

PUBLIC MARKET CENTER

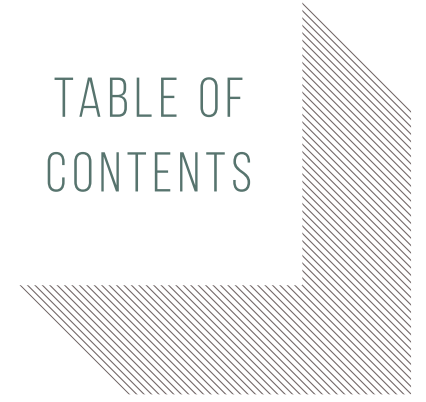


MEET THE PRODU

FARMERS MARKET

1ST & PIKE
103 PIKE STREET

EARLY DESIGN GUIDANCE
03 OCTOBER 2017
DPD #3028428



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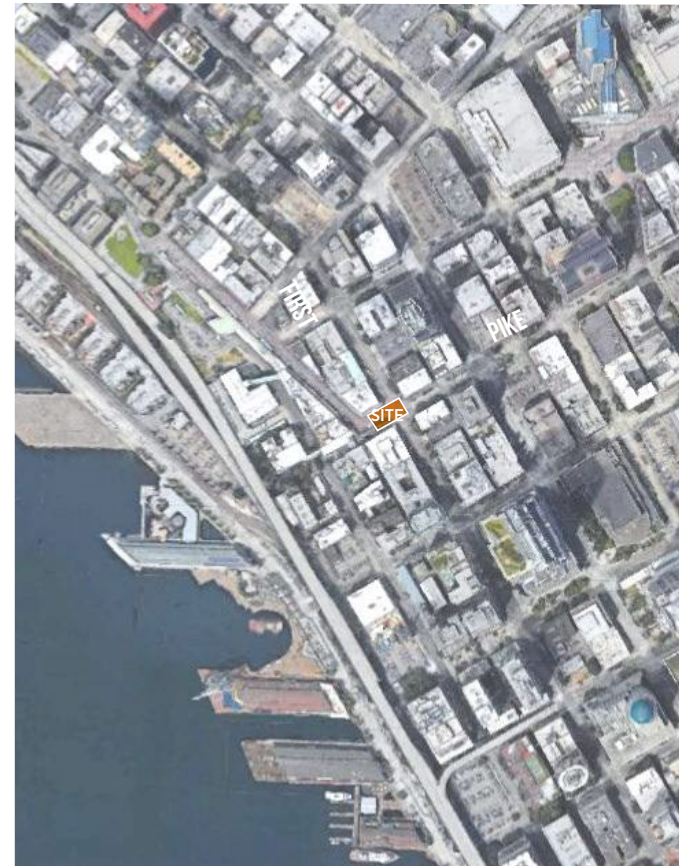
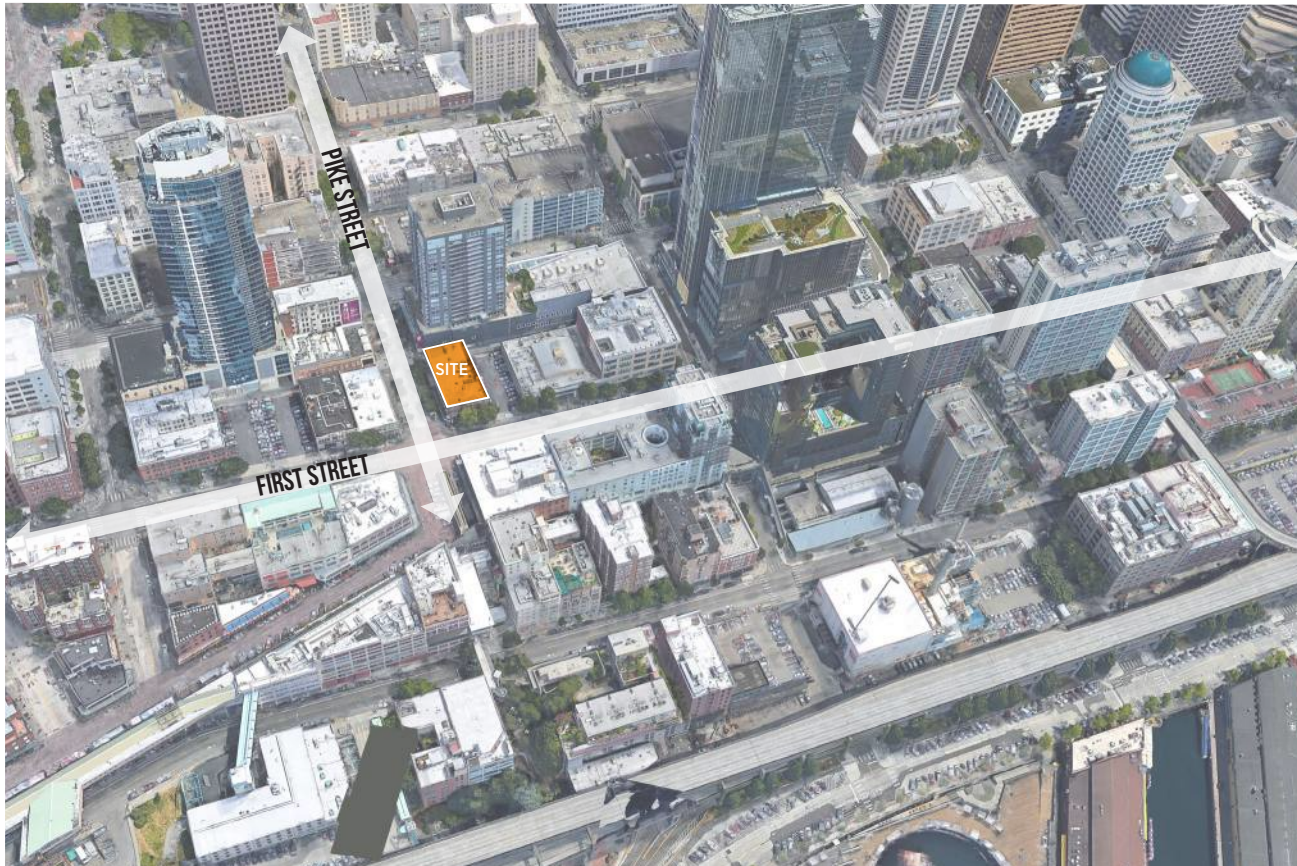
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PROJECT INFORMATION

ADDRESS: 103 PIKE STREET

PROJECT #: 3028428

ARCHITECT:

ANKROM MOISAN ARCHITECTS

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DEVELOPER:

MARKETVIEW PLACE ASSOCIATES LLC

5350 CARILLON PT.

KIRKLAND, WA 98033

CONTACT: HAL FERRIS

DEVELOPMENT OBJECTIVES

The proposed project is a 14-story tower. The basic program includes:

- 121 hotel keys
- 5 residential units
- +/- 3,600 SF Commercial Area at Street Level
- +/- 3,600 SF Commercial Area at Level 2

PROJECT GOALS

1. CONNECT WITH PIKE PLACE MARKET

Not only is our site located in the cultural heart of Seattle, it lies at the entrance to one of the most important tourist districts in the United States. Any new development at the site must honor the history, character, and scale of the Pike Place Market. Special attention will be focused on the street-level experience. Public retail, restaurants, and amenities, will encourage pedestrian interaction. High-quality materials and detailing will complement the existing market architecture.



2. CREATE A QUALITY HOTEL EXPERIENCE

With more than 10 million visitors per year, the Pike Place Market is in need of lodging options. 103 Pike Street is the perfect location for both tourists and business travelers, providing direct access to the Market and the downtown core. Our goal is to create a small destination hotel that is memorable for guests and becomes a landmark for the city. A boutique operator, rather than a large national chain hotel, will be better equipped to respond to the unique character of the neighborhood and complement the small local purveyors that are the soul of the market.



3. INDOOR / OUTDOOR AMENITY TERRACE

The hotel will offer more than just beds. With unobstructed views of Elliott Bay and the Olympic Mountains, an indoor/outdoor rooftop amenity will offer a stunning destination for both tourists and locals alike. A lively Bar/Lounge on the site will help activate the neighborhood late into the evening.

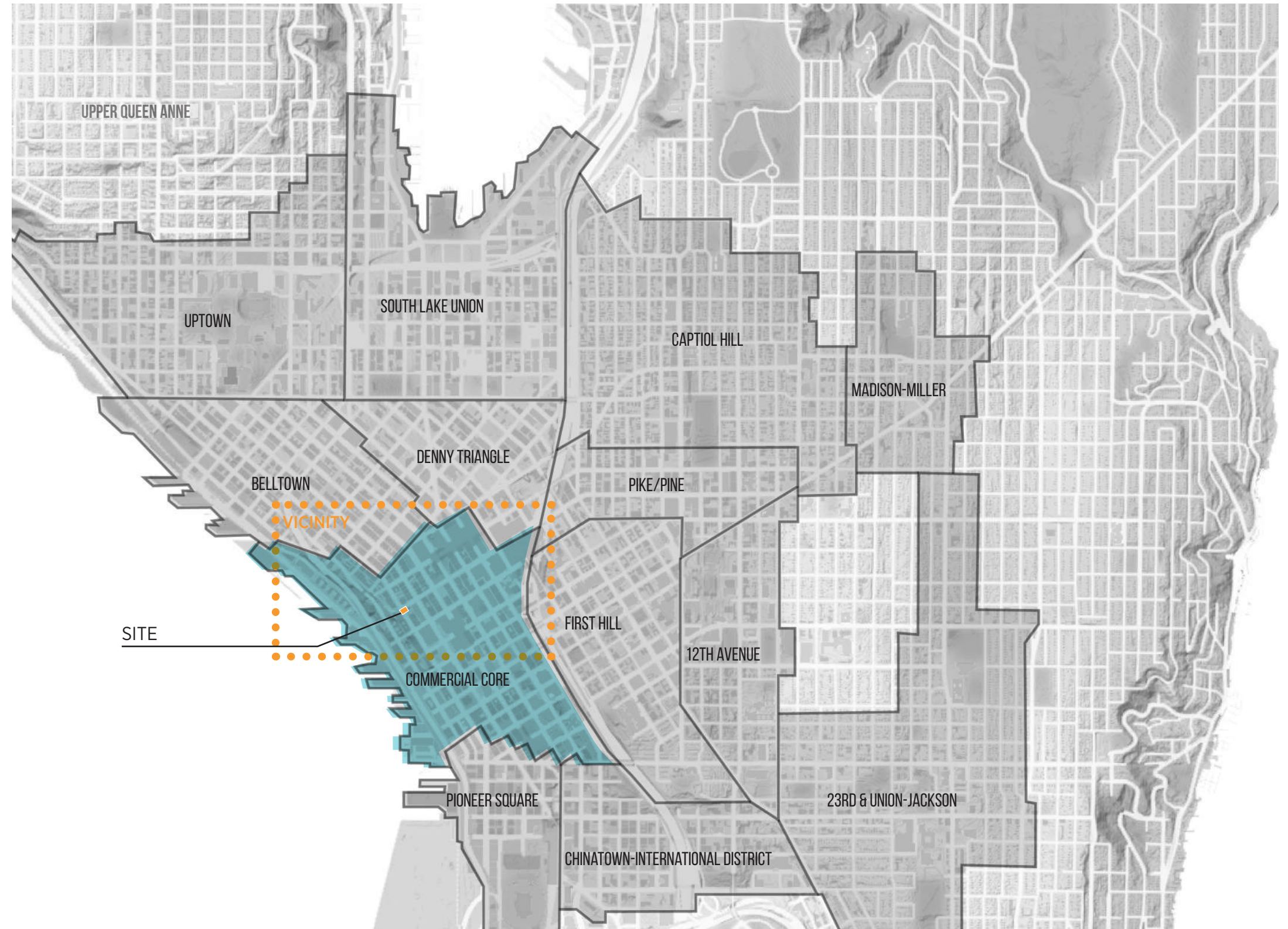


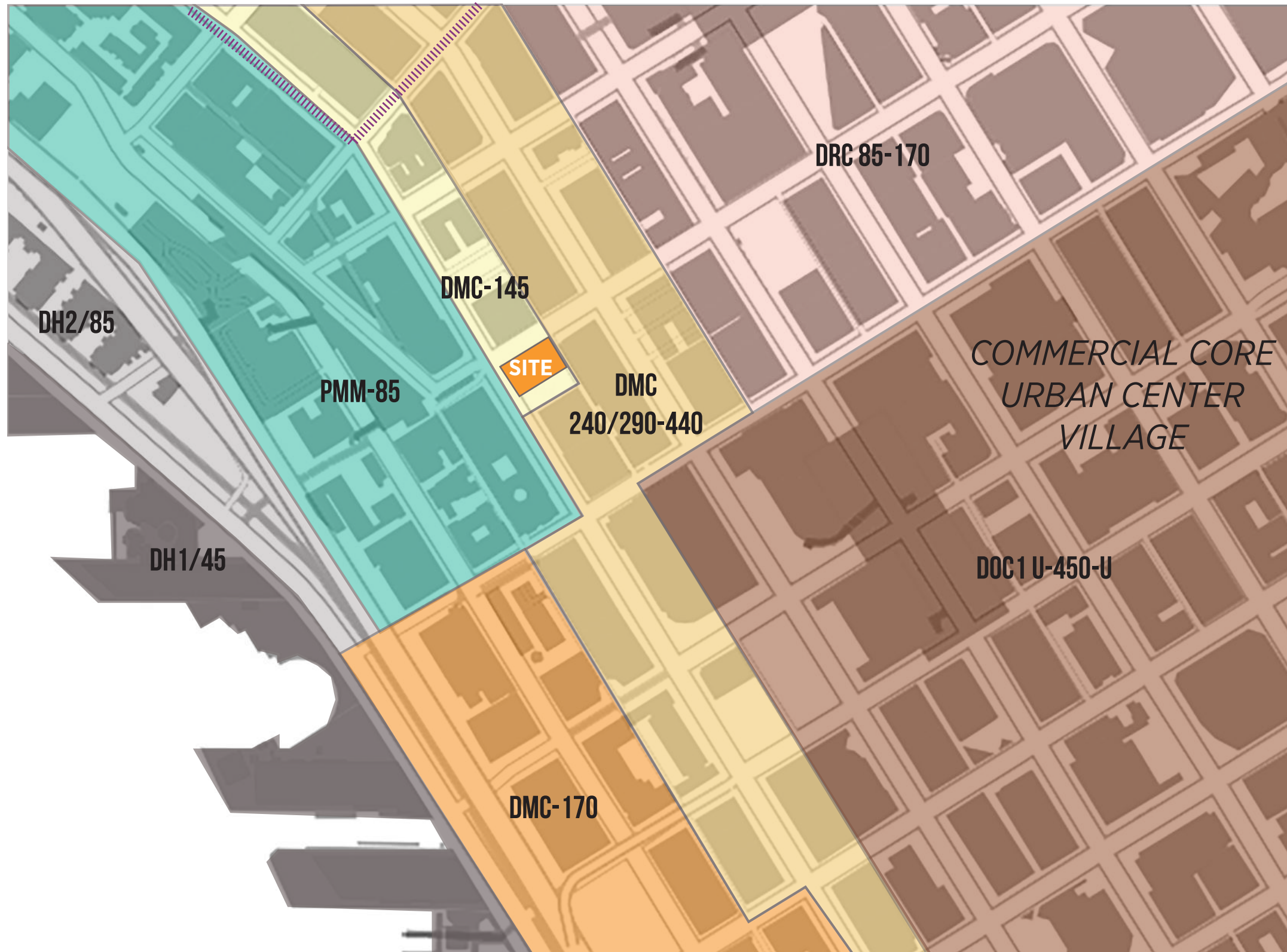
4.0 CONTEXT ANALYSIS

ZONING & OVERLAY DESIGNATIONS

The project site is located in the Downtown Mixed Commercial zone DMC-145, within the Commercial Core Urban Center Village. The Downtown Neighborhood Guidelines will apply to this project.

The project site is bordered by the DMC 240/290-440 zone to the northeast and southeast, and the PMM-85 to the west. The PMM-85 zone places additional zoning requirements for sites that border it.





ZONING SUMMARY

KING COUNTY PARCEL NUMBER
197570-0540

ADDRESS
103 Pike Street, Seattle, WA 98101

ZONING CODE
Seattle Municipal Code, Title 23 Land Use Code

DESIGN GUIDELINES
City of Seattle Design Guidelines

ZONING CLASSIFICATION
DMC-145

URBAN VILLAGE: Commercial Core Urban Center Village

SITE AREA
Total Lot Area = 6,654 SF









STREET CLASSIFICATION
1st & Pike are both 'Principal Transit Streets'
1st & Pike are both 'Class I Pedestrian Streets'
1st & Pike are both 'Minor Arterials'

FAR
BASE 5
MAX 8

PARKING
No Parking Requirement

URBAN VILLAGE BOUNDARIES

SITE

	DMC -145		PMM-85
	DMC 240/290-440		DH2/85
	DMC-170		DH 1/45
	DRC 85-170		DOC1U-450U

4.0 CONTEXT ANALYSIS

ZONING CODE SUMMARY

SMC 23.49.008 STRUCTURE HEIGHT DMC-145

145 feet height limit

Height Limit Increases and Exemptions:

Green roofs	+2 ft.
Defined appurtenances	+4 ft.
Stairs, elevators, HVAC,	+15 ft.
Enclosed common recreation area	+15 ft.
Elevator overruns	+23' +10"

SMC 23.49.009 STREET-LEVEL USE REQUIREMENTS

Uses allowed:

- General sales and services, entertainment uses, museums, public atriums, eating and drinking establishments, arts facilities

SMC 23.49.011 FLOOR AREA RATIO

Base FAR 5; Max FAR 8

FAR Exemptions:

- Street-level uses per Section 23.49.009 with a min. 13 ft. floor-to-floor height and 15 ft. depth
- Residential use
- Floor area below grade
- 3.5 percent deduction in gross floor area calculation for mechanical equipment
- Mechanical equipment located on the roof of a structure

SMC 23.49.018 OVERHEAD WEATHER PROTECTION

- Required along the entire street frontage except façade located 5 feet from the street property line or separated from the sidewalk by a landscaped area
- Overhead weather protection must be a min of 8 feet in length, or extend to a line 2 feet from the curb line, whichever is less.
- The lower edge of the overhead weather protection must be 10-15 feet above the sidewalk.

SMC 23.49.019 PARKING / LOADING

- No parking requirement
- Alley access to parking and services required

SMC 23.49.022 MINIMUM SIDEWALK AND ALLEY WIDTH

- 1st Avenue required sidewalk width: 18'
- Pike Street required sidewalk width: 18'
- Required alley width 20' (2' dedication) SMC 23.53.030

SMC 23.49.024 VIEW CORRIDOR REQUIREMENTS

- There is no view corridor requirement along Pike Street or 1st Avenue at the location of the site

SMC 23.49.056 STREET FACADE & SETBACK REQUIREMENT

Setback limits:

- Elevations 15-35 feet above grade have a max setback of 10 feet, given that the total area of a facade that is set back more than 2 feet from the street lot line shall not exceed 40 percent of the total façade 15-35 feet above grade.
- Setbacks deeper than 2 feet should not be more than 20 feet in length, measured parallel to the street lot line.

Façade Height Requirements:

Class I Pedestrian Streets	25 ft.
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TRANSPARENCY AND BLANK FAÇADE LIMITS:

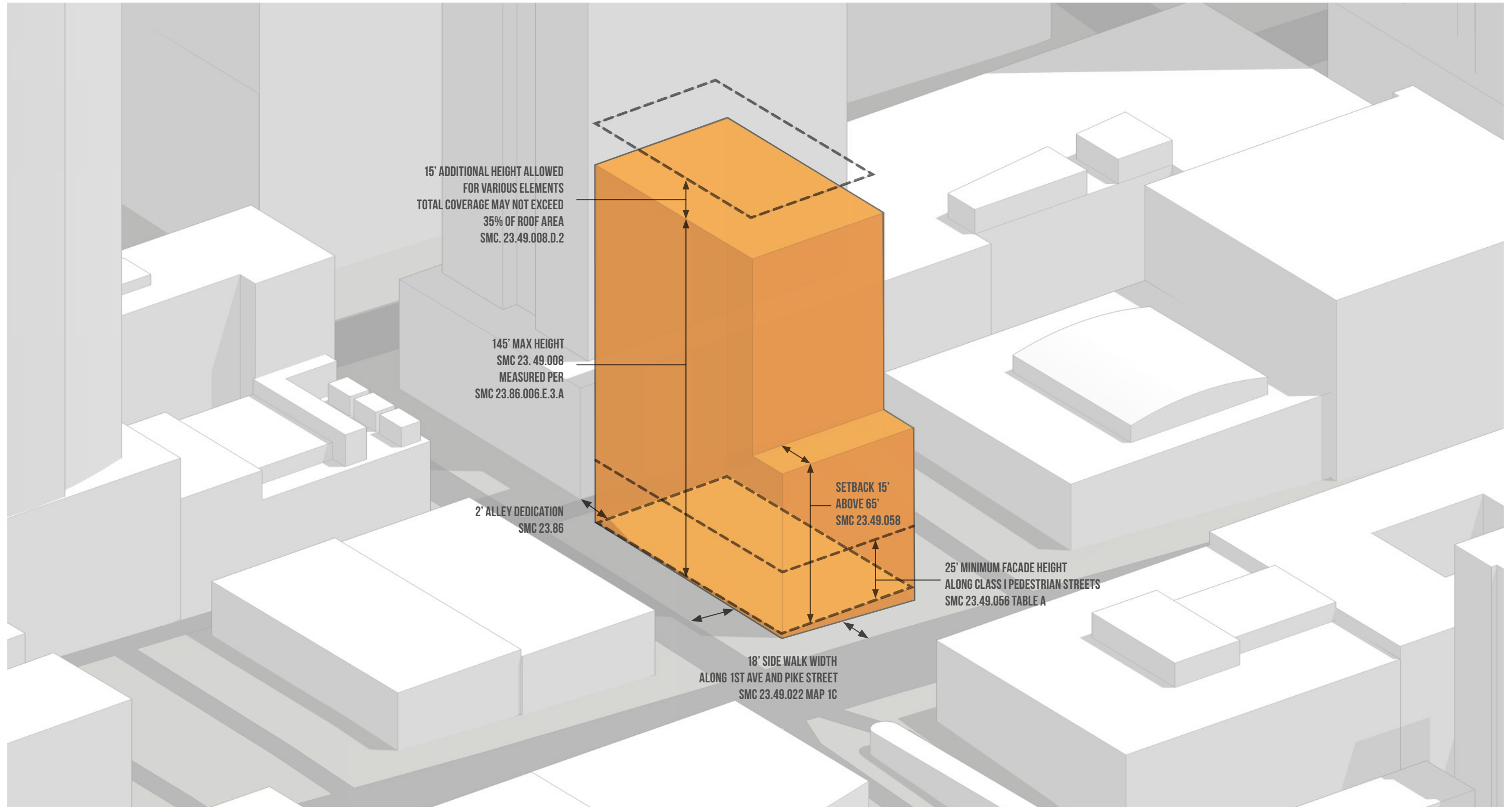
Total Blank Façade Limit	40%
Width Limit of Blank Façade	15 ft.
Façade Transparency Requirement	60% Min Transparency

SMC 23.49.058 UPPER-LEVEL DEVELOPMENT STANDARDS

- There is no modulation requirement up to 85 feet elevation. Between 86-160 feet, there is a 155-foot length of maximum unmodulated facade within 15 feet of street lot line.
- Above 65 feet, there is a continuous upper-level setback requirement of 15 feet, measured from the street lot line across the street from the Pike Place Market Historical District.

SMC 23.54.035 LOADING BERTH REQUIREMENTS











- The minimum number of off-street loading berths required is 2 (Table A)
- Loading berths should be 10 feet in width with a 14-foot vertical clearance and a minimum of 35 feet in length



4.0 CONTEXT ANALYSIS

TRANSPORTATION & STREET CHARACTERISTICS

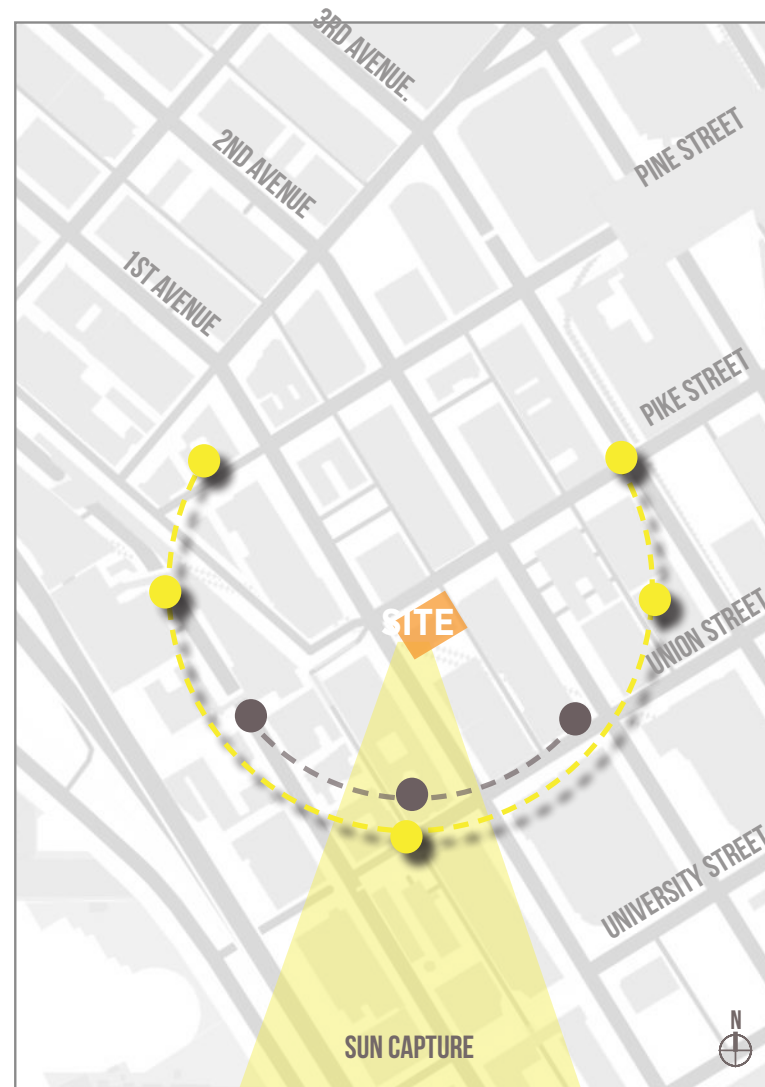
The site is located along multiple bus routes and the downtown district's designated bike lane. It will also have access to the future City Connector streetcar stop at Pike Market. The site is bordered by 1st Avenue to the west, and Pike Street to the north. Both streets are minor arterials providing the site access to the principal arterials.

-  SITE
-  MAJOR BUS STOPS
-  FUTURE STREETCAR STATION
-  PROPOSED BRT STATION
-  INTERSTATE
-  PRINCIPAL ARTERIALS*
-  DESIGNATED GREEN STREET
-  BIKE LANE
-  FUTURE STREETCAR LINE
-  PROPOSED BUS RAPID TRANSIT CORRIDOR**

*Per Seattle Arterial Classifications Planning Map
 **Per SDOT Seattle Transit Master Plan



SUN PATH



- 21 JUNE 2017: SUNRISE 5:12 AM. SUNSET 9:11 PM
- 22 DECEMBER 2017: SUNRISE 7:55 AM, SUNSET 4:21 PM

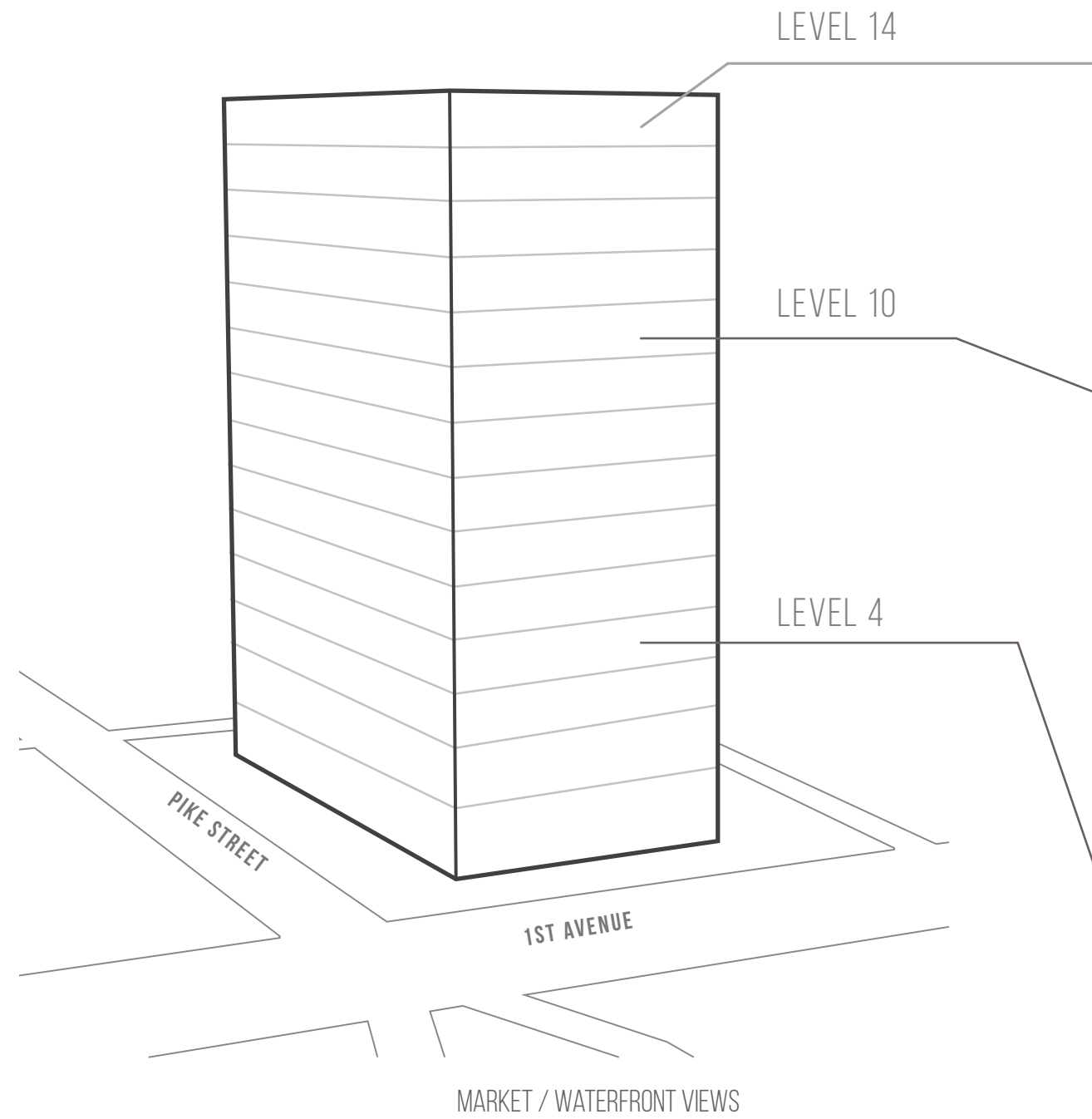
STREET CLASSIFICATION



- CLASS I PEDESTRIAN ST —
- CLASS II PEDESTRIAN ST - - -
- NEIGHBORHOOD GREEN STREET —

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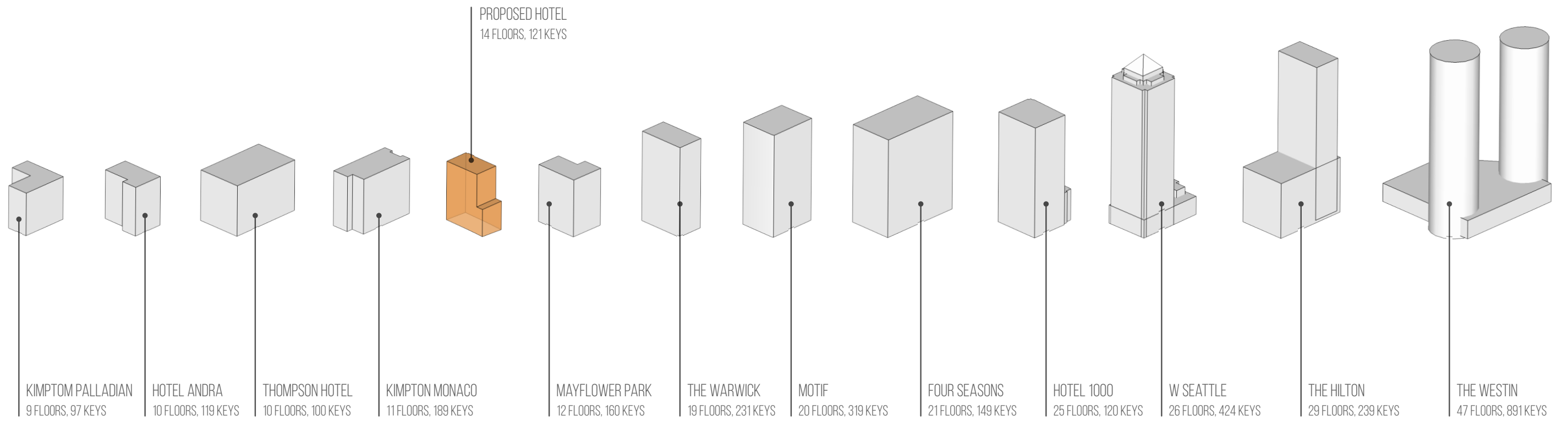
VIEWS & ORIENTATION

