



# 1ST & PIKE

103 PIKE STREET

EARLY DESIGN GUIDANCE 3  
03 APRIL 2018  
DPD #3028428



Ankrom Moisan

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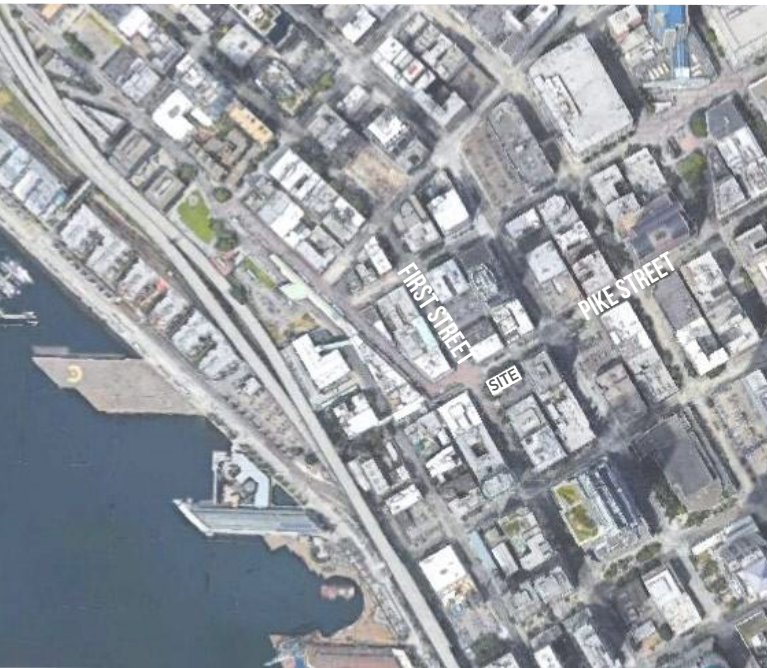
PROJECT INFORMATION

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

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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

DEVELOPMENT OBJECTIVES AT EDG 3

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

- **77,654 sq. ft.**
- +/- 2,600 sq. ft. Commercial Area at Street Level
- +/- 3,700 sq. ft. Commercial Area at Level 2
- Roof Bar Amenity, open to public
- **No departures requested**



MEETINGS AND EVENTS SINCE EDG 2

*At the second EDG meeting, the Board acknowledged the additional community outreach performed by the design team and concluded that the applicant's response to this Board request was sufficient.*

Since EDG 2, the project team has continued outreach efforts, including a public open house, community group presentations, and one-on-one meetings with neighborhood residents and businesses. The goal of these community meetings was to ensure area residents and businesses understand the project and were provided the opportunity to share feedback on the project design.

Through our outreach, we heard concerns about views being impacted in adjacent buildings, overall look and feel, and increased congestion due to the Streetcar. Neighbors were in support of the improvements the project will bring to safety and security (including seismic risk), the proposed collaboration with Market vendors, change in aesthetics to this corner, the addition of neighborhood amenities, and increased customer traffic in the Market.

The following is documentation of all outreach efforts that have been made *since* EDG 2. Prior outreach efforts are listed in the appendix.

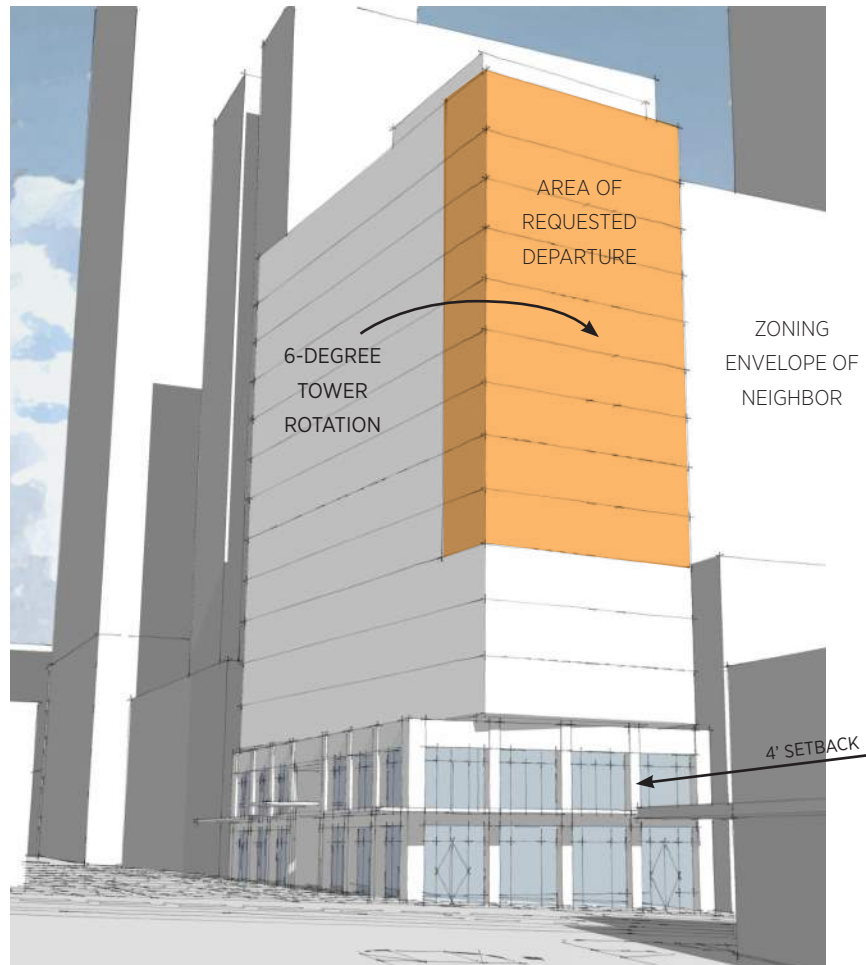


DATE	NEIGHBORHOOD GROUP	ATTENDEES	NOTES
MARCH 13, 2017	PUBLIC OPEN HOUSE	93 Event Attendees	<p>The project team hosted an open house at The Pike Brewing Company across the street from the proposed project from 5-7pm. This was a public open house with five different design stations, focusing on: Project Overview and Timeline; Street Level and Site Plan; design and Setbacks; Amenities and Market Partnership; and Traffic, Loading and Solar. An additional station was setup where attendees had the opportunity to write letters of support for the project, sign up for project updates, or express interest in attending the EDG 3 meeting. Staff was on-hand to answer questions from both supporters and opponents, and attendees were able to provide feedback verbally to staff or through written comment. No negative written comment was recorded, but 23 letters of support were collected. Through our outreach, we heard concerns about sidewalk seating at the street level retail, views being impacted in adjacent buildings, overall look and feel, and increased congestion.</p> <p>Other key outreach numbers include:</p> <ul style="list-style-type: none"><li>• 23 letters of support for the project collected at event</li><li>• 400+ invitations extended to Pike Place Market vendors</li><li>• 45 nearby buildings invited, including Newmark and other residents, businesses, and venues within 3 blocks of the project</li></ul>
MARCH 12, 2018	PRESENTATION	Pike Place Market Preservation and Development Authority (PDA) Connections Committee, including PDA Executive Director Mary Bacarella and 10 other guest	<p>The team presented the new design concepts to the Pike Place Market PDA Board on March 12th as part of the Market Connections Committee. Mary Bacarella, the Pike Place Market executive director was in attendance, as well as 10 other guests. The board expressed concern about the sidewalk seating shown at the restaurant on Pike Street. They felt this would be difficult to manage with the high pedestrian traffic and transient population.</p> <p>They were supportive in comments around issues related to safety, security and seismic risk.</p>
FEBRUARY 22 - MARCH 12, 2018	DOOR-TO-DOOR OUTREACH	Market vendors and employees	<p>Project staff performed door-to-door outreach in the Market, and had 47 engaged conversations with Market Vendors and employees. Vendors were concerned about increased congestion and the design of the building. Supporters of the project were excited about the collaboration with the Market to bring their goods into the hotel, the improvement in safety and security , and the overall positive changes in aesthetics to that corner.</p>
FEB. 22, 2018	POLITICAL OUTREACH	Sally Bagshaw’s office	<p>We met with Sally Bagshaw’s staff, as Sally was out of town. We met with Community Liaison Alberta Bleck and City Council Central Staff Aly Pennuccito. Project staff briefed Bagshaw’s office on project design progress and response to community and EDG 2 input. Alberta and Aly were very pleased with the concept of the public open house meeting and the other outreach that we have planned. They were invited to attend the public meeting, and Alberta said she would if at all possible. Both Alberta and Aly agreed that the presentation we made to them was extremely helpful and answered all of their questions.</p>
FEBRUARY 2018	ONE-ON-ONE MEETING	West Edge Neighborhood Association	<p>Marketview Place Associates reached out to the West Edge Neighborhood Association to present on the revised design. Their calendar was committed, but members were invited to attend the open house in place of the presentation.</p>
MARCH 28, 2018	PRESENTATION	Pike Place Historical Commission	<p>The project team is scheduled to present the revised design to the Pike Place Market Historical Commission on March 28, which is after the EDG 3 packet is due to the Board, so there are no details to share at this time.</p>



GUIDANCE THEME	BOARD GUIDANCE	DESIGN RESPONSE	APPLICABLE DESIGN GUIDELINE	
1.a.i ARCHITECTURAL CONTEXT	<div>Provide more information on the following:</div> <ul style="list-style-type: none"><li>Show street section through Pike Street.</li><li>Show street section through 1st Avenue.</li><li>Provide updated solar/shade studies, include early morning.</li><li>Provide information on the proposed street improvements.</li><li>Show loading area plan with maneuvering diagram.</li></ul>	The design team has researched and provided additional site information of the revised massing in relationship to the market and the proposed street improvements.	A1 B1 B2 B3 E3	Respond to the physical environment Respond to the neighborhood context Create a transition in bulk and scale Reinforce the positive urban form Minimize the presence of service areas
1.a.iii PODIUM	<ul style="list-style-type: none"><li>The Board supports the two-story base, but did not support the splitting and stepping of the revised base shown at EDG2.</li><li>Board supports the chamfered corner entry, but requested a more activated facade at the ground level.</li><li>Canopies scale and articulation should relate to others in area.</li><li>The Board would like to see further articulation of materials where the podium wraps into the alley.</li></ul>	<ul style="list-style-type: none"><li>The podium has been refined to a distinct two-story base.</li><li>Operable windows have been added at the ground level.</li><li>Retail glazing has widened where it wraps into the alley.</li></ul>	A1 B1 B2 B3 C4 C6 D6	Respond to the physical environment Respond to the neighborhood context Create a transition in bulk and scale Reinforce the positive urban form Reinforce building entries Develop the alley facade Design for personal safety & security
1.a.iv TOWER	<ul style="list-style-type: none"><li>The Board did not support the requested upper-level setback departure.</li><li>The Board supported the tower height as shown.</li><li>There should be volumetric distinction between podium and tower massing.</li><li>The Board would like to see more substantial setback on Pike Street.</li></ul>	<ul style="list-style-type: none"><li>Added - 9’ setback on Pike Street above Level 2.</li><li>Added - 15’ setback on 1st Ave. above Level 2.</li><li>Tower is glass and steel, in contrast to more solid masonry base.</li></ul>	A1 A2 B1 B2 B3 C1	Respond to the physical environment Enhance the skyline Respond to the neighborhood context Create a transition in bulk and scale Reinforce the positive urban form Promote pedestrian interaction
3. ROOF AMENITY	<ul style="list-style-type: none"><li>Board reiterated support for direction design is headed.</li><li>Roof should be designed as a holistic composition with mechanical, elevator overruns, planting, and amenity area. Roof seen as fifth façade.</li></ul>	<ul style="list-style-type: none"><li>Stair overrun has been relocated from face of east wall.</li><li>All rooftop features have been consolidated and massing simplified.</li><li>Screening allows added privacy at roof deck facing neighbors.</li><li>Roof to be designed with Private/Quiet and Public/Active zones. More information to be provided at Design Review.</li></ul>	A2 B4 D1	Enhance the skyline Design a unified building Provide inviting & usable open space
4. EAST AND SOUTH FACADES	<ul style="list-style-type: none"><li>Do not treat east wall like a blank party wall</li><li>Carefully design the south party wall</li></ul>	<ul style="list-style-type: none"><li>Windows have been added to the East Wall facade.</li><li>South facade party wall may include artwork feature to connect to the artistic characteristics of the Market.</li><li>South façade party wall to be designed for Design Review.</li></ul>	A1 B1 C2 C3 C6	Respond to the physical environment Respond to the neighborhood context Design facades of many scales Provide active - not blank - facades Develop the alley facade

## EDG 1 MASSING

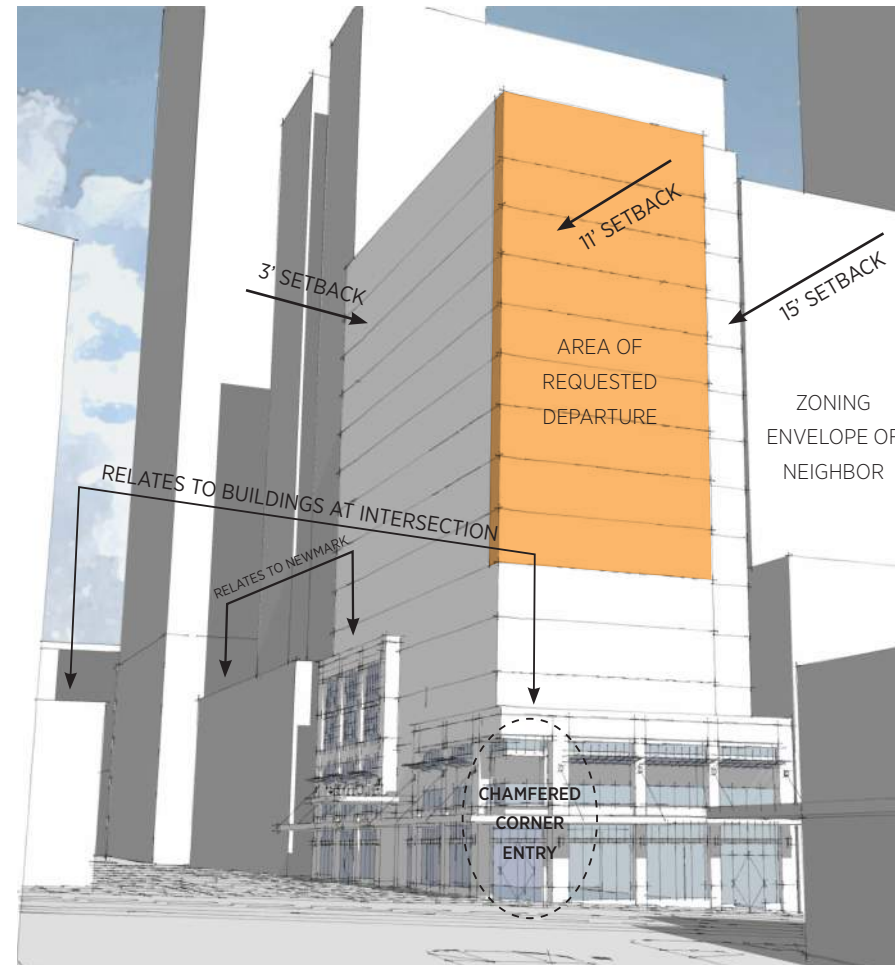


GROSS SQUARE FOOTAGE: **84,600 SF**

### DESIGN FEATURES

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

## EDG 2 MASSING

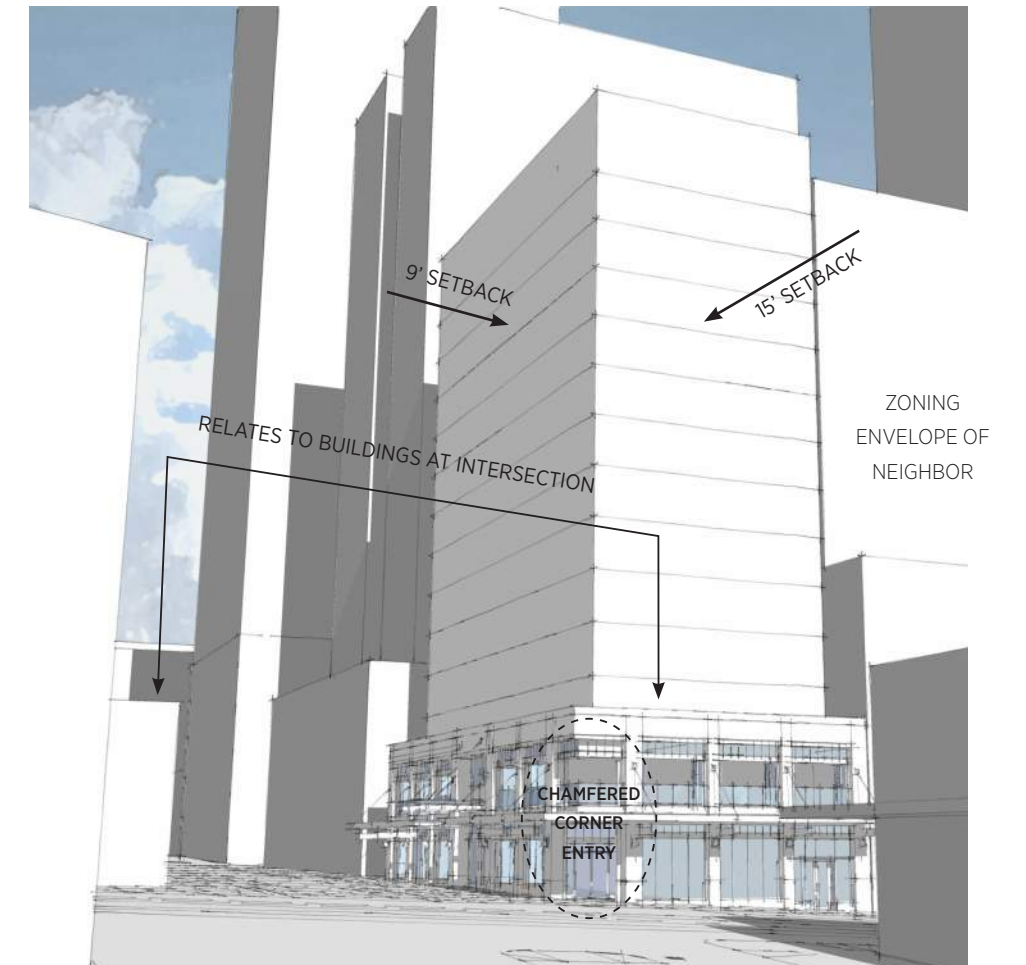


GROSS SQUARE FOOTAGE: **83,340 SF**

### 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 1st AVE ABOVE LEVEL 2

## EDG 3 REVISED MASSING



GROSS SQUARE FOOTAGE: **77,654 SF**

### PRIMARY DESIGN CHANGES

- TWO-STORY BASE TO CONNECT WITH THE MARKET AND EXISTING INTERSECTION
- ACTIVATED FACADE ON BOTH PODIUM LEVELS
- 15' MINIMUM SETBACK ON 1st AVE ABOVE LEVEL 2
- VOLUNTARY 9' SETBACK ON PIKE ABOVE LEVEL 2
- **NO REQUESTED DEPARTURES**



## 1. ARCHITECTURAL CONTEXT - STREET SECTIONS

### BOARD GUIDANCE:

*1.a.i The Board requested that additional context analysis information be provided in the design packet and presented at the next EDG meeting:*

- Street section through Pike Street; and
- Street section through 1st Avenue.

### RESPONSE:

In addition to the street sections, the design team has provided an East-West section through Pike Street showing the planned massing transition from 3rd Avenue to Western. The proposed hotel at 1st and Pike honors the scale intended by the city planners.

