

EVEN Hotels + Staybridge Suites

DESIGN REVIEW | RECOMMENDATION MEETING | APRIL 1, 2014

527 Fairview Avenue North, Seattle, WA 98109

Project #s: 3016993 and 6399557



OWNER

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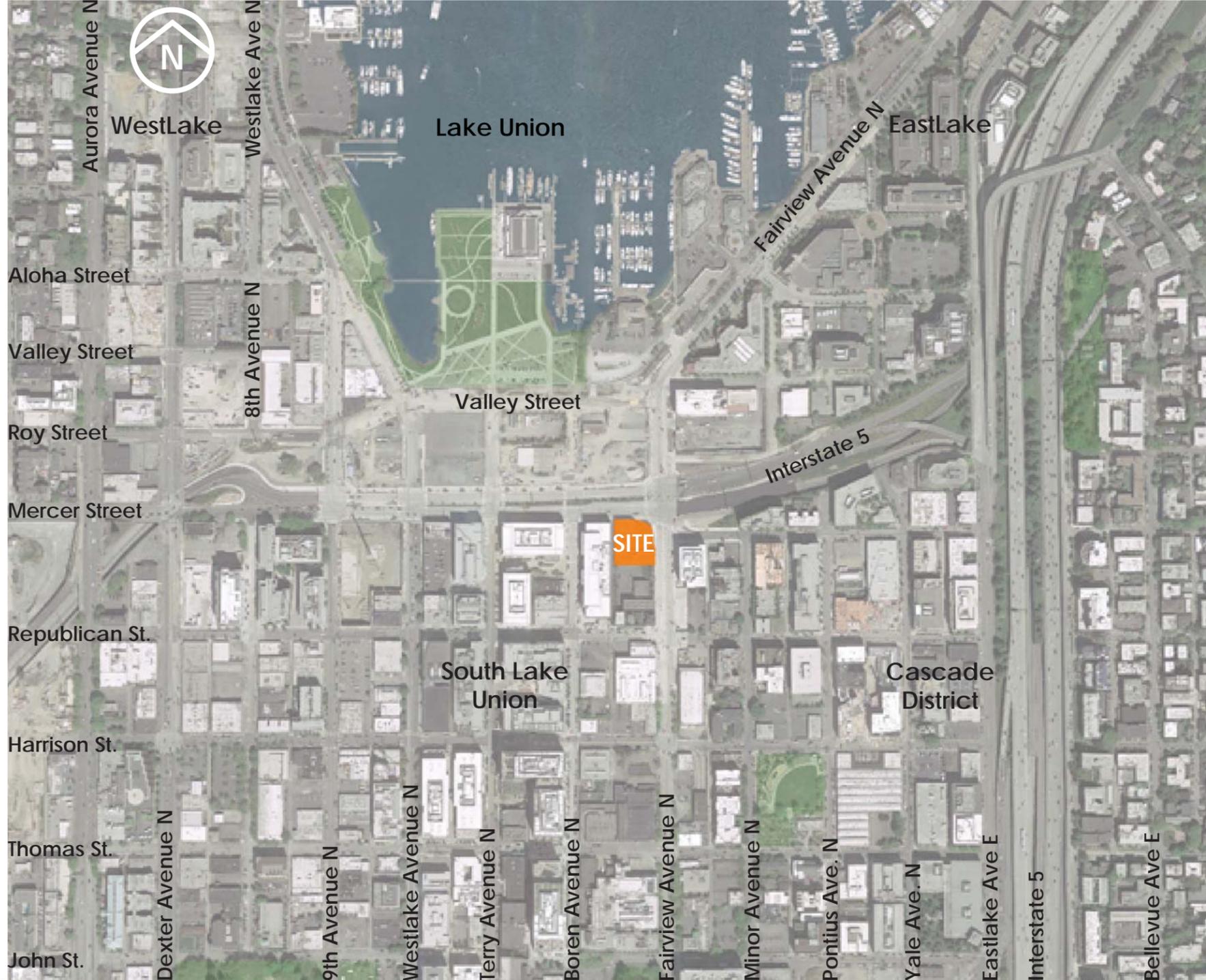
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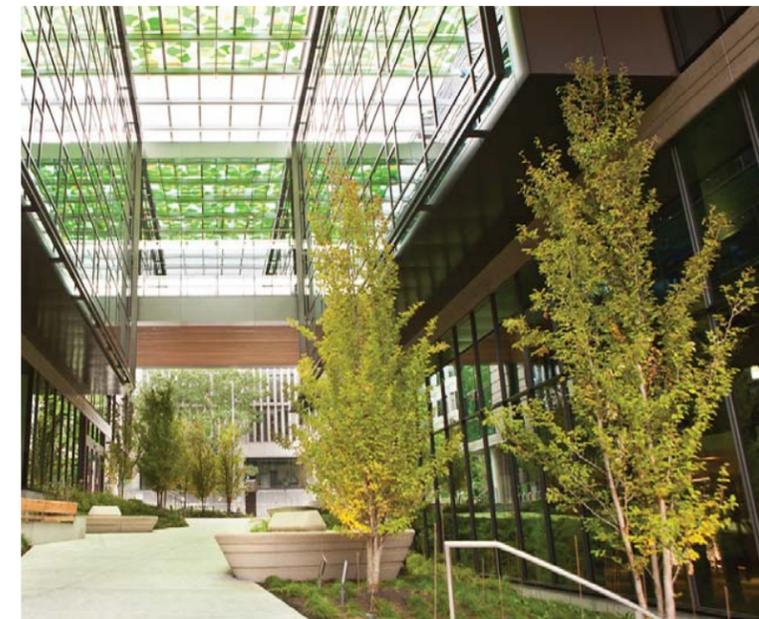
PROJECT DESCRIPTION

EVEN Hotel is an 9 story hotel located at 527 Fairview Avenue N, Seattle, WA 98109. The site sits on the corner of Mercer Street and Fairview Avenue in the Waterfront sub-area of the South Lake Union Urban Center neighborhood.

The project includes 235 guest rooms within a 170,885 square feet structure with approximately 90 below-grade parking stalls totally approximately 57,080 square feet. The first floor and approximately half of the second floor are devoted to hotel amenities and public use. A pedestrian entrance on the North West portion of the building abutting Mercer Street and another on the South East of Fairview Avenue generate connections from the sidewalk into the building, through to the central courtyard.

EVEN Hotel's design objective is to create a nollie space or place of refuge within the expanding urban environment of South Lake Union. This intent will be achieved through the expansion of the local open spaces and pedestrian pathways from the Amazon campus and adjacent properties accompanied by the hotels inherent ability to create temporary housing for the exponentially growing transient population of Amazon and the neighborhood.





1

SYSTEMS / FEATURES
Context and Site

Responding to Site Characteristics

CS1 Guideline:

Use natural systems and features of the site and its surroundings as a starting point for project design. New development is encouraged to take advantage of site configuration to accomplish sustainability goals.

Response:

The topography of the site permits two separate and distinct faces to the building, supporting separate entities making for a more active streetscape. The contours are also used to create interesting landscape feature as it turns the corner – separating the two facades. Traffic limitations and WSDOT restrictions limits access to the site to the far south and east corners which also works well with the contours for placement of the entries.

2

URBAN PATTERNS / FORMS
Context and Site

Gateway and Heart Locations

CS2 Guideline:

Strengthen the most desirable forms, characteristics, and patterns of the streets, clock faces, and open spaces in the surrounding area. Encourage provision of “outlooks and overlooks” for the public to view the lake and cityscapes.

Response:

The corner of the site combined with its contours foster the opportunity to provide an outlook contained within the landscaping overlooking the intersection and the lake beyond. The corner of the structure contains a dramatic corner element – which with exterior lighting, will provide a strong visual at this gateway location. The view from the Mercer St. exit to the space needle will be preserved due to the low profile within the first 110 feet from Mercer St.

3

CONTEXT / CHARACTER
Context and Site

Height, Bulk, and Scale Compatibility

CS3 Guideline:

Contribute to the architectural character of the neighborhood. Articulate the building facades vertically or horizontally in intervals that relate to the existing structures or existing pattern of development in the vicinity.

Response:

The lower portions of the building – like the neighbors to the south and west – are set back and continue the same vocabulary of pedestrian interaction. Continuation of the meandering path from the south to Mercer Street, and the continuing and enhancing the setback along Mercer Street. Modulation of the two facades and corner element are in keeping with the neighbors.

4

CONNECTIVITY
Public Life

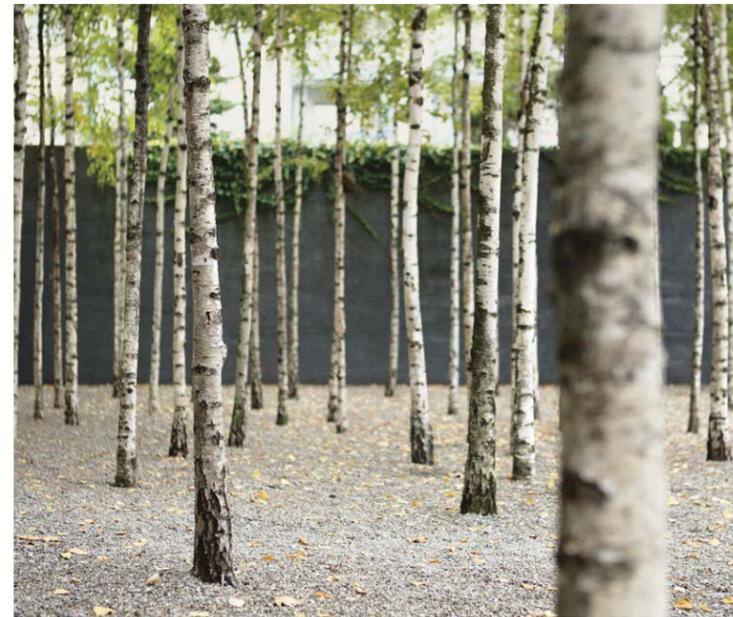
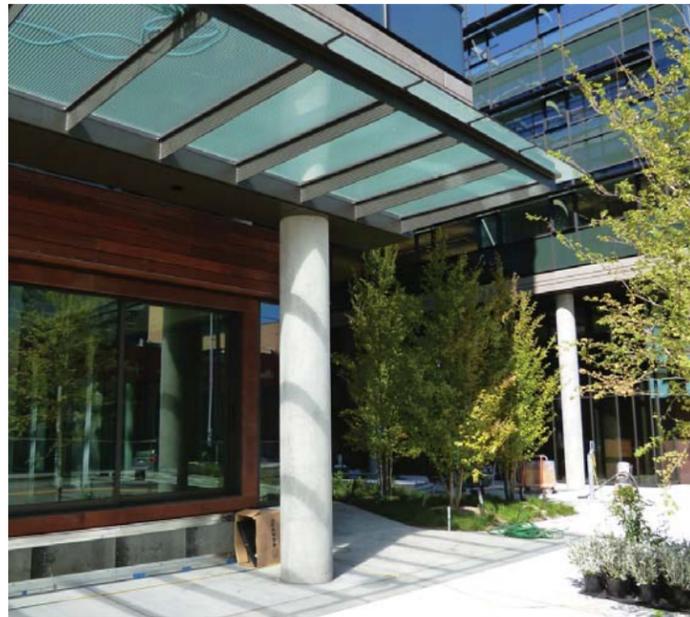
Pedestrian Open Space / Entrances

PL1 Guideline:

Complement and contribute to the network of open spaces around the site and the connections among them. New developments are encouraged to provide features that enhance the public realm and the transition zone between private property and public right of way.

Response:

Due to the large landscape setback from south property line allowing a landscaped alley, interior landscape courtyard which is visible from Fairview, and the building stepped back from Mercer Street in respect to the neighbor to the West, the project will add a great deal of landscape area which will benefit both the project and the public.



5

WALKABILITY
Public Life

Streetscape Compatibility

PL2 Guideline:

Create a safe and comfortable walking environment that is easy to navigate and well-connected to existing pedestrian walkways and features. The vision for South Lake Union is a completed network of sidewalks that successfully accommodate pedestrians.

