

INTRODUCTION



5TH & JOHN HOTEL

130 5th Avenue N, Seattle, WA 98109

EARLY DESIGN GUIDANCE MEETING #2 PRESENTATION

SDCI PROJECT No. 3033505-EG

November 17, 2020

Design Review Board Meeting #1 Date: February 19, 2020

Design Review Board Meeting #2 Date: November 18, 2020

PROJECT TEAM

Mortenson

ESG Architects

DCI Engineers

AHBL



Supreme Bright Seattle, LLC

WHERE

CONTEXT ANALYSIS: SITE ACCESS & CONNECTIVITY







The site is bound by streets to the west and north – 5th Avenue North and John Street, respectively – and by an alley to the east. The south boundary is an interior lot line condition.

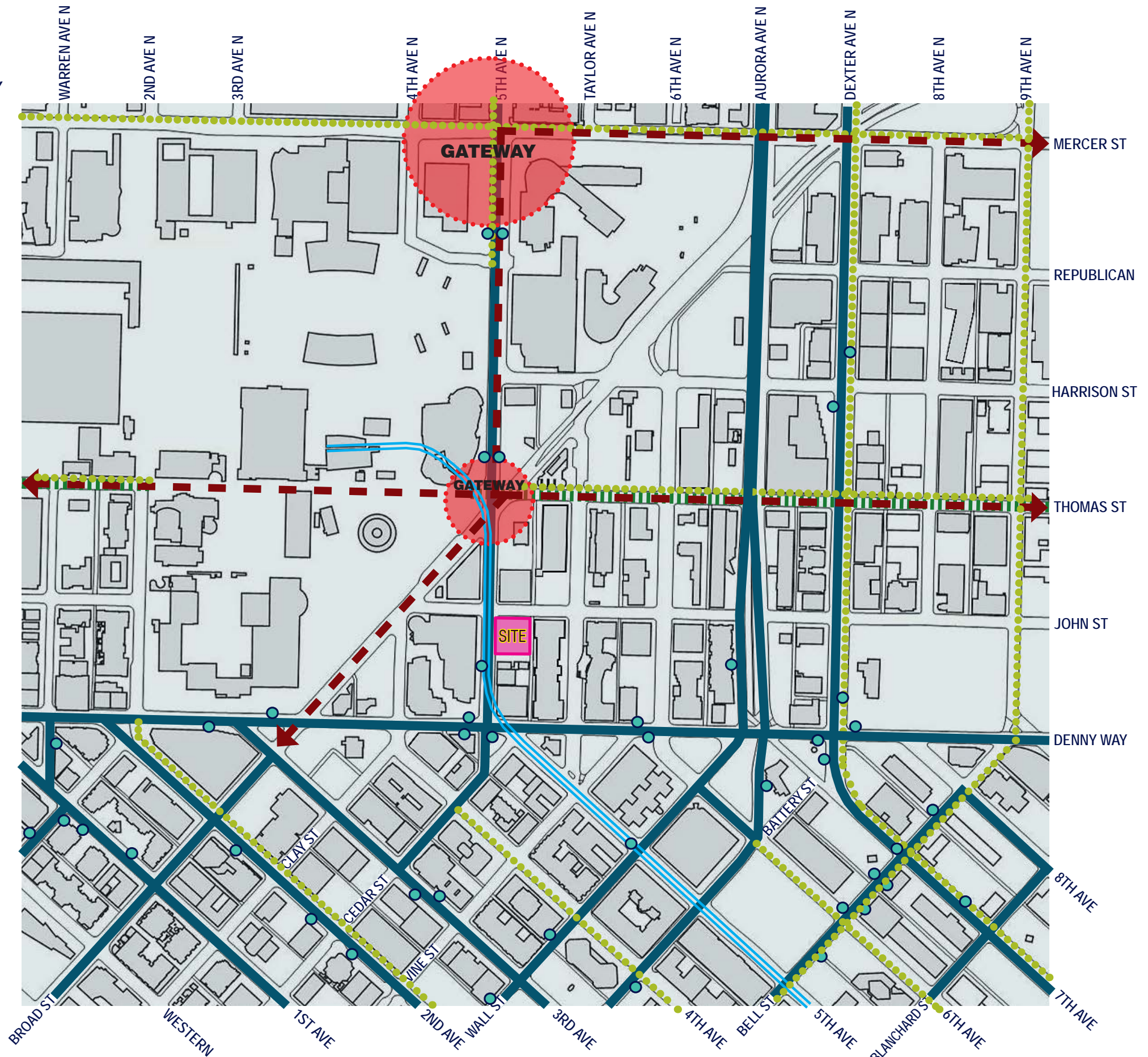
The site is situated at the confluence between several neighborhoods and City districts. Belltown lies to the south of Denny Way, the South Lake Union neighborhood to the east, and the Lower Queen Anne neighborhood lies to the west with the Seattle Center campus immediately beyond Broad Street.

5th Avenue North is designated as an Urban Village Main street and a Principal Arterial street, while John Street is a Neighborhood Access street. There are no adopted Street Design Concept Plans associated with either 5th Avenue or John Street at this location. No protected bicycle lanes currently exist at any of the street frontages that border the property.

There are a variety of public transit options providing connectivity with surrounding urban areas. The project is served by various City bus routes and the Seattle Center Monorail, so the site is conducive to the proposed hotel development and shall satisfy a distinct need within the community and broader Seattle market.

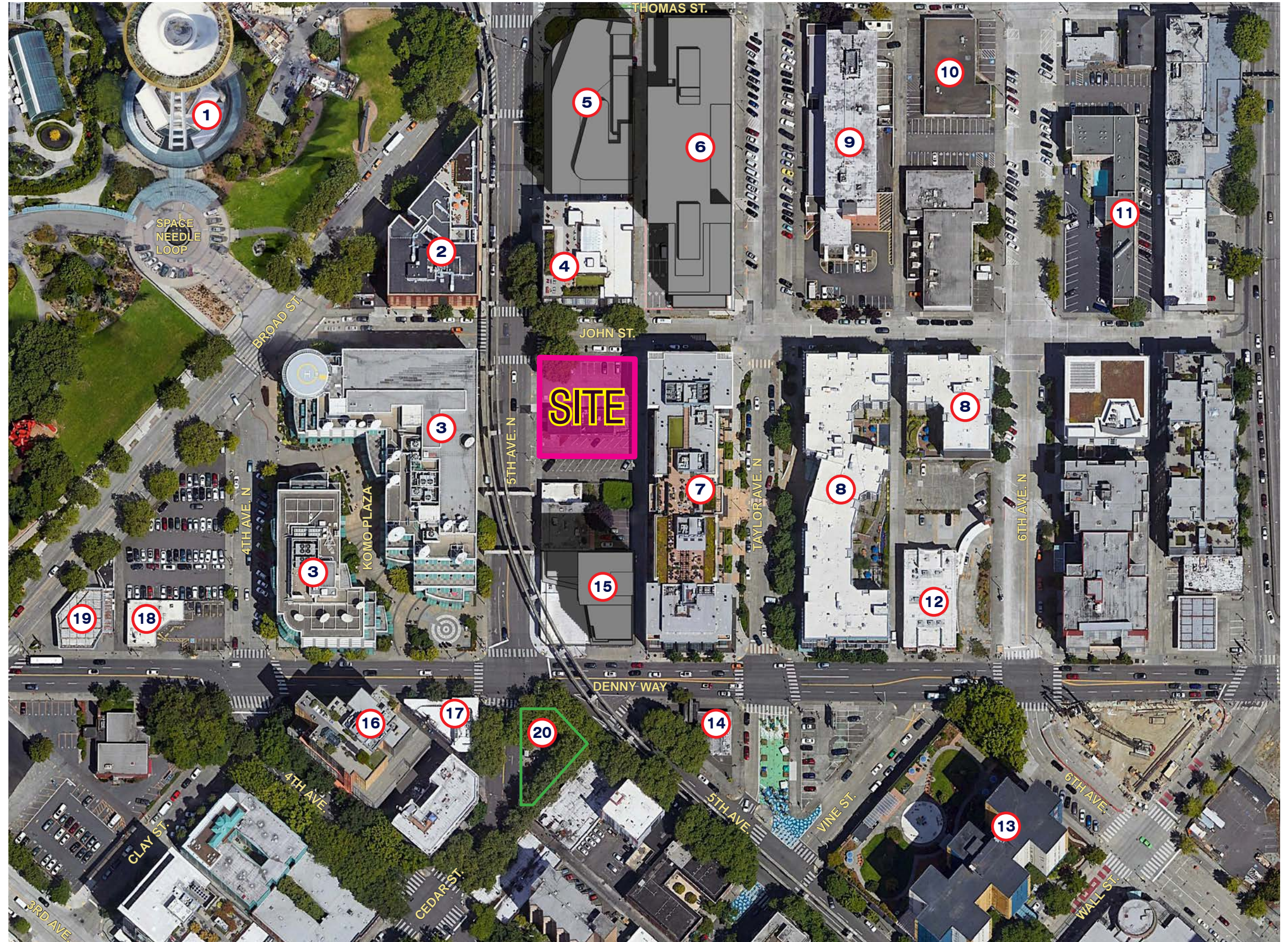
LEGEND

-  Bus Route
-  Bus Stop
-  Seattle Center Monorail
-  Lake to Bay Loop
-  Designated Green Street
-  Existing or Planned Bicycle Route (Excluding Sharrows)



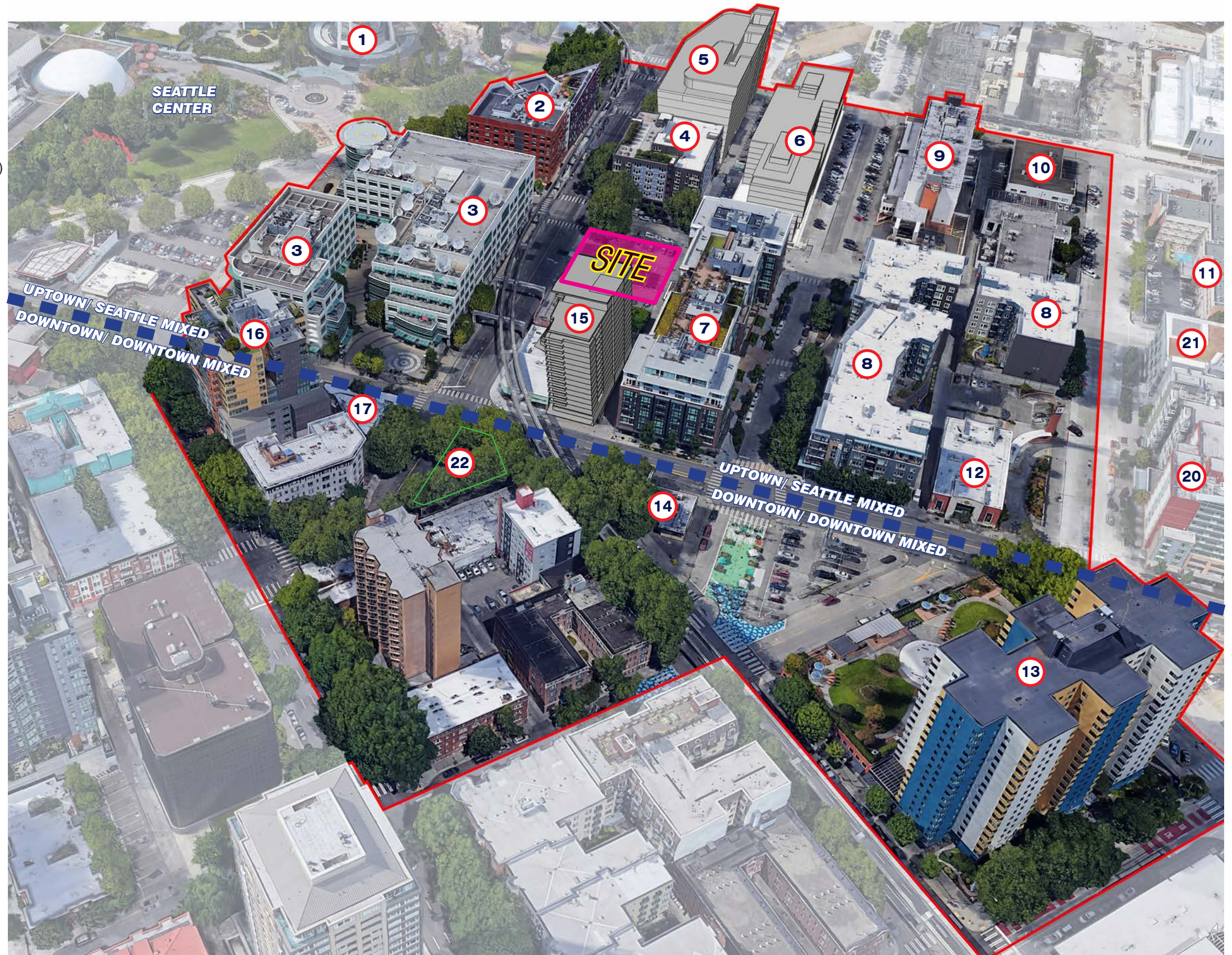
VICINITY MAP

- ① Space Needle
- ② Hyatt House Seattle Downtown
- ③ Fisher Broadcasting/ KOMO TV
- ④ Aperture on Fifth Apartments
- ⑤ 222 5th Ave N (Proposed)
- ⑥ 223 Taylor Avenue Apartments (Proposed)
- ⑦ The Century Apartments
- ⑧ Taylor 28 Apartments
- ⑨ Executive Inn
- ⑩ The Arc of King County
- ⑪ Travelodge
- ⑫ Walgreen's
- ⑬ Skye of Belltown
- ⑭ Faulkenbury & Wright Clothing Cleaners
- ⑮ 508 Denny Way (Proposed)
- ⑯ Verve Apartments
- ⑰ Zeek's Pizza
- ⑱ 7 Eleven
- ⑲ 76 Gas Station & Food Mart
- ⑳ Tilikum Place

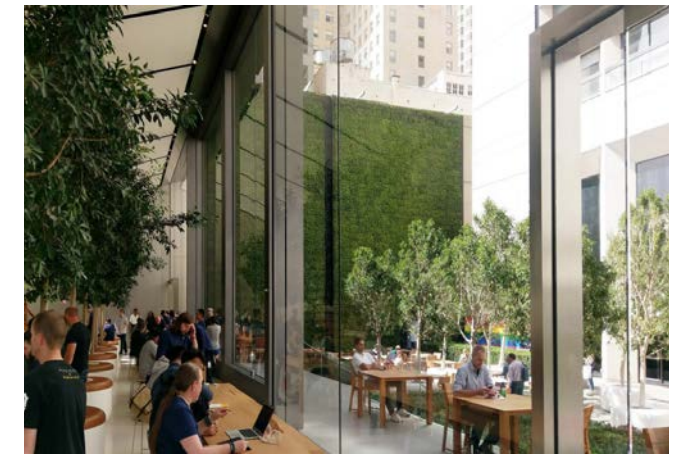
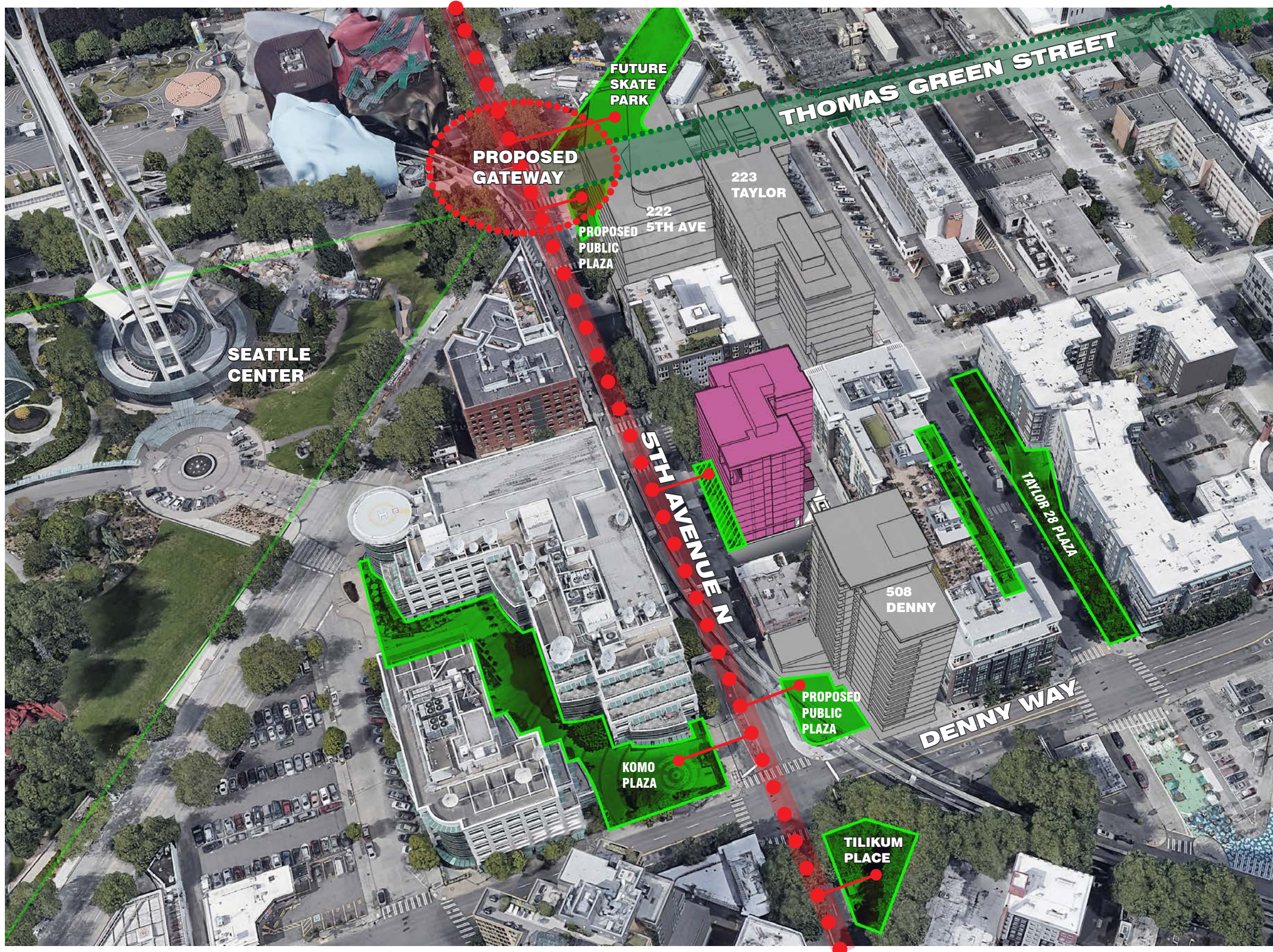


NINE BLOCK STUDY

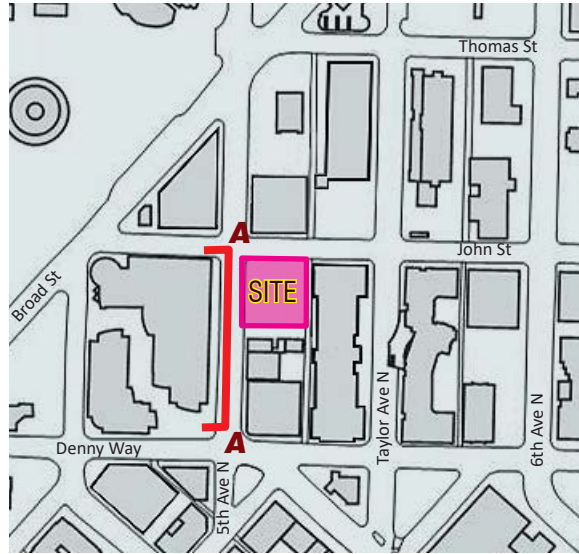
- ① Space Needle (605')
- ② Hyatt House Seattle Downtown (7-8 Stories, ~85')
- ③ Fisher Broadcasting/ KOMO TV (6 Stories, ~85')
- ④ Aperture on Fifth Apartments (7 Stories, ~75')
- ⑤ 222 5th Ave. N (Proposed 9 Stories)
- ⑥ 223 Taylor Ave. Apartments (Proposed 8 Stories, ~90')
- ⑦ The Century Apartments (9 Stories, ~85')
- ⑧ Taylor 28 Apartments (7 Stories, ~70')
- ⑨ Executive Inn (5 Stories, ~55')
- ⑩ The Arc of King County 1 Story, ~15')
- ⑪ Travelodge (4 Stories, ~45')
- ⑫ Walgreen's (1 Story, ~25')
- ⑬ Skye of Belltown (18 Stories, ~165')
- ⑭ Faulkenbury & Wright Clothing Cleaners
- ⑮ 508 Denny Way (Proposed 18 Stories)
- ⑯ Verve Apartments (14 Stories, ~140')
- ⑰ Zeek's Pizza (3 Stories, ~35')
- ⑱ 7 Eleven (1 Story, ~15')
- ⑲ 76 Gas Station & Food Mart (1 Story, ~15')
- ⑳ Hyatt Place Seattle Downtown (9 Stories, ~85')
- ㉑ EMP Administrative Building (4 Stories, ~60')
- ㉒ Tilikum Place



URBAN REST STOP



WHY?



OBSERVATIONS:

The project site interfaces with several challenging existing conditions along its 5th Avenue frontage. The encroachment of the Monorail infrastructure compromises the Right-Of-Way condition and street-level experience at this designated Pedestrian Street. Due to the overhead rail line, there are no street trees or other vegetation along the northerly portion of the block opposite the site.

Further, the street presence of the existing KOMO TV building, also directly across the street, is rather severe with a ground-level facade comprised of large overhead service doors, mechanical grilles, and notable lack of glazing.

The design proposal should exercise creativity and care to offer a sensitive solution for addressing the challenging nature of this inherited streetscape.

KEY PLAN

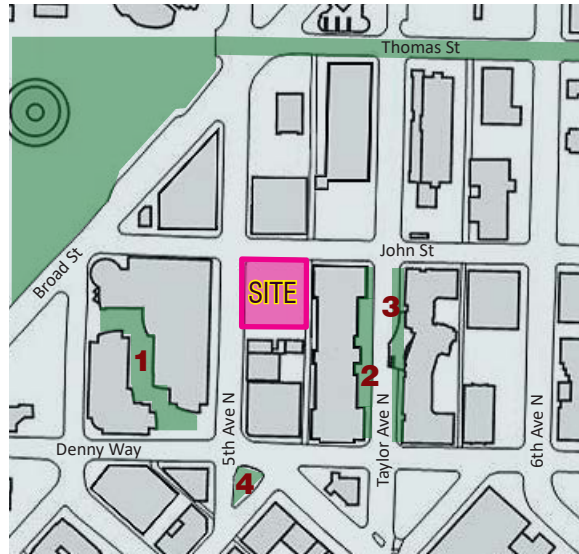


KOMO TV East Street Elevation



OPEN SPACE NETWORK

CONTEXT ANALYSIS: DISTRICT POCKET PARKS/LANDSCAPED AMENITY SPACES



KEY PLAN

OBSERVATIONS:

There is an emerging matrix of small-scaled, public/semi-privatized vest pocket park spaces within the neighborhood. These landscape nodes can be viewed collectively as a kind of “connective tissue” that ties the district together and mediates between more prominent open public green spaces, including Denny Park, Space Needle Park, the Thomas Green Street corridor and others.

