

EARLY DESIGN GUIDANCE



1020 E Union Street
Seattle, Washington

ALLIANCE REALTY PARTNERS LLC | ANKROM MOISAN ASSOCIATED ARCHITECTS

DPD Project No.: 3013040
March 21, 2012

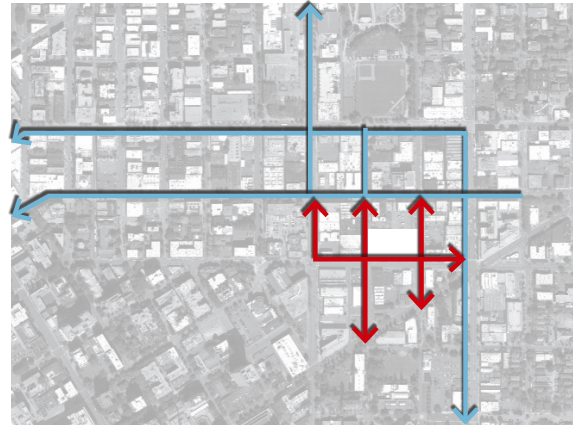
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GENERAL PROJECT INFORMATION

PROJECT GOALS



1. ENHANCE CONNECTION BETWEEN NEIGHBORHOODS

Currently the 12th Ave Urban Center and the Pike/Pine Urban Center are connected via 12th Avenue, which has emerged as a lively street with a variety of shops, restaurants, and bars. Our project's street level character will create more reasons to go a little further on 10th, 11th, and Union, enhancing the connection between these two neighborhoods.

2. REINFORCE CAPITOL HILL CHARACTER

Capitol Hill is a diverse and lively community, with extensive street life both in the daytime and the evening. Boutique shops, arts venues, bars, and some of the best restaurants in the city fill the street level. A mixture of historic brick residences, industrial "auto-row" style buildings, and contemporary mixed-use developments frame these street level activities. Our project will respond to and enhance both the historic and contemporary aspects of the neighborhood.

3. CREATE HIGH-QUALITY URBAN HOUSING

This project will be a long-term investment in the Capitol Hill neighborhood. Therefore, the materials and design are intended to have a lasting and positive impact on the stock of contemporary urban living in Seattle and inspire other builders and designers to do the same.



DPD #3013040

PROJECT ADDRESS

1020 E Union St
Seattle, WA 98122

TEAM

OWNER/APPLICANT:

Alliance Realty Partners LLC
1300 Dexter Ave. North, Suite 110
Seattle, WA 98109
206.330.0620
Contact: Suzi Morris
simorris@allresco.com

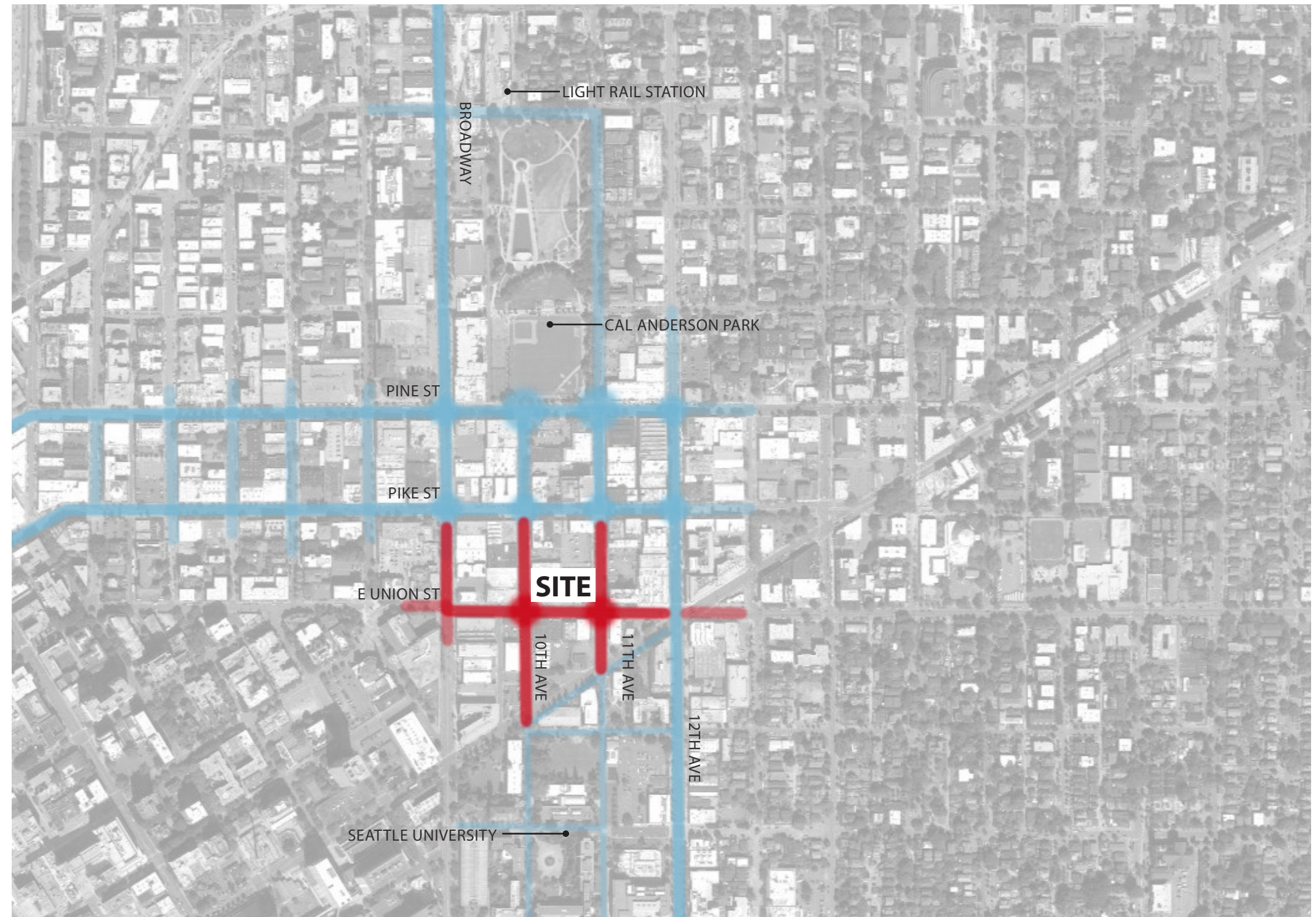
ARCHITECT:

Ankrom Moisan Associated Architects
117 South Main Street, Suite 400
Seattle, WA 98104
206.576.1600
Contact: Mack Selberg
macks@amaa.com

SITE VICINITY: CONNECTIONS

EXISTING STREET LIFE NETWORK

NEW CONNECTIONS CREATED BY PROJECT



ENHANCING NEIGHBORHOOD CONNECTIONS

Currently there is inadequate street life to draw people south on Broadway, 10th, and 11th past Pike, and there are inadequate reason to take Union if you are traveling West from 12th Ave. Our project will create new life along the street and generate greater connections between these streets. Our presence will create more a more successful retail heart both on our site and our neighbor's sites as well.

