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This package is intended to accompany the Early Design Guidance Package dated 9 January 2012 & the Design Recommendation Package dated 15 October 2012.



	Early Design Guidance Meeting 01.09.2012	Design Review Recommendation Meeting 10.15.2012	GFA Response 10.23.2012
A. Site Planning			
A-4 Human Activity. New development should be sited and designed to encourage human activity on the street. Early Design Guidance #3012712 Page 5 of 8.	At the Early Design Guidance Meeting, the Board did not note this as a high priority, but asked that the applicant consider how the building meets the street with respect to scale, how it addresses its impact on human activity, and how vehicles and people will interact.	<p>CP: Thinks there is no place for people to look at cars inside but not have to buy, no user experience</p> <p>SH: Has hesitation regarding two things, regarding user experience at the ground level, and the pedestrian approach at ground level</p> <p>SH: The pedestrian experience on site must be addressed more to accommodate and enhance the excitement of people coming to buy cars.</p> <p>JH: Our focus should be more on the experience of right of way than for a customer.</p> <p>MZ: It seems like they aren't getting any activity from the street, there are no doors that open onto the right of way</p> <p>SH: There are two experiences with the right of way and the customer experience.</p> <p>PK: "I like the image we're looking at right here (Daylight Render of SE Corner), the transparency of that level. You can imagine that room being filled with exciting cars."</p>	<p>A restriction placed on our building by the Station Overlay District (23.61.008) requires that it be an "enclosed structure". The implication of this restriction is that exits on the street facades may only be "... exits as are required by law". As far as we know, no such exits are required. In addition, for security & safety concerns, we are not proposing any pedestrian entry/exits on the street facades. We will enhance the pedestrian experience in ways other than entry/exits.</p> <p>The 173 feet of large storefront windows on the south half of the 11th Ave. façade will allow pedestrians to see into the full depth of the attractive and active car display and sales area. On the north half of this façade and along the 50th St. pedestrians will see active car repair work on full display through 220 feet of glazing. Both areas will display activity throughout the day and well into the night.</p> <p>The public will have much to watch, and are certainly welcome to enter the car display and sales area through the on-site entrance at the southern end of the ramp tower, if they so desire, even if they do not intend to buy a car.</p>
		<p><u>GFA Comment Summary.</u></p> <p>At the Design Review Meeting, the Board insisted that more consideration be given to pedestrian activity; referring to the customer experience as well as the interaction of the public from the right of way with the lower level of the UVA Building. Their specific concerns addressed the lack of doors or openings to and from the interior of the building and the right of way along the 11th Ave NE and NE 50th St. facades.</p>	

1: If the use of the building should change in the future, there is no structural reason why pedestrian entries can't be added to the 11th Ave NE or NE 50th St. facades.



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B. Height, Bulk, Scale			
B-1 <u>Height, Bulk, and Scale Compatibility.</u>	<p>At the Early Design Guidance Meeting, the Board noted this guideline as important. One Board member noted that the early design proposed alternates barely meet the 3-scheme notion, but the typology of the building (needing to house many cars with adequate circulation space) limits the options and did not suggest designing more schemes. That Board member also noted the building is "huge" & seems to show Bauhaus factory precedents, this being a good characteristic, and suggested this as an architectural direction. Others Board members noted the building should make a bold statement with its size, the almost industrial "muscle" of it, and with the ramp. It was suggested that the parapet be "pushed" out to further enhance the structures scale. A majority of the Board members agreed with the Bauhaus comment and liked the bold scale of the ramp. Two of the Board members suggested that the applicant explore combining the bays widths to improve the modulation/scale of the building.</p>	<p>CP: Distracted by elements that are added on, thinks ramp is too heavy, wishing for more use on the upper levels</p> <p>PK: "Summary: As the design is to go forward, more emphasis on proportion and detail, hierarchy of forms, clarification of all corners except the NW, clarity of materiality which to me is not clear."</p> <p>SH: "The lantern, they need to lighten the aesthetic weight of it."</p> <p><u>GFA Comment Summary.</u></p> <p>At the Design Review Recommendation Meeting, the Board Chair summarized their discussion with regards to Priority B-1 that more development be given to emphasizing proportion and detail in the overall building, and in the hierarchy of forms, mostly the North & East facades and the SE corner. Further direction was given to clarify all of the corners except for the NW corner, and still further direction was directed at lightening the aesthetic weight of the lantern.</p>	<p>During the second Design Review Recommendation Meeting GFA will present our responses to the Board's critiques of the ramp, lantern & the NE & SE corners.</p>