### RELEVANT GUIDELINES:

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

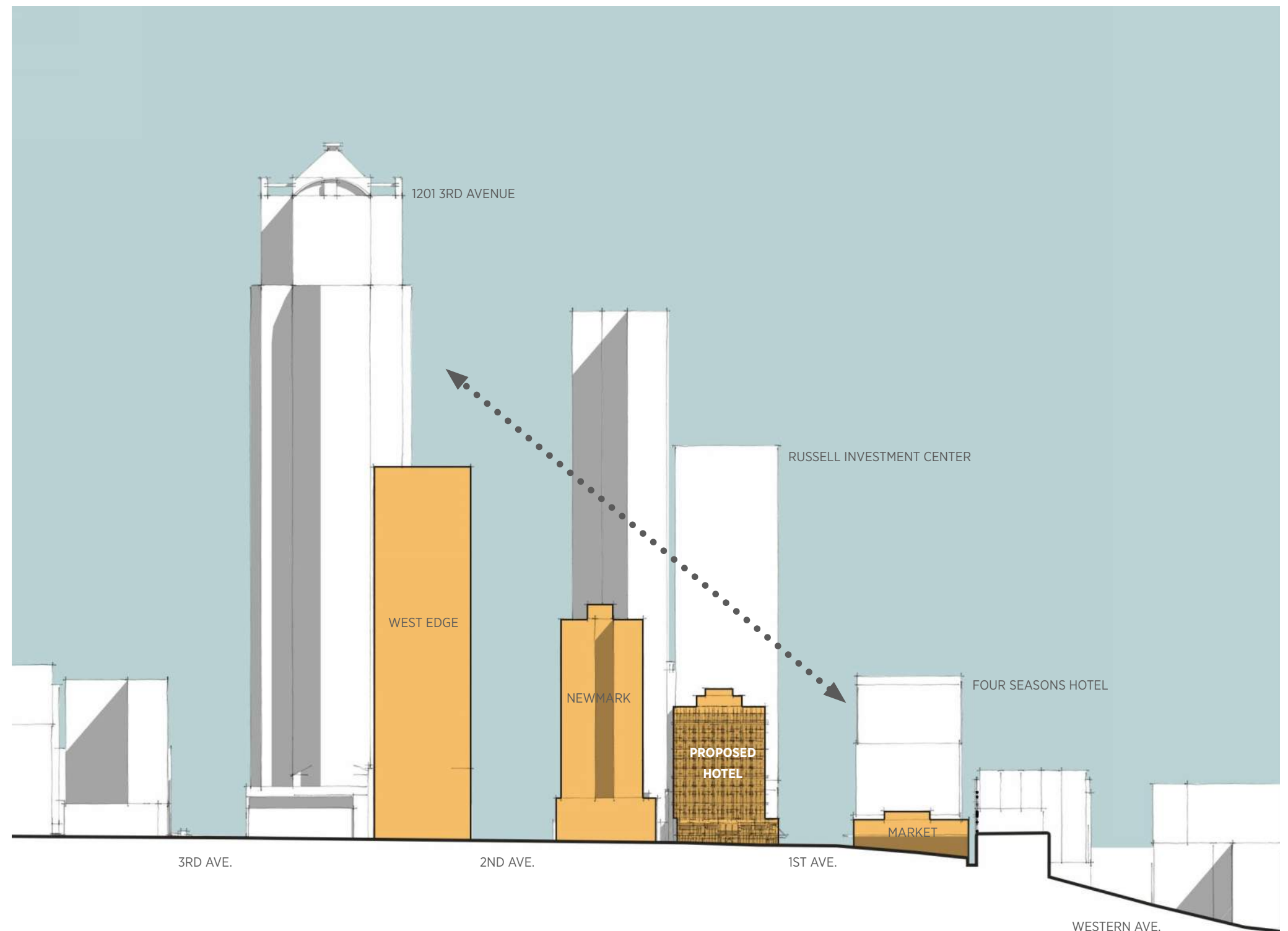
Develop an architectural concept and compose the building's massing in response to conditions and patterns of urban form found beyond the immediate context of the site.

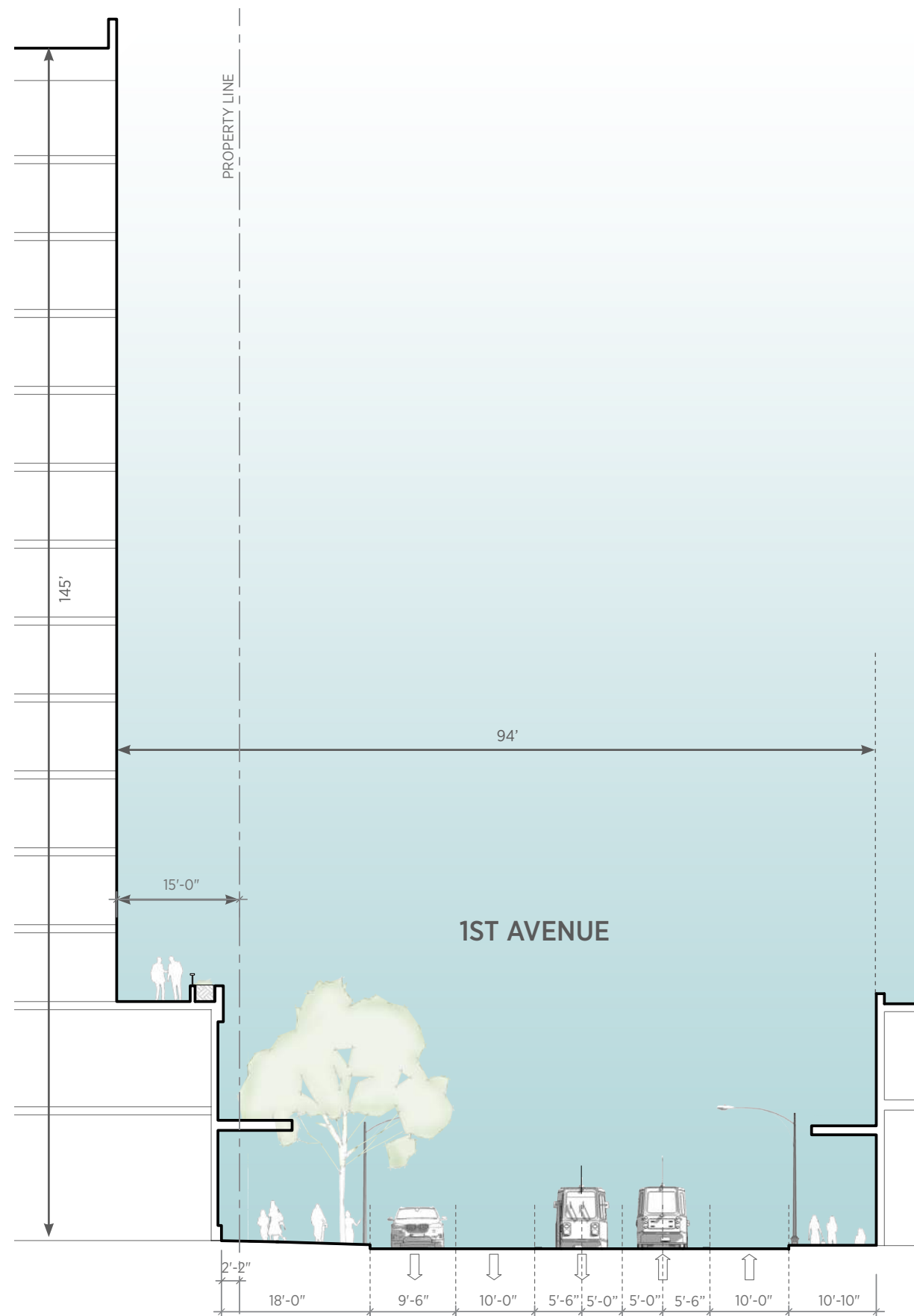
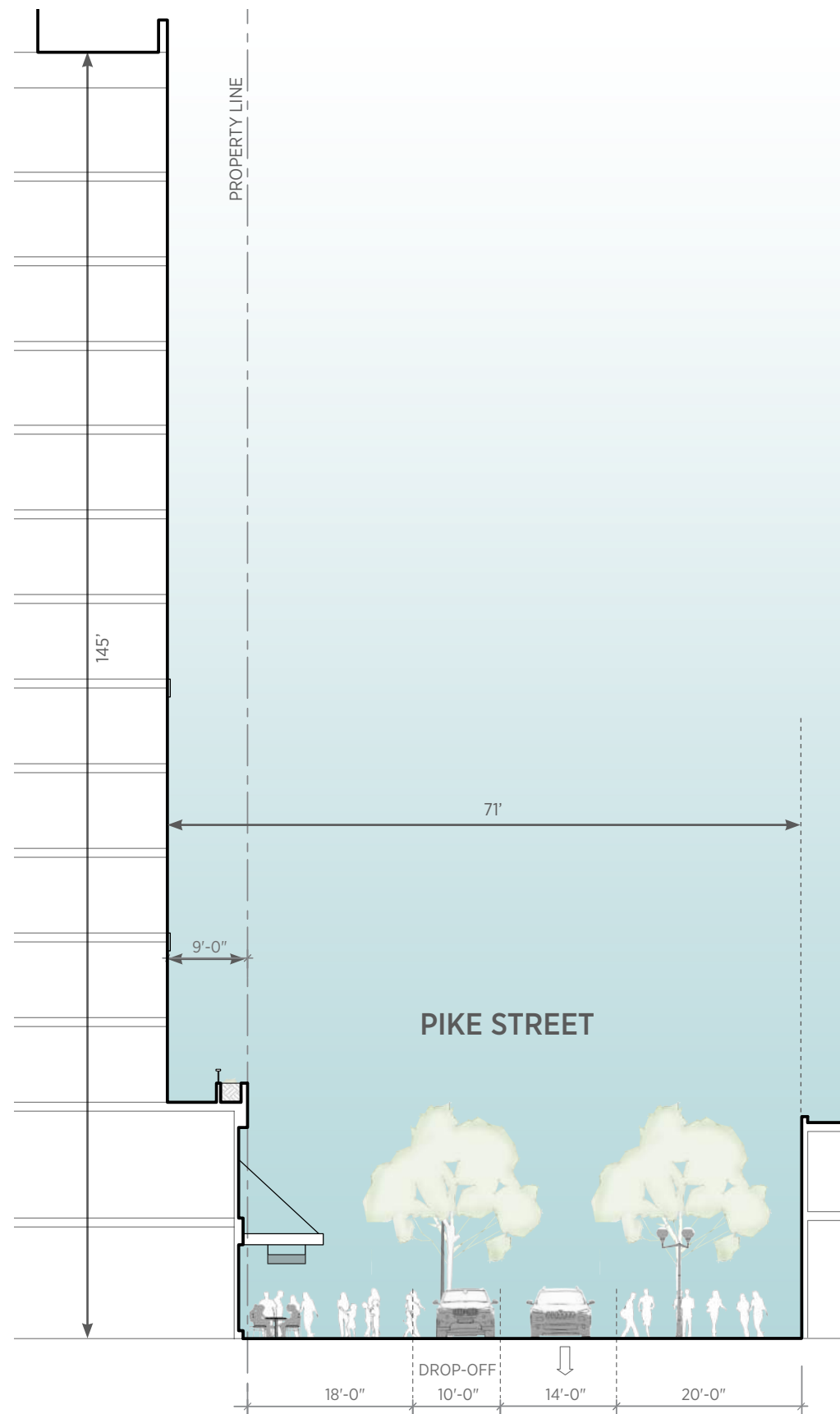
#### **B1 - Respond to the neighborhood context.**

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.





1. ARCHITECTURAL CONTEXT - SHADOW STUDIES - SUMMER

BOARD GUIDANCE:

1.a.ii The Board requested an enhanced solar/shade study be provided and presented at the next EDG meeting , including information (early morning times) illustrating if and how long the design would cast shadow onto the Pike Place Market. The study should also differentiate between the existing shadow condition and forecasted shadow condition with the design's massing.

RESPONSE:

The team performed a solar/shadow study to understand the design's impact on the surrounding context. The analysis showed minimal shadows would be cast on the corner of Pike Place Market between 7-9 a.m. during the Spring and Fall Equinoxes. A small shadow would be cast on the sidewalk in front of the Corner Market building between 8-9 a.m. at Summer Solstice. Existing buildings are the primary contributors to the morning shadow. Times when there is a shadow cast have been highlighted in orange.

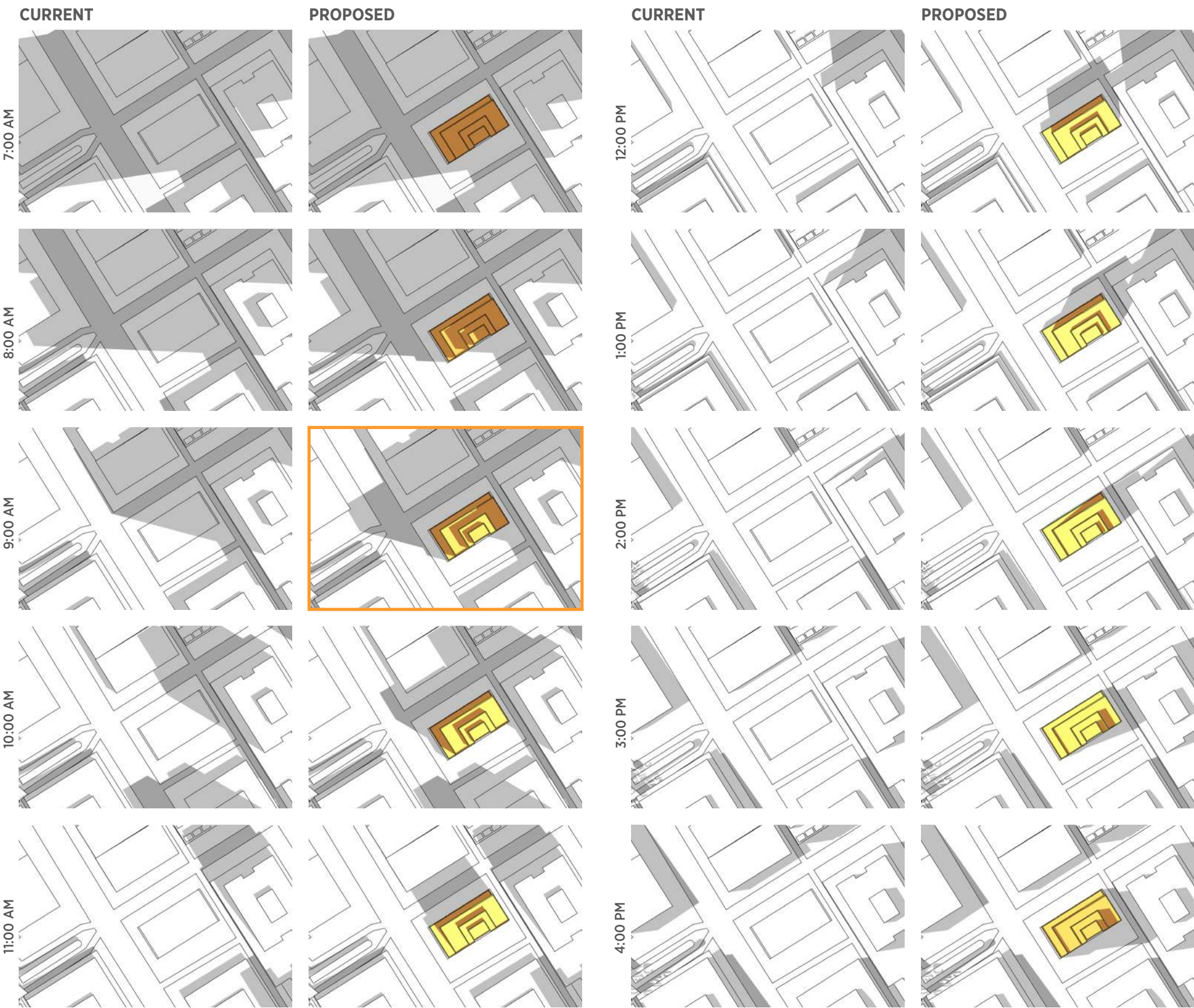
RELEVANT GUIDELINES:

A1 - Respond to the physical environment.

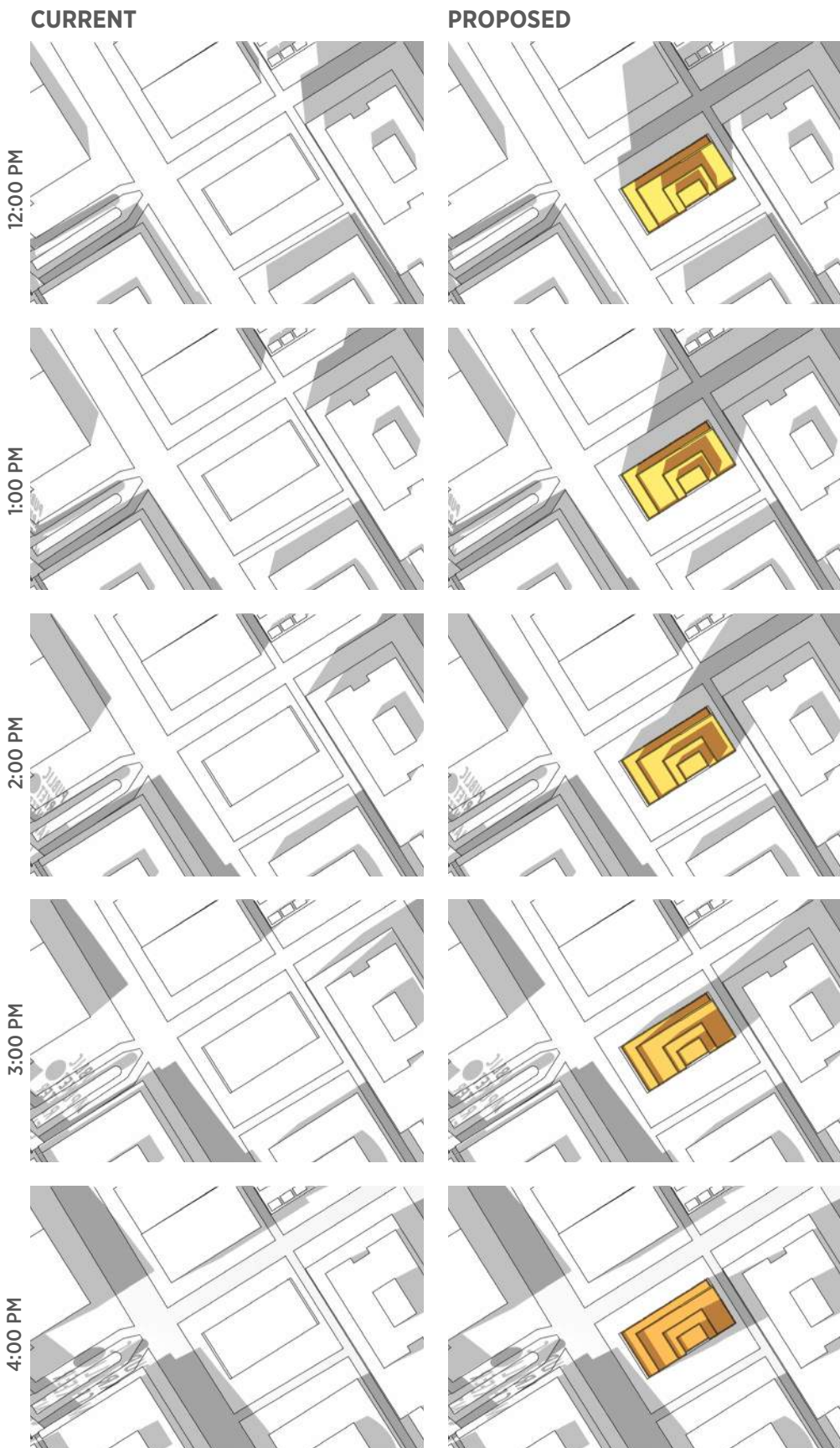
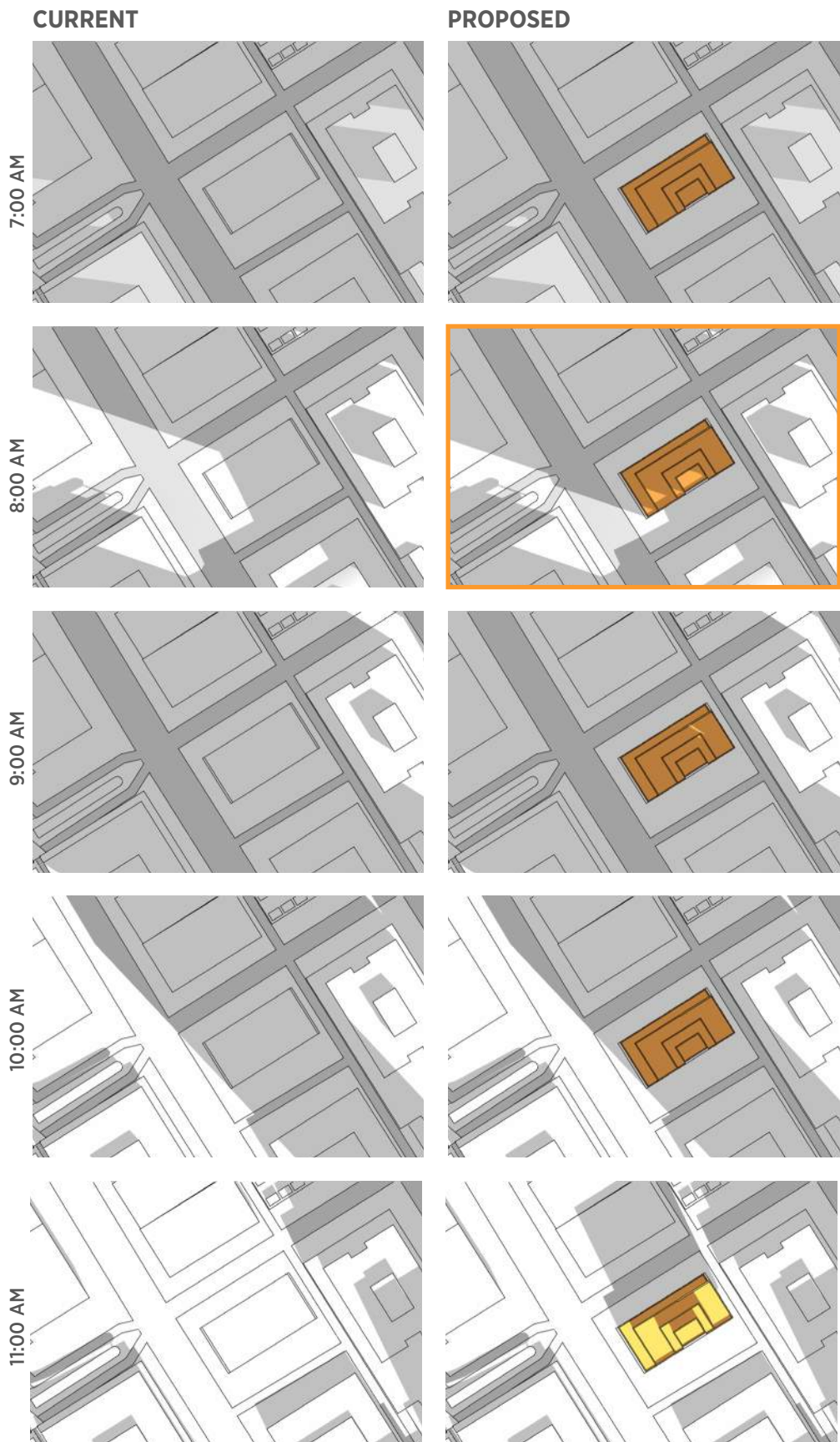
Develop an architectural concept and compose the building's massing in response to geographic conditions and patterns of urban form found beyond the immediate context of the building site.