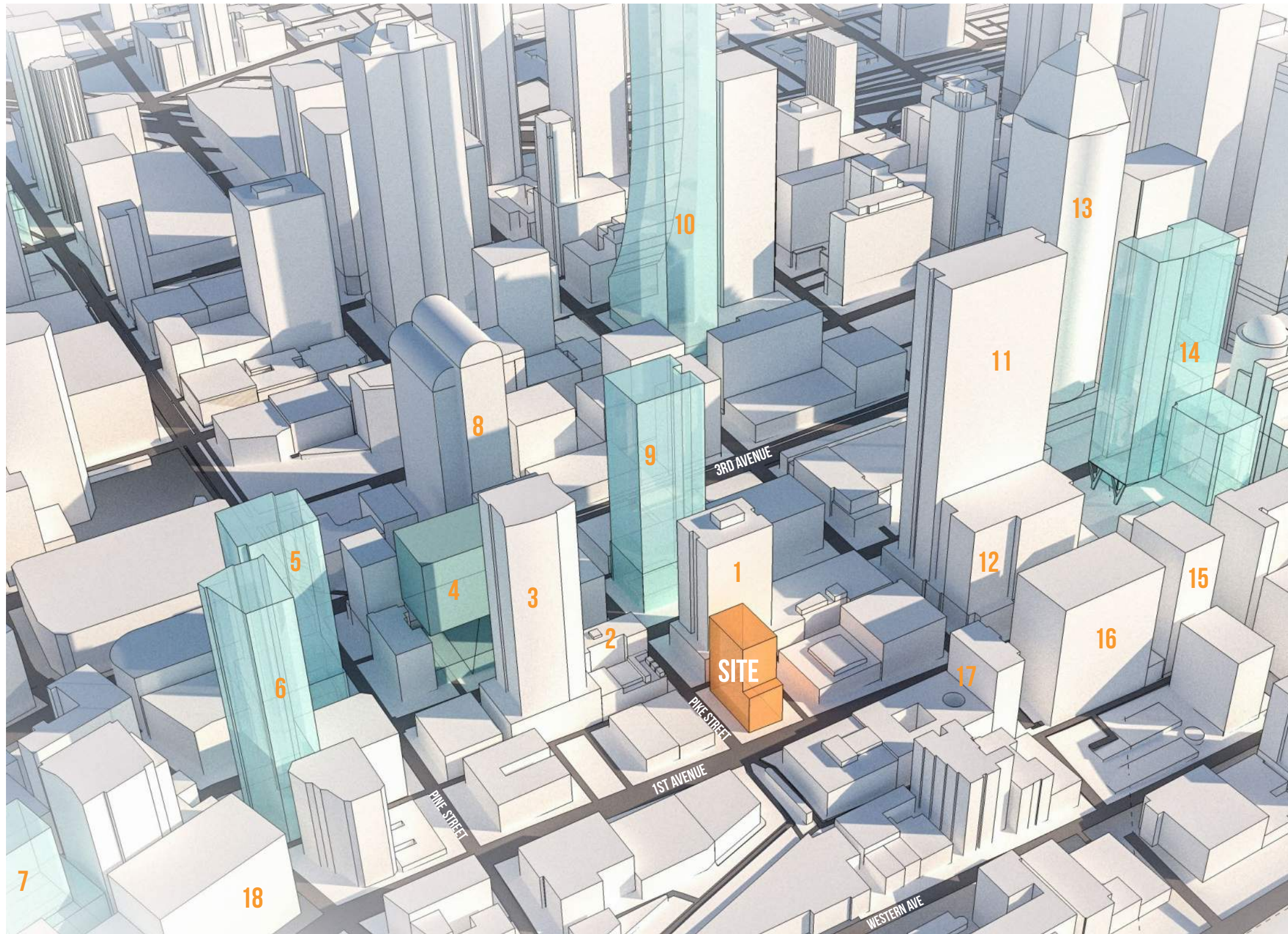


SOUTH SOUTHWEST WEST NORTHWEST



HOTEL COMPARISON



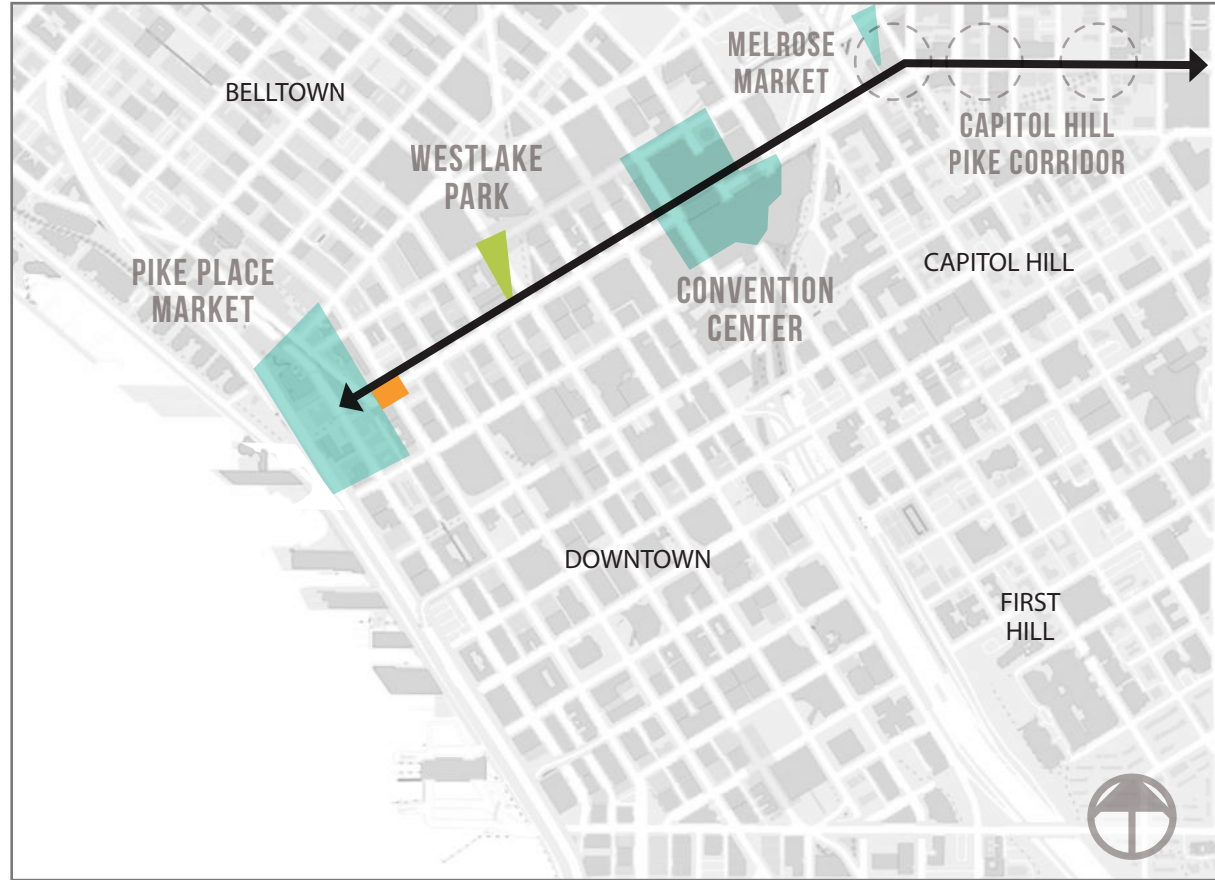


ADJACENT BUILDING HEIGHTS

1. NEWMARK TOWER, 260'
2. FUTURE HOTEL, 90' SUBSTANTIAL ALTERATION TO AN EXISTING LANDMARK STRUCTURE
3. 1521 2ND AVENUE CONDOMINIUM, 400'
4. FUTURE OFFICE, 240' (1516 2ND AVE) MUP 3019673
5. FUTURE RESIDENTIAL, 400' (2ND & PINE) MUP 3014773
6. FUTURE RESIDENTIAL, 400' (2ND & STEWART) MUP 3016702
7. FUTURE HOTEL/RESIDENTIAL, 212' (1931 2ND AVE) MUP 3007606
8. CENTURY SQUARE, 380'
9. FUTURE RESIDENTIAL, 400' (2ND & PIKE) MUP 3009156
10. RAINIER SQUARE REDEVELOPMENT, 846' MUP 3017644
11. RUSSELL INVESTMENTS CENTER, 597'
12. SEATTLE ART MUSEUM, 225'
13. 1201 3RD AVE, 772'
14. FUTURE OFFICE, 527' (1201 2ND AVE) MUP 3019177
15. HARBOR STEPS TOWER, 240'
16. FOUR SEASONS HOTEL AND RESIDENCES, 240'
17. 98 UNION ST CONDOMINIUMS, 158'
18. THE THOMPSON HOTEL, 125'

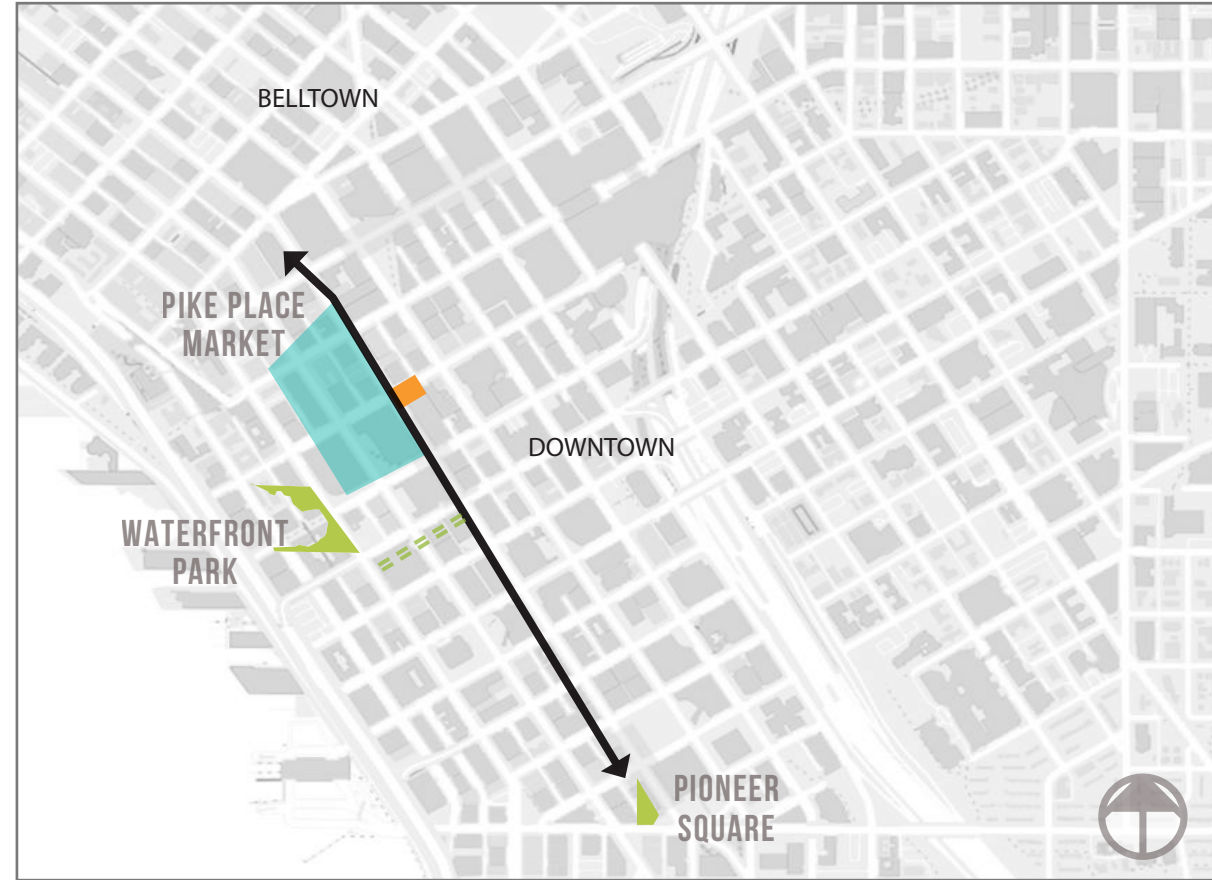
URBAN CONNECTIONS

PIKE STREET

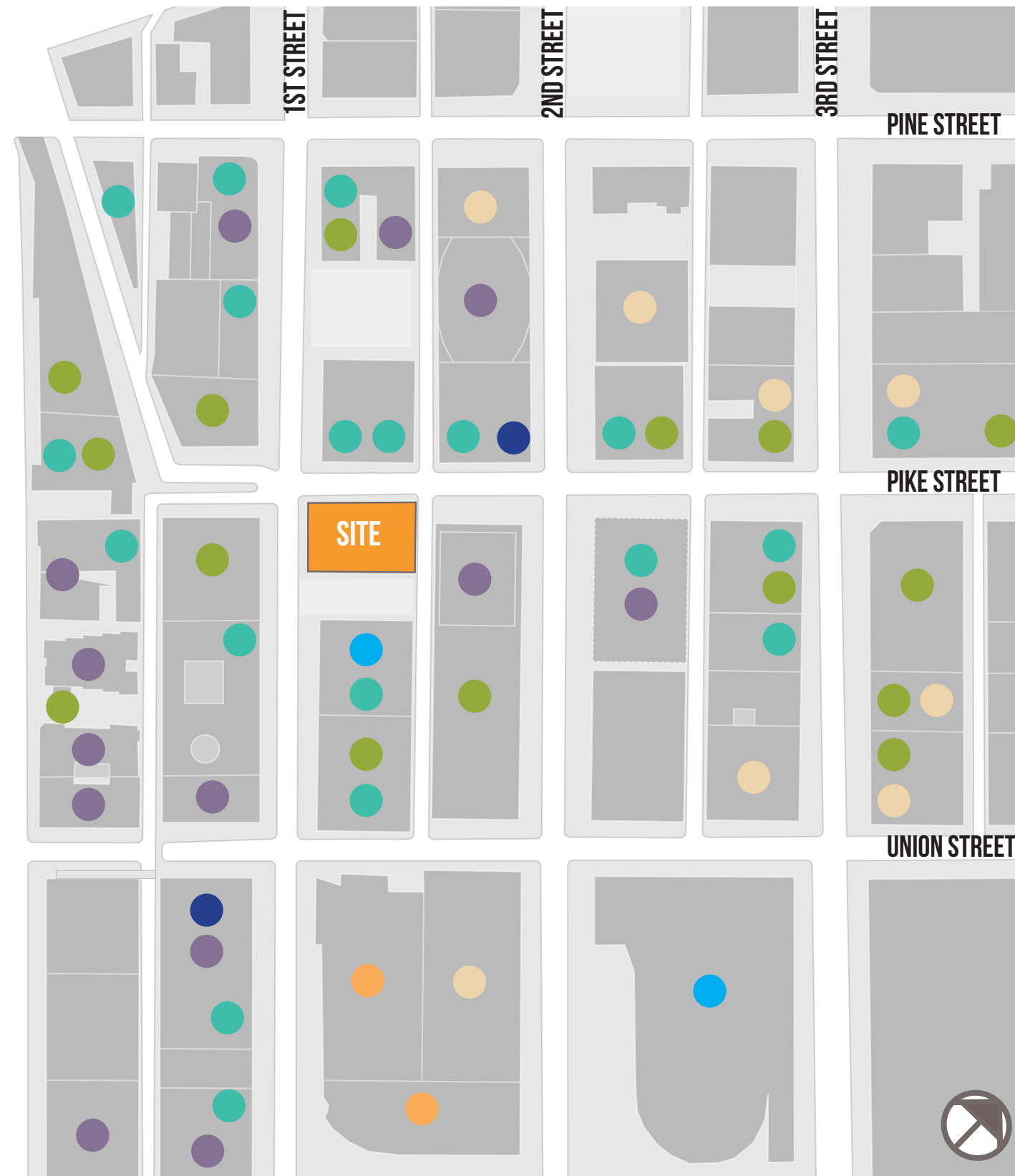


Pike Street is one of Seattle's most iconic streets. It connects major commercial and public spaces from the waterfront to Capitol Hill's Pike Corridor. The project site is adjacent to the Pike Place Market, allowing it to become a prominent gateway to Pike Street.

1ST STREET



1st Avenue is a major connector for important Seattle Landmark Neighborhoods. It connects Belltown, Pike Place Market, Pioneer Square, and the Stadium District.



SURROUNDING USES

The surrounding sites offer a mix of commercial and residential experiences at the height of the downtown commercial core. The site is also very close to Seattle highlights such as Pike Place Market, the Seattle Art Museum, and Benaroya Performance Hall. There are a number of future developments planned in this area that will bring additional residential, hotel, and office uses.

- BAR / NIGHTLIFE
- RESTAURANTS / CAFES
- MUSEUMS
- OFFICE
- MIXED-USE RESIDENTIAL
- RETAIL
- HOTEL

COMMUNITY NODES & STRUCTURES

Our site lies at the entrance to Pike Place Market, one of the most important public spaces in the country. It is also part of the downtown high-rise core.



01 PIKE PLACE MARKET



2 FLOORS / RETAIL LANDMARK

02 101 PINE STREET



4 FLOORS / RESIDENTIAL

03 DOYLE BUILDING



4 FLOORS / RESIDENTIAL LANDMARK

04 1521 2ND AVENUE



38 FLOORS / RESIDENTIAL

05 HAIGHT BUILDING



7 FLOORS / OFFICE

06 FUTURE OFFICE



MUP # 3019673 15 FLOORS / OFFICE

07 STARBUCKS



2 FLOORS / RETAIL

08 HARD ROCK CAFE



2 FLOORS / RETAIL

4.0 CONTEXT ANALYSIS

09 EITEL BUILDING



7 FLOORS / HOTEL LANDMARK

10 MELBOURNE TOWER



10 FLOORS / OFFICE

11 2ND & PIKE



MUP #3009156 38 FLOORS / RESIDENTIAL / RETAIL

12 TARGET



3 FLOORS / RETAIL

13 NEWMARK CONDOS



24 FLOORS / RESIDENTIAL

14 MANN BUILDING



3 FLOORS / RETAIL

15 1400 2ND AVENUE GARAGE



10 FLOORS / PARKING

16 BENAROYA HALL



2,500 SEATS / PERFORMANCE HALL

17 RUSSELL INVESTMENTS



42 FLOORS / OFFICE

18 SEATTLE ART MUSEUM



16 FLOORS / MUSEUM

19 FOUR SEASONS HOTEL



21 FLOORS / RESIDENTIAL

20 HARBOR STEPS APARTMENTS



25 FLOORS / RESIDENTIAL

21 98 UNION ST CONDOMINIUMS



12 FLOORS / RESIDENTIAL

22 1404 1ST AVENUE



5 FLOORS / RETAIL / OFFICE

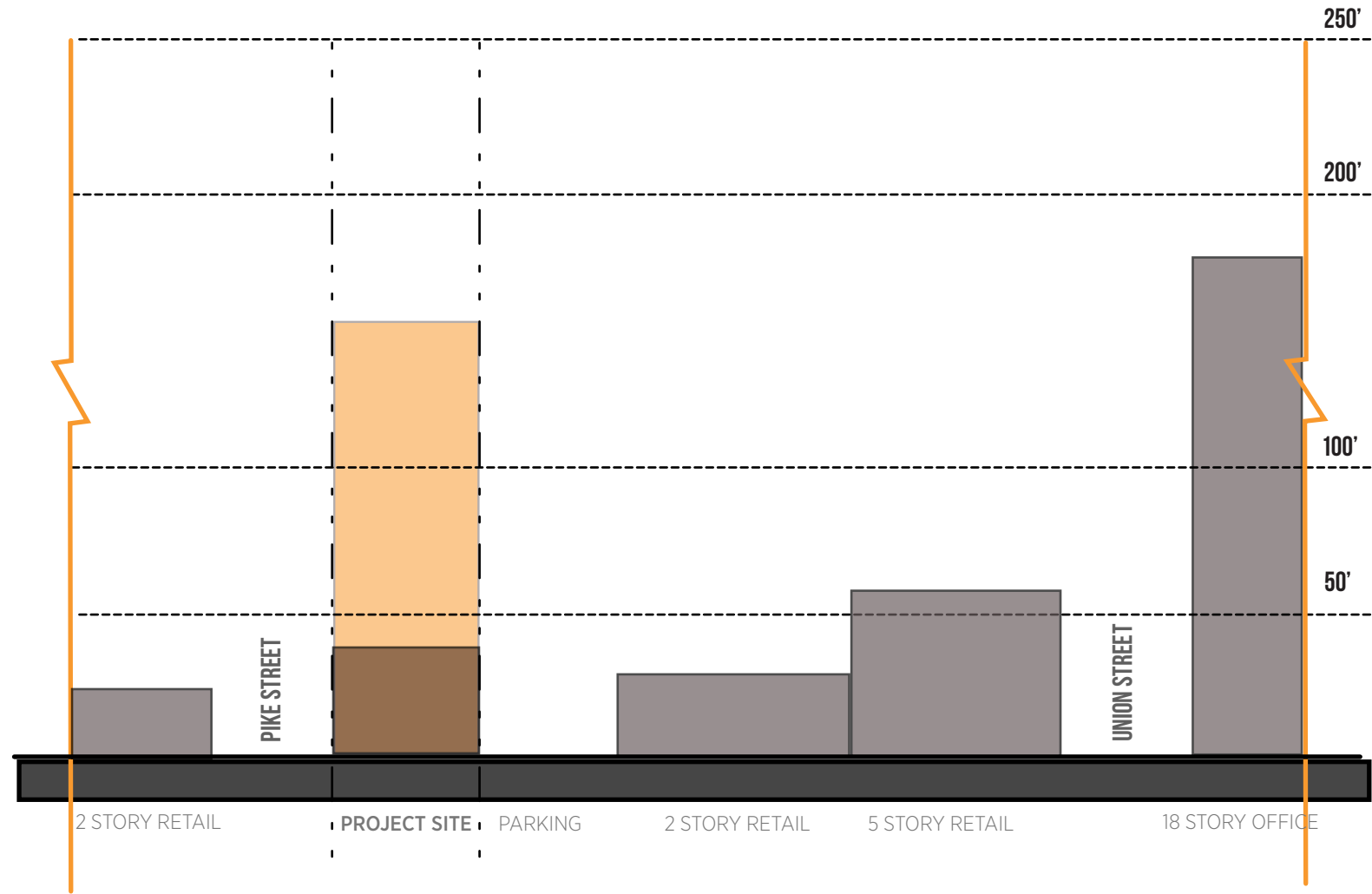
23 1527 2ND AVENUE



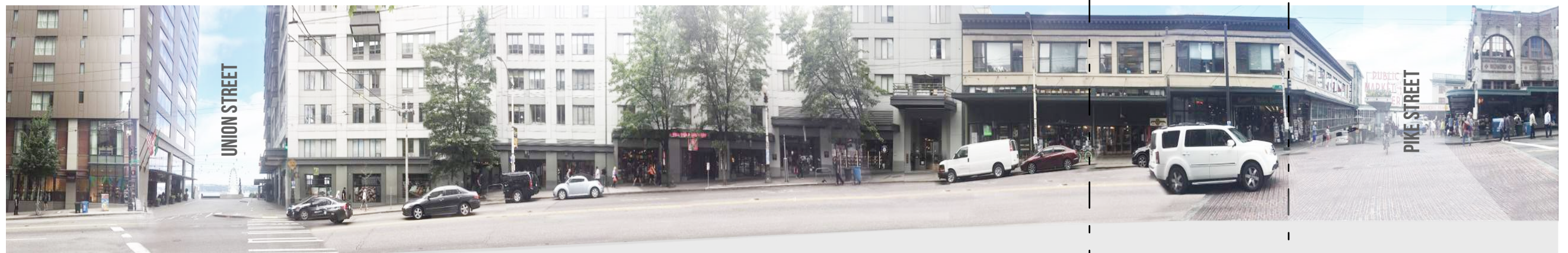
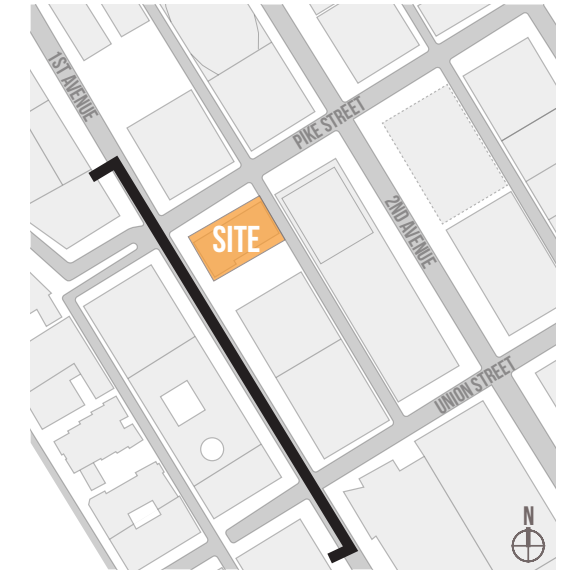
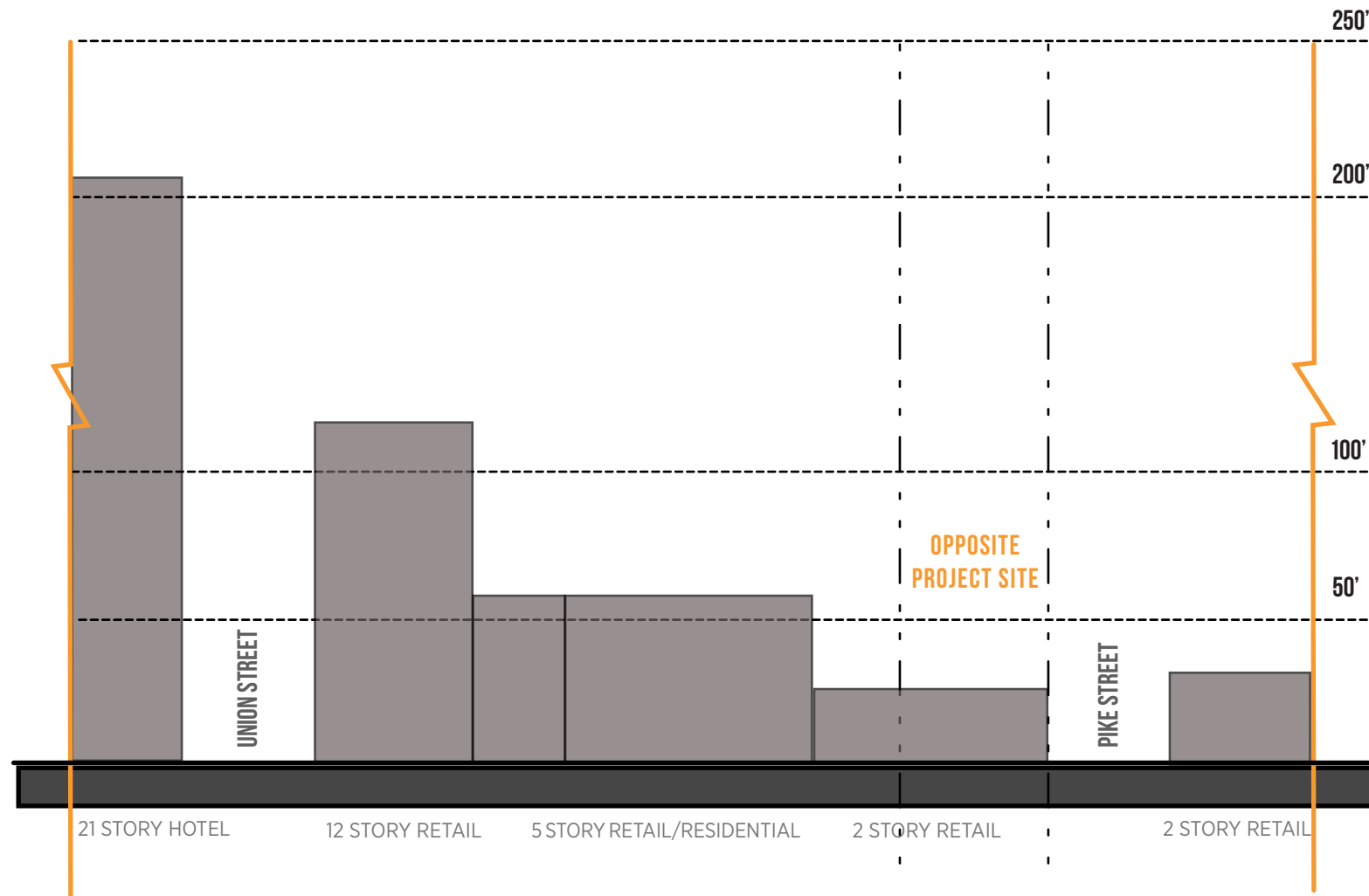
2 FLOORS / RETAIL

STREETSCAPES

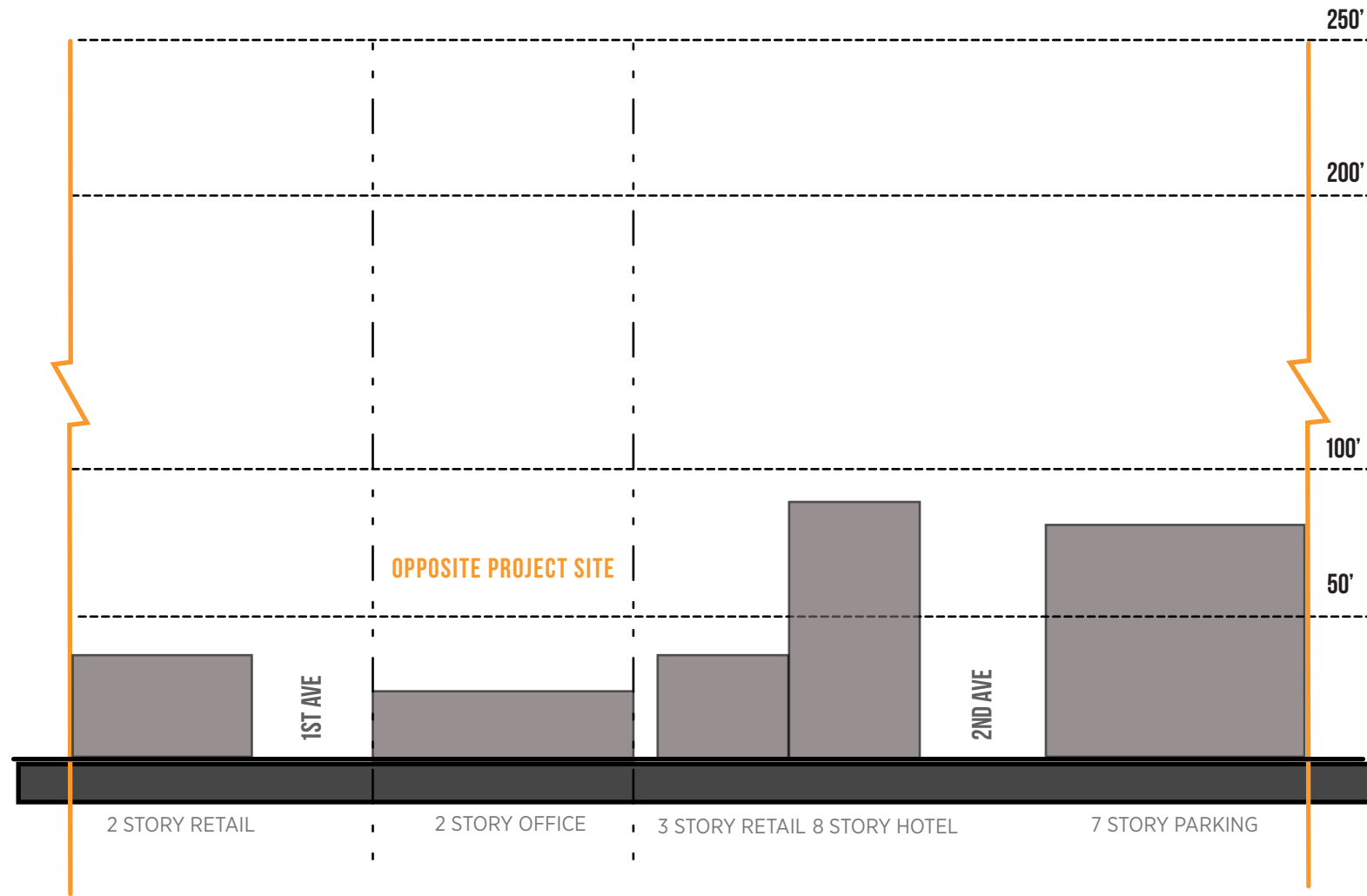
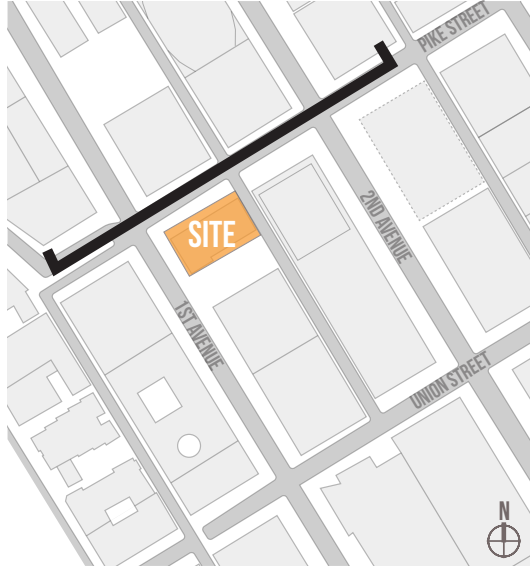
01 1ST AVENUE FACING NORTHEAST



