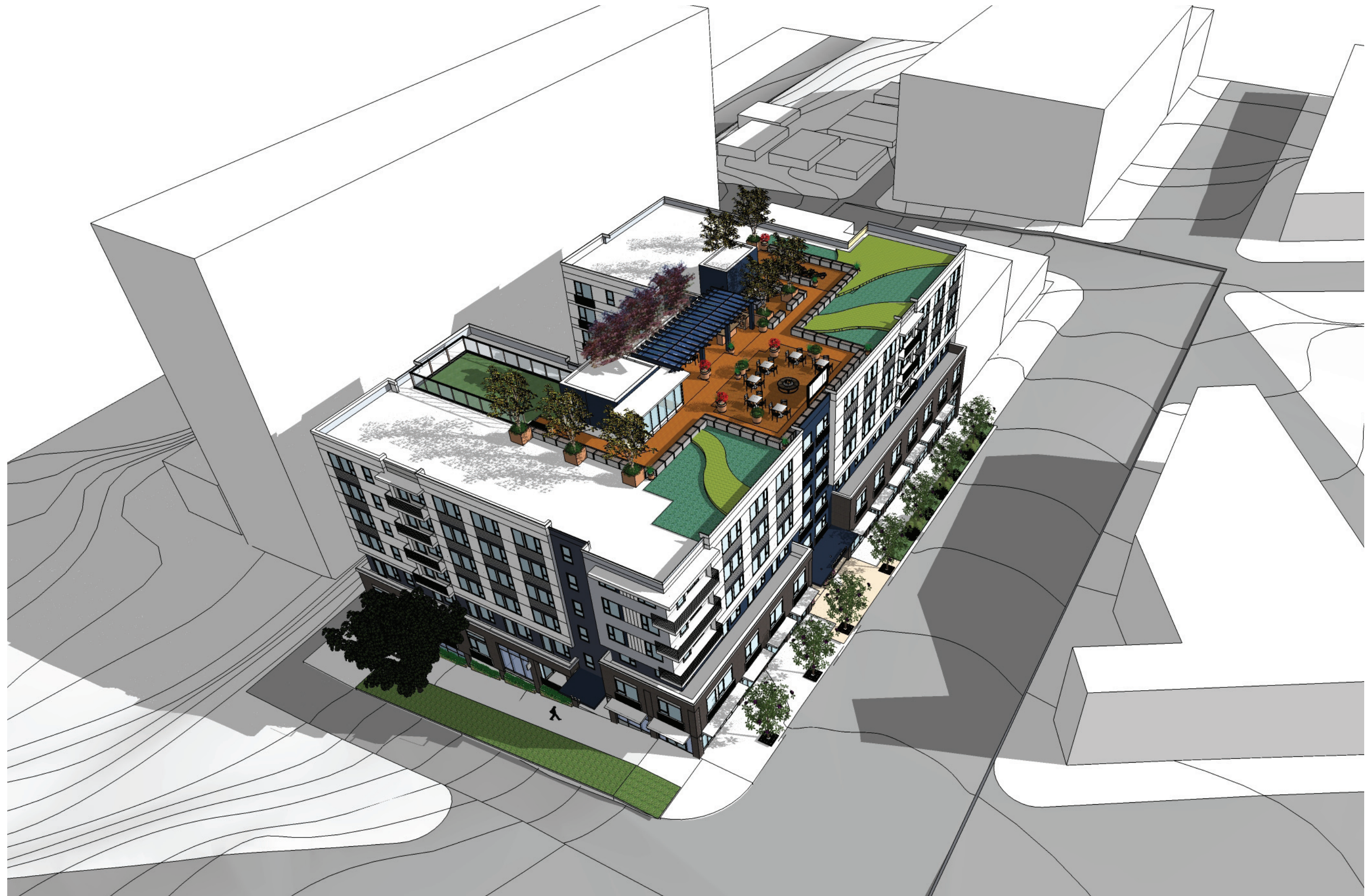


## PREVIOUS MASSING FROM EDG

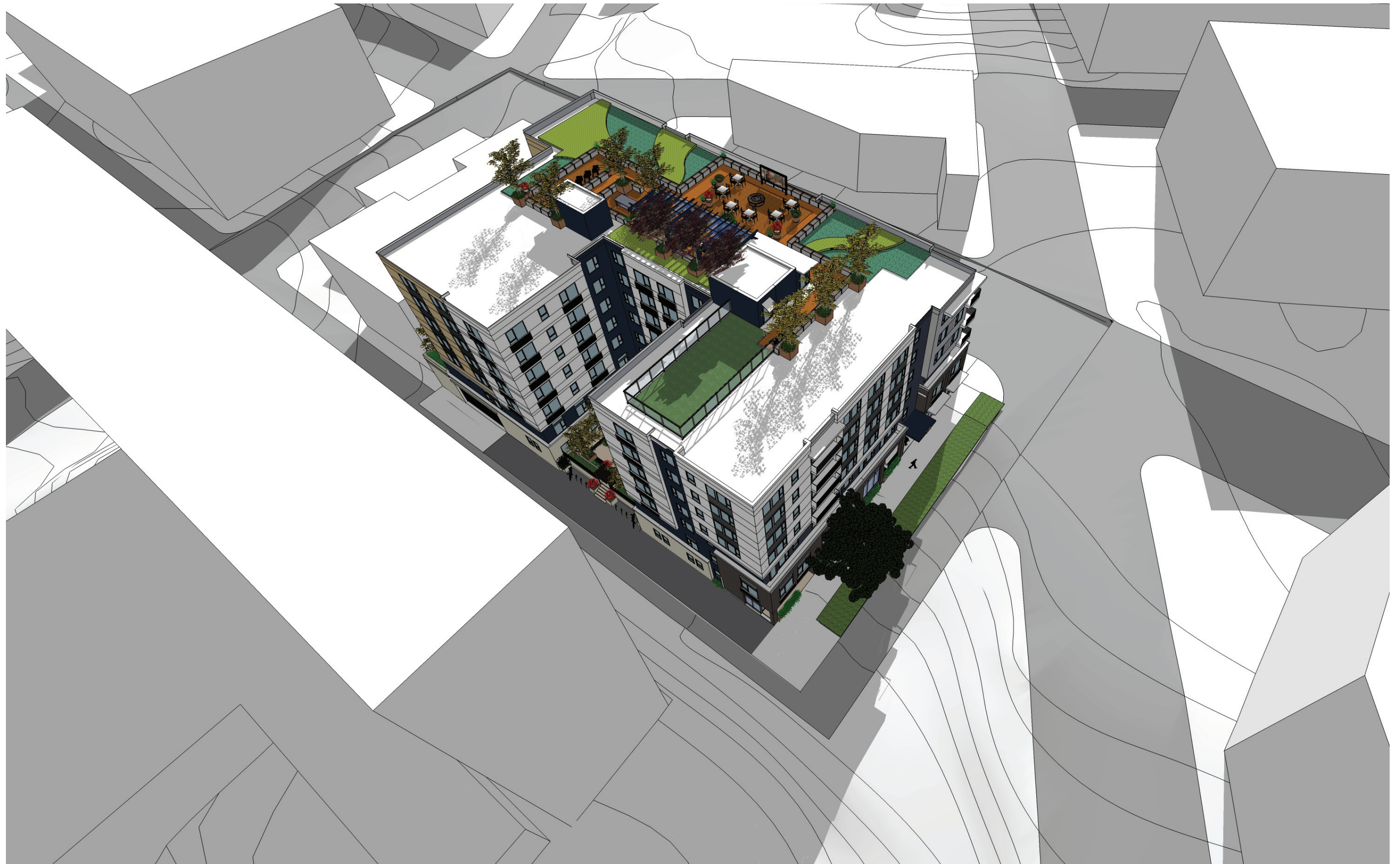
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**CURRENT MASSING - VIEW FROM SW CORNER**



**CURRENT MASSING - VIEW FROM NW CORNER**



**CURRENT MASSING - VIEW FROM NE CORNER**



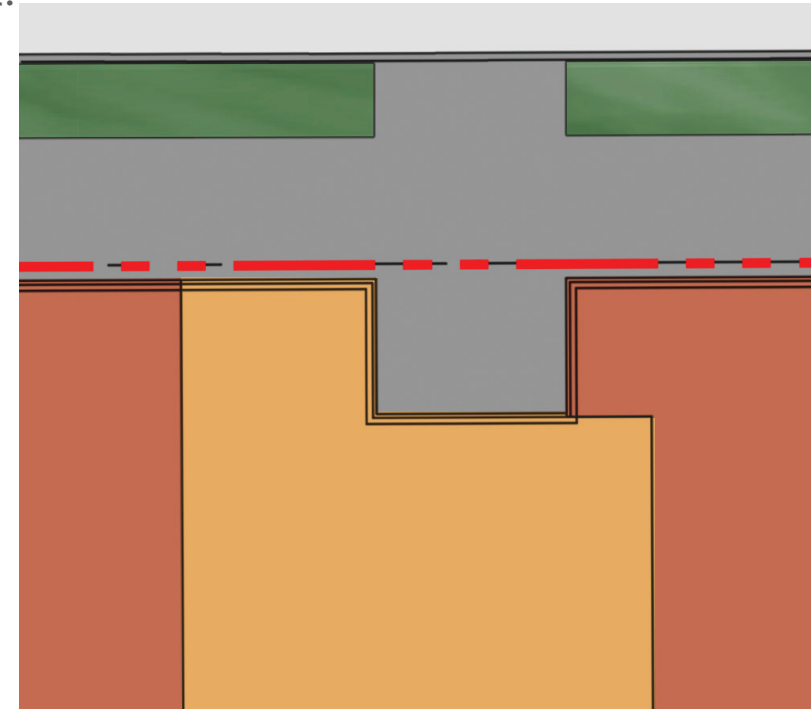
DESIGN GUIDELINE	RECOMMENDATION	RESPONSE
1 <b>A-2 Streetscape Compatibility:</b> The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right-of-way.	The building program along the two streetscapes met the Board's expectations. Creating a refined, pedestrian scale for the storefronts and live/work units along Broadway and E. James respectively will be the next level of design effort. The design should contribute to the pedestrian experience in a positive way by directly appealing to the walker's senses.	The streetscapes along Broadway & E. James St. have been further developed and refined to respond to the pedestrian scale. Canopies exist over the retail areas to bring the scale of the building to the pedestrian level.
2 <b>A-3 Entrances Visible from the Street:</b> New development should be sited and designed to encourage human activity on the street.	The Board noted that the secondary residential entry on E. James could be marked with a canopy and a vertical notch as shown on the massing diagram and other renderings of the elevation.	Both a canopy and a vertical notch are present in the current design of the north elevation. See pages 28-30.
3 <b>A-6 Transition Between Residence and Street:</b> For residential projects, the space between the building and the sidewalk should provide security and privacy for residents and encourage social interaction among residents and neighbors.	An entry courtyard will need to be established on the Broadway side that is larger than the notch presented at the meeting but smaller than the more private residential court facing Campion Hall.	The entry courtyard on Broadway has doubled in width from the EDG meeting. See page 6.
4 <b>A-7 Residential Open Space:</b> Residential projects should be sited to maximize opportunities for creating usable, attractive, well-integrated open space.	Based on considered discussion, the Board agreed with the concept of an east facing courtyard. It will need to be part of a larger organizing idea or parti expressing a significant sequence of interior and exterior spaces that connect Broadway and the alley with one another. The spaces should flow physically and visually into one another with attractive stairs and/or terraces that aid and enhance the transition.  The courtyard and the east facade should be designed to support the applicant's stated desire that the alley be a "lane" rather than merely a service drive to the garage and trash/recycling area.	The idea is for the Broadway courtyard to flow from exterior to interior through the Lobby and Lounge onto a terrace that looks over the courtyard below. The physical connection will be from the elevator which is also part of this amenity space.  The placement of an exterior stair divided the courtyard and diminished the quality of the exterior space. It also blocked light to the residential units on Level P1. See page 6 for studies.
5 <b>A-10 Corner Lots:</b> Building on corner lots should be oriented to the corner and public street fronts. Parking and automobile access should be located away from corners.	The facade at the Broadway and E. James corner should not be distinct in form, materials and color from the west and north elevations. The corner should discreetly allow the wrapping of materials and form from one elevation to another.	The corner of Broadway and E. James wraps in a demure way with the same type of massing and articulation on both facades. See page 7.
6 <b>B-1 Height, Bulk, and Scale Compatibility:</b> 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.	How this building, with a bulk comparable to the large institutional and office buildings along Broadway, provides a sense of scale and proportion more suited to its residential use is of primary importance. Strategies for reducing the design's inclination toward horizontality should be implemented by establishing a courtyard on Broadway that potentially creates a vertical break mid-way in the elevation.	A vertical break in the Broadway has been further refined and scaled up to accent the entry courtyard below. A canopy also exists to celebrate entry. See pages 25 and 26.

