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URBAN UNION

**Master Use
Permit Revision**

Project #3020902

Related Project #3015947

September 16, 2015

URBAN UNION: 501 FAIRVIEW AVENUE NORTH, SEATTLE, WA 98109

Project Description

Urban Union is a 12-story office building located at 501 Fairview that is currently under construction in the South Lake Union neighborhood (original project no. 3015947).

The Project had its final Design Review Board (“DRB”) recommendation meeting on March 26, 2014. At that meeting, the DRB discussed the signage program presented in the recommendation packet, which essentially identified all areas where signage could possibly be located in compliance with the City’s sign regulations, Seattle Municipal Code (“SMC”) 23.55.030.

The DRB expressed concern about the possibility of signage on the upper levels of the building in areas where the signage could interfere with the design concept and appear unrelated to the pedestrian focus of the area. It also noted opportunities for signage at transition points in the building, such as the street level or between the 2nd and 3rd floors.

The DRB recommendation did not explicitly prohibit upper level signage for the project, but staff has advised that this was the Board’s intent, based on the information provided during the Design Review process. A complete prohibition on upper level signage is not feasible for this project, and staff has further advised that a major MUP revision is necessary to allow for code permitted upper level signage. Accordingly, this recommendation package outlines the rationale for allowing upper level signage in areas of architectural transition in harmony with the overall building design, consistent with the Board’s recommendation. This signage will comply with the City’s sign code and the applicable design review guidelines, and it is consistent with upper level signage permitted in similar projects in South Lake Union.

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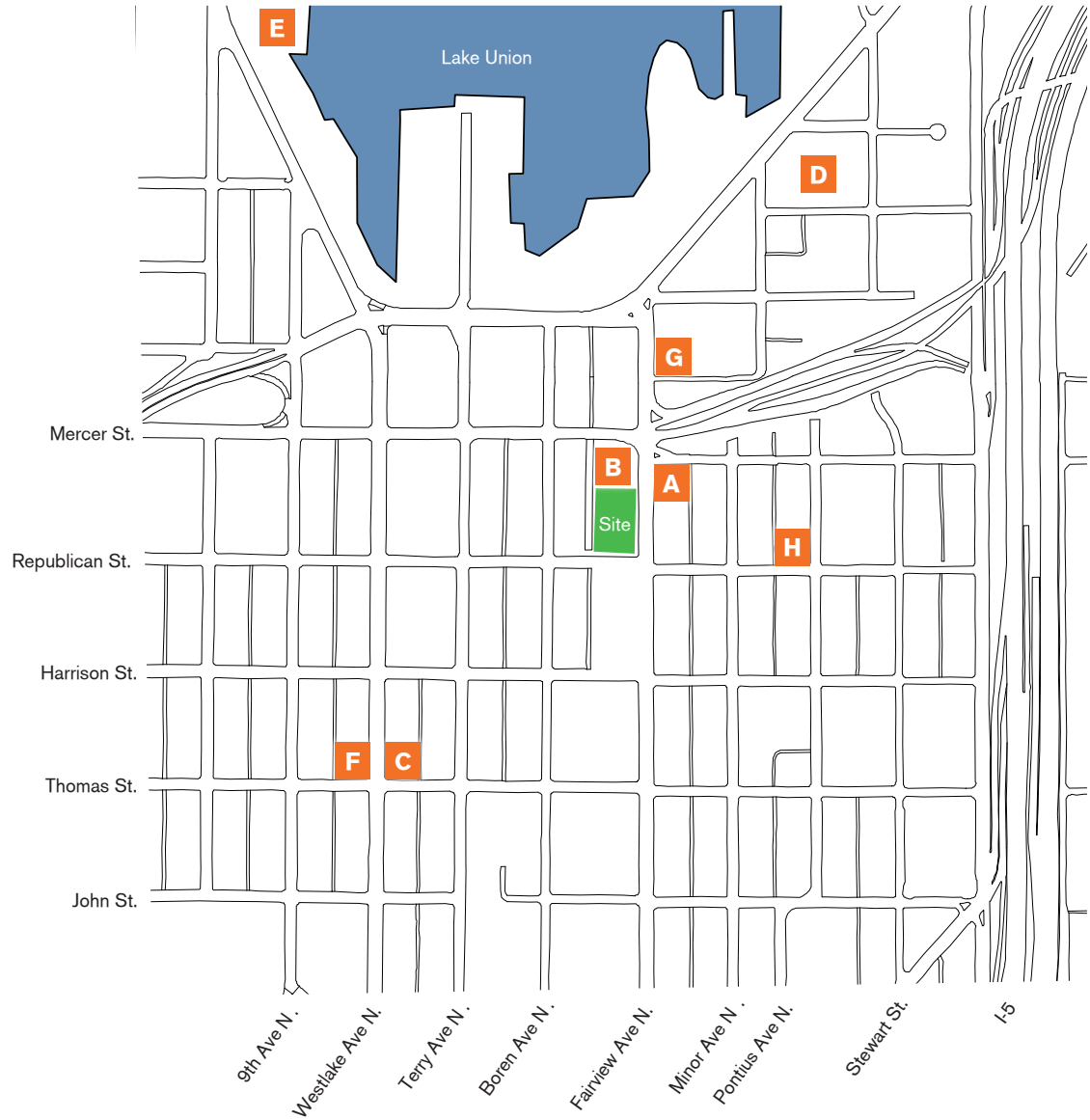
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PROJECT CONTEXT



