

Early Design Guidance Package

3926 Aurora Ave N
Seattle, WA

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Project Information

Early Design Guidance
3926 Aurora Ave N - Seattle, WA
Project Number 3012320

Site

Zone	C1-40
Overlay	Fremont Hub Urban Village
ECA	none
Site Area	36,271 sf
FAR	3
Maximum Area	108,813 sf

Proposed Uses

Hotel Lodging	83,693 sf	100 to 125 guestrooms
Parking	32,729 sf	100 to 125 spaces

Total	116,422 sf	(8,373 sf below grade)
Chargeable Area	108,049 sf	

Parking

Lodging:	1 space for each 4 rooms
Required:	25 to 31 spaces

Project Description

A 4-story extended stay hotel building with public spaces on the ground floor and below grade parking. The project will consist of guestrooms on the 1st-4th floors. There will be a mix of studio, one bedroom, and two bedroom guestrooms. The below grade parking will be accessed from the alley. The hotel entry will be accessed by vehicles and pedestrians from Aurora Ave N.

Objective

The design of the building articulates the dual nature of an extended stay hotel. The hotel has a public aspect that stands out from its surroundings to welcome new guests. There is also a more private residential aspect to the hotel. The massing and design of the building differentiate the two components of the hotel use.

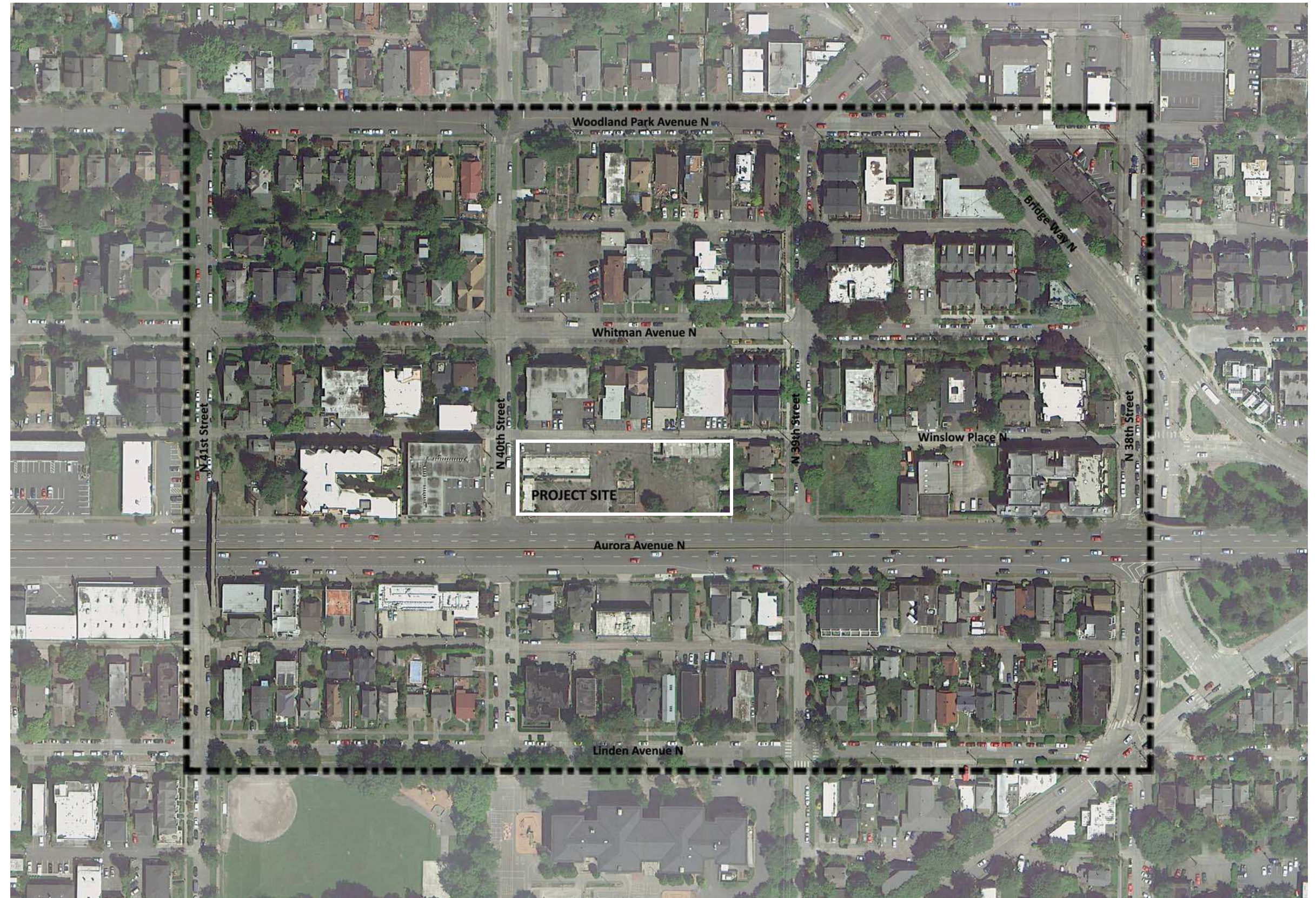
One portion of the hotel is highly public. It connects to the context spatially by stepping back from the street to create an inviting entry plaza. This plaza opens up the boundary between public and private space.

The other portion of the building is more residential and subdued. It blends in with the context rather than standing out. This portion steps up to the street and strongly defines the boundary between public and private space.

Development Departures

No development departures are being requested.

Vicinity Map











Scale 1:150

Zoning Analysis


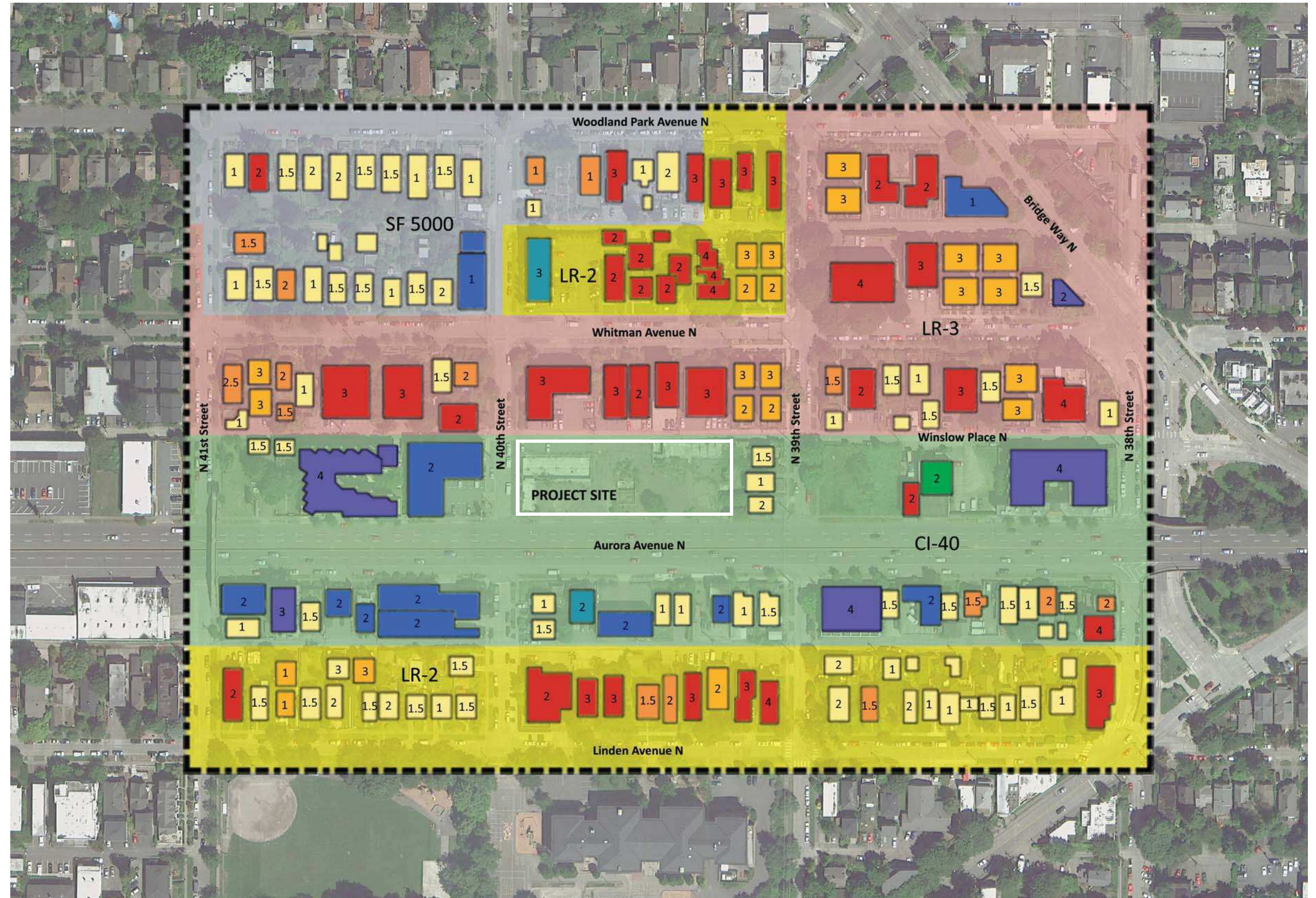
Zones

-  LR-2
-  LR-3
-  C1-40
-  SF 5000

Uses

-  Single Family
-  Townhouse
-  Duplex/Triplex
-  Multifamily
-  Manufacturing
-  Commercial
-  Hotel / Temp Lodging
-  Mixed Use








No. of Stories

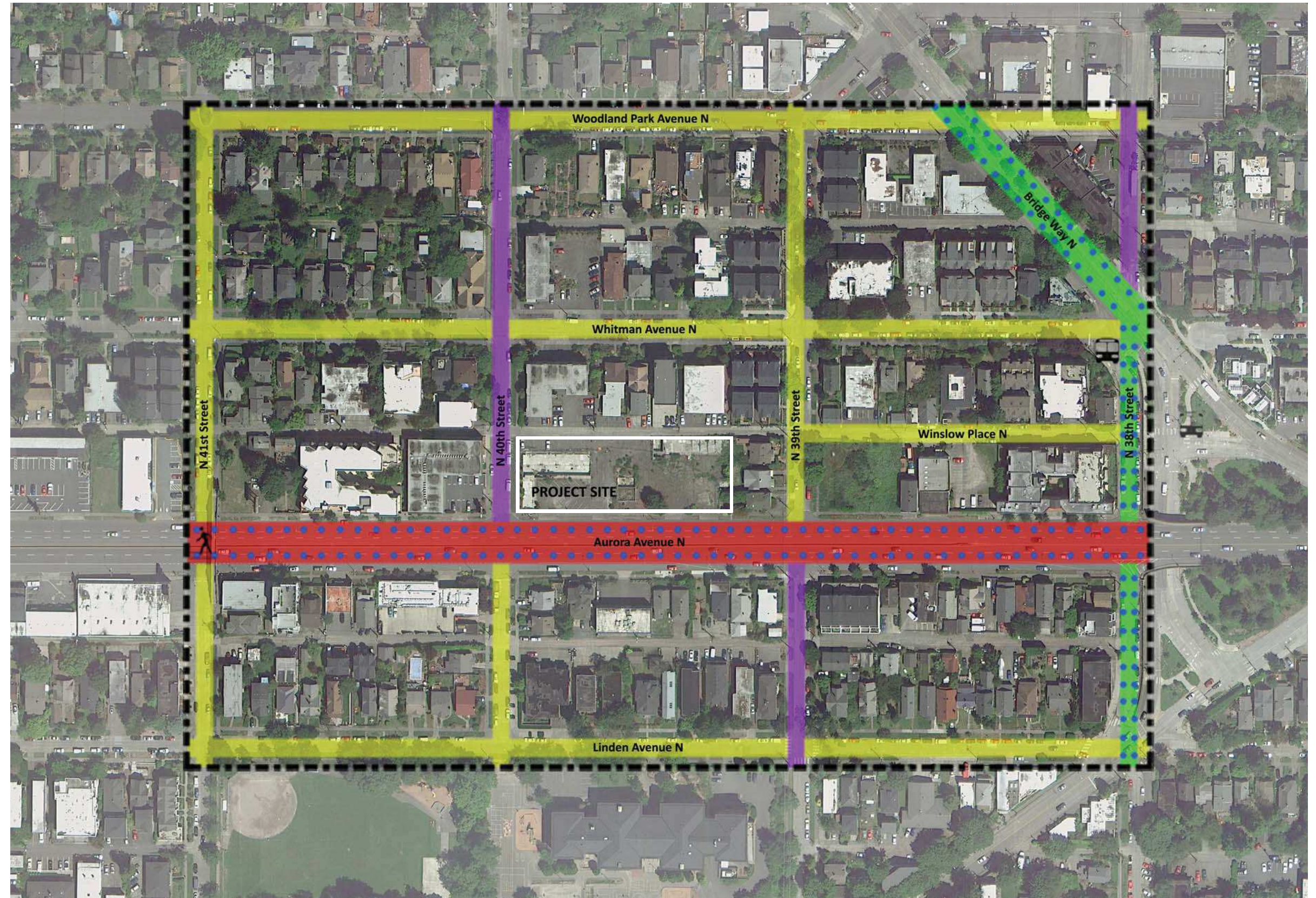



Scale 1:150

Transportation Analysis

Roads

-  Major Arterial
Major Truck
-  Residential Access
-  Minor Arterial
-  Collector Arterial
-  Bus Route
-  Bus Stop
-  Pedestrian Bridge