The proposed project draws inspiration from this open space network and seeks to bolster its presence by contributing another thoughtful, landscaped plaza to enhance Uptown’s pedestrian character.



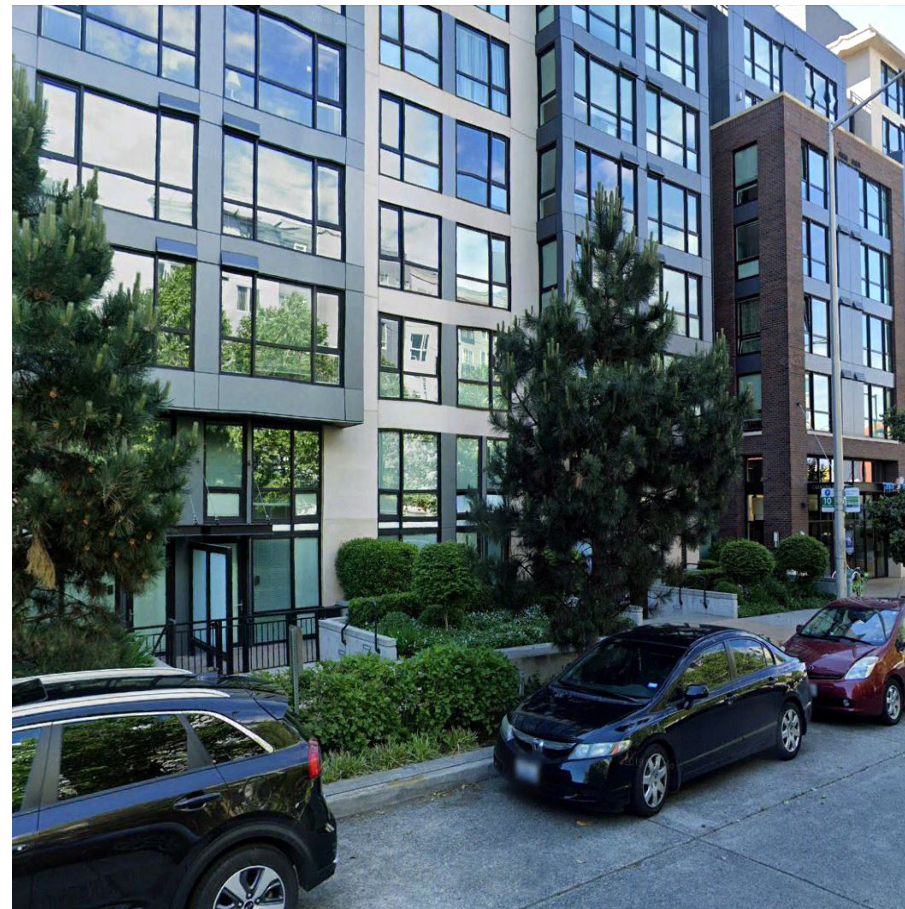
1. KOMO Plaza



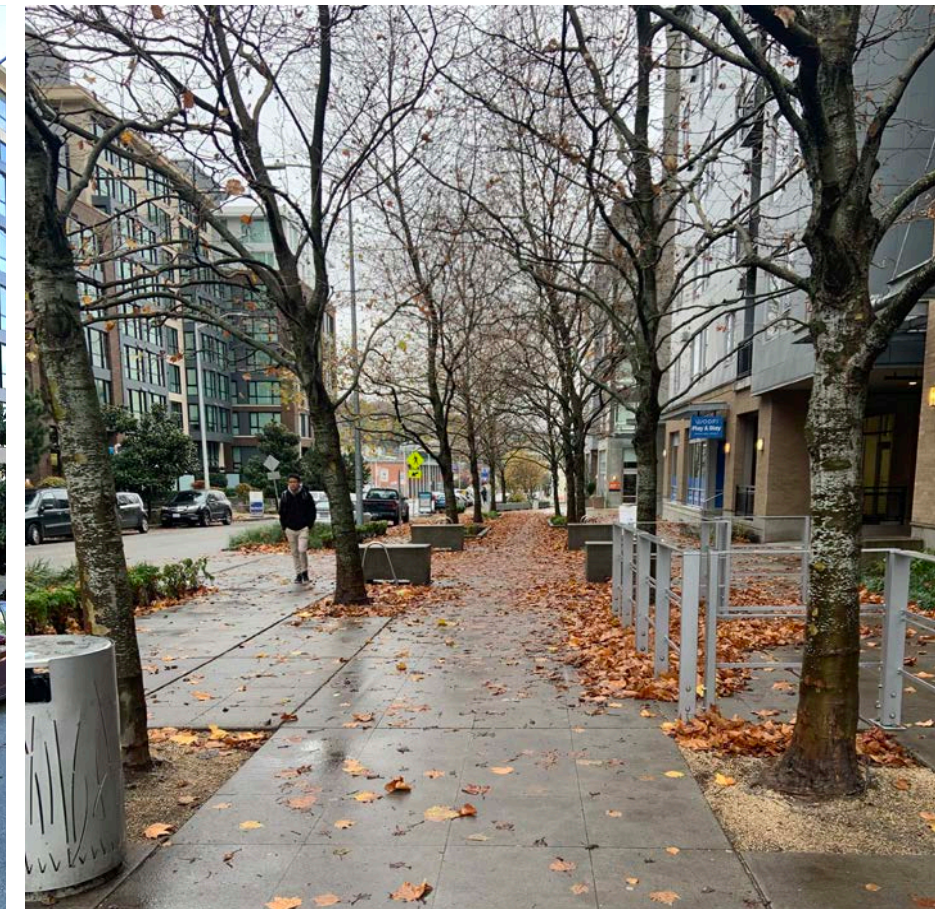
1. KOMO Plaza



4. Tilikum Place



2. Streetscape along Taylor Ave. at Century Apartments walk-up units



3. Taylor 28 Plaza along Taylor Ave. N looking North

EXISTING FABRIC



2. Hyatt House Hotel



3. KOMO TV



4. Aperture on Fifth Apartments



5. 222 5th Ave. N (Proposed)



6. 223 Taylor Ave N Apartments (Proposed)



7. The Century Apartments



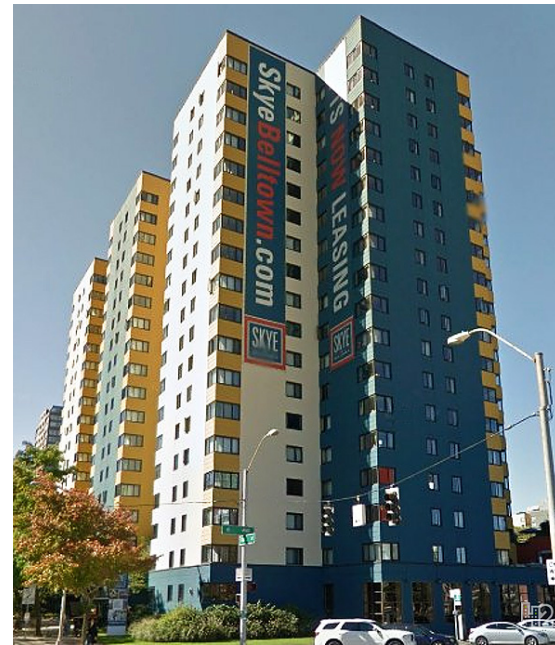
8. Taylor 28 Apartments



9. Executive Inn Hotel



12. Walgreen's



13. Skye at Belltown



14. Faulkenbury & Wright Clothing Cleaners



15. 508 Denny Way (Proposed)



16. Verve Apartments

DEEPER DIVE ANALYSIS

DESIGN RESPONSE:

- The design proposal aims to continue a similar approach to building massing as what's seen in the district:

The overall building form is subdivided to express a clear distinction between the base and tower. This delineation is asserted by canopies along both 5th Avenue and John Street, which simultaneously align with "stepped" datums defining The Century Apartments base to the east and the KOMO TV broadcasting station across 5th Avenue. Further, the split between base and tower is accentuated by a significant street level setback along 5th Avenue.

The most prominent massing (tallest) form is located along 5th Avenue acknowledging the Class I Pedestrian Street as the building's primary frontage. Around the corner on John Street, the massing steps down slightly to respond to The Century Apartments building height across the alley.

- Consistent with the neighborhood, the proposed design plans to use a range of exterior materials. As seen in surrounding examples, these materials shall be employed to strategically reinforce the separate massing elements and forms that comprise the building. Transitions between materials will be thoughtfully managed and detailed.

- A clear building base is articulated and emphasized in the proposed design. This building element distinguishes the public programmatic spaces located at Level 1 from the repetitive guestroom floors above. The base is defined by a taller ground floor level and extensive glazing, maximizing the contrast with the guestroom floors above.



The Century Apartments



Hyatt House



Taylor 28 Apartments

Composite Metal Panel

Precast Concrete Panel

Composite Metal Panel

Face Brick

Cast Stone Sills/Coping/
Detailing

Cast-In-Place Concrete

Vertical Flush Panel
Metal Cladding

Ribbed Profile Metal Panel

Horizontal Metal Panel

Composite Metal Panel

Stone/Tile Cladding

Cement Plaster/Stucco

Cast-In-Place Concrete



The Century Apartments: John Street Frontage

2-story expression; incorporates walk-up residential unit entries; integrated within brick "super order" that defines end elevations;



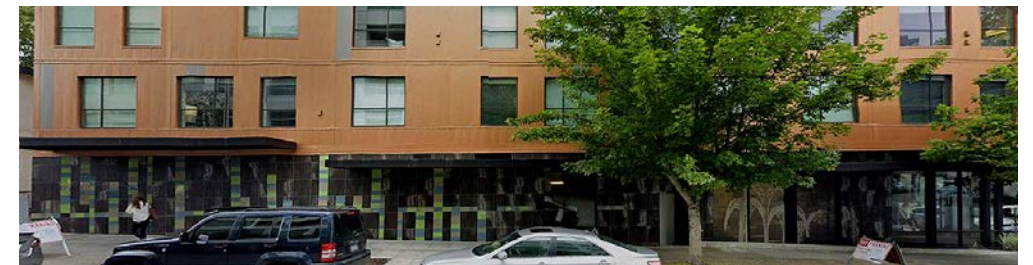
Fisher Broadcasting/ KOMO TV: John Street Frontage

Single-story expression; Tall ground level floor-to-floor approximates scale of 2-story base expression seen at multifamily residential examples elsewhere in the district; material color change distinguishes base from office floors above.



Aperture on Fifth Apartments: 5th Ave. Frontage

2-story expression; incorporates walk-up residential unit entries & stoops; accent color spandrels connect with projecting accent bays above to balance facades



Hyatt House: John Street Frontage

Single-story expression; integration of public art & transparent areas associated with hotel public spaces; base fenestration entirely independent of window patterning at floors above; dramatic color contrast with building above enhances base identity

RANGE OF EXTERIOR CLADDING MATERIALS & FINISHES

BUILDING BASE EXPRESSION

PATTERN LANGUAGE

CONTEXT ANALYSIS: ARCHITECTURAL ELEMENTS

OBSERVATIONS:

Several recent buildings in the immediate context have helped influence the emerging aesthetic character of the Uptown Neighborhood. Overall, the architectural character is eclectic but complementary stylistically. Analysis reveals several shared design elements that connect an otherwise varied collection of modern buildings in the district:

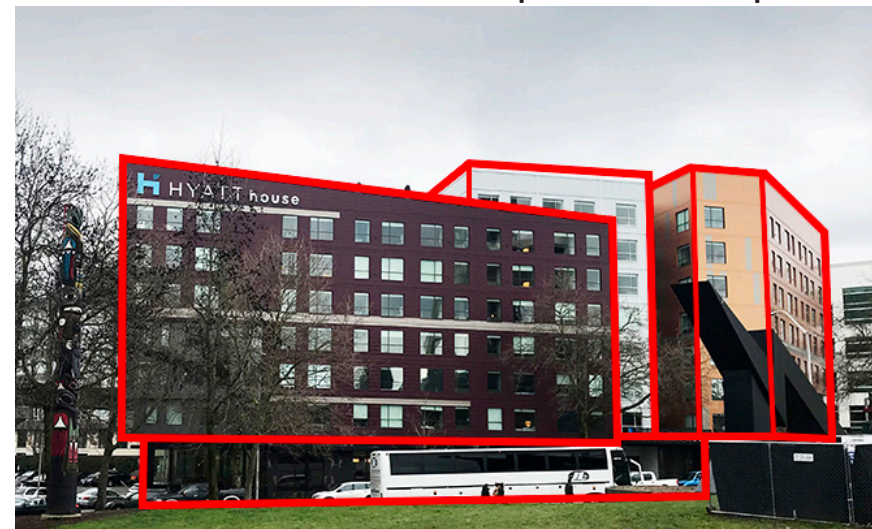
- Subdivision of overall building massing into an agglomerate of carefully composed and hierarchical smaller massing elements: eg. “collection of boxes”
- Tendency of smaller massing elements to be expressed in different cladding materials
- Articulation of transitions between individual massings as recesses, “gaps”, or other interstitial elements.
- Expression of pronounced single-story or 2-story building “base” at the ground level, usually characterized by the inclusion of special programmatic features (building entries, public or commercial spaces, unique residential unit types, etc.)
- There is no unifying color or material theme observed in the district. No clearly dominant exterior material defines the surrounding context. A wide range of materials, colors and finishes highlight the architectural diversity of the neighborhood. A combination of inexpensive cladding along with other higher-cost, more durable materials have been employed.
- Integration and strategic use of an accent color or accent material within the overall building composition.



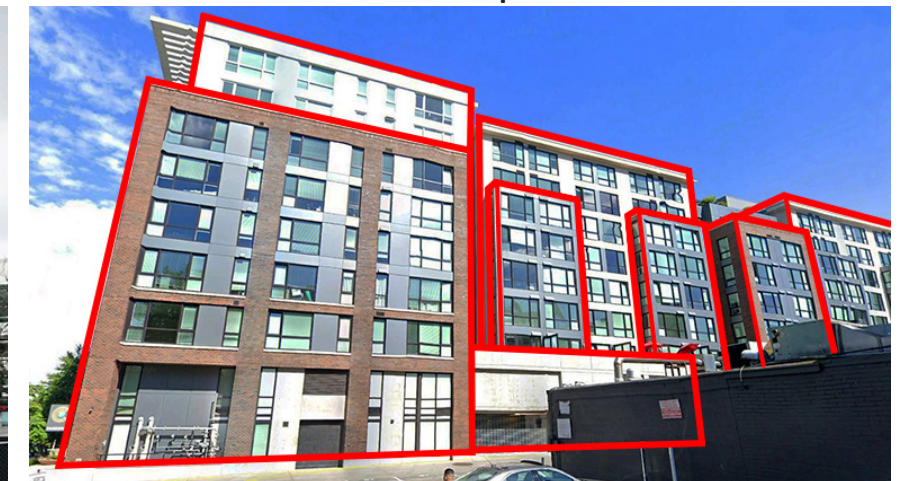
Aperture on Fifth Apartments



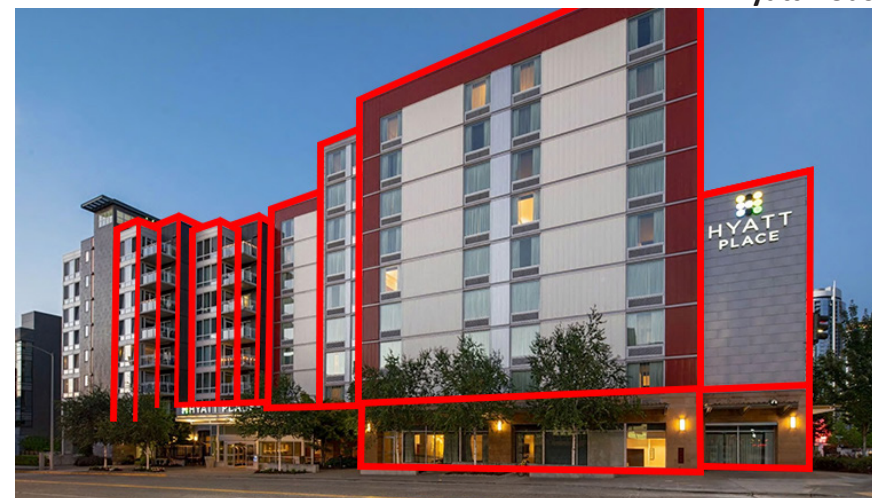
Verve Apartments



Hyatt House



The Century Apartments



Hyatt Place



Taylor 28 Apartments

REDUCTION OF LARGER MASSING INTO SMALLER FORMS: “COLLECTION OF BOXES”

OTHER DESIGN CUES

SEATTLE DESIGN GUIDELINES

PUBLIC LIFE

PL3 Street-Level Interaction

“Encourage human interaction and activity at the street-level with clear connections to building entries and edges.”

ENTRIES

PL3.A.1.a Design Objectives:

“Design primary entries to be obvious, identifiable, and distinctive with clear lines of sight and lobbies visually connected to the street. Scale and detail them to function well for their anticipated use and also to fit with the building of which they are a part, differentiating residential and commercial entries with design features and amenities specific to each.”

- a. “Office/commercial lobbies should be visually connected to the street through the primary entry and sized to accommodate the range and volume of foot traffic anticipated.”

ENTRIES

PL3.A.2 Ensemble of Elements:

“Design the entry as a collection of coordinated elements including the door(s), overhead features, ground surface, landscaping, lighting, and other features. Consider a range of elements such as:

- a. overhead shelter: canopies, porches, building extensions;
- b. transitional spaces: stoops, courtyards, stairways, portals, arcades, pocket gardens, decks;
- c. ground surface: seating walls; special paving, landscaping, trees, lighting; and
- d. building surface/interface: privacy screens, upward-operating shades on windows, signage, lighting.”

PL3 UPTOWN NEIGHBORHOOD SUPPLEMENTAL GUIDANCE

1. Entries:

a. Design entries to be pedestrian-friendly. Consider how the position, scale, architectural detailing, and materials will create an entry that is clearly discernible to the pedestrian.

b. Individual or unit entrances in buildings that are accessed from the sidewalk or other public spaces should consider safety sightlines as well as safety features such as decorative fencing and high visibility gating. Landscaping should be consistent with these features.

c. The use of distinctive paving, detailing, materials and landscaping, and artistic designs with cultural references is strongly encouraged. Building addresses and names (if applicable) should be located at entrances, and tastefully crafted.”

RESPONSE:

The primary building entry is located at the northwest corner of the site in order to establish a visual presence on both 5th Avenue (Pedestrian Street) and John Street (passenger loading). The entry vestibule is approximately 11'x13' with automatic sliding doors to adequately handle the anticipated volume and frequency of visitors. The entry is part of a coordinated ensemble of elements – including a canopy integrated with the building’s architecture and wrapping both street frontages, a colonnade lining 5th Avenue, paving, signage, landscape planters – to signal its significance.

DESIGN CONCEPT

DC1 Project Uses and Activities

“Optimize the arrangement of uses and activities on site.”

ARRANGEMENT OF INTERIOR USES

DC1.A.1 Visibility:

“Locate uses and services frequently used by the public in visible or prominent areas, such as at entries or along the street front.”

RESPONSE:

Proposed Ground level planning of the hotel maximizes the extent of public programs located at the street frontages (see page A.20 plan diagram). All service and back-of-house functions have strategically been relegated to the basement or interior portion of the block at street level, with the exception the Fire Command Center.

DESIGN CONCEPT

DC2 Architectural Concept

“Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.”

MASSING

DC2.A.1 Site Characteristics and Uses:

“Arrange the mass of the building taking into consideration the characteristics of the site and the proposed uses of the building and its open space. In addition, special situations such as very large sites, unusually shaped sites, or sites with varied topography may require particular attention to where and how building massing is arranged as they can accentuate mass and height.”

Base Datum Response Approach:

The proposed massing along John Street acknowledges and continues a building base datum that registers at approximately 16' to 18' above grade. This datum is expressed as a canopy that stretches along the John Street building frontage and caps a tall public program ground level within the proposed hotel which roughly corresponds with the Level 3 floor line of the Taylor 28 Apartments building and Level 2 floor line of The Century Apartments & storefront head elevation of the KOMO office building adjacent.

ARCHITECTURAL AND FACADE COMPOSITION

DC2.B.1 Facade Composition:

“Design all building facades—including alleys and visible roofs—considering the composition and architectural expression of the building as a whole. Ensure that all facades are attractive and well-proportioned through the placement and detailing of all elements, including bays, fenestration, and materials, and any patterns created by their arrangement. On sites that abut an alley, design the alley façade and its connection to the street carefully. At a minimum, consider wrapping the treatment of the street-facing façade around the alley corner of the building.”

SECONDARY ARCHITECTURAL FEATURES

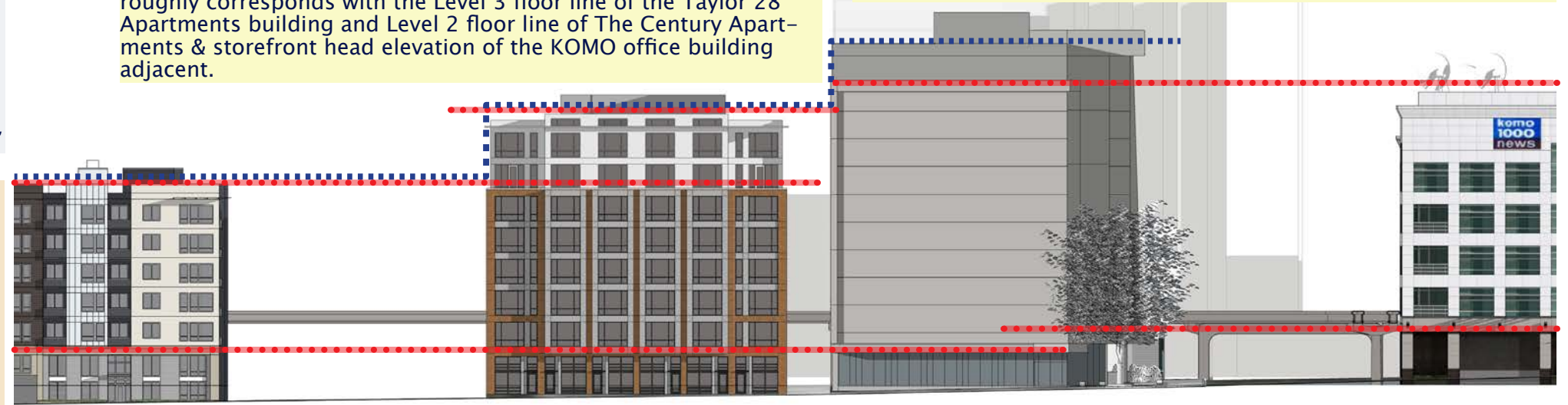
DC2.C.3 Fit with Neighboring Buildings:

“Use design elements to achieve a successful fit between a building and its neighbors, such as:

- a. considering aspects of neighboring buildings through architectural style, roof line, datum line detailing, fenestration, color or materials,
- b. using trees and landscaping to enhance the building design and fit with the surrounding context, and/or
- c. creating a well-proportioned base, middle and top to the building in locations where this might be appropriate. Consider how surrounding buildings have addressed base, middle, and top, and whether those solutions—or similar ones—might be a good fit for the project and its context.”

