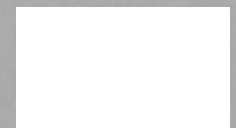


# 1ST & PIKE

103 PIKE STREET

EARLY DESIGN GUIDANCE 2  
06 FEBRUARY 2018  
DPD #3028428



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INTRODUCTION

*Project Proposal* . . . . . 05

*EDG Guidance and Response Overview* . . . . . 06

ITEMIZED EDG RESPONSE

*1.a.i. Architectural Context* . . . . . 08

*1.a.ii. Podium*. . . . . 24

*1.a.iii Tower* . . . . . 32

*2. Community Outreach* . . . . . 34

*3. Roof Amenity* . . . . . 38

STREET VIEWS

*Renderings of New Massing From Street Level* . . . 40

BUILDING PLANS & SECTION

*Plans* . . . . . 44

*Sections* . . . . . 47

DEPARTURE

*Setback Departure on 1st Avenue* . . . . . 48

APPENDIX

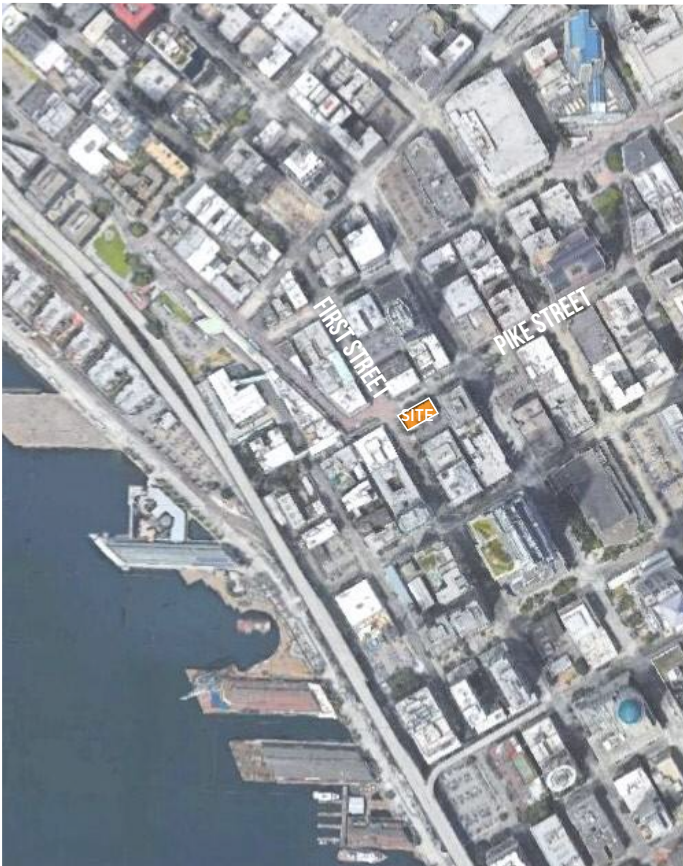
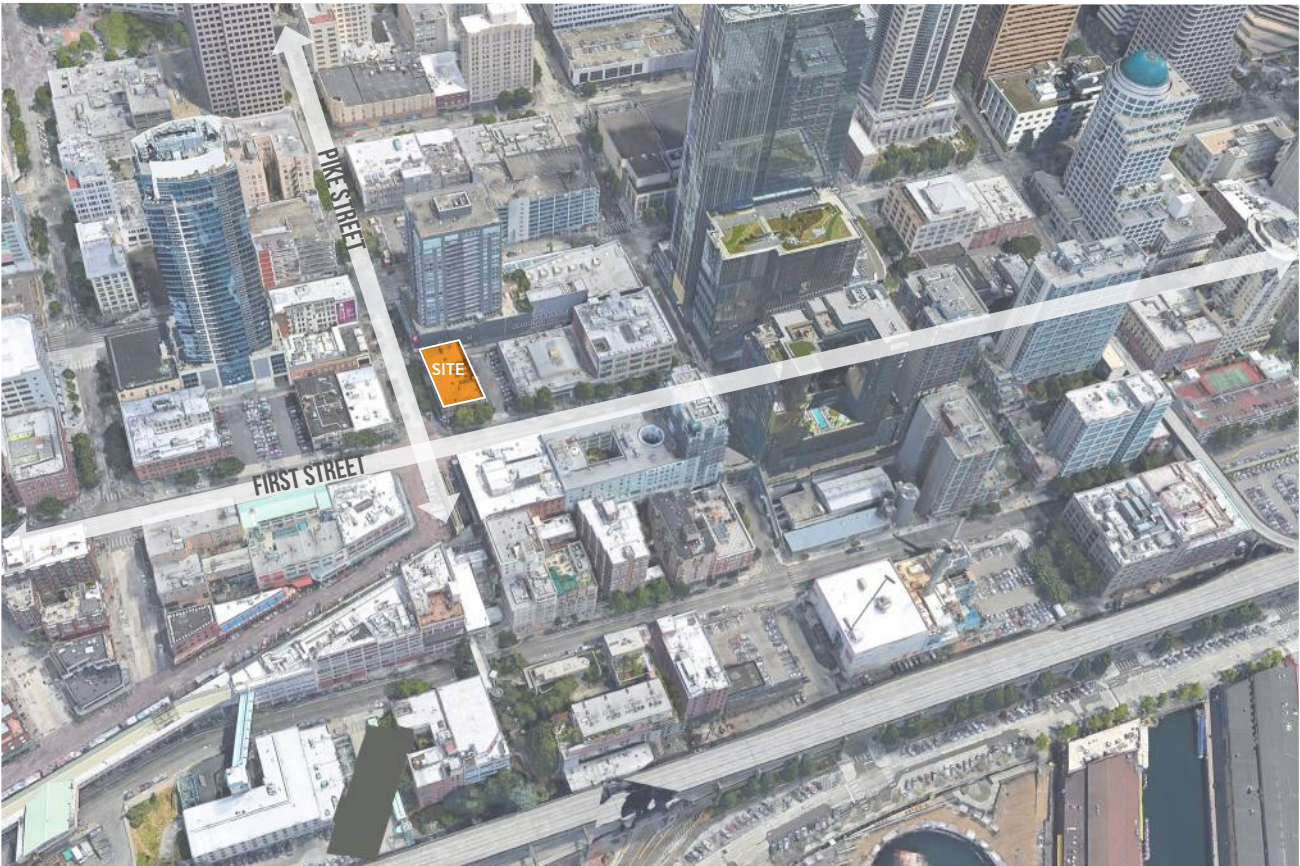
*Context Analysis*. . . . . 52

*Preferred Option at EDG 1* . . . . . 70

*Departure Request from EDG 1*. . . . . 78

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PROJECT INFORMATION

**ADDRESS:** 103 PIKE STREET  
**PROJECT #:** 3028428

**ARCHITECT:**  
ANKROM MOISAN  
1505 5TH AVE, STE 300  
SEATTLE, WA 98101  
206.576.1600  
CONTACT: JASON LAMB

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CONTACT: KELLEY PAGANO

**DEVELOPER:**  
MARKETVIEW PLACE ASSOCIATES LLC  
5350 CARILLON PT.  
KIRKLAND, WA 98033  
206.790.5282  
CONTACT: NATALIE PRICE

DEVELOPMENT OBJECTIVES AT EDG 1

- The proposed project is a 14-story tower. The basic program includes:
- 84,600 sq. ft.
- +/- 3,600 sq. ft. Commercial Area at Street Level
- +/- 3,600 sq. ft. Commercial Area at Level 2

DEVELOPMENT OBJECTIVES AT EDG 2

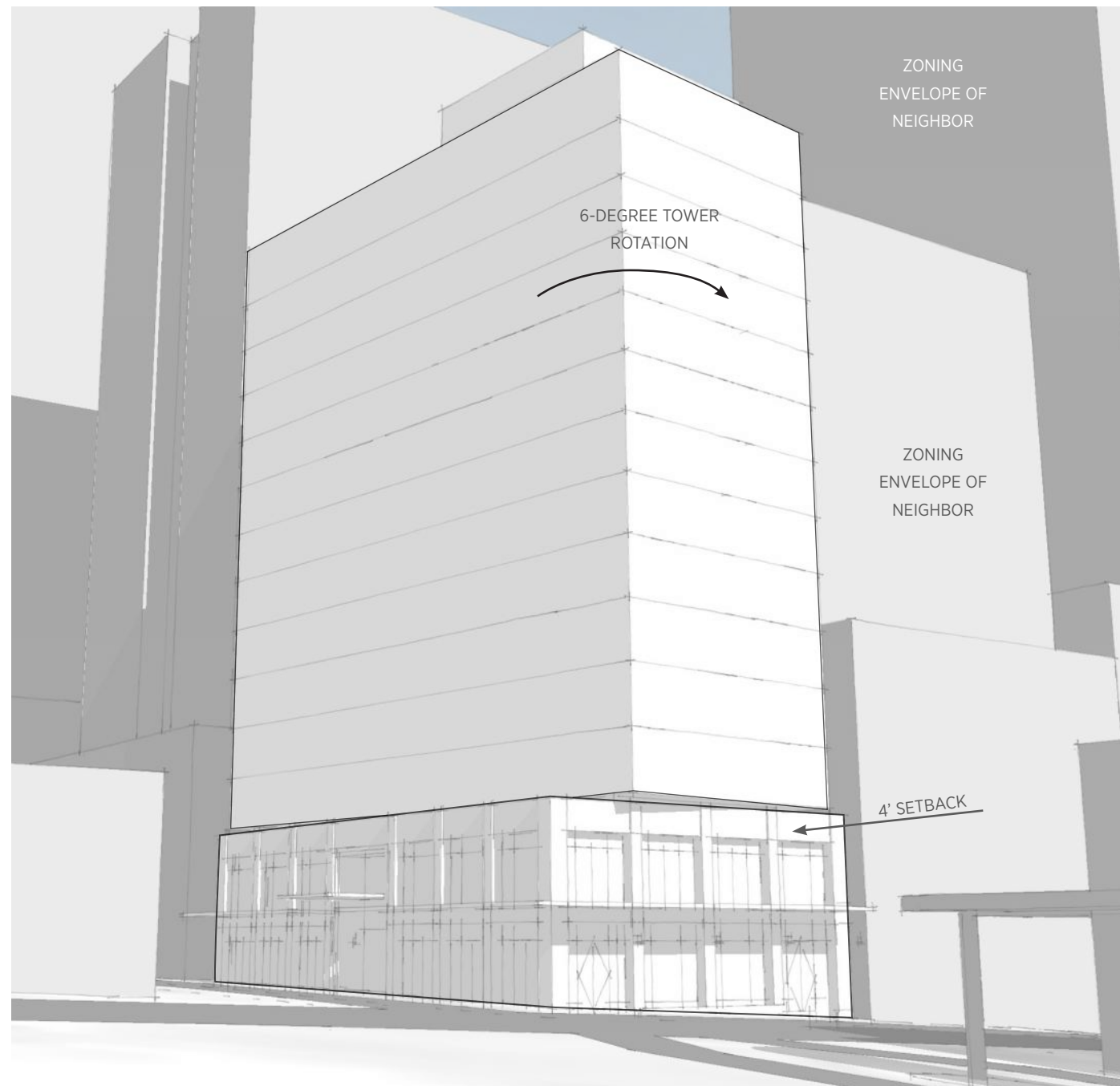
The proposed project is a 14-story tower. The basic program includes:

- 83,340 sq. ft.
- +/- 3,300 sq. ft. Commercial Area at Street Level
- +/- 3,400 sq. ft. Commercial Area at Level 2
- Roof Bar Amenity, open to public

GUIDANCE THEME	BOARD GUIDANCE	DESIGN RESPONSE	APPLICABLE DESIGN GUIDELINE	
1.a.i ARCHITECTURAL CONTEXT	<i>Provide more information on the following:</i> <ul style="list-style-type: none"><li>Expand the site plan.</li><li>Show street patterns.</li><li>Identify building entries.</li><li>Show the four corners of the intersection.</li><li>Identify landmark and potential landmark buildings.</li><li>Relationship with Newmark Condo.</li></ul>	The design team has added additional site information investigating street patterns, building entries, landmark and potential landmark structures, architectural character, and details. The analysis, along with community group discussions, have shaped the revised massing. We have studied the surrounding neighborhood and have made massing changes and adopted design features of the existing architecture to ensure the new building fits well within its context.	A1 B1 B3	Respond to the physical environment Respond to the neighborhood context Reinforce the positive urban form
1.a.ii PODIUM	<ul style="list-style-type: none"><li>The Board supports the two-story base of massing option 3.</li><li>Board supports locations of entries as shown at EDG 1, but requested a corner entry that allows for pedestrian flow at the corner of 1st and Pike, as shown in Massing Option 1.</li><li>The Board requested that the retail glazing should wrap into the alley to provide “eyes on the street.”</li></ul>	<ul style="list-style-type: none"><li>The podium has been refined to reflect a finer scale contextual response.</li><li>The corner of First and Pike has been chamfered to ease pedestrian congestion and provide retail visibility.</li><li>Retail glazing has been wrapped into alley.</li><li>Masonry base emphasized.</li></ul>	B1 B2 B3 D3	Respond to the neighborhood context Create a transition in bulk and scale Reinforce the positive urban form Provide elements that define the place
1.a.iii TOWER	<ul style="list-style-type: none"><li>The Board did not support the setback departure as shown.</li><li>The Board would like to see setback on 1st Avenue and Pike Street.</li><li>The Board does not support the cantilever on 1st Avenue.</li><li>Tower should be minimized.</li><li>Pivot is okay, or applicant can study new massing.</li></ul>	<ul style="list-style-type: none"><li>Removed - Pivot</li><li>Removed - Cantilever</li><li>Added - 3’ setback on Pike above level 2</li><li>Added - Min. 11’ setback on 1st ave above level 2</li><li>Tower is glass and steel, in contrast to more solid masonry base.</li></ul>	B2 B3 C1	Create a transition in bulk and scale Reinforce the positive urban form Promote pedestrian interaction
2. COMMUNITY OUTREACH	<ul style="list-style-type: none"><li>Solicit input from the neighborhood stakeholders.</li></ul>	The ownership team has met and received feedback from multiple neighborhood groups, businesses, and individuals. A record document of those meetings is included herein. The ownership team is dedicated to providing a building that supports public life in the neighborhood with active retail, a welcoming hotel, and a lively rooftop bar that is open to the public.	B1	Respond to the neighborhood context
3. ROOF AMENITY	<ul style="list-style-type: none"><li>Privacy concern mentioned. Provide more information on separation from Newmark.</li><li>Roof should be designed as a holistic composition with mechanical, elevator overruns, planting, and amenity area. Roof seen as 5th façade.</li></ul>	<ul style="list-style-type: none"><li>Screening added at roof deck for added privacy</li><li>Roof to be designed with Private/Quiet and Public/Active zones. More information to be provided at Design Review.</li></ul>	A1 B1	Respond to the physical environment Respond to the neighborhood context
4. EAST AND SOUTH FACADES	<ul style="list-style-type: none"><li>Continue to design for privacy on the alley.</li><li>Enhance blank walls with special materials or detailing (DRB).</li></ul>	<ul style="list-style-type: none"><li>Alley façade designed for maximum privacy for Newmark residents.</li><li>Massing of the party wall is intended to provide interest and corner views from the southwest corner of the site.</li><li>South façade party wall to be designed for Design Review.</li></ul>	A1 B1	Respond to the physical environment Respond to the neighborhood context



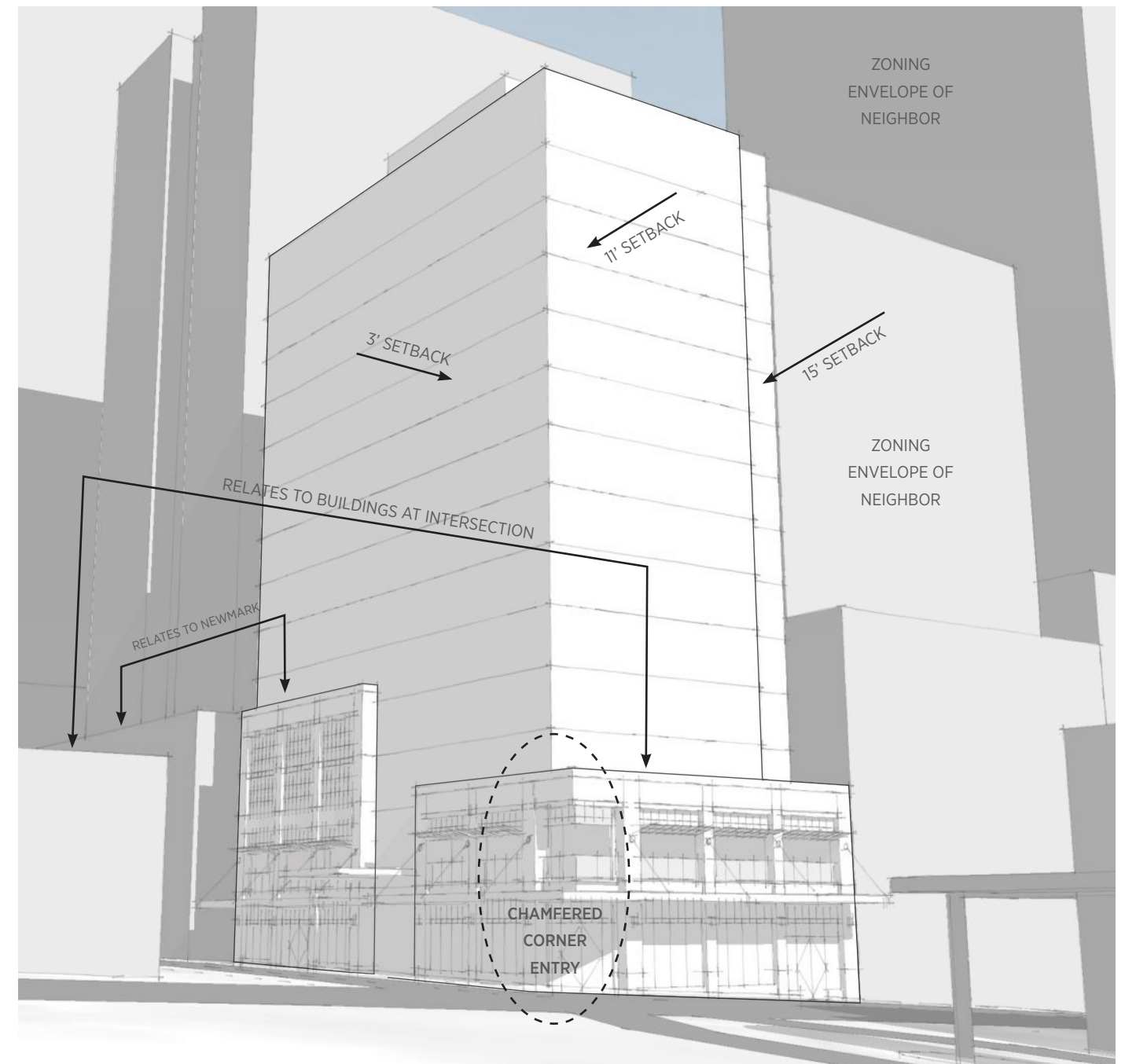
## EDG 1 MASSING



### DESIGN FEATURES

- LEVEL 1 & 2 - 4' SETBACK ON 1ST AVE
- TOWER PIVOT 6 DEGREES
- VOLUNTARY SETBACK ALONG PIKE

## EDG 2 REVISED MASSING



### PRIMARY DESIGN CHANGES

- BASE LEVEL SETBACK ON 1ST AVE ELIMINATED
- FOUR-STORY BASE AT NORTHEAST CORNER TO CONNECT WITH THE NEWMARK
- TWO-STORY BASE AT NORTHWEST CORNER TO CONNECT WITH MARKET
- CORNER COLUMN REMOVED
- TOWER PIVOT ELIMINATED
- 11' MINIMUM SETBACK ON FIRST ABOVE LEVEL 2
- VOLUNTARY 3' SETBACK ON PIKE ABOVE LEVEL 2



1. ARCHITECTURAL CONTEXT - EXPANDED SITE PLANS

BOARD GUIDANCE:

1.a.i The Board agreed with the applicant and the public that the subject property is a recognized site that serves as the gateway to the main entrance of an iconic property—Pike Place Market. The Board explained that understanding the context along 1st Avenue and Pike Street is critical to ensuring future massing will positively respond to the physical environment. The Board was disappointed with the initial amount of context provided and requested that a more comprehensive neighborhood context analysis be provided in the design packet and presented at the next EDG meeting.

RESPONSE:

We have provided an expanded site plan, showing future and proposed street improvements. There is a proposed streetcar stop on First Avenue between Pine and Pike Street. Pike Street between 1st and Second Avenue is intended to become a pedestrian dominated woonerf and is part of the Pike/Pine Renaissance Project. [www.waterfrontseattle.org/pike-pine](http://www.waterfrontseattle.org/pike-pine)

RELEVANT GUIDELINES:

**A1 - Respond to the physical environment.**  
Develop an architectural concept and compose the building’s massing in response to conditions and patterns of urban form found beyond the immediate context of the site.

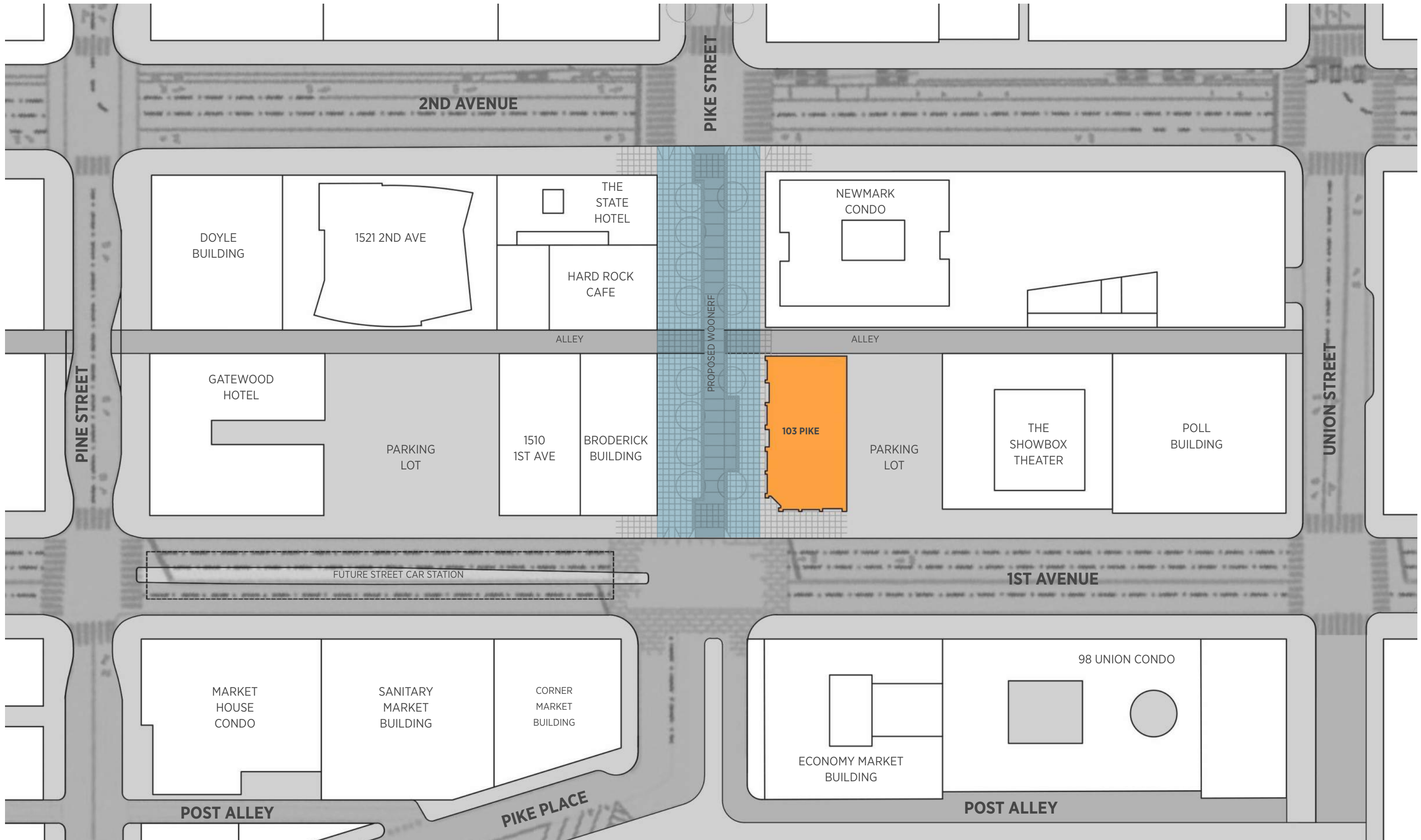
**B1 - Respond to the neighborhood context.**  
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

**B3 - Reinforce the positive urban form and architectural attributes of the immediate area.**  
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.



AREA OF ENLARGEMENT ON FOLLOWING PAGE







# 1. ARCHITECTURAL CONTEXT - LANDMARK STRUCTURES

## BOARD GUIDANCE:

1.a.i Identify existing and potential City Landmarks.

## RESPONSE:

The map on this page shows the location of landmark and potential landmark structures near our site. 103 Pike Street has been twice nominated for landmark designation and failed to receive it both times.

Information on this map comes from the Department of Neighborhood List of Designated Landmarks and Nominated Landmarks.

## RELEVANT GUIDELINES:

### A1 - Respond to the physical environment.

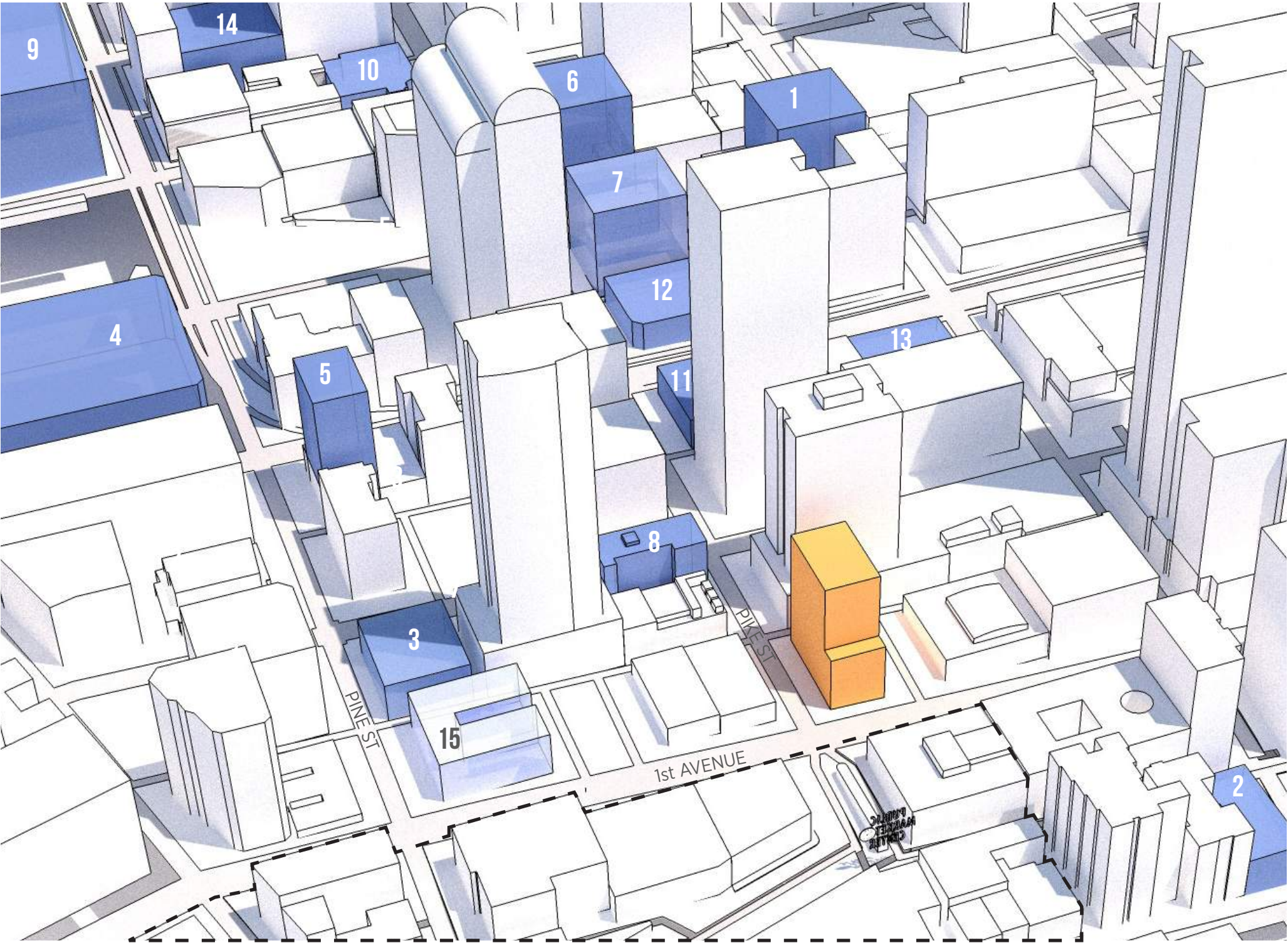
Develop an architectural concept and compose the building’s massing in response to conditions and patterns of urban form found beyond the immediate context of the site.

### B1 - Respond to the neighborhood context.

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

### B3 - Reinforce the positive urban form and architectural attributes of the immediate area.

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



- DESIGNATED LANDMARK
- NOMINATED LANDMARK
- PROJECT SITE



NOMINATED LANDMARK

15 COLONNADE HOTEL



DESIGNATED LANDMARKS

01 1411 4TH AVENUE



02 MARKETSIDE APARTMENTS



03 DOYLE BUILDING



04 MACYS



05 OLYMPIC TOWER



06 LIGGETT BUILDING



07 JOSHUA GREEN BUILDING



08 EITEL BUILDING (THE STATE HOTEL)



09 NORDSTROM



10 COLISEUM THEATER



11 KRESS BUILDING



12 WOOLWORTH STORE



13 MANN BUILDING



14 DECATUR BUILDING





# 1. ARCHITECTURAL CONTEXT - NEIGHBORHOOD ZONING

## BOARD GUIDANCE:

The Board requested further information about the surrounding context.

## RESPONSE:

In order to understand the context of our site, it is important to understand the development potential of the neighborhood at large. Our site is zoned DMC-145. It is an important transitional zone between the DMC 240/290-440 zone of the Downtown core and the PMM-85 Zone of the Pike Place Market.

## RELEVANT GUIDELINES:

### B1 - Respond to the neighborhood context.

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

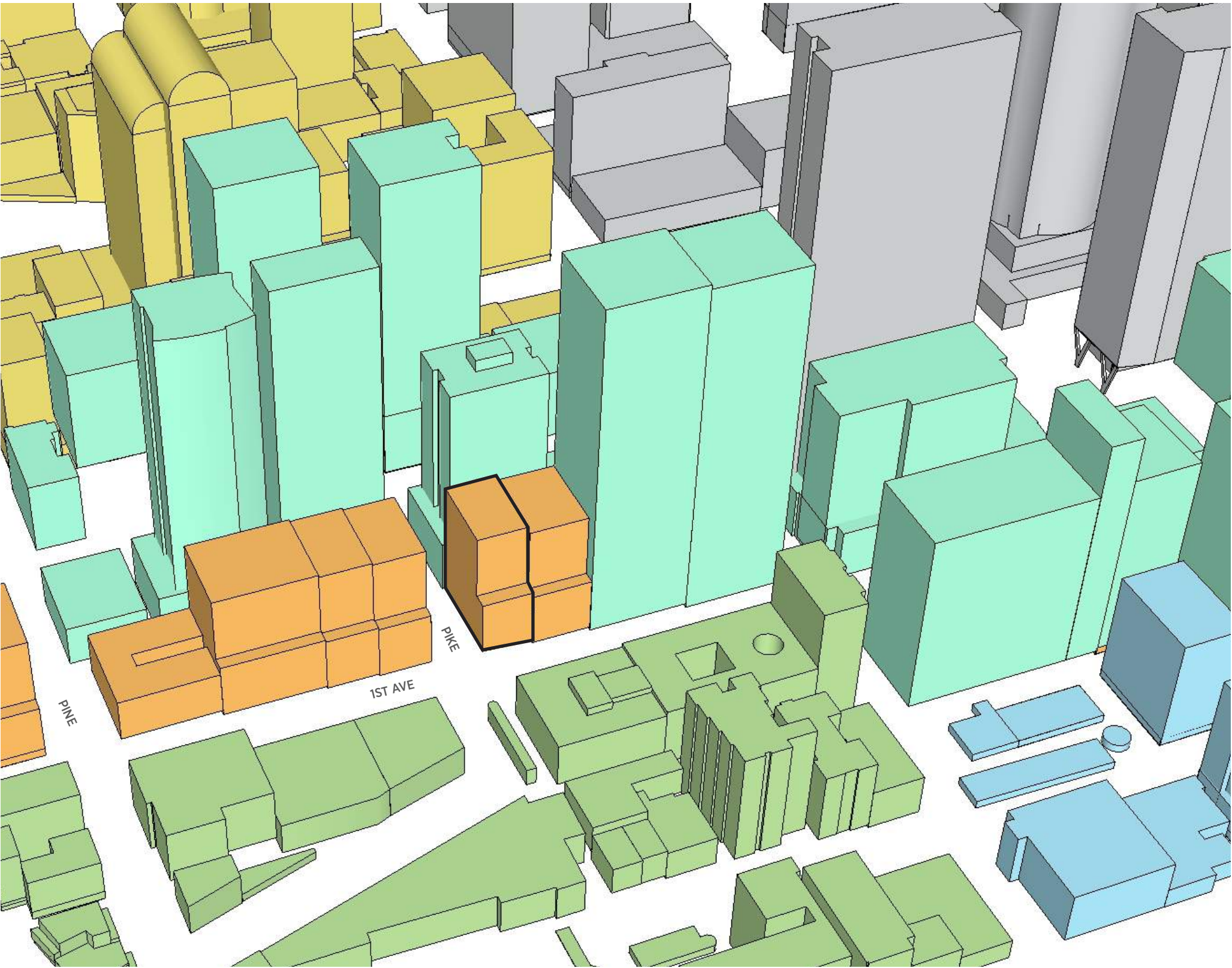
### B2 - Create a transition in bulk and scale.

