3.0 PROPOSAL
the proposed development is a 440', 31-story (above grade), 560,000 SF mixed use building with six levels of below grade parking.
+/- 150 residential units
+/- 250 parking stalls
+/- 270,000 SF office

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REFERENCE PROJECTS

Perkins+Will Experience

The design and development team is committed to and has proven ability to deliver the design of a development that is innovative, sustainable, and elegant, providing an asset to the community in congruence with the extraordinary setting in the heart of Belltown. The four projects shown exemplify the capabilities of our practice.

1. Ryerson Academic Residence Building
2. 5th and Madison
3. SkyBridge

Precedent Imagery

The images to the far right illustrate the mood and the quality towards which the proposed structure will aspire.

4. CCTV
   The simplicity of the corner condition is key to this iconic form. A diagonal structural grid system with expressed frame connections creates this formal language, and the web on the building skin is a reflection of structural forces.

5. The Red Apple
   Another expressed frame structural system, this project showcases structure in void spaces.

6. Russell Investments Center Roof Terrace
   An inviting public amenity and sustainable opportunity, a roof terrace gives green space back to the community, and provides unique views to surrounding areas.

7. New York Times Building
   A simple, monolithic form becomes an icon for the city. As a notable structure in the urban fabric, it can also become a global landmark identifying place and values.

8. CBD Offices
   The formal language of a building can showcase important features such as amenity space. Though the subtraction of volume and skin, the space revealed becomes a dynamic focal point.

9. Guragon 66
   The skin of a building can be atmospheric and ephemeral. As it wraps building program and structure, it hides or Reveals layers of form and movement.

10. Times Building Lobby
    Entry spaces that are gracious in height and warm in texture, create a profound sense of arrival. Natural daylight and expansive views connect the entry to the urban landscape.
NEIGHBORHOOD AERIAL | TOPOGRAPHY

Site Description
The site is composed of three lots on the northern half of the block, bounded by 3rd Avenue, Lenora Street, the alley, and neighbors to south. It has 120’ x 180’ of buildable area, with the exception of dimensional setbacks for alley widening, sidewalk widening, upper level development limits, and floor plate limits.

Regional Topography
The Belltown neighborhood stretches northwest of the central business district to the base of Queen Anne. As with many other neighborhoods in Seattle, its generally flat terrain was originally a steep hill, but it was taken down as part of a massive regrade from 1902 to 1911. Now, with the exception of steep grades adjacent to the harbor edge, Belltown has one of the flattest terrains of any Seattle neighborhood.

Local Topography
The site is located near a topographic “peak” within the Belltown neighborhood. Although the small hill is not nearly as impressive as the nine surrounding hills on which Seattle was founded, the change in elevation is not irrelevant. By building a tower at the high point in the local elevation, the impact on surrounding views is minimized.

Downtown Overlays
The site is within the DMC 240/400 zone and is part of the Belltown Urban Center Village.
3rd Avenue is a Class 1, Principal transit street, with street level uses required, property line facades required, and an 18’ sidewalk depth requirement.
Lenora Street is a Class 1, Principal transit street, with a 12’ sidewalk depth requirement. It is not located within a view corridor.
There are no public amenity features on the site.
COMMUNITY NODES | LANDMARKS

Site
The site is immediately adjacent to major transit stops and is located along two SDOT defined pedestrian walking routes that link the Belltown area to the waterfront.

The site is within close proximity to many of Seattle’s landmarks. It is just a five minute walk to the harbor edge or Pike Place Market, and is a fifteen minute walk to the Olympic Sculpture Park or the Space Needle.

The site is within close proximity to many public parks and open spaces. It is a five minute walk to Victor Steinbruek Park, Pier 62, Regrade Park, Bell Street Park, and Westlake Park. It is fifteen minute walk to Denny Park, Belltown Cottage Park, the Olympic Sculpture Park, and Myrtle Edwards Park.

Pedestrian Experience
The proposed building will improve the pedestrian experience along 3rd Avenue and Lenora Street by increasing transparency at the street frontage, by strengthening pedestrian wayfinding by creating an iconic building, and by creating visual interest through highly articulated facades.

Additionally, the proposed project will improve pedestrian safety by minimizing and remediating existing curb cuts, by providing overhead weather protection (currently does not exist), and through improved lighting.
NOTABLE ARCHITECTURE | SITING PATTERNS

Belltown Tower Siting Patterns
The diagram and images to the right show the significant towers along 3rd Avenue from northwest to southeast. As illustrated, the majority of the towers are gathered around two nodes within the Belltown area. The proposed tower is at the center of the southeastern gathering of towers. The neighborhood also has a pattern of high-rise residential uses that maximize the development potential of their site, stepping up, moving away from the waterfront.