SITE VICINITY: THE 20 MINUTE LIFESTYLE



SITE CONTEXT: TRANSPORTATION

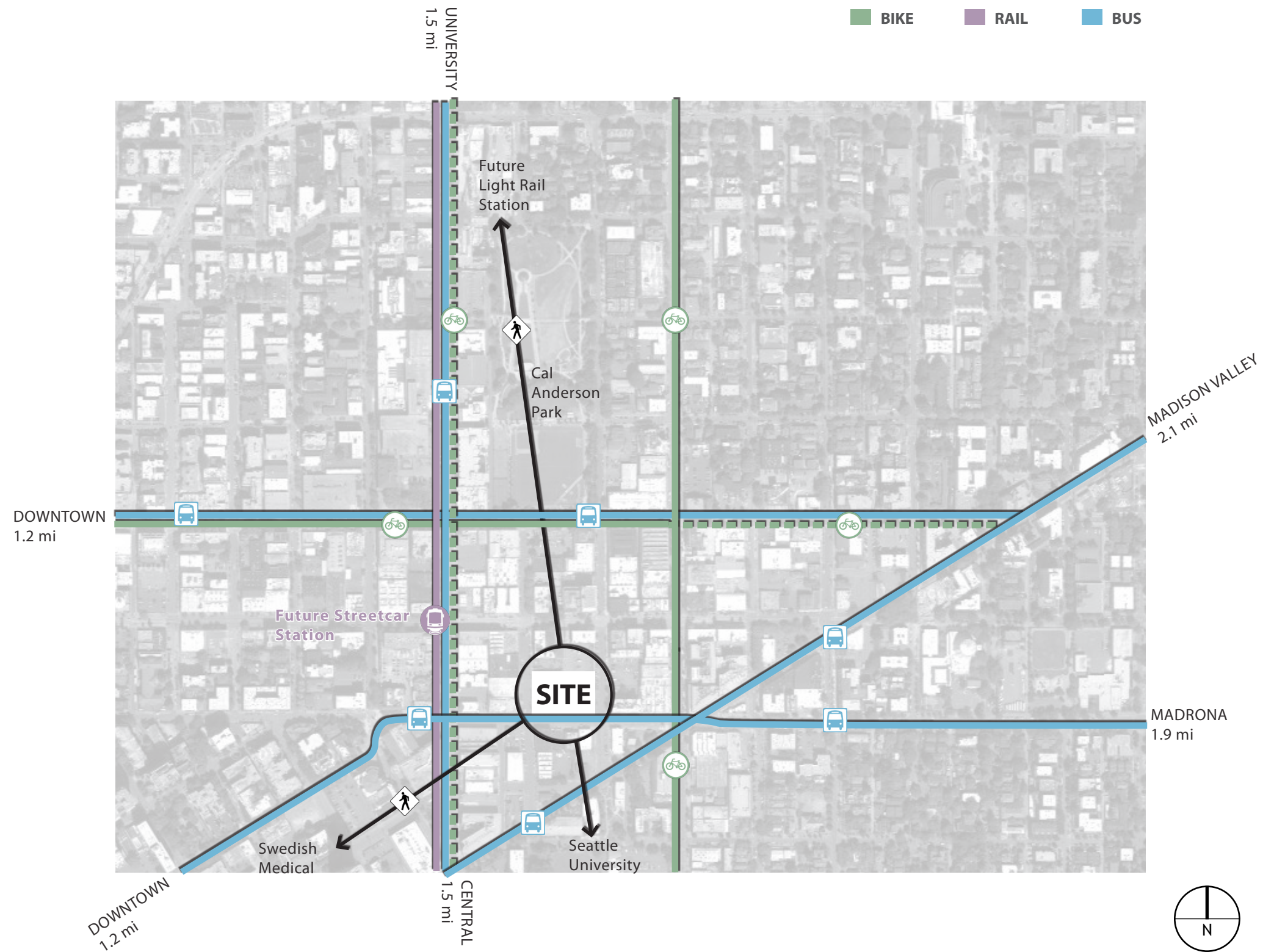
BIKE RAIL BUS

A MULTI-MODAL NEIGHBORHOOD

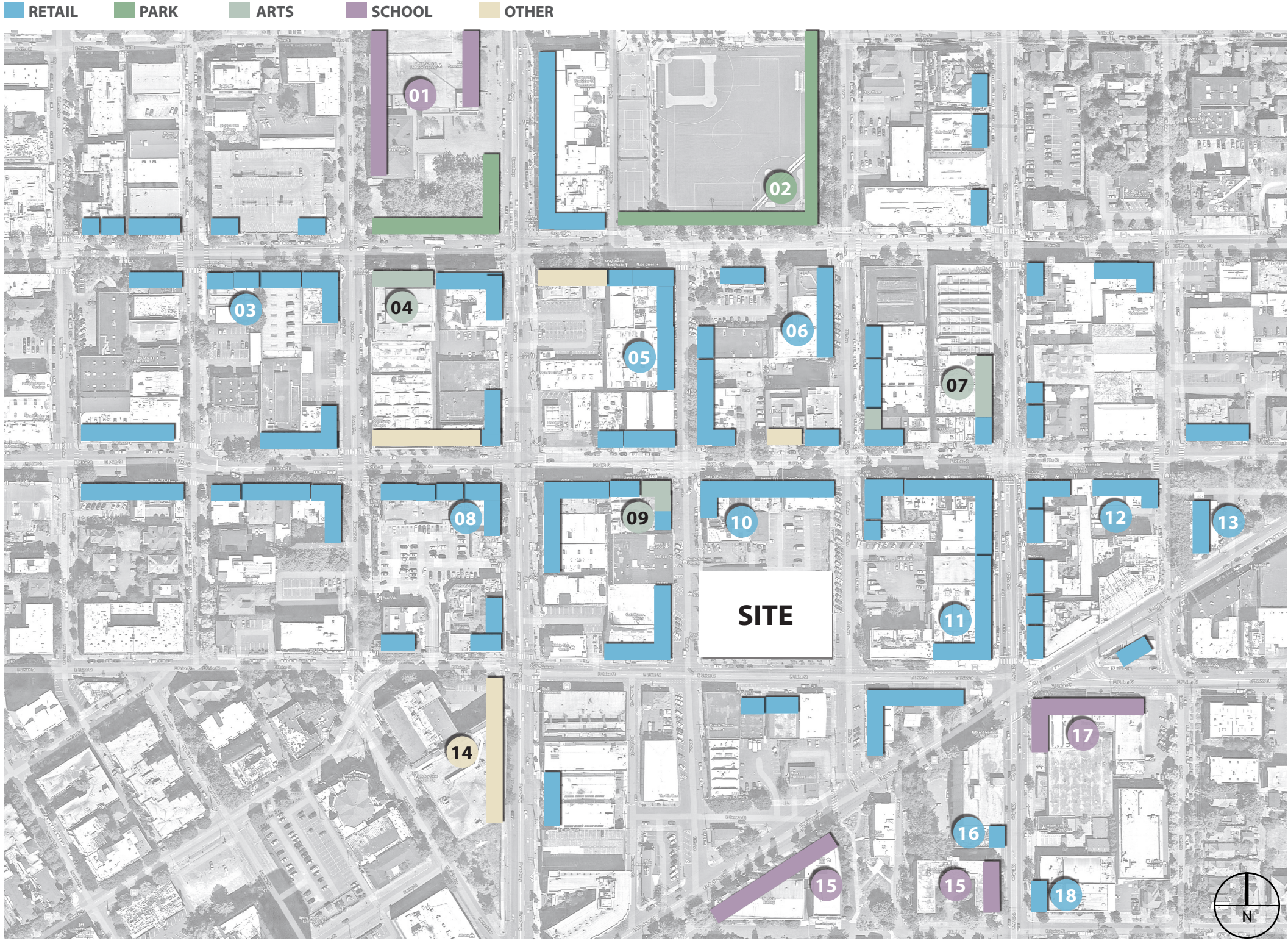
Walking, bicycling, and taking the bus are all excellent alternatives to driving in the Capitol Hill neighborhood. The site is surrounded by bus routes providing direct access to and from Madrona, Madison Valley, Downtown, North Capitol Hill, and the University District.

Bicycle lanes have been placed on the major North-South arterial, 12th, and the major East-West arterial, Pine. In general the neighborhood is extremely bicycle friendly and bicycle use is high.

Just north of Cal Anderson Park is the site of the new light rail station, which connects riders as far south as the Seatac airport, and in the future as far north as Northgate, in the future. Our site is remarkably well located for those who are seeking a car free lifestyle. Our project will treat the street with a sensitivity towards traveling by bicycle, foot, bus, and rail.



SITE CONTEXT: PEDESTRIAN FRIENDLY STREET LEVEL USES, A 20 MINUTE LIFESTYLE HUB



- 01 Seattle Central Community College
- 02 Cal Anderson Park
- 03 Linda's Tavern
- 04 Egyptian Theatre
- 05 Elliot Bay Bookstore
- 06 Value Village
- 07 Northwest Film Forum
- 08 QFC / Bartell's
- 09 Neumo's
- 10 Quinn's
- 11 La Spiga
- 12 Elysian Brewing
- 13 Bank Of America
- 14 Medical Office Building
- 15 Seattle University
- 16 Cafe Presse
- 17 Seattle Academy
- 18 Lark

SITE INFORMATION

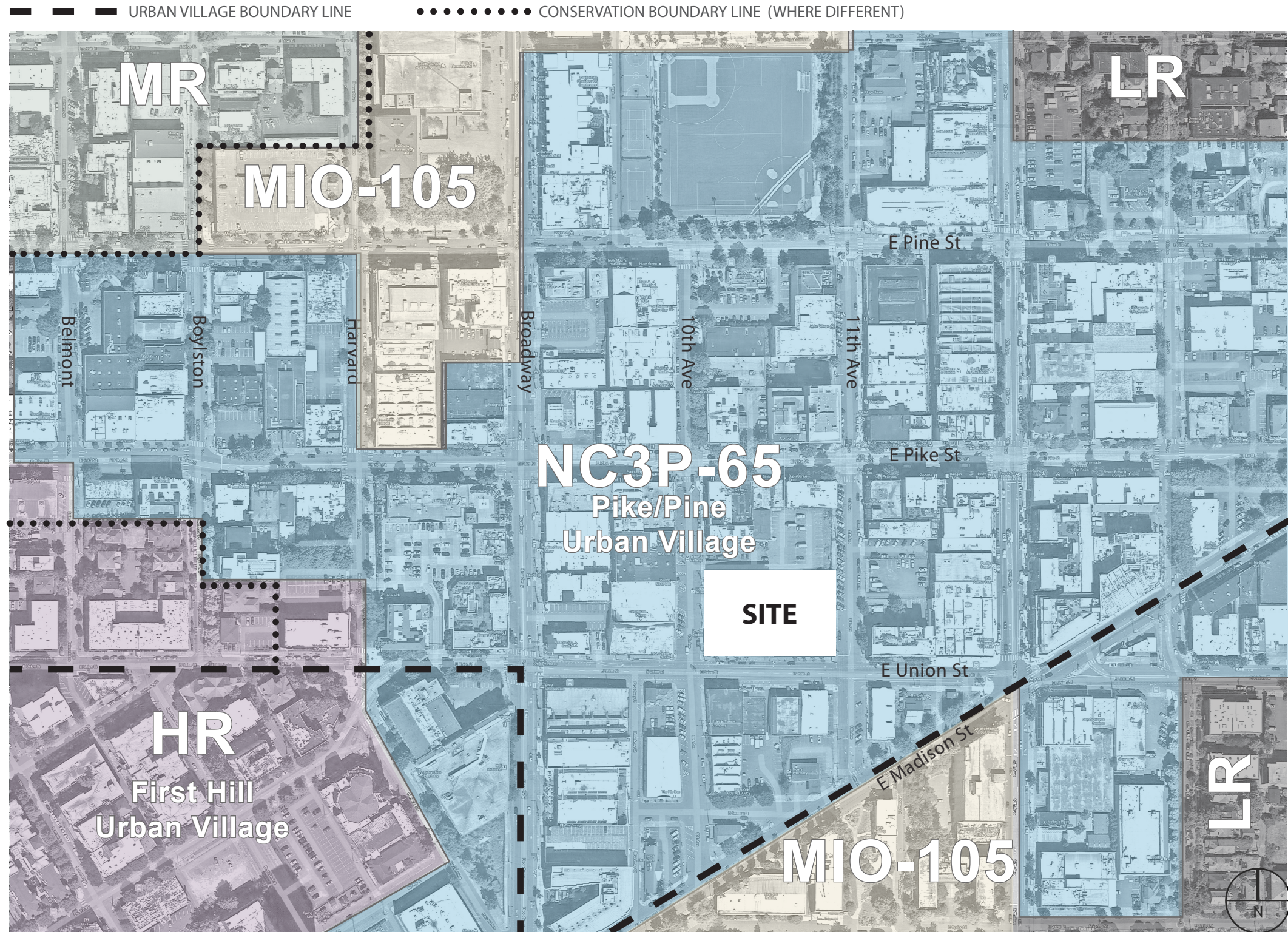
Parcels:
 6003500065, 6003500070, 6003500060,
 6003500055, 6003500150, 6003500140,
 6003500135

Combined Lot Area:
 ~44,029 square feet

ZONING AND OVERLAYS

Base Zoning:
 NC3P-65
 Neighborhood Commercial

Overlay Zoning:
 Pike/Pine Urban Center Village & Conservation
 District



SITE CONTEXT: MIXED-USE ARCHITECTURE



TRACE LOFTS



1111 E PIKE



CHLOE APARTMENTS



BRIX CONDOMINIUMS

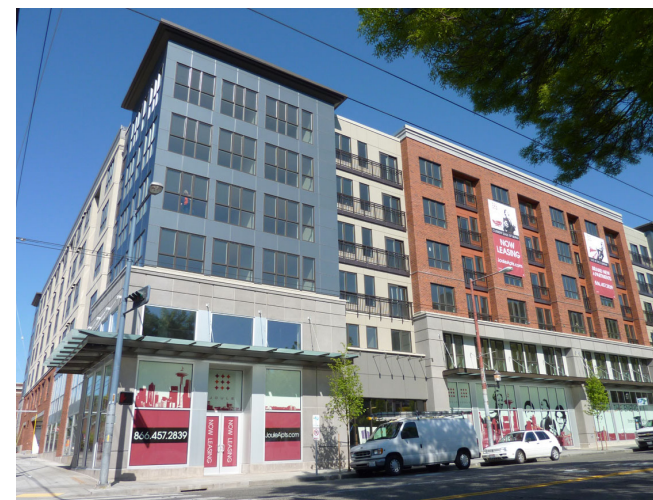
JUXTAPOSITIONS OF OLD AND NEW

Capitol Hill has a healthy stock of classically detailed brick buildings. Structures such as the the Trace Lofts have an architectural character which have allowed for adaptive re-use of the building. However, not all old buildings are suitable for total preservation. The Sunset Electric Building retains only the facade of the character structure, to meet development goals and neighborhood goals for active street-level uses.

New buildings such as 1111 E Pike and Agnes Lofts use bright colors and/or modern materials to add a new character to the neighborhood. Other buildings like the Brix Condominiums use traditional materials and patterns while using modern proportions and modulation.



SUNSET ELECTRIC BUILDING

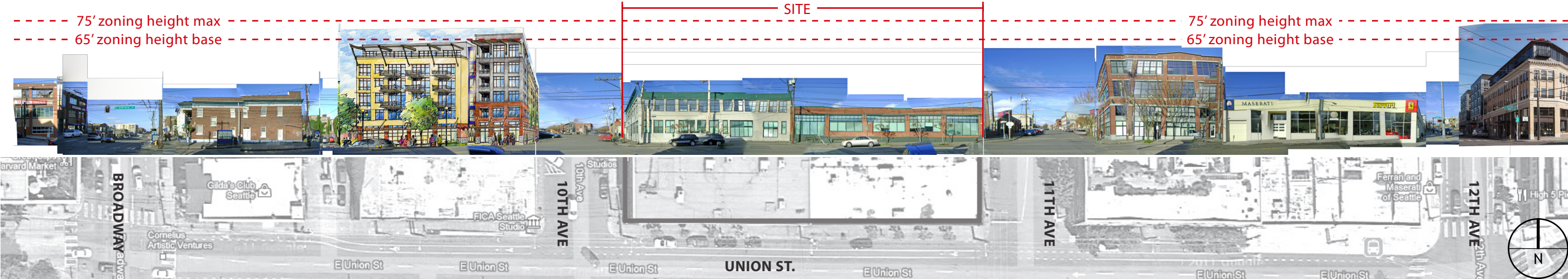


JOULE APARTMENTS



AGNES LOFTS

SITE CONTEXT: STREET LEVEL VIEWS



UNION STREET ELEVATION FACING NORTH, BROADWAY - 12TH AVE

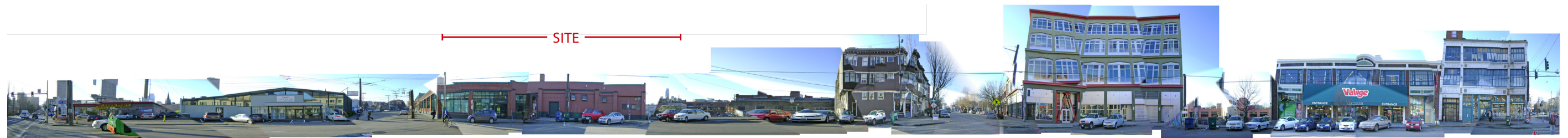


UNION STREET ELEVATION FACING SOUTH, BROADWAY - 12TH AVE

SITE CONTEXT: STREET LEVEL VIEWS



10TH AVE ELEVATION FACING EAST, PINE - MADISON



11TH AVE ELEVATION FACING WEST, PINE - MADISON

SITE: EXISTING BUILDINGS



#03 - 1406 10TH AVE

This two story building was built in 1915 and is currently offices and event space. The building has had extensive changes to windows and cladding since it's original construction. The high 1st floor and its windows makes the building incompatible with street-level retail use requirements, because of the height above the sidewalk. A conservation strategy study conducted by the city in 2006 did not mark this building as being desirable for retention.



#04 - MADISON PARK GROUP

Originally called "Engler Car Repair." This one-story building was built in 1920, with moderate changes made to the windows. A conservation strategy study conducted by the city in 2006 marked this building as being desirable for retention. **We believe preserving the facade of this building and modifying it for street-level retail uses would add to the character of the neighborhood and break down the massing for a more pedestrian friendly experience. Incentives allowed by the overlay district make this preservation feasible.** Wherever reasonable and desirable, we intend to incorporate the wood beams and other recoverable materials from this structure into our new building.



