

# HOTEL BALLARD & OLYMPIC ATHLETIC CLUB EXPANSION — Seattle, WA

## Early Design Guidance

DECEMBER 16, 2019

NELSENPARTNERS.COM



*Hotel Ballard*

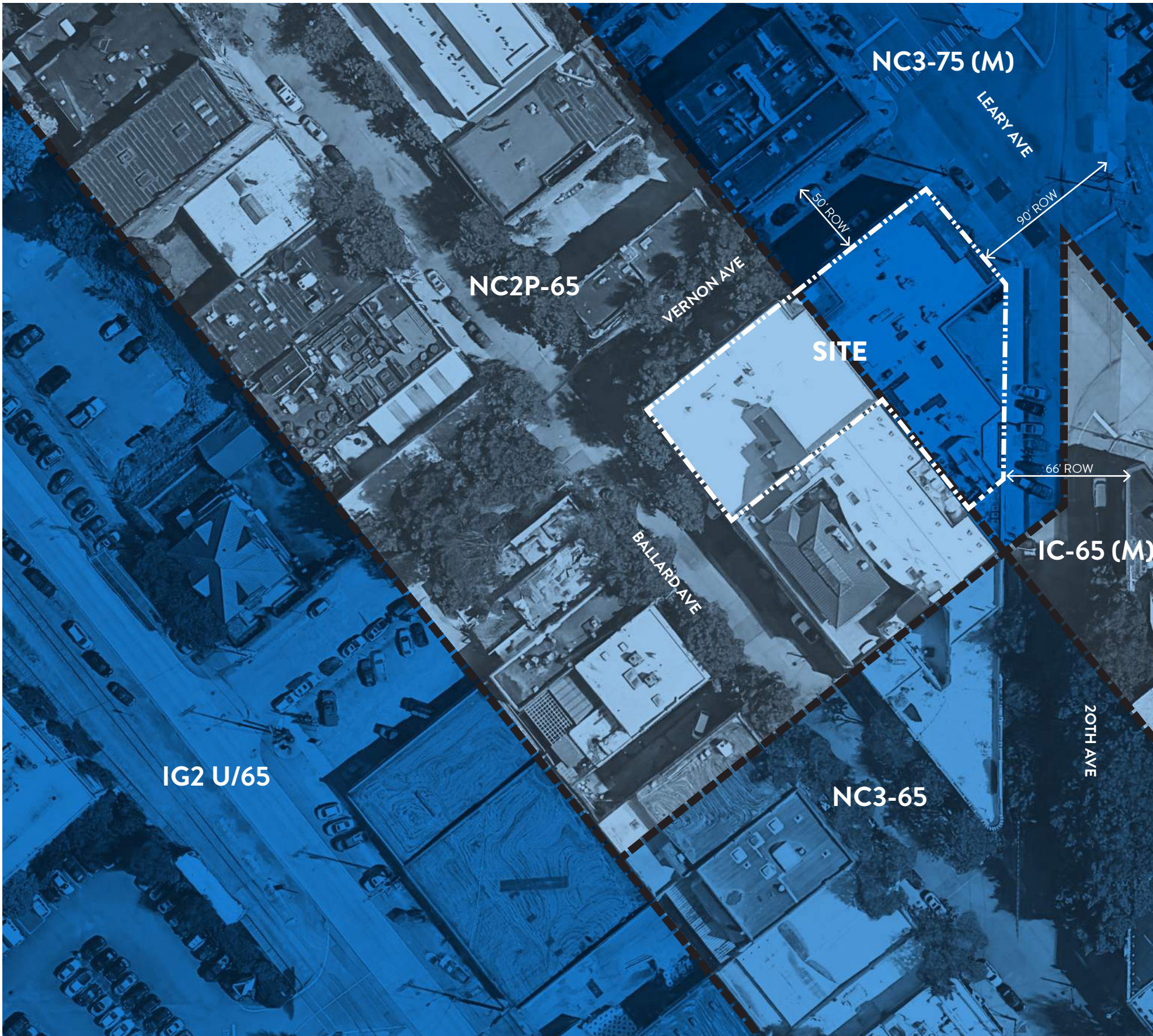
**NELSEN  
PARTNERS**  
ARCHITECTS & PLANNERS

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# PROJECT INFORMATION

## SDCI INFORMATION

SDCI PROJECT NUMBER 003258-19PA  
3034789-EG

MEETING TYPE Early Design Guidance  
MEETING DATE December 16, 2019

## SITE INFORMATION

ADDRESS 5301 Leary Ave NW  
Seattle, WA 98107

PARCEL NUMBER 2767702960

LEGAL DESCRIPTION GILMAN PARK ADD LOTS 17 & 18 LESS POR FOR STS POR LOT 19 LESS BEG MOST SLY PT OF SD LOT 19 TH N 36.5 FT AS MEAS ALG W MGN 20TH AVE NW TH SWLY 23.5 FT TAP ON SWLY LN SD LOT 19 AAP 29 FT 10 INCHES FRM POB TH SELY TO BEG TGW LOTS 23 & 24 LESS POR SD LOT 24 FOR STREET

ZONING NC3-75 (M): LIMIT OF WORK  
NC2P-65: PORTION OF SITE TO REMAIN

SITE AREA NC3-75 (M): 10,344 sf  
NC2P-65: 7,503 sf  
Total: 17,847 sf

## APPLICANT TEAM

OWNER James R. LLC  
DEVELOPER James Riggle  
ARCHITECT Nelsen Partners

## PROPOSAL

- PRESERVATION Preserve existing historic building on Ballard Ave, which is a 3-story building in Historic Ballard Avenue Landmark District. (Portion of Site to Remain)
- DEMOLITION Redevelop building on Leary Ave, which was built in 1979. (Limit of Work)
- NEW CONSTRUCTION 6 stories above grade and 1 story below grade
- BELOW GRADE LEVEL B1 Athletic Club & Service  
LEVELS 1 & 2 Athletic Club  
LEVEL 3 TO 6 Hotel
- GUESTROOMS 50/51 (depending on scheme)
- PARKING 0 Spaces



# PROJECT INFORMATION



## PROPOSAL STATEMENT

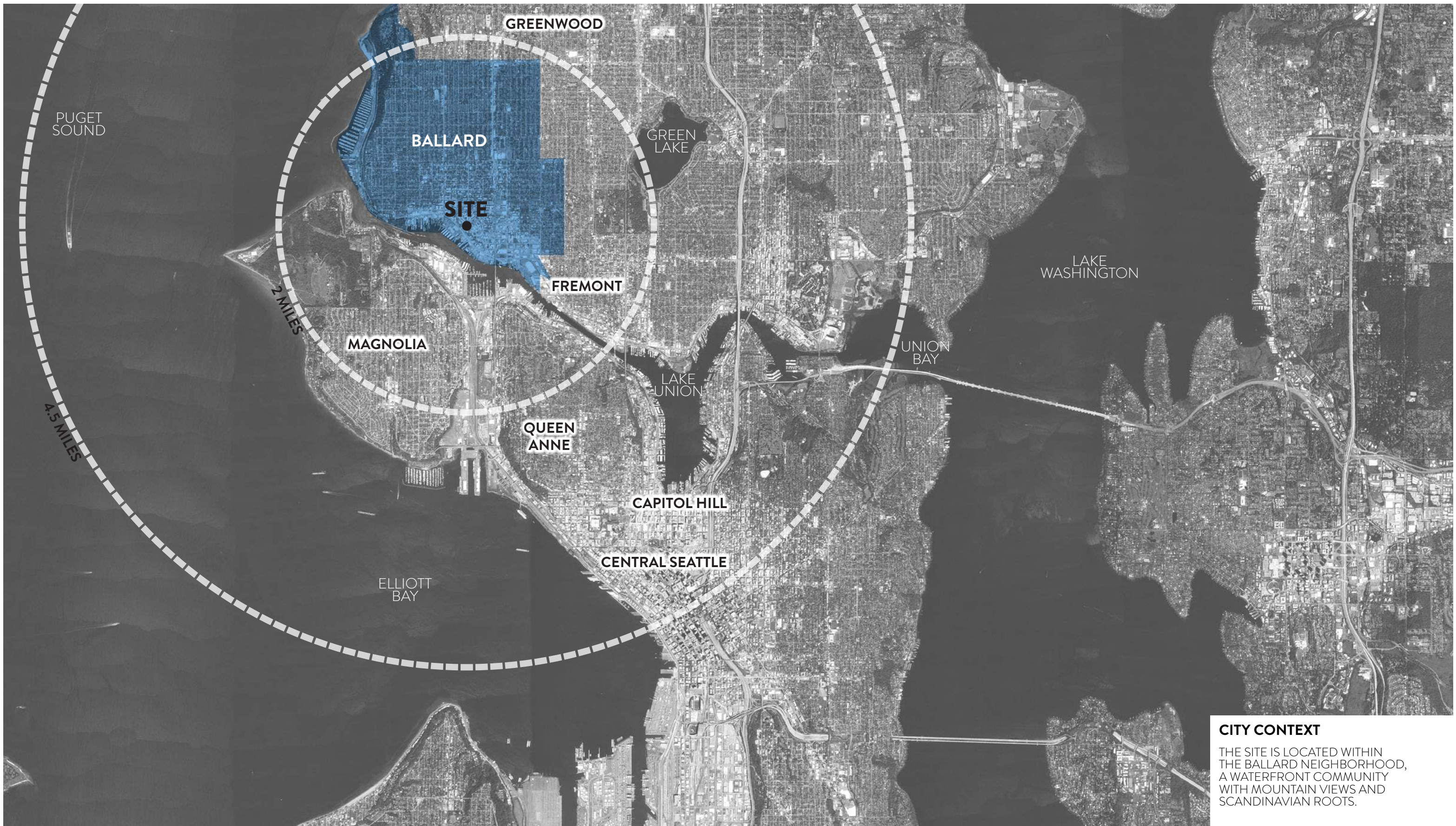
This design package is for a 6-story building on the northeast side of an existing historic structure. The new building will serve as the expansion to existing Olympic Athletic Club and Hotel Ballard. This proposal addresses a need for additional hotel rooms in the Ballard neighborhood while also providing for additional space to the Athletic Club. The Applicant Team is committed to creating a project that will serve the community for decades to come, with immense consideration to the neighborhood, environment, and historical precedents.

The neighborhood is a mix of Neighborhood Commercial and Commercial zones with mostly mixed-use buildings, high-density residential, and one to two story retail/restaurants in the Historic District. A mix of height, mass, and scale is present in adjacent properties as well as a variety of architectural types. The proposal will act as a gateway to the Historic District by blending some of the Historic characteristics of those structures at the base with a more modern aesthetic on the upper levels. This project will take cues from both the historic and modern local precedents to inform the architectural design.

Currently, the buildings on site are used for the Olympic Athletic Club. The current 17,847sf Site is divided into two buildings, one historic structure to remain unchanged and another structure built in 1979 to be replaced with this proposal. The portion to be preserved is located within the Historic Ballard Avenue Landmark District while the Limit of Work for this proposal sits in a high transit area.

The site has street frontage on three sides. It is a unique, triangular site that creates opportunities not found with a typical rectilinear parcel. Views will be westward to Olympic National Park and Salmon Bay, and also eastward to West Woodlands.

Expanding the Athletic Club and the Hotel fills a need vital to the growth of the area with the site in the heart of the Ballard Hub Urban Village, adjacent to a principal arterial, and within a highly active neighborhood with an increasing density.

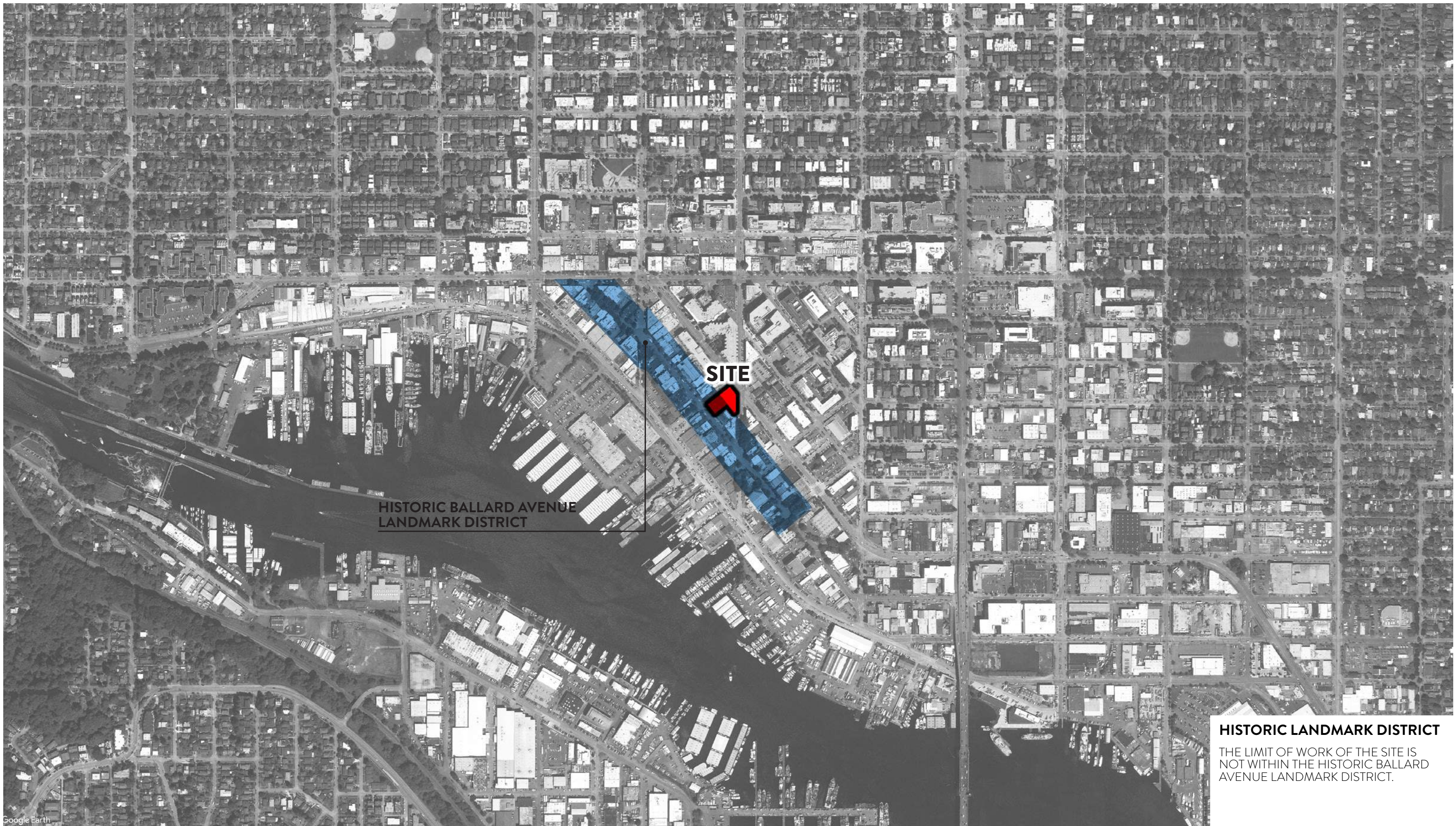


**CITY CONTEXT**

THE SITE IS LOCATED WITHIN THE BALLARD NEIGHBORHOOD, A WATERFRONT COMMUNITY WITH MOUNTAIN VIEWS AND SCANDINAVIAN ROOTS.







HISTORIC BALLARD AVENUE  
LANDMARK DISTRICT

SITE

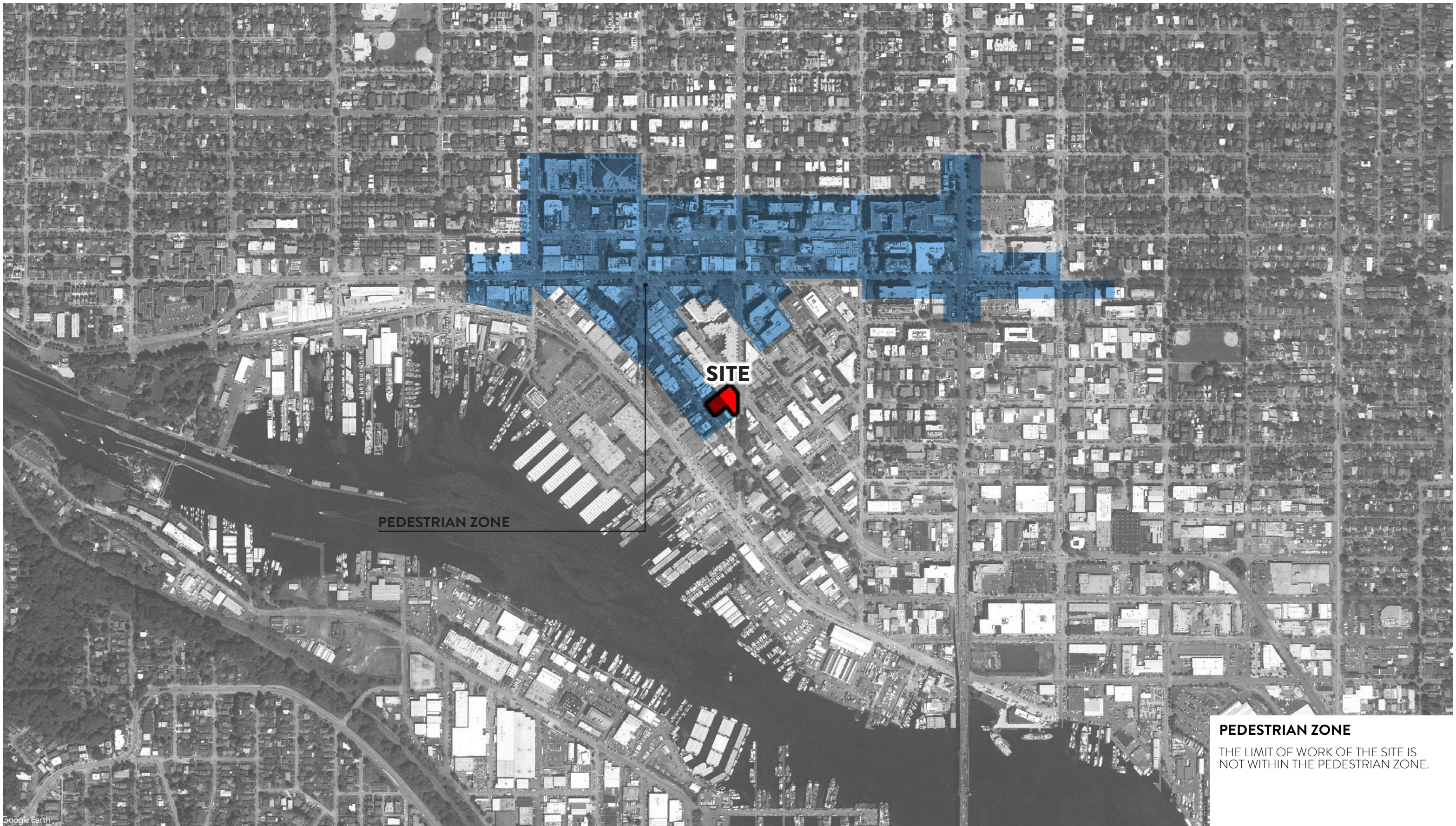
**HISTORIC LANDMARK DISTRICT**

THE LIMIT OF WORK OF THE SITE IS  
NOT WITHIN THE HISTORIC BALLARD  
AVENUE LANDMARK DISTRICT.

Google Earth







PEDESTRIAN ZONE

SITE

**PEDESTRIAN ZONE**

THE LIMIT OF WORK OF THE SITE IS NOT WITHIN THE PEDESTRIAN ZONE.

Google Earth





**URBAN VILLAGE BOUNDARIES**  
 THE ENTIRE SITE IS WITHIN  
 THE HUB URBAN VILLAGE;  
 RESIDENTIAL URBAN VILLAGE.



**VIEW ANALYSIS**

MORE SCENIC VIEWS ARE TOWARD THE WEST, WHICH LOOKS TOWARD OLYMPIC NATIONAL PARK.



**ARTERIAL CLASSIFICATION**

THE SITE IS LOCATED IN A DENSE, HIGHLY ACTIVE AREA OF BALLARD. IT IS ALONG A MAIN ARTERIAL AND HAS STREET FRONTAGE ON THREE SIDES.

PRINCIPAL ARTERIAL

COLLECTOR ARTERIAL

MINOR ARTERIAL

URBAN VILLAGE NEIGHBORHOOD ACCESS

BIKE LANE



PROPERTY LINE

---

10' AVERAGE SETBACK FROM LOT LINE ONCE BUILDING EXCEEDS 45' IN HEIGHT

---

POWER LINE SETBACK

---



PROPERTY  
LINE

60% OF  
FACADE  
BETWEEN 2' TO 8'  
ABOVE SIDEWALK  
SHALL BE  
TRANSPARENT\*

\*22' driveway allowed to be  
excluded from calculation





# ZONING ANALYSIS

**SMC 23.47A.004**  
PERMITTED USES (TABLE A)

Lodging uses are permitted outright  
Sports & Rec Indoor Uses are permitted outright

**SMC 23.47A.005**  
STREET-LEVEL USES

No restriction on use, athletic club is located at street level

**SMC 23.47A.008**  
STREET-LEVEL DEVELOPMENT STANDARDS

**BLANK FACADE:** Blank segments of the street-facing facade between 2ft & 8ft above the sidewalk may not exceed 20 feet in width. The total of all blank facade segments may not exceed 40% of the width of the facade of the structure along the street.  
**TRANSPARENCY:** 60% of the street-facing facade between 2ft and 8ft above the sidewalk shall be transparent.  
**DEPTH:** Non-residential uses greater than 600sf shall extend an average depth of at least 30ft and a minimum depth of 15ft from the street-level, street-facing facade.  
**HEIGHT:** Non-residential uses at street level shall have a floor-to-floor height of at least 13ft.

**SMC 23.47A.012**  
STRUCTURE HEIGHT

**BASE HEIGHT:** 75' per NC3-75(M)  
**ROOFTOP FEATURES:** Open Railings, planters, parapets may extend up to 4ft above applicable height limit. Insulation material, rooftop decks and other similar features, or soil for landscaping located above the structural roof surface may exceed the max height limit by up to 2ft if enclosed by parapets.

**SMC 23.47A.013**  
FLOOR AREA RATIO

BASE FAR: 5.5

**SMC 23.47A.014**  
SETBACK REQUIREMENTS

None, Site is adjacent to commercial zones

**SMC 23.47A.016**  
LANDSCAPE STANDARDS

Green Factor score of 0.3 or greater required

**SMC 23.47A.022**  
LIGHT & GLARE STANDARDS

Exterior lighting must be shielded and directed away from adjacent uses.

**SMC 23.54.015**  
REQUIRED PARKING

No minimum required per Table B for 23.54.015, Section II, Item K.