Projects with signage in similar locations:

A BioMed Realty (Built)
530 Fairview Ave North



B Even Hotel & Staybridge Suites
(Under Construction)
527 Fairview Ave North



C Group Health (Built)
320 Westlake Ave N



D **Fred Hutch** (Built)
1100 Fairview Ave N



E **AGC Building** (Built)
1220 Westlake Ave



F **Center for Infectious Disease Research** (Built)
307 Westlake Ave



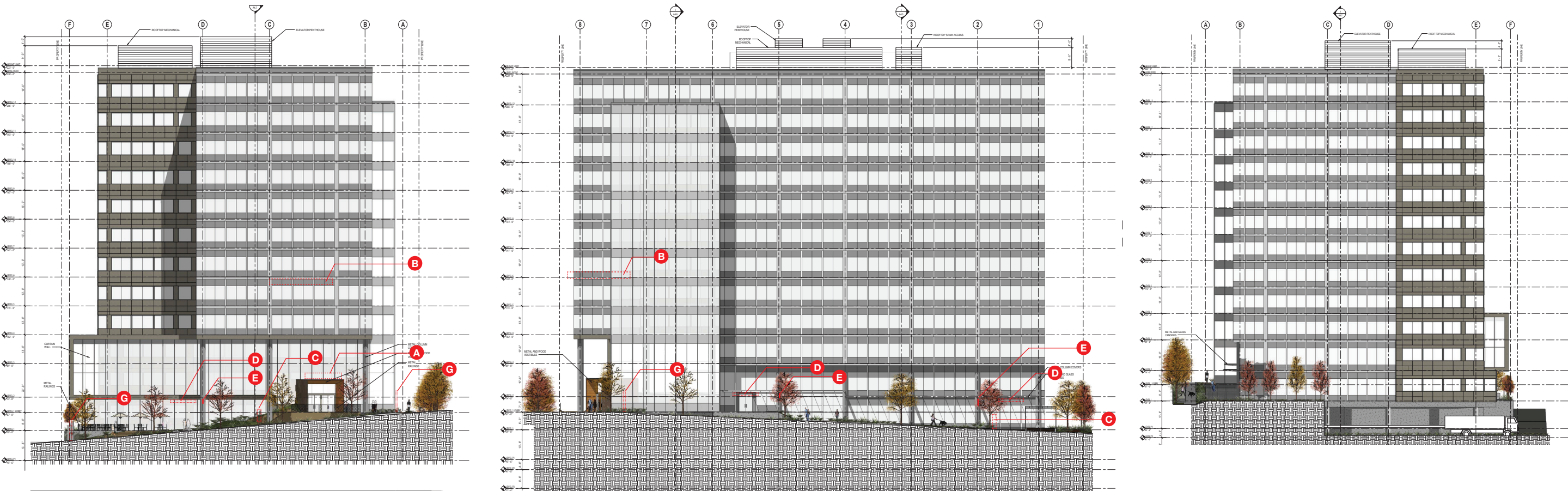
G **Public Storage** (Built)
700 Fairview Ave N