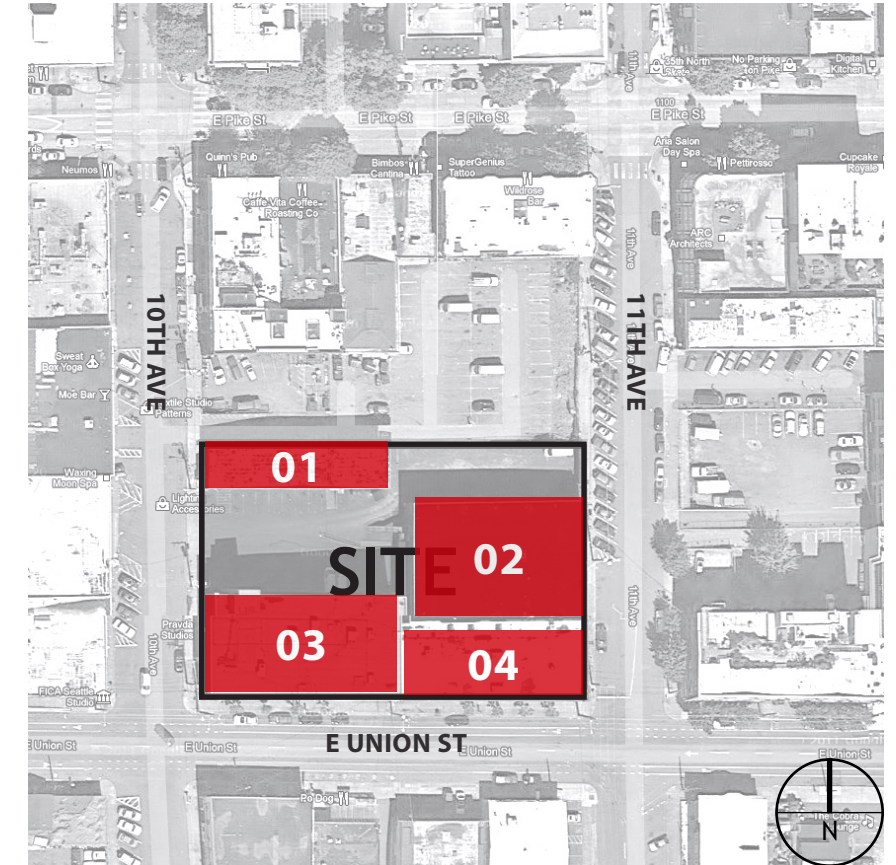
#01 - UNION GARAGE

This garage, built in 1913, has had extensive changes to the original windows and cladding. A conservation strategy study conducted by the city in 2006 did not mark this building as being desirable for retention.

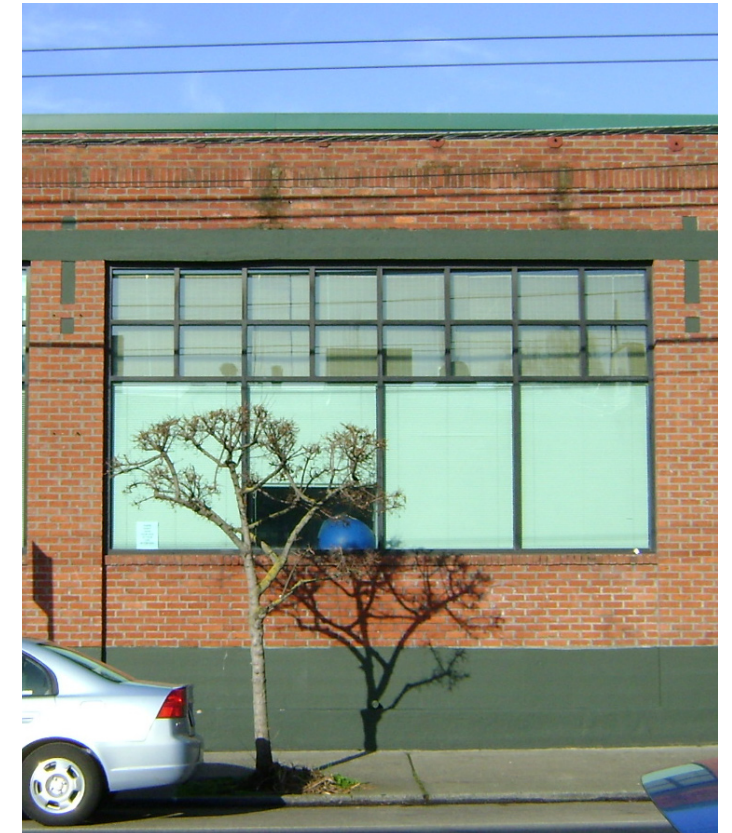


#02 - MADISON PARK GROUP (2)

This building, built in 1920, has had extensive changes to the windows and moderate changes to the cladding. A conservation strategy study conducted by the city in 2006 did not mark this building as being desirable for retention.



SITE: CONSERVATION STRATEGY



MADISON PARK GROUP BUILDING

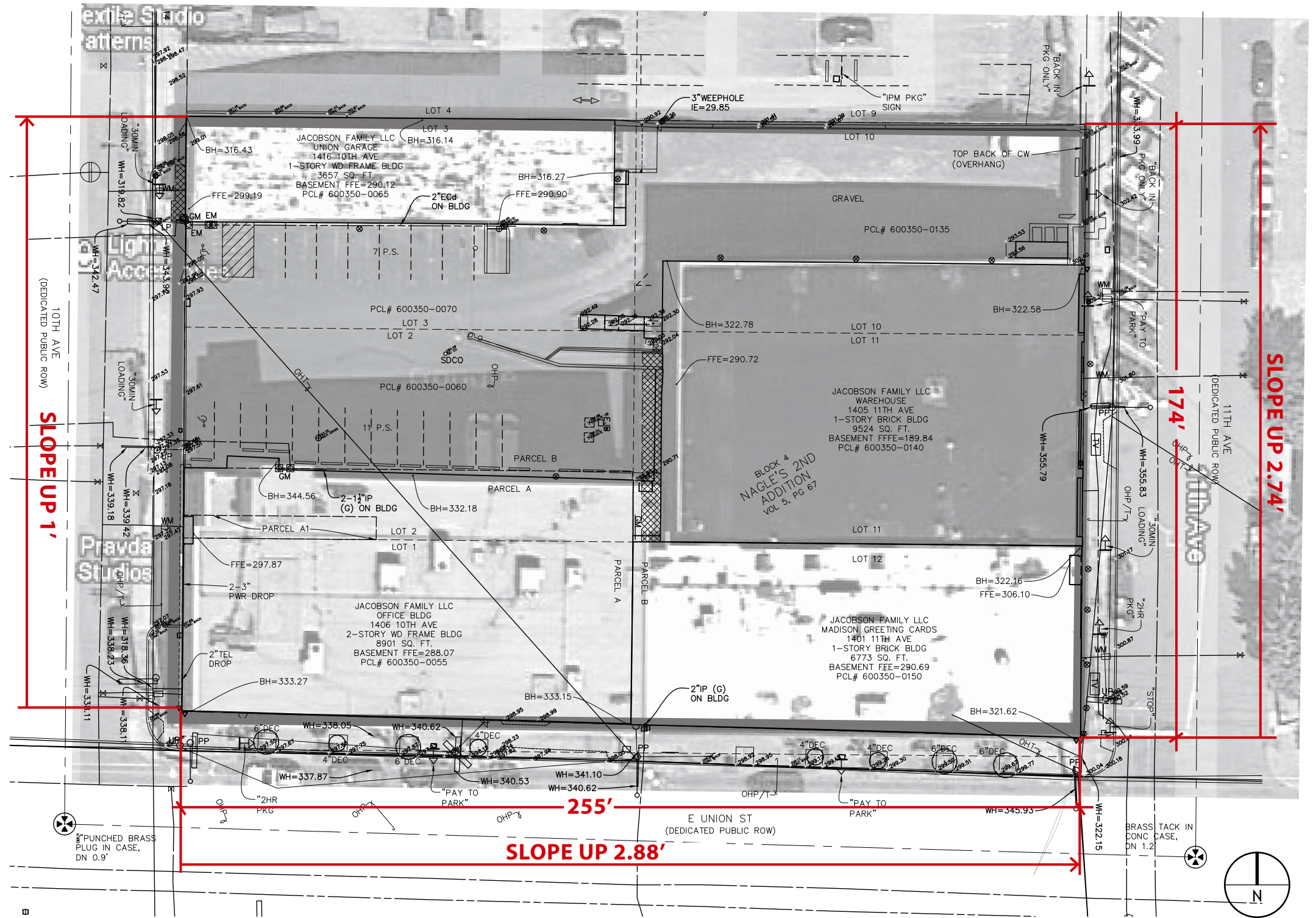
From the beginning of the design on this project, we have wanted to conserve the architectural character of the neighborhood by saving the best elements of our site. We believe in preserving in a way that maximizes the benefit to the neighborhood in general, meets the city's development goals, and serves future residents of our site.

In addition to conservation, other development goals of the Capitol Hill Pike/Pine Urban Village are to build on the network of vibrant street level activities, and create more urban housing. Our response is to conserve the Madison Park building, which meets these criteria:

1. Has significant architectural appeal
2. Has retained original architectural character for preservation
3. Is compatible with future vibrant street uses
4. Is compatible with urban housing density goals

These criteria weigh the desires of preservationists, the city, the neighborhood, and future residents who want to live in Capitol Hill. By these measures, we believe only the Madison Park Group Building on the SE corner of the site is desirable and feasible for conservation. The development bonuses received makes the conservation feasible. The other brick buildings on the site have undergone significant modification, lack the finer detailing and architectural character of the corner building, and are not compatible with creating vibrant and active street level uses which would extend the pedestrian network in the neighborhood.

Saving the Madison Park Group Building's facade is viable and desirable architectural solution for meeting the neighborhood's architectural conservation goals.



SITE AREA

Site contains 44,029 sf. and is bordered on three sides by public ROW: E Union St, 10th Ave, and 11th Ave.

TOPOGRAPHY

The low point along the property line is 297.57' at the SW corner. The high point is at the NE corner, at 303.19'. The site dips to 287' near the center of the site in a parking lot.

TREE SURVEY

There are several sub 6" caliper street trees along the Union St frontage that have been aggressively pruned. There are no trees within the property line.

EXISTING BUILDINGS

There are four buildings on the site, as summarized in the facing page.

PIKE/PINE CONSERVATION OVERLAY DISTRICT

PURPOSE AND INTENT OF THE OVERLAY DISTRICT

To preserve and enhance the balance of residential and commercial uses, by encouraging residential development and discouraging large, single-purpose commercial development. In addition, a purpose of this chapter is to promote the conservation of Pike/Pine's existing historic character by limiting new development to a scale that is compatible with the established development pattern, accommodating arts facilities and small businesses at street level, and encouraging the retention of the existing structures and their architectural features that establish the District's architectural character; generally, those structures that have been in existence for 75 years or more ("character structures") and are related to the area's early history as Seattle's original "auto row".

SIGNIFICANT DEVELOPMENT STANDARDS FOR THIS PROJECT

1. SPACE FOR SMALL COMMERCIAL USES

All new structures that include more than 5,000 square feet of commercial uses at street level, excluding the floor area of performing arts theaters, arts facilities, and parking and access, shall include commercial space(s) at street level for small, individual business establishments that average 2,000 square feet or less in size.

2. FLOOR SIZE LIMIT

On lots greater than 15,000 square feet in size, the maximum gross floor area of any single story above 35 feet in height is 15,000 square feet without a bonus.

3. 40' SEPARATION

On a lot with more than one structure that exceeds 35 feet in height, or more than one portion of the same structure exceeds 35 feet in height, the floor size limit shall apply to each portion above 35 feet in height. A minimum separation of 40 feet is required at all points between separate portions of a structure above 35 feet in height on the same lot, except that separation between a new structure and an existing structure located on the same lot is not required.

BONUSES WE QUALIFY FOR IN THE DESIGN OF THIS PROJECT

All of the bonuses applied for in the design of this project relate to the retention of the structure in the SE corner of the site, which we are electing to preserve as a character structure.

1. FLOOR SIZE LIMIT

Retaining character structures on a lot. A 25 percent increase in the floor size limit above 35 feet in height is permitted for projects that incorporate a character structure on the same lot, either as a whole structure or as a portion of a structure.

2. FLOOR AREA ABOVE THE CHARACTER STRUCTURE

For a project that retains the whole of a character structure on the lot, any floor area above 35 feet in height within the character structure, whether connected to a new structure or not, is not included in the calculation of the floor area subject to the limit on floor size.

3. HEIGHT EXCEPTION

In zones with a mapped height limit of 65 feet, or with a 40 foot mapped height limit with provisions allowing for additional height up to 65 feet pursuant to subsection 23.47A.012.A, the Director may permit the height of a structure to exceed the height limit of the zone by 10 feet.

4. FLOOR AREA RATIO

Floor area is exempt when a character structure is retained - All floor area in residential use in a development that meets the provisions of 23.73.010.C, provided that development of the lot does not require the removal of a character structure identified on Table A for 23.73.010.