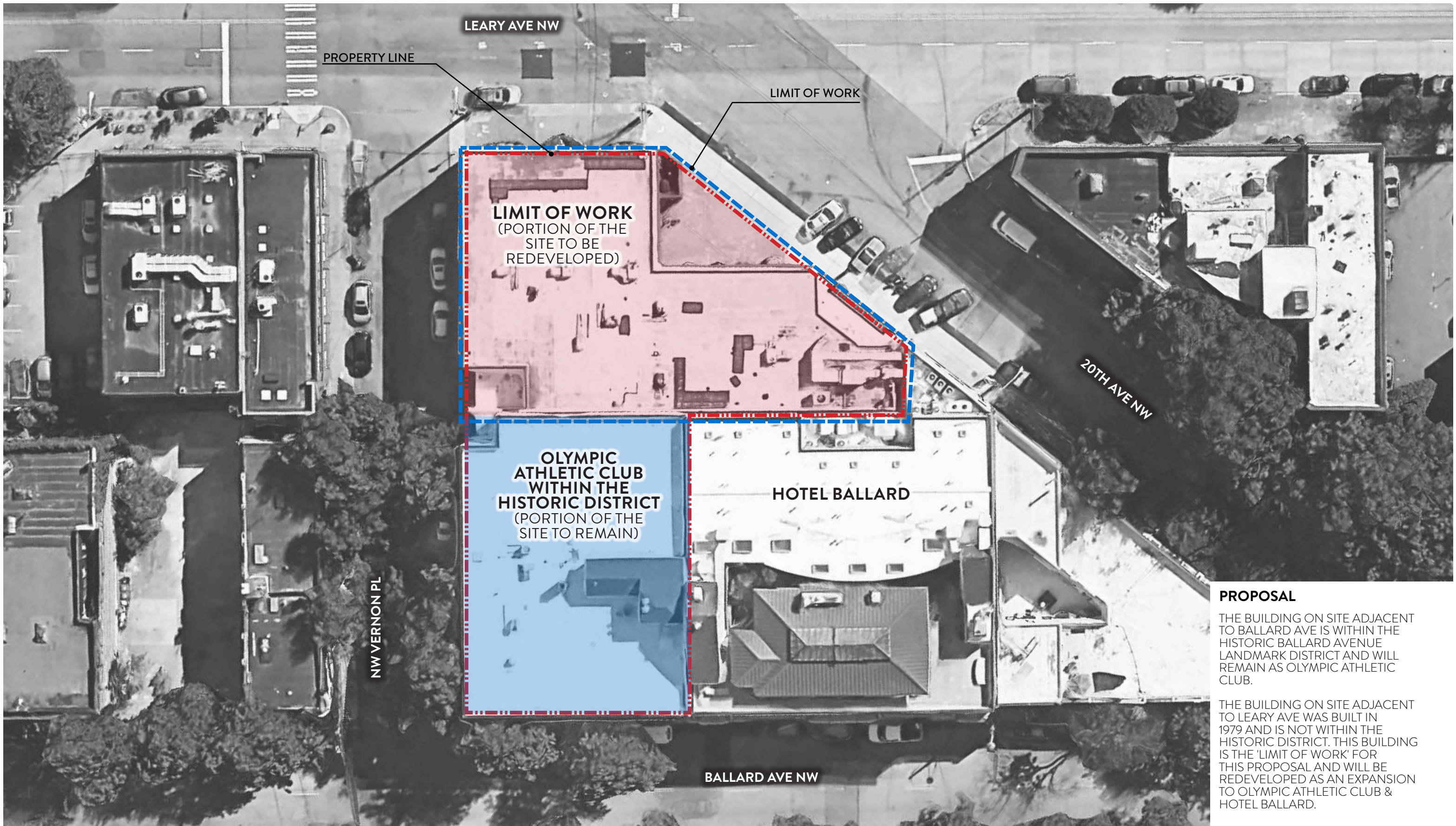


**EXISTING CONDITION**

TWO BUILDINGS CURRENTLY OCCUPY THE SITE. BOTH ARE CURRENTLY USED FOR THE OLYMPIC ATHLETIC CLUB.







**PROPOSAL**

THE BUILDING ON SITE ADJACENT TO BALLARD AVE IS WITHIN THE HISTORIC BALLARD AVENUE LANDMARK DISTRICT AND WILL REMAIN AS OLYMPIC ATHLETIC CLUB.

THE BUILDING ON SITE ADJACENT TO LEARY AVE WAS BUILT IN 1979 AND IS NOT WITHIN THE HISTORIC DISTRICT. THIS BUILDING IS THE 'LIMIT OF WORK' FOR THIS PROPOSAL AND WILL BE REDEVELOPED AS AN EXPANSION TO OLYMPIC ATHLETIC CLUB & HOTEL BALLARD.

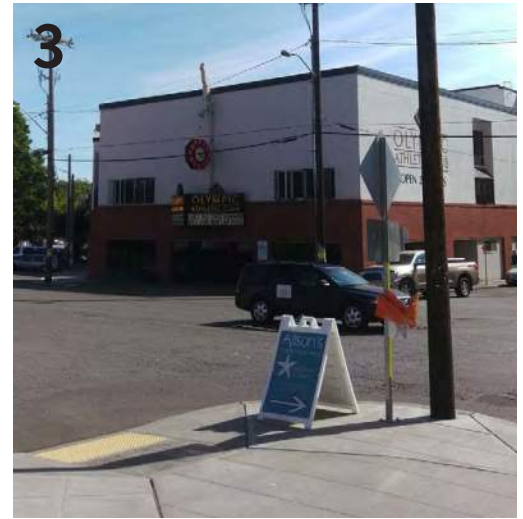
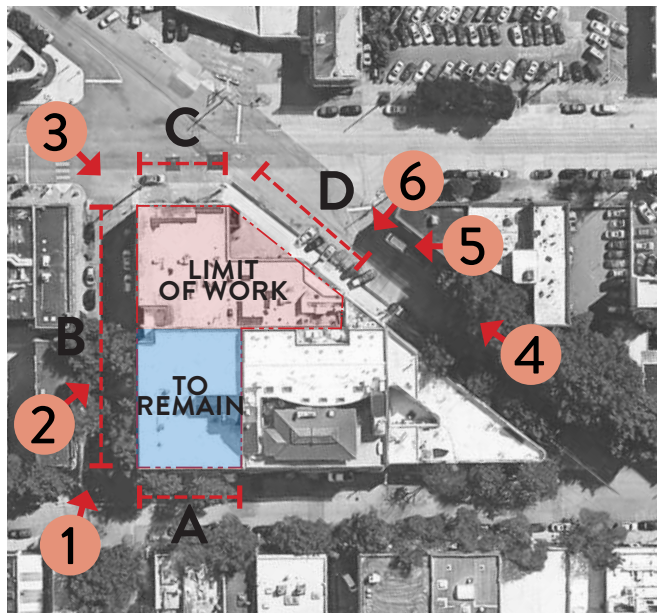




LOOKING NORTHEAST ALONG  
NW VERNON PL

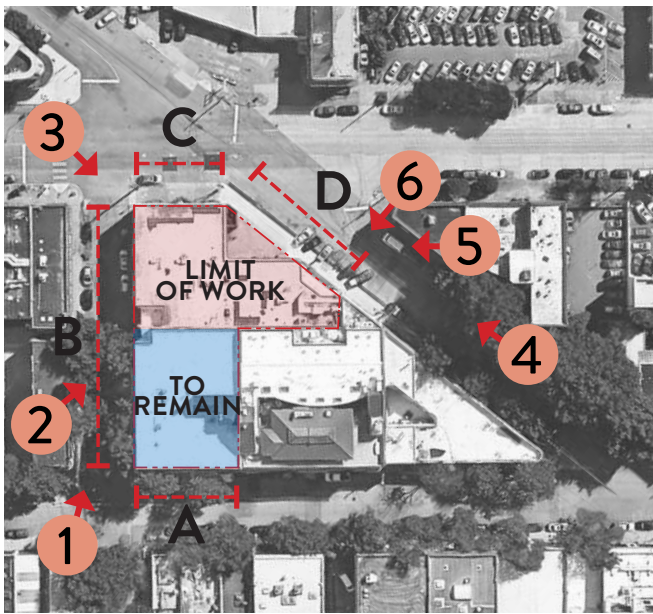
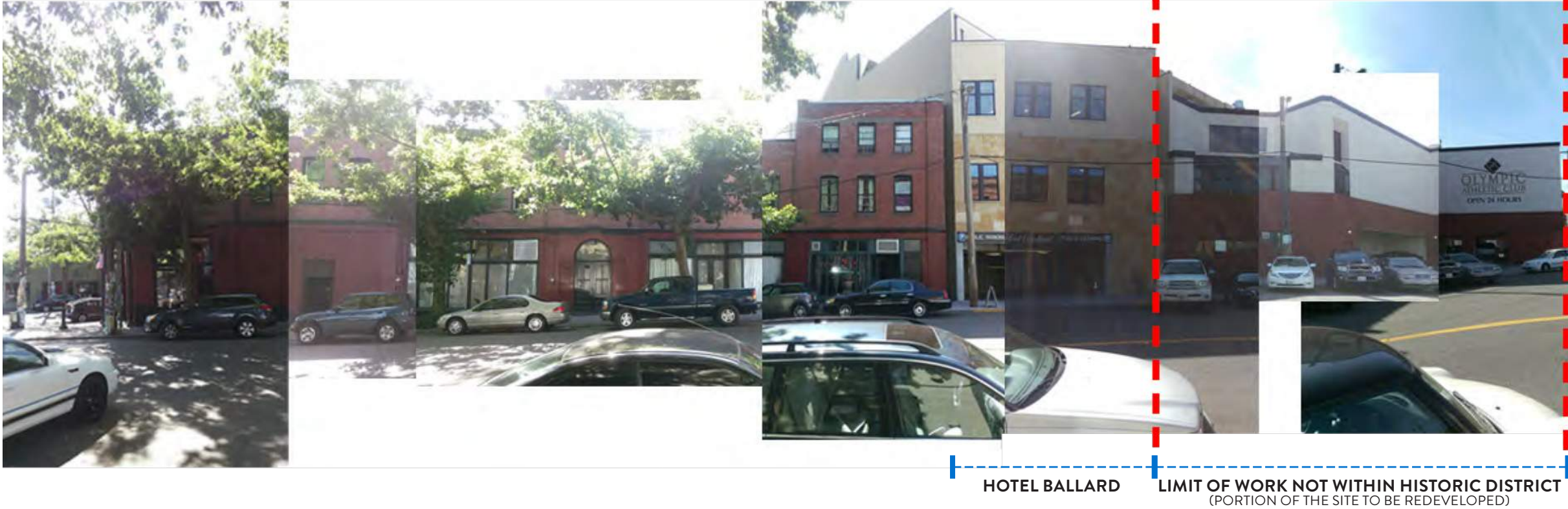


INTERSECTION OF SITE & EXISTING  
CLUB ALONG SW PROPERTY LINE



LOOKING SOUTHEAST ACROSS  
LEARY AVE NW

D



SITE  
(VIEW FROM 20TH AVE NW)



HOTEL BALLARD      LIMIT OF WORK NOT WITHIN HISTORIC DISTRICT  
(PORTION OF THE SITE TO BE REDEVELOPED)



LOOKING NORTH ALONG  
20TH AVE NW



APPROACH TO SITE FROM EAST ON  
LEARY AVE NW



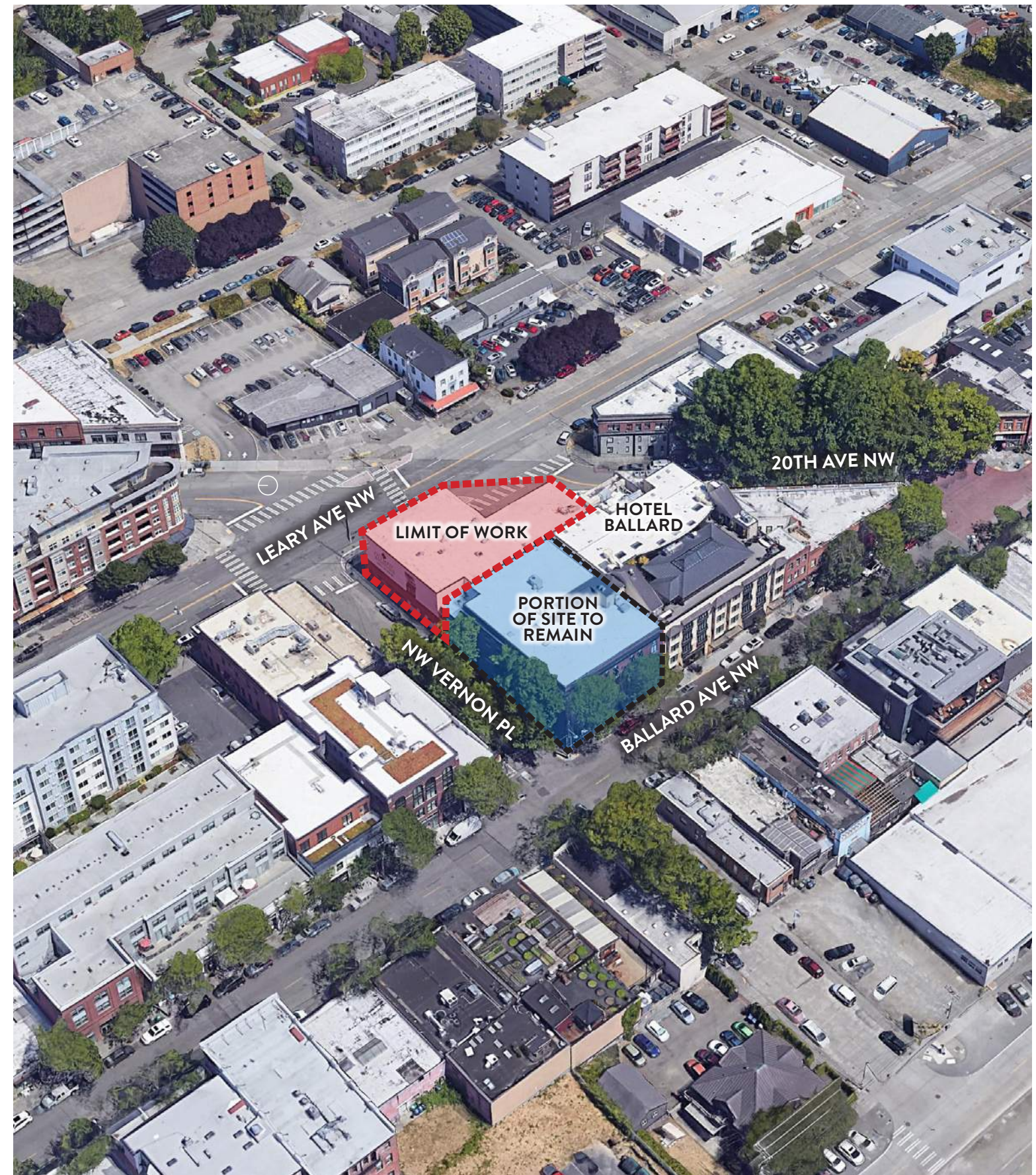
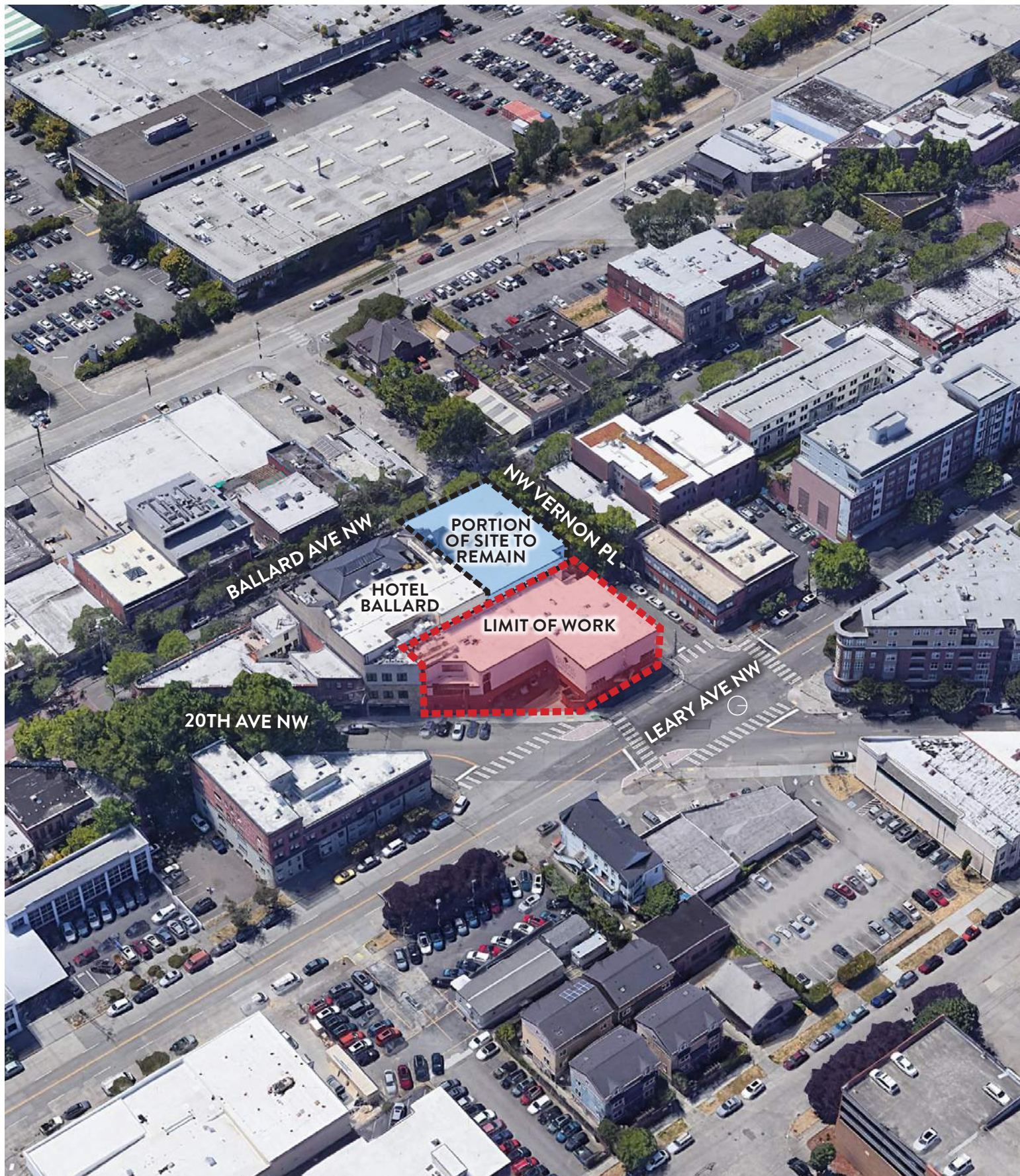
INTERSECTION OF SITE & EXISTING  
HOTEL BALLARD ALONG EAST PROPERTY LINE

C

SITE  
(VIEW FROM LEARY AVE NW)



HOTEL BALLARD      LIMIT OF WORK NOT WITHIN HISTORIC DISTRICT  
(PORTION OF THE SITE TO BE REDEVELOPED)



# DESIGN GUIDELINES CONSIDERED

## NATURAL SYSTEMS & SITE FEATURES

**CS1.A1**  
ENERGY USE

At the earliest phase of project development, **examine how energy choices may influence building form, siting, and orientation**, and factor in the findings when making siting and design decisions.

**CS1.B1**  
SUN & WIND

Take advantage of solar exposure and natural ventilation available onsite where possible. **Use local wind patterns and solar gain as a means of reducing the need for mechanical ventilation and heating where possible.**

**CS1.B2**  
DAYLIGHT & SHADING

**Maximize daylight for interior and exterior spaces and minimize shading on adjacent sites** through the placement and/or design of structures on the site.

**CS1.B3**  
MANAGING SOLAR GAIN

**Manage direct sunlight falling on south and west facing facades through shading devices** and existing or newly planted trees.

## URBAN PATTERN & FORM

**CS2.A1**  
SENSE OF PLACE

Emphasize attributes that give Seattle, the neighborhood, and/or the site its **distinctive sense of place**. Design the building and open spaces to enhance areas where a strong identity already exists, and create a sense of place where the physical context is less established. Examples of neighborhood and/or site features that contributed to a sense of place include patterns of streets or blocks, slopes, **sites with prominent visibility**, relationships to bodies of water or significant trees, natural areas, open spaces, **iconic buildings or transportation junctions**, and land seen as a gateway to the community.

**CS2.A2**  
ARCHITECTURAL PRESENCE

Evaluate the degree of **visibility or architectural presence that is appropriate or desired given the context**, and design accordingly. A site may lend itself to a “high-profile” design with significant presence and individual identity, or may be better suited to a simpler but quality design that contributes to the block as a whole. **Buildings that contribute to a strong street edge, especially at the first three floors, are particularly important to the creation of a quality public realm that invites social interaction and economic activity.** Encourage all building **facades to incorporate design detail, articulation and quality materials.**

**CS2.B1**  
SITE CHARACTERISTICS

**Allow characteristics of sites to inform the design, especially where the street grid** and topography create unusually shaped lots that can add distinction to the building massing.

**CS2.B2**  
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.

**CS2.C1**  
CORNER SITES

**Corner sites can serve as gateways or focal points;** both require careful detailing at the **first three floors due to their high visibility from two or more streets and long distances.** Consider using a corner to provide extra space for pedestrians and a generous entry, or build out to the corner to **provide a strong urban edge to the block.**

**CS2.D1**  
EXISTING DEVELOPMENT & ZONING

Review **the height, bulk, and scale of neighboring buildings as well as scale of development** anticipated by zoning for the area to determine an **appropriate complement and/or transition.** Note that existing buildings may or may not reflect the density allowed by zoning or anticipated by applicable policies.

**CS2.D3**  
ZONE TRANSITIONS

For **projects located at the edge of different zones, provide an appropriate transition or compliment to the adjacent zone(s).** Projects should create a step in perceived height, bulk and scale between the anticipated development potential of the adjacent zone and the proposed development. Factors to consider:

- Distance to the edge** of a less (or more) intensive zone;
- Differences in development standards between abutting zones;
- The type of **separation from adjacent properties** (e.g. separation by property line only, by an alley or street or open space, or by physical features such as grade change);
- Adjacencies to different neighborhoods or districts;** adjacencies to parks, open spaces, significant buildings or view corridors; and
- Shading to or from neighboring properties.

**CS2.D4**  
MASSING CHOICES

**Strive for a successful transition between zones** where a project abuts a less intense zone. In some areas, the best approach may be to lower the building height, break up the mass of the building, and/or match the scale of adjacent properties in building detailing. It may be appropriate in other areas to differ from the scale of adjacent buildings but preserve natural systems or existing features, **enable better solar exposure or site orientation, and/or make for interesting urban form.**

**CS2.D5**  
RESPECT FOR ADJACENT SITES

**Respect adjacent properties with design and site planning** to minimize disrupting the privacy and outdoor activities of residents in adjacent buildings.

## ARCHITECTURAL CONTEXT & CHARACTER

**CS3.A1**  
FITTING OLD & NEW TOGETHER

**Create compatibility between new projects, and existing architectural context, including historic and modern designs, through building articulation, scale and proportion, roof forms, detailing, fenestration, and/or the use of complementary materials.**

**CS3.A2**  
CONTEMPORARY DESIGN

**Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.**

**CS3.A3**  
ESTABLISHED NEIGHBORHOODS

In existing neighborhoods with a well-defined architectural character, site and **design new structures to complement or be compatible with the architectural style and siting patterns of neighborhood buildings.**

## CONNECTIVITY

**PL1.B2**  
PEDESTRIAN VOLUMES

**Provide ample space for pedestrian flow and circulation,** particularly in areas where there is already heavy pedestrian traffic or where the project is expected to add or attract pedestrians to the area.

**PL1.B3**  
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. **Visible access to the building’s entry should be provided.** Examples of pedestrian amenities include seating, other street furniture, lighting, year-round landscaping, seasonal plantings, pedestrian scale signage, site furniture, art work, awnings, large storefront windows, and engaging retail displays and/or kiosks.

