

## 1740 NW MARKET STREET



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# Project Goals

The **Ballard Blossom** / *a love letter ;*

Nestled in the heart of vibrant Ballard, this project seeks to integrate and elevate housing. By bringing retail and beauty to one of the most energetic and beloved neighborhoods of Seattle, this project focuses on meeting the needs of the community.







Ballard -  
Seattle Public  
Library

NW 56TH STREET

20TH AVE NW

NW MARKET STREET

TALLMAN AVE NW

BARNES AVE NW

17TH AVE NW

15TH AVE NW

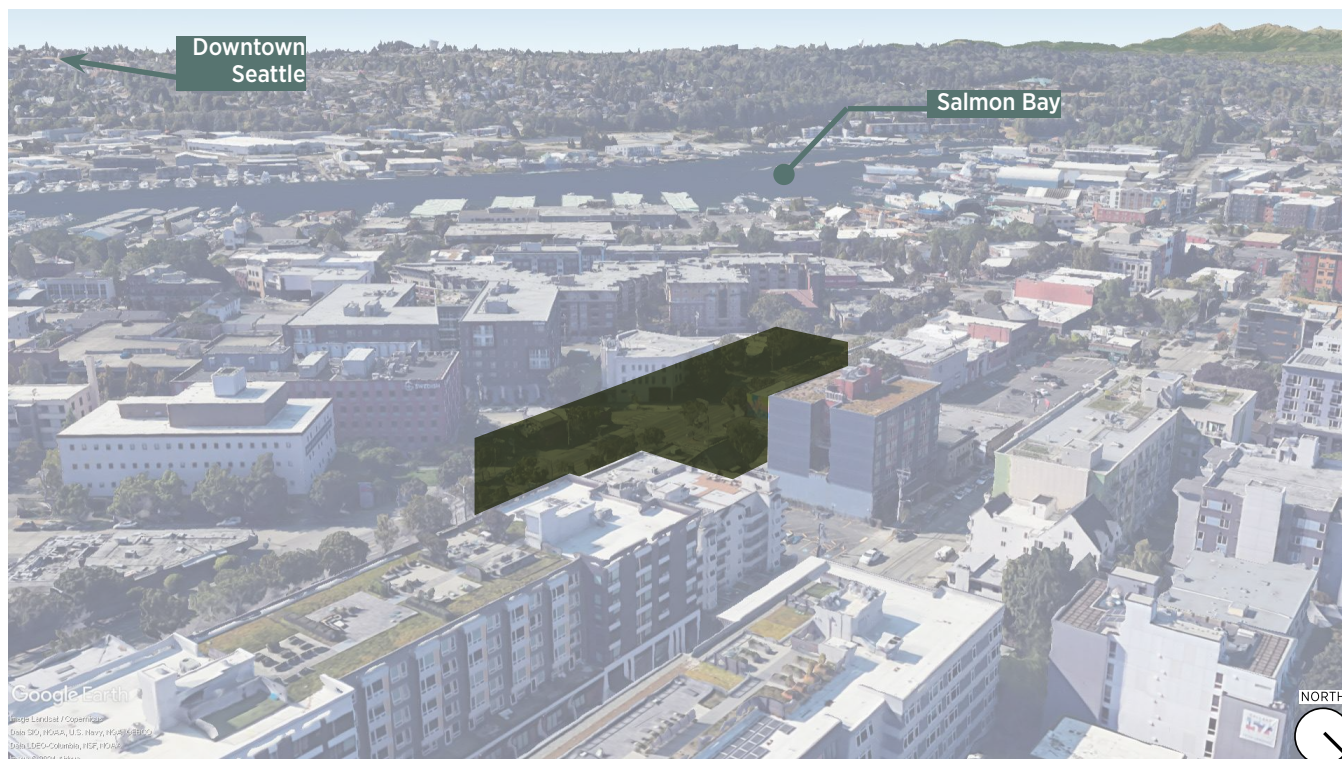
Ballard Farmer's  
Market





# 1 PROJECT INFORMATION





## Description

A new 8 story (85' high) apartment building located on Market Street with ground level retail.

## Project Data

GROSS FLOOR AREA: 250,000 SF (approx)

RETAIL/BUSINESS AREA: 6,450 SF (approx), ground level

DWELLING UNITS: 250 (approx)

PARKING: 150 stalls (approx), all within the building structure, below grade and at ground level, facing alley

## Parcel Data

Address: 1740 NW Market St, Seattle, WA

Parcel Numbers: 2767700855, 2767700850, 2767700845, 2767700830

## Contacts

### Owner - Development:

Holland Aquistition Co. LLC  
1000 Dexter Ave N, Suite 201  
Seattle, WA 98109

### Architect:

Ankrom Moisan Architects  
1505 5th Ave, Suite 300  
Seattle, WA 98101  
Contact: David Kelley



## **2** PUBLIC OUTREACH SUMMARY



HOW WE LISTENED

In response to community feedback, we focused on refining our preferred massing option 3 to address their concerns. We maximized sunny rooftop spaces and set taller volumes further from the property line to create the impression of multiple buildings rather than one large mass that interrupted the openness of Market Street. The retail façade is designed to offer flexible, functional space that can accommodate a variety of neighborhood businesses, including outdoor seating, ensuring optimal safety and vibrancy for pedestrians.

A recurring theme in the feedback was the importance of preserving Ballard’s charm. This is a priority for us as well, and we carefully considered the neighborhood’s context in our approach to massing and materials. The warmth and character of Ballard, even during the longest Seattle winters, served as the inspiration for our APRICITY massing. Through the use of open terraces, setbacks, and elements of art, texture, and color inspired by nature, we believe we have captured a glimpse of Ballard’s unique charm.

Community Outreach: 1740 NW Market St Project  
Comment Summary

Project Address:	1740 NW Market St, Seattle, WA 98107
Brief Description:	This project proposes new construction of an eight-story, 250-unit apartment building with ground-floor retail and at-grade/below-grade parking.
Contact:	Natalie Quick
Applicant:	Holland Partner Group
Contact Information:	1740NWMarketStProject@earlyDRoutreach.com
Type of Building:	Multi-Family Mid-Rise
Neighborhood:	Ballard
In Equity Area:	No

Comment Total:  
From Website: 31  
From Email: 0

As part of the required community outreach program through the Department of Neighborhoods, the project team, led by Natalie Quick, initiated community engagement. Listed following is a summary of comments received.

Design Related Comments

Design and Character: Several commenters voiced concerns about preserving the historical character of Ballard. Many emphasized the importance of maintaining **brick at the ground floor and prioritizing the pedestrian experience, aiming to replicate the vibrant atmosphere of Ballard Ave.**

Height: About 11% of commenters mentioned the concern with the proposed building cutting down the open feeling of market.

Units: A couple commenters requested smaller unit sizes with a focus on 1 and 2 bedrooms.

Non-Design Related Comments

Parking: Several commenters raised concerns about the existing difficulty of parking in the neighborhood, noting that the situation would worsen with the addition of a large apartment building. A few others advocated for minimal to no parking to encourage greater use of mass transit. One commenter suggested relocating the garage further west to avoid conflicts with the Valdok garage, as well as with commercial, garbage, and recycling trucks that pass through the parking lot adjacent to 56th.

Density: Several people voiced their support for increased density. One person said that an 8-story, 250-unit complex is not practical here.

Affordability: 10% of commenters asked for affordable housing to be included in the project, one person said that “at least 25% of them should be low-income/affordable housing and to not include this is irresponsible to the community of Ballard and Seattle at large.” Another said that “bougie apartments for tech workers aren’t needed; what is needed is housing for folks who have been priced out of Ballard entirely since the last recession.”

Retail: Several commenters expressed **support for adding retail alongside housing in the neighborhood.** Two people suggested incorporating **multiple small to medium-sized businesses instead of a few large ones.** One person recommended including **at least one business with outdoor seating**, while another voiced opposition to big-box retailers. Commenters emphasized the importance of affordable commercial spaces, with one expressing concern about the potential displacement of the current tenant. A resident of Valdok raised concerns about the vacancy of their first-floor retail space for over two years. Another commenter offered detailed advice for the developer and architect, recommending a pedestrian walk through Ballard to observe successful retail spaces and suggested **making the area a local destination.** Their key recommendations included preparing electrical, HVAC, and PCUs to support retail food and beverage businesses from day one.

Miscellaneous Comments

Support: Several people (or 35%) directly voiced their support for the project thanking the developers for building more housing, saying that it can’t be built fast enough, that 250 units of housing are welcome, that the project should be approved without delay, etc.

Oppose: Roughly 30% voiced their direct opposition to the project being 8 stories, mostly due to the number of stories it will be and also citing that the building will take away from Ballard’s charm.



# **3** SITE & URBAN ANALYSIS



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3 SITE & URBAN ANALYSIS

SURVEY PLAN

\*Tree Tiers from 1 (Heritage /Exceptional) to 4. No Tier 1 trees present on site.

Arborist's Tree Report	Tier / Condition
3806	.....03 / Very Poor
3807	.....03 / Poor
3808	.....03 / Fair
	.....04 / Fair
3809	.....03 / Poor
3810	.....03 / Poor
3811	.....02 / Poor
3812	.....03 / Fair
3813	.....03 / Fair
3814	.....03 / Fair
3815	.....03 / Fair
3816	.....03 / Fair
3817	.....03 / Poor
3818	
Trees not on site:	.....03 / Excellent
A	.....04 / Fair
B	.....04 / Poor
C	





## STREET TYPES



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- [illegible]



