

FREEWAY MOTORS

PROPOSED AUTOMOBILE STORAGE, SERVICE AND DISPLAY BUILDING

DPD Project number 3012712

December 28, 2011

DESIGN OBJECTIVES

The owner proposes to demolish all existing structures except the Audi showroom and service building. The proposed new building, expanded to meet current and future needs, will accommodate all the existing uses currently on site. The new structure will be sited within approximately 470 linear feet of the north end of the site.

The primary use will be automobile sales and storage. A multilevel structure, either three or four stories, will provide for sales and storage of approximately 300 to 450 cars on floors two through four. Depending on the number of levels, this will require approximately 86,000 to 128,000 square feet and a ramp of approximately 6,300 square feet. In addition, a car display area is proposed at ground level for approximately 60 cars, requiring about 18,000 square feet. Also at ground level, a service area is proposed for 30 car hoists, tool storage, a locker room, etc. and associated parking for cars before and after servicing. This will require approximately 21,000 square feet. Accessory spaces will be provided for a car washing machine, facilities for recycling, trash compaction and trash pick-up.

The entire facility will be approximately 130,000 to 173,000 square feet. The proposed height will depend on the number of car sales and storage levels built above the on-grade service level. That is, if two levels of car sales and storage are built, the height will be about 50 feet. If three levels of car sales and storage are built, the building will be about 60 feet high.

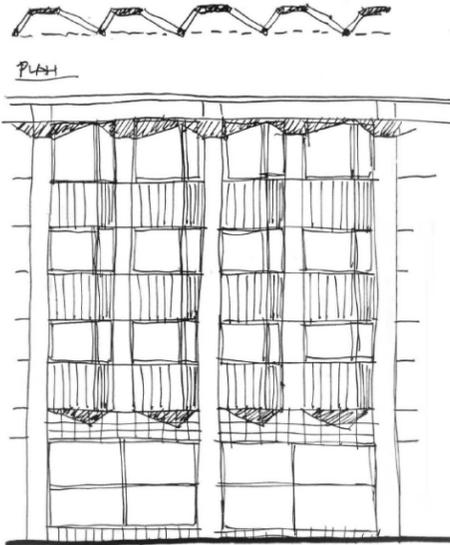
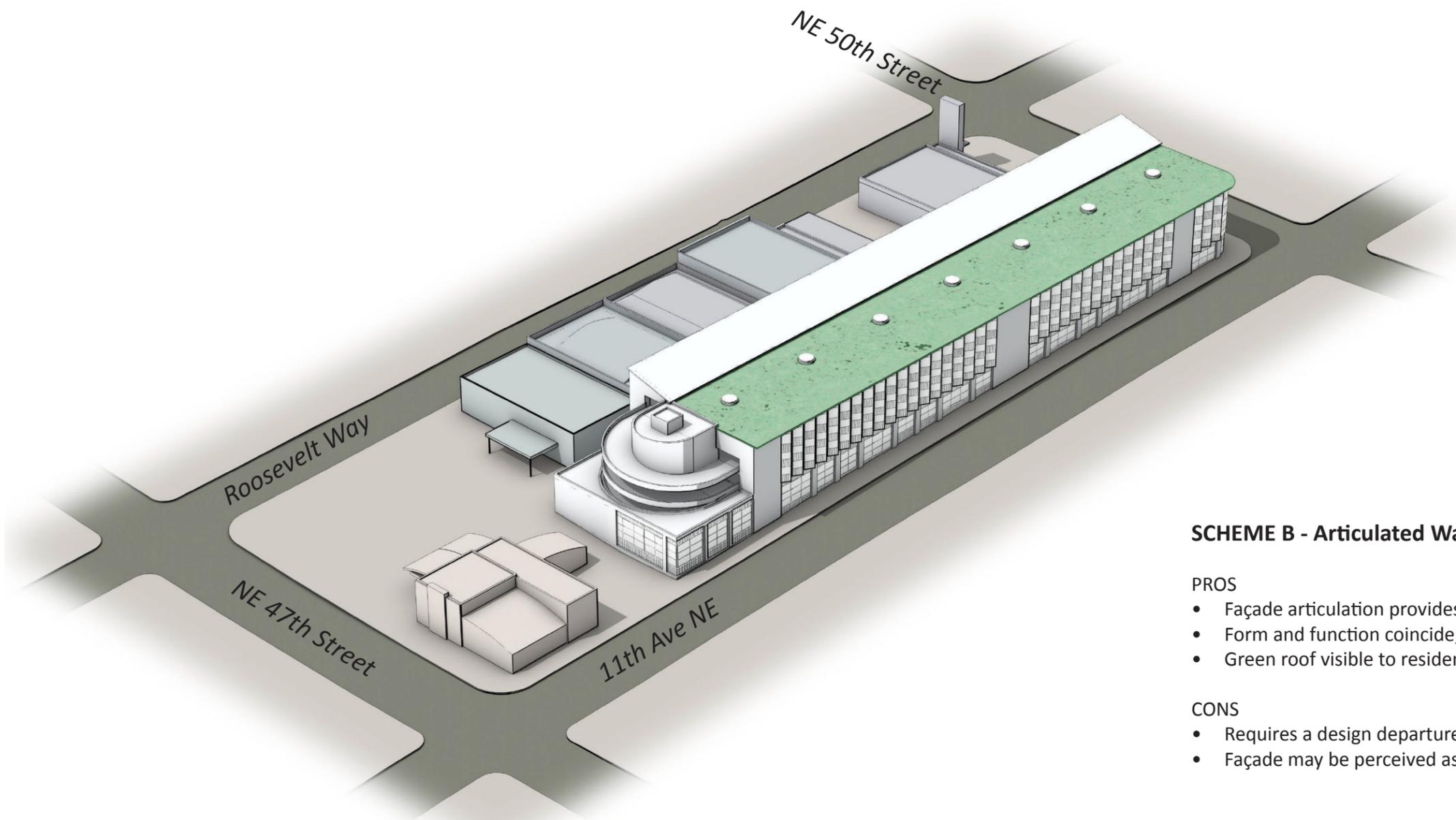
DESIGN GUIDELINES

1. A new development should fit in with its surroundings.
2. The streetscape should be pedestrian oriented.
3. The proposed development should try to enhance solar exposure to public areas especially along 50th.
4. Access for vehicles to the site should be from the alley whenever possible.
5. The design of the corner of 50th and 11th should be carefully considered.
6. The proposed design should incorporate elements of local design character with a combination of traditional and contemporary materials.
7. The proposed design should consider breaking the façade of the building into modules of not more than 100 feet.
8. The proposed design should consider putting commercial uses at the ground level to screen parking areas from the public. Below grade parking is the next best solution.

