



501 FAIRVIEW AVENUE

EARLY DESIGN GUIDANCE | PROJECT #3015947

OCTOBER 23, 2013

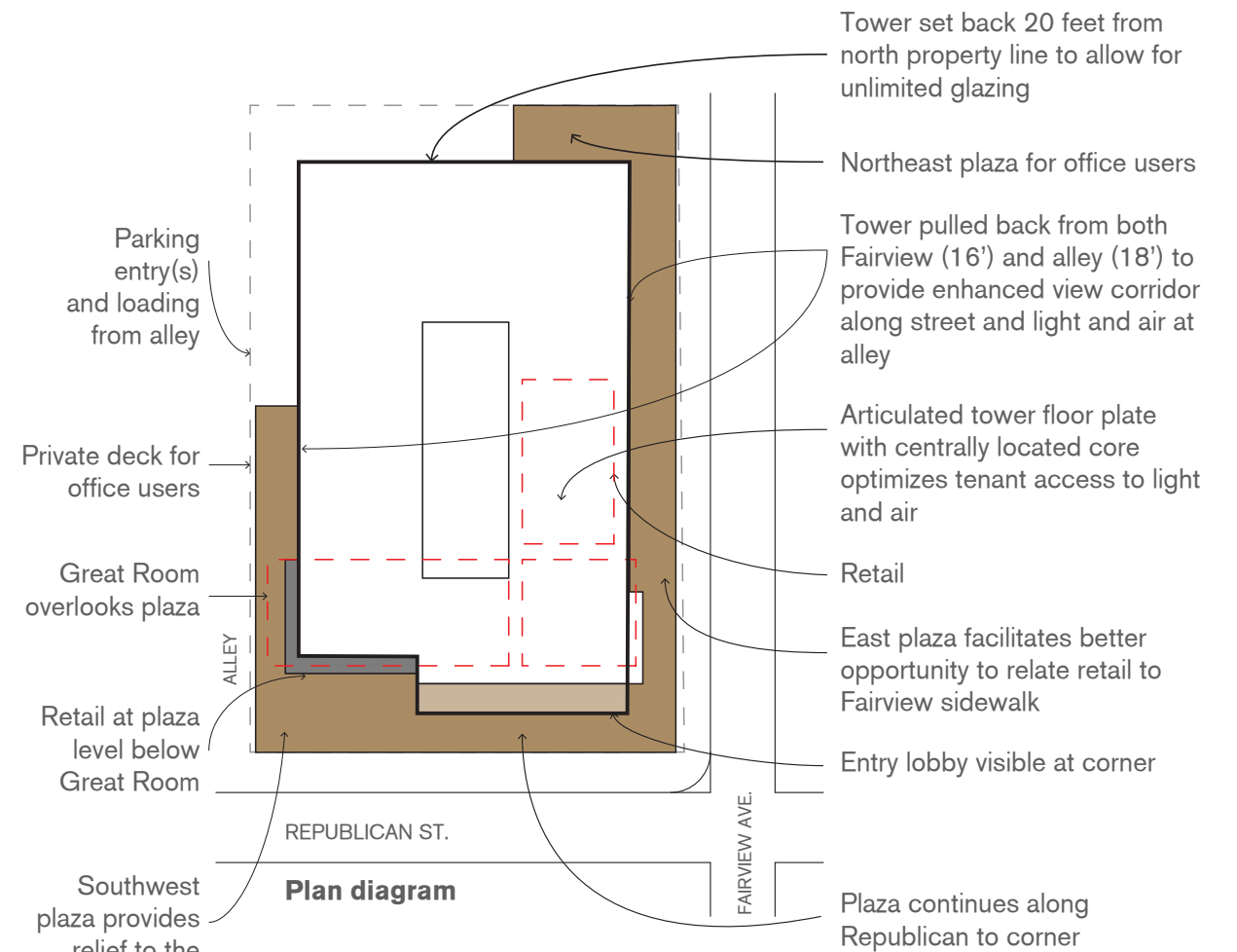
DESIGN PROPOSALS | OPTION THREE (PREFERRED OPTION): ARTICULATED TOWER / SOUTHWEST PLAZA



Looking NE on Republican Street

Features:

