

Project: 416 John St. - Hyatt House Seattle/Space Needle

Project Number: 3012431 - Design Review Recommendation Packet - April 10th, 2013

416 John St. & 417 Broad St., Seattle, WA 98109

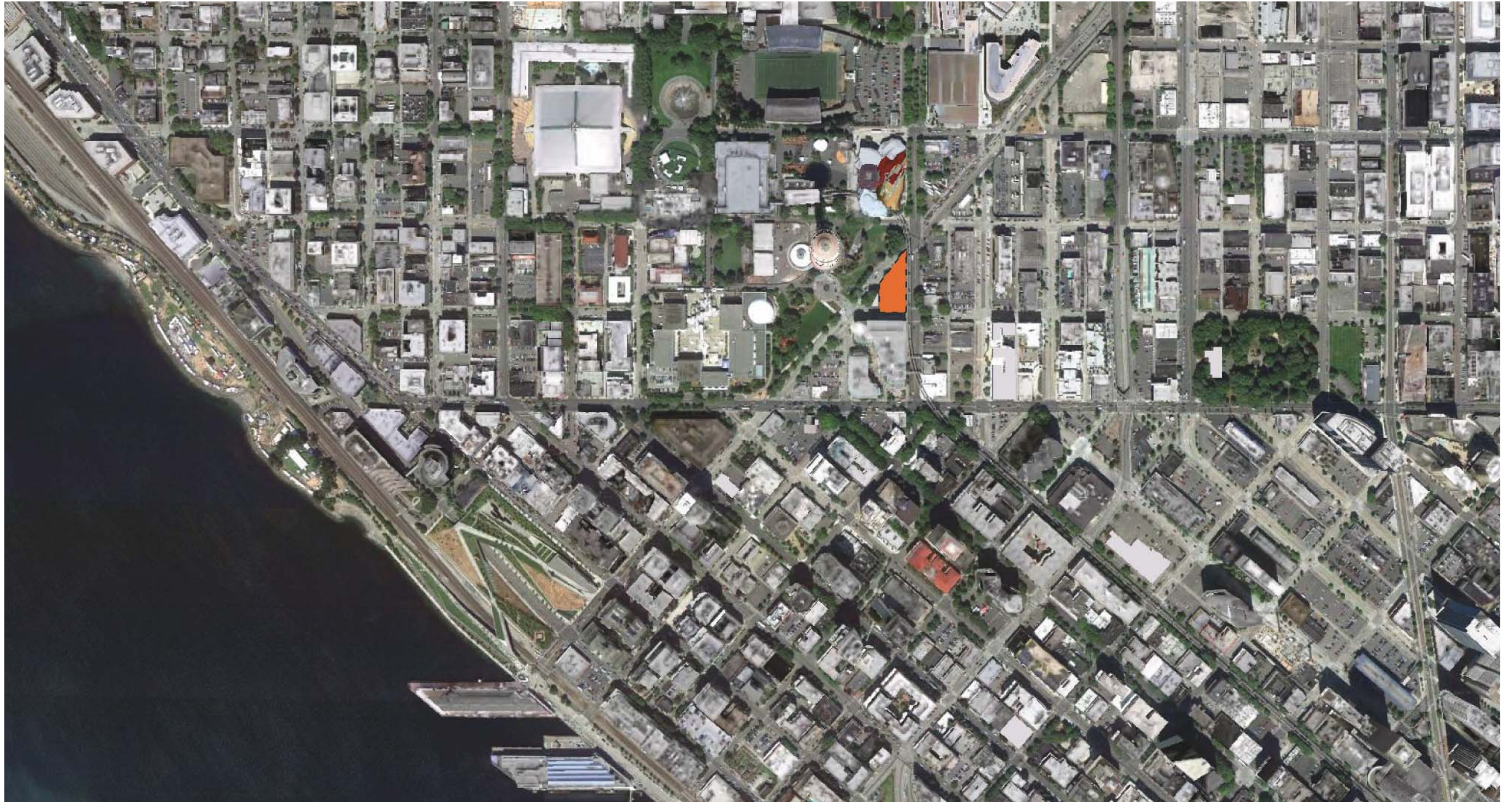


Table of Contents

1 Statement of development objectives.....2

2 Urban design analysis..... 3

3 Design Inspiration 5

4 Previous Design Review Comments 6

5 Design Concept..... 7

6 Departures.....20

Appendix.....23

Statement of Development Objectives

Our objective is to create a high quality, timeless, mixed use hotel/apartment building that blends with the surrounding structures. The project will feature a restaurant bar area that we intend to open to the public in afternoon and evening hours.

Hotel guests will receive valet service with taxi / vehicular drop off on 5th Ave N. Apartment guests will have direct access to the parking garage from the alley.

Both Hotel and Apartment guests will have access to the roof-top terrace, fire pit and covered grill area.

2

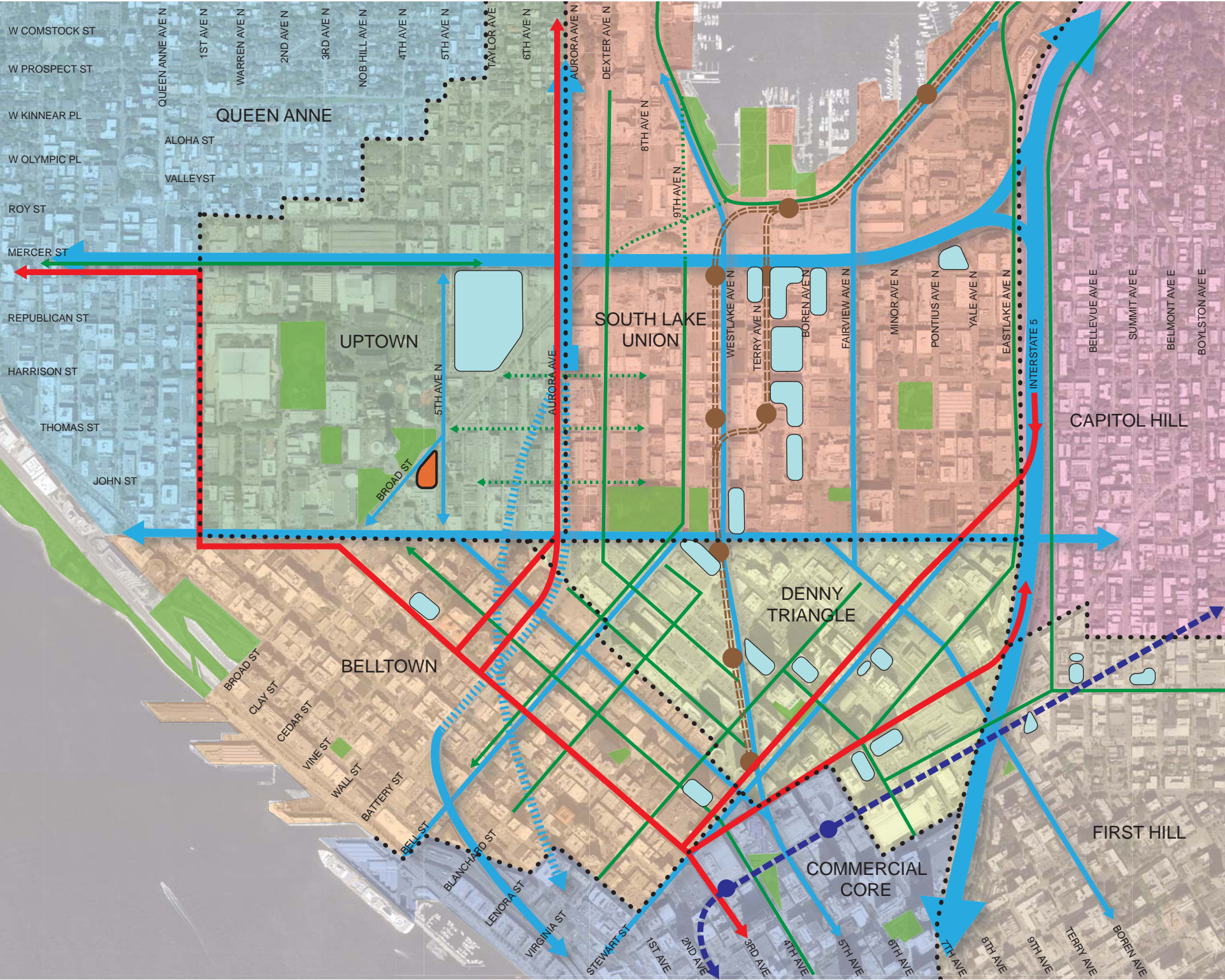
Urban Design Analysis Vicinity Map & Traffic Flows

The site is within the district covered by the Uptown Urban Center. The site is illustrated in the images on pages 11 and 12.

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.

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.

SDOT’s Mercer Corridor and North Portal Plan directs traffic from the waterfront to SR 99 and I-5. This will be accomplished by two eastbound lanes on Broad Street turning north onto 5th Ave to access Mercer Street or Harrison Street.



