

# 1001 BROADWAY

CITY OF SEATTLE DESIGN REVIEW

EARLY DESIGN GUIDANCE  
DPD PROJECT #3019050  
MARCH 4, 2015 6:30 PM

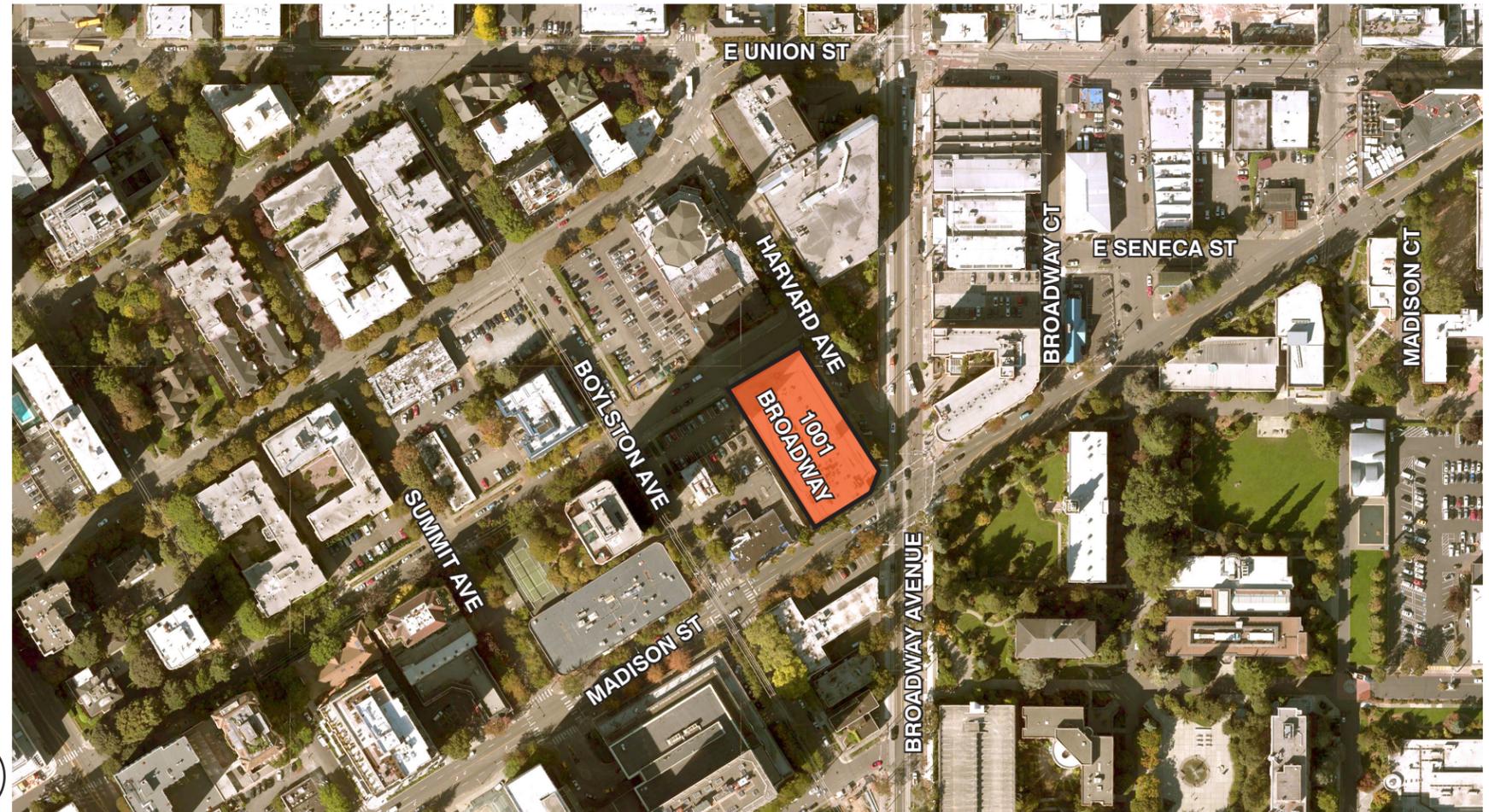
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# SITE & DEVELOPMENT INFORMATION



## PROPOSED BUILDING SUMMARY: (all numbers approximate)

Proposed Uses:	Grocery, Residential, Ancillary Parking & Food Producing Greenhouse
Structure Height:	160' Above Average Grade, Plus Rooftop Mechanical
Number of Residential Units:	268
Building Area:	463,888 SF
Residential Area:	269,147 SF
Non-Residential Area:	58,296 SF
Number of Parking Stalls:	359
Number of Bicycle Spaces:	98

## EXISTING SITE:

The existing site occupies half a block at the intersection of Madison Street and Broadway. Harvard Avenue runs along the northeast edge of the site, Spring Street bounds the site on the north, and an alley runs along the rear property line. There is an existing 3-story medical office building on the site with some retail uses on Harvard and on Madison and a parking entrance on Harvard Ave. There is an approximate ten foot grade change from the south corner to the lowest point at the east corner of the site.

## ZONING & OVERLAY DESIGNATION:

The site is zoned NC3P-160 (Neighborhood Commercial) and is in the First Hill Urban Center Village. Madison and Broadway are principle pedestrian streets. Adjacent zones include NC3-65, NC3-85, NC3-160, HR, MIO-70 and MIO-160.

## NEIGHBORHOOD DEVELOPMENT & USES:

This site is located at the intersection of several different uses, including Seattle University to the east, Swedish Medical campus to the south, the Broadway business district to the north, and a mix of commercial and residential uses in the high-rise zone to the west.

## DEVELOPMENT OBJECTIVES:

The applicant proposes a mixed-use building that includes a two-story grocery at the base, grocery-related offices and mechanical on the 3rd floor, 14 residential stories above, and five stories of underground parking.

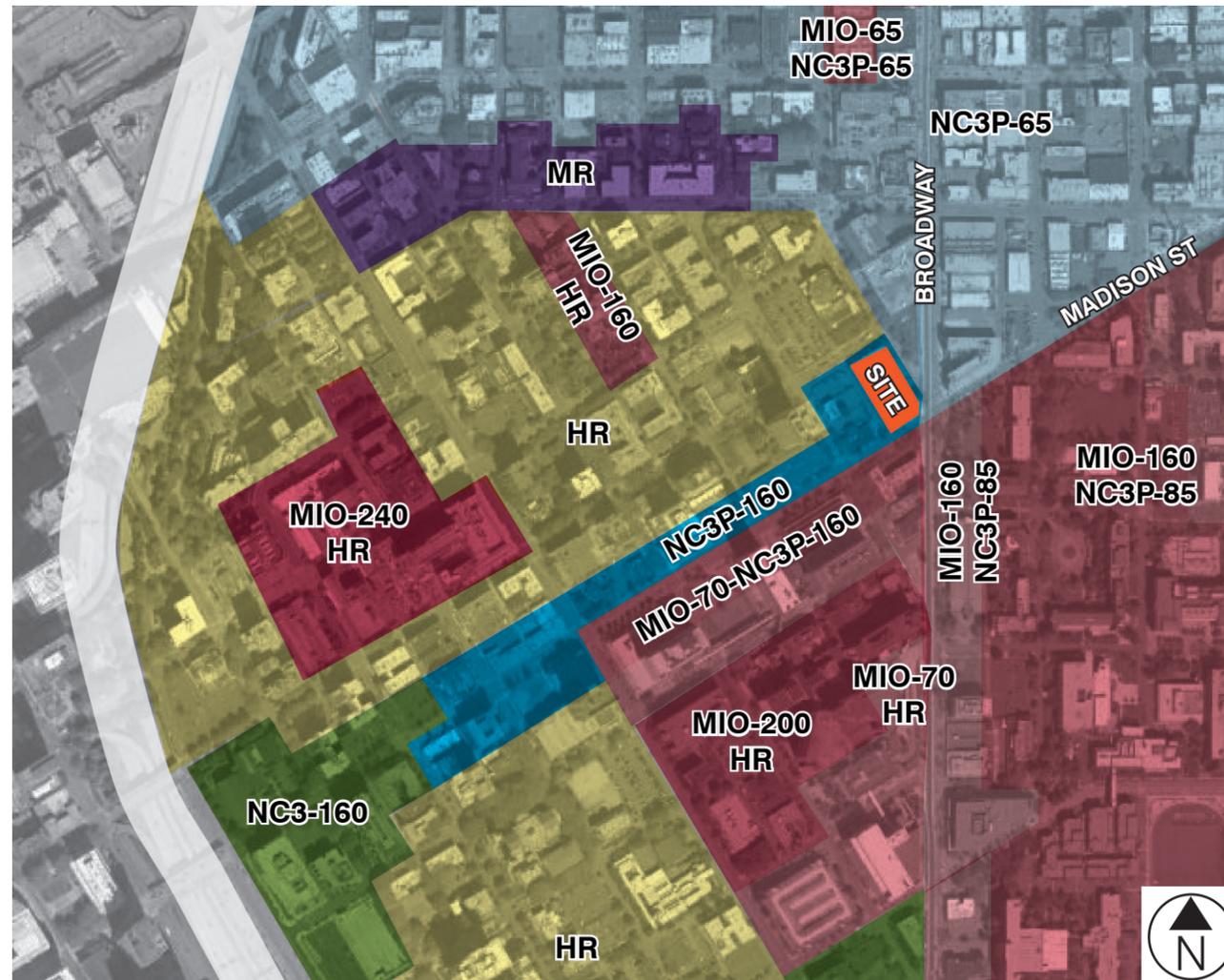
## DEPARTURES:

Departures may include a request to replace the site triangle required at the garage exit with mirrors, reduced transparency on Madison, and alternate parking space standards.

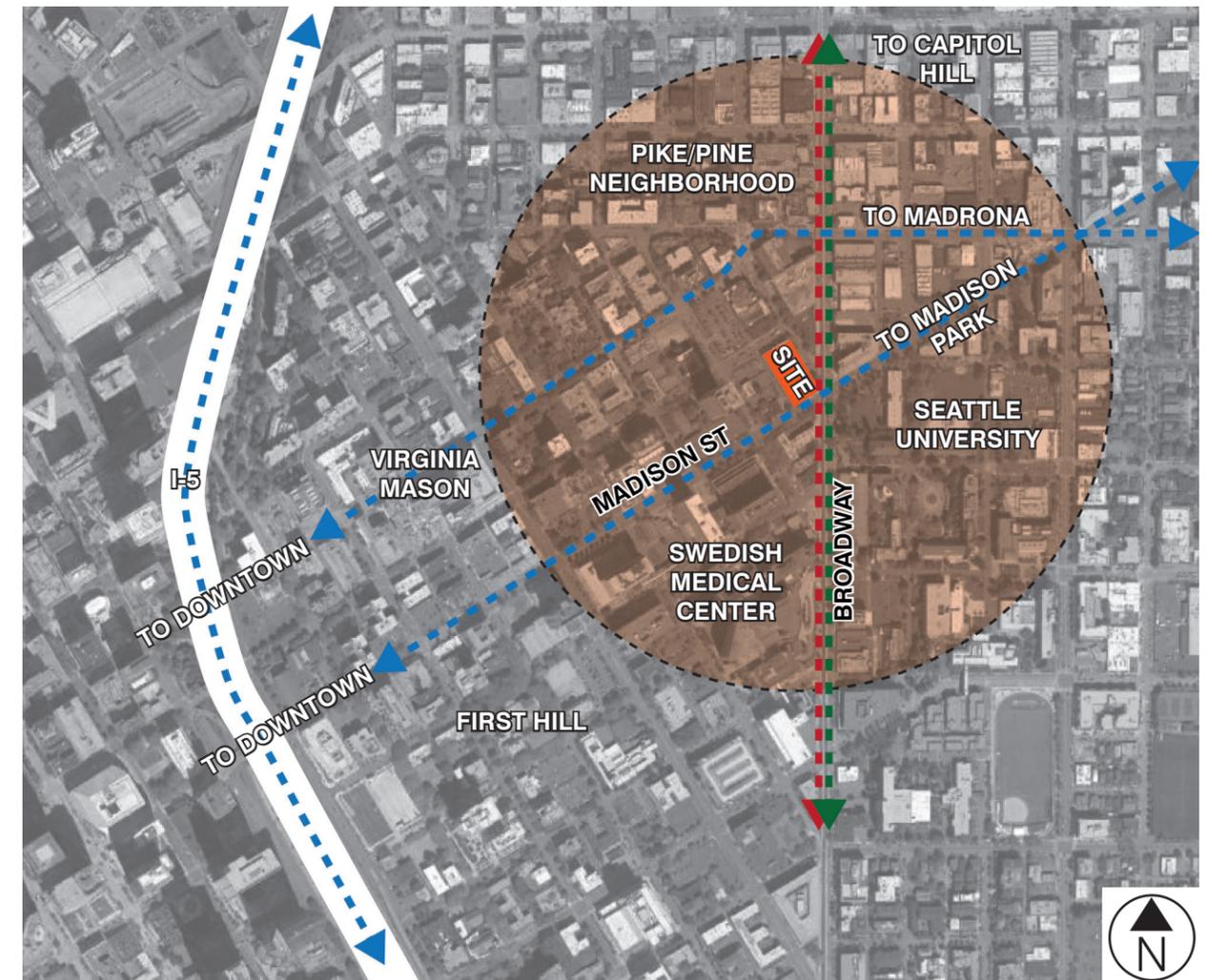


URBAN CENTER VILLAGE OVERLAYS

# ZONING & URBAN CONTEXT



ZONING



SITE CONNECTIVITY

## SITE CONNECTIVITY KEY

- ARTERIAL OR FREEWAY
- STREETCAR
- DEDICATED BIKE LANE
- 1/4 MILE WALKABLE RADIUS

# STREETSCAPES



KEY PLAN



**1** MADISON ST. LOOKING TOWARD THE SITE

BOYLSTON AVE



**2** MADISON ST. LOOKING AWAY FROM THE SITE

1 PROJECT SITE



HARVARD AVE

2



BROADWAY

BOYLSTON AVE

# STREETSCAPES

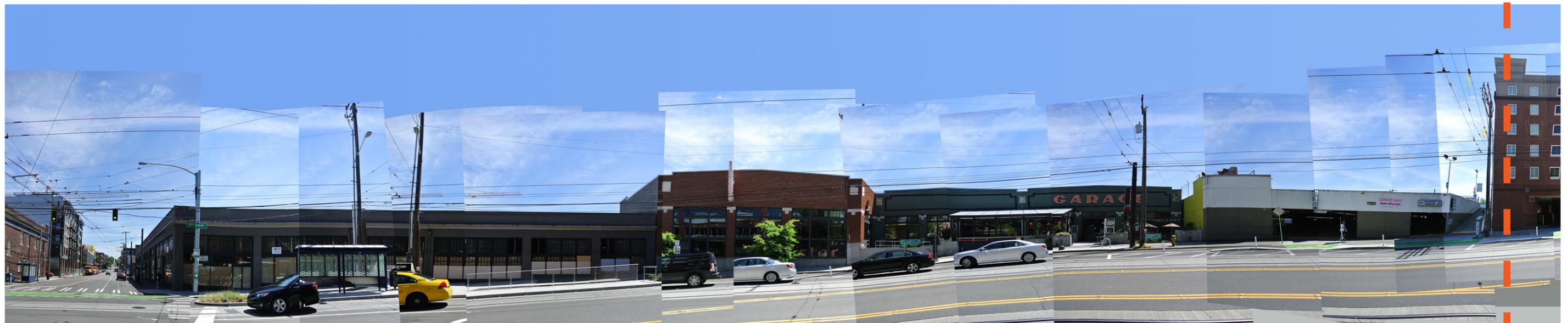


KEY PLAN



**3** BROADWAY LOOKING TOWARD THE SITE

MARION ST



**4** BROADWAY LOOKING AWAY FROM THE SITE

E. UNION ST

3

PROJECT SITE



MADISON ST

HARVARD AVE

4

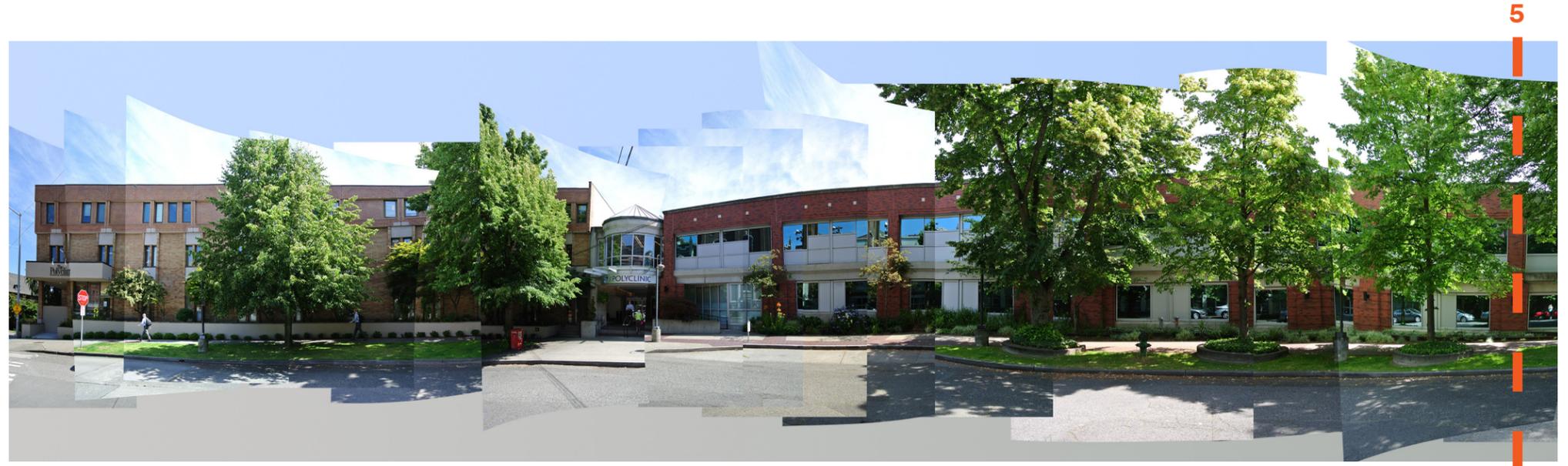


E. MADISON ST

# STREETSCAPES



KEY PLAN



5 HARVARD AVE LOOKING AWAY FROM THE SITE

PROJECT SITE



6 HARVARD AVE LOOKING TOWARD THE SITE

5



6



SPRING ST

SENECA ST

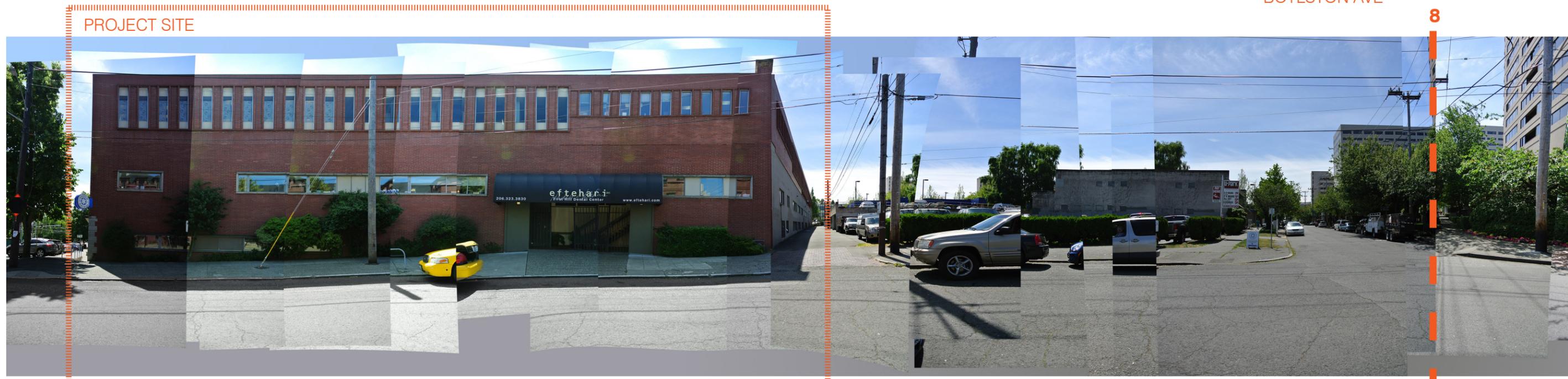
# STREETSCAPES



KEY PLAN



7 SPRING STREET LOOKING AWAY FROM THE SITE



8 SPRING STREET LOOKING TOWARD THE SITE

BOYLSTON AVE

BOYLSTON AVE

7



8



8A ALLEY LOOKING SOUTH

# SITE CONTEXT - SURROUNDING USES



## KEY

- INSTITUTIONAL
- MIXED-USE
- RESIDENTIAL
- COMMERCIAL
- OFFICE
- CHURCH

## BUILDING INDEX

1. STARBUCKS
2. SHELL GAS STATION
3. QFC
4. BROADWAY & EAST PIKE BUILDING
5. UNION MANOR APARTMENTS
6. KNIGHTS OF COLUMBUS
7. FIRE STATION 25
8. BARTELL DRUGS
9. GILDA'S CLUB SEATTLE
10. NEW MIXED-USE DEVELOPMENT
11. APARTMENTS
12. APARTMENTS
13. APARTMENTS
14. APARTMENTS
15. CHARBONNEAU APARTMENTS
16. APARTMENTS
17. MAXMILLIAN APARTMENTS
18. SEATTLE BAPTIST CHURCH
19. POLYCLINIC
20. COMMERCIAL SPACE
21. GARAGE BILLIARDS
22. SILVER CLOUD HOTEL
23. IHOP
24. PHILLIP'S CLEANERS
25. VIVA APARTMENTS- MIXED USE
26. MIXED USE
27. FIRST HILL PLAZA CONDOMINIUMS
28. RITE AID
29. MONEYTREE
30. SWEDISH FAMILY MEDICINE
31. SEATTLE UNIVERSITY
32. ADMINISTRATION BUILDING - SU
33. FINE ARTS BUILDING - SU
34. COPPINS WELL MIXED-USE
35. SWEDISH CANCER INSTITUTE
36. PARKING GARAGE - SU
37. SWEDISH MEDICAL CENTER
38. ST. IGNATIUS CHAPEL
39. LUMA CONDOMINIUMS (FUTURE)
40. FUTURE MIXED-USE DEVELOPMENT



5 UNION MANOR APARTMENTS



6 KNIGHTS OF COLUMBUS



19 POLYCLINIC



21 GARAGE BILLIARDS



29 MONEYTREE



34 COPPINS WELL APARTMENTS

## NEIGHBORHOOD CONTEXT MAP

## SITE CONTEXT - SURROUNDING USES



8 BARTELL DRUGS



10 NEW MIXED USE



18 SEATTLE BAPTIST CHURCH

### DESIGN CUES

The surrounding buildings have a diverse architectural character that represents a wide variety of eras. There are, however, some common themes:

- Materials for multistory buildings are good quality and durable, including masonry, stone, and concrete.
- The urban pattern is consistent across building types, with structures typically built to the sidewalk edge.
- The surrounding uses are generally grouped, with Swedish anchoring medical uses to the south, retail to the north along Broadway and on the north side of Madison, and Seattle University a strong presence to the east. Residential buildings are found in the neighborhood to the west.
- Seattle University's large landscaped areas create views for lower levels of a building and open up for territorial views from upper floors.
- There is a pattern of long and tall facades related to buildings at Swedish, Seattle University and First Hill residential neighborhood.



22 SILVER CLOUD HOTEL



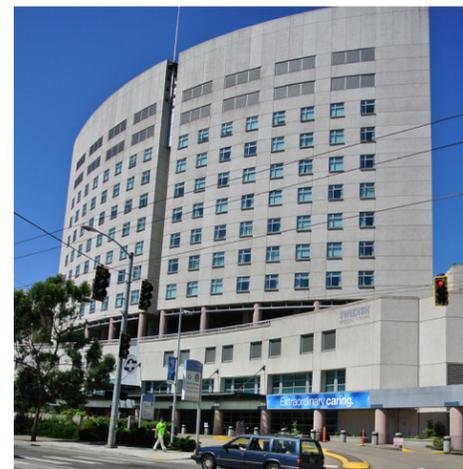
25 VIVA APARTMENTS



27 FIRST HILL PLAZA CONDOMINIUMS



35 SWEDISH CANCER INSTITUTE



37 SWEDISH MEDICAL CENTER



38 ST. IGNATIUS CHAPEL



39 LUMA CONDOMINIUMS (FUTURE)

# DESIGN GUIDELINES

## CONTEXT AND SITE

### CS1 Natural Systems and Site Features

#### C. Topography

The site's 10-foot change in elevation has a strong influence on the design of the podium. This grade change provides for a second retail entrance on Madison, one full story above the main entry at the corner. This activates Madison at mid-block and allows a connection to the sidewalk for the upper-level retail.

### CS2 Urban Pattern and Form

#### A1. Location in the city and neighborhood

The existing site is located at the hub of several neighborhoods, and the intersection of two street grids results in a very visible site. The design puts the main retail entry at the most visible corner, establishing an attractive pedestrian draw at the sidewalk.

#### A2. Architectural Presence

The visible corner on site lends itself to a high-profile design with significant presence and individual identity. The building holds the street edge, with lots of transparency at the ground floor and the opportunity to create a vibrant streetscape.

#### B2. Connection to the Street

The retail entrances create a strong connection to the street at the most visible corner and at mid-block on Madison. The upper level retail entrance enhances the pedestrian connection and accessibility for residents and the hospital / business community to the west on Madison.

#### C1. Corner Sites

The proposed design makes the most of the corner of Madison and Broadway with a visible retail entry and generous pedestrian space. The residential tower above is notched at this corner for a strong, simple response to the shape of the site.

#### C3. Full Block Sites

The design will break up the facade along Harvard to avoid a monolithic structure. Retail activity at street level provides interest and variety.

### CS3 Architectural Context and Character

#### A2. Contemporary Design

The existing neighborhood has diverse building types and architectural styles with no well-defined character. The proposed design is for a modern mixed-use building that respects the context while exploring new forms and materials.

## PUBLIC LIFE

### PL1 Connectivity

#### A2. Adding to Public Life

The widened sidewalks, recessed entry, and proposed curb bulb at the corner will combine with landscape elements to create an attractive pedestrian environment.

#### B. Walkways and connections

The design will include widened sidewalks with a visual and physical connection to the retail spaces inside. Canopies, signage, and seating will all contribute to pedestrian-oriented spaces. Outdoor kiosks related to the grocery are being explored.

### PL2 Walkability

#### A. Accessibility

Entrances at two different levels of the sloped site make building access convenient for pedestrians. Key building entrances will be accessible for people of all abilities.

#### B. Safety and security

The two main uses, residential and retail, will create activity at different times of day. Views from the upper-level residential and street-level transparency will provide the increased safety of eyes on the street.

#### C. Weather Protection

Overhead canopies are anticipated for the retail and residential entrances and along the main pedestrian streets. The retail activities will create pedestrian-friendly spaces beneath the canopies.

### PL3 Street-Level Interaction

#### A. Entries

The retail entries are located for both convenience and visibility. The main entrance on the corner will be generous and visually striking. The residential entrance is located on Spring where it is quieter and more private.

#### C. Retail Edges

The ground-floor design incorporates extensive transparency for a visual connection between interior and exterior activities. Multiple entries at different levels create increased porosity.

### PL4 Active Transportation

#### A. Entry Locations and Relationships

The proposed design provides clear and separate entrances for pedestrians, vehicles, and retail loading functions. Loading on the alley keeps back-of-house activities separate from the pedestrian environment. The proposed garage entrance on Harvard avoids the conflicts and potential public safety risk of sharing the alley with loading functions. The current existing / existing garage entrance is also located on Harvard and seems to function well. Pedestrian entrances are logical, visible, and at a safe distance from parking and loading access.

