FIFTH & UNION | RAINIER SQUARE REDEVELOPMENT

Early Design Guidance Submittal

PROJECT #3017644

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Statement of Development Objectives

The Seattle Metropolitan Area is a diverse, vibrant urban environment. Downtown Seattle has seen consistently strong growth and an ability to rebound, reinvent, and reimagine its future in response to a dynamic and constantly changing commercial, retail, and residential environment. Seattle also places high value on a connection to the broader environment and community, with emphasis on water and mountain views, convenient and diverse transportation options, and an attraction to vibrant urban places.

The proposed development consists of one 54-story structure with 750,000 sq. ft. of office space and approximately 220 residential units above the office tower, with separate lobbies for office and residential uses; one 15-story hotel with 200 rooms in a separate building along 4th Avenue; retail at the perimeter of the block totaling approximately 32,000 SF; and a below grade parking garage for approximately 1,200 vehicles.

Demolition:

All existing structures on the site will be demolished, along with selective excavation as required for the new proposed development.

Metro Tract: A vision

Currently, the project site is an underdeveloped property with struggling retail situated in outdated structures. It is a rare occasion in the evolution of a city to make a single move that might pave the way for the reinvigoration of an entire area. This project aims to be nothing short of such a move. It is our intent to seize the opportunity afforded by this singular site to create a unique offering to the city: a block with vibrant at-street destination retail activity, highly desirable residential and hotel units, and world-class office space. Its impact will reach well beyond the boundaries of the block, to the entire Metropolitan Tract. As an attractor, an urban catalyst, a center of downtown, it will revitalize the pedestrian realm and bring long-term value to the surrounding blocks. Its bold and unique form, inspired by its relationship with Rainier Tower, will give the development an iconic quality, to stand as a distinctive structure in Seattle's skyline.

Nowhere Else Like It

The Rainier Square block is unquestionably at the very heart of Seattle. With the proposed development, the property would be an incredible instance of urban density and economic vitality. The site is precisely at the center of the Central Business District, embedded in the retail, arts, and cultural activity that downtown has to offer. The prime corner of the new tower is only blocks from the most pedestrian-active intersections in downtown Seattle.

A Catalyst for Downtown

The proposed tower has tremendous potential to bring the Metro Tract to prominence as the most vital urban developments in downtown Seattle. It will rise as a top tier retail, office, and residential complex: a catalyst for activity downtown. While the current "center of gravity" of commercial activity downtown is currently several blocks north of the site, this development is poised to shift that center south to the heart of the Metro Tract.

2

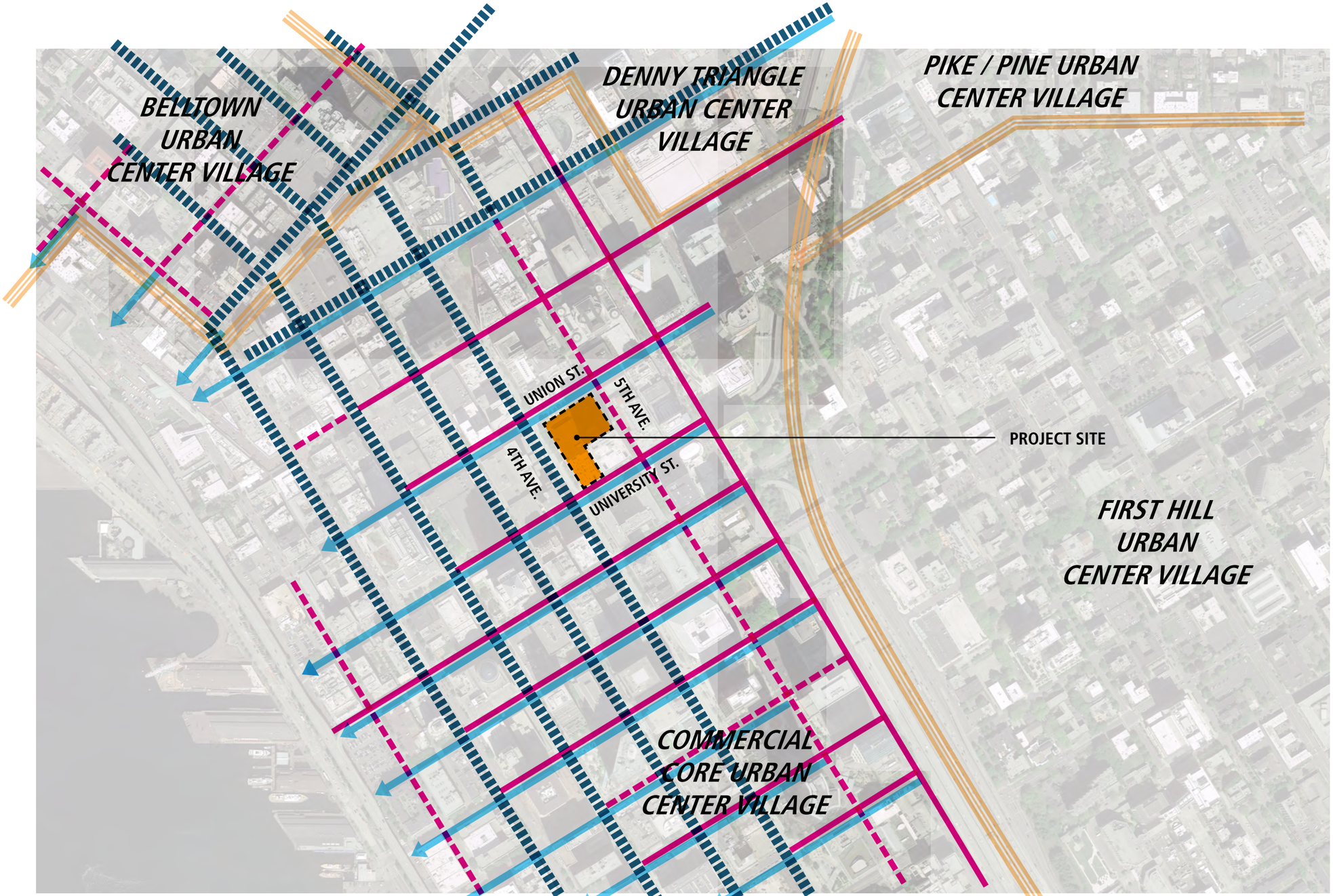
Urban Design Analysis
Vicinity Map & Urban Flows

NEIGHBORHOOD BOUNDARY

CLASS I PEDESTRIAN STREET

CLASS II PEDESTRIAN STREET

GREEN STREET



PRINCIPAL TRANSIT STREET

PRINCIPAL ARTERIAL

MINOR ARTERIAL

VIEW CORRIDORS

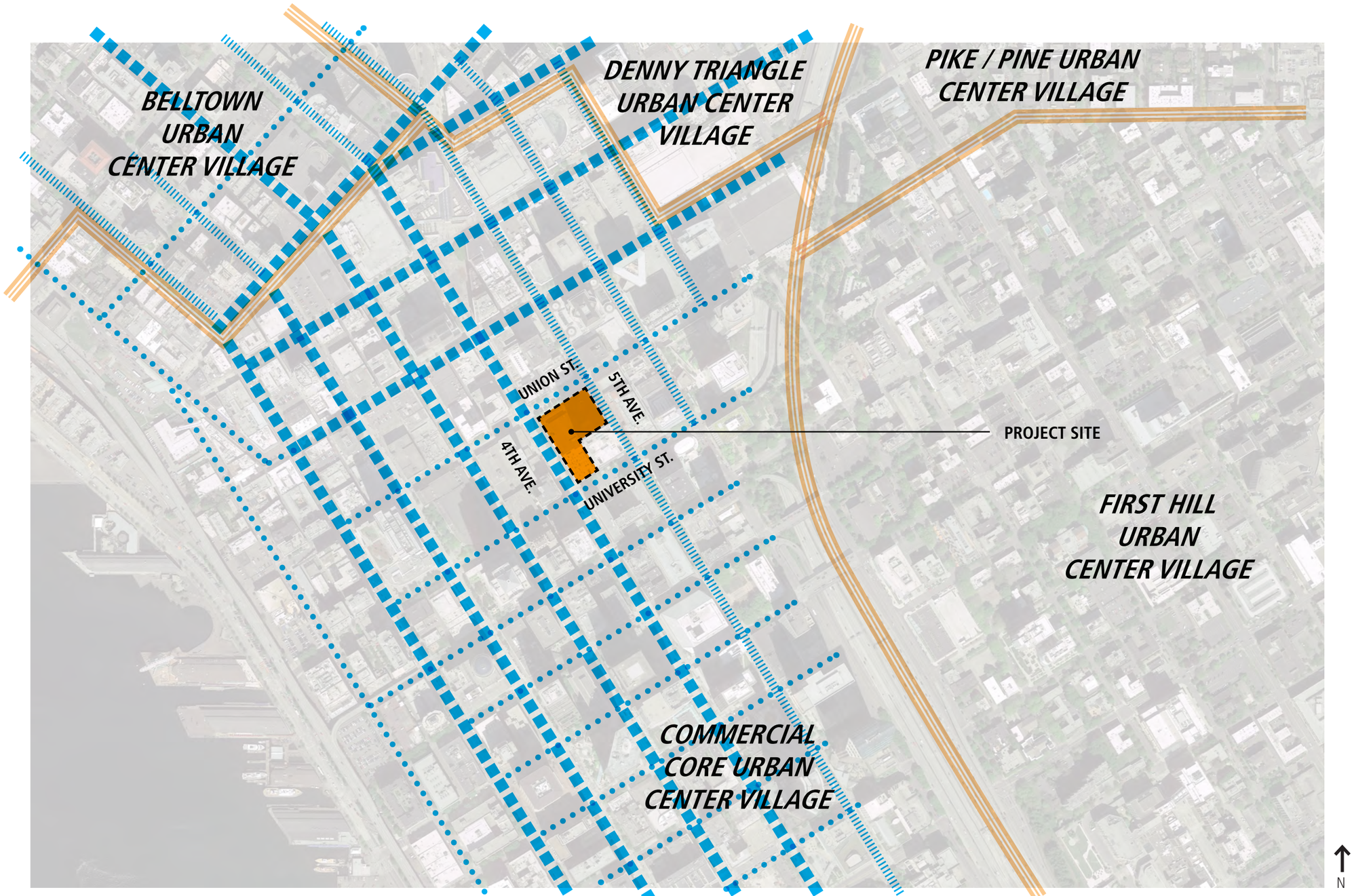
2

Urban Design Analysis
Vicinity Map & Urban Flows

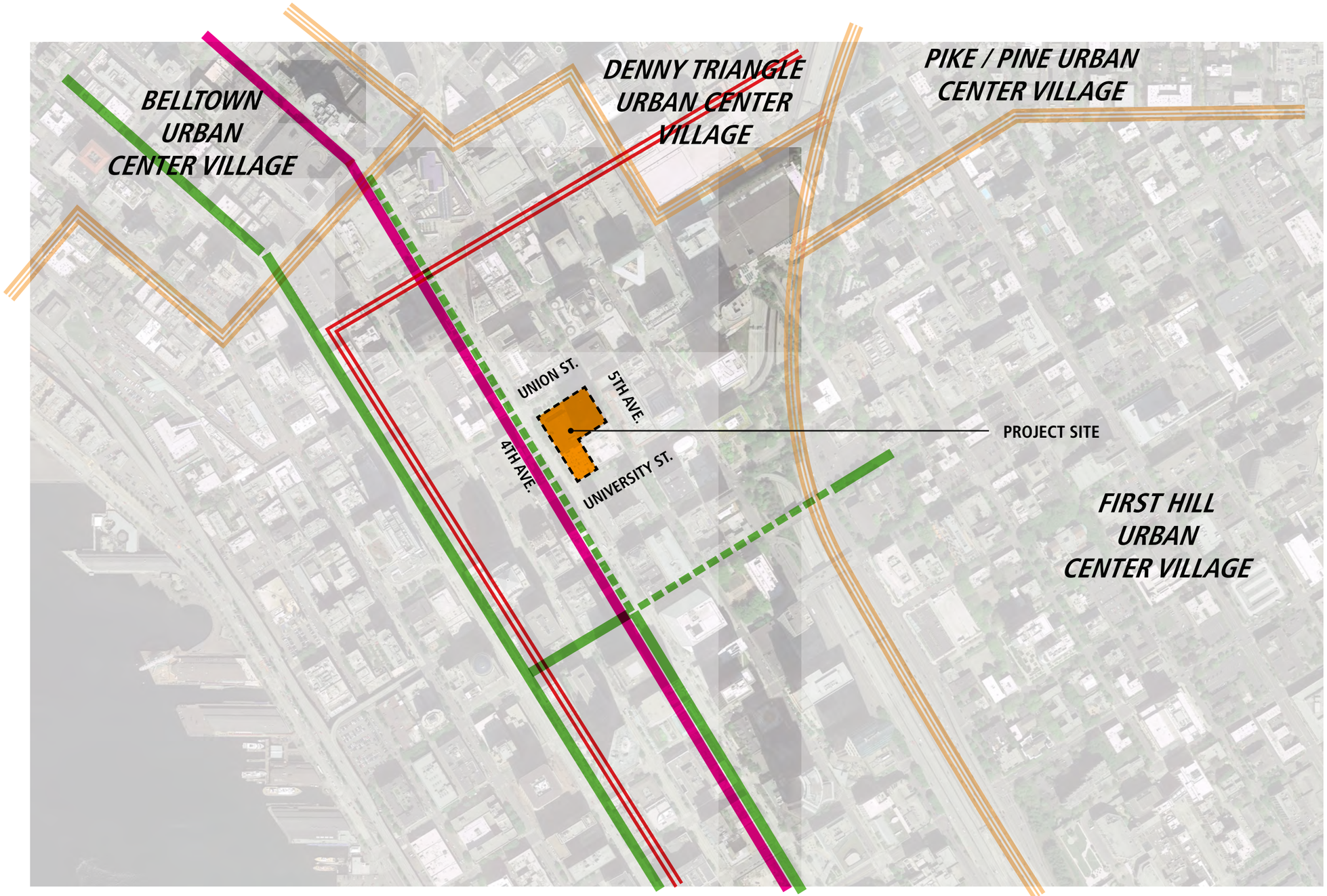
18' WIDE SIDEWALKS

15' WIDE SIDEWALKS

12' WIDE SIDEWALKS



Urban Design Analysis
Vicinity Map & Urban Flows



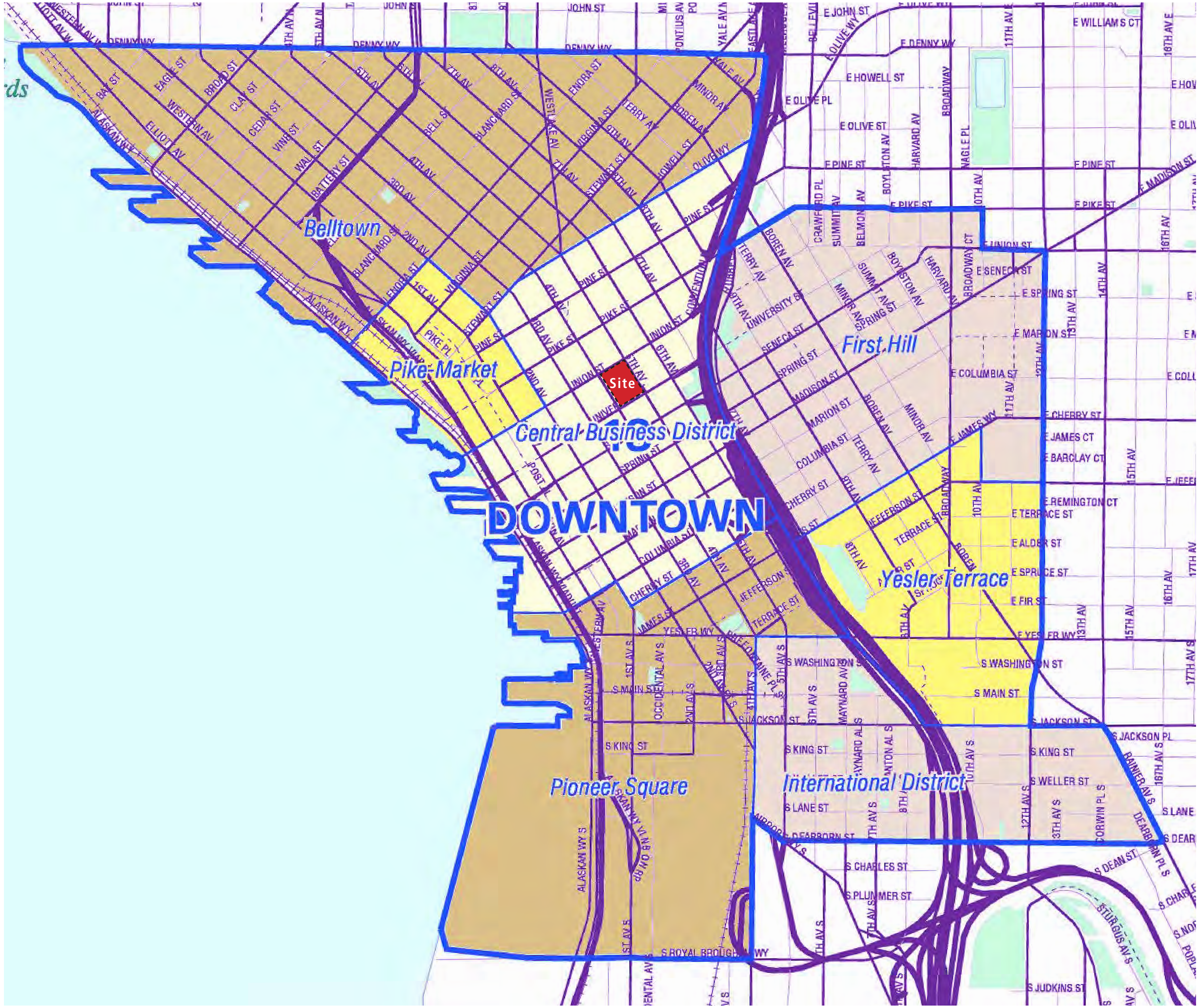
BIKE LANE

SHARROWS

UNDERGROUND RAIL TRANSIT

SCENIC ROUTE


DMR/R
125/65
DMR/R
85/65
DMC
240/290-400
PMM-85
PMM-85
DMC-125
PMM-85
DOC2
500/300-500
DRC 85-150
DMC
340/290-400
DMC
340/290-400
UNION ST.
5TH AVE.
4TH AVE.
UNIVERSITY ST.
DOC1
U/450/U
DH1/45
DMC-160
DMC-160
DMC-160
DMC
340/290-400
MR
MIO-160-HR
HR
HR-PUD
MIO-240-HR
NC3P-160
NC3-160
HR
NC3-160
N


Belltown
Pike Market
Site
Central Business District
DOWNTOWN
First Hill
Yesler Terrace
Pioneer Square
International District

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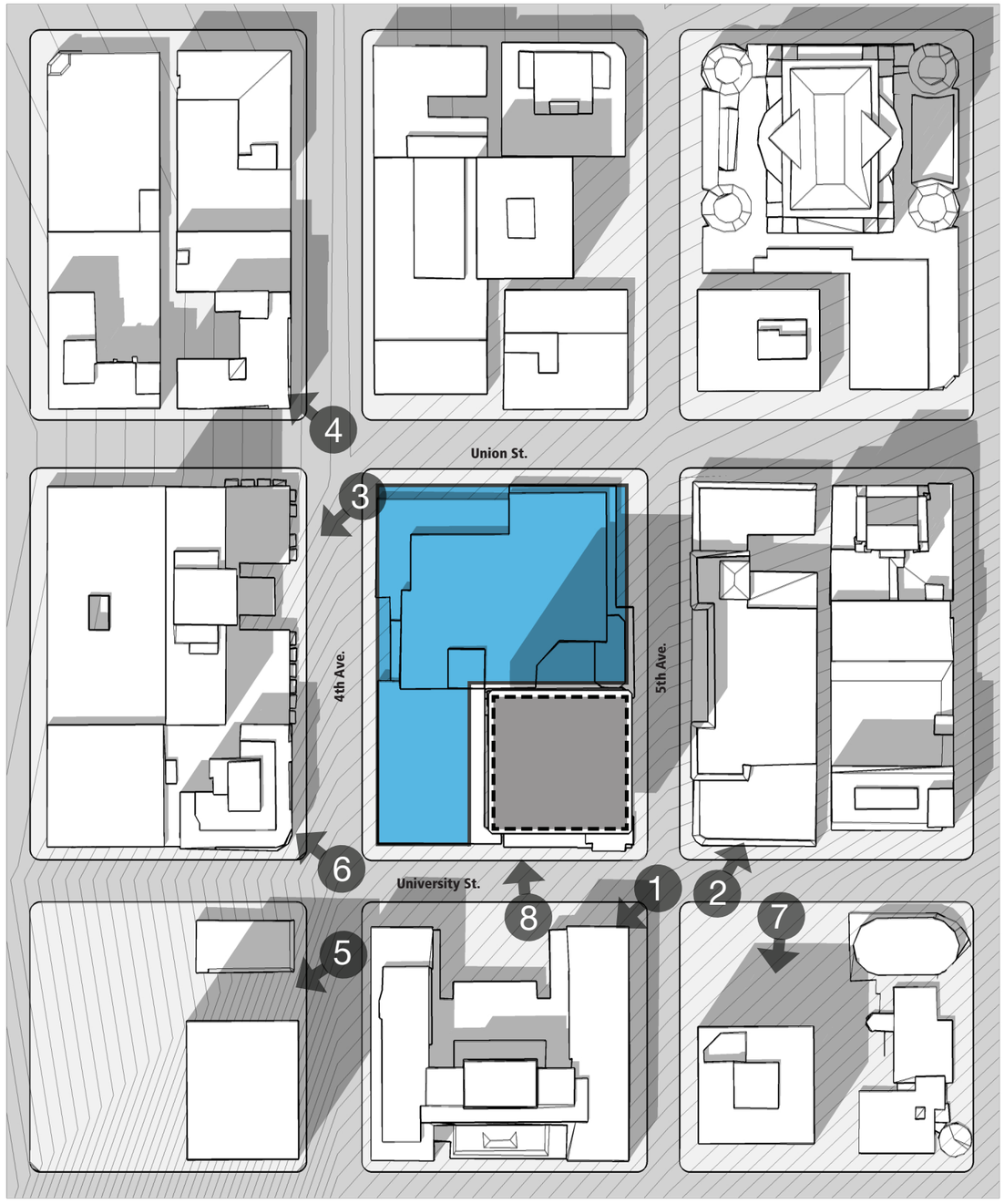
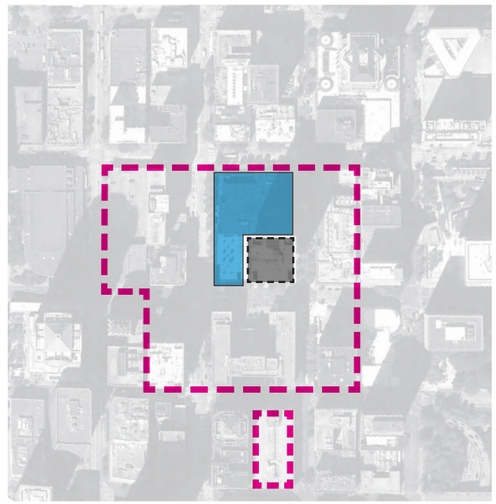
Urban Design Analysis
Surrounding Structures and Uses