3 SITE & URBAN ANALYSIS

PROGRAMMATIC CONTEXT

Site Context - Neighboring  
Building Uses

- LEGEND
- RESIDENTIAL
  - RETAIL
  - HEALTHCARE

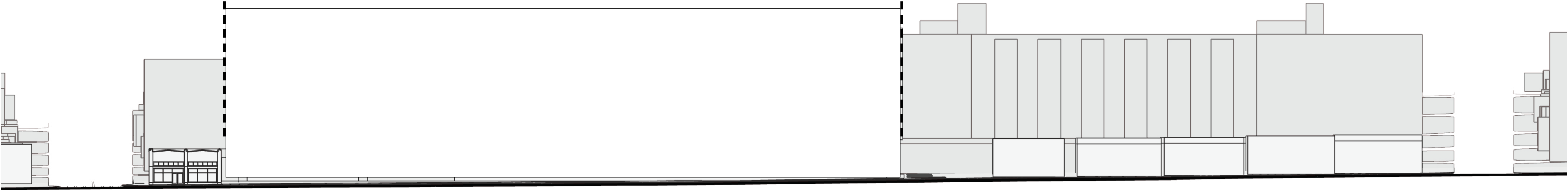




ADJACENT STREETSCAPES



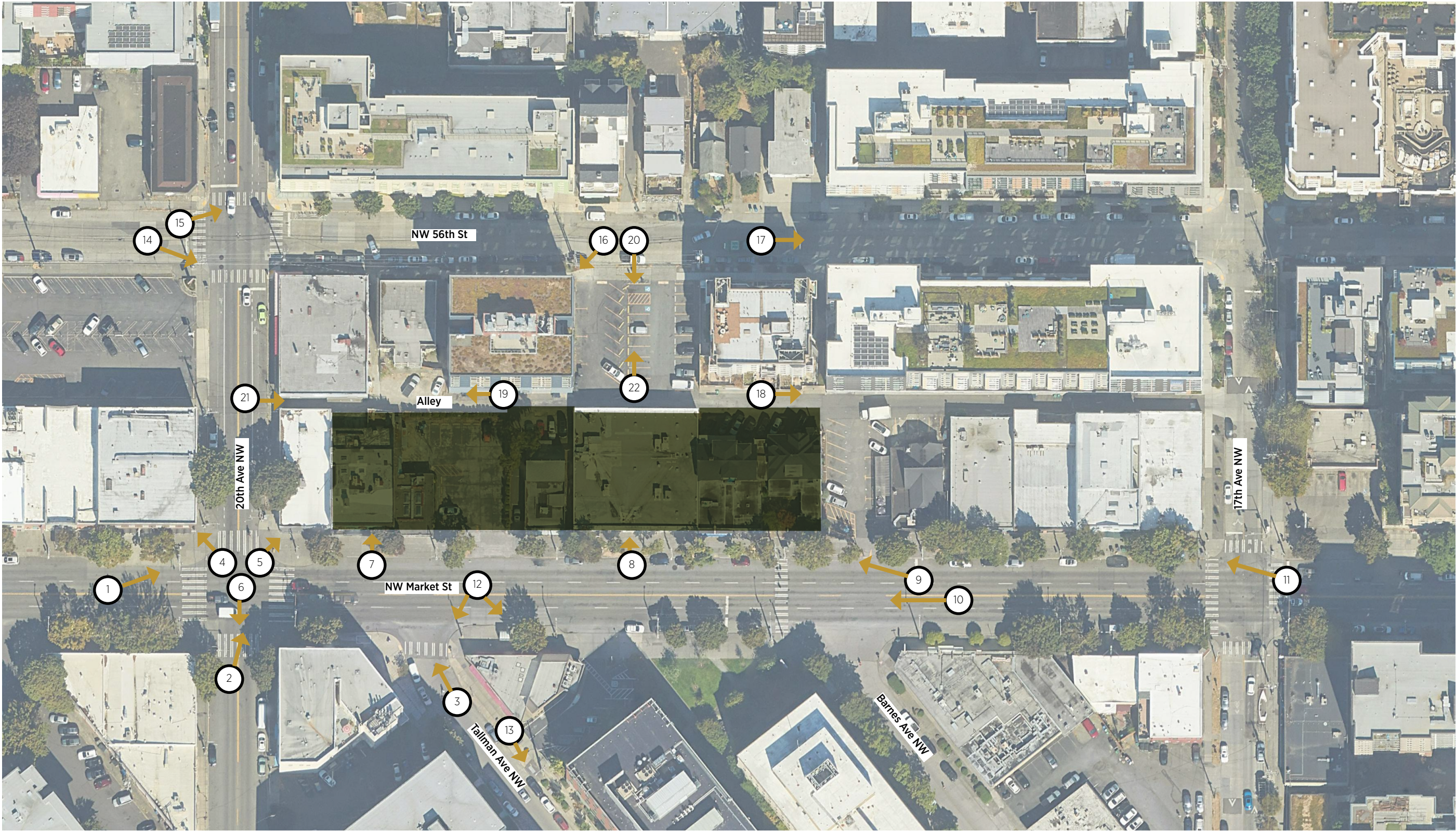
STREET ELEVATION FACING NORTH



STREET ELEVATION FACING SOUTH



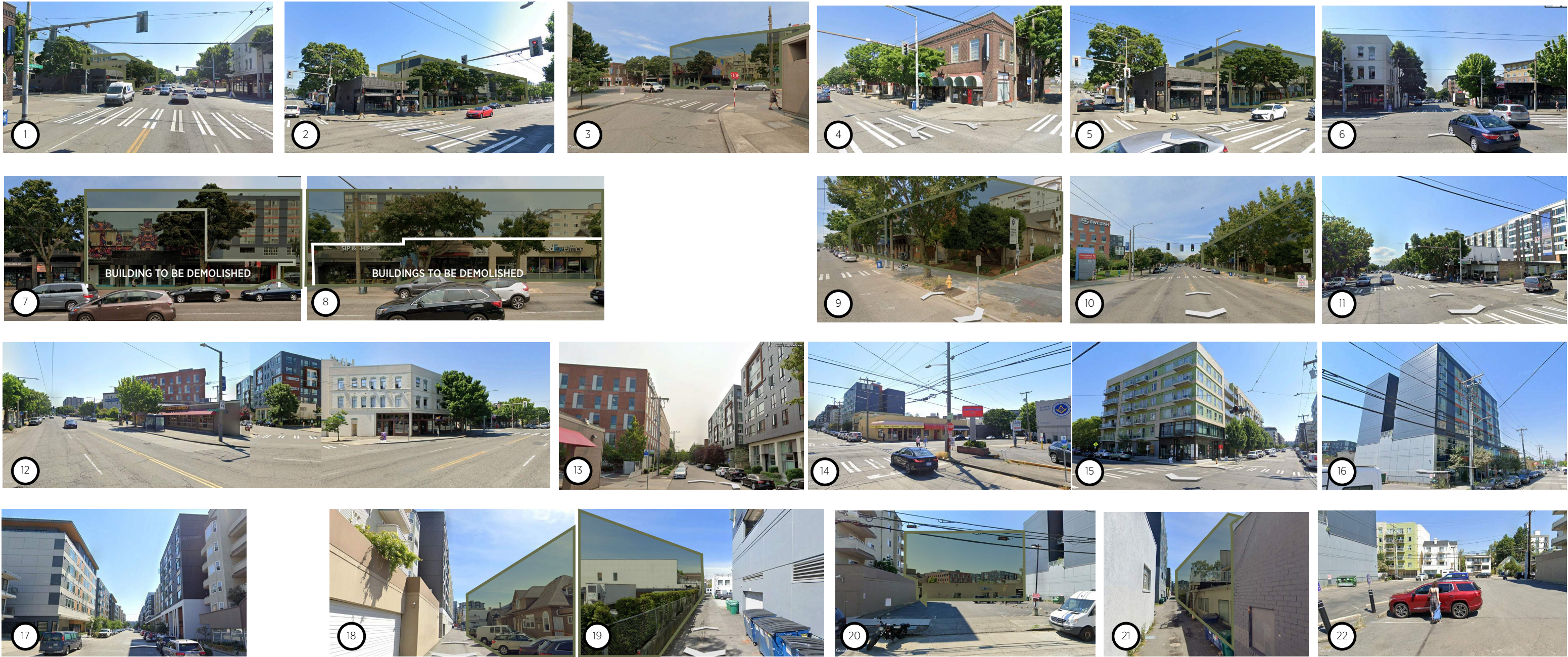
BLOCK PHOTO





3 SITE & URBAN ANALYSIS

SITE PHOTOS





3 SITE & URBAN ANALYSIS

DESIGN CUES



CIVIC CORE  
bold colors and volumes



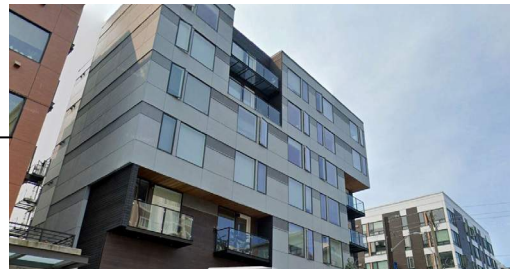
LANDMARK DISTRICT  
brick-lined pedestrian streets



The site is surrounded by multiple Character Areas within Ballard, making for a rich and diverse environment to draw from and fit into



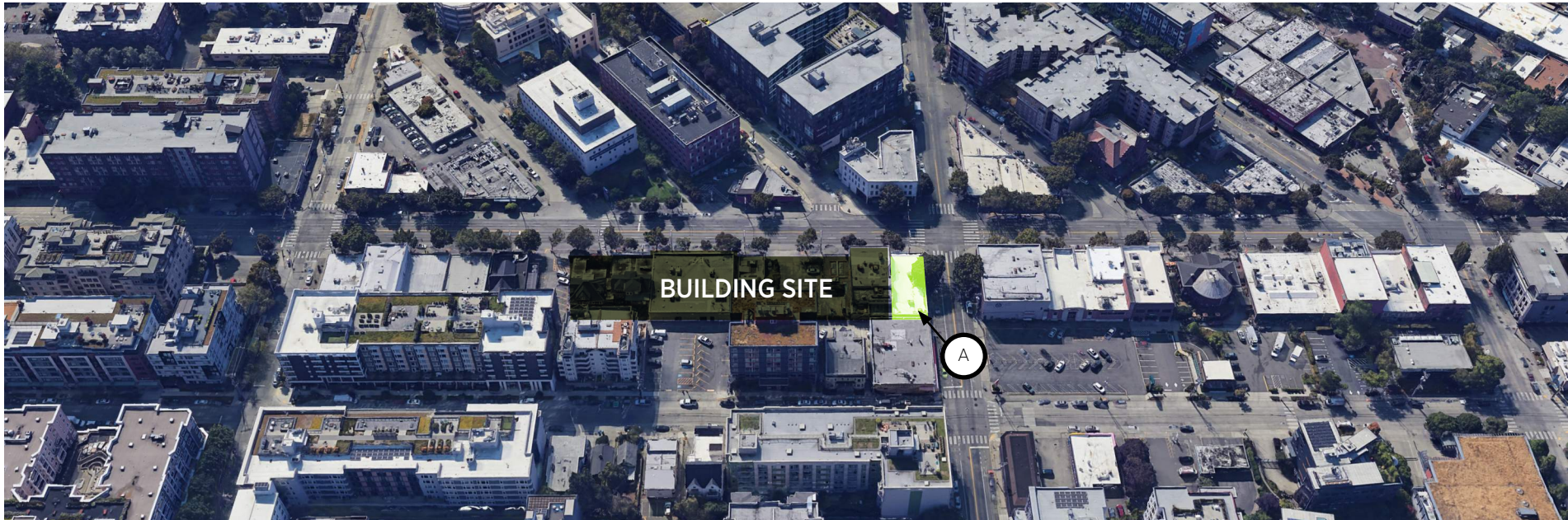
CHARACTER CORE  
traditional materials & details



GENERAL COMMERCIAL  
contemporary design and larger scale



SMALL MASS AT BLOCK CORNER



B When no small building is at an intersection and large new buildings are built to the corner, the intersection feels more like a dark 'canyon' as noted in the design guidelines.



A This block benefits from the presence of this small corner building which makes the intersection feel light-filled rather than dark.

*This project aims to celebrate the daylight afforded to this site via the contextual factors noted on this page and its southern exposure, in the proposed Design Concept (see section 7 Concept Development)*





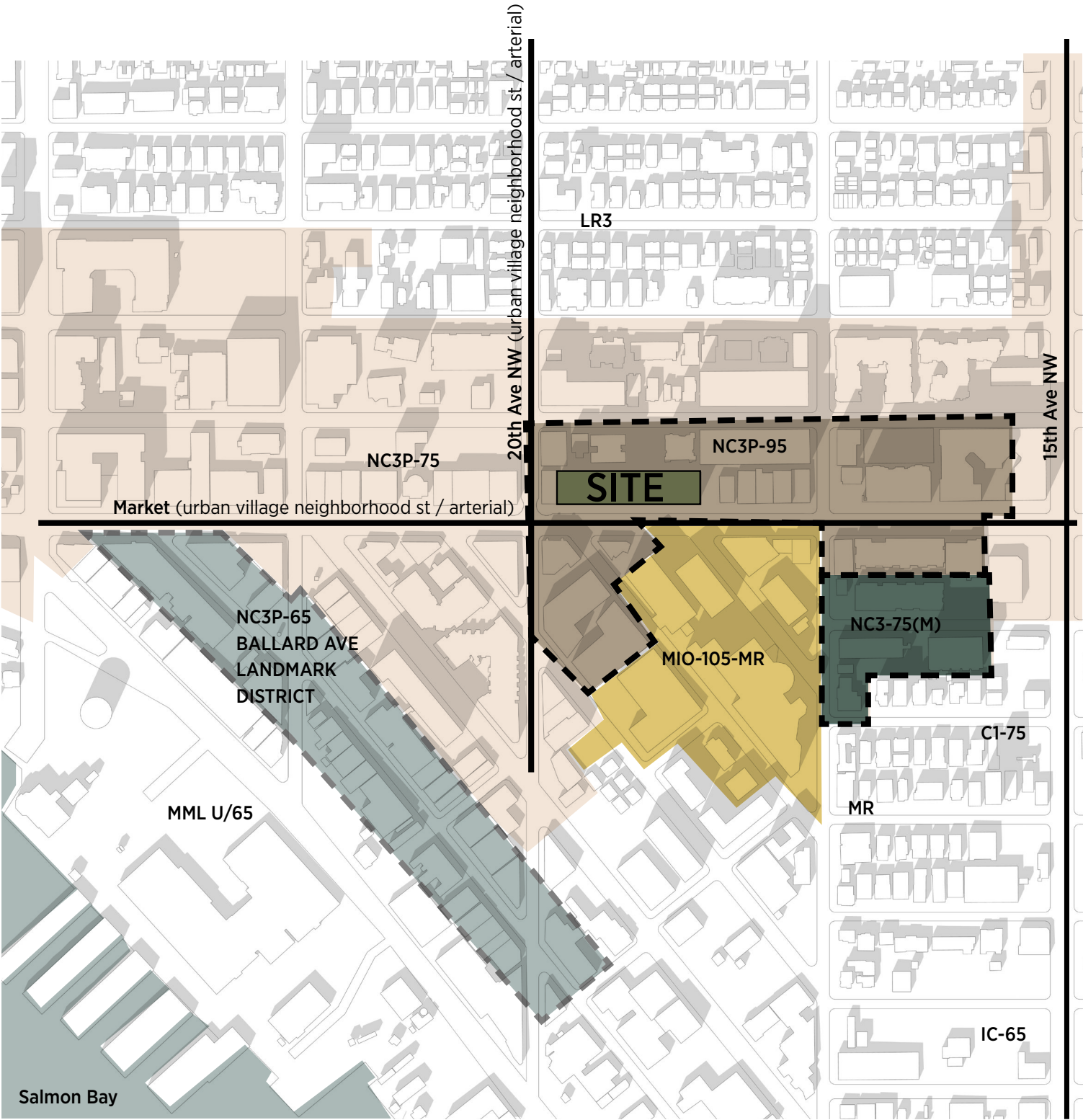
# 4 ZONING SUMMARY



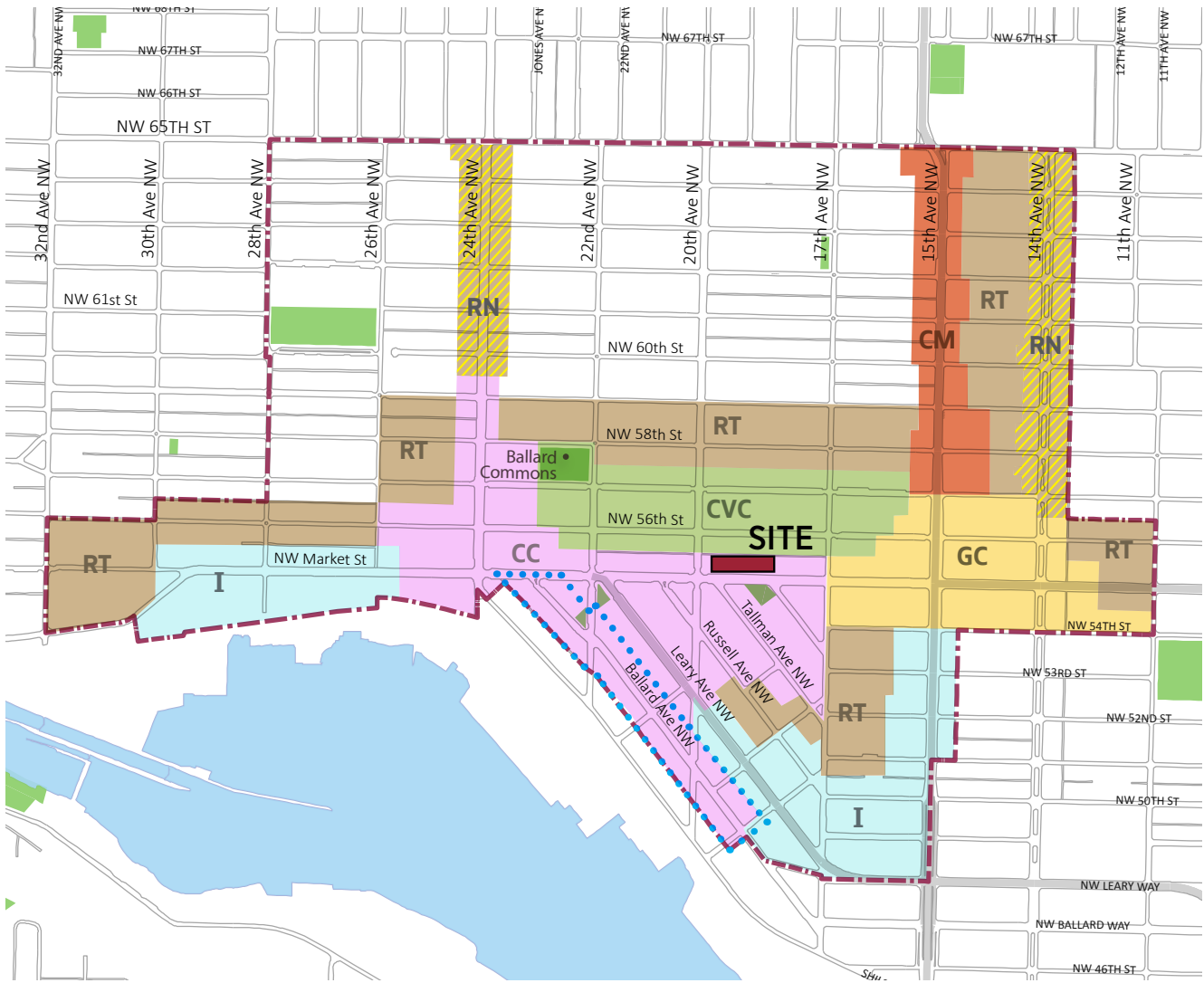
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4 ZONING SUMMARY