#### B. Planning Ahead for Bicyclists

With the dedicated bike lane on Broadway close at hand, bicyclists will have a direct connection to the project site. The site and building design will incorporate convenient bike racks. Secure bicycle storage will be provided as an amenity for the residents.



The existing building establishes two entrances to different floors: one at the corner and one at mid-block on Madison

## DESIGN CONCEPT

### DC1 Project Uses and Activities

#### A. Arrangement of Interior Uses

The corner of Madison and Broadway is highly visible and already active with pedestrian traffic. Locating the grocery at this corner will take advantage of those assets, while adding overhead canopies, lighting, and retail transparency that benefit the pedestrian environment.

#### B. Vehicular Access and Circulation

Vehicle traffic on the site has been arranged to provide the best access for multiple uses while maintaining a safe pedestrian environment. A loading dock that serves the grocery is located on the alley instead of one of the three visible faces of the building. Access to underground parking is proposed off Harvard to avoid potential conflicts with the loading functions and to separate it from the residential entry on Spring.

### DC2 Architectural Concept

#### A. Massing

The two ground floors will hold the street edge with a setback at the corner to provide a generous entry to the grocery. The two-story grocery makes the most of the sloped site with a second entrance on Madison. The residential tower above is arranged in one bar set back from the alley to maximize light and air to the residential units and to reduce structural requirements at the loading dock below. The long facade along Harvard is articulated to reduce the apparent mass.

#### B. Architectural facade composition

The four sides of the project site face different neighborhoods. The design responds to these different areas with one unified concept. Forms and materials wrap the corners to create continuity.

#### D. Scale and Texture

Well-proportioned canopies, fine-grained materials, retail transparency, and landscape elements will provide human scale at the lower two floor and particularly at sidewalk level.



Visual and physical connections between the interior and exterior of the retail enliven the pedestrian environment.



Wide sidewalks, canopies and landscape elements create attractive building entrances.

### DC4 Exterior Elements and Finishes

#### A. Building Materials

The exterior materials will be a combination of window wall and metal panel at the residential tower with stone and storefront windows at the ground-floor retail. The material selection will focus on a balance of transparency and lightness at the top with solidity at the base.

#### B. Signage & Lighting

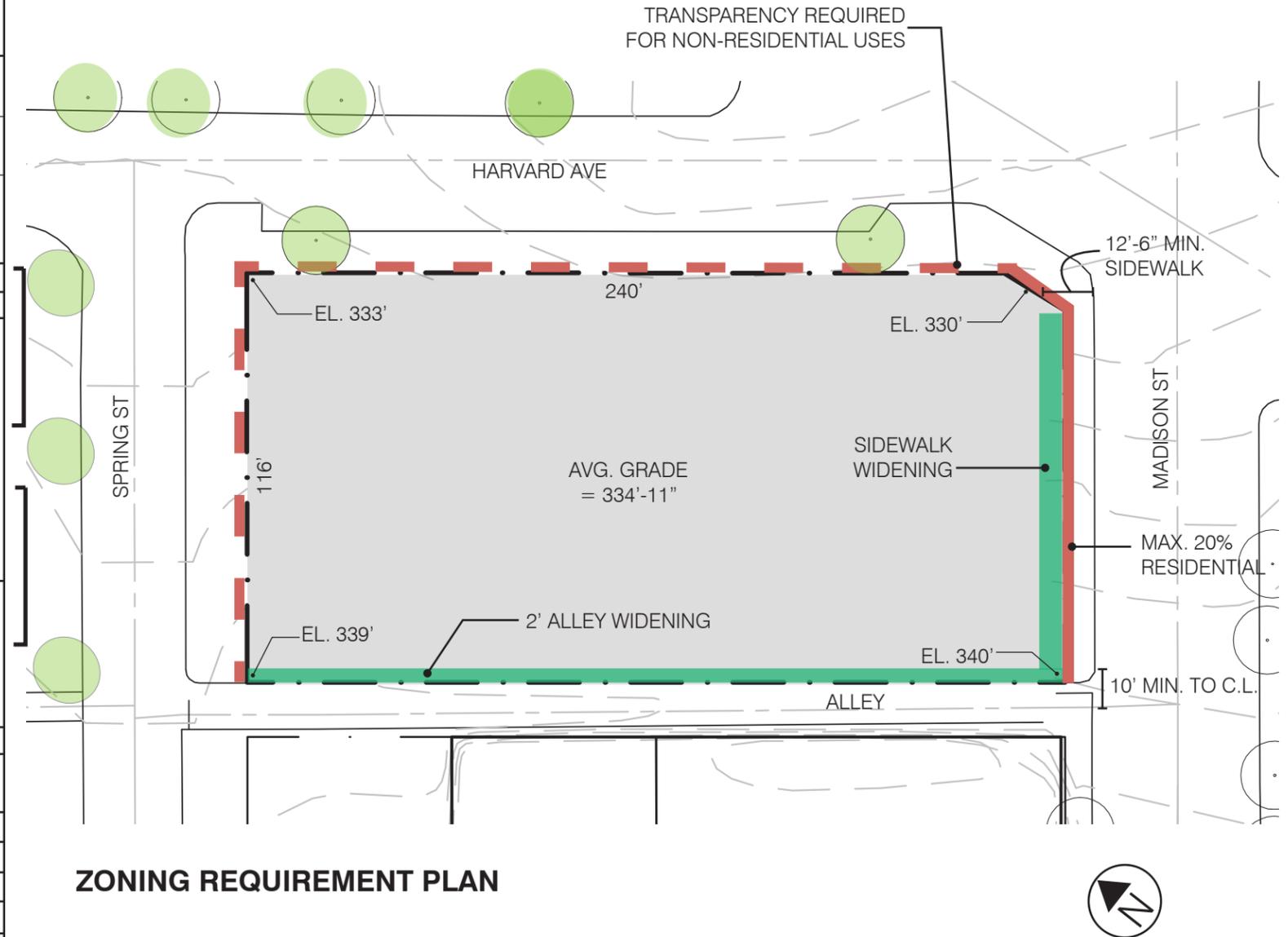
Signage and lighting will be coordinated with the building design to provide scale and interest.

#### D. Trees, Landscape and Hardscape Materials

Street trees and landscaping will be provided on the three streets surrounding the site with care taken to differentiate the uses. The curb bulb at Madison and Broadway provides the opportunity for landscaping elements that work well with the grocery, including site furniture, textured sidewalks and greenery. Spring is a proposed neighborhood green street. Extra landscaping can reinforce the existing pattern of trees at that corner and create a welcoming environment at the residential entry.

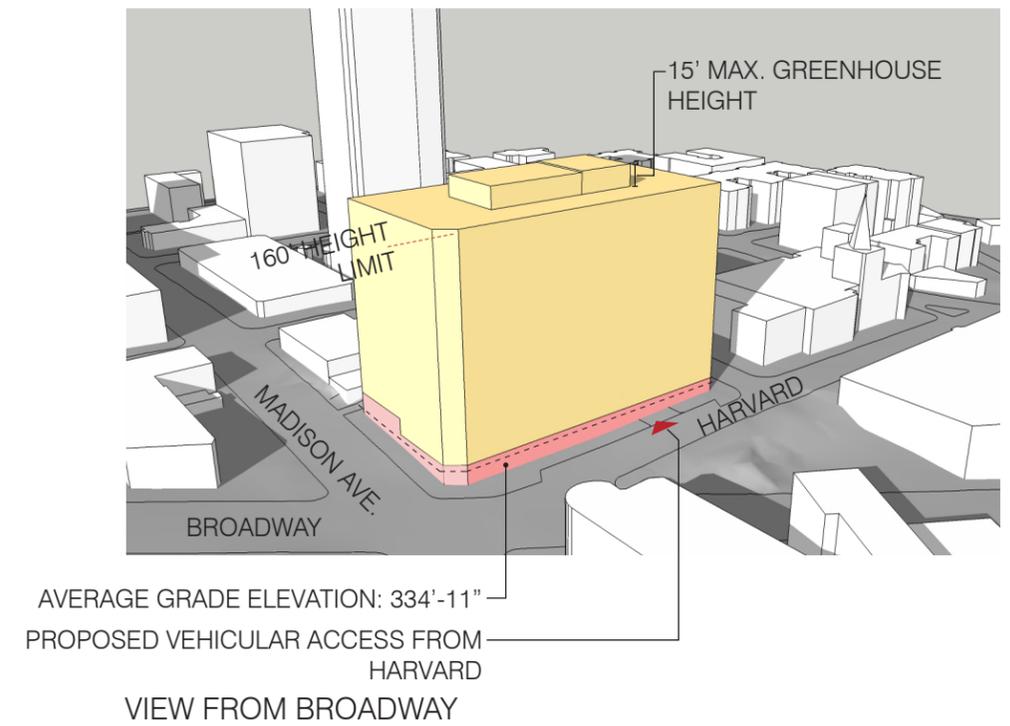
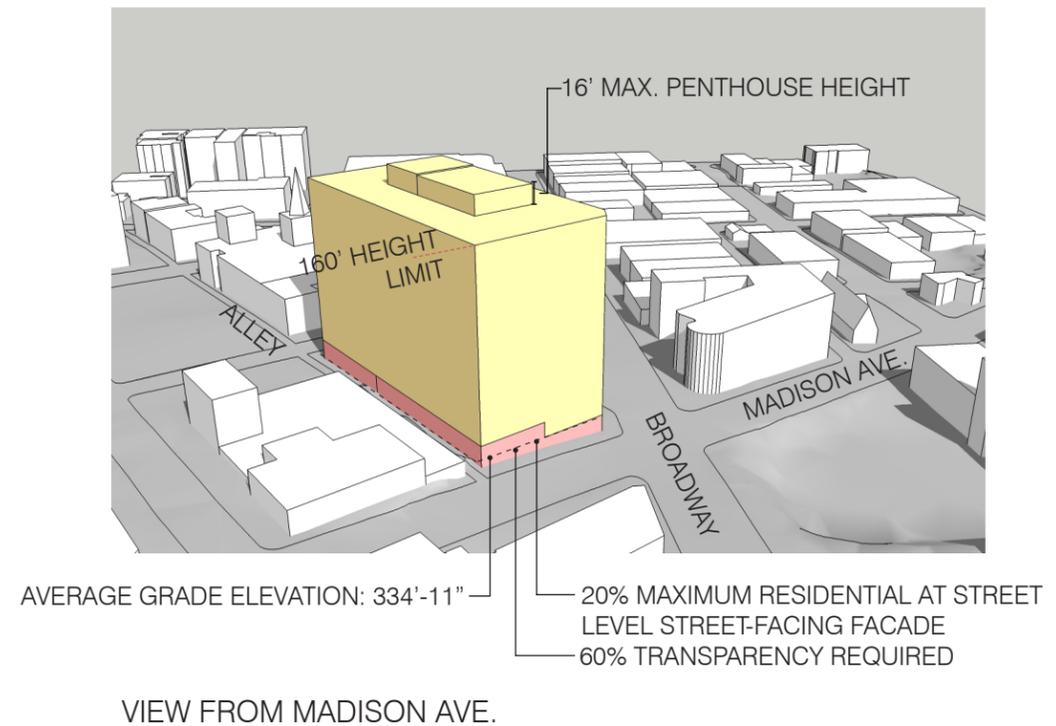
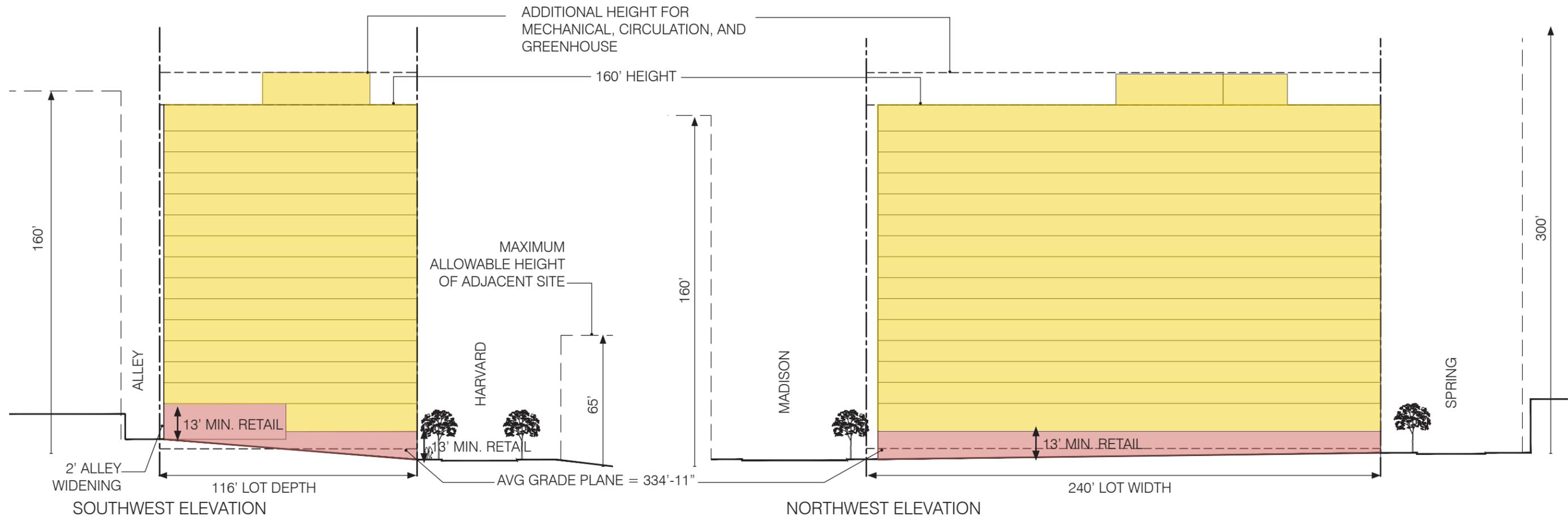
# ZONING REQUIREMENTS

ZONING OVERVIEW	
Zone	NC3P-160
Adjacent zones	NC3-160, NC3-85, NC3-65, HR, MIO-70, MIO-160
Zoning overlay	First Hill Urban Center Village
R.O.W. Designation	Madison: Principal arterial, principal pedestrian street Broadway: Minor arterial, principal pedestrian street Spring: Neighborhood Green Street
Permitted uses	Eating and drinking establishments, lodging, offices, general sales and services, residential, live-work. Residential uses limited to 20% of street-level, street-facing facade on a principal pedestrian street. On a principal pedestrian street, 80% of the street-level street-facing facade shall including eating and drinking establishments or general sales & services (partial list)
DEVELOPMENTAL POTENTIAL	
Lot size	28,695 sf
Allowable far	7.0 for all uses 5.0 for any single use within a mixed-use structure Gross floor area not counted toward FAR: <ul style="list-style-type: none"> <li>Gross floor area underground</li> <li>All residential floor area in the First Hill Urban center Village on lots zoned NC3 with a 160' height limit</li> <li>All portions of a story that extend no more than 4' above existing or finished grade, whichever is lower</li> <li>Area of rooftop, food-producing greenhouse</li> </ul>
Structure height	160' base height allowed Rooftop features: <ul style="list-style-type: none"> <li>Max. 25% of roof area; 50% if food-producing greenhouse incl.</li> <li>15' above base ht for mech. equip. and food-producing grnhse</li> <li>16' above base height for stair and elevator penthouse</li> </ul>
Setbacks	None required
STREET-LEVEL STANDARDS	
Blank facade	Limited to 40% of street-level, street-facing facade and 20' in width.
Transparency	60% minimum at non-residential uses.
Height	Non-residential uses: minimum 13' Floor to floor
Depth	Non-residential uses: 30' average, 15' minimum depth
PARKING REQUIREMENTS	
Automobiles	No minimum required in an urban center
Parking access	If access is not provided from alley and the lot abuts two or more streets, access is permitted across one of the side street lot lines as approved by the Director
Bicycles	Nonresidential: 1 per 12,000 sf long term 1 per 2,000 sf short term Residential: 1 spot per 4 units

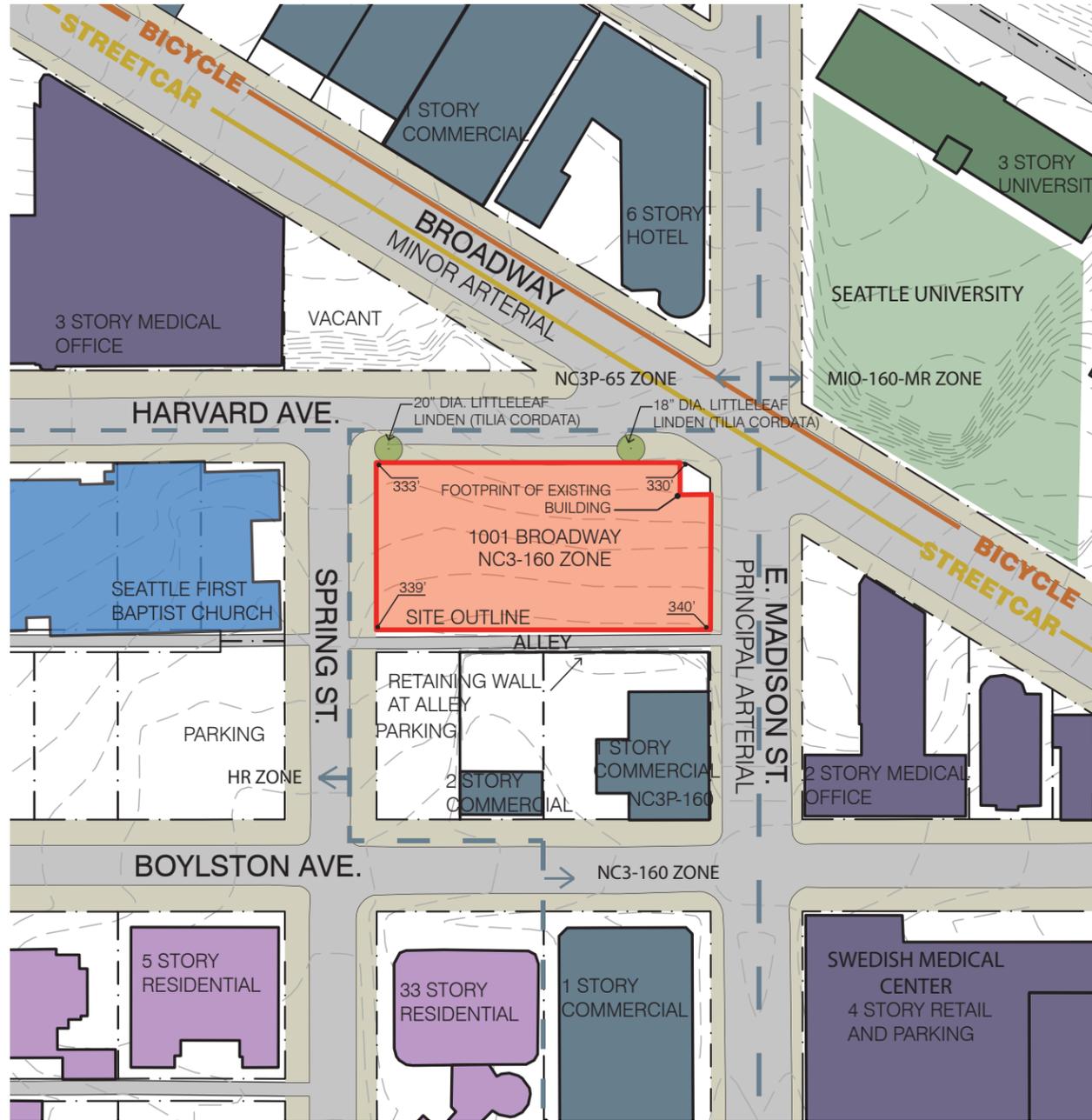


ZONING REQUIREMENT PLAN

# ZONING REQUIREMENTS



# SITE ANALYSIS



## EXISTING SITE PLAN



- Existing uses are loosely grouped by the cardinal directions
- Varied building footprints
- Buildings typically hold the street's edge

## KEY

- PROJECT SITE
- RESIDENTIAL
- COMMERCIAL
- MEDICAL
- UNIVERSITY
- RELIGIOUS



## URBAN CONTEXT



- Design all four facades
- 3 distinct neighborhoods:  
 First Hill: Swedish Medical Center and high rise  
 Capitol Hill - NC3-65  
 Seattle University

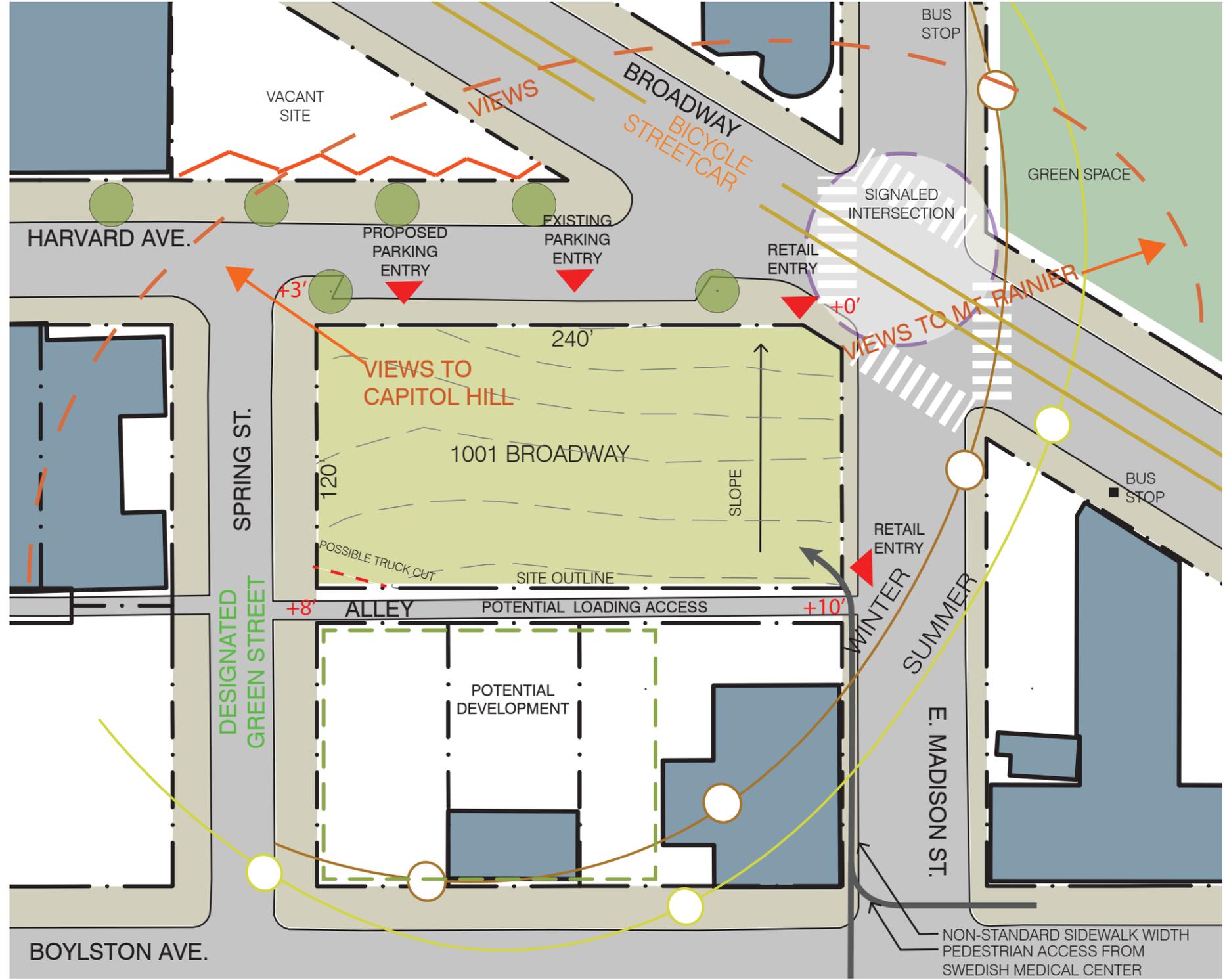
# OPPORTUNITIES & CHALLENGES

## OPPORTUNITIES

- Develop site to full potential
- Five-way intersection creates a very visible site
- Views over Seattle U campus to Mt. Rainier
- Site is well connected to surrounding neighborhoods and downtown
- Site takes advantage of recent and future transit improvements to light rail and bike lanes
- Strong pedestrian connections to surrounding major institutions

## CHALLENGES

- Sloped site creates challenges for vehicular access
- Five-way intersection is a challenging pedestrian environment that needs improvement
- Context has diverse scale and architectural character
- Alley is at higher elevation, making parking access difficult
- Access required for large service trucks
- Sloped sidewalk presents challenge to pedestrian-friendly environment
- Four sides of building face four different contexts



OPPORTUNITIES & CHALLENGES

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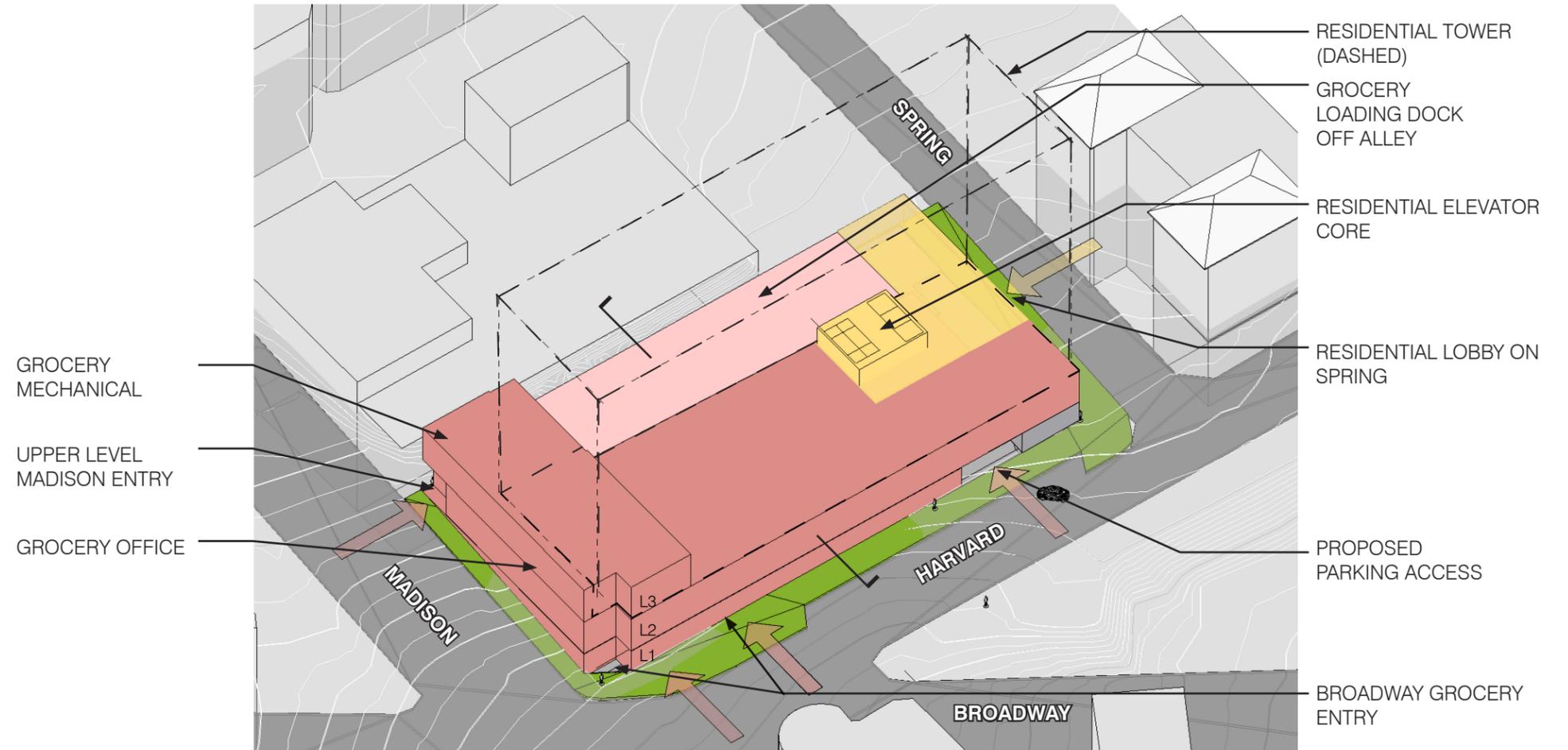
# STARTING POINT: MULTI-LEVEL URBAN GROCERY WITH RESIDENTIAL ABOVE