DESIGN GUIDELINE	RECOMMENDATION	RESPONSE
7 <b>C-1 Architectural Context:</b> 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 Board discussed at length the pattern language of the buildings along Broadway and the general vicinity. Although many of the institutional and residential structures on Broadway and on James/Cherry St. have plazas fronting the street, the Board concluded that a private residential courtyard facing the alley could work if a smaller entry plaza at Broadway was designed. The Board envisions a sequence of spaces that both visually and physically connects Broadway with the alley. From Broadway, an entry court, larger than the notch presented at the second EDG meeting, would establish the language of the sequence. Lobby, possibly amenity area, and terraces or stairs would continue the passage into the courtyard and then alley. The flow of spaces would need to work equally as well beginning in the alley and transitioning to the entry court at Broadway.  The corner at E. James and Broadway was not considered visually important enough to consider it as an element distinct from the two major street facades. Rather the Broadway elevation should wrap seamlessly around onto the E. James facade.	See response to items 3 and 4.  See response to item 5.
8 <b>C-2 Architectural Concept and Consistency:</b> Building design elements, details and massing should create a well-proportioned and unified building form and exhibit an overall architectural concept. Buildings should exhibit form and features identifying the functions within the building. In general, the roofline or top of the structure should be clearly distinguished from its facade walls.	The Board did not particularly endorse the overall building image displayed by the architect. The structure needs to possess an attitude or architectural expression that distinguishes itself from the institutional buildings along Broadway.	The building concept has been further developed to reflect its multi-family use and to distinguish itself from the institutional scale of many of its neighbors.
9 <b>C-4 Exterior Finish Materials:</b> Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.	The appropriate materials and their detailing can enhance the pedestrian experience of the building at its lower levels. The right materials and detailing provide a sense of scale to an otherwise large structure.	Materials, massing and detailing have been employed to enhance the pedestrian experience as well as breakdown the building's scale. Materials have also been labeled on the elevation sheets.
10 <b>D-8 Treatment of Alleys:</b> The design of alley entrances should enhance the pedestrian street front.	The Board perceives the alley (elevated to "lane" by the applicant) as a significant feature of the proposal. In response to the applicant's desire to front the residential courtyard nearly at grade with the alley, the Board stated that the alley facade, the landscaping along the alley, the parking garage entrance, and the service areas should be well designed and not appear as secondary or tertiary to the other street facades. Service oriented areas should be enclosed within the garage or recess into the wall at the alley.  The alley begins a sequence of spaces which are visually and physically linked between it and the primary entrance on Broadway.  The building's entire east face cannot be an afterthought. Windows facing Campion Hall should be designed to maximize privacy.	The alley and east facing facade have been developed to integrate landscaping access points so as to reinforce the sequence of spaces from lane to courtyard to amenity space. The east facade has been developed to be at once open to the lane as well as preserve the privacy of the building's occupants. See pages 31-35.

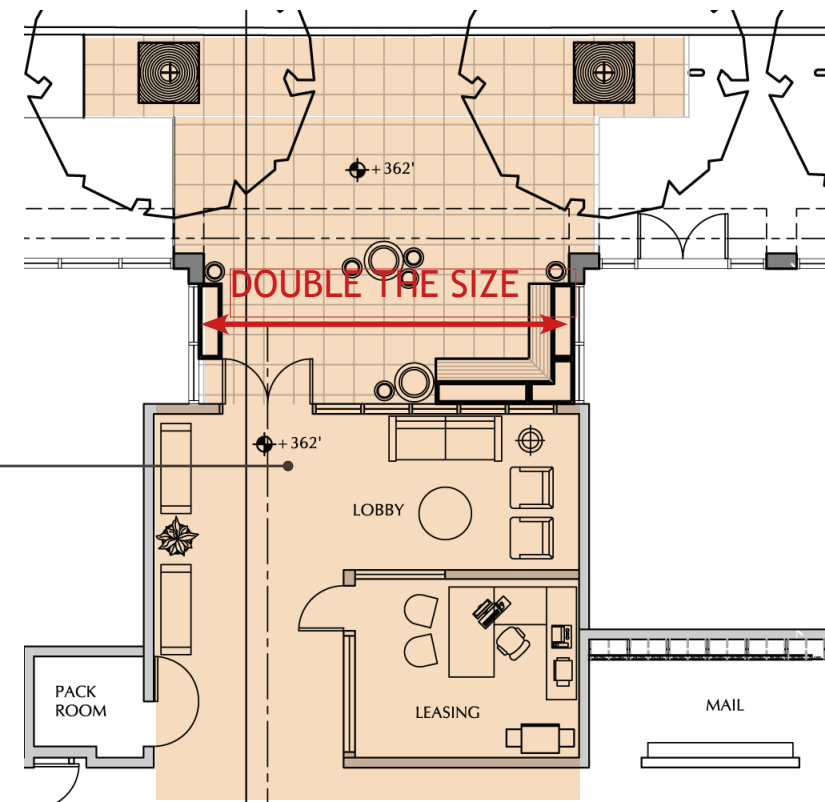
## DESIGN REVIEW BOARD RECOMMENDATIONS

DESIGN GUIDELINE	RECOMMENDATION	RESPONSE
<p><b>11</b> 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 in the design to enhance the project.</p>	<p>Areas expected to have a high degree of landscaping include the Broadway entry courtyard, the larger east facing courtyard, the rights of way along E. James St. and the alley.</p>	<p>All of the defined areas have a high degree of landscaping. See pages 21 and 22.</p>
<p><b>12</b> E-3 Landscape Design to Address Special Site Conditions: The landscape design should take advantage of special on-site conditions such as high-bank front yards, steep slopes, view corridors, or existing significant trees and off-site conditions such as greenbelts, ravines, natural areas, and boulevards.</p>	<p>The applicant indicated that the Seattle Department of Transportation recommends the preservation of a tree in the right of way near E. James St. and the alley.</p>	<p>The tree along E. James Street will be preserved based on the the arborists' recommendations retained by the applicant.</p>

**3** HOT BUTTONS:  
“An entry courtyard will need to be established on the Broadway side that is larger than the notch presented at the meeting but smaller than the more private residential court facing Campion Hall.”



COURTYARD SIZE AT EDG



A deeper courtyard would start to intrude on interior Lobby and Lounge.

CURRENT COURTYARD SIZE

**DESIGN REVIEW BOARD RECOMMENDATIONS**

**HOT BUTTONS:**

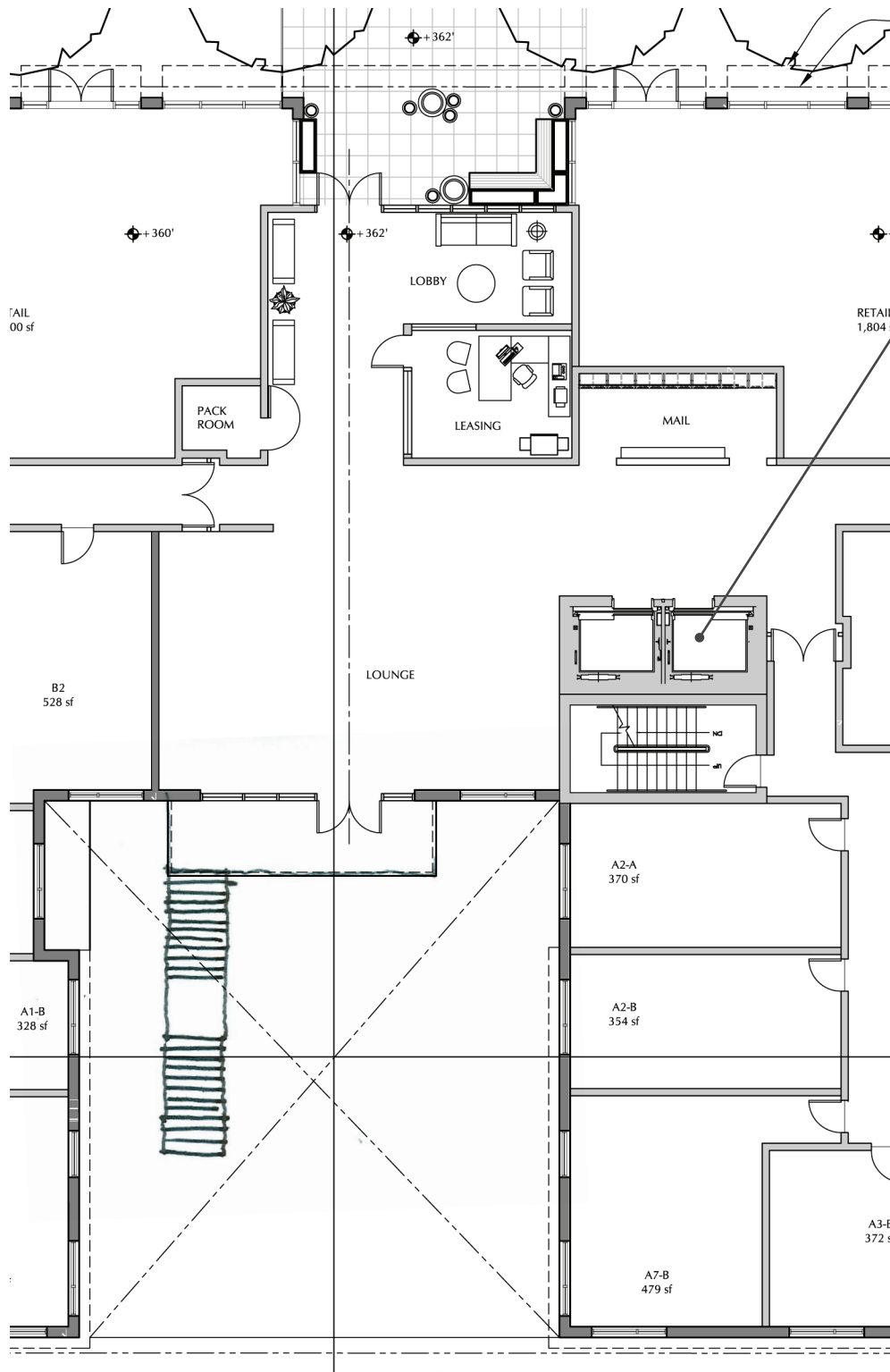
“Based on considered discussion, the Board agreed with the concept of an east facing courtyard. It will need to be part of a larger organizing idea or parti expressing a significant sequence of interior and exterior spaces that connect Broadway and the alley with one another. The spaces should flow physically and visually into one another *with attractive stairs and/or terraces* that aid and enhance the transition.”