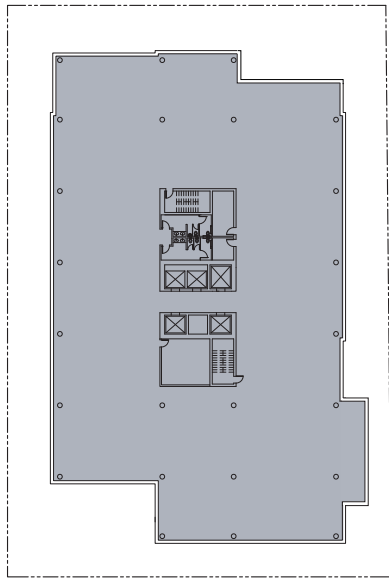
- 12 Story / 160 foot tower
- 7,000 sf plaza area - primary plaza at southwest
- 6,000 - 9,000 sf retail space
- Massing minimizes impact on properties to north, south, east and west - notch at southwest corner minimizes impact of residential project across Republican
- Pedestrian passage connects Fairview to plaza at southwest corner



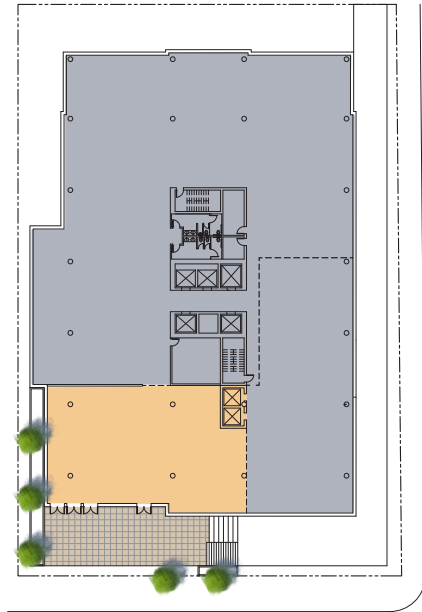
Challenges:

- Southwest plaza close to alley

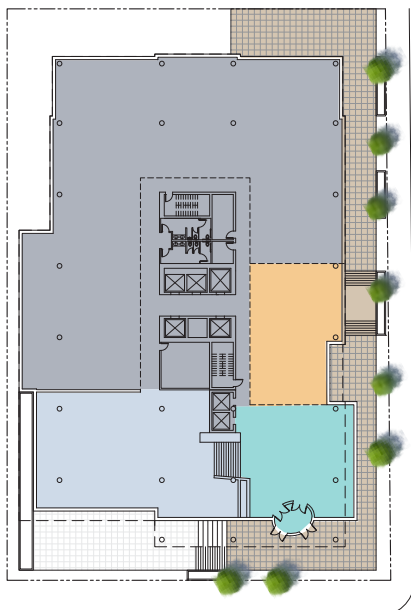
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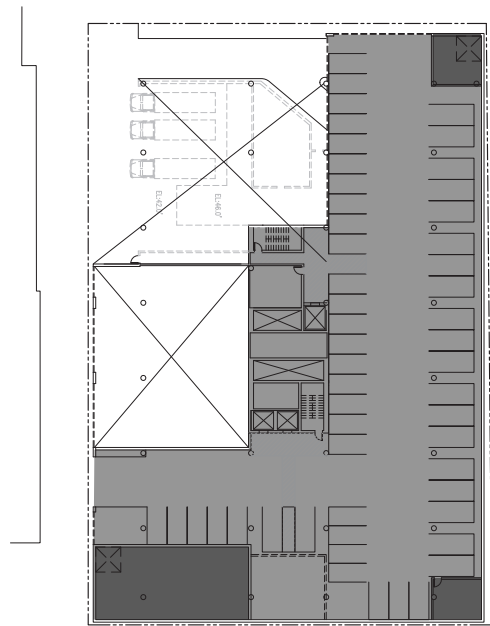
TYPICAL TOWER LEVEL