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.

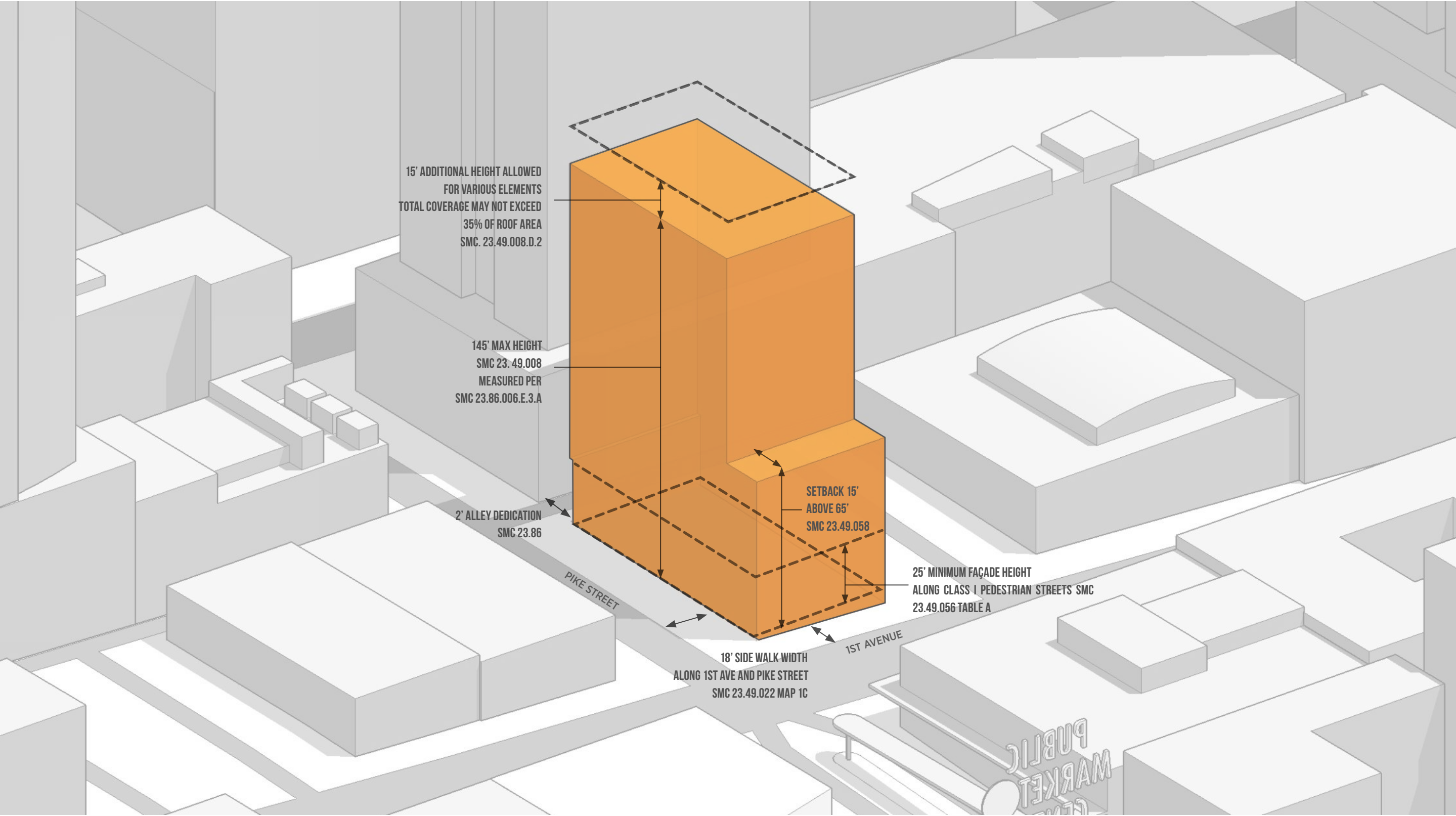
### B3 - Reinforce the positive urban form and architectural attributes of the immediate area.

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

- DRC 85-170
- DOC 1 U-450-U
- DMC 240/290-440
- DMC-145
- PMM-85
- DMC-170









1. ARCHITECTURAL CONTEXT - FIRST AND PIKE INTERSECTION

BOARD GUIDANCE:

1.a.i Identify existing building Entries, Street Patterns, and the four corners of 1st Avenue and Pike Street.

RESPONSE:

Building corners and entries have been documented with photos, plans, and elevations. Common traditional features, such as bay column spacing, corner entries, and inset side entries, have been incorporated into the project design to reflect the patterns found throughout the neighborhood.

RELEVANT GUIDELINES:

**B1 - Respond to the neighborhood Context.**  
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

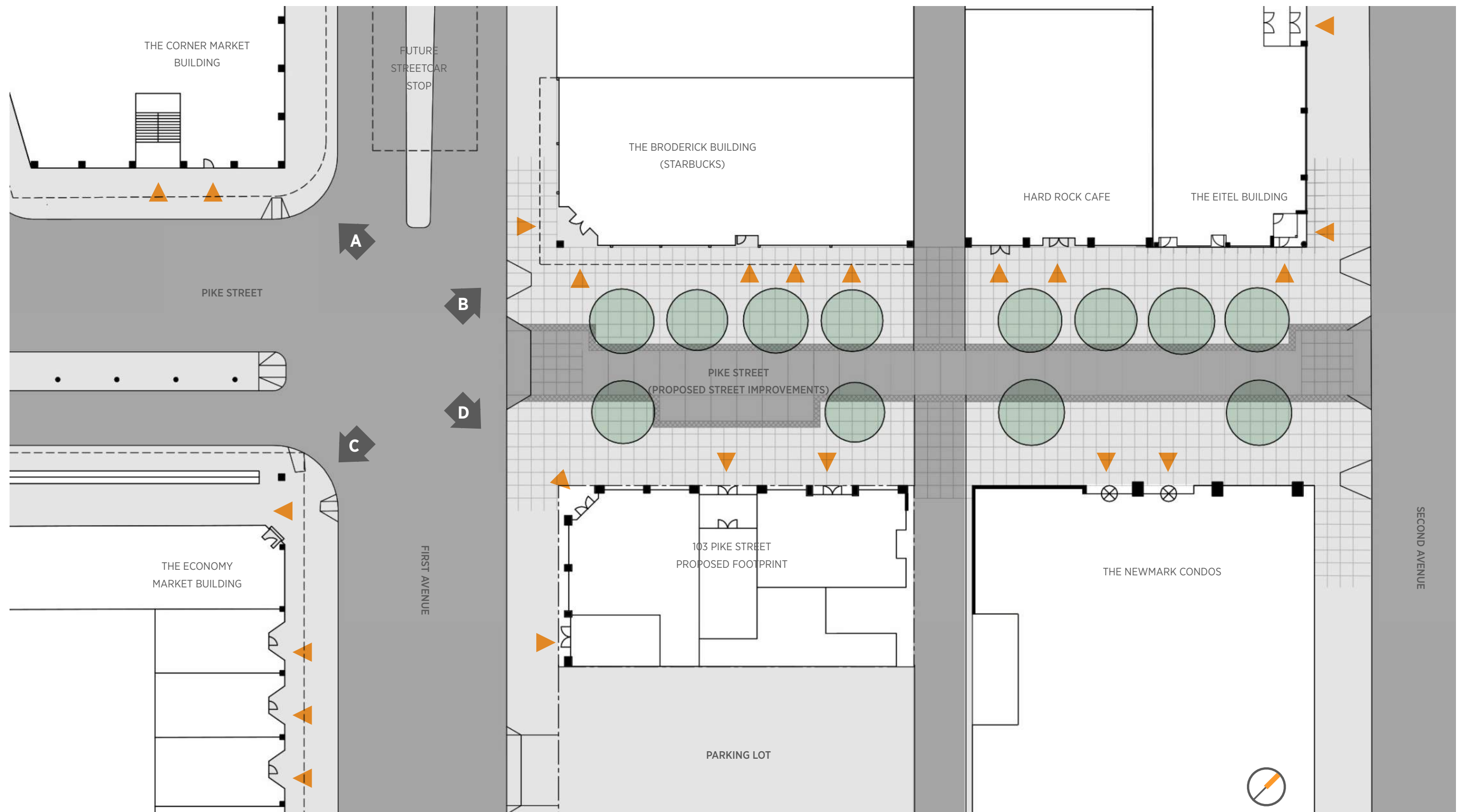
**B3 - Reinforce the positive urban form and architectural attributes of the immediate area.**  
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

**C4 - Reinforce building entries.**  
To promote pedestrian comfort, safety, and orientation, reinforce the building's entry.





# 1. ARCHITECTURAL CONTEXT - FIRST AND PIKE INTERSECTION



1. ARCHITECTURAL CONTEXT - NEIGHBORHOOD DESIGN ELEMENTS

BOARD GUIDANCE:

The Board requested a careful analysis of the architectural patterns and details common to the neighborhood.

RESPONSE:

The design team observed and documented the surrounding architecture and has worked to incorporate many of the most common design features, including: open façades, continuous canopy coverage, corner entry, transom windows, recessed side entries, fenestration patterns, and street-level transparency. The following pages show some of our investigation and analysis.

RELEVANT GUIDELINES:

B1 - Respond to the neighborhood context.

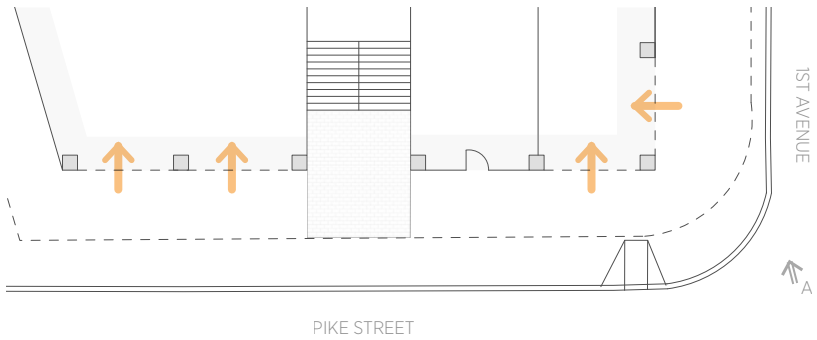
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

B3 - Reinforce the positive urban form and architectural attributes of the immediate area.

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

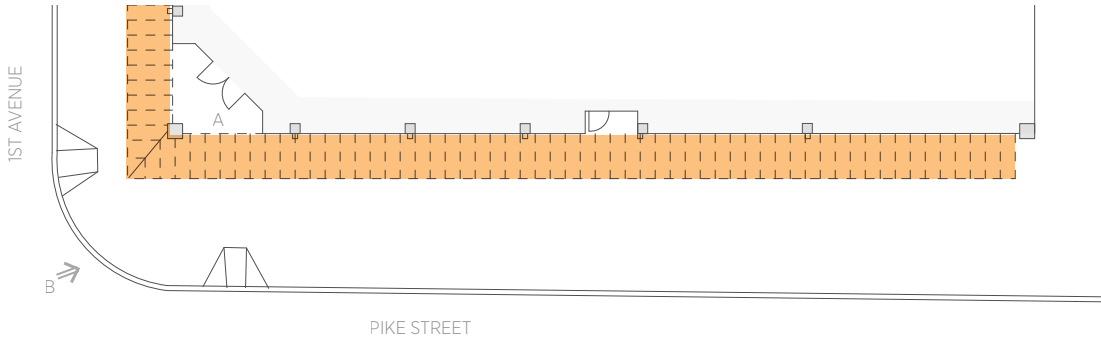
1 THE CORNER MARKET BUILDING  
POROSITY / OPEN FAÇADE

Open façade is typical of many buildings in the Market Neighborhood. It helps to promote pedestrian engagement and gives life to the retail environment.



2 THE BRODERICK BUILDING  
CONTINUOUS CANOPY

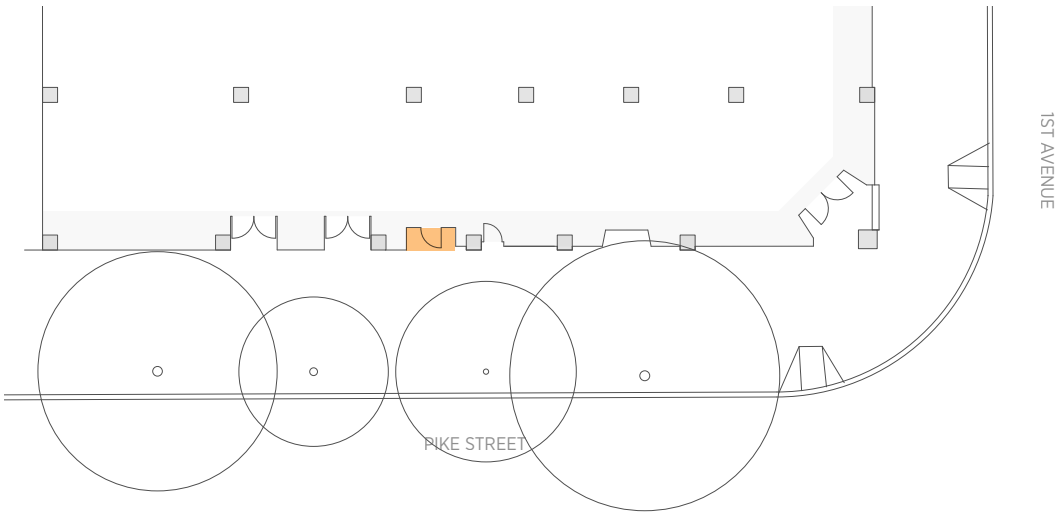
A continuous and transparent canopy, as found at the Broderick Building, provides year-round weather protection for pedestrians, while also letting daylight reach the sidewalk.





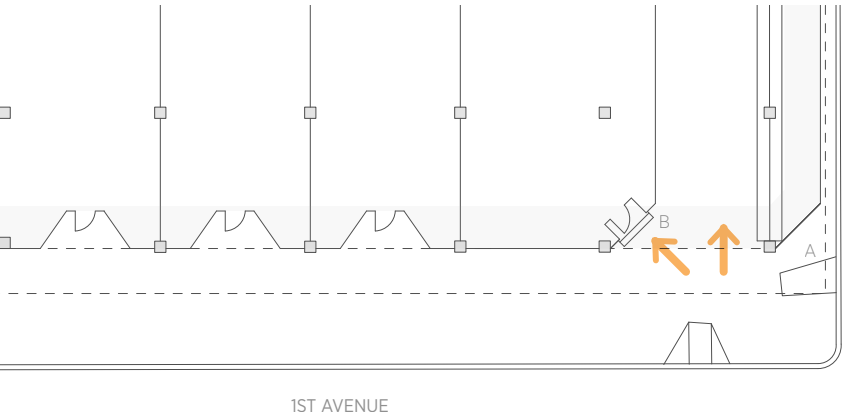
3 THE HAHN BUILDING  
RECESSED SIDE ENTRY (HOTEL ENTRANCE)

Recessed side entries are common throughout the neighborhood. The recessed side entry (located between two separate façade treatments) of the current Green Tortoise Hotel is reimaged in our revised design.



4 THE ECONOMY MARKET BUILDING  
CORNER ENTRY

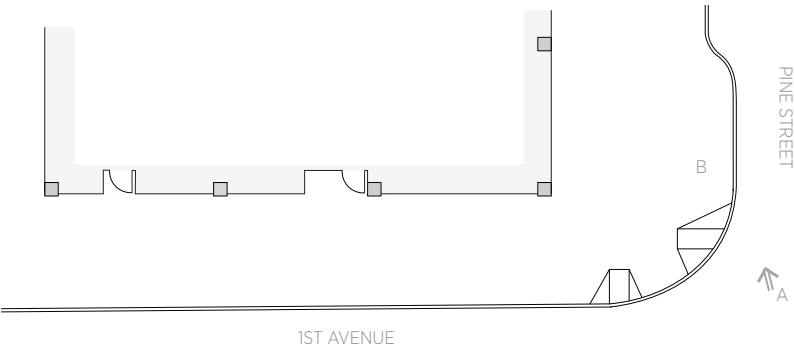
A chamfered corner entry, as found on the Economy Market Building, has been adopted. This open corner allows for retail visibility and easy flow of pedestrian traffic.



1. ARCHITECTURAL CONTEXT - NEIGHBORHOOD DESIGN ELEMENTS

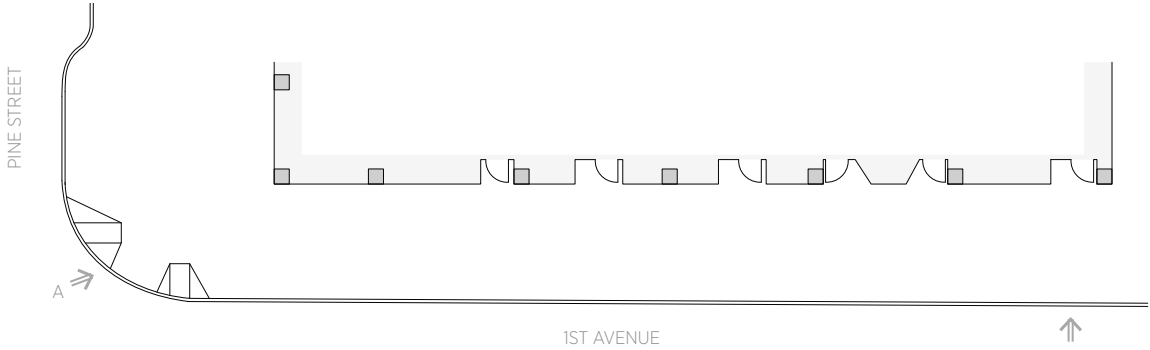
5 ATWOOD APARTMENTS  
FENESTRATION PATTERNS

Observed fenestration patterns include grouped windows, divided lites, punched openings, pivot, casements, and double hung windows.



6 THE GATEWOOD HOTEL  
TRANSOM WINDOWS

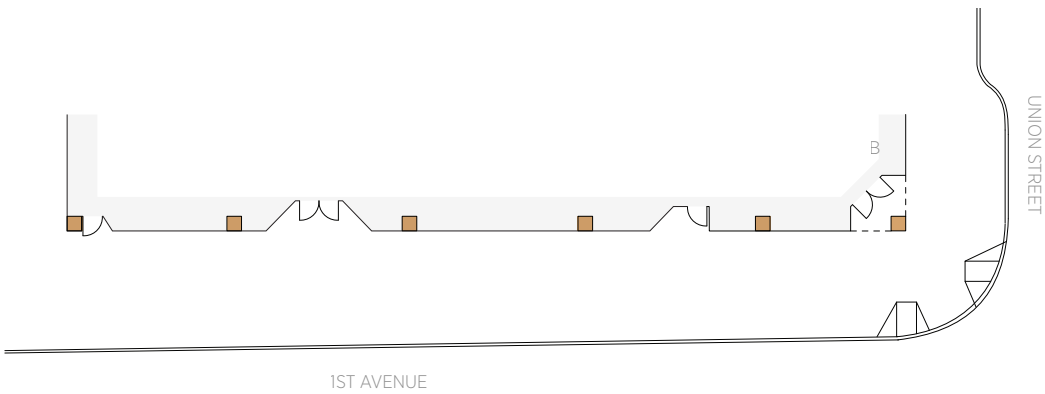
Transom windows are found above many retail storefronts throughout the neighborhood. This feature allows light deep into the retail space and provides transparency and openness to the façade.





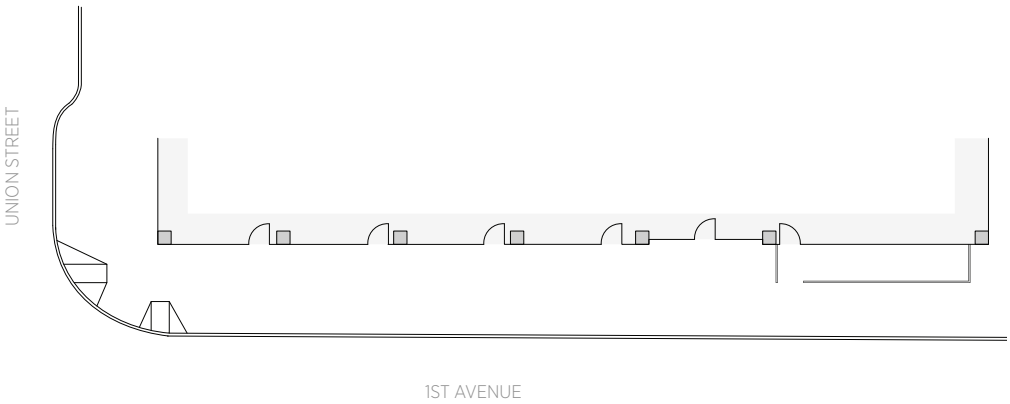
7 MARKET HOUSE CONDOMINIUM  
COLUMN BAY RHYTHM

Distinct and regular column bay rhythms are typical of the buildings along 1st Avenue. Over the years, the Hahn Building has been altered to obscure the original column rhythm. The proposed design helps to restore this design element to the site.



8 INN AT THE MARKET  
STREET - LEVEL TRANSPARENCY

The proposed design meets and exceeds the zoning requirement for transparent façade. This important feature is critical to successful retail and pedestrian engagement.





## 1. ARCHITECTURAL CONTEXT - FENESTRATION STUDY

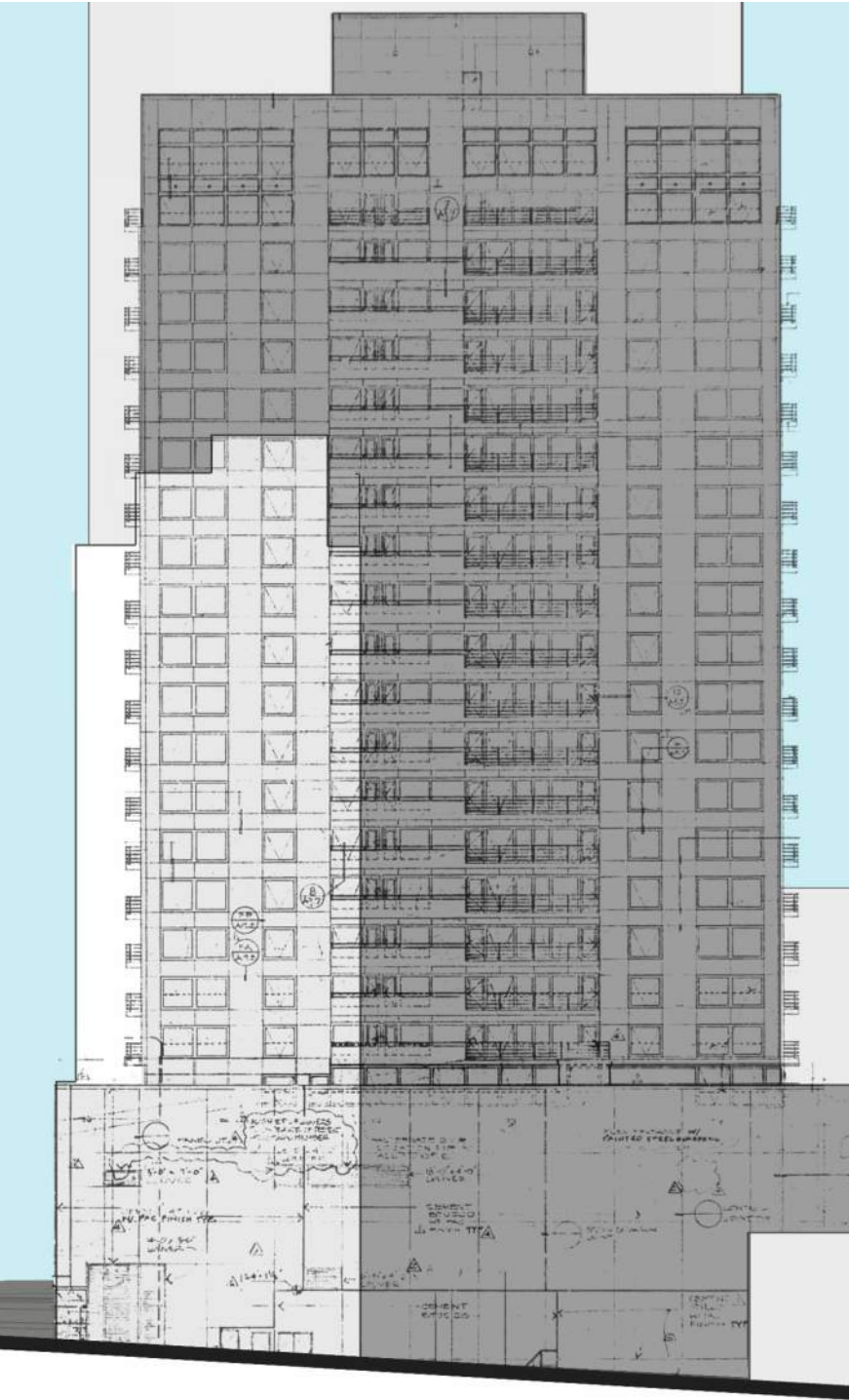




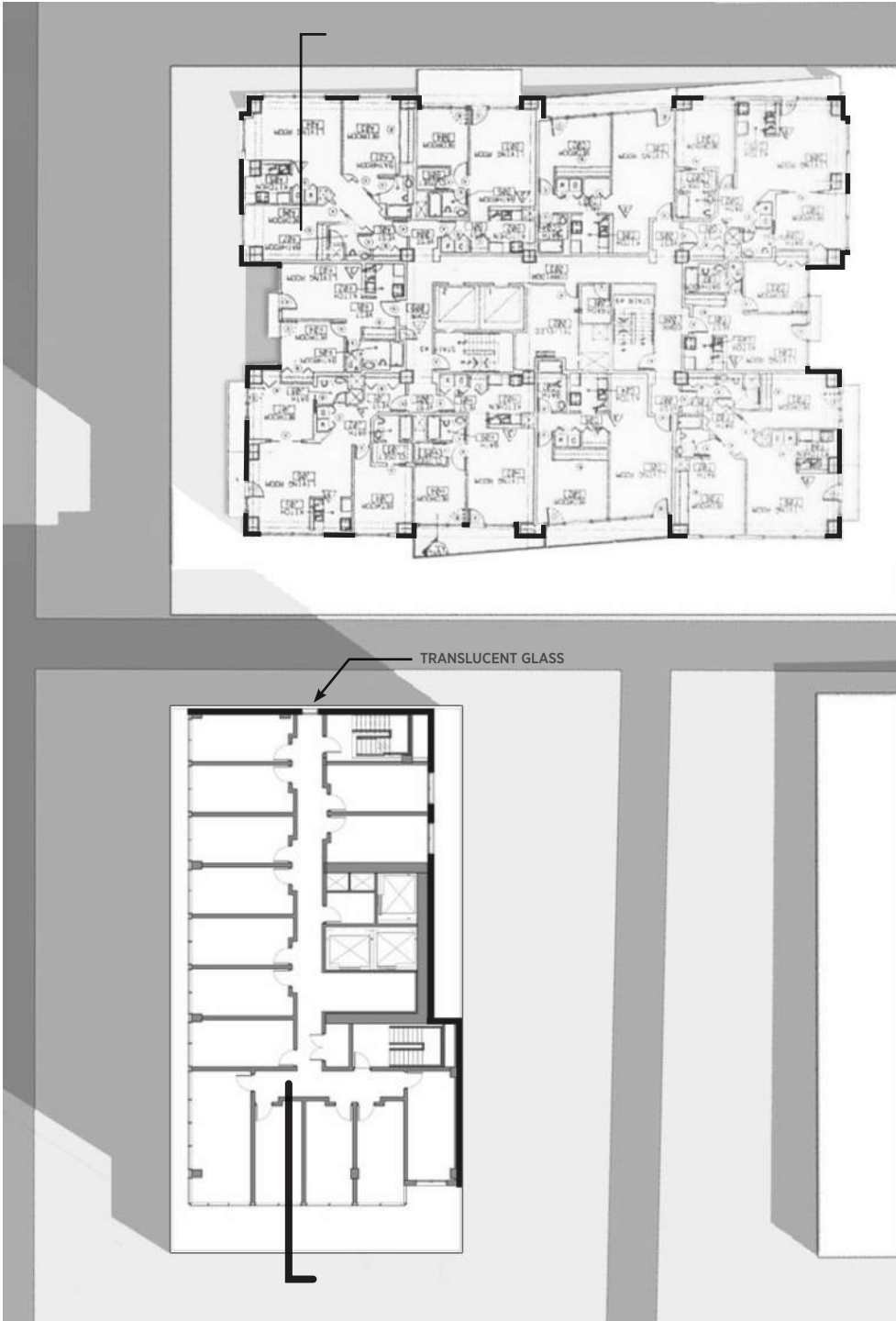




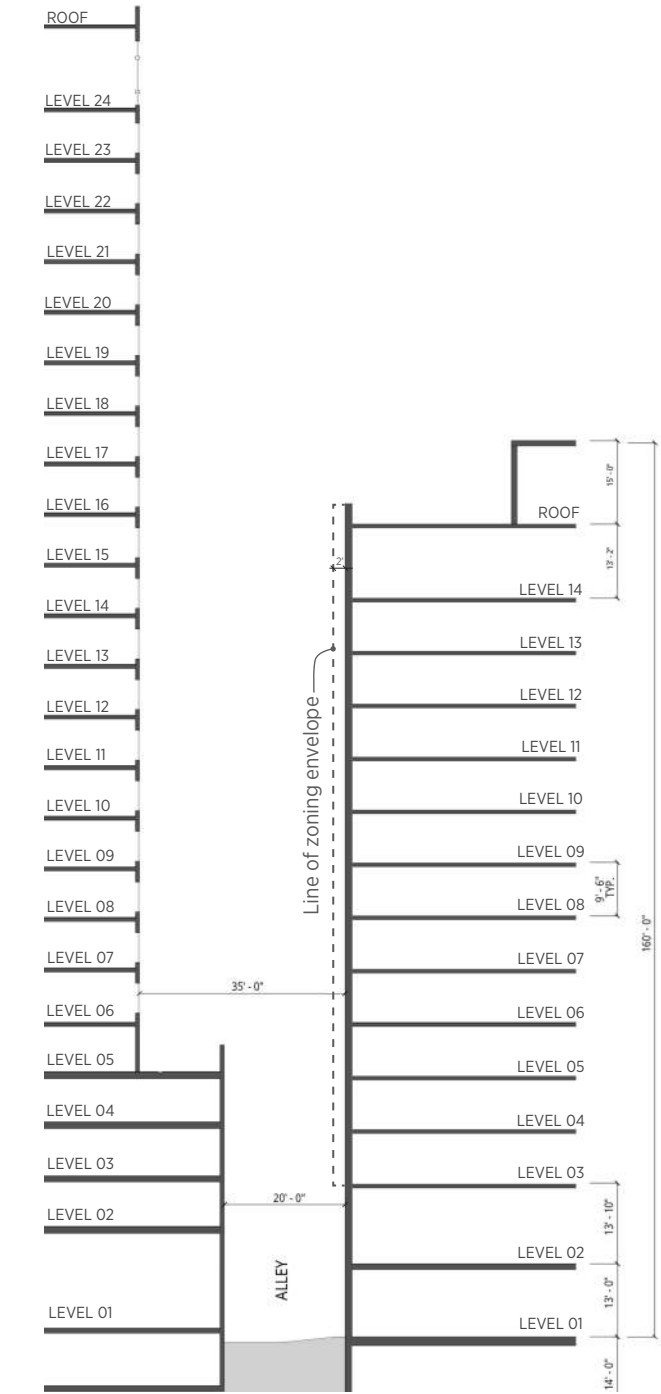
1. ARCHITECTURAL CONTEXT - RELATIONSHIP WITH NEIGHBOR



ELEVATION OF NEWMARK AND PROPOSED HOTEL



PLAN VIEW OF NEWMARK AND PROPOSED HOTEL



SECTION OF NEWMARK AND PROPOSED HOTEL

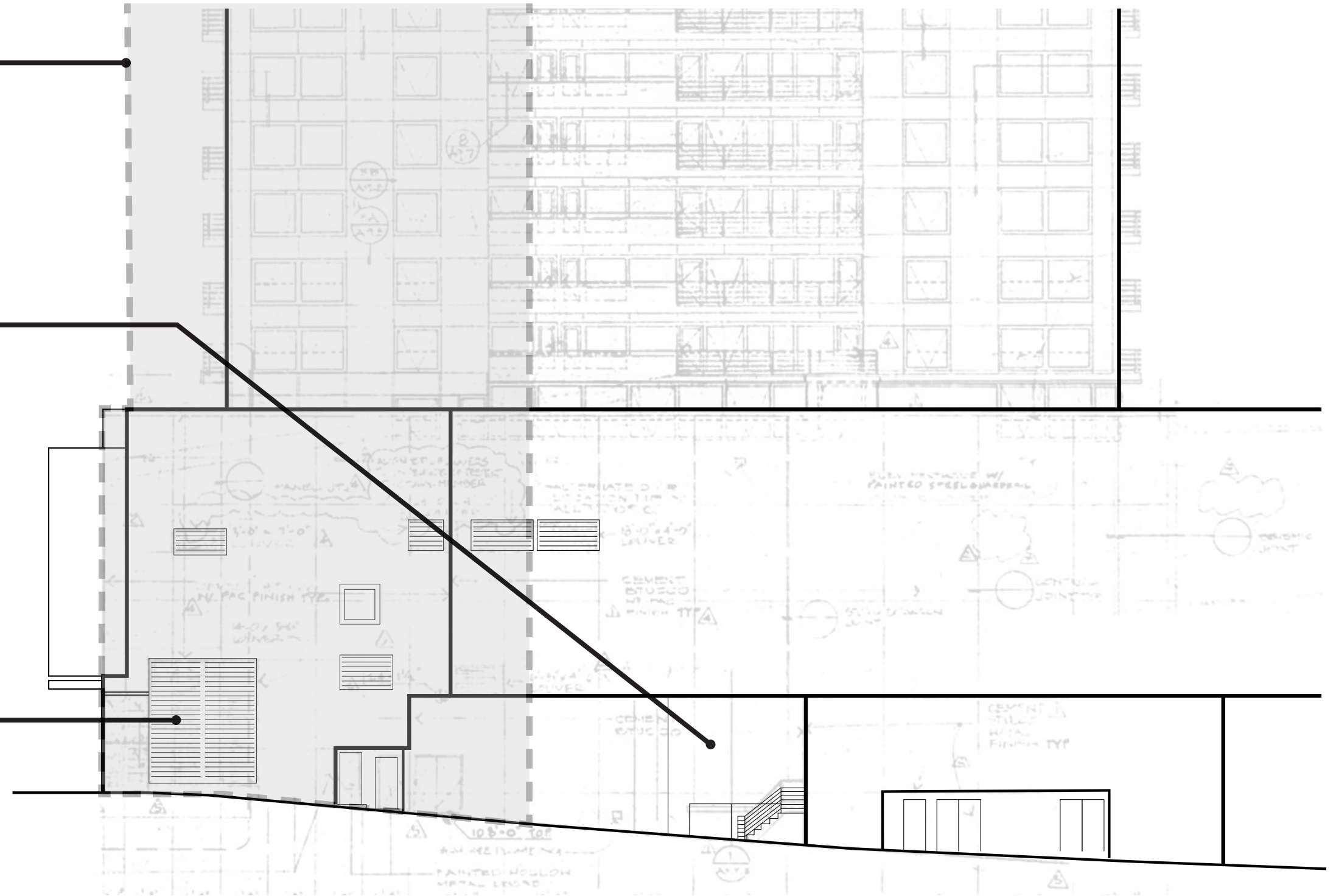


OUTLINE OF 103 PIKE STREET

LOADING DOCK



EXHAUST VENT



## 1. PODIUM

### BOARD GUIDANCE:

1.a.ii. The Board's comments pertaining to the structure's podium were as follows:

- The Board voiced support for the two-story podium/base of Concept 3 because the podium related strongly to the historical scale and context, in addition to preserving the feel of the existing intersection. Board comments pertaining to the bay rhythm and modulation for this base were also positive.
- Overall the Board supported the location of the ground-level entries for each design concept and stated a strong preference for the chamfered corner entrance, as shown in Concept 1. The Board explained that the design of the corner entry should reinforce the streetscape characteristics (four-way plaza intersection) and the historical architectural attributes in the vicinity

### RESPONSE:

- The revised design maintains the two-story base at the corner of 1st Avenue and Pike Street in order to relate to the existing structures at the intersection. The massing of the base steps up to four stories on the east side of the building, thus responding in height and scale to the podium of the Newmark Condo Building. The main hotel entry is located between the massing elements. The bay rhythm and modulation from the previous EDG massing has been retained.
- The corner has been revised. The corner column has been removed and the corner has been chamfered for ease of pedestrian traffic and retail visibility.