H **AMLI 535** (Built)
535 Pontius Ave N



ORIGINAL SIGNAGE LOCATIONS



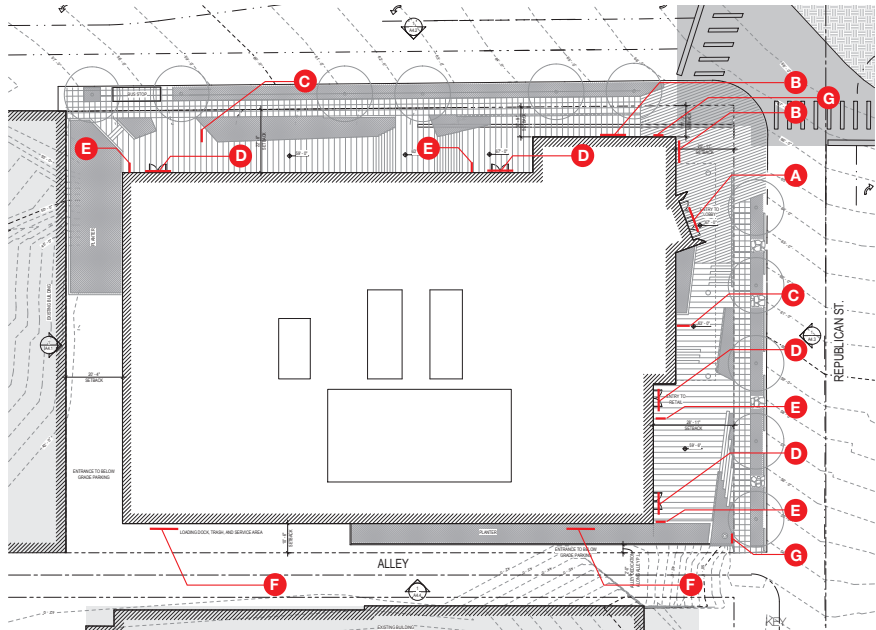
Original DRB Response Comments

1. (continued)

- e. Signage opportunities should be provided on the façade, especially near the southwest corner (to avoid the need for sandwich boards in the sidewalk). (D-9)

RESPONSE: See the identified opportunities for building mounted and free standing signage for building identification, tenant signage, and parking garage entries. Signage will be oriented for both pedestrian and vehicular orientation as viewed from Republican Street and Fairview Avenue as well as the alley.

- A** Building ID @ Main Entry / Building Address
size: sign to be of scale for entry, visibility to address pedestrian and vehicular orientation
- B** Anchor Tenant (Enterprise occupying 180,000+ sq ft)
2 per building based on vehicular visibility, located max height 65' above sidewalk
- C** Freestanding Building ID with Tenants
Size varies based on mounting location, 2 per building based on vehicular visibility
- D** Primary Retail Tenant with Entry ID sign parallel to street - vehicular orientation
- E** Primary Retail Tenant blade perpendicular to street - pedestrian orientation
- F** Garage Entry ID
- G** Building ID at Freestanding Pylon





Republican Ave (147’ - 0” Frontage)
South Elevation



Fairview Ave North (193’ - 6” Frontage)
East Elevation



North Elevation

Proposed Signage Locations

The signage bands identified on the South, East, and North elevations (in red) are consistent and in compliance with the city’s sign regulations, Seattle Municipal Code “SMC” 23.55.030.

Seattle Municipal Code (SMC) 23.55.030

23.55.030 – Signs in NC, C1, C2 and SM zones (project is zoned SM 160/85-240)

E.2. Number and Type of Signs Allowed for Business Establishments.

- a. Each business establishment may have one ground, roof, projecting or combination sign (Type A) for each 300 lineal feet, or portion thereof, of frontage on public rights-of-ways, except alleys.
- b. In addition to the signs permitted by subsection 23.55.030.E.2.a, each business establishment may have one wall, awning, canopy marquee or under-marquee sign (Type B) for each 30 lineal feel, or, portion thereof, of frontage on public rights-of-way, except alleys

- c. In addition to the signs permitted by subsections 23.55.030.E.2.a and 23.55.030.E.2.b, each multiple business center and drive-in business may have one pole sign for each 300 lineal feet, or portion thereof, of frontage on public rights-of-way, except alleys. Such pole signs may be for a drive-in business or for an individual business establishment located in a multiple business center, or may identify a multiple business center.

E.3. MAXIMUM AREA

- a. NC3 and SM zones
3. The maximum area for each wall sign is 673 square feet.