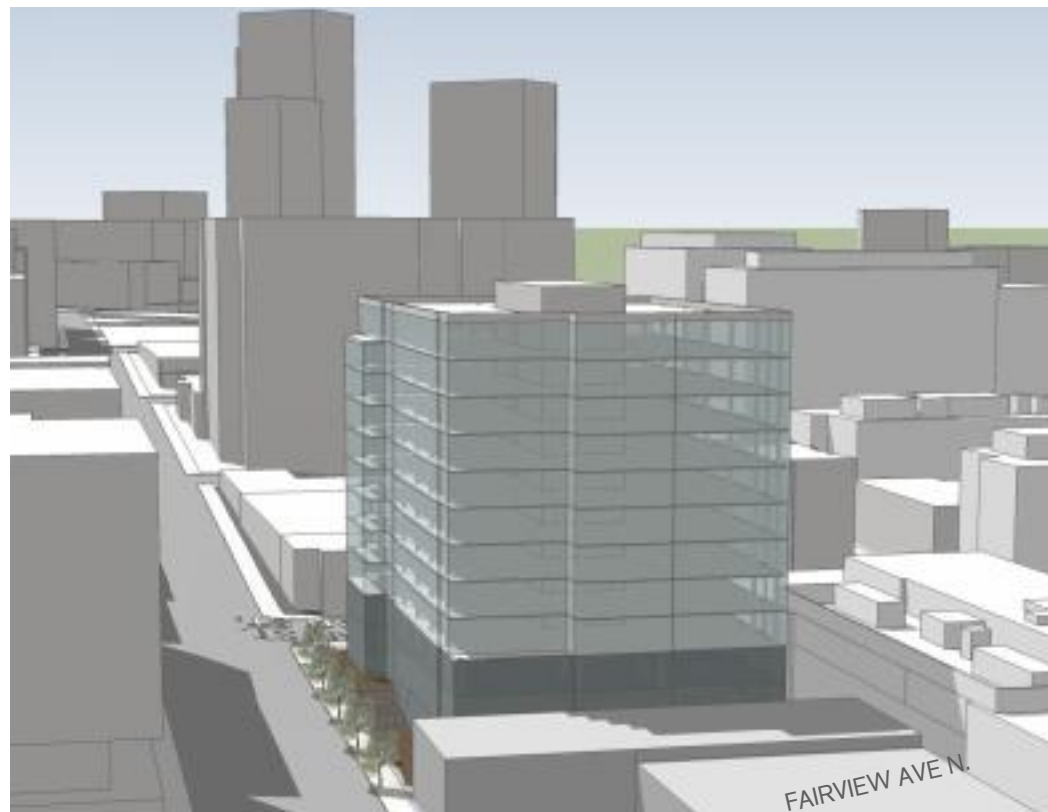
LEVEL 1



LEVEL 2



LEVEL P2



DESIGN PROPOSALS: 3 OPTIONS PROS & CONS



OPTION ONE: CENTERED TOWER / SOUTHWEST PLAZA

PROS:

- Tower provides lake union views for tenants (responding to site characteristics)
- Southwest plaza with retail takes advantage of sun and connection to amazon campus. (human activity)

CONS:

- Tower blocks views, is close to project across alley and has little articulation
- No open space at corner of Fairview and Republican
- Narrow sidewalk along Fairview
- Southwest plaza must be buffered from alley traffic



OPTION TWO: ARTICULATED TOWER / SOUTHEAST PLAZA

PROS:

- Tower articulation breaks down scale at Republican (height and bulk)
- Plaza relates to proposed projects across Fairview (streetscape compatibility)
- Plaza extends along Fairview to widen pedestrian realm (streetscape compatibility)

CONS:

- Notch in tower doesn't relate to residential project across Republican
- Plaza is exposed to busy intersection
- Retail along Republican is partially buried.



OPTION THREE: ARTICULATED TOWER / SOUTHWEST PLAZA

PROS:

- Tower articulation breaks down scale at Republican (height and bulk)
- Tower notch faces Residential project across Republican (height and bulk)
- Slender tower preserves views (height and bulk, streetscape compatibility)
- Entry lobby visible from intersection (pedestrian open spaces and entries)
- Multi-level Plaza with retail, building entry and great room overlook (human activity, responding to site characteristics)
- Plaza extends along Fairview, widening pedestrian realm (streetscape compatibility, human activity, pedestrian open spaces)
- Retail and great room relate to plaza and are clearly articulated (architectural concept and consistency)

CONS:

- Southwest plaza must be buffered from alley traffic

DESIGN PROPOSALS | OPTION THREE (PREFERRED OPTION) : FAIRVIEW VIEW CORRIDOR

VIEWS TO LAKE UNION: PREFERRED OPTION

The tower in the preferred option sets back from all property lines, including a 16 foot setback at Fairview Avenue and an 18 foot setback along the alley.