- MAP LEGEND:
- PROJECT SITE
 - RECENT URBAN DEVELOPMENTS
 - ROAD NETWORK
 - BICYCLE PATHWAYS
 - PROPOSED BICYCLE / PEDESTRIAN PATHWAYS
 - NEIGHBORHOOD BOUNDARY
 - MAJOR BUS TRANSIT
 - SOUND TRANSIT LIGHT RAIL
 - STREET CAR

2

Urban Design Analysis Major Building Types



A: The Grand Hyatt
721 Pine Street
Corner Lot
Downtown / Urban Setting
Shared vehicular and pedestrian entry



B: Sheraton
1400 6th Avenue
Acute corners / Triangular shape
Downtown / Urban Setting



C: Hotel Max
620 Stewart Street
Low-rise Urban Hotel
Heavy Pedestrian traffic
Punched openings



D: Courtyard Marriott South Lake Union
925 Westlake Avenue North
Low-rise Urban Hotel
Car-centric traffic



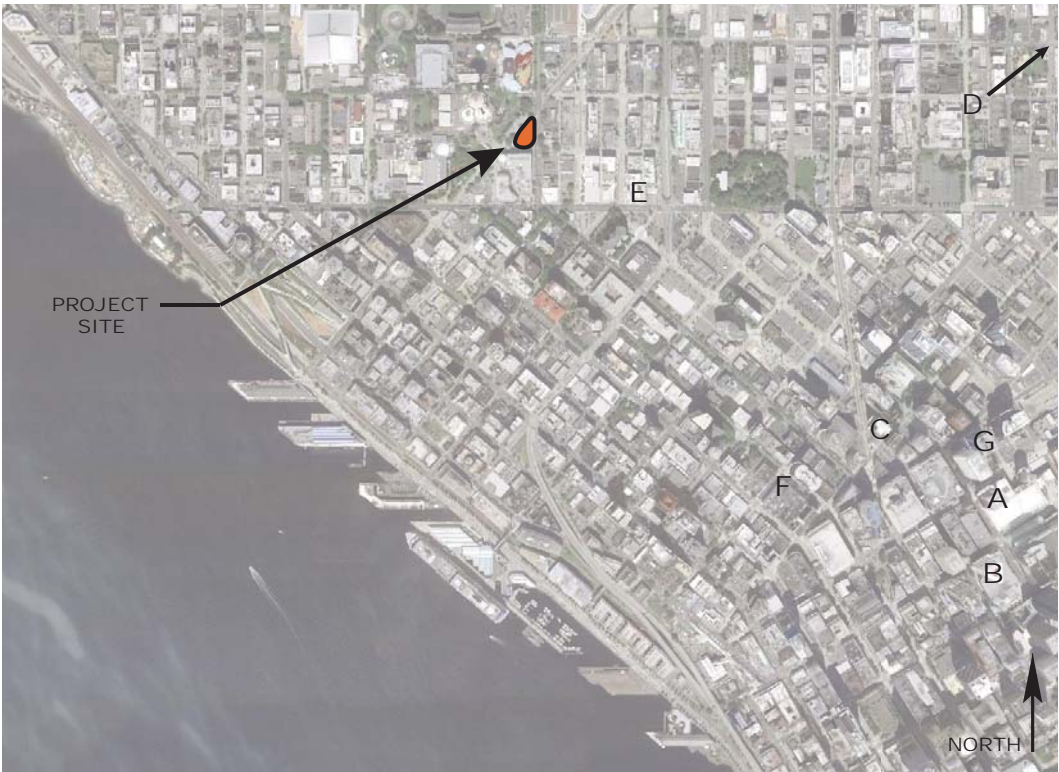
E: Hyatt Place
110 6th Avenue North
Hotel and Apartment Uses
Car-centric traffic
Urban Setting



F: Hotel Andra
2000 4th Avenue
Low-rise Urban Hotel
Heavy Pedestrian traffic
Punched openings



G: Hyatt Olive 8
1635 8th Avenue
Hotel and Apartment Uses
Corner Lot
Downtown / Urban Setting
Shared vehicular and pedestrian entry



3

Design Inspiration Inspiration Images



Previous Design Review Comments
Meeting was December 19th, 2012

PUBLIC COMMENT

The following public comments, issues and concerns were raised during public comment:

- Liked evening lighting scheme as depicted in the oral presentation and recommendation packet.
- In favor of the treatment and arrangement of material reveals on exterior facades.

INITIAL RECOMMENDATION DESIGN GUIDANCE:

1. General Board Comments.

The Board expressed their collective opinion that the design team responded well to their comments from the previous EDG meeting. A vast improvement at the corner of Broad Street and 5th Avenue was noted. One major obstacle preventing a full evaluation of the proposal's addition to the neighborhood was the noticeable lack of improvements occurring in the right-of-way. The applicant could not verify required street improvements including landscaping at the time of the meeting.

The Design Guidance meeting on 1/24/13 provided direction for Broad Street and ROW improvements. See revised site plan on sheet 7.

2. Parking and Access.

The Board supported the direction to provide vehicle access from the alley to open up uninterrupted pedestrian activity along the site's street frontages; John Street, 5th Avenue, and Broad Street (A-8, A-9).

3. Massing

The design featured two building forms with a "gasket" separating the north segment from the south. Additional refinement in materials, colors, etc. is needed to strengthen the building's form and design composition in its relationship to adjacent structures at the southeast corner of the Uptown Urban Center. The Board is in favor of the design direction (A-1, A-2, A-10, C-1 & C-2).

The design is refined with color, scheme, and accents that relate to the neighborhood.

4. Facade

The Board appreciated the design development of the "north" building better than the "south" building. But refinements are still needed:

- Remove reference in this building's façade treatment to the "south" building's Mondrian-esque multicolor panel scheme. It's not necessary as a device to "tie in" the two building masses (other elements do that and the reference should be slight anyway), and it appears messy. This also applies to the base ("jumping kickplates"), at the "faux window" storefront areas and in the eroded corner treatment (A-1, C-2, C-4, & D-11).
- In general, where possible, the entire façade should be simplified (C-1, C-2, & C-4).
- In addition to removing the multicolor panels from the eroded corner element, the introduction of a more playful color or different material might pull off or finesse this element even more was suggested, especially given the applicant's intention of illuminating this feature at night (A-10, C-1, C-2, & C-4).

The facade treatment of the North building at the corner has been revised with a new, simpiler color as well as lessening the jumping kickplates and faux windows. Overall the buildings facade is simplified, with fewer complex patterns.

5. Street Level Façade

The Board indicated the pedestrian realm along John Street needed a stronger "base" element. This can be accomplished by:

- Expressing a stronger "cap" to the ground floor through materials, colors, and use of overhead weather protection/canopies (A-1, A-2, C-1, C-2, C-4, D-1 & D-12).
- The resulting ground-floor base should be "calmer" and simpler in its design. The multicolor metal panel treatment should be left for the body of the building mass, but not reintroduced into the base element. For example, the "jumping kickplates" below the storefront system should be eliminated, in favor of a more standard, even, calmer treatment (C-1, C-2, C-3, D-1 & E-1).
- One suggestion was to set back the ground-floor a foot or two to enhance the sense of base (A-1, A-2, C-1, & D-1).
- Similarly to "c" another recommendation was to extend the entry "wedge" sequence from the corner of 5th and John to the entryway, creating a graduated entry setback along 5th Ave (A-1, A-2, A-4, A-10, C-4, D-1).

- The John Street elevation should reconsider faux windows where no view of internal activity is possible or feasible. Either rediscover opportunities for actual views into the building at those locations or design creative, artistic or otherwise pedestrian-friendly treatments in those locations to provide the façade interest (even if that requires a minor design departure, which the Board would support) (A-1, A-2, C-1, C-2, C-3, C-4, & D-1).

The first floor development was revised to act as a base for the building as discussed. Using dark tile and overhead canopies create the distinction between the levels. The facade is calmer as discussed. The Southeast corner is stepped back as well to add more landscaping and distinction between the two levels. The blank wall condition on John St. provided an opportunity to incorporate an accent design element. With inspiration from Seattle Center artwork, we created a design that can playfully work along 5th Ave. and at the entrances.

6. The entries on both 5th and Broad are good, but could be further enhanced as follows:

- Use of more human-scaled façade materials. There was concern that continued use of the large metal panels at the entry sequence was not appropriate. Metal could still be used, if desired, but perhaps in smaller units. Or other, smaller-unit, human-scaled materials could be employed to enhance the entry experience (A-3, C-1, C-2, C-3, C-4, D-1 & D-12).
- Potentially the light-colored "gasket" tower that joins the two building masses could potentially be continued aesthetically (either via use of the same materials, colors, etc.) into the entry sequence area in both locations (C-2, C-3, C-4, D-1 & D-10).
- Develop and detail streetscape elements experienced by pedestrians demonstrating desirable spatial characteristics in the right-of-way (A-2, D-1, E-1 & E-2).

We discontinued using the metal panels at the entry and introduced a light tile to act as a reverse of the dark field tile of the base. We also carried over the accent design at the entrances to provide smaller scale and visual stimulation. The lighter tile works well with the white metal panel above the entrances.

The Board supported all three Design Review departures requests.

BOARD DIRECTION

At the conclusion of the Recommendation meeting, the Board recommended the project should return to the Board for an additional Recommendation meeting

RECOMMENDATION MEETING REQUIREMENTS

Included in the architect's response to the Board's recommendation are the following:

- Outcomes from SDOT's 30% SIP meeting.
- Fully evolved landscape plan.
- Detailed lighting plan.
- Materials details.
- Enlarged renderings of building's entries and the 5th and Board Street.
- Pedestrian realm street experience, especially at the corner of Broad Street and 5th Avenue.

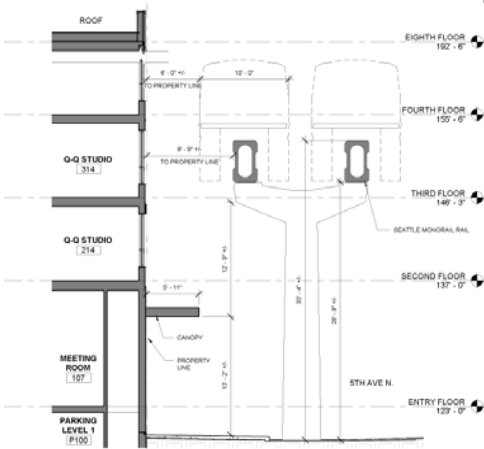
5

Design Concept
Floor Plan Space Allocation



Main Floor Plan

Design Concept Proposed Perspective



Vignette - Corner of John St and
5th Ave N



5

Design Concept
Proposed Perspective

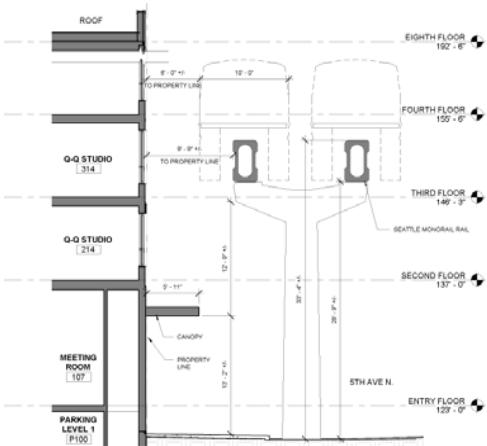


Vignette - Corner of John St and
5th Ave N

NOTE: MONORAIL NOT SHOWN FOR CLARITY

5

Design Concept Proposed Perspective



A-3, D-1, D-12



Vignette - Corner of Broad St and 5th Ave N

5

Design Concept
Proposed Perspective



Vignette - Corner of Broad St and 5th Ave N

NOTE: MONORAIL NOT SHOWN FOR CLARITY

5

Design Concept
Proposed Perspective



Vignette - Corner of Broad St and John St

5

Design Concept
Proposed Perspective



Vignette - Street Level at John St.