## PROGRAM

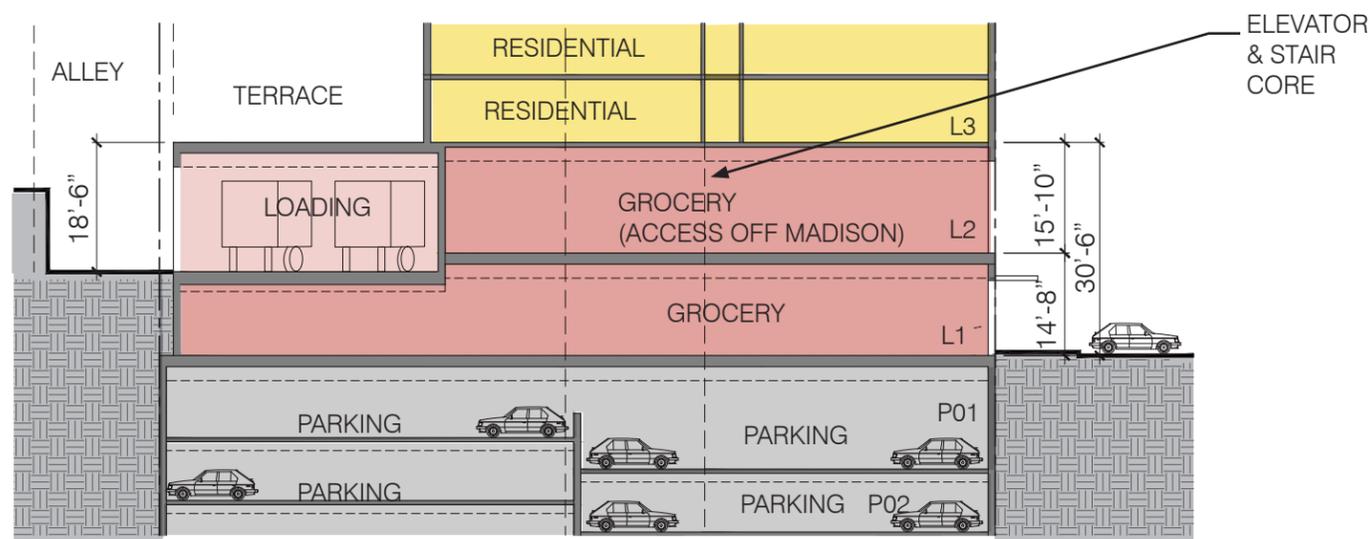
- 40,000 sf. urban grocery store
- 3 level grocery layout
- Madison/Broadway store identity
- Alley service dock
- Multi-level below-grade parking
- Harvard Avenue garage entry

## KEY ISSUES TO CONSIDER

- Large open floor plan
- Large structural bays
- Location of elevator cores for efficient circulation
- Separate grocery and residential parking
- Loading dock uninterrupted by structure
- Visible grocery entry; private residential entry
- Visible garage entry for retail



**PODIUM MASSING**

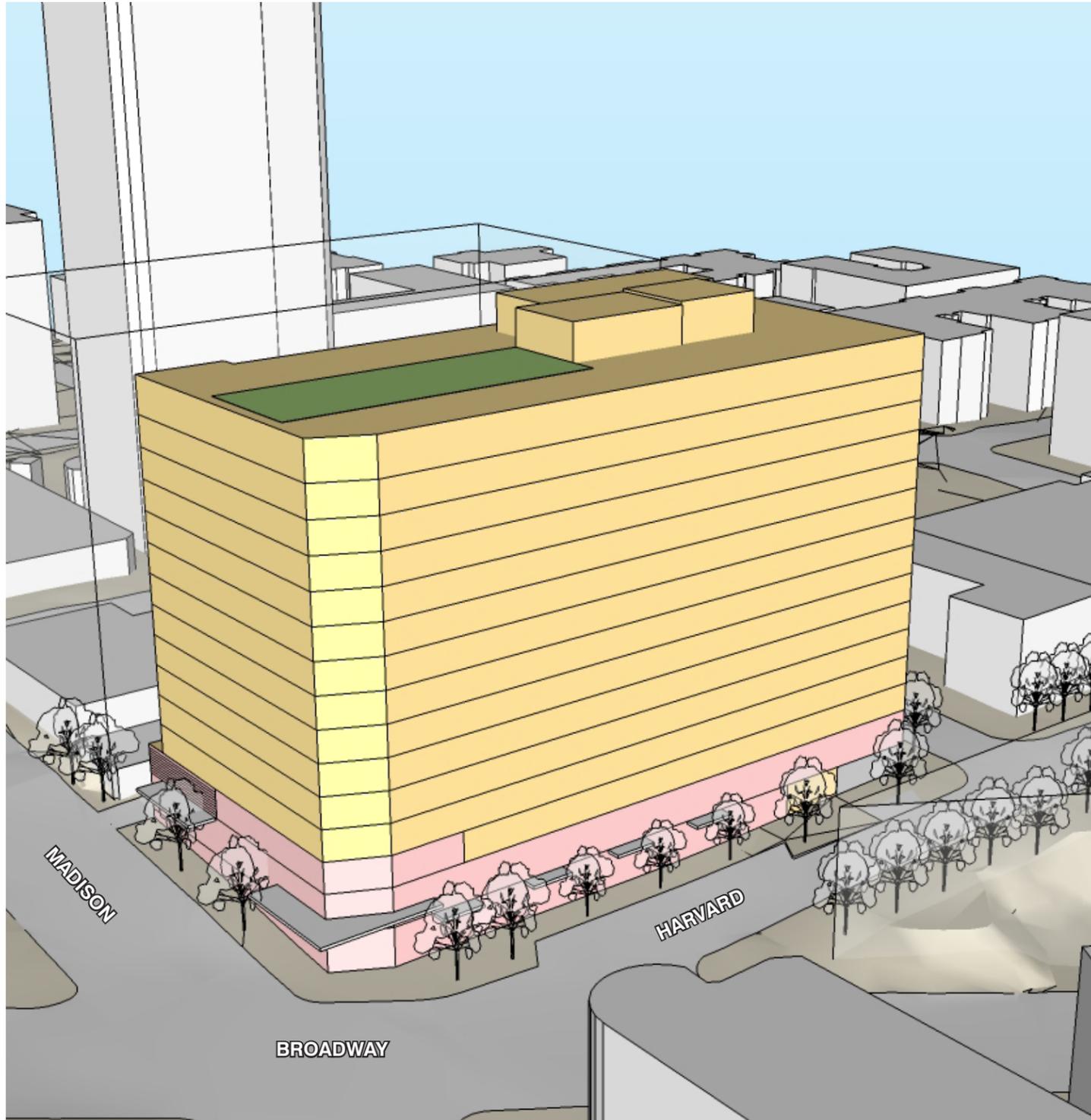


**SECTION THROUGH URBAN GROCERY STORE**

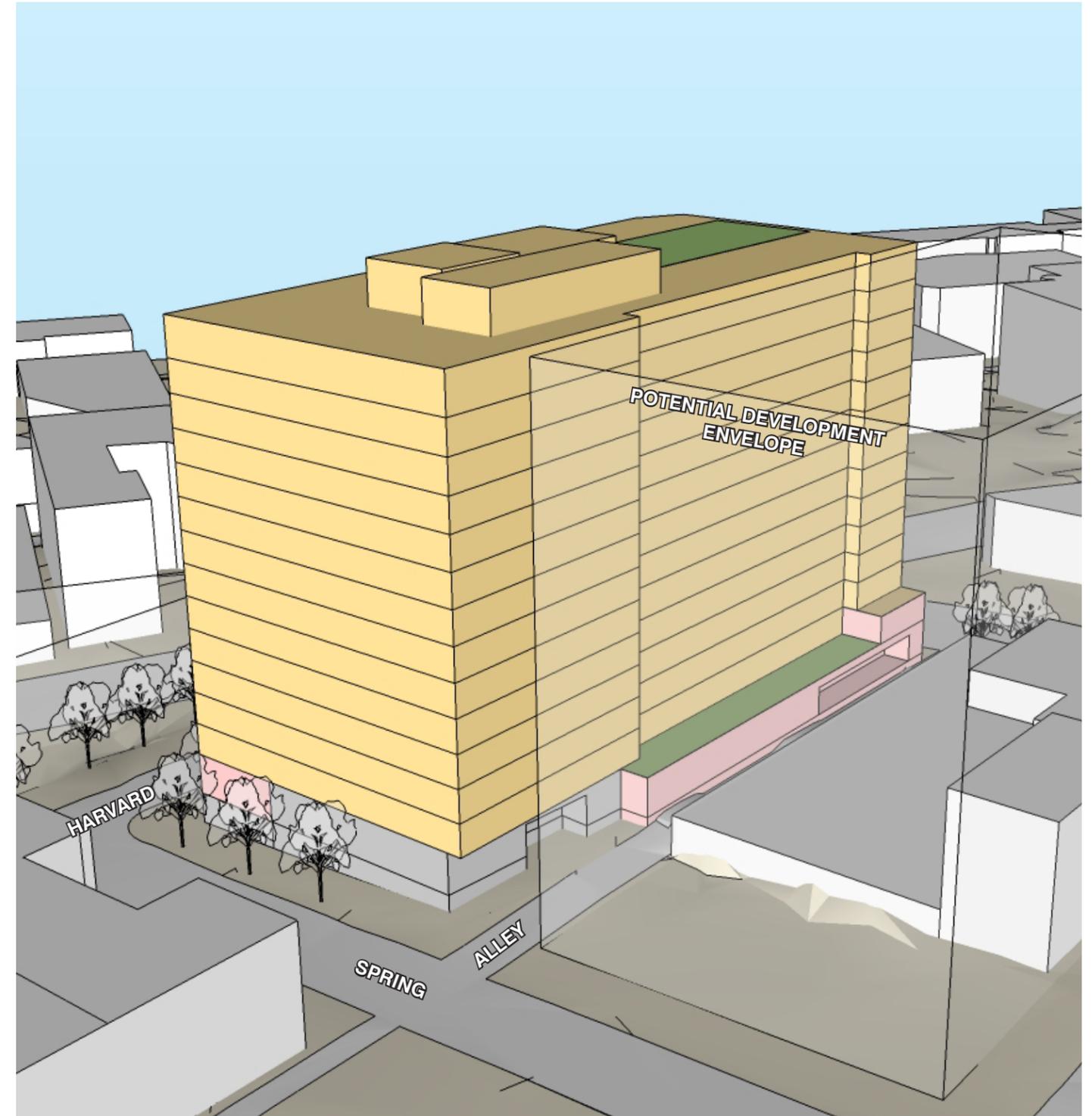
## KEY

- GROCERY
- GROCERY SERVICES
- RESIDENTIAL
- PARKING

# SCHEME A - CODE COMPLIANT



**VIEW EAST ACROSS BROADWAY**

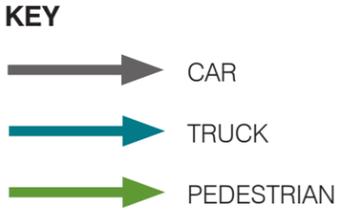
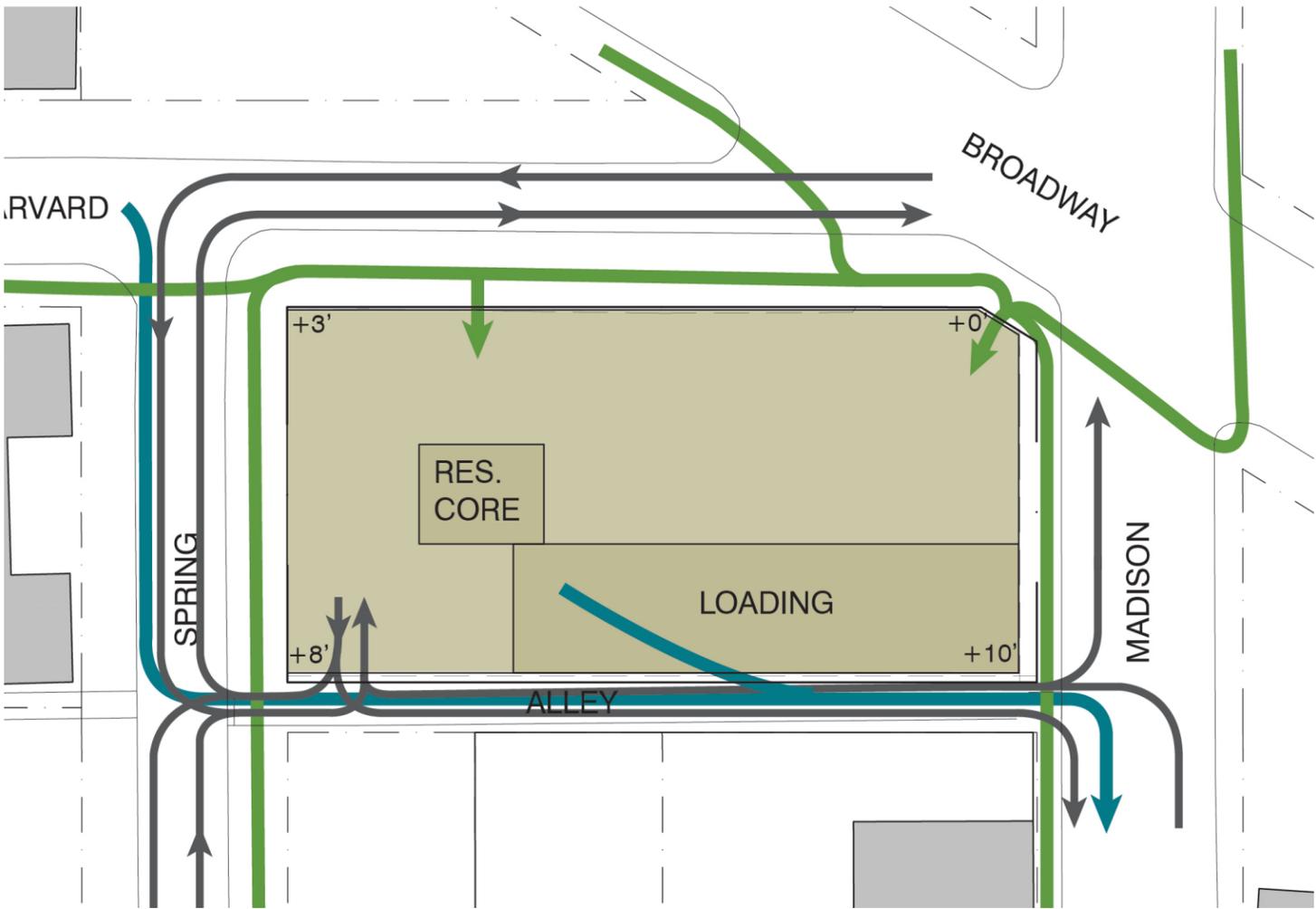


**VIEW WEST ACROSS SPRING**

\*Colors and shading patterns shown on these drawings are for illustration purposes only and not intended to propose material or color specifications

# TRANSPORTATION & SITE ACCESS DIAGRAM

SCHEME A - GARAGE ACCESS ON ALLEY - CODE COMPLIANT

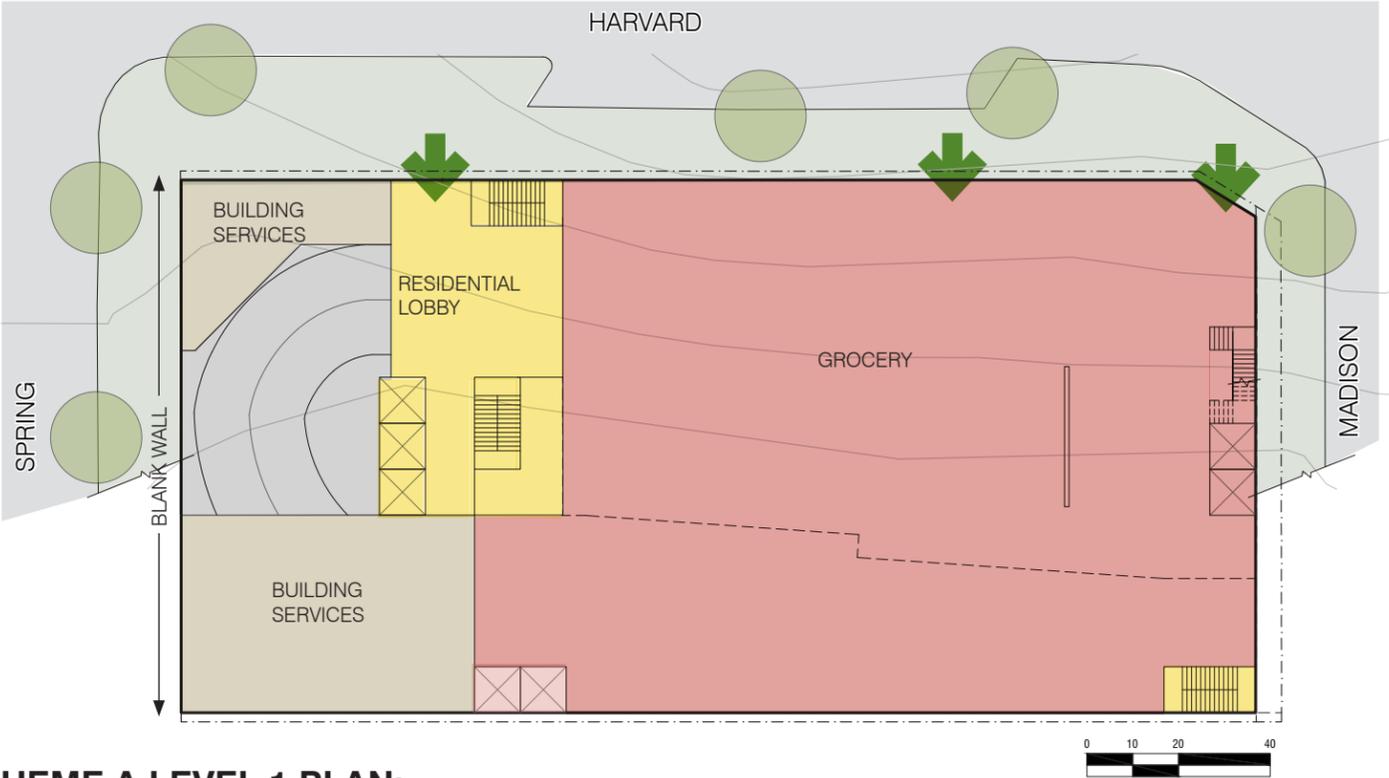


**PROS**

- Typical SDOT preferred garage access

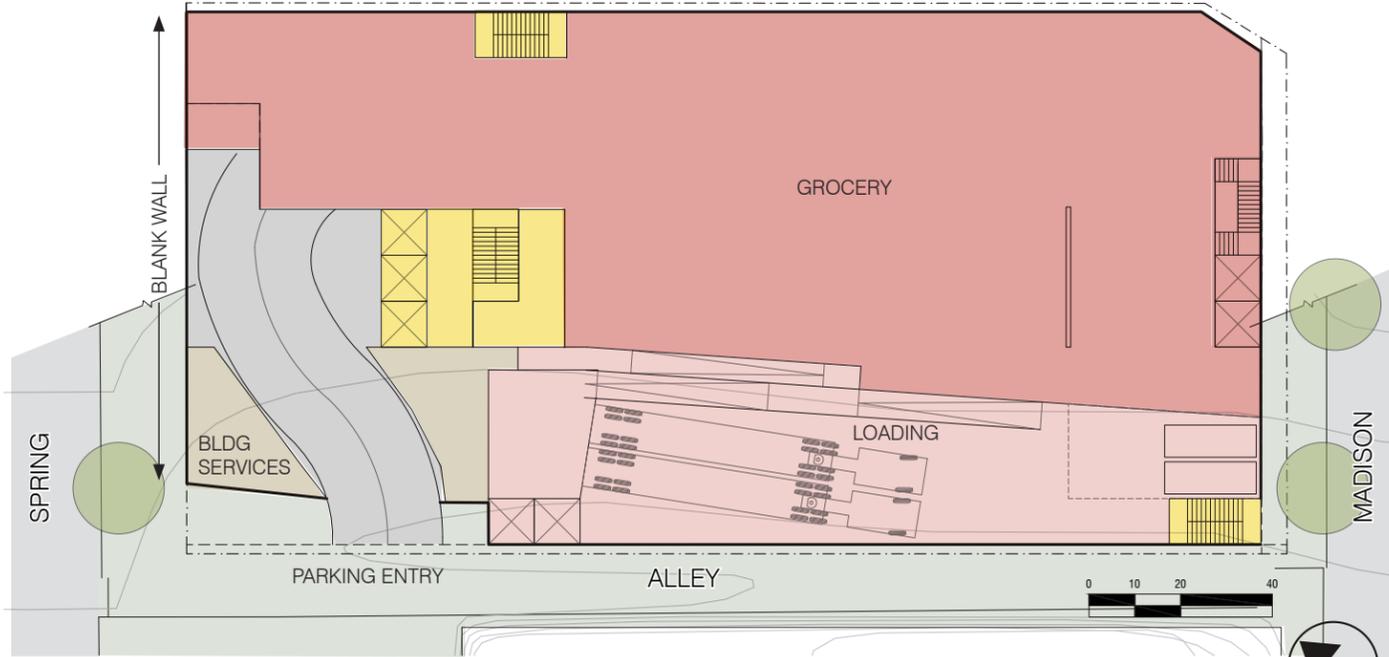
**CONS**

- Many vehicle and pedestrian movement conflicts
- Increased pedestrian hazards at Madison and alley
- Increased driveway length from higher level alley reduces retail area
- Increased driveway length creates blank facade on Spring
- Secondary pedestrian access on Madison not possible
- Garage access less visible hidden in alley
- Significant constraints on building services in alley



**SCHEME A LEVEL 1 PLAN:  
RESIDENTIAL ENTRY, GROCERY**

PEDESTRIAN ACCESS



**SCHEME A LEVEL 2 PLAN:  
GROCERY, LOADING DOCK**

# SCHEME A - PLANS

## SCHEME A

- Residential tower maximizes building area
- Typical residential floor plate = 25,125 sf
- Total area = 501,800 sf

## PROS

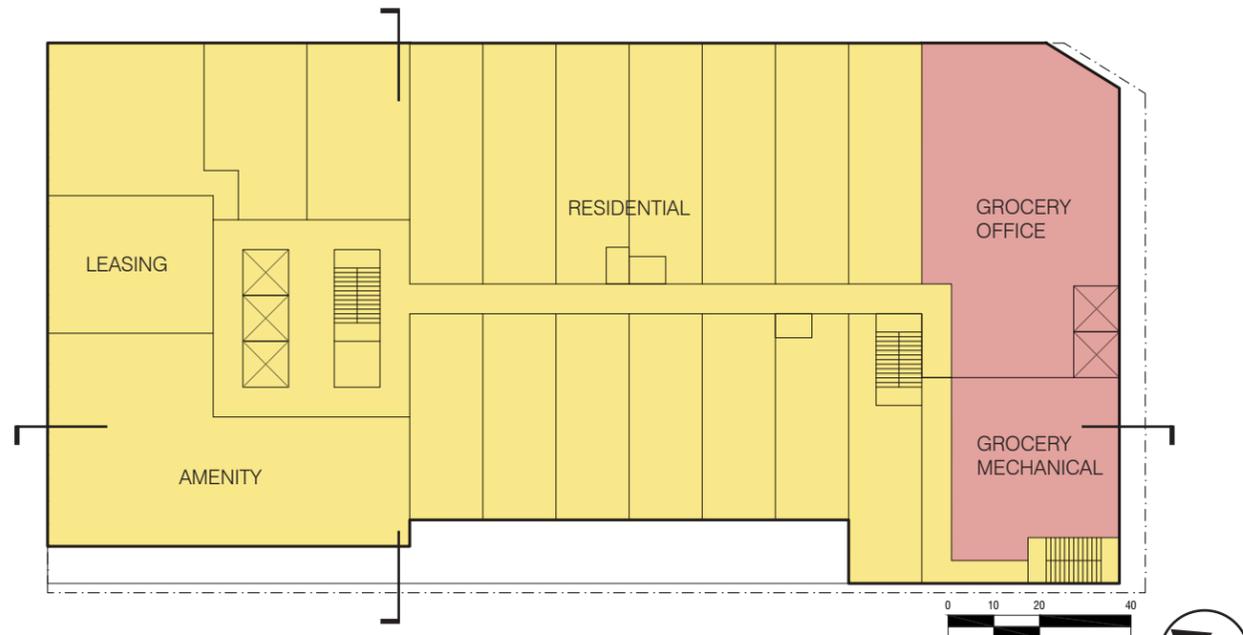
- Maximizes residential area

## CONS

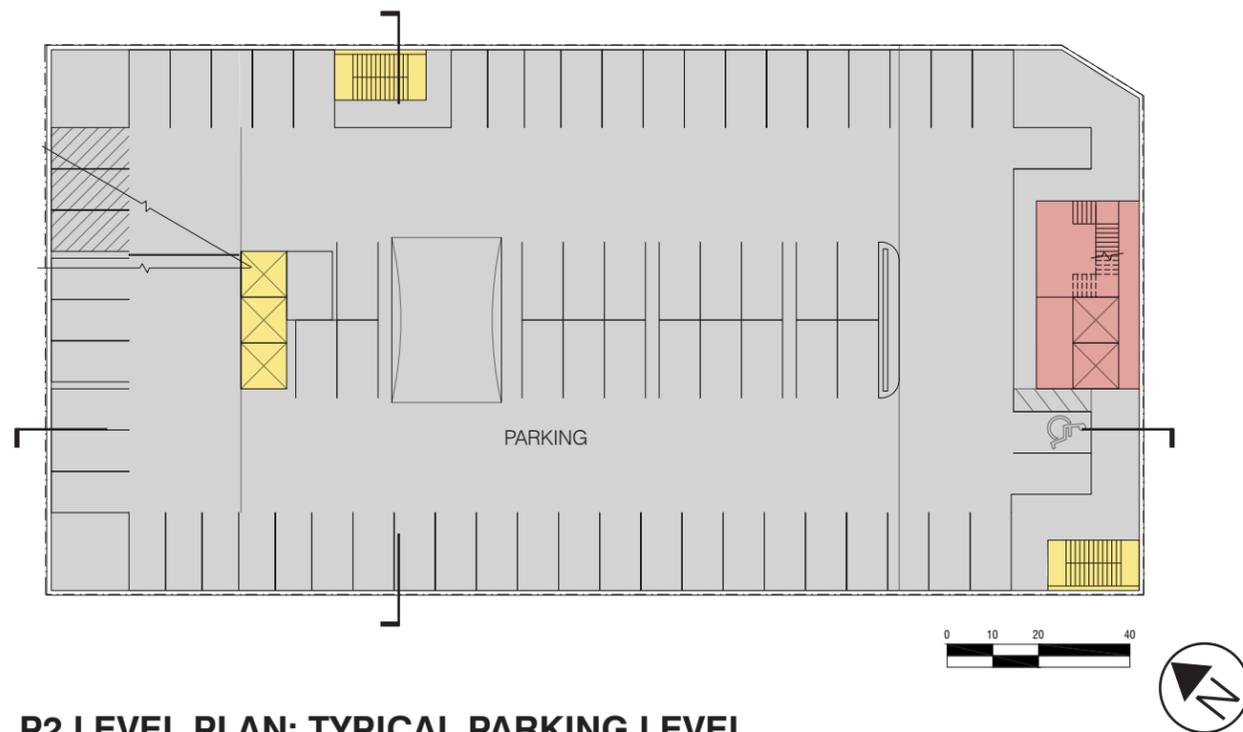
- Tower over loading dock will compromise loading dock with additional structure
- Terraces at level 3 reduced
- Compromised daylight and views for units facing alley and adjacent future development across the alley
- One less floor due to structural depth increase at level 3 (transfer beams)

