

2428 NW Market Street

Early Design Guidance Analytic Design
Proposal Packet

Project Number: 3012213

Intake Date: April 21, 2011

Owner:



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G G L O

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Development Objectives

Construction Type: (5 Stories) Type VA wood frame over Type I concrete construction at-grade and sub-grade.

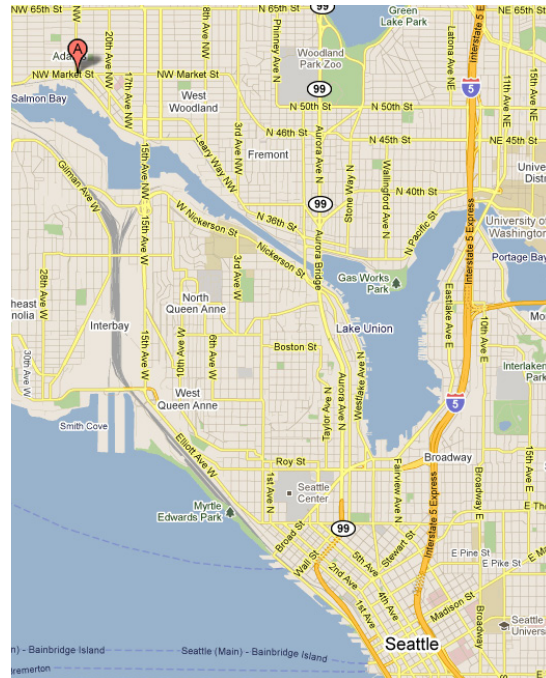
Residential Uses: Approximately 300 residential market rate apartments, including studios, 1 bedroom and 2 bedroom type units.

Non-Residential Uses: Approx. 15,000 sf commercial for use as retail or office, in addition to 7 grade related live/work spaces.

Accessory Parking:	Minimum 1 per apartment unit. Minimum 2.5 per / 1000 sf retail.
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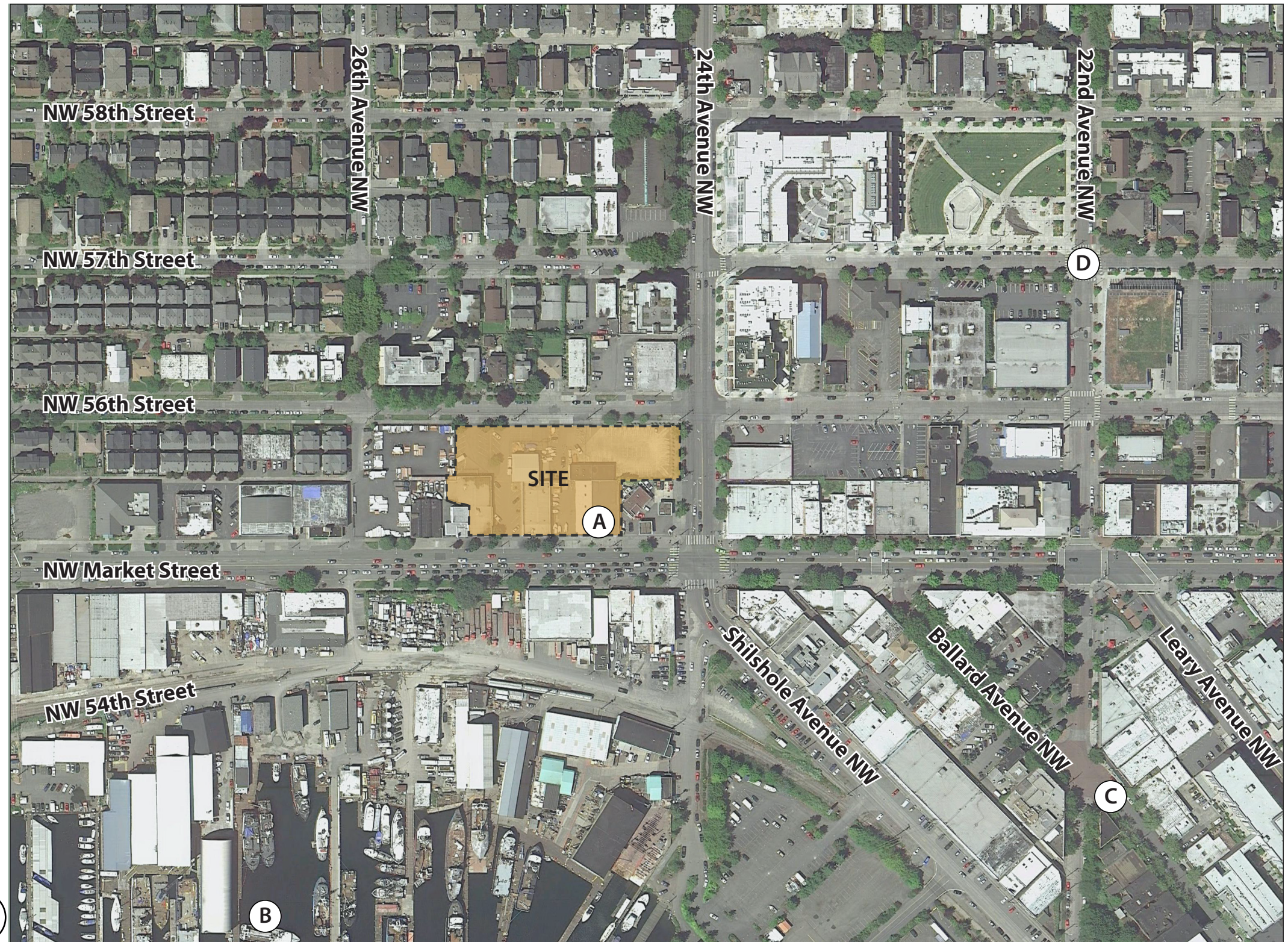
Use Distribution by Floor (Preferred “Concept A”):

Basement:	Parking 2 floors (390 stalls)
Level 1 (Street Level):	Parking (63 stalls) / Commercial / (7) Live-Work
Level 2:	33 Apartments
Level 3:	49 Apartments
Level 4:	60 Apartments
Level 5:	60 Apartments
Level 6:	60 Apartments
Level 7 (Roof):	45 Apartments + Roof Decks
Sustainability Goal:	LEED Silver
Retail SF	15200 sf
Leasing SF	5450 sf
Residential SF	239,050 sf



Vicinity Map

The site is located in the southwestern area of the Central Ballard Hub Urban Village. The site is bounded by NW 56th and NW Market Streets, and 24th and 26th Avenues.



Aerial Photograph



[Google Street View]

Jacobsen's Marine

A locally owned commercial building with ties to the Ballard neighborhood culture. This one-story commercial structure is currently on the selected site and to be demolished prior to construction.



[Google Street View]

Salmon Bay and the Hiram M. Chittenden Locks

Salmon Bay is a rich estuary where fresh water merges with salt water. Despite human intervention that has highly altered the estuary, Salmon Bay shelters a multitude of birds, mammals, and insects in addition to salmon and other fish. From the rare and beautiful steelhead to the largest run of sockeye in the lower 48 states, from the threatened chinook (also called king) to the silvery coho, you can witness this amazing migration from March through October.

Linking the freshwater Lake Union and the salt-water Lake Washington across a height difference of 22 feet, the locks allow boats to cross the Lake Washington Ship Canal, relying solely on the force of gravity.



[Fremontmarket.com]

Ballard Farmers Market

Open every Sunday from 10 a.m. to 3 p.m., the Ballard Farmers Market is located on historic Ballard Avenue NW. Fresh organic produce from Washington State farms can be found year-round.



[SeattleClick Photography]

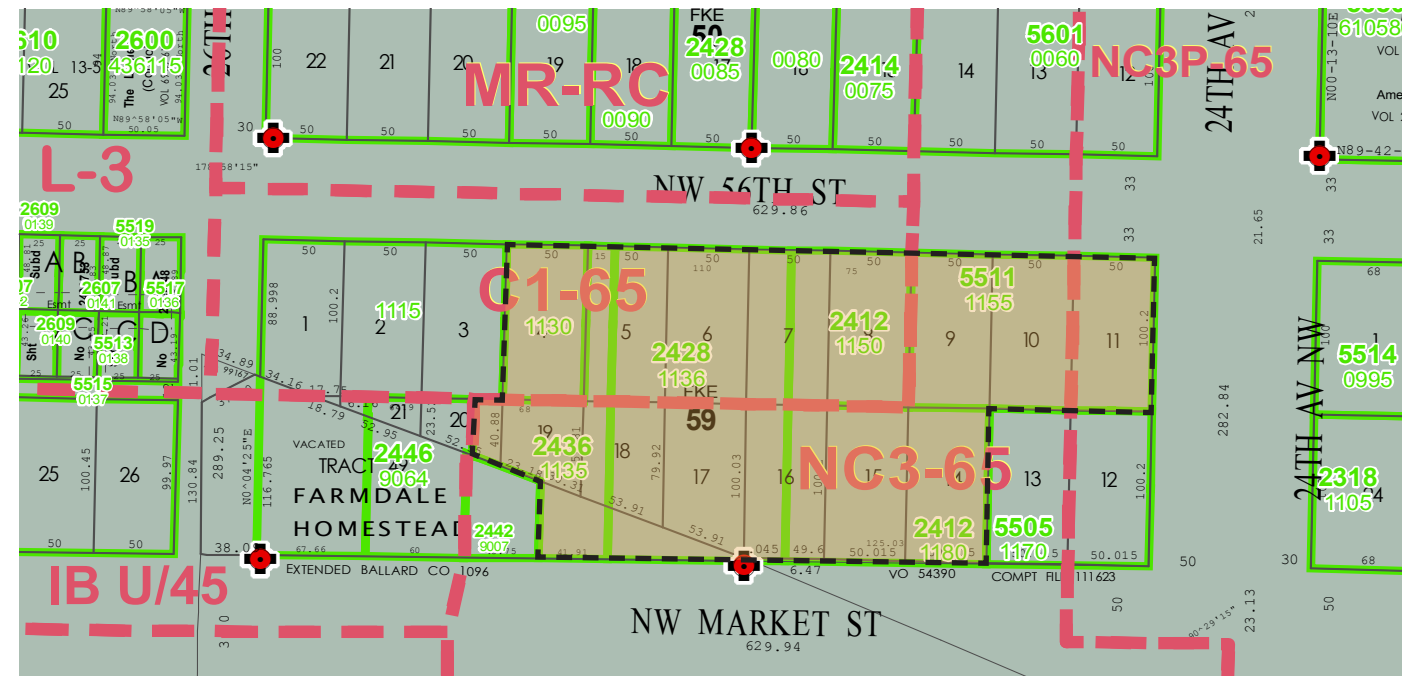
Ballard Municipal Center

Linking recreation, government and the Ballard neighborhood, the municipal center is comprised of Ballard Commons Park, the Ballard Public Library and the Ballard Neighborhood Service Center.

Ballard Commons Park features a skate bowl, water feature, engaging public art, relaxing seating areas and lawns. The park forms part of the municipal center in Ballard, with the Seattle Public Library branch and Neighborhood Service Center located across the street in an award-winning building that all opened in 2005.

