



CLARK  
BARNES

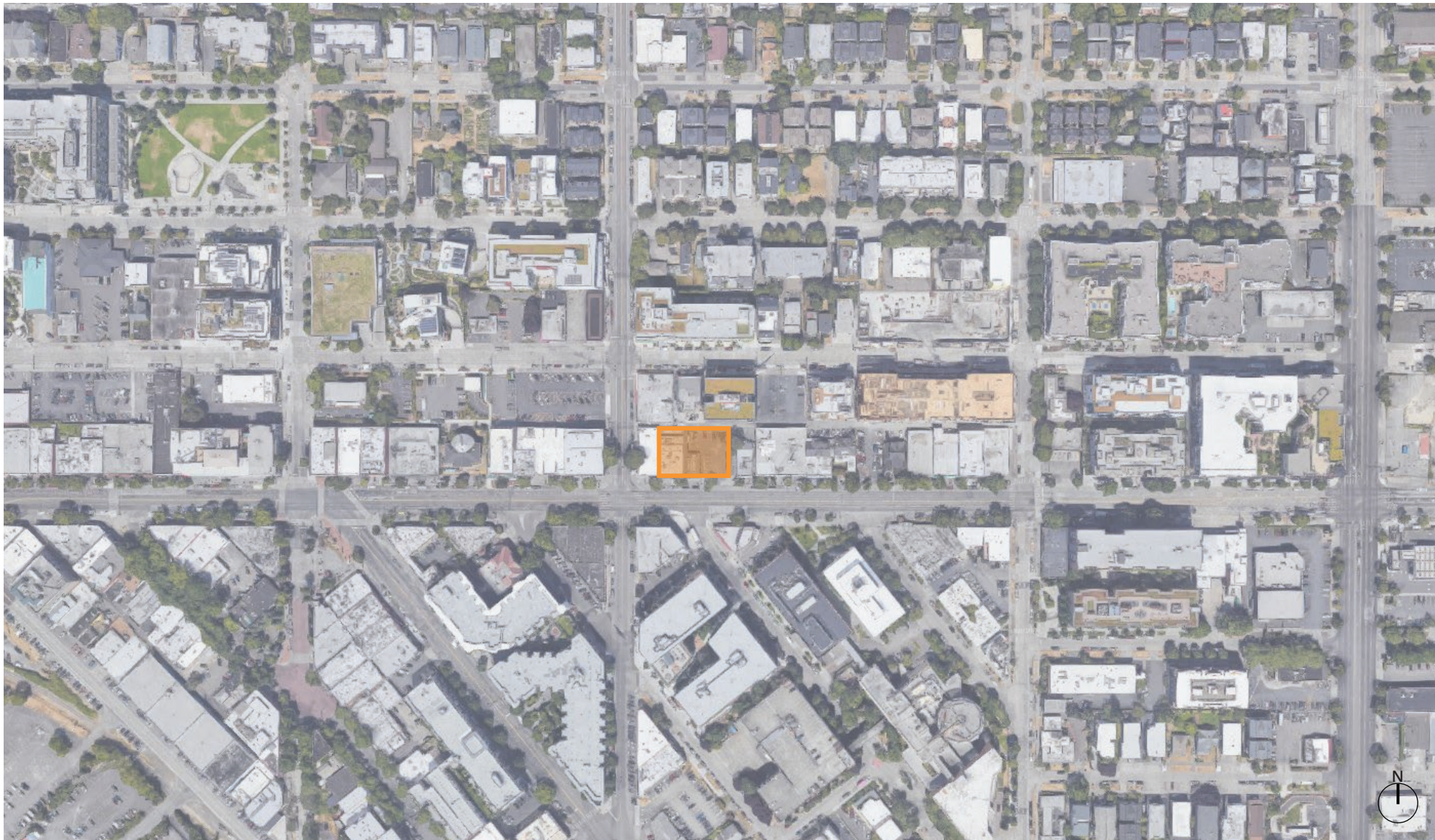
EARLY DESIGN GUIDANCE MEETING (#3034058-EG)  
MAY 20, 2019

# EARLY DESIGN GUIDANCE

1766 NW MARKET STREET, SEATTLE, WA 98107



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**APPLICANT TEAM**

OWNER: 1766 NW Market Street LLC  
24437 Russell Rd.  
Suite 240  
Kent, WA 98032

ARCHITECT: CLARK | BARNES  
1401 West Garfield St.  
Seattle, WA 98119

**PROJECT DESCRIPTION**

Construction of a new 85' seven story hotel with six floors of 120 vibrant, upscale guestrooms, an amenity filled ground floor and one floor of below grade parking with 30 stalls. The main hotel entrance will be located on the southeast corner of the site on NW Market St. Access to the below grade parking levels will be from the alley to the North.

1766 NW MARKET STREET, SEATTLE, WA 98107  
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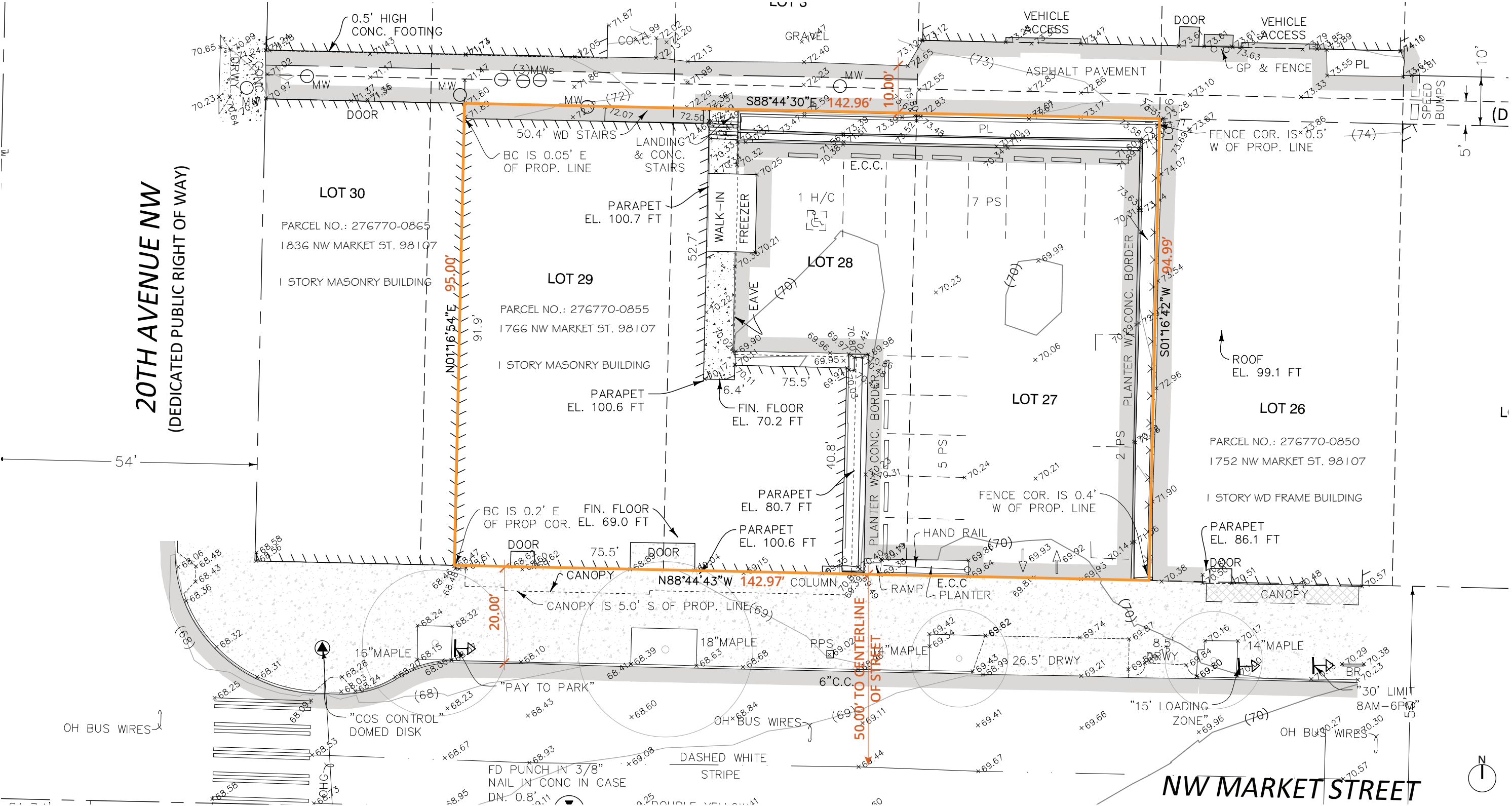
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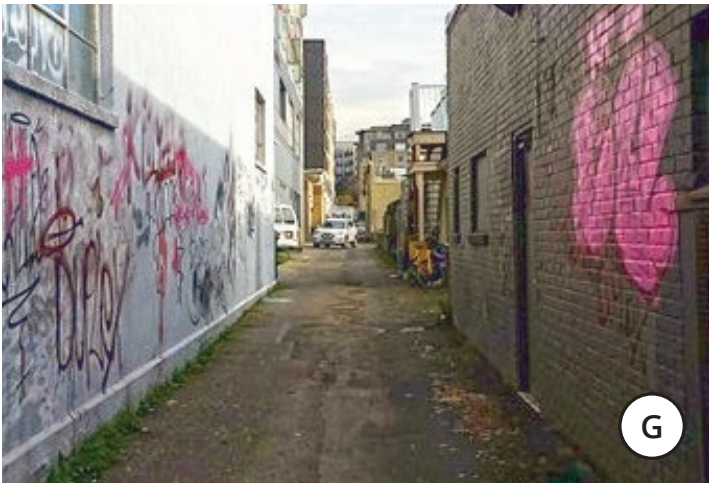
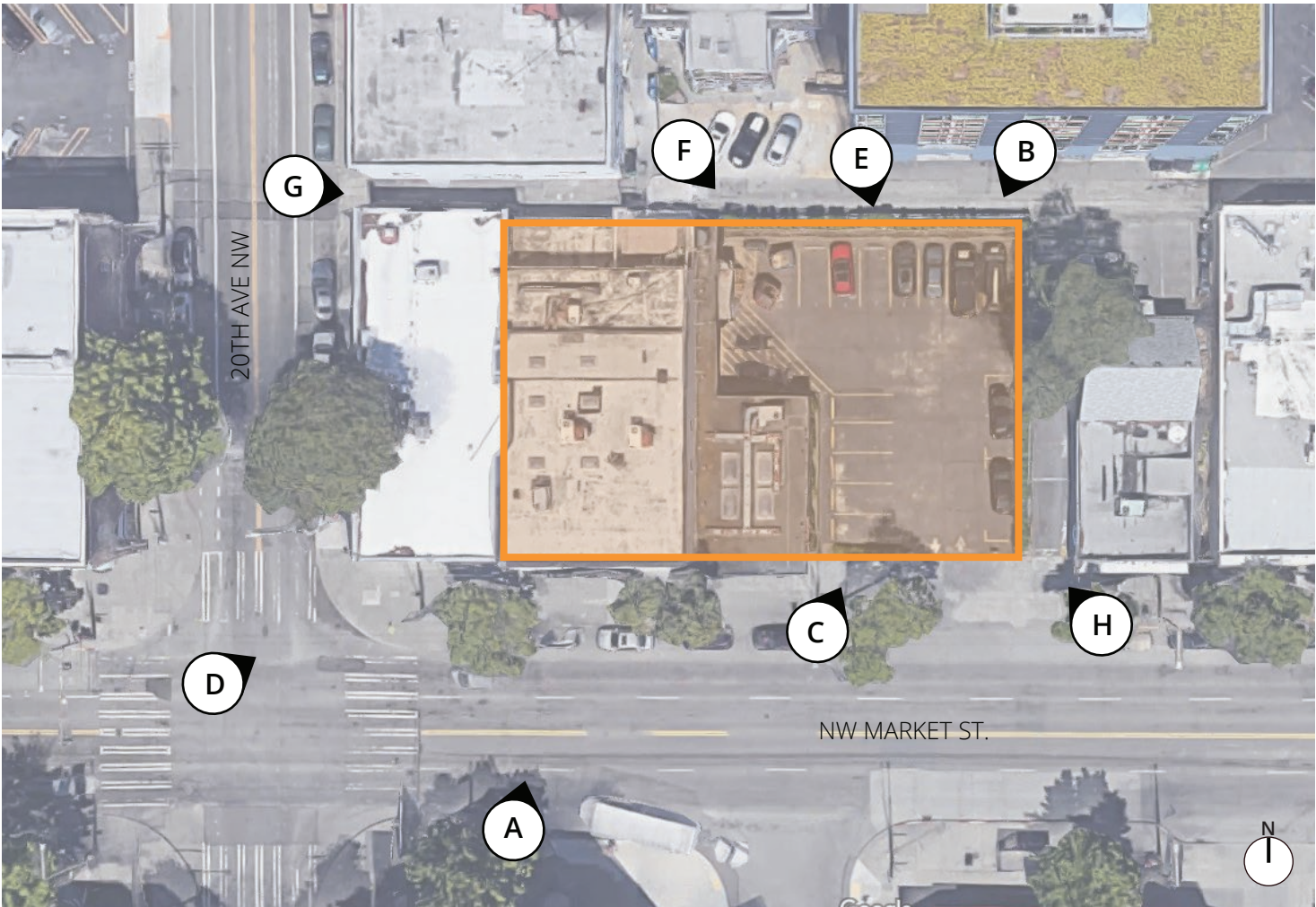
EXISTING SITE PLAN

CLARK  
BARNES





# EXISTING SITE CONTEXT





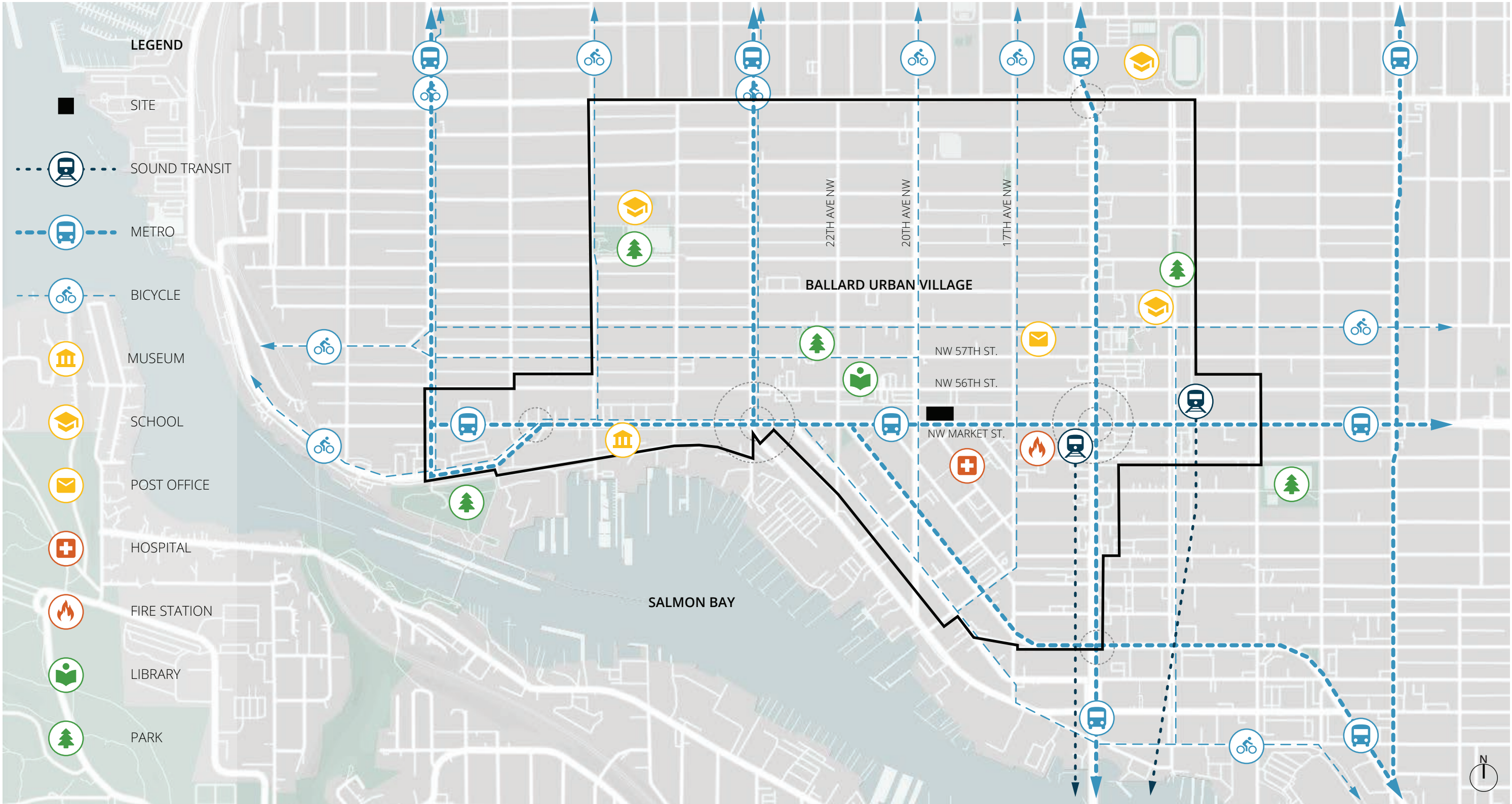
# NEIGHBORHOOD CONTEXT





# VICINITY MAP

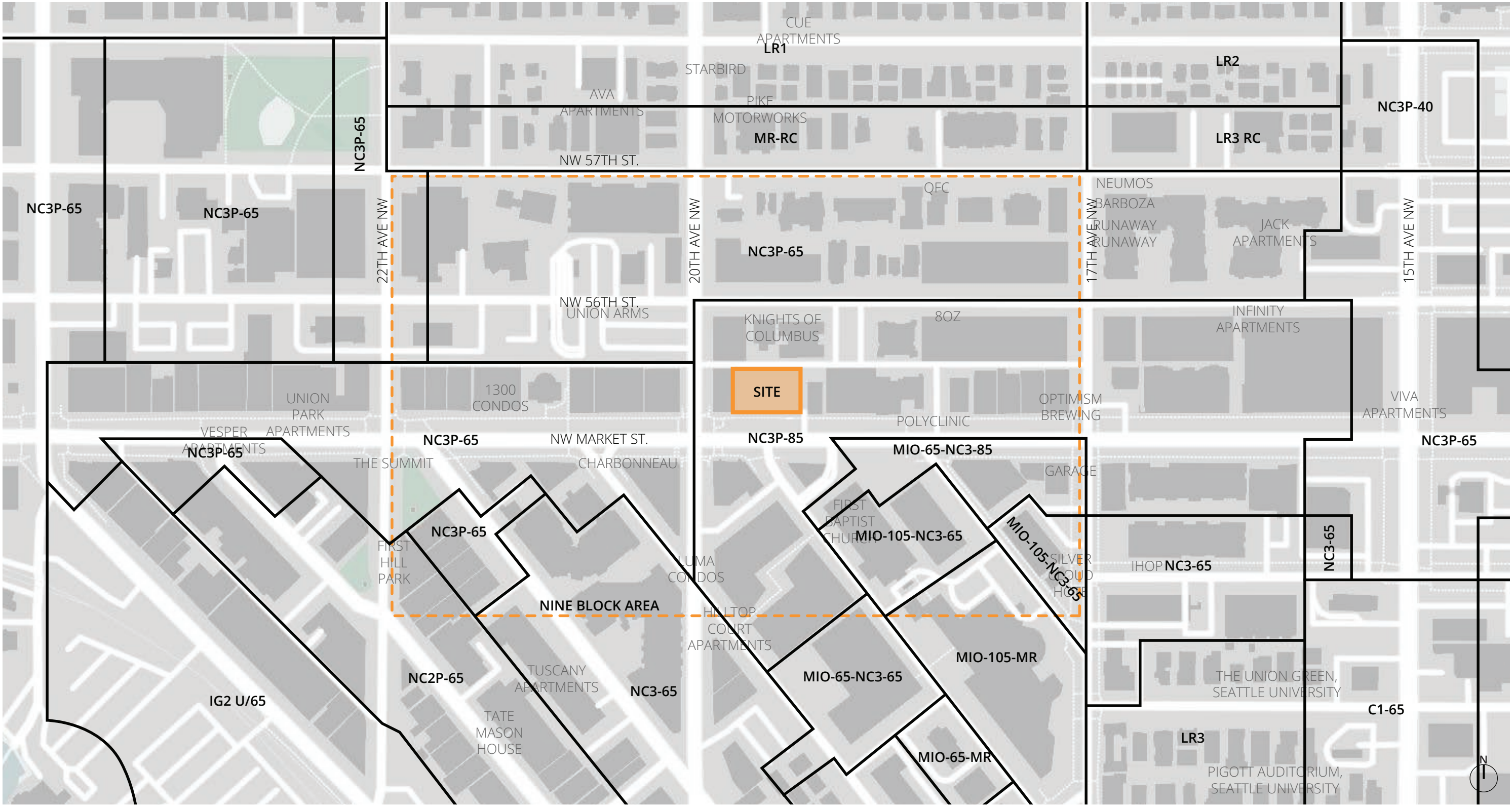
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# ZONING MAP