DESIGN DEPARTURES

A design departure may be requested for structural building overhangs (Section 23.53.035) to help articulate the facades and accommodate car storage.





Sketch Elevation

SCHEME B - Articulated Wall

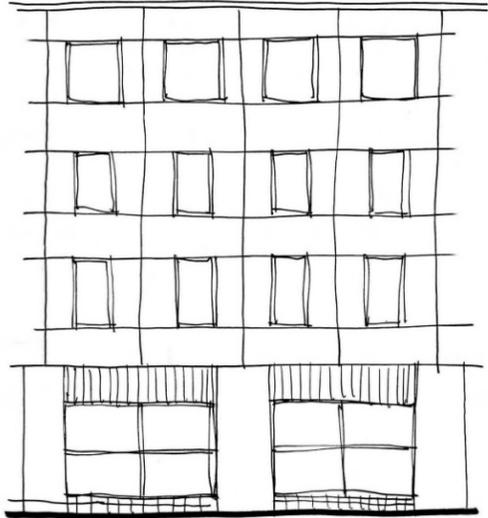
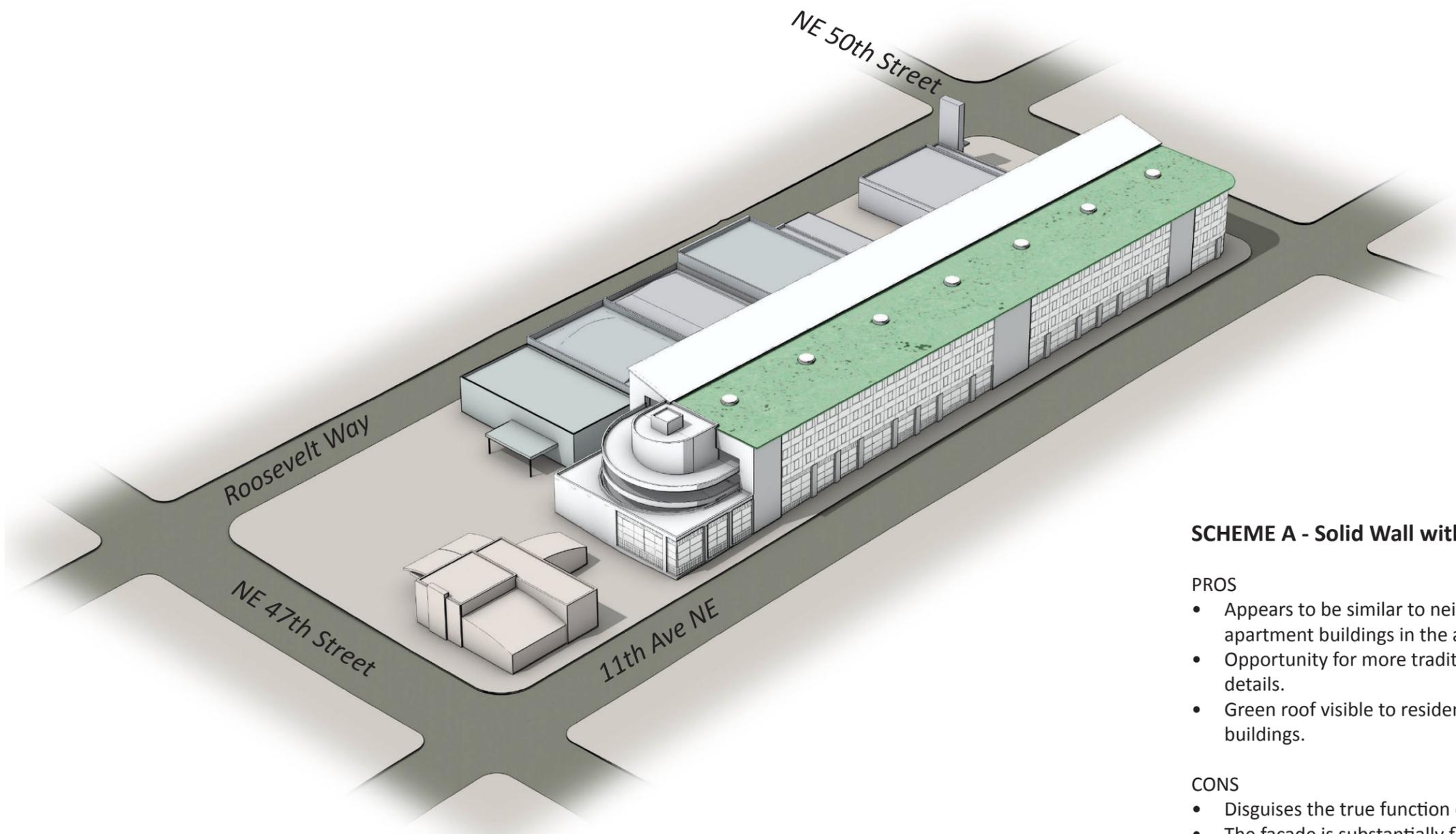
PROS

- Façade articulation provides greater visual interest.
- Form and function coincide, that is, cars fit into bays.
- Green roof visible to residents of adjacent tall buildings.