Scale 1:150

Site Images



z Photo Key



1 - Looking West from the Site



2 - Looking East towards the Site

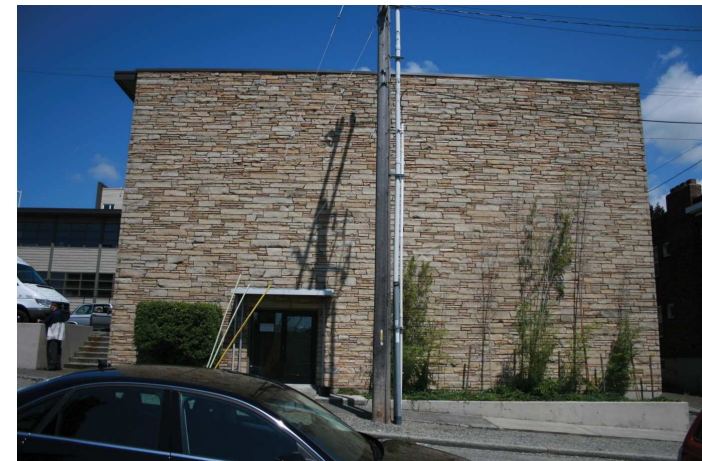
Site Images



z Photo Key



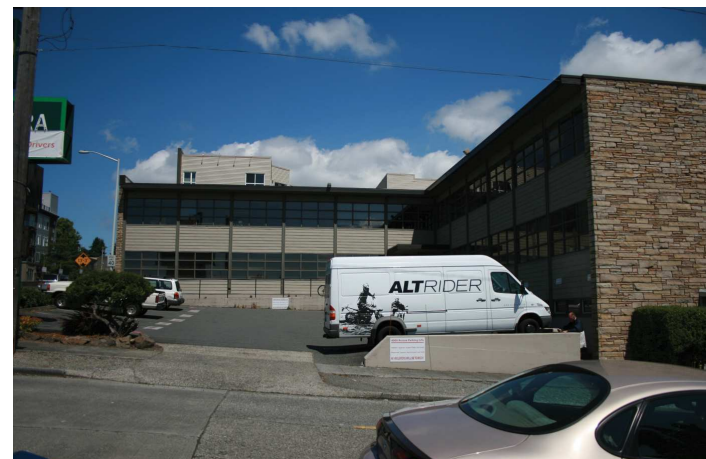
3 - Looking East down N 40th St



5 - Looking North from the Site



7 - Looking Southeast from the Site



4 - Looking North from the Site



6 - Looking Northeast from the Site



8 - Looking Southwest from the Site

Site Context



Photo Key



9 - Looking West across Whitman Ave N



10 - Looking Southeast on Aurora



11 - Looking East on Aurora



12 - Looking Southeast on Aurora

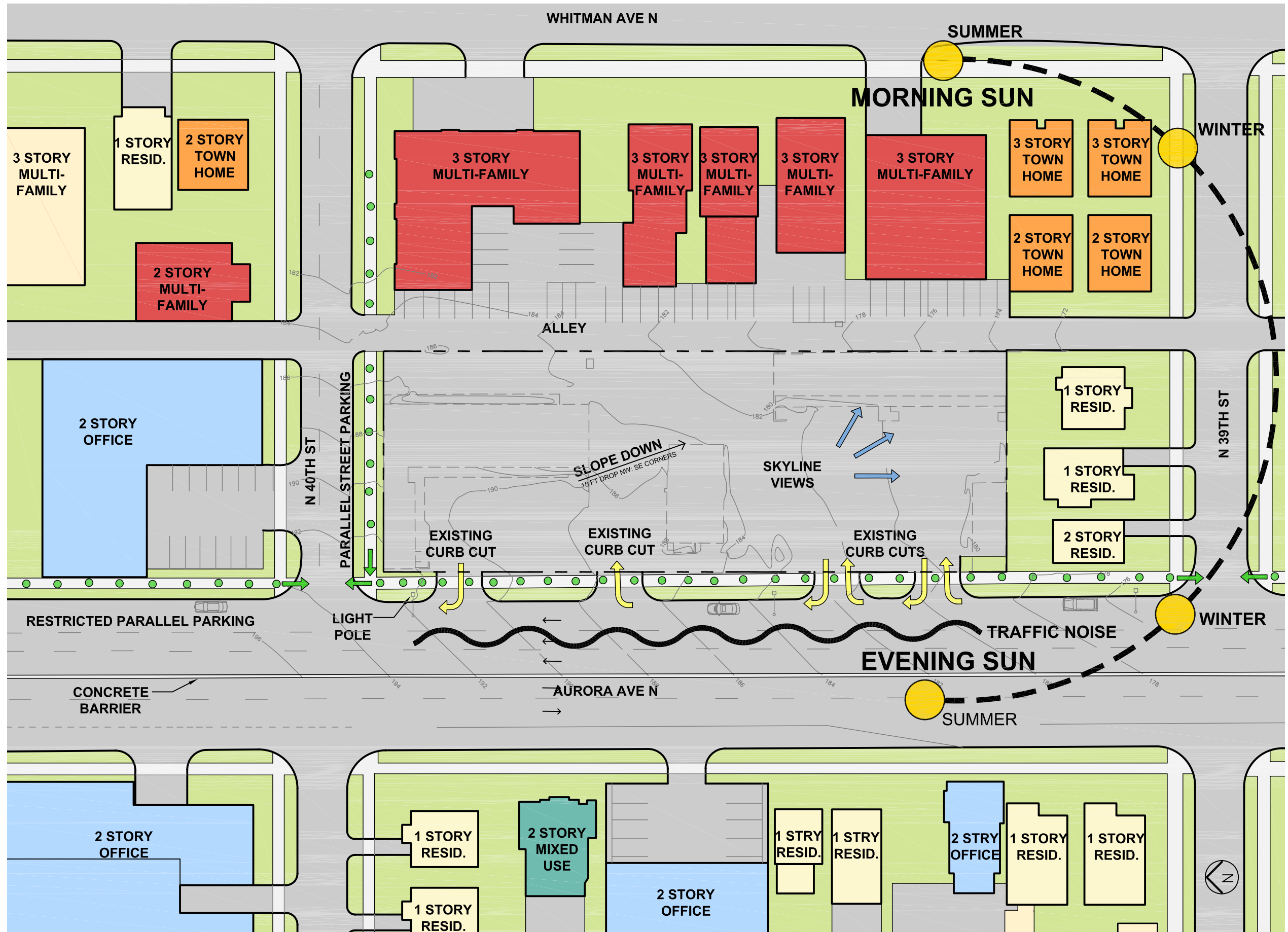


13 - Looking East on Aurora

Site Analysis

Uses

- Residential
- Townhome
- Multifamily
- Commercial
- Mixed-Use



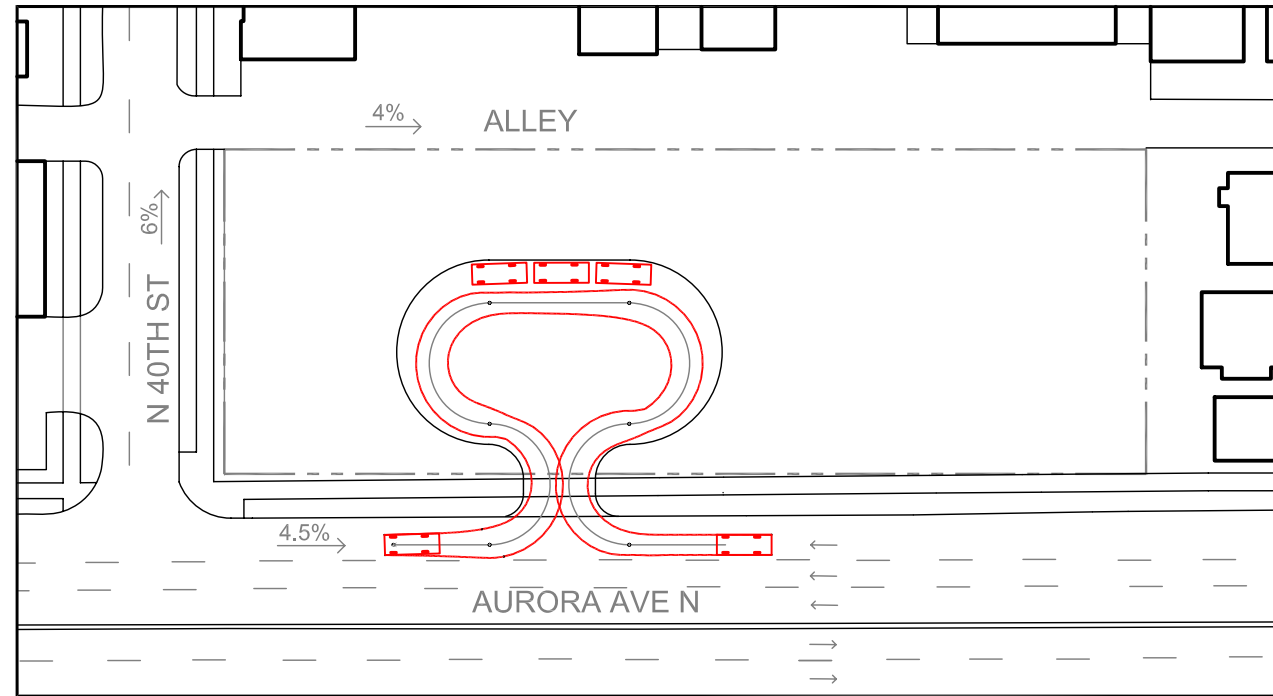
Scale 1:50

Vehicular Access Analysis

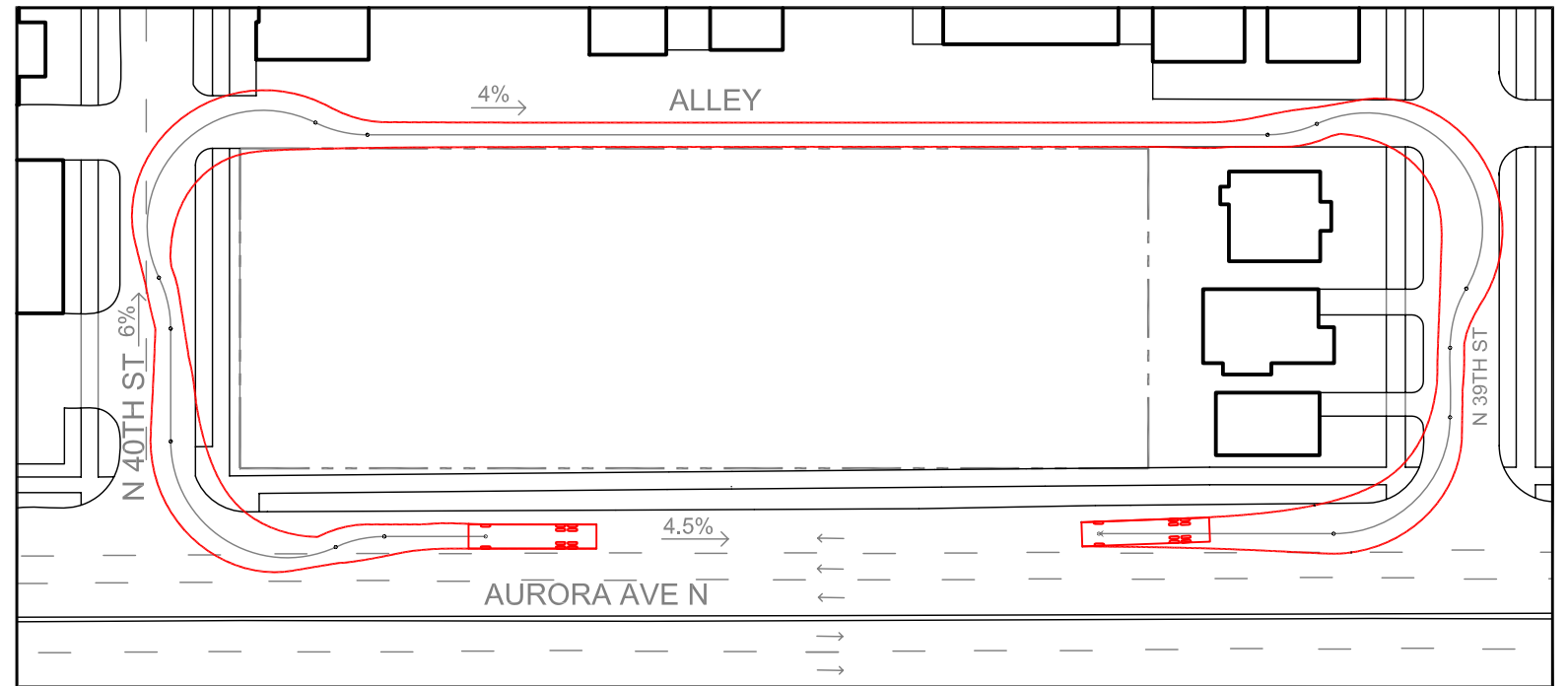
Safe vehicular access is a critical component in the site layout for this project. Aurora Ave is a major arterial, and state route with very high speed and high volume traffic. The design needs to incorporate vehicular access that is safe and convenient for the users, minimizes impacts on the adjacent neighborhood and works with the overall design strategy for the site.

This analysis considers different vehicular access options in order to evaluate what configurations best meet the goals of the project. Traffic analysis and turning diagrams were prepared by traffic engineers at William Popp Associates. Turning diagrams were generated using a nationally recognized autoturn CAD program to model different access scenarios. Based on the traffic study, CAD diagrams, and the owner's operating needs we have studied various site access options.

As a result of this analysis we have confirmed that a site access strategy with two curb cuts on Aurora will best meet all of the safety, operation, and urban design requirements. We found that vehicle access options with a single curb cut on Aurora or 40th did not fit on the site, or unreasonably reduced the usability of the site. The options with two curb cuts achieved the vehicular access goals and allowed the most flexibility for other program and design considerations.

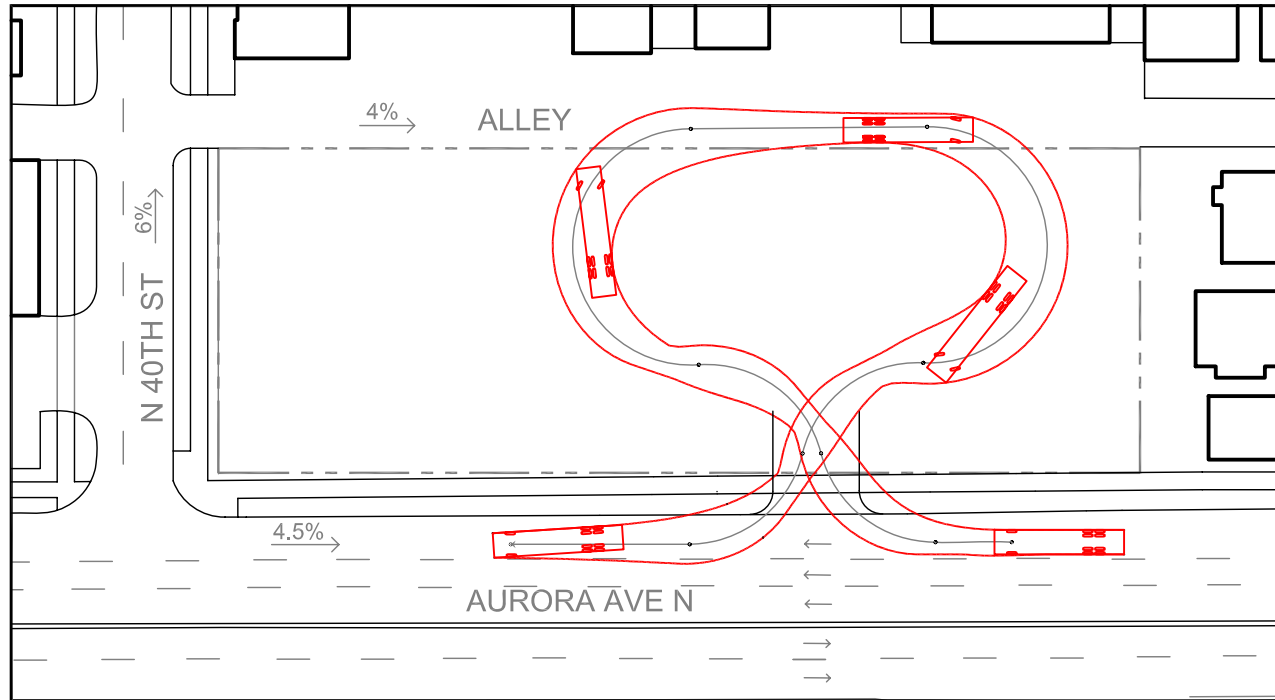


ANALYSIS 1: Maneuvering clearance for cars, taxis and shuttles with one 30 ft curb cut
This arrangement does not accommodate tour buses in the entry plaza. This configuration also significantly restricts the layout of the building.