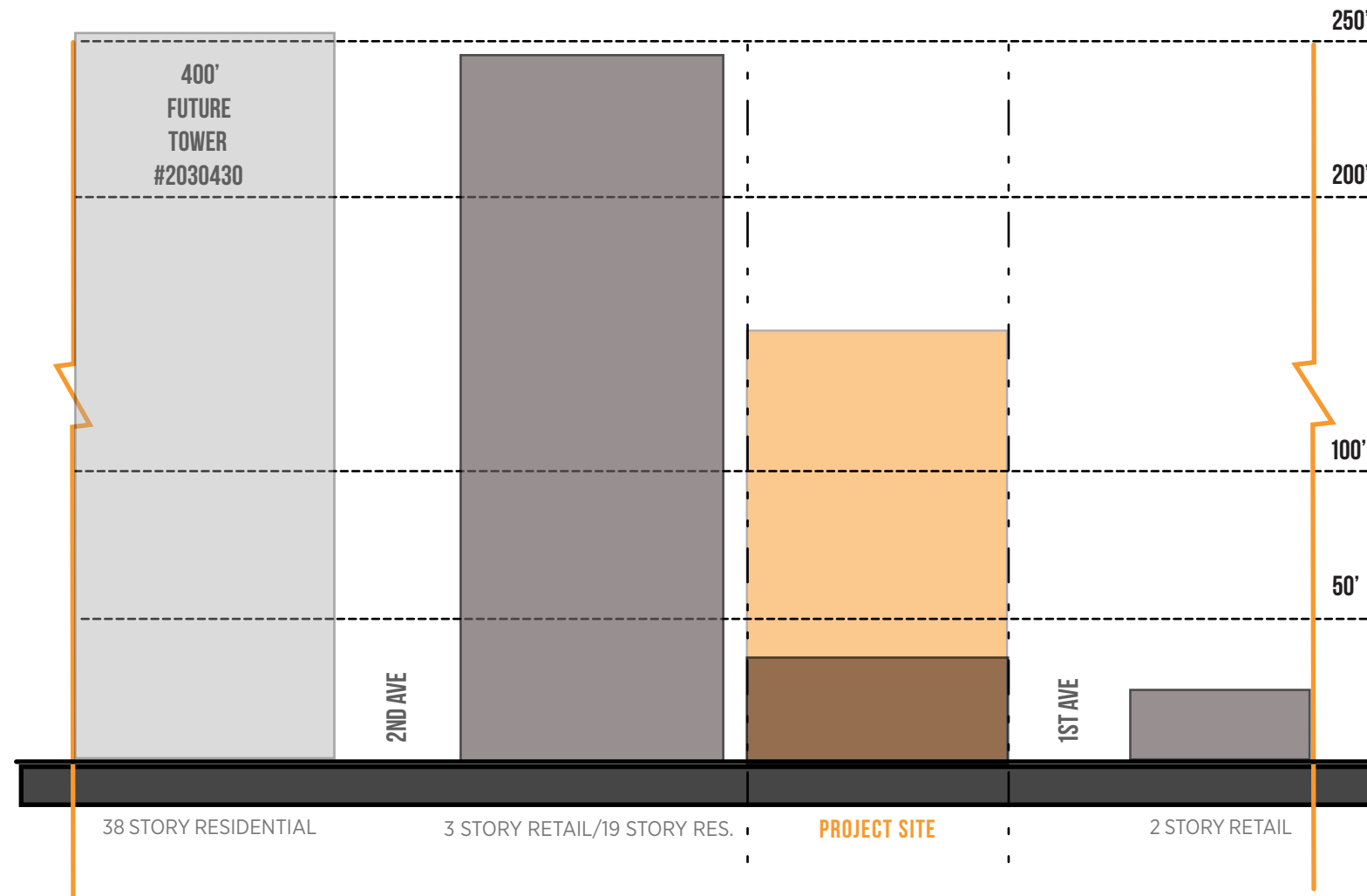
02 1ST AVENUE FACING SOUTHWEST



03 PIKE STREET FACING SOUTHEAST

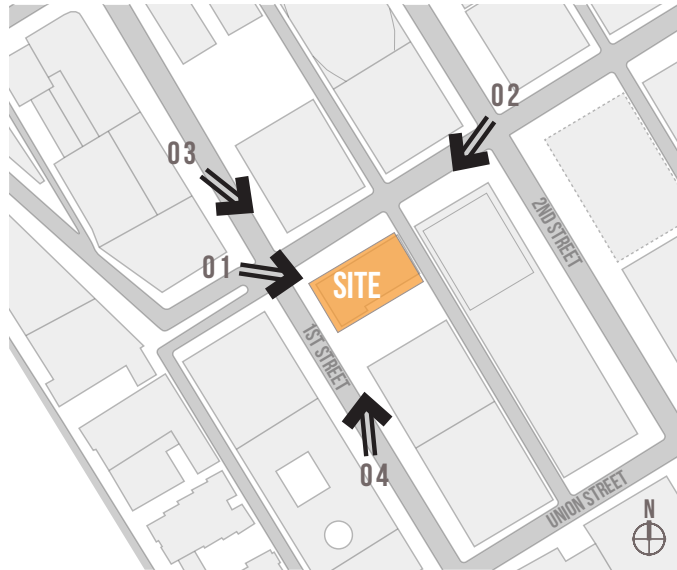


04 PIKE STREET FACING NORTHWEST

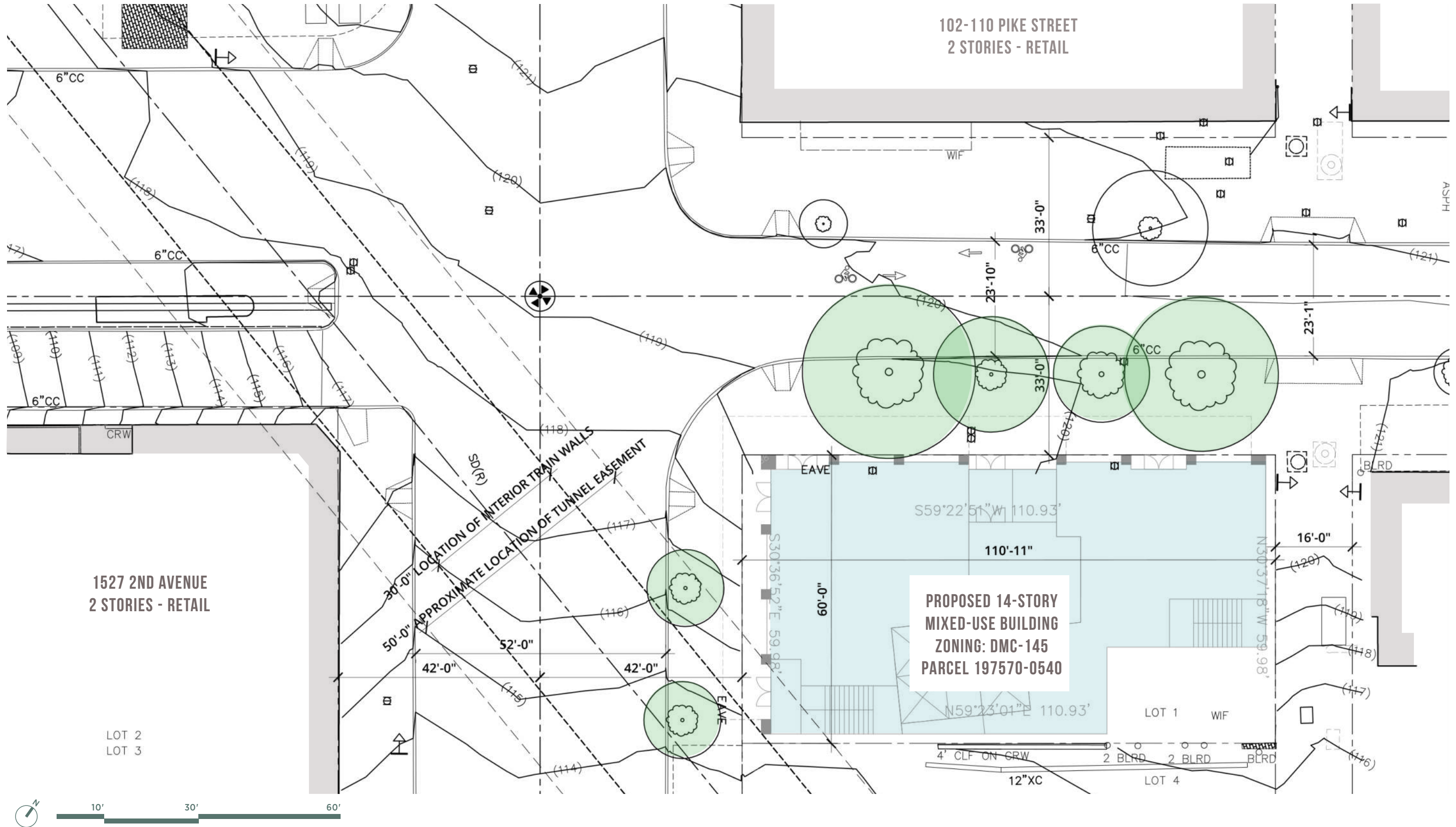


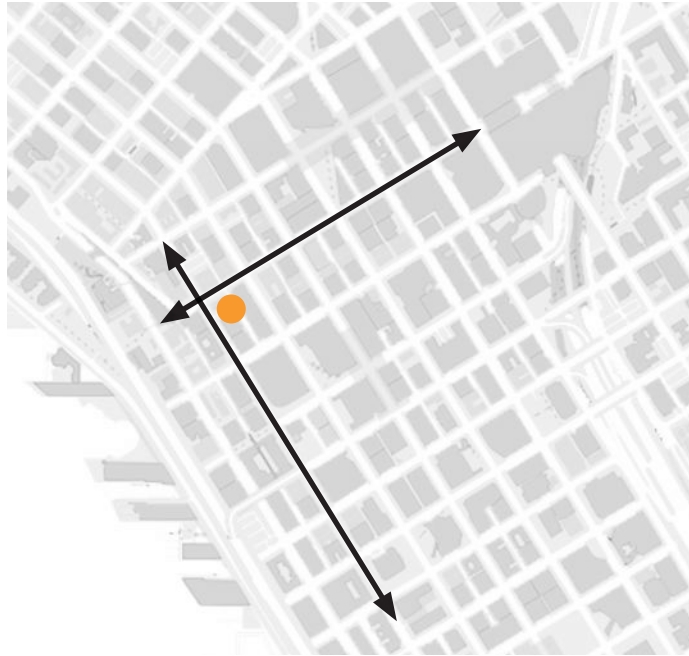
5.0 EXISTING SITE CONDITIONS

SITE PHOTOGRAPHS



PRELIMINARY SITE PLAN





A-1 RESPOND TO THE PHYSICAL ENVIRONMENT

Develop an architectural concept and compose the building's massing in response to patterns of urban form found beyond the immediate context of the building site.

PROJECT DESIGN RESPONSES

- The project lies at one of the busiest intersections of the city. It is a connecting node between the Pike Place Market, Westlake, Convention Center, Belltown, and Pioneer Square.
- The proposed architectural concept responds to this important pivot point in the city by honoring the immediate context, while celebrating its position at this important junction.



B-1 RESPOND TO THE NEIGHBORHOOD CONTEXT

Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

PROJECT DESIGN RESPONSES

- The proposed project will be an important element of the new Pike Street Renaissance. The preferred massing and voluntary setbacks address Pike Street as an important pedestrian-dominated connector.
- The base of the building will reflect the best features of the surrounding neighborhood buildings—highly transparent, open, interactive façades.
- The architectural language will honor the unique character and detail found throughout the neighborhood.



B-2 CREATE TRANSITION IN BULK & SCALE

Compose the massing of the building to create a transition to the height, bulk, and scale of development in the neighboring or nearby less intensive zones.

PROJECT DESIGN RESPONSES

- The base massing steps down along Pike Street from 2nd Ave. to 1st Ave.
- The proposed two-story base matches a consistent building height with the existing buildings at the corner of 1st and Pike.
- A voluntary setback along Pike helps to transition the scale from 2nd Ave. to 1st Ave.

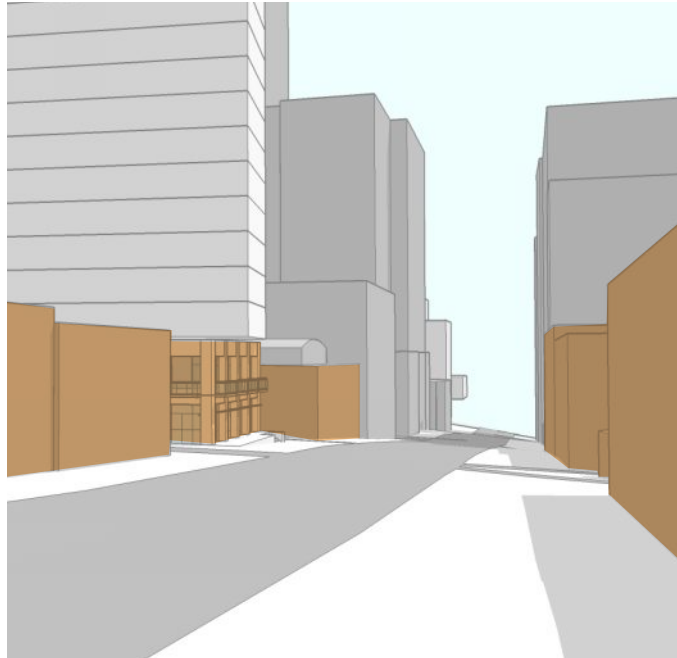


C-1 PROMOTE PEDESTRIAN INTERACTION

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.

PROJECT DESIGN RESPONSES

- Prominent hotel entry is located on Pike Street.
- A 4-foot setback is added along 1st Avenue to widen the sidewalk.
- High degree of transparency.
- Large openings for indoor/outdoor retail experience.
- Second story activated with restaurant/bar use.



B-3 REINFORCE FORM AND CHARACTER

Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and street-scape characteristics of nearby development.

PROJECT DESIGN RESPONSES

- The base of the proposed massing responds to the low scale of the adjacent two-story buildings at the intersection of 1st and Pike.
- The proposed design will adopt the large and open storefronts that are typical for the nearby structures of the Market.

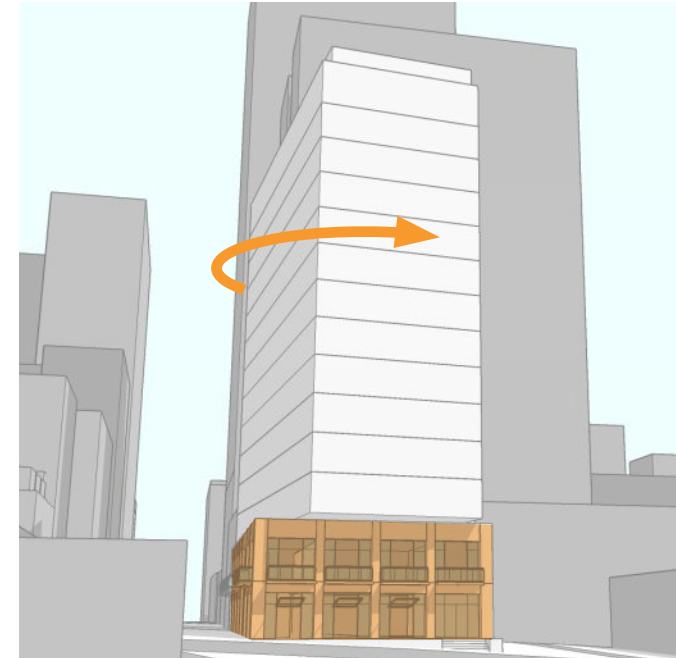


C-4 REINFORCE BUILDING ENTRIES

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

PROJECT DESIGN RESPONSES

- Large, visually prominent main hotel entry on Pike Street.
- Prominent retail entries at the three street-facing corners of the building.
- Entries enhanced with lighting, signage, planting.



A-2 ENHANCE THE SKYLINE

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

PROJECT DESIGN RESPONSES

- The rotation of the building will allow for maximized views from the rooms along Pike Street, and creates a slimmer, more elegant tower proportion.
- Because of the slight rotation, the building will catch and reflect light differently from its surrounding neighbors, providing visual interest and variety in the downtown skyline.



D-6 DESIGN FOR SAFETY AND SECURITY

Design the building and site to enhance the real and perceived feeling of personal safety and security in the immediate area.

PROJECT DESIGN RESPONSES

- High degree of transparency at street level.
- Decorative and functional lighting.
- Clear signage for hotel and retail entries.
- Safe waiting area for cabs.
- Reduced vehicular traffic along Pike Street.

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CONCEPT 1: TRADITIONAL

87,600 SF
123 HOTEL KEYS
10 RESIDENTIAL UNITS

OPPORTUNITIES

- Guestroom terraces at Level 6
- Setback along 1st Avenue

CONSTRAINTS

- Massive wall along Pike Street
- Bigger building, less-efficient floor plate
- 65' Base does not match scale of Market structures

DEPARTURES

- None



CONCEPT 2: THE SHIFT

85,600 SF
123 HOTEL KEYS
6 RESIDENTIAL UNITS

OPPORTUNITIES

- Proposed 7' setback at Pike Street above 38'
- Proposed 4' setback at 1st Avenue below 38'
- Opportunity for defined base to match scale of adjacent Market buildings
- Improved tower proportions
- Improved efficiency—more hotel rooms, smaller building

DEPARTURES

- Full departure of 15' setback above 65' along 1st Avenue



CONCEPT 3: THE PIVOT (PREFERRED)

84,600 SF
121 HOTEL KEYS
5 RESIDENTIAL UNITS

OPPORTUNITIES

- Opportunity for defined base to match scale of adjacent Market buildings
- Unique architectural expression to create iconic form
- Pivot allows for windows on southwest corner instead of blank party wall
- Improved tower proportions
- Improved efficiency—more hotel rooms, smaller building

DEPARTURES

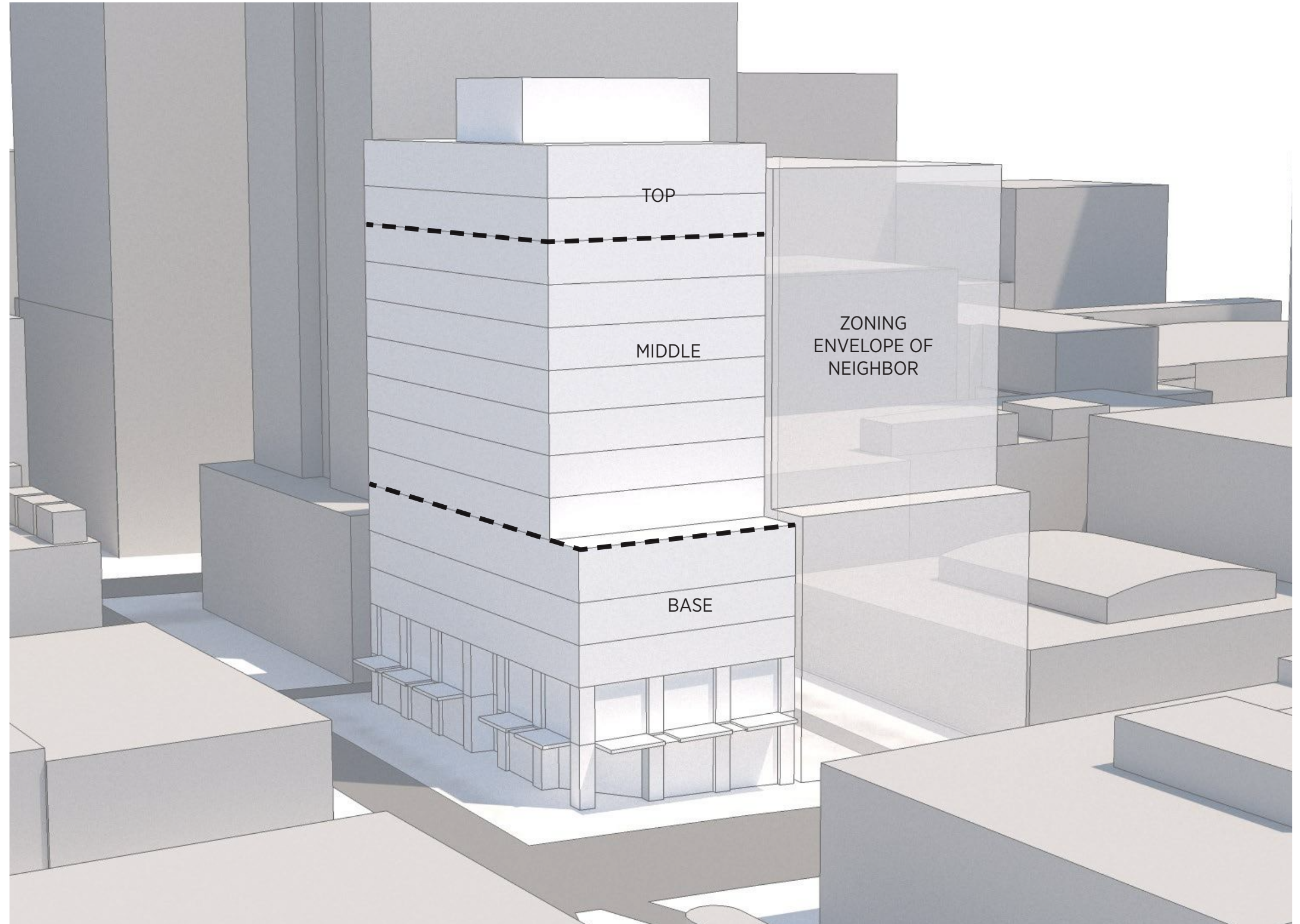
- Partial departure of 15' setback above 65' along 1st Avenue

MASSING CONCEPT 1 TRADITIONAL

Massing Concept 1 works within the existing zoning envelope. The massing concept is predicated on the traditional tripartite scheme: base, middle, top. The massing of the base is determined by the 15' setback above 65' along 1st Avenue, and the programming of two residential floors at the top of the building make for a strong top expression.

Secondary massing moves will reinforce traditional patterns and influences found throughout the neighborhood.

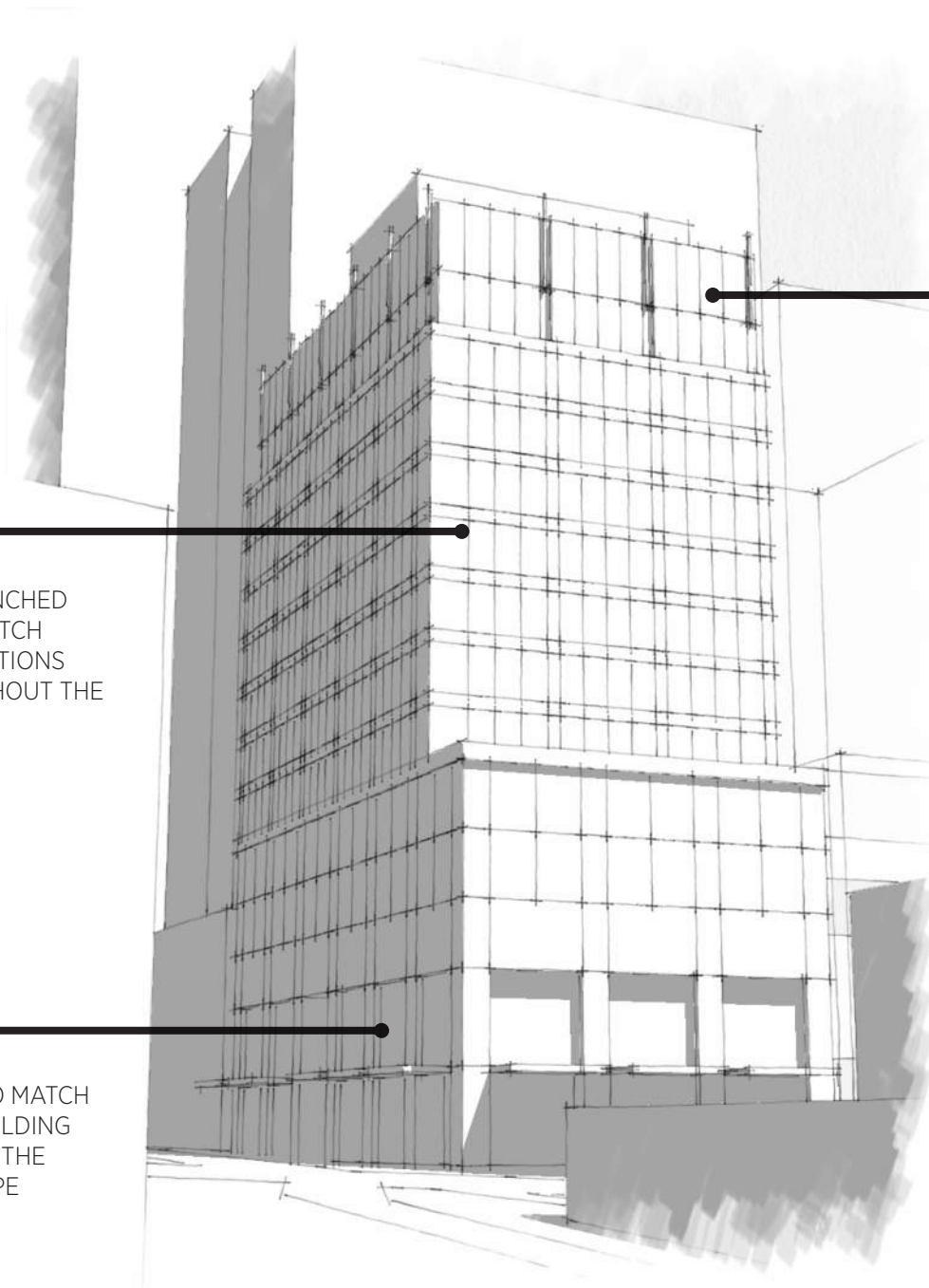
While Massing Option 1 follows the zoning envelope and honors the existing architecture of the Market, it presents two major urban design challenges: there is no setback along Pike Street, and the 65' base is much taller than any of the surrounding buildings of the Market.