PROJECT SITE

METRO TRACT AREA

EXISTING TO REMAIN





1) Fairmont Olympic Hotel

2) 5th Avenue Theater

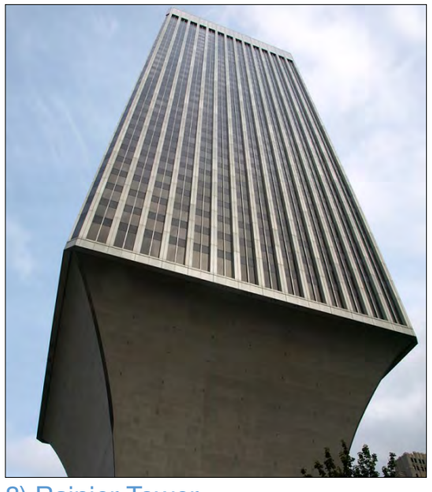
3) Puget Sound Plaza Building

4) 1411 4th Ave Building

5) Financial Center Building & Seattle Tower

6) Cobb Building

7) IBM Building



8) Rainier Tower

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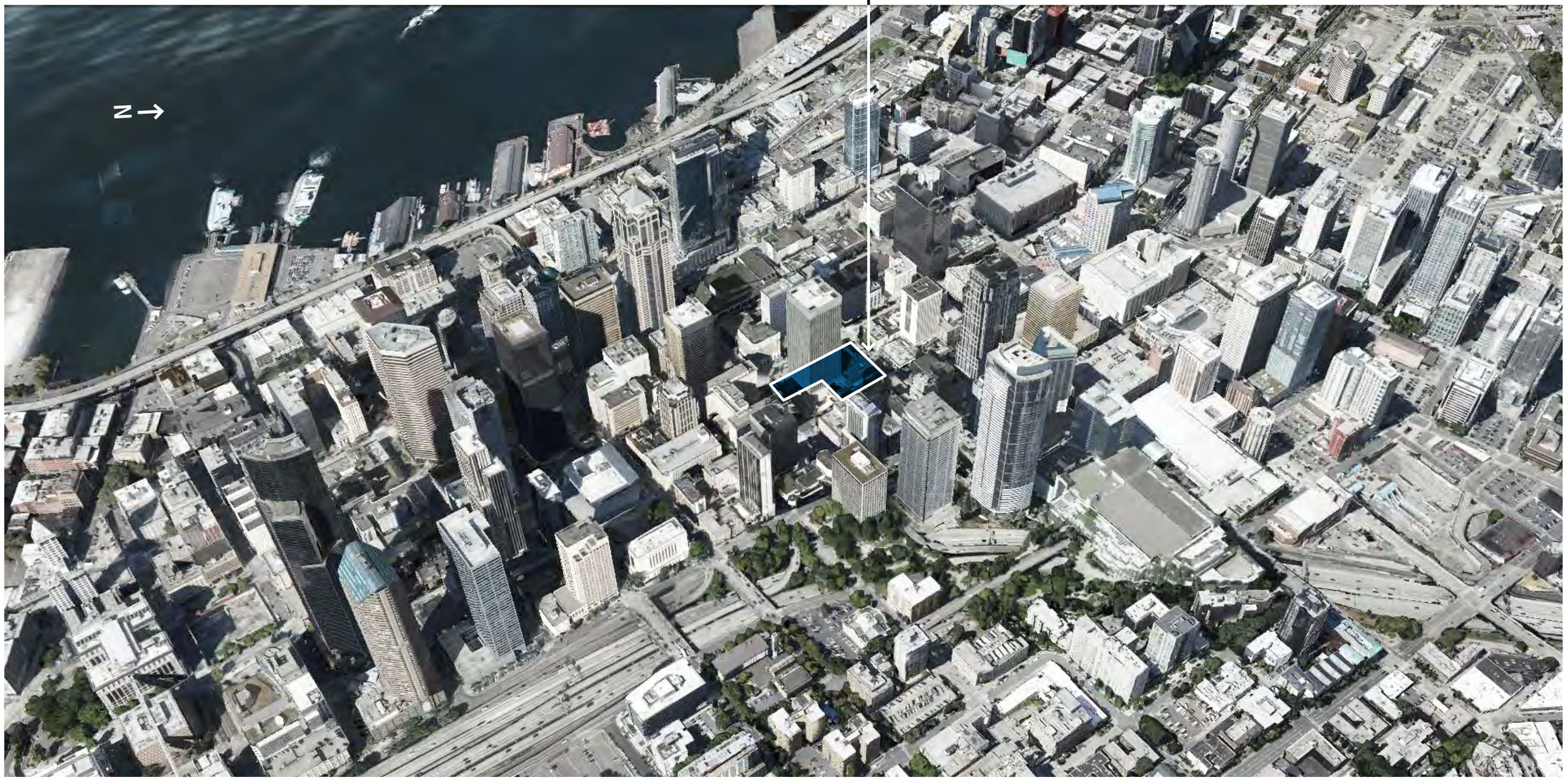
Urban Design Analysis
Aerial Photograph


PROJECT SITE
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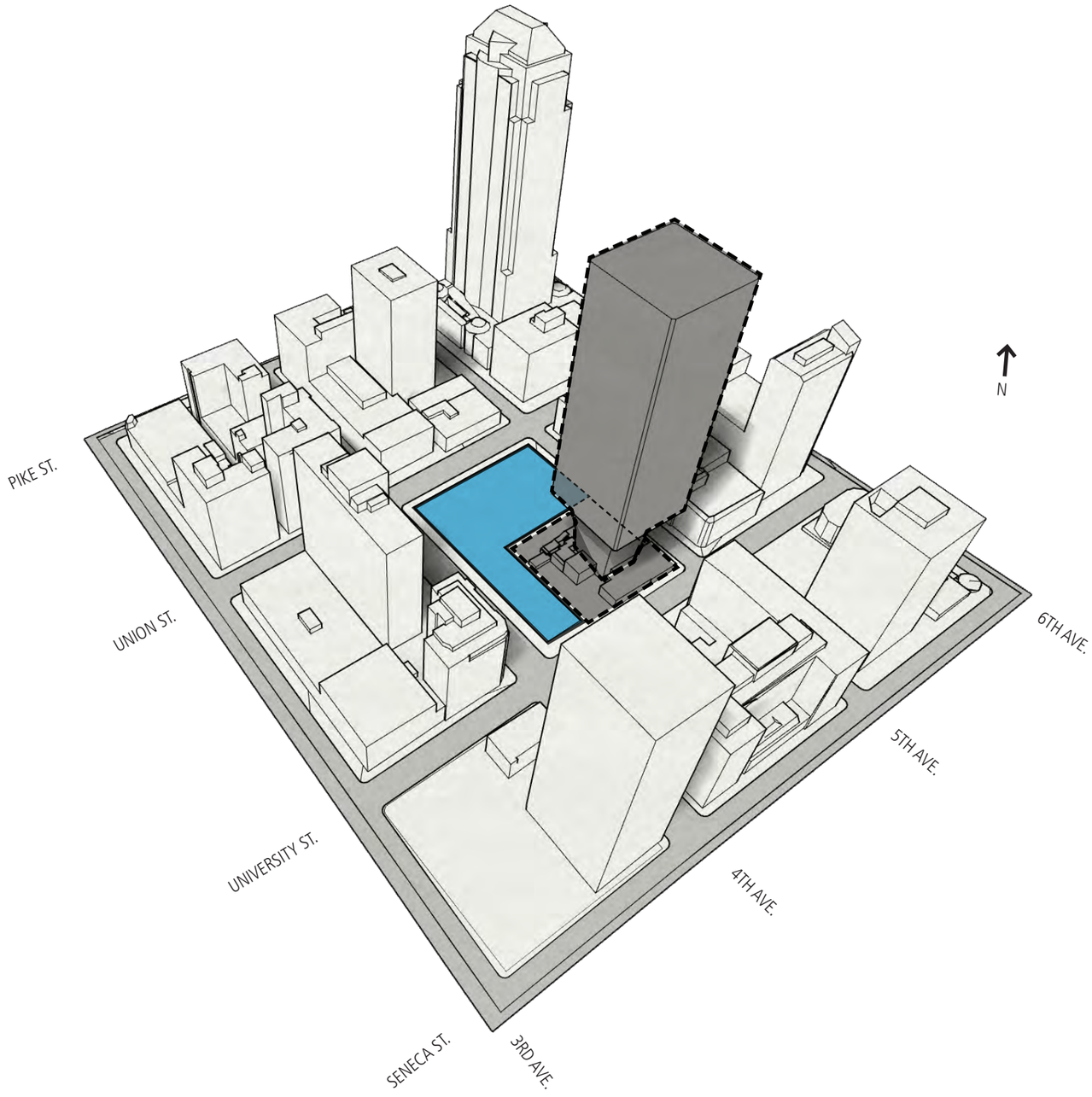
Urban Design Analysis
Adjacent (9) block context

PROJECT SITE

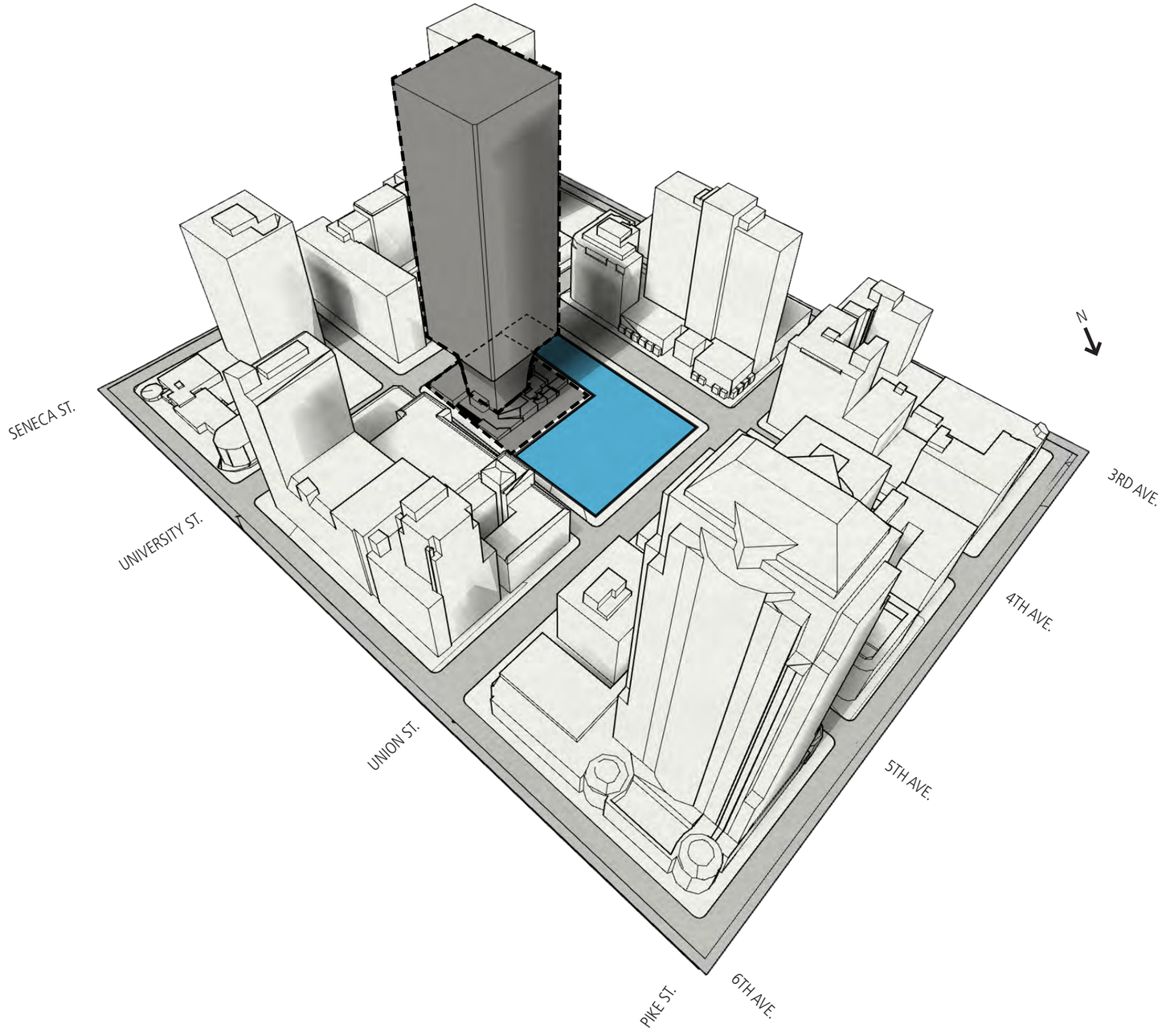
EXISTING TO REMAIN



Urban Setting

As a key site in Seattle's thriving downtown core, Rainier Square can leverage its premier location and excellent connections to neighboring properties in the Metropolitan Tract as well as strong links to regional public transit. It sits within comfortable walking distance of world-class public and private urban destinations, including parks, museums, theater, and many other cultural assets, in addition to a unique topographical relationship that naturally bridges and connects key retail and office core neighborhoods. Surrounding properties offer best-in-class services and amenities for potential tenants, and the site itself embodies extraordinary potential to enhance the vibrancy and value of the entire neighborhood.

Urban Design Analysis
Adjacent (9) block context



PROJECT SITE

EXISTING TO REMAIN

2

Site Analysis

Design Cues: Vicinity Diagrams

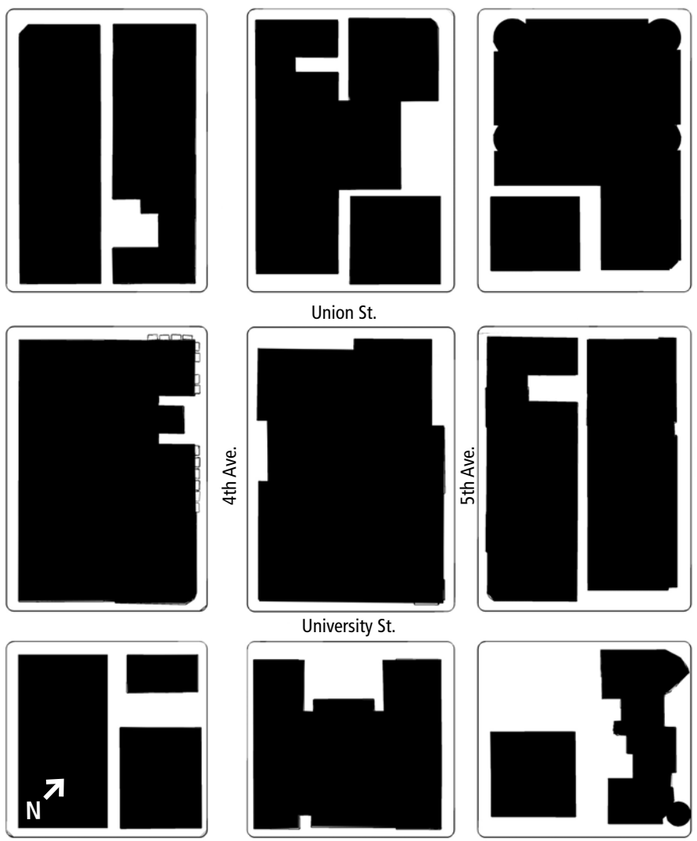
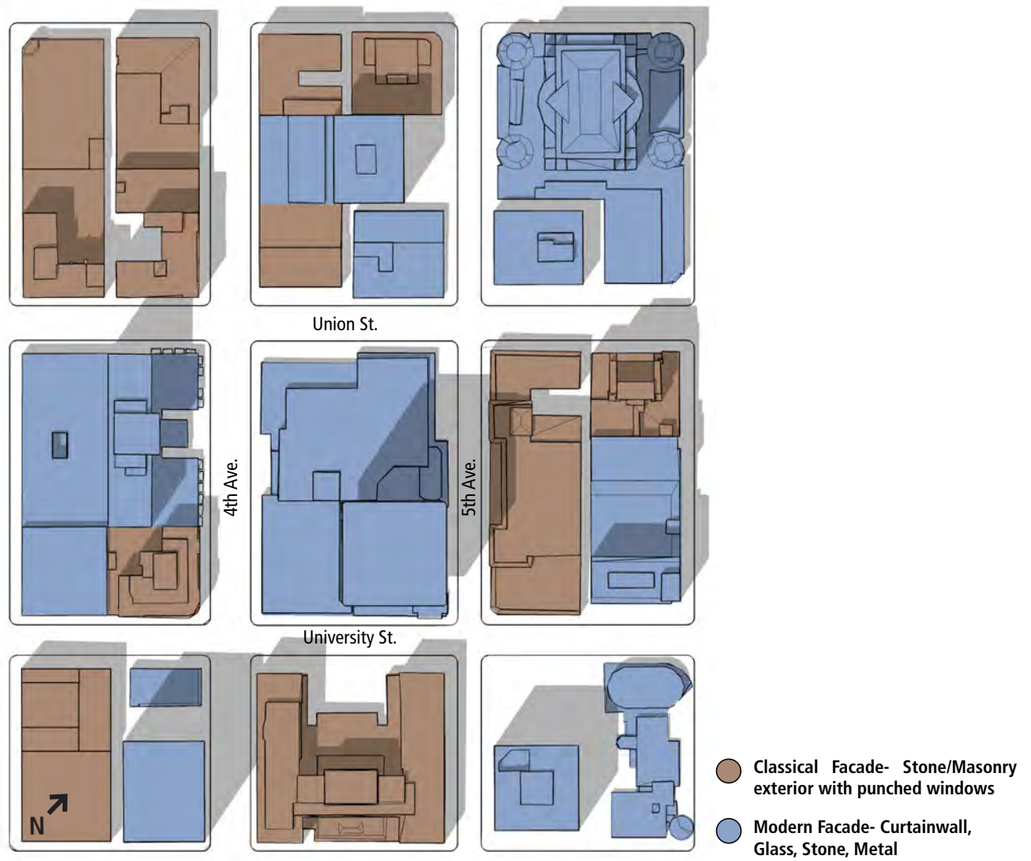


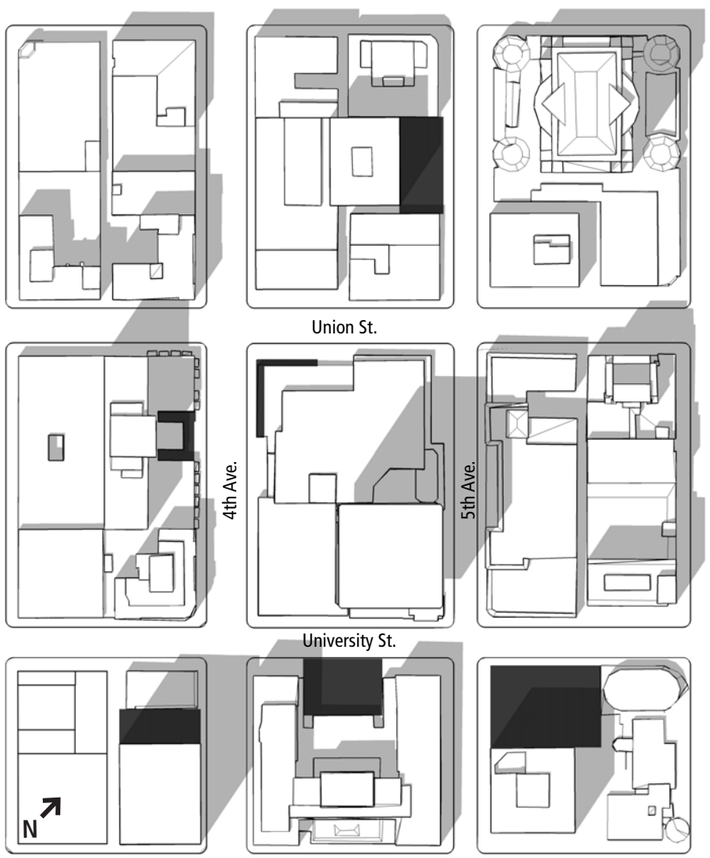
Figure Ground



Materiality

Figure Ground & Materiality

The project site sits in one of the most dense and most vibrant and essential areas of downtown Seattle. The location is characterized by large commercial towers with strong street wall relationships, street-level retail, and a rich variety of façade detail and massing articulation. Diverse and eclectic architectural styles prevail, with a lively mix of traditional and modern composition, proportions, and fenestration. Stone and masonry facades as well as a mix of more modern, sleek materials can be found throughout the neighborhood.



Existing Plazas

Existing Plazas

There are currently two major plazas adjacent to the site – the courtyard at the Fairmont Olympic Hotel on University Street, as well as the plaza on 5th Avenue and University fronting the IBM building.

Building Use

Building Use

The site is surrounded by a vibrant mix of hotels, culture / entertainment, retail, restaurants, office and residential. The proposed project will enhance all of these current uses with additional diverse and complementary program uses.

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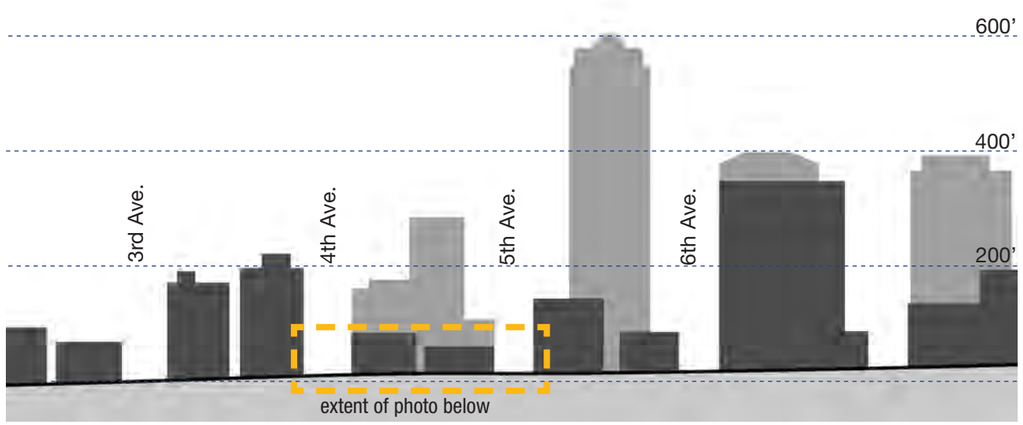
Site Analysis
Design Cues: Adjacent Streetscape



Diagrammatic Elevation of Union St. looking north

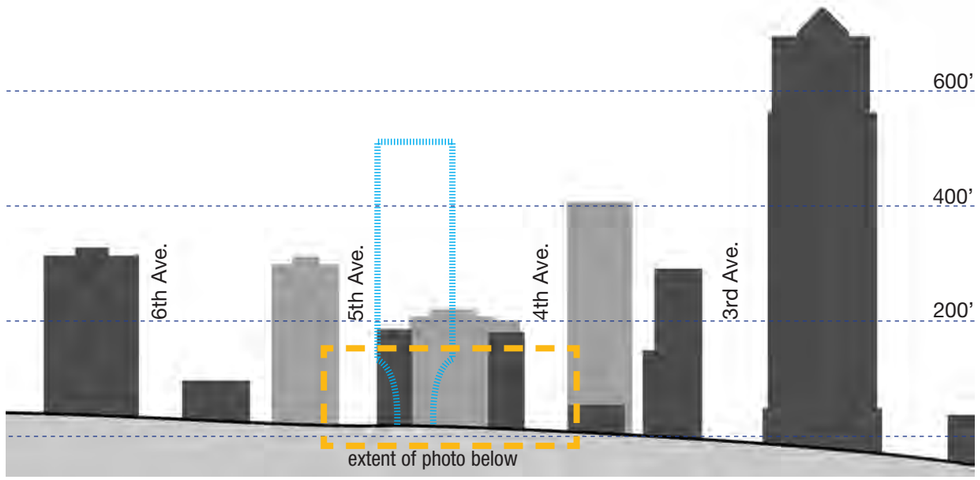
Union St.:

- Our proposed location for loading and vehicular entry will be from Union Street with an entry roughly consistent with the alley across the street to allow the most transparency and active edges for the remaining streets. Existing service and garage access to Rainier Square is mid-block along Union.

- Union Street has a distinct stepping of datum lines as it moves west towards the water.

Building Use Diagram: Union St. elevation, across from site

- Hotel
- Office (Retail at Ground Floor)
- Retail (Service,Restaurant, Health Club)
- Cultural (Church, Theater)



Diagrammatic Elevation of University St. looking south

University St.:

- The Fairmont Hotel’s design is one of a very clear, distinct base, vertical datum, and proportional cues.
- The figure / ground relationship of the Fairmont Olympic Hotel as it meets the street will become an important massing signal for our site as it relates to University Street.
- Our proposed location for vehicular exit will be roughly aligned with the adjacent drop-off courtyard for the Fairmont Olympic Hotel.

Building Use Diagram: University St. elevation, across from site

- Hotel
- Office (Retail at Ground Floor)
- Retail (Service,Restaurant, Health Club)
- Cultural (Church, Theater)

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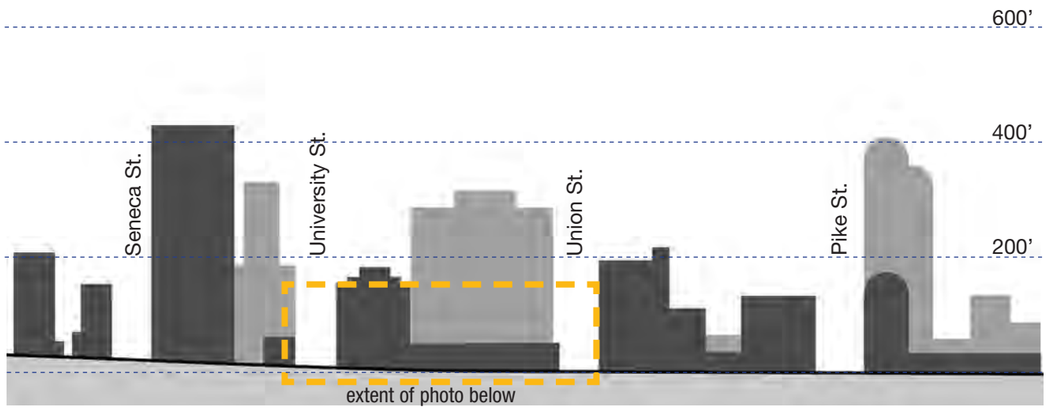
Site Analysis
Design Cues: Adjacent Streetscape



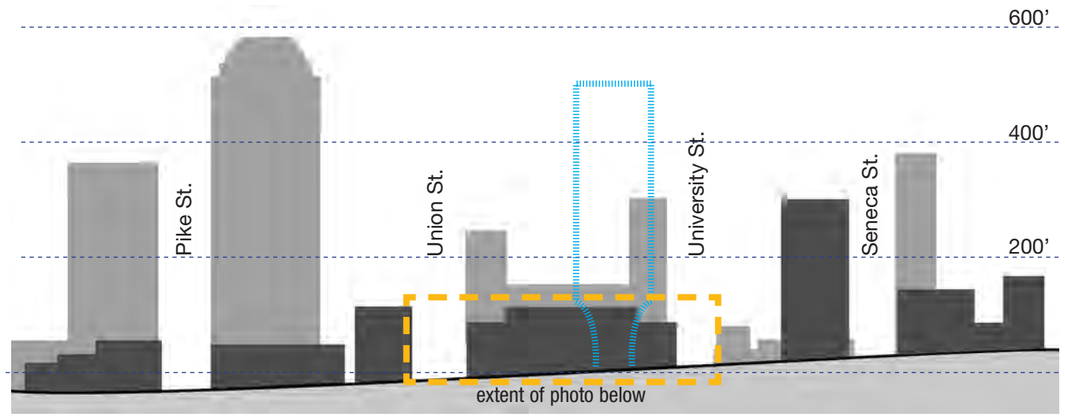
Diagrammatic Elevation of 4th Ave. looking west

4th Avenue:

- 4th Avenue has a strong urban street wall relationship and a great mix of uses between Union and University Streets: residential, restaurant, retail and office. The proposed development will leverage and extend this environment along the East side of 4th Avenue.
- The Cobb Building is one of the only residential buildings in the immediate vicinity of the site.
- There is a significant variety of facade heights along 4th Ave. The Financial Center Building and Cobb Building both have strong, high street-edge faces. At the corner of 4th and University is the low, transparent glass and steel cube of Purple restaurant. At the north end of 4th, the Puget Sound Plaza has both a low two-story street-edge podium and a broad tower, pulled back from the street edge.