An important change from the EDG meeting:

Previously the massing did not allow a large roof deck amenity thus leaving the courtyard as the only and main outdoor gathering area for the residential tenants. With the addition of a large roof deck area the courtyard changes to be a more private area for tenants and a pass-through for access from the alley.

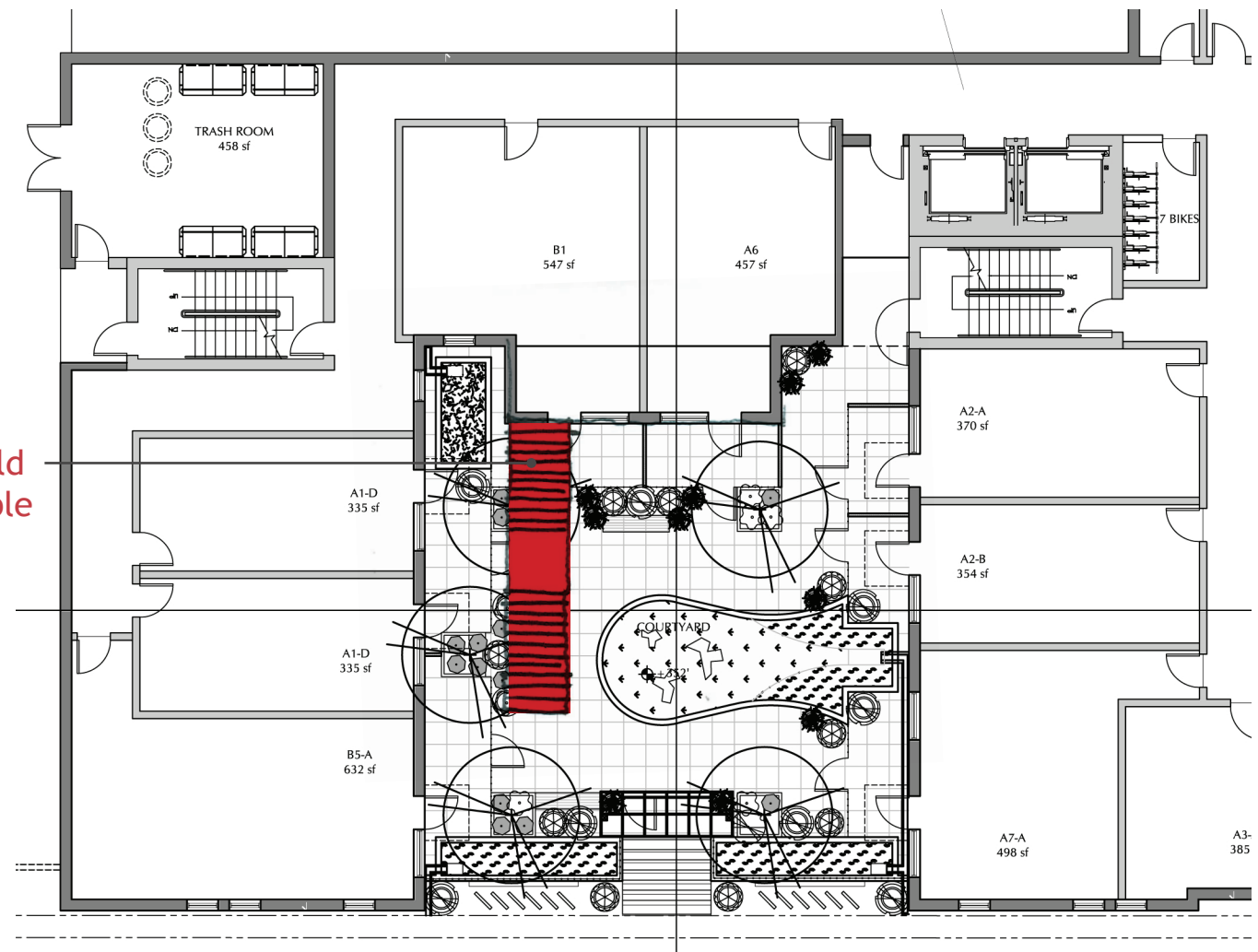
The elevator is the major physical connection between upper and lower amenity spaces. Adding another stair seems redundant.

An added stair would limit light to multiple units on this level.

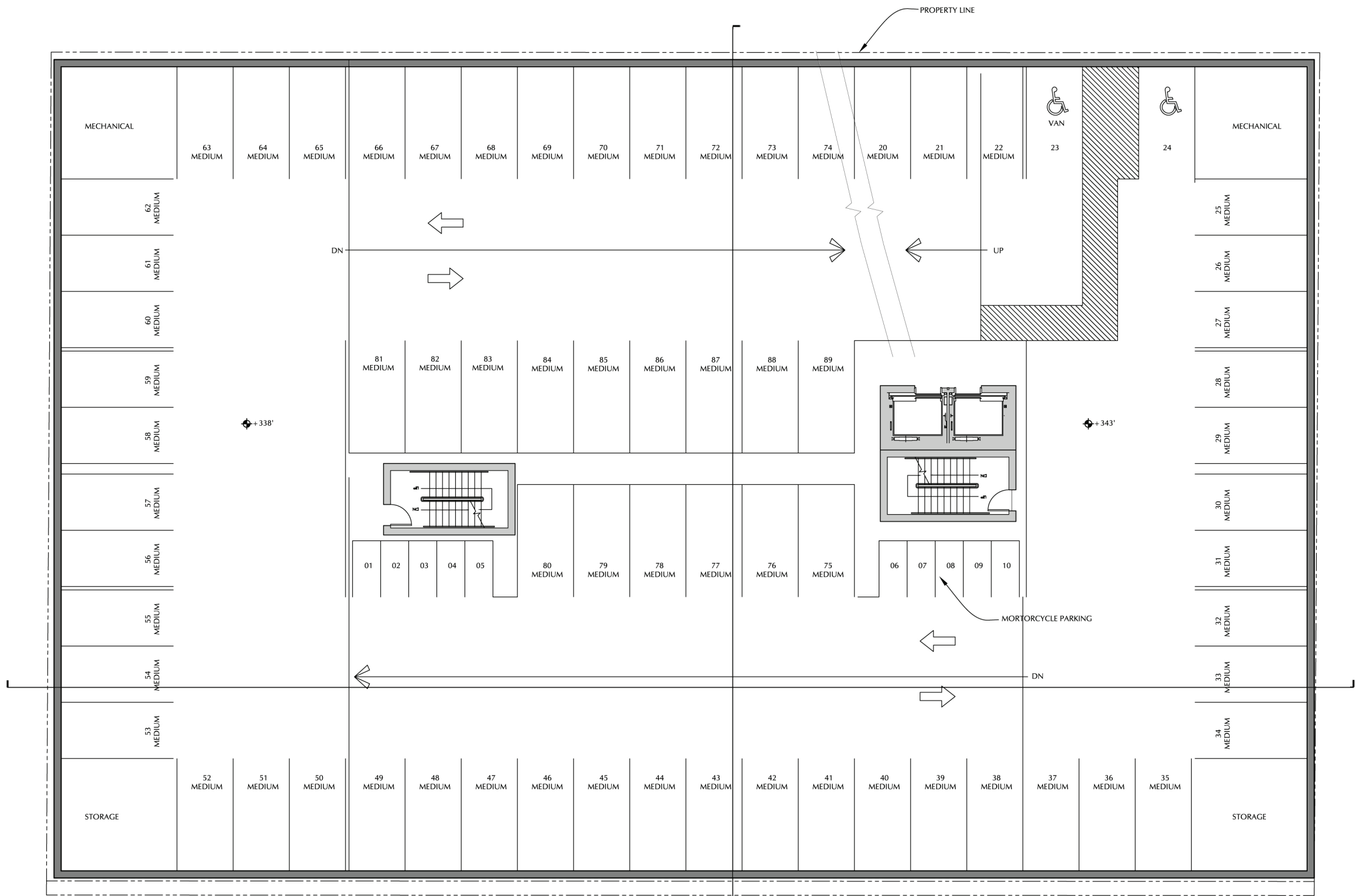


STAIR STUDY LEVEL 01

**DESIGN REVIEW BOARD RECOMMENDATIONS**



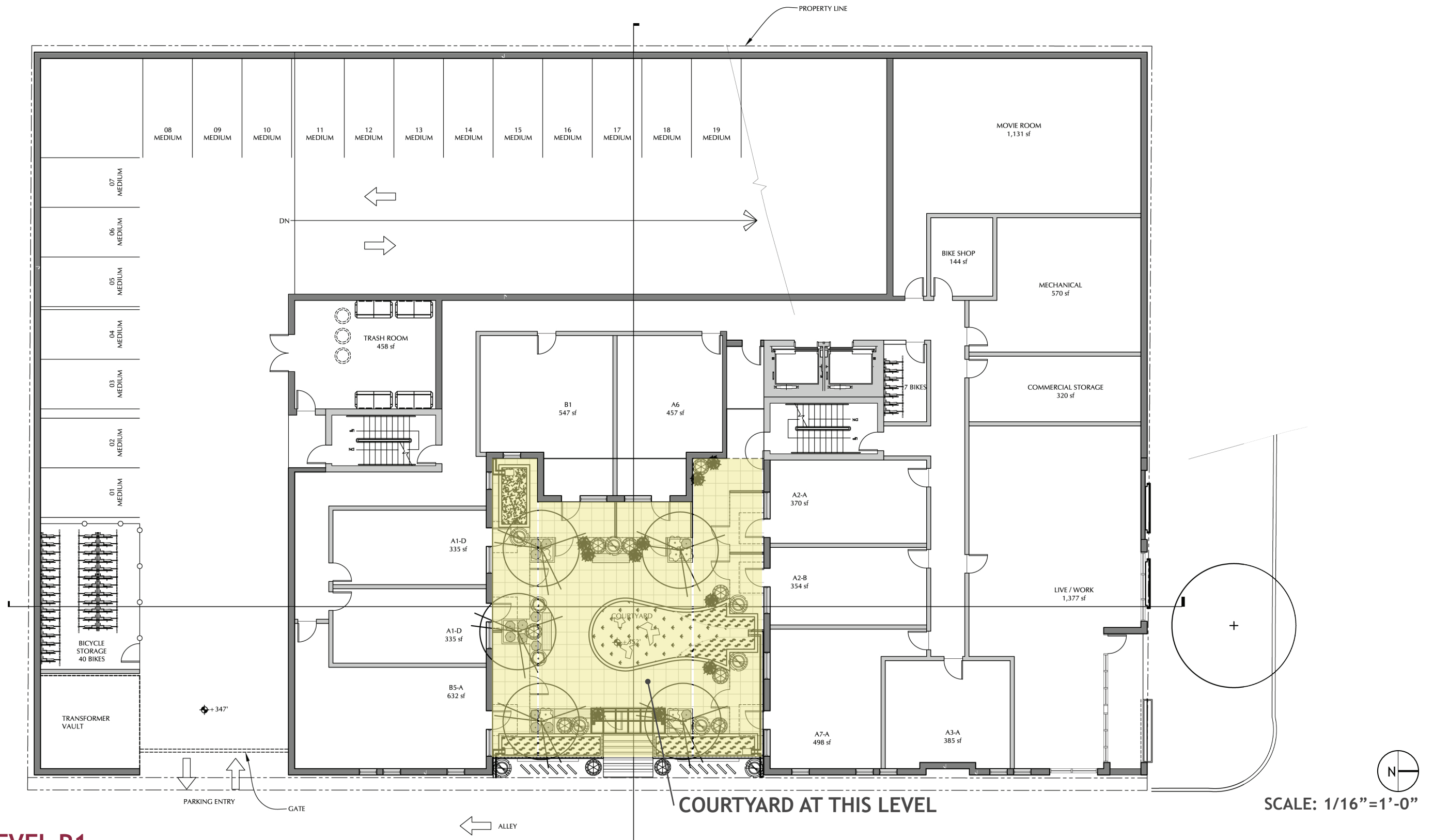
STAIR STUDY LEVEL P1



SCALE: 1/16"=1'-0"