Zoning

Urban Design Analysis



DPD Zoning Map

ZONING DESIGNATIONS:

[SMC 23.30.010]

- Residential, Single-family 5,000
- Residential, Multifamily, Lowrise Duplex/Triplex
- Residential, Multifamily, Lowrise 1
- Residential, Multifamily, Lowrise 2
- Residential, Multifamily, Lowrise 3
- Residential, Multifamily, Midrise
- Residential-Commercial
- Neighborhood Commercial 2
- Neighborhood Commercial 3
- Commercial 1
- General Industrial 1
- Industrial Buffer
- Industrial Commercial

SF 5000
LDT
L-1
L-2
L-3
MR
RC
NC2
NC3
C1
IG1
IB
IC

OVERLAYS:

Pedestrian Zone (P) 24th Ave NW covering 1st 50 ft of parcels
Ballard Hub Urban Village

DEPARTURES REQUESTED:




None

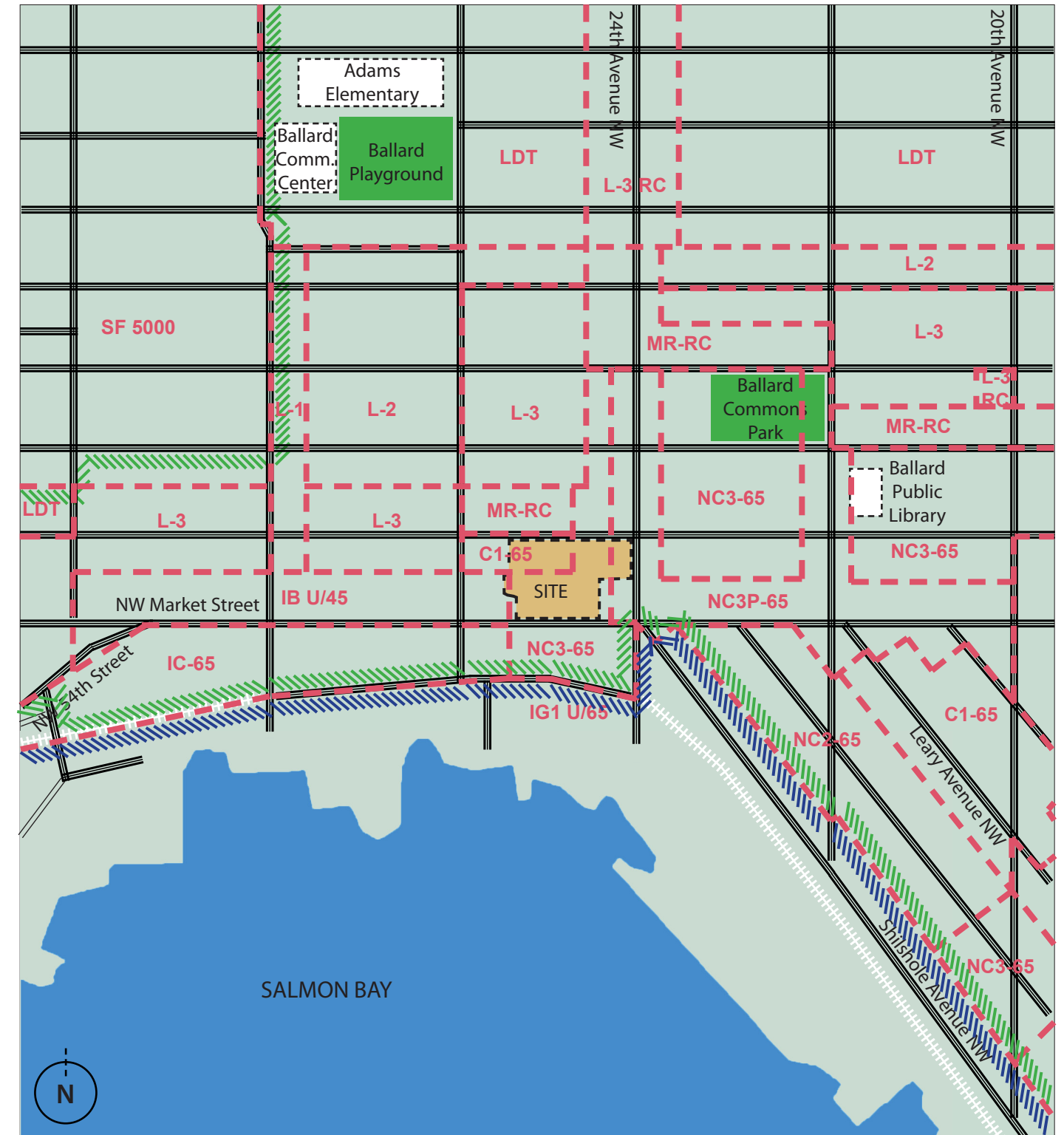
PRIMARY ZONING DESIGNATIONS:

[SMC 23.30.010]

Neighborhood Commercial 3
Neighborhood Commercial 3 Pedestrian
Commercial 1

NC3-65
NC3P-65
C1-65

-  Ballard Urban Village
 Zoning Boundary
 Ballard-Interbay-Northend Manufacturing Industrial



Neighborhood Zoning Map

Site Address:

- 2428 NW Market Street

Site Area:

- 1.62 acres (70,363 sf)

Tax Account #'s:

- 2767701155
- 2767701150
- 2767701180
- 2767701136
- 2767701135
- 2767701130

Base Zone:

- NC3-65, NC3P-65, CI-65

Applicable Code:

- Seattle Municipal Code, Title 23 Land Use Code

Applicable Design Guidelines:

- City of Seattle Design Guidelines
- Ballard Municipal Center Master Plan Area Design Guidelines

Overlays:

- Ballard Hub Urban Village
- Pedestrian Zone on 24th Ave NW covering first 50 ft of parcel depth.

23.47A.004 Permitted Uses:

- Multi-family Residential, Live-work, Retail Sales & Services, Eating & Drinking Establishments & Parking, among others.

23.47A.005 Street-Level Uses:

- 80% must be commercial use in pedestrian designated zones (24th Ave NW). (20% max residential on street-level street facing facades)
- 100% may be residential use on all other streets.

23.47A.008 Street-Level Standards

- Black facades limited to 20 feet in length and minimum 40% of facade.
- Minimum 60% of nonresidential facade shall be transparent.
- Nonresidential uses extend an average of 30 feet and a minimum of 15 feet deep.
- Nonresidential uses must have a floor-to-floor height of 13 feet minimum.
- One of the residential street facades must have a prominent pedestrian entry.
- Floor of a dwelling unit facing a street must be 4 feet above or below the street or be set back 10 feet from the sidewalk.
- Live-work units facing a street shall locate the business portion between the street and the residential portion.

23.47A.012 Structure Height

- 65 feet maximum above the “average grade level.”
- Rooftop features: Open railings, planters, skylights, clerestories, greenhouses, parapets, and firewalls may extend 4 feet above the height limit.
- Mechanical Equipment: Solar collectors, play equipment, wind driven power generators, minor communication utilities, accessory communication devices may extend 15 feet above the height limit.
- Stair and elevator penthouses may extend 16 ft above the height limit.

23.47A.013 Floor Area Ratio

- Maximum FAR of 4.75 for all uses within a mixed use structure.
- Minimum FAR of 4.25 for any single use within a mixed use structure.

23.47A.014 Setback Requirements

- None required; site does not abut any residential zone.

23.47A.016 Landscaping

- Green Factor of 0.30 minimum required.

23.47A.024 Residential Amenity Area

- Minimum of 5% of residential gross floor area, excluding mechanical equipment and accessory parking.

23.47A.029 Solid Waste and Recycling

- 200 sf plus 2 sf for each additional residential unit over 100 units with front-loading containers, approx 600 sf.

23.47A.032 Parking Access

- 2 curb cuts allowed on NW Market St., less than 23’ wide.
- Curb cuts not allowed on 24th Ave NW, pedestrian zone.
- 5 curb cuts allowed on NW 56th St., less than 10’ wide or 2 combined to less than 20’ wide.

23.54.015 Required Parking

- No residential use parking is required within urban villages if residential use is within 1,320 sf of a street with frequent transit service.
 - Commercial parking uses:
 - Eating and drinking establishments:
 - 1 stall per 250 sf,
 - Retail sales and services:
 - 1 stall per 500 sf,
 - Live-work units:
 - 1 stall per 1,500-2,500 sf unit, 1 stall plus parking for non-residential principal activities for >2,500 sf unit.
 - In pedestrian-designated zones, no parking is required for the first 5,000 SF of retail, and first 2,500 SF of eating and drinking establishments.
 - Bicycle parking: 1 per 4 residential units. After the first 50 spaces, additional spaces are required at 1/2 the ratio shown in Section 23.54, Table E. Non-residential uses such as eating & drinking establishments and retail require 1 space / 4,000 sf of short term bike parking and 1 / 12,000 sf of long term bike parking. Approximately 69 spaces.
- 23.54.035 Loading Berths
- 1 loading berth required for 10,000-60,000 sf of medium demand uses such as drinking establishments and retail. For uses w/ less than 16,000 sf which provide a loading space on a street or alley, the loading berth requirements may be waived by the Director.

Transportation and Access

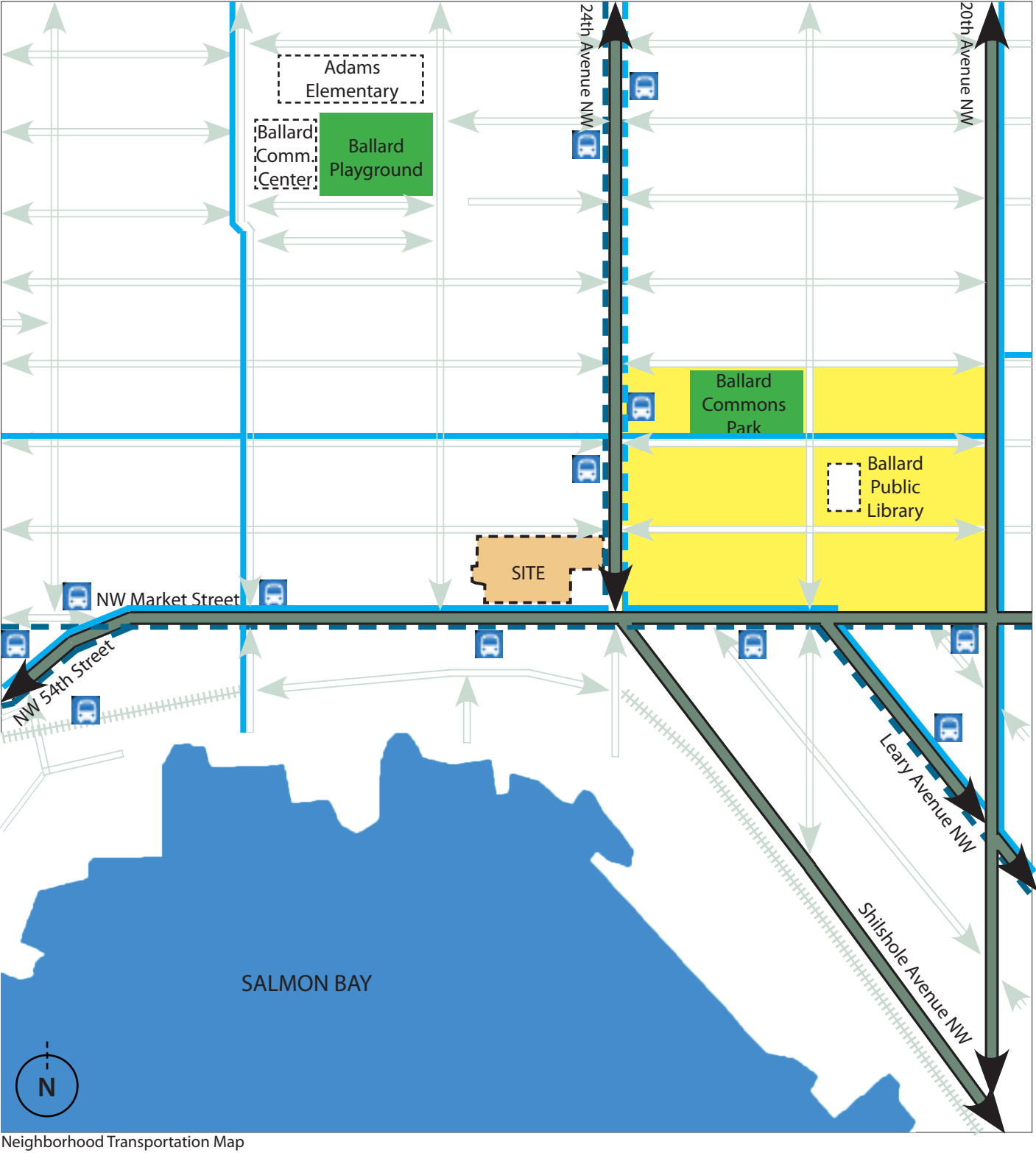
Site Analysis

The site is easily accessible by bus, bicycle, pedestrian and auto. 6 regular bus routes pass by the site by way of both NW Market Street and 24th Ave NW. Bus routes include 15, 17, 18, 44, 46, 75, and 81. An on-street bicycle lane runs along 24th Ave NW.