Building Use Diagram: 4th Ave. across from site

- Hotel
- Office (Retail at Ground Floor)
- Residential
- Retail (Service,Restaurant, Health Club)
- Cultural (Church, Theater)

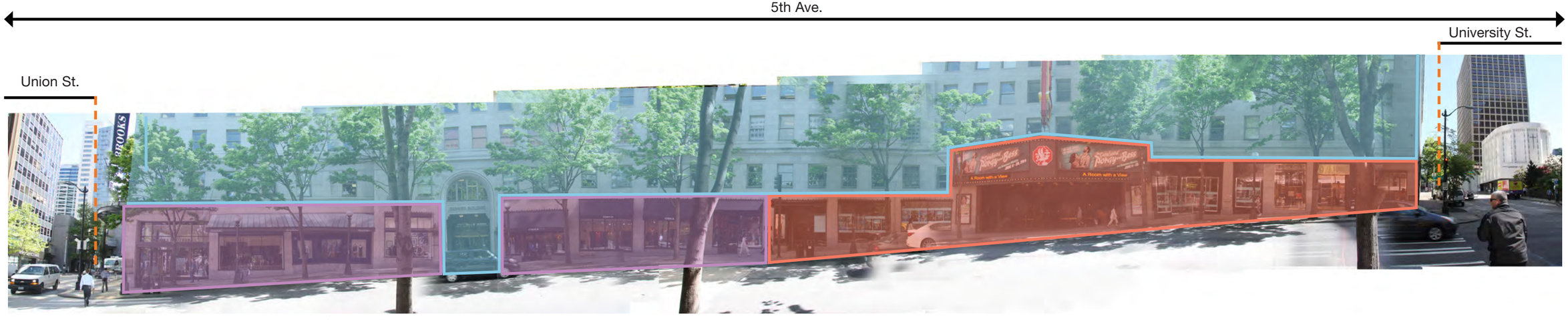


Diagrammatic Elevation of 5th Ave. looking east

5th Avenue:

- 5th Avenue is a key retail street in this portion of downtown Seattle. The east side of 5th Avenue has a strong, traditional urban character with a vibrant mix of pedestrian-oriented retail and entertainment activities and a large amount of street-level transparency, with overhead weather protection via canopies and awnings.

- Design cues that will serve to enhance the strong pedestrian character of this street include pedestrian-oriented retail uses, transparent facades, varied storefronts supporting underutilized retail with multiple entries, and weather protection.



Building Use Diagram: 5th Ave. across from site

- Hotel
- Office (Retail at Ground Floor)
- Residential
- Retail (Service,Restaurant, Health Club)
- Cultural (Church, Theater)

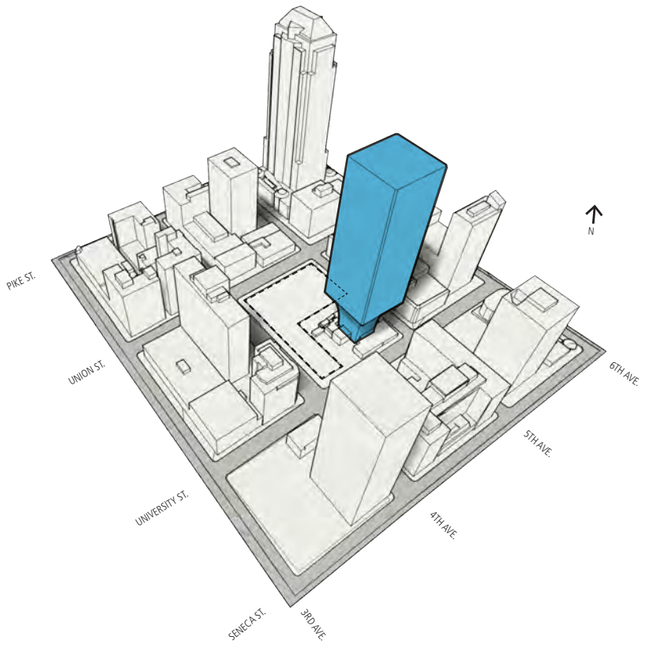
2

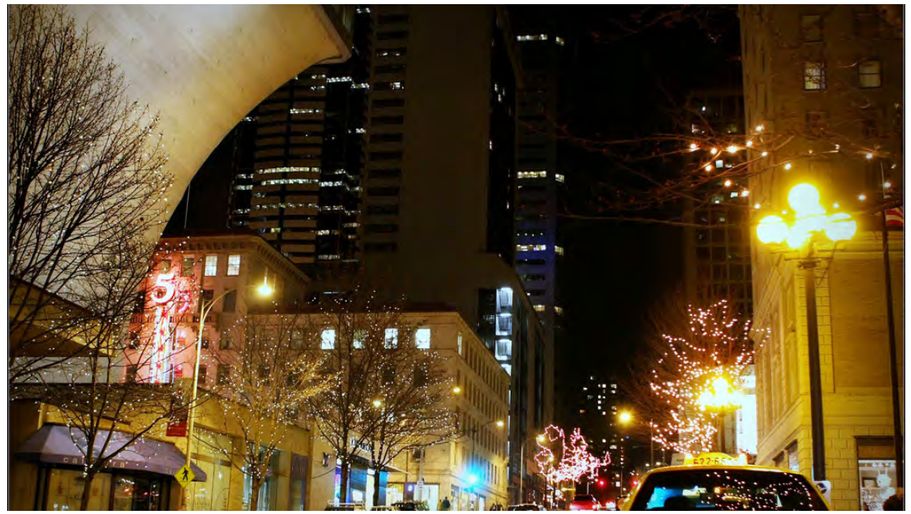
Urban Design Analysis
Adjacent Context - Design Cues

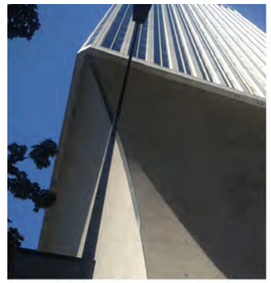
RAINIER TOWER

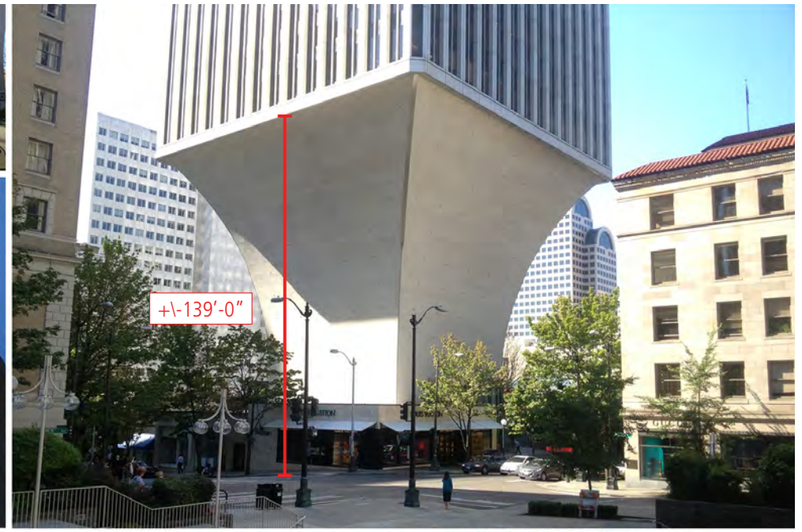
"A building must be like a human being. It must have a wholeness about it, something that is very important."

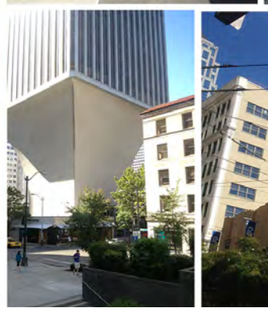
- Minoru Yamasaki, *Architect*, Rainier Tower

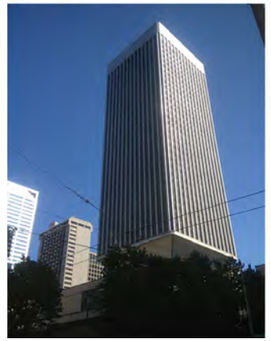


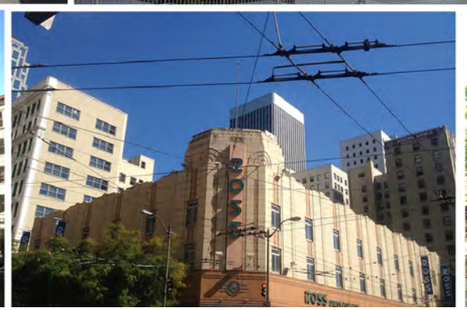


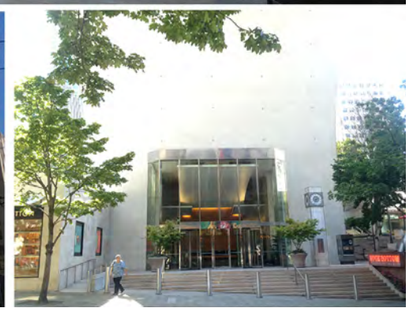






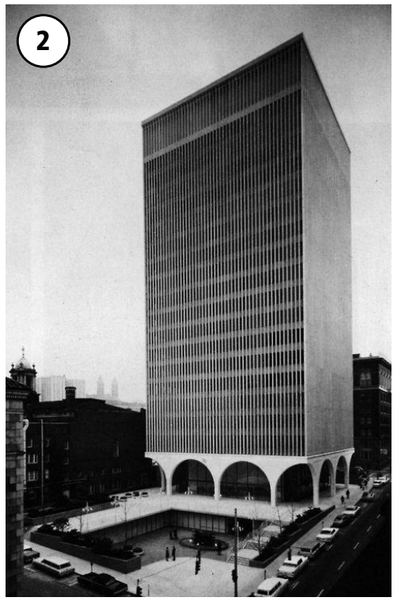




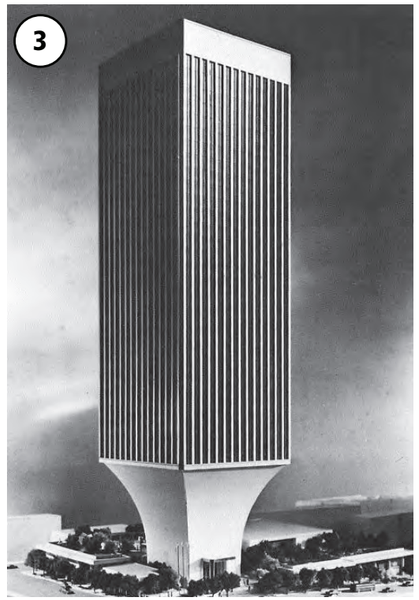


Urban Design Analysis
Adjacent Context - Design Cues

1962 - Pacific Science Center



1964 - IBM Building



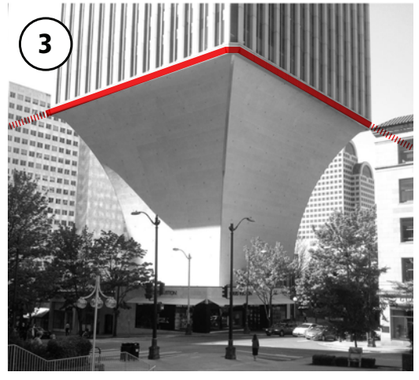
1977 - Rainier Tower

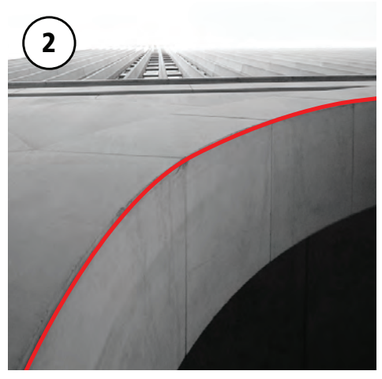
DESCRIPTION

Minoru Yamasaki's built work is defined by acts of brilliant engineering and timeless architecture. His work stands out in Seattle as unique unto itself, creating individual iconography and special urban moments in the city.

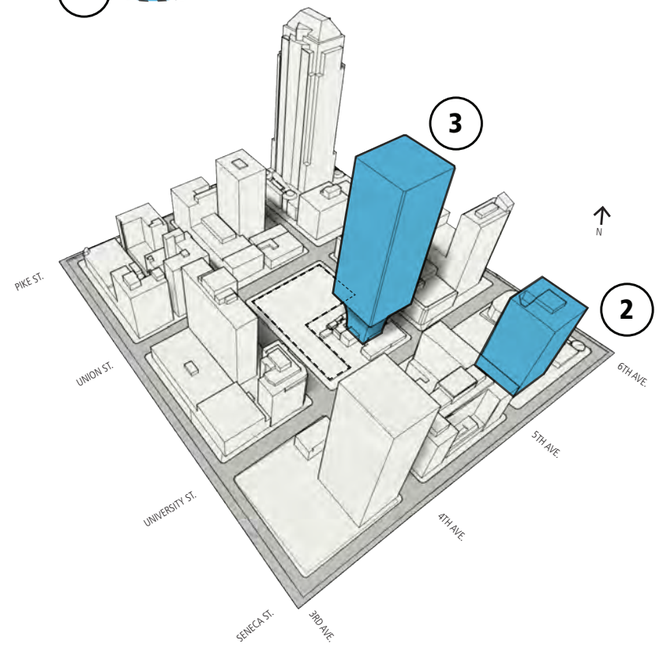
Yamasaki's aversion to the International style of glass-walled skyscrapers is evident in the set of three local projects displayed to the left. During this period of his work, a growing study of strong vertical elements, simplified arches and serene plazas began to surface as signature elements.

Rainier Tower is the most expressive and memorable of all with its daring, sweeping vertical base balancing a timeless tower above. Notably, its strong horizonal datum and its distinct arching base make Rainer Tower a premiere building for both the CIty of Seattle and the career of Yamasaki.





1 (1.5 miles northwest at Seattle Center)



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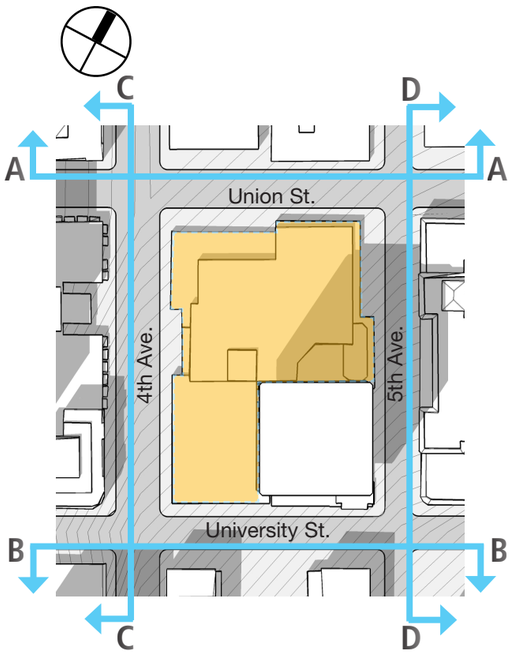
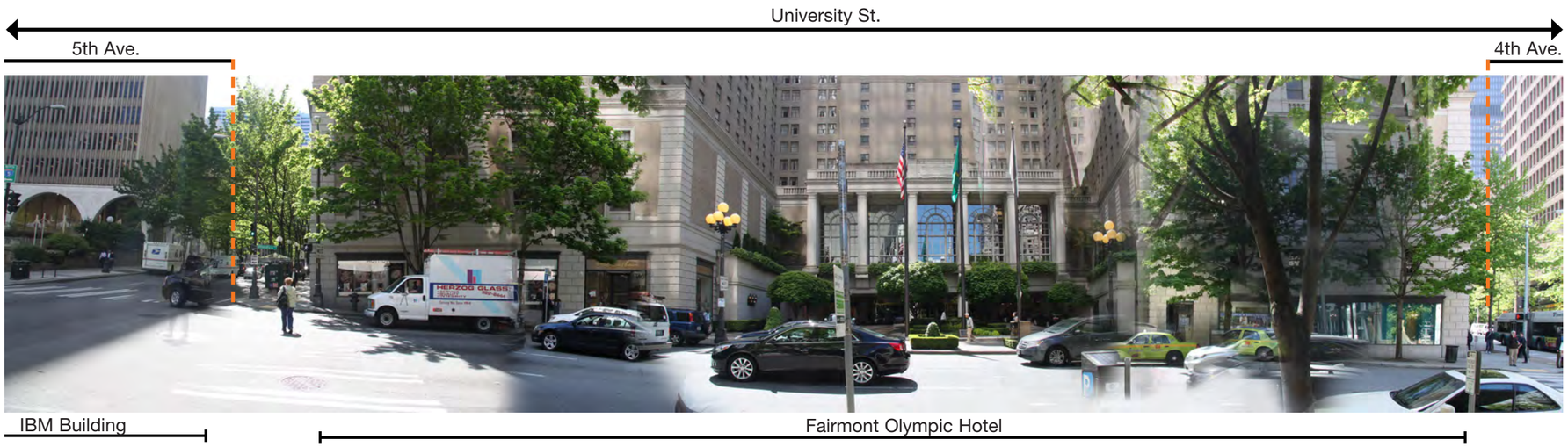
Urban Design Analysis
Composite street photographs



Elevation A-A, Union St., looking north



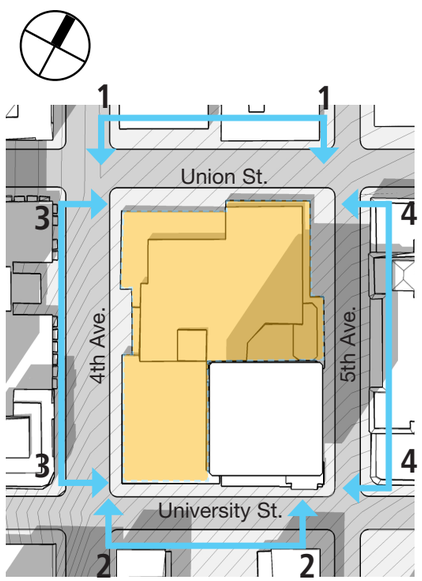
Elevation B-B, University St., looking south

Elevation C-C, 4th Avenue, looking west

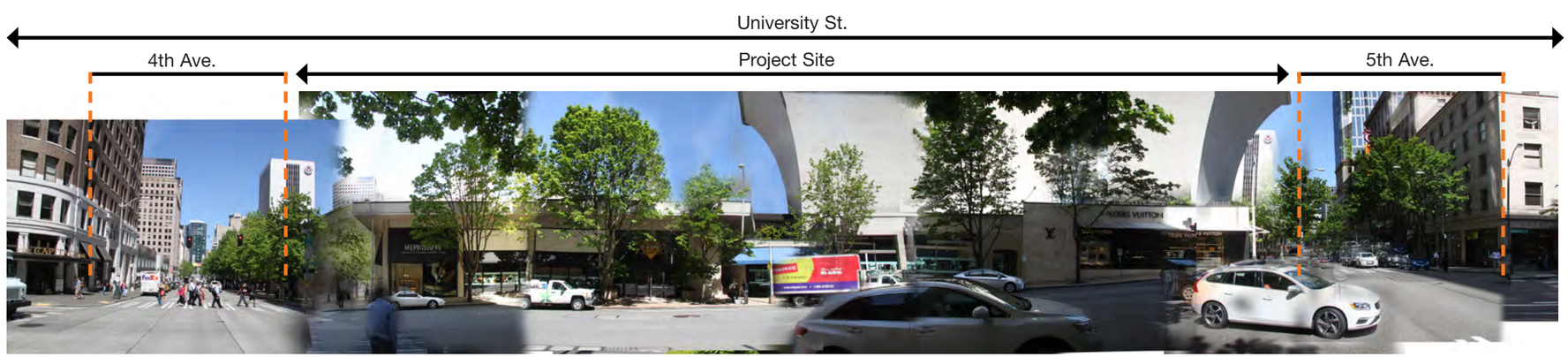
Elevation D-D, 5th Avenue, looking east

2

Urban Design Analysis
Composite street photographs (facing site)



Elevation 1-1, Union St., looking south



Elevation 2-2, University St., looking north

Elevation 3-3, 4th Avenue, looking east

Elevation 4-4, 5th Avenue, looking west

{ See pages 48-53 for DESIGN GUIDELINES }

{ See pages 48-53 for DESIGN GUIDELINES }

4

Site Analysis

Zoning and Topography

SITE INFORMATION

SITE ADDRESS:
1301 5th Ave., Seattle, WA 98101

		Development Site Area	
Site Area (SF)		208,574	
		Base	Max
Allowable FAR		6	20
Allowable FAR SF		1,251,444	4,171,480
Chargeable FAR area (SF)	Rainier Tower	(584,082)	(584,082)
	Skinner Building	(120,705)	(120,705)
Available FAR (SF)		546,657	3,466,693
Proposed development (chargeable FAR)		1,200,000	

ZONE:
Downtown Office Core 1 (DOC 1 U/450/U).

HEIGHT, FAR, OPEN SPACE

- No height limit for non-residential use (including hotels)
- Residential use (without bonuses) has a base height limit of 450′. Residential use above 450′ requires low and moderate income housing mitigation per 23.49.015.
- Base FAR 6, maximum FAR 20 (achieved through TDR, bo nuses, etc.)
- FAR bonus available for Urban Plaza (15,000sf max), Com mercial Parcel Park (7,000sf max), Public Atrium (5,500sd max). Calculate bonus SF at 5:1 ratio. Must meet Downtown Amenity Standards.
- Office use over 85,000 SF must provide open space for workers at 20 SF/1000 SF of office space.

FAÇADE WIDTH, TOWER SEPARATION, FLOOR AREA LIMITS

- Above 240′:
  - o Minimum 80′ separation from any other structure on the lot.
  - o The maximum façade width along N/S axis is 145′
- Residential Use:
  - o Above 85′, maximum façade width along N/S axis is 145′.
  - o Above 160′, maximum average gross floor area = 15,000 sf and maximum area for any floor = 16,500 sf. Façade Modulation and Setbacks
- Between 15′ and 35′ above sidewalk, detailed setback requirements apply, see 23.49.056 and summary on the following pages.
- Above 85′ and within 15′ of property line = façade modulation required. See detailed requirements at 23.49.058.B.1 and summary on following pages.

STREET LEVEL USES, SIDEWALK WIDTH

- Street level uses (retail etc.) required on 75% of all street frontages.
- Located within 10′ of the street property line, or shall abut a qualified public open space.
- Minimum sidewalk width: 18′ along 4th Avenue, 15′ along 5th Avenue, 12′ along University Street & Union Street
- Curb Cut Restrictions
- One 20′ curb cut, or two 12′ curb cuts (in and out) from any street. Must be 40′ away from intersections. Access from University or Union Street is preferred; access from 4th or 5th Avenue is discouraged. Approval from Seattle Depart ment of Transportation (SDOT) is required.

LOADING BERTHS

- 10′ wide, 14′ clear vertical, length 35′ (25′ if approved by Planning Director), per 23.54.035.
- Number of berths as per 23.54.035, Table A (offices and hotel = low demand; retail = medium demand).