Ballard Character Areas Map



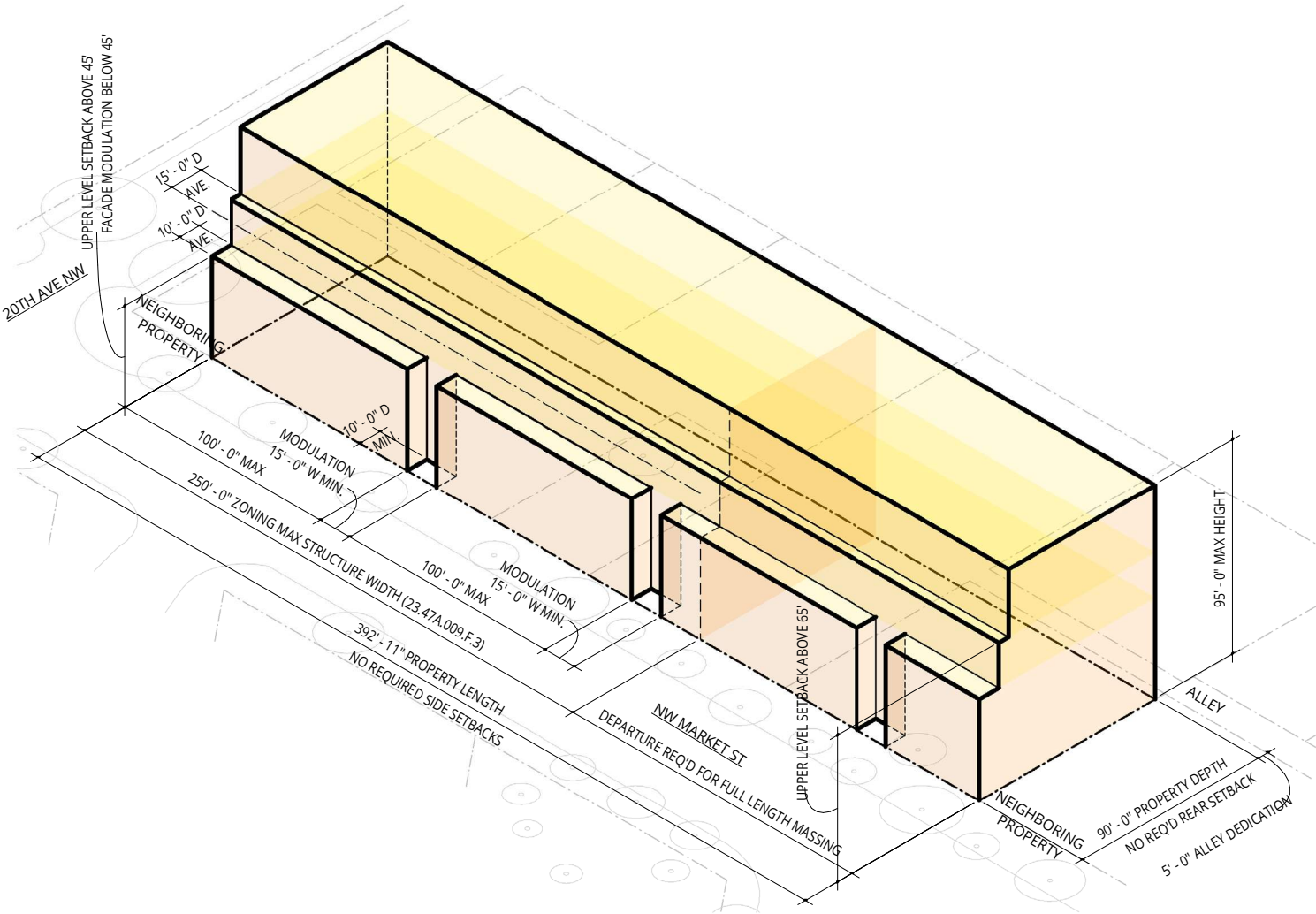
LEGEND

- Character Core (CC)
- Civic Core (CVC)
- Commercial Mix (CM)
- Residential In-Town (RT)
- General Commercial (GC)
- Industrial (I)
- Residential/Neighborhood Retail (RN)
- Boundary where Ballard Neighborhood Design Guidelines apply
- Boundaries of the Ballard Avenue Landmark District. Ballard Neighborhood Design Guidelines do not apply within the Landmark District.



PROPERTY ID : 1766-1734 NW MARKET ST, SEATTLE	
SITE AREA	Approximately 37,000sf (35,370sf after alley dedications)
ZONING	NC3P-95(M)
ZONING OVERLAYS	Ballard Hub Urban Village Ballard Character Core Frequent Transit Area Pedestrian-Designated Zone
ALLOWED USES	Relevant Allowed Uses : Retail, Dining, Child Care, Live-Work and Residential all permitted
DEDICATIONS	A 5' alley dedication is req'd to create a 20' wide alley
STREET CLASSIFICATIONS	NW Market Street is a Principal Pedestrian Street
HEIGHT (23.48.615, 23.48.025)	Max. : 95' (proposed = 85')
STREET LEVEL USE (23.47A.005)	Residential uses limited to no more than 20%. 80% shall be Street-level use (Retail,Dining..) <b>Proposed: See departures</b>
STREET LEVEL STANDARDS (23.47A.008)	A minimum of 60% of the street-facing facade, between 2'-8' above the sidewalk, must be transparent. Non-residential uses at street level shall have minimum 13' flr-to-flr height and be ave 30' deep if over 600sf and ave 20' deep if under 600sf. Overhead weather protection req'd for 60% of street frontage.
FAR (23.47A.013)	Max: 6.25
AMENITY AREA (23.47A.024)	5% min of total gross residential area to be unenclosed amenity.
FACADE MODULATION (23.47A.009.F)	Applies to Market St Facade up to a height of 45', located within 10' of property line: Facades longer than 100' shall be modulated min every 100' by stepping back the facade 10' min by 15' min wide. <b>Proposed: See departures</b>
MAXIMUM WIDTH (23.47A.009.F)	The maximum width of a structure is 250'. Below-ground areas do not count in the measurement. <b>Proposed: See departures</b>

PROPERTY ID : 1766-1734 NW MARKET ST, SEATTLE	
SETBACKS (23.47A.009.F)	None at side or rear. At Market Street: Below 45': 0'. Btwn 45'-65' high: 10' Average. Above 65': 15' Average.
PARKING (23.47A.030) (23.54.015)	<ul style="list-style-type: none"><li>No minimum amount of parking for residential or non-residential uses in Urban Villages.</li><li>Parking and loading access shall be from the alley</li></ul>
LOADING BERTH REQUIREMENT (23.54.035)	Low demand retail use: No loading required less than 40,000sf. No loading req'd for residential use.





# **5** SELECTED DESIGN GUIDELINES

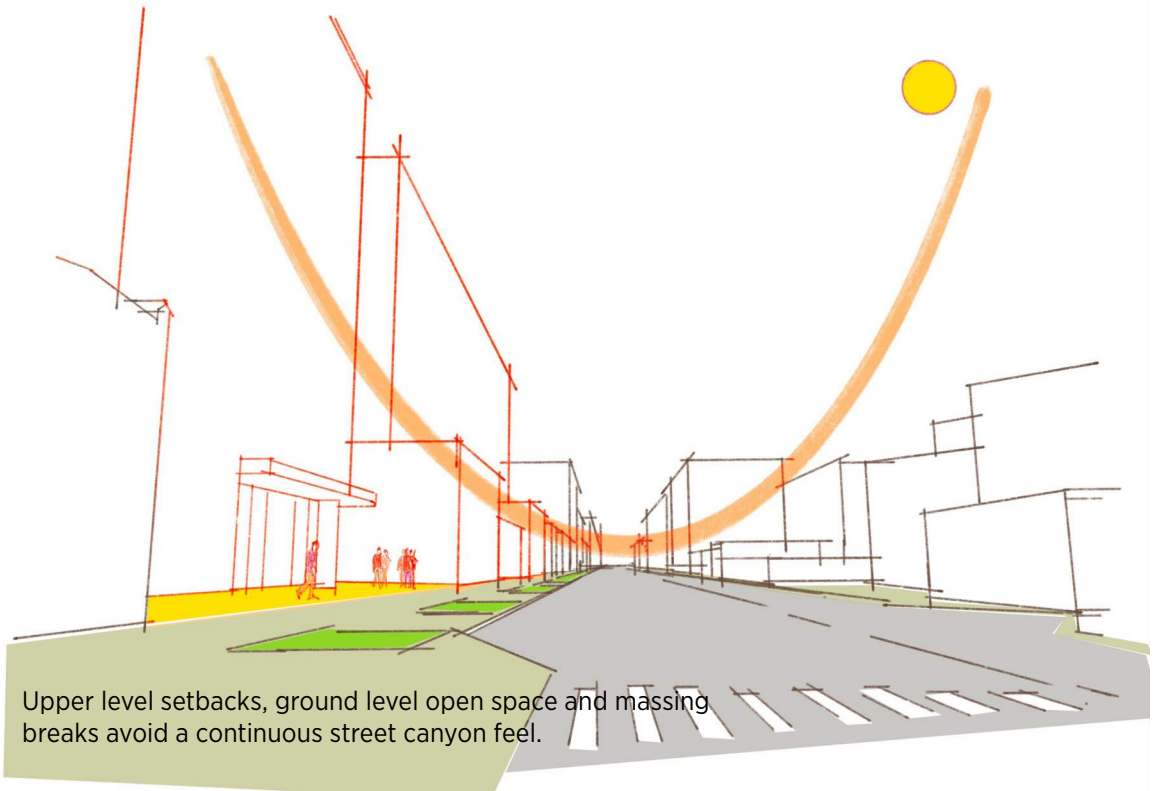


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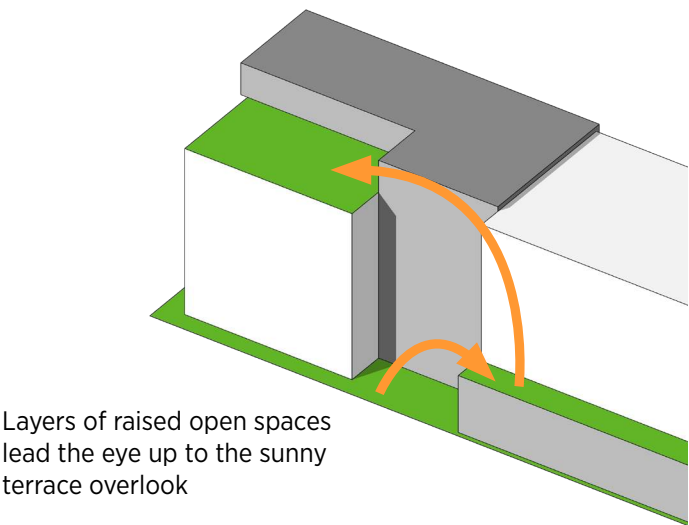


5. Height, Bulk, and Scale

- a. **Character Core and Civic Core (see map on page 4):** Work with required upper-level setbacks to avoid creating a canyon feel, particularly along the long, east-west blocks. Consider orienting open areas that provide light and air to residences on the upper levels toward the street.
- 3. Building massing should create human-scaled buildings, through their approach to the required upper setbacks, and employing massing breaks that avoid creating a continuous canyon - especially on NW Market St.



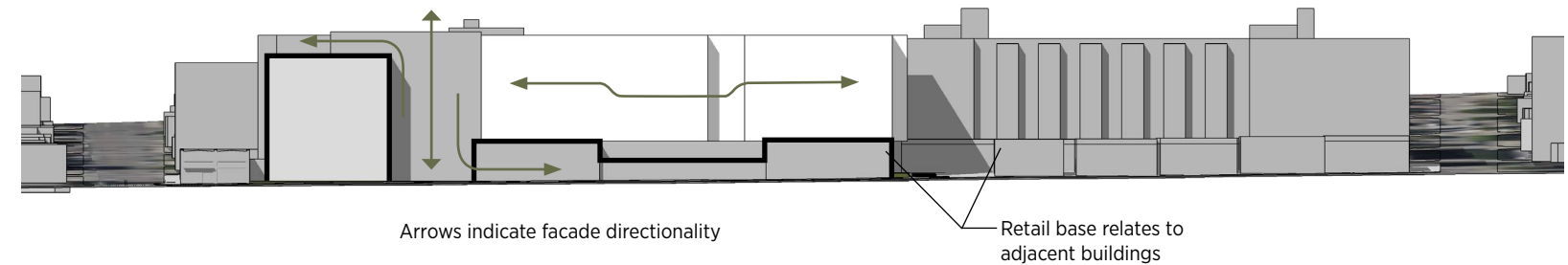
- 4. Create gradual transitions from street-level to any raised open areas by using wide steps with integrated landscaping and other welcoming elements.





## DC2 FACADE COMPOSITION

B1. Design all building facades considering the composition and architectural expression of the building as a whole.



## b. Retail Entries

- Character Core: (see map on page 4) Along Principal Pedestrian streets in Pedestrian designation zones, continue the precedent of a high density of storefronts, entries, and the human-scale of the street-facing façades established along Ballard Ave. NW and along NW Market St. between 24th Ave. NW and 20th Ave NW.
- Civic Core: (see map on page 4) Where ground level commercial uses are provided, consider setting back portions of the street-level facade and cluster entries and active uses such as sidewalk cafes and benches to create a transition from public to semi-private spaces and to create a softer street-wall.





5 SELECTED DESIGN GUIDELINES

- 1. **Fitting Old and New**
  - a. **Character Core (see map on page 4):** New buildings should: reflect the scale and proportion, roof forms, detailing, windows, and use complementary materials of the Ballard Avenue Landmark District and older buildings along NW Market St.
  - d. **Massing Choices:** Strong architectural elements that define and create human scale are preferred over unorganized mix of styles and materials.
  - e. **Unified Design:** Design new buildings to have horizontal divisions that create distinctive base and cap levels. Integrate the upper levels into the overall building design and choice of materials.



The proportions of the new building (width and its use of smaller windows on the first two floors) mimic the scale and detail of the old building without duplicating.

Scale relationships to surrounding masses





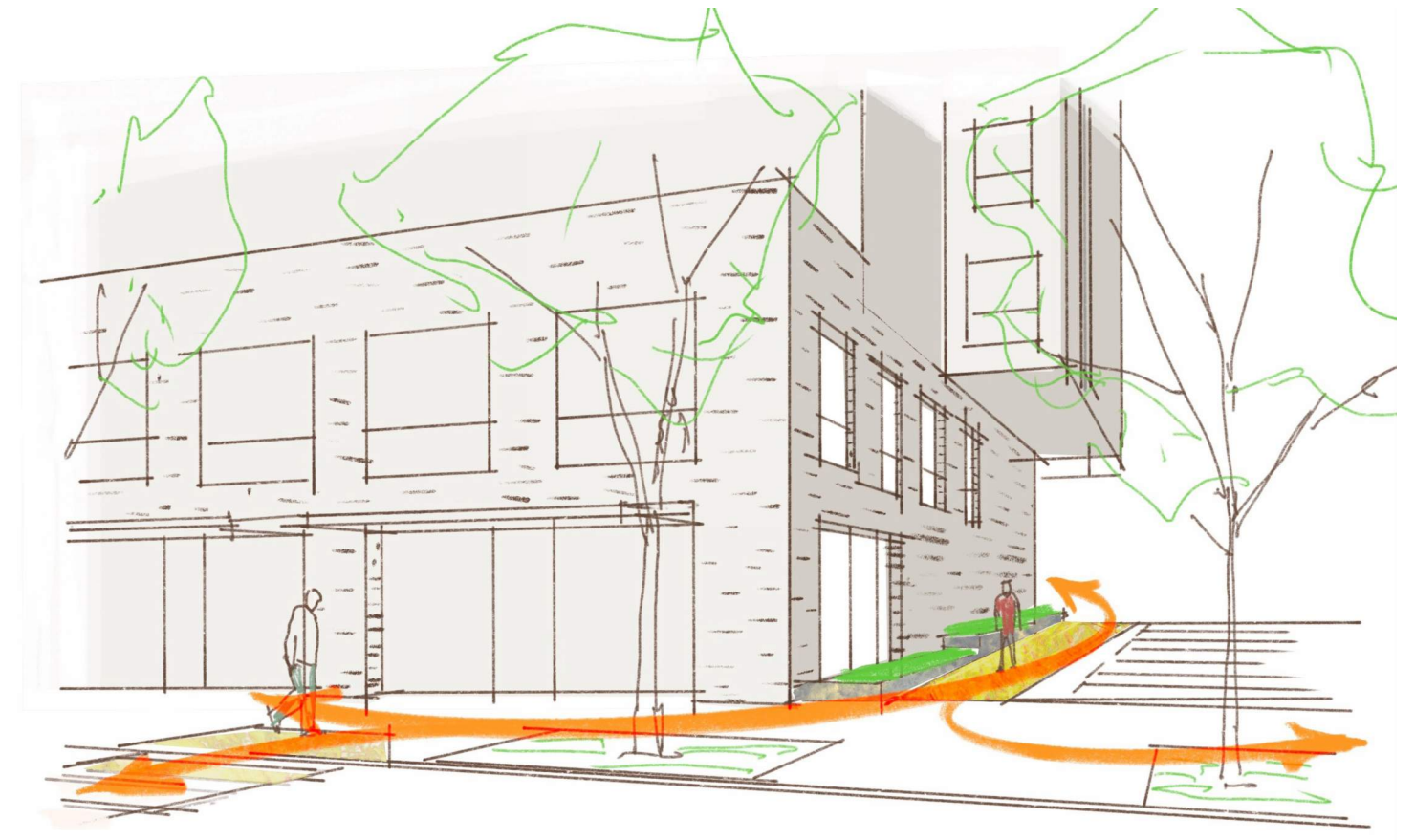


Brick cladding is proposed for the ground level pedestrian zone. The use of color will be carefully integrated in the composition

### DC4 Exterior Elements & Finishes

#### 6. Materials Aligned with Character + Civic Core

In the Character Core, traditional materials like brick and stone are preferred. In the Civic Core, use durable and modern materials such as metal, wood, glass, and brick that are in scale with the new development. Bold colors and volumes similar to those expressed in the Ballard Library and Greenfire buildings are encouraged.