Top-Of-Building Datum Response Approach:

The proposed building is taller than the adjacent existing buildings along John Street. To mitigate its height impact and achieve greater compatibility with its neighbors, the proposed design expands on a “stepping” theme observed in The Century Apartments building design wherein a material transition at the Level 7 floor line registers the approximate height of the Taylor 28 Apartment building next door. Similarly, the hotel marks the transition to its top floor premium guestroom level with a material change and three dimensional cornice element that signals the approximate height of The Century Apartments. This gesture subtly reduces the perceived building scale along John Street in response to its context.



REGULATING DATUM LINES AT JOHN STREET ELEVATION

MASSING CONCEPTS FROM EDG MEETING #1

CONCEPT #1 "C Plan" (Code-Compliant/ Tree-Retention)

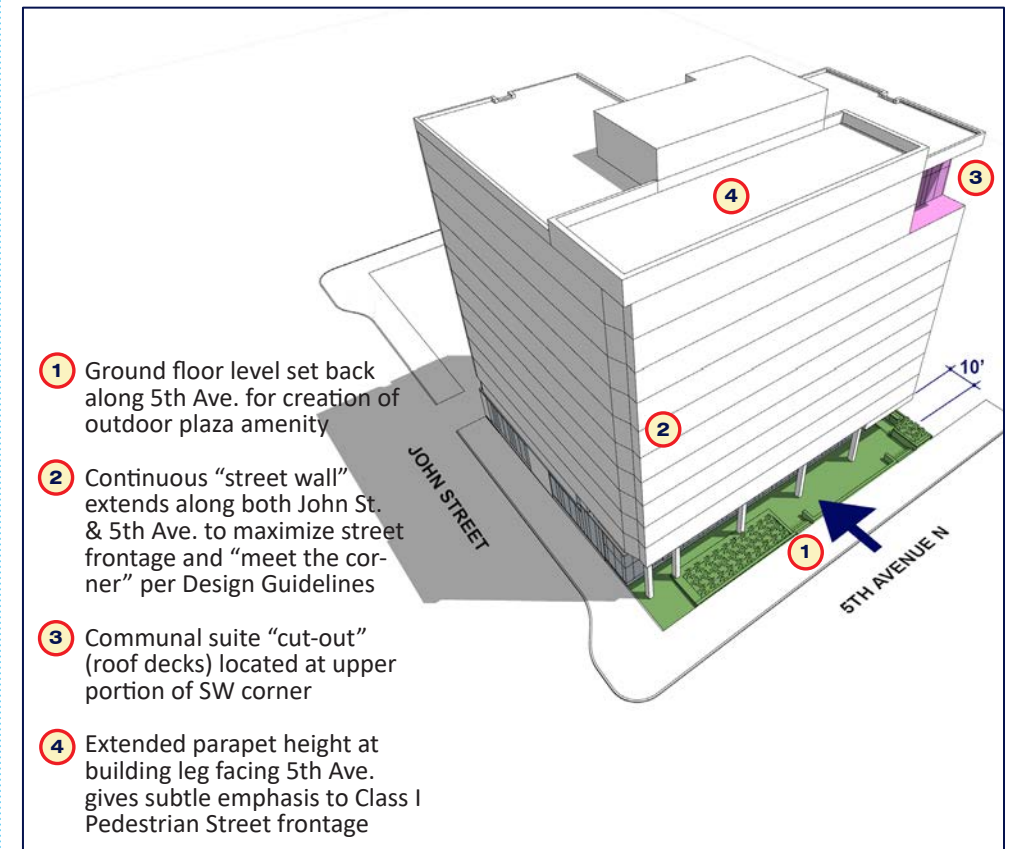
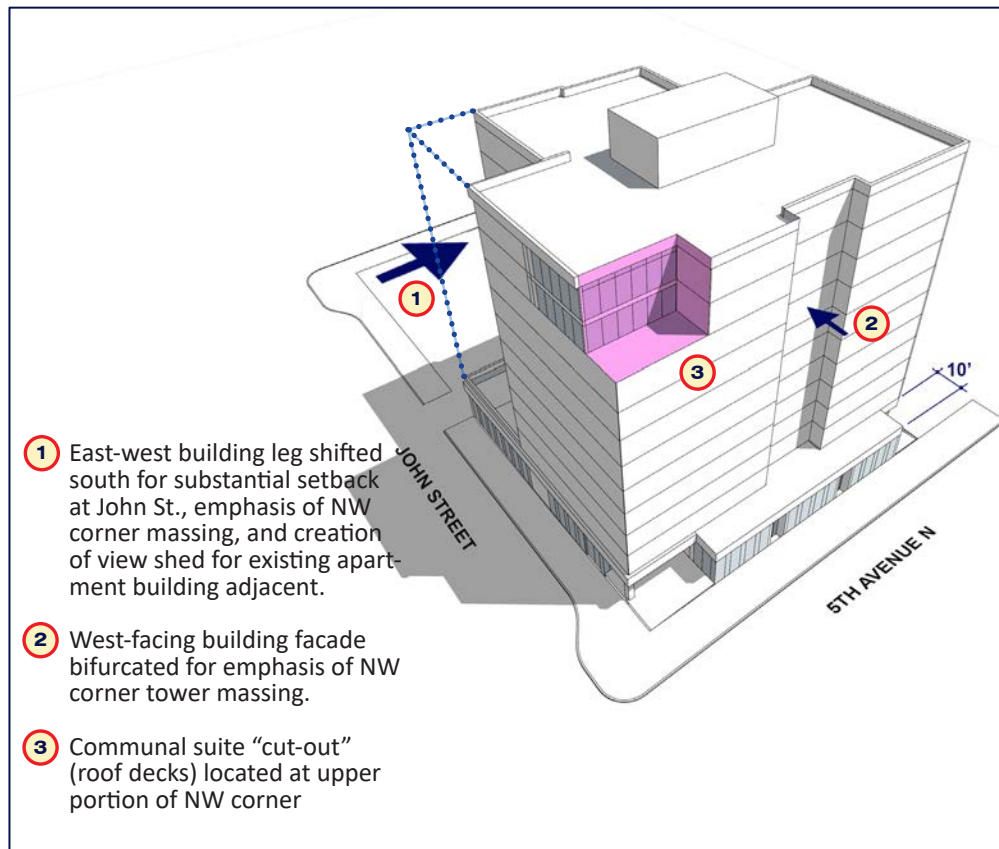
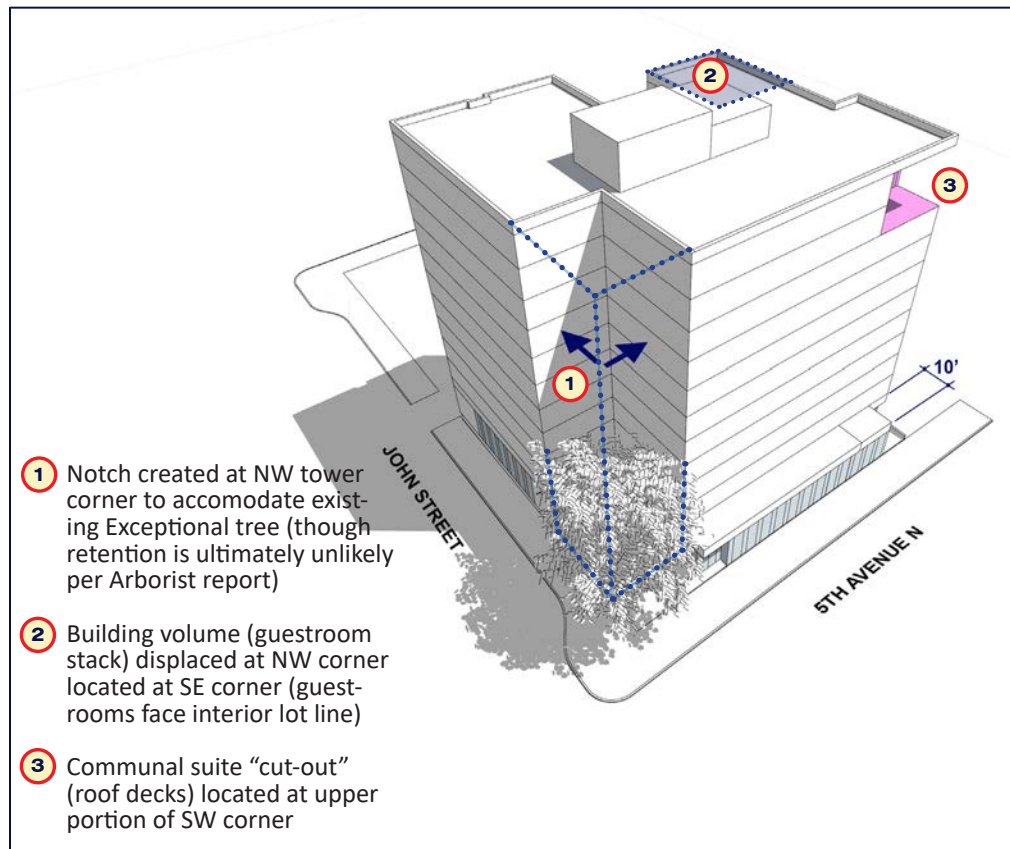
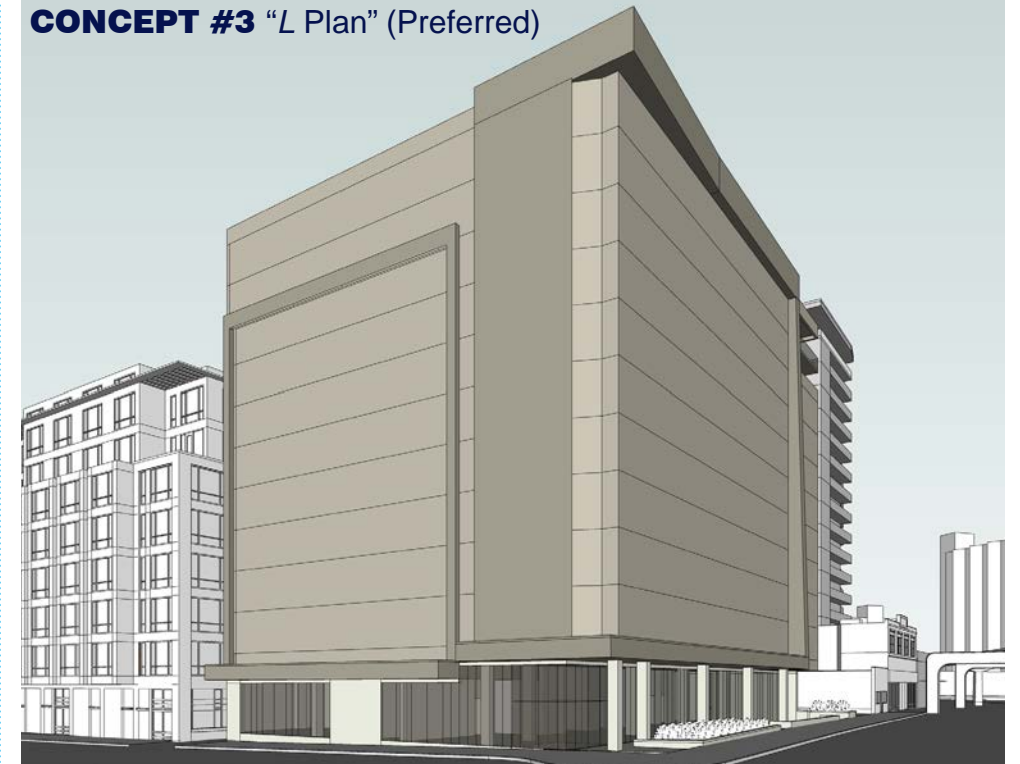


Street-level View looking Southeast at corner of 5th Avenue & John Street

CONCEPT #2 "T Plan"



CONCEPT #3 "L Plan" (Preferred)



MASSING CONCEPTS FROM EDG MEETING #1

CONCEPT #1 "C Plan" (Code-Compliant/ Tree-Retention)



Street-level View looking Southwest from John Street



Street-Level View looking North along 5th Avenue

SUMMARY:

- Existing tree greatly compromises the design.
- Urbanistically deficient with notched NW corner and single-story podium extending to west lot line.

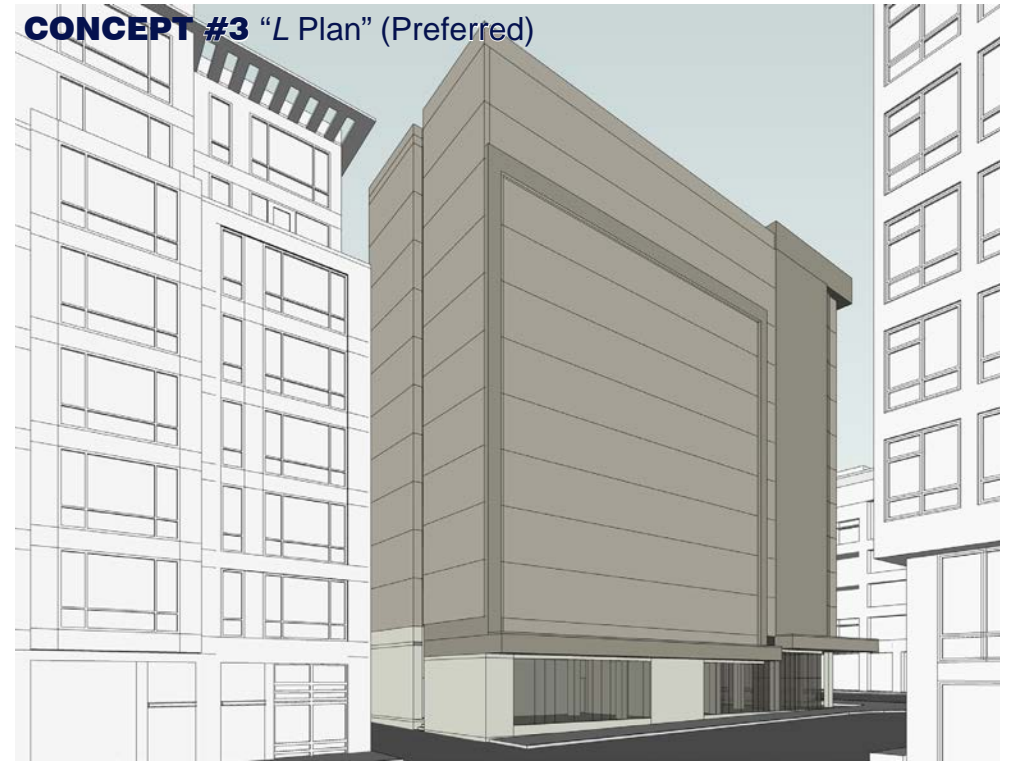
CONCEPT #2 "T Plan"



SUMMARY:

- Similar to Concept #1, single-story podium along 5th Avenue is a weak urban gesture in this context.
- Urbanistically deficient with discontinuous "street wall" along John Street

CONCEPT #3 "L Plan" (Preferred)



SUMMARY:

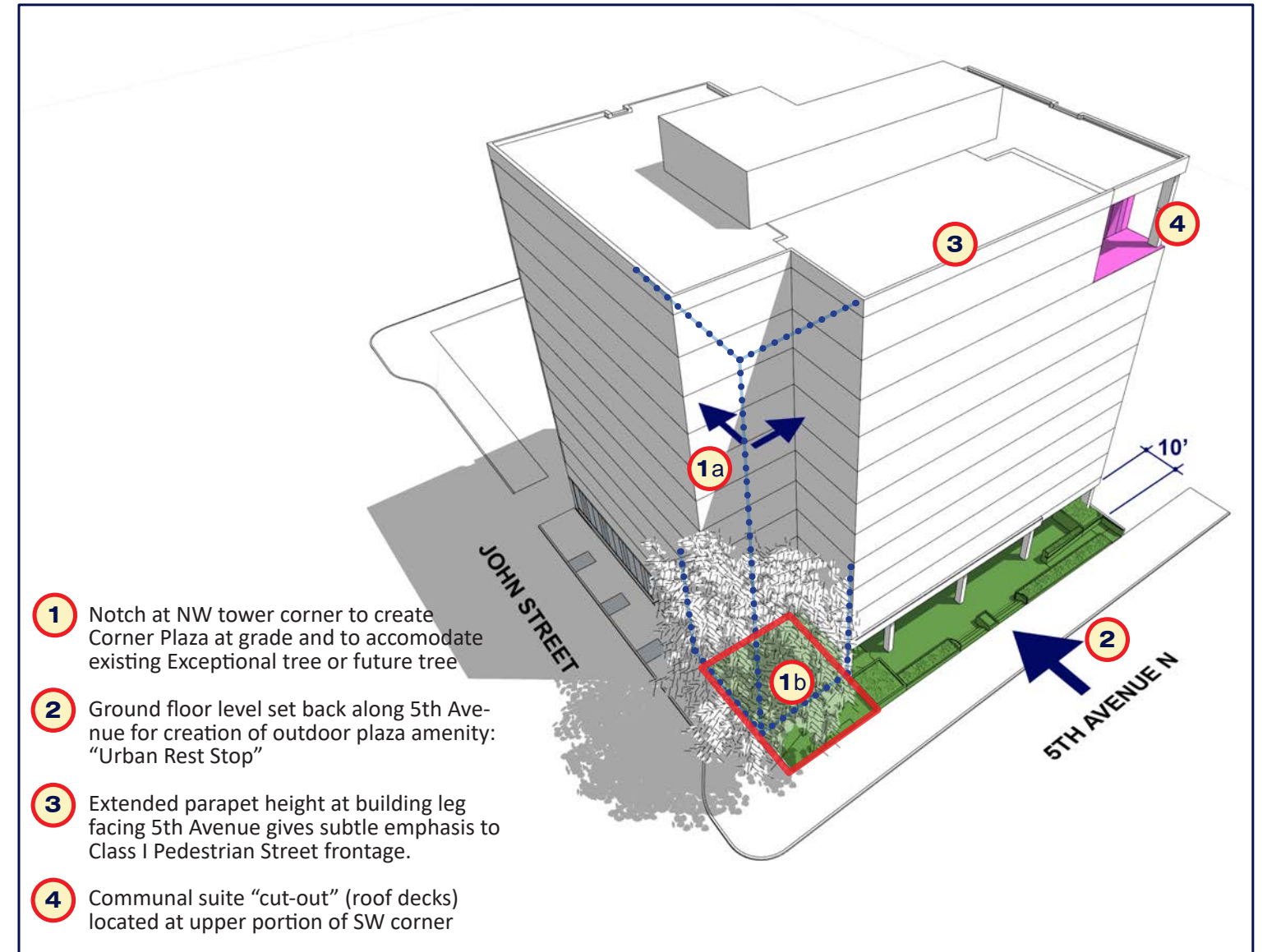
- Provides outdoor landscaped plaza along 5th Avenue as significant urban amenity.
- Clarity & coherency of building massing, but eliminates existing tree.