CONCEPT INSPIRATION



MIDDLE:
HORIZONTAL PUNCHED
OPENINGS TO MATCH
SIMILAR PROPORTIONS
FOUND THROUGHOUT THE
NEIGHBORHOOD



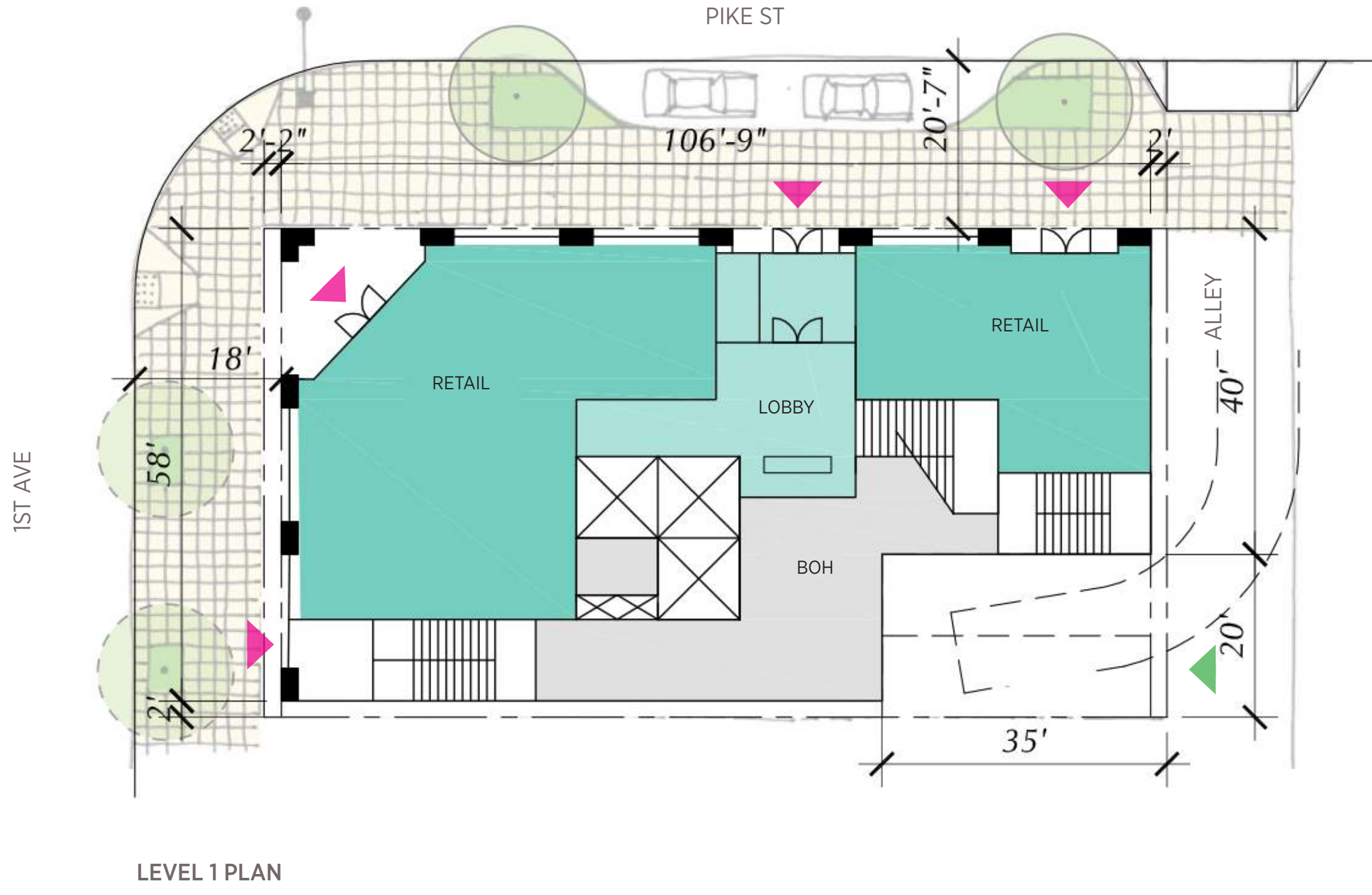
TOP:
DEFINED
RESIDENTIAL
FLOORS

BASE:
PROPORTIONS TO MATCH
THE EXISTING BUILDING
AND TO FOLLOW THE
ZONING ENVELOPE

CONCEPT SKETCH

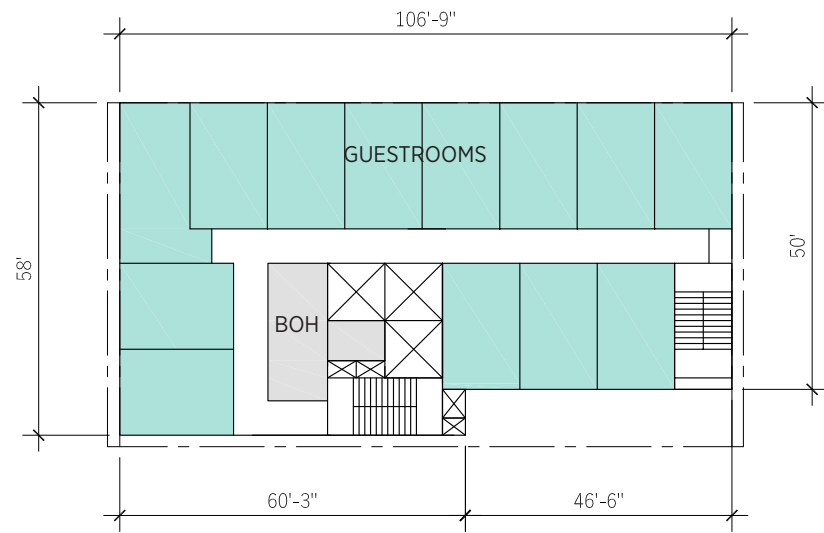


**MASSING CONCEPT 1
TRADITIONAL**

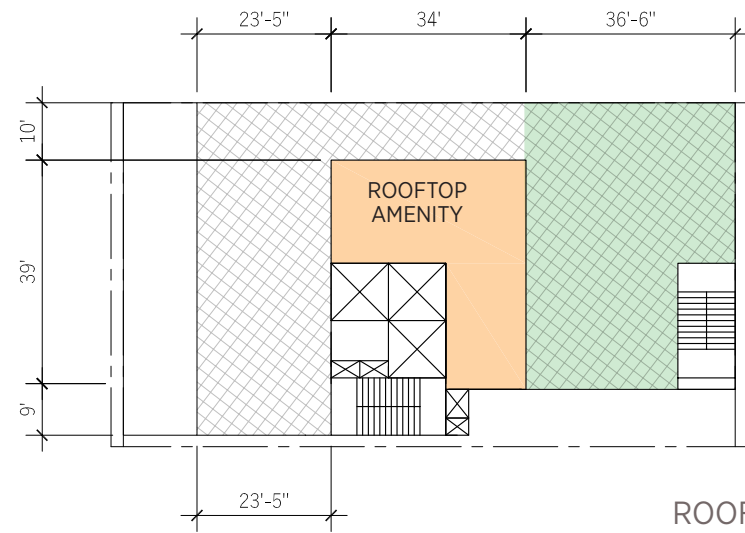


- RETAIL / COMMERCIAL
- HOTEL
- RESIDENTIAL
- AMENITY
- BOH
- PEDESTRIAN ENTRY
- LOADING DOCK

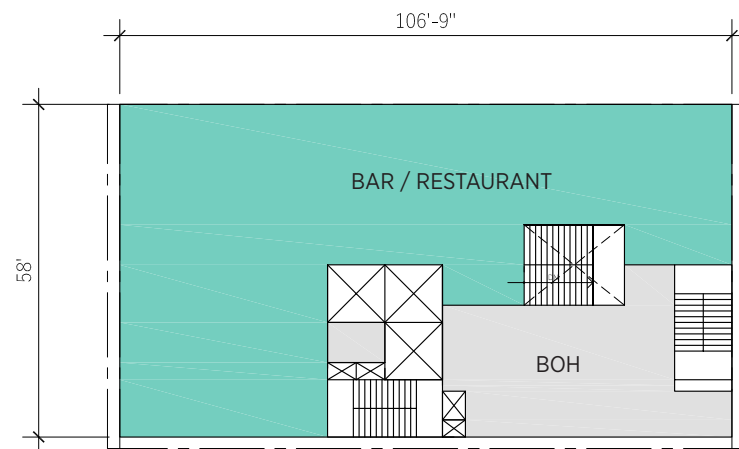
**MASSING CONCEPT 1
TRADITIONAL**



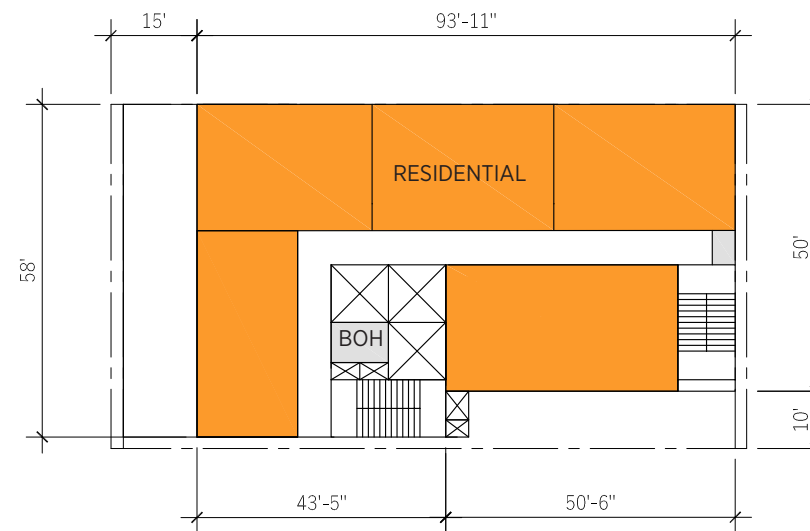
LEVEL 3-5



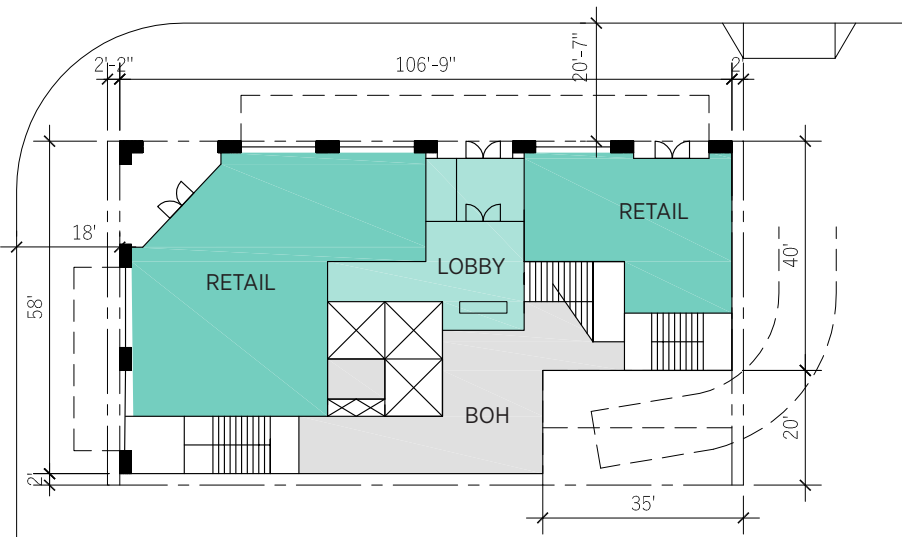
ROOF



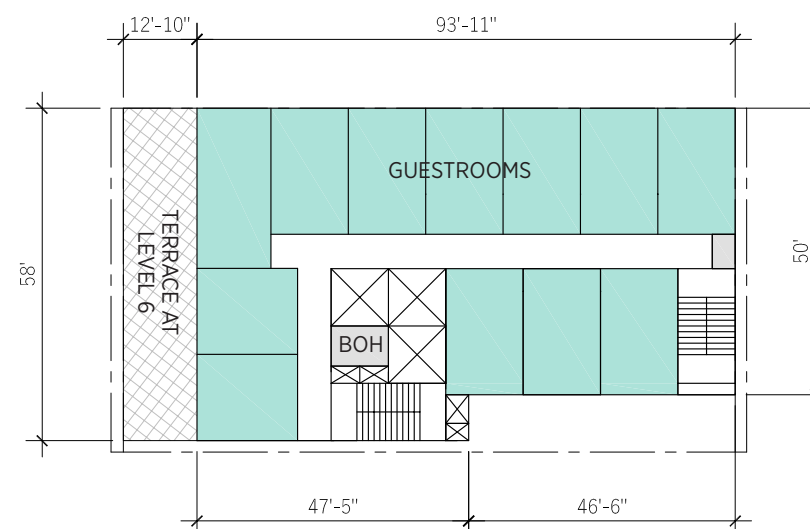
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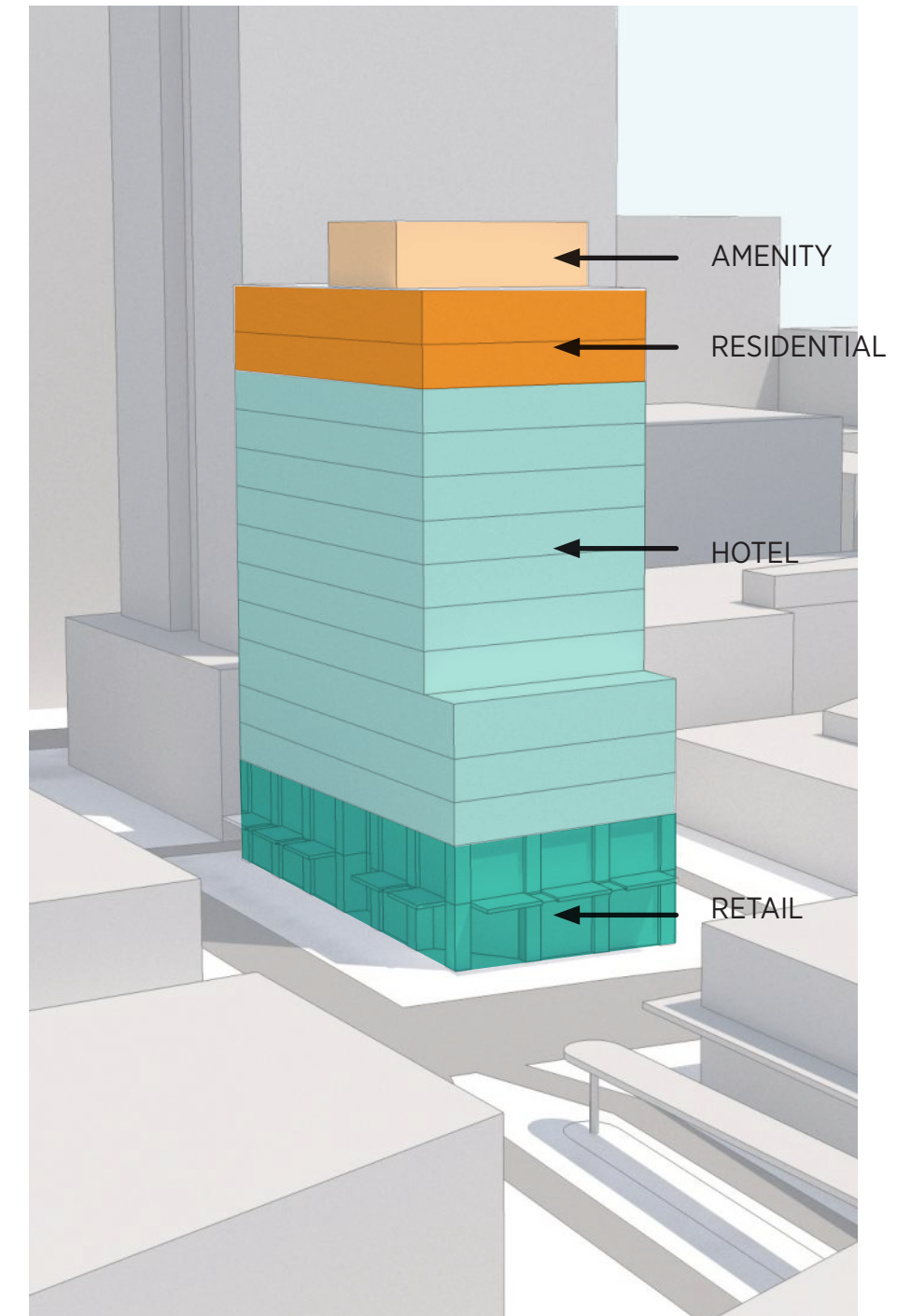
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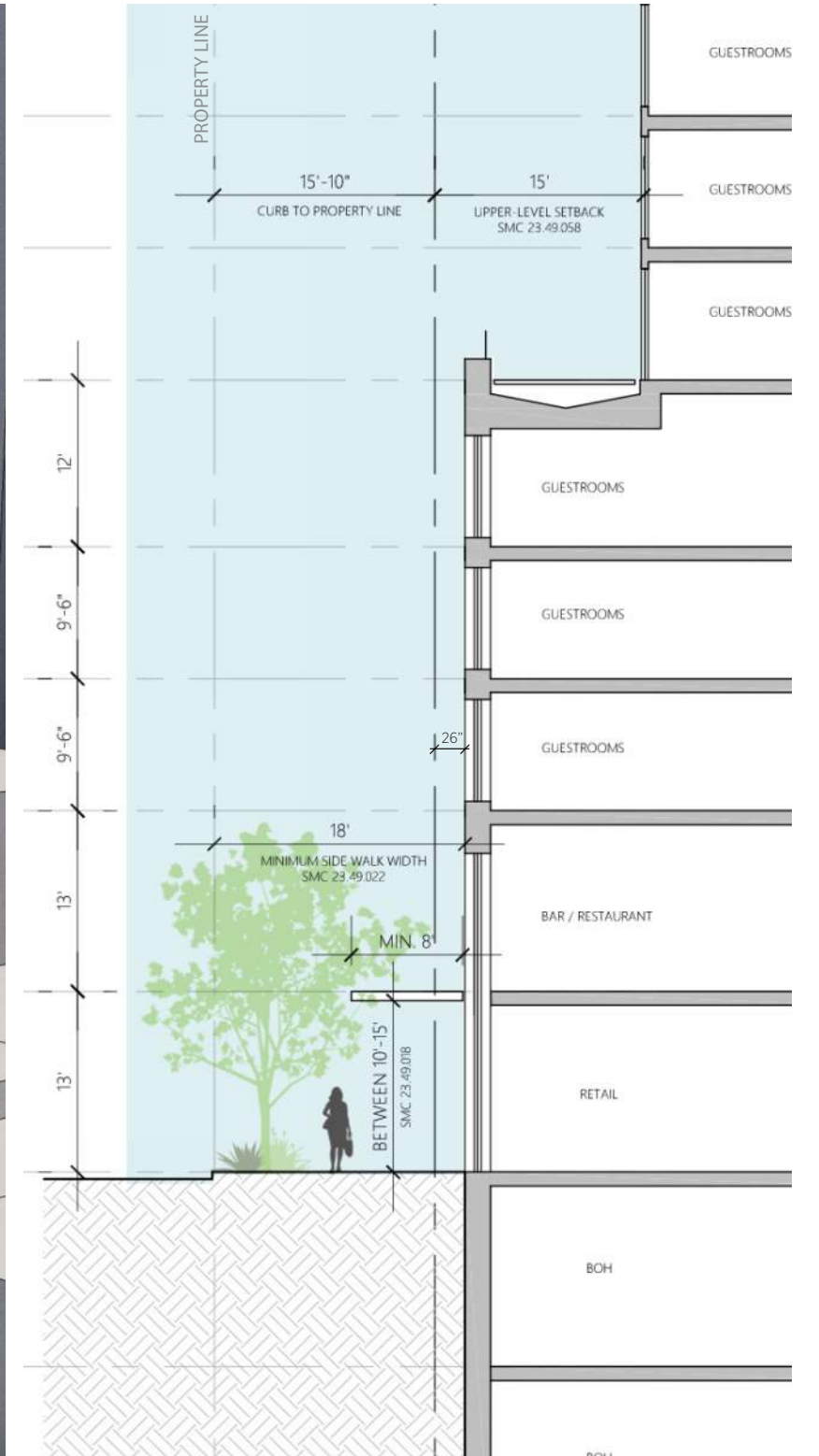
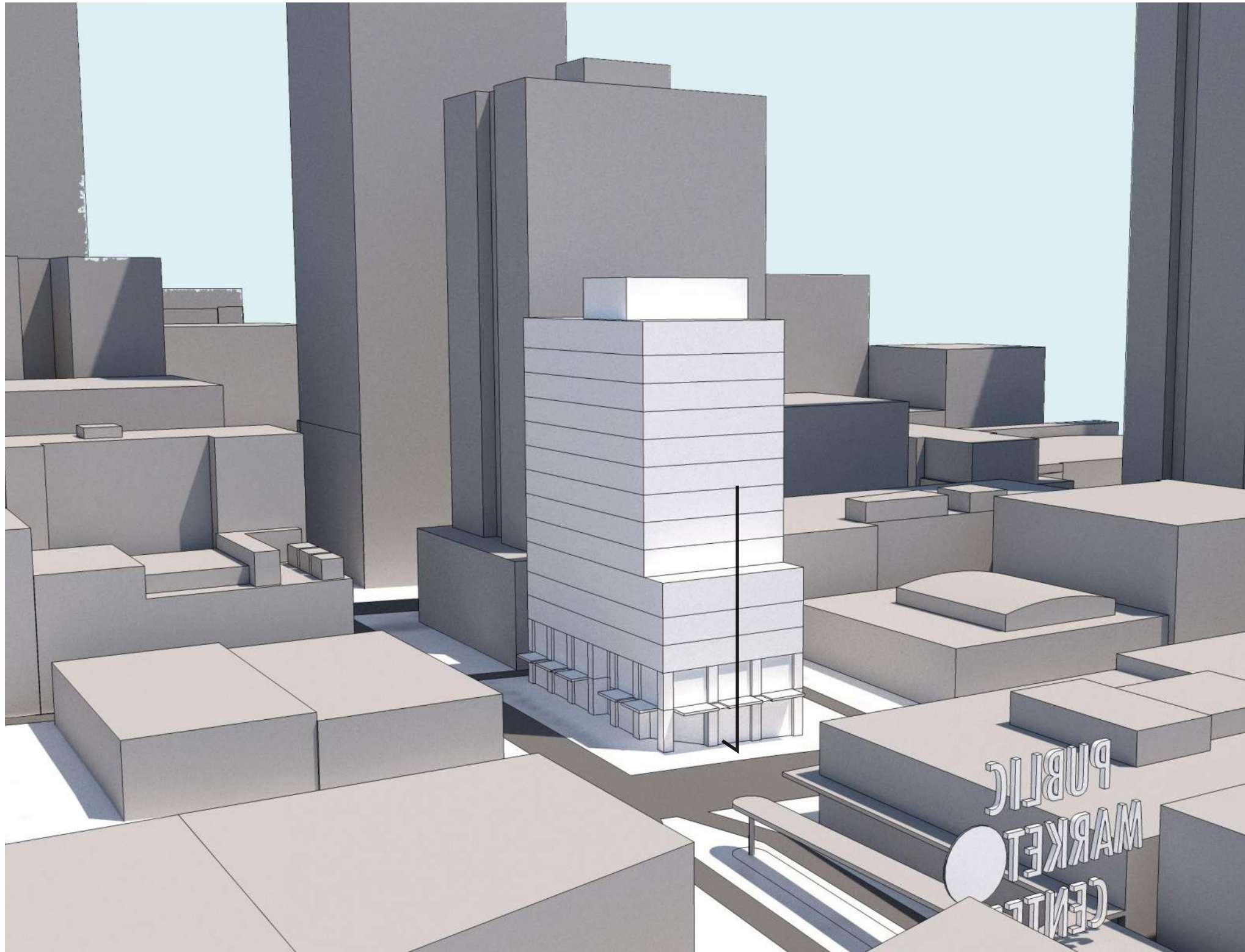
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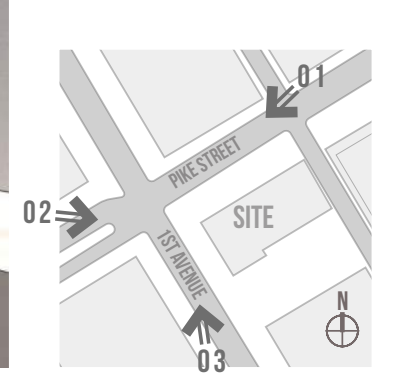
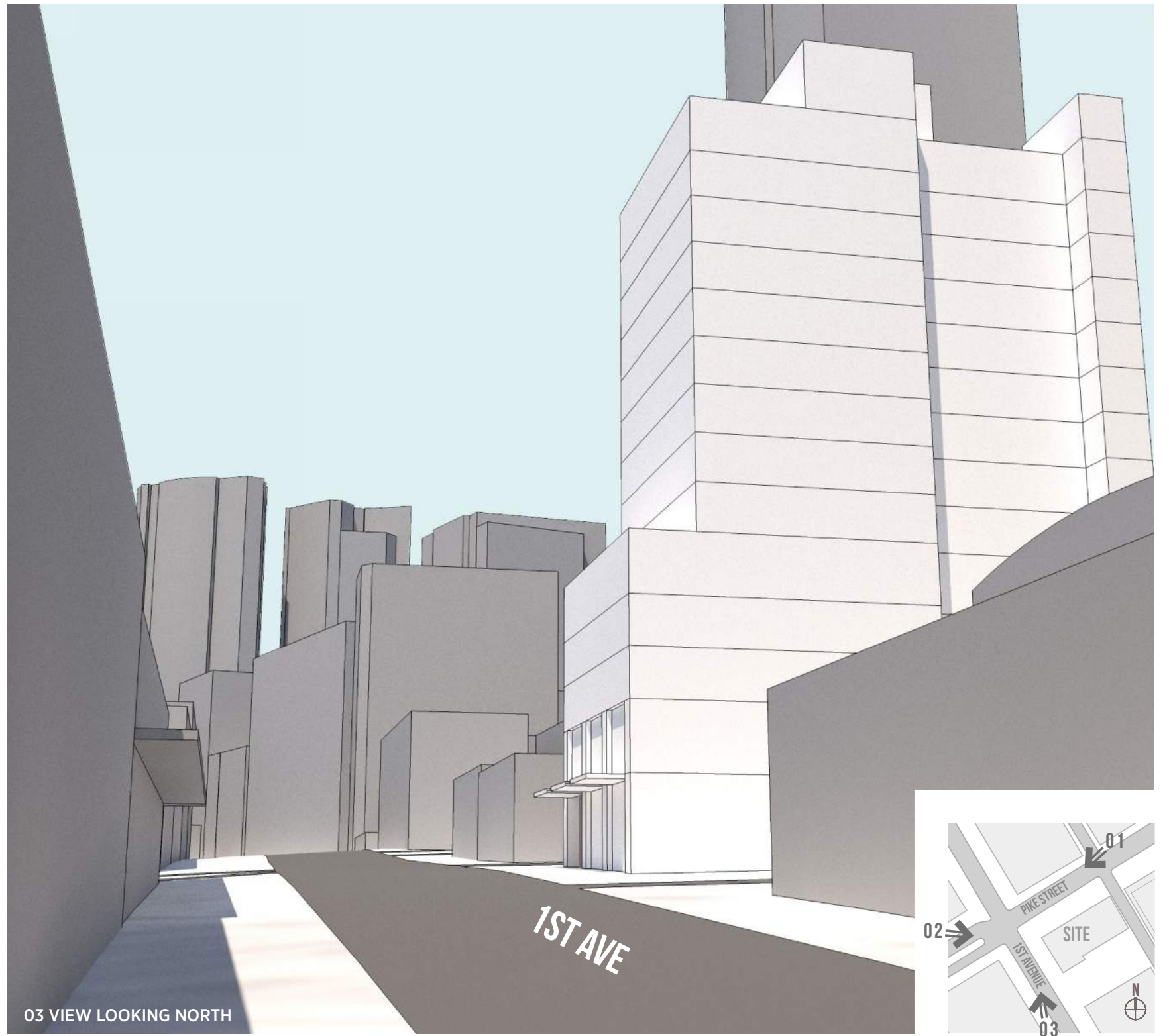
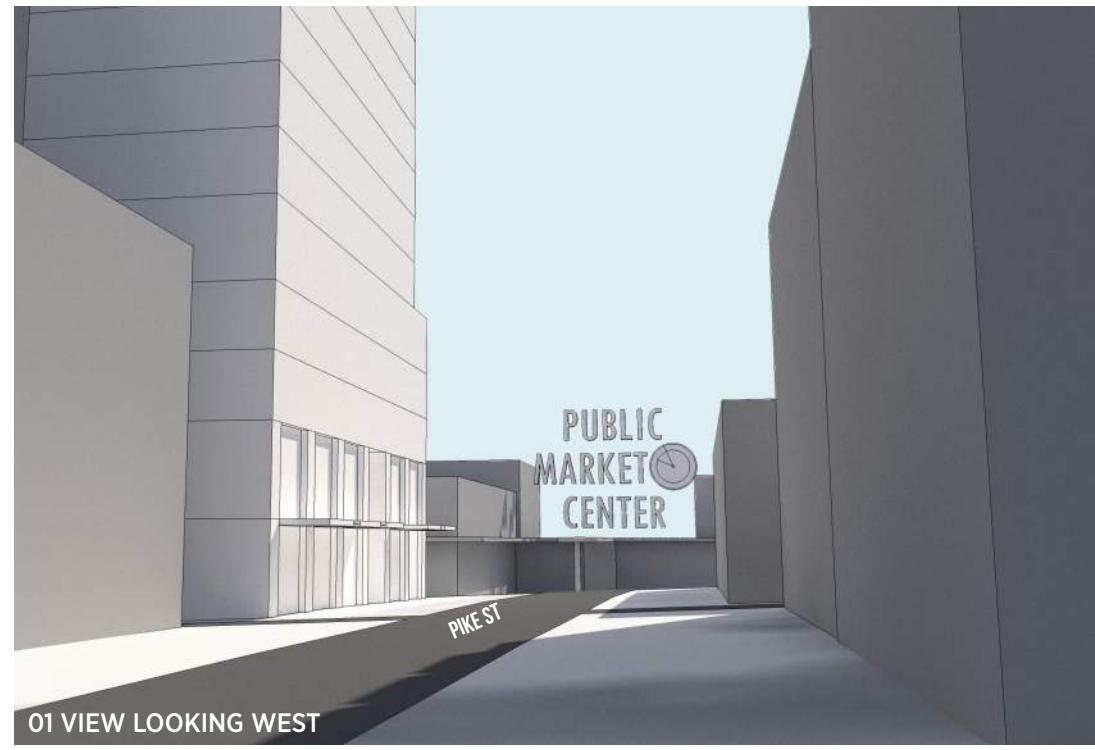


LEVELS 6-12



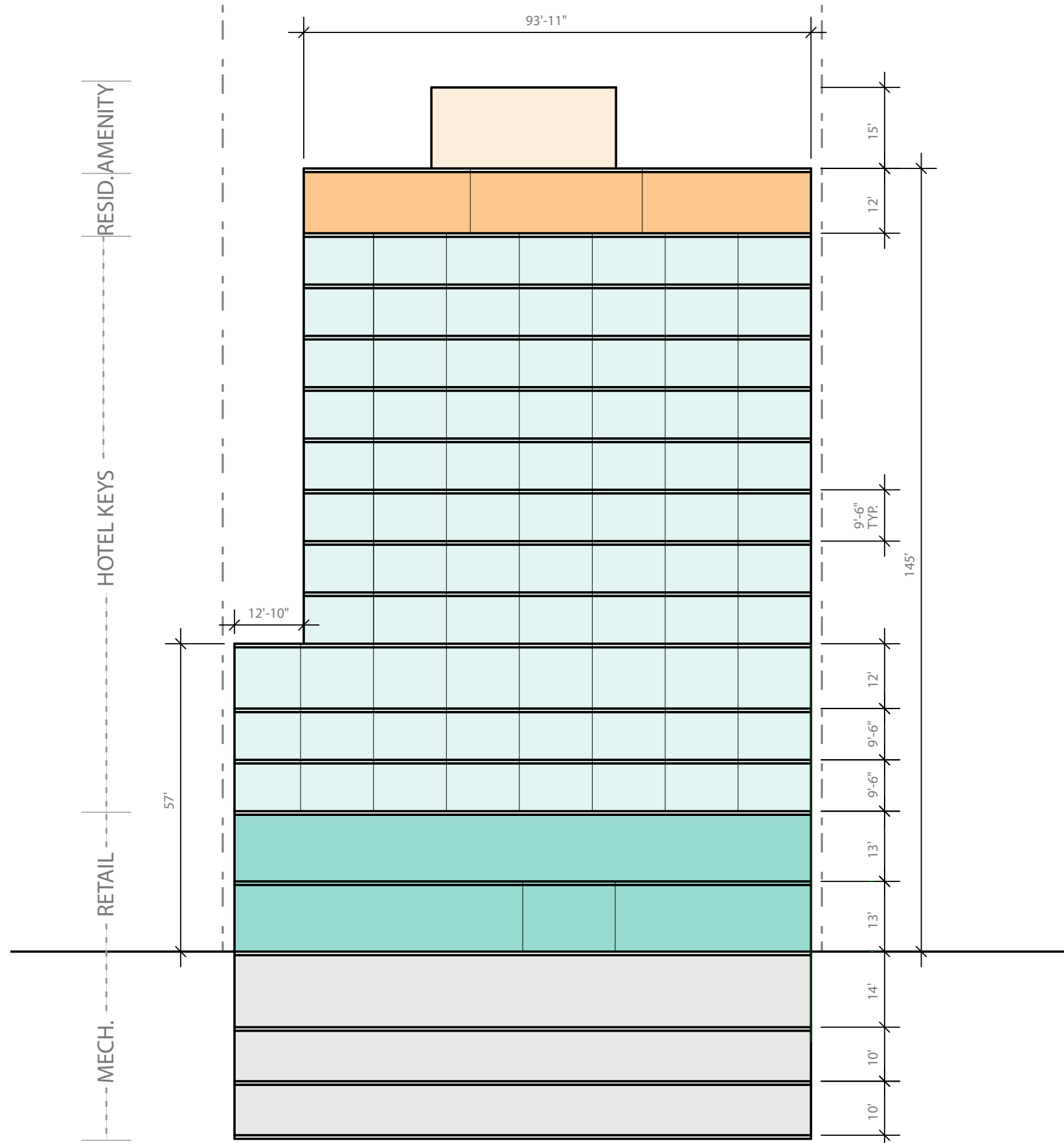
8.0 ARCHITECTURAL CONCEPTS

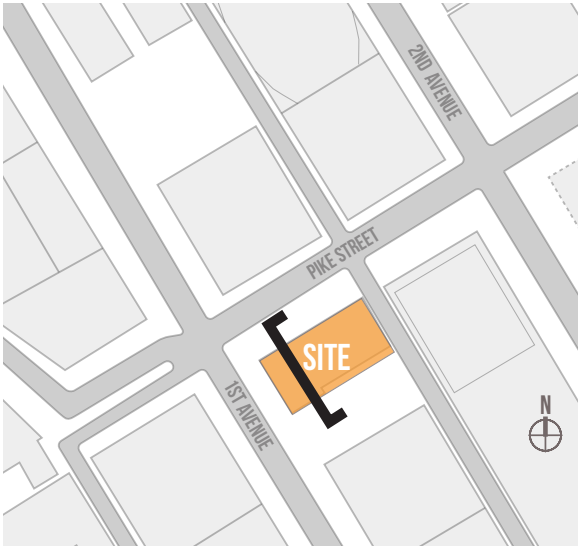
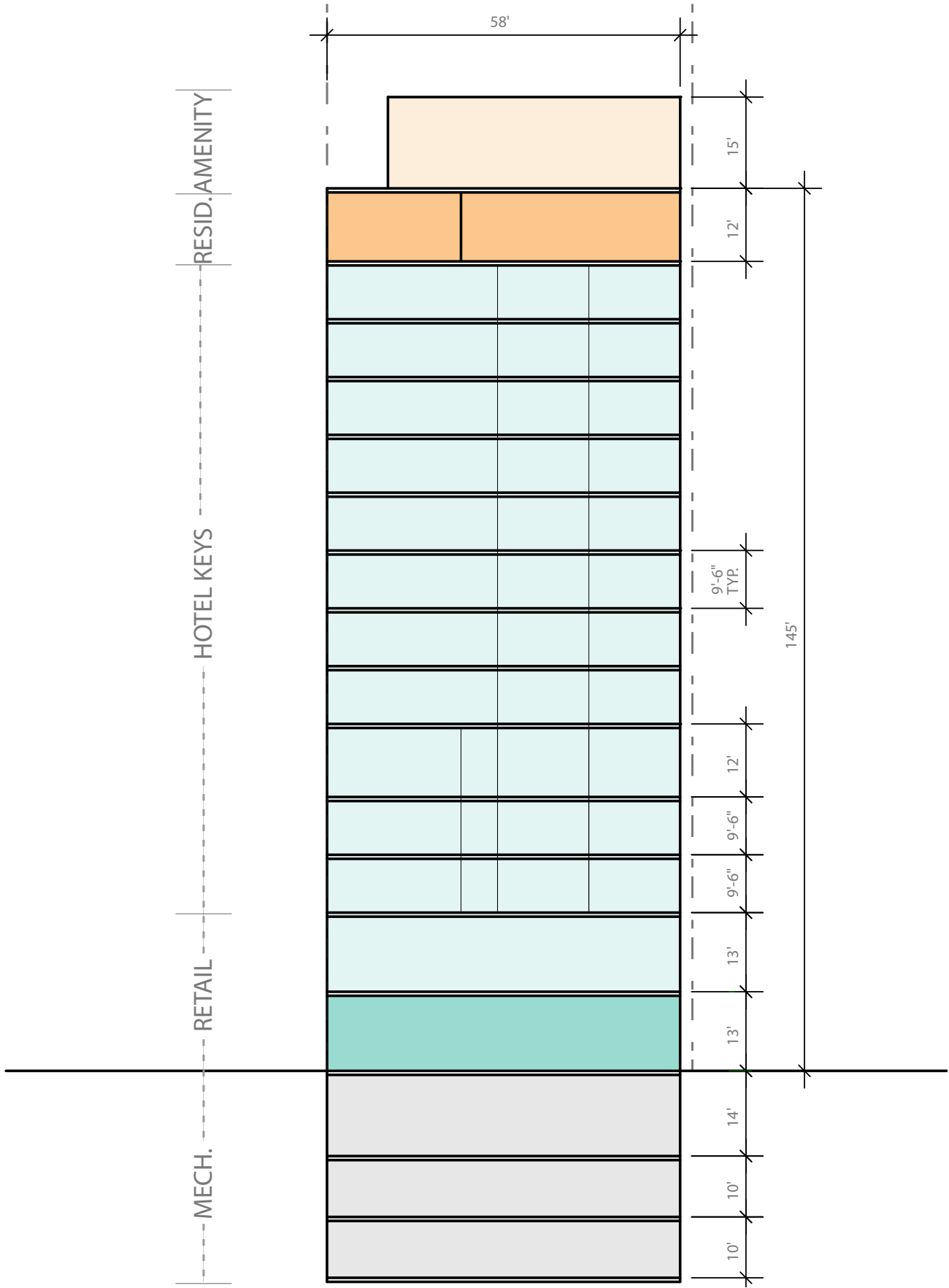




8.0 ARCHITECTURAL CONCEPTS

MASSING CONCEPT 1 SECTIONS





MASSING CONCEPT 2 THE SHIFT

Massing Concept 2 starts with the premise that the available area in the zoning envelope can be shifted to create more useful public space at the street level. The base is shifted 4' away from 1st Avenue, a 7' setback is added to Pike Street above the third story, and the corner is opened up to the Market.

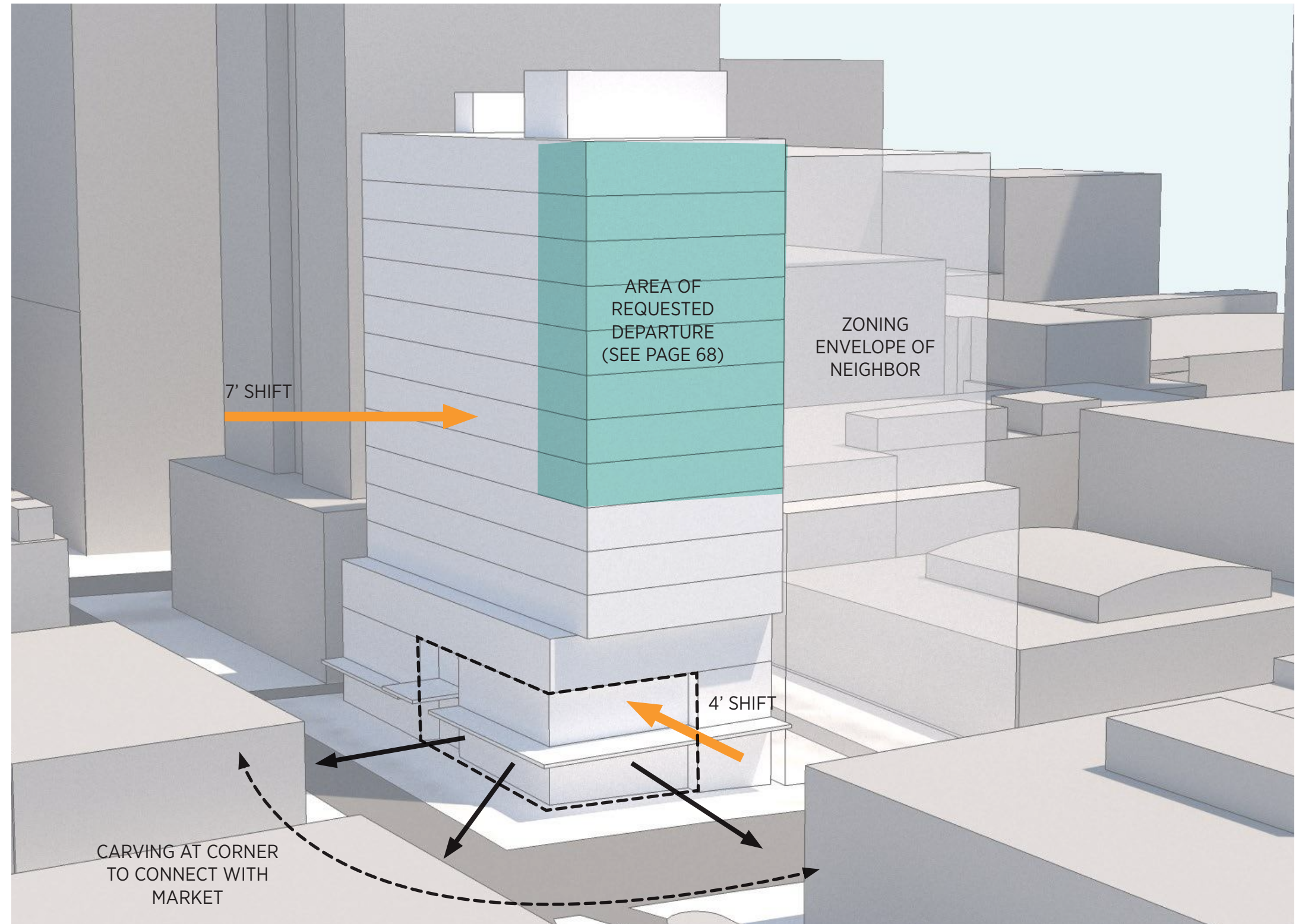
The base is a solid massing element with a large carved opening at the corner to connect with Pike Place Market. Additional openings at street level will be punched openings to reinforce the solid base.

The tower will have a combination of punched openings and window wall with more open areas of façade concentrated at the Northwest corner and at the top of the tower.

Massing Concept 2 provides a strong three-story base expression that directly matches the buildings across the street. It also provides a nice setback along Pike Street to create a smaller scale along the pedestrian connector.

Some of the challenges of Massing Concept 2 include:

- No guest room windows on the South toward 1st Avenue
- Blocky massing at the base that does not reflect street-level design patterns found in the neighborhood