## WALKABILITY

**PL2.A1**  
ACCESS FOR ALL

**Provide access for people of all abilities in a manner that is fully integrated into the project design. Design entries and other primary access points such that all visitors can be greeted and welcomed through the front door.** Refrain from creating separate “back door” entrances for persons with mobility limitations.

**PL2.B1**  
EYES ON THE STREET

**Create a safe environment by providing lines of sight and encouraging natural surveillance** through strategic placement of doors, windows, balconies and street-level uses.

**PL2.B3**  
STREET-LEVEL TRANSPARENCY

**Ensure transparency of street-level uses** (for uses such as nonresidential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along narrow passageways. Choose semi-transparent rather than opaque screening.

**PL2.C1**  
LOCATIONS AND COVERAGE

**Overhead weather protection is encouraged and should be located at or near uses that generate pedestrian activity** such as entries, retail uses, and transit stops. Address changes in topography as needed to provide continuous coverage the full length of the building, where possible.

**PL2.C2**  
DESIGN INTEGRATION

**Integrate weather protection, gutters and downspouts into the design of the structure as a whole,** and ensure that it also relates well to neighboring buildings in design, coverage, or other features.



VISIBILITY



HISTORICAL CONTEXT



OLD & NEW

## STREET-LEVEL INTERACTION

### PL3.A1 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.

### PL3.C1 POROUS EDGE

**Engage passersby with opportunities to interact visually with the building interior using glazing and transparency.** Create multiple entries where possible and make a physical and visual connection between people on the sidewalk and retail activities in the building.

### PL3.C2 VISIBILITY

**Maximize visibility into the building interior** and merchandise displays. Consider fully operational glazed wall-sized doors that can be completely opened to the street, increased height in lobbies, and/or special lighting for displays.

## ACTIVE TRANSPORTATION

### PL4.A1 SERVING ALL MODES OF TRAVEL

**Provide safe and convenient access points for all modes of travel.**

### PL4.B2 BIKE FACILITIES

**Facilities such as bike racks and storage, bike share stations, shower facilities and lockers for bicyclists should be located to maximize convenience, security, and safety.**

## PROJECT USES & ACTIVITIES

### DC1.A1 VISIBILITY

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

### DC1.A4 VIEWS & CONNECTIONS

**Locate interior uses and activities to take advantage of views and physical connections** to exterior spaces and uses, particularly activities along sidewalks, parks or other public spaces.

### DC1.B1 ACCESS LOCATION & DESIGN

**Choose locations for vehicular access, service uses, and delivery areas that minimize conflict between vehicles and non-motorists wherever possible.** Emphasize use of the sidewalk for pedestrians, and create safe and attractive conditions for pedestrians, bicyclists, and drivers.

## ARCHITECTURAL CONCEPT

### DC2.A1 SITE CHARACTERISTICS & 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.**

### DC2.A2 REDUCING PERCEIVED MASS

**Use secondary architectural elements to reduce the perceived mass** of larger projects. **Consider creating recesses or indentations in the building envelope; adding balconies, bay windows, porches, canopies or other elements;** and/or highlighting building entries.

### DC2.B1 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 facade and its connection to the street carefully. At a minimum, consider wrapping the treatment of the street-facing facade around the alley corner of the building.

### DC2.B2 BLANK WALLS

**Avoid large blank walls along visible facades wherever possible.** Where expanses of blank walls, retaining walls, or garage facades are unavoidable, include uses or design treatments at the street level that have human scale and are designed for pedestrians. These may include:

- b. green walls, landscaped areas or raised planters;
- c. wall setbacks or other indentations;
- d. display windows; trellises or other secondary elements;

### DC2.C1 VISUAL DEPTH & INTEREST

**Add depth to facades where appropriate by incorporating balconies, canopies, awnings, decks, or other secondary elements into the facade design.** Add detailing at the street level in order to create interest for the pedestrian and encourage active street life and window shopping (in retail areas). Detailing may include features such as distinctive door and window hardware, projecting window sills, ornamental tile or metal, and other **high-quality surface materials and finishes.**

### DC2.C3 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.**

### DC2.D1 HUMAN SCALE

**Incorporate architectural features, elements, and details that are of human scale into the building facades, entries, retaining walls, courtyards, and exterior spaces** in a manner that is consistent with the overall architectural concept. Pay special attention to the first three floors of the building in order to **maximize opportunities to engage the pedestrian and enable an active and vibrant street front.**

### DC2.D2 TEXTURE

Design the character of the building, as expressed in the form, scale, and materials, to strive for a **fine-grained scale, or “texture,” particularly at the street level** and other areas where pedestrians predominate.

### DC2.E1 LEGIBILITY & FLEXIBILITY

Strive for a balance between building legibility and flexibility. **Design buildings such that their primary functions and uses can be readily determined from the exterior, making the building easy to access and understand.** At the same time, design flexibility into the building so that it may **remain useful over time even as specific programmatic needs evolve.**

## OPEN SPACE CONCEPT

### DC3.A1 INTERIOR/EXTERIOR FIT

Develop an **open space concept in conjunction with the architectural concept to ensure that interior and exterior spaces relate well to each other** and support the functions of the development.

### DC3.B1 MEETING USER NEEDS

Plan the size, uses, activities, and features of each open space to meet the needs of expected users, ensuring each space has a purpose and function.

### DC3.C2 AMENITIES & FEATURES

**Create attractive outdoor spaces** well-suited to the uses envisioned for the project. Use a combination of hardscape and plantings to shape these spaces and to screen less attractive areas as needed. **Use a variety of features, such as planters, green roofs and decks, groves of trees, and vertical green trellises** along with more traditional foundation plantings, street trees, and seasonal displays

## EXTERIOR ELEMENTS & FINISHES

### DC4.A1 EXTERIOR FINISH MATERIALS

Building **exteriors should be constructed of durable and maintainable materials that are attractive** even when viewed up close. **Materials that have texture, pattern, or lend themselves to a high quality of detailing** are encouraged.

### DC4.B1 SCALE & CHARACTER

Add interest to the streetscape with **exterior signs and attachments that are appropriate in scale and character to the project and its environs.** Signage should be compatible in character, scale, and locations while still allowing businesses to present a unique identity.

### DC4.C1 FUNCTIONS

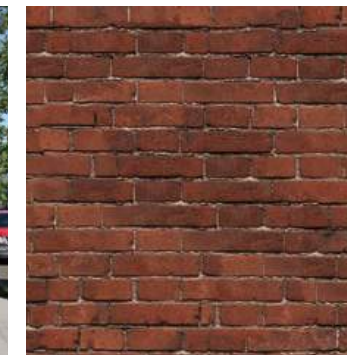
Use **lighting both to increase site safety in all locations used by pedestrians and to highlight architectural or landscape details** and features such as entries, signs, canopies, plantings, and art.

### DC4.D1 CHOICE OF PLANT MATERIALS

**Reinforce the overall architectural and open space design concepts through the selection of landscape materials.** Choose plants that will emphasize or accent the design, create enduring green spaces, and be appropriate to particular locations taking into account solar access, soil conditions, and adjacent patterns of use. **Select landscaping that will thrive under urban conditions.**



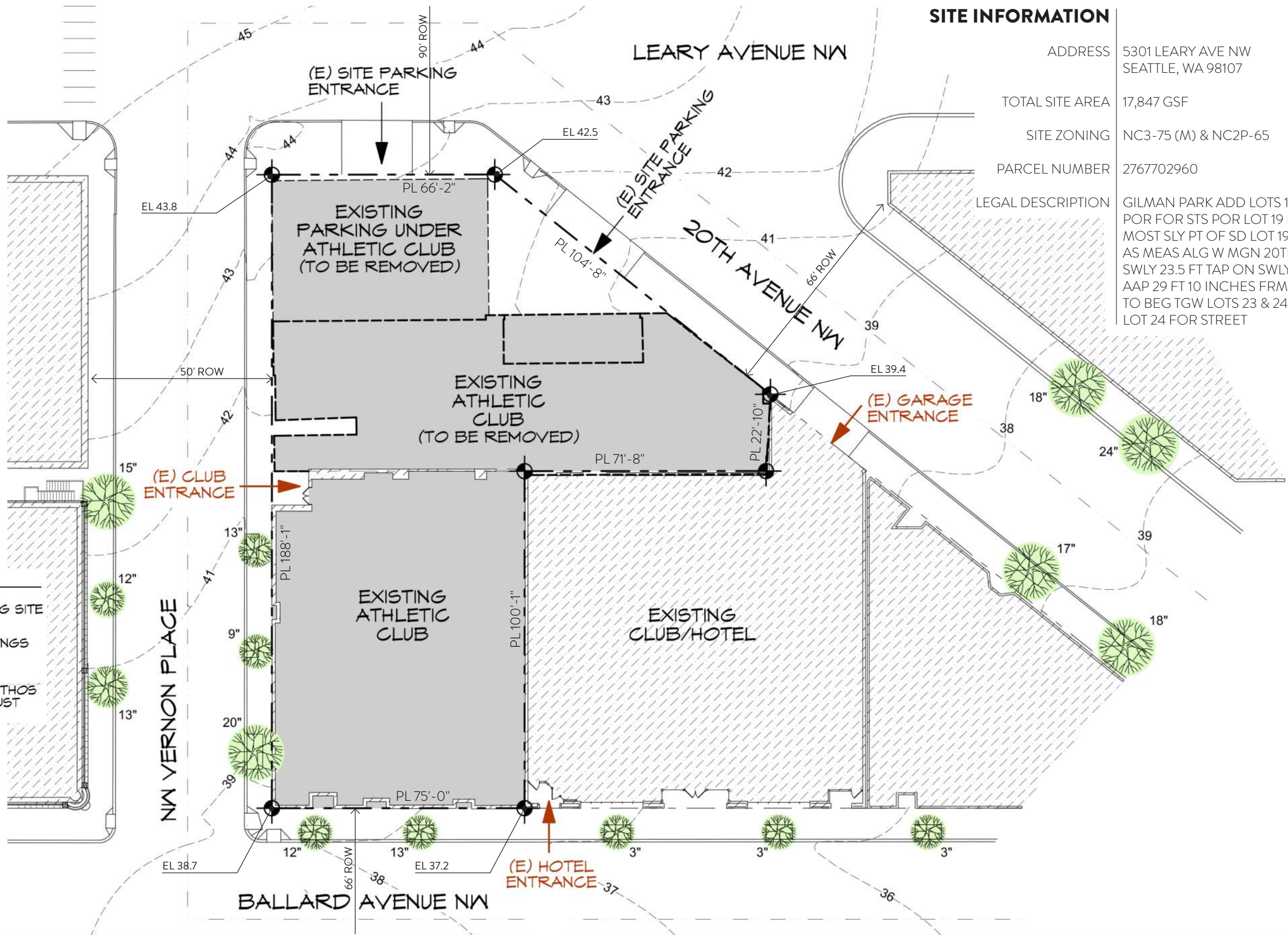
WALKABILITY



QUALITY MATERIALS



BIKE FACILITIES

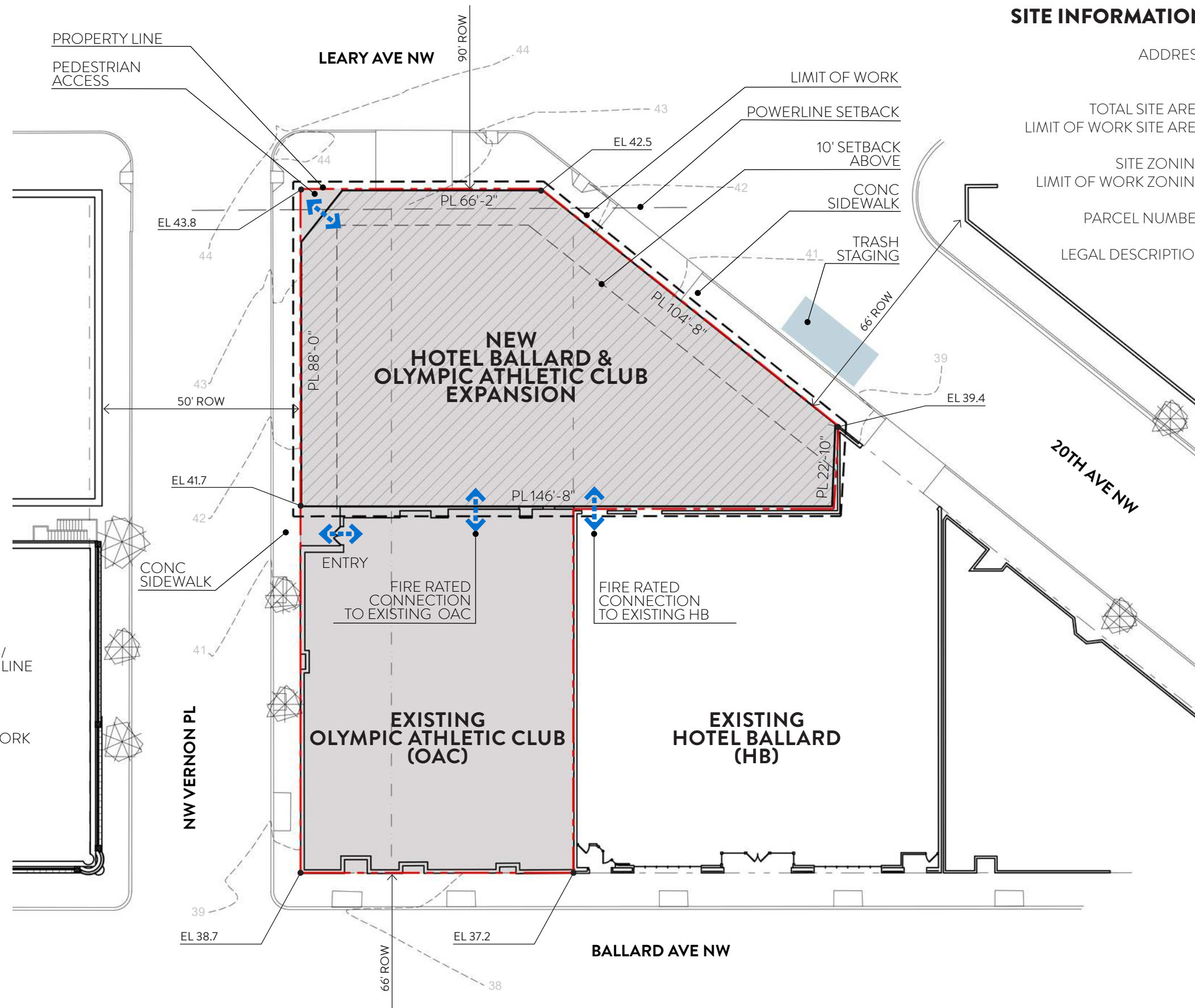


**SITE INFORMATION**

ADDRESS	5301 LEARY AVE NW SEATTLE, WA 98107
TOTAL SITE AREA	17,847 GSF
SITE ZONING	NC3-75 (M) & NC2P-65
PARCEL NUMBER	2767702960
LEGAL DESCRIPTION	GILMAN PARK ADD LOTS 17 & 18 LESS POR FOR STS POR LOT 19 LESS BEG MOST SLY PT OF SD LOT 19 TH N 36.5 FT AS MEAS ALG W MGN 20TH AVE NW TH SWLY 23.5 FT TAP ON SWLY LN SD LOT 19 AAP 29 FT 10 INCHES FRM POB TH SELY TO BEG TGW LOTS 23 & 24 LESS POR SD LOT 24 FOR STREET

**KEY**

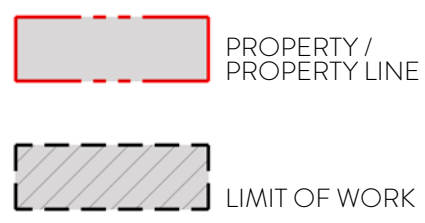
	EXISTING BUILDING ON EXISTING SITE
	NEIGHBORING EXISTING BUILDINGS
	EXISTING STREET TREES SPECIES - GLEDITSIA TRIACANTHOS COMMON NAME - HONEY LOCUST SIZE - PER PLAN



**SITE INFORMATION**

ADDRESS	5301 LEARY AVE NW SEATTLE, WA 98107
TOTAL SITE AREA	17,847 GSF
LIMIT OF WORK SITE AREA	10,344 GSF
SITE ZONING	NC3-75 (M) & NC2P-65
LIMIT OF WORK ZONING	NC3-75 (M)
PARCEL NUMBER	2767702960
LEGAL DESCRIPTION	GILMAN PARK ADD LOTS 17 & 18 LESS POR FOR STS POR LOT 19 LESS BEG MOST SLY PT OF SD LOT 19 TH N 36.5 FT AS MEAS ALG W MGN 20TH AVE NW TH SWLY 23.5 FT TAP ON SWLY LN SD LOT 19 AAP 29 FT 10 INCHES FRM POB TH SELY TO BEG TGW LOTS 23 & 24 LESS POR SD LOT 24 FOR STREET

\* THE SITE AND STREETScape DESIGN WILL BE COORDINATED WITH SDOT DURING THE MUP.







LEARY FRONTAGE PERMITS PLANTING, PAVEMENTS, & BIKES



GENEROUS LEARY FRONTAGE PERMIT SOFT SIDEWALKS (8TH AVE)



NARROW NEIGHBORHOOD STREETS SUPPORT FRENZIED FUN (BALLARD)



STONE SLABS FOR SEATING FIT INTO THE HISTORIC CONTEXT



REFERENCE THE HISTORY



CLAIM THE NIGHT

## LANDSCAPE PRECEDENT

PLANTS WILL BE CHOSEN TO EMPHASIZE AND ACCENT THE DESIGN WHILE CONSIDERING SOLAR ORIENTATION. THE INTENT IS TO CREATE ATTRACTIVE OUTDOOR SPACES THAT ARE WELL-SUITED TO THE USES ENVISIONED FOR THE PROJECT.

LANDSCAPE AND HARDSCAPE WILL BE INTEGRATED TO SHAPE OUTDOOR SPACES. BOTH WILL PROMOTE WALKABILITY AND SAFE, EASY ACCESS TO THE BUILDING ENTRY POINTS. LIGHTING WILL ALSO PLAY A PART IN HIGHLIGHTING LANDSCAPE FEATURES AND VEGETATION.



**HISTORIC VS CONTEMPORARY**  
The base of the building which houses the Athletic Club to be clad with brick in order to correspond to the historic building that is on site. Above, the hotel will be partly clad with metal. The use of materials will create a old vs new to separate the programs but at the same time integrate both together.

**LOUISA BUILDING IN BALLARD**  
This historic building is located within 250 ft of the Site. The use of dark metal storefront at the base, broken into smaller panes, floods the interior with natural light and also creates a walkable and inviting sidewalk. The corner of the building is also trimmed at an angle to create access into the building.

**CC FILSON IN BALLARD**  
The CC Filson building is about 800 ft west of the Site and also inspired the facade layout of the proposed design. This building also uses dark metal storefront at the base with rectilinear windows above. The corner is also trimmed similar to the Louisa Building for access.

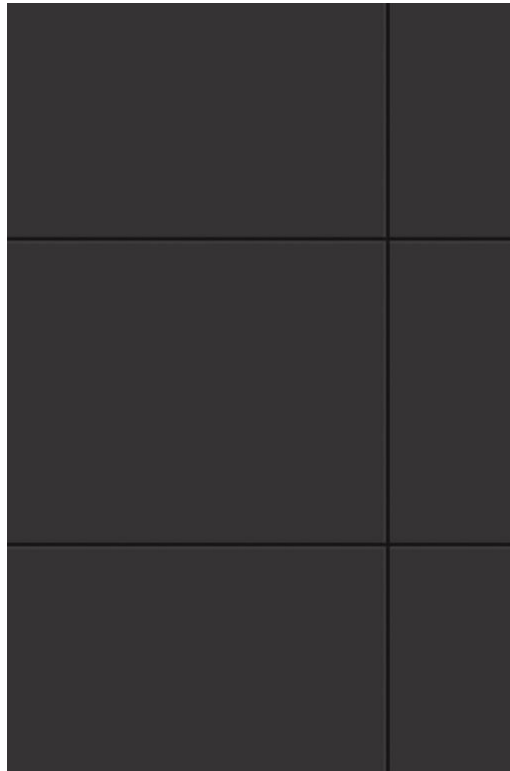
**STEEL WITH BRICK**  
The use of steel members to break the facade adds an industrial touch to the proposed design that situates it well within this warehouse district of Ballard.

**NORDIC MUSEUM IN BALLARD**  
This Museum in Ballard is dedicated to the history of the area's Nordic immigrants. The architecture is also a representation of the history this museum represents, specifically the dark metal cladding above the storefront at the base.

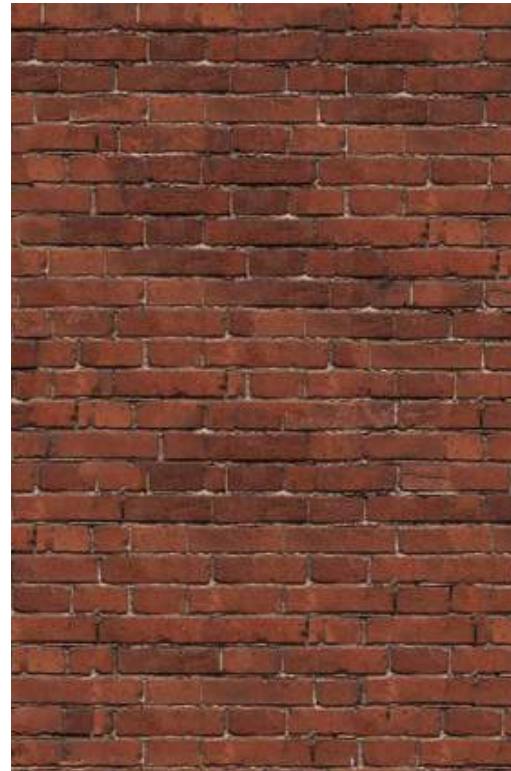
## ARCHITECTURAL PRECEDENT

LOCAL INSPIRATION WAS USED TO DERIVE THE ARCHITECTURAL CHARACTERISTICS FOR THIS PROPOSAL. ONE MAIN ASPECT OF THE CONTEXT THAT STOOD OUT IS THE USE OF BRICK AND BLACK METAL STOREFRONTS PER LOUISA BUILDING AND CC FILSON THAT ARE LOCATED WITHIN WALKING DISTANCE OF THE SITE.

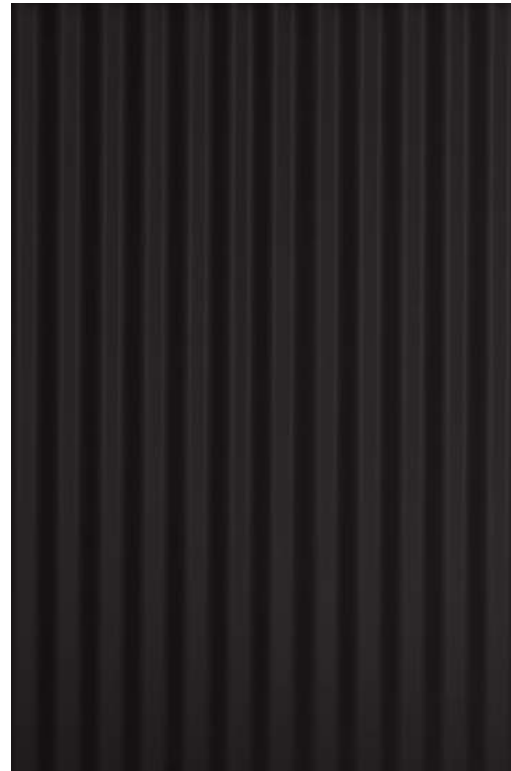
THE INTENT IS TO UTILIZE THE INFLUENCE OF THE ARCHITECTURAL ELEMENTS OF EXISTING BUILDINGS IN BALLARD JUXTAPOSED WITH CONTEMPORARY CASE STUDIES LIKE THE NORDIC MUSEUM TO CREATE A UNIQUE DESIGN THAT SEAMLESSLY INTEGRATES INTO THE CONTEXT, WHILE AT THE SAME TIME STANDS ON ITS OWN.