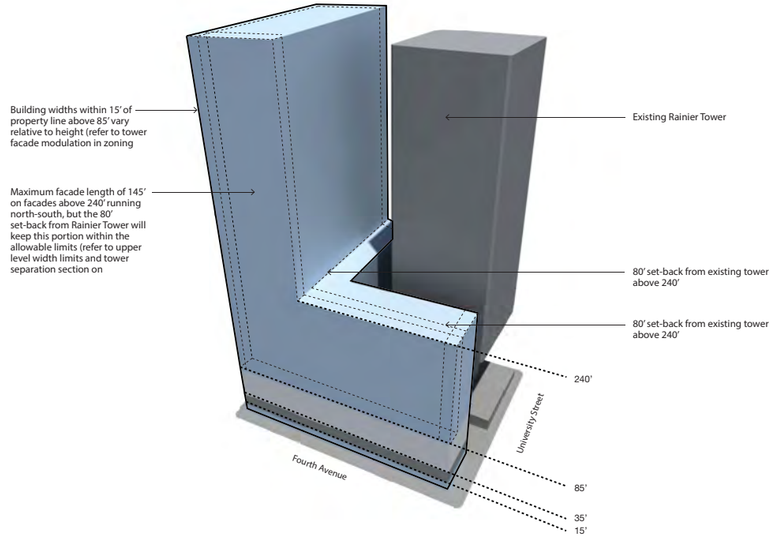
SURVEY INFORMATION

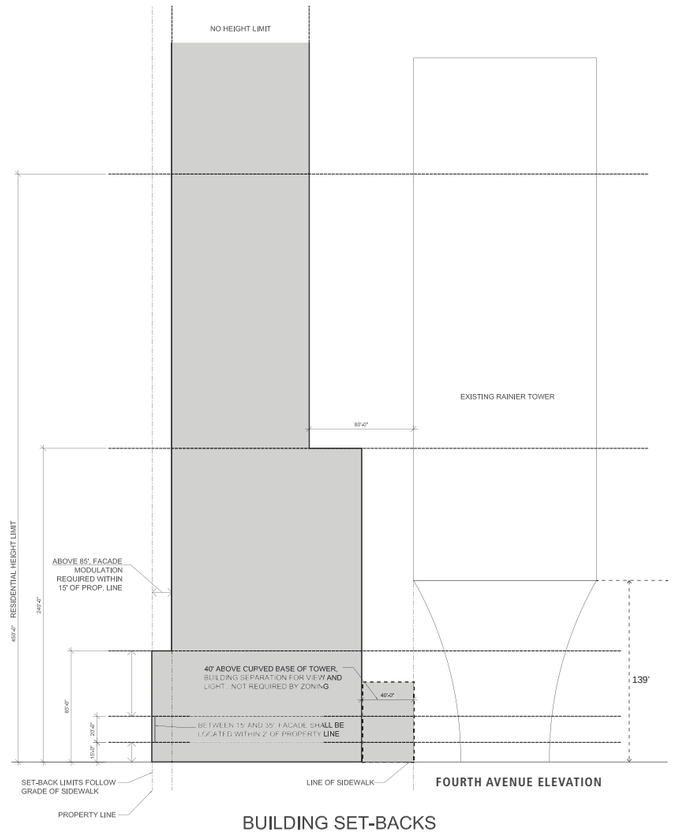
TOPOGRAPHY:

Changes to the site grades will have a major impact on the project in terms of entry, loading, parking, and retail access. The site slopes from a high point of +/-163′-0″ at the Southeast corner to +/-136′-0″ at the Northwest corner. The Existing Rainier Tower is situated at the highest corner of the site in the Southeast.

EXISTING BUILDINGS (on site):

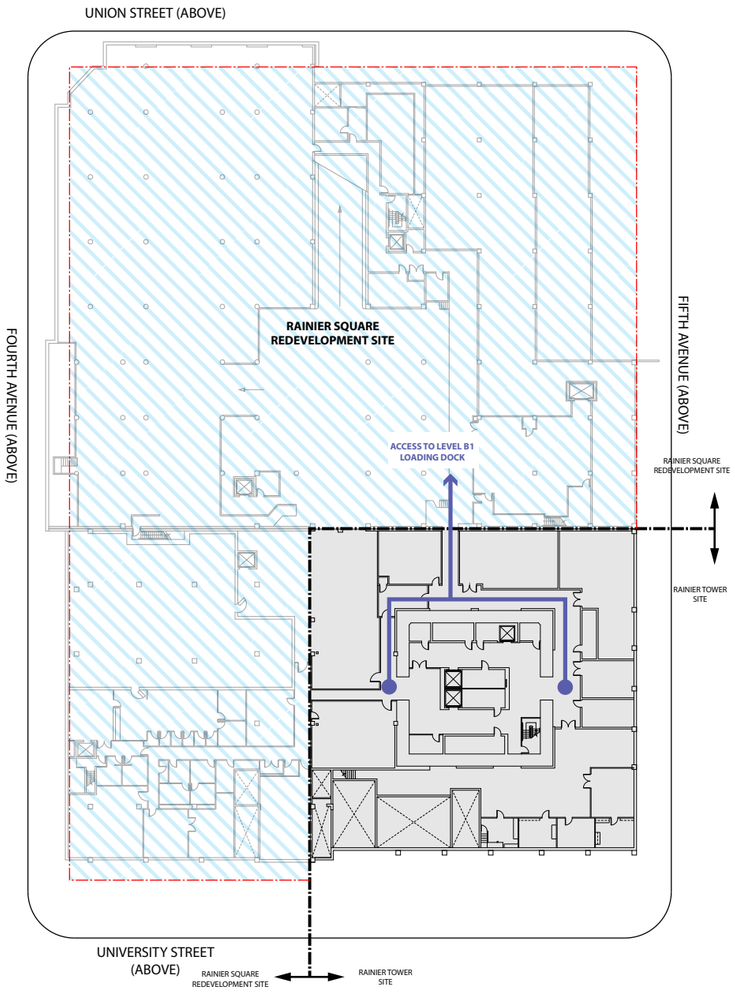
Currently on the site is the 40 story (29 traditional office floors atop an 11 story pedestal) Rainier Tower office building with 2 levels of ground level retail filling out the remainder of the block. Below grade parking consists of 87 stalls and a loading zone.



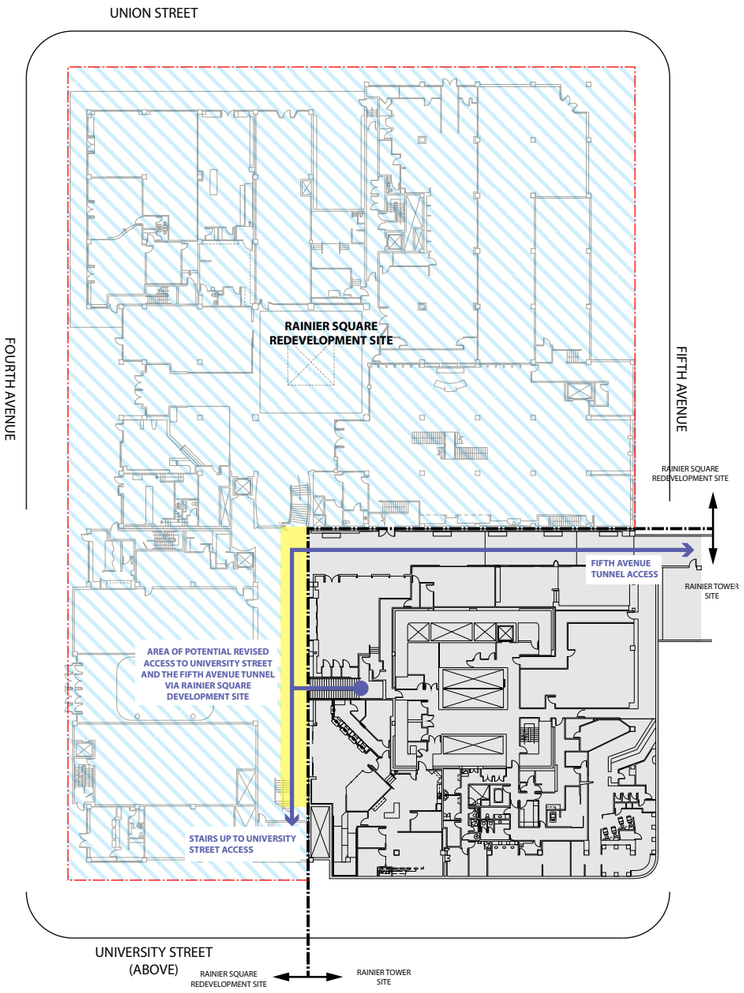


BUILDING SET-BACKS

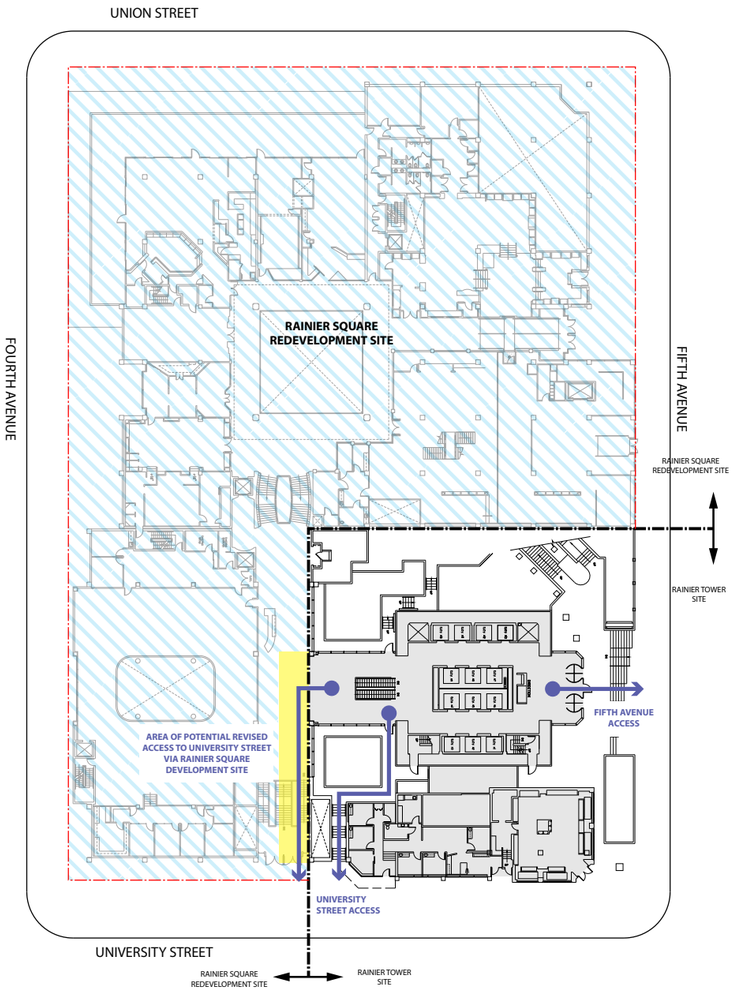
MAXIMUM UN-MODULATED FACADE



LEVEL B1



LEVEL 1

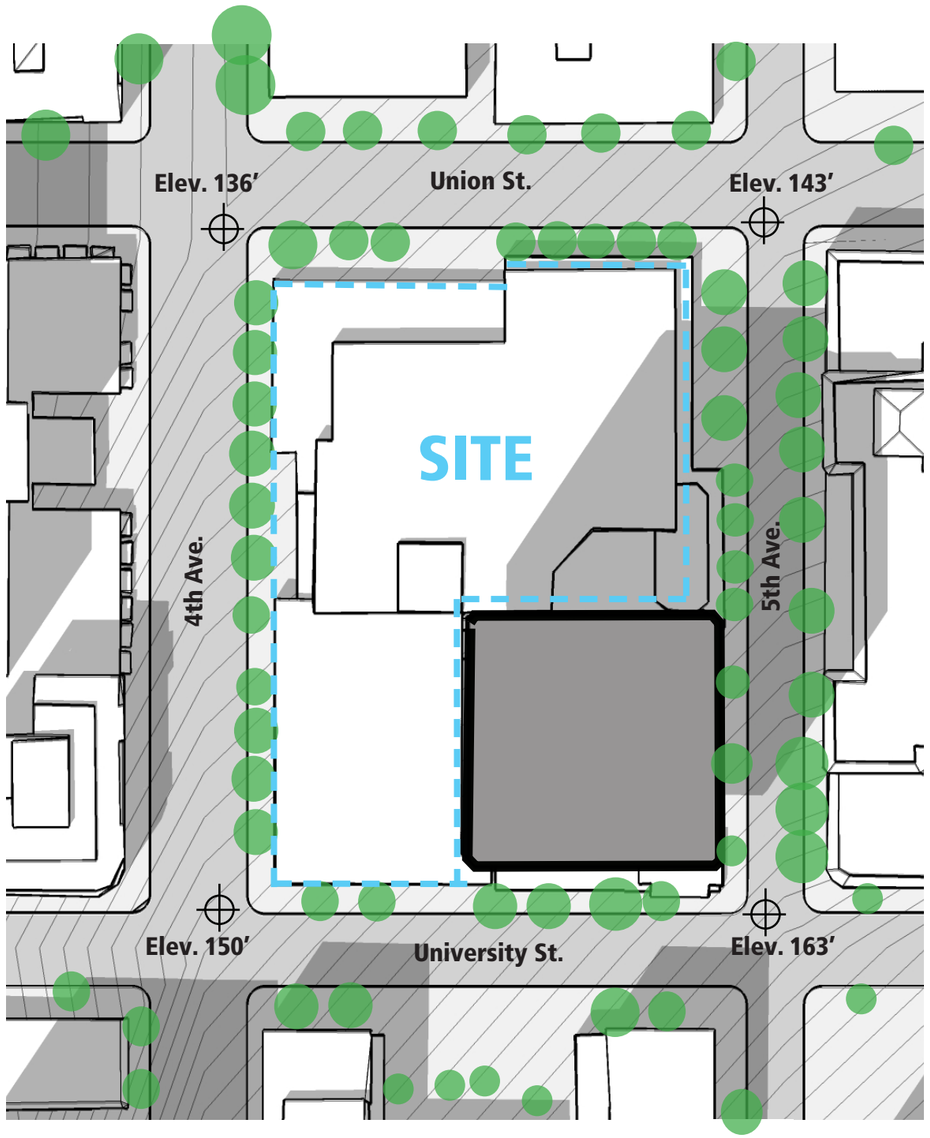


LEVEL 2

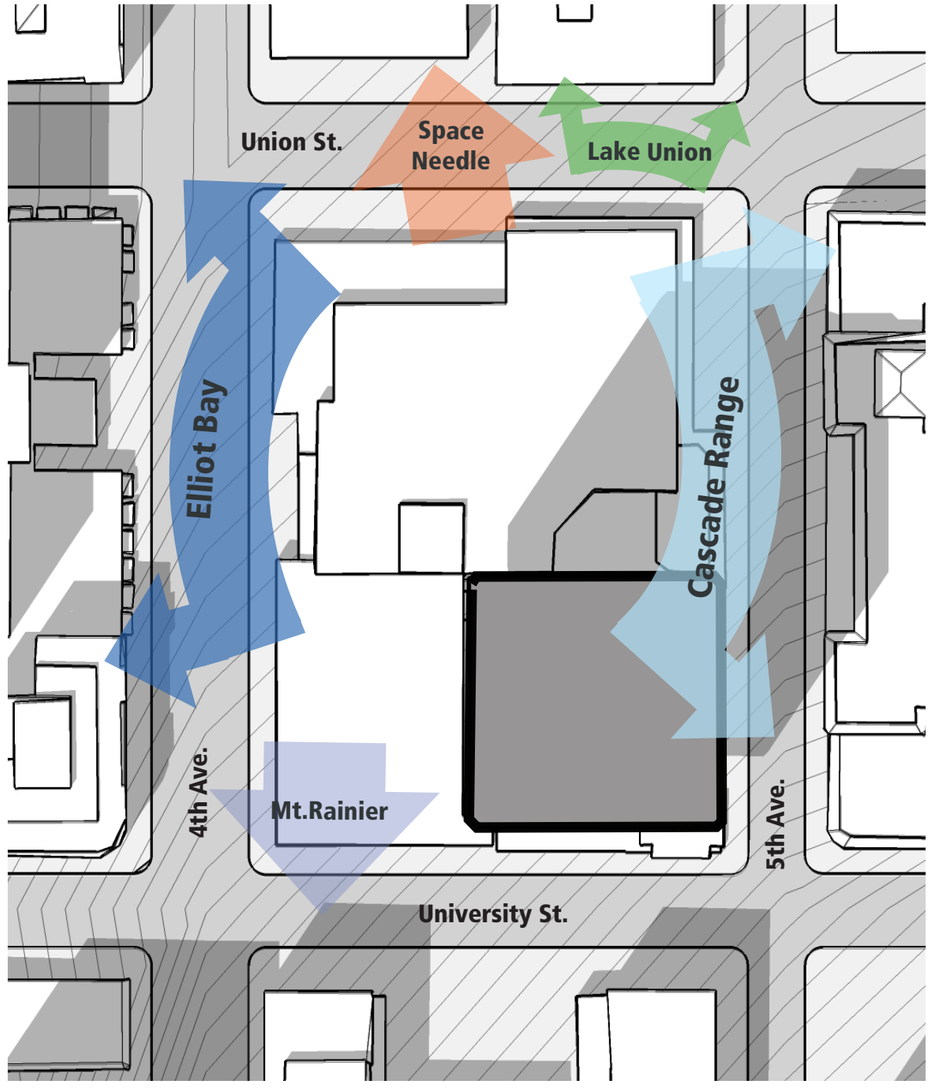
Removal of Existing / Redevelopment

Easements to support Rainier Tower Access

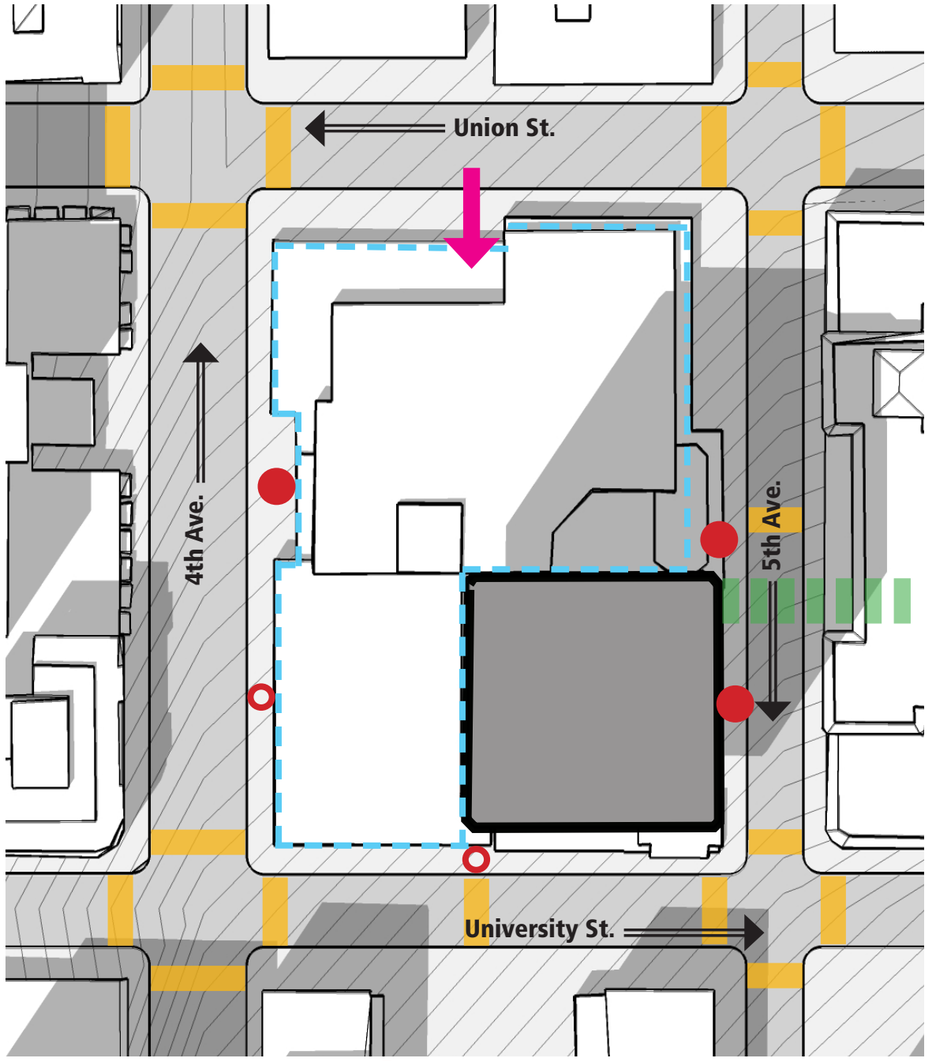
SLOPING SITE



COMPELLING VIEWS

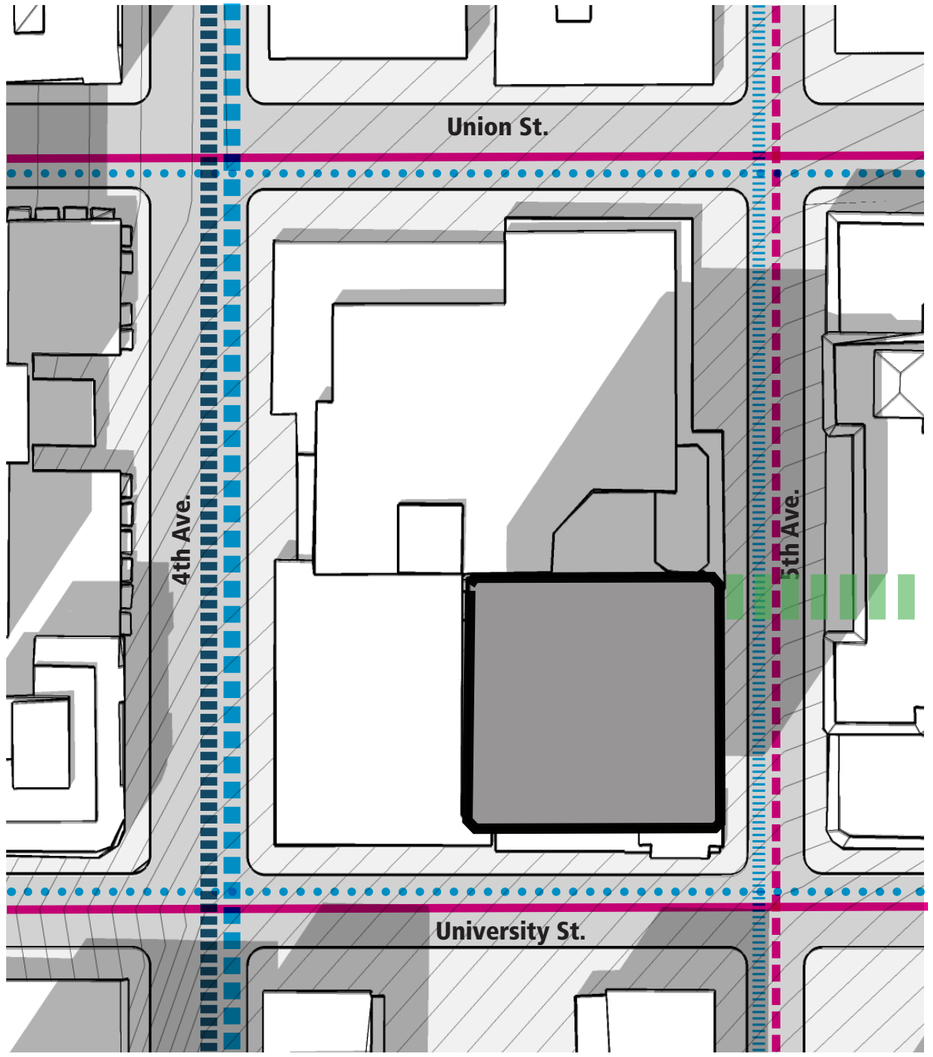


SITE ACCESS



Direction of Traffic
Vehicular Access (existing)
Site Boundary
Pedestrian Access (primary)
Pedestrian Access (secondary)
Pedestrian Tunnel
Crosswalk

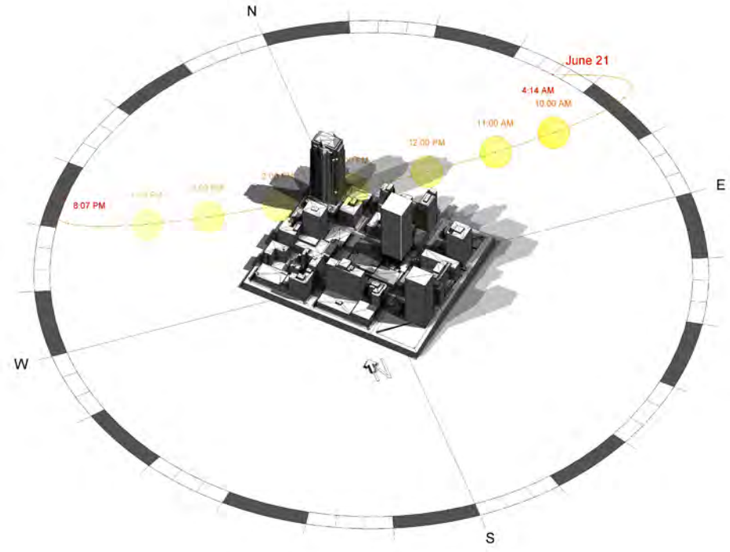
CIRCULATION PATHS



Principal Transit Street
Principal Arterial
Minor Arterial
18' Wide Sidewalks
15' Wide Sidewalks
12' Wide Sidewalks
Pedestrian Tunnel