CONCEPT INSPIRATION



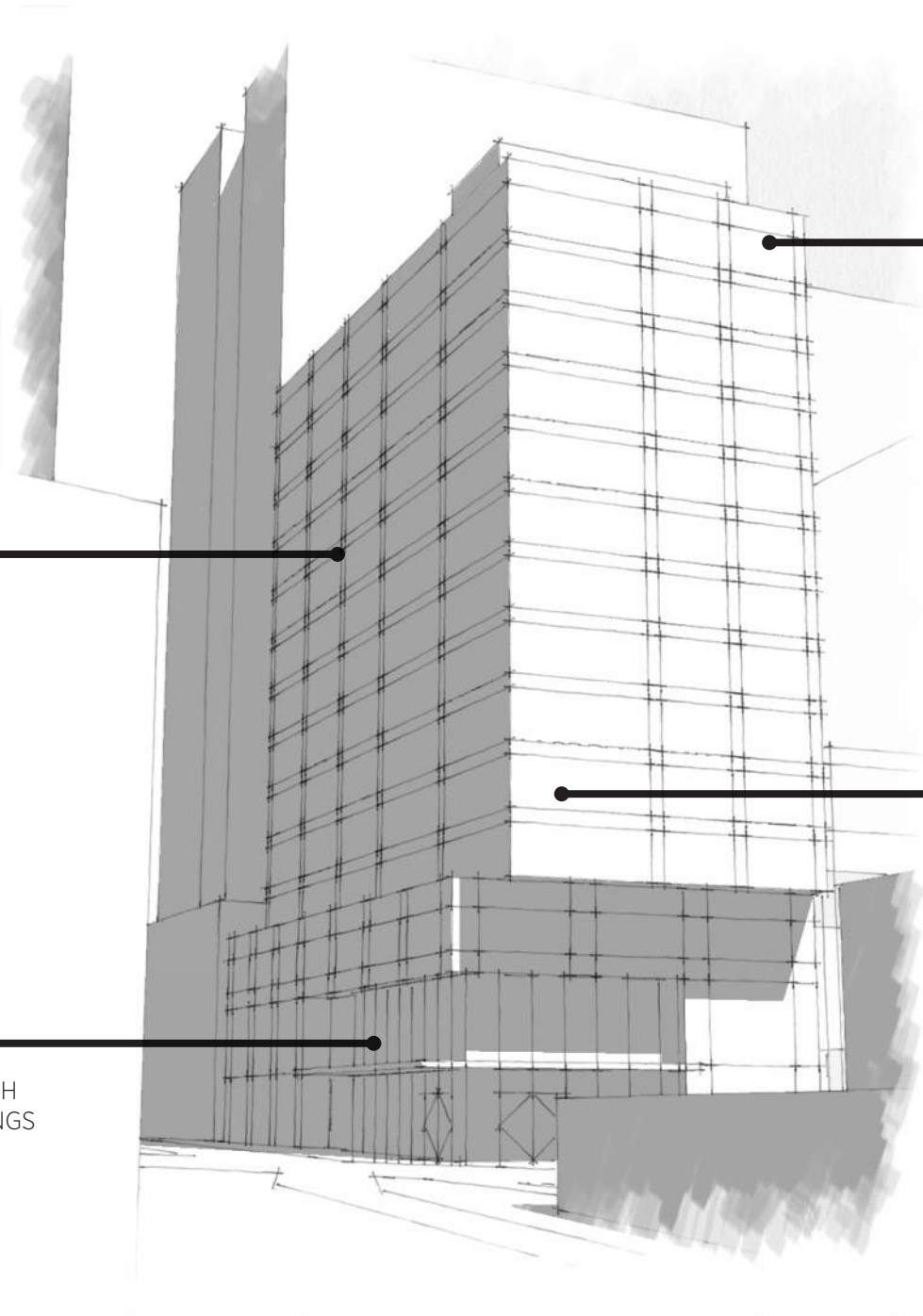
CLASSIC PROPORTIONS
MODERN EXPRESSION



DEFINED TOP
RESIDENTIAL
FLOOR



SOLID BASE WITH
CARVED OPENINGS

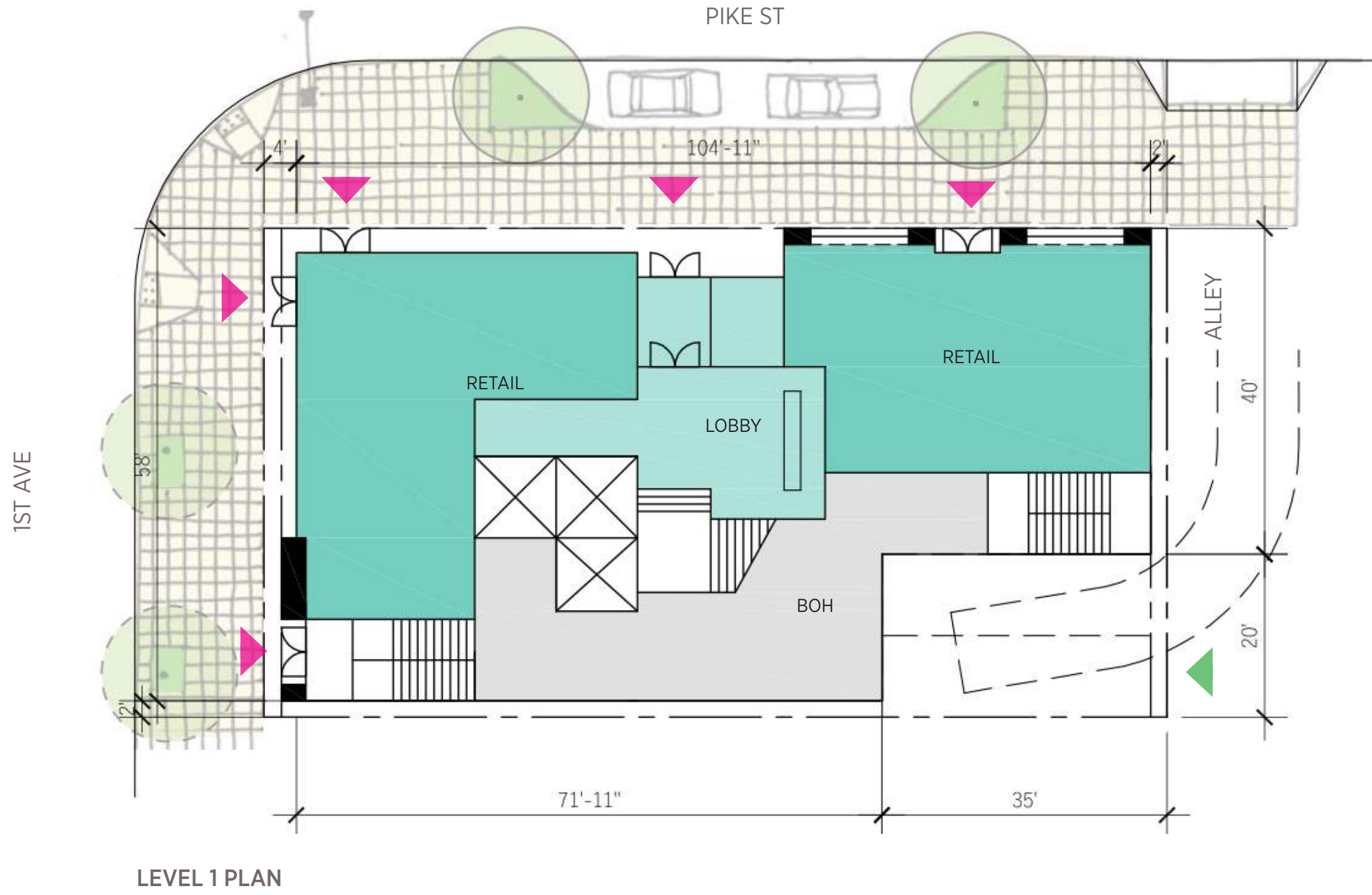


MORE GLAZING
AT NORTHWEST
CORNER

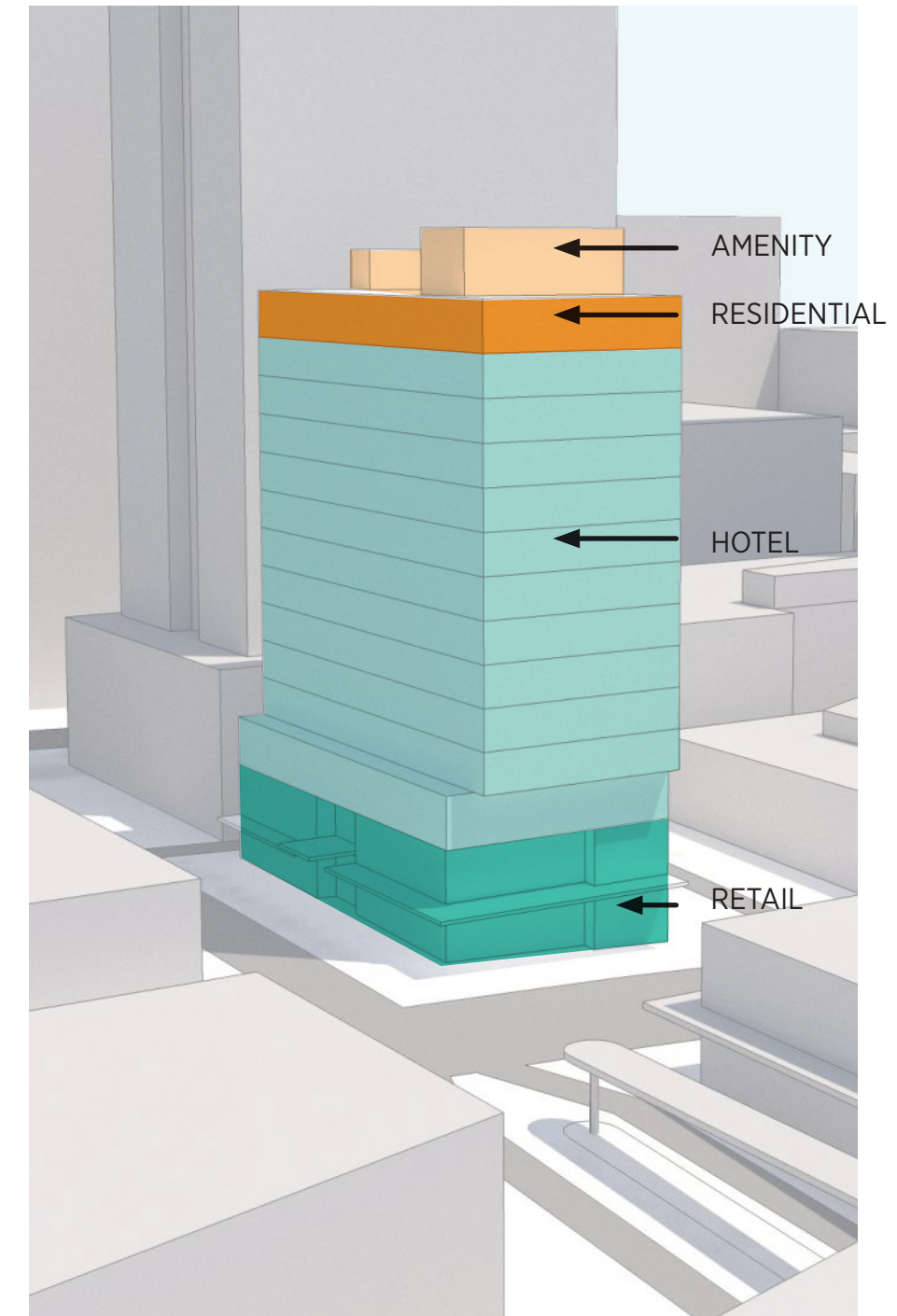
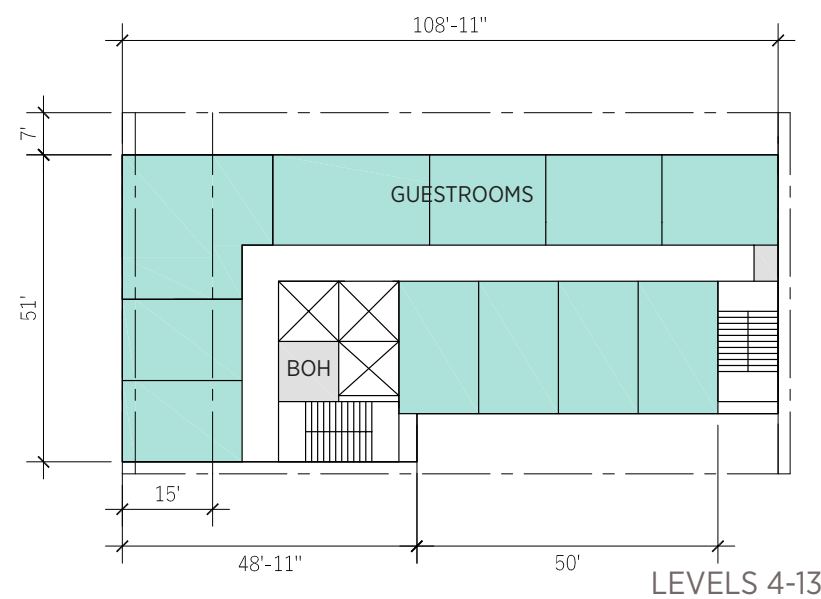
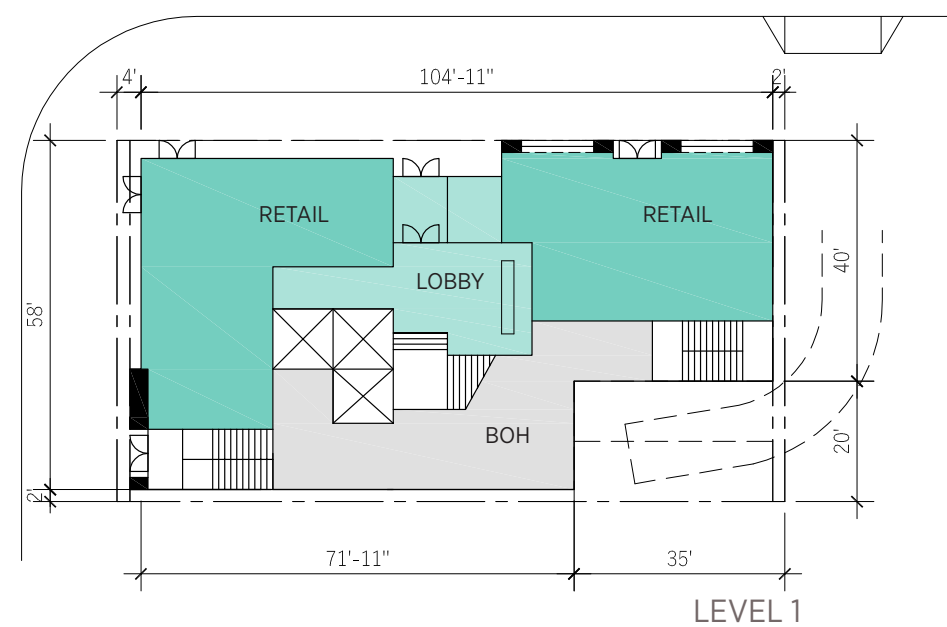
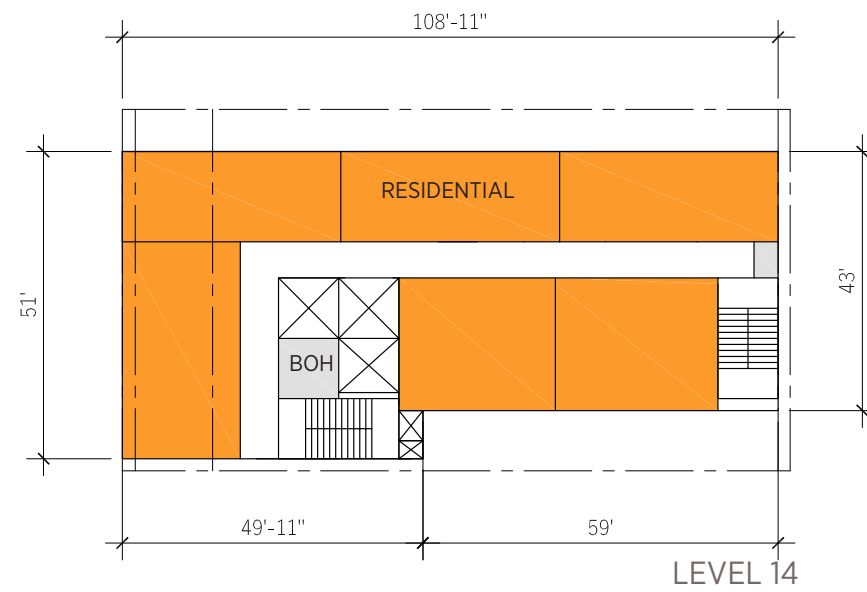
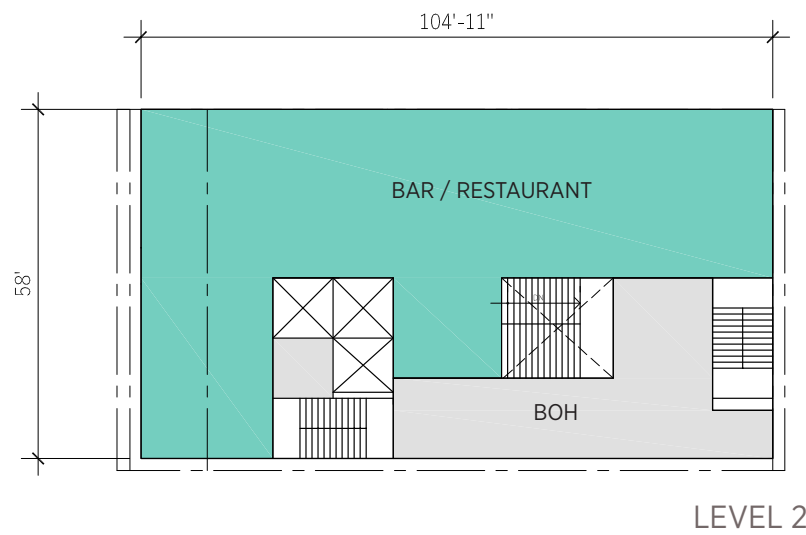
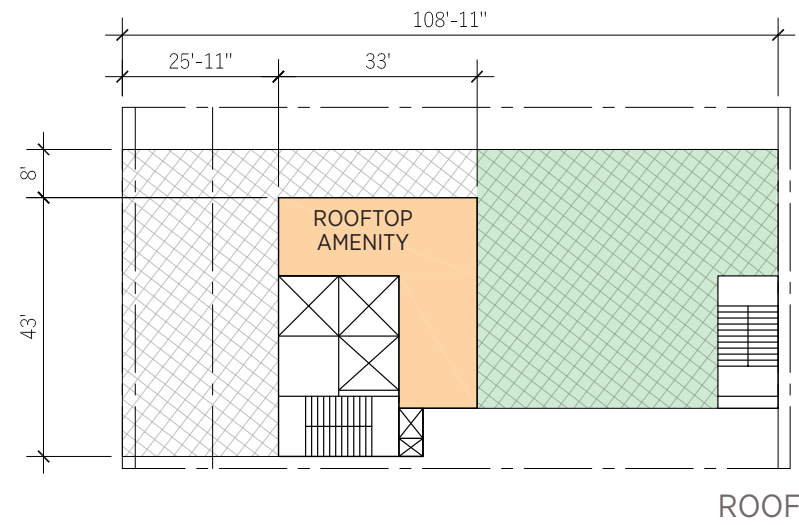
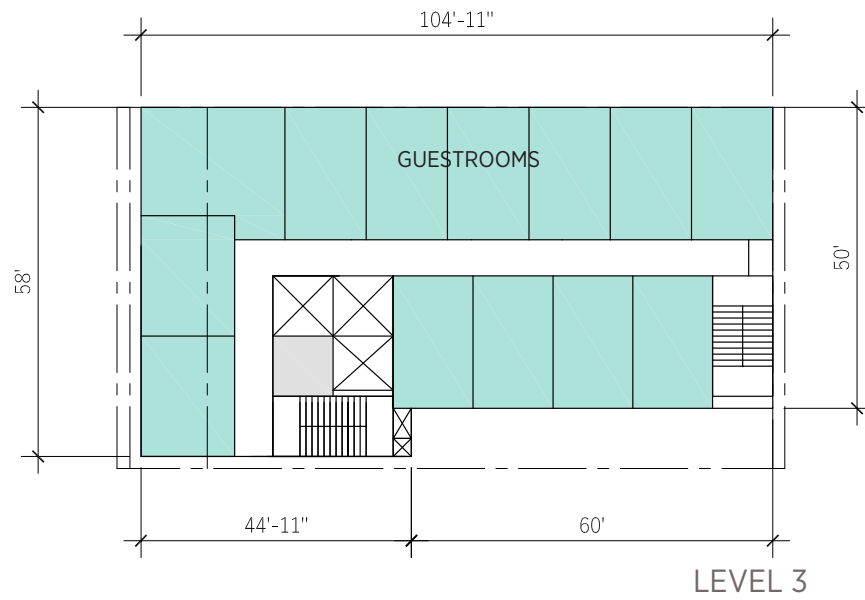
CONCEPT SKETCH



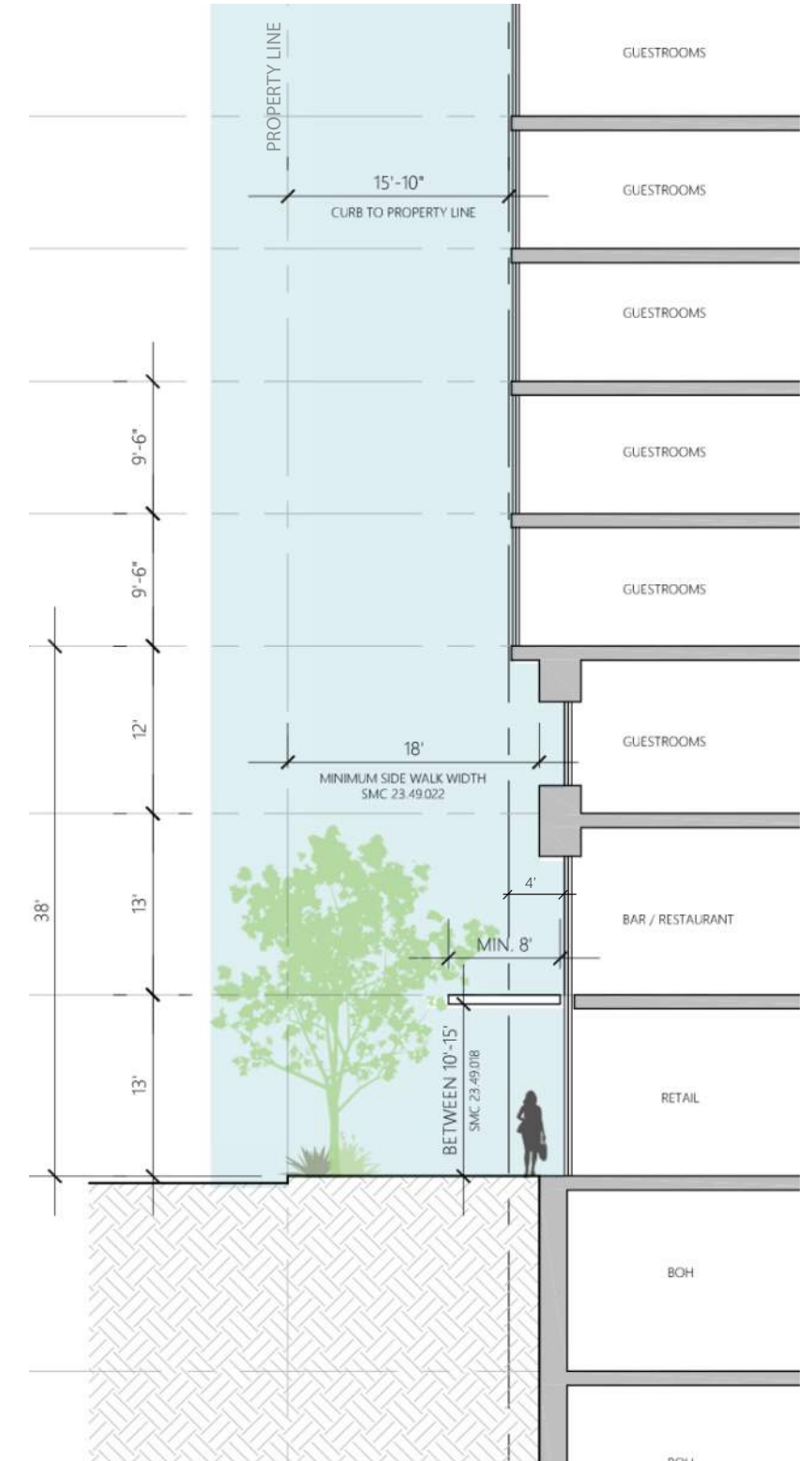
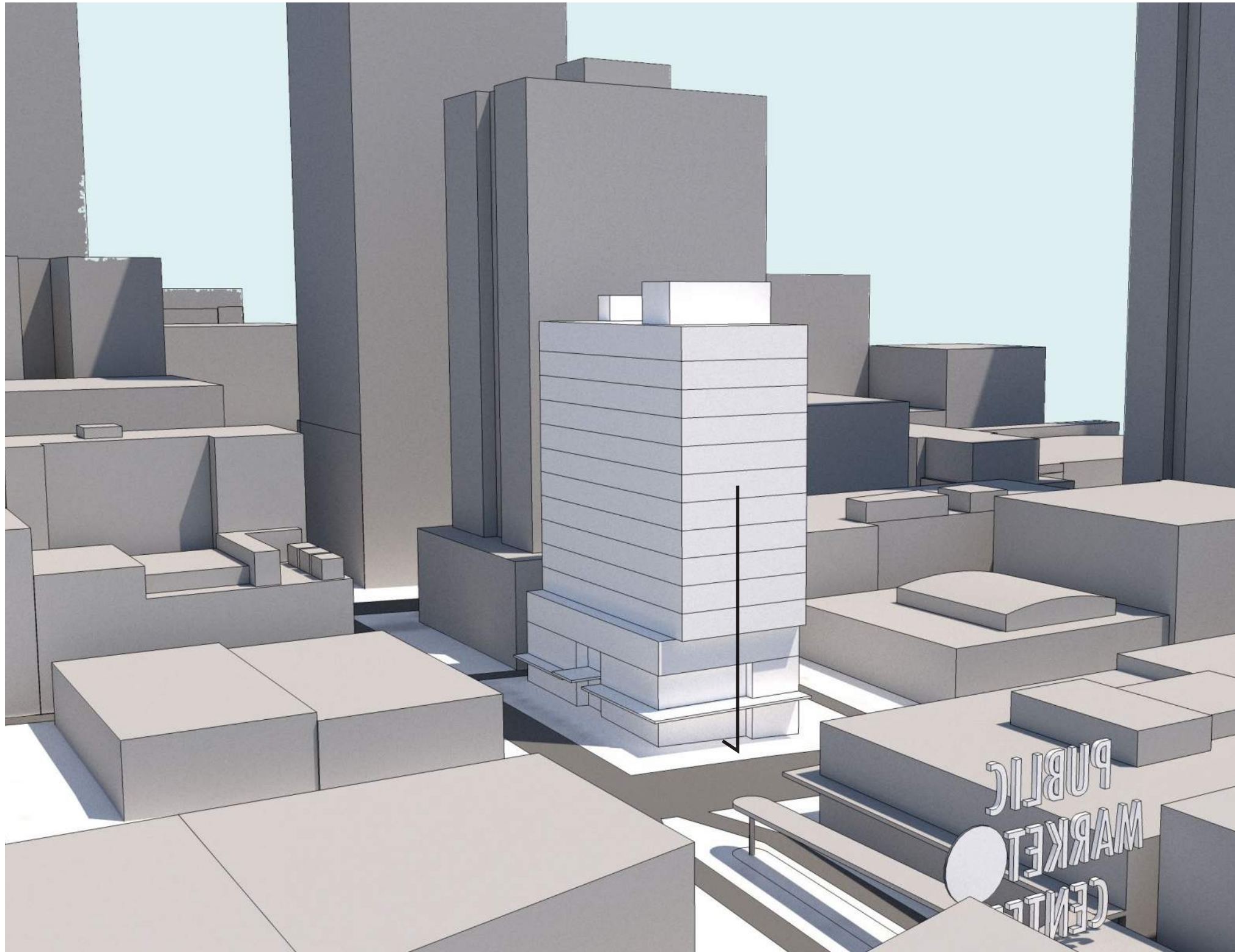
MASSING CONCEPT 2
THE SHIFT

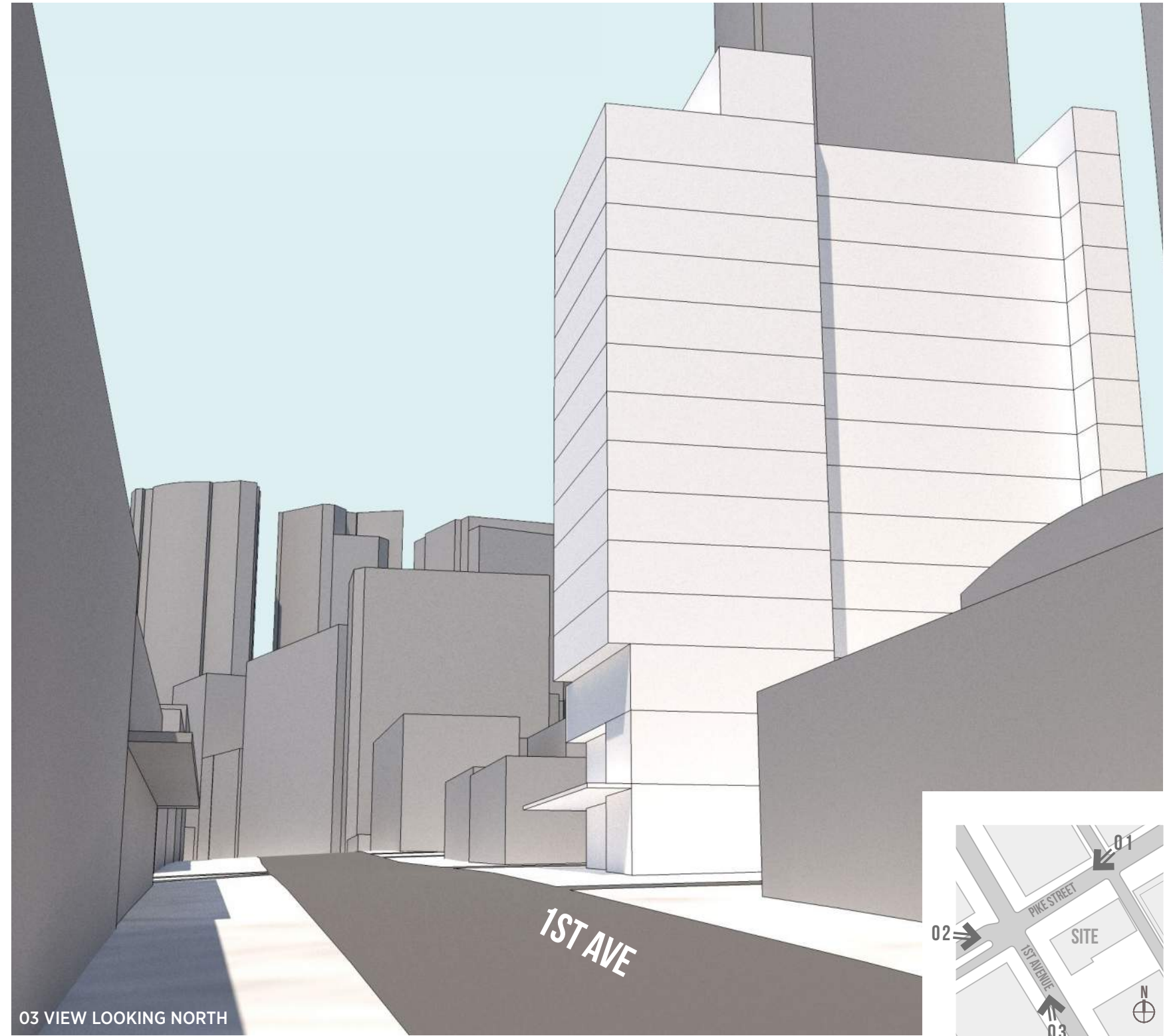
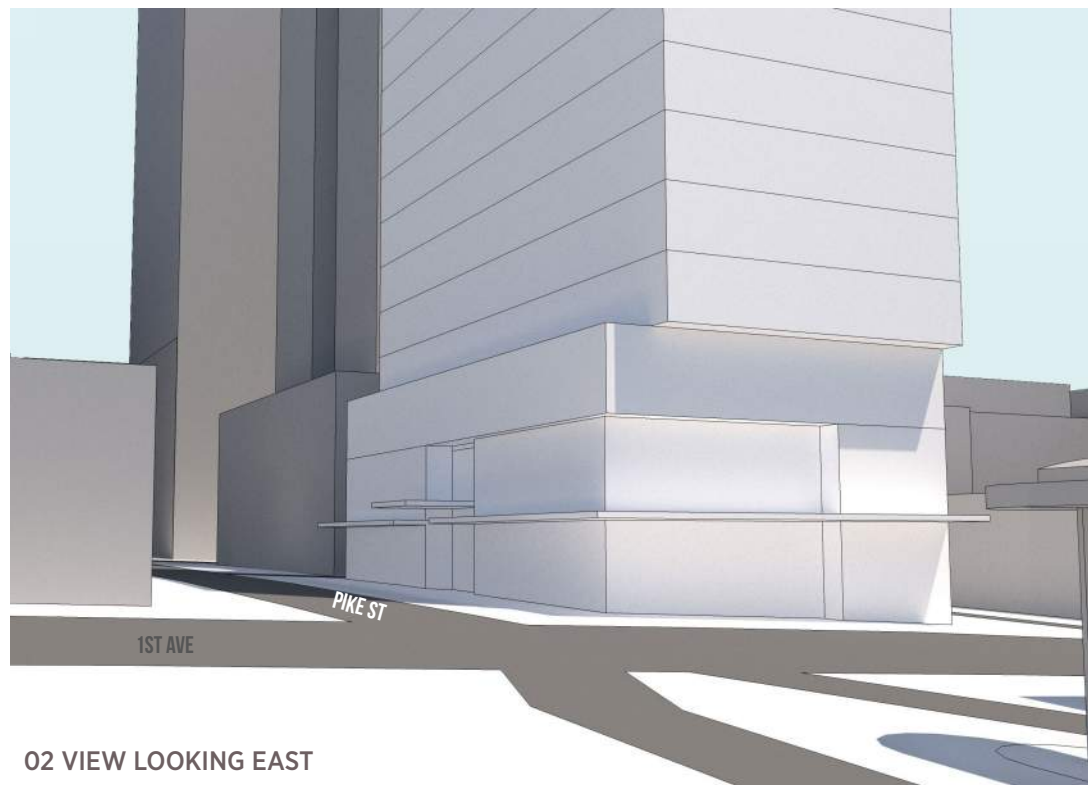


**MASSING CONCEPT 2
THE SHIFT**



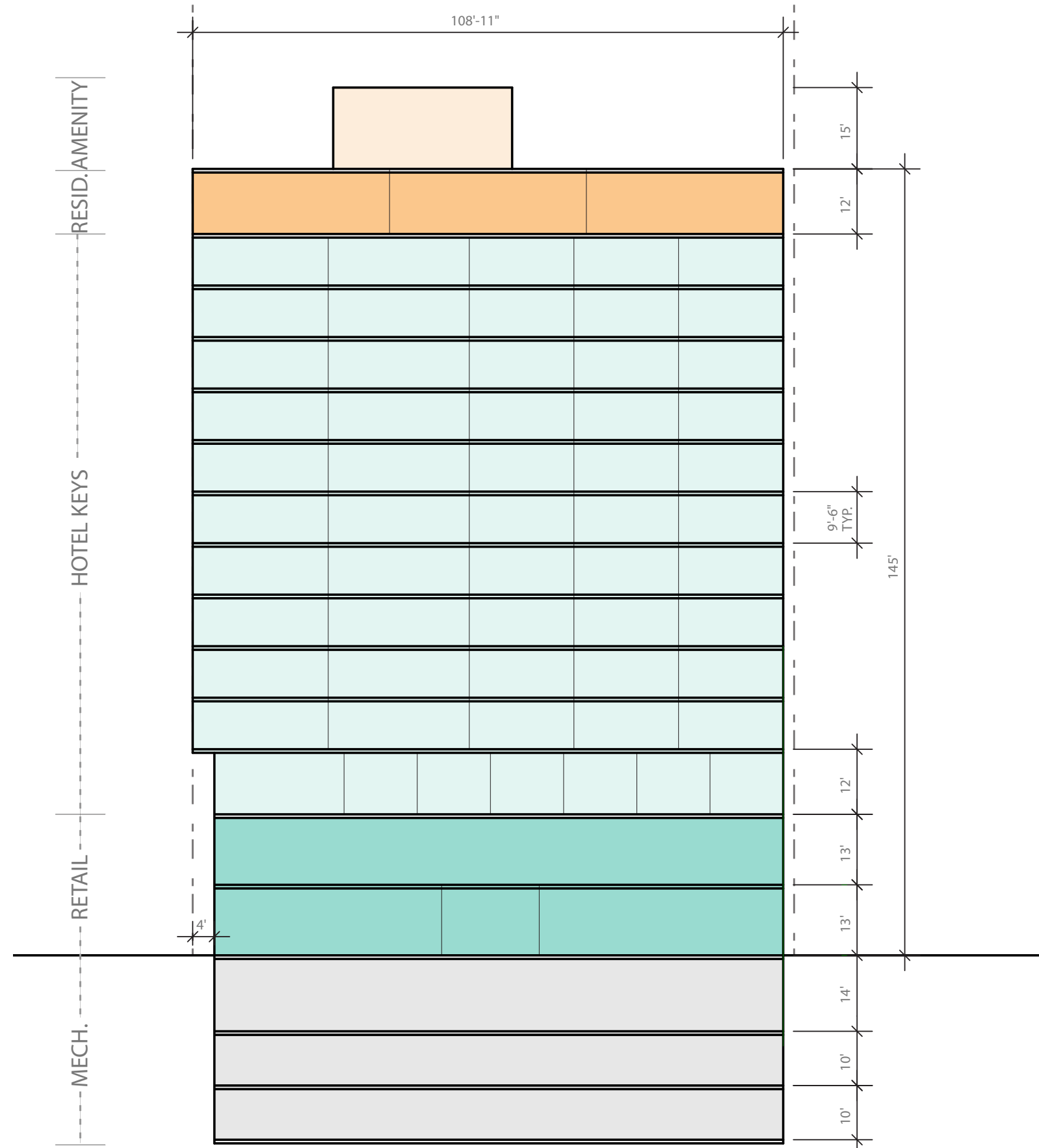
8.0 ARCHITECTURAL CONCEPTS

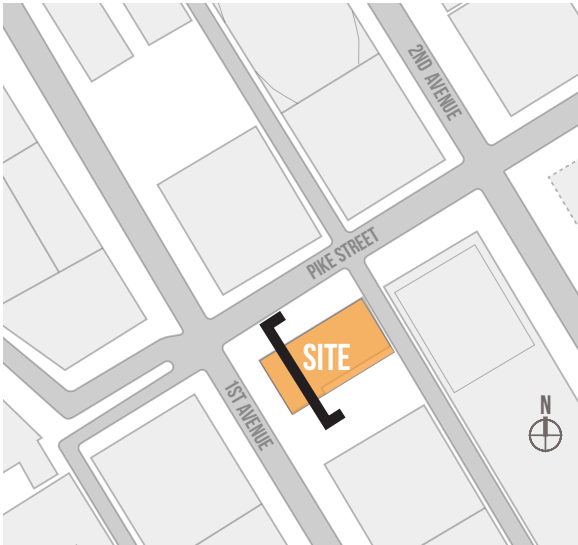
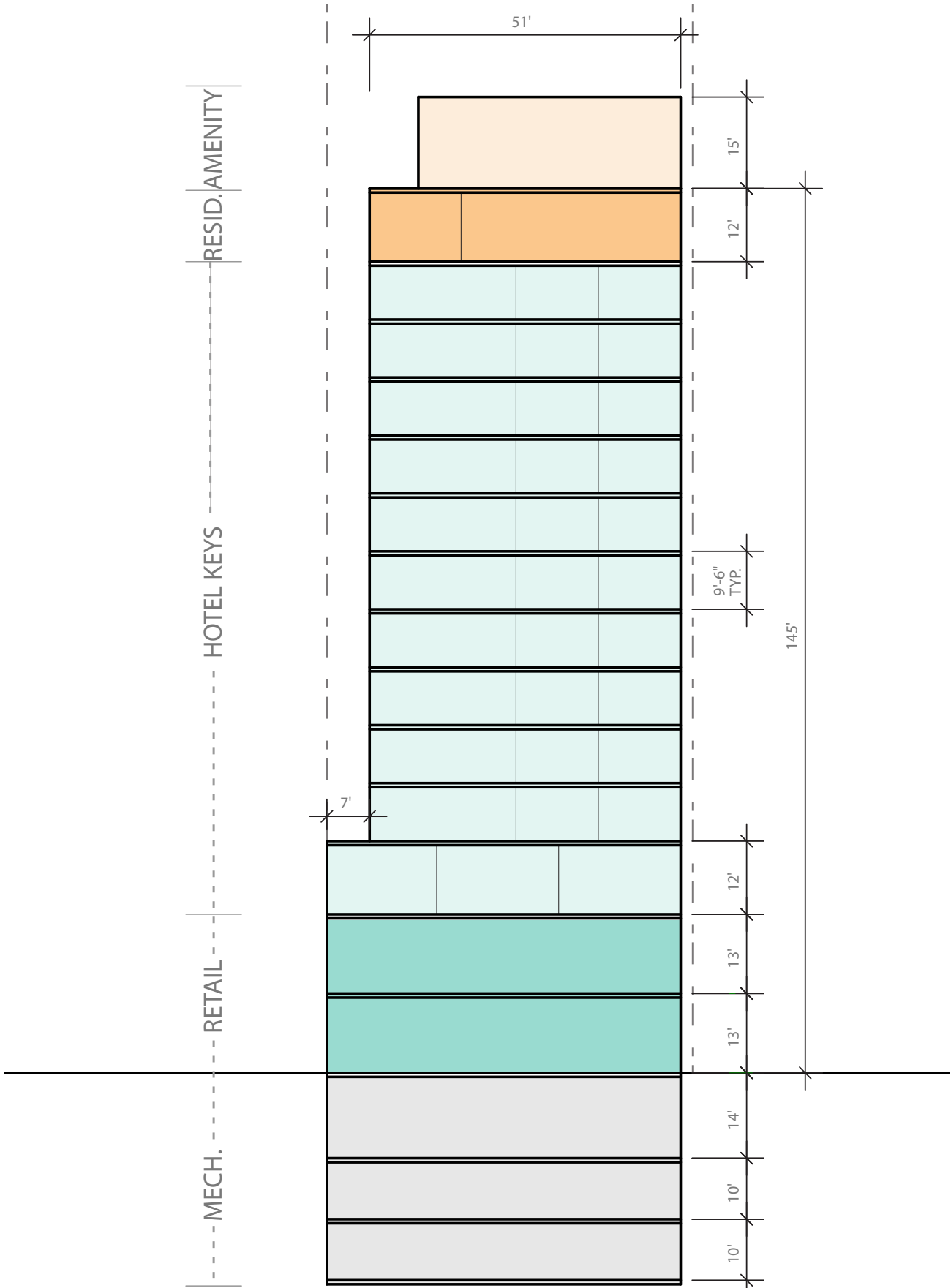