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.

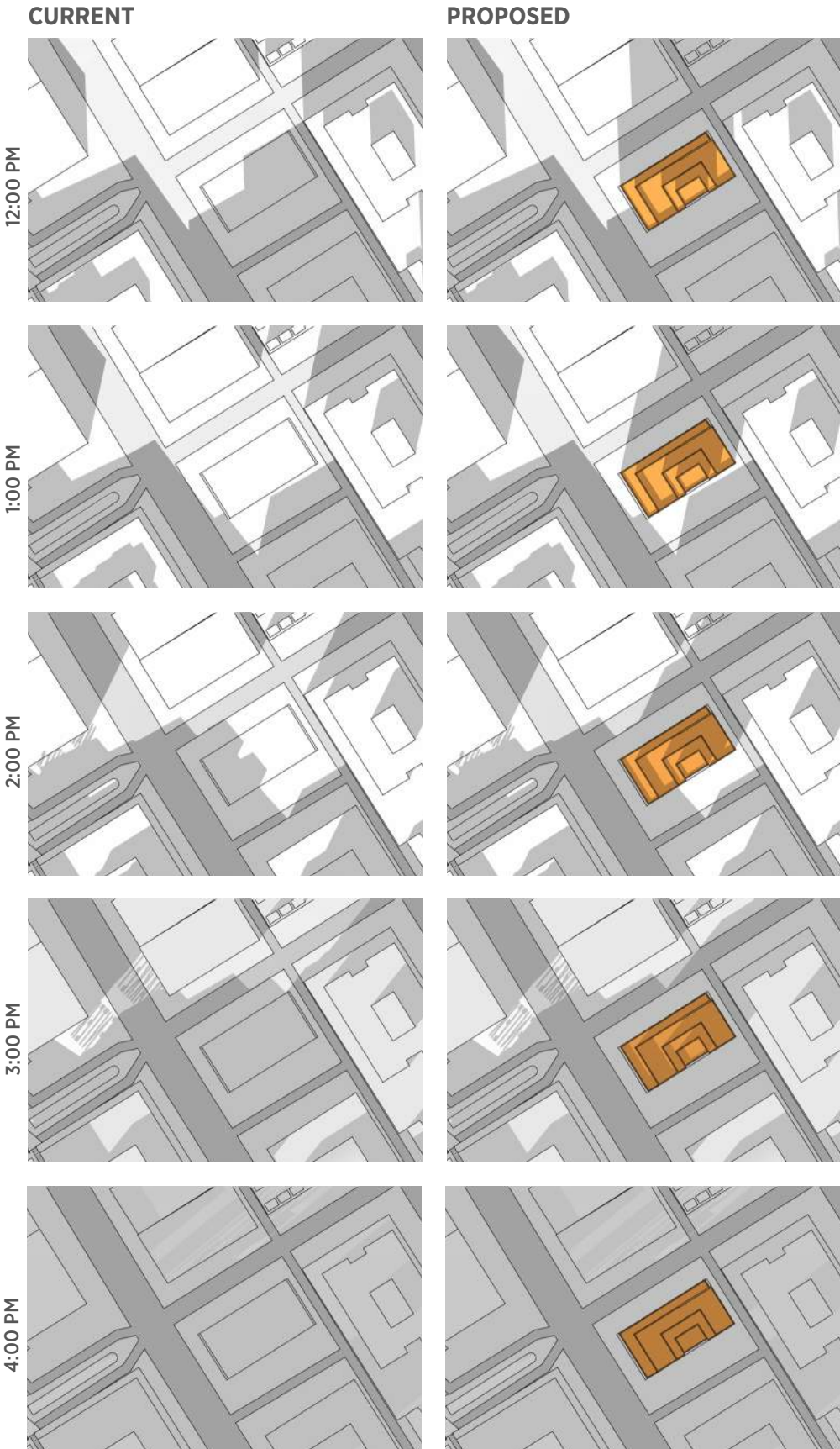
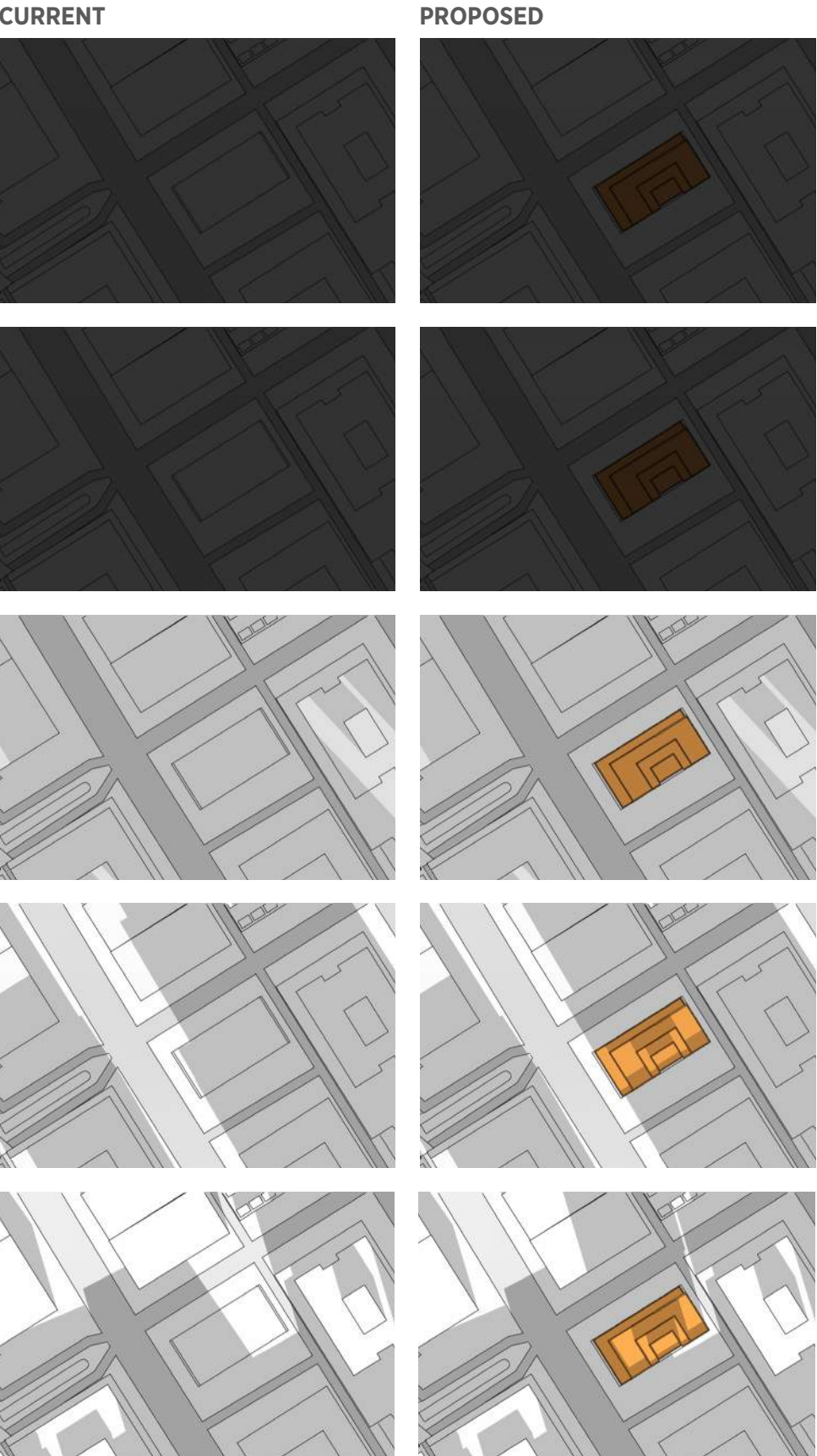








1. ARCHITECTURAL CONTEXT - SHADOW STUDIES - WINTER







# 1. ARCHITECTURAL CONTEXT - PIKE STREET RENAISSANCE

## BOARD GUIDANCE:

1.a.ii Provide updated information on the proposed street improvements (curb configuration, street trees, etc.) along Pike Street. The Board understands that planned improvements to both 1st Avenue and Pike Street are evolving and under the purview of the Seattle Department of Transportation (SDOT).

## RESPONSE:

The design team is actively following development of the Pike Pine Renaissance Plan and the Center City Connector Streetcar along First Avenue. The team has met with members of various SDOT departments and will continue an on-going dialogue as the project progresses.

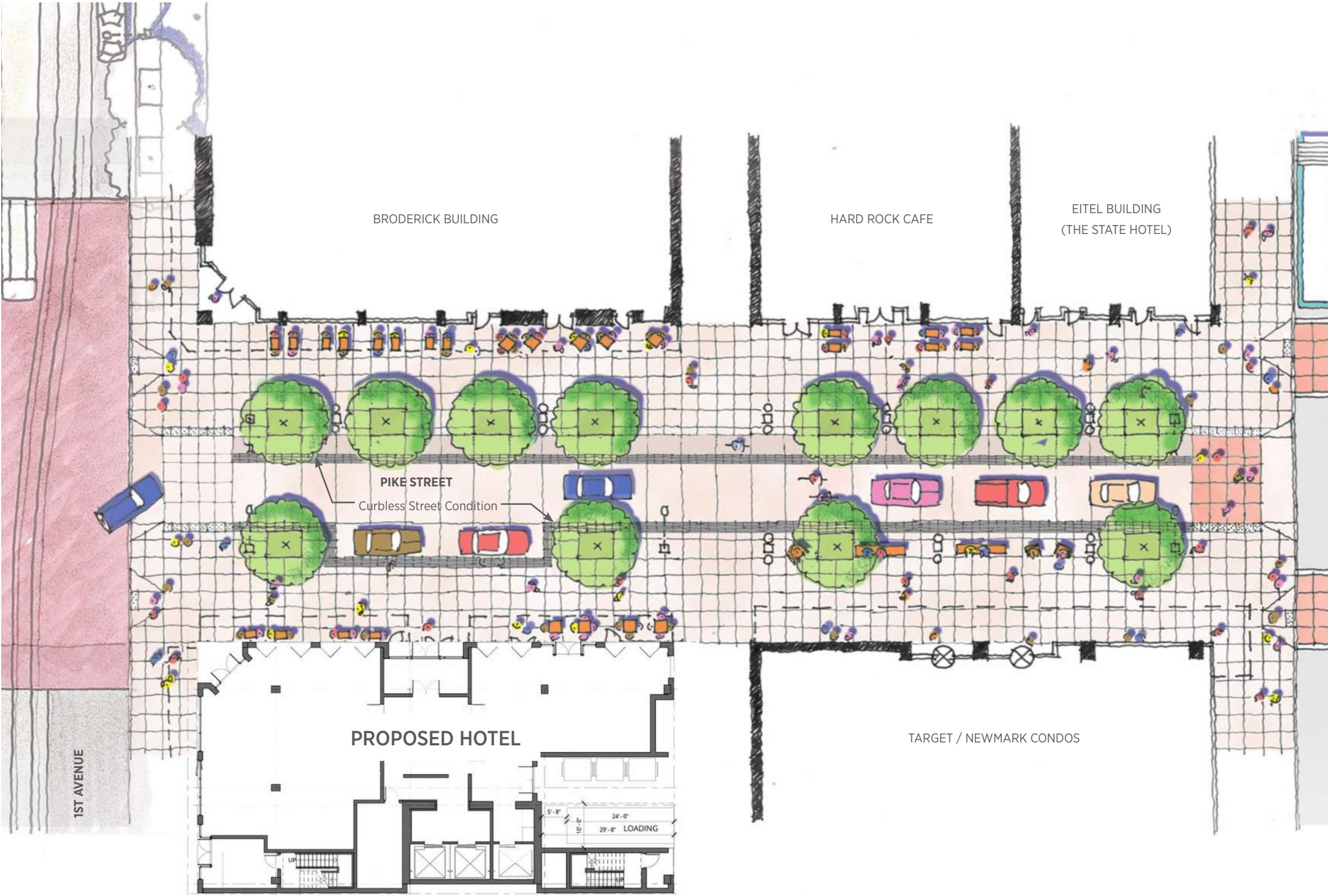
## RELEVANT GUIDELINES:

### A1 - Respond to the physical environment.

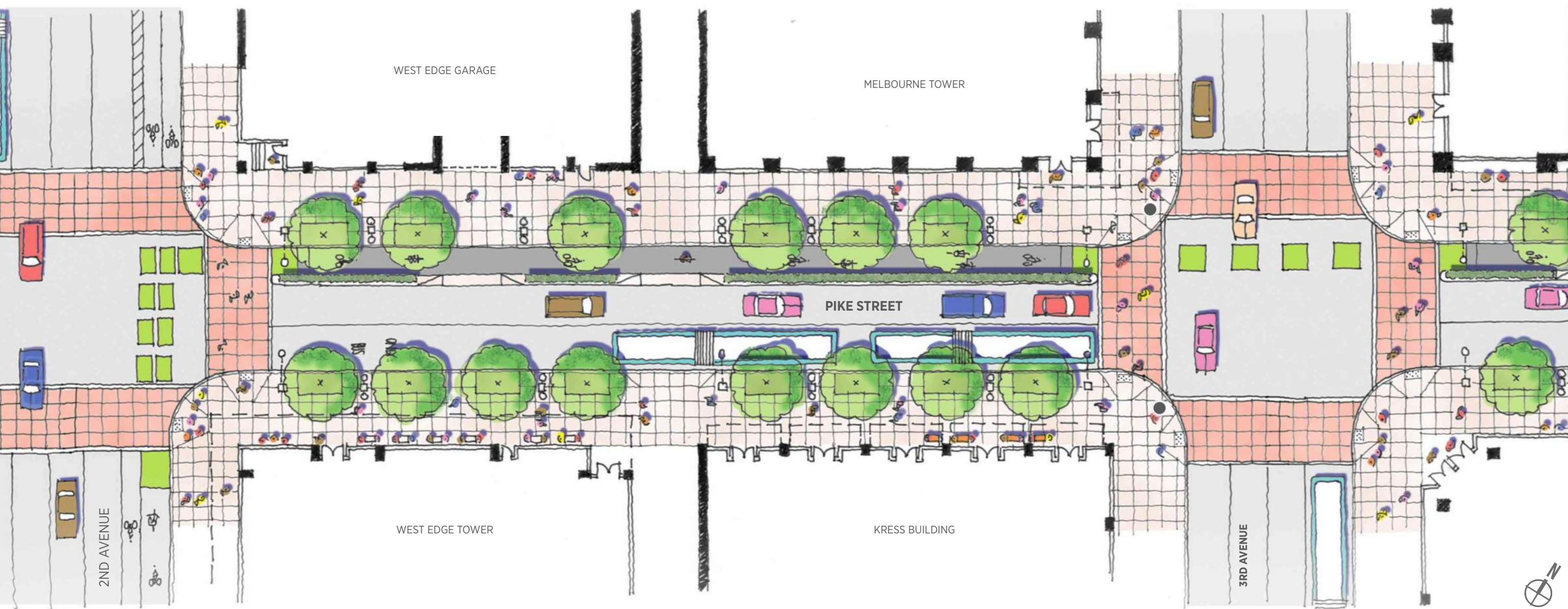
Develop an architectural concept and compose the building’s massing in response to geographic conditions and patterns of urban form found beyond the immediate context of the building site.

### 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.









## 1. PODIUM

### BOARD GUIDANCE:

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

- The Board reiterated strong support for a two-story podium/base. The Board's response to the splitting and stepping of the revised base to relate to the Newmark podium was not supported. The Board stated that it is imperative that the podium reads as an independent block and a mass and not as an applied facade. The Board requested that a consistent two-story podium base be considered and studied.
- The Board's response to the proposed second story fenestration (operable, active facade) were very positive.
- The Board supported the chamfered corner entry but had concerns about the placement and frequency of the entries. The Board emphasized that the retail entries should mimic the streetscape characteristics of the Market (open, engaging, multiple entries, etc.) and the features currently shown on the design's second story for context.

### RESPONSE:

- The revised design maintains a distinct two-story base in order to relate to the scale of the intersection's existing structures.
- Operable windows (tenant option) have been added to the ground level to activate the facade and reflect the open facades found throughout the 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.

#### 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.

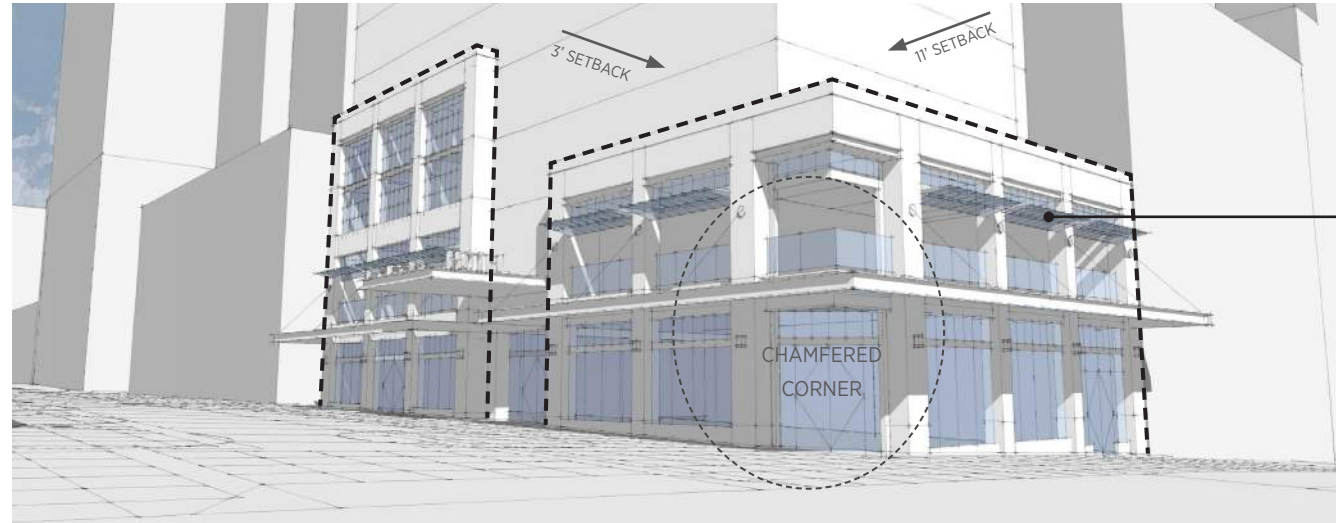
#### C4 - Reinforce building entries.

