



1. LOOKING EAST (ACROSS 5TH AVE N) FROM SITE



2. LOOKING SOUTH (ACROSS SITE) AT FISCHER PLAZA

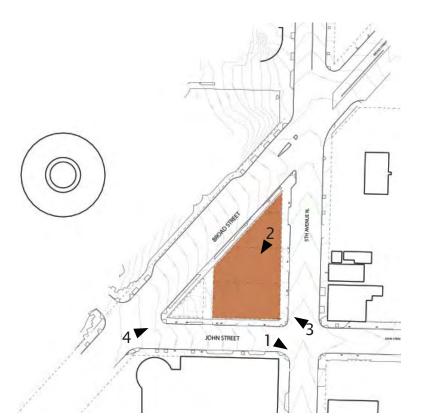


3. LOOKING WEST (ACROSS 5TH AVE N) AT SITE



4. LOOKING EAST (CORNER OF JOHN ST & BROAD ST) FROM SITE





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

# Uses

The site is located at the southwest corner of Broad Street and 5th Avenue North. The adjacent west lot is occupied by Café Aficianado/Young's Accounting. This is a wood framed building constructed in 1906. East across 5th Ave N is a brick McDonald's built in 1980, a wood building (the 'Fun House') built in 1947, and a masonry building (L&P Partners) built in 1960. South across John St is Fischer Plaza; a reinforced concrete building constructed in 2001. Northwest across Broad St is the Seattle Space Needle; a reinforced concrete building constructed in 1961.

## Topography

The site rises approximately 8 feet toward the west along Broad St. The top of the site is at the corner of John St and Broad St. The site rises about 4 feet along 5th Ave (going south) and 4 feet along John St (going west).

#### Access

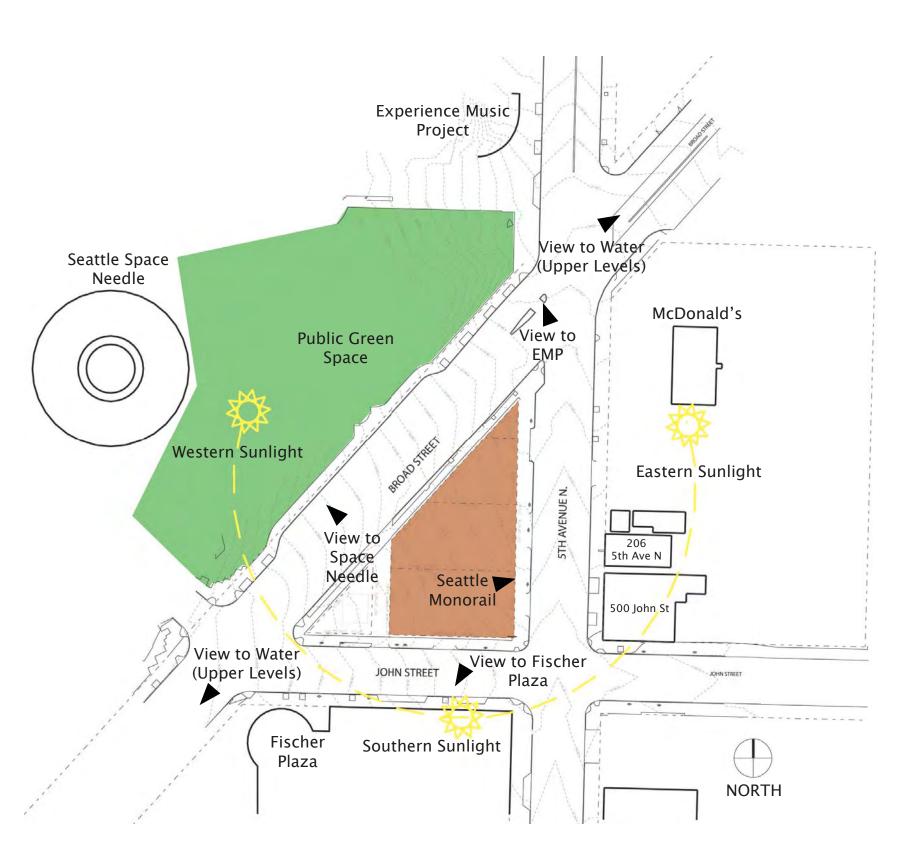
Streets bind the site on three sides. Broad Street, to the north, is classified as a Principal Arterial. Broad cuts diagonally east separating Belltown from Seattle Center and connects the

downtown waterfront to South Lake Union. City to vacate Broad St east of 6th Ave N.

5th Ave N runs along the east property line, becoming a Minor Arterial connecting Belltown/Downtown to Seattle Center.