8.0 ARCHITECTURAL CONCEPTS

MASSING CONCEPT 2 SECTIONS





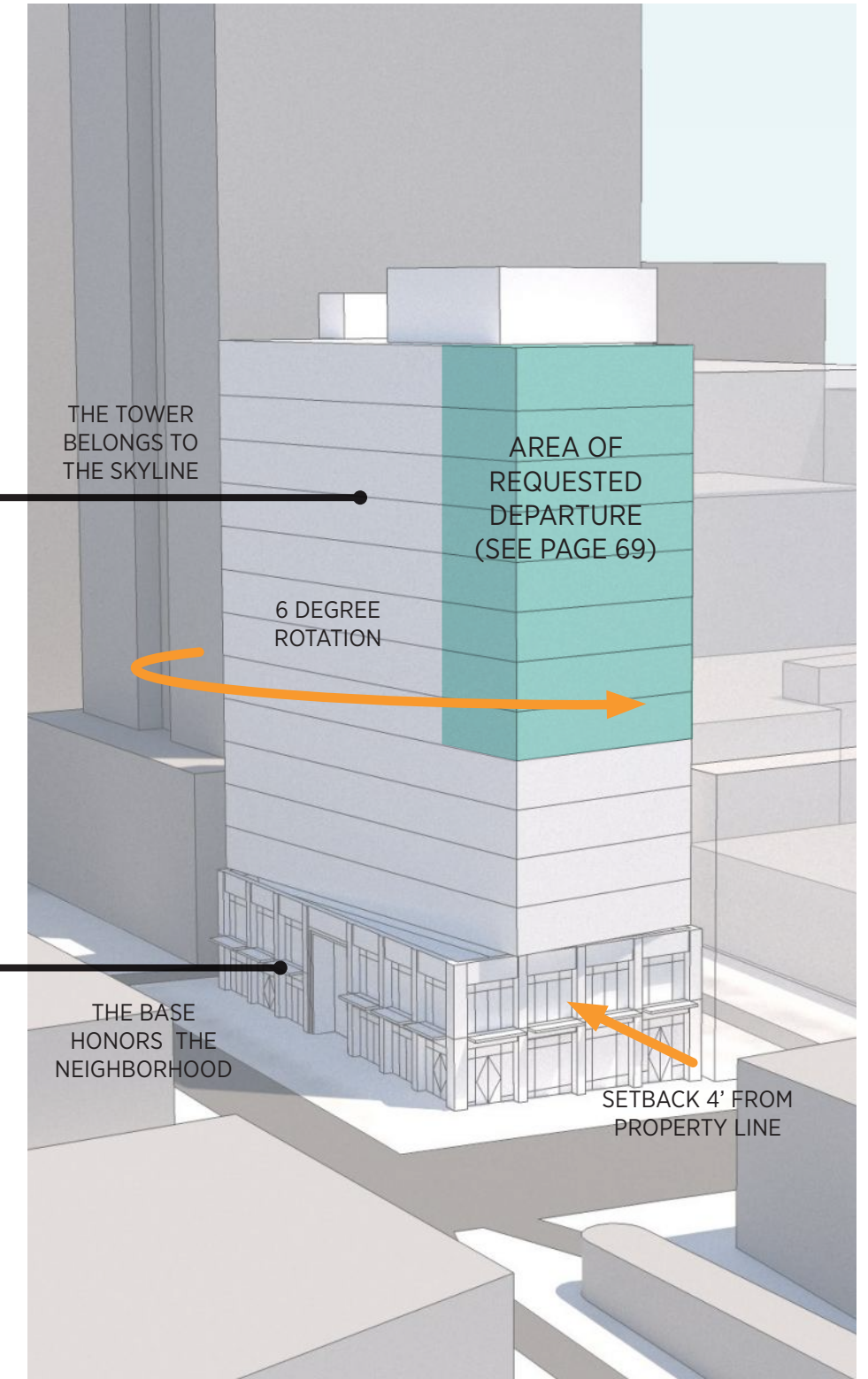
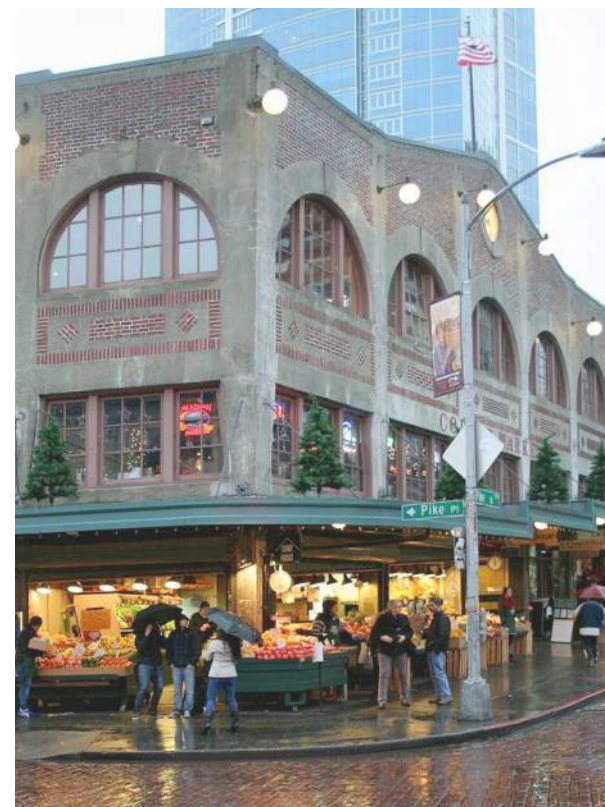
8.0 ARCHITECTURAL CONCEPTS

CONCEPT 3 (PREFERRED) THE PIVOT

The preferred massing option is based on the concept of the pivot. We believe that the building must respond to two primary contextual cues: the Pike Place Market and the Seattle Skyline. In the preferred option, a two-story base references the neighboring buildings at the corner of 1st and Pike. A highly open façade will connect the building with the street and corner activity. The tower is rotated to reduce glare on the market, take advantage of the views, and create a slim profile in the skyline.

Massing Concept 3 combines the best features of Concepts 1 and 2. The two-story base of the building matches the pattern and scale of existing retail in the neighborhood. The expressed height of the base matches the existing buildings along the east side of 1st Avenue.

The rotation of the tower allows for a setback along Pike Street. The tower configuration allows for windows at the Southwest corner to activate the façade that is seen from 1st Ave (looking North). Concept 3 is the only option that allows for this.



CONCEPT INSPIRATION



TOWER IS INSPIRED BY STEEL AND GLASS PIVOT WINDOWS FOUND THROUGHOUT THE MARKET



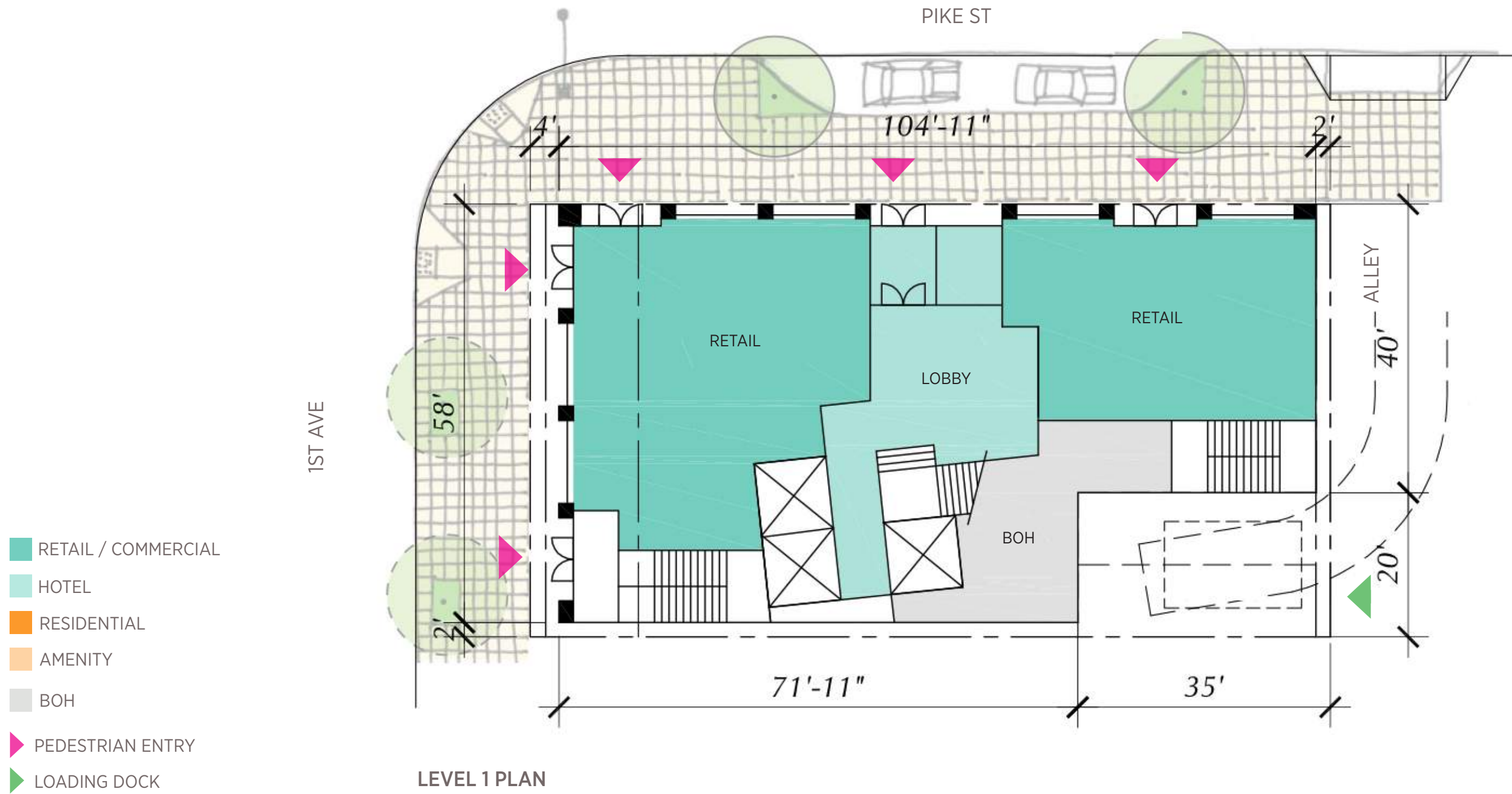
BASE REFLECTS THE CHARACTER AND PROPORTIONS OF THE MARKET



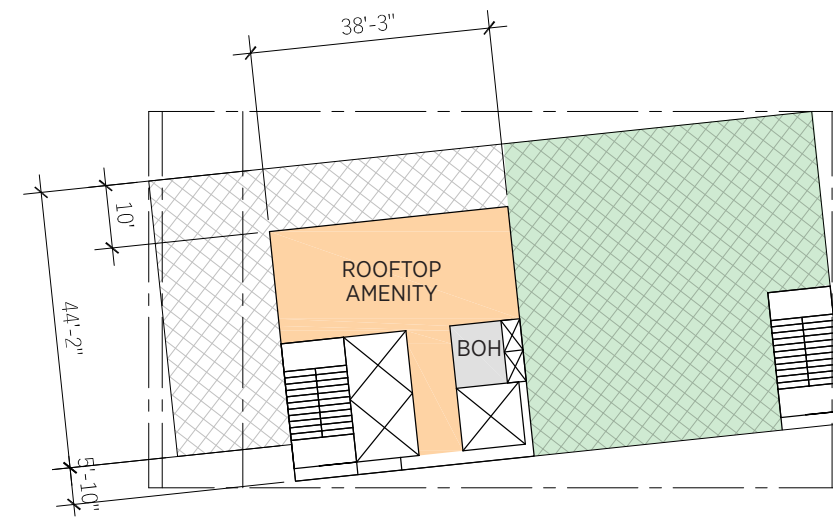
CONCEPT SKETCH



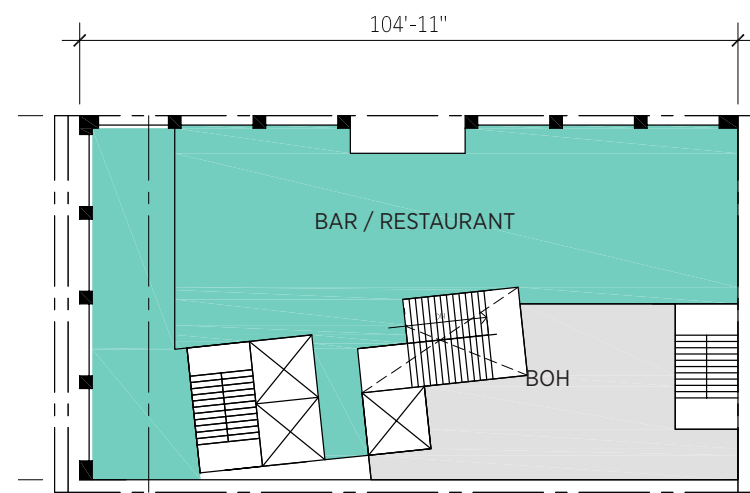
CONCEPT 3 (PREFERRED)
THE PIVOT



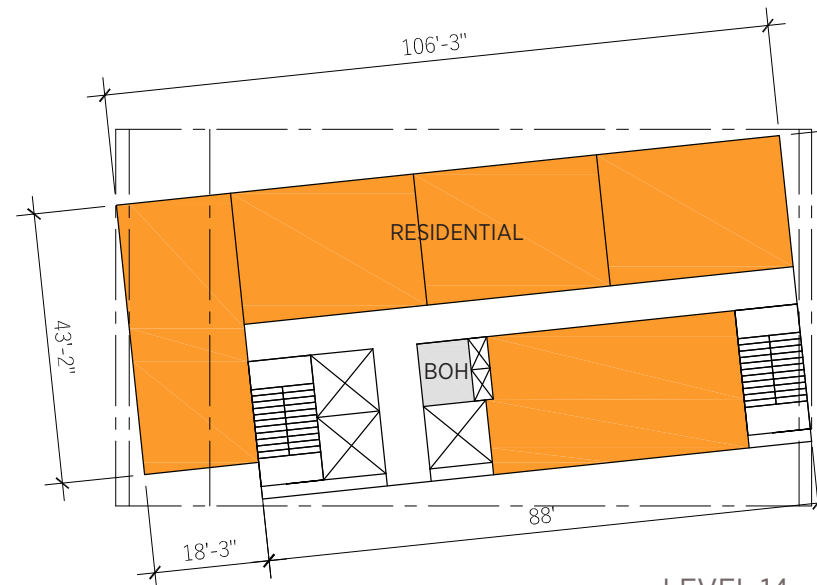
CONCEPT 3 (PREFERRED)
THE PIVOT



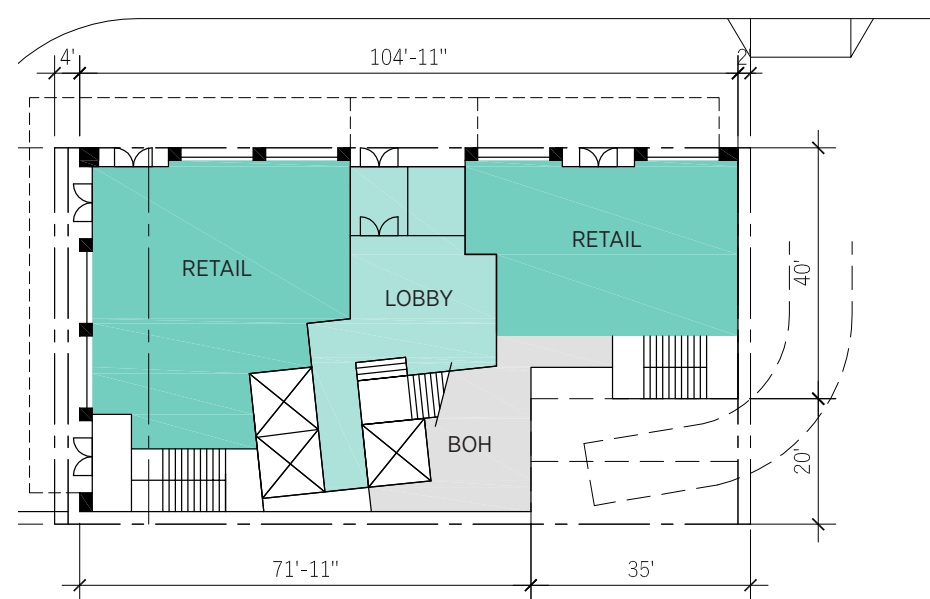
ROOF



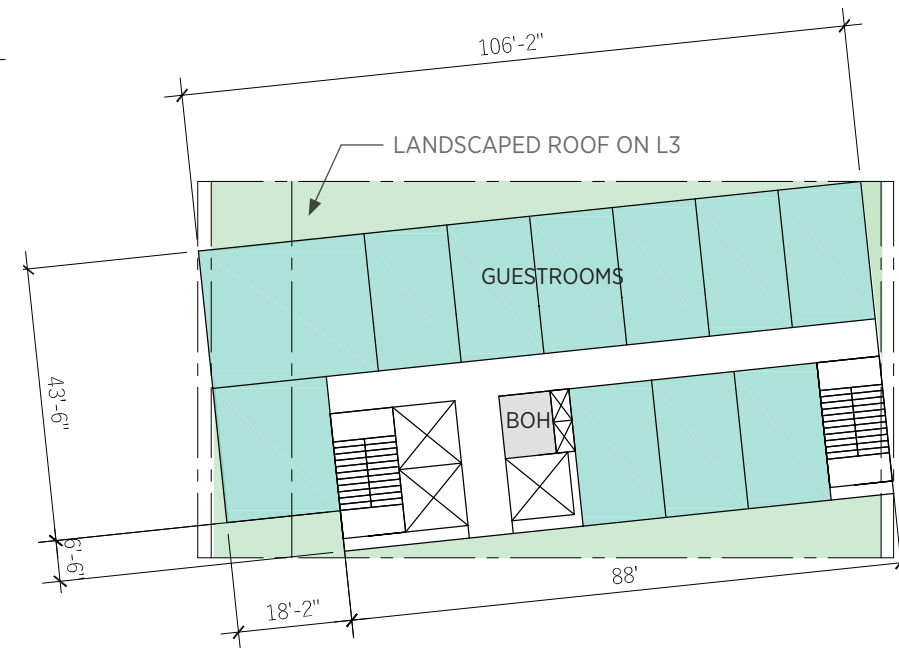
LEVEL 2



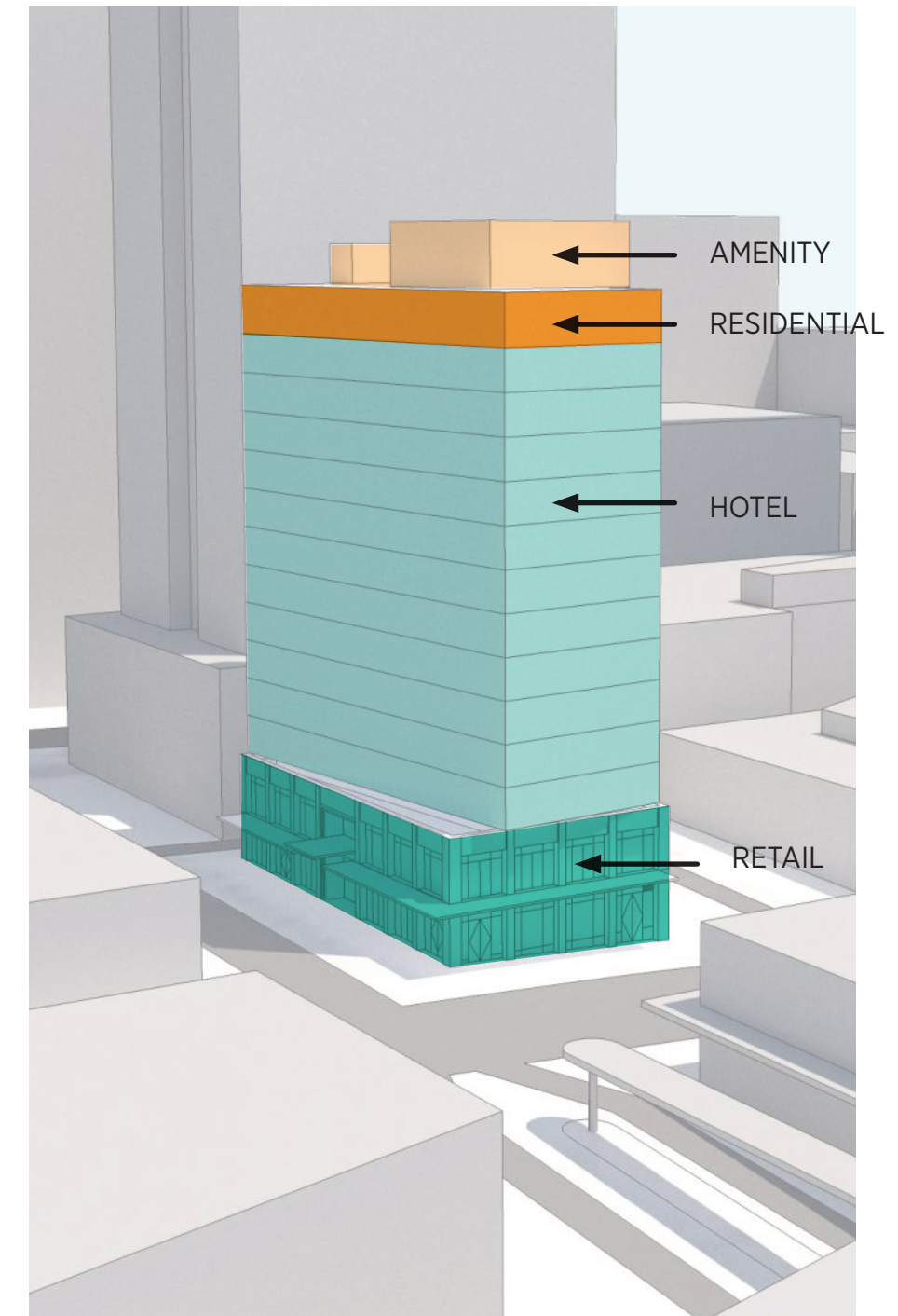
LEVEL 14

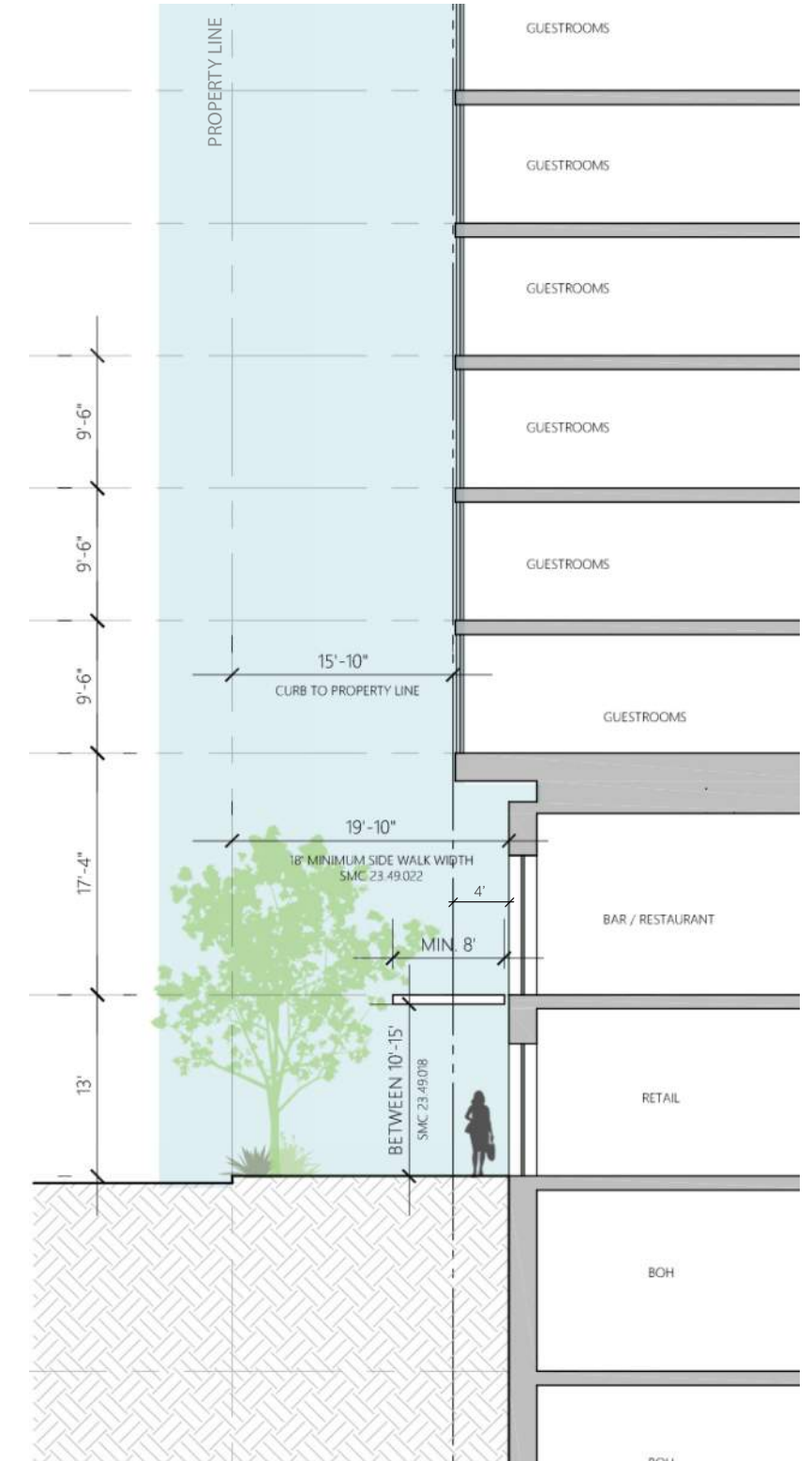


LEVEL 1



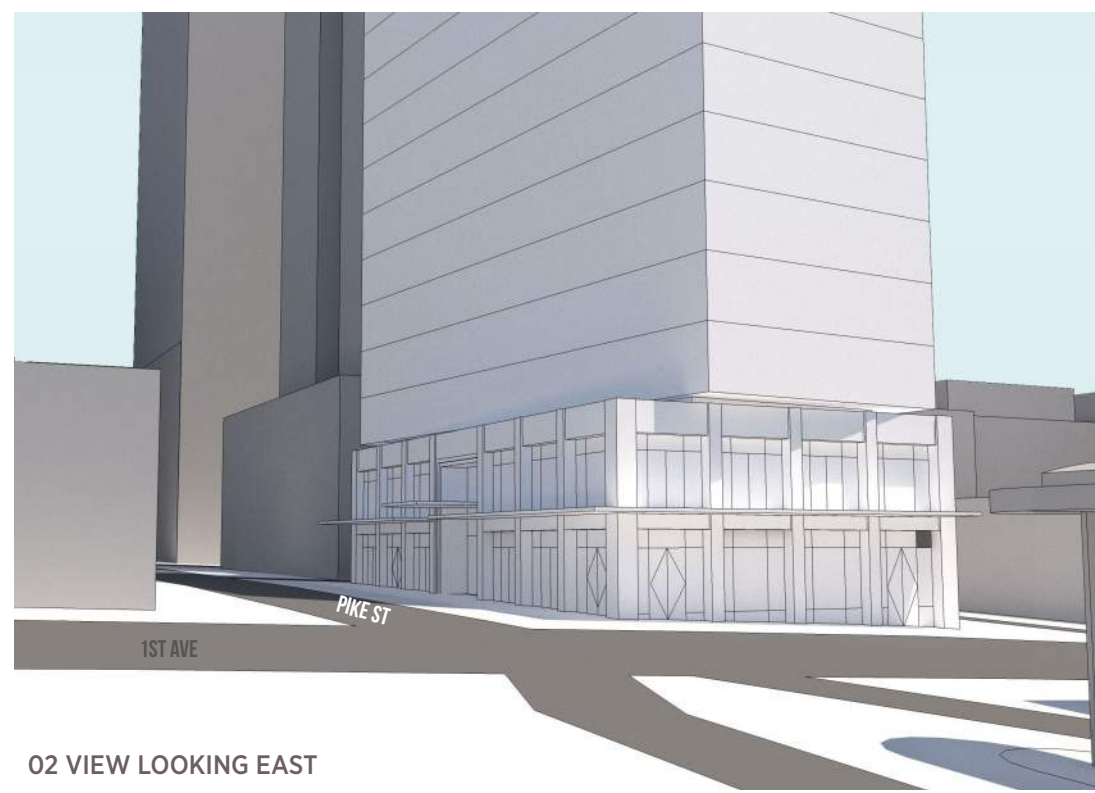
LEVELS 3-13



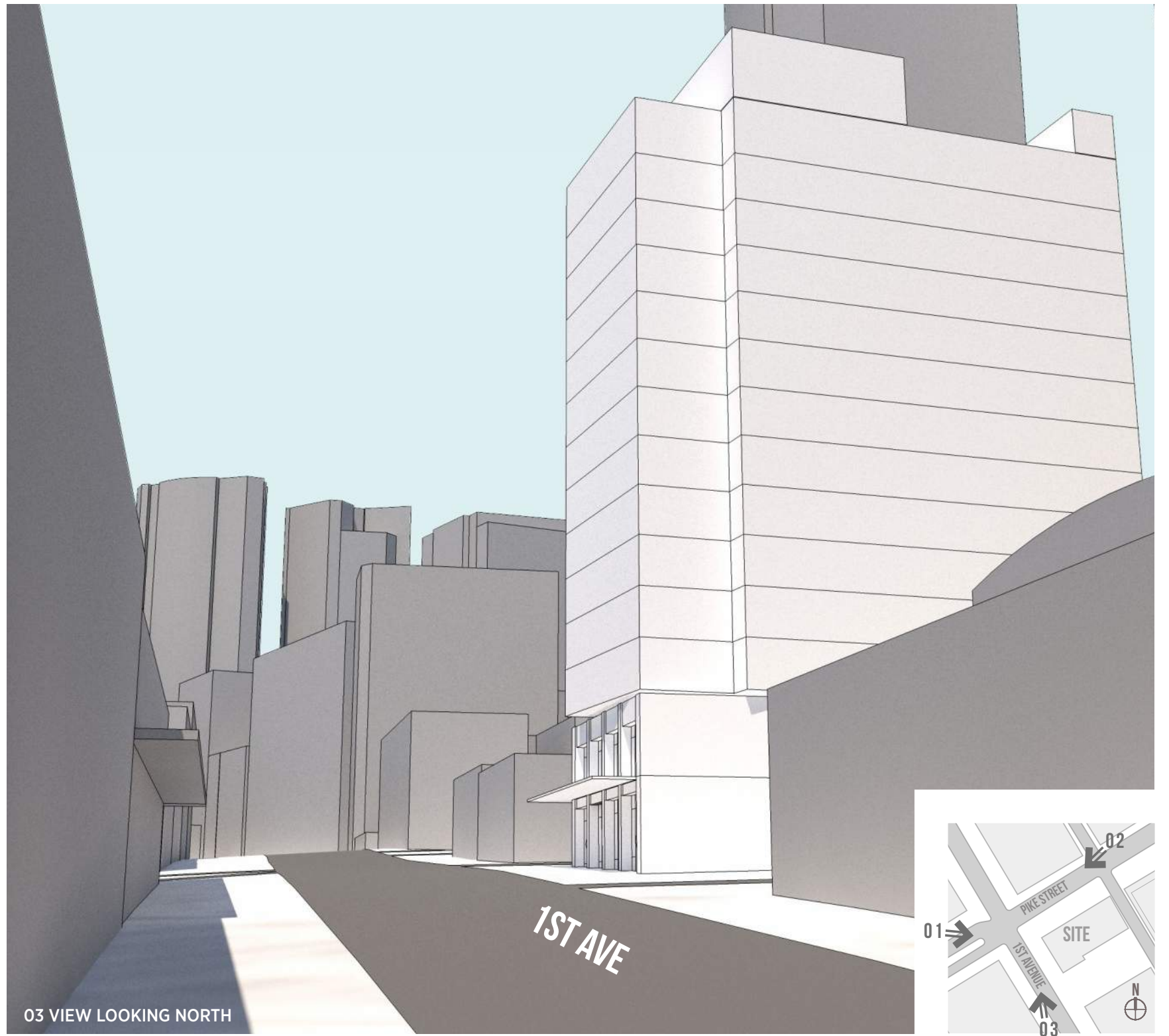




01 VIEW LOOKING WEST

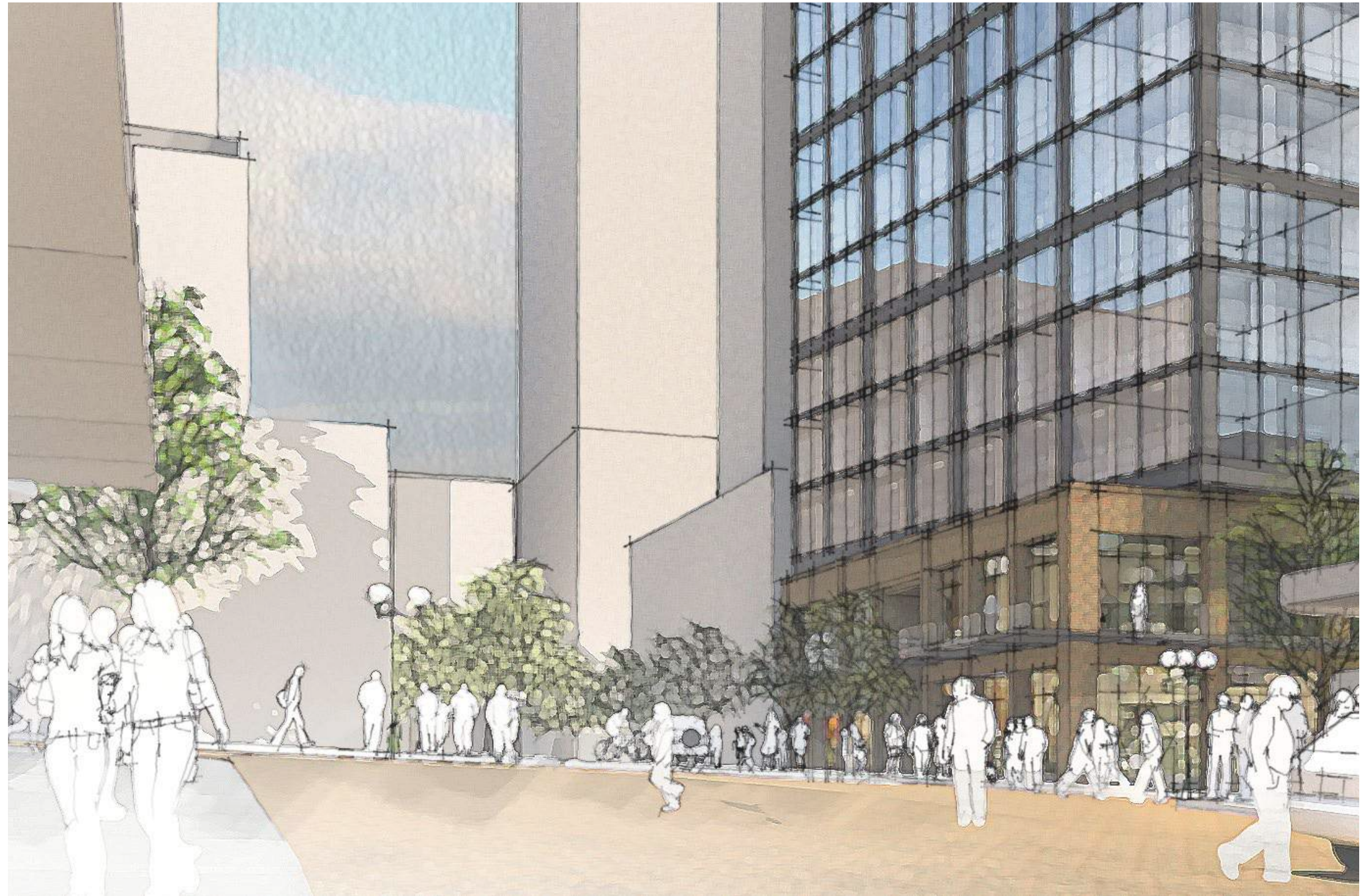
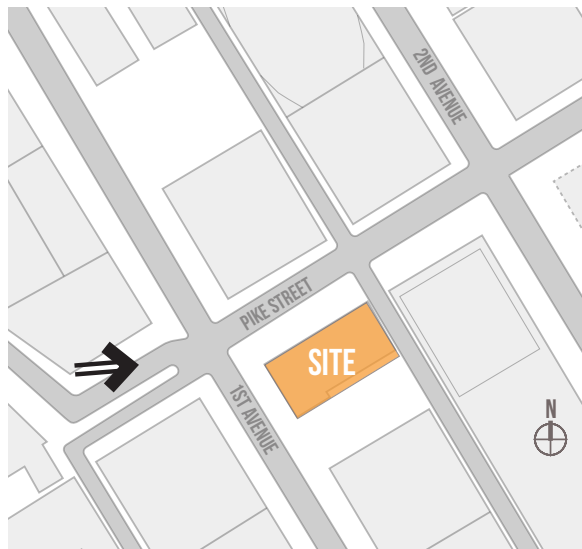