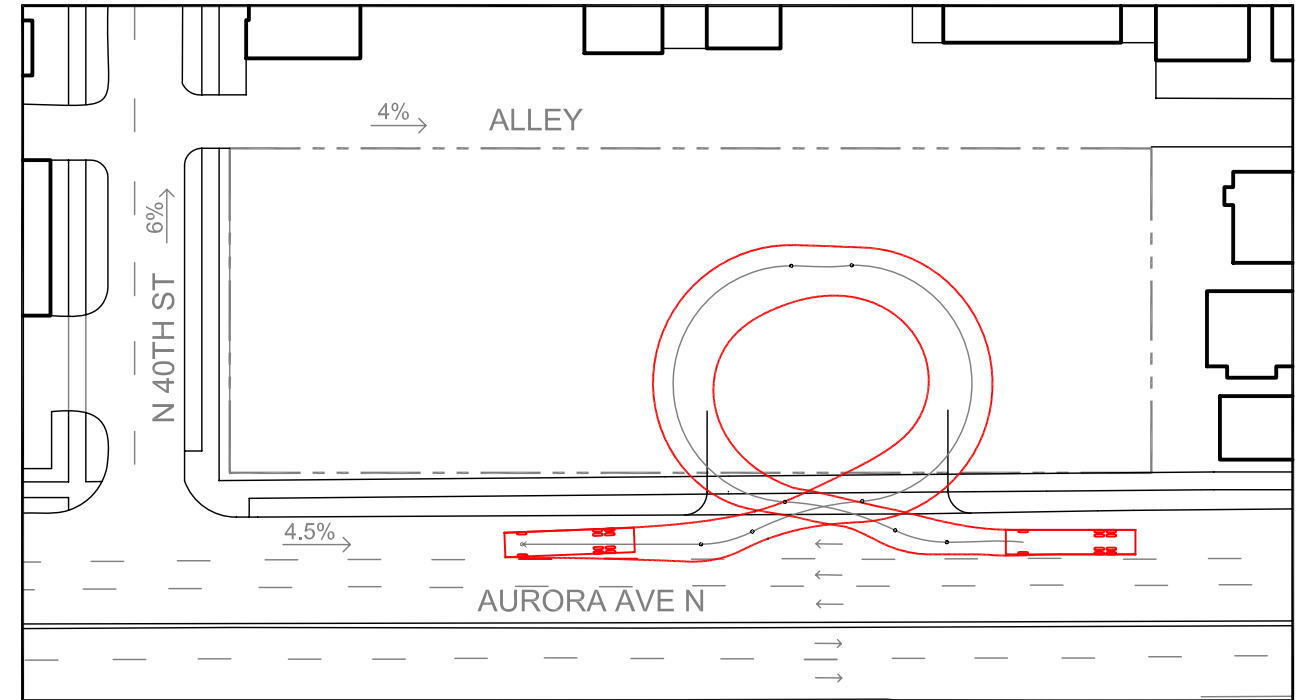


ANALYSIS 2: Tour bus maneuvering clearance for street or alley drop off
Tour buses cannot access 39th & 40th streets. Tour bus drop off needs to be accommodated on site.

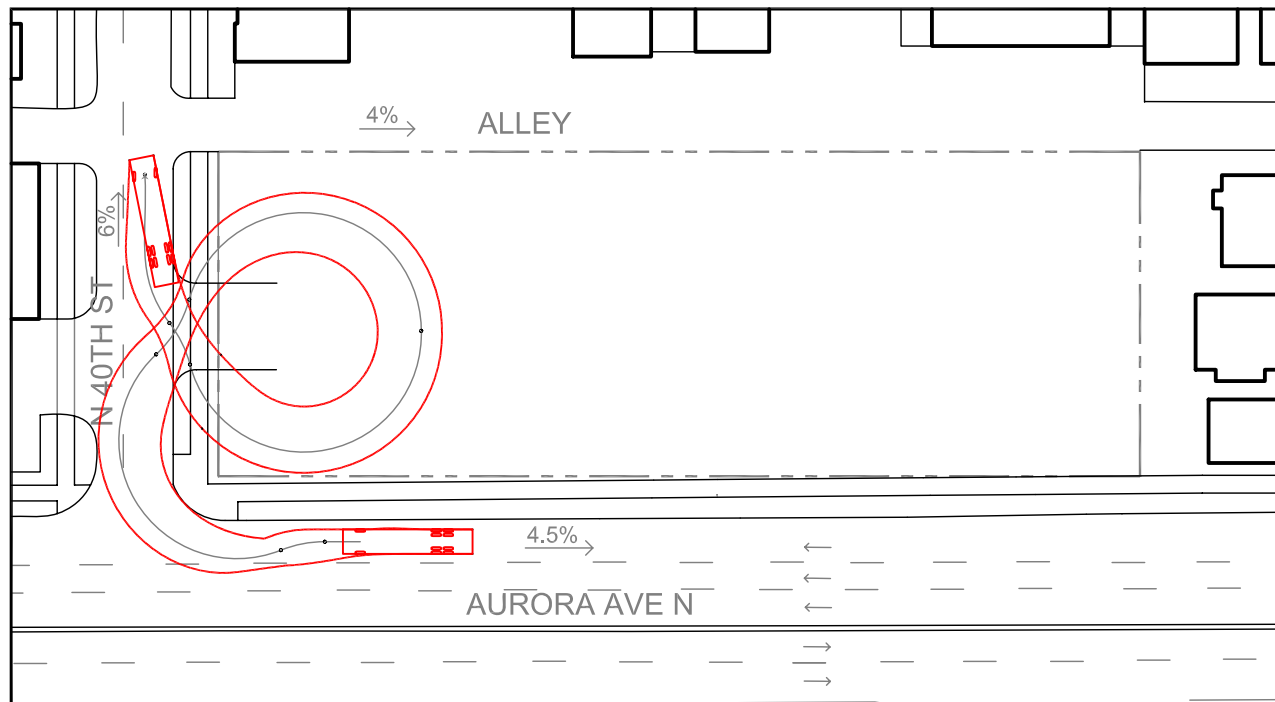
Vehicular Access Analysis



ANALYSIS 3: Tour bus maneuvering clearance with one 30 ft curb cut
It is not possible to fit this configuration on the site.

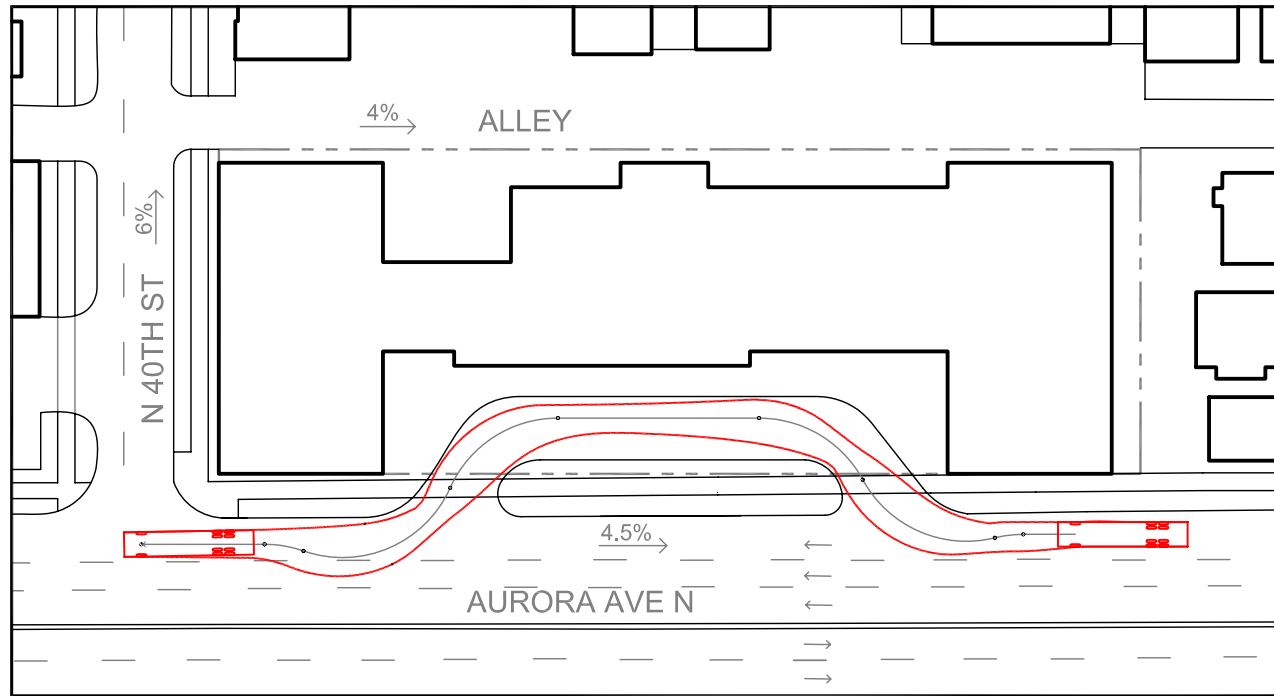


ANALYSIS 4: Wider (non-compliant) curb cut for smaller turn around
This configuration significantly restricts the building layout on the site.

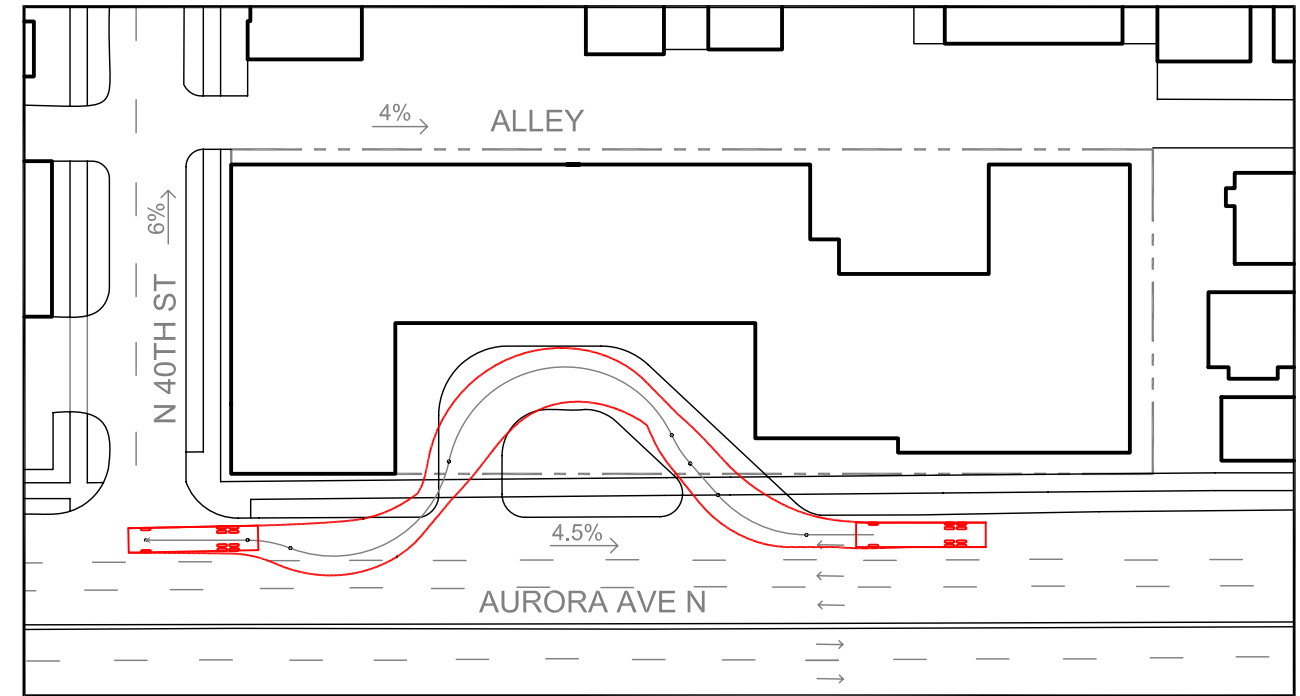


ANALYSIS 5: Single 30 ft curb cut on N 40th St
This arrangement significantly restricts the building layout. Also the steep grade on 40th St would create additional maneuvering issues that are not accounted for in the turning radius.

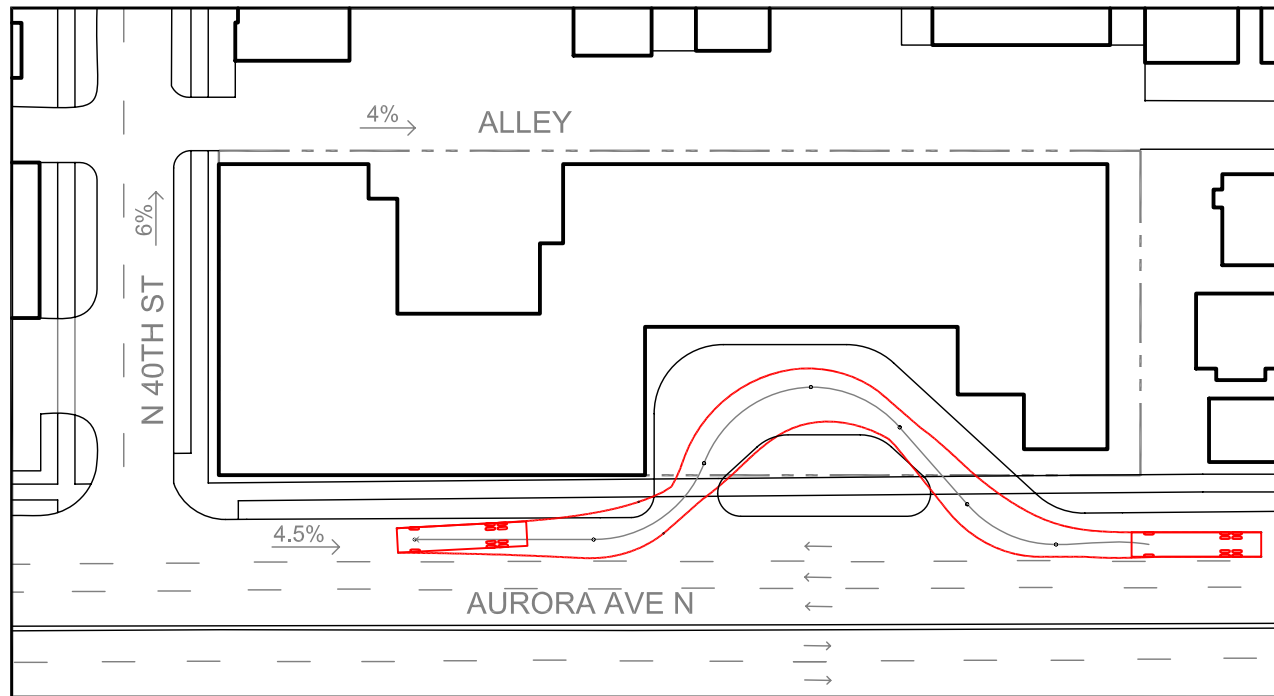
Vehicular Access Analysis



ANALYSIS A: Tour bus maneuvering clearance for Concept "A" building configuration
Tour bus access would be feasible with this layout.



ANALYSIS B: Tour bus maneuvering clearance for Concept "B" building configuration
Tour bus access would be feasible with this layout.



ANALYSIS C: Tour bus maneuvering clearance for Concept "C" building configuration
Tour bus access would be feasible with this layout.

Traffic Analysis

William Popp Associates

Transportation Engineers/Planners

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ESA Hotel – 3926 Aurora Ave
Hotel Entrance Queue Estimate
October 7, 2011
Page 2

October 7, 2011

Brenda Barnes, Partner
Clark Design Group
169 Western Avenue West
Seattle, WA 98119-4211

Subject: 3926 Aurora Ave N New Hotel; ESA Hotel
Re: Vehicle Queue Estimate for Load/Unload Area Street Side

Dear Ms. Barnes;

As you requested, William Popp Associates has prepared a queue estimate for the proposed hotel entrance area for loading, unloading, check-in and check-out, etc activity.