5

Design Concept Strategy for Open Space

Sustainable Strategies

Storm Water Management: Drainage swales and rain gardens can demonstrate best practices as well as be an attractive aesthetic feature. The sidewalk improvements for the area adjacent to the Monorail offers great opportunity for vegetation based storm water management.

Native Drought-tolerant Plants: Native, Drought-tolerant plants will be incorporated to minimize water usage as well as promote the growth of our local ecosystem.

Bikeways and Bike Parking

Bike routes are integral to the traffic patterns of Seattle as a city as to Seattle Center as a whole. Although Fifth Avenue is not designated with a bike lane there will be increased bike traffic in to and away from Seattle Center through proposed east-west Pedestrian / Bike pathways crossing at John, Thomas and Harrison. Off-street bike parking areas with security lighting, will be located at the main garage entry as well as on Parking Level 1.

Safety and Walkability

A consistent practice throughout the City is the curbside median strip for most street trees, street lighting poles, functional signage and selected types of flowers, grasses and groundcovers. This acts as a buffer between street traffic and the pedestrians. It is this projects intention to include street level planting strips along Fifth Ave N and Broad St (the two main thoroughfares) to soften the transition between vehicular based traffic and pedestrian traffic.

Intersections - Controlled Safe Crossing, Sense of Place

The overlap of pedestrian and vehicular traffic occurs in its most acute manner at street intersections. By extending the sidewalk out to engage the monorail at these junctions we increase pedestrian visibility and offer them a wider field of vision.



5

Design Concept Strategy for Open Space



Vignette - Broad Street Entrance

5

Design Concept



Vignette - Corner looking West at Street Level



5

Design Concept



Vignette - Corner looking South at Street Level

5

Design Concept Strategy for Open Space

Pedestrian Amenities

Shelter
Overhead protection from wind, sun and rain is an important pedestrian amenity. Each pedestrian entry is noted with a large, well lit, canopy. Additionally significant elements along the building facade (the corner element at 5th Ave N and Broad St as well as the vehicular entry on John St) are marked with light, glazed canopies that draw your focus in to the building.

Sitting

Places to sit or just lean against are a welcoming feature. This project proposes to incorporate benches in with the planters along 5th Ave N and Broad St. These would be used for intermittent, casual, stops while strengthening transition between the sidewalk and building edge. Additionally these stepped benches help the building edge respond to the change in topography as the grade recedes acknowledging the human scale along the buildings two major facades.

Building Setbacks Along Streets

Simple building setbacks along a street can be an effective contrast to the typical sidewalk width when the building might be otherwise located on the property line. Even modest in size, such space can add significant strength to the Green Street idea. This street related open space, treated as lineal plazas and promenades, can give the street, the property line and the neighborhood special identity and distinctiveness.



5

Design Concept



Vignette - Corner of Broad and 5th Street - Dusk Rendering

6

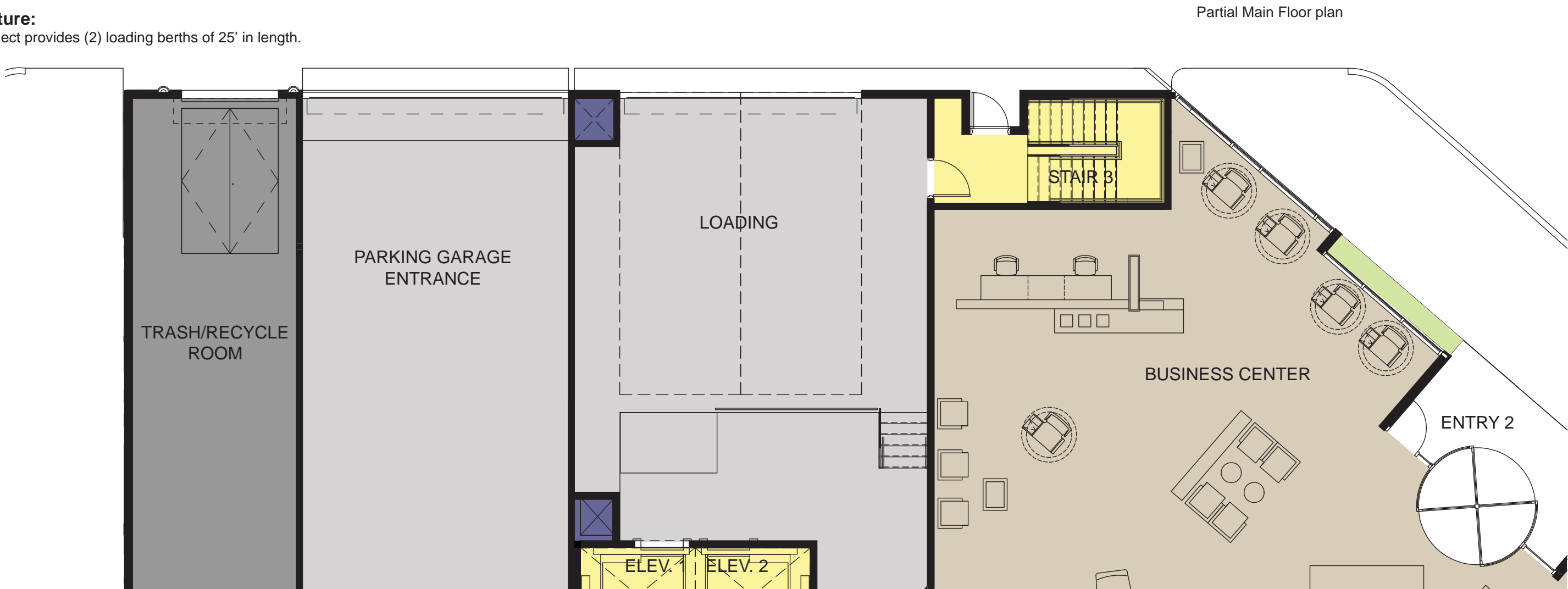
Departure 1 - Loading

SMC 23.54.035 Loading Berth requirements and space standards.

Requirement:
Medium Demand 60,001 SF to 160,000 SF = 2 Loading Berths
Required @ 35'

Justification:
The two 25' bays provided are adequate to meet projected demand.

Departure:
The project provides (2) loading berths of 25' in length.



6

Departure 2 - Parking

SMC 23.54.015 Required Parking & SMC 23.54.030 Parking Space Standards

Requirement:

Per Table A Section II: Nonresidential Use Requirements For Specific Areas, & Table B Section II: Residential Use Requirements for Specific Areas

In the Uptown Urban Center there is No Minimum Requirement for Parking

When providing parking in excess of the required amount and the parking is not seperated by use you must comply to nonresidential use parking space standards.

Nonresidential: min. 35% Small Vehicles / min. 35% Large Vehicles.

Justification:

Current parking layout using Residential and Nonresidential requirements based on recommended parking totals are adequate to meet project demand.

Hotel 1 space for ea. 4 rooms or suites
126 rooms/4 = 31.5 spaces

Apartments 1 space for ea dwelling unit
=46 rooms x 1 = 46 spaces

Transit Reduction: $77.5 \times .20 = 13.5$ spaces
 $77.5 - 13.5 = 62$ spaces

Suggested parking Residential:
 $25.2 \times 60\% = 15$ medium vehicle spaces
 $25.2 \times 40\% = 10$ any size vehicle spaces

Suggested parking Non-residential:
 $36.8 \times 65\% = 24$ small vehicle spaces
 $36.8 \times 35\% = 13$ large vehicle spaces

Total parking space s by size:
24 Small
15 Medium
13 Large
10 Any size
= 62 total parking spaces

Departure:

The project provides 62 parking spaces based on use.



P1 level floor plan



P2 level floor plan

6

Departure 3 - Blank Wall

SMC 23.48.018 Transparency and Blank Facade Requirements

Requirement:

3. Blank Facade Limits for all other streets.
a. Blank facades shall be limited to segments thirty (30) feet wide, except for garage doors which may be wider than thirty (30) feet. Blank facade width may be increased to sixty (60) feet if the Director determines that the facade is enhanced by architectural detailing, artwork, landscaping, or other similar features that have visual interest. The width of garage doors shall be limited to the width of the driveway plus five (5) feet.

Justification:

Due to program requirements on the entry level, transparency is not desirable at the trash/recycling area. We propose detailing the wall in an artful, visually interesting pattern that mimics existing art on the Seattle Center campus. The proposed design is a vibrant porcelain or glass tile accent in the field tile.