02 VIEW LOOKING EAST

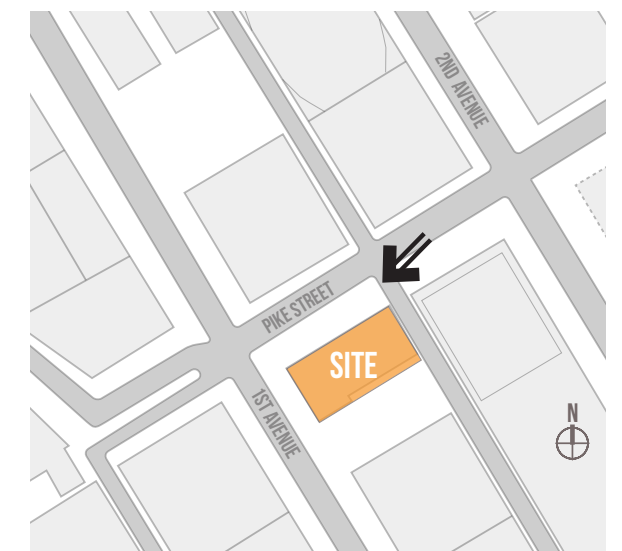


03 VIEW LOOKING NORTH

CONCEPT 3 (PREFERRED)



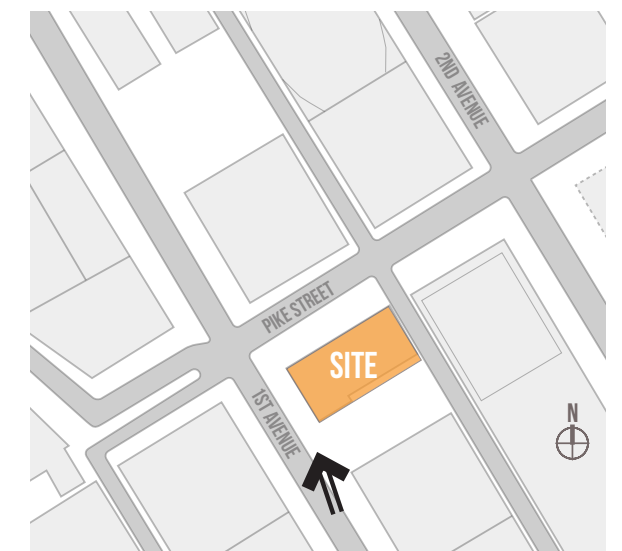
CONCEPT 3 (PREFERRED)



CONCEPT 3 (PREFERRED)

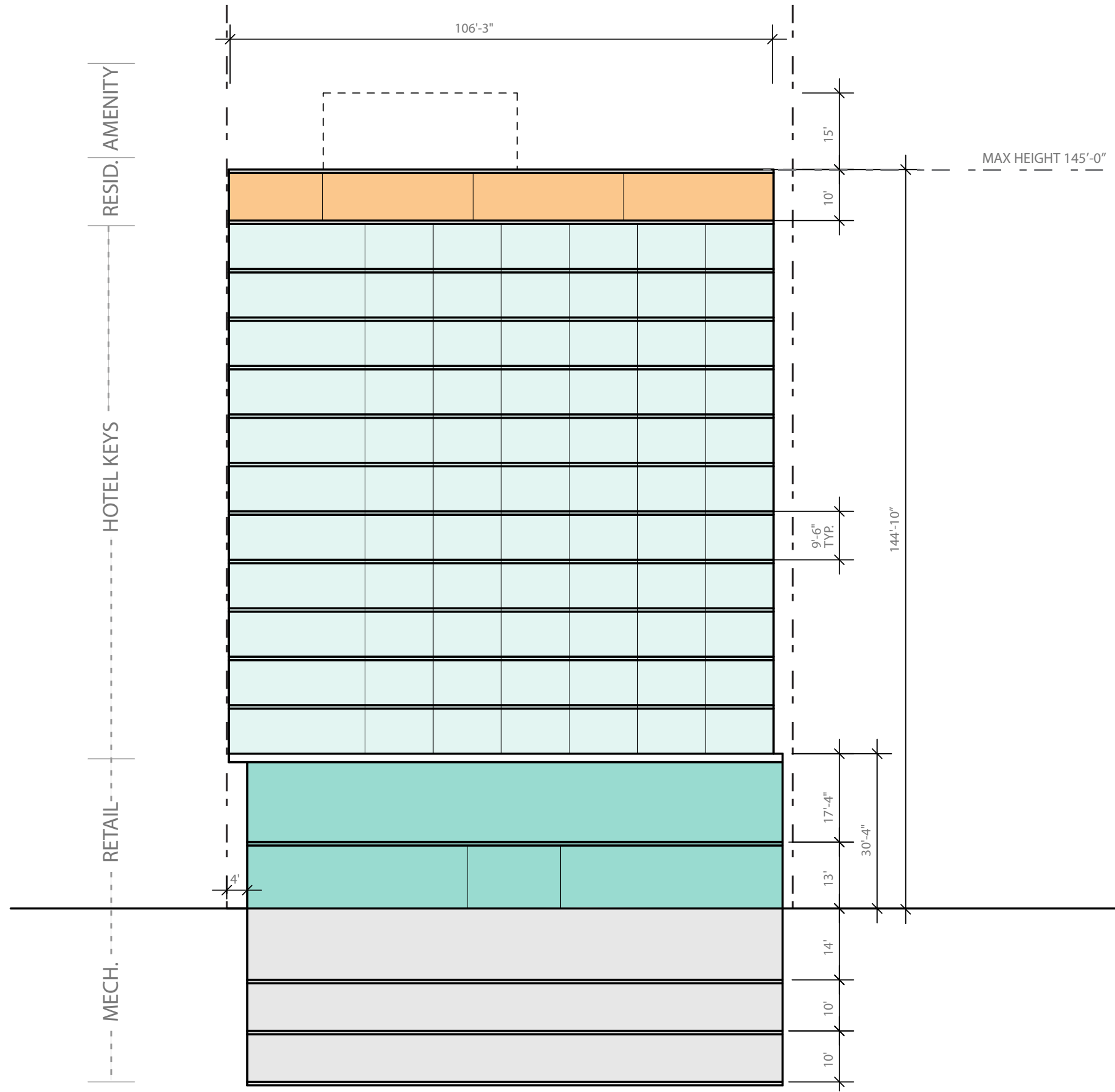


CONCEPT 3 (PREFERRED)

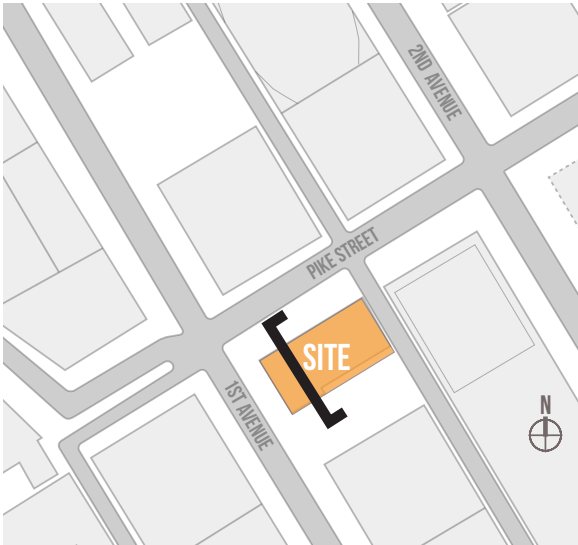
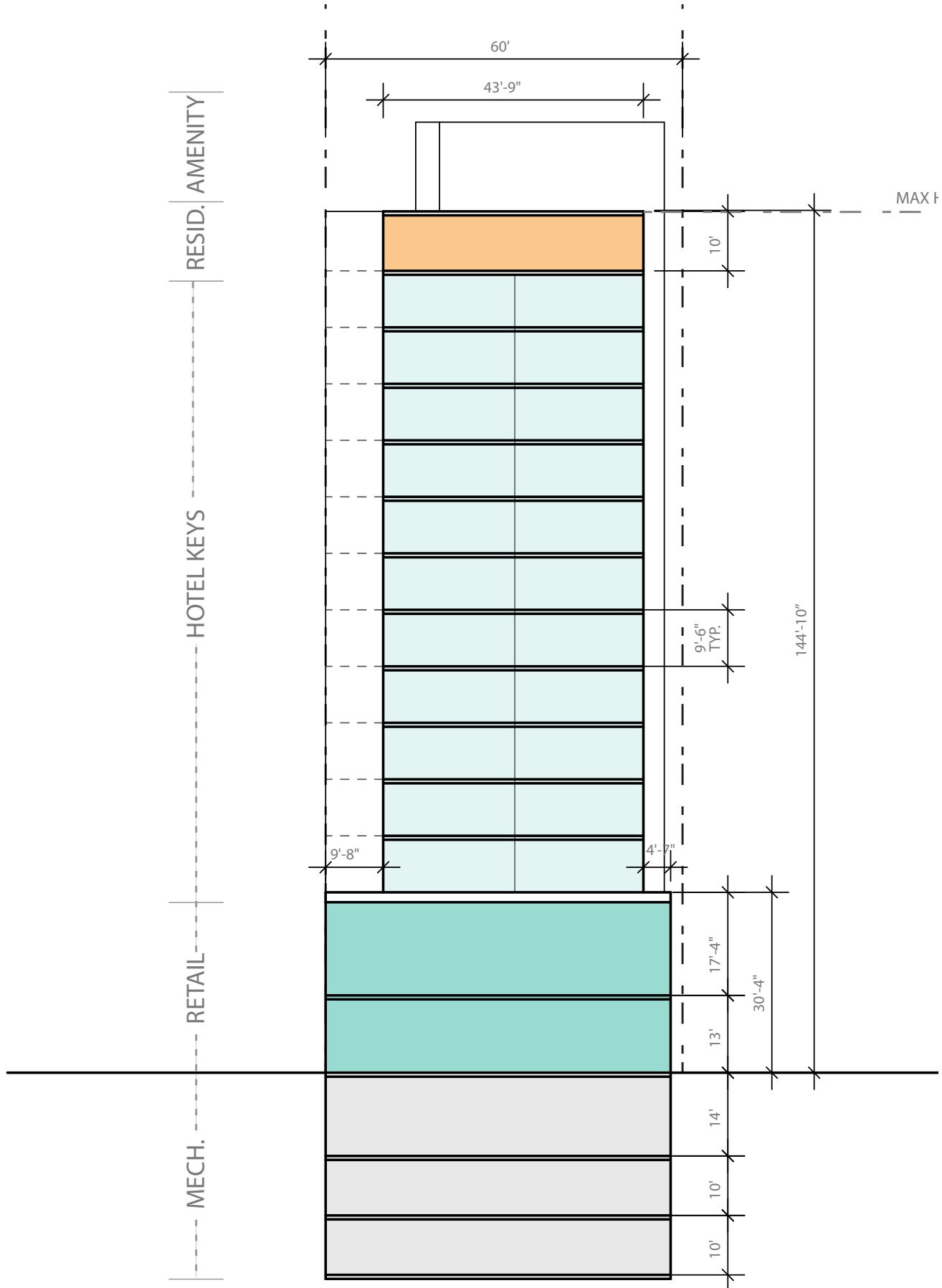


8.0 ARCHITECTURAL CONCEPTS

CONCEPT 3 (PREFERRED)



CONCEPT 3 (PREFERRED)



SUN/SHADOW ANALYSIS - EQUINOX

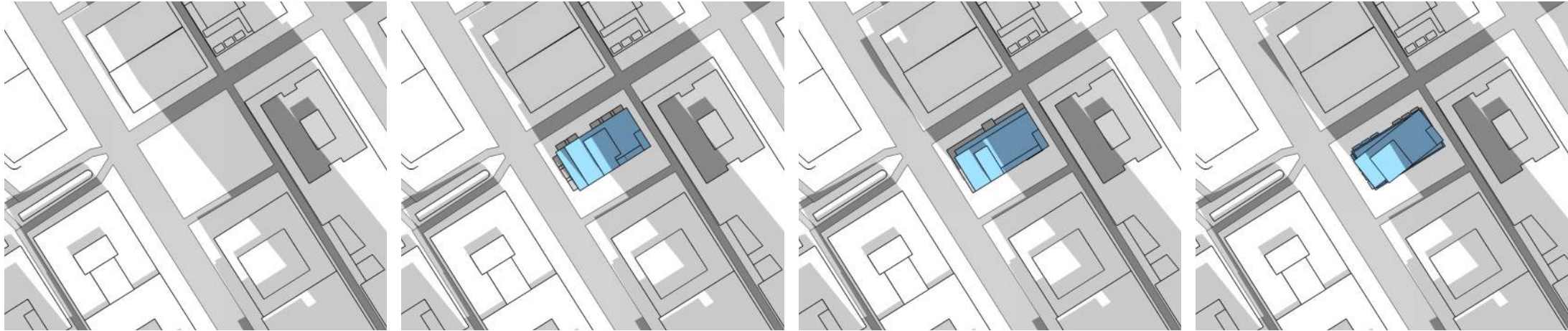
existing conditions

concept 1

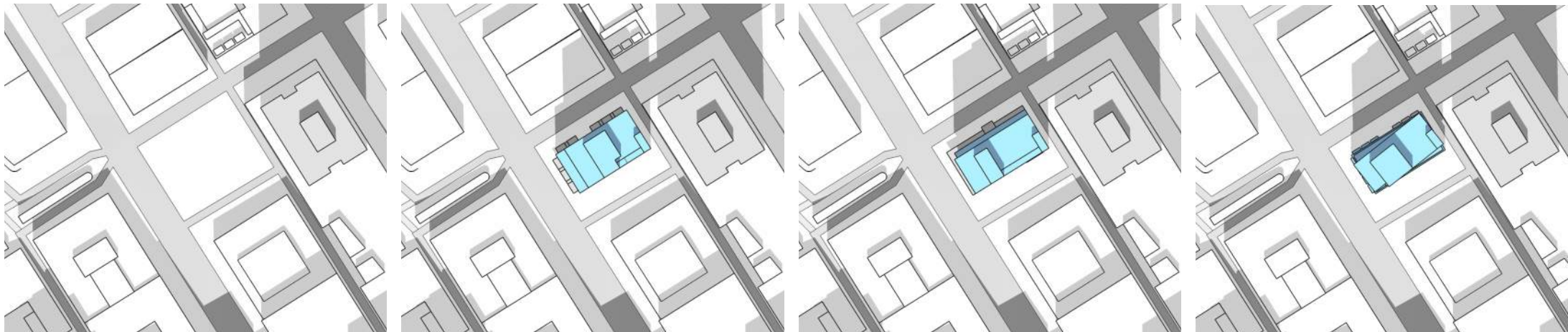
concept 2

concept 3

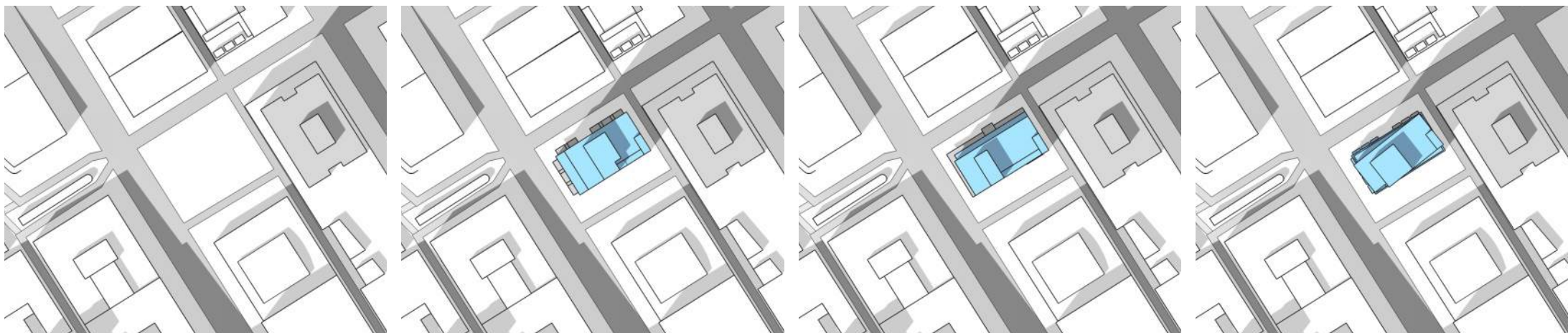
10 AM



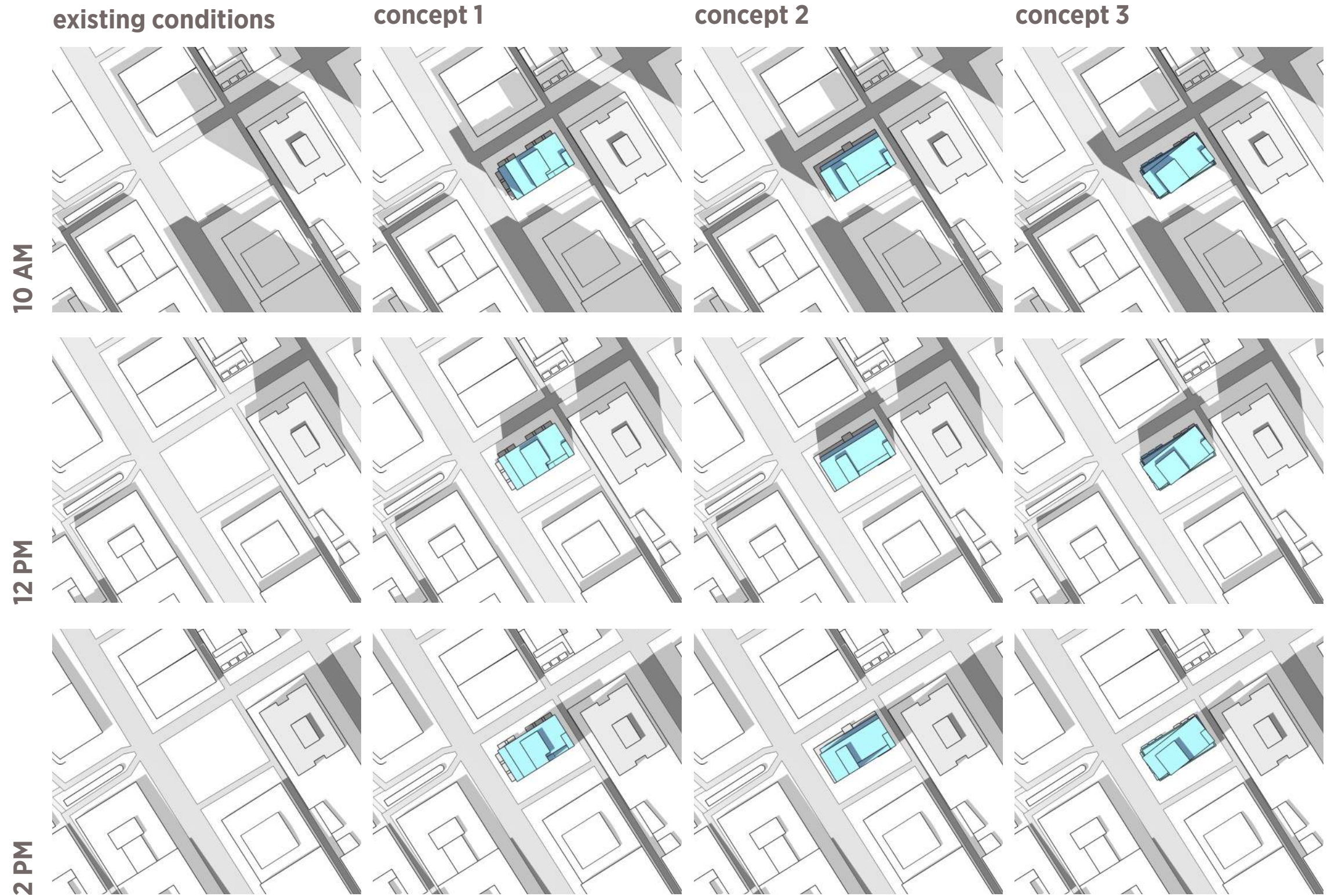
12 PM



2 PM



SUN/SHADOW ANALYSIS - SUMMER SOLSTICE



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SUN/SHADOW ANALYSIS - WINTER SOLSTICE

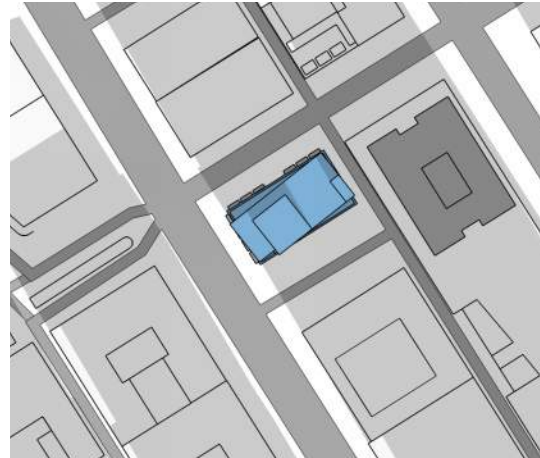
existing conditions

concept 1

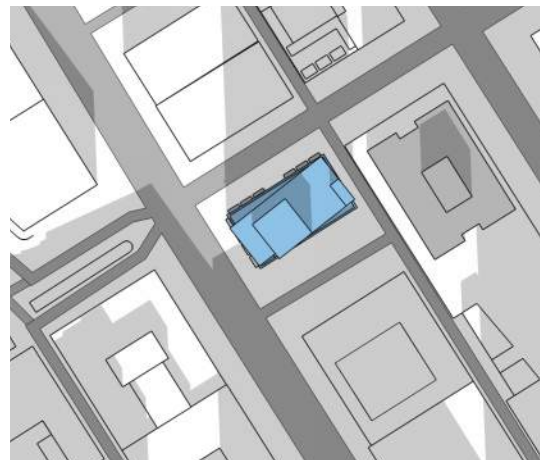
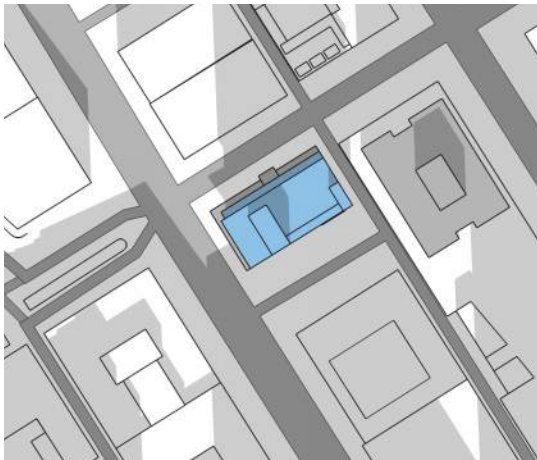
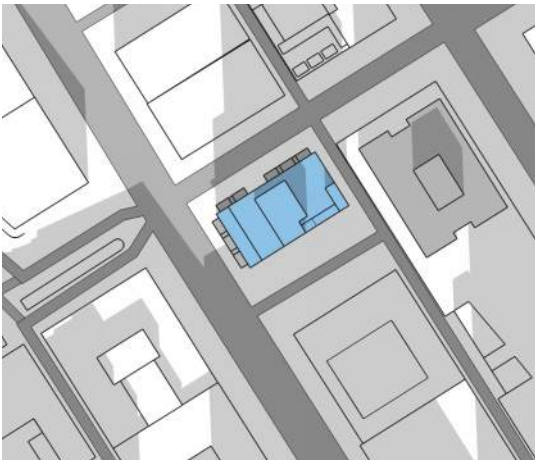
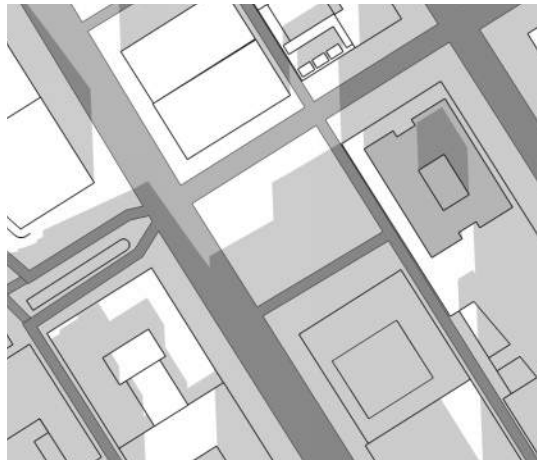
concept 2

concept 3

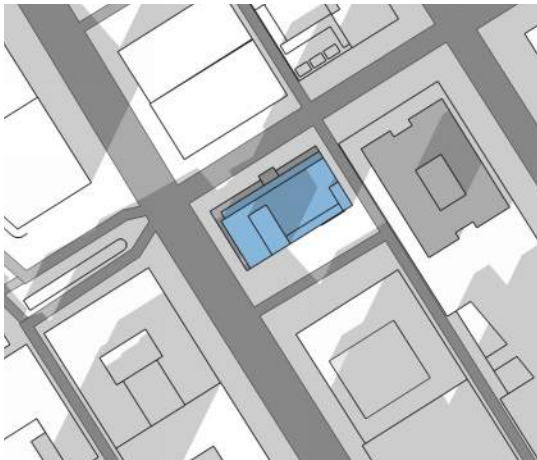
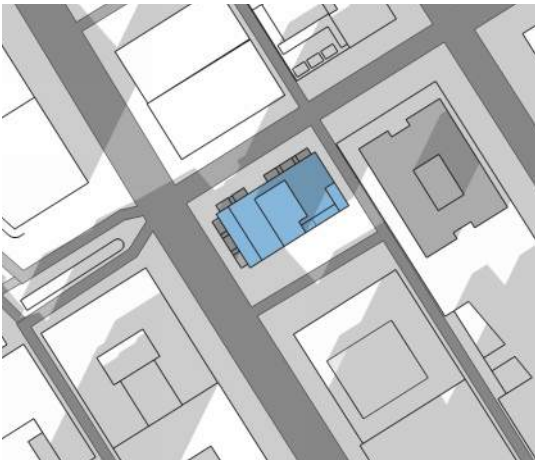
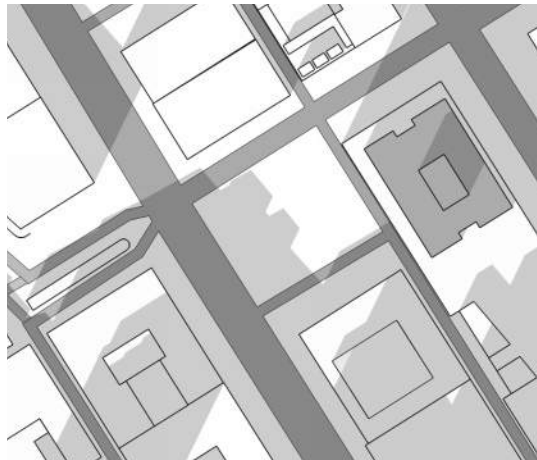
10 AM



12 PM

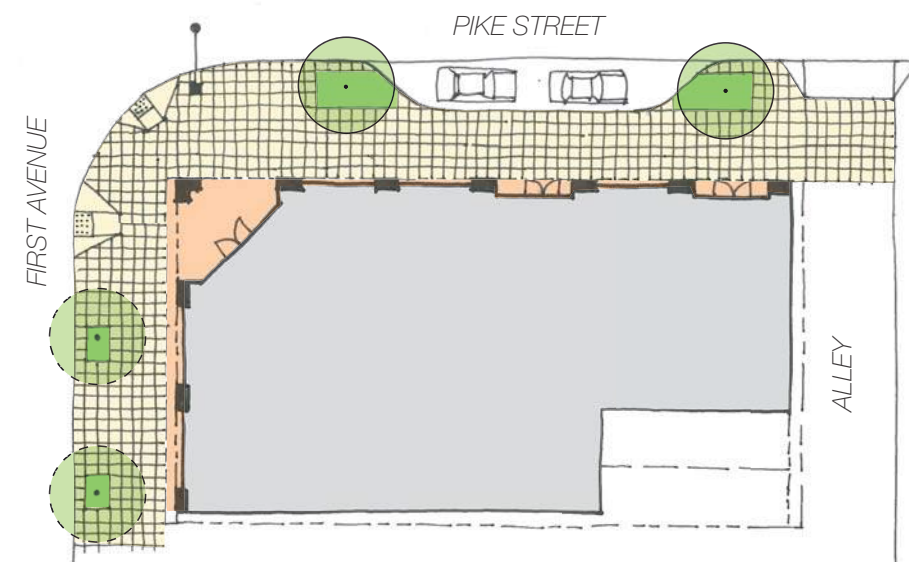
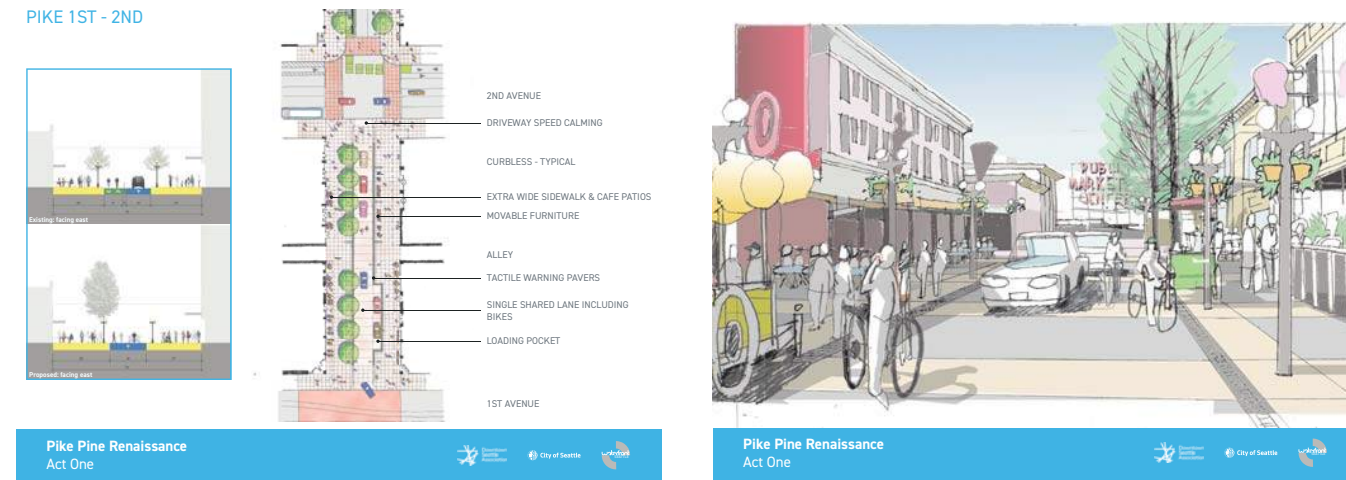


2 PM

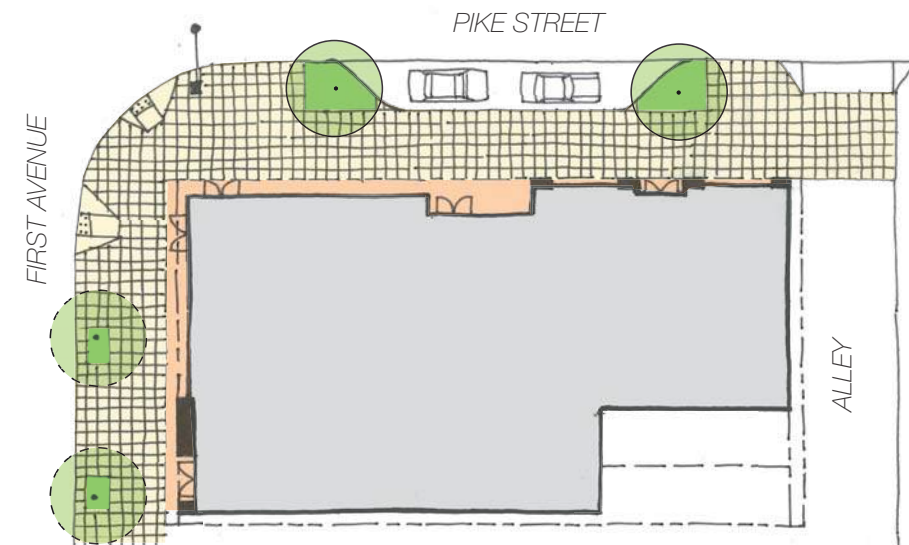


STREETSCAPE RESPONSE: PIKE STREET

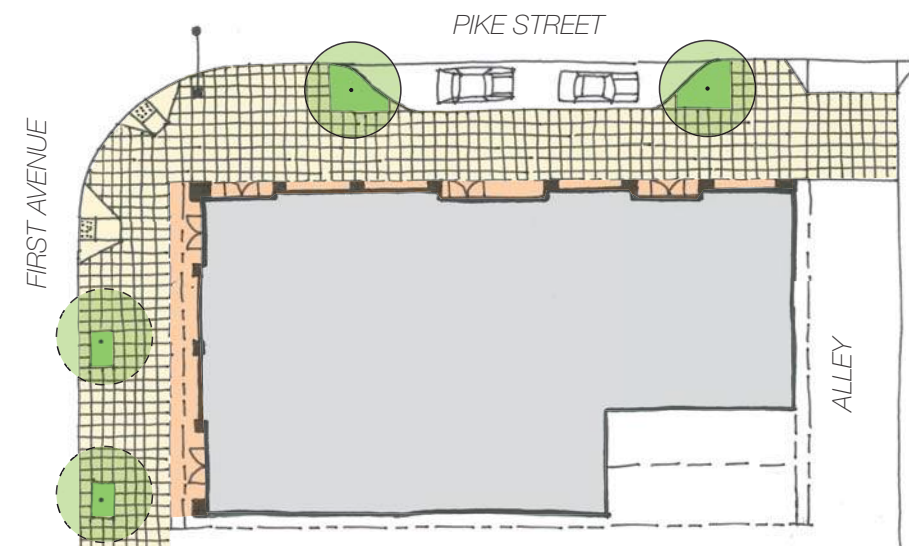
The streetscape design at Pike Street will evolve with the development of the 'Pike Pine Renaissance Plan,' a funded pedestrian improvement led by City of Seattle's Office of the Waterfront and the Downtown Seattle Association (DSA) in coordination with the Seattle Department of Transportation (SDOT). The City's first milestone to unveil 30% level Concept Design will be shared with the public on October 3, 2017. Our design team has met with members of various SDOT departments and will continue an on-going dialogue through the duration of this project. Our design team favors inclusion of a drop-off zone flanked by two street trees as shown in the sketches.