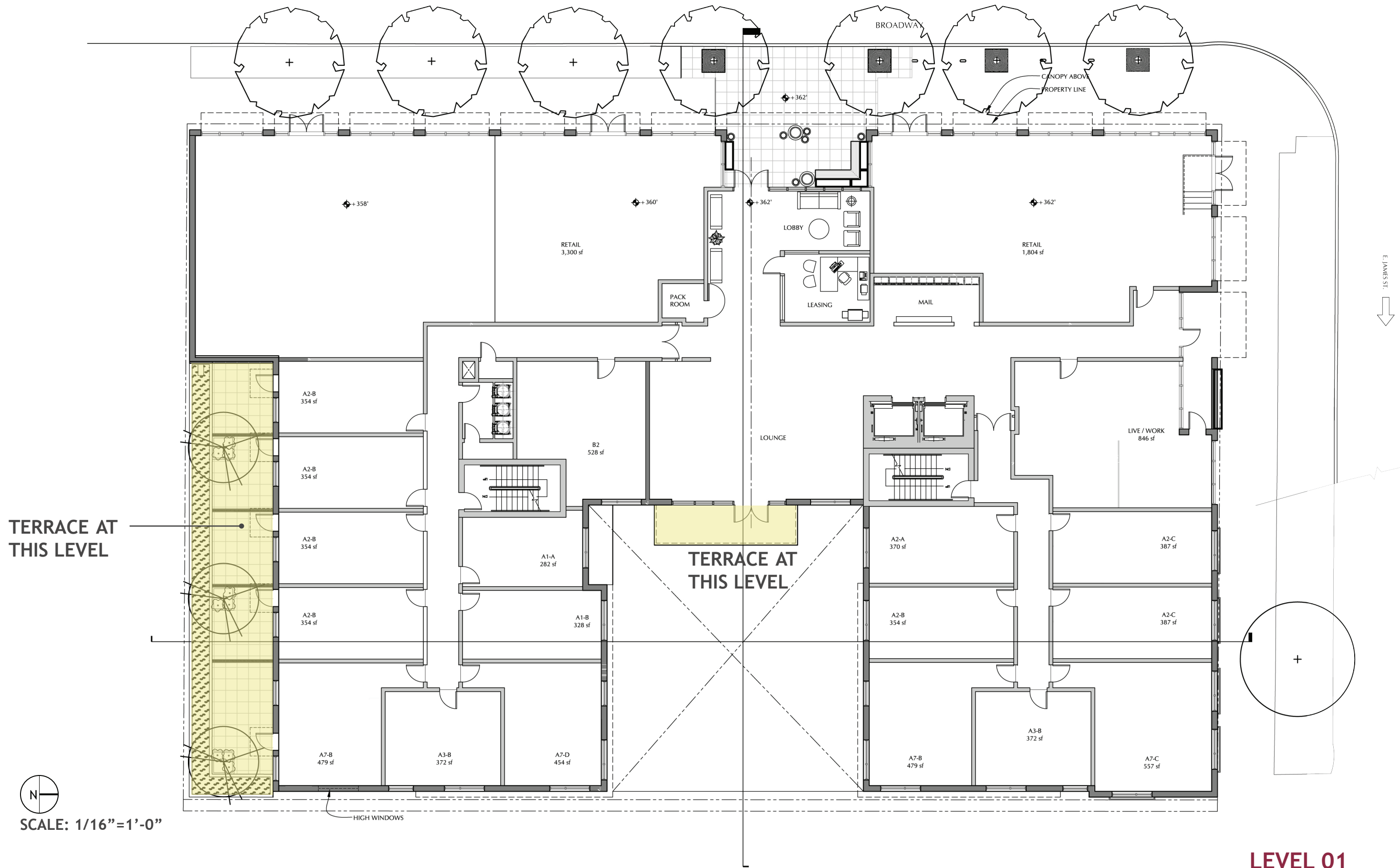
**LEVEL P2**  
550 BROADWAY

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**LEVEL P1**

550 BROADWAY  
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TERRACE AT THIS LEVEL

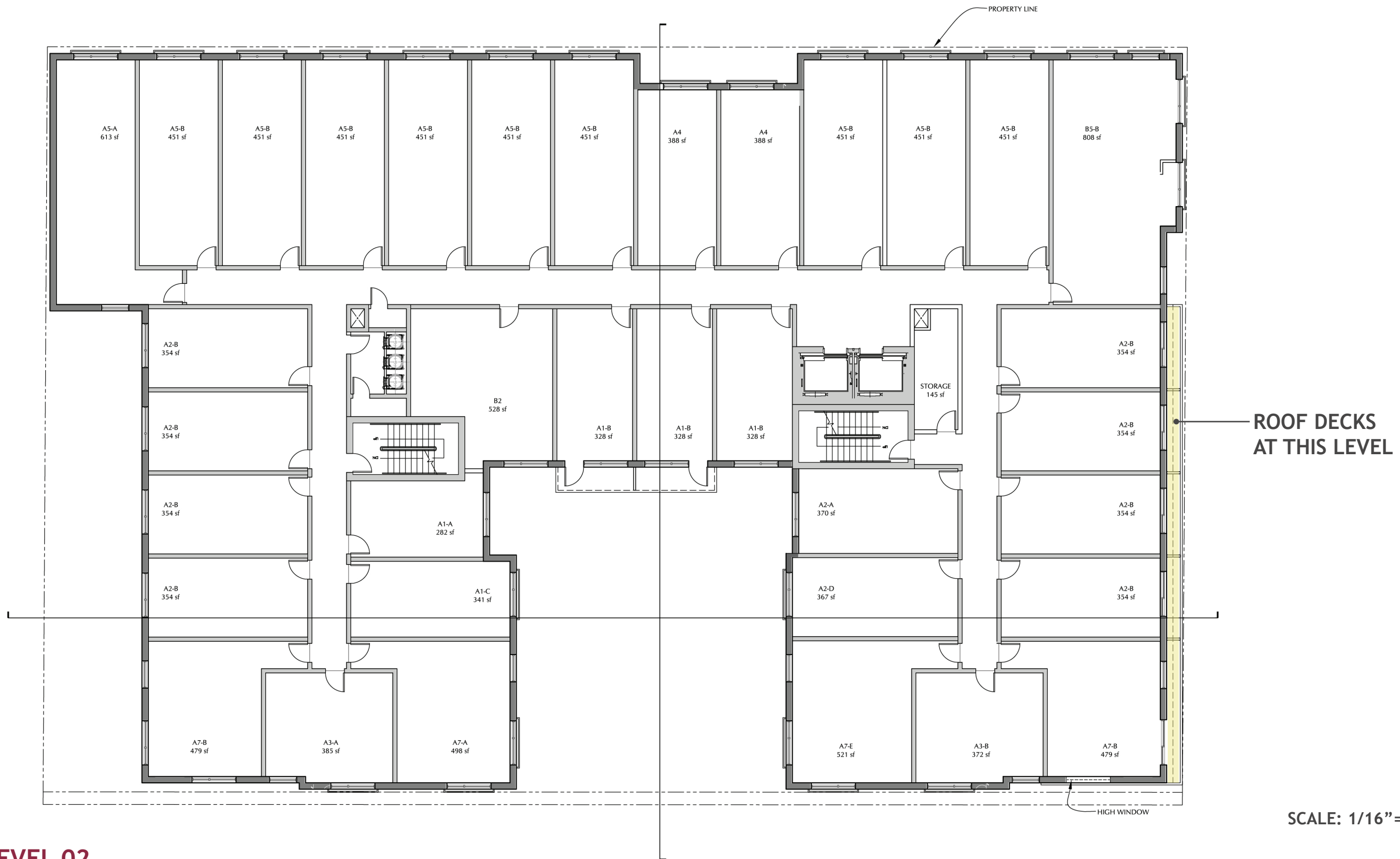
TERRACE AT THIS LEVEL



SCALE: 1/16"=1'-0"

**LEVEL 01**  
550 BROADWAY

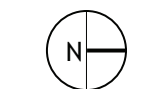
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**LEVEL 02**

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SCALE: 1/16"=1'-0"



ROOF DECKS AT THIS LEVEL

PROPERTY LINE



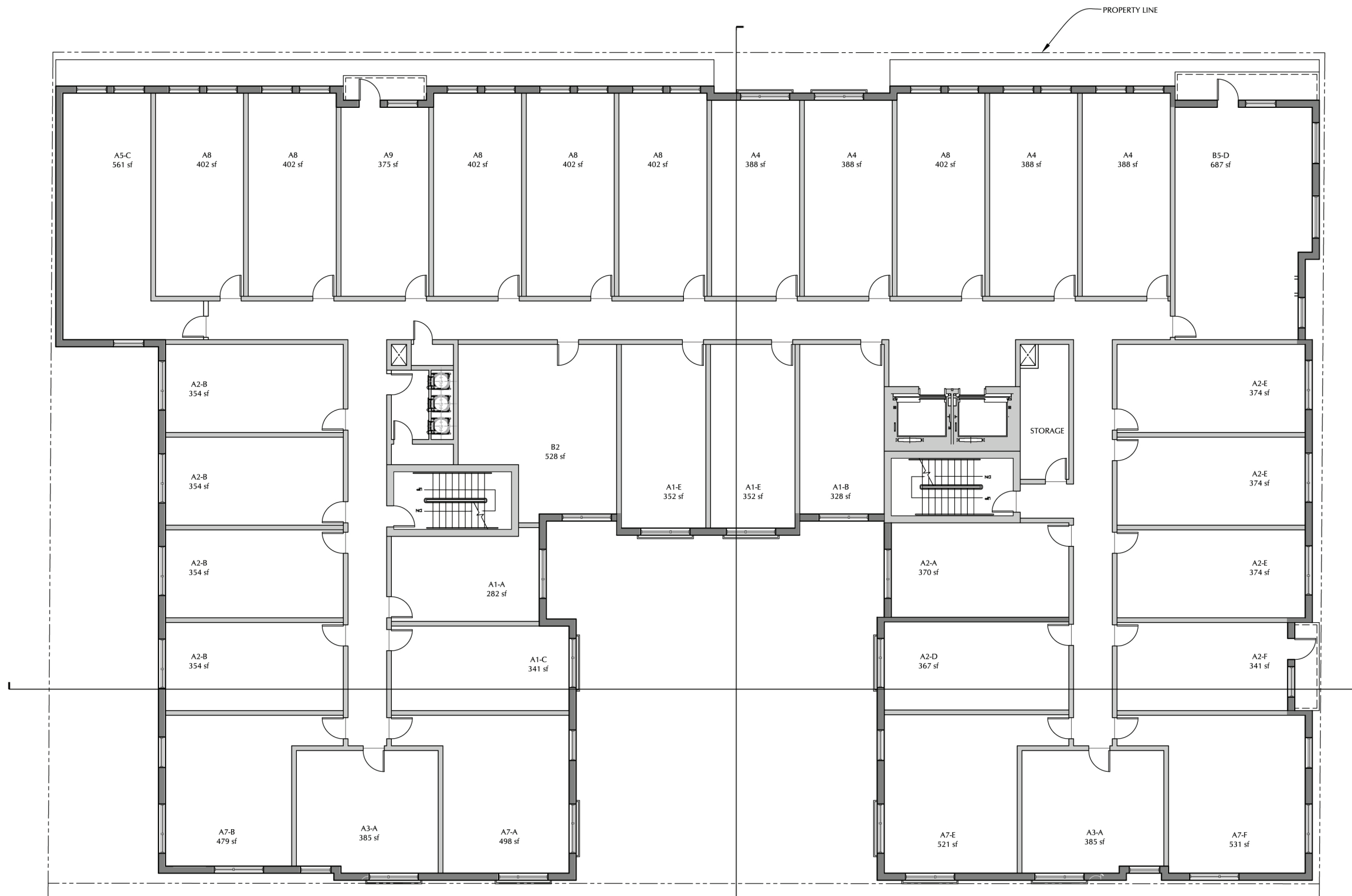
SCALE: 1/16"=1'-0"