RESPONSE TO PIKE/PINE CONSERVATION OVERLAY DISTRICT DESIGN GUIDELINES



B-1 :: HEIGHT, BULK, SCALE COMPATIBILITY

Address conditions of wide or long structures.

New buildings should, in general, appear similar in height, mass, and scale to other buildings to maintain the area's visual integrity and unique character. Although current zoning permits structures to exceed the prevailing height and width of existing buildings in the area, structures...should be designed so their perceived scale is compatible with the existing neighborhood character.

RESPONSE

Our project benefits from having 40' separations above 35' in two locations along Union and 10th. These cuts break the building from the street view into three different masses, each with a different scale. Each mass can have a different architectural language; although the sum total building is large, the perception of the pedestrian will be of three smaller buildings.



C-3 :: HUMAN SCALE

In order to achieve good human scale, the existing neighborhood context encourages building entrances in proportion with neighboring storefront developments. In addition to the Citywide Design Guidelines, developments should successfully contribute to the vitality of the street level and pedestrian scale relationships to the right-of-way.

RESPONSE

Our project can contain a great deal of retail on all three street facing property lines, including several spaces for small boutique businesses. We want this retail to be desirable and successful. We want our residents and neighbors to interact with each other and create a vibrant street life through a facade that breaks those interactions into individual moments. The building will take design cues from nearby buildings that achieve this through material, scale, and use.



B-6 :: AREAS LACKING WELL-DEFINED CHARACTER

Some areas where the Pike/Pine Conservation Overlay District was expanded during 2009 lack an apparent overriding visual character, or the character may be mixed or changing. When no clear pattern is evident, new development should help define and unify the existing visual context and contribute positively to the Pike/Pine neighborhood character.

RESPONSE

Our site sits outside the perimeter of well-established pedestrian-friendly character in the neighborhood. Our objective is to extend the pattern of human-scaled street level design and create complementary architectural forms. We believe a strong street presence at Union between 10th and 11th will enhance weak pedestrian connections between the Pike/Pine corridor and the Seattle University campus and 12th Ave retail strip.



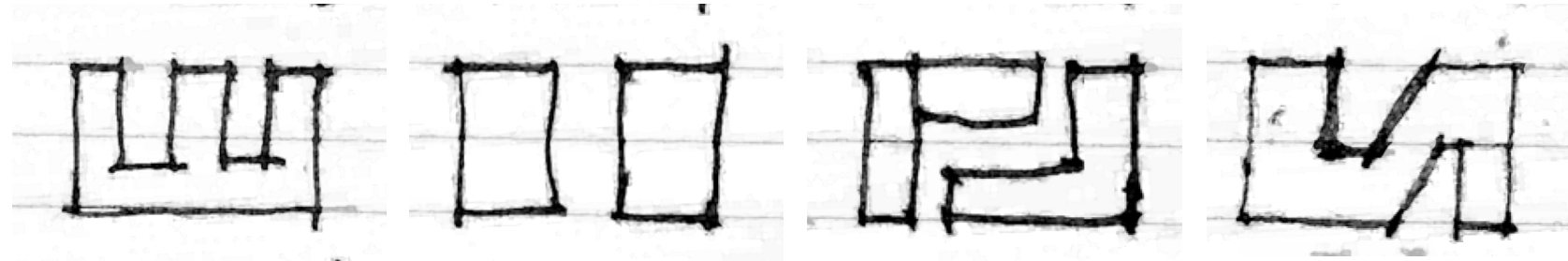
B-3 :: INTEGRATION OF CHARACTER STRUCTURES

...a project can gain height and floor area by retaining a character structure (defined as a structure that is at least 75 years old) on the lot as part of a new development. The Code requires all portions of the new structure above the character structure to set back a minimum of 15 feet from all street facing facades of the character structure, unless the applicant demonstrates that a departure from this standard will result in a better relationship between the new and existing portions of the project.

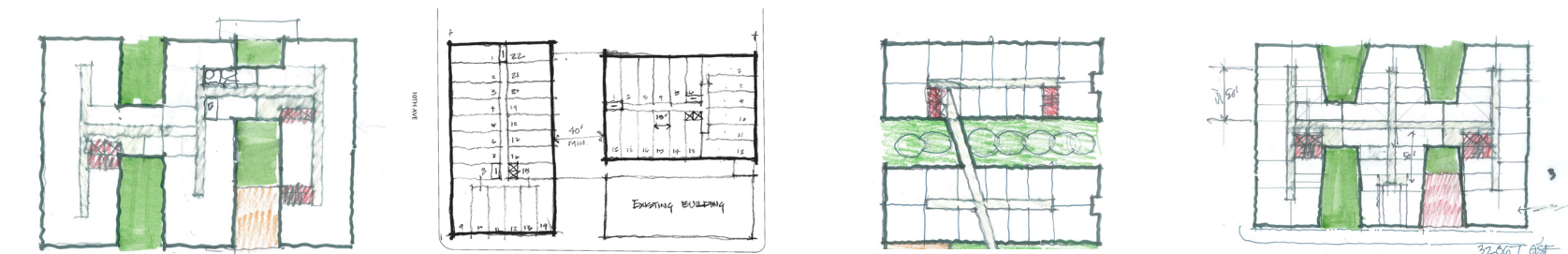
RESPONSE

Our preferred design retains the facade of character structure on the SE corner of the site and mindfully scales the mass of the new building to respect the scale of the original structure and celebrate its history. The new structure will be differentiated from the old by contemporary cladding materials, allowing a complementary but distinct difference between new and old so as not to compete with the old, but highlight it.

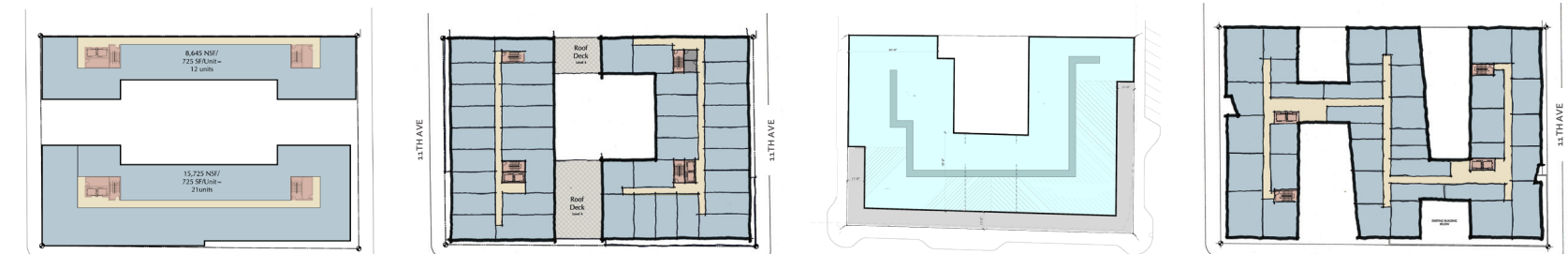
DESIGN PROCESS



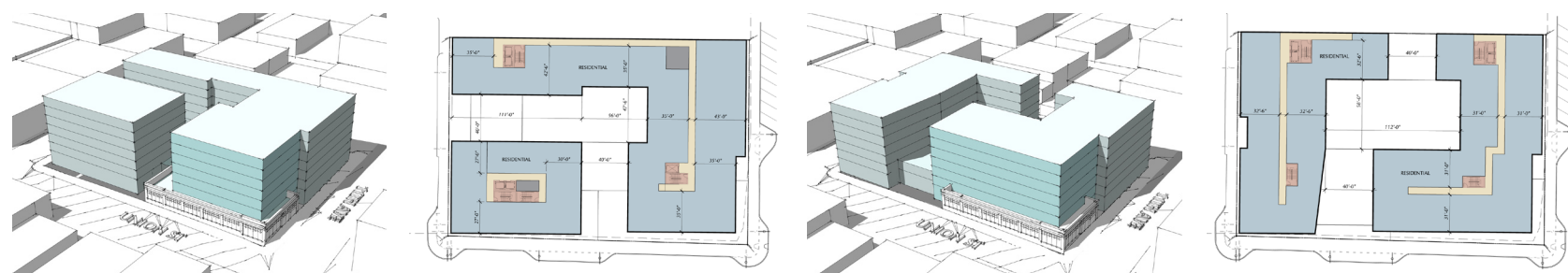
01 02 03 04



05 06 07 08



09 10 11 12



13 14

BASIC FORMS

These sketches represent a small set of the many schemes we explored early in the process. The unique proportions of the site, relative to the proportions required for the optimal housing layout challenged us to imagine how to achieve development goals while taking into consideration the needs of the neighborhood. Some qualities of scheme 03 remain present in our final massing.

SCHEMES THAT MIGHT WORK

Some schemes survived longer than others and we explored the challenges of creating good architecture, great units, meeting development goals, and also respecting the neighborhood and character structure. Scheme 06 shows that we tried to meet development goals, the city's comprehensive plan density goals, and leave the character structure in whole, but the units are simply not habitable.

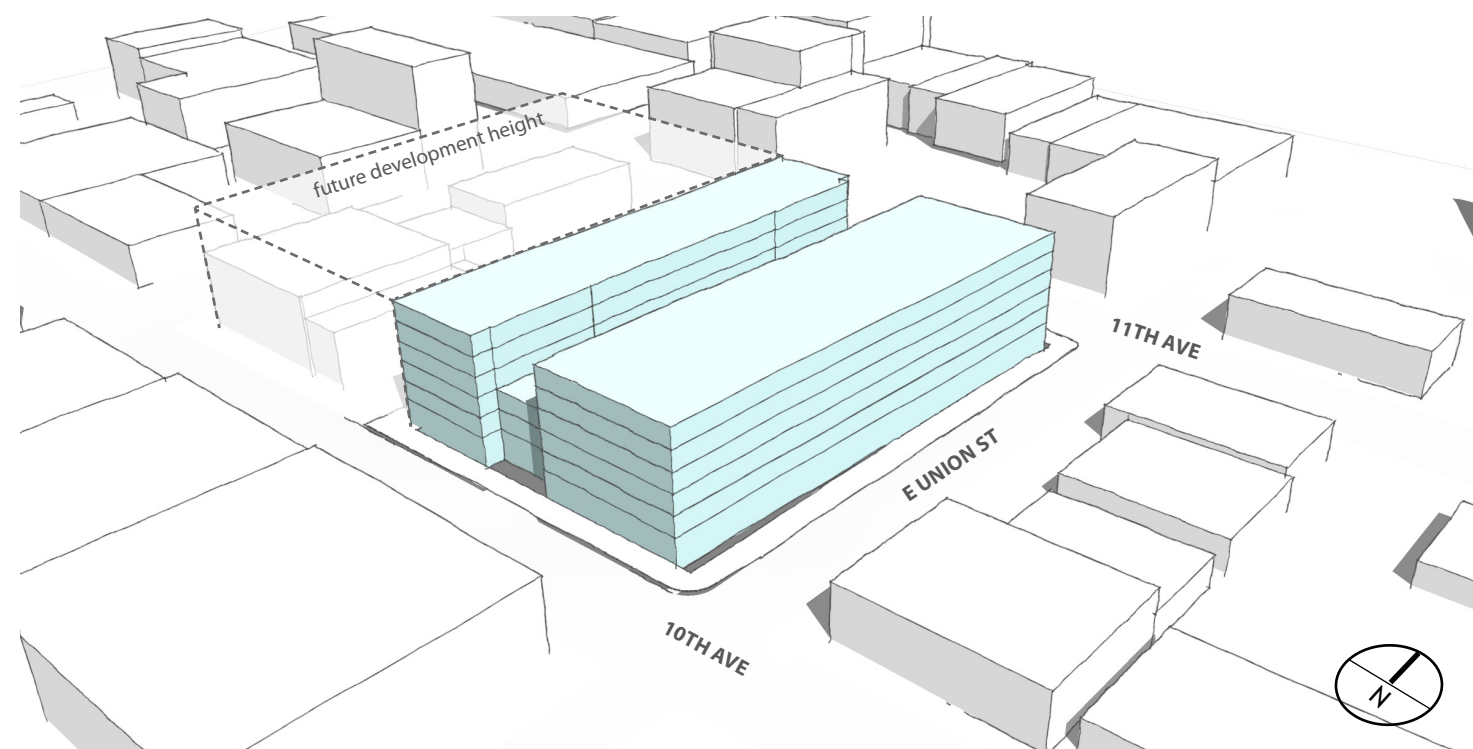
MASSING AND FURTHER DEVELOPMENT

We began looking at specific schemes in plan, section, and 3D massing to better understand what the impact of our design would be. Scheme 11 preserves three buildings on site, but the street facades are long and unforgiving; the units are deep and undesirable, and the building does not open well to the street. Scheme 10 begins to relieve the streetfront massing and produce more desirable units.

HOW YOU CUT THE DONUT

Schemes 11 and 12 are variations on the theme of scheme 03- a donut plan above 35' is sliced in two locations to adhere zoning code and design guidelines. These schemes produce the best units, the proper density, and the greatest potential for articulation that would help the building sit gracefully in the neighborhood.