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

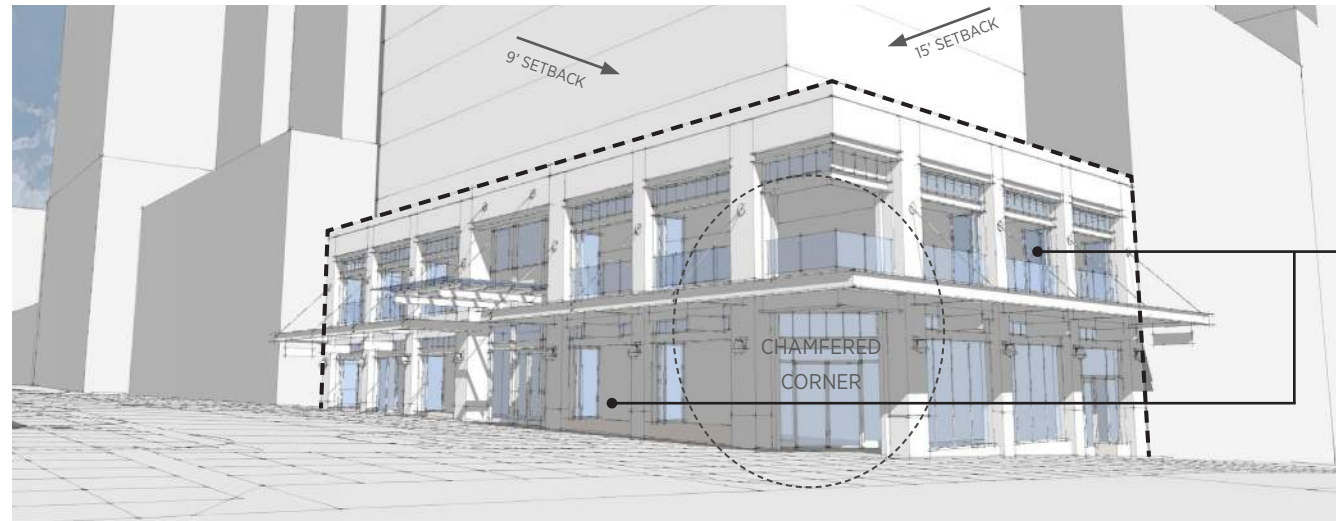
EDG 1 MASSING



EDG 2 MASSING



EDG 3 REVISED MASSING









1. PODIUM - LANDMARK PRECEDENTS

BOARD GUIDANCE:

1.a.iv The Board encouraged the applicant to consider land-marked structures with a contemporary addition on top as ex-amples that demonstrate the type of scale and contrast that meets the intent of the Board’s guidance. Also the Board did not support the requested upper-level setback departure as shown.

RESPONSE:

The Board indicated that the height of the tower is acceptable as long as significant setbacks from the base are provided. The Board encouraged the design team to study historic precedents with new additions. In looking at these examples, a consistent theme emerged -- while setbacks vary, a strong material differentiation between the historic base and the new addition is common among these types of projects. Often a small portion of the new building is expressed at the street level.

RELEVANT GUIDELINES:

A1 - Respond to the physical environment.

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

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.

- 1. 88 Townsend Street, San Francisco\*
- 2. 1st and Bell, Seattle
- 3. Federal Reserve Building, Seattle
- 4. Broadstone Capitol Hill, Seattle

\*Planner encouraged team to include other cities in study.





## HOTEL ENTRY OPTIONS

The design team has provided options for the hotel entry. The first design option for the hotel entry follows the direction of the Board by maintaining a distinct two-story base. The second option maintains the two-story base, but continues the language of the tower design down to the ground plane to help demarcate the hotel entry.





## 1. PODIUM - BUILDING CORNERS

### BOARD GUIDANCE:

1.a.ii. The Board stated that as the podium wraps into the alley, there should be further articulation of the materials. Also, all edge transitions at building corners and where the podium and tower interact should be carefully considered.

### RESPONSE:

Windows on the northeast corner at the alley have been widened and shifted toward the street. This provides more pedestrian engagement at the corner.

### 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.

### EDG 2



EDG 3





## 1. PODIUM - BUILDING CORNERS

### BOARD GUIDANCE:

*1.a.ii. The Board stated that as the podium wraps into the alley, there should be further articulation of the materials. Also, all edge transitions at building corners and where the podium and tower interact should be carefully considered.*

### RESPONSE:

The design team has studied material transitions at the corners:

- At the podium the brick wraps the entire except where the feature wall extends to the ground on the South facade.
- On the tower, the pattern from the window wall continues on all sides, with solid panel replacing vision glass on the South and East Facades.

### 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.



THE CORNER SITE HAS TWO MAIN FACADES AND TWO SECONDARY FACADES.



VIEW OF SOUTHWEST CORNER



VIEW OF NORTHWEST CORNER



VIEW OF NORTHEAST CORNER



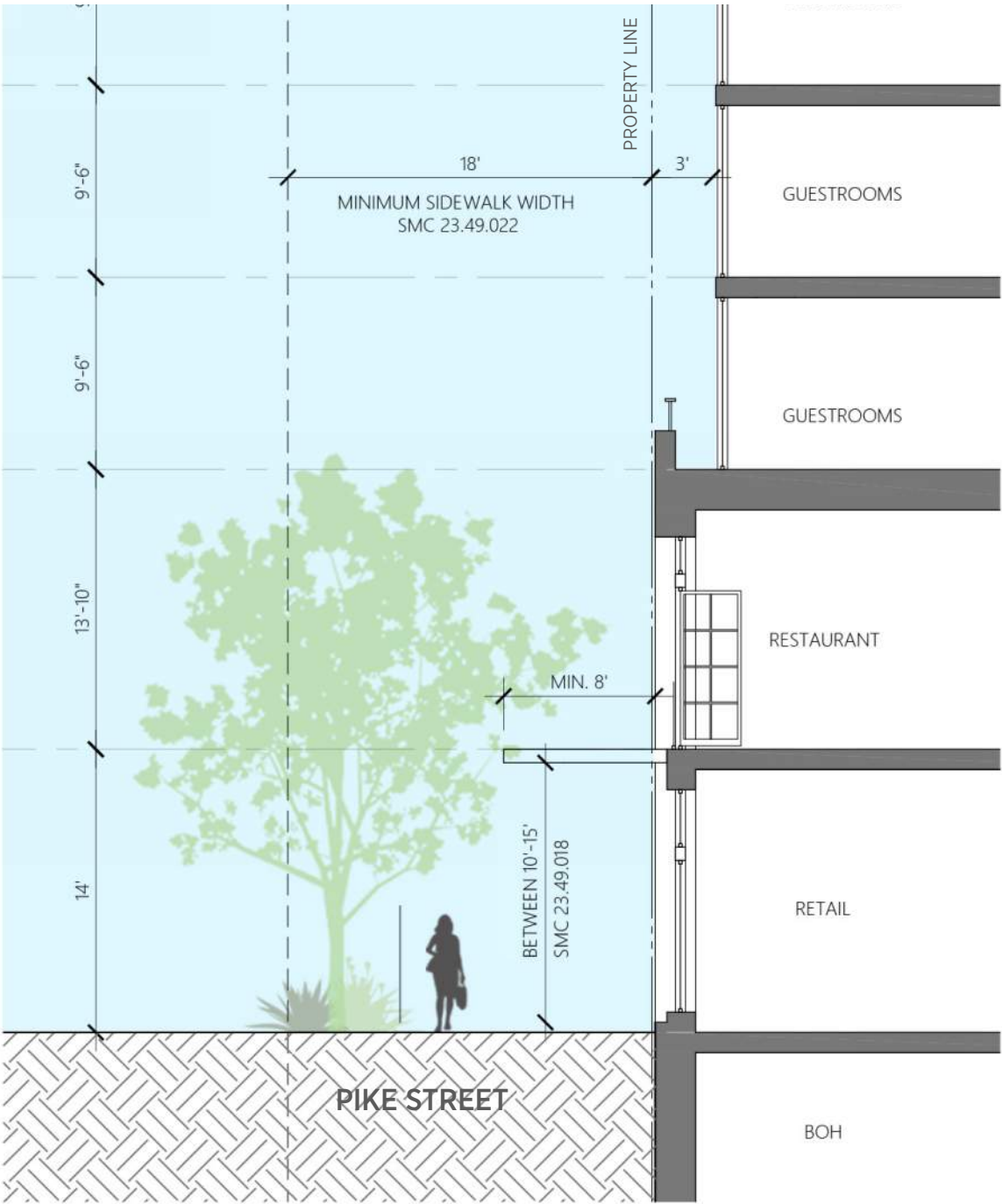
VIEW OF SOUTHEAST CORNER



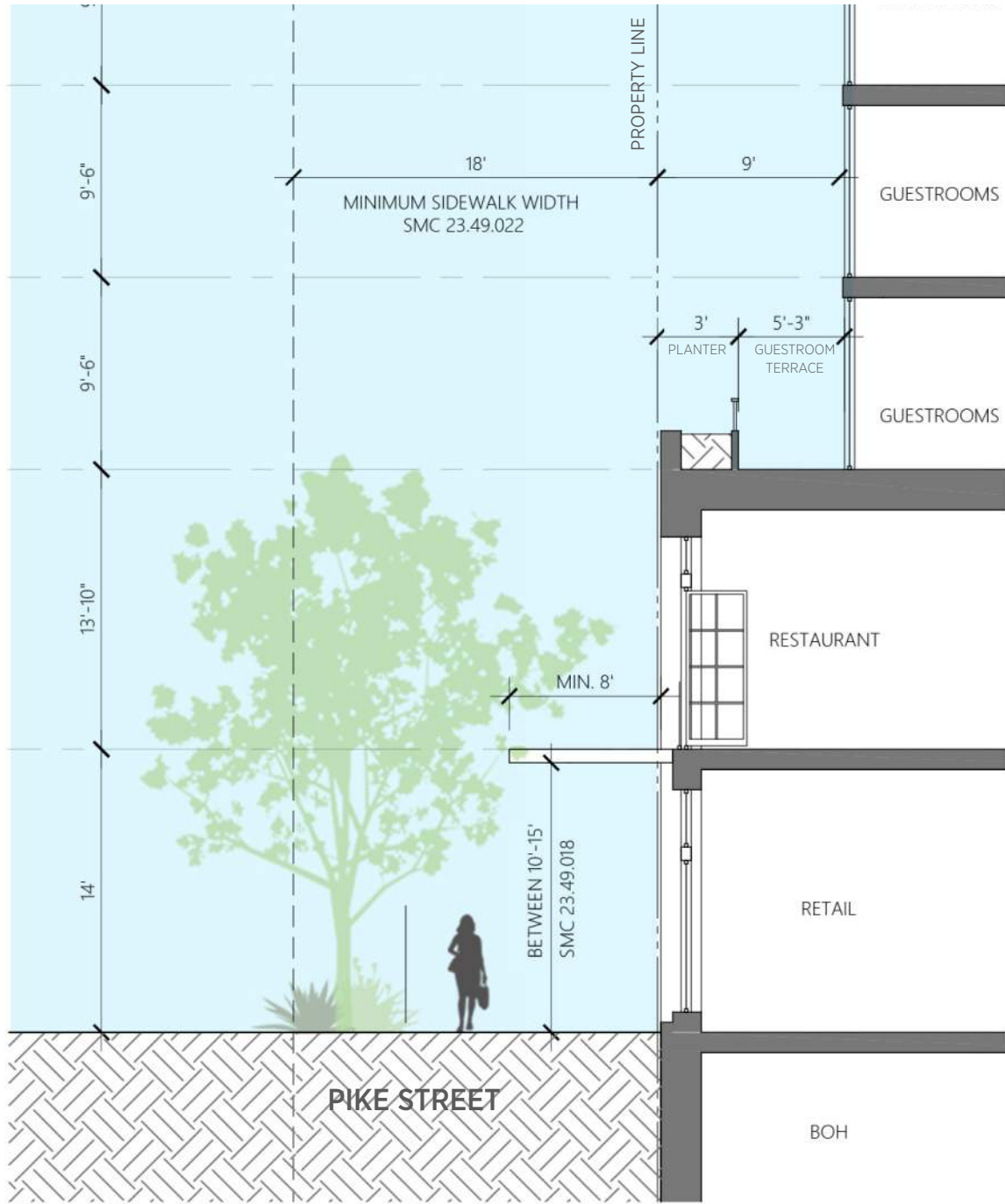


1. PODIUM - STREET-LEVEL SECTIONS

EDG 2 PIKE STREET WALL SECTION

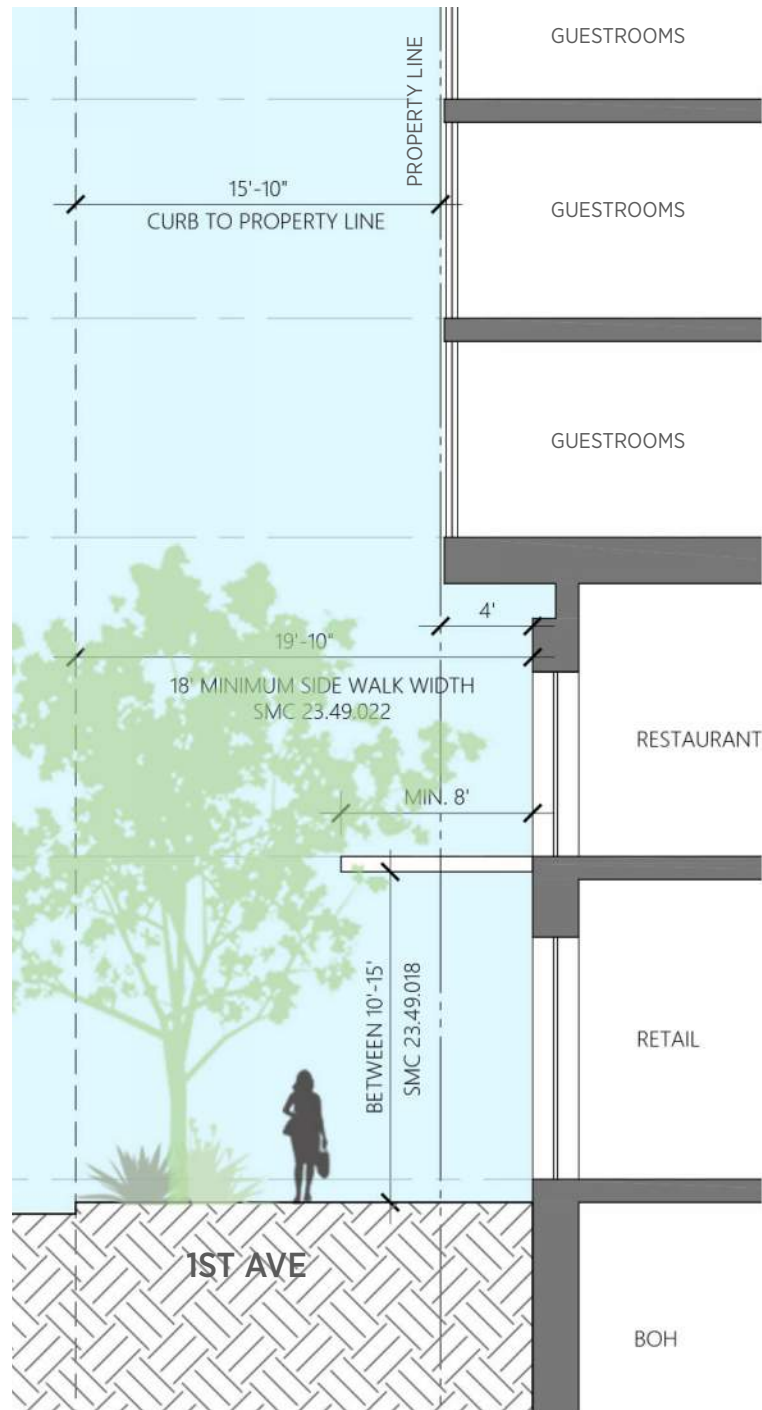


EDG 3 PIKE STREET WALL SECTION

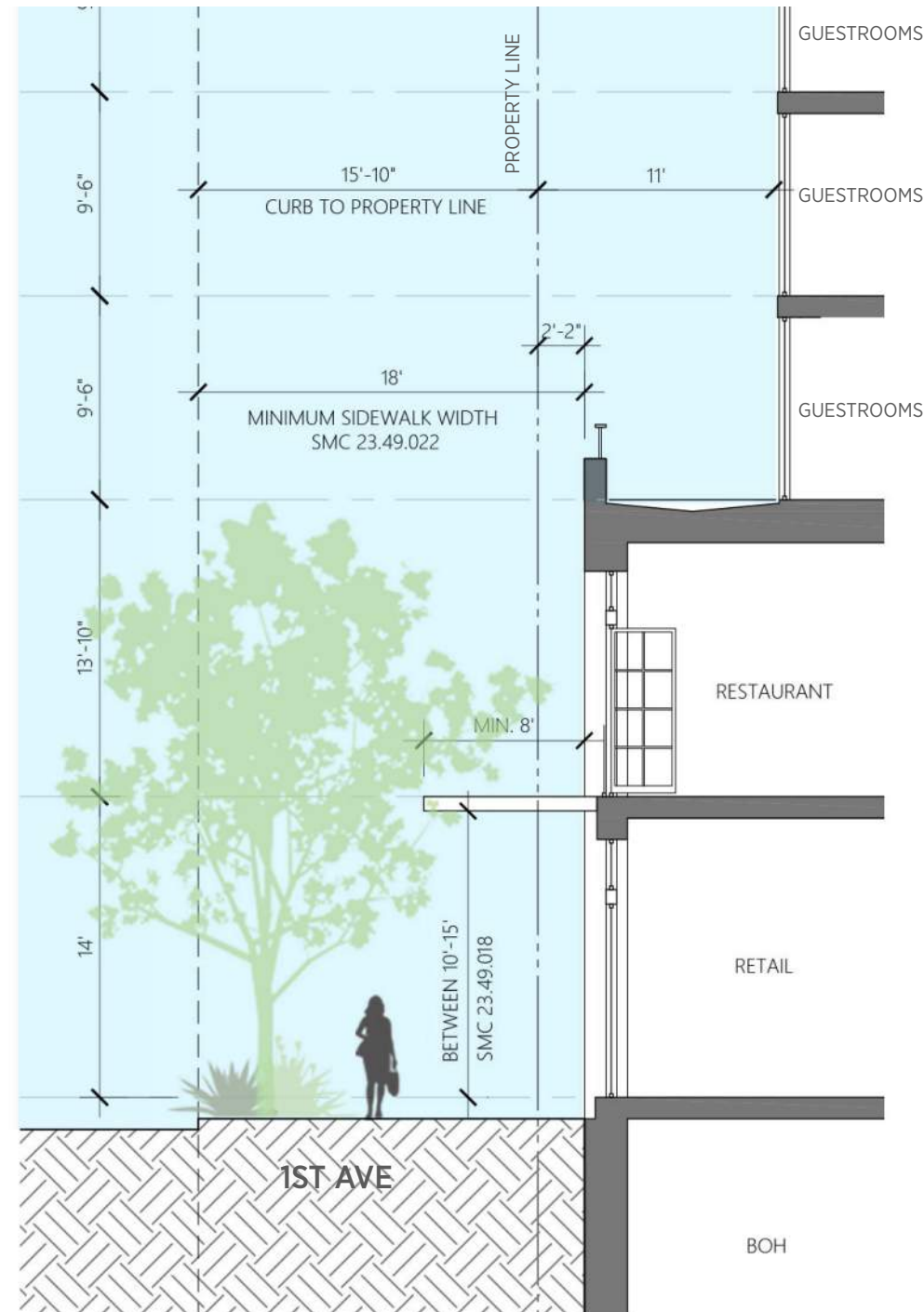




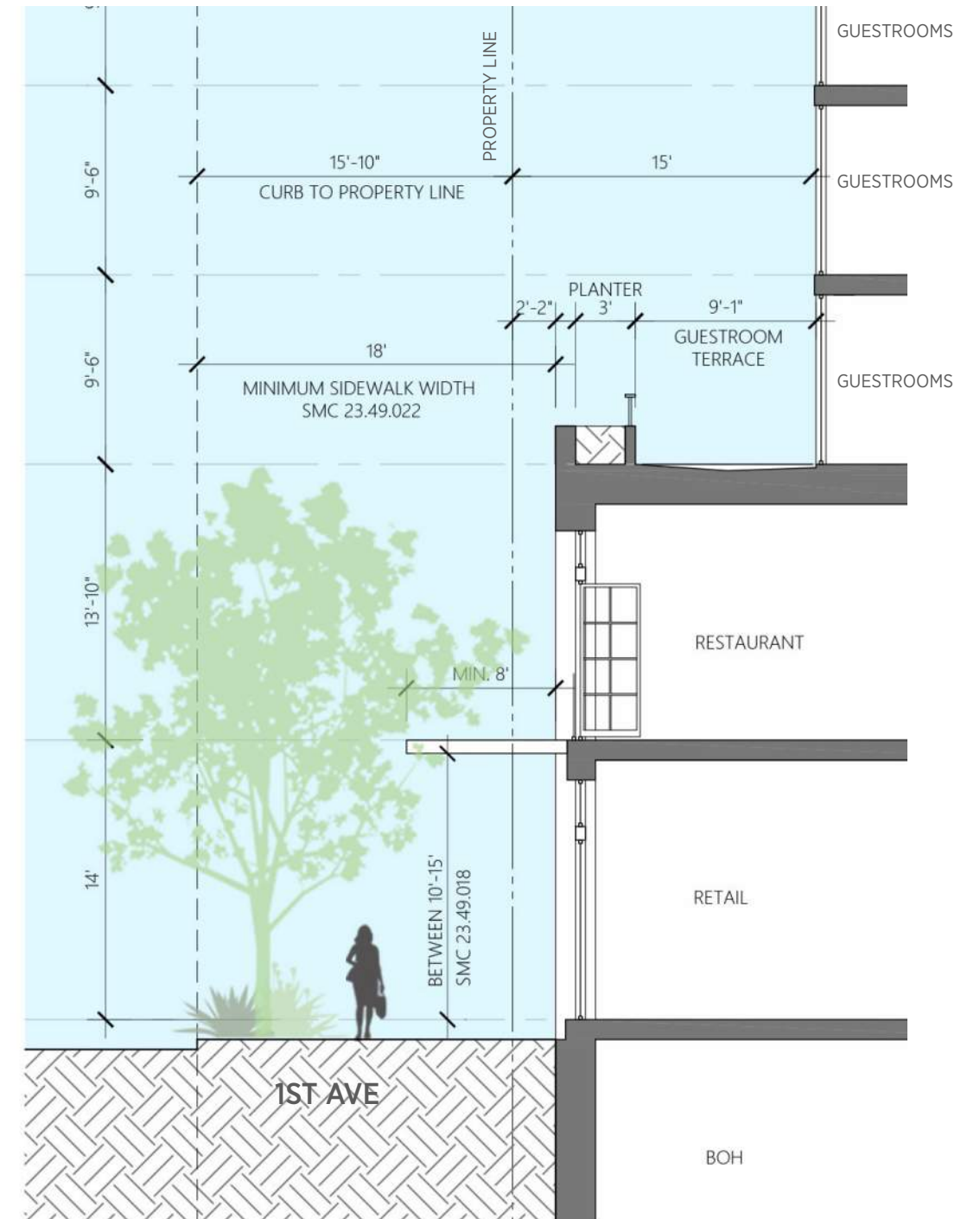
EDG 1 1ST AVENUE WALL SECTION



EDG 2 1ST AVENUE WALL SECTION



EDG 3 1ST AVENUE WALL SECTION





1. PODIUM - CANOPIES

BOARD GUIDANCE:

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

- The Board advised that the design’s podium canopies, especially the hotel entry canopy, will be closely examined in terms of their scale and articulation and how they relate to other canopies in the neighborhood.