Departure:

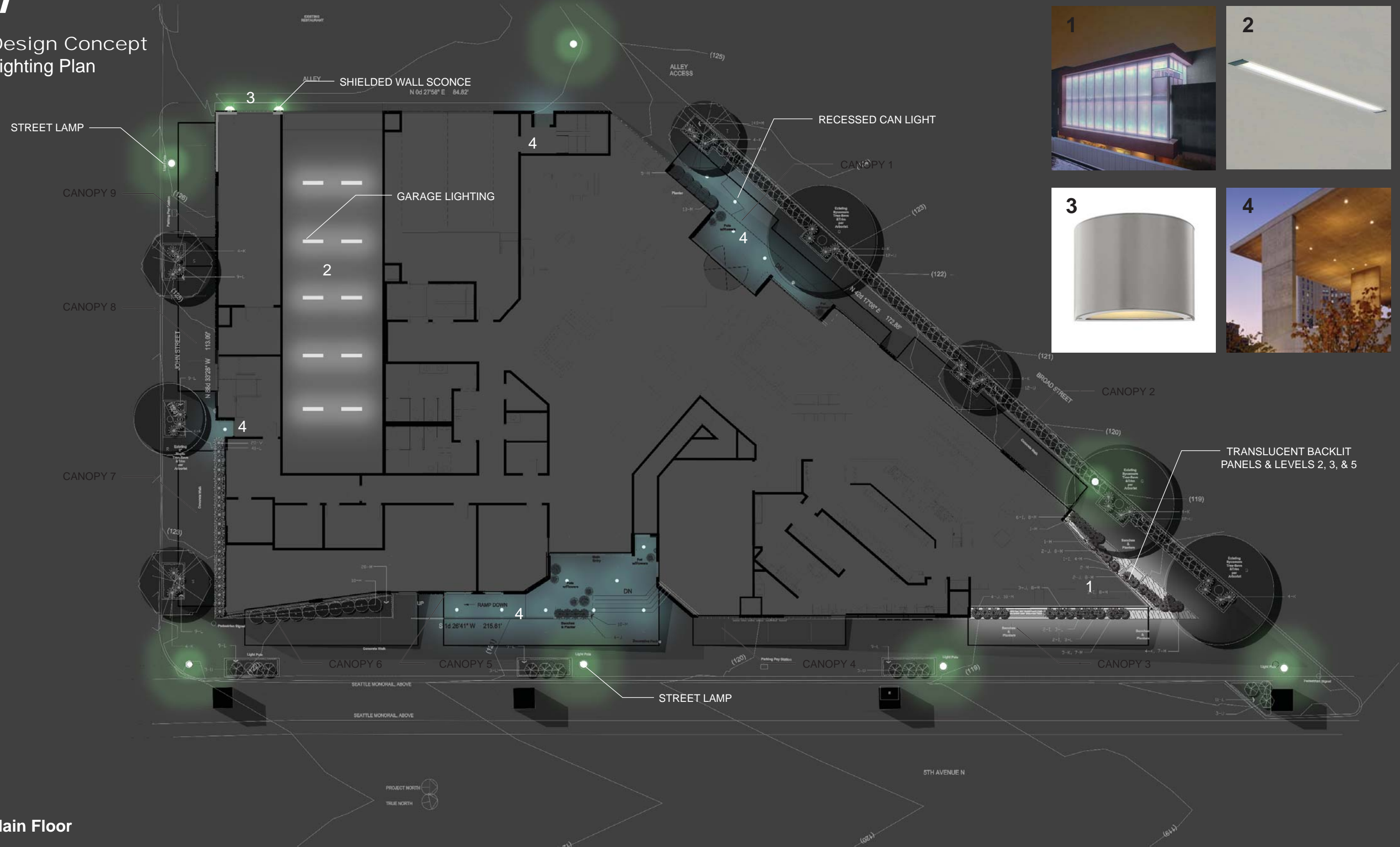
The elevation will have a facade over thirty (30) feet in width, but less than sixty (60) feet.



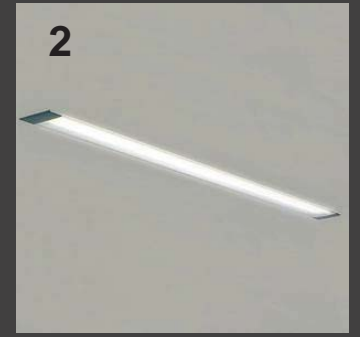
John St. Elevation (South)

7

Design Concept Lighting Plan



Main Floor



7

Strategy for Open Space

Multi-Use Gathering Space

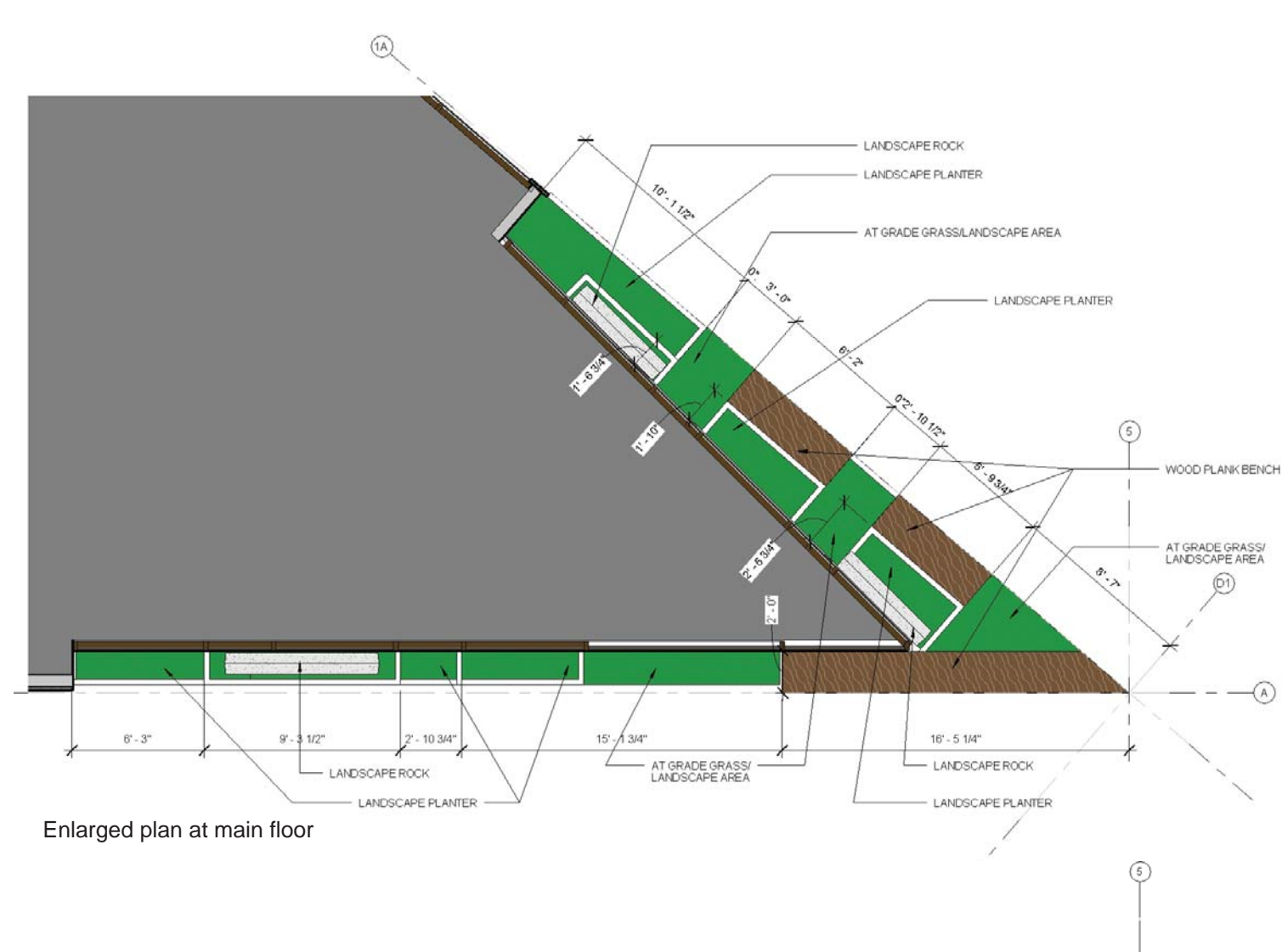
Spontaneous casual gatherings bring an important energy to any building. The proposed roof top amenity space will offer such a place. Amenities will include a covered barbecue / grill space, a trellised seating area and an open are fire pit. These independent, yet linked gathering spaces will be made available to Hotel guest as well as the Apartment tenants.

Visual Connection and Views

Acknowledgement of the local civic and natural surrounds of this project is important to all aspects of the proposed design, but at greatly affects the look and feel of the rooftop amenity space. By locating the rooftop amenity space at the Northeast portion of the building inhabitants are allowed views out to Lake Union, the Northern Cascade Mountain Range, Capital Hill and the Seattle Space Needle. The fully glazed corridor along Broad St allows for a visual connection between the building's inhabitants and Seattle Center.