### RELEVANT GUIDELINES:

#### B1 - Respond to the neighborhood context.

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

#### B3 - Reinforce the positive urban form and architectural attributes of the immediate area.

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

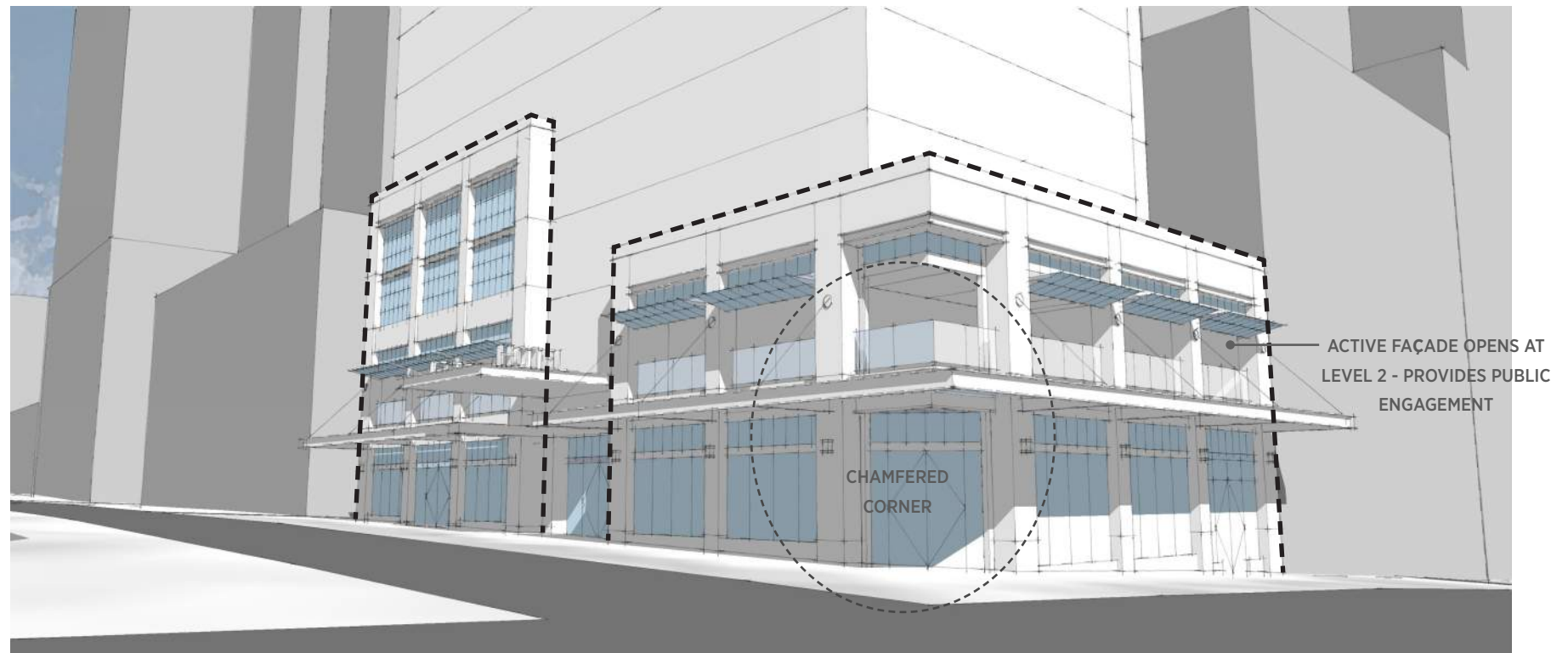
#### C4 - Reinforce building entries.

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

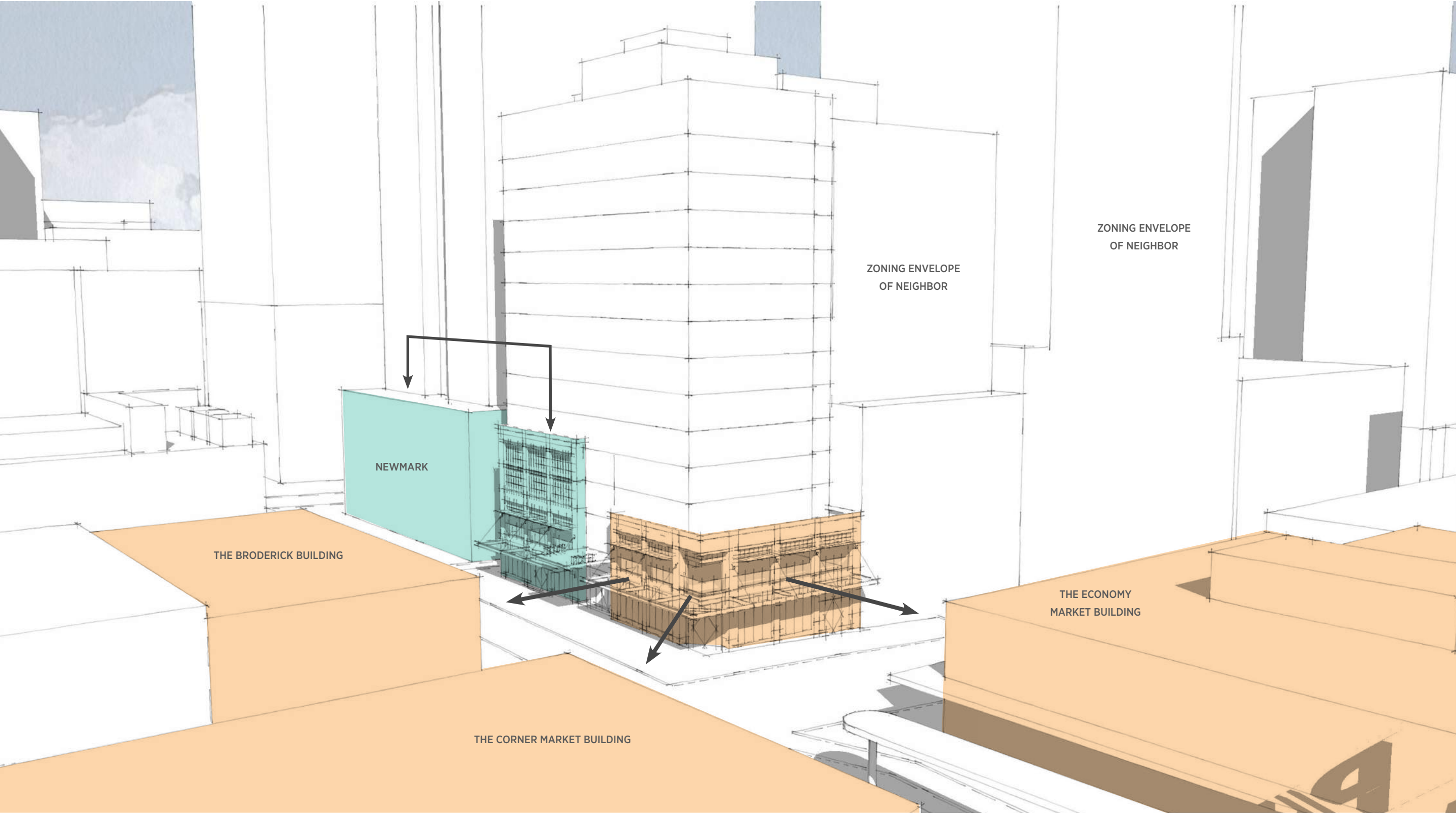
EDG 1 MASSING



EDG 2 REVISED MASSING









## 1. PODIUM - NEIGHBORHOOD DESIGN ELEMENTS AND THEMES

1. OPEN FAÇADE / POROSITY



2. CONTINUOUS CANOPY COVERAGE



3. RECESSED SIDE ENTRIES



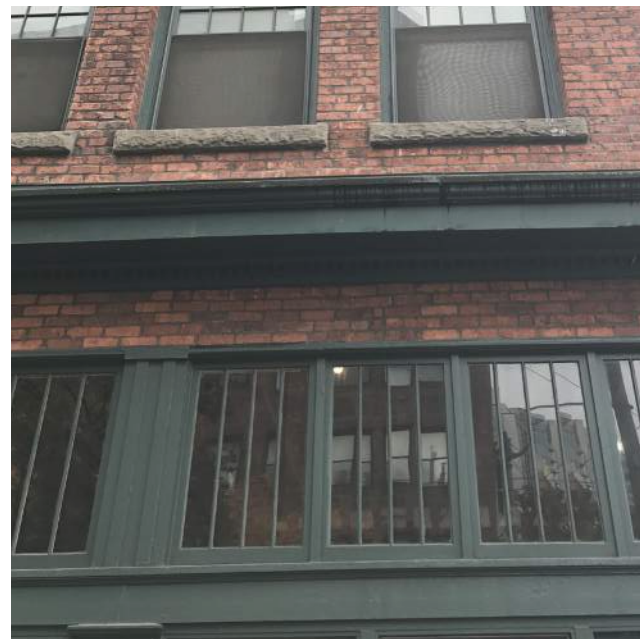
4. CORNER ENTRY



5. FENESTRATION PATTERNS



6. TRANSOM WINDOWS



7. COLUMN BAY RHYTHM



8. STREET-LEVEL TRANSPARENCY









## 1. PODIUM - GLAZING AT ALLEY

### BOARD GUIDANCE:

*1.a.ii. The Board requested that the ground-level retail space fenestration extend into the alley to provide some transparency and security at the alley entrance.*

### RESPONSE:

Windows have been added to the northeast corner at the alley. This allows eyes on the street and helps activate the pedestrian experience.

### RELEVANT GUIDELINES:

#### **A1 - Respond to the physical environment.**

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

#### **B1 - Respond to the neighborhood context.**

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

#### **B2 - Create a transition in bulk and 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.

#### **B3 - Reinforce the positive urban form and architectural attributes of the immediate area.**

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

#### **C4 - Reinforce building entries.**

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



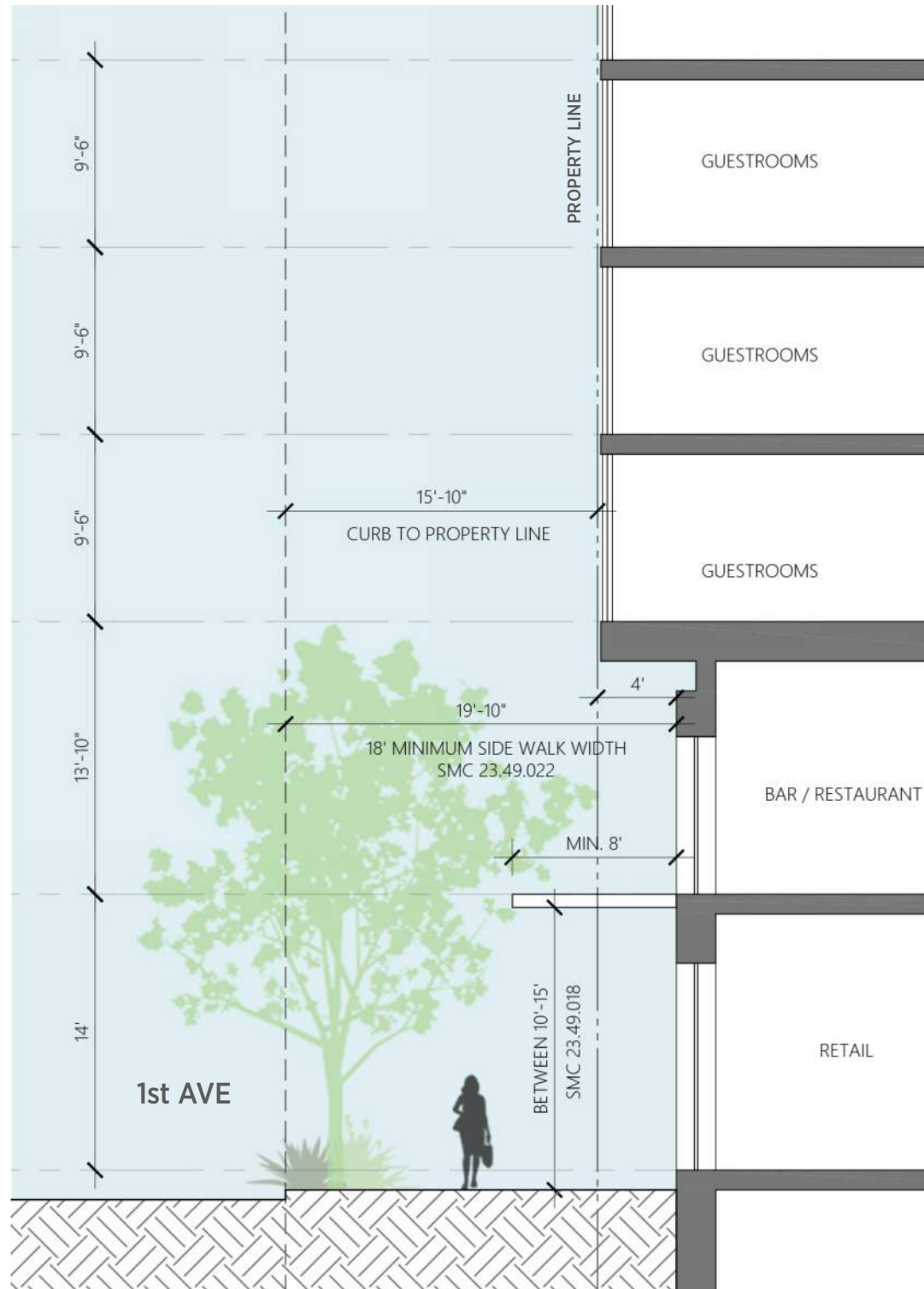


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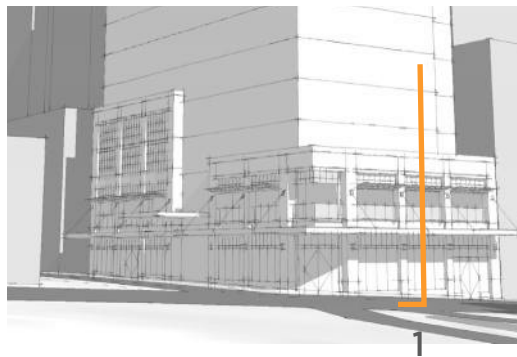
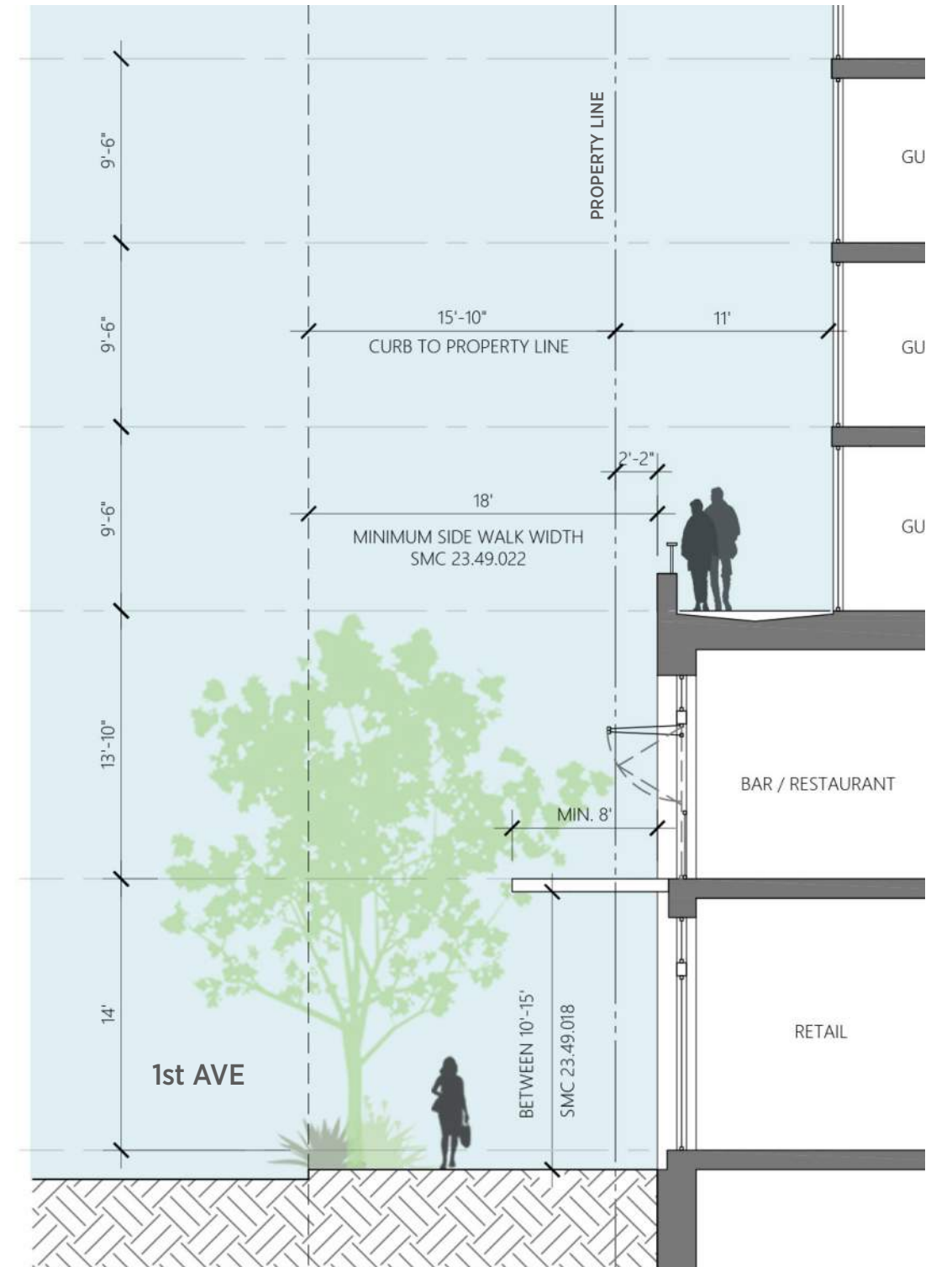


## 1. PODIUM - STREET-LEVEL SECTIONS

## EDG 1 MASSING - SECTION 1

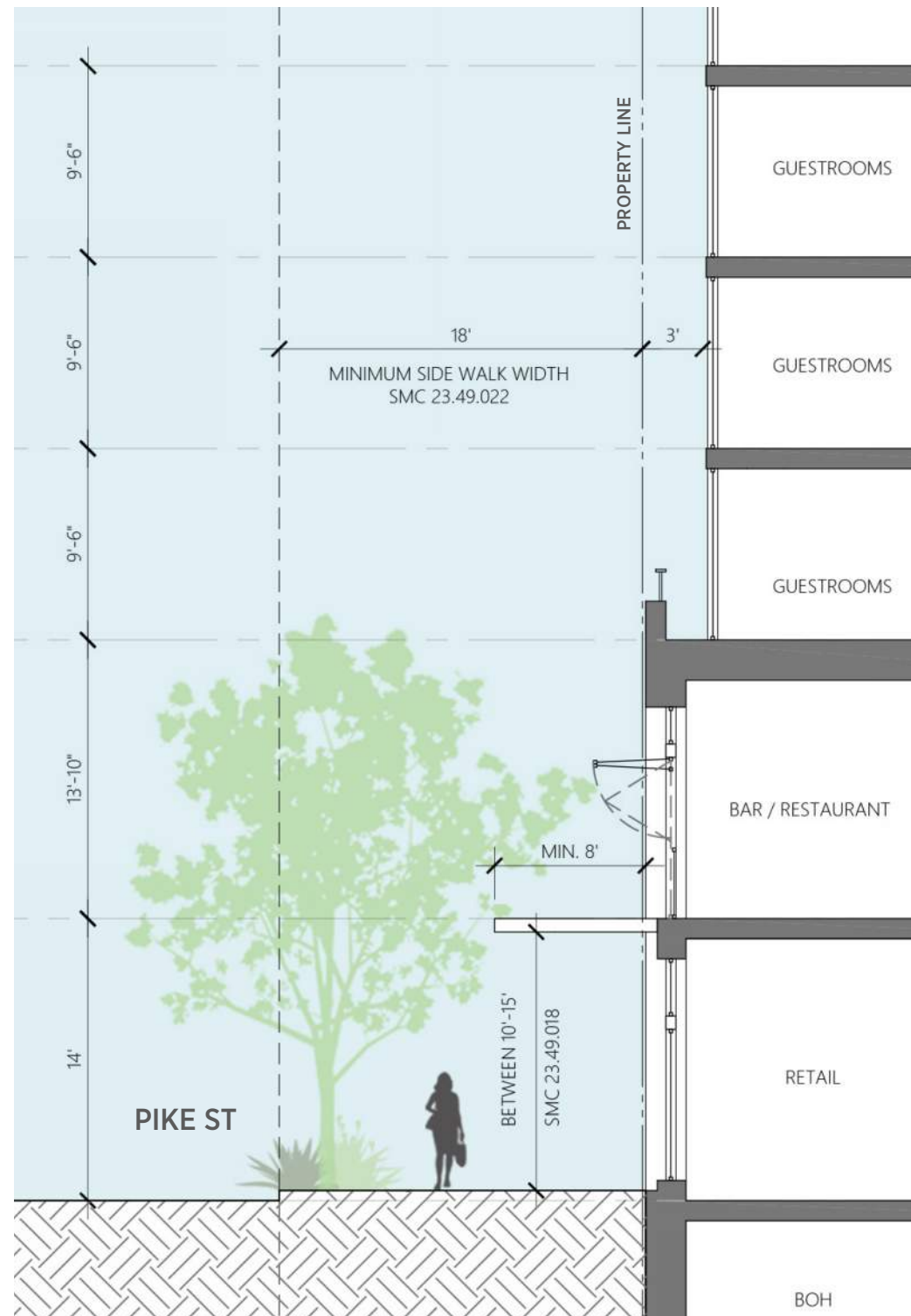


## EDG 2 REVISED MASSING - SECTION 1

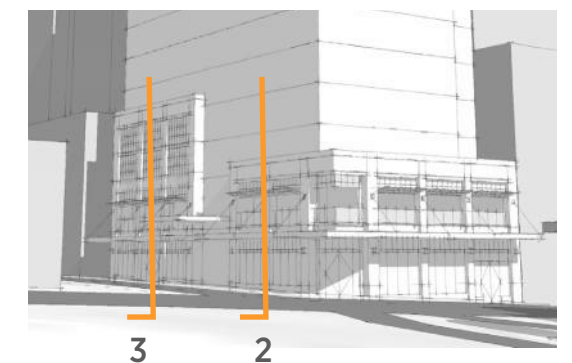
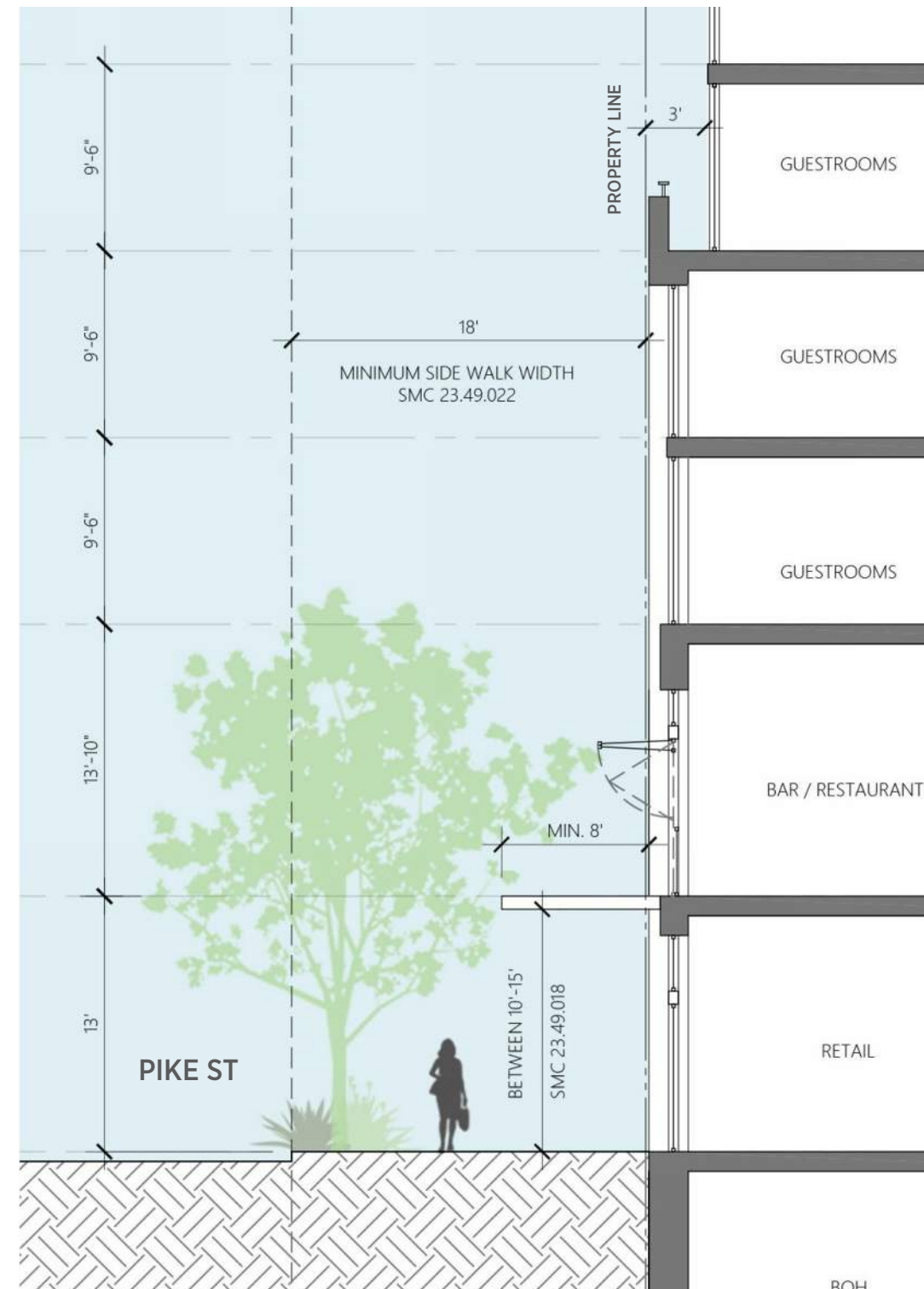




EDG 2 REVISED MASSING - SECTION 2



EDG 2 REVISED MASSING - SECTION 3





# 1. TOWER

## BOARD GUIDANCE:

- 1.a.iii. The Board's comments pertaining to the tower were as follows:
- The Board emphasized that the tower massing should set back from the podium on both streets (1st Avenue and Pike Street) and be designed to fade away to respect the existing Market context and preserve existing view corridors. Thus, the Board did not support the requested upper level setback departure as shown. Nor did the Board support the cantilevered tower on 1st Avenue for Concept 3. The Board offered the design team the option of continuing to explore a refined version of the concept 3 design (pivot option) or study/present a new tower massing to the Board at the next EDG meeting.

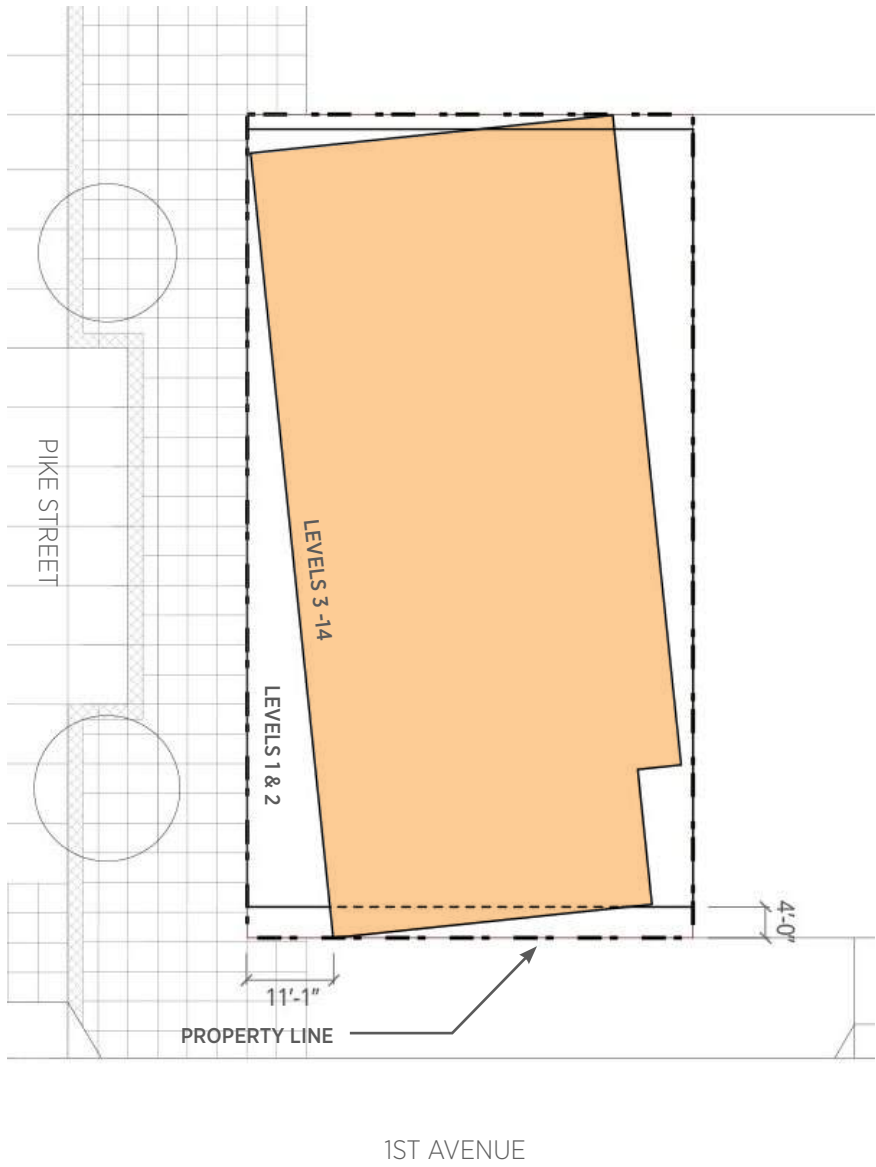
## RESPONSE:

The tower has been completely redesigned. The pivot has been removed; without the cantilever over the base, it no longer had a visual impact. Voluntary setbacks have been introduced along 1st Avenue and on Pike Street.