**LEVEL 03**

550 BROADWAY

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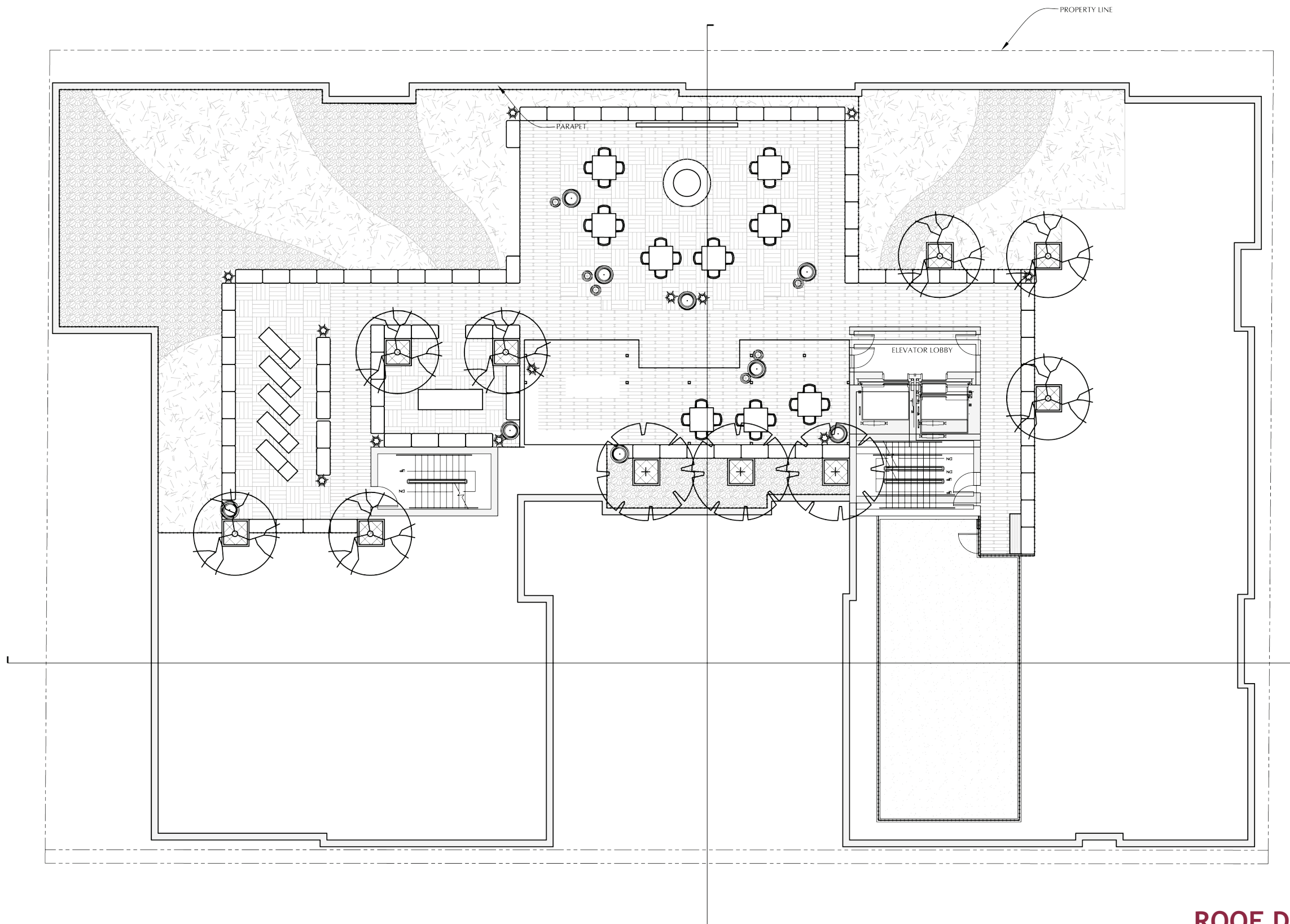




SCALE: 1/16"=1'-0"

## LEVEL 04-06 (TYPICAL LEVEL)

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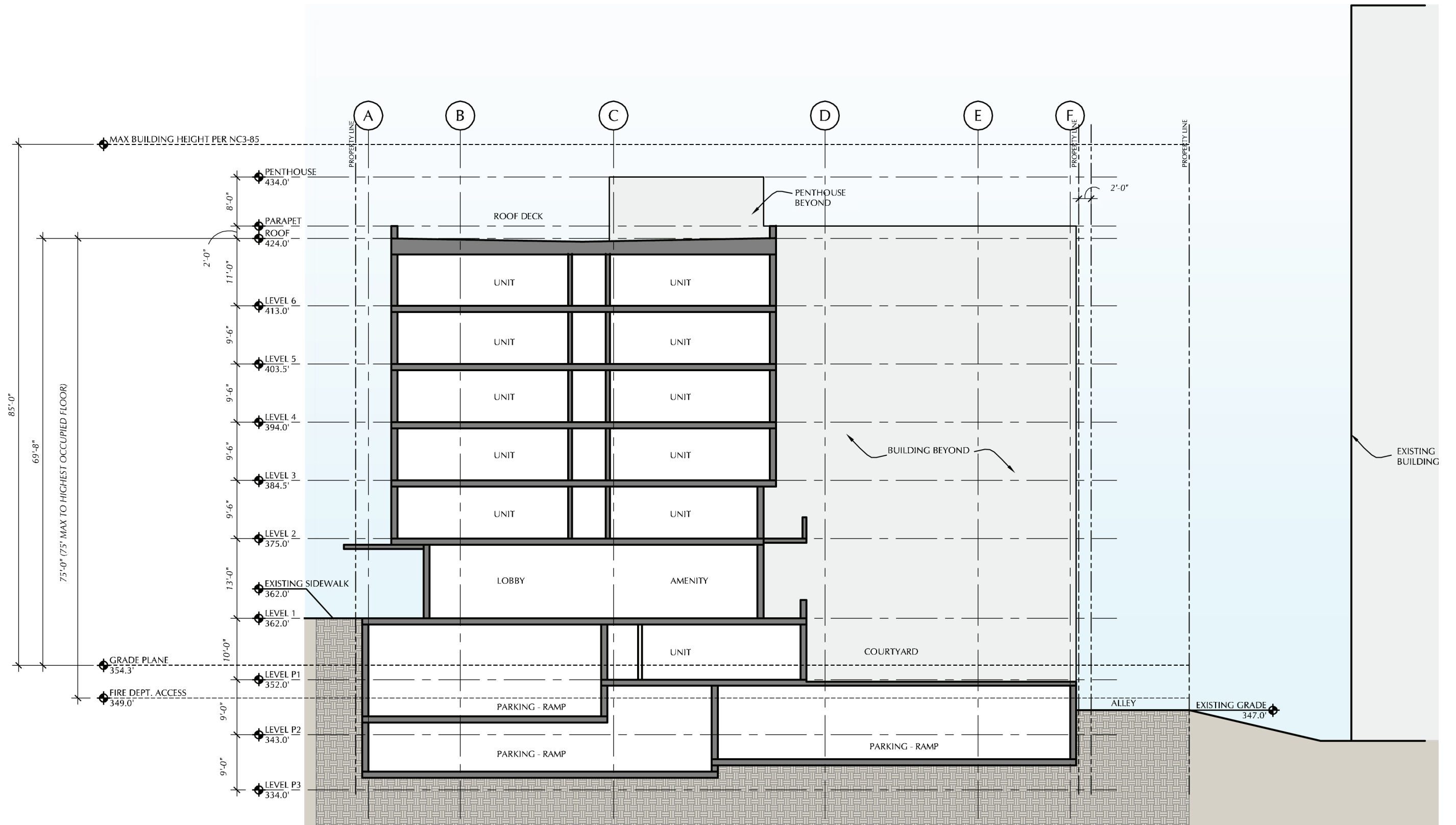


SCALE: 1/16"=1'-0"

**ROOF DECK**

550 BROADWAY

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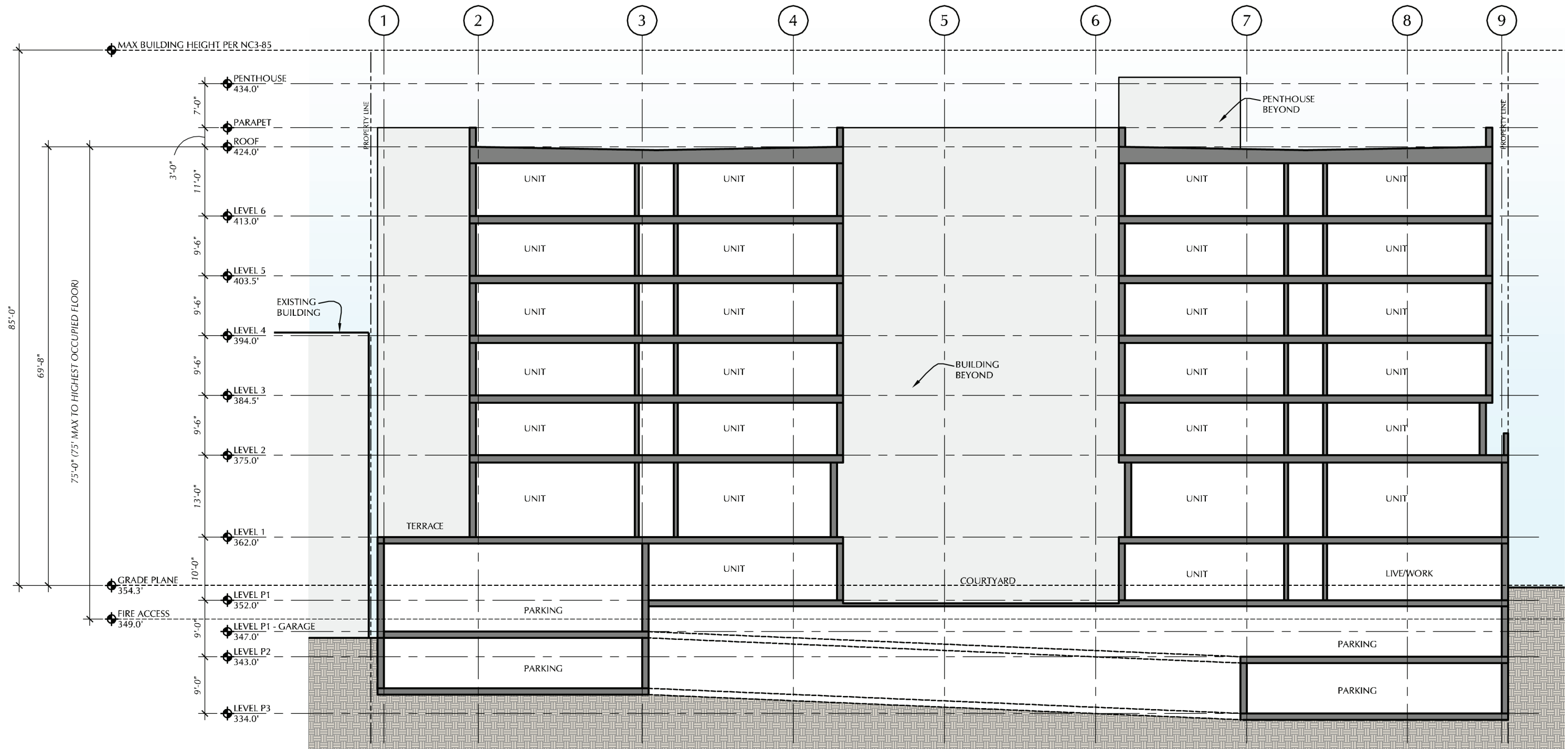