CONS

- Requires a design departure for the shape of the bay windows.
- Façade may be perceived as “busy”.





Sketch Elevation

SCHEME A - Solid Wall with Windows

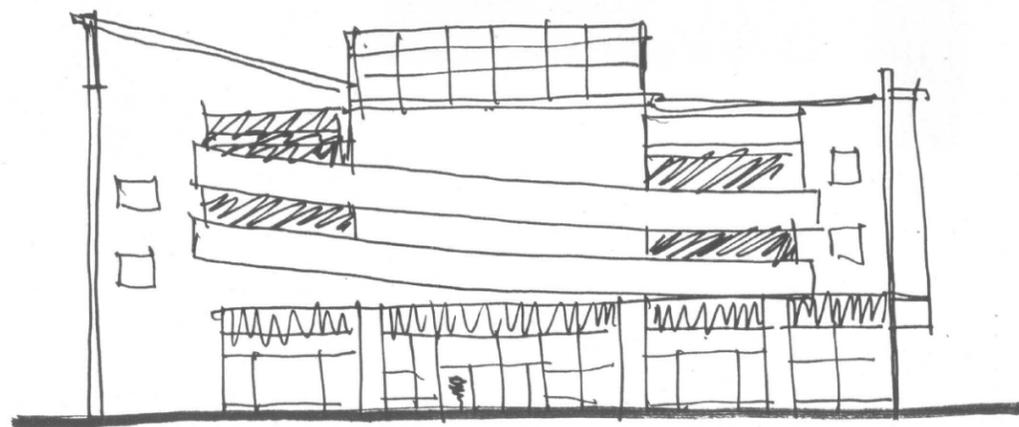
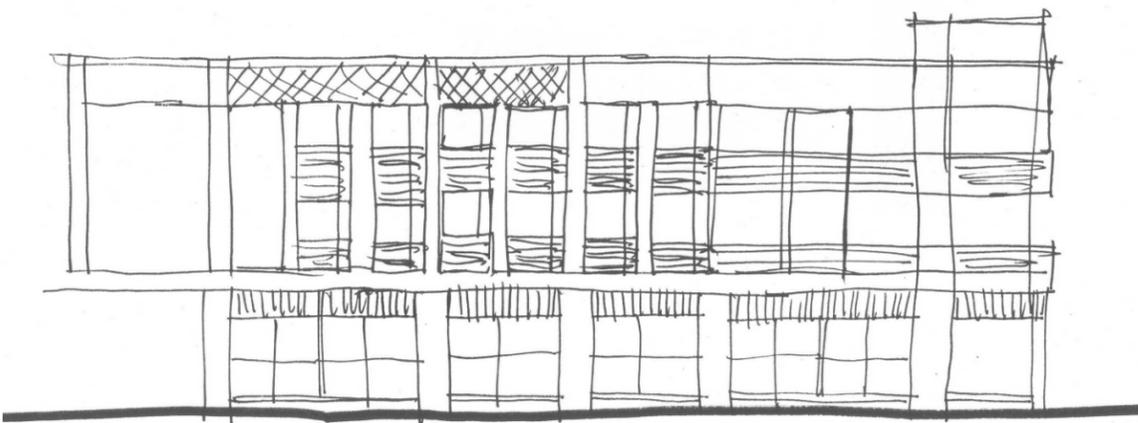
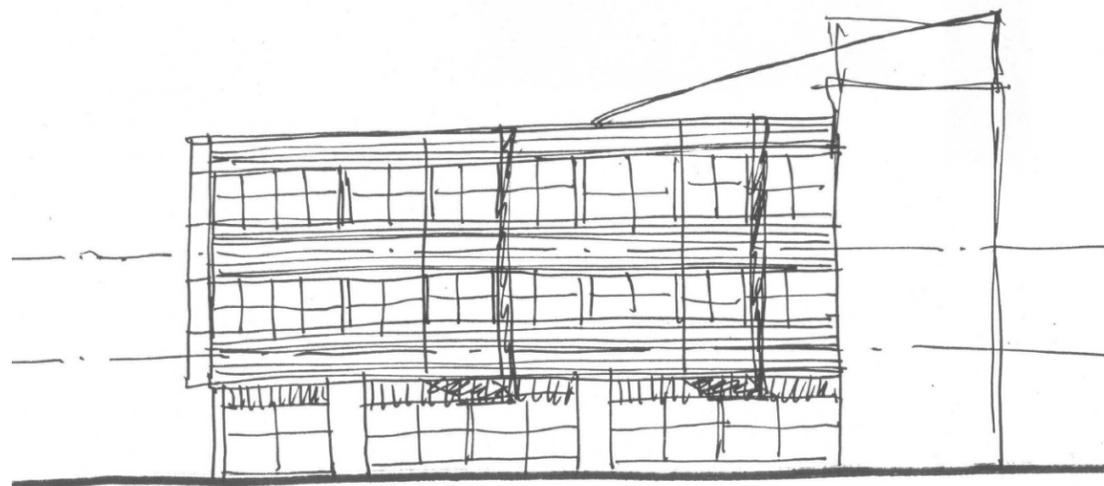
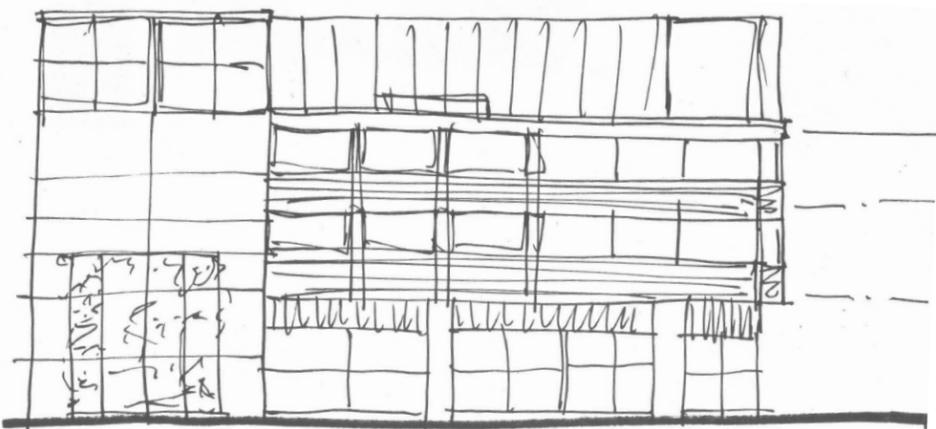
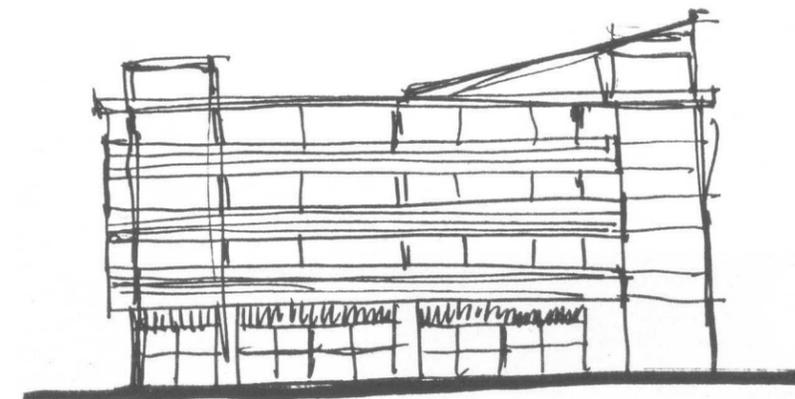
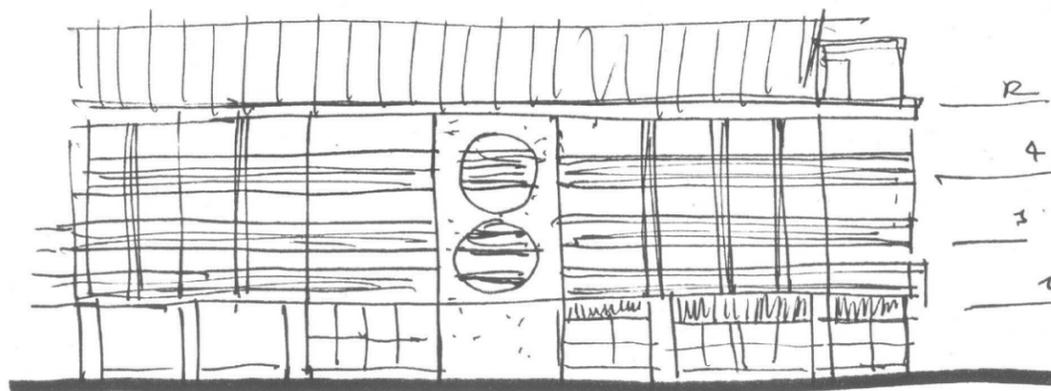
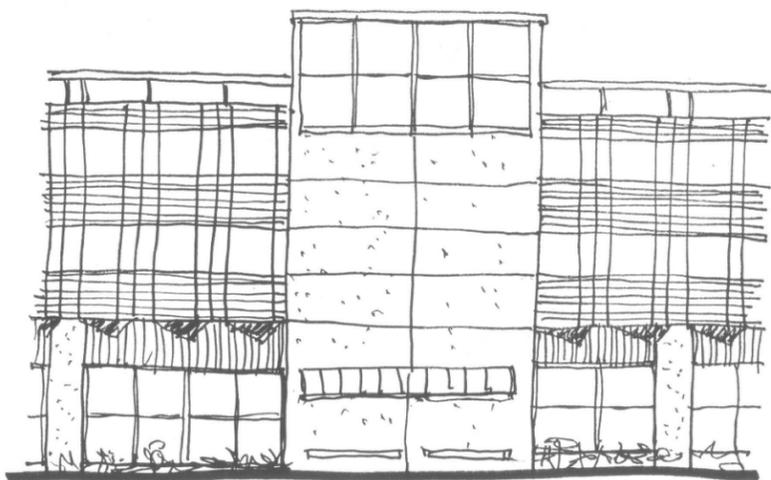
PROS

