EARLY DESIGN GUIDANCE
#3026717 | May 1st, 2017

DEVELOPER:
GREENWOOD APARTMENT, LLC
14419 Greenwood Ave. North, Suite A179
Seattle, WA 98133

ARCHITECT:
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1257 S. King Street
Seattle, WA 98144
15,000 Years Ago:
The last glacial push through the central Puget Sound area leaves a bowl shaped imprint in the Greenwood area, which geologists have named the Greenwood Bowl. As the glacier retreated, the basin filled slowly with runoff from surrounding ridges and with dead plants and animals, becoming a peat bog — a type of wetland that helped absorb floodwater and fed the headwaters of nearby Piper’s Creek.

Until 1850’s:
This area was inhabited by the Duwamish tribes. This was a balanced ecosystem for both plants and animals for the tribe to live off the land abundantly.

1900’s:
At the turn of the century, Peter Frank Morrow, a Ballard newspaper publisher, bought 10 acres, and the family developed a farm on one of the basin’s knolls, raising chickens, cows and other livestock.

1910’s:
The Seattle-Everett Interurban Railway’s trolleys brought commuters and shoppers along Greenwood Avenue North, and Morrow’s land grew in value.

1920-30’s:
After World War I, the family excavated parts of the bog and built small stores and parking lots. The commercial district was established. Masonry and stone buildings that still stand were built. Streetcars carried Seattle-Everett inter-urban commuters.

1940’s:
Greenwood Commercial Club flourished. “Miracle Mile” along Greenwood Avenue created a self-sustaining neighborhood.

1954:
The City of Seattle annexed north of 85th Street to improve the infrastructure.

1970’s:
Proper storm-water drainage and sidewalk improvements occurred. These implements were not as well developed as Green Lake, Phinney Ridge, or Ballard area.

1993:
It became an annual tradition to celebrate the “Greenwood Classic Car Show” and the “Greenwood Seafair Parade”. Both events draw tens of thousands of visitors to the neighborhood each year.

2008:
The City of Seattle added peat bogs to the list of Environmentally Critical Areas. This is intended to encourage building techniques that would stabilize the ground water and reduce building settlement in the neighborhood.
Growing a better Greenwood
Recognizing that its aging commercial core has become more a pen for herds of cars than a neighborhood gathering place, the Greenwood community is hatching plans to make the area more people friendly. The hope is to create landscaping, perhaps a central plaza and a pedestrian walkway that would link major business tenants and attract small shops as well as innovative housing.

SOURCE: WILLIAM DIETRICH
SEATTLE TIMES, 2003

HISTORICAL ANALYSIS
Growing a better Greenwood
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What's here
| Houses | Safeway
<table>
<thead>
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<tr>
<td>Greenwood Market</td>
<td>Parking</td>
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<td>8th Ave NW</td>
<td>1st Ave NW</td>
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Ideas of what could be
1. Better bicycle lanes
2. Fred Meyer/Greenwood Market with housing above
3. Farmers market
4. Pedestrian walkway and plaza
5. Improve traffic flow, transit
6. Preserve historic character
7. Revamp intersection
ZONING ANALYSIS

This site is located in a NC2-65 (1.3) and is adjacent to a SF5000 Zone. Much of the adjacent development is not yet developed to its full height potential and is rather a mix of single-story industrial structures and six-story apartment buildings.
ZONING ANALYSIS

Aerial Looking North

Aerial Looking South

SITE

Urban Village Outline

SF5000
LR3
NC2-65
NC3-65

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EXISTING SITE CONDITIONS
LOCAL AMENITIES

1. GREENWOOD TOWERS
2. SANDEL PARK
3. TAPROOT THEATER
4. GREENWOOD SHOPPING CENTER
5. GREENWOOD PARK
6. COYLE'S BAKESHOP

SITE

Fred Meyer
Safeway
Teacher's Lounge
Bank of America
The Angry Beaver
The Pocket Theater
The Yard Cafe

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**TRANSIT AND FUTURE DEVELOPMENTS**

- **Apartment with 70 units, and 70 parking stalls**
- **Apartment with 78 units, 6 L/W units, and 44 parking stalls**
- **Apartment with 142-151 units, 97-102 parking stalls**
- **Apartment with 70 units, and 70 parking stalls**
The Fabric concept utilizes texture to create a rich visual and tactile experience, fitting in with context, and creating interwoven spaces.