	Early Design Guidance Meeting 01.09.2012	Design Review Recommendation Meeting 10.15.2012	GFA Response 10.23.2012
C. Architectural Elements & Materials			
C-2 Architectural Concept and Consistency.	<p>At the Early Design Guidance Meeting, this guideline generated the most comments. Comments included two very different ideas: 1. On the facade, visually distinguishing the car display from the car service portions of the building. 2. Maintaining visual consistency across the facade. This view seemed to prevail, as did emphasizing the early Bauhaus (industrial building) precedent.</p> <p>One Board member liked making the ramp visible, as did the others, noting the opportunity for a strong design statement. That Board member noted the feeling of bigness was appropriate to the use. "...it was one move away from "great." Attention needs to be paid to the west facade – it will be visible from above the roofs of the nearby buildings. A Board member asked if the bays are needed. The applicant replied: Yes, to make more aisle width for moving cars in & out of their stalls feasible. Another Board member then noted the facade should have its own language – opportunity to speak "muscle". This area allows for iconic expression – to be its own thing.</p> <p>DPD staff asked for ramp comments. One Board member asked about the challenge of holding the street edge w/ the open ramp. If unenclosed, wants it to be really visible. The applicant replied: Enclosure at base has been removed in further design refinements. Others want the ramp to be open.</p>	<p>JH: Suggested to make the parapet taller at that corner</p> <p>JH: "I have one big issue" – "this is the drawing we saw at EDG, which I think we were all excited about, this is the sheet of sketches that came along with it, very interestingly articulated, fun, exciting." "When I take this diagrammatic version of the building and I take these drawings and I take the ideas we proposed, maybe a different sized bay, when I take this sheet of sketches and put it together with these elevations, this is a pretty big disappointment to me." "There doesn't seem to be any real hierarchy or detail beyond A-A-A-A scheme." "A ribbon idea seems to fit with an industrial building, but these windows seem to be stripping the building of any idea of the spatial composition of bays." "It just looks banal to me" "Some idea about detail and composition has been lost, I'm pretty disappointed by this, I was expecting something far better"</p> <p>SH: Disappointed with the "heavy gap" at the left, likes the ramp crashing from outdoor to indoor. "Needs to be more luminous "The heavy gap is undoing the beacon like quality of the lantern" "the chunkiness of the architecture, does it work, or doesn't work</p> <p>PK: "We've always known the building has been proportionally challenged, by virtue of its program. The challenge therein is to use hierarch and choices material proportions to resolve this. I think in this regard I'm disappointed, I'm not certain it's that far off, but I very much do not like the lid on the lantern, it's very heavy and it feels like an afterthought, the ramp is so sexy, and the lantern notion is as well, but then the energy killing plate on the top is a problem. I also think the corner, which is really 90% of people's pedestrian experience of this building in the neighborhood is going to be the NE corner. There are just so many things stacked on other things; if I was doing a branding assessment of this I'd say this corner is actually really problematic. Are the windows on the corner the same or are they different from the windows on the North and the East, just simplify it. Why not make all the windows red. I would make similar comments then going to the detail level. It doesn't seem like the proportions of the windows have been studied that much, there isn't very much consistency or language with them. I don't have a huge issue with the bays being the same but I think it's sort of lost something along the way in how the ends terminate. Part of what made this work was that there was this notion of these bays that were captured by solidity at certain points, when I go to the rendering there is no capturing anymore; just the bays and then they peter out at the end.</p>	<p>Street Façade Revisions: We have included a second façade using a 2-car & 1-car bay modulation. We have also included a flat façade to illustrate that the preferred original 2-car bay modulation is, indeed, complex. The addition of a 1-car bay to the original 2-car bay modulation does not materially enhance the façade, but rather seems to be an exercise in contrived complexity. Please note that the revised NE and SE corners now "capture" the bays, an element considered missing by one Board member.</p> <p>Ground Level Windows: A quick analysis of the 11th Ave. façade presented on pages 8 & 9 reveals a syncopated rhythm of wider and narrower column spacing and the windows between them. While it is entirely appropriate to modulate ground level facades as a means of directing pedestrians to the entrances, we have no entrances. Additional modulation would not enhance the pedestrian experience that now includes relatively unobstructed views of the car display and sales activity and the repair work.</p> <p>Upper Level Window: The Board originally encouraged us to use Bauhaus & industrial precedents to inform our design development. Our response was and will remain ribbon windows that are wholly appropriate to a building informed by those precedents. These windows distinguish the verticality of the ground level from the horizontality of the upper levels. The concrete columns on the ground level become round steel columns that continue the rhythm of the concrete columns through to the roof and are visible through the ribbon windows.</p> <p>Lantern and Paving: We have altered and lightened the lantern. Exploration of a round cap to reflect the form of the ramp tower created a condition where the lantern and the ramp tower below felt disassociated from the rest of the building. The square cap, now lightened also, holds the lantern as an extension of the ramp tower to the building as was always the intent. The ramp still crashes into the interior, made more dramatic by the revised SE corner. The "sea of asphalt" now has a paving pattern in concrete.</p>