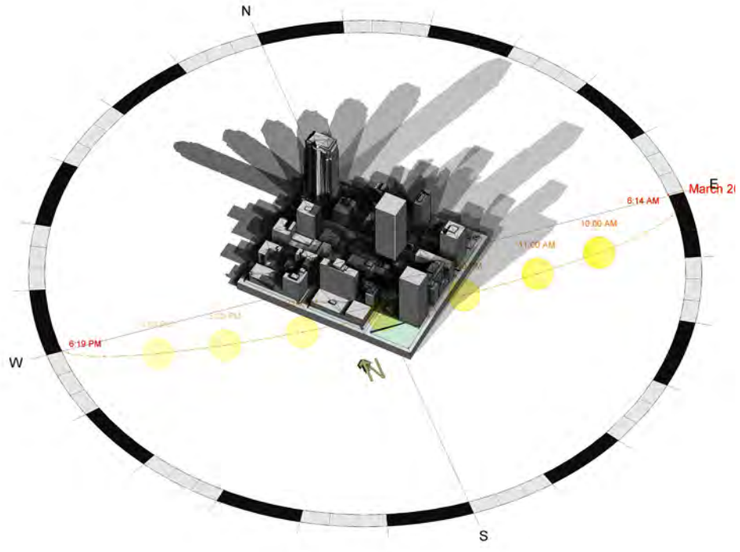
4

Solar Studies
Existing Conditions



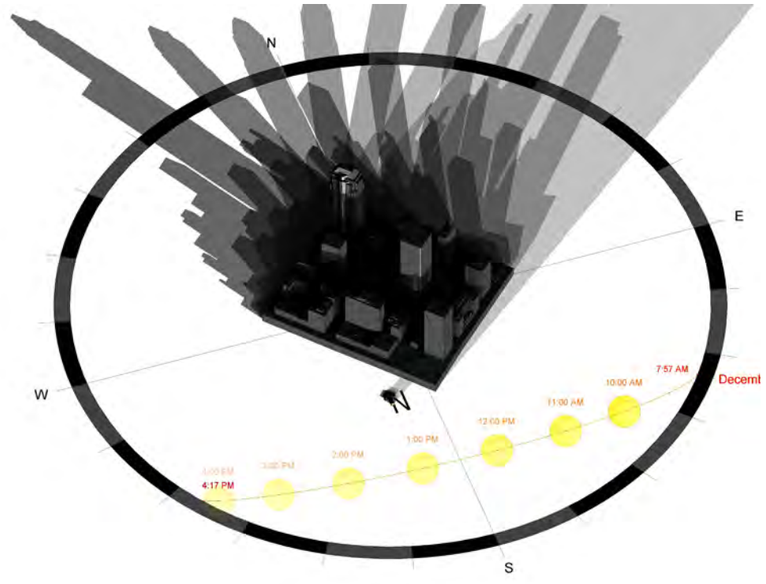
Summer Solstice

10 am to 4 pm



Spring/Fall Equinox

10 am to 4 pm

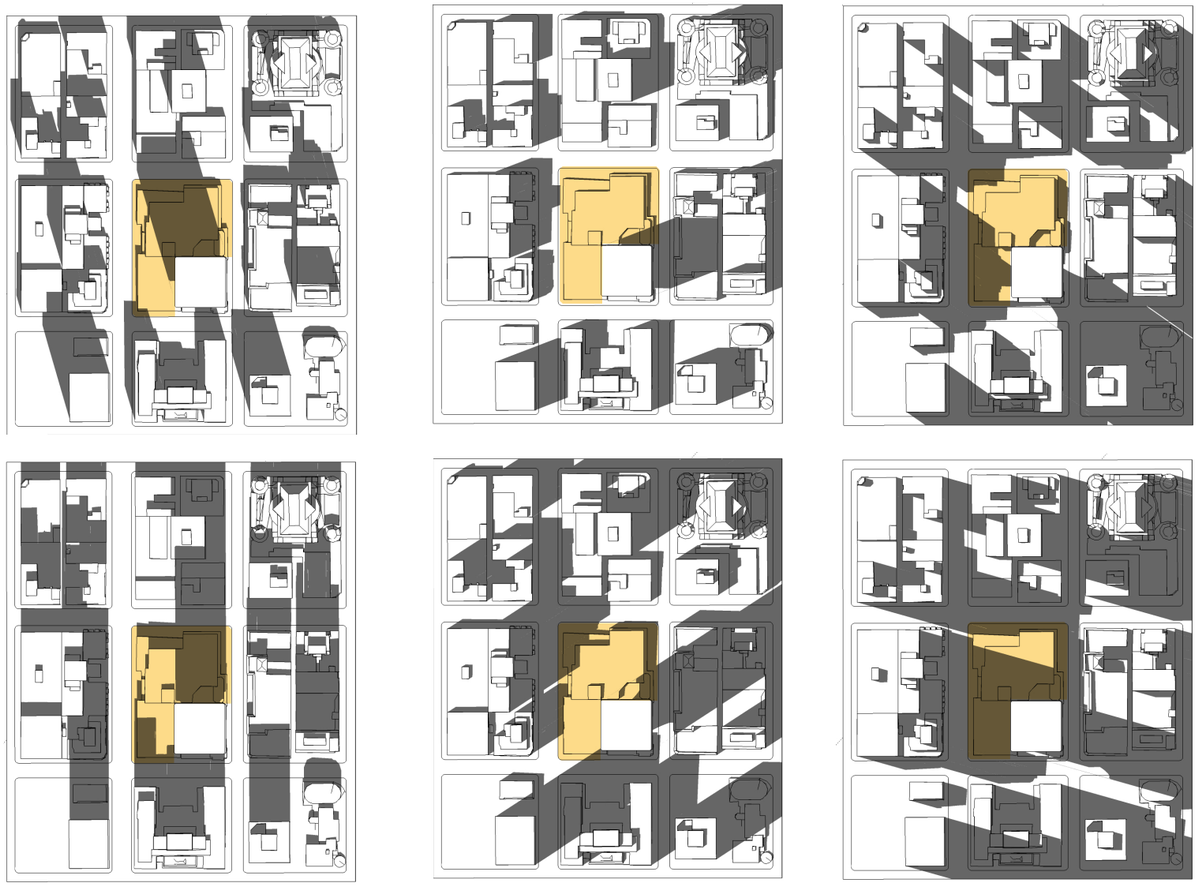


Winter Solstice

10 am to 4 pm

10 am | 1 pm | 4 pm

Summer Solstice



Spring/Fall Equinox

Winter Solstice

5

Design Concepts
Project Selection Process

University of Washington's Overall Objectives

- The redevelopment should be a first class, vibrant, urban project of appropriate size and scale to enhance and sustain the long term value of this premier location. The redevelopment should provide strong pedestrian and public transit connections to the surrounding properties, including, but not limited to, the existing tunnel under Fifth Avenue and the University Street Station
- Generate market rate ground lease rent for the University of Washington.
- Before, during, and after construction on the redevelopment, Rainier Tower shall remain in place with no material adverse impact on that property.
- Integrate the redevelopment as part of the larger Metropolitan Tract, setting the standard for future Tract development.
- Integrate the redevelopment into the surrounding neighborhood as part of the larger Downtown District, with a strong emphasis on pedestrian accessibility and attractive street front retail.
- Provide ample parking for the redevelopment as well as provide permanent rights, at an on-going market rate, to parking for up to 500 cars for neighboring Rainier Tower.
- Employ reasonable best practice sustainability methods for construction and long term management.

Program / Vision

The Rainier Square property is viewed as a premiere opportunity, second to none in the city of Seattle. This project must be a strong statement that respects the context of its neighbor (Rainier Tower) and enhances the pedestrian experience at the sidewalk level. In addition, this project needs to add value to the University of Washington's Metropolitan Tract as it interfaces with all of their adjacent properties. View corridors need to be respected if possible.

Even though the Rainier Tower building is separated, the street level of the tower should be integrated either by adding that scope to the project by rebuilding it, or designing an element that would weave the old with the new.

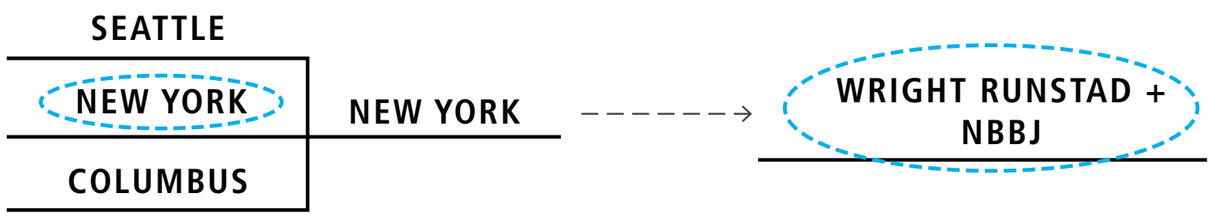
Process

The initial design process began with an internal competition within NBBJ initiated by Wright Runstad. The NBBJ New York design was selected by Wright Runstad as the official proposal to the University of Washington. The University of Washington then selected the Wright Runstad proposal to move forward with developing Fifth & Union.

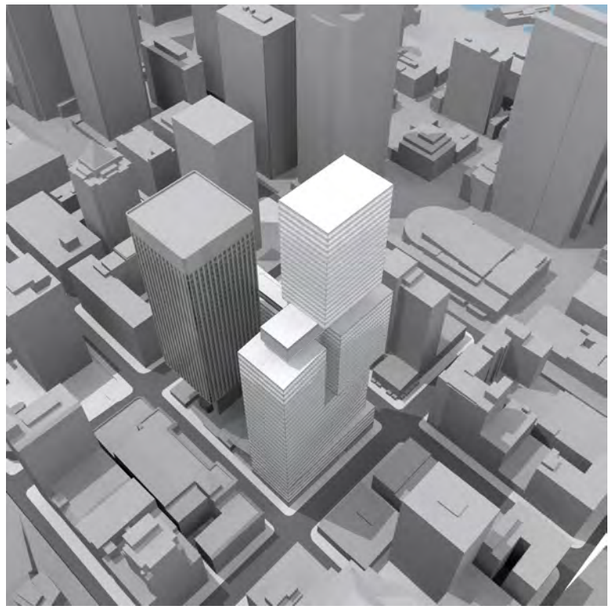
UNIVERSITY of WASHINGTON
FIFTH & UNION DESIGN COMPETITION FRAMEWORK

"PLAY IN" ROUND
(NBBJ INTERNAL COMPETITION WITH WRIGHT RUNSTAD)

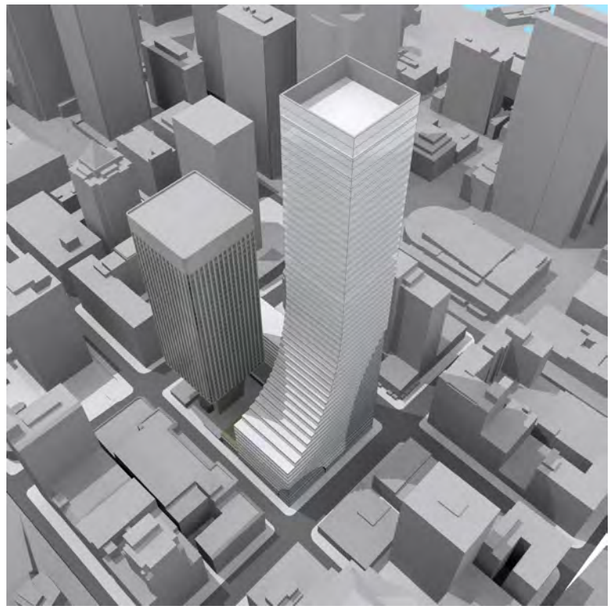
SELECTED DEVELOPER



Alternative 1



Alternative 2



Alternative 3: Preferred

5

Design Concepts
Alternate 1

Description:

This alternate is composed of a thin tower running the length of the block along Union Street. The tower contains office space, with a hotel on the top floors. Residential uses are configured in a separate building along 4th Avenue.

The tower massing is modulated in a 2:1 relationship along Union Street and connects to the base or "plinth" of the block at the lower level. The hotel portion reads as a slender, 70' bar extending upwards from the office component, while a pedestrian-oriented retail base serves as a connector between the office / hotel tower and the lower residential building along 4th Avenue. Street wall relationships are maintained along the perimeter of the development.

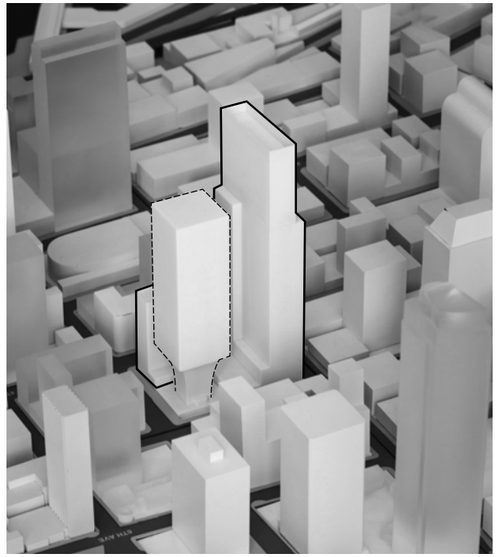
Building entries are from Union Street for the office spaces, and from 4th Avenue for the hotel and residential uses.

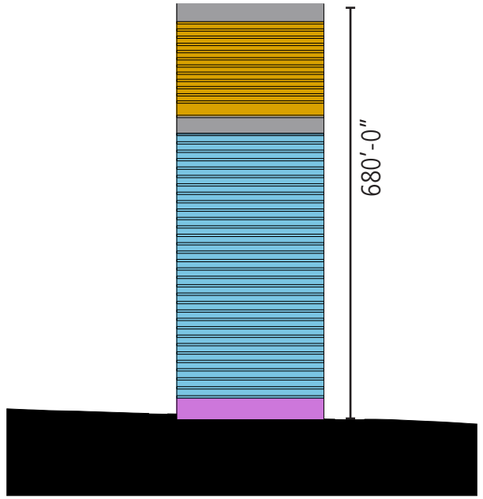
Pros:

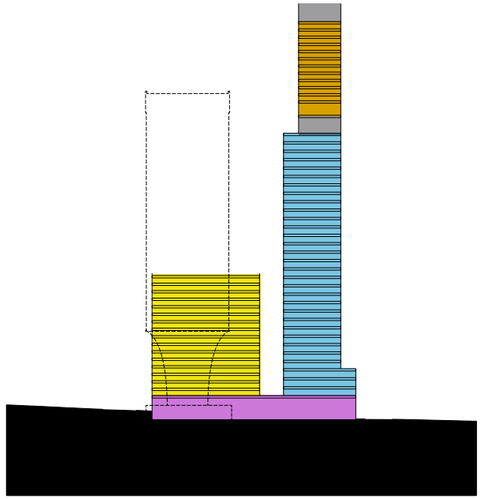
- No development standard departures required.
- Simple, clear massing.
- Slender profile of large tower running east / west.
- Pedestrian-oriented retail running along all edges of the block (except at the vehicular / loading access on Union and University)

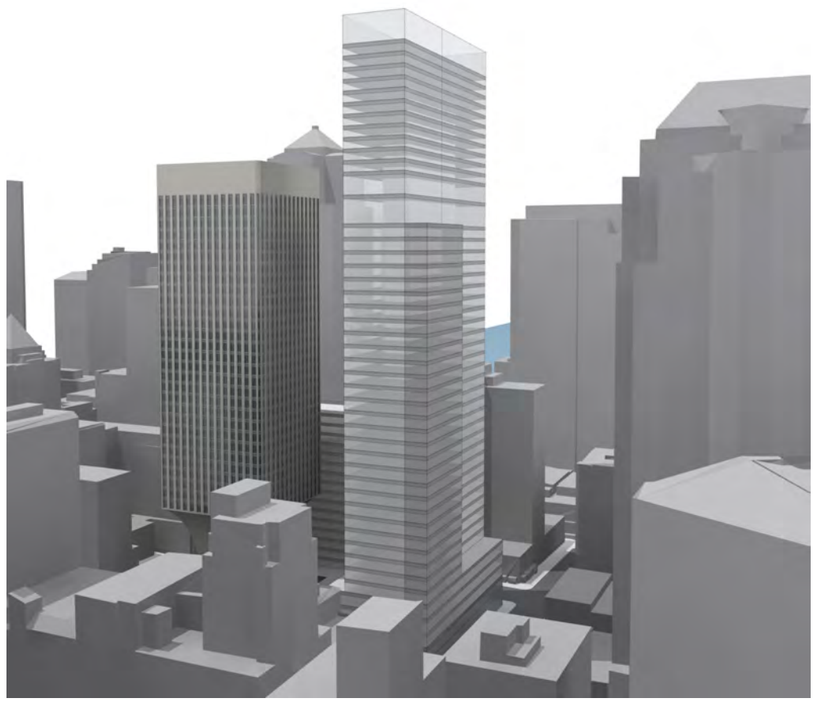
Cons:

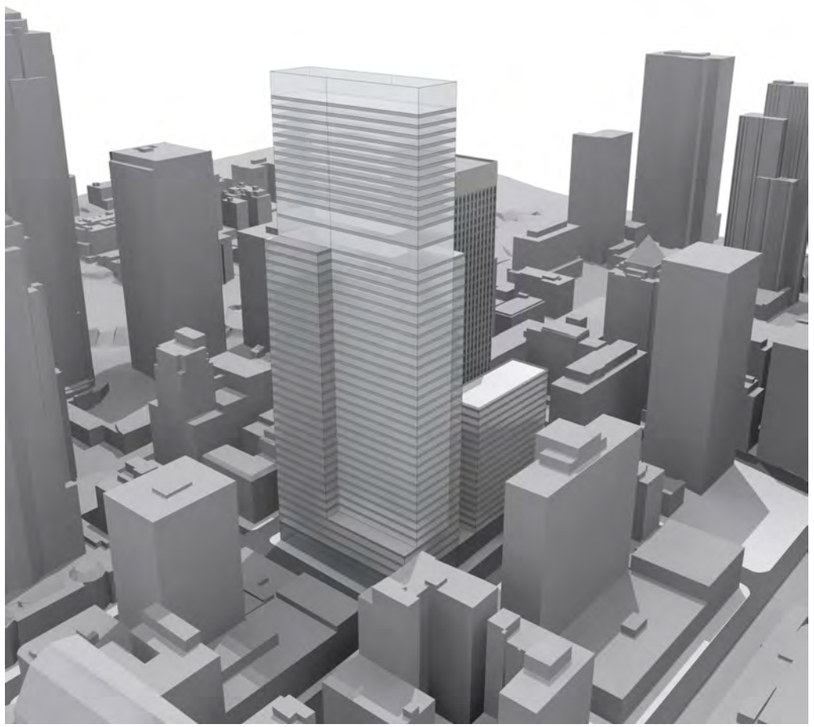
- Blocking a substantial amount of views from the Rainier Tower
- Residential building running past the base of the Rainier Tower
- No breathing room for Rainier Tower – crowds the existing tower
- Massing is not very compatible with existing iconic tower (overshadows)

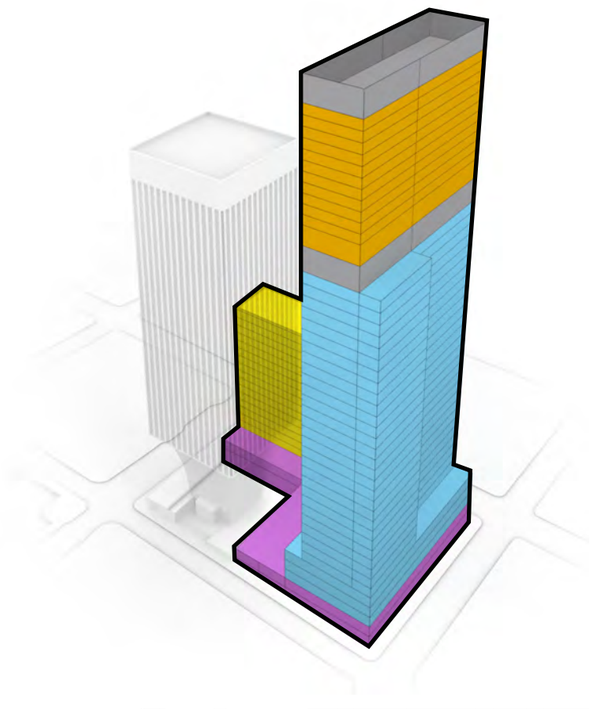


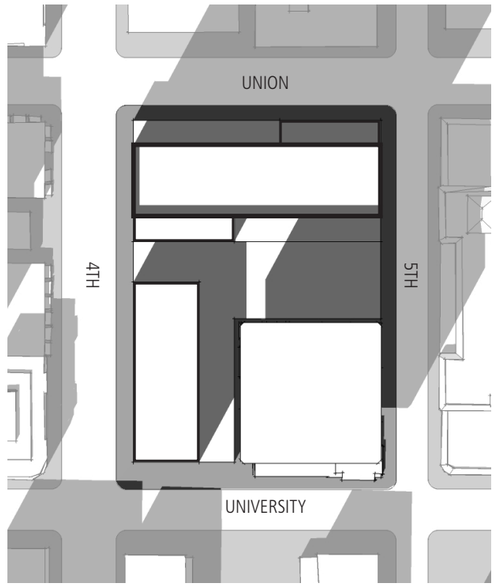






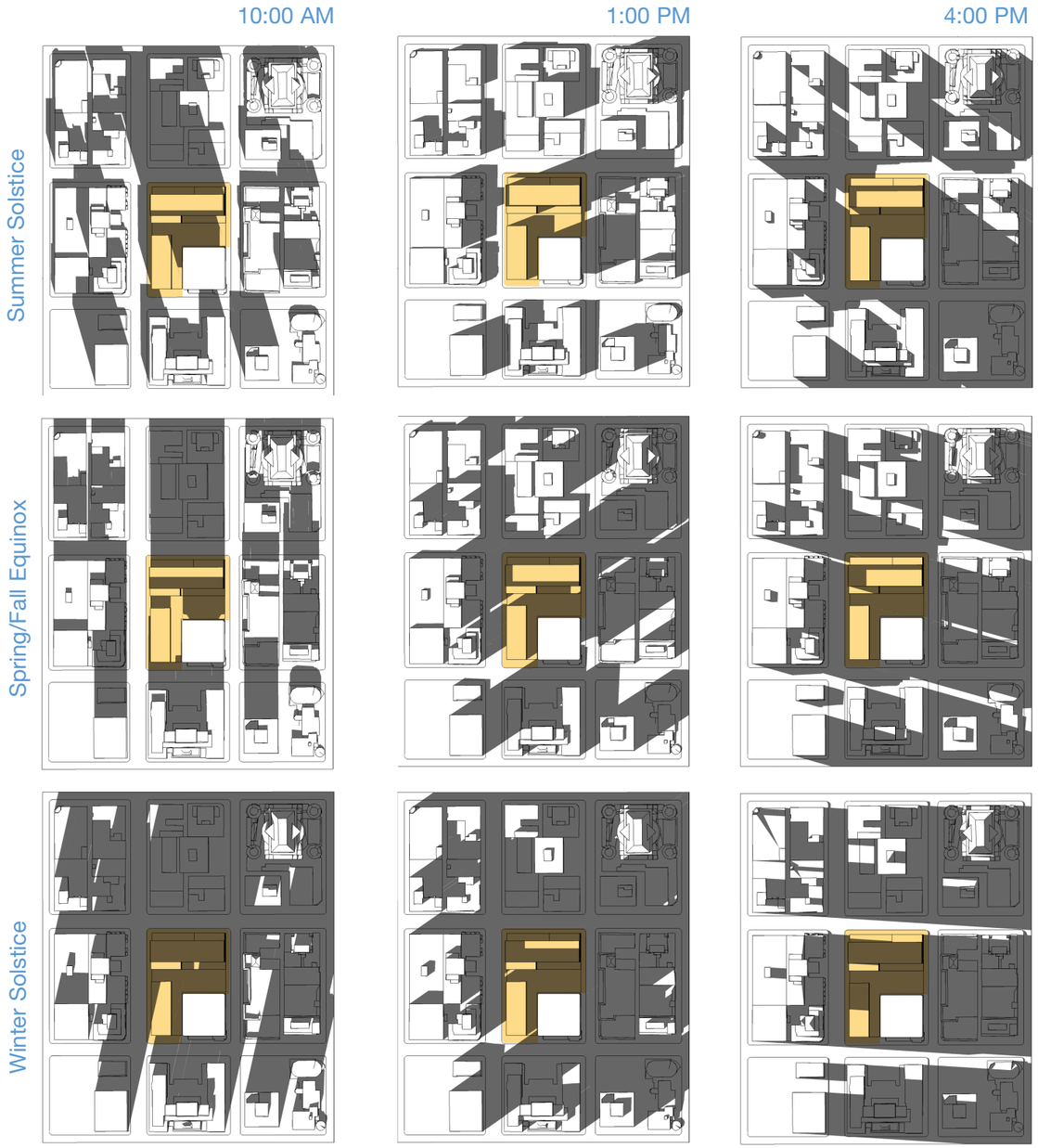






Site Plan Diagram

- HOTEL
- OFFICE
- RESIDENTIAL
- RETAIL / AMENITY
- MECHANICAL



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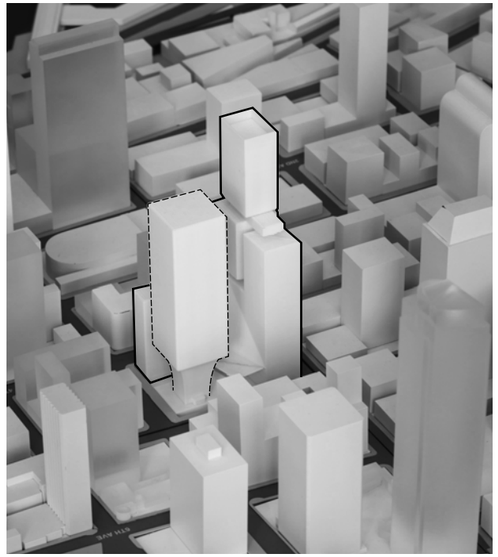
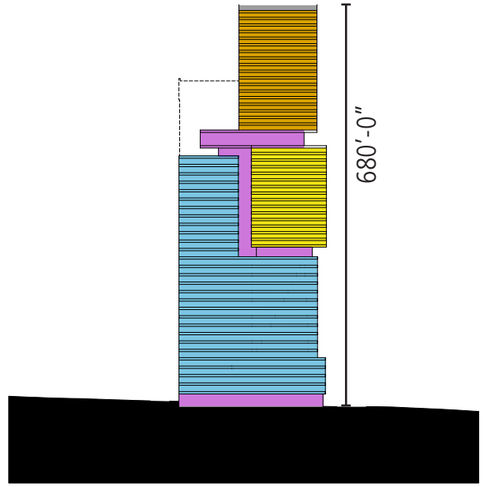
Design Concepts
Alternate 2

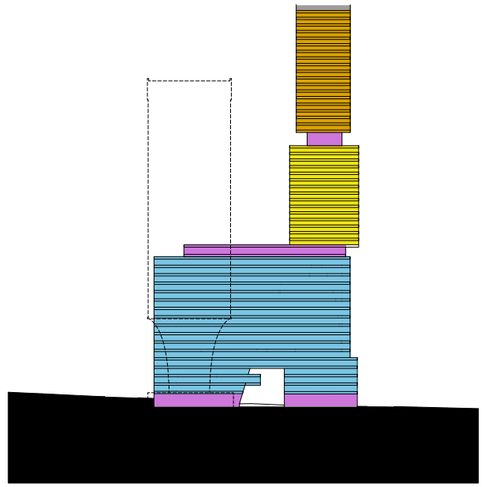
Description:

This alternate incorporates larger floor plates for office use wrapping from 4th Avenue around Union Street. Residential uses are "tucked into" the massing at the upper levels, with the hotel "floating" above the office and residential as a distinctly separate component. A sky bar / outdoor amenity space is positioned as a separator between the office / residential and hotel massing.