NEW MASSING CONCEPT

PER DESIGN REVIEW BOARD GUIDANCE

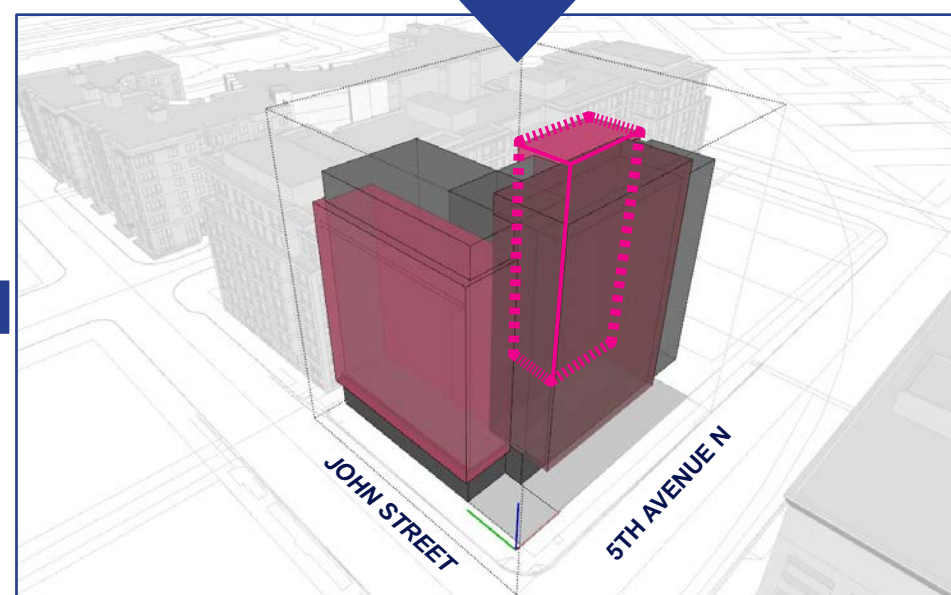
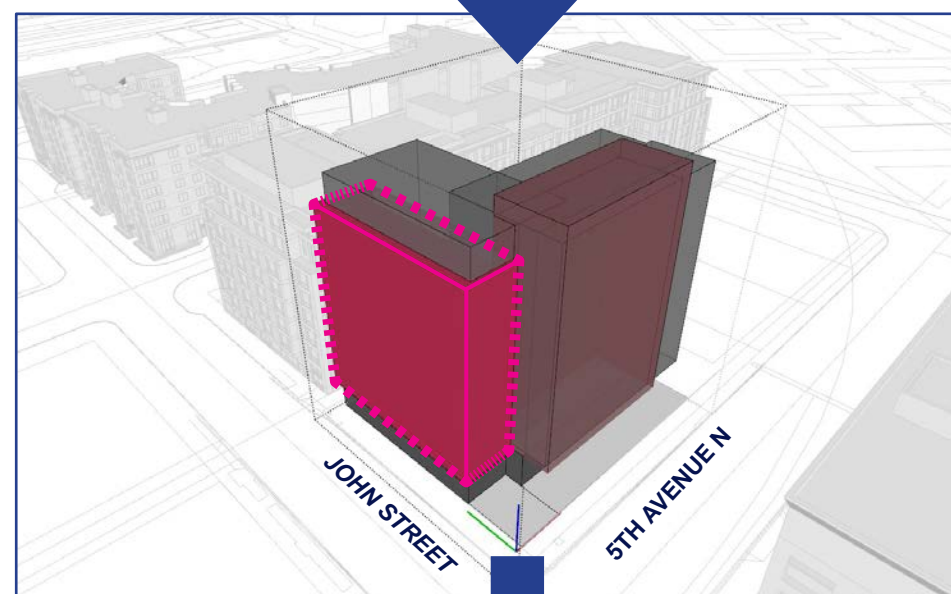
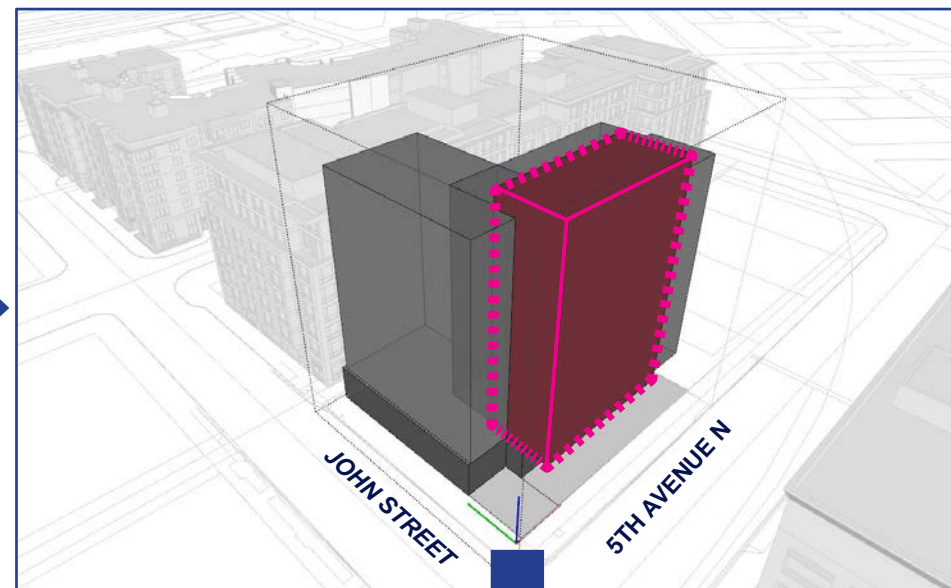
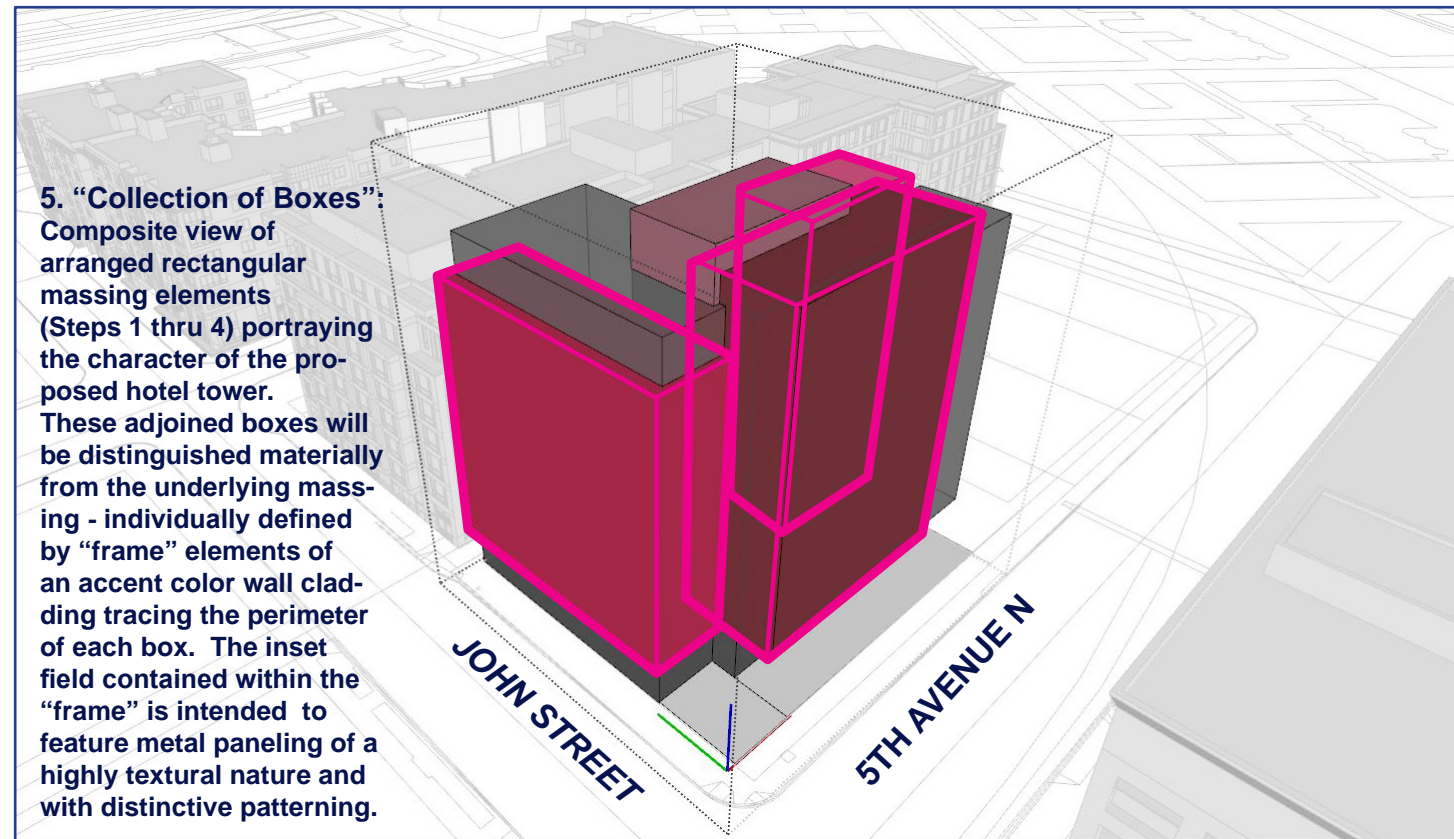
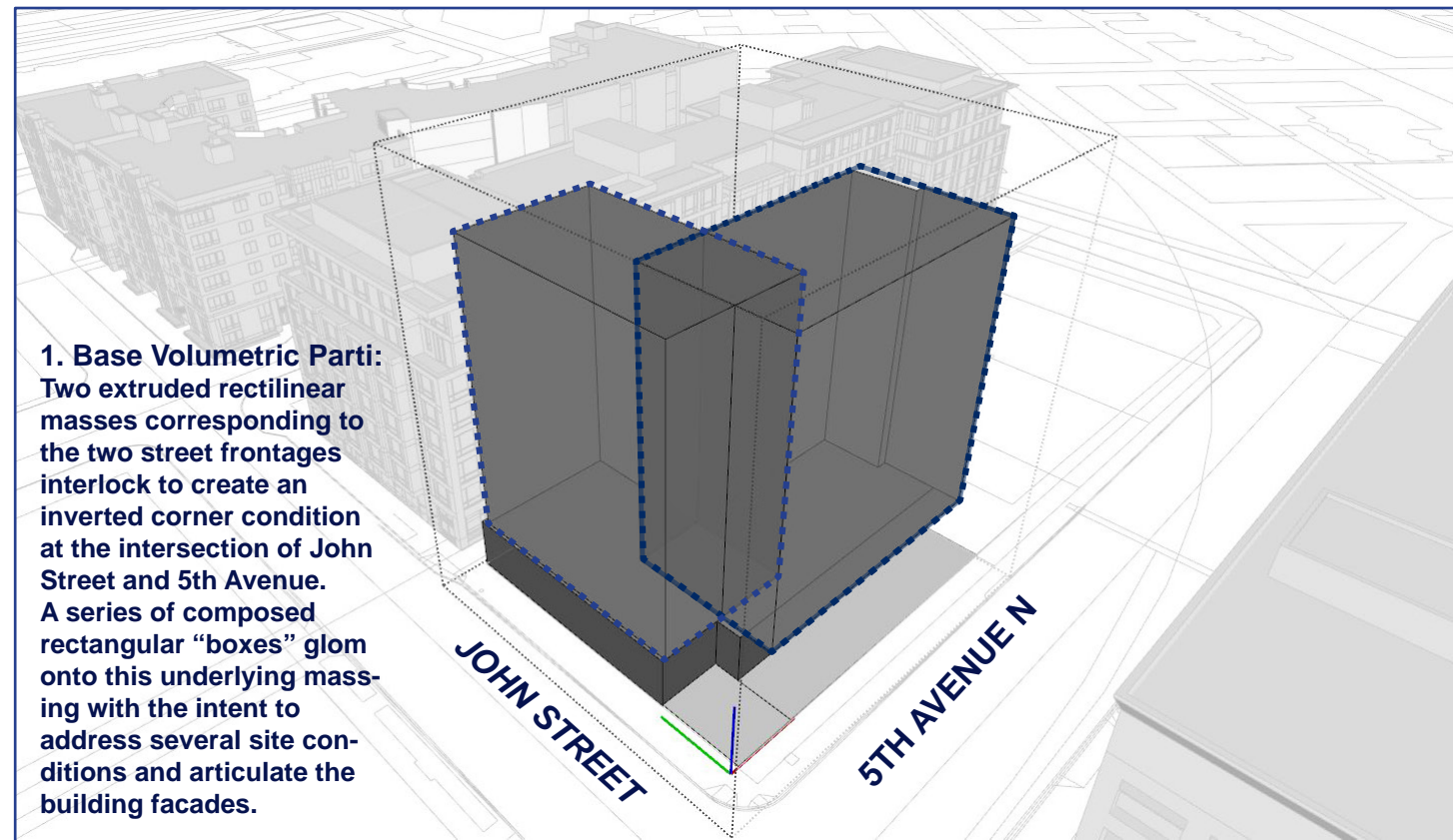


Street-level View looking Southeast at corner of 5th Avenue & John Street



NEW MASSING CONCEPT

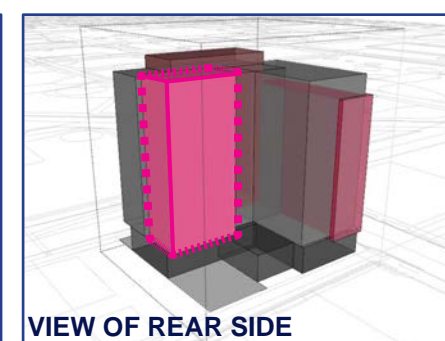
REVISED CONCEPT PER DESIGN REVIEW BOARD GUIDANCE



2. Primary Massing:
The most prominent "box" in terms of height is expressed along 5th Avenue to acknowledge its importance as a Class I Pedestrian Street.

3. Secondary Massing:
The secondary "box" is positioned along John Street and directly responds to the height datum set by The Century Apartments building adjacent. The perceived scale of the building thus steps down as the building transitions from its 5th Avenue frontage to John Street for better compatibility with the massing of existing buildings along this corridor.

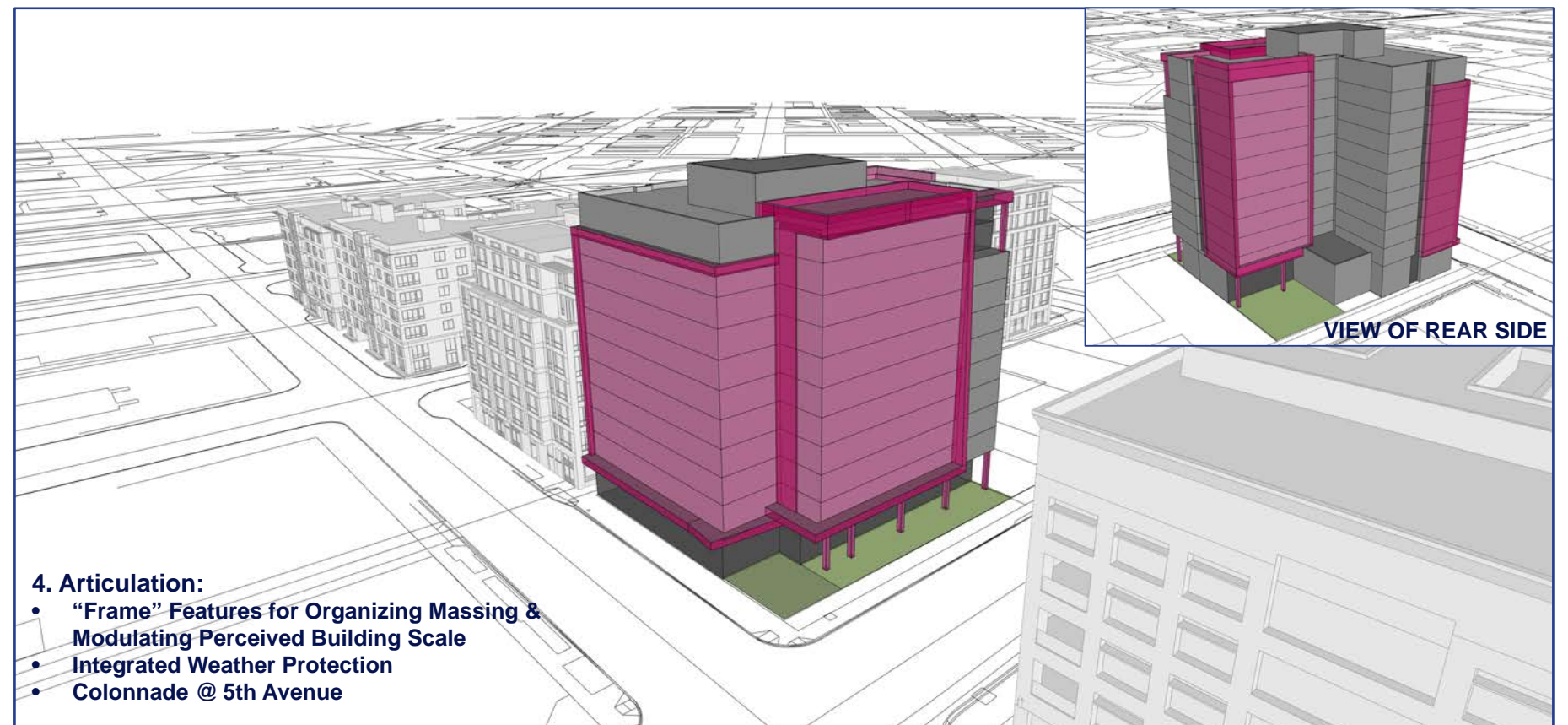
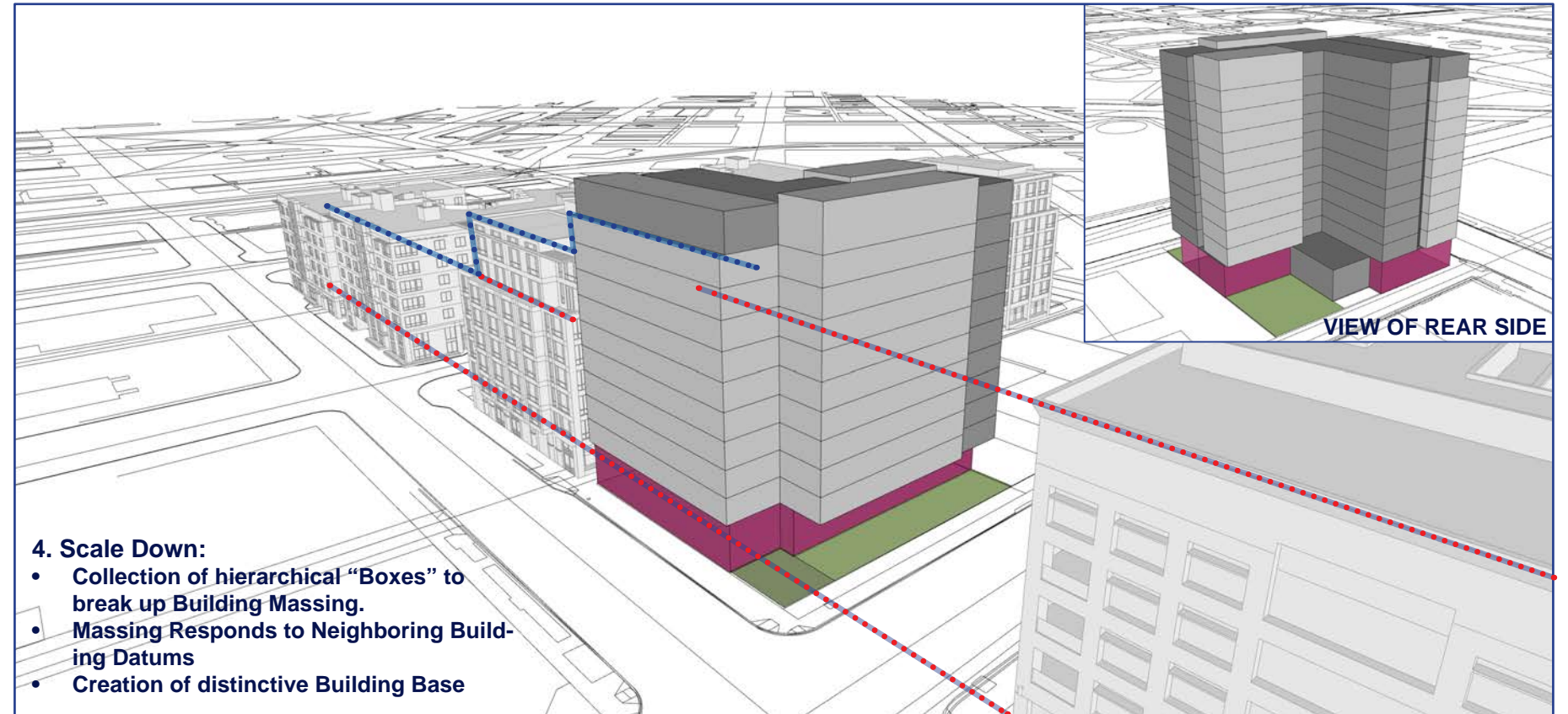
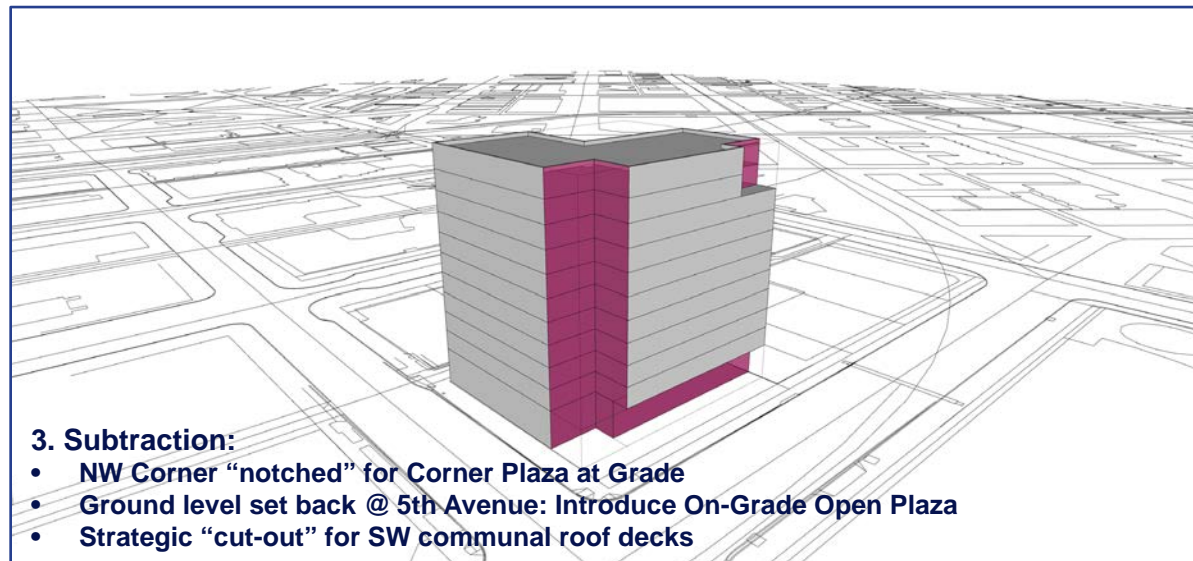
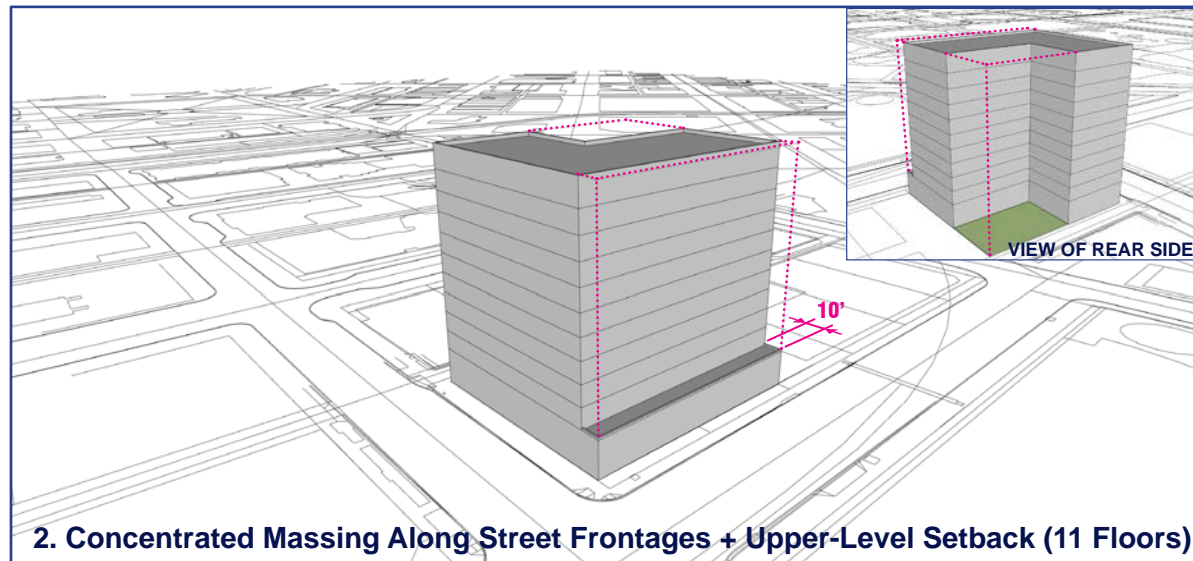
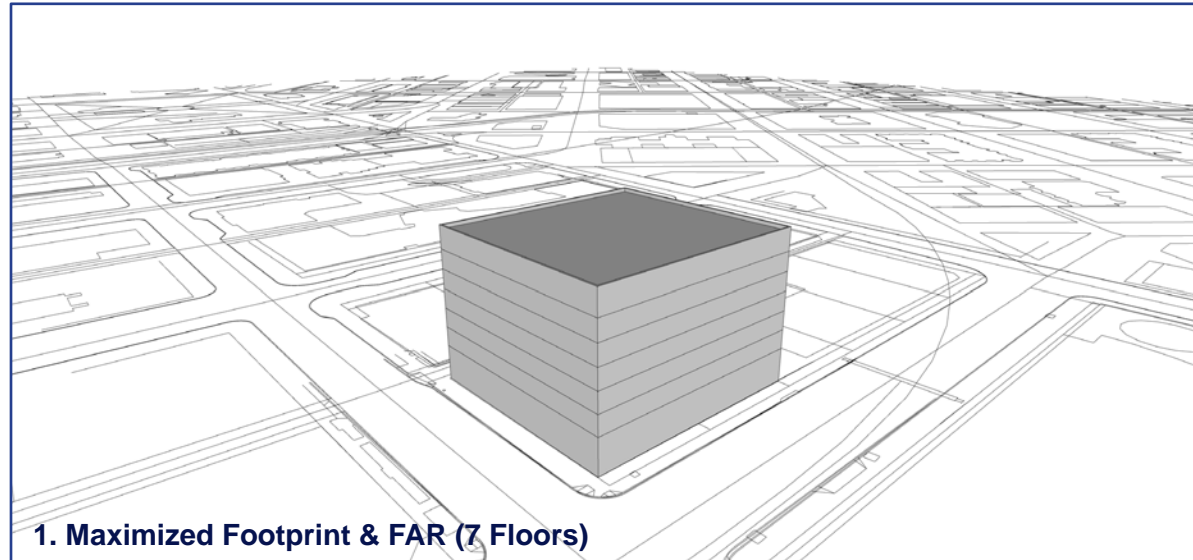
The top of this box occurs at the Level 11 floorline and approximates the height of The Century Apartments building and continues a "stepping" approach observed in the massing along the south side of John Street.



3. Tertiary Massing:
A third "box" is expressed at the east elevation facing the interior of the lot and helps define the south end of the tower where the floor plate fattens up. This box brings balance to the composition and addresses the Design Guideline directive to "Shape & Design All Sides".

NEW MASSING CONCEPT

REVISED CONCEPT PER DESIGN REVIEW BOARD GUIDANCE



PLAN DIAGRAM

SEATTLE DESIGN GUIDELINES

CONTEXT AND SITE

CS2 Urban Pattern and Form

"Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area."