Response:

The pedestrian experience is enhanced by continuation of the meandering path from the south and the setback from the high traffic volumes along Mercer Street. For added sense of protection at this high traffic location, planting beds are provided on both the building side and street side of the walkway

6

STREET-LEVEL INTERACTION
Public Life

Human Activity / Transition

PL3 Guideline:

Encourage human interaction and activity at the street-level with clear connections to building entries and edges. Create graceful transitions between the public and private uses while designing facades to encourage activity.

Response:

The site topography presents an opportunity for two distinct businesses generating ease of entry through two prominent entrances also energizing the corner and streetscape. The use of green wall elements and porte cocheres enhance the landscaping and encourage street level engagement.

7

PROJECT USE / CONCEPT
Design Concept

Architectural Concept / Consistency

DC1 & DC2 Guideline:

Optimize the arrangement of uses and activities on site. Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.

Response:

Utilizing the programmatic requirement of two separated hotels and the sloped topography of the corner site, both streetscapes are highly activated by pedestrian entries, lobbies, and food service facilities located on both Fairview Ave. N and Mercer St. The proposed building shape will generate an opportunity for an open landscaped courtyard leading to a more secluded green space protected from traffic noise yet offering afternoon sun from the South West.

8

OPEN SPACE CONCEPT
Design Concept

Landscape to Enhance / Reinforce

DC3 Guideline:

Integrate open space design with the design of the building so that each complements the other. Evoke sense of place and the neighborhood theme through the use of landscape and integrating artwork.

Response:

Open space is integral with the design concept, the wide landscape alley to the south, interior courtyard, deep setback from Mercer, and the landscaped overlook at the corner are all integrated into the design and uses. Features and accents are used extensively within the solution.





1

FUTURE DEVELOPMENT
613 Fairview Avenue N

2

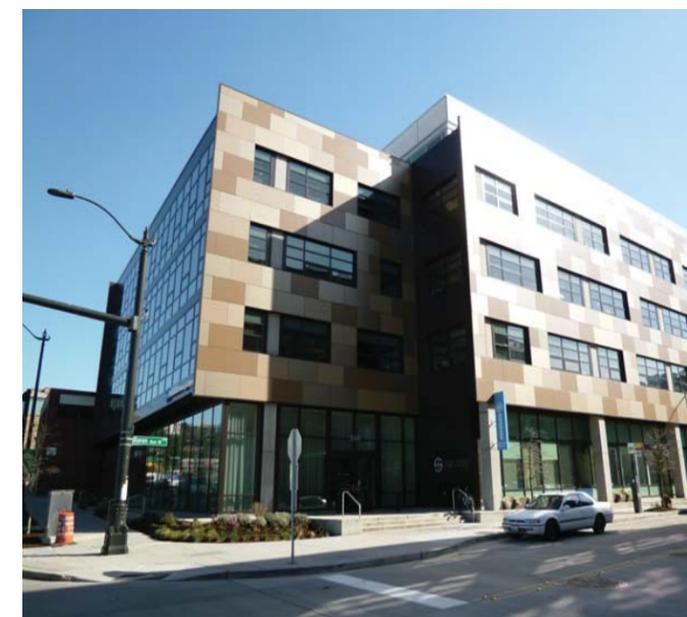
MERCERVIEW APARTMENTS
1200 Mercer Street

3

FAIRVIEW RESEARCH CENTER
530 Fairview Avenue N

4

F. RES. CENTER ADDITION
500 Fairview Avenue N



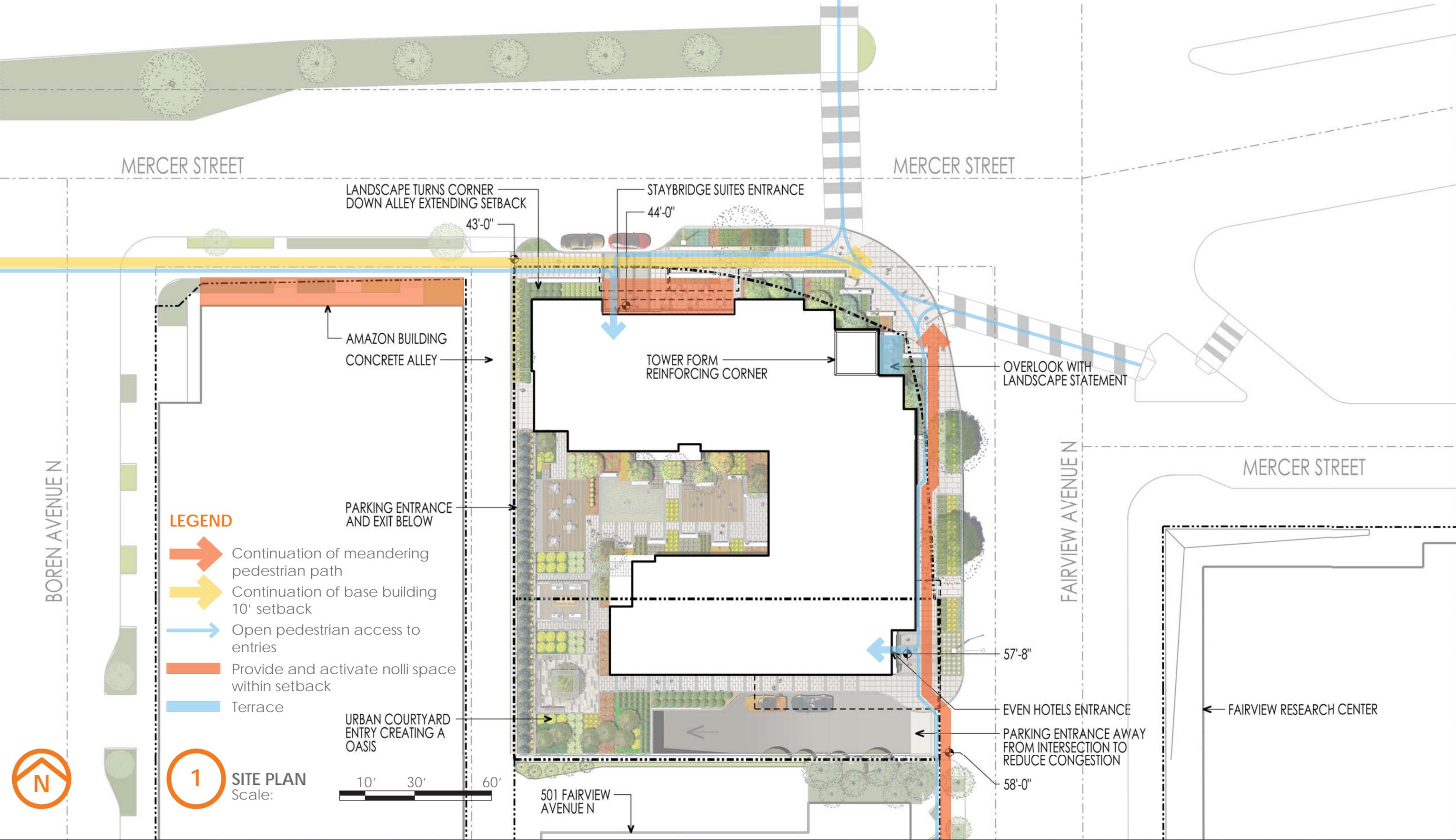
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URBAN UNION
501 Fairview Avenue N

6

AMAZON + SWEDISH
500 Boren Avenue N







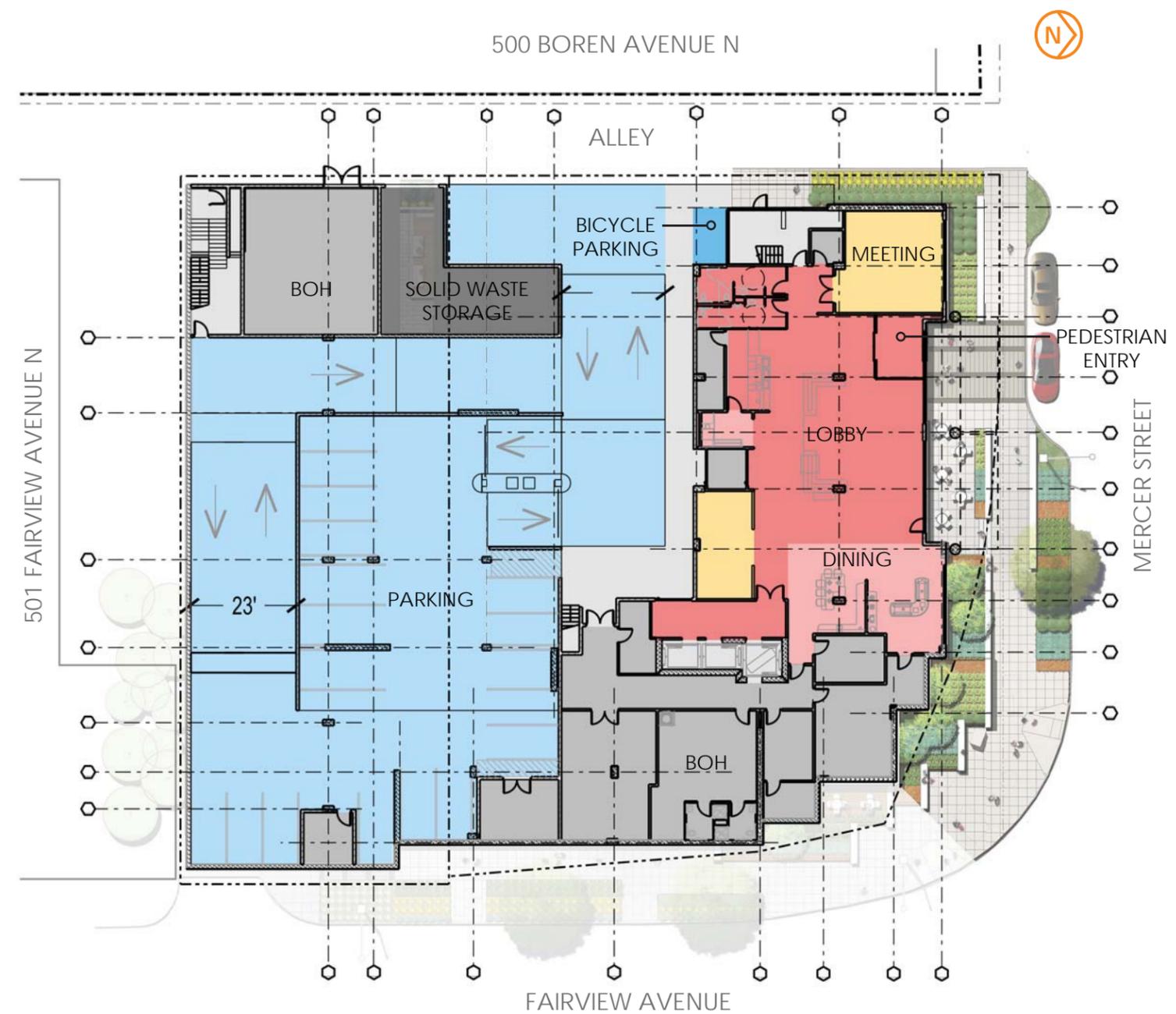
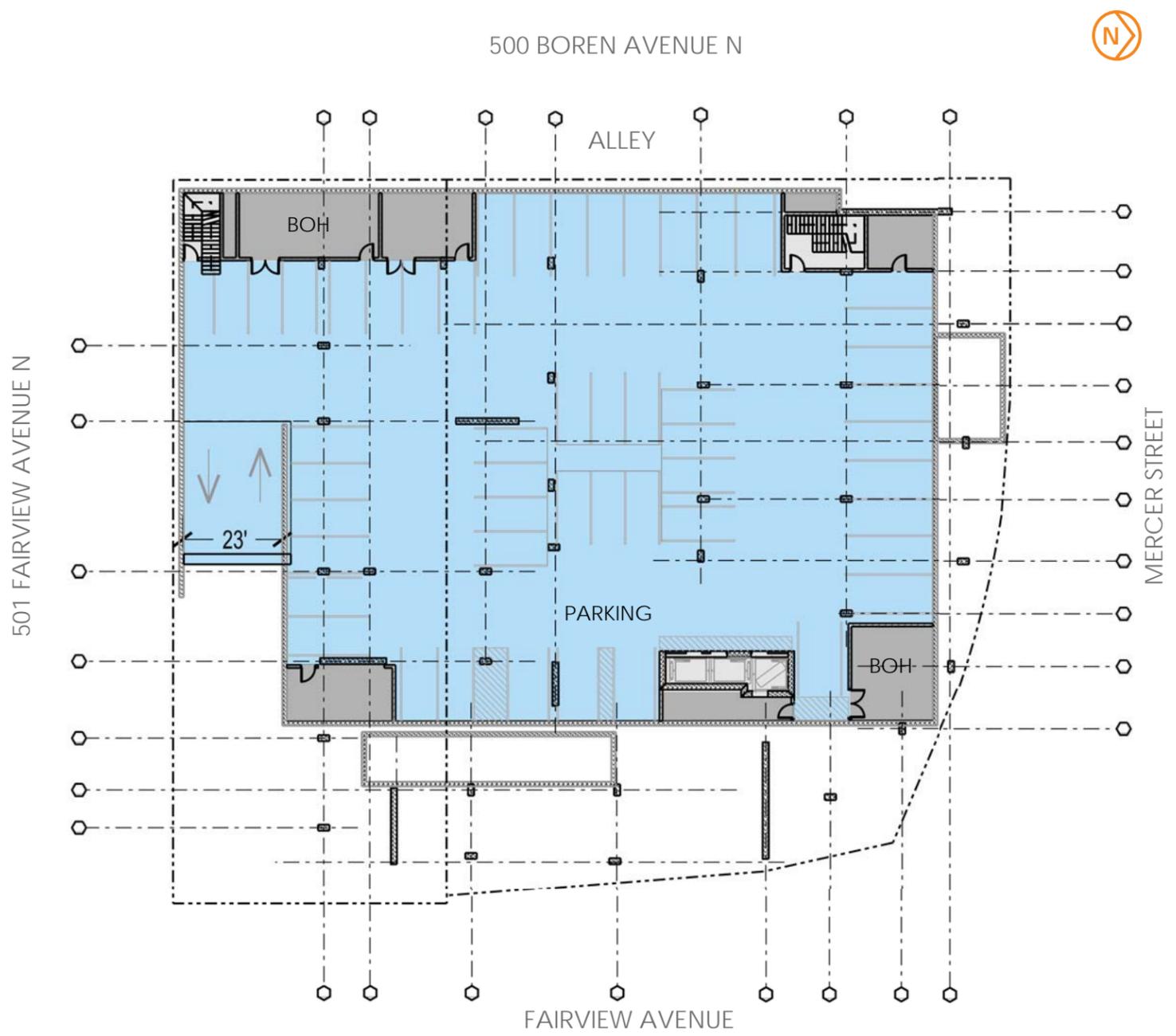
1 SITE PLAN
Scale:



