



FOCUS ON 12TH APARTMENTS

EARLY DESIGN GUIDANCE

900 12th Ave,
Seattle, WA 98122
3039185-EG

8.11.2022



VIBRANT
CITIES



PROJECT INFORMATION:

ADDRESS OF PROPERTY:	900 12th Ave, SEATTLE, WA 98122
SDCI PROJECT NO:	3039185-EG
MEETING TYPE:	EDG #1
ASSESSOR PARCEL NO:	2254500695, 2254500710, 2254500705, 2254500605
PROJECT TEAM:	
OWNER:	VIBRANT CITIES, LLC 606 MAYNARD AVE S, SUITE 251 SEATTLE, WA 98104 CONTACT: Pui Leung
ARCHITECT:	LINK DESIGN GROUP, LLC 439 KIRKLAND WAY KIRLAND, WA 98033 CONTACT: Scott Douglas
LANDSCAPE ARCHITECT:	KLLA Landscape Architects Inc. 21803 NE 17th Court SAMMAMISH WA 9874 CONTACT: Ken Large

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3.0

DEVELOPMENT OBJECTIVES & SUMMARY OF PUBLIC OUTREACH

PROJECT SUMMARY

PROJECT DATA

3.1

NUMBER OF RESIDENTIAL UNITS
168

3.2

MHA/MFTE UNITS PERCENTAGE
30% (TO BE FINALIZED)

3.3

AMOUNT OF TOTAL INSTITUTIONAL SQUARE FOOTAGE
10,000 SF

3.4

AMOUNT OF TOTAL COMMERCIAL SQUARE FOOTAGE
700 SF

3.5

TOTAL GROSS FLOOR AREA
103,312 SF

3.6

NUMBER AND LOCATION OF PARKING STALLS
42, P1 LEVEL

PROJECT INFORMATION

Located at the end of the block fronting 12th Ave., E. Marion St., and 13th Ave., this project proposes a new seven-story mixed used institutional and residential building designed with it's adjacency to the Seattle U. campus, the commercial corridor along 12th Ave., and the residential neighborhood to the east in mind.

The current site is occupied by a two story building and a surface parking lot. The existing building is home to a photography school - Photographic Center Northwest (PCNW), which is a long time Seattle institution that moved into the neighborhood in the 90's. The proposal includes the demolition of the existing building and surface parking lot to make way for a brand new space for the school on the ground floor along with retail and residential lobby spaces that serve roughly 170 apartment units above.

With the goal of further enhancing active uses at the ground level on all three street frontages, the proposal includes building servicing and back-of-house access that is limited to the NE corner of the project along 13th Ave., along with one level of below-grade garage accommodating about 42 parking spaces.

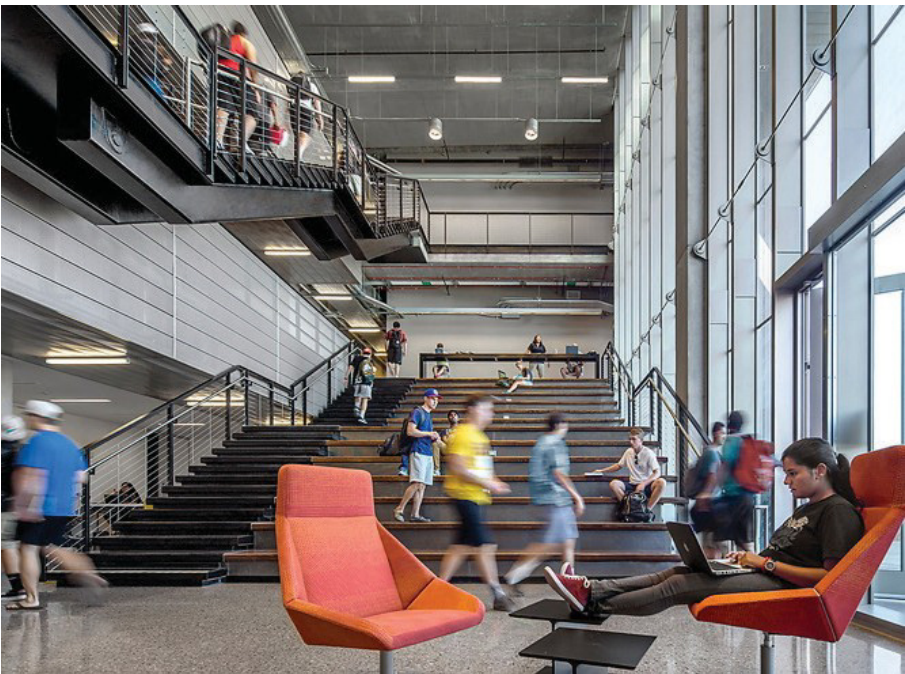
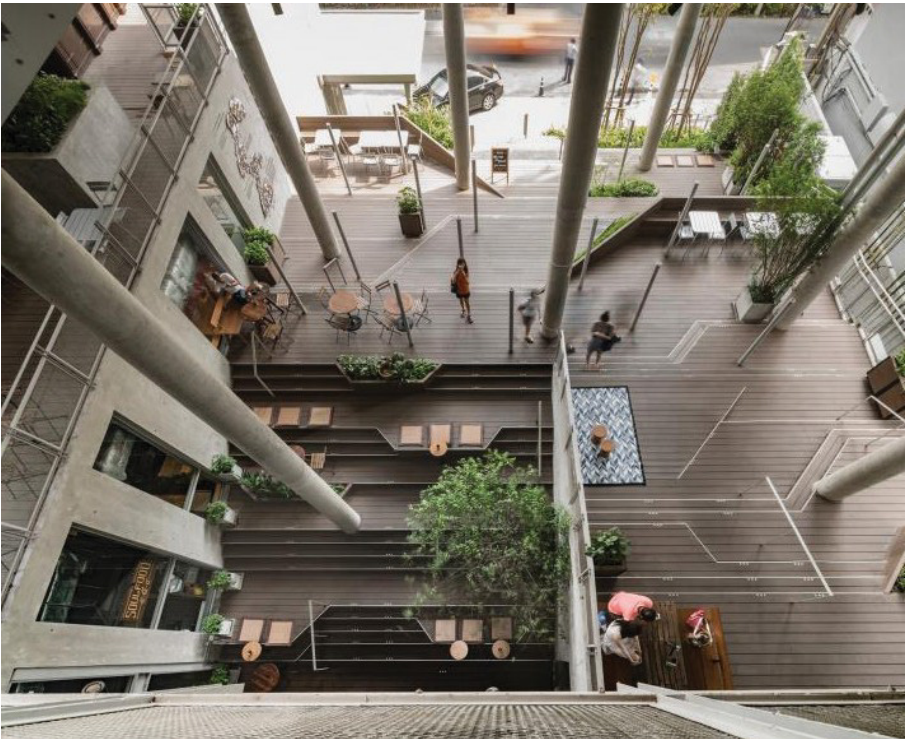
The School's new front door will be located at it's original street corner location on the southwest corner at 12th Ave. and E Marion St. - facing the Seattle U. campus. The residential entry located on the southeast corner at E Marion St. and 13th Ave. bookends the other side of the project, which is about one level taller in street elevation as E Marion St. slopes uphill going east. This transition of street uses from Institutional to residential also mirror's the site's transitional quality between the Seattle U campus and the predominantly residential neighborhoods to the east.

PROJECT OBJECTIVES



A NEW VISION OF PCNW

Opportunity to re-brand the school with a new space that offers expanded classes and the latest and greatest in visual arts education



VIBRANT COMMUNITY CENTER

The project is an opportunity to create a significant central hub focused on education and the arts for students, residents and the surrounding Seattle U community



ENHANCING THE DISTRICT

The new multifamily residential component to the project will contribute to the urban density and diversity of housing options in the district and contribute to the growth to the neighborhood

COMMUNITY OUTREACH

900 12th Avenue Project

Brief Summary of Outreach Methods and What We Heard from the Community

Project Address:	900 12th Ave – Seattle, WA
Brief Description:	The project proposes a new eight-story mixed-use residential building that will house the redesigned home of Photographic Center Northwest. The transformed building will continue to support the mission and vision of the Center as the art anchor of the community.
Contact:	Pui Leung
Applicant:	Link Design Group
Contact Information:	pleung@vibrantcities.com
Type of building:	Mixed-use Residential
Neighborhood:	Capitol Hill
In Equity Area:	Yes

Brief Summary of Outreach Methods

Electronic/Digital Outreach

- Choice: PROJECT WEBSITE, HIGH IMPACT
- Requirement: Interactive project website (with public commenting function) translated into Traditional Chinese, Vietnamese, and Spanish
- What we did: Project website established and publicized with posters. Monitored daily for comments from the Website. Published Project information. Website is included in Appendix A.
- Date Completed: April 27, 2022

Electronic/Digital Outreach

- Choice: ONLINE SURVEY, HIGH IMPACT
- Requirement: Online survey translated into Traditional Chinese, Vietnamese, and Spanish
- What we did: Created an online survey that asked responders questions about their relation to the Project, what they value about the Project, and what concerns they may have. Monitored the survey for responses. Responders with further input emailed our contact directly. Survey is included in Appendix A.
- Date Completed: April 27, 2022

Printed Outreach

- Choice: PRINTED POSTERS, HIGH IMPACT
- Requirement: Posters hung in a minimum of 10 publicly accessible venues, located within approximately a half mile from the proposed site. At least half of the posters must be visible from the sidewalk. Posters translated into Traditional Chinese, Vietnamese, and Spanish
- What we did: Hung more than 10 11x17 posters that contained the Project’s Information (address/brief description), link/QR code to the Project’s website and survey, and the Project’s contact information. Posters were sent to community organizations. Posters are included in Appendix A.
- Date Completed: April 27, 2022

Community Meeting Outreach

- Choice: NOT REQUIRED
- Requirement: None
- What we did: Attend a virtual community meeting to present the project and to listen to community feedback. Meeting hosted by the Central Area Land Use Review Committee (LURC).
- Date Completed: May 31, 2022

What We Heard from the Community

Overview of Community Feedback

The outreach resulted in eleven individuals who provided input. Five of the people were positive in their support for this project citing the need for more housing near a main arterial (12th Ave.), retaining PCNW as a neighborhood fixture, and the overall upgrades of the sidewalk and landscape improvements. One person was pleased to see ‘retail’ proposed on the first floor. Another person who studied economics felt that more Seattle housing meant reduced rental costs – supply verses demand. Several of the other six respondents, negative in their critiques, submitted more than one email to express their feelings. The comments of these six individuals are itemized below.

Design-Related Comments

- Height, Bulk and Scale. The most common concern had to do with the height/scale of the proposed building. These individuals lived to the east and south of the project. Some felt that given the LR3 Zoning (50-foot height allowance) to the northeast of the site, that a 75-foot building was out of scale for the immediate area. One felt that building setbacks would be important considerations for successfully fitting into the neighborhood. A few felt it was impossible for building of this size to be integrated, regardless. Others asked the design team to consider ways to ease the transition between the two zones.
- Sustainability. One respondent said the project should achieve ‘highly sustainable practices including material and systems... and be aesthetically designed’.
- Existing Tree. A few mentioned that an existing large existing tree on 13th, at least 50 years old, should be retained. The tree is at the NE corner of the proposed project and located in the parking strip next to street curb.
- Concerns Regarding Auto and/or Garbage access on 13th. Several people mentioned that 13th was primarily a residential street and encouraged the design team to generate ‘creative solutions’ that would allow the auto and garbage functions to occur on E. Marion St.
- Parking. Multiple people expressed concern about more parking being added to the neighborhood and questioned whether sufficient parking for the residents would be provided onsite.

Non-Design-Related Comments

- Complaints about Survey. Several of the six negative respondents felt the execution of the early community outreach was not satisfactorily carried out. Among the complaints were insufficient notification – not enough posted signage, no mailings to homeowners (not required) and not enough response time. Additionally, it was felt that the survey itself didn’t allow for comprehensive feedback. Lastly, one individual felt there was not ‘transparent due process’.
- Affordability. One respondent expressed concern about affordability and requested that ‘some’ units be designated as ‘affordable’.
- Units for Families. Some respondents expressed the desire for some units be provided for families.
- ‘Spot Rezoning’. Three people erroneously cited that the project property was previously ‘spot zoned’ to allow for a 75-foot zone when surrounding properties to the east and northeast are zoned LR3 - 50 foot.
- Future Comment Periods. A few people expressed concerns about the limited time for this comment period and did not seem to realize that future public opportunities will be provided during the typical SDCI Design Review process.



4.0

URBAN DESIGN ANALYSIS

OVERLAYS

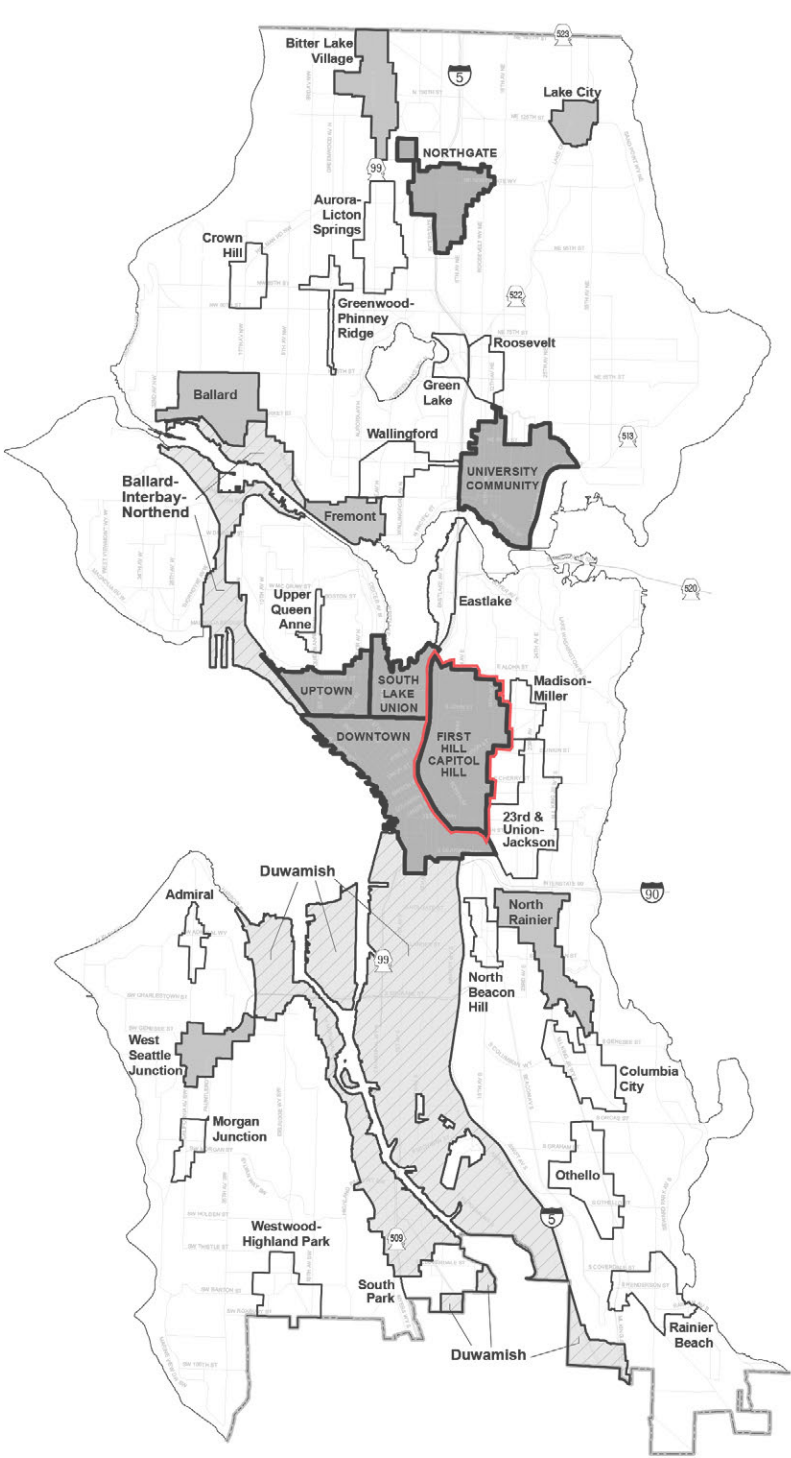
FIRST HILL / CAPITOL HILL URBAN CENTER

The project site is located within the larger First Hill Capitol Hill Urban Center and more specifically in the 12th Avenue Urban Center Village.

Urban centers are the densest neighborhoods in the city and are both regional centers and neighborhoods that provide a diverse mix of uses, housing, and employment opportunities. Larger urban centers are divided into urban center villages to recognize the distinct character of different neighborhoods within them.

The First Hill Capitol Hill Urban Center has the second highest residential and job growth targets of all the Urban centers in Seattle, second only to the Downtown Urban Center.

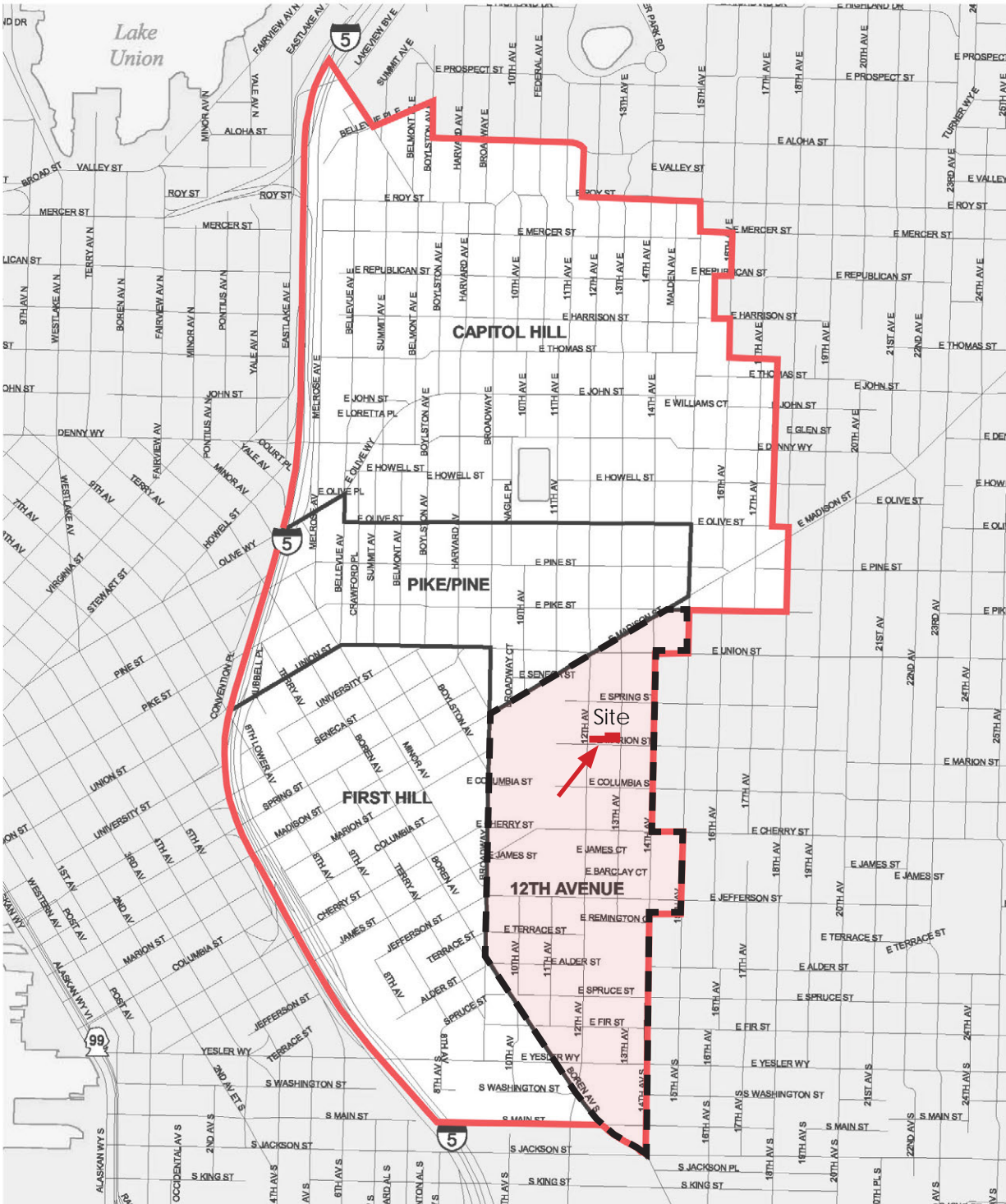
The 12th Avenue urban center village has a functional designation of mixed residential and employment uses.



- Urban Center
- Hub Urban Village
- Residential Urban Village
- Manufacturing Industrial



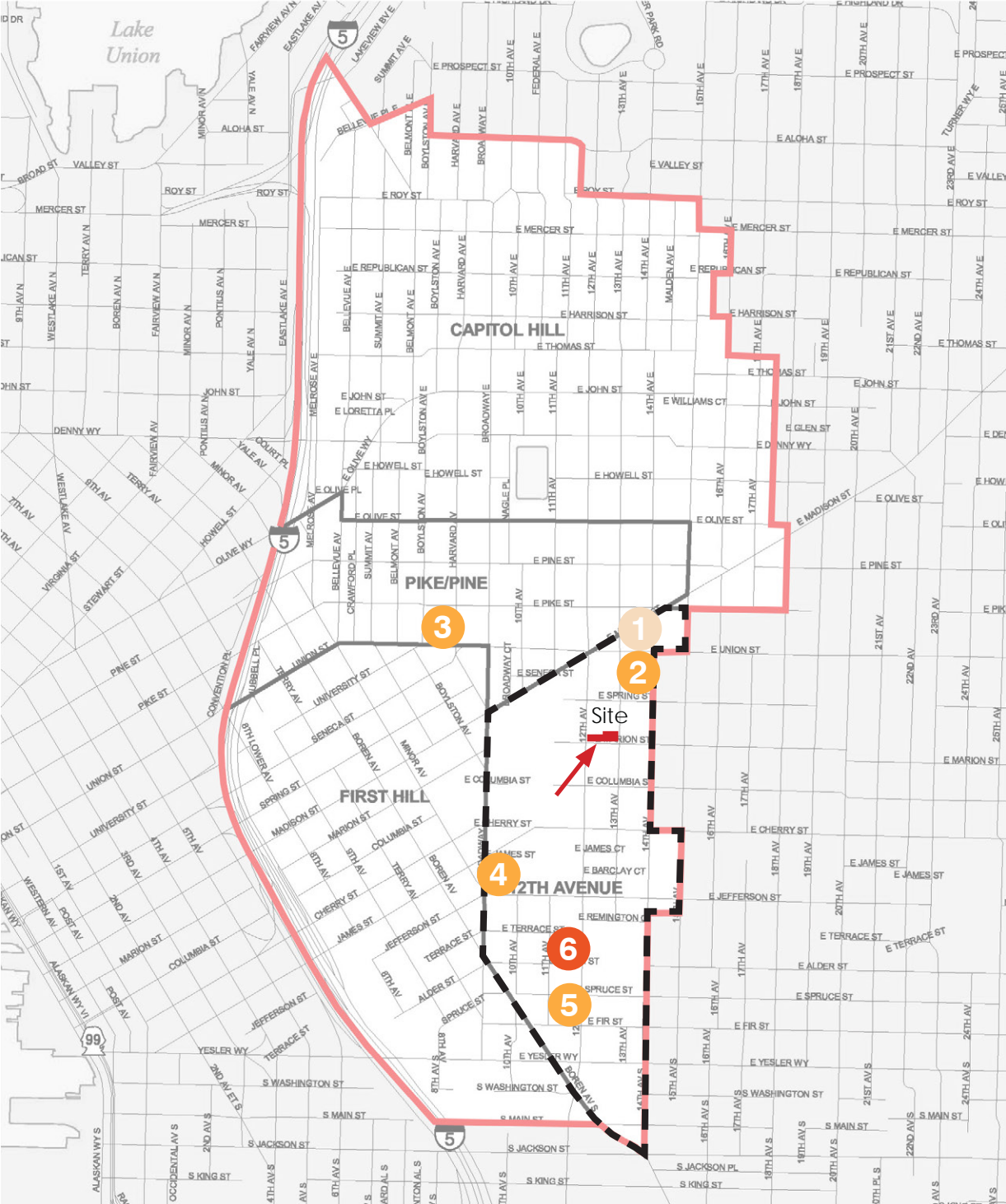
First Hill
Capitol Hill Urban Center



First Hill
Capitol Hill Urban Center

12th Avenue
Urban Center Village

FUTURE DEVELOPMENT



1 1314 E. Union St. (Applied)

Unit Count:	138
Stories:	7
Parking Stalls:	51
Lot Sq. Ft.:	19,087
Total Sq. Ft.:	123,700
Zoning:	NC3-75(M)



2 1323 E. Union St. (Approved)

Unit Count:	126
Stories:	8
Parking Stalls:	0
Lot Sq. Ft.:	12,391
Total Sq. Ft.:	64,715
Zoning:	MR (M1)



3 722 E. Union St. (Approved)

Unit Count:	129
Stories:	7
Parking Stalls:	120
Lot Sq. Ft.:	36,340
Total Sq. Ft.:	185,850
Zoning:	NC3-75(M)



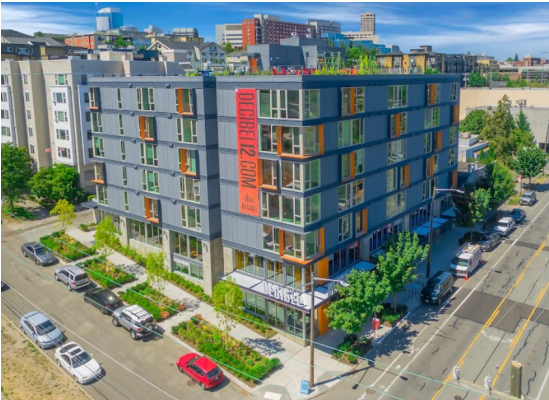
4 500 Broadway (Approved)

Unit Count:	85(resi.)+18 (hotel)
Stories:	7
Parking Stalls:	0
Lot Sq. Ft.:	7,225
Total Sq. Ft.:	37,606
Zoning:	MIO-90-NC3-85



5 169 12th Ave. (Approved)

Unit Count:	103
Stories:	7
Parking Stalls:	10
Lot Sq. Ft.:	14,071
Total Sq. Ft.:	60,641
Zoning:	NC3P-75(M)

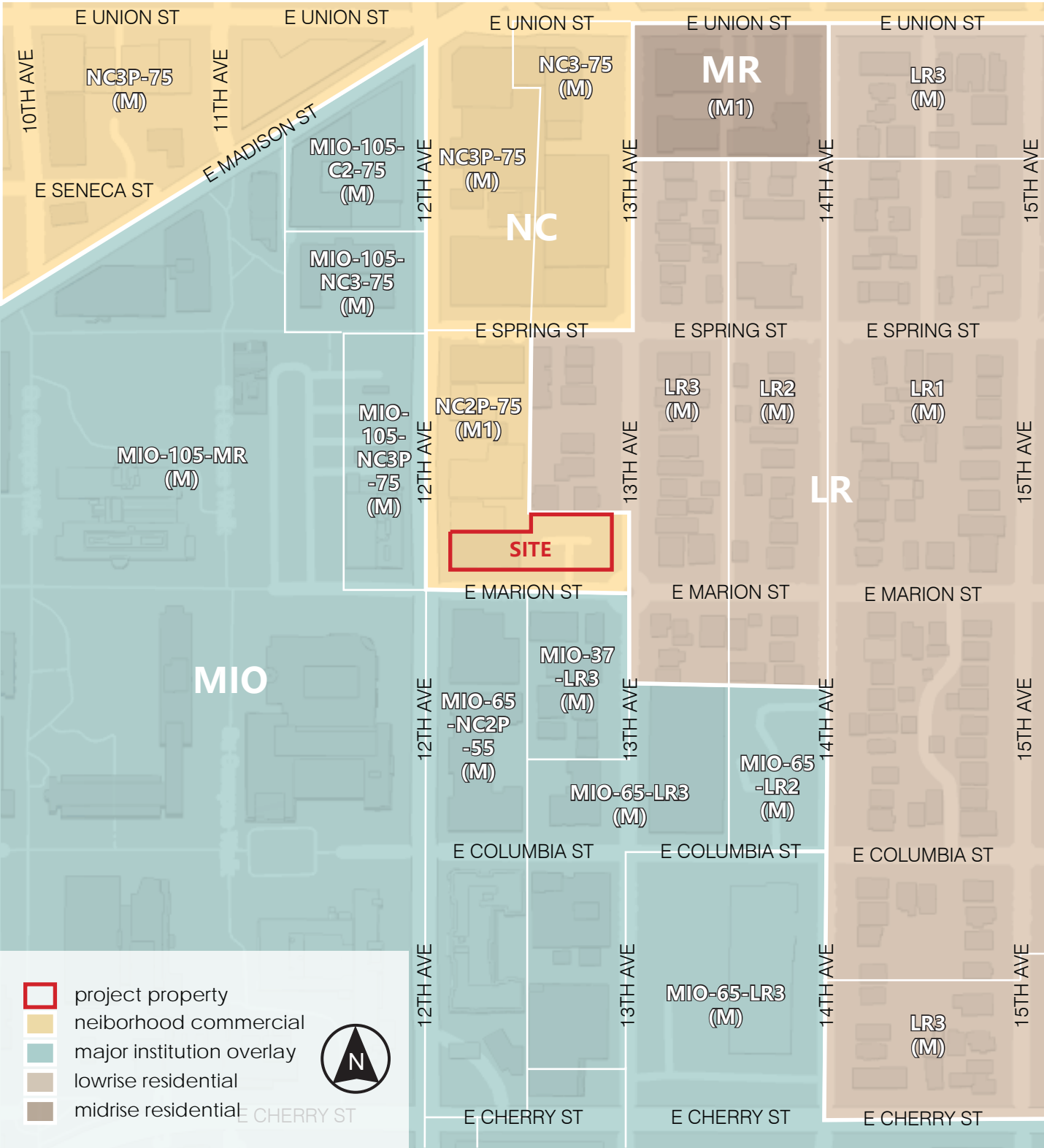


6 301 12th Ave. (Completed)

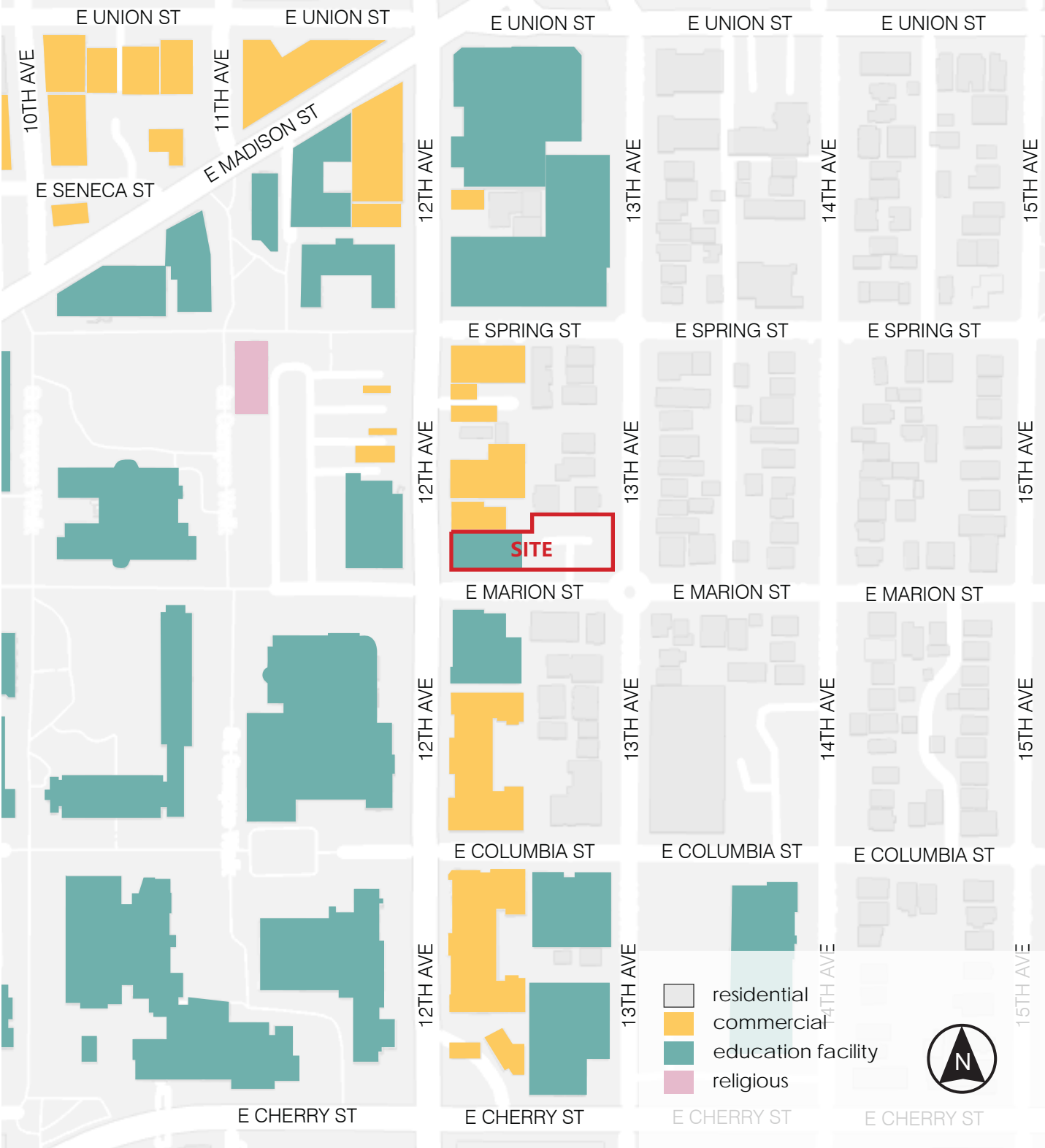
Unit Count:	75
Stories:	7
Parking Stalls:	19
Lot Sq. Ft.:	14,183
Total Sq. Ft.:	-
Zoning:	NC3P-65+ NC3-65