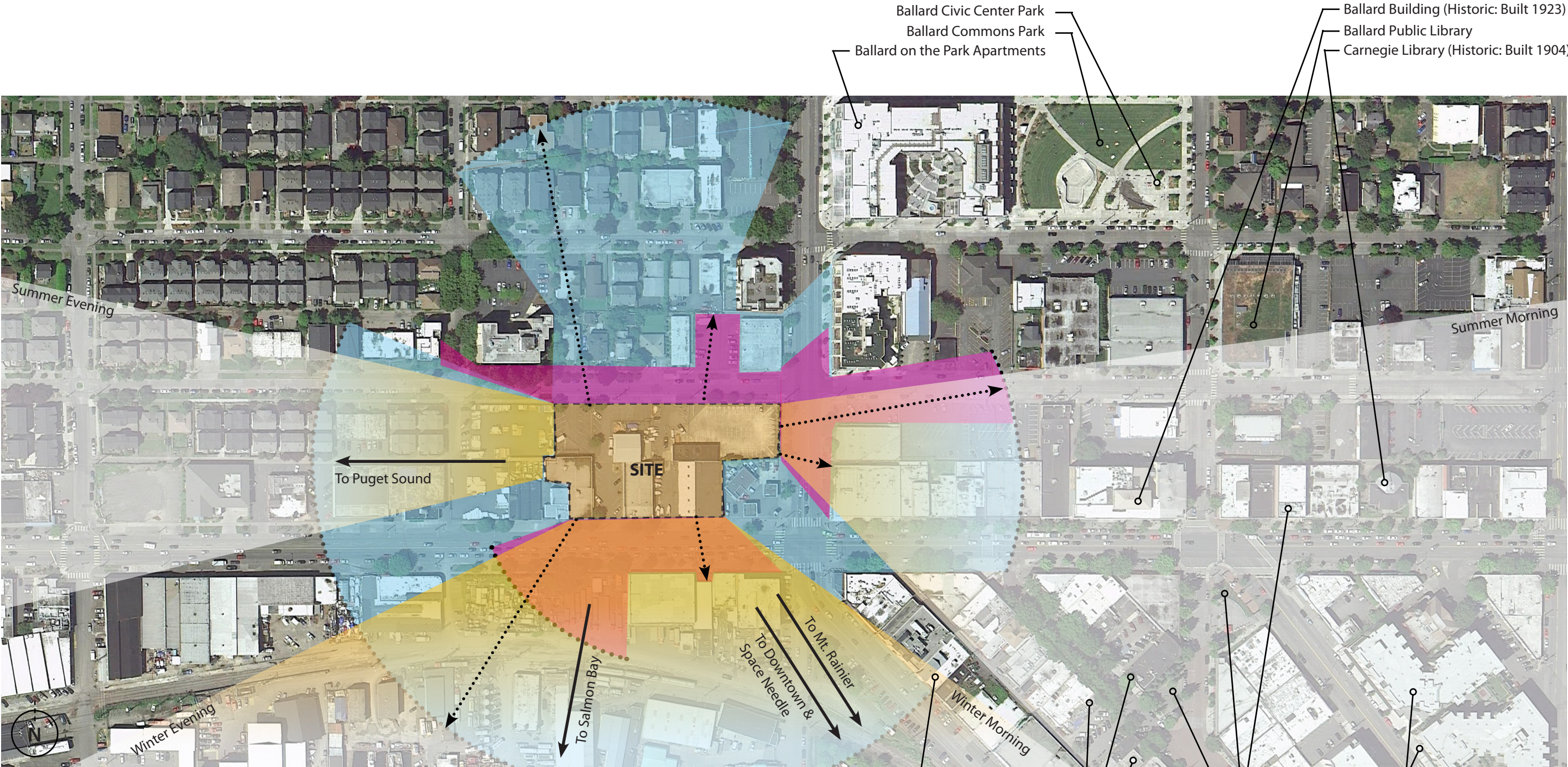
Salmon Bay, a part of Lake Washington Ship Canal, links Lake Washington to Puget Sound. The westernmost section of the canal, the bay contains both salt and fresh water, seperated by the Hiram M. Chittenden Locks. East of the locks, Salmon Bay is spanned by the Ballard Bridge. West of the locks, it is spanned by the Salmon Bay Bridge that carries the BNSF Railway railroad tracks.

LEGEND:

- Scheduled Bus Route
- Bicycle Route
- Ballard Municipal Center
- Arterials



Opportunities and Restraints Views, Barriers, and Surrounding Uses



Site Arial with View and Solar Orientation

View Orientation

Views to the South/Southwest are unobstructed, giving way to sights of Salmon Bay and Puget Sound. To the Southeast: Downtown Seattle, the Space Needle, and Mount Rainier.

- Levels 1 & 2 view range
- Levels 3-6 view range
- Solar Access



1. View to the Northwest



6. View to the North



2. View to the West



5. View to the East

Primary Views from the Site

Currently, there is a view to Salmon Bay primarily on levels above the second floor. There are pleasant territorial views to the west, northwest, north, east, and southeast that look out to the developed general region. Views to the northeast are partially blocked by the 6 story multi-family structure located across 24th Avenue NW.



3. View to the South



4. View to the Southeast



1. Primary View from the Northwest



5. Primary View from the North



4. Primary View from the Northeast



2. Primary View from the Southwest

Primary Views into the Site

Views to the site are currently visible from the North, East, South and portions of the western project boundaries. As adjacent parcels fill in, views of the project will be limited to the North, East, and South sides of the block and opposite side of surrounding streets. View 3 is an important pedestrian view as NW Market St will likely have the most pedestrian activity. Additionally, views from Shilshole Ave NW will be important for vehicular traffic as the approach the project site from the southeast.



3. Primary View from the Southeast



VIEW TO SITE

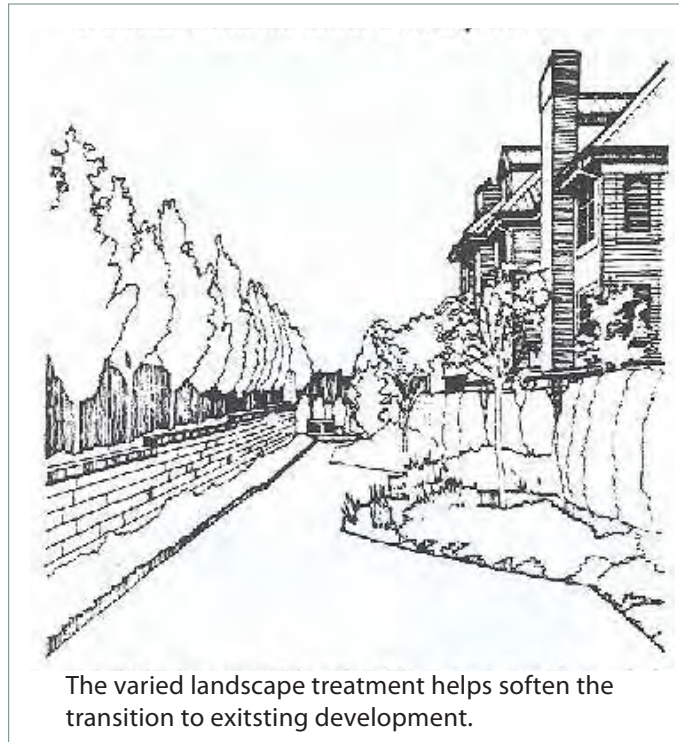


VIEW FROM SITE



4 Design Guidelines

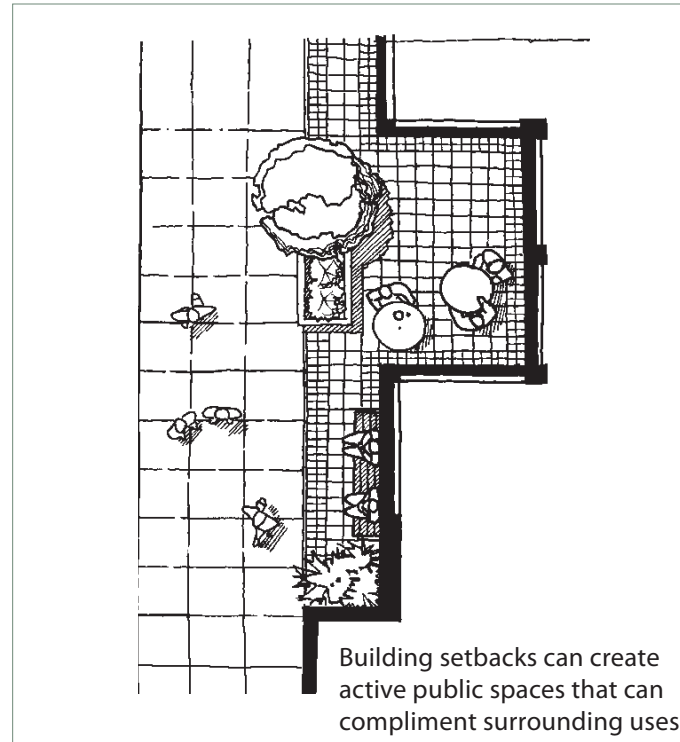
Primary



The varied landscape treatment helps soften the transition to existing development.

B-1: Height Bulk and Scale Compatibility:

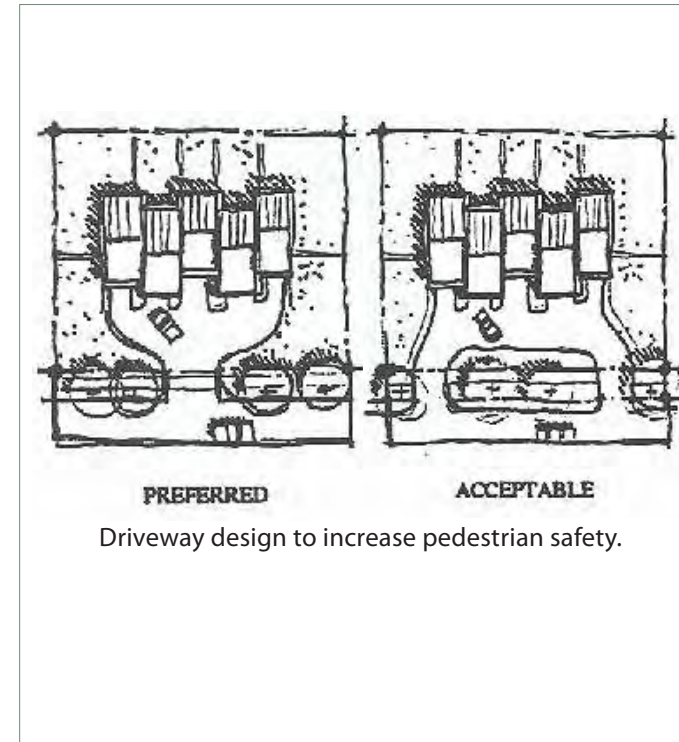
Projects should be compatible with the scale of development anticipated by the applicable Land Use Policies for the surrounding area and should be sited and designed to provide a sensitive transition to near-by, less-intensive zones. Projects on zone edges should be developed in a manner that creates a step in in perceived height, bulk and scale between the anticipated development potential of the adjacent zones.



Building setbacks can create active public spaces that can compliment surrounding uses.

D-1: Pedestrian Open Space 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. Opportunities for creating lively, pedestrian-oriented open spaces should be considered.



PREFERRED **ACCEPTABLE**
Driveway design to increase pedestrian safety.

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.