On 4th Avenue, a roof garden sits above the slender, low massing of the office spaces. An external mid-block connection cuts through the site running east / west, with internal retail and lobby connections. Retail uses fill the remainder of the street frontage at the edges of the block (except for vehicular / loading access points). Canted massing at the lower office plates complements the geometry of the existing Rainer Tower at its base.





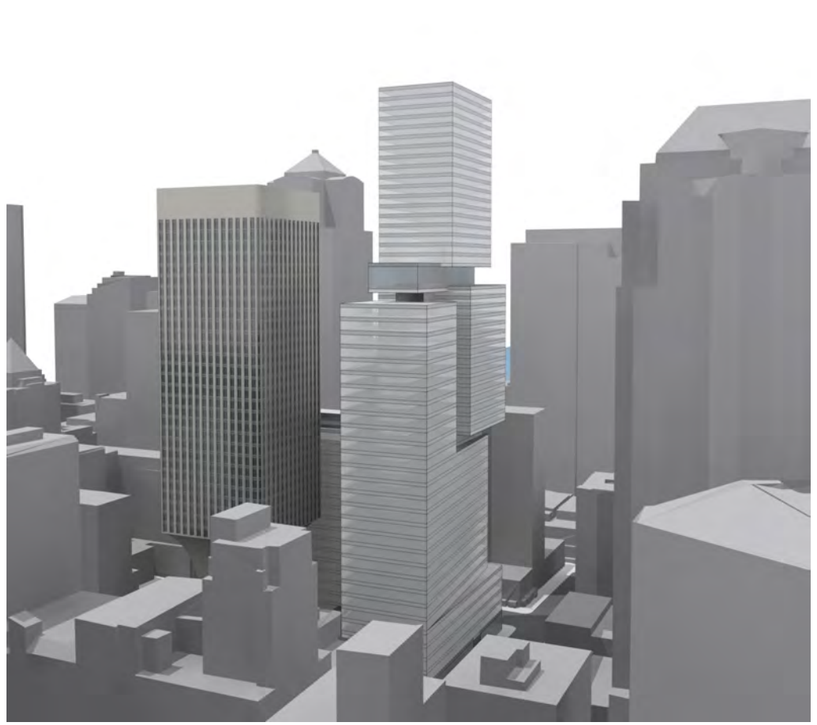


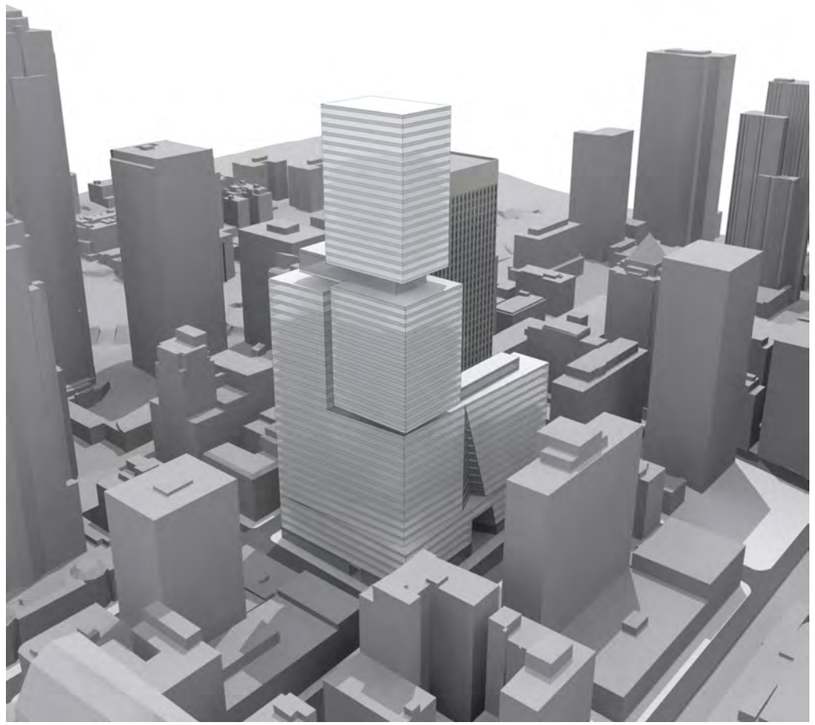
Pros:

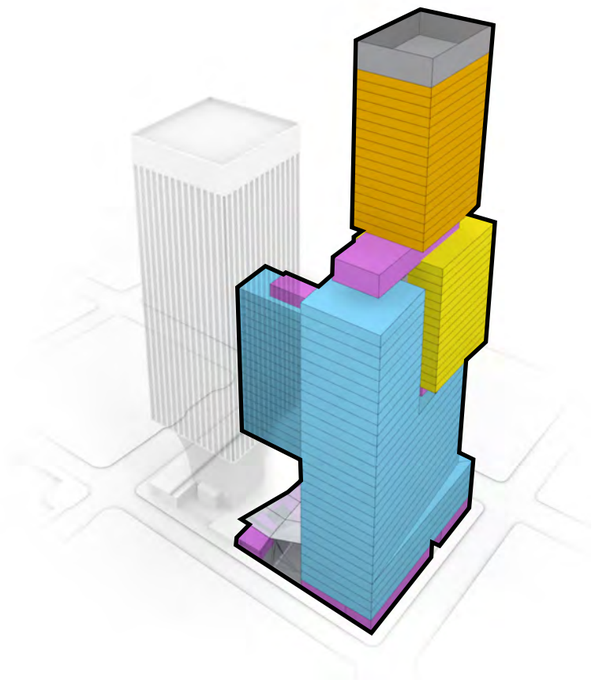
- Bulk of massing shifts west to help give some relief and views for Rainier Tower.
- Thin office plates along University Street relate well to the thin dimension of the adjacent Olympic Hotel.
- Distinct, clear identity of program with massing – office, hotel, and residential.
- Distinct exterior open space in multiple locations above the office tower.

Cons:

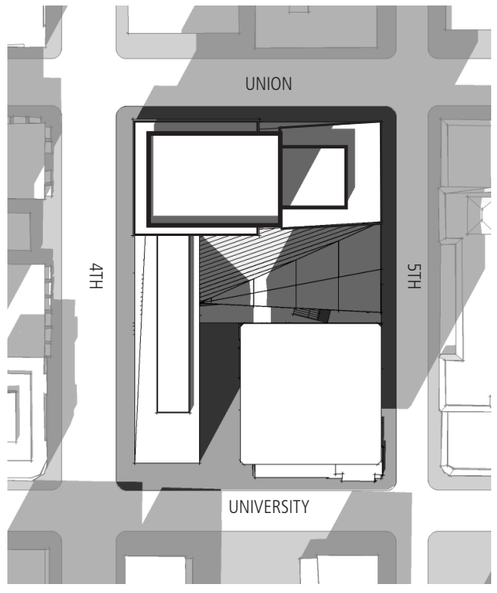
- External mid-block connection will detract from active pedestrian street edges.
- Not enough relief for the Rainier Tower.
- 4th Avenue office massing hits above Rainier Tower base.
- Lacks a strong retail edge along 5th Avenue.



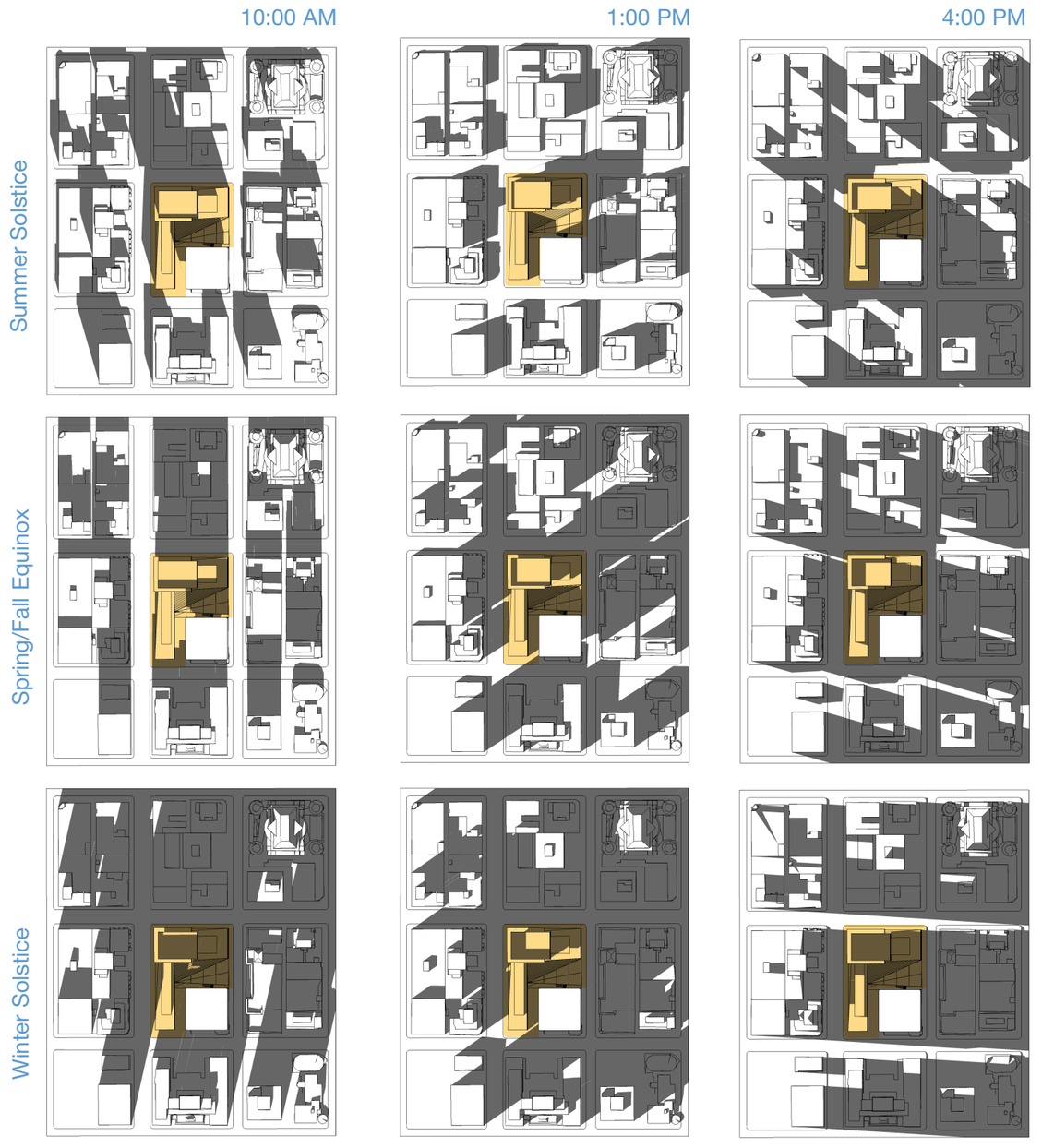




HOTEL
OFFICE
RESIDENTIAL
RETAIL / AMENITY
MECHANICAL



Site Plan Diagram



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Design Concepts
Alternative 3:
Preferred

Description:

Rainier Tower is itself a beloved icon in Seattle's urban landscape, and in this alternative its future neighbor is afforded the chance to be just as beloved and iconic. The new tower completes the block, creating a holistic composition within which all buildings are part of a greater whole. The proposed massing geometry is a nuanced, reciprocal response to Rainier Tower, complementing, balancing, and completing it. This strategy allows the integration of new programmed uses, resulting in office and residential units with a unique urban quality heretofore unknown.

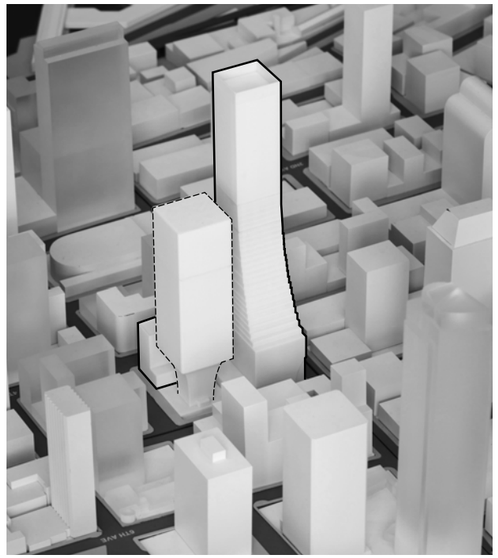
The proposed tower is designed to vertically and horizontally align uses with its environment. The limited height of the surrounding blocks enables both panoramic views to the mountains and water as well as a prominent position in Seattle's skyline. At approximately 795 feet in height, the proposed tower maximizes this opportunity to become an iconic form, while respecting existing access to light, air and views - a bold step towards the future of Seattle's architectural and urban character. The office component is designed to align with Rainier Tower, meeting approximately the same height. Residential is lifted above the office to maximize views for every unit thereby increasing the allure and real estate potential. The 15-story hotel is designed as a separate building, allowing phasing potential for the site.

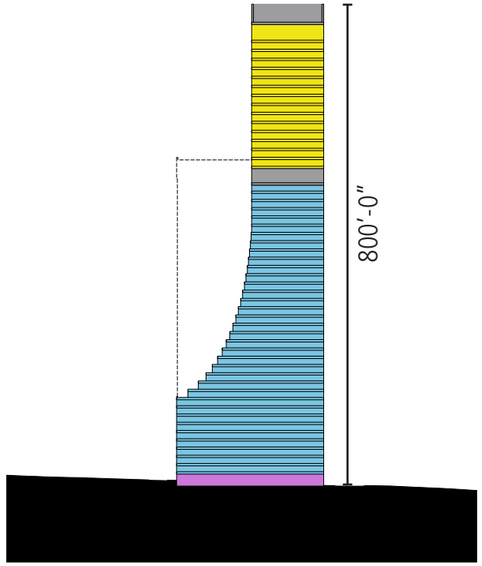
Pros:

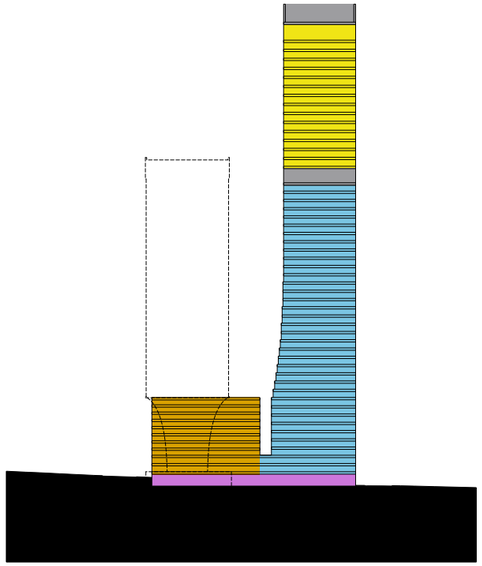
- Thoughtfully sensitive massing that complements and gives maximum buffer to the existing Rainier Tower.
- A horizontal datum struck from the base of Rainier Tower's elevated volume draws across, rendering the two towers akin.
- Sloped massing assures maximum panoramic views for both towers.
- A strong, distinct mix of retail around the entire block, creating a vibrant urban pedestrian experience.
- The hotel massing relates to the strong vertical datum of the existing Rainier Tower, as well as picking up design cues from the adjacent Olympic Hotel.

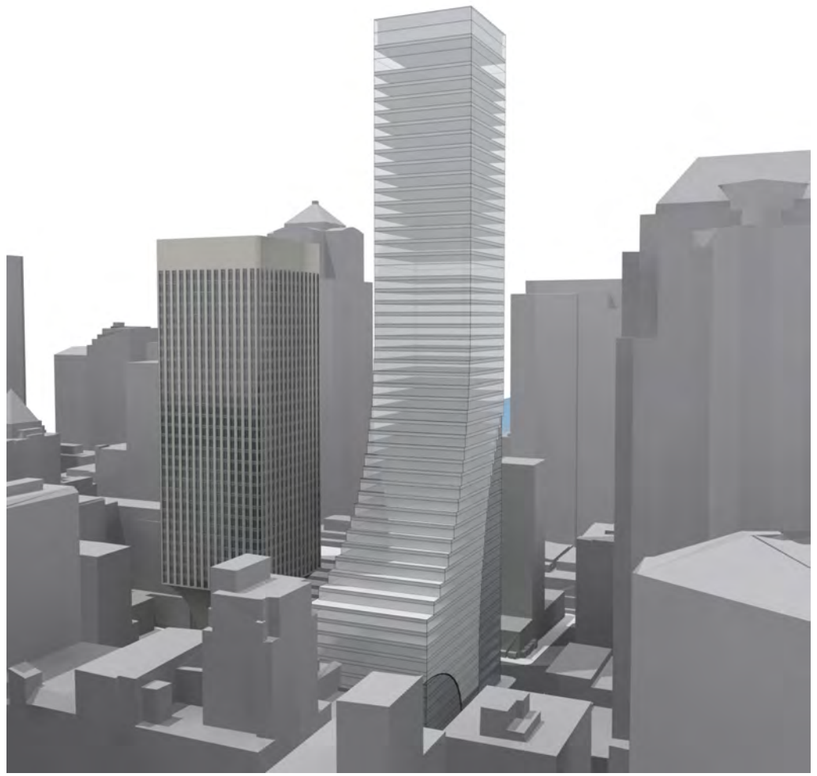
Cons:

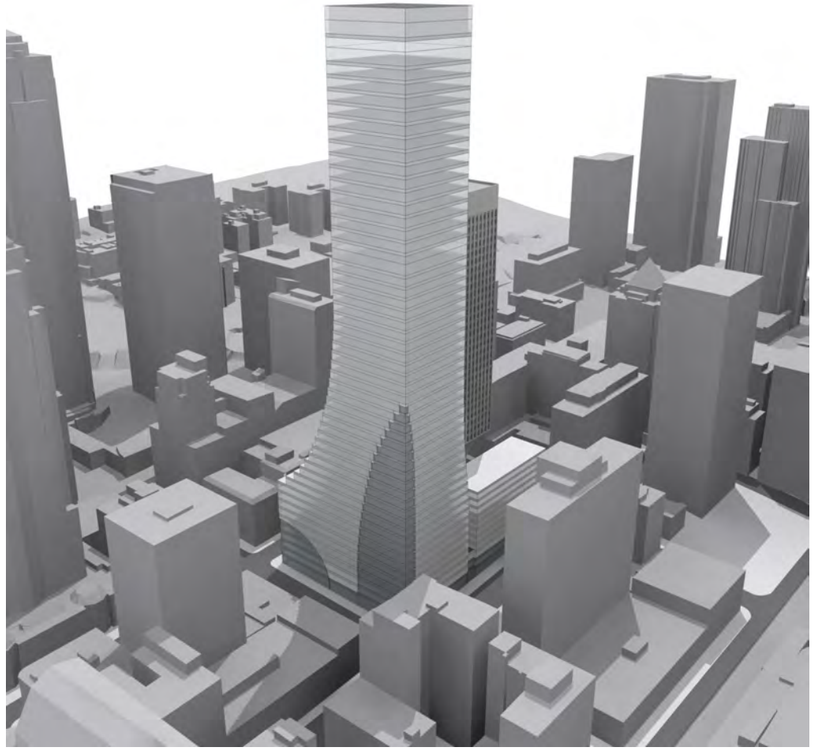
- Separate lobbies for residential / commercial create challenging core configurations.
- Residential above 450' triggers mitigation.