The first step in the process was to identify the peak vehicle trip generation for the project. The hotel size was assumed at a maximum of 125 rooms and a minimum of 100 rooms. The trip generation estimates were based on rates published in the 8th Edition of the Institute of Transportation Trip Generation manual, for Land Use Code 311; All Suites Hotel. Peak hour trip generation was reviewed for the average weekday AM and PM street peaks as well as site peaks. Based on the trip rates, it was determined that the worst case peak hour condition would be the site and street PM peak hour, with the trip generation estimated at 69 vehicles for 125 rooms. However, since this is a queue estimate analysis for the entrance area, we looked further into the peak volume for either vehicles entering or exiting the site. In this particular case, the AM site peak hour was determined to be critical, with an estimate of 44 vehicles entering (for 125 rooms). The total entering and exiting trip generation for this period is 65 vehicles, thus it is only slightly less than the PM peak hour condition. It is presumed that the AM site peak hour inbound trip generation estimate reflects the typical busier check-in period. Summary trip generation results are shown in Attachment 1. For the 100 room scenario, the peak trip generation estimate for vehicles entering is 35 vehicles.

In the ITE Trip Generation manual, it is noted that the average hotel occupancy for the All Suites Hotel is 74 percent. Hence, for this analysis, we have assumed a worst case scenario with 100% occupancy. Therefore, the peak inbound volume during the AM site peak is estimated to be 59 vehicles for a 125-room hotel, and 47 for a 100-room hotel.

Given the estimate of 59 vehicles as the potential peak number of hourly vehicles entering the site, an estimate of the potential queuing at the street side entrance hotel lobby area was conducted. The queue estimate formula that was utilized was obtained from Trafficware's

Synchro software program, for non-saturated conditions at a signalized intersection. In this particular case, the red time was substituted for average duration of stay for vehicles in the hotel pullout area. The formula is as follows:

$$Q = (v/3600) * (R-6) * [1 + (1/[(s/v)-1])] * [L / (n*u)] = \text{Queue Length (in feet)}$$

For this specialized analysis, it was assumed that of the 59 vehicles entering the site, 50 percent of those would be utilizing the street side entrance rather than the backside alley entrance to the parking garage. This would infer that half of the vehicles entering during this peak time are new check-in, taxi delivery, shuttle bus, etc. It is presumed that minimal employee vehicular traffic would occur during this peak vehicular traffic activity period. For the duration of stay (parked time), it was assumed the average duration would be 10 minutes. The saturation/capacity of the load zone parking area was assumed to be half of a typical vehicle lane, at 900 vphpl; it should be noted that this estimate does not have a significant impact on the result.

Therefore, based on this information, it was estimated that the average queue for a fully occupied 125-room hotel condition with half of the patrons using the street side entrance for whatever purpose, the queue estimate is 5 vehicles. The summary queue results are shown in Attachment 2. A similar analysis was also done for the 100-room hotel concept, and based on 47 vehicles entering, it was calculated that the average queue at the street side entrance would be 4 vehicles.

I trust that the information presented herein is a suitable response for the queue concern at the hotel entrance as raised by the City of Seattle DPD pertaining to this project. Please call me at (425) 401-2124 or email at bpoppjr@wmpoppassoc.com with any response or questions.

Thank you.

Very Truly Yours,



William E. Popp, Jr.

Signed: _____

Printed Name: _____

Title: _____

Date: _____

Enclosures:

- Attachment 1 – Trip Generation Summaries
- Attachment 2 – Queue Estimate

14-400 Building • Suite 206 • 14400 Bel-Red Road • Bellevue, WA 98007

Traffic Analysis

ATTACHMENT 1

EXTENDED STAY AMERICA ENTRANCE AREA LOAD/UNLOAD QUEUE ESTIMATES

TRIP GENERATION ESTIMATES

ALL SUITES HOTEL TRIP GEN, ITE LUC 311
 (all based on occupied rooms, at 74%)
 (employee density is 0.1 per room)

		74% occupancy				100% occupancy:			
		In	Out	Total		In	Out	Total	
Street Peak	AM	40	20	60		54	27	81	
	PM	29	40	69		39	54	93	
Site Peak	AM	44	21	65		59	28	88	<max trip estimate
	PM	29	40	69		39	54	93	
Daily		390	390	780		527	527	1054	

*actual time of peak noted as typically coinciding with street peak

ATTACHMENT 2

EXTENDED STAY AMERICA ENTRANCE AREA LOAD/UNLOAD QUEUE ESTIMATES

QUEUE ESTIMATE FROM TRIP GEN

per Synchro V6 Queue formula

$$Q = (v/3600) * (R-6) * [1 + (1/[(s/v)-1])] * [L / (n*u)] = \text{queue length in feet}$$

v = arrival rate vol / hr

R = red time (sec)

s = saturation flow rate (vph)

L = length of vehicle including space (typ 25')

n = number of lanes

u = lane utilization factor

ESA Hotel Entrance

assumptions:

- 1 59 vehicle arrival during site peak hour (trip gen per ITE for 100% occupancy site AM peak)
- 2 assume this period reflects peak check in and check out times
- 3 assume employees arrive during non peak hotel times (no employee traffic in this estimate)
- 4 drop off unload stay 10 min
- 5 R = load unload time (sec)
- 6 50% assume this % are check-in check-out or taxi, bus etc during site peak hr
this is the percent of PM peak hour arrival that uses the street entrance

	v	R	s	L	n	u	Q (ft)	Q (veh)
Hotel Entrance Q	29.5	600	900	25	1	100%	126	5.0
	vehicles using street entrance	stop time	max capacity; veh/hr	length of vehicle	number of lanes	lane utilization	queue	queue

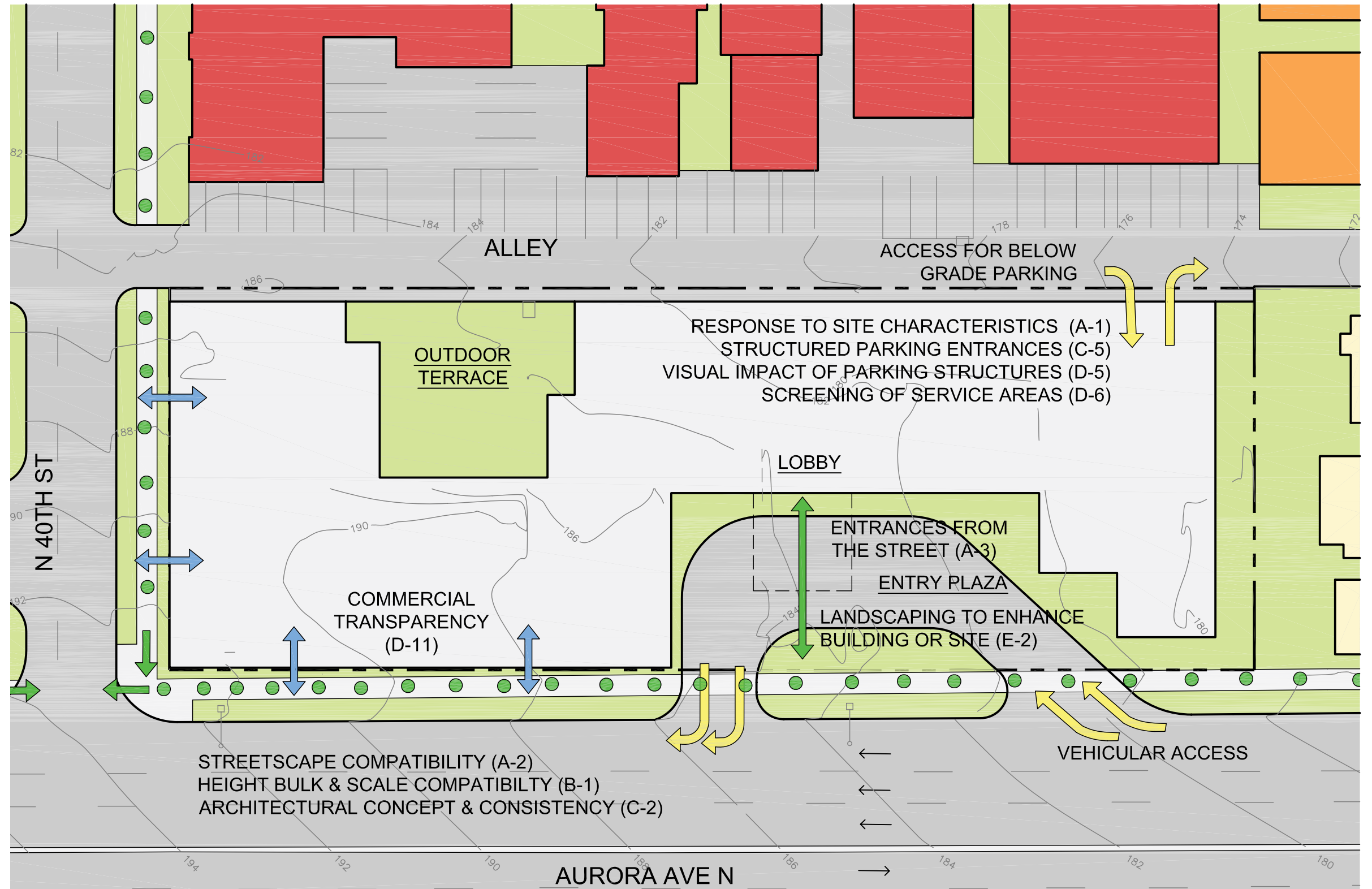
Design Guidelines

Uses

- Residential
- Multifamily
- Townhome

Seattle Design Guidelines

- (A) SITE PLANNING
- (B) HEIGHT, BULK, AND SCALE
- (C) ARCHITECTURAL ELEMENTS AND MATERIALS
- (D) PEDESTRIAN ENVIRONMENTS
- (E) LANDSCAPING



Scale 1/32"=1'-0"

Design Guidelines

A. SITE PLANNING

1. Responding to Site Characteristics

The siting of buildings should respond to specific site conditions and opportunities such as non-rectangular lots, location on prominent intersections, unusual topography, significant vegetation and views or other natural features.

The garage entry is located off of the alley at the low point at the SE corner of the site, in order to take advantage of the elevation change for accessing the below-grade parking.

Aurora Ave is a major arterial street and a state route. Due to the high speed and volume of traffic the south portion of the building is set back from the street to create a drive-in plaza for the safe loading and unloading of hotel guests.

2. Streetscape Compatibility

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

The massing of the building addresses the hybrid nature of an extended stay hotel. The hotel has a highly visible welcoming public nature that is different from other mixed uses in the area. As an extended stay hotel, there is also a more residential character which is similar to a typical mixed-use building. The building massing has two distinct halves as it addresses the street. The south end of the building steps back from the street to create a visible entry and a gracious landscaped plaza. The north end of the building is immediately adjacent to the street, reinforcing a strong street edge along Aurora and 40th.

3. Entrances from the Street

Entries should be clearly identifiable and visible from the street.

The building will have a bold design appropriate to a hotel use which is located on a busy arterial. The main entry and lobby are highly visible from the street. The scale and visibility of the entry is appropriate to the hotel use.

8. Parking & Vehicle Access

Siting should minimize the impact of automobile parking and driveways on the pedestrian environment, adjacent properties and pedestrian safety.

All parking is located in a below grade garage which is accessed from the existing alley.

9. Location of Parking on Commercial Street Fronts

Parking on a commercial street front should be minimized and where possible should be located behind a building.

The parking is not visible or accessed from the commercial street frontages. All of the parking is located in a below-grade garage which is accessed from the alley.

B. HEIGHT, BULK AND SCALE

1. Height Bulk & Scale Compatibility

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

The building massing has two distinct approaches to addressing the street. The entry is set back from the street to create a landscaped plaza. The rest of the building mass is immediately adjacent to the street, reinforcing a strong street edge along Aurora and 40th.

C. ARCHITECTURAL ELEMENTS AND MATERIALS

2. Architectural Concept & Consistency

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 façade walls.

The massing of the building expresses the commercial nature of the hotel as well as the residential quality of an extended stay hotel. The building is articulated in two parts; there is the highly visible welcoming public entry and the more subdued contextual portion. The entry reflects the commercial nature of the hotel and the need for the building to stand out and be easily recognizable by someone who is not familiar with the area. The more contextual portion reflects the residential character of the hotel and the building blends in with typical mixed use buildings. The residential block anchors the building into larger context of the street. The more public entry is set off against the background of the block. The building can stand out from its surroundings but also fit into a more contextual language of the street.

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 existing alley is used for access to the underground parking garage.

Design Guidelines

D. PEDESTRIAN ENVIRONMENT

5. Visual Impacts of Parking Structures

The visibility of all at-grade parking structures or accessory parking garages should be minimized. The parking portion of a structure should be architecturally compatible with the rest of the structure and streetscape. Open parking spaces and carports should be screened from the street and adjacent properties.

The existing alley is used for access to the underground parking garage. All parking is provided in a below grade parking garage.

6. Screening of Dumpsters, Utilities & Service Areas

Building sites should locate service elements like trash dumpsters, loading docks and mechanical equipment away from the street front where possible. When elements such as dumpsters, utility meters, mechanical units and service areas cannot be located away from the street front, they should be situated and screened from view and should not be located in the pedestrian right-of-way.

All of the dumpsters and utility areas are located within the underground garage.

9. Commercial Signage

Signs should add interest to the street front environment and should be appropriate for the scale and character desired in the area.

The exterior signage will add visual interest to the Aurora streetscape. The scale and boldness of the signage will be appropriate to an hotel use on a busy arterial street.

1. 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.

The public spaces of the hotel are located adjacent to Aurora. These are actively used spaces with extended hours. The location of these uses along Aurora will help enliven the streetscape.