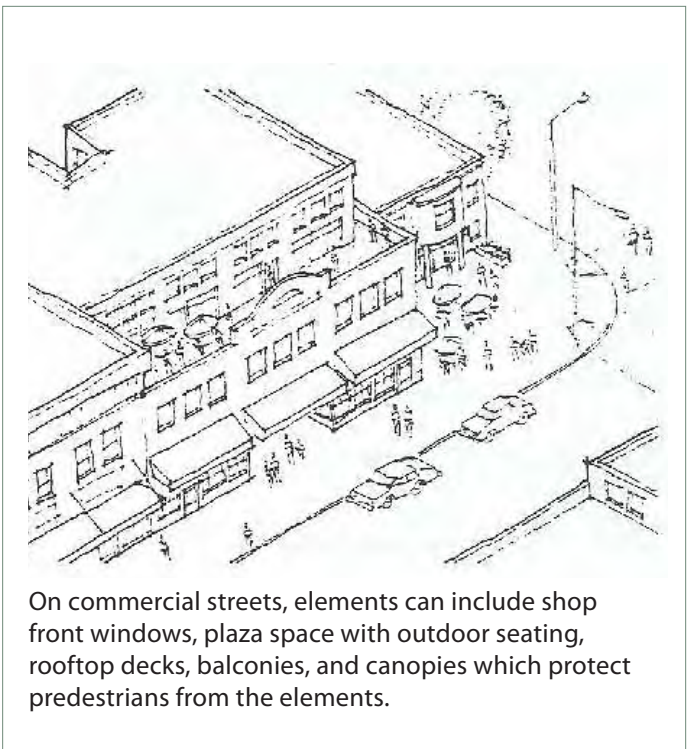


C-4: Exterior Materials:

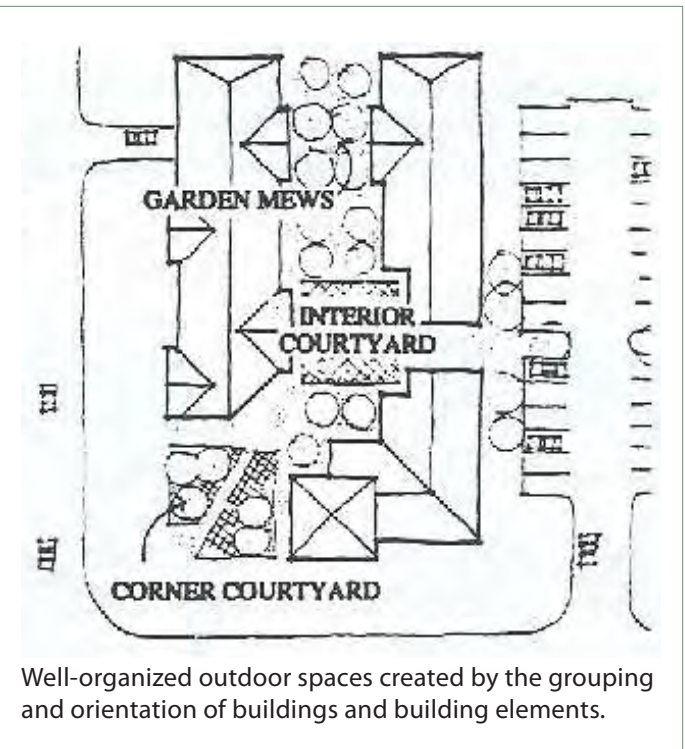
Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.

[Design Review: Guidelines for Multifamily & Commercial Buildings, City of Seattle, Oct 1993-Nov 1998]

Secondary
Design Guidelines



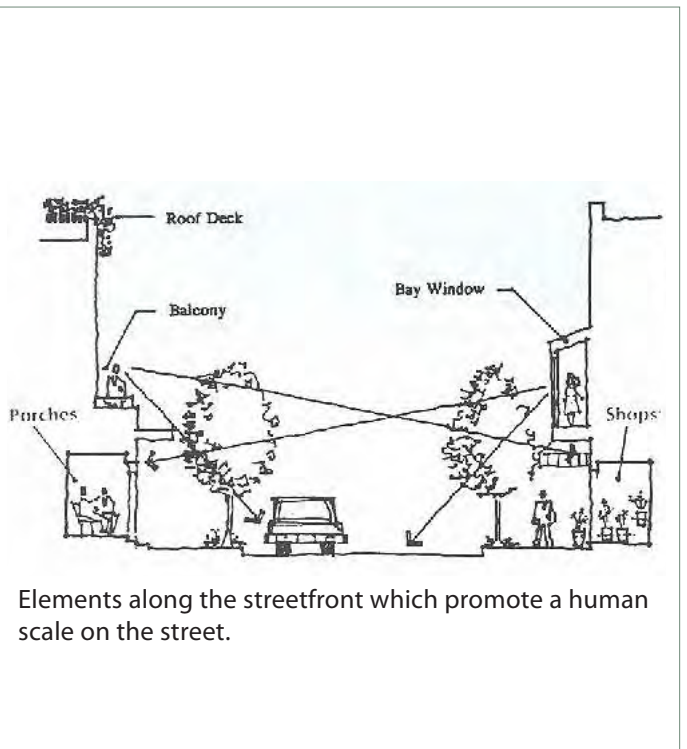
A-4: Human Activity
New development should be sited and designed to encourage human activity on the street.



A-7: Residential Open Space
Residential projects should be sited to maximize opportunities for creating usable, attractive, well-integrated open space.



E-2: Landscaping to Enhance Building or Site
Landscaping, including living plant material, special pavements, trellises, screen walls, planters, site furniture and similar features should be appropriately incorporated into the design to enhance the project.



C-3: Human Scale
The design of new buildings should incorporate architectural features, elements and details to achieve a good human scale.

[Design Review: Guidelines for Multifamily & Commercial Buildings, City of Seattle, Oct 1993-Nov 1998]

5 Site Analysis

Survey

Site Area

Site contains 70,363 SF with 277 feet of frontage on NW Market St, 100 feet of frontage on 24th Ave NW, and 400 feet of Frontage on NW 56th Street.

Topography

The site slopes from NE to SW with a difference of +/-16 feet.

Existing Buildings

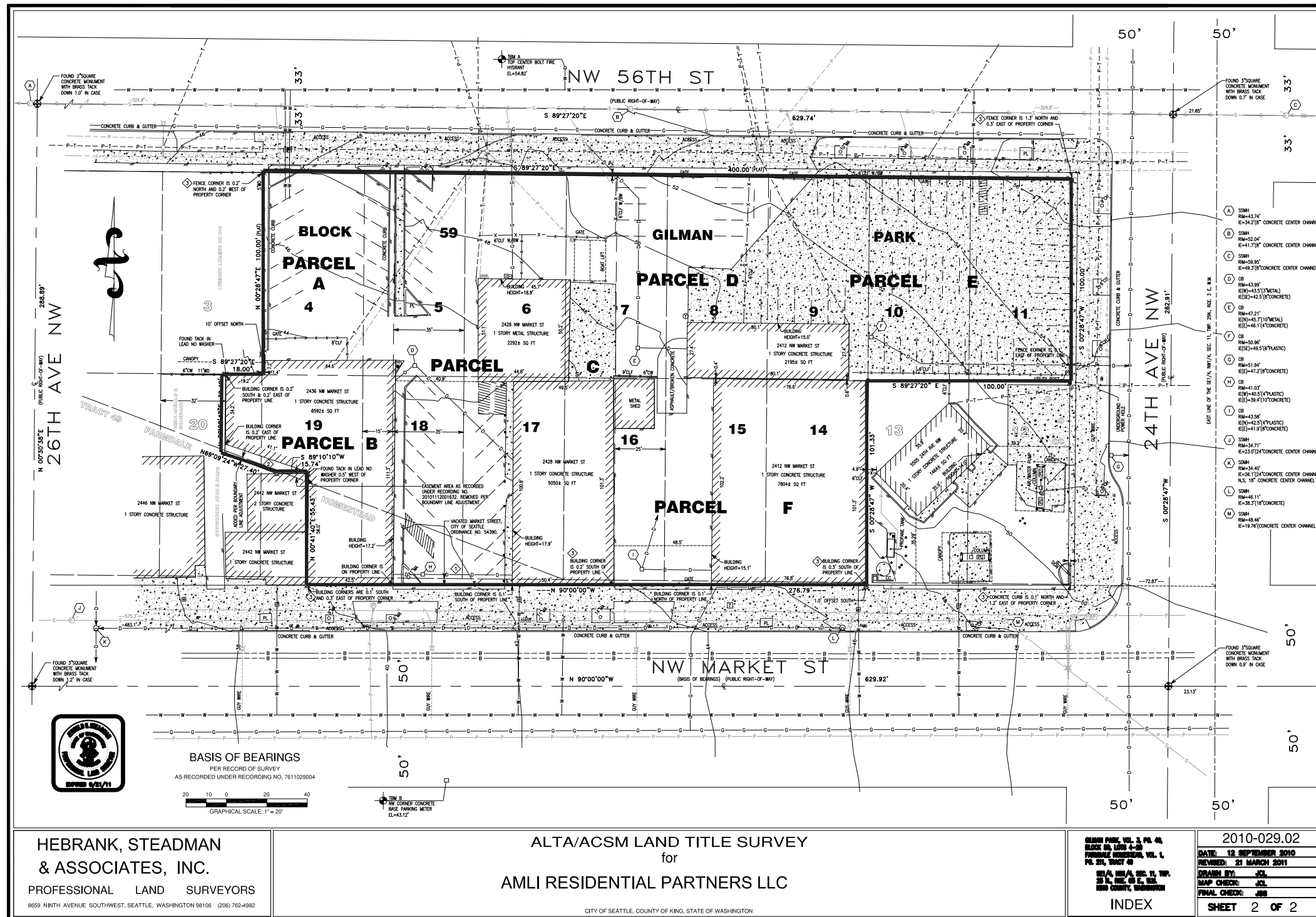
Five existing one story buildings on site will be demolished; existing parking areas containing 81 parking stalls will also be removed.

Tree Survey

Existing Trees: There are no significant existing trees on the site. Existing Street Trees are an eclectic mix of established, topped, and new Maples and similar species in varying health and condition.

Utilities

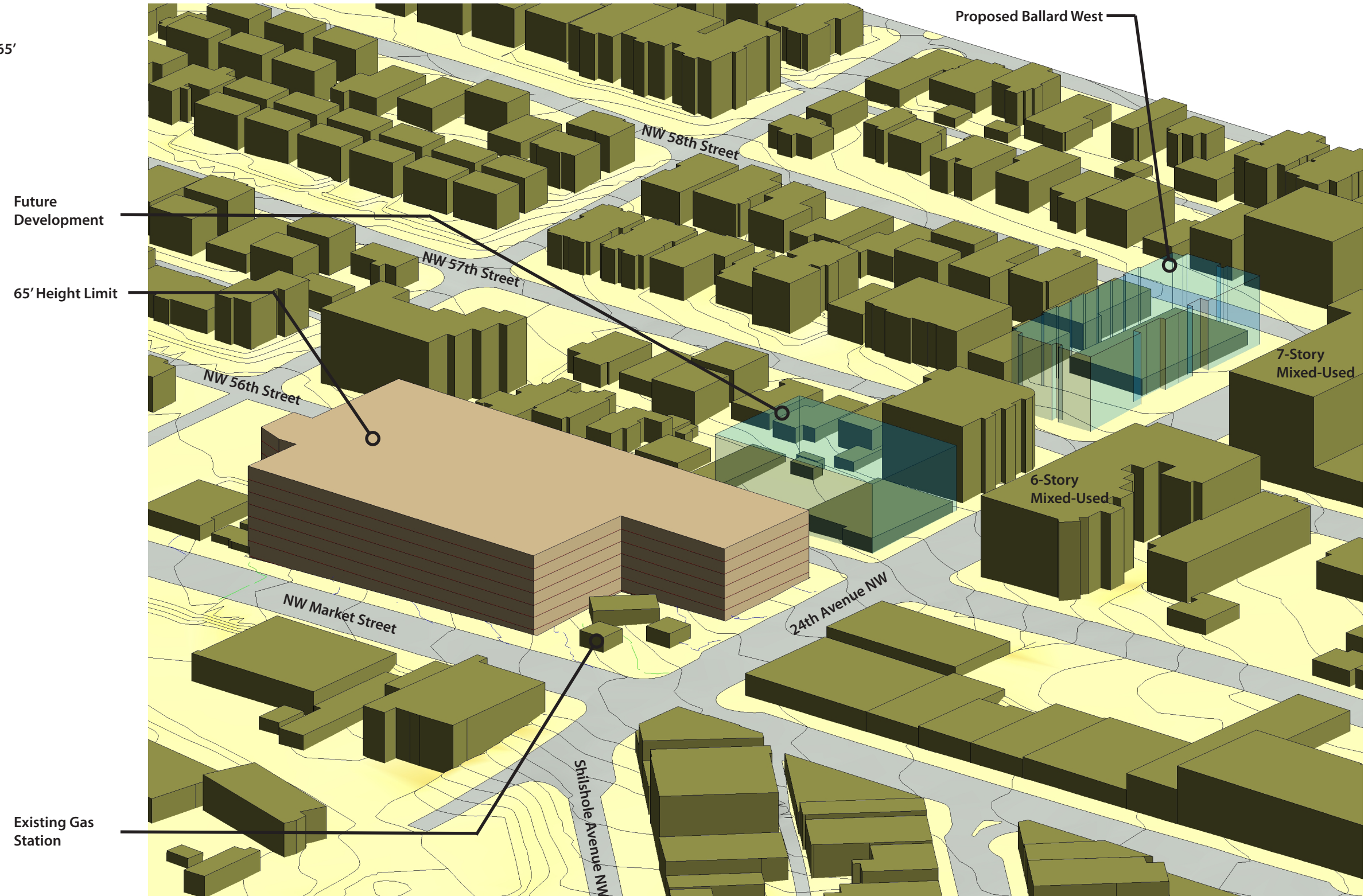
Site has access to all utilities on NW Market St,