OPTION A



SCHEME SUMMARY

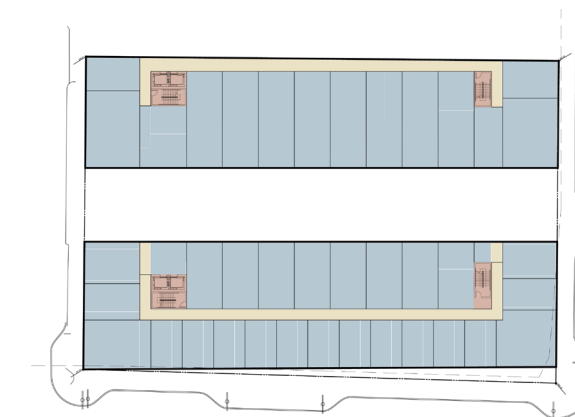
Gross Area	312,432 sf
Number of Units	252
FAR	4.27
Height to Roof Structure	65'
Departures	No
Character Structure Retained	No

DESCRIPTION

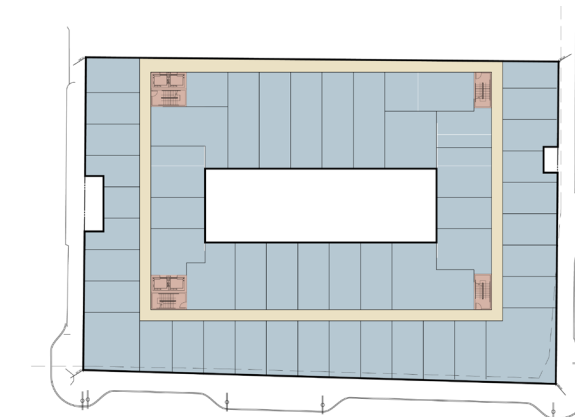
Option A shows what is possible with a code compliant scheme that meets the density goals of the city and the developer, but does not preserve neighborhood character structures or take development bonuses. A requirement of a 40' separation requirement above 35' cuts the typical donut scheme into two East-West towers.

Pros
 Reduced mass on 10th and 11th
 Code compliant
 Simple layout

Cons
 Long Union St. facade
 No historic character
 Very deep residential units



UPPER FLOOR PLAN

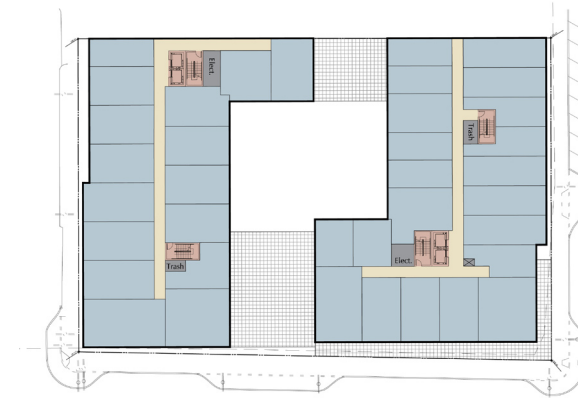
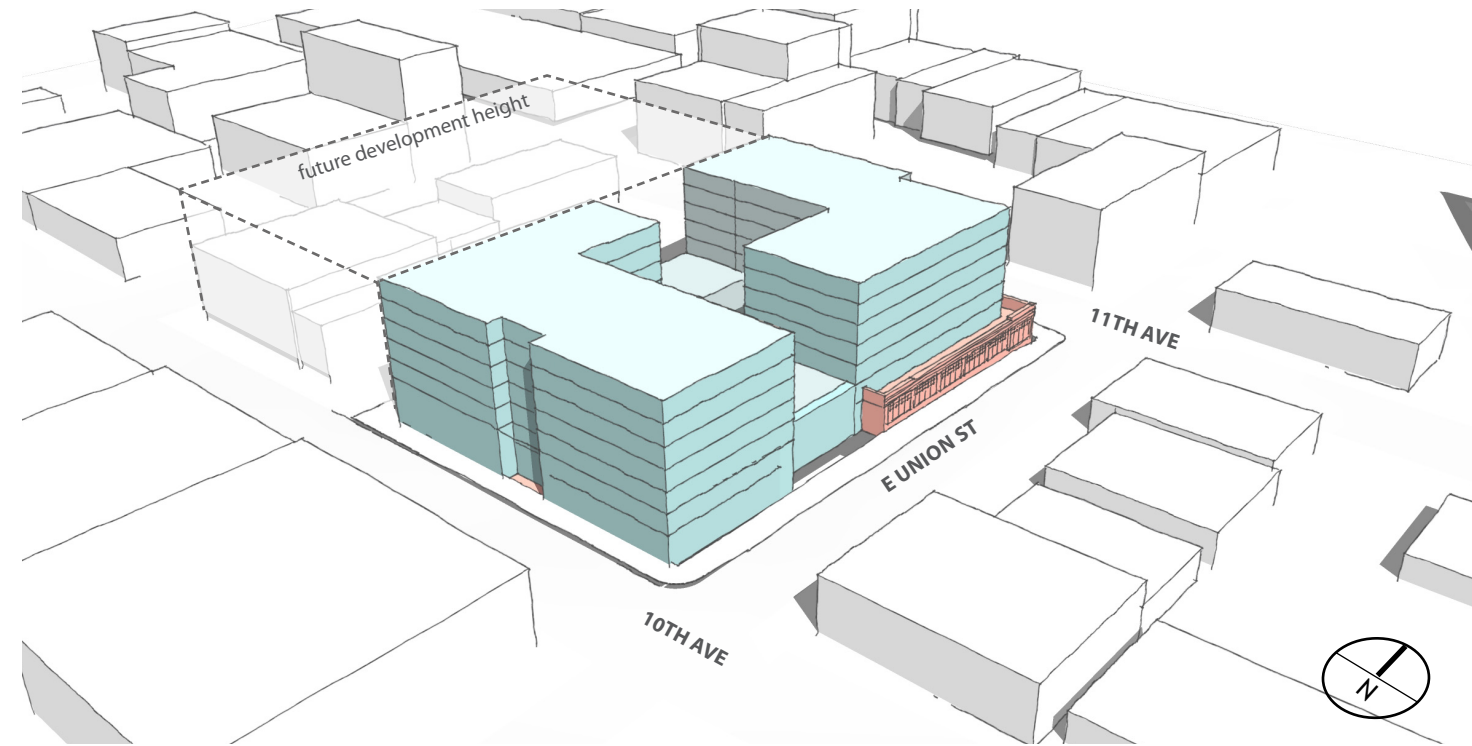


PODIUM LEVEL PLAN

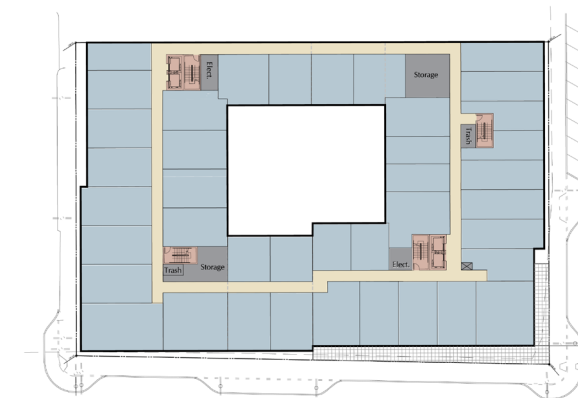


GROUND FLOOR PLAN

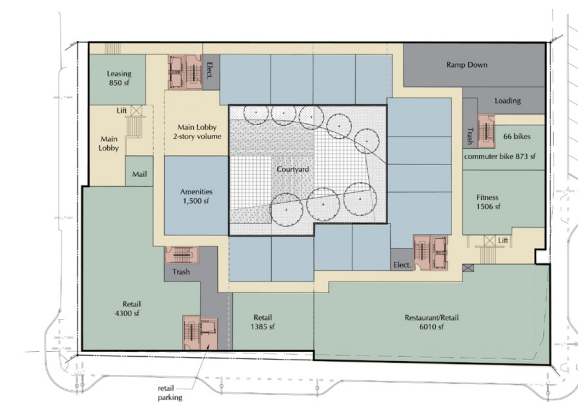
OPTION B



UPPER FLOOR PLAN



PODIUM LEVEL PLAN



GROUND FLOOR PLAN

SCHEME SUMMARY

Gross Area	330,600 sf
Number of Units	252
FAR	4.75
Height to Roof Structure	75'
Character Structure Retained	Yes
Departures	
15' setback from character structure facade req'd	8'-10' setback requested
Development Bonuses	
floor size limit	p14, #1
floor size above char struc	p14, #2
height exception	p14, #3
floor area ratio exemption	p14, #4

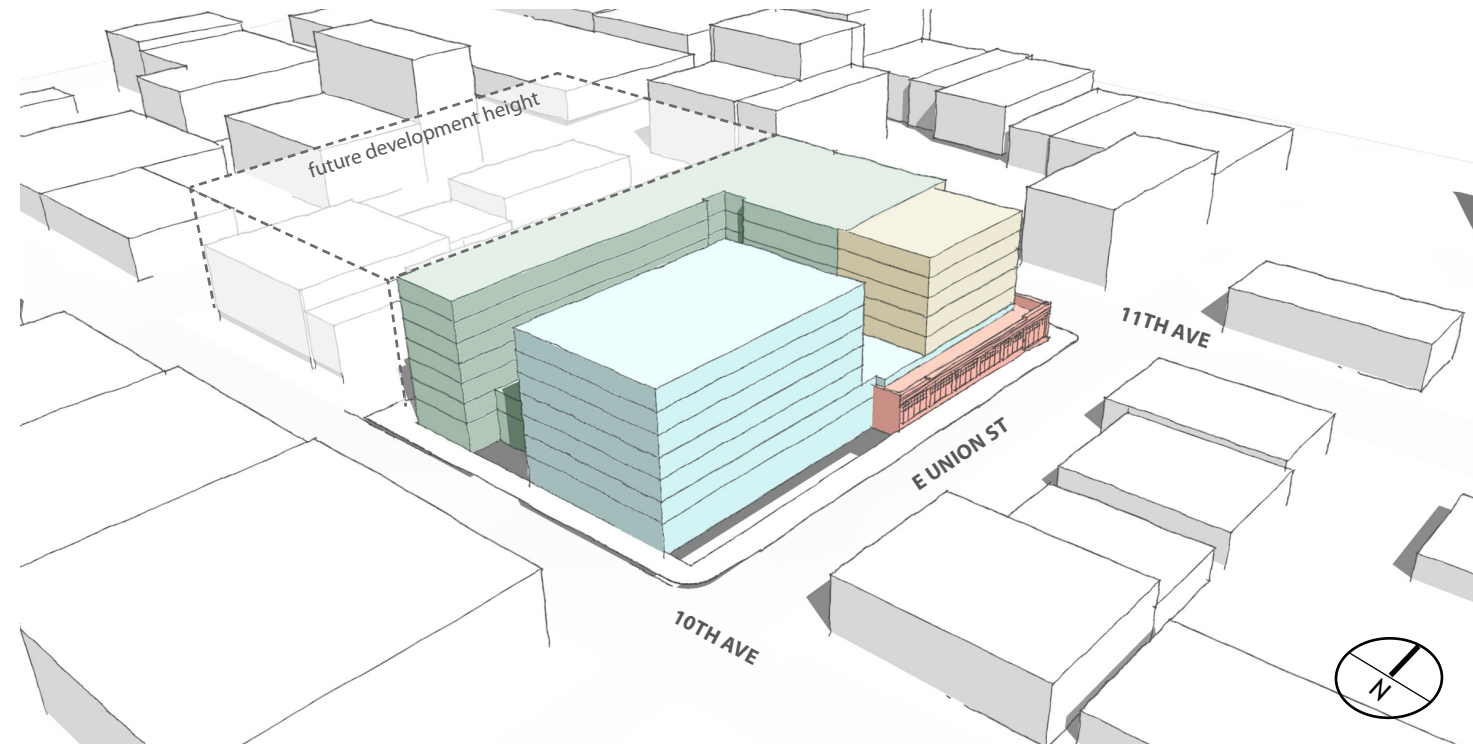
DESCRIPTION

Option B creates an internal courtyard with openings to the North and South. Two similarly sized and arranged masses flank the courtyard above 35'. The character structure is retained, although the mass above it is significant.