A 10' wide walkway for public access to the alley is proposed at the East lot line, closest to the middle of the block.

### CS3 Architectural Context & Character

#### 2.c. Mid-block Pedestrian Connections

- c. Mid-block connections are strongly encouraged through long blocks in the Character Core. The Design Review Board may consider a departure to reduce open space requirements in exchange for a mid-block connection. Such spaces shall be sited and designed in a manner that is clearly public in nature and engaging to pedestrians.



# 6 MASSING CONCEPTS



MASSING OPTIONS

OPTION 1 (code-compliant)  
*LAYERED STEPBACKS*



- ATTRIBUTES:
- Provides a continuous base, middle and tapered top in accordance with the prescriptive zoning code for the area.

- DEPARTURES REQUIRED:
- None

OPTION 2  
*CRENELLATIONS*



- ATTRIBUTES:
- References traditional building widths with its rhythm of vertical wall breaks and up and down height of its base

- DEPARTURES REQUIRED:
- Structure width

OPTION 3 (preferred)  
*APRICITY*



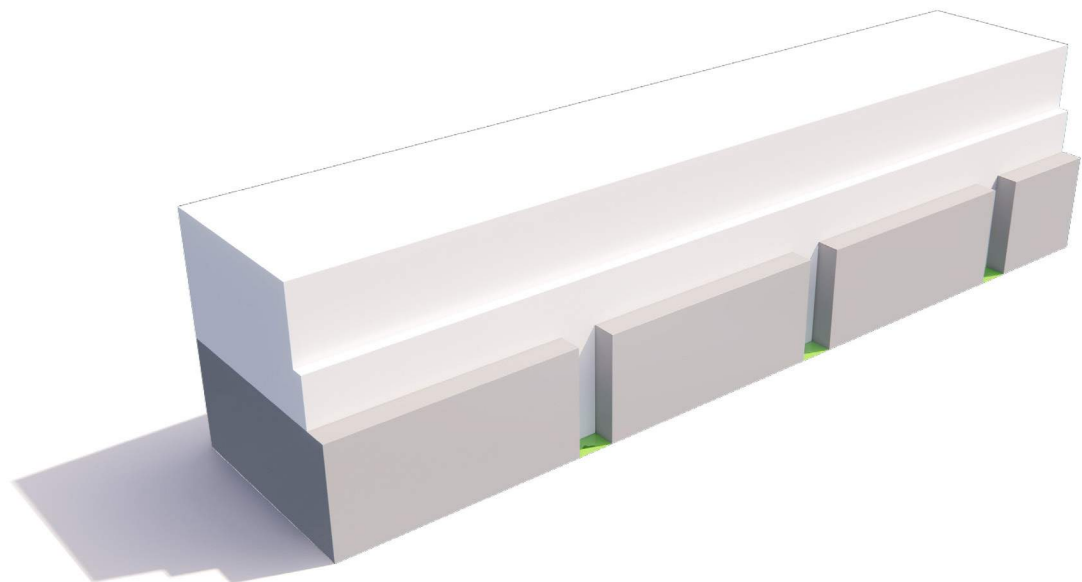
- ATTRIBUTES:
- Is divided into a variety of massing shapes, both horizontal and vertical, reflective of the diverse nature of the architectural context
  - Has the greatest amount of open space facing Market Street due to its set-back and lowered facades, thereby letting the most daylight down to the sidewalk.

- DEPARTURES REQUIRED:
- Structure width
  - Street-level use
  - Facade Modulation



6 MASSING CONCEPTS

OPTION 1 (code-compliant) - VIEWS



LAYERED STEPBACKS

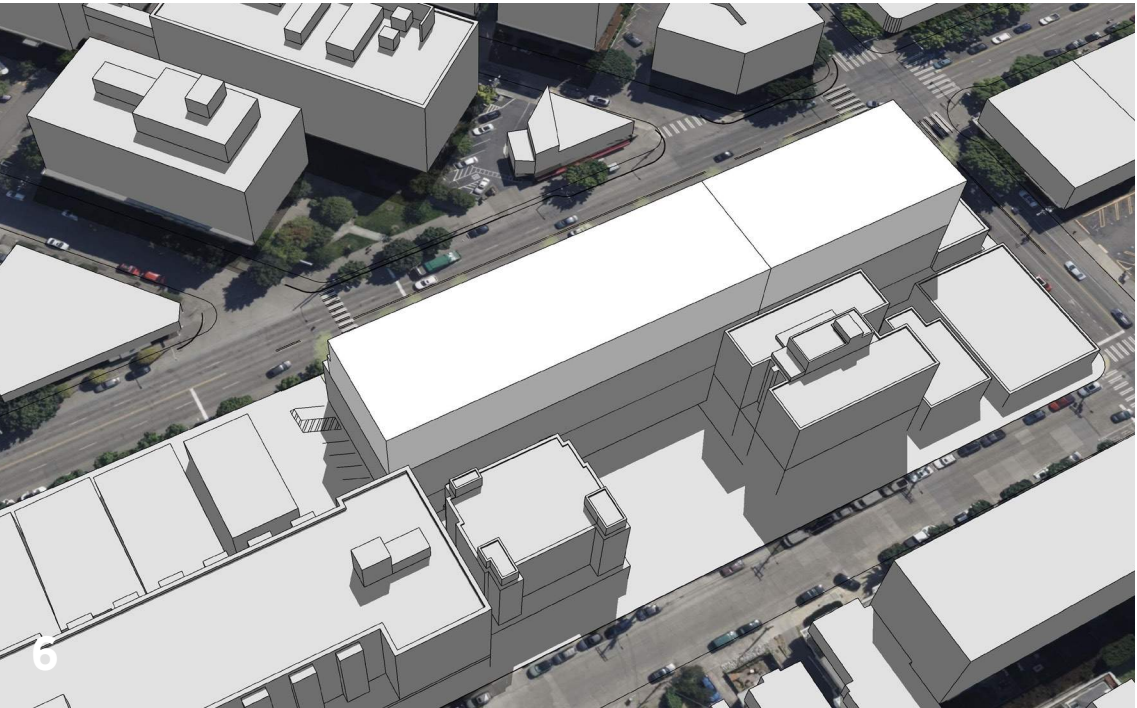


Ballard





OPTION 1 - VIEWS





## 6 MASSING CONCEPTS

## OPTION 1 - FLOOR PLANS

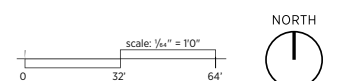
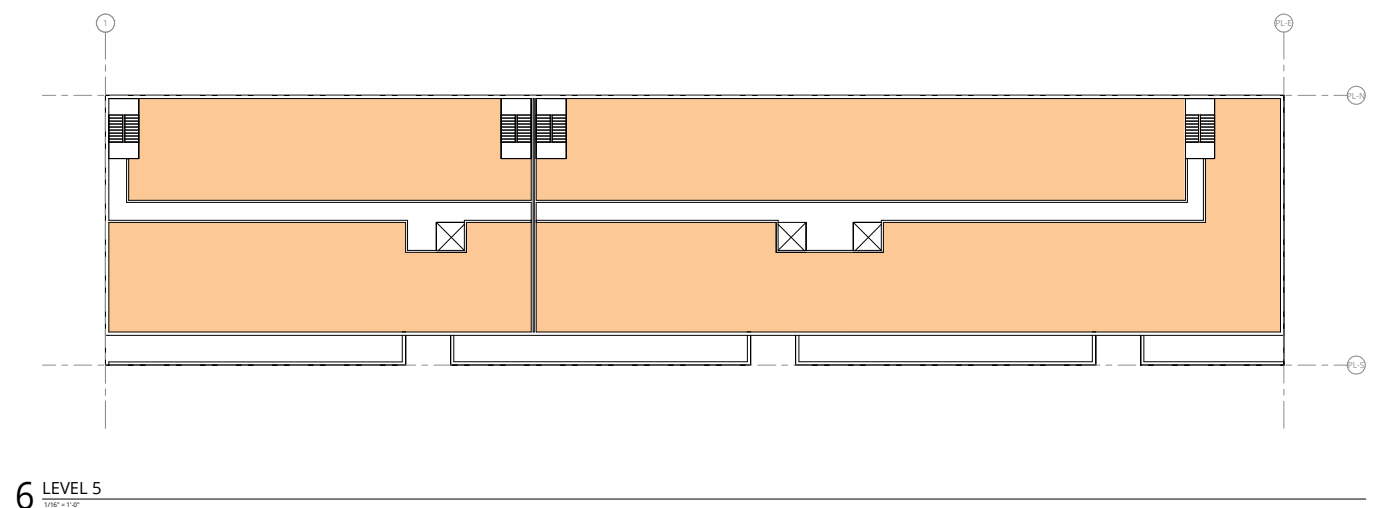
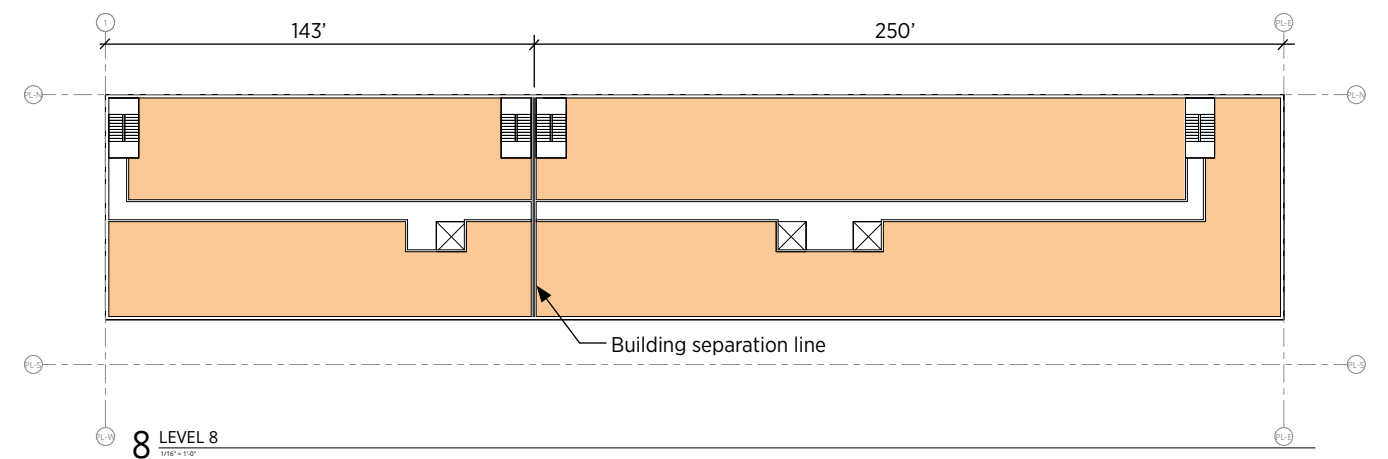
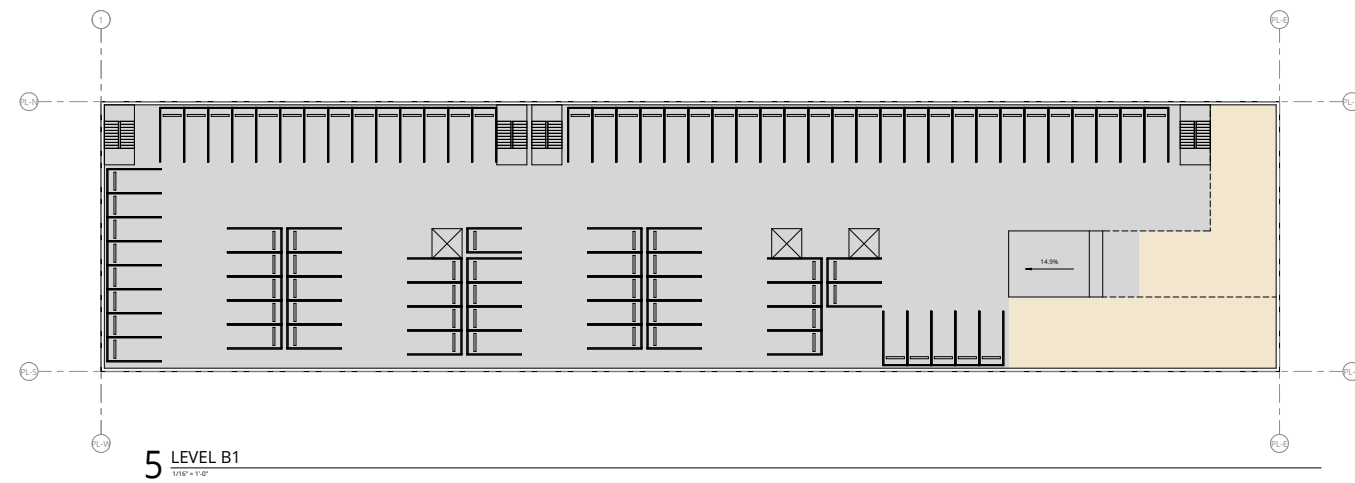
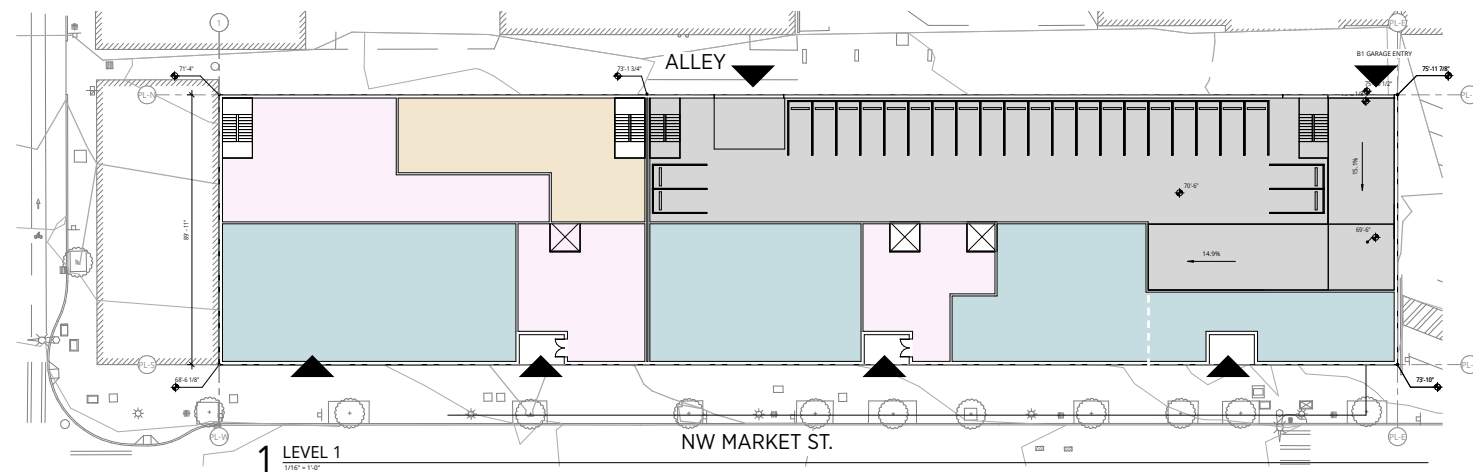
 RESIDENTIAL