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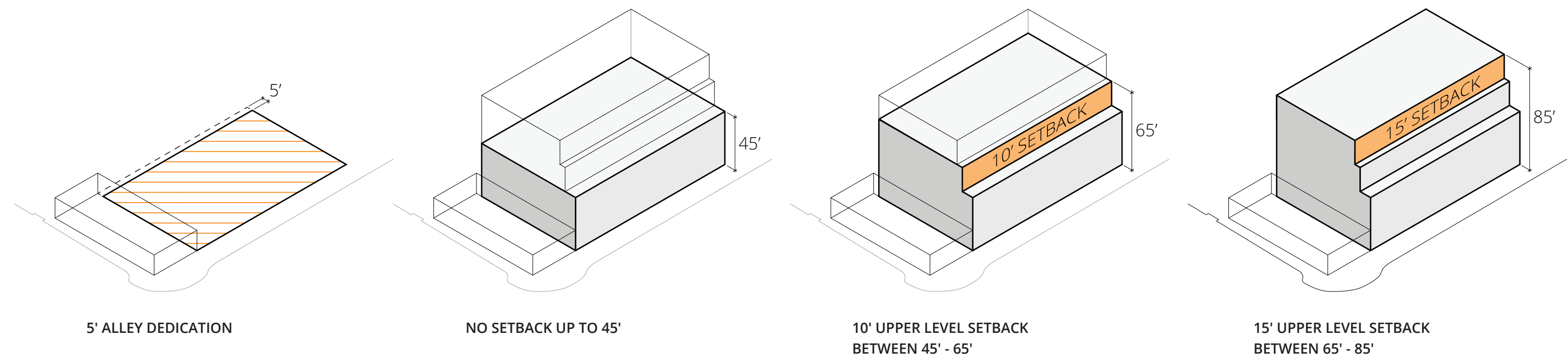




ADDRESS	1766 NW Market Street, Seattle, WA 98107		
ZONE	NC3P - 85 (Neighborhood Commercial 3) Ballard Hub Urban Village, Pedestrian Area, Frequent Transit		
PERMITTED USES	Residential, Commercial (23.47A.004)		
FLOOR AREA RATIO 23.47A.013	Max. Single Use: 4.5 x 13,585 SF (lot area) = 61,132 SF Max.  Proposed FAR complies	AMENITY AREA (23.47A.024)	Required Amenity area: 5% total gross SF - Gross floor area excludes areas for mechanical equipment and accessory parking - Bioretention facilities qualify as amenity areas  Amenity area proposed exceeds requirement
STRUCTURE HEIGHT (23.47A.012)	Base height limit = 85 feet  85' height proposed	OVERHEAD WEATHER PROTECTION (23.47A.008.C.4)	60% min. of the street frontage of a structure on a principal pedestrian street shall have a min. overhead weather protection of 6' over the sidewalk or over a walking area within 10' immediately adjacent to the sidewalk. The lower edge of the overhead weather projection shall be a min. of 8' and a maximum of 12' above the sidewalk  Proposal provides compliant overhead weather protection. Option A requires departure.
FACADE MODULATION (23.47A.009.F.2)	Street-facing facades up to a height of 45' located within 10' of a street lot line shall have a max. w of 100'. Facades longer than 100' shall be modulated at no greater than 100' intervals by stepping the facade back from the street lot line for a min. depth of 10' and a min. width of 15'  Proposal complies with facade modulation	SOLID WASTE AND RECYCLABLE STORAGE (23.54.040)	50,001 - 100,000 gross floor area = 225 SF required  Proposed waste and recyclable storage are complies with requirement
UPPER LEVEL SETBACKS (23.47A.009.F.4.B)	- Portions of a structure above a height of 45' shall be setback an average depth of 10' from all abutting street lot lines. The max. depth that can be used for calculating the average is 20'. - Portions of a structure above a height of 65' shall be setback an average depth of 15' from all abutting street lot lines. The max. depth that can be used for calculating the average is 25'.  Proposal complies with setbacks	GREEN FACTOR (23.47A.016)	Required green factor score: 0.30 min. - Existing street trees shall be retained  Proposal will comply with green factor requirement
BLANK FACADES (23.47A.008.A)	Blank segments of the street-facing facade between 2' and 8' above the sidewalk may not exceed 20' in width. The total of all blank facade segments may not exceed 40% of the width of the facade.  Proposal complies with blank facade requirement	PARKING QUANTITY EXCEPTIONS (23.54.015)	All residential uses in commercial and multifamily zones within urban villages that are not within urban center or the station area overlay district, if the residential use is located within 1,320' of a street with frequent transit service area: No minimum requirement.  Provided parking stalls exceeds minimum requirement
PARKING ACCESS (23.47A.032)	Access to parking shall be from Alley in NC zones.  Proposed parking access from Alley	HISTORIC SIGNIFICANCE	Per the letter issued August 17, 2017 from City of Seattle Landmark Preservation Board: <i>'a motion was made to not approve the nomination of Mittelstadt Mortuary / Ballard Blossom at 1766 NW Market Street in Seattle. The vote for this motion was 11 in favor and 0 opposed, the motion passed, resulting in denial of the nomination.'</i>
TRANSPARENCY (23.47A.008.B.2)	60% of the street-facing facade between 2' and 8' above the sidewalk shall be transparent  Proposal complies with transparency requirement		



# ZONING DIAGRAM





# URBAN DESIGN ANALYSIS: EXISTING DEVELOPMENT



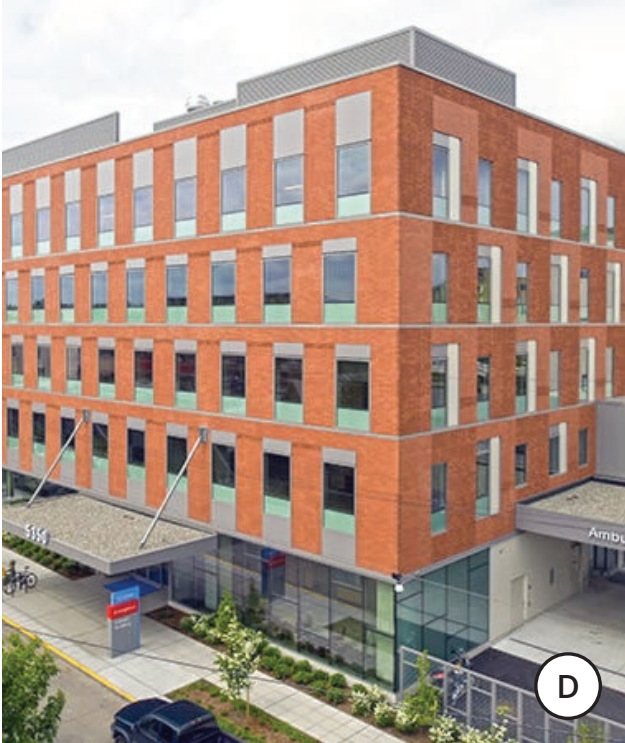
NORDIC MUSEUM



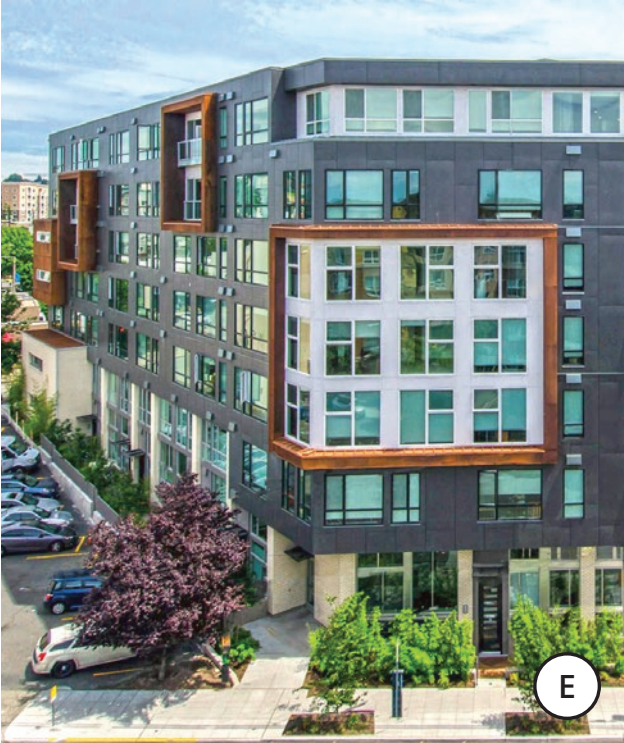
PUBLIC LIBRARY



WILCOX APARTMENTS



SWEDISH HOSPITAL



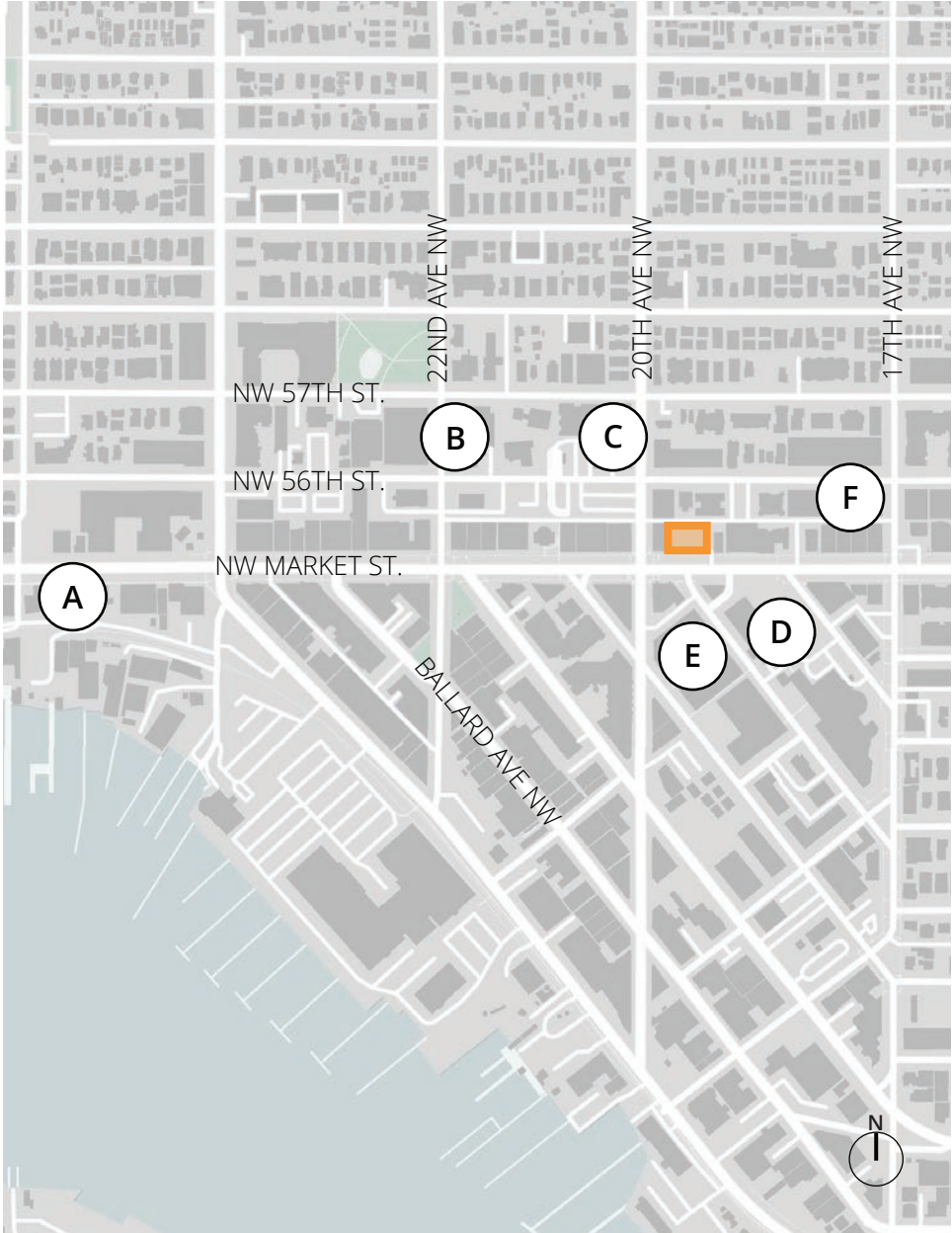
ODIN APARTMENTS



VALDOK APARTMENTS

## SITE DESCRIPTION

Located in the Ballard Hub Urban Village, this project site fronts NW Market st in the heart of Ballard, surrounded by a variety of trendy boutiques and shops, restaurants, bars, music venues, Swedish Hospital (directly across the street), the Majestic Bay Theater, Nordic Museum, Public Library and is a short walk away from the Historical Ballard Ave.





# URBAN DESIGN ANALYSIS: STREETSCAPE



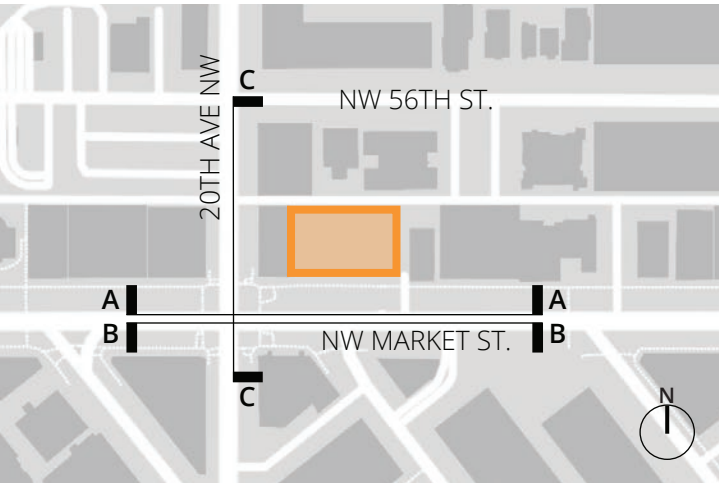
COMPOSITE PHOTO 'A' (NW MARKET ST) 20TH AVE NW



COMPOSITE PHOTO 'B' (NW MARKET ST.) 20TH AVE NW



COMPOSITE PHOTO 'C' (20TH AVE NW) NW MARKET ST.

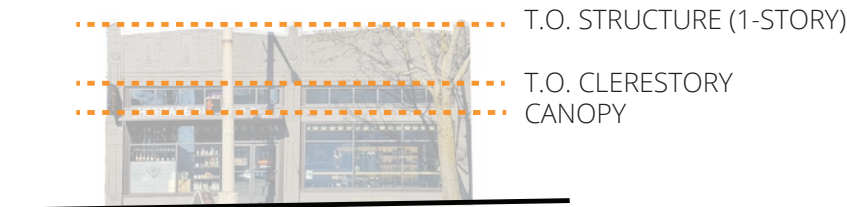




# URBAN DESIGN ANALYSIS: FACADE ANALYSIS



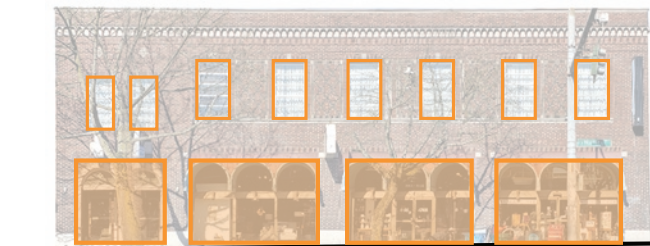
1836 NW MARKET ST.



STOREFRONT BASE



2006 NW MARKET ST.



UPPER FLOOR  
WINDOW  
ARTICULATION  
STOREFRONT BASE



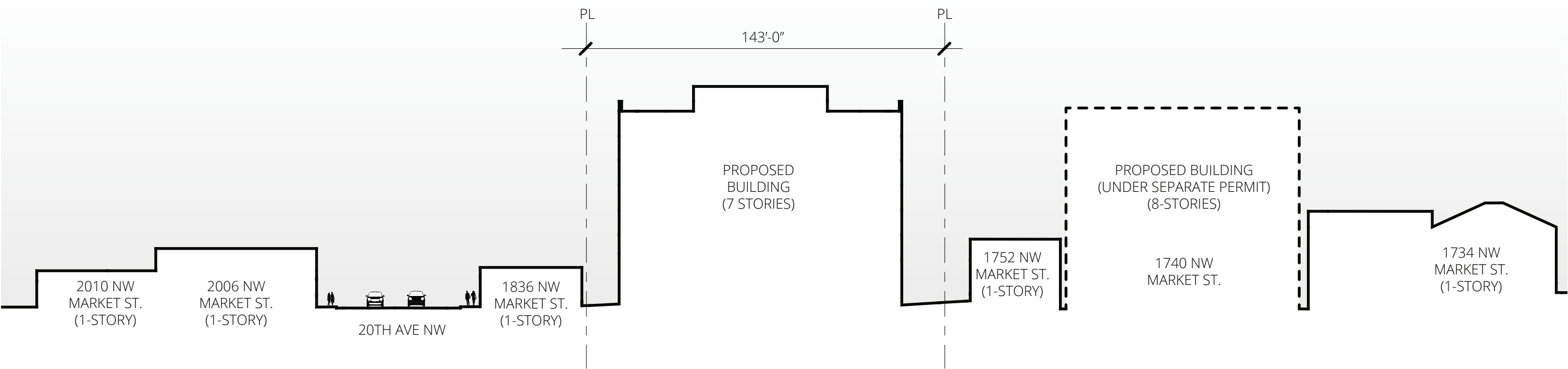
1909 NW MARKET ST.



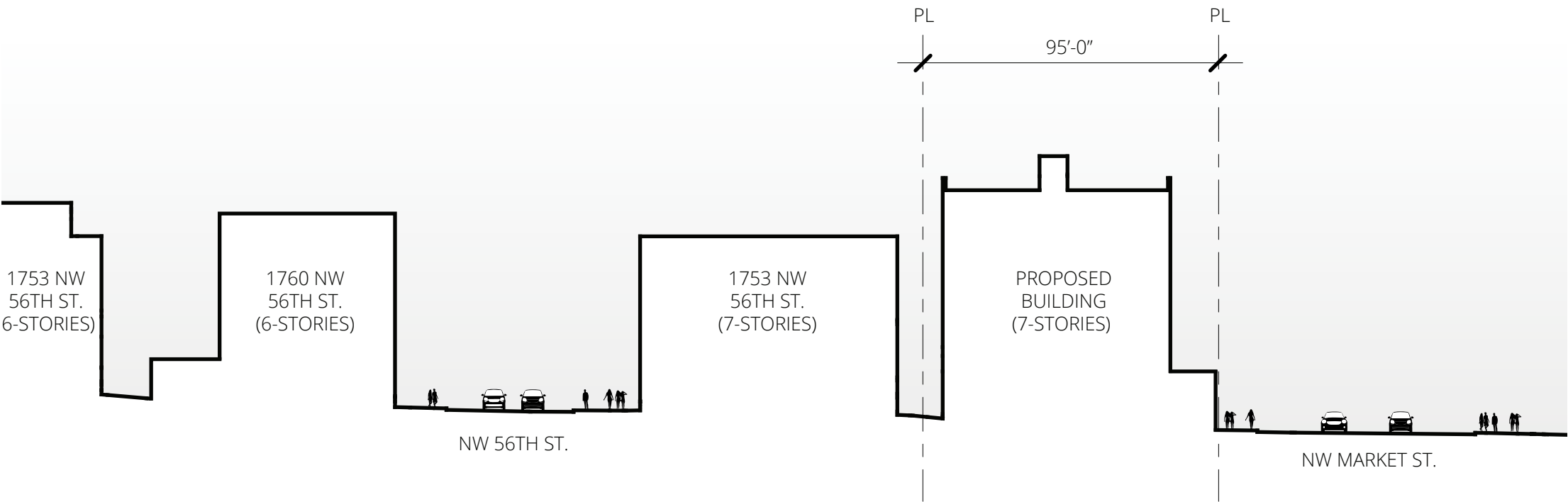
UPPER FLOOR  
WINDOW  
ARTICULATION  
STOREFRONT BASE



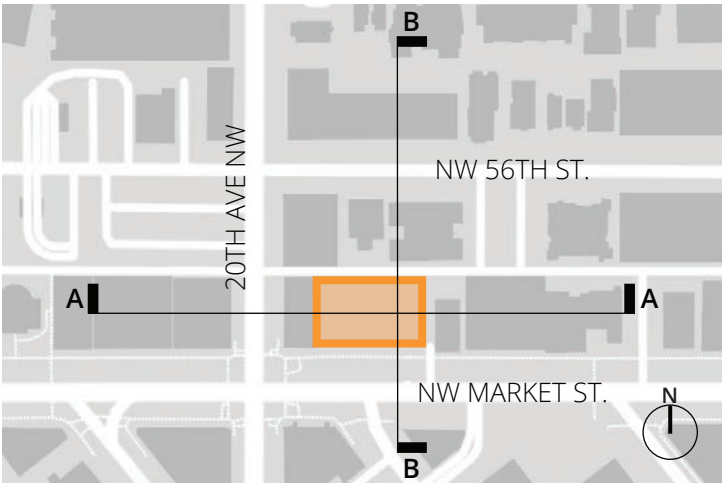
# URBAN DESIGN ANALYSIS: SITE SECTIONS



SITE SECTION A



SITE SECTION B





SENSE OF PLACE  
(CS2.A.1)

PLACEMAKING  
(CS3.A.1)

CONTEXT & SITE

Building seeks to emphasize existing neighborhood attributes that define identity and create a sense of place.