ADJACENT SITES, STREETS, AND OPEN SPACES

CS2.B.2 Connection to the Street:

"Identify opportunities for the project to make a strong connection to the street and carefully consider how the building will interact with the public realm. Consider the qualities and character of the streetscape— its physical features (sidewalk, parking, landscape strip, street trees, travel lanes, and other amenities) and its function (major retail street or quieter residential street)—in siting and designing the building."

ADJACENT SITES, STREETS, AND OPEN SPACES

CS2.B.3 Character of Open Space:

"Contribute to the character and proportion of surrounding open spaces. Evaluate adjacent sites, streetscapes, trees and vegetation, and open spaces for how they function as the walls and floor of outdoor spaces or "rooms" for public use. Determine how best to support those spaces through project siting and design (e.g. using mature trees to frame views of architecture or other prominent features)."

CS2 UPTOWN NEIGHBORHOOD SUPPLEMENTAL GUIDANCE

3. Corner Sites:

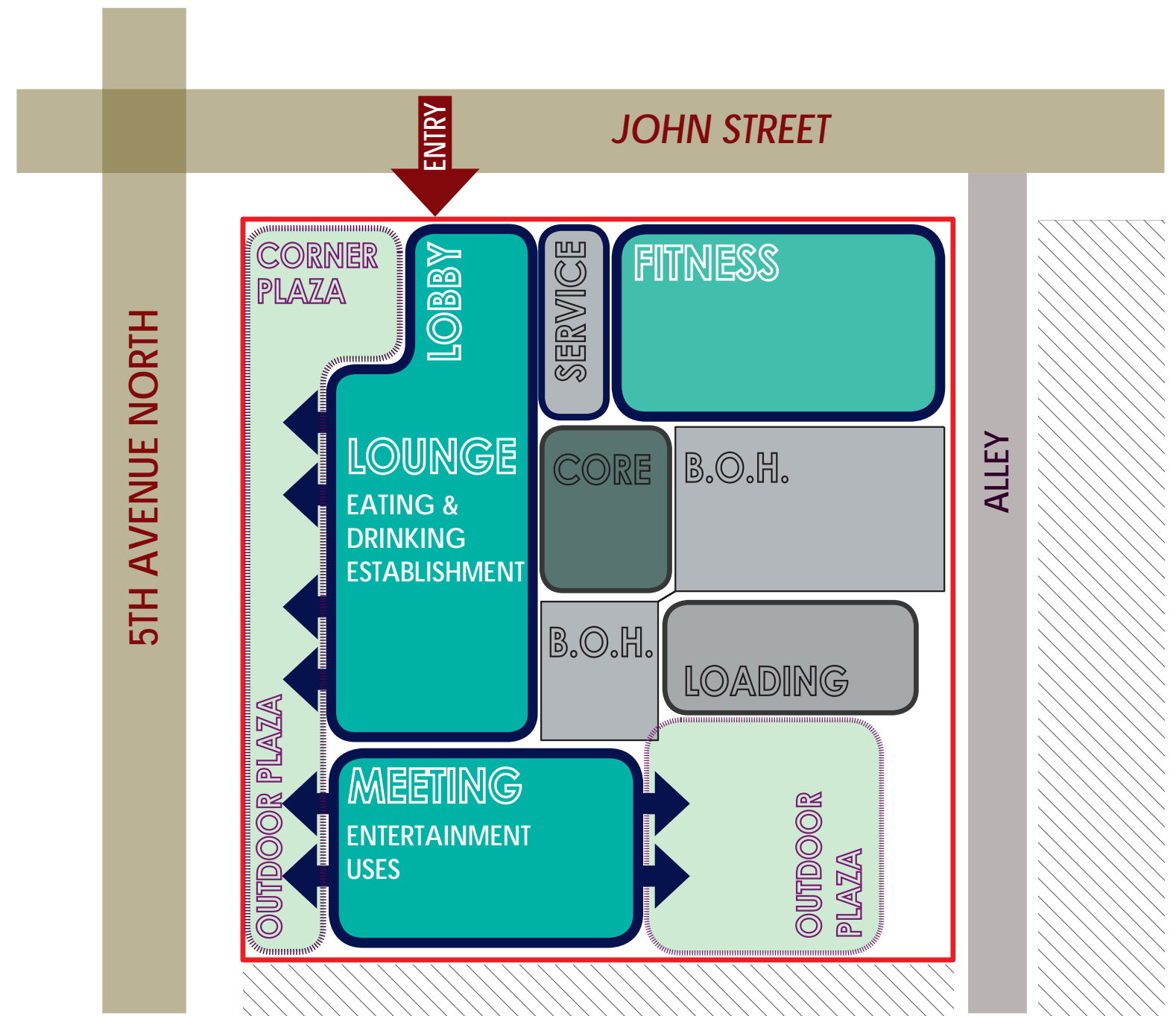
- a. Generally, buildings within Uptown should meet the corner and not be set back, except for Gateway locations (see Figure 1). Buildings, retail treatments, and open spaces should address the corner and promote activity.
- b. Generally, corner entrances are discouraged for retail uses. However, corner entrances may be appropriate to emphasize Gateways or locations with high pedestrian activity within the Heart of Uptown (see Figure 1).
- c. Corner sites are often desirable locations for small publicly-accessible plazas, art, and other special features."

RESPONSE:

The project site is a corner site in close proximity to the Seattle Center campus and with frontage on the Class I Pedestrian Street of 5th Avenue North. As such, a high level of priority has been placed on creating a unique and enriching pedestrian experience.

The design approach proposes, as its primary urban gesture, a street level setback along 5th Avenue in order to create a vest-pocket park. This open space provides an enhanced connection between the building and street, simultaneously serving as "breakout" space for interior hotel functions and an amenity for the public. The building overhang with supporting columns and canopy define this space as an outdoor "room" where careful attention will be paid to the landscaping, lighting, paving and grade transitions with the purpose of elevating the pedestrian experience. This protected outdoor space transitions to a more gracious open-to-sky corner plaza that provides additional relief in front of the building's primary entrance.

The proposed building planning strategically concentrates all its active use public spaces along both its street frontages. The Lobby, Lounge, Dining, Media Salon, and Meeting Rooms are organized along 5th Avenue with direct access to the aforementioned outdoor plaza. Meanwhile, the Lobby and Fitness front John Street to the north.



GROUND LEVEL PLAN DIAGRAM

Consistent with the Land Use Standards, the proposal acknowledges 5th Avenue North as the primary pedestrian frontage for the project. Thus, a series of Ground Floor public spaces central to the vibrancy of the hotel experience are concentrated along this street, including the Lobby, Lounge, Dining, and adaptable Meeting spaces. The primary hotel entrance is strategically located at the northwest building corner in order to establish a visual presence on both 5th and John Street. Extended hotel Lobby functions and Fitness continue the active use agenda along the majority of the John Street frontage.

With these important public programmatic spaces pushed to the perimeter to engage the pedestrian realm, the various Back Of House and Service spaces are appropriately relegated to the interior corner of the block.

Finally, The interior public uses which border 5th Avenue are complemented and enhanced by a landscaped outdoor plaza that stretches across the length of the building, as well as another outdoor terrace located at the southeast corner of the lot providing additional breakout space for hotel activities.

REVISED MASSING CONCEPT PER DESIGN REVIEW BOARD GUIDANCE

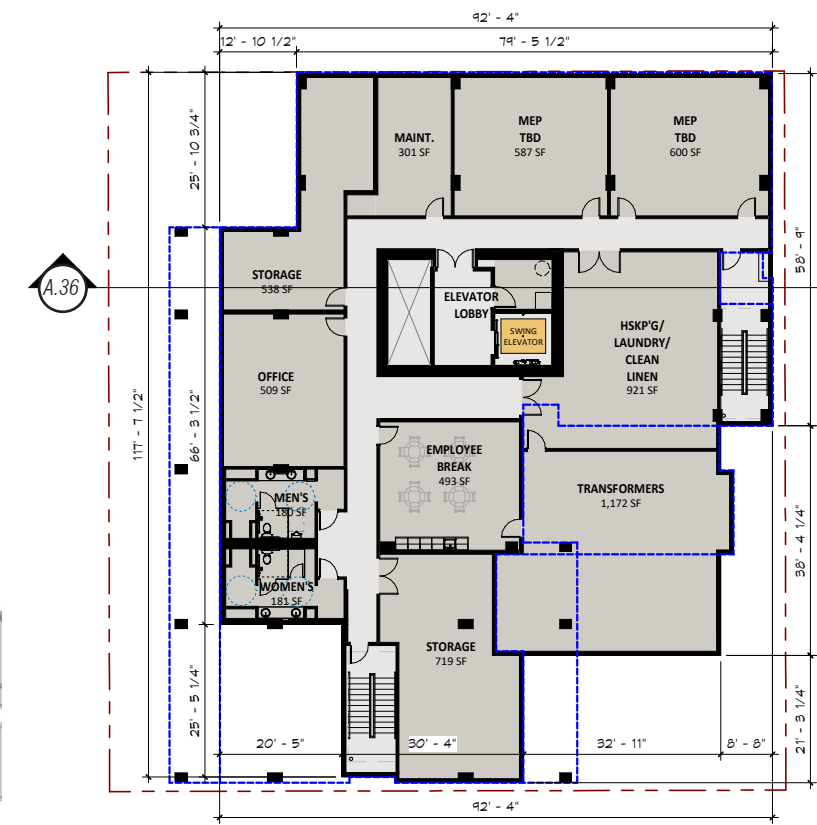
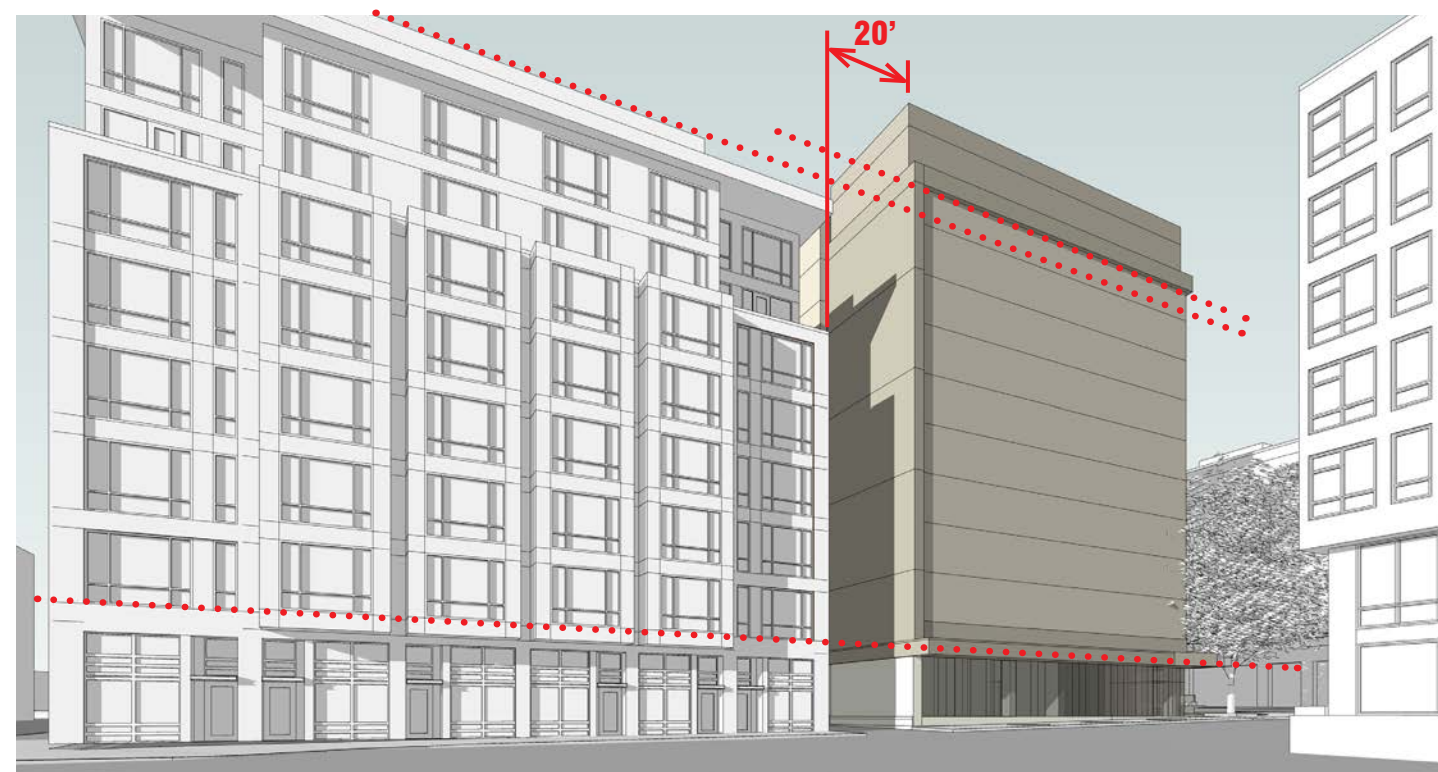
The massing concept relies upon a straightforward gesture to create a significant urban impact. Along the 5th Avenue frontage, the building edge is pulled back from the lot line to produce an outdoor amenity plaza at grade, approximately 18' in width, across the entire north-south length of the site. This swath of open space provides usable, covered breakout space and outdoor seating areas associated with the hotel lounge, dining and meeting rooms. At the same time, it contributes to the non-hotel user experience by enhancing the pedestrian realm on 5th Avenue - creating a landscaped zone and buffer that is a visual amenity for the neighborhood and resting spot for passersby.

Meanwhile, the tower facade above Level 1 extends over the top of this open space responding to the zoning upper-level setback standard, providing weather protection, and maintaining the urban street edge as consistent with adjacent blocks. This building overhang helps to define the open space as an "outdoor room", partially sheltered and protected from the street.

The outdoor plaza fits the category of open spaces that "address the corner and promote activity" at a corner site prime for "small publicly-accessible plazas, art, and other special features", per the Uptown Neighborhood Design Guidelines. Additionally, it fulfills an opportunity to "add to public life... especially important for street-facing facades that are adjacent to the Seattle Center".

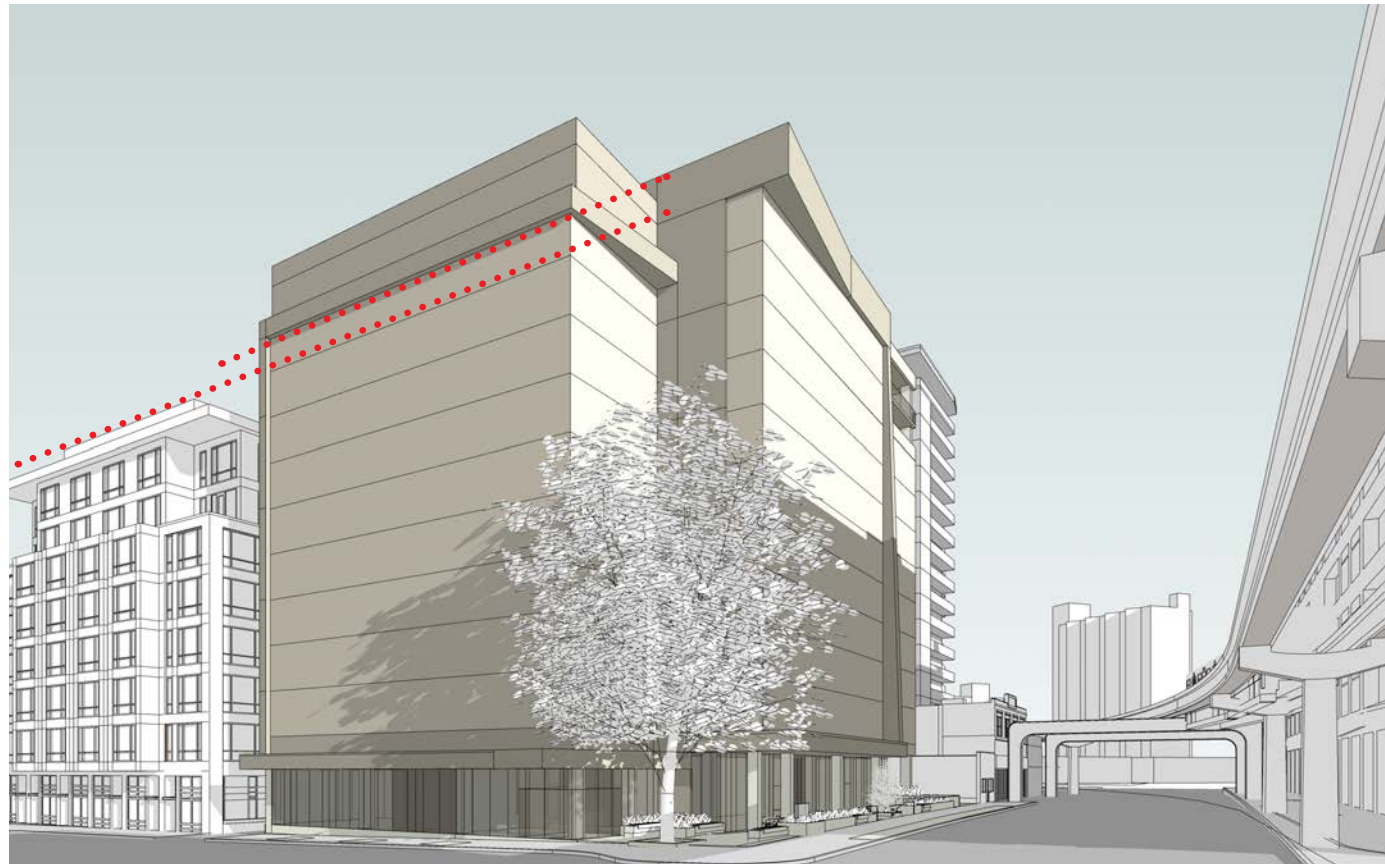
The plaza is punctuated at the north by a ground-to-sky corner plaza as a result of the inverted corner tower massing which creates strategic relief at the intersection in front of the main building entry for the hotel.

The tower reinforces the concept of "a collection of interlocking boxes" through its overarching massing approach in an effort to break down the scale of the building.



Street-level View looking Southwest from John Street

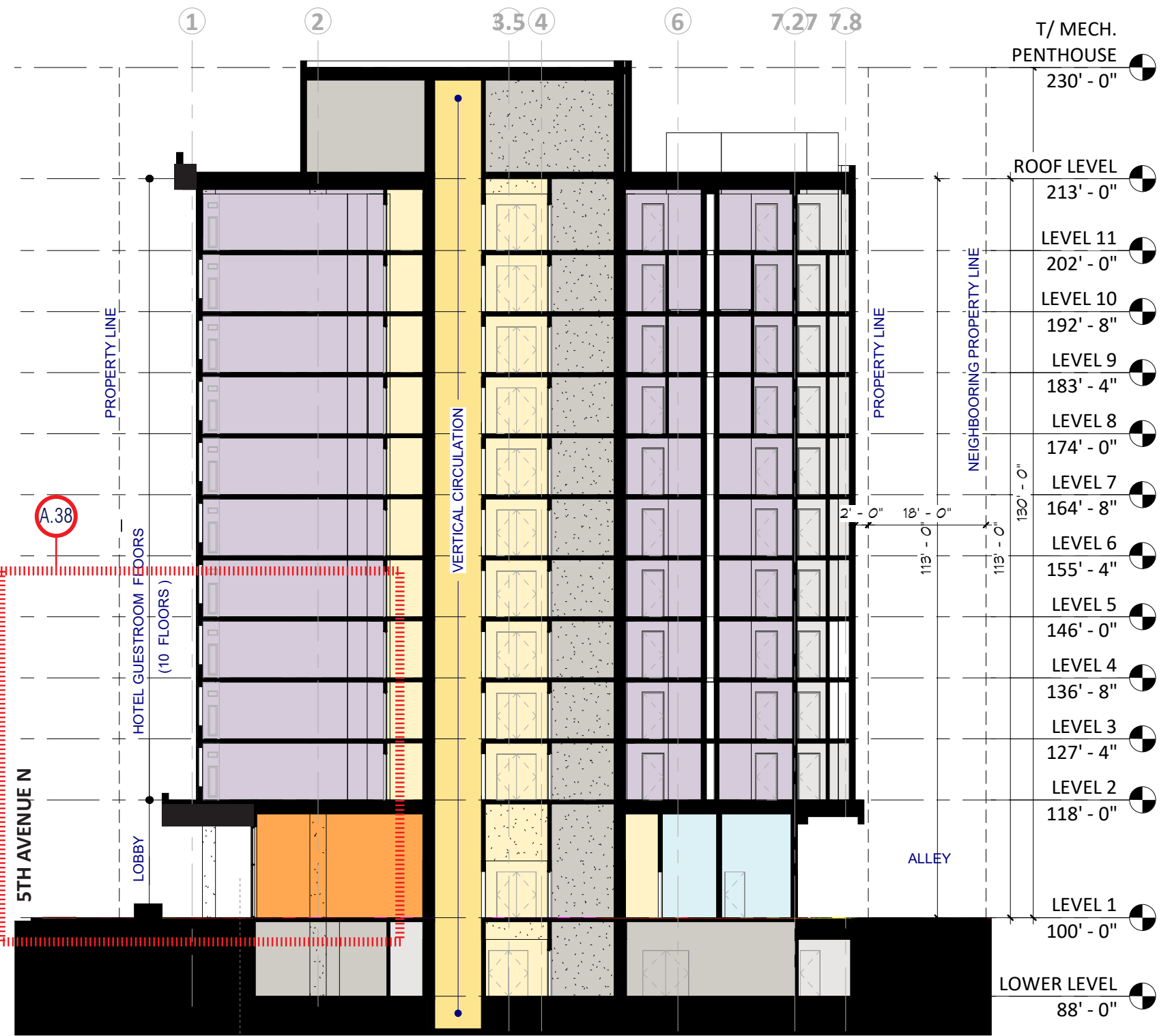




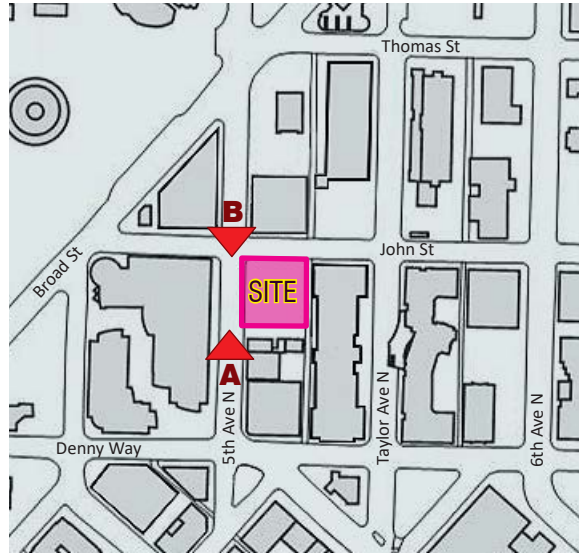
Street-level View looking Southeast at corner of 5th Avenue & John Street



Street-level View looking North along 5th Avenue



REVISED MASSING CONCEPT PER DRB GUIDANCE



KEY PLAN



OBSERVATIONS:

- Proposed landscaped Plaza along 5th registers as an “outdoor room”, protected by the building overhang and integrated canopy above.
- Outdoor plaza provides important relief and brings activity to a street frontage whose vibrancy is challenged by the Monorail line and severe street facade on the opposite side.
- The inverted corner tower massing creates a corner plaza opportunity at the intersection of 5th Avenue and John Street. This condition emphasizes the primary building entrance and accessible point of entry to the plaza that stretches the length of the building along 5th Avenue. This is an urban statement that directly responds to the Uptown Neighborhood Urban Pattern & Form Design Guidelines: “Corner sites are often desirable locations for publicly accessible plazas” and “..open spaces should address the corner and promote activity.”