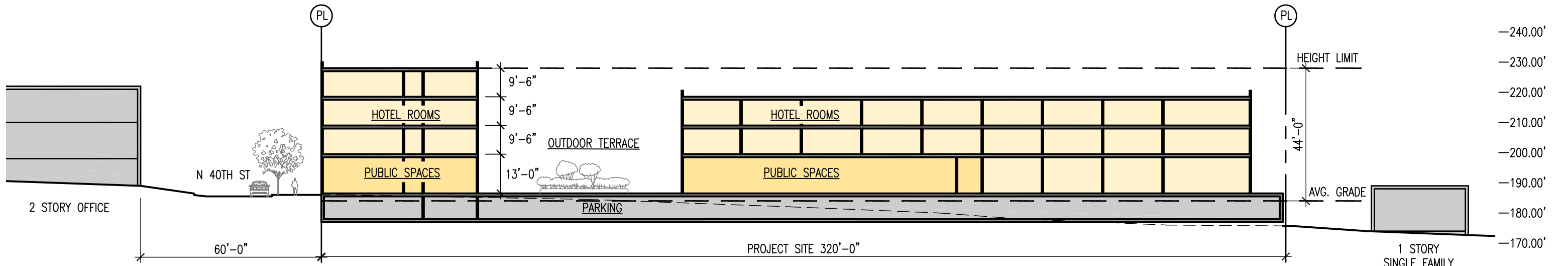
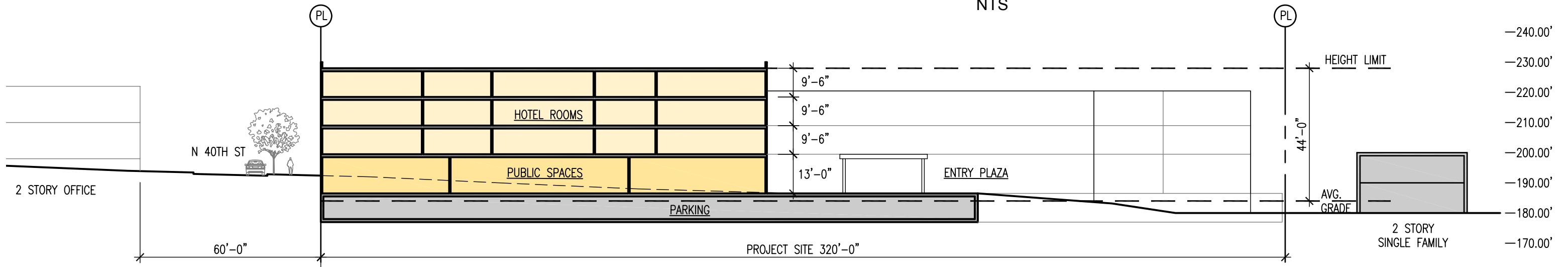
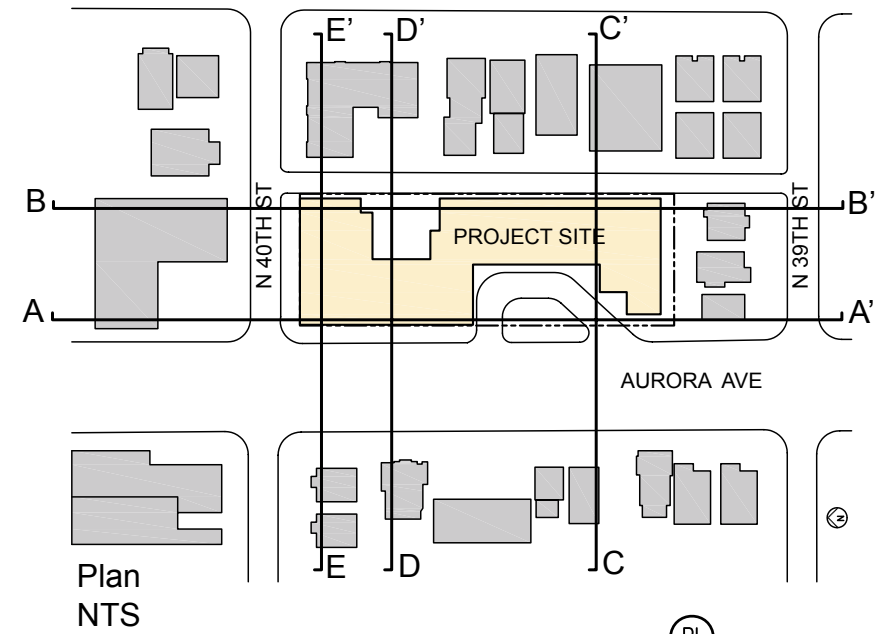
E. LANDSCAPING

2. Landscaping to Enhance the Building or Site

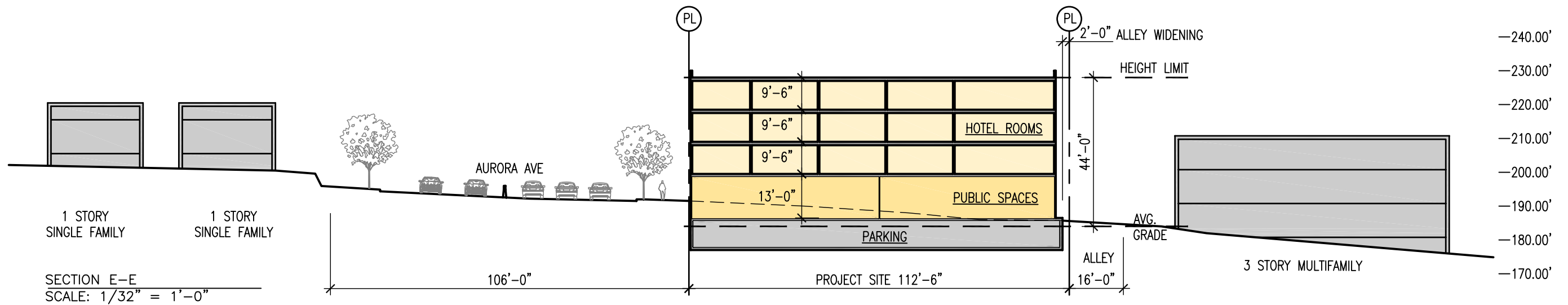
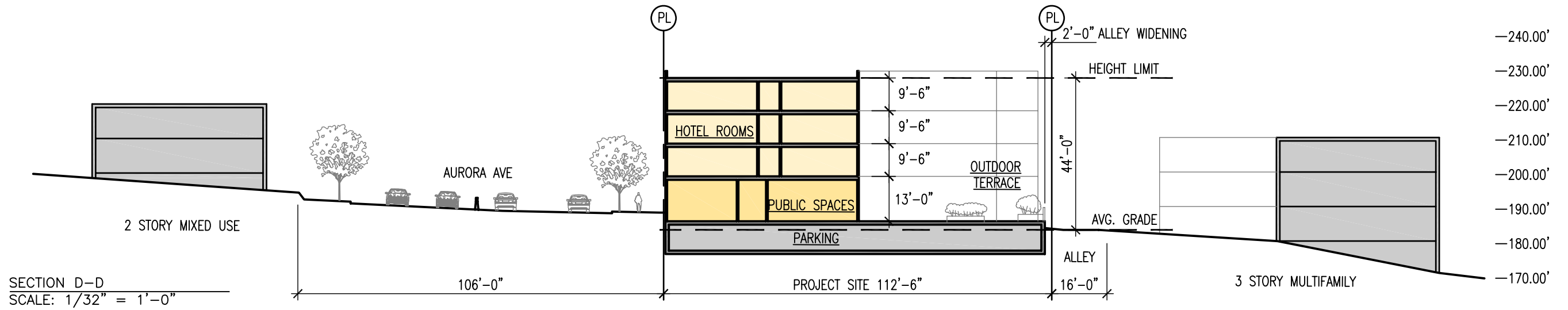
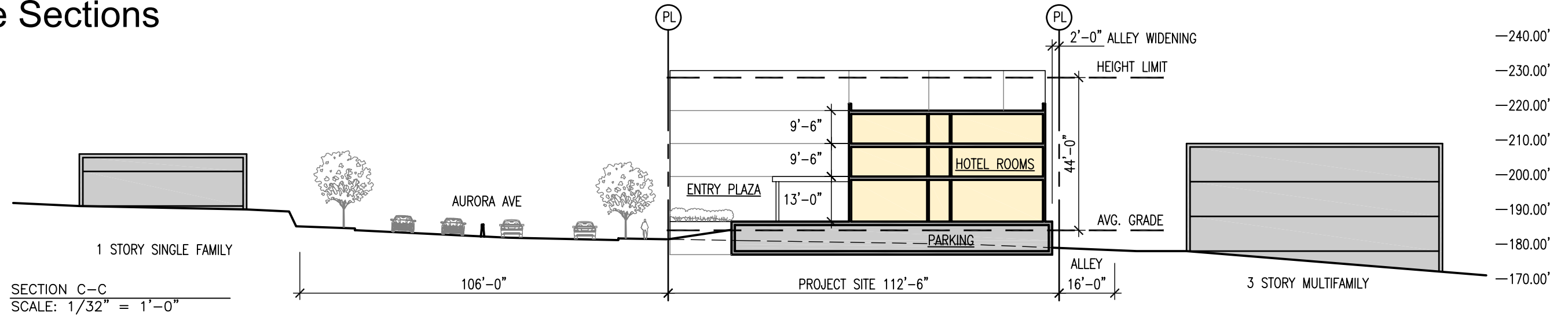
Landscaping including living plant material, special pavements, trellises, screen walls, planters, site furniture and similar features should be appropriately incorporated into the design to enhance the project.

At the plaza at the main entry there is a landscaped "Island" which enhances the character of the public street space along Aurora. The exterior entry court relates to the interior lobby space and "great room".

Site Sections



Site Sections



Zoning Requirements Summary

Site

Zone: C1-40
Overlay: Fremont Hub Urban Village
ECA: None
Site Area: 36,271 SF
FAR: 3
Maximum Area: 108,813 SF

Uses

Permitted Uses: Lodging permitted outright
Previous Use: Lodging – motel
Residential – single family
Proposed Use: Lodging – hotel

Height

Height limit: 40 ft
Height bonus: 4 ft – for 13 ft ground flr

Parapets: 4 ft max
Equipment: 15 ft max
Stair/Elevator: 16 ft max

Setbacks

Alley Expansion: 2 ft

Green Factor

Landscaping requirement: 3.0 green factor

Street Level Uses

Street Level Development Standards: not required
(blank facades, transparency, height & depth)

Parking

Lodging: 1 space for each 4 rooms
Total Required: $(100 \div 4)$ to $(125 \div 4) = 25$ to 31 spaces
Total Provided: 100 to 125 spaces

Parking Type

Permitted: Surface or covered parking
Current: Surface parking
Proposed: Covered parking

Access

Permitted: Street or alley access
Current: Street and alley access
Proposed: Alley access

Curb Cuts

Permitted: 2 curb cuts (typical for 320' site)
Current: 5 curb cuts
Proposed: 2 curb cuts

Curb cut width

2 way traffic: 22 ft min 25 ft or 30ft* max
* if required for safety on major arterial with > 7,000 vehicles per day

Maximum Development Potential

Land Use

Zone C1-40
 Overlay Fremont Hub Urban Village
 ECA None
 Lot Area 36,271 sf

Permitted Uses (SLC 23.47A.005) Lodging Uses

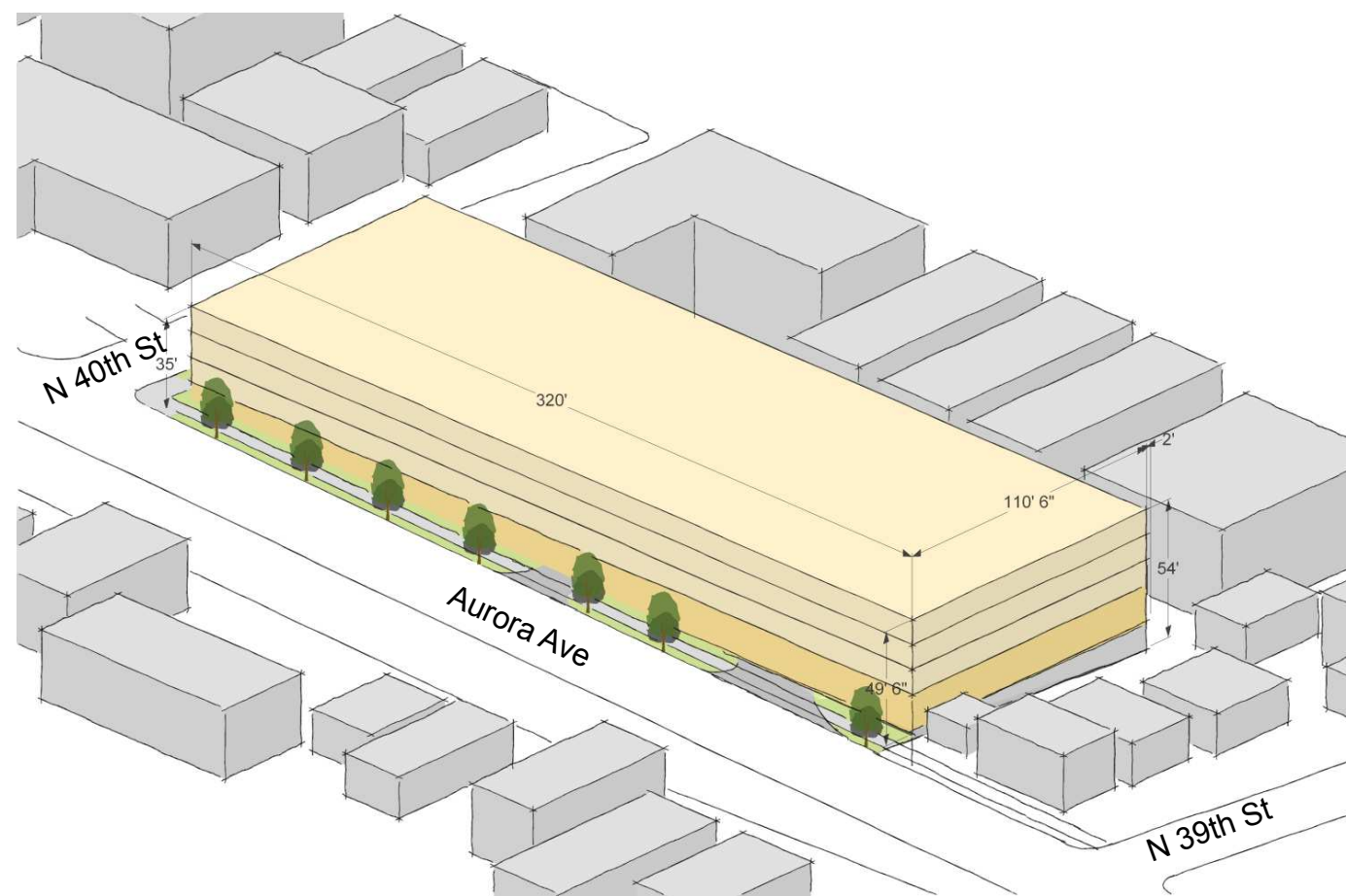
FAR (SLC 23.47A.013) 3
 maximum allowable area 108,813 sf

Height Limit (SMC 23.47A.012)