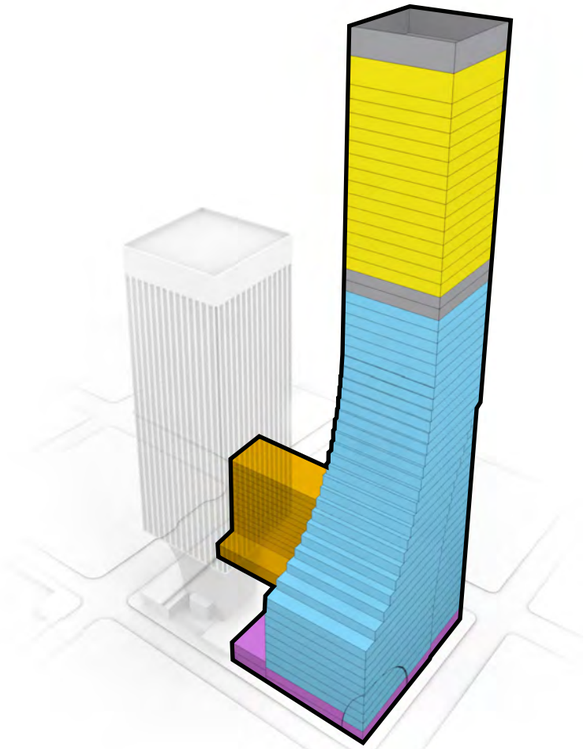












HOTEL
OFFICE
RESIDENTIAL
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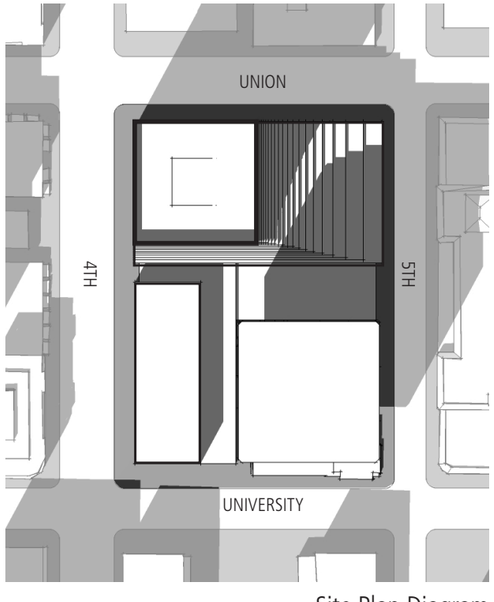
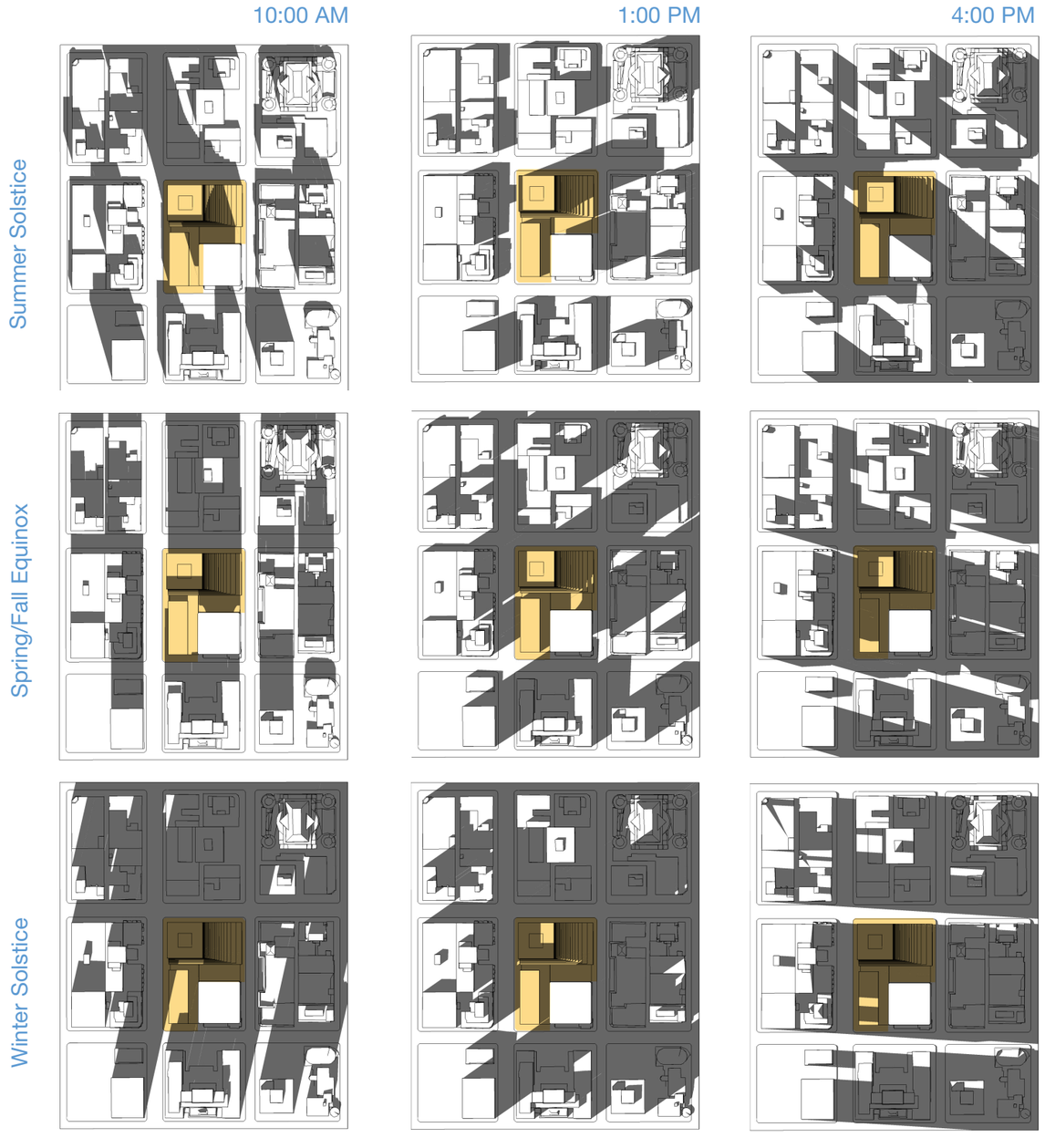
MECHANICAL



Site Plan Diagram



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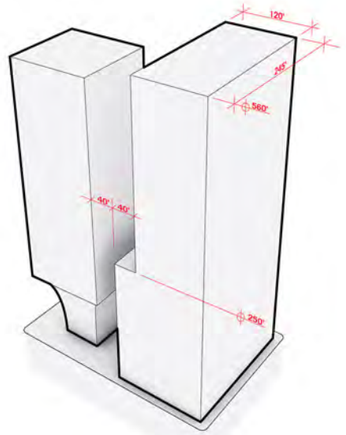
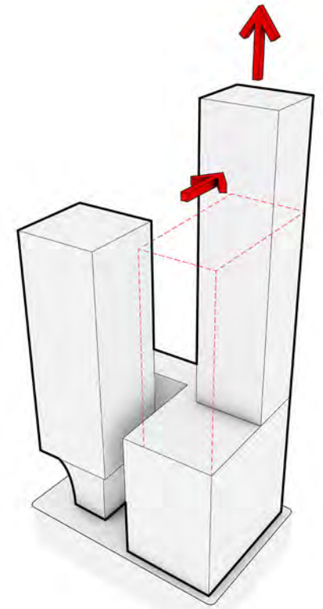
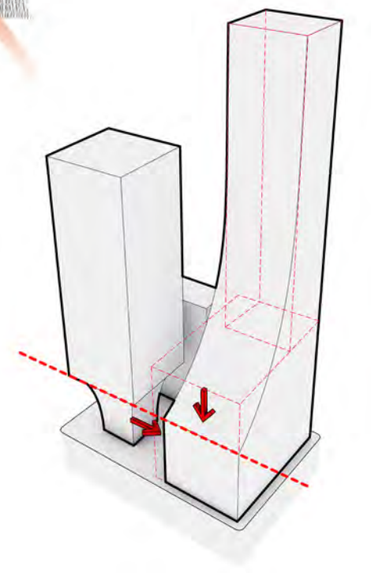
Design Concepts
Alternative 3:
Preferred



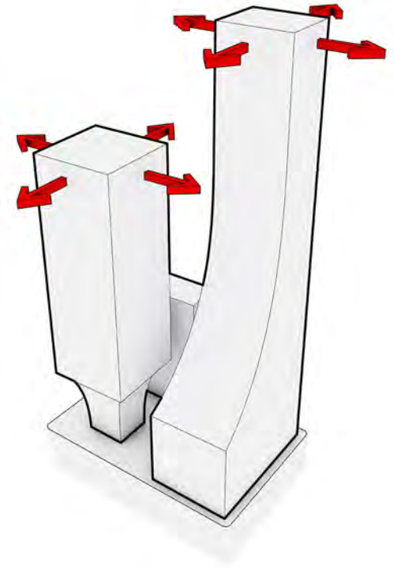
Site Zoning



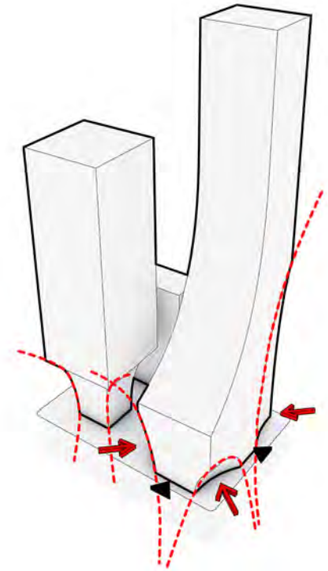
Shift Mass to Give Space to Each Tower



Establish Base Relationship



Maximize Views

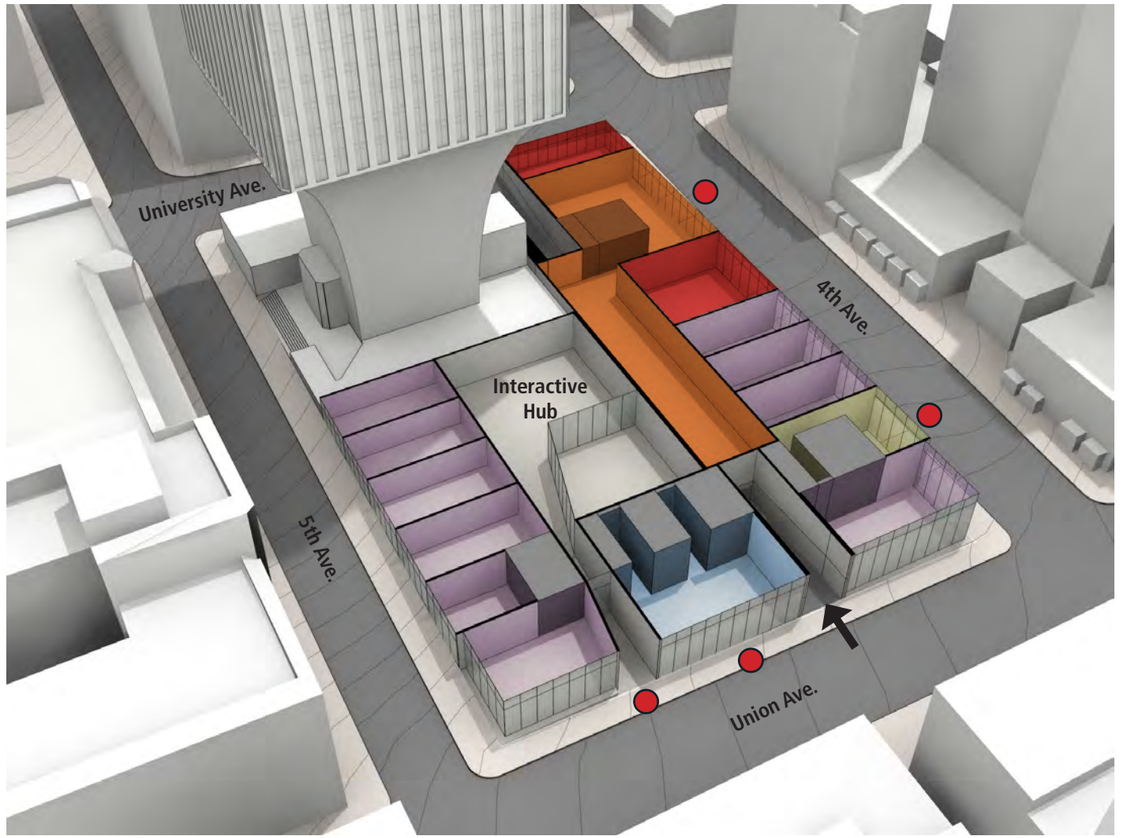


Carve Base = Iconic Identity

Simple Moves, Maximum Impact

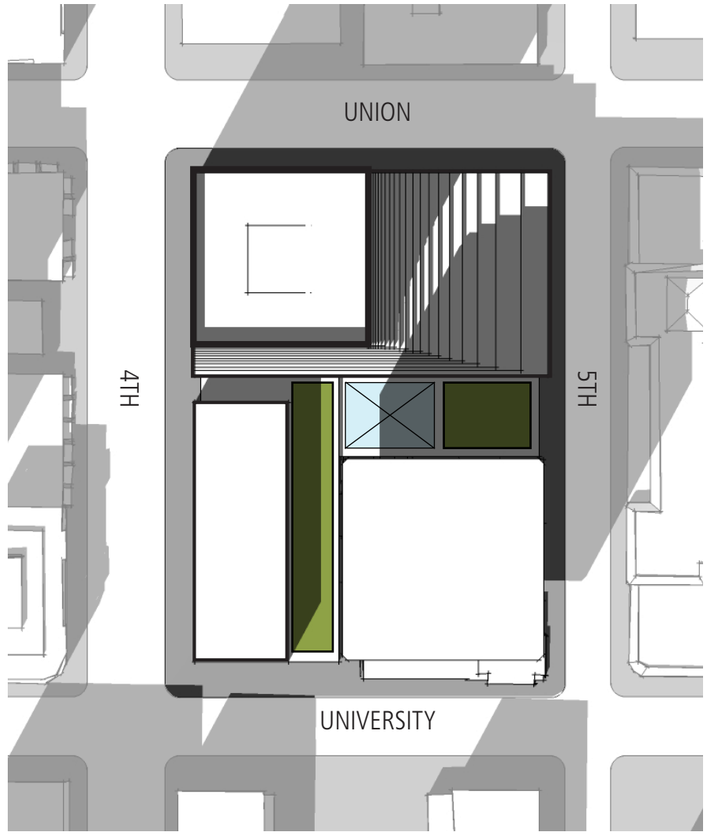
The brilliance of Rainier Tower is the simplicity with which it achieves dynamism, urban character, and a free ground plane. We have strived for a comparable degree of simplicity in our approach to the building massing. The tower's position at the site's northwest corner gives the maximum possible buffer of space to Rainier Tower. A horizontal datum struck from the base of Rainier Tower's elevated volume draws across, rendering them akin. The sloping massing ensures that both towers benefit from the sweeping panoramic views afforded by the site's position. Curvaceous indentations above the street retail uses offer formal relief and define an iconic character. Finally, cascading floors offer an unparalleled silhouette and integration with Seattle's splendid natural context.

STREET LEVEL ACTIVITY



- Retail
- Restaurant
- Hotel Lobby
- Office Lobby
- Residential Lobby
- Pedestrian Access
- Vehicular Access

ELEVATED OUTDOOR SPACE



- Tenant Outdoor Space

5

Design Concepts
Alternative 3:
Preferred

Downtown Design Guideline A-2
Site Planning and Massing – Responding to the Larger Context

Enhance the skyline

Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing vvvvs while responding to the skyline's present and planned profile.

CONSIDERATIONS:

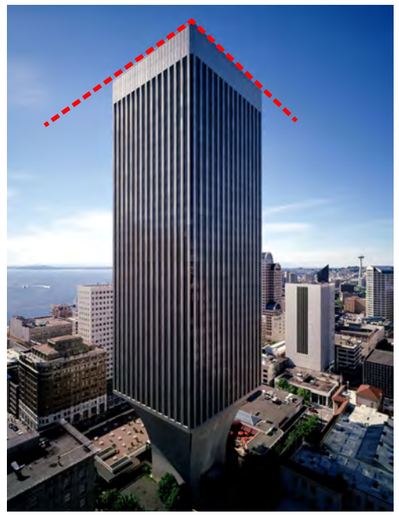
Use one or more of the following architectural treatments to accomplish this goal:

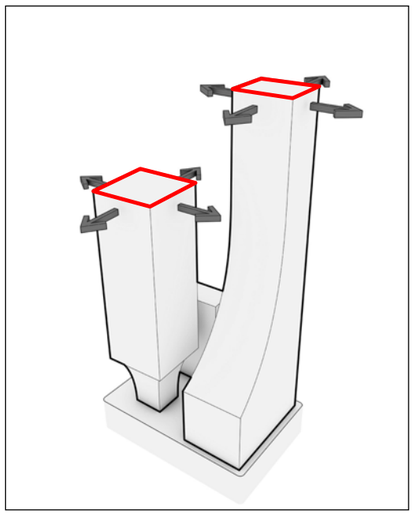
a. sculpt or profile the facades;
b. specify and compose a palette of materials with distinctive texture, pattern, or color; and
c. provide or enhance a specific architectural rooftop element.

In doing so, enclose and integrate any rooftop mechanical equipment into the design of the building as a whole.

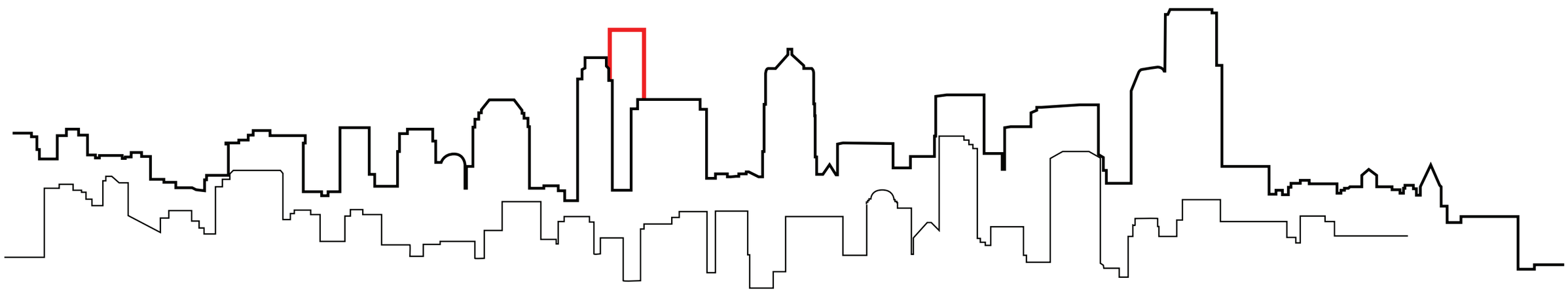
RESPONSE:

Dynamically sculpted building massing and facades, along with a sensitive pallete of materials, textures, and colors will work together to create an iconic development, building on and complementing Minoru Yamasaki's existing Rainier Tower and the surrounding urban context. The design leverages a transition in program from office to residential use as it rises to 795 feet, expressing a sculpted profile, façade articulation, and distinctive materiality while it reaches above its surroundings and takes its place as an elegant, unique, and exciting addition to the Seattle skyline.





A similar expression at the top will complement Yamasaki's Rainier Tower by not competing with the simple and elegant formal move.



Skyline View from Capitol Hill

5

Design Concepts

The following Guidelines for Downtown Development are relevant to the design of the preferred alternative for this project.

A - SITE PLANNING and MASSING

A-1 Respond to the physical environment.

Develop an architectural concept and compose the building's massing in response to geographic conditions and patterns of urban form found beyond the immediate context of the building site.

RESPONSE

The proposed tower is designed to communicate and respond to the dynamic geometry of Rainier Tower. The new tower completes the block, creating a holistic composition within which all buildings are part of a greater whole. The geometry of the tower is a nuanced, reciprocal response to Rainier Tower, complementing, balancing, and completing it.

Considerations: A.1.c, d, e, f, g.

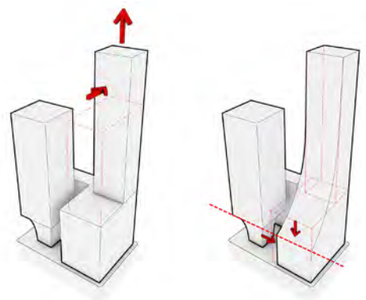
A-2 Enhance the skyline.

Design the upper portion of the building to promote visual interest and variety in the downtown skyline.

RESPONSE

Dynamically sculpted building massing and facades, along with a sensitive pallete of materials, textures, and colors will work together to create an iconic development, building on and complementing Minoru Yamasaki's existing Rainier Tower as well as the surrounding urban context. At approximately 795 feet tall, the proportions and materiality of the tower will be an elegant, unique, and exciting addition to the Seattle skyline.

Considerations: A.2.a, b.



B - ARCHITECTURAL EXPRESSION

B-1 Respond to the neighborhood context.

Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

RESPONSE

Rainier Square enjoys a prime location in downtown Seattle, with a vibrant mix of commercial, retail, arts and cultural uses. The proposed tower massing responds to the existing Rainier Tower as discussed prior, while the massing and articulation of the base responds to opportunities for key retail uses at the corners, and infill retail along all street fronts. The hotel is located at the southwest portion of the site and steps down to respond to the urban form of adjacent development.

Considerations: B.1.a, b, d, e, f.

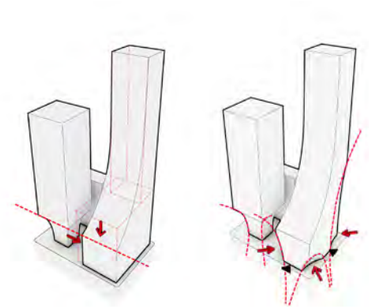
B-2 Create a transition in bulk and scale.

Compose the massing of the building to create a transition to the height, bulk, and scale of development in neighboring or nearby less intensive zones.

RESPONSE

The project site is entirely within the DOC-1 zone and is adjacent to the DRC 85/150 zone to the north. Massing modulation and façade articulation have been arranged to respond to the site's urban design context, the existing street grid, street level pedestrian uses, and existing surrounding development.

Considerations: B.2.d, e, g, m, n.



The following **Guidelines for Downtown Development** are relevant to the design of the preferred alternative for this project.

B-3 Reinforce the positive urban form & architectural attributes of the immediate area.

Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

Repetition, variation, and contrast are all used in the proposed design to respond to the massing, scale, and architectural features in the surrounding area. Lighting, landscaping, street furniture, and overhead weather protection will be incorporated at the street level to enhance the pedestrian and retail experience at the site and to complement the positive elements of the existing urban environment.

Considerations: B.3.a, b, f, i, j, k.

B-4 Design a well-proportioned & unified building.

Compose the massing and organize the publicly accessible interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear integral to the whole.

The proposed design is intended to become a bold, iconic v that complements and enhances the entire surrounding area. Its curvilinear geometry and massing is composed in a way that evokes both the neighboring architectural context as well as broader urban and topographical themes. The tower's position at the site's northwest corner gives the maximum possible buffer of space to Rainier Tower. A horizontal datum struck from the base of Rainier Tower's elevated volume draws across, rendering them akin. The sloping massing ensures that both towers benefit from the sweeping panoramic views afforded by the site's position. Curvaceous indentations above the street retail uses offer formal relief and define an iconic character. Finally, cascading floors offer an unparalleled silhouette and integration with Seattle's splendid natural context.

Considerations: B.4.a – o.

C - THE STREETSCAPE

C-1 Promote pedestrian interaction.

Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should be open to the general public and appear safe and welcoming.

The proposed design is configured to create a vibrant and attractive pedestrian experience that complements and enhances the neighborhood as a retail, commercial, and cultural destination. Anchor retail space as well as smaller retail and restaurant uses will occupy the majority of street level frontage, with a tenant mix geared to downtown Seattle's target market of urban-inclined consumers. Existing pedestrian connections such as the tunnel under 5th Avenue will be maintained. Multiple building entries will serve the office, residential, and amenity spaces in the development. Pedestrian-scaled pattern and texture, with high quality urban detailing will be used at all street-level facades and storefronts.

Considerations: C.1.a – j.

C-2 Design facades of many scales.

Design architectural features, fenestration patterns, and materials compositions that refer to the scale of human activities contained within. Building facades should be composed of elements scaled to promote pedestrian comfort, safety, and orientation.

Facades throughout the project will be designed to express the variety of uses within the development, while expressing the overall concept as a cohesive whole. Transparency, lighting, and a mix of retail uses at the street level will provide pedestrian interest and activity day and night.

Considerations: C.2.a – e.

5

Design Concepts

The following Guidelines for Downtown Development are relevant to the design of the preferred alternative for this project.

C - THE STREETSCAPE

C-3 Provide active—not blank— facades.

Buildings should not have large blank walls facing the street, especially near sidewalks.

RESPONSE

The proposed development does not anticipate any blank walls facing the street. The project will take advantage of its prime urban location to create vibrant, attractive street-level facades that mesh well with the surrounding urban retail and commercial context.

Considerations: C.3.a – j.

C-4 Reinforce building entries.

To promote pedestrian comfort, safety, and orientation, reinforce the building's entry.

Entries to the building will be designed to express the unique nature of their program uses. Elegant, sophisticated materials and detailing will be used to reflect the quality of the overall development and its place in the urban fabric. Entries will be designed to be clearly visible and identifiable from the street, inviting and easily accessible with weather protection and integrated lighting.

Considerations: C.4.a – j. See also PL3.A in Citywide Design Guidelines.

C-5 Encourage overhead weather protection.

Encourage project applicants to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.

Weather protection will be provided at all street frontages, integrated with the overall design concept of the project and with relevant adjacent architectural features in the surrounding area.

Considerations: C.5.a – i.

C-6 Develop the alley facade.

To increase pedestrian safety, comfort, and interest, develop portions of the alley façade in response to the unique conditions of the site or project.

The proposed development does not contain an alley.

The following Guidelines for Downtown Development are relevant to the design of the preferred alternative for this project.

D - PUBLIC AMENITIES

D-1 Provide inviting & usable open space.

Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.

D-2 Enhance the building with landscaping.

Enhance the building and site with substantial landscaping—which includes special pavements, trellises, screen walls, planters, and site furniture, as well as living plant material.

D-3 Provide elements that define the place.

Provide special elements on the facades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable "sense of place" associated with the building.

D-4 Provide appropriate signage.

Design signage appropriate for the scale and character of the project and immediate neighborhood. All signs should be oriented to pedestrians and/or persons in vehicles on streets within the immediate neighborhood.

RESPONSE

Because of the dense urban character of the site, the primary public open spaces will occur on the surrounding sidewalks and the major building entrances. Lighting, landscaping, adjacent retail, pedestrian-scaled signage, site furniture and other amenities are contemplated to enhance the public urban experience.

Considerations: D.1.a – h, j, k, n.

The landscape design will incorporate a thoughtful and integrated approach to enhance the site, the urban experience, and the overall concept of the project.
Considerations: D.2.a, d, e, f, h, i, k, m, n.

Distinctive architectural features and façade treatments, as well as integrated urban landscaping will be used to create a unique, sophisticated, and attractive sense of place for the entire development.

Considerations: D.3.a-f.

The project will incorporate a unified, integrated approach to building and tenant signage and pedestrian way finding that will complement and enhance the overall design concept for the development as well as work in concert with the broader neighborhood.

Considerations: D.4.a – f.

5

Design Concepts

The following Guidelines for Downtown Development are relevant to the design of the preferred alternative for this project.

D - PUBLIC AMENITIES

D-5 Provide adequate lighting.

To promote a sense of security for people downtown during nighttime hours, provide appropriate levels of lighting on the building facade, on the underside of overhead weather protection, on and around street furniture, in merchandising display windows, and on signage.

