

# Washington State Convention Center Addition Project

**Downtown Design Review Board Meeting**  
Early Design Guidance #2

07-21-2015

	SITE A	SITE B	SITE C
PROPERTY ADDRESS	1600 9th Avenue	920 Olive Way	1711 Boren Avenue
DPD PROJECT #	3020176	3018096	3020177

OWNER	ARCHITECT	DPD CONTACT
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**WSCC EXISTING SITE**

**WSCC ADDITION PROJECT**

The **Washington State Convention Center** Addition offers a transformative opportunity to create an urban convention venue at the forefront of the convention industry, to offer a rich delegate experience which capitalizes on Seattle's unique qualities, and to enrich Seattle's rapidly evolving urban core.



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PROCESS OVERVIEW

This Early Design Guidance (EDG) #2 meeting before the Downtown Design Review Board, builds on the EDG #1 held on 5/19/2015, which focused on the site context and urban design. The Design Proposal booklet and DPD report from that EDG #1 meeting is available to view at the following link:

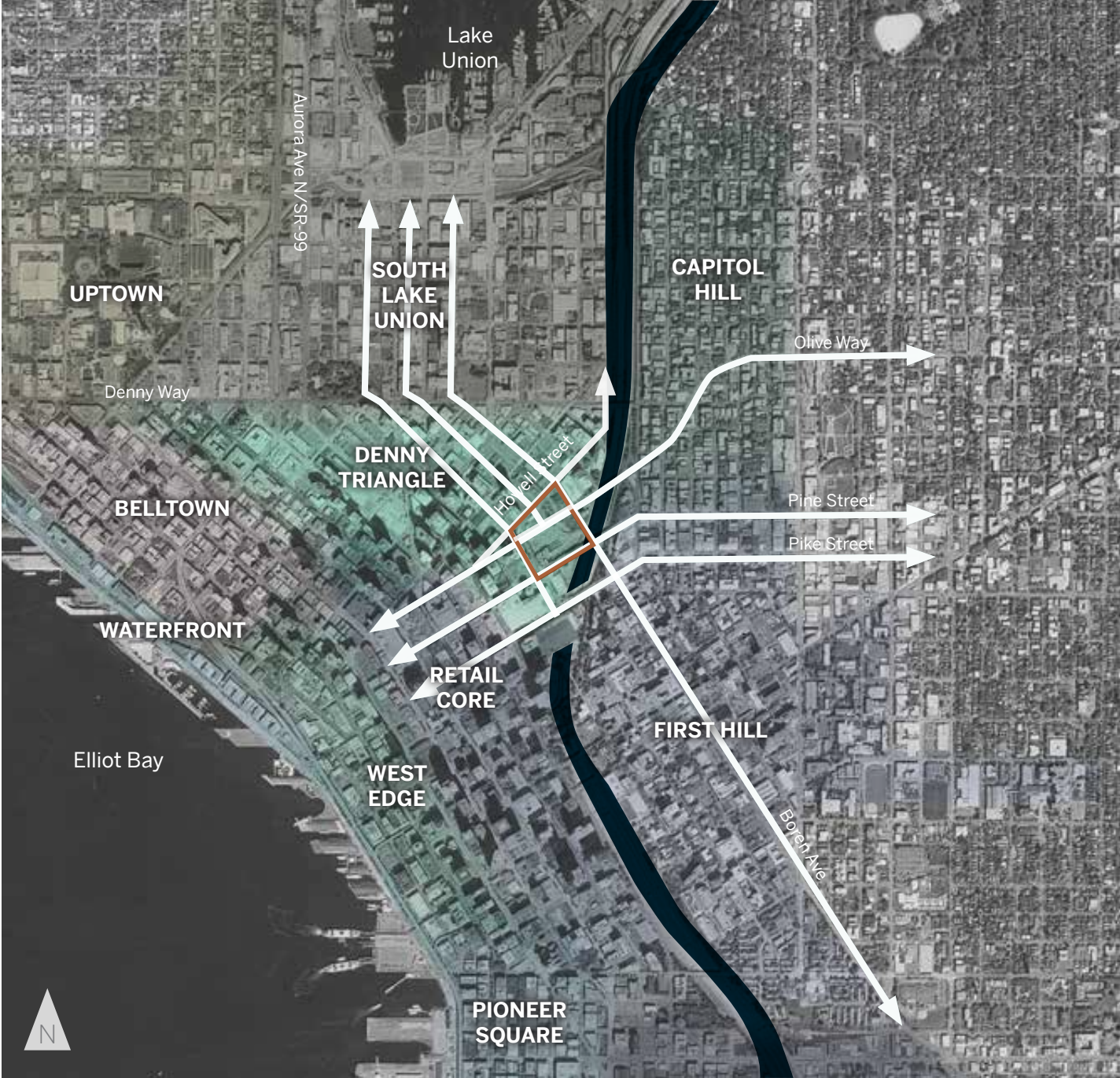
<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/>

SearchPastReviews; and typing in the DPD project number: 3018096.



# 1 DEVELOPMENT OBJECTIVES VICINITY MAPS

## VICINITY



STREETS BORDERING PROJECT SITE

## 9-BLOCK STUDY AREA



- 9-BLOCK STUDY AREA
- WSCC ADDITION PROPERTIES
- FULL STREET / ALLEY VACATION
- AT GRADE SITE AREA INCLUDING VACATIONS



# 1 DEVELOPMENT OBJECTIVES PROJECT INFORMATION

## DEVELOPMENT SUMMARY

The proposal is to apply for Master Use Permits for development of a convention center addition on a site consisting of 3 blocks: Site A: 1600 9th Avenue, Site B: 920 Olive Way, and Site C 1711 Boren Avenue, that will collectively form the proposed Washington State Convention Center (WSCC) Addition Project. The 3 block site is bounded by Howell Street to the north, Pine Street to the south, 9th Avenue to the west, and Boren Avenue and I-5 to the east. Terry Avenue and Olive Way divide the site on the interior. Street and alley vacations will be required for this project.

The project could add approximately 1,230,000 sf. of gross floor area to the existing Washington State Convention Center. Preliminary analysis indicates that this could include approximately 250,000 sf. of new exhibition space, 120,000 sf. of meeting rooms, a 70,000 sf. ballroom space, approximately 23 convention center loading bays, and structured parking for up to 800 additional vehicles. The structure height is approximately 200ft over 5 stories with 2 additional stories below grade.

Co-development on the two blocks north of Olive Way (Sites B & C) is proposed as a part of the WSCC Addition project through the use of a Planned Community Development(PCD; a City of Seattle Provision: SMC 23.49.036). The co-development sites are planned for a 320ft, 428 unit residential and a 264ft commercial building, expected to be office use.

## SITE CONTEXT

The project site is located within the DMC 340/290-400 Downtown Mixed Commercial zone, within the Denny Triangle Urban Center Village. The Downtown Neighborhood Guidelines will apply to this project.

The project site is bordered by the DMC 240/290-400 zone (Denny Triangle Urban Center Village Overlay) to the north, east, and south, and the DOC 2 500/300-500 zone (Commercial Core Urban Center Village Overlay) to the west.

The project occupies the intersection between several distinct and rapidly evolving neighborhoods, including Capitol Hill's Pike/Pine corridor, the Denny Triangle, South Lake Union, First Hill, and the Downtown commercial core.

Capitol Hill's traditional low-rise commercial development is being supplemented with new mid-rise mixed-use buildings. The neighborhood continues to promote a strong pedestrian community, interrupted only by the presence of I-5. The Denny Triangle and First Hill, connected via Boren Avenue, bookend the site to the north and south. Though a product of different eras, both neighborhoods contain higher density, taller residential and commercial development, along with notable institutional buildings. The Downtown neighborhood is the densest and tallest adjacent neighborhood, containing both high-rise commercial and residential development, but also a retail and cultural center for the city.

The site's proximity to Pike and Pine links itself to the waterfront via Pike Place Market and Westlake Center, and to the existing Washington State Convention Center along Ninth Avenue. Other notable landmarks include the historic Paramount Theatre and former Camlin Hotel, adjacent to the site across Pine Street and Ninth Avenue. Due to the open space established by the presence of I-5, views to and from the project site to the east are both substantial and long-term. Views to the west, particularly from the higher elevations along Pine Street, provide a meaningful glimpse into the heart of the city.

## PROGRAM SUMMARY

### CONVENTION CENTER PROGRAM

5 stories above grade  
2 stories below grade

250,000 SF of Exhibition Space\*  
120,000 SF of Meeting Space\*  
70,000 SF of Ballroom Space\*  
280,000 SF of Lobby & Circulation\*  
510,000 SF of Support Spaces\*  
500-800 Parking Stalls\*  
200,000 SF of Loading Area\*  
Street-Level Retail & Restaurants

**\*Approximate**

### CO-DEVELOPMENT PROGRAM

Residential and Commercial co-development with street level uses is proposed to be included in the Planned Community Development.

Residential  
30 stories above grade

428 Units\*  
366,500 SF of Gross Area\*  
13,600 SF of Outdoor Amenity\*

Commercial  
16 stories above grade

595,200 SF of Gross Area\*  
11,500SF of Outdoor Amenity\*  
**\*Approximate**

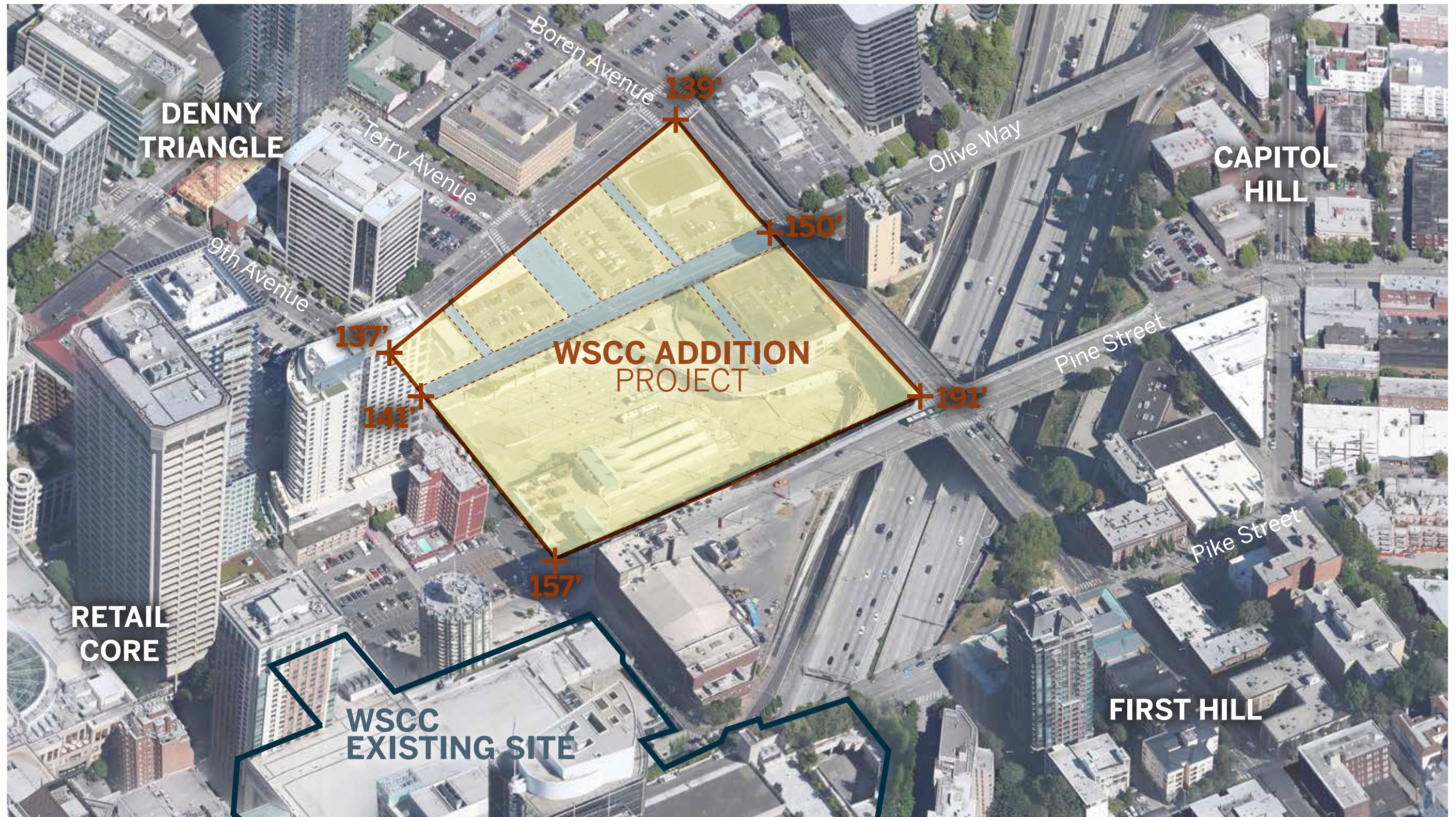
## PROJECT GOALS

- Create a highly efficient design which effectively supports the functional needs of the convention center clients and is competitive in the marketplace.
- Create a unique experience that embodies the special qualities of Seattle, Washington, and the Pacific Northwest.
- Engage the urban framework of downtown Seattle to capitalize on the location at the intersection of major neighborhoods and corridors of the city.
- Create a welcoming street presence that connects the activities of the Convention Center with the pedestrian experience of the adjacent streets.
- Integrate mixed uses such as retail and other possible co-developments, where appropriate, to enrich the urban diversity of the site.
- Create a sustainable design that embraces Seattle's commitment to environmental stewardship.



# 1 DEVELOPMENT OBJECTIVES EXISTING CONTEXT

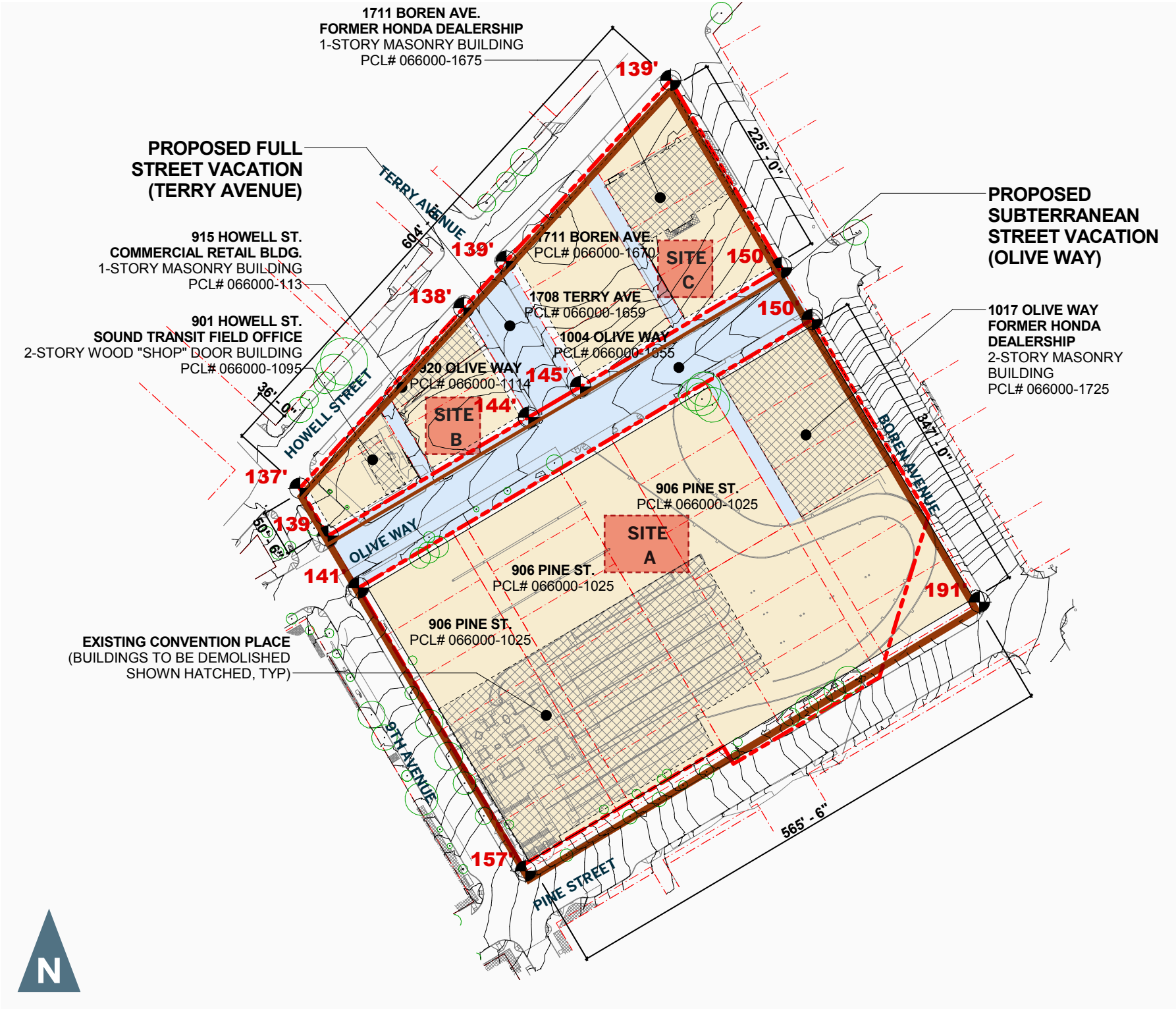
## WSCC URBAN CONTEXT





# 2 PROJECT BACKGROUND EXISTING CONTEXT

## EXISTING SITE PLAN



## EXISTING SITE AREA

The project site consist of 3 blocks bounded by Howell Street to the north, Pine Street to the south, 9th Avenue to the west, and Boren Avenue and I-5 to the east. Terry Avenue and Olive Way divide the site in the interior. The site slopes significantly from the highest point at the intersection of Boren Avenue and Pine Street where they cross over 1-5 on the southeast corner of the site to the lowest point at the intersection of 9th Avenue and Howell Street on the northwest corner of the site.

Proposed vacations include remaining alleys on Sites A, B, & C, as well as a full vacation of Terry Avenue (ROW to remain open to sky) and a subterranean vacation of Olive Way.

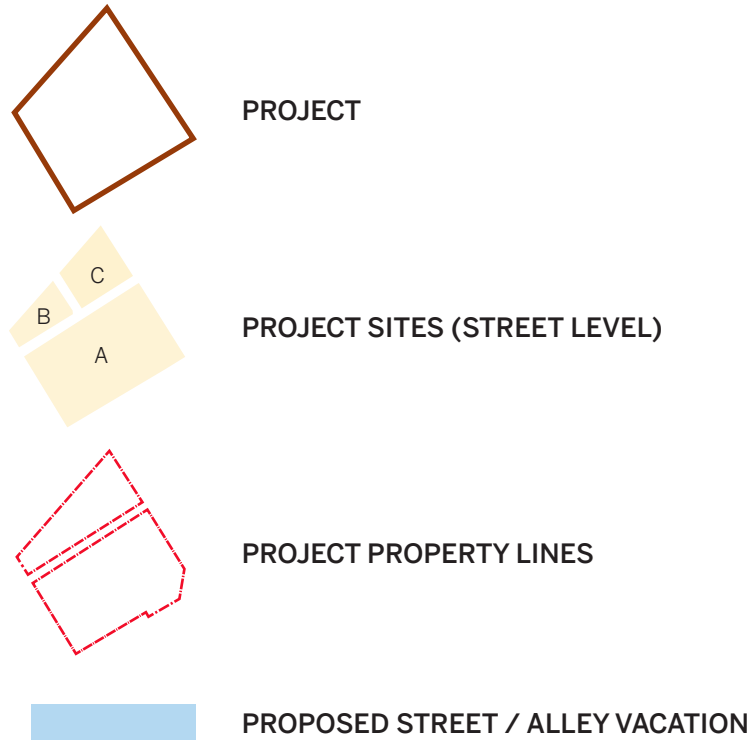
## EXISTING BUILDINGS

The current uses on the site are most notably the Convention Place Station, along with a former Honda dealership on the block south of Olive Way. The blocks on the north of Olive Way also contain former Honda dealership facilities, a small commercial retail building, and a Sound Transit field office. The Honda facilities are now vacant.

## EXISTING LANDSCAPE

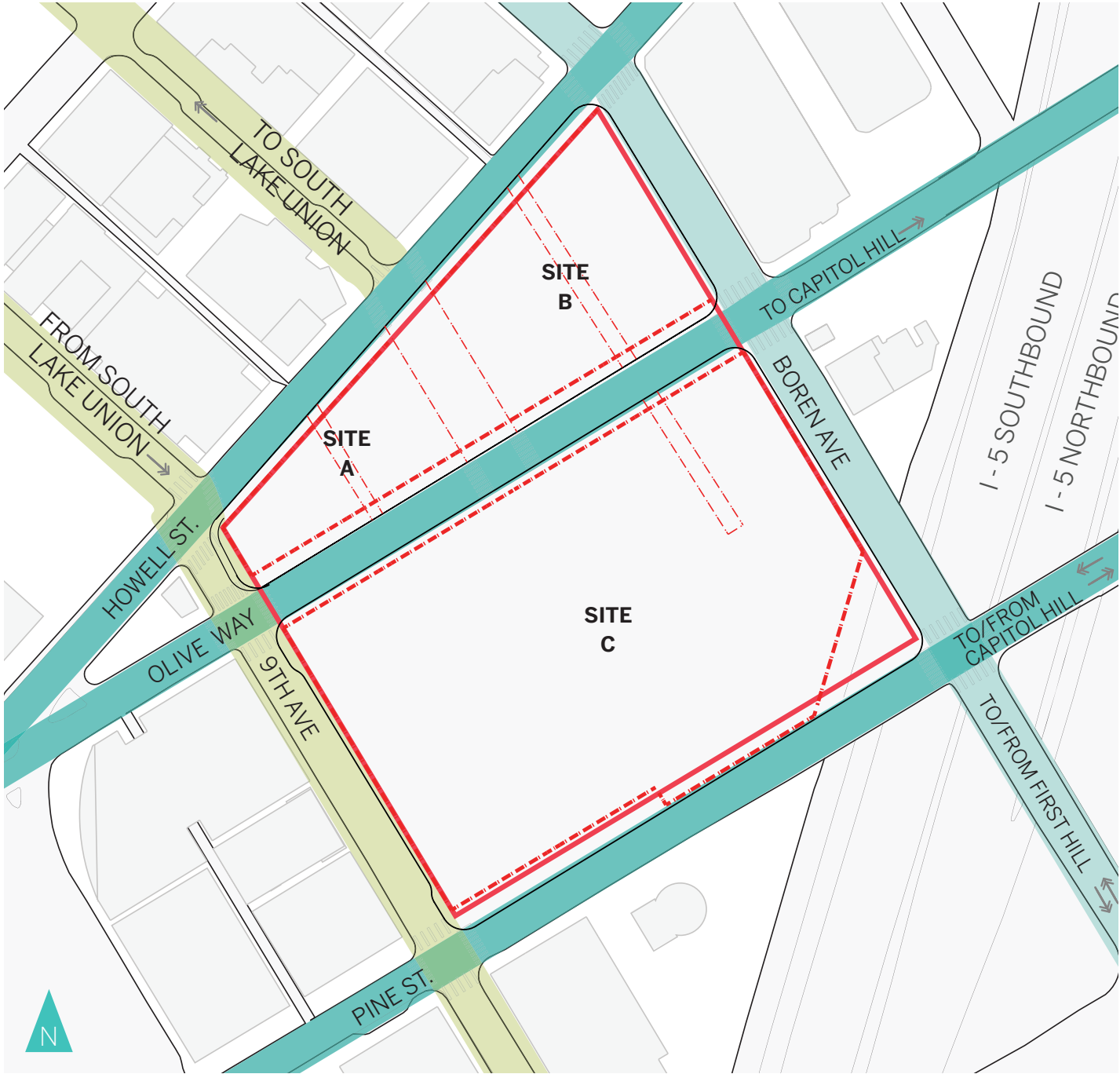
The Arborist collected data (06/25/2015) on all trees of significant size, 6" and greater. The research concluded that no Exceptions trees are located on the site.

## DOCUMENT KEY



# 2 PROJECT BACKGROUND EXISTING CONTEXT

## STREET CLASSIFICATIONS SUMMARY



- PRINCIPAL TRANSIT STREET
- PRINCIPAL ARTERIAL
- GREEN STREET
- PROJECT AREA
- PROPERTY LINE
- PROPOSED FULL ALLEY VACATION

## FRONTAGE CLASSIFICATION SUMMARY



- CLASS I STREET FRONTAGE
- CLASS II STREET FRONTAGE
- GREEN STREET FRONTAGE
- PROJECT AREA
- PROPERTY LINE
- PROPOSED FULL ALLEY VACATION

DOWNTOWN OVERLAY MAPS Map 1B Street Classifications

NOTE Landscape Requirement per Denny Triangle Urban Center Village Code applies to all frontages



# 2 PROJECT BACKGROUND EXISTING CONTEXT

**NOTE** Map + building reference images show a sample from EDG #1 book.  
Refer to EDG #1 book for remain buildings numbered, but not shown here.



- NOTABLE BUILDINGS
- LANDMARK BUILDINGS
- PLANNED/UNDER CONSTRUCTION
- EXISTING BUILDINGS ON SITE
- WSCC ADDITION SITE
- 9-BLOCK STUDY AREA



## 2 PROJECT BACKGROUND EXISTING CONTEXT

**NOTE** Map + building reference images show a sample from EDG #1 book. Refer to EDG #1 book for remain buildings numbered, but not shown here.



**906 NINTH AVENUE**  
Convention Station Place transit facility



**1017 OLIVE WAY**  
Honda of Seattle (Vacant)



**915 HOWELL STREET**  
Retail/Commercial



**1711 BOREN AVENUE**  
Honda of Seattle auto sales (Vacant)



**1619 9TH AVENUE**  
Worldmark Seattle: The Camlin



**911 PINE STREET**  
Paramount Theatre



**737 OLIVE WAY**  
Seattle Vault Self-Storage



**1100 OLIVE WAY**  
Seattle Children's Cancer Research



## 2 PROJECT BACKGROUND EXISTING CONTEXT

**NOTE** Map + building reference images show a sample from EDG #1 book. Refer to EDG #1 book for remain buildings numbered, but not shown here.



**1626 BOREN AVENUE**  
Olive Tower Apartments



**1701 MINOR AVENUE**  
Metropolitan Parks Office Tower



**1800 NINTH AVENUE**  
Regence BlueShield/Amazon



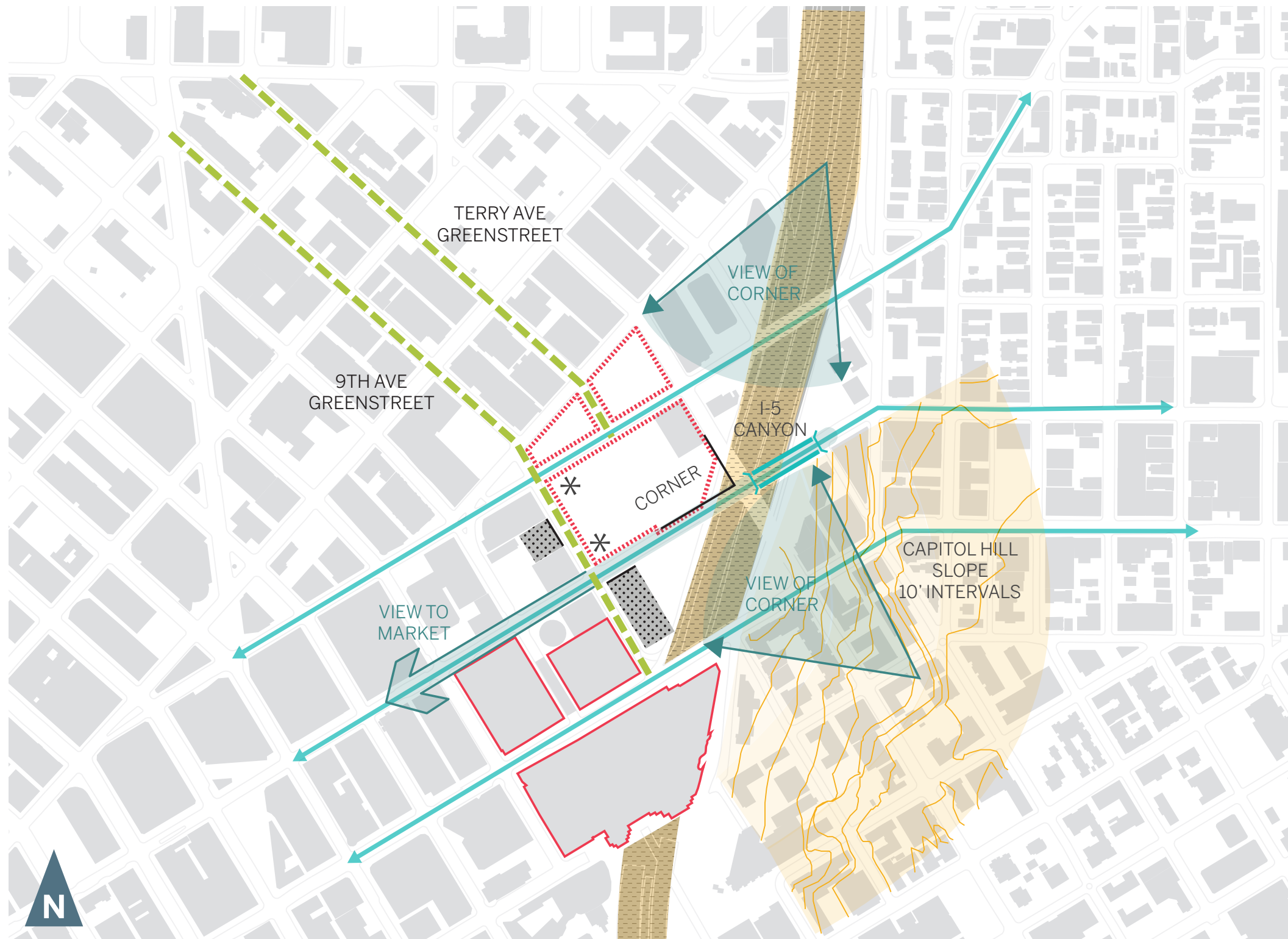
**809 OLIVE WAY**  
The Olivian Apartment High-Rise



**1823 TERRY AVENUE**  
Aspira Apartments, 37-story apartment building



## 2 PROJECT BACKGROUND EXISTING CONTEXT



### OPPORTUNITIES

These unique site conditions create a variety of opportunities that contribute to richness of the place. The project will be informed by capturing these moments at different scales, establishing a presence that is equally compelling at street level as it is a significant addition to the city skyline.

- Use the building form and massing to complete the exposed edge along Pine Street and shorten the bridge to Capitol Hill
- Promote the connection from Capitol Hill to Downtown by creating an attractive pedestrian experience, highlighting views to Pike Place Market.
- Fill in the corner of the block at Pine Street and Boren Avenue to help remedy the void created by I-5.
- Take advantage of the exposure created by I-5 and the topography to create a distinctive and memorable presence in the city.
- Establish 9th Avenue as an active forecourt to the primary entries and public lobby.
- Imagine 9th Avenue as a future connection to the existing convention center.
- Take advantage in the shift of the city grid at Howell Street to create a sense of place along 9th and Terry Avenues.
- Use the sites north of Olive Way to create a meaningful terminus to Terry Avenue and a transition to the Denny Triangle and South Lake Union neighborhoods.



## 2 PROJECT BACKGROUND SUMMARY OF EDG #1

### SUMMARY OF EDG #1

The first EDG meeting was structured to identify Urban Design and Context issues specific to the project, in order to focus the subsequent design proposals on key site and building relationships. The board identified the following areas as being key to the successful development of the project. A detailed response to board comments can be found in Chapter 6.

#### Next Generation Convention Center

The project pursues the next evolution of convention centers - firmly rooted in an urban context and supported by a vertically organized program. The density of an integrated mixed-use program overlaps interior and exterior spaces, providing daylight into the event halls. The successful future convention centers are connected to the local ethos, civic identity and pride. They are integrated with their urban context and public infrastructure. This fundamentally establishes convention center activity as viable urban experience.

#### What Makes This Seattle?

Seattle is a harmonious juxtaposition of big expansive nature and high tech progressive density. The proposal captures this dynamic by bringing the indoors out and the outdoors in. Skylights inside the lobby and event spaces, exterior event areas, and layering of soft and hard landscape elements confirm an ethos of urban nature, pairing distant vistas with rich local flavor.

#### Character, Massing & Scale

The proposed building form is compact, well below the allowable zoning envelope. The massing opens and shifts to respond to context at multiple scales, while respectfully engaging the scale and character of neighborhood and adjacent landmark buildings. Larger scale moves articulate overall mass and the roofscape, presenting a civic scale identity for the project.

#### Street Level Activity

The challenge for this project is to balance large scale program requirements on a proportionally small urban site. This creates an integrated, vibrant pedestrian environment as the project recognizes the desire to maximize ground floor activity. The visions for the facility is a layering of curated retail, revealed interior lobby spaces, and views in to event spaces beyond. Mixing up public and delegate spaces establishes the convention center as a critical contribution to the life of the city. Terraces at intermediate heights, and vertical layering of spaces promote visual connections into and throughout the building.

#### Pedestrian Experience

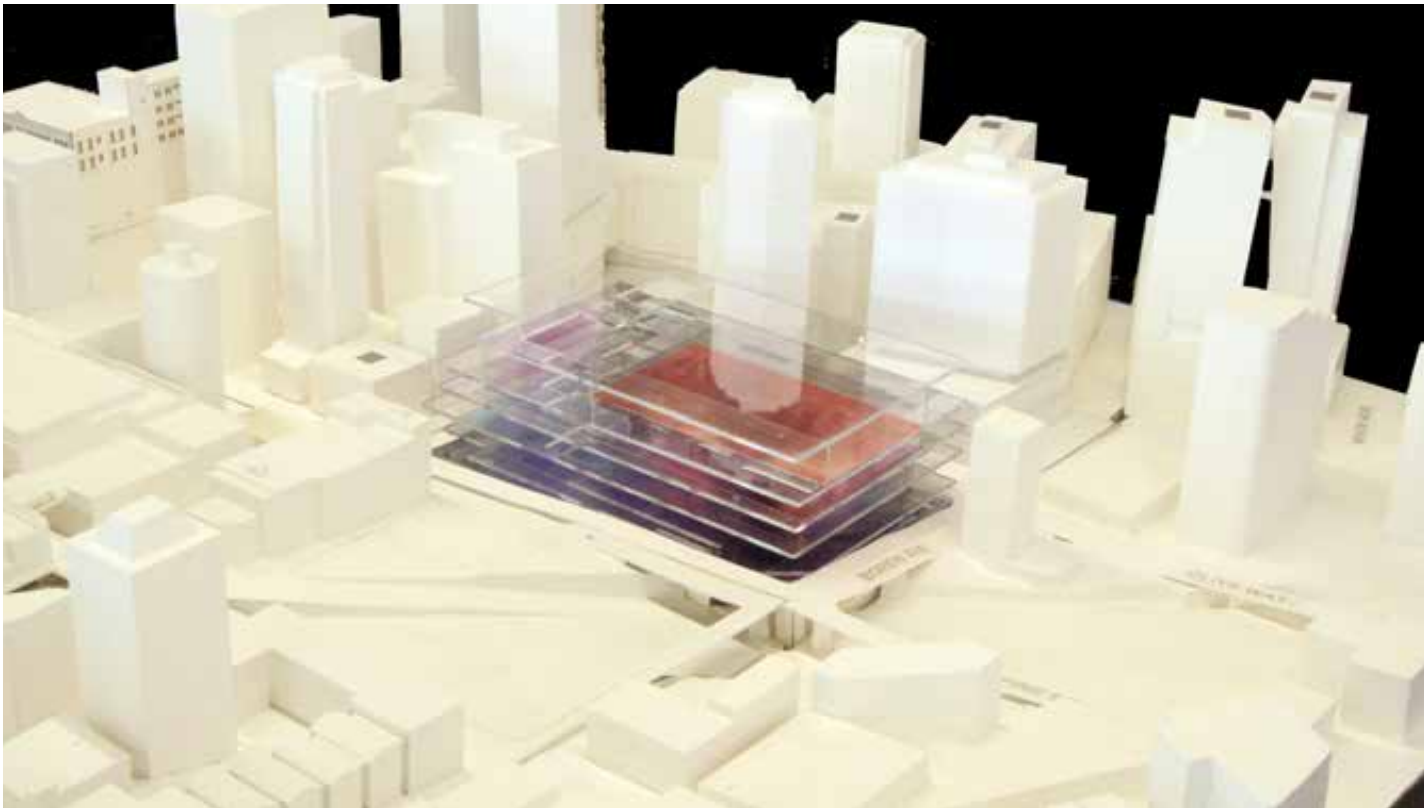
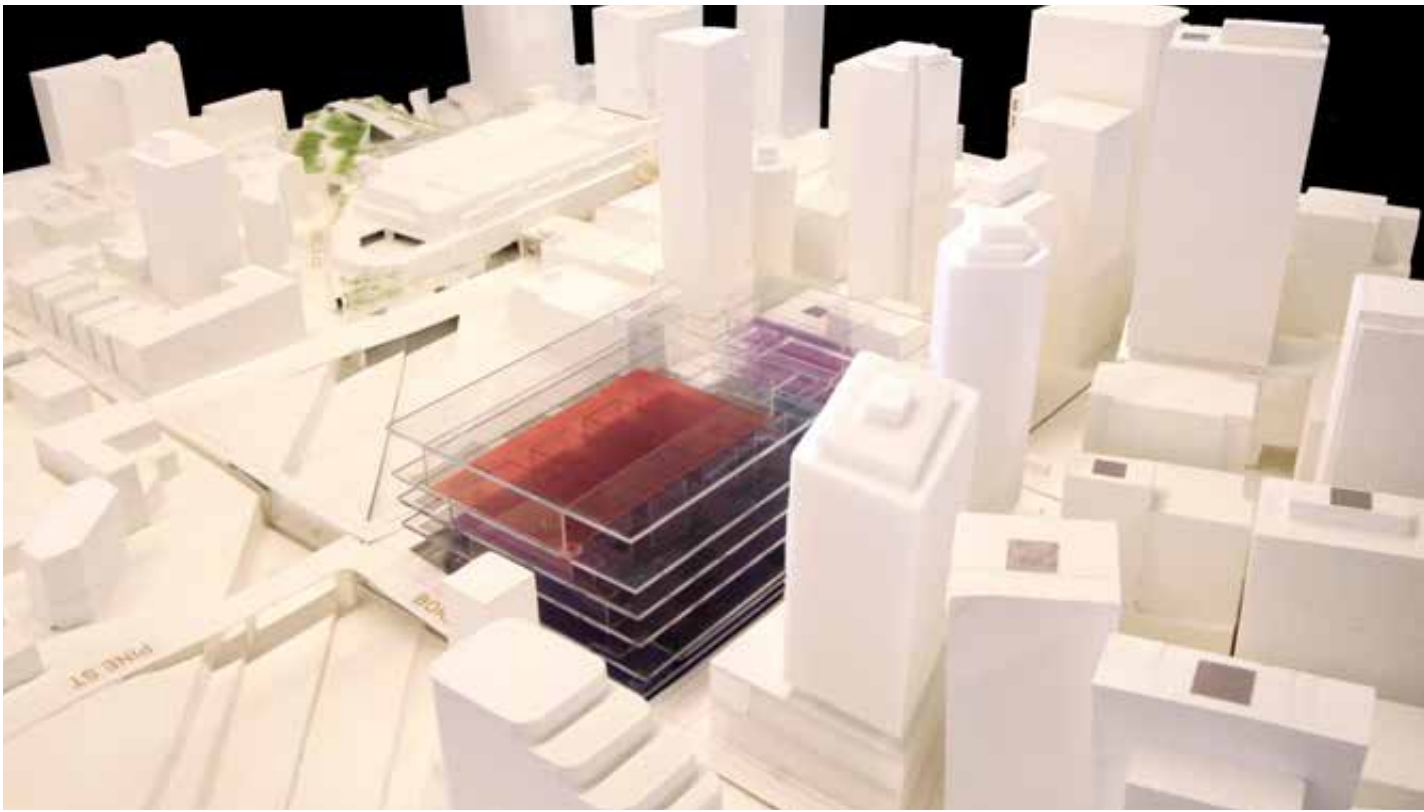
The proposal promotes appropriate scaled sidewalks and open space to balance the potential for crowd capacity with a necessary density of activity required for safe comfortable and interesting pedestrian spaces. The streetscape design further balances the need for vehicle circulation in ways that can mix with planting, hardscape, and pedestrian circulation safely. Other considerations include views to surrounding context landmarks and cityscape. Views into the facility at multiple levels reveal a continually changing program of events, experiences - urban reinvention unique to this program.

#### Topography & Landscape

The scale and grade of the site presents a specific set of strategies to the topography throughout site, specifically along Pine and Boren. The pedestrians navigate and read the topography through the careful placement of entries, terraces, circulation and event spaces.

#### Urban Neighborhood Connections

The project seeks to foster a sense of place that acknowledges the large scale of its intervention by responding to its location at the intersection of distinct urban neighborhoods. These site specific responses create a sense of identity and hierarchy for the project - while fostering connections to the adjacent neighborhoods and the existing WSCC.



**NOTE** See specific responses to DRB guidance beginning on page 106



## 2 PROJECT VISION ZONING OVERVIEW

### PROPERTY ADDRESSES

SITE A	SITE B	SITE C
1600 9th Avenue	920 Olive Way	1711 Boren Avenue

### KING COUNTY PARCEL NUMBERS

SITE A	SITE B	SITE C
#0660001025	#0660001095	#0660001655
#0660001700	#0660001113	#0660001659
#0660001725	#0660001114	#0660001670
		#0660001675

### ZONING SMC 23.49.056 MAP A

**SITES A/B/C**  
Denny Triangle Urban Center Village  
Downtown Mixed Commercial – DMC 340/290-400

### SITE AREA

SITE A	SITE B	SITE C
202,509 sf*	25,551 sf*	50,979 sf*

\* Includes vacated alleys

### DESIGN REVIEW SMC 23.41

Required

### STRUCTURE HEIGHT 23.49.008

NON-RESIDENTIAL **MAXIMUM HEIGHT**  
340ft

RESIDENTIAL **MAXIMUM HEIGHT**  
290-400ft depending on incentives

ROOFTOP FEATURES  
15ft above the applicable height limit.

### STREET-LEVEL USE 23.49.009 MAP 1G

PINE STREET – **REQUIRED\***

HOWELL STREET – Not Required

OLIVE WAY – Not Required

9TH AVENUE – Not Required

TERRY AVENUE – Vacated

\* **Minimum** 75% of each street frontage must be occupied by qualifying uses & located within 10 ft of the street property line

### FLOOR AREA RATIO 23.49.011 SMC-CHART A1

DMC 340/290-400  
FAR Base = 5  
FAR Max = 10  
TOTAL  
SITE A + SITE B + SITE C = 279,039  
279,039 x 10 (Max FAR) = 2,790,390 sq ft

### OVERHEAD WEATHER PROTECTION & LIGHTING 23.49.018

Required along the entire street frontage facade located within 5ft of property line or widened sidewalk except: where separate by landscaped areas at least two feet in width, or at driveways into structures of loading docks. Lower ledge must be between 10ft and 15ft above the sidewalk.

### DENNY TRIANGLE URBAN CENTER VILLAGE 23.49.056F

Provide landscaping in sidewalk area of the right of way as a square footage of 1.5 times the length of the street lot line. Must be 18” wide, along entire length of street lot line, except at building entrances, vehicular access (not to exceed 50% of the length of the lot line.

### PARKING 23.49.019

**MINIMUM REQUIRED**  
None

**PROPOSED**  
500 – 800 stalls

NON-RESIDENTIAL **MAXIMUM ALLOWED**  
1 per 1000 sf except with special exception.

**PARKING LOCATION WITHIN STRUCTURES**  
Parking above street level is permitted if separated along all street frontages of the structure by another use. Parking at street level is permitted if separated by other uses on Class 1 Pedestrian Streets, and at least 30% separated by other uses on Class 11 Pedestrian Streets.

**ACCESSORY PARKING** Permitted outright in areas shown on Map 1I if they contain a total of 20 or fewer parking spaces on the lot. 23.49.045

**BICYCLE PARKING**  
Bicycle parking required 1 space per 5,000sf of gross floor area of office or retail over 10,000 sf. Shower facility required for structures containing 250,000 GFA of office use.

1 space for every 2 dwelling units of residential use.

**CURB CUT LOCATION**  
**PER DIRECTOR AS A TYPE 1 DECISION SMC 23.49.019.H.1.C**

**LOADING BERTHS**  
Off-street loading berths required per SMC 23.54.035  
TABLE A



2 PROJECT VISION ZONING OVERVIEW

**MINIMUM SIDEWALK WIDTH**  
23.49.022 MAP 1C

PINE STREET – **18FT**

HOWELL STREET – **18FT\***

OLIVE WAY – **18FT\*** 9th Ave to Terry Ave / **12FT** Terry Avenue to Boren Ave

BOREN STREET – **12FT**

9TH AVENUE – Varies, **GREEN STREET**; **20FT** additional required\*\*

TERRY AVENUE – Varies, **GREEN STREET**; **20FT** required\*\*

\* When on a one-way street, only the side with transit stops shall be **18ft**, the other side shall be **15ft**.

\*\* Per Denny Triangle Urban Center Village Downtown code, 50% of the setback must be landscaped

**OPEN SPACE** 23.49.016  
Provide 20sf for each 1000sf of Office use GFA larger than 85,000sf.

**COMMON RECREATION AREA** 23.49.010  
Provide 5% of Residential GFA larger than 20 dwelling units. A maximum of 50% may be enclosed.

**STREET FACADE & STREET SETBACKS**  
23.49.056 MAP 1F

PINE STREET – Class I

HOWELL STREET – Class I

OLIVE WAY – Class I

BOREN STREET – Class II

9TH AVENUE – **GREEN STREET**

TERRY AVENUE – **GREEN STREET**

**FACADE TRANSPARENCY REQUIREMENTS** SMC 23.49.056C  
Class I & **Green Streets** = **minimum 60%**  
Class II Streets = **minimum 30%**

**BLANK FACADE LIMITS** SMC 23.49.056D  
Class I & **Green Streets** = 15ft max  
Class II Streets = 30ft max

**UPPER-LEVEL DEVELOPMENT STANDARDS**  
23.49.058  
**NON-RESIDENTIAL USE ABOVE 160 FT IN HEIGHT**

**Green Street Setback**  
9th Avenue & Terry Avenue Continuous upper-level setback of 15ft on the street frontage abutting the green street at a height of 45ft

**Facade Modulation**  
Required above 85ft from the sidewalk for any portion of a structure located within 15ft of a street property line.

**Maximum Facade Width**  
0-85ft = No Limit  
86-160ft = 155ft  
161-240ft = 125ft  
241-500ft = 100ft

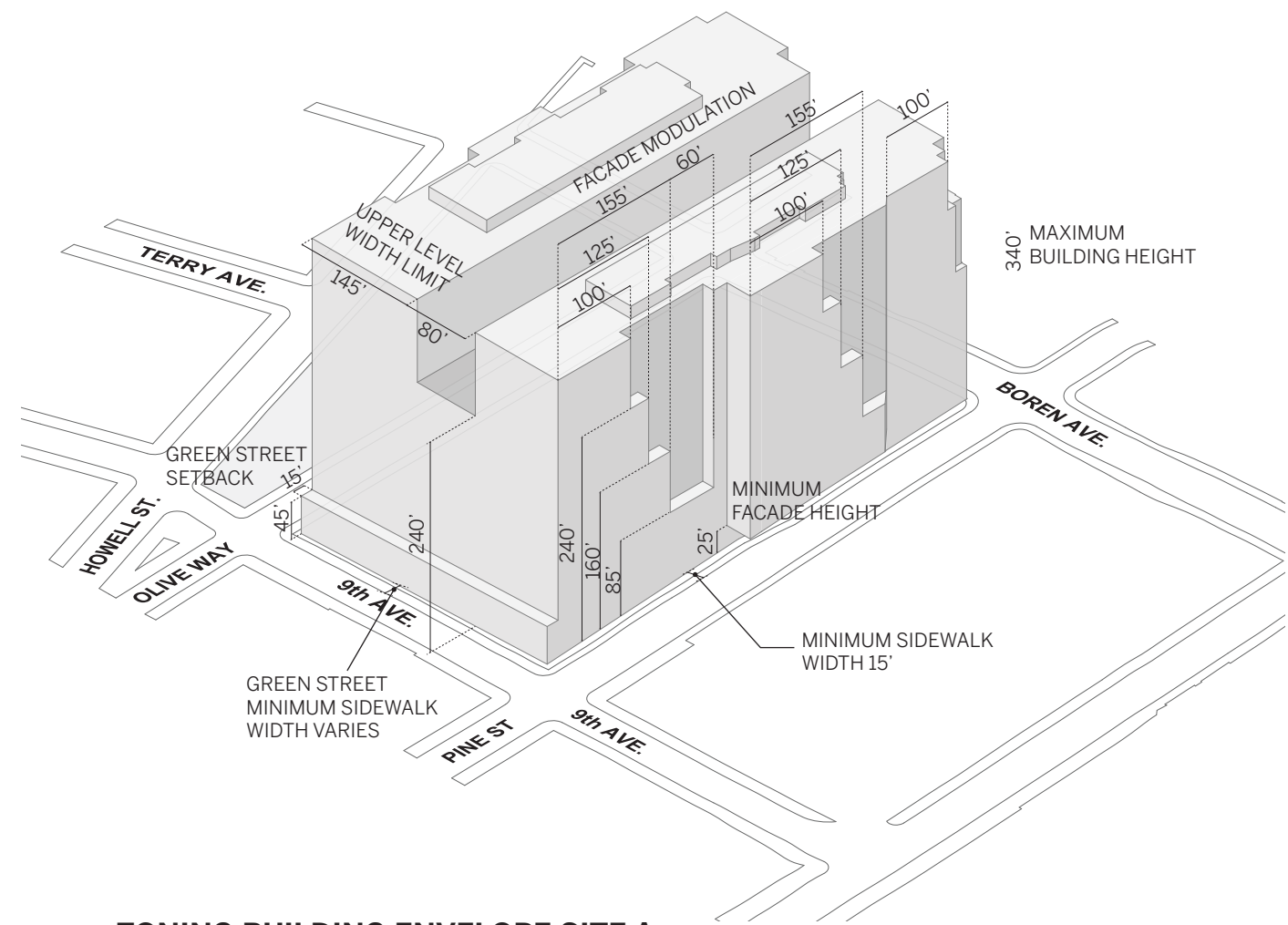
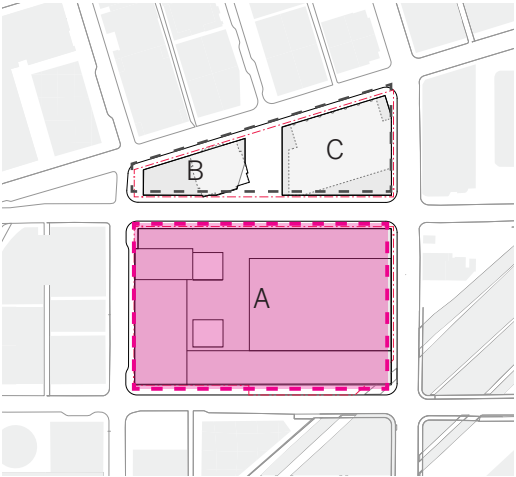
**UPPER LEVEL WIDTH LIMIT** For portions of structures in non-residential use above 160ft where any story above 85ft exceeds 15,000sf. Upper-level width limit is required on lots that exceed 200ft in width and depth. Any portion of a building above 240ft shall be 145ft along the general n/s axis of a site (parallel to the Avenues). This portion shall be separated horizontally from any other portion by 80ft at all points.



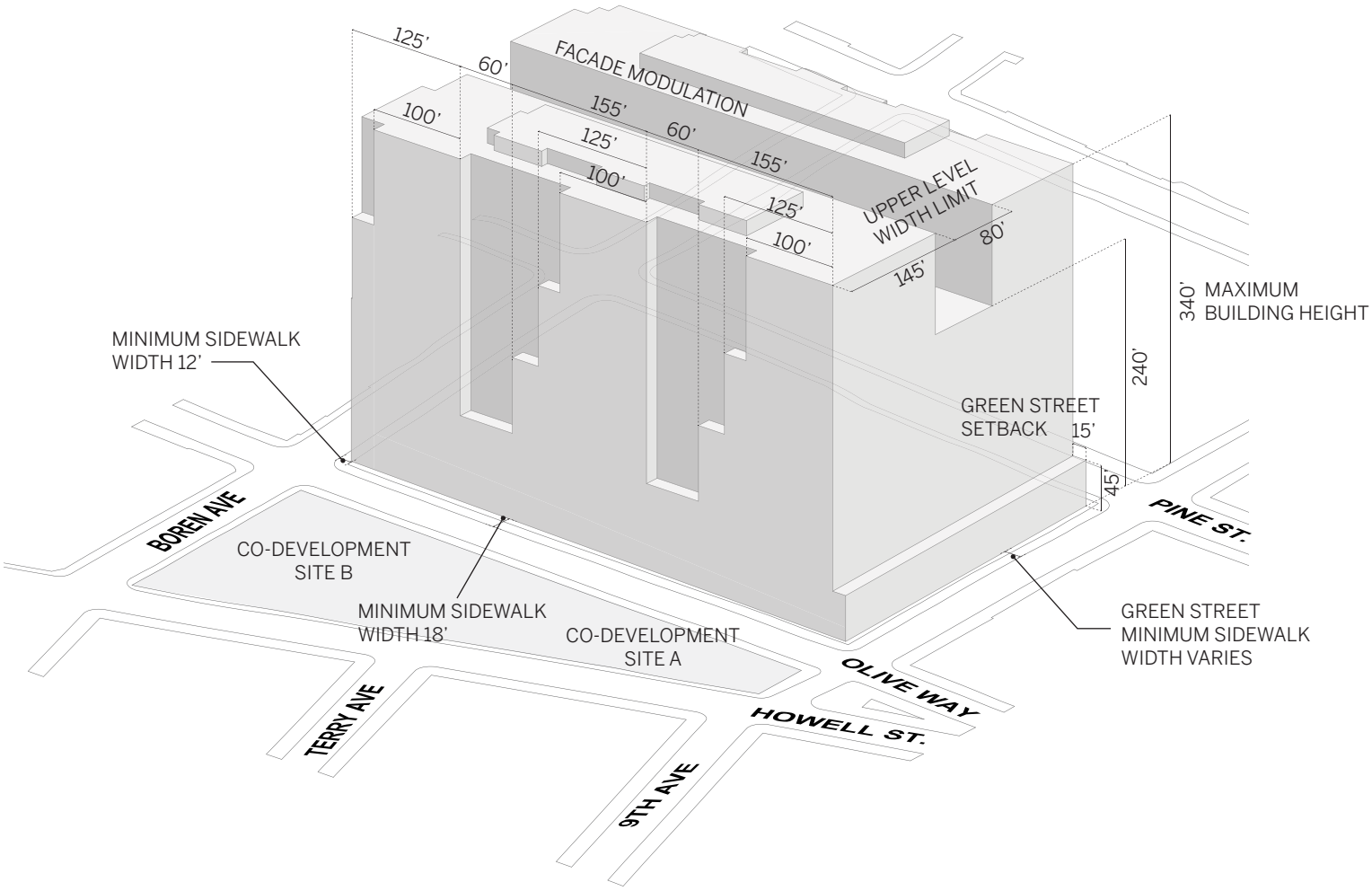
### 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER INTRODUCTION

#### INTRODUCTION

Concept options were studied for the complete project in order to develop a holistic approach that integrates the convention center and mixed use co-development into the urban context. For clarity in presenting the individual program elements, option 1 and option 2 for the convention center and option 1 and option 2 for the co-development are described separately. Option 3, the preferred option, is combined to show the entire project including the convention center, mixed use program, and associated public realm.



ZONING BUILDING ENVELOPE SITE A





# 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER PROGRAM SUMMARY

## CONVENTION CENTER PROGRAM

- EXHIBITION HALL

  - Lower Hall: 150K contiguous
  - Access to daylight
  - 90' x 90' column grid or larger
  - 30'x30' planning grid
  - Rectangular configuration
  - 60/40 split
- FLEX HALL

  - Upper Hall: 100K contiguous (35ft+ desired)
  - Strong visual connection to lower hall
  - Access to daylight & views
  - Long span structure, approximately 180'
  - 60/40 split
  - Highly flexible
- SUPPORT

  - Approximately 510K SF of space
  - 30ft width at edges of exhibit halls
- PRE-FUNCTION/LOBBY AREAS

  - Approximately 280K SF of space
  - 50ft width at Exhibit Halls
- MEETING ROOMS

  - Area: 120K SF
  - Flexibility
  - Access to daylight & views
- BALLROOMS

  - Area: 70K SF + potential flex space
  - Flexibility
  - Access to daylight & views
- LOADING

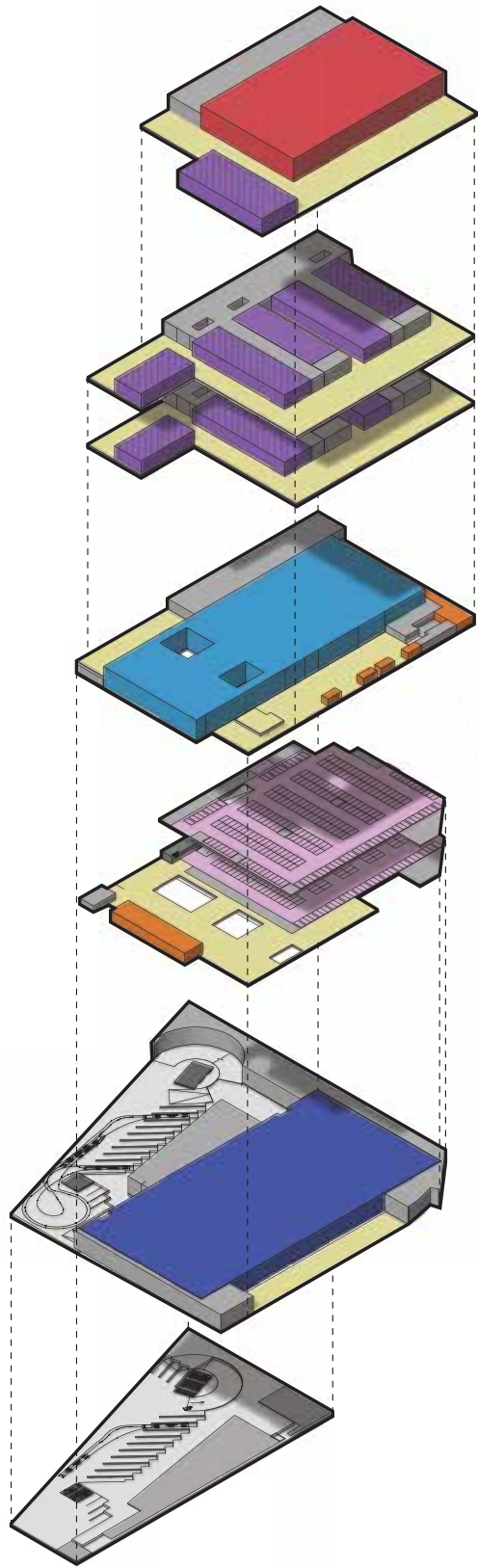
  - Approximately 200K SF of space
  - Inbound: Boren, Outbound: Terry
  - Locate docks adjacent to Lower Hall
  - Elevators to Upper Hall
- RETAIL

  - Potential retail locations
- PARKING

  - Program for 500-800 parking stalls

**NOTE** Preliminary stacking diagram for reference, depending on option

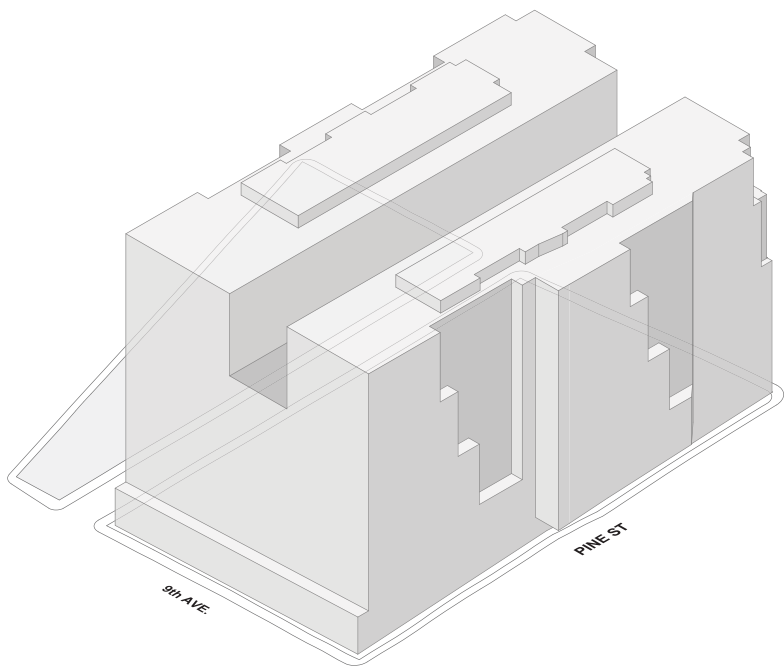
PROGRAM STACKING DIAGRAM





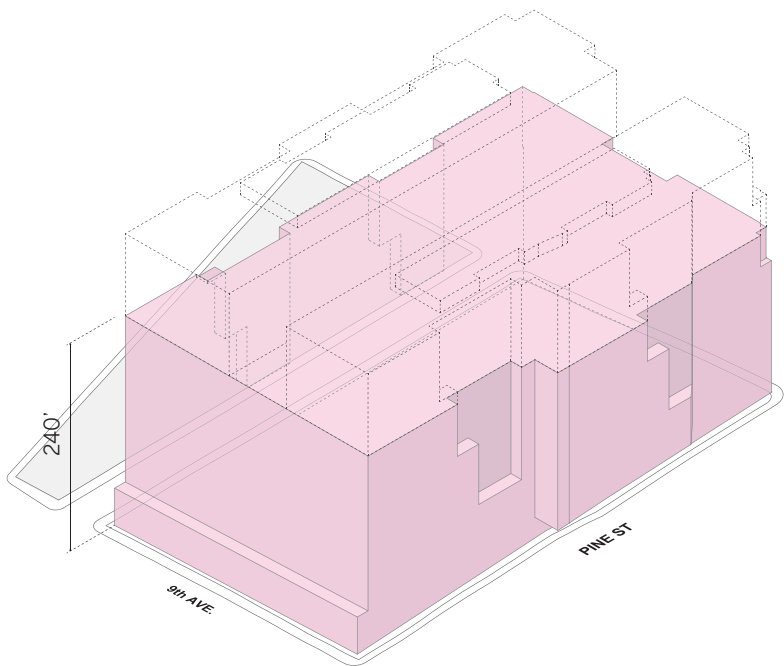
### 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER ZONING ENVELOPE

#### CONCEPT DIAGRAMS



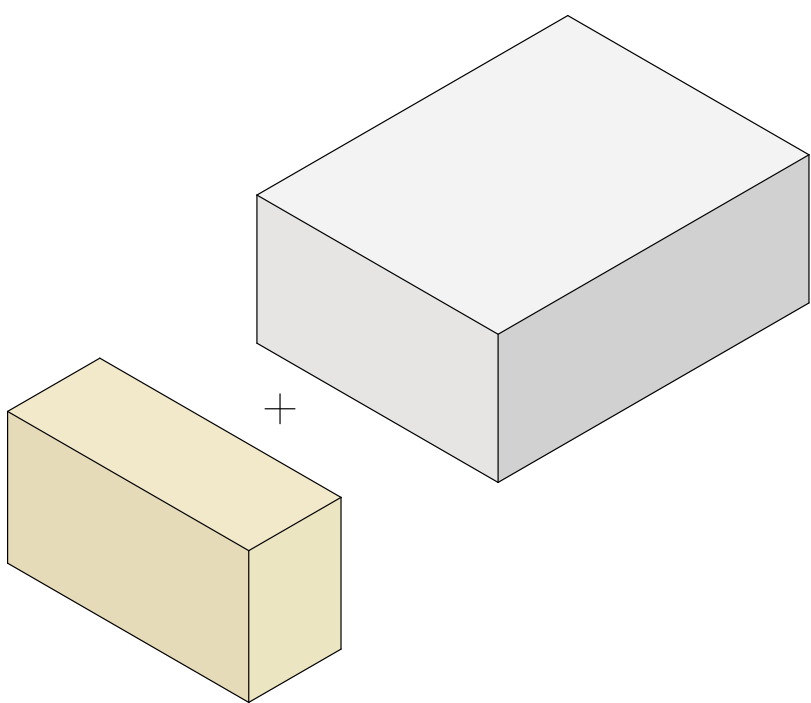
**ZONING ENVELOPE FOR SITE A**

The Zoning Envelope for Site A illustrates the maximum commercial height of 340ft, setback to accommodate the minimum required sidewalk widths, green street setbacks, minimum facade heights, and upper level development limits. The property line along the eastern portion of the Pine Street edge extends past the sidewalk. The zoning envelope extends over the sidewalk above the required minimum sidewalk width.



**PROGRAM MASSING HEIGHT**

The proposed convention center program does not maximize the full height and mass allowable by code, keeping the overall height below the 240ft datum that begins the upper level width limit.



**FIXED PROGRAM SPACES + FLEXIBLE SPACE**

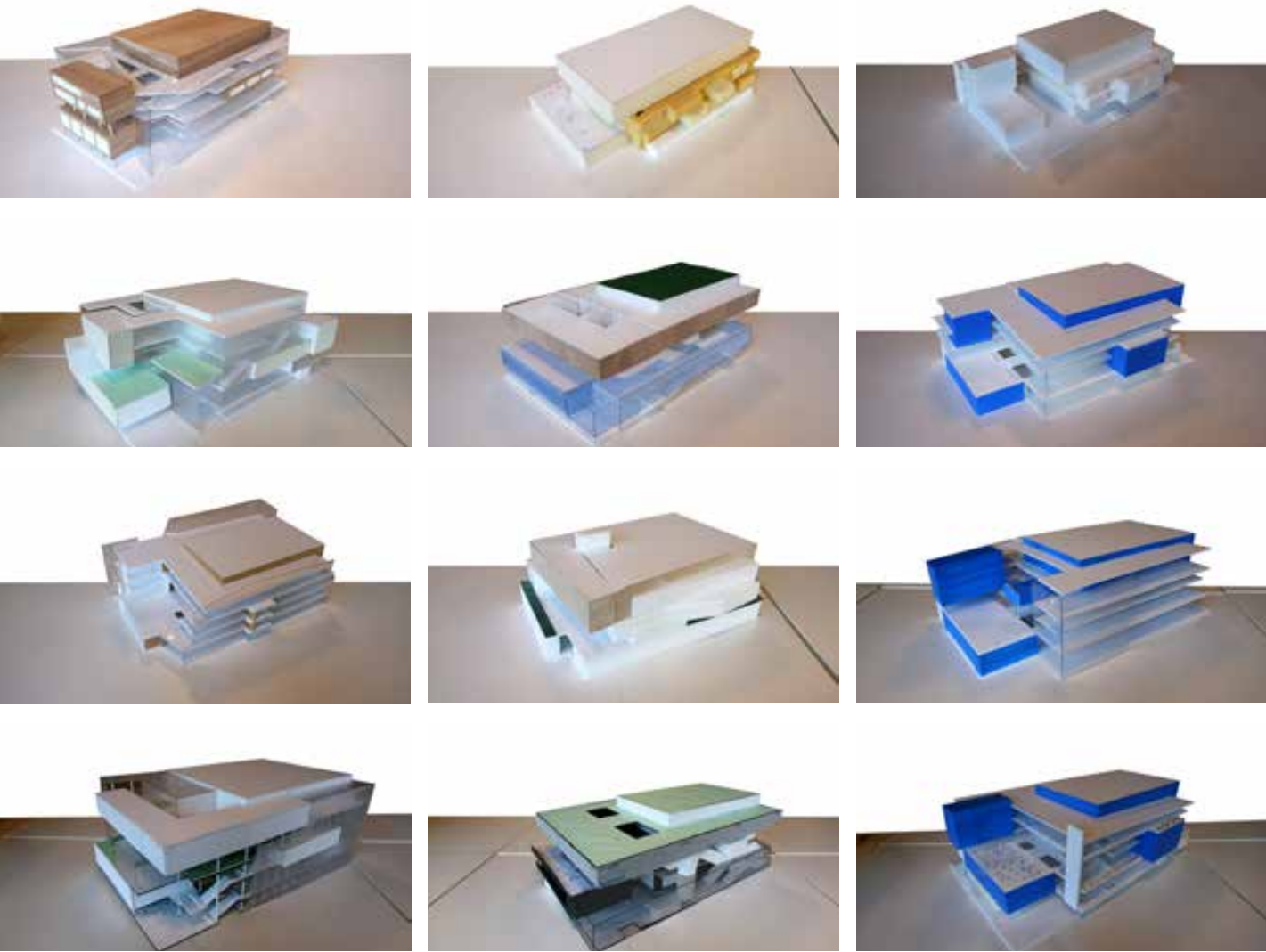
The convention center program includes a Combination of large event spaces with a mixed configuration of malleable prefunction, lobby, and exterior spaces. The following options demonstrate different strategies to arrange the lobbies and exterior spaces to capitalize on opportunities for interior/exterior relationships, daylight into public spaces, and integration into the urban context.



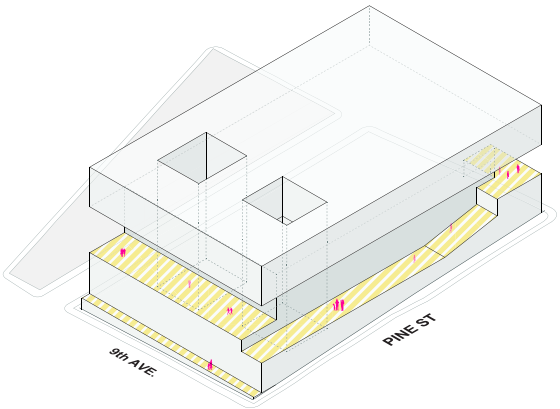
# 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER STUDIES

## CONCEPT DIAGRAMS

Preliminary design studies were developed to examine possible strategies which integrate functional effectiveness, urban forms, contextual relationships, active building edges, and public spaces. Each of the 4 edges where the project engages the adjacent areas involves unique characteristics suggesting different design strategies. Following are examples of models of those studies. Each is built around a relationship between inside and outside spaces, and the integration of these spaces with the surrounding context.

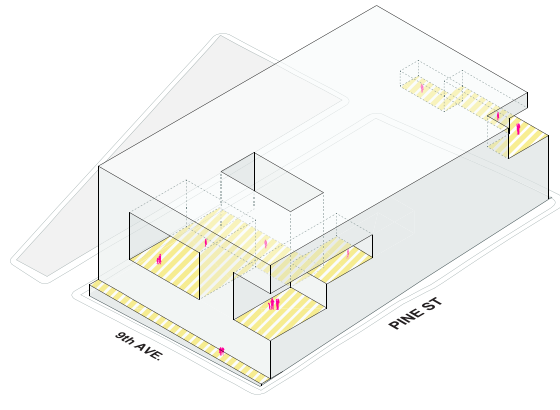


**NOTE** Concept options shown here are for the convention center facilities alone, framed by 9th Avenue, Boren Ave, Pine street, and Olive way. Co-Development options on the site north of Olive way are shown separately.



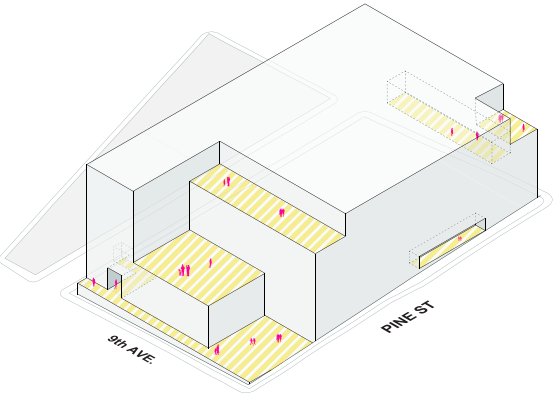
### OPTION 1 CENTRAL FLEXIBLE SPACES

The first option concentrates the flexible open space internal to the mass of the building focused around a central atrium. The remaining flexible spaces line the perimeter edges at the meeting room levels. This strategy reinforces a central zone for daylight and circulation, serving as a point of way-finding at the visible heart of the project. The edges of the site are clearly delineated with the mass to hold the street wall and contribute to the typical form of the city. The resultant massing is understood as a horizontal layering of forms with the dominate open space cut out of the center and eroded edges at the perimeter.