## KEY

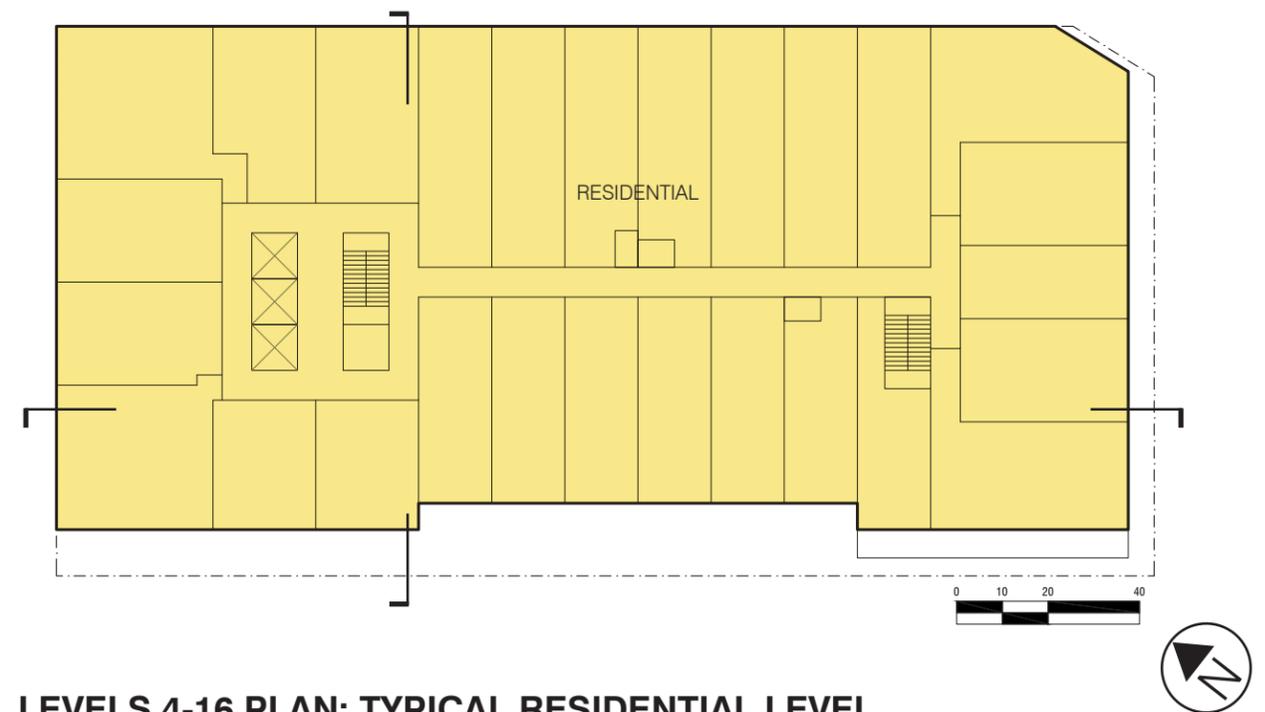
- GROCERY
- GROCERY SERVICES
- RESIDENTIAL
- BUILDING SERVICES
- PARKING



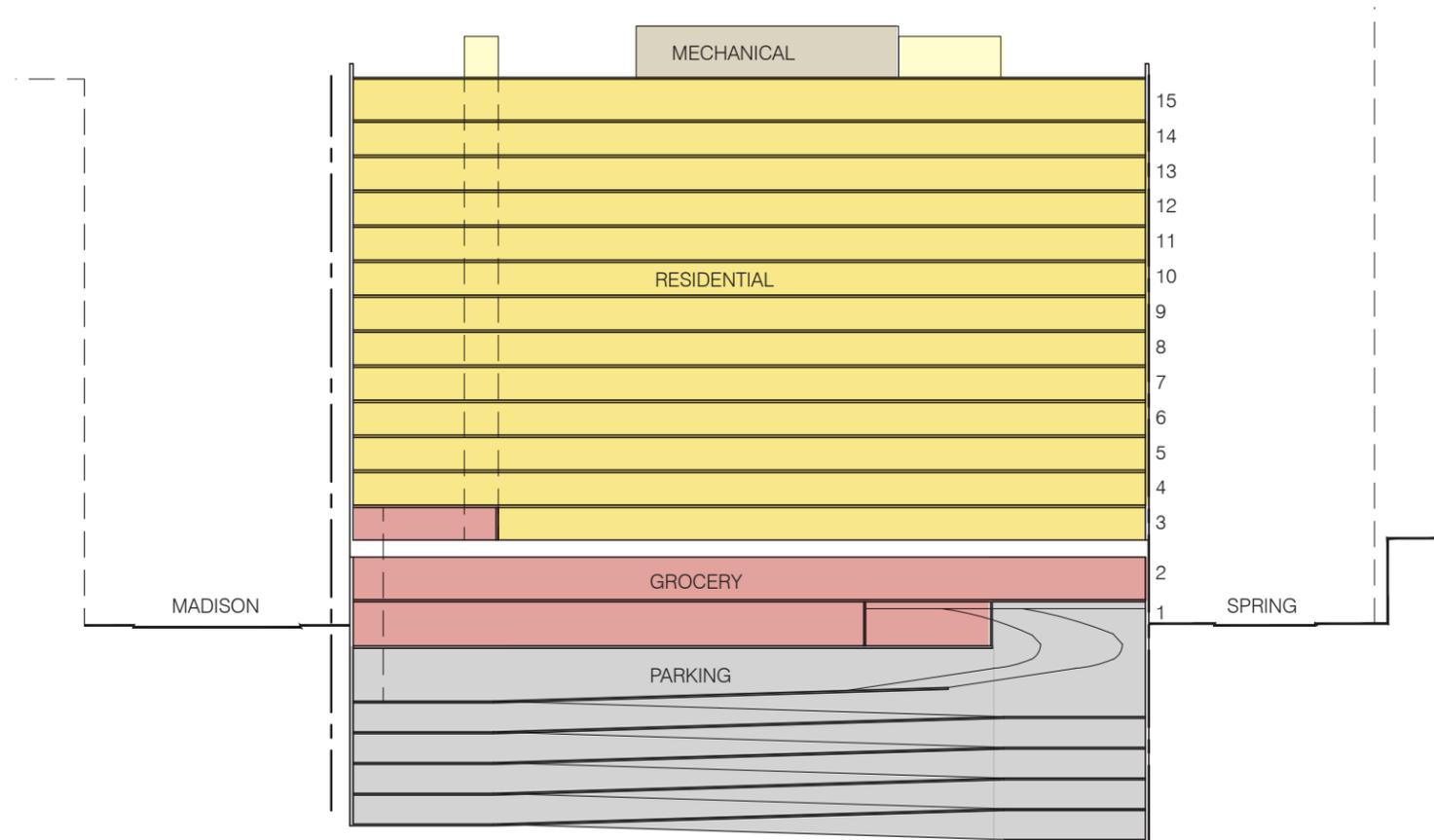
**LEVEL 3 PLAN: PODIUM LEVEL, AMENITIES, GROCERY OFFICES**



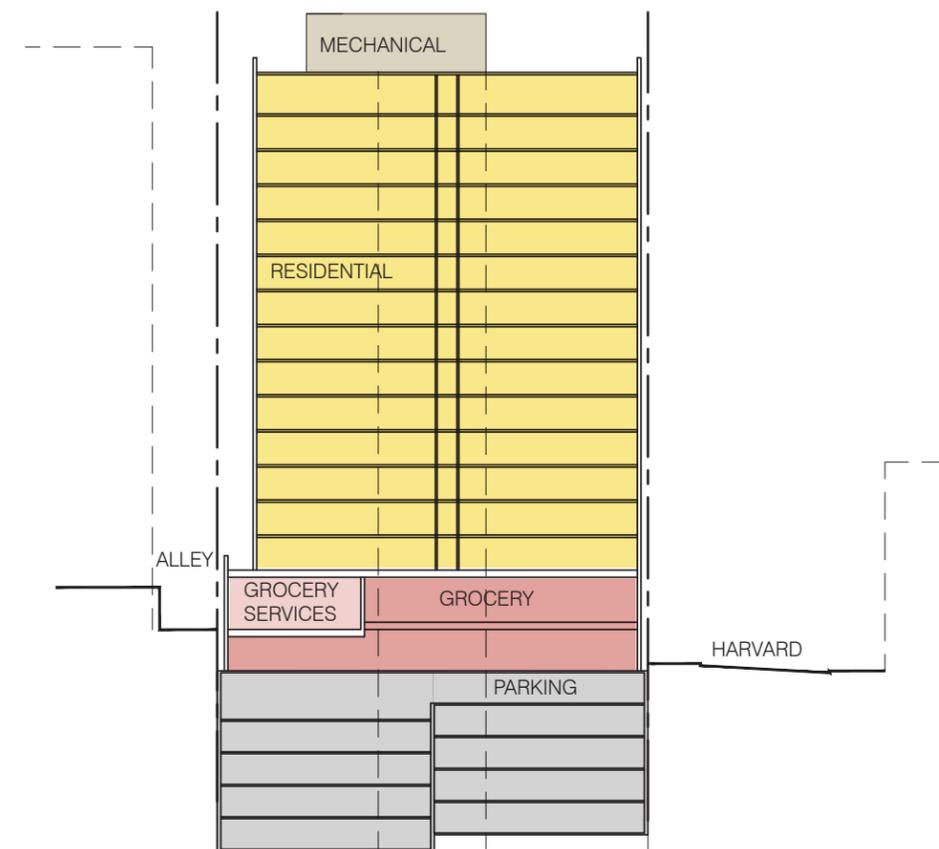
**P2 LEVEL PLAN: TYPICAL PARKING LEVEL**



**LEVELS 4-16 PLAN: TYPICAL RESIDENTIAL LEVEL**



LONGITUDINAL SECTION



TRANSVERSE SECTION

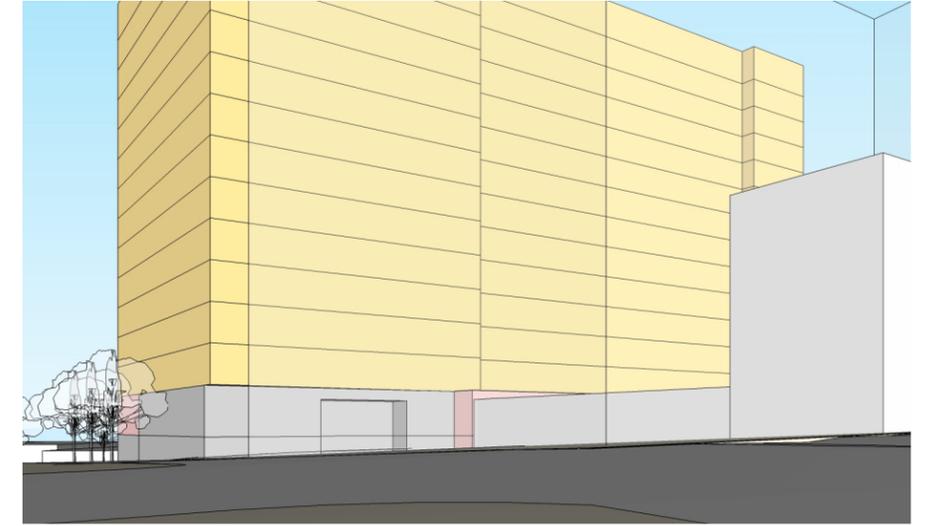
# SCHEME A - STREET VIEW STUDIES



**A. EASTBOUND ON MADISON**



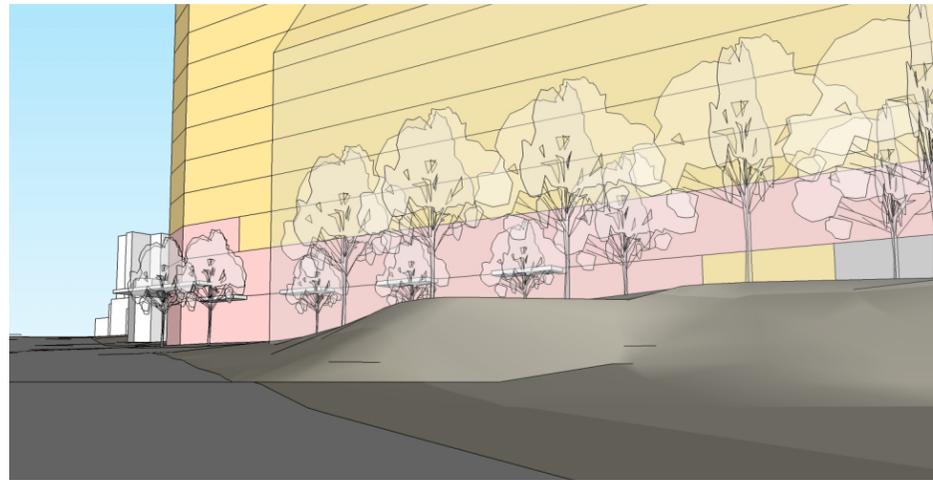
**B. WESTBOUND ON MADISON**



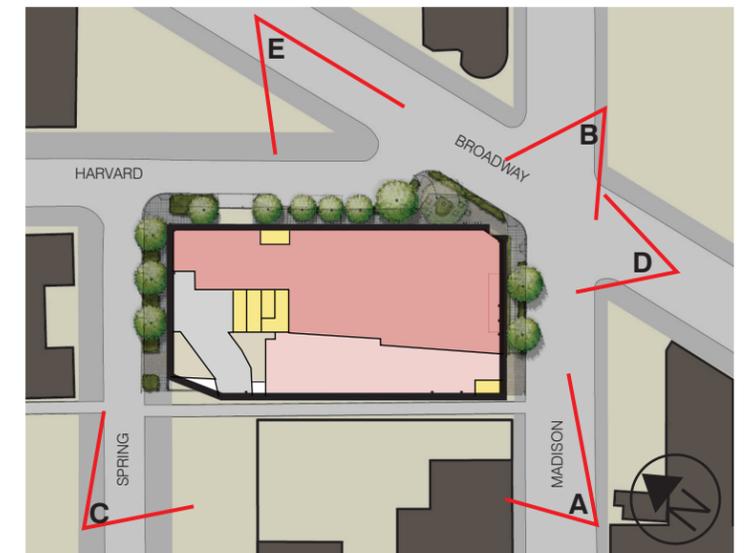
**C. FROM CORNER OF BOYLSTON AND SPRING**



**D. NORTHBOUND ON BROADWAY**



**E. SOUTHBOUND ON BROADWAY**



\*Colors and shading patterns shown on these drawings are for illustration purposes only and not intended to propose material or color specifications

# SCHEME A - SUN ANGLE STUDIES

10:00 AM

12:00 PM

2:00 PM

WINTER  
SOLSTICE



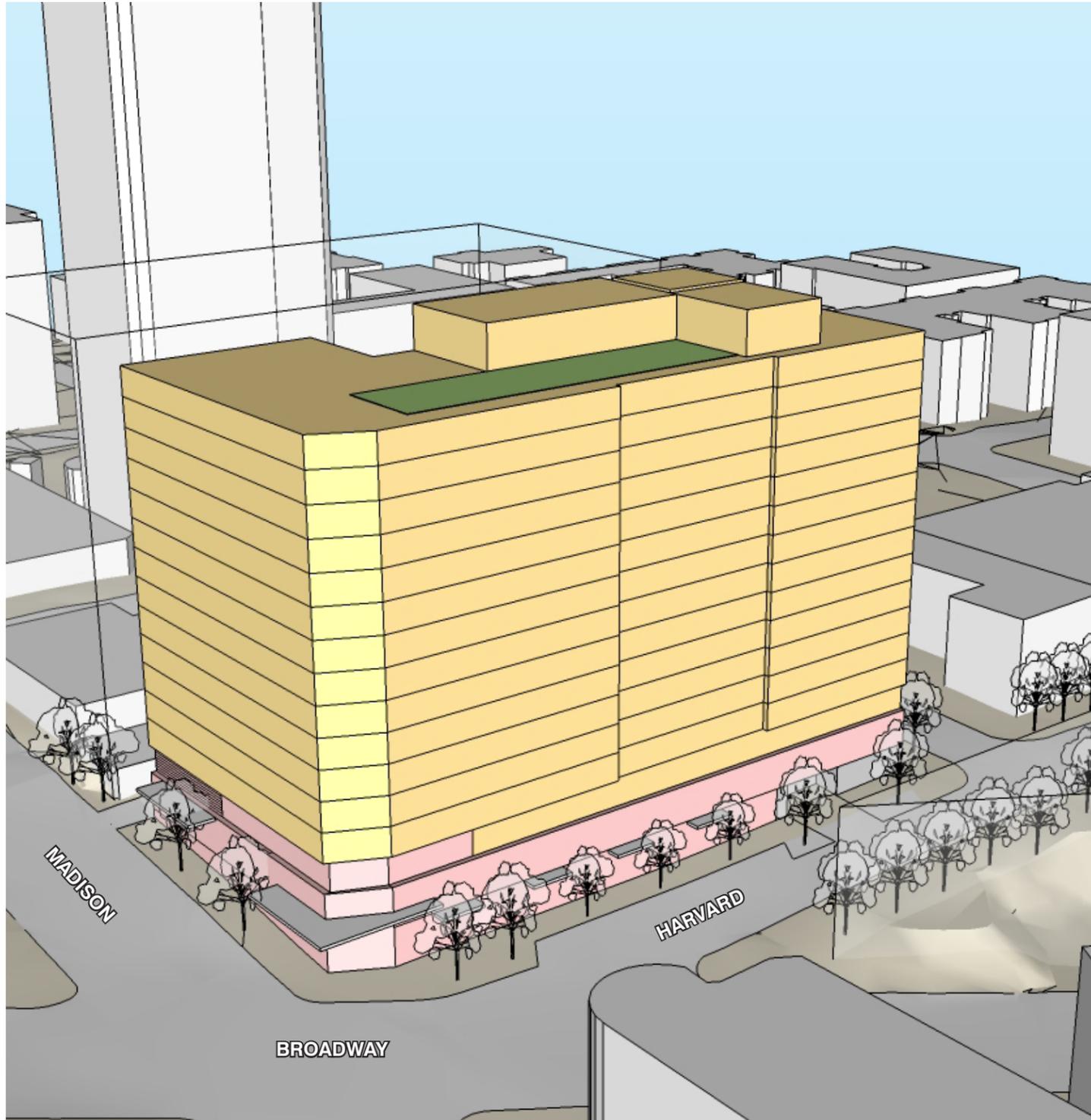
EQUINOX



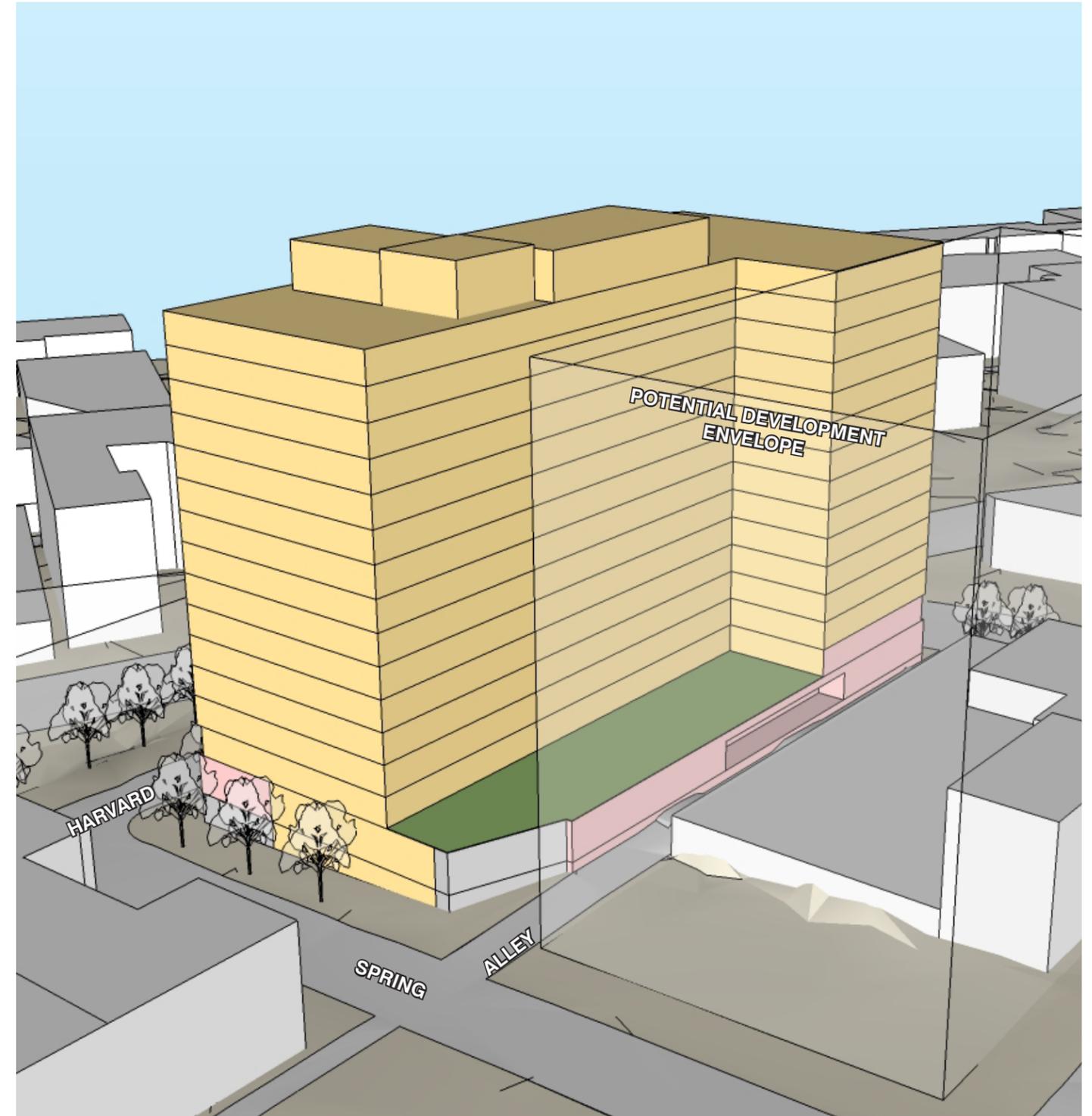
SUMMER  
SOLSTICE



# SCHEME B

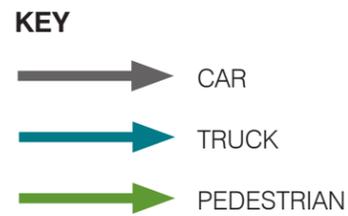
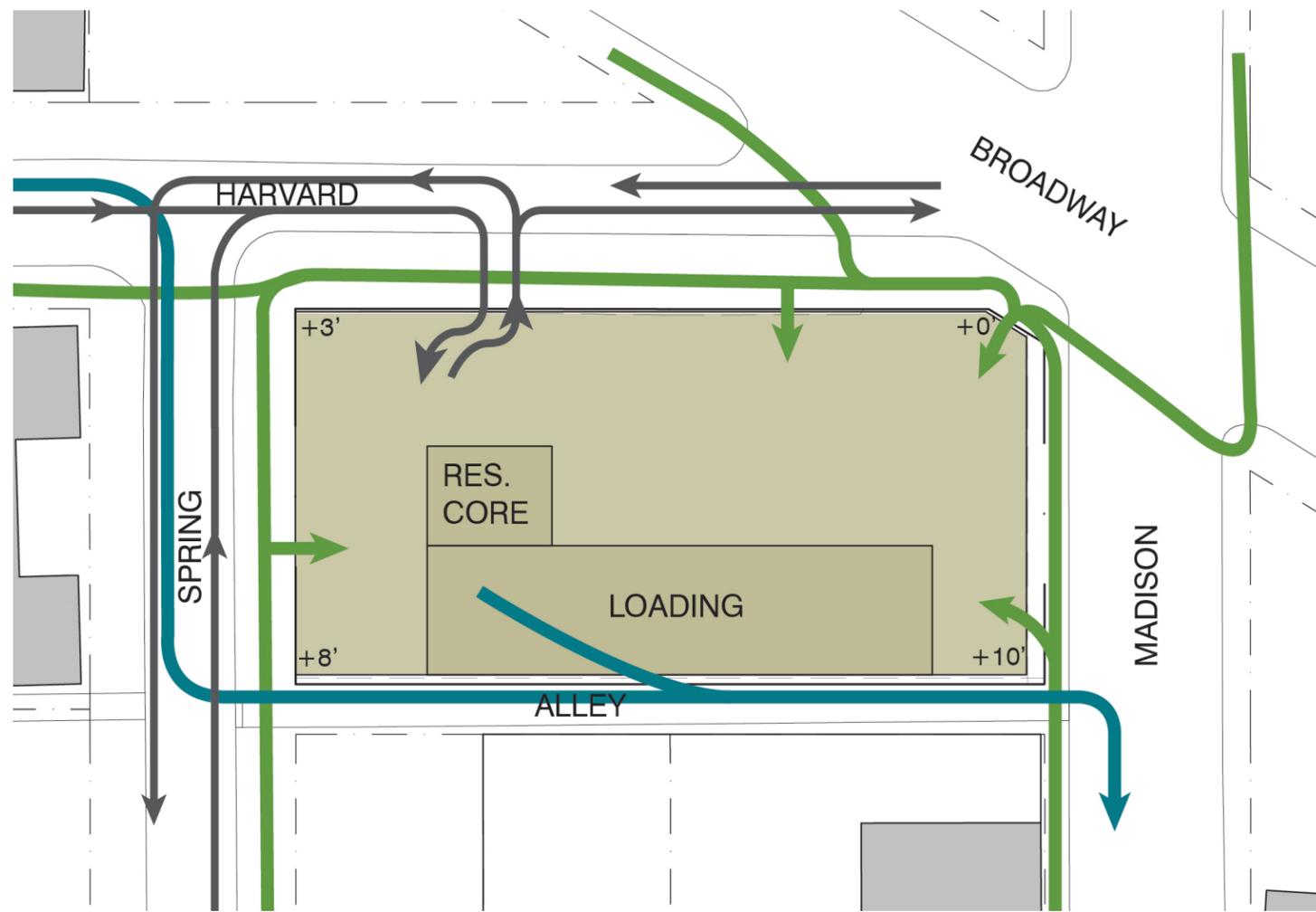