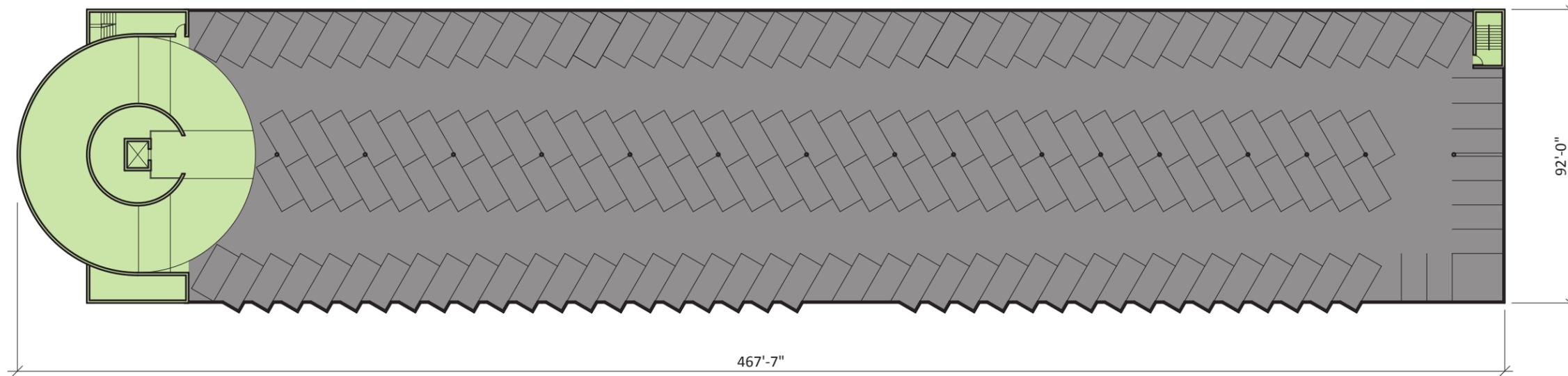
- Appears to be similar to neighbors (e.g. older apartment buildings in the area).
- Opportunity for more traditional architectural details.
- Green roof visible to residents of adjacent tall buildings.