METAL PANELS



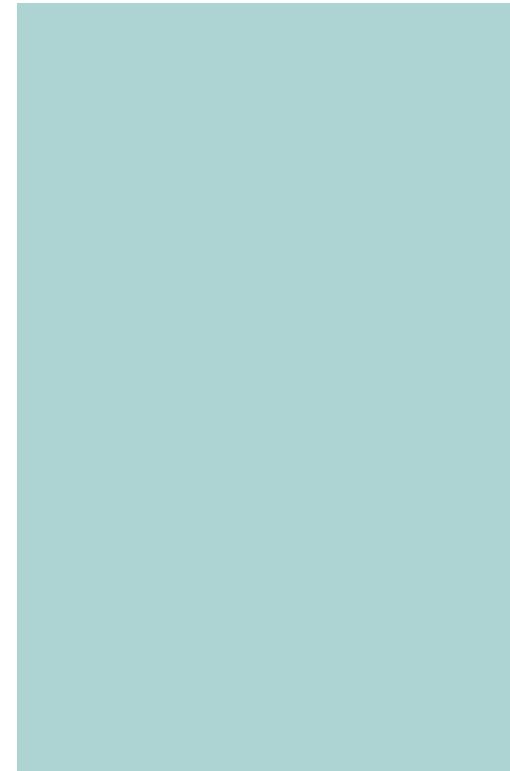
BRICK



CORRUGATED METAL



CONCRETE



GLASS

## MATERIAL PALETTE

MATERIALS ARE INSPIRED BY THE EXISTING HISTORIC BUILDINGS IN THE BALLARD NEIGHBORHOOD. THE TEXTURE, PATTERN, AND FINISHES OF ALL MATERIALS ARE APPROPRIATED ON THE FACADE WITH CONSIDERATION TO LIGHT, TEXTURE, AND SCALE.

THE SELECTED MATERIALS CREATE A PALETTE THAT WILL INTEGRATE THIS BUILDING WITHIN ITS CONTEXT, ADDING TO THE ICONIC AND UNIQUE APPEAL OF THE BALLARD NEIGHBORHOOD.

THE EXTERIOR FINISHES WILL BE CONSTRUCTED OF DURABLE AND MAINTAINABLE MATERIALS THAT ARE ATTRACTIVE EVEN WHEN VIEWED UP CLOSE AT THE PEDESTRIAN LEVEL.



# TABULATIONS SCHEME ONE

**PREFERRED**

## PROGRAM SUMMARY

ATHLETIC CLUB	30,460 GSF
HOTEL	27,880 GSF
<b>TOTAL HOTEL &amp; ATHLETIC CLUB</b>	<b>58,340 GSF</b>
<b>TOTAL GUESTROOMS</b>	<b>50</b>
GUESTROOMS WITH SCENIC VIEWS	18
GUESTROOMS WITH BALCONIES	22
GUESTROOMS WITH JULIETS	21

## DESIGN CONCEPT

### STATEMENT

The first two levels maximize the usable area to accommodate the Athletic Club programs, architecturally matching the mass, scale & materials of adjacent buildings. The massing of the Hotel sets back and is vertically broken into multiple smaller volumes using balconies to create visual depth & interest. The guestrooms are oriented towards the east & west to fully maximize views while creating an iconic corner off of Leary Ave. Compared to the other two schemes, this massing provides views of Olympic National Park to the greatest number of guestrooms. The massing in this scheme is more refined and diverse, highlighting the locally inspired brick from the base to the tower of the Hotel, while using black metal to tie the facade together. This is the preferred scheme of the three presented. There is no Design Departure.

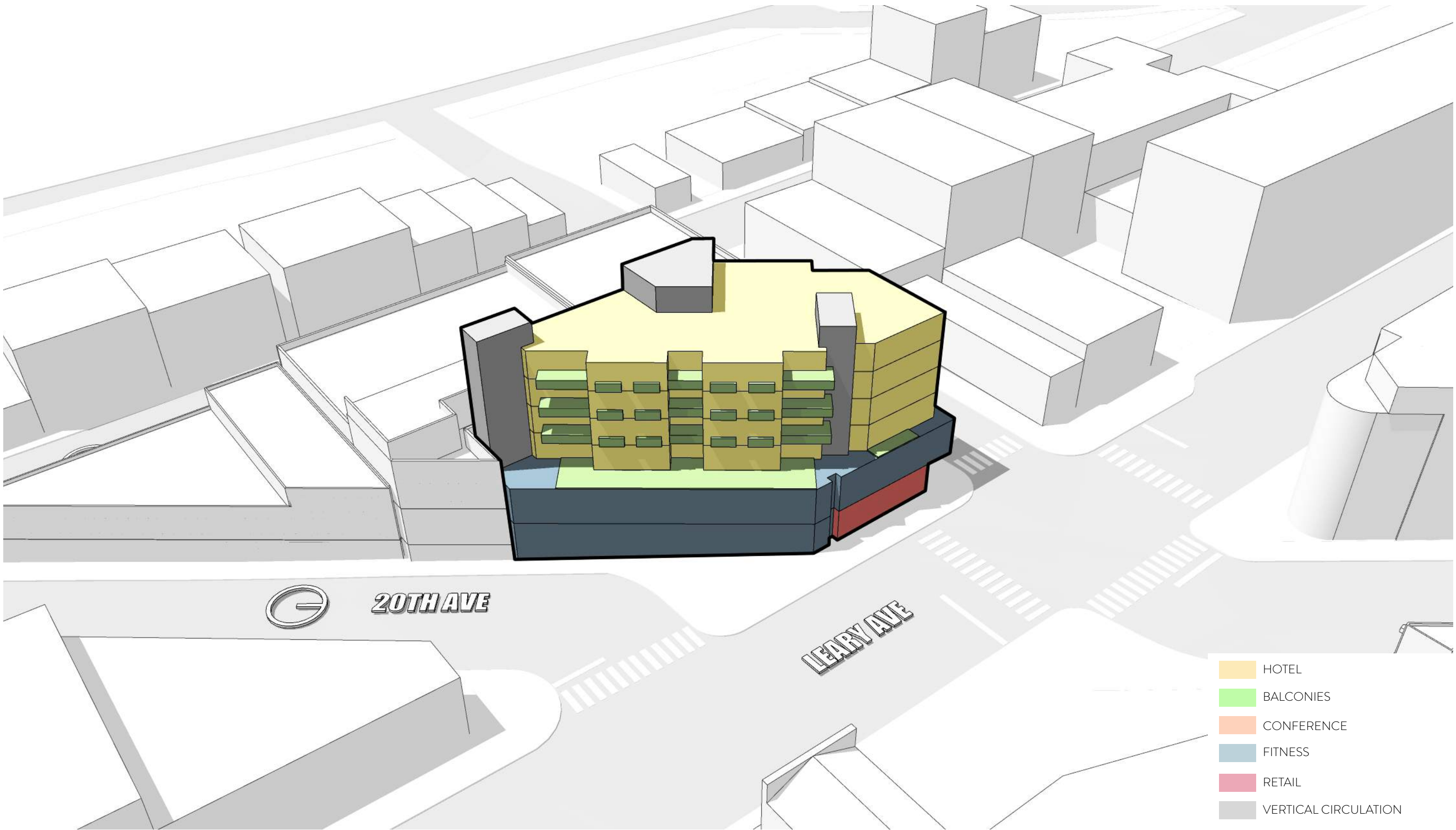
## DESIGN GUIDELINES

CS2.C1 CORNER SITES	This site and proposed design serves as a focal point, providing a strong urban edge to the block.
CS3.A1 FITTING OLD & NEW TOGETHER	Massing, scale, materiality, & articulation were implemented to integrate design into context.
PL3.C2 VISIBILITY	Visibility into the building interior maximized using large glazing systems at the base.
DC1.A4 VIEWS & CONNECTIONS	Athletic uses located along the street perimeter for exposure, guestrooms oriented toward views.
DC2.A2 REDUCING PERCEIVED MASS	Club/Hotel separated into two masses. Hotel pulled away from Vernon, broken up by balconies
DC2.C1 VISUAL DEPTH & INTEREST	Canopies on ground floor & balconies on the Hotel mass add depth & interest to facades.