**VIEW EAST ACROSS BROADWAY**



**VIEW WEST ACROSS SPRING**

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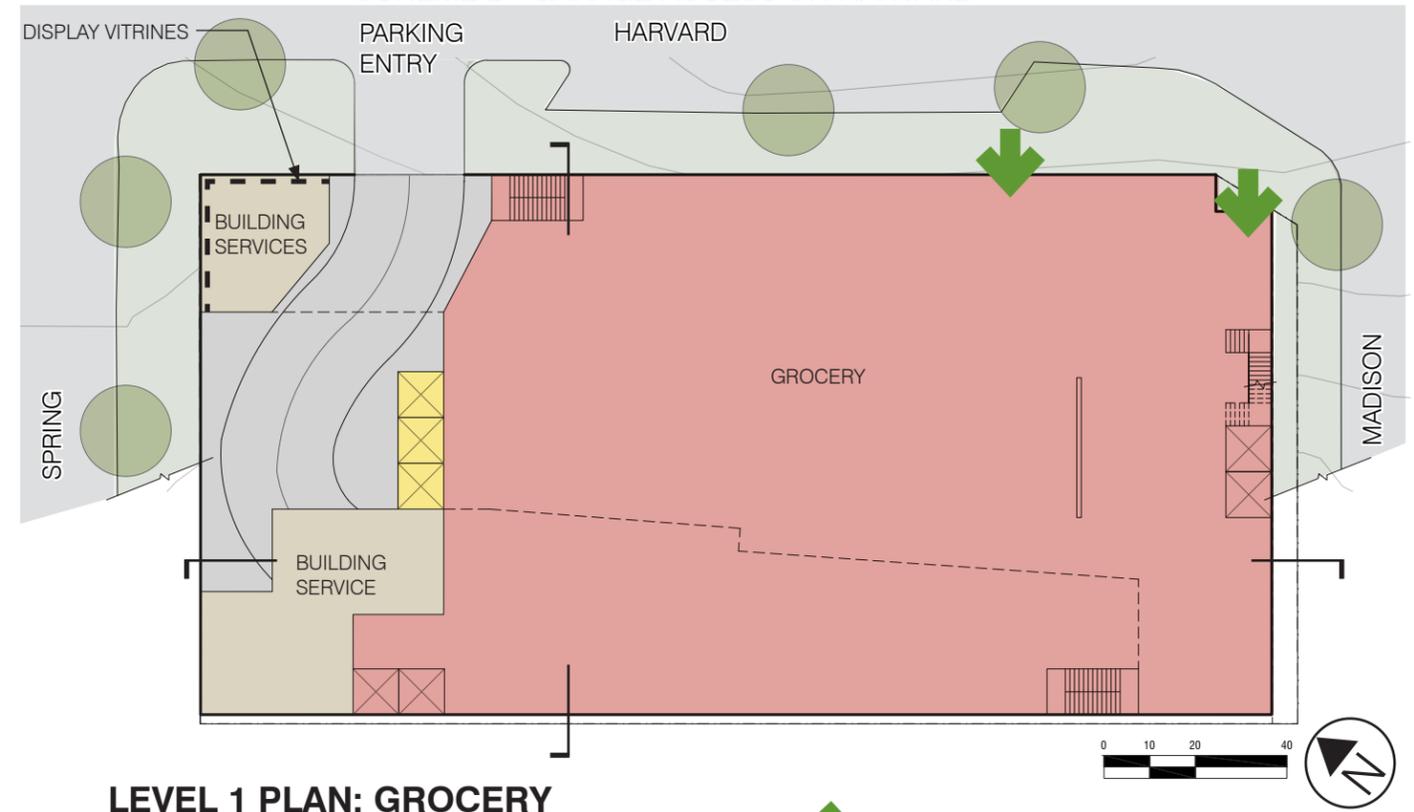


- PROS**
- Fewest vehicle and pedestrian movement conflicts
  - Maximizes pedestrian safety
  - Clear easy access to garage for retail and residential cars
  - Access points distributed throughout site
  - Allows for mid-block second level grocery entrance on Madison
  - Current garage access on Harvard
  - Garage access at lowest portion of site
  - Residential lobby is on the more private side of building

- CONS**
- SDOT typically recommends garage access on alley

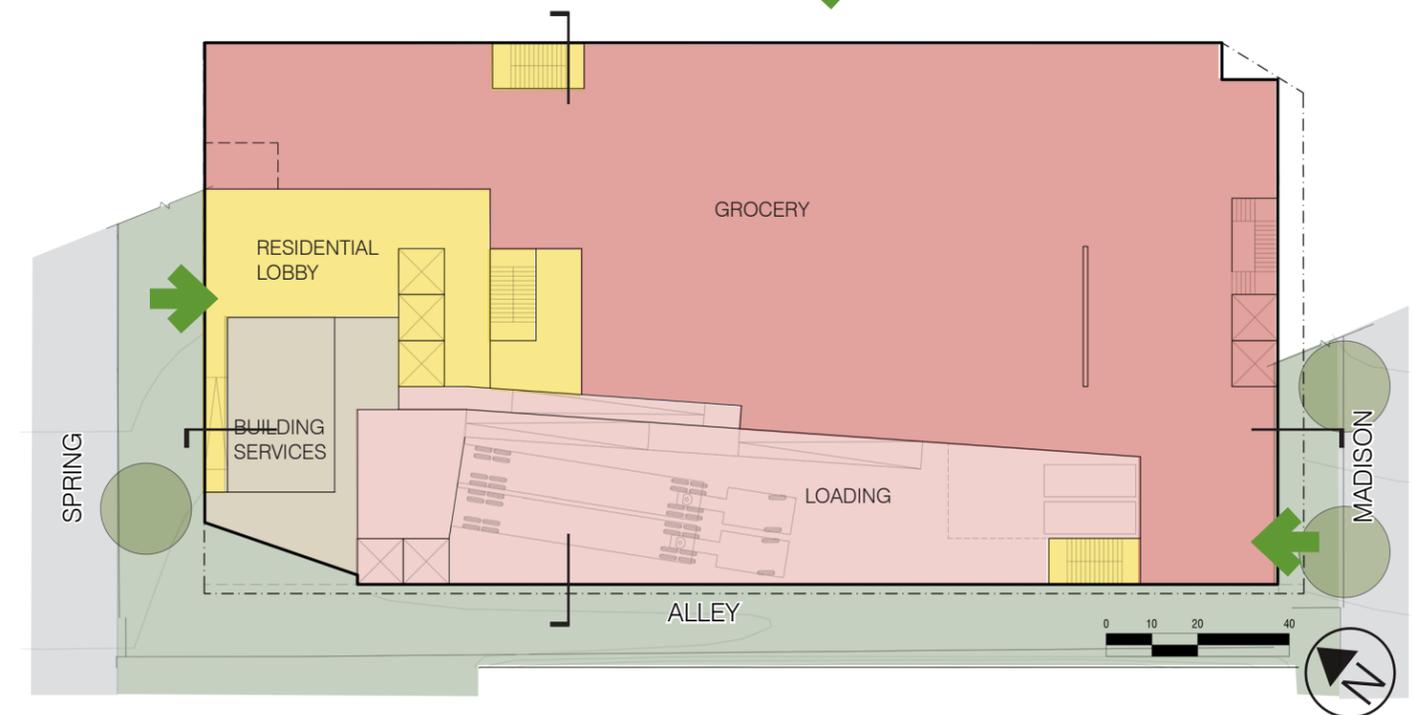
## TRANSPORTATION & SITE ACCESS DIAGRAM

SCHEME B - GARAGE ACCESS ON HARVARD



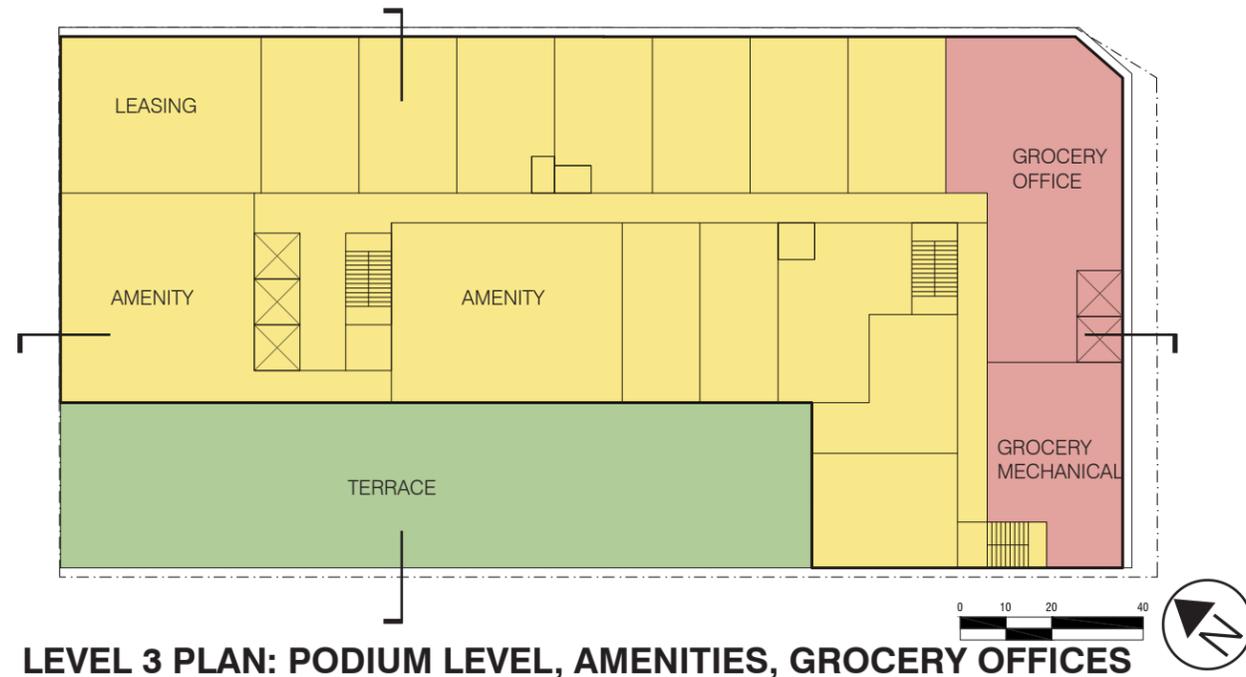
LEVEL 1 PLAN: GROCERY

PEDESTRIAN ACCESS

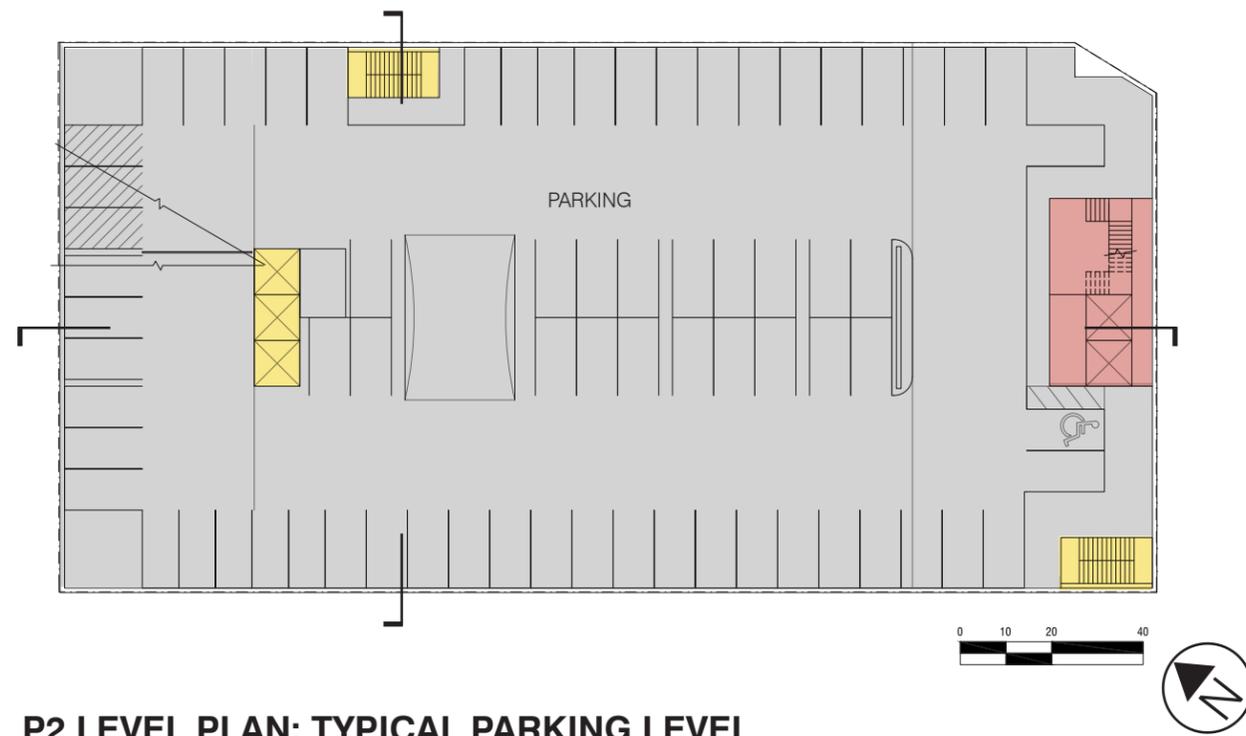


LEVEL 2 PLAN: RESIDENTIAL ENTRY, GROCERY, LOADING DOCK

# SCHEME B - PLANS



**LEVEL 3 PLAN: PODIUM LEVEL, AMENITIES, GROCERY OFFICES**



**P2 LEVEL PLAN: TYPICAL PARKING LEVEL**

## SCHEME B

- "L"-shaped tower
- Slight step back for tower along Harvard
- Garage access on Harvard
- Typical residential floor plate = 21,250 sf
- Total area = 485,463 sf

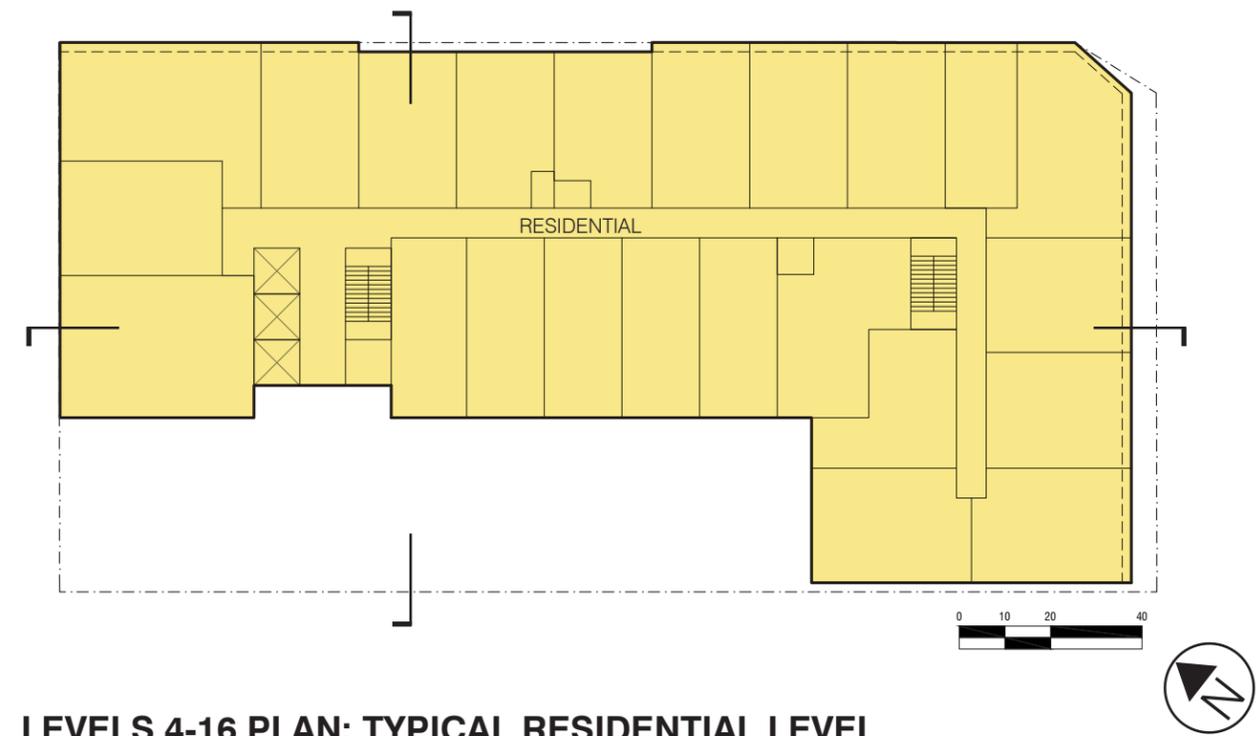
## PROS

- Modulation reduces apparent facade length at Harvard
- 3rd level terraces possible
- Provides more tower facade (presence) on Madison

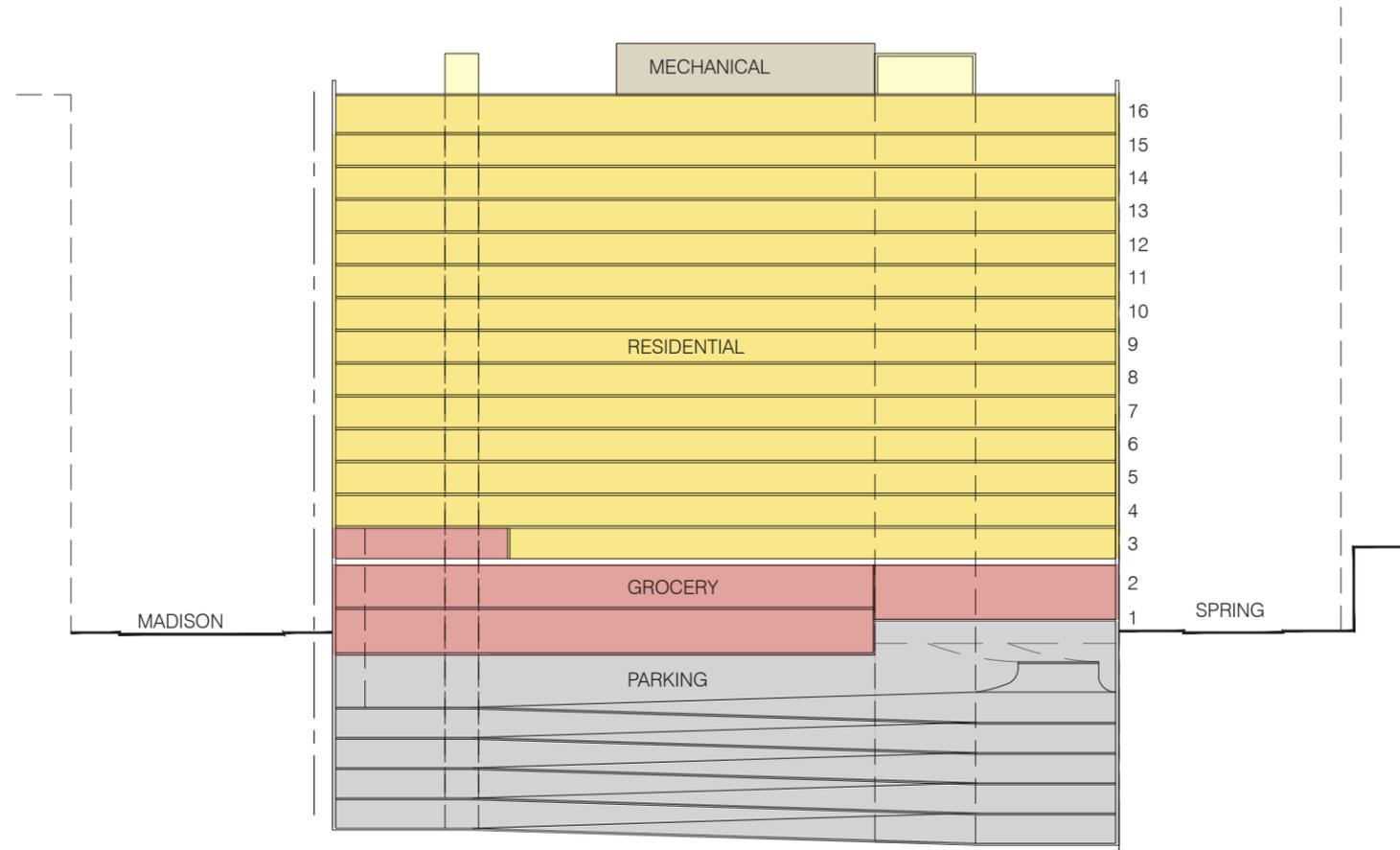
## CONS

- Courtyard on the northwest part of the site can be dark
- Building appears bigger from visible corner
- Tower partially over loading dock presents structural challenges
- Residential units along alley have compromised daylight and views
- Structural irregularity poses challenges

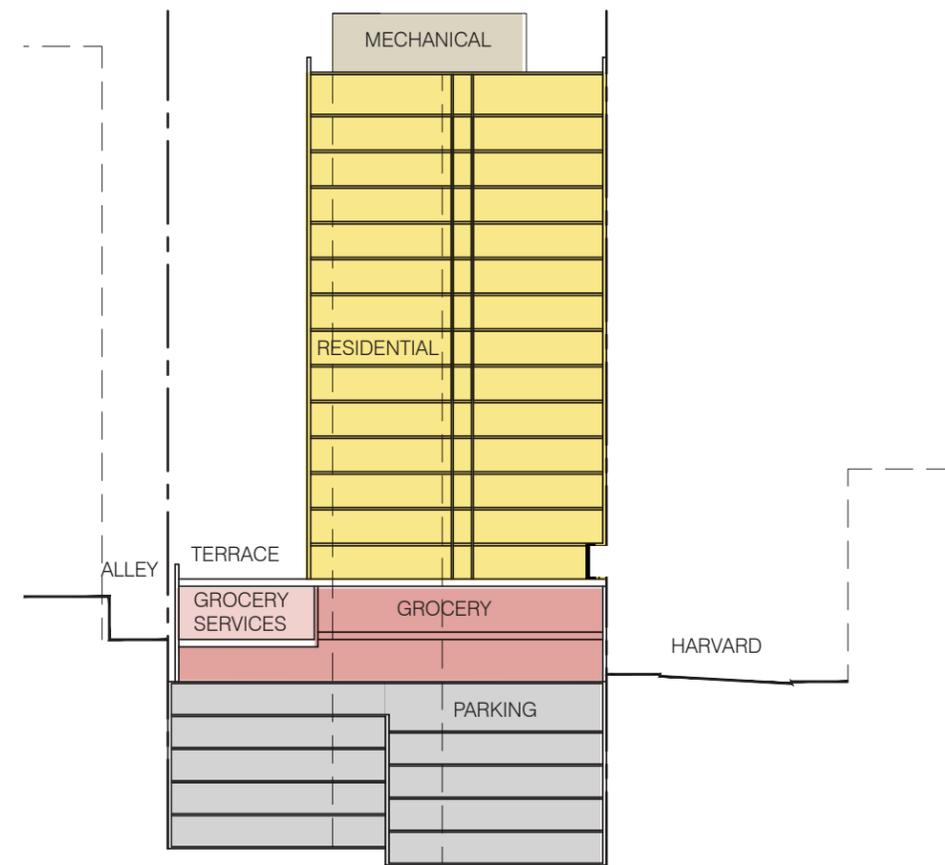
## KEY



**LEVELS 4-16 PLAN: TYPICAL RESIDENTIAL LEVEL**

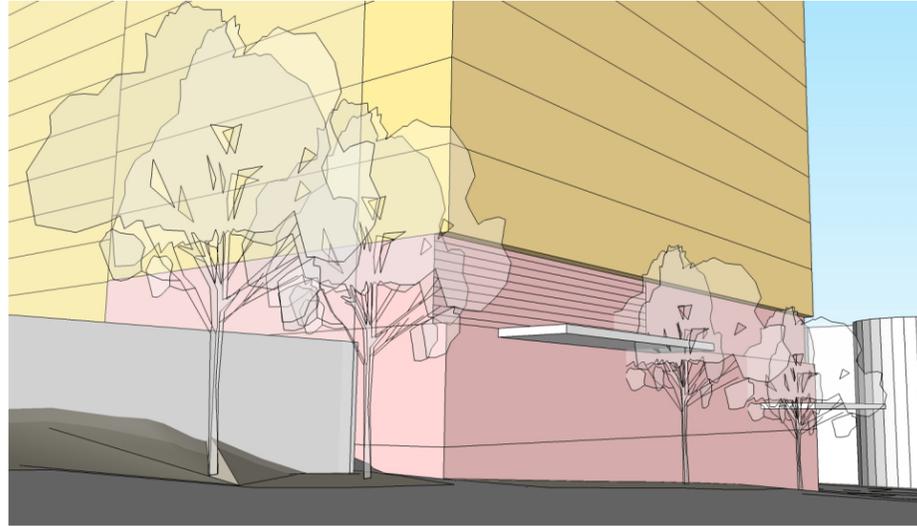


LONGITUDINAL SECTION



TRANSVERSE SECTION

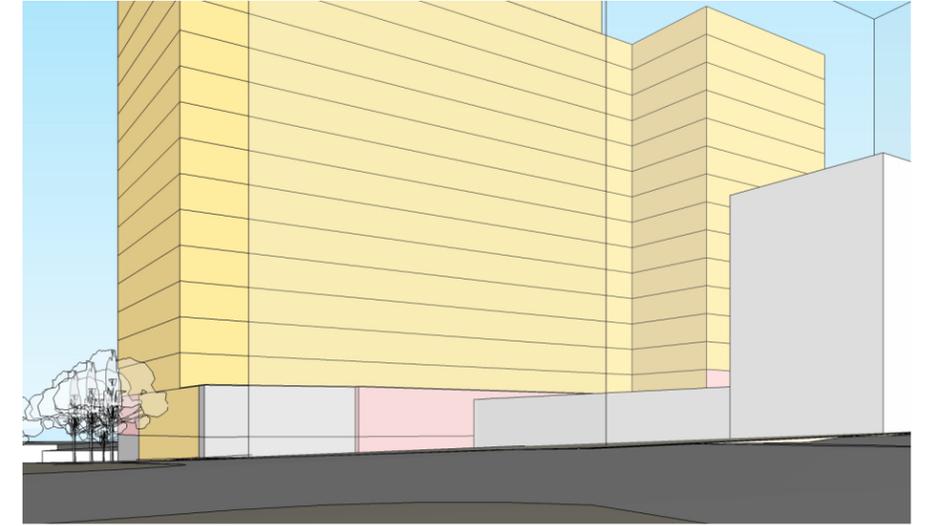
# SCHEME B - STREET VIEW STUDIES



**A. EASTBOUND ON MADISON**



**B. WESTBOUND ON MADISON**



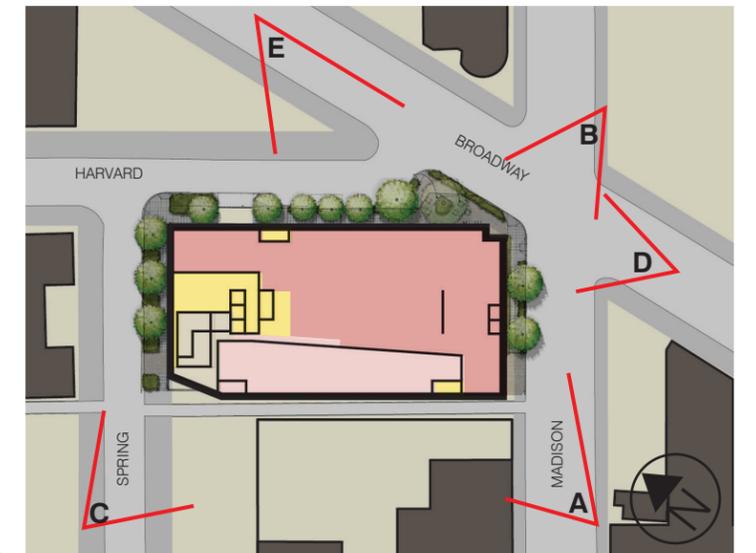
**C. FROM CORNER OF BOYLSTON AND SPRING**



**D. NORTHBOUND ON BROADWAY**



**E. SOUTHBOUND ON BROADWAY**



\*Colors and shading patterns shown on these drawings are for illustration purposes only and not intended to propose material or color specifications