Pros
 Union St elevation well separated
 Large courtyard space
 Balanced massing
 north wall massing broken down w/ separation

Cons
 No special treatment of 10th Ave
 Both masses are larger
 Little sunlight into courtyard
 North units and north wall cut will be compromised by future development along north property line
 Response to character structure

OPTION C | PREFERRED



SCHEME SUMMARY

Gross Area	330,600 sf
Number of Units	252
FAR	4.75
Height to Roof Structure	75'
Character Structure Retained	Yes
Departures	
15' setback from character structure facade req'd	8'-10' setback requested
Development Bonuses	
floor size limit	p14, #1
floor size above char struc	p14, #2
height exception	p14, #3
floor area ratio exemption	p14, #4

DESCRIPTION

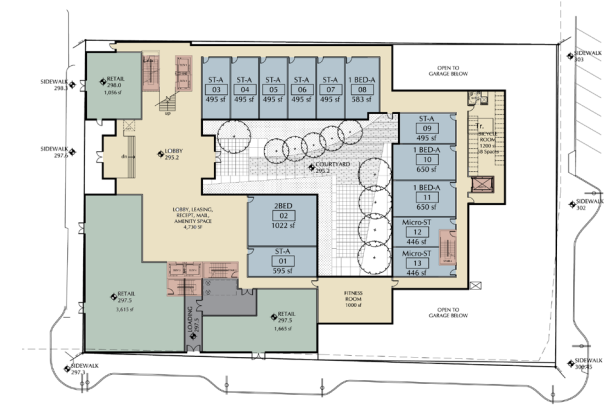
Option C preserves the character structure in the most sensitive way. It opens to Union and 10th to reduce the massing of the building, creating a small floorplate tower on the corner of Union and 10th. The scheme is perceived as three separate masses.

Pros

- South & West light on courtyard
- Reduced mass on Union
- Distinct massing creates 2 separate structures
 - more architectural options
 - appears to be different buildings
- 40' separations open to 10th and Union, better for neighborhood

Cons

- Requires articulation of north wall
- Less efficient gross area to net rentable area than options 1 and 3



LEVEL 1 (10TH AVE)

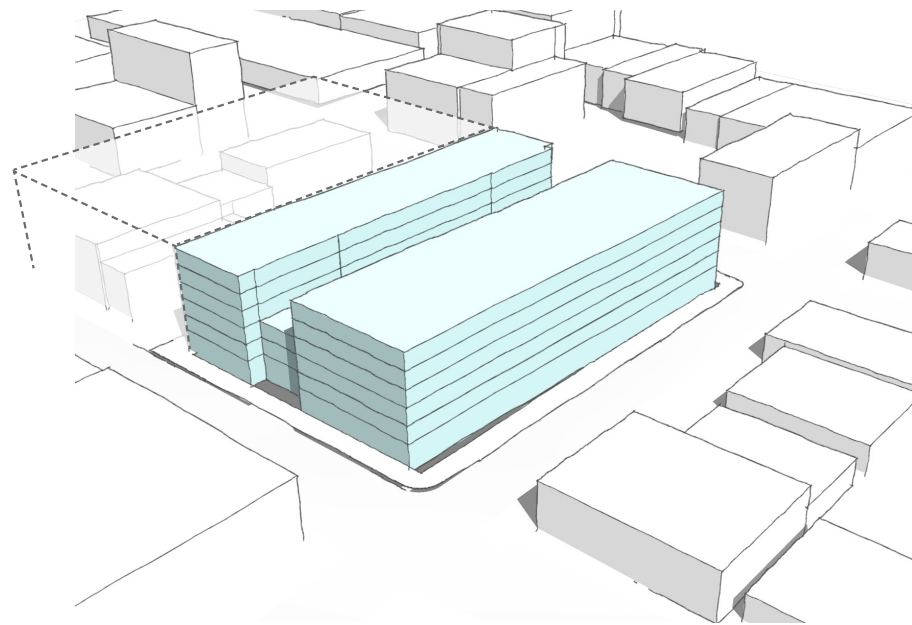


LEVEL 2 (11TH AVE)



TYPICAL FLOOR PLAN

COMPARISON OF MASSING OPTIONS

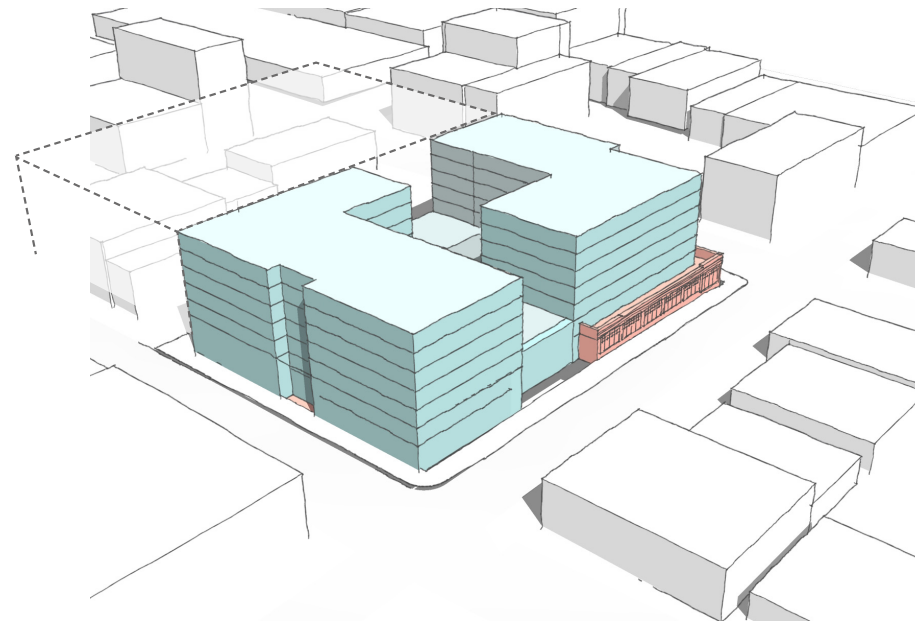


MASSING OPTION A

Option A shows what is possible with a code compliant scheme that meets the density goals of the city and the developer, but does not preserve neighborhood character structures in order to reduce building height. A requirement of a 40' separation requirement above 35' cuts the typical donut scheme into two East-West towers.

- Pros**
- Reduced mass on 10th and 11th
 - Code compliant

- Cons**
- Long Union St. facade
 - No historic character
 - Very deep residential units

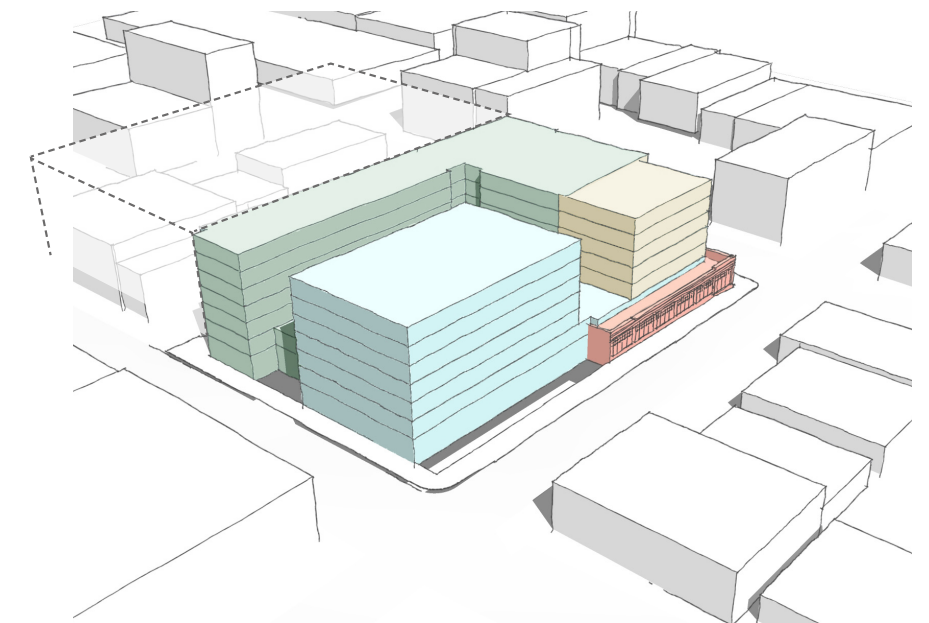


MASSING OPTION B

Option B creates an internal courtyard with openings to the North and South. Two similarly sized and arranged masses flank the courtyard above 35'. The character structure is retained, enhancing neighborhood architectural character.

- Pros**
- Union St elevation well separated
 - Large courtyard space
 - Balanced massing
 - north wall massing broken down w/ separation

- Cons**
- No special treatment of 10th Ave
 - Both masses are larger
 - Little sunlight into courtyard
 - North units and north wall cut will be compromised by future development along north property line

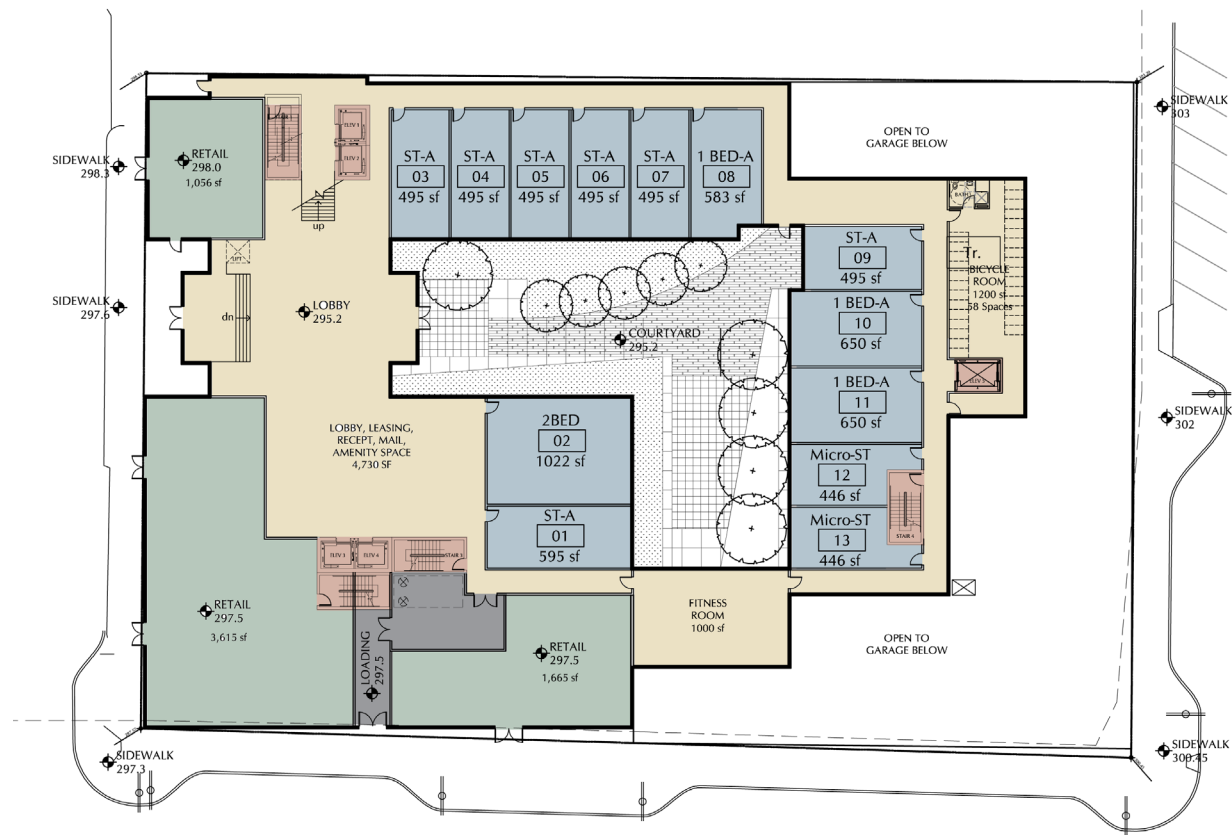


MASSING OPTION C | Preferred

Option C preserves the character structure in the most sensitive way. It opens to Union and 10th to reduce the massing of the building, creating a small floorplate tower on the corner of Union and 10th. The character structure is retained, enhancing neighborhood architectural character.