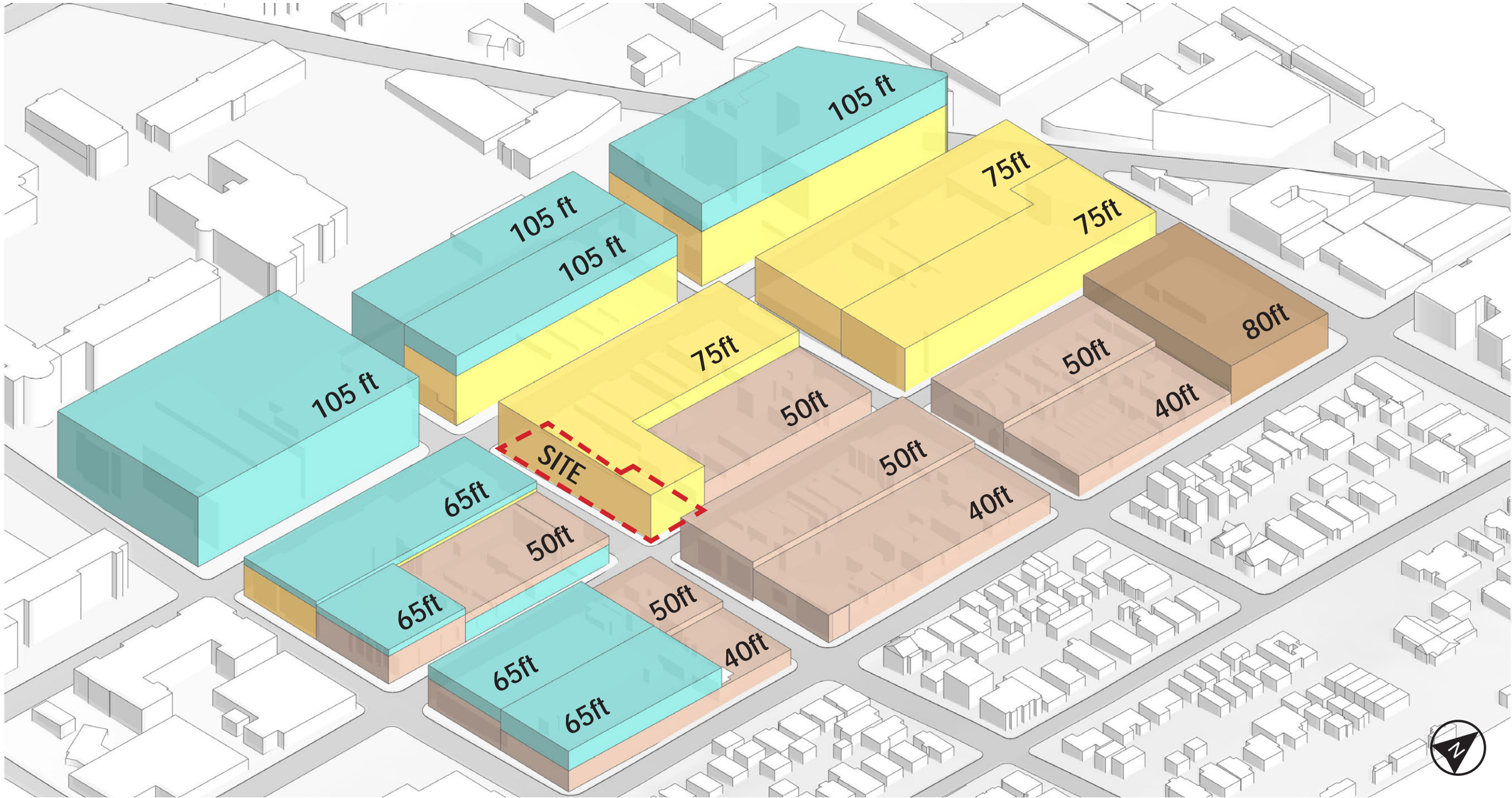
ZONING



SURROUNDING USES



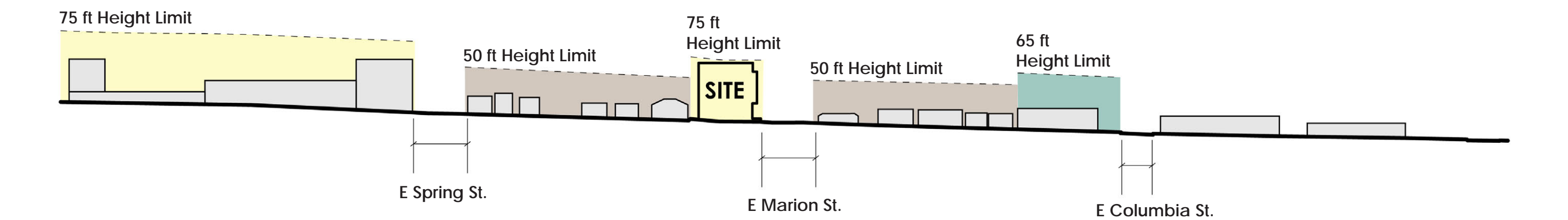
ZONING DEVELOPMENT DIAGRAM



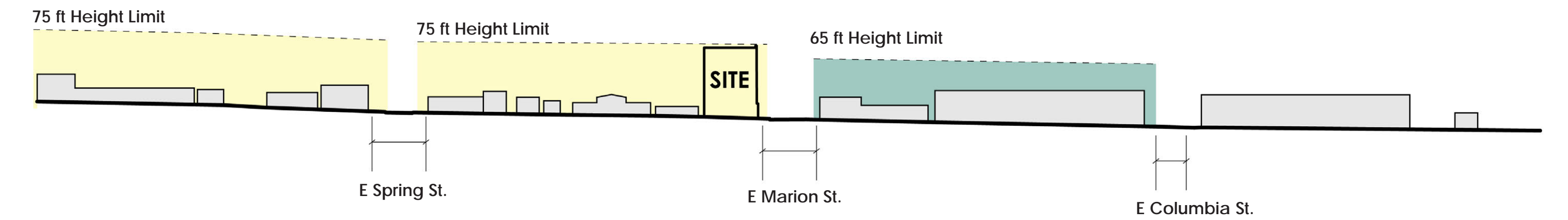
0 200 FT

- project property
- neighborhood commercial
- major institution overlay
- lowrise residential
- midrise residential

DEVELOPMENT ZONING ENVELOPES: SITE SECTIONS



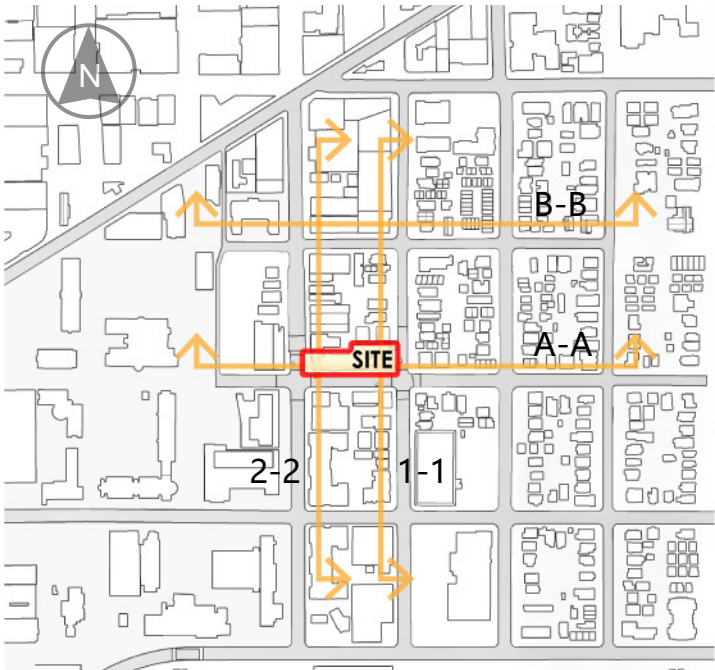
STREET SECTION 1-1: NORTH / SOUTH



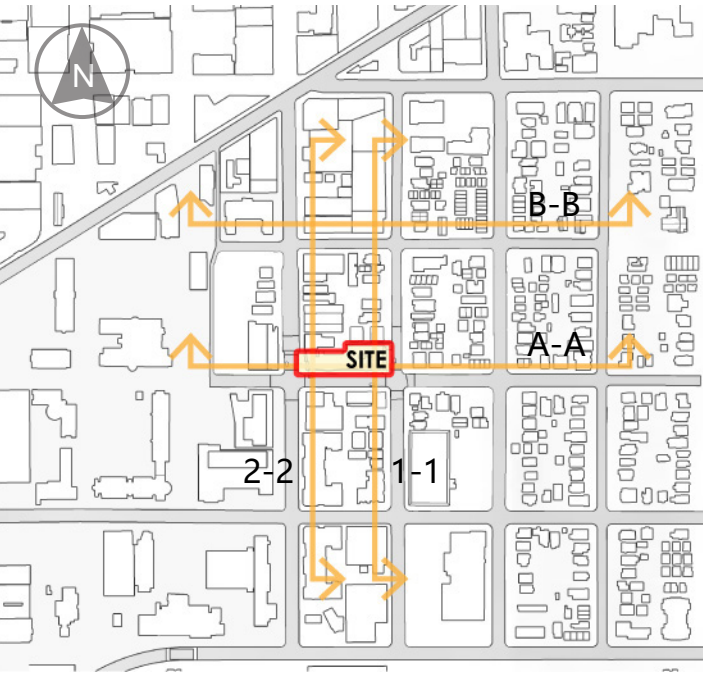
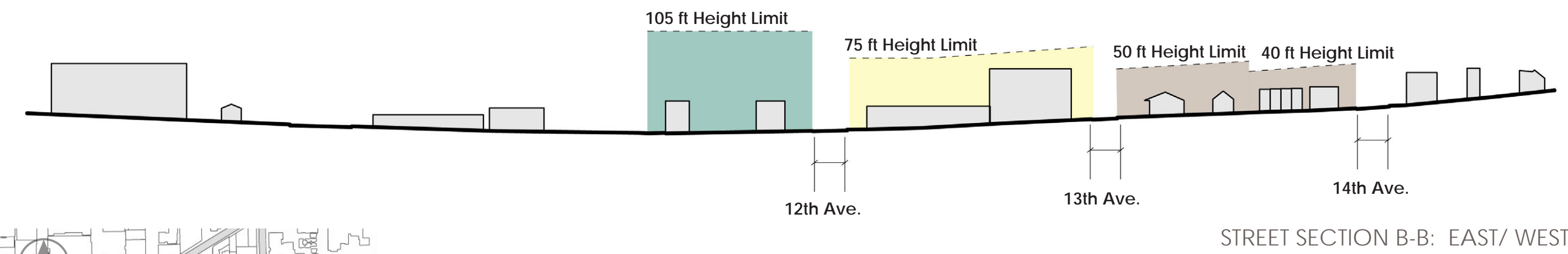
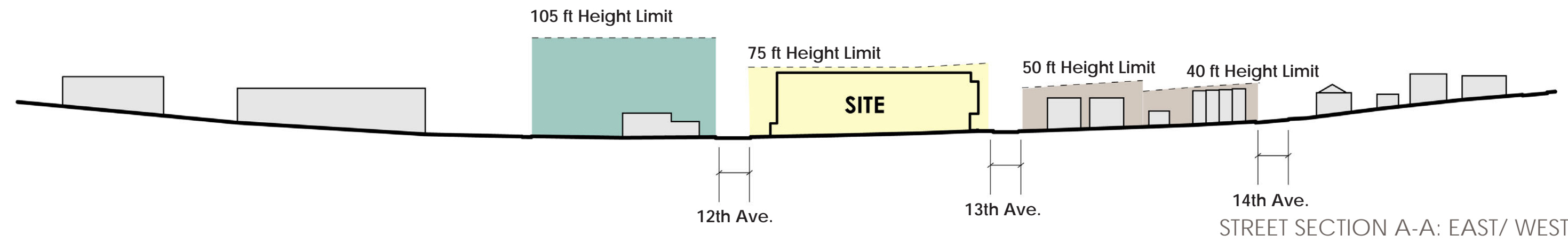
STREET SECTION 2-2: NORTH / SOUTH

- project property
- neighborhood commercial
- major institution overlay
- lowrise residential
- midrise residential

0 250 FT



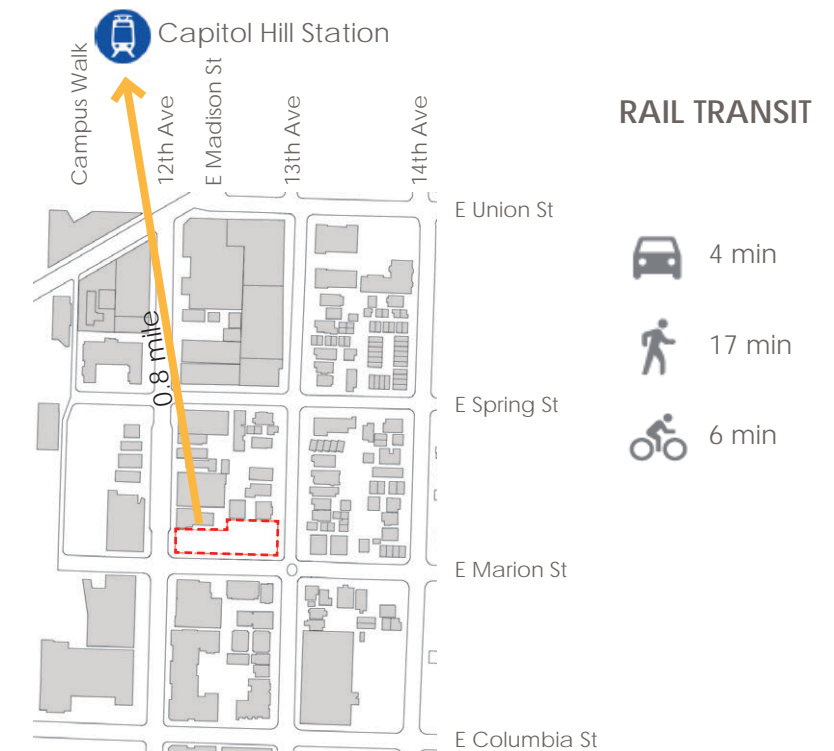
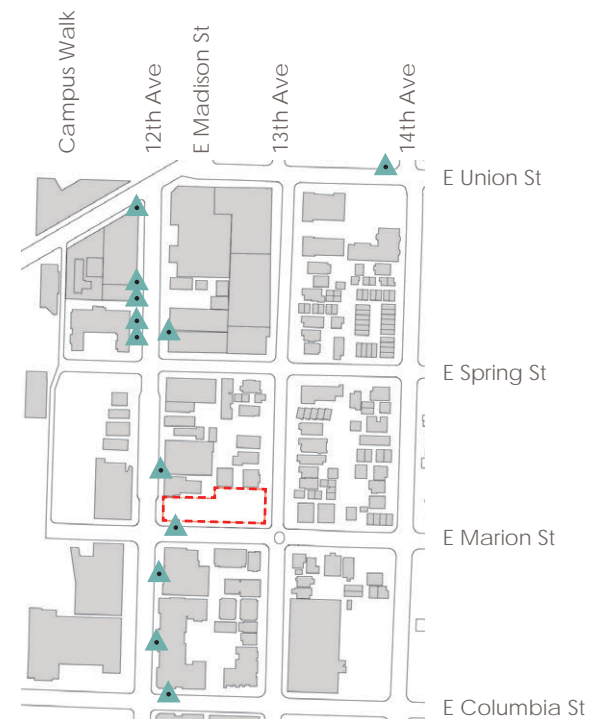
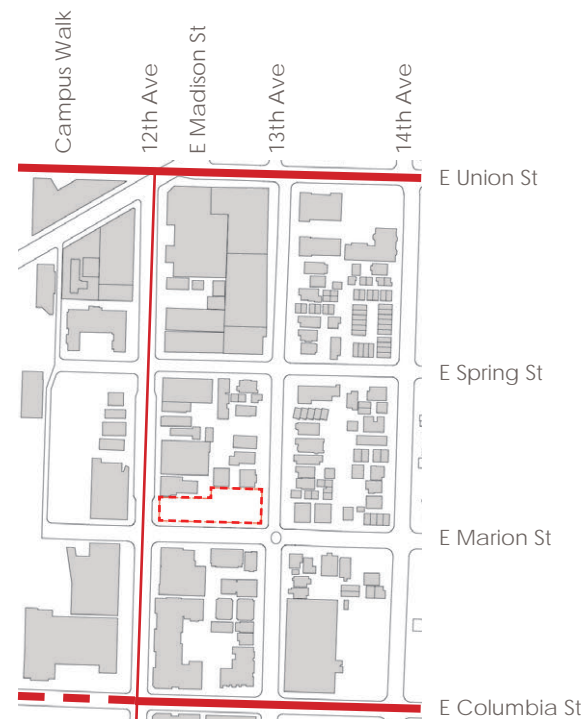
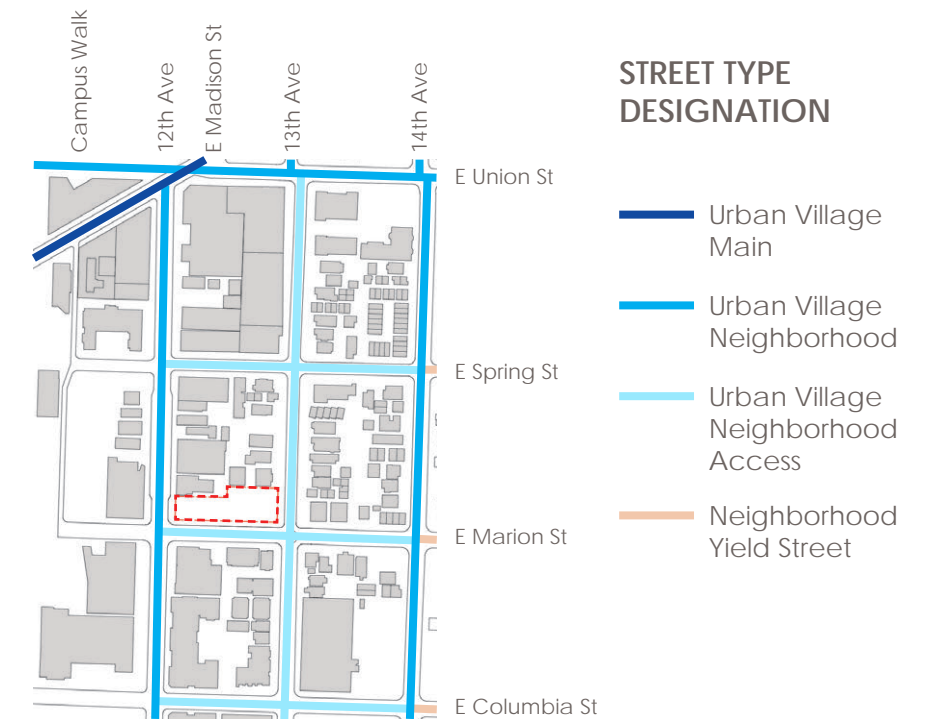
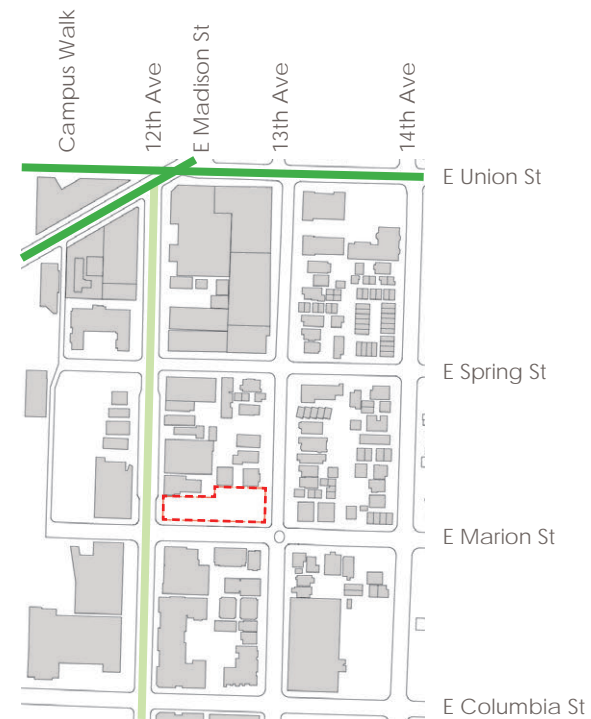
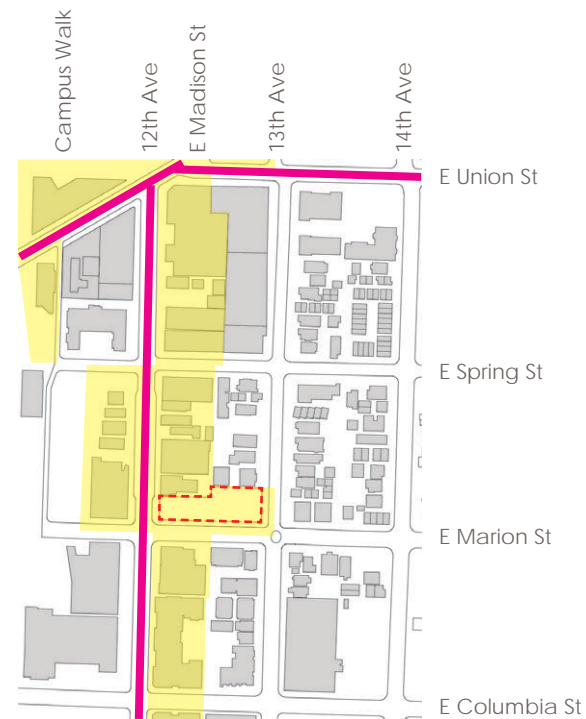
DEVELOPMENT ZONING ENVELOPES: SITE SECTIONS



- project property
- neighborhood commercial
- major institution overlay
- lowrise residential
- midrise residential

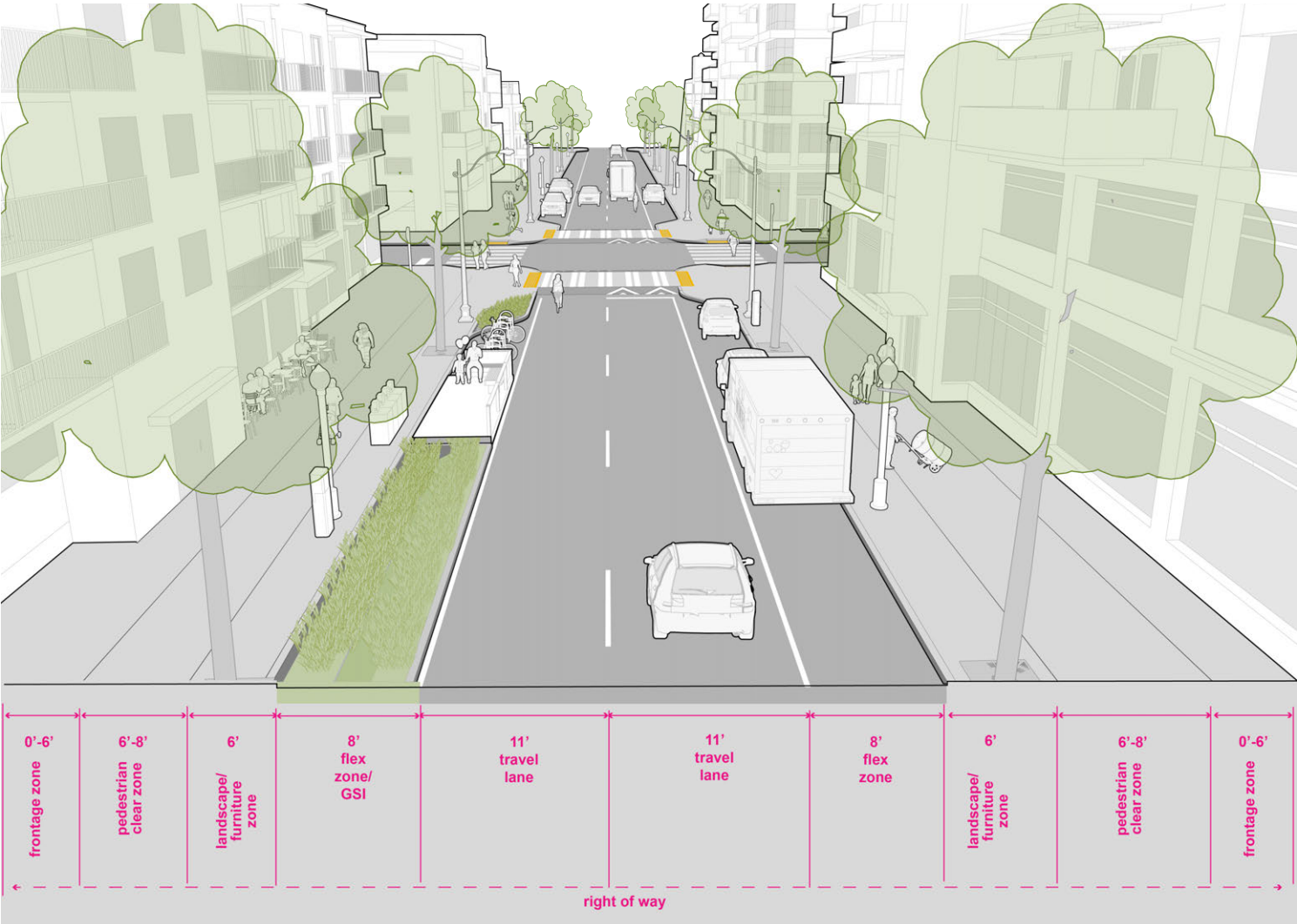
0 250 FT

ACCESS & MOBILITY



ACCESS & MOBILITY

12th Ave.



Street Type
Urban Village Neighborhood

Street Classification
Minor Arterial

ROW width - Minimum
66'

Curb Radii
25'

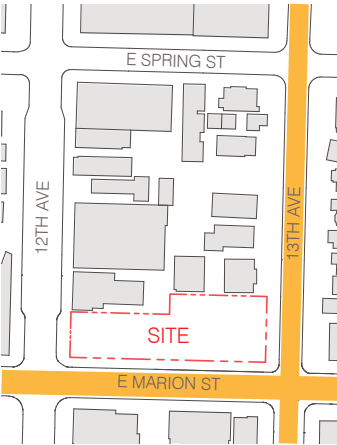
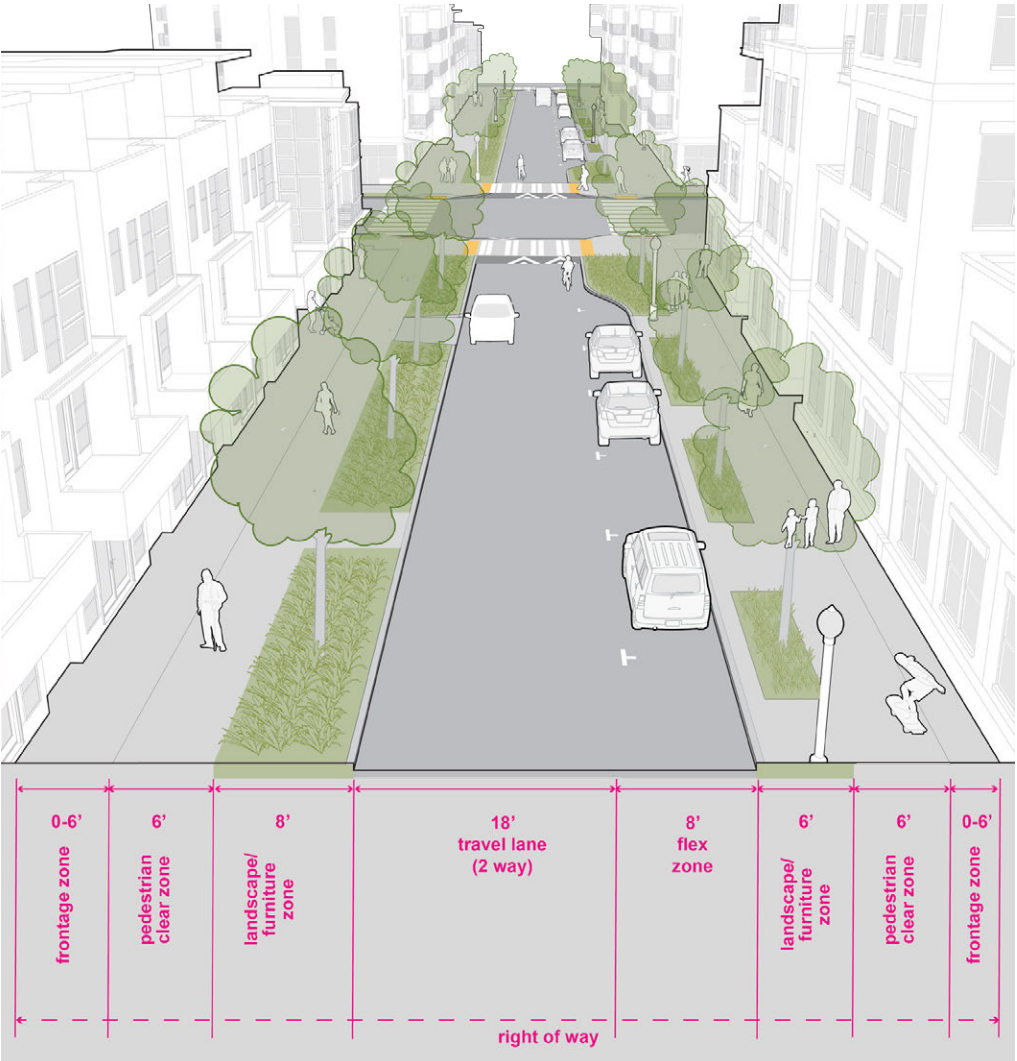
Bicycle Master Plan
Bike Lanes

Transit Master Plan
Frequent Transit Network

Pedestrian Master Plan
Priority Investment Network

Urban Village P-Zone
Yes

E. Marion St. and 13th Ave.



Street Type
Urban Village Neighborhood Access

Street Classification
Not Designated

ROW width - Minimum
52' (13th Ave); 40' (E Marion St)

Curb Radii
20'

Bicycle Master Plan
N/A

Transit Master Plan
N/A

Pedestrian Master Plan
Priority Investment Network

Urban Village P-Zone
Yes (Part of E Marion St, See Page 25)
N/A (13th Ave)

DESTINATIONS

**Community Center**

- 1 Seattle University Redhawk Center
- 2 Lemieux Library

**Religious**

- 3 Chapel of St. Ignatius
- 4 Seattle First Baptist Church
- 5 Immaculate Conception Church
- 76 Temple De Hirsch Sinai

**Arts & Culture**

- 7 Lee Center for the Arts
- 8 Museum of Museums
- 9 Frye Art Museum

**Education**

- 10 Seattle University
- 11 Seattle Academy
- 12 Seattle World School
- 13 O'Dea High School

**Healthcare**

- 14 Swedish Hospital First Hill Campus
- 15 Seattle Medical Post Acute Care
- 16 Swedish Hospital Cherry Hill Campus

**Grocery**

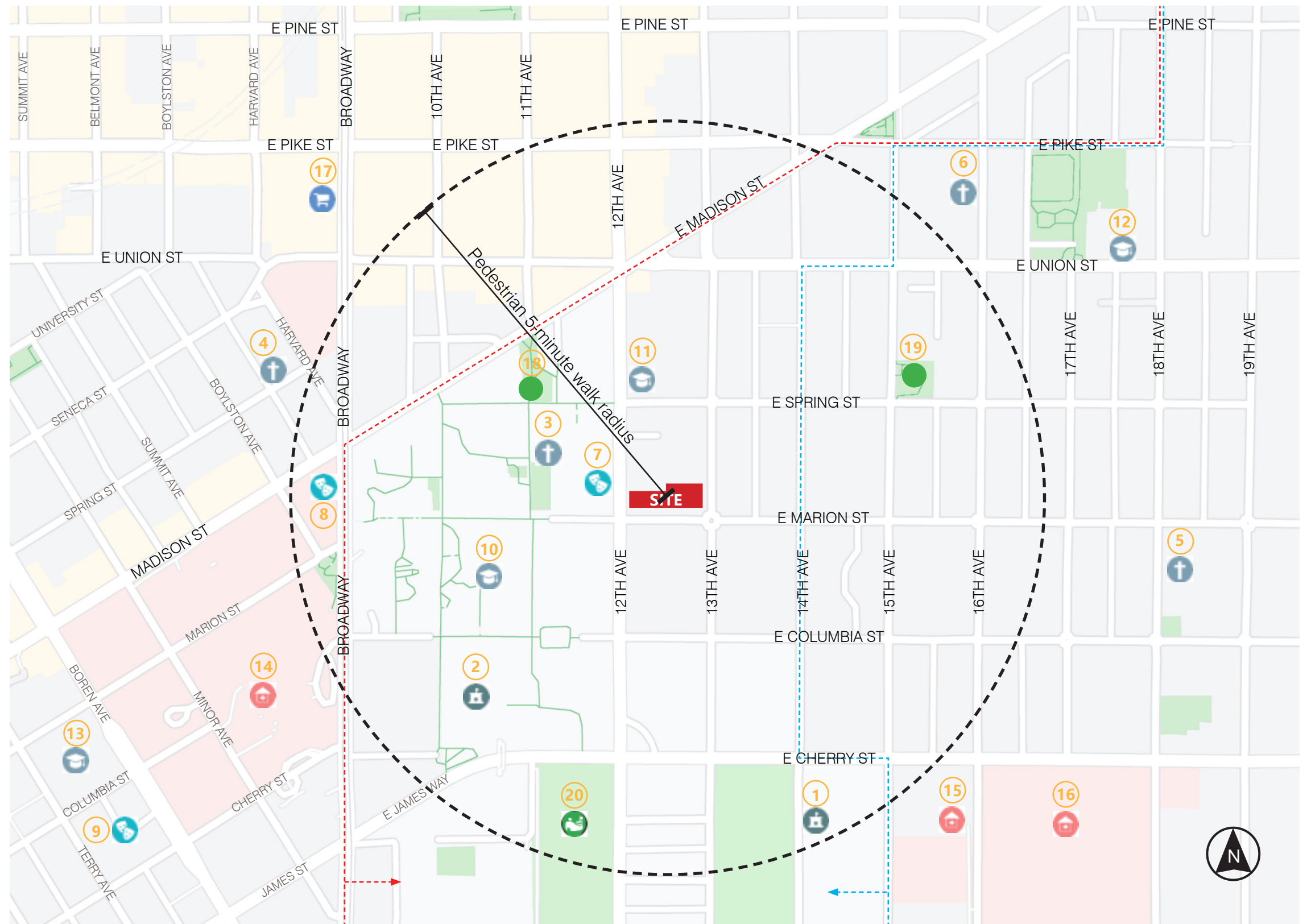
- 17 QFC

**Natural**

- 18 Japanese American Remembrance Garden
- 19 Spring Street Mini Park

**Athletic Field**

- 20 Seattle University Park



0 250 500 FT

Project Property

Pedestrian 5-minute walk radius

First Hill / Capitol Hill Urban Center boundary

Central Area boundary

DESTINATIONS



Seattle University Redhawk Center



Lemieux Library



Chapel of St. Ignatius



Seattle First Baptist Church



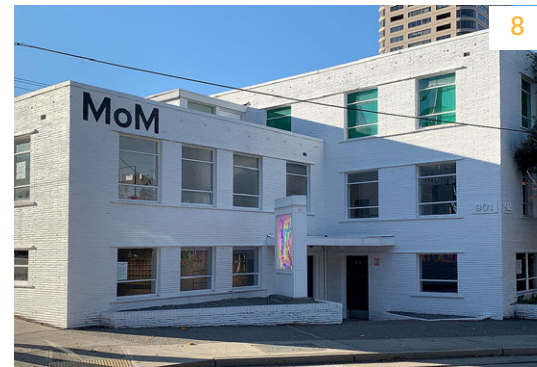
Immaculate Conception Church



Temple De Hirsch Sinai



Lee Center for the Arts



Museum of Museums



Frye Art Museum



Seattle University



Seattle Academy



Seattle World School



O'Dea High School



Swedish Hospital First Hill Campus



Seattle Medical Post Acute Care



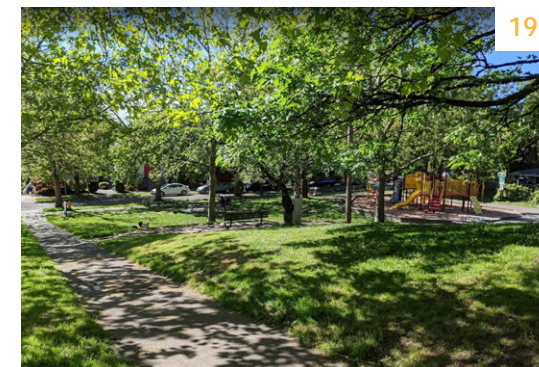
Swedish Hospital Cherry Hill Campus



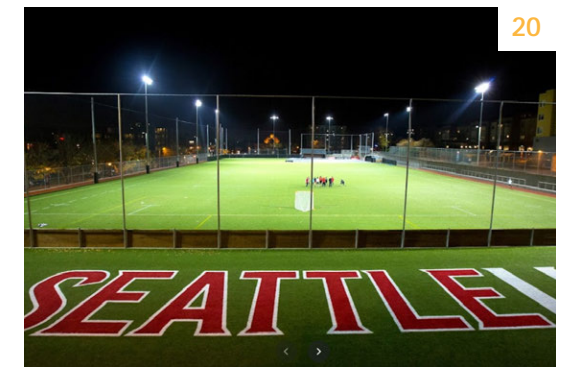
QFC



Japanese American Remembrance Garden



Spring Street Mini Park



Seattle University Park

NINE-BLOCK AREA SITE AXON



10 250 FT

NINE-BLOCK AREA ARCHITECTURAL CHARACTER

This project is uniquely located within the convergence of three building zones: Institutional, Commercial and Residential, with varying height and use guidelines.