EVEN Hotels + Staybridge Suites

527 Fairview Avenue N, Seattle, WA 98109



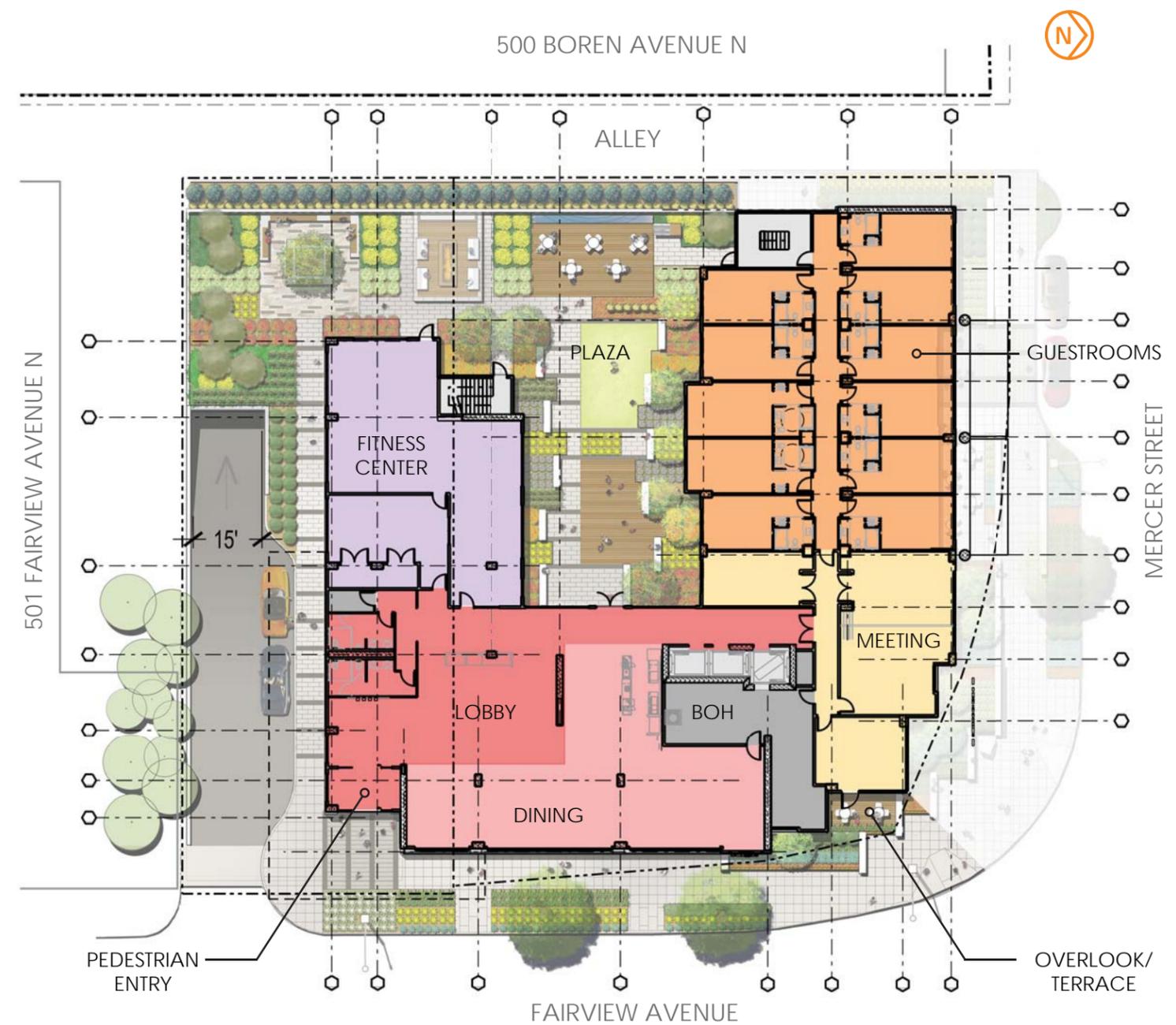
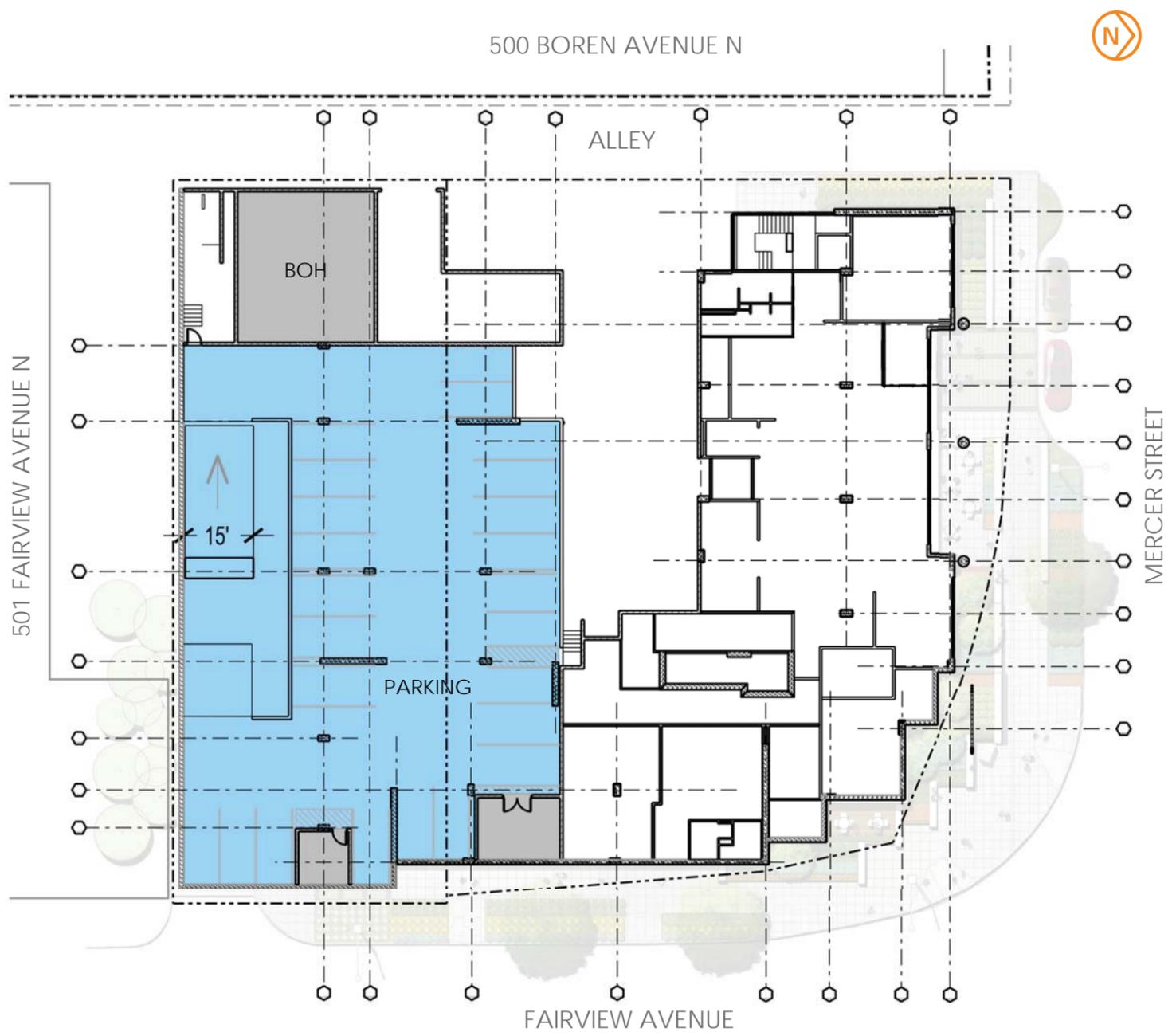


1 PARKING FLOOR PLAN
Below Grade

Scale:

2 MERCER STREET FLOOR PLAN

Scale:

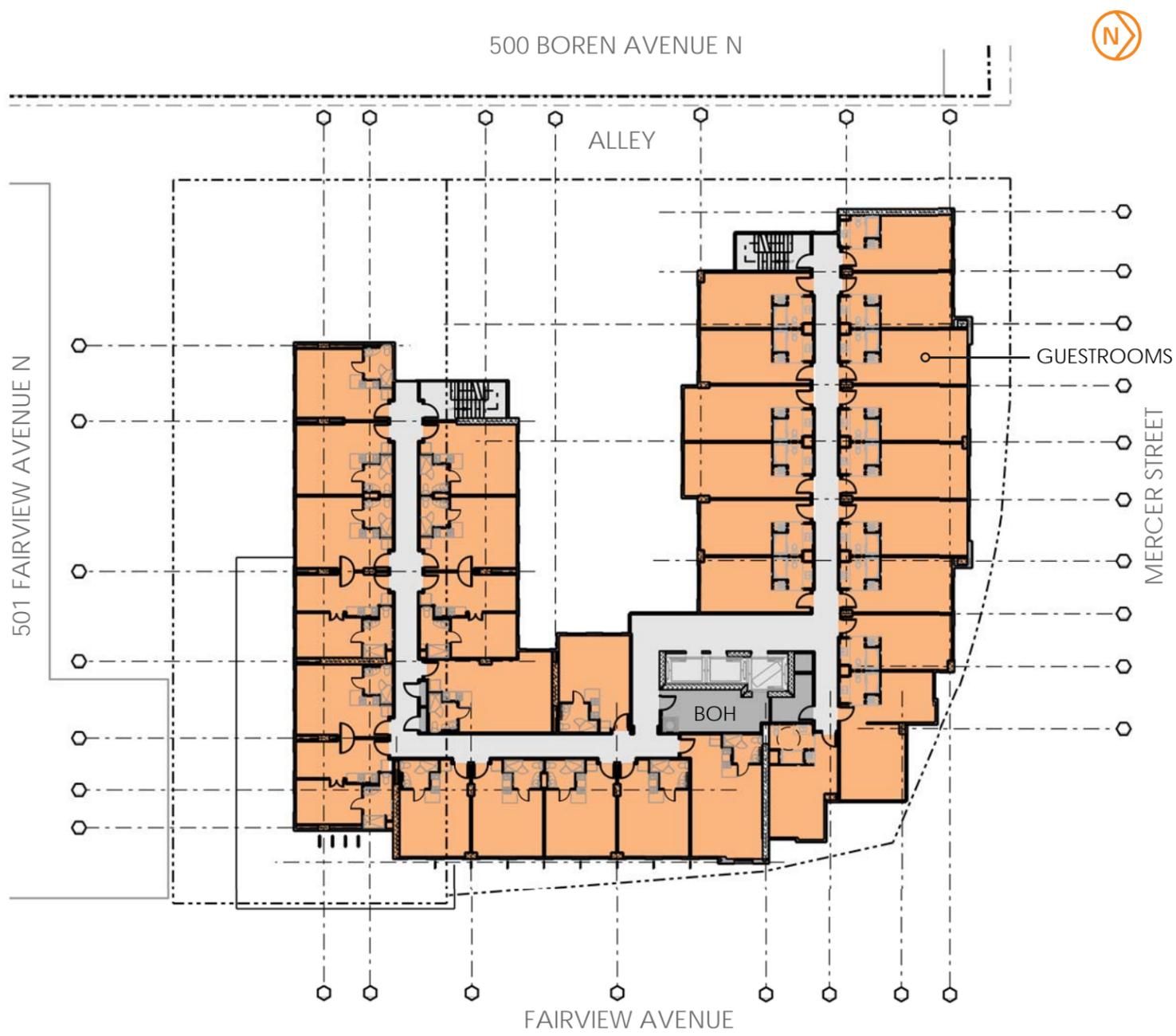


3 MEZZANINE FLOOR PLAN

Scale: 10' 30' 60'

4 FAIRVIEW AVENUE FLOOR PLAN

Scale: 10' 30' 60'

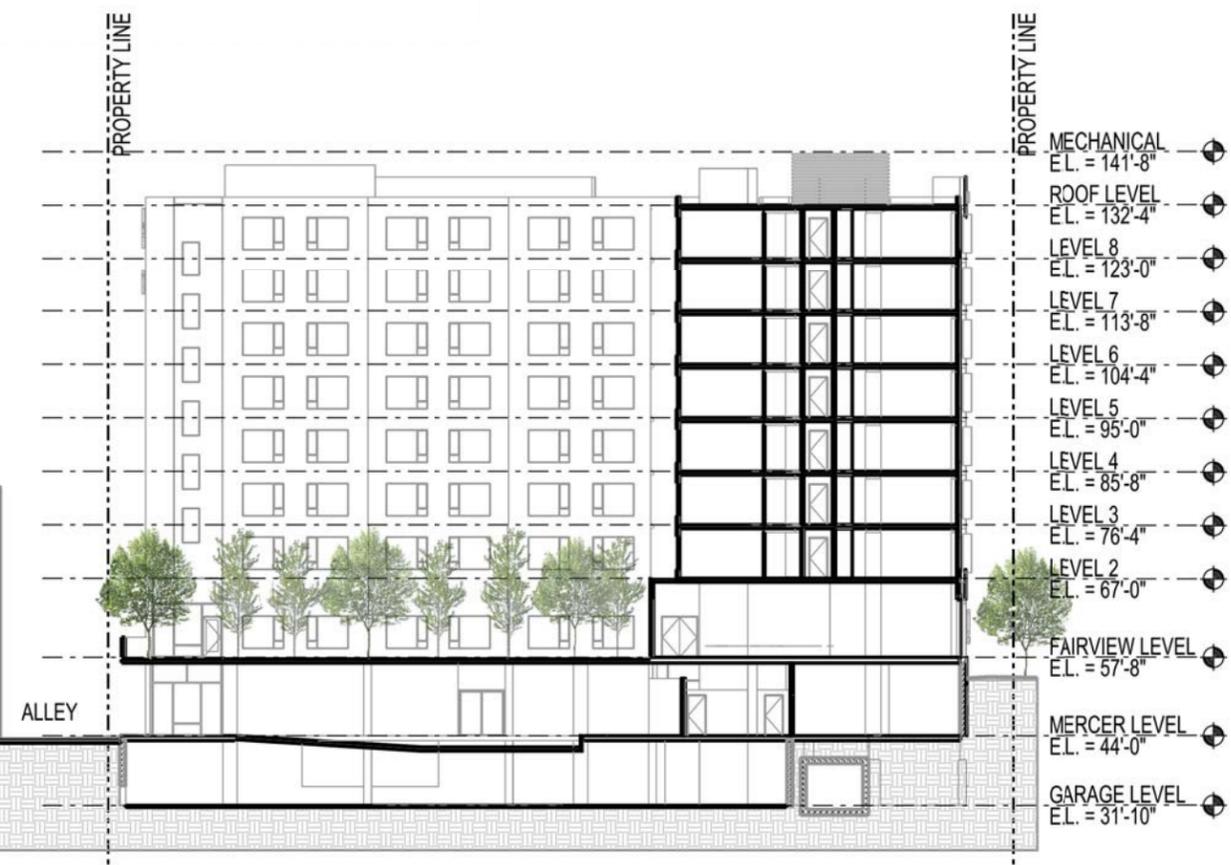
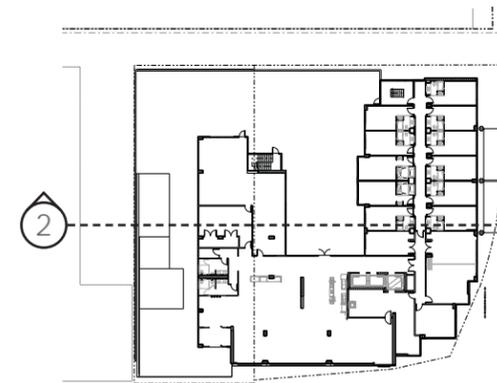
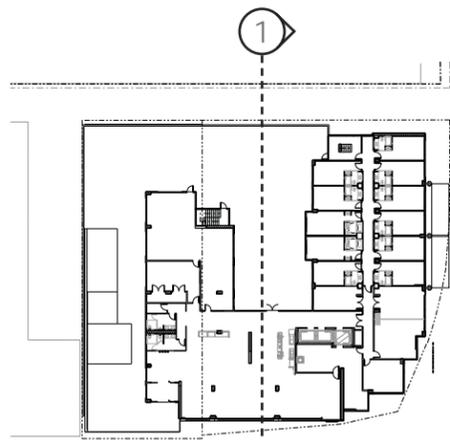


5 SECOND - EIGHTH FLOOR PLAN
Typical Guestroom

Scale: 

6 ROOF PLAN

Scale: 



1 EAST / WEST SECTION
looking north

Scale:

2 NORTH / SOUTH SECTION
looking east

Scale:

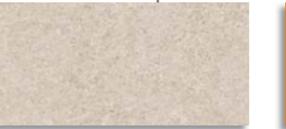


1 NORTH ELEVATION
from Mercer Street

Scale: 10' 30' 60'

2 WEST ELEVATION
from alley

Scale: 10' 30' 60'

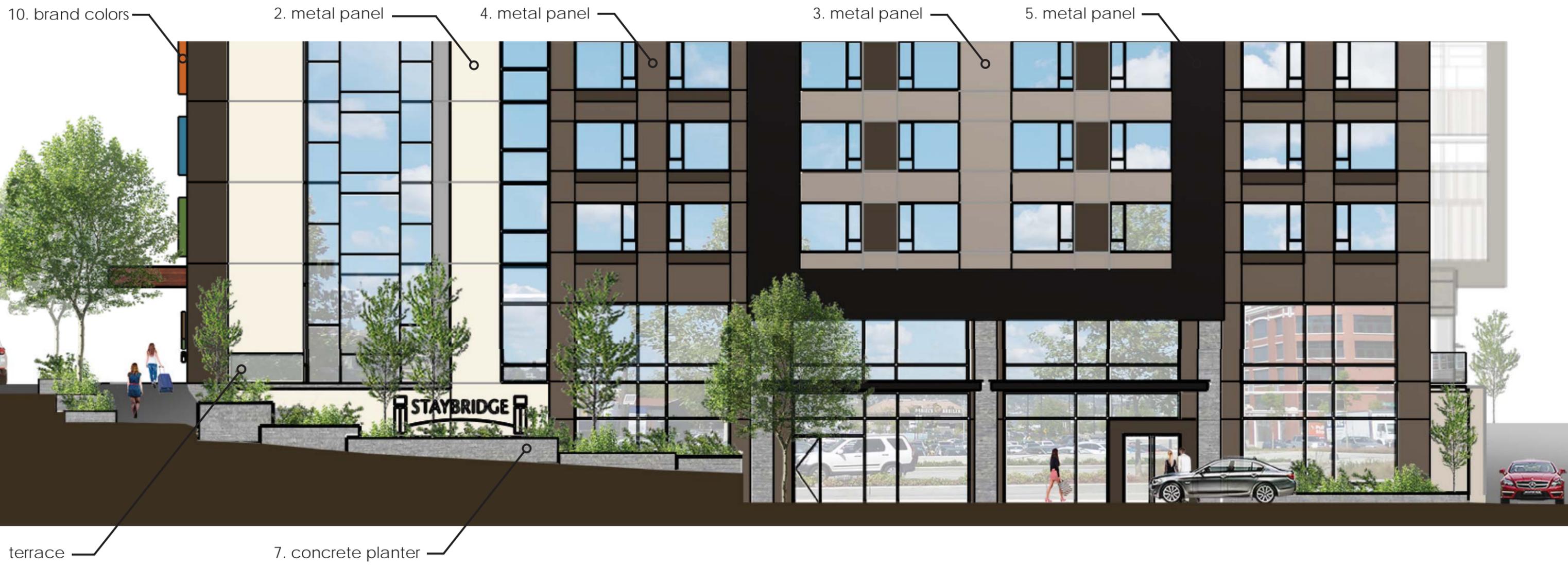
- 1. stucco 
- 2. metal panel 
- 3. metal panel 
- 4. metal panel 
- 5. metal panel 
- 6. wood composite 
- 7. concrete planter 
- 8. concrete paver 
- 9. concrete paver 
- 10. brand colors 



1 SOUTH ELEVATION
 Scale: 10' 30' 60'

1 EAST ELEVATION
 from Fairview Avenue N
 Scale: 10' 30' 60'

- 1. stucco
- 2. metal panel
- 3. metal panel
- 4. metal panel
- 5. metal panel
- 6. wood composite
- 7. concrete planter
- 8. concrete paver
- 9. concrete paver
- 10. brand colors