AMENITY / LOBBY

COMMERCIAL

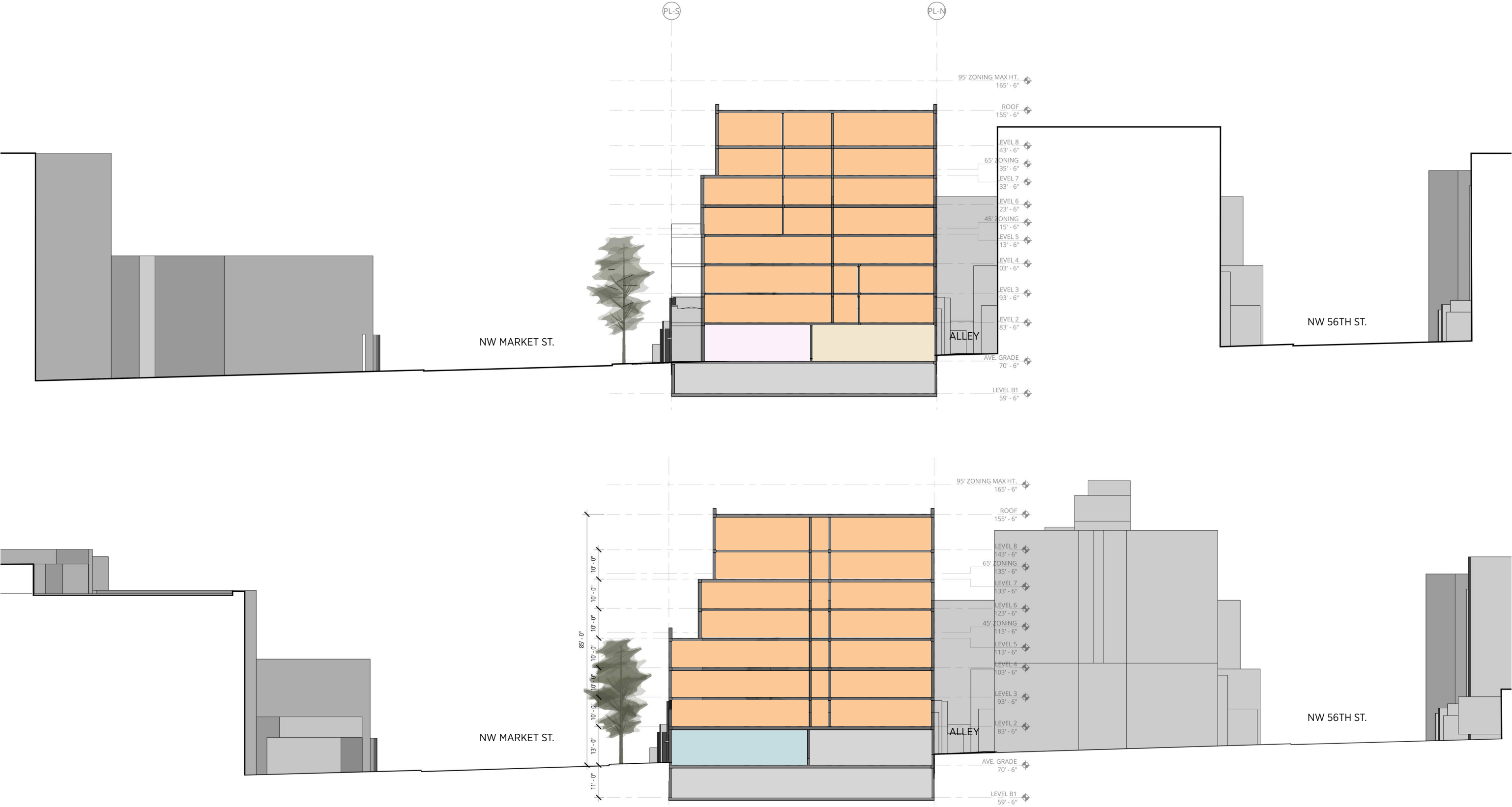
UTILITY

 PARKING





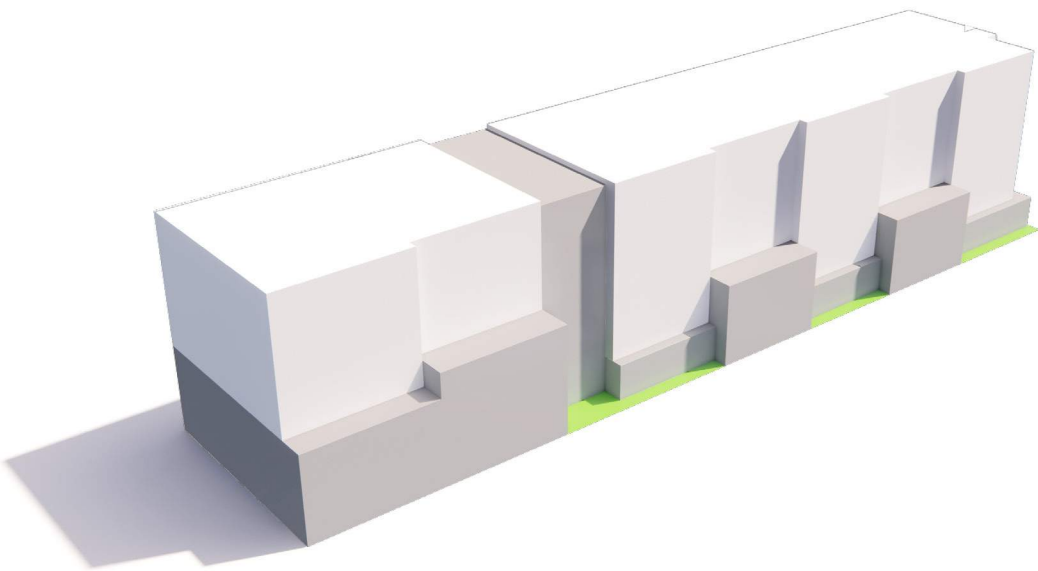
OPTION 1 - SECTIONS





6 MASSING CONCEPTS

OPTION 2 - VIEWS



CRENELLATIONS

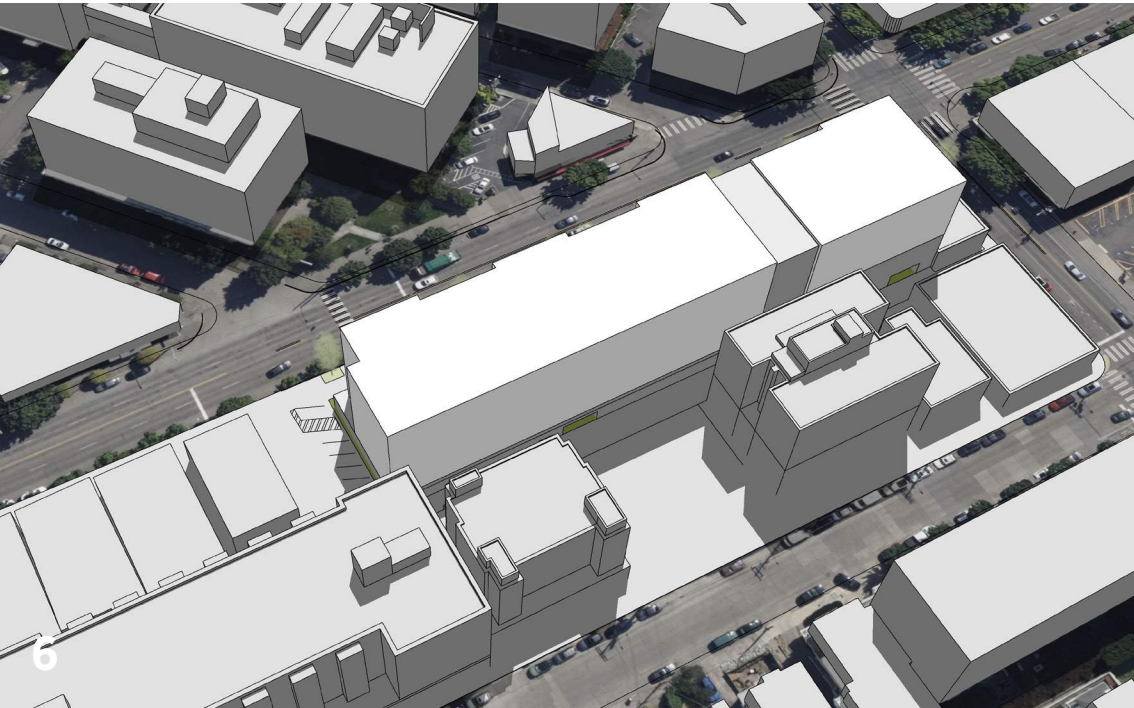


Ballard





OPTION 2 - VIEWS

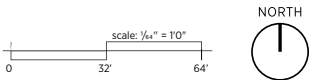
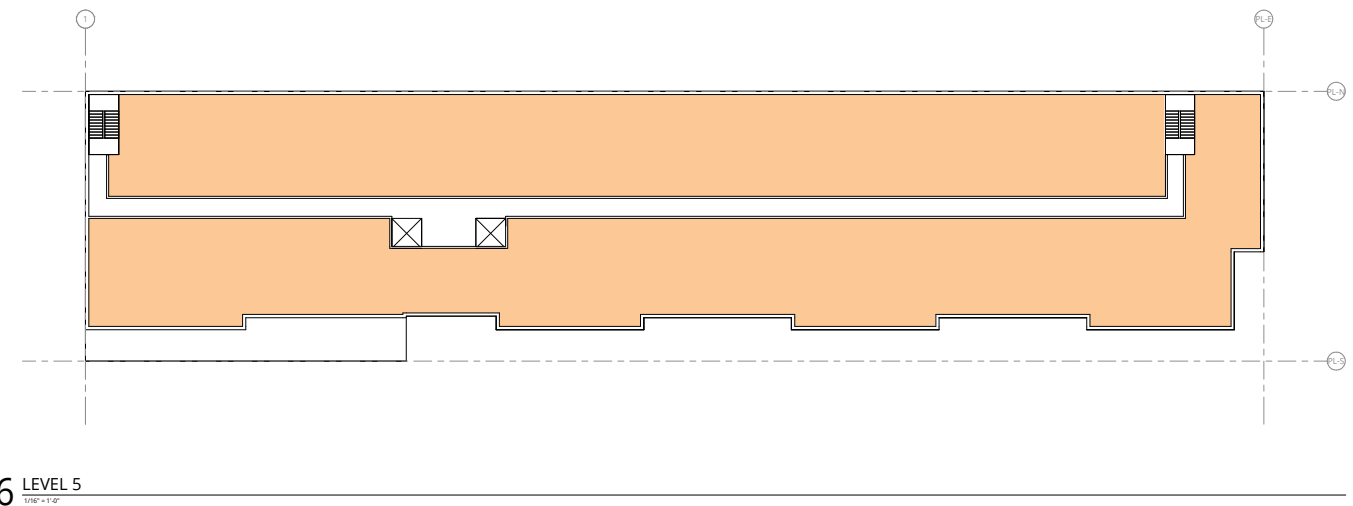
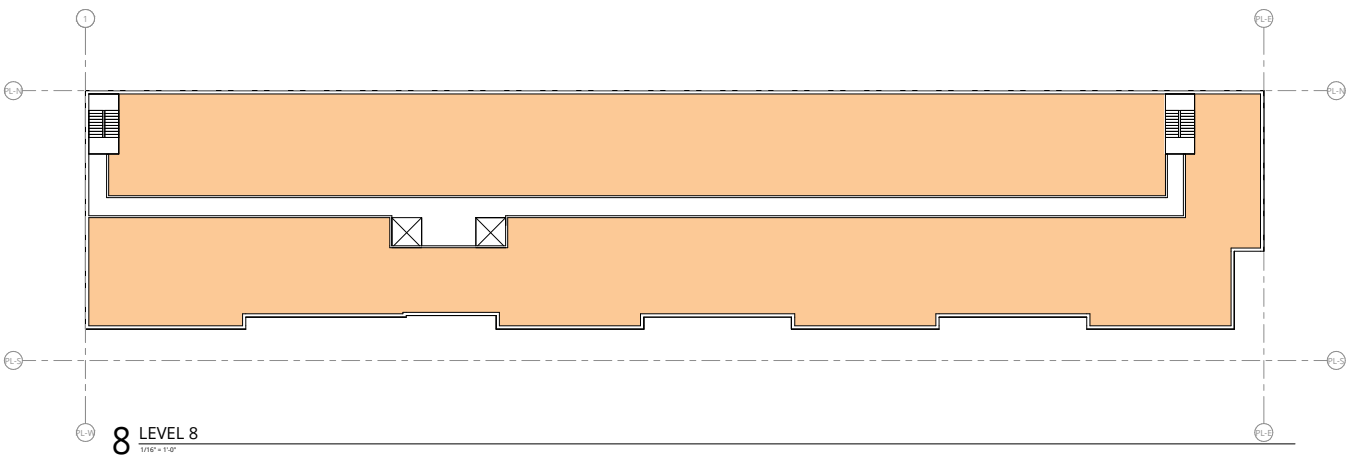
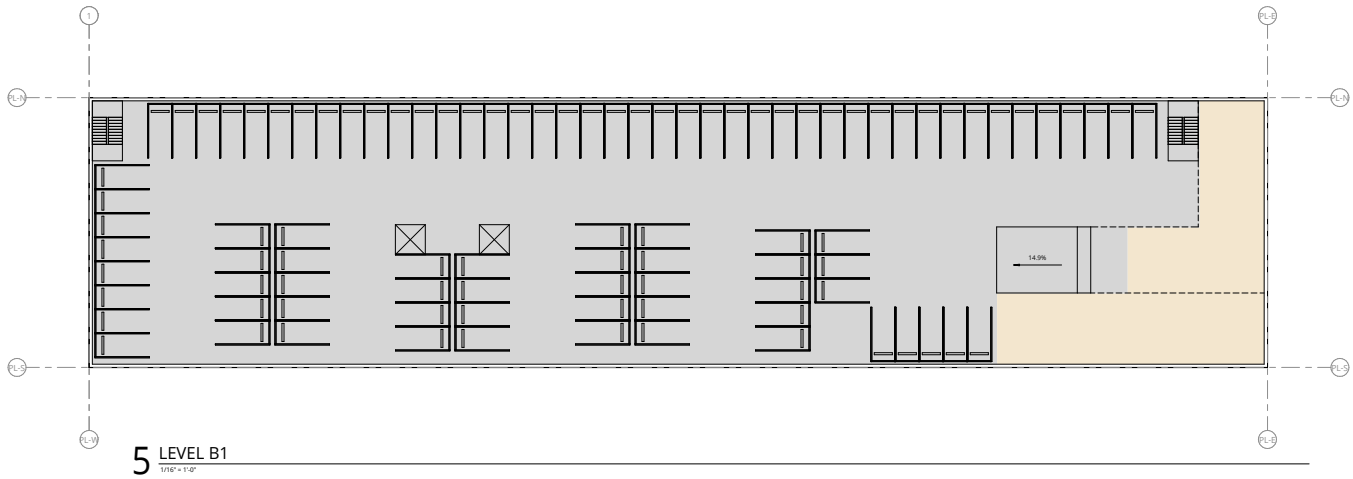
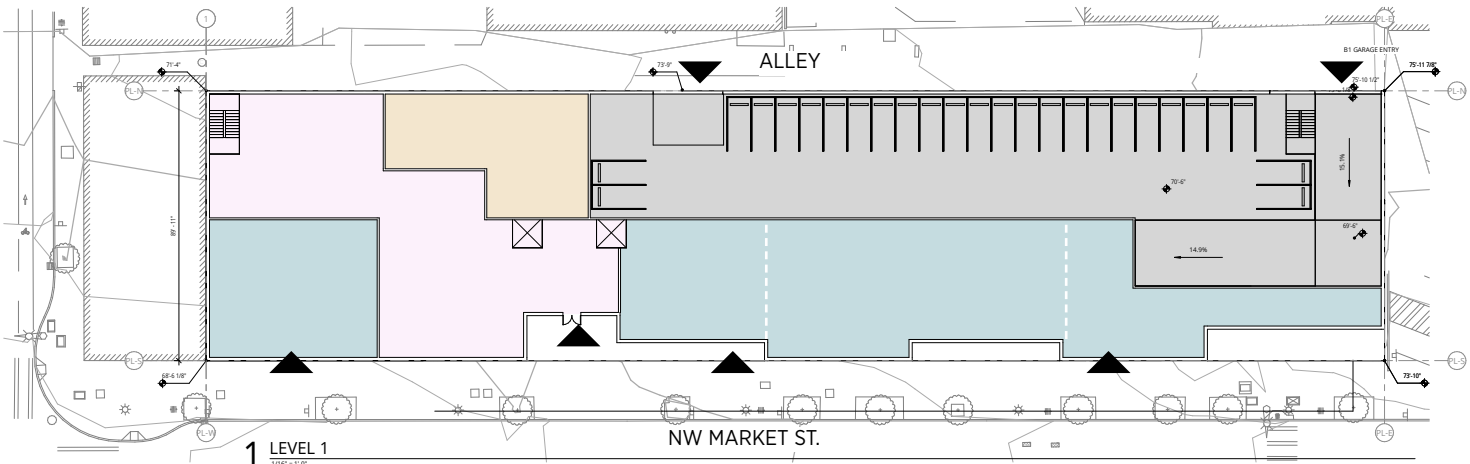