The nine-block area immediately around the project site features a variety of building types and scales and is very much a neighborhood experiencing transformation, with new expansion to the Seattle U campus, infill multi-level town-home projects in the medium density residential zones and the completion of larger mixed-use multifamily and commercial projects along the main and neighborhood urban village designated streets of E. Madison and 12th Ave.

In terms of architectural character, the evolving neighborhood is a mix of old and new. With newer projects predominantly expressing a contemporary architectural vocabulary informed by today's construction methods and building technology. The use of vibrant accent colors on buildings in a feature that can be seen sprinkled throughout the neighborhood.



Vi Hilbert Hall at Seattle University



Center for Science and Innovation



Seattle University Law School



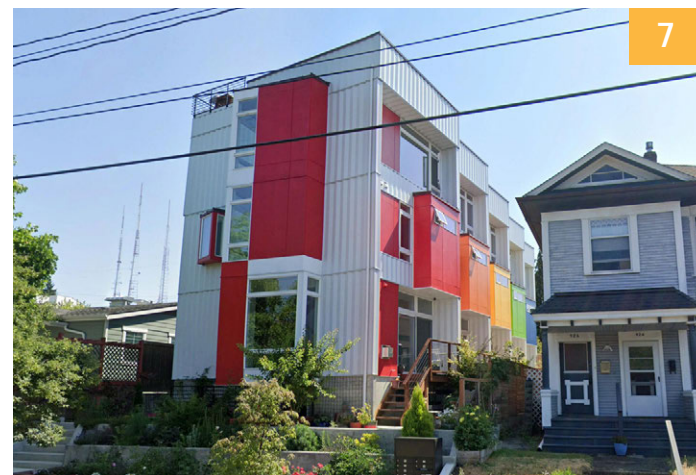
Rianna Apartments



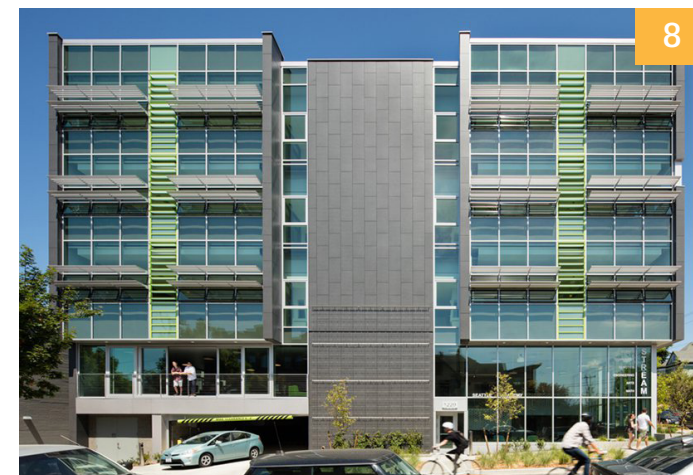
The Yobi Apartments



1324 E Marion St



928 13th Ave

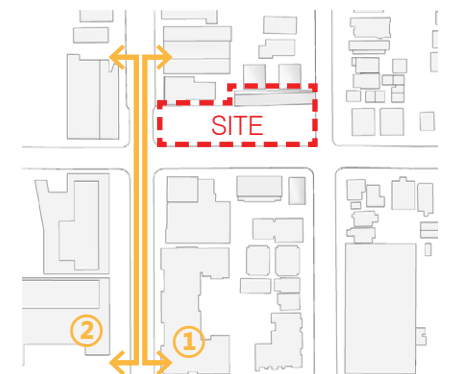
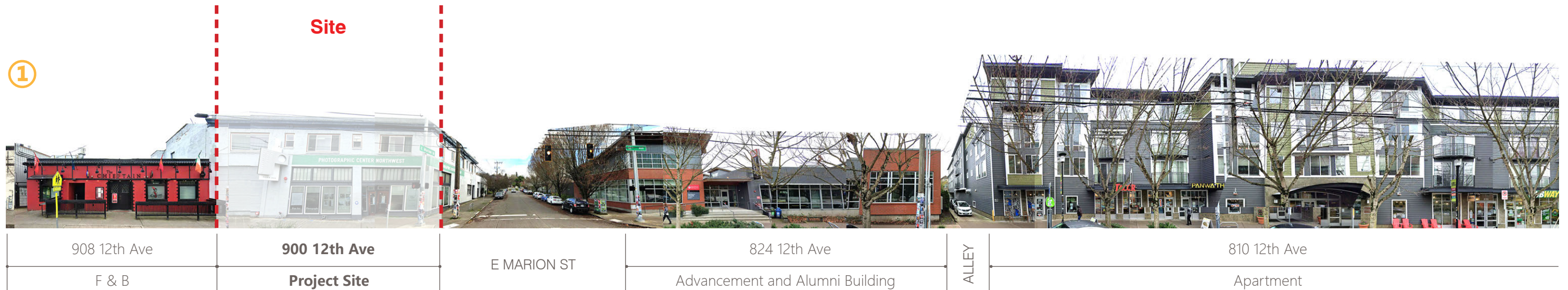


Seattle Academy STREAM Building

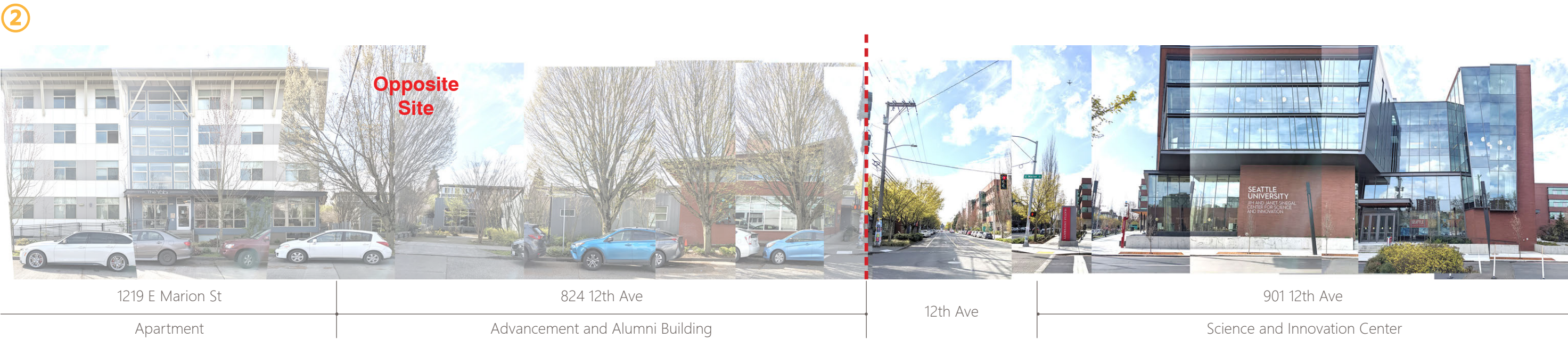


Cardinal Union Building

STREET ELEVATIONS - 12th AVE



STREET ELEVATIONS - E MARION ST

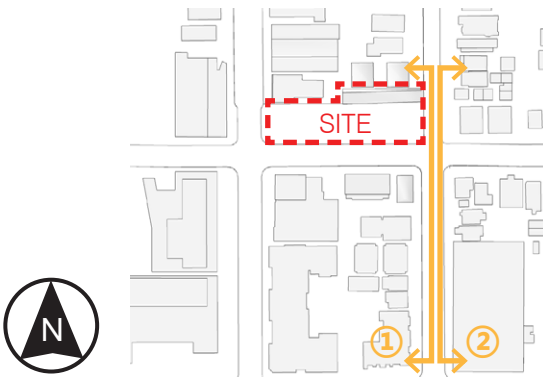


STREET ELEVATIONS - 13TH AVE

①



②



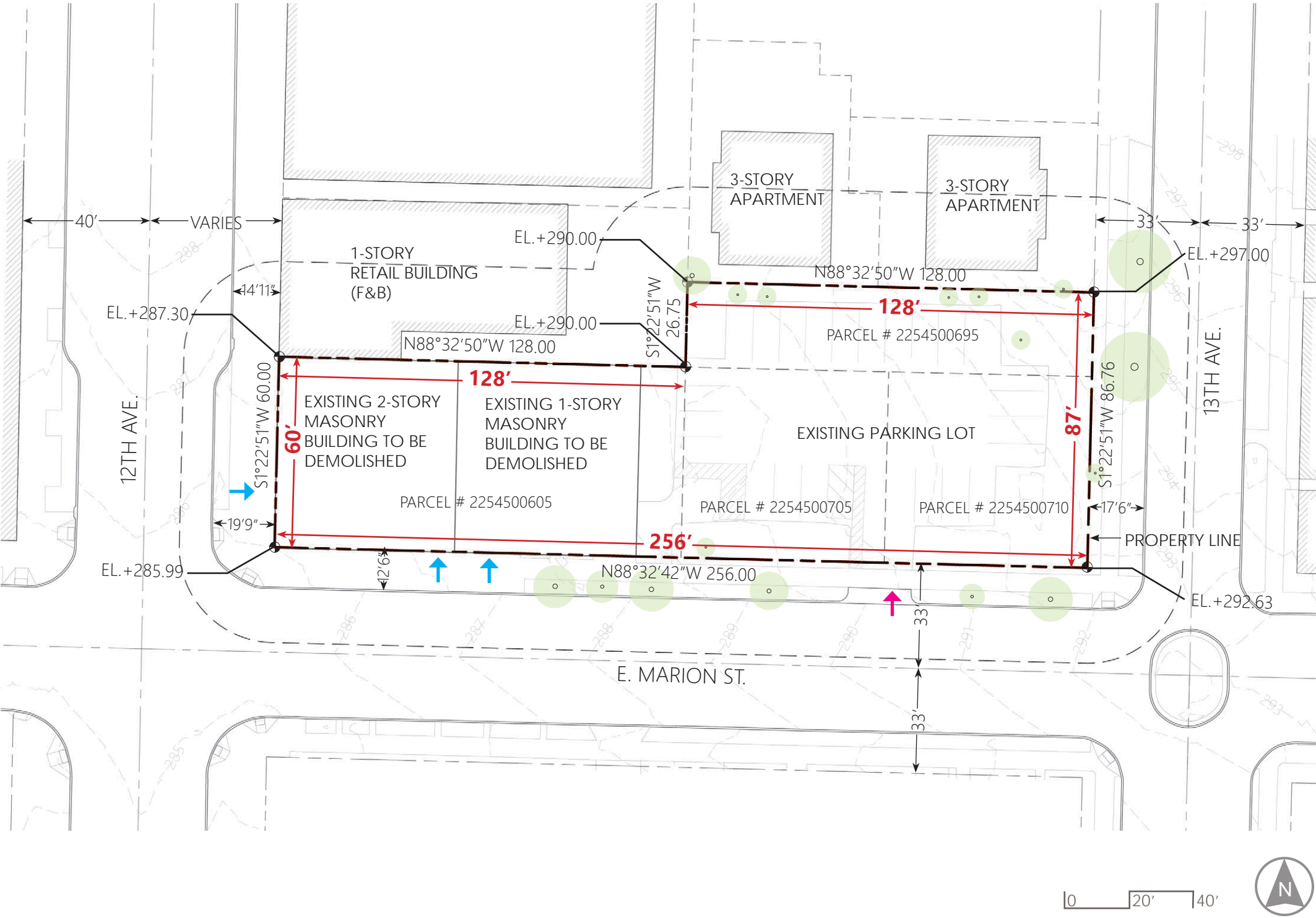


5.0

EXISTING SITE
PLAN / SURVEY

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EXISTING SITE PLAN

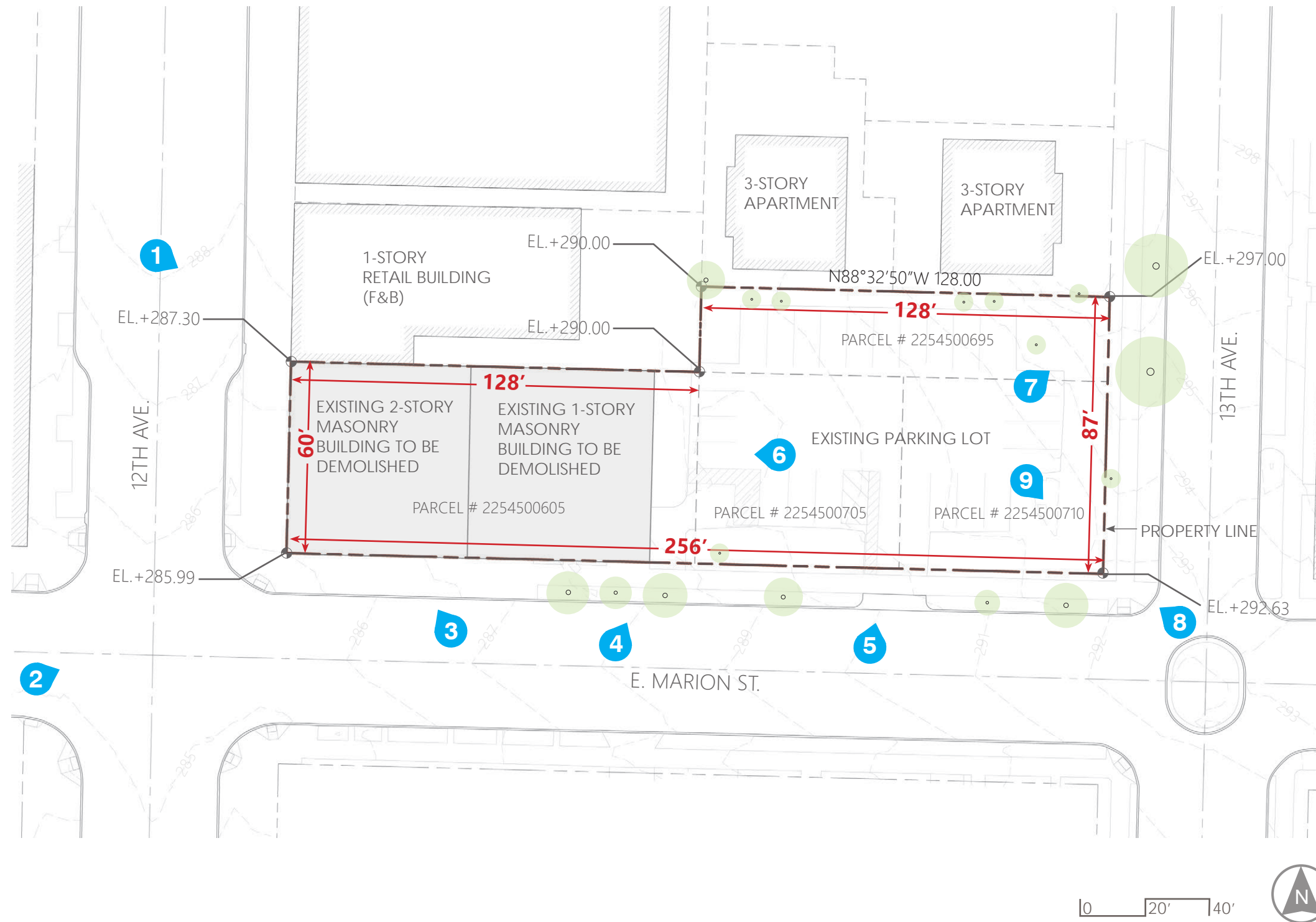


Record Legal Description

Lots 1 and 12 and the south 26.75 feet of lot 11, Block 10, Supplementary Plat of Edes and Knights Addition to the city of Seattle, according to the plat thereof recorded in volume 2 of plats, page 194, records of King County, Washington.

- property line
- lot line
- first 30' from property line
- street centerline
- curb edge
- topography
- existing street tree
- spot elevation
- existing structure footprint
- adjacent structure footprint
- existing vehicular access
- existing pedestrian access

SITE PHOTOS KEY PLAN



PROJECT DESCRIPTION:

The site is located On E Marion Street, between 12th Ave and 13th Ave, across from Seattle University in Capitol Hill. The site is within a 6 min. walk of the Broadway & Marion Streetcar stop and a 20 min. walk to the Capitol Hill Light Rail Station.

The property is currently home to a photography school, PCNW.

Property Address:

900 12th Ave,
SEATTLE, WA 98122

King County Parcel No.:

2254500695, 2254500710,
2254500705, 2254500605

King County Assessors Lot Area:

Total 18,784 sf

Zoning: NC2P - 75 (M1)

FAR Max: 5.5

Height Limit: 75ft

point of view

SITE PHOTOS



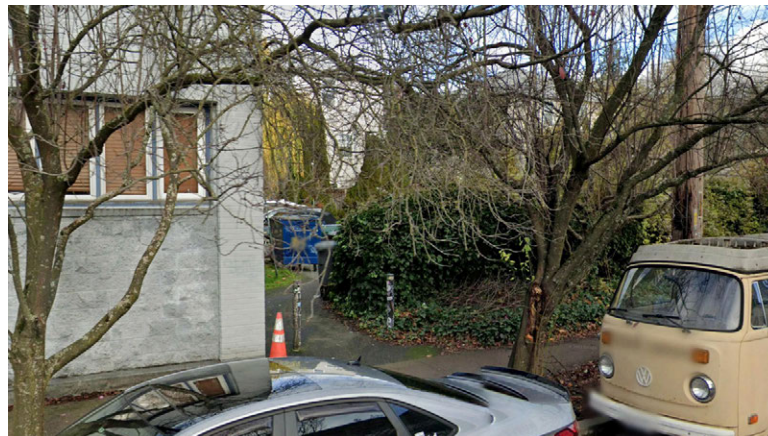
1 View looking at NW corner of existing building with adjacent restaurant



2 View looking at intersection of 12th Ave and E Marion St at existing building



3 View looking at south side of existing building and the utility pole



4 View looking at existing trash service zone on E Marion St



5 View looking at vehicular entry for surface parking lot of existing building



6 View looking at east side of existing building on surface parking lot



7 View looking NE corner of property from the parking lot

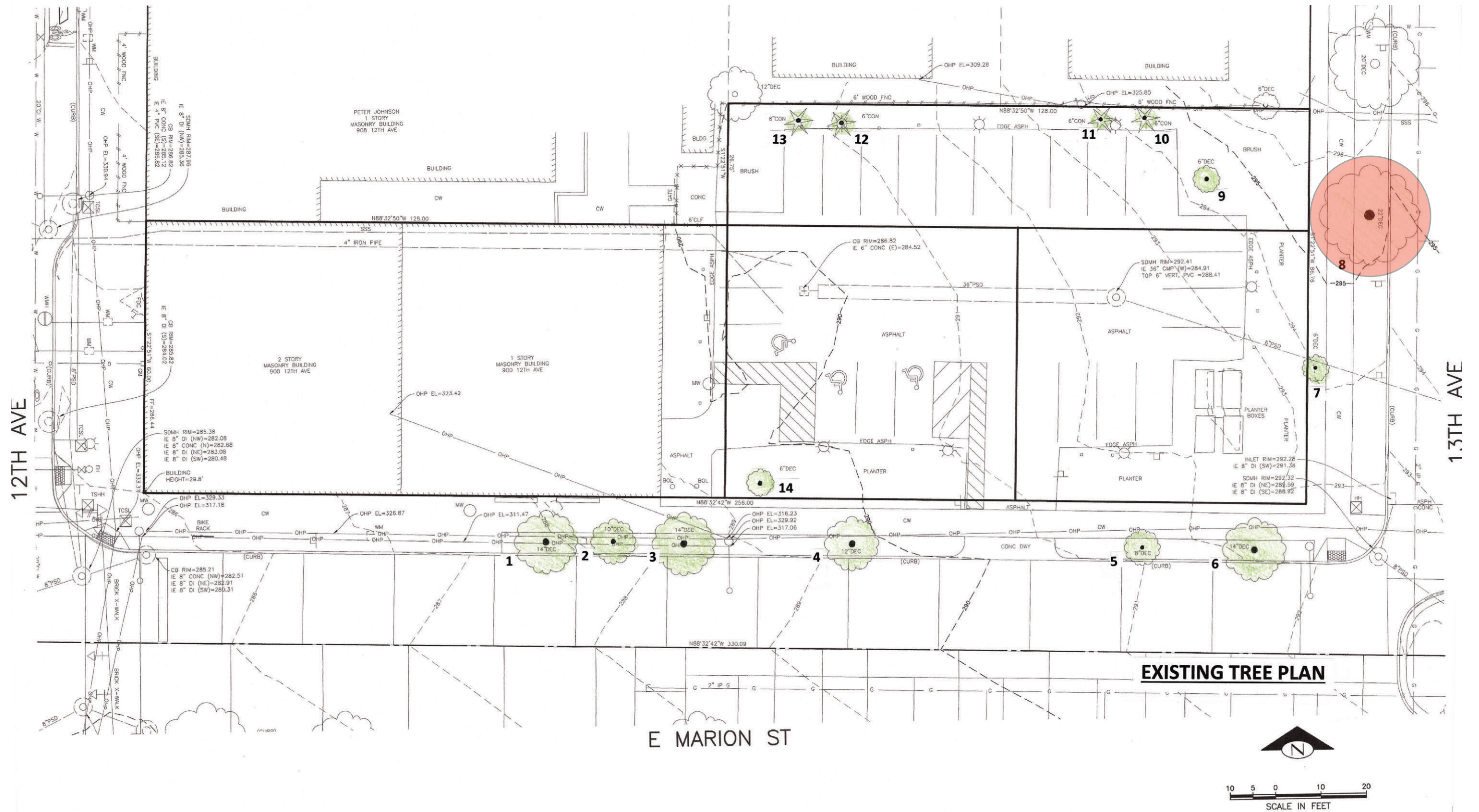


8 View looking at intersection of 13th Ave and E Marion St



9 View looking SE corner of property from the parking lot

EXISTING TREE PLAN



EXISTING TREE INVENTORY



EXISTING TREE INVENTORY				
Tree number	Tree species, notes	Diameter of tree from Survey (DBH)	Directors' Rule threshold size for Exceptional tree	Remove or Remain
1	Prunus cerasifera/ Purple-leafed Plum	14"	1'-9"	Remove, (not exceptional)
2	Prunus cerasifera/ Purple-leafed Plum	10"	1'-9"	Remove, (not exceptional)
3	Prunus cerasifera/ Purple-leafed Plum	14"	1'-9"	Remove, (not exceptional)
4	Prunus cerasifera/ Purple-leafed Plum, lighter colored flower than the others, probably a seedling or sport	12"	1'-9"	Remove, (not exceptional)
5	Prunus cerasifera/ Purple-leafed Plum	8"	1'-9"	Remain
6	Prunus cerasifera/ Purple-leafed Plum	14"	1'-9"	Remain
7	Malus floribunda var.	6"	9"	Remove, (not exceptional)

8	Betula lenta / Sweet Birch	22"	Variety not listed in directors Rule. Arthur Lee Jacobson lists a tree at the zoo at 6'-9" trunk girth (25.8 caliper inches/ DBH).25.8 x .75 = 19.34 exceptional tree threshold. Makes this an exceptional tree	Exceptional tree. Design team is working with Seattle Urban Forestry for the removal and replacement of this exceptional tree.
9	Malus floribunda var.	6"	9"	Remove, (not exceptional)
10	Thuja pyramidalis / Arborvitae, among other pyramidalis which are smaller	6"	Tree is not commonly shown in DBH because it's a hedge plant	Remove, (not exceptional)
11	Thuja pyramidalis / Arborvitae	6"	" "	Remove, (not exceptional)
12	Thuja pyramidalis / Arborvitae	6"	" "	Remove, (not exceptional)
13	Thuja pyramidalis / Arborvitae	6"	" "	Remove, (not exceptional)
14	Parrotia persica/ Ironwood	6"	Variety not listed. Arthur Lee Jacobson lists a tree at 2' – 10" trunk girth, DBH	Remove, (not exceptional)

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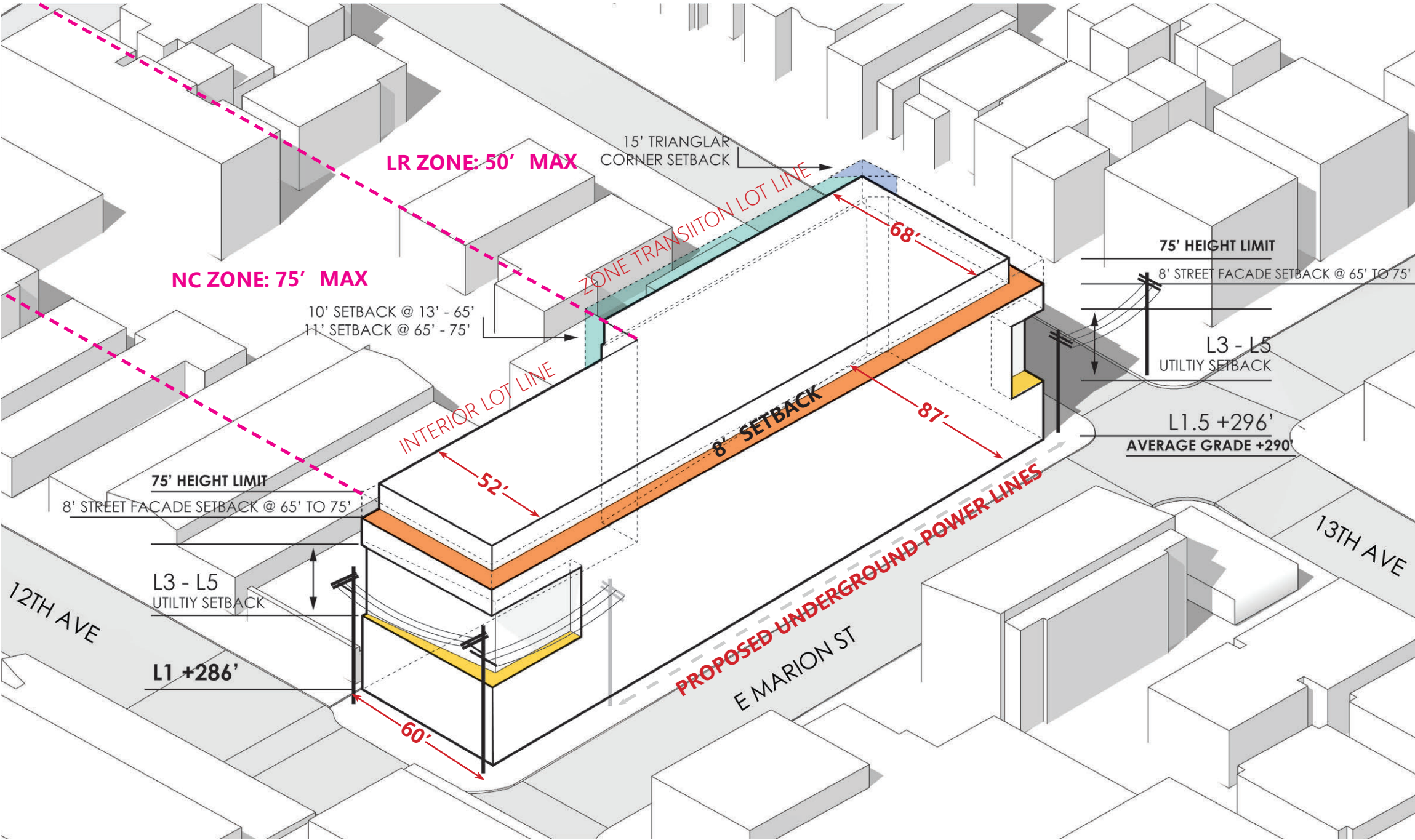
ZONING DATA

SEATTLE MUNICIPAL CODE SUMMARY

Floor area ratio: 23.47A.013 Table A & C	Base FAR = 2 Maximum = 5.5 Underground stories are not counted.
MHA:	10% of residential units
Environmental critical area (ECA):	None
Street-level development standards: 23.47A.008	<p>General: Blank segments of the street-facing facade between 2 feet and 8 feet above the sidewalk may not exceed 20 feet in width.</p> <p>The total of all blank facade segments may not exceed 40 percent of the width of the facade of the structure along the street.</p> <p>Non-residential: Sixty percent of the street-facing facade between 2 feet and 8 feet above the sidewalk shall be transparent.</p> <p>Non-residential uses greater than 600 square feet shall extend an average depth of at least 30 feet and a minimum depth of 15 feet from the street-level.</p> <p>Non-residential uses at street level shall have a floor-to-floor height of at least 13 feet.</p> <p>Pedestrian designated zones: A minimum of 80 percent of the width of a structure’s street-level street-facing facade shall be occupied by uses listed in subsection 23.47A.005.D.1.</p> <p>Continuous overhead weather protection, 60% coverage along principal pedestrian streets.</p> <p>The maximum width and depth of a structure is 250 feet.</p>

Structural height: 23.47A.012	75 ft
Setback requirements: 23.47A.014	<p>Setback abuts the intersection of a side lot line and front lot line of a lot in a residential zone: 15 feet triangle corner setback</p> <p>Upper-level setback along any rear or side lot line that abuts a lot in an LR zone: Ten feet for portions of structures above 13 feet in height to a maximum of 65 feet.</p> <p>For each portion of a structure above 65 feet in height, additional setback at the rate of 1 foot of setback for every 10 feet.</p> <p>Upper-level setbacks for street-facing facades: Portions of structures above 65 feet must be set back from the front lot line by an average depth of 8 feet.</p> <p>For structures with a width of more than 250 feet, at least one portion of the structure 30 feet or greater in width must be set back a minimum of 15 feet from the front property line.</p>
Landscaping: 23.47A.016	Planting strip and sidewalk required Screening of utility service uses
Amenity area: 23.47A.024	5 percent of the total gross floor area in residential use.
Parking: 23.54.015	None required
Bicycle Parking: 23.54.015	Vocational or fine arts schools: 1 per 5,000 square feet for long-term; 1 per 2,500 square feet for short-term.
	Multi-family structures: 1 per dwelling unit for long-term; 1 per 20 dwelling units for short-term.

MASSING DEVELOPMENT STRATEGIES IN RESPONSE TO ZONING CODE REQUIREMENTS AND SITE CONSTRAINTS



SITE CHALLENGES:

- 1) Very narrow site of only 60' deep on the west and 87' on the east.
- 2) Site has 3 street frontages and its narrow depth is further challenged by required utility line setbacks and upper level zoning setbacks.
- 3) Site abuts an interior lot line of NC zoning on 1/2 of its northern property line which allows for buildings to be built right up to the property line, the other 1/2 abuts an LR zone with required zone transition setbacks.

□ Massing

■ Utility setback @ L3-L5

■ 8' setback for street-facing facades @ 65' to 75'

■ 10' setback @ 13' - 65' abutting an LR lot
11' setback @ 65' - 75' abutting an LR lot

■ 15' triangle corner setback abutting a residential zone

† Existing power pole

† Proposed power pole



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DESIGN GUIDELINES

CENTRAL AREA NEIGHBORHOOD SPECIFIC DESIGN GUIDELINES



CS2-1-b Urban Pattern & Form

Transition and Delineation of Zones

In addition to building height, use building massing and articulation to transition to single-family scaled fabric. Other acceptable methods include setbacks, building footprint size and placement on the site, building width, facade modulation, and roof line articulation.