## SCHEME SYNOPSIS

### SUMMARY

MORE REFINED MASSING  
 MOST GUESTROOMS W/ SCENIC VIEWS  
 ICONIC CORNER AS FOCAL POINT



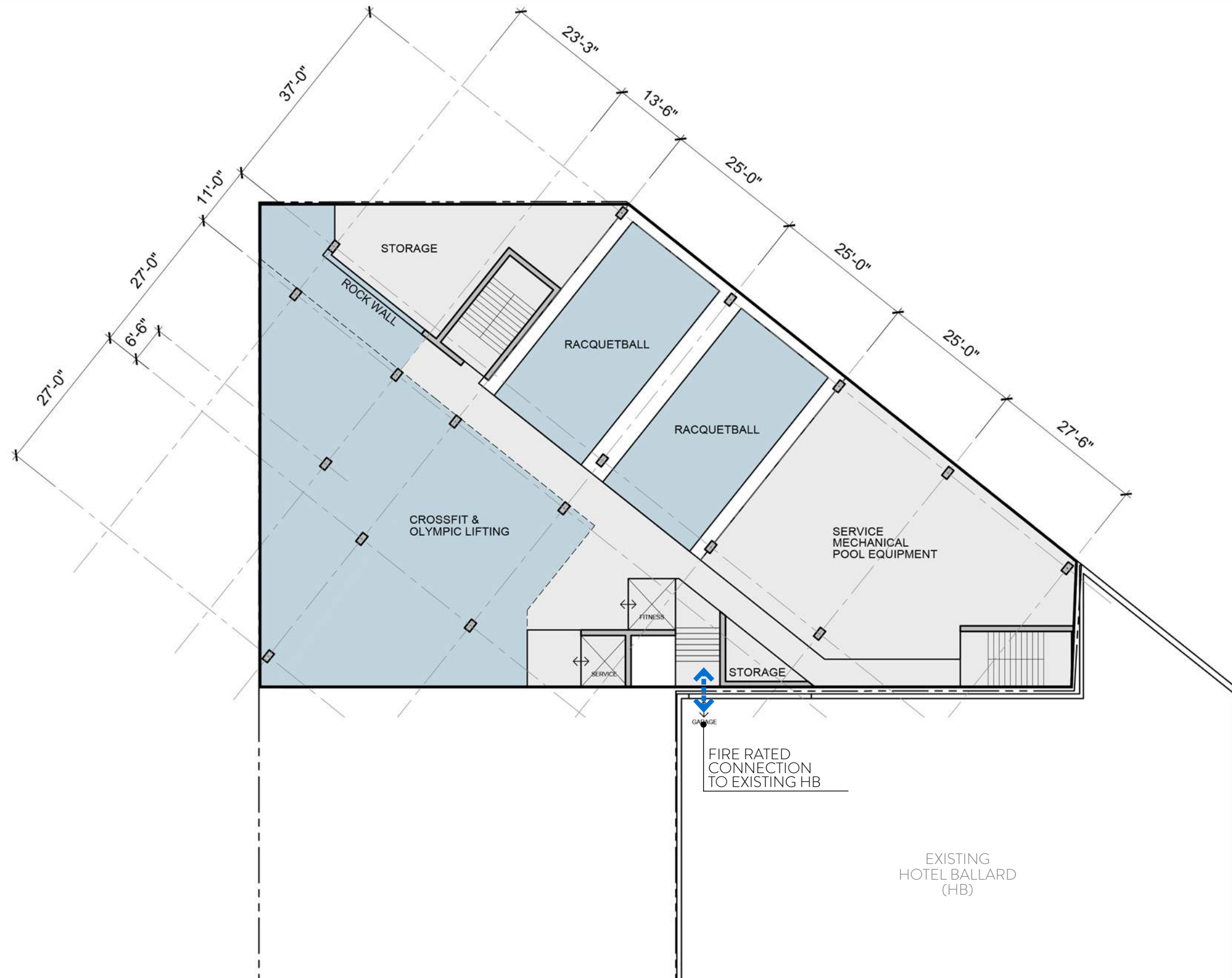
- HOTEL
- BALCONIES
- CONFERENCE
- FITNESS
- RETAIL
- VERTICAL CIRCULATION

**PREFERRED**  
**Scheme 1 - Massing**  
 East Facade



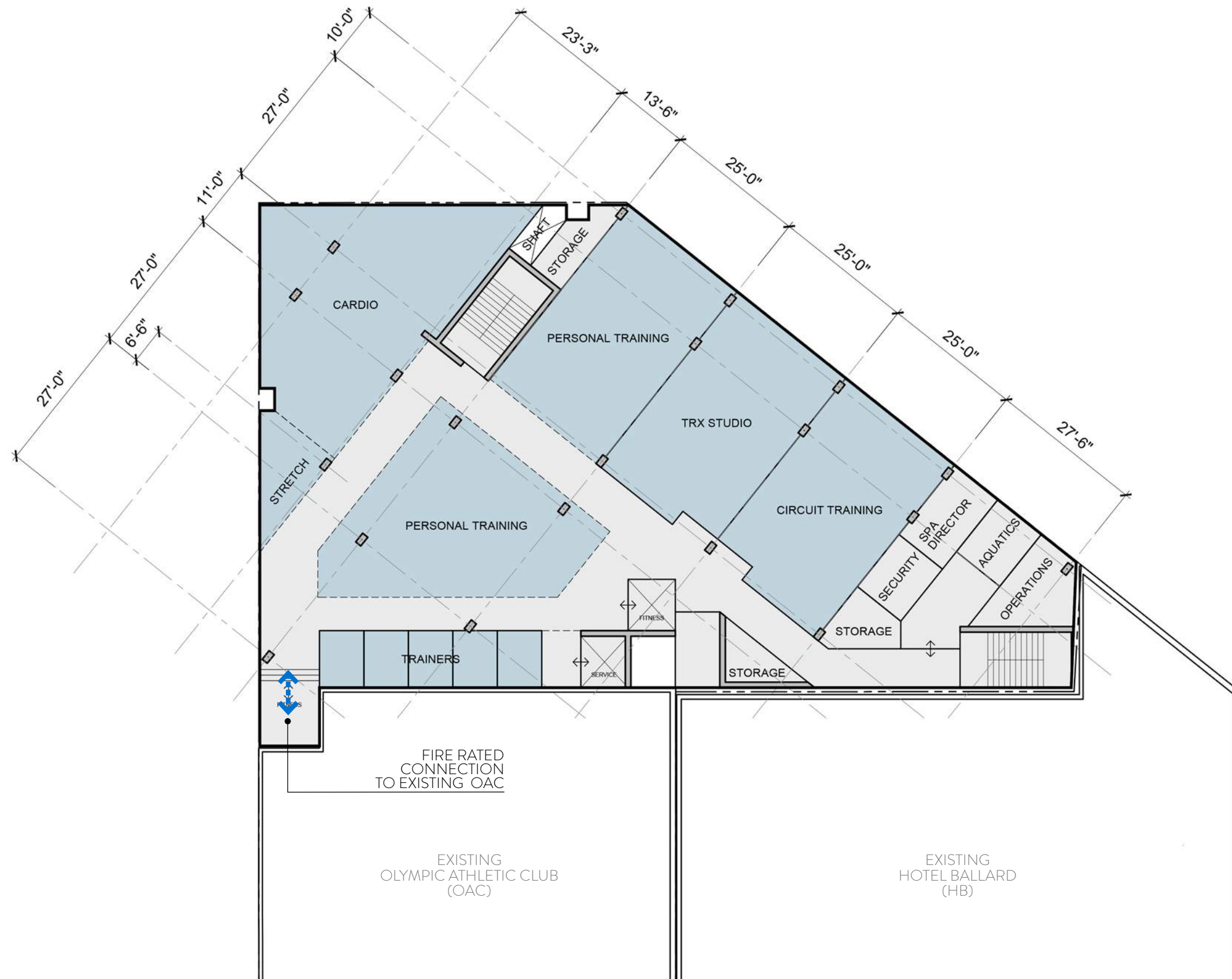
- HOTEL
- BALCONIES
- CONFERENCE
- FITNESS
- RETAIL
- VERTICAL CIRCULATION

**PREFERRED**  
**Scheme 1 - Massing**  
 West Facade

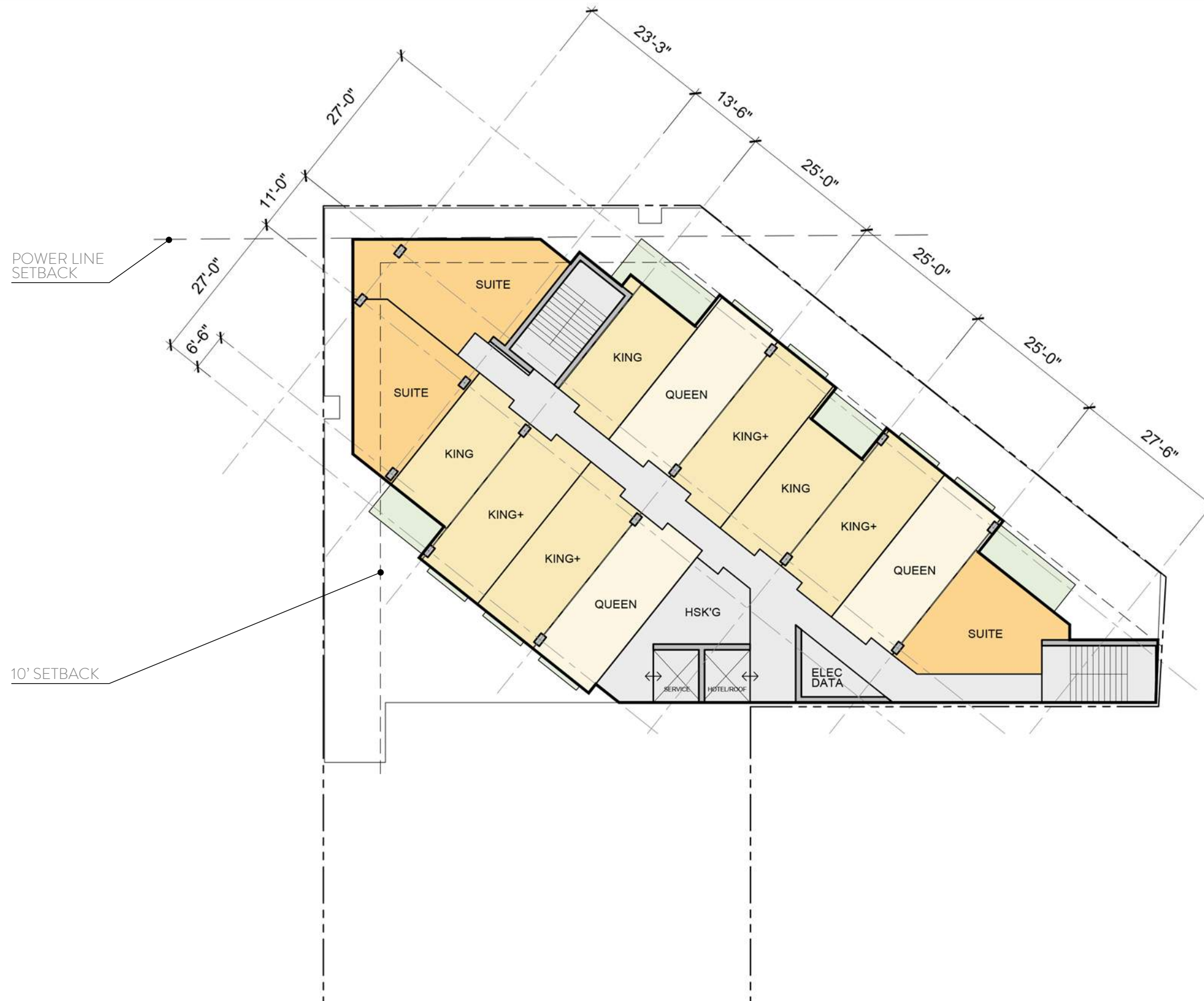


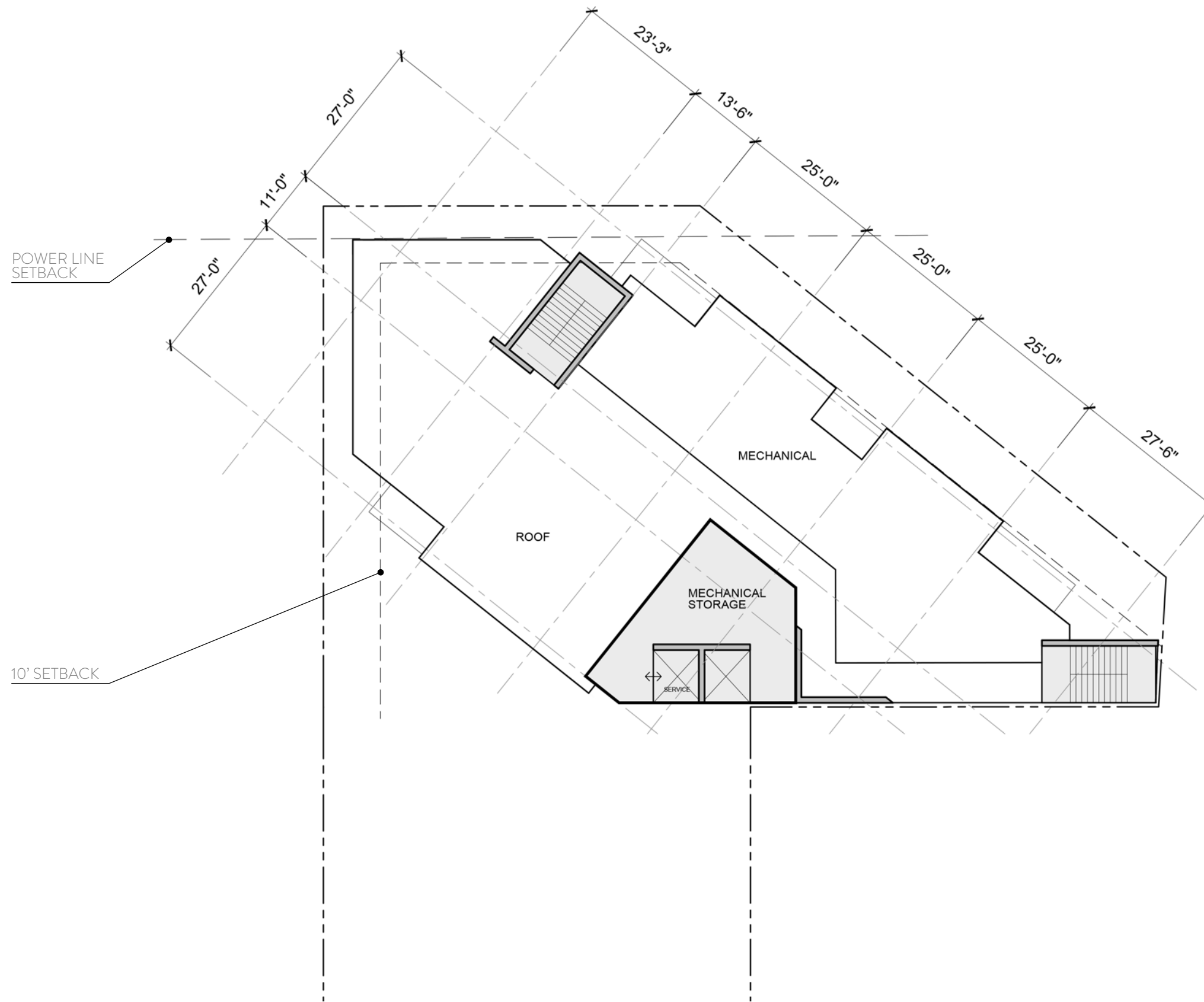


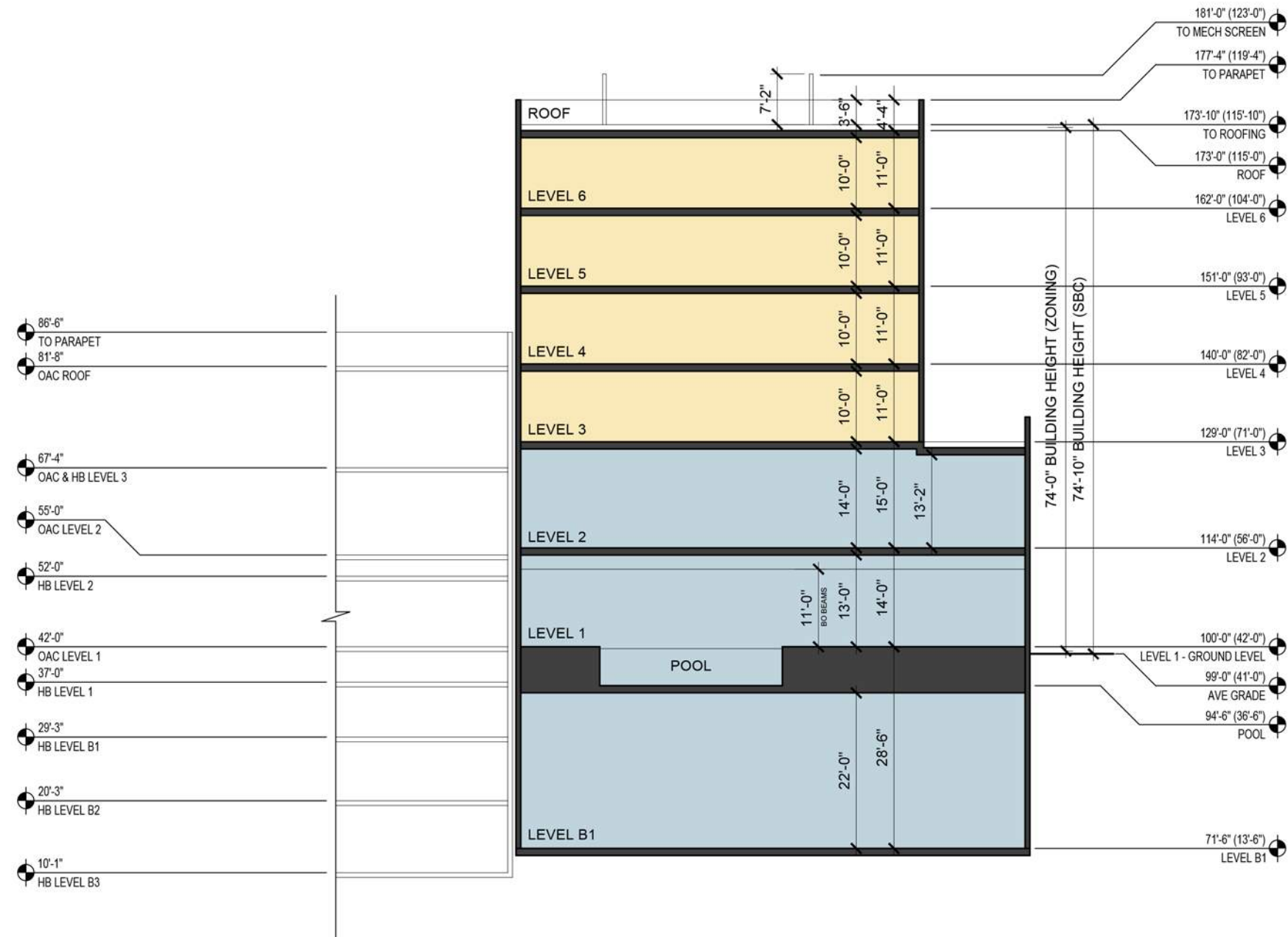






















**SPRING & FALL EQUINOX**  
MARCH 21 & SEPTEMBER 21 | 3:00 PM



**SUMMER SOLSTICE**  
JUNE 21 | 3:00 PM



**WINTER SOLSTICE**  
DECEMBER 21 | 3:00 PM



**SPRING & FALL EQUINOX**  
MARCH 21 & SEPTEMBER 21 | 12:00 PM



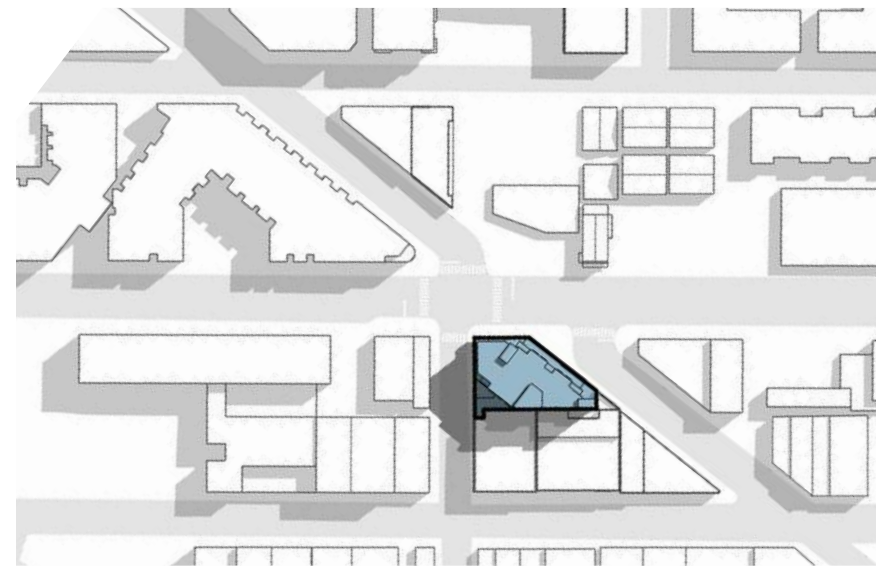
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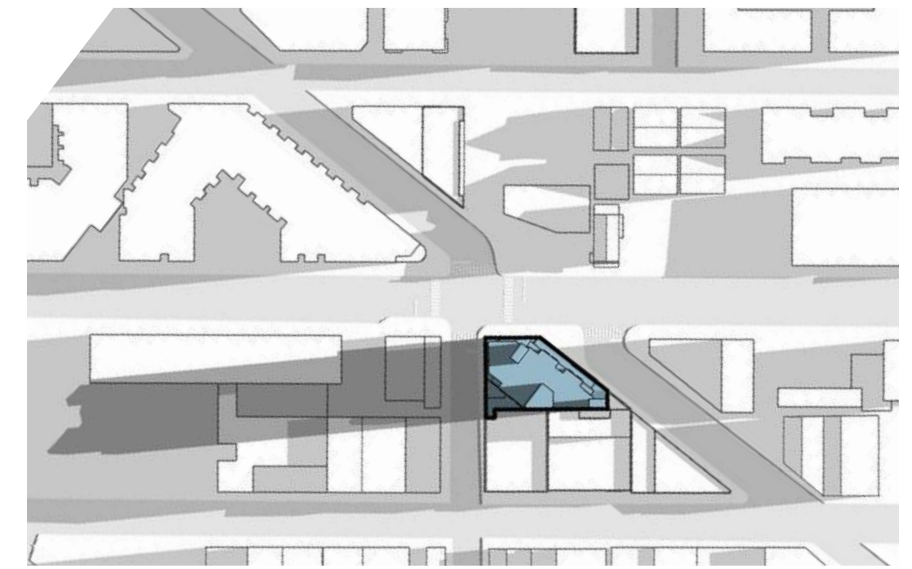
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DECEMBER 21 | 12:00 PM



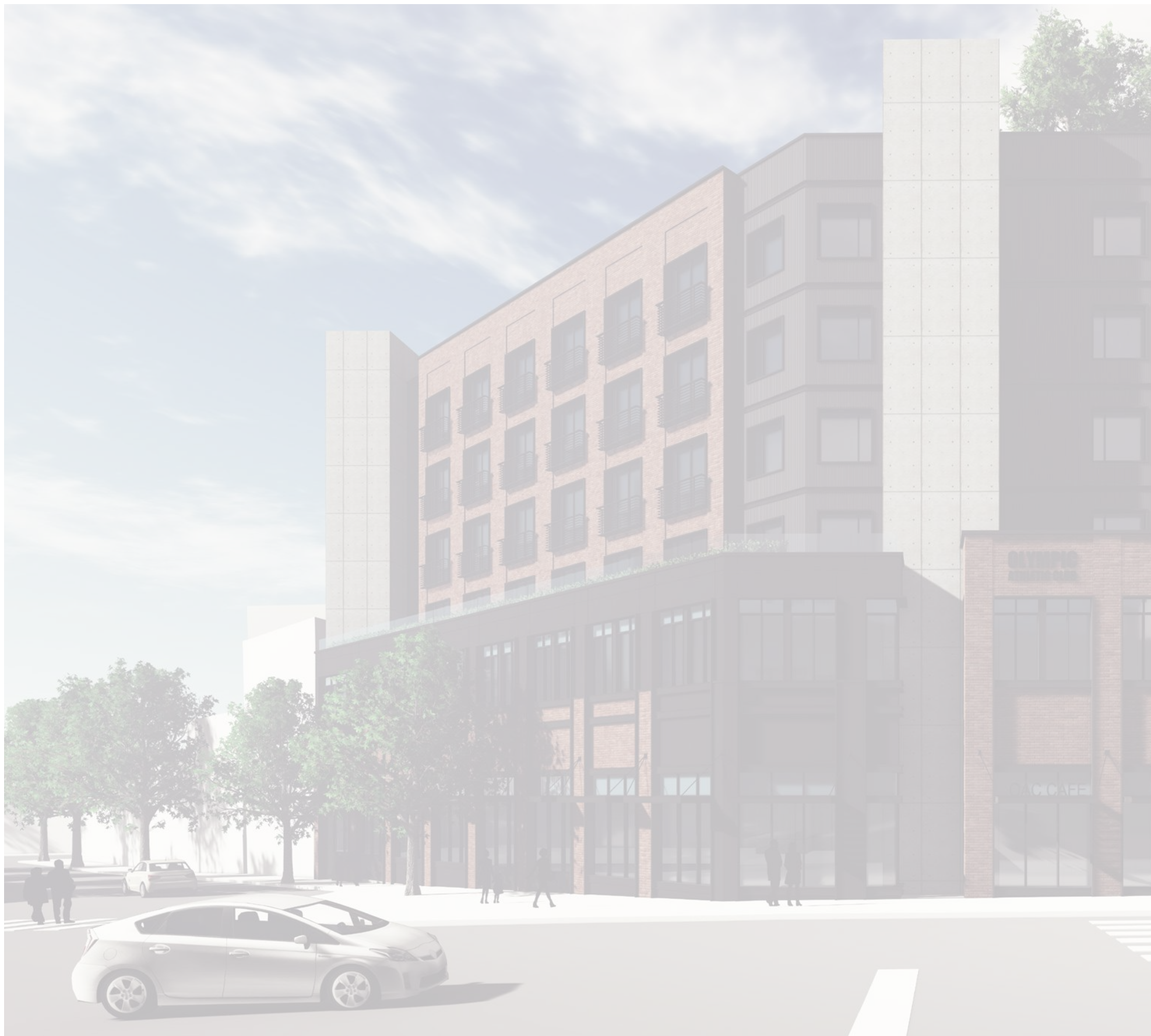
**SPRING & FALL EQUINOX**  
MARCH 21 & SEPTEMBER 21 | 9:00 AM



**SUMMER SOLSTICE**  
JUNE 21 | 9:00 AM



**WINTER SOLSTICE**  
DECEMBER 21 | 9:00 AM



# TABULATIONS SCHEME TWO

## PROGRAM SUMMARY

ATHLETIC CLUB	30,340 GSF
HOTEL	29,930 GSF
<b>TOTAL HOTEL &amp; ATHLETIC CLUB</b>	<b>60,270 GSF</b>
<b>TOTAL GUESTROOMS</b>	<b>50</b>
GUESTROOMS WITH SCENIC VIEWS	14
GUESTROOMS WITH BALCONIES	9
GUESTROOMS WITH JULIETS	24

## DESIGN CONCEPT

### STATEMENT

The Athletic Club portion of this Scheme also maximizes the usable area allowed. The storefronts at grade create a transparent, pedestrian friendly perimeter on all three street frontages. The Hotel massing focuses on highlighting more brick on the facade by the grouping certain guestroom types together. The massing also highlights more metal, further enhancing the concept of the new (contemporary) vs the old (historic). Both the Athletic Club and Hotel masses are tied together using the stair shaft on Leary Ave. The corners are also trimmed to imitate the ground level and minimize the impact on corner of Leary Ave & Vernon Pl. This scheme does not incorporate any regular balconies and the massing of the Hotel is not broken up. There is no Design Departure for this scheme.

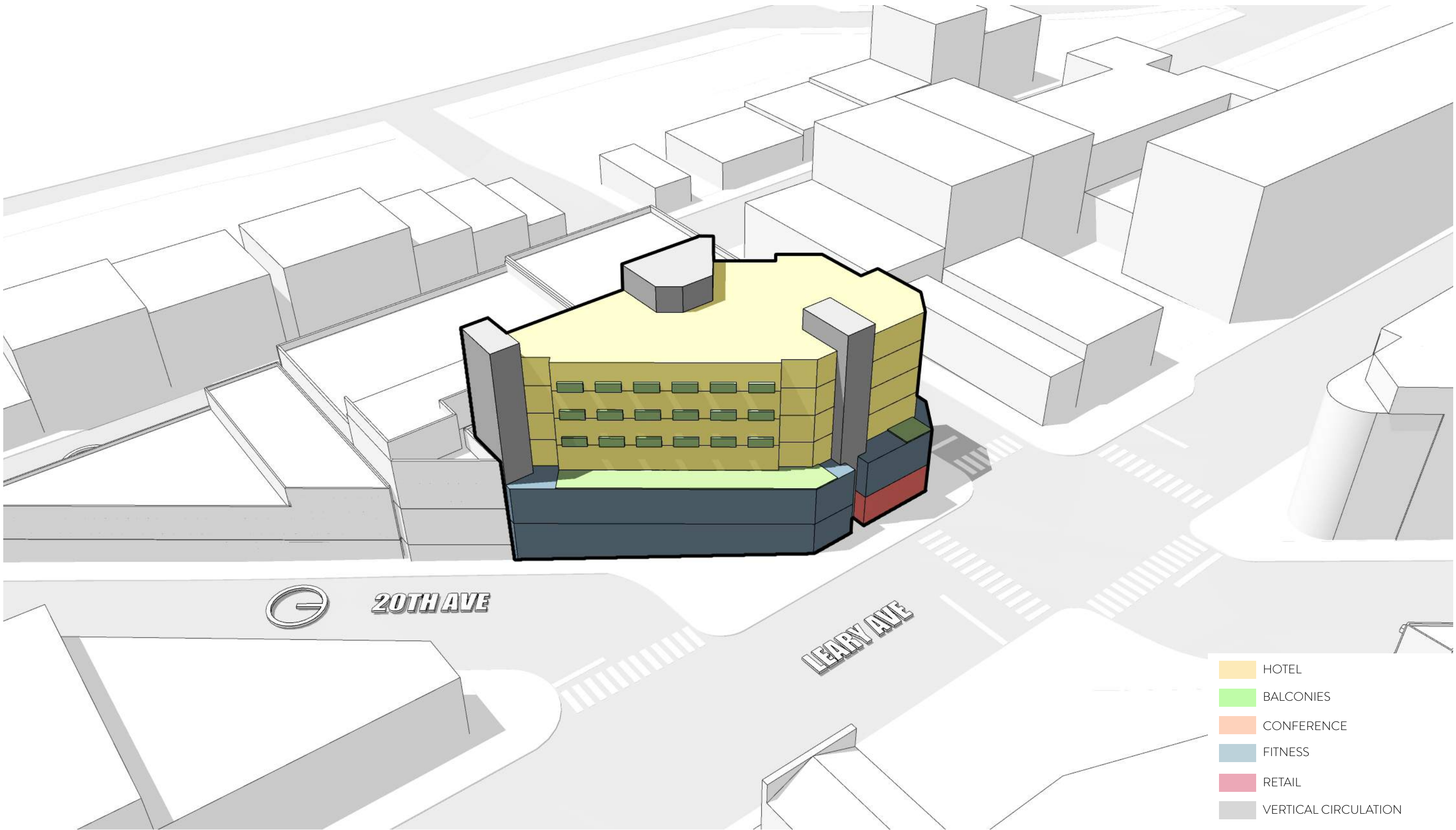
## DESIGN GUIDELINES

CS2.A1 SENSE OF PLACE	Building design enhances the existing character of Ballard on a prominent corner.
CS2.B2 CONNECTION TO THE STREET	Corner of the building cut back to create a strong connection to the street & sidewalk.
CS2.D4 MASSING CHOICES	Base of building matches scale of adjacent buildings, Hotel mass above set back from base.
PL2.B3 STREET-LEVEL TRANSPARENCY	Glazing systems utilized to ensure transparency at street level throughout the perimeter.
PL3.C1 POROUS EDGE	Visual connection between people on sidewalk and interior activities through the use of glass.
DC2.D1 HUMAN SCALE	Overhangs/canopies along the sidewalk to enable an active/vibrant street front.

## SCHEME SYNOPSIS

### SUMMARY

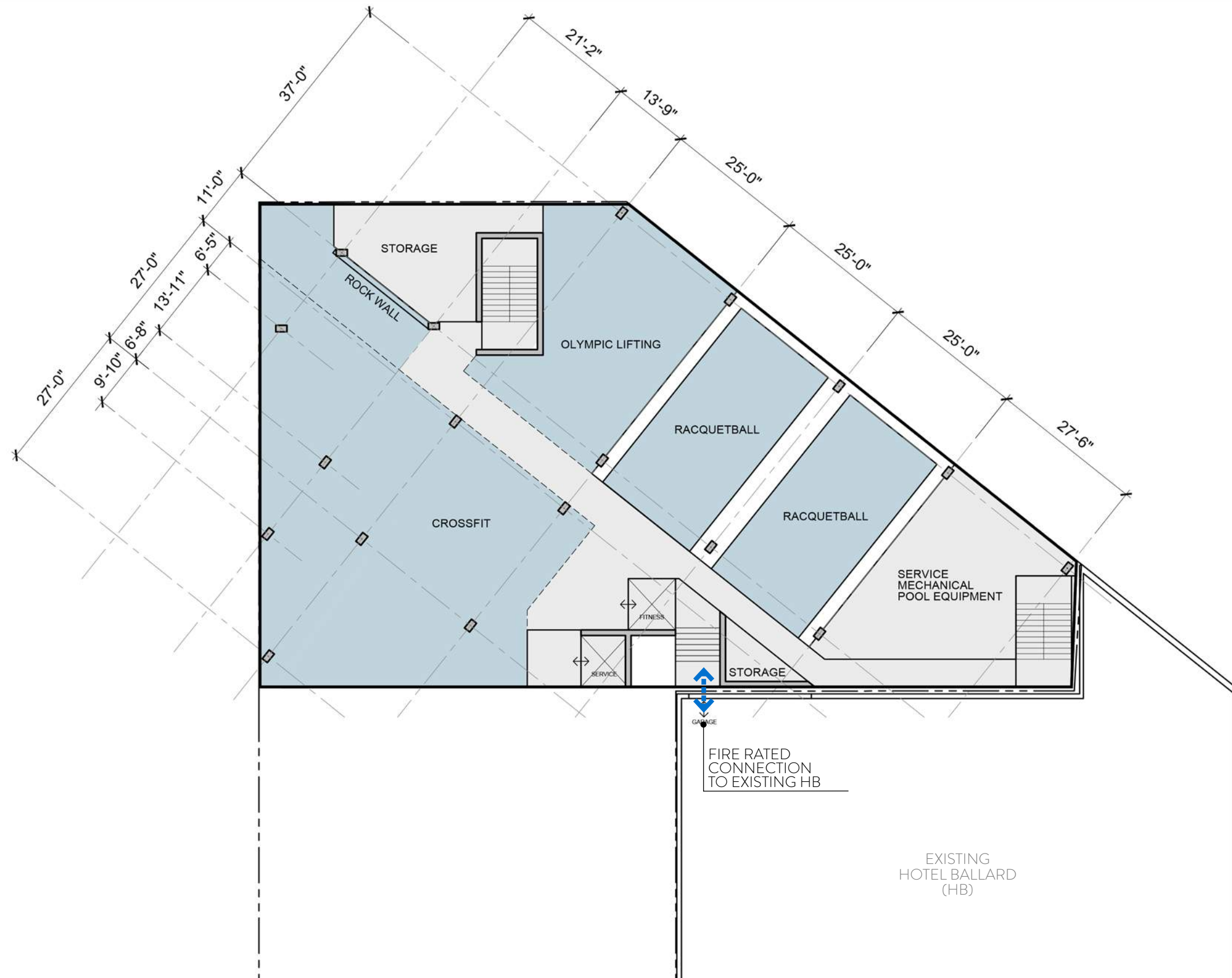
STAIR SHAFT TYING MASSES TOGETHER  
ATHLETIC MASS MORE REFINED  
TRIMMED CORNER TO MINIMIZE MASS