Vignette - Roof Amenity Space



Enlarged plan at main floor



North elevation at corner

Strategy for Open Space

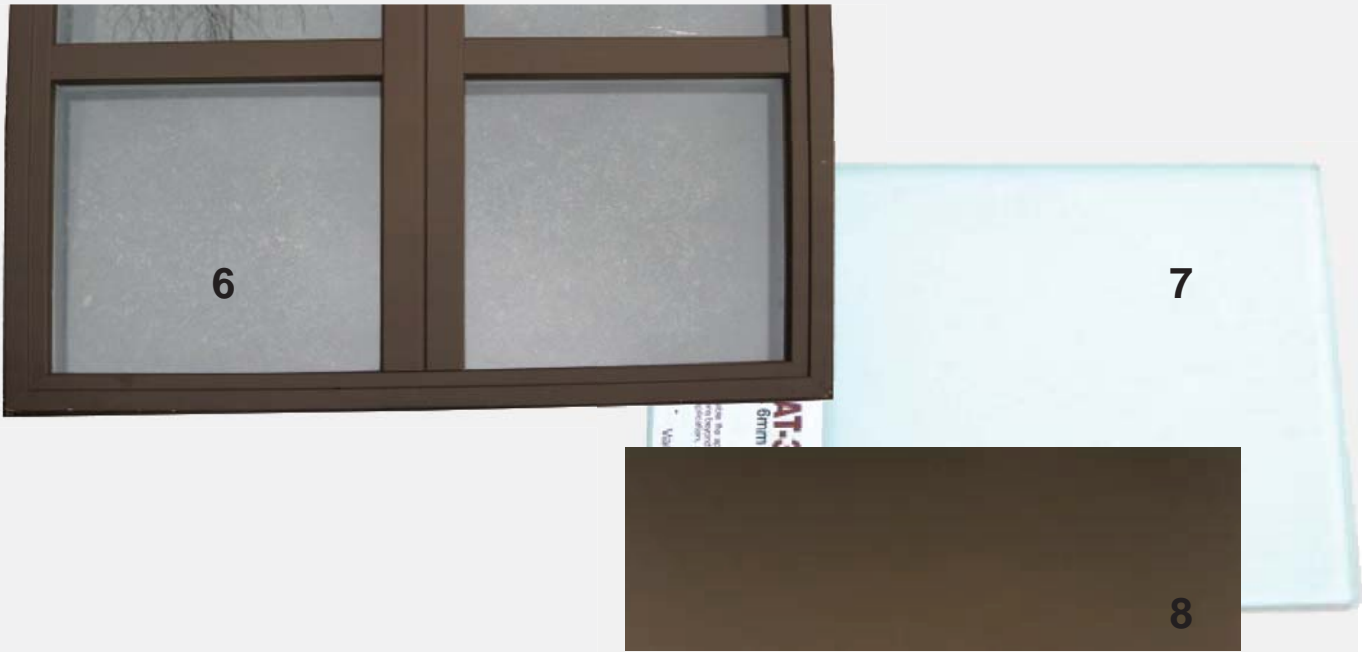
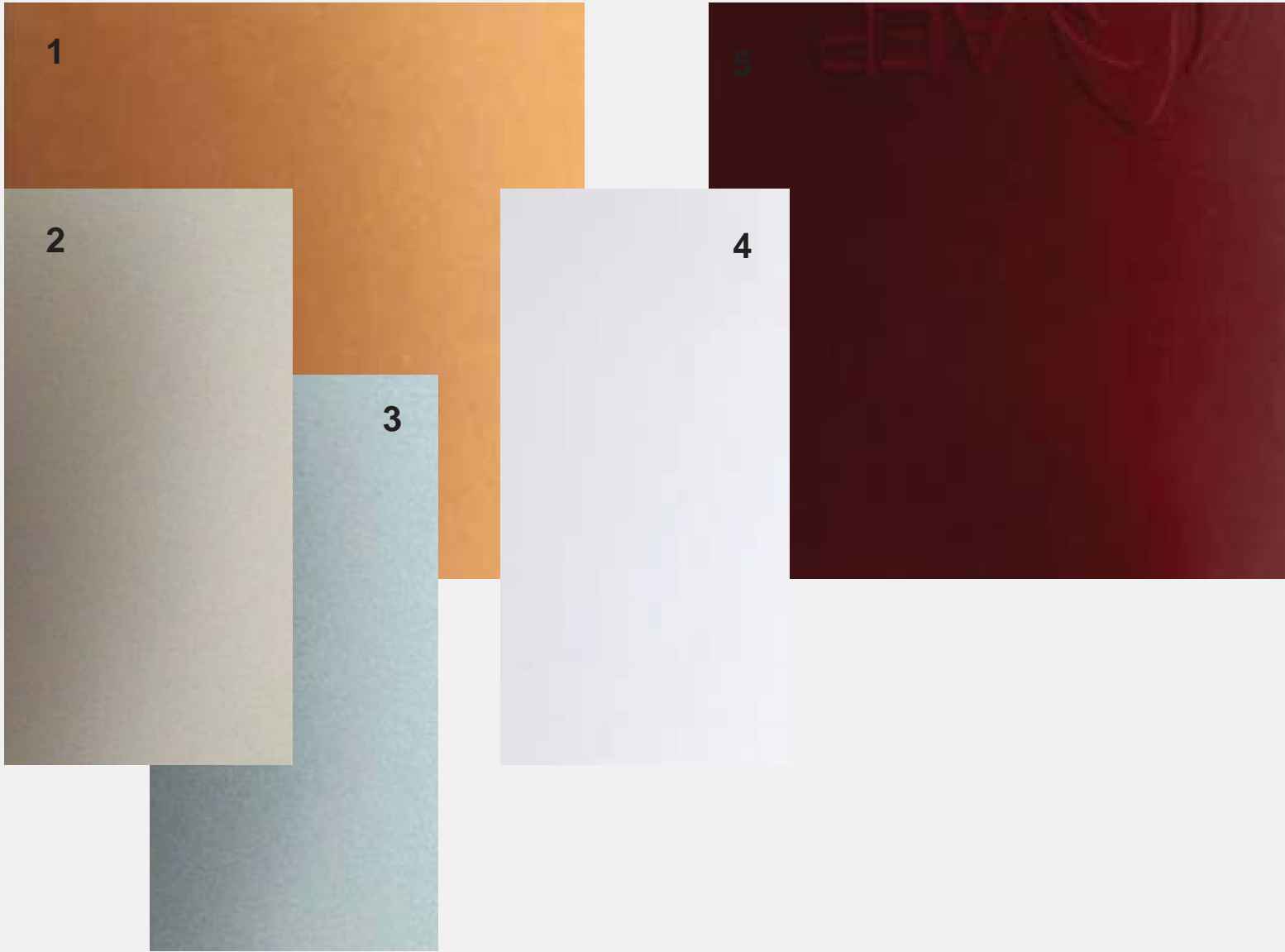
Pedestrian Scale

The corner of 5th and Broad streets provides an opportunity to bring the building down to the pedestrian. That is accomplished with the building stepping back to break up the continuous wall. The first floor line is broken with the lower portion of the storefront glazing stretching down. At grade planting and other low planters provide a comfortable space to experience.



East elevation at corner

Design Concept Exterior Materials & Color Palette



- | | | | | | |
|----|-----------------------------|----|--|-----|----------------------------|
| 1. | Metal Panel - Copper | 5. | Metal Panel - Burgundy | 9. | Field Tile - White |
| 2. | Metal Panel - Champagne | 6. | Fiberglass Window - Dark Bronze w/Tint | 10. | Accent Tile - Rame |
| 3. | Metal Panel - Pre-weathered | 7. | Spandrel Glass - Primary White | 11. | Accent Tile - Oro |
| 4. | Metal Panel - White | 8. | Alum. Window Frame - Med. Bronze | 12. | Accent Tile - Bronzo |
| | | | | 13. | Field Tile - Nero Charcoal |