1 NORTH ELEVATION
from Mercer Street





1 EAST ELEVATION
from Fairview Avenue N



RESPONSE TO DRB EARLY DESIGN GUIDANCE COMMENTS

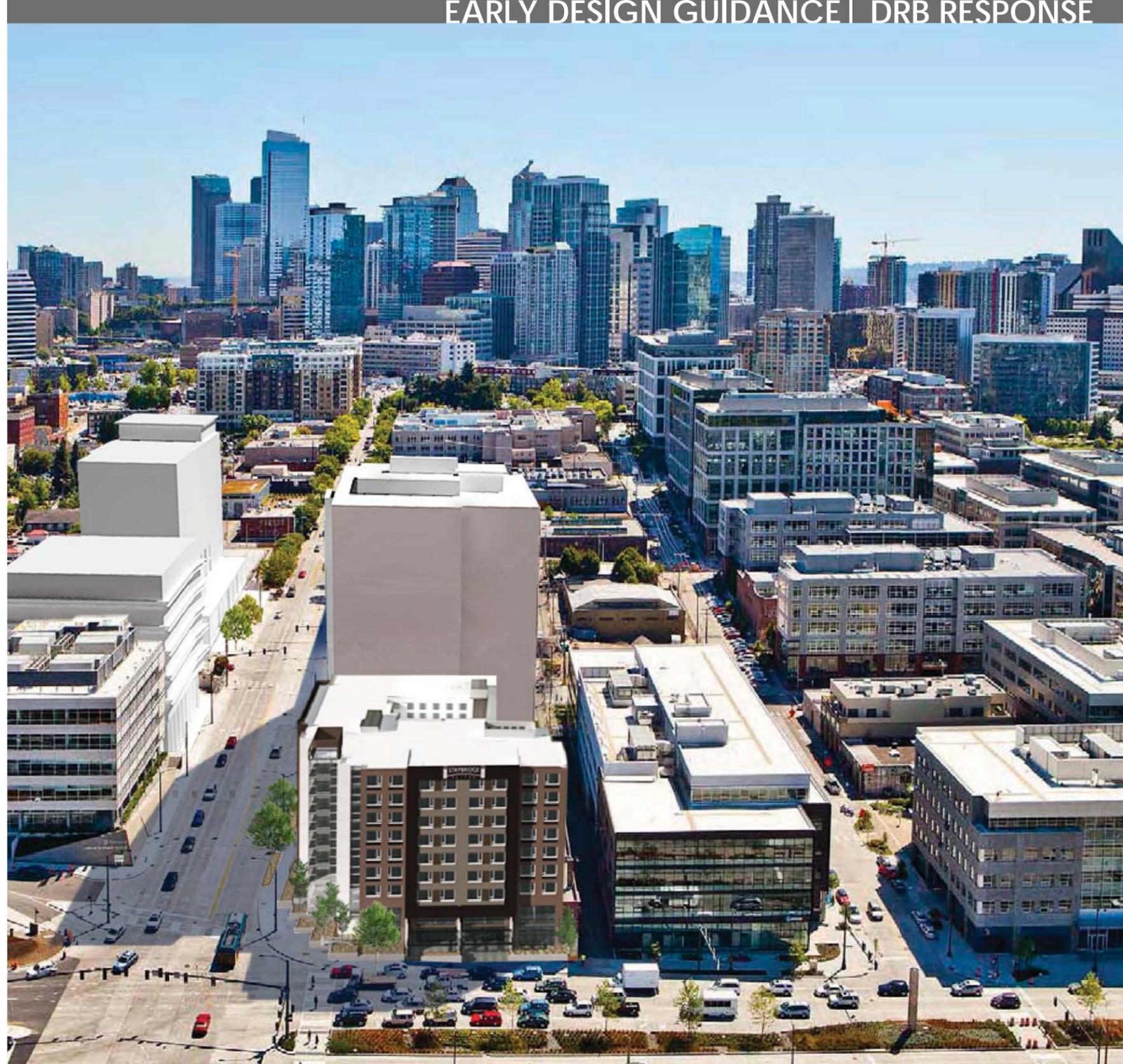
DRB Response Comments

1. Massing: The Board noted that given the location of the site, the building should make a strong architectural gateway statement. The site can also be looked at as a 'bookend' to development along Fairview Ave N to the south and along Mercer Ave to the west. The Board expressed their concern that the proposed massing concepts were too muted to achieve a significant gateway statement. The Board offered the following additional guidance related to massing: (CS2.A.2, CS2.C.1, CS2.I.iii, CS3.B.1)

- a. Study and respond to the existing conditions of the surrounding buildings, especially 500 Boren to the west. (CS3.A.3, DC2.C.3)
- b. Design the corner joining the two wings to be dynamic. (See example #2 shown on page 6 of the EDG packet.) (CS2.C.1)
- c. Avoid a patchwork approach to the massing, the design should not look like infill but should be well integrated into the current massing. (CS3.A.3)
- d. Consider designing the massing to indicate the project is two different hotels using the corner as a transition. (DC1.A.1)
- e. Consider the stepping of the roof line as shown in Option 2. (DC2.B.1)

Response:

The corner feature has been strengthened to create a stronger feature and a neutral connector between the two facades. Strong lighting will be used to emphasize gateway statement along with a terraced base structure bringing landscape features further up the facade. Massing vocabulary has been changed and reinforces the two distinct hotels. Position of the building has been modified stepping back along Mercer to align with 500 Boren to the west – allowing for an activated plaza while extending the streetscape. The vocabulary of the adjacent 500 Boren structure to the West consisting of a landscape foreground and transparent façade have been incorporated into the Mercer Street facade.



1 AERIAL MASSING
looking South



DRB Response Comments

2. Architectural Design: The Board stated the design should be unique and specifically related to the SLU neighborhood. The Board gave guidance that the design of the structure should consider the following; a strong roof line, the connection of the two wings, the skew of the site, and the datum lines of the existing structures along Mercer St. (CS2.B.1, CS2.I.iii)
- a. Provide a bolder design statement. (CS2.C.I.iii, CS3.B.1)
 - b. The corner location is very important and will have great views to the lake; use this opportunity to design a strong corner. (CS2.C.1)
 - c. Emphasize the verticality of the building as other recent buildings have (CS3.A.3)
 - d. The interior seems to be well thought out with a strong quality concept; this same attention needs to be applied to the exterior. (DC2.D.1 & 2)
 - e. Consider what the alley façade will look like. Design the alley façade and functions to respond to existing and future conditions. (DC2.B.1)

Response:

The corner has been developed into a more active feature of the building. The tower form is more prominent and independent from the base structure and emphasizes verticality; landscape terraces form the base to the tower, the terraced landscaping also extends towards the west and south following the contours of Mercer and Fairview drawing users to the entrances; an outdoor terrace has been incorporated at the Fairview level for users to take advantage of the views down Fairview towards Lake Union. At the intersection of the Alley to Mercer Street, landscape vocabulary has been extended around the corner to the garage entry – exit.



NW PERSPECTIVE



DRB Response Comments

3. Materials: The Board noted that the recent buildings along the south side of Mercer St provide their relief and interest through the use of materials. The proposed concepts appear to be too plain for this gateway location. The Board strongly encouraged the use of quality materials that relate to the recently built structures along Mercer St. and Fairview Ave N. (DC4.A.1, DC2.C.3)

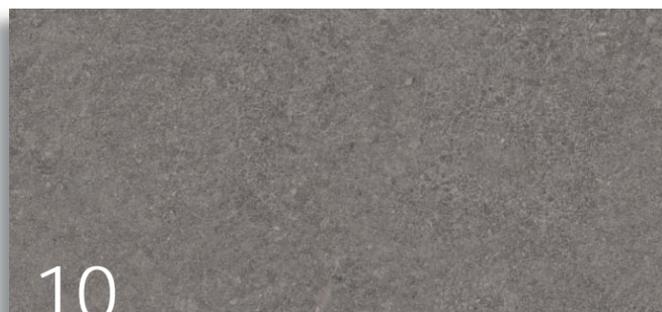
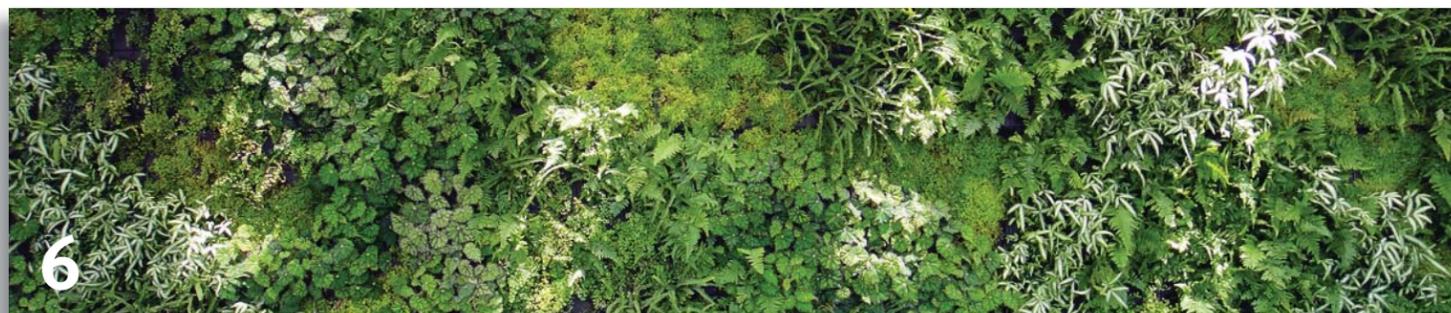
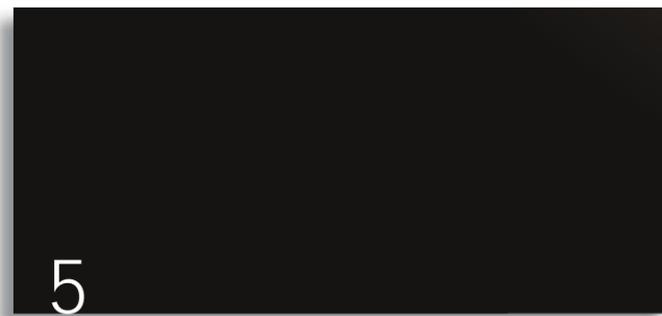
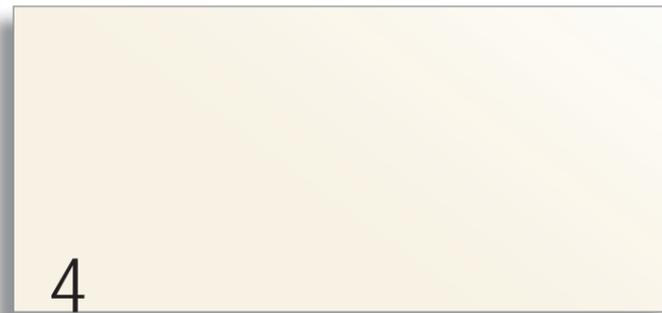
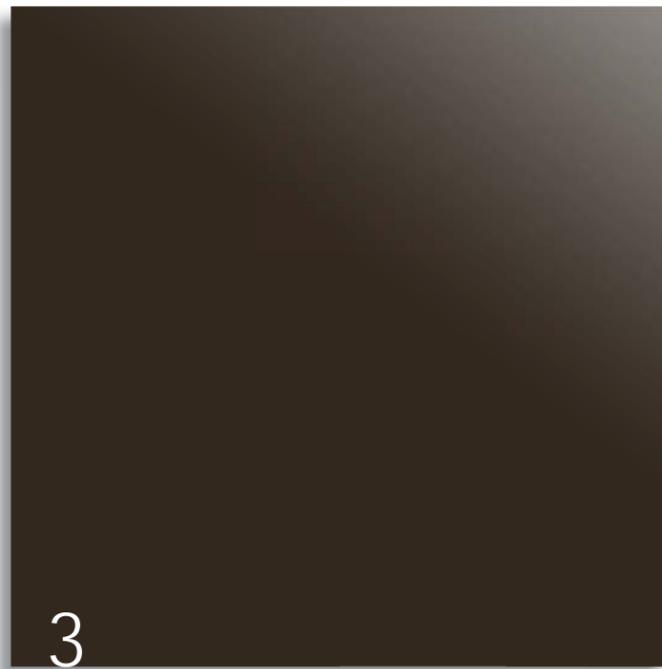
- a. Use quality exterior materials, with refined detailing. (DC4.A.1)
- b. Study and respond to the existing conditions of the surrounding buildings, especially 500 Boren to the west. (DC2.C.3)
- c. Design the scale of the signage to work with moving vehicles. (DC4.B)

Response:

Quality of the materials have increased and are more consistent with buildings along Mercer Street consisting of metal panels with a tone on tone pattern along with more transparency via strong glass statements at both the Mercer and Fairview levels incorporating an extended plaza along Mercer Street.