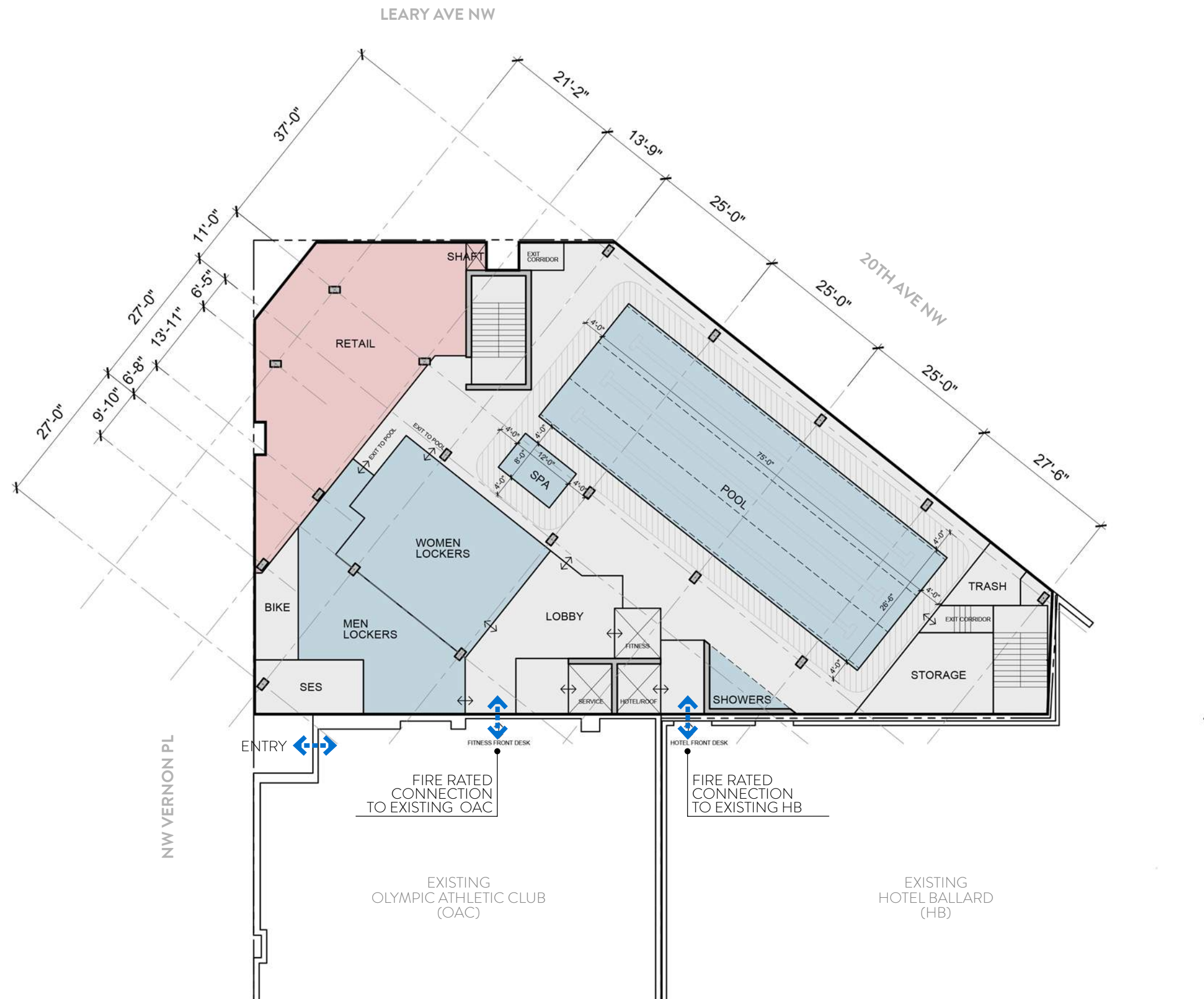


- HOTEL
- BALCONIES
- CONFERENCE
- FITNESS
- RETAIL
- VERTICAL CIRCULATION



- HOTEL
- BALCONIES
- CONFERENCE
- FITNESS
- RETAIL
- VERTICAL CIRCULATION

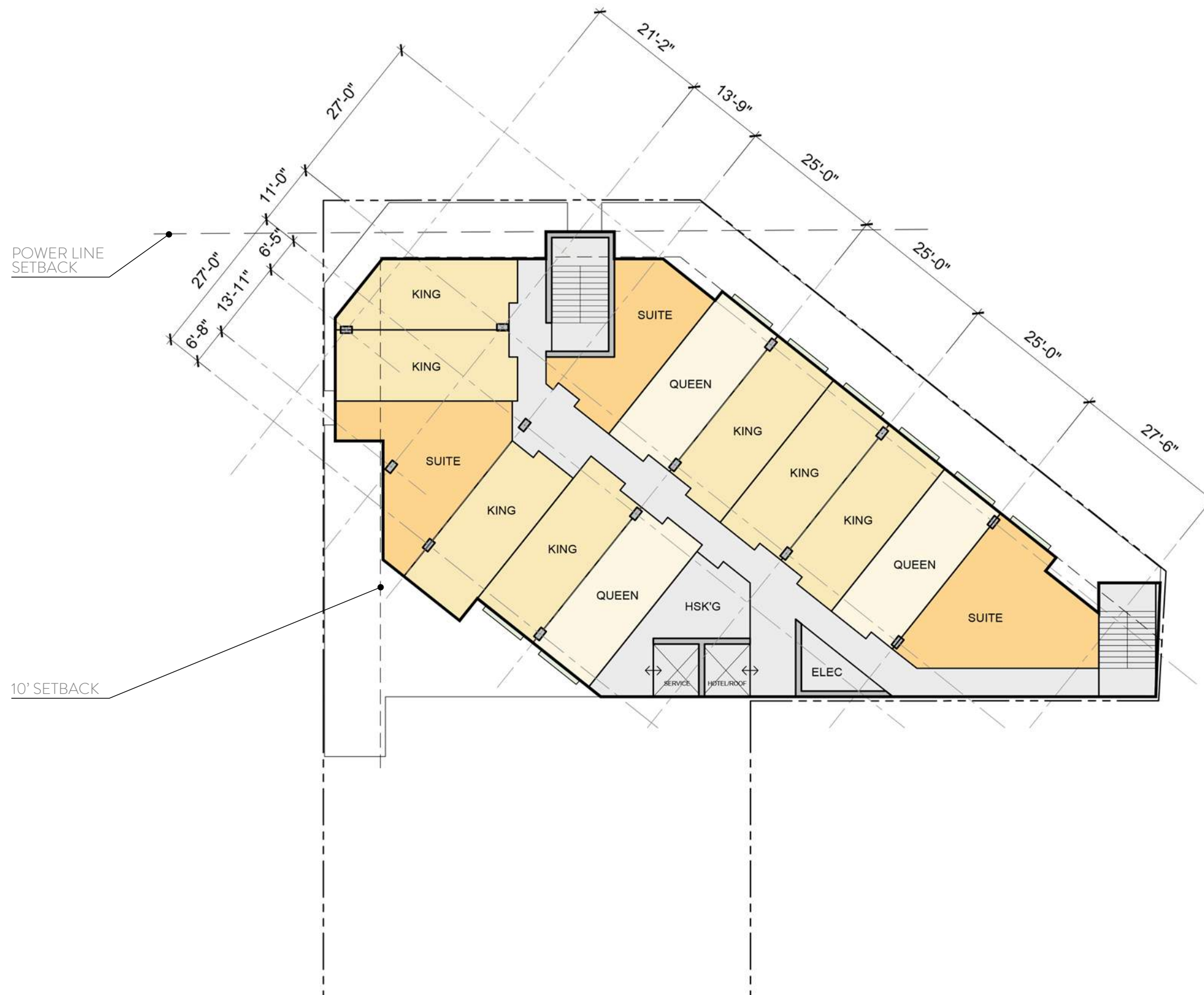


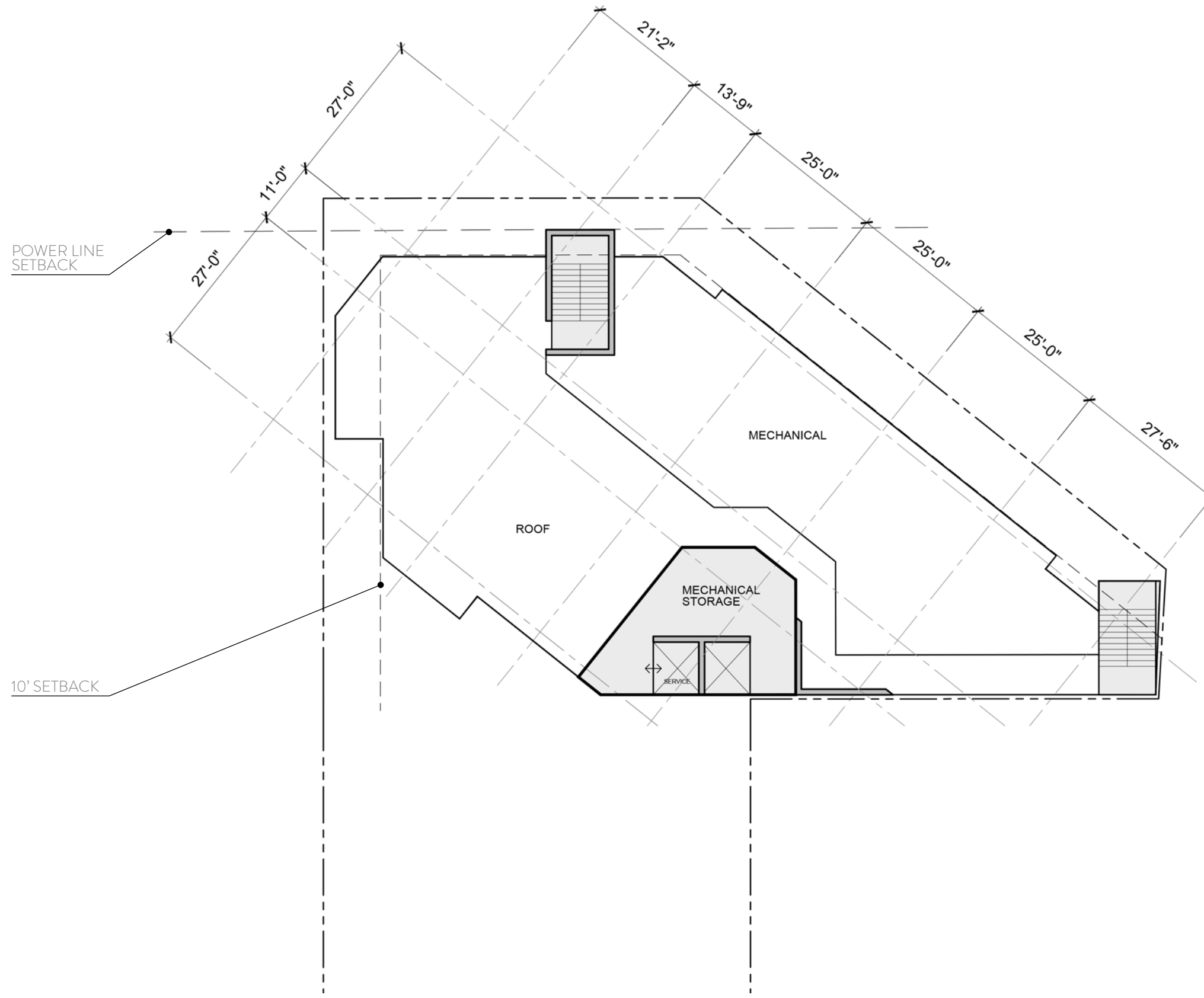


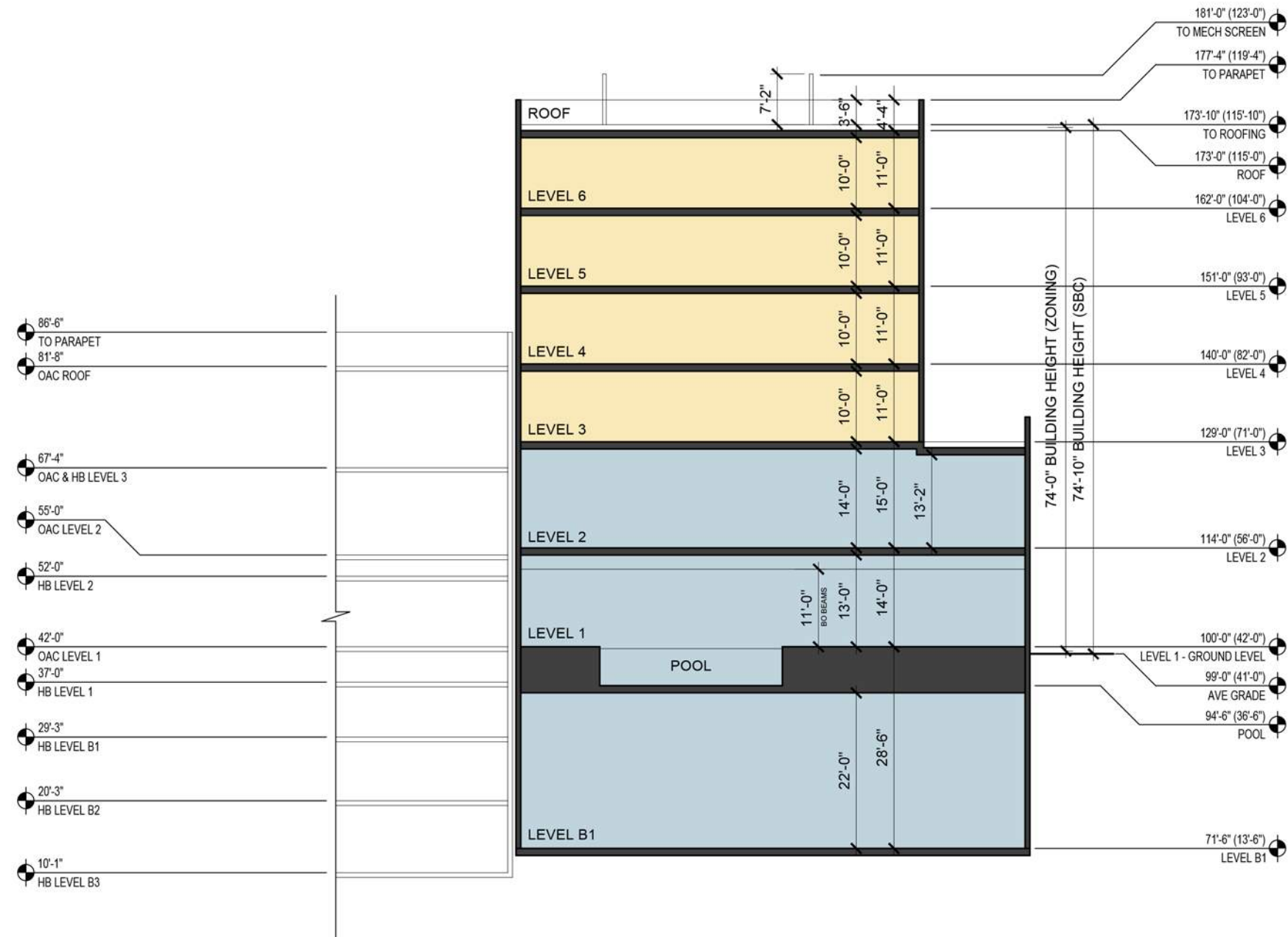












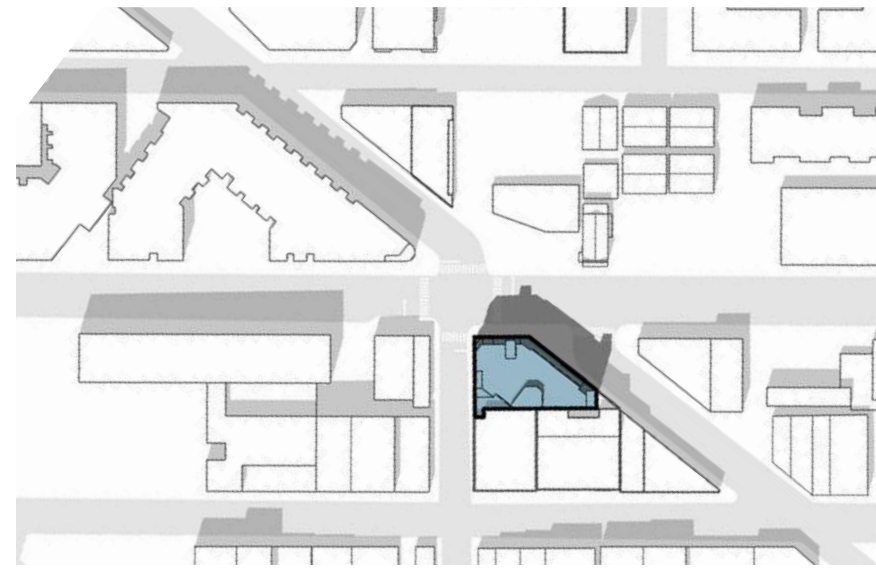








**SPRING & FALL EQUINOX**  
MARCH 21 & SEPTEMBER 21 | 3:00 PM



**SUMMER SOLSTICE**  
JUNE 21 | 3:00 PM



**WINTER SOLSTICE**  
DECEMBER 21 | 3:00 PM



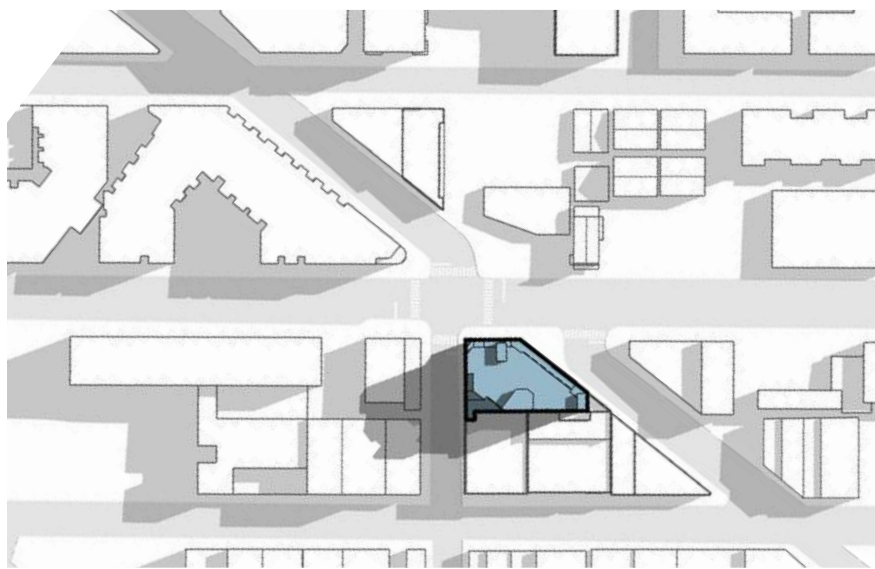
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**SUMMER SOLSTICE**  
JUNE 21 | 12:00 PM



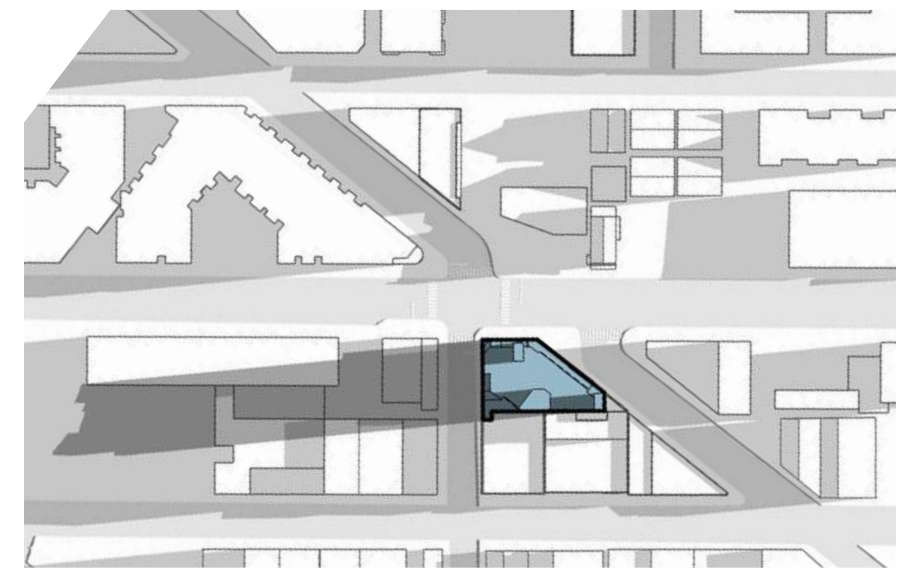
**WINTER SOLSTICE**  
DECEMBER 21 | 12:00 PM



**SPRING & FALL EQUINOX**  
MARCH 21 & SEPTEMBER 21 | 9:00 AM



**SUMMER SOLSTICE**  
JUNE 21 | 9:00 AM



**WINTER SOLSTICE**  
DECEMBER 21 | 9:00 AM



# TABULATIONS SCHEME THREE

## PROGRAM SUMMARY

ATHLETIC CLUB	30,570 GSF
HOTEL	30,710 GSF
<b>TOTAL HOTEL &amp; ATHLETIC CLUB</b>	<b>61,280 GSF</b>
<b>TOTAL GUESTROOMS</b>	<b>51</b>
GUESTROOMS WITH SCENIC VIEWS	0
GUESTROOMS WITH BALCONIES	22
GUESTROOMS WITH JULIETS	21

## DESIGN CONCEPT

### STATEMENT

The base of this Scheme which houses the Athletic Club takes advantage of the usable area allowed on the first two levels. This creates a strong street edge that continues the presence of existing adjacent buildings. Awnings at first level storefronts also create a pleasant experience for pedestrians. The Hotel massing celebrates the stair core by pushing it further against Vernon Place, creating an iconic feature near the Athletic Club entry. The guestrooms above are single loaded and align the perimeter streets, offset from the base to accommodate setbacks. Both masses set parallel to the property lines does add more mass to the design, making them both seem more contiguous & connected. This Scheme utilizes both regular & Juliet balconies as an amenity for hotel guests. There is no Design Departure for this scheme.

## DESIGN GUIDELINES

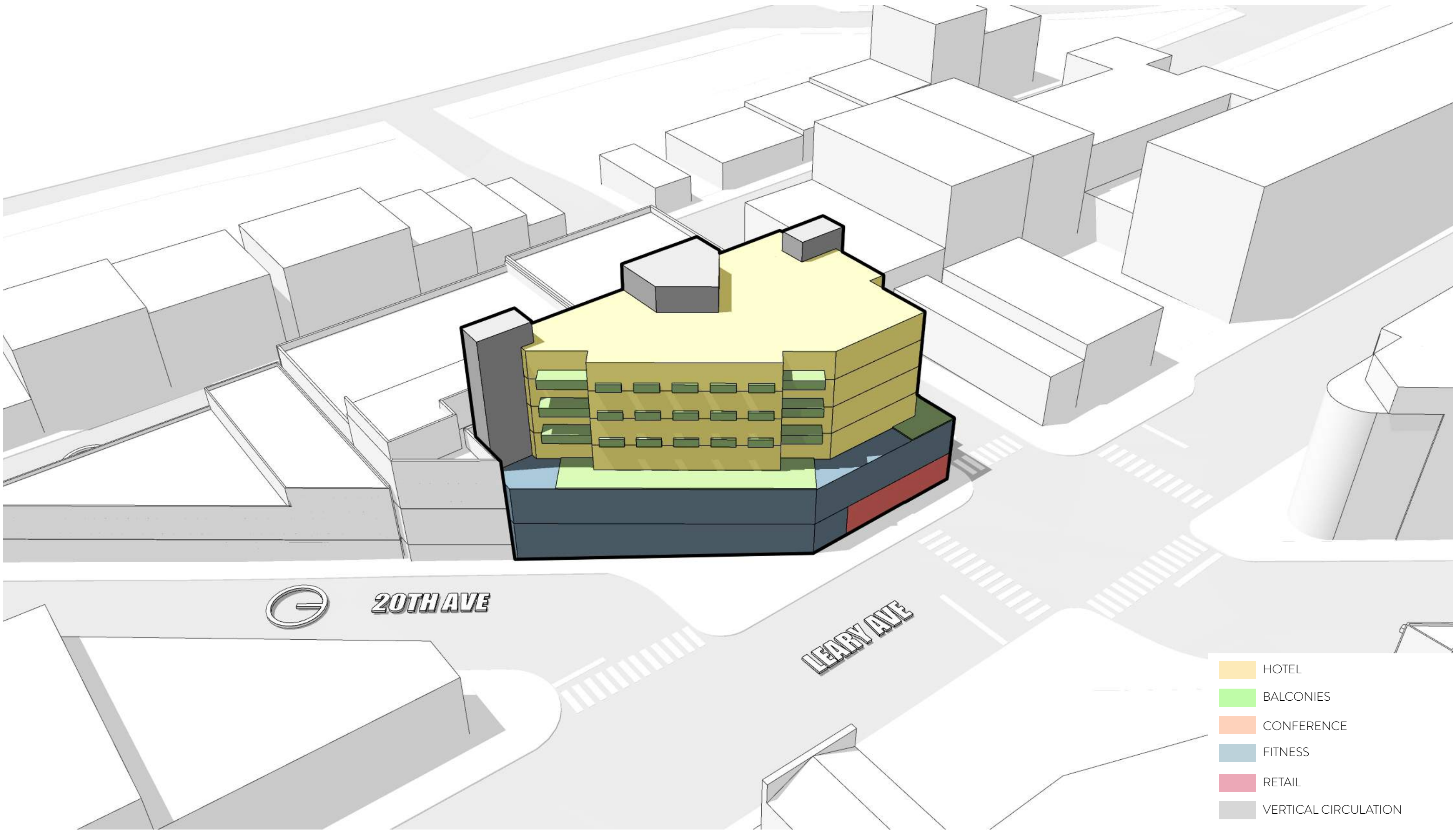
CS2.A2 ARCHITECTURAL PRESENCE	Building design contributes to a strong street edge, especially at the Athletic Club mass.
CS3.A3 ESTABLISHED NEIGHBORHOODS	Massing complements the architectural style of existing buildings in the neighborhood.
PL2.C1 LOCATIONS & COVERAGE	Overhead protection such as overhangs located along the perimeter to enhance the sidewalk.
DC2.A1 SITE CHARACTERISTICS & USES	Building massing arranged to accentuate mass/height off of Leary Ave and Vernon Pl.
DC2.B1 FACADE COMPOSITION	All facades designed with consideration to the architectural expression of the building as whole
DC4.B1 EXTERIOR FINISH MATERIALS	Facades to be constructed of locally inspired brick/metal that are durable/maintainable.