### OPTION 2 DISTRIBUTED FLEXIBLE SPACES

The second option distributes proportionally balanced flexible open spaces in medium size increments throughout the mass. This option takes a decentralized approach to the allocation of this space. This strategy emphasizes a combination of interlocking internal and external voids, creating opportunities to bring outdoor spaces into the building. The resultant massing is perceived as a larger singular form with intermediate voids carved out of the volume--exhibiting a variety of shapes and orientations framing views to the surrounding buildings.



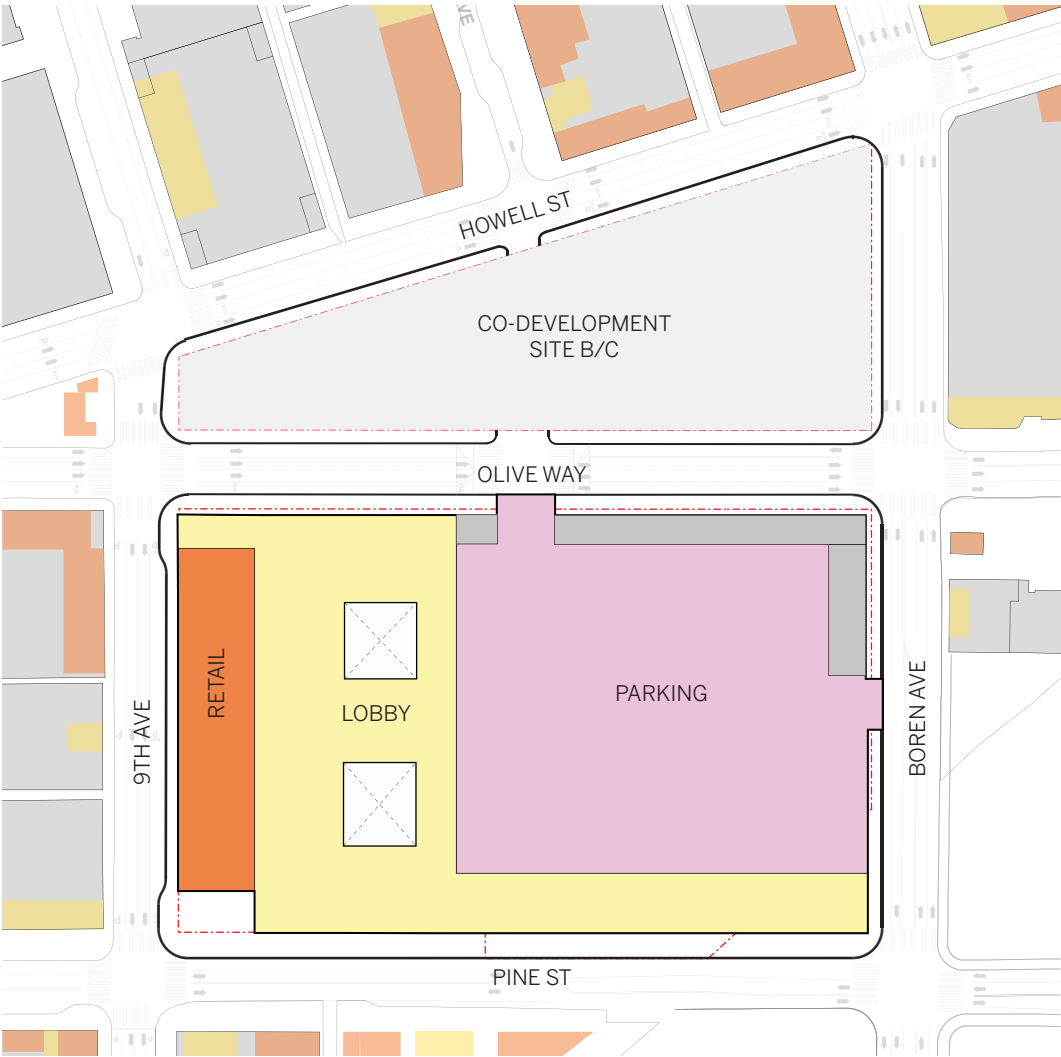
### OPTION 3 – PREFERRED URBAN COLLAGES

The third and preferred option optimizes both concentrated and distributed flexible space strategies--creating a collection of distinct forms that combine with the surrounding buildings and spaces to create a larger composition. The voids are sized and located to respond to specific contextual relationships features, creating a composition of outdoor spaces focused at the corner of Pine Street and 9th Avenue. The internal light walls are adjacent to the large outdoor terrace. This strategy promotes a hierarchy of scales, with voids that overlap to frame larger spaces and smaller sub-elements of the whole. The resultant massing is characterized by a collection of volumes and voids, collaged into a composition which engages the urban context.



### 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER OPTION 1

#### OPTION 1 – CENTRAL FLEXIBLE SPACES



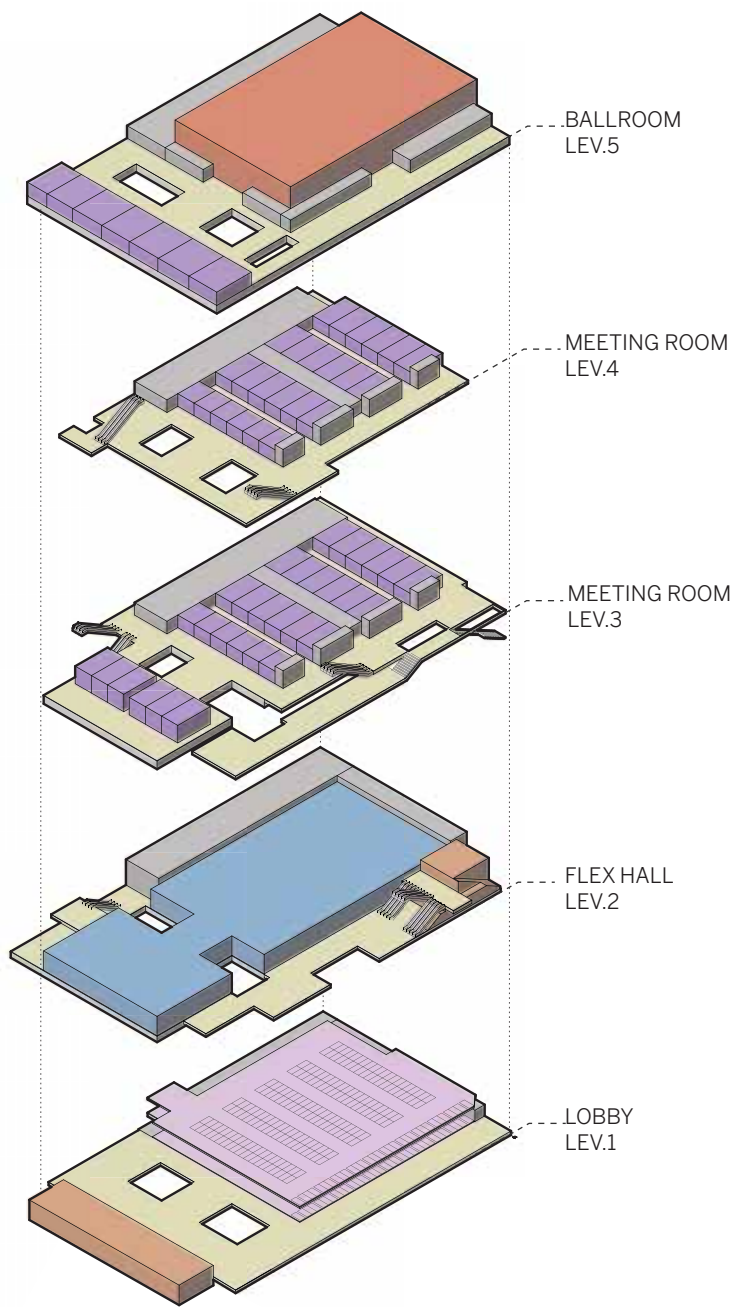
Option 1 concentrates more program spaces at the top floor and reduces the area on the meeting room levels. This enables the use of outdoor terraces contiguous with the meeting spaces above the flex hall level.

#### PROS

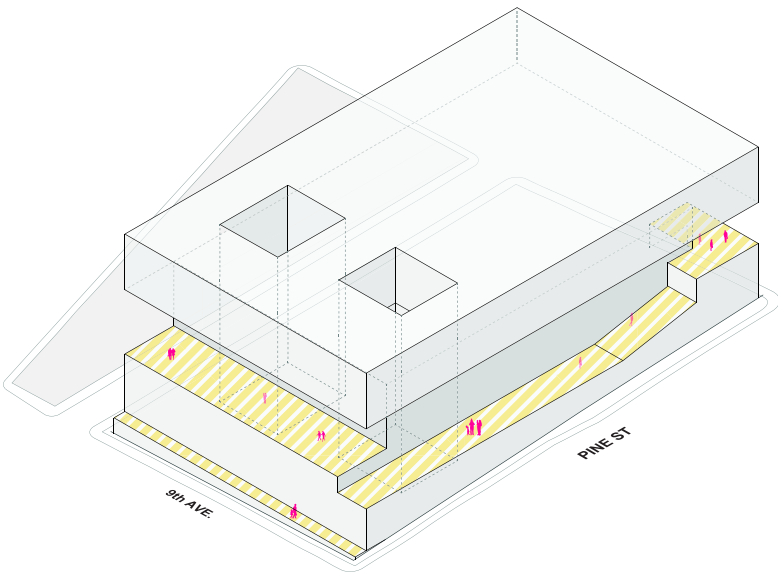
- Holds the urban block edges or street wall
- Establishes a recognizable building form as seen from all sides
- Clear internal way-finding for building occupants around central space

#### CONS

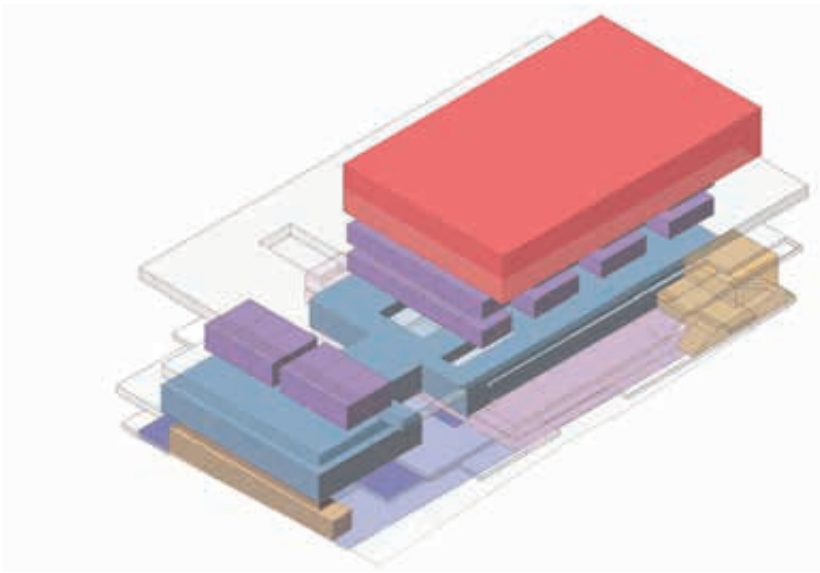
- Flex space is limited on exterior
- Visual mass is the most dominate



PROGRAM STACKING DIAGRAM OPTION 1



CONCEPT DIAGRAM

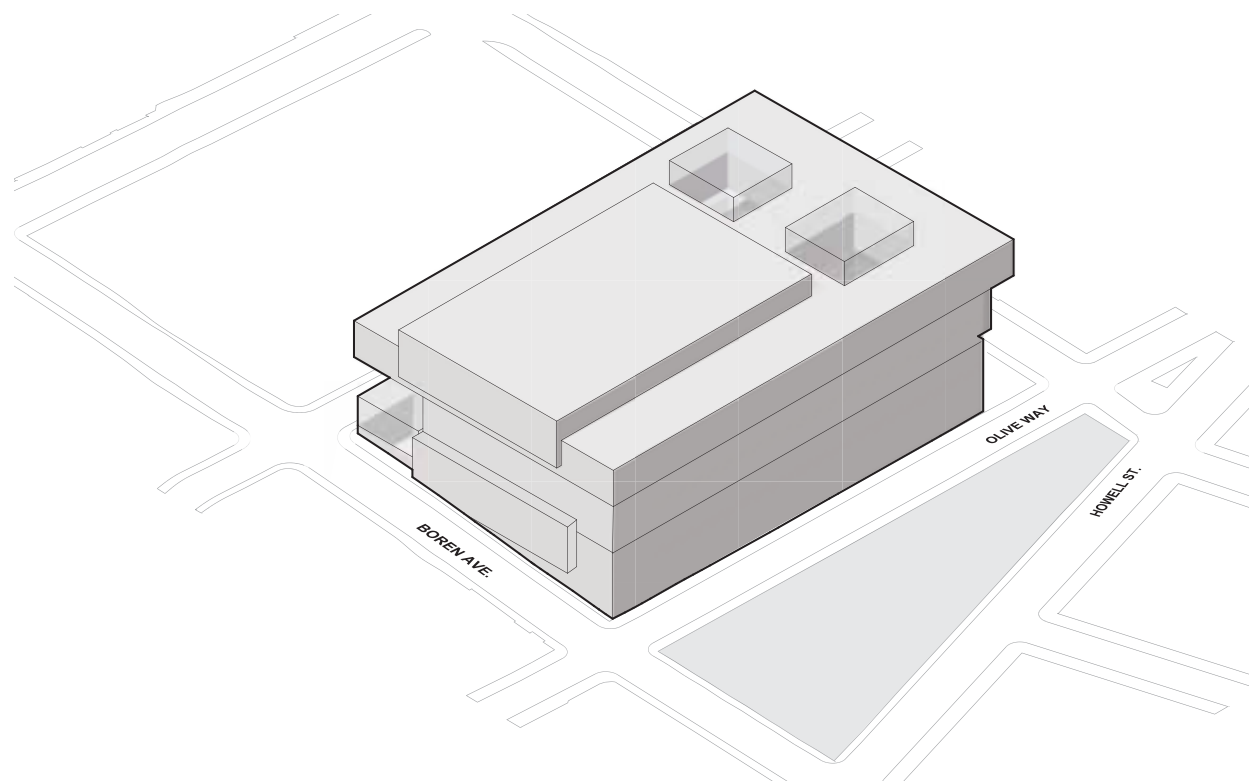
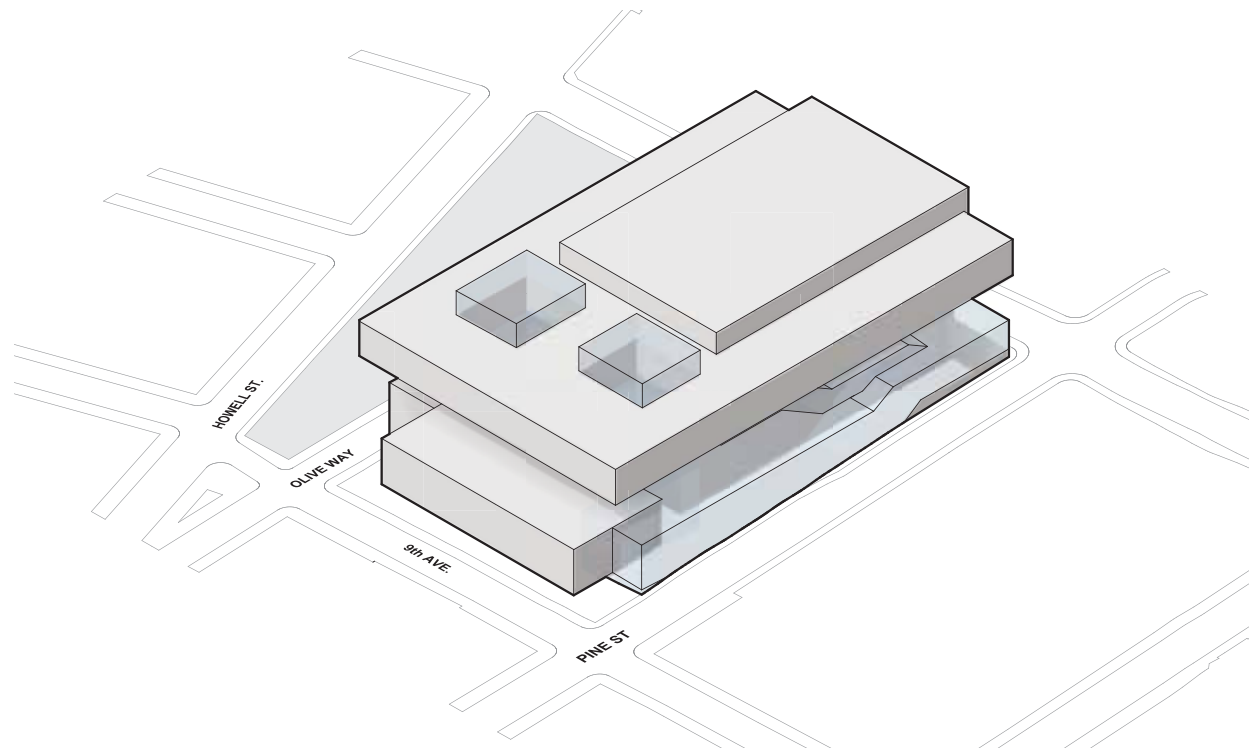


PROGRAM DIAGRAM



### 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER OPTION 1

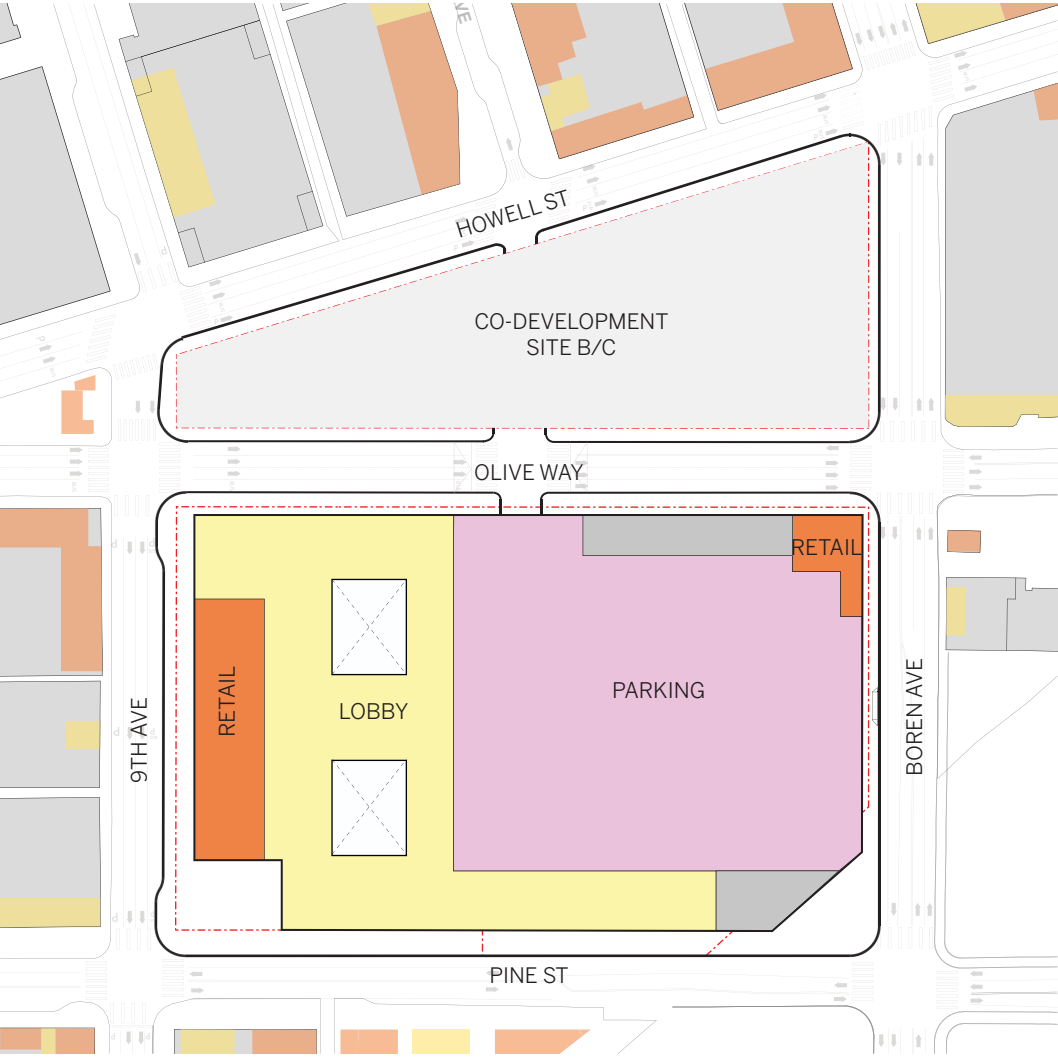
#### OPTION 1 – CENTRAL FLEX SPACE MASSING





# 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER OPTION 2

## OPTION 2 – DISTRIBUTED FLEXIBLE SPACES



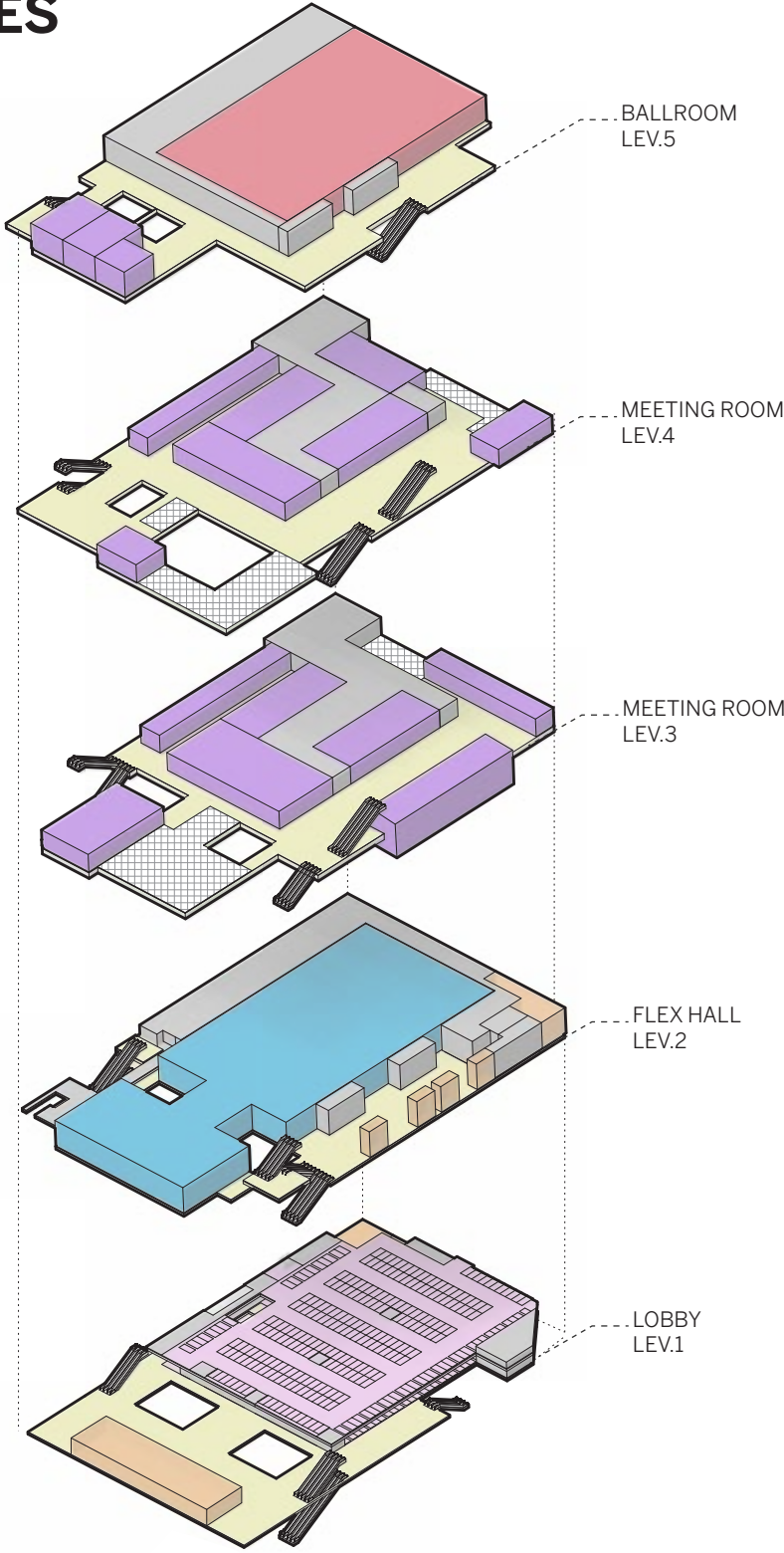
Option 2 distributes the meeting rooms throughout the top three levels of the building. The meeting room blocks are reoriented to minimize the amount of support spaces at the perimeter. Interlocking void create opportunities for bringing outdoor spaces into the building mass, framing a series of interconnected terraces.

**PROS**

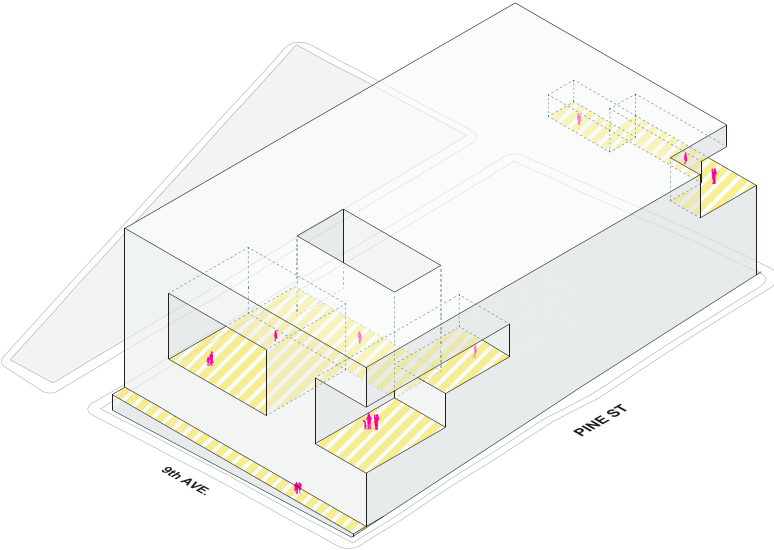
- Creates an unified building form
- Balances interior and exterior spaces
- Distributes larger flex spaces to the exterior
- Provides outdoor spaces at every level
- Meeting room block projected over Pine Street sidewalk animates facade and provides views from inside

**CONS**

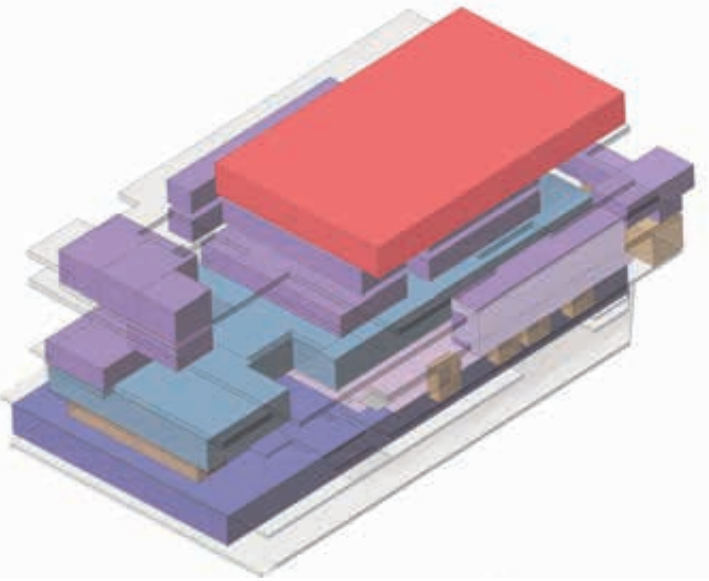
- Volume of mass and voids fill the site
- Less efficient meeting room layout
- Larger areas of planar walls
- Meeting room projection partially blocks west facing views from Pine Street and east of the site.



PROGRAM STACKING DIAGRAM OPTION 2



CONCEPT DIAGRAM

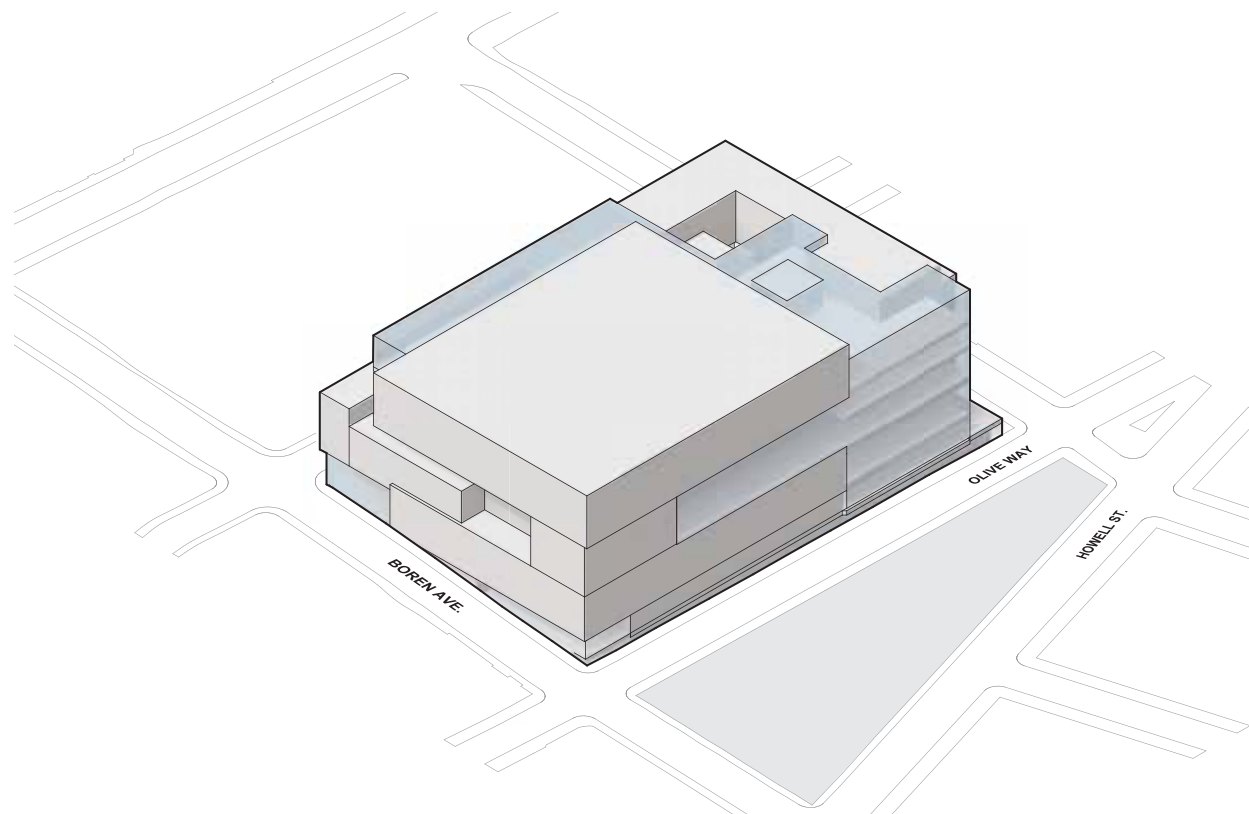
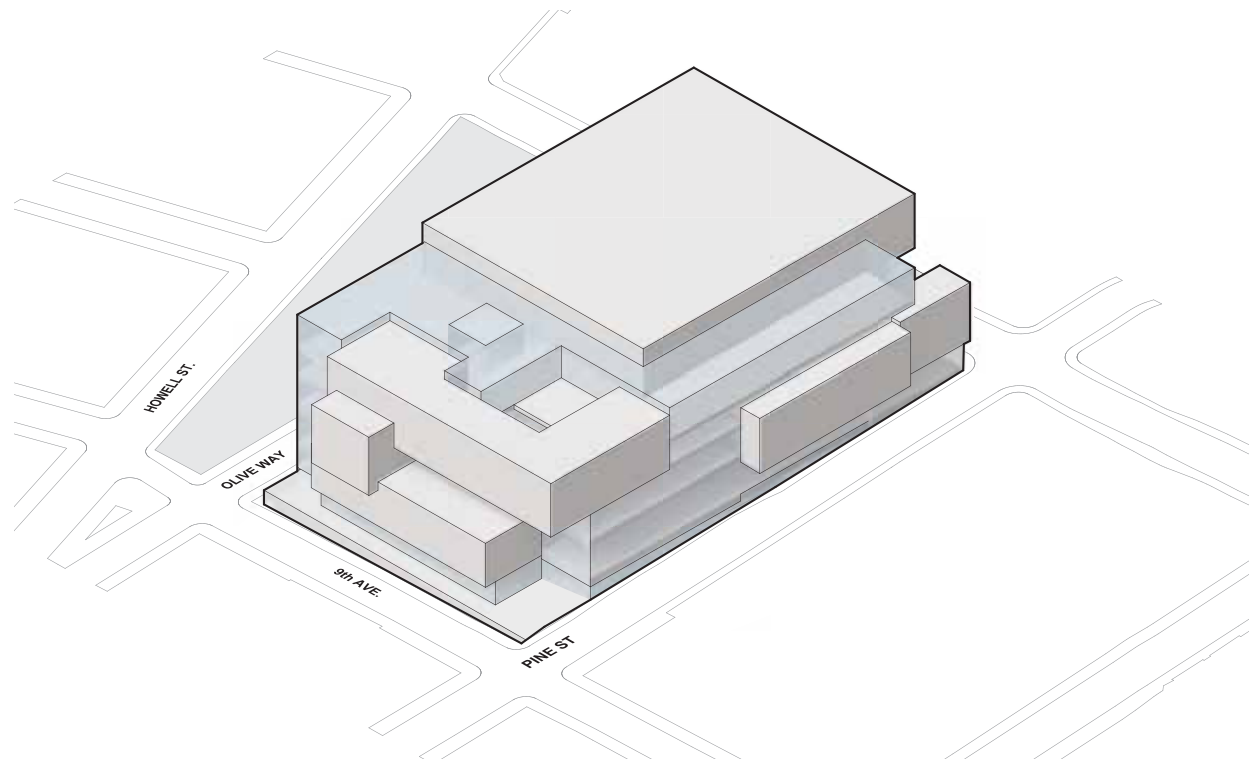


PROGRAM DIAGRAM



### 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER OPTION 2

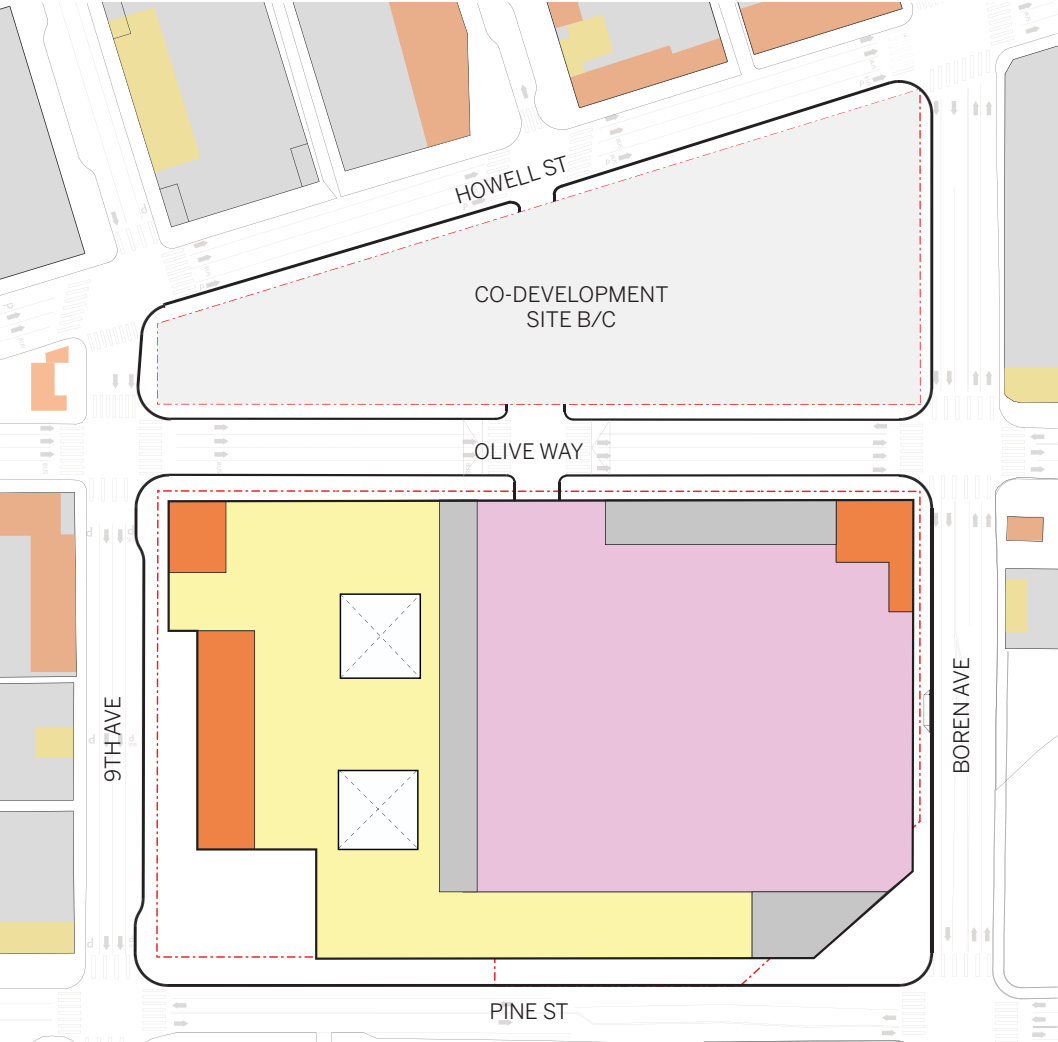
#### OPTION 2 – DISTRIBUTED FLEX SPACE STUDIES





# 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER OPTION 3

## OPTION 3 – URBAN COLLAGE – PREFERRED



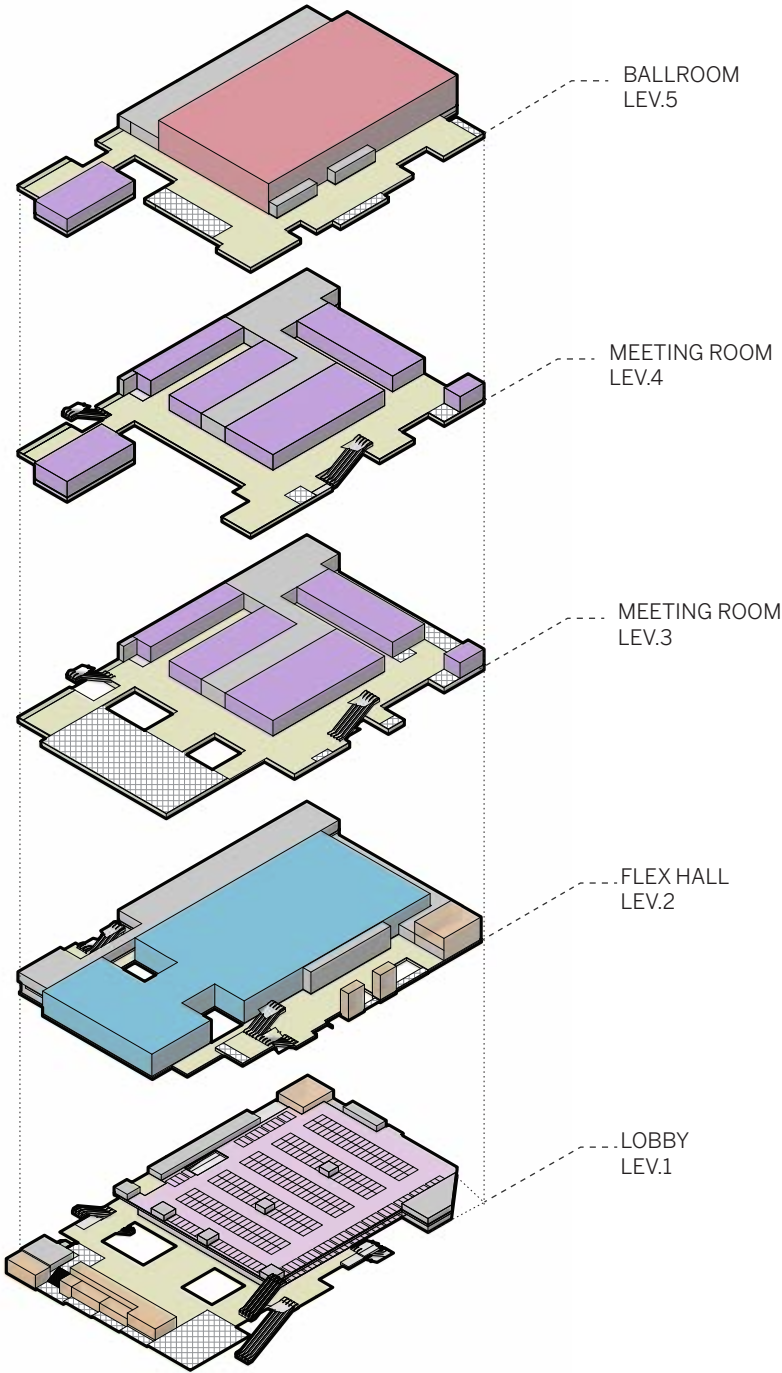
Option 3 (the preferred option) maximizes the amount of active convention center function spaces at the perimeter of the building, siting program to respond to specific contextual relationships. The commercial and residential towers share a streamlined vertical expression to show unity between the two buildings located in a textured and eclectic context. The open space at the ground plane directs Terry Street towards the west to meet the shifted grid and open up towards the primary entrance of the convention center.

### PROS

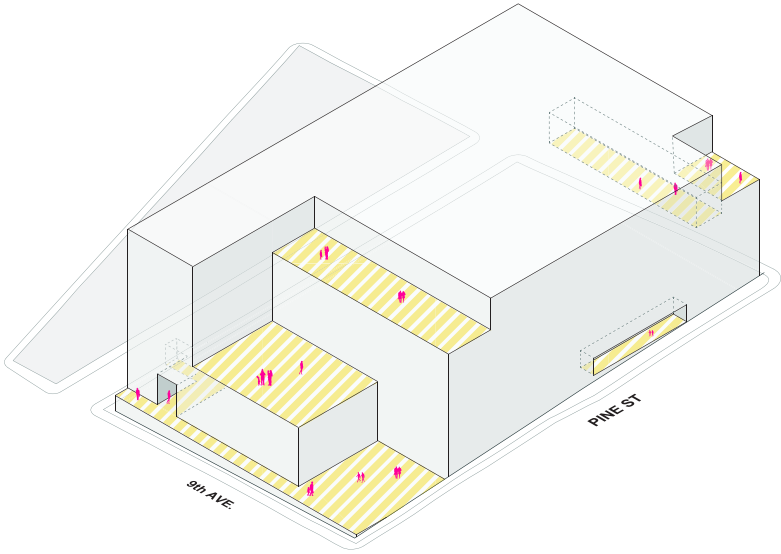
- Provides most exterior flex space
- Larger areas of flex space located near primary public entries
- Building forms engage surrounding buildings and spaces in a related composition

### CONS

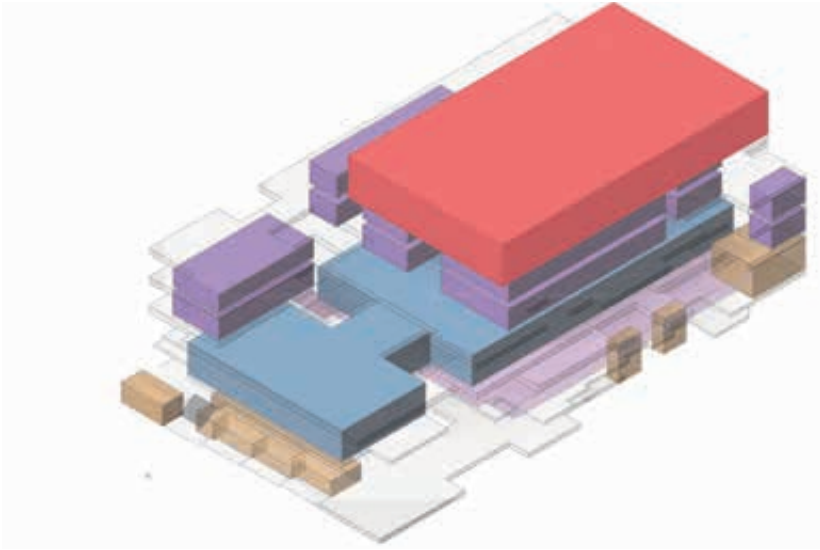
- Less unified building form
- Fewer interior flex spaces



PROGRAM STACKING DIAGRAM OPTION 3



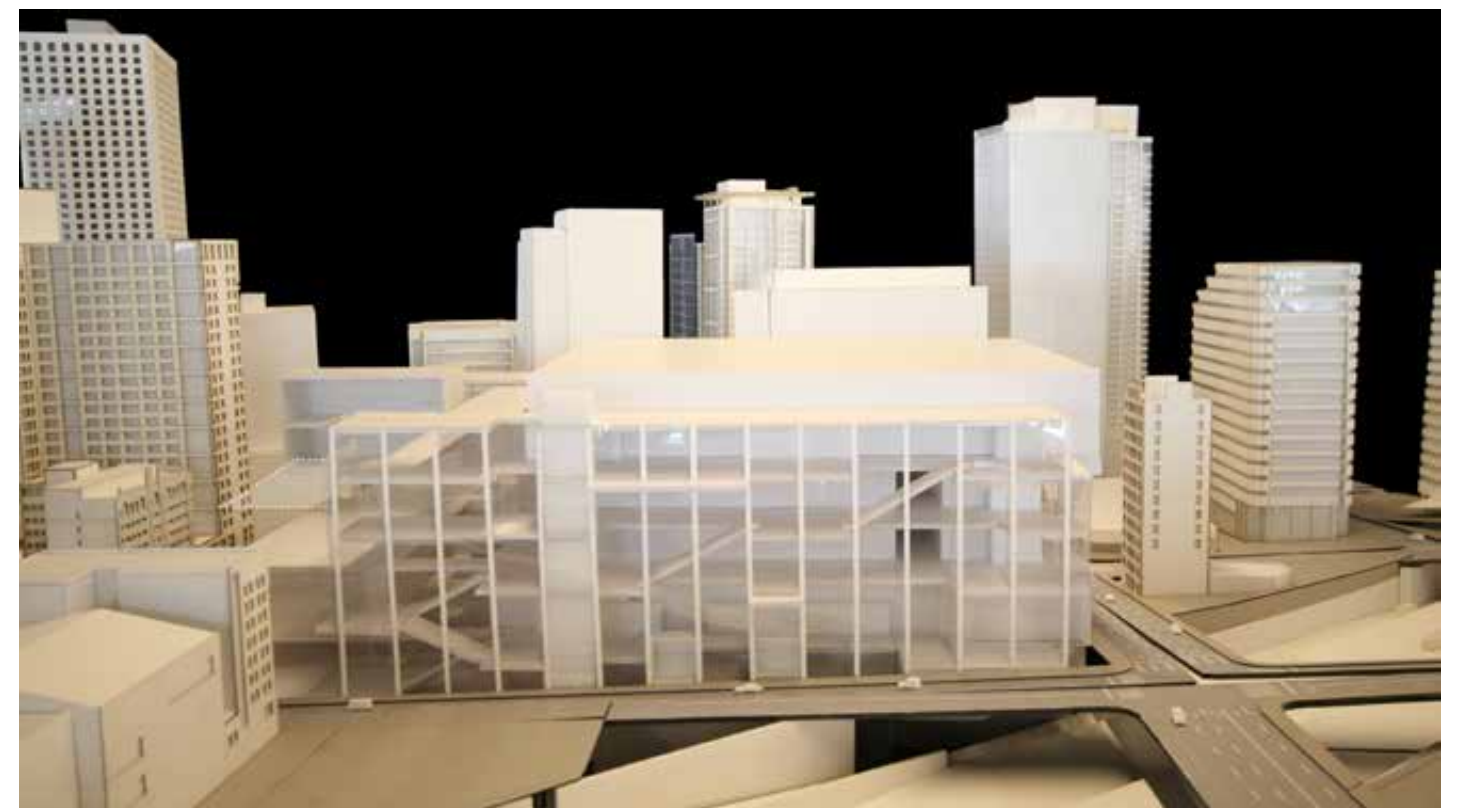
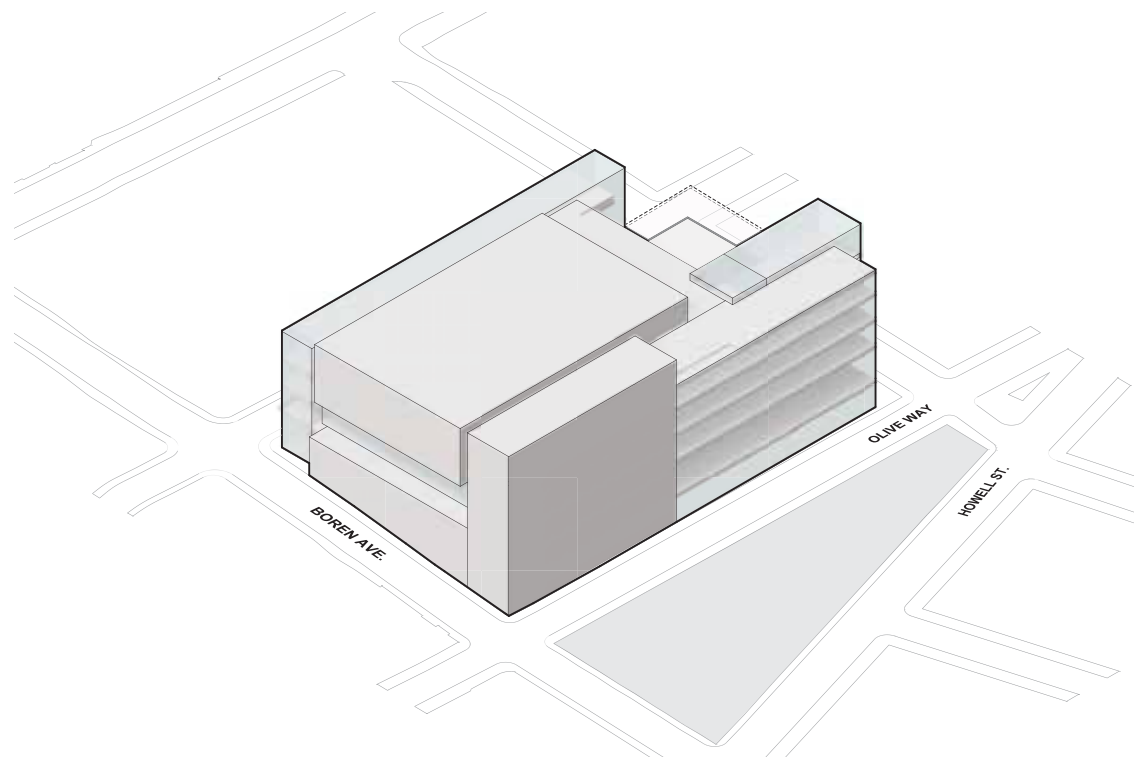
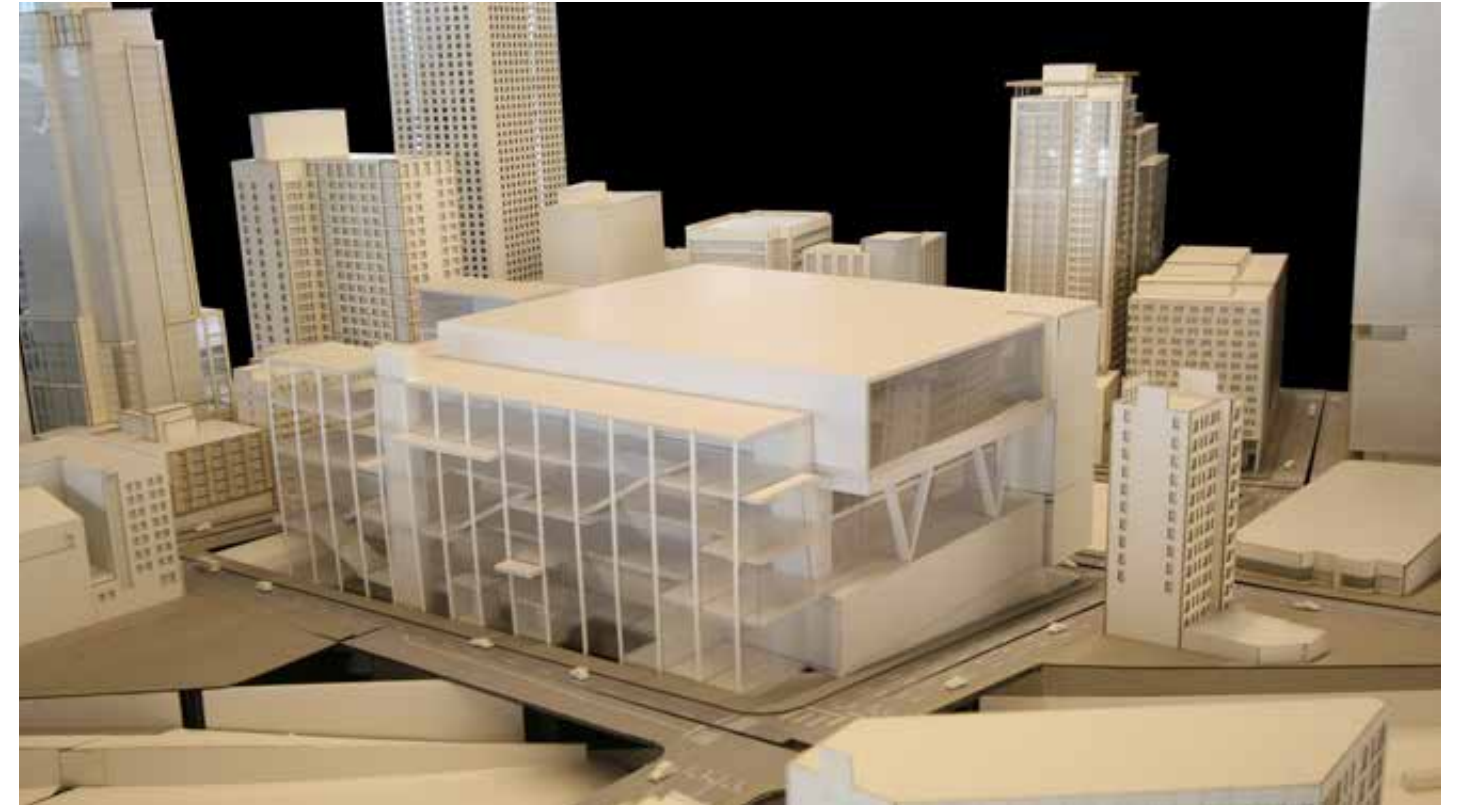
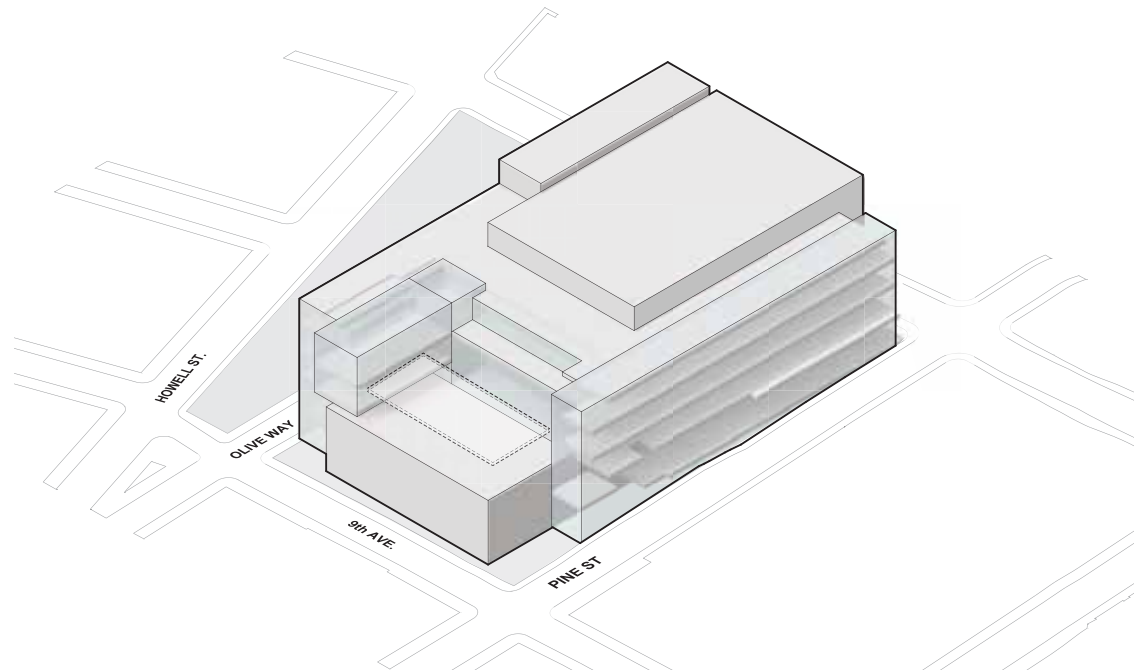
CONCEPT DIAGRAM



PROGRAM DIAGRAM



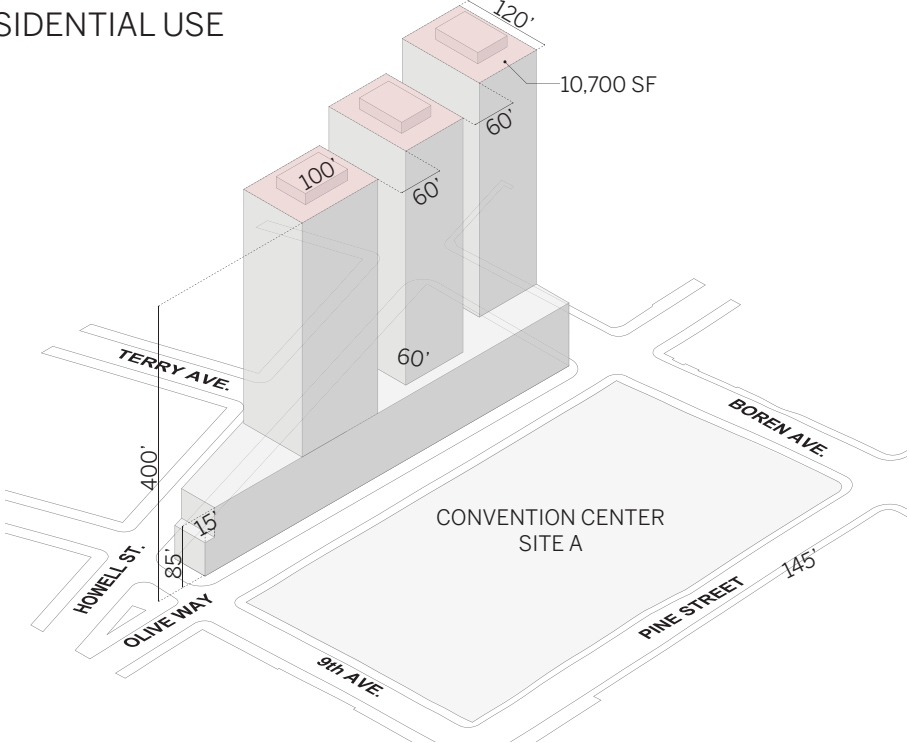
### 3 ARCHITECTURAL CONCEPT OPTIONS CONVENTION CENTER OPTION 3



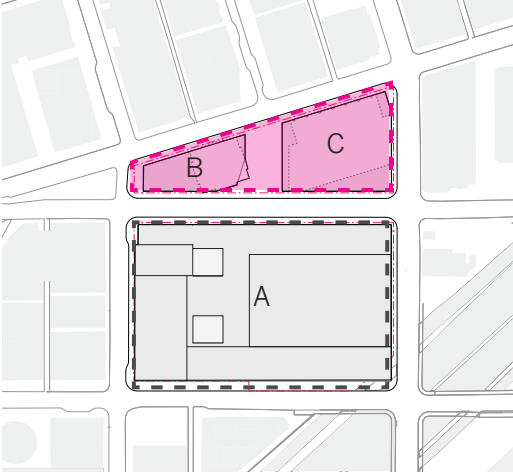
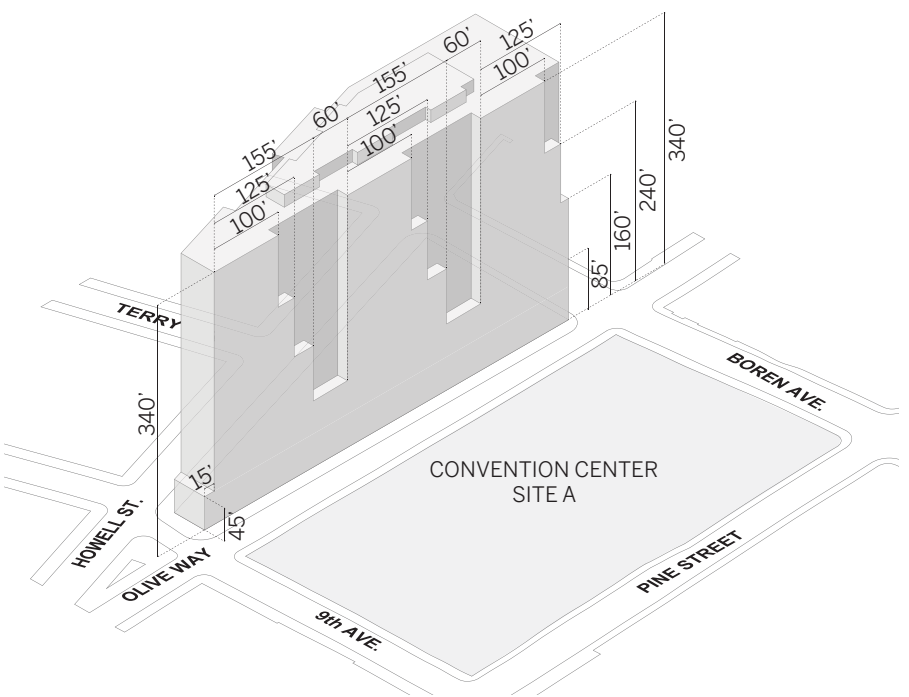


# 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT INTRODUCTION

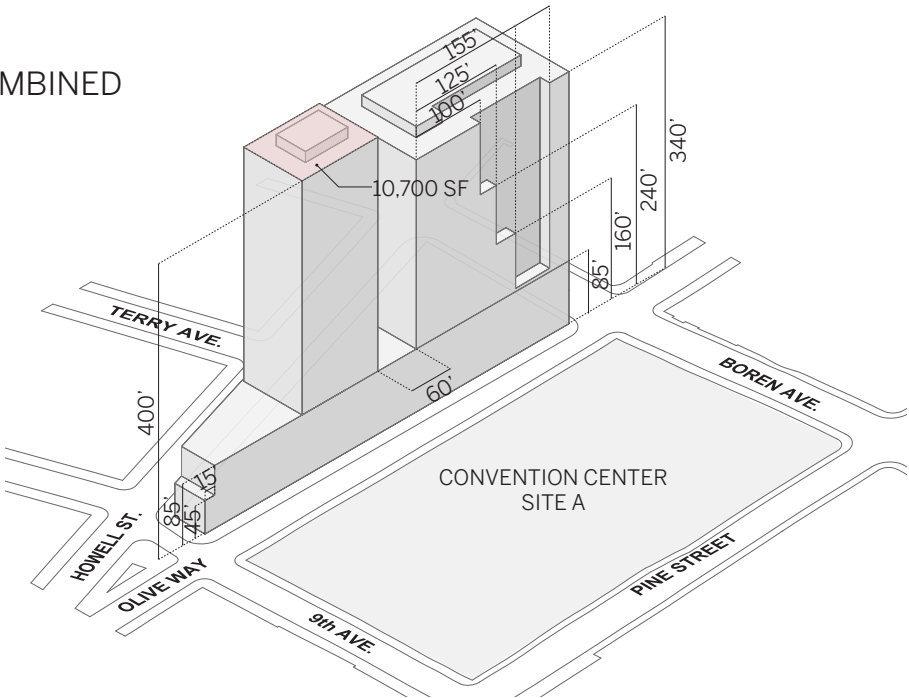
RESIDENTIAL USE



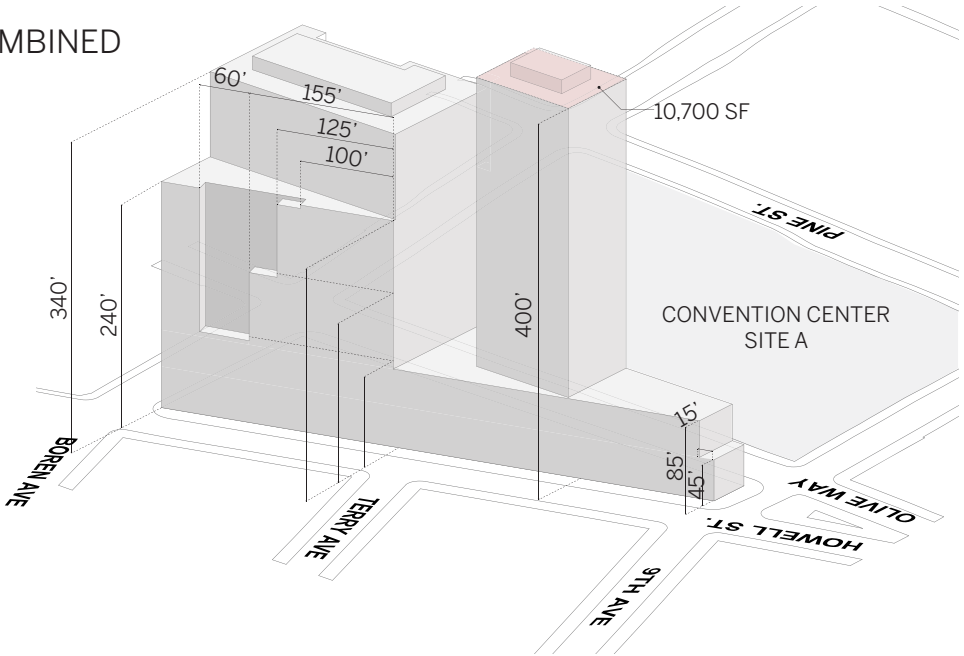
NON - RESIDENTIAL USE



COMBINED



COMBINED



ZONING BUILDING ENVELOPE SITE B / C

NOTE Assumes Full vacation of Terry



### 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT PROGRAM SUMMARY

#### PROGRAM SUMMARY

The co-development program is for two towers with podiums, one residential and one commercial integrated with the convention center loading docks below. The towers will be built as separate developments, providing the most flexibility to meet market demands.

The office program is located on Site C, the larger of the two sites allowing the tower to reach and exceed a desired 35,000 SF floor plate, providing approximately 600,000 GSF of office space.

The residential program is located on Site B, the smaller of the two sites, which can accommodate the residential tower footprint and provide approximately 400 units in both tower and podium.

The podium roof for both towers provides occupants the required outdoor amenity spaces for both developments.

#### STREET LEVEL USES

- Potential street level uses locations

#### LOBBY AREAS

- Potential lobby locations

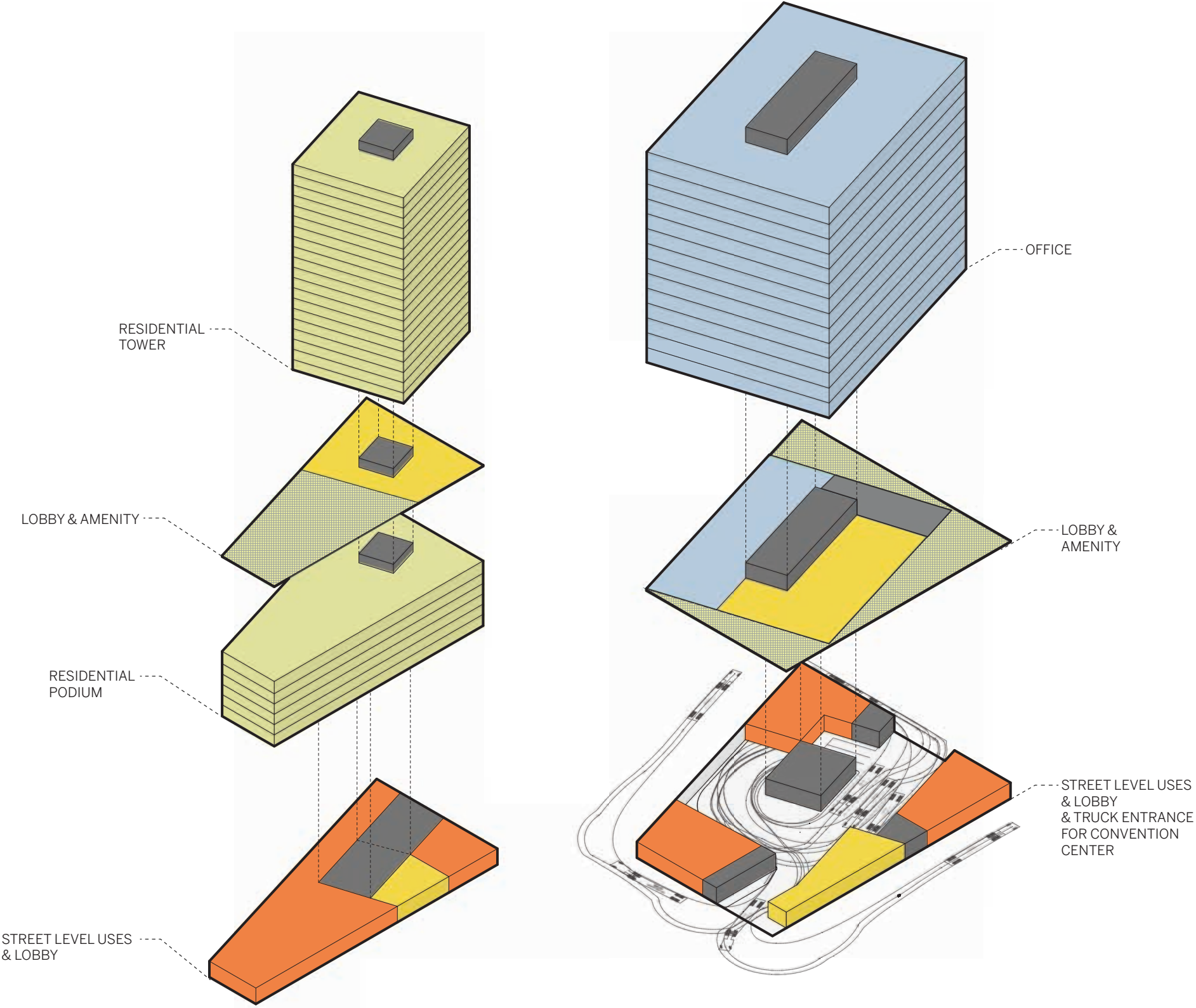
#### RESIDENTIAL

- Potential residential use

#### COMMERCIAL

- Potential commercial office use

#### CO-DEVELOPMENT PROGRAM

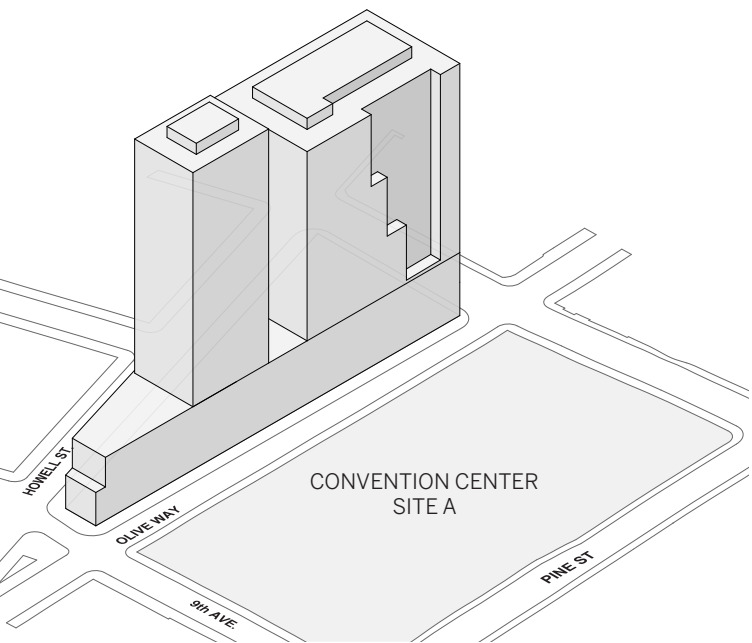


**NOTE** Preliminary stacking diagram for reference, depending on option



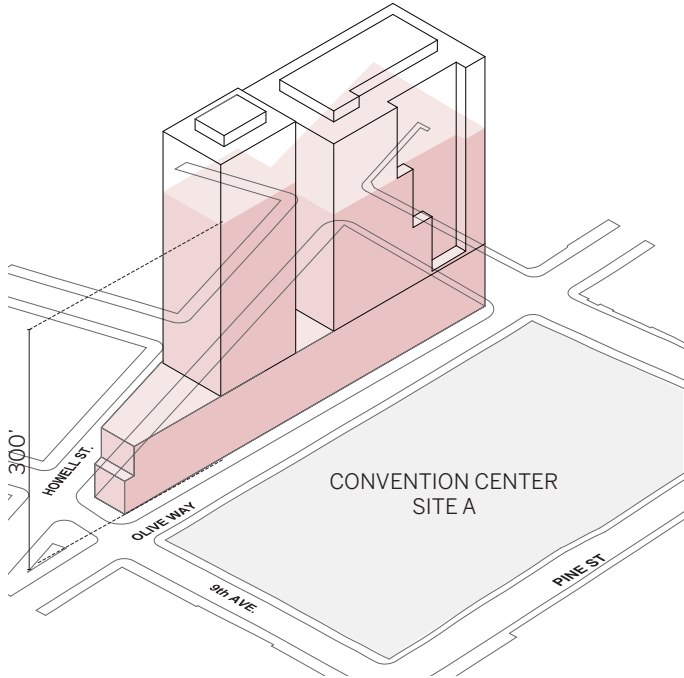
# 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT ZONING ENVELOPE

## CONCEPT DIAGRAMS



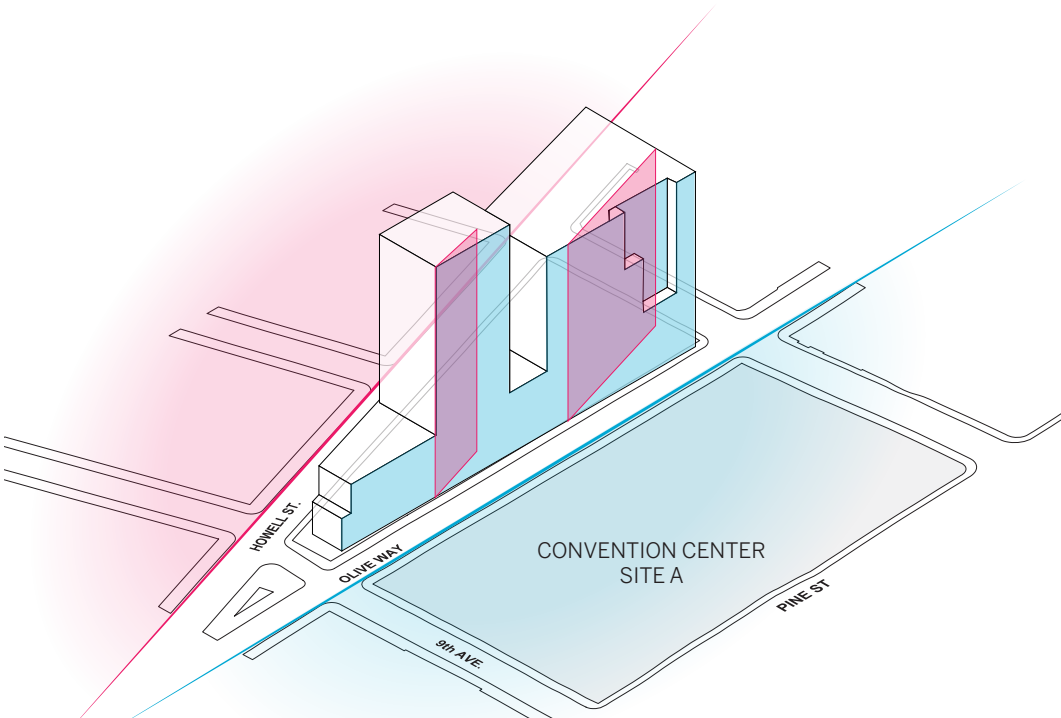
### ZONING ENVELOPE FOR SITE B / C

The Zoning Envelope for Site B/C assumes the full vacation of Terry Avenue and the remaining alleys on both blocks. The mass illustrates the maximum residential height of 400ft and commercial height of 340ft, setback to accommodate the minimum required sidewalk widths, green street setbacks, minimum facade heights, and upper level development standards.