CONCEPT 1: TRADITIONAL



CONCEPT 2: THE SHIFT



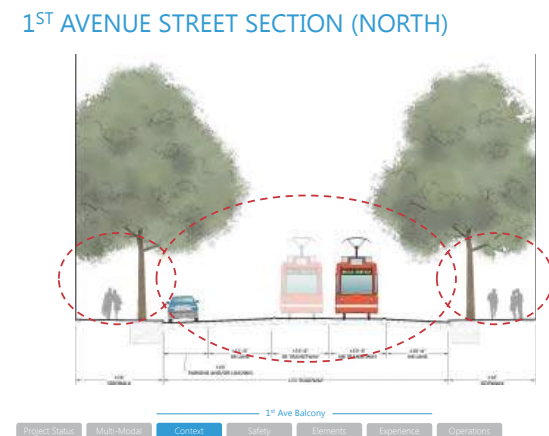
CONCEPT 3 (PREFERRED): THE PIVOT

STREETSCAPE RESPONSE: FIRST AVENUE

The design team is following development of the 'Center City Connector Streetcar' along First Avenue towards final permitted plans. As of June 30, 2017 SDOT had received a 90% Submittal Set. This project anticipates COS standard sidewalk paving in the ROW and retention of the two existing street trees. The team will explore incorporation of a specialty paving treatment within the building setback zone.



Seattle Design Commission: Schematic Design Update
March 16, 2017
Scott Kubly, CJ Holt, Michael James, Tess Schiavone, Roland Genick





Artistic Lightcatcher to celebrate sunsets



'Living Room' seating to promote social engagement



Green Roof planting manages stormwater

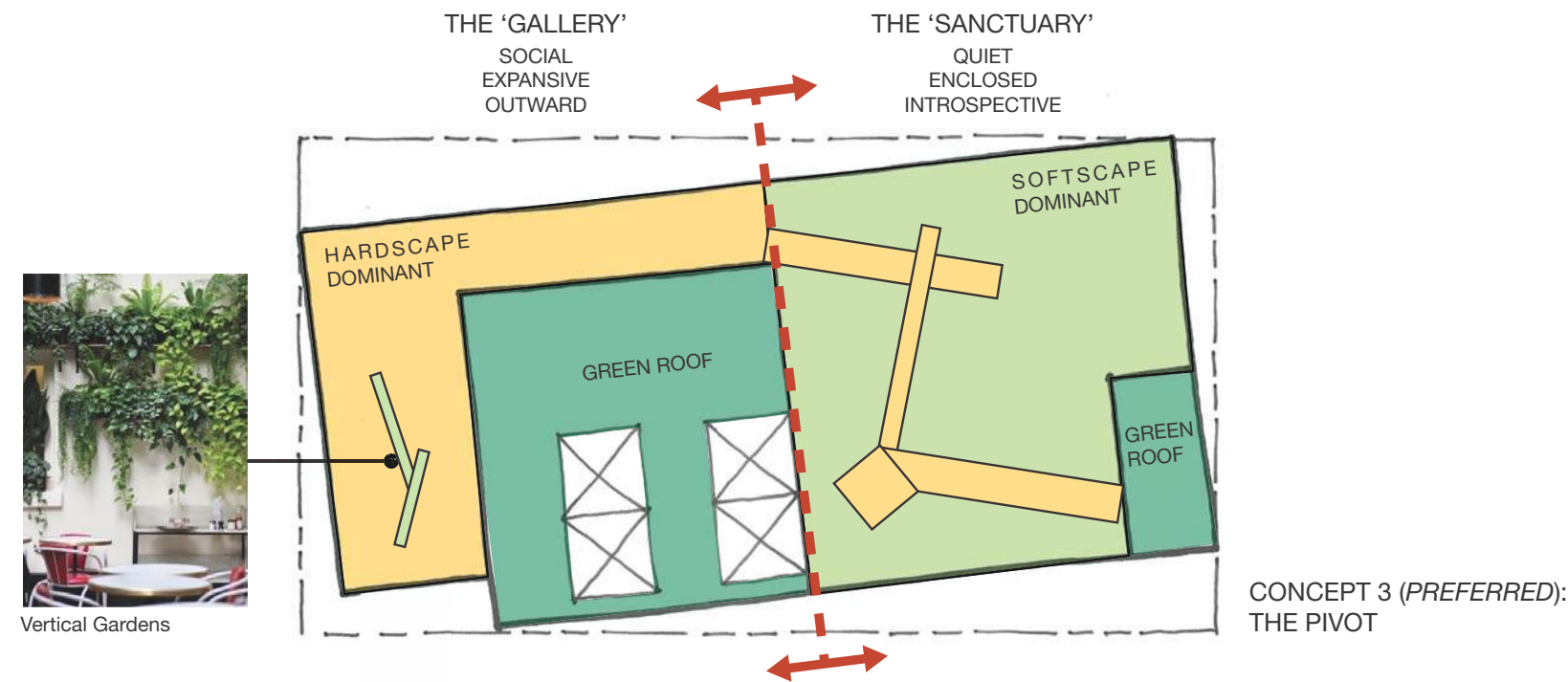


Artistic supports for planting create sculptural landscape expressions and a sense of enclosure

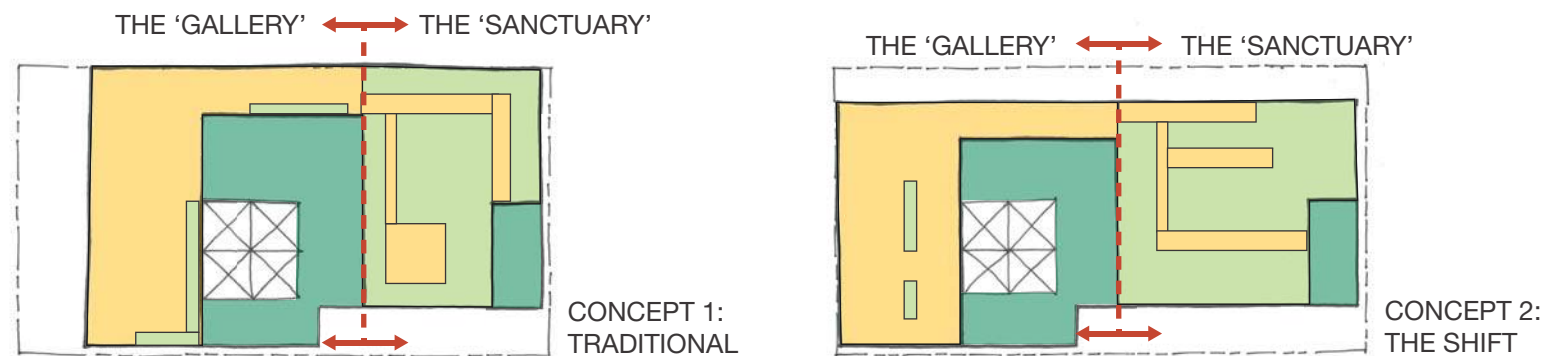
ROOF TERRACE CONCEPT NARRATIVE

A significant project goal for the Roof Terrace inherent in all the architectural schemes is the creation of an 'Amenity Destination.' As a destination, this top floor experience takes its queue from the cultural, artistic and natural vibrancy of its locale.

We view the potential of the Roof Terrace in offering two different yet complimentary experiences. The west side of the terrace, '**The Gallery**,' represents a social space for engagement and outward views to the Pike Place Market, Puget Sound and Olympic Mountains. It will provide seating opportunities for groups and showcase vertical treatments of planting to maximize gathering areas. The east side or '**The Sanctuary**' provides a quieter and more introspective opportunity to encounter artistic expressions of plantings and a predominantly landscaped area. Where feasible the design team will explore use of extensive green roof systems above structures to provide additional opportunities for stormwater management and a verdant downward view for surrounding neighbors.



CONTEXTUAL INSPIRATION



RELATIONSHIP WITH NEIGHBORHOOD

The project team has reached out to the neighborhood to seek input on the design. The design team has made an effort to address concerns and be as sensitive as possible to the surrounding neighbors. The following are a few of the items we are addressing:

Pike Place Market Entrance

We recognize a new building at the corner of first and pike is an important addition to this historic neighborhood. We have specifically asked for departures to the zoning envelope that will better reflect the existing scale and character of the intersection. The proposed massing makes a significant voluntary setback along Pike street to open views to the market, and match the height and scale of the building across the street. (See diagram on facing page.)

Traffic

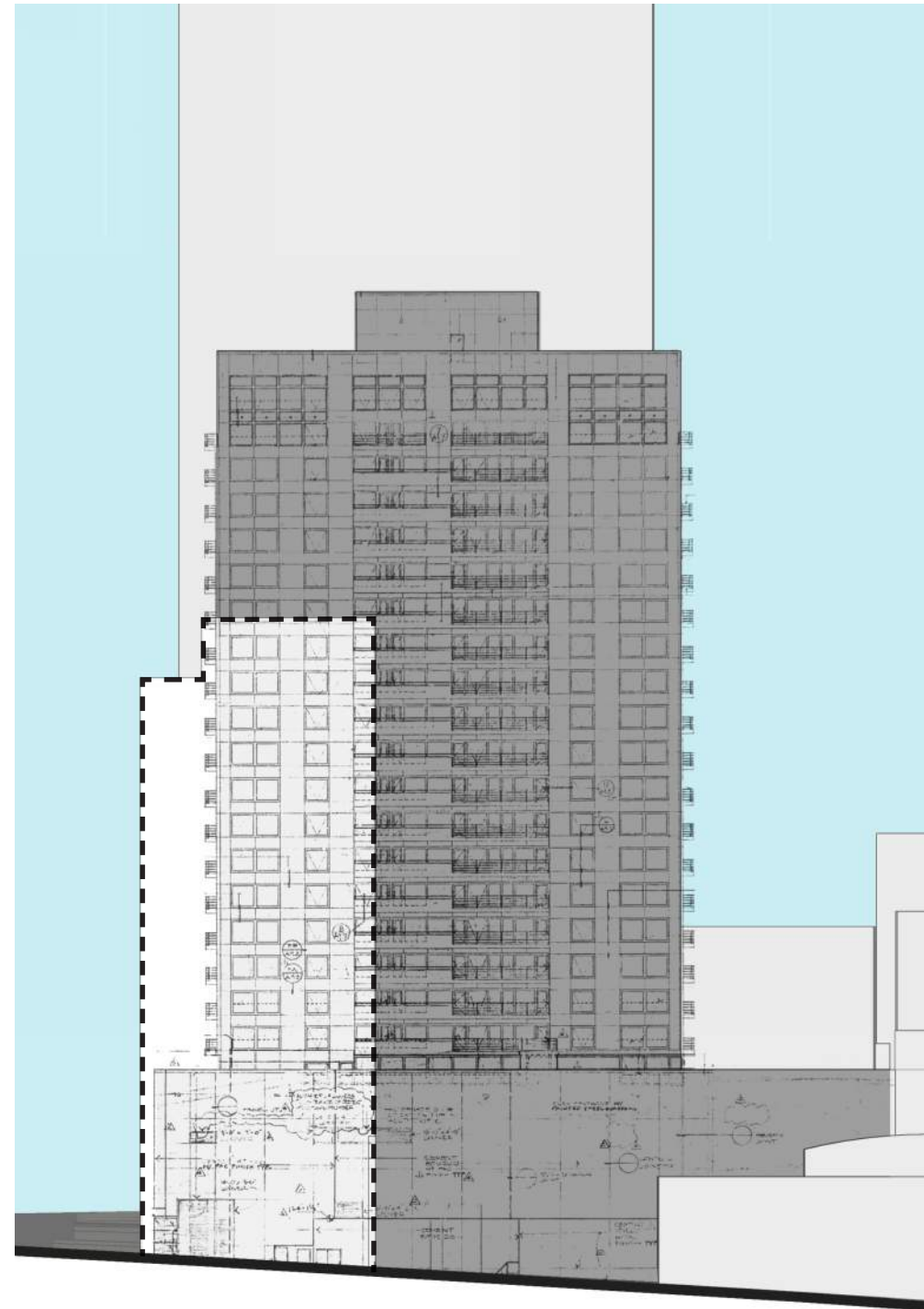
We are working closely with SDOT, The Seattle Office of the Waterfront, and Downtown Seattle Association (DSA), to support the vision of the Pike / Pine Renaissance Plan. Pike Street will become a major pedestrian connector from Pike Place Market to Capitol hill. The hotel drop off is being carefully coordinated with the Pike Street improvements to enhance the pedestrian experience and ensure safety. We look forward to helping fulfill this vision for the city.

City Livability

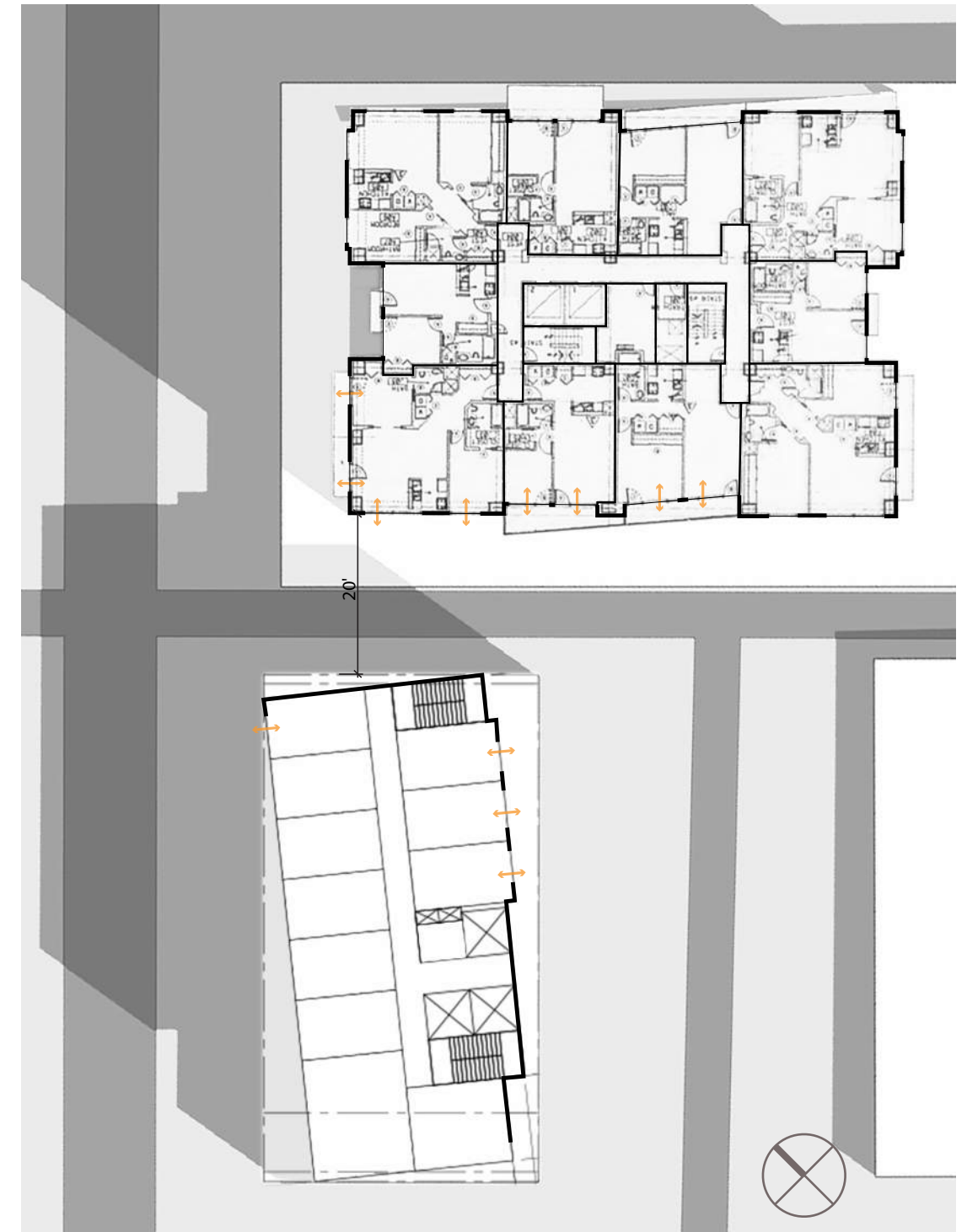
All deliveries and trash pick up will occur at the loading dock along the alley. No impacts to Pike Street are anticipated.

Privacy

The design team has organized the building so that no windows will directly face the adjacent condo across the alley.

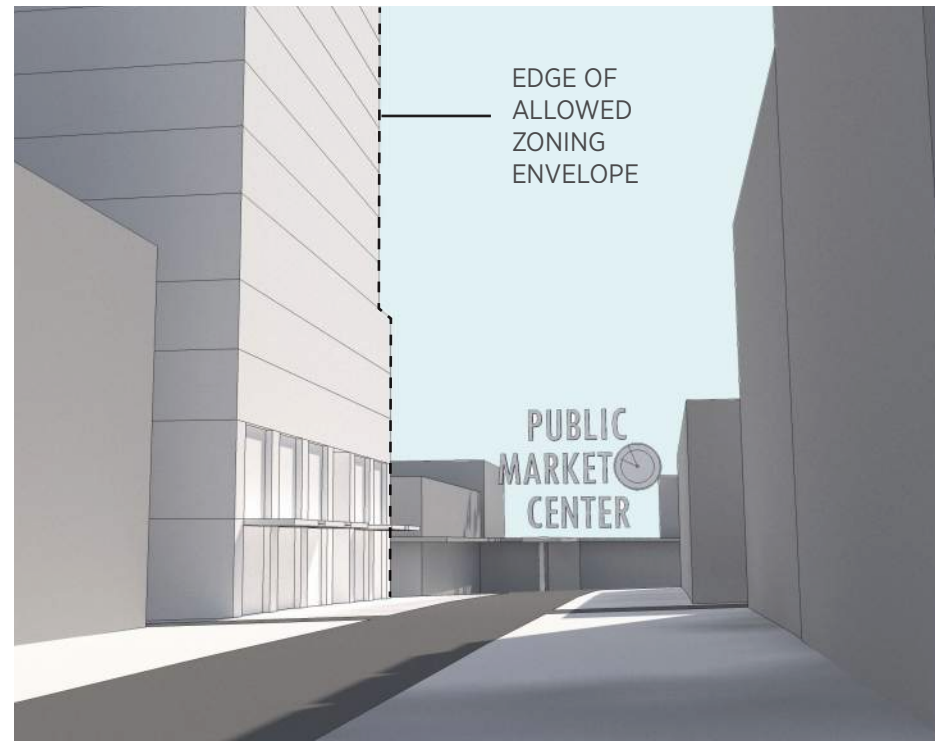


WEST ELEVATION OF THE NEWMARK WITH OUTLINE OF PROPOSED HOTEL

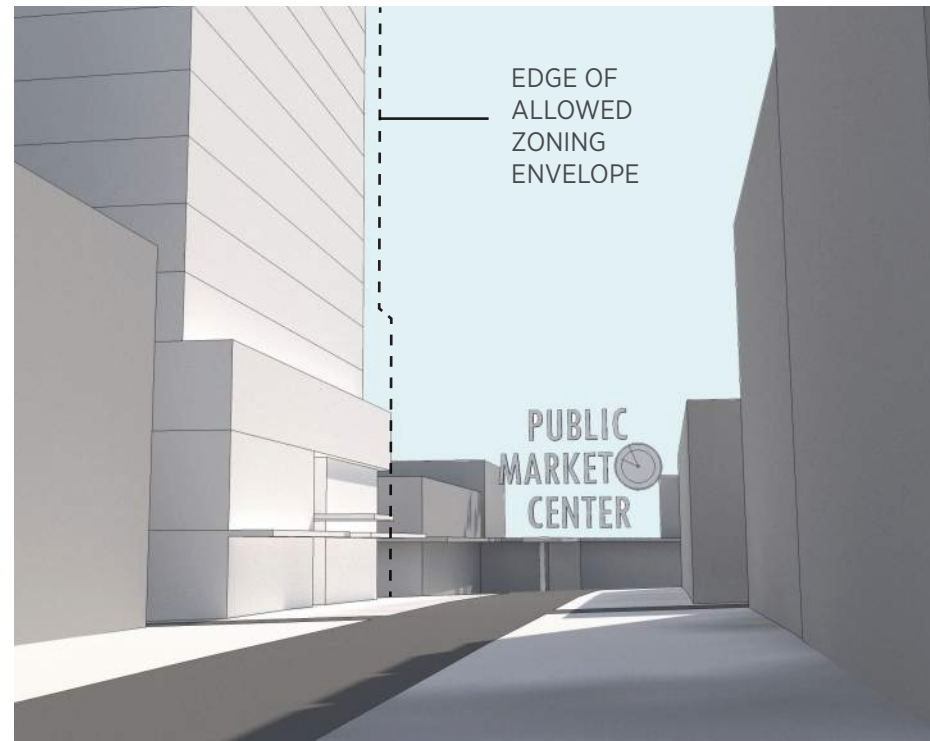


PLAN VIEW OF NEWMARK AND PROPOSED HOTEL

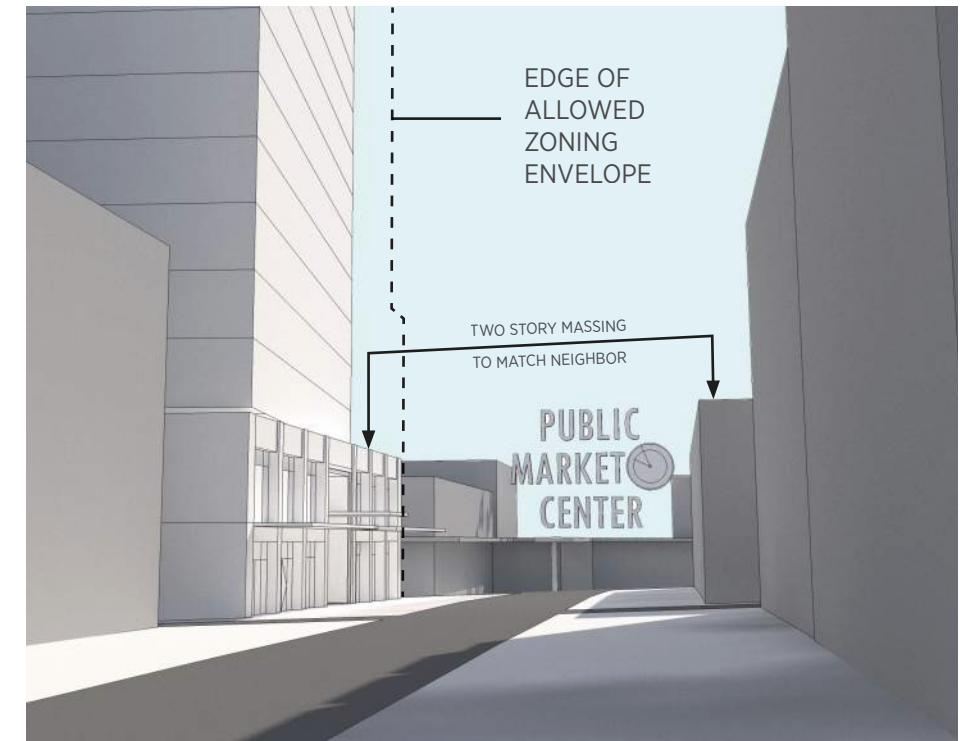
CONCEPT 1 - CODE COMPLIANT



CONCEPT 2



CONCEPT 3 - PREFERRED MASSING



VIEW LOOKING WEST ON PIKE

The above diagrams show how the preferred massing steps back from the Pike Place Market entrance.

RELEVANT DESIGN GUIDELINES

B1 RESPOND TO THE NEIGHBORHOOD CONTEXT
 Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

B2 CREATE TRANSITION IN BULK & SCALE
 Compose the massing of the building to create a transition to the height, bulk and scale of development in the neighboring or nearby less intensive zones.

B3 REINFORCE FORM AND CHARACTER
 Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and street-scape characteristics of nearby development.

CODE SUMMARY

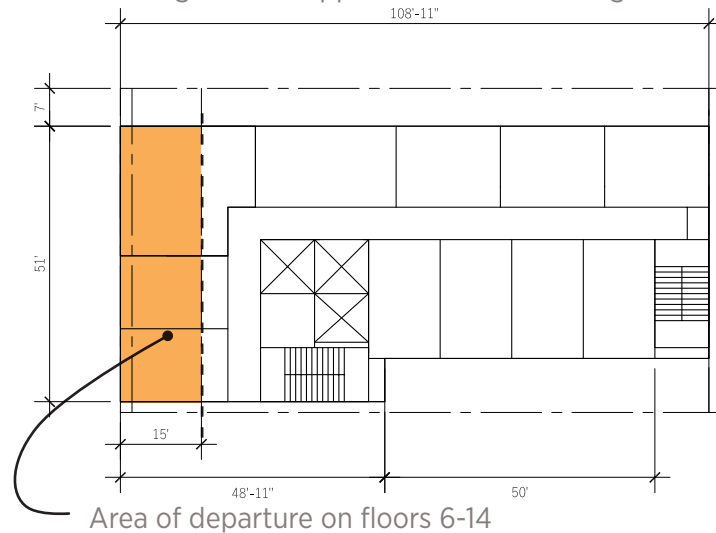
UPPER-LEVEL DEVELOPMENT STANDARDS

SMC 23.49.058

Above 65 feet, there is a continuous upper-level setback requirement of 15 feet, measured from the street lot line across the street from the Pike Place Market Historical District

REQUESTED DEPARTURE

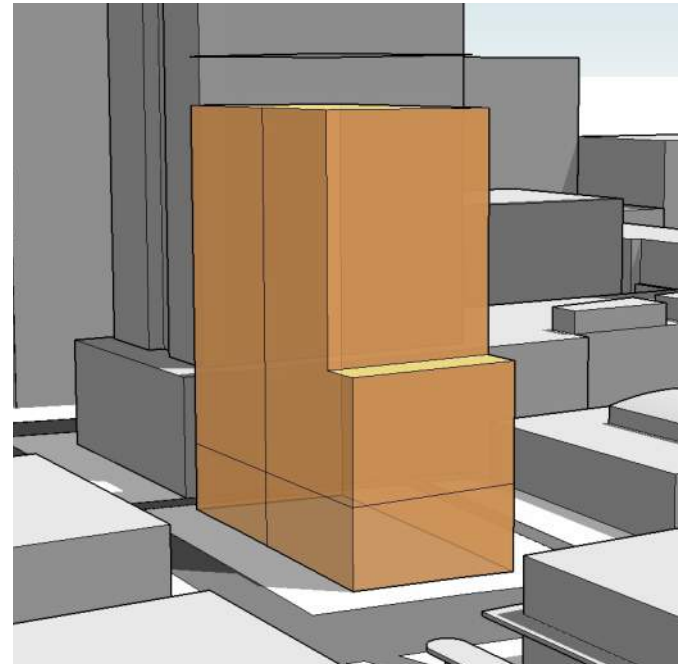
A departure is requested to extend a portion of the building into the upper level setback along 1st Ave.



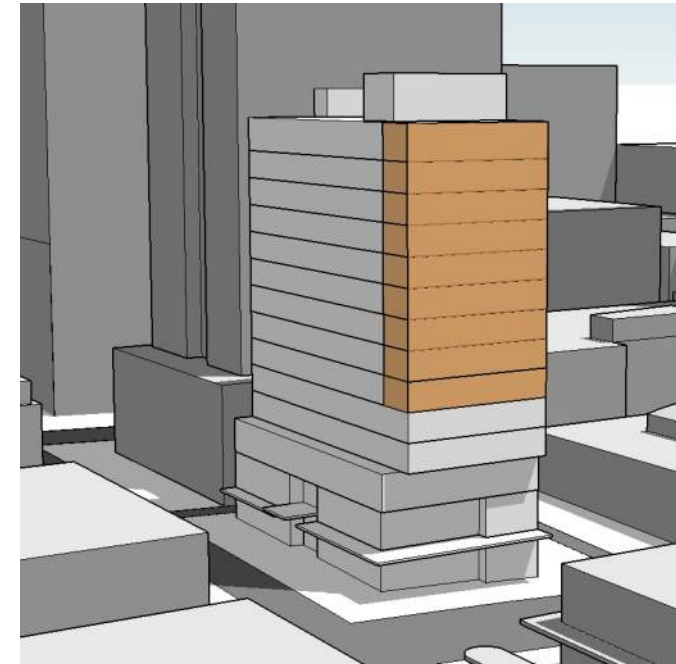
JUSTIFICATION

The current zoning is not ideal for the neighborhood context. The 65-foot setback does not respond to the adjacent buildings in Pike Place Market, and there is no required setback along Pike Street. With the Pike Street improvements, we believe a setback along Pike is important. We have turned the tower to allow for a voluntary Pike Street setback and added a voluntary setback along first ave.

In order to create a functioning floor plate, we are requesting additional area at the upper level. In total, we are volunteering more developable area than we are requesting. We believe the new massing better responds to the design guidelines.



ZONING ENVELOPE



AREA OF REQUESTED DEPARTURE



AREA OF VOLUNTARY SETBACK

RELEVANT DESIGN GUIDELINES

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L14	765 SF
L13	765 SF
L12	765 SF
L11	765 SF
L10	765 SF
L9	765 SF
L8	765 SF
L7	765 SF
L6	765 SF
L5	
L4	
L3	
L2	
L1	
<hr/>	
	6,885 SF

L14	1,290 SF
L13	1,290 SF
L12	1,290 SF
L11	1,290 SF
L10	1,290 SF
L9	1,290 SF
L8	1,290 SF
L7	1,290 SF
L6	1,290 SF
L5	1,396 SF
L4	1,396 SF
L3	710 SF
L2	300 SF
L1	300 SF
<hr/>	
	15,712 SF

CODE SUMMARY

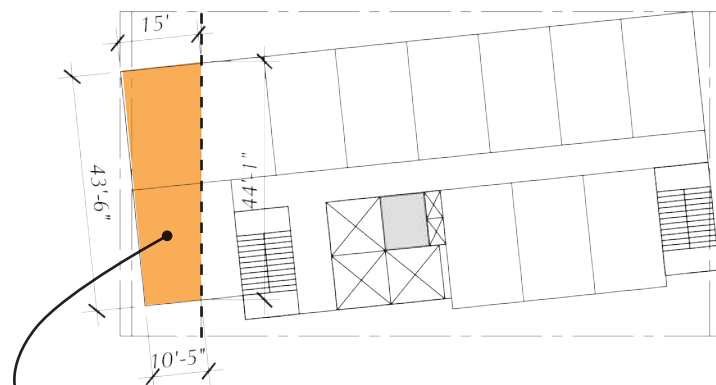
UPPER-LEVEL DEVELOPMENT STANDARDS

SMC 23.49.058

Above 65 feet, there is a continuous upper-level setback requirement of 15 feet, measured from the street lot line across the street from the Pike Place Market Historical District

REQUESTED DEPARTURE

A departure is requested to extend a portion of the building into the upper level setback along 1st Ave.

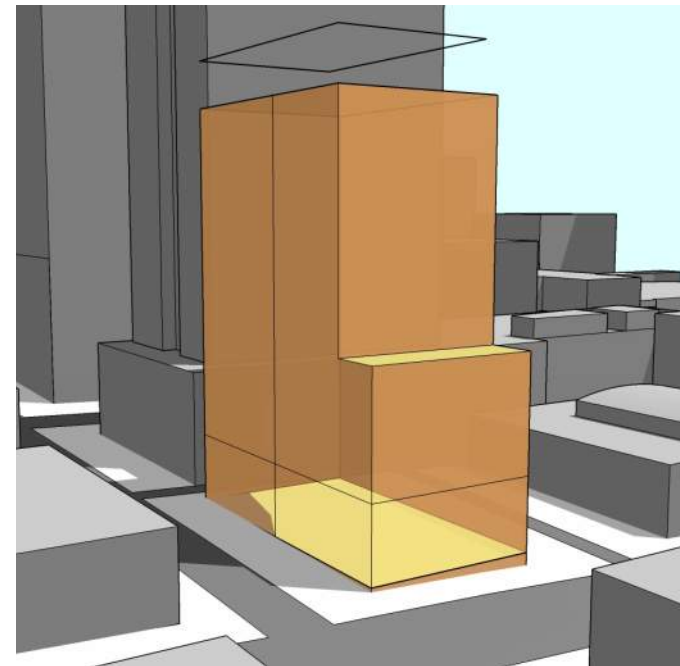


Area of departure on floors 6-14

JUSTIFICATION

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ZONING ENVELOPE



AREA OF REQUESTED DEPARTURE



AREA OF VOLUNTARY SETBACK

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L14	554 SF
L13	554 SF
L12	554 SF
L11	554 SF
L10	554 SF
L9	554 SF
L8	554 SF
L7	554 SF
L6	554 SF
L5	
L4	
L3	
L2	
L1	
4,986 SF	

L14	1,207 SF
L13	1,207 SF
L12	1,207 SF
L11	1,207 SF
L10	1,207 SF
L9	1,207 SF
L8	1,207 SF
L7	1,207 SF
L6	1,207 SF
L5	1,552 SF
L4	1,552 SF
L3	1,552 SF
L2	116 SF
L1	116 SF
15,751 SF	