SCALE: 1/16"=1'-0"

## E-W BUILDING SECTION

550 BROADWAY

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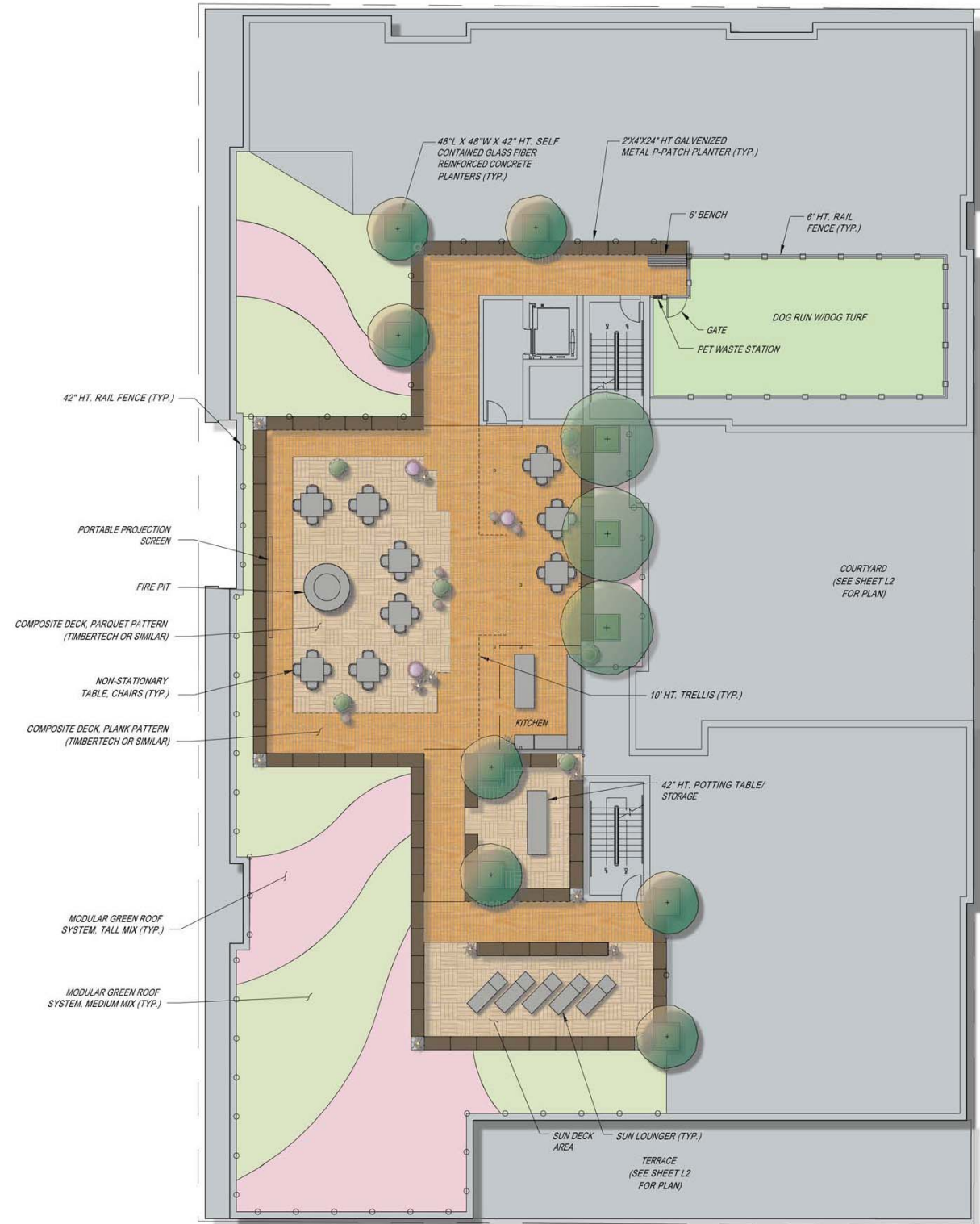
SCALE: 1/16"=1'-0"

## N-S BUILDING SECTION

550 BROADWAY

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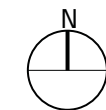




ROOF PLAN



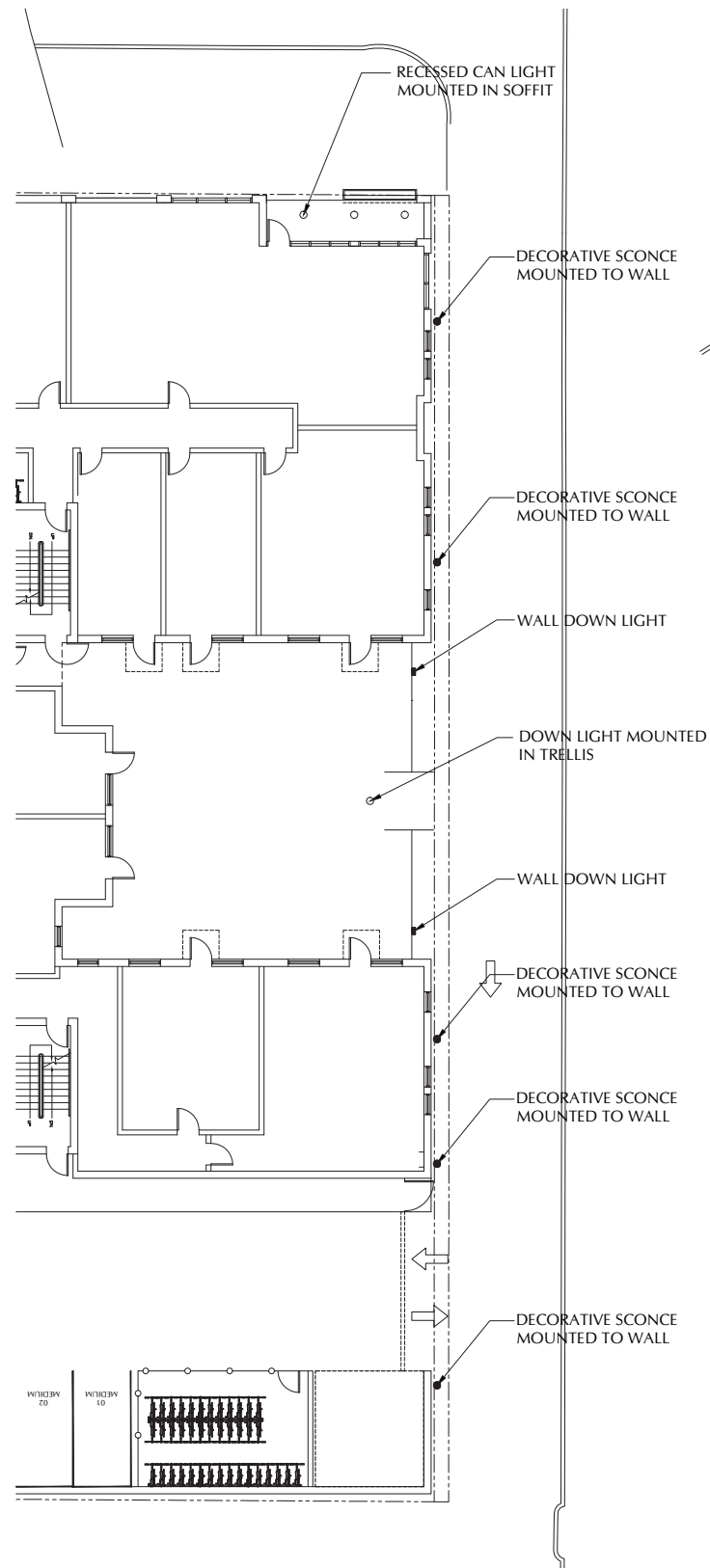
ROOF VIEW



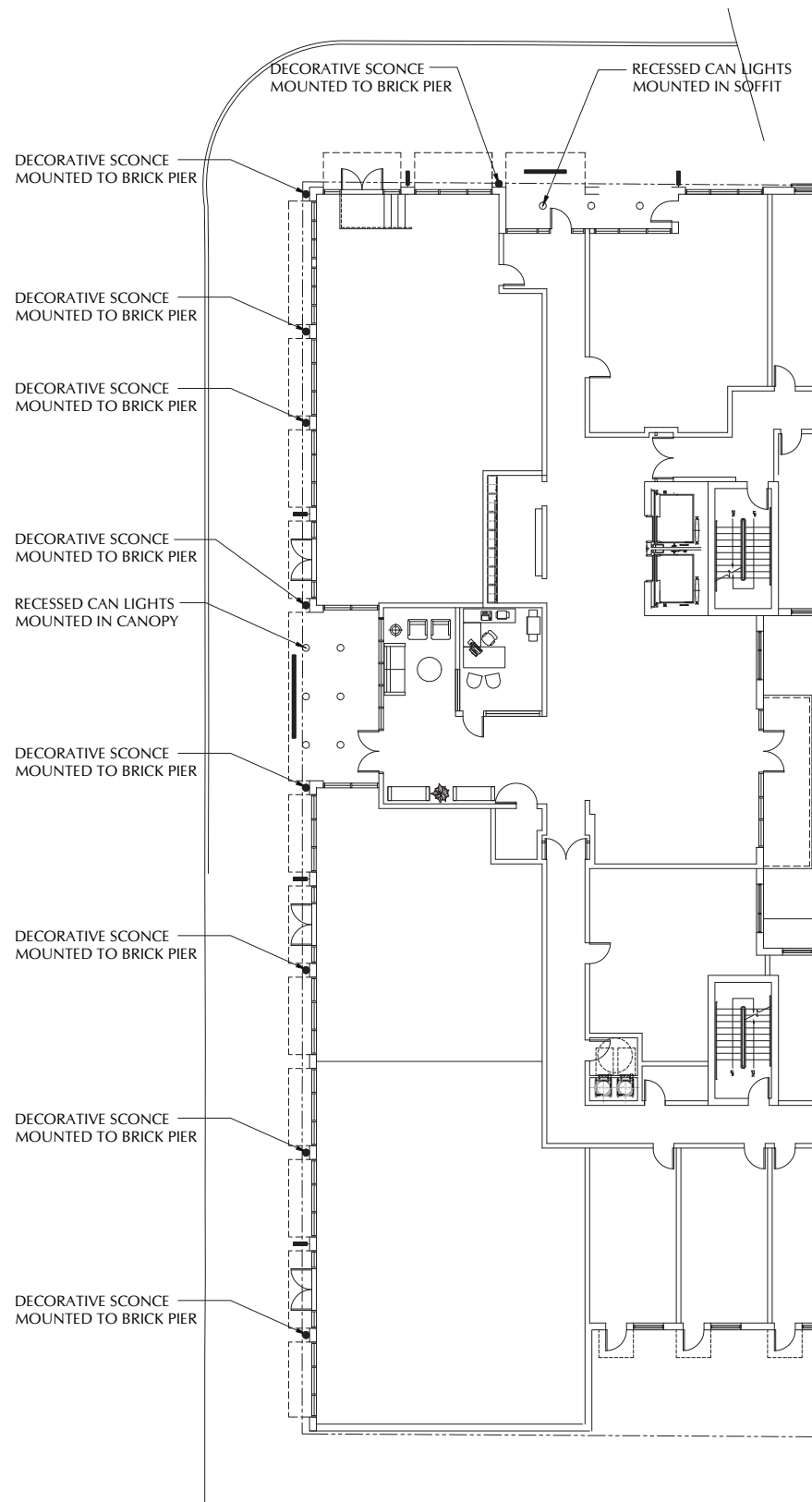
LANDSCAPE ROOFTOP DECK PLAN

550 BROADWAY

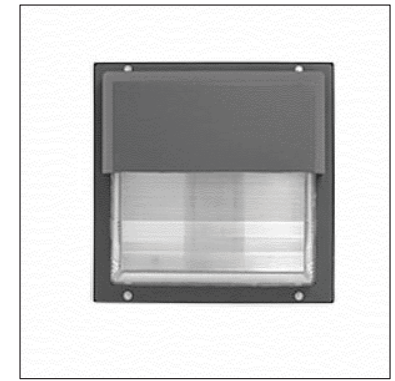
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LEVEL P1 