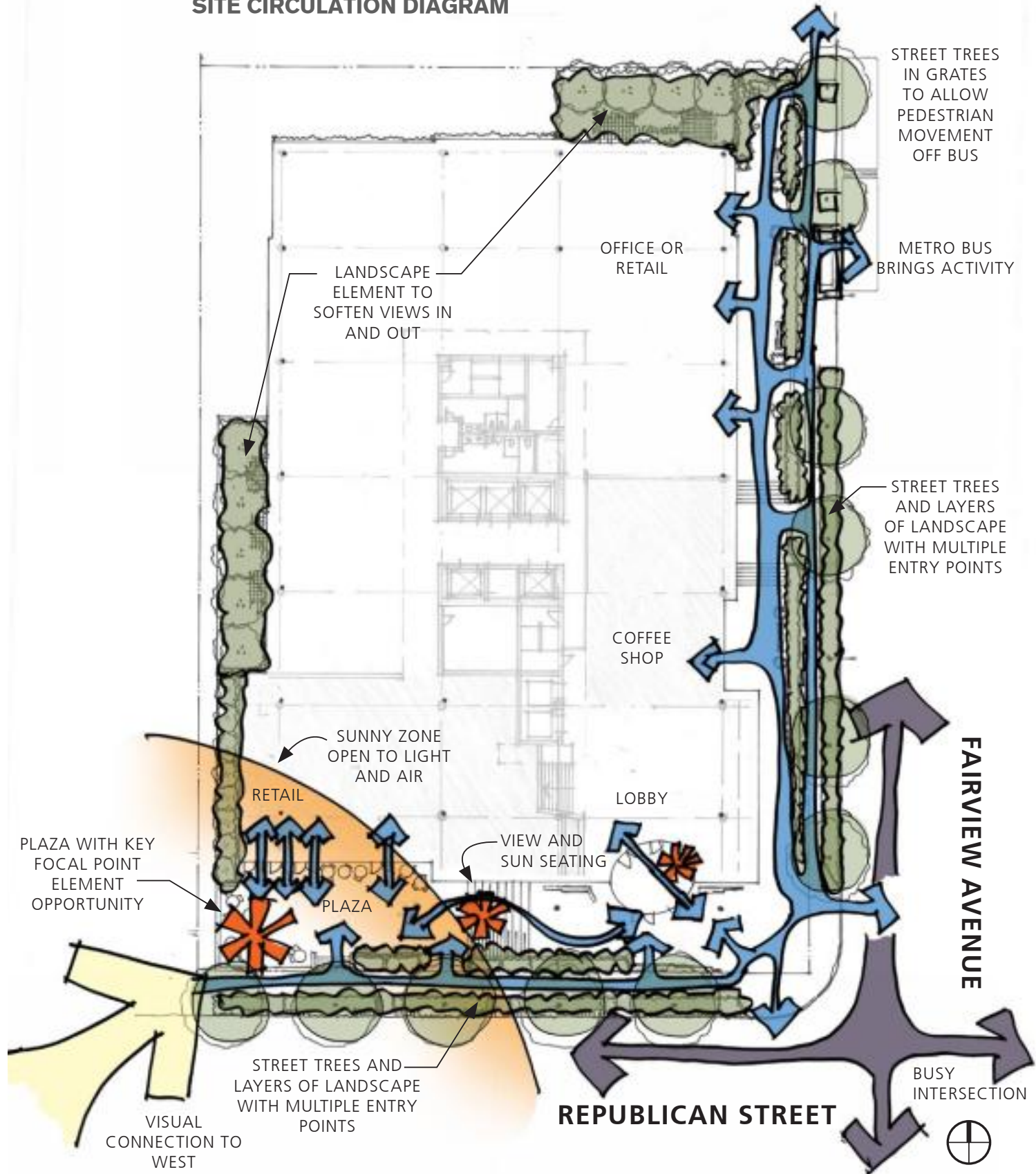
These setbacks, in conjunction with the notch at the southwest corner of the tower significantly reduce the buildings bulk in the north-south axis, enhancing views along Fairview Avenue toward Lake Union and back toward the city as well.

The narrower profile of the building and the additional alley setback will preserve the view opportunities for projects view looking north on Fairview Avenue to the north and south, especially the 400 Boren residential project to the southwest of the site.