CONS

- Disguises the true function of the building.
- The façade is substantially flat.

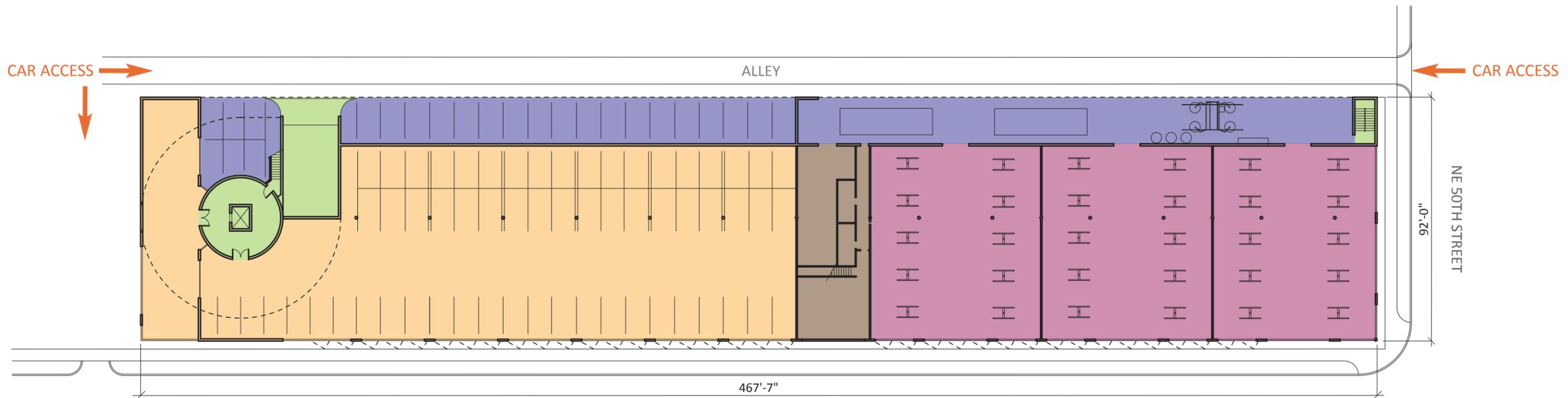




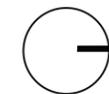


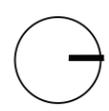
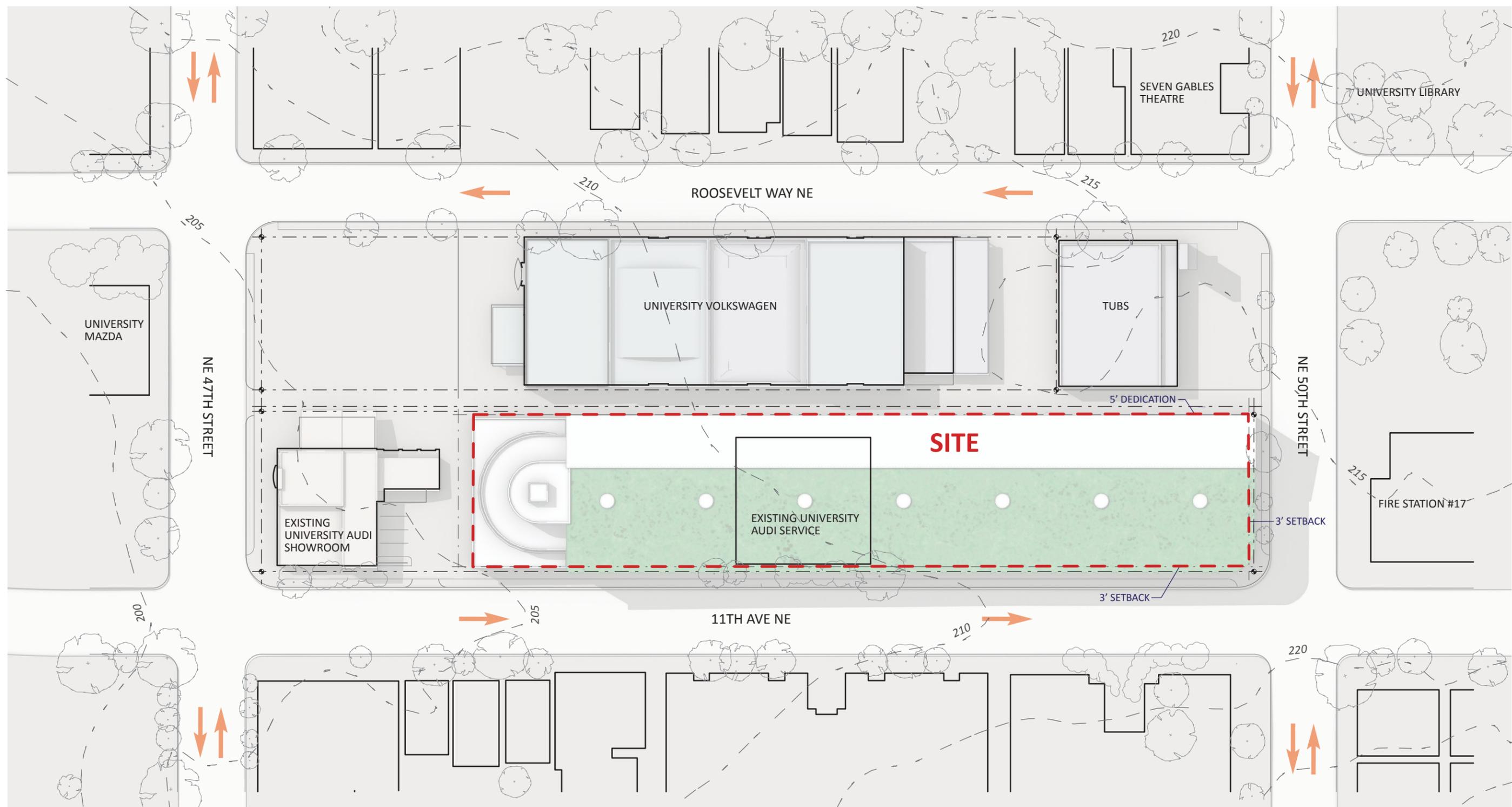
- CAR STORAGE & DISPLAY
- NEW CAR DISPLAY
- CIRCULATION
- STORAGE/ TOOLS
- SERVICE
- UNENCLOSED SERVICE PARKING