RESPONSE:

Two canopy types are proposed:  
A simple canopy with a C-channel edge detail for the retail, and a lighter glass and exposed structure canopy for the hotel.

Having a different canopy for the hotel will distinguish it as the main building entry.

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.



HOTEL CANOPY

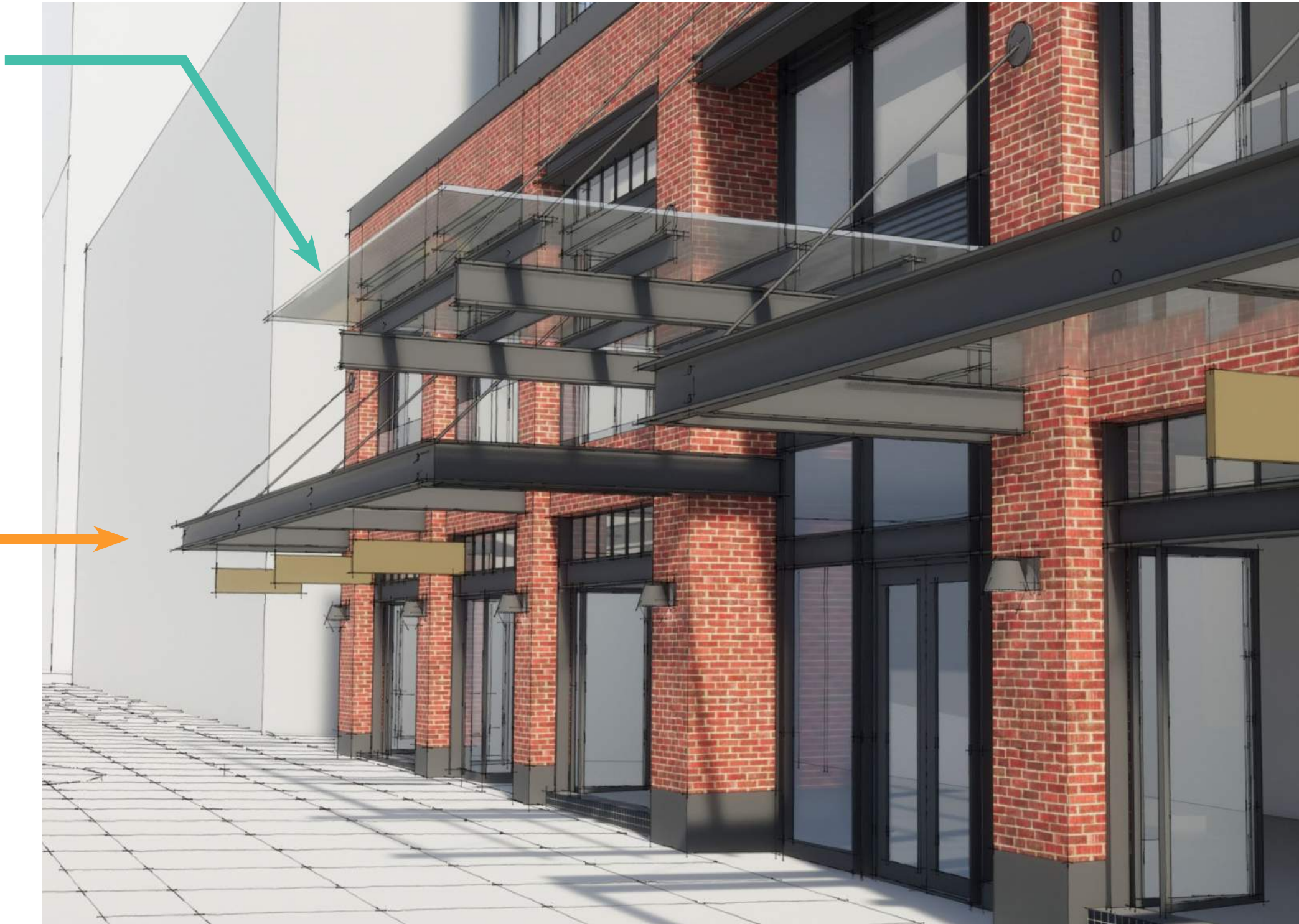
- EXPRESSED STRUCTURE
- TRANSLUCENT GLASS
- EXPOSED GLASS EDGE



RETAIL CANOPY

- C-CHANNEL
- CAPTURED EDGE
- COMMON NEIGHBORHOOD CANOPY







1. PODIUM - TERRACE AT LEVEL 3

LEVEL 3 TERRACE

The terrace at level three is accessed only by guestrooms and one corner residential unit. The terrace takes its inspiration from the second-story planters found throughout the Market neighborhood. The proposed 3' planters can be programmed to respond to seasonal changes to support a natural yearly rhythm and honor the local and seasonal spirit of the Market.

RELEVANT GUIDELINES:

B1 - Respond to the neighborhood context.

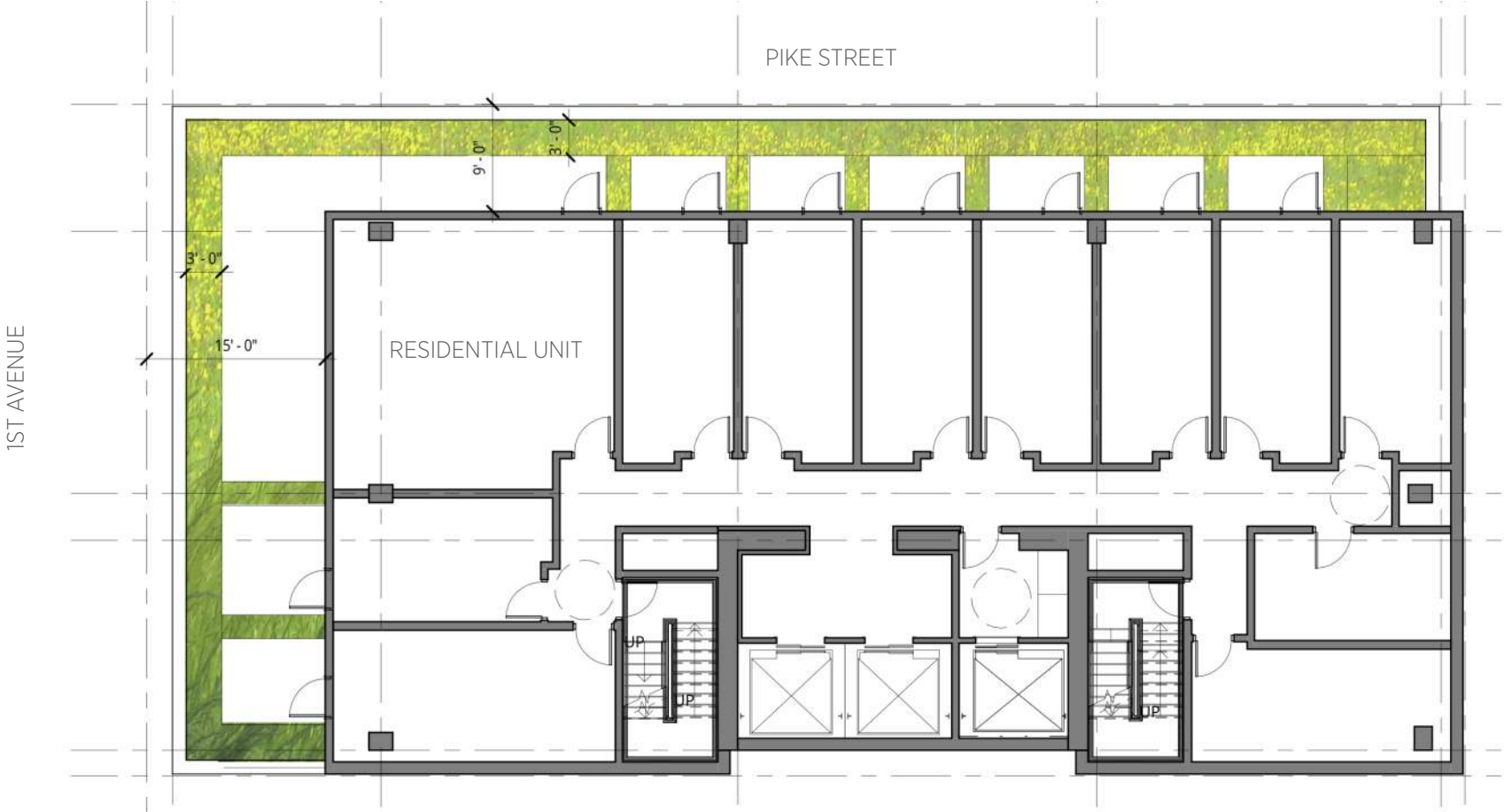
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

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.



LEVEL 3 PLAN - SEE REMAINING FLOOR PLANS ON PAGE 46









## 1. TOWER

### BOARD GUIDANCE:

1.a.iv. The Board's comments pertaining to the tower were as follows:

- The Board voiced support for the tower height as shown with the understanding that additional setbacks and scale elements are included in the design to assure that the tower is portrayed as a distinct modern structure counterpoint to the podium that is firmly in the foreground and relates to the four corners of the site. The Board stated that the tower proportions needed further refinement so that the podium is strengthened.
- The Board stated that the distinction between the podium and the tower massing should be volumetric. The Board reemphasized that the tower massing should be set back from the podium on both streets and upon review of the presented massing, stated that a more substantial generous setback (more than 3' as shown) was necessary.

### RESPONSE:

The tower has been refined to emphasize the distinction between the podium and the tower massing. Voluntary setbacks have increased to minimize the towers impact on the site.

### 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.

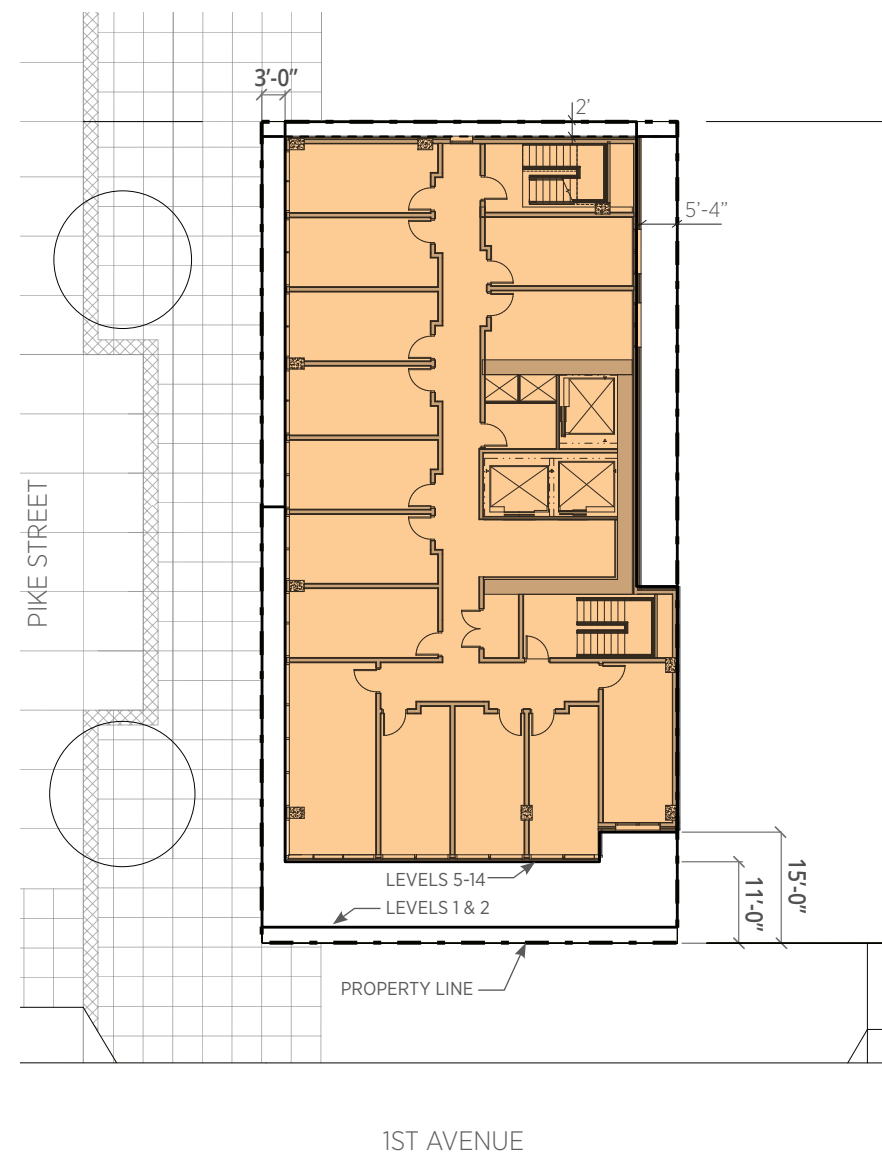
#### B1 - Respond to the neighborhood context.

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

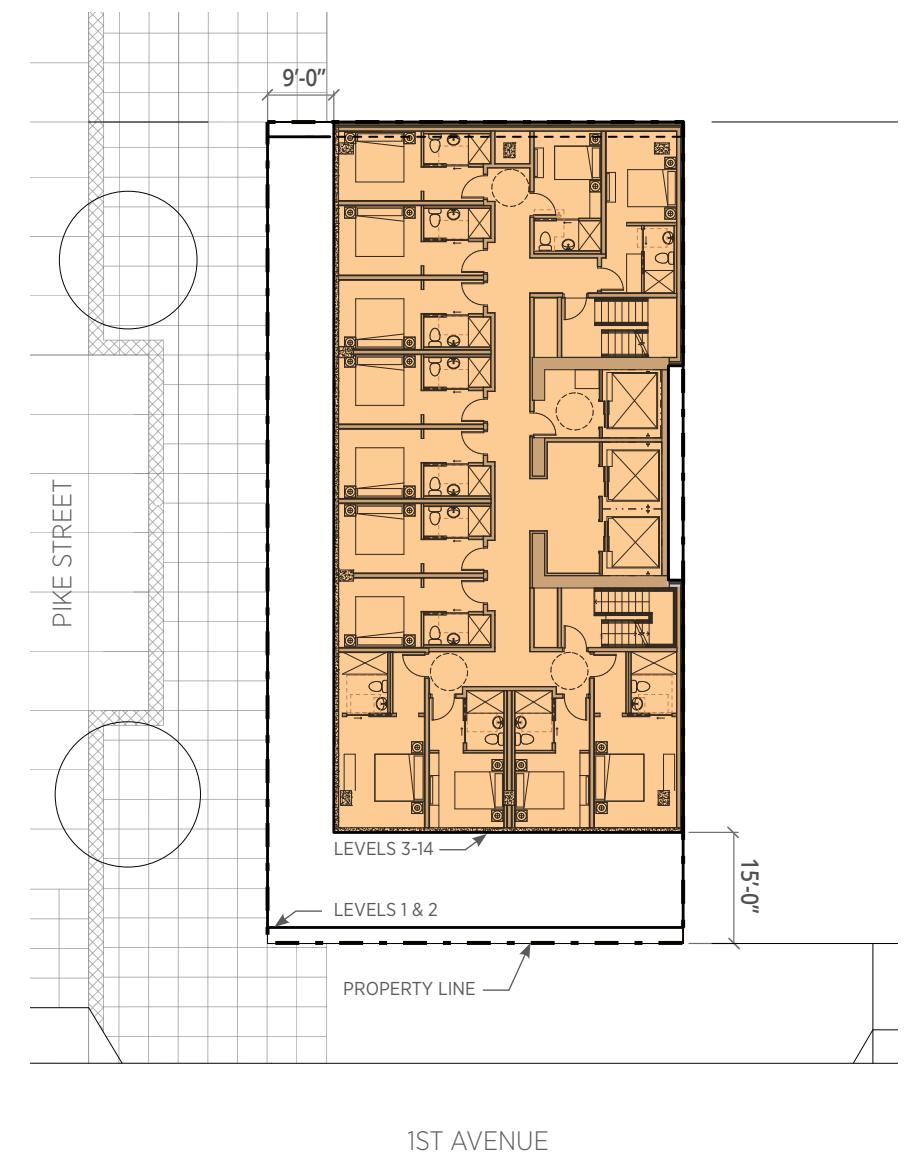
#### B2 - Create a transition in bulk and scale.