John St runs along the south property line. This is the least travelled street of the site and acts as the 'back door' to Fischer Plaza populated with garage entries and back of house services.







View to Water (East on Broad St)



View to Space Needle



View to Fischer Plaza



View to EMP



View to Monorail



View to Water (West on Broad)



#### UPTOWN NEIGHBORHOOD DESIGN GUIDELINES

#### Context and Site

CS1. Natural Systems and Site Features

CS2. Urban Pattern and Form

Respond To Site Characteristics (former A-1)

Streetscape Compatibility (former A-2)

Corner Lots (former A-10)

Height, Bulk, and Scale Compatibility (former B-1)

CS3. Architectural Context and Character Architectural Context (former C-1)

## Public Life

#### PL1. Public Space

Streetscape Compatibility (former A-2)

Landscaping to Reinforce Design Continuity with Adjacent Sites (former E-1)

PL2. Walkability

Pedestrian Open Spaces and Entrances (former D-1)

PL3. Street-level Interaction

Entrances Visible from the Street (former A-3)

Human Activity (former A-4)

Transition Between Residence and Street (former A-6)

# PL4. Active Transportation

# **Design Concept**

## DC1. Project Uses and Activities

Parking and Vehicle Access (former A-8)

Blank Walls (former D-2)

Retaining Walls (former D-3)

Design of Parking Lots near Sidewalks (former D-4)

Visual Impacts of Parking Structure (former D-5)

Treatment of Alleys (former D-8)

#### DC2. Architectural Concept

Architectural Context (former C-1)

Architectural Concept and Consistency (former C-2)

Human Scale (old C-3)

## DC3. Open Space Concept

Landscaping to Reinforce Design Continuity with

Adjacent Sites (former E-1)

Landscaping to Enhance the Building and/or Site (former E-2)

DC4. Materials

Architectural Concept (former C-1)

Exterior Finish Materials (former C-4)

Commercial Signage (former D-9)

Commercial Lighting (former D-10)

#### DESIGN GUIDELINES FOR MULTIFAMILY AND COMMERCIAL BUILDINGS

#### A. Site planning

A-1 Responding to site characteristics

A-2 Streetscape compatibility

A-3 Entrances visible to the street

A-4 Human activity

A-5 Respect for adjacent sites

A-6 Transition between residence and street

A-7 Residential open space

A-8 Parking and vehicle access

A-9 Location of parking on commercial street fronts

A-10 Corner lots

## B. Height, Bulk Scale

B-1 Height, Bulk, and Scale compatibility

#### C. Architectural elements and materials

C-1 Architectural context

C-2 Architectural concept and consistency

C-3 Human Scale

C-4 Exterior finish material

C-5 Structured parking entrances

# D. Pedestrian environment

D-1 Pedestrian open spaces and entrances

D-2 Blank walls

D-3 Retaining walls

D-4 Design of parking lots near sidewalks

D-5 Visual impacts of parking structure

D-6 Screening of dumpsters, utilities, and service areas

D-7 Personal safety and security

D-8 Treatment of alleys

D-9 Commercial signage

D-10 Commercial lighting

D-11 Commercial transparency

D-12 Residential entries and transitions

## E. Landscaping

E-1 Landscaping to reinforce design continuity with adjacent sites

E-2 Landcaping to enhance the building and/or site

E-3 Landscape design to address special site conditions

Note: Intended points of focus highlighted in orange

#### SITE ANALYSIS SUMMARY

## **Broad Street Slope**

- · Presents challenges to hotel entry at street level
- •Less walkable than 5th Ave N (approx. 4.5% slope)
- ·Creates focal point and plinth at corner
- •Oportunity for public pedestrian foot traffic at Bar / Restaurant

## **Broad Street Traffic**

- ·Major arterial to be perminently closed
- High visibility

## 5th Ave N Slope

- More walkable than Broad St (approx. 1.5% slope)
- Relatively flat Great opportunity for pedestrian entry / drop-off

## 5th Ave N Traffic

- •Minor arterial potential of increased traffic due to Broad St closure
- ·Less visibility than Broad St at grade / 2nd floor due to Monorail

## John St

- · More walkable than Broad St/ Less walkable than 5th Ave N (approx. 3.5% slope)
- ·Considered 'Back of Site'
- Smallest amount of pedestrian/vehicular traffic
- · Least visible facade

#### Solar Access

· Both the East and West facades have good solar orientation

## **Building Mass**

·Desire to address both Broad St and 5th Ave N

#### Views

- •Excellent views to west and east (upper floors) water.
- Excellent views to northwest (Broad St facade) Space Needle.
- Due west blocked at Main Floor loading dock by existing 2 story building.
- · View to east (McDonald's/Fun House) unattractive at main floor.