A. Revised Concept: Setback of Street-Level Uses & Relationship to Sidewalk: View looking North along 5th Avenue

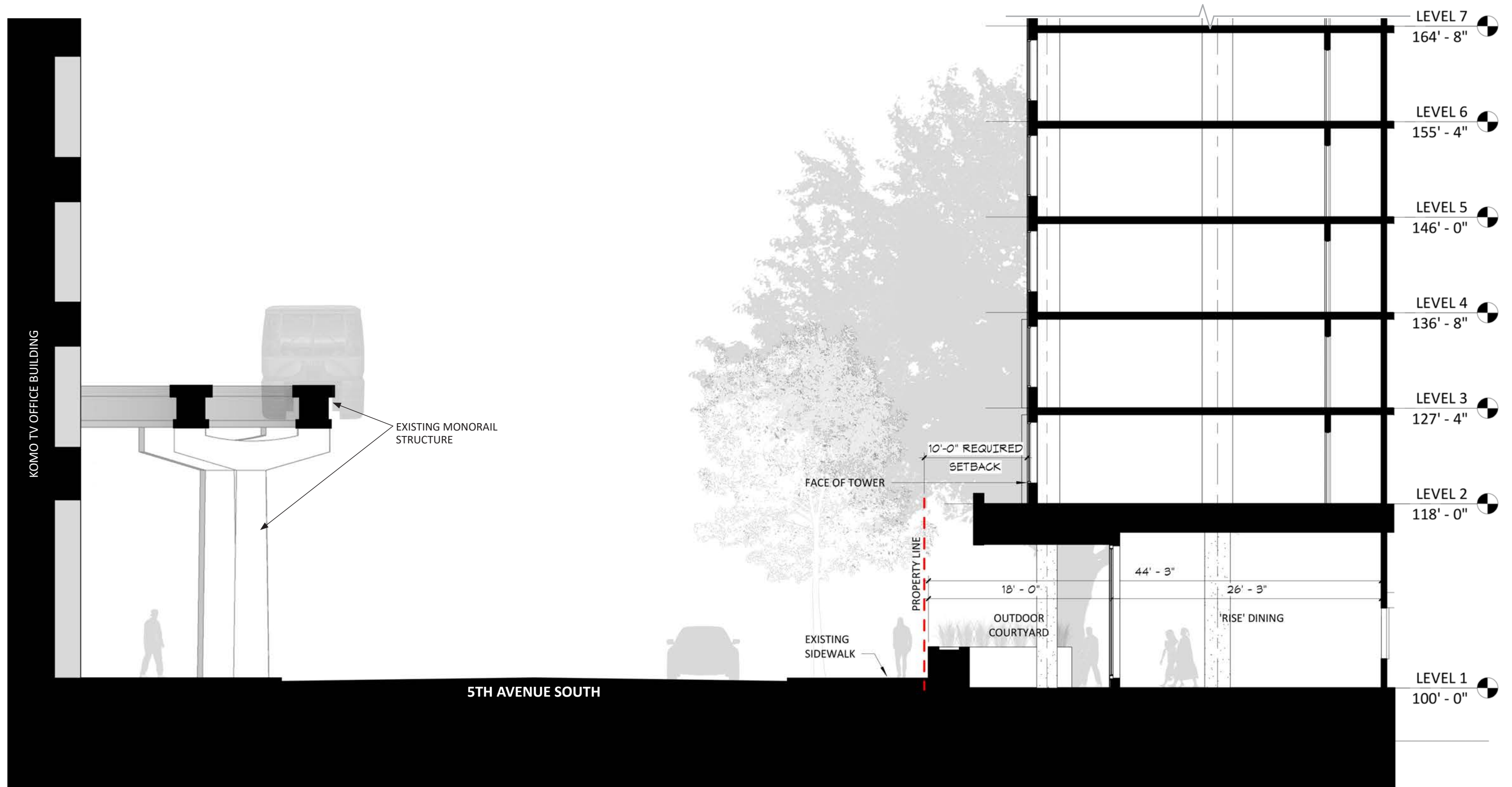


Aerial View looking down on Rear SE Corner Outdoor Patio with Ideal Relationship with Ground Floor Interior Space



B. Revised Concept: Setback of Street-Level Uses & Relationship to Sidewalk: View looking South along 5th Avenue

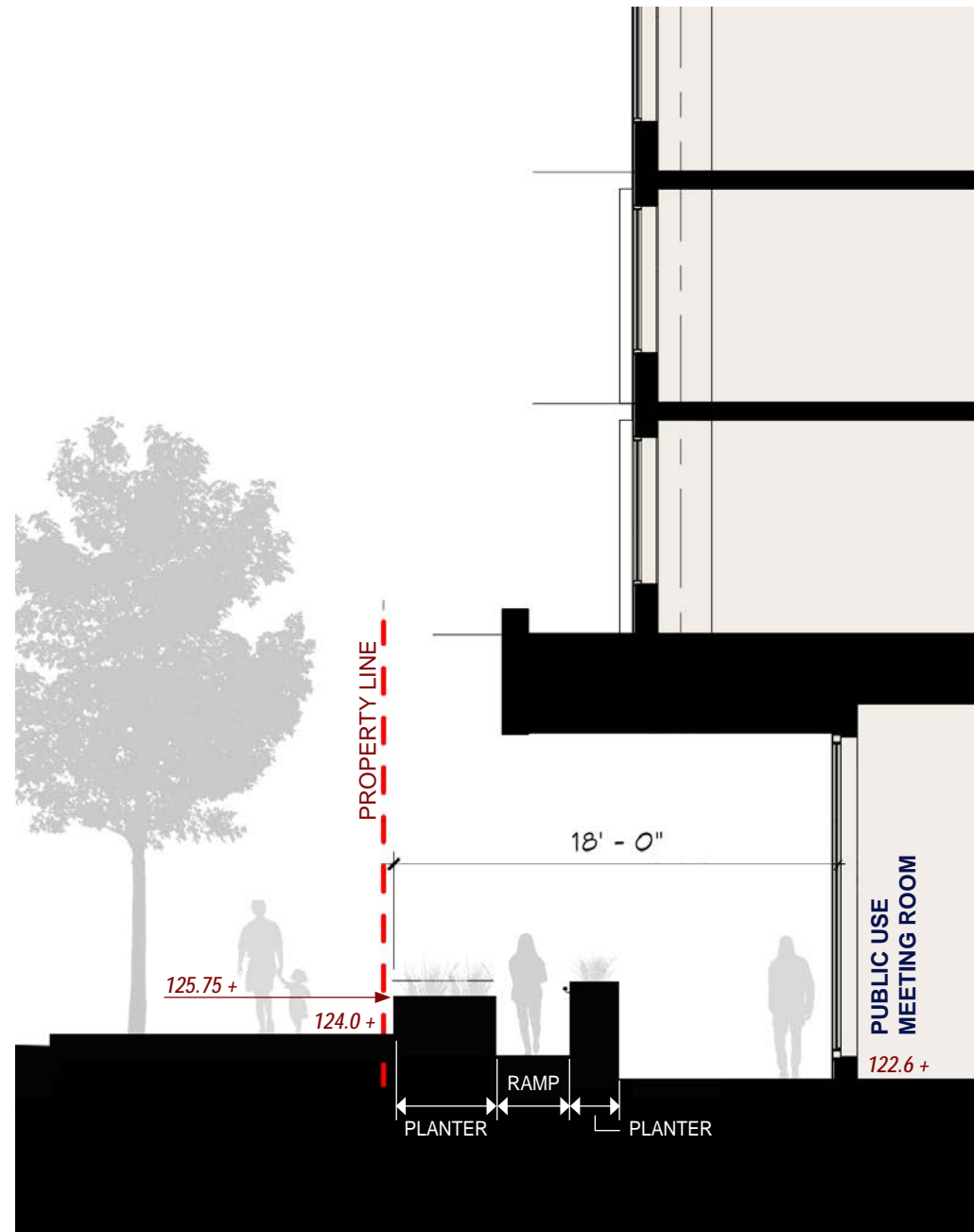
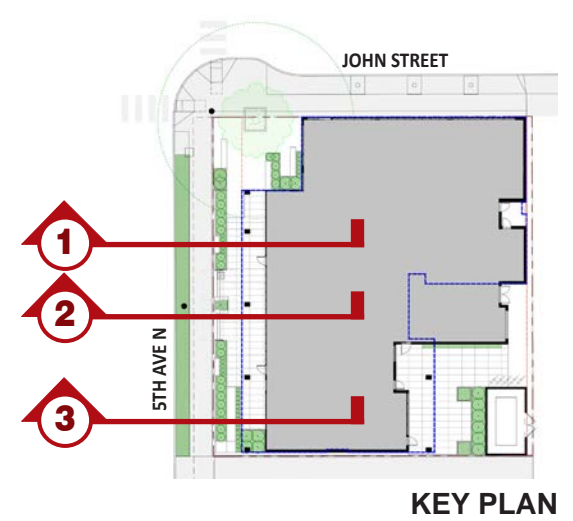
SECTION @ 5TH AVENUE



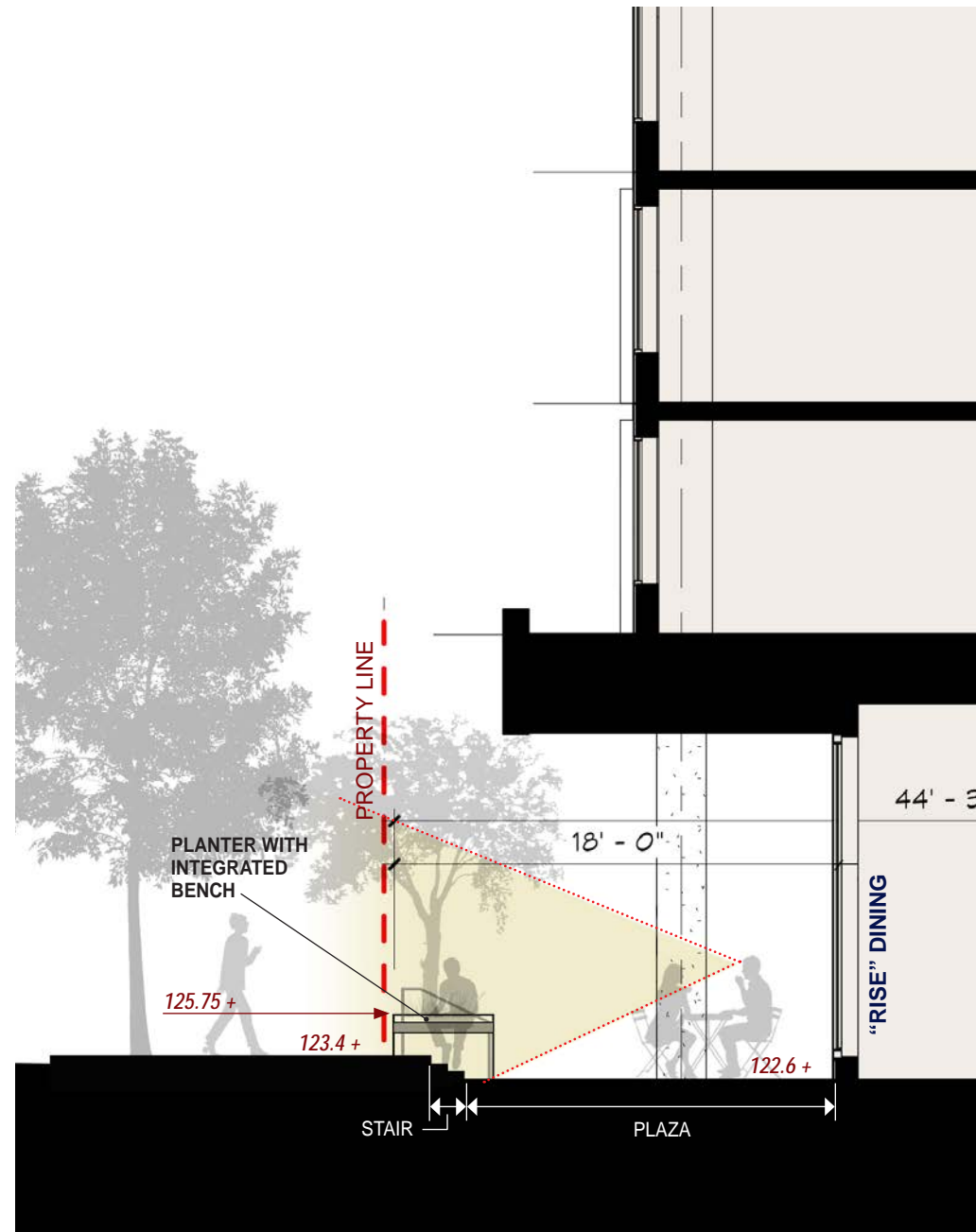
REVISED MASSING CONCEPT ENLARGED SECTION @ 5TH AVENUE FRONTAGE

PLAZA RE-DESIGN

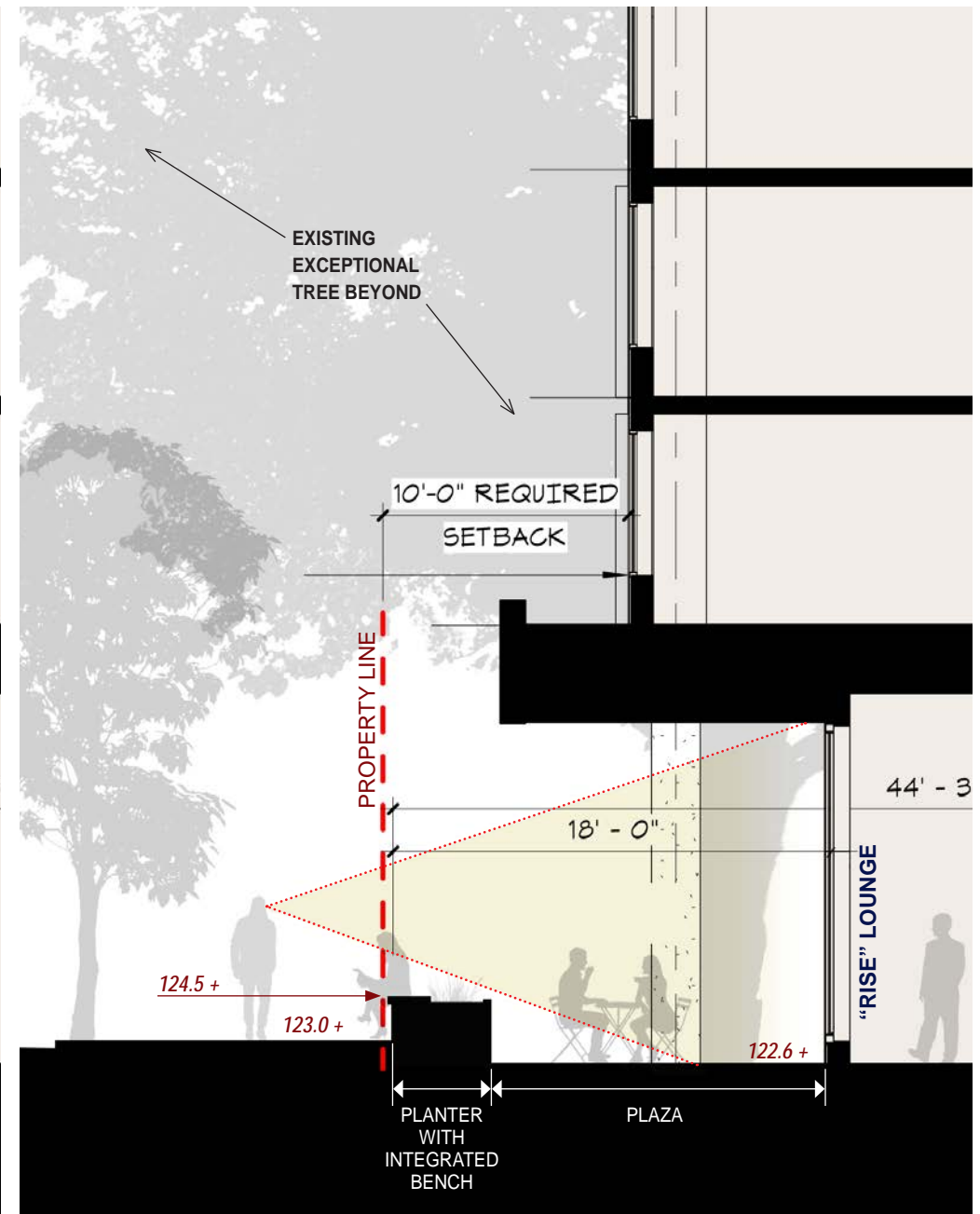
SECTION DETAILS @ 5TH AVENUE PLAZA



3. ENLARGED SECTION @ SOUTH END OF 5TH AVENUE PLAZA



2. ENLARGED SECTION @ STAIR ACCESS TO 5TH AVENUE PLAZA



1. ENLARGED SECTION @ NORTH END OF 5TH AVENUE PLAZA

PLAZA RE-DESIGN

The Concept promises to introduce a thoughtful outdoor urban plaza to activate 5th Avenue.

A colonnade and building overhang help define a unique indoor/outdoor space that mediates between the internal hotel uses on display via storefront glazing – and existing streetscape condition.

A sensitive combination of landscaping, street furniture, pavement types, lighting, signage, and other carefully curated elements will ultimately determine the success of this urban space.



Landscaped Plaza Concept Example: Street Level View of 5th Avenue Frontage



Examples of integrated pedestrian-landscape solutions



Landscaped Plaza Concept Example: Street Level View looking North along 5th Avenue

PLAZA RE-DESIGN

REVISED MASSING CONCEPT: OPEN SPACE AMENITY



Landscaped Plaza Concept Example: View Looking at Corner Plaza from 5th Avenue

LANDSCAPE CONCEPT

REVISED GROUND LEVEL PLAN CONCEPT
PER DESIGN REVIEW BOARD GUIDANCE

Streetscape

The intent of the landscape design is to provide a pedestrian friendly streetscape with street level transparency, to encourage visibility of the hotel entry and dining space. Two medium street trees will be added along 5th Avenue, which will be underplanted with low shrubs and groundcovers to add to the character of the streetscape while maintaining site lines for safety. In order to accommodate pedestrian circulation and vehicular loading/unloading on John Street, the three small proposed trees will have grates. Two benches on either side of the steps down to the lower plaza, are marked with a band of special paving in front of them to integrate with the rest of the internal site paving, and to provide a public facing amenity.

Corner Plaza

An open plaza at the northwest corner of the site marks the hotel entry, and also provides an inviting pathway into the dining plaza. Linear bands of special paving and planting provide a visual and physical connection between the two spaces. Both outward and inward facing benches are provided at the corner plaza for hotel guests, Seattle Center visitors, and local passersby alike. An integral lighting component is envisioned with all site benches to further tie the seating at the streetscape, corner plaza and outdoor dining plaza together and help to promote a cohesive and lively place at night. The northern most raised planter along the 5th Ave. N. sidewalk provides a potential location for signage, sculpture or a special lighting feature.

SE Corner

The ground level patio space at the southeast corner of the site will have a raised planter sized to accommodate large shrubs. The planter and shrubs will be used to provide screening and to help define the outdoor patio space. Two trees will be incorporated with tree grates to help provide shade and privacy for the patio space. A green screen with low shrubs and groundcover will be planted along the south wall of the adjacent building which will add to the character of the space and help soften the adjacent building façade.