DESIGN GUIDELINES

FINAL RECOMMENDATIONS (March 26, 2015)
4. SIGNAGE

The board discussed the signage program shown in the Recommendation packet. They expressed concern about the possibility of signage on the upper levels of the building in areas where the signage could interfere with the design concept and appear unrelated to the pedestrian focus of the area. The Board noted that plenty of opportunity for signage exists at transition points in the building, such as the street level or the transition between the 2nd and 3rd floors.

i. The Board recommended a condition that signage should be placed on the building to relate to the pedestrian environment rather than vehicles, signage should be placed in areas of architectural transition, such as between the 2nd and 3rd floors, and no signage should be placed on the artistic entry design element (shown as the blue cube in the Recommendation packet).(C-2,D9)

APPLICABLE DESIGN GUIDELINES

SEATTLE DESIGN GUIDELINE

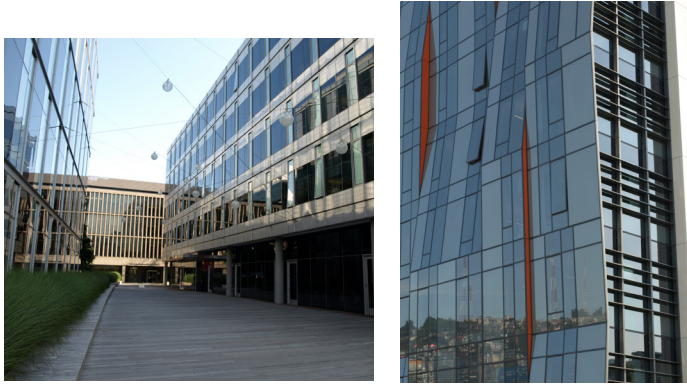
C-2. Architectural Concept and Consistency

“Building design elements, details and massing should create a well proportioned and unified building form and exhibit an overall architectural concept. Buildings should exhibit form and features identifying the functions within the building. In general, the roof line or top of the structure should be clearly distinguished from its facade walls.



SOUTH LAKE UNION
SUPPLEMENTAL GUIDANCE

Design the “fifth elevation” - the roofscape - in addition to the streetscape. As this area topographically is a valley, the roofs may be viewed from locations outside the neighborhood such as the freeway and Space Needle. Therefore, views from outside the area as well as from within the neighborhood should be considered, and rooftop elements should be organized to minimize view impacts from the freeway and elevated areas.



DESIGN RESPONSES

Signage will be placed in areas of architectural transition (parapet of the facades) and will enhance the overall building design. Upper level signage bands have been created in places of architectural transition and they harmonize with the overall building design. In addition, no signage will be placed on the artistic blue cube entry.

D-9. Commercial Signage

“Signs should add interest to the street front environment and should be appropriate for the scale and character desired in the area.