#### Amenities

·Green Space northwest across Broad St.

#### Garage Access

- Broad St entry is inappropriate
- John St entry is across from Fischer Plaza Garage Entry
- •5th Ave N entry is best for potential Valet service





1. Please indicate the site's zoning and any other overlay designations.

The site is zoned SM-85 and is within the Uptown Urban Center. The east edge of the Seattle Center underlay zone is across Broad St. More complete zoning information is included at right.

#### **ZONING ANALYSIS SUMMARY**

Site Location: 416 John St

16,966 sf

Site Zoning: SM-85 - Uptown Urban Center

Permitted Uses: 23.48.004 All uses are permitted outright, either as principal or accessory uses, except high-impact uses, heavy manufacturing uses, general manufacturing greater than 25,000 square feet, drive in business, jails, adult motion picture theaters, outdoor storage, surface parking, animal shelters or husbandry, park or pool lots, park and ride lots, work release centers, recycling, solid waste management, or mobile home parks.

Façade Transparency: 23.48.018 Facade transparency and blank facade requirements shall apply to the area of the facade between two (2) feet and eight (8) feet above the sidewalk. A minimum of thirty (30) percent of the width of the street-level facade must be transparent.

Height: 23.48.016 C 85 feet

Height Rooftop features: 23.48.010E The ridge of pitched roofs with a minimum slope of six to twelve may extend 10 feet above the height limit. The ridge of pitched roofs with a minimum slope of 4 to 12 may extend 5 feet above the height limit

## Lot Coverage:

Density / FAR: 23.48.016B FAR of four and one half (4.5) is the maximum

chargeable floor area permitted for Commercial/Hotel Use. No FAR limit for Residential Use.

Setbacks: 23.48.012 No setbacks required.

Parking: 23.48.034C1a Access to parking and loading shall be from the alley when the lot abuts an alley improved to the standards of Section 23.53.030 C and use of the alley for parking and loading access would not create a significant safety hazard as determined by the Director. If the lot fronts on an alley and an east/west oriented street, parking and loading access may be from the east/west oriented street.

23.54.015 Minimum Parking requirements:

Hotel - one space per 4 rooms

Apartment - one space per dwelling unit

Multifamily and Commercial Zones: 23.54.020F The minimum parking requirements for all uses may be reduced by areas 20% when the use is located within 800 feet of a street with peak transit service headways of 15 minutes or less in each direction.

#### Landscaping:

Green Factor / Street Trees: 23.48.024C Street trees shall be provided in all planting strips. Existing street trees may count toward meeting the street tree requirement. No Green Factor is required in SM-85.

Amenity Space: 23.48.020 All new structures containing more than 20 dwelling units shall provide amenity area on the lot in an amount equivalent to 5 percent of the total gross floor area in residential use. The amenity area shall be available to all residents and may be provided at or above ground level. A maximum of 50 percent of the amenity area may be enclosed. The minimum horizontal dimension for residential amenity area is 15 feet, and no required amenity area shall be less than 225 square feet in size. The exterior portion of required amenity area shall be landscaped and shall provide solar access and seating.

Modulation: Not required in SM-85 (Seattle Mixed)





VICINITY MAP

- 1. Seattle Monorail
- 2. Seattle Space Needle
- 3. Experience Music Project
- 4. Ride the Ducks

- 5. Fischer Plaza
- 6. McDonald's
- 7. Fun House
- 8. Cafe Aficionado



Seattle Monorail



Seattle Monorail



Seattle Space Needle



Experience Music Project



Ride the Ducks



Fischer Plaza



McDonald's



Fun House



Cafe Aficionado



www.johnsonbraund.cor



LOOKING EAST (ACROSS 5TH AVE N) FROM SITE



LOOKING SOUTH (ACROSS BROAD ST) AT SITE

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

## Architecture

The Broad St corridor is predominantly commercial. Many lots along Broad St are irregularly shaped due to the angle of Broad St crossing the city's orthogonal street grid. Often, the irregular lots are underdeveloped, with small retail uses and at grade parking. Examples include the adjacent Café Afficianado, the 'Ride the Ducks' loading lot at the corner or 5th Ave N and Broad St, and the gas station down Broad St to the southwest. A

number of mixed use buildings have been built recently along Broad St and 5th Ave N, with large plate uses such as Fischer Plaza, and the Gates Foundation. To the northwest is Seattle Center. The Architectural vernacular ranges from Googie (the Seattle Space Needle), to Gothic-esque (the Pacific Science Center) and Experimental (The Experience Music Project). The Architecture immediately to the east is small in scale and often times limited to one story construction, however further to the east are a number of large scale mixed-use buildings ranging in use from office buildings to hotel and apartment complexes. 5th Avenue North leads to a node of retail and commercial uses roughly three blocks to the north. This area includes the Gates Foundation, a new mixed-use apartment complex



LOOKING NORTH (ACROSS JOHN ST) AT SITE



LOOKING WEST (ACROSS 5TH AVE N) AT SITE

with a grocery store at the ground floor, McCaw Hall, the Pacific Ballet and the KCTS television hub. The mix of land uses also includes several open public spaces. Memorial Field is located a block north along 5th Ave N and the Seattle Center public space is located directly adjacent to Memorial field to the west.