### PROGRAM MASSING HEIGHT

The proposed residential and commercial program does not maximize the full height and mass allowable by code.



### URBAN FORM

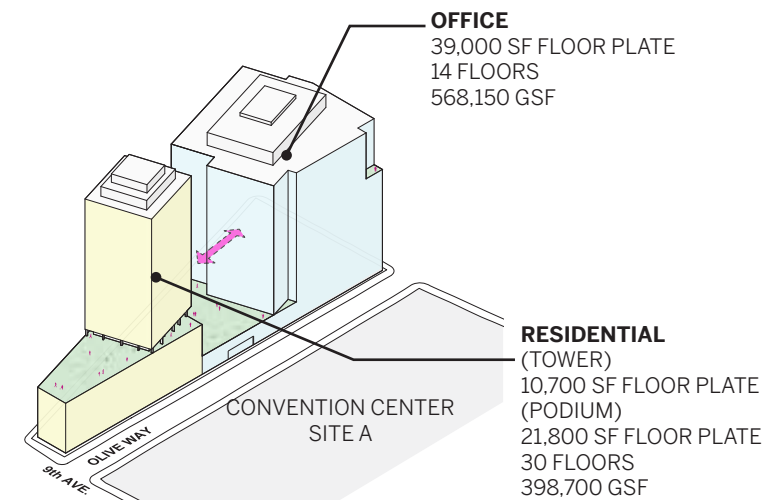
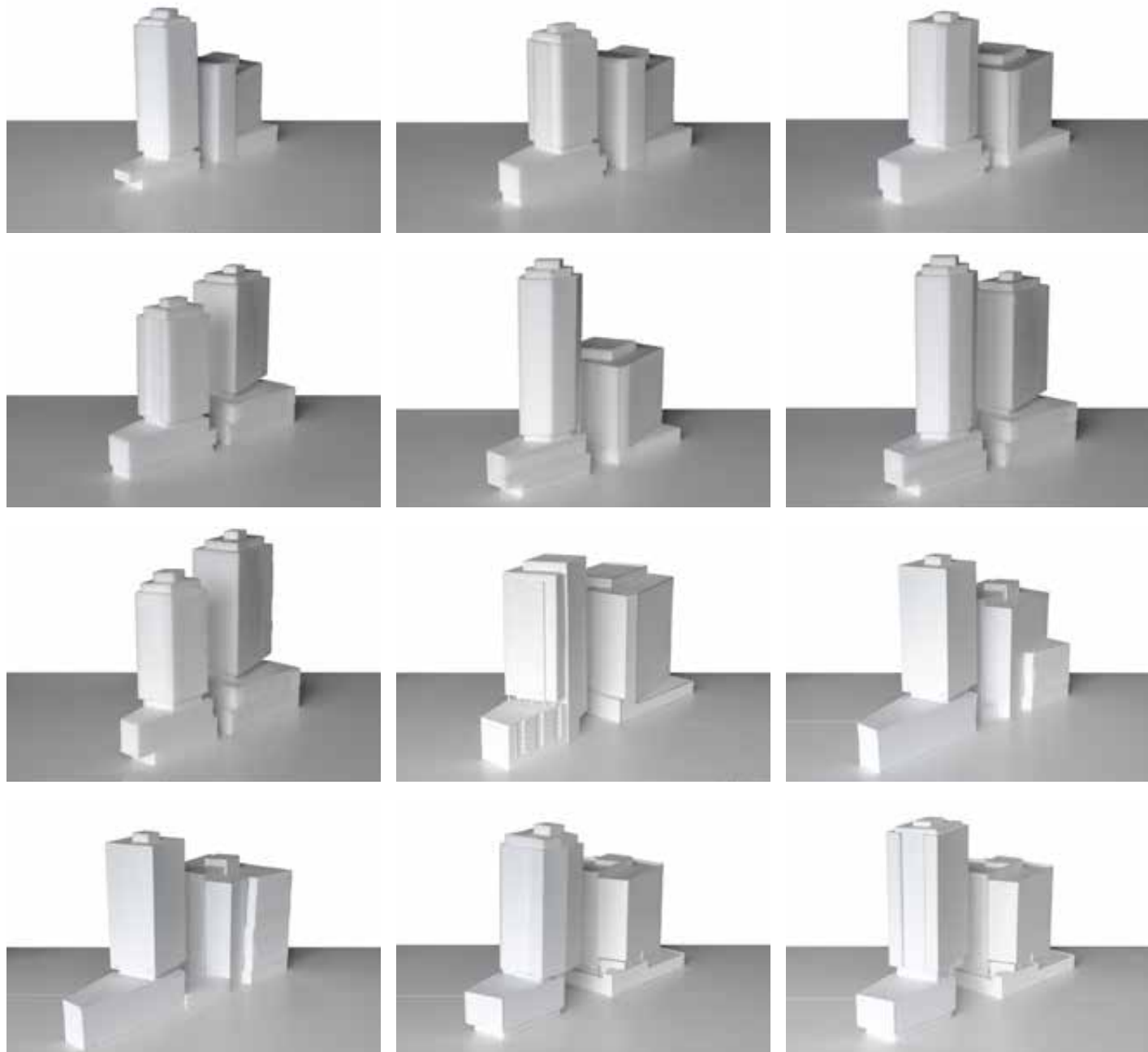
The overall approach to the massing of the residential and commercial program is a composition which engages the podium and towers in relation to the adjacent Denny Triangle neighborhood, the convention center, and the adjacent streets and public spaces. The allowable mass is cut, split, and shifted to respond to the change in orientation in the downtown grid at Howell and Olive Streets.



### 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT STUDIES

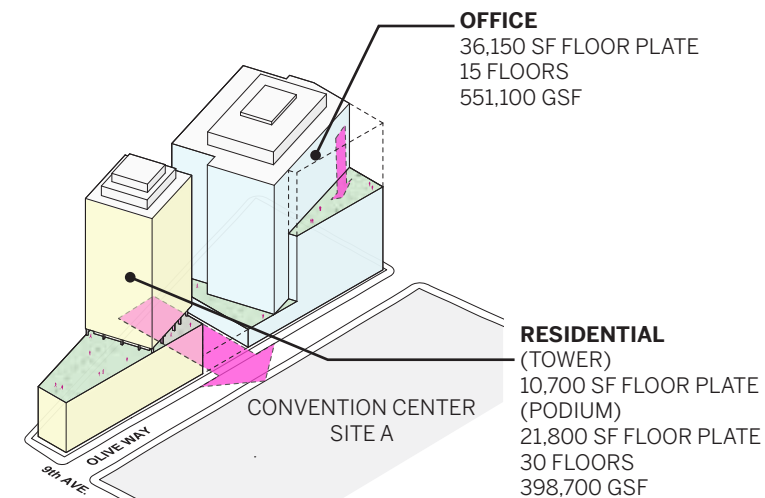
#### CONCEPT DIAGRAMS

Preliminary design studies were developed to examine possible strategies which integrate functional effectiveness, urban forms, contextual relationships, active building edges, and public spaces. Each of the edges where the project engages the adjacent streets and building forms involves unique characteristics suggesting different design strategies. Following are examples of models of those studies. Each is built around a response to the urban form and shifting city grids, the shaping of outside spaces, and the integration of these spaces with the surrounding context.



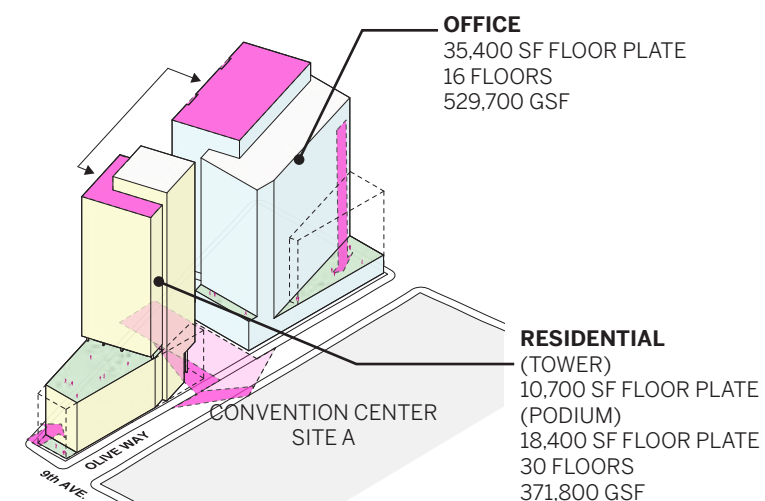
#### OPTION 1 INTERNALIZED LOADING

The first option internalizes the loading function required by the program within the building mass. One continuous podium is connected at the ground plane, defining the street edge. The podium height is lowered at the termination of Terry Avenue to maintain visual connection, light and air through the separation of volumes typical of the existing fabric. The commercial massing maximizes the available footprint for a shorter, wider tower. The resultant massing is read as a set of distinct tower forms that sit on top of a shared podium.



#### OPTION 2 PAIRED VOLUMES

The second option splits the podium into two distinct towers and podiums. The residential podium is the higher of the two at 85ft, while the commercial podium is lower at 28ft. The mass is further split to respond to the shift of the city grid within the upper level tower forms. The commercial building is narrower and taller to create a more slender appearance. The resultant massing is a pair of distinguishable volumes that reflect the grid shift within the towers distinctly from their podiums.

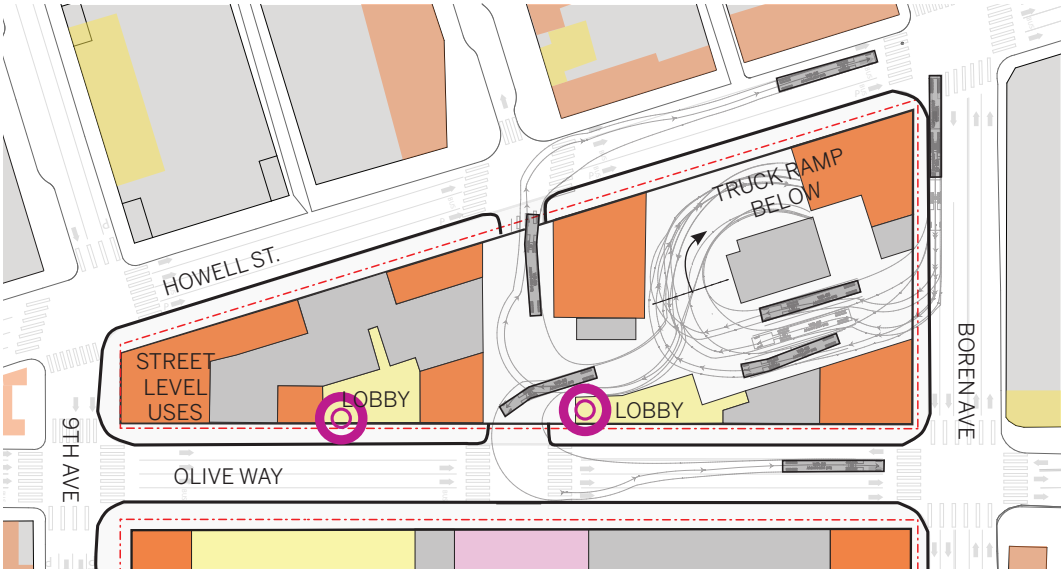


#### OPTION 3 – PREFERRED URBAN COLLAGE

The third and preferred option internalizes and expresses the urban grid shift distinctly through a collection of interlocking vertical and horizontal forms. The commercial tower is further slenderized through the use of additional carving and elongation. The residential podium pulls back to create more open space along 9th Avenue. The language of interlocking volumes unifies the residential and commercial program to create a cohesive gateway shifted to orient the public to the primary entry of the convention center. The resultant massing integrates both towers and podiums into one collective gesture.

### 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT OPTION 1

#### OPTION 1 – INTERNALIZED LOADING



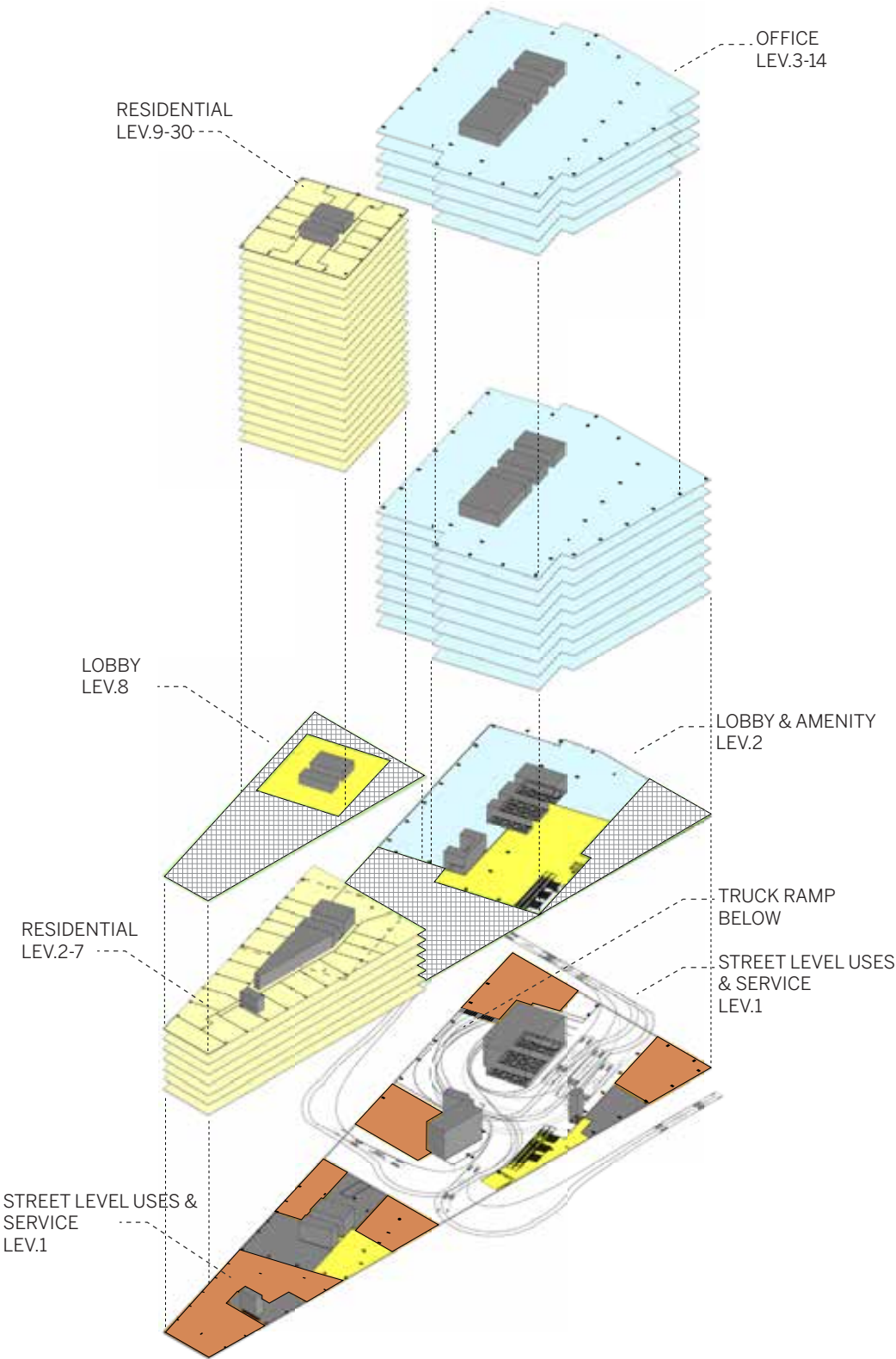
Option 1 utilizes the vacation of Terry Street to focus on defining the street edge with a continuous podium at the ground level and internalizing the truck egress. In this proposal the footprint is maximized for both the residential and office buildings. The residential tower sits on a 85 ft tall podium and is adjacent to a 28 ft tall office podium which serves as a shared outdoor space above the vacated street. The office tower is designed to achieve a minimum floor plate of 35,000 square feet. The maximum footprint for the office building creates a lower and more robust tower massing.

#### PROS

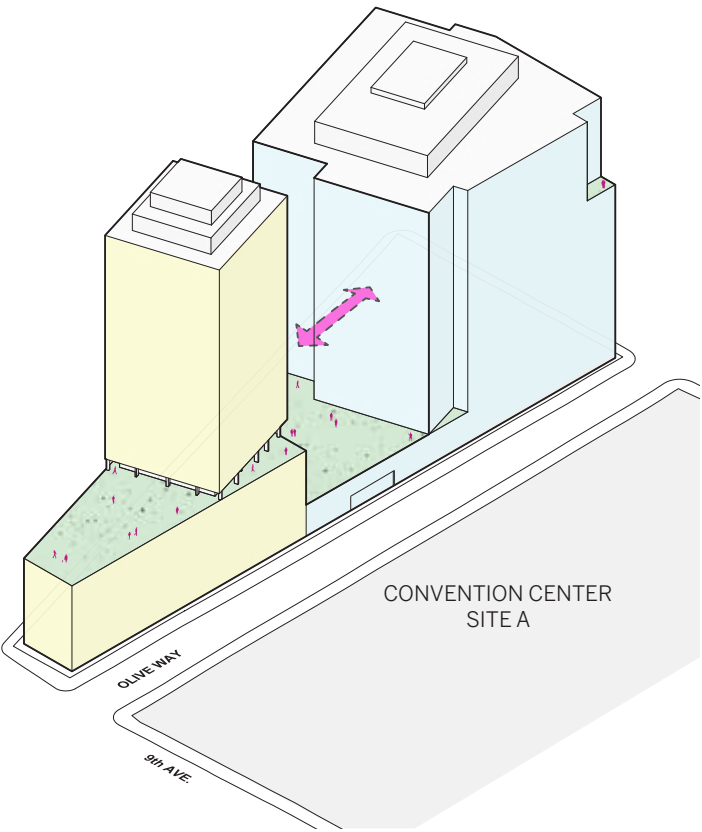
- Internalizes the truck loading
- Shared and protected outdoor space at second level

#### CONS

- Large floor plates in office create a short and wide massing
- Public space at vacated Terry St. no longer accessible at grade.
- Less relationship between the residential and office towers



PROGRAM STACKING DIAGRAM OPTION 1

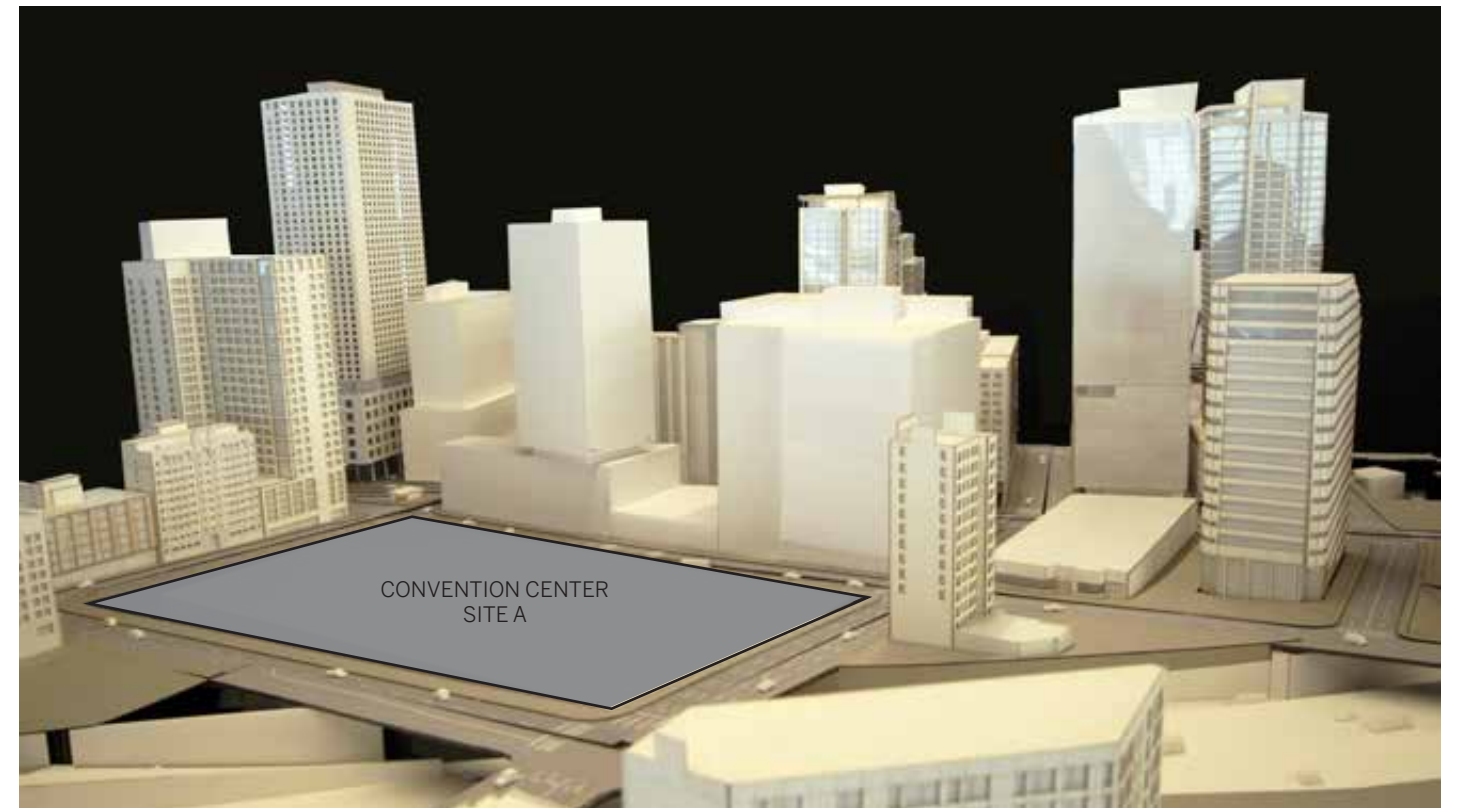
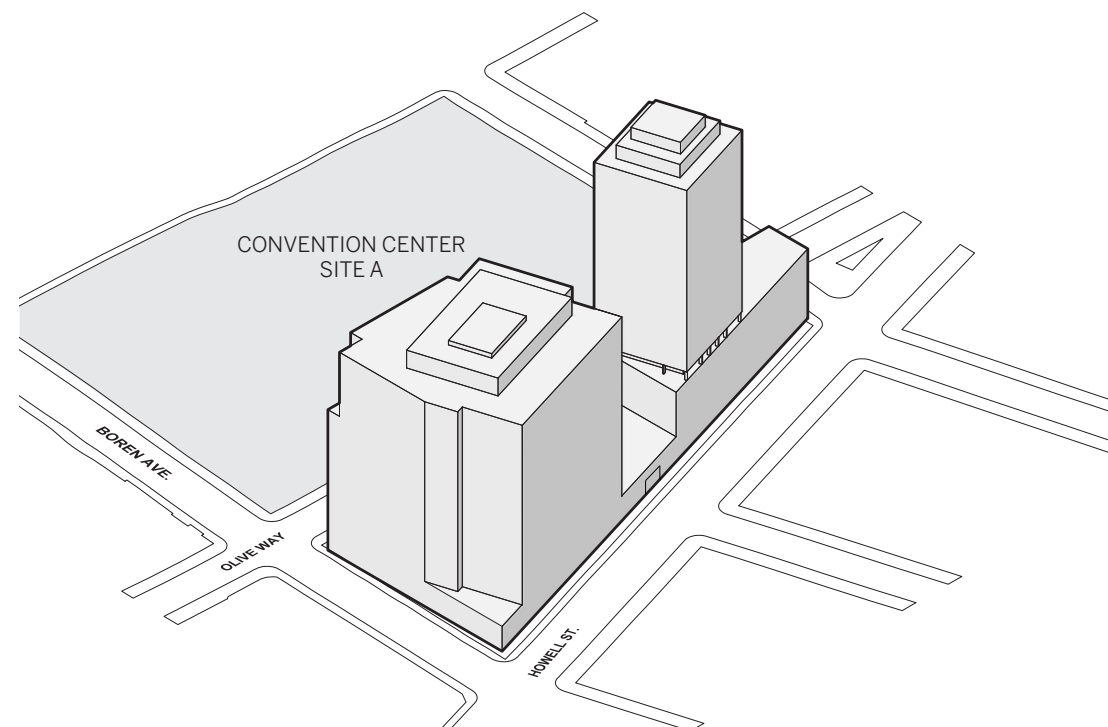
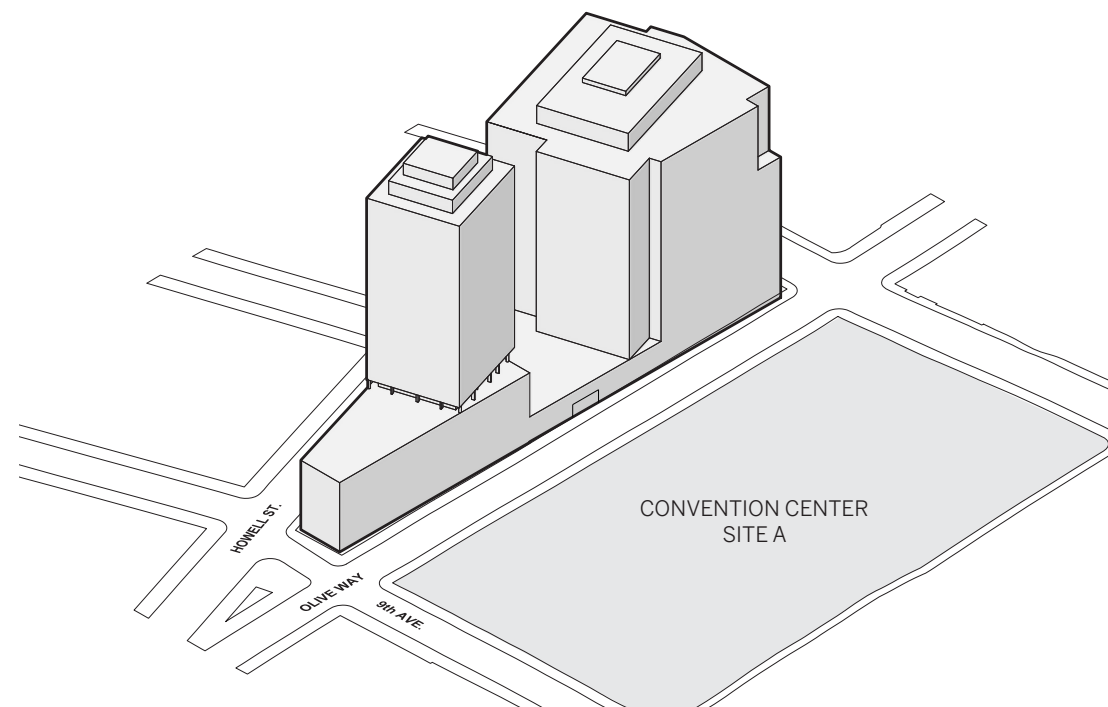


CONCEPT DIAGRAM



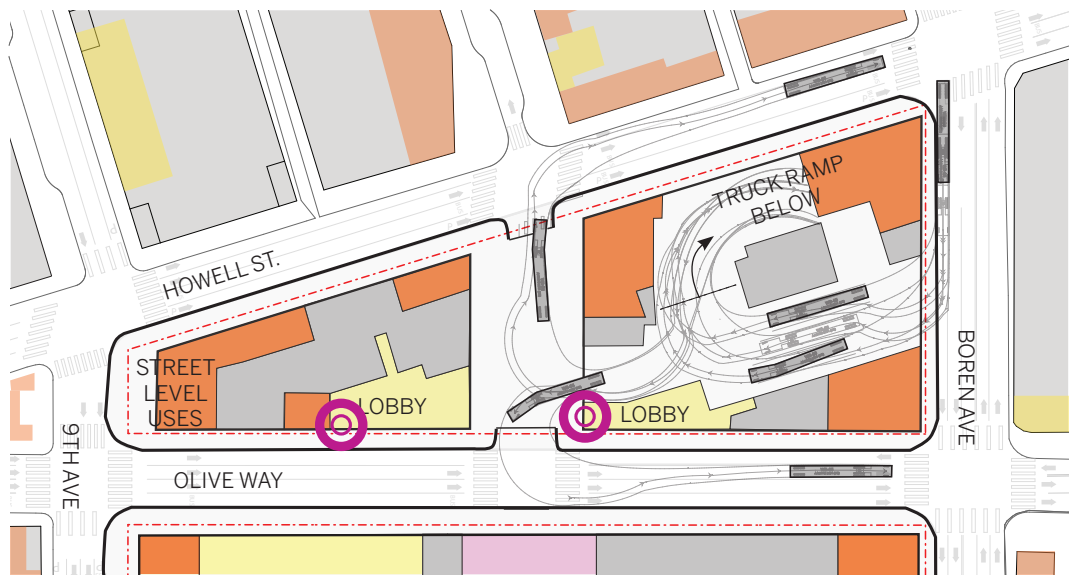
### 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT OPTION 1

#### OPTION 1 – INTERNALIZED LOADING MASSING



### 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT OPTION 2

#### OPTION 2 – PAIRED VOLUMES



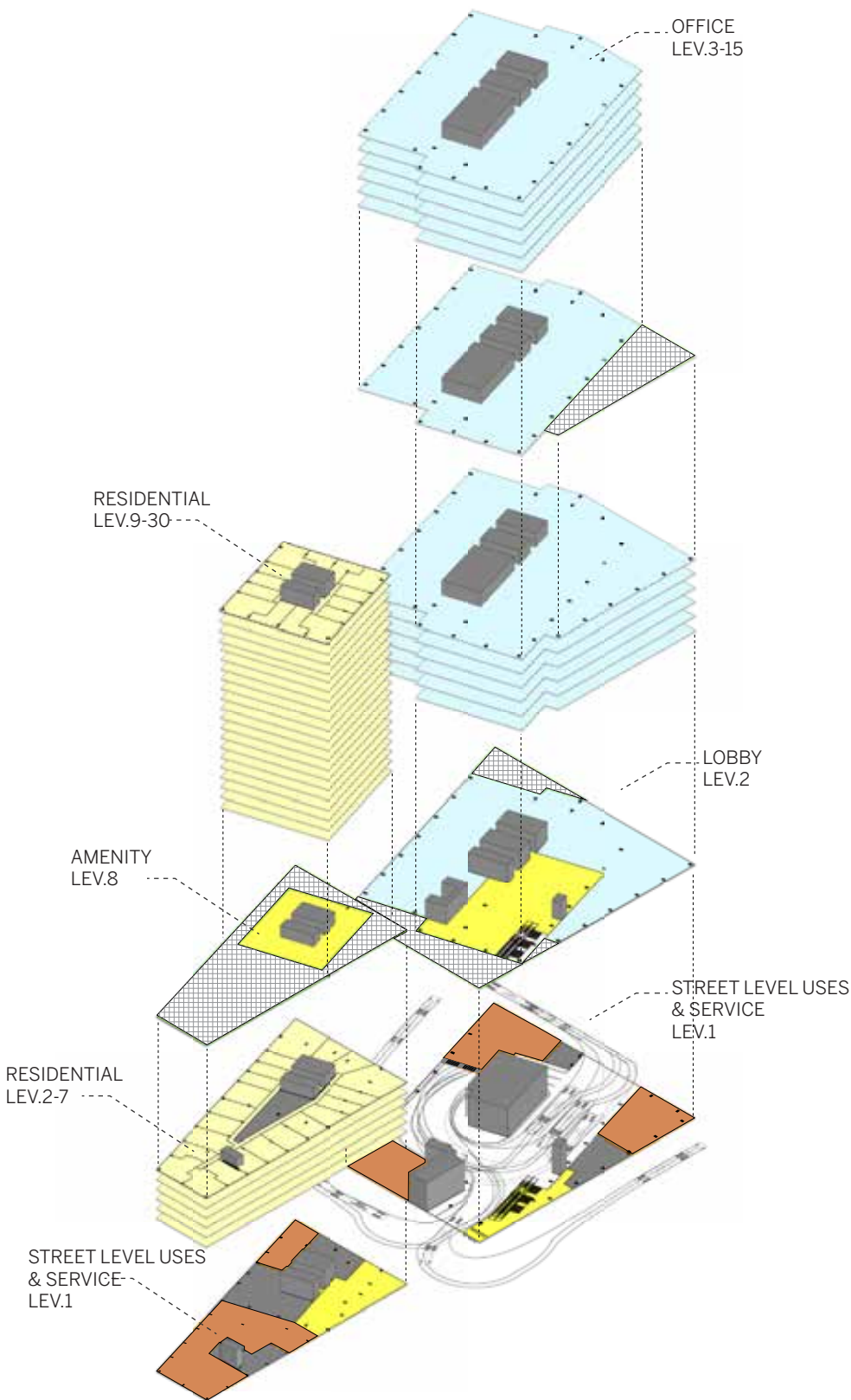
Option 2 divides the site into two distinct towers and podiums by creating an opening at the ground level and providing a visual connection to the convention center. The residential tower sits on top of an 85 feet tall podium that continues to define the street edge at the ground plane similar to Option 1. The office tower sits on top of a 28 feet tall podium and begins to address the shifting grid by carving away the massing to respond to the surrounding context.

#### PROS

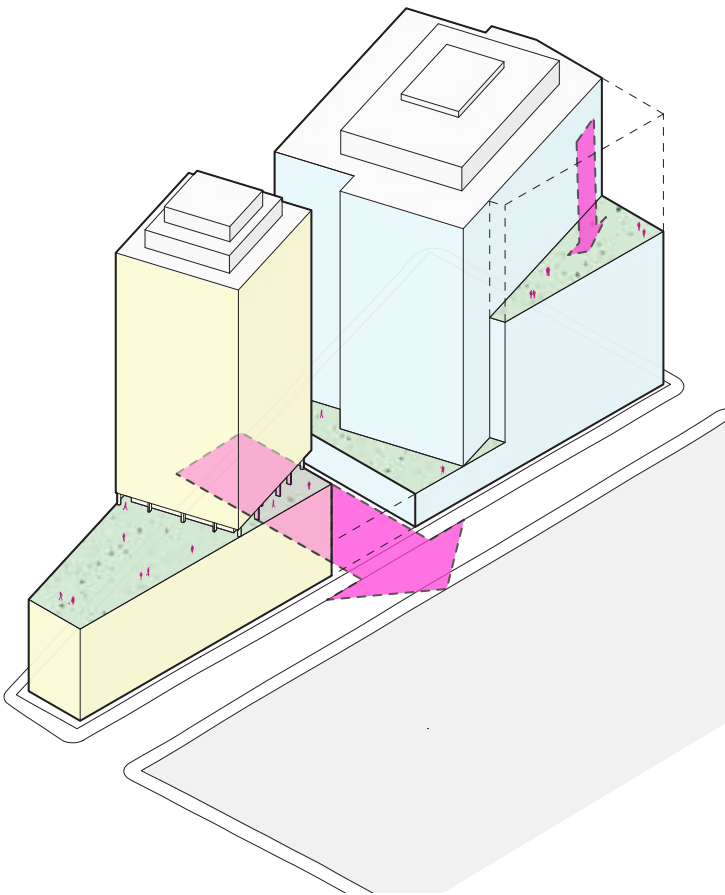
- Divides site into two distinct towers
- Massing begins to address the surrounding context and street grid
- Office and Residential lobbies visually connected
- Greater setback along 9th Avenue

#### CONS

- Residential tower and podium volumes have a limited relationship to the office tower
- Slightly smaller floor plates allow addition of one floor in the office tower but massing is still heavy
- Office tower has smaller segregated outdoor amenity spaces



PROGRAM STACKING DIAGRAM OPTION 1

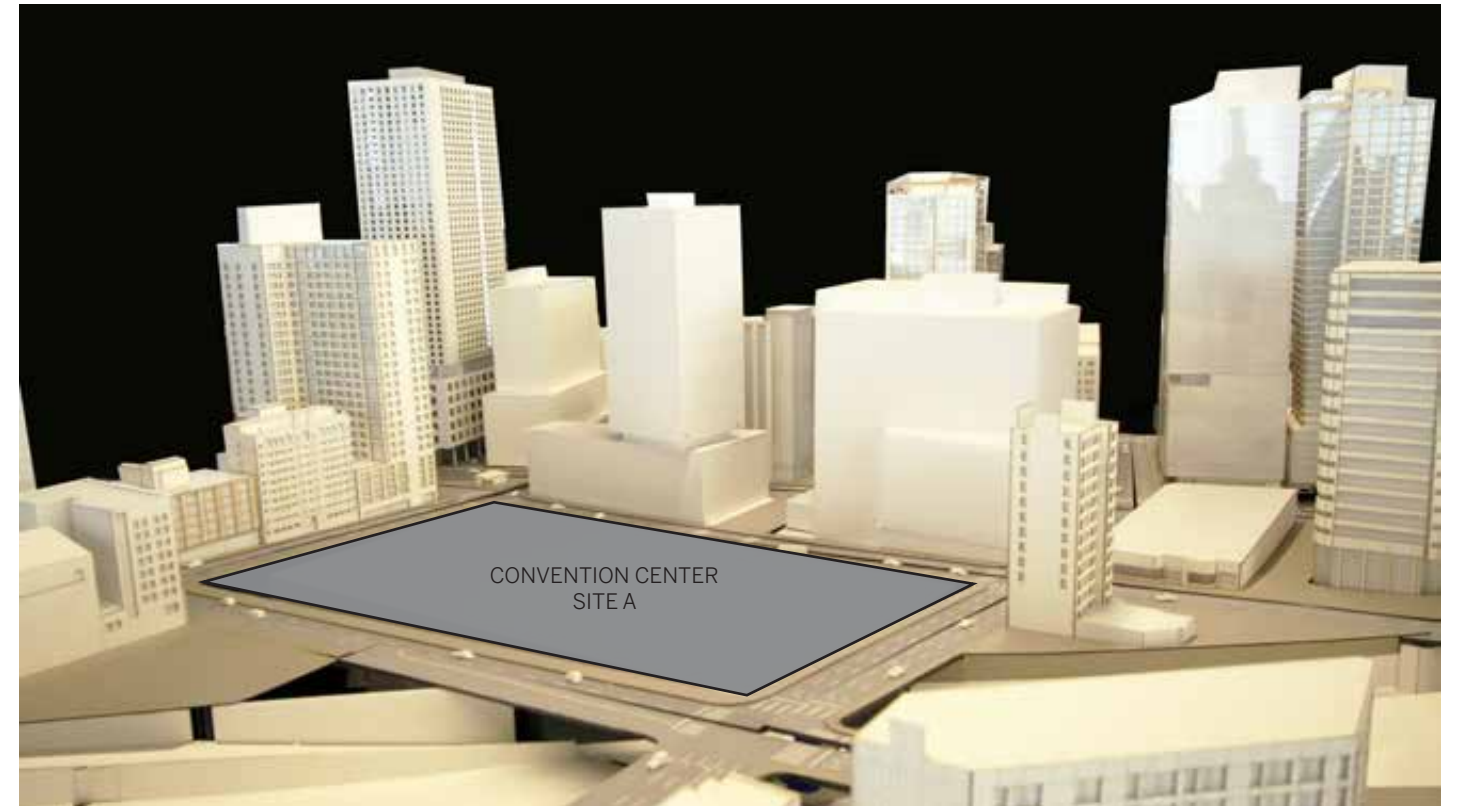
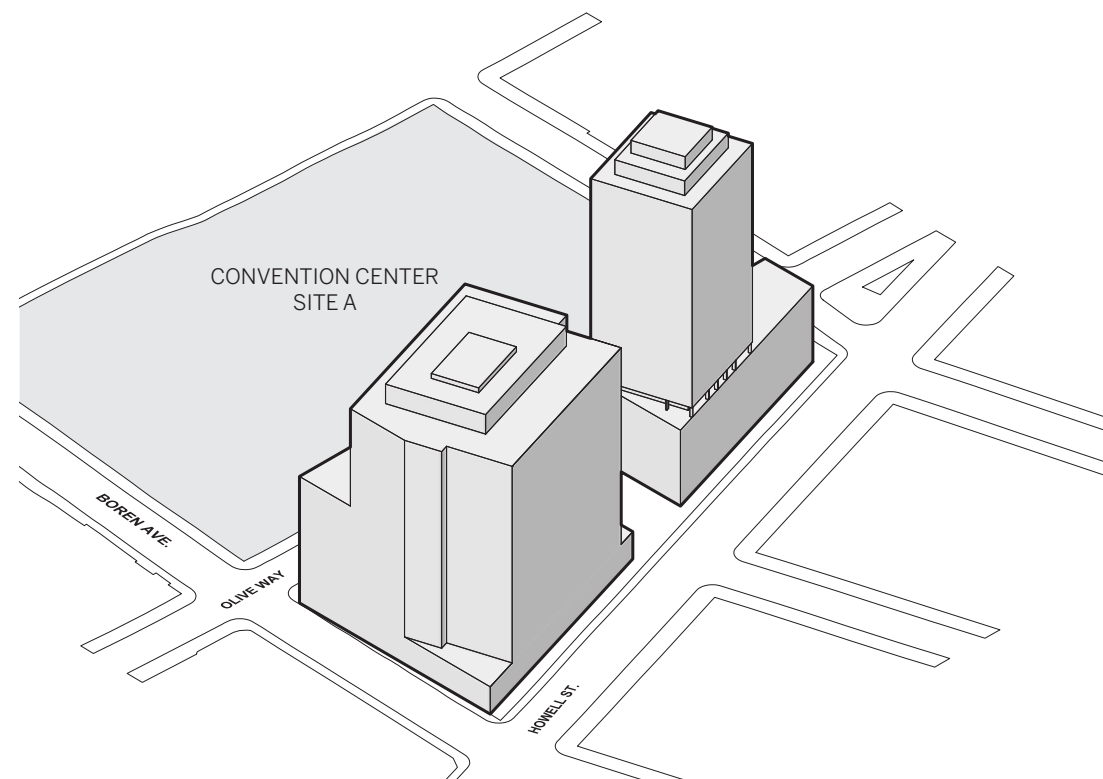
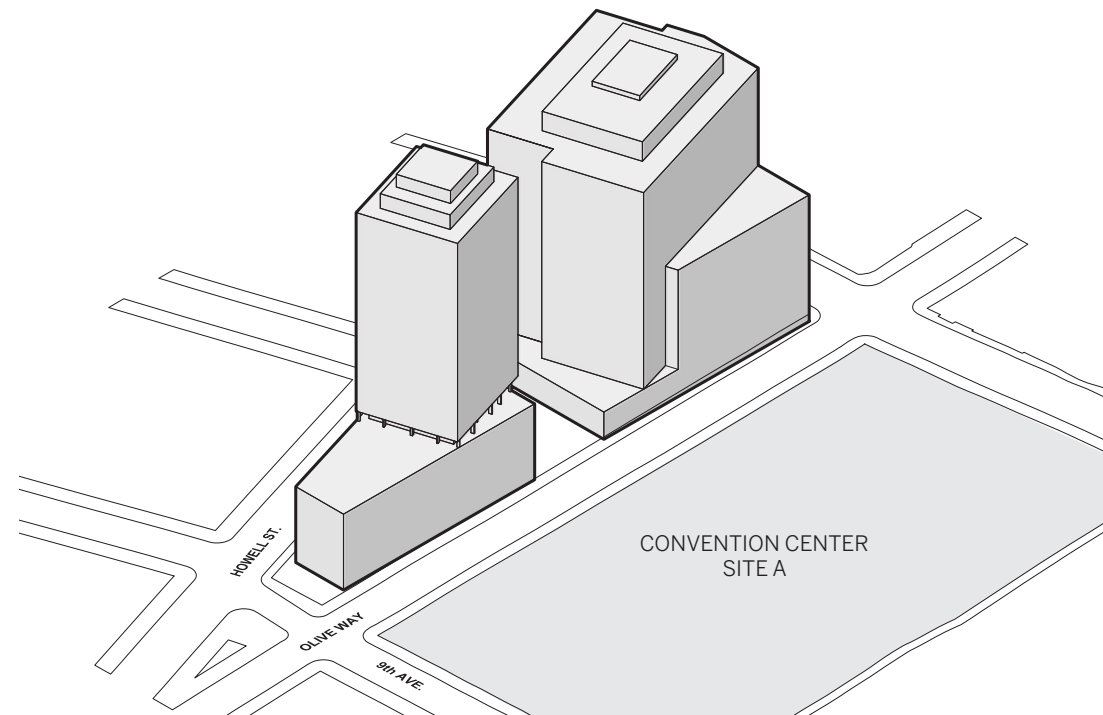


CONCEPT DIAGRAM



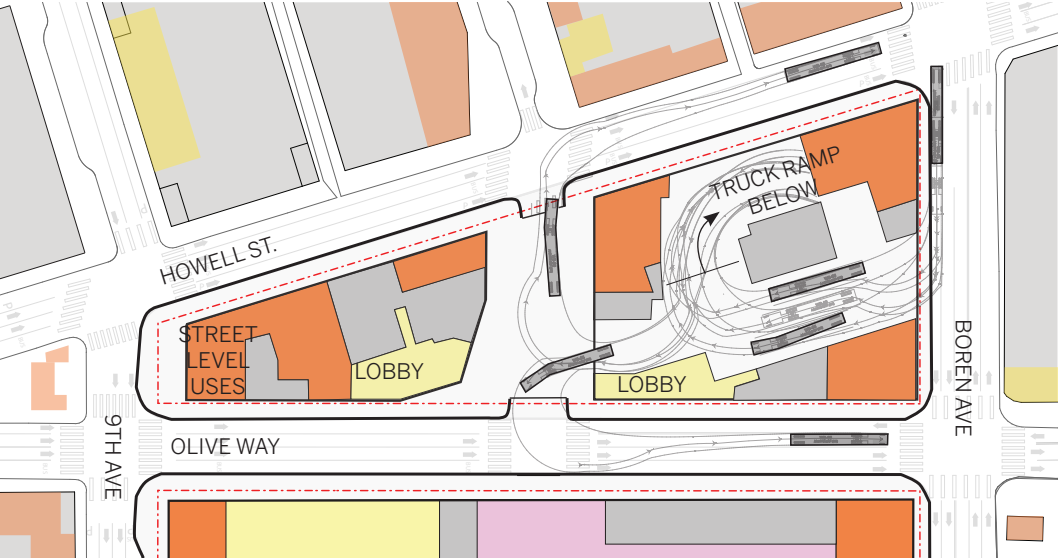
### 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT OPTION 2

#### OPTION 2 – PAIRED VOLUMES MASSING



### 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT OPTION 3

#### OPTION 3 – URBAN COLLAGE – PREFERRED



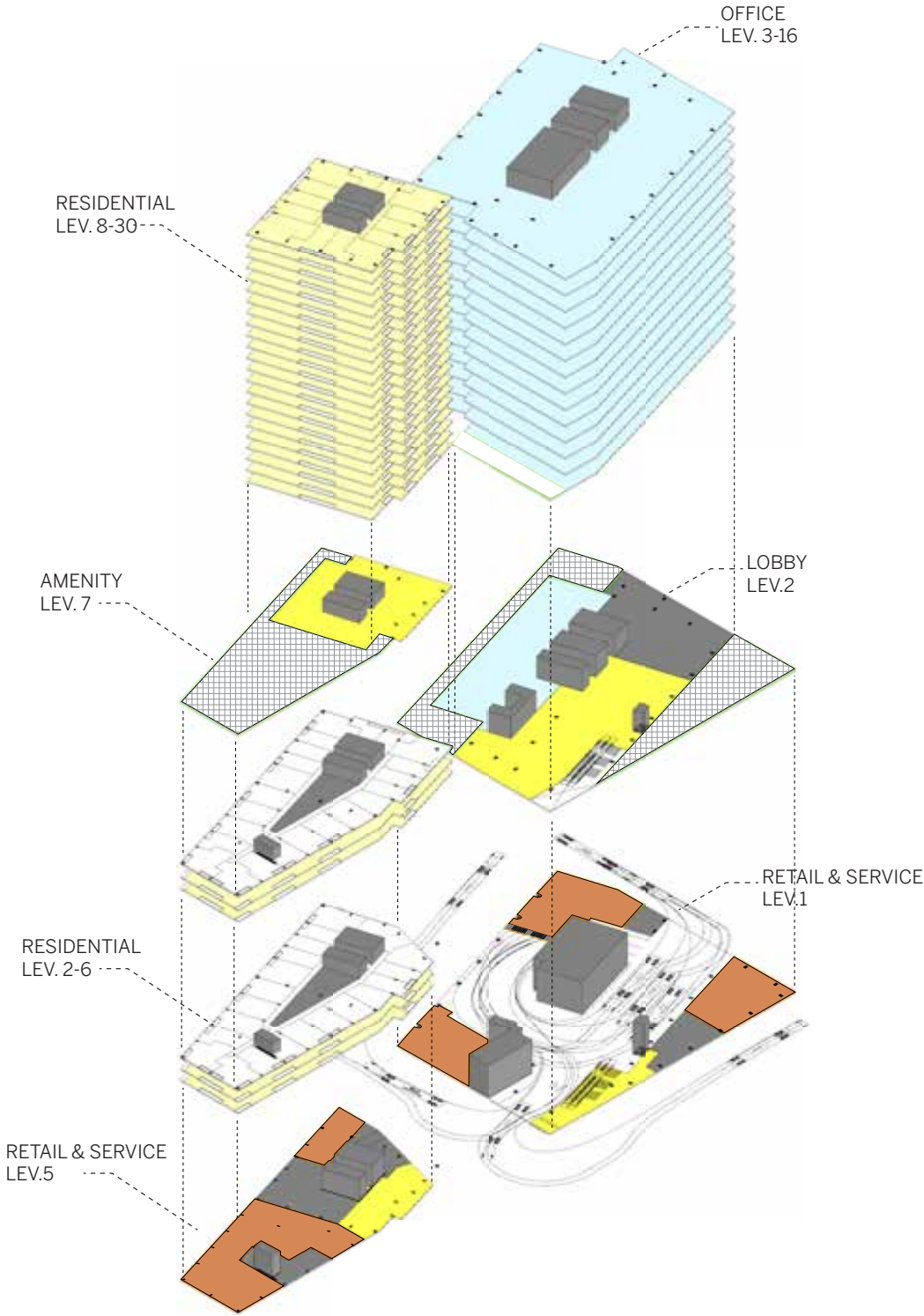
Option 3 (the preferred option) maximizes the amount of street level use spaces at the perimeter of the building, shifting the massing to respond to specific contextual relationships, and maximize the use of exterior spaces. The commercial and residential towers share a streamlined vertical expression to show unity between the two buildings located in a textured and eclectic context. The open space at the ground plane directs Terry Street towards the west to meet the shifted grid and open up towards the primary entrance of the convention center.

**PROS**

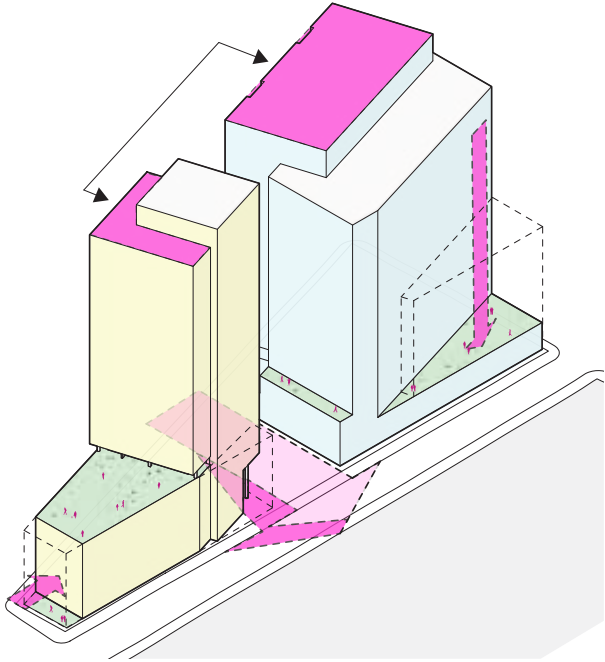
- Office and residential towers respond to the surrounding context and street grid
- Language of interlocking volumes connects the office and residential towers into one collective gesture
- Slicing the office massing along Olive Way creates the most slender tower option
- Carving away the residential podium opens up the public circulation space towards the convention center entrance
- Residential podium setback at 9th Ave to create a larger open public space and better visual connection to the convention center

**CONS**

- Less Residential podium footprint due to increased setbacks
- Office tower has less contiguous outdoor amenity spaces



PROGRAM STACKING DIAGRAM OPTION 3

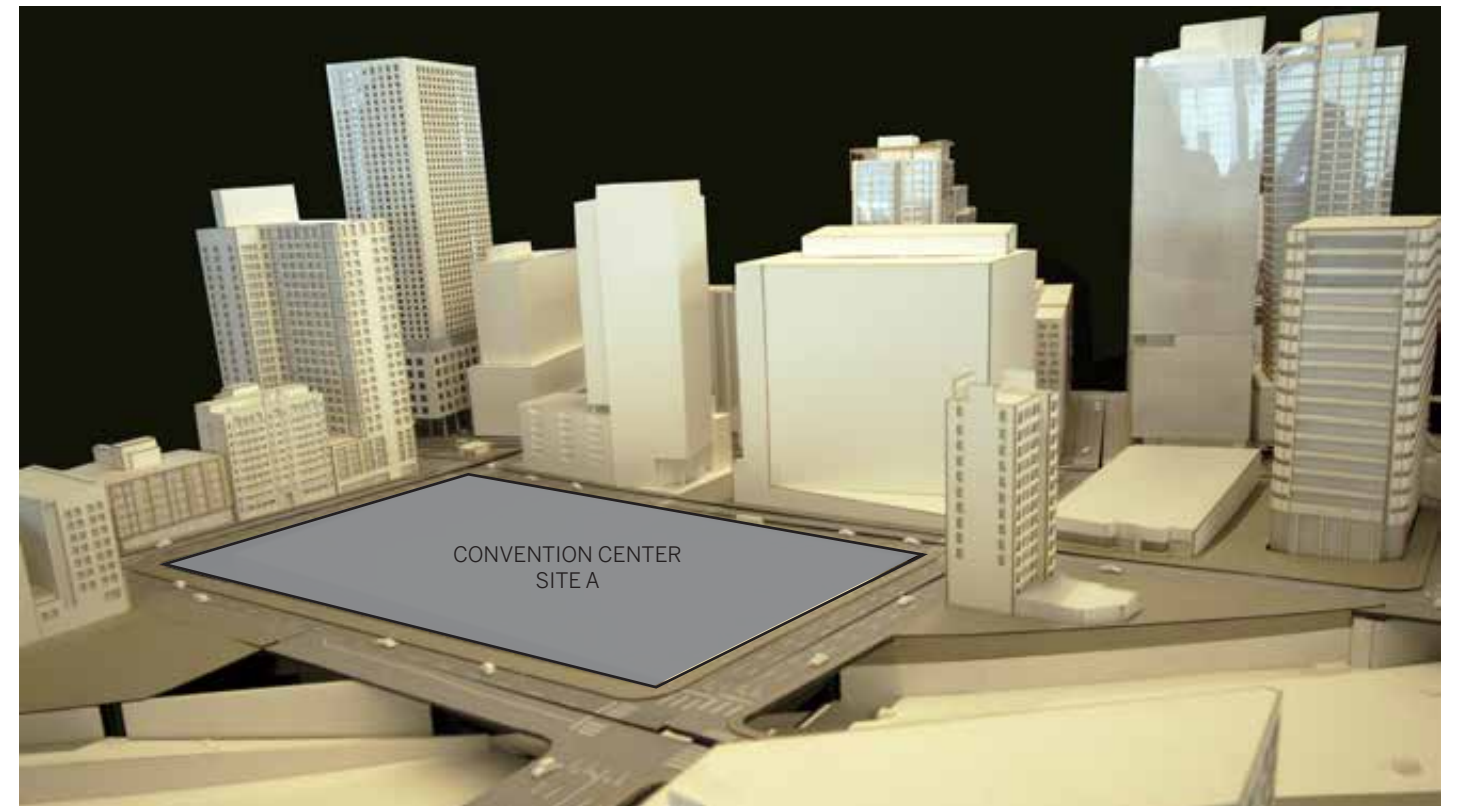
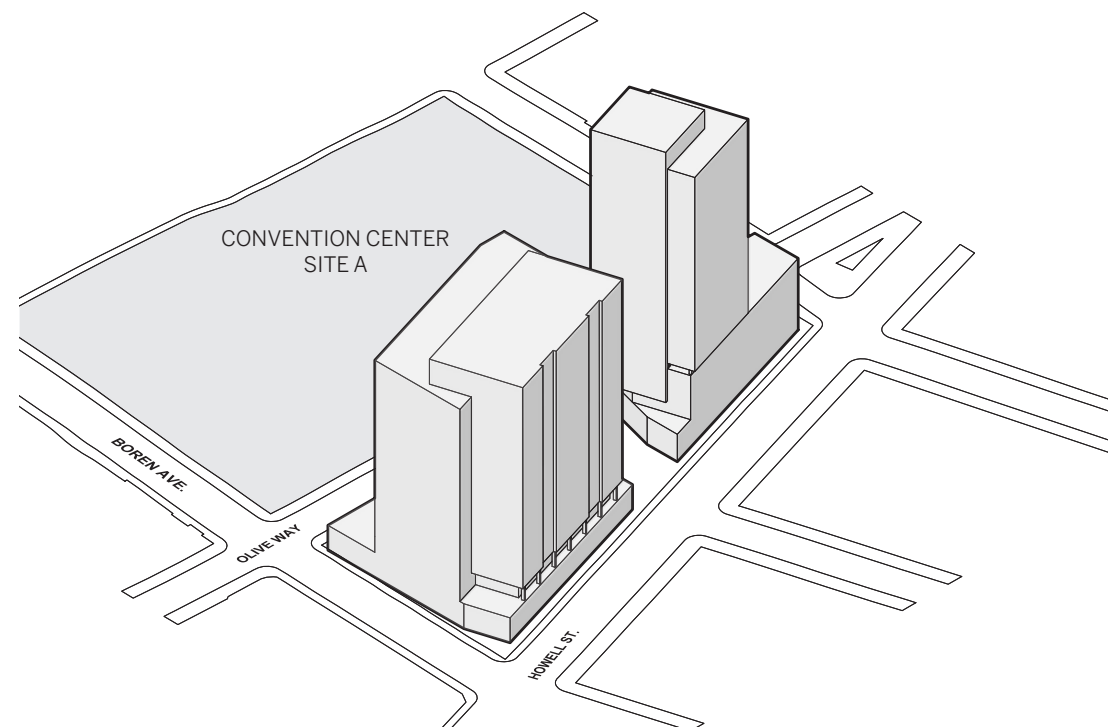
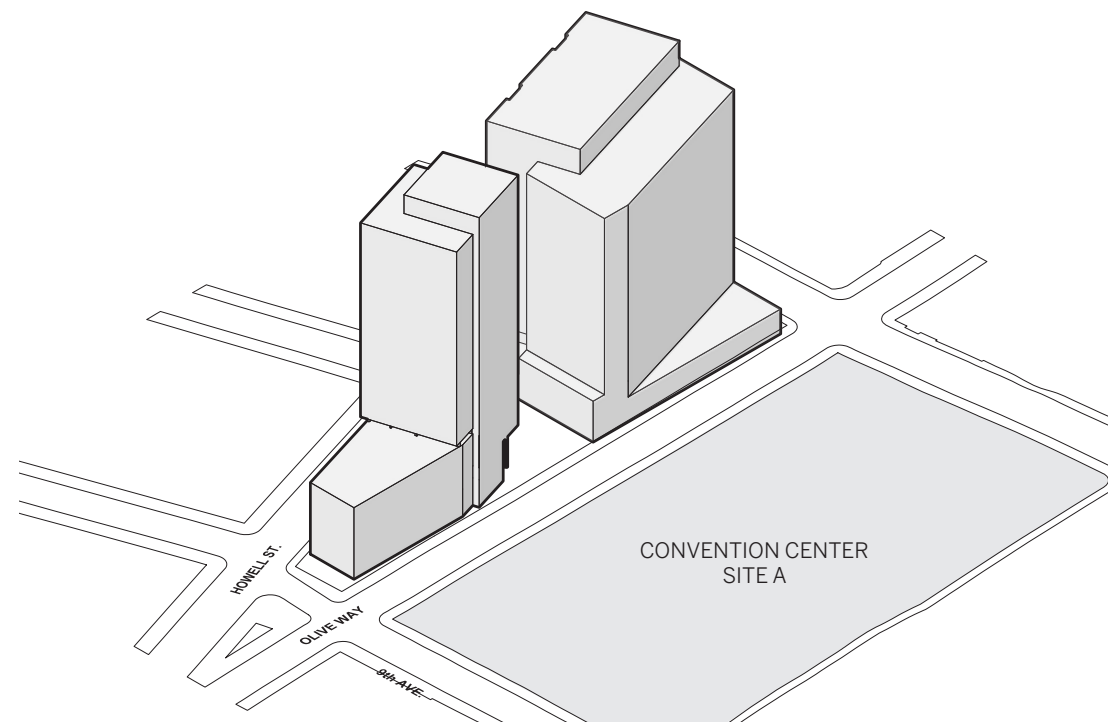


CONCEPT DIAGRAM



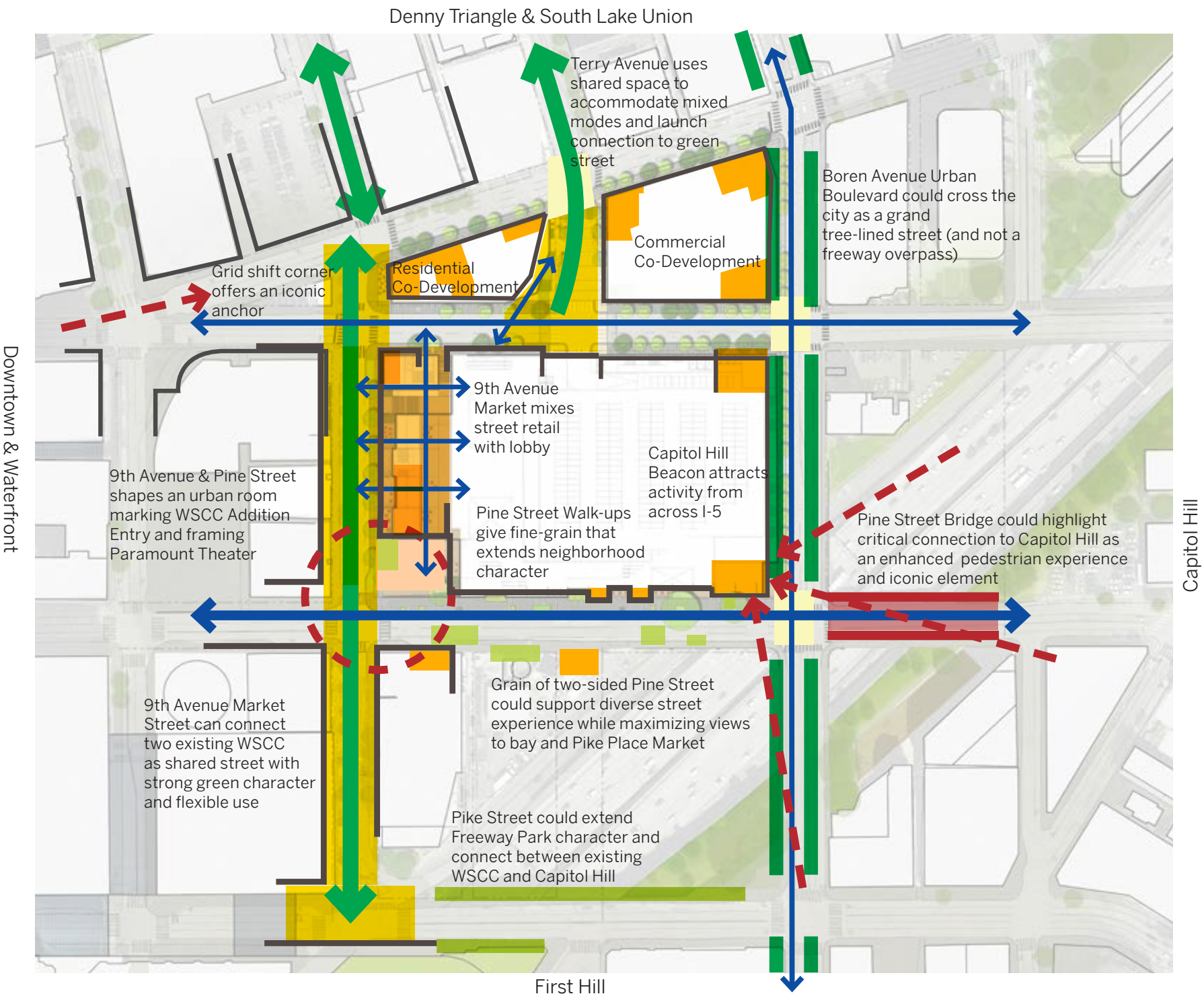
### 3 ARCHITECTURAL CONCEPT OPTIONS CO-DEVELOPMENT OPTION 3

#### OPTION 3 – URBAN COLLAGE MASSING



# 4 PREFERRED SCHEME CONTEXT INTEGRATION

## CONTEXTUALLY RESPONSIVE PLACES



## INTRODUCTION

This proposal is fundamentally conceived as a highly layered multi-faceted development, defined by the specific and subtle character of its diverse context. Building form, urban street-scape, and vibrant local destinations give the convention center program a distinct sense of place. A destination of continual change, discovery, and reinvention, the convention center is at home in Seattle, forming a synergistic relationship with the city. The project considers both the permitted and possible future context of this site, conceptualizing the larger urban framework for which the project plays an integral role. This diagram imagines the future connectivity the project may inspire.

## ARCHITECTURE AND URBAN FORM

The preferred scheme most effectively uses the geometry of the urban context - including adjacent buildings and city grids - to define its massing through specific gestures to the city. The project's distinct edges defined by the Denny Triangle, 9th Avenue, Pine Street, and Boren Avenue each play a significant role in contributing to the holistic experience and identity of the project.

## PUBLIC REALM

Critical to the success of this urban convention center is the ability to balance the scale and extents of the building program with the grain and texture of the surrounding city. As a multi-block project, the streets and buildings relate to the grain and texture of their surrounding neighborhoods. This grain and variation activates the public realm and extends up through the building, offering a rich and full experience of the environment and surroundings. Primary edges on all sides of the buildings improve the quality of street and welcome visitors and neighbors from surrounding communities.