Cultural and historical influences within neighborhood to inform design decisions as a means for potential placemaking.

Ballard's first lumber mill was built in 1888 followed by a shingle mill the same year. After the great fire of 1889, many people moved to Ballard for jobs in the Mills, which encouraged growth in the area.

Cross laminated timber (CLT) is being proposed as the structural system for the project, which directly responds to the historical influence that timber has played a role in creating Ballard.



FISHERMAN'S TERMINAL ON SALMON BAY, 1941



SEATTLE CEDAR LUMBER COMPANY MILL IN BALLARD, 1915



STIMPSON LUMBER COMPANY MILL & LUMBER YARD, 1904



FACADE  
COMPOSITION  
(DC2.B.1)

DESIGN CONCEPT

Overall building proportions use material composition, patterning, and fine grain detailing to create handsome architectural expression.

The proposed massing alternatives use optimal CLT structural layout in conjunction with setback and modulation parameters of the Ballard guidelines to provide well proportioned facades.

VISUAL DEPTH  
AND INTEREST  
(DC2.C.1)

Facade depth is reinforced with rich interior materials visible to the public.

The exposed CLT structural system on the interior will be visible from exterior to provide depth and warmth of the natural materiality. Similar to the lower right image.

Architectural  
Presence  
(CS2.A.2)

Provide quality design that contributes to the block as a whole. Encourage all building facades to incorporate design detail, articulation and quality materials.

Height, Bulk, &  
Scale  
(CS2.D.2)

Provide appropriate massing that complements and transitions to existing and scale of future developments.

CLT structural system lends towards a rigorous massing strategy with stacking hotel guestrooms. The double height ground floor massing provides an urban edge in scale with existing context along Market Street.





CONNECTION TO  
THE STREET  
(CS2.B.2)

ARRANGEMENT  
OF INTERIOR USES  
(DC1.A.1)

CONTEXT & SITE; PUBLIC LIFE

Design will carefully consider streetscape to create thoughtful connections that interact with the public realm.

Frequently used amenity spaces, lobby, and building entry, are located in visible and prominent areas along the street.

The existing sidewalk along NW Market Street is 20' wide and is one of the primary pedestrian connections between 15th Avenue NW and downtown/historical Ballard. The preferred scheme locates all active pedestrian oriented uses along the street frontage.

MID-BLOCK SITES  
(CS2.C.2)

Building will maintain scale and street-edge created by adjacent buildings.

The ground floor massing in the preferred scheme responds to the lower scale buildings to the east and west.

AMENITIES AND  
FEATURES  
(DC3.C.2)

A combination of hardscape, landscape, and adjacent building materials create attractive outdoor spaces well-suited to the uses envisioned for the project.

ENTRIES  
(PL3.A.B)

Robust entry allows several patrons to enter and exit simultaneously, under cover from weather.

Plazas are located along the east and west property lines to provide relief along the street, signify building entries and provide visual interest from the interior.





EXTERIOR FINISH  
MATERIALS  
(DC4.A.1)

DESIGN CONCEPT

Durable building exterior uses high quality detailing to create rich texture and patterning that maintains attractiveness when viewed up close.

The proposed exterior envelope will include high quality, durable materials that provide a protective barrier and contrast the warmth of the exposed CLT.

SIGNAGE  
(DC4.B.1)

Appropriately scaled exterior building signage establishes unique identity while adding neighborhood character and interest to the streetscape.

DESIGN AS  
WAYFINDING  
(PL2.D.1)

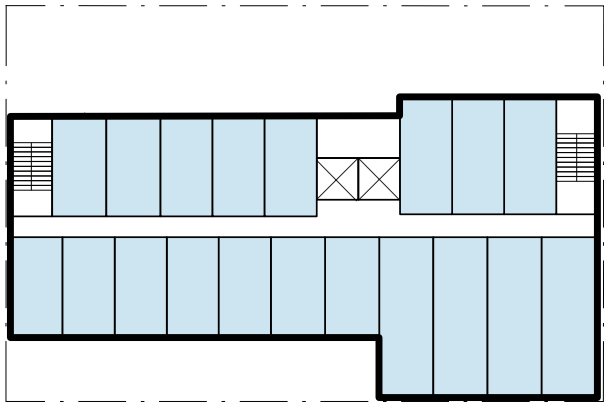
Wayfinding design features provide clear directional signage where needed.

In the preferred scheme, blank walls will be minimized and strategically located as signage opportunities for wayfinding.

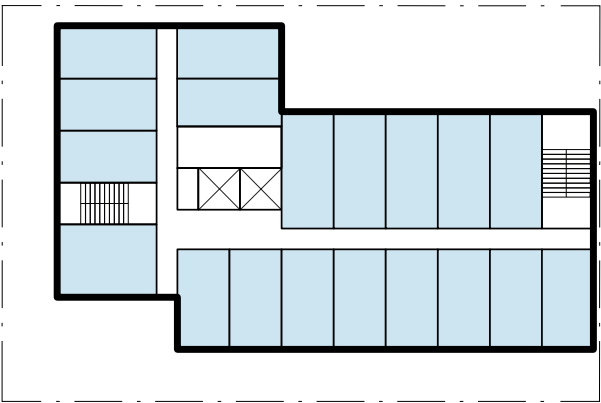




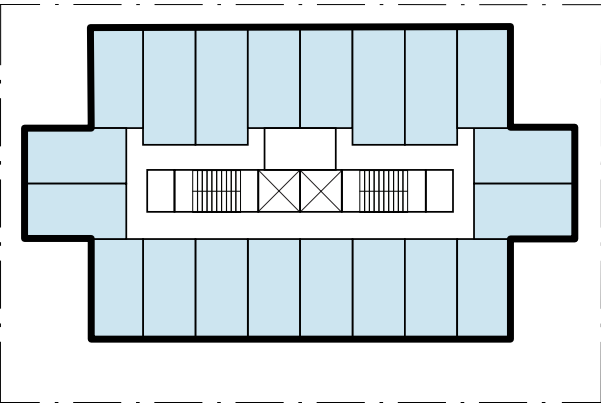
# MASSING OPTIONS



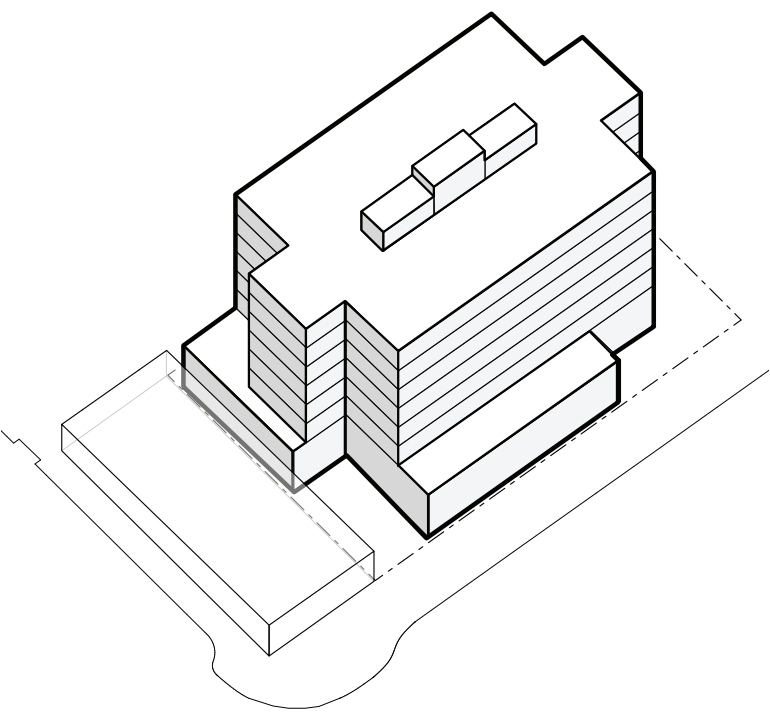
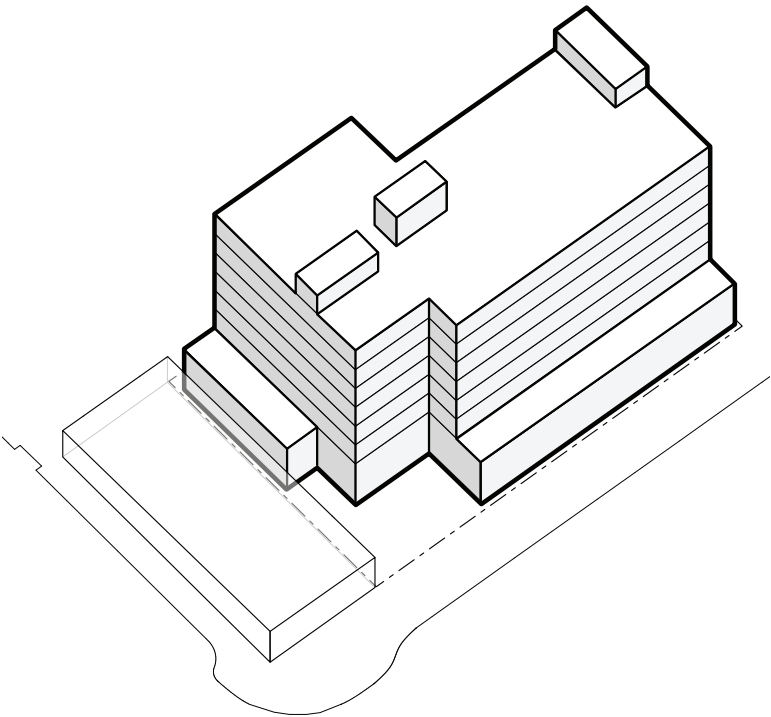
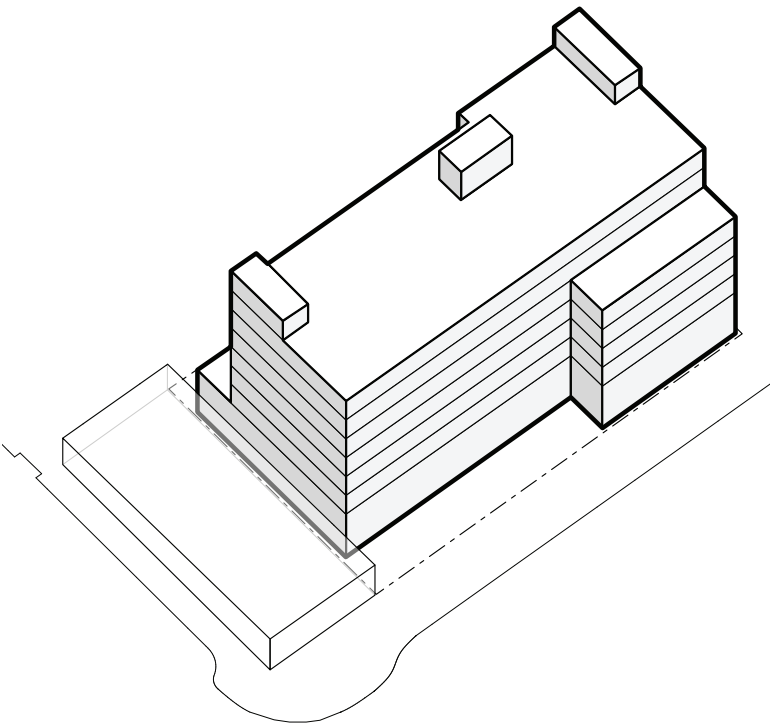
OPTION A - OFFSET BAR



OPTION B - "L" SHAPE



OPTION C - CENTRALIZED (PREFERRED OPTION)





# OPTION A: MASSING

- OFFSET BAR SCHEME

BUILDING AREA:

60,240 SF (chargeable FAR)

GUESTROOMS:

120

PARKING STALLS:

30

DEPARTURES:

Overhead weather protection  
(37% Provided; 60% Required)

PROS:

1

DC3.C.2 Exterior space located along NW Market Street creates connections between interior spaces that interact with the public realm.

CONS:

2

CS2.C.2 Recessed building mass breaks strong street-edge created by adjacent buildings.

3

CS2.C.2 Full height vertical face of building does not provide human scale transition at ground level.

4

CS2.C.2 West facing elevation mass contrasts with adjacent single story brick building.

5

CS2.D.2 Core locations visually prominent along East and West property line increase the perceived bulk.

6

CS2.D.2 Building located along the east and west property lines, which creates an undesirable blank facade.

7

DC1.A.1 The smaller upper floor footprint requires guestrooms to be located on the mezzanine, therefore less active amenities spaces (meeting rooms) must be located on the ground floor street frontage.
- 
- 1766 NW MARKET STREET, SEATTLE, WA 98107  
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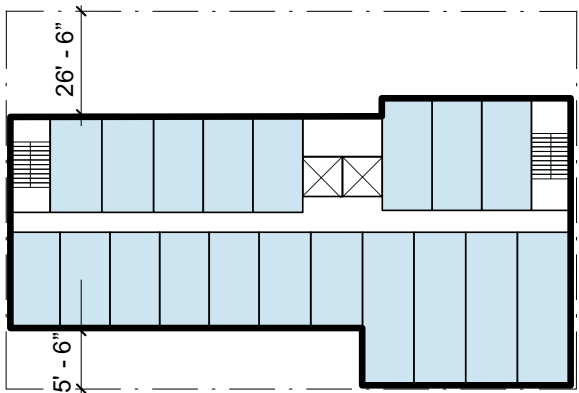