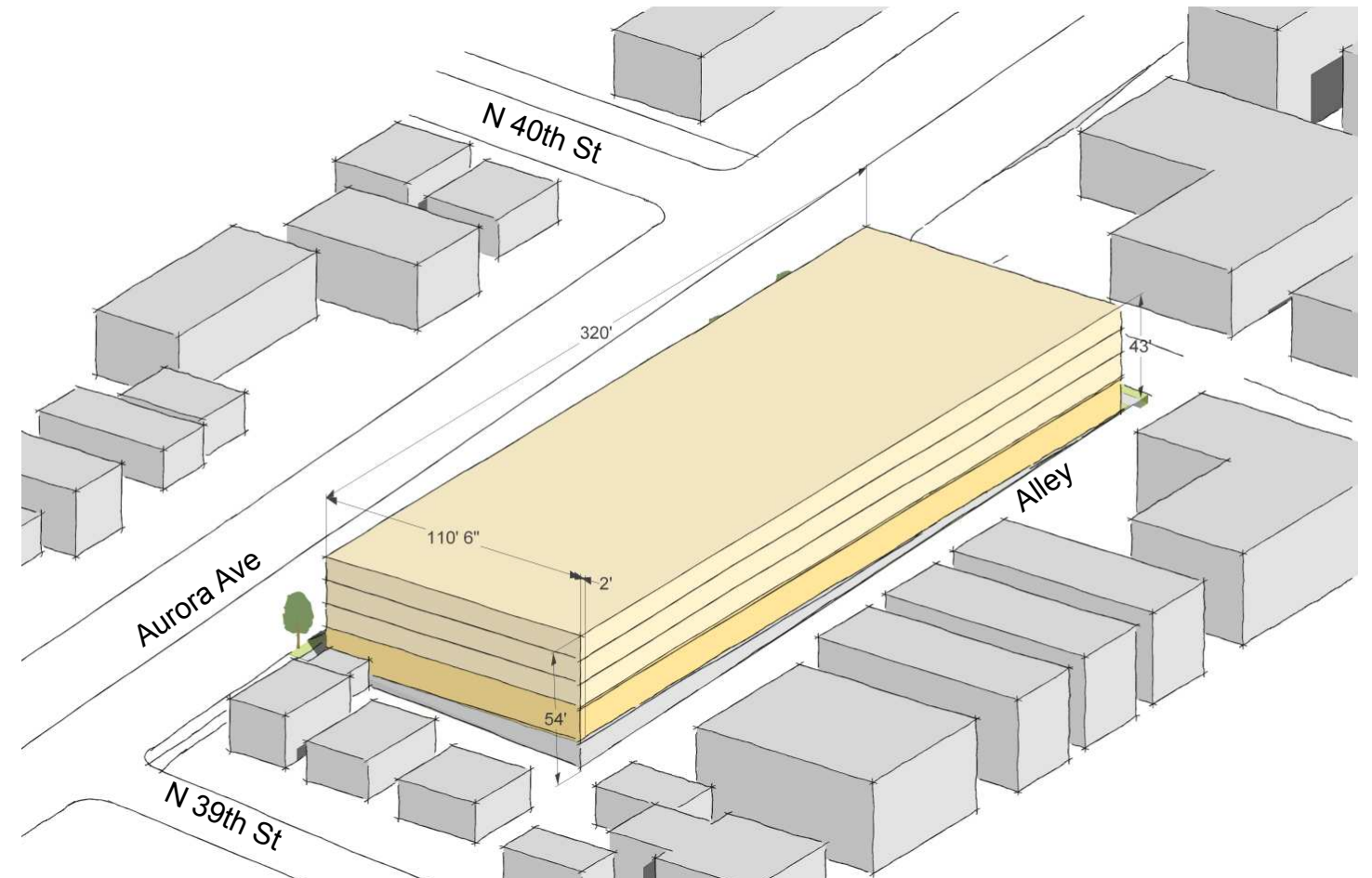
40' (44' if 13' floor to floor provided at ground level for non-residential uses)

View Corridors (SMC 23.47A.015)

None required

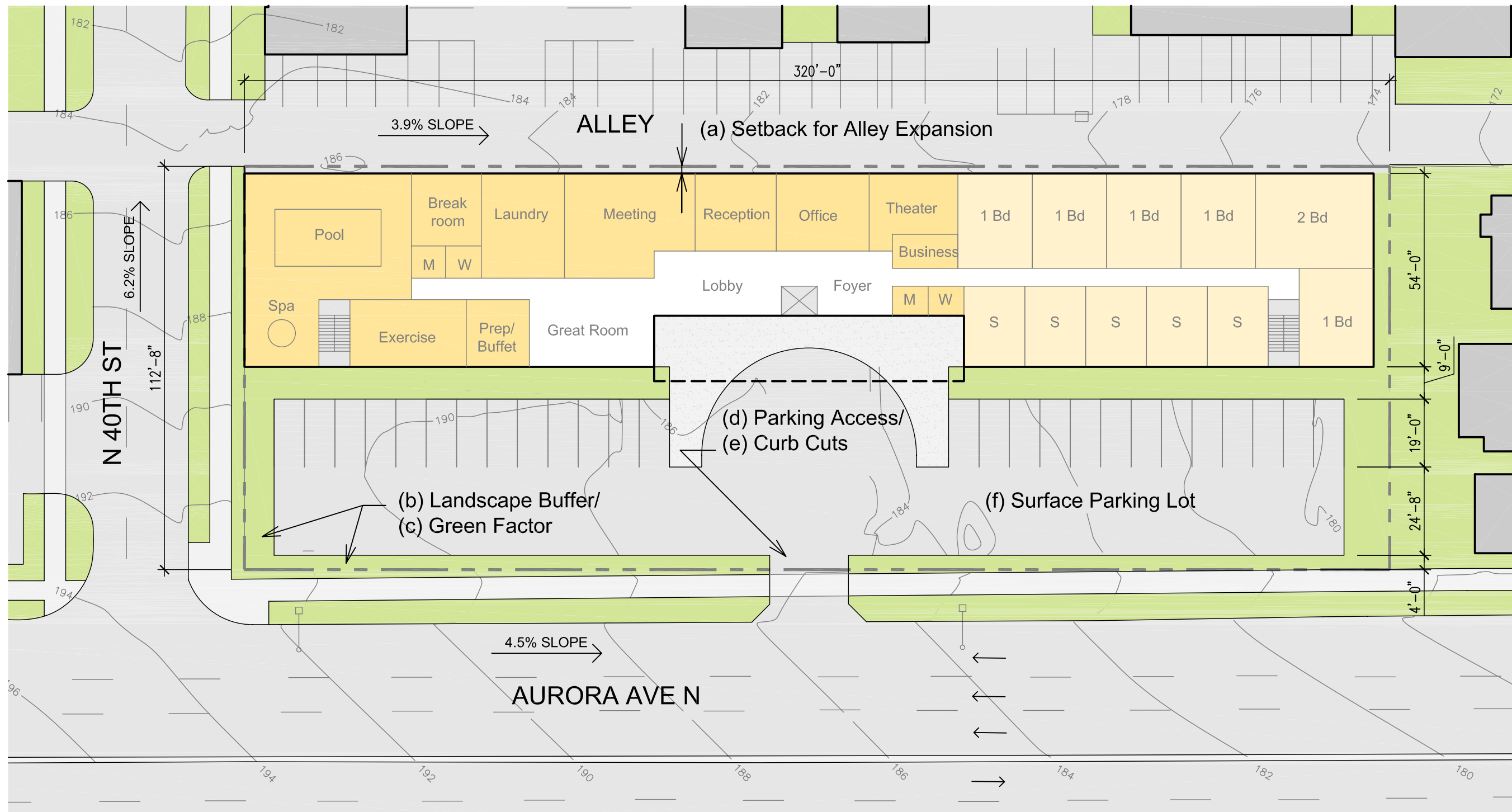


Looking Northeast



Looking Northwest

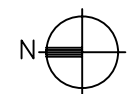
Minimum Code Compliant Scheme



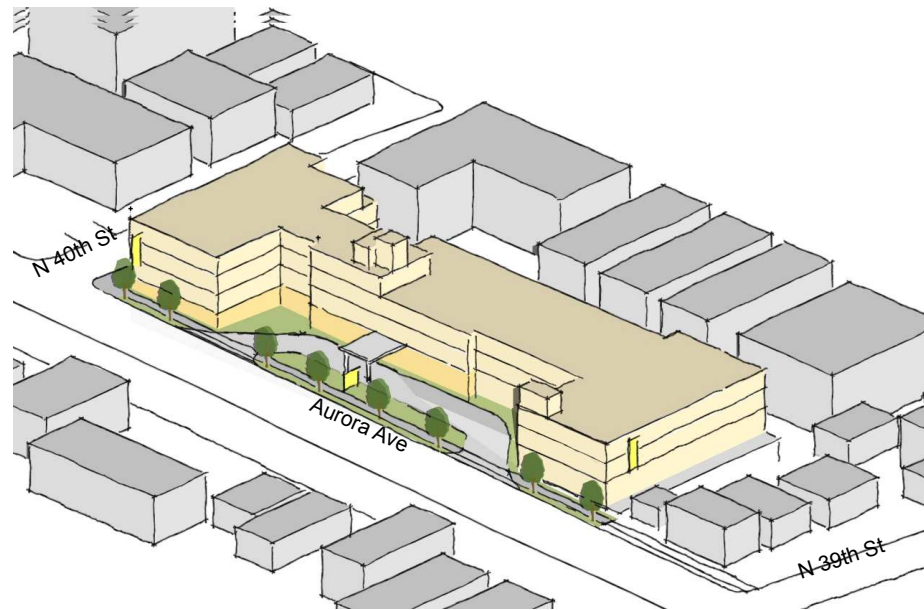
Code Requirements

- (a) Setback for Alley Expansion: 2ft
- (b) Landscape Buffer at Surface Parking: 18 sf per space
- (c) Green Factor: 3.0
- (d) Parking Access: from street or alley
- (e) Curb Cuts: 2 (typical for 320' lot)
- (f) Parking Type: surface or covered parking
Required Parking: 1 space per 4 rooms

SCALE: 1" = 30'



Alternative Concepts



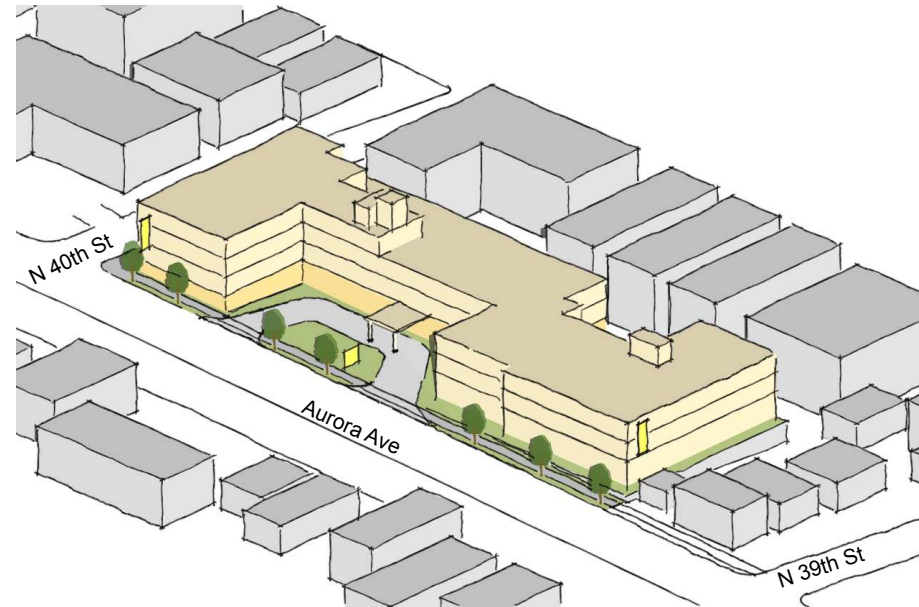
Concept A

Pros

- Provides large vehicular loading / unloading area at entrance off of Aurora.
- Allows transparency between the public hotel uses and the adjacent street.
- Creates strong edges on both ends of the site.

Cons

- Auto drop-off dominates the full length of the site.
- Does not maximize transparency between hotel uses and the street.



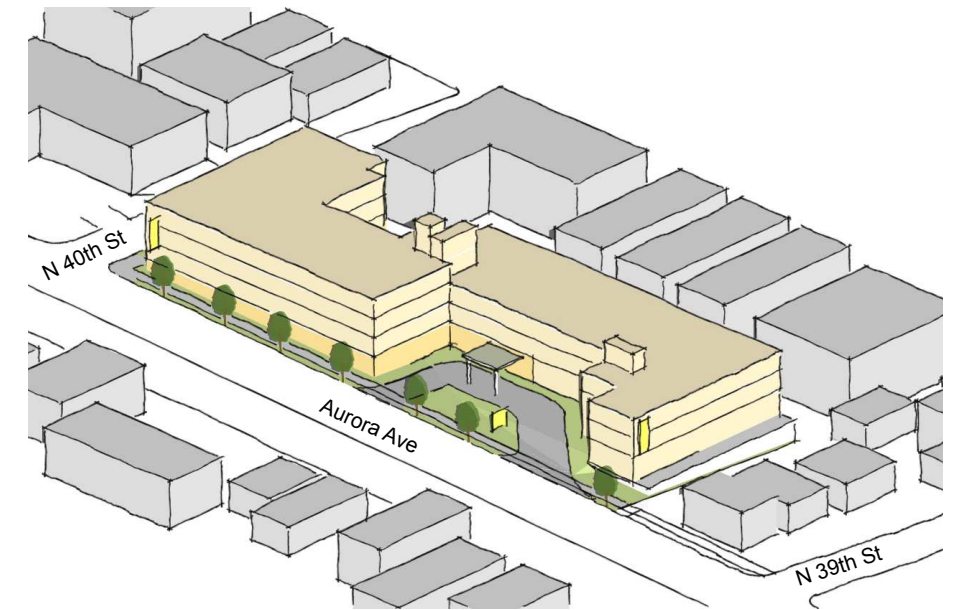
Concept B

Pros

- Breaks down the mass of the building.
- Allows transparency between the public hotel uses and the street.
- Creates strong edges at both ends of the site.

Cons

- Entry is hidden by the southern building mass.
- Relationship between building masses is less clear.
- Does not maximize transparency between hotel uses and the street.
- Exposes the parking garage along south portion of Aurora sidewalk.



Concept C
Preferred

Pros

- Breaks down the mass of the building.
- Clearly articulates two building masses, reinforcing the design objective by breaking down the scale of the building.
- Maximizes the transparency between the public hotel uses and the adjacent street.
- South portion of building pulled back from Aurora providing 1 - improved sight lines for vehicles on Aurora to entrance. 2 - green buffer between Aurora and guestrooms.