Response:

The proposed design utilizes both its relationship to the sloping street elevation along E. Marion street as well as various facade and upper level setbacks to create a hierarchy of scales that transition the massing by creating roof line, facade and building entry articulations that relate to its institutional and commercial adjacencies to the west and the urban village residential adjacencies to the east



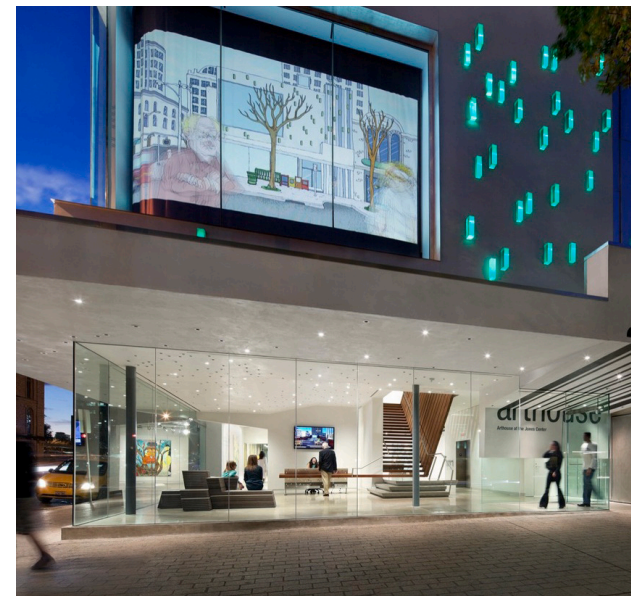
CS1-1-a Natural Systems & Site Features

Local Topography

Respond to local topography with terraces, stoops, stepping facades, or similar approaches. Use appropriately scaled rockeries, stairs, and landscaping to transition between the sidewalk, building facade, and entrances in keeping with local topographic conditions, and existing neighboring approaches.

Response:

The project's E. Marion street frontage is it's dominant and longest frontage that slopes uphill to the east creating a one level sidewalk elevation difference. The proposed design responds to this elevation change by introducing terraces at the upper levels and building entry stoops as well a carefully scaled recesses into the building facade to further accentuate its relationship to the topography while creating building entrances that work with the sidewalk grades to be both inviting and accessible.



PL3-1-c&g Street-Level Interaction

Frontages

Promote transparency and "eyes on the street."...

At residential projects, provide coupled entries where possible to foster a sense of community and visual interest in building entryways. Provide generous porches at these entries to encourage sitting and watching the street.

Response:

The proposal's ground level design is configured to maximize active uses along the majority of its 3 street frontages by consolidating garage and service access of the building towards the NE corner of the project along 13th Ave. The photography school's transparent ground level facade is envisioned as a glazed storefront system and so is the residential lobby and related street corner retail program at the SE corner of the project.



PL3-2-c Street-Level Interaction

Streetscape Treatment

To protect pedestrians along the sidewalk, provide awnings or overhead weather protection at all non-residential frontages, neighborhood nodes, and on west-facing facades with a minimum depth of 6'. Larger commercial projects should have deeper coverage, with a minimum depth of 8' at all street frontages, especially street corners.

Response:

Continuous weather protection is proposed along the 12th Ave., E. Marion, and portions of the 13th Ave. street frontages. These weather protection elements not only shelter pedestrians and activities along the sidewalks but also frame building entrances and provide a human scaled pedestrian experience at the street level.

SEATTLE DESIGN GUIDELINES



CS3-A-2&4
Emphasizing positive neighborhood attributes

Contemporary Design
Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles...

Evolving Neighborhoods
In neighborhoods where architectural character is evolving or otherwise in transition, explore ways for new development to establish a positive and desirable context for others to build upon in the future

Response:
The proposal is inspired by contemporary design grounded in today’s construction and material technology that compliments the new construction in the neighborhood. The project’s location at the transition point of 3 zoning designations puts it in a unique situation to establish a context relevant to it’s zoning while creating a dialog with the other two adjacent zones.



DC1-A-4
Project Uses and Activities
Arrangement of Interior Uses

Views and 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.

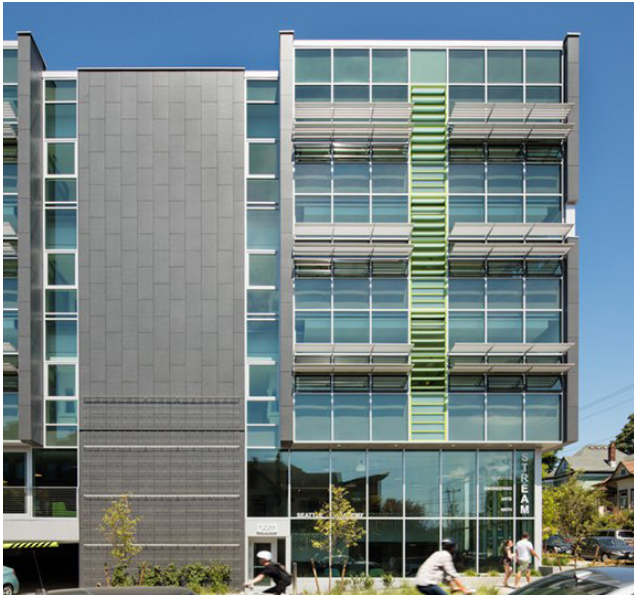
Response:
The main entry of the photography school is oriented towards the street corner of 12th Ave. and E. Marion St. This re-enforces the relationship between the school and the Seattle University campus across the street as the school itself is a resource and gathering space for the neighborhood. The school’s uses are envisioned to be on full display along most of the E. Marion street frontage, creating an active sidewalk experience as pedestrians can visually interact with the school’s gallery, exhibition and classroom spaces.



DC1-B-1
Project Uses and Activities
Vehicular Access and Circulation

Access Location and 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...

Response:
Since the site does not have an alley where building services can be relegated to, the proposal is suggesting that all vehicular and service access happen at the NE corner of the site along 13th Ave. This would minimize the conflict between pedestrians and vehicles along E Marion St., which sees more foot traffic compared to 13th Ave. due to its direct adjacency to 12th Ave., which is designated as a principal pedestrian street.



DC2-A-2
Architectural Concept
Massing

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

Response:
The proposal utilizes recesses, canopies, and architectural framing elements at the two major street corners to break up the overall building mass and to highlight the main building entries to the project. At the residential and retail entry on the SE corner a deeper porch is carved into the building mass on the street level to create a more human scaled outdoor public gathering spot.

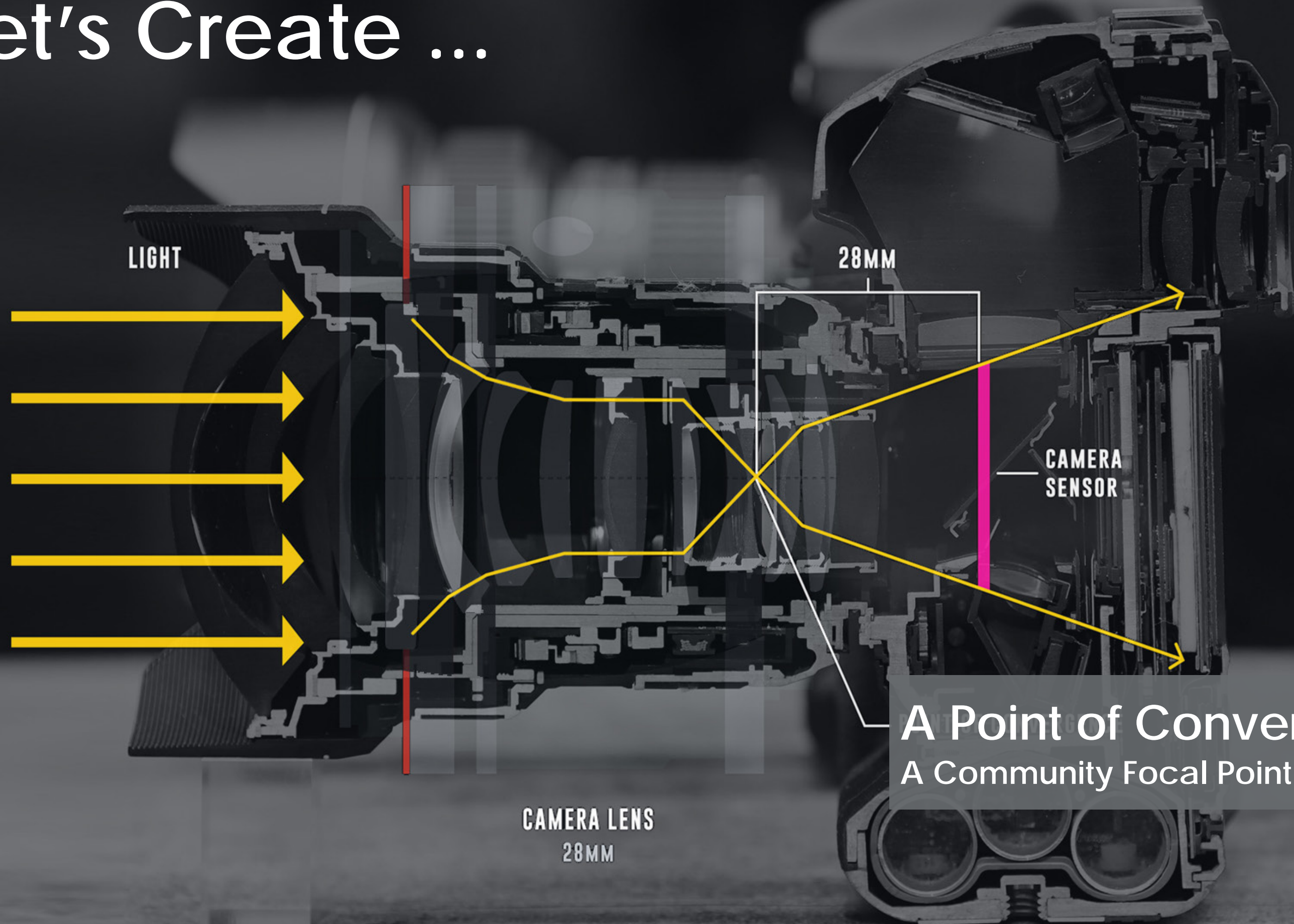
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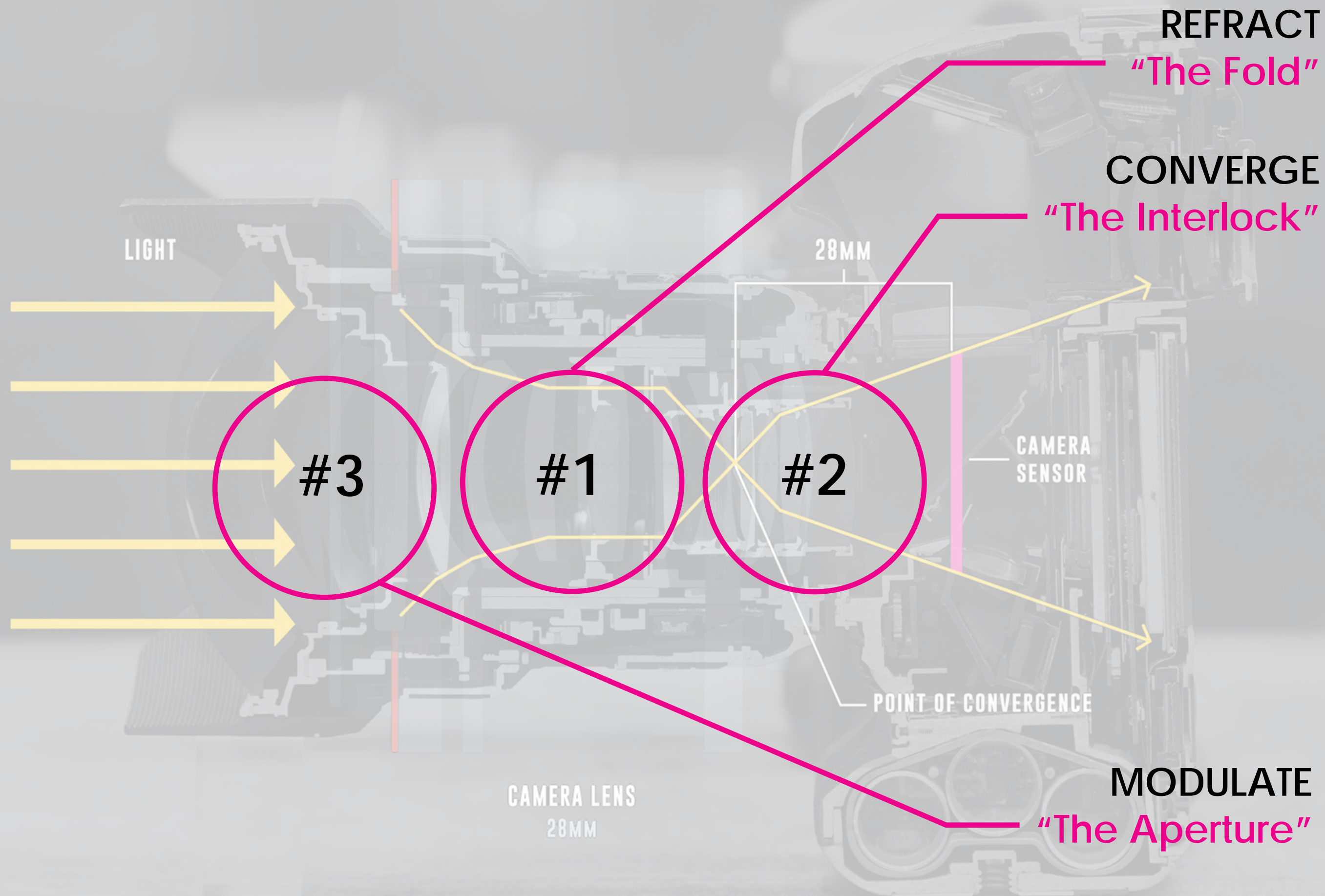


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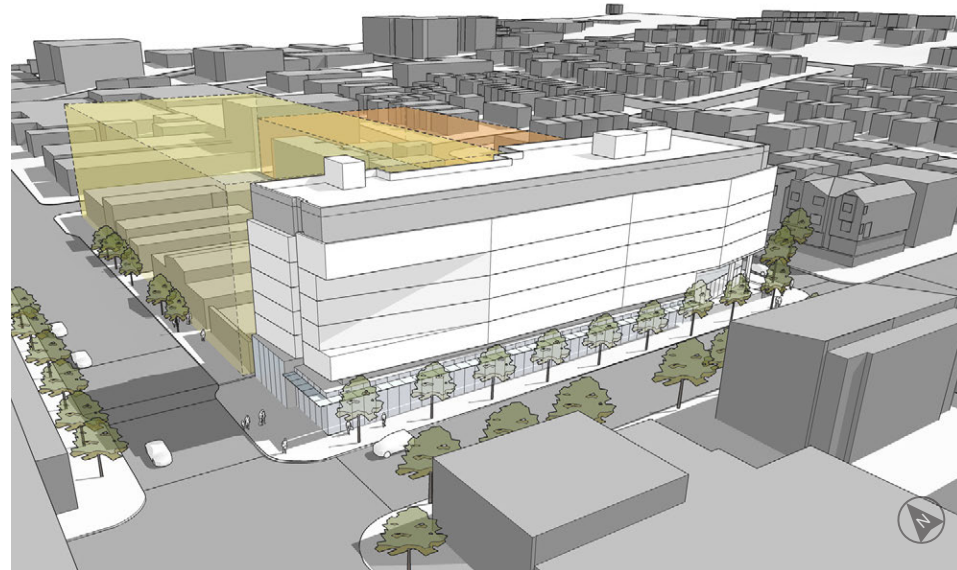
ARCHITECTURAL MASSING CONCEPTS

Let's Create ...

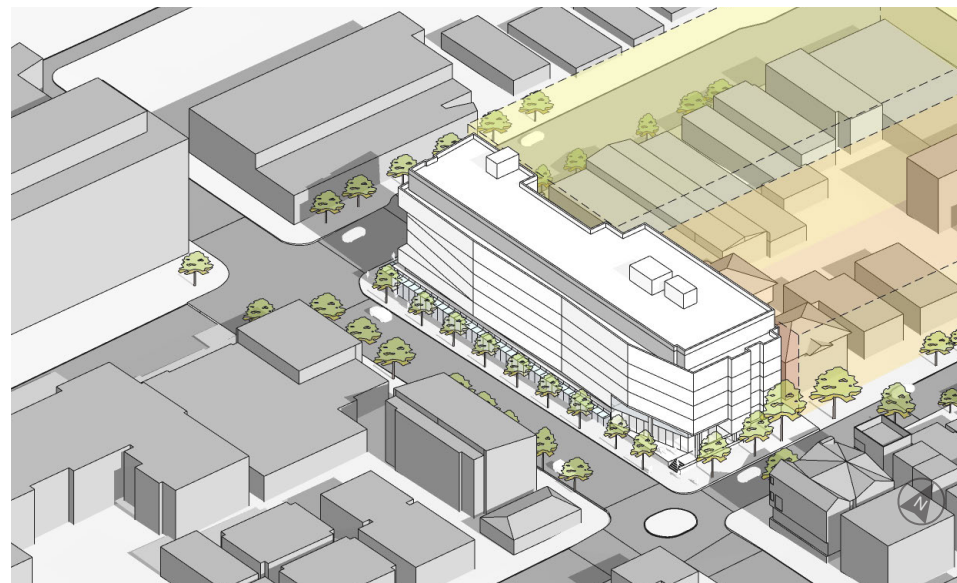




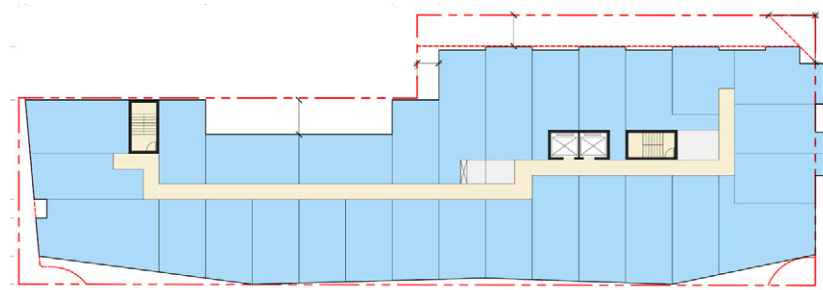
CONCEPT 1 | THE FOLD



SW Aerial View



SE Aerial View



Typical Massing Plan outline

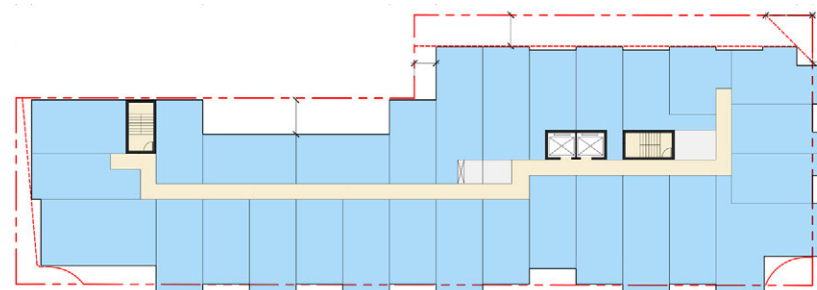
CONCEPT 2 | THE INTERLOCK



SW Aerial View



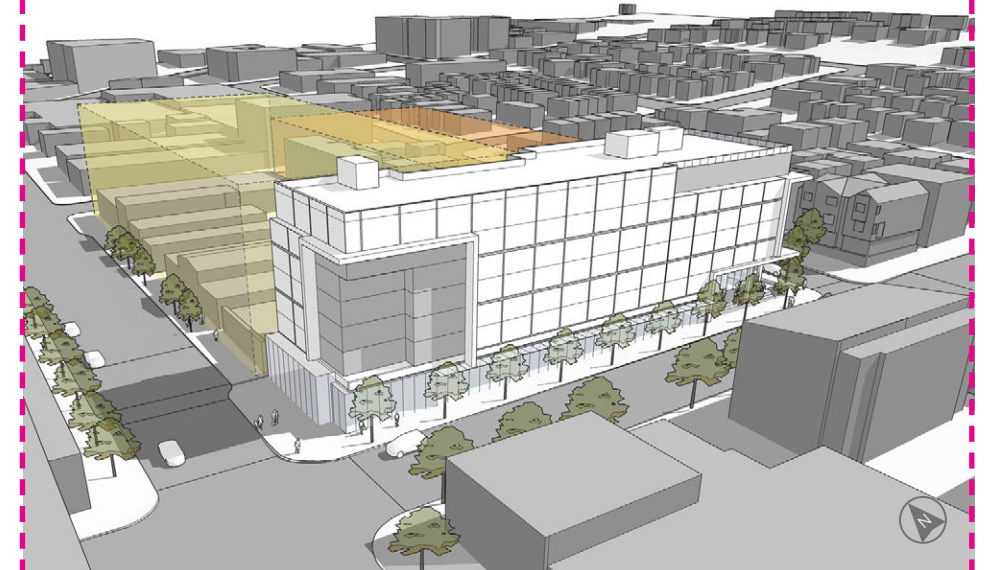
SE Aerial View



Typical Massing Plan outline

PREFERRED

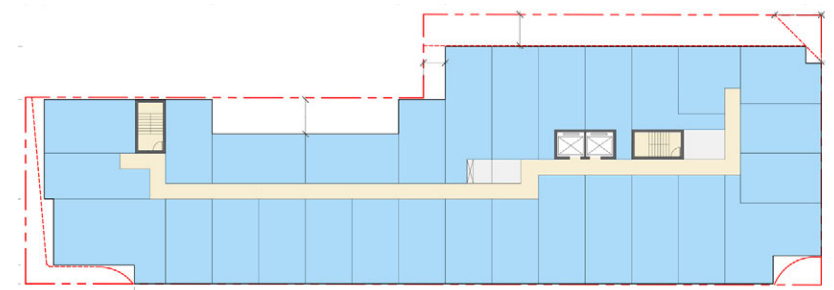
CONCEPT 3 | THE APERTURE



SW Aerial View



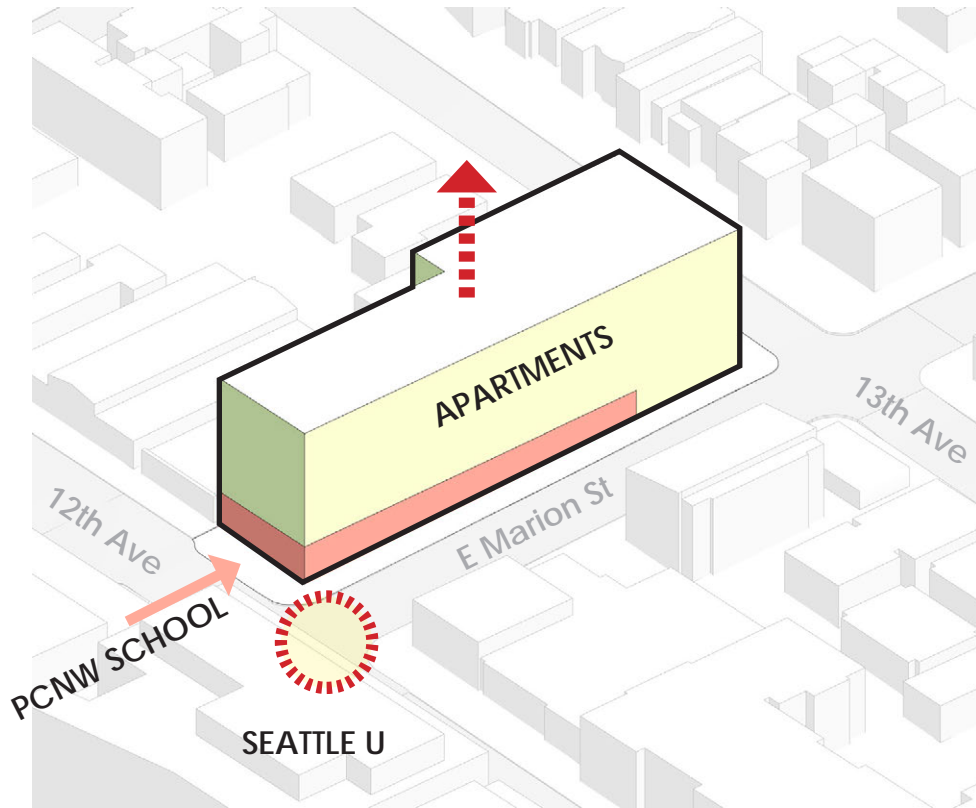
SE Aerial View



Typical Massing Plan outline

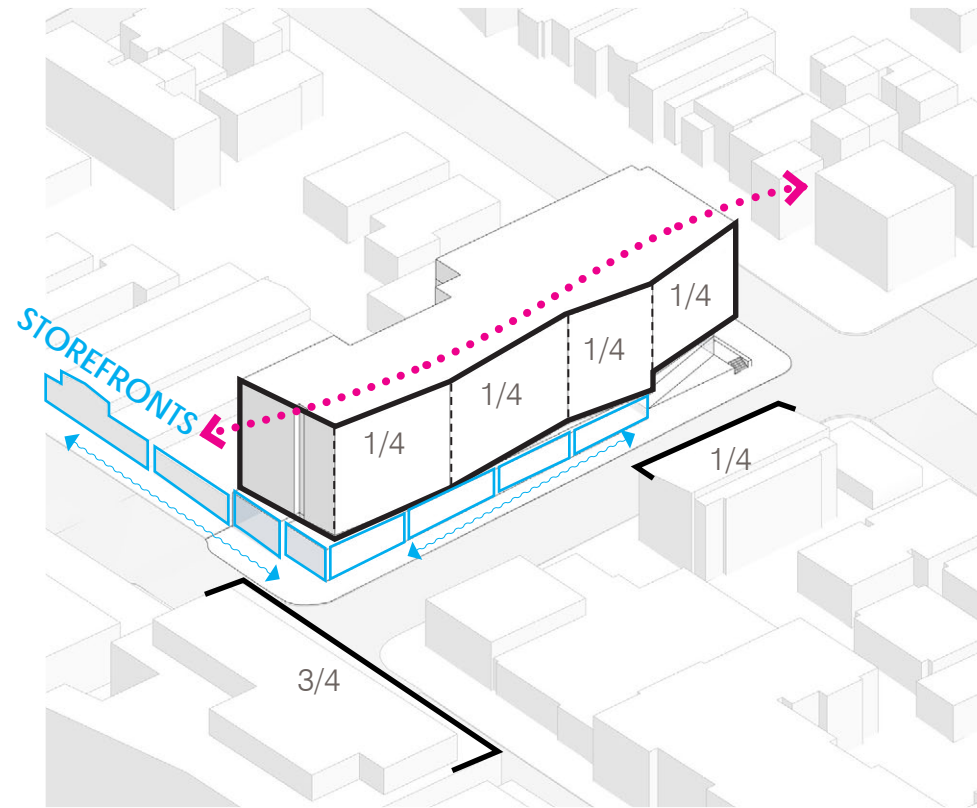
CONCEPT 1 | THE FOLD





1. Extrude

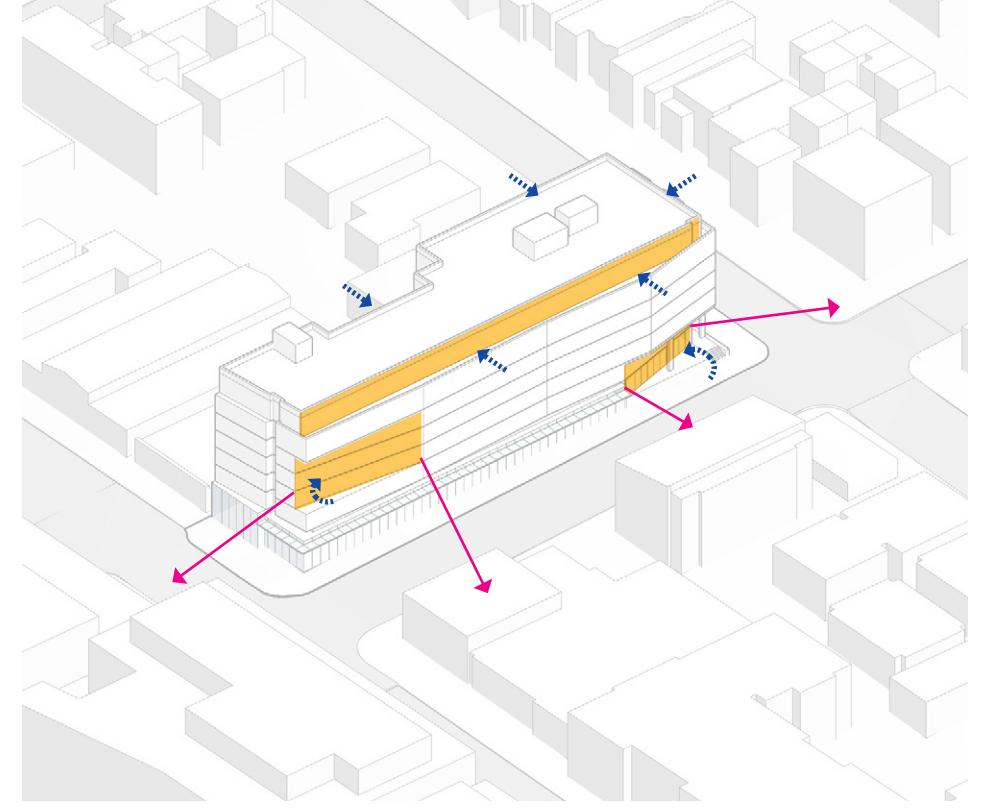
Incorporate the photography school at the most active street level corner into the 7-level residential massing.



2. Fold

Differentiate the upper levels by folding the facade along the long face of the building to create visual interest and a sense of movement.

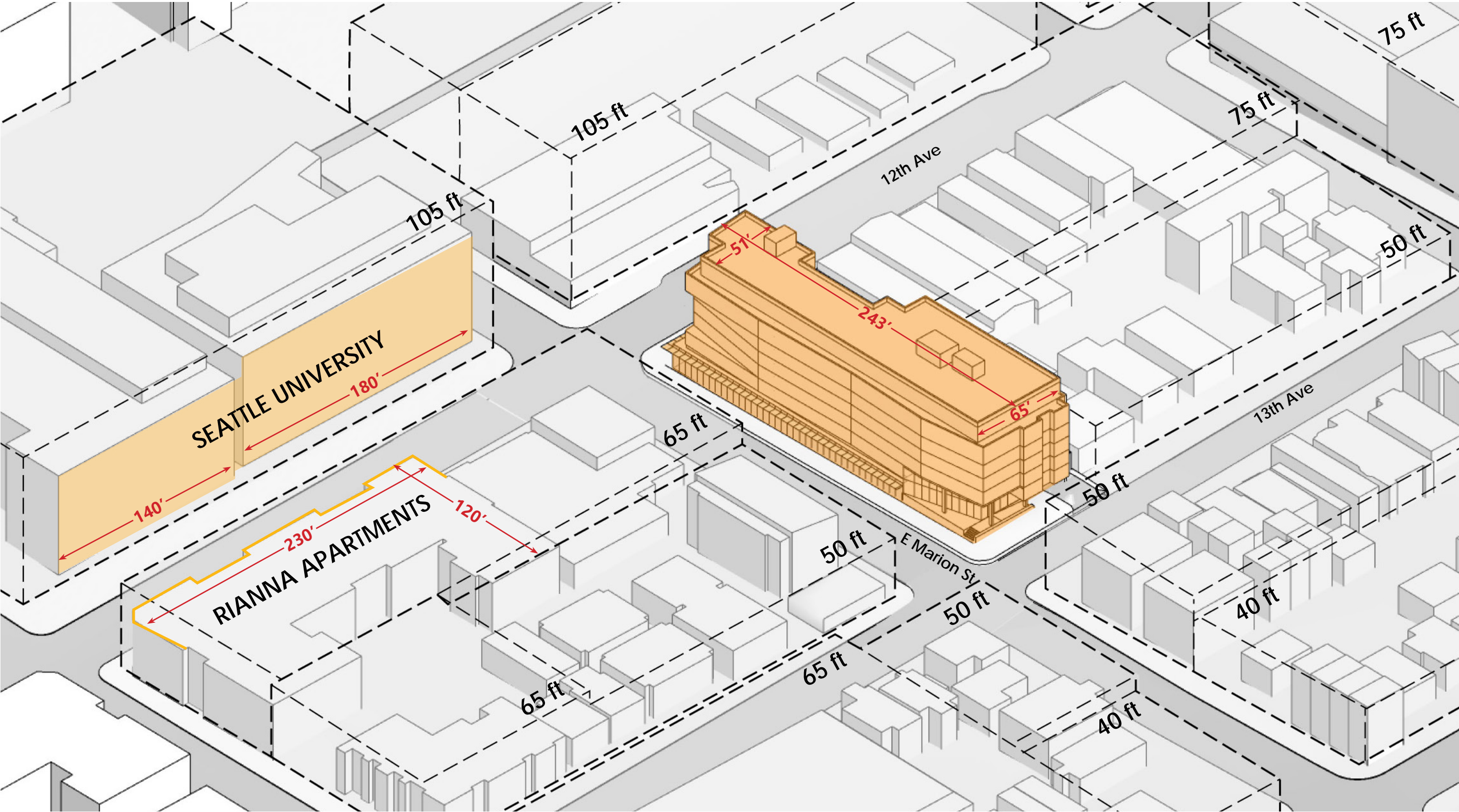
Scale of the upper folds relate to the scale of neighbouring buildings while the ground level storefront scale relates to the scale of the adjacent bars and restaurants along 12th Ave.