#### Landmarks

Landmarks include, as mentioned earlier, the distinct forms of the Seattle Space Needle, the Experience Music Project, the Gates Foundation, the Pacific Science Center and Fischer Plaza.

Topography / Views

Because of the slope of Broad St the site is well situated for views towards downtown, the Puget Sound, the Olympic Peninsula and South Lake Union.





Seattle Center Century 21 Master Plan

Seattle 2030 Challenge District



Mercer Corridor West Phase Redevelopment

## **NEIGHBORHOOD PLAN**

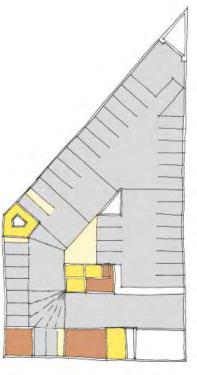
The site is within the district covered by the Uptown Urban Center. The site is illustrated in the images to the left.

This site is not specifically addressed in a particular Neighborhood plan, but flanks the border of multiple proposed development plans. Across Broad St to the northwest lies the border of the 'Century 21 Seattle Center Master Plan'. This plan focuses heavily on reclaiming and unifying open space at the heart of the campus, and making a connection with buildings on the periphery as well as the growing neighborhoods on the Center's edges.

Broad St also serves as a portion of the western border of the Seattle 2030 Challenge District with the site acting as one of the binding properties. The 2030 Challenge district's goal is to develop a public-private effort to promote the ideals of the 2030 Challenge. These ideals include designing all new buildings, developments and major renovations to meet a fossil fuel energy consumption performance standard of 60% below the regional (or country) average for that building type. This goal reduction would be increased to 70% in 2015, 80% in 2020, 90% in 2025, and finally Carbon-neutrality in 2030.

Additionally, this site is located at the edge of the Mercer Corridor West Phase. Broad St will be closed one block northeast of the site directly affecting the traffic pattern of the Broad St / 5th Ave N corridor.







development standards.

St / 5th Ave N corridor

easy access to transit

spaces for urban living

Approximate Structure Size:

**Desired Uses:** 

Objectives

4. Please describe the proponent's development

uses and approximate structure sizes, as well

as any potential requests for departures from

The proponent's objective is to construct a well-

short term and extended stay housing; contributing

· Adding to the activity and character of the Broad

· Holding the corner of Broad St and 5th Ave N;

· Creating attractive residential units that provide

· Making light-filled units that create great

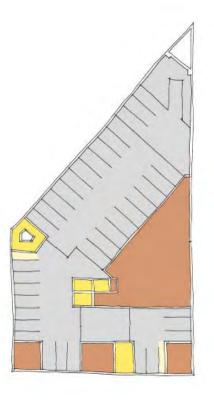
designed building that creates excellent urban

to the character of its surroundings by:

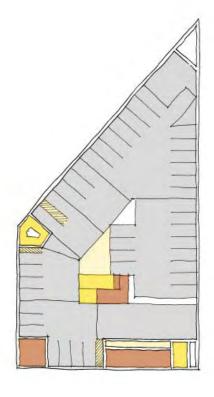
acting as an anchor for the southeast

portion of Seattle City Center

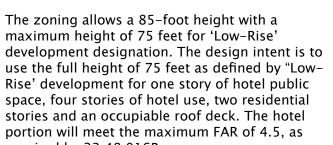
objectives for the site, indicating types of desired



Option 1 Parking Level 2 (Preferred)



Option 2 Parking Level 1

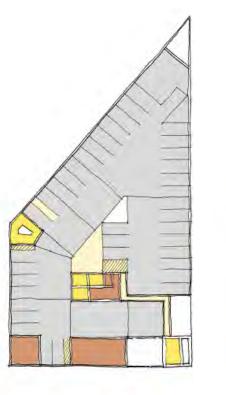


This highly visible site is well suited to hotel use. The design intent is to use the geometry and the slope of the site to best advantage for an active pedestrian environment. Hotel use will wrap the corner along 5th Ave N and Broad St. In the preferred scheme the intent is to activate the corner of the lot with a public dining/bar space (approximately 2,300 sf). Floors two through five maximize the floor plate (119 units proposed). Three alternate options for vehicular and

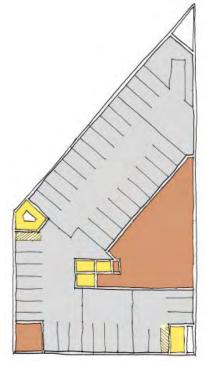
required by 23.48.016B.