1 SW STREET-LEVEL PERSPECTIVE
Mercer Street



- 1. Stucco - Bone White
- 2. Metal Panel - Medium bronze
- 3. Metal Panel - Classic Bronze
- 4. Metal Panel - Frisco white
- 5. Metal Panel / Window Mullions - Deep Black
- 6. Green Wall
- 7. Composite Wood Panels
- 8. Vertical Concrete Planters
- 9. EVEN Hotels - Brand Colors
- 10. Accent Concrete Pavers
- 11. Accent Concrete Pavers

DRB Response Comments

4. Entries and Street-level Interaction: The Board encouraged treating the sloping site and its elevation change as an opportunity, not a constraint. (CS1.C.1&2, PL3.A.1, PL3.C.1&2)

- a. Design the hotel entries to relate to the pedestrian flow and crosswalks across Mercer St. and Fairview Ave N. as well as the neighboring buildings. (PL1.B.1, PL2.A.1)
- b. Consider locating a main entry at the corner to emphasize and activate the corner. (CS2.C.1, PL3.A.1)
- c. Provide more visible entries. PL2.B.3, PL3.A.1)

Response:

Although the grades proved difficult for a corner entry and the ability to reinforce separation of the two business entities, the entries have been enhanced with stronger design statements and more transparency. Directional flow has been increased by extending the sidewalk experience along Fairview from developments to the South, and activating the Mercer Street entry with outdoor eating areas and a landscaped recessed entry following the vocabulary along Mercer Street.



1 PARKING ENTRANCE
Fairview Avenue N



2 PEDESTRIAN ENTRANCE
EVEN Hotels



DRB Response Comments

5. Public Realm: The Board felt that the corner is important as a pedestrian experience and needs to be considered and addressed in the project design accordingly. (CS2.B.2, PL1.B.1, PL1.B3, PL1.I.ii)
- a. Consider a raised platform/entry at the corner that the public can access for views. (CS1.C.2, PL1.B.3, PL3.C.1)
 - b. Provide weather protection for pedestrians waiting for the light crossing at the corner. (PL2.C.1&3)
 - c. The proposed landscaping buffer along the building could be successful but at the corner it pushes people away from the structure. Locate landscaping along the curb where it does not compete with pedestrian circulation and open up the building corner for pedestrian access and uses. (PL2.C.3)

Response:

The experience along Mercer and Fairview has been enhanced; planting have been developed on both sides of the sidewalk to extend the meandering pathway being developed along Fairview to the South. Along Mercer, a plaza has been created with outdoor eating area and an extension of the condition which exists at 500 Boren. The corner has been dramatically enhanced through landscape terraces following the contours of Mercer and Fairview at they extend towards the East and South.



1 STREET LEVEL DEVELOPMENT
corner of Mercer Street and Fairview Avenue N



PLANT LIST

Trees

1. Acer palmatum 'Katsura' /Japanese maple
2. Fraxinus pennsylvanica 'Cimmzam' TM Cimmaron Ash
3. Ginkgo biloba JFS-UGA Golden Colonnade Ginkgo
4. Parrotia Persica (multi-trunk) Persian Ironwood
5. Thuja occidentalis 'Emerald' Emerald Arborvitae
6. Tsuga mertensiana/mountain hemlock

Shrubs, Perennials and Grasses

1. Rhododendron 'Hino-Crimson' Evergreen Azalea
2. Blechnum spicant/deer fern
3. Calamagrostis acutiflora 'Karl Foerster' /feather reed grass
4. Carex oshimensis 'Evergold' /variegated Japanese sedge
5. Hamamelis x intermedia 'Jelena' Yellow Orange Witch Hazel
6. Dryopteris erythrosora/autumn fern
7. Helicototrichon sempervirens 'Blue Oats' Blue Oat Grass
8. Heuchera 'Green Spice' /Coral bells
9. Liriope muscari/Lily Turf
10. Helleborus x hybridus Lenten Rose
11. Miscanthus sinensis 'Yaku Jima' /dwarf maiden grass
12. Polytichum munitum/sword fern
13. Heuchera x villosa Carnical Watermelon Coral Bells
14. Rubus pentalobus/creeping bramble
15. Sarcococca confusa/sweetbox
16. Epimedium x perralchicum 'Frohneiten' Barrenwort



1 LANDSCAPE PLAN
not to scale

DRB Response Comments

6. Curb Cut and Pedestrian Connection: The Board was mixed in their feedback towards the Fairview Ave N curb cut. They were also concerned about security of the proposed pedestrian connection to the alley. They gave the following guidance:

- a. Provide landscaping but also keep sight lines open for safety. (DC1.C.2)
- b. Use higher quality materials and consider a rolled curb to provide smooth access to the entry. (DC4.B.2)
- c. If possible, provide a port-cohere like configuration at the alley and eliminate the pedestrian connection to the alley. (DC1.C.2)

Response:

The courtyard at the Fairview level has been widened and the canopy extended for a more pleasing urban arrival statement. The cross-lot connection has been removed.



1 PARKING ENTRANCE
Fairview Avenue N



ADDITIONAL MATERIAL



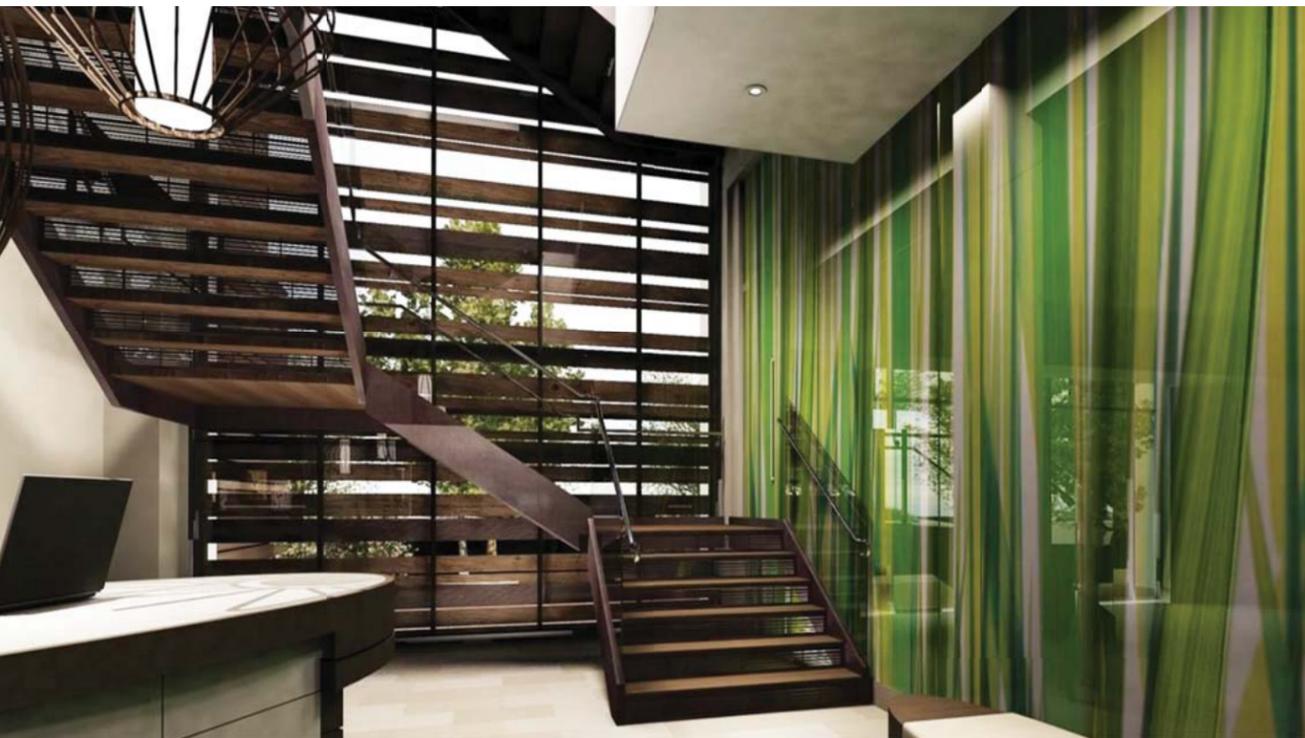
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LOBBY
EVEN Hotels



2

PEDESTRIAN ENTRANCE
EVEN Hotels



3

INTERIOR CIRCULATION
EVEN Hotels



4

AMENITIES
EVEN Hotels



1 NORTH ELEVATION
from Mercer Street

Scale: 10' 30' 60'

2 WEST ELEVATION
from alley

Scale: 10' 30' 60'



1 SOUTH ELEVATION

Scale: 10' 30' 60'



1 EAST ELEVATION
from Fairview Avenue N

Scale: 10' 30' 60'

STAYBRIDGE SIGNAGE



EVEN SIGNAGE

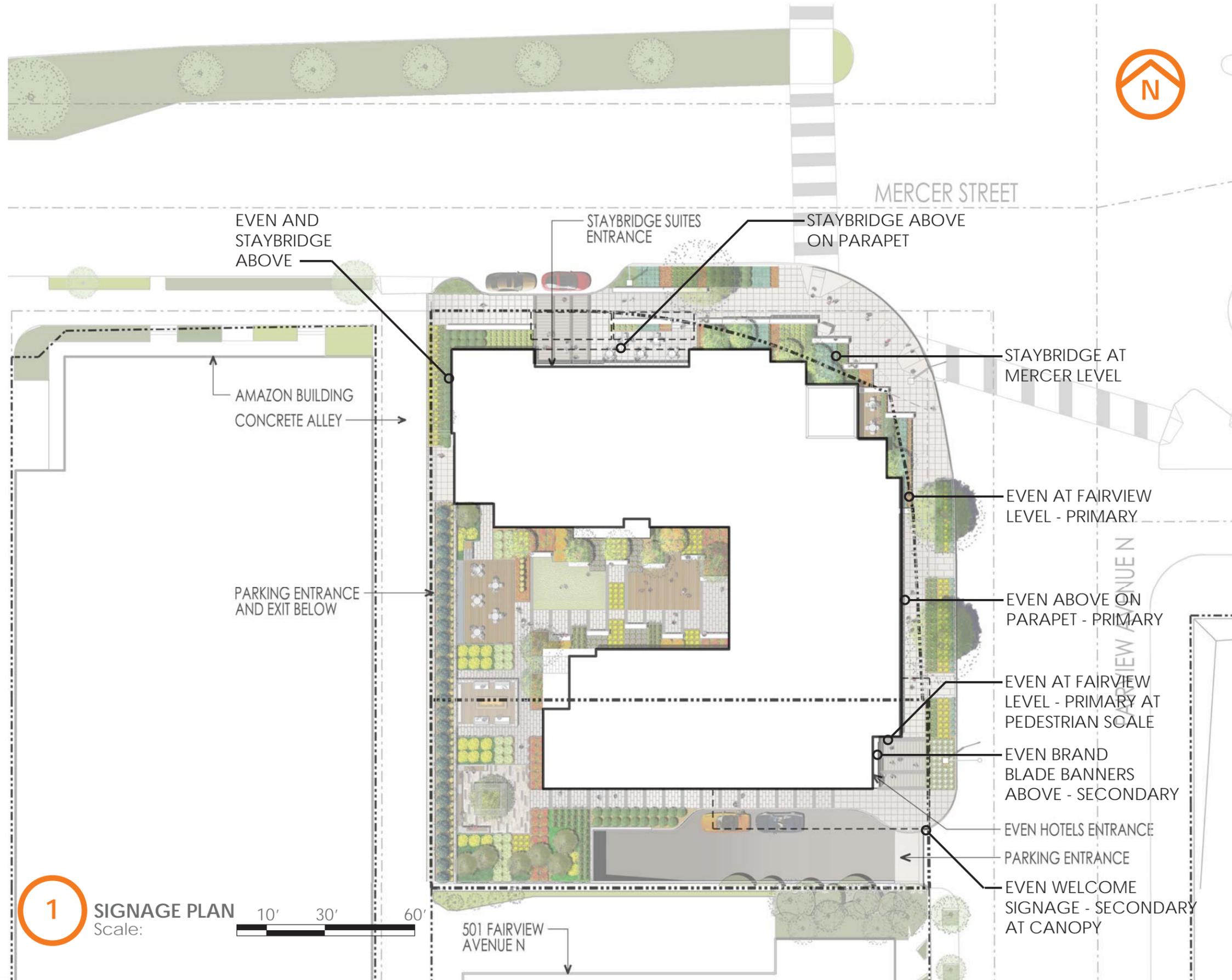
Primary



Secondary - Entry



Secondary - Blades



1 SIGNAGE PLAN Scale: 10' 30' 60'



UPLIGHT AT ACCENT BLADE SIGNAGE

DOWN LIGHTING AT CANOPY

DOWN LIGHTING AT CANOPY
 UPLIGHTING AT CORNER
 UPLIGHTING AT LANDSCAPING THROUGHOUT SITE

SITE INFORMATION

Kind County Parcel #
 198320-0535 (Parcel 1)
 198320-0540 (Parcel 2)