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C. Architectural Elements & Materials		
C-2 <u>Continued</u>	<p>JH: "It's all fabric and no punctuation."</p> <p>JH: "Peter, my comment about the bays, wasn't a direction, not that it had to be a mix of single and double parking spot bays, but the idea that that might be a way to articulate them and to add a level of detail." "Would it work or would it wouldn't work, I don't know, but that's what I felt like our suggestion was at EDG. We wanted to give them the rhythm, the ability to mix these things in to add a level of interest. This looks really monotonous to me."</p> <p>PK: "The columns that are between the bays gave a hierarchy that has been lost."</p> <p>CP: "For me it might have been interesting to see something where these bays are solid some of the time, and not others."</p> <p>SH: "Consistency and continuity in fenestration on the North façade needs to continue around the building."</p> <p>SH: "We lost the rhythm along the 11th Ave façade, and the corner on 11th & 50th needs to be looked at"</p> <p>SH: Liked the beacon crashing through the radiating curves, thinks the ground level should be addressed in this way</p> <p>PK: "I think the execution of the ramp, the notion of the lantern if not the exact execution seems right on."</p> <p>PK: "I like the alley elevation, the NW corner we saw was quite handsome."</p> <p>SH: "I love the fact that the ramp is lit up and that it can be celebrated day or night."</p> <p>PK: "I would encourage them to consider the corner of the building on the SE is challenged proportionally, the monument sign is obscuring the view of the front."</p> <p>JH: "The fact that the head and sill-height of the bays is all the same is disappointing."</p>	<p>Pylon Sign: The height of the SE corner has been made considerably taller, eliminating the competition created by the pylon sign.</p>



Early Design Guidance Meeting 01.09.2012	Design Review Recommendation Meeting 10.15.2012	GFA Response 10.23.2012
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C. Architectural Elements & Materials

C-2 Continued

JH: “The fact that the head and sill-height of the bays is all the same is disappointing.”

SH: “There should be no lid on the lantern.”

SH: “The edge is unnecessarily complicated, pull that edge back to the end of the bays and let the ramp continue through further.”

JH: “The point is that something needs to anchor that corner, along that façade; the edges need to be anchored.”

SH: “The ramp is great, but it needs to get cleaned up.”

JH: “Look at doing different studies of the elevation to not give it such a ribbon effect.”

GFA Comment Summary.

At the Design Review Meeting the Board had numerous aesthetic suggestions, noting disappointment with the East and North facades, as well as the treatment of the NE & SE corners. One member of the Board suggested pursuing a monochromatic treatment of windows on the NE corner in order to simplify its appearance. Another member of the Board suggested raising the concrete frame of the NE corner to be taller than the North & East facades around it. Further discussion of fenestration by the board emphasized a desire to see studies of proportions for window frames and mullions on the first floor, and to eliminate or ameliorate the ribbon window typology on the second and third floors. The Board as a whole expressed a desire for the Lantern to be lightened aesthetically, and that its cap be more akin in form to the ramp design below it. The Board’s discussion of the North & East facades emphasized a desire for more complex Structural Building Overhang arrangements, pointing to earlier schemes from the Early Design Guidance package and their use of vertical elements as punctuation in the façade. In addressing the SE corner, the Board expressed a desire that it not be obscured by signage, and that the form emphasize the ramp crashing from exterior to interior.



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C. Exterior Finish			
<p>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.</p>	<p>No Comment</p>	<p>MZ: Liked the concrete work, the contrast between board formed and the smooth, for a more industrial building I liked that play</p> <p>PK: Thought the 50th & 11th elevations could be stronger, close, but simply making all of the windows frame red, small gestures could help it</p> <p>SH: "I'm disappointed there are not physical materials here, I have a very hard time understanding what this building will be made of"</p> <p>SH: "This elevation really doesn't do the materials justice"</p> <p>SH: We want to see materials, and resolving the circulation, "give direction to the sea of asphalt."</p> <p><u>GFA Comment Summary.</u></p> <p>At the Design Review Meeting, the Board approved of the use of contrasting concrete finishes between the outer and inner ramp faces. Suggestions to improve the North & East facades included monochromatic treatment of window frames, and mullions. The Board also expressed a desire to see a material board.</p>	<p>During the second Design Review Recommendation Meeting GFA will present a materials and colors palette, emphasizing primarily exterior finishes for the building.</p>