OPTION A: PLANS

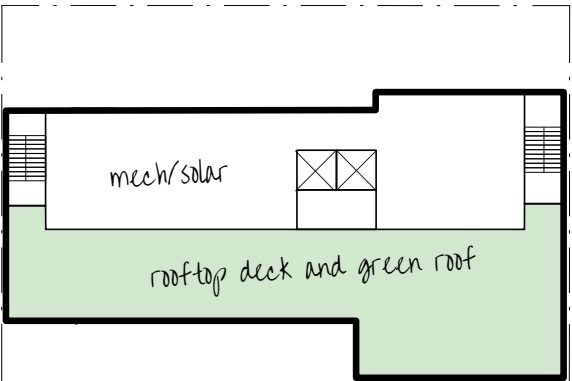
CLARK  
BARNES



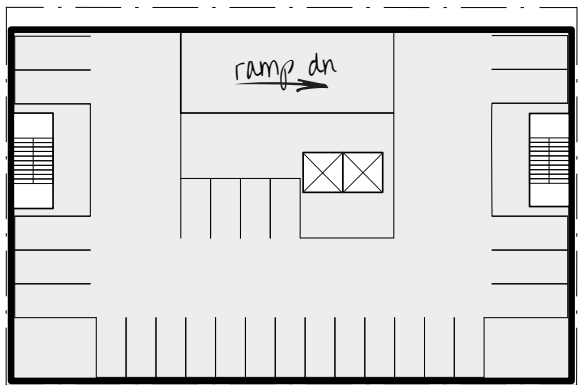
SITE PLAN



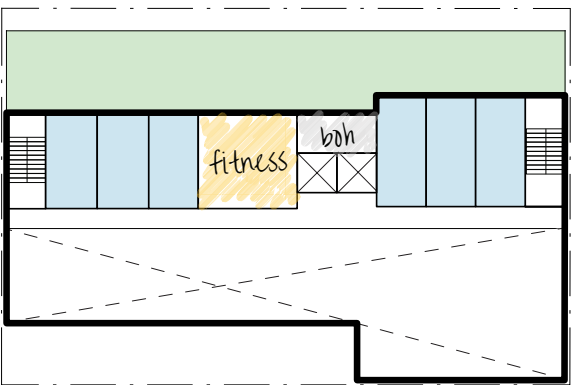
GUESTROOM LEVEL



ROOF LEVEL



PARKING LEVEL



MEZZANINE LEVEL



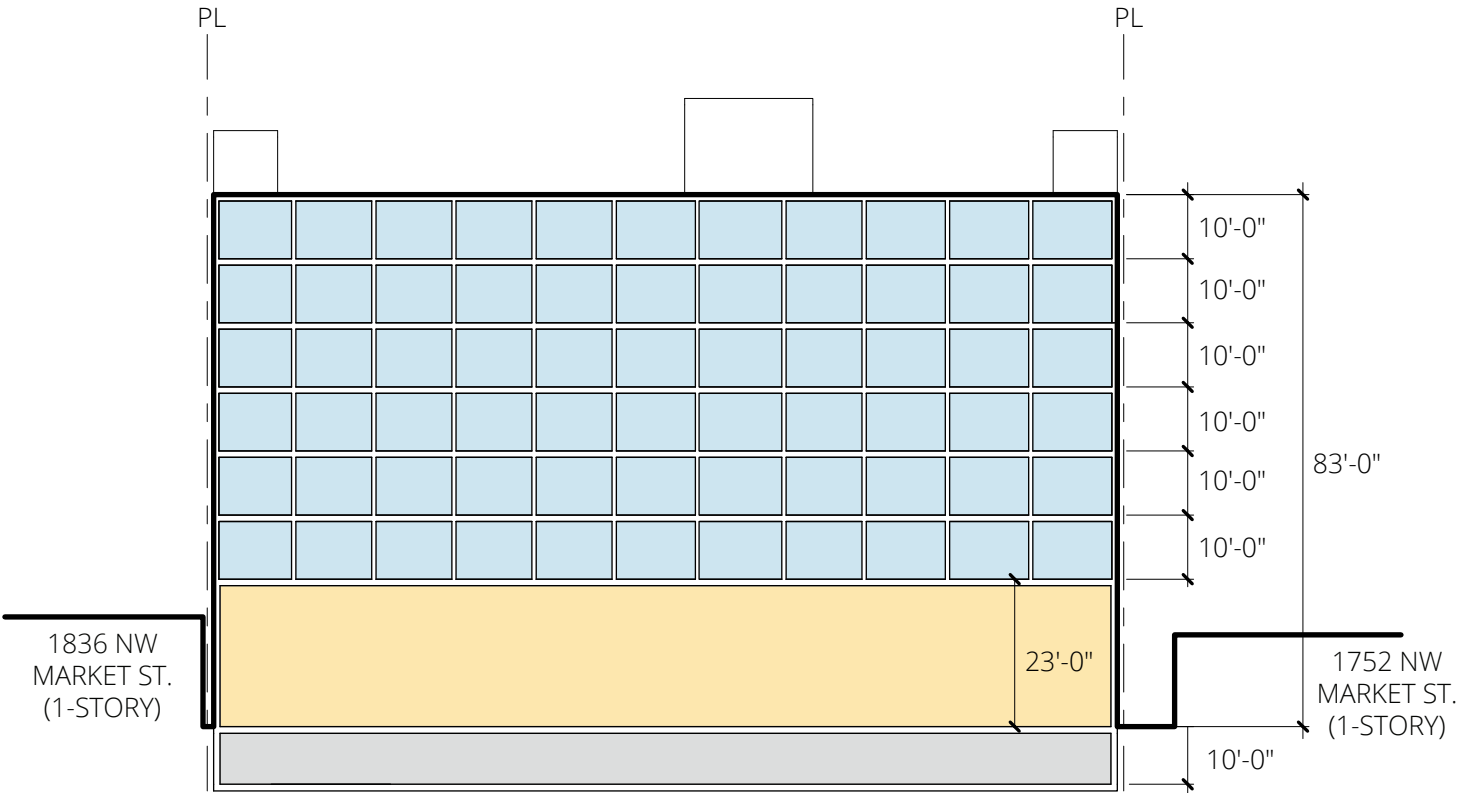
- GUESTROOMS
- AMENITY
- PARKING



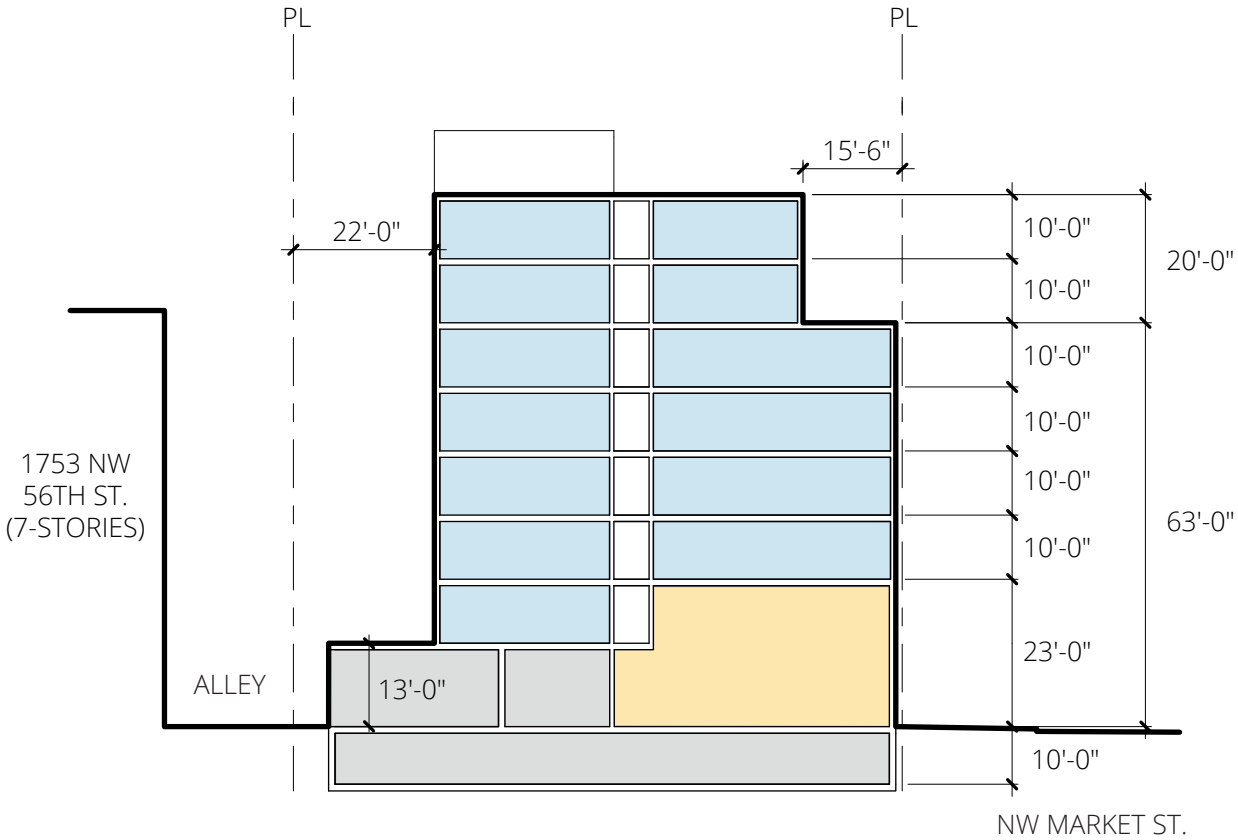
# OPTION A: SECTIONS

CLARK  
BARNES

- GUESTROOMS
- AMENITY
- PARKING



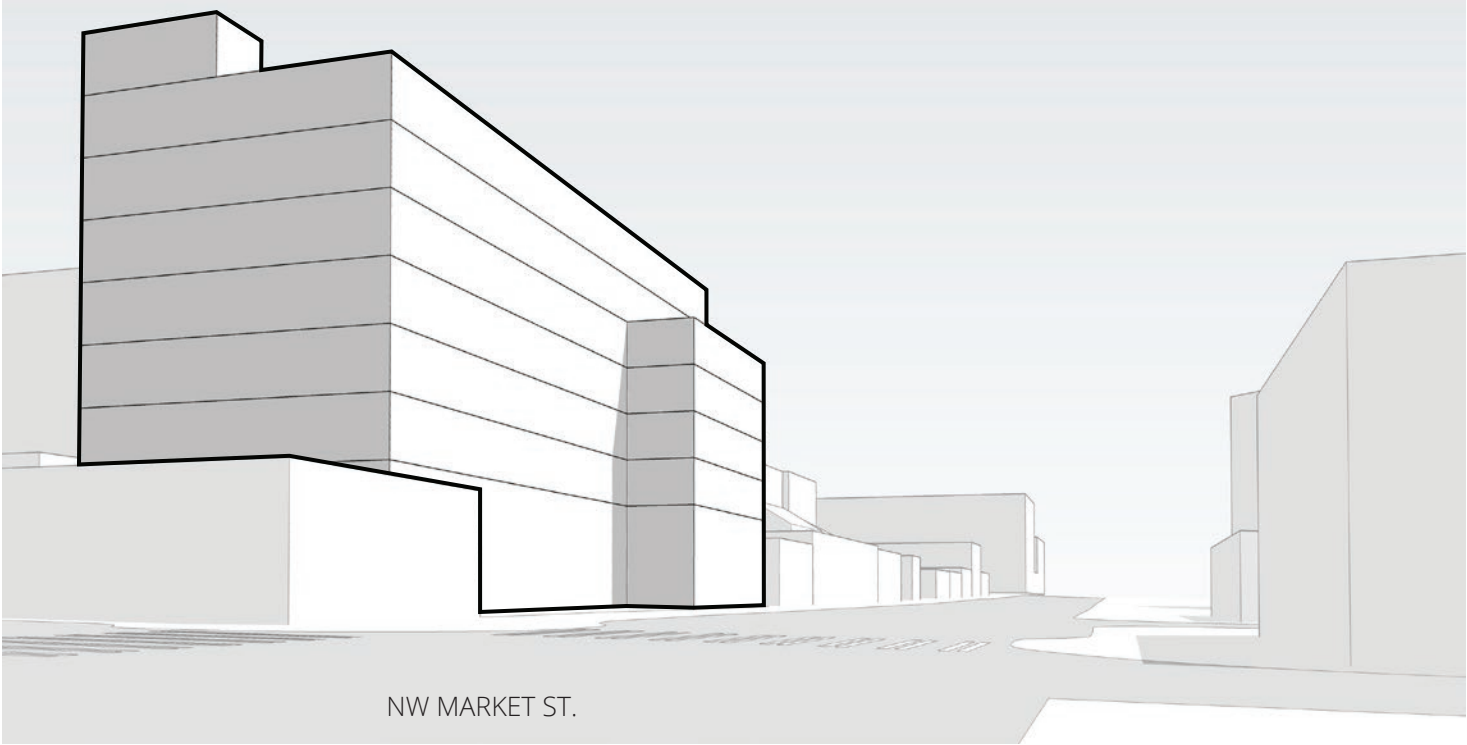
SECTION A



SECTION B

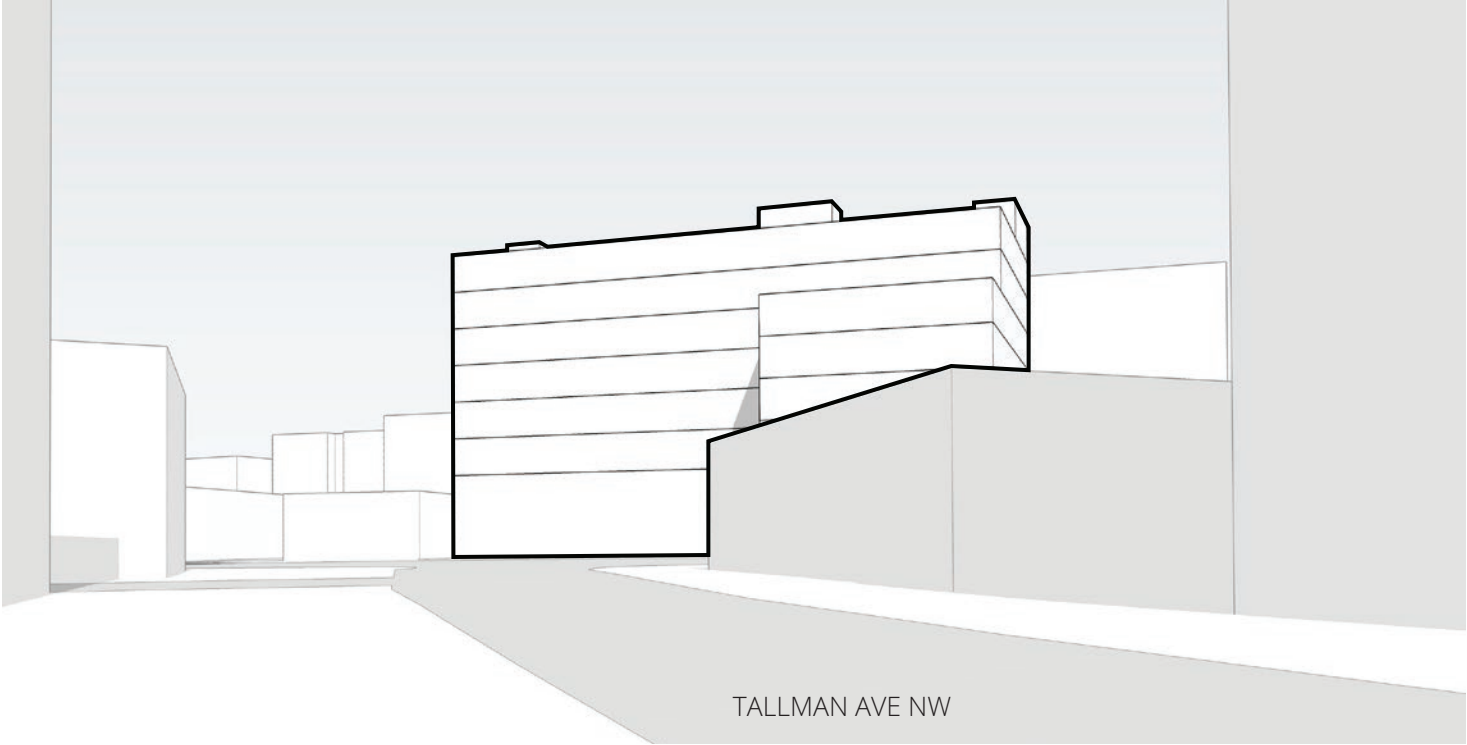


OPTION A: VIGNETTES



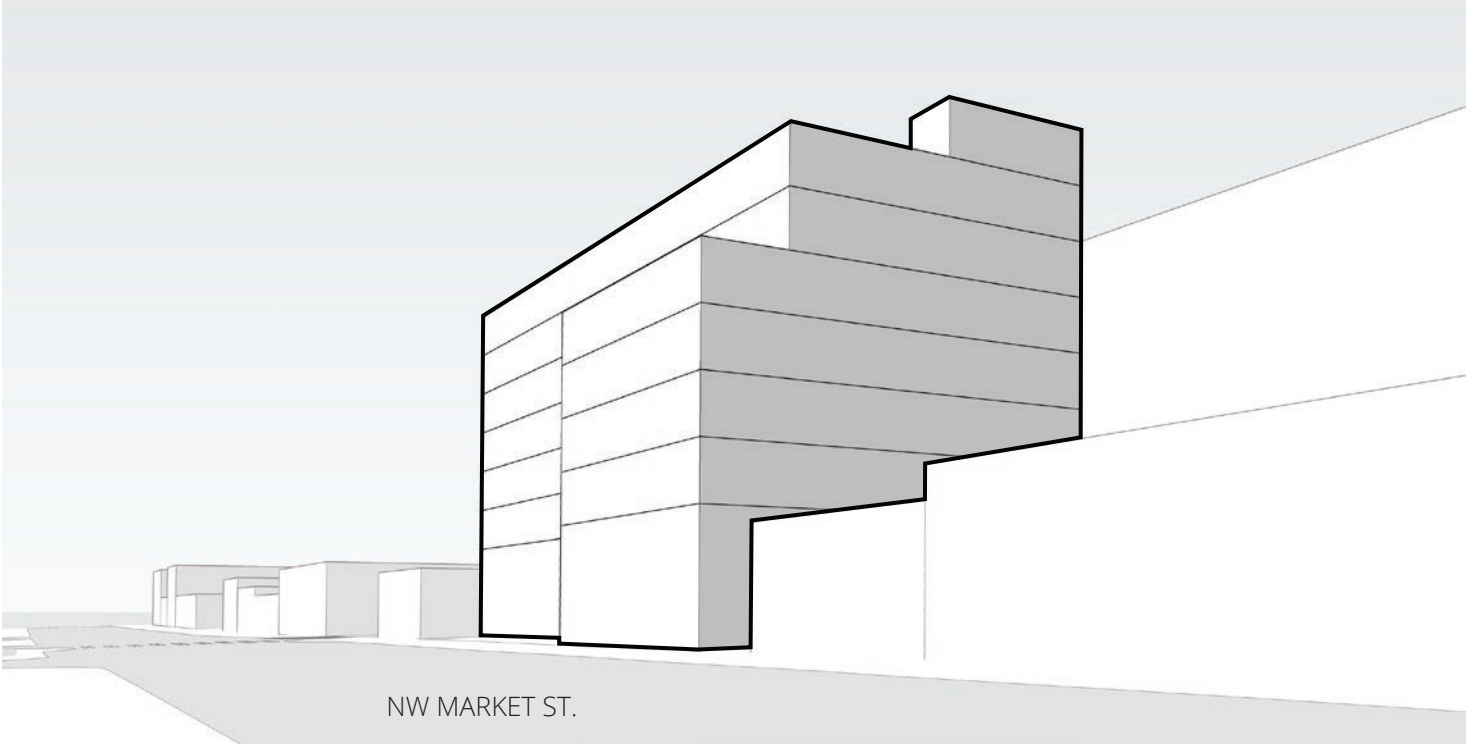
NW MARKET ST.

LOOKING EAST



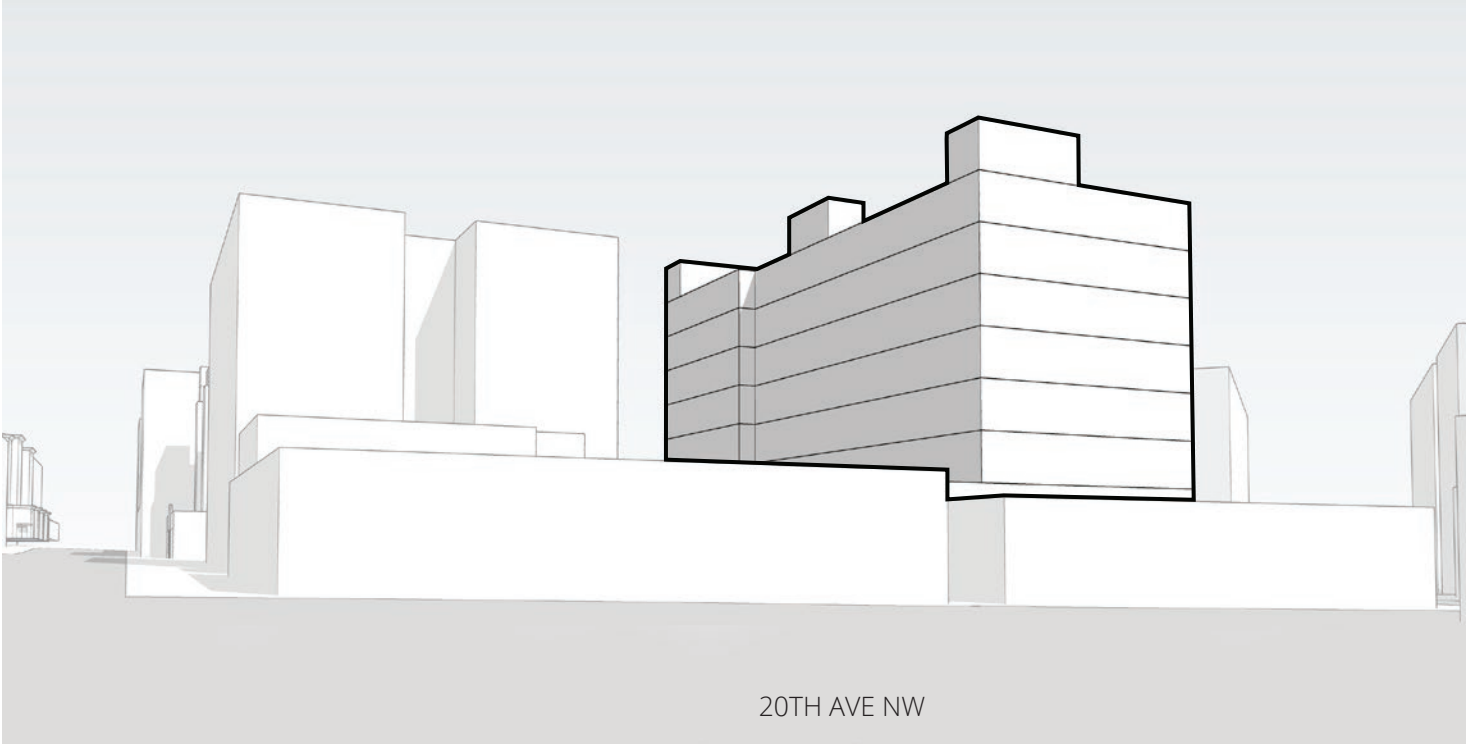
TALLMAN AVE NW

LOOKING NORTH



NW MARKET ST.

LOOKING WEST



20TH AVE NW

LOOKING SOUTHEAST



# OPTION B: MASSING

- "L" SHAPE SCHEME

BUILDING AREA:

60,730 SF (chargeable FAR)

GUESTROOMS:

120

PARKING STALLS:

30

DEPARTURES:

None

PROS:

1

CS2.C.2

First floor massing maintain scale and street-edge created by adjacent buildings, while taller massing recessed to reduce overall scale.

2

CS2.B.2

Mass is pulled away from the West property lines to provide relief adjacent to existing building and maximize views to the west.

CONS:

3

CS2.D.2

Core locations visually prominent along East and West property line increase the perceived bulk.

4

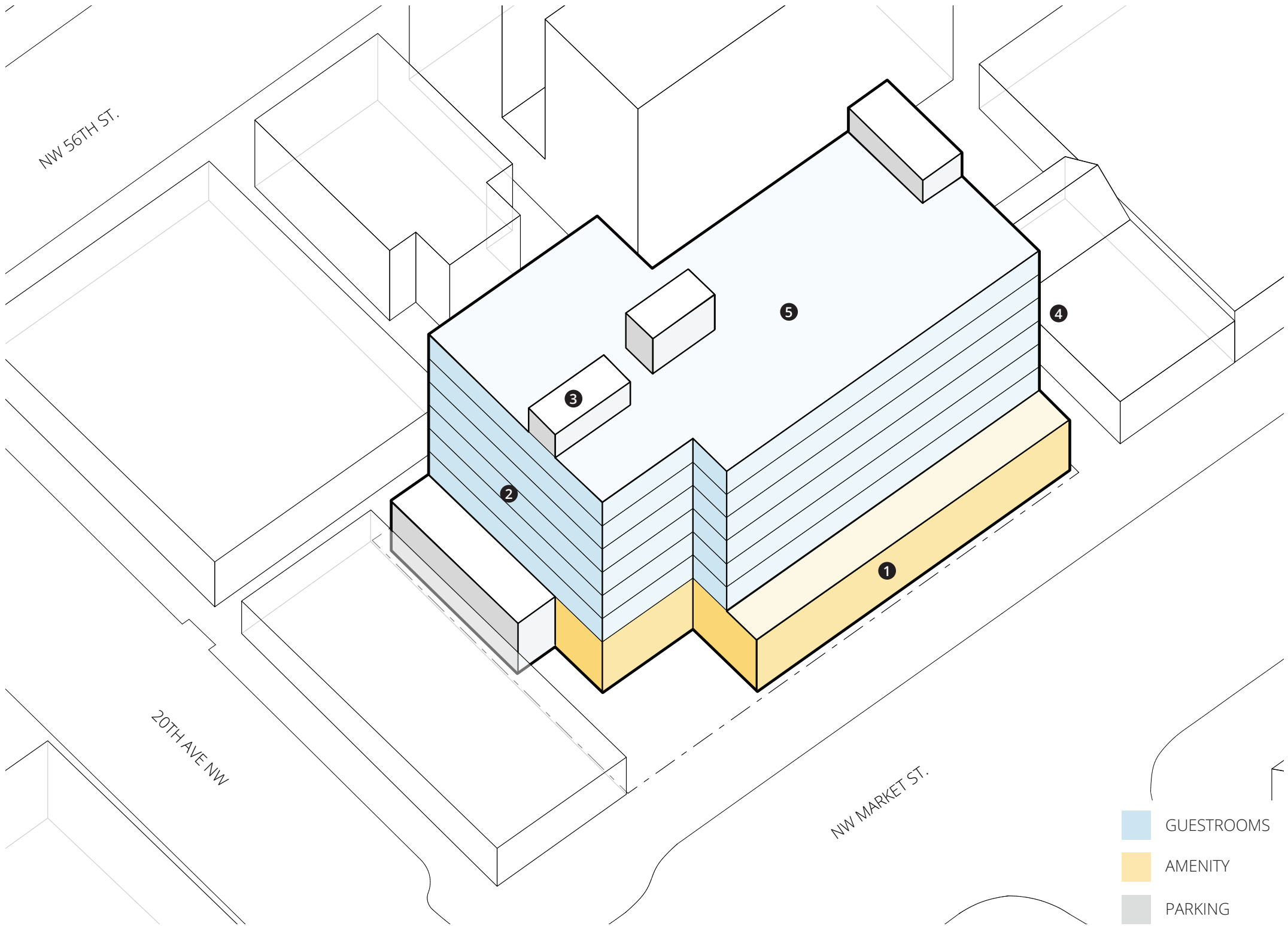
CS2.D.2

Building located along the east property line, which creates an undesirable blank facade.