## MIXED USED PROGRAM

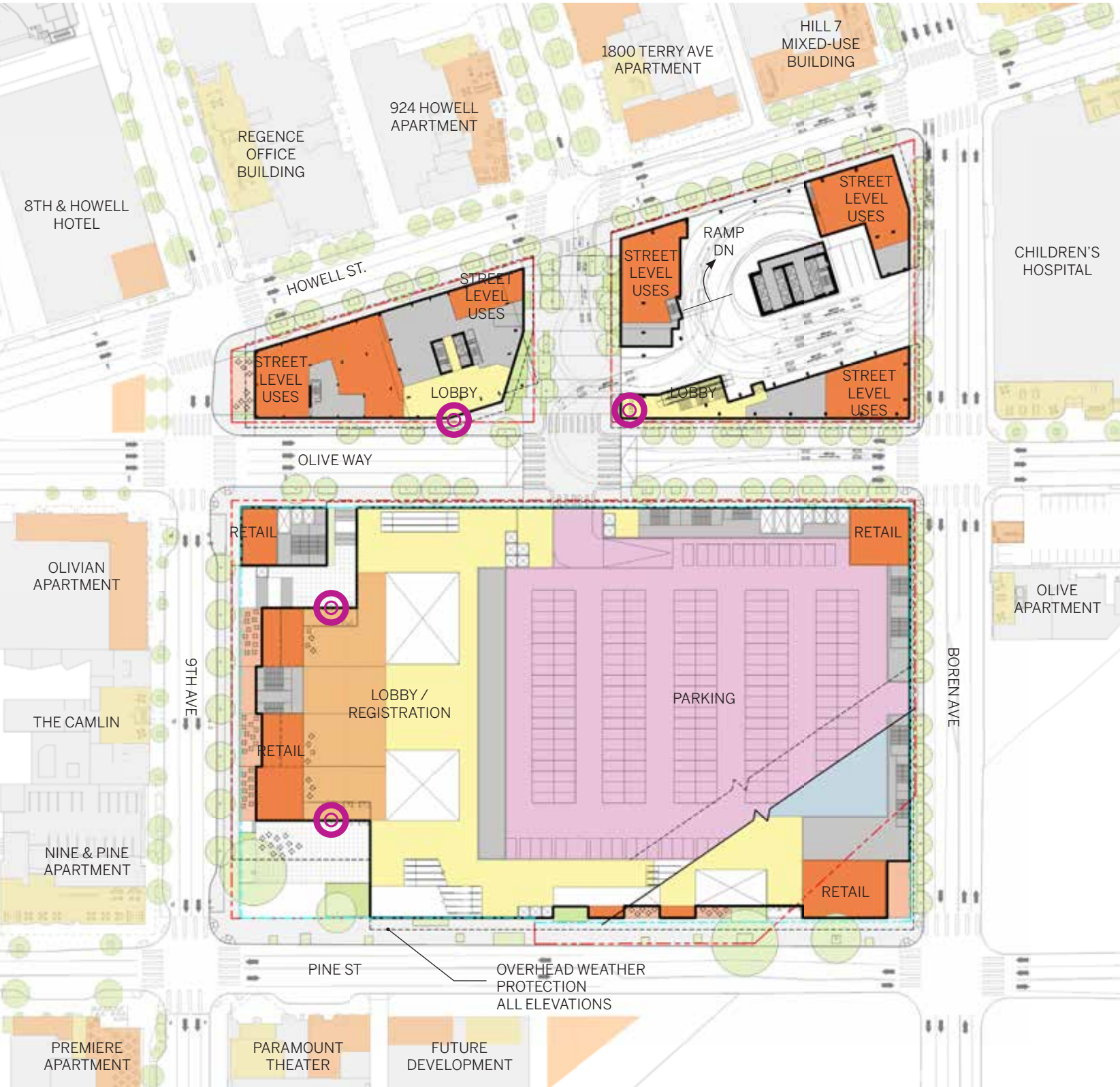
This project is on the forefront of typical convention center development, integrating a diverse mixed used program at a significant scale. The range of appropriately scaled and textured public spaces, interesting local retail destinations, paired with the Residential and Commercial co-development towers thoughtfully link the mixed use program with the geometry, structure, and services of the convention center facility.

- PRIMARY CIRCULATION CORRIDORS
- DESIGNATED GREEN STREETS
- STRONG VISUAL POINTS OF INTEREST
- SHARED PEDESTRIAN ZONES
- STREET LEVEL USES



# 4 PREFERRED SCHEME CONTEXT INTEGRATION

## STREET LEVEL PLAN



**NOTE** The context relationships are described in 4 distinct edges. Each engages the unique conditions of the urban form, program relationships, and the public realm.

### DENNY TRIANGLE NEIGHBORHOOD INTEGRATION PG.40

The areas of the project from Olive Way northward play an important role in integrating the convention center program into the rapidly developing Denny Triangle Neighborhood. The co-development building forms, program and ground floor spaces create a familiar texture that establishes a continuity to the adjacent working neighborhoods. Street-scape design reinforces the neighborhood continuity, while highlighting the connection to the convention center primary entry.

### 9TH AVENUE MIXING ZONE PG.56

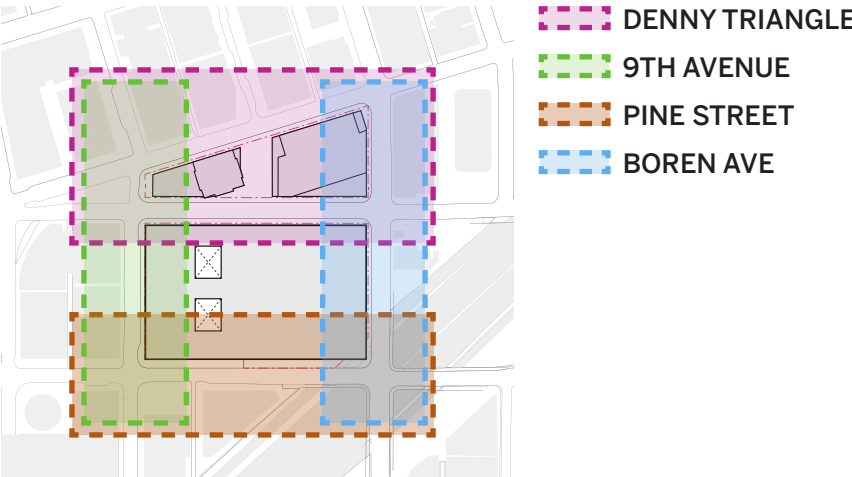
The west edge of the project along 9th Avenue represents the most public and primary pedestrian link to the existing WSCC facility and nearby hotels. The layering of program circulation and landscape spaces within this zone encourage interaction between the general public and convention center activity, establishing a porous dynamic space that is bound by both the city and the proposed convention center as well as integrated retail and pedestrian spaces along the street-scape.

### PINE STREET GALLERY PG.70

The link between the vibrant neighborhood of Capitol Hill and the bustle of Downtown is best captured along Pine Street. In this zone the texture and activity of these distinct neighborhoods mix to form a syncopated rhythm of retail, lobby, terraces, structure and landscape. Changes in grade along Pine Street provide views into the layers of event activity within the convention center.

### BOREN AVE BEACON PG.84

Boren Avenue reveals the exposure created by I-5 while providing a link reaching far into the city. The massing along Boren will be visible from Capitol Hill to the east and along I-5 to the north and south - a highly visible, large scale exposure for the project.

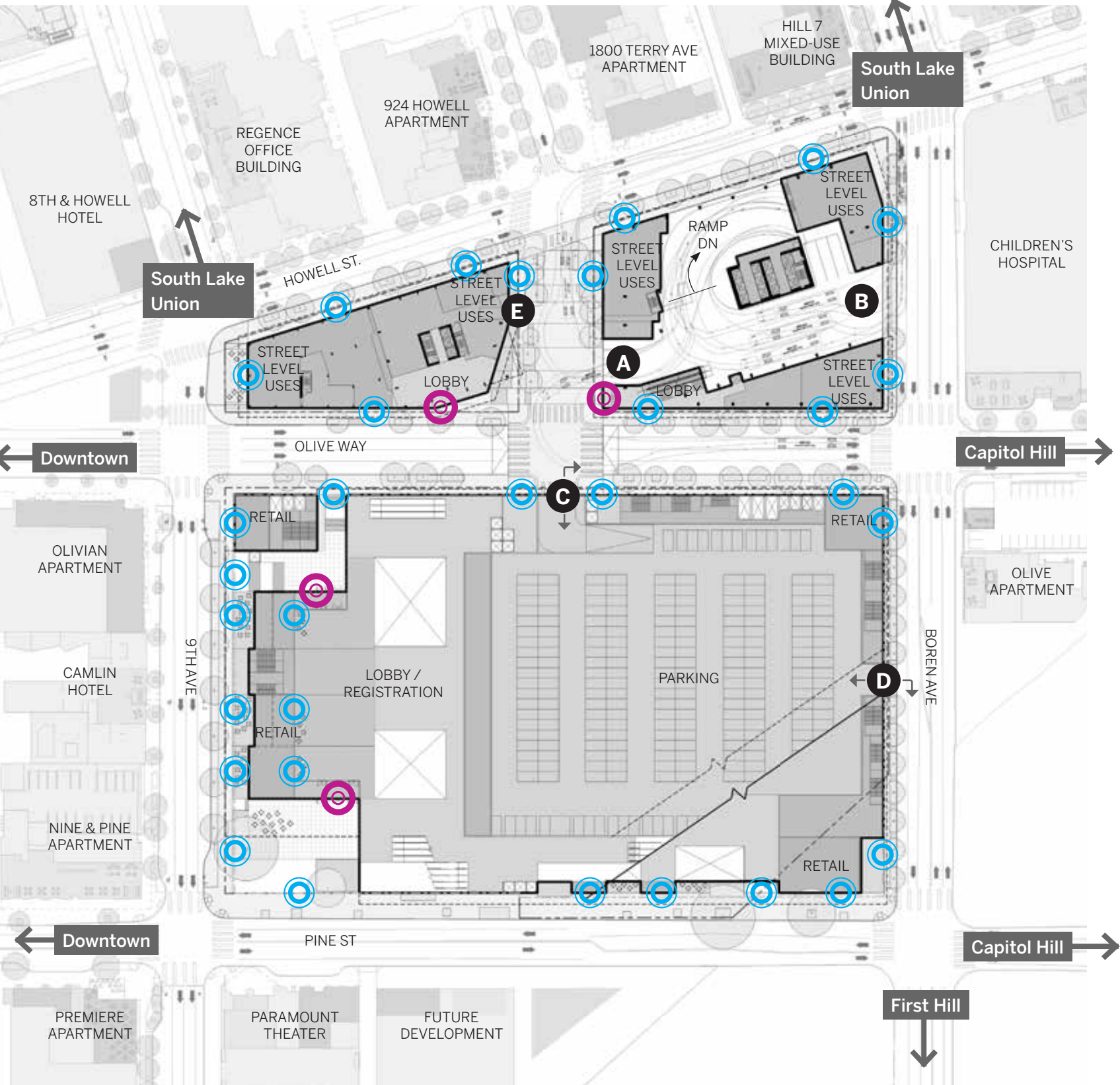


**NOTE** See detailed plans + section starting on pg 91

\*\*\* INDICATES MAIN ENTRANCE



# 4 PREFERRED SCHEME CONTEXT INTEGRATION



## SITE CONNECTIVITY

The following are preferred locations of pedestrian, passenger vehicle, and truck circulation on and through the site. Vehicle access points and curb cuts are being evaluated to be approved through a separate Type 1 MUP process by the Director of the Department of Planning and Development.

### A B E LOADING ACCESS

Truck access for the WSCC Addition is proposed to arrive at "B" via Boren Avenue from the north, exiting 1-5 at Mercer Street. The flow through the block is one way from east to west - ingressing off of Boren Avenue and egressing at "A" primarily onto Olive Way and Howell Street. Trucks will have a queuing area for (3) trucks within the facility that allow them to wait off of city streets before being directed to the loading docks below grade. Residential co-development loading is provided at access "E" and Commercial co-development loading access is shared with "A" and "B".

### C D PARKING ACCESS

Passenger car access, vans, and hand carried freight are proposed to have access to the WSCC Addition facility at locations "C" & "D". The intersection of Terry Avenue at Olive Way, provides a familiar break at the street grid and provides an opportunity to control safe garage access through a signalized intersection. Boren Avenue is an additional access point that connects to the facility at a higher elevation, providing right turn only ingress and egress.

### Primary Entry

Primary lobbies for the WSCC Addition facility are envisioned along 9th Avenue taking advantage of its proximity to downtown amenities, connection to the existing WSCC facility, and comparatively shallower grades.

### Additional Entries

Additional entries along the perimeter of the facility will support employee access, pedestrian parking access, and various retail opportunities.



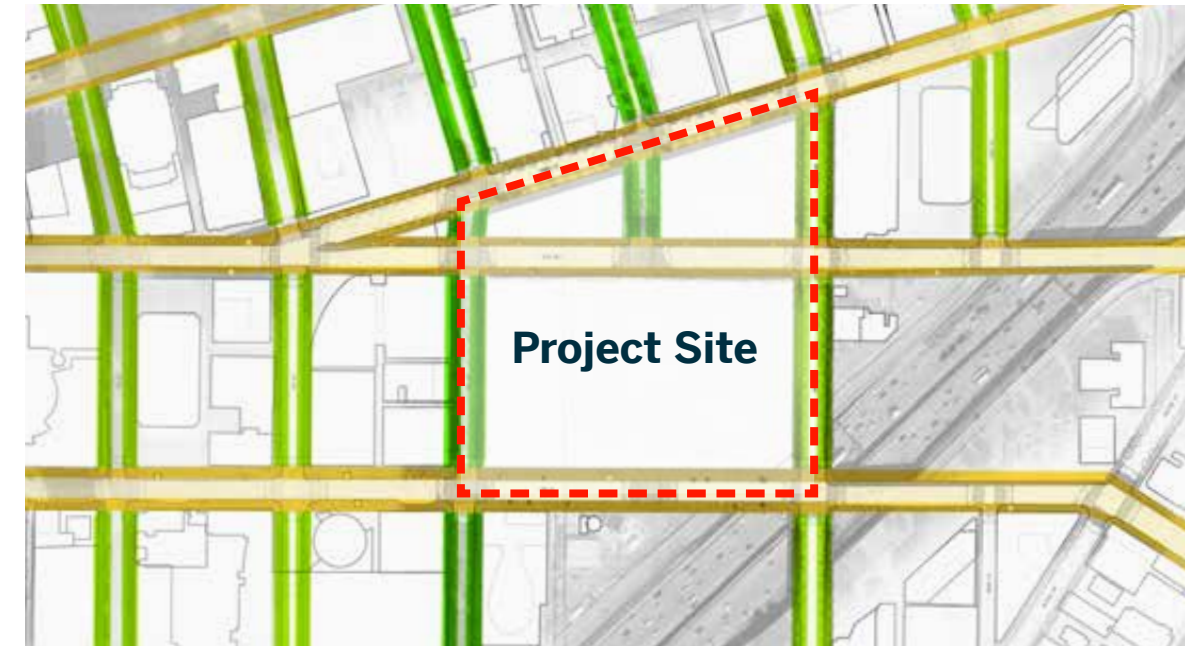
## 4 PREFERRED SCHEME CONTEXT INTEGRATION

### CONTINUITY OF STREETS

Streets are the primary public space of the city and one of the greatest opportunities for the WSCC Addition to positively impact its surroundings. These streets can showcase the best the city has to offer in terms of its pedestrian experience, adding to rather than disrupting the larger quality of Downtown Seattle streets. To most effectively reinforce the city fabric, the scale and rhythm of surrounding blocks should be maintained throughout the site and restored where currently lost.

- Use streets as the primary public space to connect surrounding neighborhoods. The WSCC Addition will not feel like leaving the greater city.
- Use sidewalks and public spaces to support the diversity of WSCC programming, properly negotiating the needs of large events and the daily experience of resident and visitor movement through and around the project.

- Prioritize pedestrian ease and comfort over vehicular traffic at intersections, vehicle entries, and sidewalks showcasing the most progressive thinking about streets to all who visit Seattle
- Extend the dimensions and alignment of the adjacent blocks into and through the site to establish continuity with the urban context.
- Add additional width in areas to support specific program functionality and integrate activity of the building with adjacent streets and sidewalks.
- Enhance unique areas with wider dimensions than required by code, functional or programmatic needs to create zones specifically for public use.



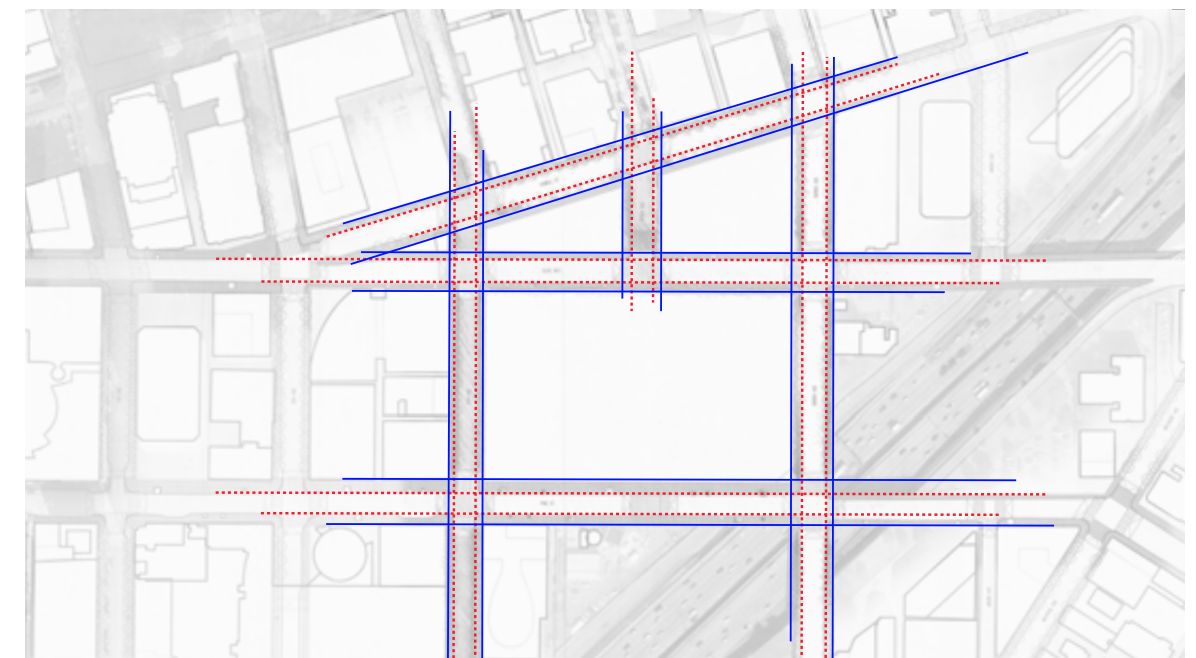
To achieve the goal of a truly urban convention center, street character should prioritize the continuity of the surrounding city streets and orient visitors by building on Seattle's unique topography.



Active sidewalks are crucial for vibrant city life. Sidewalks within this project are designed to meet WSCC needs without sacrificing the character and feeling of daily Downtown Seattle.



Over-scaled sidewalks designed for infrequent, maximum capacity disrupt the grain and character of the city

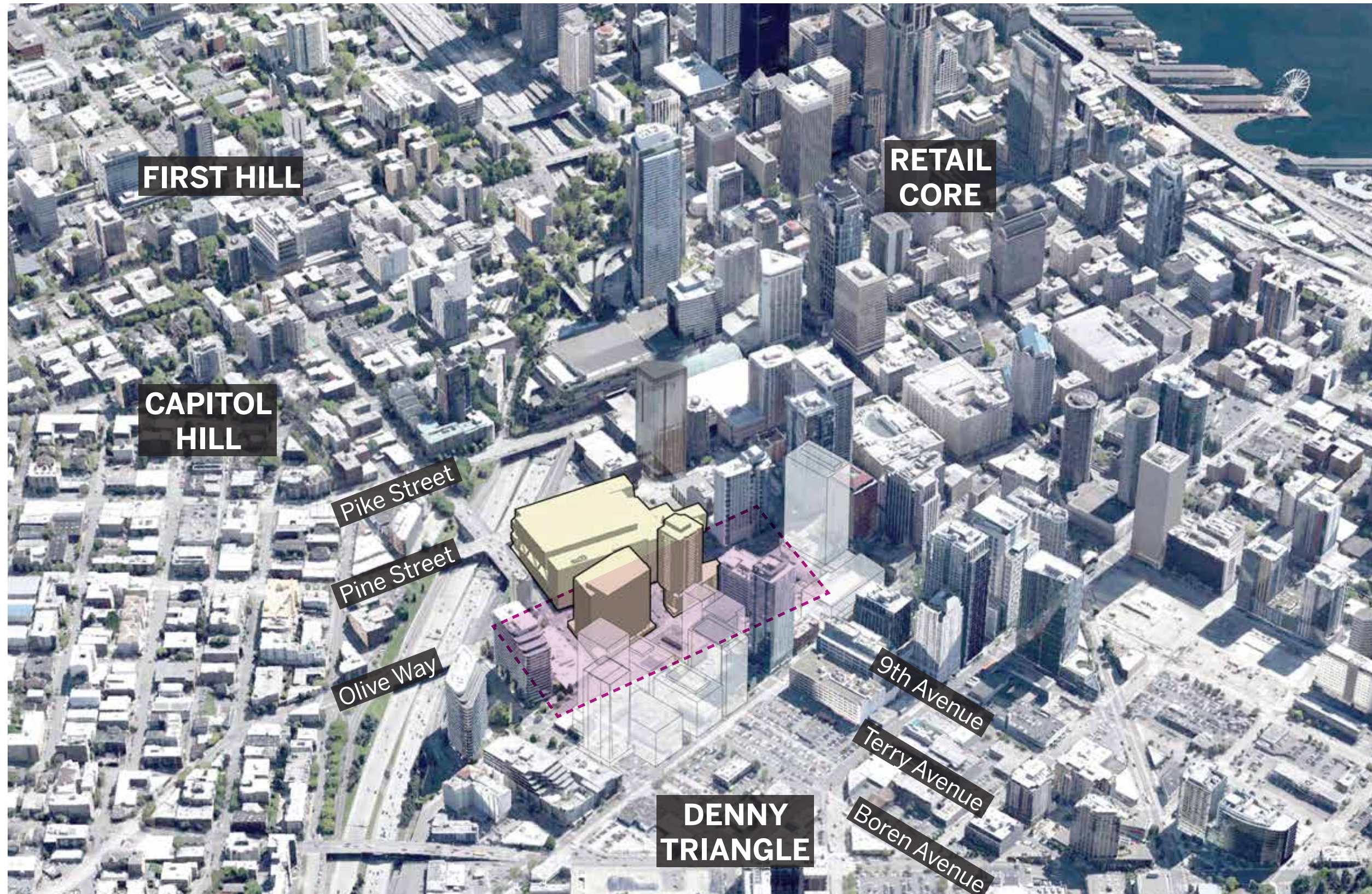


To maximize the continuity of the pedestrian experience, building faces and curb lines should extend in alignment from block to block. This emphasizes the volume of the street as a greater idea than any individual block and allows pedestrians to move in an uninterrupted path.



## 4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION

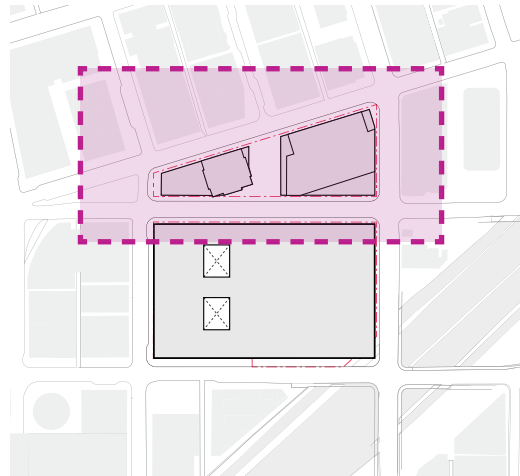
SOUTH AERIAL VIEW



New Development  
within 9-block study  
area is shown in white.



## 4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION



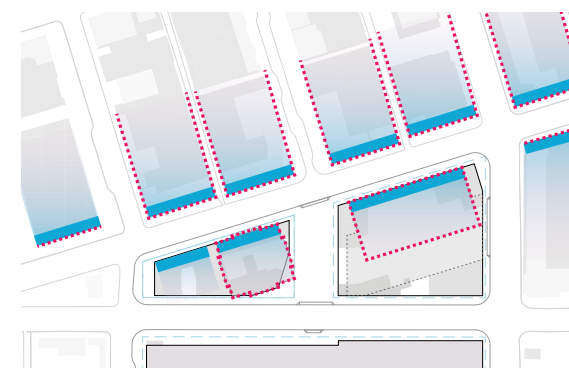
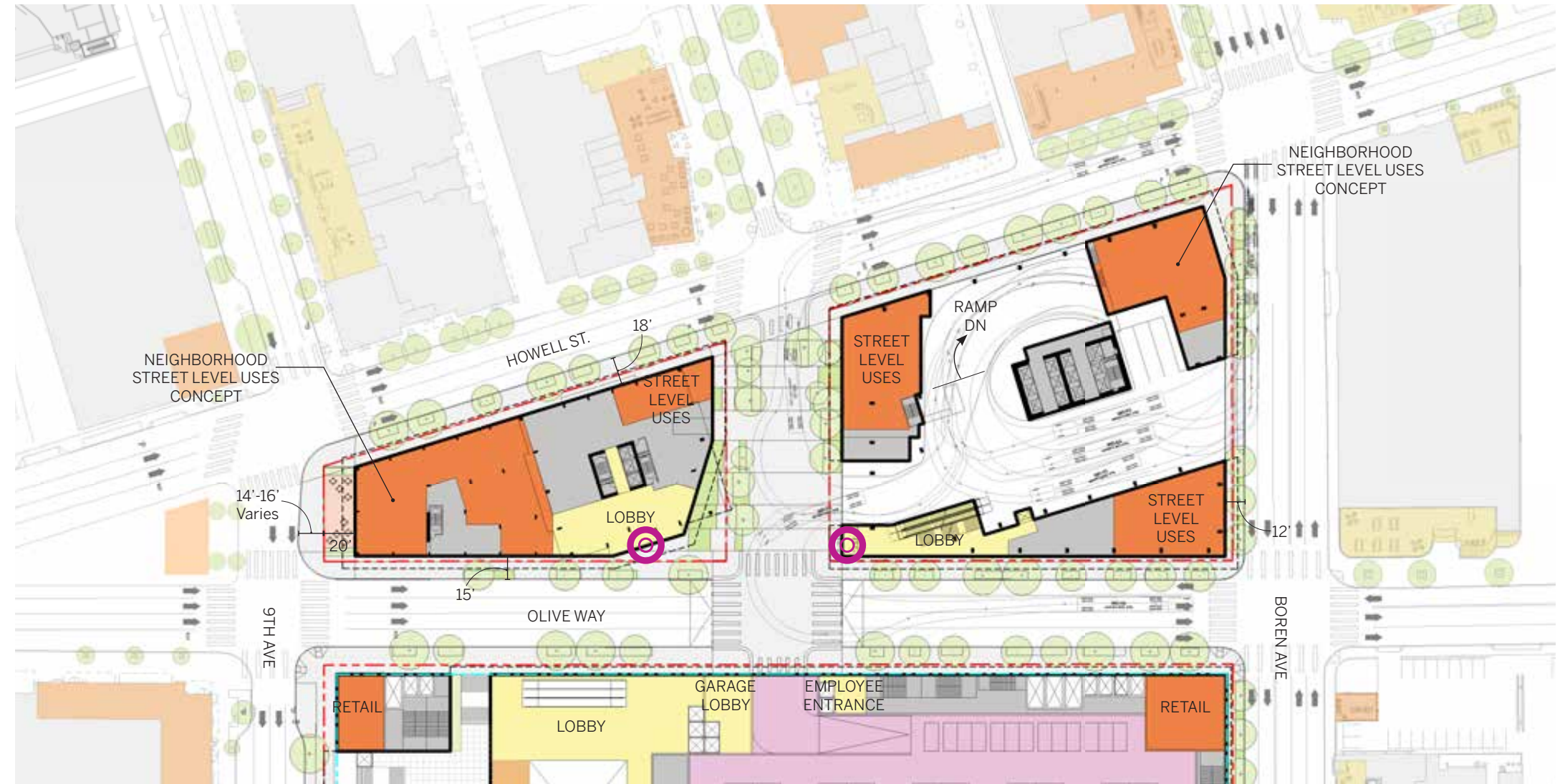
### DENNY TRIANGLE NEIGHBORHOOD INTEGRATION

The vision for the area of the north end of the site is to establish a transition from the convention center program through to the Denny Triangle neighborhood beyond, grounding the project to its context.

The area vacated by Terry Avenue is envisioned as a “shared street” minimizing the impact of the truck infrastructure, shifting the emphasis away from service to a more pedestrian-oriented space.

Integration with proposed retail spaces at the intersection of Howell Avenue and Terry Avenue are important opportunities to provide diverse activities within the multi-block project and to relate to new developments across Howell Street. Proposals for Howell Street emphasize continuity with the larger street network and neighborhood connections.

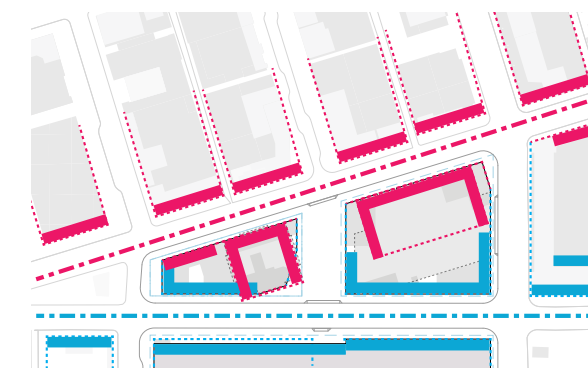
Olive Way is a seam connecting the WSCC Addition and co-development sites to the rapidly growing Denny Triangle neighborhood to the north. The intersection of Olive Way and Boren Avenue will be framed on both sides of the street with new construction as a gateway between Capitol Hill and Downtown. A proposed “makerspace” in the WSCC Addition will anchor this intersection.



Frame Howell Street with parallel building edges



Transition scale of building forms from Denny Triangle neighborhood to Convention Center

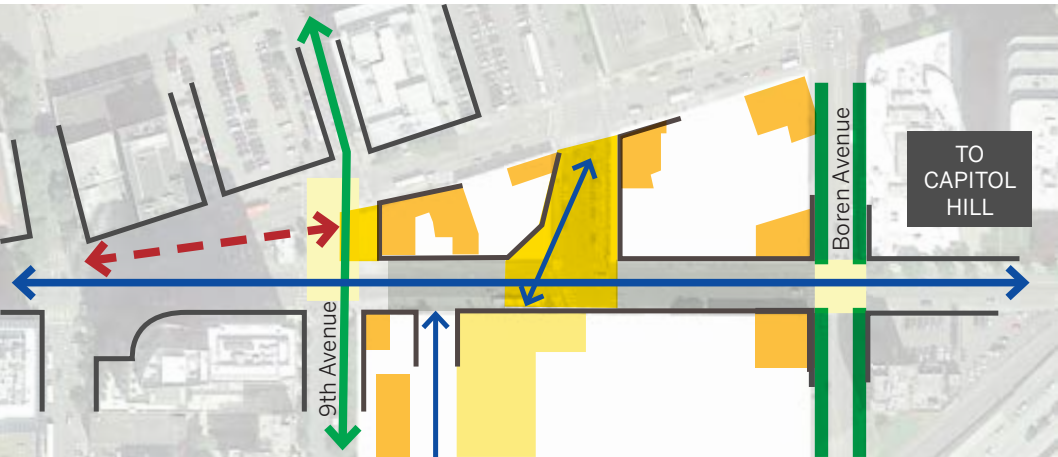


Articulate shift in street grids



# 4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION

## OLIVE WAY



Olive Way Concept Diagram



Olive Way Project Boundary Plan



Olive Way Existing Condition

## HOWELL STREET



Howell Street Concept Diagram



Howell Street Project Boundary Plan



Denny Triangle Neighborhood Street Character



Howell Street Existing Condition

## CONCEPT

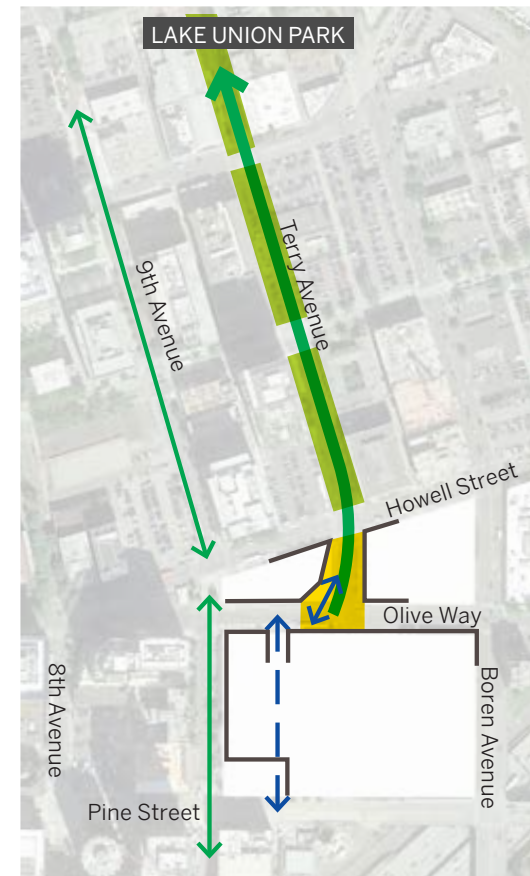
The proposed concept for Olive Way and Howell Street to reinforced the pattern of the city fabric, providing an interesting pedestrian thoroughfare, while also recognizing their necessary role as a vehicular connection to I-5 and Capitol Hill. Both Olive Way and Howell Street are the primary routes of truck egress from the convention center loading dock. Regular street-scape rhythm and planting areas serve to reinforce connections to the surrounding neighborhood and provide the pedestrians comfort from the busy street.

Terry Avenue forms a Green Street couplet with 9th Avenue, terminating into the center of the project site. The preferred scheme proposes maintaining the openness of the block, highlighting the connection across Olive Way with pedestrian friendly street-scape and intersection design. The Terry Avenue component of the Green Street couplet is redirected by the building massing and facade to connect with 9th Avenue along Olive Way, aligning with major building entries and the 9th Avenue Mixing Zone.

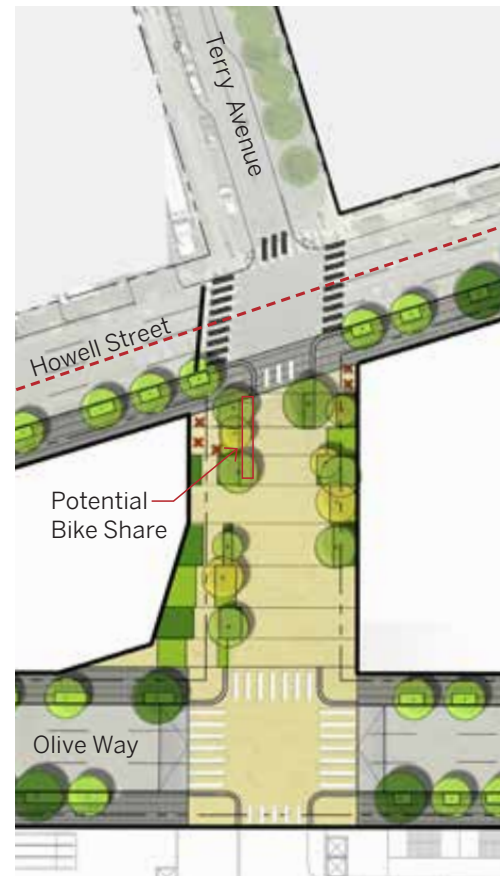


## 4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION

### TERRY AVENUE



Terry Avenue Concept Diagram



Terry Avenue Urban Vision



Terry Avenue Existing Condition



Street Character Example



### PROPOSED DESIGN

- Curb-less street to minimize impacts of truck loading and prioritize pedestrians
- High-quality paving treatment for full width of street between Howell Street and Olive Way to prioritize pedestrian experience and “shared-street” character
- Expanded planting areas where possible to minimize impacts of truck loading and connect to Green Street character north of Howell Street
- Fixed and flexible seating to enhance pedestrian environment and support adjacent building activities
- Potential integration of bike share program
- Prioritize two-sided street character that builds on city standards and promotes integration with Denny Triangle Neighborhood
- Maintain continuity and alignment of sidewalks from block to block
- Sidewalk material to build on city standards to emphasize continuity with the larger city
- Two-sided street treatment with aligned sidewalks
- Mixed street-scape planting
- Careful integration of proposed garage entry/exit to minimize impacts

### RETAIL EXPERIENCE

The proposed retail strategy for this zone is to focus on creating an activate edge between neighborhoods that provides continuity and transition between the convention center program and the Denny Triangle neighborhood, encouraging travel northward to South Lake Union beyond.

#### Examples

Cone & Steiner, Seattle  
 Assembly Hall at Via 6, Seattle  
 MadArt at 325 Westlake, Seattle  
 400 Fairview, Seattle  
 Parklets, Various Locations

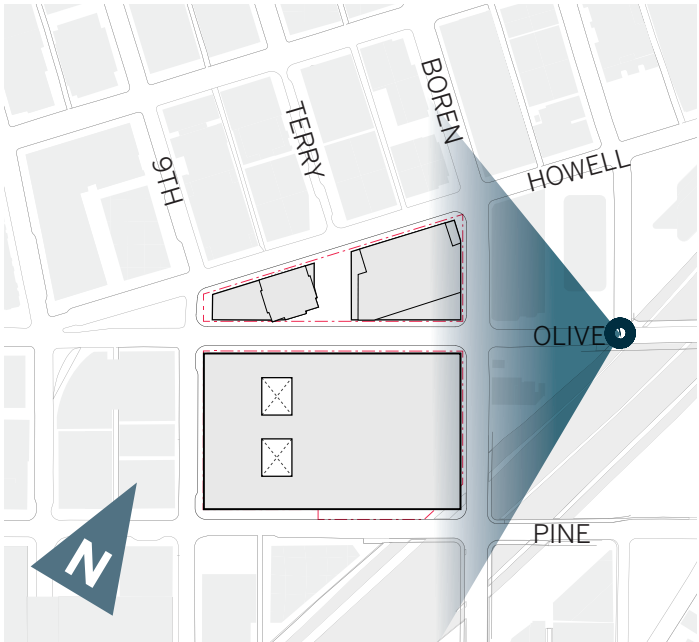


# 4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION

OLIVE WAY FACING WEST



- 12 The Olivian: Apartment building
- 19 The Premiere: Mixed Use Retail / Residential
- 21 Olive 8: 39 story Mixed-Use Condominium Residential / Hotel



## OPPORTUNITIES

- Contribute to the evolving character and increasing density of the transitioning neighborhood.
- Promote Olive Way as a desirable pedestrian connection across I-5 connecting Capitol Hill to Downtown.
- Create a prominent corner at the edge of I-5.



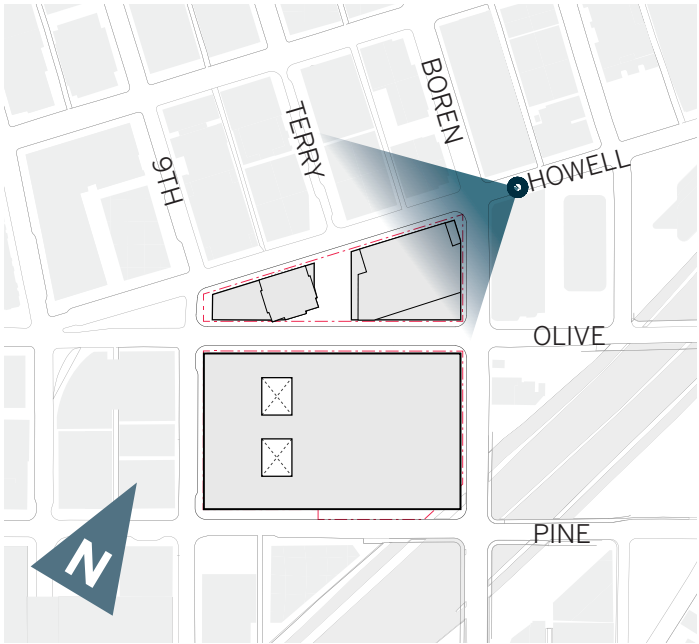


# 4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION

HOWELL STREET FACING SOUTHWEST



- 8 Seattle Children’s Cancer Research
- 15 Hill 7: Office and Hotel
- 21 Olive 8: 39 story Mixed-Use Condominium Residential / Hotel



## OPPORTUNITIES

- Participate in the dynamism of a rapidly evolving neighborhood.
- Plan for future co-development that provides the desired height and density for the neighborhood.
- Promote Howell Street as an attractive pedestrian connection.



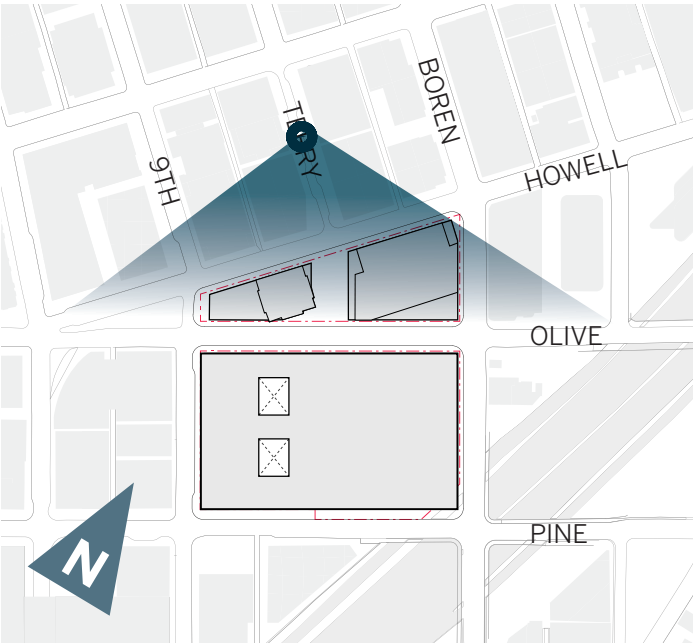


# 4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION

TERRY AVENUE FACING SOUTH



7 1800 Terry proposed building  
12 The Olivian Apartment High-rise



## OPPORTUNITIES

- Create a logical terminus to Terry Avenue Green Street and a gateway to the proposed project.
- Fill in the hole in the urban fabric and contribute to the density of this rapidly evolving neighborhood.



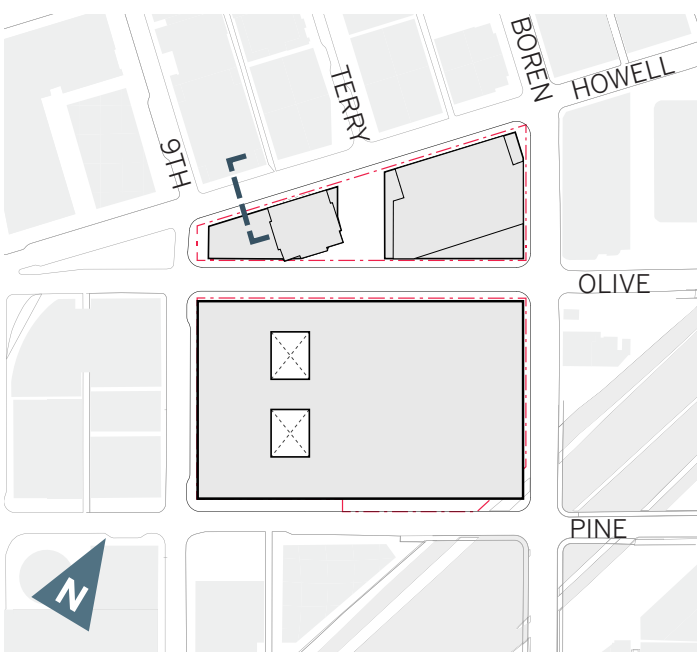
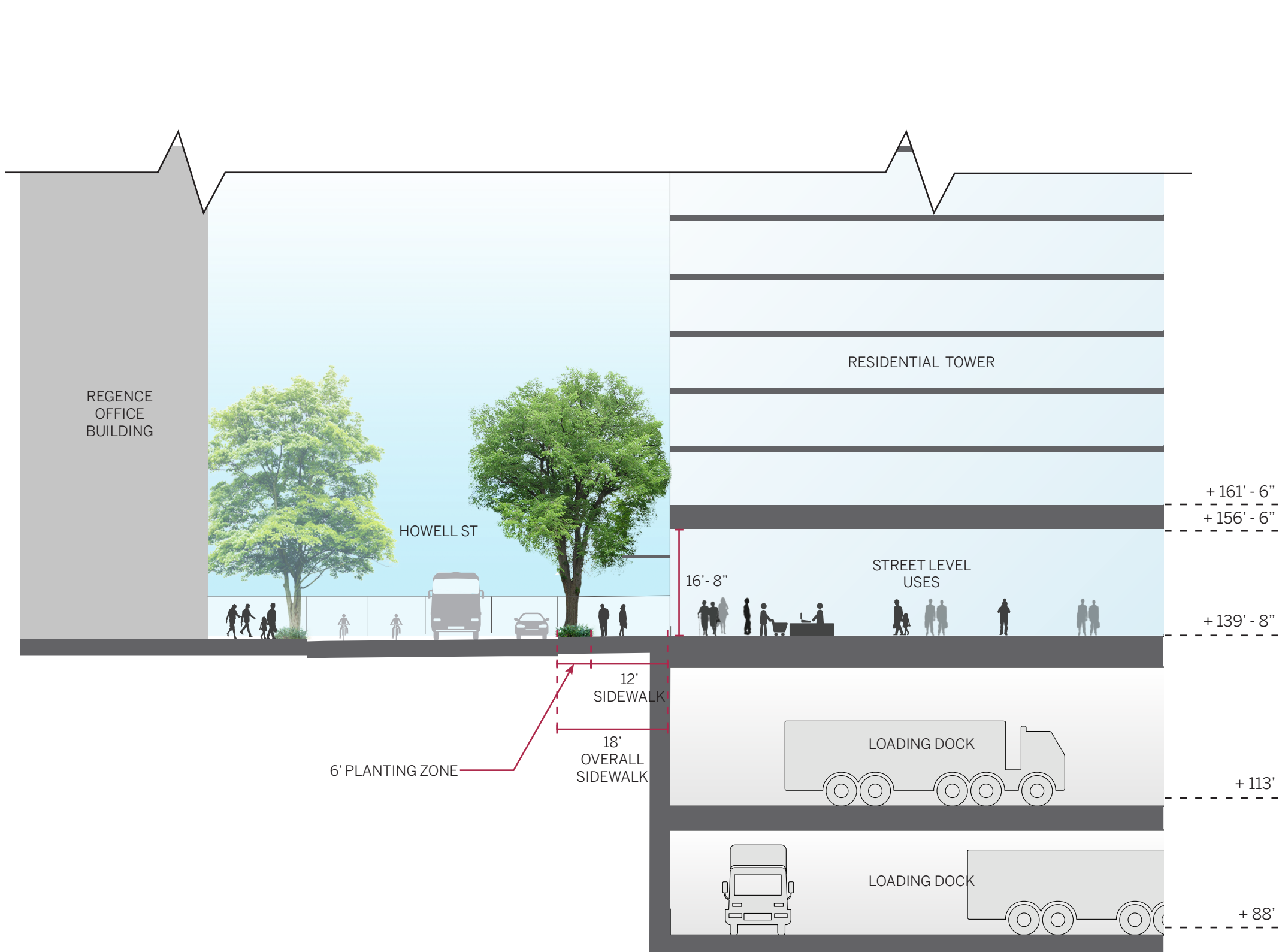


## 4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION



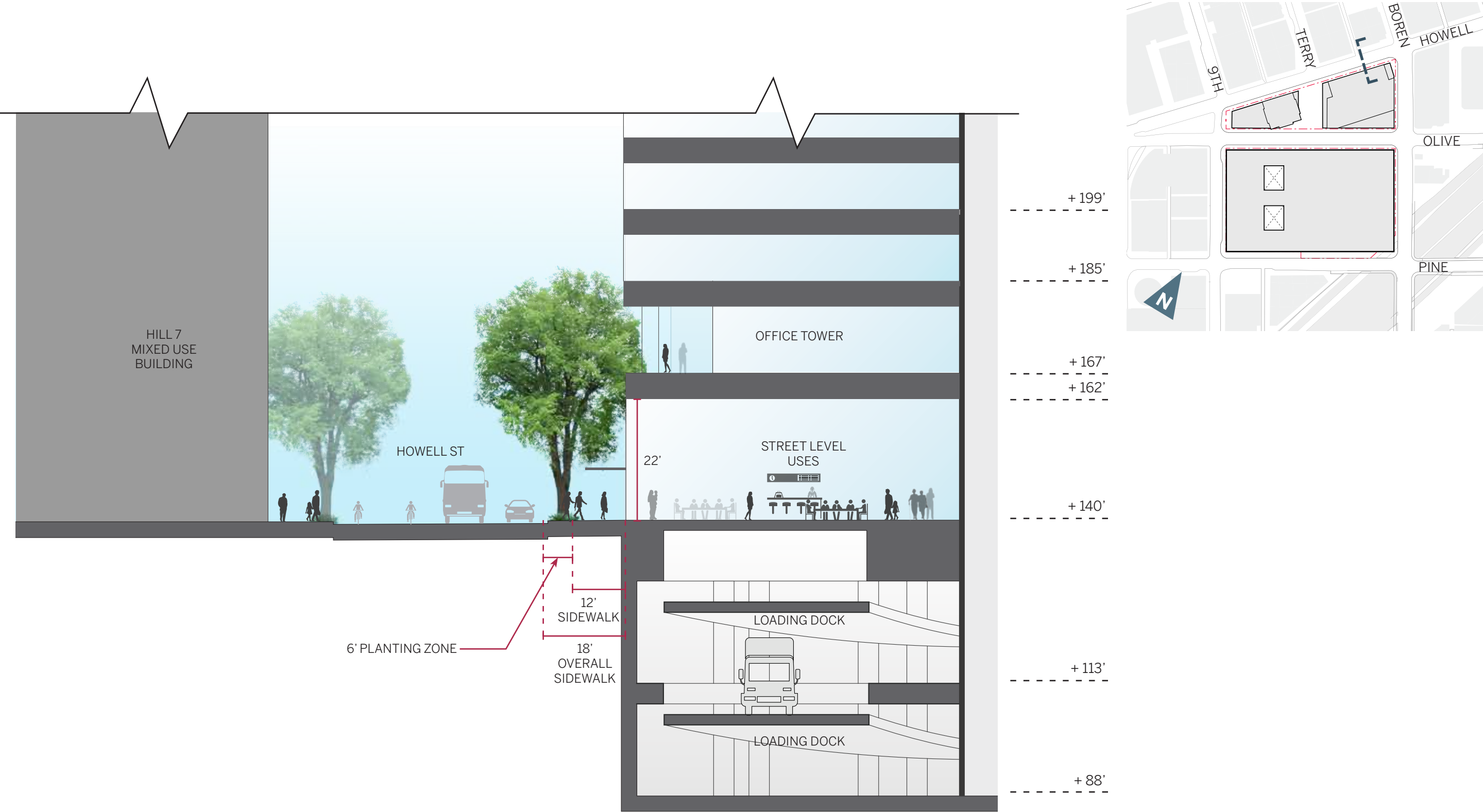


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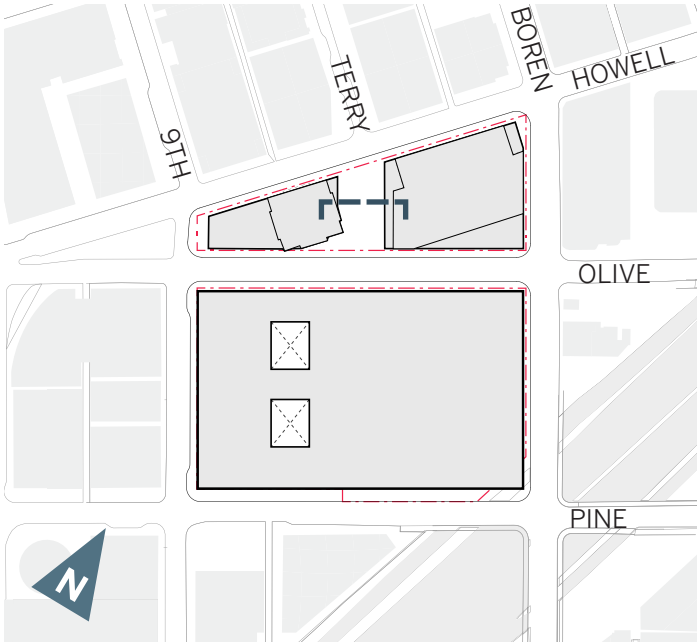
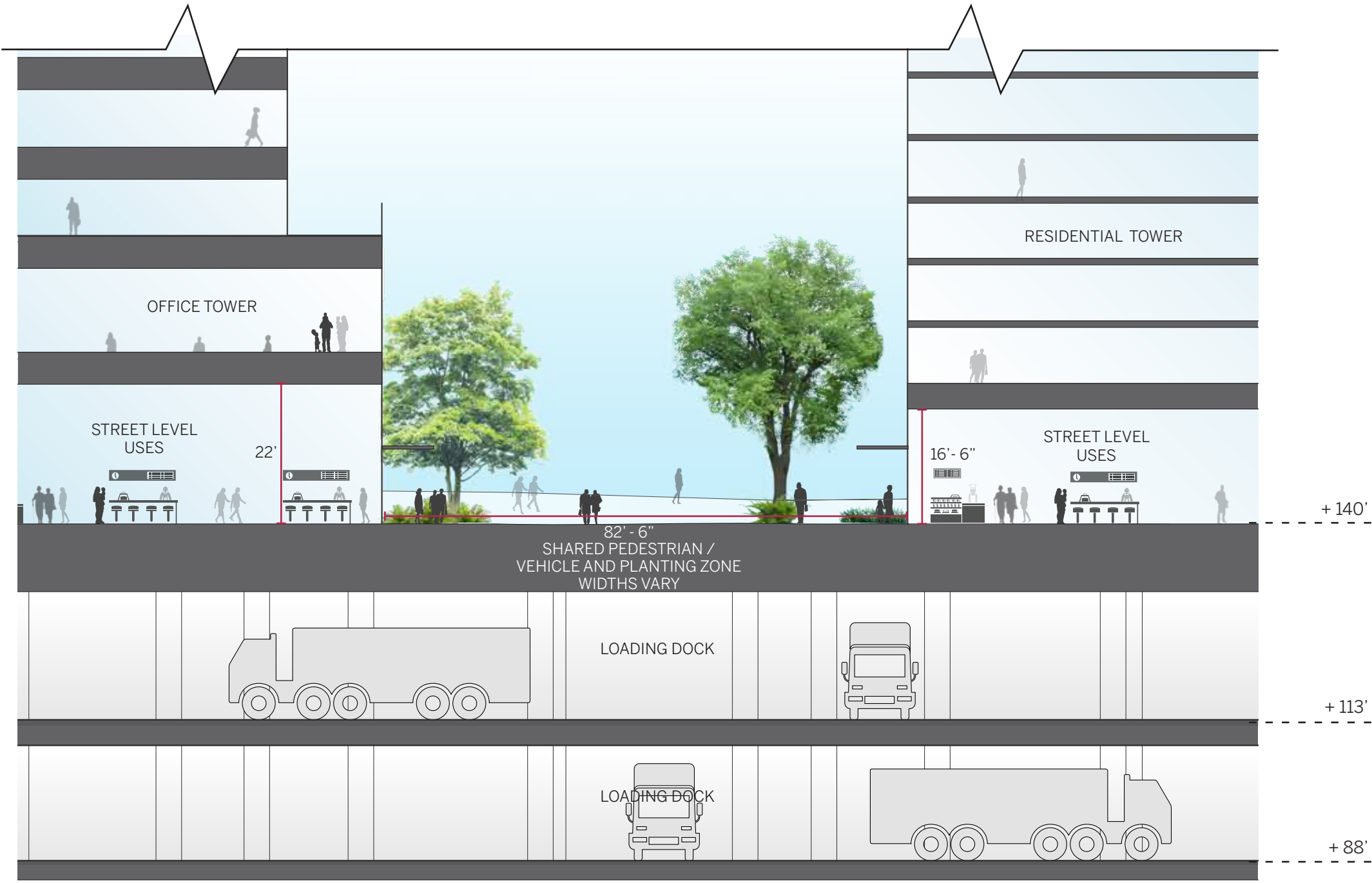


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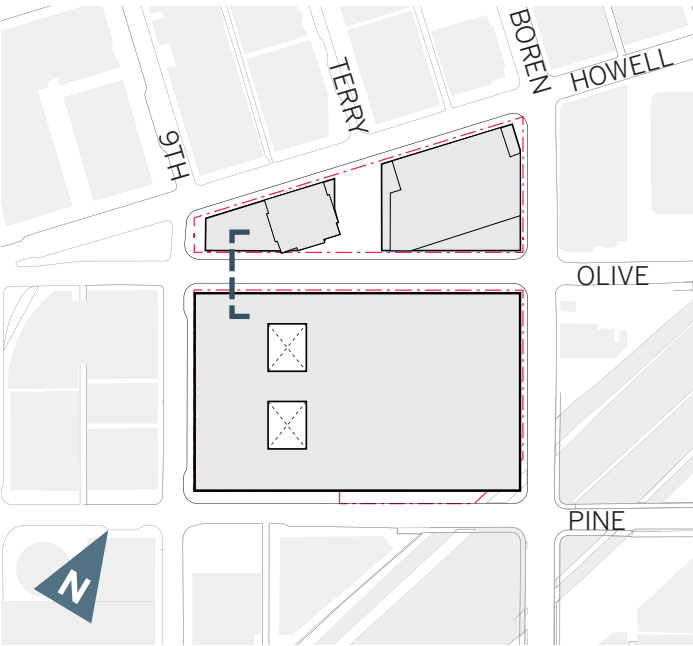
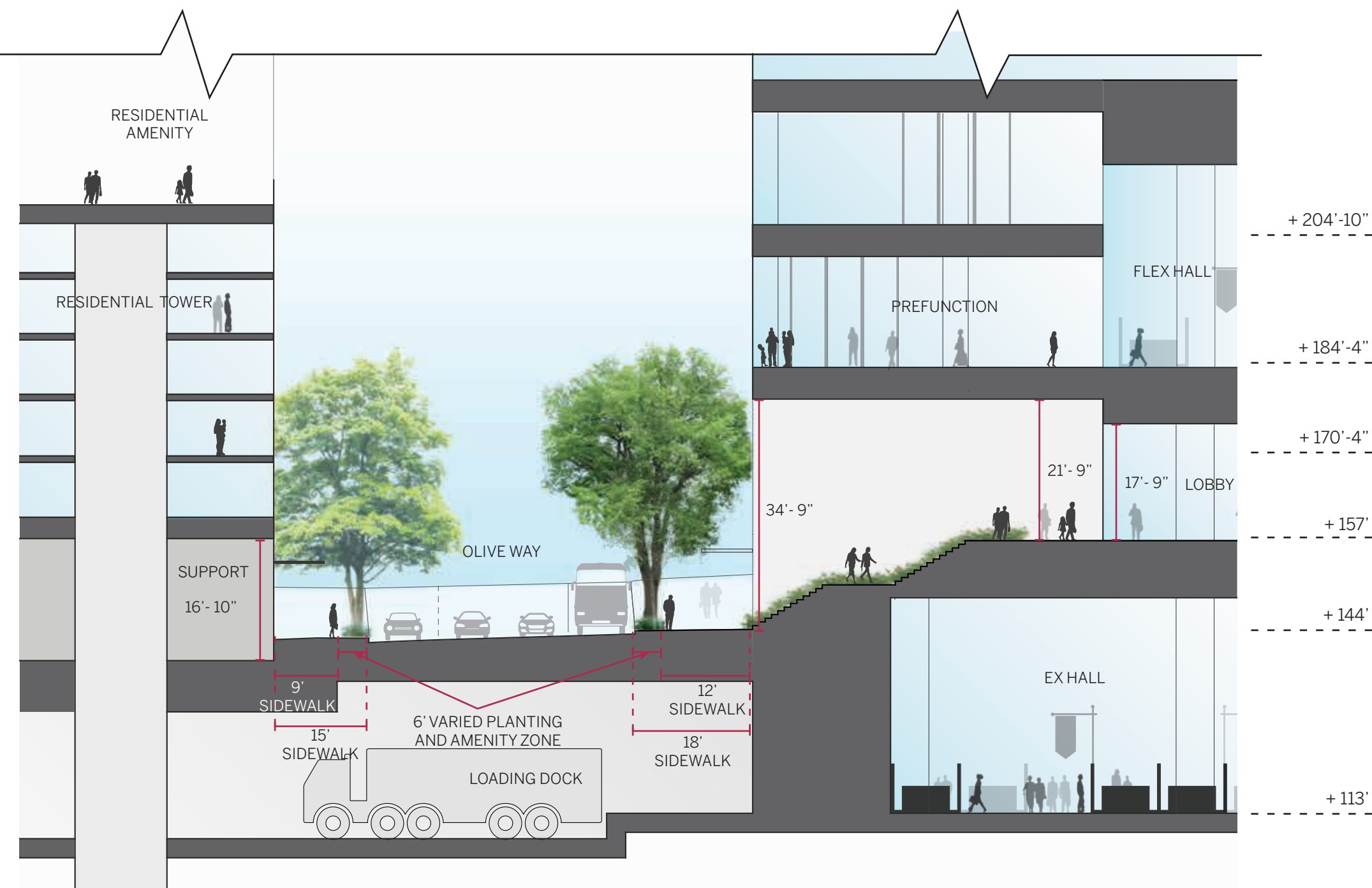


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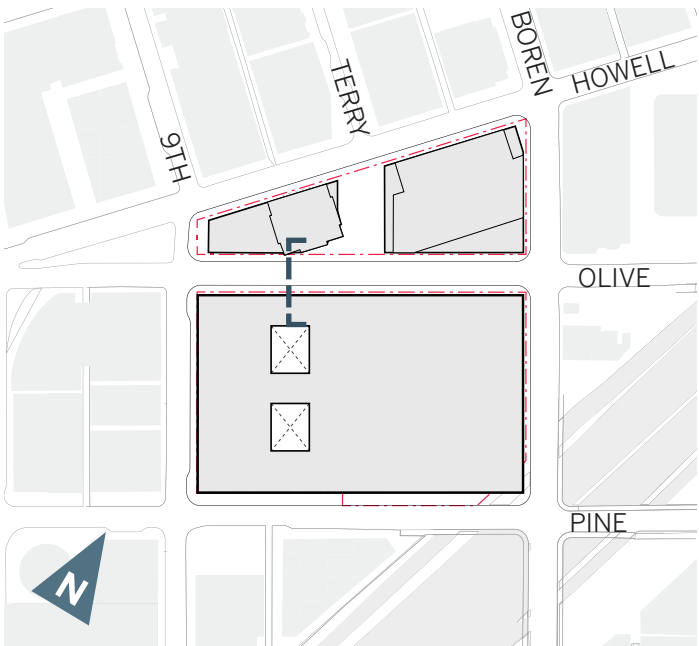
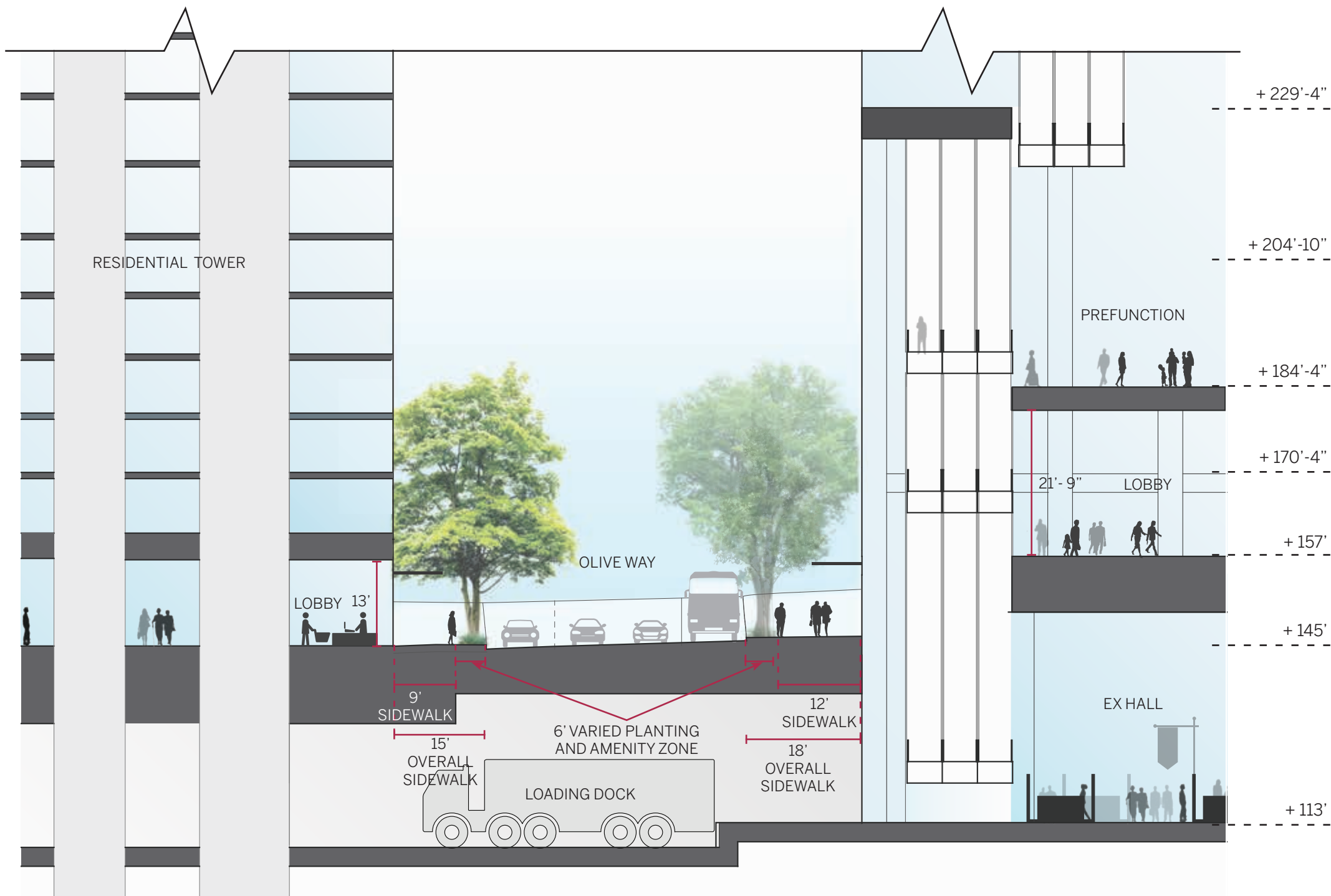


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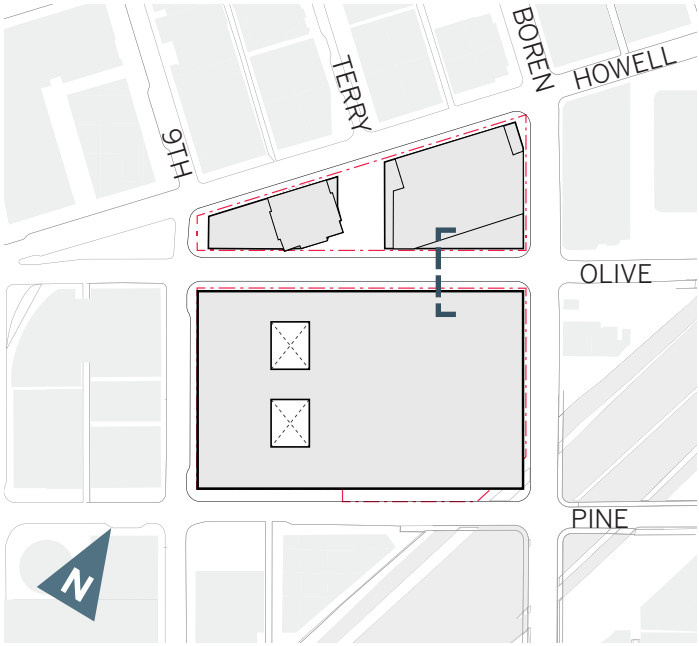
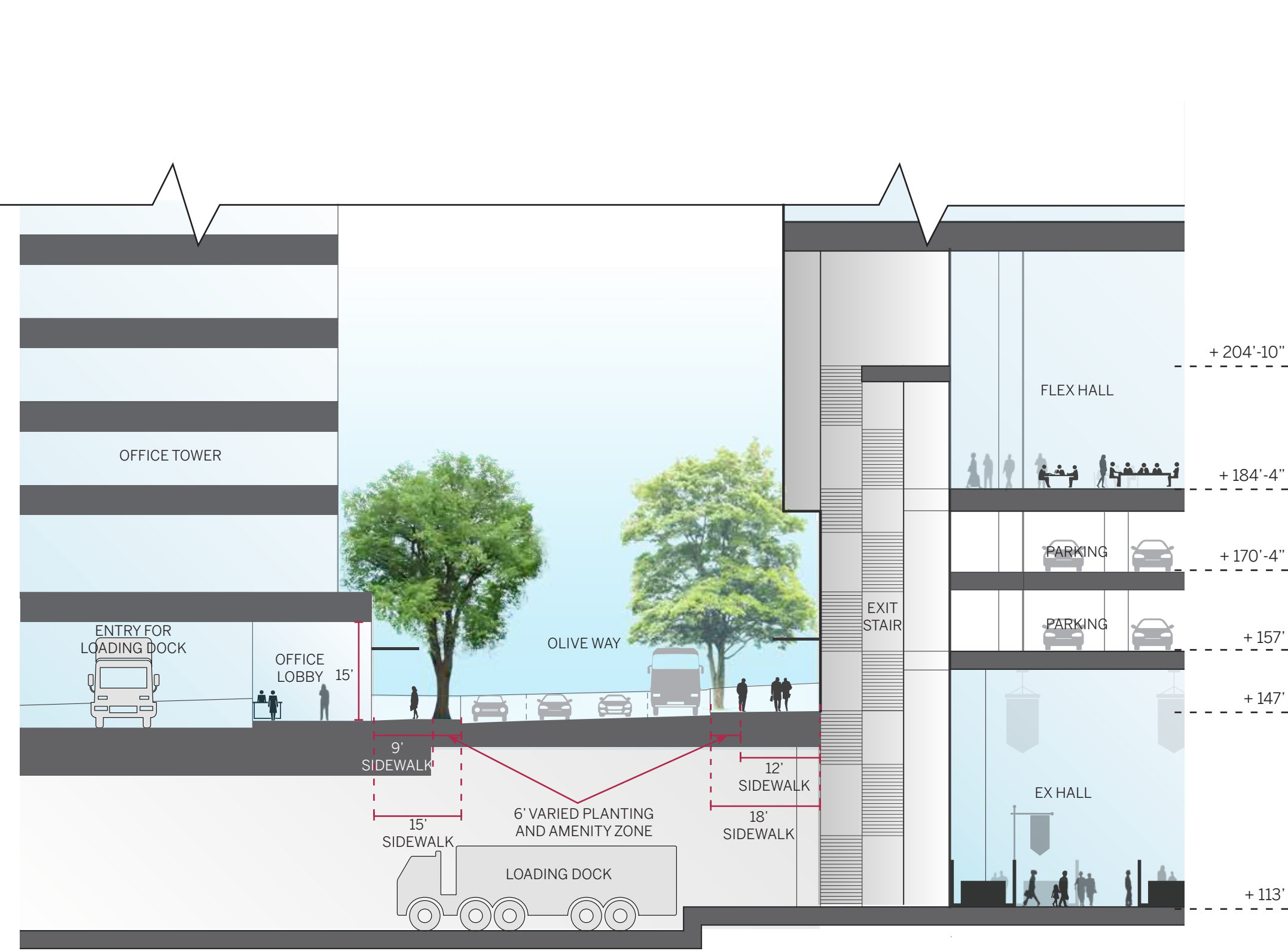


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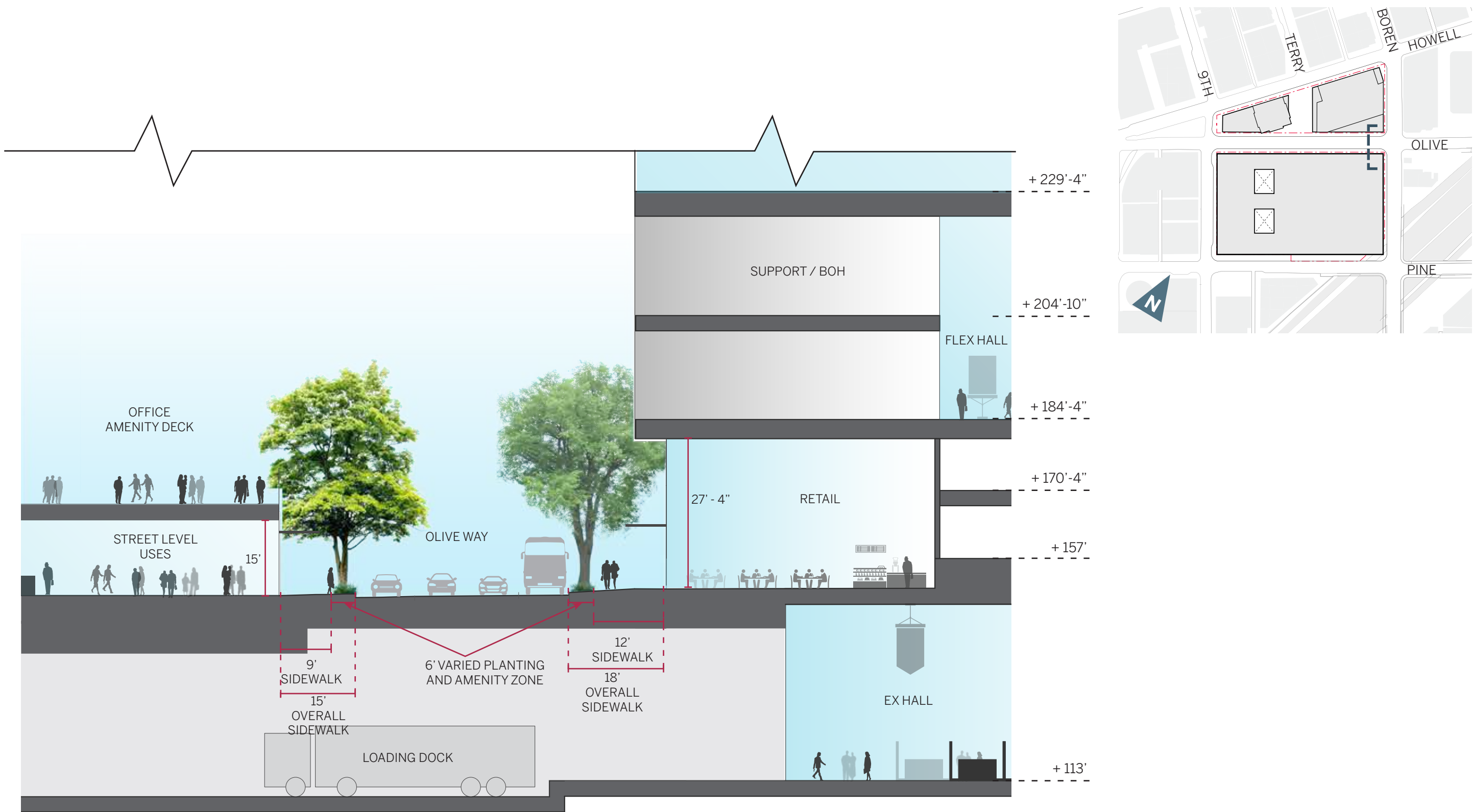


4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION





4 PREFERRED SCHEME DENNY TRIANGLE NEIGHBORHOOD INTEGRATION



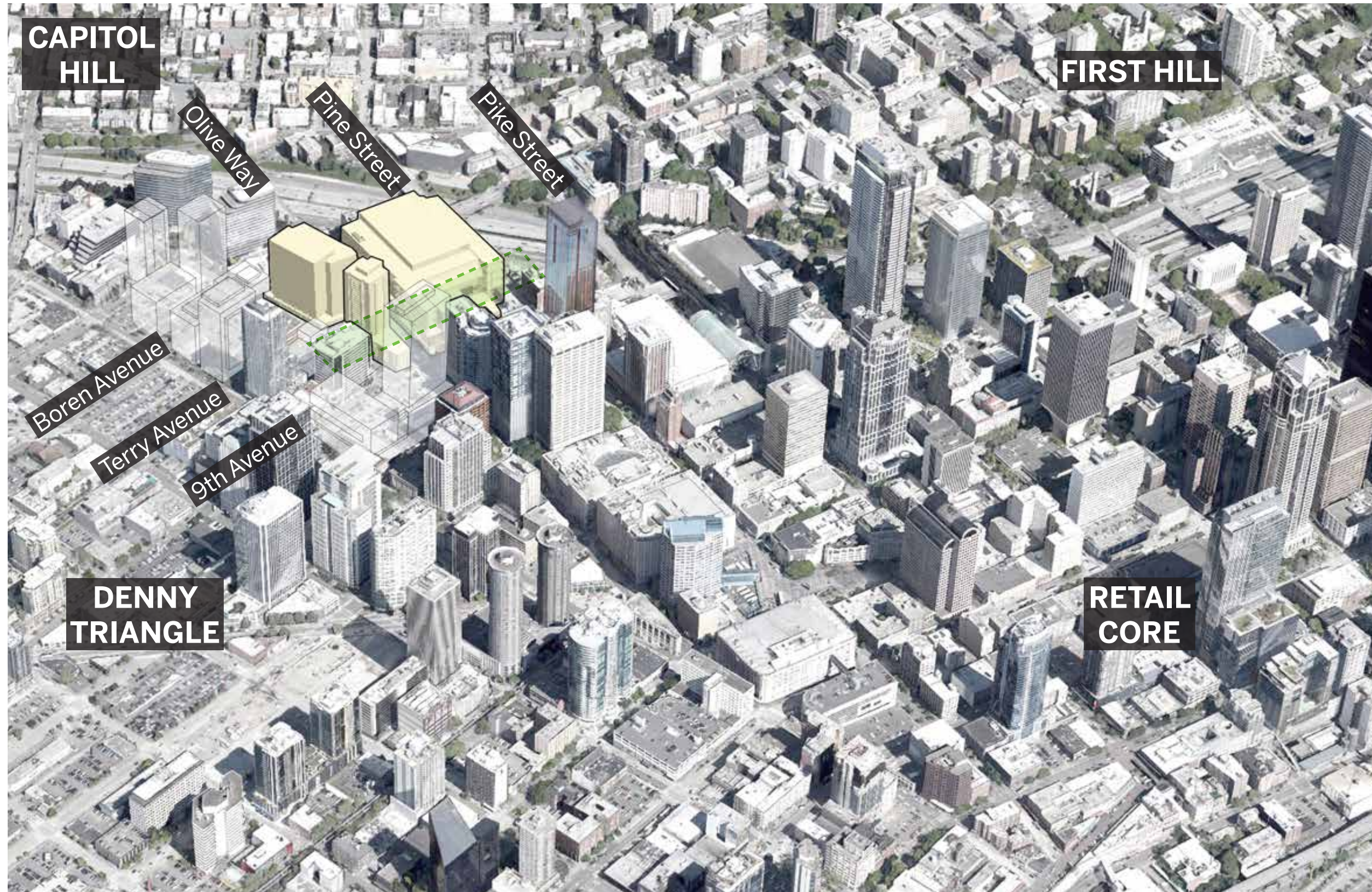


## 4 **PREFERRED SCHEME** DENNY TRIANGLE NEIGHBORHOOD INTEGRATION



## 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE

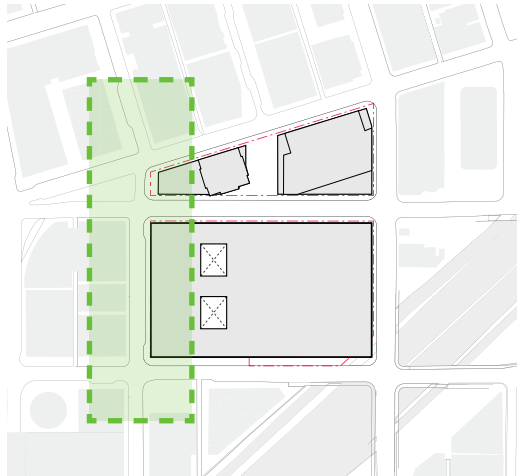
EAST AERIAL VIEW



New Development  
within 9-block study  
area is shown in white.