The fabric concept is expressed through textures that create a rich tactile experience at the human scale. The folded, interwoven forms on part of the facade represent the idea of weaving the building into the context.

The design also weaves together indoor and outdoor spaces with social and circulation spaces. In this way a tight knit community is encouraged through overlapping program elements resulting in serendipitous meetings.
This project and site engage transition and transformation. The neighborhood is increasingly emerging as a destination for live, work, and play. The site is at a transition between single family and neighborhood commercial zoning conditions.

Transition zones and edge conditions make for dynamic social ecosystems. The building massing reflects the concept of transition through its hybrid residential/commercial roof forms. The design also plays on the notion of transformation with varied facade treatments at the base, middle, and top.

Edge conditions in nature have the greatest biodiversity and richest ecosystems. Local examples include estuaries, where a river transforms to an outlet to the sea. This concept, form, and material palette appeals to a lifestyle and demographic in Seattle: urban dwellers who like to spend their free time connecting with nature on a hike, bike, or skiing in the mountains.
From 1993 - 2009, the Greenwood-Phinney Ridge Chamber of Commerce used the tag line “Just a Little Off Center”. While Fremont promotes itself as the “Center of the Universe”, Greenwood is happy being slightly off center. The design for this concept captures the dynamic energy of the Greenwood neighborhood.

Asymmetry is used by artists to create dynamic forms, spaces, images, and natural variations, even imperfections, to enhance beauty. Graphic designers have used the powerful impact of asymmetry to help brands stand out and communicate their ability to “think differently”.

The Off Center concept is used throughout the project in various ways and at different scales. At the largest scale, the building massing uses asymmetrical balance in its composition of solids and voids. At the pedestrian scale there are unexpected, colorful design elements such as the residential lobby and amenity space. The preferred lobby location is positioned off-center to the side where foot and bike traffic will arrive off of Greenwood Ave N.
MASSING CONCEPT DIAGRAMS

This site is a nearly square (82.01' x 82.61') corner site with neighbors on both sides. After extended exploration, we determined that an alphabet of schemes would be challenging for this site and focused on the corner articulation along with differentiation of top, middle and base. We looked at creating a large void at the corner of 87th and Palatine, but there was no way to avoid units with their main windows less than 10’ from the south or east property line. Each scheme has a number of smaller moves that accentuate the Fabric, Transition and Off-Center Concepts. After attending the EDG presentation for our new neighbor to the south, we went back and explored pushing our project to 7 stories but we felt that did not give us enough breathing room on the ceiling heights and stuck with 6 stories.

Step 1: Full site to the extends of property lines, no setbacks required.
- 6.00 FAR
- Full site / 6 stories

Step 2: Pull back South and East facade back 5' from neighbors for constructability
- 5.25 FAR

Step 3: Pull back 11' from South to create adequate separation for main window groups & create courtyard at ground level.
- 5.01 FAR

Step 4: Finer modulations to reach 4.75 FAR allowed
- Scheme 3 (Preferred)
- 4.75 FAR

MASSING CONCEPT DIAGRAMS

- Undercut ground floor at Courtyard
- Pull back upper floor facing 87th
- Modulate upper floor to reduce scale on 87th
- Fold corner back at NE corner adjacent to SFR
- Stack decks at NE Corner to create smaller scale elements adjacent to SFR
- Pull back entry to create 2 story articulation
- Create awning at 9’ with commercial glazing above
- Pull back end of circulation on east facade to reduce scale
- Asymmetrical deck cutout at corner of 87th and Palatine
- Asymmetrical cutout creating deck facing southwest
**GROUND FLOOR OPTIONS**

Ground floor relationships was one of our earliest discussions about the site. We explored connections to Greenwood Avenue, 85th Street and Morrow Place. The most direct connection to current businesses and transportation is along 87th Street to Greenwood Avenue. The project to the south will develop more commercial space on Morrow Place, but the predominant connection to businesses will be on 87th Street.

**Ground Floor Scheme 1 - Preferred**
- This location puts the lobby closed to the business and transportation on Greenwood.
- This location allows the project to create a residential scale material transition adjacent to SFR
- Allows commercial use to activate corner.

**Ground Floor Scheme 2**
- The lobby at the corner allows us to celebrate the residential entry
- Creates a dynamic waiting experience
- We feel that the corner would be more lively with a good sized commercial use.