5

DC1.A.1

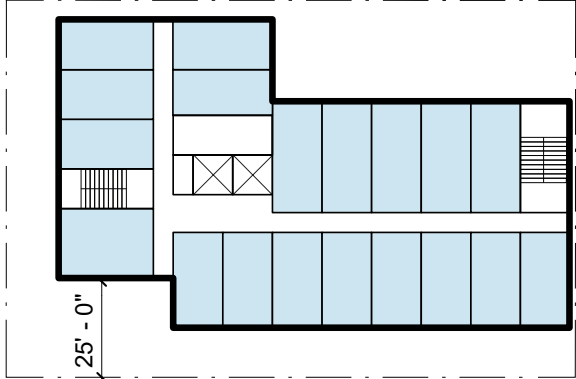
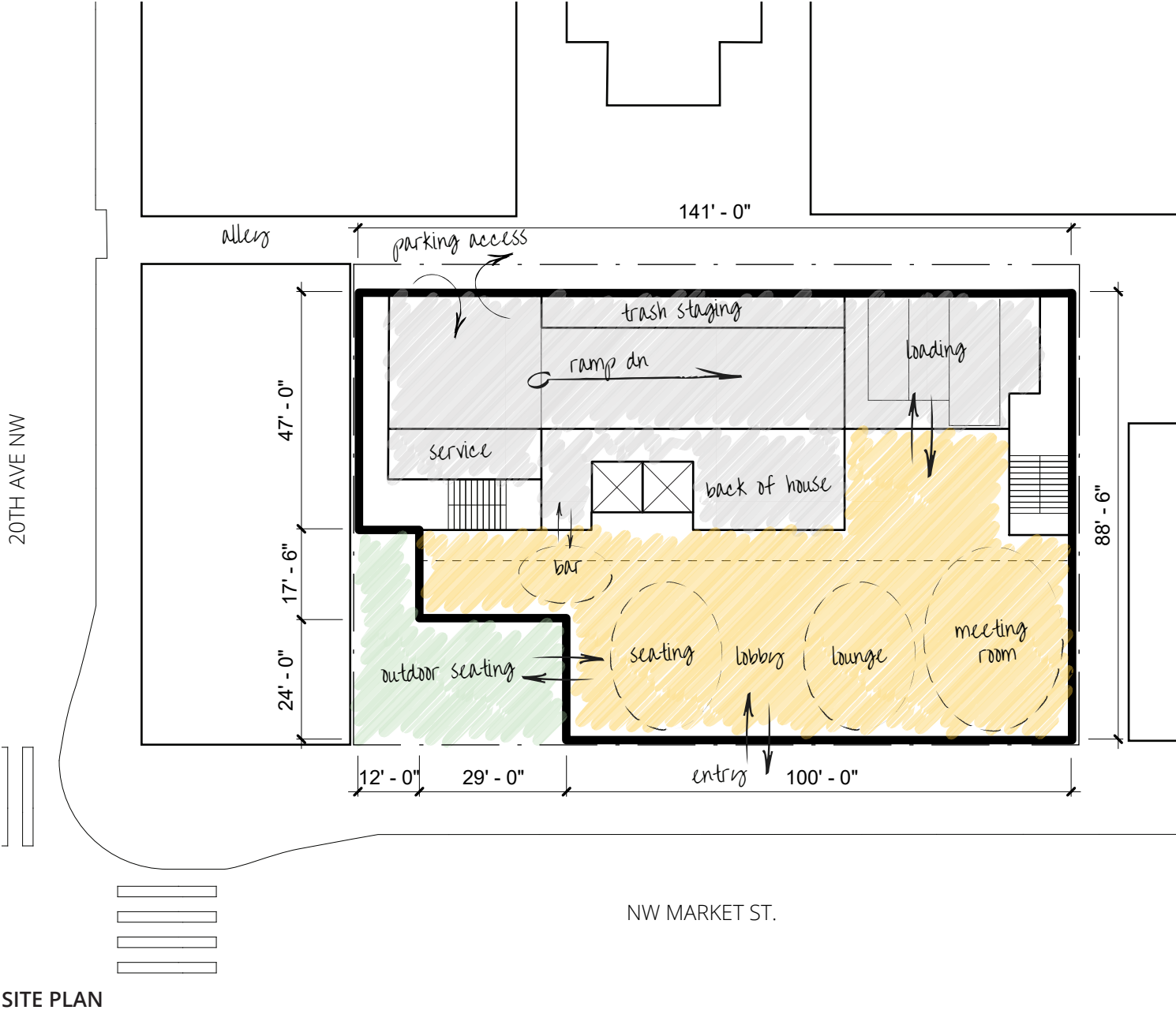
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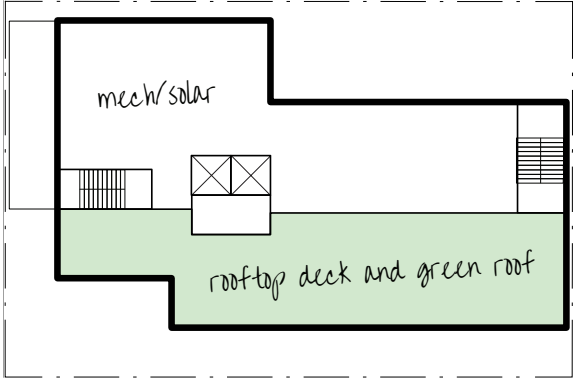


## OPTION B: PLANS

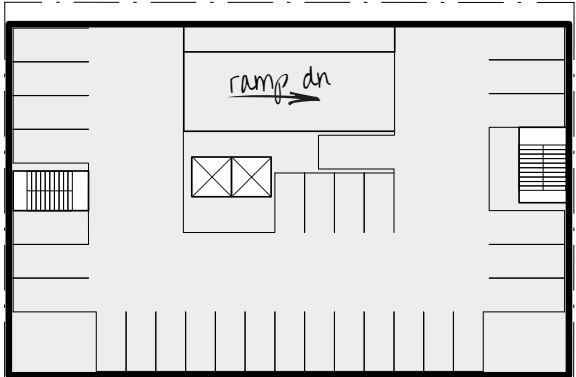
CLARK  
BARNES



## GUESTROOM LEVEL



## ROOF LEVEL



## PARKING LEVEL



## MEZZANINE LEVEL



- GUESTROOMS
- AMENITY
- PARKING

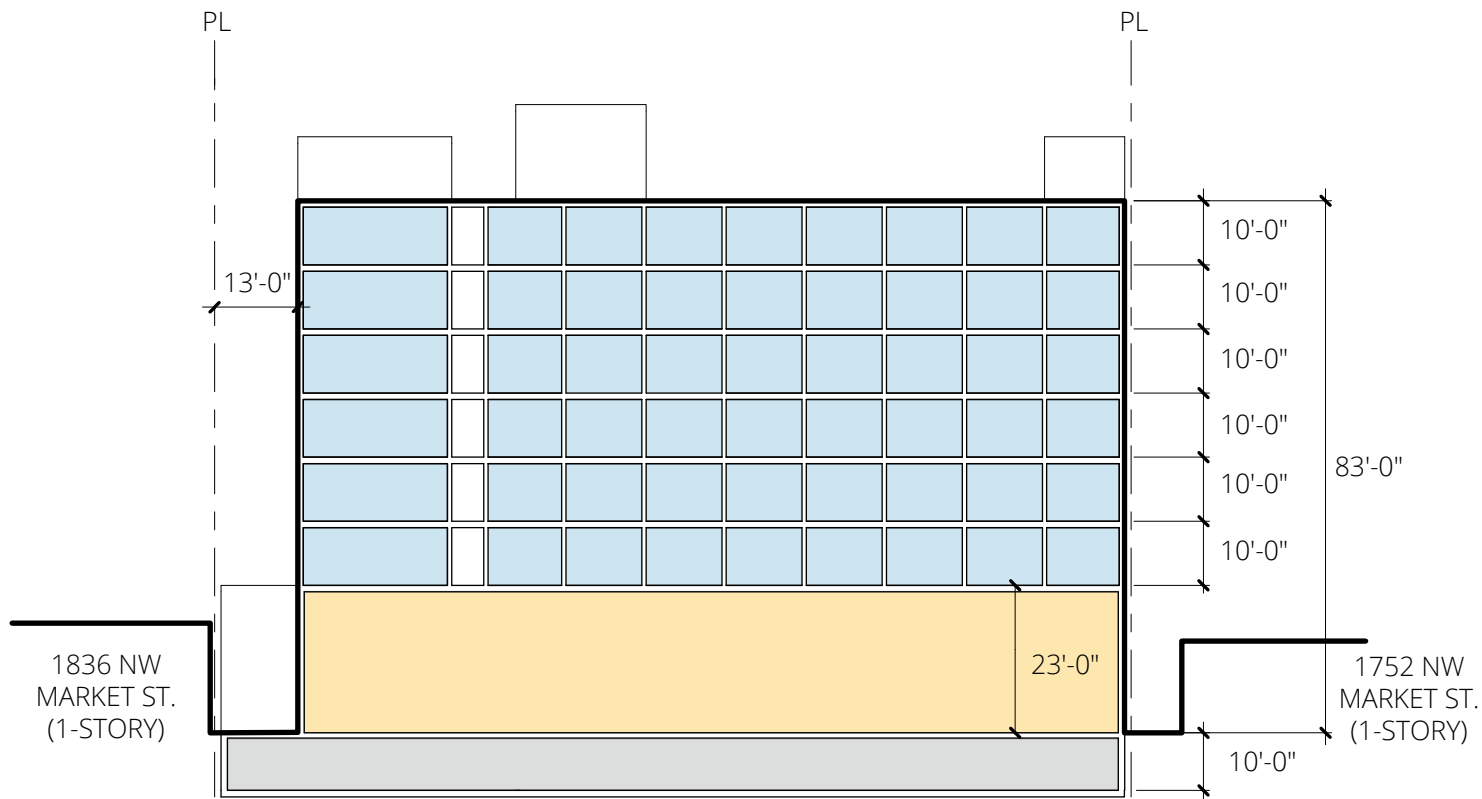
1766 NW MARKET STREET, SEATTLE, WA 98107  
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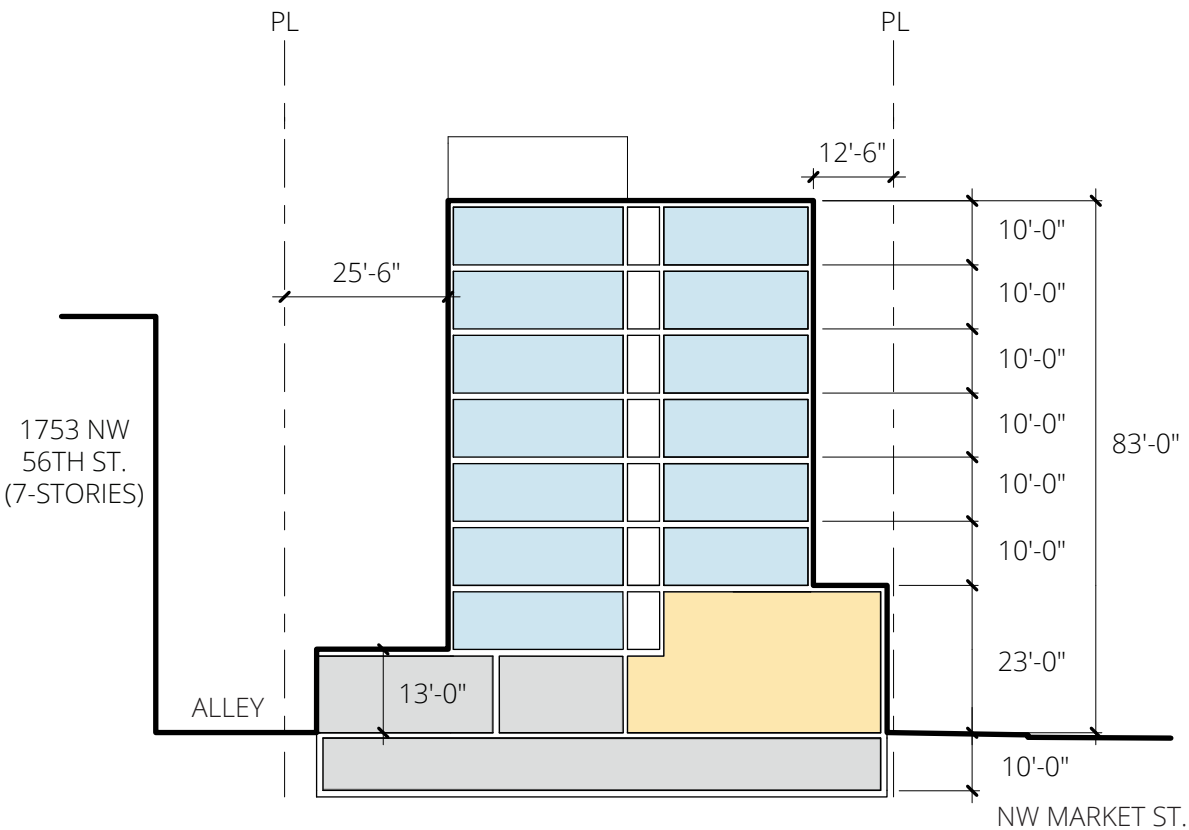
# OPTION B: SECTIONS