6 MASSING CONCEPTS

OPTION 2 - FLOOR PLANS

- RESIDENTIAL
- AMENITY / LOBBY
- COMMERCIAL
- UTILITY
- PARKING





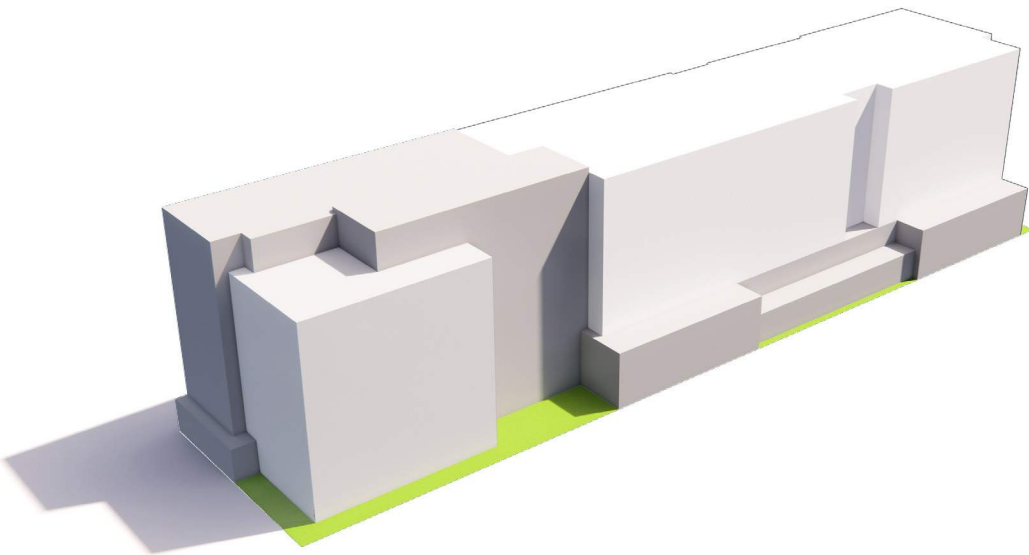
## OPTION 2 - SECTIONS



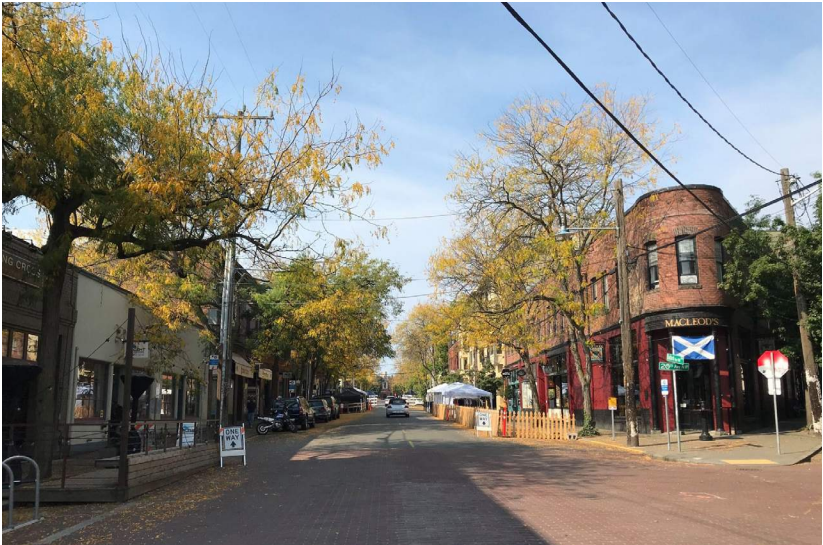


6 MASSING CONCEPTS

OPTION 3 (preferred) - VIEWS



APRICITY

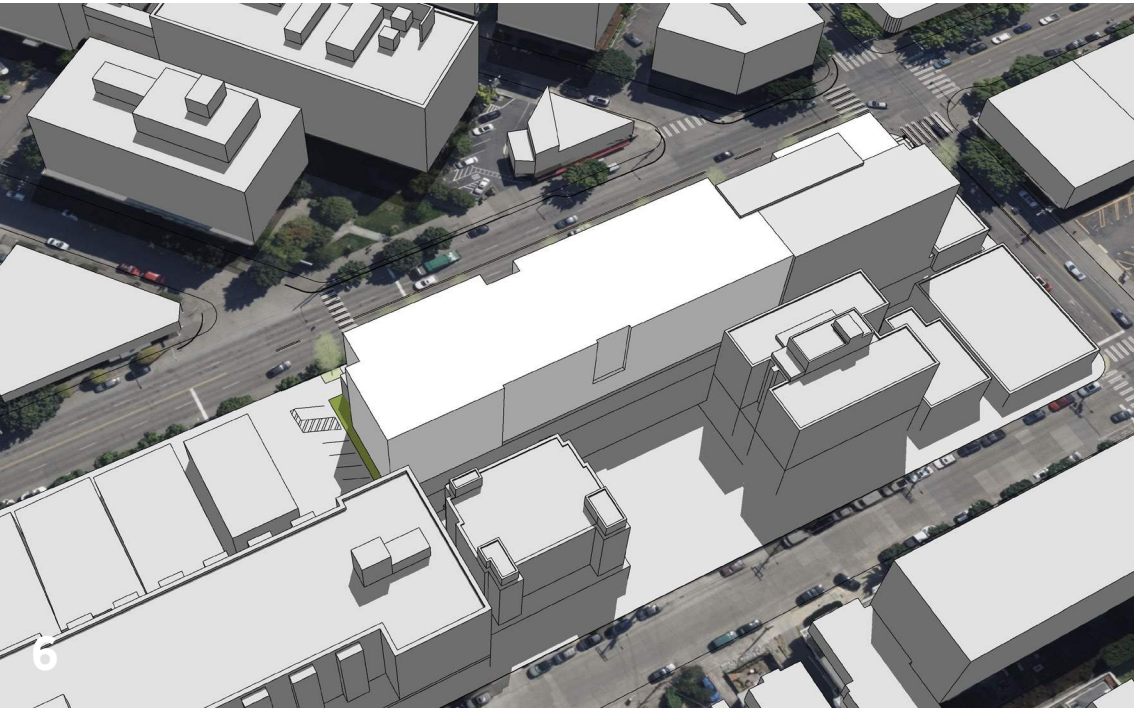
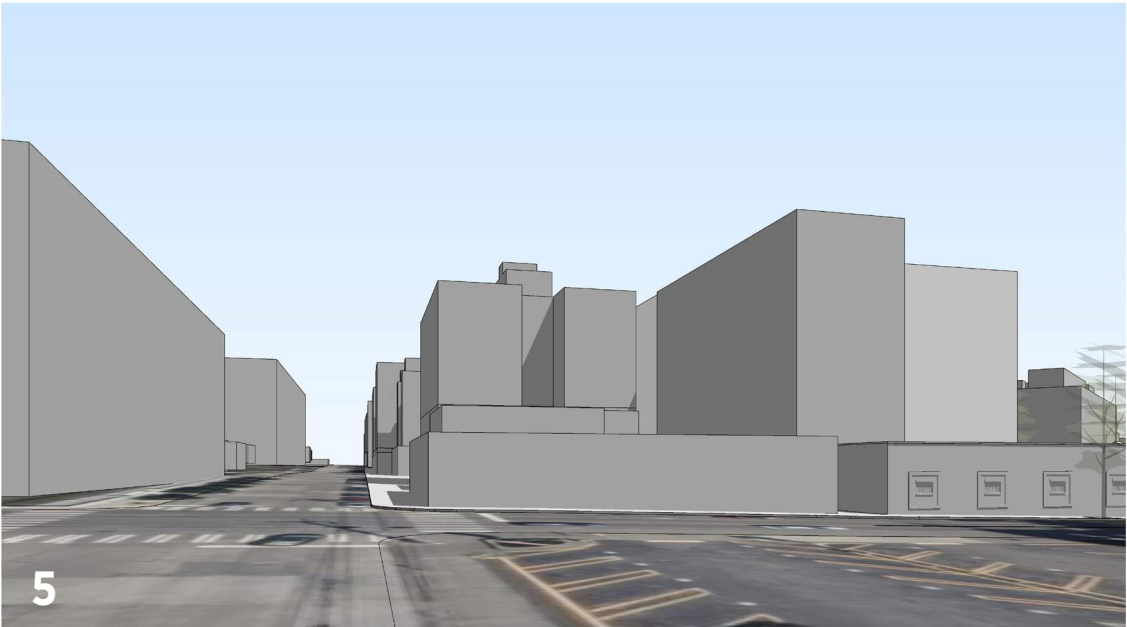


Ballard Avenue





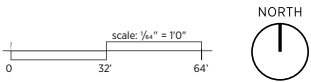
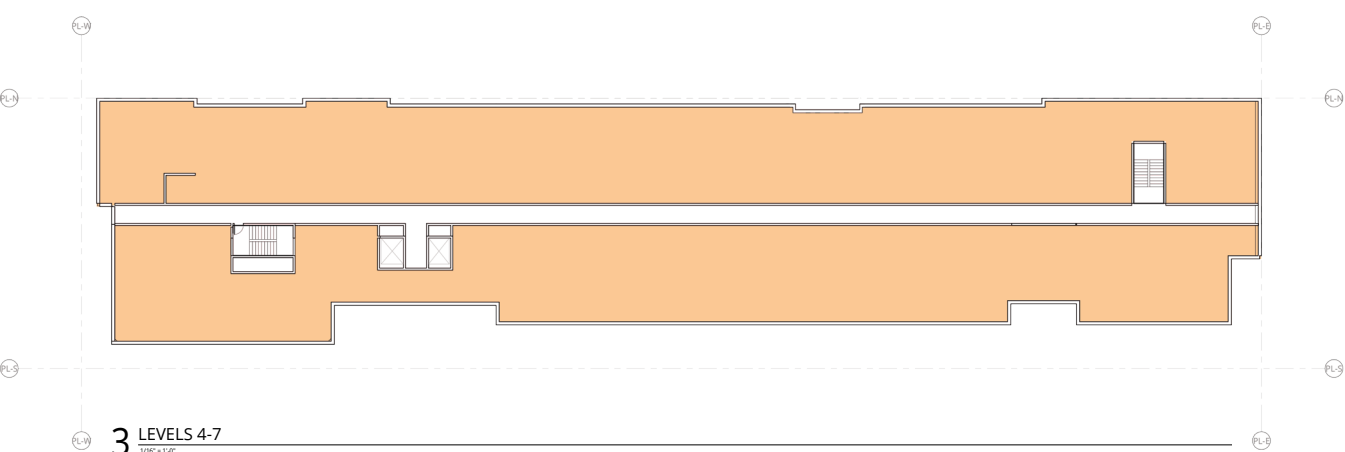
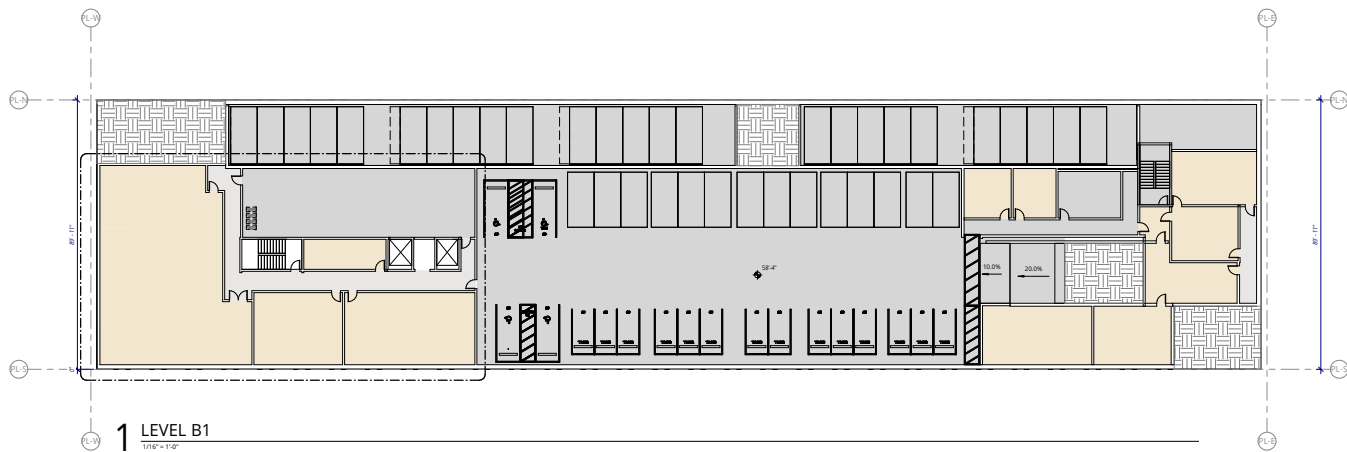
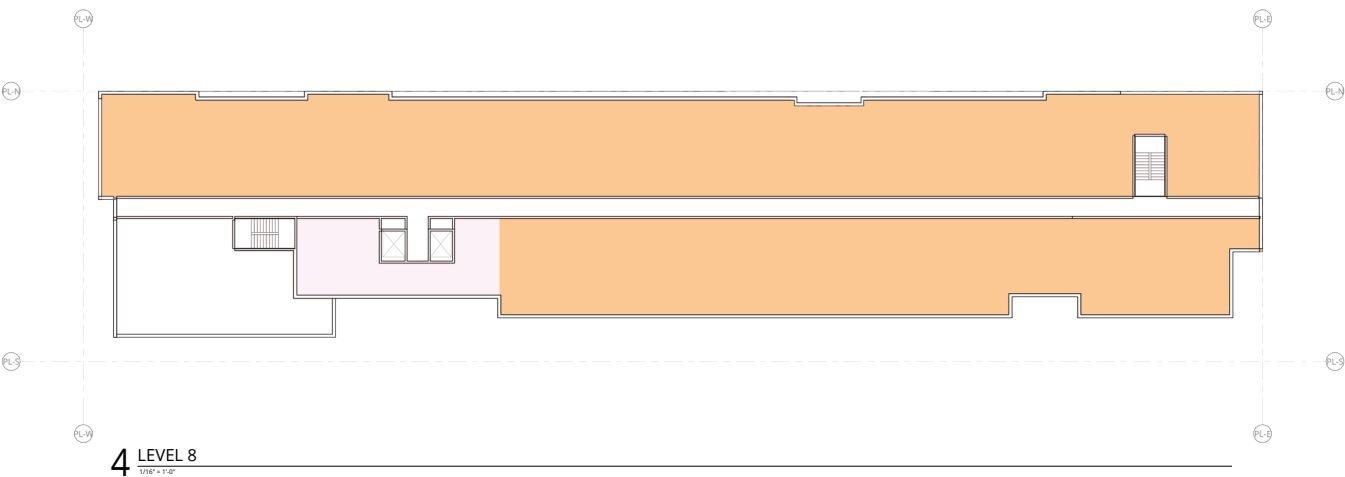
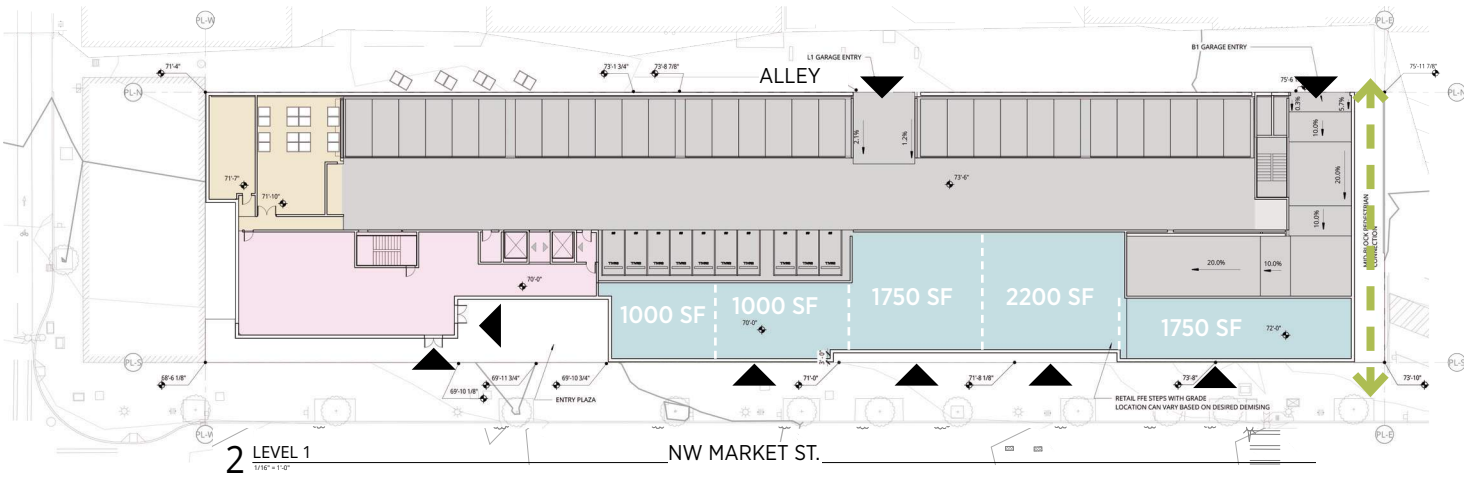
OPTION 3 - VIEWS