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 2 MASSING

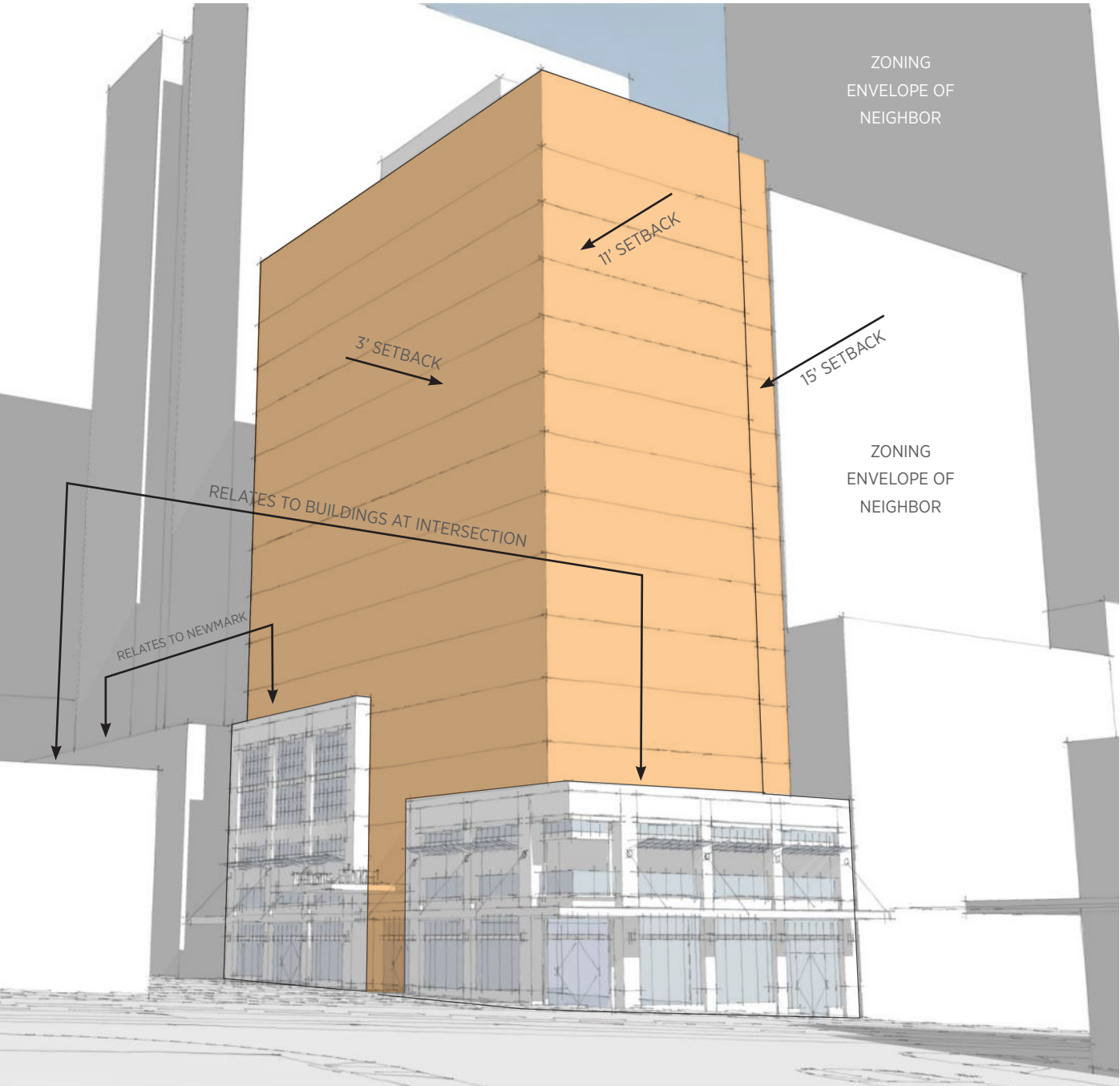


### EDG 3 REVISED MASSING

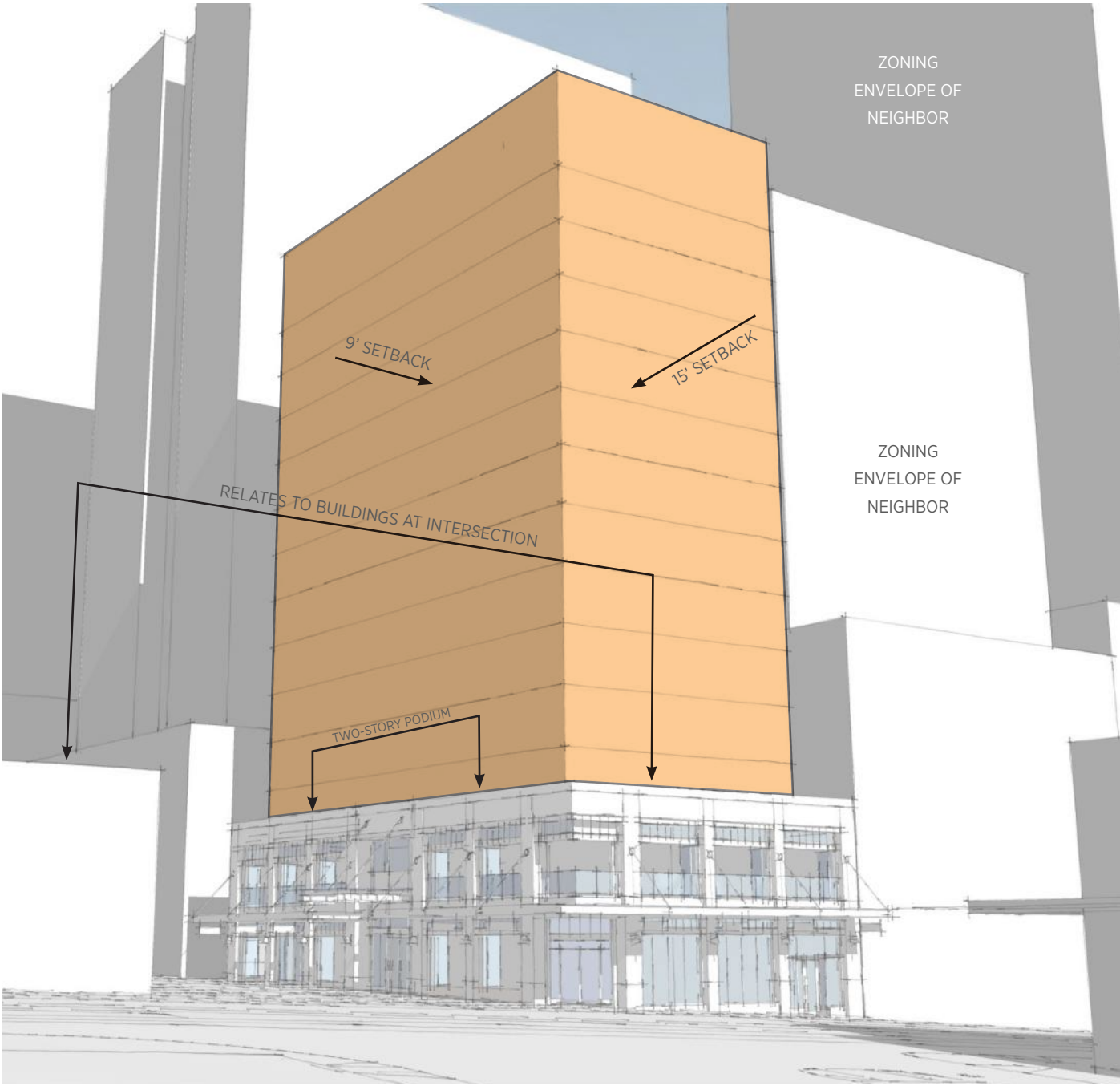




EDG 2 MASSING



EDG 3 REVISED MASSING



3. ROOF AMENITY

BOARD GUIDANCE:

The Board acknowledged public comments concerning the rooftop concept design (noise, height, etc.). Overall, the Board reiterated continued support for the direction in which the conceptual design is headed and reemphasized that the roof-level amenity area, inclusive of elevator overruns and rooftop equipment, should be a coherent/holistic composition and designed/considered as the 5th facade due to its visibility to development in vicinity of the project site. The Board anticipates that design details (landscaping, hardscape, screening, etc.) will be provided at the Recommendation phase.

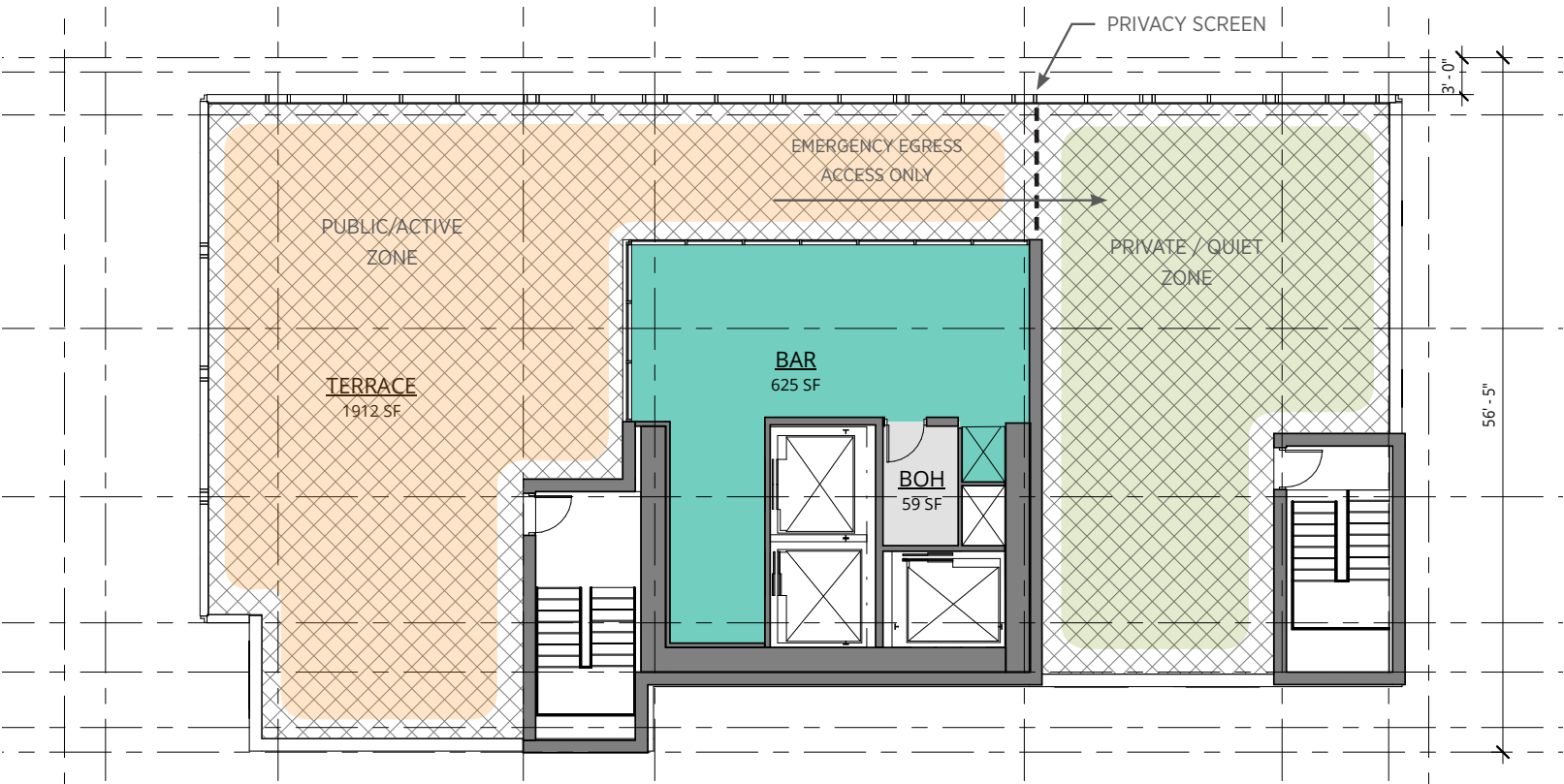
RESPONSE:

The rooftop amenity has been carefully 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. More design information, including hardscape and landscaping, will be provided at Design Review.

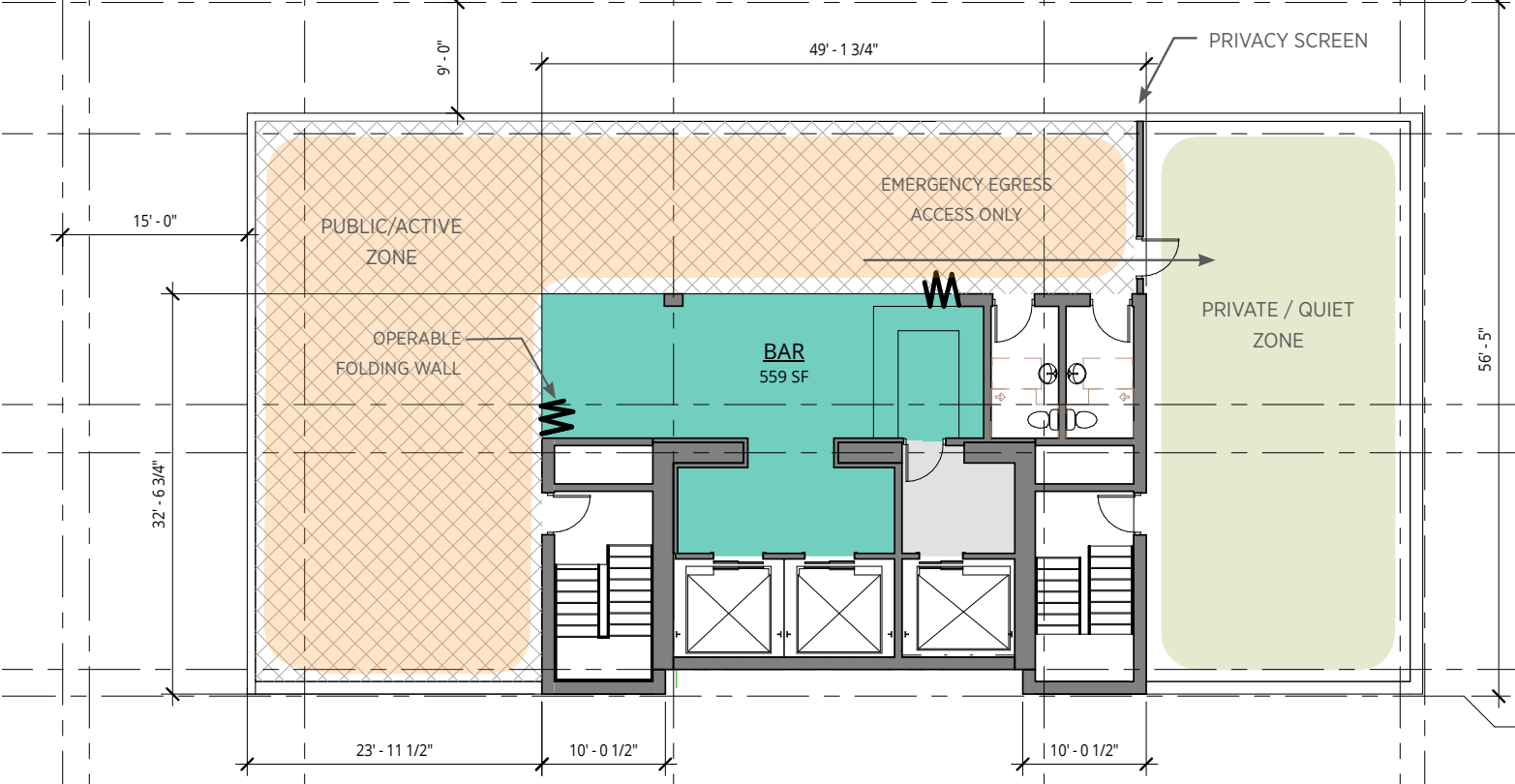
RELEVANT GUIDELINES:

- 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.
- D1 - Provide inviting & usable open space.**  
Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.