#### Hotel:

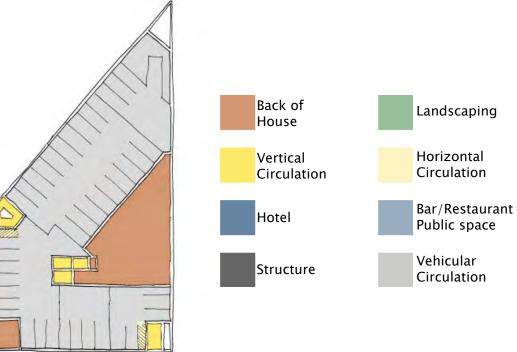
are intended to house approximately 29 units and pedestrian entry are included in this document.



Option 3 Parking Level 1



Option 2 / 3 Parking Level 2



## Residential:

Residential units are proposed for floors six and seven (54 units proposed). The design intent will be to have light-filled urban units with immediate access to the Seattle City Center, and a building massing that defines an edge of the Seattle City Center underlay district. The residential units would also be arranged in such a way that allows both Hotel and Resident use to a proposed roof top deck. Both Hotel and Residential uses will enter through the main lobby with designated key card access per floor for each use.

## Access and Parking:

Our strong preference is to access the parking from 5th Ave N. Given the vehicular speed and traffic pattern of Broad St it is best used for public space or hotel services rather than for garage entry. The preferred parking in the diagram above indicates an entry on the southeast corner of the site, ramping at a 20% maximum slope with double loaded parking. Potential valet parking would be available to all hotel guests with a residential

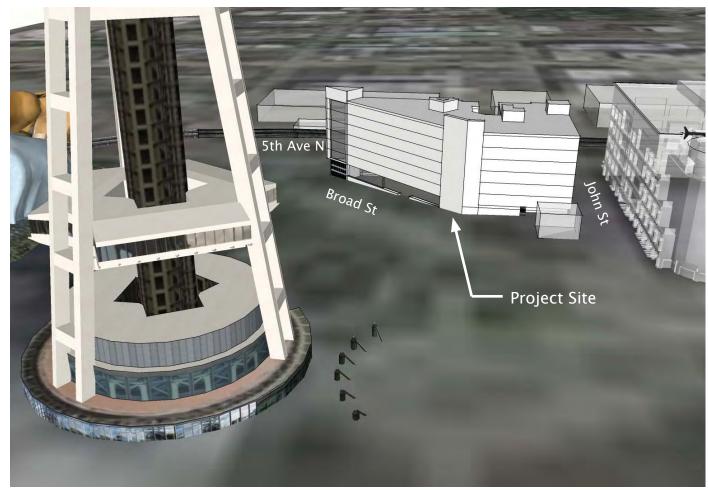
self-park option. One full level and at least an additional half level are needed to meet the current parking requirements (77 proposed, 69 required after transit reduction).

## Potential Design Departures:

We anticipate two design departures for this project. The primary challenge will be in siting both Vehicular and Pedestrian entry. With Broad St being inadequate, and John St acting as the 'back door' of Fischer Plaza 5th Ave N seems to be the most attractive option for entry to the site. This would be a departure from the requirements of SMC 23.48.034.

Additionally we intend to provide a 20% drive aisle slope. This would be a departure from the requirements of SMC 23.54.030.



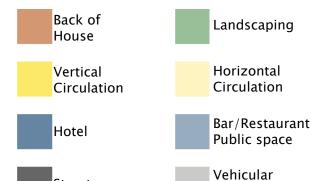


Description: Street Level

Hotel space is located throughout most of the site with the corner of Broad St and 5th Ave N dedicated to a public dining / bar space with the corner occupied by a decorative screen element. Access to the hotel and parking is located at the corner of 5th Ave N and John St with potential valet drop-off / Accessible Van parking entry located adjacent to the structure of the Seattle Monorail. The midblock location of the stair tower allows for views through the building at street level creating a more refined entry procession. Loading and Unloading would be accessed from the alley with the Loading berth located within building footprint.