CLARK  
BARNES

- GUESTROOMS
- AMENITY
- PARKING



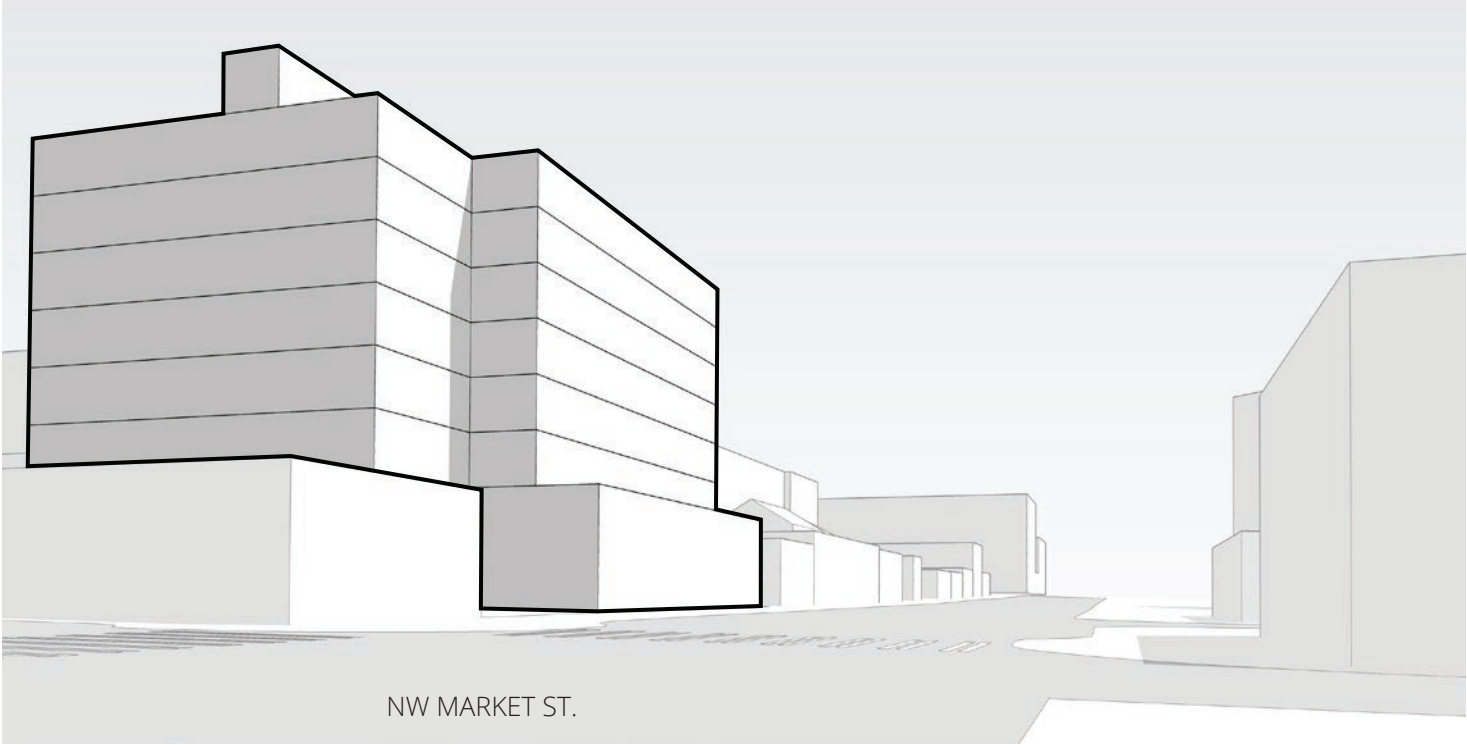
SECTION A



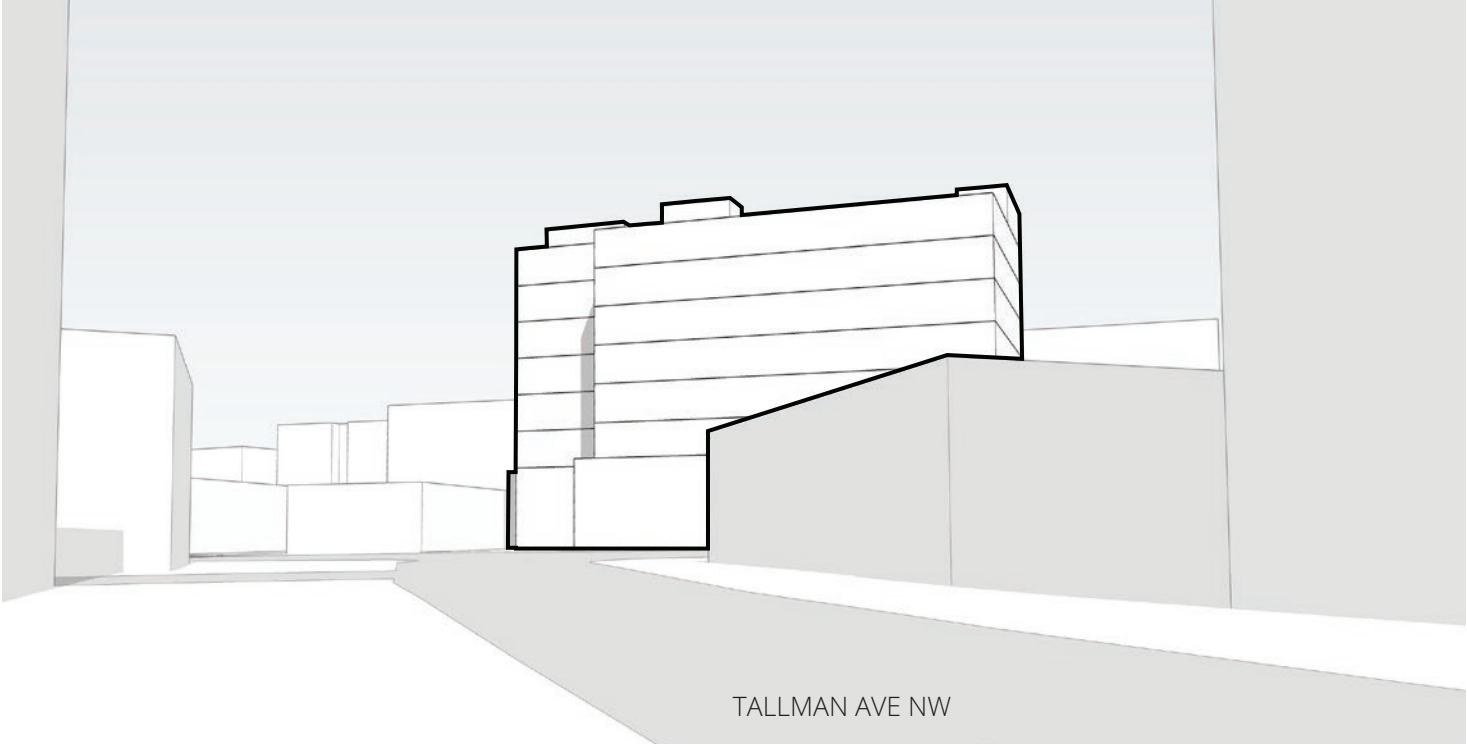
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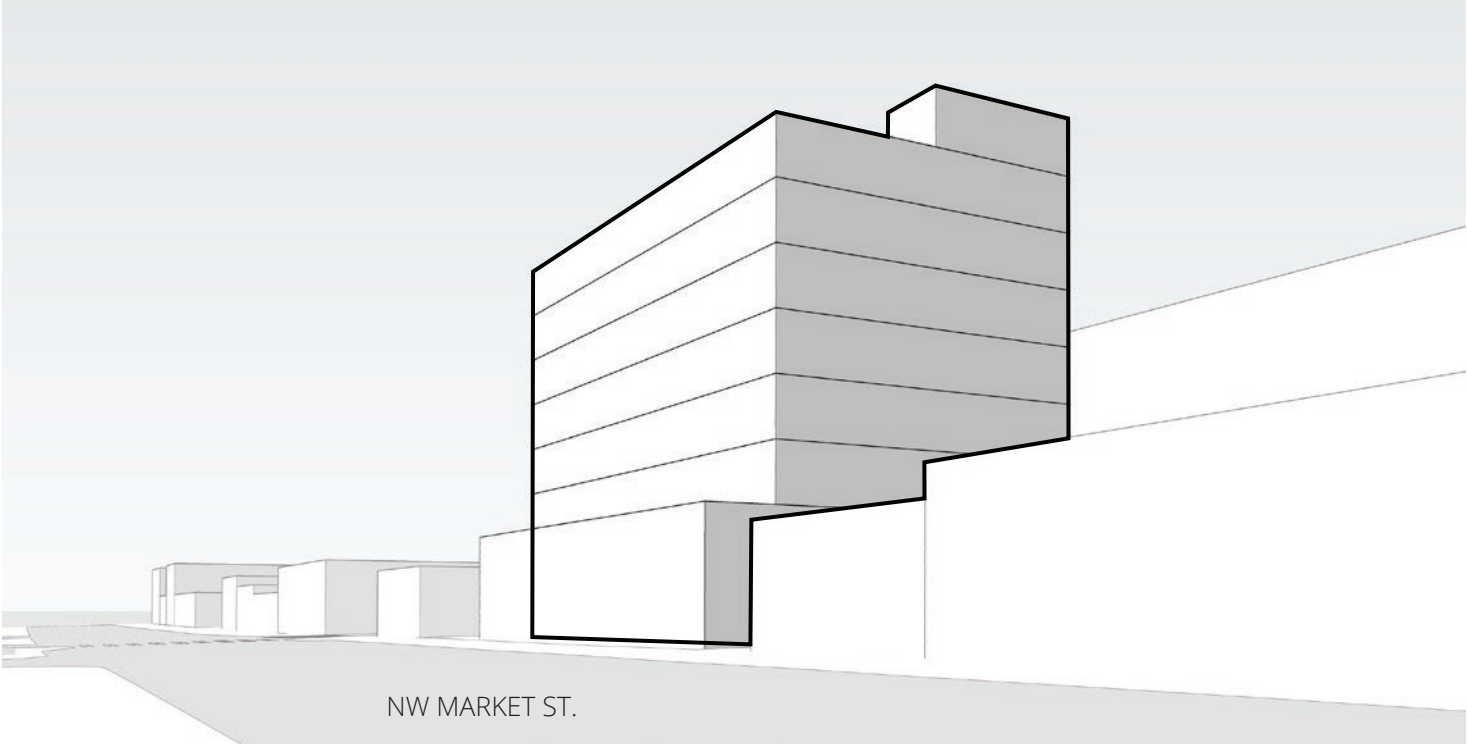
OPTION B: VIGNETTES



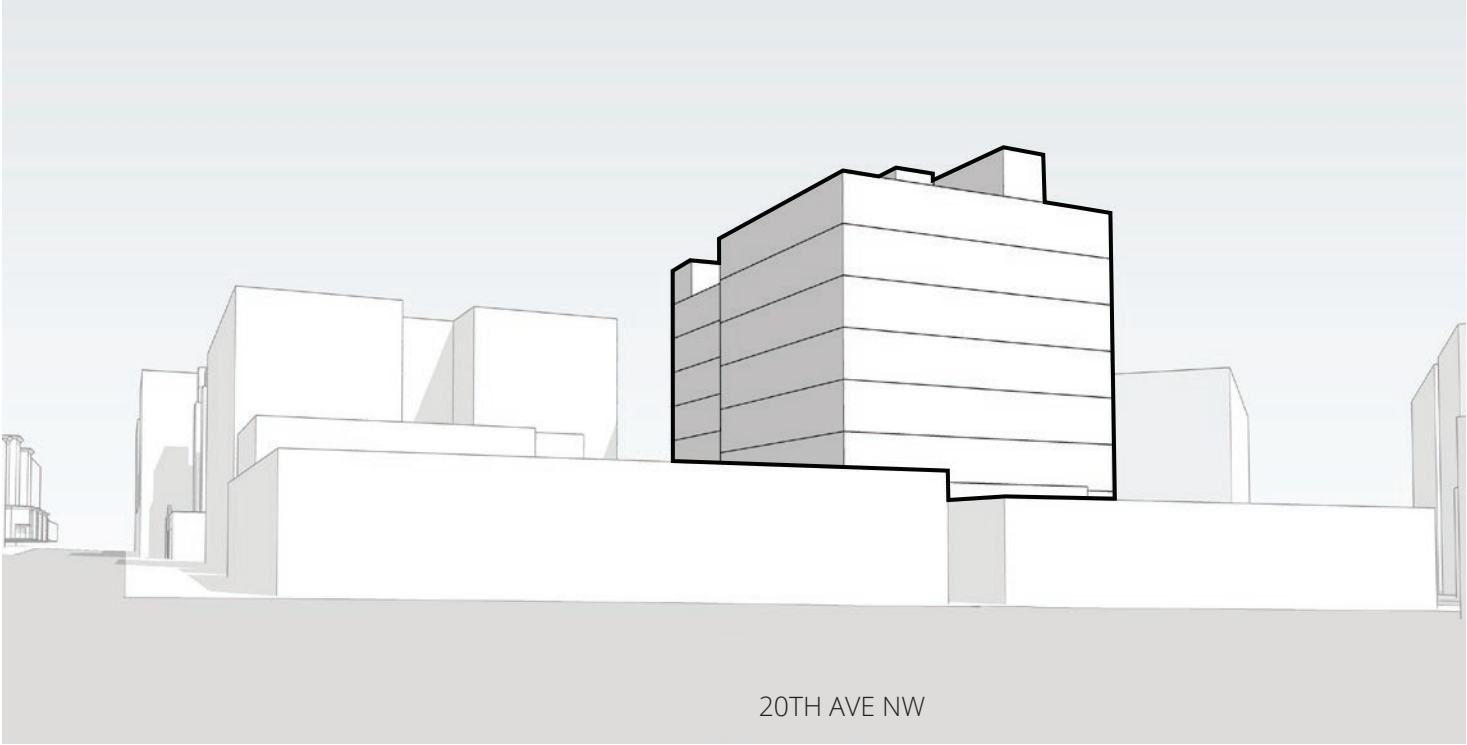
LOOKING EAST



LOOKING NORTH



LOOKING WEST



LOOKING SOUTHEAST



# OPTION C: MASSING

- CENTRALIZED SCHEME**
- BUILDING AREA:**

61,100 SF (chargeable FAR)
- GUESTROOMS:**

120
- PARKING STALLS:**

30
- DEPARTURES:**

None
- PROS:**

1

CS2.C.2

First floor massing maintain scale and street-edge created by adjacent buildings, while taller massing recessed to reduce overall scale.

2

PL3.A.

Building form provides visually prominent ground floor to define the entry sequence.

3

CS2.B.2

Exterior plazas are located along the east and west property lines to provide relief along the street, signify building entries and provide visual interest from the interior.

4

CS2.C.2

Mass is pulled away from East and West property lines to reduce blank wall and provide visually views from all facades.

5

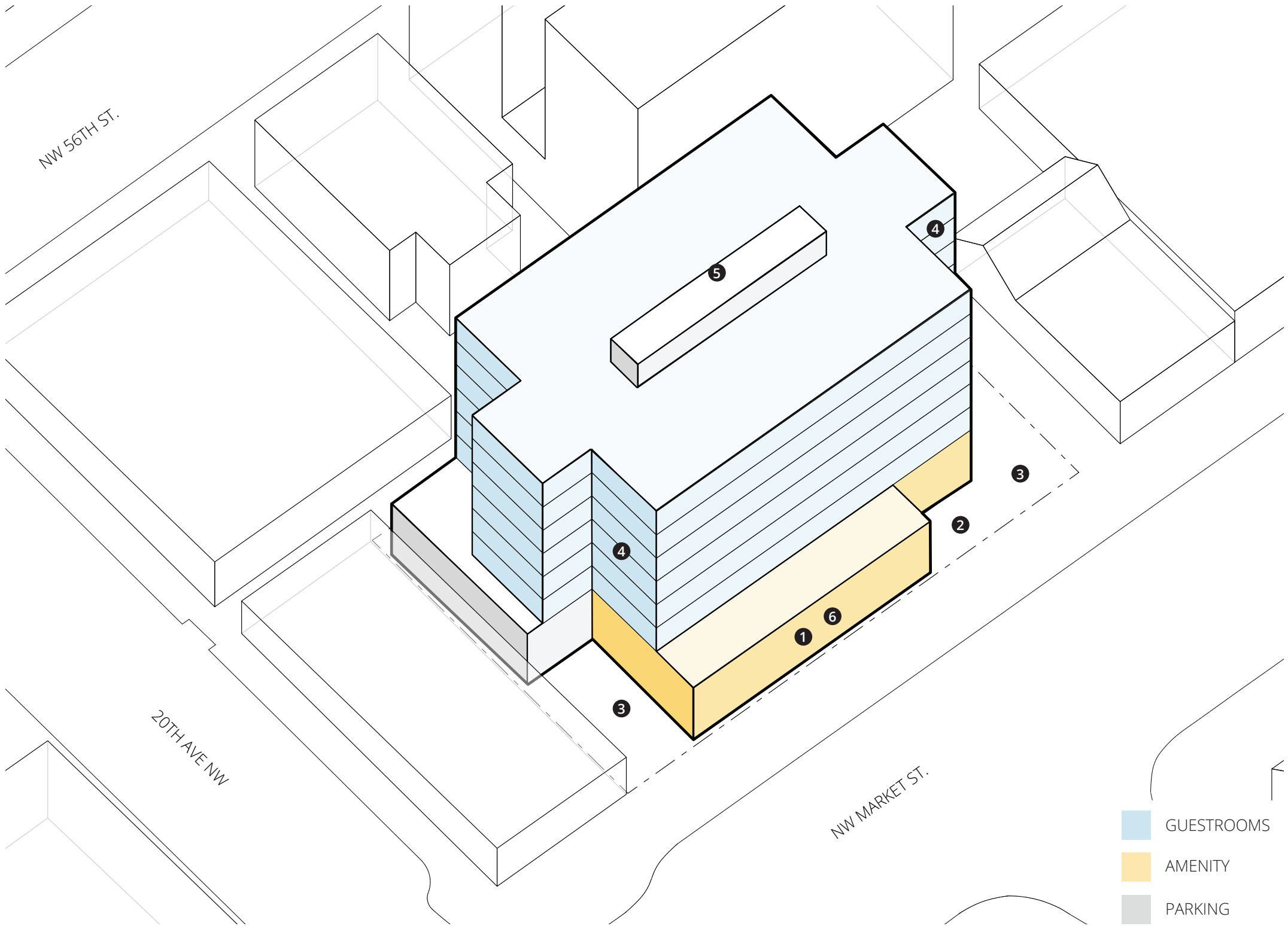
CS2.D.2

Centralized core locations reduce visibility from pedestrian experience at street level.

6

DC1.A.1

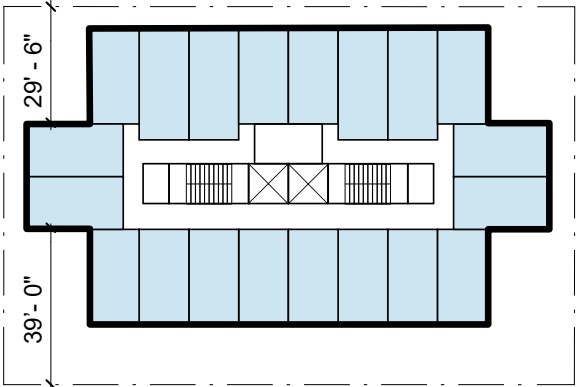
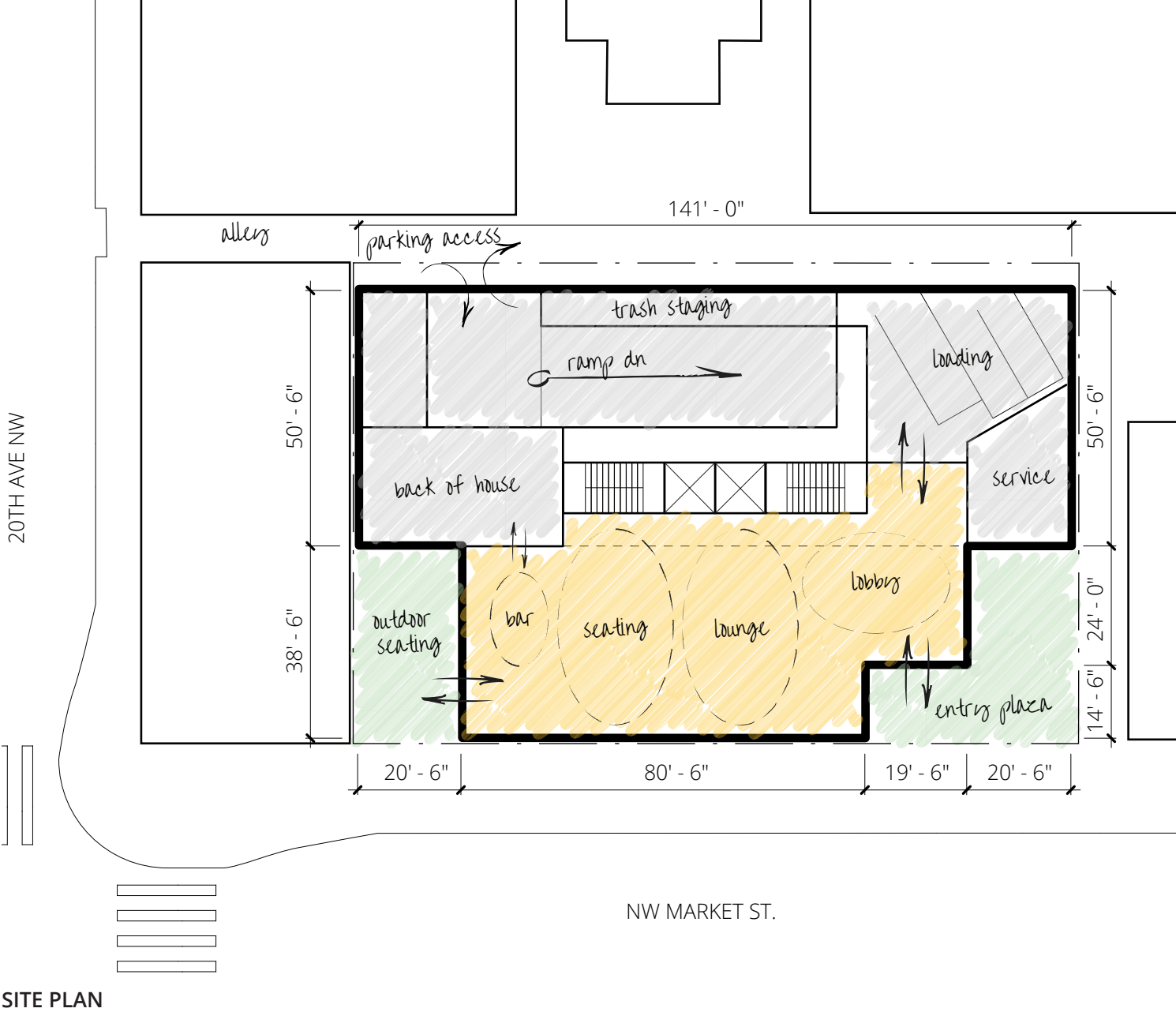
All the active pedestrian oriented uses are located along the street frontage. The mezzanine includes public, less active uses that have direct visual connection to the lobby.