Outdoor Patio Precedent



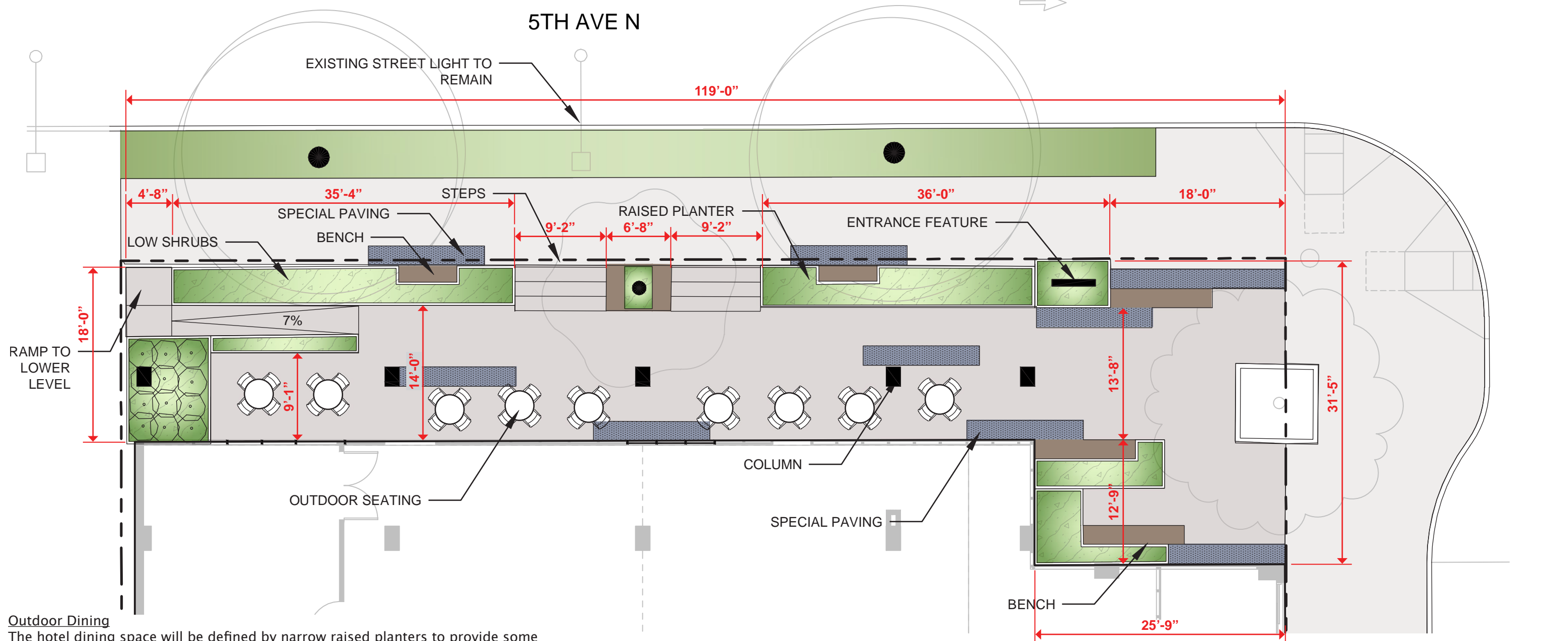
Landscaped Corner Plaza Precedent



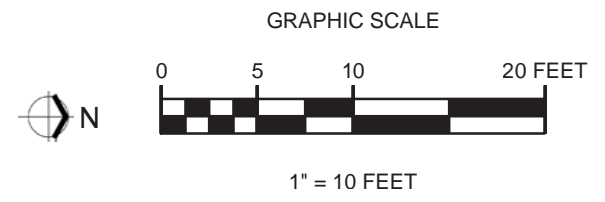
Landscaped Street Plaza Precedent

ANNOTATED ENLARGED PLAZA LANDSCAPE PLAN

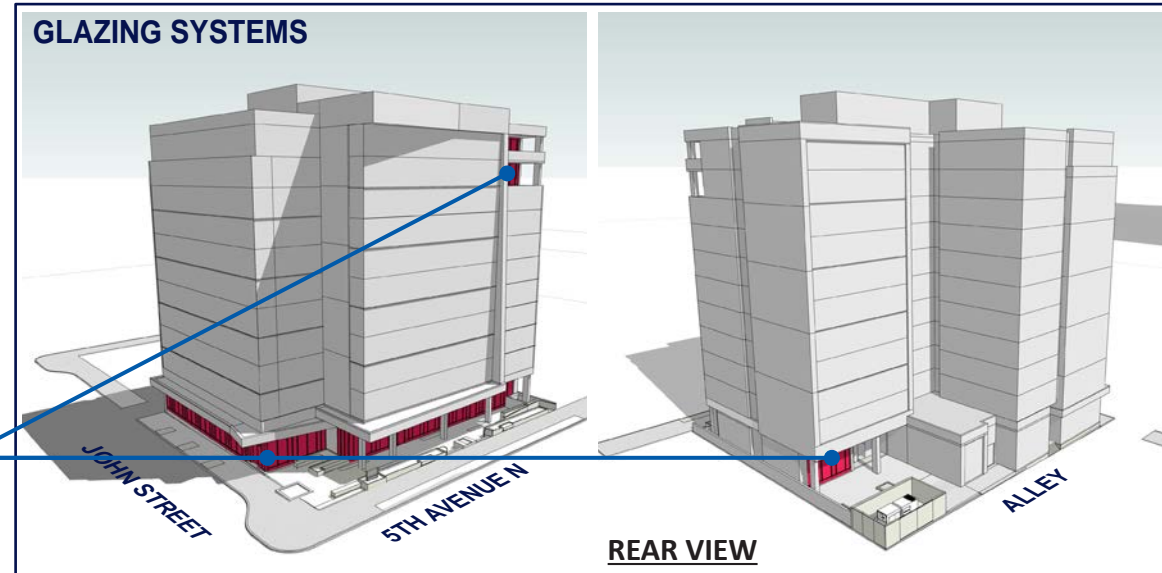
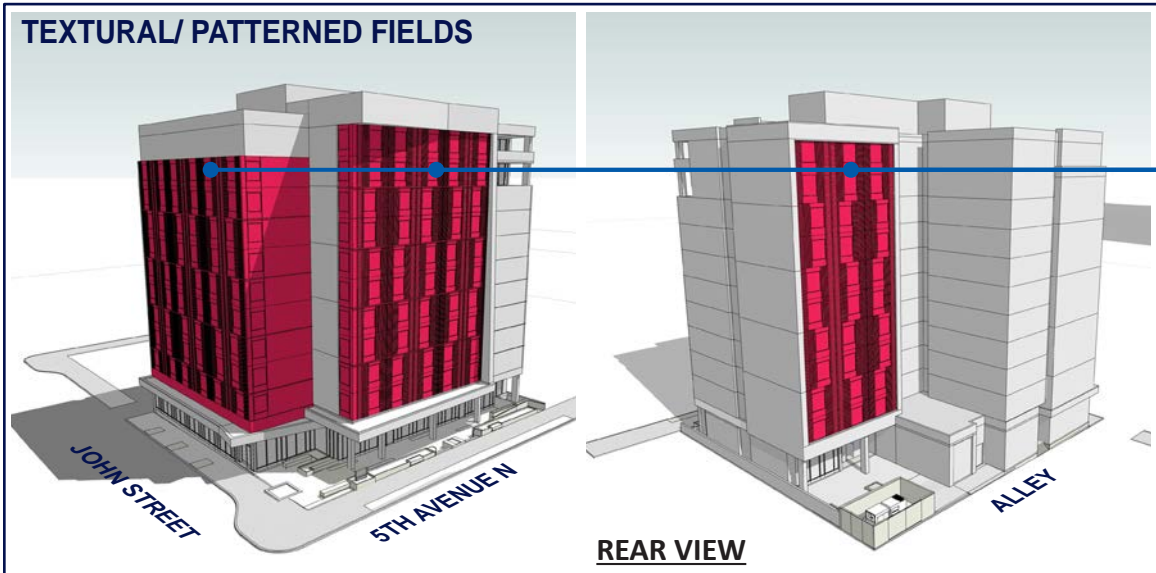
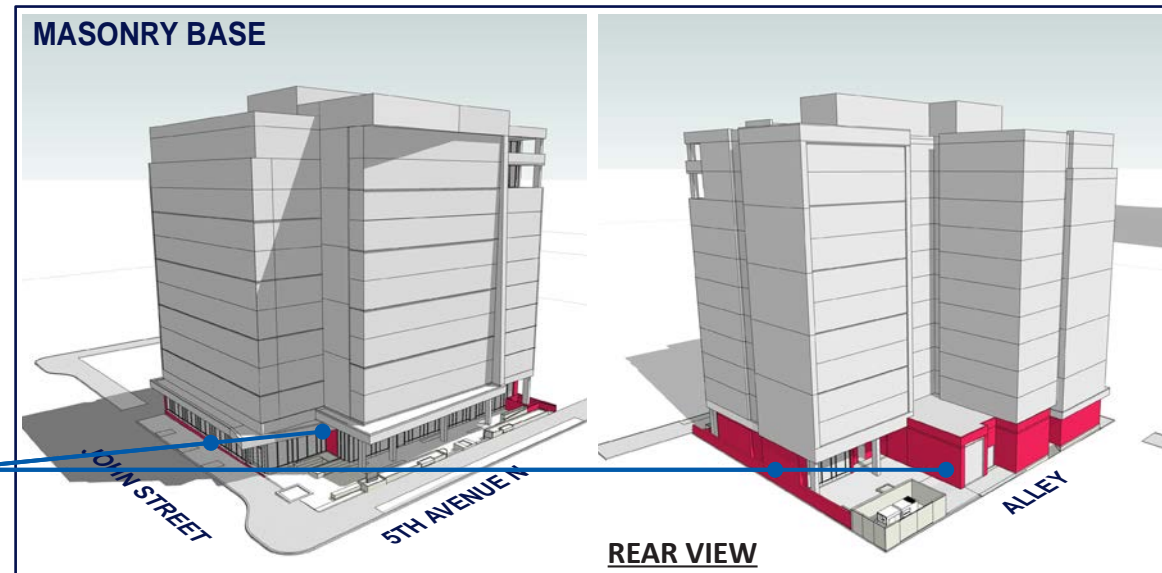
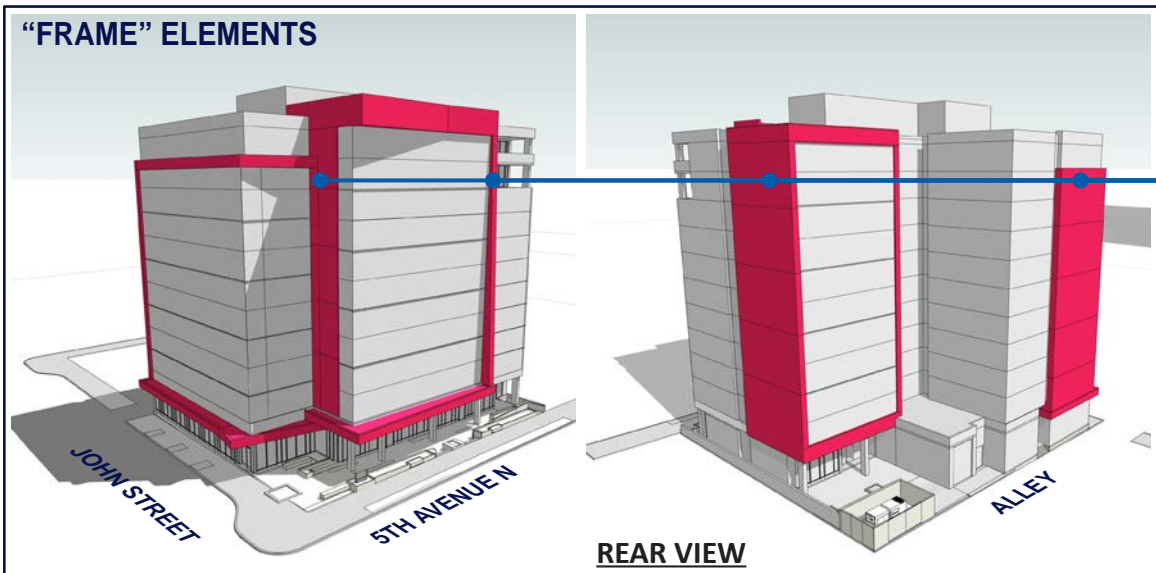
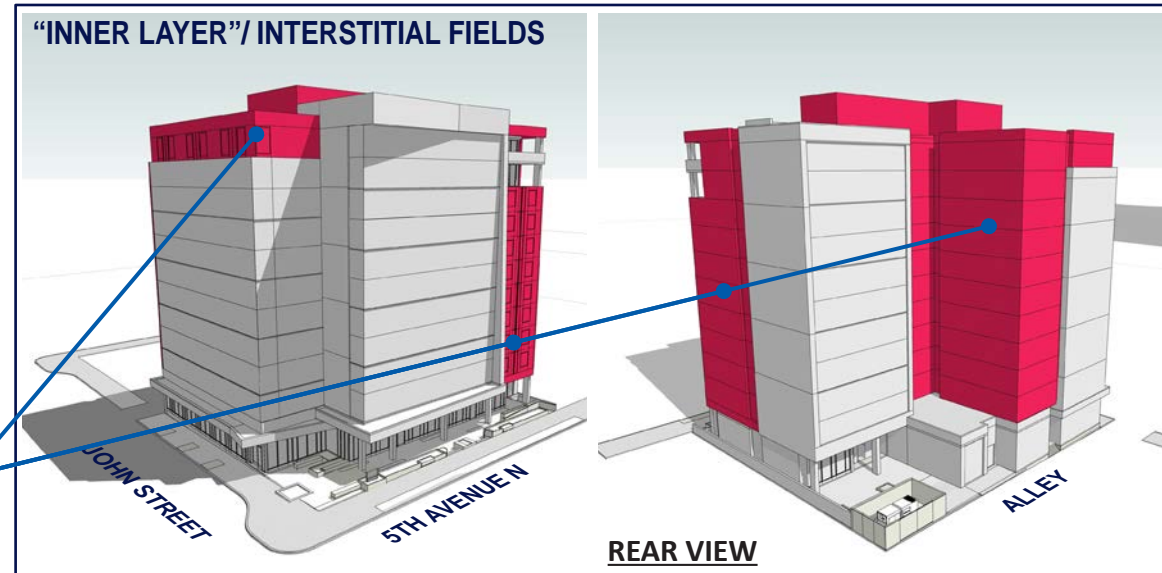
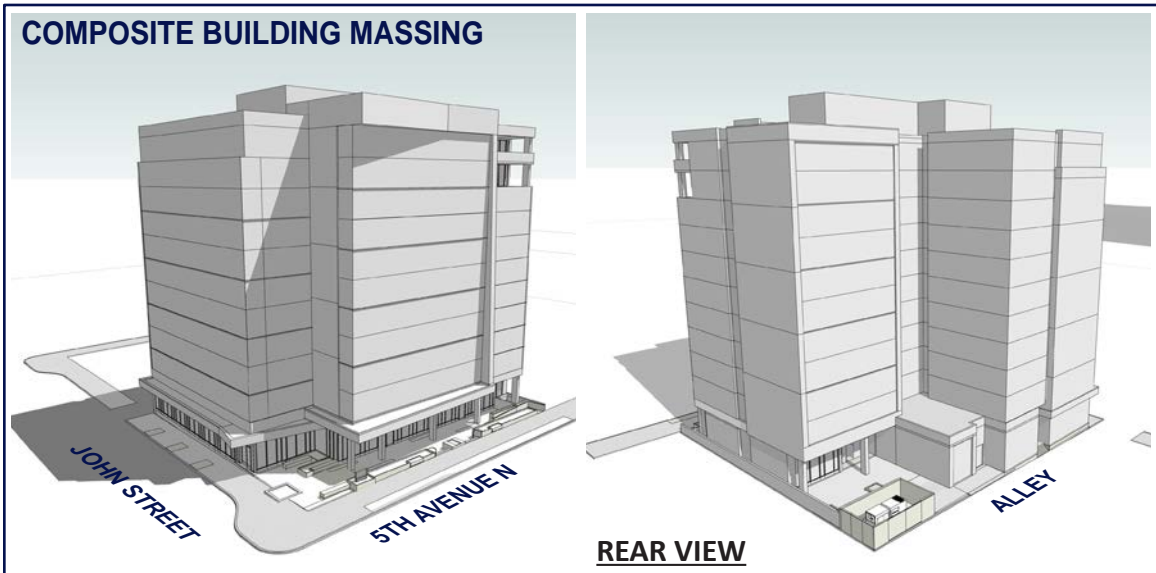
REVISED GROUND LEVEL PLAN CONCEPT
PER DESIGN REVIEW BOARD GUIDANCE



Outdoor Dining
The hotel dining space will be defined by narrow raised planters to provide some separation from sidewalk traffic, without creating too much of a visual barrier. Planter height and plant material height will be carefully considered and limited to maintain open sightlines into and out of the dining plaza. One elongated set of steps with a raised planter in the middle serves as a wide opening into the dining space. The generous steps themselves, are intended to act as an engaging seating element for hotel guests and the public. Seating is also provided on either side of the central tree planter, connecting the sidewalk and dining plaza. Finally, a ramp at the south end of the dining area further connects the lower dining area with the sidewalk above.



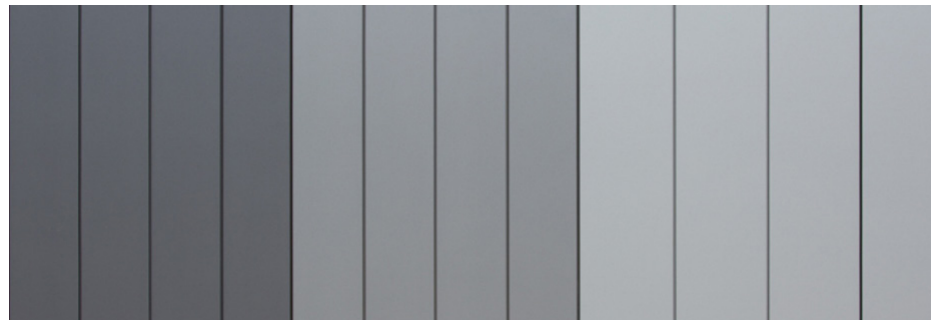
ARCHITECTURAL CHARACTER & MATERIALITY



ARCHITECTURAL CHARACTER & MATERIALITY



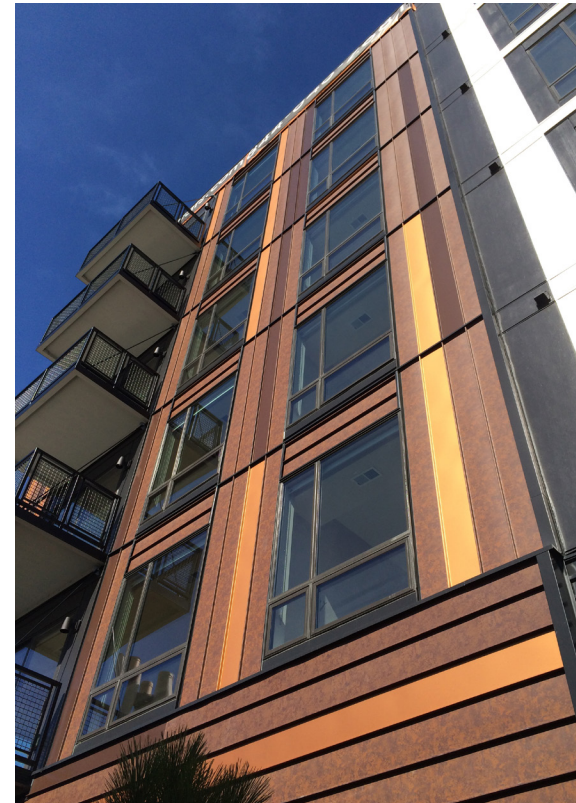
Concept examples of “warm” accent wall cladding @ “frame” elements and soffits



Concept examples of coloration and textural patterning of metal wall panels



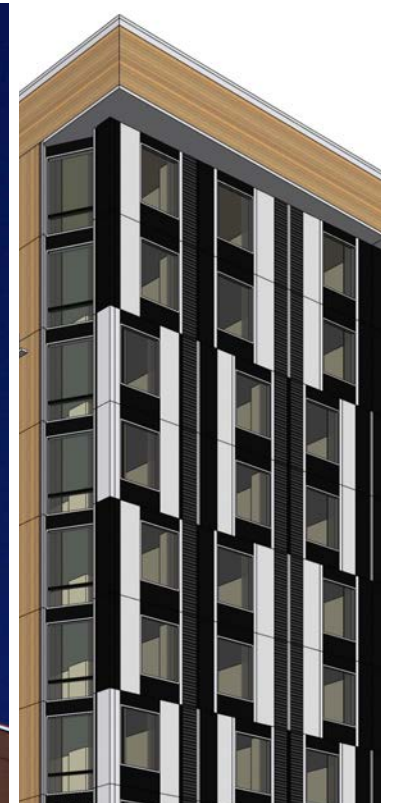
Concept examples of contrasting masonry veneer @ building base



Concept application of “warm” and variegated accent wall cladding



Concept applications of textural metal wall panels, neutral color palette and facade patterning

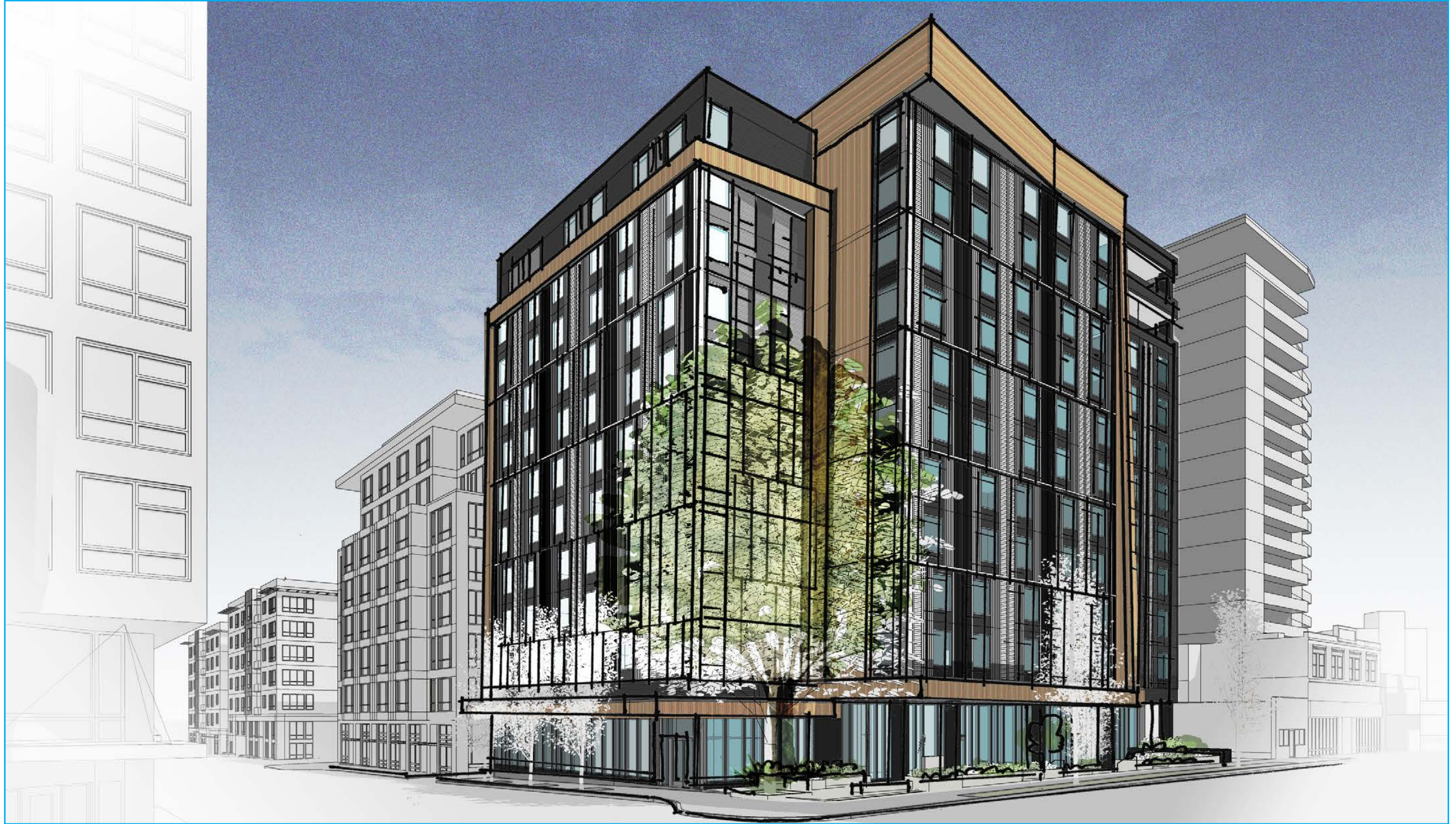


Concept example of storefront system and transparent building base showcasing active street-level uses and hotel functions



Concept application of textural metal wall panels, neutral color palette and facade patterning

CHARACTER SKETCH



Character Sketch- View Looking Southeast from Intersection of 5th Avenue & John Street

DEPARTURES

DEPARTURE REQUEST #1

STREET-LEVEL SETBACK

REQUIREMENT:

23.48.740 – Street-level development standards in SM-UP zones

A. Street-level facade requirements; setbacks from street lot lines:

Street-facing facades of a structure must be built to the lot line except as follows:

1. The street-facing facades of structures abutting Class 1 Pedestrian Streets, as shown on Map A for 23.48.740, shall be built to the street lot line for a minimum of 70 percent of the facade length, provided that the street frontage of any required outdoor amenity area, other required open space, or usable open space provided in accordance with subsections 23.48.740.B and 23.48.740.C is excluded from the total amount of frontage required to be built to the street lot line.

DEPARTURE:

More than 70% of the proposed street-facing facade along 5th Avenue North (Class I Pedestrian Street) is set back from the lot line. We request a departure to allow the street-level facade to be set back from the lot line by a distance of 18'.

JUSTIFICATION:

The proposed design includes an outdoor plaza along the entire 5th Avenue frontage interceding between the lot line and ground floor street-facing facade. This plaza is not a required “outdoor amenity area”, “open space”, or “usable open space” as defined by the Land Use code, yet it contributes similar value to the urban environment. Additionally, the proposed outdoor plaza is well-suited for this corner lot location. Inclusion of the plaza and subsequent requested increased street-level facade setback is consistent with the Seattle and Uptown Neighborhood Design Guidelines, enumerated as follows:

Seattle Design Guidelines:

PL1.A.1. Enhancing Open Space: “Design the building and open spaces to positively contribute to a broader network of open spaces throughout the neighborhood. Consider ways that design can enhance the features and activities of existing off-site open spaces.”