- Pros**
- South & West light on courtyard
 - Reduced mass on Union
 - Distinct massing creates 2 separate structures
 - more architectural options
 - appears to be different buildings
 - 40' separations open to 10th and Union, whereas separations along north property line could close later

- Cons**
- Requires articulation of long north wall
 - Less efficient gross area to net rentable area than options 1 and 3



LEVEL 1

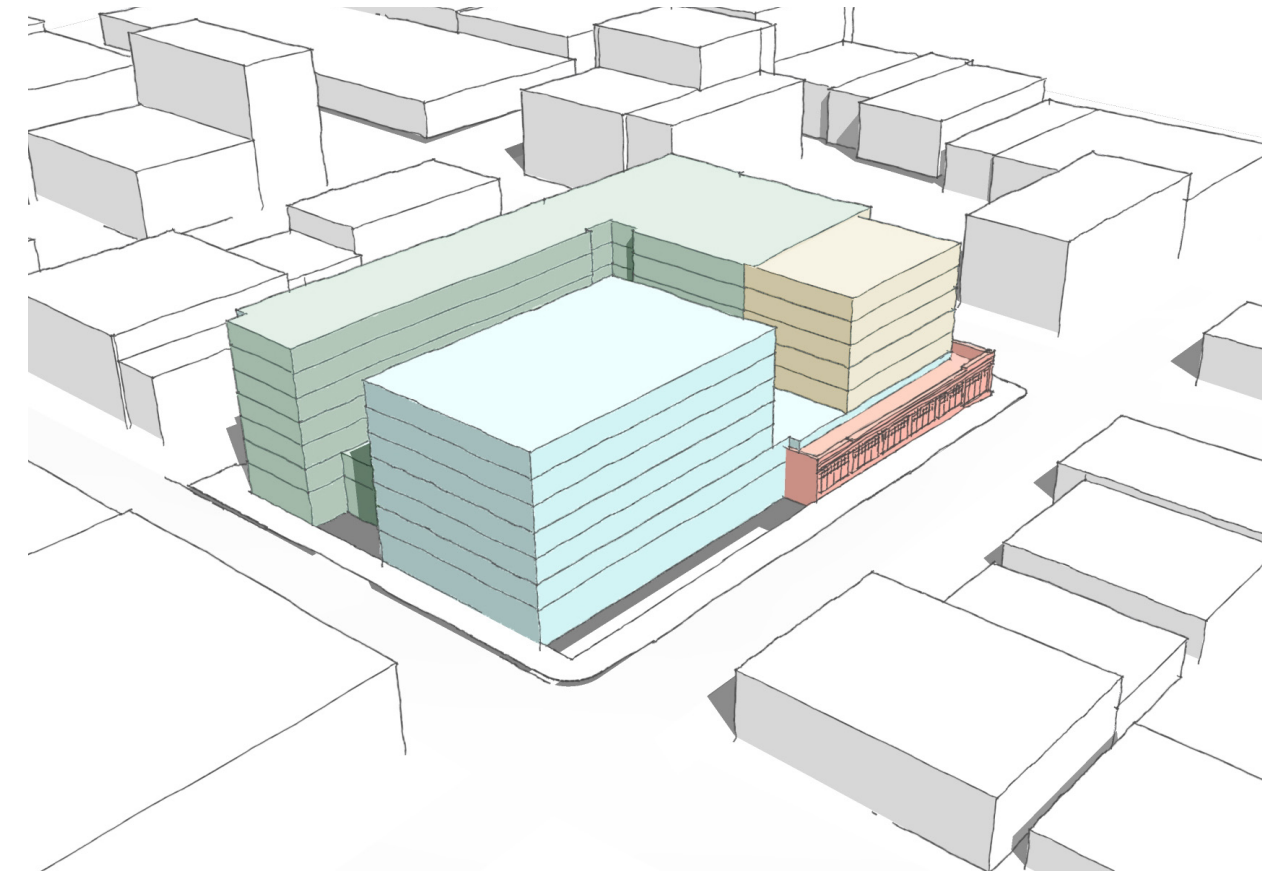


LEVEL 2

OPTION C | Preferred

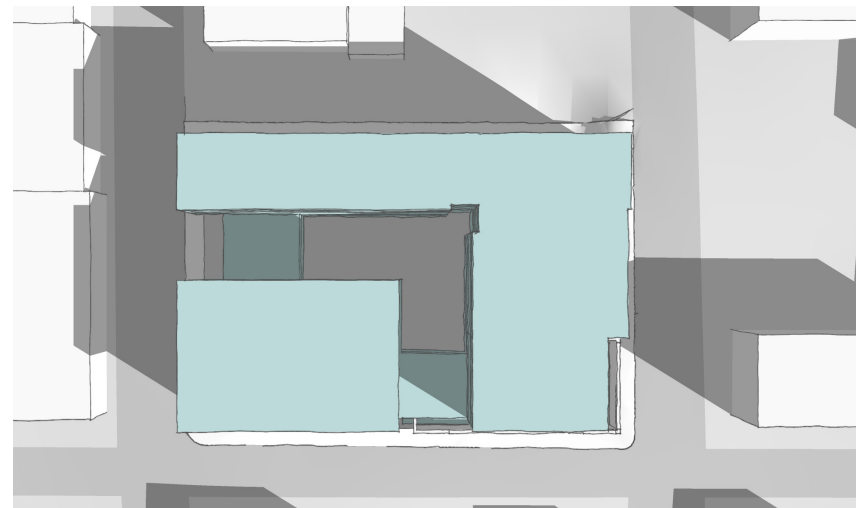


TYPICAL UPPER FLOOR PLAN

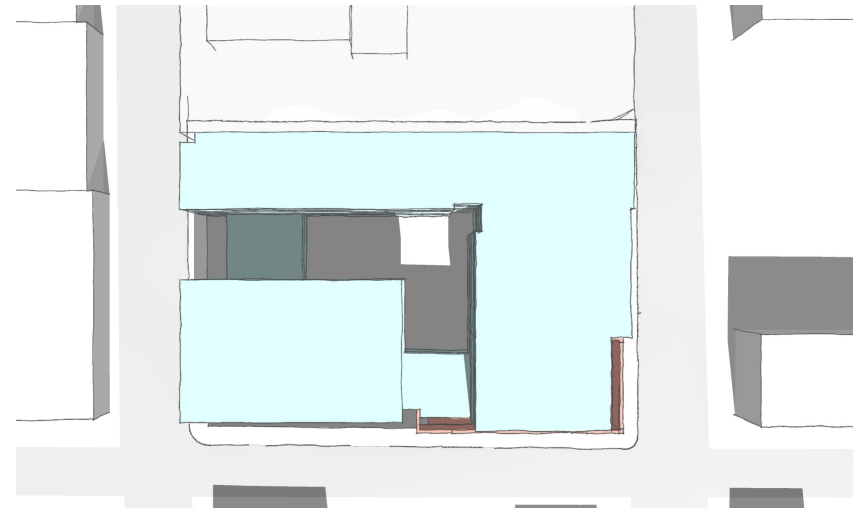


AERIAL VIEW

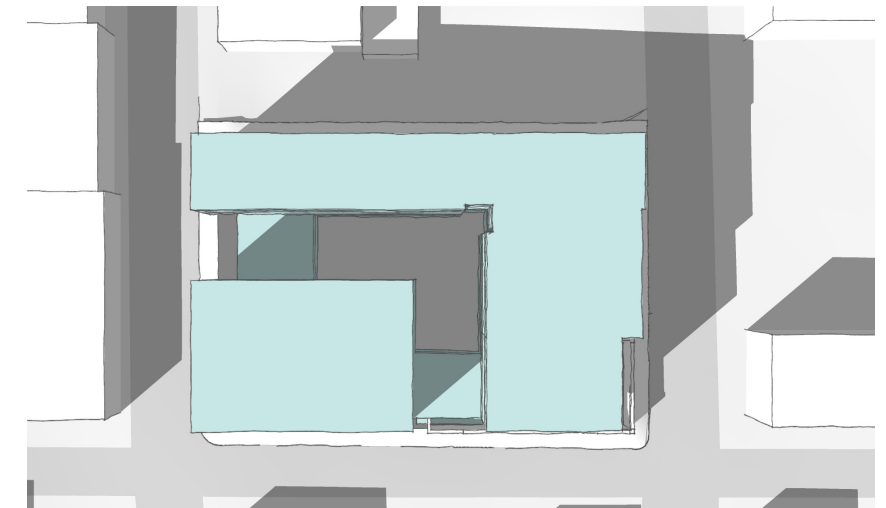
OPTION C SHADOW STUDIES



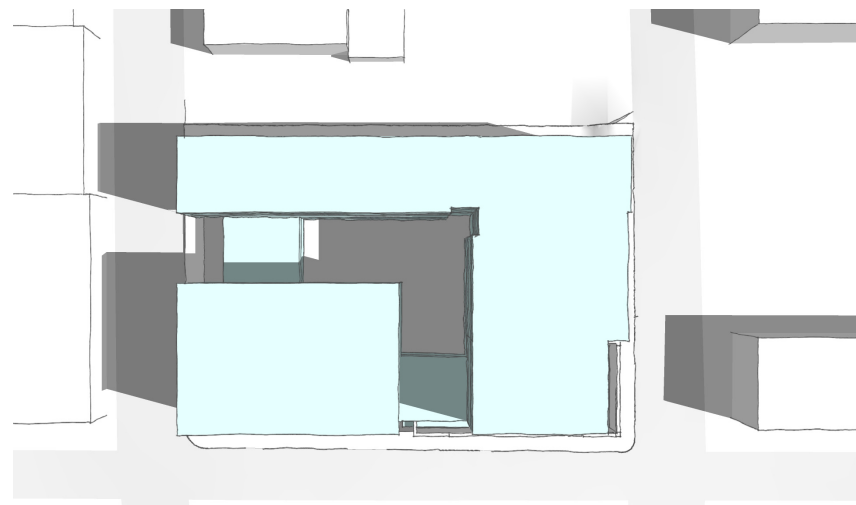
MARCH/SEPTEMBER 21, 9AM



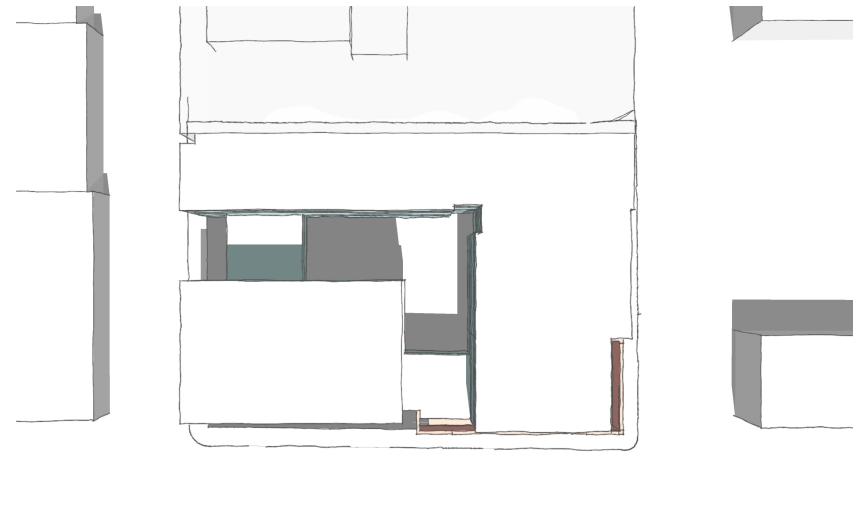
MARCH/SEPT 21, 12PM



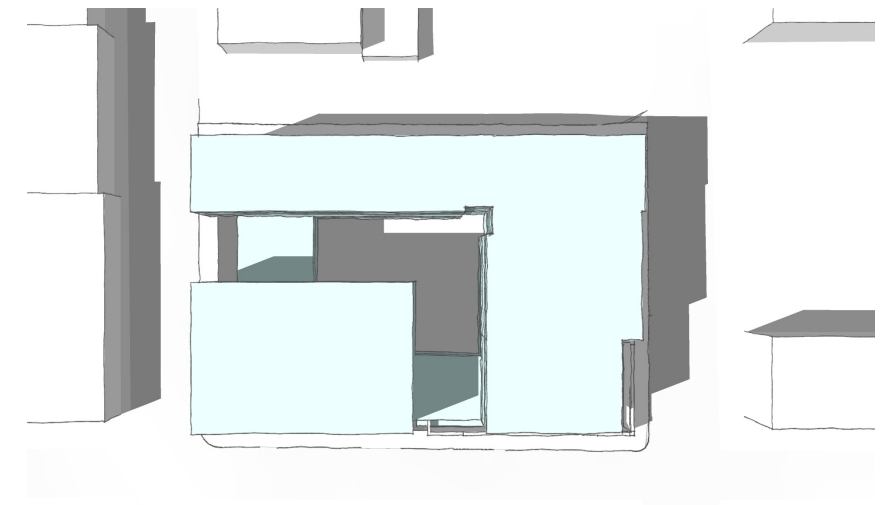
MARCH/SEPTEMBER 21, 3PM



JUNE 21, 9AM

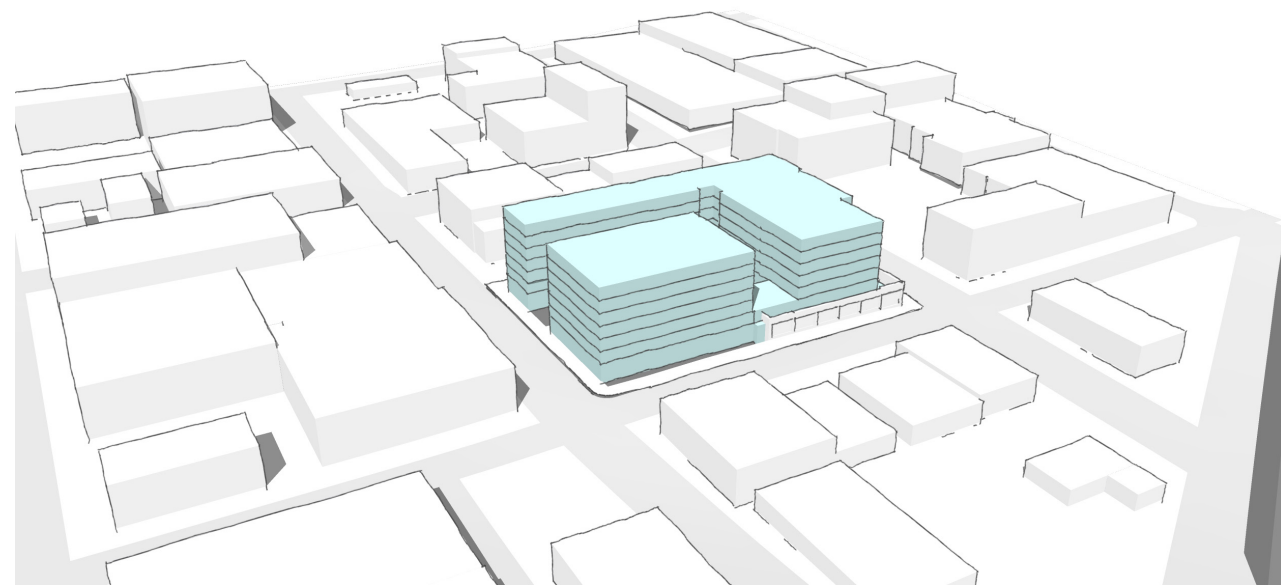


JUNE 21, 12PM

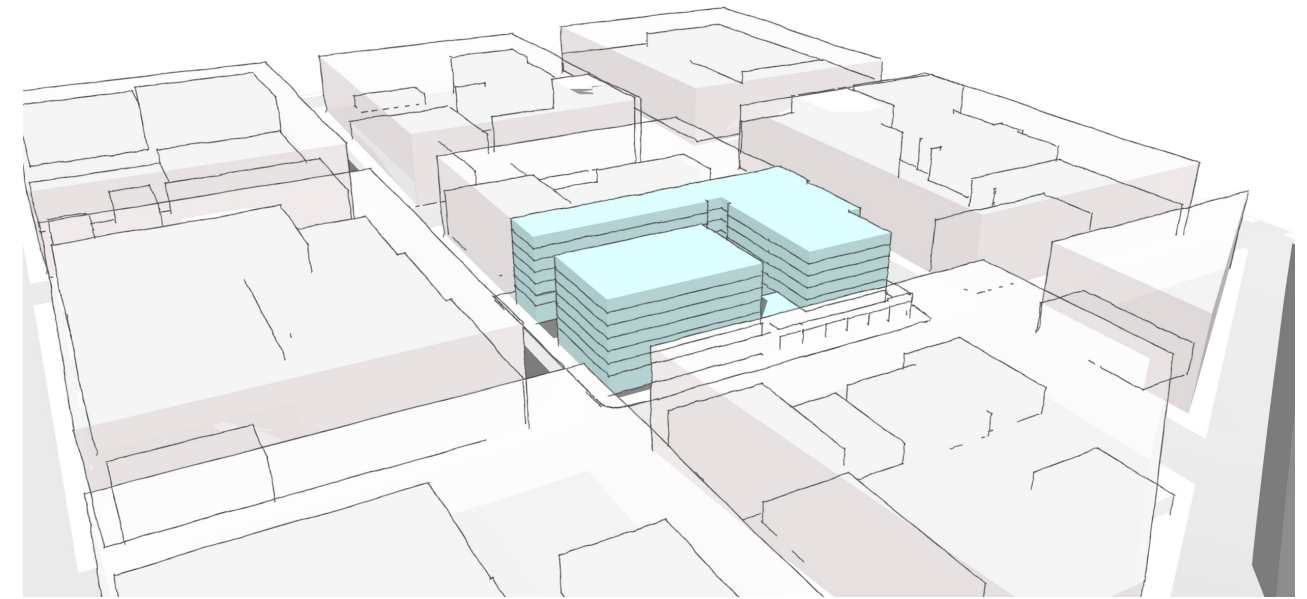


JUNE 21, 3PM

OPTION C DEVELOPMENT AREA

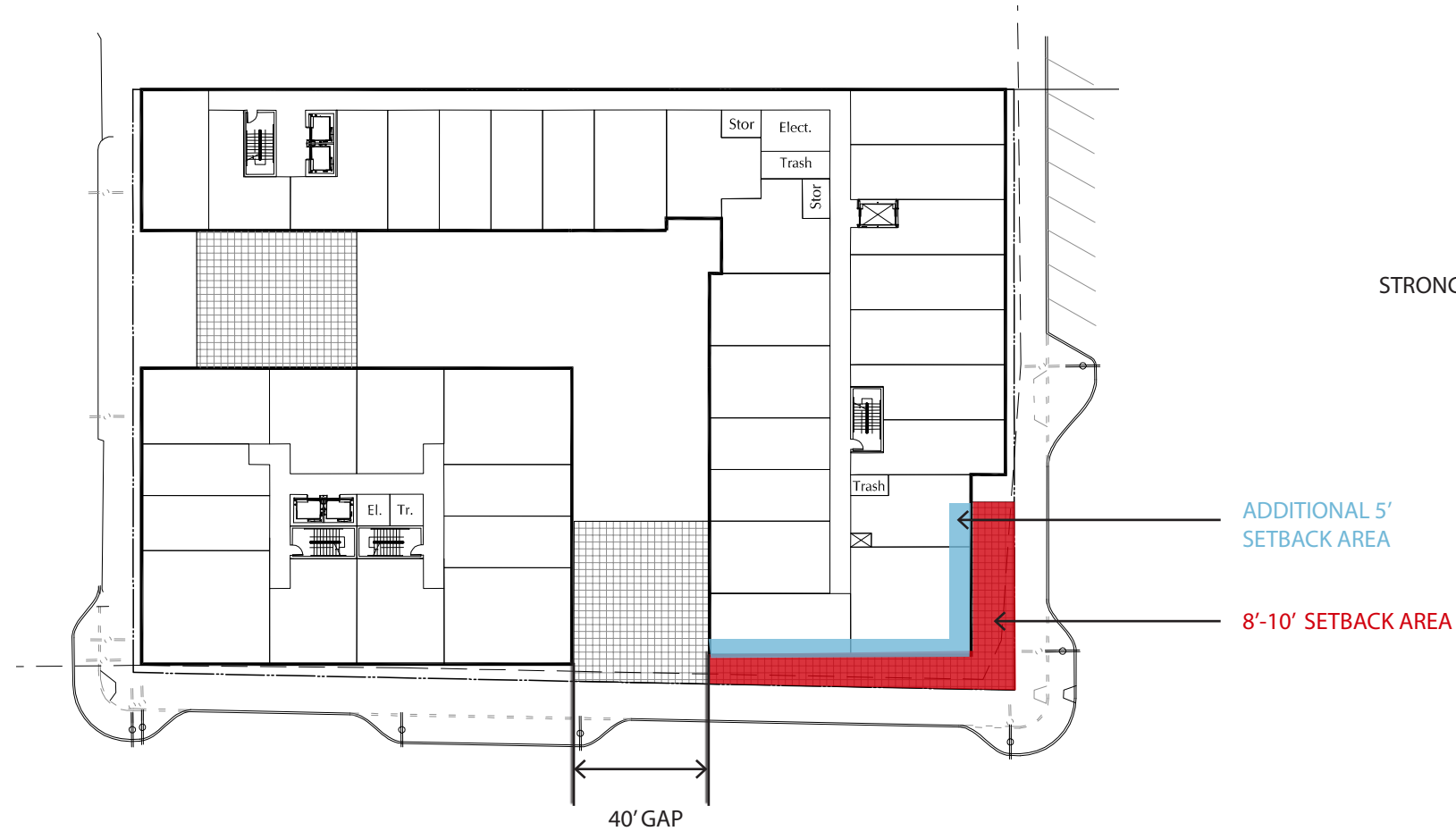


OPTION 2 SHOWING CURRENT DEVELOPMENT



OPTION 2 SHOWING FUTURE DEVELOPMENT POTENTIAL

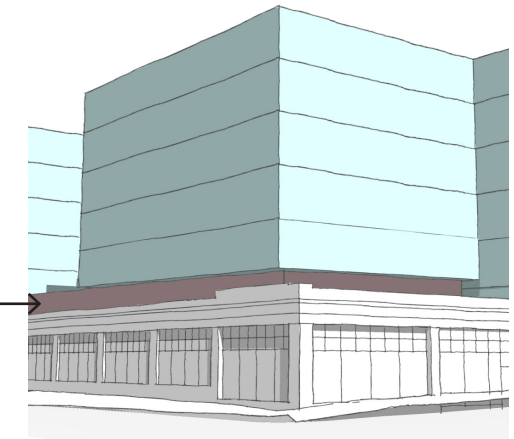
OPTION C POTENTIAL DEPARTURES



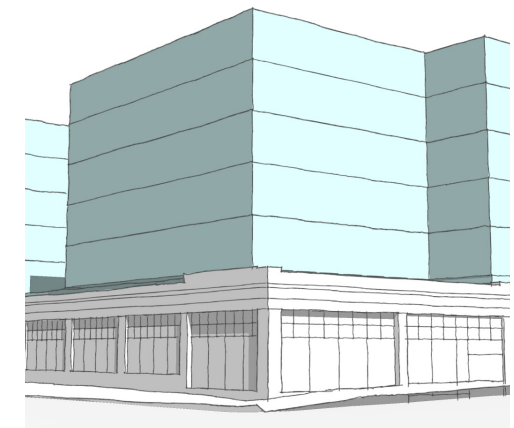
Land use code calls for a 15' setback of new structure from the facade of a character structure being retained. In the case of this character structure, we will be using a contrasting architectural style for the new building above it and believe that the best arrangement is a 10' setback from the facade of the character structure.

This departure would allow us to place a 40' separation over the remaining portion of the existing character structure, giving further deference to the identity of the building.

STRONG SEPARATION



**CORNER W/ 10' SETBACK
PREFERRED DEPARTURE**



**CORNER W/ 15' SETBACK
CODE COMPLIANT**

As seen above, the 10' setback allows the building to pull back further on Level 3 and hover, casting a strong shadow line and creating a distinct separation between old and new when viewed from the street. By contrast, the 15' setback means the pedestrian does not see a distinct separation between the buildings.

ARCHITECTURAL PRECEDENTS