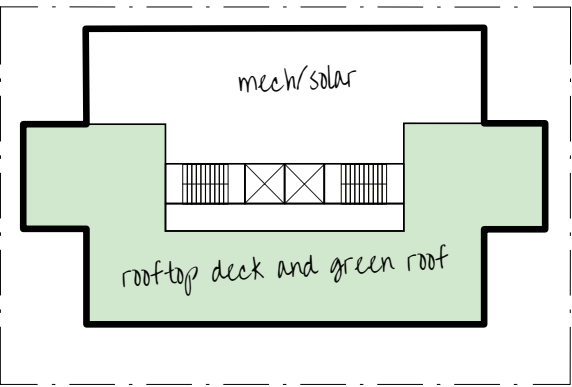


# OPTION C: PLANS

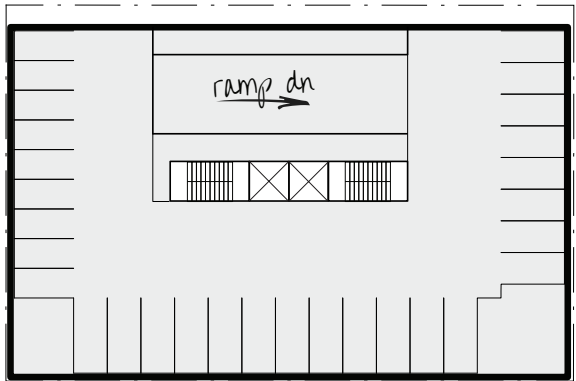
CLARK  
BARNES



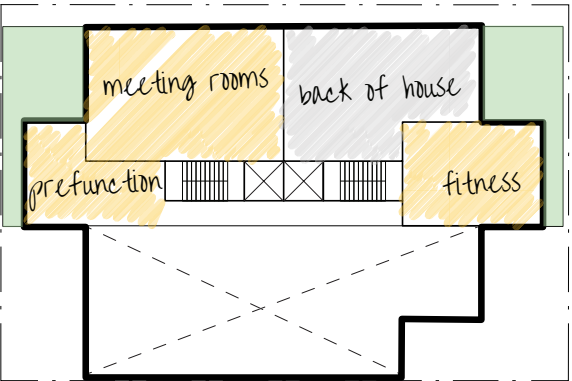
GUESTROOM LEVEL



ROOF LEVEL



PARKING LEVEL



MEZZANINE LEVEL

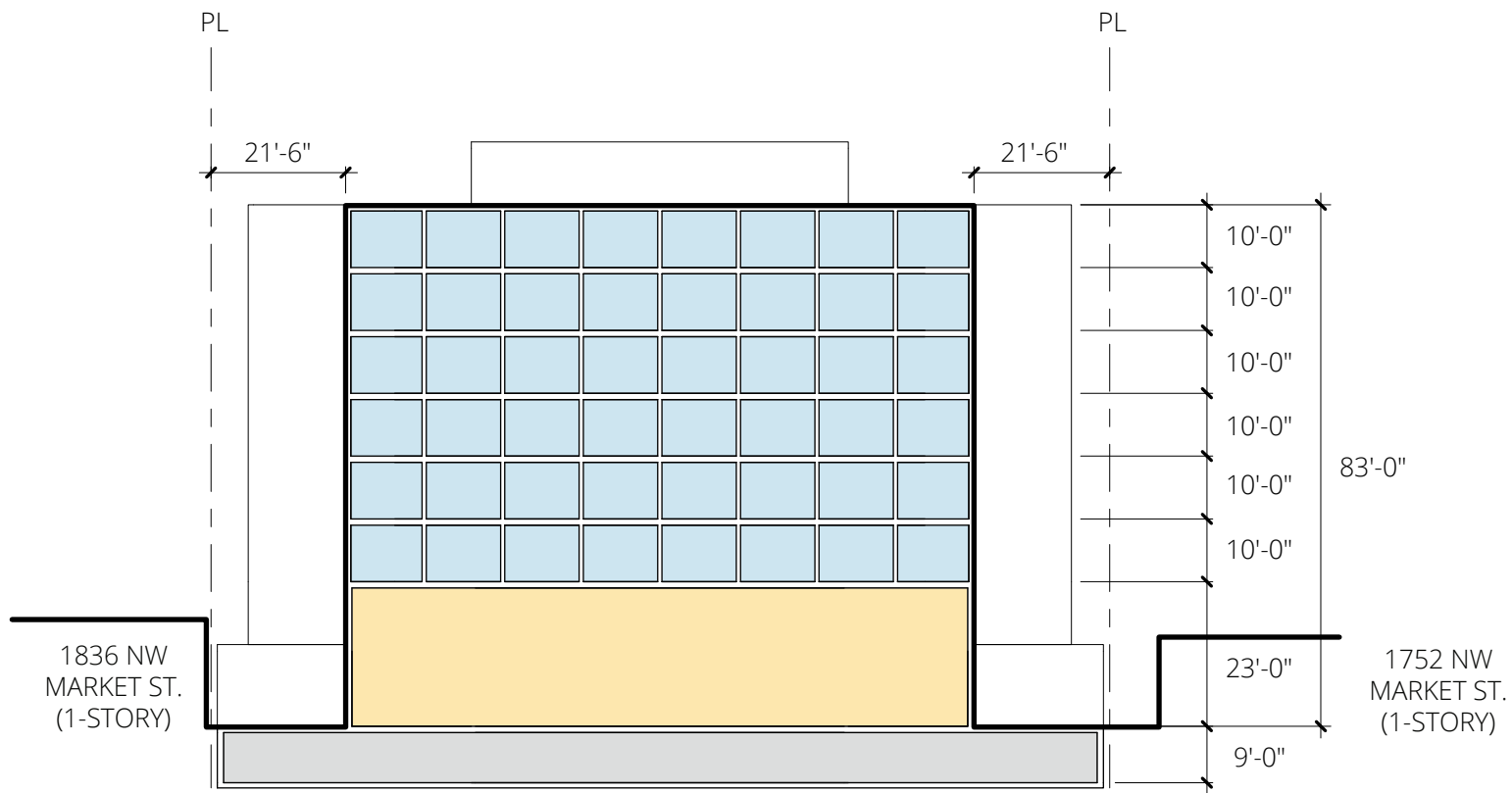




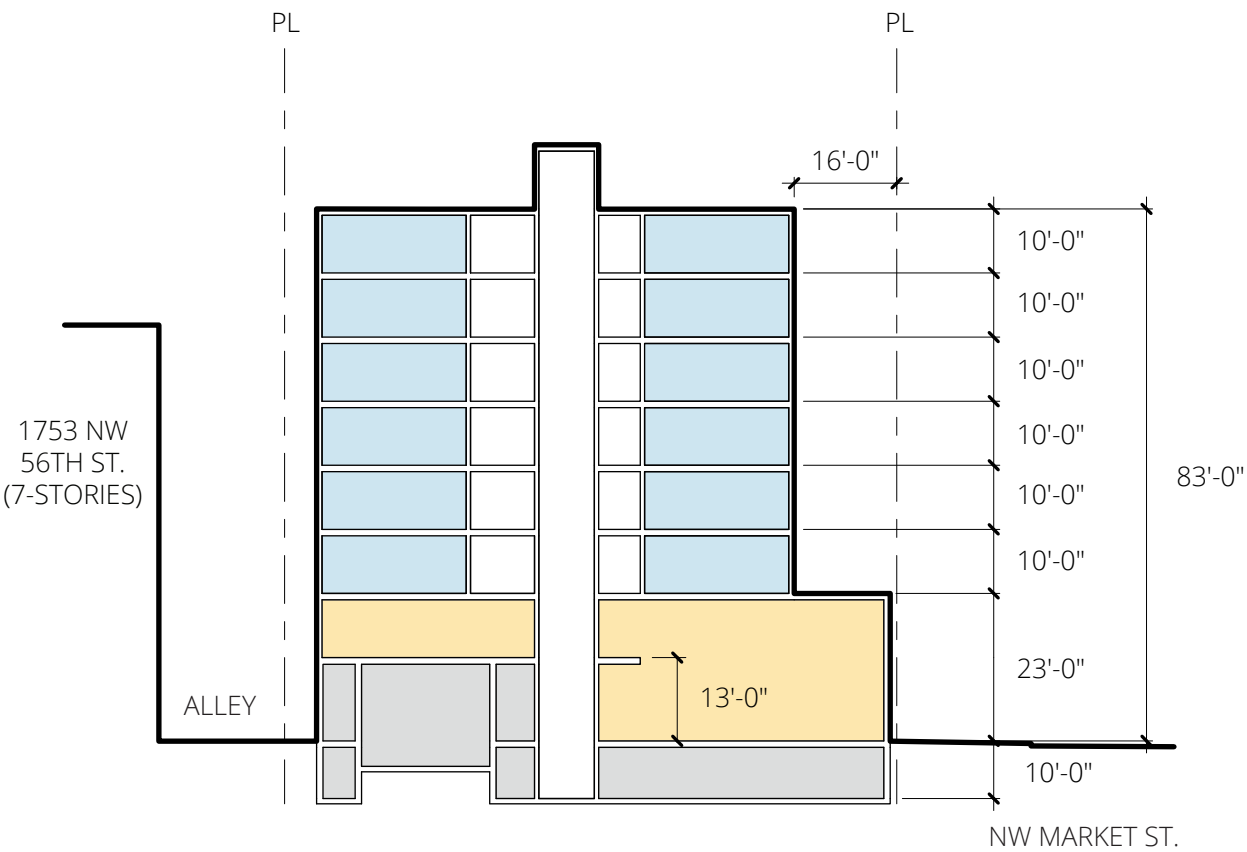
# OPTION C: SECTIONS

CLARK  
BARNES

- GUESTROOMS
- AMENITY
- PARKING



SECTION A

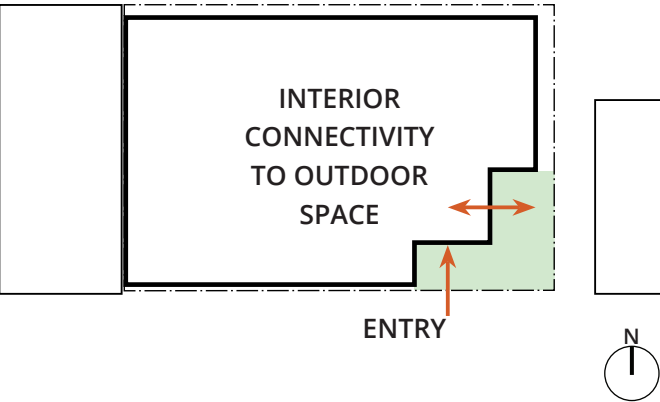


SECTION B

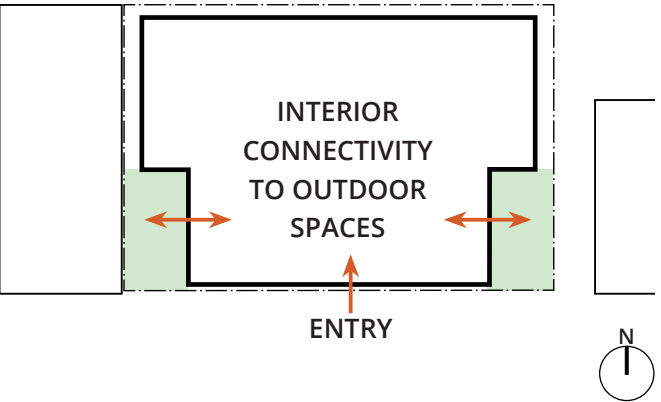


# GROUND FLOOR ANALYSIS

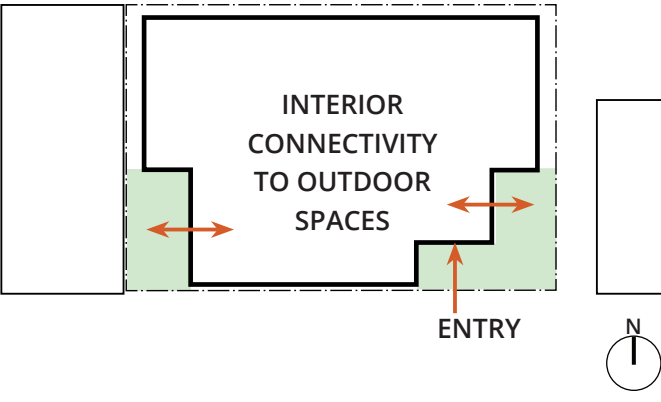
CONTINUOUS URBAN EDGE FROM WEST



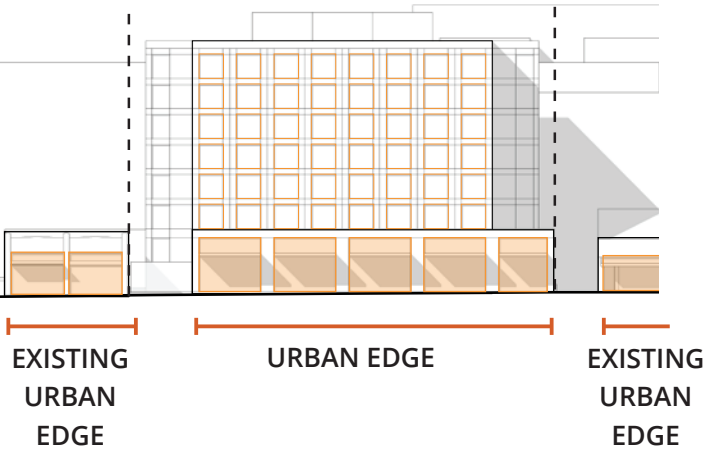
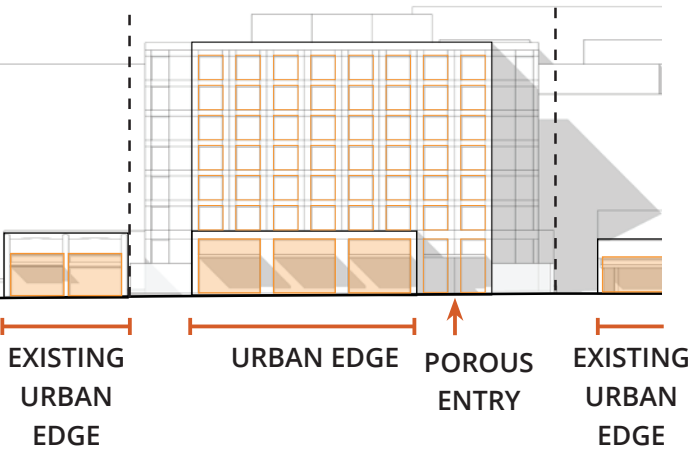
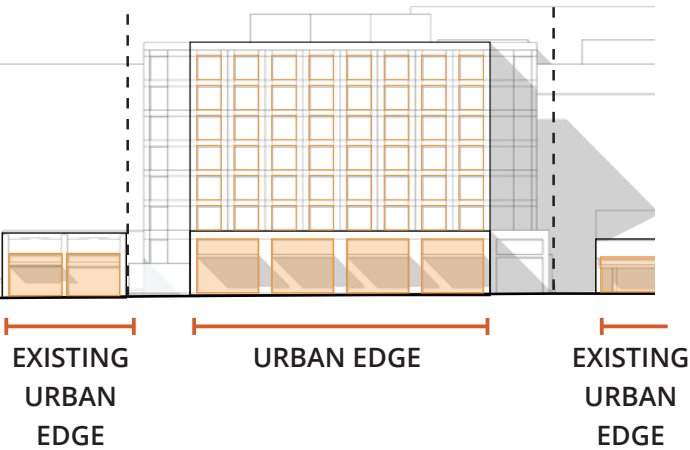
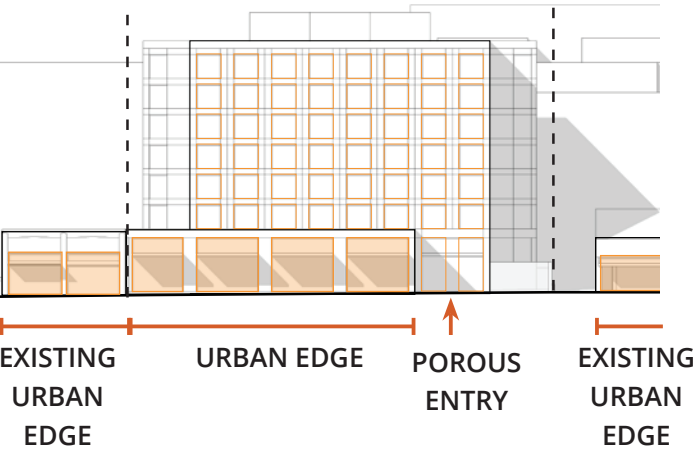
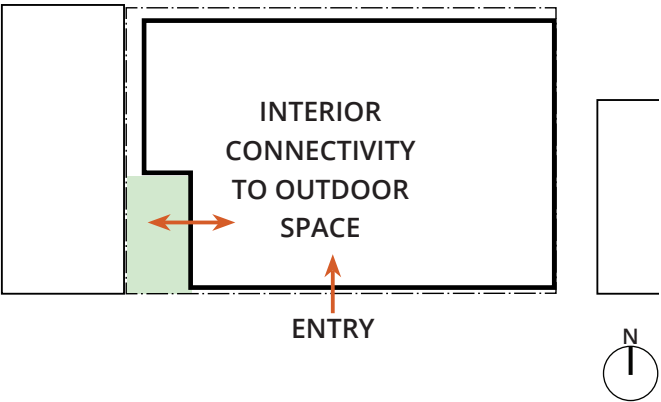
CENTRALIZED URBAN EDGE



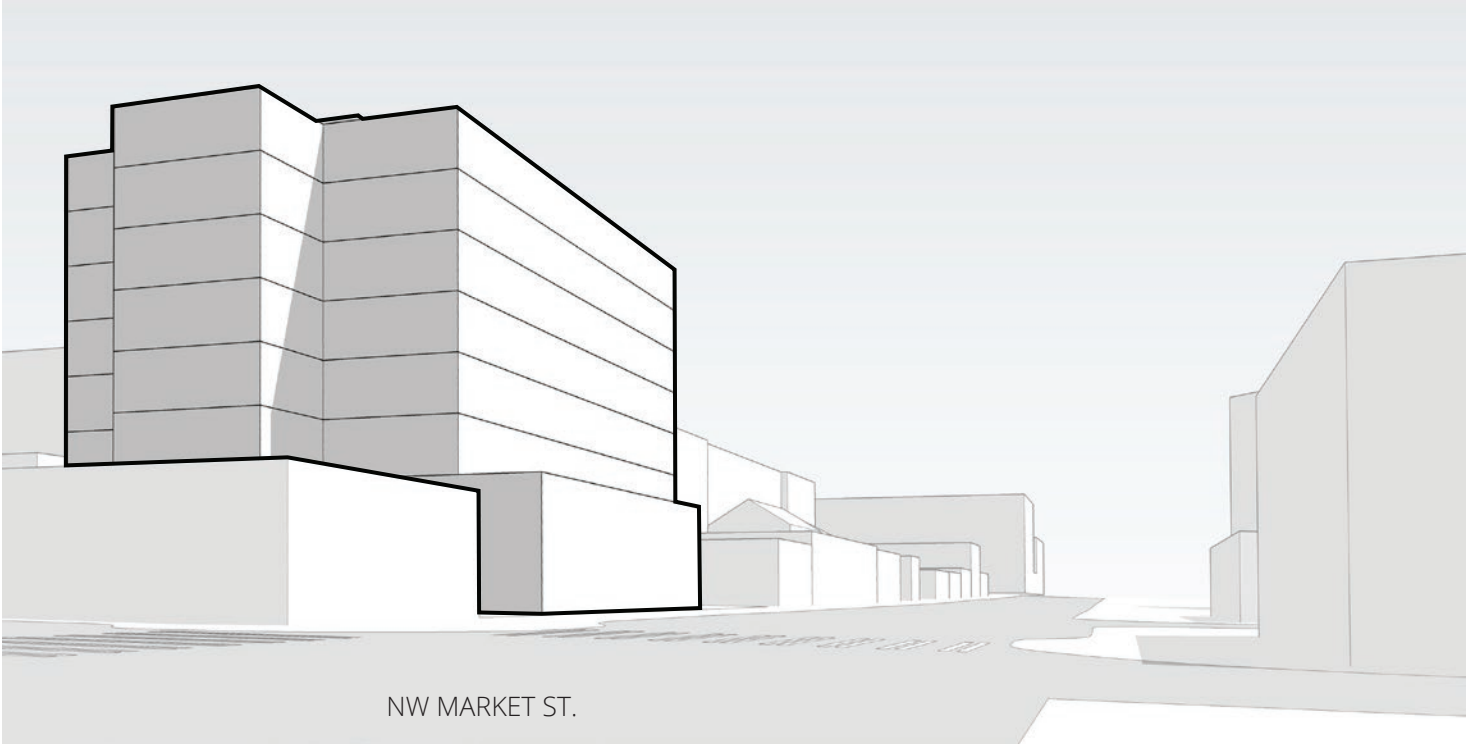
CENTRALIZED URBAN EDGE WITH ERODED CORNER



CONTINUOUS URBAN EDGE FROM EAST

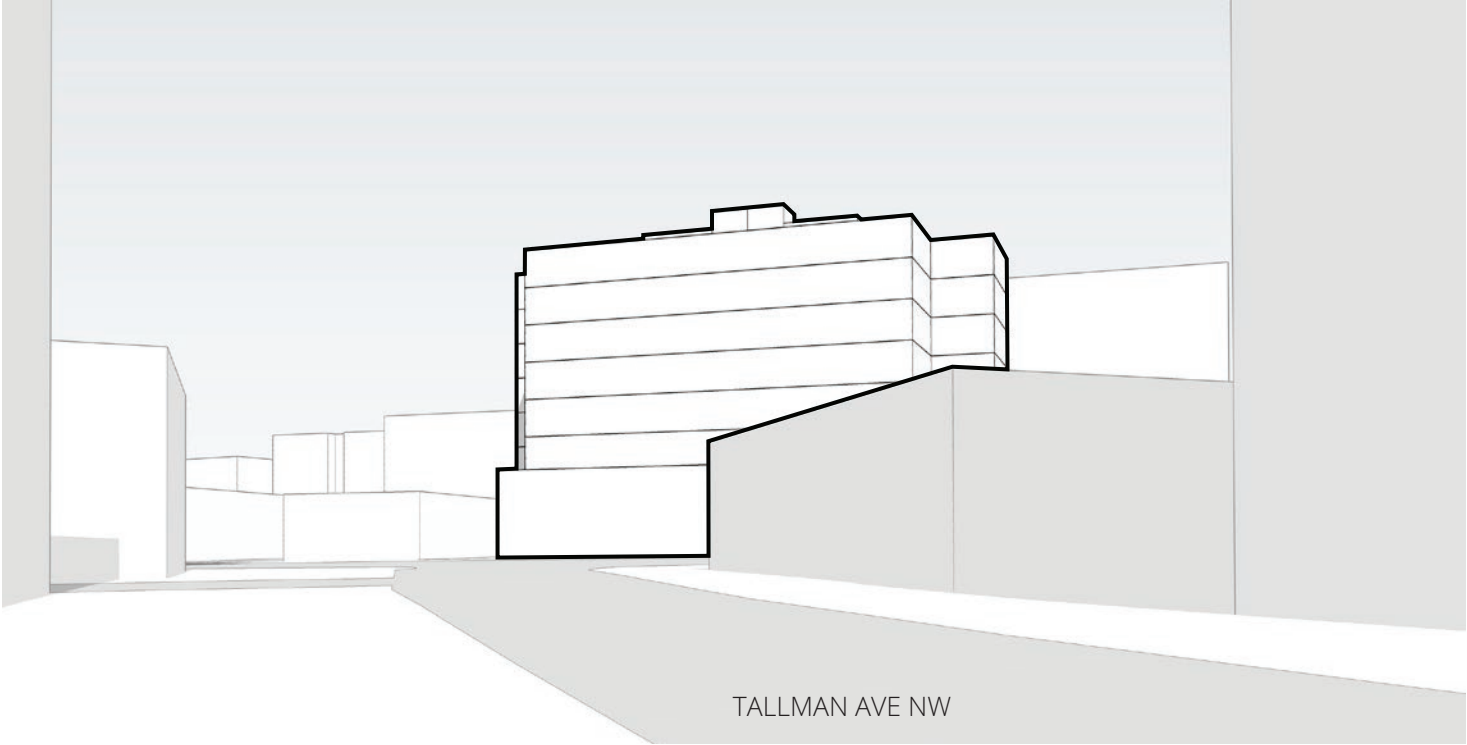


# OPTION C: VIGNETTES



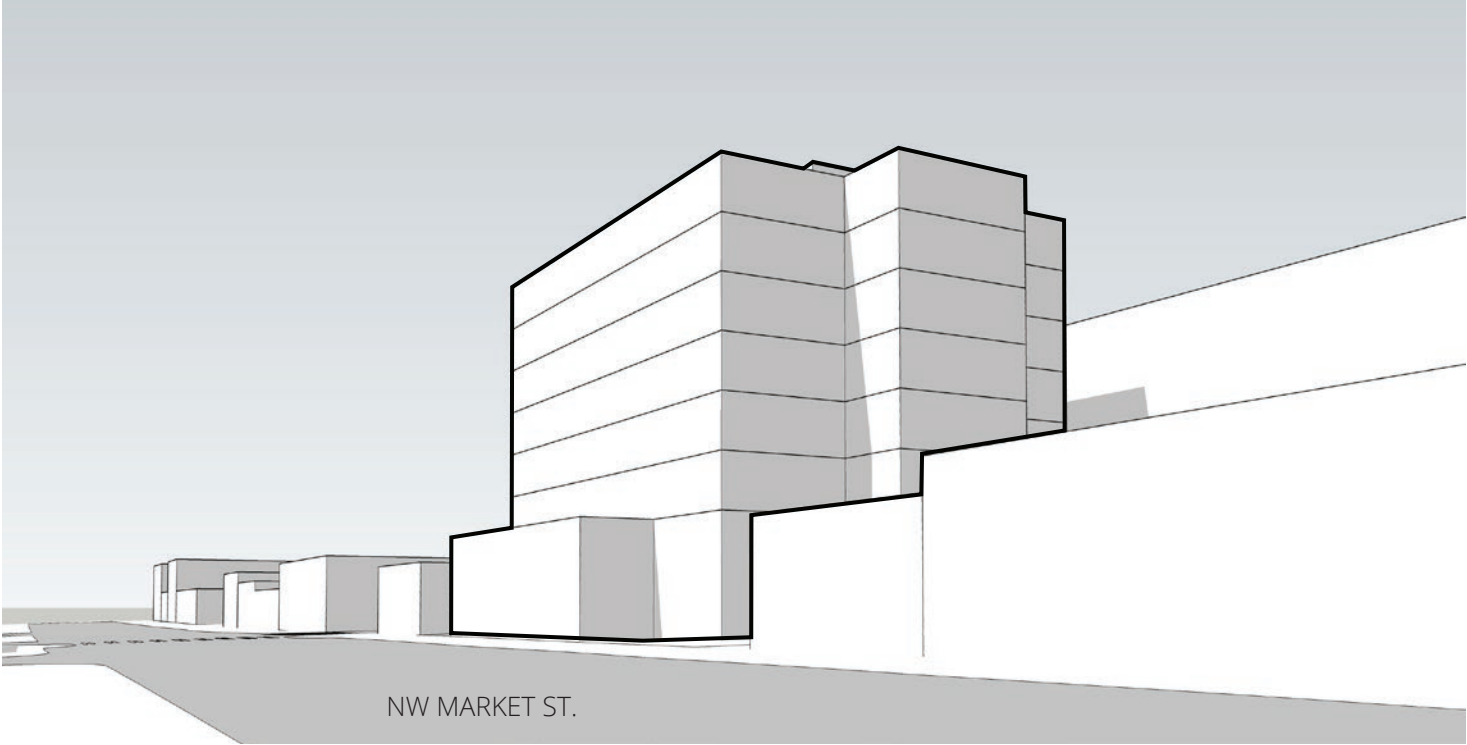
NW MARKET ST.