Allowable Zoning Envelope Site Analysis

Average Grade Plane: 48' 6"

Maximum Allowable Height: 65'



6 Alternative Concepts



Concept A [Preferred]



Concept B



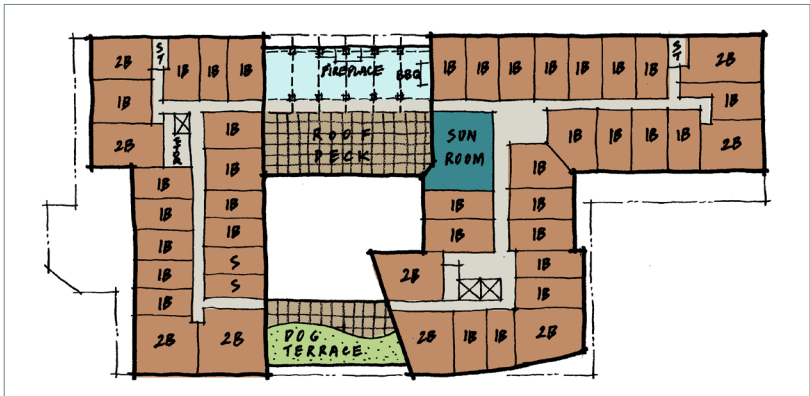
Concept C



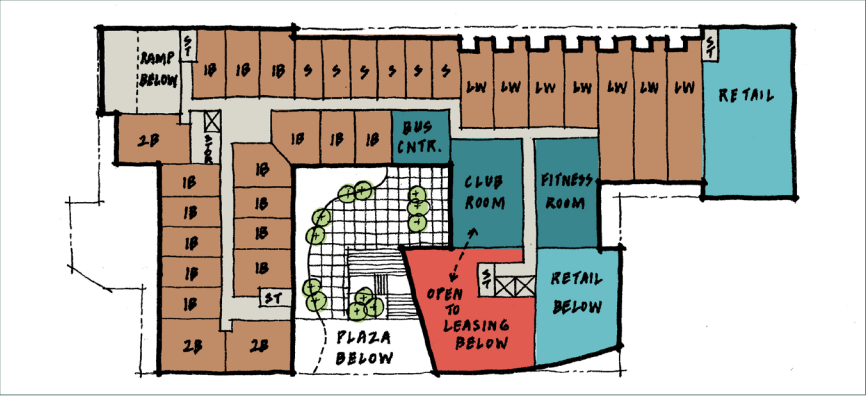
2428 NW Market Street
Early Design Guidance

Architectural Concept A [PREFERRED]

Alternative Concepts



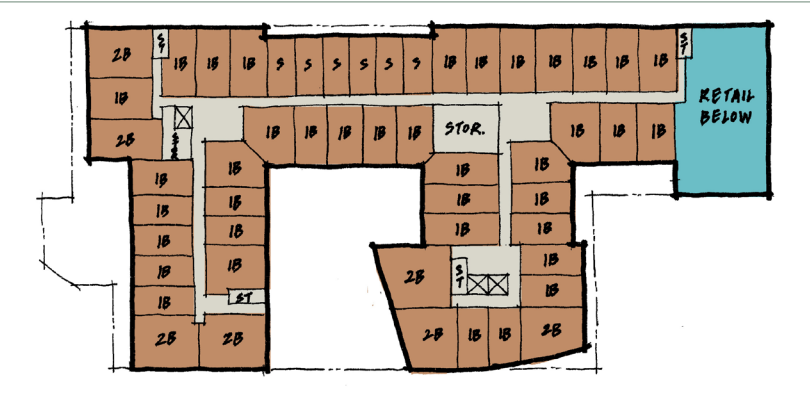
Level 7 Plan



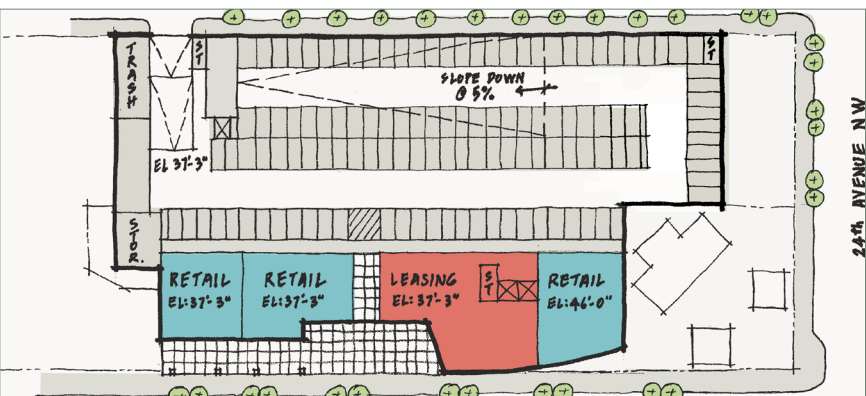
Level 2 Plan



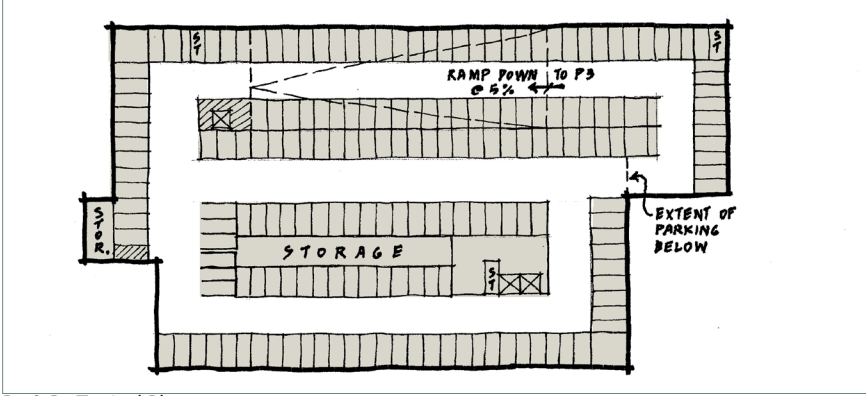
Levels 4-6 Typical Plan



Level 3 Plan



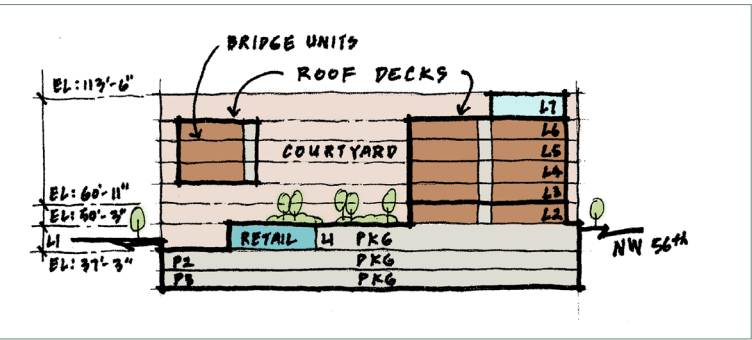
Level 1 Plan



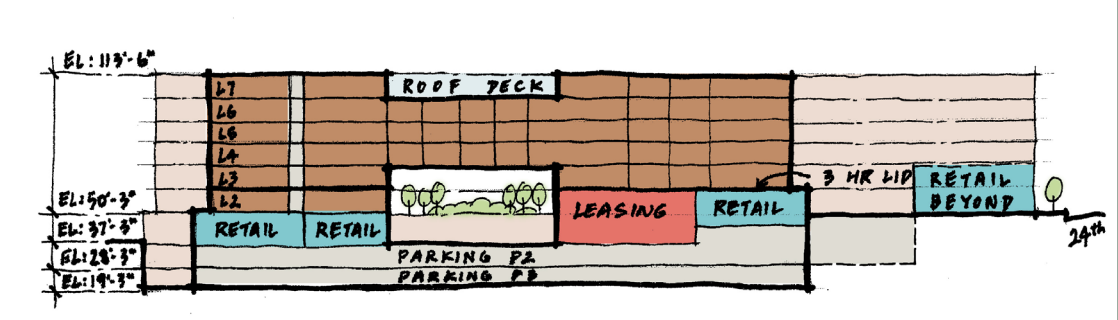
P2 & P3 Typical Plan

- Pros:
- South facing courtyard
 - Roof top open space creates modulation
 - Connection between courtyard, plaza, and Market St.
 -