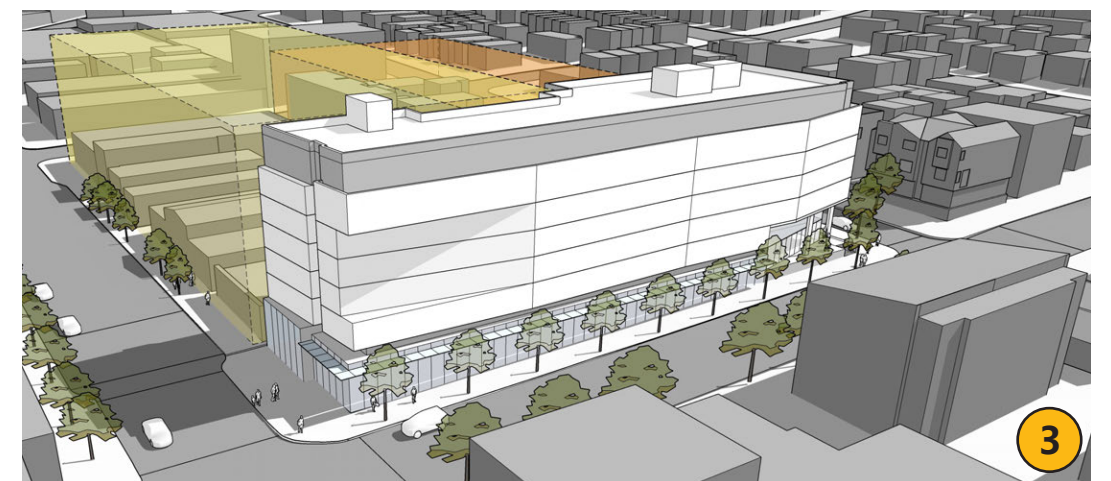


3. Articulate

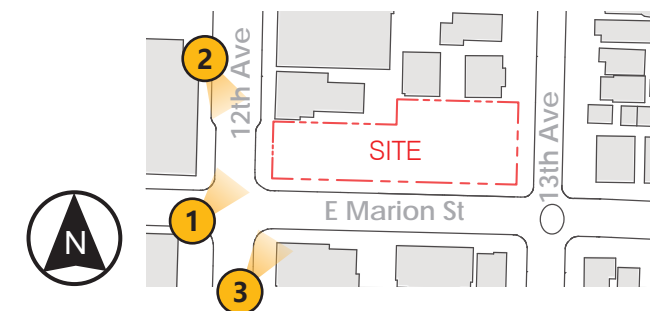
Respond to the street corners and above ground utility setback requirements by angling and stepping back the facade in key locations

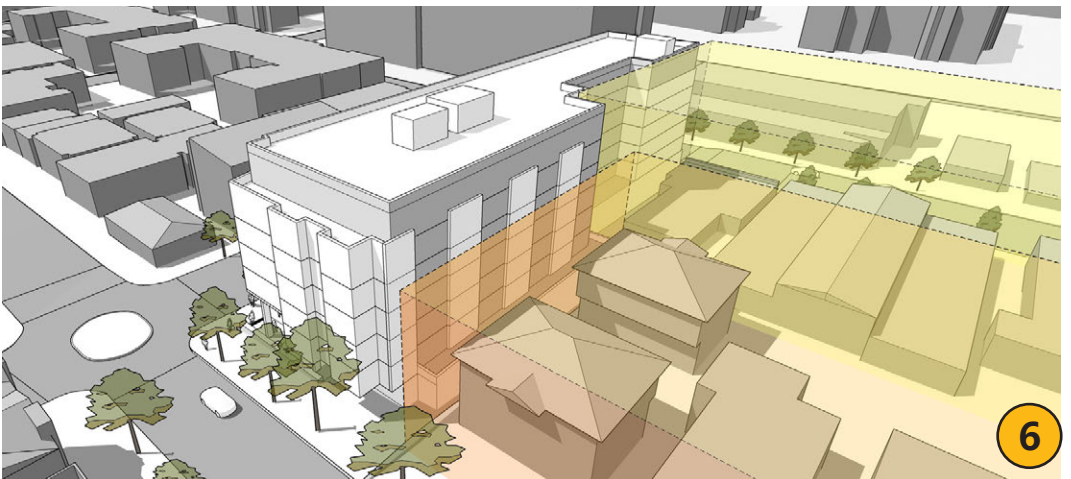
CONCEPT 1 - THE FOLD | MODEL VIEW WITH CONTEXT



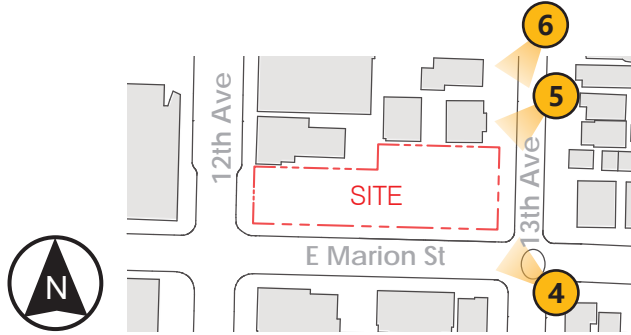


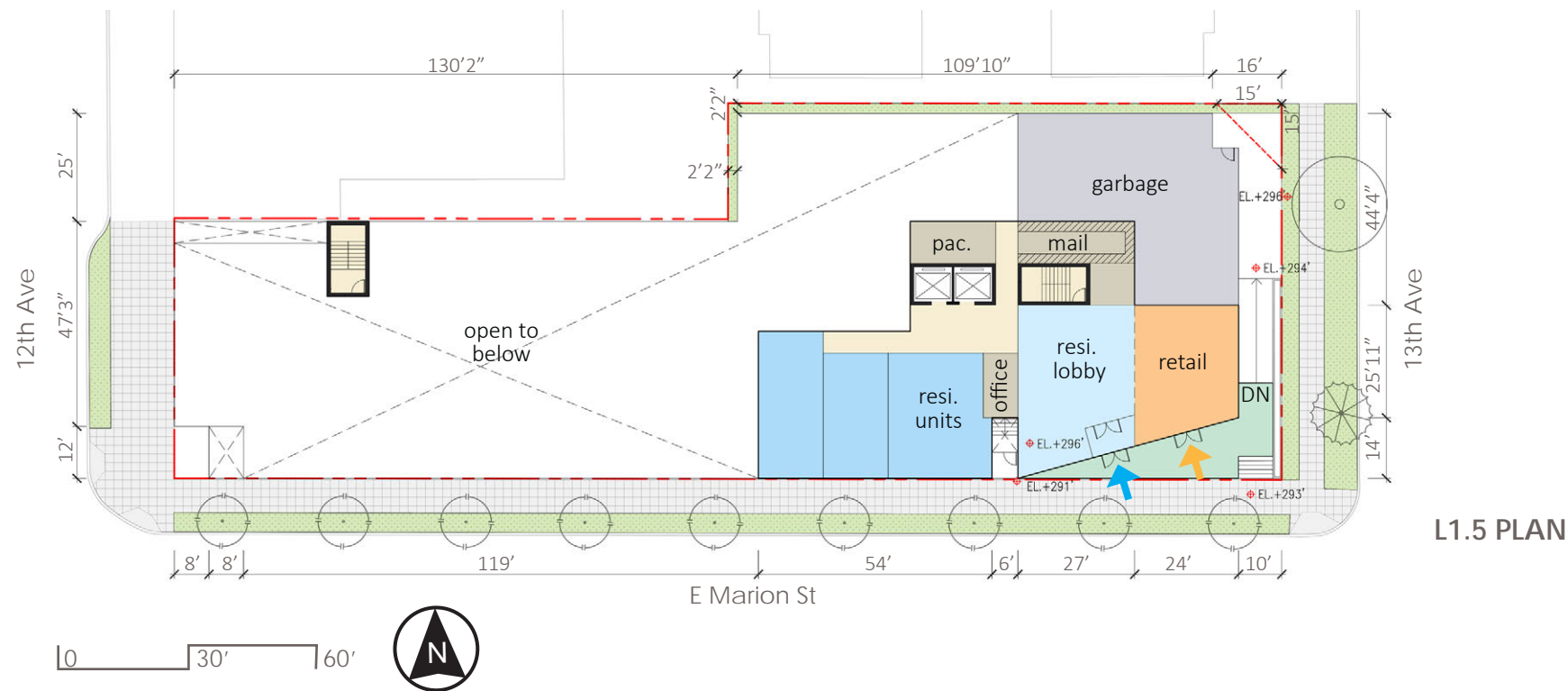
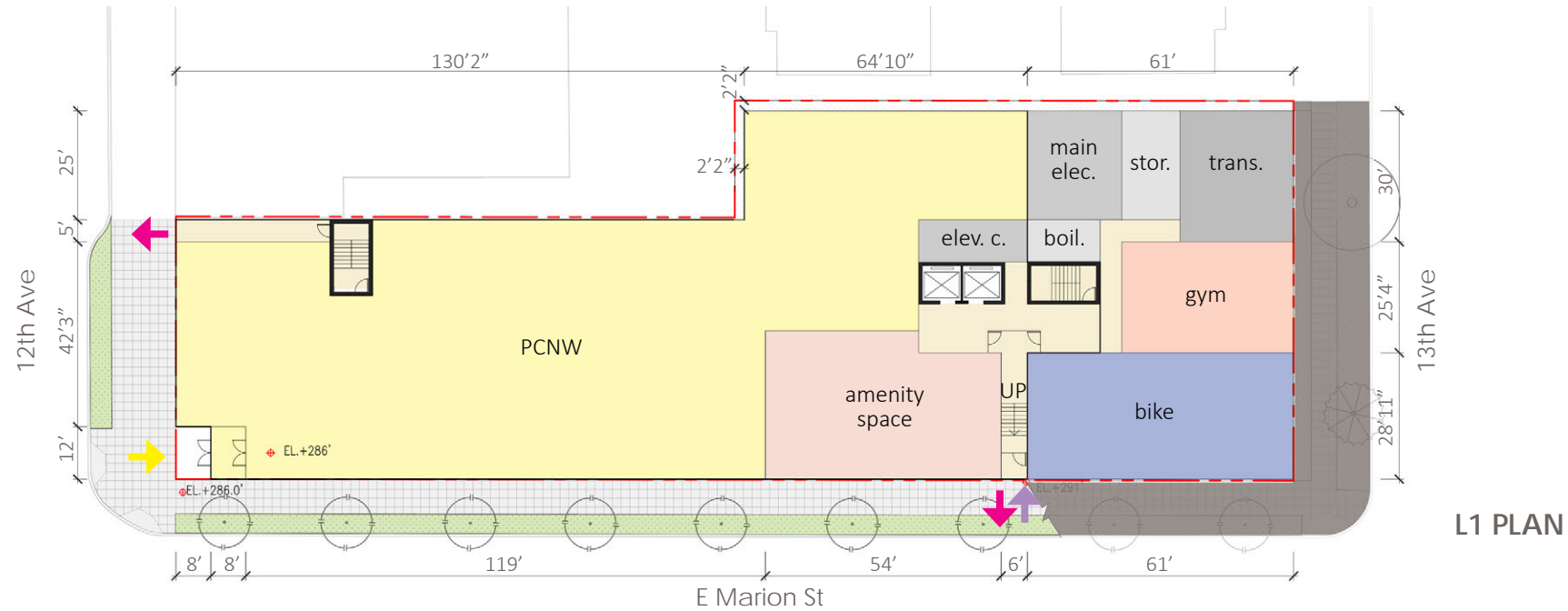
- 1** PEDESTRIAN VIEW - Looking north-east from intersection of 12th Ave. and E Marion St.
- 2** PEDESTRIAN VIEW - Looking south on 12th Ave.
- 3** AERIAL VIEW - Looking north-east





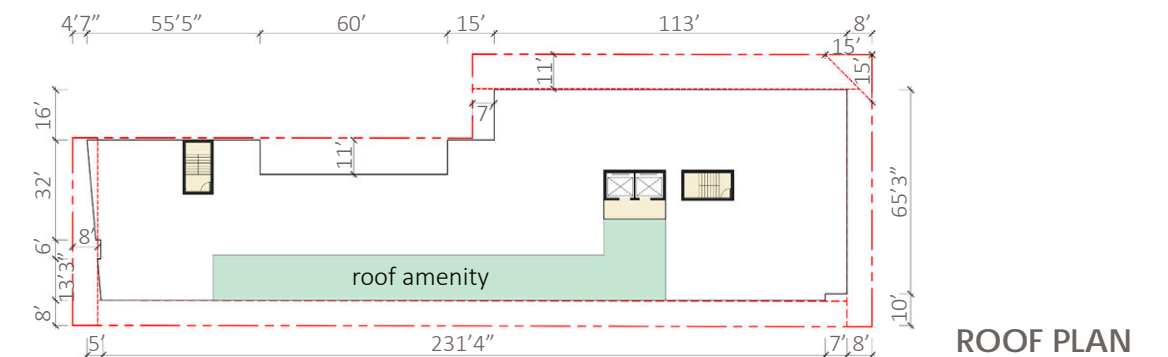
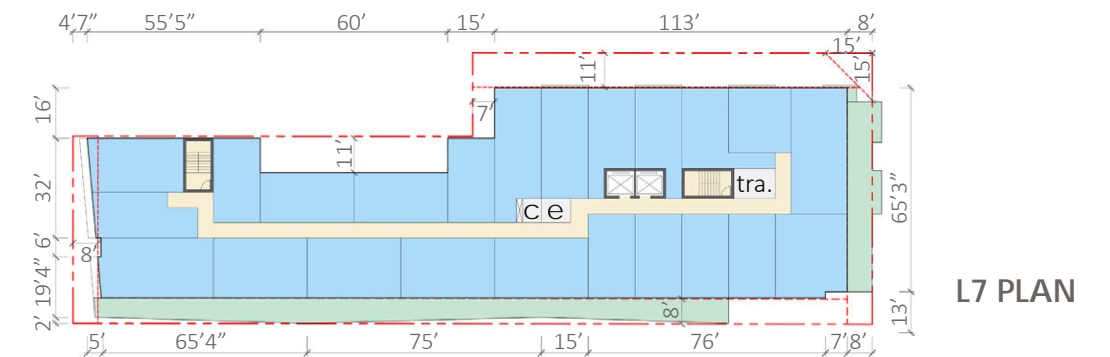
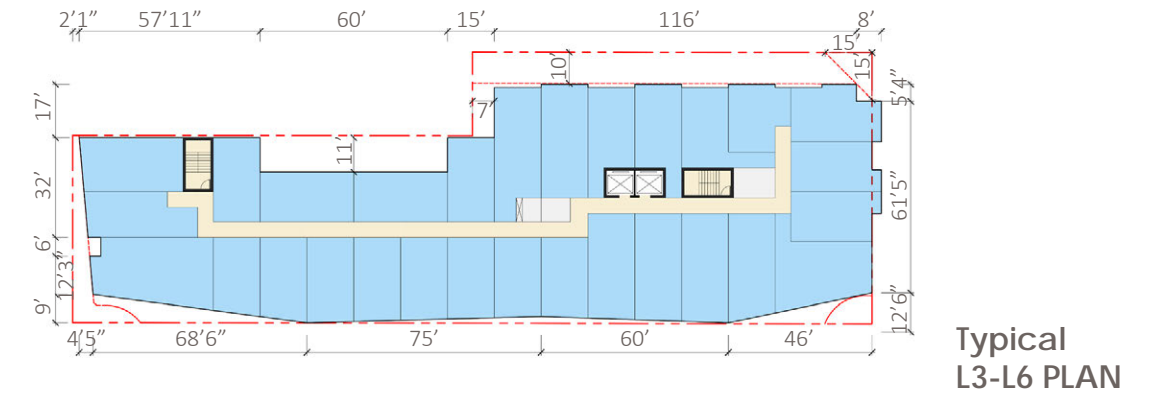
- 4 PEDESTRIAN VIEW - Looking north-west from intersection of 13th Ave. and E Marion St.
- 5 PEDESTRIAN VIEW - Looking south on 12th Ave.
- 6 AERIAL VIEW - Looking south-west



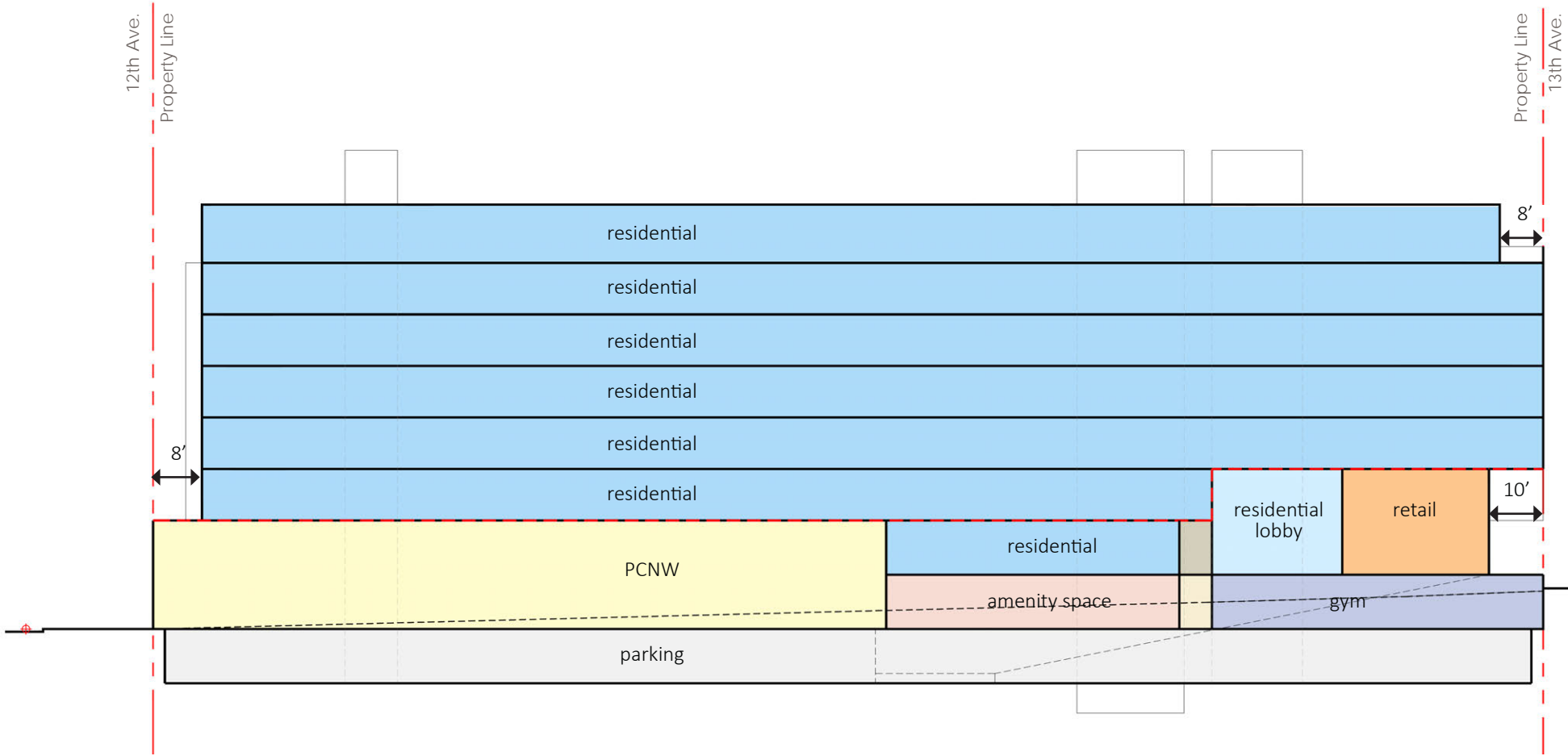


PROGRAM			
PCNW	bike parking	open amenity	circulation
gym	retail	garbage room	vehicle parking
amenity	residential lobby	mail & package	residential unit

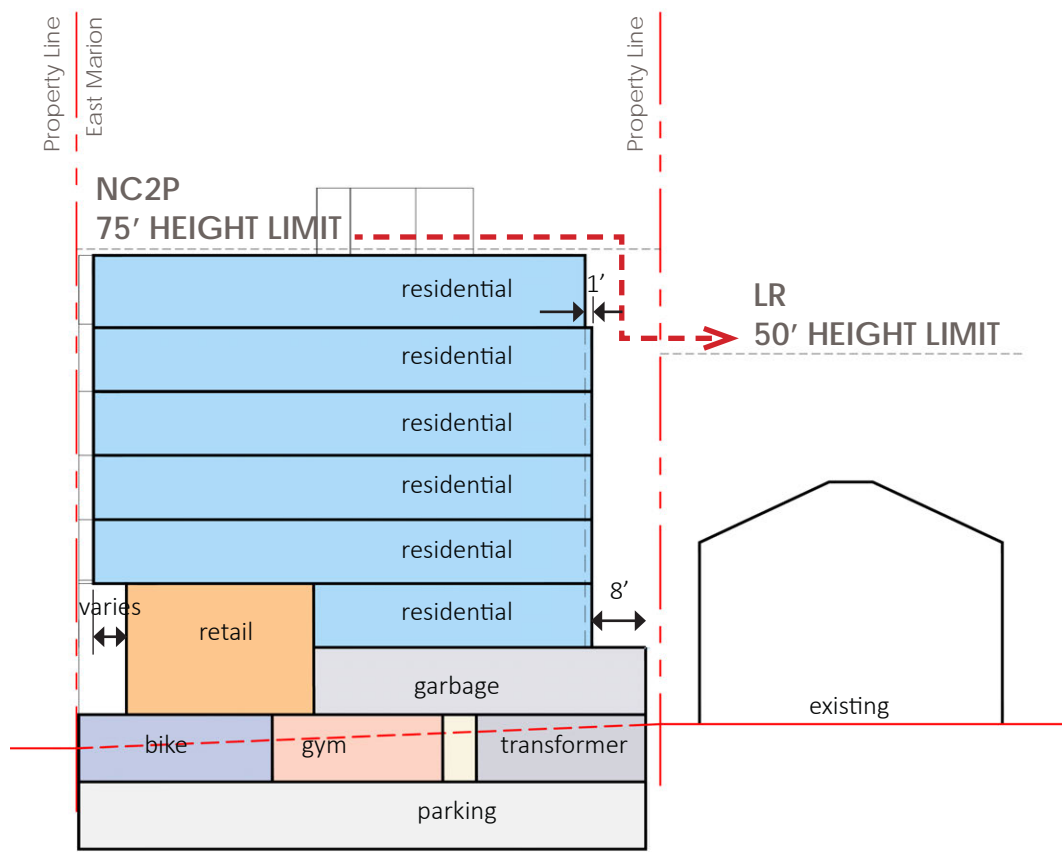
ACCESS			
vehicular access	residential entry		
PCNW access	retail entry		
bike access	egress		



CONCEPT 1 - THE FOLD | TYPICAL SECTIONS



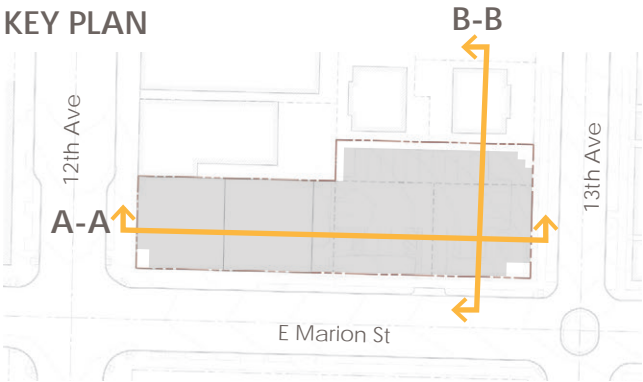
SECTION A-A



SECTION B-B

0 40 FT

- PROGRAM**
- PCNW
 - gym
 - amenity
 - coffee shop
 - residential lobby
 - residential unit
 - office
 - egress



CONCEPT 1 - THE FOLD | SUN/SHADOW ANALYSIS

9AM
SPRING & FALL EQUINOX



NOON
SPRING & FALL EQUINOX



3PM
SPRING & FALL EQUINOX



SUMMER

WINTER



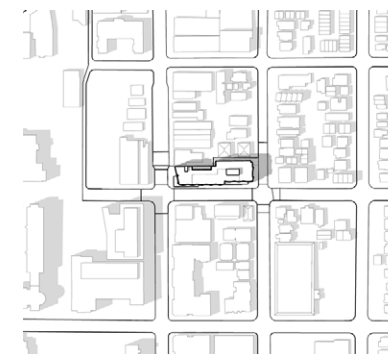
SUMMER

WINTER



SUMMER

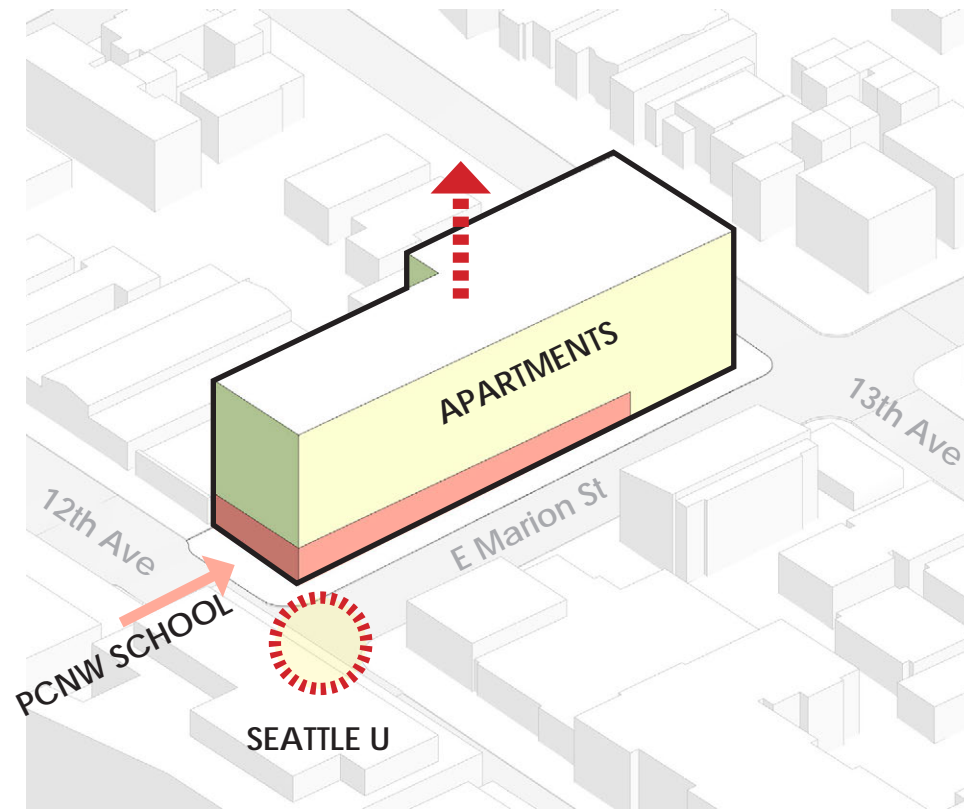
WINTER



CONCEPT 2 | THE INTERLOCK

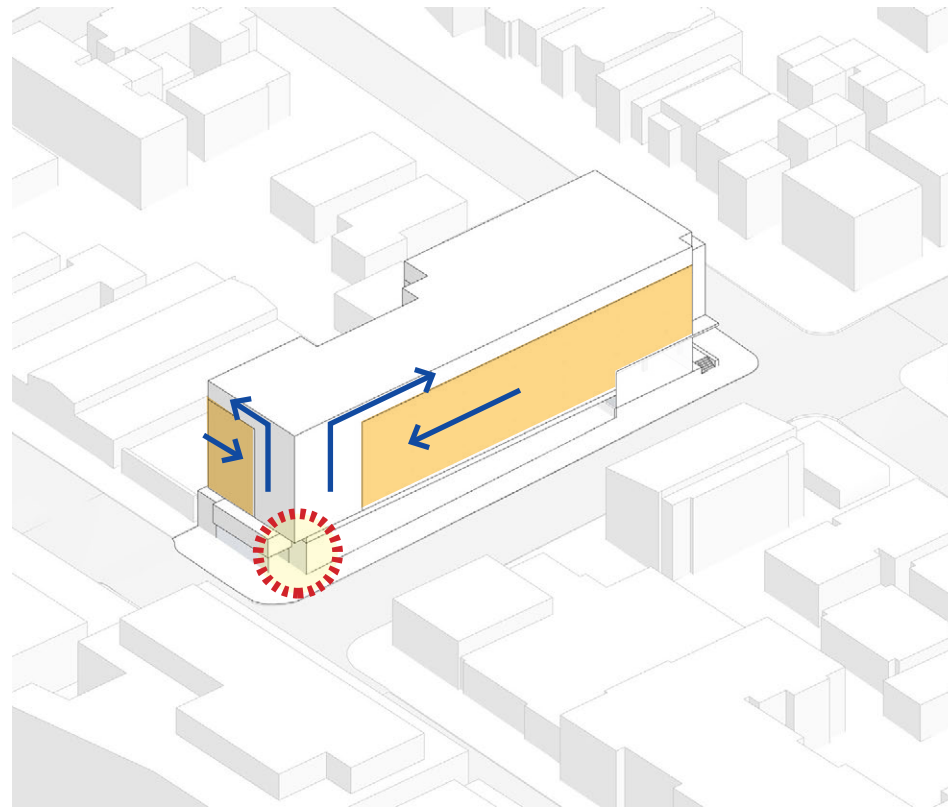


CONCEPT 2 - THE INTERLOCK | FORM GENERATION



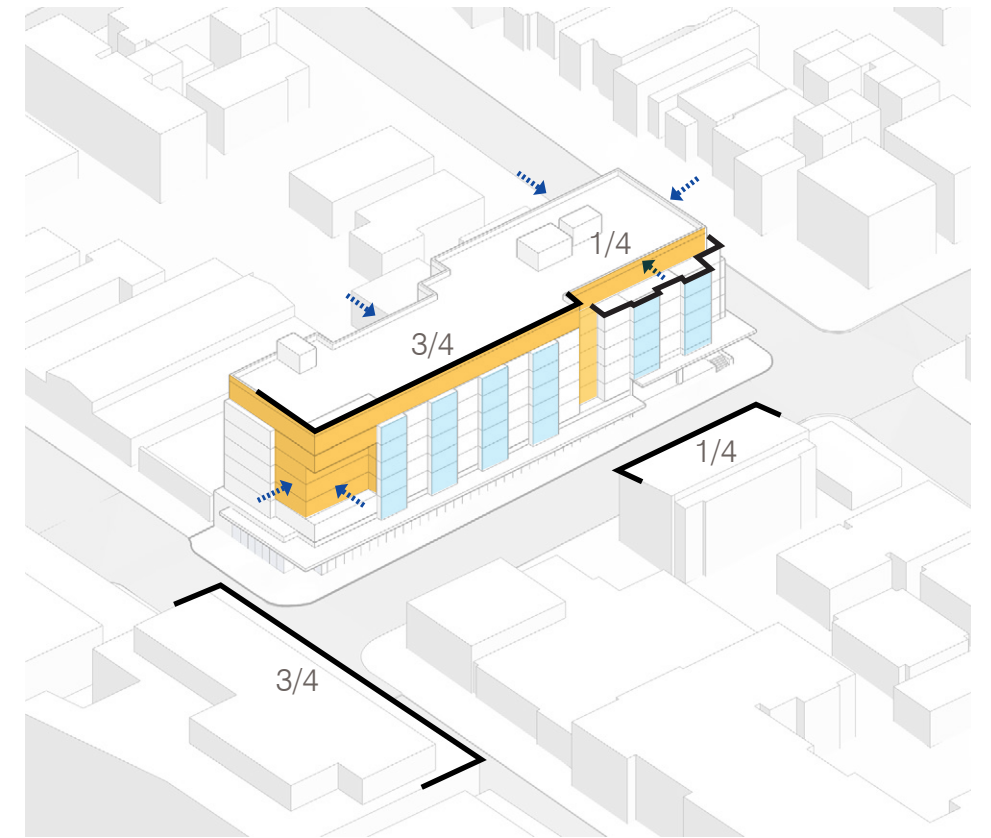
1. Extrude

Incorporate the photography school at the most active street level corner into the 7-level residential massing.



2. Interlock

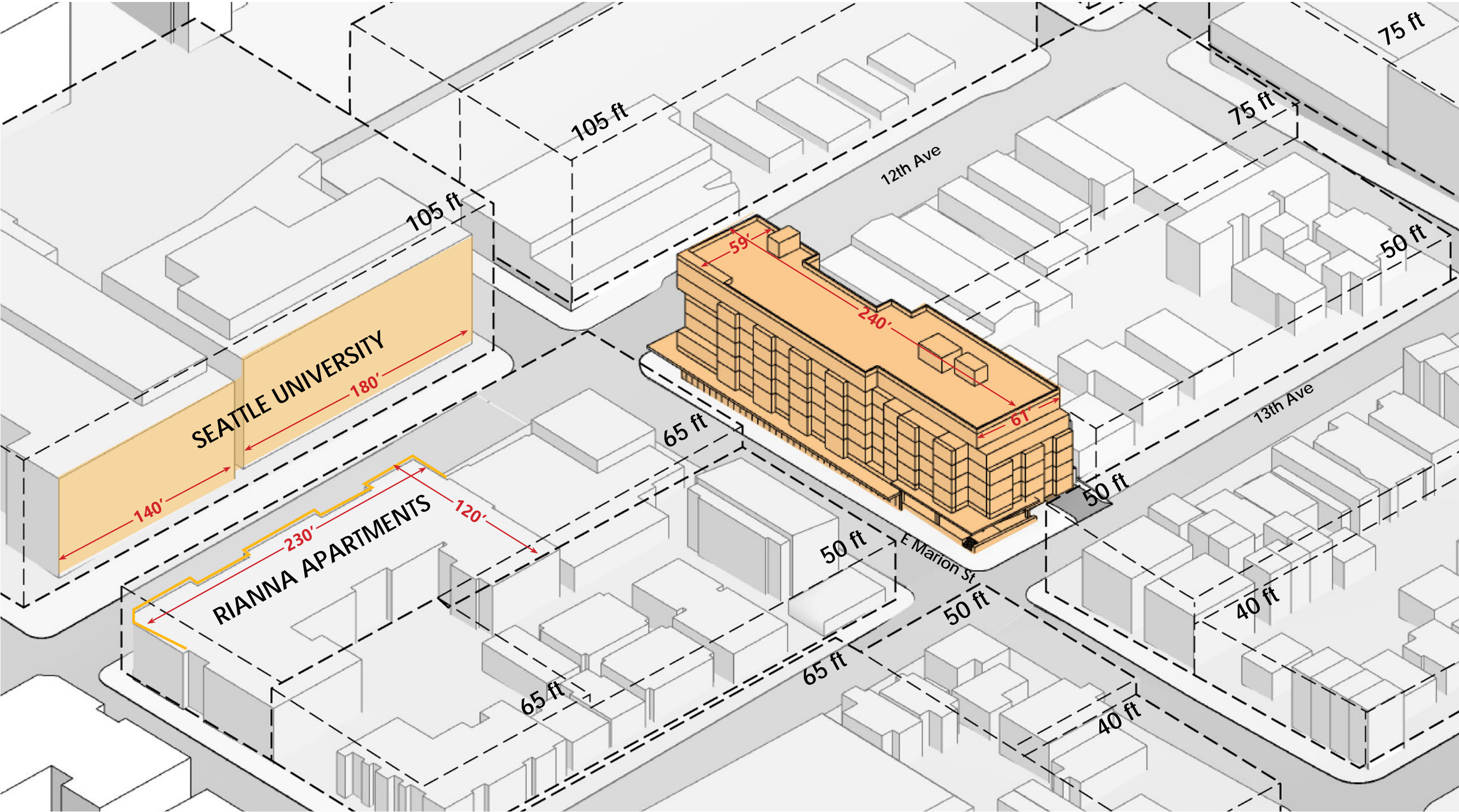
The overall massing is divided into two components: a taller mass originating from the commercial street corner and a shorter mass from the residential side forming an interlocking geometry.