LEVEL 01 



WALL DOWN LIGHT



RECESSED CAN LIGHT

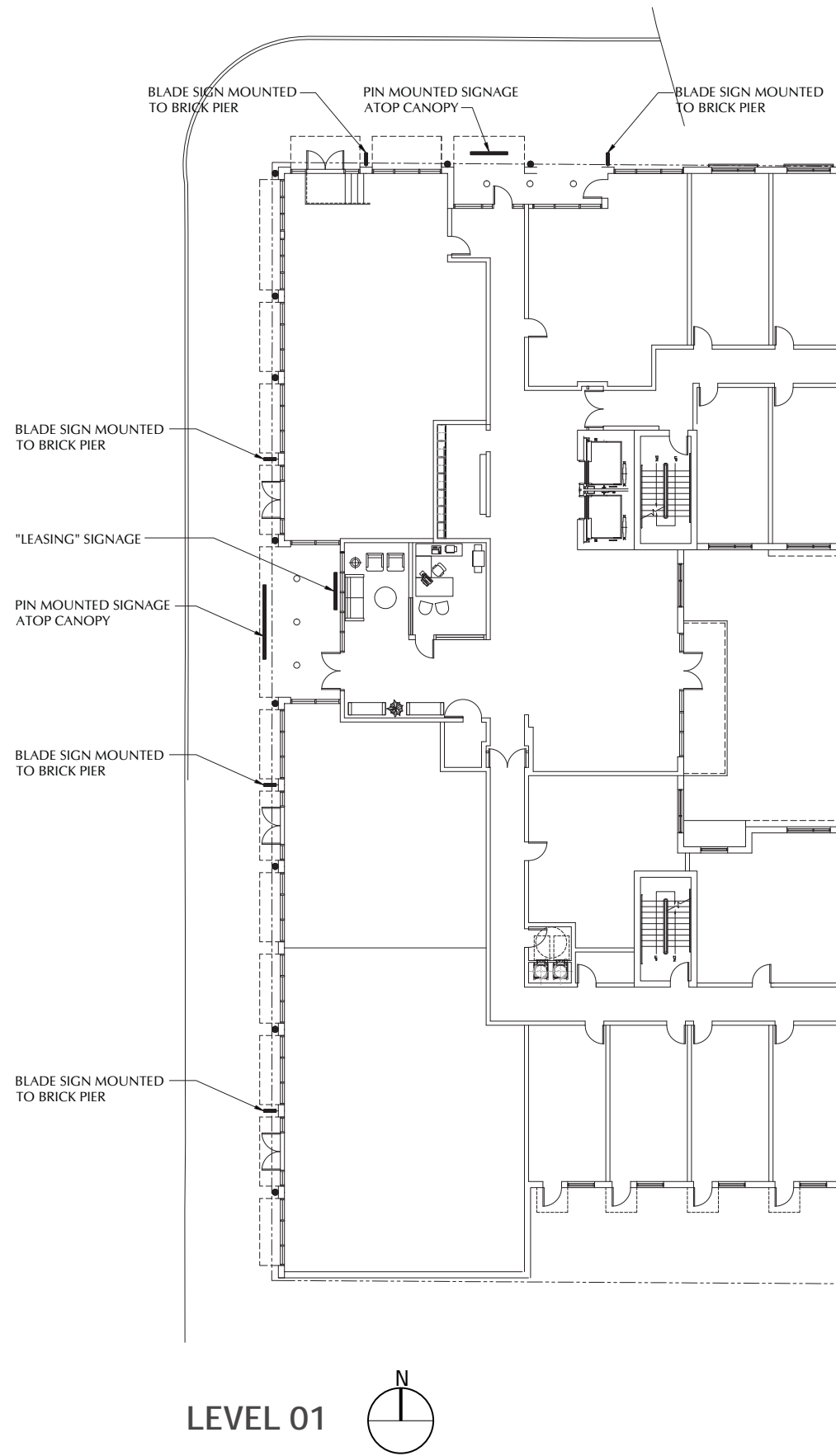


DECORATIVE SCONCE

## CONCEPTUAL LIGHTING PLAN

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BLADE SIGN EXAMPLE



BLADE SIGN EXAMPLE

CONCEPTUAL COMMERCIAL SIGNAGE PLAN





EXISTING ELEVATION ALONG BROADWAY



PROPOSED ELEVATION ALONG BROADWAY

## CONTEXTUAL ELEVATIONS

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**WEST - BROADWAY ELEVATION**

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## WEST - BROADWAY ELEVATION

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## BROADWAY STREETScape



**NORTH - E. JAMES ST. ELEVATION**



## NORTH - E. JAMES ST. ELEVATION

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**SECONDARY ENTRY ON E. JAMES ST.**

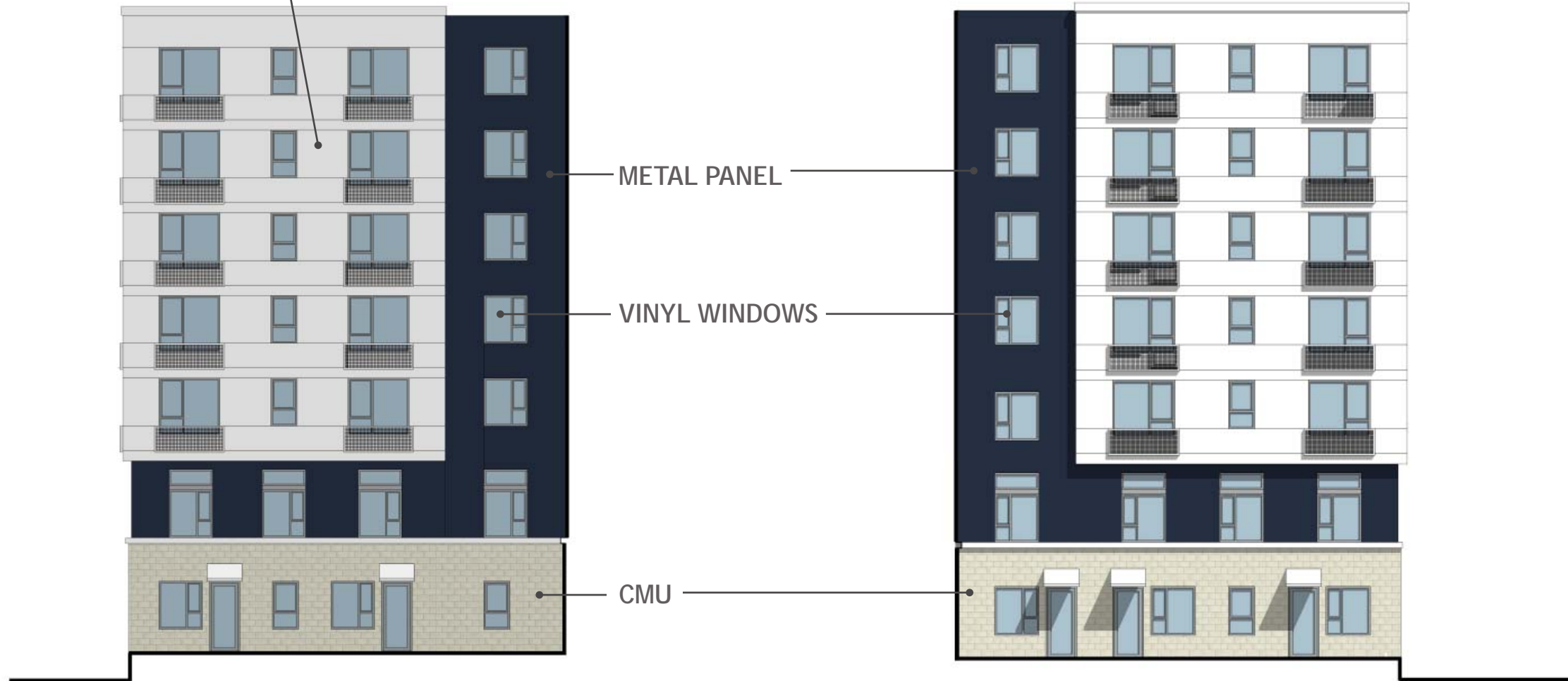




**EAST - ALLEY ELEVATION**

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FIBER CEMENT PANEL COLOR 1



NORTH COURTYARD ELEVATION

SOUTH COURTYARD ELEVATION

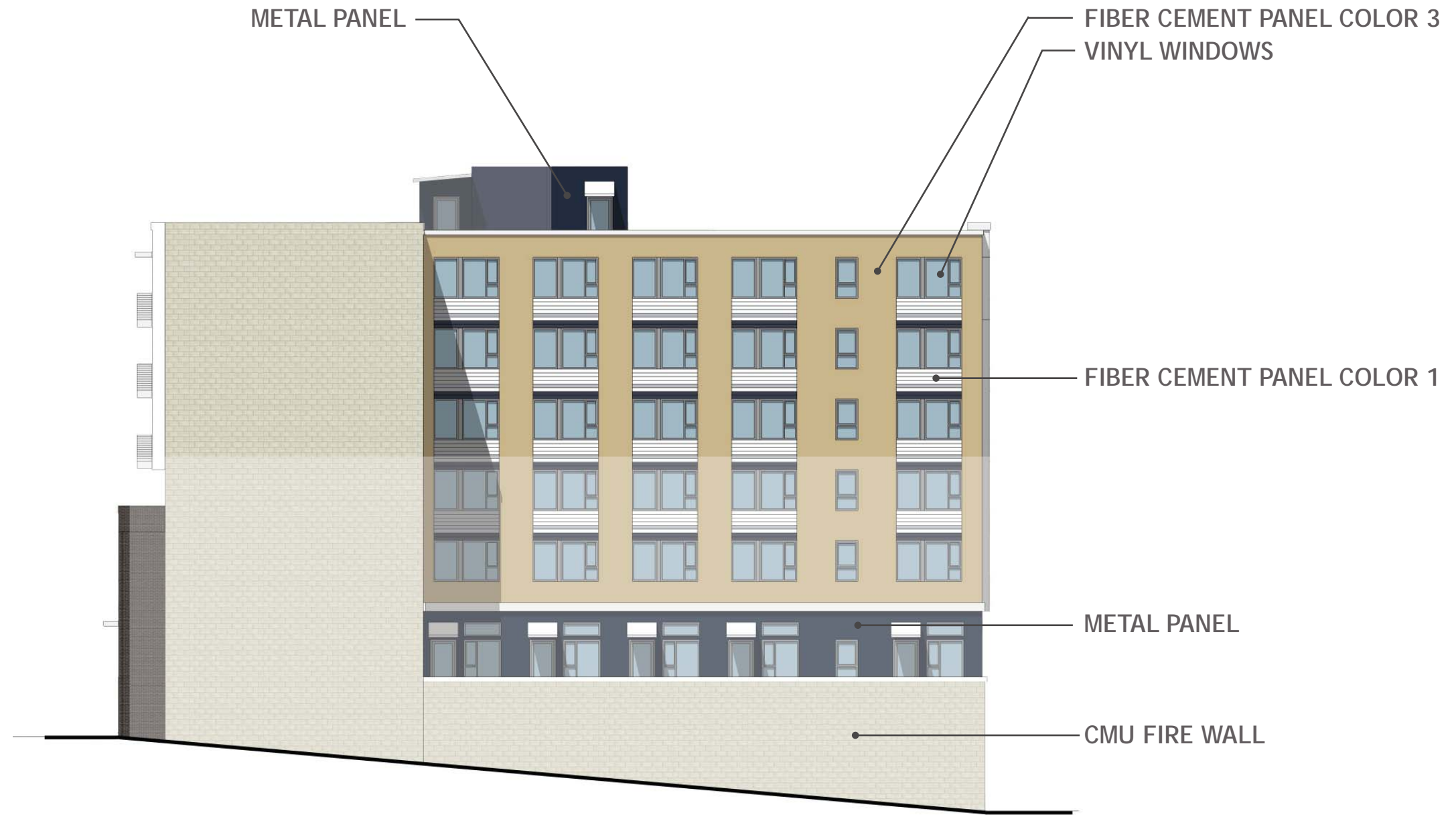


**EAST - ALLEY ELEVATION**

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## COURTYARD ENTRANCE FROM ALLEY