Original Design



Revised Design



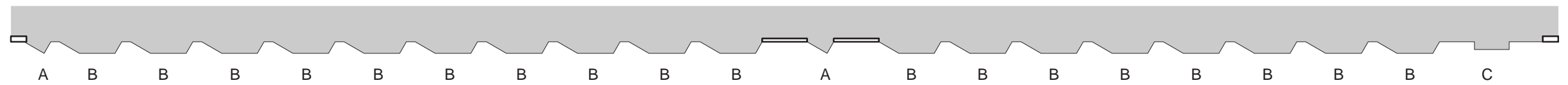


Original Design

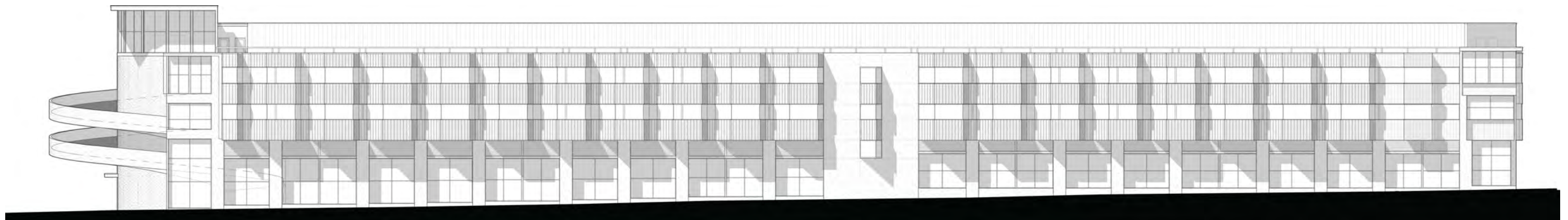


Revised Design



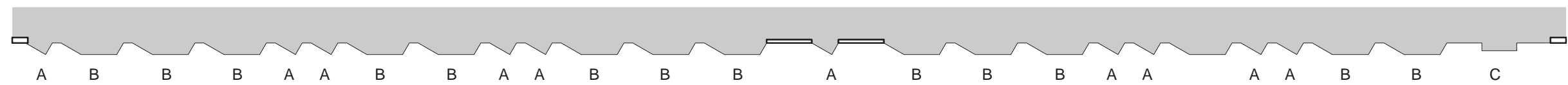


SILHOUETTE PLAN

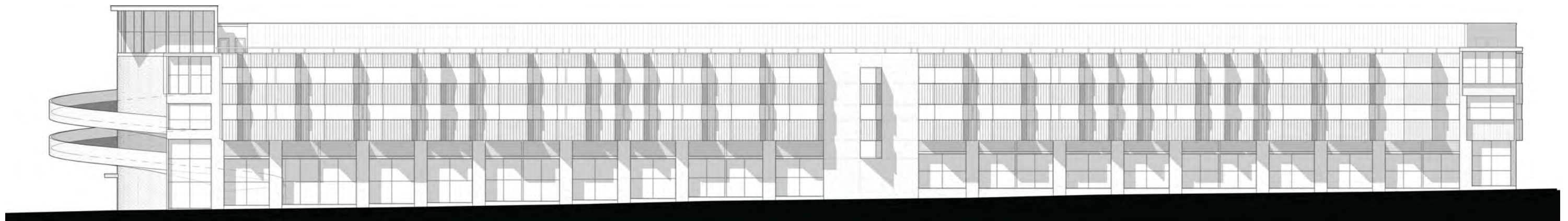