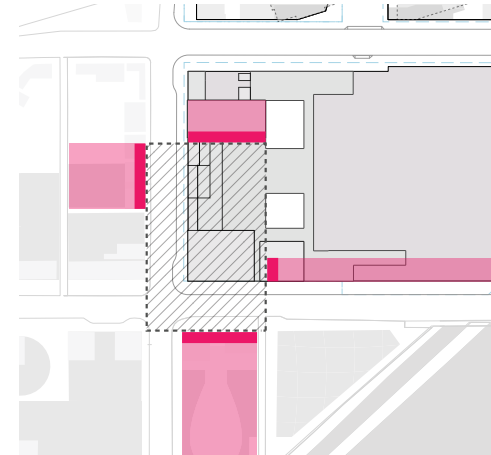
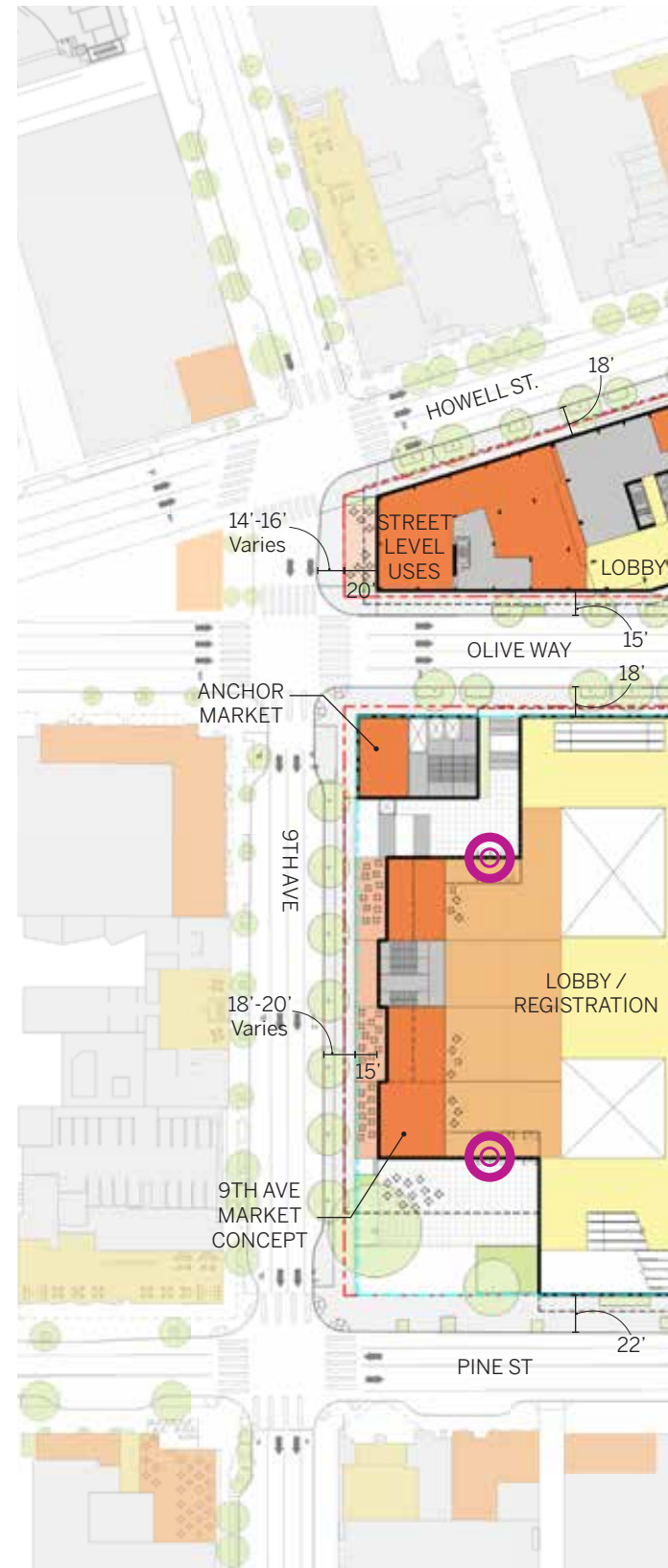


## 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE

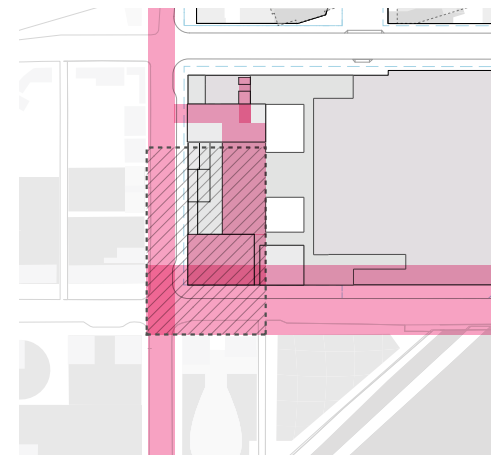


### 9TH AVENUE MIXING ZONE

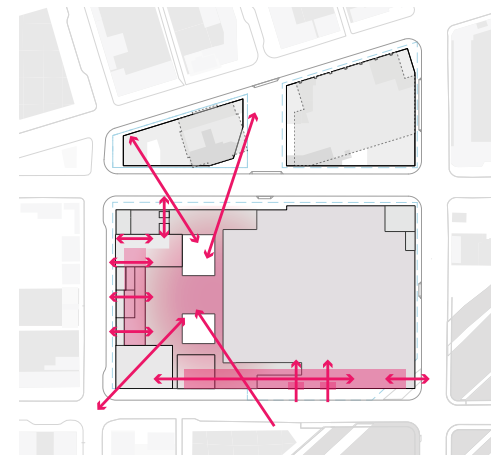
9th Avenue is envisioned as the grand mixing zone for the project, where the city and the building program overlap, blurring the edges of the site. 9th Avenue also has the opportunity to become an urban promenade and significant new public space linking existing and new WSCC facilities. This Green Street can showcase Seattle's leadership in northwestern planting and pedestrian-oriented street design. Building on the urban agenda of the WSCC Addition, 9th Avenue becomes a major public-space addition to the city, convention center program can spill out into the daily life of the city. The phenomenon is further reinforced through the retail concept of the "9th Avenue Market" occupying the nexus of overlapping zones, providing a rich locally focused flexible amenity to building occupants and the neighborhoods beyond.



9th Ave / Pine Street Open Spaces Framed by Signature Building Forms



Interlocking Public Spaces



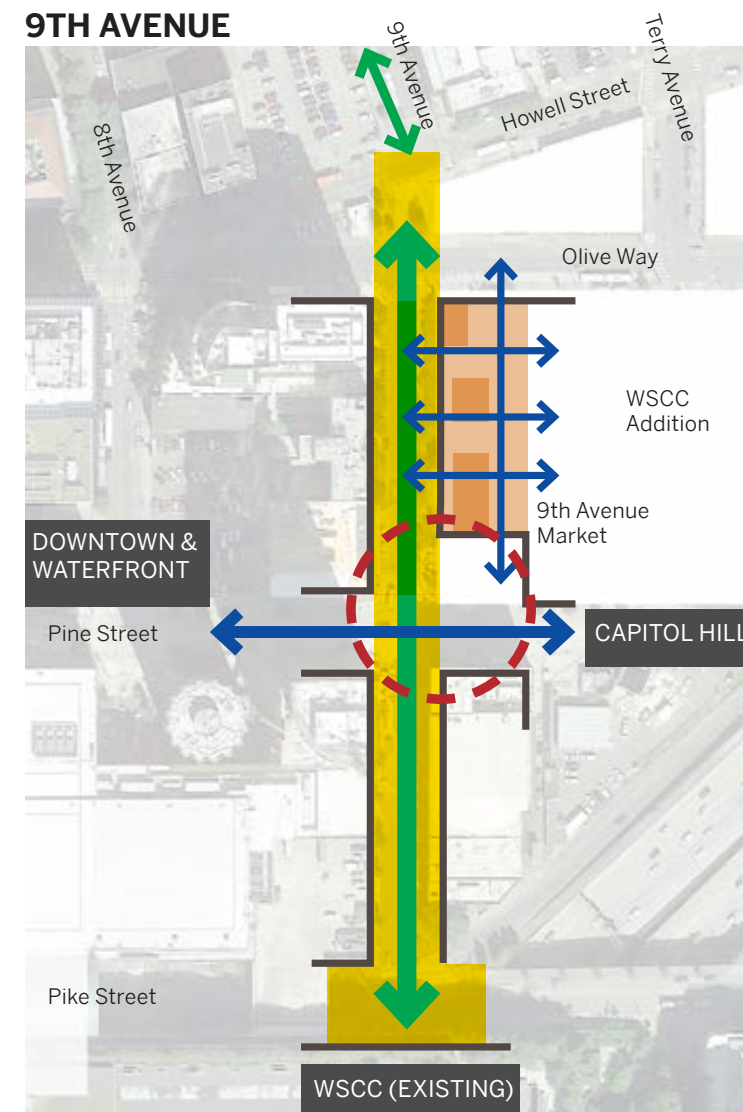
Visual Porosity



## 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE

### PROPOSED DESIGN

- Integration of special-event lighting and other WSCC event infrastructure will allow the street to adapt and communicate specific WSCC activities
- Mixture of fixed and flexible seating to support adjacent building activities and maximize potential of 9th Avenue to be a great public space for the WSCC and Seattle
- Storm water treatment in planting areas to maximize Green Street identity and showcase Seattle's innovative sustainability strategies



9th Avenue Vision Concept Diagram



9th Avenue Project Boundary Plan



9th Avenue Existing Condition



Example of a pedestrian focused street with flexible uses

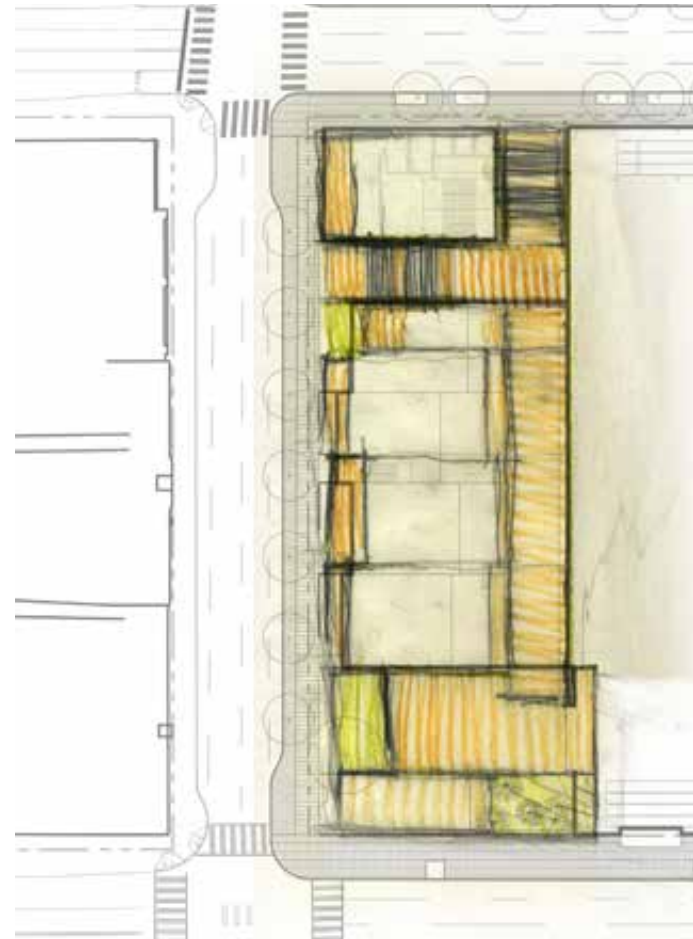


## 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE

### 9TH AVENUE AND PINE

Stepping from the street into the convention center entry takes visitors through a lushly planted entry court, designed to frame the Paramount Theatre across the street. Topographic layering of the city's past is highlighted through the feeling of decks or platforms that bridge to a covered entry to the convention center interior. This sequence frames and contains the space allowing the plaza to function as a urban amenity regardless of the convention schedule.

This concept continues through a series of terraces along 9th Avenue that create entry nodes and transition spaces for the market and retail spaces, providing areas for seating as well as texture along the street. A native northwest palette of planting and materials highlights the rich bounty of the region and contributes to the design of the Green Street.



Concept sketch



9th Avenue Market - Project Design





## 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE

### RETAIL EXPERIENCE

The retail concept for 9th Avenue is to create an marketplace to reinforce the connection between Melrose Market on Capitol Hill and Pike Place Market at the waterfront. The market hall will provide the opportunity to promote a unique variety of small scale vendors to enhance activation as a mixing zone between the convention center and the city. The market has the potential to serve conference attendees in search of authentic local souvenirs, to accommodate office workers looking for a quick bite, and possibly to offer grocery options to the growing residential community downtown, all in one place. The intermingling of these populations is crucial to the success of the project's public spaces. By dedicating this space shared use, the building provides a stage for this mixture: a gradation rather than a hard edge between event and city.

#### Examples

Pike Place Market, Seattle  
Melrose Market, Seattle  
Pybus Market, Wenatchee  
Ferry Building Marketplace, San Francisco  
Shed, Healdsburg  
Grand Central Market, Los Angeles  
Torvehallerne, Copenhagen  
Paper Island, Copenhagen  
Mathallen, Oslo

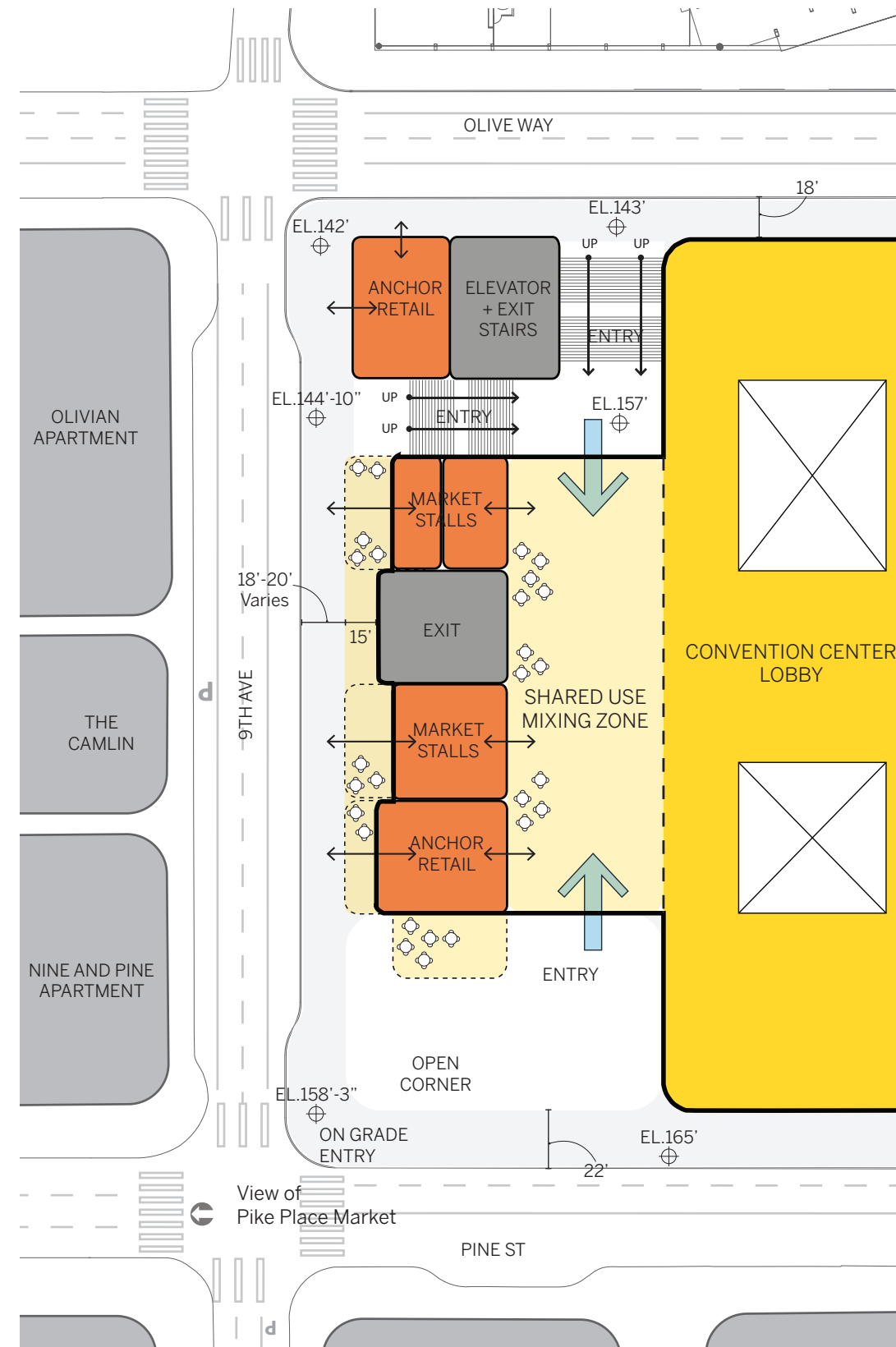




## 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE

### PROPOSED DESIGN

- Open, semi sheltered plaza on Pine to respond to the Paramount Theatre entry, create spill-out space for event crowds and market stalls.
- At-grade entry on Pine Street corner.
- Market tenants create a strong corner anchor for the building on Olive Way / 9th Avenue.
- Stalls at grade to activate the street along 9th.
- Tenants open to the interior to engage the building lobby, with internal circulation to take advantage of mezzanines over street level uses.
- 9th Ave and Olive Way lobby entries to increase circulation options.
- Varied stall depths and sizes to attract varied tenants.





## 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE



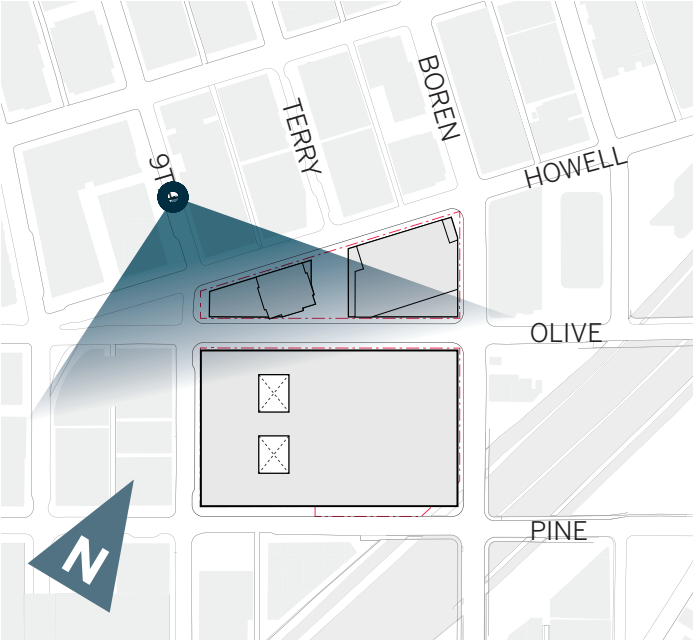


# 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE

9TH AVENUE FACING SOUTH



- 6 The Olivian: Apartment building
- 11 Regence BlueShield / Amazon
- 12 The Olivian Apartment building



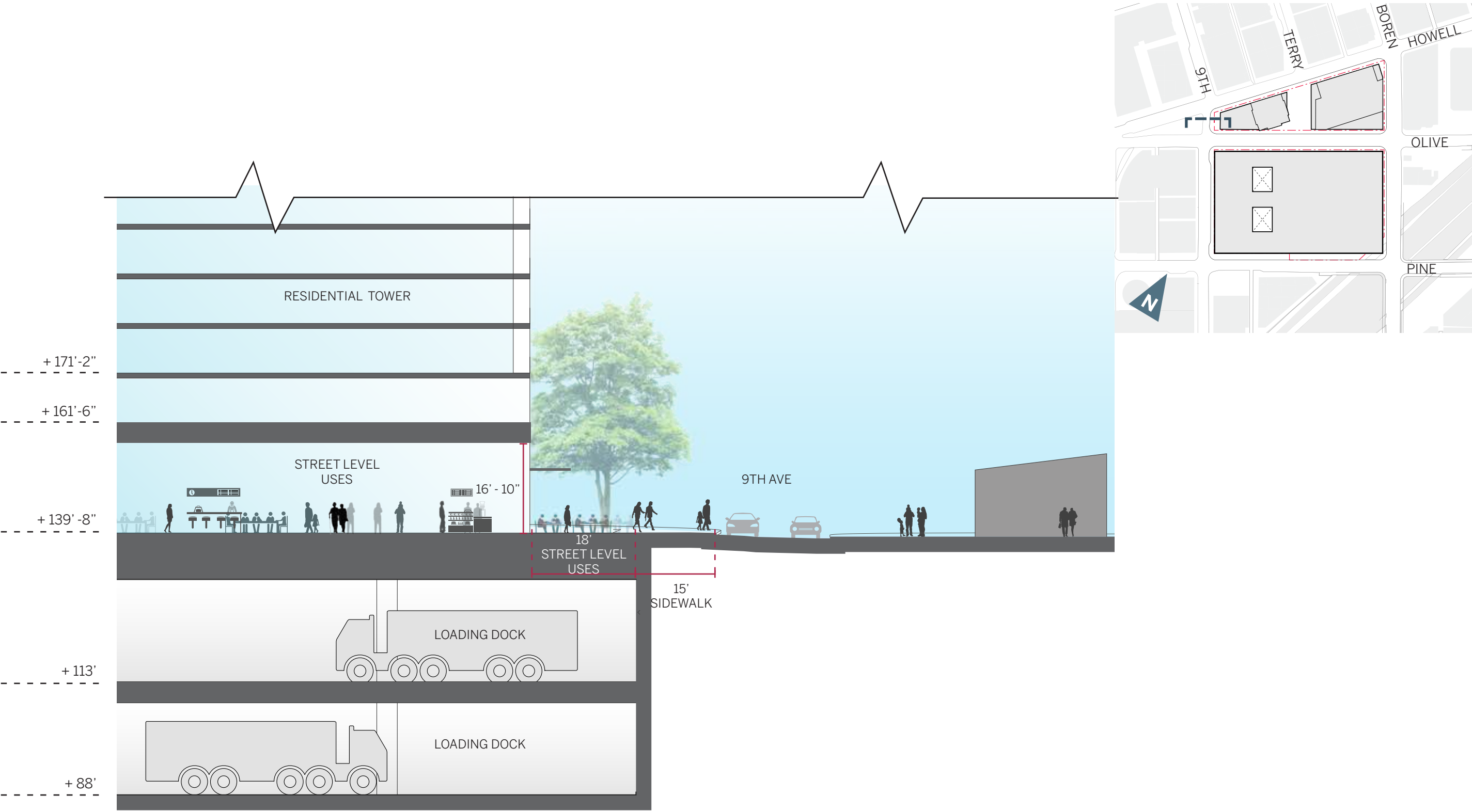
## OPPORTUNITIES

- Participate in the completing urban edges and filling in the gaps in the urban form.
- Create attractive pedestrian connections through great urban streetscapes.
- Add interest to the skyline through the use of massing and facade design.
- Distinguish this corner as a memorable shift in the city grid.



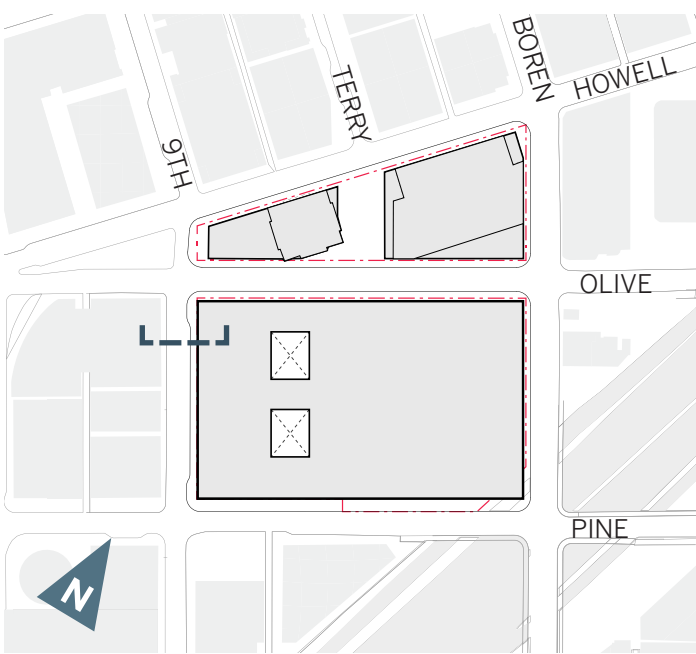
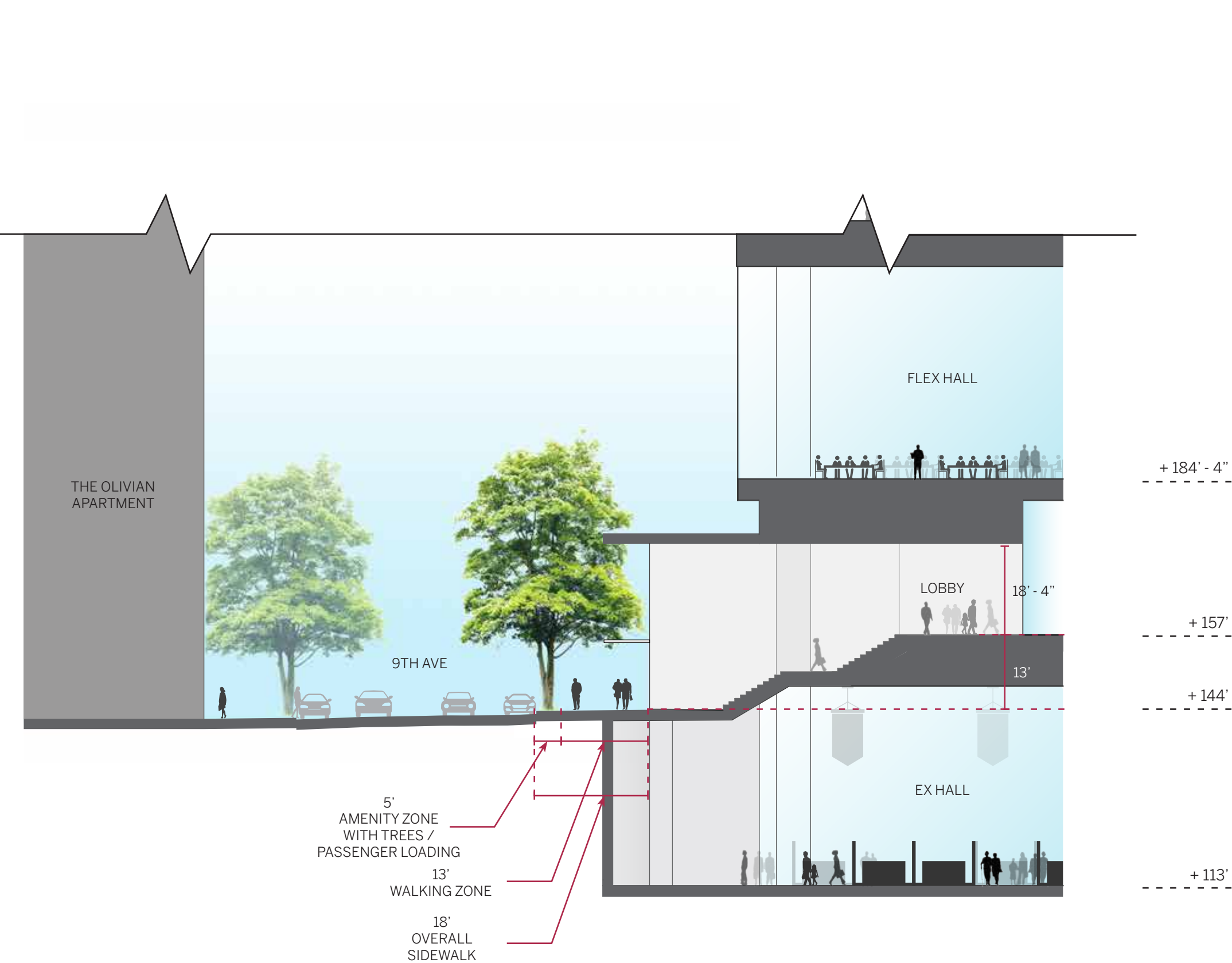


4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE



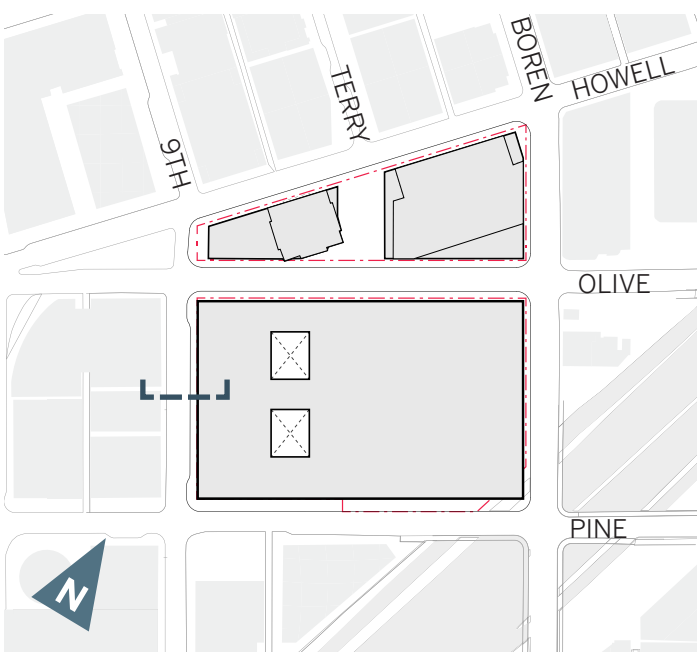
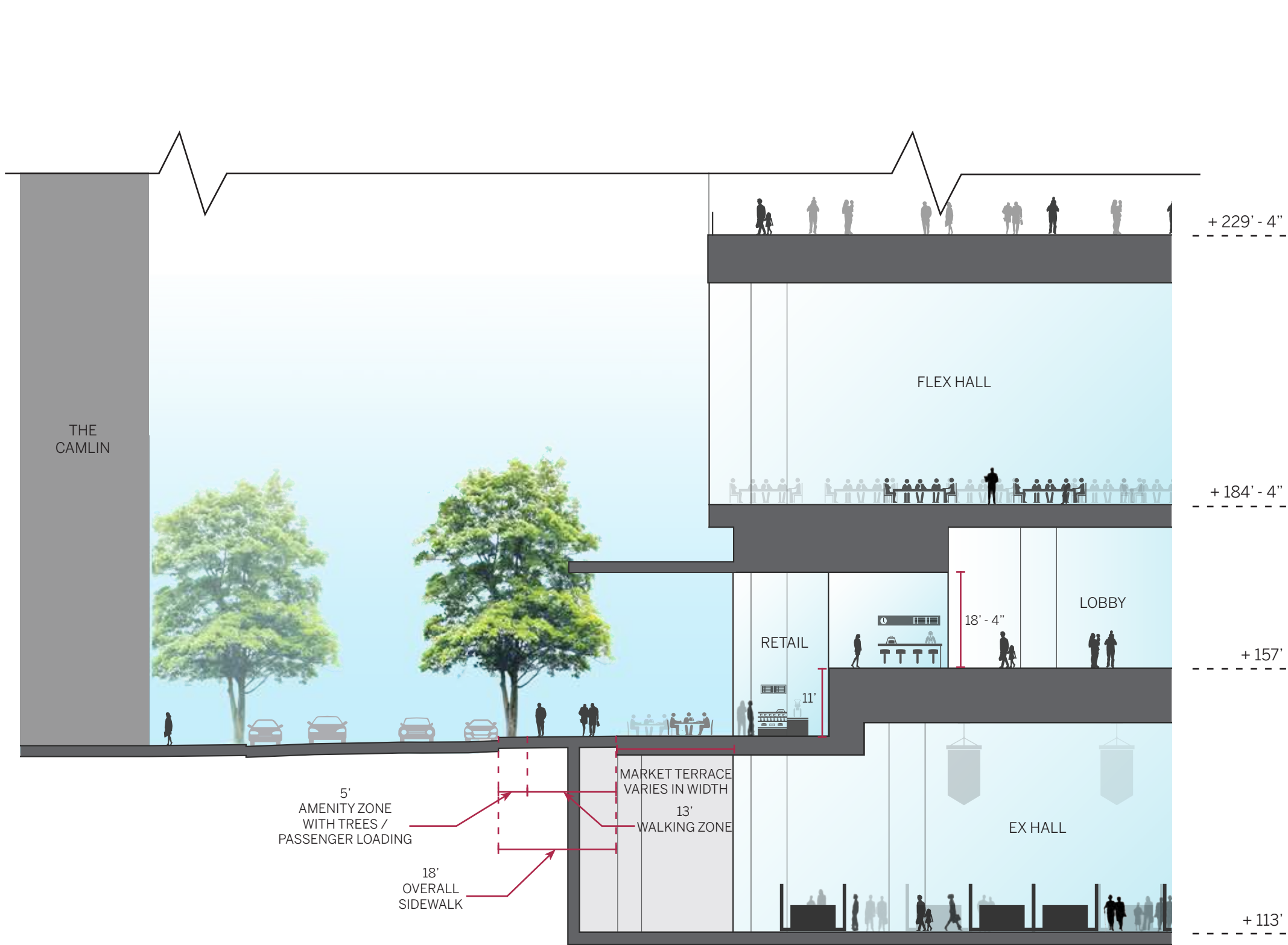


4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE



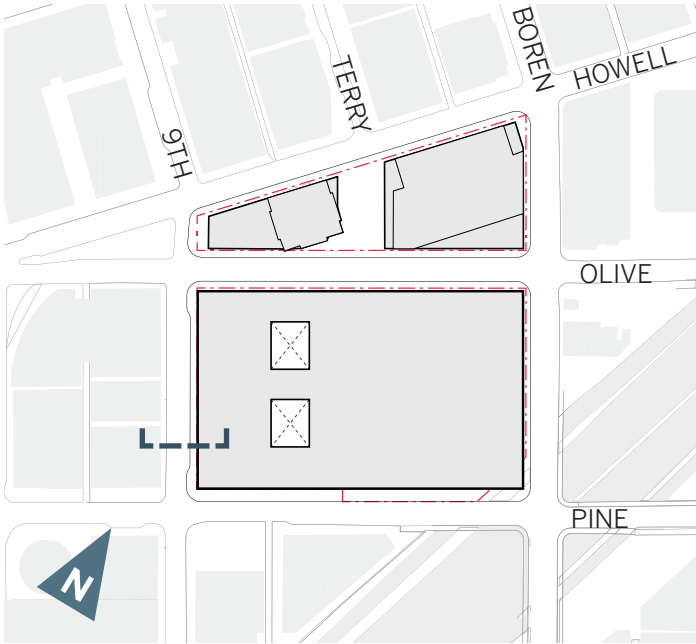
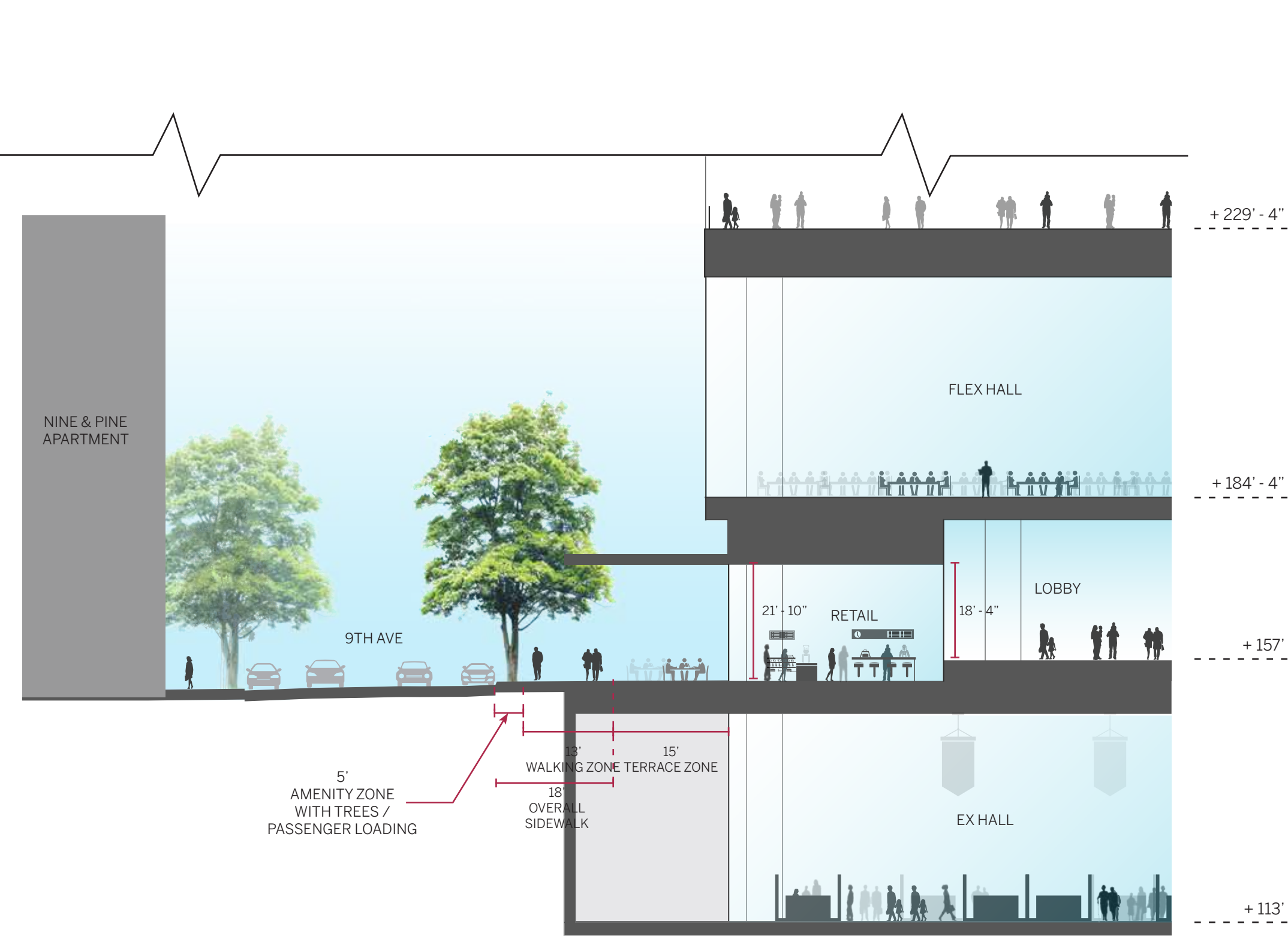


# 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE



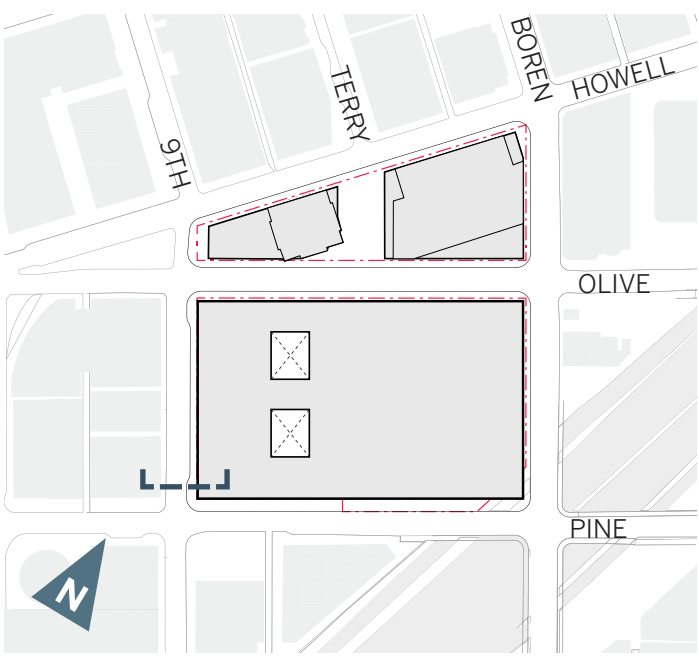
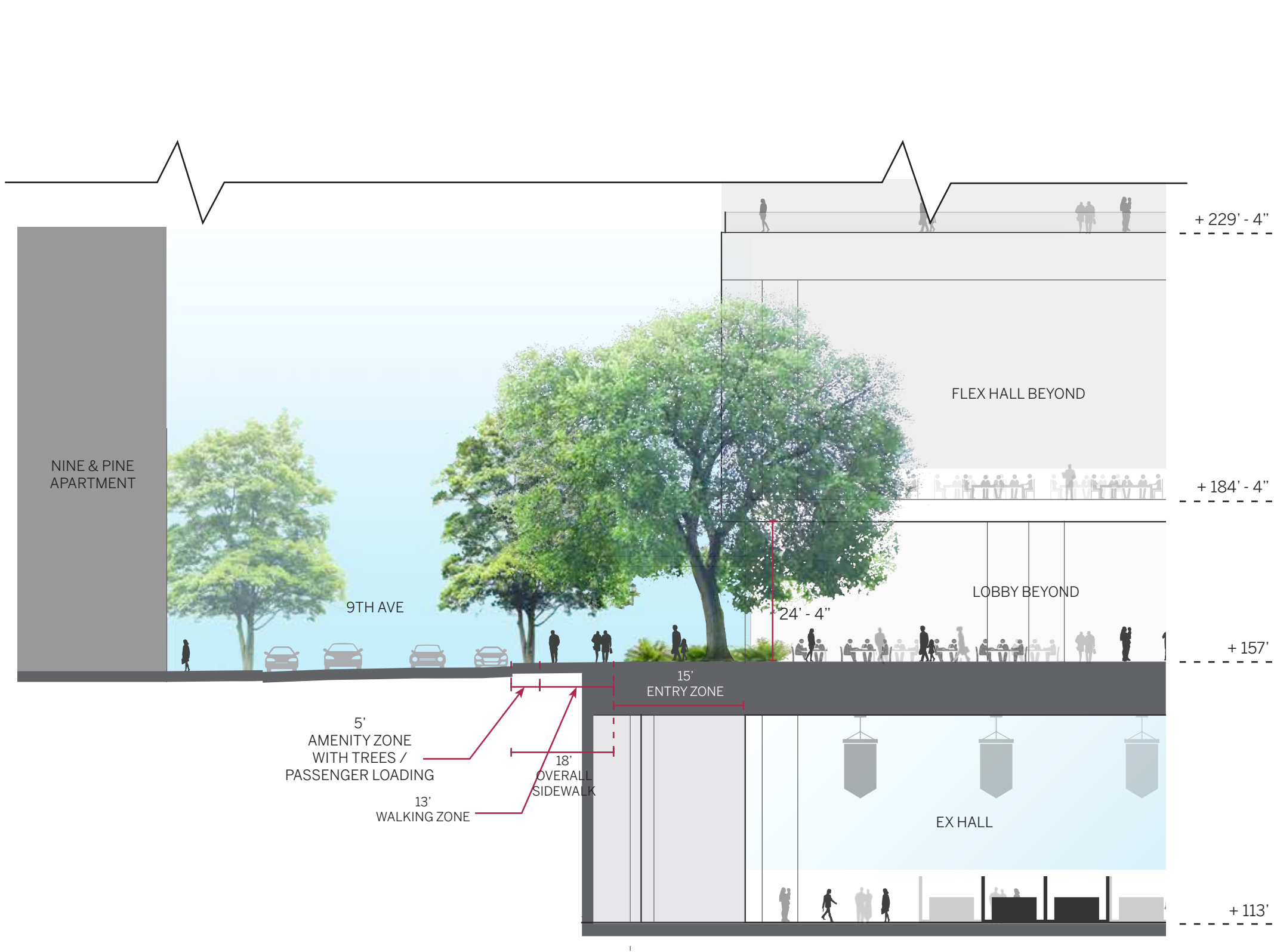


4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE





4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE





## 4 PREFERRED SCHEME 9TH AVENUE MIXING ZONE

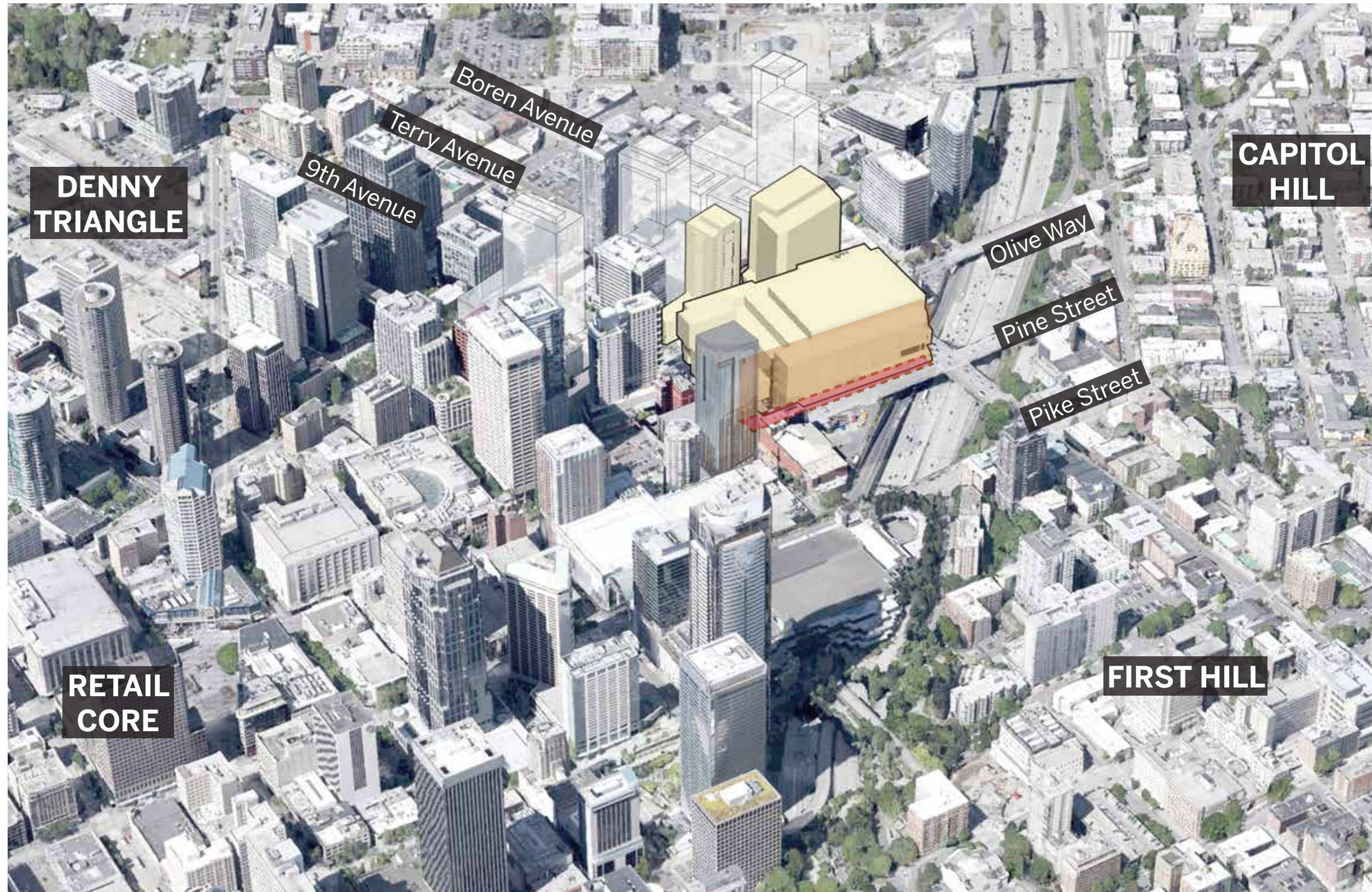


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## 4 PREFERRED SCHEME PINE STREET GALLERY

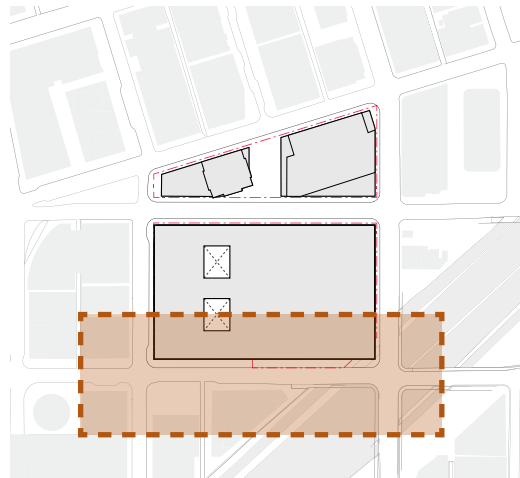
NORTH AERIAL VIEW



New Development  
within 9-block study  
area is shown in white.

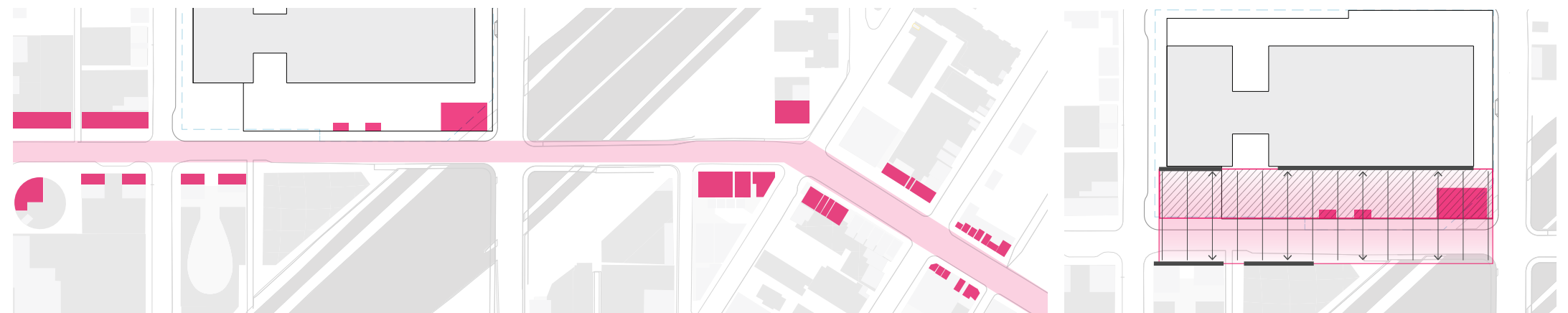
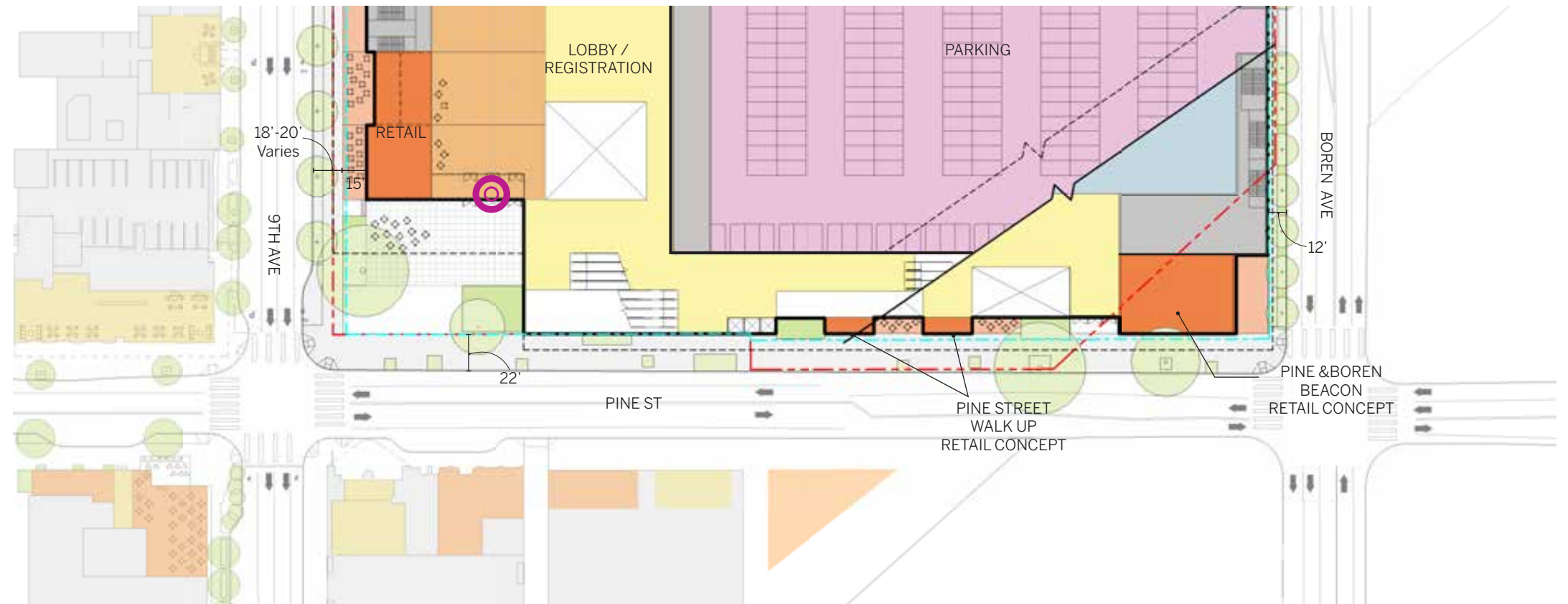


## 4 PREFERRED SCHEME PINE STREET GALLERY



### PINE STREET GALLERY

The new WSCC Addition will play a key role in connecting Capitol Hill and Downtown. The street experience along the project will maximize variation and relief, navigating the topography for a rich and compelling pedestrian experience offering a smaller scale texture of planting, seating, and access to walk-up retail spaces layered with lobby spaces and terraces above. This character will maximize the feeling of being within a city street, while minimizing the edge of the freeway. The integration of a beacon retail space on the corner of Pine Street and Boren Avenue will create an additional anchor and waypoint visible from across the freeway in Capitol Hill. Once this corner is completed, the character of Pine Street to the east will shift to form short but iconic bridge experience over Interstate-5.



Pine Street Gallery extends Capitol Hill pedestrian scale to 9th Ave

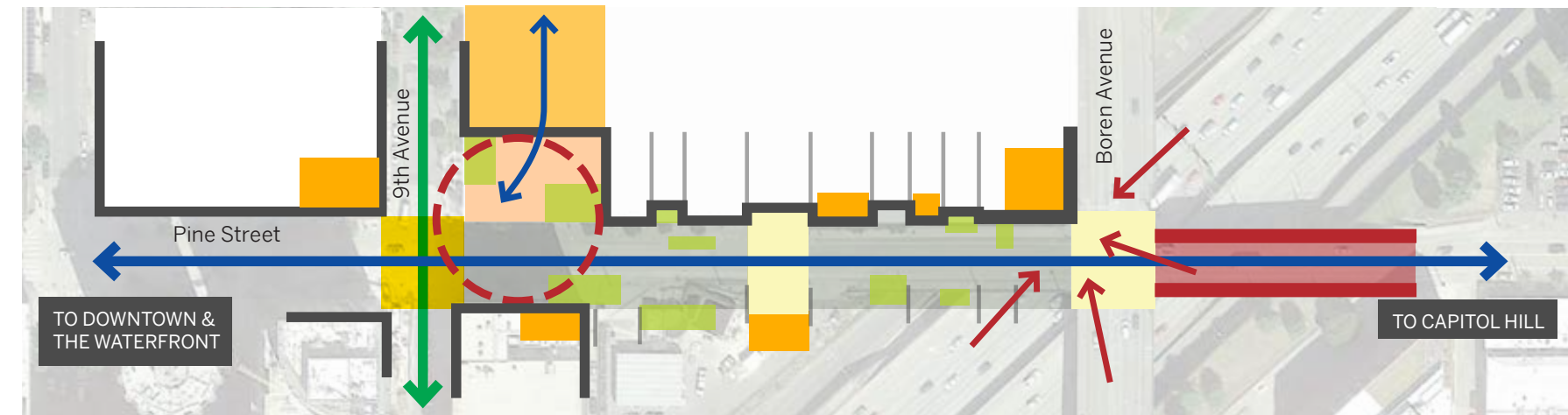
Pine Street Gallery interlocks with Public Realm of Pine street

## 4 PREFERRED SCHEME PINE STREET GALLERY

### PROPOSED DESIGN

- Sidewalk material to build on city standards to emphasize continuity with the larger city
- Curbs realigned to continuous alignment, increasing continuity to freeway overpass and maximizing views toward the Pike Place Market and Elliot Bay
- Introduction of planting squares to enhance pedestrian experience
- Integration of seating decks and furnishings to break up the experience of the street surface

### PINE ST



Pine Street Concept Diagram



Pine Street- Project Boundary Plan



Street Character Example



Big Seattle view down Pine St



# 4 PREFERRED SCHEME PINE STREET GALLERY

## RETAIL EXPERIENCE

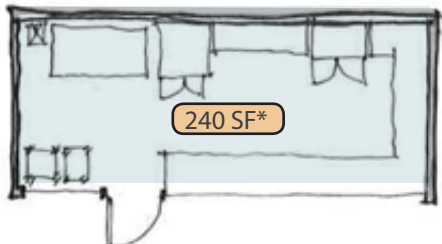
As with many edges of the site, Pine Street has a significant change in elevation from 9th Avenue up to Boren. The length of the block makes the grade manageable when broken down into a smaller articulated grain that will activate Pine Street and cultivate a local spirit connecting Capitol Hill and Downtown. The retail concept here is a collection of small scale, grouped walk-up shops that terrace with the landscape along the street. These pedestrian oriented micro-tenants require a carefully studied framework in which they can plug into and a minimum depth of 10ft to be truly viable.

### Examples

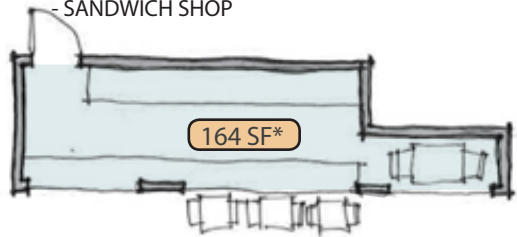
- Molly Moon's Window, Seattle
- Monorail Espresso, Seattle
- Little Uncle, Seattle
- Mamnoon, Seattle
- Kedai Makan, Seattle
- The Waffle Wondow, Portland



### Test-Fit Plans



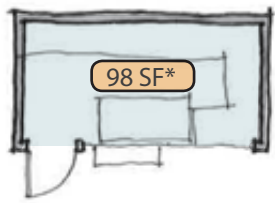
- ELTANA BAGELS
- SANDWICH SHOP



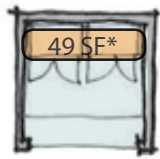
- "LITTLE UNCLE" THAI WINDOW



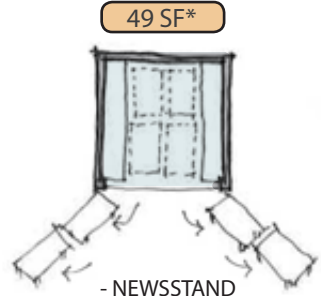
- ART DISPLAY
- TECH TICKER



- ICE CREAM
- COFFEE

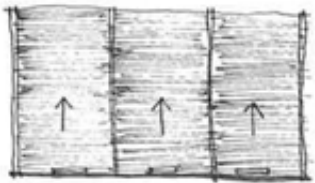


- JUICE
- MILK/EGGS STAND

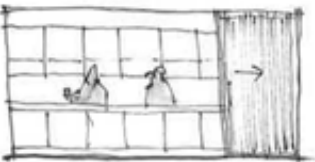


- NEWSSTAND
- FLOWERS
- MINI-RETAIL

### Test-Fit Elevations



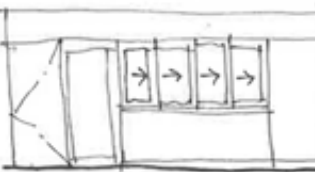
- ROLL-UP DOORS
- GARAGE DOORS



- SLIDE-OVER GATES



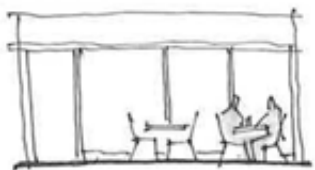
- VERTICAL BI-FOLD PANELS



- SLIDER WINDOWS



- BAR / WINDOW COUNTER SEATING



- OUTDOOR TABLES / BENCHES





## 4 PREFERRED SCHEME PINE STREET GALLERY

### RETAIL EXPERIENCE

The corner at Pine and Boren is the highest in elevation on the site. It will also serve as a gateway between Capitol Hill and Downtown, and will be prominently visible from I-5 below. In order for urban environments to be successful, a variety of uses must be present to create opportunities for different groups of people to use the streets at different times of the day and night. The Pine and Boren retail concept is to provide a flagship for industrial or maker spaces on the site, taking advantage of its prime vertical location to promote a farm to table theatre of craft experience. Tenants can advantage of the high retail volume and visibility on the corner of an active street to showcase their product.

The plans illustrate how a distillery might function on the site. Stills would be one use to take advantage of double high space and be highly visible within the building, Barrel storage could also be visible on Boren, turning necessary program into a visually interesting pedestrian experience. Access for industrial work would be serviced through internal circulation to the garage. Public entry to a tasting room and retail would be on grade at Pine.