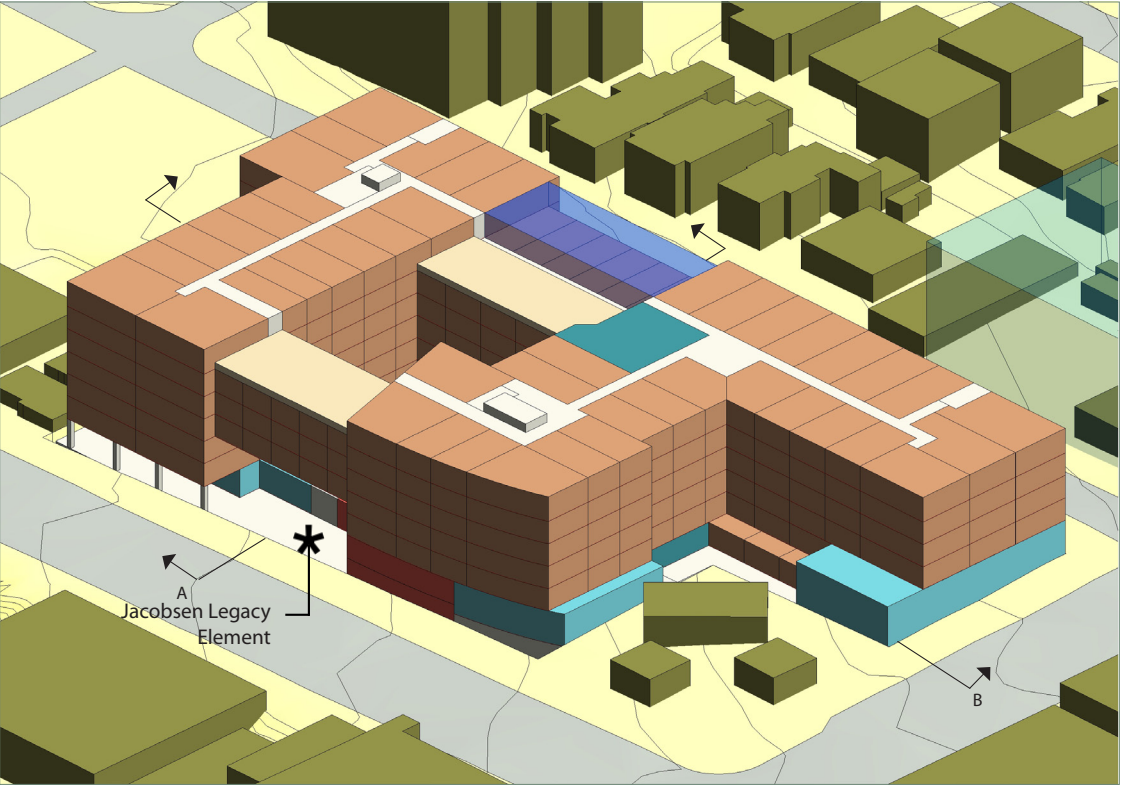
- Cons:
- Low facade on 56th
 -
 -
 -



Building Section A

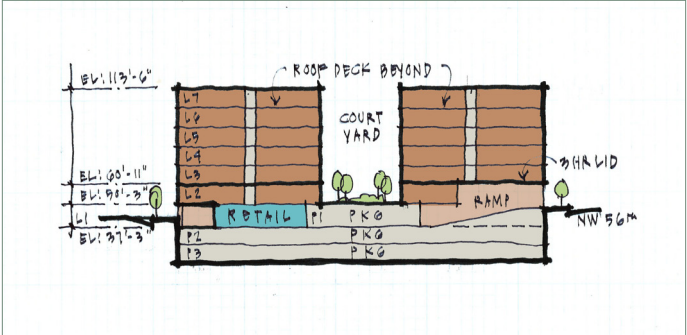


Building Section B

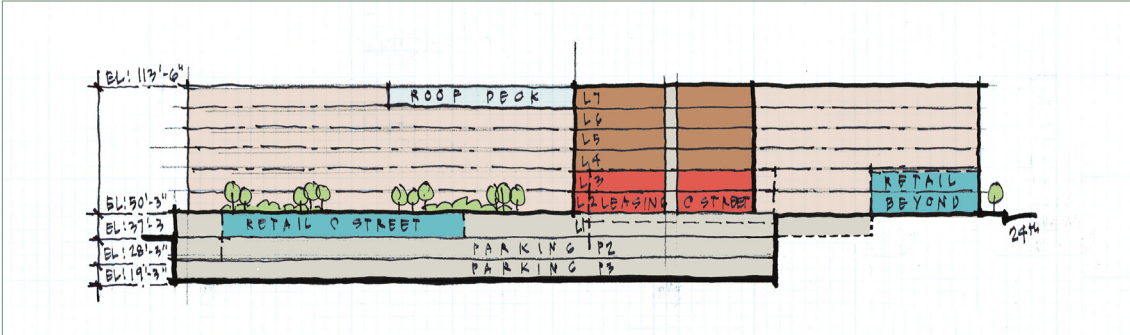


SE Axonometric View

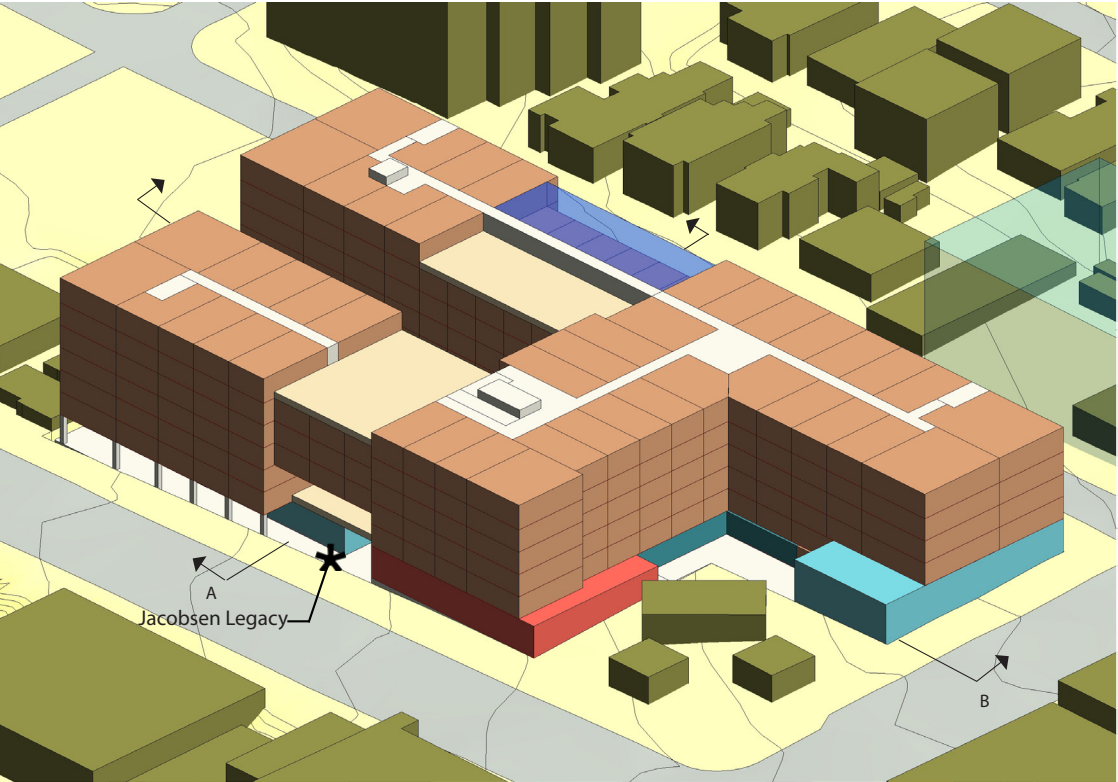
Architectural Concept B Alternative Concepts



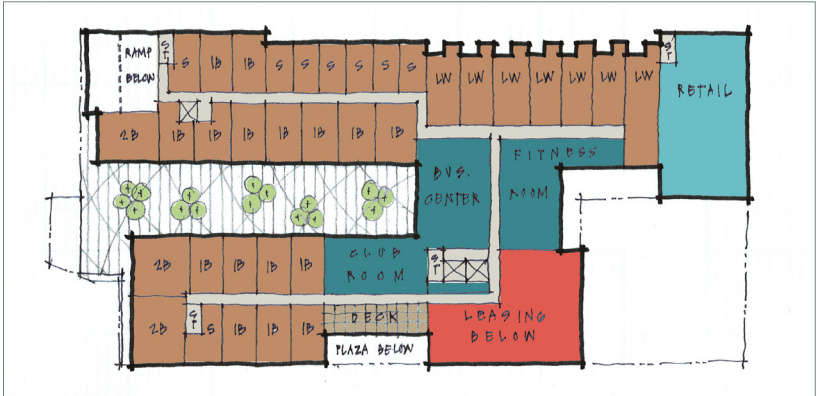
Building Section A



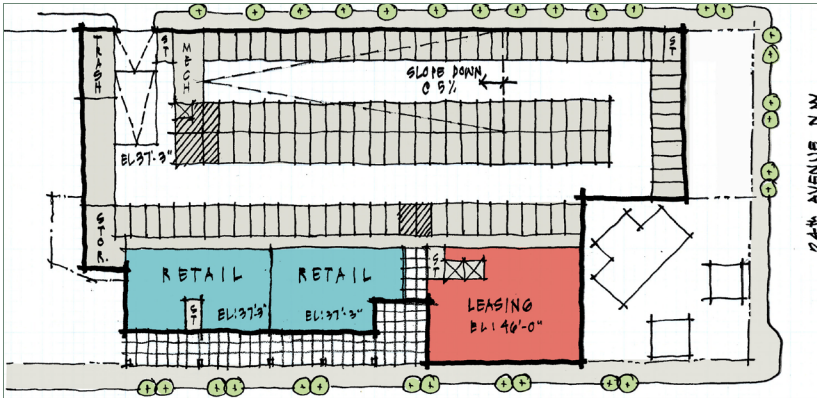
Building Section B



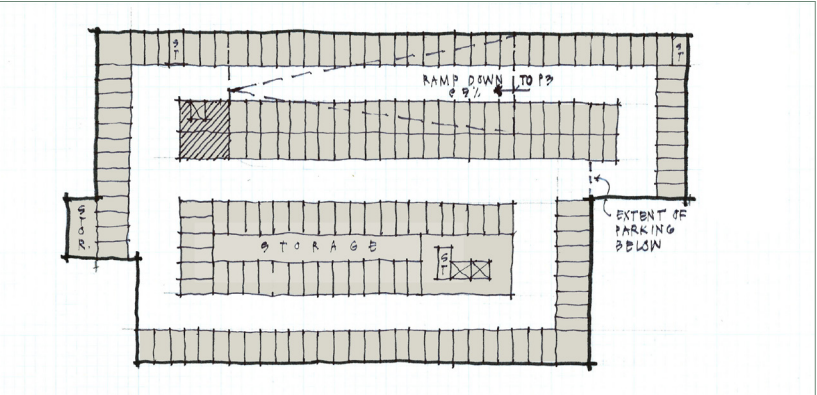
SE Axonometric View



Level 2 Plan

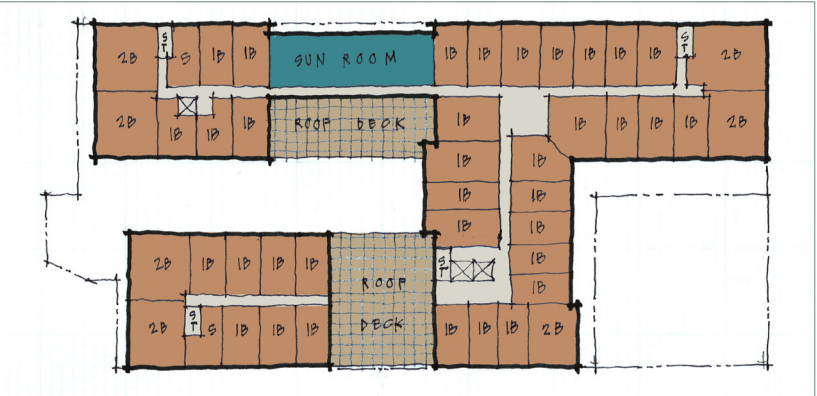


Level 1 Plan



P2 & P3 Typical Plan

- Pros:
- Minimal units facing future development
 - Courtyard for evening sun
 - Rooftop open space allows for modulation
 -



Level 7 Plan



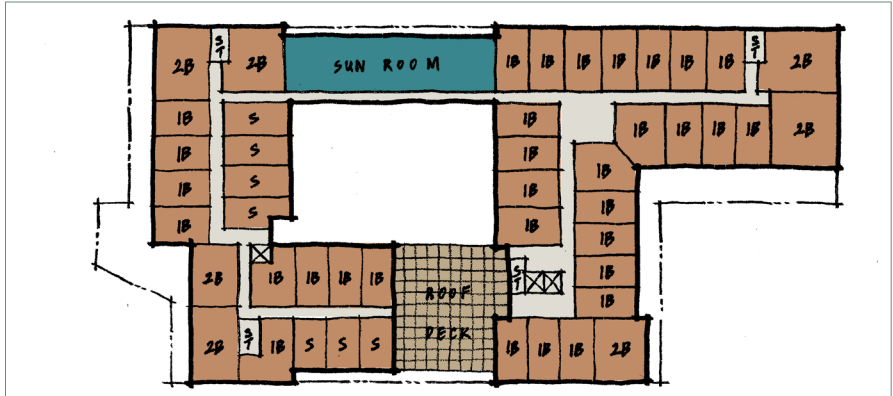
Levels 4-6 Typical Plan



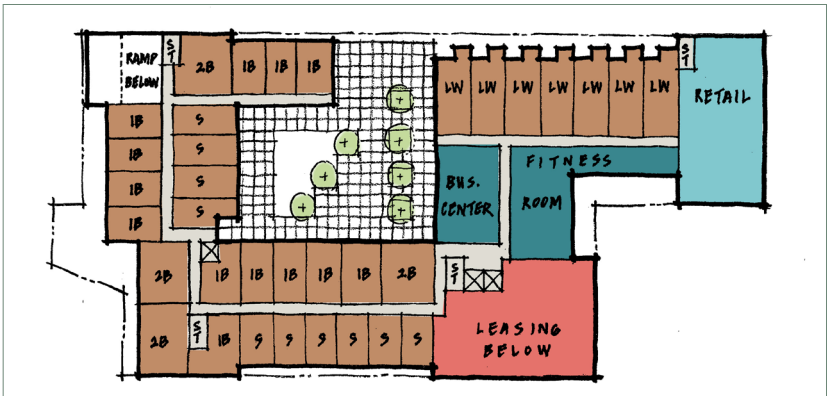
Level 3 Plan

- Cons:
- Long facade on 56th
 - Long facade on Market St.
 - Disconnection of courtyard from Market St.
 - Potential blocking of courtyard by future development