Description: Building Massing Double-loaded corridors look out at the perimeter of the site for a large portion of the site. The angle of the site and the building mass provides frontage on Broad St, 5th Ave N and John St. Units vary in size and number of rooms from King

Studios, to 1 Bedroom, and 2 Bedroom. In all three options views to the green space adjacent to the Space Needle are available to the units along Broad St. Units located on upper floors have views of the Puget Sound, Olympic Peninsula, and South Lake Union. The unit at the corner of 5th Ave N and Broad St will have light from multiple directions and views down 5th Ave N to the north and Broad St to the east.



Circulation





Option 1 Main Floor Plan



Option 1 Massing (View southwest from corner of 5th Ave N & Broad St)



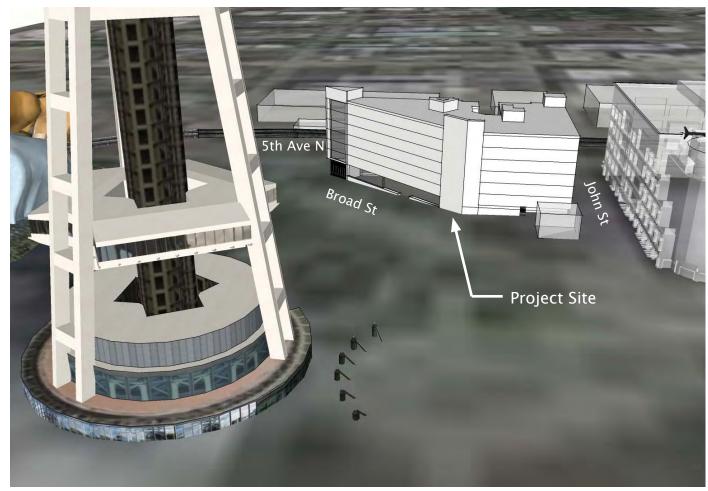
Option 1 Typical Upper Floor Plan



Option 1 Massing (View northwest from corner of 5th Ave N & John St)



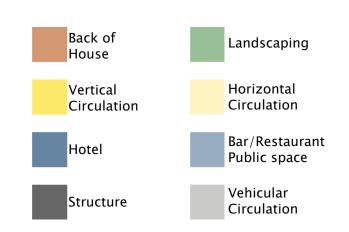
Structure

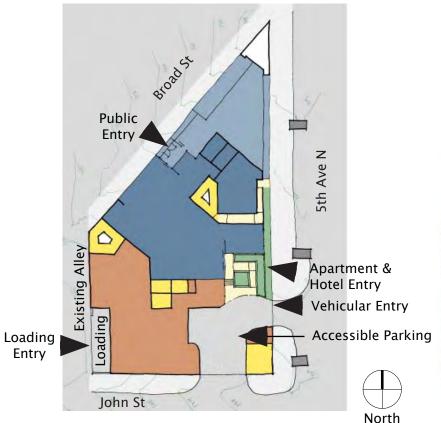


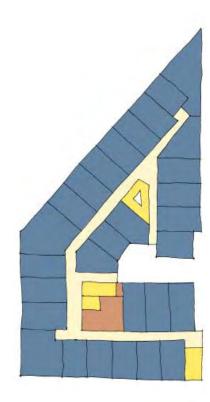
Description: Street Level

The street level for option 2 is similar to option 1 with the hotel 'Back of House' located along John St and the existing alley. This option has similar proposed public space. Pedestrian and vehicular entry would be from 5th Ave N. Potential valet drop-off / Accessible Van parking entry would be accessed from 5th Ave N and located adjacent to the structure of the Seattle Monorail. Loading and Unloading would be accessed from the alley with the Loading berth located within the footprint of the building. In this option the stair tower holds the corner and allows for vehicular flow within the footprint of the building.

Description: Building Massing Double-loaded corridors look out at the perimeter of the site for each unit. The angle of the site and the building mass provides frontage on Broad St, 5th Ave N and John St. Units vary in size and number of rooms from King Studios, to 1 Bedroom, and 2 Bedroom. Views to the green space adjacent to the Space Needle are available to the units along Broad St. Views to the South Lake Union Urban Core are available in units along 5th Ave N.





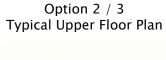


Option 2 Main Floor Plan



Option 2 Massing (View southwest from corner of 5th Ave N & Broad St)

Option 2 / 3 Second Floor Plan





Option 2 Massing (View northwest from corner of 5th Ave N & John St)