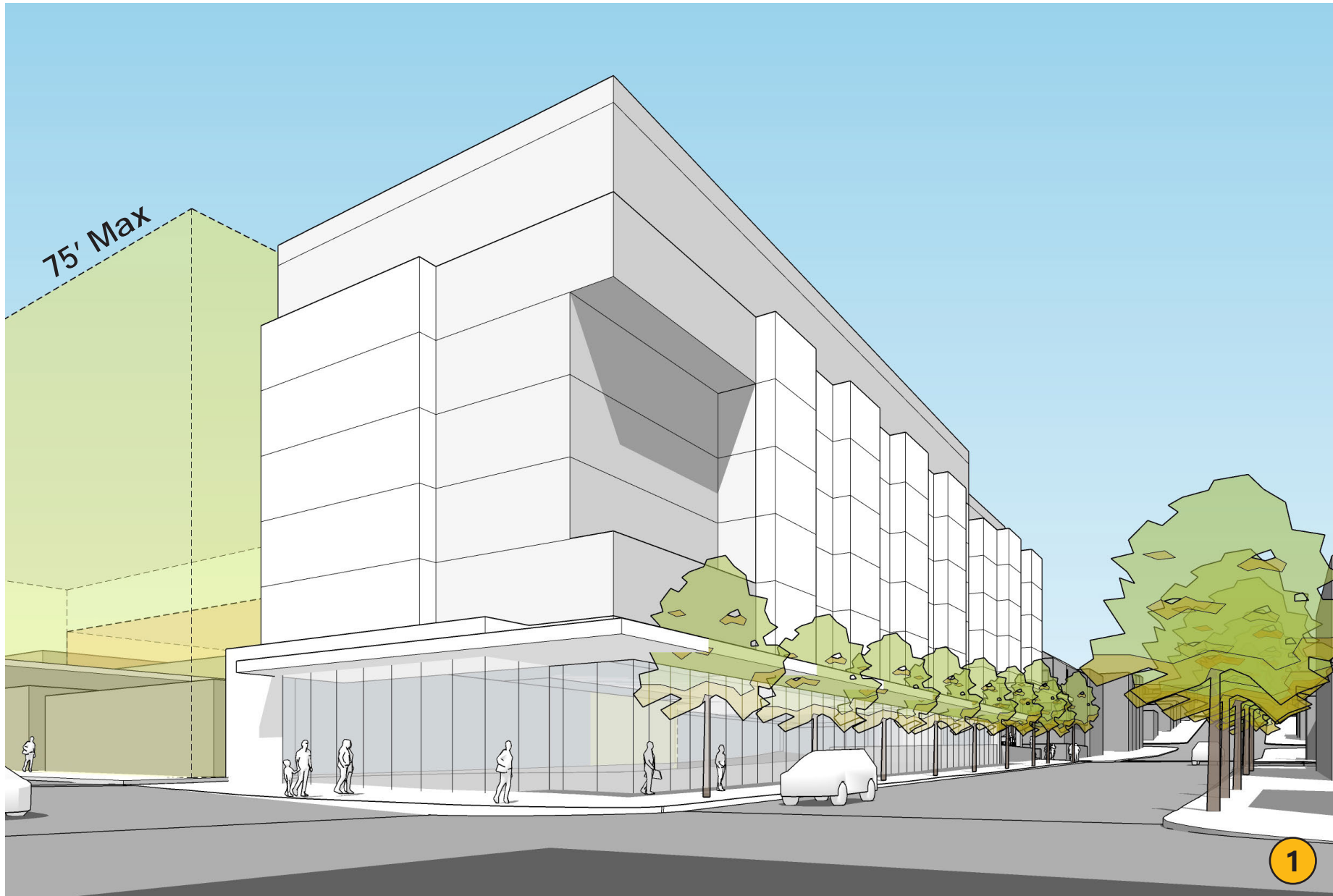


3. Articulate

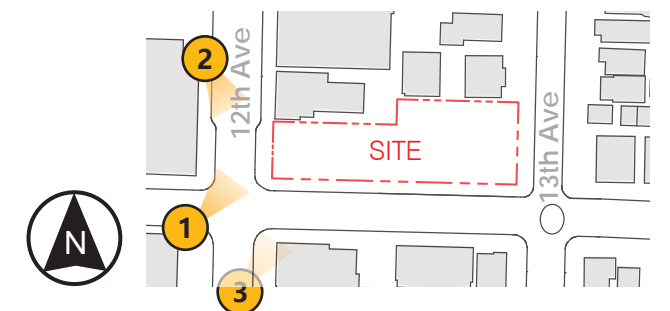
Further articulate the interlocking geometry by setting back at the street corners and upper levels to modulate the overall building length. Introduce bay-window modulation on SE interlocking geometry adjacent to LR zones.

CONCEPT 2 - THE INTERLOCK | MODEL VIEW WITH CONTEXT





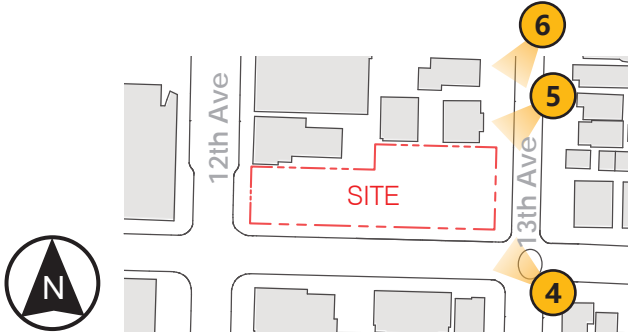
- 1** PEDESTRIAN VIEW - Looking north-east from intersection of 12th Ave. and E Marion St.
- 2** PEDESTRIAN VIEW - Looking south on 12th Ave.
- 3** AERIAL VIEW - Looking north-east

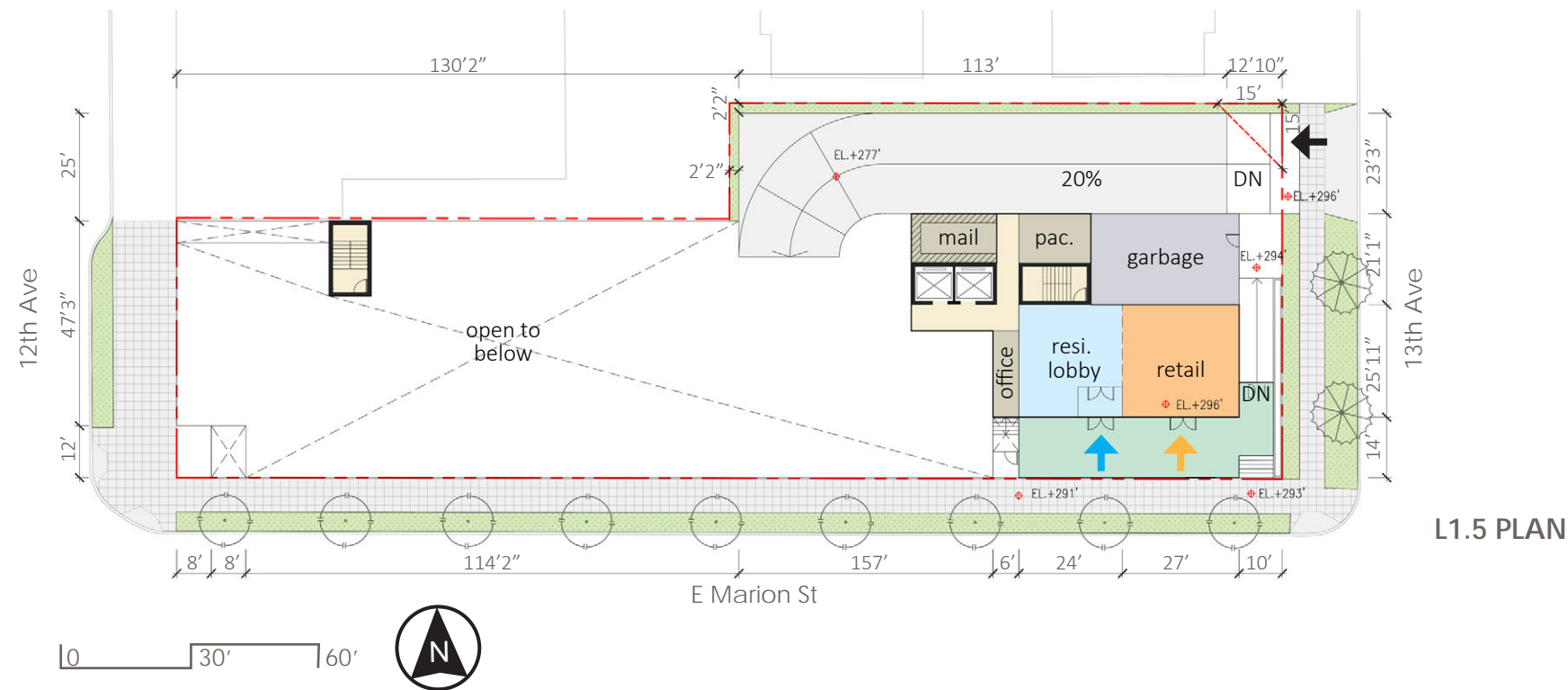
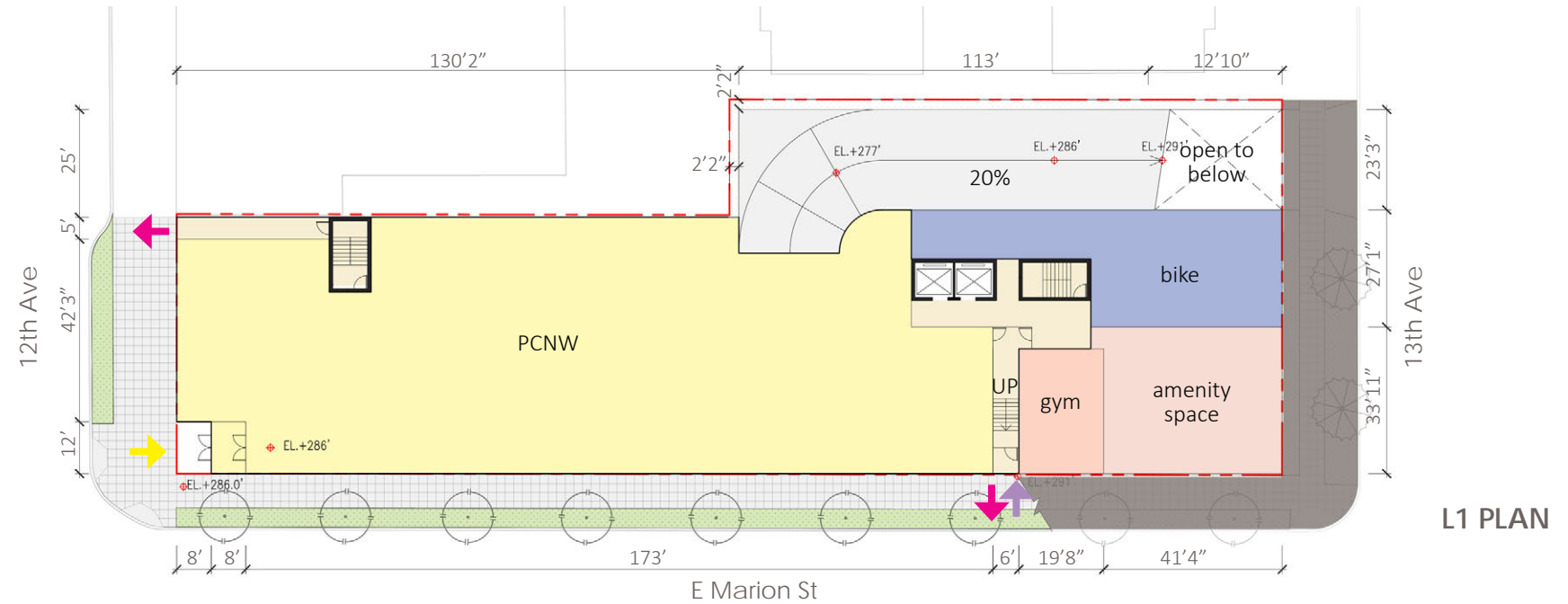


CONCEPT 2 - THE INTERLOCK | MODEL VIEWS



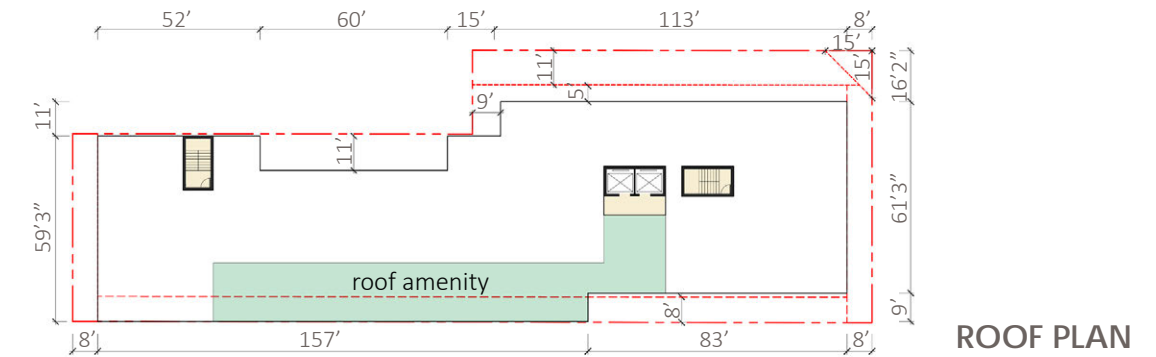
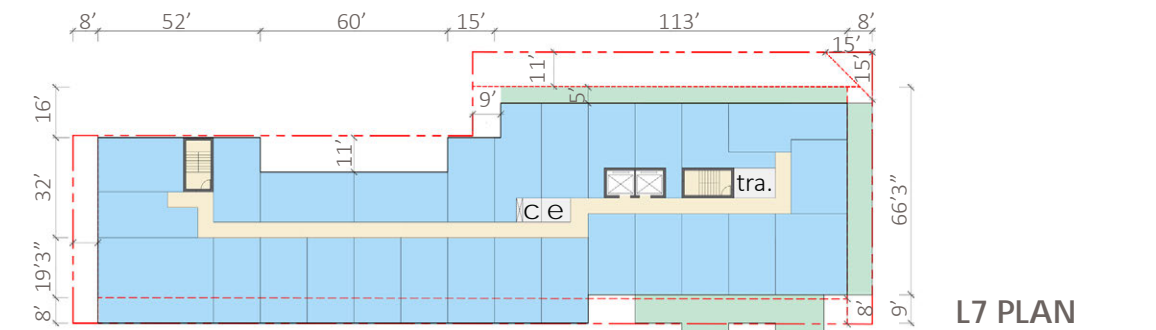
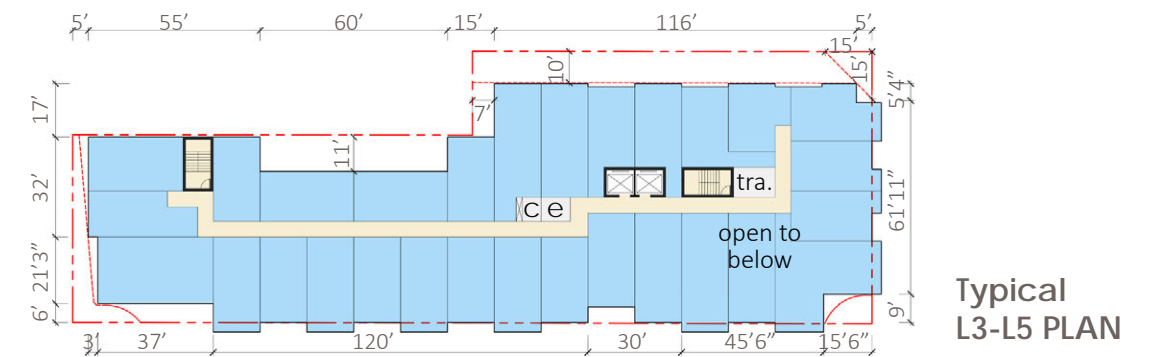
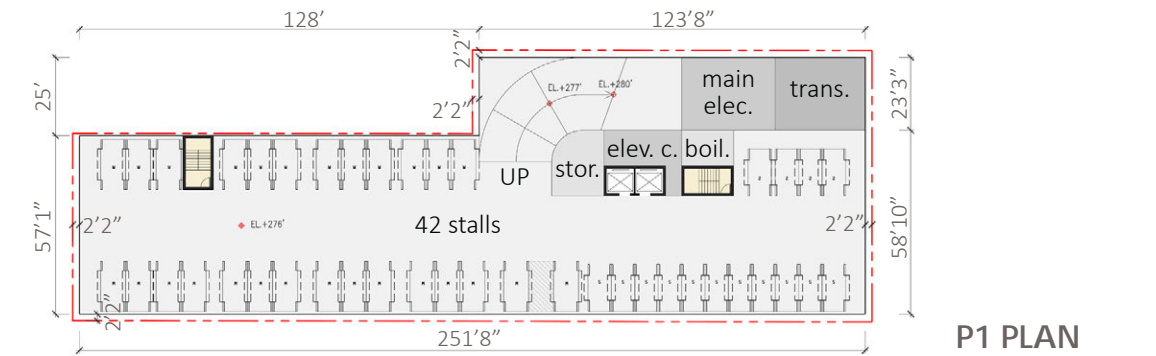
- 4 PEDESTRIAN VIEW - Looking north-west from intersection of 13th Ave. and E Marion St.
- 5 PEDESTRIAN VIEW - Looking south on 12th Ave.
- 6 AERIAL VIEW - Looking south-west



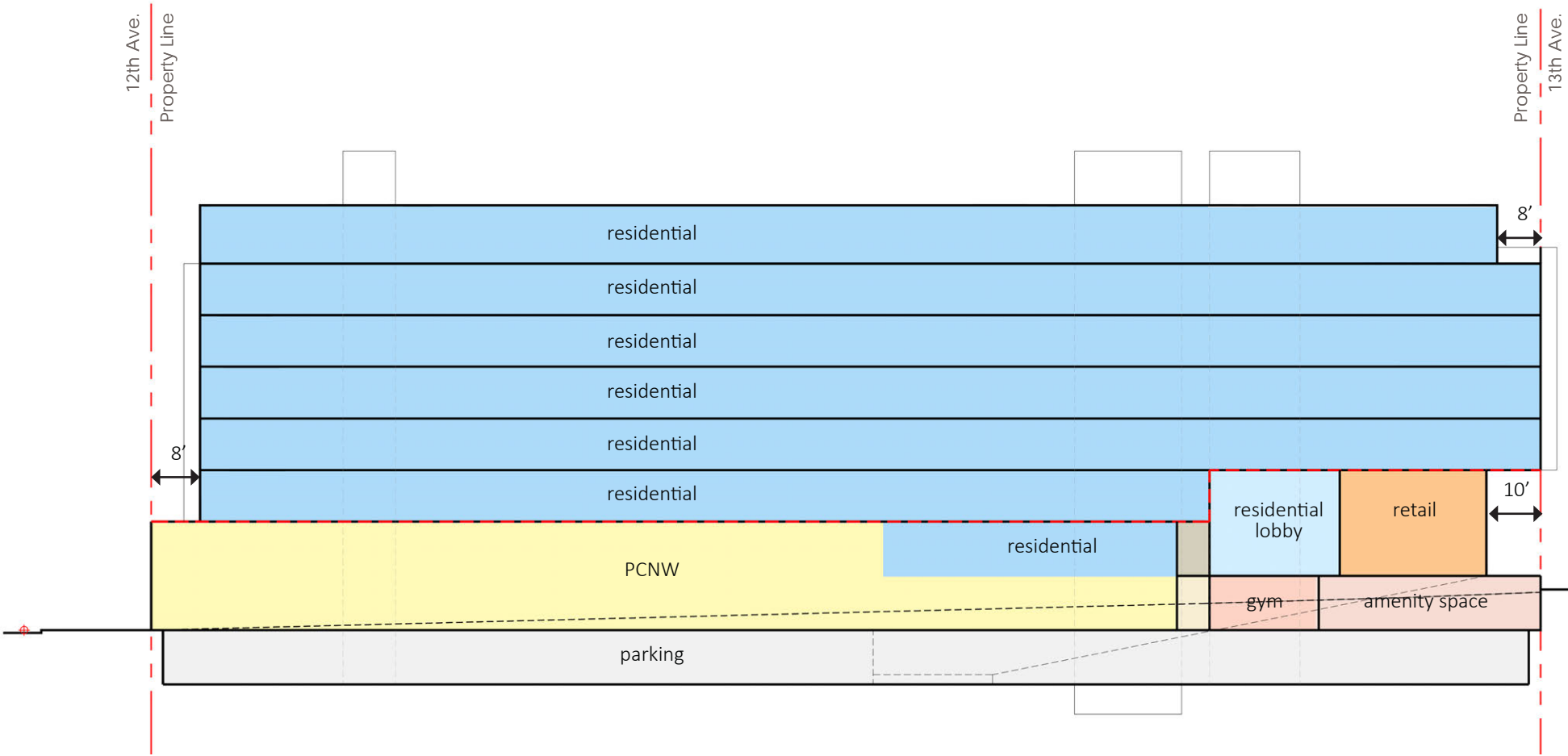


- PROGRAM
- | | | | |
|---------|-------------------|----------------|------------------|
| PCNW | bike parking | open amenity | circulation |
| gym | retail | garbage room | vehicle parking |
| amenity | residential lobby | mail & package | residential unit |

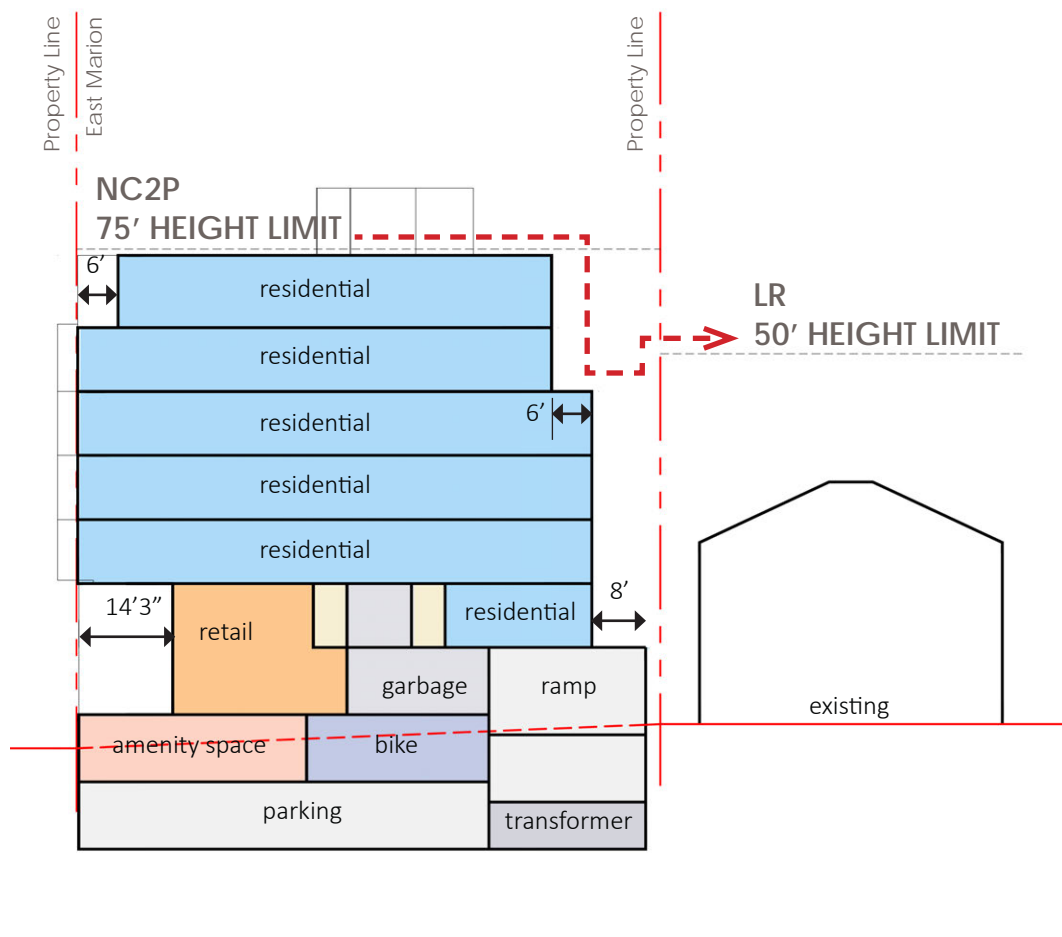
- ACCESS
- | | |
|------------------|-------------------|
| vehicular access | residential entry |
| PCNW access | retail entry |
| bike access | egress |



CONCEPT 2 - THE INTERLOCK | TYPICAL SECTIONS



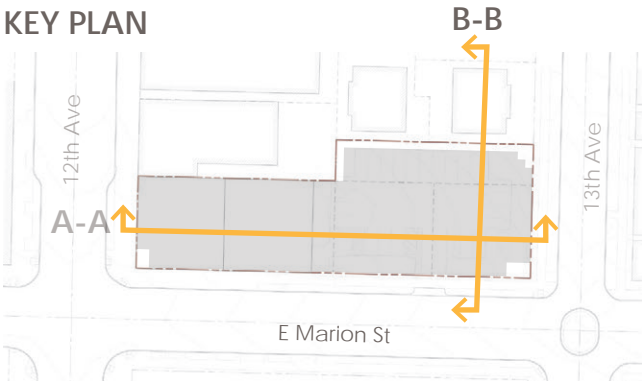
SECTION A-A



SECTION B-B



- PROGRAM
- | | | |
|---------|-------------------|--------|
| PCNW | coffee shop | office |
| gym | residential lobby | egress |
| amenity | residential unit | |



CONCEPT 2 - THE INTERLOCK | SUN/SHADOW ANALYSIS

9AM
SPRING & FALL EQUINOX



NOON
SPRING & FALL EQUINOX



3PM
SPRING & FALL EQUINOX



SUMMER

WINTER



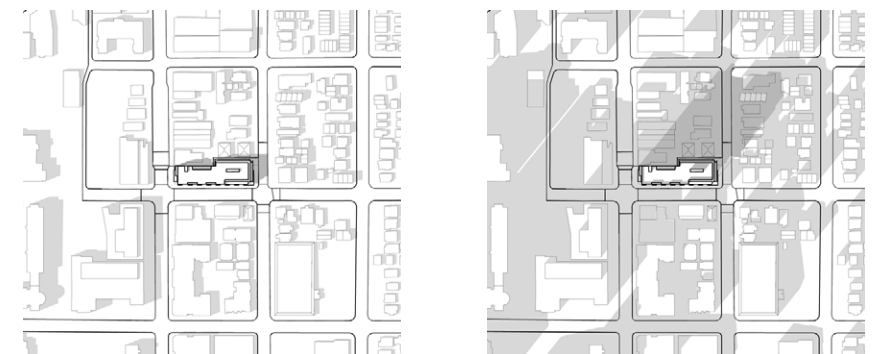
SUMMER

WINTER



SUMMER

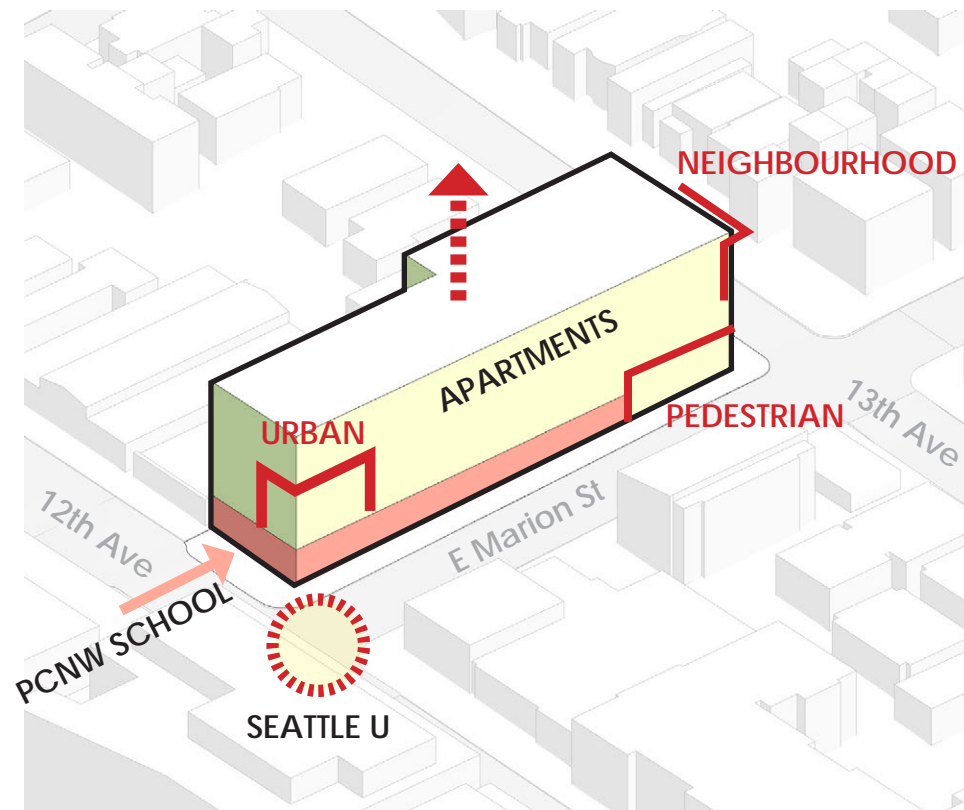
WINTER



CONCEPT 3 | THE APERTURE

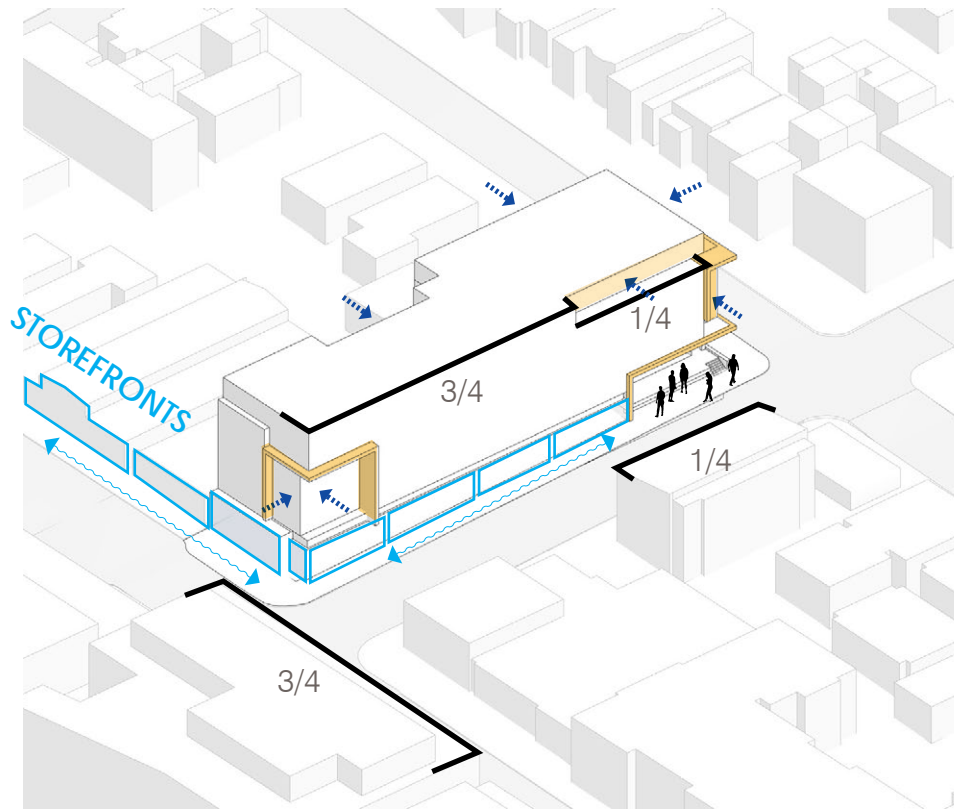


CONCEPT 3 - THE APERTURE | FORM GENERATION



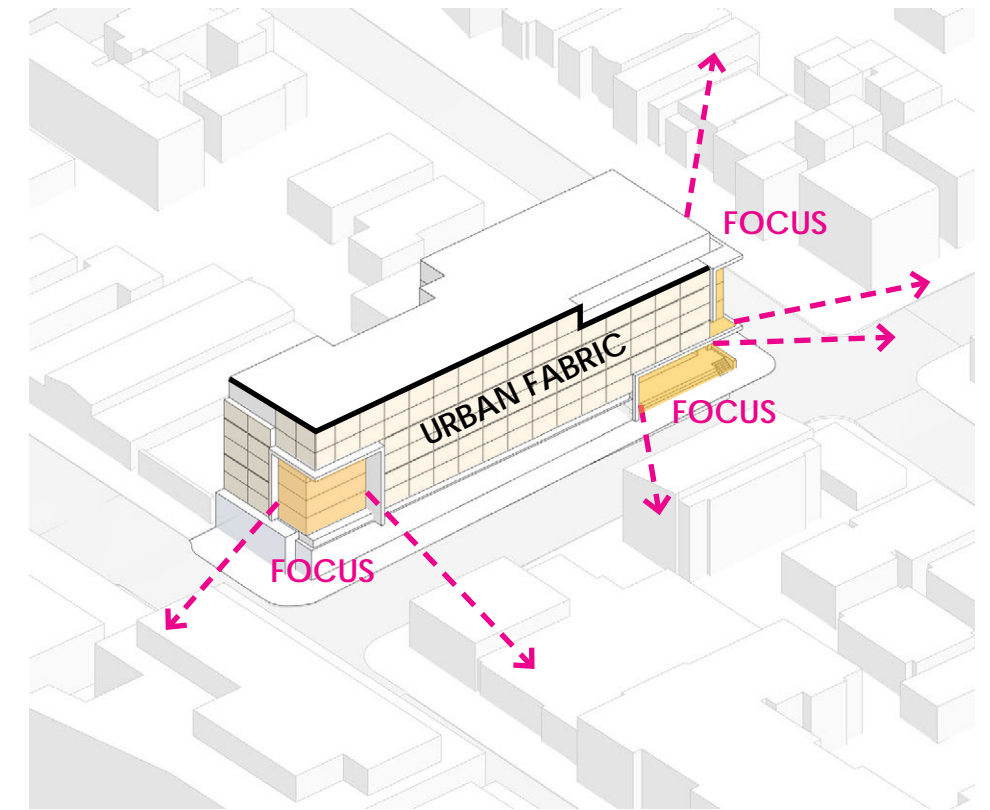
1. Extrude & Divide

Incorporate the photography school at the most active street level corner into the 7-level residential massing and locate apertures in the massing to relate to various neighborhood scales and points of interest on the massing.