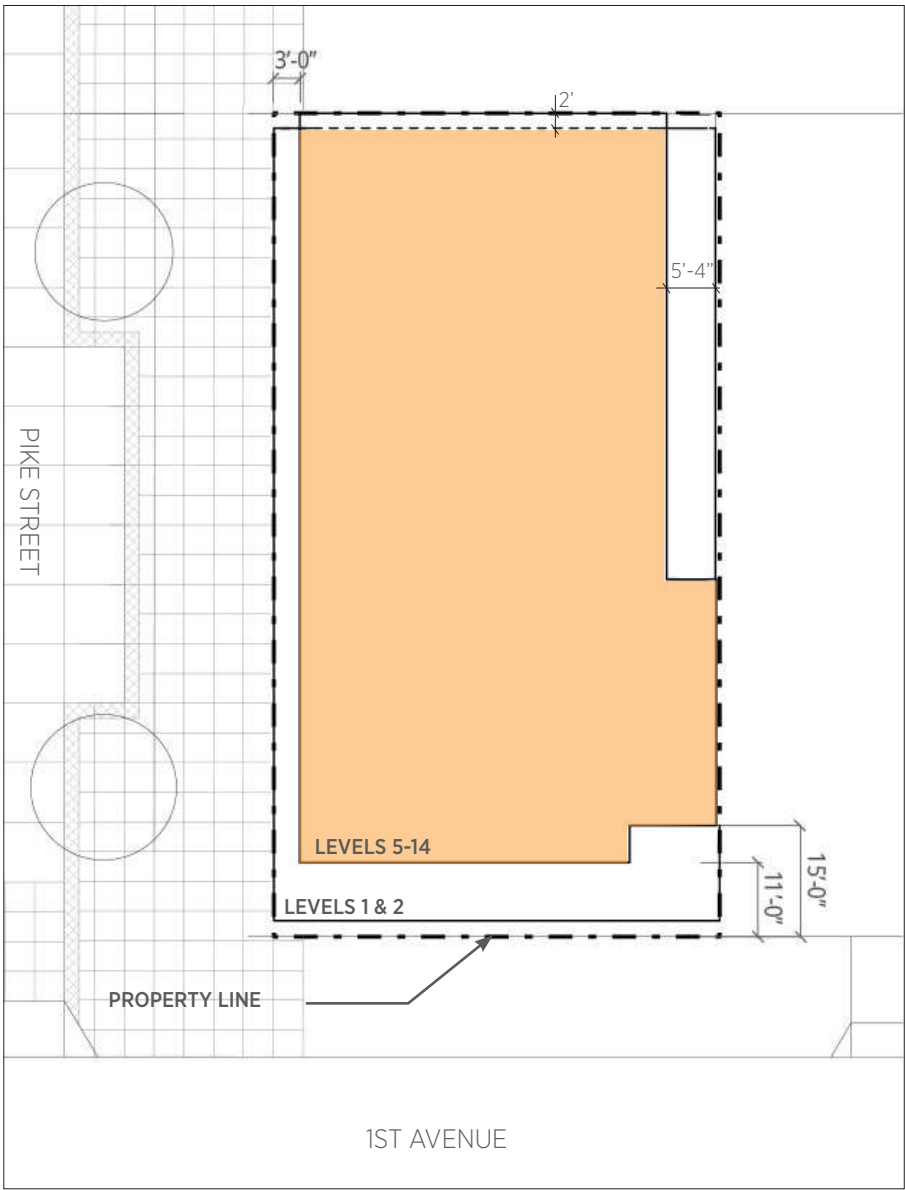
## RELEVANT GUIDELINES:

- A1 - Respond to the physical environment.**  
Develop an architectural concept and compose the building's massing in response to conditions and patterns of urban form found beyond the immediate context of the site.
- A2 - Enhance the skyline.**  
Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing landmarks while responding to the skyline's present and planned profile.
- B1 - Respond to the neighborhood context.**  
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.
- B2 - Create a transition in bulk and 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.

## EDG 1 MASSING

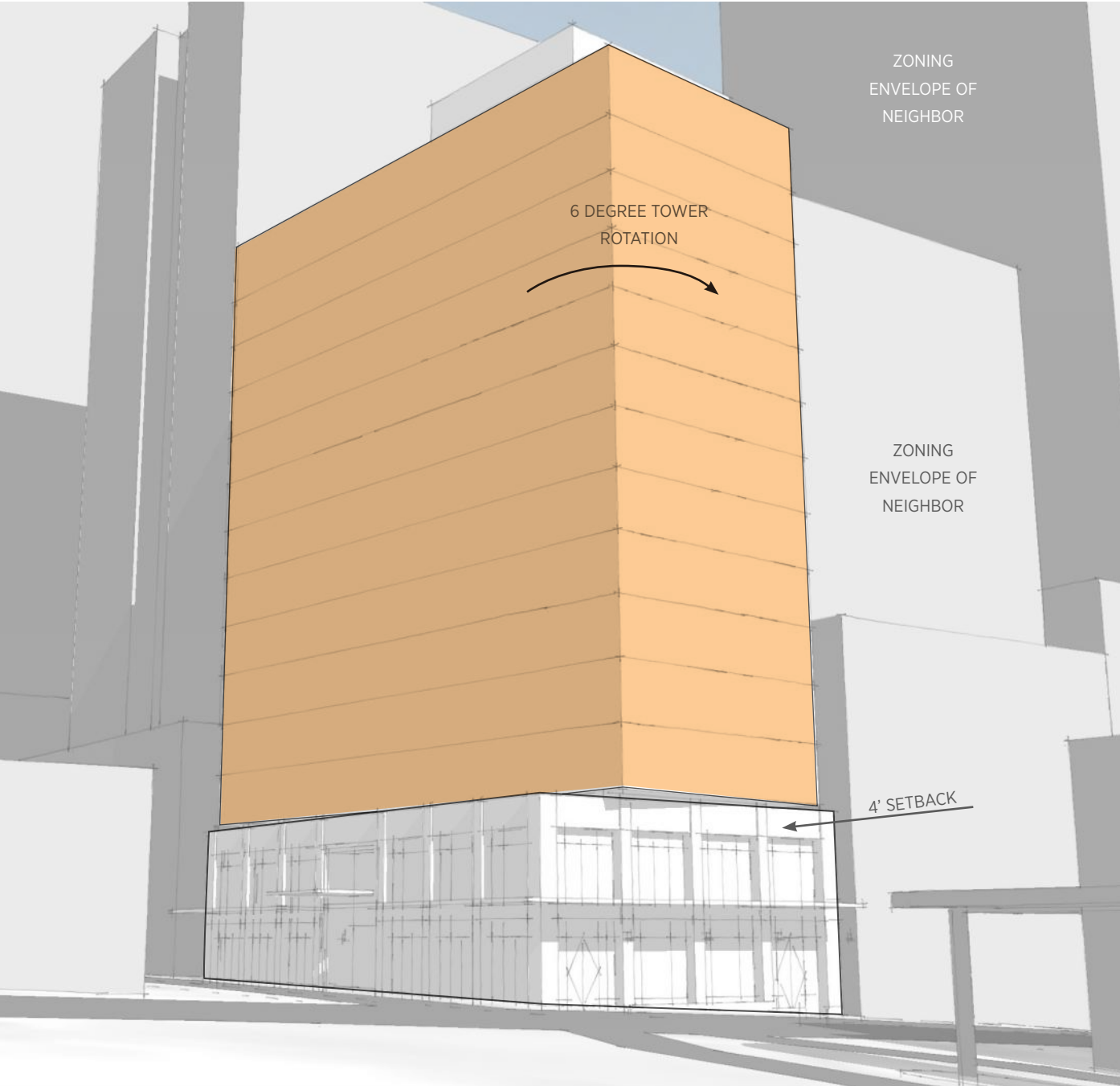


## EDG 2 REVISED MASSING

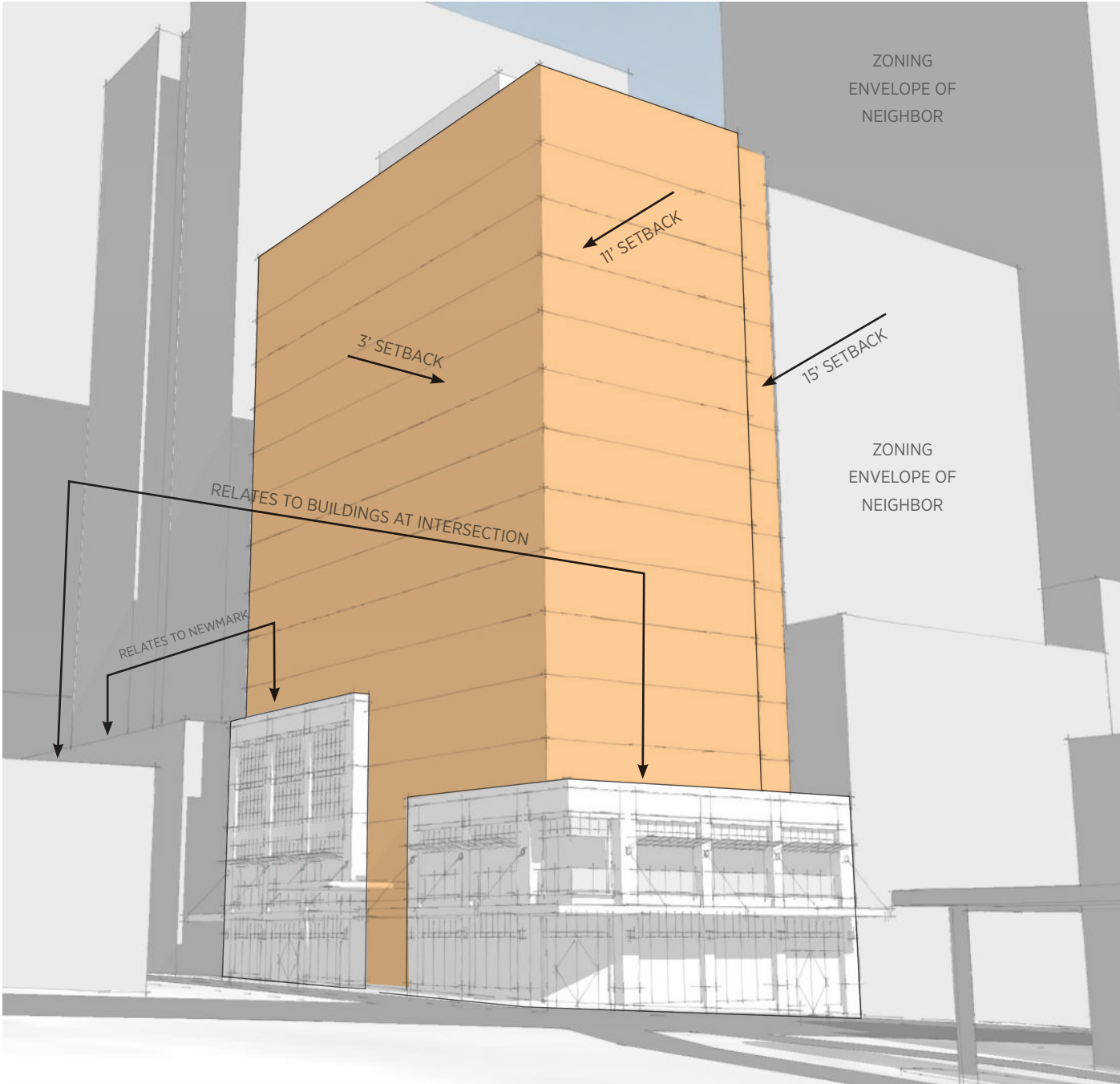




EDG 1 MASSING



EDG 2 REVISED MASSING



## 2. COMMUNITY OUTREACH

### BOARD GUIDANCE:

*The Board concurred with public sentiments that design input from pertinent agencies and nonprofit organizations affiliated with the Pike Place Market (i.e. Friends of Pike Place Market, Pike Place Market Historical Commission, etc.) is important and should be considered by the Board. The Board directed the design team to contact those agencies and provide feedback for the Board’s consideration at the next EDG Meeting.*

### RESPONSE:

Prior to EDG1 and since EDG1, the ownership group has made an effort to reach out to the various neighborhood groups and stakeholders in the Pike Place Market community. In addition to in-person meetings, the project developer—Market View Place (MVP)—has continued to provide updated design information as it becomes available and has requested input and feedback. The following pages are documentation of ongoing community outreach efforts.

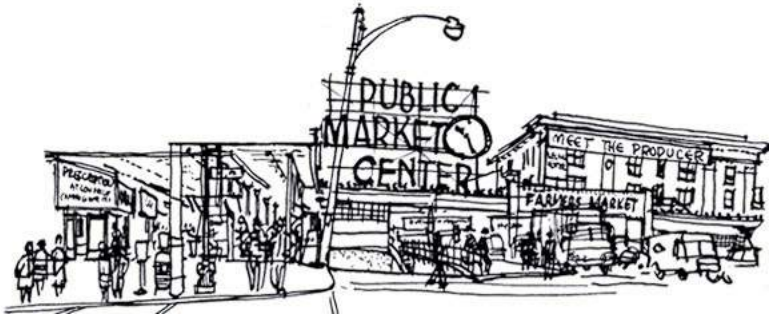
### RELEVANT GUIDELINES:

#### A1 - Respond to the physical environment.

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

#### B1 - Respond to the neighborhood context.

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



West Edge  
Neighborhood Association



DATE	NEIGHBORHOOD GROUP	ATTENDEES	NOTES
JUNE 6, 2017	PIKE PLACE MARKET	Ben Franz-Knight John Tunbull Hal Ferris, MVP Jonas Jonsson, MVP Marcus Jonsson, MVP Bobbie Lindsay, MVP	Listened to their concerns and desires. They were concerned about the glare of the building on the market—a problem they have had from the 1521 Apartment Building. They discussed their desire for a taxi drop-off due to the coming Seattle streetcar and inability for a taxi drop-off on 1st Avenue heading northbound.
JUNE 7, 2017	DEBBIE MUSCATEL 1430 1st AVE PARKING LOT	Debbie Muscatel Steve Condiotty Hal Ferris, MVP	Discussed our development plans and desire to work together and make the development as harmless to their business as possible.
JUNE 8, 2017	SAMIS FOUNDATION	Adam Hasson Jonas Jonsson, MVP Marcus Jonsson, MVP Gabriel Grant, MVP	We let him know of our hotel plans, the early massing, and that we wanted to open an initial dialogue. We asked if he had any questions or concerns. He was in support of our hotel and plans.
JUNE 17, 2017	NEWMARK HOA	Gerard Flower, President HOA Leigh Valentine Hal Ferris, MVP	Provided massing diagrams to show what was allowed by current zoning. Shared our intended program and schedule for future development and discussions with the City regarding the impacts of the new streetcar on 1st Avenue and potential changes to Pike Street resulting from the City’s planning efforts. Discussed options that would reduce the impact during design and construction to the Newmark residents, including avoiding windows and decks that would face the Newmark, shielding the roof top deck to mitigate noise, and providing open and well-lit street protection during construction. Offered and agreed to maintain communication during design and construction.
JULY 10, 2017	WATERFRONT SEATTLE	Steve Pearce Pike Pine Renaissance Board Jonas Jonsson, MVP Marcus Jonsson, MVP	Informed the Pike Pine Renaissance Board of our hotel development and our desire to complement their efforts by creating a building that improves the neighborhood. Not a formal presentation on our behalf.
SEP. 22, 2017	TURKISH DELIGHT	Denise Yavus Semra Yavus Lars Jonsson, MVP Laurie Jonsson, MVP Jonas Jonsson, MVP Marcus Jonsson, MVP	The owners of Turkish Delight are in support of the project and design. We shared our design concept and massing with them. They felt it was a nice looking building, contextually fit into the market, and that a hotel would add value to the market through additional tourists.
OCT. 02, 2017	PIKE PLACE BREWERY	Charles & Rose Ann Finkel Lars Jonsson, MVP Laurie Jonsson, MVP Jonas Jonsson, MVP	Pike Place Brewery is in support of the proposed design. In particular, the improved transparency of the first floor, the contextual base, and the fenestration patterns of the windows. They felt a hotel would be a great addition to the community and would help improve safety and activation during evening hours.

2. COMMUNITY OUTREACH SINCE EDG 1

DATE	NEIGHBORHOOD GROUP	ATTENDEES	NOTES
OCT. 17, 2017	BEECHER’S CHEESE, PIKE PLACE MARKET	Kurt Dammeier, Founder/Owner  Bobbie Lindsay, MVP	He was pleased that a hotel was going up on the corner of 1st and Pike because of the additional visitors it would provide to the Pike Place Market. He also felt it would create a safer pedestrian environment.
OCT. 25, 2017	TARGET	Kristen Arbeiter Brent Beebe, Pike Store Manager  Bobbie Lindsay, MVP	Kirsten heads up Target’s real estate in Washington and Oregon. Kirsten and her store manager were both very positive about a hotel on the corner that would activate the area at night with a desirable crowd and perhaps reduce the amount of drug dealing going on in the alley and homeless loitering. They had concerns that SDOT will make it right-turn-only at Second Avenue because so many of their customers live in nearby neighborhoods to the north and 1st Avenue is being compromised with the trolleys. Perhaps the right-turn-only could be limited to rush hours Monday through Friday? They were also relieved that the alley will remain one-way to the north, as they have many trucks coming at all hours.
NOV. 14, 2017	PIKE PLACE MARKET	John Turnbull  Hal Ferris, MVP Matt Wiley, MVP	MVP presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings and tower design setback from the base. Concerns: <ul style="list-style-type: none"><li>First floor use and synergy with the market.</li><li>Potential glare from the building on the market.</li></ul> Response: <ul style="list-style-type: none"><li>We have yet to determine our first-floor retail tenants, but we hope to have tenants that are both synergistic with the Pike Place Market and hotel above.</li><li>During DRB and material selection we intend to limit the window glare seen from Pike Place Market.</li></ul>
NOV. 15, 2017	PIKE PLACE HISTORIC PRESERVATION COMMISSION	Full Commission staffed by Heather McAuliffe. Approximately 50 people in attendance.  Hal Ferris, MVP Matt Wiley, MVP	MVP presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings and tower design setback from the base. Answered questions and discussed loading dock and use in the alley, as well as guest load and unload. The commission stated their jurisdiction only extends to 1st Avenue, within the Pike Place Historic District. Concerns: <ul style="list-style-type: none"><li>Sun shading</li><li>Four corners of 1st and Pike should maintain a 2-4 story height</li><li>Street loading on 1st and Pike (Chairperson of the Commission identified this is not a decision of MVP, but a decision of the City)</li><li>Alley management</li></ul> Response: <ul style="list-style-type: none"><li>Shared our sun shade study that confirmed that we do not shade the market</li><li>We will coordinate with other neighbors regarding the alley use to minimize impact</li></ul>
NOV. 20, 2017	OFFICE OF THE WATERFRONT	Tobin Thompson, ZGF Marshall Foster, City of Seattle Steve Pearce, Office of the Waterfront Deepa Sivarajan Triscoli, Enviroissues Jacqueline Gruber, DSA Brian McCarter, ZGF Kate Cole, Enviroissues Jonas Jonsson, MVP Hal Ferris, MVP Jenny Chapman, Ankrom Moisan	MVP and Ankrom Moisan presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings, and tower design setback from the base. Answered questions and discussed loading dock and use in the alley, as well as guest load and unload. Discussed and agreed continued coordination is needed for interface of Pike Street improvements with hotel development. Office of the Waterfront is in support of the current design direction.



DATE	NEIGHBORHOOD GROUP	ATTENDEES	NOTES
NOV. 27, 2017	WEST EDGE	West Edge neighborhood members representing condominiums and businesses around the PPM. Approximately 70 people in attendance. Hal Ferris, MVP	MVP presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings, and tower design setback from the base. Answered questions and discussed loading dock and use in the alley, as well as guest load and unload. Linda Mitchel from the West Edge faxed a letter confirming that MVP presented to them and they would like to continue being informed as the project evolves. 50 people attended the meeting Concerns: <ul style="list-style-type: none"><li>Some individuals were concerned regarding the height</li><li>Four corners of 1st and Pike should have design continuity</li><li>Loading dock. Concern that additional use from the hotel and retail will create congestion</li><li>Potential to cast a shadow on the Pike Place Market</li><li>Sun shading</li><li>Concern around lack of parking</li></ul> Response: <ul style="list-style-type: none"><li>We will coordinate with other neighbors regarding the alley use to minimize impact.</li><li>Shared our sun shade study that confirmed that we do not shade the market.</li><li>We have identified a number of adjacent parking structures that have ample parking to meet our needs.</li></ul>
DEC. 04, 2017	PIKE PLACE PDA COMMITTEE	Rico Quirindongo, Chair Colleen Bowman, Vice Chair Jim Savitt Gloria Skouge David Ghoddousi Devin McComb Mark Brady Jonas Jonsson, MVP	MVP presented our design changes from EDG #1. The council appreciates our presentation and would like to stay updated with progress and relevant changes.
DEC. 06, 2017	FRIENDS OF THE MARKET	Sara Patton Joan & Ed Singler Nick Setten Ernie Dornfield Hal Ferris, MVP	MVP presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings, and tower design setback from the base. Answered questions and discussed loading dock and use in the alley, as well as guest load and unload. Invited the participants to the attend the next EDG meeting (scheduled for 2/6) and sent a copy of the presentation to Sara for distribution to those who could not attend. They did not take a strong stance in opposition or support. They felt the historic character should extend across the street to the east side of 1st Avenue. Mixed comments from members of the organization. Some members expressed concern over the height while other members supported the building and its height. A number of the attendees were familiar with the plans as they had already attended the Pike Place Historic Preservation Commission presentation. Concerns <ul style="list-style-type: none"><li>Loading dock</li><li>Street parking</li><li>Sun shading</li><li>Entrance to the market should be kept to lower height</li></ul> Response <ul style="list-style-type: none"><li>We will coordinate with other neighbors regarding the alley use</li><li>Shared our sun shade study that confirmed that we do not shade the market.</li></ul>
JAN 19, 2018	ALL NEIGHBORHOOD GROUPS		MVP distributed the EDG 2 draft to all community groups previously contacted.

3. ROOF AMENITY

BOARD GUIDANCE:

The Board stated that the roof-level amenity area, inclusive of elevator overruns and rooftop equipment, should be a coherent composition and designed/considered as the 5th Facade due to it's visibility to neighboring developments. The Board reviewed the preliminary roof terrace design illustrated in the design packet and supported the direction in which the conceptual design is headed. The Board requested to review design details (landscaping, hard-scape , screening etc.) at the Recommendation meeting that further clarify the roof terrace's appearance and programing.

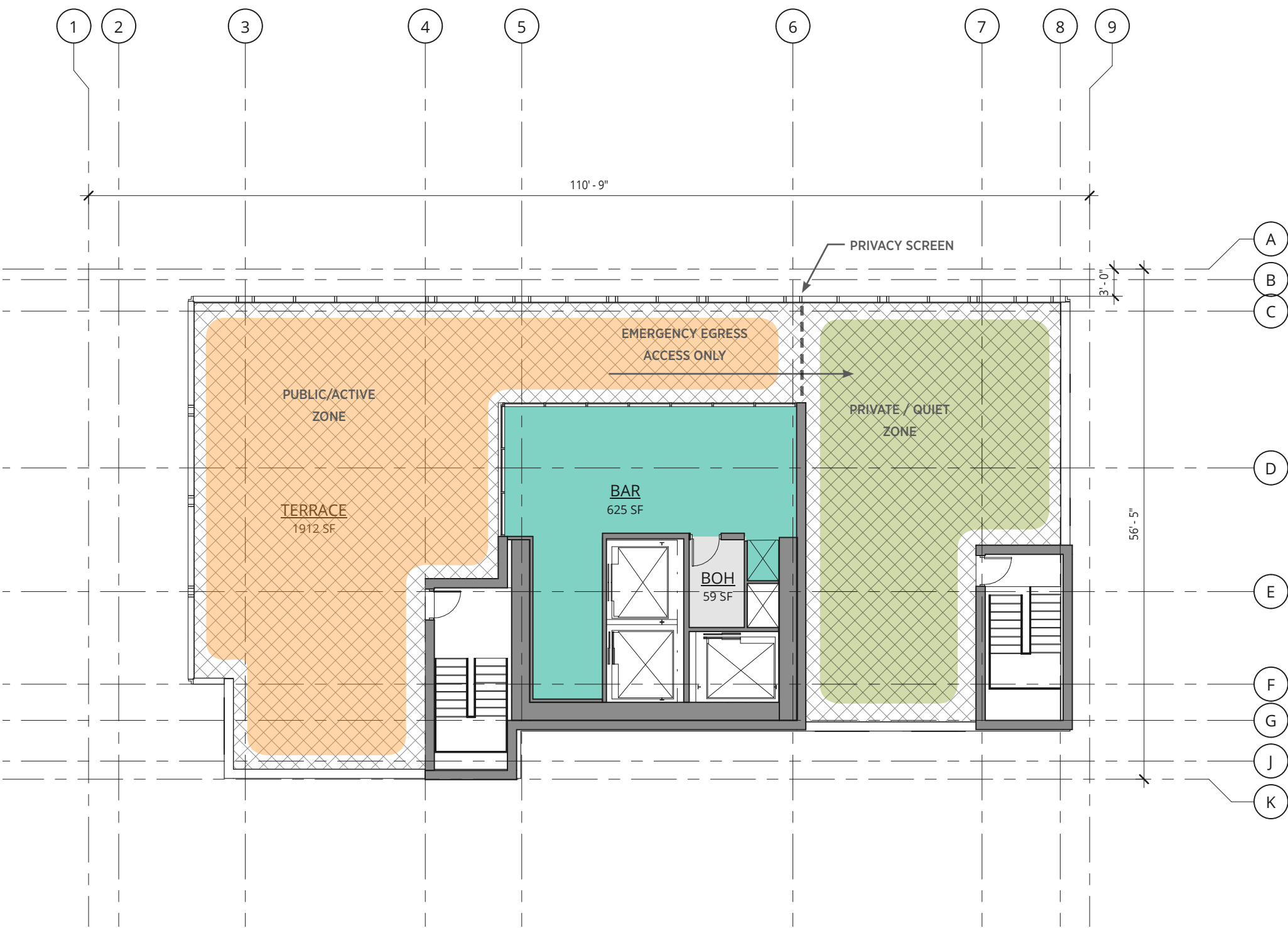
RESPONSE:

The rooftop features include the elevator and stair overruns as well as a rooftop bar open to the public. The rooftop amenity has been designed to ensure privacy for the neighboring condo building. The outdoor area is divided by the overrun and bar into two distinct zones: active and quiet.

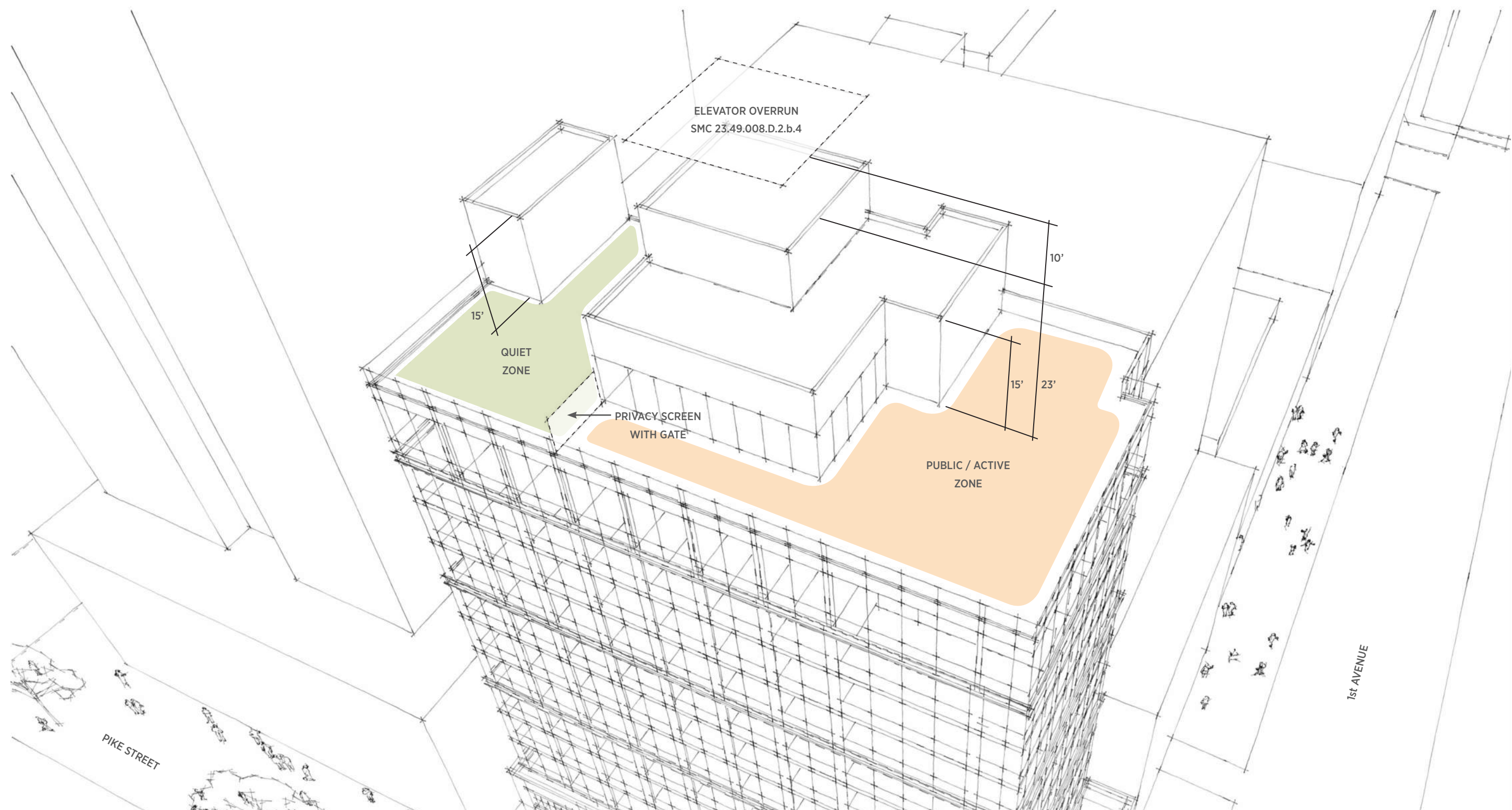
RELEVANT GUIDELINES:

**A2 - Enhance the skyline.**  
Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing landmarks while responding to the skyline's present and planned profile.

**B4 - Design a well-proportioned & Unified Building**  
Compose the massing and organize the interior and exterior space to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear in integral to the whole.