RESPONSE

The project will employ an integrated approach to lighting that enhances the design concept and distinctive features of the building, illuminates the adjacent sidewalks, and minimizes glare within the public right-of-way.

Considerations: D.5.a – c.

D-6 Design for personal safety & security.

Design the building and site to enhance the real and perceived feeling of personal safety and security in the immediate area.

RESPONSE

The project will be designed to promote a safe, secure environment for tenants, residents, shoppers, visitors, and the general public.

Considerations: D.6.a – k.

E - VEHICULAR ACCESS and PARKING

E-1 Minimize curb cut impacts.

Minimize adverse impacts of curb cuts on the safety and comfort of pedestrians.

RESPONSE

The project contemplates only two curb cuts for the entire block, one each on University and Union Streets – similar to an alley access configuration.

Entrances will be located away from street intersections. Curb cuts and garage entrance / exits will be designed to minimize their impact on the pedestrian experience and to minimize their visual dominance.

Considerations: E.1.a – g.

E-2 Integrate parking facilities.

Minimize the visual impact of parking by integrating parking facilities with surrounding development. Incorporate architectural treatments or suitable landscaping to provide for the safety and comfort of people using the facility as well as those walking by.

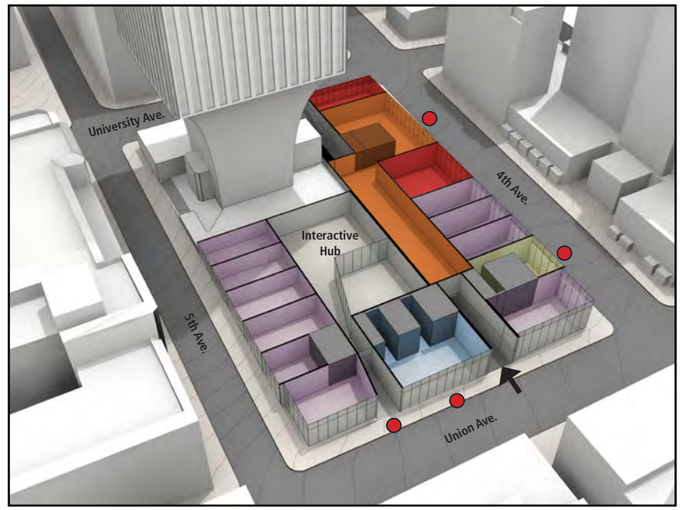
RESPONSE

All parking will be completely underground. Garage entrances will be designed to minimize their visual dominance, integrate with the overall design concept, and will be subordinate to the pedestrian entrances in terms of design emphasis.

Considerations: E.2.i – m.

Retail
Restaurant
Hotel Lobby
Office Lobby
Residential Lobby

Pedestrian Access
Vehicular Access



The following **Guidelines for Downtown Development** are relevant to the design of the preferred alternative for this project.

E-3 Minimize the presence of service areas.

Locate service areas for trash dumpsters, loading docks, mechanical equipment, and the like away from the street front where possible. Screen from view those elements which for programmatic reasons cannot be located away from the street front.

Service and loading areas will be concealed within the underground parking garage.

Considerations: E.3.a, b, e.

6

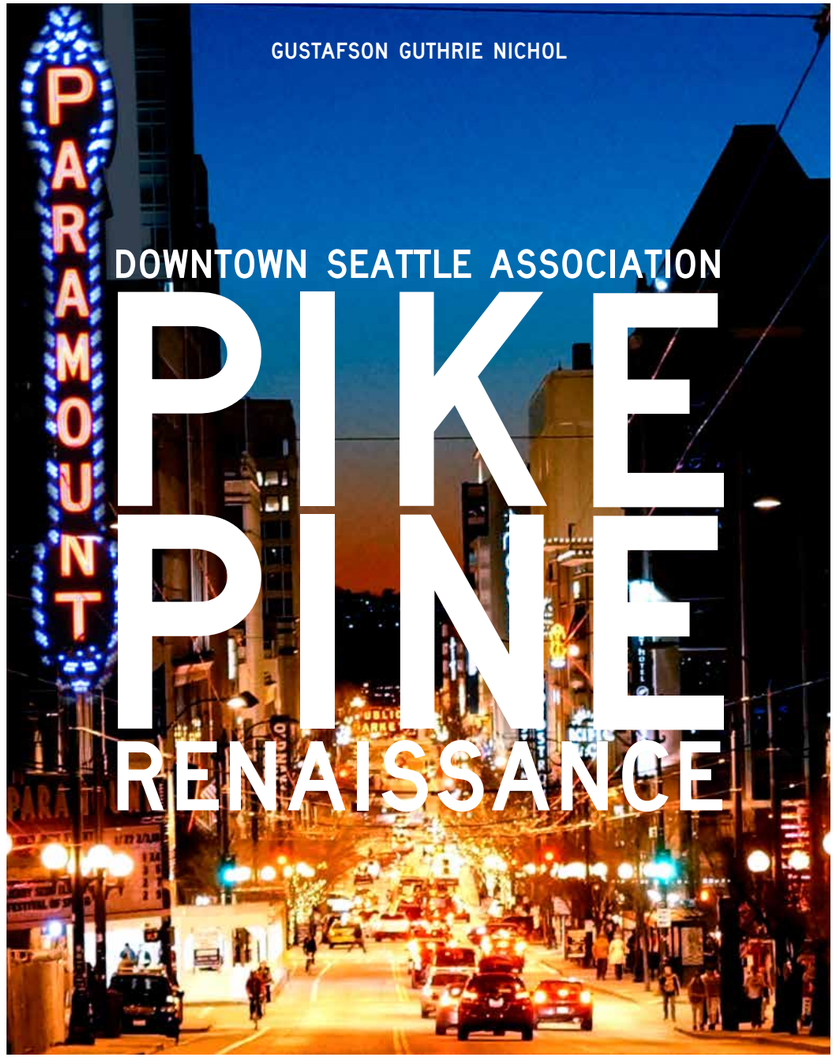
Street Level Strategies

The streetscape approach for this project takes its cues from the recently completed **Pike-Pine Renaissance Streetscape Design Vision** planning document dated February 2014 and led by the award-winning design firm, Gustafson Guthrie Nichol.

The vision for this proposal is as follows:

> *To move Downtown incrementally toward higher quality, more consistent pedestrian space through upgraded standards for sidewalks and intersections.*
>
> ***AVENUES***
> *Downtown businesses are traditionally oriented towards Avenues because they are more level and easier to walk along than Hill Streets. We envision Avenues with a consistent, high tree canopy that separates the sidewalk space from the roadway while still allowing views to the facades across the street.*
>
> ***HILL STREET***
> *The Hill Streets' rugged topography and phenomenal views of the water remind us of Seattle's history and natural context. Our recommendation for the Hill Streets is to emphasize their openness and asymmetry, allow views both across the street and towards the water, and create a sense of the street as one volume.*

The project site falls within the southern portion of the area of study as indicated on the map to right. The major cues taken from this planning proposal are the design standards set forth by establishing distinct characteristics of "Avenues" and "Hill Streets" to create a more consistent reading of the streetscape throughout our downtown core. Adjacent to the project site are 2 "Avenues' and 2 "Hill Streets" - 4th and 5th Avenue and Union and University Street. The project will aim to create streetscapes that adhere to the planning principles outlined by the Pike-Pine Renaissance Streetscape Design Vision.



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Seattle's Avenues are relatively level, fast and grand. Barriers – including I-5, Highway 99, and the waterfront-bluff – disconnect Downtown from the waterfront and Capitol Hill. Fast traffic on Avenues contributes to these obstacles to east-west travel.

Each Avenue has a slightly distinct character.

Planning is already underway for the Third Avenue Transit Corridor, which will have its own specific design standards.

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The east-west Hill Streets navigate Seattle's famous slopes, while Avenues run along relatively level ground. Avenues are perceived as difficult and even dangerous to cross, which adds perceived inconvenience to east-west walking. Giving priority to Hill Streets as uninterrupted environments, from hill top to bay, maximizes their connective potential and establishes Avenues as slower, grander spaces.

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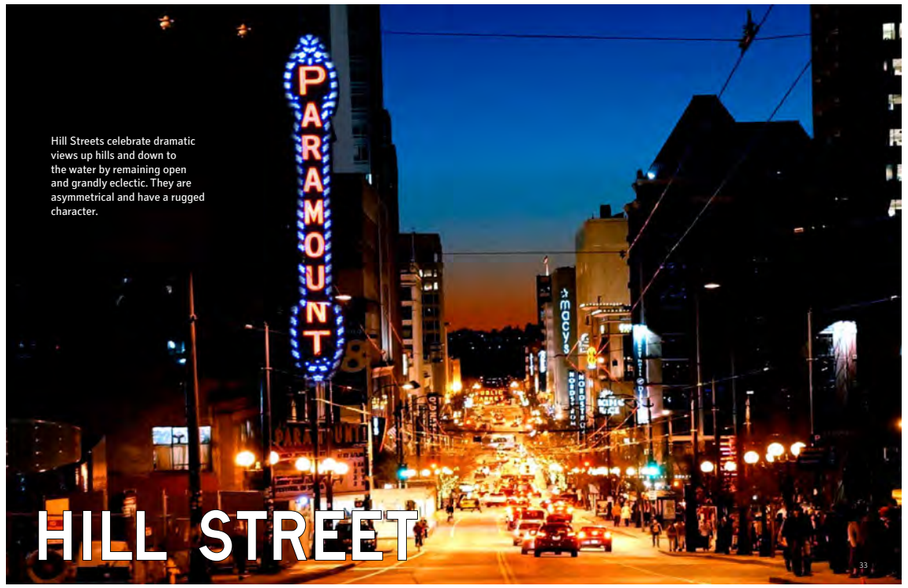

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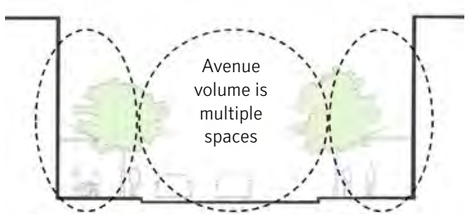
6

Street Level Strategies

Avenue Section



Avenues are grand, tree-lined, symmetrical streets with a tailored, formal feel expressed through high quality, traditional hardscape materials and lush canopies.

Retail entrances step down the hill with the existing grade of 5th Ave.

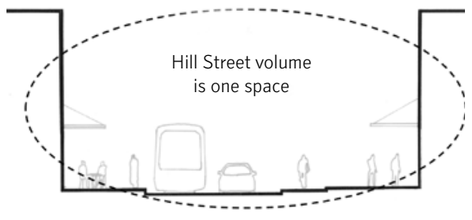
Create strong, linearly defined boundaries with consistent tree patterns and paving strips with intermittent street furniture elements.

Bring storefronts directly out to the edge to complement and enhance the strong retail presence of 5th Ave.

Continuous canopy elements protect pedestrians from the elements

View down 5th Avenue looking south

Hill Street Section



Hill Streets celebrate dramatic views up hills and down to the water by remaining open and grandly eclectic. They are asymmetrical and have a rugged character.

Street treated as one continguous volume of space; most trees eliminated to allow a more spacious view towards the water.

Plantings and street furnishings placed strategically along Union Street.

View down Union Street looking west towards the water

Combined Retail Program

Retail Ground Level Experience

A unique-to-the-market mix of high quality, buzz-generating national, international, and Pacific Northwest store and restaurant operators.

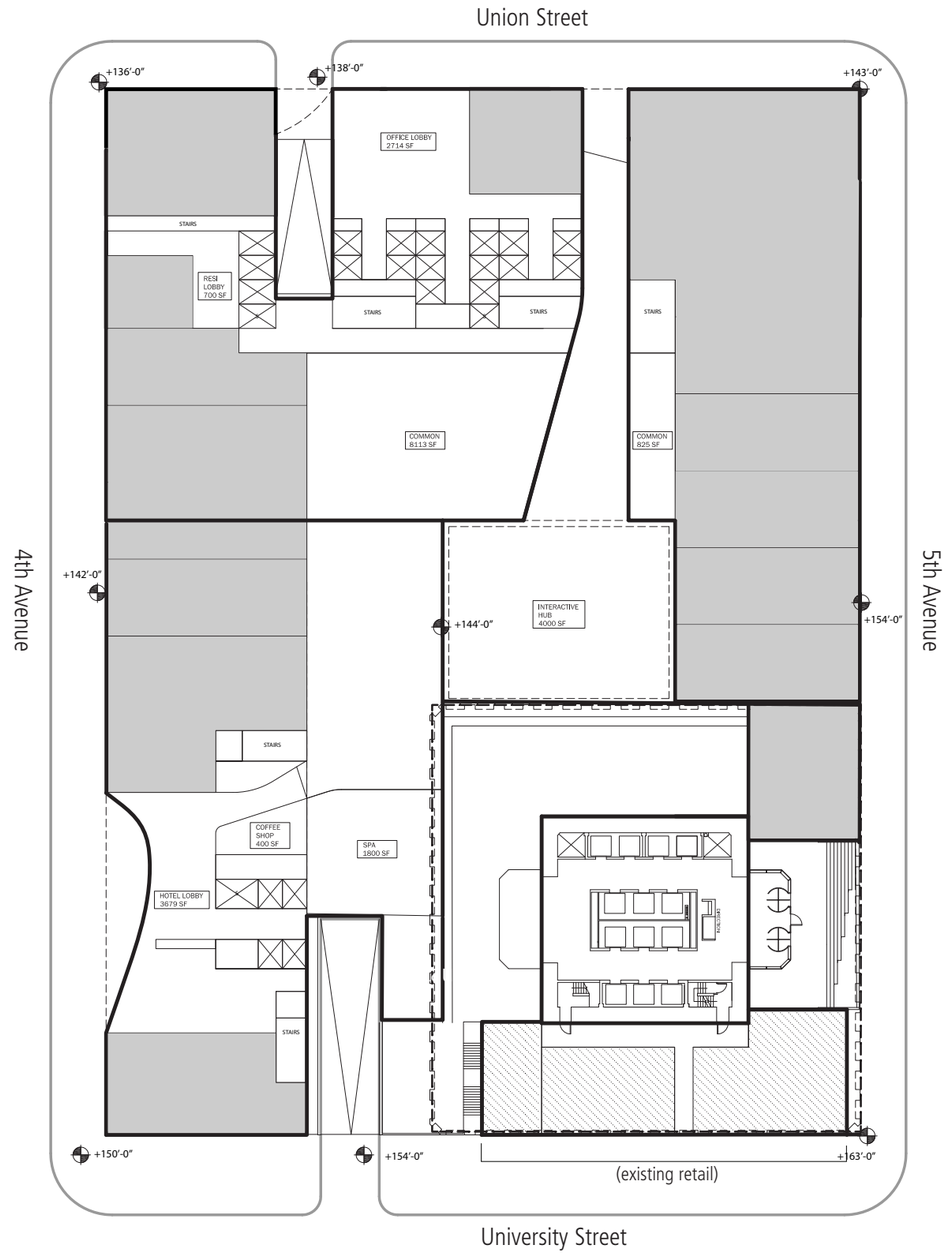
Rainier Square enjoys a prime location in Downtown Seattle—nestled between Fifth and Fourth Avenues and just a few blocks south of the Pike/Pine Corridor, surrounded by a highly dense office population, and within blocks of the city's soon-to-be remade waterfront.

The property's redevelopment offers the opportunity to create an experience at the street level that not only raises the bar for shopping and dining in the Pacific Northwest, but also lifts the retail directly surrounding it. This will be achieved by curating a distinctive mix—entirely unique to the Puget Sound—of high-caliber, high-performing stores and restaurants geared to downtown Seattle's target market of urban-inclined consumers.

The project has been designed to maximize the vitality of the block at street level. Even though the elevations change, areas will be stepped along the sidewalk to accommodate access. Additionally, the retail depth has been designed at 60 feet deep to meet typical retail programming which creates an exciting interactive space at the center of the block. Conferencing to the office tower and hotel, along with the hotel's spa, and residential amenity spaces are all accessed from their adjacent uses. Exterior openings from both University and Union Streets provide access to an "interactive hub" along with the potential of adjacent user access.

EXISTING RETAIL

PROPOSED RETAIL



Retail Type Examples

7

Departures
Summary of Departures for Alternative 3: Preferred Option

Departure #1

Development Standard:
23.49.058.B Façade Modulation

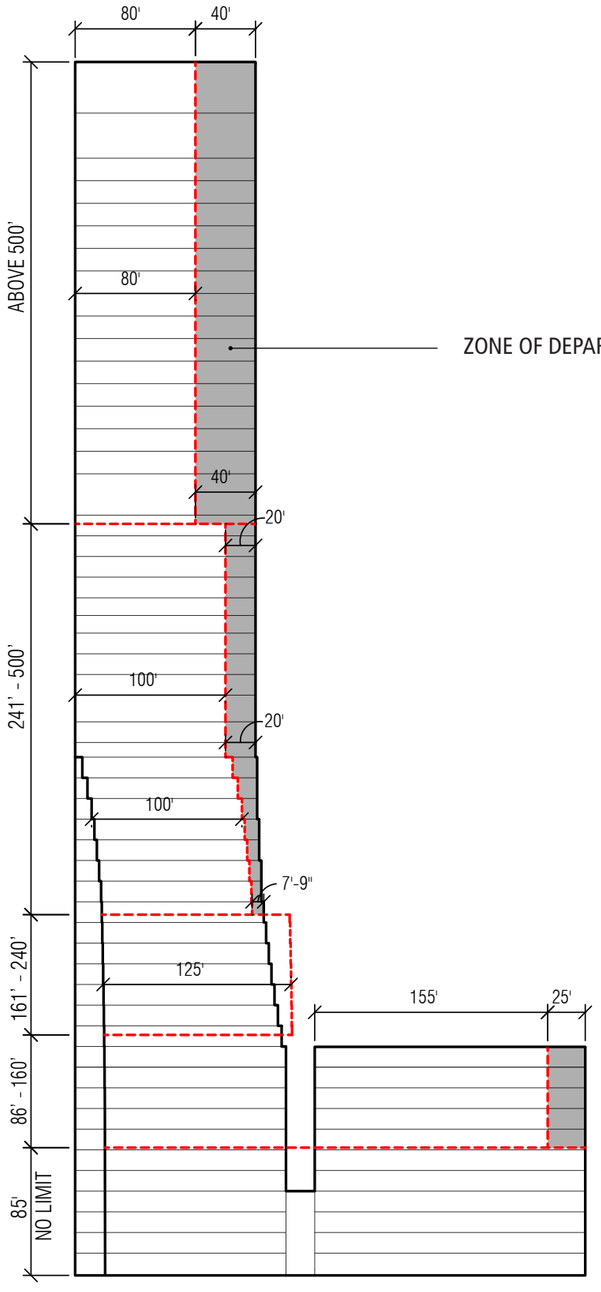
Requirement:
The maximum length of a facade without modulation is prescribed in Table 23.49.058A. This maximum length shall be measured parallel to each street property line, and shall apply to any portion of a facade, including projections such as balconies, that is located within fifteen (15) feet of street property lines.

Departure Amount Required:
Above 240' the dimensions of the tower exceed the maximum length of un-modulated façade within 15' of the property line as prescribed by Table 23.49.058A.

Rationale:
The proposed design is intended to become a bold, iconic building that complements and enhances the entire surrounding area. Its curvilinear geometry and massing is composed in a way that evokes both the neighboring architectural context as well as broader urban and topographical themes. The tower's position and dimensional configuration at the site's northwest corner gives the maximum possible buffer of space to Rainier Tower, and the sloping massing ensures that both towers benefit from the sweeping panoramic views afforded by the site's position as well as maximizing access to light and air at the street level.

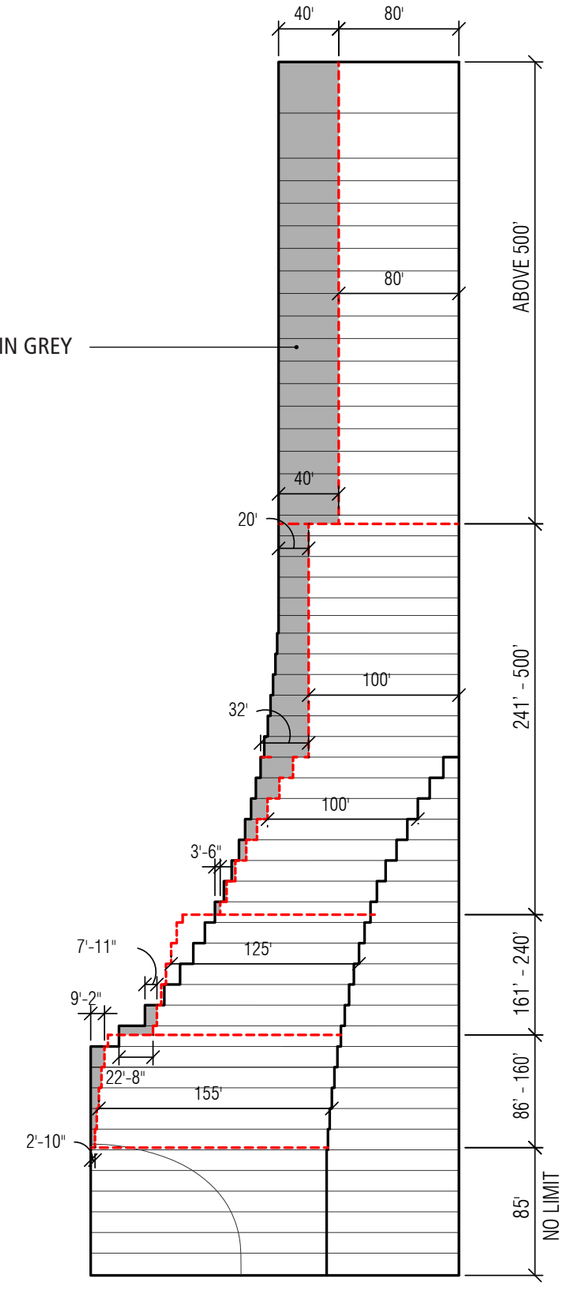
Downtown Design Guidelines Reinforced:

- A-1 Respond to physical environment
- A-2 Enhance the skyline
- B-1 Respond to neighborhood context
- B-3 Reinforce the positive urban form and architectural attributes of immediate area
- B-4 Design a well-proportioned & unified building.



West Facade Modulation

ZONE OF DEPARTURE IN GREY



North Facade Modulation

Departure #2

Development Standard:
23.54.035.A. Quantity of Loading Spaces
23.54.035.C. Standards for Loading Berths

Requirement:
The minimum number of off-street loading berths required for specific uses shall be set forth in Table A.
(See Table A for Section 23.54.035.)

	Low Demand	Medium Demand
Office	768,000	
Office (existing)	584,000	
Hotel	181,000	
Retail		27,000
Retail (existing)		10,000
Total:	1,533,000	37,000
Required Loading Berths:	12	1

C. Standards for Loading Berths.

1. Width and Clearance.
   Each loading berth shall be not less than ten (10) feet in width and shall provide not less than fourteen (14) feet vertical clearance.

2. Length.
   b. Low- and Medium-demand Uses. Each loading berth for l ow- and medium-demand uses, except those uses identified in su bsection C2d, shall be a minimum of thirty-five (35) feet in length unless reduced by determination of the Director as provided at subsection C2c.
   c. Exceptions to Loading Berth Length. Where the Director finds, after consulting with the property user, that site design and use of the property will not result in vehicles extending beyond the property line, loading berth lengths may be reduced to not less than the following:
      (i) High-demand Uses. Thirty-five (35) feet when access is from a collector arterial or local access street; and forty-five (45) feet when access is from a principal or minor arterial street;
      (ii) Low- and Medium-demand Uses. Twenty-five (25) feet.

Departure Amount Required:
The design is still preliminary. Currently we expect that we may need to request a departure in both the number and size of berths.

Large berths: 12'x35'
Medium berths: 10'x30'
Medium Small berths: 9'x30'
Van Berths: 9'x20'

Rationale:
The vertical and horizontal dimensional constraints of the site make it impractical to satisfy the number of required loading berths along with requisite maneuvering and circulation areas. This departure will enable to loading dock to be better sized and more efficiently designed to meet the true loading demands of the building users. In no case will loading vehicles extend over the **property line.**

Downtown Design Guidelines Reinforced:
- E-1 Minimize curb cut impacts.
- E-2 Integrate parking facilities.
- E-3 Minimize the presence of service areas.

Closing Thought

When Rainier Tower was constructed in 1977, it was a bold vision: one of the tallest towers in the city at the time, a distinctive, unique form in the city, a design that was as much about the experience at the ground plane as about a striking modern profile against the sky.

Today, we propose another tower—one that is both as bold and as thoughtfully sensitive as its neighbor. To the skyline, it is a dynamic, soaring figure, a silhouette unlike any other in Seattle. To the city, it is a symbol of Seattle's continued growth and vitality, a stimulator of urban activity, a concentrator of world-class retail, residential, and office space. To the pedestrian walking down the block, it is a lively and inviting center of quality shopping and dining experiences, a compelling reason to venture further south to the heart of the arts, offices and evolving retail. To the tenant, it is a distinguished address, with panoramic views of the city, the water, and the mountains.