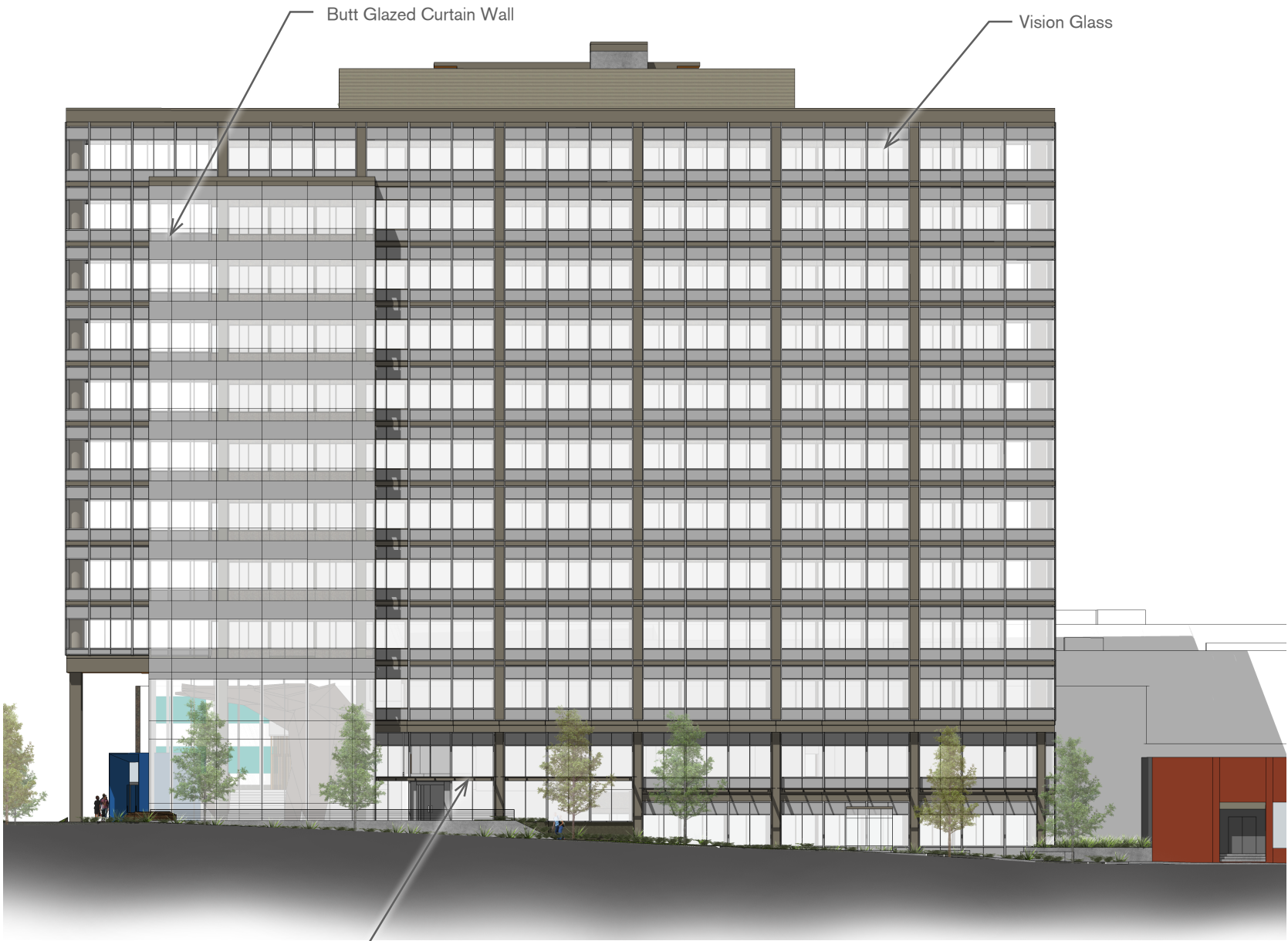
Signage will be integrated from the base of the building to the parapet of each facade.

APPROVED & CURRENT BUILDING ELEVATIONS

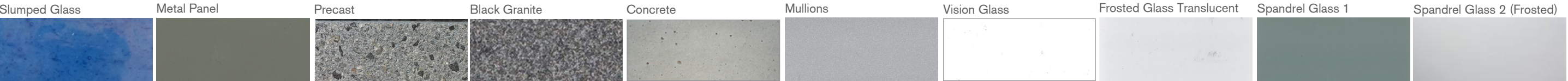
NOTE: No changes since Recommendation Meeting