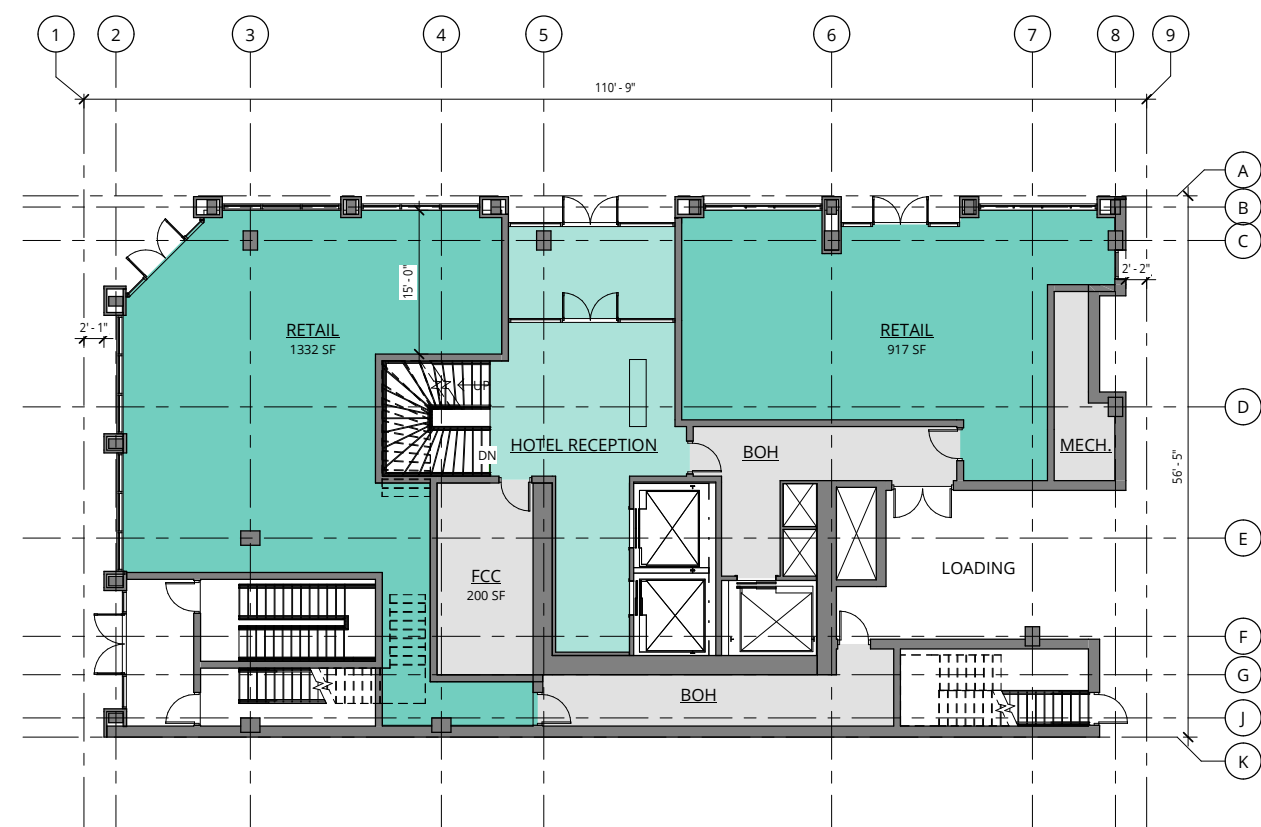




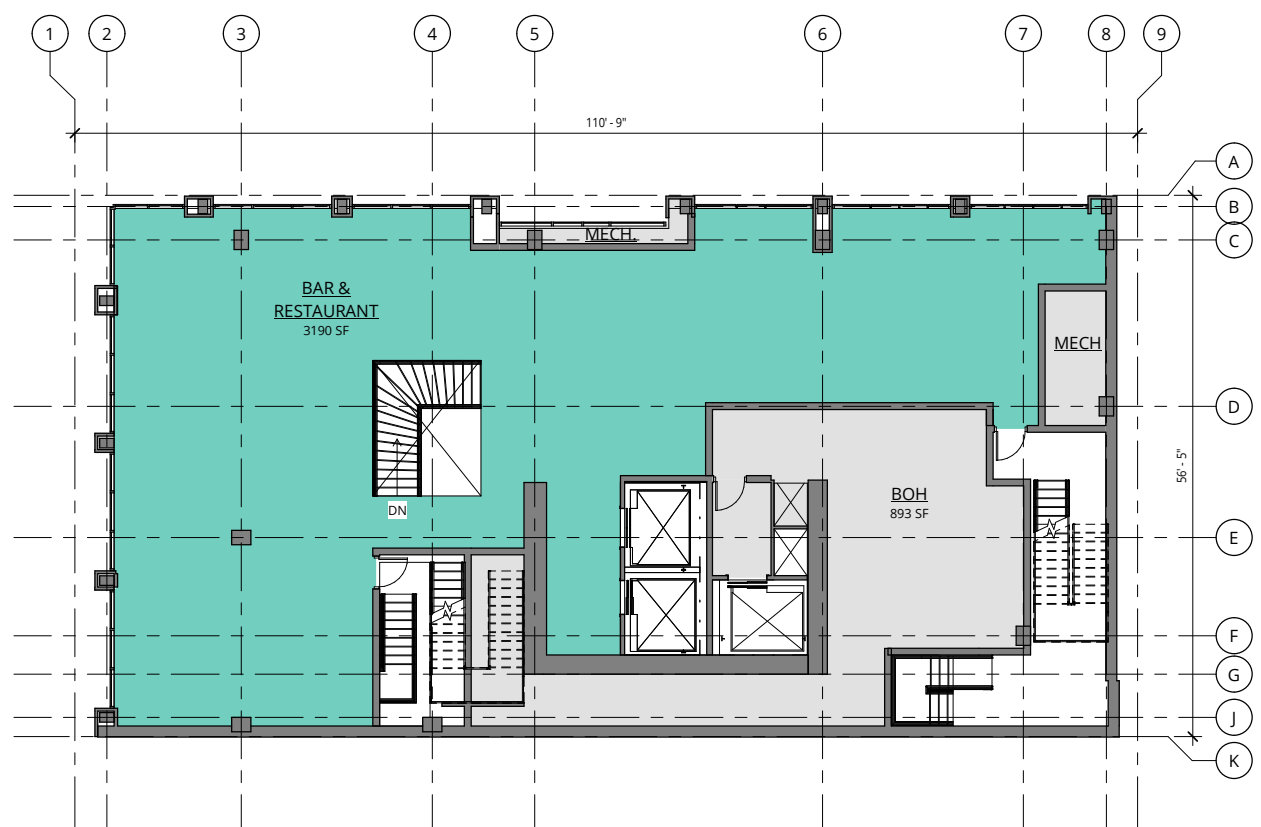






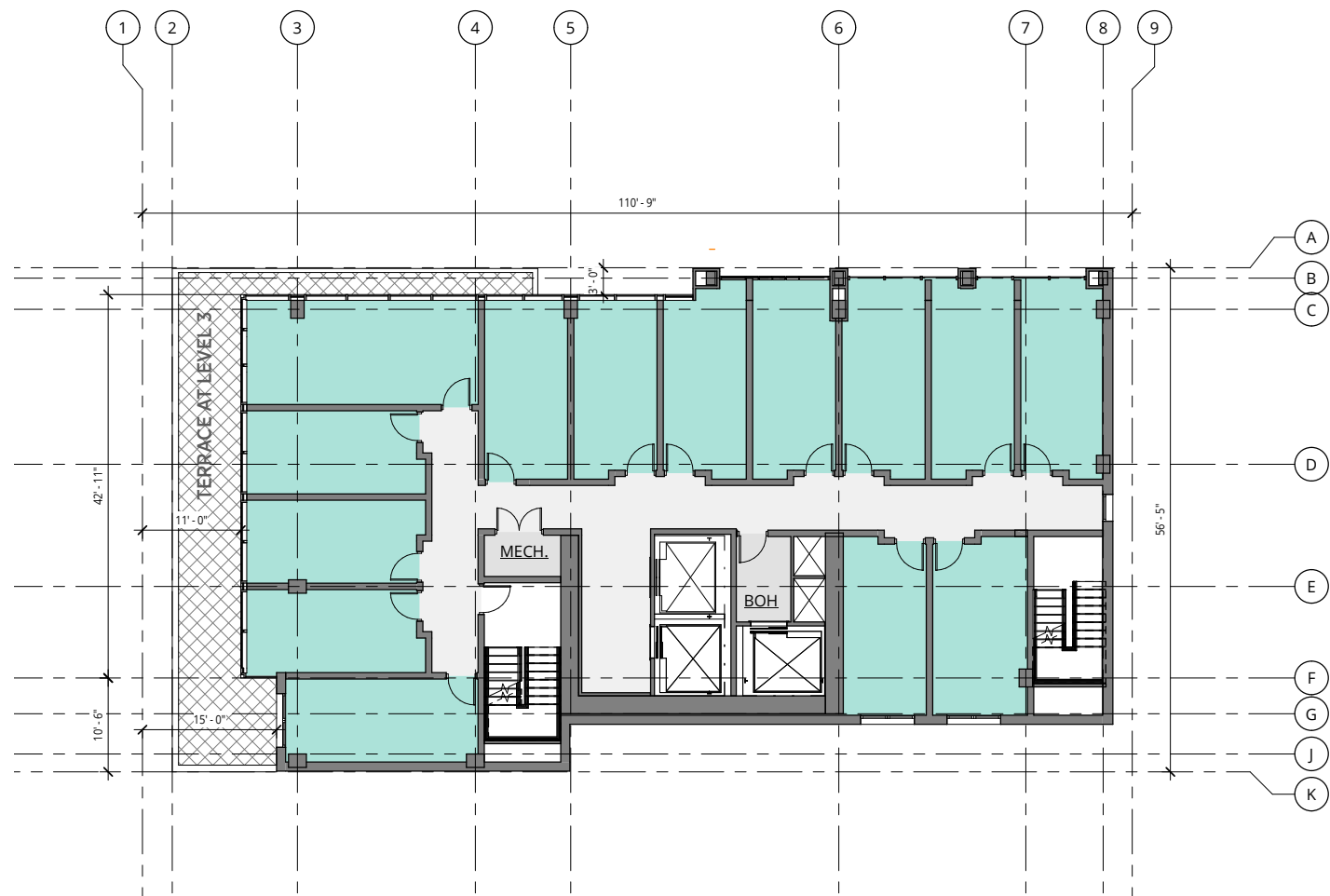


LEVEL 1 - GROUND

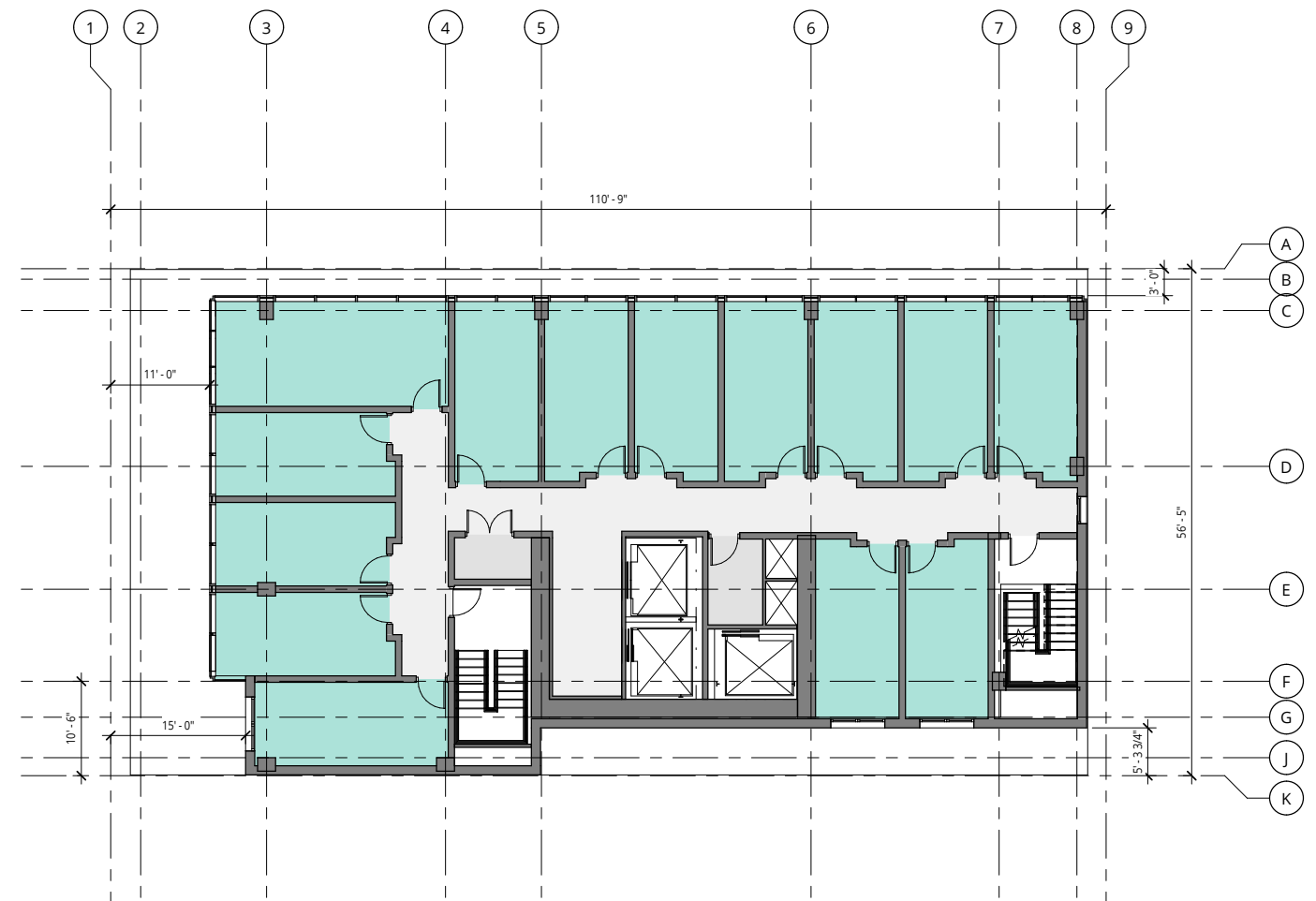


LEVEL 2

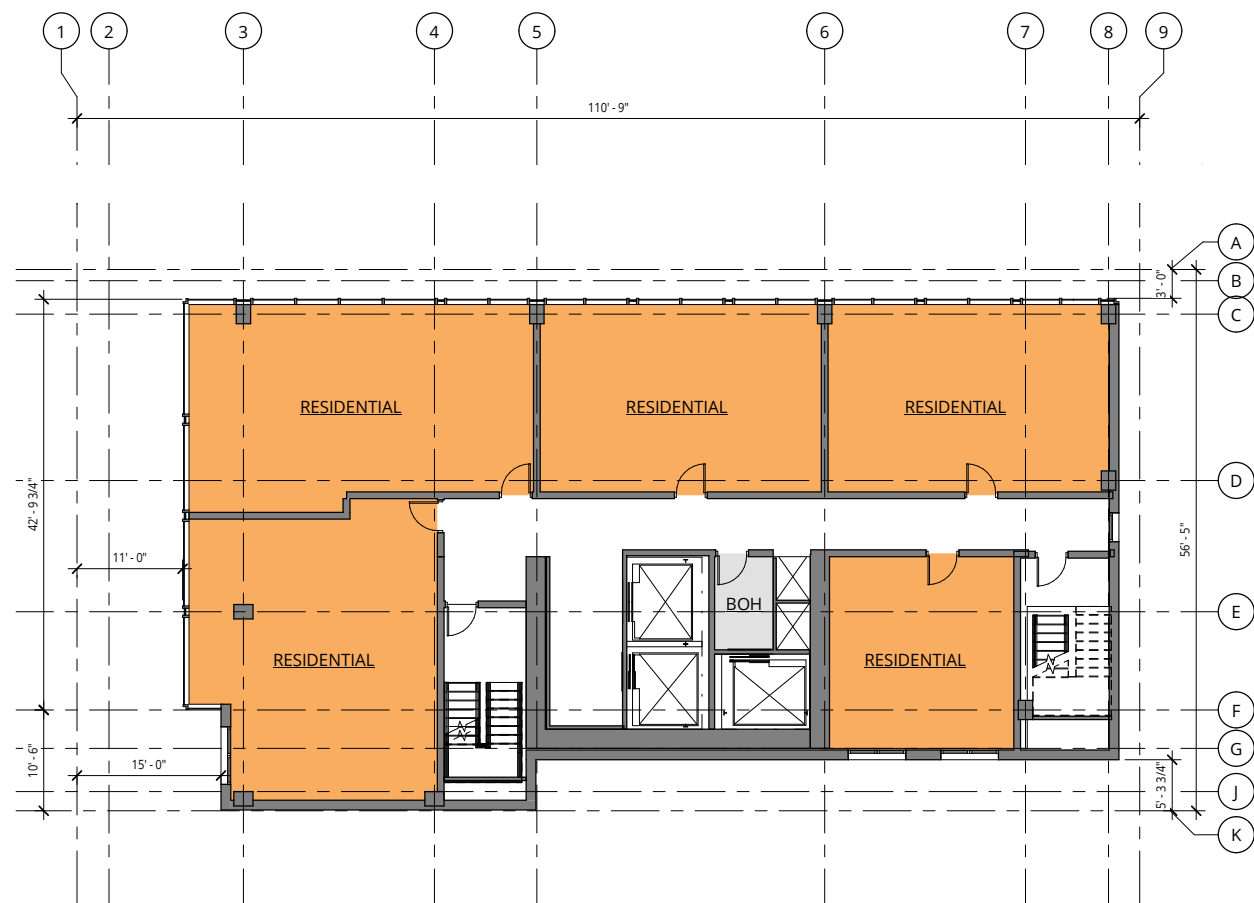




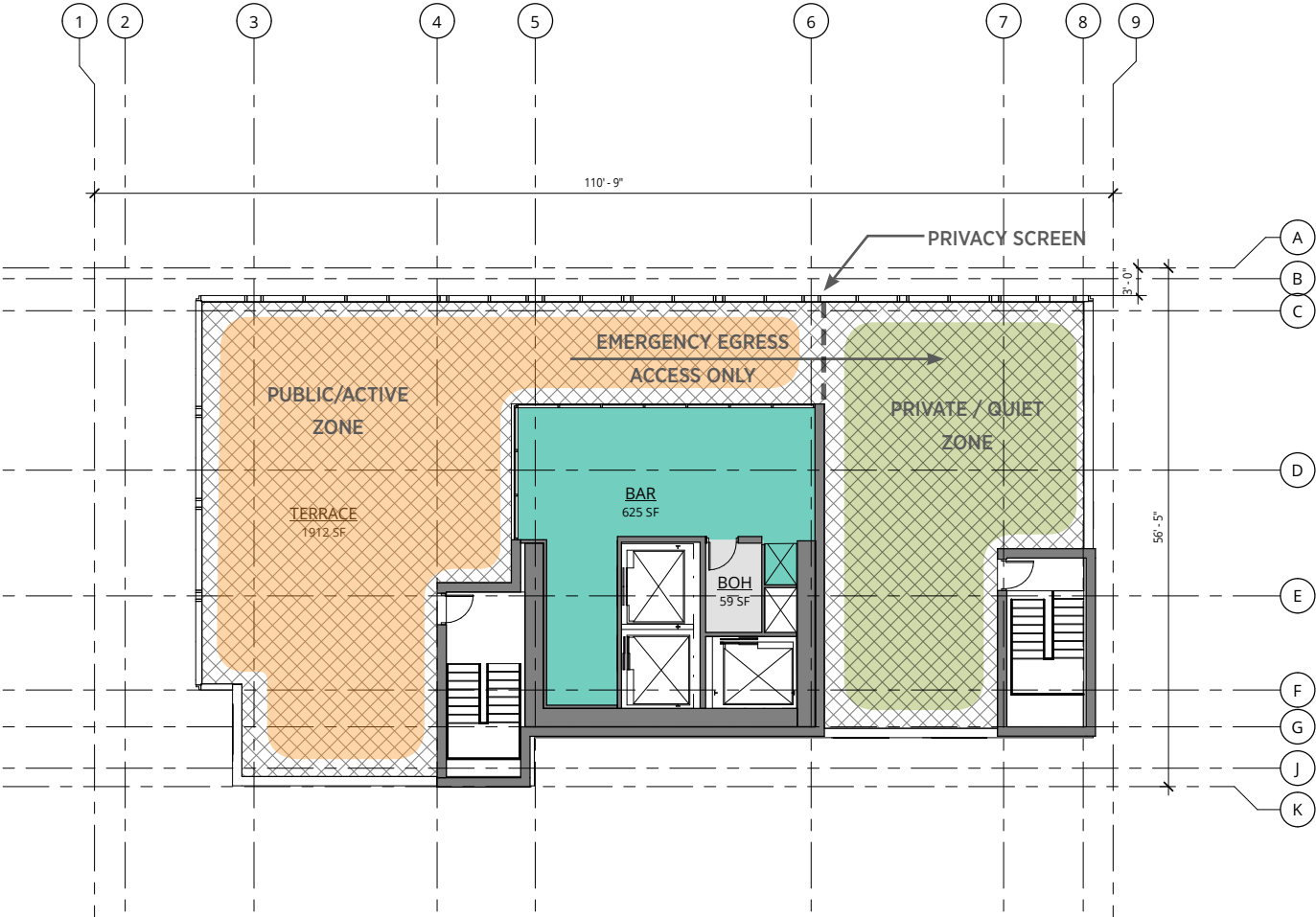
LEVELS 3 & 4



LEVELS 5-13

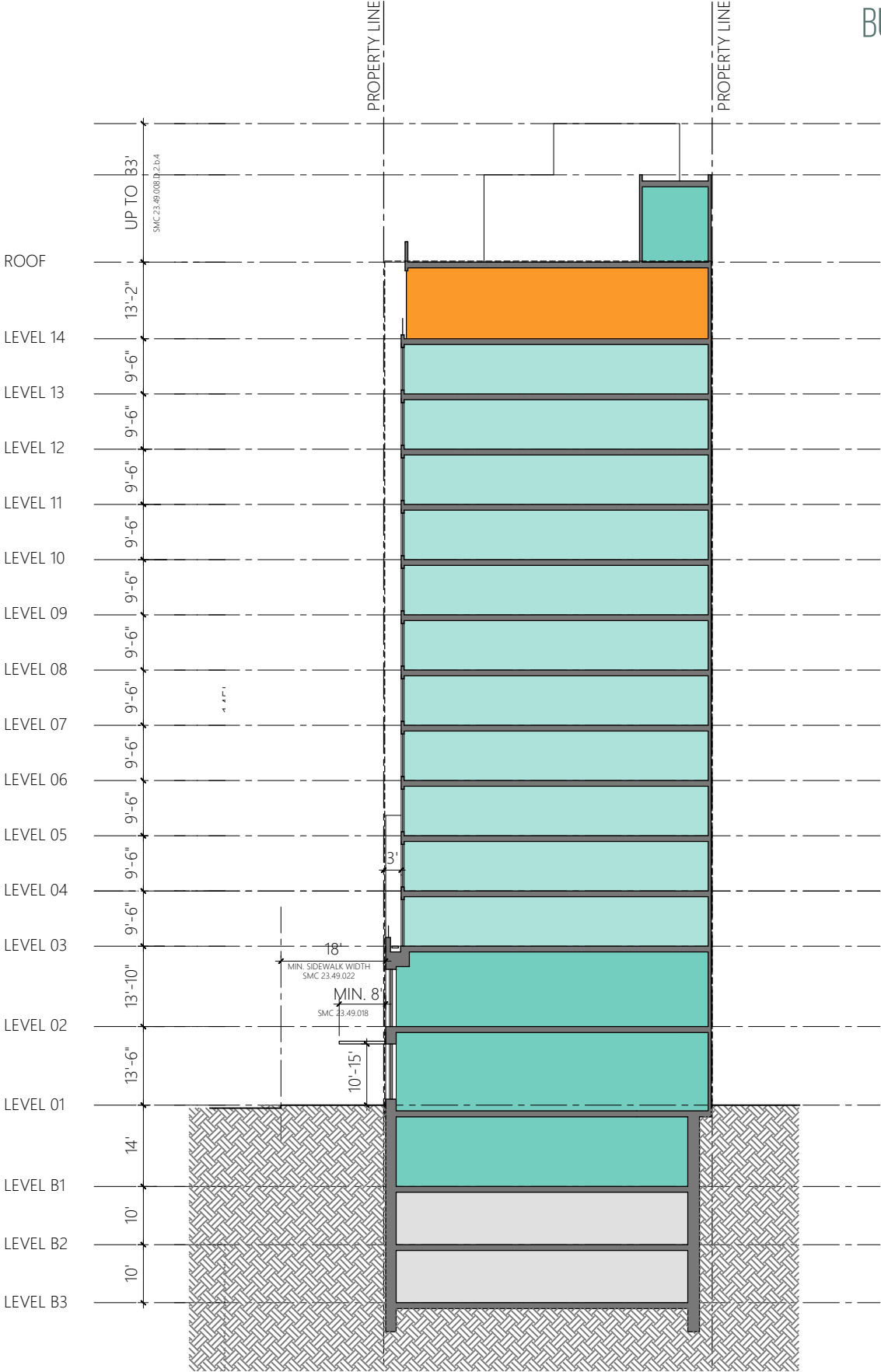
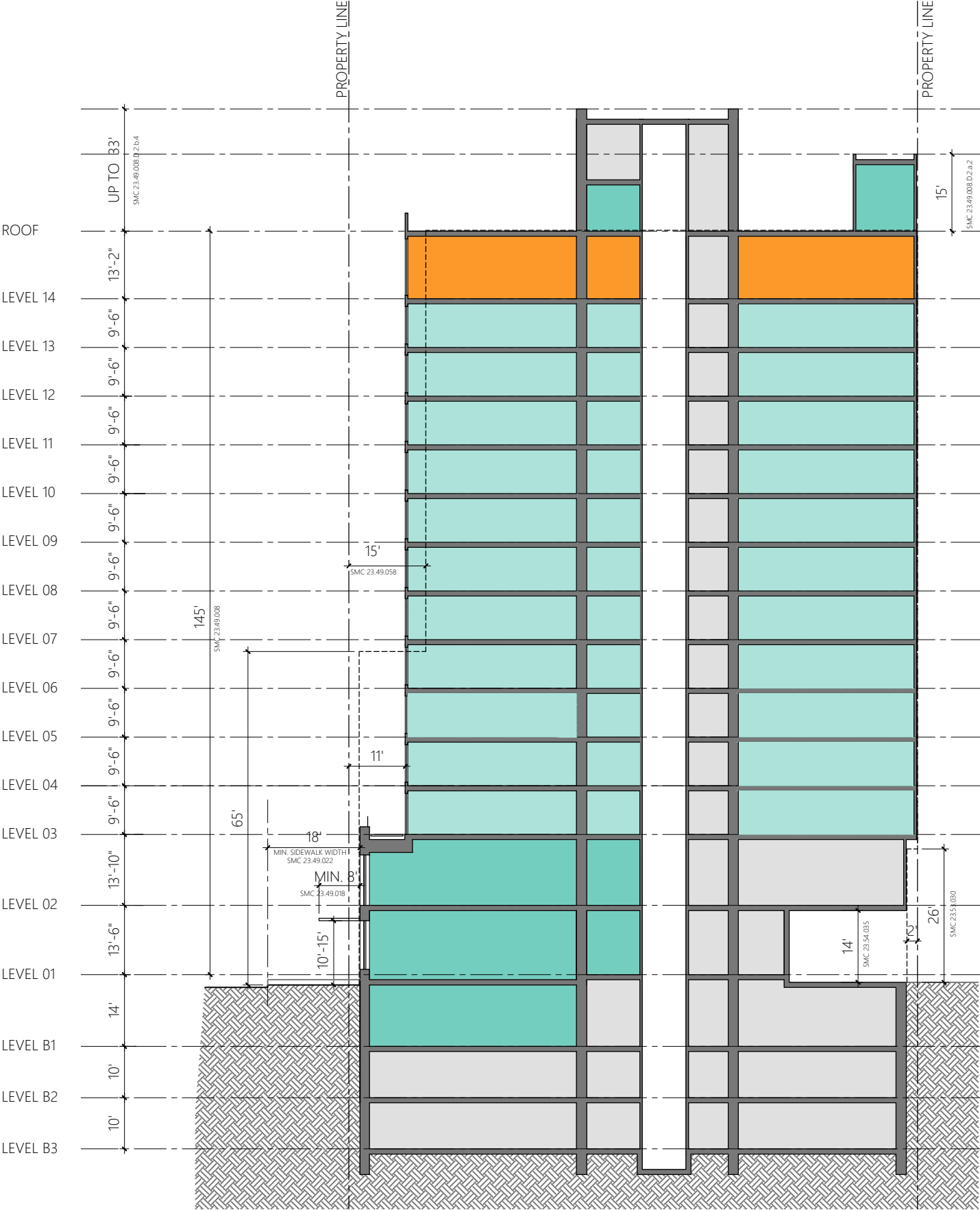


LEVEL 14



ROOF





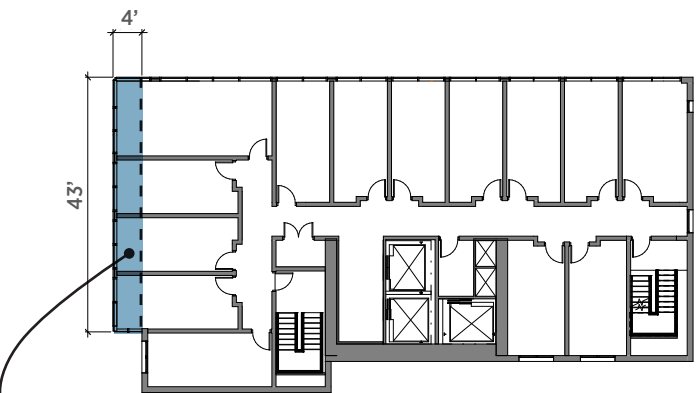
CODE SUMMARY

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 Avenue.



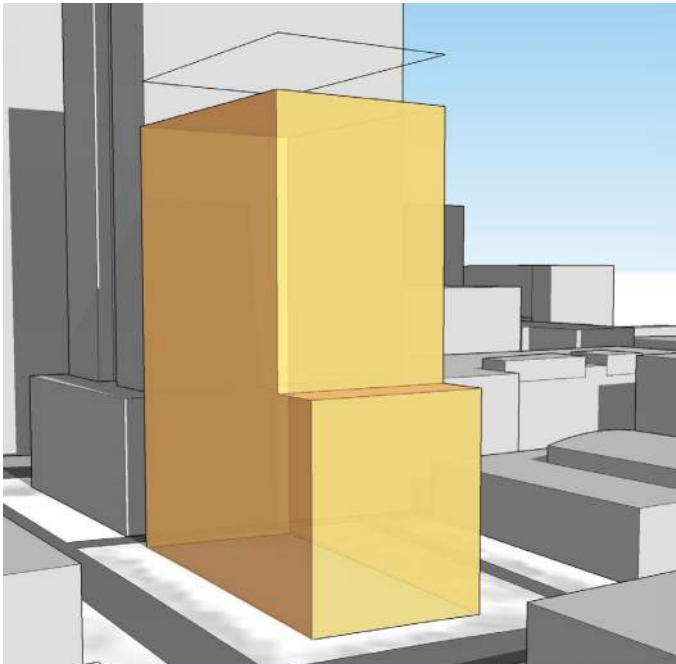
Area of departure on floors 6-14.