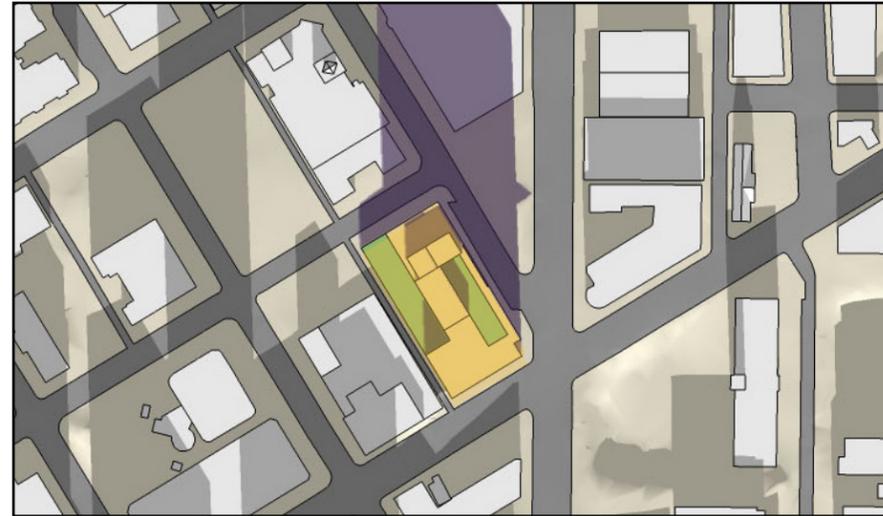
# SCHEME B - SUN ANGLE STUDIES

10:00 AM

12:00 PM

2:00 PM

WINTER SOLSTICE



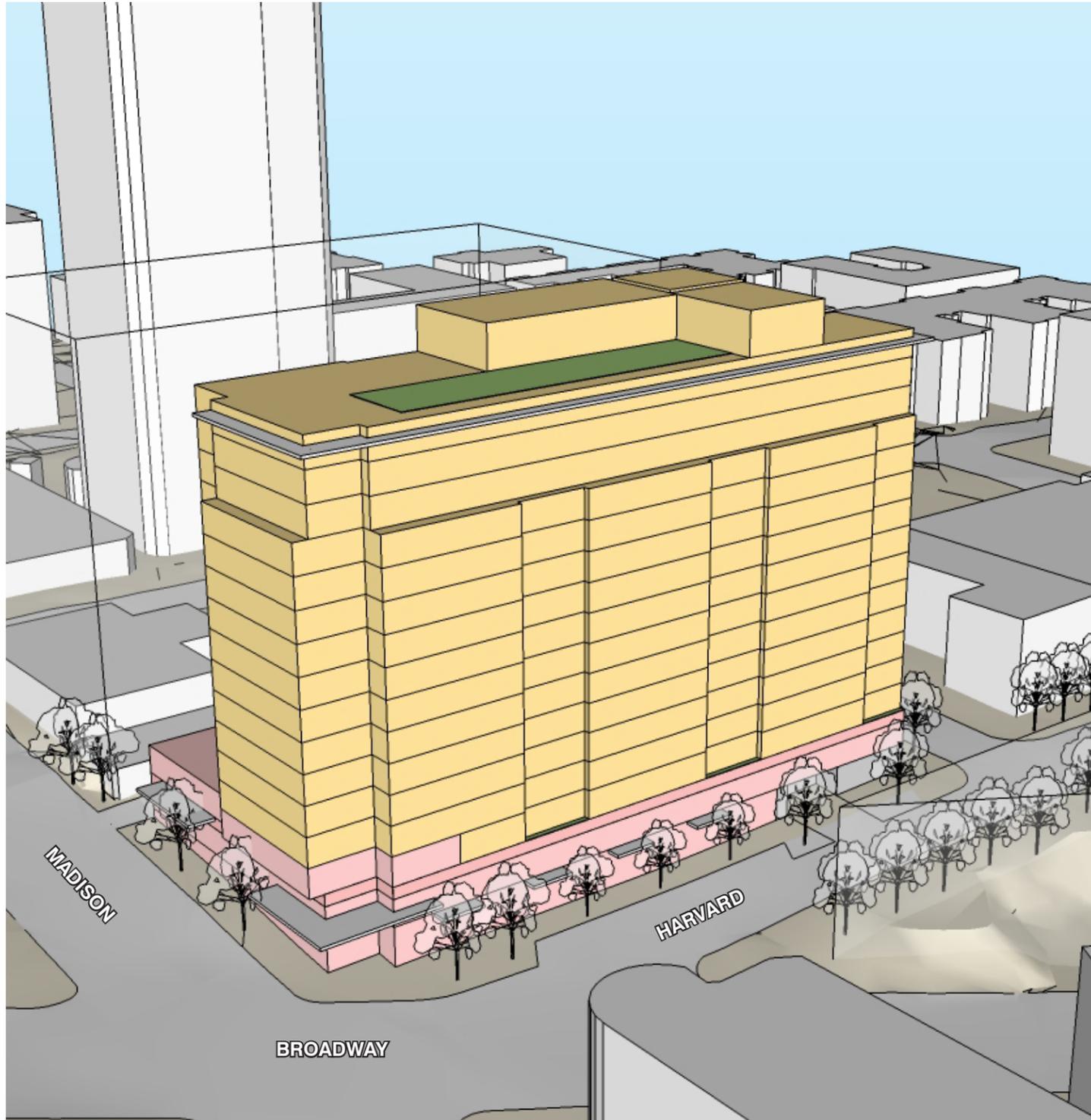
EQUINOX



SUMMER SOLSTICE

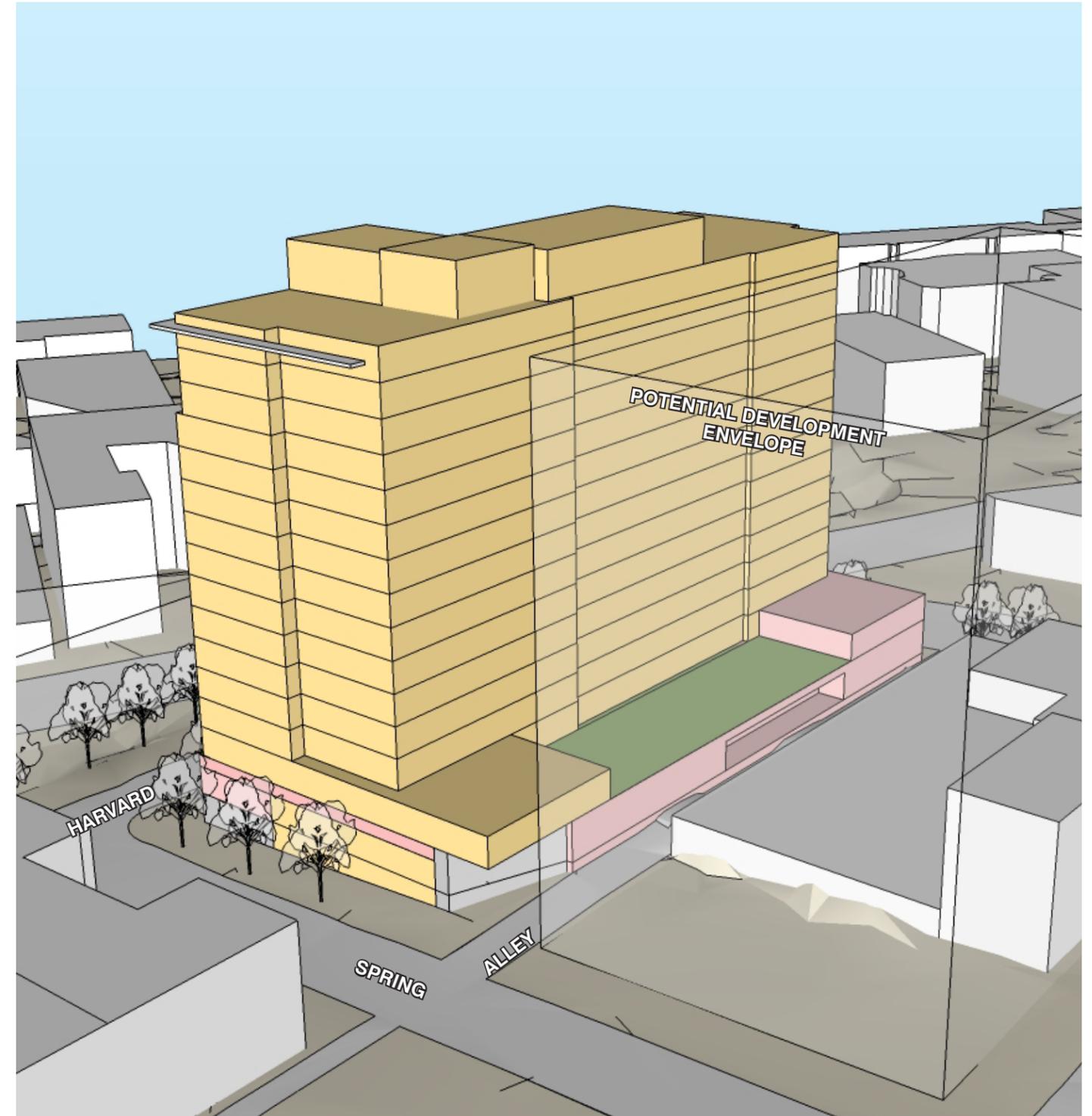


## SCHEME C - PREFERRED SCHEME

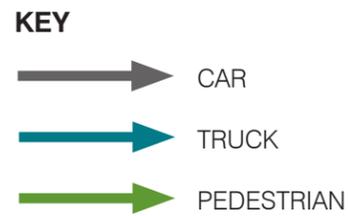
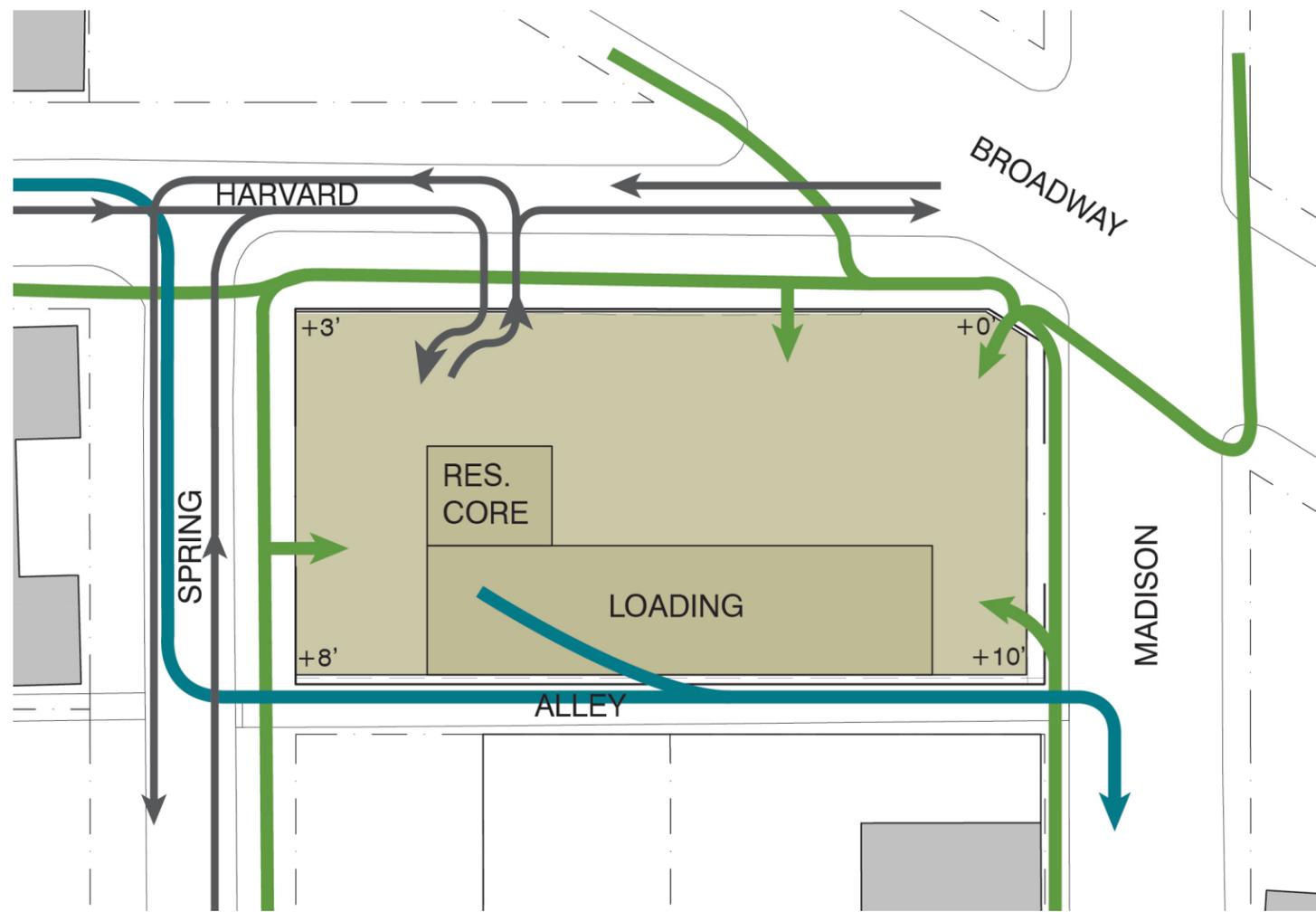


**VIEW EAST ACROSS BROADWAY**

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**VIEW WEST ACROSS SPRING**

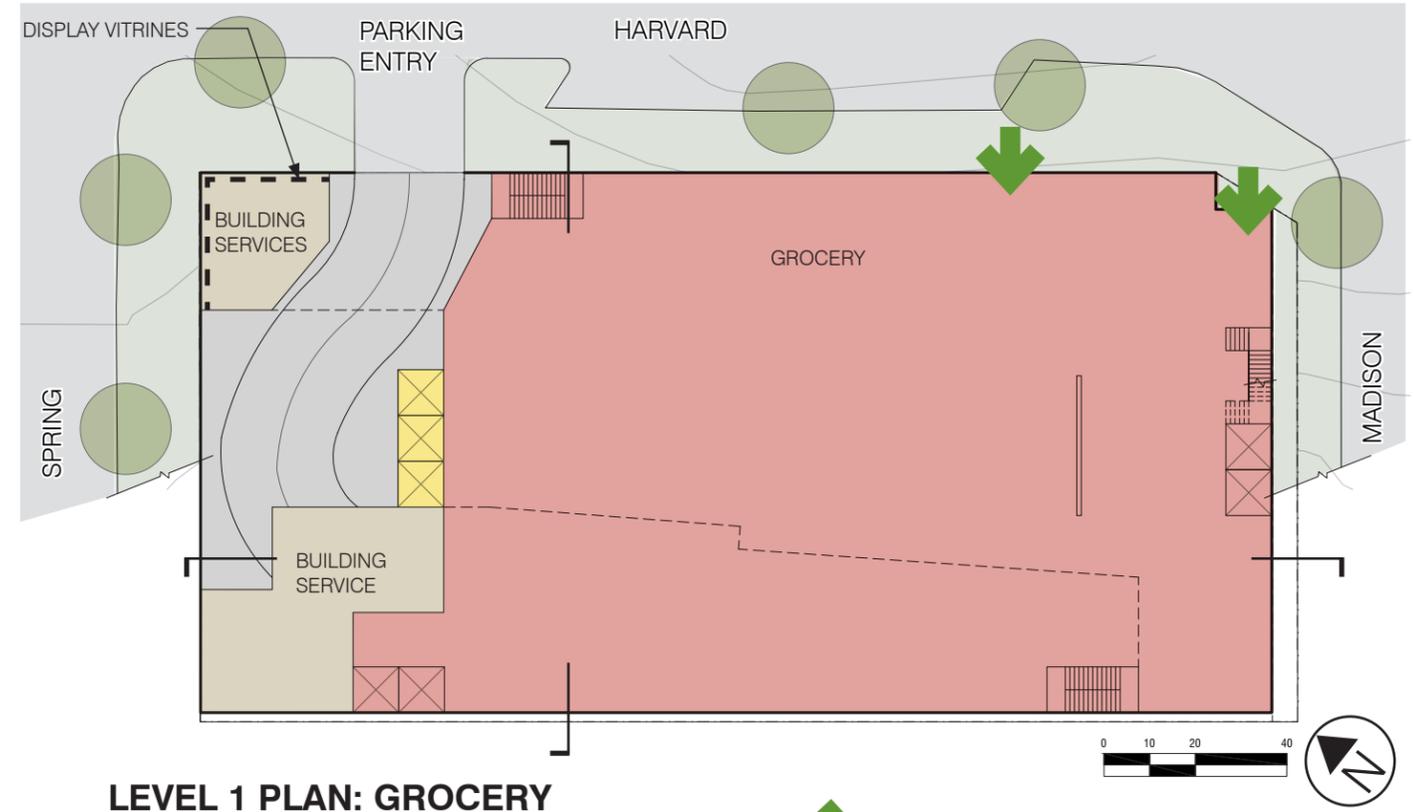


- PROS**
- Fewest vehicle and pedestrian movement conflicts
  - Maximizes pedestrian safety
  - Clear easy access to garage for retail and residential cars
  - Access points distributed throughout site
  - Allows for mid-block second level grocery entrance on Madison
  - Current garage access on Harvard
  - Garage access at lowest portion of site
  - Residential lobby is on the more private side of building

- CONS**
- SDOT typically recommends garage access on alley

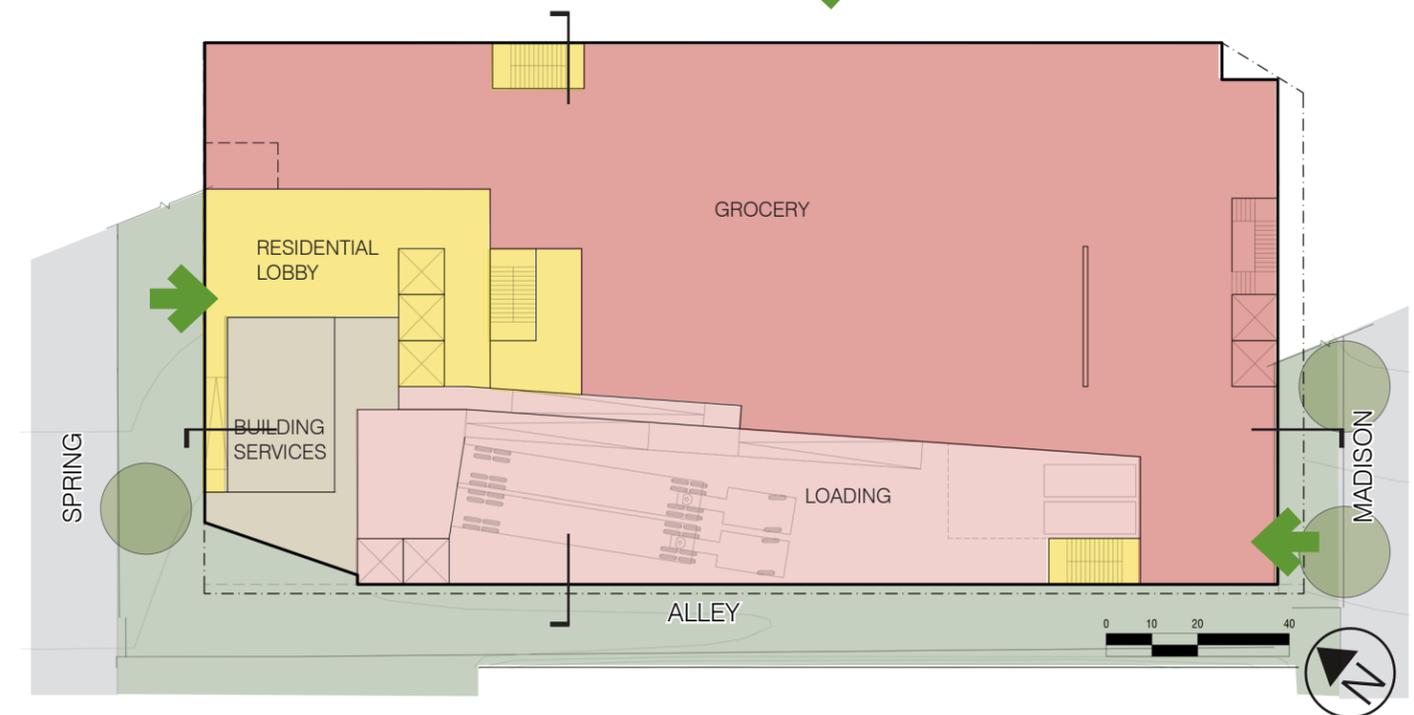
# TRANSPORTATION & SITE ACCESS DIAGRAM

SCHEME C - GARAGE ACCESS ON HARVARD



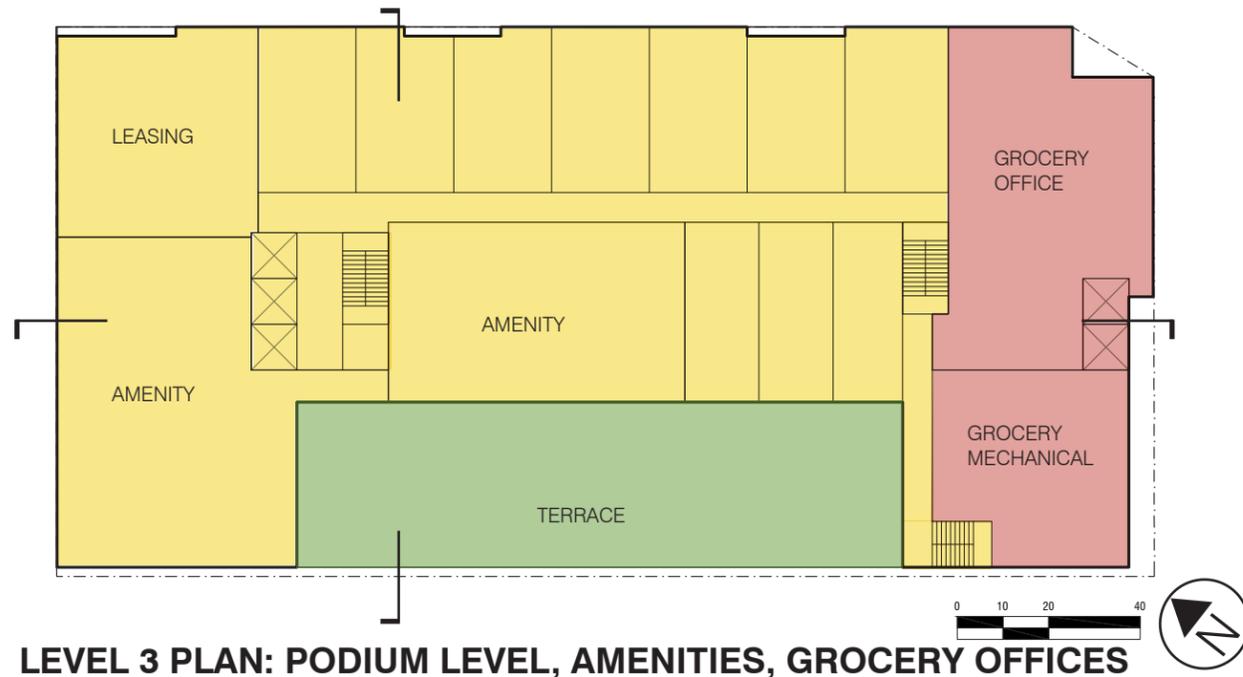
LEVEL 1 PLAN: GROCERY

PEDESTRIAN ACCESS

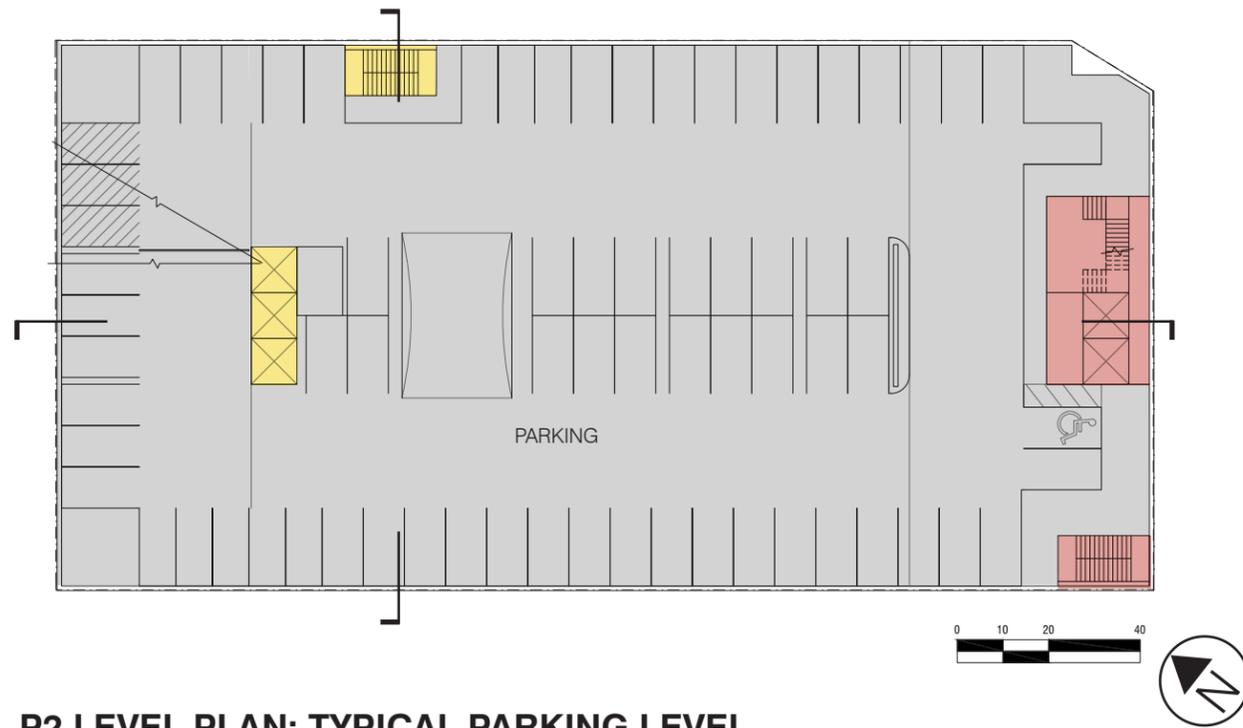


LEVEL 2 PLAN: RESIDENTIAL ENTRY, GROCERY, LOADING DOCK

# SCHEME C - FLOOR PLANS



**LEVEL 3 PLAN: PODIUM LEVEL, AMENITIES, GROCERY OFFICES**



**P2 LEVEL PLAN: TYPICAL PARKING LEVEL**

## SCHEME C

- Residential floors are a simple bar set back from the alley
- Modulation along Harvard
- Garage access on Harvard
- Typical residential floor plate = 19,278 sf
- Total area = 467,500 sf