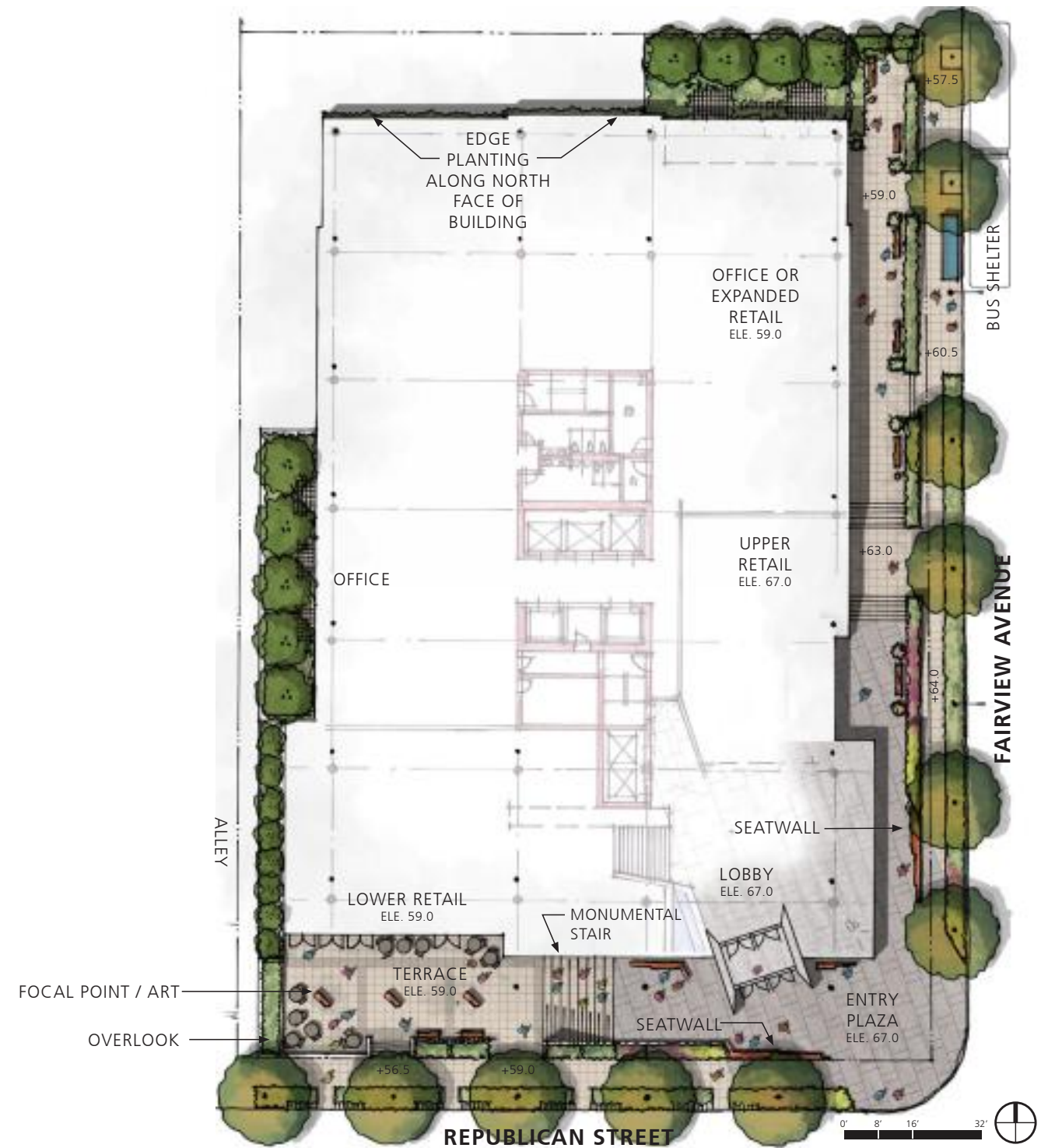


DESIGN PROPOSALS - LANDSCAPE SITE PLAN (PREFERRED OPTION)