EDG 2 ROOF PLAN

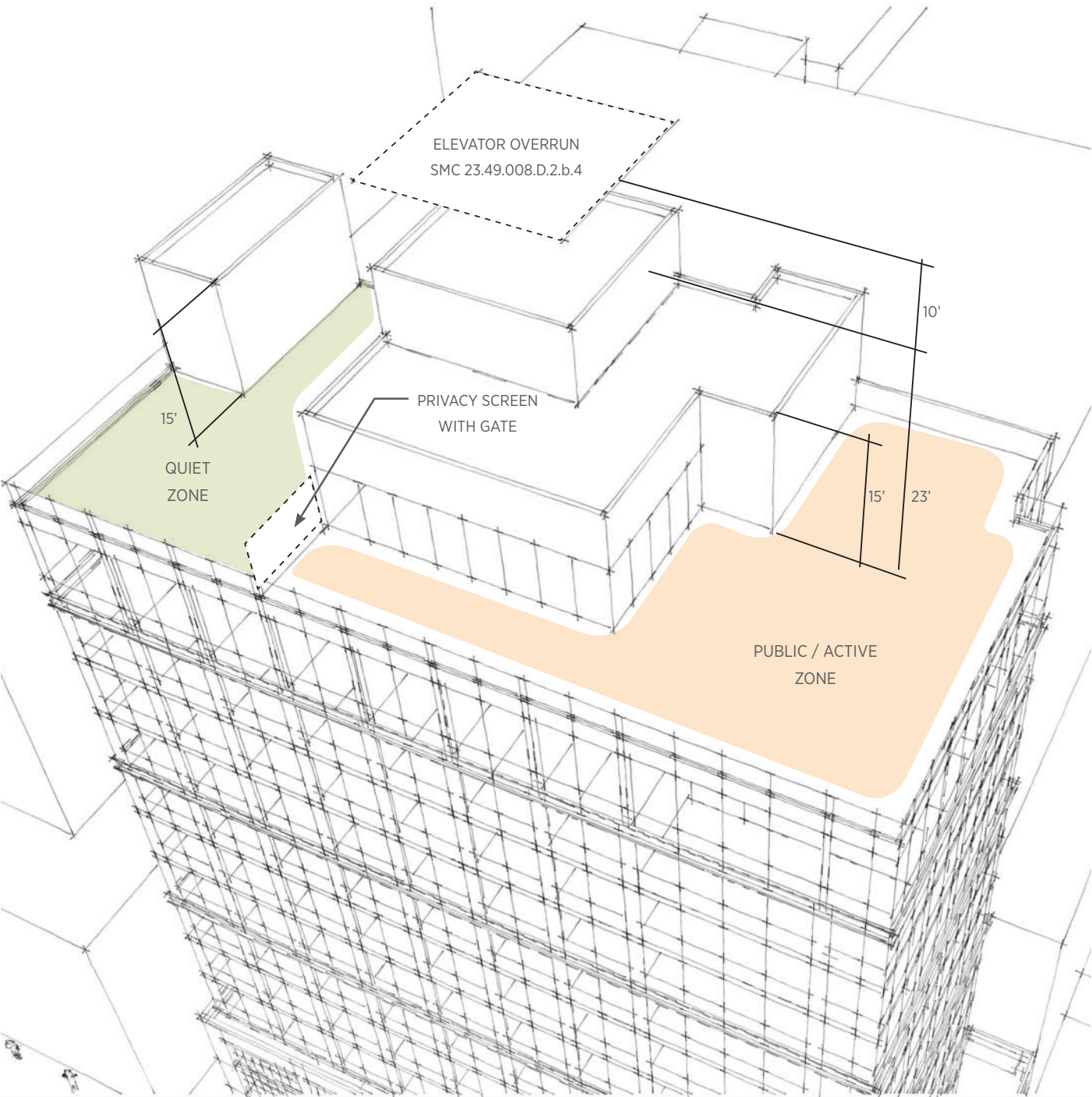


EDG 3 REVISED ROOF PLAN

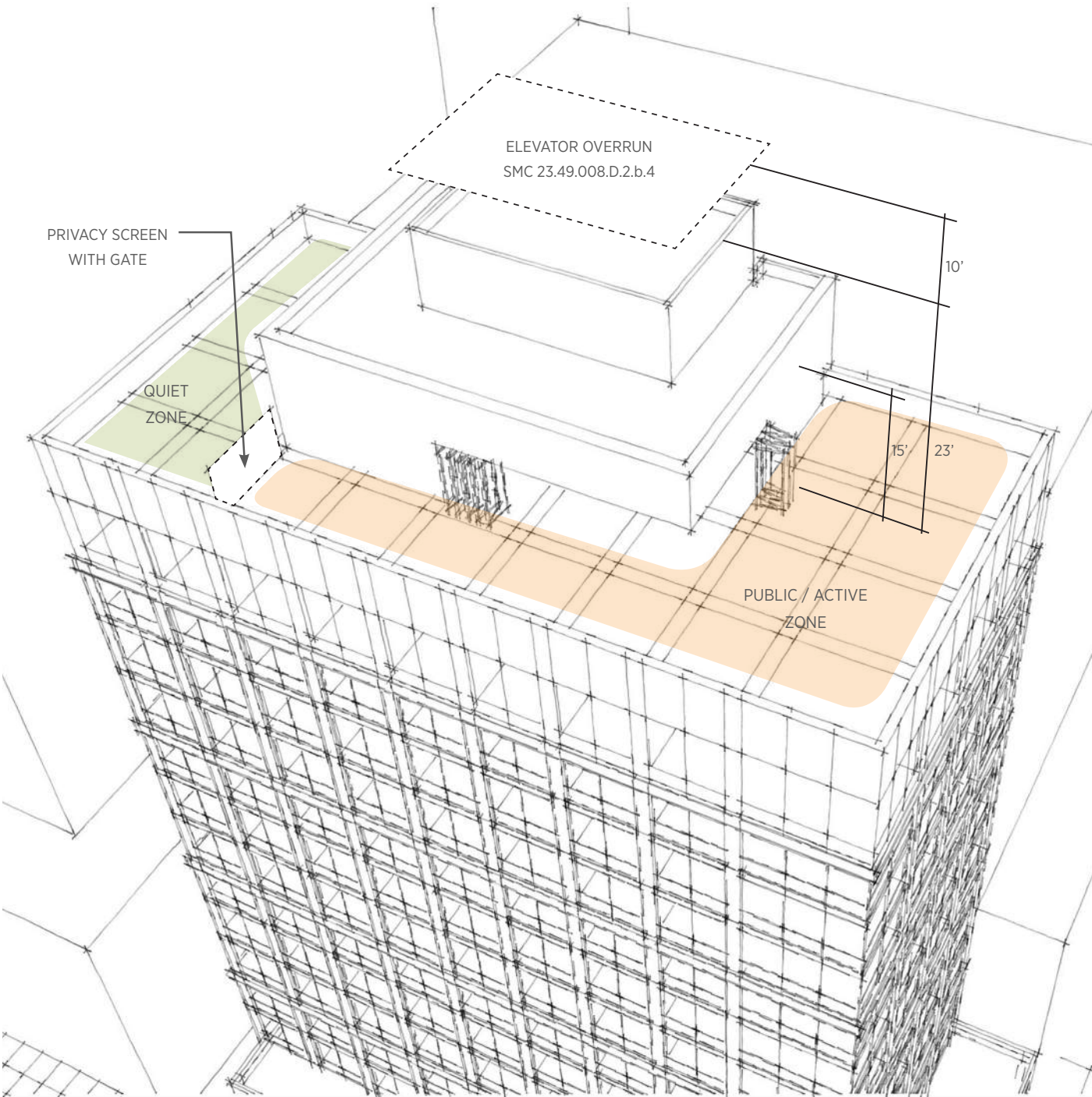




EDG 2 MASSING



EDG 3 REVISED MASSING





### 3. ROOF AMENITY











USE:  
HOTEL GUESTROOMS

FUNCTION:  
DESIGNED TO LET LIGHT IN  
AND PROVIDE VIEWS OUT

**WORKING HEART**

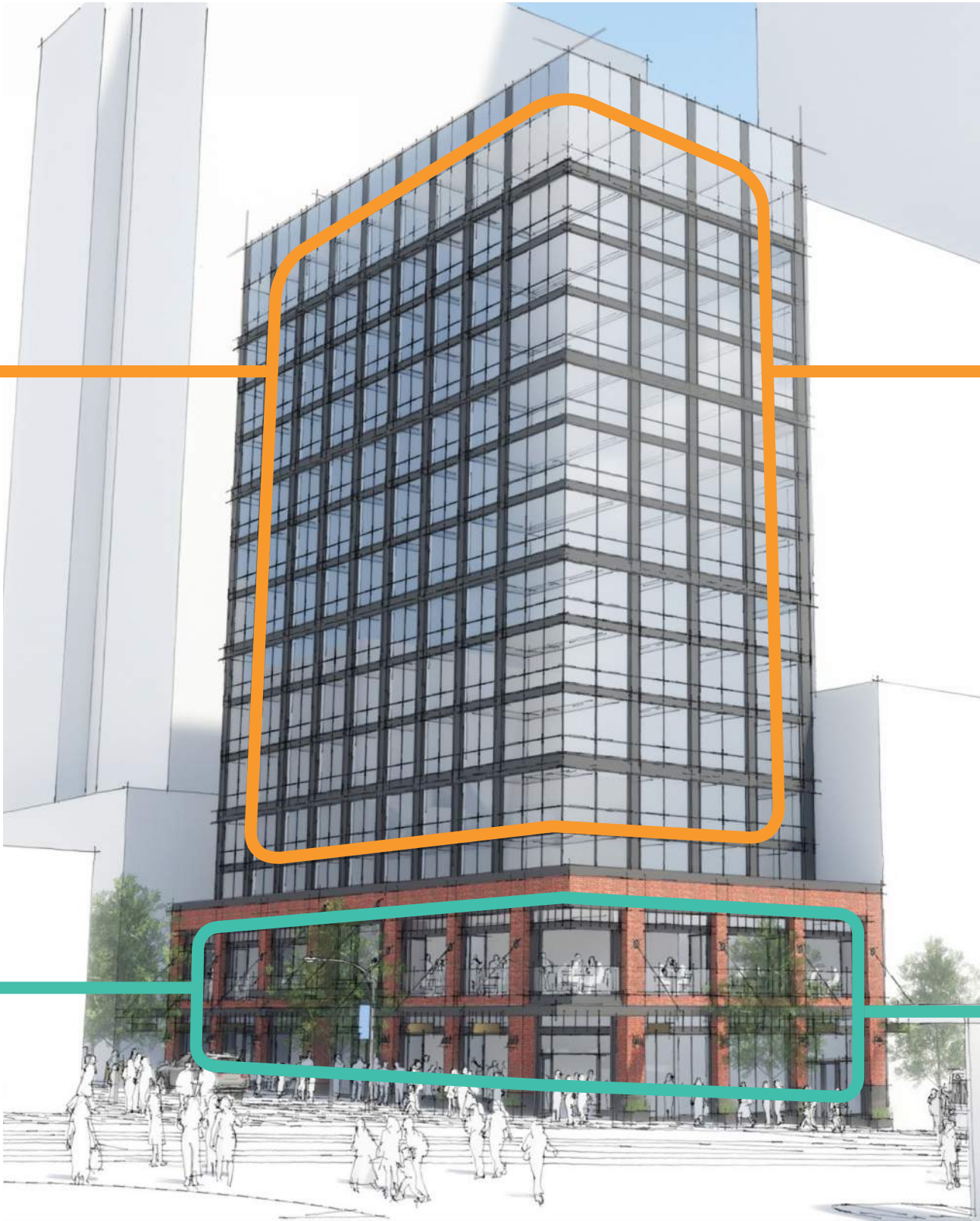
DESIGN QUALITIES:  
GRIDDED  
HONEST  
TAILORED  
MODEST  
STRAIGHTFORWARD  
BEAUTY IN THE DETAILS

USES:  
RETAIL  
HOTEL LOBBY  
RESTAURANT

FUNCTION:  
DESIGNED FOR POROSITY AND  
INSIDE / OUTSIDE INTERACTION

**PUBLIC FACE**

DESIGN QUALITIES:  
GROUNDED  
OPEN  
PUBLIC  
CONNECTED  
EMBELLISHED









## 4. SOUTH FACADE

### BOARD GUIDANCE:

The Board understood the design team's rationale of intentionally postponing details pertaining to the design's east and south facades to the Recommendation meeting. In addition to the Board direction from the first EDG meeting, the Board provided the following direction about the design's east and south facades:

- Carefully consider the design of the east wall facade, do not treat it like a blank party wall;
- Carefully design the south party wall.

### RESPONSE:

Glazing has been added to the east wall facing the alley. Details to further articulate the facade will continue to be developed for Design Review. The south facade party wall may include an artwork feature to connect to the artistic characteristics of the Market.

### RELEVANT GUIDELINES:

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

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

#### 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.

#### C2 - Design facades of many scales.

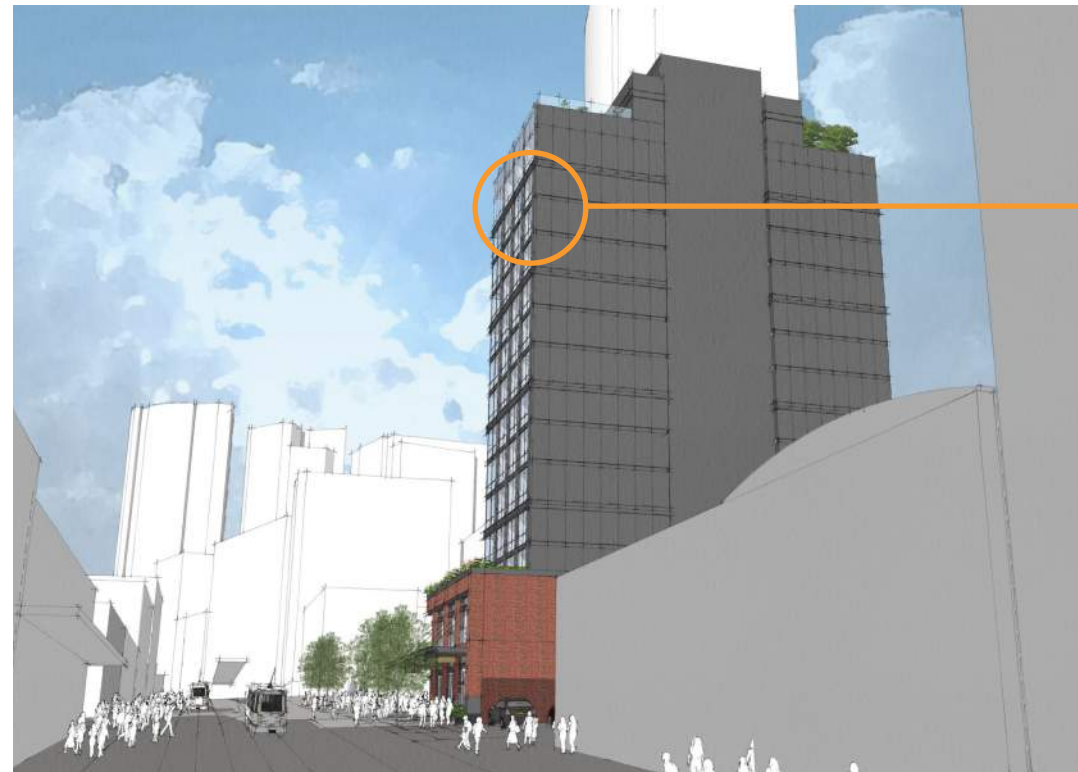
Design architectural features, fenestration patterns, and materials compositions that refer to the scale of human activities contained within.

#### C3 - Provide active - not blank - facades.

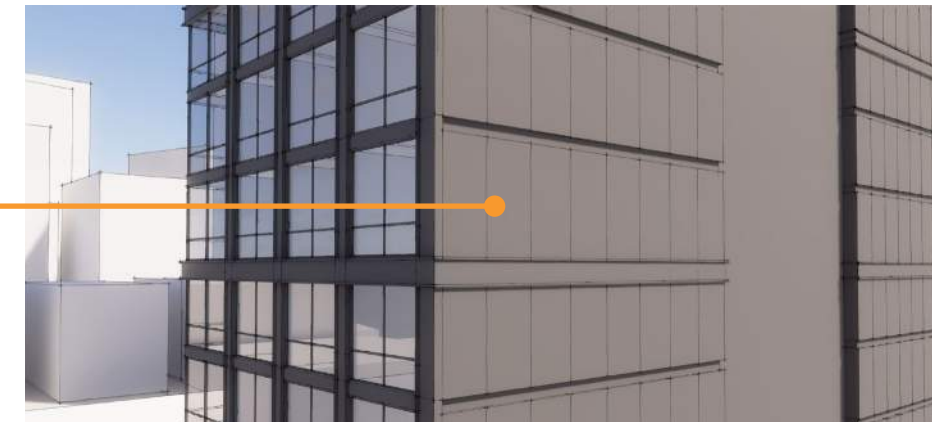
Buildings should not have large blank walls facing the street especially near sidewalks.

#### C6 - Develop the alley facade.

To increase pedestrian safety, comfort, and interest, develop portions of the alley facade in response to the unique conditions of the site or project.



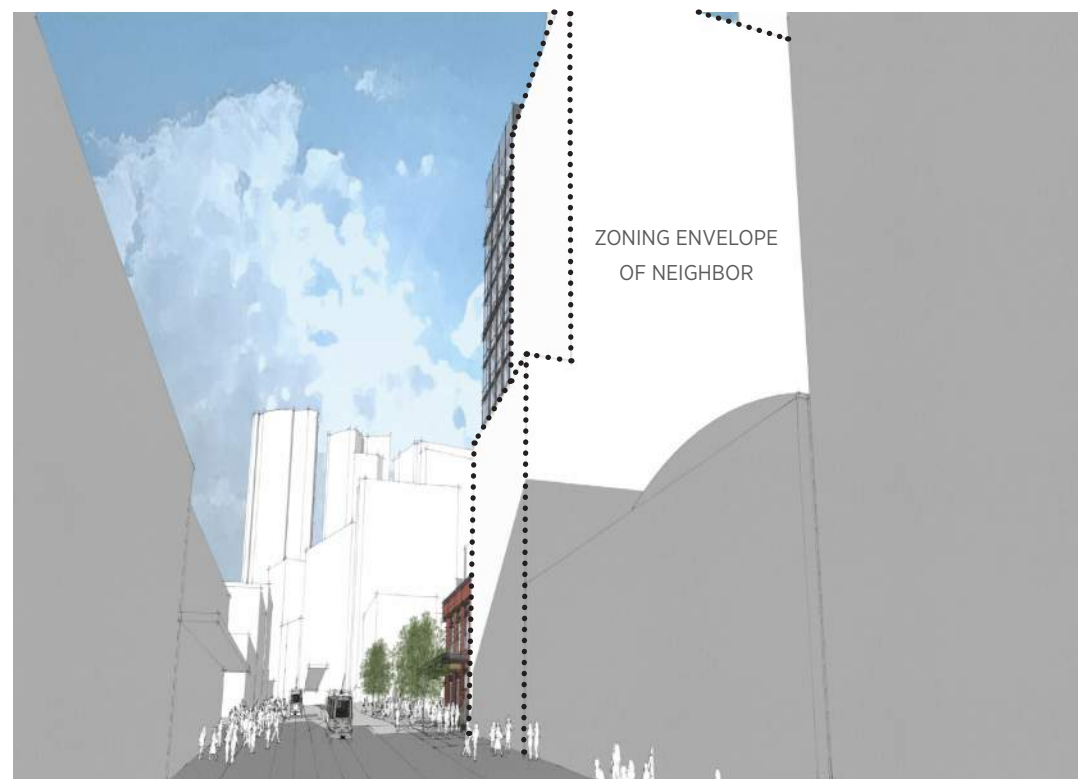
SOUTH FACADE WITH OUTLINE OF POTENTIAL NEIGHBOR



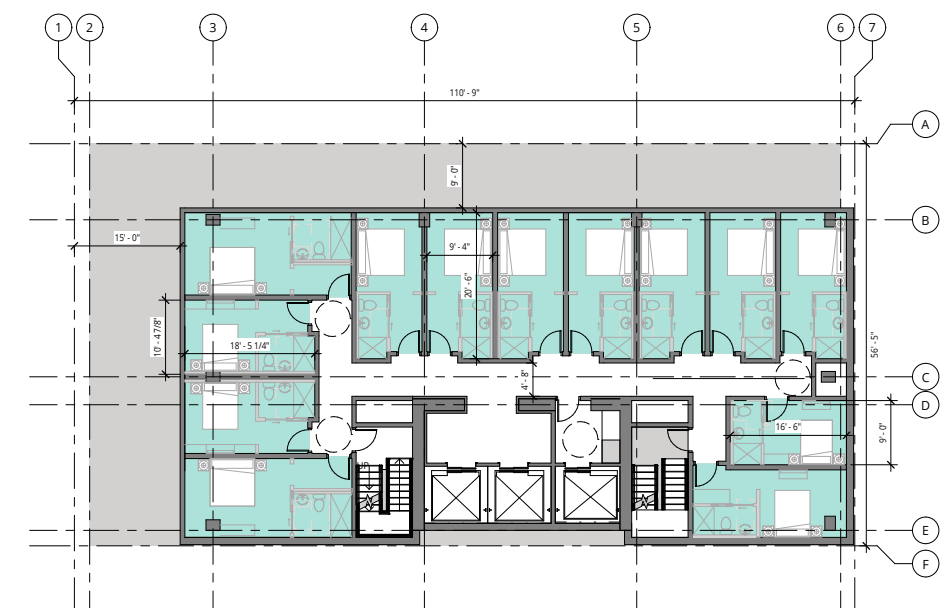
DETAILS FROM WINDOW WALL WRAP THE CORNER



STREET LEVEL VIEW OF SOUTH FACADE



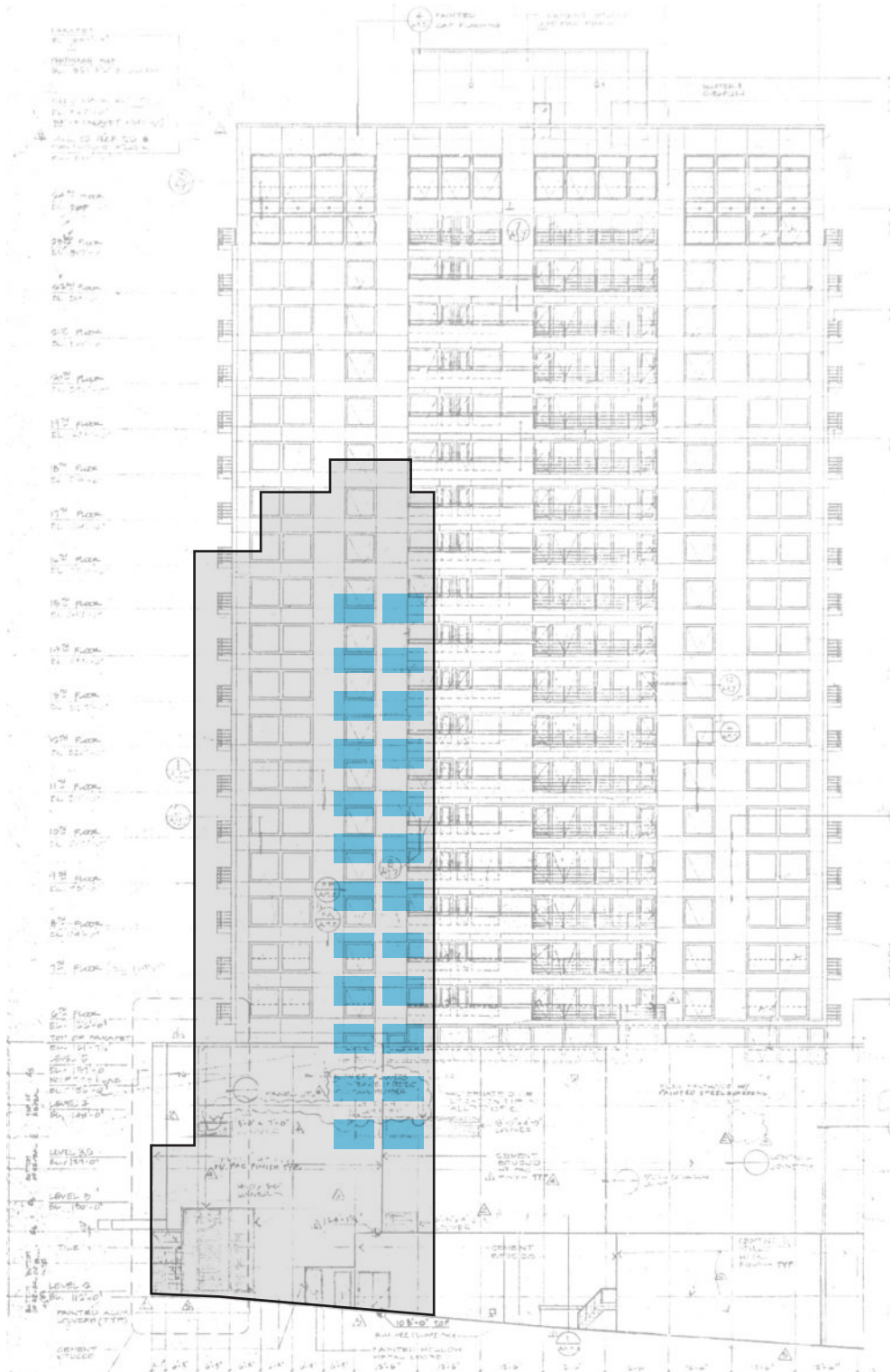
SOUTH FACADE WITH OUTLINE OF POTENTIAL NEIGHBOR