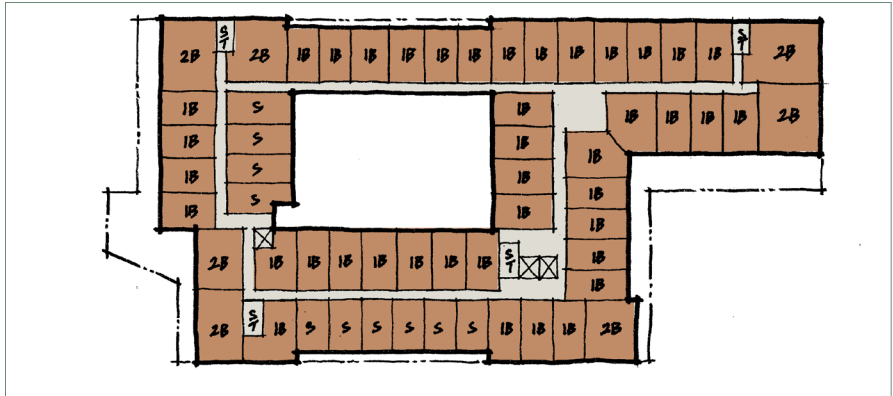
Architectural Concept C Alternative Concepts



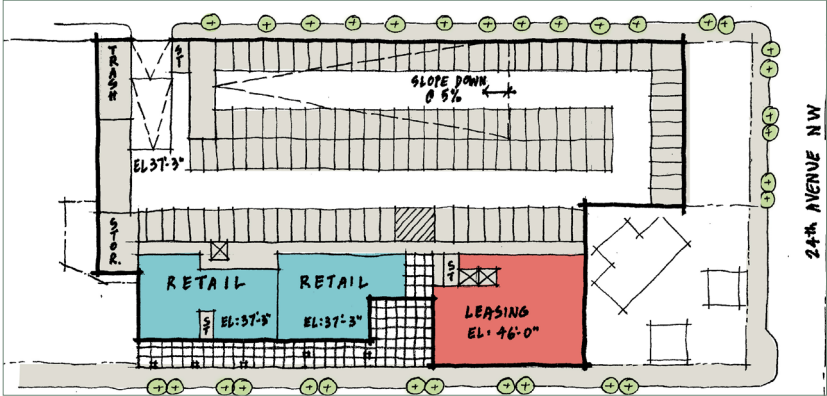
Level 7 Plan



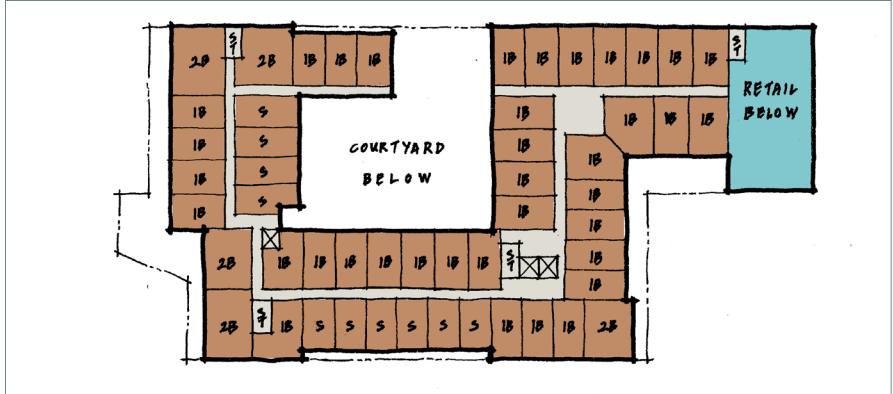
Level 2 Plan



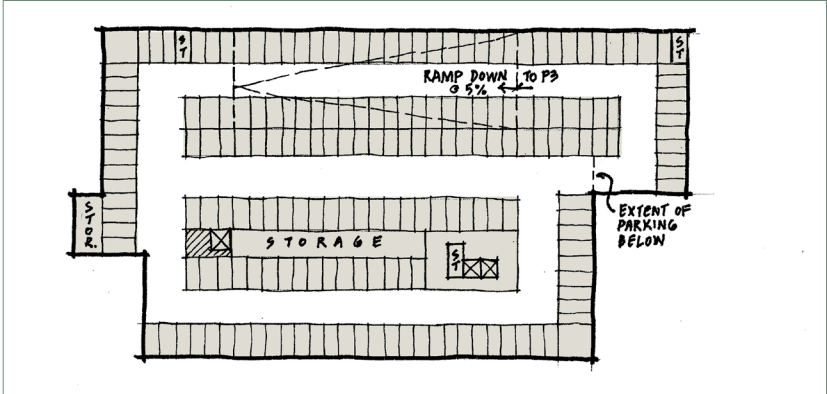
Levels 4-6 Typical Plan



Level 1 Plan



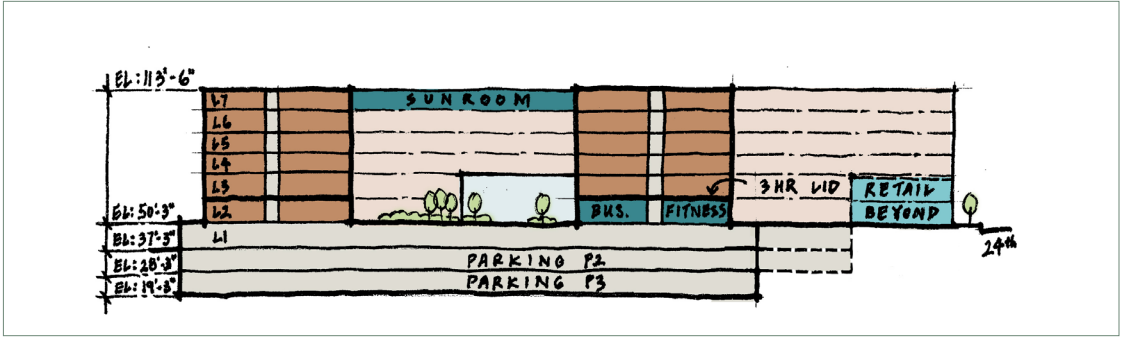
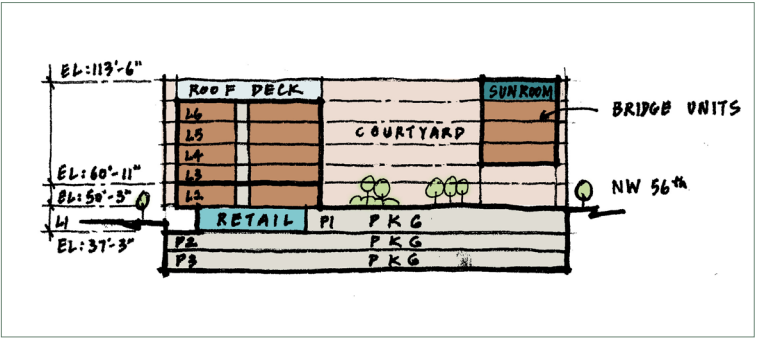
Level 3 Plan



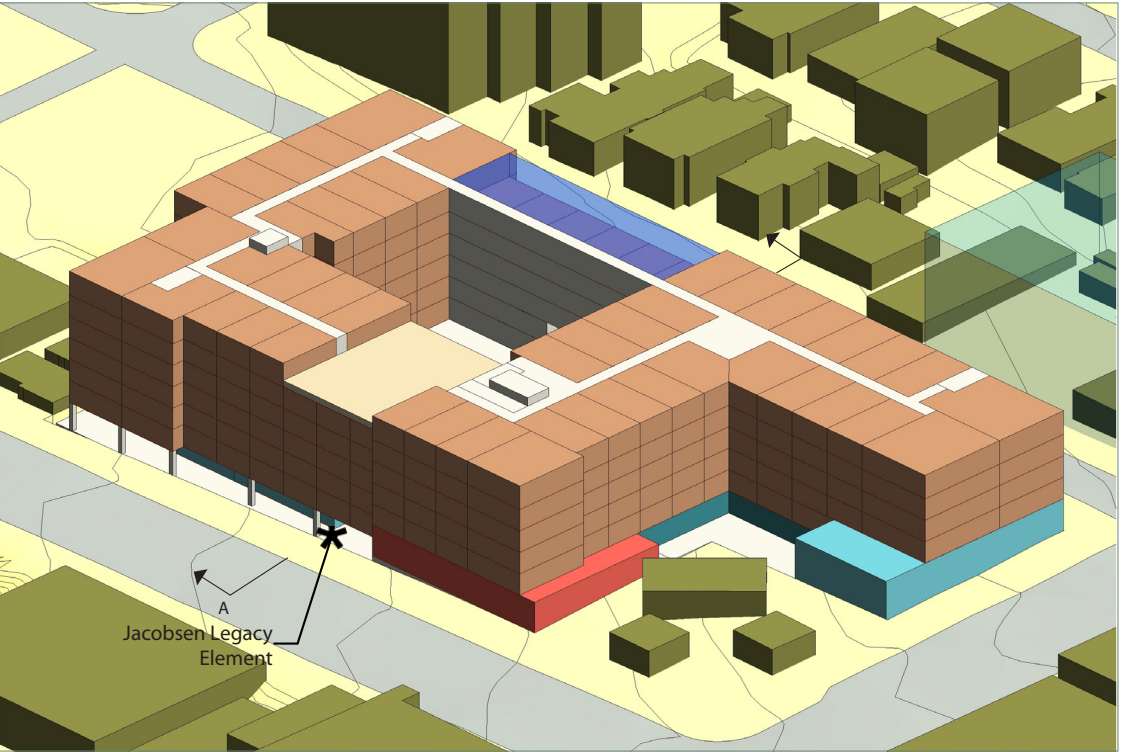
P2 & P3 Typical Plan

- Pros:
- Modulated facade on 56th
 - Rooftop open space creates modulation
 -
 -