EAST ELEVATION





SILHOUETTE PLAN



EAST ELEVATION





SILHOUETTE PLAN

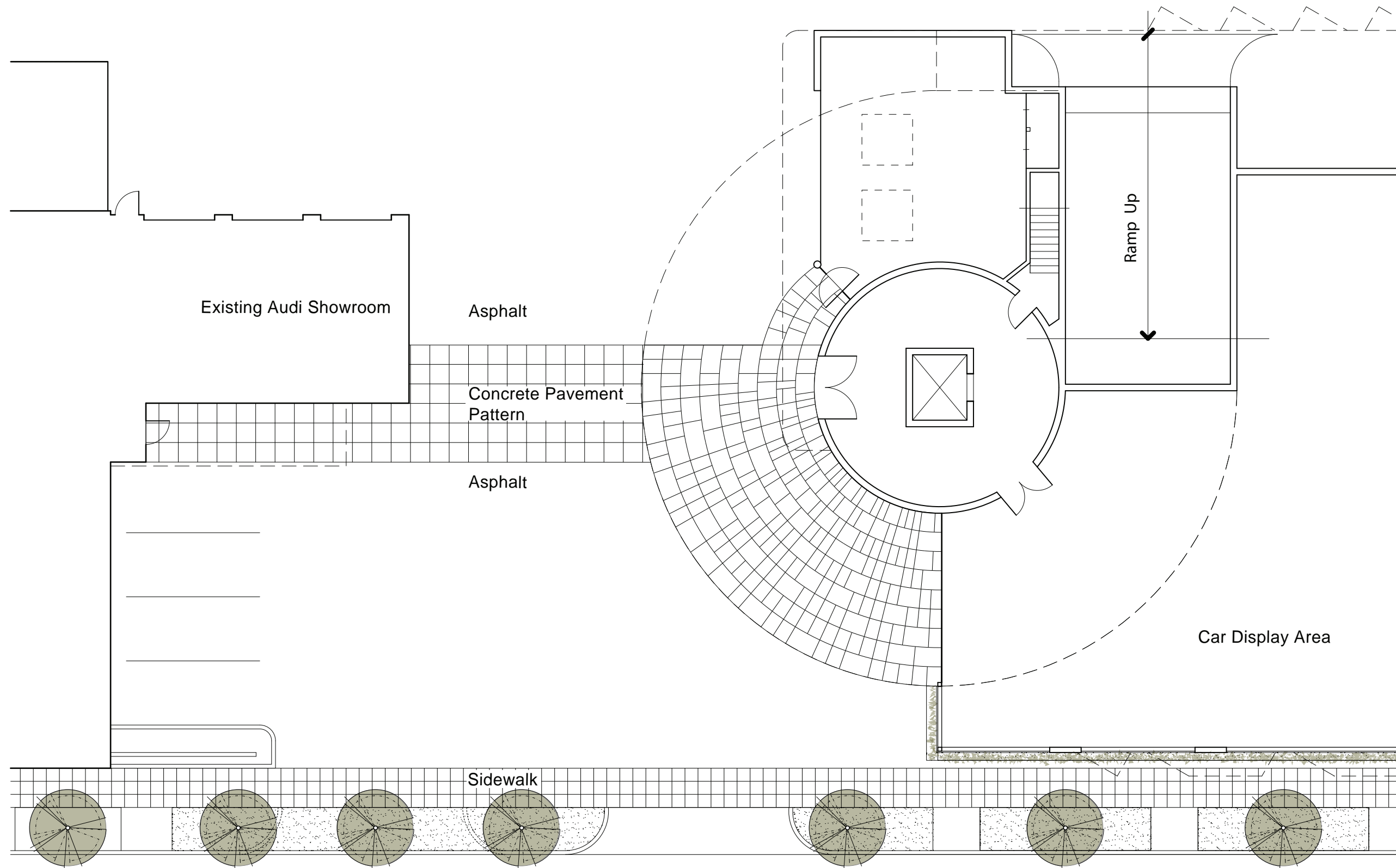


EAST ELEVATION



Enlarged Partial Elevation



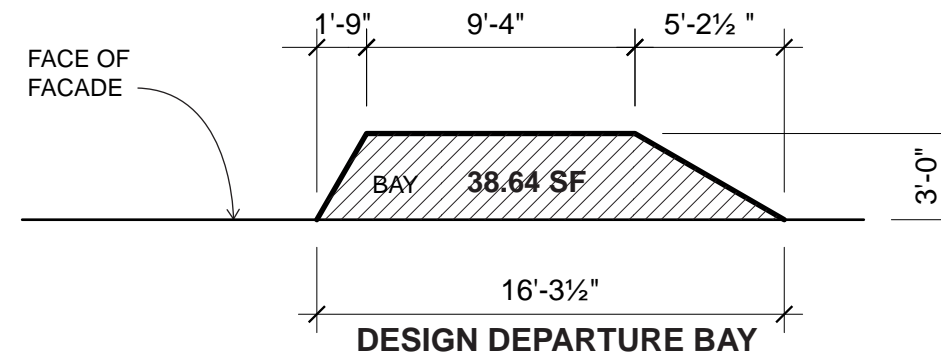
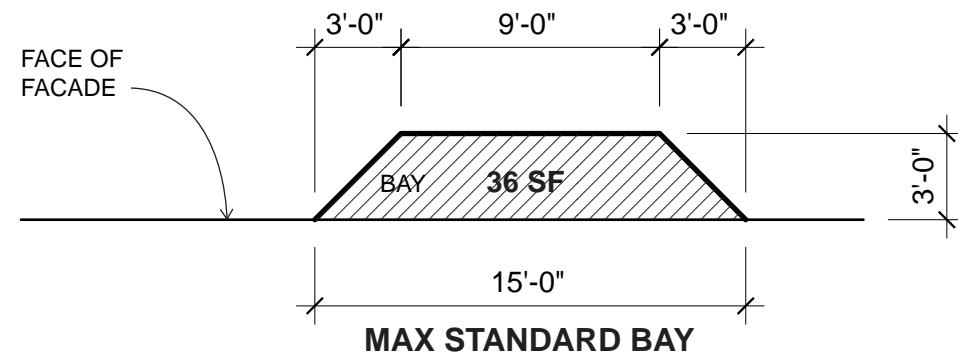