Belltown Tower Height
Of all the “notable” buildings along 3rd Avenue, three of the four tallest buildings (the Westin, the Escala, and the Viktoria) are located within a two block radius of the site. The Cristalla, One Pacific Tower, Royal Crest, and the Sedgwick James Building are all within a one block radius as well. That puts nine towers ranging from 240’ to 449’ within a two block radius of the proposed site.

Amazon Development
The proposed building is within proximity to the upcoming Amazon development. As such, it would be a much needed amenity to the area providing support space for spin-off businesses, additional residences in a greatly undersupplied area, as well as retail space.

Seattle Icons
17 Russell Investments Center
18 Upcoming 5th and Columbia Tower
19 Nolo Apartments
Mosler Lofts
12 Stories - 130’

Alto Apartments
14 Stories - 208’

225 Cedar St Apartments
27 stories - 329’

Seattle Heights Condos
25 stories - 276’

Centennial Tower
27 stories - 262’

Arbor Place Tower
26 stories - 255’

4th and Battery Building
12 stories - 202’

Mosler Lofts
12 Stories - 263’

Sedgwick James Building
25 Stories - 282’

Royal Crest Condominium
26 Stories - 252’

Cristalla Apartments
24 Stories - 240’

One Pacific Tower
27 Stories - 259’

Victoria Apartments
24 Stories - 293’

The Escalet Midtown
30 Stories - 330’

The Westin
N 47 stories - 449’
S 40 stories - 397’

The Josephinum
14 Stories - 170’

Russell Investment Building
42 Stories - 598’

Upcoming 5th and Columbia Tower
44 Stories - 660’

Nolo Apartments
11 Stories - 240’

* all values on this page are approximates taken from Emporis.com
BELLTOWN HISTORIC BUILDINGS

Historic Landmarks
There are twelve historic landmarks and numerous historic icons currently in the Belltown area. Most of these buildings were constructed between the years of 1900 and 1948.

Historic Typologies
The majority of the historic landmark and icon buildings are of masonry construction with punched glazing primarily on the street side. Red brick seems to be a particularly consistent material from one project to another. The buildings tend to vary widely in scale and in height.

Historic Approach
The proposed tower avoids any direct references to the historical buildings as a way to avoid imitation. Instead, the tower responds to the historical context by strategically modulating the facade to create perceived separations of the mass. This helps break down the scale of the development to respect the historic scale of the neighborhood.

Historic Seattle
The last two images on the opposite page show how radically the Belltown neighborhood has changed over the last fifty years. As Seattle continues to grow, it is important for large developments, specifically towers, to be sympathetic to how they will affect the city skyline.
USES | STRUCTURES

Building Use

As illustrated by the diagram to the right, Belltown supports a variety of urban uses. The four most common being residential, office, retail, and parking. The proposed building would accommodate all of them. With six stories of below grade parking, retail across 75% of the ground floor street frontage, fifteen stories of office, thirteen stories of residential, and two generous floors of amenity/mechanical space, the building is quite literally a vertical reinterpretation of the typical surrounding uses.
STREET SCAPE

Proposed apartments adjacent to site currently under construction

Swifty Printing
STREET SCAPE
EXISTING DAYLIGHT HOURS ANALYSIS

Computer Model
A dimensionally accurate computer model of the site and surrounding neighborhood was built using a plugin called Meerkat. This plug-in takes publicly available GIS information and automatically generates an accurate 3D model of the terrain, buildings, tree locations, and curbs within the Rhino environment. This model can then be used to analyze the various impacts that the proposed building will have on its immediate surroundings.

Daylight Hours
The process for analyzing the impact on direct daylighting is quite simple. Basically an accurate model of the sun’s path is calibrated to the correct latitude and longitude and to the orientation of the site, then rays are cast from each of the 146 solar positions (1 position for each hour of the 21st day of each month that the sun is visible) to a grid of points on the test surface (the ground). If the ray is blocked before it reaches the point then it does not count, but if it reaches the point without interference, then the point receives an hour of daylighting. These points are all tallied then added to understand the average amount of direct daylighting each point on the surface grid receives over the course of a year. The image to the right illustrates the average direct daylighting that the surrounding area receives in its existing state.

Shading Analysis
The process for analyzing shading is quite simple as well. The sun rays and shadows cast are based on a physically accurate computer model of the sun at nine different comparison positions throughout the course of the year. By comparing the impact of shading at 10 AM, 12 PM, and 2 PM during the summer solstice, the equinox, and the winter solstice, a qualitative understanding of the shading impact can be reached. The nine images to the right illustrate the shading of the existing conditions at these comparison points.
EXISTING SHADOW ANALYSIS

10 AM

12 PM

2 PM

Summer Solstice

Equinox

Winter Solstice
PREFERRED SCHEME DAYLIGHT HOURS ANALYSIS

Computer Model
A dimensionally accurate computer model of the site and surrounding neighborhood was built using a plugin called Meerkat. This plug-in takes publically available GIS information and automatically generates an accurate 3D model of the terrain, buildings, tree locations, and curbs within the Rhino environment. This model can then be used to analyze the various impacts that the proposed building will have on its immediate surroundings.