Broad Street Elevation



John Street Elevation



5th Street N. Elevation



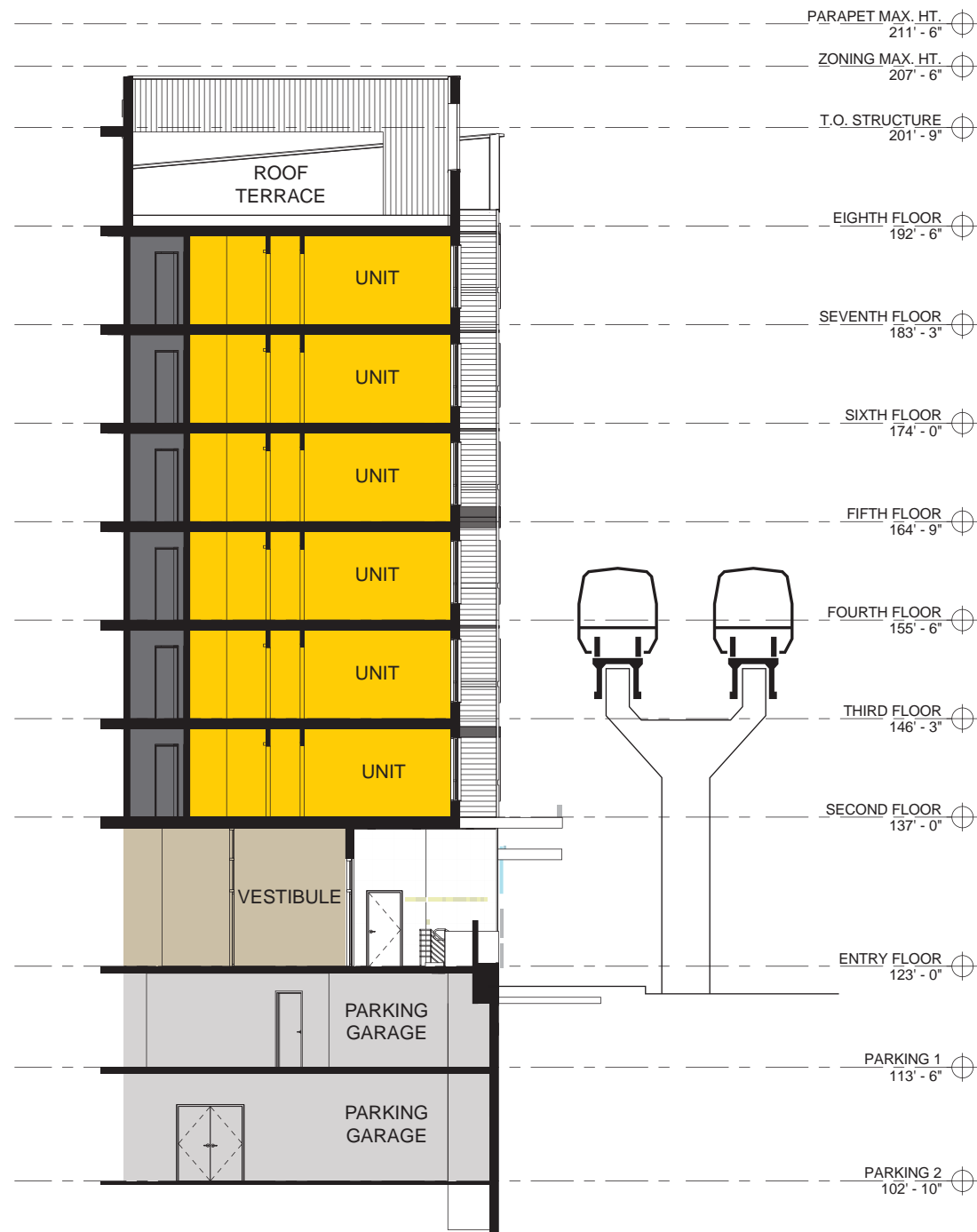
Alley Elevation

Design Concept Proposed Sections



Building Cross Section

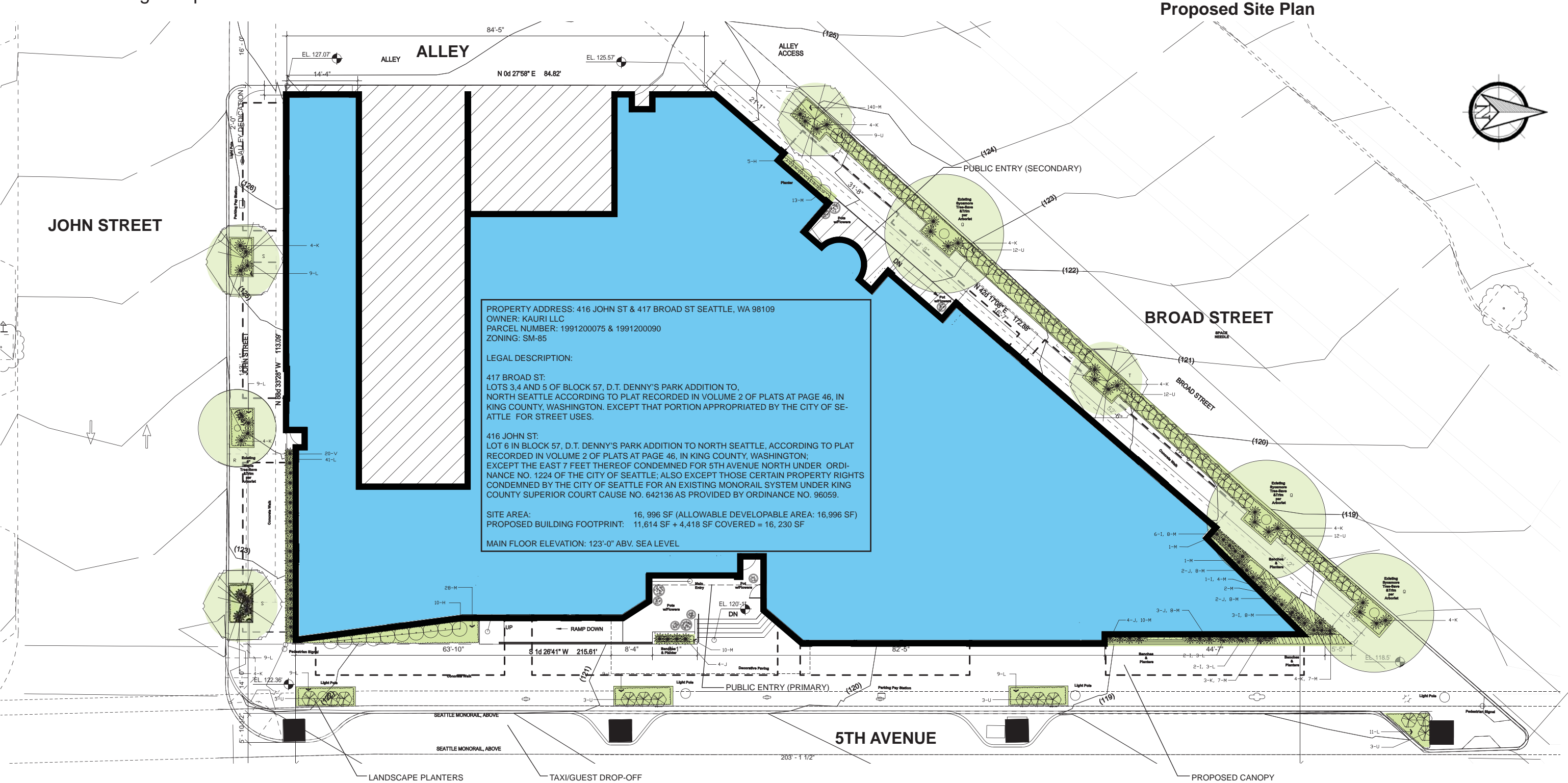
Design Concept Proposed Sections



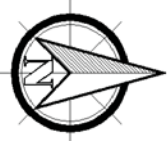
Building Section at Entries



Design Concept Site Plan Building Footprint



Second Floor Plan



Typical Floor Plan



C-2



Parking Level 1 Plan





Urban Design Analysis
Zoning Map and Summary



Site Address:
416 John St
Seattle WA, 98109

Zone: 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
85 feet

Height Rooftop features: 23.48.010
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:
None for Uptown Urban Center
Guidelines Used: 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.

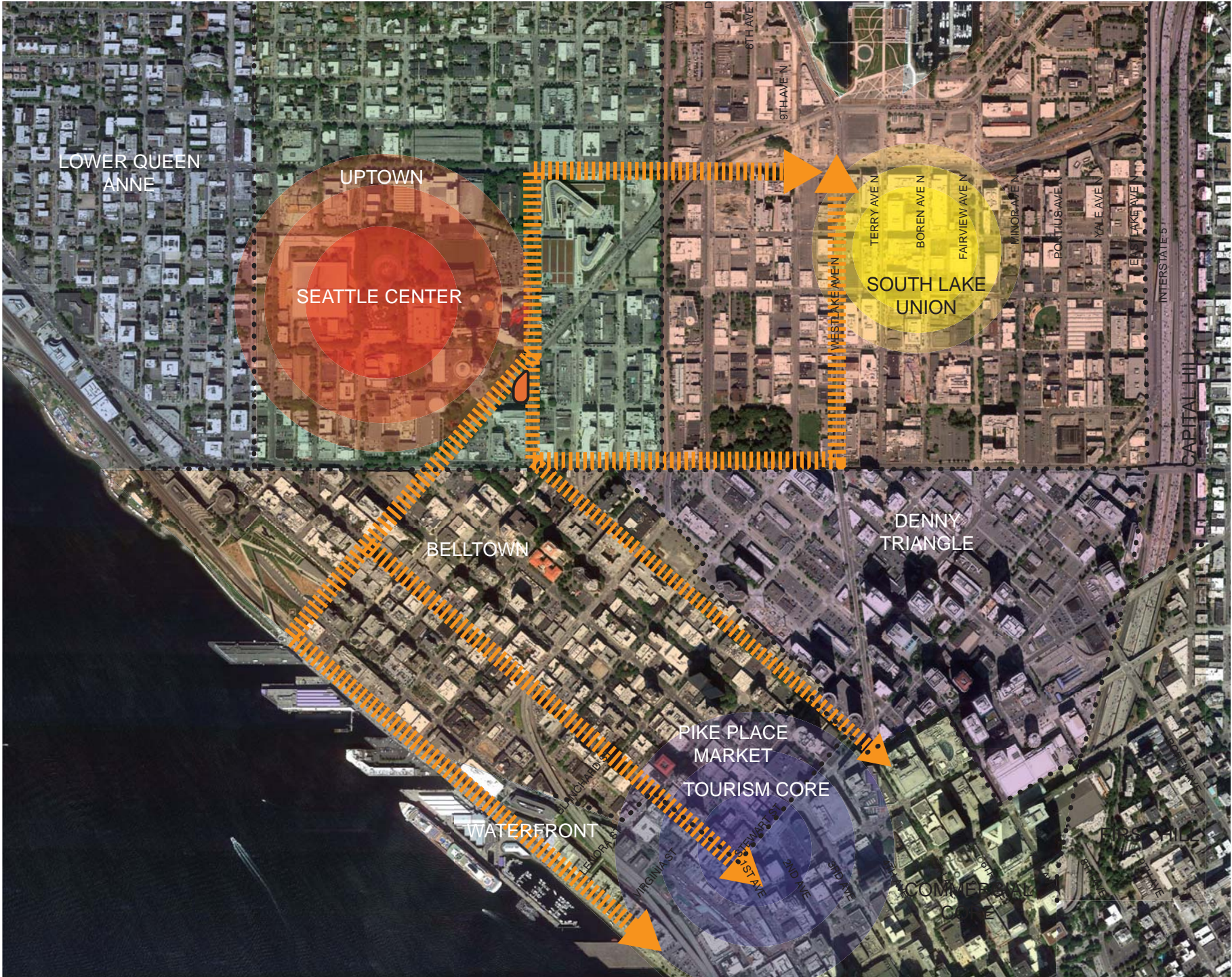
Modulation:
Not required in SM-85 (Seattle Mixed)

MAP LEGEND:

PROJECT SITE

NEIGHBORHOOD CONNECTIONS

NEIGHBORHOOD NODES



Urban Connection

7

Urban Design Analysis Streetscape Photomontage



John Street looking north at the site



Broad Street looking south at the site

7

Urban Design Analysis Streetscape Photomontage



John Street looking north at the site



1. Corner of Broad St and 5th Ave N looking at the site



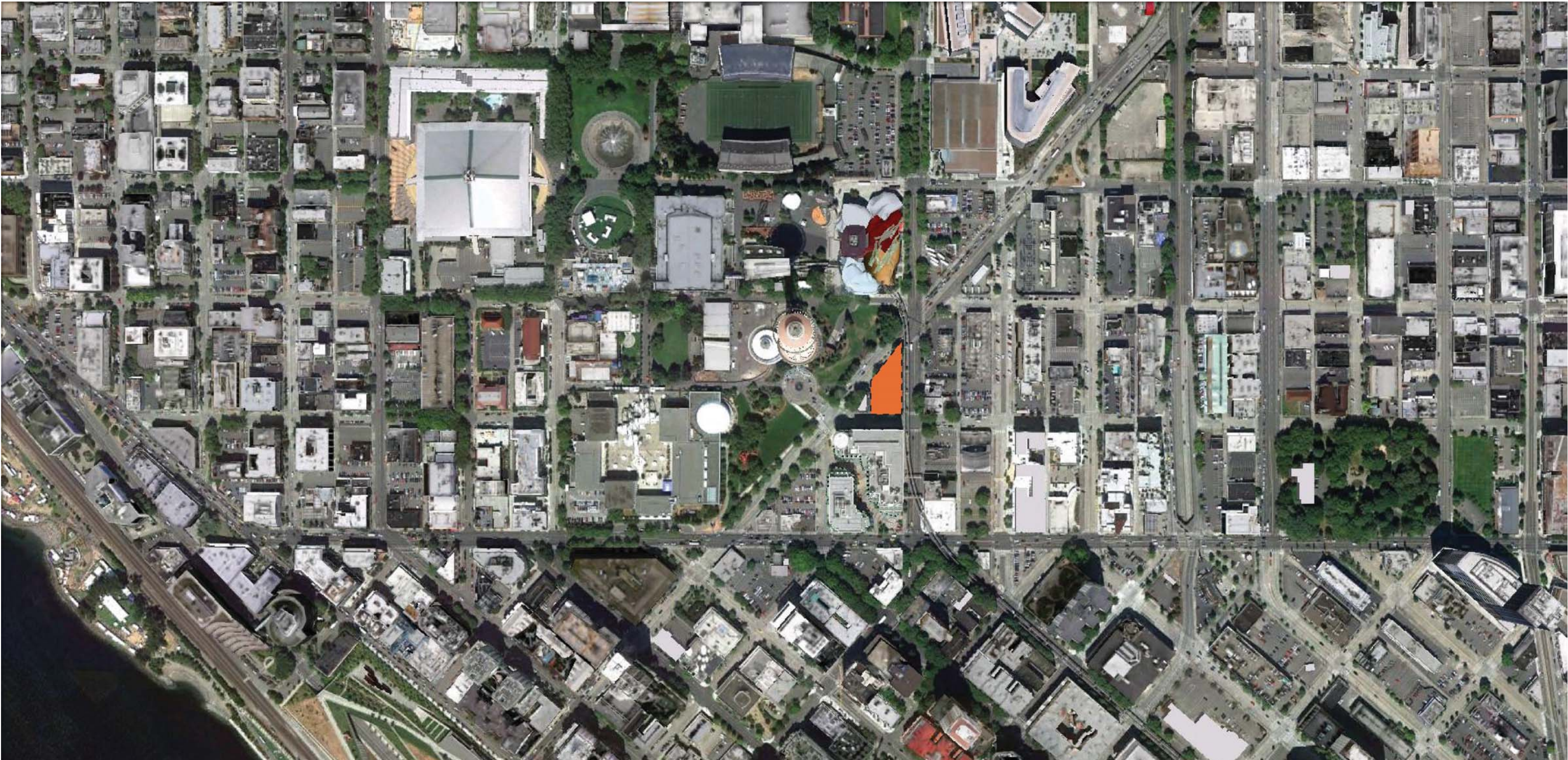
1. Corner of Broad St and John St looking at the site



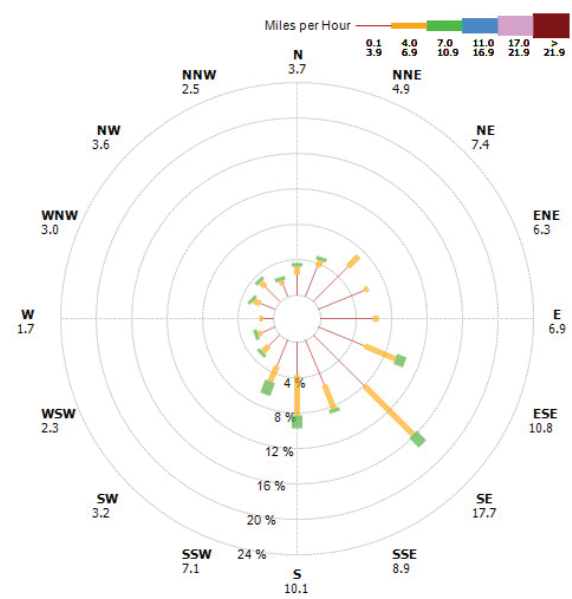
1. Corner of John St and 5th Ave N looking at the site

7

Urban Design Analysis Aerial Photograph

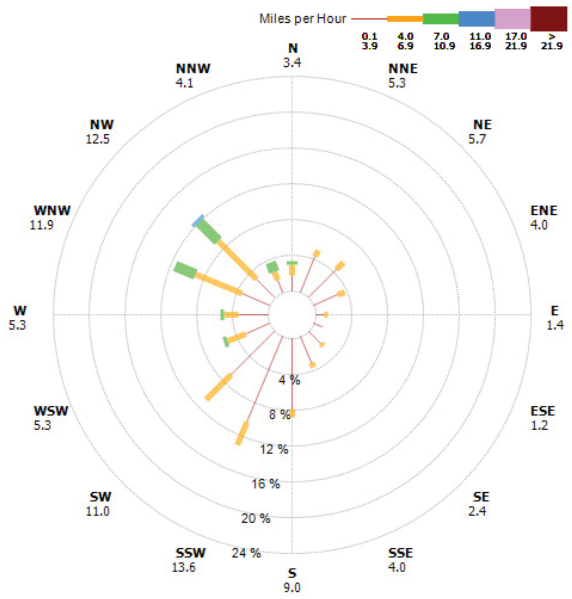


Urban Design Analysis
Sun / Wind diagram



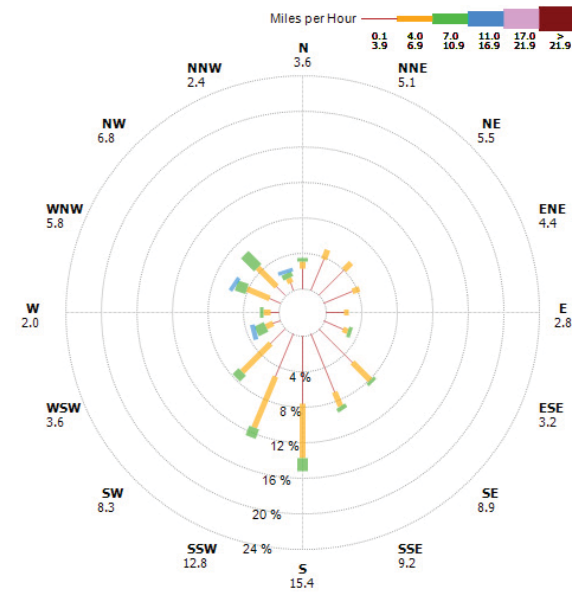
Hour Average Wind Speed Propeller
Seattle Beacon Hill ~ 2,156 Observations
21 Dec 2009 through 20 Mar 2010

Prevailing Winds: Winter



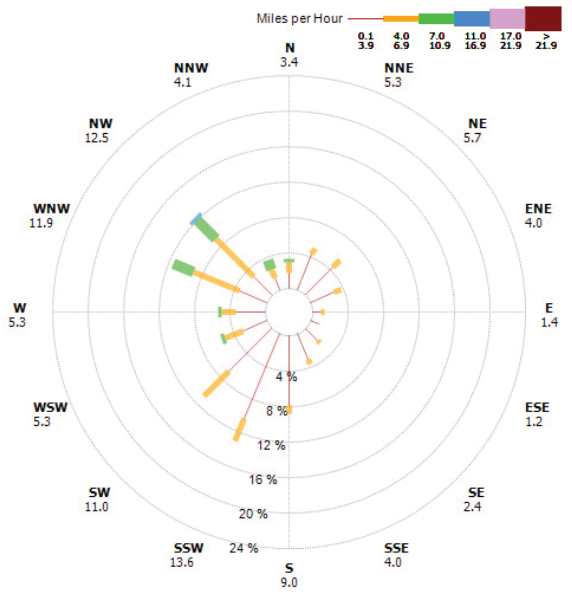
Hour Average Wind Speed Propeller
Seattle Beacon Hill ~ 2,151 Observations
21 Jun 2010 through 20 Sep 2010

Prevailing Winds: Summer



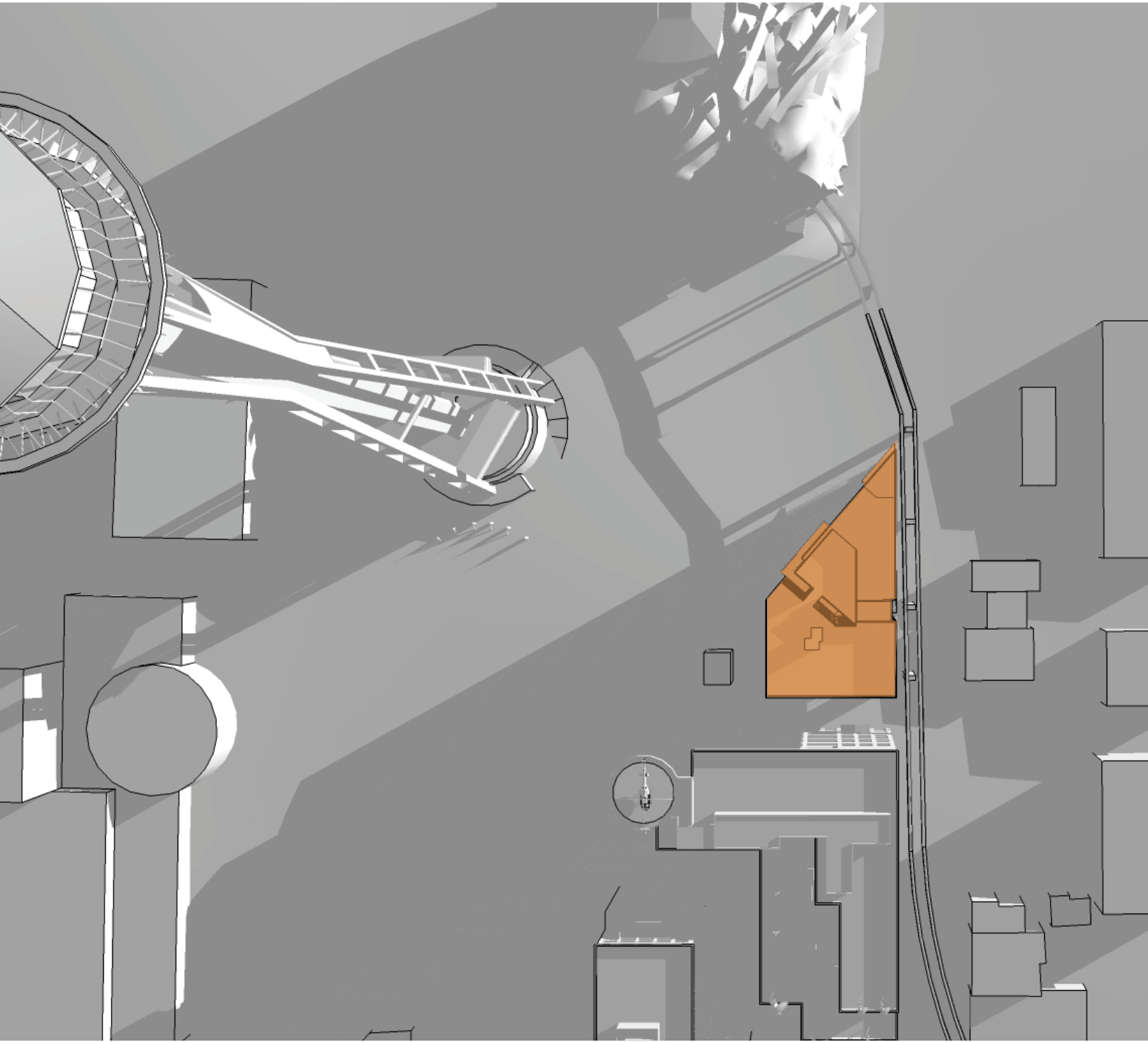
Hour Average Wind Speed Propeller
Seattle Beacon Hill ~ 2,203 Observations
21 Mar 2010 through 20 Jun 2010