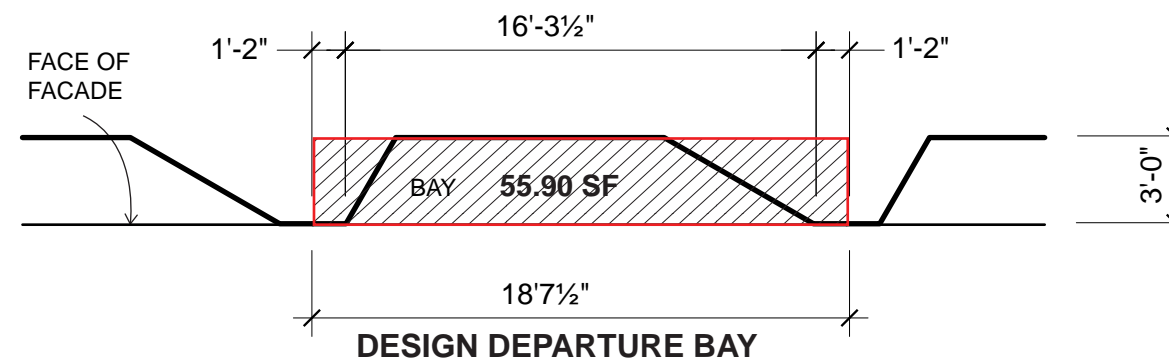
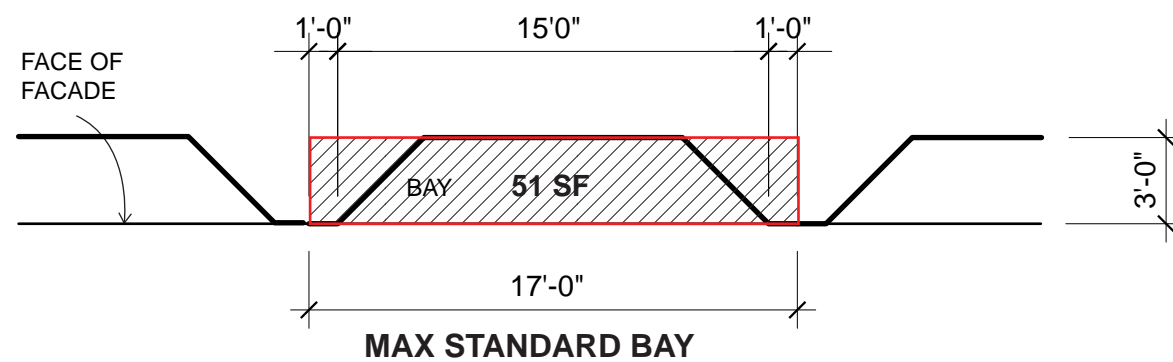


Design Departure Request 1

We are requesting a design departure for structural building overhangs (S.B.O.), Section 23.53.035. This departure was suggested by one of the early design guidance board members. He thought a larger bay (S.B.O. in the code's language) that accommodated the front ends of two cars instead of a single car, would better suit the scale of the building on the 11th avenue facade. We agree.



AREA & LENGTH PER BAY



AREA PER REPEATED BAY

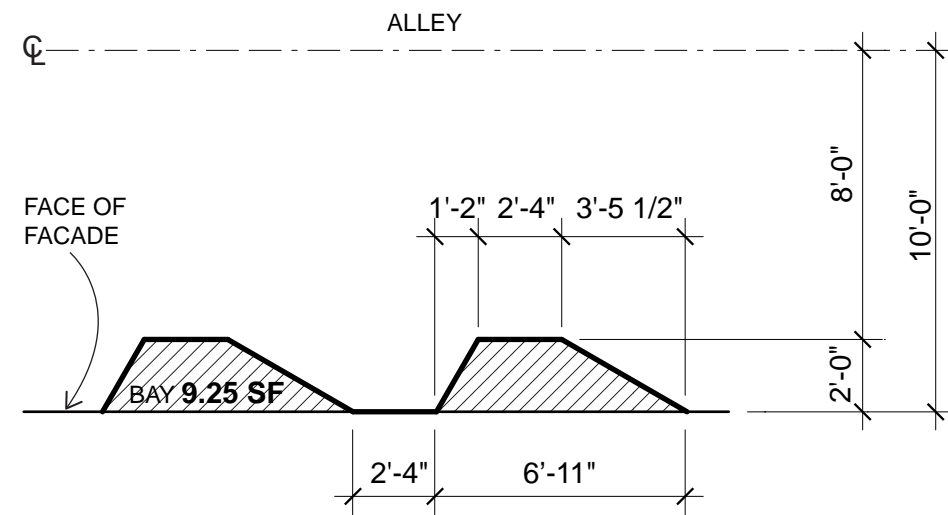
Analysis - Structural Building Overhang - Departure - 11th St.