Cons

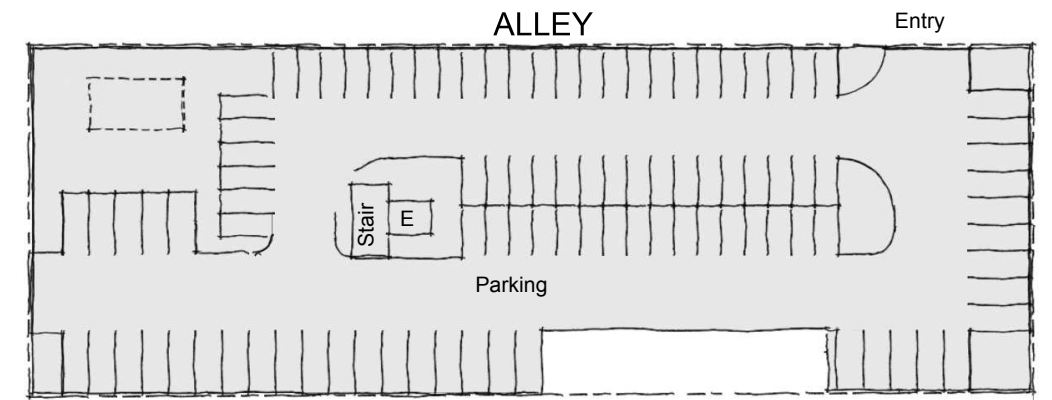
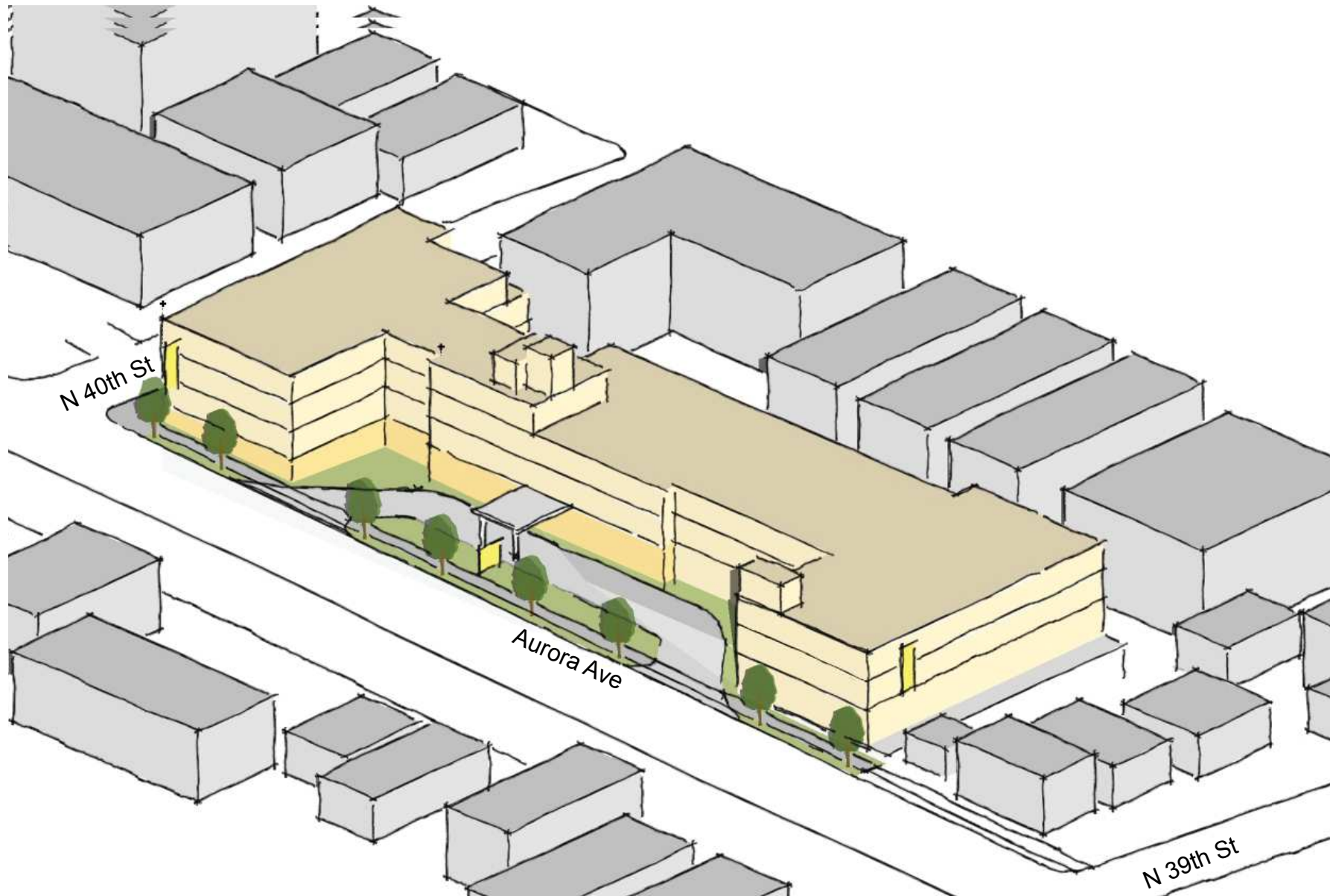
- Doesn't create as strong a street edge at the south end of the site.

Concept A

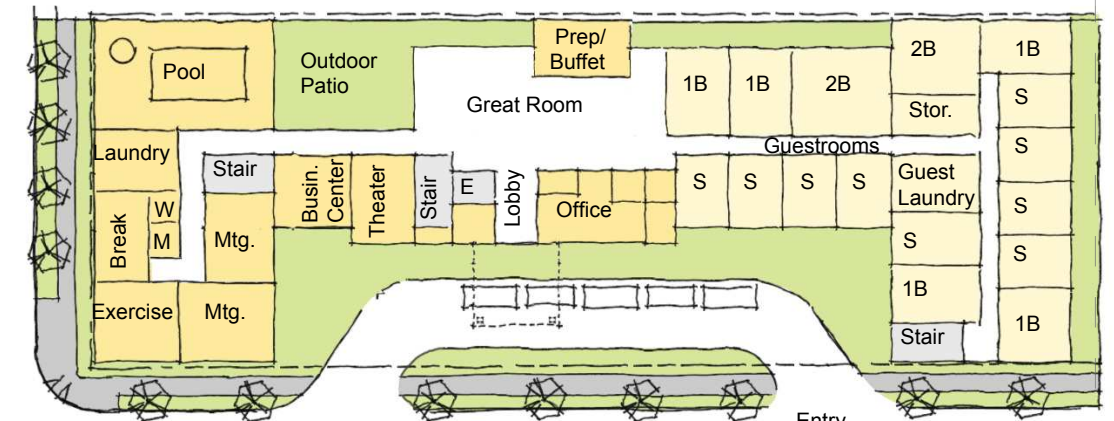
Feasible Architectural Concepts

Project Data

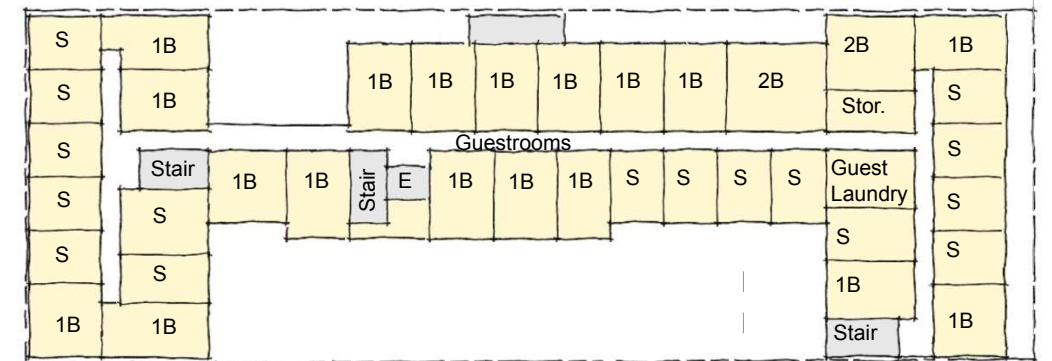
Guestroom Units	100 to 125
Hotel Floor Area	77,084 sf
Parking Area	33,034 sf
Total	110,118
Total Chargeable Area	101,745 sf (8,373 sf below grade)
Parking Required	25 to 31 spaces
Parking Provided	100 to 125 spaces



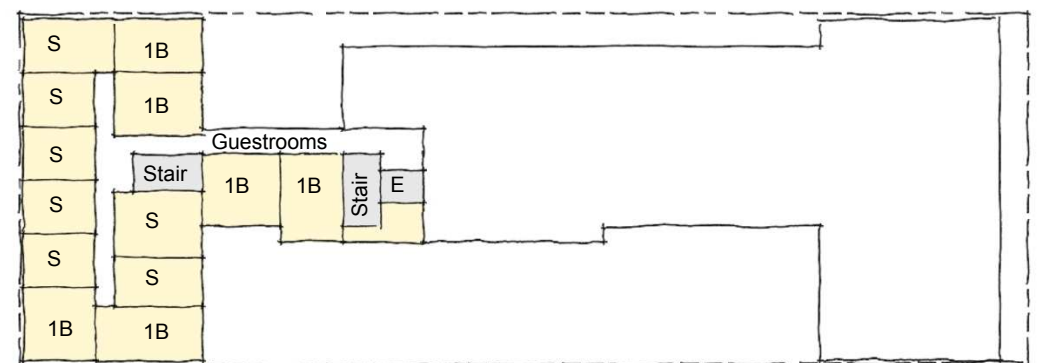
Parking Level - Below Grade



1st Floor



2nd-3rd Floor



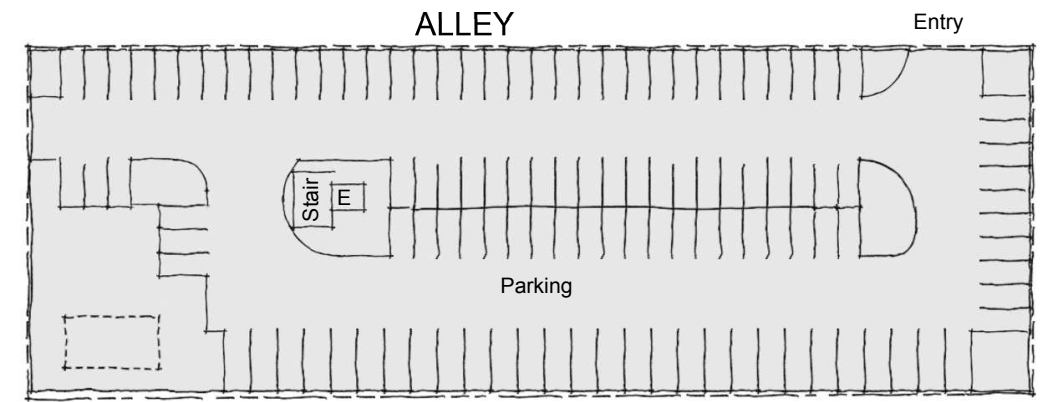
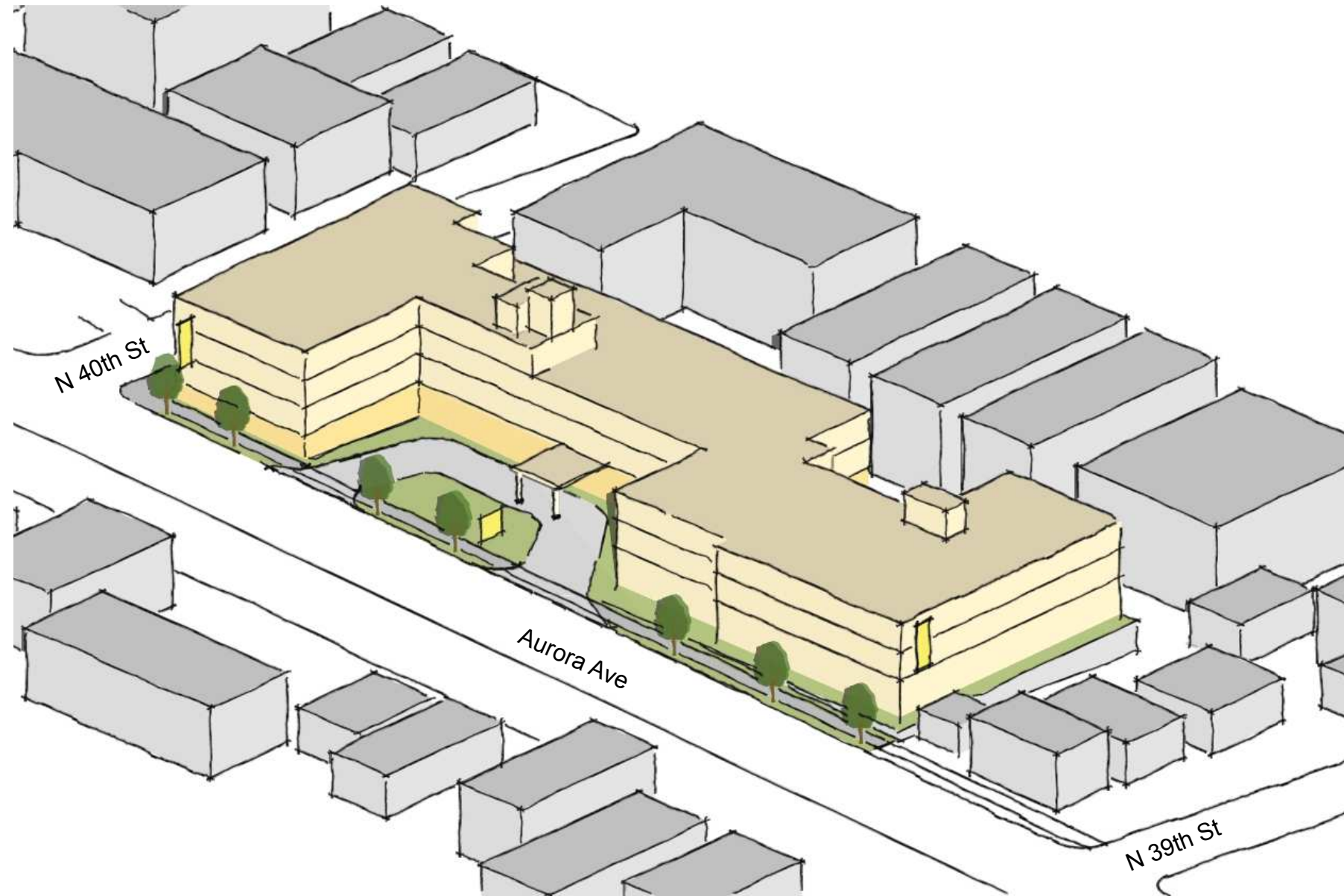
4th Floor

Concept B

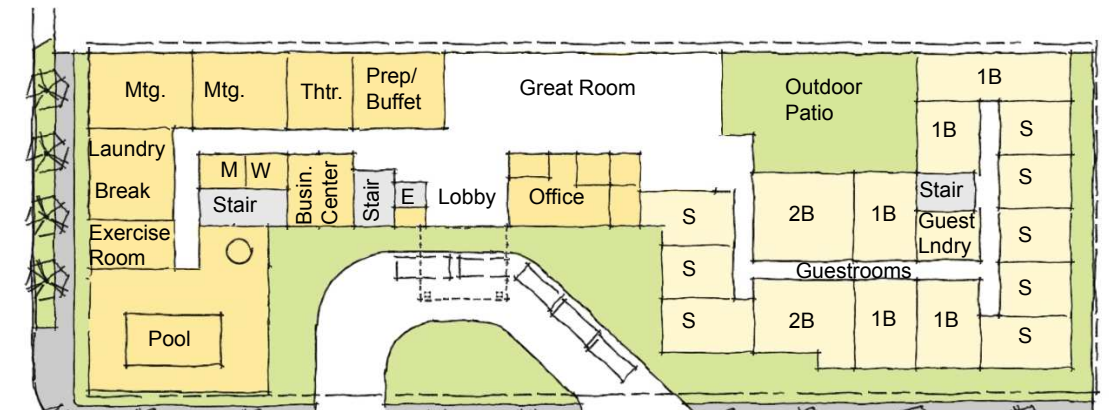
Feasible Architectural Concepts

Project Data

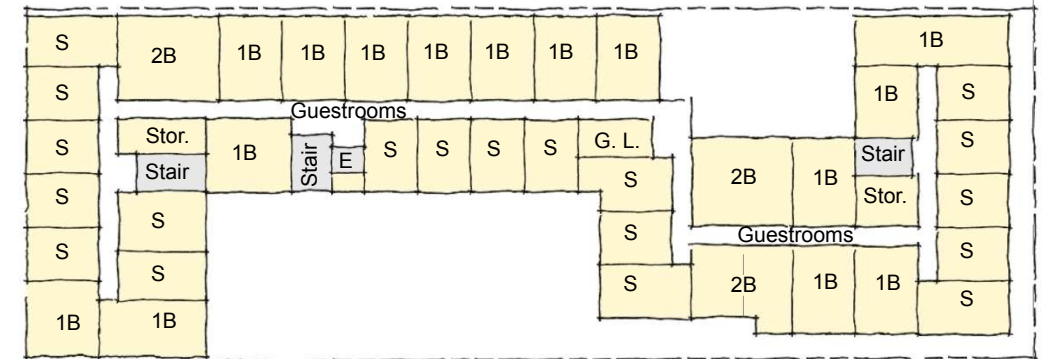
Guestroom Units	100 to 125
Hotel Floor Area	77,822 sf
Parking Area	34,512 sf
Total	112,334
Total Chargeable Area	103,961 sf (8,373 sf below grade)
Parking Required	25 to 31 spaces
Parking Provided	100 to 125 spaces