Prevailing Winds: Spring



Hour Average Wind Speed Propeller
Seattle Beacon Hill ~ 2,151 Observations
21 Jun 2010 through 20 Sep 2010

Prevailing Winds: Fall



7

Urban Design Analysis Sun diagram



Vernal Equinox: 8am



Vernal Equinox: 12pm



Vernal Equinox: 4pm



Summer Solstice: 8am



Summer Solstice: 12pm



Summer Solstice: 4pm

7

Urban Design Analysis Sun diagram



Autumnal Equinox: 8am



Autumnal Equinox: 12pm



Autumnal Equinox: 4pm



Winter Solstice: 8am



Winter Solstice: 12pm



Winter Solstice: 4pm



Covered Entry



Bench with Planter

Response to relevant sections of the Design Guidelines for Uptown Development Document are contained in this section.

A-1 Respond to the Physical Environment

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.

Queen Anne Supplemental Guidance:

- A. Solar Orientation
- B. Stormwater Management

The project emphasizes the irregular shape of the lot, treating it as an Architectural feature both at the highly glazed main floor bar/restaurant and at the upper levels through material usage.

A-2 Streetscape Compatibility

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

Queen Anne Supplemental Guidance:

- A. Architectural Diversity
- B. Older and Historic Buildings
- C. Wider Sidewalks
- D. Ground Level Residential
- E. Streetscape Improvement

Streetscape improvements include the introduction of sidewalk planters and benches as well as the extension of the sidewalk to incorporate the monorail pylons. These extensions will soften the transition between street level and sidewalk as well as increase pedestrian visibility along 5th Ave N and at the intersection of John St and 5th Ave N.

A-3 Entrances Visible from the Street

Entries should be clearly identifiable and visible from the street.

The incorporation of canopies at both pedestrian entries as well as site lighting and signage acts as visual markers for pedestrians, creating a strengthened sense of entry.

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.

Queen Anne Supplemental Guidance:

- A. Parking on Queen Anne Avenue
- B. Access to Parking
- C. Preserving Existing Sidewalk Areas
- D. Widening Narrow Alleys

Garage entry has been located in response to the various constraints of the site and adjacent properties. By siting the entry at the alley we decrease the interaction between vehicles entering and existing Fischer Plaza across John St.

A-9 Location of Parking on Commercial Street Fronts.

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

Garage entry has been located on the alley, the least trafficked thoroughfare both vehicular and pedestrian. This decreases the interaction between vehicles entering and existing the garage and pedestrians entering and existing the hotel.

A-10 Corner Lots

Building on corner lots should be oriented to the corner and public street fronts. Parking and automobile access should be located away from corners.

Uptown-specific supplemental guidance:

- A. Visual Openness Encouraged at Street Level
- B. Synergetic Connection to Surrounding Iconic Structures

Entries to the building have been located mid-block on both of the heavily trafficked streetfrontages. This allows the building to hold each of the corners

through site specific responses. The portion of the building at the most visible portion of the site is heavily glazed and steps down soften the building edge at the sidewalk. This allows for greater pedestrian interaction through visual connection as well as minor locations of repose along the sidewalk edge. The portion of the main floor that faces the greenspace at the base of the Seattle Space Needle is fully glazed allowing for a visual dialogue between the two spaces.

C-1 Architectural Context

New buildings proposed for existing neighborhoods with a well defined and desirable character should be compatible with or complement the architectural character and siting pattern of neighboring buildings.

Queen Anne Supplemental Guidance:

- C. Features Especially Encouraged
- D. Small Local Businesses

The proposed exterior material of metal cladding responds to the surrounding ‘futuristic’ vernacular of the EMP and Space Needle. The use of varied both neutral and bold color pallets relates to the tonal variations of Fischer Plaza, the EMP, The Gates Foundation and the Seattle Center. Metal cladding also responds to the Seattle monorail both stylistically and pragmatically.

C-2 Architectural Concept and 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 roof line or top of the structure should be clearly distinguished from its facade walls.

Queen Anne Supplemental Guidance:

- A. Individualized Storefronts
- B. Highlighting Distinctive Features
- C. Screening Rooftop Systems
- D. Sustainable Building Features



Transparency at Entry Level



Rooftop Amenity Space

Response to relevant sections of the Design Guidelines for Uptown Development Document are contained in this section.

The building form responds to its surroundings by notching back at both pedestrian entries and anchoring itself to the lot along John St and the alley. The portion of the site along the intersection of Broad St and 5th Ave N acknowledges the importance of the Seattle Center by stepping down its form and creating an occupiable roof deck with views to the Seattle Center as well as South Lake Union. The prow located at the corner not only acts as an Architectural element, but it also serves to mask much of the rooftop systems located on the non-occupiable portion of the roof.

C-3 Human Scale

The design of new buildings should incorporate architectural features, elements, and details to achieve a good human scale.
Queen Anne Supplemental Guidance:
A. Pedestrian Orientation

The building not only steps back at the pedestrian entrances along 5th Ave N and Broad St allowing for covered entries, but it also decreases in scale as the topography drops at the intersection to relate to the pedestrian traffic. Planters and benches, as well as site lighting, have been incorporated to allow for visual and physical interaction along the sidewalk edge.

C-4 Exterior Finish 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.
Queen Anne Supplemental Guidance:
A. Building for the Long Term
B. Cladding Materials
C. Ground-floor Facade Materials
D. Colors
E. Renewable Materials

The use of varied both neutral and bold color palettes relates to the tonal variations of Fischer Plaza, the EMP, The Gates Foundation and the Seattle Center. The main floor incorporates a high amount of glazing to allow for visual connection at the sidewalk level. Metal cladding will maintain its color over time and withstand the demands of Seattle weather as well as dust and debris from the Seattle Monorail.

D-1 Pedestrian Open Spaces and Entrances

Convenient and attractive access to the building's entry should be provided. To ensure comfort and security, paths and entry areas should be sufficiently lighted and entry areas should be protected from the weather. Opportunities for creating lively, pedestrian-oriented open space should be considered.
Queen Anne Supplemental Guidance:
A. Building Setbacks for Wider Sidewalks
B. Creating Pedestrian Openspace
C. Recessed Retail Entry Areas
D. Avoiding Dark, Unusable Spaces.
E. Pedestrian Weather Protection
F. Operable Storefront Windows
G. Retail Use and Open Space at Sidewalk Level
H. Pedestrian Amenities and Street Furniture
I. Bus Waiting Facilities in Buildings
J. Residential Entries

The building not only steps back at the pedestrian entrances along 5th Ave N and Broad St allowing for well lit covered entries, but it also decreases in scale as the topography drops at the intersection to relate to the pedestrian traffic. Planters and benches have been incorporated at the sidewalk level to act as pedestrian amenities.

D-11 Commercial Transparency

Commercial storefronts should be transparent, allowing for a direct visual connection between pedestrians on the sidewalk and the activities occurring on the interior of a building. Blank walls should be avoided.

Transparent storefronts have been incorporated along the two main facades (5th Ave N and Broad St). Blank facades have been minimized on all facades per the requirements of the Seattle Land Use Code.

D-12 Residential Entries and Transitions

For residential projects in commercial zones, the space between the residential entry and the sidewalk should provide security and privacy for residents and a visually interesting street front for pedestrians. Residential buildings should enhance the character of the streetscape with small gardens, stoops and other elements that work to create a transition between the public sidewalk and private entry.

Please see the response to D-1 Pedestrian Open Spaces and Entrances

E-2 Landscaping to Enhance the Building and/or Site.

Landscaping, including Living plant material, special pavements, trellises, screen walls, planters, site furniture, and similar features should be appropriately incorporated into the design to enhance the project.
Queen Anne Supplemental Guidance:
A. Green Factor Focus on Ground Level Plantings
B. Recommended Landscape Enhancements
C. Evergreen Plantings
D. Quality Landscaping Materials
E. Recommended Plants
F. Planted Containers

Streetscape improvements include the introduction of sidewalk planters and benches as well as the extension of the sidewalk to incorporate the monorail pylons. These extensions will soften the transition between street level and sidewalk as well as increase pedestrian visibility along 5th Ave N and at the intersection of John St and 5th Ave N.