Typical Upper Floor



Ground Floor





Views of the site and
the neighborhood near the site



1 Audi Showroom

View looking North at intersection
at 11th Street and 47th Avenue



2 Audi Storage Lot

View looking North West
on 11th Street



3 Site from NE

View looking South West at intersection
of 11th Street and 50th Avenue



4 Roosevelt Way

View looking North on Roosevelt Way



5 Fire Station #17

View looking North West at intersection
of 11th Street and 50th Avenue



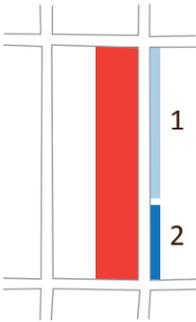
6 University Library

View looking North West at intersection
of 11th Street and Roosevelt Way



Streetscape showing the character of
the neighborhood adjacent to the site

PHOTO MONTAGE
11th Avenue NE - Street Elevation Looking East



1



2



Streetscape showing the character of the site and the neighborhood adjacent to the site

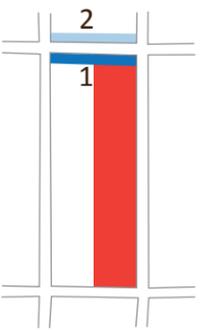
PHOTO MONTAGE
NE 50th Street Looking South & North



1

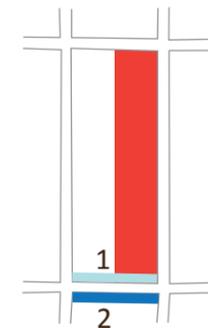


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Streetscape showing the character of
the neighborhood adjacent to the site