JUSTIFICATION

The current zoning is not ideal for the neighborhood context. The 15' Setback along 1st Avenue above 65' does not respond to the adjacent buildings at Pike Place Market. There is no required setback along Pike Street. With the Pike Street improvements, we believe a setback along Pike is important. We have added the following voluntary setbacks:

- Pike Street - voluntary 3' setback above level two
- 1st Avenue - voluntary 11' setback above level two
- Alley - voluntary 2' setback above level two

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



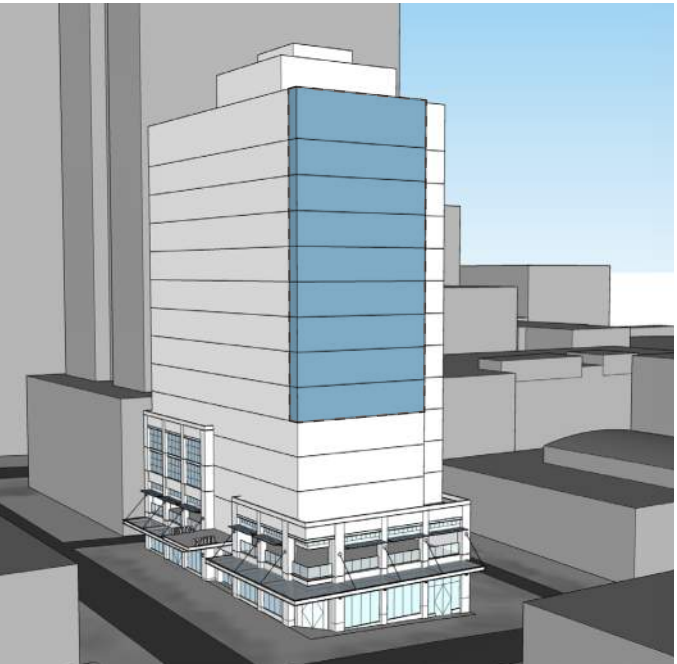
ZONING ENVELOPE

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 AND 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.*

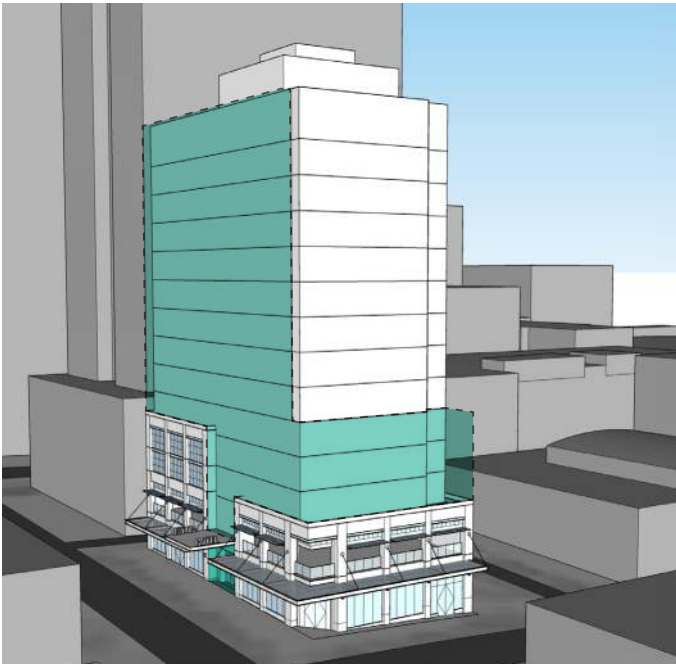
**B3 REINFORCE FORM AND CHARACTER**  
*Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.*



AREA OF REQUESTED DEPARTURE

L14	172 SF
L13	172 SF
L12	172 SF
L11	172 SF
L10	172 SF
L9	172 SF
L8	172 SF
L7	172 SF
L6	172 SF
L5	
L4	
L3	
L2	
L1	

1,548 SF



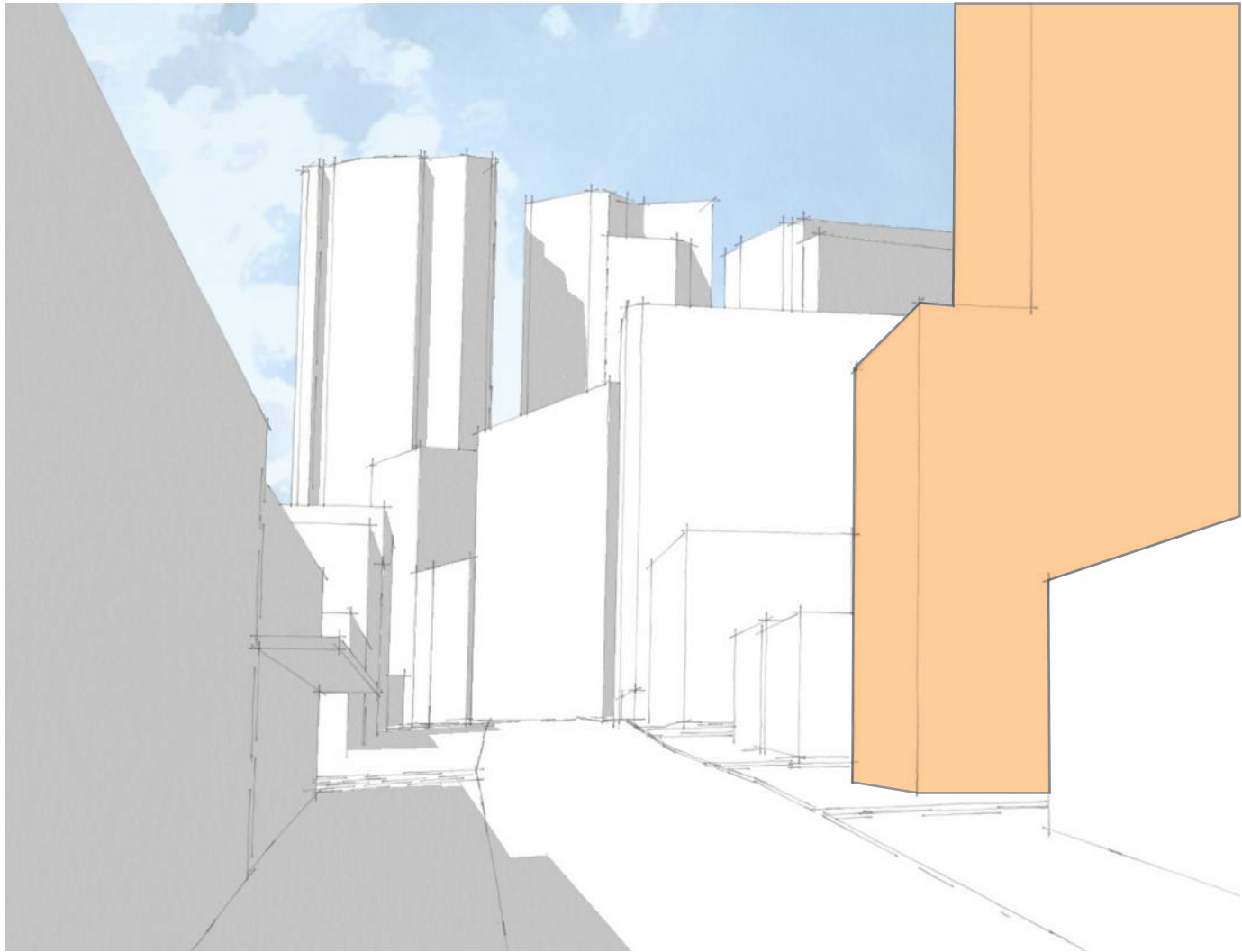
AREA OF VOLUNTARY SETBACK \*

L14	830 SF
L13	830 SF
L12	830 SF
L11	830 SF
L10	830 SF
L9	830 SF
L8	830 SF
L7	830 SF
L6	830 SF
L5	1,383 SF
L4	1,043 SF
L3	1,043 SF
L2	53 SF
L1	53 SF

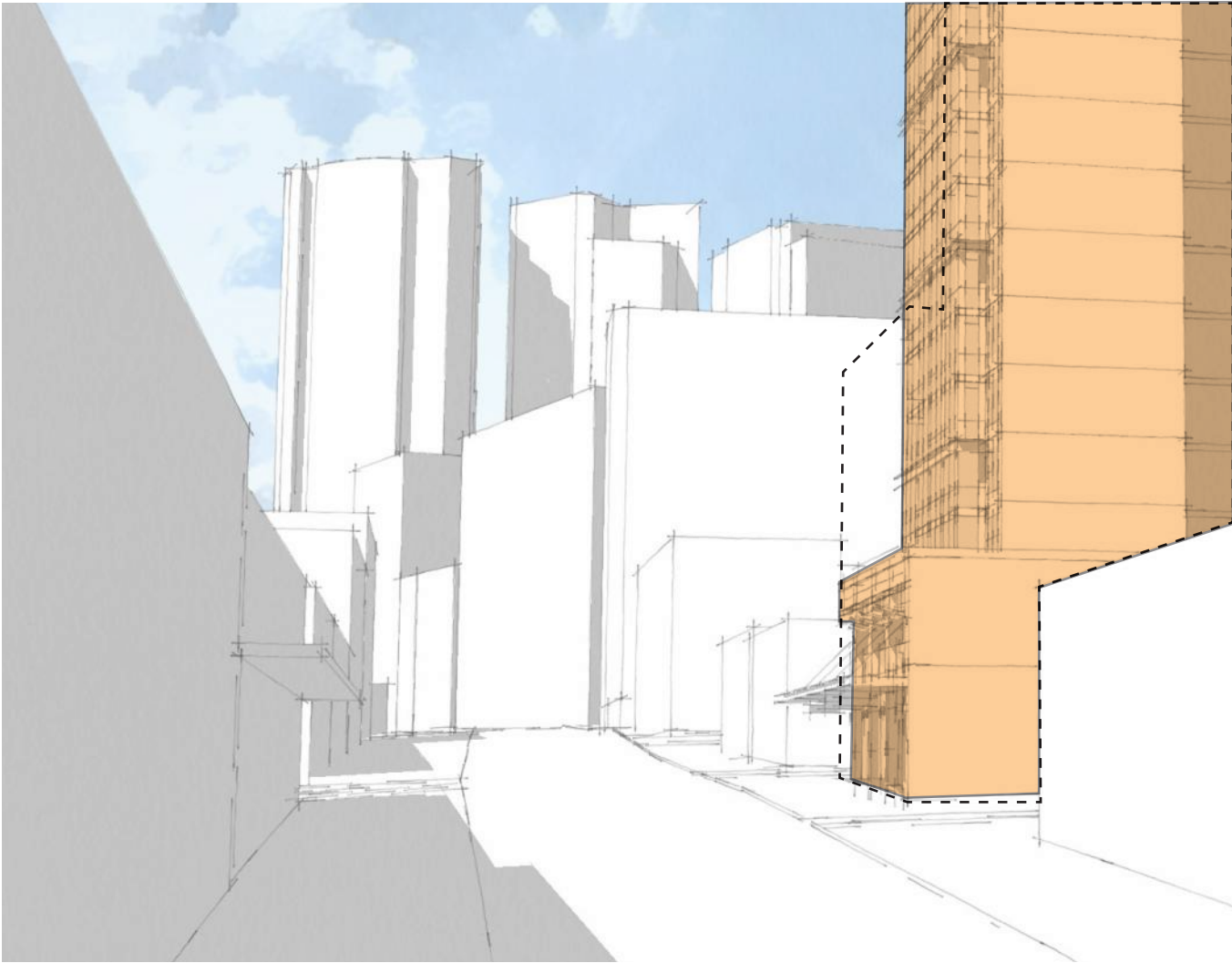
11,045 SF

\* INCLUDES VOLUNTARY 2' ALLEY SETBACK ABOVE 26'





**VIEW 1** VIEW LOOKING NORTH ON FIRST AVE, SHOWING ALLOWED ZONING ENVELOPE

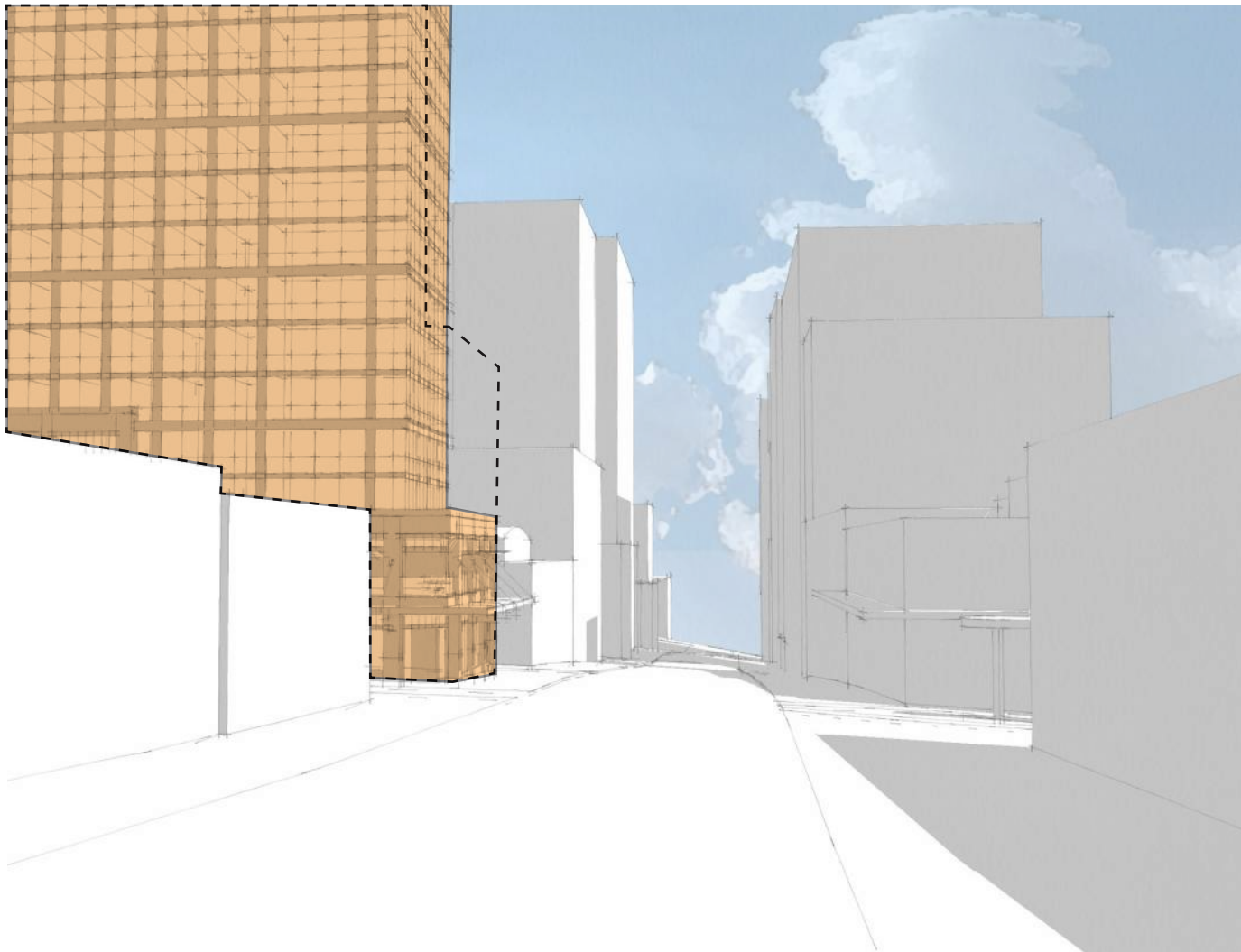


**VIEW 2** VIEW LOOKING NORTH ON FIRST AVE, SHOWING PROPOSED DESIGN WITH ZONING ENVELOPE DASHED IN





**VIEW 3** VIEW LOOKING SOUTH ON FIRST AVE, SHOWING ALLOWED ZONING ENVELOPE



**VIEW 4** VIEW LOOKING SOUTH ON FIRST AVE, SHOWING PROPOSED DESIGN WITH ZONING ENVELOPE DASHED IN





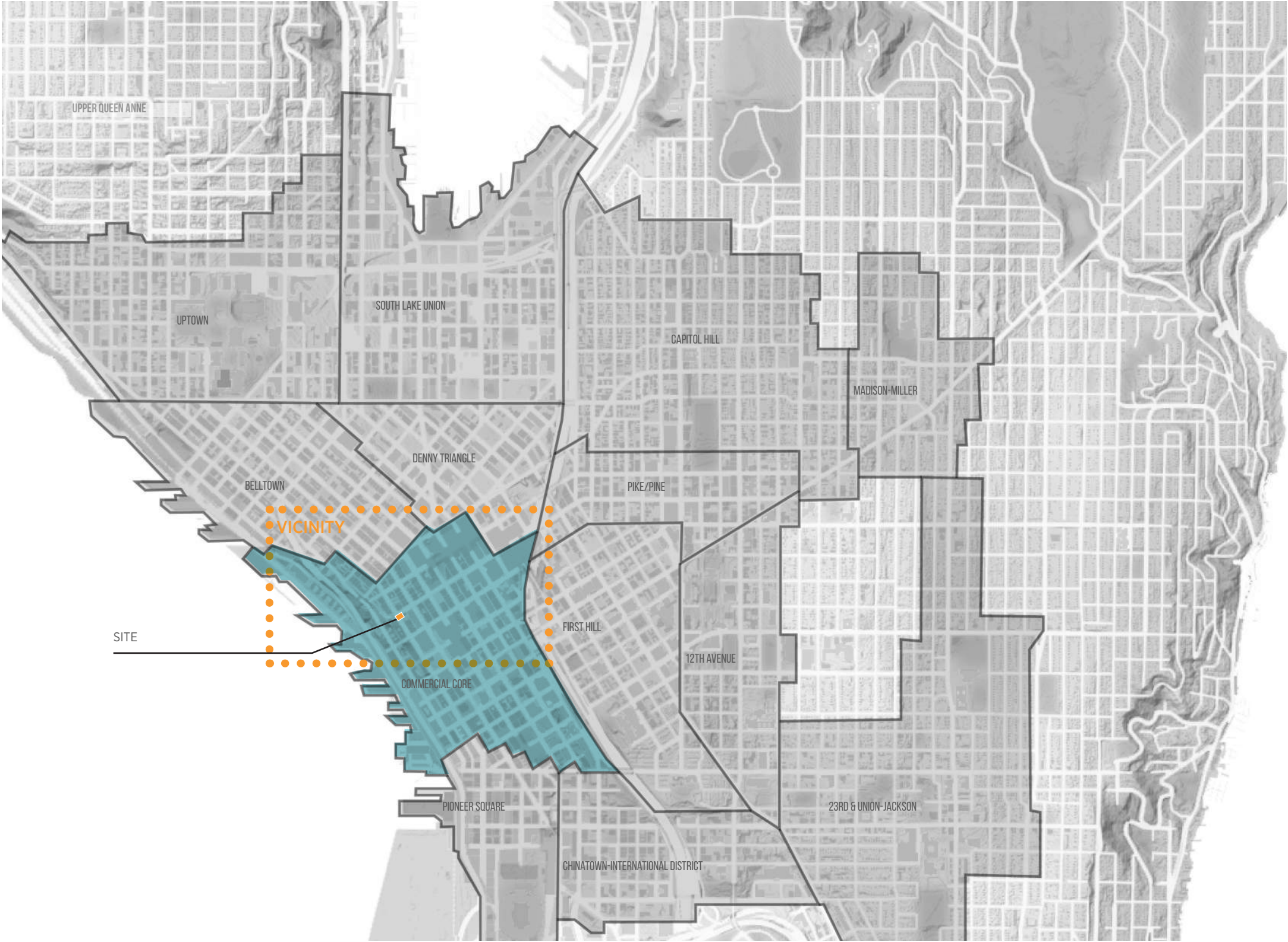




ZONING AND OVERLAY DESIGNATIONS

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.

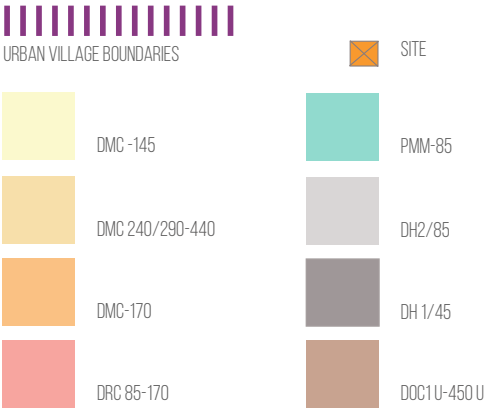






ZONING SUMMARY

- 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





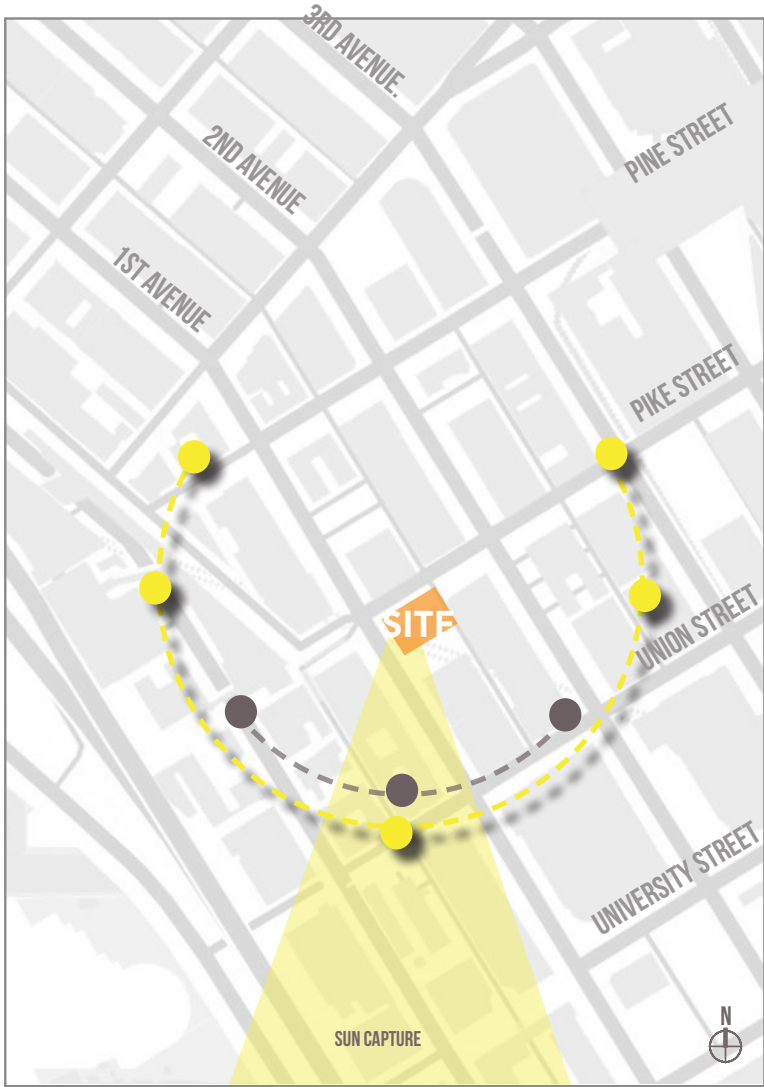
## TRANSPORTATION AND STREET CHARACTERISTICS

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.





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 STREET
- CLASS II PEDESTRIAN STREET
- NEIGHBORHOOD GREEN STREET

ZONING CODE SUMMARY

SMC 23.49.008 STRUCTURE HEIGHT DMC-145

145 ft. 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 ft. in length, or extend to a line 2 ft. from the curb line—whichever is less.
- The lower edge of the overhead weather protection must be 10-15 ft. 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 FAÇADE AND SETBACK REQUIREMENT

Setback limits:

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

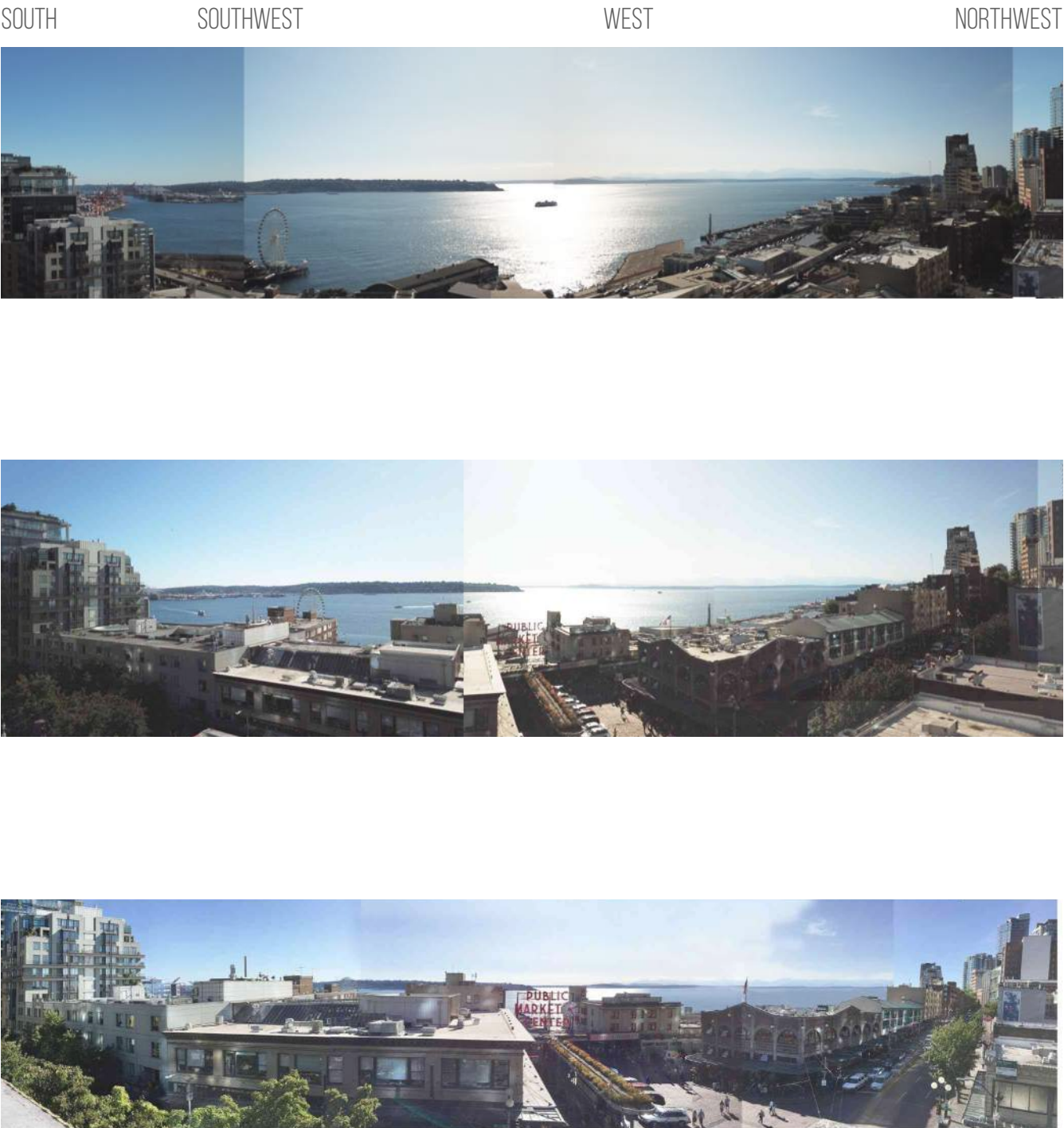
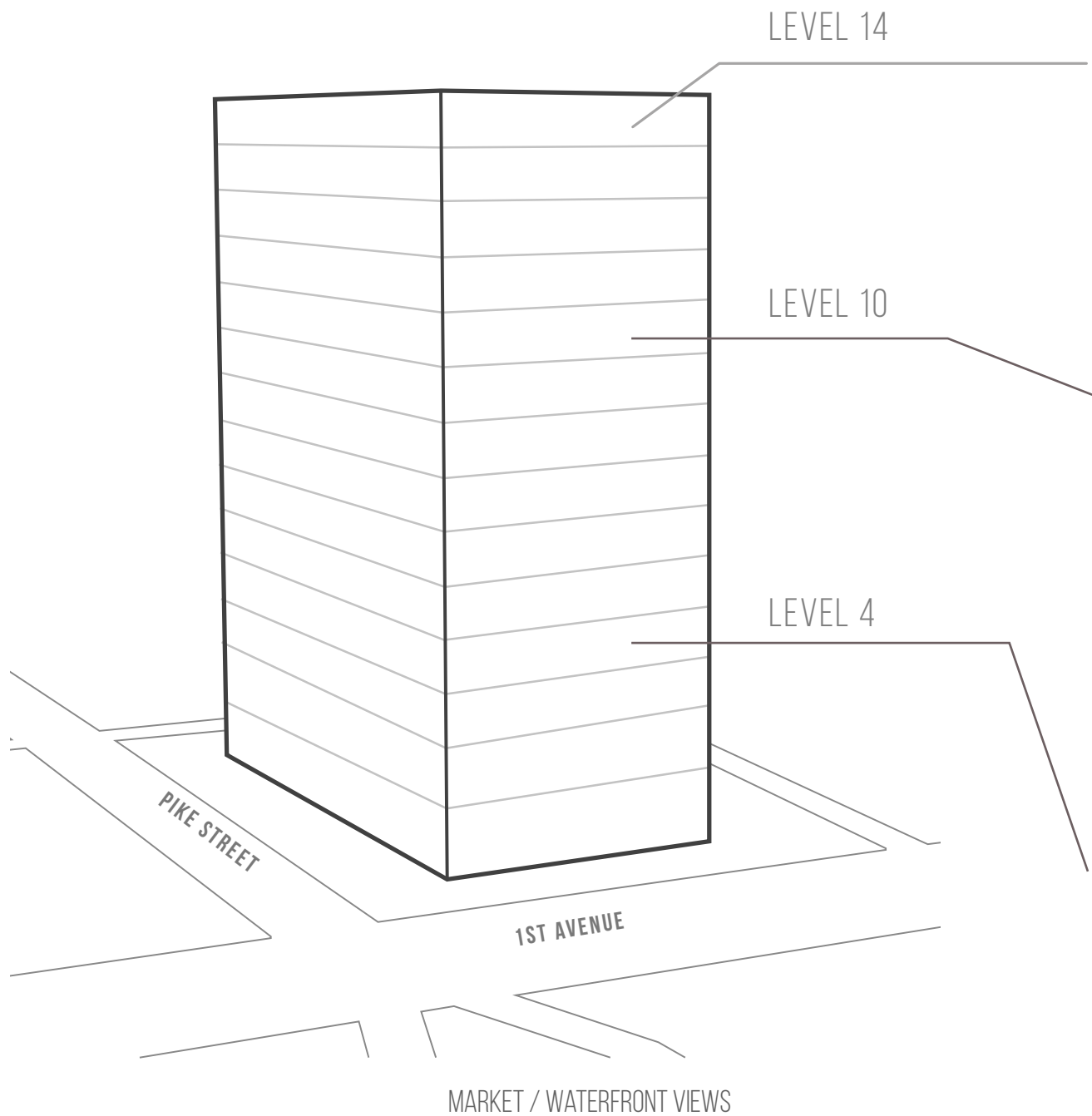
- There is no modulation requirement up to 85 ft. elevation. Between 86-160 ft., there is a 155-ft. length of maximum unmodulated façade within 15 ft. of street lot line.
- Above 65 ft., there is a continuous upper-level setback requirement of 15 ft., measured from the street lot line across the street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

SMC 23.54.035 LOADING BERTH REQUIREMENTS

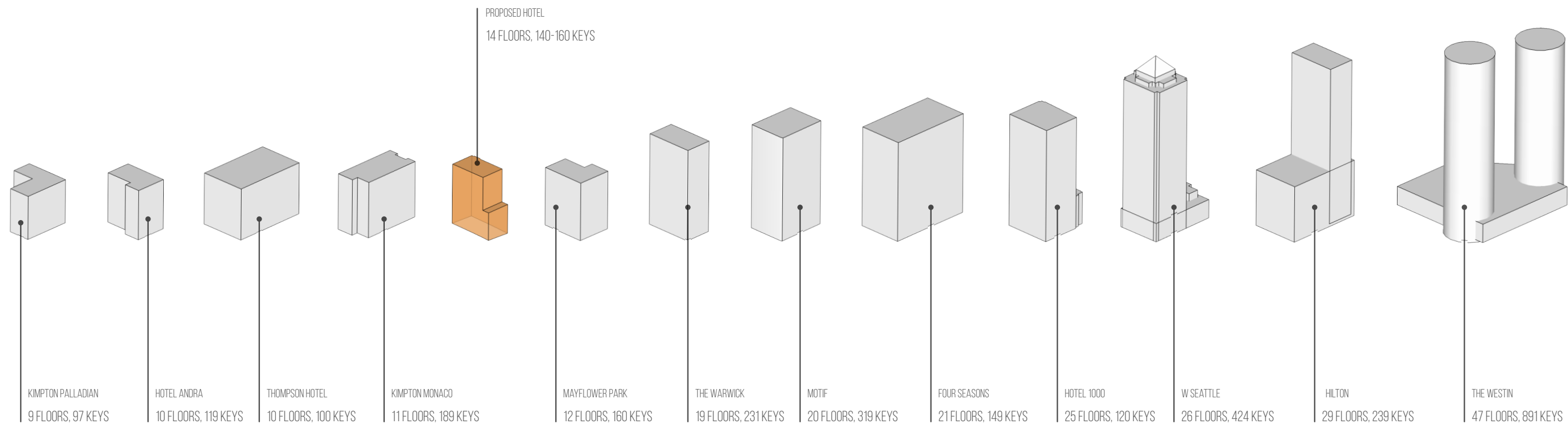
- The minimum number of off-street loading berths required is 2 (Table A)
- Loading berths should be 10 ft. in width with a 14-ft. vertical clearance and a minimum of 35 ft. in length



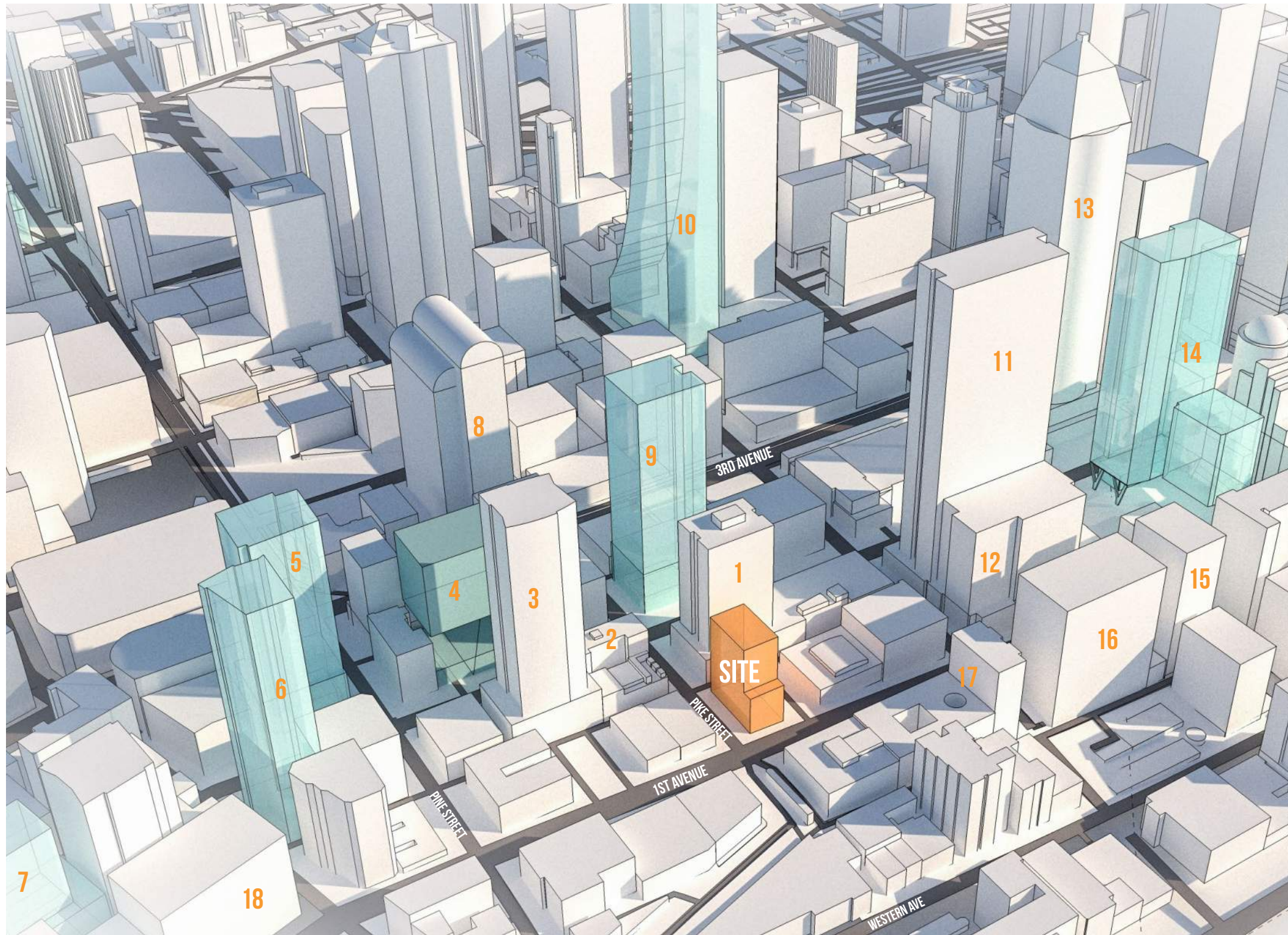
VIEWS AND ORIENTATION



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



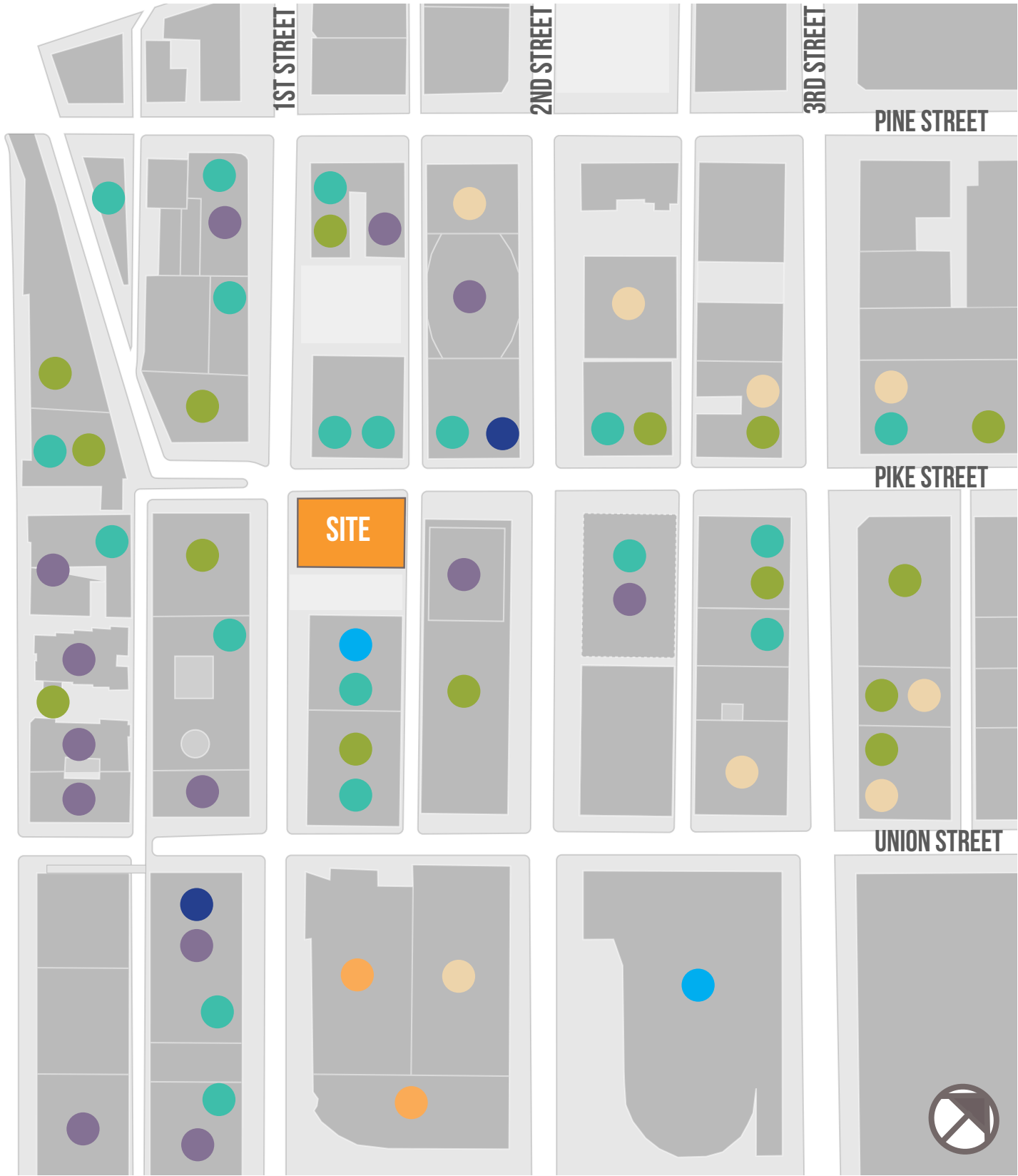
Pike Street is one of Seattle's most iconic streets. It connects major commercial and public spaces from the waterfront to Capitol Hill's Pike Corridor. The project site is adjacent to the Pike Place Market, allowing it to become a prominent gateway to Pike Street.