	LENGTH	AREA	AREA PER REPEATED BAY
MAX. STANDARD BAY	15.00'	36.00 SF	70.6%
PROPOSED DESIGN DEPARTURE BAY	16.29'	38.64 SF	69.1%
DIFFERENCE BET. STANDARD & DEPARTURE	8.6% GREATER	7.3% GREATER	1.5% LESS

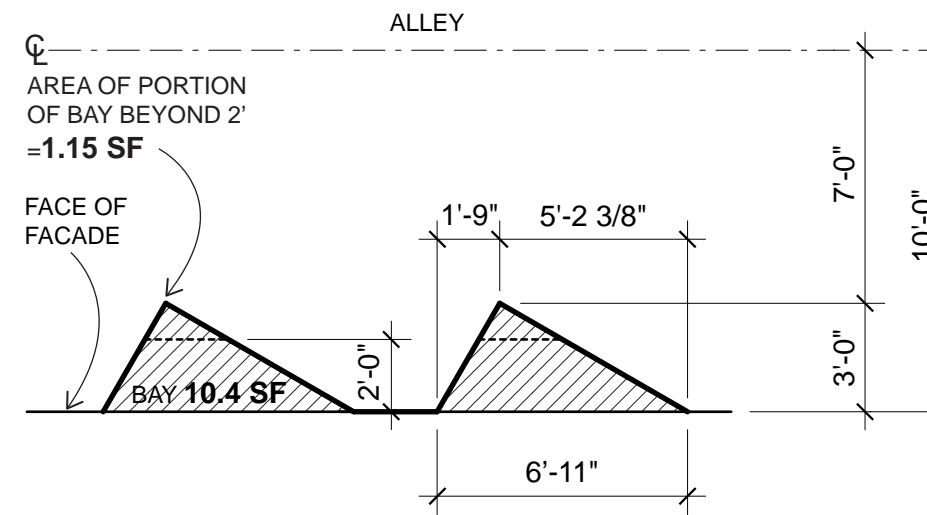


Design Departure Request 2

We are requesting a design departure for structural building overhangs (S.B.O.), defined in section 23.53.035 of the land use code. The request is regarding the depth of all 43 bays in the alley.



MAX. STANDARD BAY - AREA & DEPTH



DESIGN DEPARTURE BAY - AREA & DEPTH

Analysis - Structural Building Overhang - Departure - Alley

	DISTANCE TO ALLEY CENTERLINE	AREA OF BAY BEYOND 2'
STANDARD BAY	8.00'	0.00 SF
PROPOSED DESIGN DEPARTURE BAY	7.00'	1.15 SF
DIFFERENCE BET. STANDARD & DEPARTURE	1' CLOSER TO CENTERLINE	1.15 SF GREATER

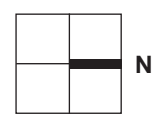
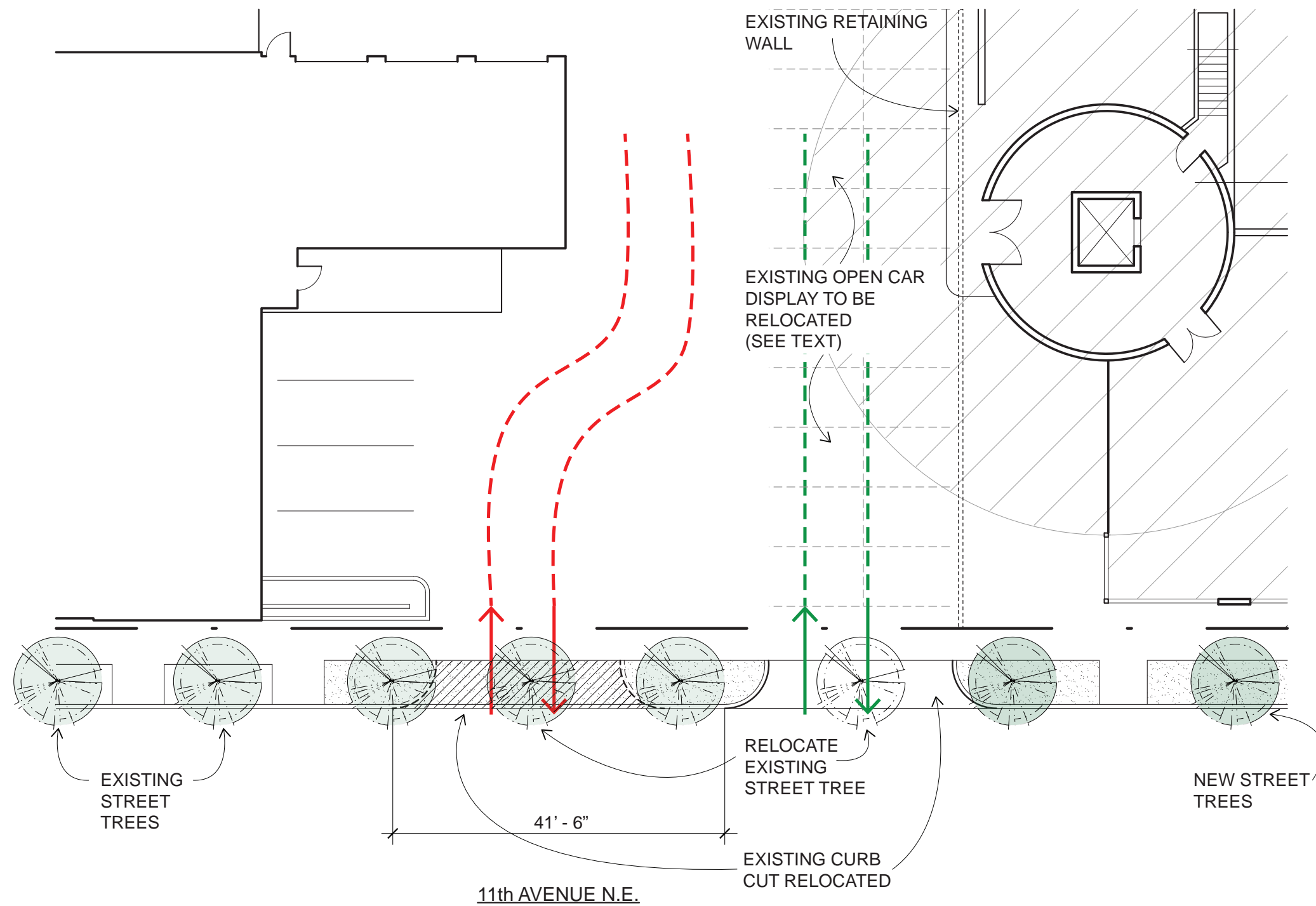