6 MASSING CONCEPTS

OPTION 3 - FLOOR PLANS

- RESIDENTIAL
- AMENITY / LOBBY
- COMMERCIAL
- UTILITY
- PARKING





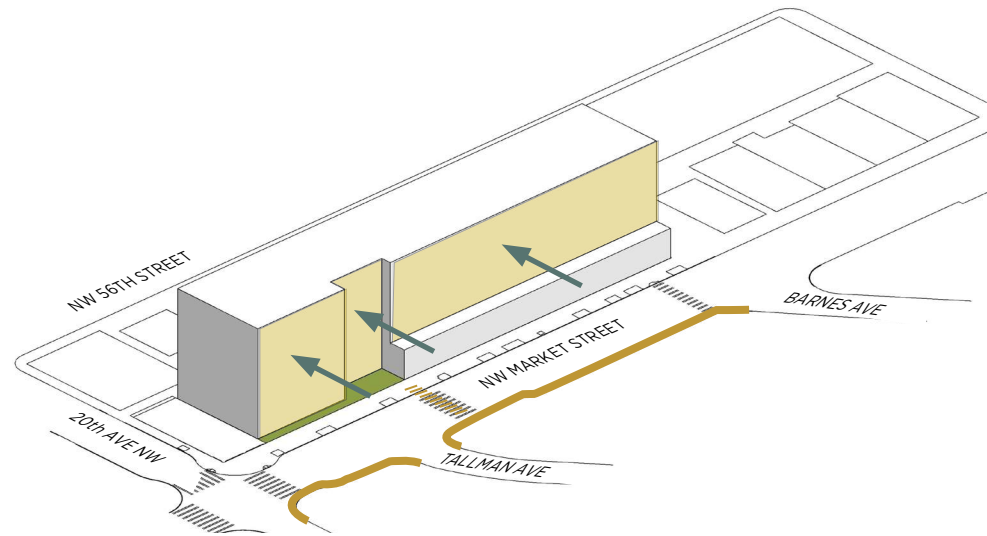
OPTION 3 - SECTIONS



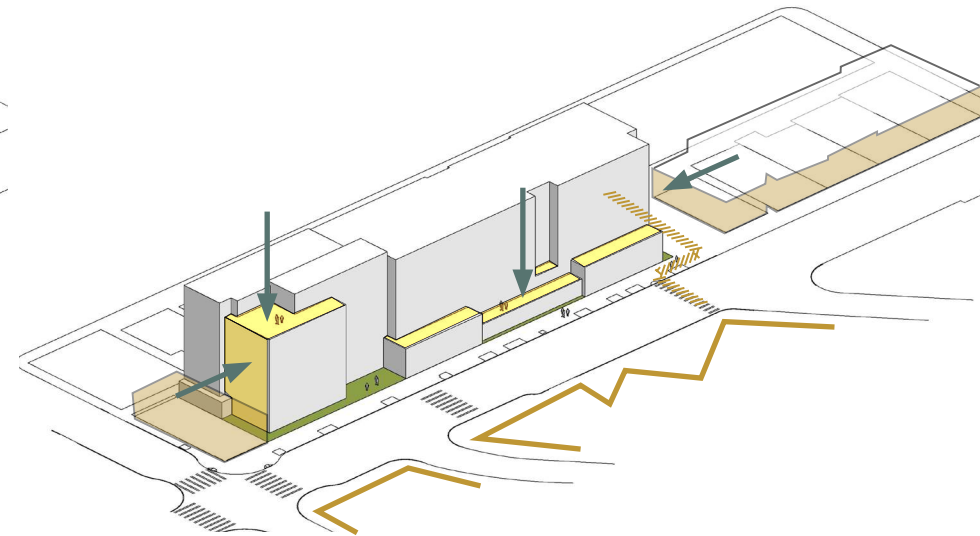
# **7** CONCEPT DEVELOPMENT



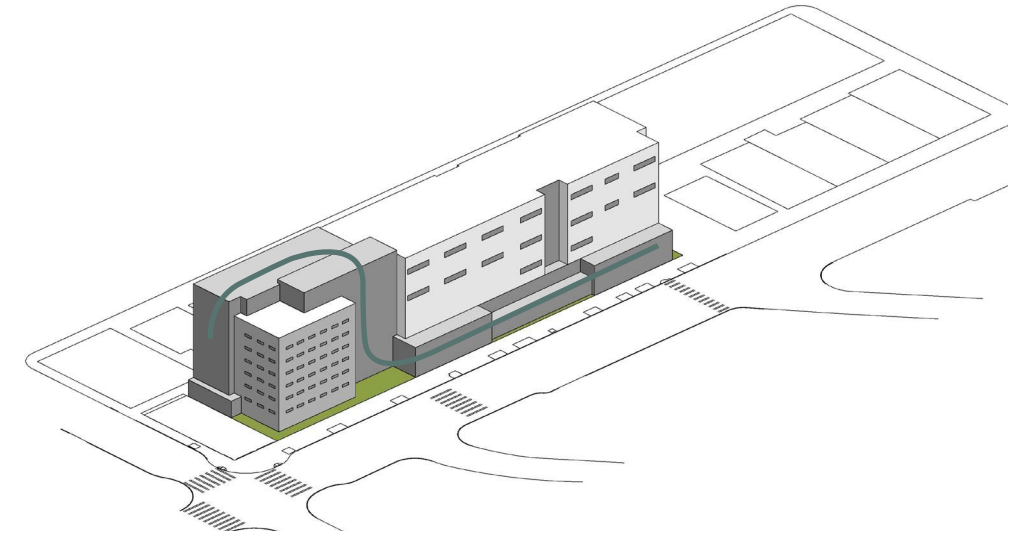
# MASSING ARTICULATION (OPTION 3)



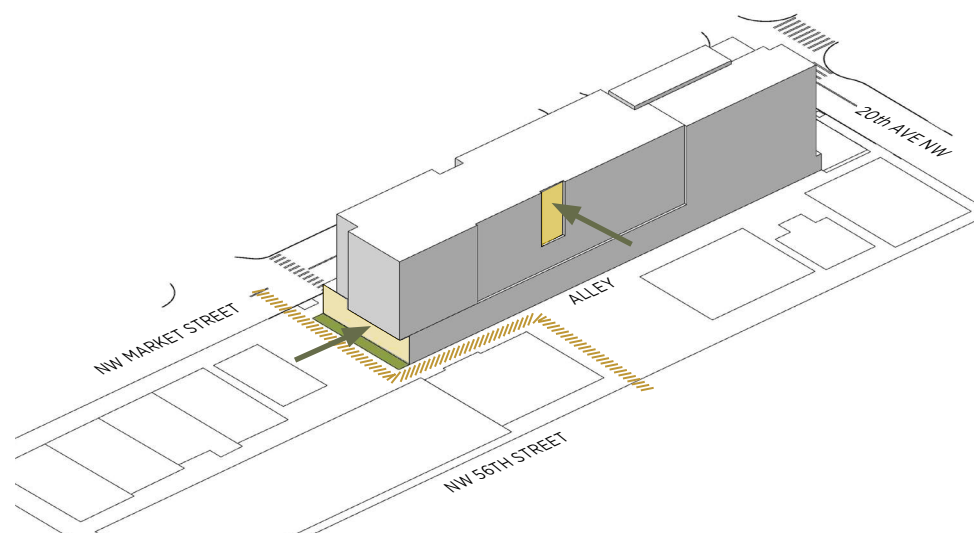
- 1 Move massing back from street to let in daylight. Locate entry plaza across from Tallman Avenue break in facing block.



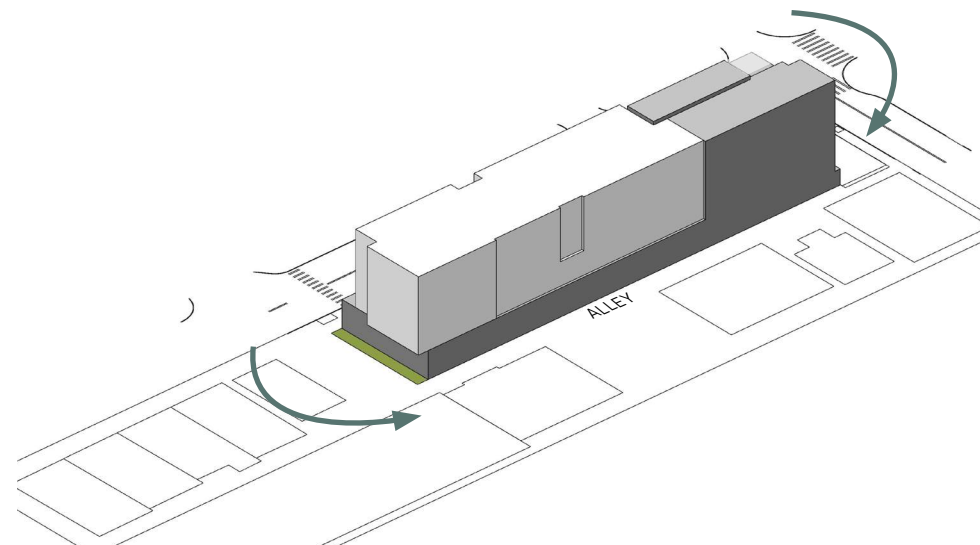
- 2 Lower south masses for terraces, pedestrian scale and to relate to Ballard's varied context. Inset West to give space to existing building. Inset East for mid-block connection.



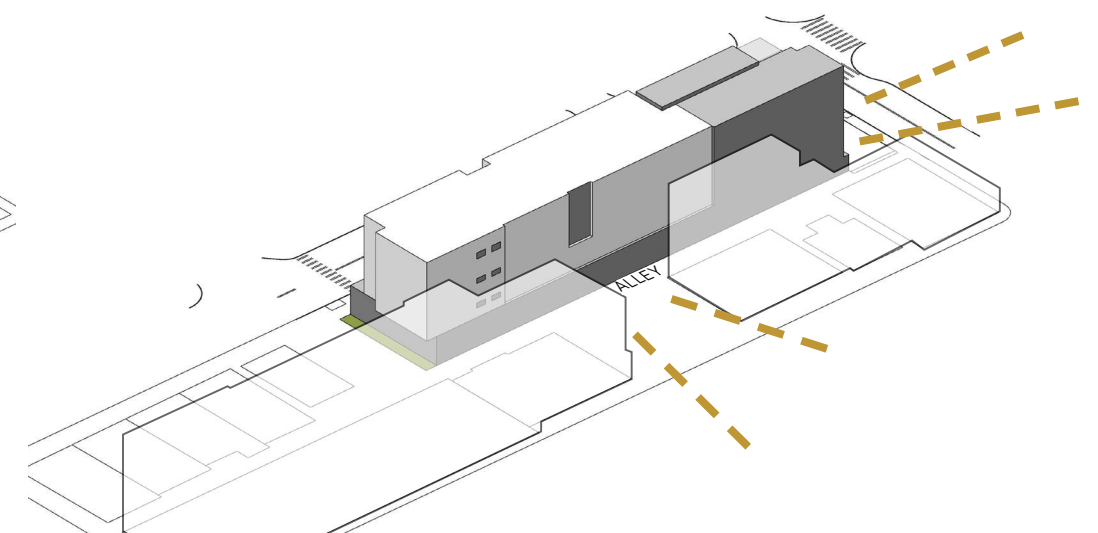
- 3 Apply a mixed composition of dark and light colors for variety and cohesion.



- 1 Inset massing at visible locations



- 2 Wrap dark and light colors around (Breaks scale of building into smaller parts)



- 3 Mix dark and light colors for variety and cohesion.