LOOKING EAST



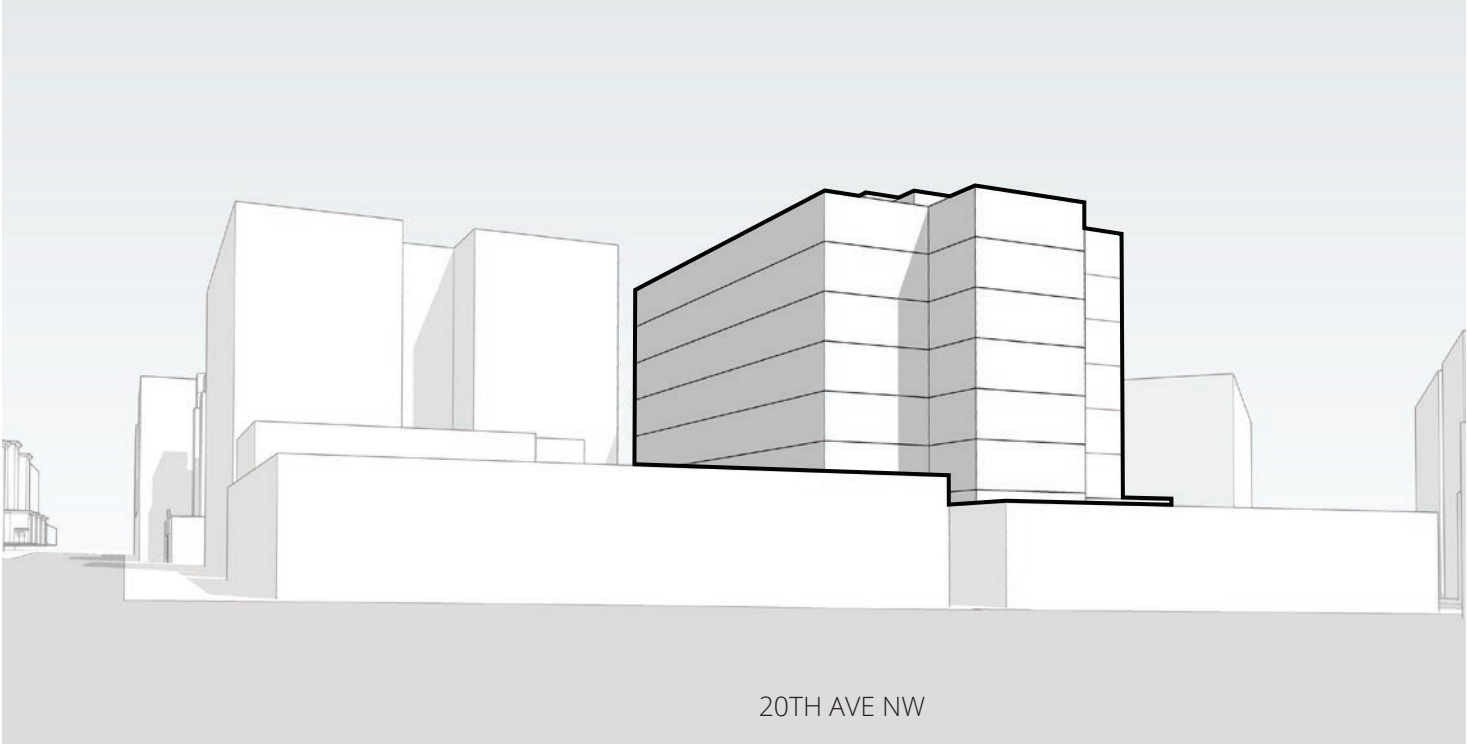
TALLMAN AVE NW

LOOKING NORTH



NW MARKET ST.

LOOKING WEST



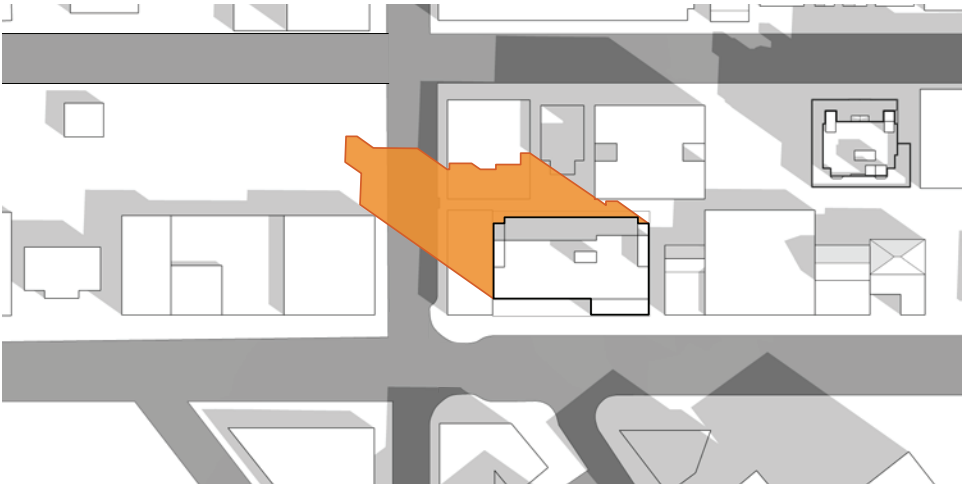
20TH AVE NW

LOOKING SOUTHEAST

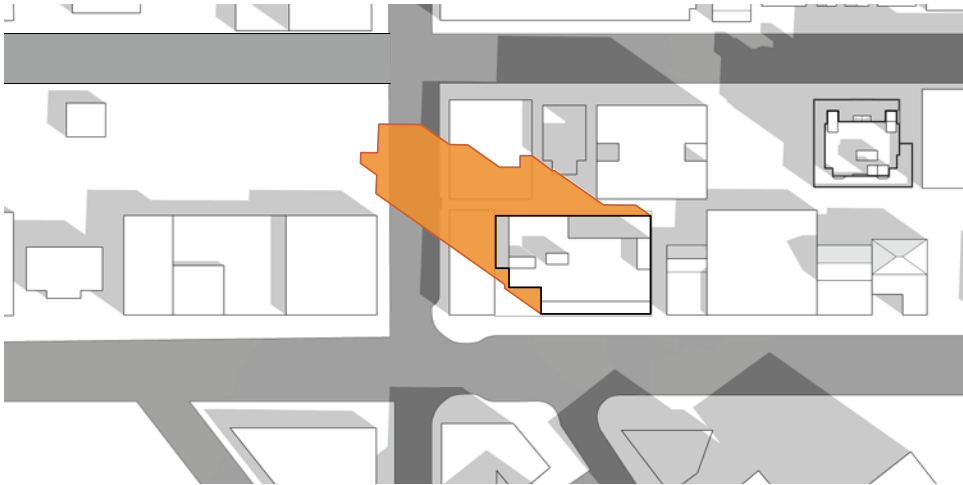


# SHADOW COMPARISON

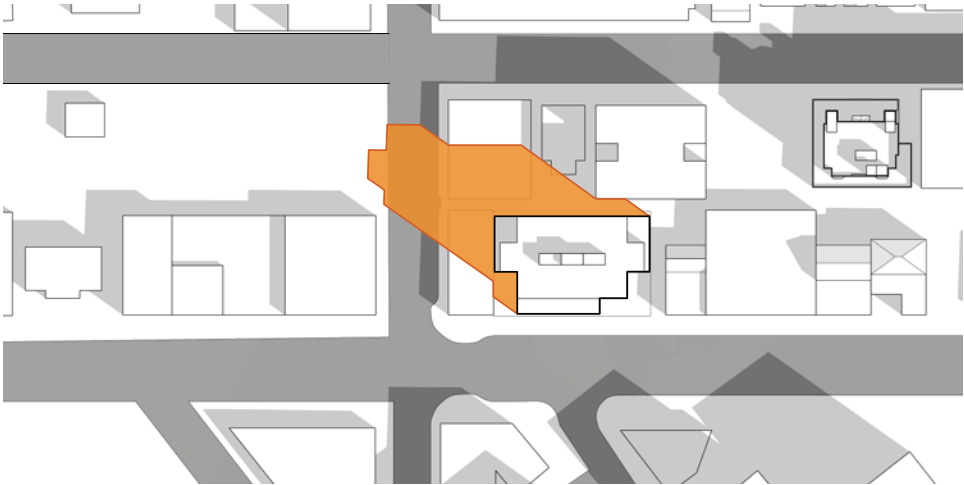
CLARK  
BARNES



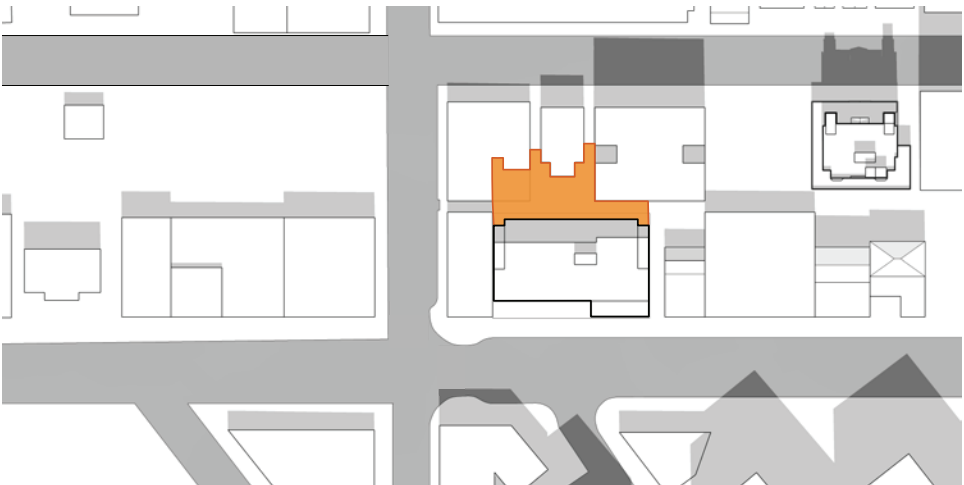
OPTION A: 9AM



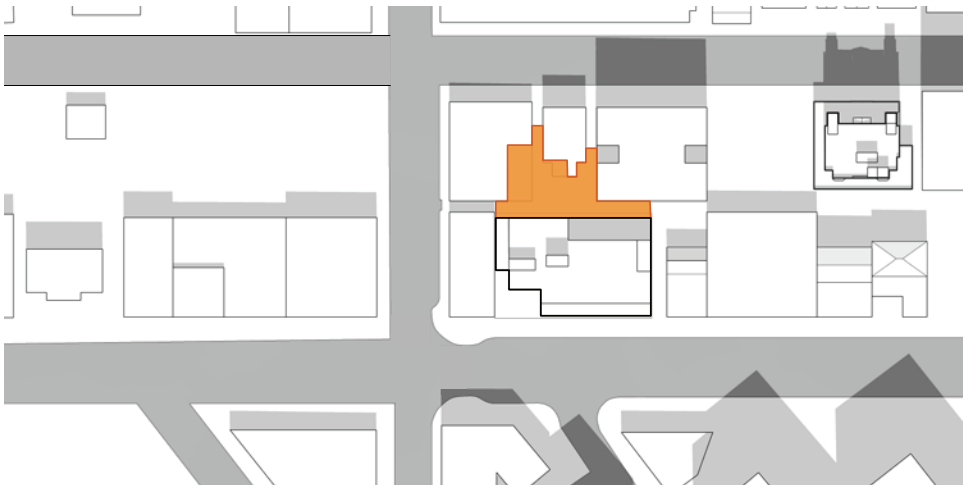
OPTION B: 9AM



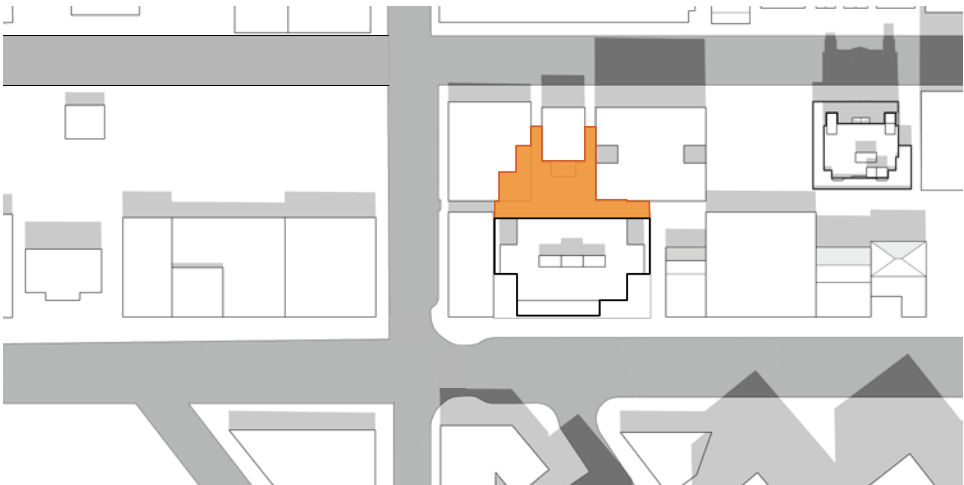
OPTION C: 9AM



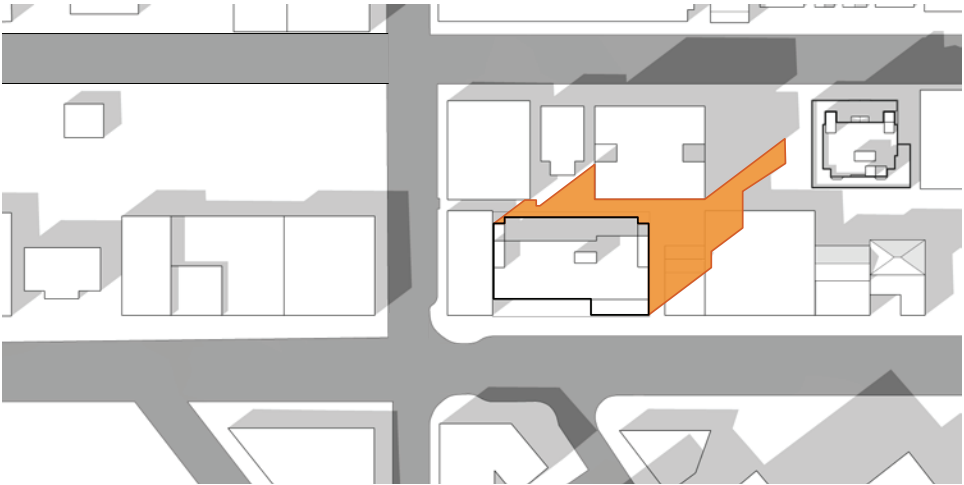
OPTION A: 12PM



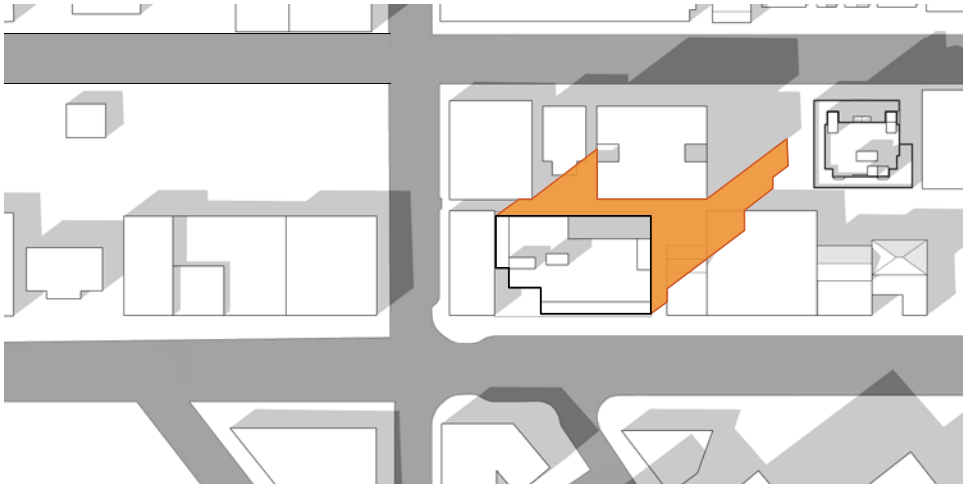
OPTION B: 12PM



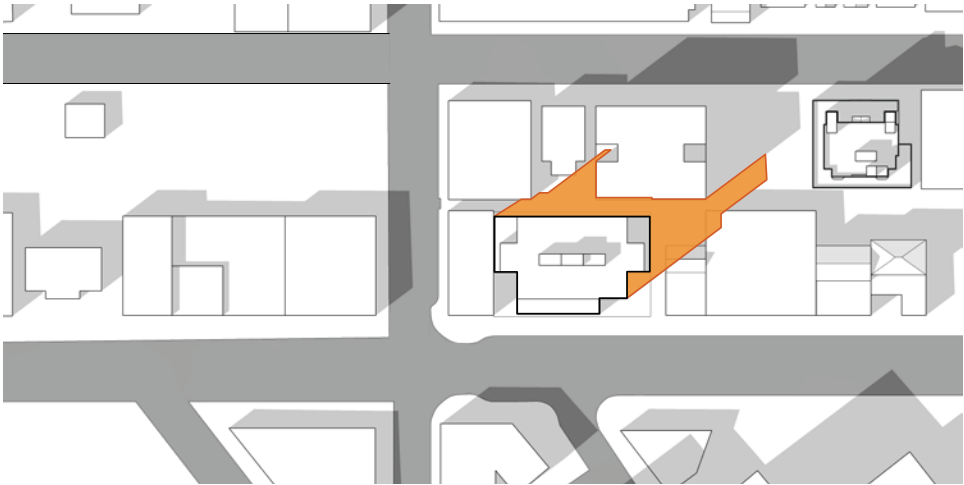
OPTION C: 12PM



OPTION A: 3PM



OPTION B: 3PM



OPTION C: 3PM