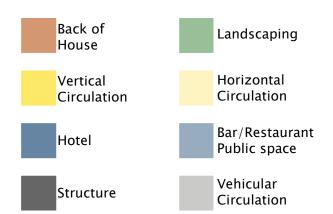


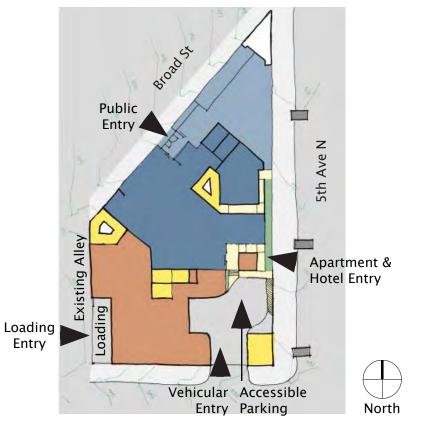


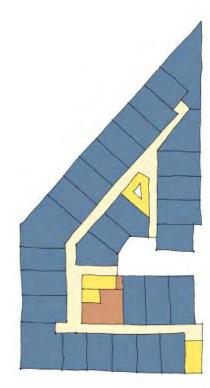
Description: Street Level

The street level for option 3 is similar to options 1 and 2 with the hotel 'Back of House' located along John St and the existing alley. This option also includes proposed public space at the corner of 5th Ave N and Broad St. Loading and Unloading would be accessed from within the confines of the property. Vehicular entry would be from John St with Potential valet drop-off / Accessible Van Parking entry located adjacent to the structure of the Seattle Monorail. Pedestrian Access would be from 5th Ave N.

Description: Building Massing The building massing for Option 3 is identical to Option 2 at floors 2-7. The Main Floor entry sequence differs from Option 2 as shown in the adjacent images.





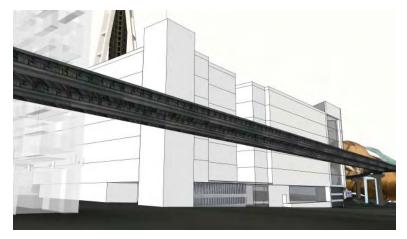


Option 3 Main Floor Plan



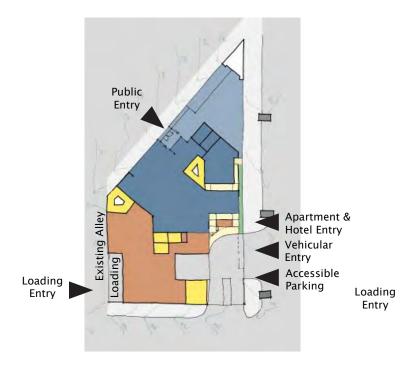
Option 3 Massing (View southwest from corner of 5th Ave N & Broad St)

Option 2 / 3 Option 2 / 3 Second Floor Plan Typical Upper Floor Plan



Option 3 Massing (View northwest from corner of 5th Ave N & John St)





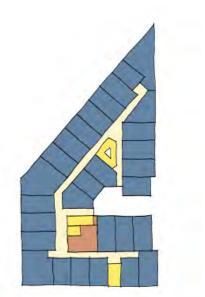
Apartment & Hotel Entry Vehicular Entry Accessible Parking Loading Entry



Option 1 Main Floor Plan (Preferred)

Option 2 Main Floor Plan

Option 3 Main Floor Plan



Option 1 Typical Upper Floor Plan (Preferred)

Option 2 /3 Typical Upper Floor Plan

## Option 1

Hotel space is located throughout most of the site with the corner of Broad St and 5th Ave N dedicated to a public dining space. Access to the hotel and parking is located along 5th Ave N with potential valet drop-off / Accessible Van Parking entry located adjacent to the structure of the Seattle Monorail. Loading and Unloading would be accessed from the alley with the Loading berth located within the building footprint. Both Hotel and Residential uses will enter through the main lobby with designated key card access per floor for each use.

# Advantages

- Public Amenity space at Main Floor
- Rooms have ample natural light
- Entry is protected from high-traffic street
- Creates a strong street edge along both Broad St and 5th Ave N
- Hotel / Apartment Amenity space at roof
- Ample Passenger Load/Unload space
- Accessible parking spot has direct access to street (no back-up or three-point turn required)

## Challenges

- Control of the public entry by the hotel staff
- Reduced floor space allotted to hotel use
- Loss of rentable space on 2nd floor directly above Loading berth

# Option 2

Similar to Option 1 with a stair tower located at the corner of 5th Ave N and John St. Advantages

- Public Amenity space at Main Floor
- Rooms have ample natural light
- Entry is protected from high-traffic street
- Creates a strong street edge along both Broad St and 5th Ave N
- Hotel / Apartment Amenity space at roof
- Ample Passenger Load/Unload space
- Accessible parking spot has direct access to street (no backing up or three-point turn required)

## Challenges

- Loss of rentable space on 2nd floor directly above Loading berth
- Lack of transparency across main floor level due to stair tower mass at corner

#### Option 3

Similar to Option 1 with a stair tower located at the corner of 5th Ave N and John St. Vehicular access is from John St.