PL1.A.2. Adding to Public Life: “Seek opportunities to foster human interaction through an increase in the size and/or quality of project-related open space available for public life. Consider... courtyards, plazas...along with place-making elements such as trees, landscape, art, or other amenities”

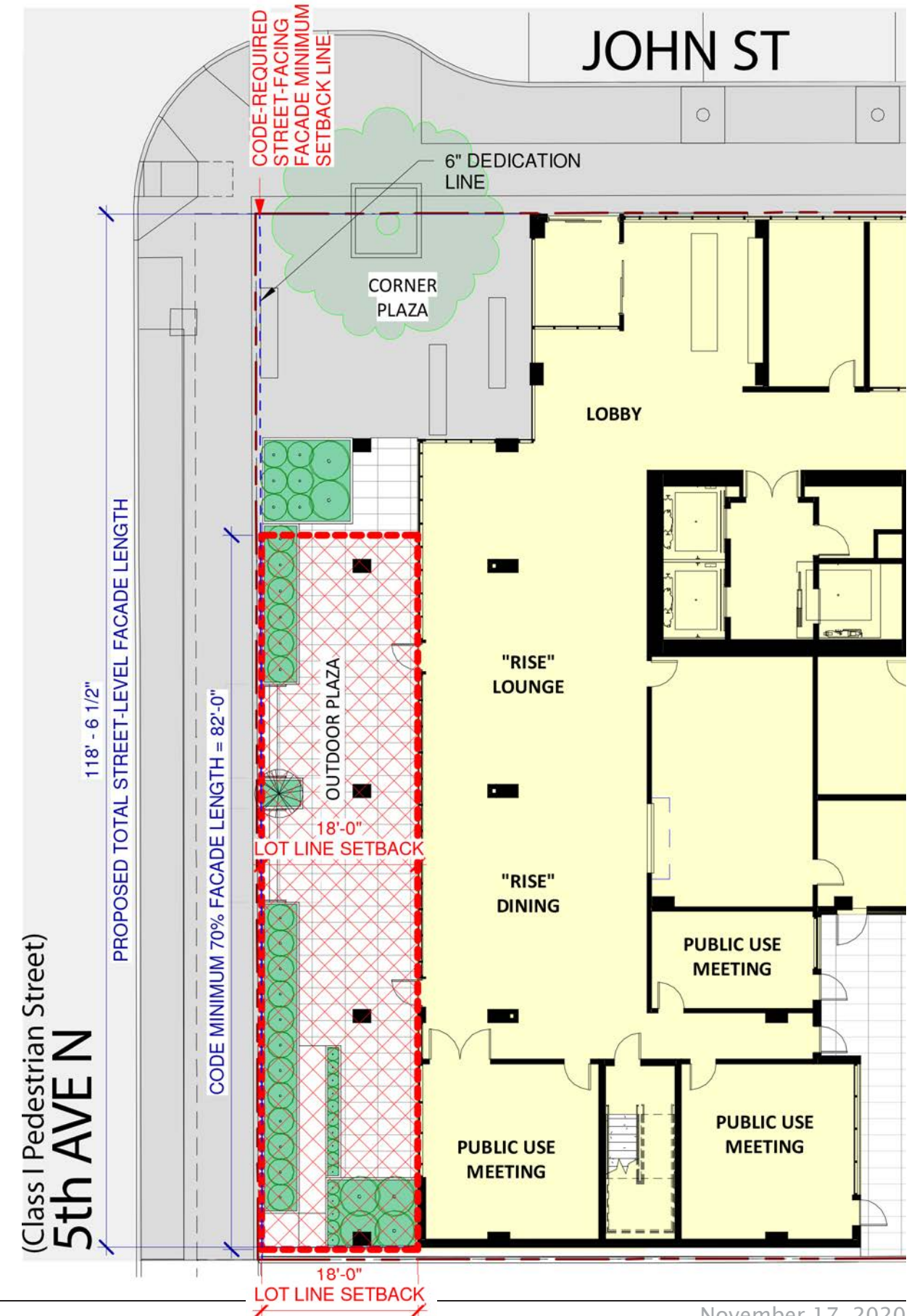
PL1.B.3. Pedestrian Amenities: “Opportunities for creating lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction with the site and building should be considered.”

Uptown Neighborhood Design Guidelines:

CS2.3.c. Corner Sites: “Corner sites are often desirable locations for small publicly-accessible plazas, art, and other special features.”

PL1.1 Enhancing Open Spaces: “Locate plazas intended for public use at or near grade to promote both a physical and visual connection to the street.

PL1.4 Outdoor Uses and Activities: “Encourage outdoor dining throughout Uptown”



DEPARTURE REQUEST #1

STREET-LEVEL SETBACK

Code-Compliant Street-Level Facade Setback



Code-Compliant Street-Level Facade Setback

Proposed Street-Level Facade Setback



PROPOSED 18' STREET-FACING FACADE LOT LINE SETBACK



Proposed Street-Level Facade Setback

DEPARTURE REQUEST #2

REDUCTION IN STREET-LEVEL USE DEPTH

REQUIREMENT:

23.48.040 - Street-level development standards

C.3. The space occupied by street-level uses shall have a minimum floor-to-floor height of 13 feet and extend at least 30 feet in depth at street level from the street-facing facade.

DEPARTURE:

Depth of the interior portion of street-level use is less than 30 feet when measured from the street-facing facade. We request a departure from the 30ft depth requirement to 26'-0" and 20'-9".

JUSTIFICATION:

The proposed outdoor plaza is not a required "outdoor amenity area" or a "bonused amenity area or open space". Though the interior street-level use depth is less than 30', the combination of interior street-level use space plus exterior plaza devoted to the extension of those street-level uses ('Rise' Dining & 'Rise' Lounge = "Eating and drinking establishments" and Public Use Meeting spaces = "Entertainment uses") - results in an aggregate of +44 feet in depth from the street lot line. Reduction in the depth of interior street-level use for a portion of the street frontage enables the inclusion of an adequately sized outdoor plaza for outdoor dining and other hotel breakout functions. The result is consistent with the Seattle and Uptown Neighborhood Design Guidelines, enumerated as follows:

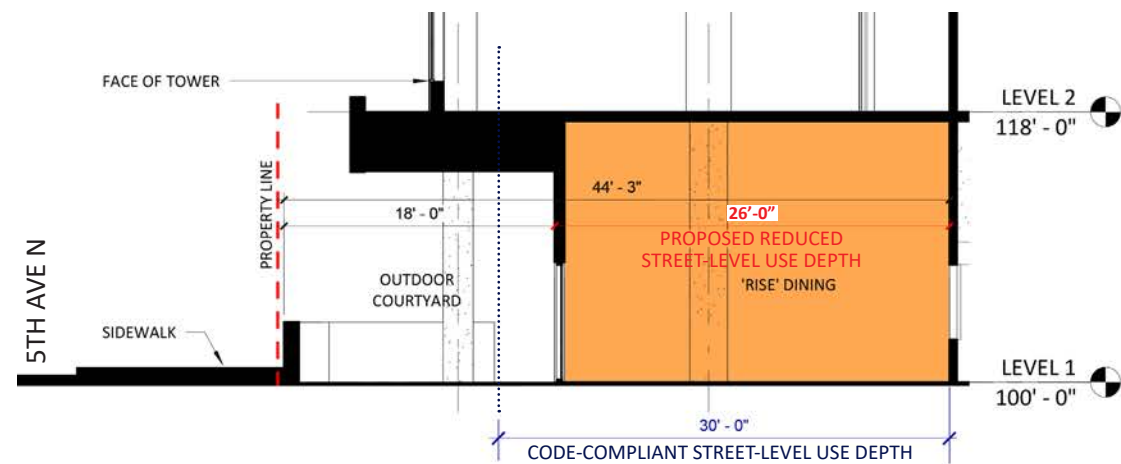
Seattle Design Guidelines:

PL1.A.2. Adding to Public Life: "Seek opportunities to foster human interaction through an increase in the size and/or quality of project-related open space available for public life."

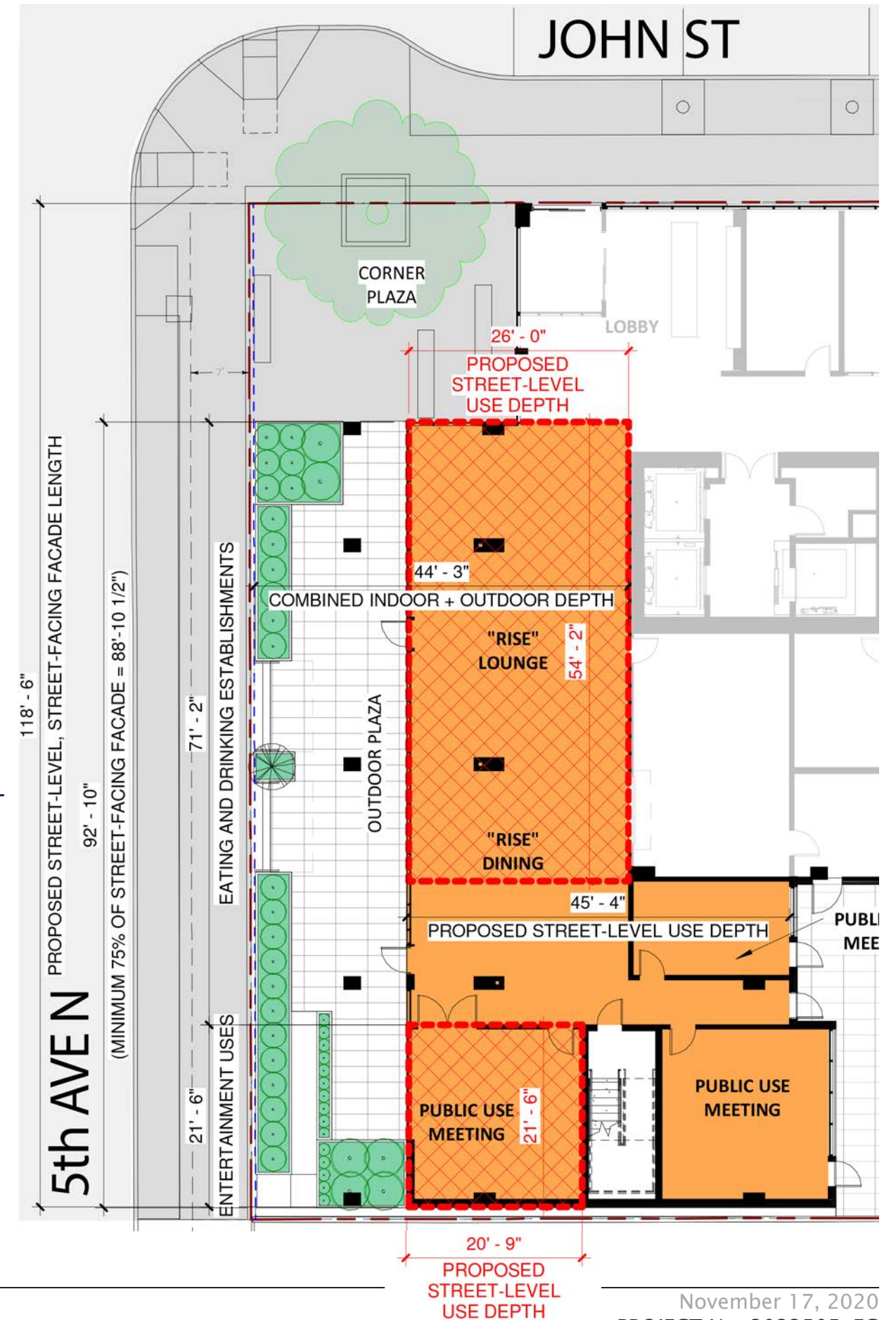
Uptown Neighborhood Design Guidelines:

PL1.1 Enhancing Open Spaces: "Locate plazas intended for public use at or near grade to promote both a physical and visual connection to the street."

PL1.4 Outdoor Uses and Activities: "Encourage outdoor dining throughout Uptown"



ENLARGED SECTION @ 5TH AVENUE FRONTAGE



DEPARTURE REQUEST #3

STREET-LEVEL USES SETBACK FROM LOT LINE EXCEEDS 10 FEET

REQUIREMENT:

23.48.040 – Street-level development standards

C.5. Street-level uses shall be located within 10 feet of the street lot line, except for the following:

- a. Required street-level uses may be located more than 10 feet from the applicable street lot line if they abut an outdoor amenity area provided to meet the requirements of Section 23.48.045, or other required or bonused amenity area or open space provided for in this Chapter 23.48 that separates the portion of the street-facing facade including the required street-level uses from the street lot line;

DEPARTURE:

The street-level uses are located greater than 10 feet from the street lot line along 5th Avenue North. The proposed outdoor plaza does not meet the requirements of an “outdoor amenity area” or “other required or bonused amenity area or open space”. Therefore, we request a departure from a 10’ setback to 18 feet.

JUSTIFICATION:

The proposed outdoor plaza along 5th Avenue North does not qualify as a required “outdoor amenity area” or a “bonused amenity area or open space” as defined by the Land Use code. However, it is intended to enhance the urban environment in a similar manner, and is strategically included to activate an important corner site condition. Meanwhile, the proposed plaza shall not obstruct views to and from interior street-level uses. The resulting increased street-level use setback is consistent with the Seattle and Uptown Neighborhood Design Guidelines, enumerated as follows:

Seattle Design Guidelines:

PL1.A.2. Adding to Public Life: “Seek opportunities to foster human interaction through an increase in the size and/or quality of project-related open space available for public life. Consider... courtyards, plazas...along with place-making elements such as trees, landscape, art, or other amenities”

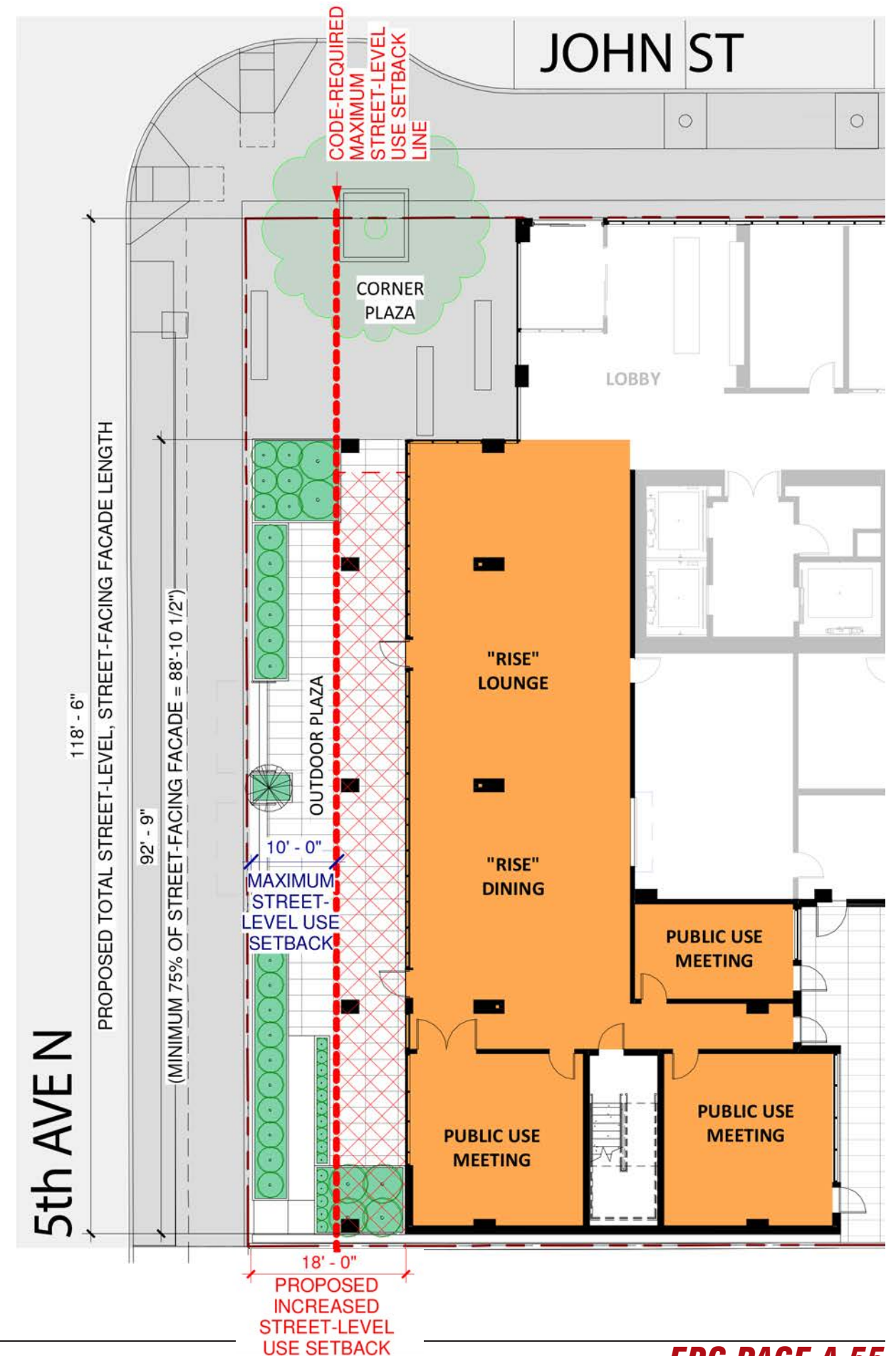
PL1.B.3. Pedestrian Amenities: “Opportunities for creating lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction with the site and building should be considered.”

Uptown Neighborhood Design Guidelines:

CS2.3.c. Corner Sites: “Corner sites are often desirable locations for small publicly-accessible plazas, art, and other special features.”

PL1.1 Enhancing Open Spaces: “Locate plazas intended for public use at or near grade to promote both a physical and visual connection to the street.”

PL1.4 Outdoor Uses and Activities: “Encourage outdoor dining throughout Uptown”



DEPARTURE REQUEST #4

PRIMARY PEDESTRIAN ENTRANCE

REQUIREMENT:

23.48.040 – Street-level development standards

A.1. Primary pedestrian entrance. In the SM-SLU, SM-NR, SM-UP, and SM-NG zones, each new structure facing a Class 1 Pedestrian Street, and in the SM-RB zone each new structure facing a Class 2 Pedestrian Street, is required to provide a primary building entrance for pedestrians from the street or a street-oriented courtyard that is no more than 3 feet above or below the sidewalk grade.

DEPARTURE:

We request a departure to locate the primary building entrance on the north side of the vestibule, opening onto John Street (Class III Pedestrian Street) in lieu of 5th Avenue North (Class I Pedestrian Street) to the west.

JUSTIFICATION:

Due to more significant traffic on 5th Avenue (Principal Arterial Street), and at the request of the Neighborhood group, the primary building entrance is proposed to be oriented towards John Street. This will allow for improved visibility with the proposed passenger loading along John Street and enhanced pedestrian and vehicular safety. In addition, the proposed primary entrance responds to the Seattle and Uptown Neighborhood Design Guidelines, enumerated as follows:

Seattle Design Guidelines:

CS2.B.2. Connection to the Street: “Identify opportunities for the project to make a strong connection to the street and carefully consider how the building will interact with the public realm. Consider the qualities and character of the streetscape—its physical features (sidewalk, parking, landscape strip, street trees, travel lanes, and other amenities) and its function—in siting and designing the building.”

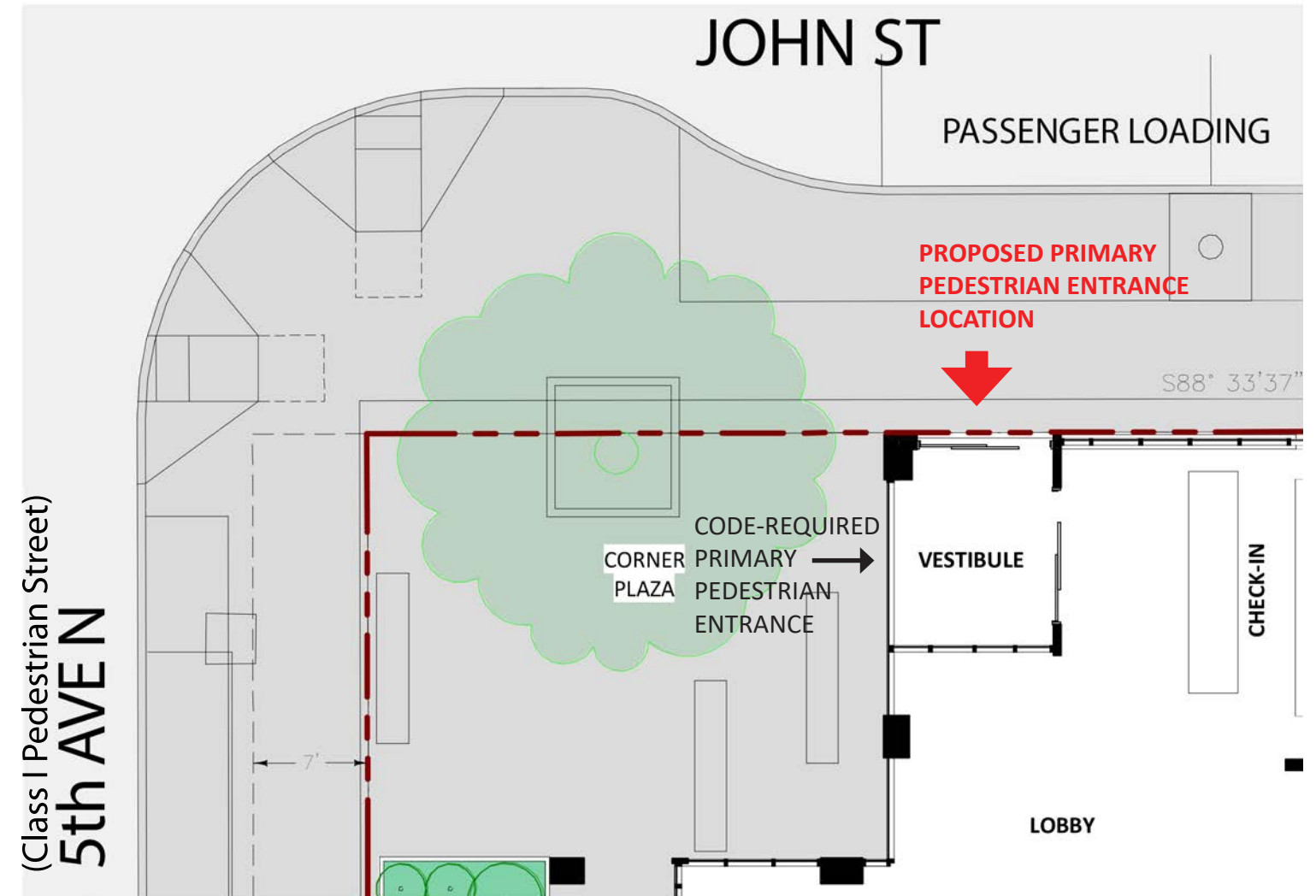
PL2.D.1. Design as Wayfinding: “Use design features as a means of wayfinding wherever possible”

PL3.A.1.a. Entries: “Commercial lobbies should be visually connected to the street through the primary entry”

PL4.A.2. Connections to All Modes: “Site the primary entry in a location that logically relates to building uses and clearly connects all major points of access.”

Uptown Neighborhood Design Guidelines:

PL3.1.a. Entries: “Design entries to be pedestrian-friendly. Consider how the position, scale, architectural detailing, and materials will create an entry that is clearly discernible to the pedestrian.”



Street-level View of Primary Pedestrian Entrance from Passenger Loading on John Street