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 mixture 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 / CAFÉS
- MUSEUMS
- OFFICE
- MIXED-USE RESIDENTIAL
- RETAIL
- HOTEL



COMMUNITY NODES AND 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



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

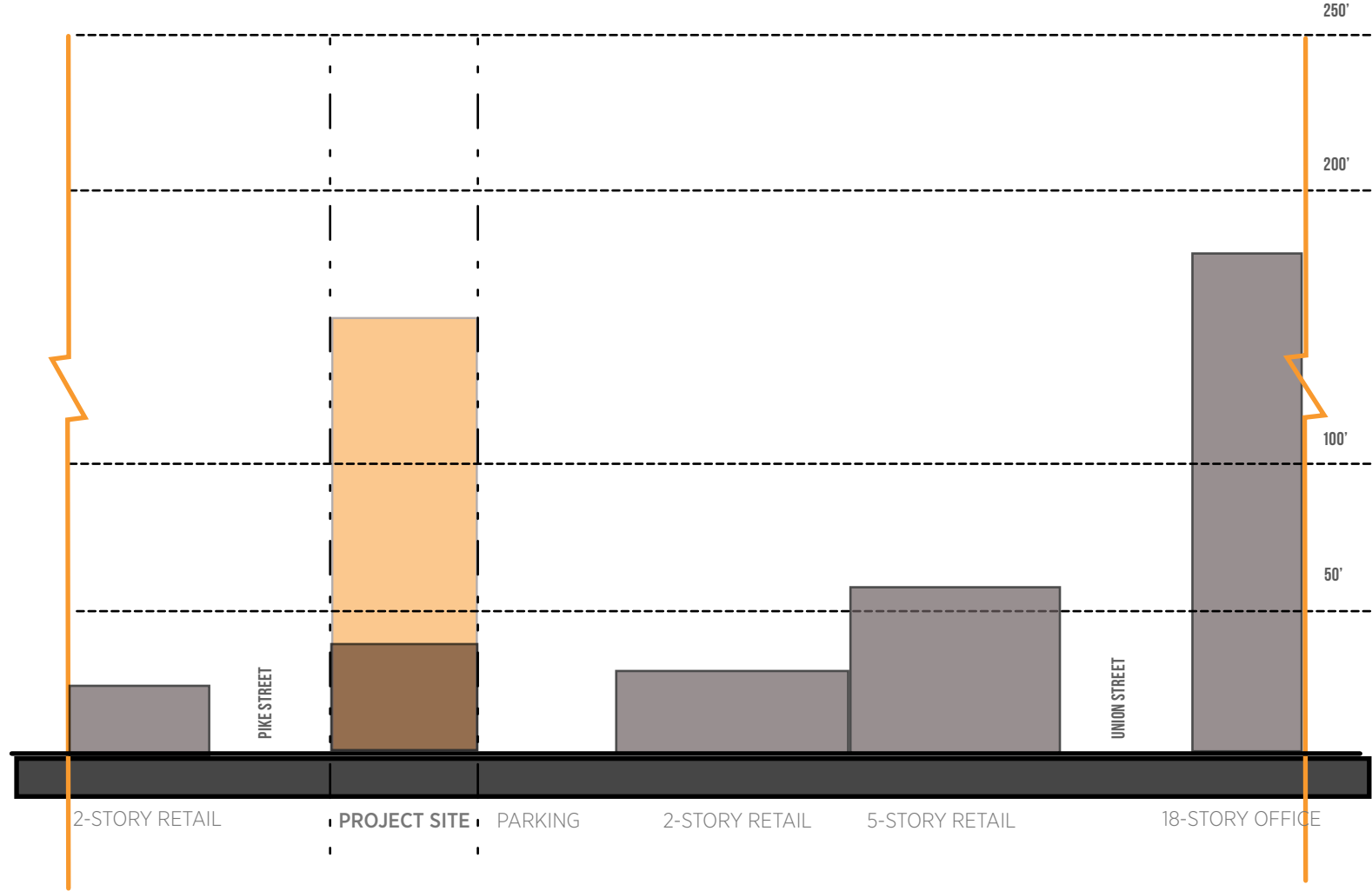


2 FLOORS / RETAIL



STREETSCAPES

01 1ST AVENUE, FACING NORTHEAST

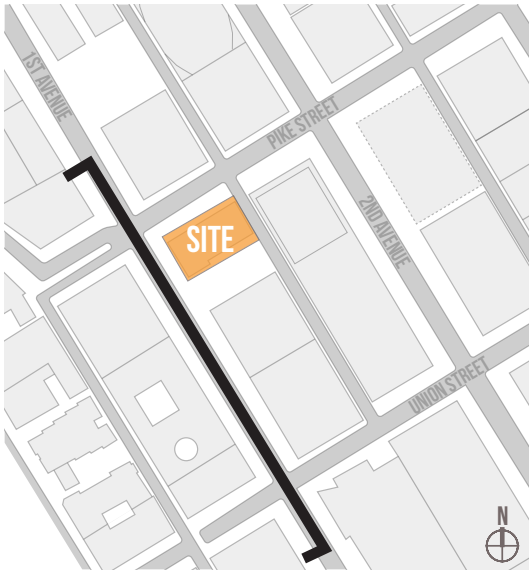
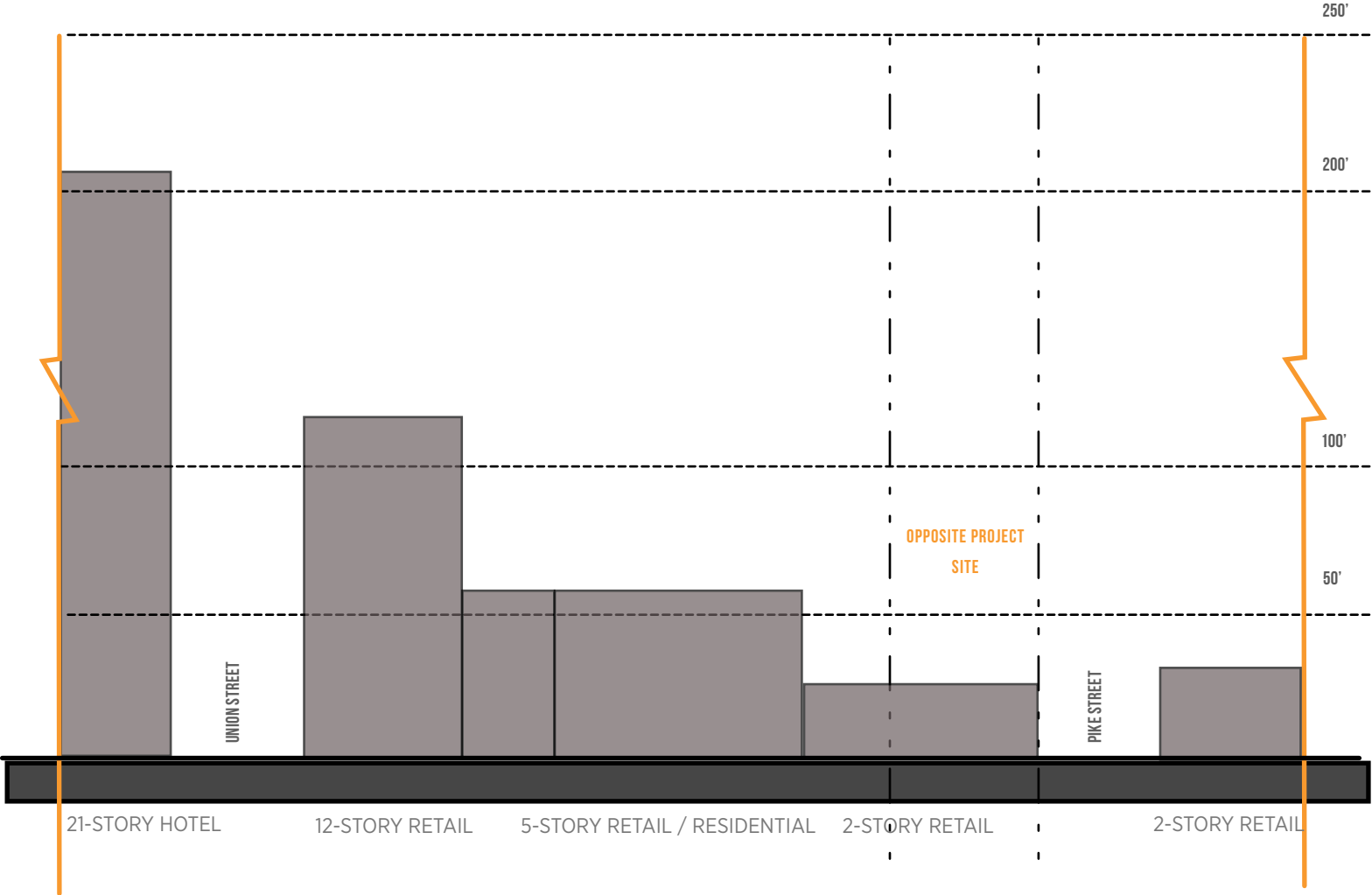


PROJECT SITE

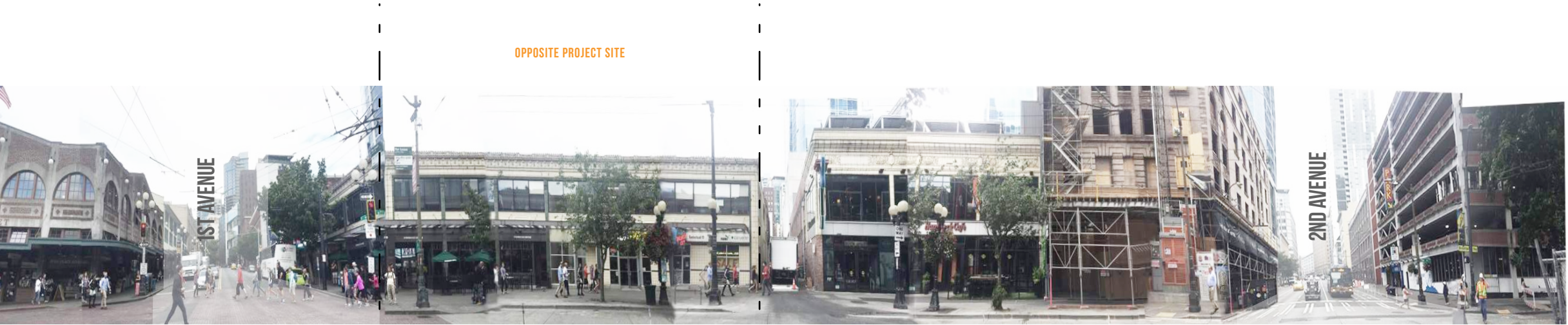
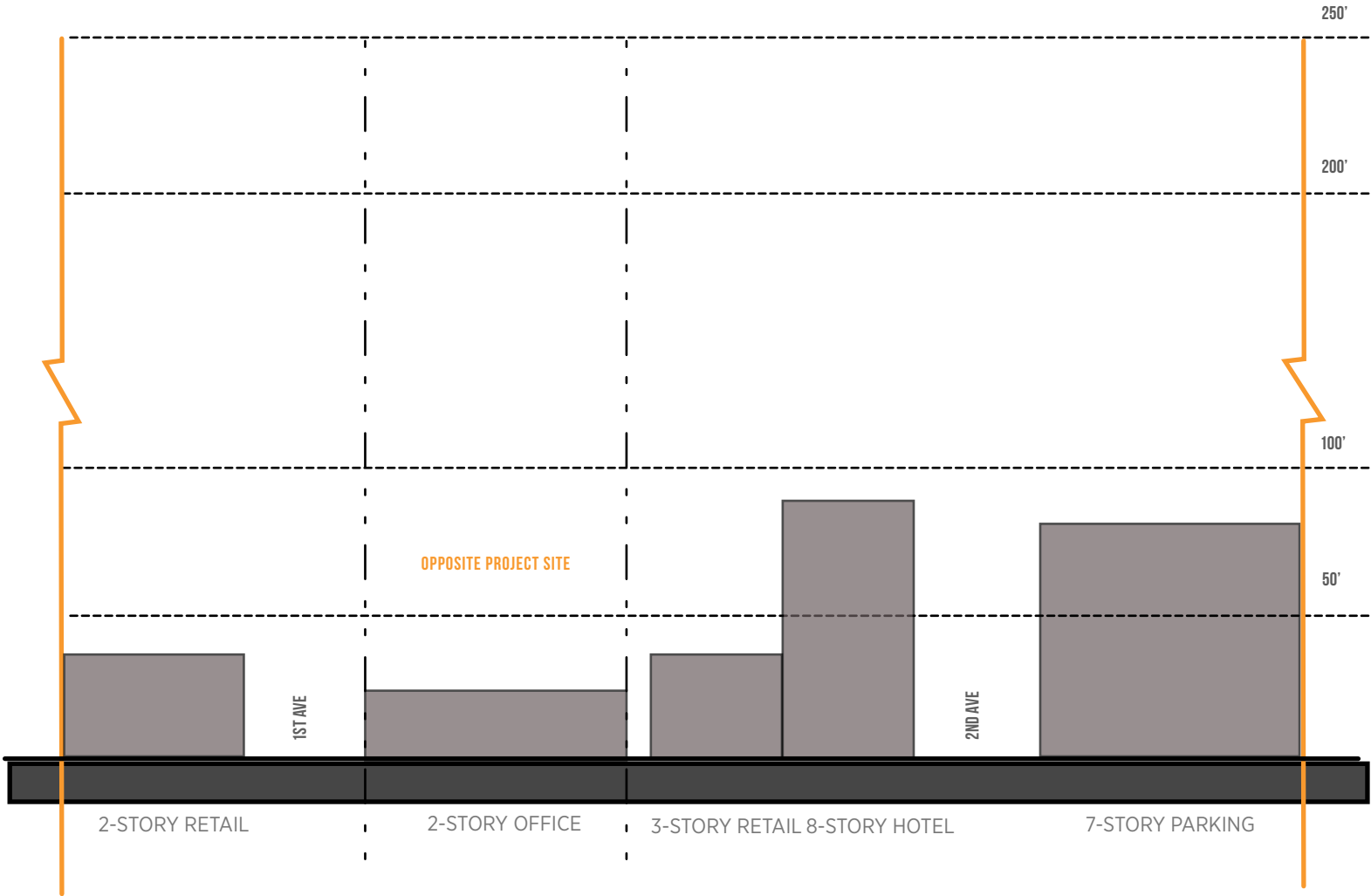




02 1ST AVENUE, FACING SOUTHWEST

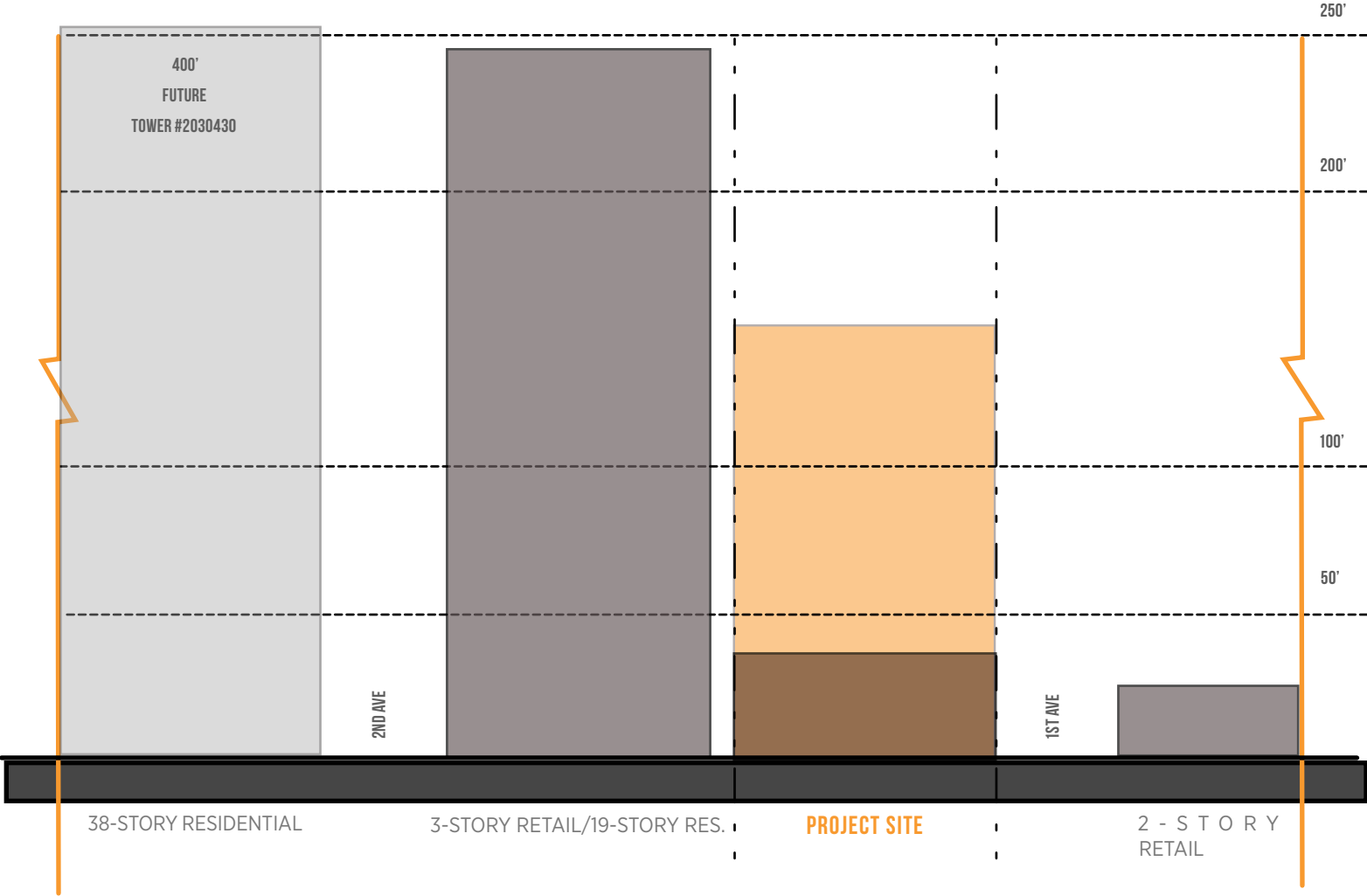


03 PIKE STREET, FACING SOUTHEAST





04 PIKE STREET, FACING NORTHWEST



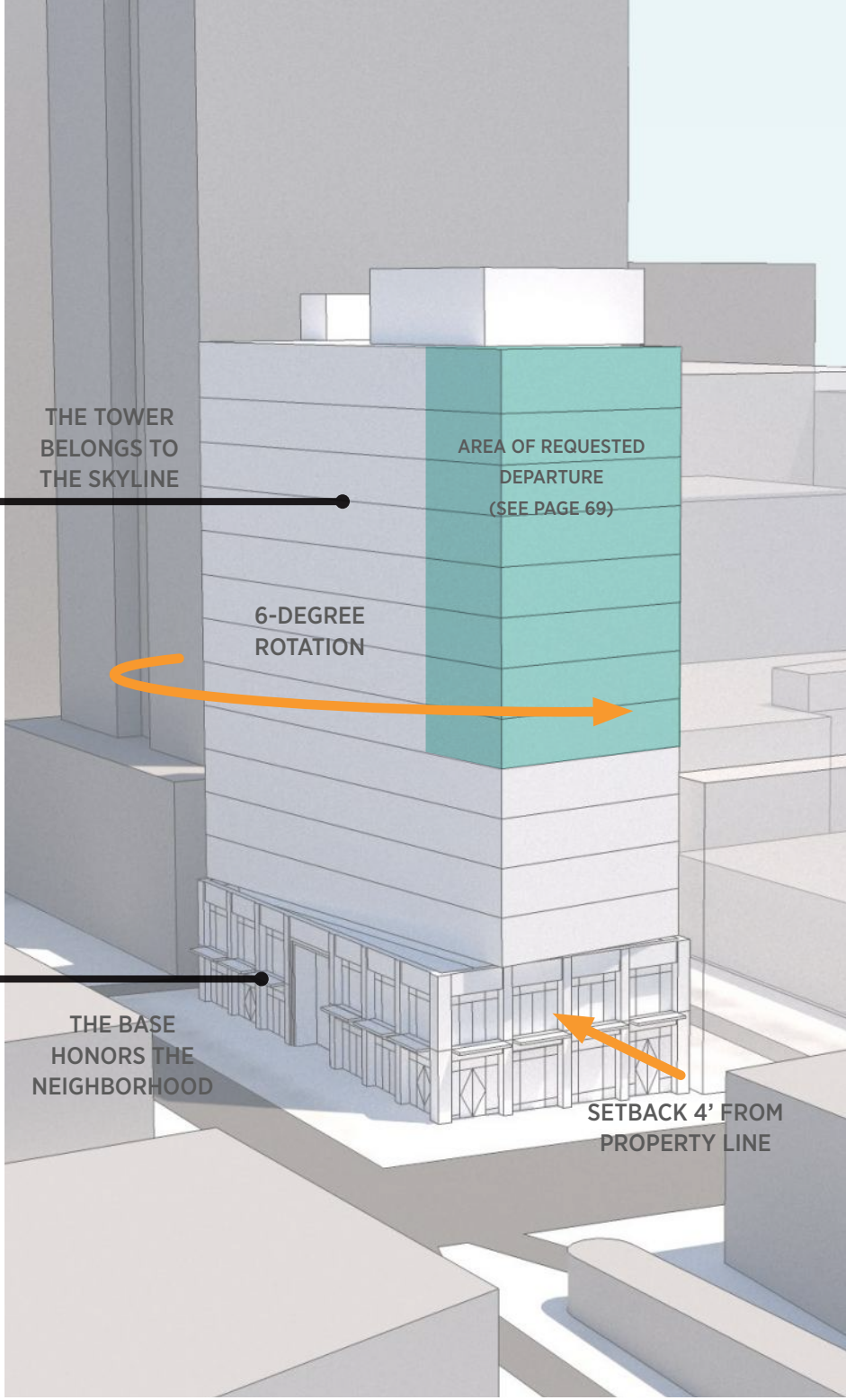
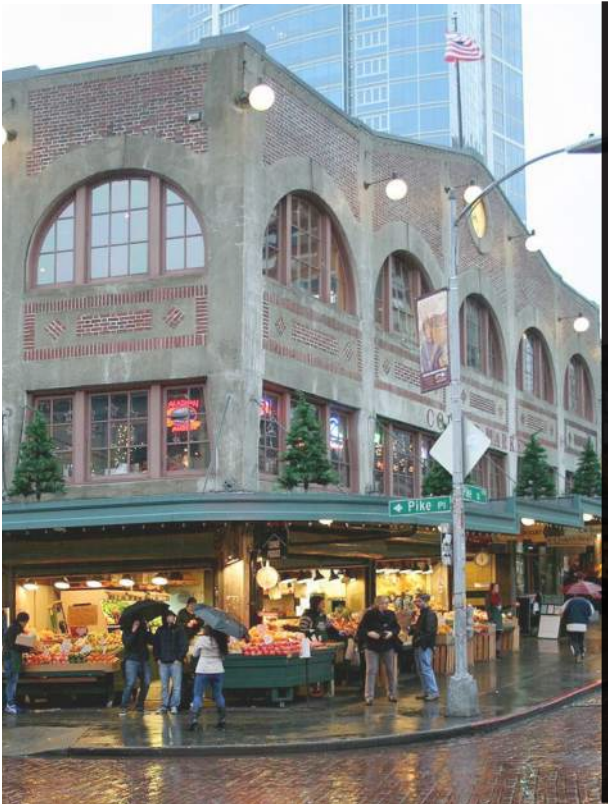


CONCEPT OVERVIEW

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.

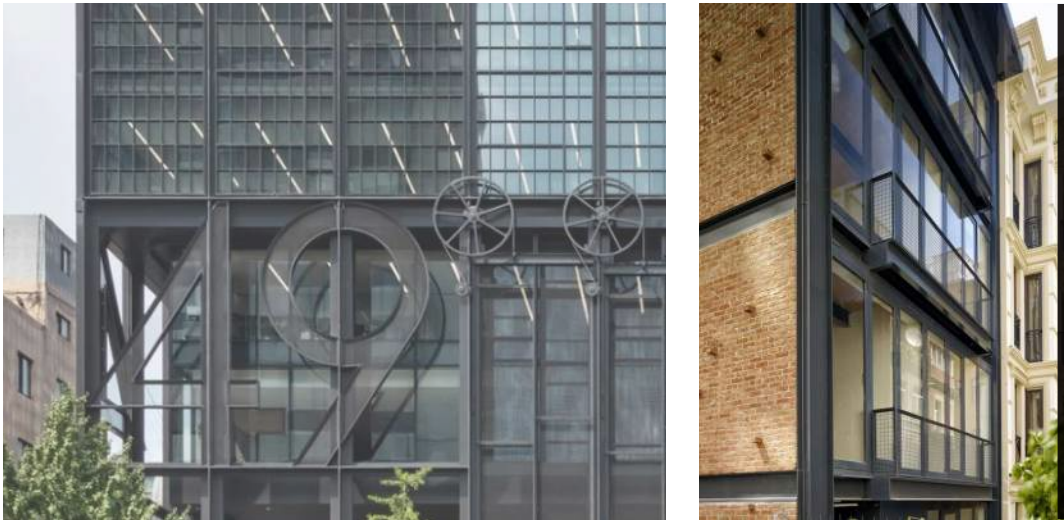
Massing Concept 3 combines the best features of Concepts 1 and 2. The two-story base of the building matches the pattern and scale of existing retail in the neighborhood. The expressed height of the base matches the existing buildings along the east side of 1st Avenue.

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.