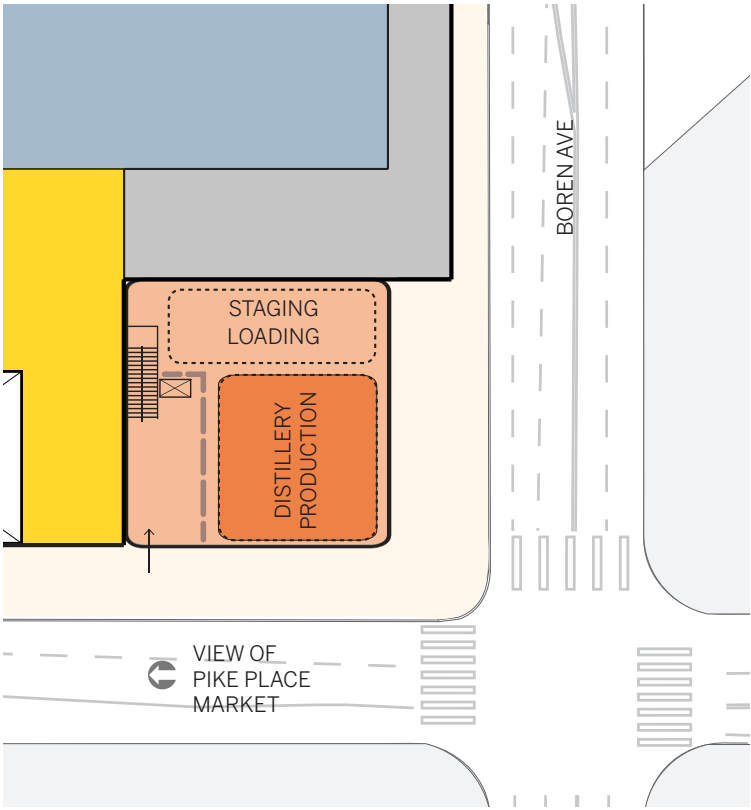
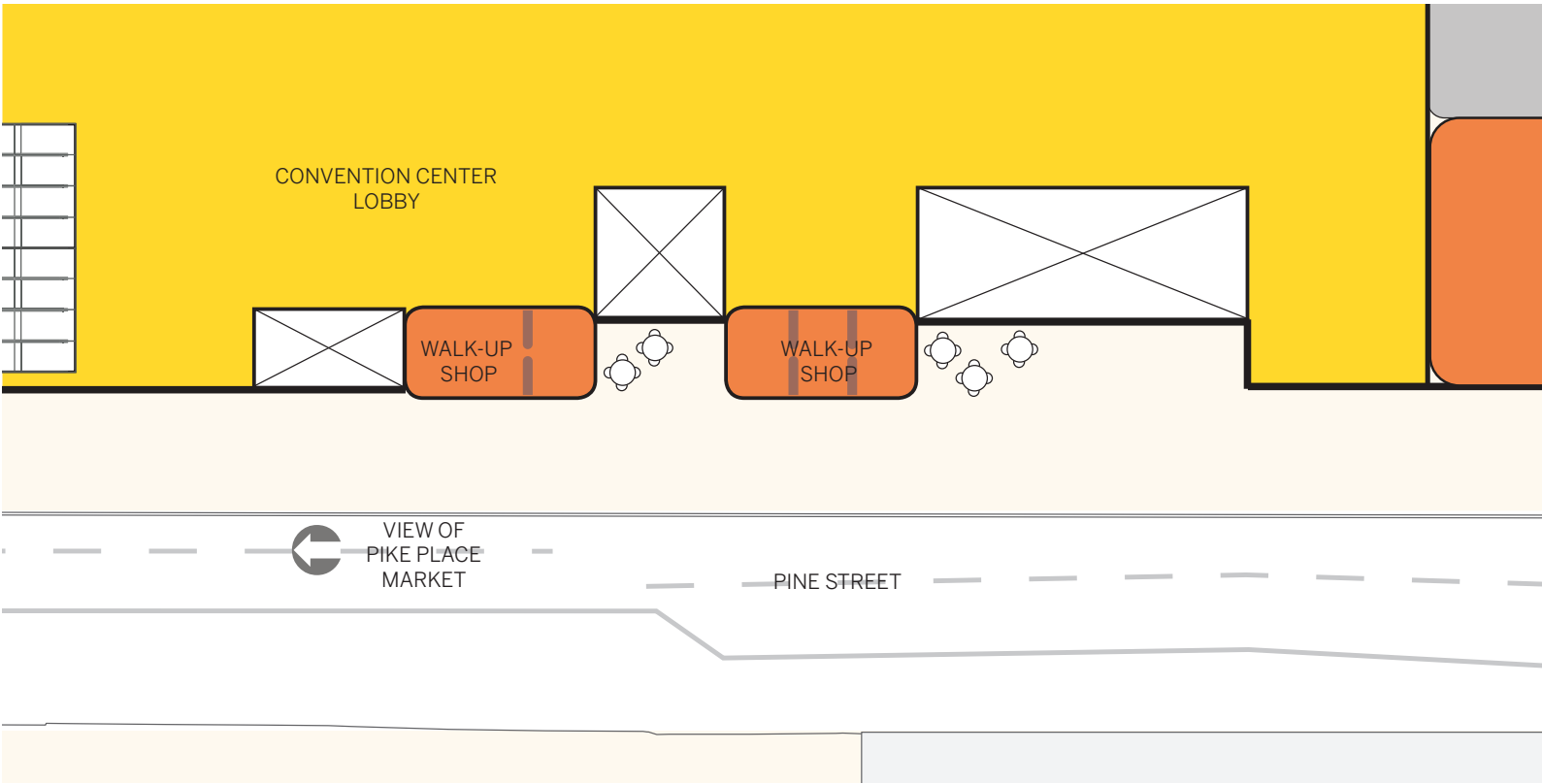
#### Examples

REI Flagship Climbing Wall, Seattle  
Woodinville Whiskey, Seattle  
Starbucks Roastery, Seattle  
Guinness Storehouse, Dublin

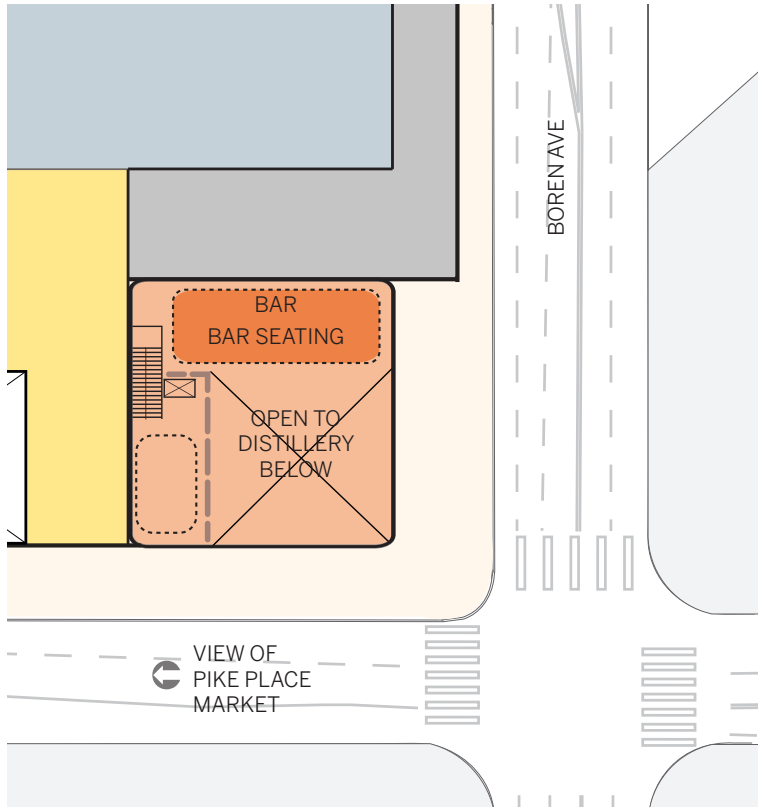




4 PREFERRED SCHEME PINE STREET GALLERY



Ground Floor



Upper Floor



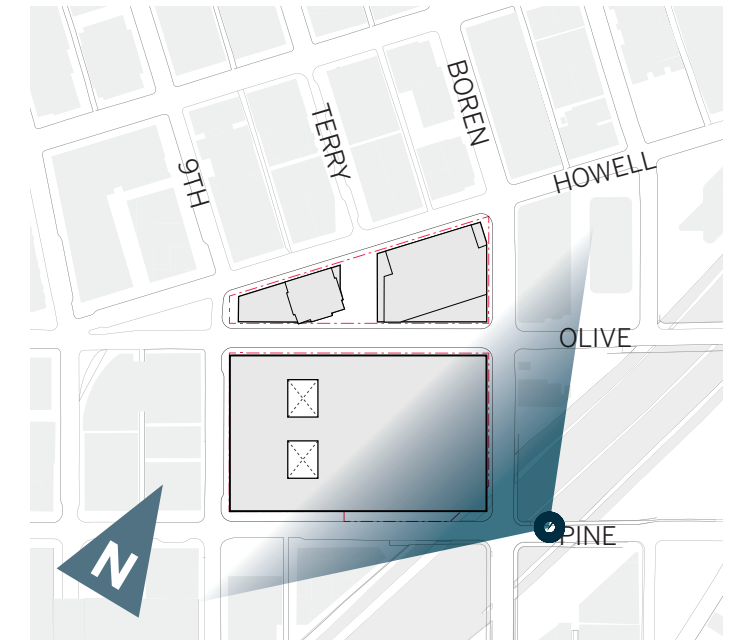
## 4 PREFERRED SCHEME PINE STREET GALLERY

PLYMOUTH PILLARS DOG PARK FACING NORTH



**19** The Premiere: Mixed-Use Retail/Residential

**21** Olive 8: 39 story Mixed-Use Condominium Residential / Hotel



### OPPORTUNITIES

- Fill in the corner of Pine Street and Boren Avenue to complete the urban block.
- Shorten the bridge over I-5.
- Take advantage of the exposure created by the I-5 canyon and site topography to create a meaningful addition to the Downtown skyline.





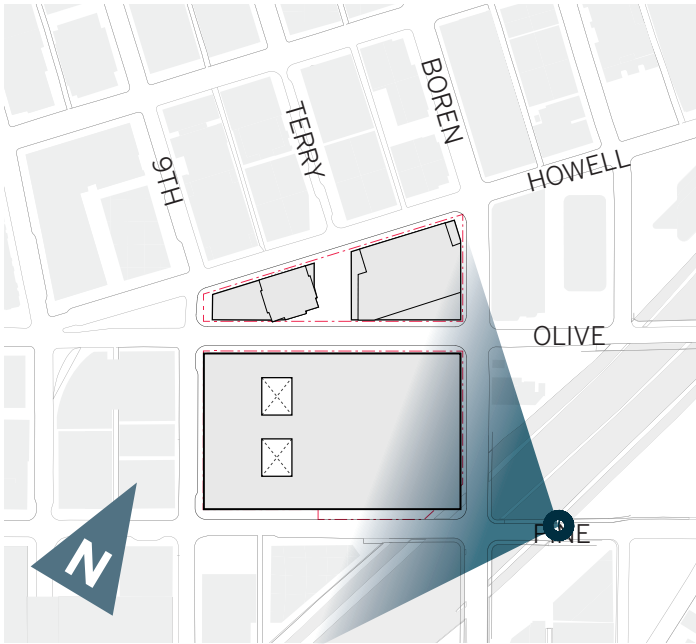
# 4 PREFERRED SCHEME PINE STREET GALLERY

PINE STREET FACING WEST



19 The Premiere: Mixed-Use Retail/Residential

26 Pike / Minor Apartments



## OPPORTUNITIES

- Bridge the gap between Capitol Hill and downtown.
- Capture both the dynamic granular character of the Capitol Hill and the large-scale civic character of Downtown.
- Encourage pedestrian activity through urban street-scape amenities.



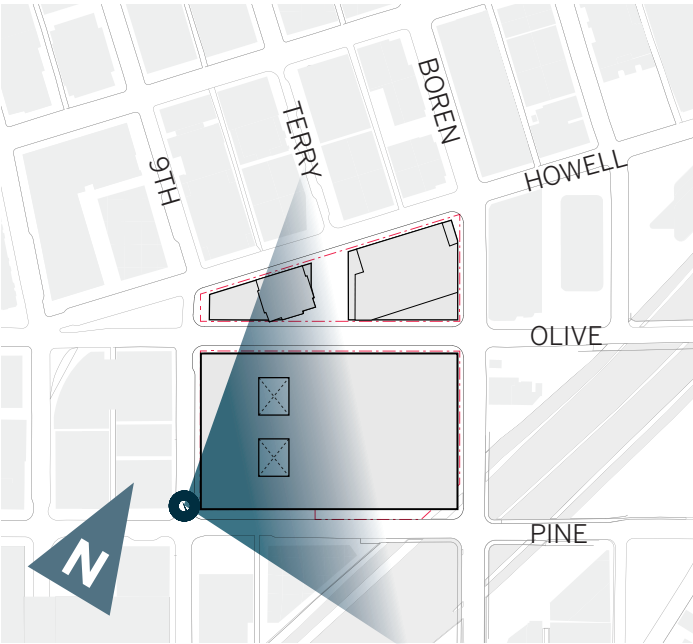


# 4 PREFERRED SCHEME PINE STREET GALLERY

PINE STREET FACING EAST



- 5 World mark Seattle: The Camlin
- 6 Paramount Theater
- 12 The Olivian Apartment building
- 14 Nine & Pine Apartments: Mixed-Use Residential
- 19 The Premiere: Mixed-Use Retail/Residential



## OPPORTUNITIES

- Engage in meaningful dialog with the adjacent landmarks of the former The Camlin and Paramount Theatre.
- Create a transition in scale between Downtown and Capitol Hill.
- Create an identifiable public presence and primary entry.



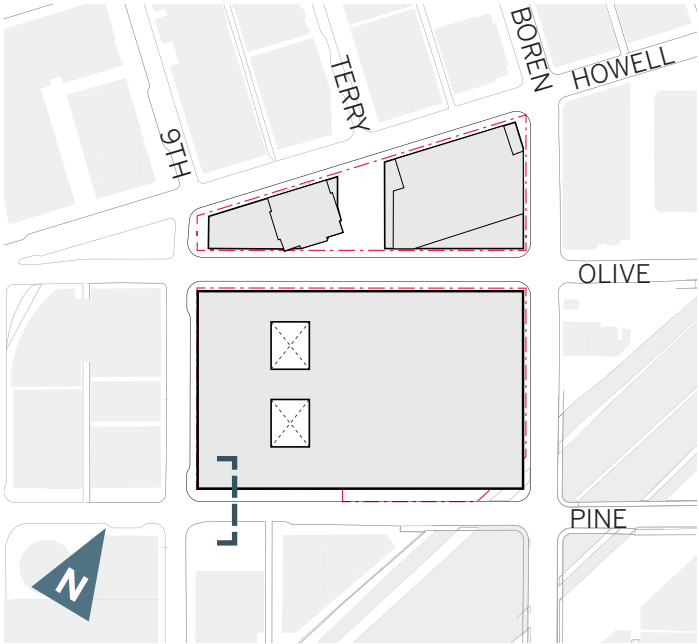
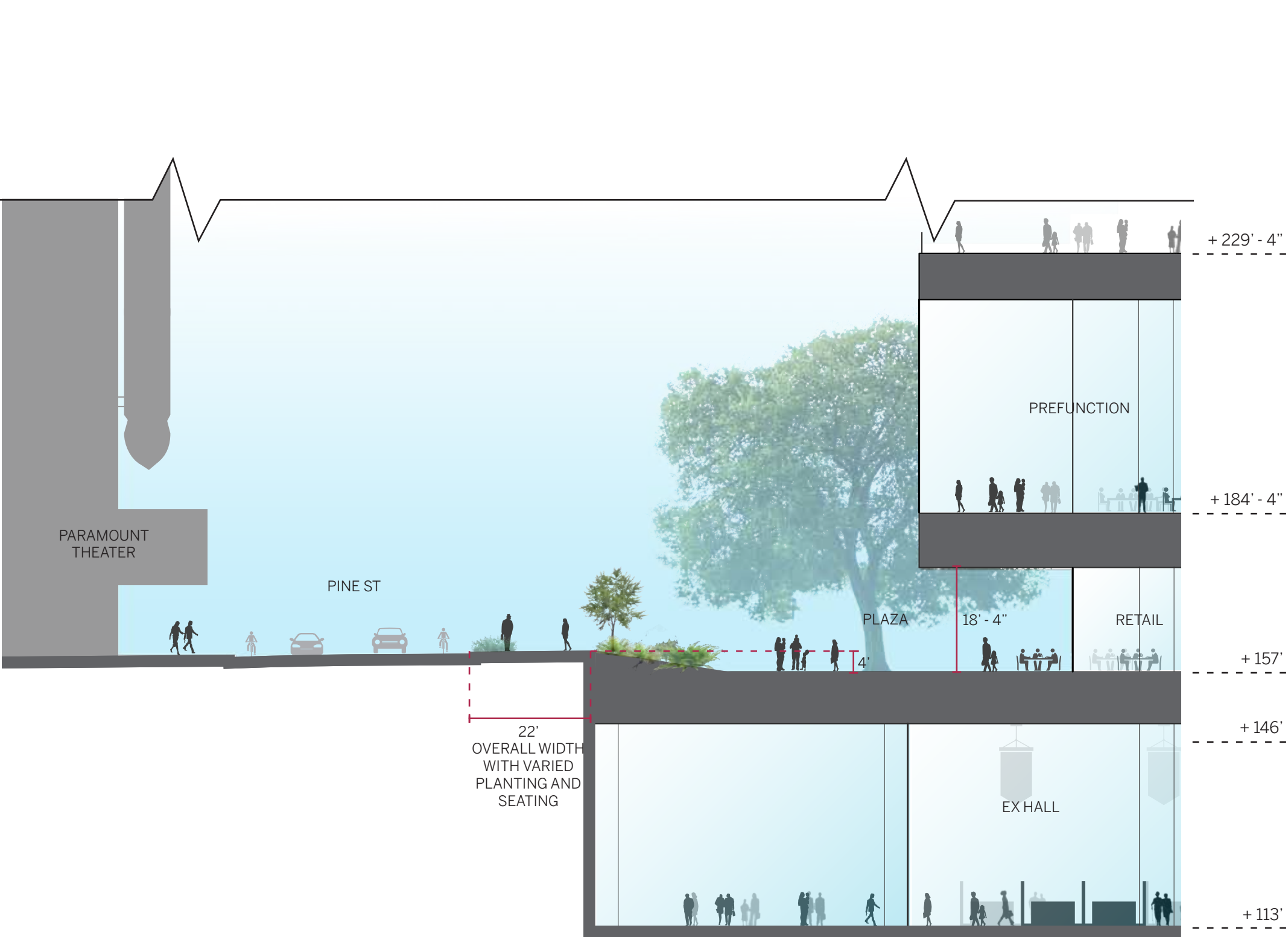


## 4 PREFERRED SCHEME PINE STREET GALLERY



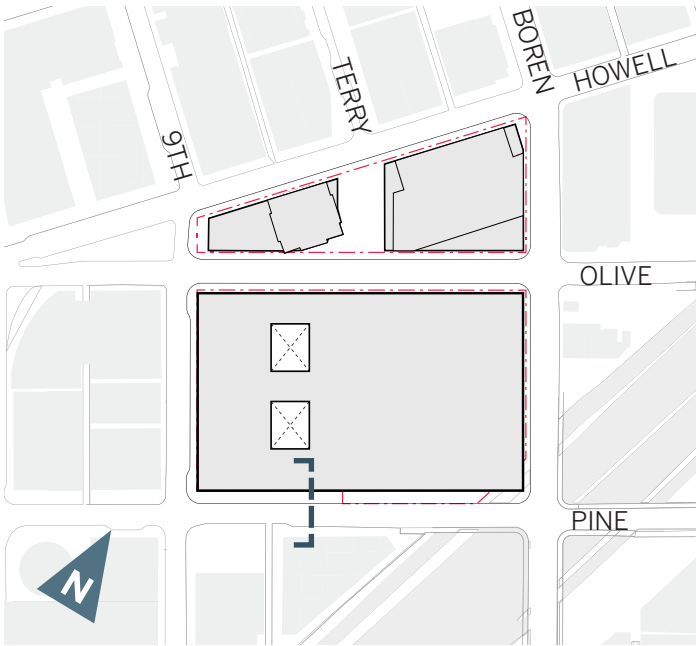
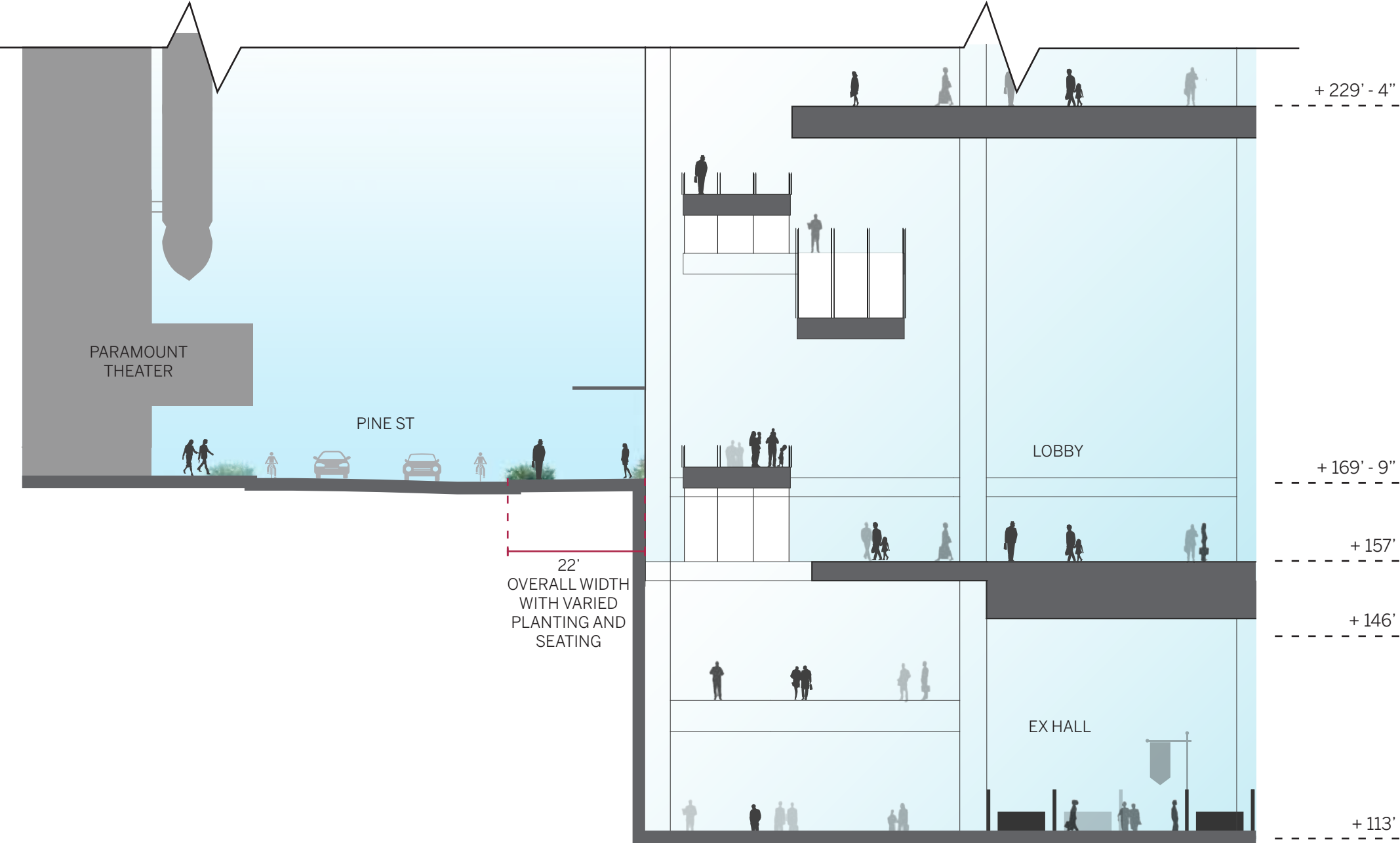


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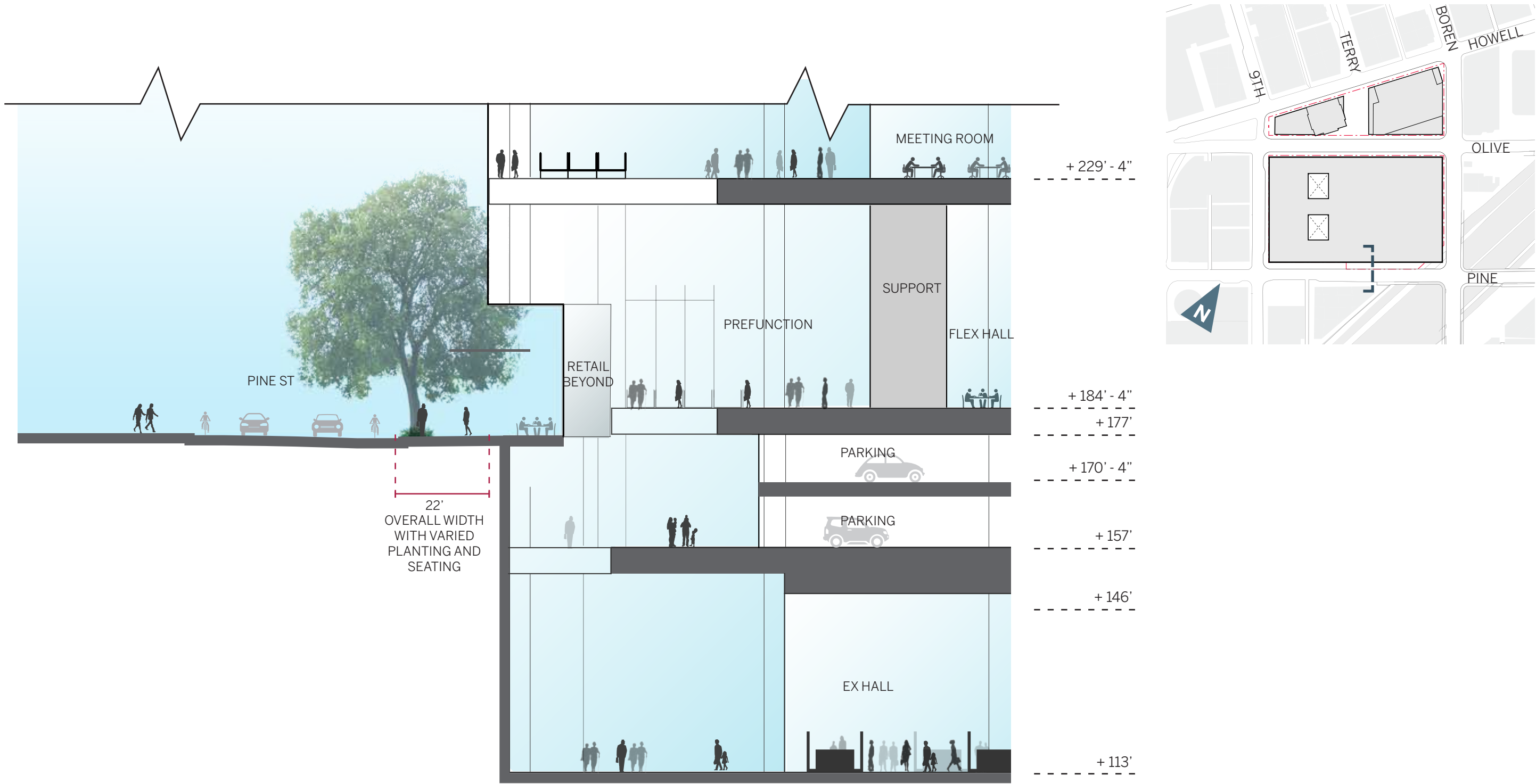


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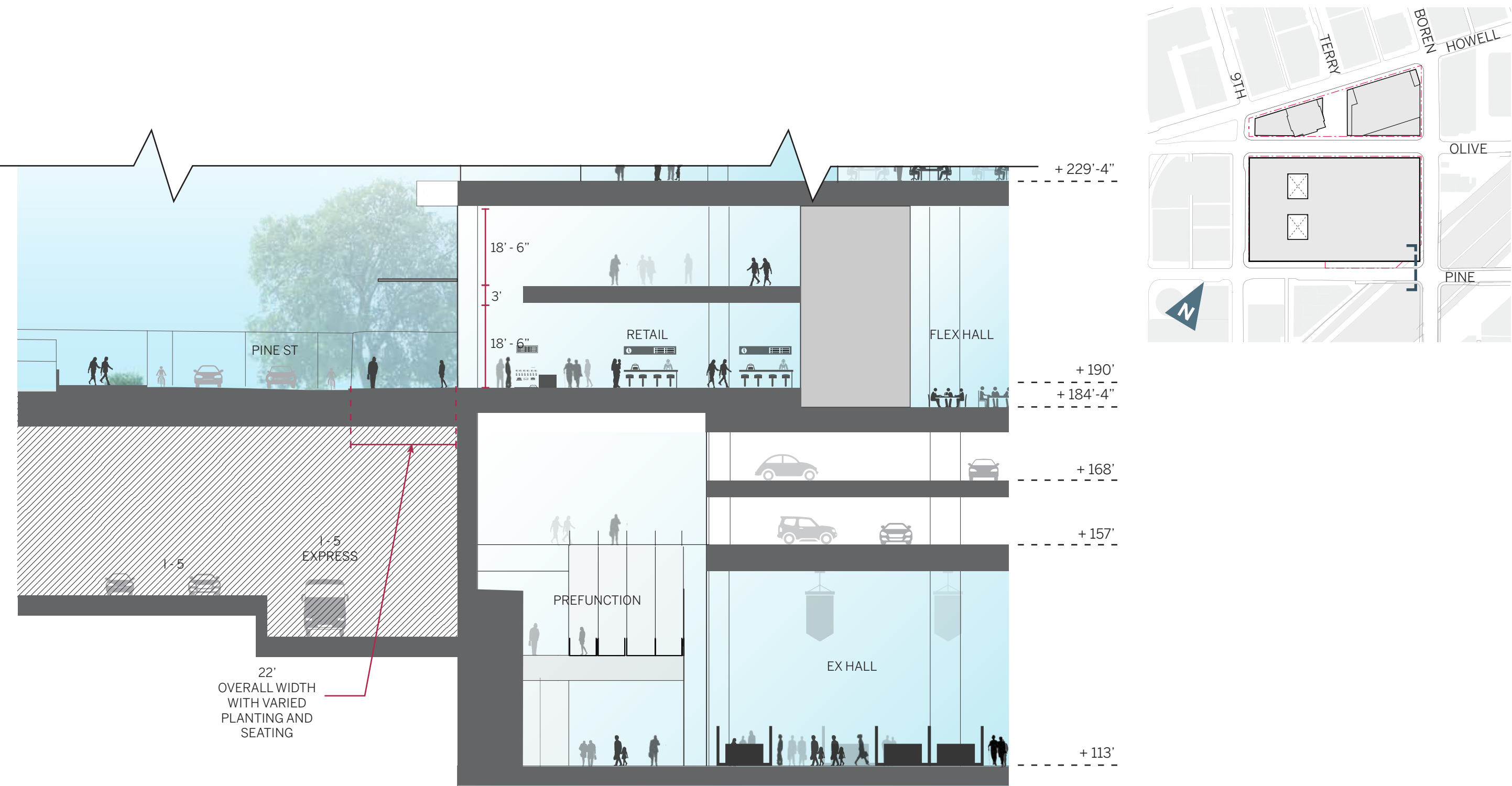


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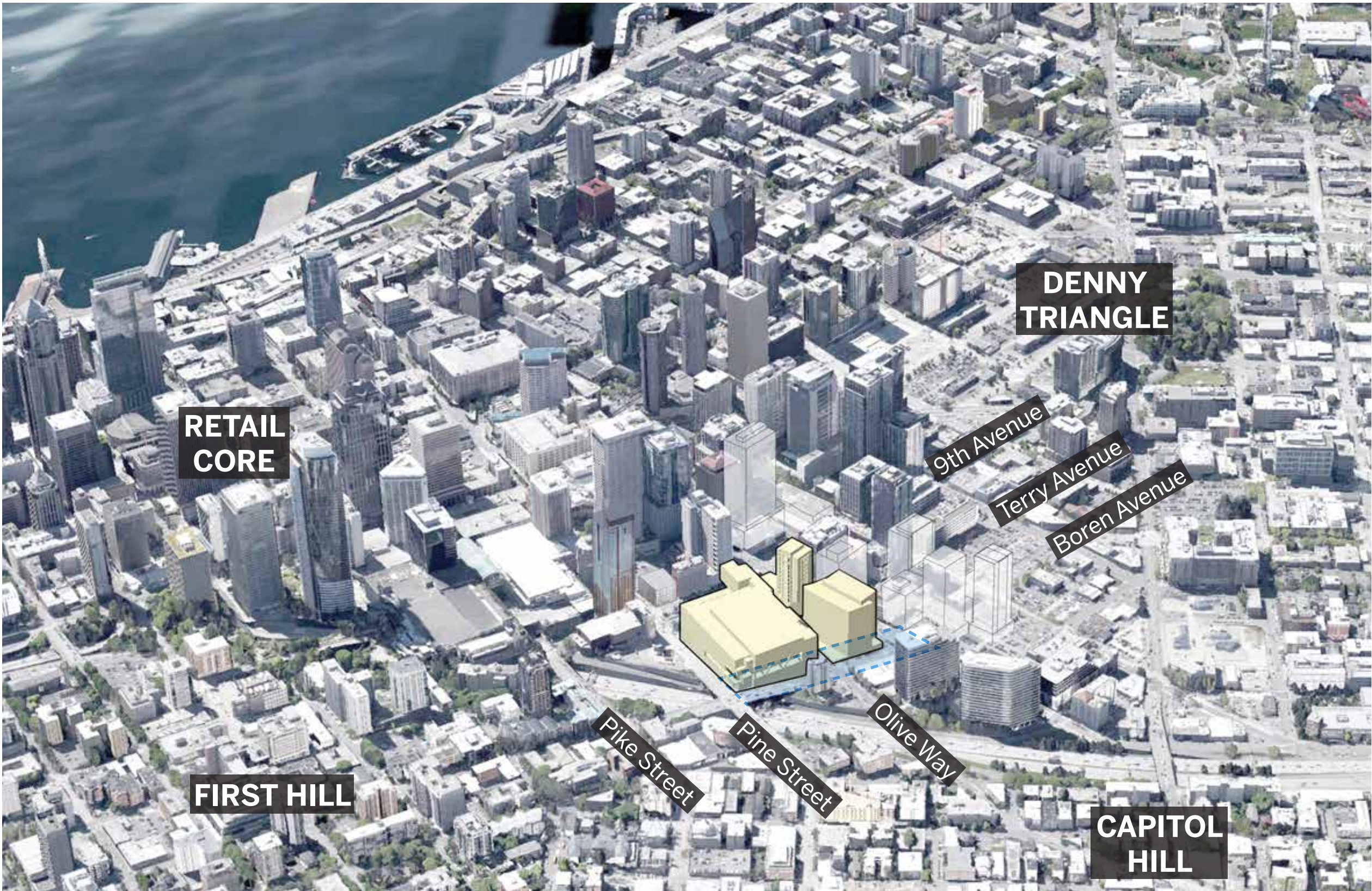
4 PREFERRED SCHEME PINE STREET GALLERY





4 PREFERRED SCHEME BOREN AVENUE BEACON

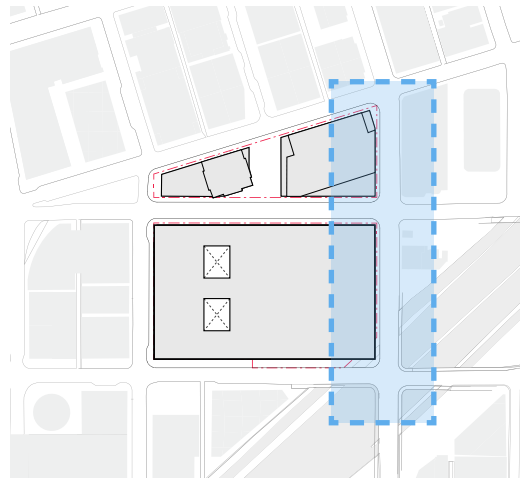
WEST AERIAL VIEW



New Development within 9-block study area is shown in white.



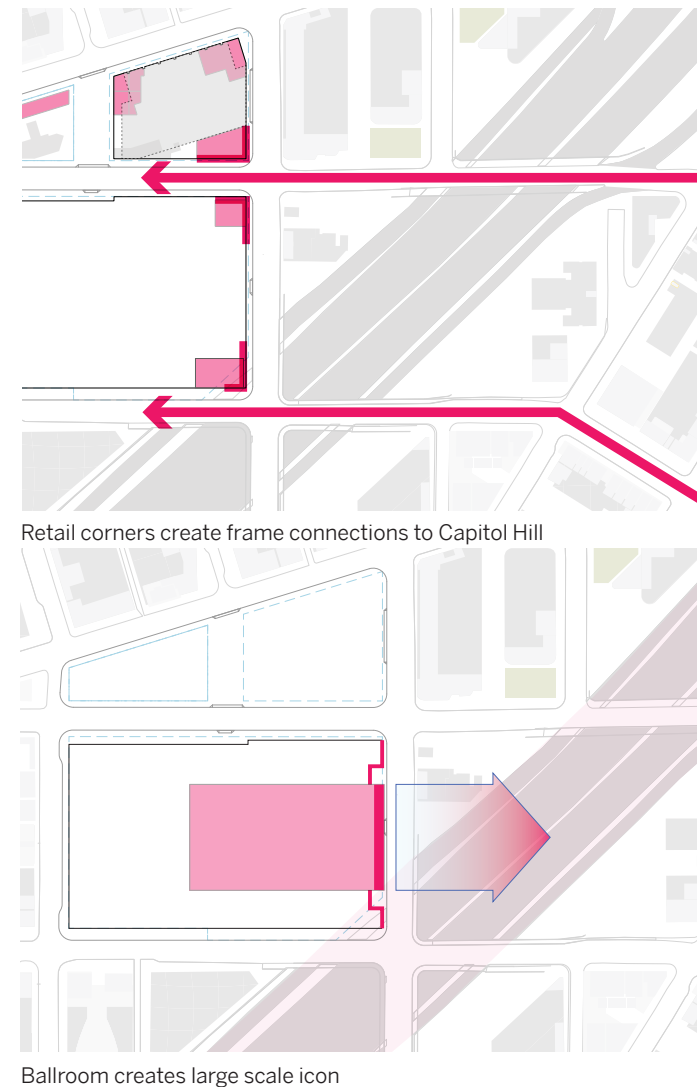
## 4 PREFERRED SCHEME BOREN AVENUE BEACON



### BOREN AVENUE BEACON

This project envisions Boren Avenue as a great urban connector and central boulevard for Seattle. Redesigned to provide better integration to the sites north and south of the project, through the regularity of street edges, good sidewalks, planting, and street trees. Boren Avenue can provide relief from the freeway and promote local connectivity in the blocks adjacent to the new building.

Along with the major retail spaces at each corner, the Ballroom of the convention center is perched on the top floor of the building, extending both physically and visually out across I-5 to Capitol Hill beyond. Large expansive views of the city are juxtaposed with views back into the Ballroom from the city, revealing the often elaborate ceilings and events. The articulated volume of this space scales the mass of the building against the freeway - creating a highly visible beacon for the project.



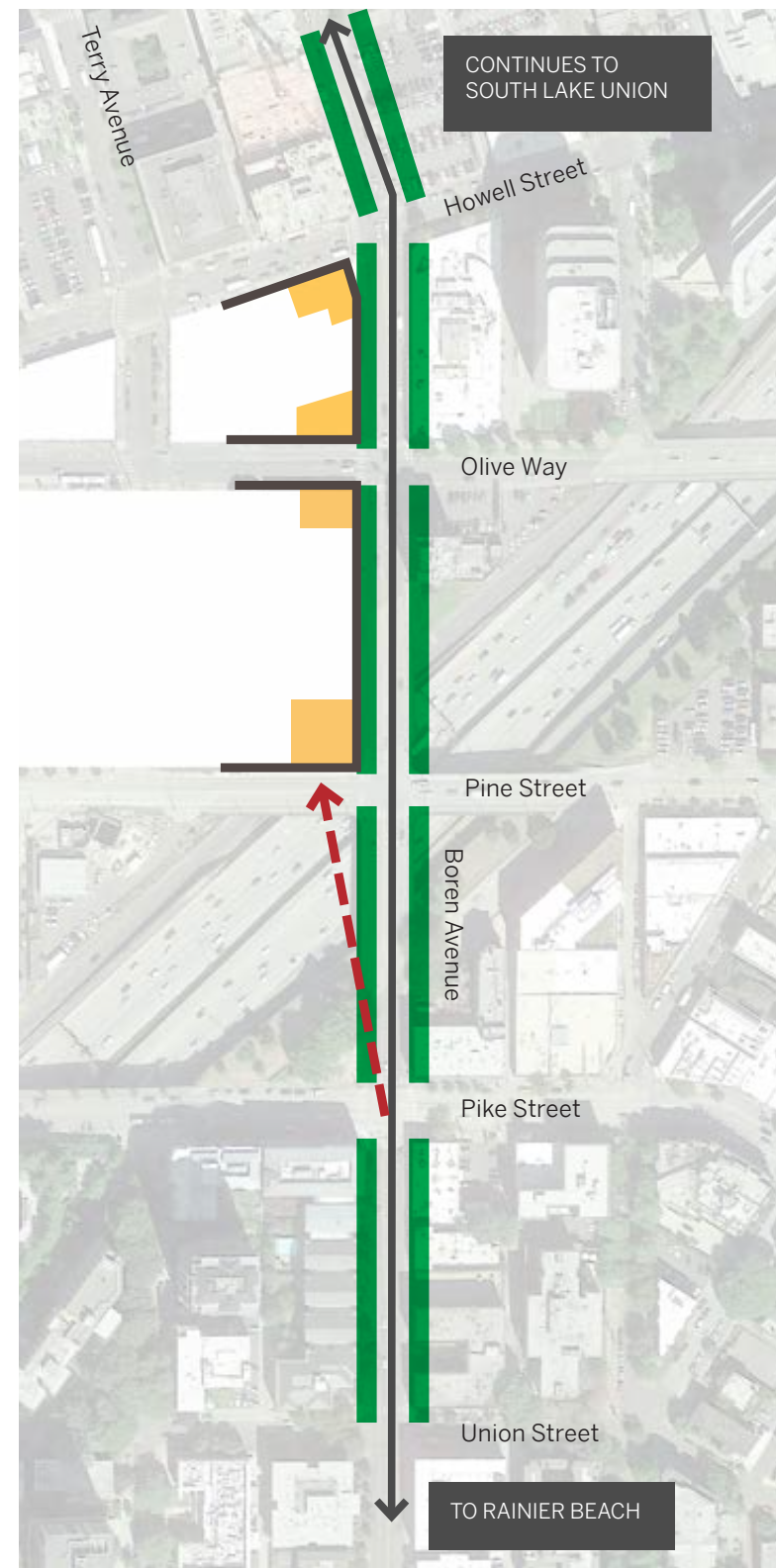


## 4 PREFERRED SCHEME BOREN AVENUE BEACON

### BOREN AVE



Boren Avenue - Project Boundary Plan



Boren Avenue Concept Diagram

### PROPOSED DESIGN

- Increase sidewalk width from current condition to improve quality and alignment with adjacent blocks
- Introduce outer edge planting and trees to improve pedestrian experience
- Minimize the impact and perception of the freeway overpass through street-scape design
- Maximize opportunities for retail, concentrating at the corners and key intersections



Street Character Example



Boren Avenue Existing Condition



## 4 PREFERRED SCHEME BOREN AVENUE BEACON

### RETAIL EXPERIENCE

The significant change in grade along Boren Avenue encourages the maximization of retail at the corners of Olive Way and Pine Street. The retail concept for Boren Avenue at Olive Way pairs with its opposite corner at Pine Street - reinforcing the concept of craft and connection to Capitol Hill. Here the retail space is imagined as a place for incubation, highlighting the spirit of creativity and collaboration. Opportunities for a tenant to provide make/consume on-site services encourages cross-pollination with the city and convention center facility.

#### Examples

Agnes Underground, Seattle  
SoDo Makerspace, Seattle  
The Makers Space, Seattle  
ADX, Portland  
The Pantry at Delancey, Seattle  
Hot Stove Society, Seattle



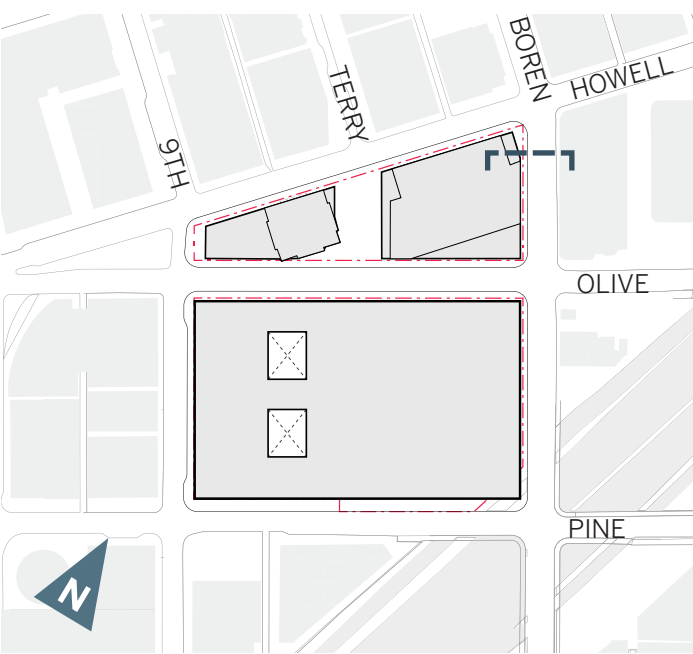
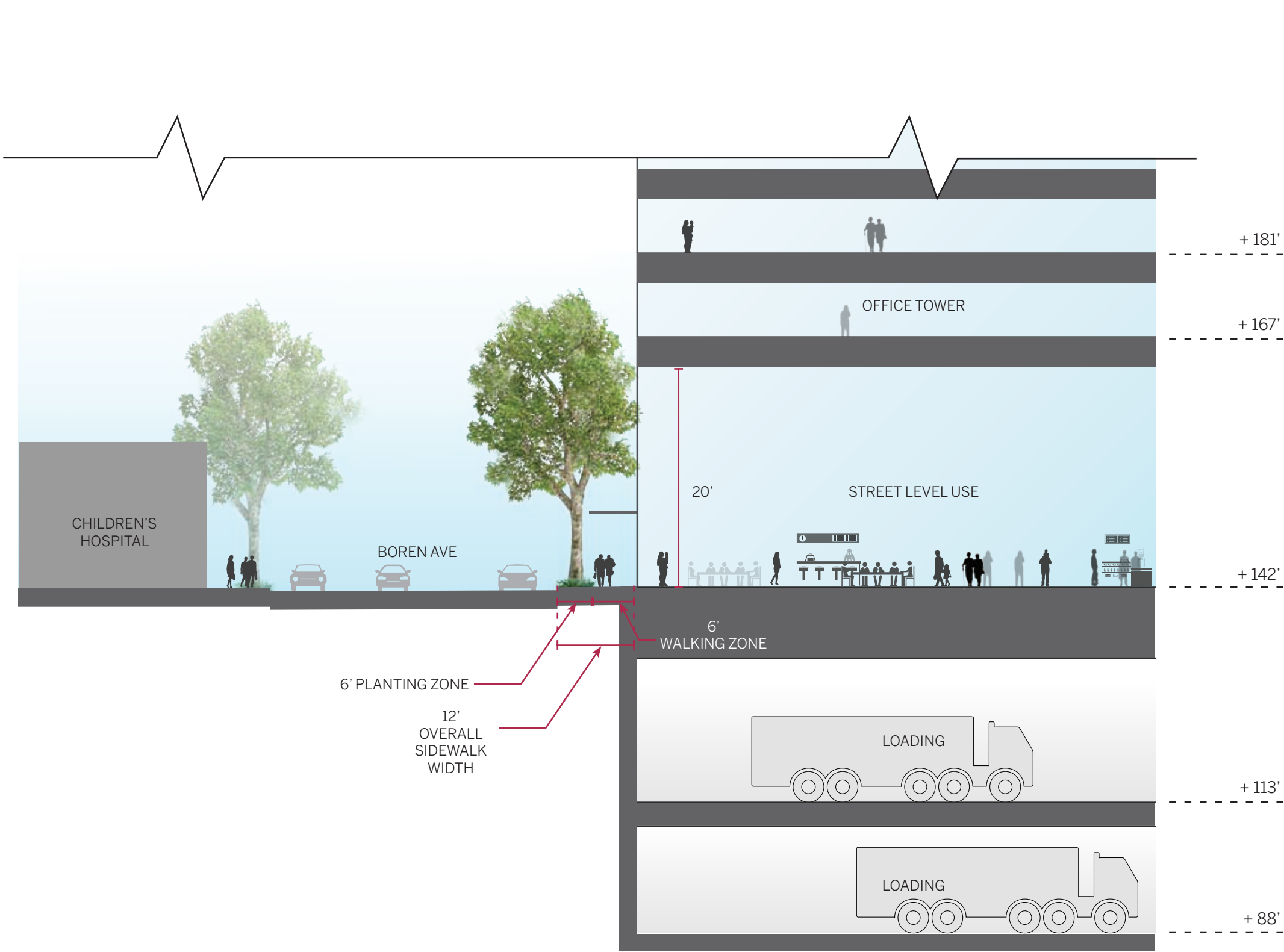


## 4 PREFERRED SCHEME BOREN AVENUE BEACON



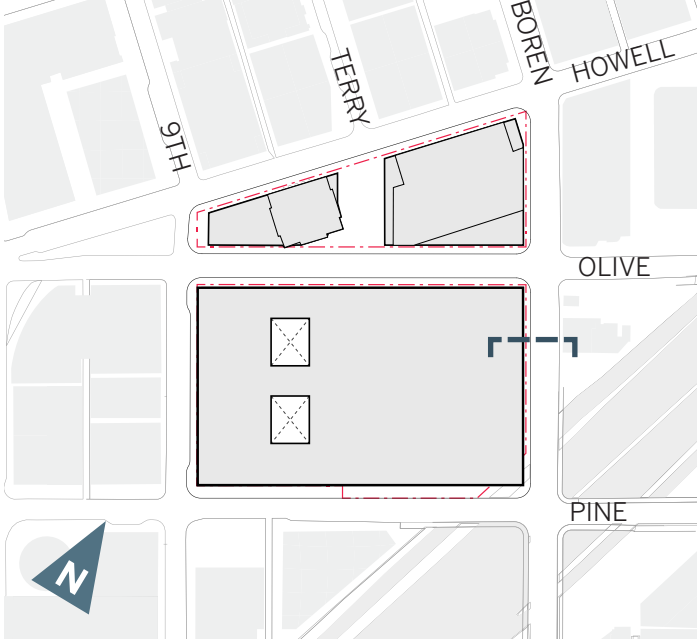
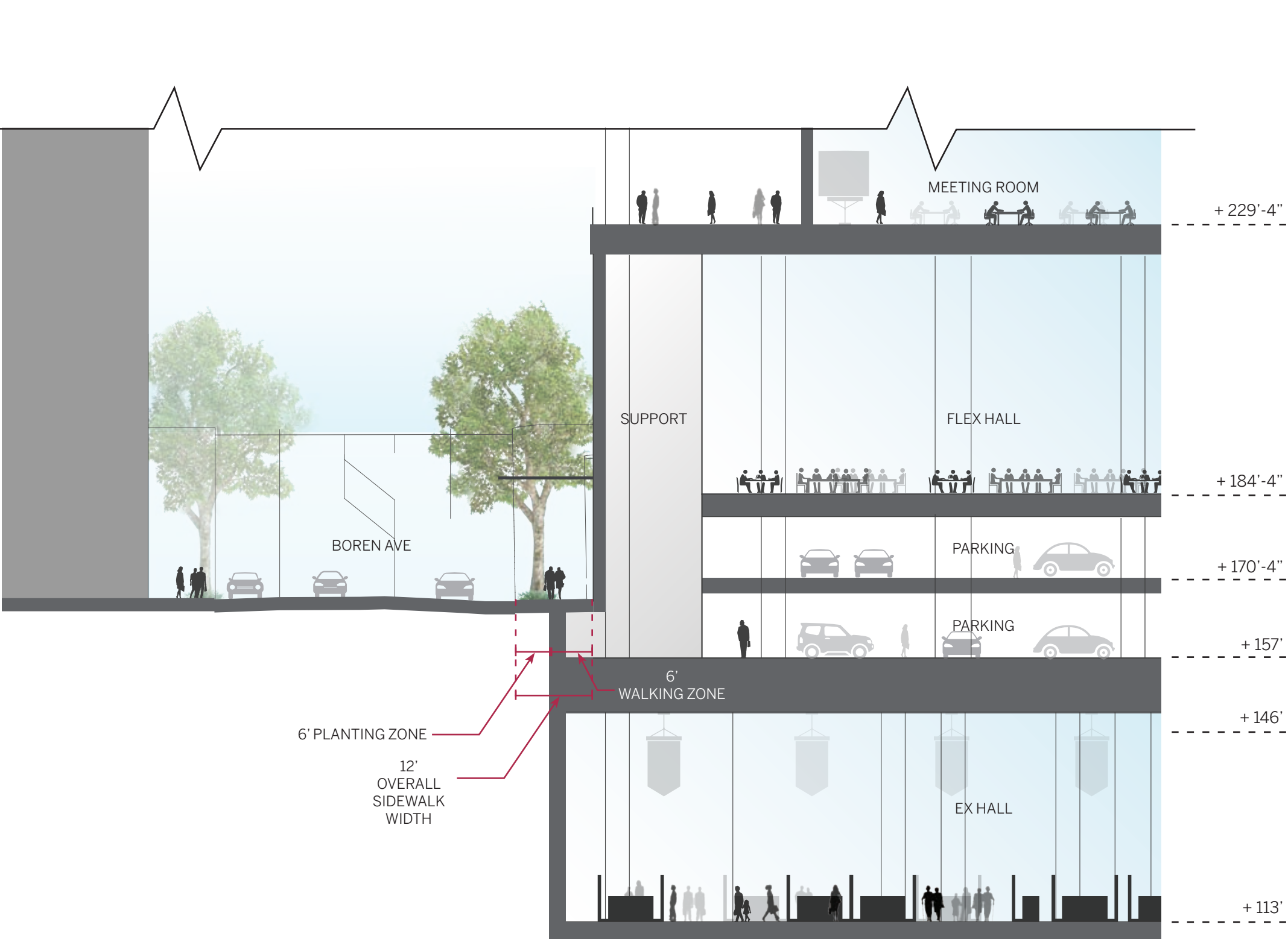


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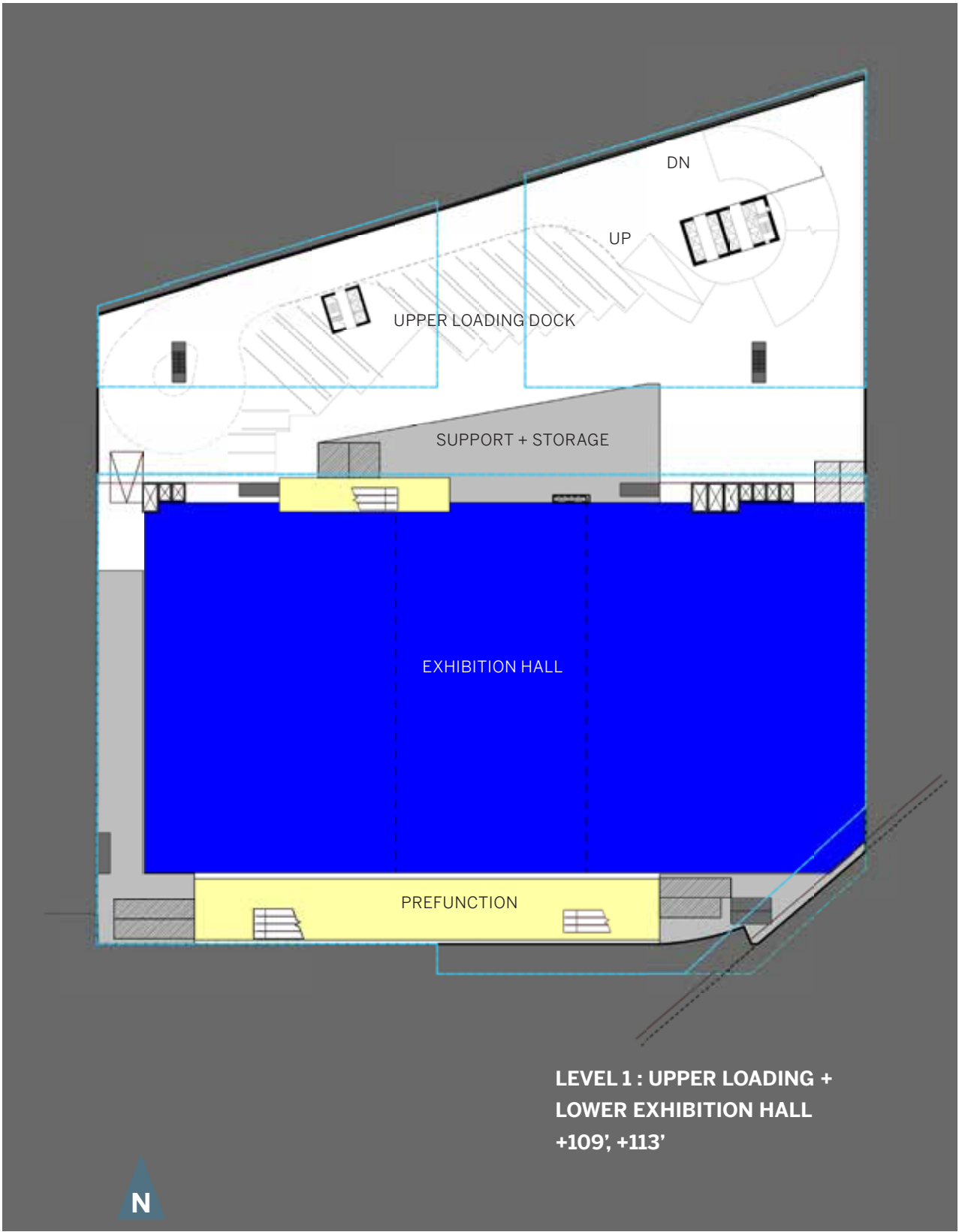
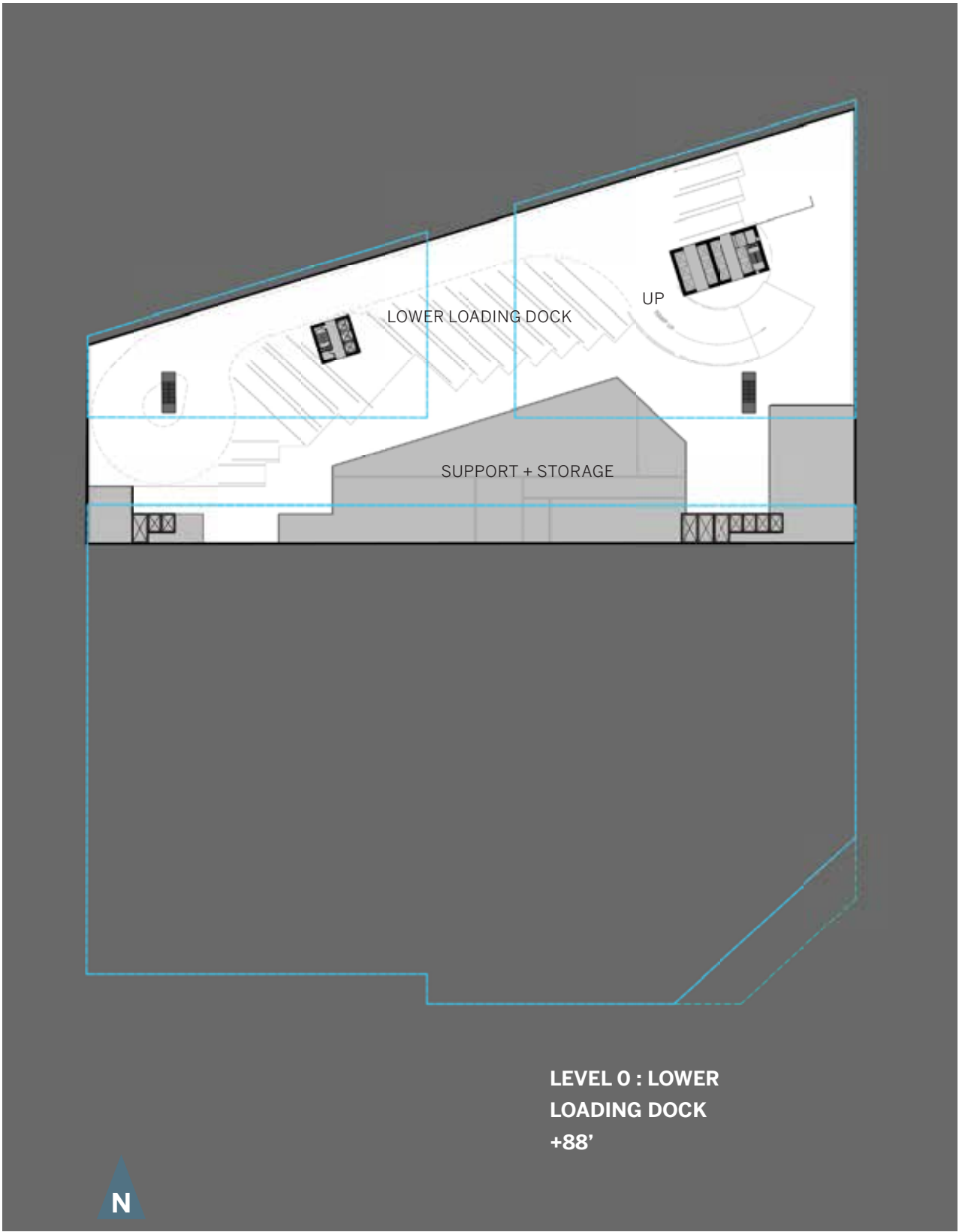


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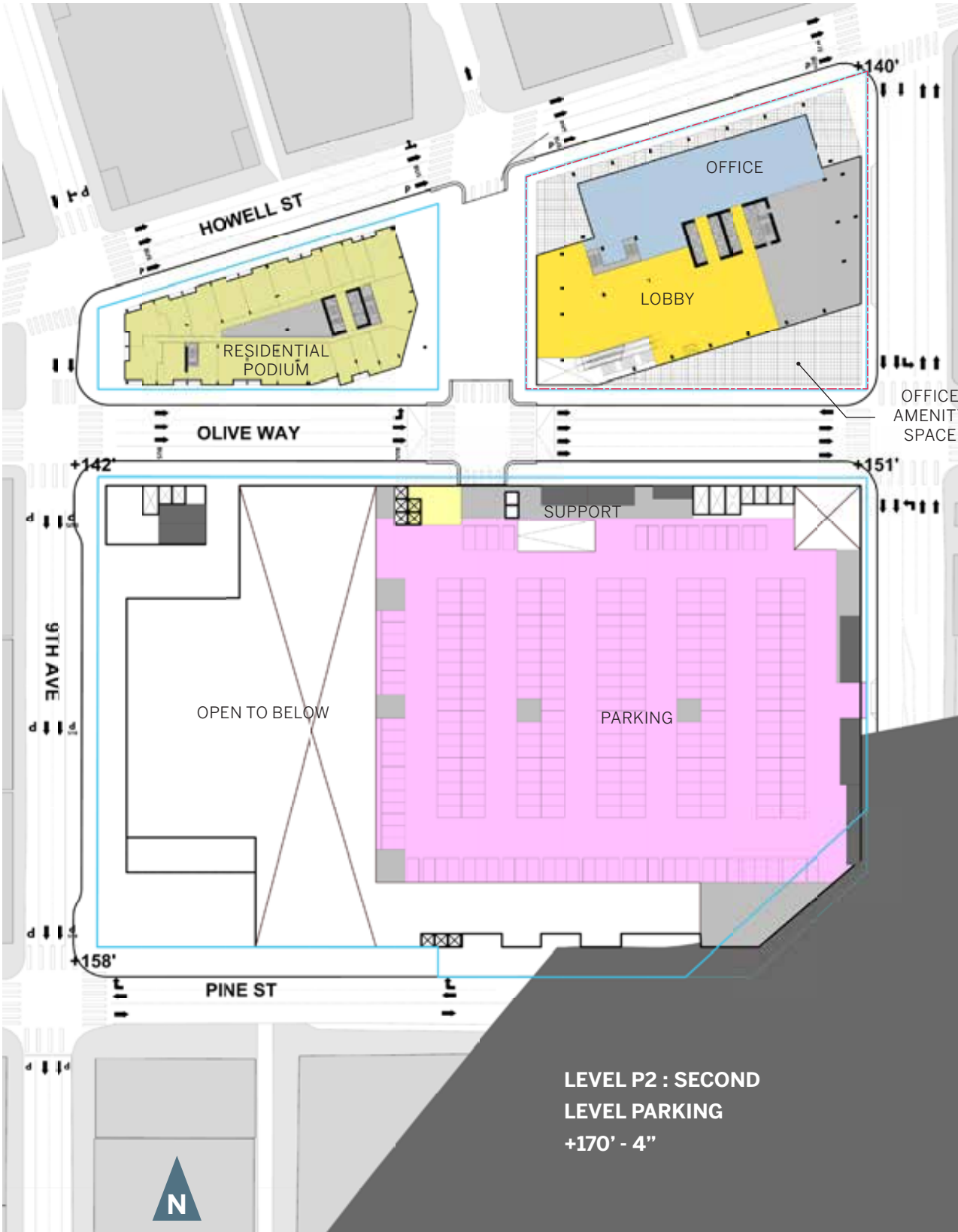
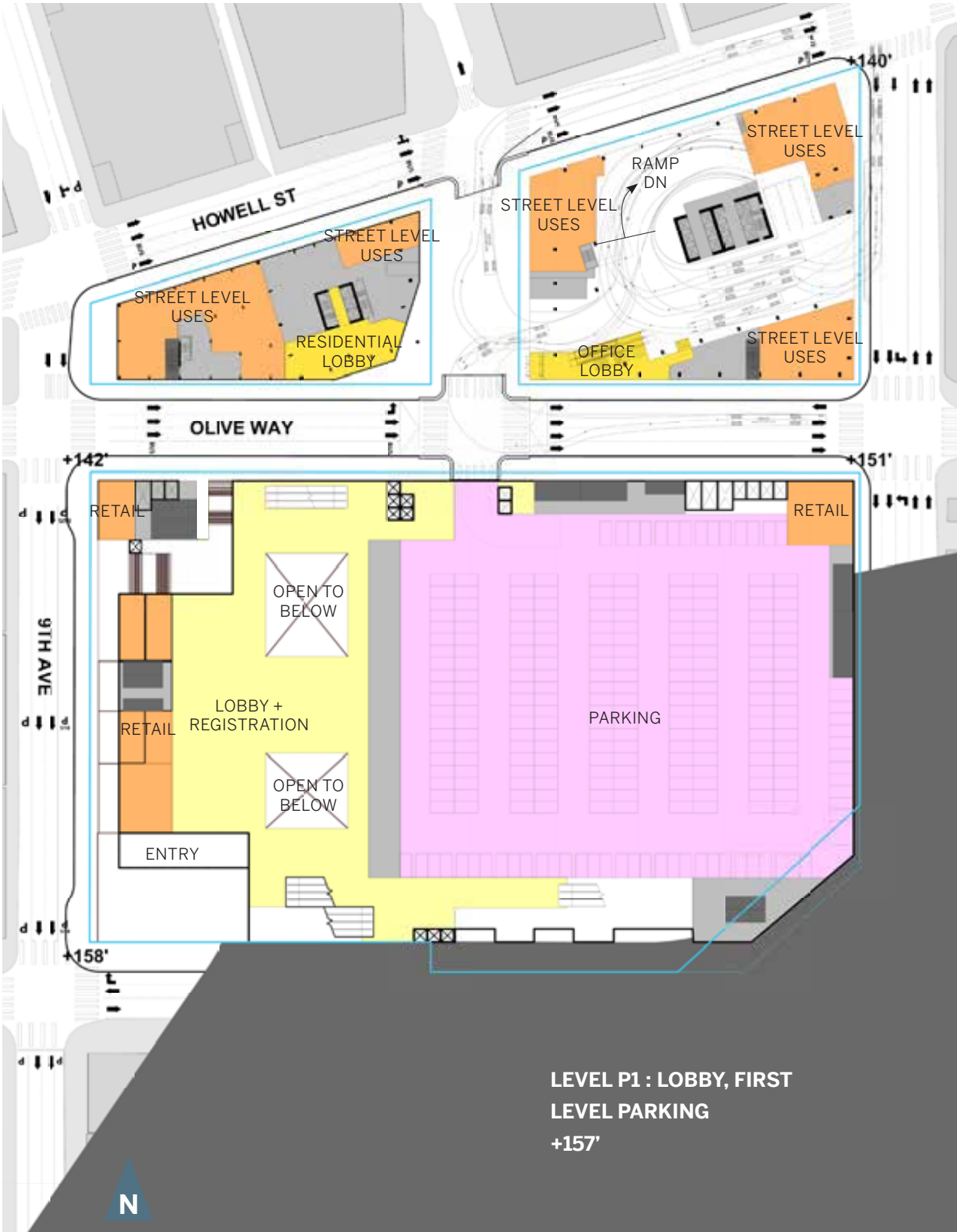


5 PREFERRED SCHEME PLANS + SECTIONS



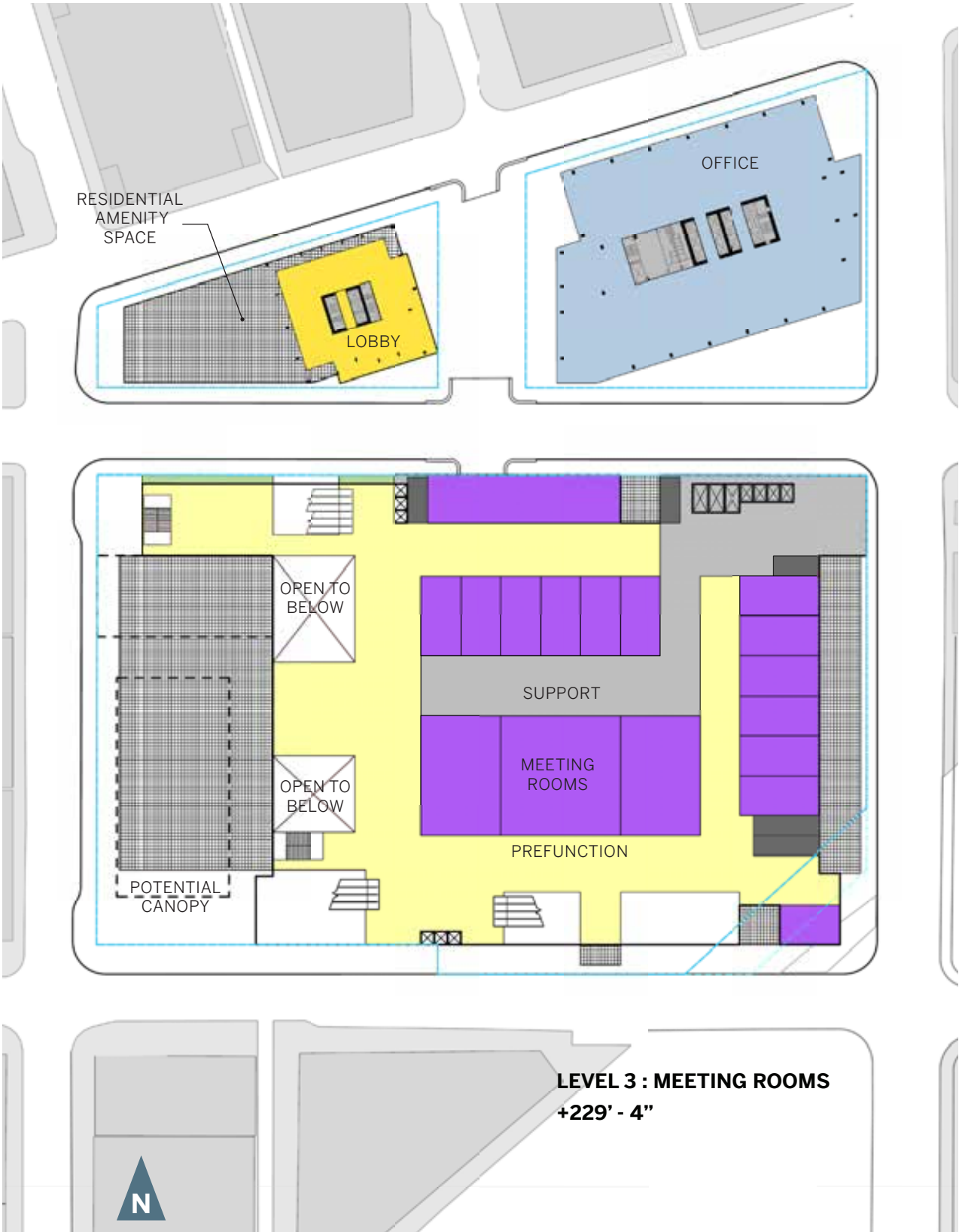
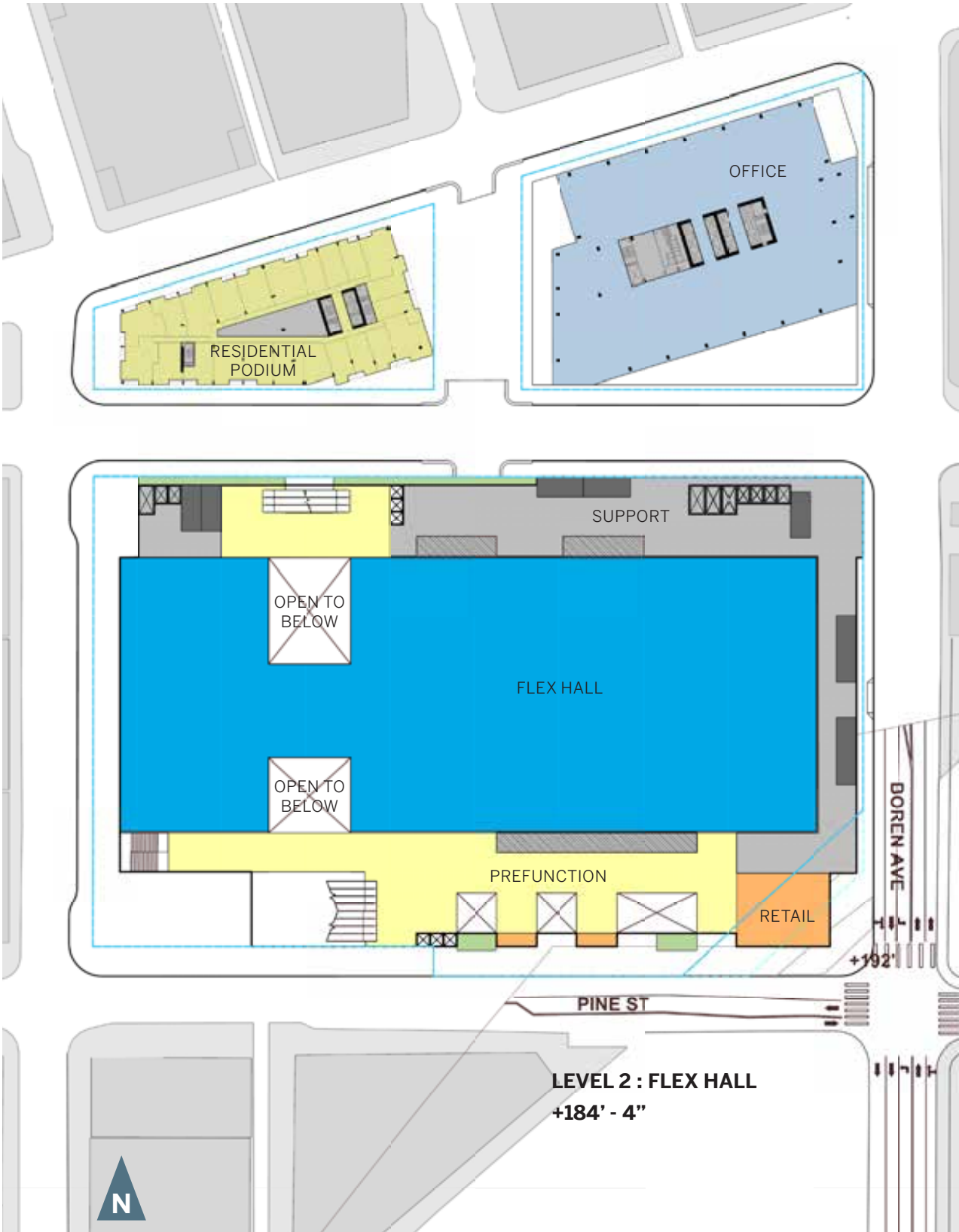