## SCHEME SYNOPSIS

### SUMMARY

HOTEL MASS PARALLELS CLUB MASS  
STRONGER MASS / PRESENCE  
FEATURE STAIR SHAFT ALONG VERNON

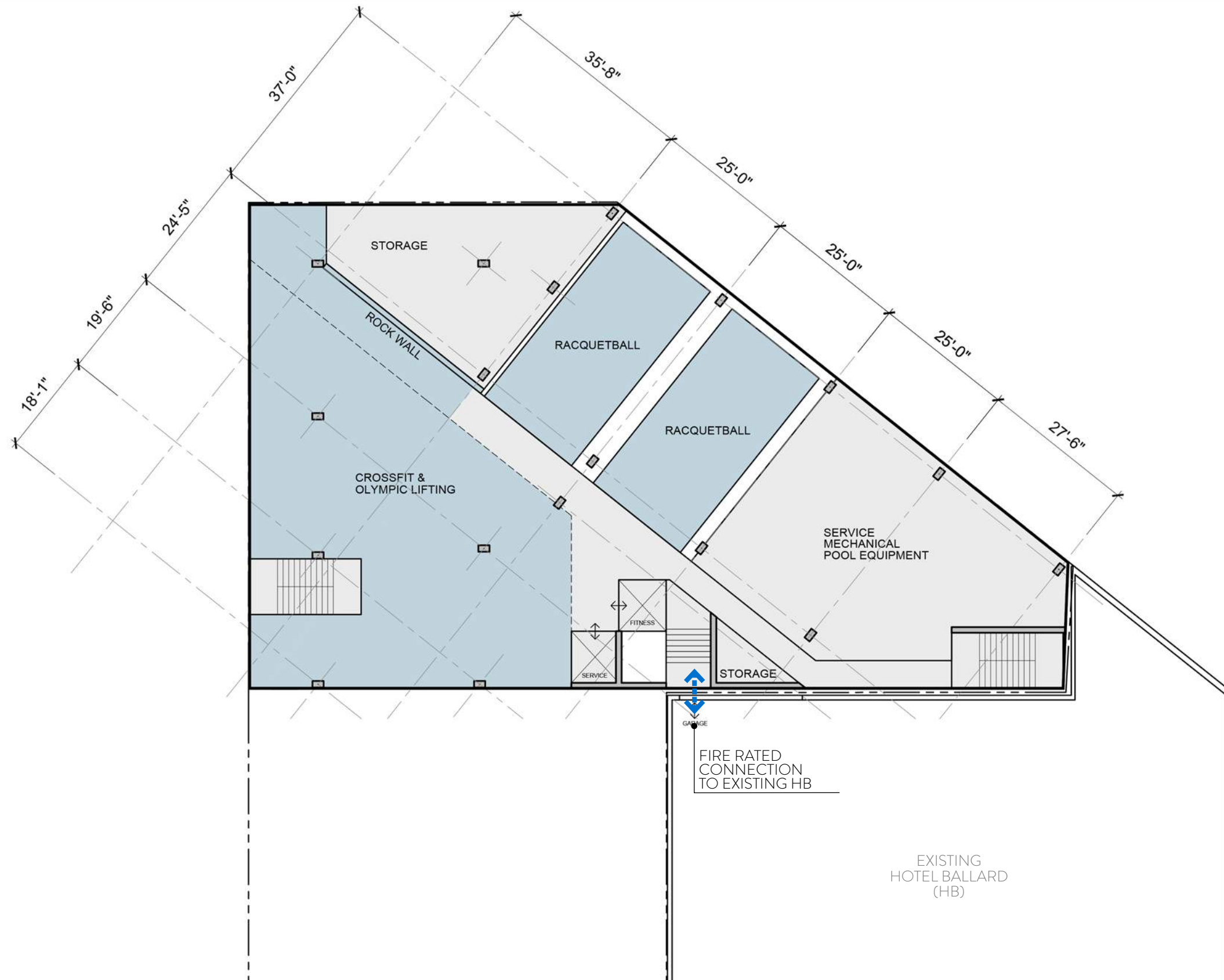


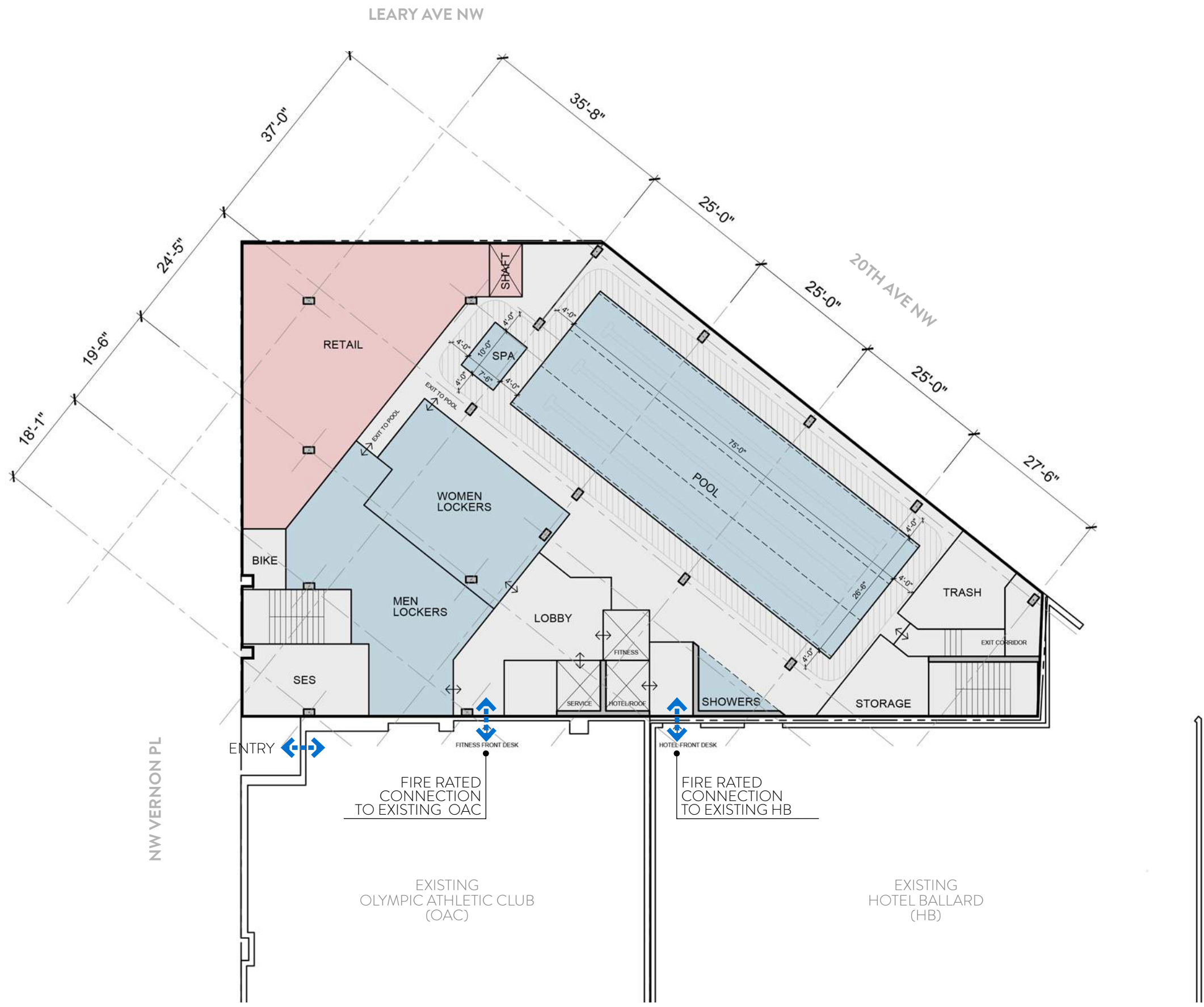


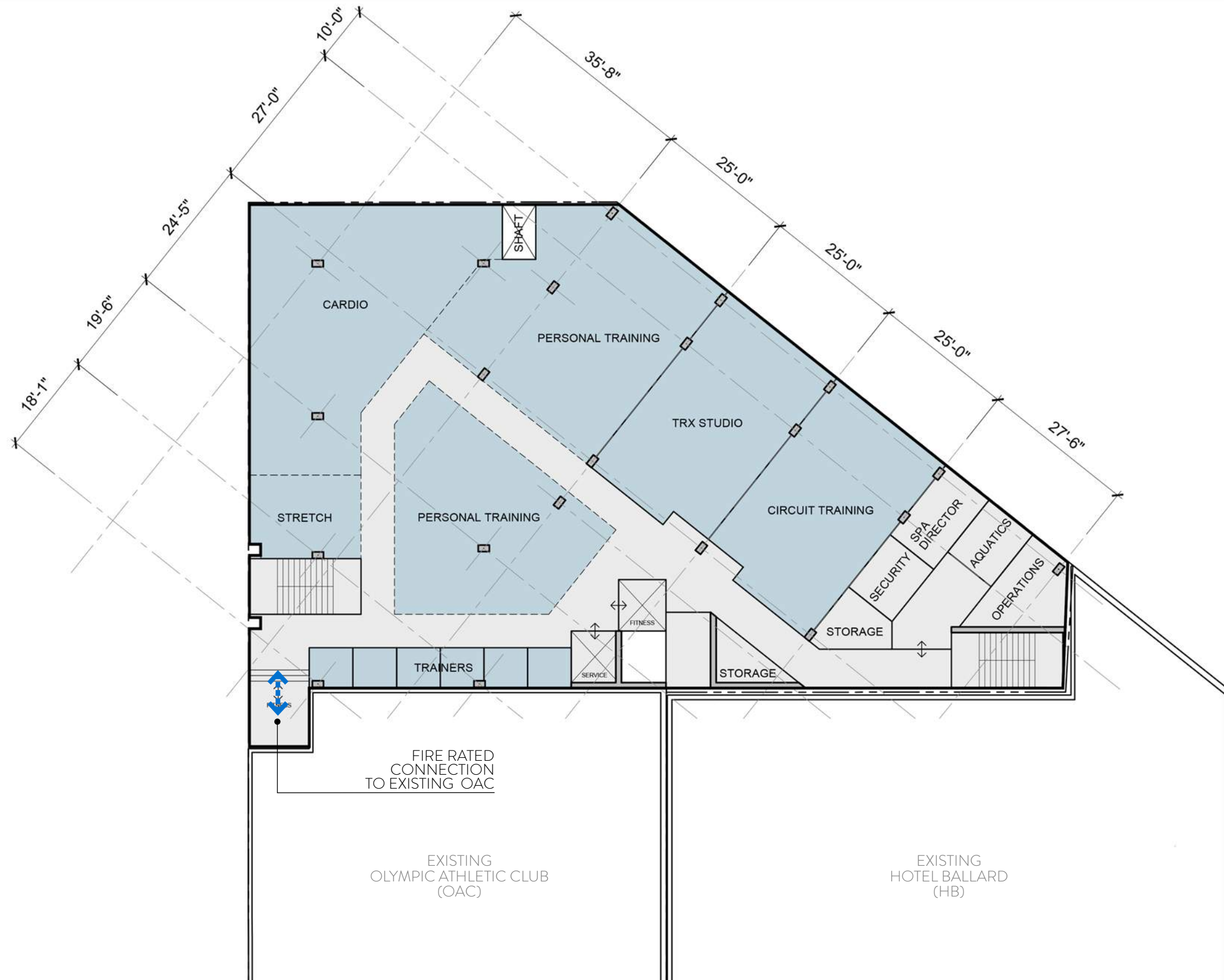
- HOTEL
- BALCONIES
- CONFERENCE
- FITNESS
- RETAIL
- VERTICAL CIRCULATION

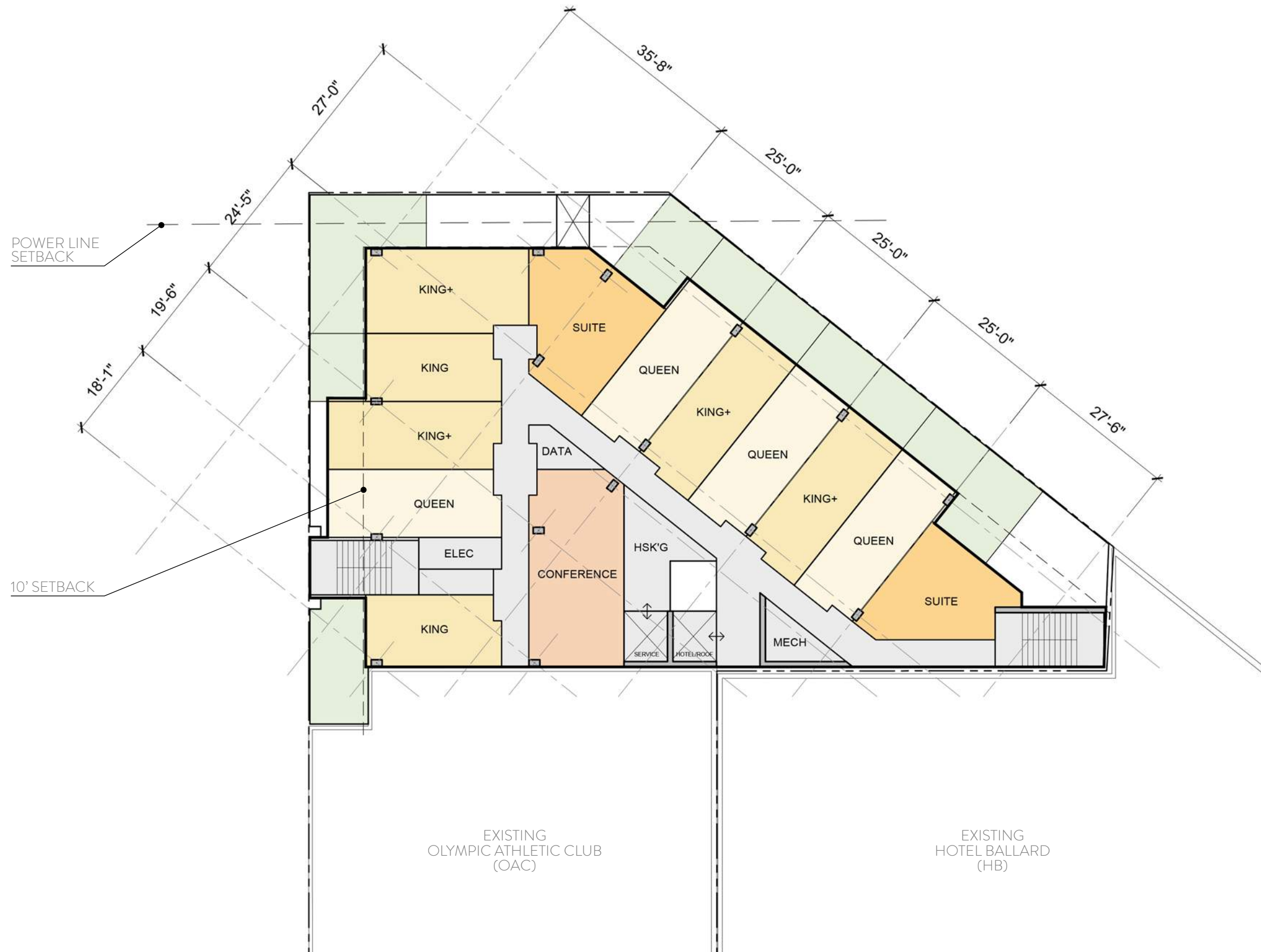


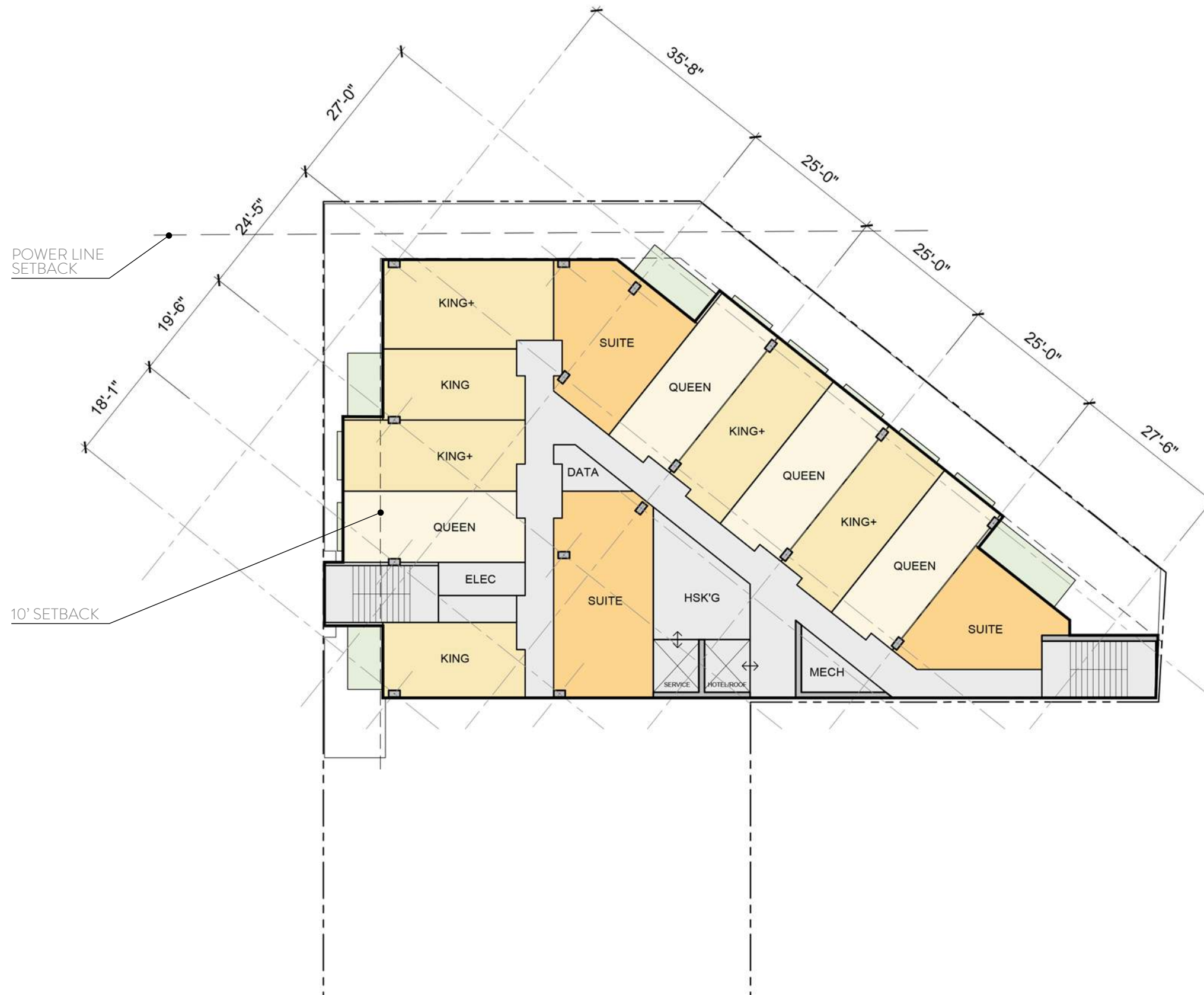
- HOTEL
- BALCONIES
- CONFERENCE
- FITNESS
- RETAIL
- VERTICAL CIRCULATION

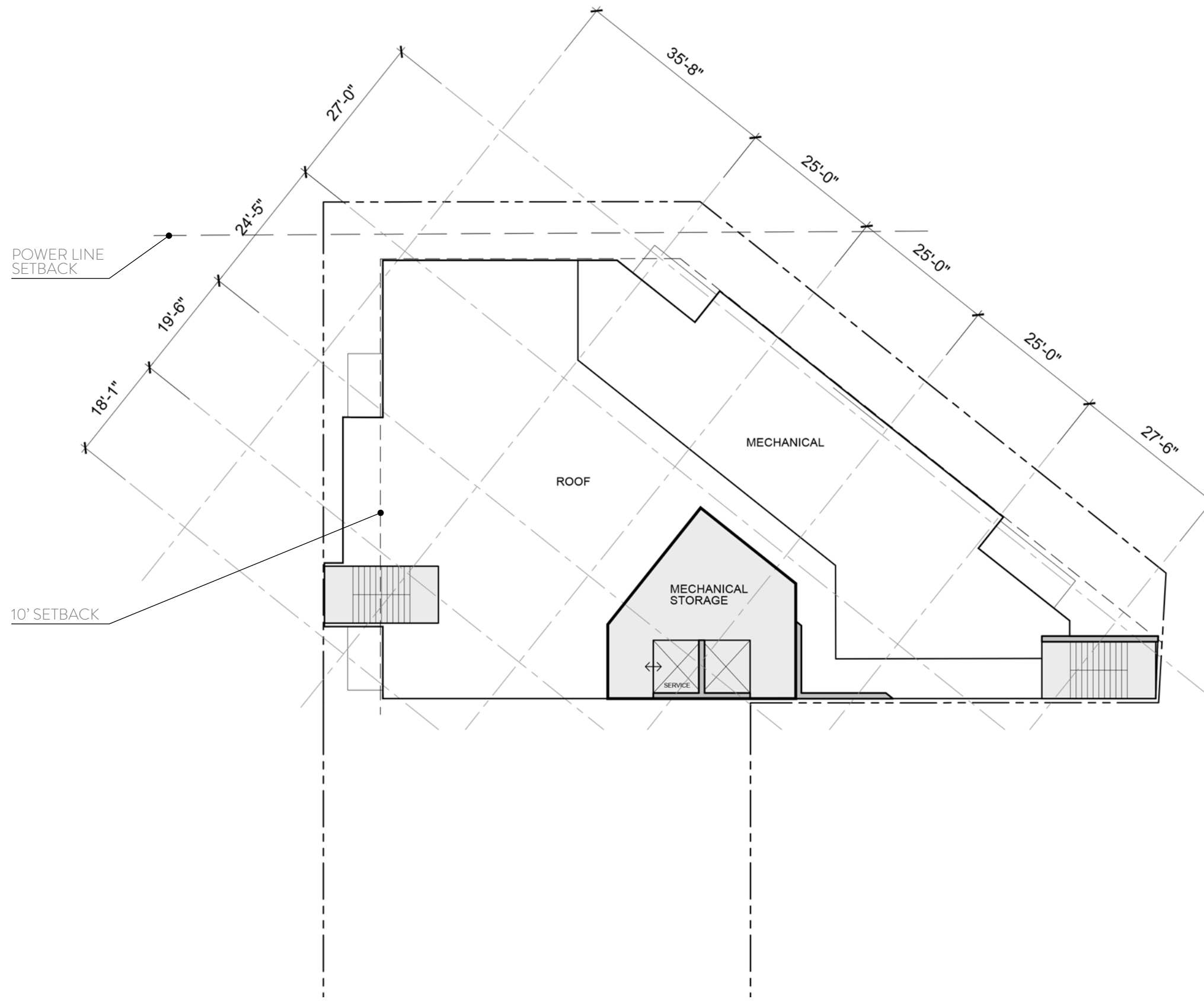




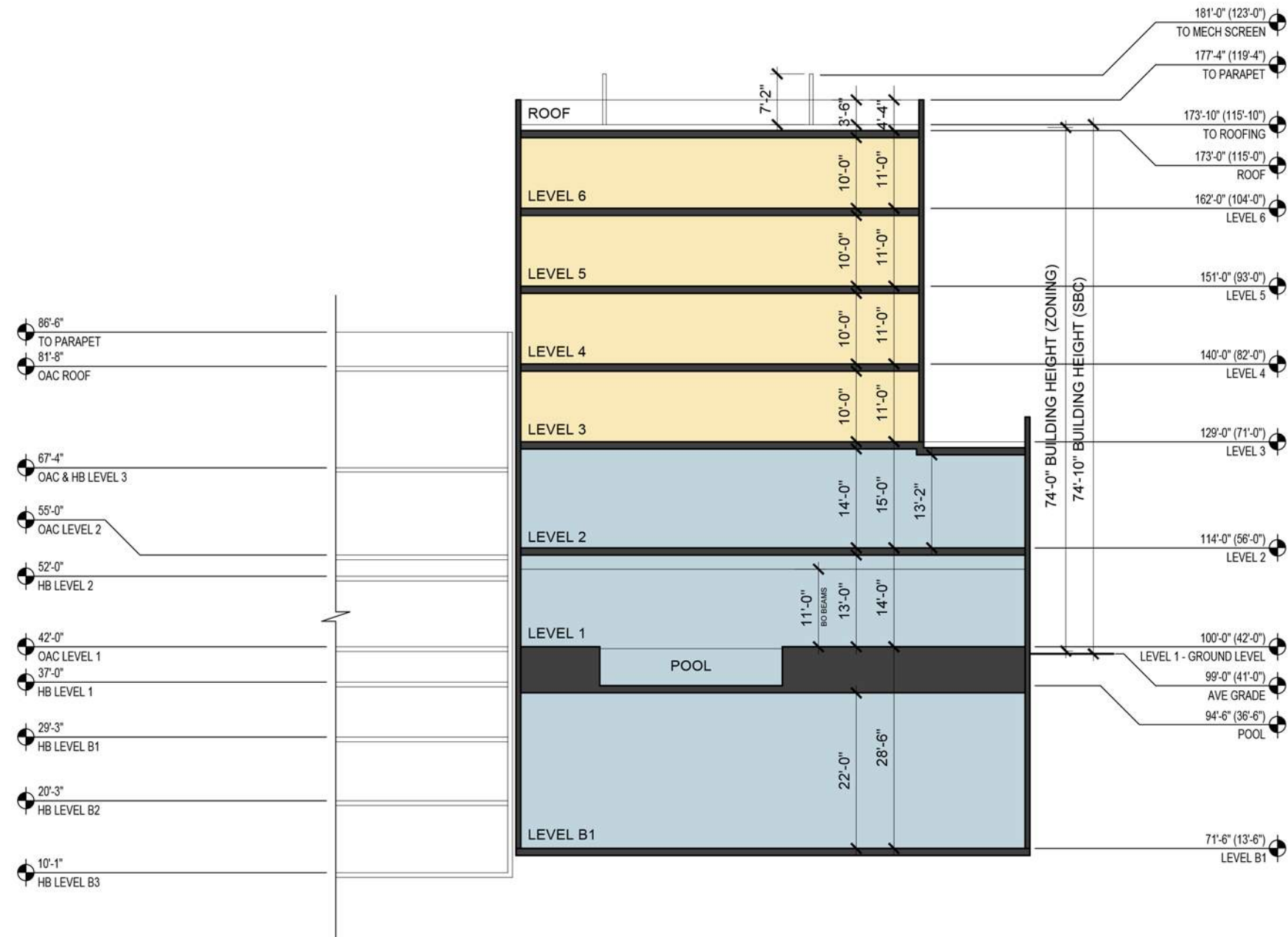
















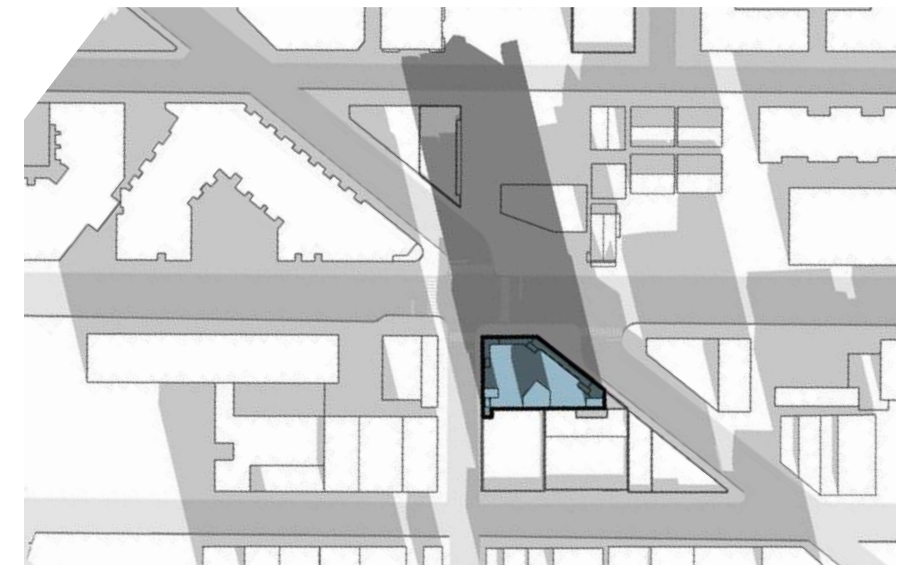




**SPRING & FALL EQUINOX**  
MARCH 21 & SEPTEMBER 21 | 3:00 PM



**SUMMER SOLSTICE**  
JUNE 21 | 3:00 PM



**WINTER SOLSTICE**  
DECEMBER 21 | 3:00 PM



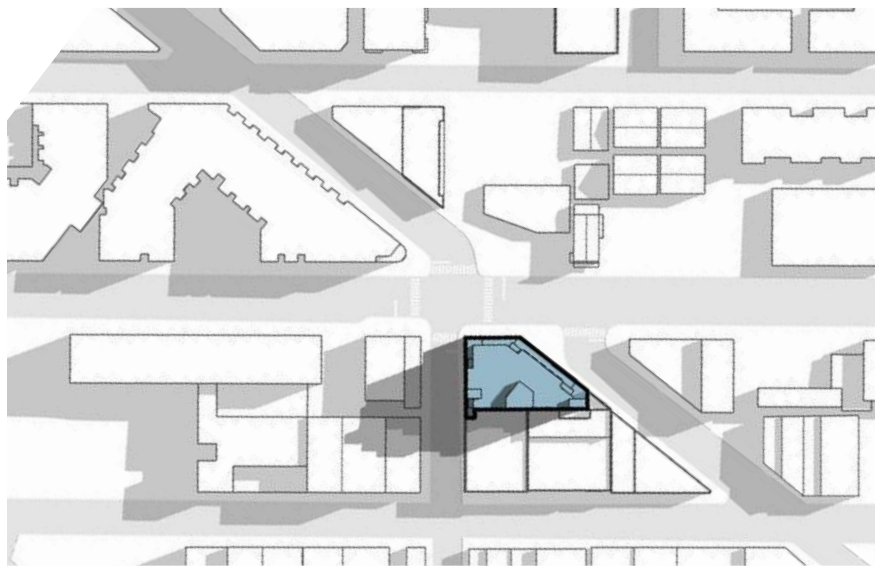
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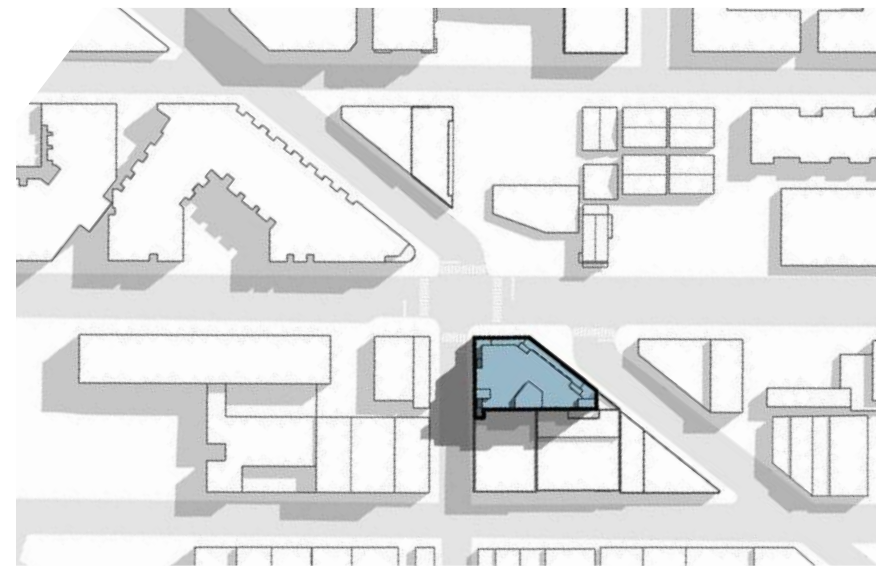
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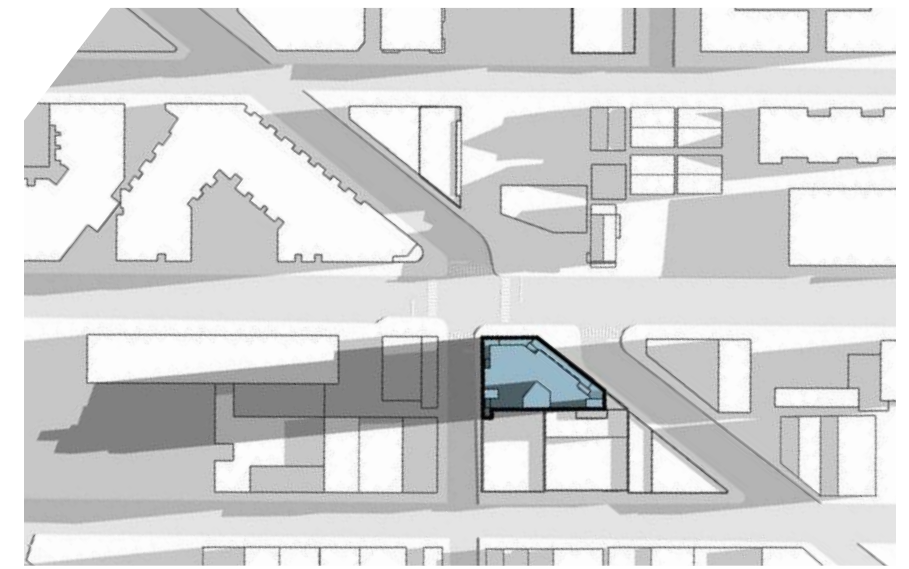
**WINTER SOLSTICE**  
DECEMBER 21 | 12:00 PM



**SPRING & FALL EQUINOX**  
MARCH 21 & SEPTEMBER 21 | 9:00 AM



**SUMMER SOLSTICE**  
JUNE 21 | 9:00 AM



**WINTER SOLSTICE**  
DECEMBER 21 | 9:00 AM

# SCHEME ONE

**PREFERRED**

## DESIGN CONCEPT

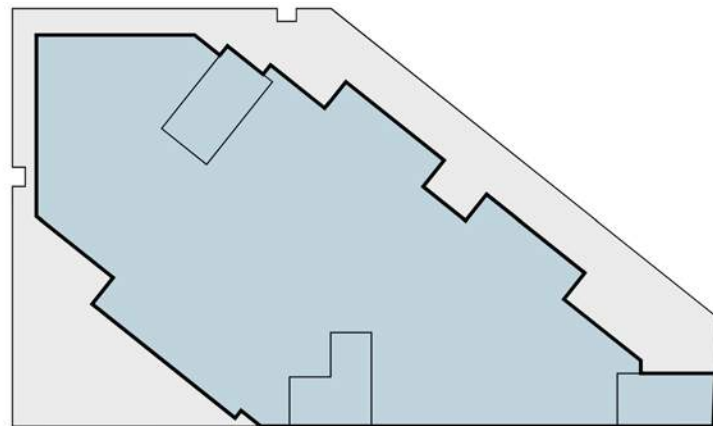
### STATEMENT

The first two levels maximize the usable area to accommodate the Athletic Club programs, architecturally matching the mass, scale & materials of adjacent buildings. The massing of the Hotel sets back and is vertically broken into multiple smaller volumes using balconies to create visual depth & interest. The guestrooms are oriented towards the east & west to fully maximize views while creating an iconic corner off of Leary Ave. Compared to the other two schemes, this massing provides views of Olympic National Park to the greatest number of guestrooms. The massing in this scheme is more refined and diverse, highlighting the locally inspired brick from the base to the tower of the Hotel, while using black metal to tie the facade together. This is the preferred scheme of the three presented. There is no Design Departure.

## SCHEME SYNOPSIS

### SUMMARY

MORE REFINED MASSING  
 MOST GUESTROOMS WITH SCENIC VIEWS  
 ICONIC CORNER AS FOCAL POINT



# SCHEME TWO

## DESIGN CONCEPT

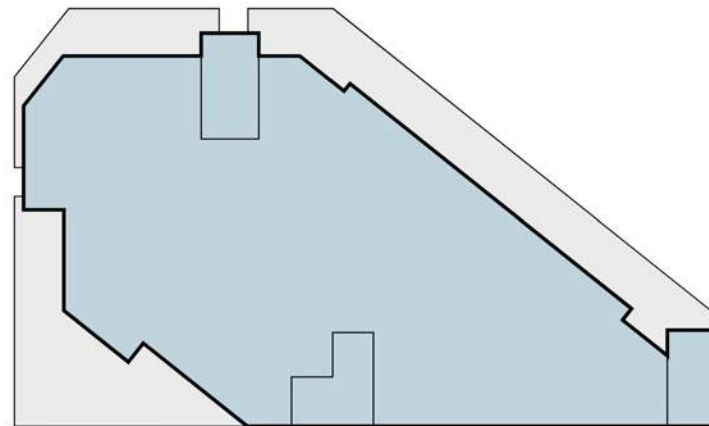
### STATEMENT

The Athletic Club portion of this Scheme also maximizes the usable area allowed. The storefronts at grade create a transparent, pedestrian friendly perimeter on all three street frontages. The Hotel massing focuses on highlighting more brick on the facade by the grouping certain guestroom types together. The massing also highlights more metal, further enhancing the concept of the new (contemporary) vs the old (historic). Both the Athletic Club and Hotel masses are tied together using the stair shaft on Leary Ave. The corners are also trimmed to imitate the ground level and minimize the impact on corner of Leary Ave & Vernon Pl. This scheme does not incorporate any regular balconies and the massing of the Hotel is not broken up. There is no Design Departure.

## SCHEME SYNOPSIS

### SUMMARY

STAIR SHAFT TYING MASSES TOGETHER  