2. Framing

Scale the building street corner entries to relate to the neighbourhood by recessing the mass and introducing a framing language to the apertures. Enhance corner entries with a recessed porch and setback a portion of the upper level adjacent to the residential zone to reduce the overall bulk and create a stepped building mass.

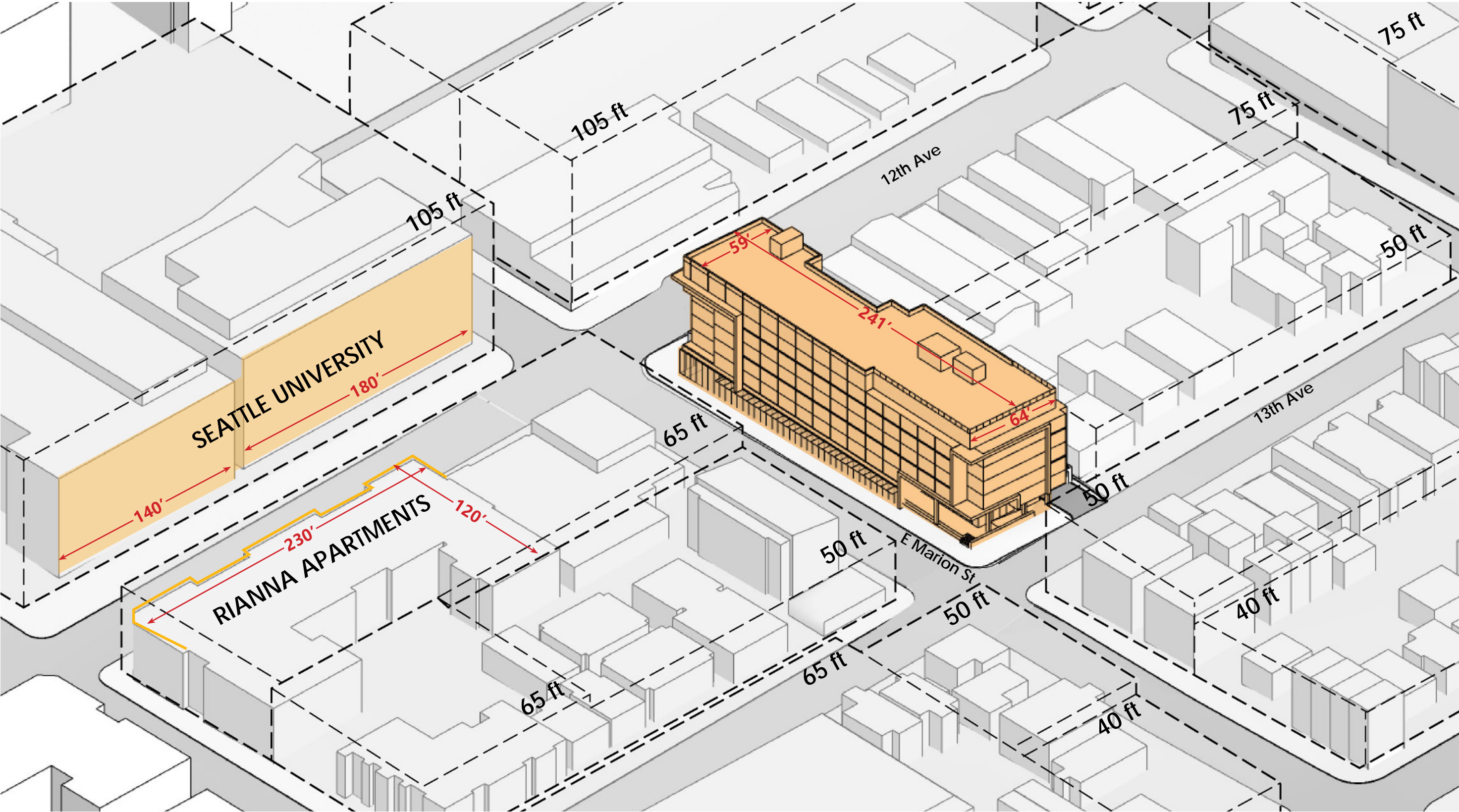


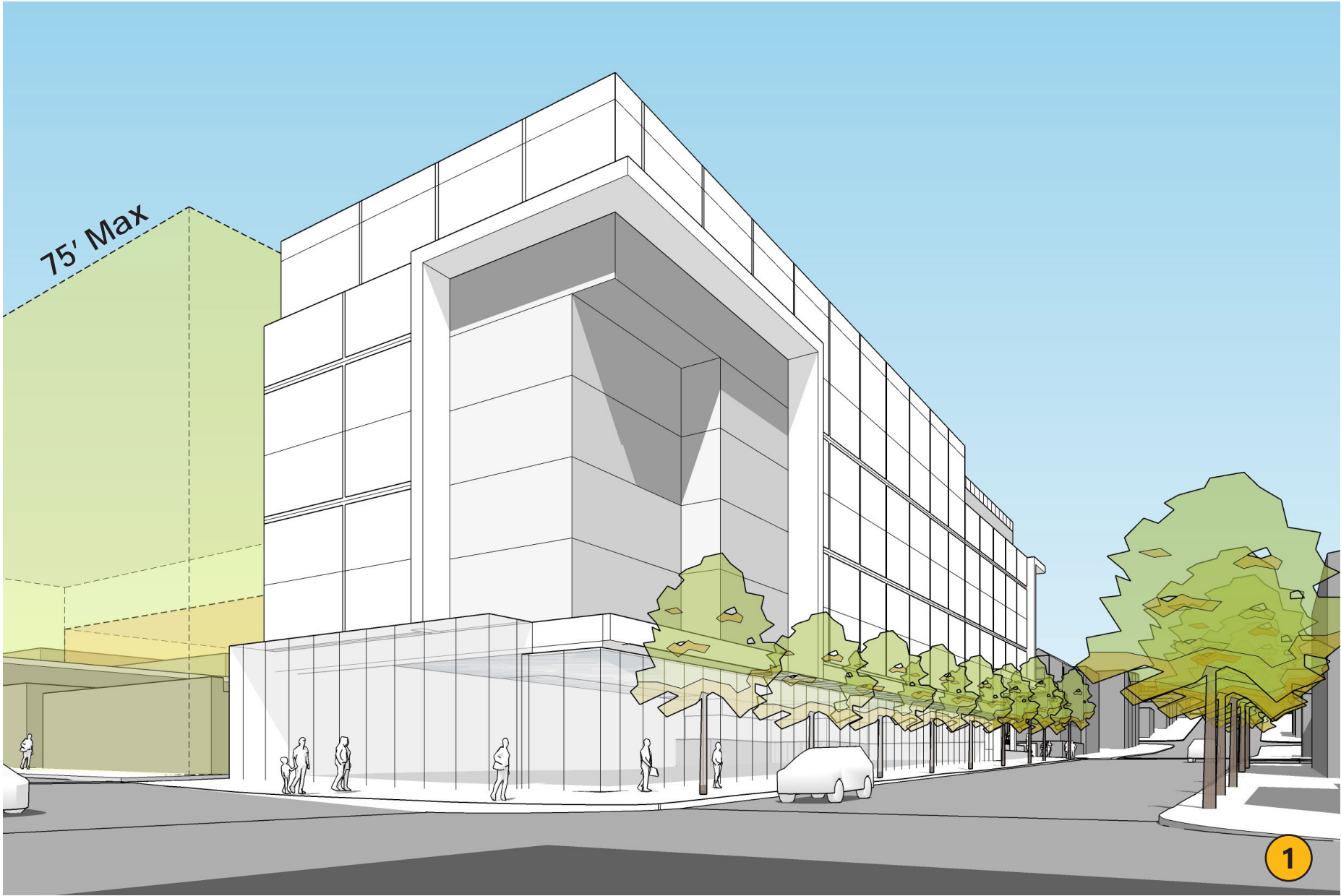
3. Articulate

Pixelate the infill massing with a simple grid of residential unit-scaled modules to reflect the use and further break down the scale of the building.

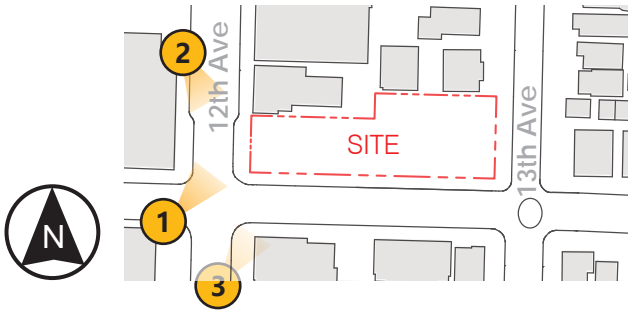
Create a hierarchy of focal points connected by a "fabric" building infill.

CONCEPT 3 - THE APERTURE | MODEL VIEW WITH CONTEXT

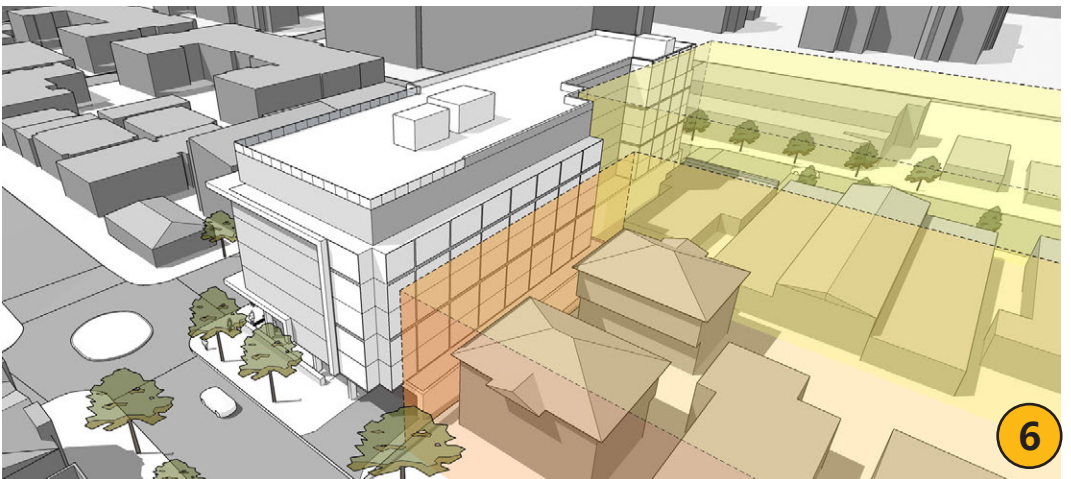




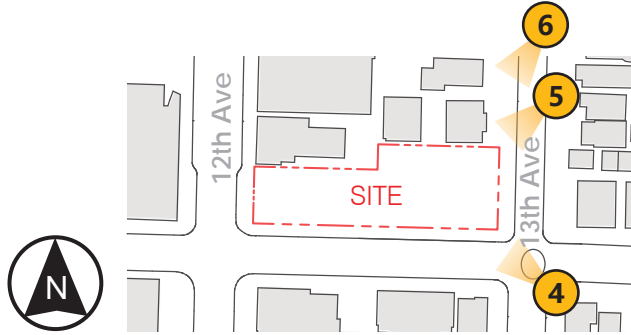
- 1** PEDESTRIAN VIEW - Looking north-east from intersection of 12th Ave. and E Marion St.
- 2** PEDESTRIAN VIEW - Looking south on 12th Ave.
- 3** AERIAL VIEW - Looking north-east



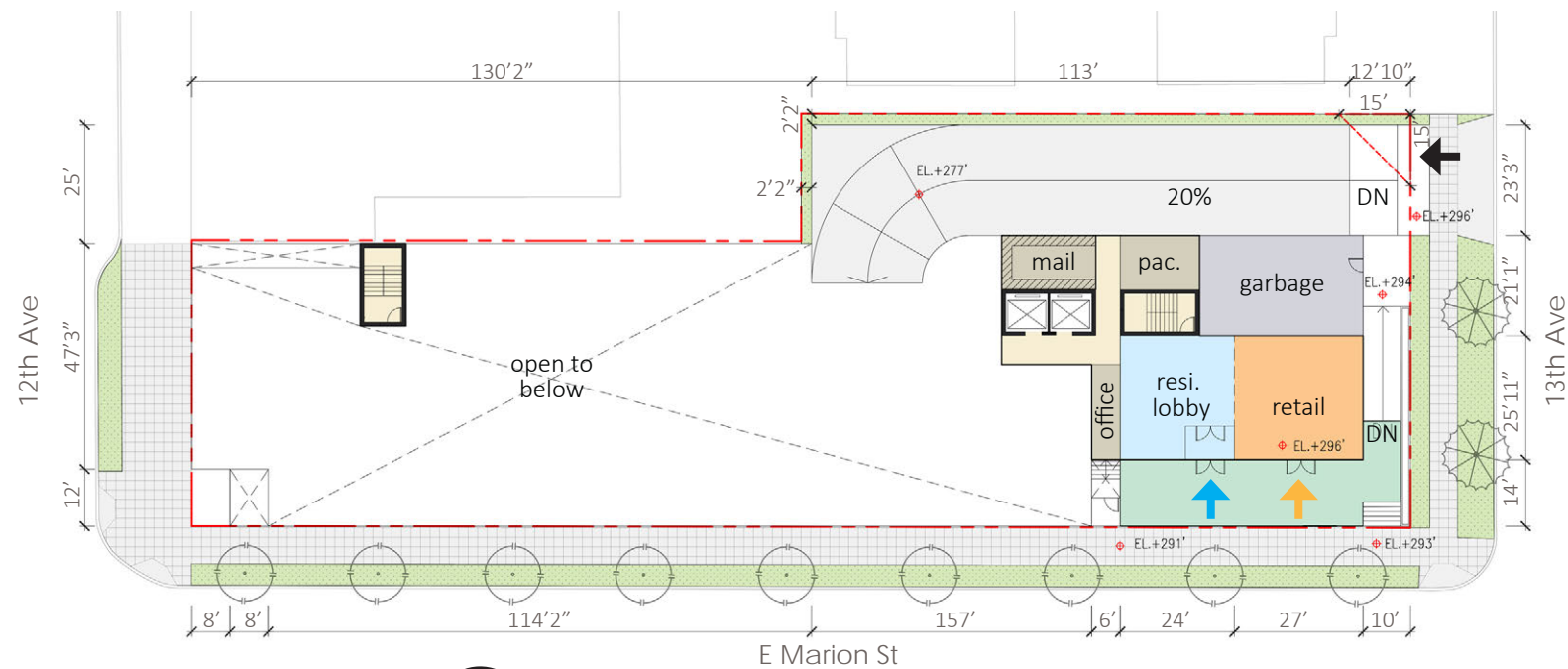
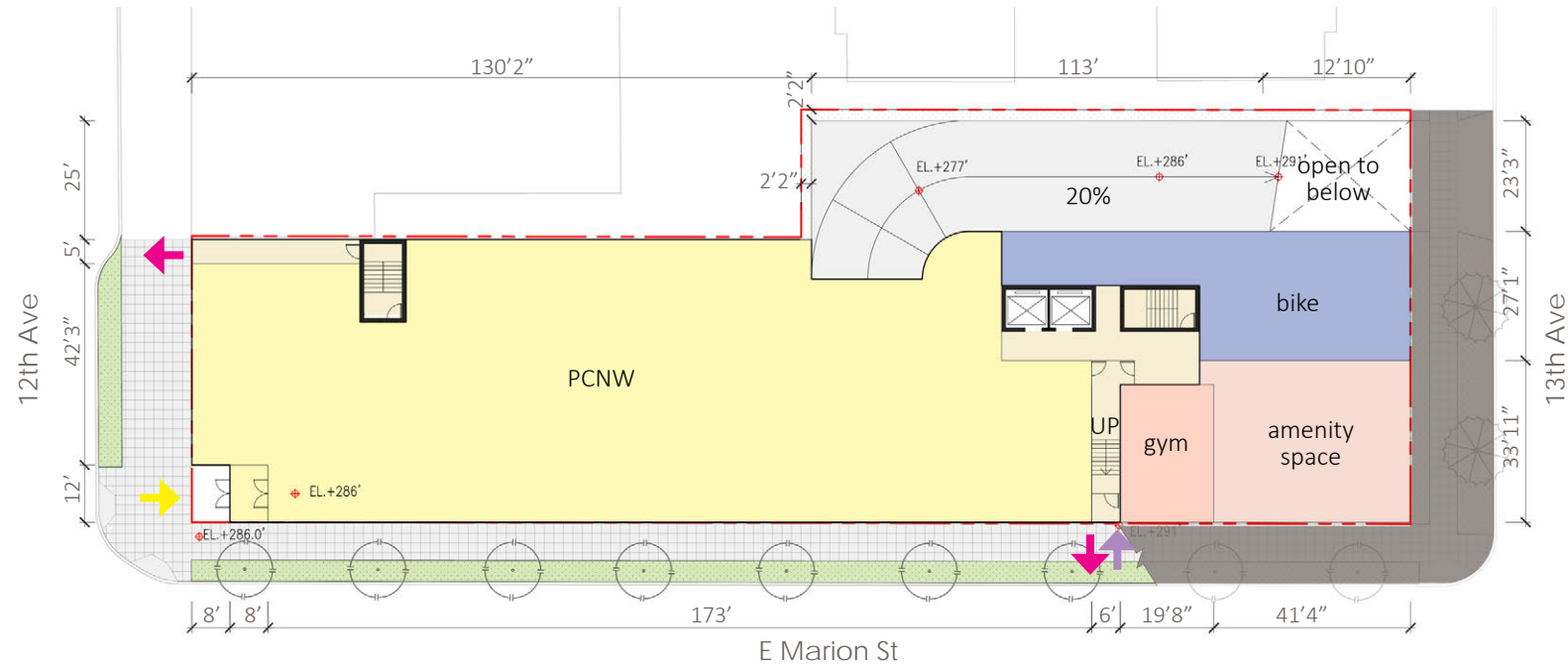
CONCEPT 3 - THE APERTURE | MODEL VIEWS



- 4 PEDESTRIAN VIEW - Looking north-west from intersection of 13th Ave. and E Marion St.
- 5 PEDESTRIAN VIEW - Looking south on 12th Ave.
- 6 AERIAL VIEW - Looking south-west



CONCEPT 3 - THE APERTURE | FLOOR PLANS



PROGRAM

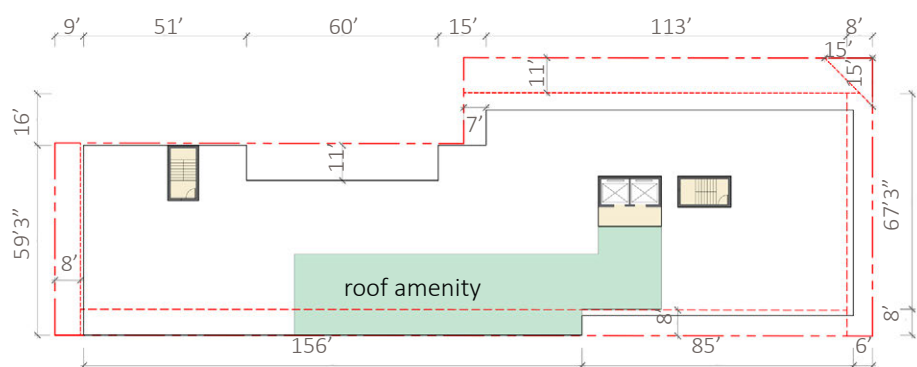
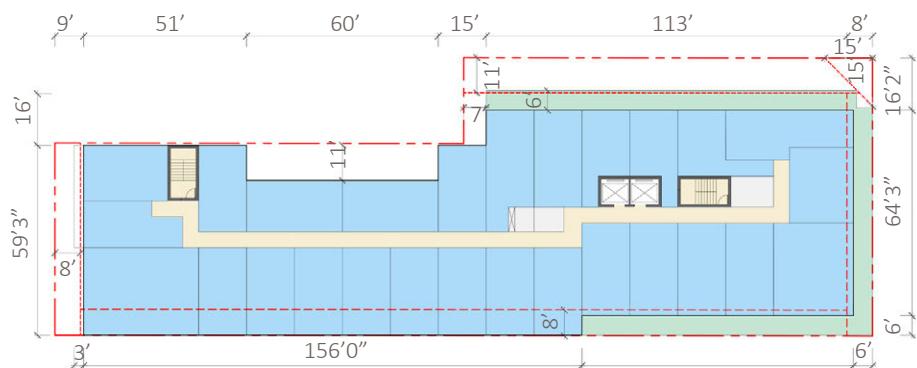
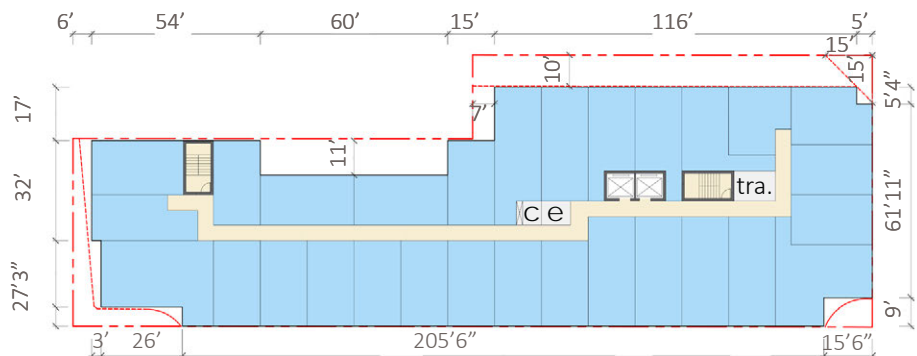
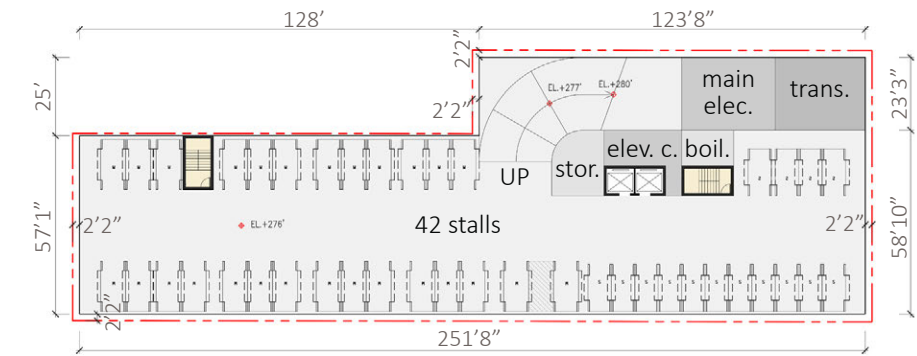
PCNW	bike parking	open amenity	circulation
gym	coffee shop	garbage room	vehicle parking

L1 PLAN

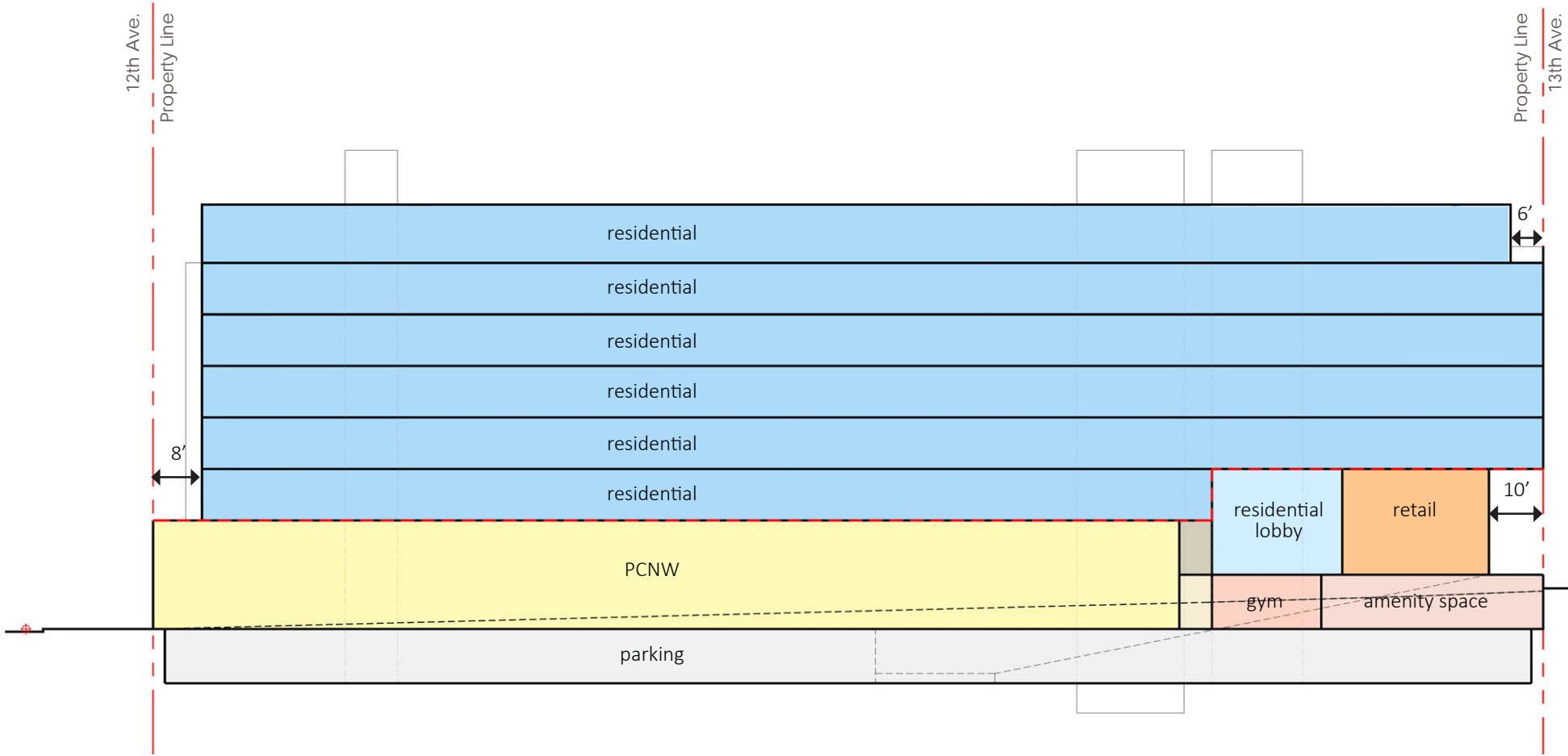
L1.5 PLAN

ACCESS

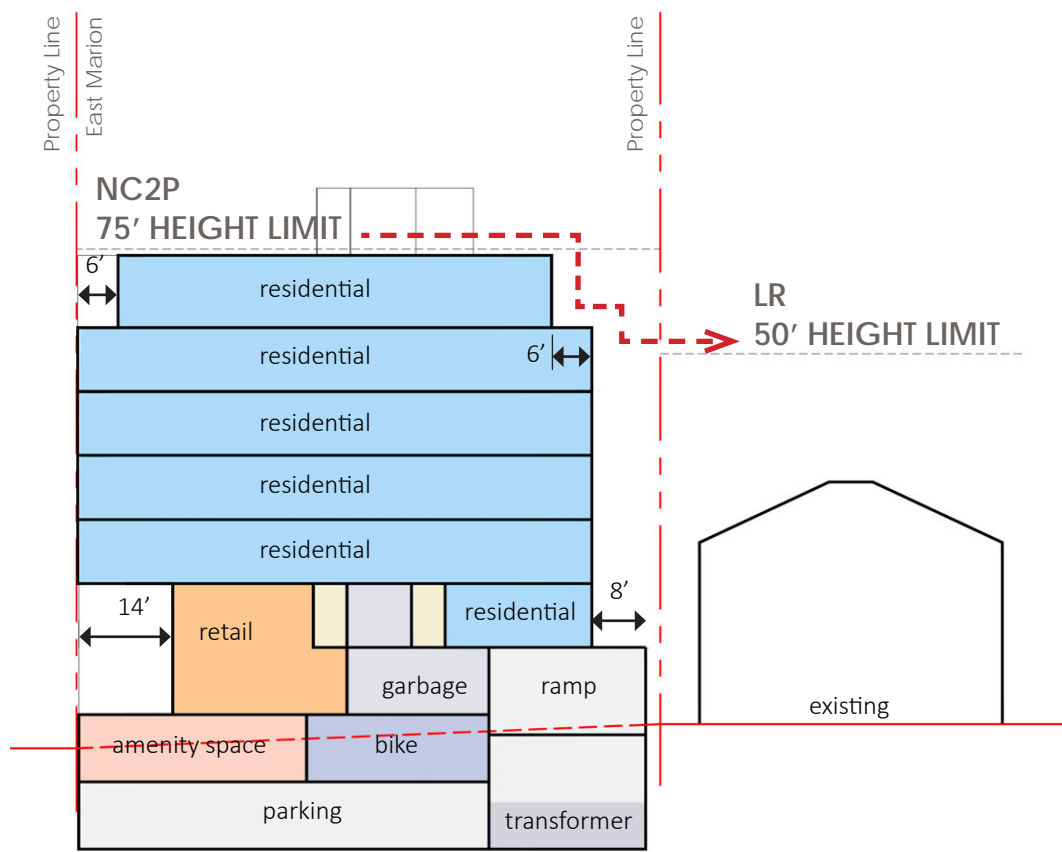
vehicular access	residential entry
PCNW access	coffee shop entry



CONCEPT 3 - THE APERTURE | TYPICAL SECTIONS



SECTION A-A



SECTION B-B

0 40 FT

- PROGRAM
- PCNW
 - gym
 - amenity
 - coffee shop
 - residential lobby
 - residential unit
 - office
 - egress