# 5 PREFERRED SCHEME PLANS + SECTIONS



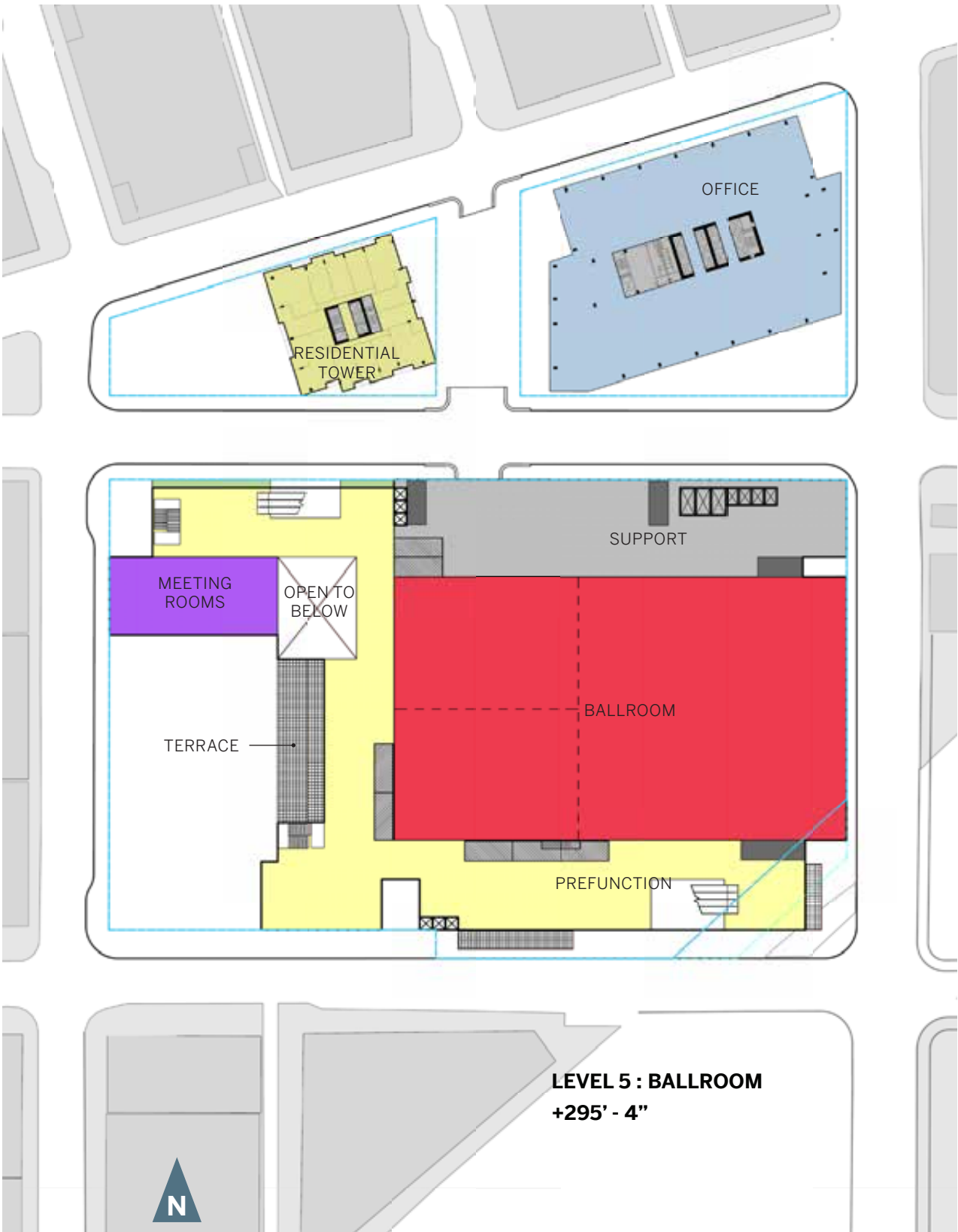
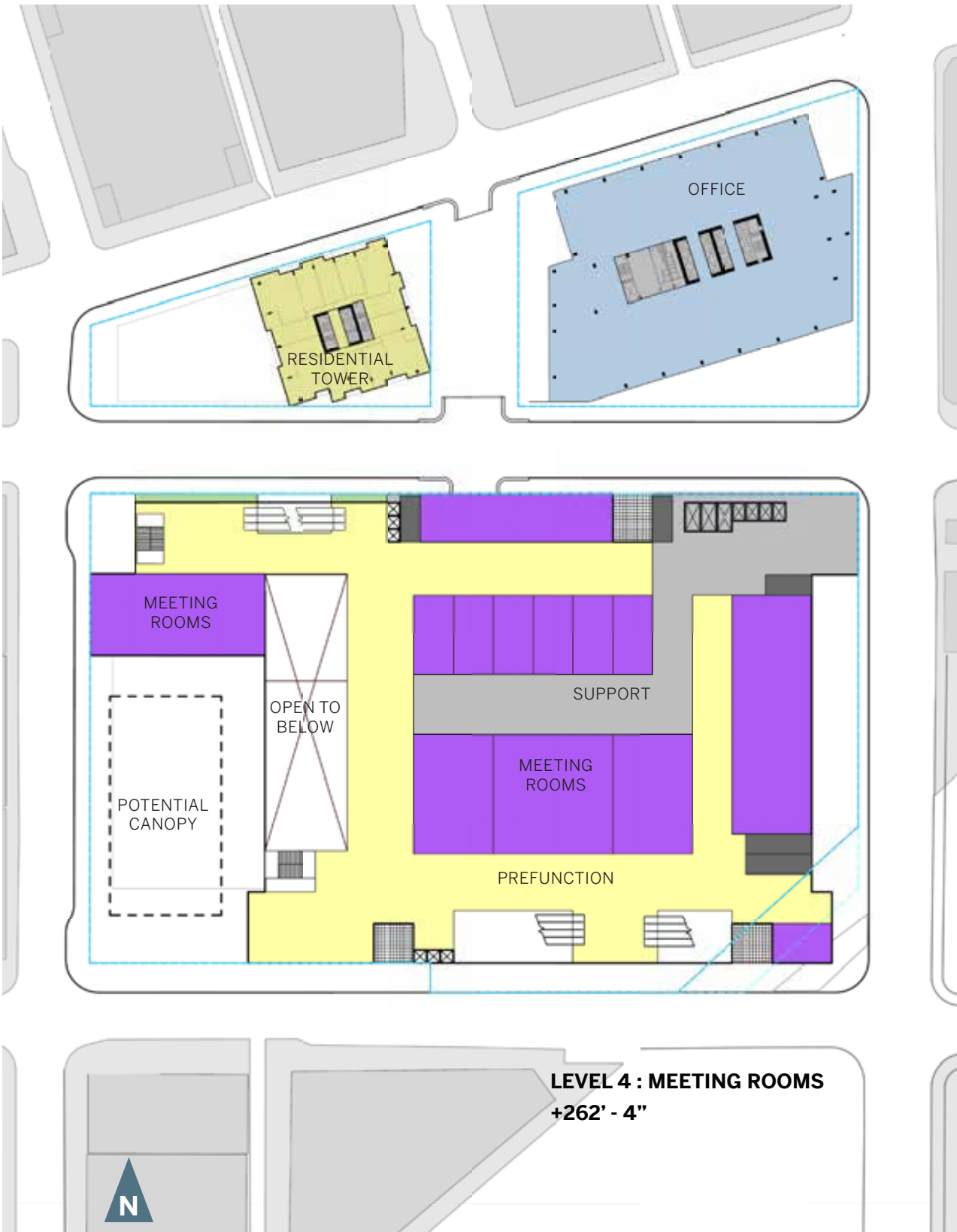


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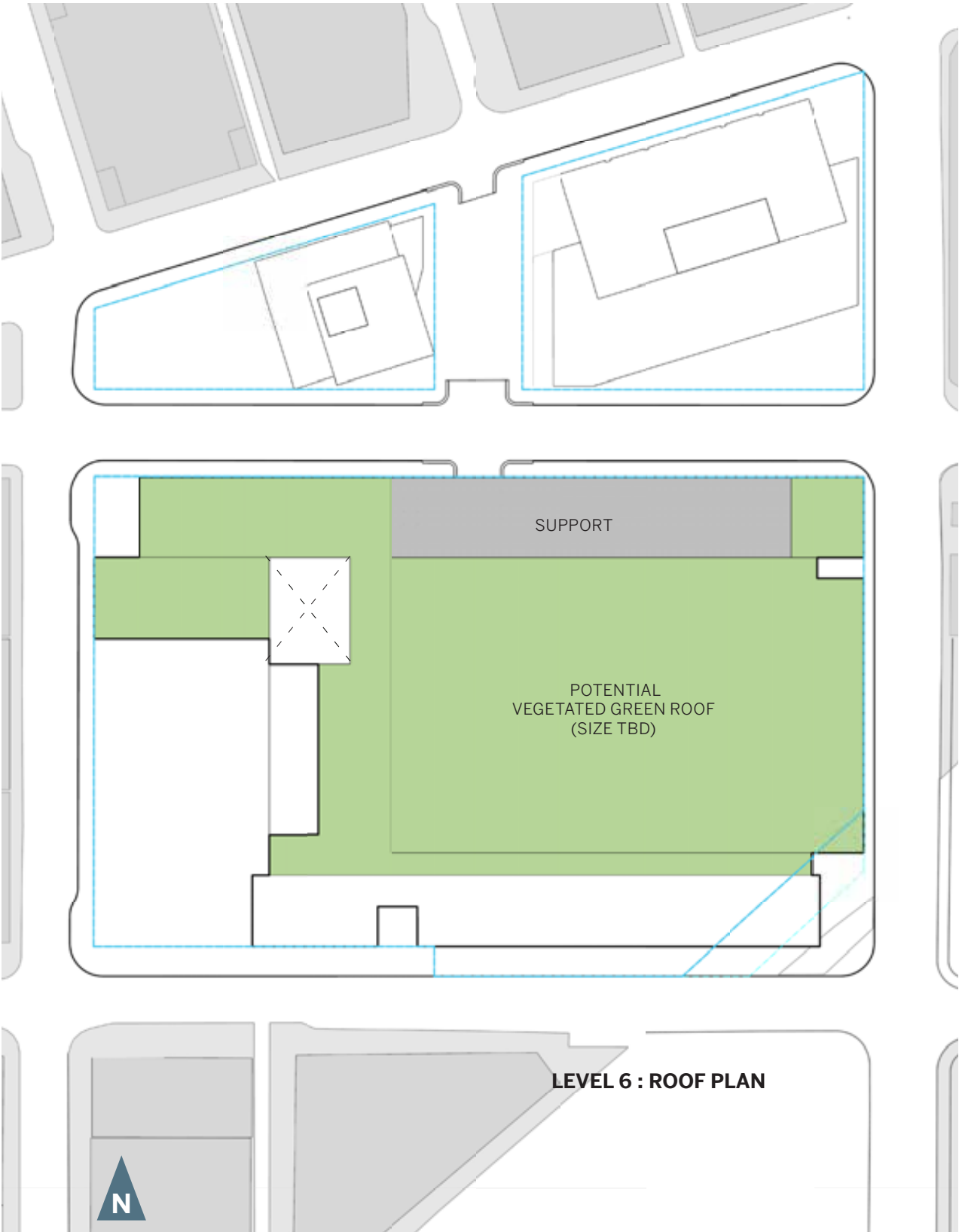


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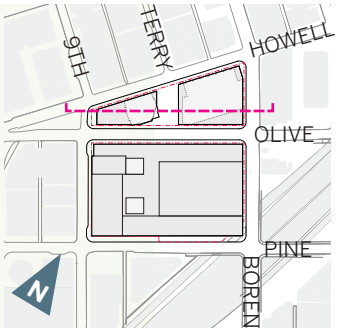


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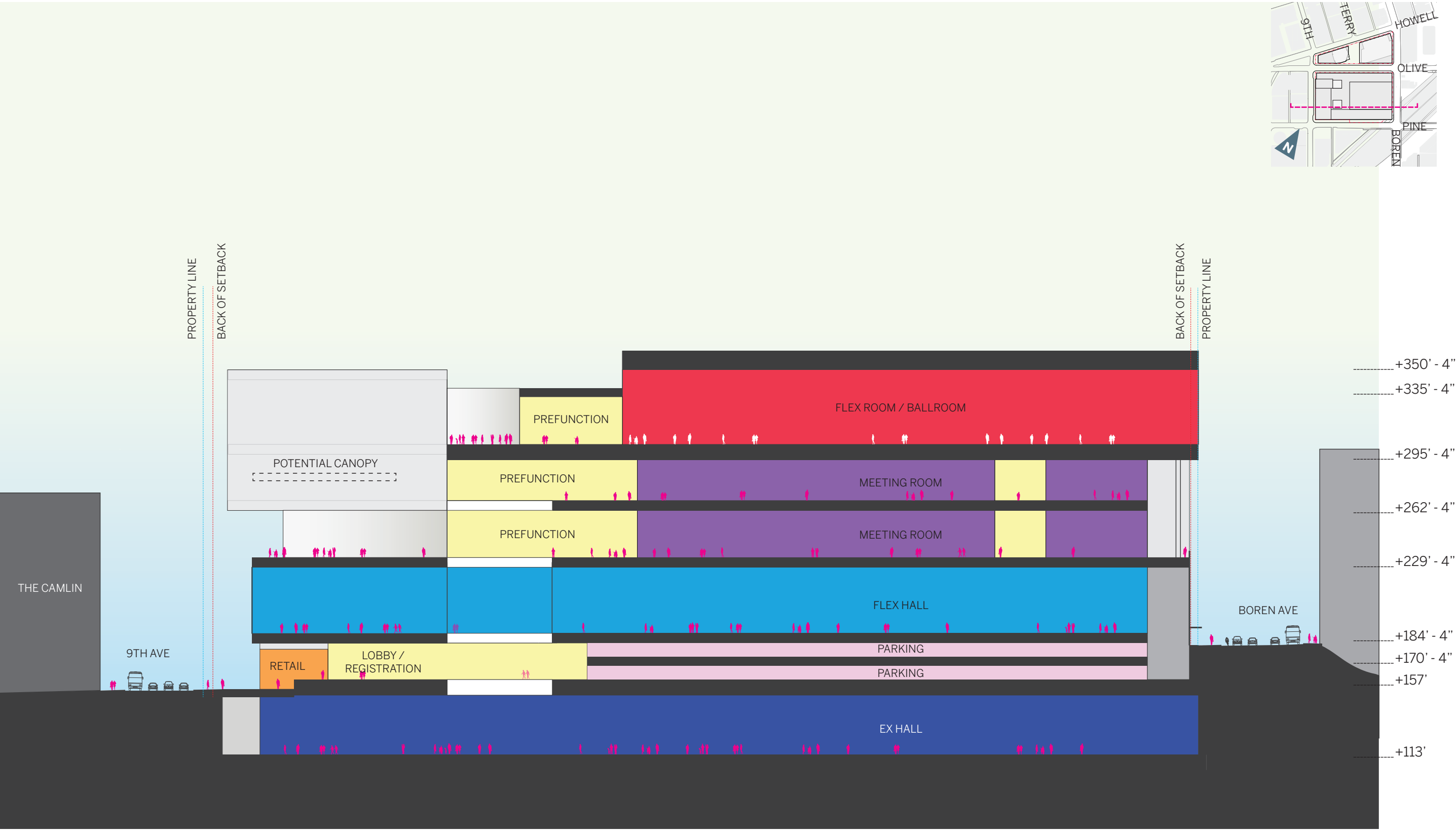


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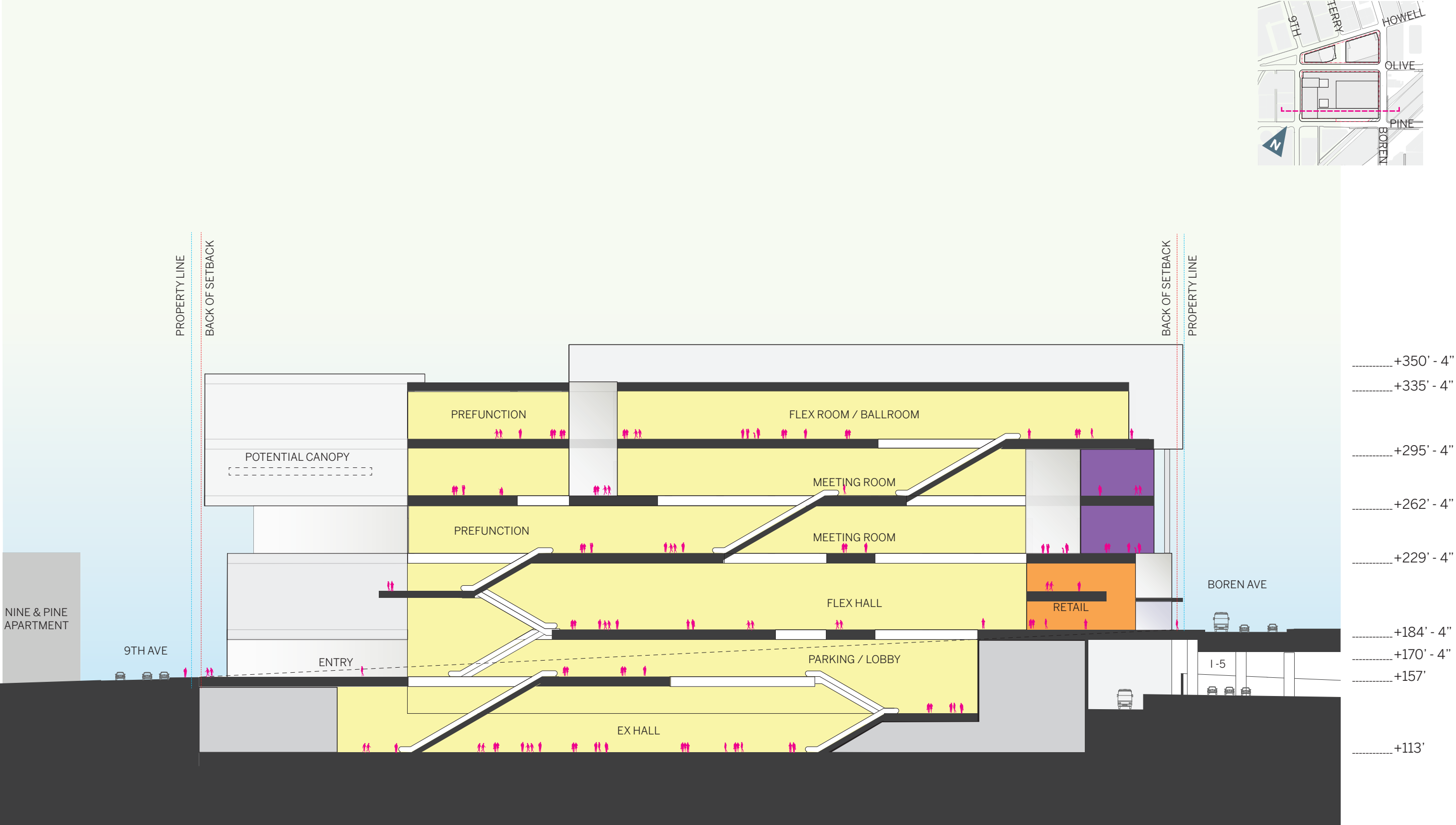
## EAST-WEST SECTION





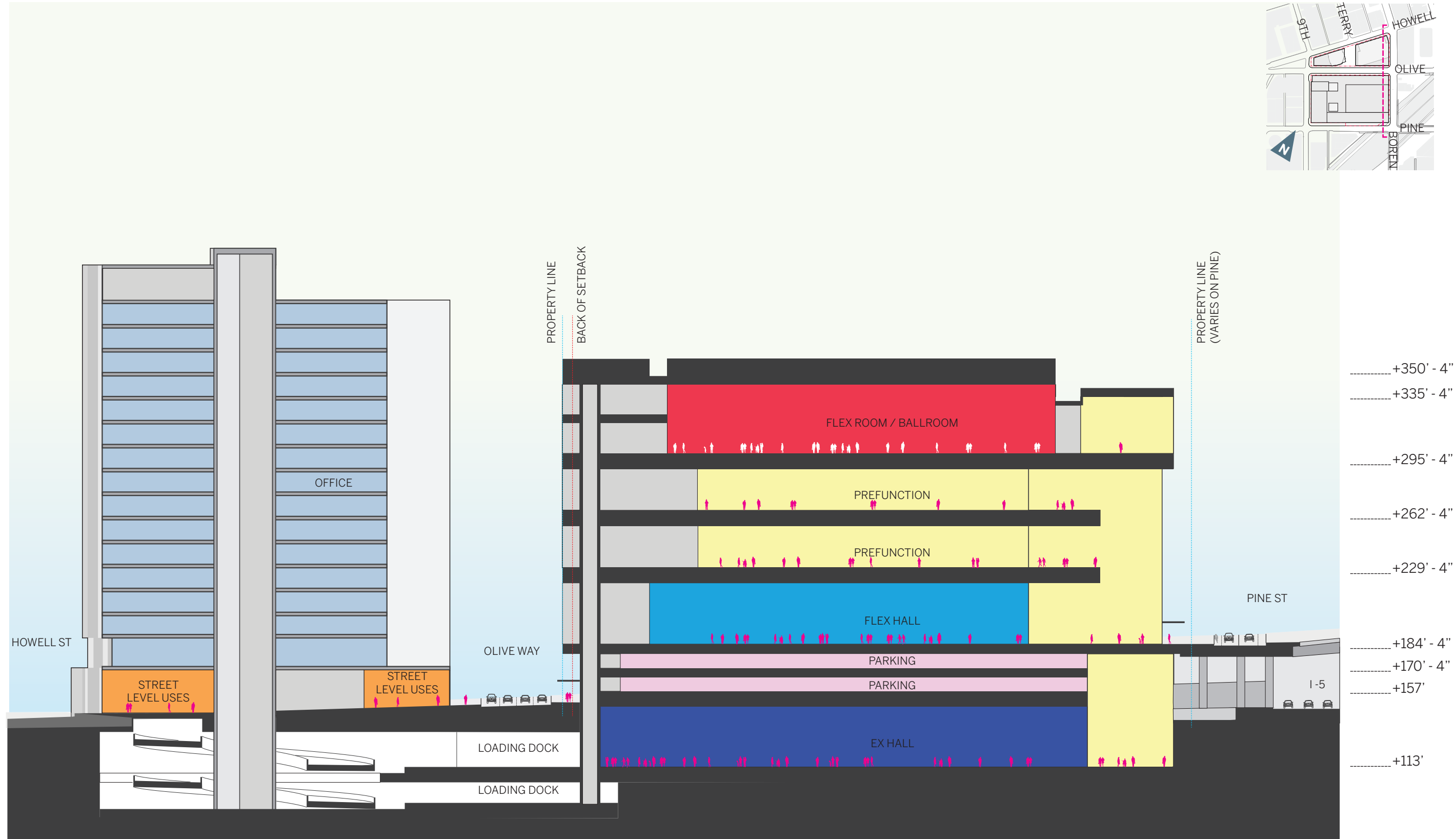
# 5 PREFERRED SCHEME PLANS + SECTIONS

## EAST-WEST SECTION



# 5 PREFERRED SCHEME PLANS + SECTIONS

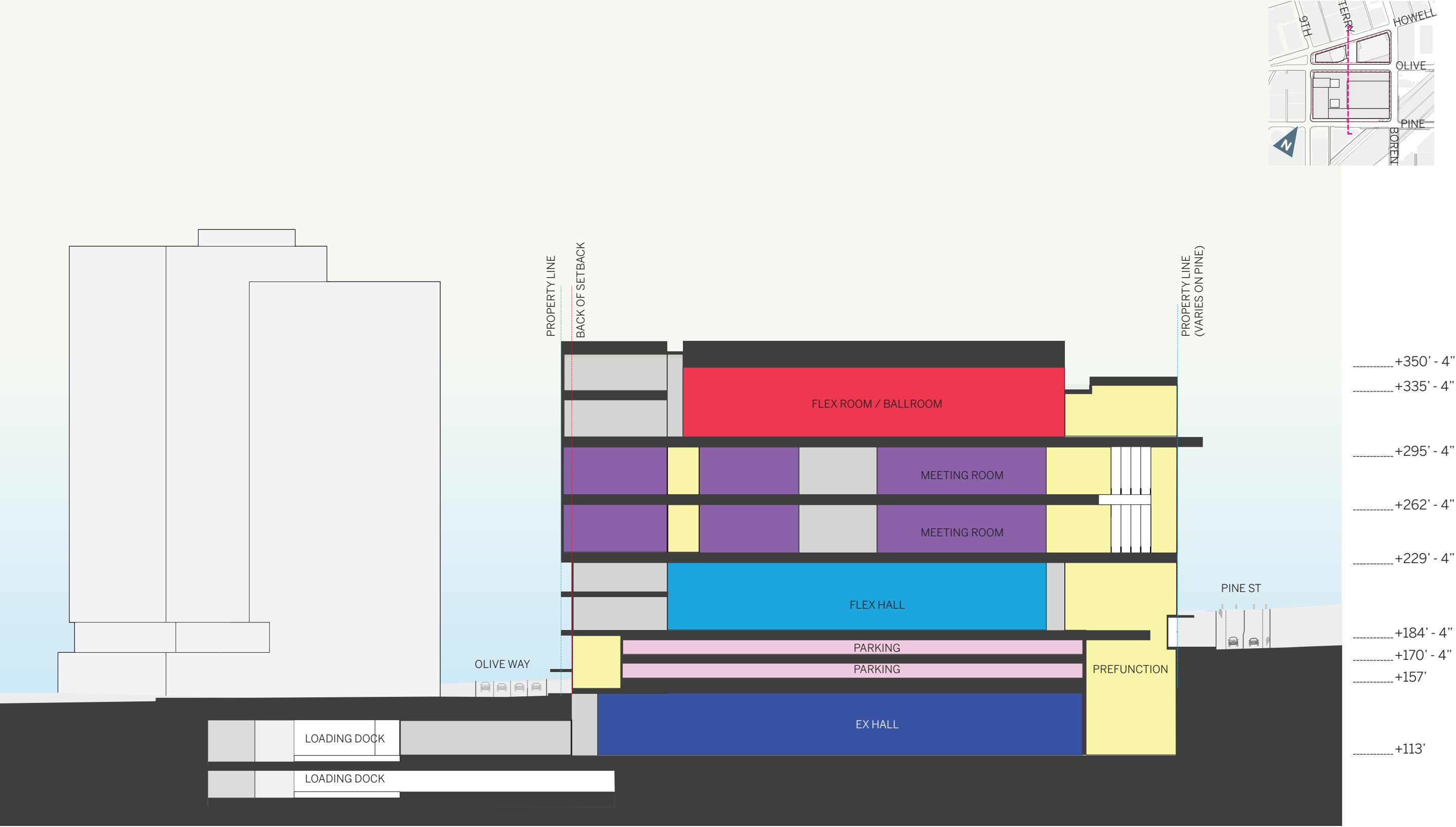
## NORTH-SOUTH SECTION





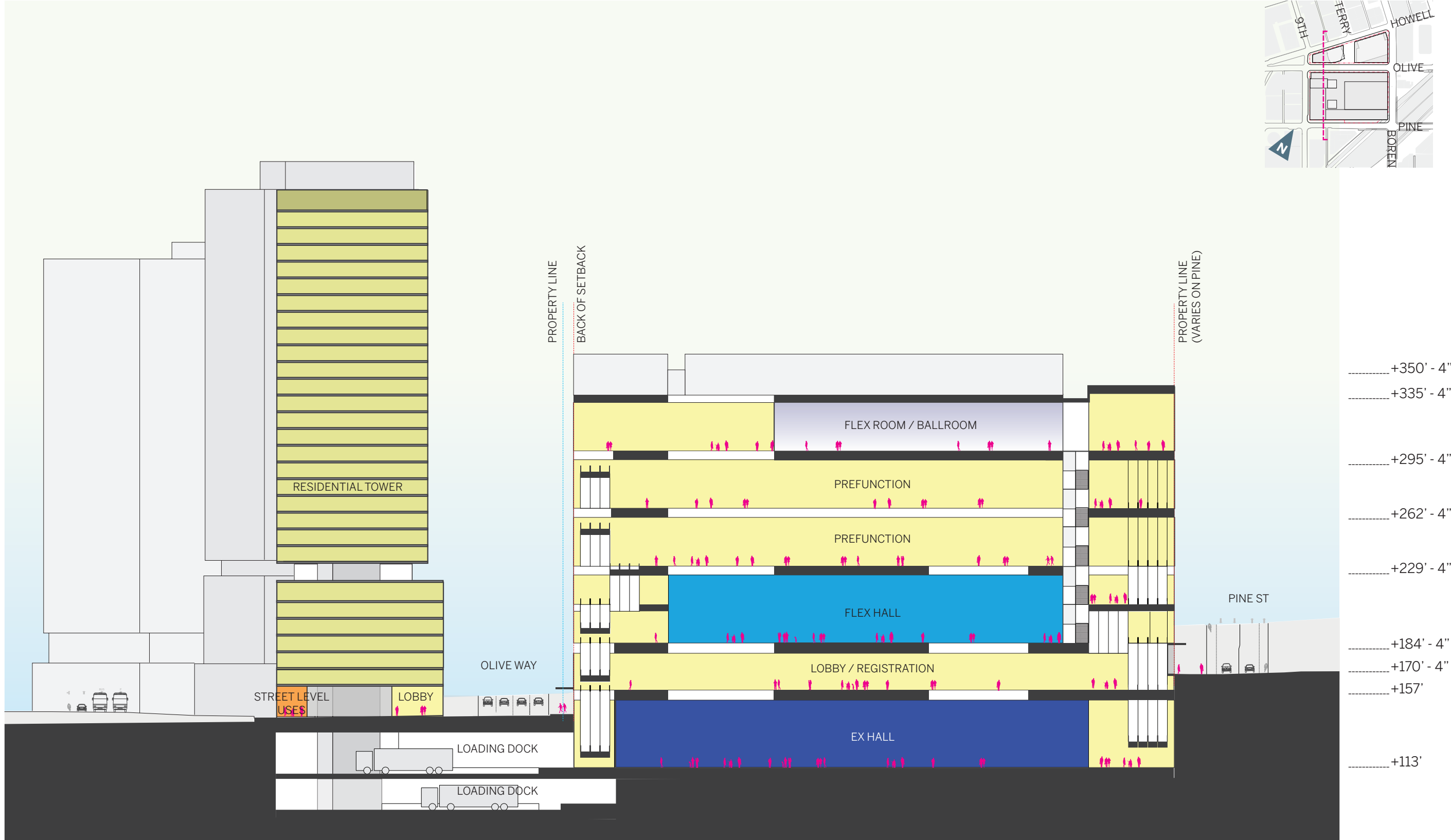
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## NORTH-SOUTH SECTION



# 5 PREFERRED SCHEME PLANS + SECTIONS

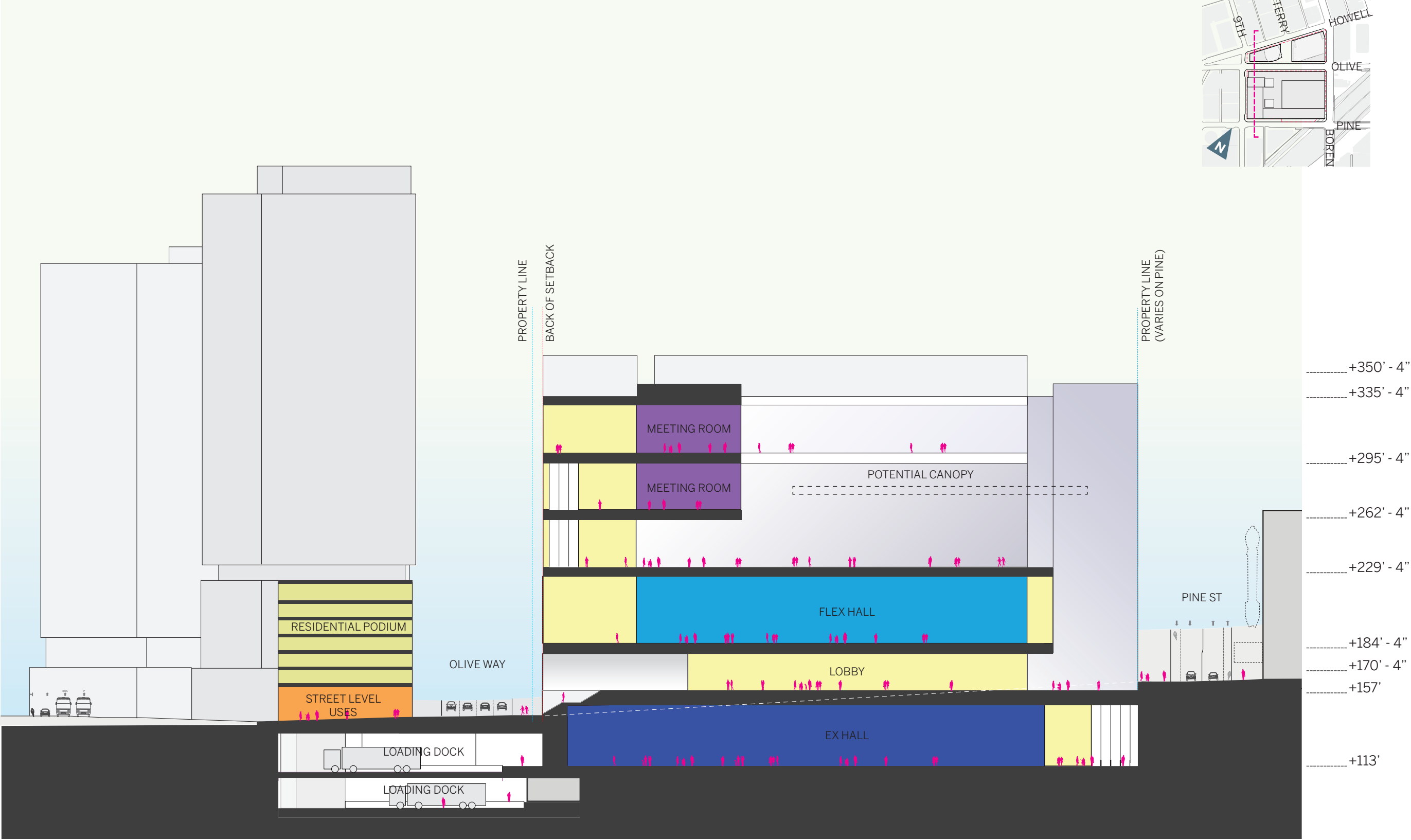
## NORTH-SOUTH SECTION





# 5 PREFERRED SCHEME PLANS + SECTIONS

## NORTH-SOUTH SECTION



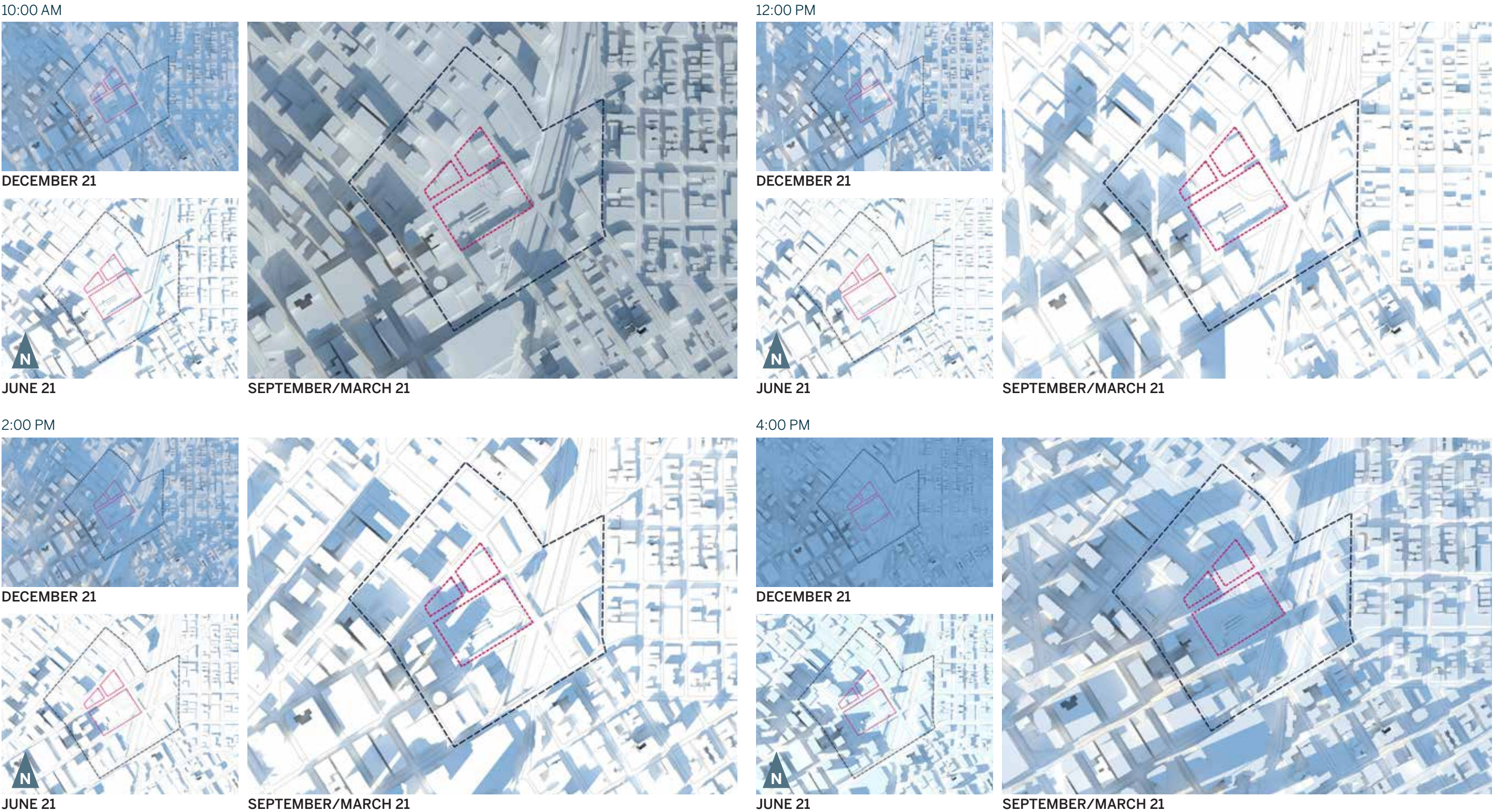






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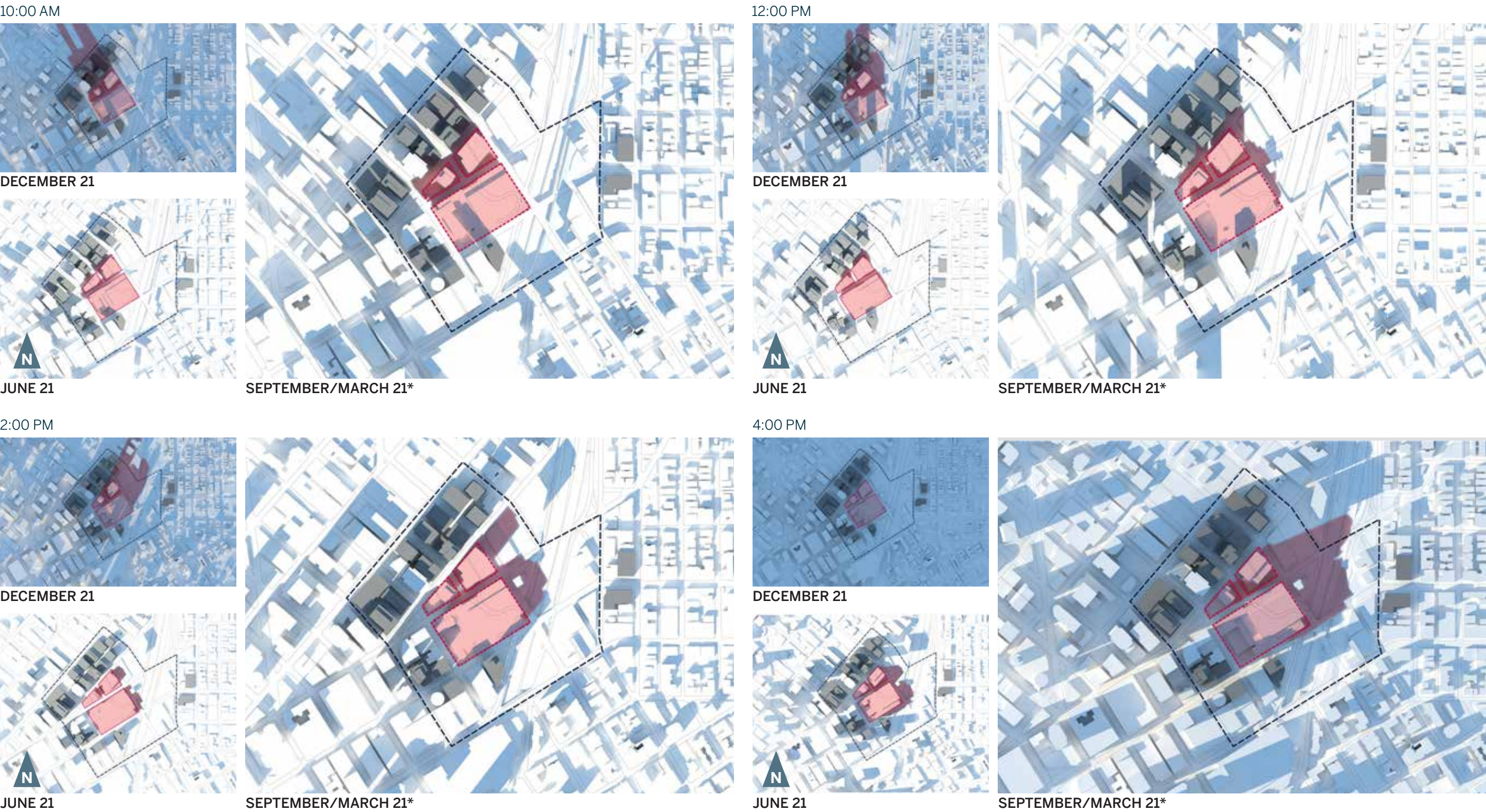
## SHADOW STUDY WITH EXISTING CONDITIONS





5 PREFERRED SCHEME PLANS + SECTIONS

SHADOW STUDY WITH APPROXIMATE CONVENTION CENTER BUILDING MASS



\* Approximate shadow impact highlighted in red for September/March studies



# 6 RESPONSE TO EDG 1 COMMENTS

## 1. Respond to Views & Influences from Adjacent Context

### A1 Respond to the Physical Environment

#### a. Context Analysis

The Board appreciated the complete context inventory provided (especially the multiple perspectives, pg. 54-65), and applauded many of the applicant stated goals such as: “Engage the downtown urban framework...Create a welcoming street presence...Integrate mixed uses such as retail...Enrich urban diversity...Create a unique (Seattle and PNW) experience”. Tangible follow through on these commendable goals will be the applicant test for future Board meetings.

Design team prepared a design analysis of multiple options and developed three fundamental approaches which represents the strategies and opportunities discovered in the process. Each scheme investigates unique responses to the context, while collectively resolving the overall approach to an integrated building and site design. The overall strategy is illustrated in more detail through the descriptions of the preferred scheme and its context.

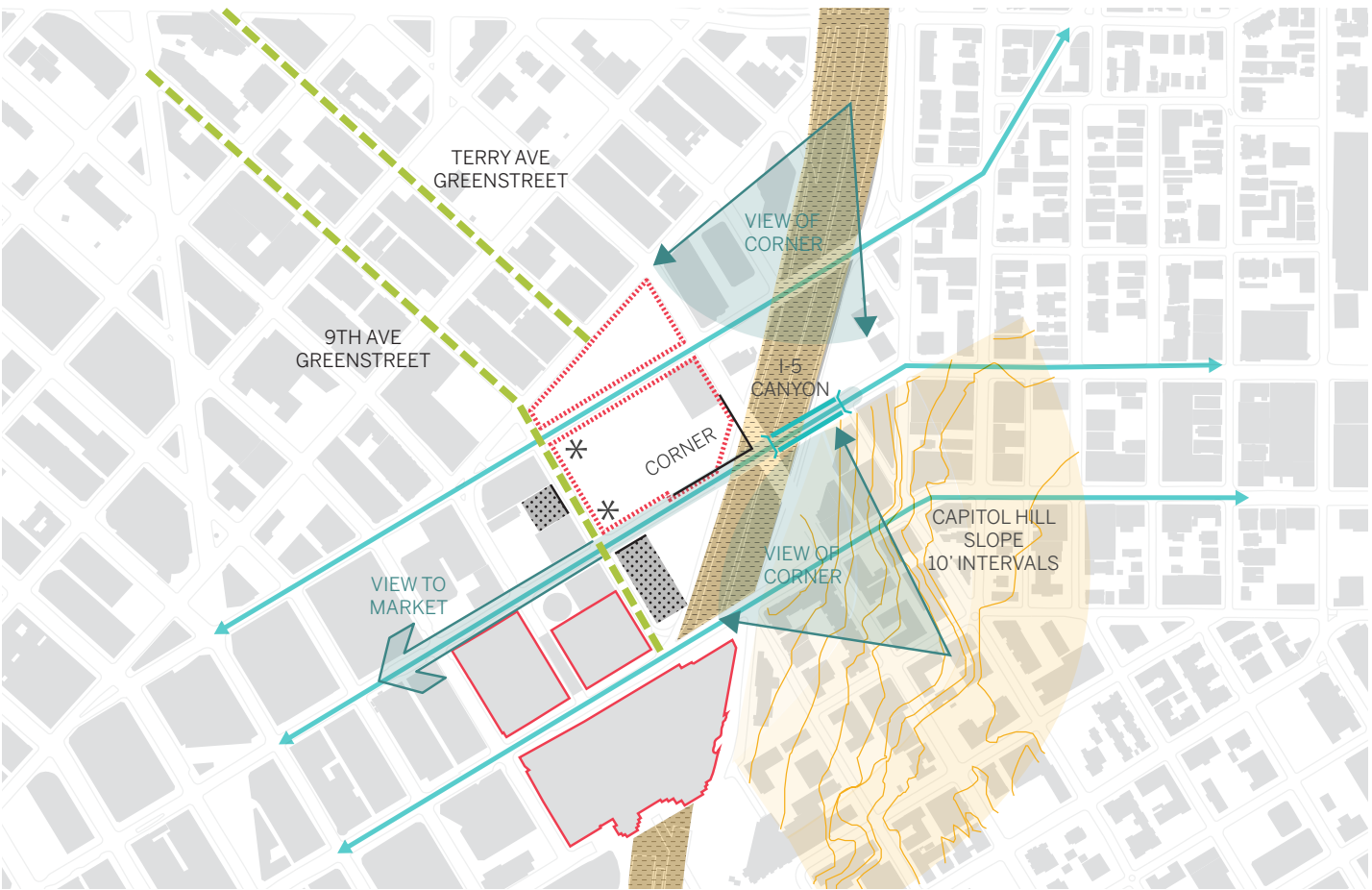
### B1 Respond to the neighborhood context

#### C2 Design Facades of Many Scales

#### b. Viewpoints

The Board noted this large building will be seen from many vantage points, with differing scales and fields-of-view; the Board was particularly concerned with the wide-angle views from neighborhoods to the east and south, where intervening buildings do not (and likely never will) moderate the size and bulk of the proposed structure (pg 60/61). The Board supported the stated ‘collage of S,M,L scales to mitigate an XXL building.’

The proposed massing schemes each began with varied ideas of using the flexible spaces and



distributing in ways that erode the overall mass to articulate smaller forms. The building-site edges further explore finer grain gestures that provide relief from the multi-block scale of the project.

### A1 Respond to the Physical Environment

### B1 Respond to the neighborhood context

#### c. Street Grid

The Board agreed the project should acknowledge the street grid shift at Howell, and recognize how the building form will be visible at the street end views down 9th & Terry Avenues from the north (pg 62/63). The Board emphasized these two streets are designated Green Streets, connecting the site to SLU and Lake Union with pedestrian, bike and landscaping enhancements. These Green Streets are the only ‘public open space’ contemplated in the rapidly densifying and open space deficient Denny Triangle district.

The shift of the city grid plays a significant role in shaping the architecture and urban form of the project, creating a transition from the Denny Triangle neighborhood to the north through the articulation 9th and Terry Avenues into the site. This green street couplet defines the major public zone of the project, providing the largest concentration of open spaces and public interior connections on the site.

### B3 Reinforce the Positive Urban Form & Architectural Attributes of the Immediate Area

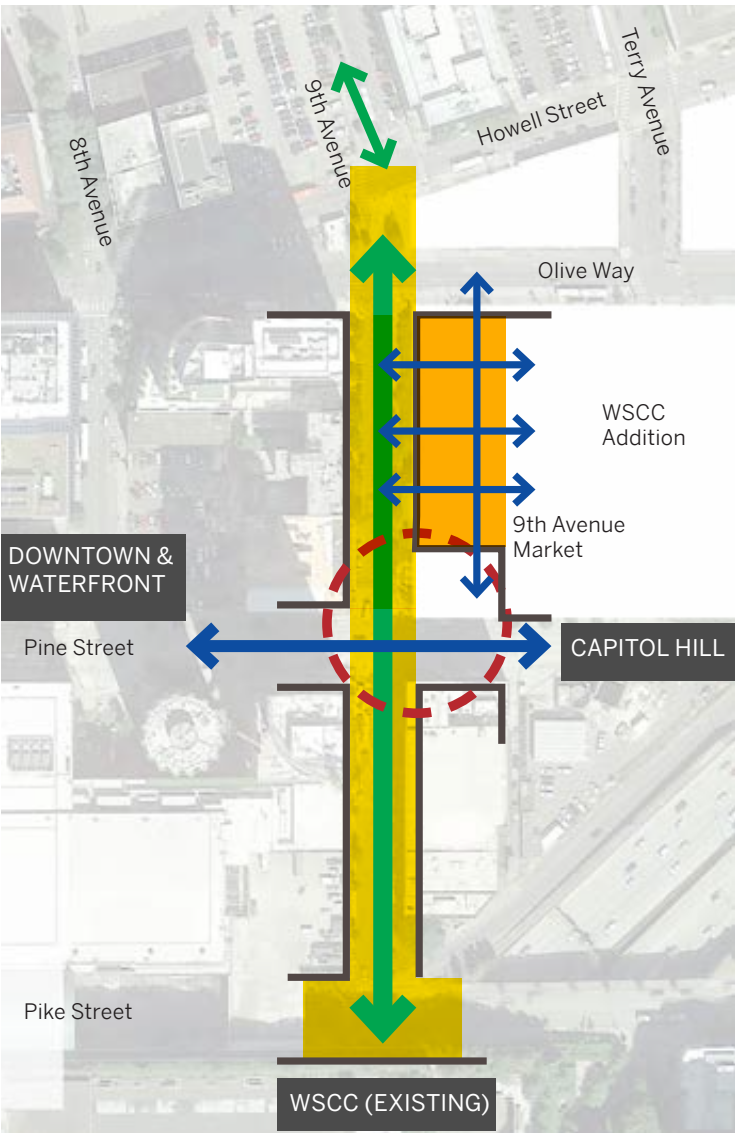
### D1 Provide Inviting & Usable Open Space

#### d. Connections

Pedestrian movement along all adjacent streets was a prime focus of Board considerations; special emphasis was on the Pine Street ‘hill-climb’ and 9th

Avenue. Since some joint convention events will link the proposed Convention Center Expansion (CCX) and the existing Convention Center, the segment of 9th between Pike and Pine will be heavily loaded with pedestrian groups, and how those crowds of pedestrians are received at the southwest corner and along the 9th Ave frontage was emphasized.

## 9TH AVENUE



9th Avenue Vision Concept Diagram



# 6 RESPONSE TO EDG 1 COMMENTS

The Board suggested that street-scape improvements on 9th between Pine and Pike, and ‘intersection repair’ at Pike and 9th might become off-site Public Benefits through other city reviews.

**NOTE**

Since the project involves street vacations, it will receive Design Commission (DC) review of the public realm and benefits; the Board received a memo from DC staff based on the EDG booklet.

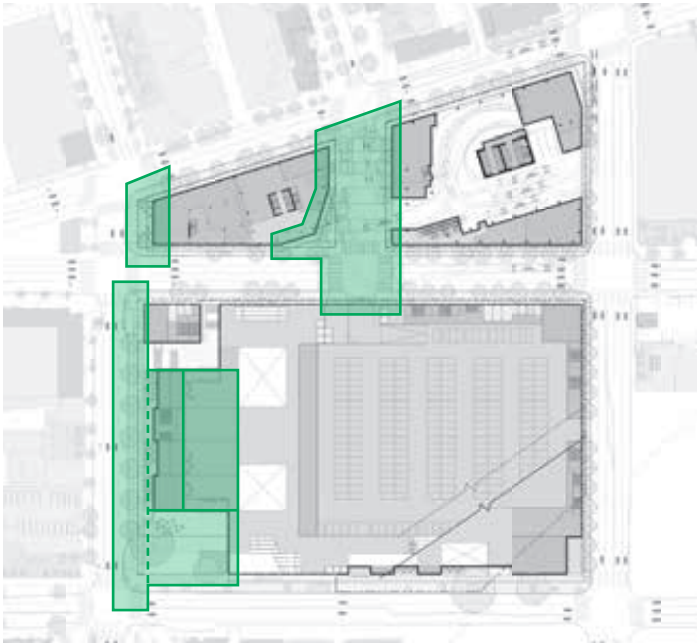
**The segment of 9th Avenue between Howell and Pike creates opportunities for a larger public entry and the most direct connection to the existing convention center. The proposal takes the larger context into consideration, setting the framework for future urban interventions to complete the vision for the neighborhood.**

- B2** Create a Transition in Bulk and Scale
- B3** Reinforce the Positive Urban Form & Architectural Attributes of the Immediate Area

**e. Landmarks**

The Board noted the adjacent Paramount Theatre is a designated city landmark and functions as a key way-finding marker; the project massing should respect and possibly defer to the Paramount (pg 59), opening up light and views to the theater’s rich north facade (see #6 on pg 11 and 63). This guidance might coincide with comments under 2d below.

Each of the massing schemes explores options to create a dialog with the historic Paramount Theatre through the use of open space, view angles, and massing - framing the facade and signature marquee. This relationship is critical in creating a proposal that is both respectful of its context and enhanced by it. The preferred scheme borrows from the spectacle of The Paramount theater and The Camlin to create a visible event in the city.



POTENTIAL AREAS FOR PUBLIC BENEFITS



- B1** Respond to the neighborhood context
- B3** Reinforce the Positive Urban Form & Architectural Attributes of the Immediate Area
- C1** Promote Pedestrian Interaction
- C4** Reinforce Building Entries

**f. Prominent Corners**

The Board agreed the southwest corner should generously recess to accommodate crowds from Pine and 9th (see 1d), possibly with exterior decks above to optimize views up and down Pine Street (pg 39, and building section shown at meeting). The Board agreed both east corners will be highly visible to many neighborhoods south and east (and to users of the freeway) and they should be ‘pedestrian beacons’ to help bridge the I-5 gap (pg 60, 64); the Board supported the retail shown at those corners and encouraged they be larger (pg 51/52). The northwest corner will be extra visible because of the grid shift, and should respond to the axial street view down 9th (pg 63). Finally, the northeast corner also deserves attention, as Olive Way is a key pedestrian link to Capitol Hill, regardless of the one-way, eastbound vehicular flows.

The various schemes and collective site development defines the significance of the corners through the placement of prominent building entries or dedicated retail at the ground floors. The upper level massing options explore both strong edges, carved spaces, and defined volumes to address corners in ways that create unique visible moments around the perimeter of the site. These moments are further enhanced through the use of transparency to maximize daylight and views into the flux of event activity and out to the city.



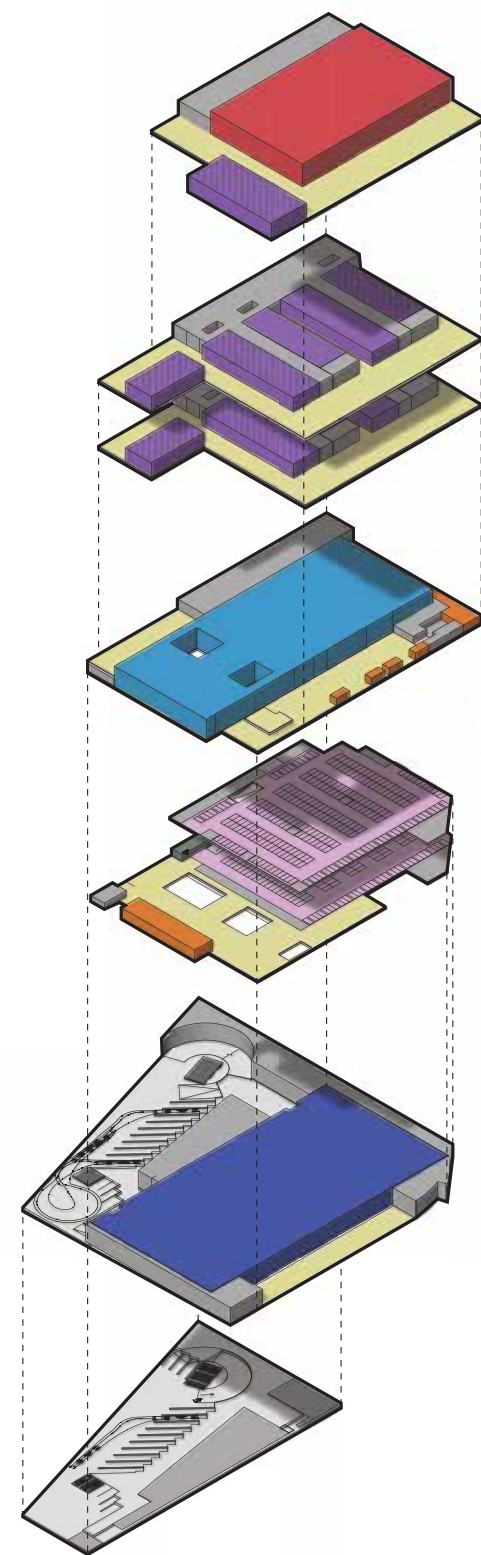


# 6 RESPONSE TO EDG 1 COMMENTS

## 2. Massing & Public Realm

- A1 Respond to the Physical Environment
- B2 Create a Transition in Bulk and Scale
- a. **Vertical Programming**  
The Board appreciated the complex building program and supported the challenge of a new 'vertical convention center prototype'. The Board applauded retention of the existing streets rather than an even larger super block, but was concerned about the scale compatibility of even the resulting double-block form (347 ft x 565 ft footprint) in a fabric largely made up of quarter block and smaller masses (pg 10).

The project takes advantage of its urban site by structuring the expansive program in a dense vertical format to create the most compact footprint possible. Careful placement of below grade loading and access interior to the building mass allows the pattern of the city to permeate the project. The scale of the resultant massing is further articulated with the malleable parts of the interior and exterior program, described through the various massing schemes.



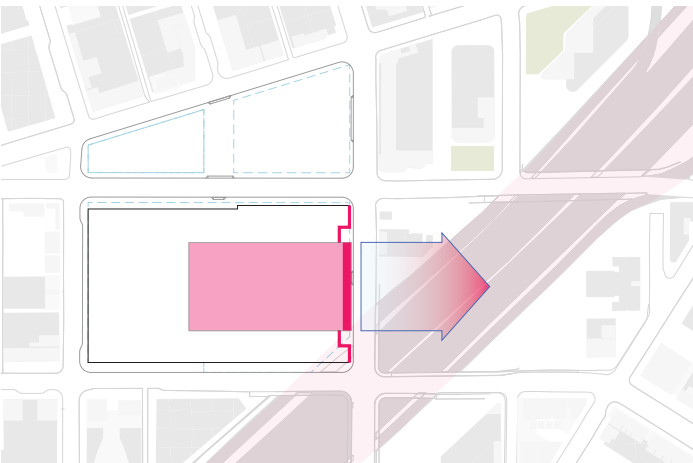
- B4 Design a Well-Proportioned & Unified Building  
Regarding the physical massing model shown, the Board was glad to hear that 'carving of the CCX volume is possible', to explore various ways to achieve the correct 'collage of S,M,L scales'. The Board supported exterior decks to populate the large facades, and internal light-wells for the program, but not if such private assets are at the expense of street level needs for the public realm. This pivotal 3 block, 6.4 acre project will be an exercise in balancing a large internal program and external urban design priorities.

The project promotes access to daylight and occupiable exterior spaces at all levels of the building for a broad range of uses--oriented contextually to respond to the unique areas of the site. The design creates areas specifically for the public to occupy blurring the boundaries of the event and the city.

- A1 Respond to the Physical Environment
- B2 Create a Transition in Bulk and Scale
- B4 Design a Well-Proportioned & Unified Building
- C2 Design Facades of Many Scales

- b. **Mitigate the I-5 Gap**  
The Board agreed the project should knit the adjacent neighborhoods together. The large and fully visible south and east walls will be seen within the fabric beyond of smaller, more vertical downtown buildings (pg 60/61), therefore massing modulation and facade scaling techniques will be especially critical on those elevations.

The project seeks to balance the massive scale of I-5 with the range of smaller scales typical of the urban fabric. The various schemes explore ways to articulate the massing specific to the south and east exposures, creating distinct volumes and textural facades. These are critical edges that will form the identity of the project for many people.





# 6 RESPONSE TO EDG 1 COMMENTS

- A1-Green Street Policies** Respond to the Physical Environment
- B1** Respond to the neighborhood context
- B3** Reinforce the Positive Urban Form & Architectural Attributes of the Immediate Area
- E3** Minimize the Presence of Service Areas

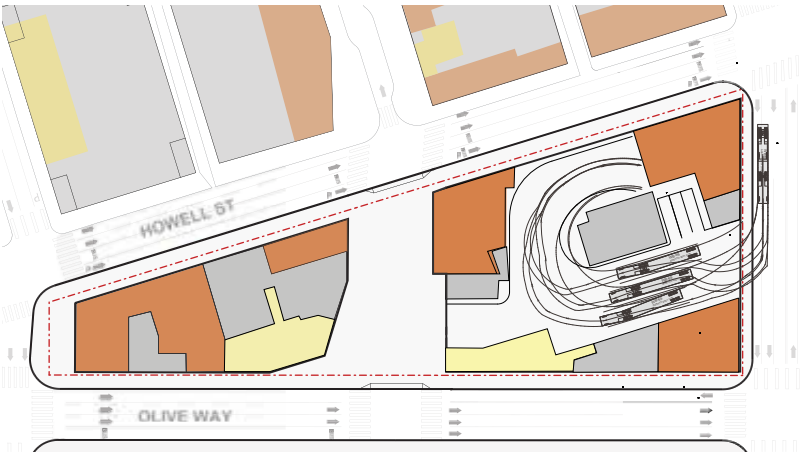
**c. Terry Street & ‘Truck Plaza’**

The stated reason for the full vacation of the segment of Terry between Howell and Olive was to enable sizable and multiple truck maneuvering options there (from block C onto Olive, Howell and possibly Terry northbound). The Board was strongly opposed to creating a compromised street-scape or ‘truck plaza’ on a Green Street, or as a terminus of a Green Street that links downtown to Lake Union. After learning the preliminary size and number of truck movements, the Board was especially concerned about compromising Green Street continuity and safe, direct pedestrian movements between Howell and the proposed CCX building across Olive Way (also see 3e).

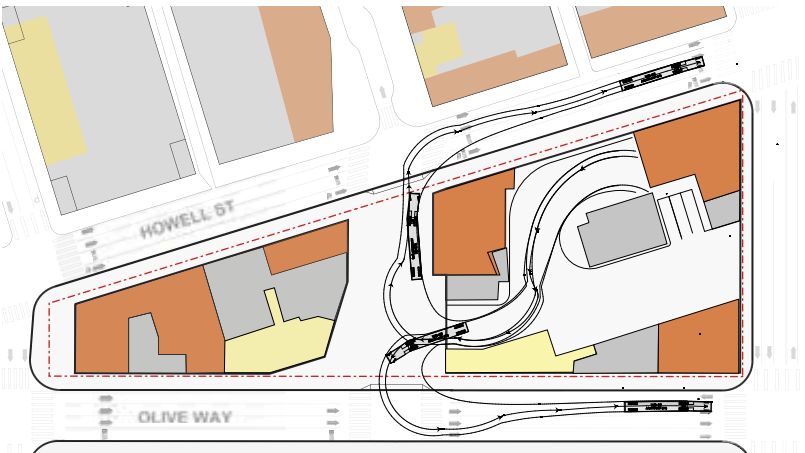
The proposal will continue to study and refine the vehicle ingress and egress zones to minimize their impact on pedestrian movements and maximize street-scape and other ground floor amenities. The integration of the former segment of Terry Avenue into the design provides major points of access for the new convention center addition and the adjacent co-development. This neighborhood mixing zone provides the project a sense of place and arrival sympathetic to working urban neighborhood. The project studied a range on ingress options, determining that access from Boren (shown in red) to be the least impactful. Several options for egress allow for trucks to minimize their impact by dispersing activity and providing access to both north and south bound I-5.



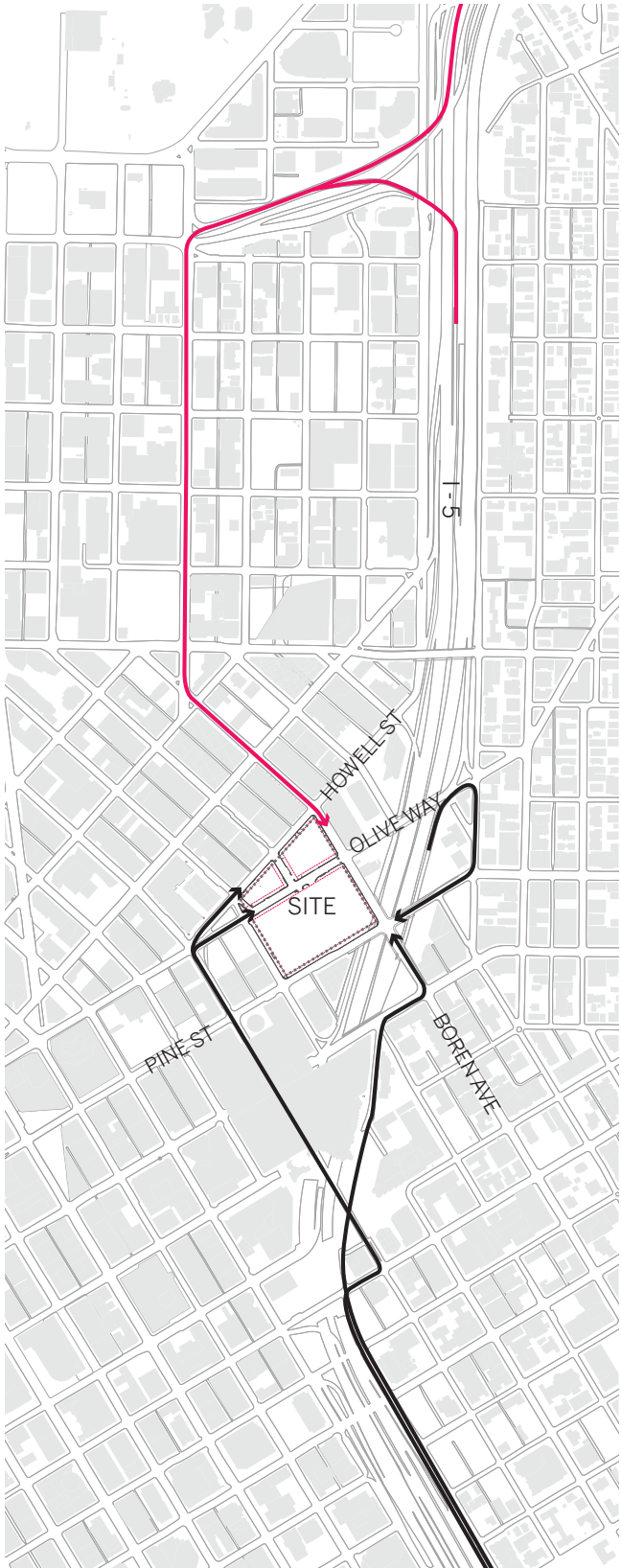
SITE PLAN



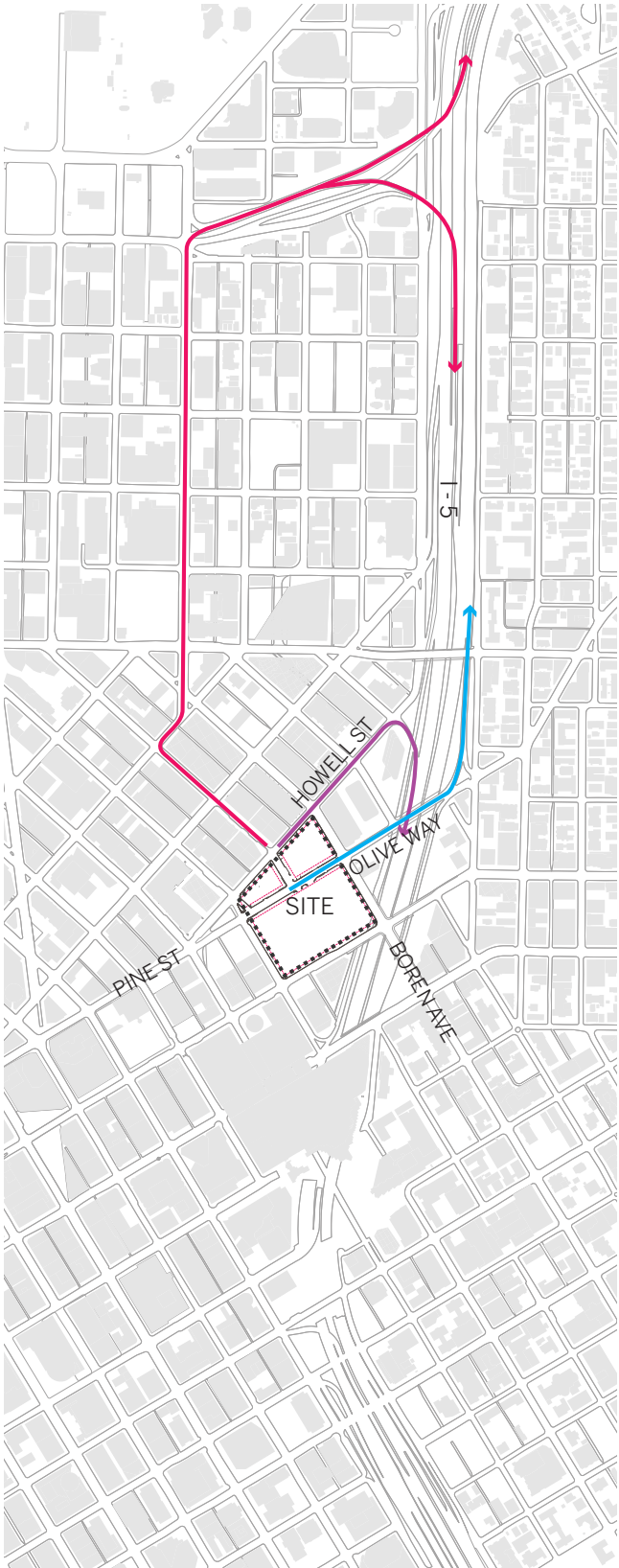
TRUCK INGRESS



TRUCK EGRESS



TRUCK INGRESS - STUDIED OPTIONS



TRUCK EGRESS - PROPOSED OPTIONS



# 6 RESPONSE TO EDG 1 COMMENTS

- C4 Reinforce Building Entries
- D1 Provide Inviting & Usable Open Space
- D3 Provide Elements That Define the Place

d. Lobby and 9th Avenue Interface

The Board agreed that the primary CCX entries and lobby are best facing the southwest sun and along 9th, and they supported the stated intention to make that lobby highly permeable to the street and frequently open to the general public (the controlled zone being deep inside). The Board supported the two corners being described as transparent, tall and welcoming. However, the absence of a sizable setback or public open space along the 9th Avenue Green Street was a concern (pg 51), especially considering crowd surges from the proposed lobby. An open space 'pearl' (like Plymouth Pillars and Westlake Parks) on the Pine Street link between Cal Anderson and the Pike Market, would be a valuable open space addition (see 1c, and pg 39/left).