PHOTO MONTAGE
NE 47th Street Looking South & North



1



2

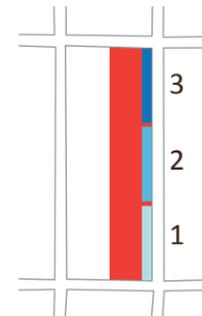


Streetscape showing the character of the site

PHOTO MONTAGE
11th Avenue NE - Street Elevation Looking West



1



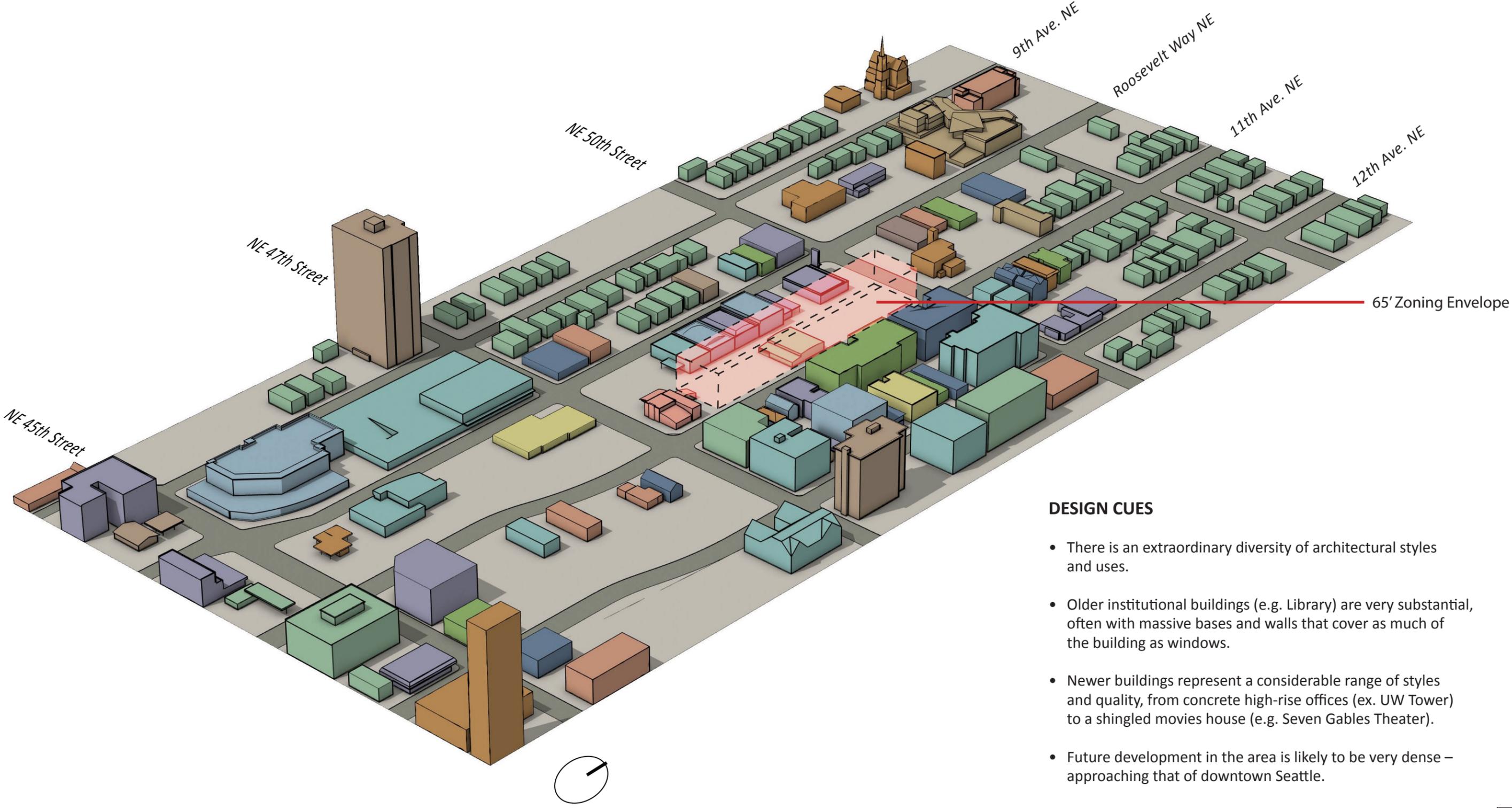
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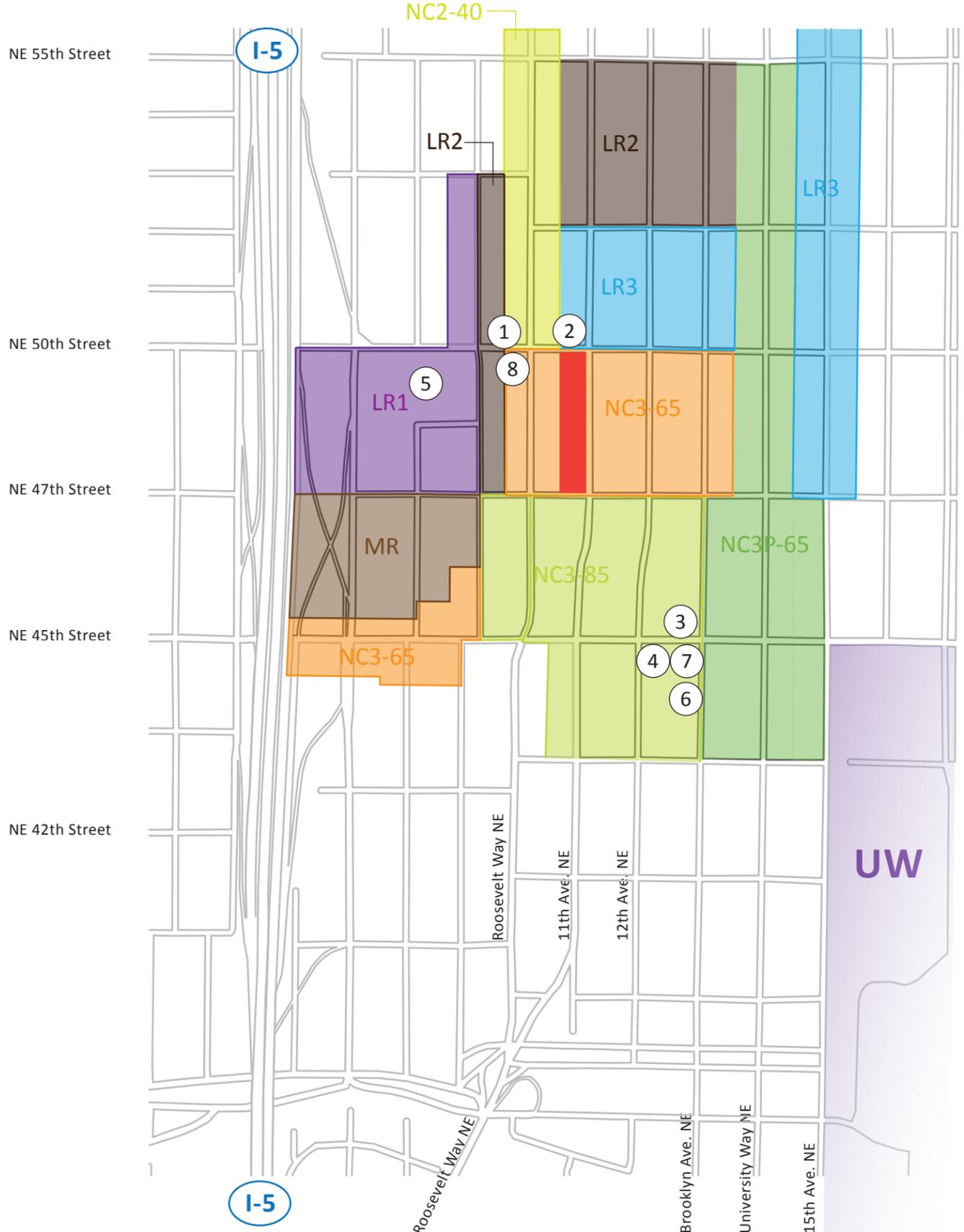


DESIGN CUES

- There is an extraordinary diversity of architectural styles and uses.
- Older institutional buildings (e.g. Library) are very substantial, often with massive bases and walls that cover as much of the building as windows.
- Newer buildings represent a considerable range of styles and quality, from concrete high-rise offices (ex. UW Tower) to a shingled movies house (e.g. Seven Gables Theater).
- Future development in the area is likely to be very dense – approaching that of downtown Seattle.