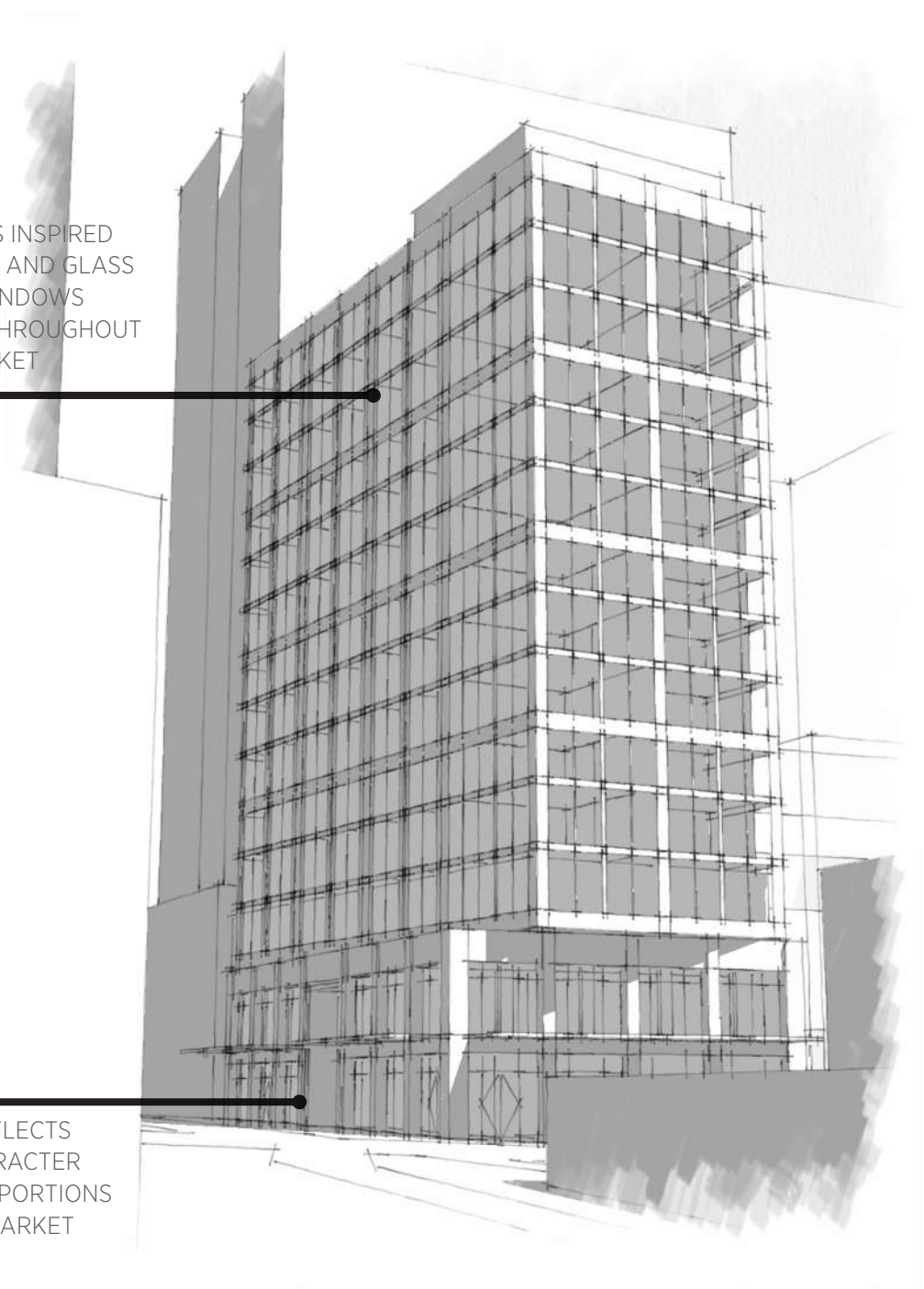
CONCEPT INSPIRATION



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



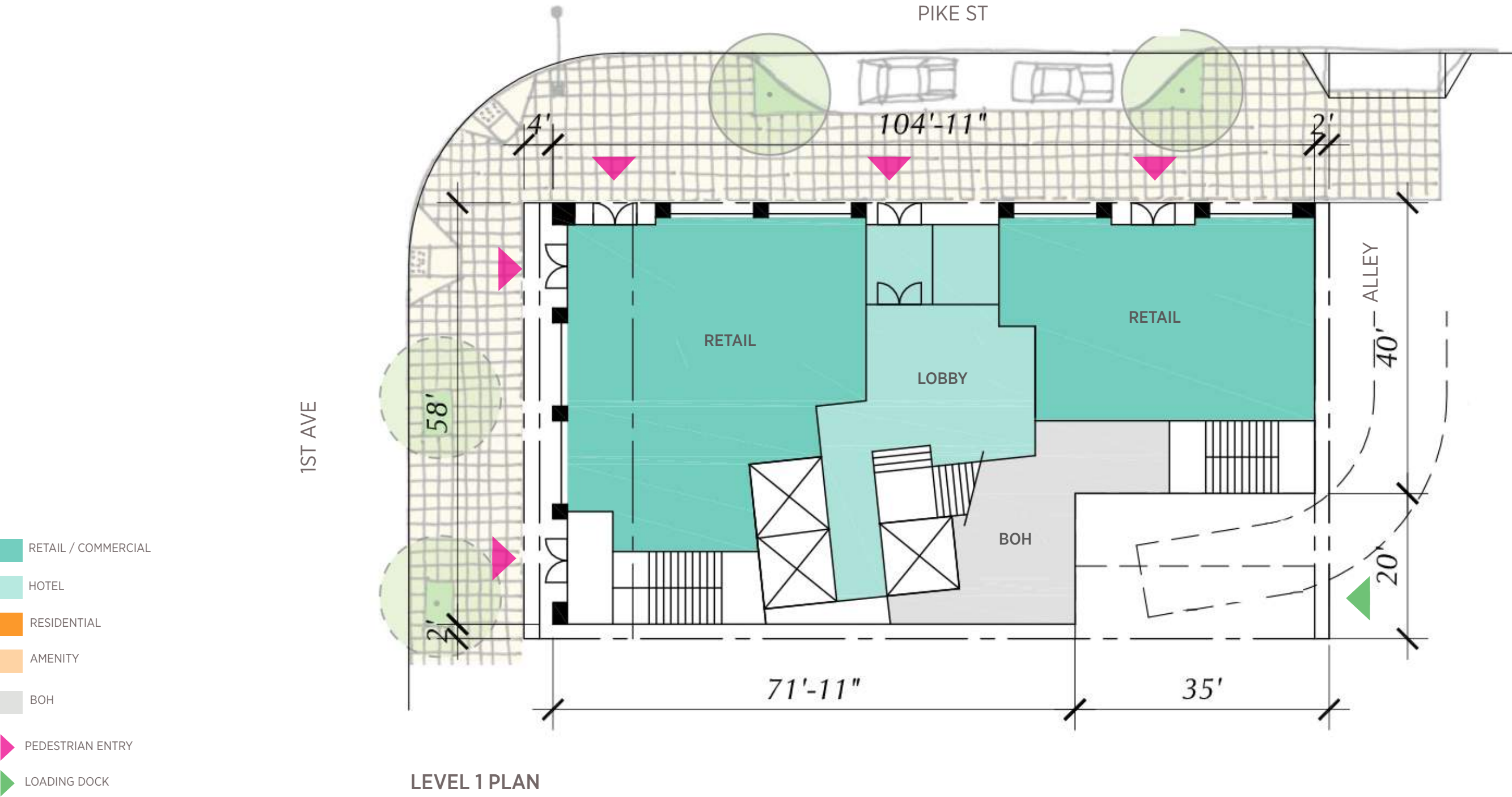
BASE REFLECTS THE CHARACTER AND PROPORTIONS OF THE MARKET



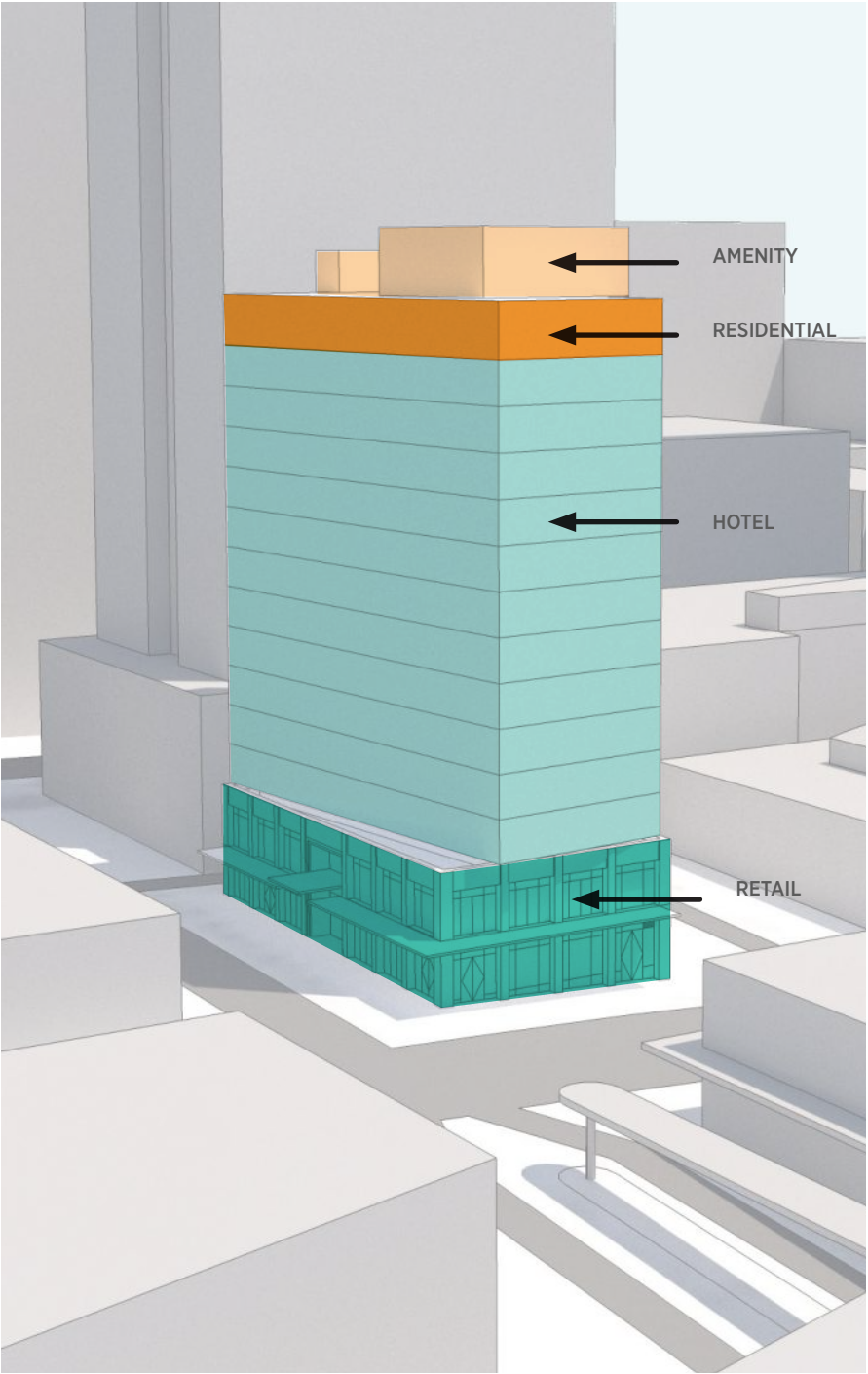
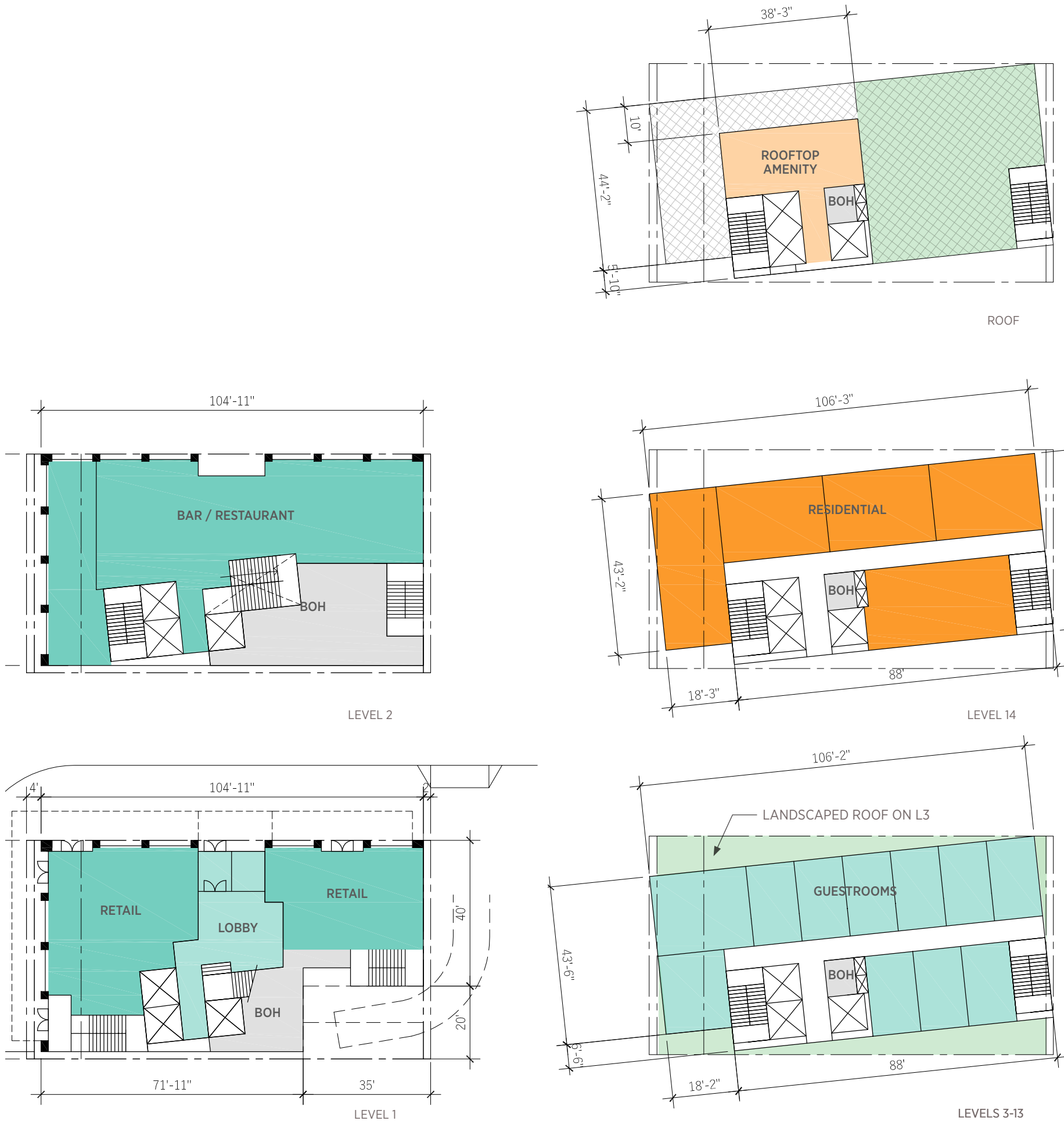
CONCEPT SKETCH

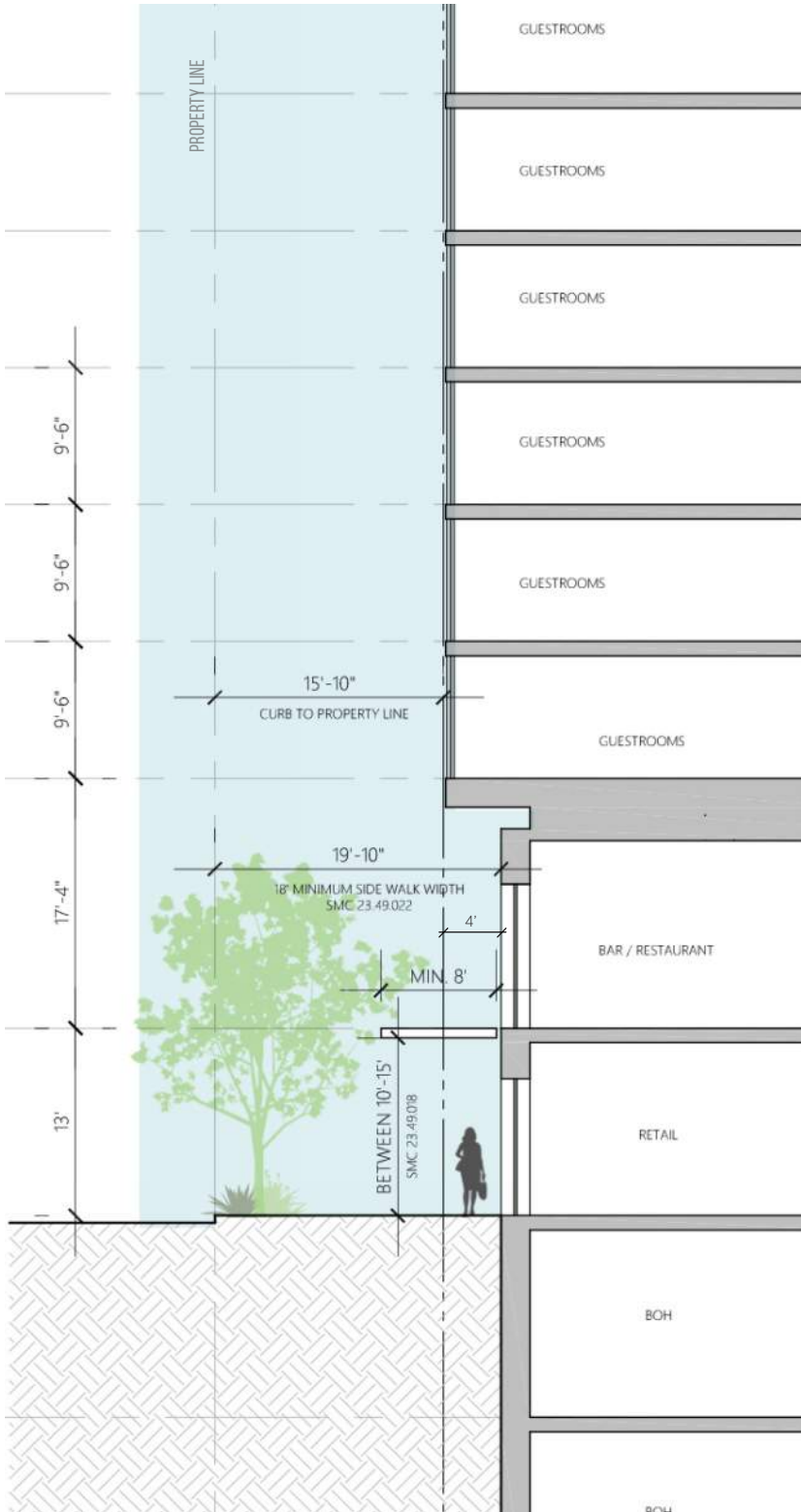




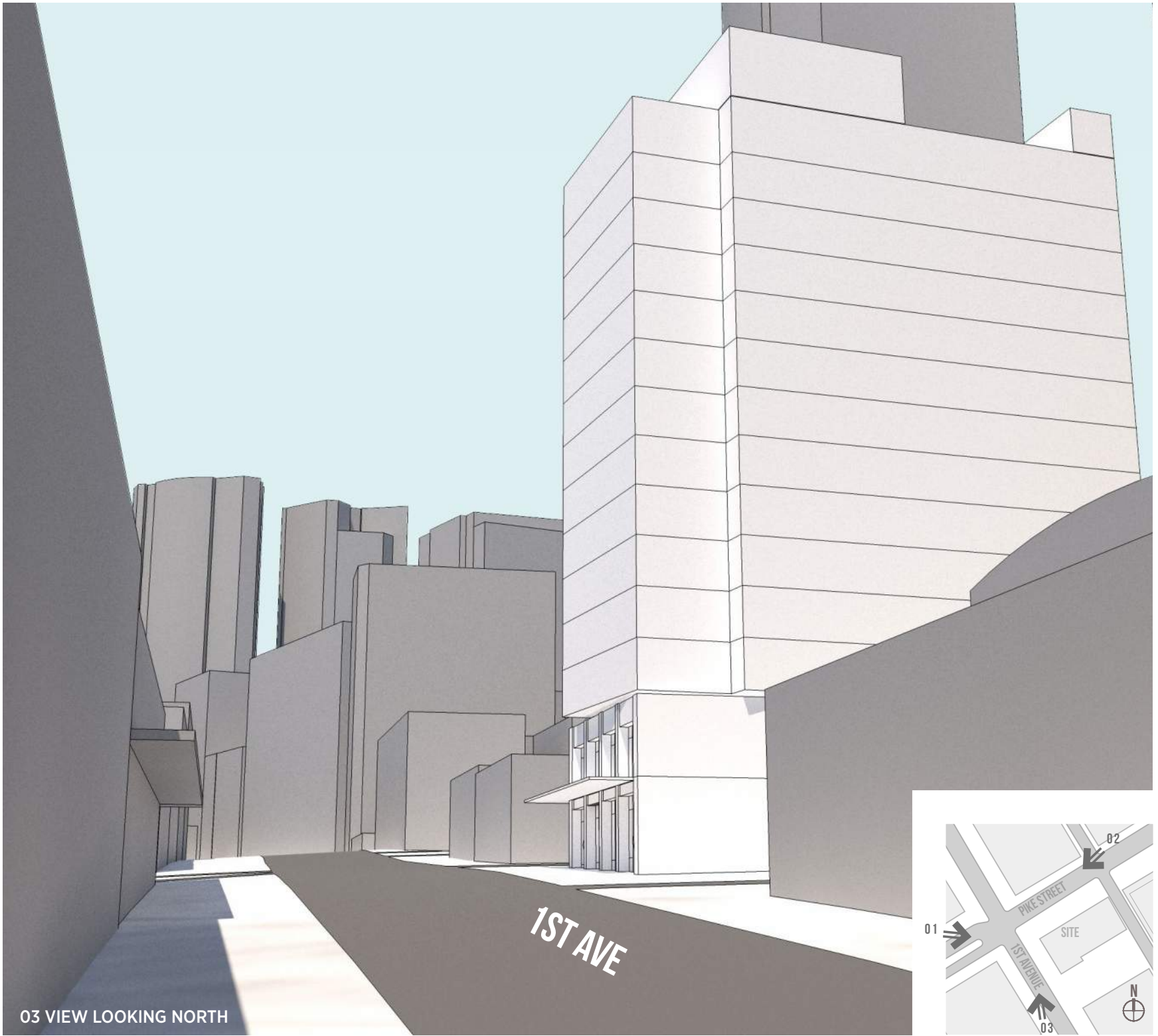
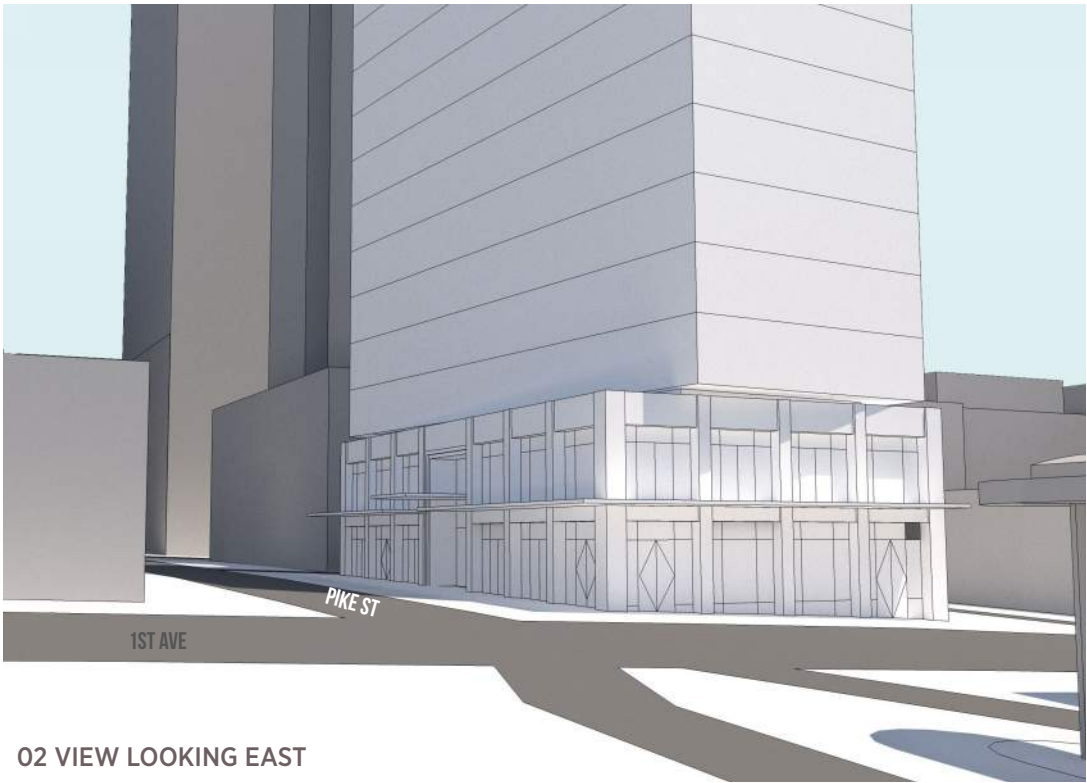


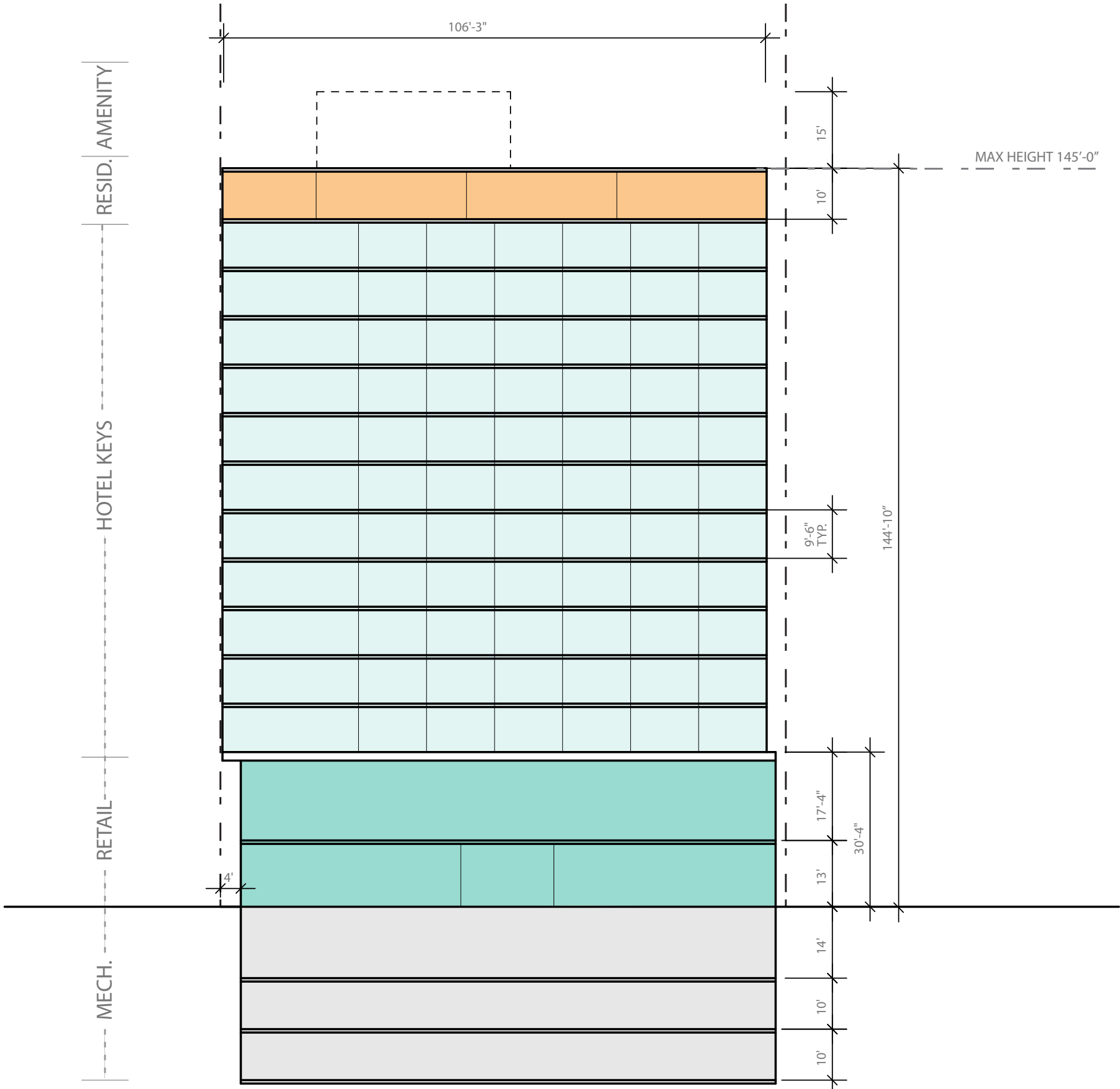






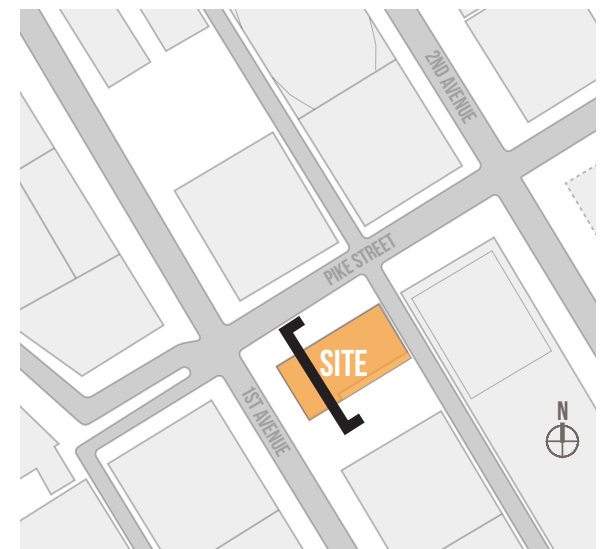
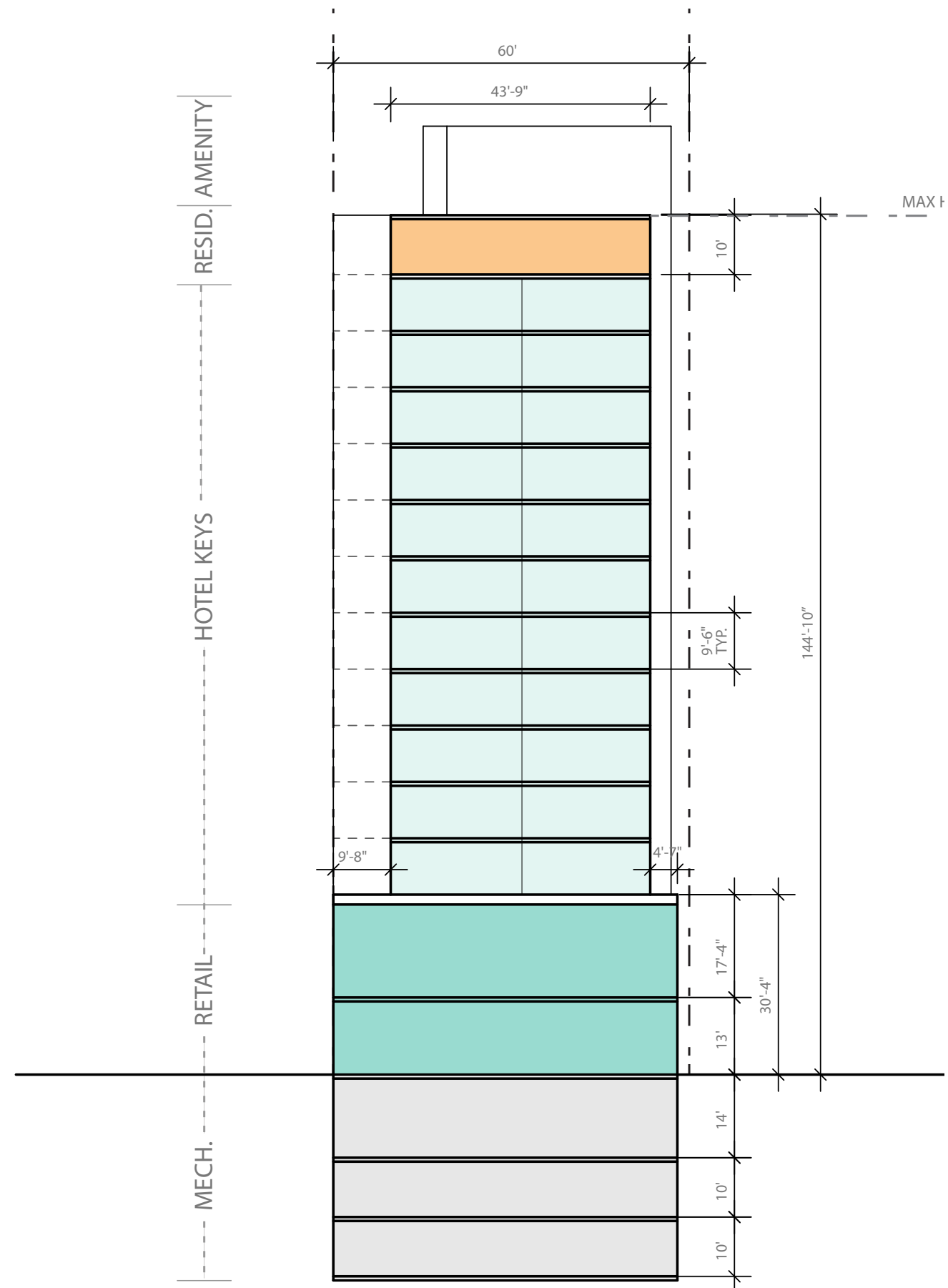








## APPENDIX - PREFERRED OPTION EDG 1



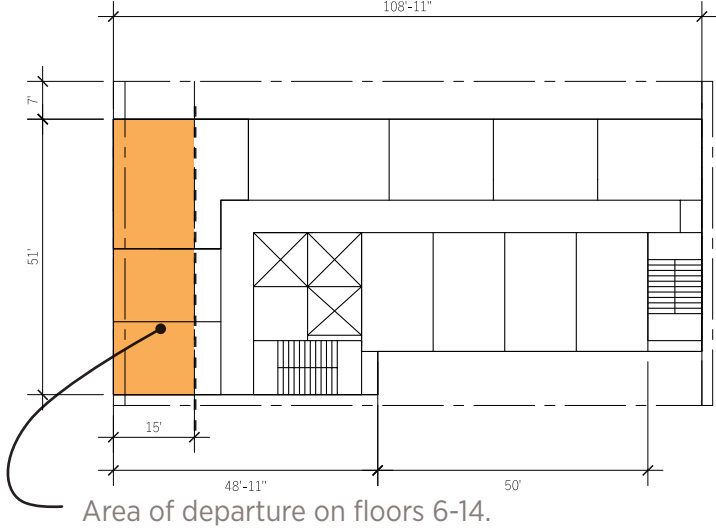
CODE SUMMARY

UPPER LEVEL DEVELOPMENT STANDARDS  
SMC 23.49.058

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

REQUESTED DEPARTURE

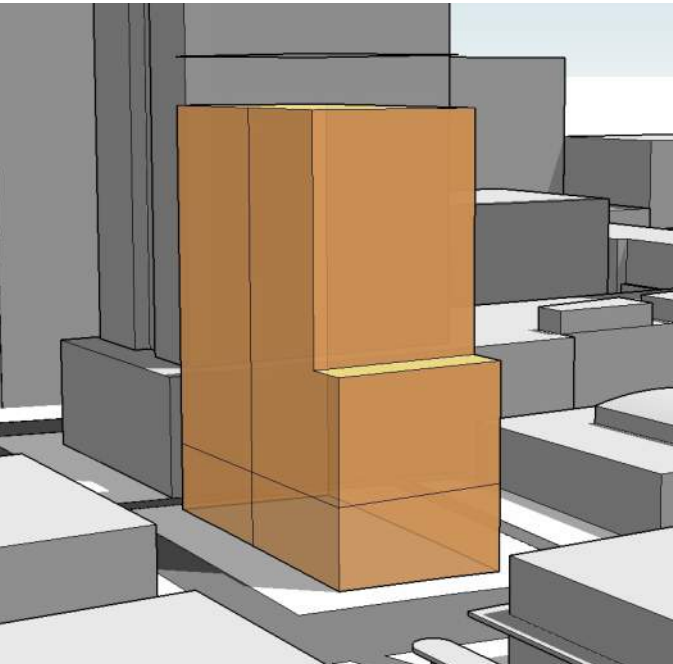
A departure is requested to extend a portion of the building into the upper level setback along 1st Avenue.



JUSTIFICATION

The current zoning is not ideal for the neighborhood context. The 65-ft. 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 have added a voluntary setback along 1st Avenue.

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

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	
6,885 SF	



AREA OF VOLUNTARY SETBACK

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
15,712 SF	

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 AND 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 streetscape characteristics of nearby development.*



CODE SUMMARY

UPPER LEVEL DEVELOPMENT STANDARDS  
SMC 23.49.058

Above 65 ft., there is a continuous upper level setback requirement of 15 ft., 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 Avenue.



JUSTIFICATION

The current zoning is not ideal for the neighborhood context. The 65-ft. setback does not respond the adjacent buildings at 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 1st Avenue.

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

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	



AREA OF VOLUNTARY SETBACK

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	

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 AND 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**  
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