 ATHLETIC CLUB MASS MORE REFINED  
 TRIMMED CORNER TO MINIMIZE MASS



# SCHEME THREE

## DESIGN CONCEPT

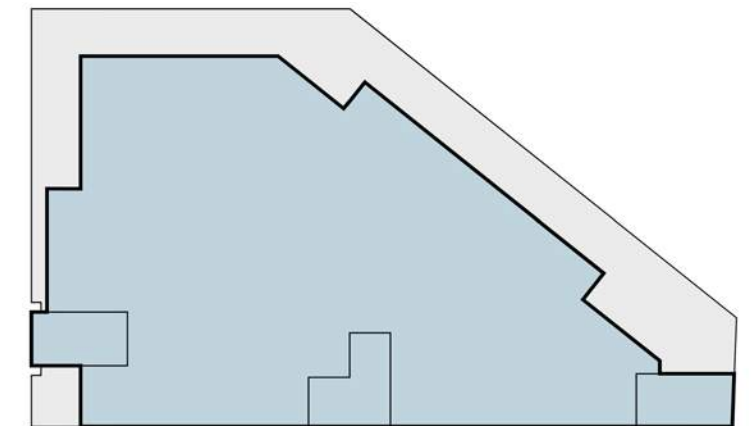
### STATEMENT

The base of this Scheme which houses the Athletic Club takes advantage of the usable area allowed on the first two levels. This creates a strong street edge that continues the presence of existing adjacent buildings. Awnings at first level storefronts also create a pleasant experience for pedestrians. The Hotel massing celebrates the stair core by pushing it further against Vernon Place, creating an iconic feature near the Athletic Club entry. The guestrooms above are single loaded and align the perimeter streets, offset from the base to accommodate setbacks. Both masses set parallel to the property lines does add more mass to the design, making them both seem more contiguous & connected. This Scheme utilizes both regular & Juliet balconies as an amenity for hotel guests. There is no Design Departure.

## SCHEME SYNOPSIS

### SUMMARY

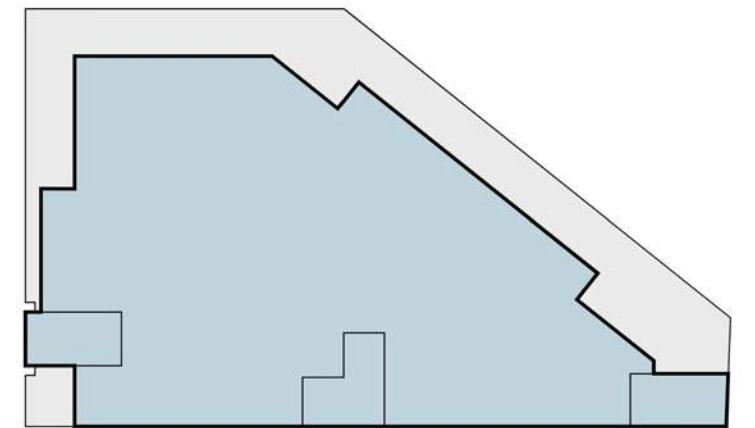
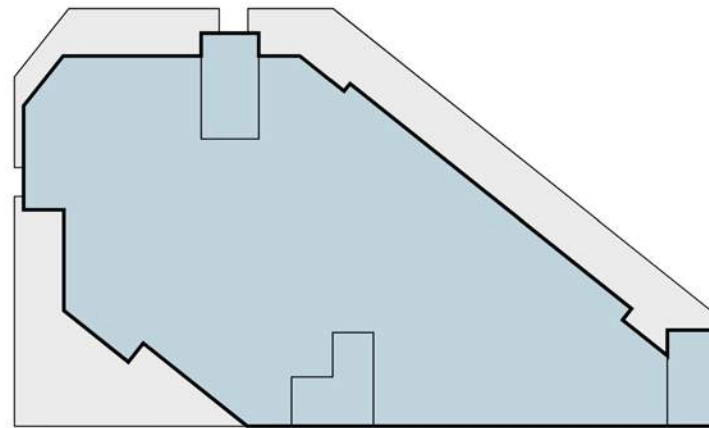
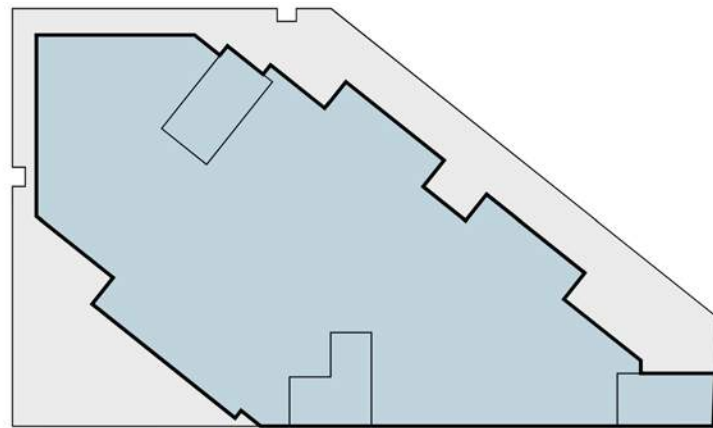
HOTEL MASS PARALLELS CLUB MASS  
 STRONGER MASS / PRESENCE  
 FEATURE STAIR SHAFT ALONG VERNON



# SCHEME ONE PREFERRED

# SCHEME TWO

# SCHEME THREE



# JOIN US

COMMUNITY MEETING | EARLY OUTREACH

FOR A GUIDED SITE WALK TO LEARN MORE ABOUT THE NEW PROJECT ON **5301 LEARY AVE NW**

## PROPOSAL

THE PROJECT PROPOSES THE REDEVELOPMENT OF AN EXISTING COMMERCIAL, NON-HISTORIC BUILDING FOR DEVELOPMENT OF A 6 STORY ADDITION TO THE EXISTING OLYMPIC ATHLETIC CLUB AND HOTEL BALLARD.

## WHAT

JOIN US FOR A GUIDED SITE WALK OF THIS NEW PROJECT. EVERYONE IS WELCOME. NO RSVP REQUIRED.

## WHEN

SUNDAY, SEPTEMBER 8TH  
6:00-7:30 PM

## WHERE

OLYMPIC ATHLETIC CLUB  
5301 LEARY AVE NW  
SEATTLE, WA 98107

## ADDRESS

5301 LEARY AVE NW  
SEATTLE, WA 98107

## SDCI PROJECT NUMBER

3034789-EG

## CONTACT

JAMY FAR  
JFAR@NELSENPARTNERS.COM

## PROJECT WEBSITE

<https://New5301LearyAve.squarespace.com>

## ADDITIONAL INFORMATION

SEATTLE SERVICES PORTAL  
(<https://cosaccela.seattle.gov>)

EARLY OUTREACH BLOG  
(<https://designreviewoutreach.seattle.gov>)

## NOTE

PLEASE ALLOW 1-2 BUSINESS DAYS FOR RESPONSE TO EMAILS.

EMAILS AND/OR OTHER FORMS OF COMMUNICATION ARE SUBJECT TO CITY OF SEATTLE PUBLIC DISCLOSURE LAWS.

ANY INFORMATION COLLECTED MAY BE MADE AVAILABLE TO THE PUBLIC.



## PUBLIC OUTREACH

### PRINTED OUTREACH

HIGH-IMPACT METHOD  
PUBLIC COMMENTS

Posters hung in 20 locations near the site. There was one public comment by a member of the Athletic Club in regards to impact on hours & operations of the Athletic Club while this project is under construction.

### DIGITAL OUTREACH

MULTI-PRONGED METHOD  
PUBLIC COMMENTS

Website & blog post. There were no public comments or concerns submitted through the website. There were four public comments posted on the blog that were not design related.

### IN-PERSON OUTREACH

HIGH-IMPACT METHOD  
PUBLIC COMMENTS

Site walk. There were five total attendees. There were no design comments or concerns by attendees.



# THANK YOU

## CONTACT INFORMATION

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