**Ground Floor Scheme 3**
- This location gives the lobby direct connection to the courtyard.
- Allows commercial use to activate corner.
- This scheme puts our residential entry adjacent to neighbors proposed driveway and farthest from Greenwood.
SCHEME SUMMARY

We enjoyed studying the history of the neighborhood and how it has evolved to its current character. We look forward to developing a project that respects the history of the site and embraces the future of this neighborhood. Our exploration led to 3 concepts that are valid for articulation on this site. Each scheme uses the 3 concepts at different levels. The dial graphic gives an idea of the concept taking priority in the scheme and the relative articulation of the other 2 concepts.

SCHEME: 1

SCHEME: 2

SCHEME: 3 (PREFERRED)
SCHEME 1

PROJECT DATA:
(50) UNITS

- 2,090 SF Commercial
- 714 SF Trash
- 904 SF Bike Storage
- 102 SF Maintainence
- 2,200 SF Amenity
- 617 SF Lobby

REQUESTED DEPARTURES
No departures requested
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GROUND FLOOR + SECTIONS (SCHEME: 1)
SCHEME 2

PROJECT DATA:
(50) UNITS

3,161 SF  Commercial
410 SF     Trash
N/A       Bike Storage
189 SF    Maintainence
1,710 SF  Amenity
710 SF    Lobby

REQUESTED DEPARTURES
No departures requested

FLOOR PLANS (SCHEME: 2)
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SCHEME: 3 (PREFERRED)

PROJECT DATA:
(52) UNITS

- 3,132 SF Commercial
- 441 SF Trash
- 335 SF Bike Storage
- 129 SF Maintainence
- 2,200 SF Amenity
- 525 SF Lobby

REQUESTED DEPARTURES
No departures requested

FLOOR PLANS (SCHEME: 3)
PROS & CONS

We developed 3 schemes that are feasible and the development team is comfortable moving forward with any of them. Scheme 3 is the strongest and best responds to the neighborhood.

SCHEME: 1

This scheme creates a dynamic corner project and would get richer as it develops further. Scheme 1 is our second most preferred option.

PRO
- Dynamic corner treatment
- Facade broken down with residential scale elements
- Clear vertical articulation

CON
- Does not yield clear base, middle, and top
- Not as many varied outdoor amenities

SCHEME: 2

The series of gabled roof forms is a worthwhile exploration for sites with zoning transition. We have successfully explored urban projects with multiple gables that derive from Nordic urban buildings. The shape responds to the adjacent zone, but we feel that the gabled roof form brings more attention to the height of the building instead of reducing the scale. We feel that scheme 3 is much more successful in its top articulation of pulling back the top floor and modulating it to reduce the scale.

PRO
- Dynamic roof shape
- Creates some top floor units with interesting ceiling shapes

CON
- Does not set up well to respond to corner
- Roof shape draws attention to sixth floor
- Reduces commercial ceiling height
- Reduces residential ceiling height

SCHEME: 3 (PREFERRED)

This scheme is the most dynamic and we feel that it makes the best contribution to the Greenwood neighborhood with a series of Off-Center moves that create livable outdoor spaces. We feel that this scheme is the most successful in reducing the scale of the top of the building through setbacks and articulation. Materials and secondary elements will make this scheme even stronger as it moves forward.

PRO
- Dynamic cutouts respond to off-center character of the neighborhood
- Clear articulation of residential lobby
- All 3 corners have unique outdoor amenity elements at a variety of scales
- Each exterior space is scaled in response to the neighbors
- Ground floor commercial scaled to Greenwood neighborhood in width
- Change of material, setback, and modulation of top floor reduce scale

CON
- Lacks clear vertical elements
Step 4: Finer modulations to reach 4.75 FAR allowed
- Scheme 3 (Preferred)
  - 4.75 FAR

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**Scheme 3 - Sun Study**

- **March 21:**
  - 9AM
  - 12PM
  - 3PM

- **June 21:**
  - 9AM
  - 12PM
  - 3PM

- **December 21:**
  - 9AM
  - 12PM
  - 3PM
CONCEPTUAL RENDERINGS

Entry Close

Approach NE

NW Corner
LANDSCAPE INSPIRATIONS
RECENT JWA PROJECTS
THANK YOU.