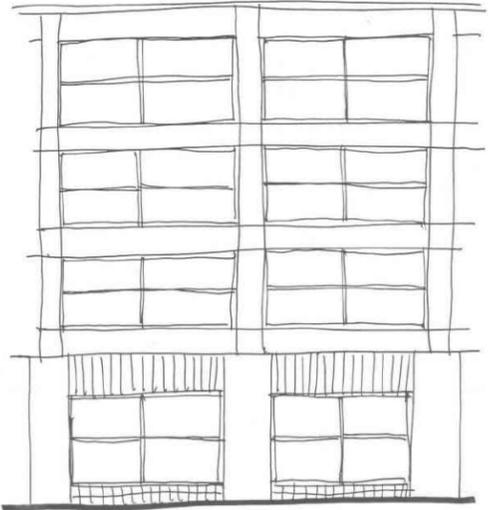
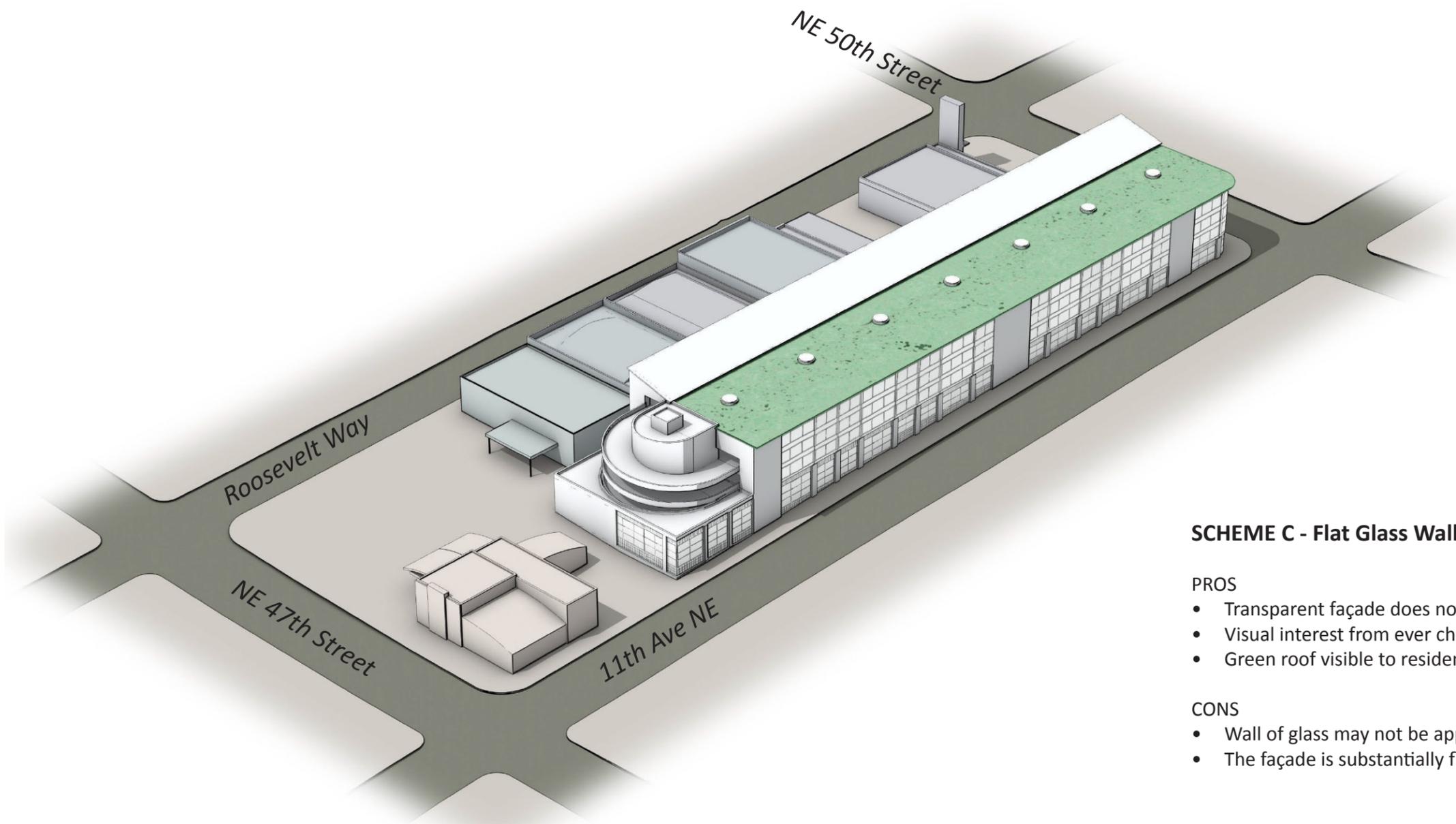


Landmarks and development zones in vicinity of the project site



- SITE
- ① UNIVERSITY BRANCH LIBRARY
- ② FIRE STATION #17
- ③ MEANY HOTEL - HOTEL DECA
- ④ SAFECO BUILDING - UW TOWER
- ⑤ UNIVERSITY PLAYGROUND
- ⑥ BROOKLYN STATION
- ⑦ NEPTUNE THEATER
- ⑧ SEVEN GABLES THEATRE
- LR1 LOWRISE-1 ZONE
- LR2 LOWRISE-2 ZONE
- LR3 LOWRISE-3 ZONE
- MR MIDRISE ZONE
- NC2-40 NEIGHBORHOOD COMERCIAL 2-40 ZONE
- NC3-65 NEIGHBORHOOD COMERCIAL 3-65 ZONE
- NC3P-65 NEIGHBORHOOD COMERCIAL 3 PEDESTRIAN-65 ZONE
- NC3-85 NEIGHBORHOOD COMERCIAL 3-85 ZONE





Sketch Elevation

SCHEME C - Flat Glass Wall

PROS

- Transparent façade does not disguise the use.
- Visual interest from ever changing display of cars.
- Green roof visible to residents of adjacent tall buildings.

CONS

- Wall of glass may not be appropriate for the neighborhood.
- The façade is substantially flat and could be confused for an office building.