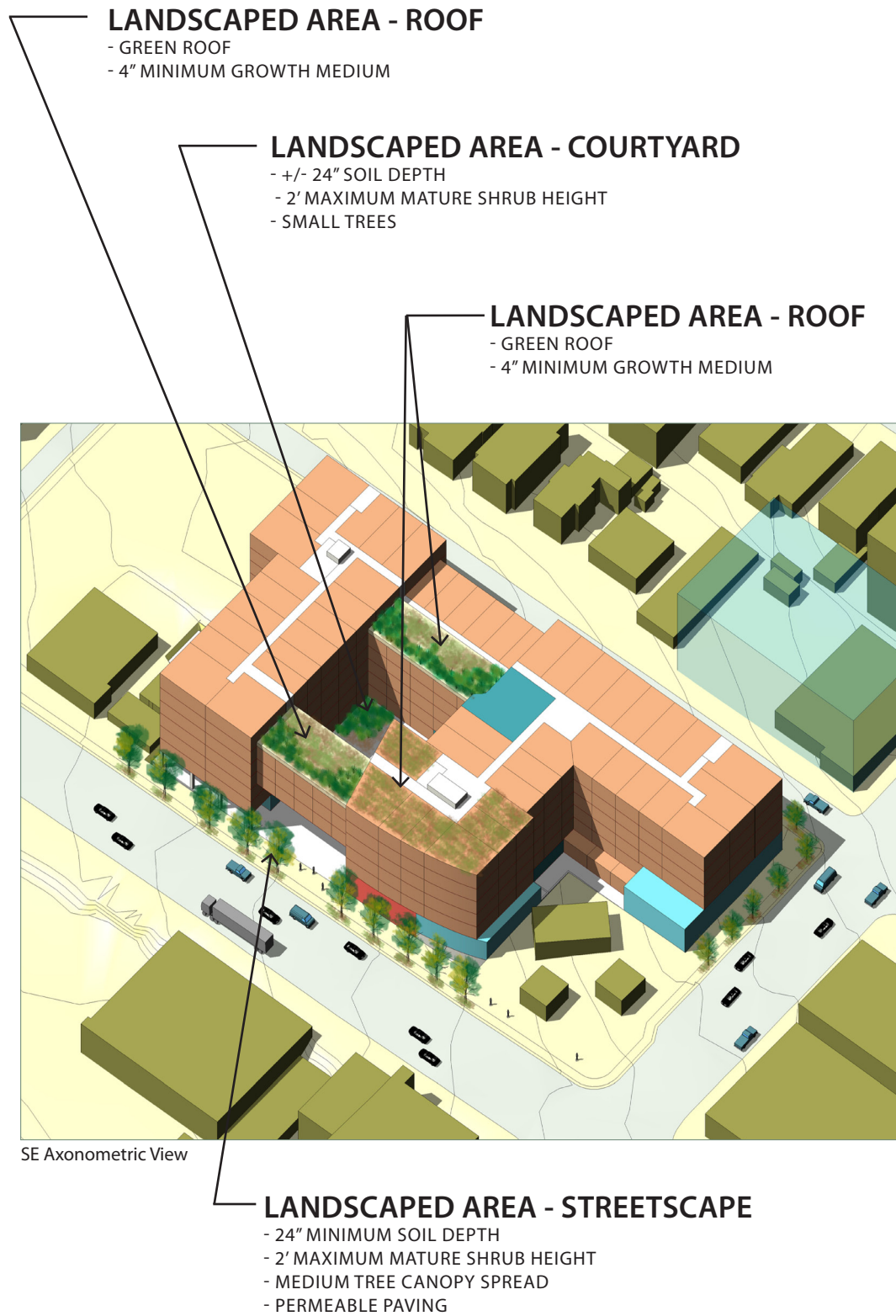
- Cons:
- Courtyard in shade all year
 - Courtyard disconnected from Market St.
 -
 -



Building Section



SE Axonometric View



Revised 12/26/10

SEATTLExgreen factor

Green Factor Score Sheet

Project title:

Parcel size (enter this value first) *

enter sq ft of parcel

70,295

SCORE

0.301

Landscape Elements**	Totals from GF worksheet	Factor	Total
A Landscaped areas (select one of the following for each area)			
1 Landscaped areas with a soil depth of less than 24"	enter sq ft 5,600	0.1	560
2 Landscaped areas with a soil depth of 24" or greater	enter sq ft 2,500	0.6	1,500.0
3 Bioretention facilities	enter sq ft 0	1.0	-
B Plantings (credit for plants in landscaped areas from Section A)			
1 Mulch, ground covers, or other plants less than 2' tall at maturity	enter sq ft 8,100	0.1	810
2 Shrubs or perennials 2'+ at maturity - calculated at 12 sq ft per plant (typically planted no closer than 18" on center)	enter number of plants 150 1800	0.3	540
3 Tree canopy for "small trees" or equivalent (canopy spread 8' to 15') - calculated at 75 sq ft per tree	enter number of plants 20 1500	0.3	450
4 Tree canopy for "small/medium trees" or equivalent (canopy spread 16' to 20') - calculated at 150 sq ft per tree	enter number of plants 8 1200	0.3	360.0
5 Tree canopy for "medium/large trees" or equivalent (canopy spread of 21' to 25') - calculated at 250 sq ft per tree	enter number of plants 16 4000	0.4	1,600.0
6 Tree canopy for "large trees" or equivalent (canopy spread of 26' to 30') - calculated at 350 sq ft per tree	enter number of plants 0 0	0.4	-
7 Tree canopy for preservation of large existing trees with trunks 6"+ in diameter - calculated at 20 sq ft per inch diameter	enter inches DBH 0 0	0.8	-
C Green roofs			
1 Over at least 2" and less than 4" of growth medium	enter sq ft 0	0.4	-
2 Over at least 4" of growth medium	enter sq ft 15,000	0.7	10,500.0
D Vegetated walls			
	enter sq ft 1,000	0.7	700.0
E Approved water features			
	enter sq ft 0	0.7	-
F Permeable paving			
1 Permeable paving over at least 6" and less than 24" of soil or gravel	enter sq ft 0	0.2	-
2 Permeable paving over at least 24" of soil or gravel	enter sq ft 500	0.5	250.0
G Structural soil systems			
	enter sq ft 0	0.2	-
sub-total of sq ft =		41,200	
H Bonuses			
1 Drought-tolerant or native plant species	enter sq ft 20,000	0.1	2,000.0
2 Landscaped areas where at least 50% of annual irrigation needs are met through the use of harvested rainwater	enter sq ft 8,100	0.2	1,620.0
3 Landscaping visible to passersby from adjacent public right of way or public open spaces	enter sq ft 2,500	0.1	250
4 Landscaping in food cultivation	enter sq ft 0	0.1	-
Green Factor numerator =		21,140	

* Do not count public rights-of-way in parcel size calculation.

** You may count landscape improvements in rights-of-way contiguous with the parcel. All landscaping on private and public property must comply with the Landscape Standards Director's Rule (DR 6-2009)

Green Factor Analysis

Preferred Concept A

Green Factor Strategy

Proposed design includes a mix of green factor strategies, including:

- Street trees and at grade planting in expanded planting strips in the right of way
- Small trees, shrubs, and ground cover in 2' to 3' depth soils in courtyards
- Green roof in 4" minimum depth soils at upper level roof decks

Sun Studies

Preferred Concept A

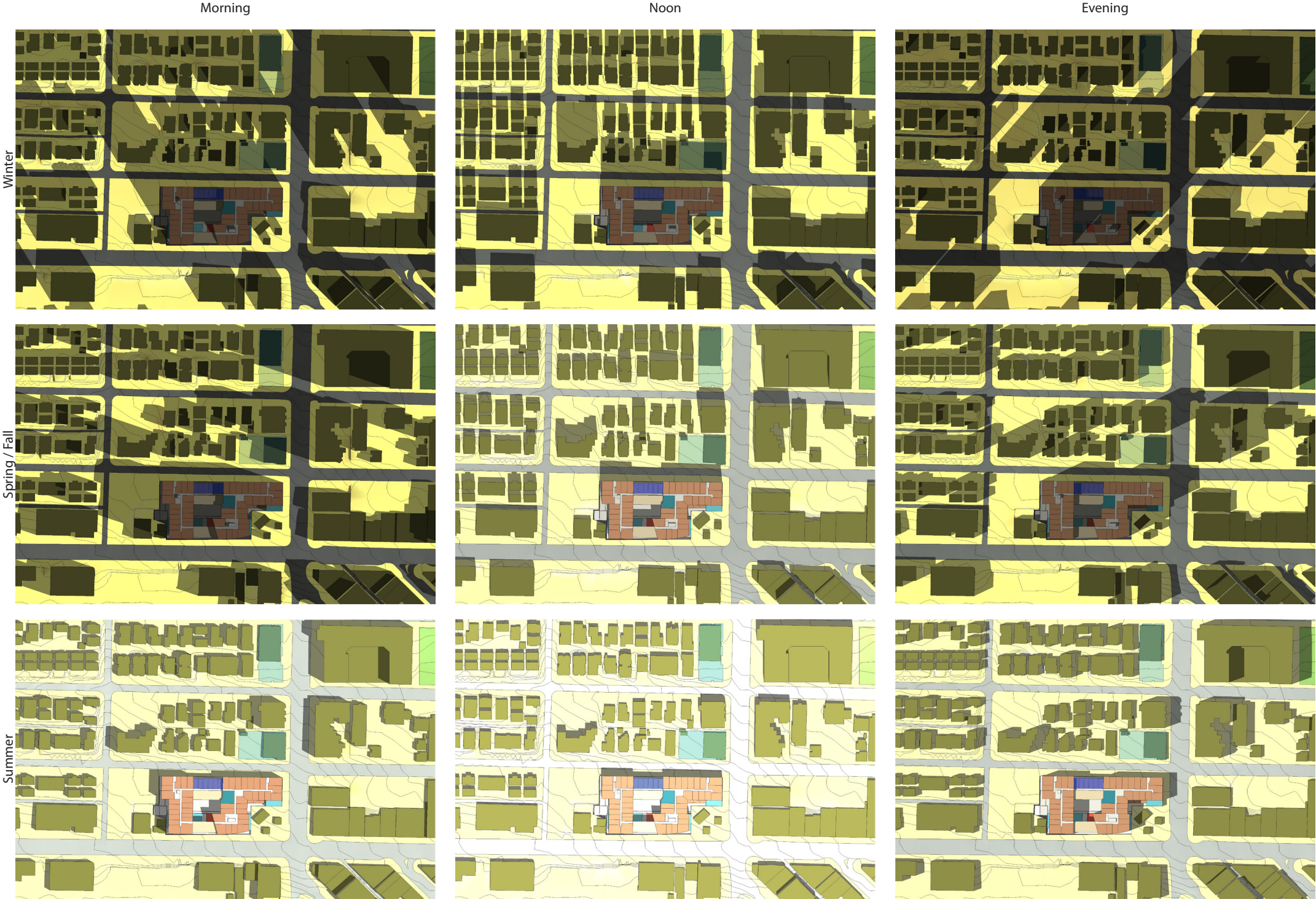
Solar Access

Preferred scheme allows for sunlight in south facing courtyard during the summer months.

All schemes provide only minimal schading of adjacent sites through between spring and fall. Due to low sun angles any development on this site will impact sites to the north in winter.

South facing retail and leasing areas will have full access to sunlight, even if development occurs across NW Market Street.

East facing retail will have access to morning through noon-time sunlight even if development occurs across 24th Ave NW.



7 Studies at Street Level

NW Market Street Frontage



LARGE STREET TREE

ORNAMENTAL PEDESTRIAN LIGHTING

PERMEABLE PAVING

STREET FURNISHINGS



Urbane Pedestrian Environment along Commercial Corridor

The proposed design will extend the streetscape character of Market found in the commercial core. Retail storefront treatments will include large display windows, recessed entries, and weather protection. A consistent and visually enhanced street wall of street trees and ornamental pole mounted pedestrian lights will provide uniformity. Wide sidewalks and building setbacks will create opportunities for public space. Amenities that support retail use and encourage sidewalk activation will include café tables and chairs, seating, accent lighting, accent paving, and low ornamental planting.





Urbane Pedestrian Environment along Commercial Corridor

The proposed design will transform this side of 24th, complimenting recent streetscape upgrades across and up the street. Street related retail frontage will include large display windows, recessed entries, and weather protection. Wide sidewalks and a generous planting strip will provide ample space for benches, bike racks, and other pedestrian amenities. Ornamental pedestrian lights and street trees will improve pedestrian comfort and set-up a consistent street edge from the adjacent travel lanes. Overall character will be commercial in feel, and appropriate to 24th as an active north-south corridor through Ballard.



7 Studies at Street Level

NW 56th Avenue Frontage



MEDIUM STREET TREE
 ORNAMENTAL PEDESTRIAN LIGHTING
 PERMEABLE PAVING
 STREET FURNISHINGS



Intimate Pedestrian Scale Environment along Residential Streets

The proposed design will complement the existing Residential character to the west, including wide planting strips, small ornamental trees, and diversity of understory plant material. Townhomes will include ground related entries and private yards, with planting and landscape features on each side of the sidewalk.