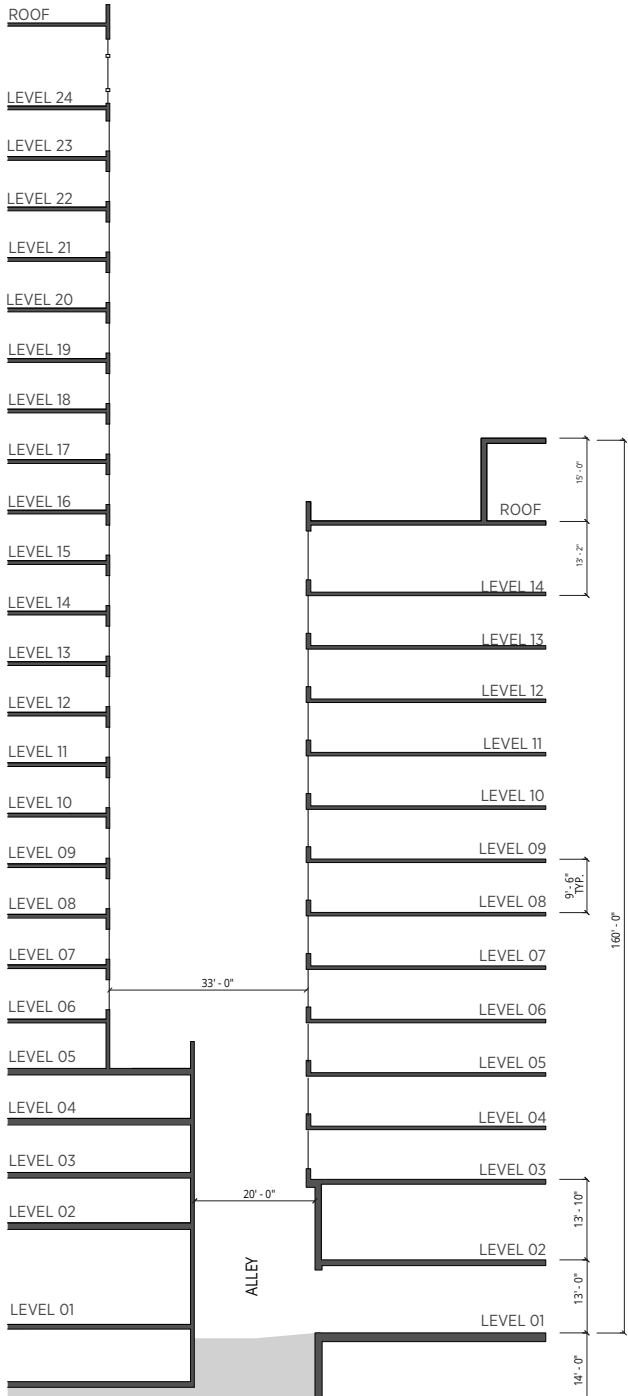
TYPICAL FLOOR PLAN SHOWING PARTY WALL IS A RESULT OF PIKE STREET SETBACK



4. EAST FACADE



WEST ELEVATION OF THE NEWMARK WITH OUTLINE OF PROPOSED HOTEL  
WINDOW LOCATIONS SHOWN IN BLUE



SECTION OF NEWMARK AND PROPOSED HOTEL



EAST (ALLEY) ELEVATION OF PROPOSED HOTEL









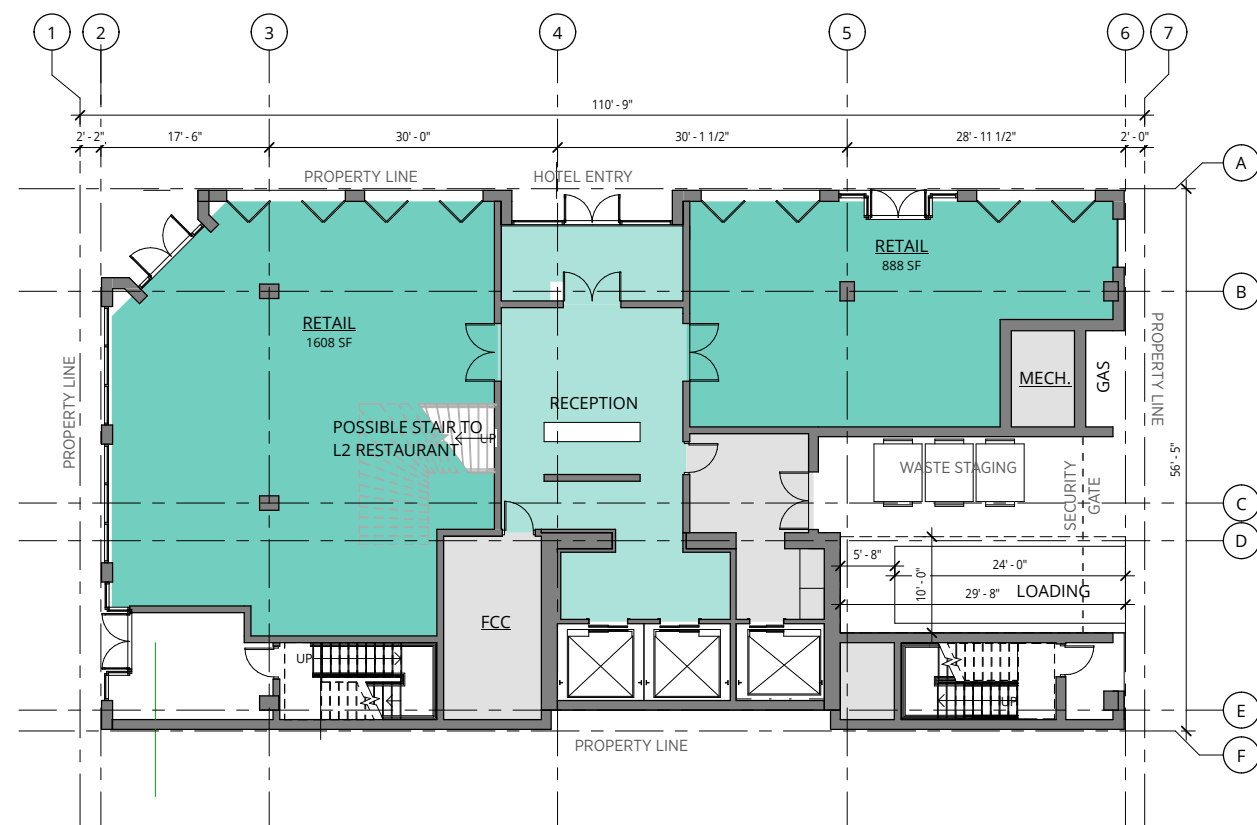




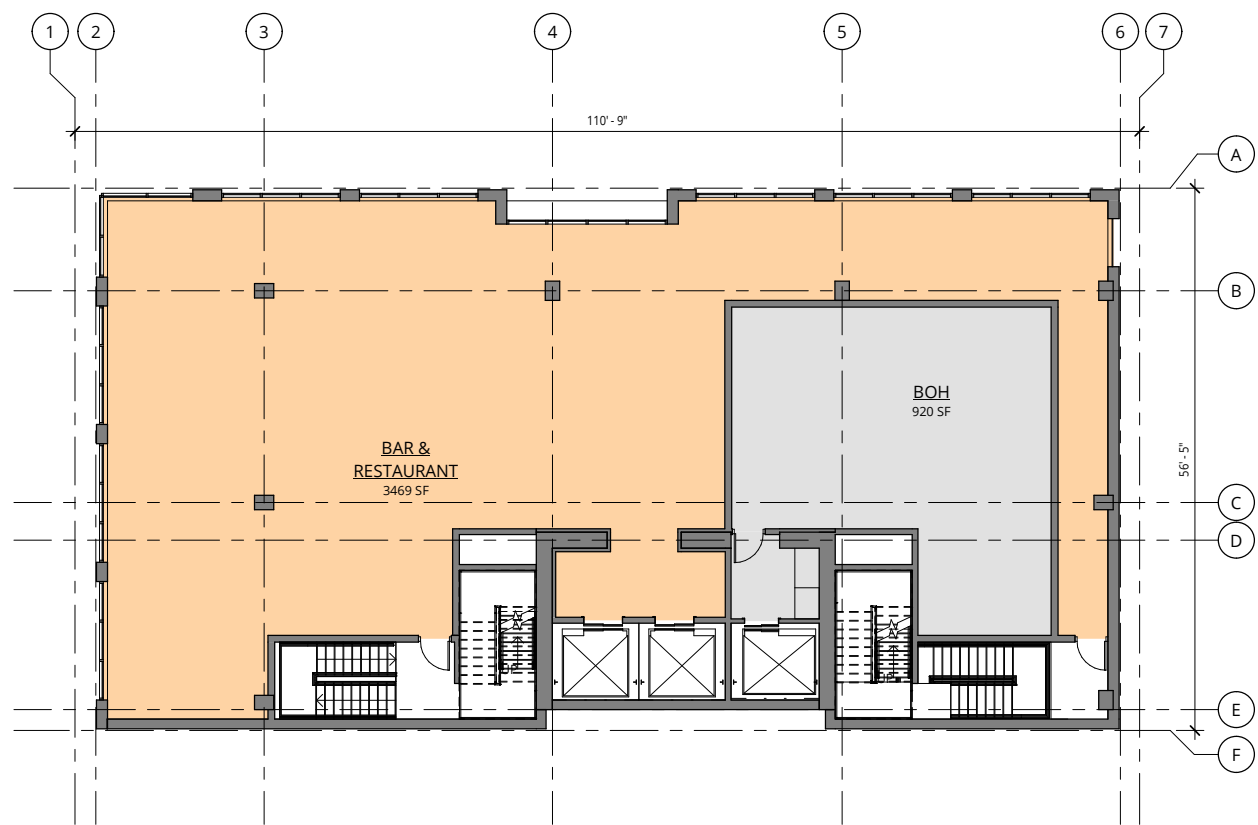






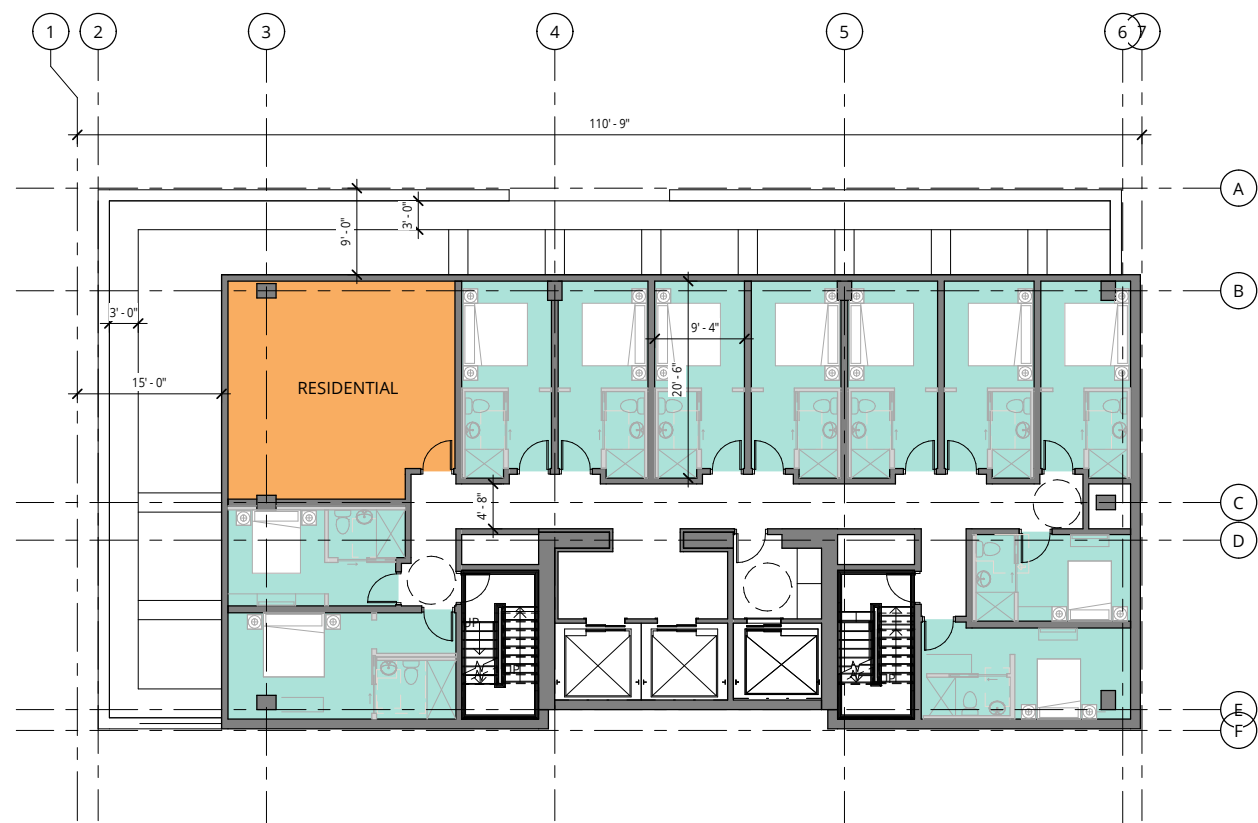


LEVEL 1 - GROUND

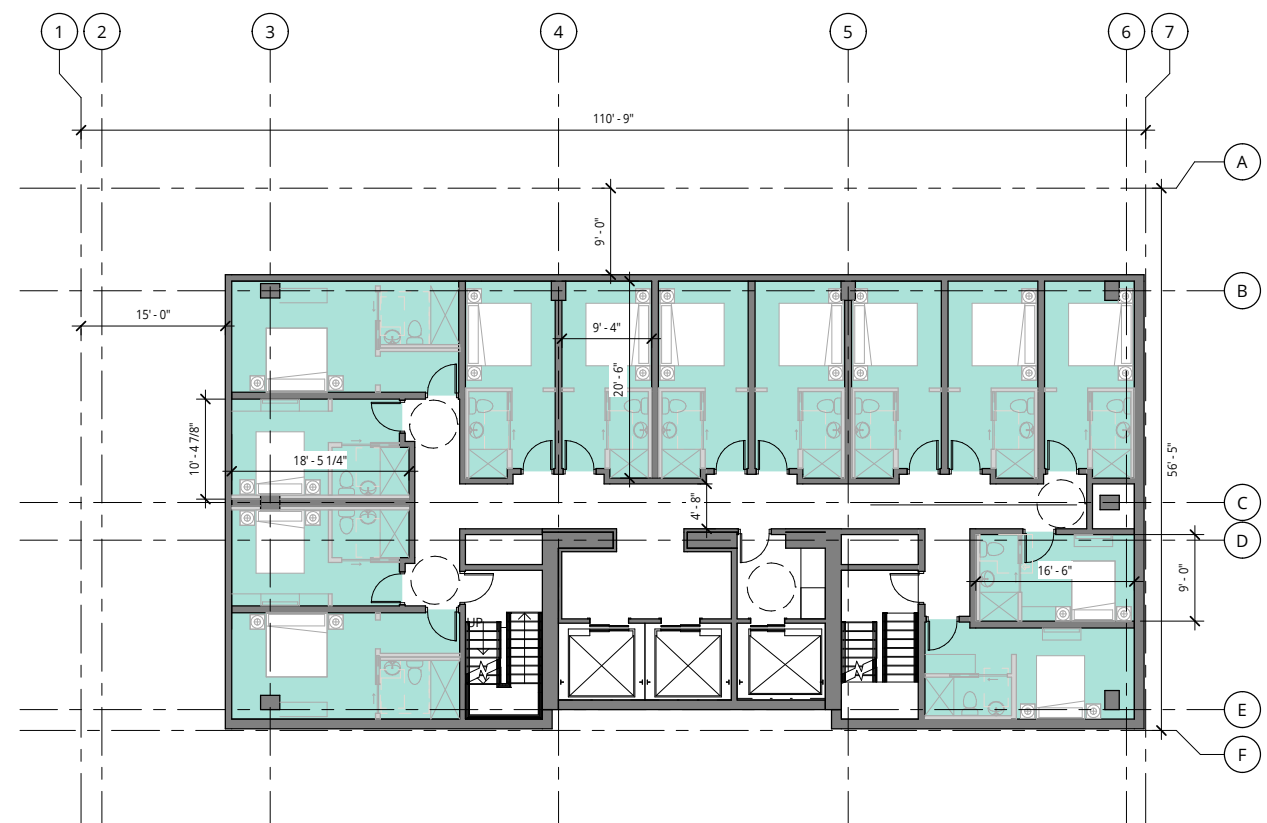


LEVEL 2





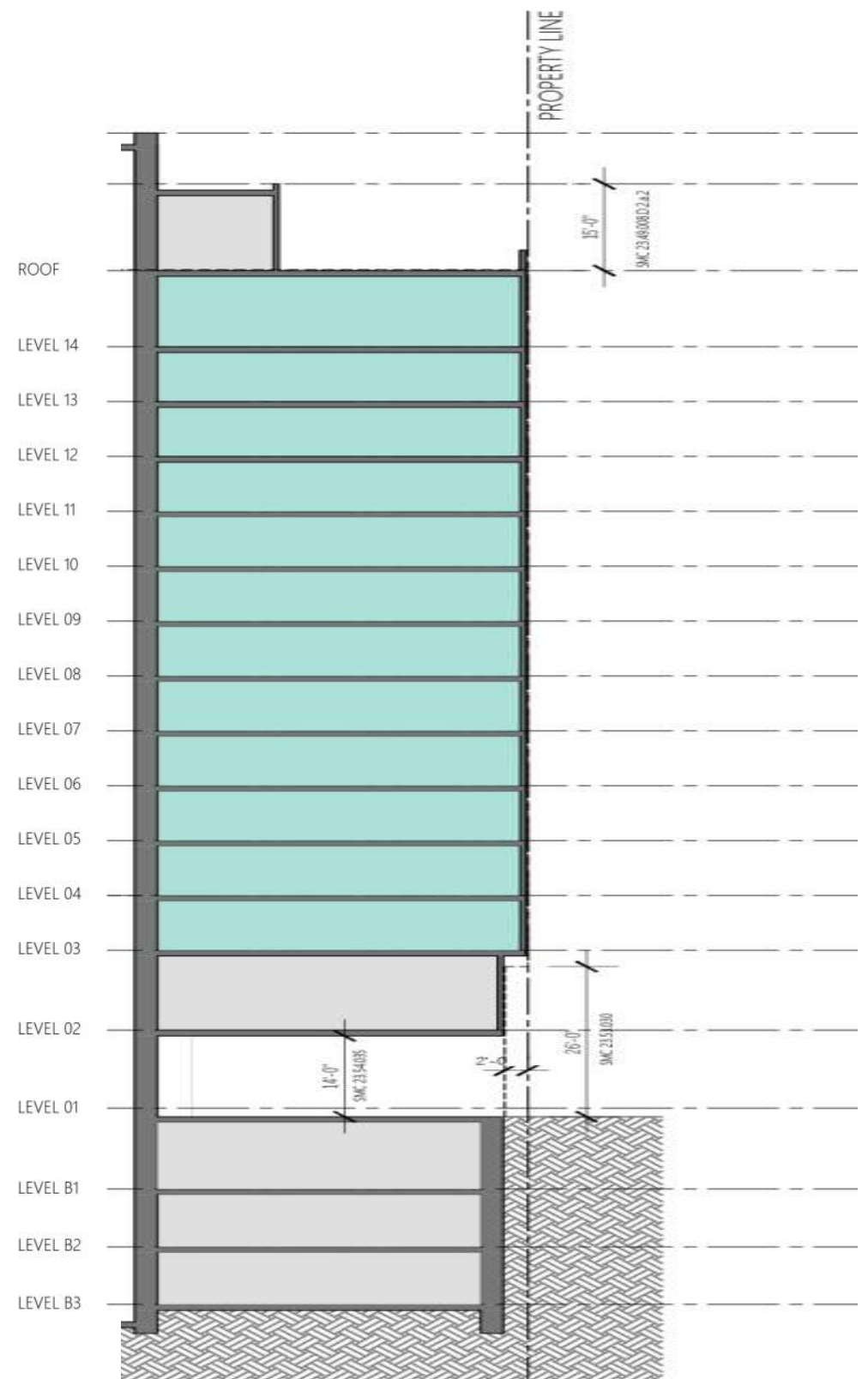
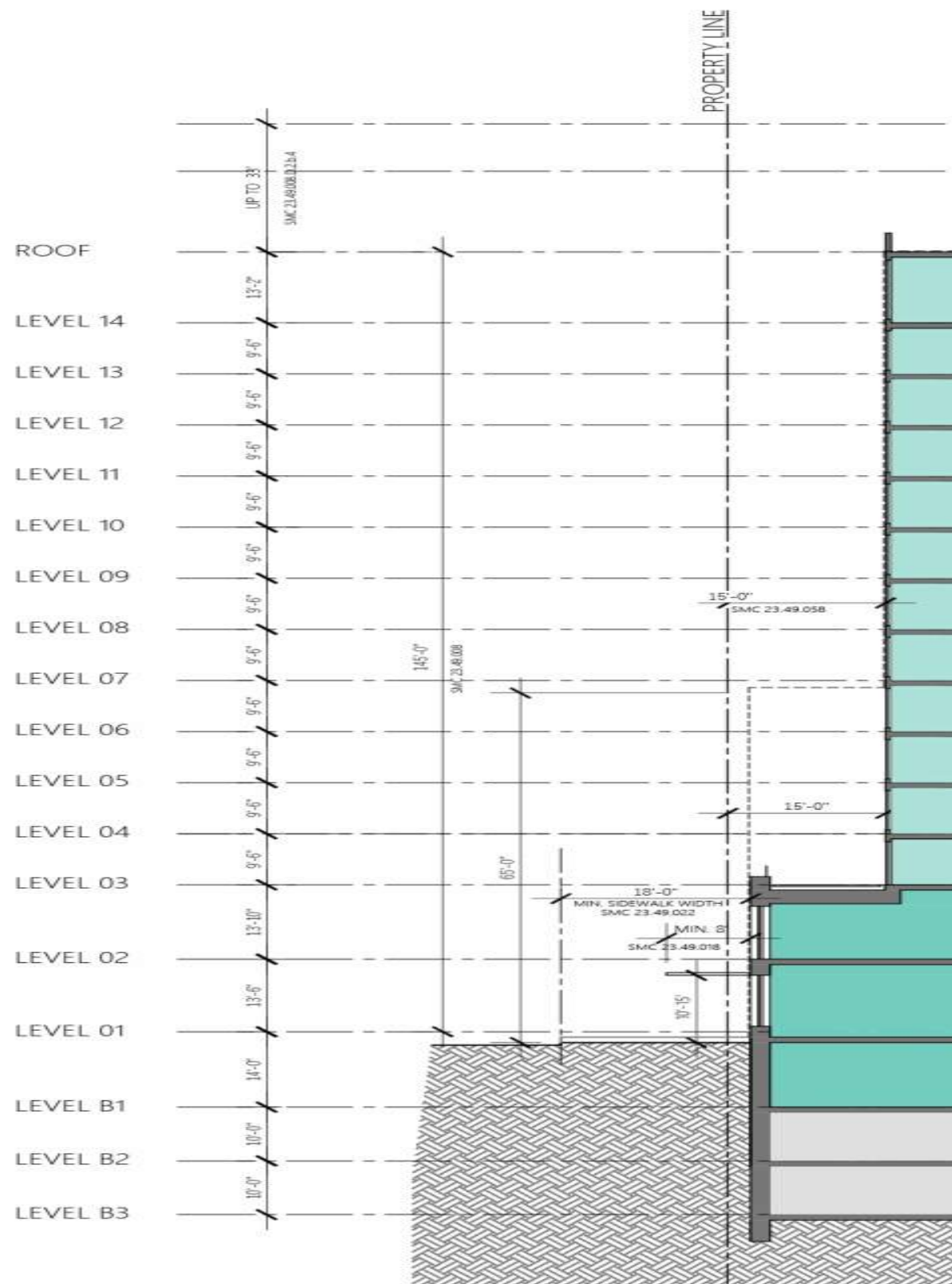
LEVEL 3



LEVELS 4-14

ROOF PLAN ON PAGE 34















## APPENDIX



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.

32 MEETINGS & PRESENTATIONS

200+ HOURS OF PREPARATION, OUTREACH & COMMUNICATION

250+ COMMUNITY MEMBERS ENGAGED



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.



APPENDIX - 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.