## PROS

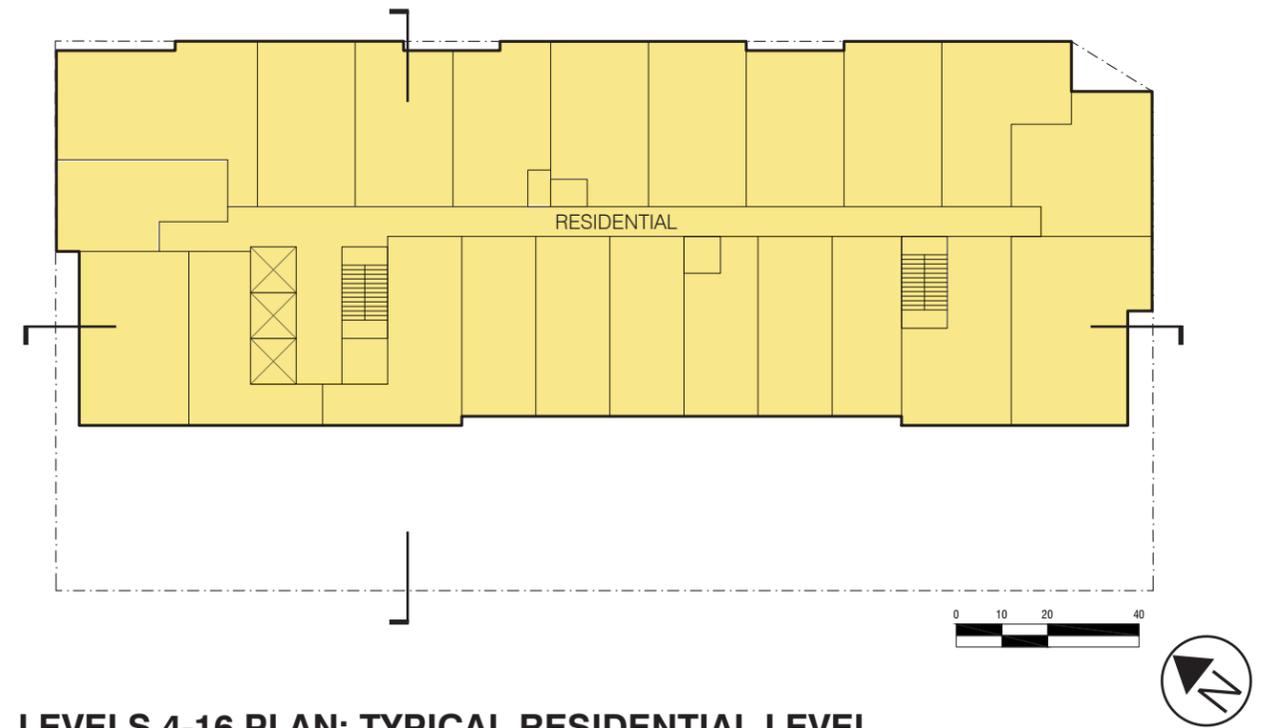
- Shifting upper levels toward Harvard provides light and air at the alley and simplifies structure for the loading dock
- Thinner floor plate reduces shadows on adjacent sites
- Structural regularity good for high rise building

## CONS

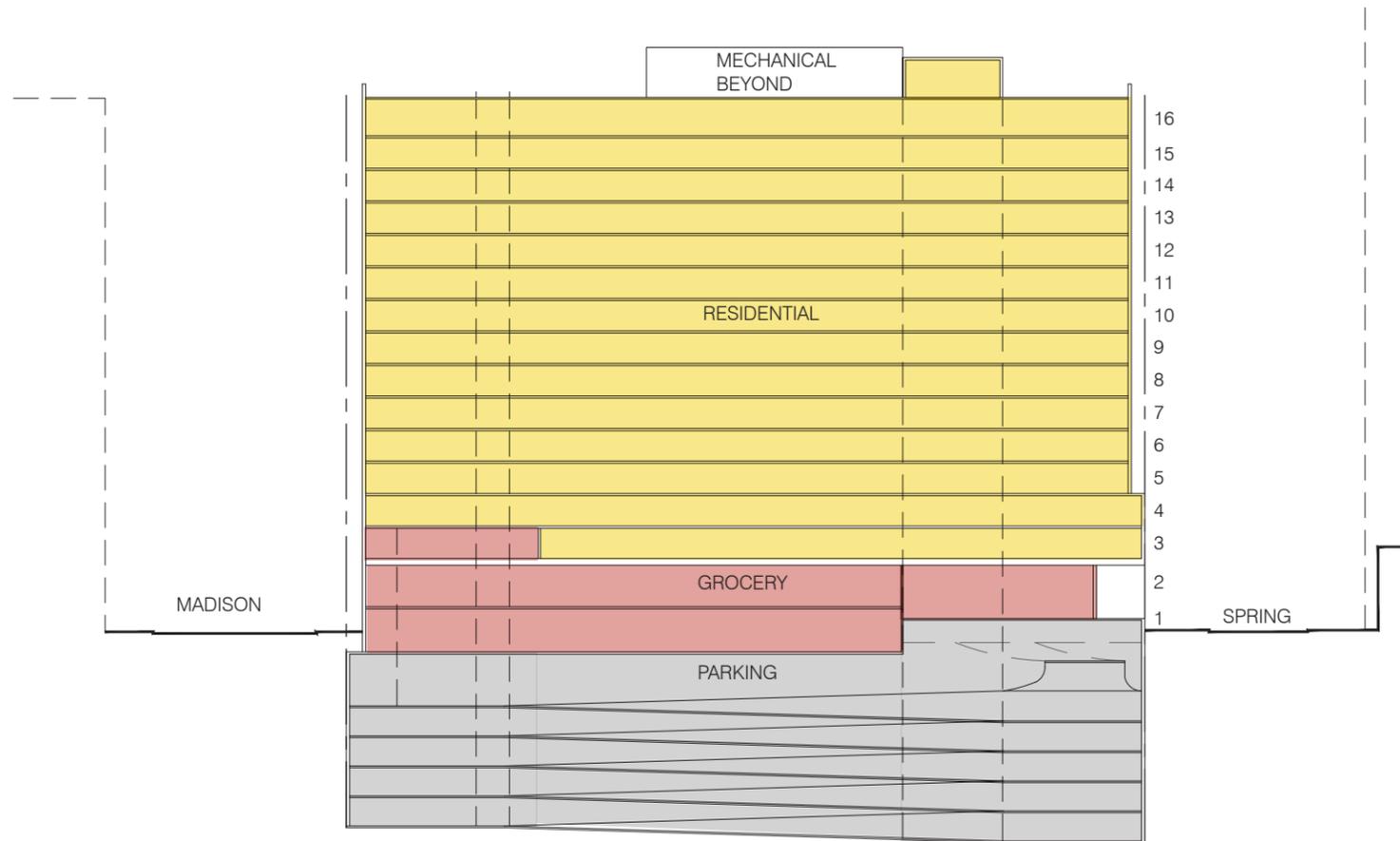
- Long residential facade on Harvard

## KEY

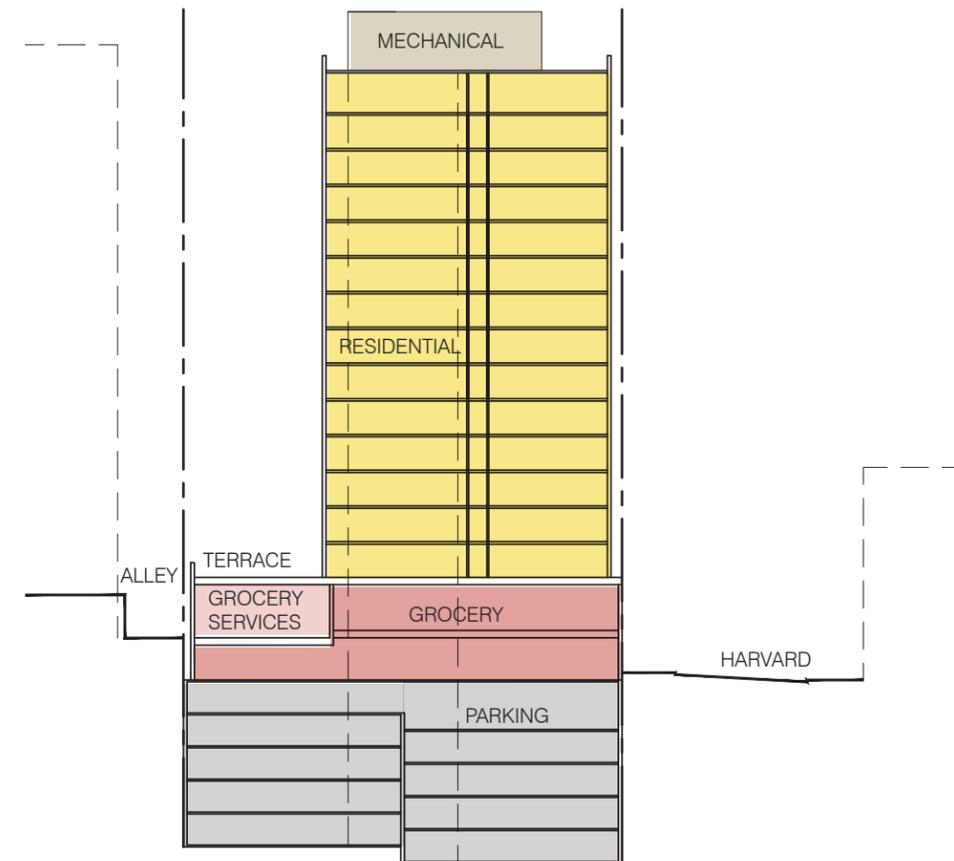
- GROCERY
- GROCERY SERVICES
- RESIDENTIAL
- BUILDING SERVICES
- PARKING



**LEVELS 4-16 PLAN: TYPICAL RESIDENTIAL LEVEL**

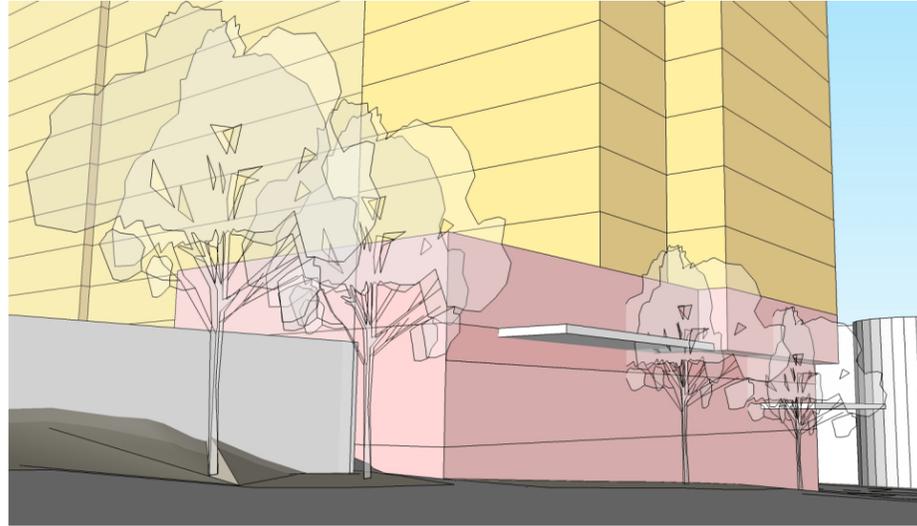


LONGITUDINAL SECTION



TRANSVERSE SECTION

# SCHEME C - STREET VIEW STUDIES



**A. EASTBOUND ON MADISON**



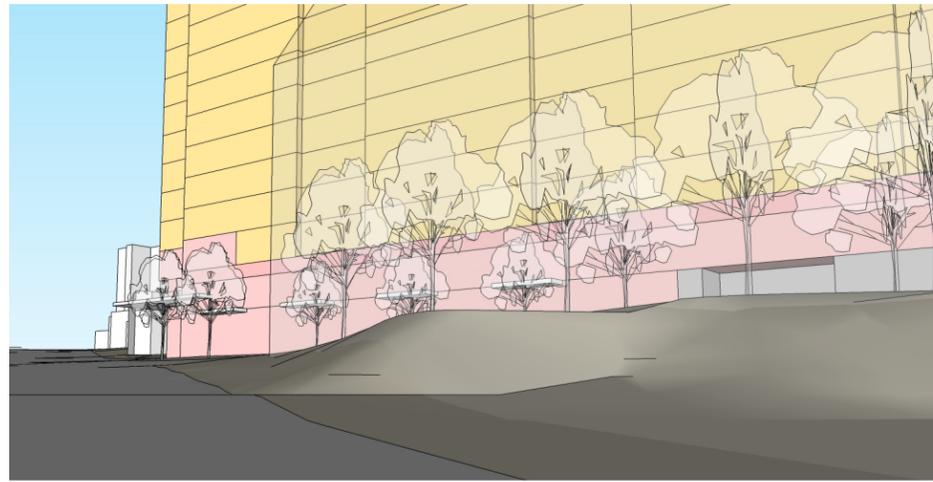
**B. WESTBOUND ON MADISON**



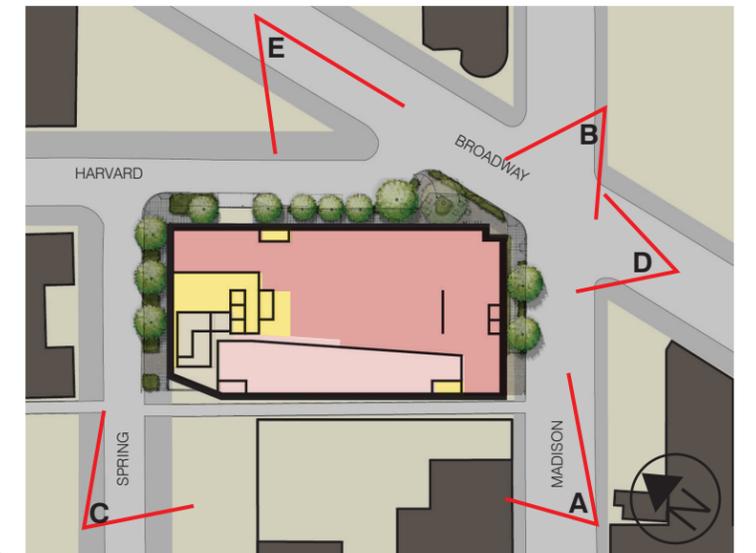
**C. FROM CORNER OF BOYLSTON AND SPRING**



**D. NORTHBOUND ON BROADWAY**



**E. SOUTHBOUND ON BROADWAY**



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# SCHEME C - PREFERRED - SUN ANGLE STUDIES

10:00 AM

12:00 PM

2:00 PM

WINTER SOLSTICE



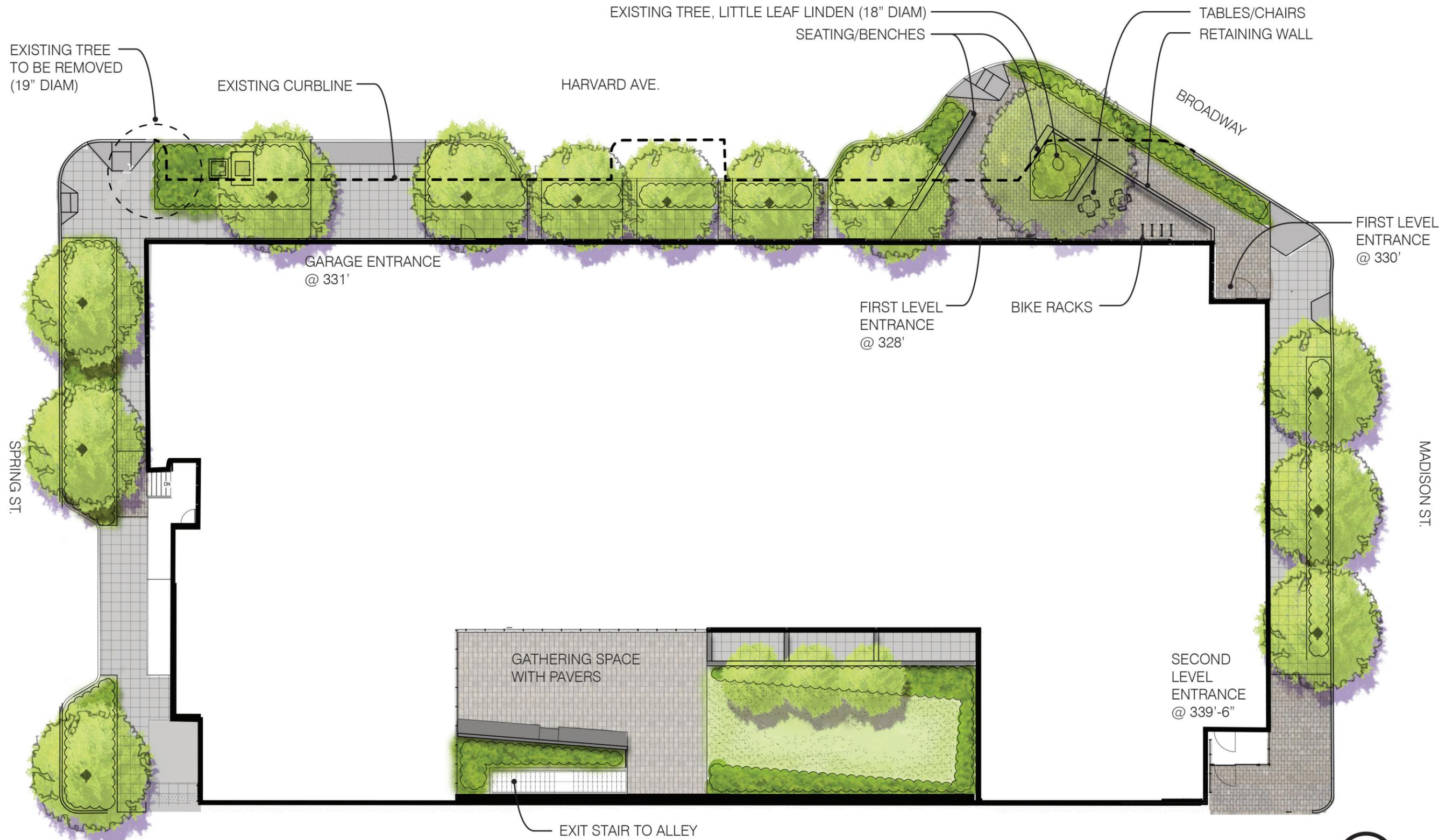
EQUINOX



SUMMER SOLSTICE



# LANDSCAPE



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HARVARD AVE.

BROADWAY

SPRING ST.

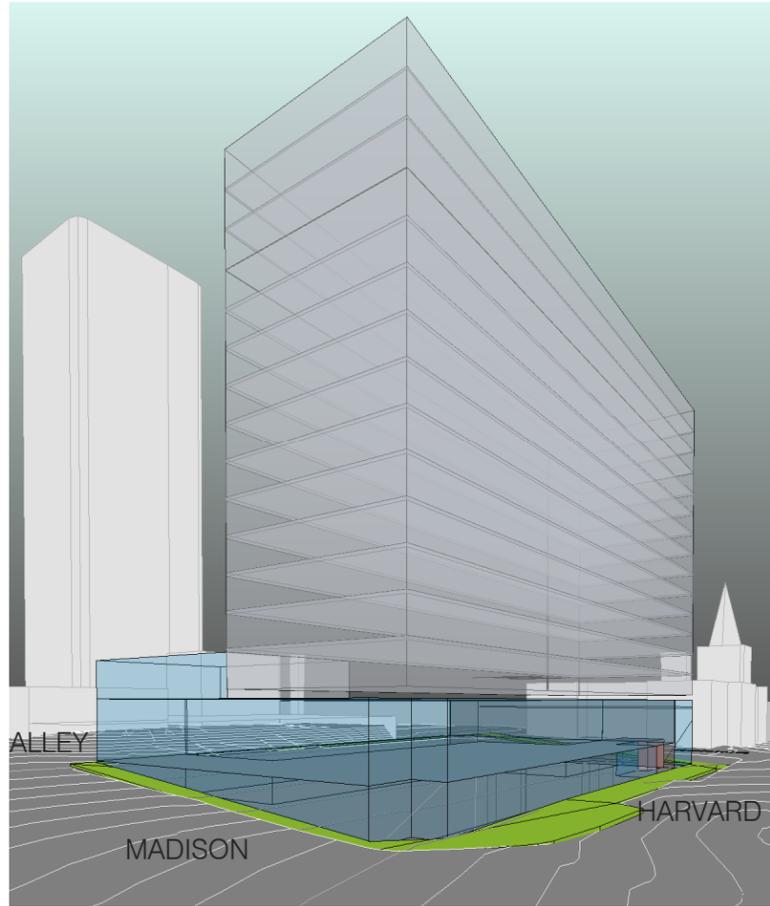
MADISON ST.

WOOD DECK

SEDUM ROOF

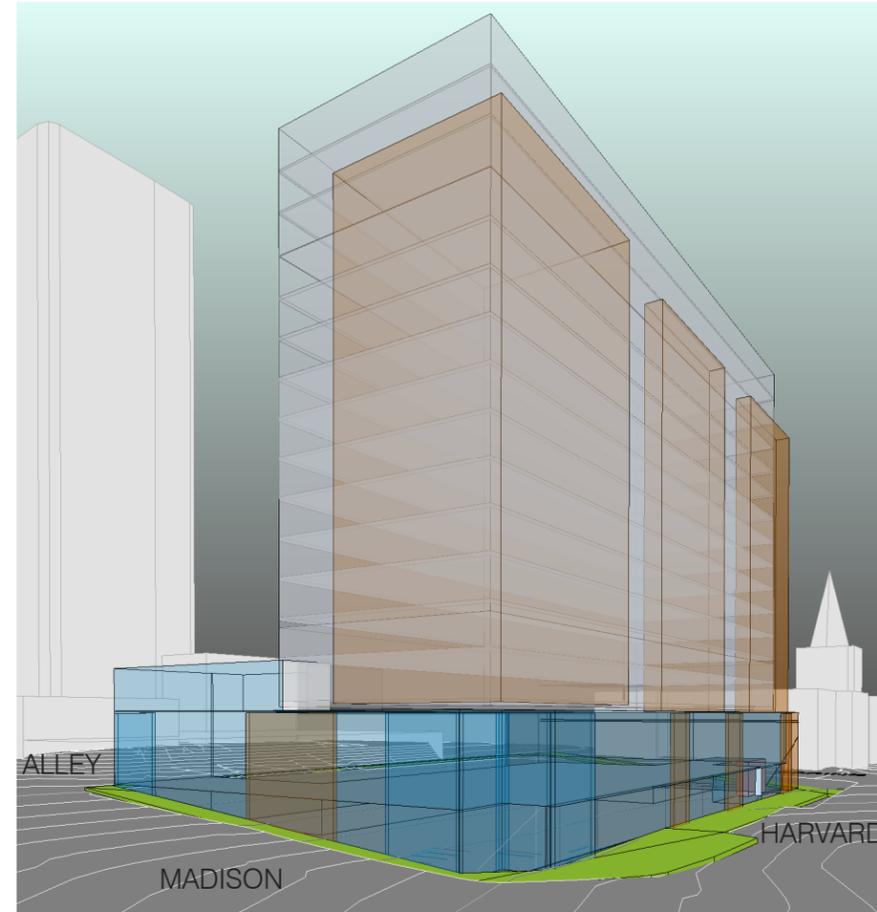


# PREFERRED SCHEME DESIGN CONCEPT



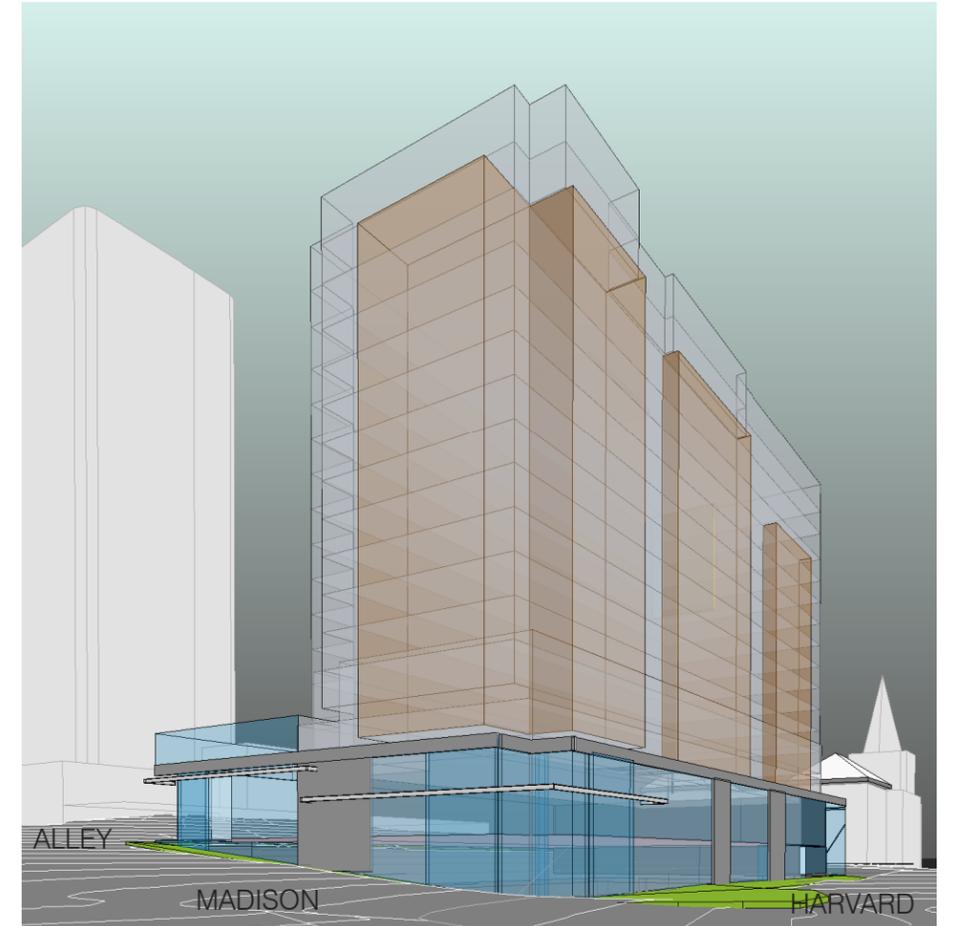
## STEP 1 - MIXED USE MASSING

Stepped podium defines uses  
 First Hill context informs slender residential tower  
 Corner grocery identity  
 Grocery transparency creates connection to pedestrian environment



## STEP 2 - MODULATION AND BUILDING ENTRIES

Modulated facade reduces mass of the building  
 Modulation creates four distinct facades  
 Program informs projections to create units  
 Expressed residential entrance on Spring  
 Multiple grocery entries activate the sidewalk  
 Add podium accent materials



## STEP 3 - BUILDING ACCENTS AND PEDESTRIAN ORIENTED DESIGN

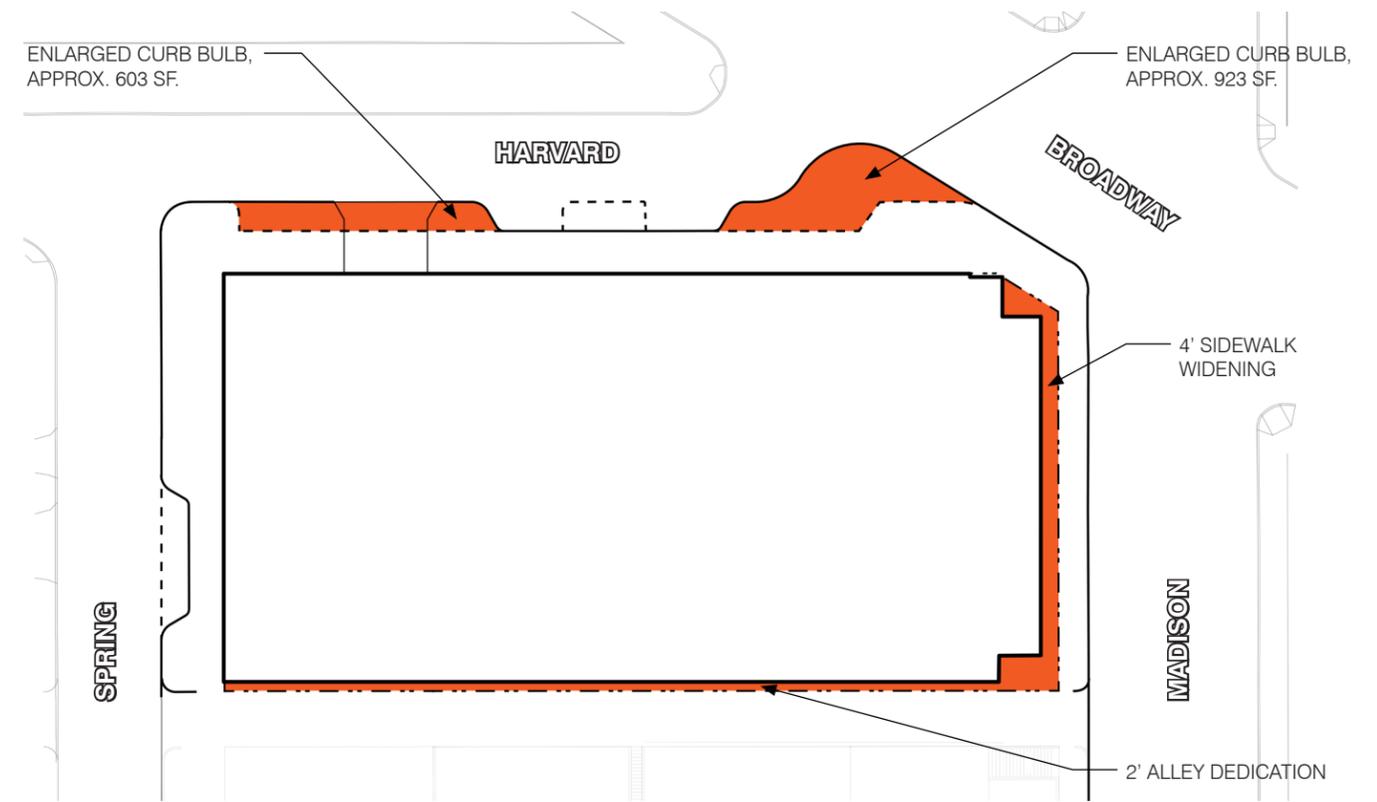
Architectural design elements:  
 -Push and pull modulations  
 -Eroded massing  
 -Podium "gasket"  
 Articulate corner at Madison and Broadway  
 Unique grocery entrance  
 Details at street level contribute to pedestrian-oriented spaces