Design Departure Request 3

We are requesting a design departure from section 23.47A.032 Of the land use code, which requires access to parking be via an alley, if the alley meets certain standards. We are proposing to relocate an existing curb cut on 11th Ave N.E. approximately 40 feet North of its existing location. The request is made because the proposed new building will allow the existing open car display area that offsets the route to 11th Ave N.E. from the alley to be moved inside. This will allow a safer and more direct access on and off of the site from 11th Ave N.E.

It should be noted that in addition to the request to relocate the southern most curb cut, we are eliminating 2 existing functional and 5 existing non functional curb cuts along 11th Ave N.E., making way for expanded landscaping.

If the design departure request is not granted, the existing curb cut will remain in its current location as a less direct and less safe access route from 11th Ave N.E. on and off of the site.



Design Departure Matrix

REQUEST	STANDARD	PROPOSAL	RATIONALE	STATUS / RECOMMENDATION
DESIGN DEPARTURE 1- STRUCTURAL BUILDING OVER- HANG (S.B.O.) - 11TH AVE	PER SMC23.53.035 A.4.C. MAXIMUM SIZE & SPACING OF S.B.O. MAY NOT EXCEED CERTAIN DIMENSIONS. SEE PAGE 7	A SLIGHTLY LARGER, 8.9%, BAY WINDOW (S.B.O.) ALONG 11TH AVE	REQUESTED BY SEVERAL BOARD MEMBERS DURING THE EDG MEETING TO MAKE THE BAY WINDOWS MORE COMPATIBLE WITH THE SCALE OF THE 11TH AVE FACADE	
DESIGN DEPARTURE 2- STRUCTURAL BUILDING OVER- HANG (S.B.O.) - ALLEY	PER SMC23.53.035 A.4.C. S.B.O. MAY NOT BE CLOSER THAN 8 FEET TO AN ALLEY CENTERLINE. SEE PAGE 8	ALLOW BAY WINDOWS (S.B.O.) TO EXTEND 1 FOOT INTO THE 8 FOOT MINIMUM DIMENSION TO ALLEY CENTERLINE	TO SIMPLIFY THE BAY WINDOWS ON THE ALLEY FACADE AND YET PROVIDE VISUAL INTEREST TO THE FACADE	
DESIGN DEPARTURE 3- CURB CUT RELOCATION	PER SMC 23.47A.032 A. 1. a. ACCESS TO PARKING MUST BE FROM AN ALLEY. SEE PAGE 9	RELOCATED AN EXISTING 24' WIDE CURB CUT ON 11TH STREET ABOUT 40' FEET NORTH	THE CONSTRUCTION OF THE NEW BUILDING WILL ALLOW A MUCH MORE DIRECT PATH FROM THE ALLEY TO 11TH STREET, ALLOWING CUSTOMERS TO EXIT & ENTER THE SITE ON 11TH WILL BE BOTH FAR SAFER AND LESS DISRUPTIVE TO TRAFFIC THAN DI- RECTING THEM TO 50TH, AN EXTREME- LY BUSY STREET.	