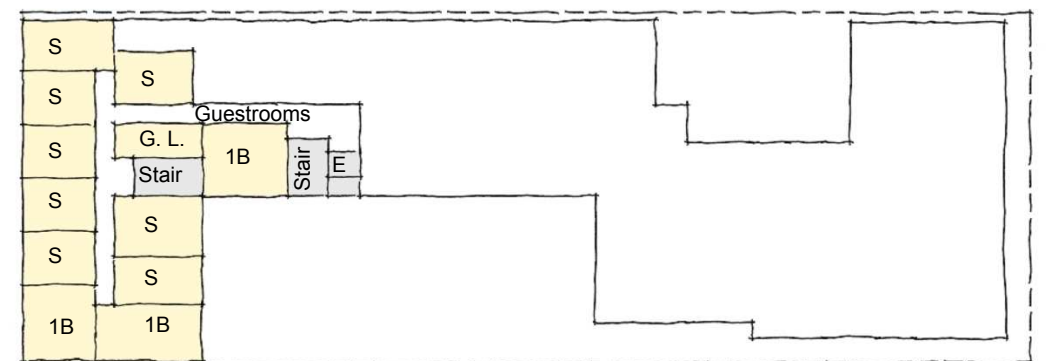
Parking Level - Below Grade



1st Floor AURORA Entry



2nd-3rd Floor



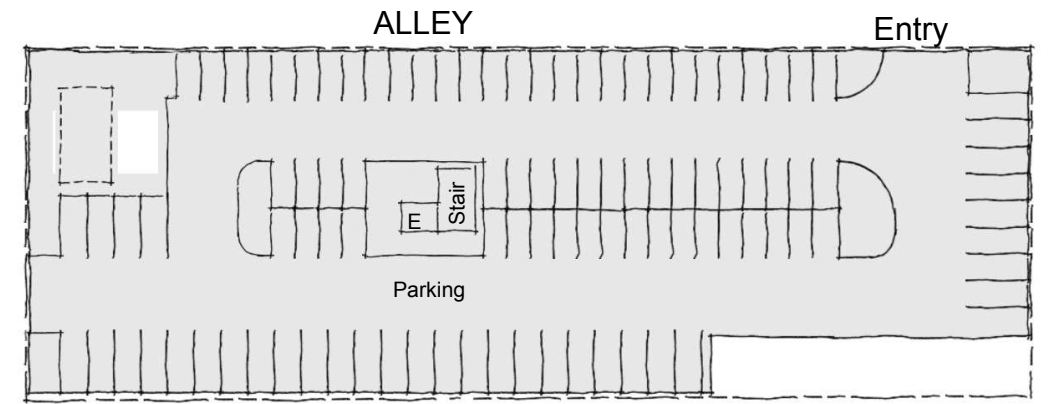
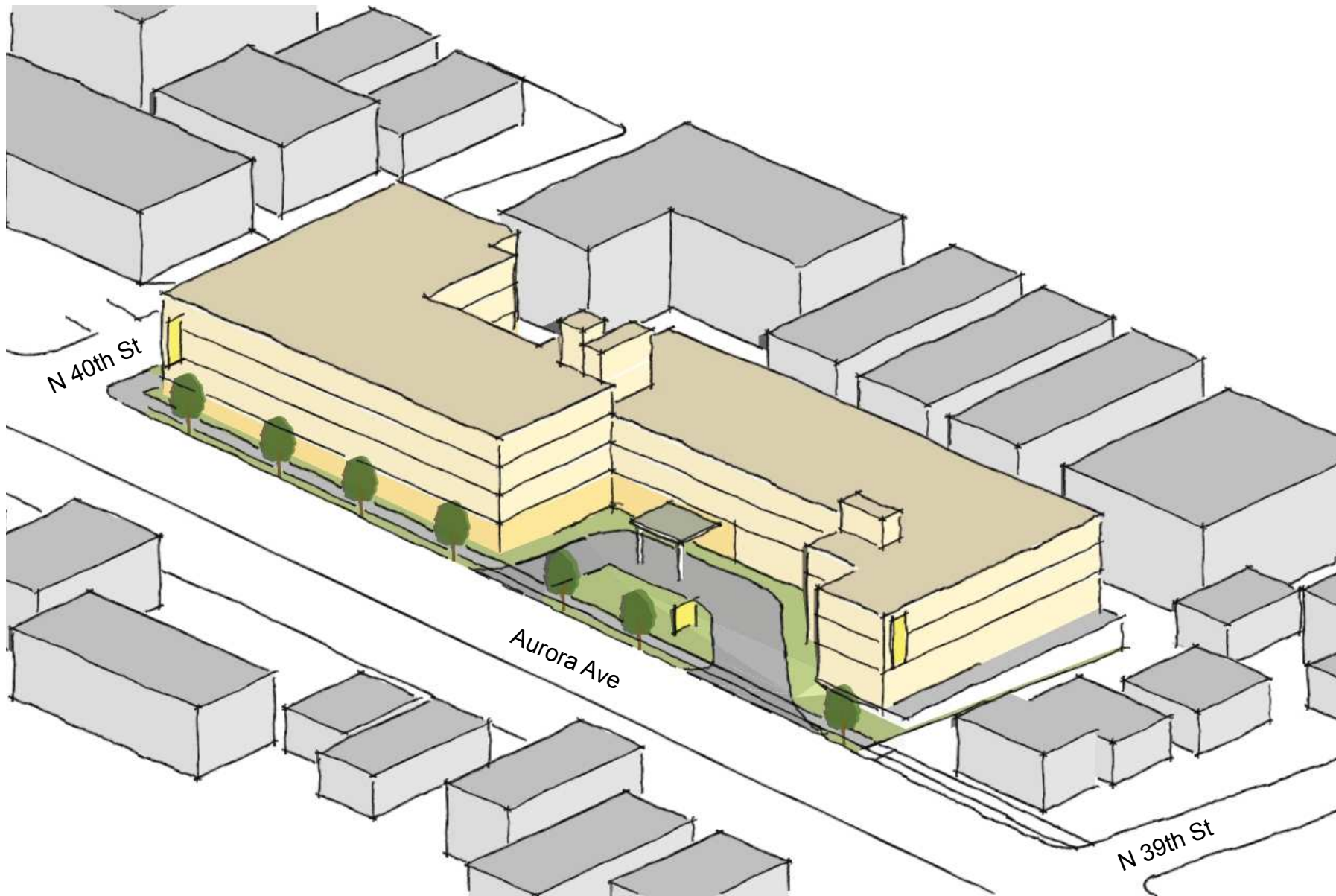
4th Floor

Concept C

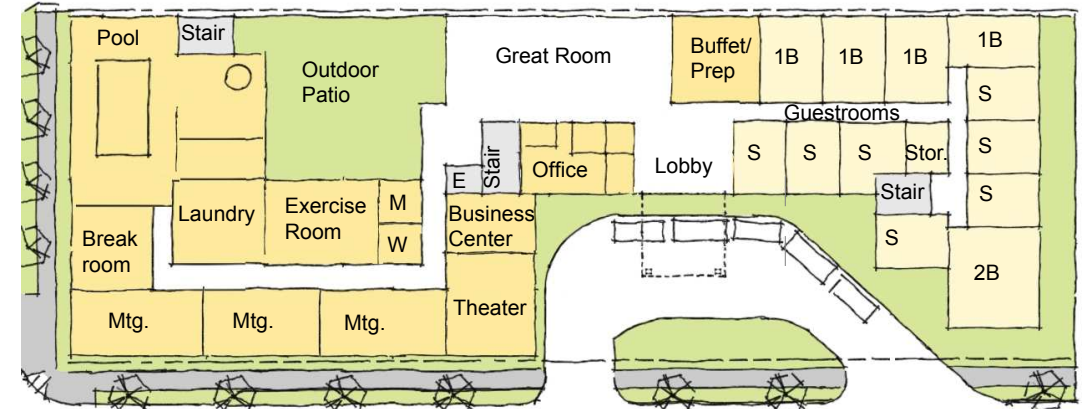
Feasible Architectural Concepts

Project Data

Guestroom Units	100 to 125
Hotel Floor Area	83,693 sf
Parking Area	32,729 sf
Total	116,422
Total Chargeable Area	108,049 sf (8,373 sf below grade)
Parking Required	25 to 31 spaces
Parking Provided	105 spaces

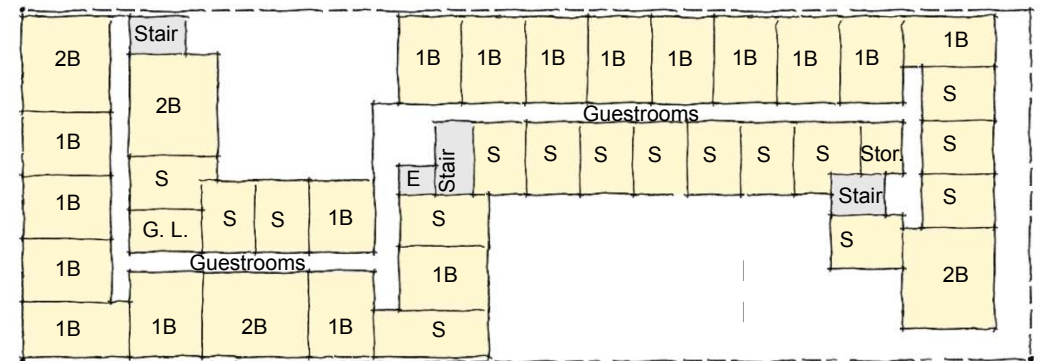


Parking Level - Below Grade

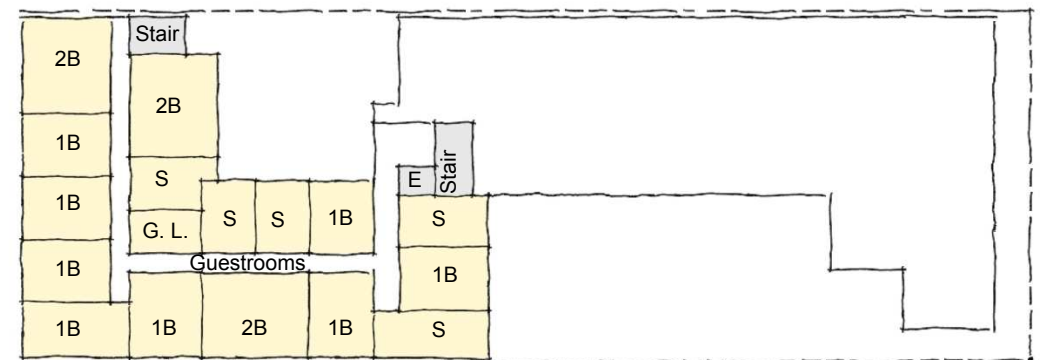


1st Floor

AURORA Entry



2nd-3rd Floor



4th Floor

Project Examples

Architect
Clark Design Group, PLLC



Ballard Blocks, Ballard
2009



Alaska Building, Pioneer Square
2010



Trio Condominium, Belltown
2006



Ken's Market, Phinney Ridge
2010



Divers Institute of Technology, Lake Union
2011

Developer
Hotel Concepts, Inc

Hotel
Staybridge Suites



Holiday Inn Express, Seatac



Holiday Inn, South Lake Union



Local Hotel Precedents



Fairmont Hotel, Downtown



Marriott, South Lake Union



Silver Cloud Hotel, Capitol Hill



Sorrento, First Hill

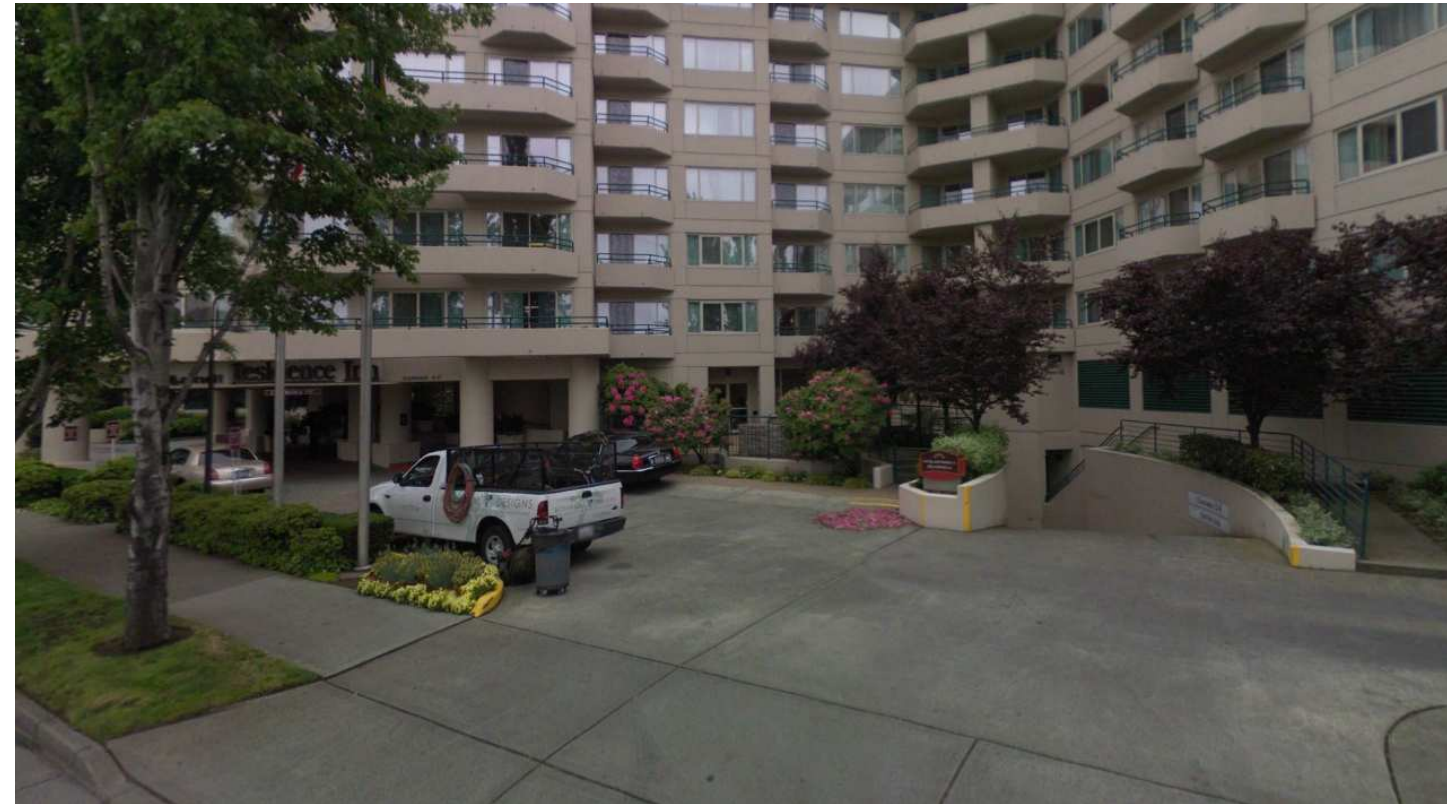


Extended Stay Hotels



Residence Inn, South Lake Union

This is an extended stay hotel with 234 rooms. Site access is via two curb cuts on Fairview Ave. All vehicular access including guest drop off and parking garage access is accommodated on site.



Entrance from Fairview Ave



Extended Stay America, Northgate

This is an extended stay hotel with 131 rooms. Site access is via one curb cut on Stone Ave N with surface parking adjacent to the building. All guest drop off and vehicle access is accommodated on site.



Entrance from Stone Ave N