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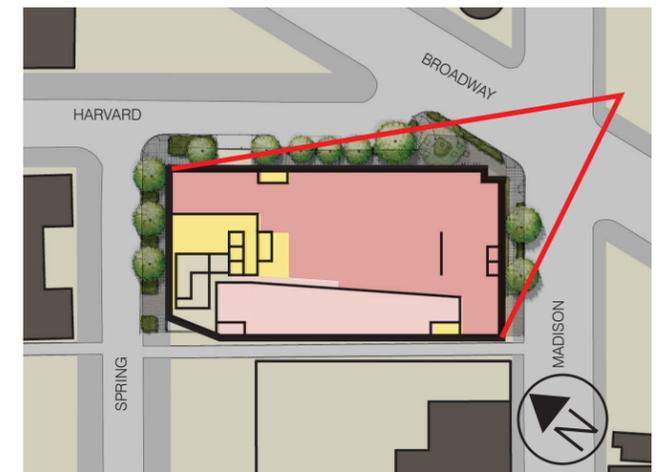
# PREFERRED SCHEME DESIGN CONCEPT



CORNER OF BROADWAY AND MADISON - MASSING STUDY

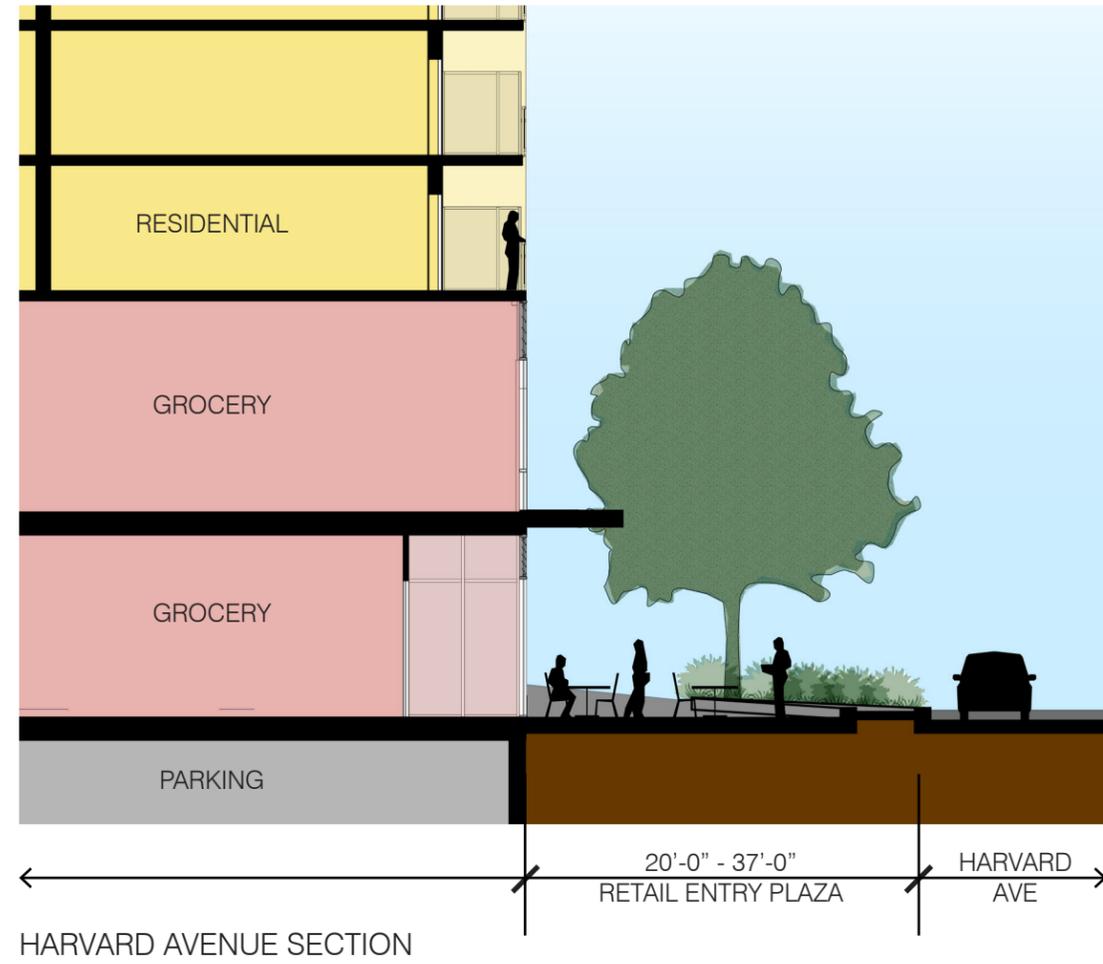


RIGHT OF WAY DIAGRAM



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# STREET LEVEL STUDIES - PREFERRED OPTION HARVARD AND MADISON



VIEW LOOKING DOWN HARVARD - MAIN ENTRANCE TO GROCERY AND PLAZA

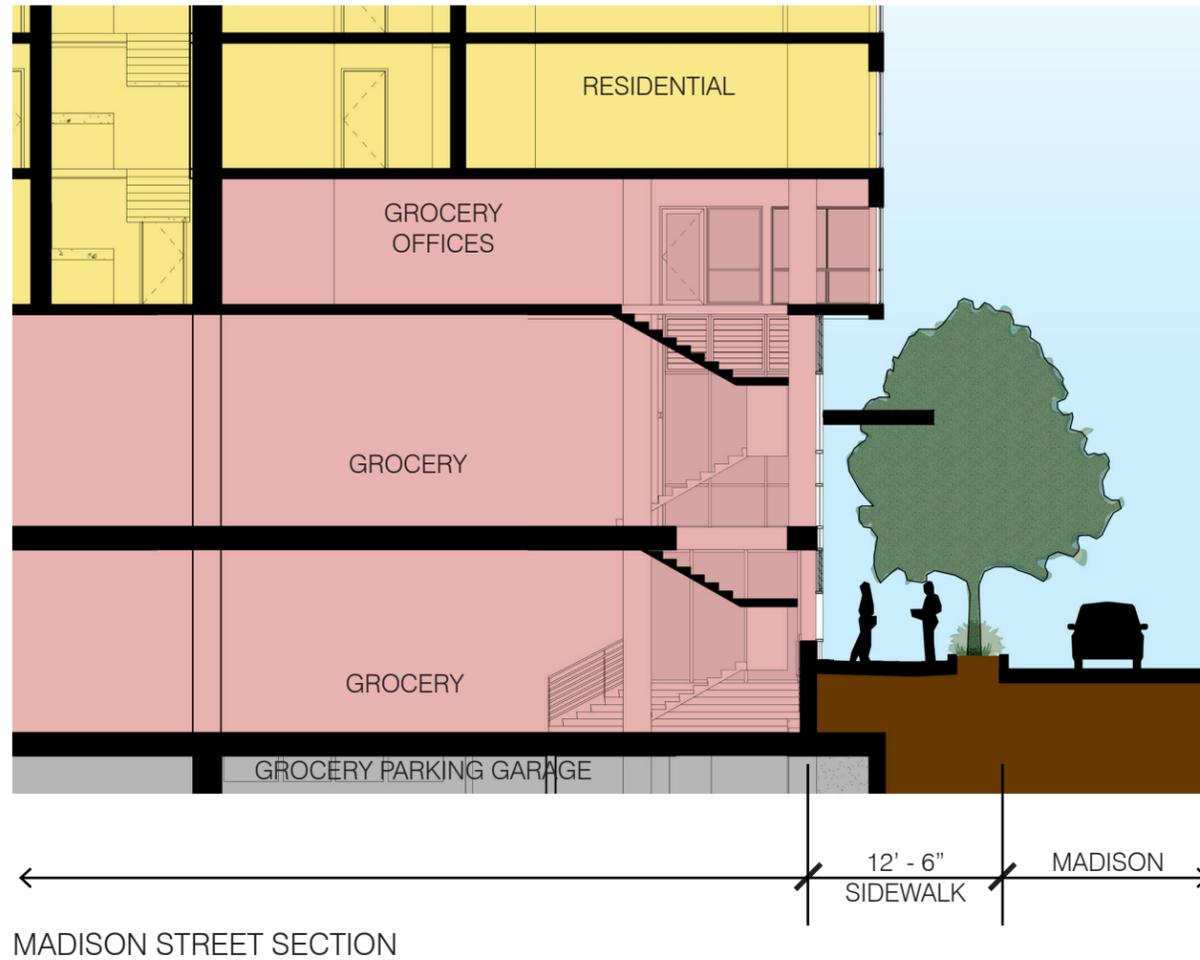
- Two entrances to Grocery:
  - At the corner of Madison and Broadway to emphasize the importance of that corner.
  - On Harvard for more expansive experience and ground-level access.
- Creation of expanded curb bulb and sunken area for increased active use.
- Building "Gasket" to delineate residential tower from retail podium.

## LANDSCAPE PRECEDENTS



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# STREET LEVEL STUDIES - PREFERRED OPTION MADISON



CONCEPTUAL VIEW EAST FROM MADISON

- Provide an additional 4'-0" of sidewalk for a total of 12'-0" for pedestrian comfort on busy street.
- Residential level overhand along with canopy provides added weather protection.
- Sidewalk slope provides variety of views down into grocery space.
- "Erosion" of building at alleyway creates a mid-block grocery entrance to second level.

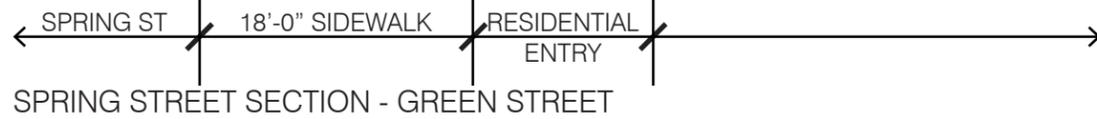
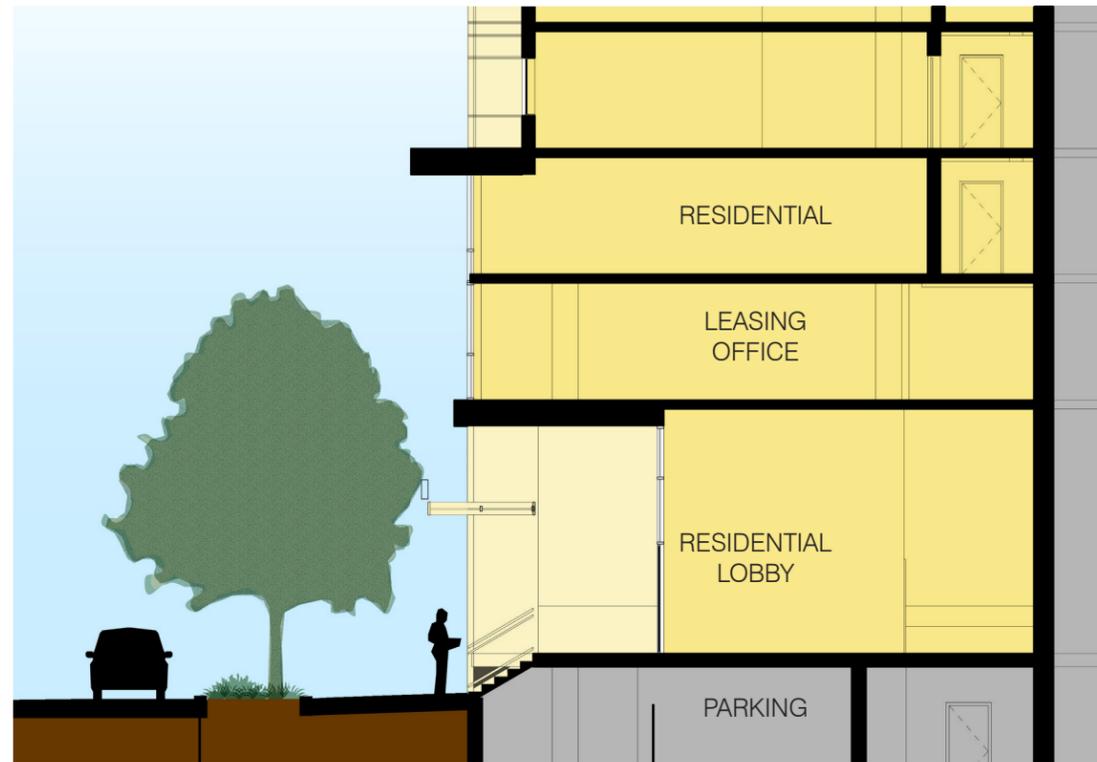
## LANDSCAPE PRECEDENTS



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# STREET LEVEL STUDIES

## SPRING STREET



SPRING STREET VIEW: RESIDENTIAL LOBBY

- Recessed residential lobby.
- Proposed "activated" wall at entrance ramp.
- Two-story amenity space with balcony looking over street.
- Curtain wall treatment for amenity spaces above.

### ACTIVATION WALL CONCEPTS



### HISTORY BOARD VITRINES

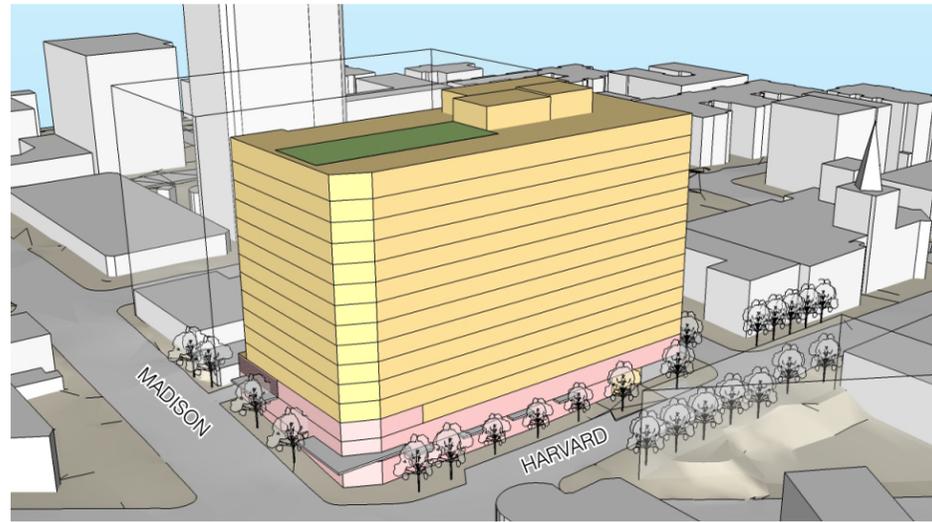


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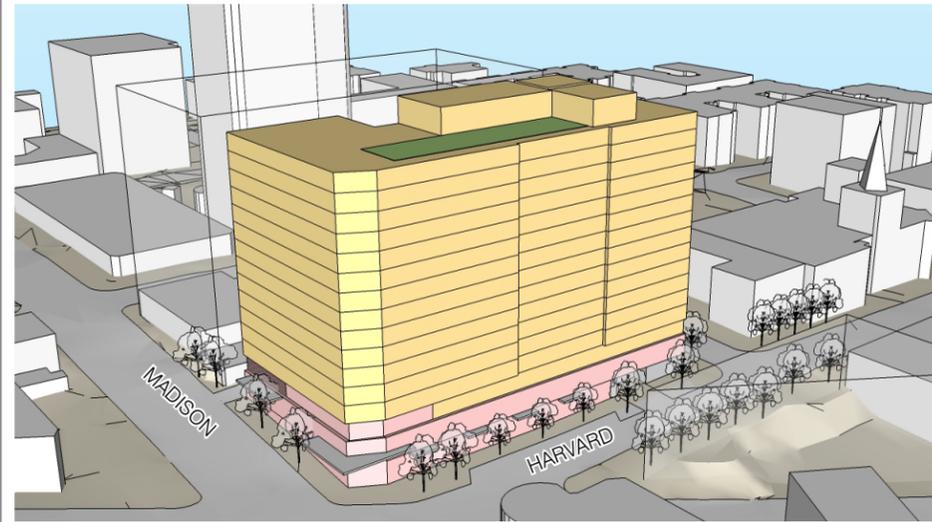


# ARCHITECTURAL CONCEPT COMPARISON

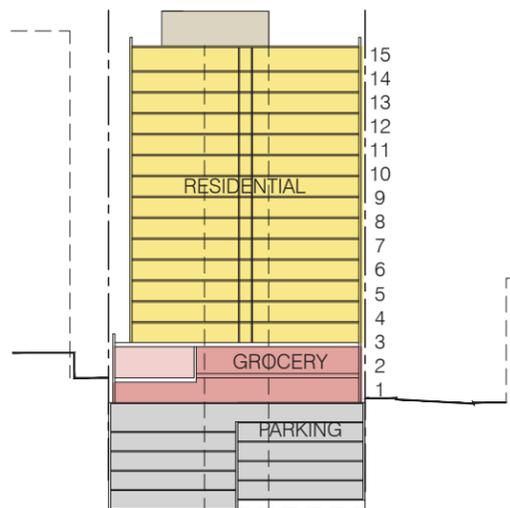
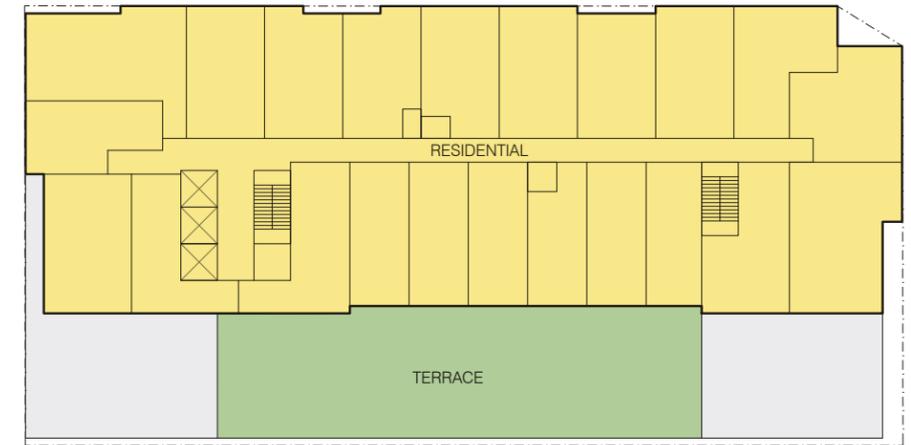
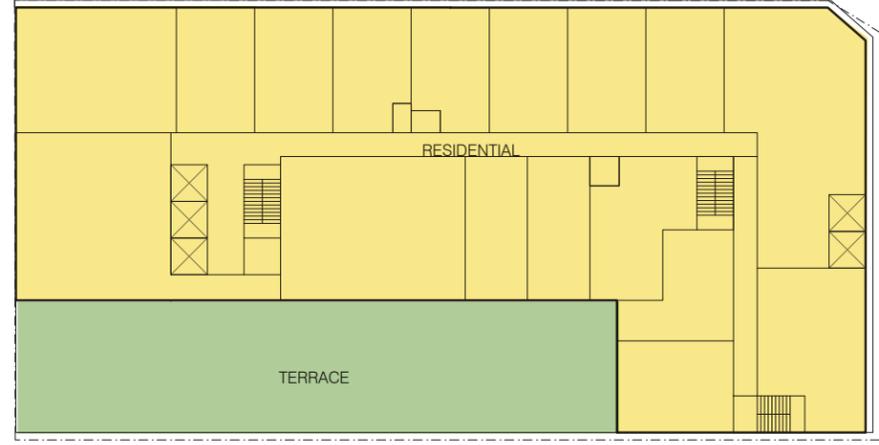
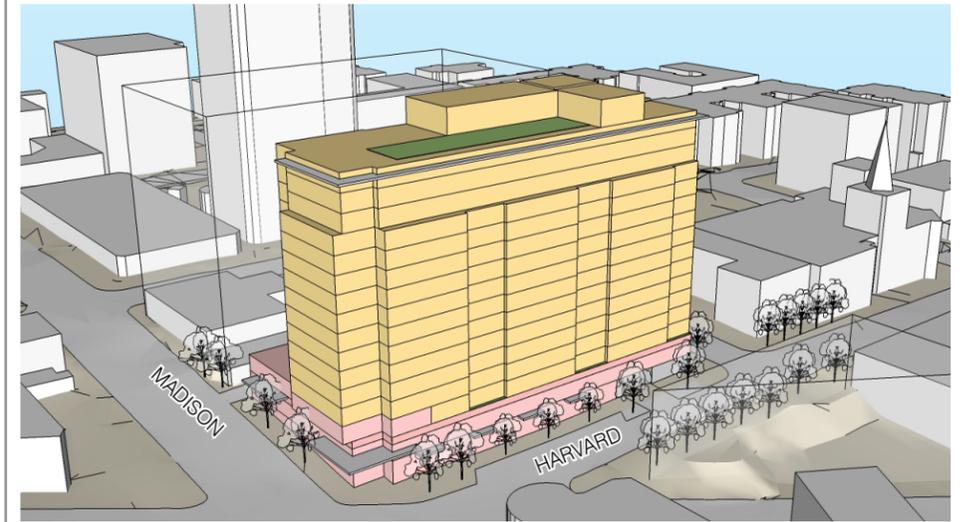
SCHEME A | CODE COMPLIANT SCHEME



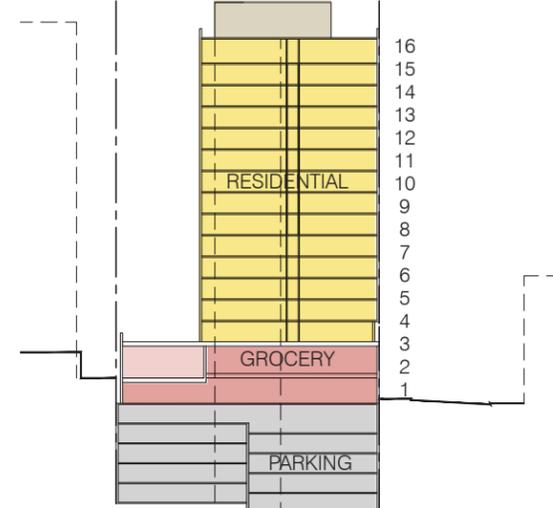
SCHEME B



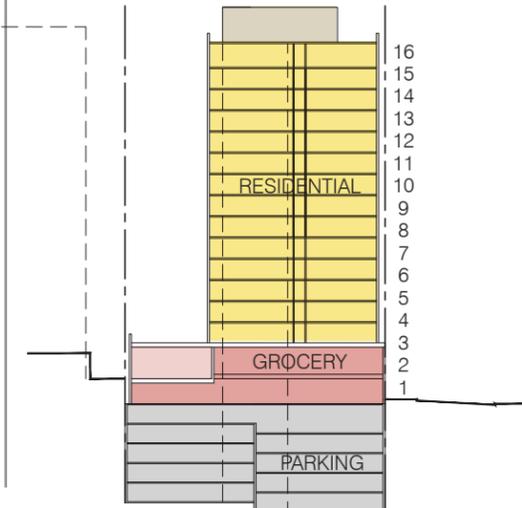
SCHEME C | PREFERRED SCHEME



- Residential tower maximizes building area
- Typical residential floor plate = 25,125 sf
- Maximum residential floor plate
- Total Area = 501,800 sf
- Parking entrance off alley



- "L"-shaped tower
- Typical residential floor plate = 21,250 sf
- Total Area = 485,463 sf
- Parking entrance off Harvard



- Residential floors are a simple bar set back from the alley
- Typical residential floor plate = 19,278 sf
- Total Area = 467,500 sf
- Parking entrance off Harvard

DEPARTURE REQUESTS

#	Code Requirement	Departure Requested	How This Departure Better Meets the Design Guidelines
1	<b>Non-residential street-level requirement for transparency</b> (SMC 23.47A.008.B.2) 60% of the street facing façade between 2 feet and 8 feet above the sidewalk shall be transparent.	The applicant proposes to provide 50% transparency on Madison Street.	The sidewalk on Madison Street slopes up 10' from Harvard to the alley, thereby providing the opportunity for retail entrances to each of the two retail levels. The downside of this is that a large portion of the area between 2' and 8' on this sloping sidewalk is taken up by the Level 2 floor plate and required mechanical louvers which cannot meet the transparency requirements. By providing these two entrances on Madison we increase the functionality and activation on this street which is the intent of the code.  Design Guidelines: PL1: A2, B3; PL2: A1
2	<b>Parking Access</b> (SMC 23.47.032.A) Access to parking shall be from the alley if the lot abuts an alley improved to the standards of Section 23.53.030.C.	The applicant proposes to provide access to parking from Harvard Avenue.	Locating the parking access on Harvard instead of the alley reduces conflicts with loading dock traffic, improves pedestrian safety where the alley intersects with Madison, and avoids potential backups on Madison and the alley. The proposed design provides clear and separate entrances for pedestrians, vehicles, and retail loading functions.  Design Guidelines: PL4: A: DC1:B
3	<b>Sight Triangle</b> (SMC 23.54.030.G.1) A sight triangle is required on the exit side of a two-way driveway greater than 22 feet wide.	The applicant proposes to provide mirrors or other safety measures instead of the sight triangle.	Eliminating the sight triangles minimizes the appearance of the driveway, which would otherwise dominate the street-level façade.  Design Guidelines: DC1: B1, C1
4	<b>Parking Space Standards</b> (SMC 23.54.030.B.2.c) When 20 or more parking spaces are provided, a minimum of 35 percent of the parking spaces shall be striped for small vehicles. The minimum required size for small parking spaces shall also be the maximum size. A maximum of 65 percent of the parking spaces may be striped for small vehicles. A minimum of 35 percent of the spaces shall be striped for large vehicles.  "Large vehicle" = 8.5' W x 19' L "Medium vehicle" = 8' W x 16' L Small vehicle = 7.5' W x 16' L	The applicant proposes to provide 66% 9' x 17' stalls 34% 8' x 17' stalls These stalls exceed medium requirements but do not meet large requirements	The stall sizes are driven by grocery functional requirements on the first two levels of the garage, in order to provide easy access in and out as well as space for carts. Because the lower residential floors are predicated on the same structural grid all levels propose to use the same general sizes.  Design Guidelines: DC1: B1, C1