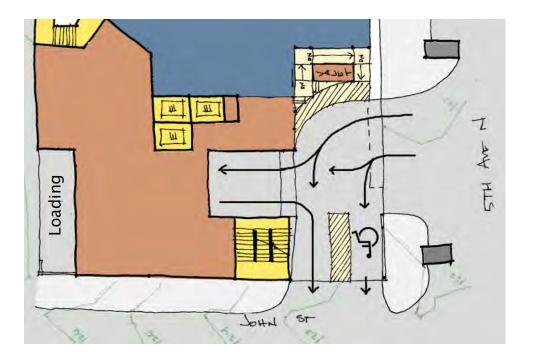
## Advantages

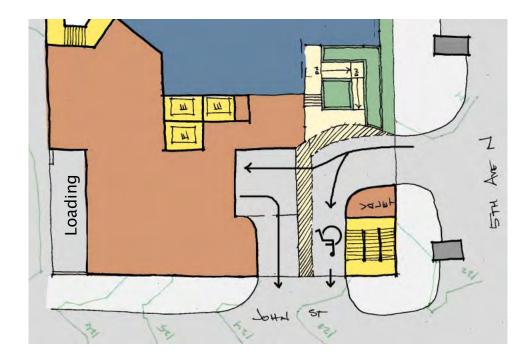
- Public Amenity space at Main Floor
- Rooms along the perimeter have ample natural light
- Entry is protected from high-traffic street
- Creates a strong street edge along both Broad St and 5th Ave N
- Hotel / Apartment Amenity space at roof

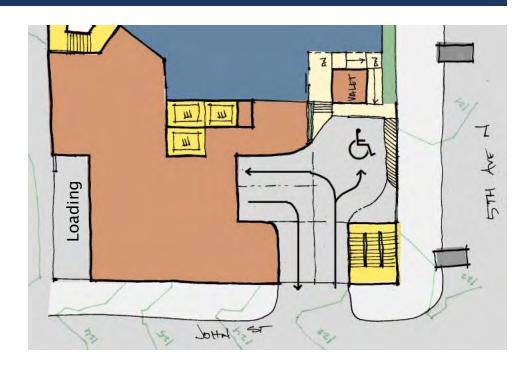
## Challenges

- Accessible stall requires backing up / three point turn to exit site
- Possible guest traffic congestion due to minimized drop-off area
- Loss of rentable space on 2nd floor directly above Loading berth









## Option 1 Entry Sequence (Preferred Option)

One enters the site off of 5th Ave N through one of two lanes. The Northern most lane is used for potential valet drop-off while the Southern lane is used for direct garage access by the Residential occupants or access to the Accessible Van stall. Once a patron exits their vehicle they will access the main Hotel lobby by way of the ramp/stairs adjacent to the Valet stand. Residential occupants will access their floors from the elevator bay in the garage.

Accessible Van Stall users may exit out on to John directly from the Accessible Van stall. Residential occupants may exit directly on to John St from the garage while Hotel guests may exit out on to John St through the western most drive aisle once receiving their vehicle at the Valet stand. If no vehicle is occupying the Accessible Van stall it may be used as an exiting drive aisle.

## Option 2 Entry Sequence

One enters the site off of 5th Ave N through one lane. The entry aisle is used for potential valet drop-off, direct garage access by the Residential occupants, and access to the Accessible Van stall. Once a patron exits their vehicle they will access the main Hotel lobby by way of the ramp/stairs. Residential occupants will access their floors from the elevator bay in the garage.

Accessible Van Stall users may exit out on to John directly from their stall. Residential occupants may exit directly on to John St from the garage while Hotel guests may exit out on to John St once receiving their vehicle at the Valet stand. If no vehicle is occupying the Accessible Van stall it may be used as an exiting drive aisle, if a vehicle is occupying the Accessible Van stall Hotel patrons may exit through the western most exit aisle.

## Option 3 Entry Sequence (Code Compliant Option)

One enters the site off of John St through one lane. The entry aisle is used for potential valet drop-off, direct garage access by the Residential occupants. and access to the Accessible Van stall. Once a patron exits their vehicle they will access the main Hotel lobby by way of the ramp/stairs adjacent to the Valet stand. Residential occupants will access their floors from the elevator bay in the garage.

Accessible Van Stall users may exit out on to John once completing a three-point turn / 'U-turn'. Residential occupants may exit directly on to John St from the garage. Hotel guests may exit out on to John St by completing a three-point turn / 'U-turn' upon receiving their vehicle at the Valet stand. This is the least preferred option as exiting by both the Hotel guests and Accessible Van Stall users will cause traffic congestion and a potential pedestrian hazard.