Daylight Hours
The process for analyzing the impact on direct daylighting is quite simple. Basically an accurate model of the sun's path is calibrated to the correct latitude and longitude and to the orientation of the site, then rays are cast from each of the 146 solar positions (1 position for each hour of the 21st day of each month that the sun is visible) to a grid of points on the test surface (the ground). If the ray is blocked before it reaches the point then it does not count, but if it reaches the point without interference, then the point receives an hour of daylighting. These points are all tallied then added to understand the average amount of direct daylighting each point on the surface grid receives over the course of a year. The image to the right illustrates the average direct daylighting that the surrounding area will receive as affected by the proposed structure. The analysis indicates that the area, specifically to the northwest and northeast of the site, will receive less direct daylighting than the existing conditions. However, as shown in the illustration, the reduction is slim and the surrounding area will still receive generous amounts of sunlight, even with the much larger development.

Shading Analysis
The process for analyzing shading is quite simple as well. The sun rays and shadows cast are based on a physically accurate computer model of the sun at nine different comparison positions throughout the course of the year. By comparing the impact of shading at 10 AM, 12 PM, and 2 PM during the summer solstice, the equinox, and the winter solstice, a qualitative understanding of the shading impact can be reached. The nine images to the right illustrate the shading of the proposed structure. It is quite obvious that the building will cast a much larger shadow than the existing buildings. However, as illustrated by the daylight hours diagram, the entire area will still receive ample direct daylighting over the course of the day.
PREFERRED SCHEME SHADOW

Summer Solstice

Equinox

Winter Solstice
SEATTLE MUNICIPAL CODE (SMC): Title 23 _ Land Use Code
Subtitle III Land Use Regulations Division 2 Authorized Uses and Development Standards

Sections have been excerpted as applicable to proposed project

23.49.008 Structure height
240' height limit for non-residential uses
290' height limit for residential use, without bonuses
400' height limit for residential use, with bonuses
440' height limit bonus for residential - 10% height allowance for common recreation area and mechanical - facades above 400' may not enclose an area greater than 9,000 SF.

23.49.011 Floor area ratio
Base of 5, maximum of 7
FAR basis is presumed to be computed on all lots on the block to east of alley
FAR basis = 360' x 108' = 38,880 SF
7 Max FAR = 272,160 SF Max FAR
Assumes all FAR for eastern half of block may be used as basis, using combined lot development method.
Pre-submittal conference with DPD confirmed this as a viable strategy.

23.49.041 Combined lot development
Combined lot development provides the method by which FAR may be "harvested" from the neighbors to increase the development potential of this project.

23.49.015 Bonus residential floor area
Only applicable to residential.
Provides means of building above base residential height (290') to maximum residential height (400'). In DMC, cost of bonus is $11.45/GSF between 85'-290', $17.17/GSF for first four floors above 290', $22.89/GSF for next three stories, and $28.62/GSF of higher stories, not to exceed average of $21.68/GSF sought as bonus development.

23.49.010 General requirements for residential uses
B. Common recreation area is required for all new development with more than twenty (20) dwelling units.
B.1. An area equivalent to five (5) percent of the total gross floor area in residential use shall be provided as common recreation area.
B.2. A maximum of fifty (50) percent of the common recreation area may be enclosed.

23.49.009 Street-level use requirements
A. One or more of the uses listed in 23.49.009A are required at street-level.
Uses include general sales and services, human service uses and childcare facilities, retail sales, major durables, entertainment uses, etc.

23.49.016 Open space
Open space of 20 SF of open space is required for every 1,000 SF of office space. Assuming approximately 270,000 SF of office, this equates to 5,400 SF of open space. Private open space may satisfy the requirement but is not eligible for bonus. Owner may make payment in lieu of providing open space.

23.49.058 Upper level development standards
Average residential floor plates are limited in size - limited to 10,000 SF (average) if tower is below 290', and limited to 10,700 SF (average) if tower is above 290'.
Maximum area of any residential floor is 11,500 SF.

23.49.018 Overhead weather protection and lighting
Continuous overhead weather protection is required along Third and Lenora, 8' wide between 10' and 15' above the sidewalk.

SMC 23.49.024 View corridor requirements
Per map 10 no view corridor setback is required.