Site Area
 27,357 sqft

Street Classifications (Map A: 23.48.014)
 Fairview Avenue N: Class II Pedestrian
 Mercer Street: Class II Pedestrian

Zoning Classification
 SM 160/85-240

ZONING SYNOPSIS/SITE CONSTRAINTS

Permitted Uses (23.48.004)
 Office, hotel, retail, residential, etc.

Structure Height (23.48.010)
 160' - Nonresidential/live work limit
 85' - Base limit for residential
 240' - Maximum residential limit

FAR (23.48.009)
 SM 160/85-240 = 4.5

Maximum Allowable Area (Site x 4.5 FAR)
 27,357 sqft x 4.5 FAR = 123,107 sqft

Open Space Requirements (23.48.014.G)
 N/A if lot does not exceed 30,000 sqft

LEED Requirements (23.48.025)
 N/A if base FAR is not exceeded

Structure Height Measurements (23.86.006.E.3.A)
 When the slope of the major street lot line is less than or equal to 7.5%, the elevation of maximum height shall be determined by adding the maximum permitted height to the existing grade elevation at the midpoint of the major street lot line.

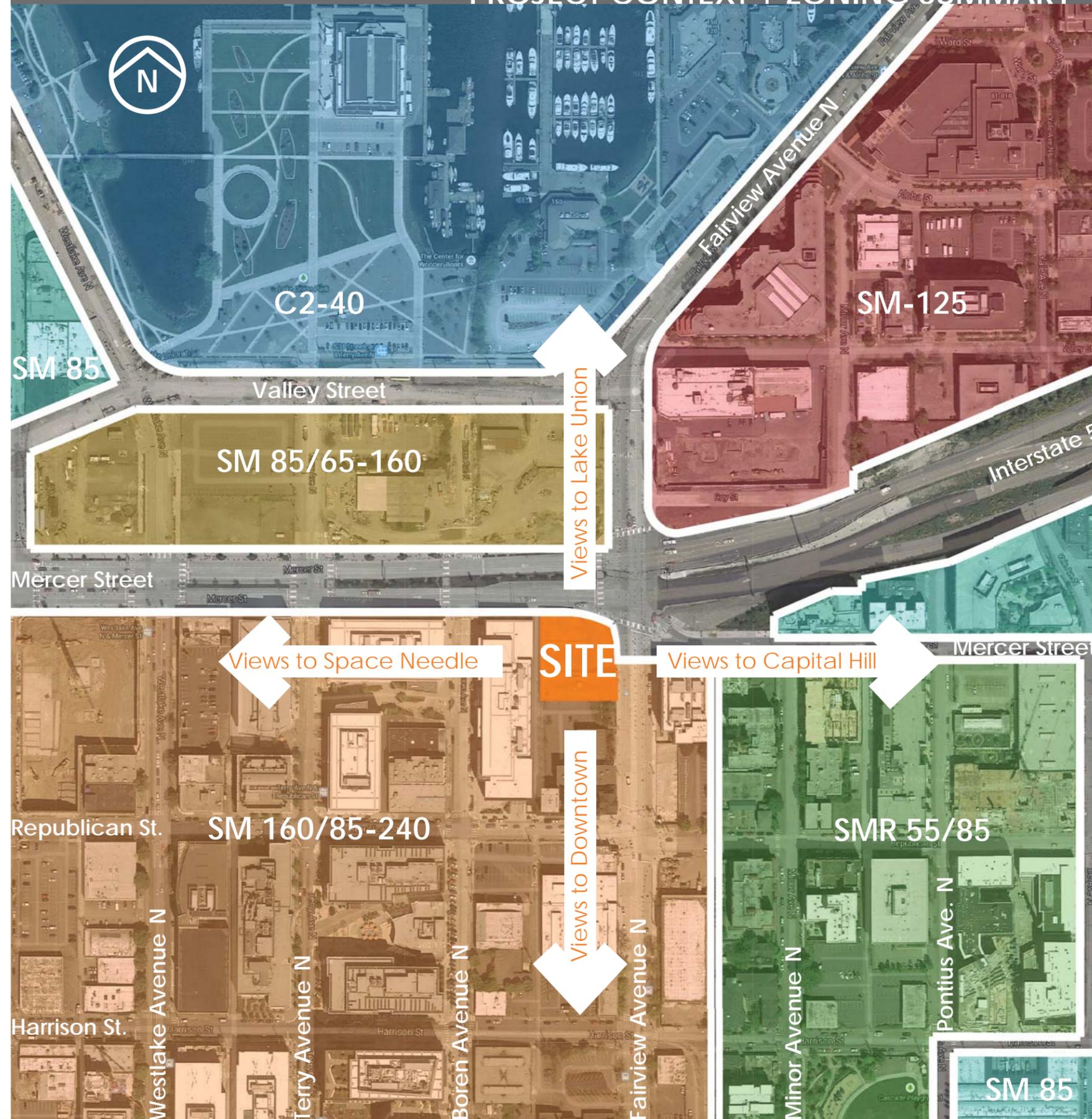
Maximum Podium Height (Map A: 23.48.013)
 Adjacent to Fairview Avenue: 65' limit (Parcel 2) and 85' limit (Parcel 1)
 Adjacent to Mercer Street: 85' limit

Area Limits for Podiums (23.48.013.B.4.B)
 Podium floors to be restricted to 75% of lot area
 (N/A if base height does not exceed podium height)

Facade Modulation (23.48.013.D)
 N/A if nonresidential uses do not exceed 85' in height

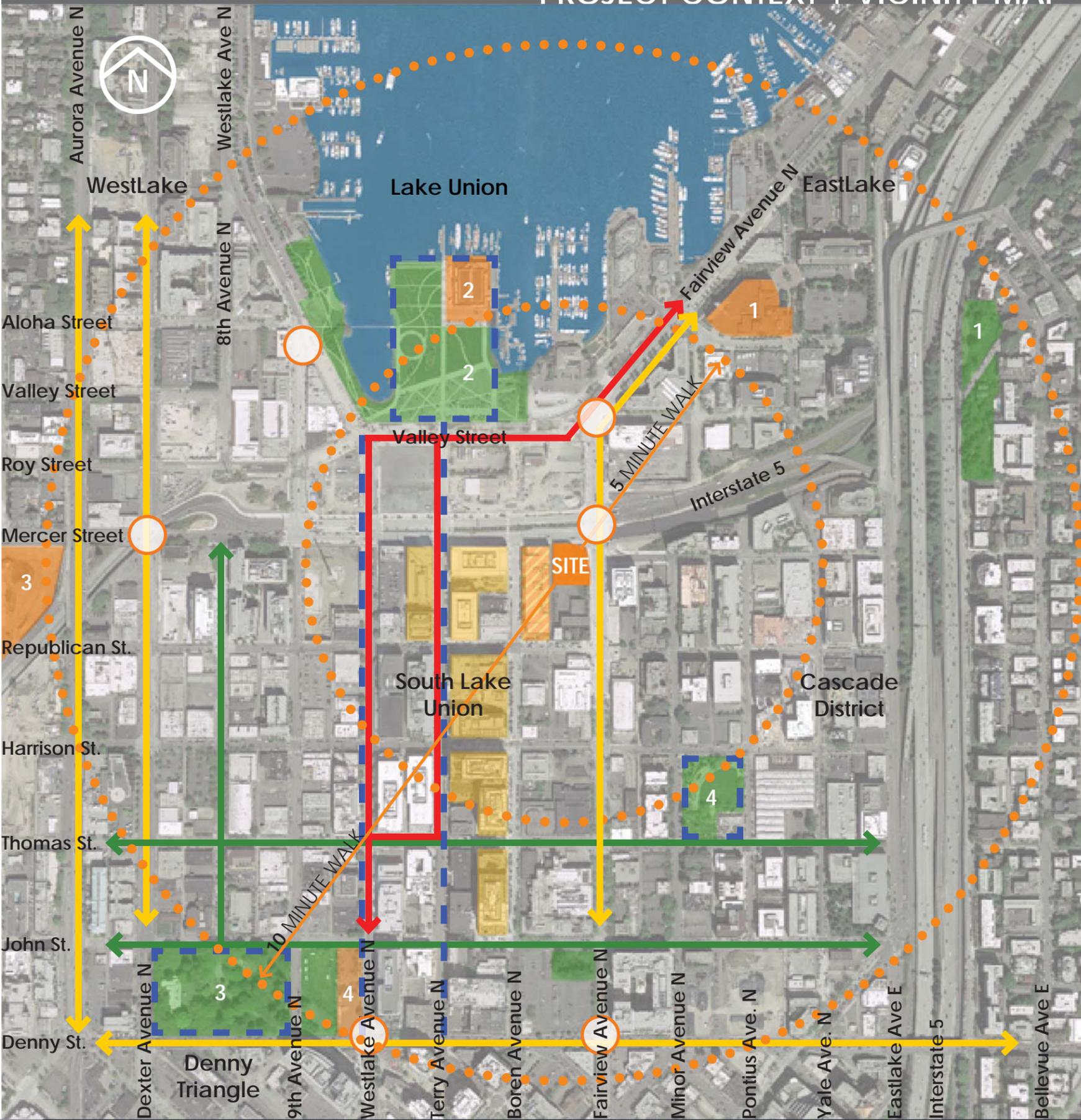
Street Level Development Standards (23.48.014.D)
 For Class II Pedestrian Streets, a minimum of 60% of the street facing facade must be transparent. Blank facades shall be limited to segments of 15' wide. The total of all blank facades shall not exceed 40% of the street Facade on each street frontage. Minimum facade height for Class II Pedestrian Streets is 25 ft. Primary Pedestrian entrance to be no more than 3' above or below sidewalk.

Required Parking (23.48.032 & 23.54.035)
 Maximum parking limit for nonresidential uses limited to (1) stall per 1,000 sqft
 (2) loading berths required for low demand uses that are 160,000 sqft and under.