NEW OVER OLD

Where our project intersects with the old character structure, we see opportunities to create contrasting architecture that allows the new building to express itself while honoring the older building by not trying to imitate it.

URBAN LOFTS

With the separations inherent to the project, we also have the possibility of creating a unique “urban loft” building with traditional materials that would fit well into the existing Capitol Hill vernacular.

PROGRESSIVE

As a third typology to engage the neighborhood, especially in the courtyard of the project, we see the possibility of a clean, modern style with simple colors and primitive forms.

ANKROM MOISAN'S MULTIFAMILY WORK



MERCER STUDENT HOUSING

The design for this new 930 bed student housing complex is driven by the idea of creating a new heart for student life in the. The main building runs along the bike path and anchors the project with an active pedestrian edge that features a strong public component



ROLLIN STREET FLATS

The design and construction team collaborated with local artist Leo Saul Berk to salvage structural old-growth fir beams from the warehouse building that was torn down. The overall effect is one of a forest resurrected, tracing the lineage of the site from actual forest to clearcut to building structure.



THE VAUX

The Vaux is a 145-unit market-rate condominium project configured as two 4-story buildings. A lushly landscaped courtyard system separates the two buildings and provides a quality outdoor space for residents.



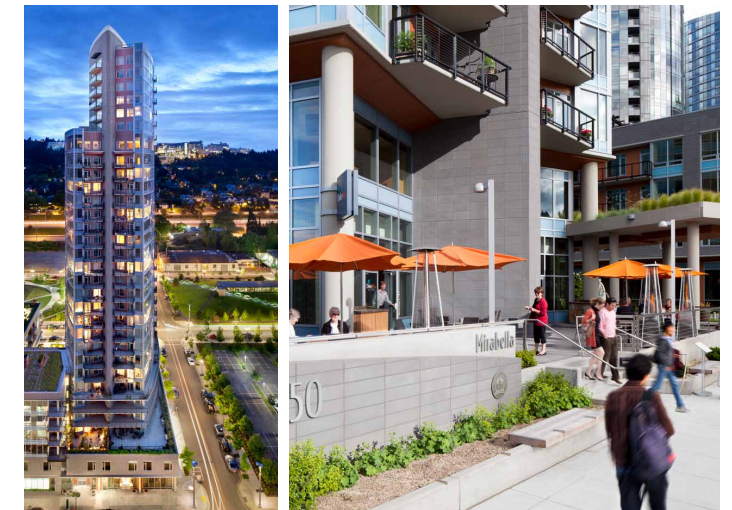
PINE STREET

Corresponding to the vibrant and energetic Capitol Hill neighborhood, the 320 E Pine building includes balconies, retail and office space that enlivens and activates the building.



THE RAMONA

The brick building is designed to provide a quality addition to the neighborhood that fits in with the more historic red brick buildings also along the pedestrian focused NW 13th Avenue.



MIRABELLA

Active uses line the tower's base, including a full health spa; a library; café & courtyard; auditorium; & computer area. these spaces are open to the public, providing an opportunity for social interaction with other residents in the neighborhood.

CONCEPTUAL RENDERING