The edge and corners along 9th Avenue have been further developed to incorporate a mix of lobby, retail, and open space, while considering the topographical challenges and opportunities unique to this site. This highly permeable zone is where the city and the convention center activity overlap most significantly. Open spaces and sidewalks have been carefully proportioned to foster vibrant pedestrian zones with room for planting, circulation, queuing, and lingering.



C1.2 Retail Orientation

The Board discussed this important frontage & public realm interface at length: additional ground level space for the Green Street treatment and CCX events to spill out was agreed to have potential; the proposed retail 'market hall' –if open typical hours –was supported in order to activate the 300+ ft long facade when no CCX events are happening. Even a tall, transparent wall looking into an often empty lobby with just escalators was agreed to not be genuinely activating; the hours and degree of public porosity into the lobby and what public attractors are within will be critical.

The retail proposed throughout the proposal plays an important role in anchoring the project into its neighborhood. The market concept along 9th Avenue is designed to form a symbiotic relationship between the city and the convention center--promoting a high level of interaction at the primary points of entry.

The facilities is designed to allow multiple simultaneous activities in the building including move in / move out and event days. The following prototypical monthly schedule illustrates the type of activity pattern and event intensity anticipated. There are between one to four active events in various parts of the facility almost every day.

WSCC Addition

Prototypical Monthly Event Schedule

	Space Utilization for May																													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Exhibit Hall																														
Flex Hall																														
Ballroom																														
Meeting Rooms																														

- MOVE IN / MOVE OUT
- EVENT

CONVENTION CENTER USE SCHEDULE

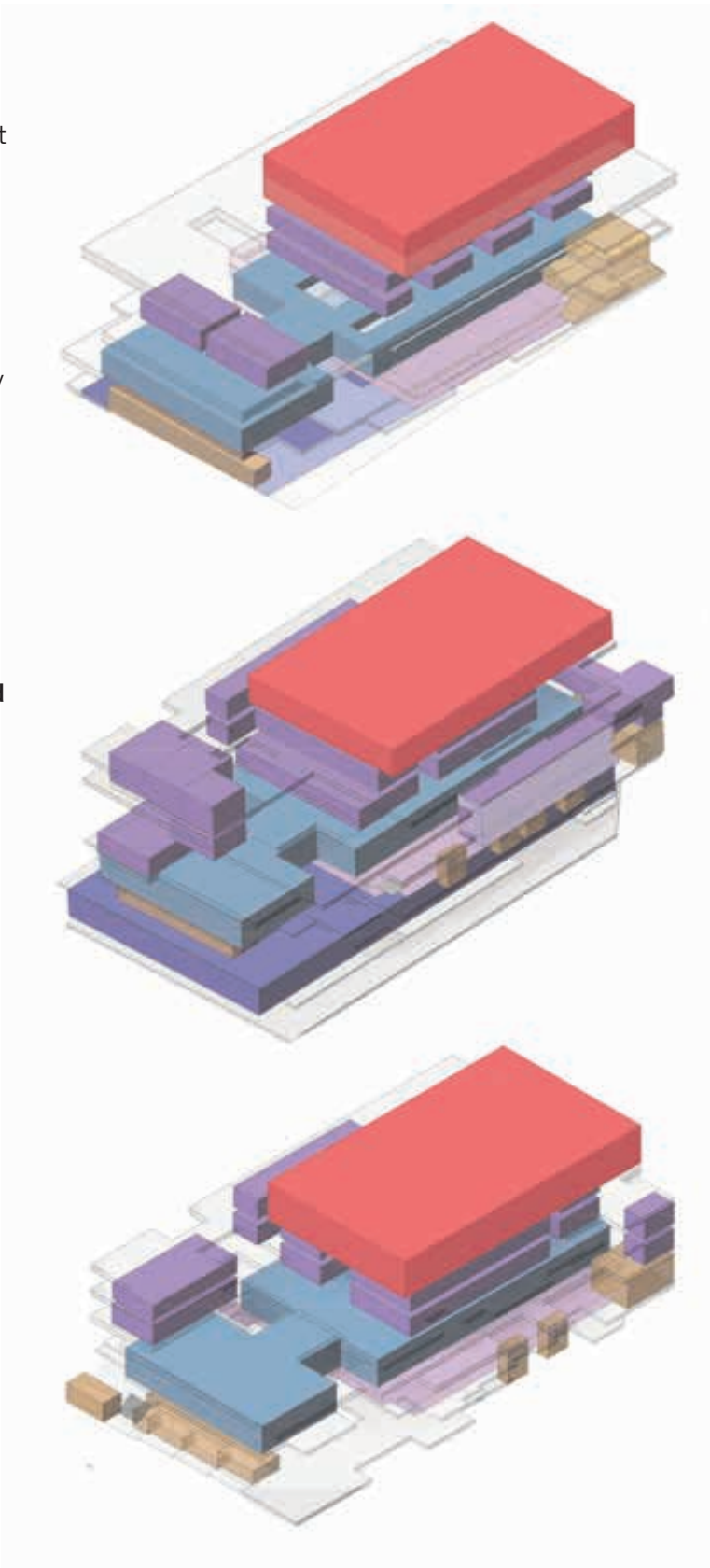
# 6 RESPONSE TO EDG 1 COMMENTS

A2 Enhance the Skyline  
B4 Design a Well-Proportioned & Unified Building

e. **Massing Options for EDG #2**

The Board looks forward to three massing options at the next meeting that respond to all major context influences, yet manifest three clear, and distinct design concepts; suggestions for those might be: a) Program-driven/code compliant; b) Subtractive, slices and notches; c) Additive, volumes and voids. A hybrid is certainly plausible, as the primary Block A is alone 4.5 acres in size, and this site has uniquely different east and west view prospects (see 1b).

The massing options proposed in this package include the required program driven forms and relationships along with manipulations of pliable parts of the program in additive and subtractive ways. The languages of stacking volumes, cuts and voids, holding or exposing edges, celebrating functional structure and circulation are expressed through the range of options presented.



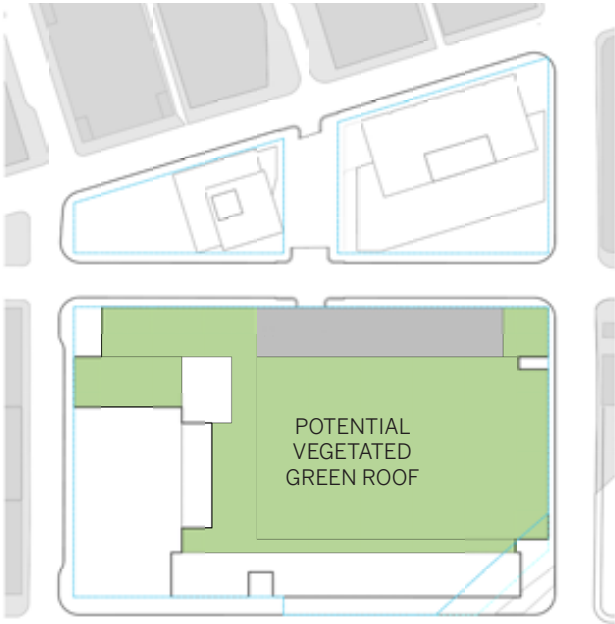
LMN

A2 Enhance the Skyline  
D1 Provide Inviting & Usable Open Space  
D2 Enhance the Building with Landscaping

f. **Roof Design**

The Board stressed the very large roof is a “5th Elevation” which will be visible from many adjacent towers and neighborhoods. The 4+ acres provides a major opportunity for a combination of: sizable sustainable strategies; usable open space for users; canvas for an exceptional landscape design; and/or possible public realm in a dense, park deficient district. The Board cautioned that these uses should determine roof structural considerations, rather than the structural cost being used to eliminate a superior design or use.

At approximately 200’ above the street, the primary roof will be visible from only the upper floors of the highest nearby towers. It will be explored as a green roof designed to integrate with water and landscape ecologies of the building and surrounding context. Outdoor terrace spaces are provided at multiple levels throughout the building providing the opportunity for extending the landscape and outdoor activity opportunities throughout the project in locations more easily visible from the surrounding neighborhood buildings and streets.





6 RESPONSE TO EDG 1 COMMENTS

3. Perimeter Street Edges & Ground Floors

- B3.3 Pedestrian Amenities at the Ground Level
- C1 Promote Pedestrian Interaction
- C3 Provide Active — Not Blank — Facades
- C4 Reinforce Building Entries
- D1.1 Pedestrian Enhancements
- E1 Minimize Curb Cut Impacts

a. Ground Floor Edges

The Board agreed all street edges in this central location must be done well, with no street sacrificed as a designated 'back-of-house'. To maximize pedestrian interaction and provide legitimate uses for all Seattleites not only CCX users, all ground level frontages should: minimize the number and length of blank walls; interject regular lengths of retail or porous, activating uses; reasonably step floors with the adjacent sloping sidewalks to permit regularly spaced doors; and integrate any mandatory services, exit doors or other blank elements in a highly artful manner. The Board agreed maximum transparency is good, but pedestrians looking into closed and frequently empty lobby spaces does not equal diverse and consistent activation.

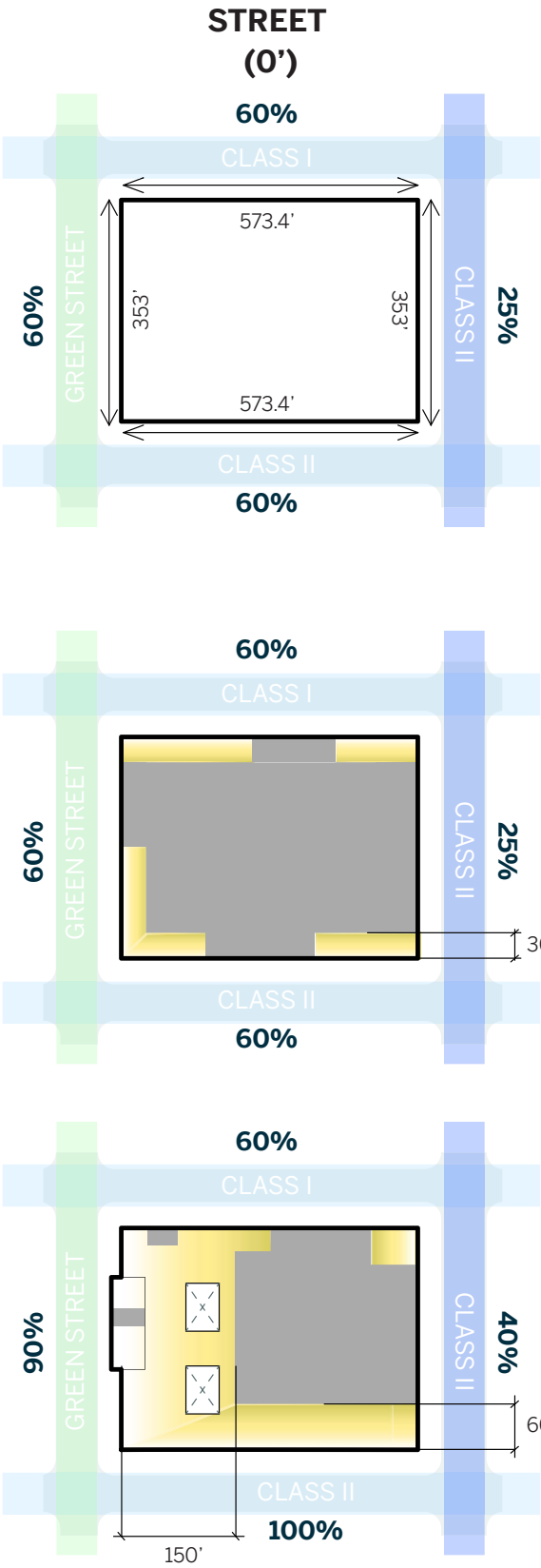
The proposal has concentrated the majority of the service area for the building below grade though the use of street vacations and large banks of elevators to access the upper floors (in lieu of sky bridges). The remaining service areas required to be on the perimeter of large level event spaces above grade and include substantial egress and circulation required for a safe functional facility. These service areas have been carefully studied to make maximum use of their proportionally small footprints. Transparency and access to daylight are a priority for the project for all spaces and users. Remaining non-transparent areas will be minimized to the extent possible and carefully composed to support the composition of the facade and mass as a whole.

VISUAL POROSITY

MINIMUM CODE REQUIRED

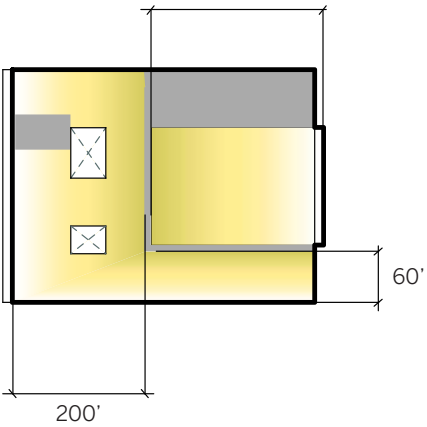
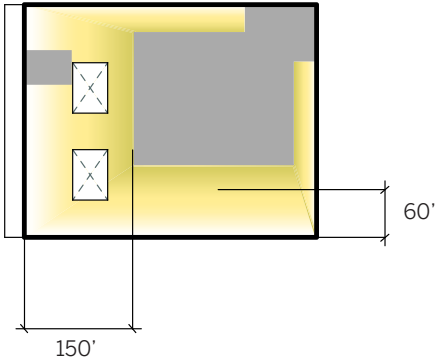
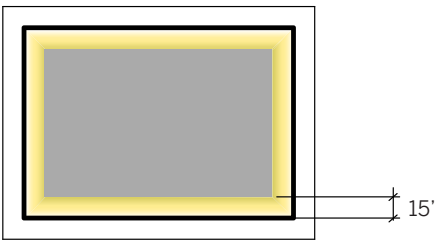
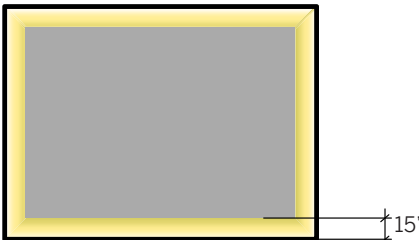
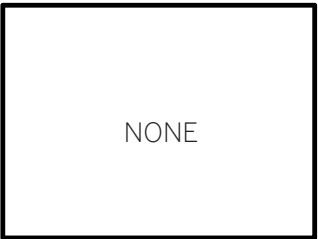
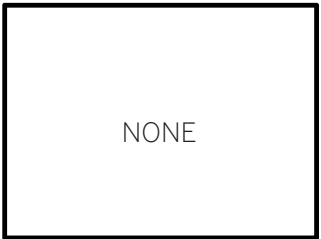
TYPICAL DEVELOPMENT

PROPOSED CONVENTION CENTER



PODIUM (20'-60')

UPPER DEVELOPMENT (60' + )



## 6 RESPONSE TO EDG 1 COMMENTS

### b. Pine Street

The Board agreed this sidewalk is a very heavily traveled link uphill to Capitol Hill, and it likely deserves additional width via a setback, a consistent curbside landscape amenity, and definitely requires more substantial retail activation than the small 'pop-ups' indicated on pg 52/left.

The proposal envisions the edge along Pine Street as a tapestry of smaller scale interventions, providing the maximum amount of texture and diversity along the link between Capitol Hill and Downtown. This concept is supported by the need to address the topography of the hillside in smaller increments creating moments where the building program and the street overlap--areas of circulation and places to pause, syncopated views and landscape contribute to a rich collage.



### c. Boren Avenue

The Board supported the 4 retail corners and stretching that activation along all of Boren, and visually minimizing any vehicle portals along both block fronts of Boren Avenue, particularly the east truck portal into site C.

The required vehicle access points are significantly fewer and more pedestrian friendly than the existing conditions, with fewer required than of typical multi-building street frontages. The vehicle portals will be designed to the minimum size necessary along with measures to facilitate safe pedestrian circulation. The remaining areas of the facade maximize the available space for street level uses on all frontages (including those not required by code), concentrating on the corners to foster a successful retail environment.



### d. Olive Way

The Board was concerned this important pedestrian street lacked consistent retail activation. Any elevators or blank walls should be staggered with intermittent retail or similar activation. Perimeter services should be pushed inward rather than interior parking/services pushing out to the sidewalk.

The location of vertical circulation and associated support along Olive Way is directly linked to the loading areas below grade and required egress. The remaining frontage on the south side of Olive Way maximizes the area of retail and lobby areas for the facility, employees, and parking garage, located at all corners and pedestrian crosswalk locations as well as other locations in the blocks. The south frontage is complimented by the co-development on the north side Olive Way, which concentrates retail along this edge to provide a double sided street that transitions to the neighborhood beyond.



### e. Terry Avenue Green Street Terminus

The Board was unanimously opposed to a vehicle portal as the terminus of the Terry Green Street (regardless of the outcome of the street-scape issues in 2c above), and instead advised a major pedestrian entry be on axis, and link into the public lobby facing 9th. Any parking portal on this frontage should be shifted east.

The overall massing strategy for the project responds to Terry Avenue on a grander scale, while minimizing the vehicle portal. The design of the co-development buildings along the former segment of Terry Avenue, shift their geometries to transition pedestrians from the abrupt grid shift at Howell Street, opening up towards 9th Avenue, connecting to the larger open spaces and lobbies on the west edge of the site. This provides more space at the ground floor for pedestrians to circulate outside of vehicle movements while creating a sense of place. The shift towards the west also facilitates connections to the pedestrian





# 6 RESPONSE TO EDG 1 COMMENTS

## CURRENT URBAN FABRIC



61%  
INACTIVE

39%  
ACTIVE

## FUTURE URBAN FABRIC INCLUDING ONGOING PROJECTS WITHOUT CONVENTION CENTER / CO-DEVELOPMENT



54%  
INACTIVE

46%  
ACTIVE

entries on both sides. The alignment of the vehicle entry on the south side of Olive is sited to create a safer experience for pedestrians to circulate at a signalized mid-block crossing, relieving pressure on the surrounding streets by providing options for vehicle egress and reduce pedestrian conflicts.

### f. Howell Street

Like Olive, this street is an important stitch between the CCX and the rapidly infilling district to the north, so it requires interesting uses and facades on all block faces that reinforce pedestrian movements both east-west and north-south.

The co-development buildings have developed ground floor strategies that maximize retail and lobby areas and minimize vehicle loading areas to the extent possible. The frontages will play a significant role in stitching the convention center program into the adjacent mixed-use neighborhood. The co-development massing is also influenced by the shift of the city grid at Howell, helping to visually and physically bridge the connection across this busy street.

### g. Site C, Northeast Block

The Board agreed the truck movements appear to overwhelm this block and retail should be maximized and fill in the corners and every available part of the perimeter. The Board seeks SDOT technical corroboration that the truck movements are absolutely the smallest necessary, and all curb cuts and portals should be minimized in width and facade presence.

The overall site strategy to place the significant loading required for the project below grade greatly reduces the impact on the urban fabric.

The resultant vertical circulation required is located at the northeast corner of the site to take advantage of topography and lot geometry to be as compact as possible while being contained within the building footprint. This allows the site to accommodate some interior on-site queuing and ramp circulation, allowing the edges to be maximized with retail and lobby spaces. The curb cuts and vehicle portals will be designed to the minimum dimensions necessary.

# 6 RESPONSE TO EDG 1 COMMENTS

## FUTURE URBAN FABRIC INCLUDING ONGOING PROJECTS AND CONVENTION CENTER / CO-DEVELOPMENT

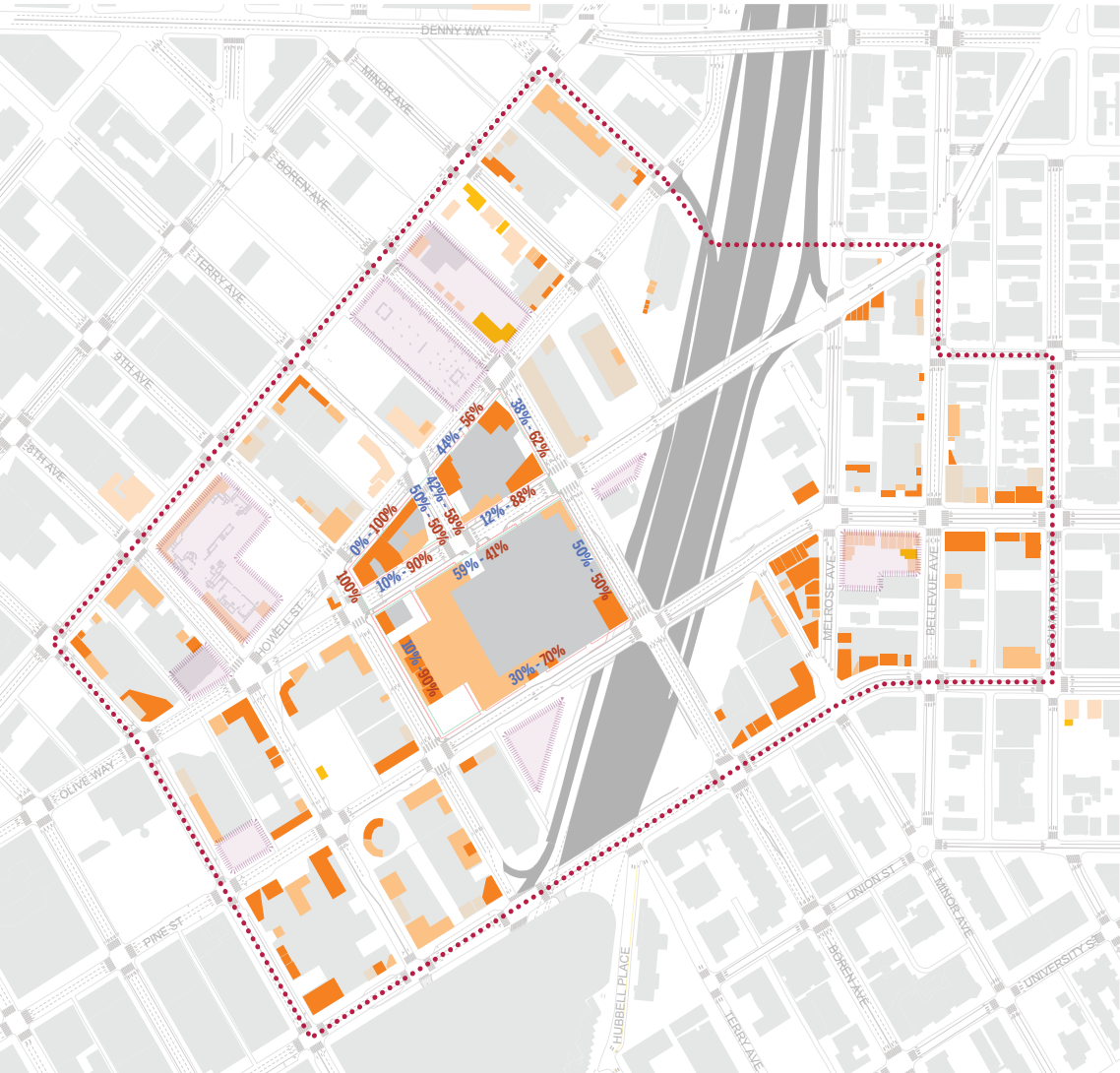


50%  
INACTIVE

50%  
ACTIVE

- SITES OF FUTURE DEVELOPMENT
- BOUNDARY OF STUDY
- NON TRANSPARENT PRIVATE SPACE
- VISIBLY TRANSPARENT PRIVATE SPACE
- VISIBLY TRANSPARENT PUBLIC SPACE

## PROPOSED CONVENTION CENTER / CO-DEVELOPMENT



29%  
INACTIVE

71%  
ACTIVE

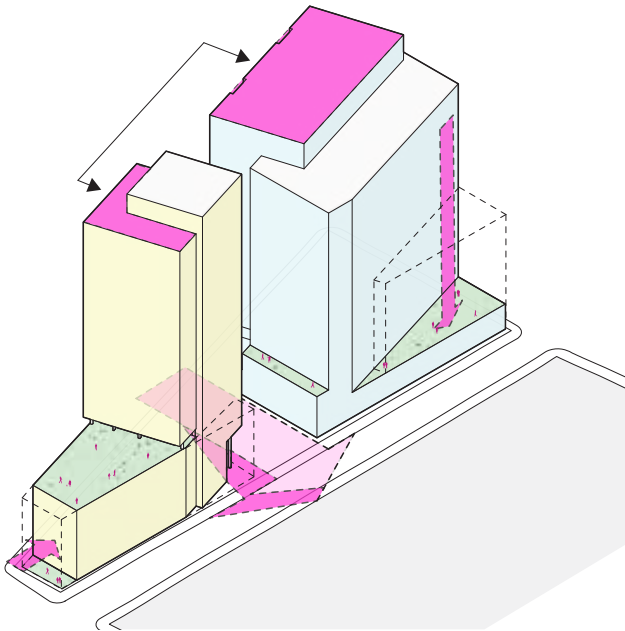


6 RESPONSE TO EDG 1 COMMENTS

h. Sites B & C; Co-development

The Board supported planning ahead and requested more details to ensure viable cores, lobbies, and loading space will be possible on the two blocks. The potential for public open space at the interesting hinge of the two street grids should be explored on the west 'point' of the northeast Block B (see 1c/f).

The project is moving forward as a Planned Community Development that will allow more integrated planning for the co-development sites, including vertical circulation, structure, ground level and street-scape to be developed holistically with the convention center program. Ideas for open space at 9th Avenue have been studied as a part of the massing schemes.



4. General

a. The Board was intrigued by the applicant's statement that this CCX represented a 5th generation Convention facility, geared toward generation "z", and requested more development of what that means for the physical form and expression of this project.

The evolution of the modern convention center has transitioned the prototype from a black box on the edge of a city to highly integrated participant in the urban fabric. This proposal combines a dense vertical program, mixed-uses, and active transparent edges to promote the city as a destination for events, and the convention center as an event in the city.

b. The Board agreed the objective must be much more than filling the existing void with a large block of self-serving program; the site is at a crossroads of scales, views and neighborhoods and there is an obligation to also improve connections, enhance the public realm, and add substantial and dynamic uses that serve all pedestrians.

The proposal recognizes the impact that a project of this magnitude has to create opportunities to enhance its surroundings and play a substantive role within the urban fabric. The success of this project relies on its connection to the city and adjacent neighborhoods to create an engaging and memorable destination that will make Seattle the highlight of the experience.

CONVENTION CENTER USE SCHEDULE

WSCC Addition

Prototypical Monthly Event Schedule

	Space Utilization for May																													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Exhibit Hall	MOVE IN / MOVE OUT	MOVE IN / MOVE OUT	EVENT	EVENT	EVENT	MOVE IN / MOVE OUT	MOVE IN / MOVE OUT			MOVE IN / MOVE OUT	MOVE IN / MOVE OUT	EVENT	EVENT	EVENT	MOVE IN / MOVE OUT	MOVE IN / MOVE OUT			MOVE IN / MOVE OUT	MOVE IN / MOVE OUT	EVENT	EVENT	EVENT	MOVE IN / MOVE OUT	MOVE IN / MOVE OUT	EVENT	EVENT	EVENT	MOVE IN / MOVE OUT	MOVE IN / MOVE OUT
Flex Hall			MOVE IN / MOVE OUT	MOVE IN / MOVE OUT	EVENT	EVENT	EVENT	MOVE IN / MOVE OUT	MOVE IN / MOVE OUT			MOVE IN / MOVE OUT	MOVE IN / MOVE OUT	EVENT	EVENT	EVENT	MOVE IN / MOVE OUT	MOVE IN / MOVE OUT			MOVE IN / MOVE OUT	MOVE IN / MOVE OUT	EVENT	EVENT	EVENT	MOVE IN / MOVE OUT	MOVE IN / MOVE OUT			
Ballroom		EVENT		EVENT			EVENT		EVENT	EVENT		EVENT		EVENT	EVENT	EVENT		EVENT	EVENT		EVENT		EVENT		EVENT			EVENT		EVENT
Meeting Rooms	EVENT		EVENT	EVENT		EVENT	EVENT	EVENT		EVENT	EVENT		EVENT	EVENT	EVENT	EVENT	EVENT		EVENT	EVENT		EVENT	EVENT	EVENT	EVENT		EVENT	EVENT		

The facilities is designed to allow multiple simultaneous activities in the building including move in / move out and event days. The following prototypical monthly schedule illustrates the type of activity pattern and event intensity anticipated. There are between one to four active events in various parts of the facility almost every day.

# 6 RESPONSE TO EDG 1 COMMENTS

## CONVENTION CENTER EVOLUTION

Convention Centers have evolved significantly as a building type over the past three decades. Starting with the windowless “black box” exhibition sheds of the 1980’s, facilities have become increasingly transparent, visually engaging and representative of their setting. Urban facilities (such as the Washington State Convention Center) are at the forefront of this evolution as they must respond to limited site availability, increased densification of the city center and a varied context with diverse scales and textures.

As global competition for business intensifies, centers are marketing their cities as singular destinations. A city’s “brand”, combining physical and reputational attributes, is a critical component in positioning a center in the marketplace. Achieving a design expressive of the local culture and context establishes a meaningful connection between the visitor and the destination, and increases the appeal to meeting and exhibition planners.

The next generation of convention delegates has significantly different expectations of what it means to attend an event, and how they interact with the spaces within the facility. They demand flexibility, variety and authenticity, rejecting a passive approach to the event experience and preferring to customize function spaces to fit their individual needs. Engagement with the destination and local citizens is a fundamental part of their experience. Breaking down barriers between the inner life of the building and the surrounding context, modern centers seek to connect the energy of the event with the public life of the city.

The 21st century convention center is characterized by distinctive features that define its functional capability and experiential quality:

- Convention centers have evolved from large scale, single horizontal facilities towards a campus approach featuring multiple buildings. Increased urban density has resulted in vertically stacked facilities which can host multiple events each with their own level.

- Modern centers feature highly flexible, multi-use spaces that can be packaged to suit a wide range of event types and scales. Breaking down the overall facility into a collection of smaller scale “clusters” allows individual events to have ownership of their space without feeling that they are merely sharing a small piece of a large center.
- Smaller scale spaces that foster informal interactions as a counterpoint to the more structured environment of an event’s formal sessions are in high demand. Providing a variety of informal meeting spaces, evenly spread across the facility reinforces the sense of flexibility and adaptability.
- “Blurring the line” between the convention center and its surrounding community through a more flexible definition of the event’s controlled perimeter. Creating spaces that can flex between “public” and “private” modes can encourage the mixing of delegates and the public, enriching their shared experience.
- Incorporating daylight in function spaces provides psychological benefits along with reduced energy consumption. Improvements in projection and display systems have helped reduce concerns relative to full blackout capability.
- Views of the surrounding context anchor the delegate’s experience, avoiding the feeling of being captive to an event. Allowing delegates to visually disconnect from the building paradoxically extends the amount of time they will remain engaged with the event.
- Connecting to the surrounding environment through programmable outdoor function spaces is a growing industry trend. Ideally these spaces are provided with support infrastructure, including power and data, along with some weather protection to maximize utilization.
- Varied food and beverage outlets both within the facility and the surrounding neighborhood, featuring local products and vendors. These spaces offer opportunities to engage delegates with an authentic local experience while also catering to the general public.
- Sustainability has moved beyond the optional, as centers incorporate innovative features that reduce resource consumption and demonstrate environmental stewardship. Rainwater recycling, green roofs, photovoltaic and wind power are widely used systems, and many centers feature gardens that grow vegetables and herbs for their food service operations.

- One of the most important developments in the industry is the rise of the multi-functional, signature ballroom as one of the key differentiators for convention centers. The traditional “coffered ceiling and chandelier” space has been replaced with highly flexible rooms that can host concurrent events and generate significant stand-alone revenue. These spaces typically feature views outward and programmable exterior function spaces.

The Expansion of the Washington State Convention Center represents a transformative opportunity to define the next evolution of this building type. By creating an open, welcoming facility, scaled to respond to a variety of neighborhoods, with spaces that are activated and encourage engagement between the event and the city, this project can reimagine the “Seattle Experience” to create a meaningful, authentic and lasting impression for delegates and visitors.



**Boston CC** The "Lawn on D", a programmable outdoor function space shared by the center and community, has succeeded beyond expectations. Photo Credit **Massachusetts Convention Center Authority**



**Melbourne CC** The South Wharf development created a series of locally themed food and beverage venues that provide a wealth of options within walking distance of the center.



**Cleveland CC** Pedestrians have direct views to below grade exhibition halls, showcasing the life of the event.



**Cleveland CC** A multi-story atrium, connecting function spaces on multiple levels, opens to the public domain, connecting the activity of the Mall and the events within the center.



**Emerson College** Classroom spaces feature views to the surrounding neighborhood, improving students well-being.



**Vancouver CC** Informal spaces, distributed throughout the center, encourage smaller scale gatherings.



## 7 DESIGN GUIDELINES OBSERVATIONS & OPPORTUNITIES

### SITE PLANNING & 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.

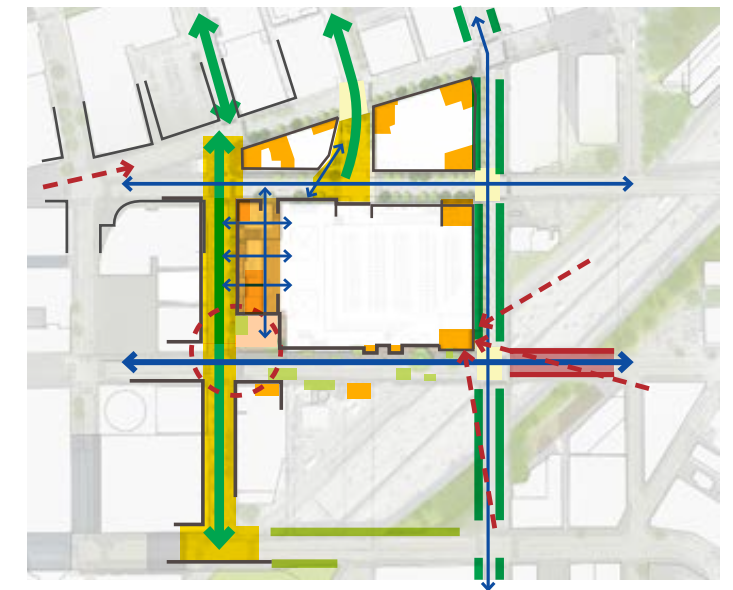
The proposal's massing will include a response to its innate programmatic needs and its location at the intersection of a multiplicity of diverse Seattle neighborhoods.



#### 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 street-scape characteristics of nearby development.

The proposal will infuse the attributes of the civic scale of downtown with the vibrancy of adjacent neighborhoods like Capitol Hill, reinforcing active urban streets with dynamic architectural character.



### ARCHITECTURAL EXPRESSION

#### B-2 Create a Transition in Bulk & 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.

The proposal will occupy a smaller envelope than is possible by code, creating a transition on the edge of downtown to the smaller scale neighborhoods to the east. Terraces, lobbies, and retail provide opportunities to compose the building mass appropriate to its context.

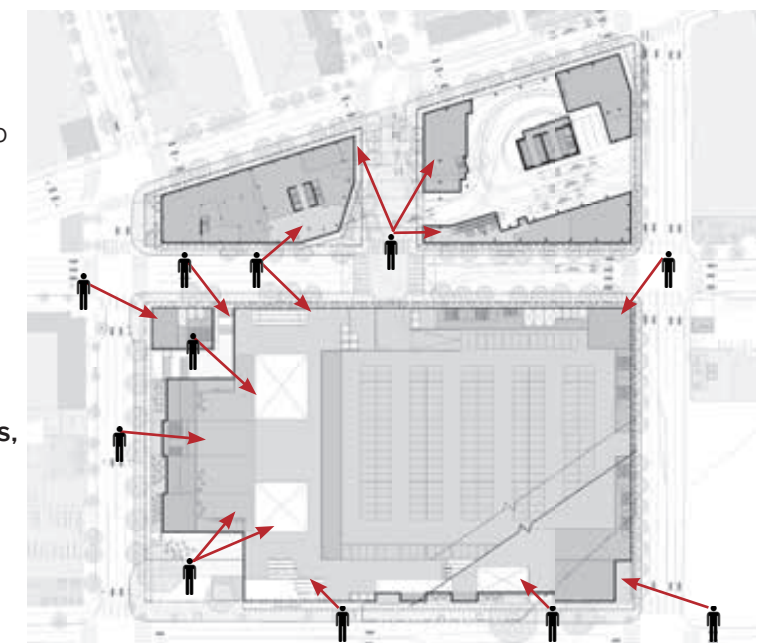


### THE STREETSCAPE

#### 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 street-scape will be designed to promote a vibrant urban pedestrian experience. Views into the building along with landscape elements, pedestrian amenities, street level lobbies, and retail will be employed to activate the street.





# 7 DESIGN GUIDELINES OBSERVATIONS & OPPORTUNITIES

## 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.

The proposal will incorporate architectural features that will respond to the scale of the pedestrian as well as the larger urban form.



## 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.

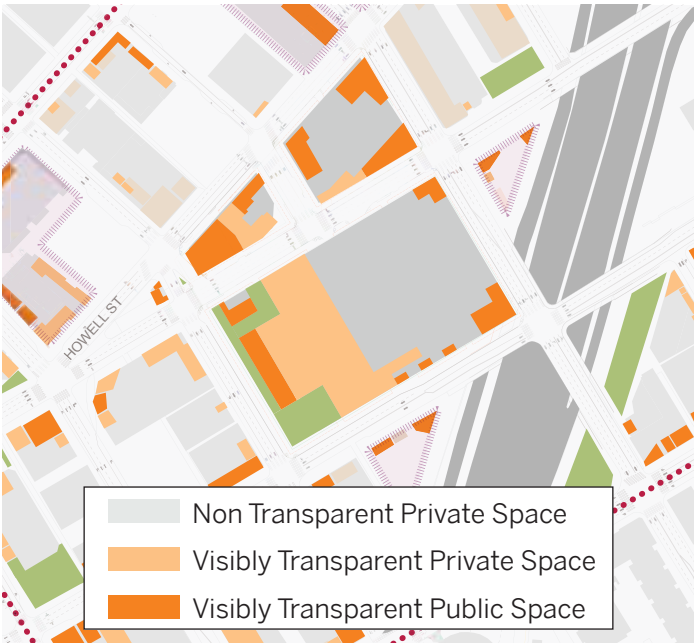
The proposal will consider opportunities for open space that provide both an amenity to the occupants of the facility, as well as contributing to a vibrant inviting urban street-scape.



## C-3 Provide Active–Not Blank–Facades

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

The proposal will carefully consider the layout and character of support spaces within the building to limit the amount of blank facades, particularly at the pedestrian level. Pedestrian edges will be designed to allow visual access/transparency to both the public and private spaces of the building. This strategy sustains visual interest all along the pedestrian path, enhancing the overall experiential quality at street level.



### D-3 Enhance 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.

Each unique condition contributes to the urban framework. The site’s distinct edges create the potential for special moments enriched by the partnering of the building and the street-scape, as exemplified by the Pine Street Gallery, 9th Avenue Market, Boren Avenue Beacon and Terry Avenue ‘shared street’ concepts.





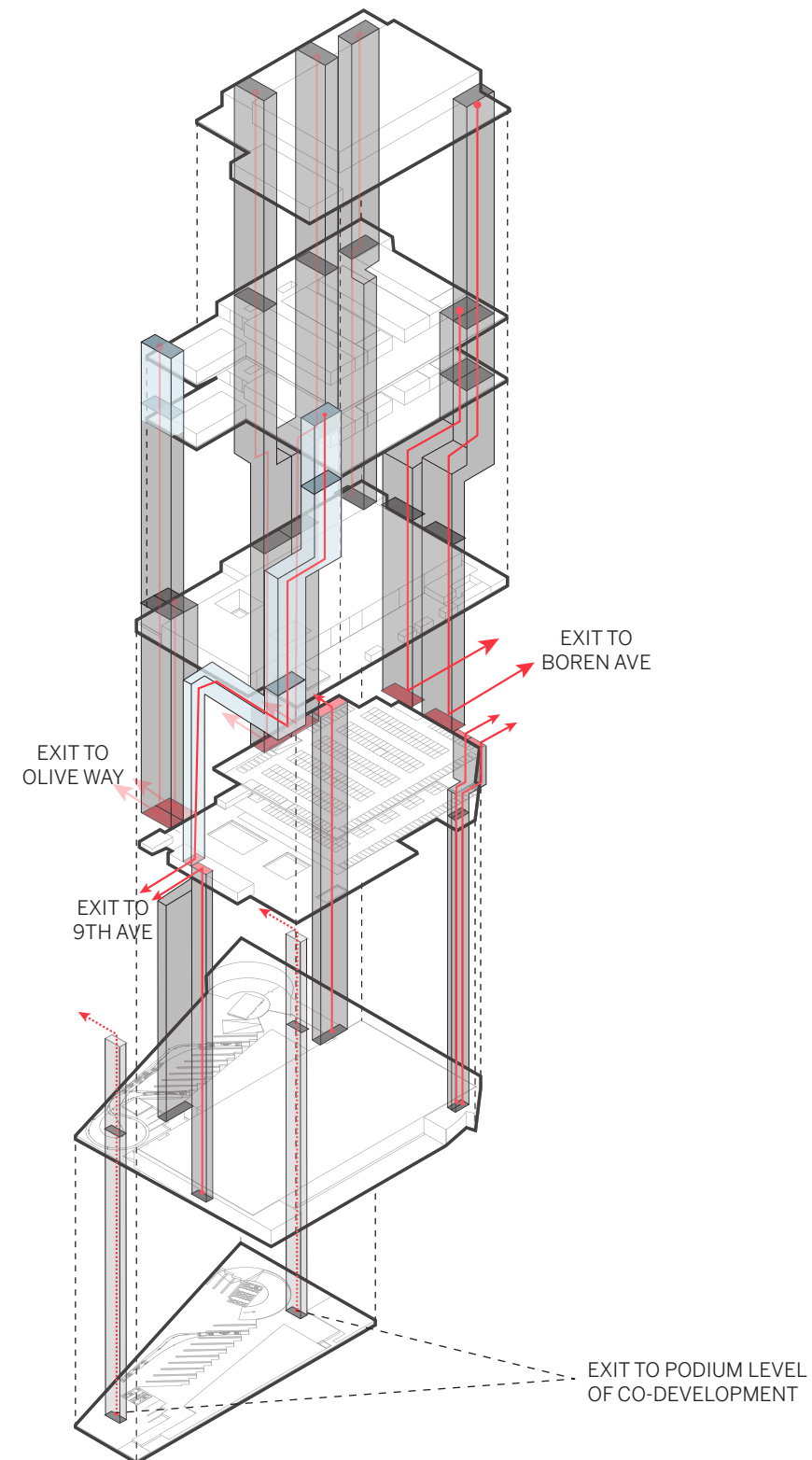
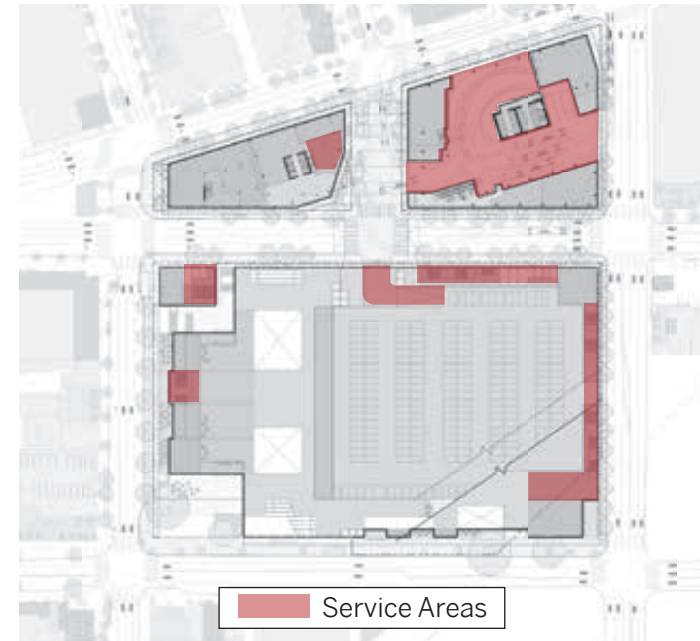
## 7 DESIGN GUIDELINES OBSERVATIONS & OPPORTUNITIES

### VEHICULAR ACCESS & PARKING

#### E-3 Minimize the Presence of Service Areas

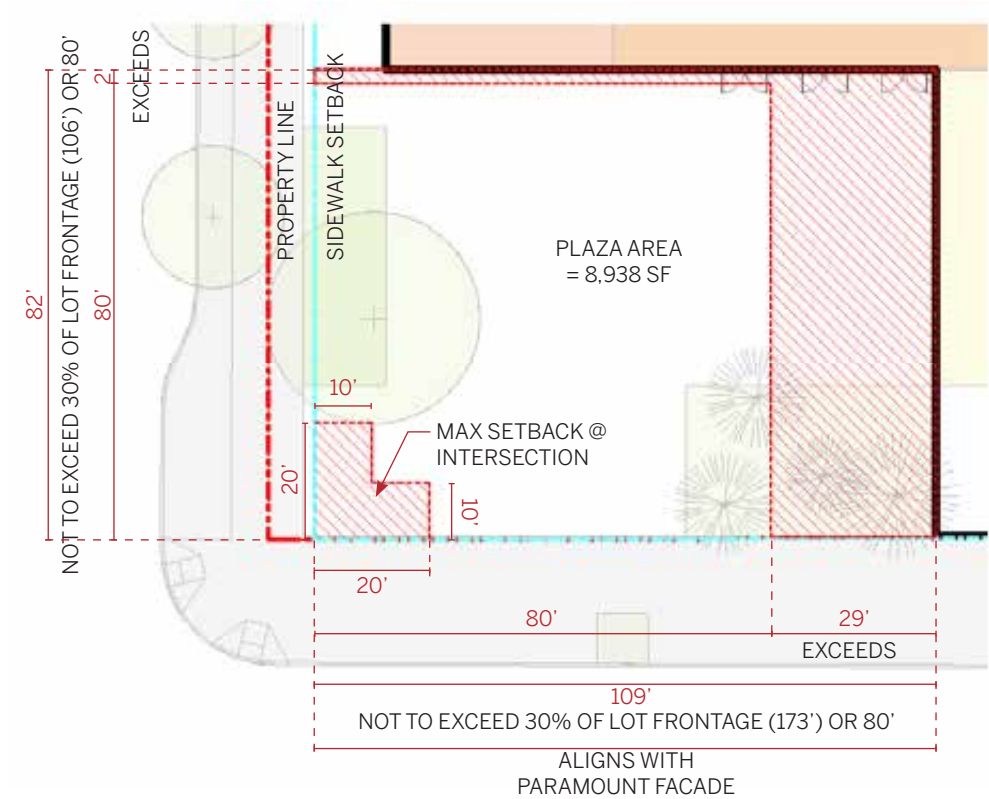
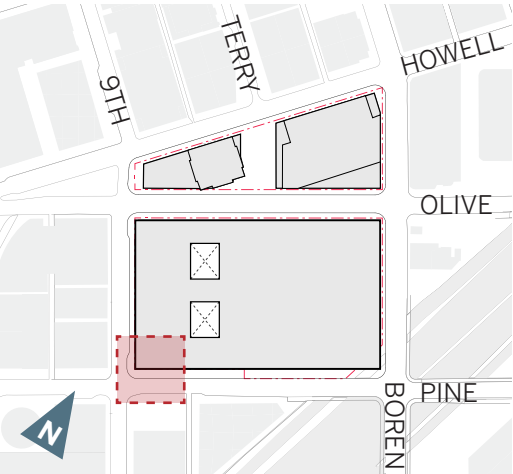
Locate service areas for trash dumpsters, loading docks, mechanical equipment, and the like away from the street front where possible. Screen from view those elements which for programmatic reasons cannot be located away from the street front.

The proposal will carefully incorporate loading and other service areas into the facility by directing them below-grade, thereby minimizing their street presence, shielding their adverse qualities and promoting a positive pedestrian experience. The large quantity of exit stairs required for safe egress from above and below grade have been carefully located to avoid the highly visible corners and major entries into the project.



# 8 DEPARTURES PRELIMINARY-BASED ON PREFERRED

Item #	Development Standard	Requirement	Rationale	Downtown Design Guidelines Reinforced
2	23.49.56 B Facade Setback Limits	<p>If the structure is greater than 15 feet in height, the setback limits apply to the portion facade between an elevation of 15 feet above sidewalk grade and the minimum facade height established in subsection 23.49.056.A. The maximum area of all setbacks between the street lot line and facade along each street frontage of a lot shall not exceed the area derived by multiplying the averaging factor by the width of the street frontage of the structure along that street. The averaging factor is five (5) on Class I pedestrian streets and ten (10) on Class II pedestrian streets and designated green streets. The Maximum setback of the facade from the street lot lines at intersections is 10 feet. The minimum distance the facade must conform to this limit is 20 feet along each street. Any exterior public open space that meets the Downtown Amenity Standards, whether it receives a bonus or not, is not considered part of a setback.</p>	<p>The public plaza at the corner of 9th Avenue and Boren Street is a site feature strongly encouraged by the Design Review Board. The scale of the multi-block project and its civic presence in the city elevate the nature of the plaza beyond one typical of an urban residential or commercial project, warranting consideration for this unique amenity.</p> <p>The Plaza's current configuration does not meet the required dimensions limiting the facade setbacks at corners. It does nearly meet all the requirements for an Urban Plaza per the Downtown Amenity standards, and would therefore be exempt to the Facade Setback Limits. The determination of its eligibility for the Urban Plaza criteria will be confirmed through the Master Use Permit process.</p>	<p>A-1 Respond to the physical environment B-1 Respond to the neighborhood context B-2 Create a transition in bulk and scale B-3 Reinforce the positive urban form &amp; architectural attributes of the immediate area B-4 Design a well-proportioned and unified building D-1 Provide inviting and usable open space D-3 Provide elements that define the place</p>



9TH AVE & PINE ST CORNER

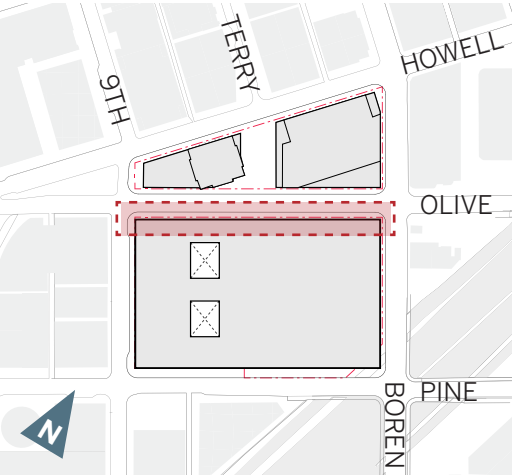


9TH AVE & PINE ST - CORNER PERSPECTIVE

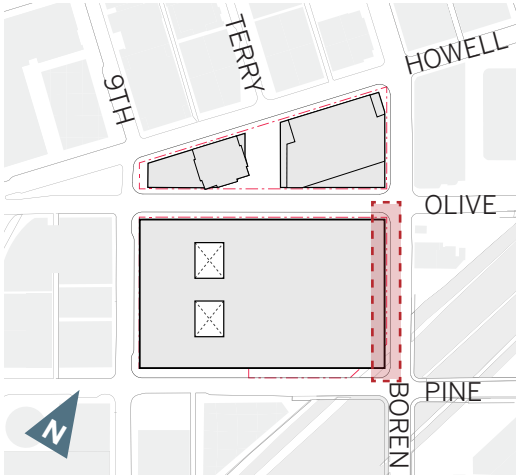


## 8 DEPARTURES PRELIMINARY-BASED ON PREFERRED

Item #	Development Standard	Requirement	Rationale	Downtown Design Guidelines Reinforced
3A	23.49.058 B Facade Modulation (Convention Center)	Facade modulation is required above a height of 85 feet above the sidewalk of any portion of a structure located within 15 feet of a street lot line. The maximum length of unmodulated facade within 15 feet of a street lot line is 155 feet at a height between 86–160 feet, 125 feet at a height between 161-240 feet and 100 feet at a height between 241-500 feet. Any portion of a facade exceeding the maximum length of facade prescribed above (listed in 23.49.058 Table A) shall be set back a minimum of 15 feet from the street lot line for a minimum distance of 60 feet before any other portion may be within 15 feet of the street lot line.	The preferred scheme proposes a greater variety of modulation than that prescribed by the code. This variation of depth and shape extends across a significant surface area of the elevation shown, providing greater visual interest and a more active facade that meets and exceeds the intent of the Facade Modulation requirements.	A-1 Respond to the physical environment B-1 Respond to the neighborhood context B-2 Create a transition in bulk and scale B-3 Reinforce the positive urban form & architectural attributes of the immediate area B-4 Design a well-proportioned and unified building C-2 Design facades of many scales D-1 Provide inviting and usable open space D-3 Provide elements that define the place

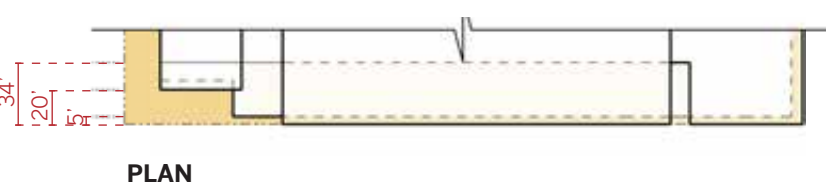
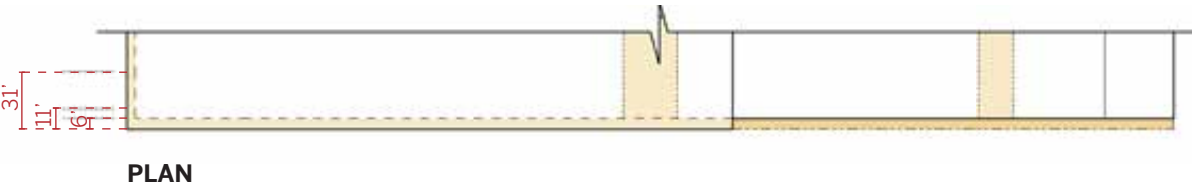
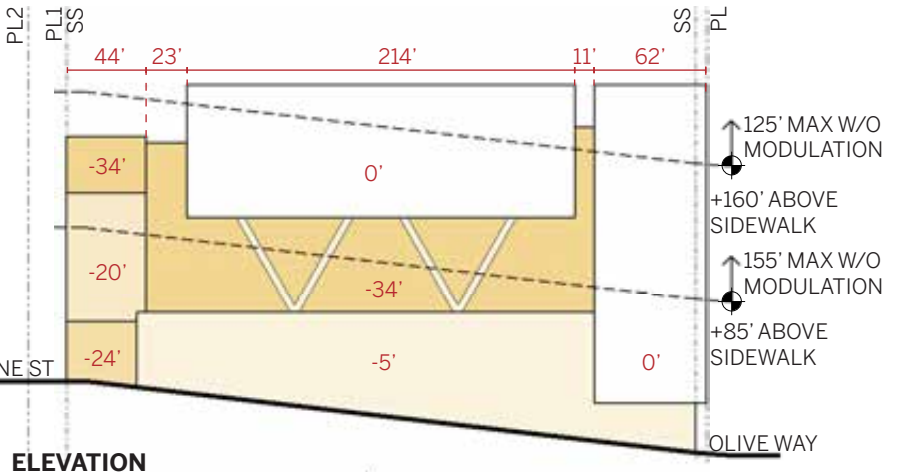
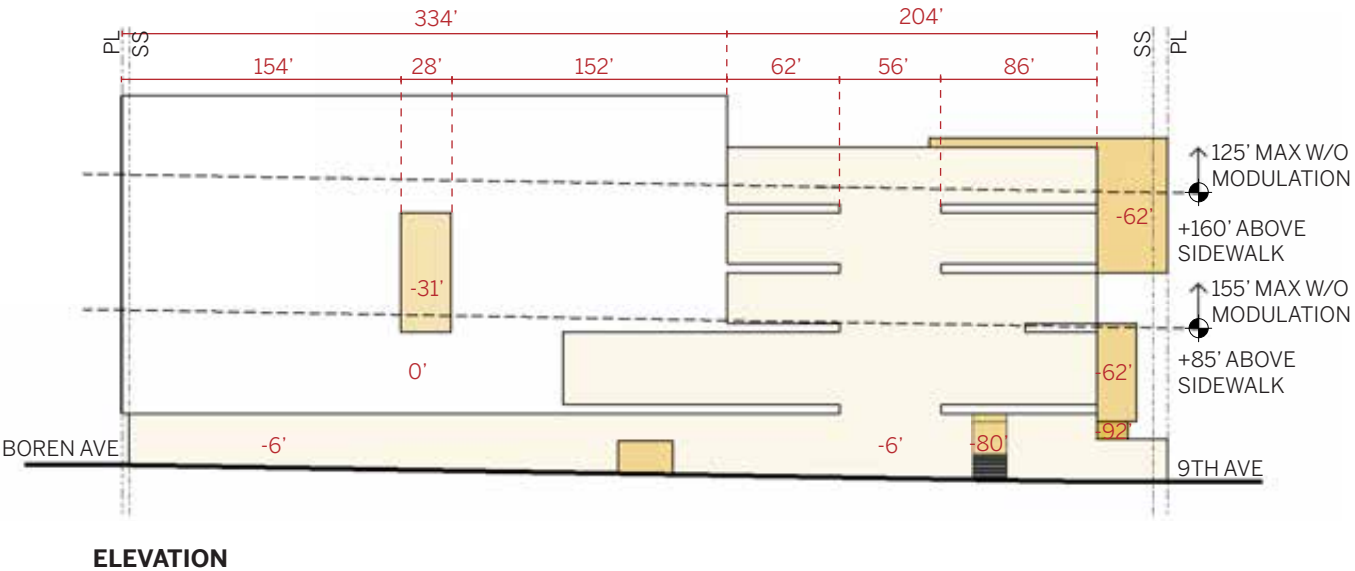
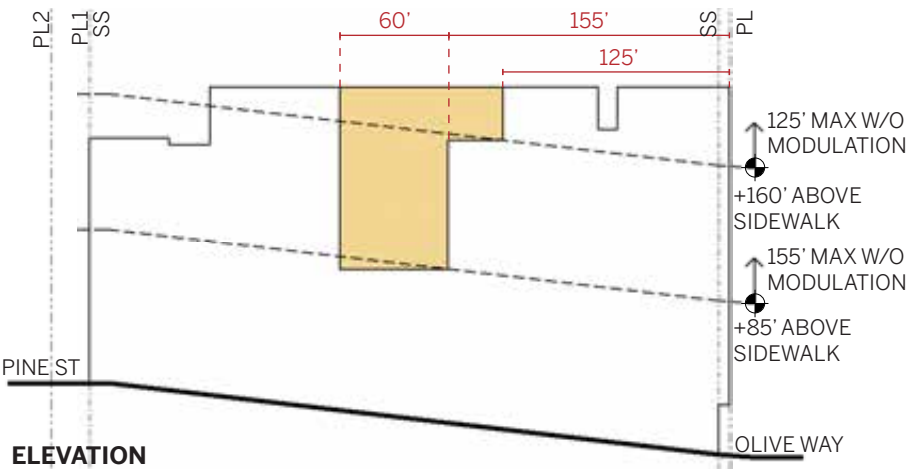
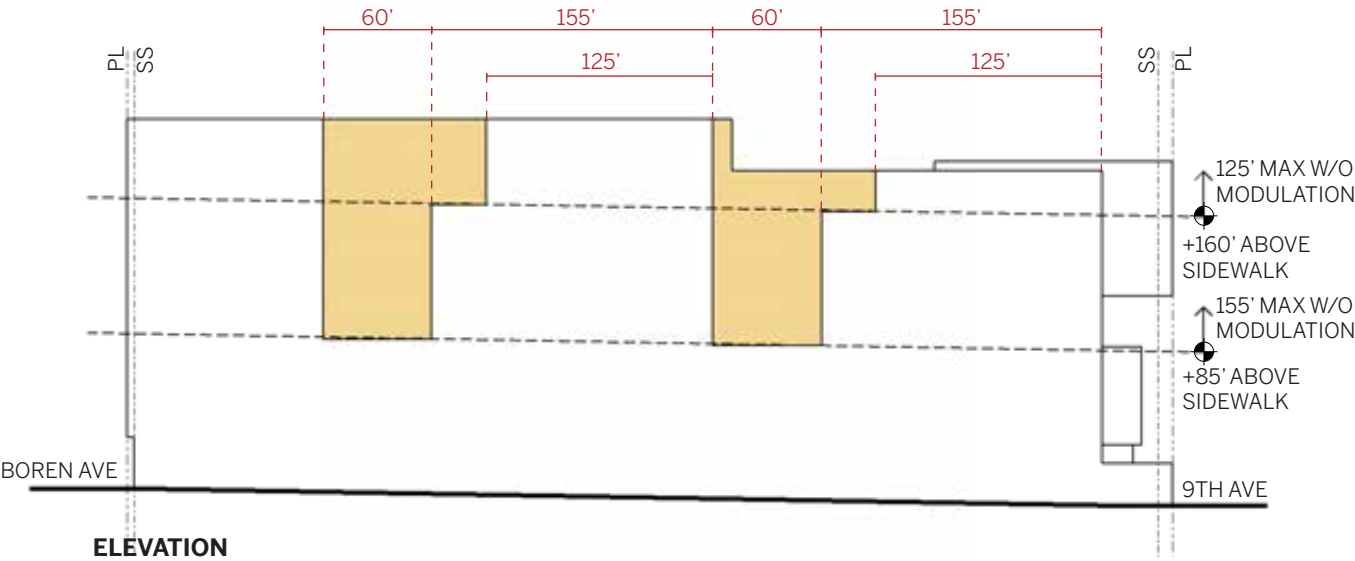


OLIVE WAY - PERSPECTIVE



BOREN AVE - PERSPECTIVE

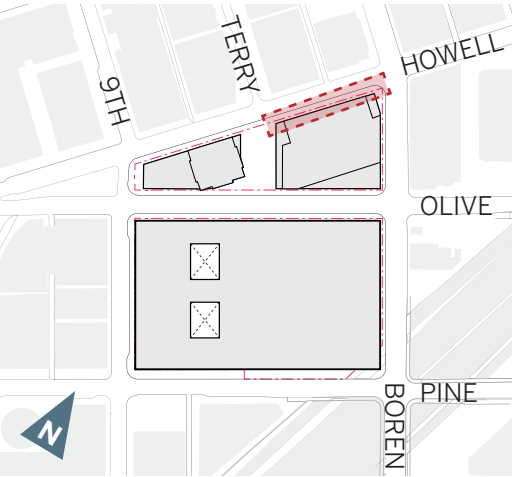
8 DEPARTURES PRELIMINARY-BASED ON PREFERRED



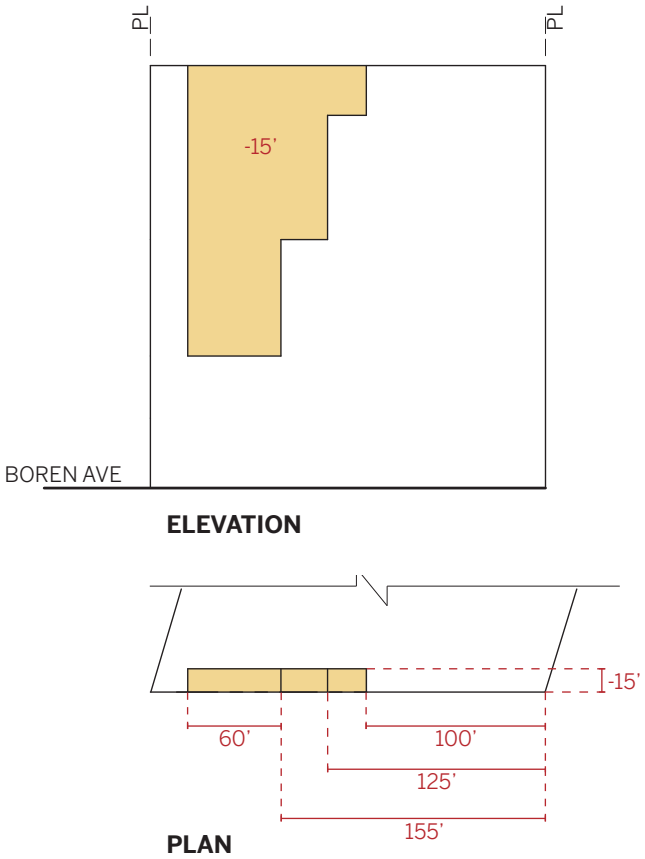


8 DEPARTURES PRELIMINARY-BASED ON PREFERRED

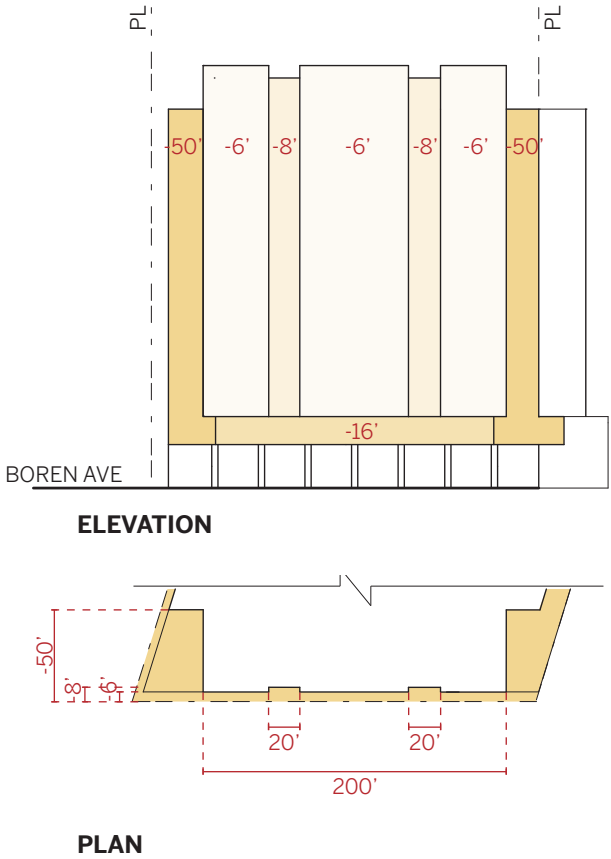
Item #	Development Standard	Requirement	Rationale	Downtown Design Guidelines Reinforced
3B	23.49.058 B Facade Modulation (Co-Development)	Facade modulation is required above a height of 85 feet above the sidewalk of any portion of a structure located within 15 feet of a street lot line. The maximum length of unmodulated facade within 15 feet of a street lot line is 155 feet at a height between 86–160 feet, 125 feet at a height between 161-240 feet and 100 feet at a height between 241-500 feet. Any portion of a facade exceeding the maximum length of facade prescribed above (listed in 23.49.058 Table A) shall be set back a minimum of 15 feet from the street lot line for a minimum distance of 60 feet before any other portion may be within 15 feet of the street lot line.	Starting at grade level the building facade is set back 6 feet from the street lot line to allow for a wider pedestrian sidewalk. Facade modulation is provided at 28 feet above the sidewalk and continues up the building in a vertical orientation. The proposed modulation breaks up the length of the facade and provides the opportunity for more variation and visual interest.	A-1 Respond to the physical environment B-1 Respond to the neighborhood context B-2 Create a transition in bulk and scale B-3 Reinforce the positive urban form & architectural attributes of the immediate area B-4 Design a well-proportioned and unified building C-2 Design facades of many scales D-1 Provide inviting and usable open space D-3 Provide elements that define the place



HOWELL ST - PERSPECTIVE



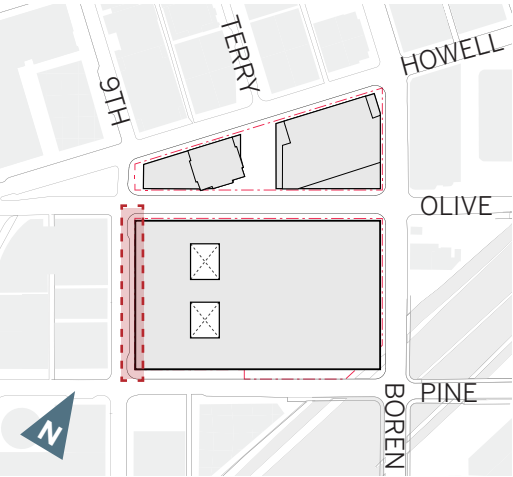
HOWELL ST - BASELINE SETBACK



HOWELL ST - PROPOSED SETBACK

# 8 DEPARTURES PRELIMINARY-BASED ON PREFERRED

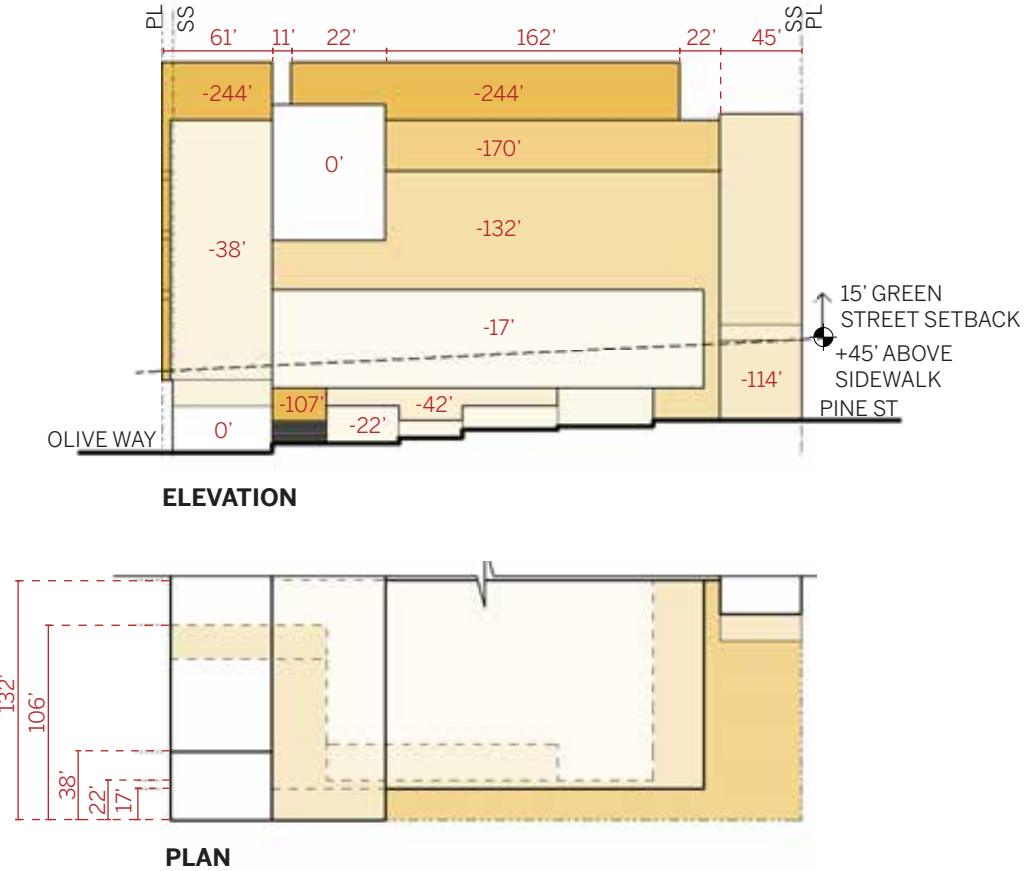
Item #	Development Standard	Requirement	Rationale	Downtown Design Guidelines Reinforced
4	23.49.058 G2 Green Street Upper Level Setbacks	When a lot in a DMC or DOC2 zone is located on a designated green street, a continuous upper-level setback of fifteen (15) feet shall be provided on the street frontage abutting the green street at a height of forty-five (45) feet.	The facade along 9th Avenue is predominately setback above the elevation of 45ft, with one exception. The proposed modulation provides additional modulation exceeds the Green Street Upper Level Setbacks with greater visual interest in both elevation and massing that prescribed by the code. The resulting activation of the building better supports the goals of the Green Street designation. The upper level meeting room block extends into the block extends into the setback in order to align its north facade with the Paramount facade, thereby framing the open space between.	A-1 Respond to the physical environment B-1 Respond to the neighborhood context B-2 Create a transition in bulk and scale B-3 Reinforce the positive urban form & architectural attributes of the immediate area B-4 Design a well-proportioned and unified building C-2 Design facades of many scales D-1 Provide inviting and usable open space D-3 Provide elements that define the place



9TH AVE - PERSPECTIVE



9TH AVE - BASELINE SETBACK



9TH AVE - PROPOSED SETBACK