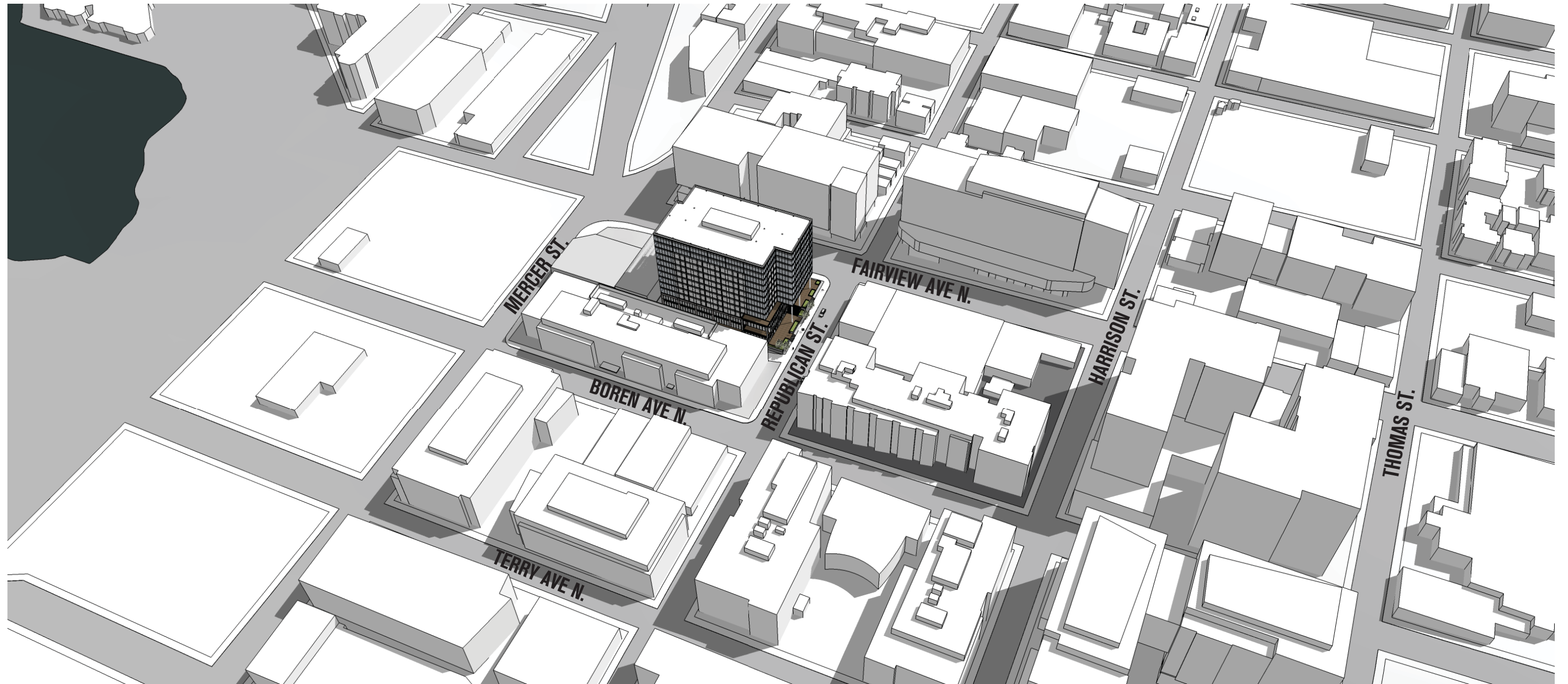
SITE CIRCULATION DIAGRAM



CONCEPTUAL LANDSCAPE PLAN



PERSPECTIVES



B-1 HEIGHT, BULK AND SCALE COMPATIBILITY

- Compatible with the scale of development anticipated by the applicable land use policies
- Address both pedestrian and auto experience
- Relate buildings to the width and scale of the street
- Sensitive transition to other zones

C-2 ARCHITECTURAL CONCEPT AND CONSISTENCY

- Create a well-proportioned and unified building form
- Identify functions within the building

PREFERRED OPTION STREETVIEWS



View looking North on Fairview

A-1 RESPONDING TO SITE CHARACTERISTICS

- Building siting responds to specific site conditions
- Prominent intersections
- Unusual topography
- Views

A-2 STREETScape COMPATIBILITY

- Reinforce desirable spatial characteristics of the right of way
- Place Retail in areas that are conducive to use and will be successful

A-4 HUMAN ACTIVITY

- Encourage human activity at the street
- Reinforce pedestrian connections- within neighborhood and to other neighborhoods

D-1 PEDESTRIAN OPEN SPACES AND ENTRANCES

- Convenient and attractive access to the building entry
- Create lively pedestrian oriented open spaces



View looking North East on Republican



View looking South West at intersection of Fairview and Republican