North Elevation



East Elevation

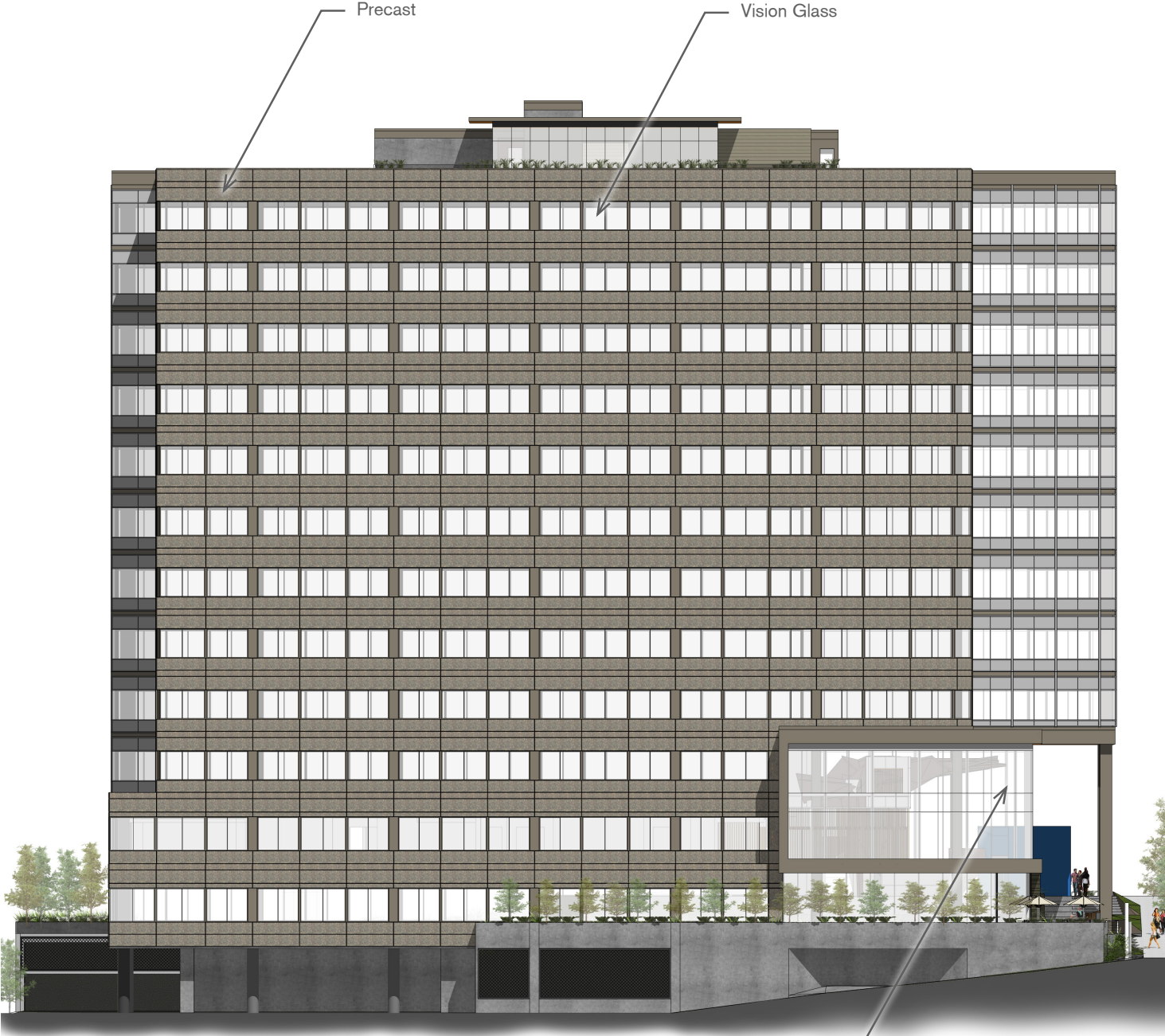


APPROVED & CURRENT BUILDING ELEVATIONS

NOTE: No changes since Recommendation Meeting



South Elevation



West Elevation

Slumped Glass	Metal Panel	Precast	Black Granite	Concrete	Mullions	Vision Glass	Frosted Glass Translucent	Spandrel Glass 1	Spandrel Glass 2 (Frosted)



APPROVED & CURRENT BUILDING RENDERINGS

POTENTIAL SIGNAGE LOCATIONS & TYPES



Possible upper level signage locations



Possible lower level signage locations

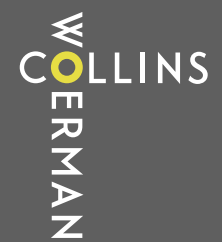


Schnitzer is seeking a modification to MUP Condition 5 to allow upper level signage. In response to the DRB’s comments, this package reflects the potential for upper level signage on the north, east and south elevations, in addition to pedestrian-oriented signage. Upper level signage bands have been created in places of architectural transition, primarily at the parapet of the facades, and they harmonize with the overall building design and is consistent with the overall design intent of the previously approved concept. Any upper level signage would comply with the City’s sign code regulations and would be secondary to pedestrian signage from a design perspective. The intent is to have an integrated building signage package that is consistent from the base of the building to the upper level façades.

In sum, upper level signage is expressly permitted by the City’s SLU land use code, and Schnitzer needs the flexibility to install upper level signage in order for this Project to be successful. Schnitzer is committed to ensuring that the signage is placed in areas of architectural transition, that the signage enhances the overall building design, and that pedestrian signage is emphasized. Finally, we note that this request is consistent with numerous other recently-permitted projects in the SLU neighborhood that have upper level signage.

Signage types could include horizontal letters or wall sign: illuminated or non-illuminated.

Examples shown are for reference only and do not represent a proposal.



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