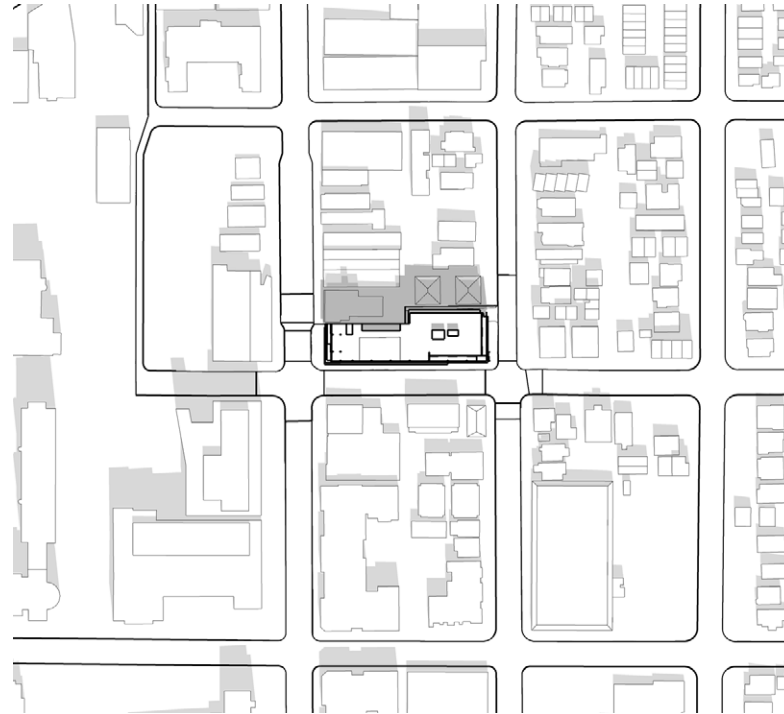


CONCEPT 3 - THE APERTURE | SUN/SHADOW ANALYSIS

9AM
SPRING & FALL EQUINOX



NOON
SPRING & FALL EQUINOX



3PM
SPRING & FALL EQUINOX



SUMMER

WINTER



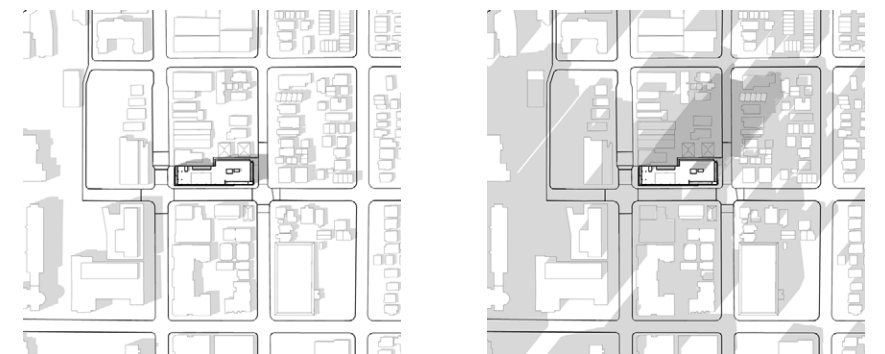
SUMMER

WINTER

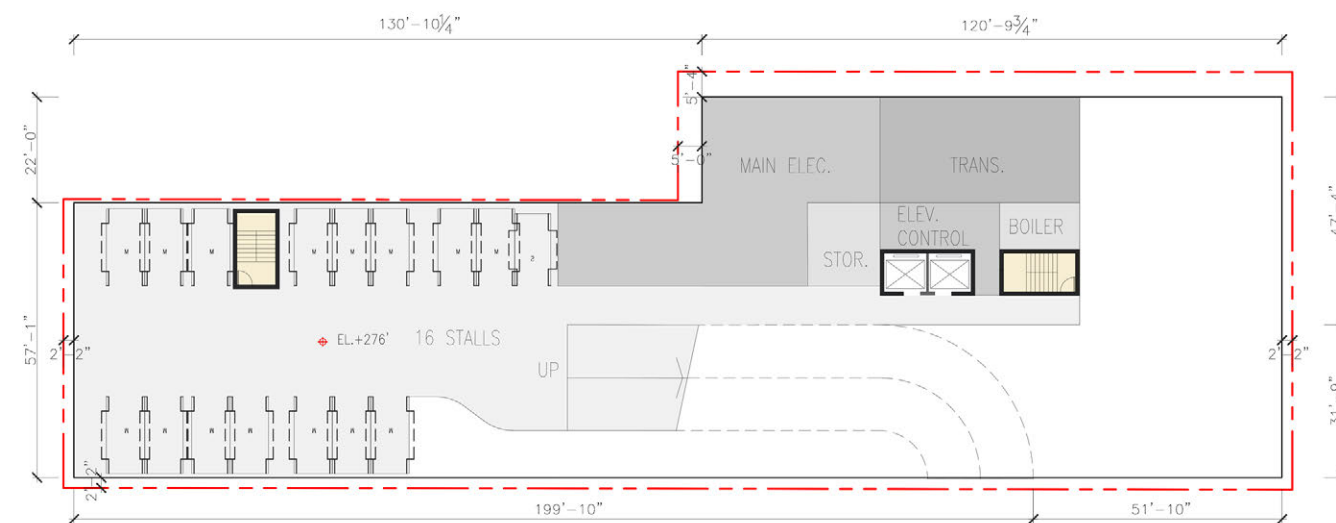


SUMMER

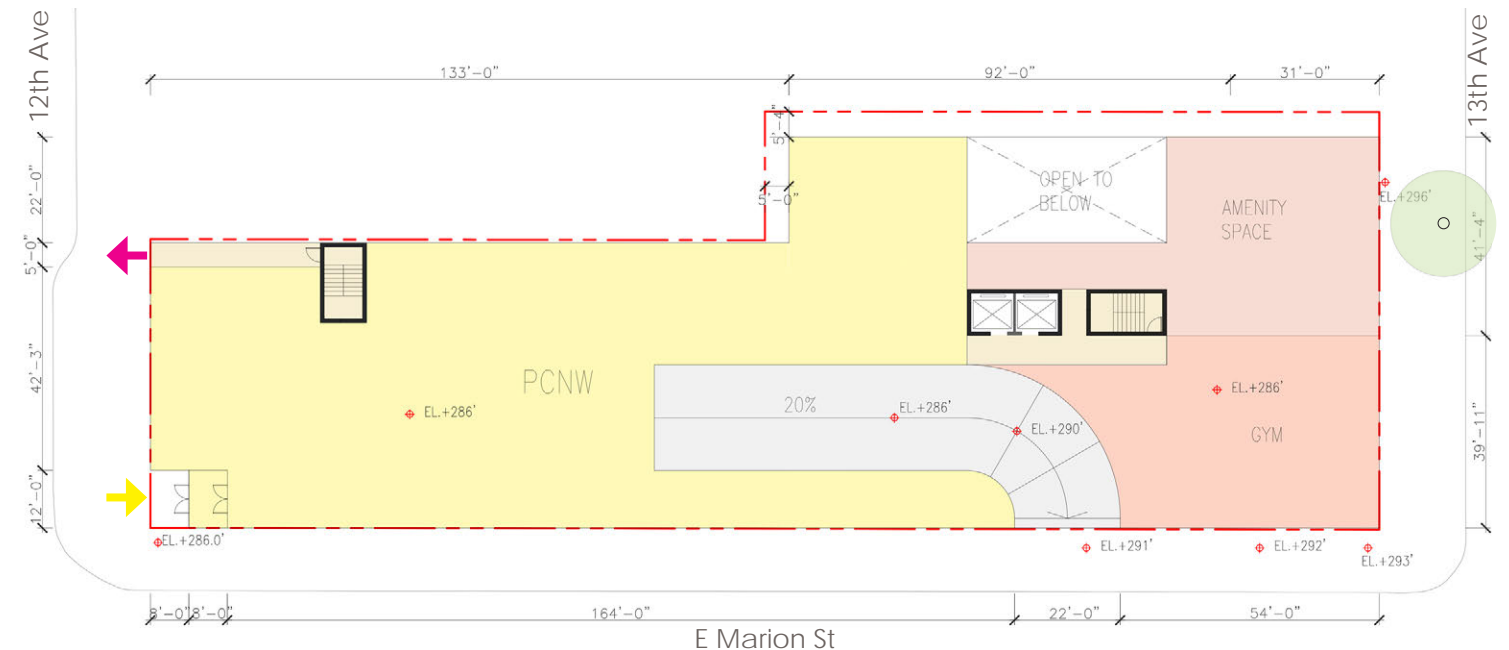
WINTER



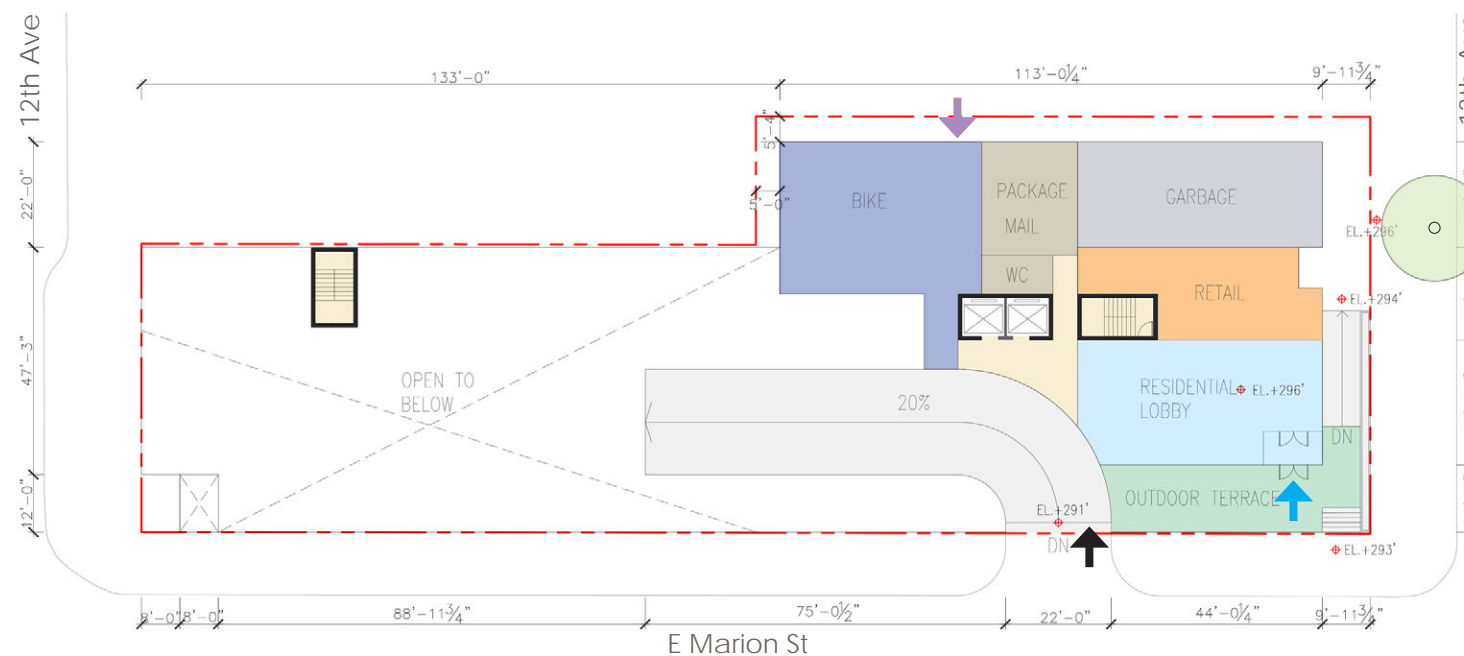
ALTERNATIVE GROUND LEVEL ANALYSIS | STUDY 1



P1 PLAN














L1 PLAN



L1.5 PLAN

PROGRAM

 PCNW	 bike parking	 open amenity	 circulation
 gym	 retail	 garbage room	 vehicle parking
 amenity	 residential lobby	 mail & package	

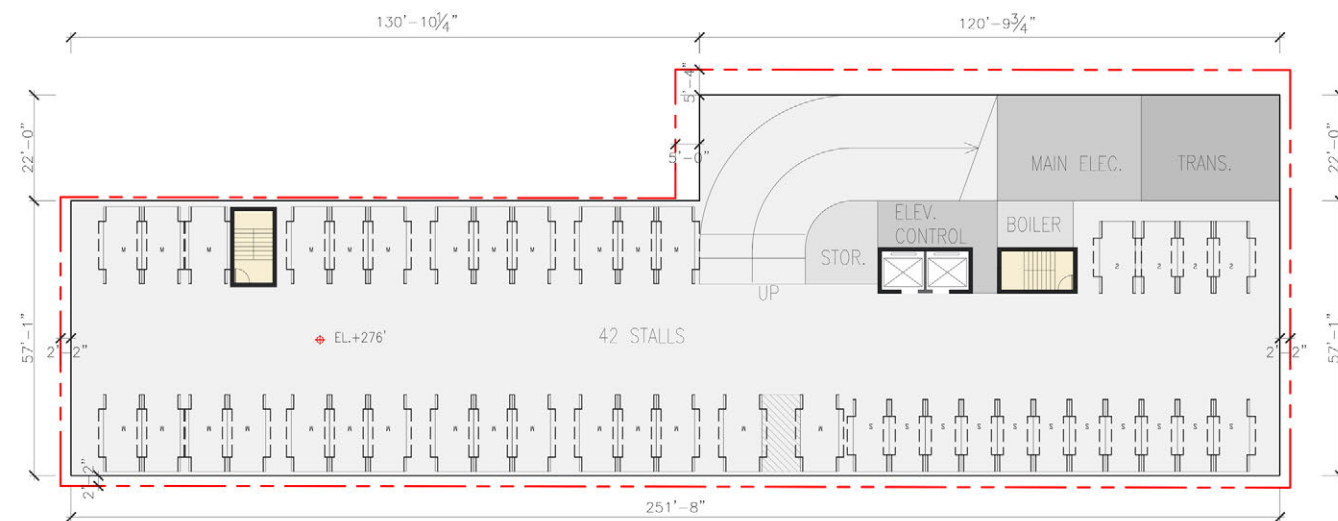
ACCESS

 vehicular access
  residential entry

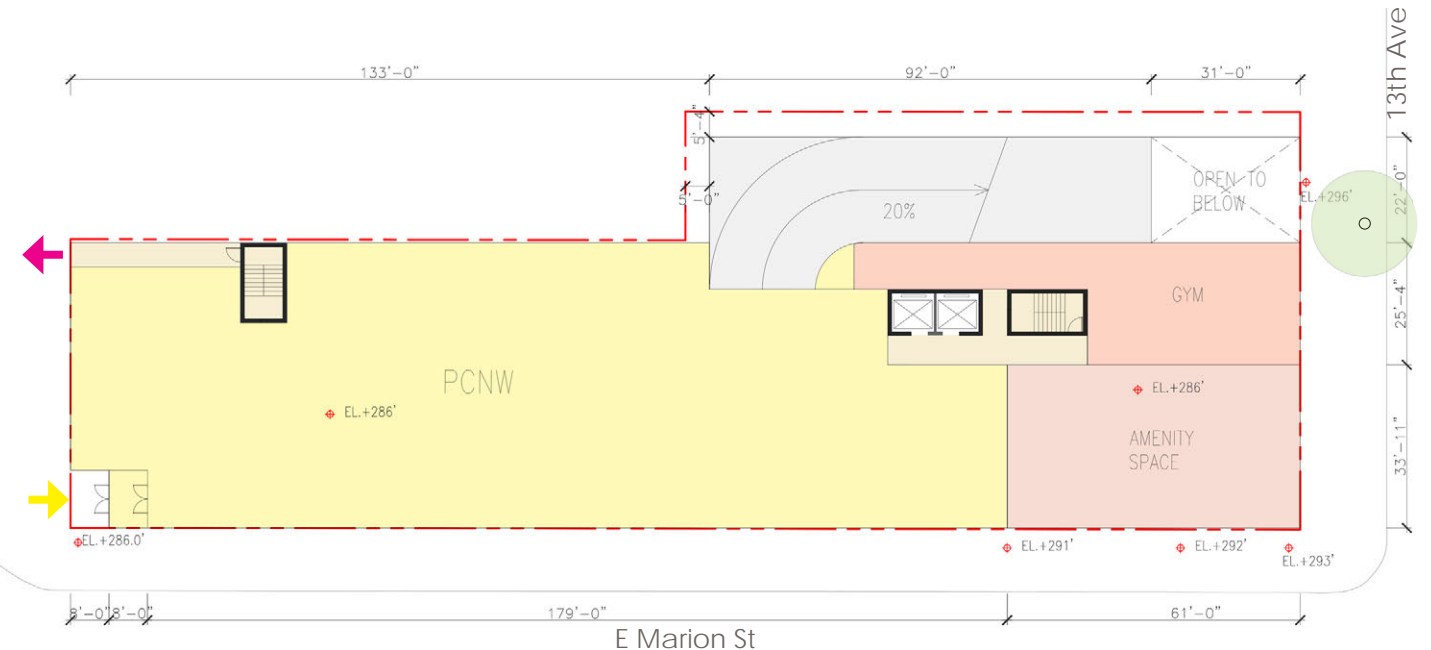
 PCNW access
  egress

 bike access

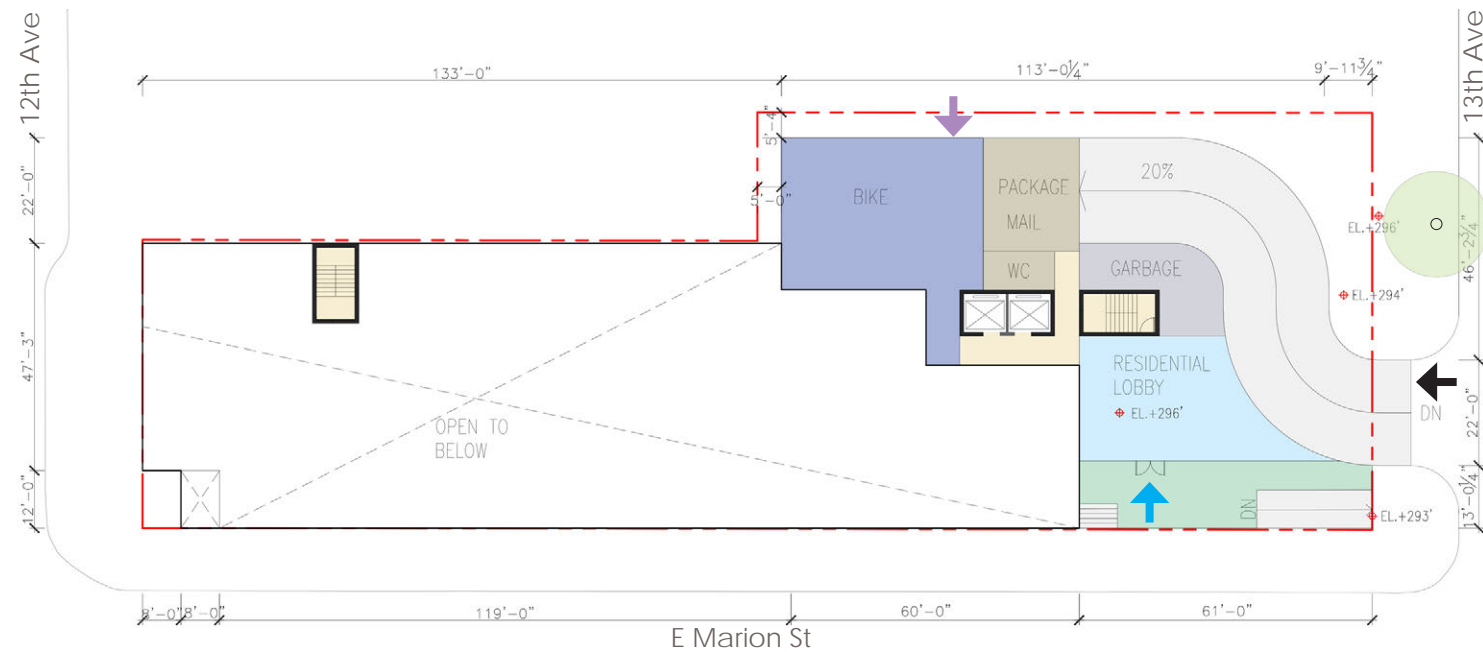




P1 PLAN



L1 PLAN



L1.5 PLAN

PROGRAM

PCNW	bike parking	open amenity	circulation
gym	retail	garbage room	vehicle parking
amenity	residential lobby	mail & package	

Alternative Ground level 2:

Opportunities:

- Locates the curb cut along 13th Ave. working around the existing street tree on the NE.
- Automobile access off 13th Ave. allows for a contiguous space for the photography school and continuous frontage along E. Marion st. It also creates the most efficient P1 plan providing 42 parking stalls below grade.

Challenges:

- Curb cut location towards the SE corner on 13th Ave. is too close to the street intersection.
- S-shaped driveway/ramp is hard to navigate and will have to swing around the building core taking up almost all of the 13th ave. street frontage and greatly impacting the functionality, flexibility, and access to back of house spaces like the garbage room.
- Additional street trees along 13th Ave. would not be able to be planted given this curb cut location.

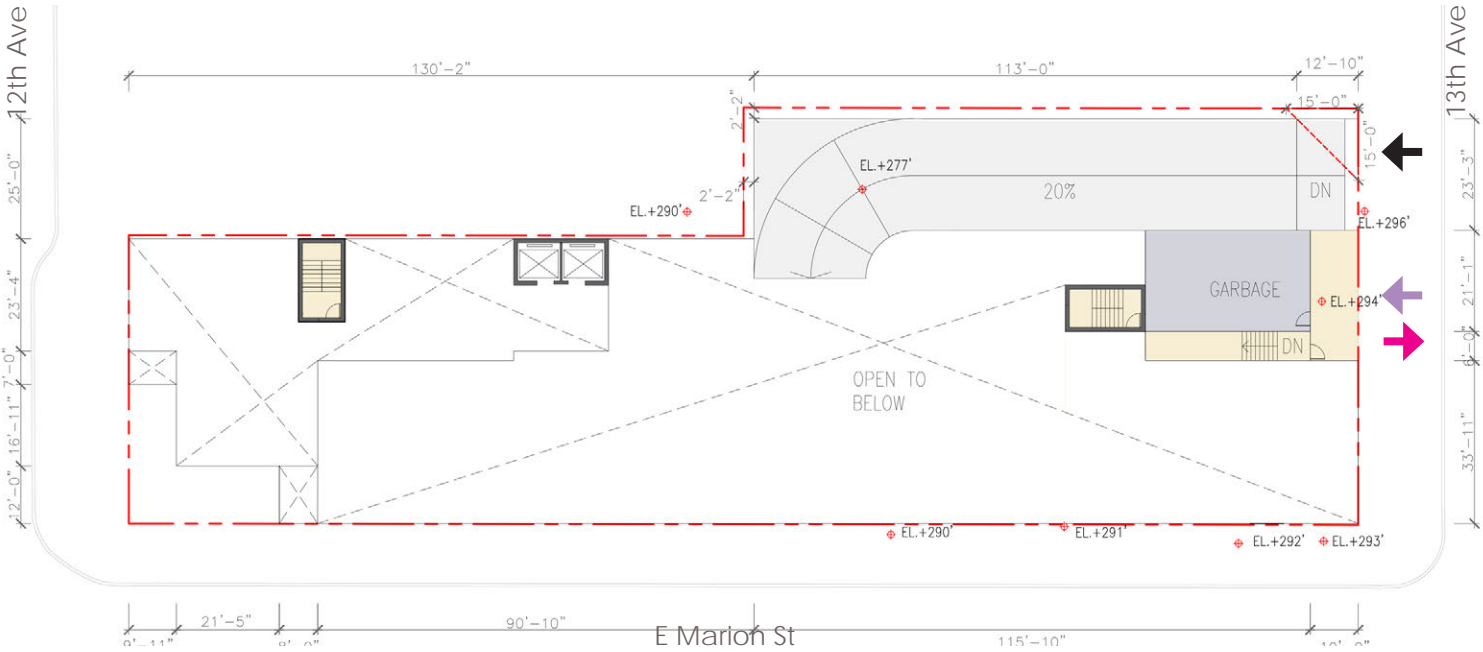
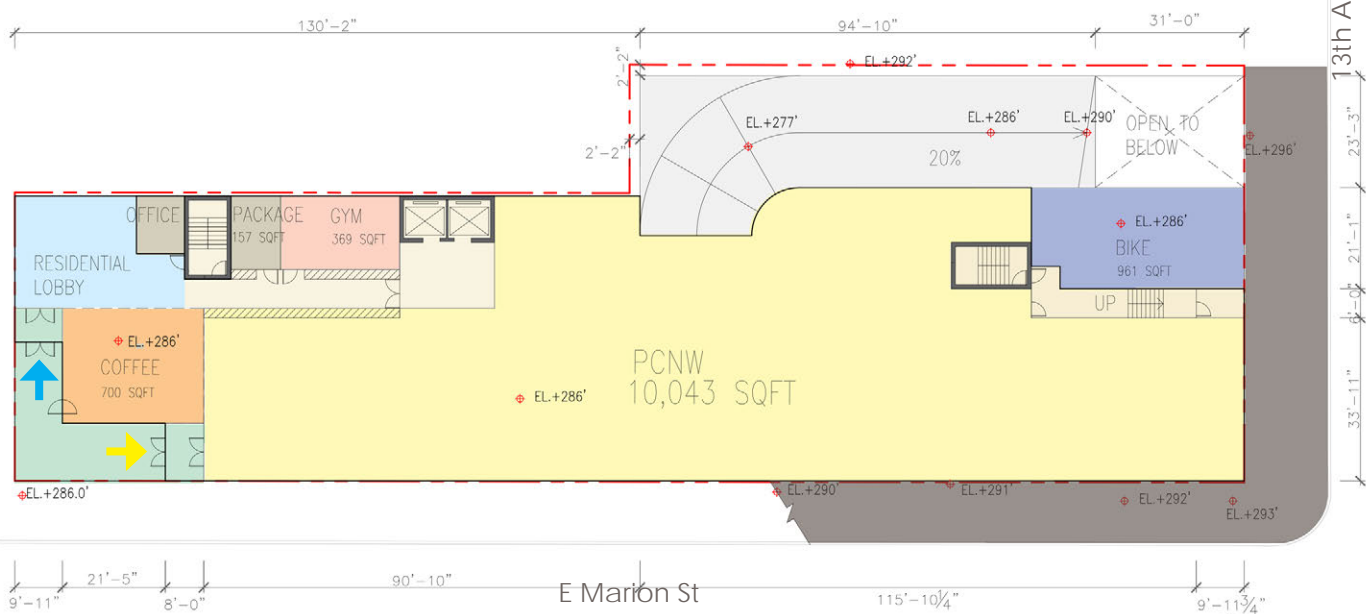
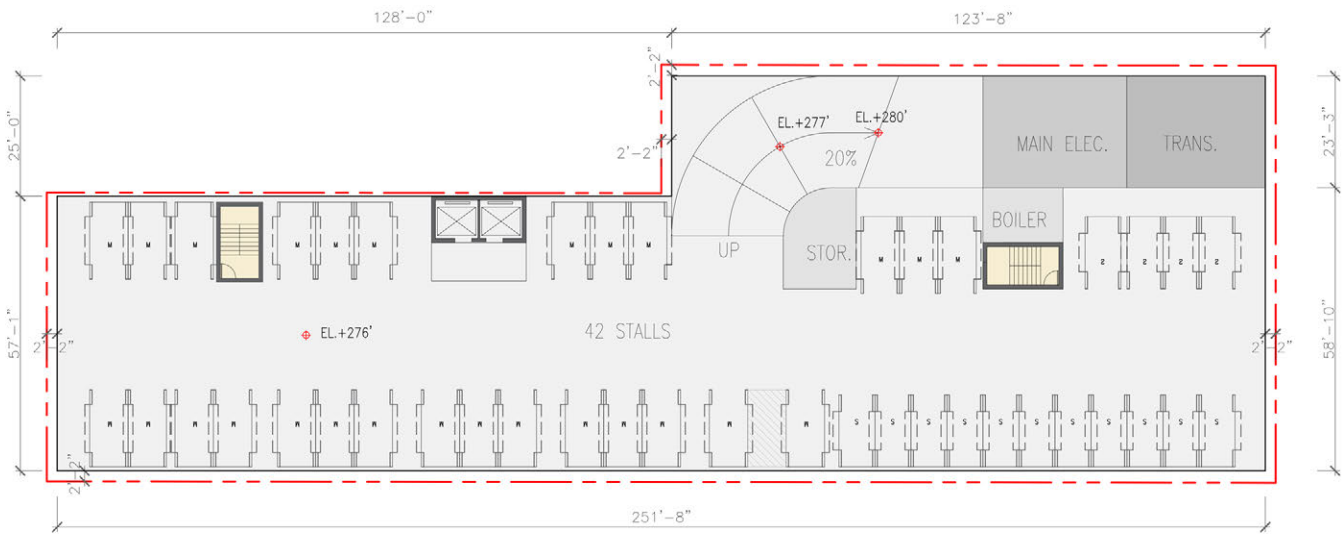
ACCESS

vehicular access	residential entry
PCNW access	egress
bike access	

0 30' 60'



ALTERNATIVE GROUND LEVEL ANALYSIS | STUDY 3



Alternative Ground level 3:

Opportunities:

- Locates all main entrances to the project at the busiest street corner along 12th Ave.
- The school now has 13th Ave. frontage but shares frontage on 12th Ave.

Challenges:

- Sharing 12th Ave. with other uses does not work for the School as they would like to preserve their exposure on 12th and at the street corner similar to how their existing building fronts onto the street today.
- Residential amenity spaces no longer fit on the ground levels and would need to occupy space on the upper levels, reducing the number of residential units the project brings to the neighborhood.
- Given the slope of E. Marion St. the School's frontage along 13th Ave. and portions of E. Marion is partially below grade and there would need to be internal stairs/ramps/elevators to access the space from the sidewalk. Additionally, pedestrians would be looking down into the school's space at those locations along the sidewalk.

PROGRAM

PCNW	bike parking	open amenity	circulation
gym	retail	garbage room	vehicle parking
amenity	residential lobby	mail & package	

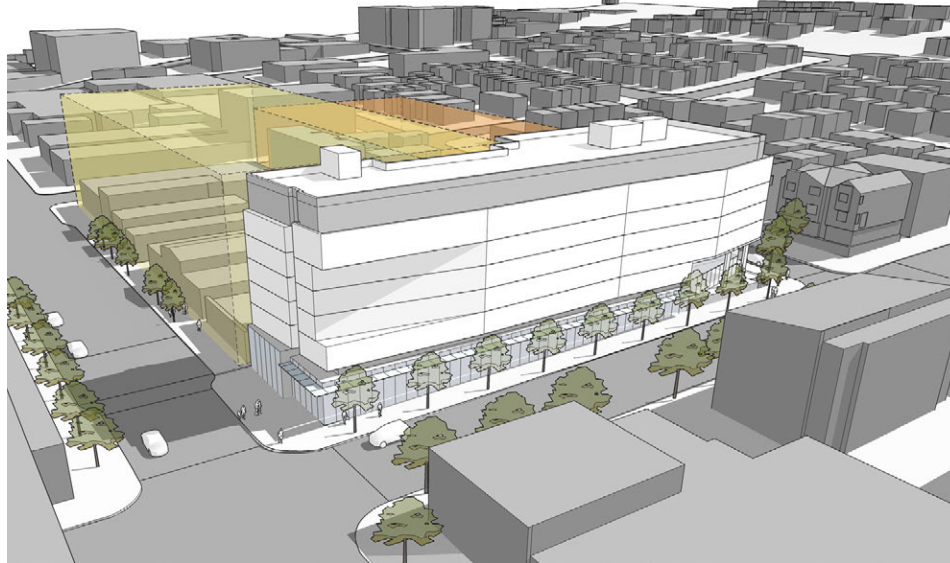
ACCESS

vehicular access	residential entry
PCNW access	egress
bike access	



CONCEPT COMPARISON - THREE MASSING OPTIONS

CONCEPT 1 | THE FOLD



Unit Count: 168
Parking Stalls: 0

Opportunities:

- Angeled massing creates a unique articulated facade
- Interest created by folded geometry can accommodate a simple pallet of materials and building fenestration options
- Continuous private decks on upper level

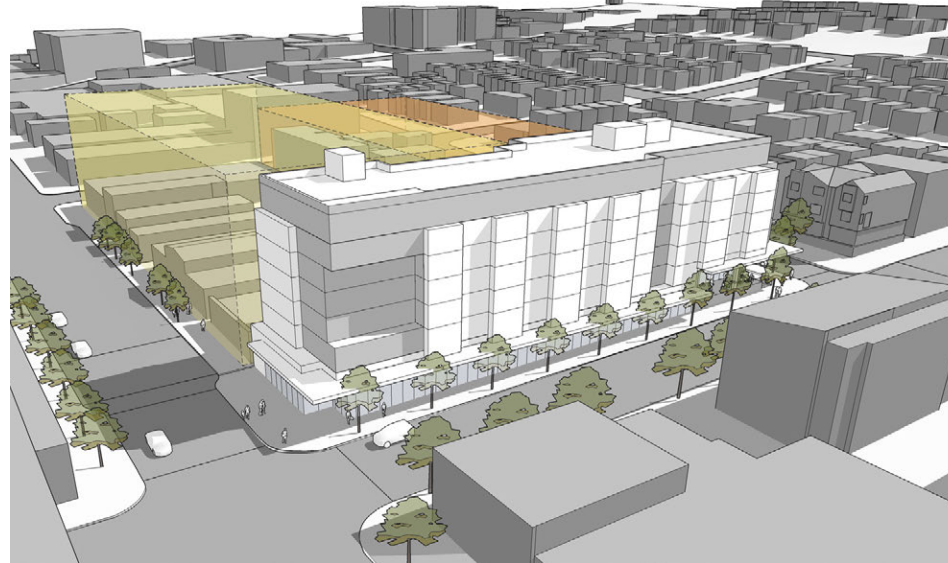
Constrains:

- Large massing move relates to the institutional scale neighbors but less to the residential scale neighbors
- Horizontal orientation of the massing and recesses do not emphasize the building entries
- Sculptural quality further emphasizes the building's bulk
- Shape of outdoor terrace at SE corner not as functional

Compliance:

- No Departures

CONCEPT 2 | THE INTERLOCK



Unit Count: 168
Parking Stalls: 42

Opportunities:

- Articulation of upper level setback used to divide the building mass into two distinct interlocking facade expressions.
- Bay window modulation provided along the Marion and 13th street frontages
- Allows for a larger upper-level building setback at the NE corner
- Street level outdoor public terrace at SE corner

Constrains:

- Results in a conventional prescriptive apartment building form
- Requires an upper level setback departure

Compliance:

- Departure #1 - Upper Level Setback
(See departure section for more details)

PREFERRED

CONCEPT 3 | THE APERTURE



Unit Count: 168
Parking Stalls: 42

Opportunities:

- Articulation of upper level setback creates clear stepping geometry along the southern facade
- Framed apertures highlight building corners and entries creating various datum lines that relate to the various intersection of scales in the neighbourhood
- Simplified massing focuses on enhanced street corner apertures instead of the overall bulk of the building which is divided into a simple pixel grid of units
- Street level outdoor public terrace at SE corner
- Contemporary building design that responds better to newer and future projects in the neighbourhood

Constrains:

- Requires an upper level setback departure

Compliance:

- Departure #1 - Upper Level Setback
(See departure section for more details)



9.0

DEPARTURES

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DEPARTURE #1 SMC 23.47A.014 - UPPER LEVEL SETBACK (APPLIES TO CONCEPTS 2 AND 3)

STANDARD	REQUIREMENT	PROPOSED	JUSTIFICATION
SMC 23.47A.014.C Upper-level setbacks for street-facing facades.	For zones with a height limit of 75 feet, 85 feet, or 95 feet, the street-facing facade shall be set back as follows: 1. For zones with a height limit of 75 feet, portions of structures above 65 feet must be set back from the front lot line by an average depth of 8 feet.	Request a departure from the full required upper level facade setback along a portion of E. Marion St. And for Option 3, additionally request a reduced setback of 6' instead of 8' along 13th ave. and portions of E. Marion for consistency with the voluntary 6' deep northern setback. The building is currently required to provide an 8' deep setback on all of its 3 street frontages on the top floor (Level 7). By allowing a portion of the top floor to remain flush with the rest of the building at the SW corner, a stepped massing expression along E. Marion street is possible with the taller massing (7 levels perceived) relating in height to the new Seattle U science building to the west and the shorter massing (5 levels perceived) relating to the residential context to the east.	<p>This departure allows for a stepped massing expression along E. Marion St. It does not result in a bigger building (development FAR) but allows for additional larger residential units. The departure allows for additional articulation along the north facing facade and a deeper outdoor terrace recess at the SE corner of the project. Setback reductions on the north and west side of the street have minimal solar impact.</p> <p>CS2-1-B Transition and Delineation of Zones PL1-2-B Connection Back to the Community PL3-2-I Porches and Stoops DC2-1-C,D,E Building Layout and Massing DC3 -1-C Common Open Spaces</p>