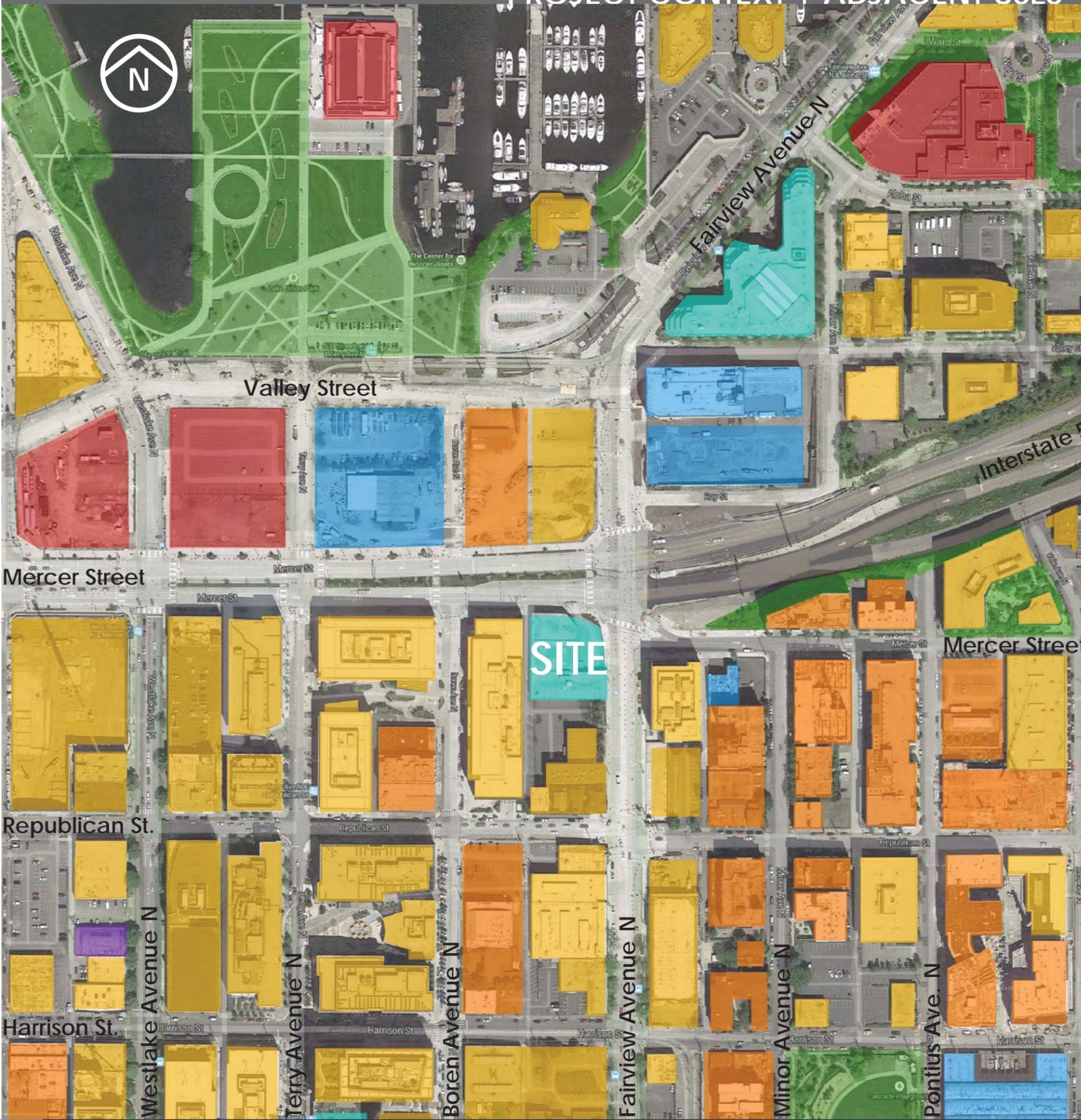
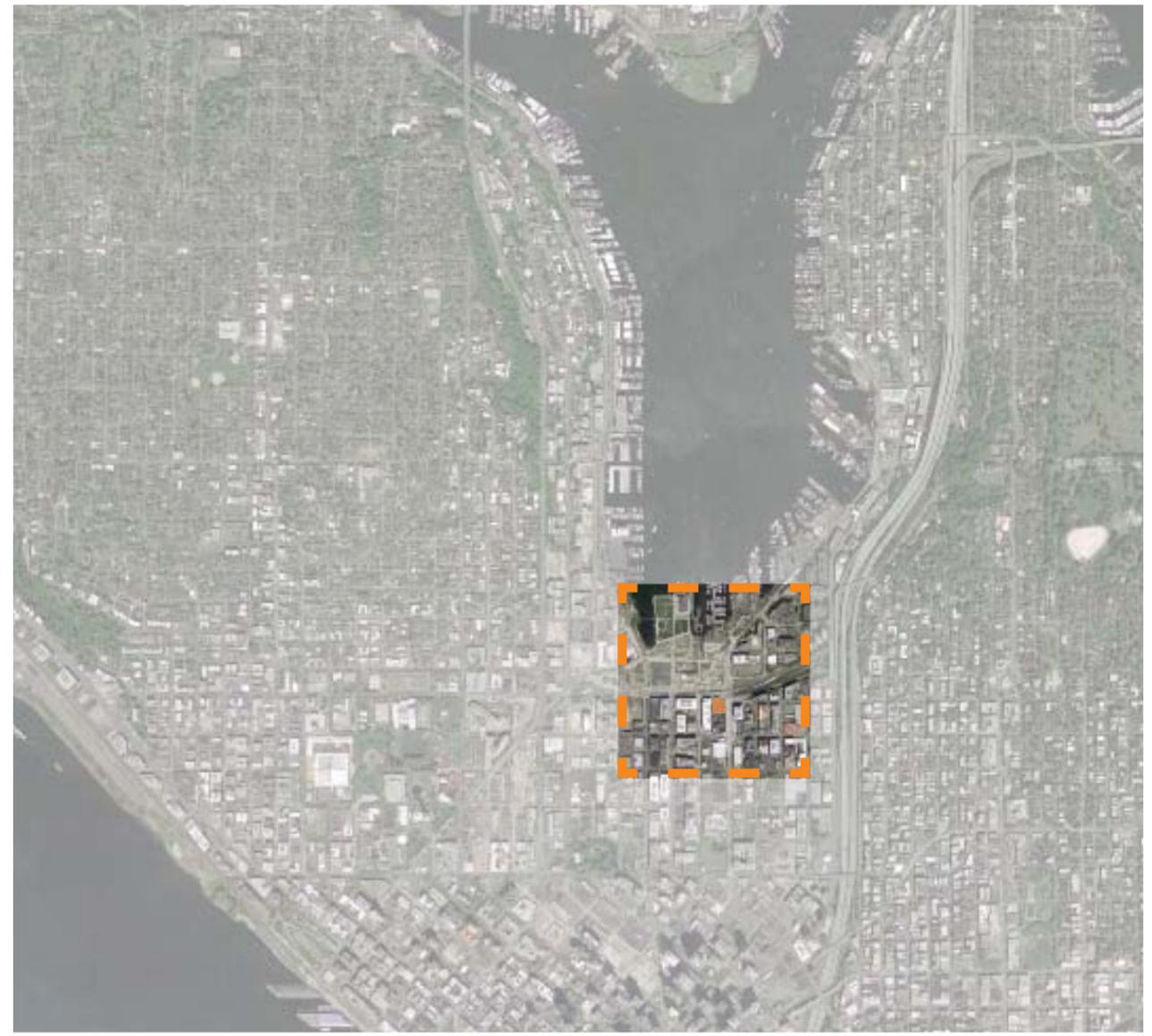
LEGEND

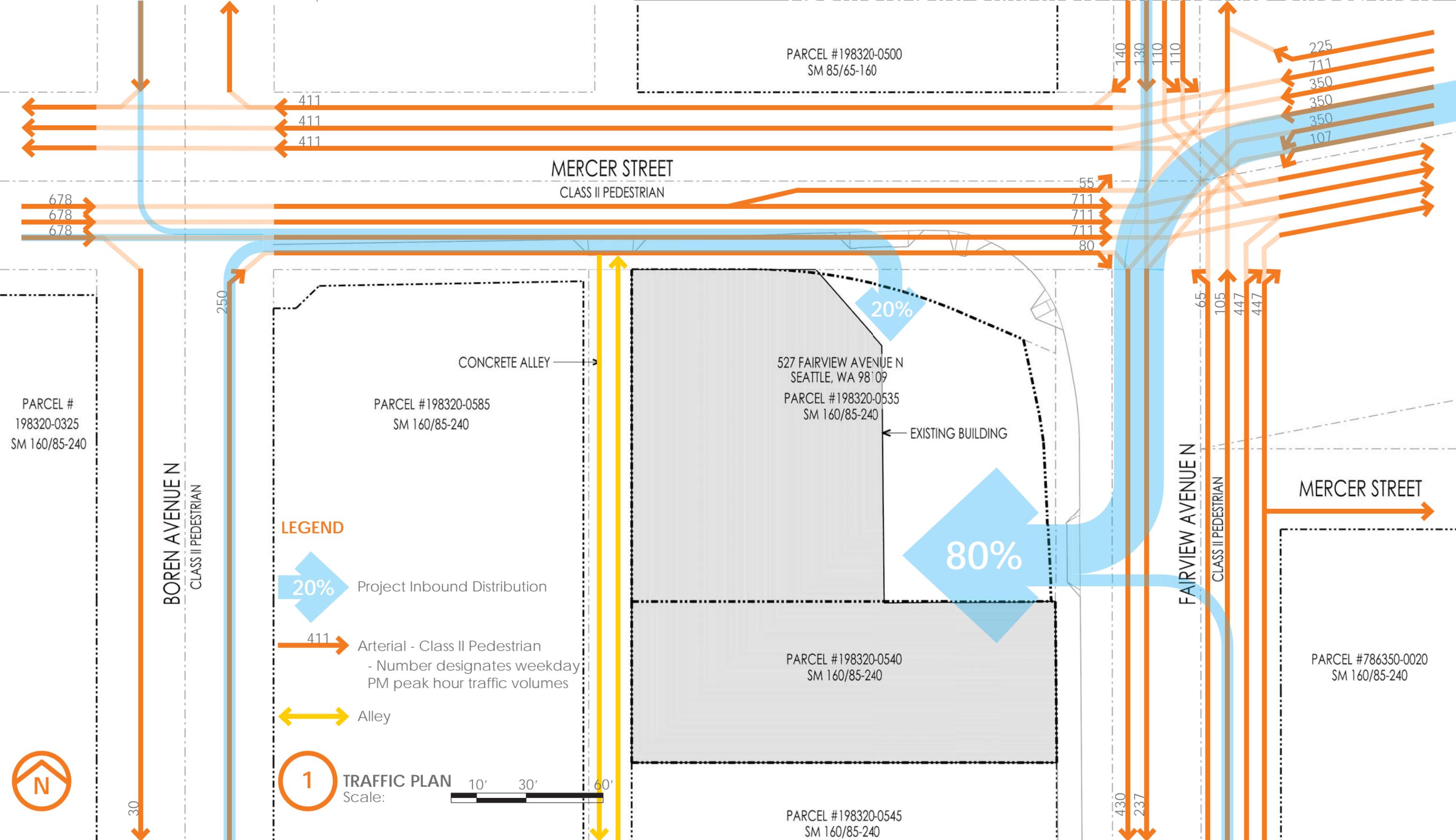
-  Neighborhood Green Street
-  South Lake Union Streetcar Route
-  King County Metro Buss Route
-  South Lake Union Heart Locations
-  Walking Times
-  Gateway Locations
-  Local Parks and Recreation
 - 1 - Bellevue Place
 - 2 - Lake Union Park
 - 3 - Denny Park
 - 4 - Cascade Community Park / Play Areas
-  Notable Locations
 - 1 - Fred Hutchinson Cancer Research Center
 - 2 - Museum of History and Industry
 - 3 - Bill & Melinda Gates Foundation
 - 4 - South Lake Union Discovery Center
-  South Lake Union Amazon Campus
-  Swedish Primary Care and Amazon Building



LEGEND

- Recreation / Open Space
- Commercial / Retail / Office
- Multifamily / Mixed-Use Residential
- Industrial / Warehouse / Storage
- Civic Religious
- Hotel / Motel
- Institution / Education





NO DEPARTURES REQUESTED