## SOUTH ELEVATION

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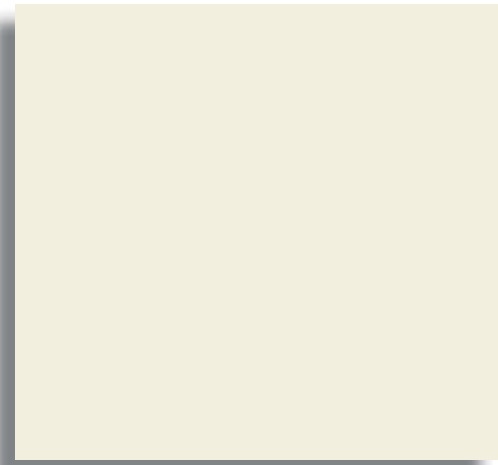


**SOUTH ELEVATION**

550 BROADWAY

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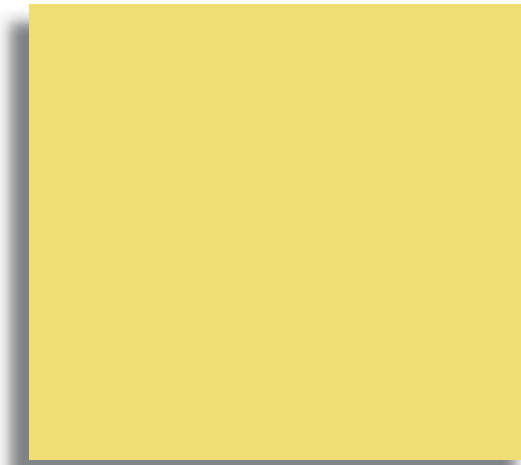
FIBER CEMENT PANEL:  
COLOR 1: Arcadia White



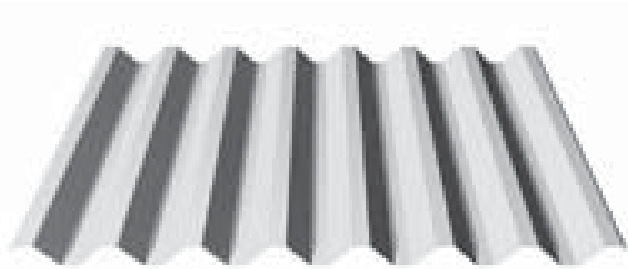
COLOR 2: Metallic Silver



COLOR 3: Yellow Finch



METAL PANEL:  
MINI-V-BEAM



COLOR: Regal Blue



BRICK: Midnight Black



CMU: Cream



VINYL WINDOW: White



## EXTERIOR MATERIALS

**SMC 23.47A.014.B.3**

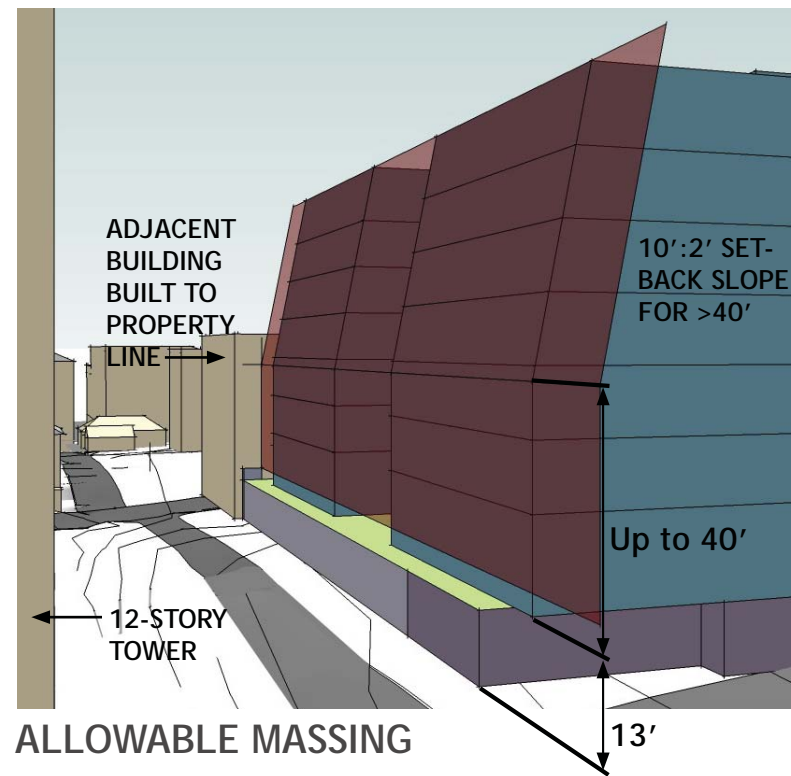
For a structure containing a residential use, a setback is required along any rear lot line that...is across an alley from a lot in a residential zone as follows: 15' for portions of structure 13' in height to a max of 40'. And then, additional setback at the rate of 2' for every 10' of height exceeding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

**Proposal:**

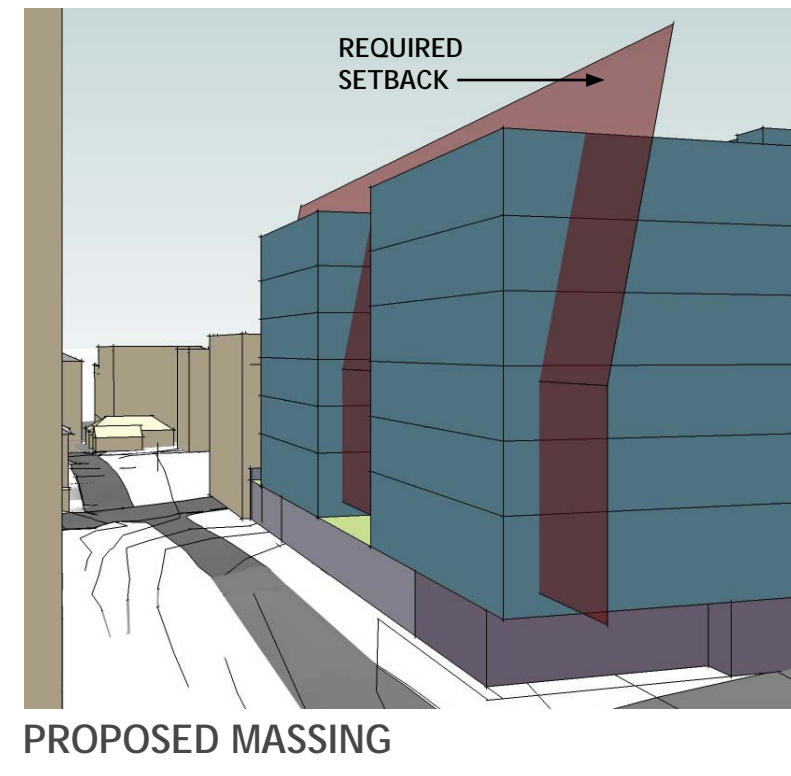
Allow the new building to encroach on the setback. The spirit of the zoning ordinance is for the protection of sun exposure on residential zones. The tower adjacent to the site is not the formal type the zoning is intended to protect. The adjacent building casts the entire site in shadow, where the new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

**Justification**

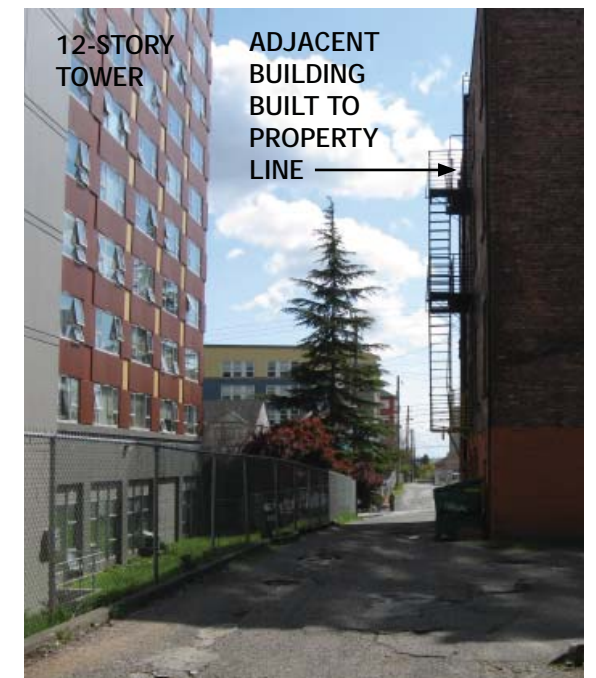
- Intention of this setback is to provide mitigation next to a lower residential zone; adjacent building is 105' in height
- Proposed design is 1 story lower than permitted by zoning, casting a shadow comparable to taller structure with required setback
- Existing building to south is built against property 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**



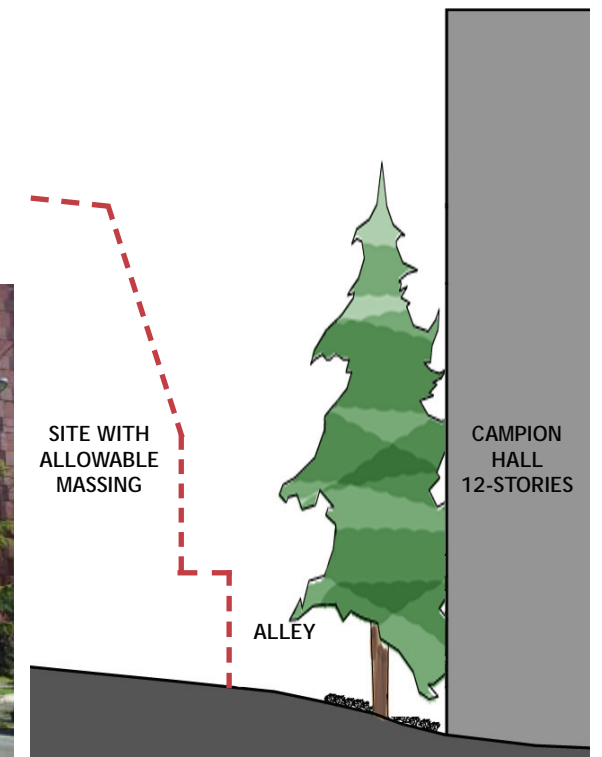
**PROPOSED MASSING**



**ALLEY IMAGE - AFTERNOON**



**ADDITIONAL ALLEY IMAGES - MORNING**



**PARTIAL SITE SECTION**

**DEPARTURE REQUEST**

550 BROADWAY

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THANK YOU FOR YOUR TIME!