23.49.019 Parking
Parking is not required.

23.49.022 Minimum sidewalk and alley width
Per map 1C
3rd Ave Sidewalk - min. 18'
Lenora Sidewalk - min. 12'

23.53.030 Alley improvements in all zones
Per Table A
Alley - min. 20’
A-1 Respond to the physical environment

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

A-1 Belltown-specific supplemental guidance

a. Develop the architectural concept and arrange the building mass to enhance views. This includes views of the water and mountains, and noteworthy structures such as the Space Needle.

c. The topography of the neighborhood lends to its unique character. Design buildings to take advantage of this condition as an opportunity, rather than a constraint. Along the streets, single entry, blank facades are discouraged. Consider providing multiple entries and windows at street level on sloping streets.

A-2 Enhance the skyline

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

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.

B-1 Belltown-specific supplemental guidance

a. Establish a harmonious transition between newer and older buildings. Compatible design should respect the scale, massing and materials of adjacent buildings and landscape.

c. Design visually attractive buildings that add richness and variety to Belltown, including creative contemporary architectural solutions.

B-2 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.

B-3 Belltown-specific supplemental guidance

The principal objective of this guideline is to promote scale and character compatibility through reinforcement of the desirable patterns of massing and facade composition found in the surrounding area. Pay particular attention to designated landmarks and other noteworthy buildings.

B-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.

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.

C-2 Design facades of many scales

Design architectural features, fenestration patterns, and material 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.

C-3 Provide active - not blank facades

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

C-4 Reinforce building entries

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

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.

C-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.

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.

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.

E-1 Minimize curb cut impacts

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

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.

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.
**Pros:**
- the mass is broken down into two parts
- visual connection between entry and amenity spaces
- highly efficient interior layout
- best performing envelope to area ratio

**Cons:**
- southern residential core forces both lobbies to 3rd Ave
- comparatively fewer views
- comparatively less desirable roof terraces

**Pros:**
- the mass is broken into two parts
- visual connection between entry and amenity spaces
- core location allows for separate entries off of 3rd and Lenora
- incredible west facing roof terrace opportunity

**Cons:**
- extreme height abutting 3rd Ave
- less efficient envelope to area ratio (increased cost)
- comparatively fewer units with a desirable view

**Pros:**
- strong singular form
- incredible west facing roof terrace opportunity
- strong visual expression of amenity space

**Cons:**
- extreme height abutting 3rd Ave
- less efficient envelope to area ratio (increased cost)
- difficult to center the structural core
- less efficient interior planning (single loaded corridor)

**Pros:**
- various roof terraces at different heights and scales
- opportunity for additional corner units

**Cons:**
- highly inefficient interior planning
- comparatively fewer units with a desirable view
- creates units that face one another (privacy issues)
- formal expression lacks clarity
- lacks response to the street condition

**Pros:**
- opportunity for additional corner units

**Cons:**
- highly inefficient interior planning
- comparatively fewer units with a desirable view
- creates units that face one another (privacy issues)
- lacks response to the street condition

- southern residential core forces both lobbies to 3rd Ave
- comparatively less desirable roof terraces
- formal expression lacks clarity
- less efficient envelope to area ratio (increased cost)
CONCEPT 3: Z SCHEME (PREFERRED)

Pros:

- flexible core arrangements
- creates two roof terraces with unique views and scales
- strong singular expression
- stepped facades respond to contextual heights
- opportunity for additional corner units
- comparatively more units with a desirable view
- core location allows for separate entries off of 3rd and Lenora
- stepped upper mass responds to contextual heights
- strong visual connection between entry and amenity spaces
- highly efficient interior planning
CONCEPT 1: BOX SCHEME VIEWS

VIEW FROM THE SPACE NEEDLE

NE AERIAL  NW AERIAL  SW AERIAL  SE AERIAL
CONCEPT 1: BOX SCHEME PLANS

Ground Floor

- Lobby
- Retail
- Loading
- Bus stop
- Power Pole
CONCEPT 2: BAR SCHEME VIEWS
CONCEPT 2: BAR SCHEME PLANS

- ① Lobby
- ② Retail
- ③ Loading
- Red: Bus stop
- Yellow: Power Pole
CONCEPT 3: Z SCHEME (PREFERRED) VIEWS
CONCEPT 3: Z SCHEME (PREFERRED) PLANS

- 77% street frontage on 3rd Avenue by uses listed in subsection A

Key Points:
1. Lobby
2. Retail
3. Loading

Ground Floor:
- 1. Lobby
- 2. Retail
- 3. Loading
CONCEPT 3: Z SCHEME (PREFERRED) ELEVATIONS
CONCEPT 3: Z SCHEME (PREFERRED) ELEVATIONS
CONCEPT 3: Z SCHEME (PREFERRED) VIEWS

Z Scheme from 3rd Ave and Blanchard St

Z Scheme from the Space Needle