## DC2 FACADE COMPOSITION

B1. Design all building facades considering the composition and architectural expression of the building as a whole.

## DC2 FACADE COMPOSITION

B1. Design the alley facade carefully. At a minimum, consider wrapping the treatment of the street facade around the alley corner.



7 CONCEPT DEVELOPMENT

INSPIRATION



**APRICITY;** The warmth of sun in winter.

Particular during the dark Seattle winters, there is a yearning to find a clearing in the dense city where one can experience sunlight and distant views.

This project is fortunate to be sited on the sunny side of Market street, providing an opportunity to celebrate the southern exposure.

In a nature, Apricity can be found in wintertime sun shining through trees. The exterior design of this project is inspired by the colors and textures found in such a scene.

*DC2 ARCHITECTURAL CONCEPT*  
Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.



# CHARACTER SKETCH (OPTION 3)



*Above*  
Proposed character for Massing Option 3 (Southwest side / Market St.)  
*CS2 URBAN PATTERN AND FORM*  
5a. Work with required upper-level setbacks to avoid creating a canyon feel. Consider orienting open areas that provide light and air to residences on the upper levels toward the street.  
*CS2 URBAN PATTERN AND FORM*  
3a. Street-level facade design should create a strong connection to pedestrians.

*Left*  
Previous projects by  
Ankrom Moisan Architects

*Right*  
Facade color and texture  
takes inspiration from a  
wintertime sunlight forest





7 CONCEPT DEVELOPMENT

CHARACTER SKETCH (OPTION 3)



Above  
Proposed character for Massing Option 3 (Southeast side / Market St.)  
DC2 ARCHITECTURAL CONCEPT  
3B. Design buildings to have horizontal divisions that create strong base levels that are not overpowered by the upper-level massing.  
CS2 URBAN PATTERN AND FORM  
3a. Street-level facade design should create a strong connection to pedestrians.

Left  
Previous projects by  
Holland Partner Group

Right  
Facade color and texture  
takes inspiration from a  
wintertime sunlight forest





## MASSING IN CONTEXT (OPTION 3)

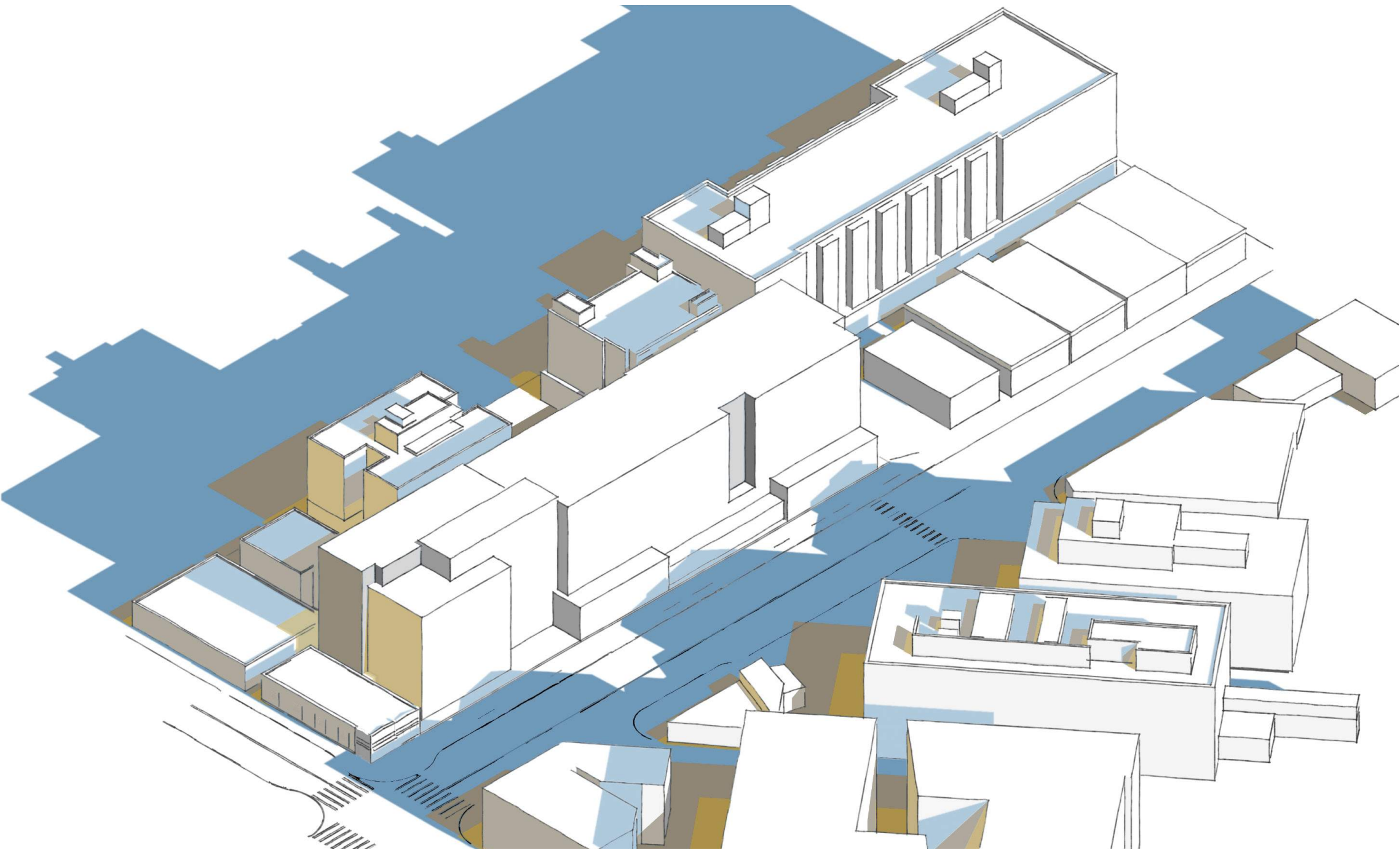
The massing fitting in to its context and making for a pleasant and varied pedestrian experience.

*DC2 FACADE COMPOSITION*  
B1. Design all building facades considering the composition and architectural expression of the building as a whole.



7 CONCEPT DEVELOPMENT

SHADOW STUDY (OPTION 3)



SHADOW LEGEND

- NOON / JUNE 21
- NOON / EQUINOX
- NOON / DECEMBER 21

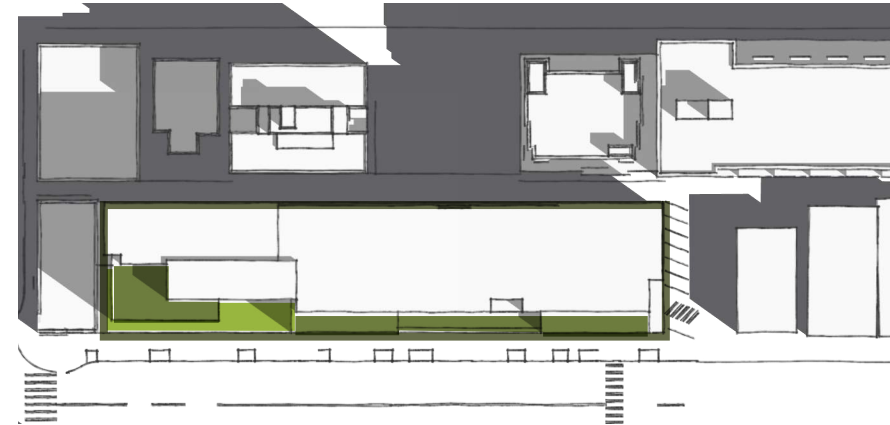
RESPONSE

The massing takes advantage of the South-facing exposure to locate the rooftop terrace and residential amenity open space terraces and balconies.

Additionally, the entire Market Street sidewalk frontage and Entry Plaza receives direct sun at all times of year, except for mid-winter, making for a warm pedestrian experience.



# SHADOW STUDY (OPTION 3)



SUMMER SOLSTICE  
9AM / NOON / 3PM

EQUINOX  
9AM / NOON / 3PM

WINTER SOLSTICE  
9AM / NOON / 3PM



7 CONCEPT DEVELOPMENT

LANDSCAPE (OPTION 3)



residential terraces



fire and killer view



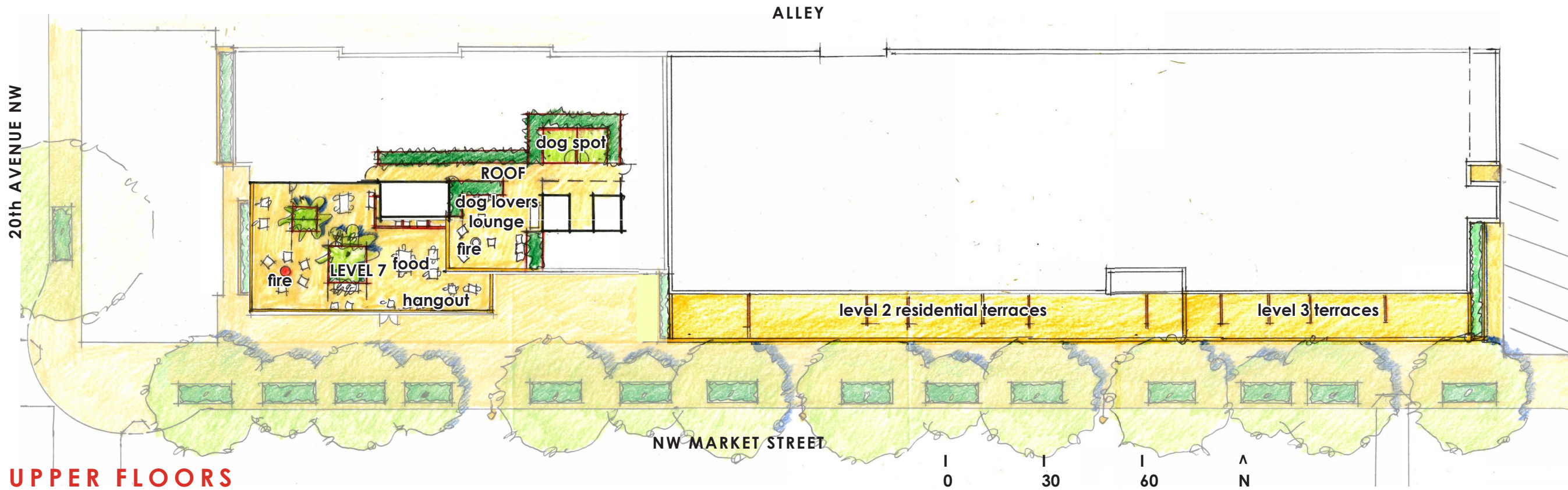
food and hangout



dining



dog spot





# LANDSCAPE (OPTION 3)



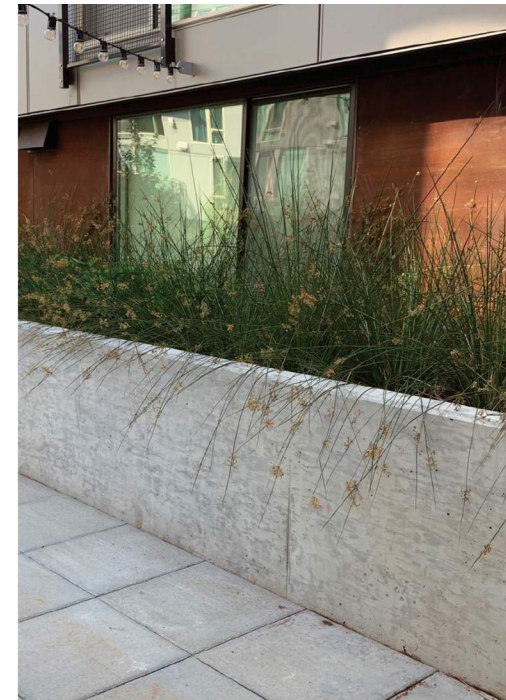
generous planter strip provides room for room for seating



generous planter strip provides room for room for bikes



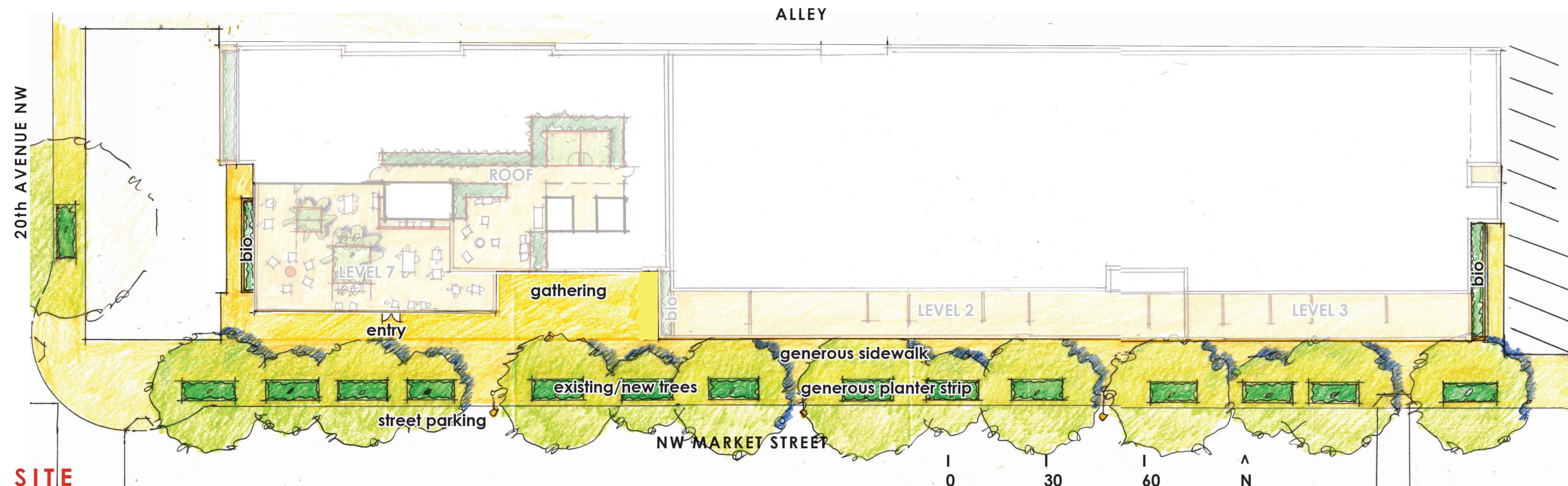
generous sidewalk provides room for spillout retail, active streetscape



biplanter at building



active alley





# 8 DEPARTURES



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#1 STRUCTURE WIDTH

Departure #1

Structure Width (SMC 23.47A.009.F)

- A)** The code requires the maximum width of a structure to be 250’.

A code-compliant option for this site would be two structures with independent circulation abutting each other (as there is no required side setback and party wall conditions are common throughout Ballard). One structure would be 250’ wide and the other would be 143’ wide. The two structures would be connected below grade.\*

*\*Structure width is to be calculated separately for each portion of a structure that has no above-ground connections such as hallways or stairways to other portions of the structure (23.47A.008.C.5)*

**B)** The applicant proposes the maximum width of the structure to be 393’, which is the width of the site.

- C)** This departure will help the project better meet the intent of the design guidelines in the following ways (see graphics on the following page):

1

The amount of light, air and open space given over to the public realm of Market Street in the preferred massing is twice the amount of the code-compliant massing.

The efficiency of one structure allows for fewer duplicative building service elements like exit stairs, MEP spaces and elevators on the residential floors and a single lobby on the ground floor. The reduction of these elements allows for greater livability in the residential homes and also the ability to shape the building mass in a way that provides more light and air to the public realm. **(Design Guideline: DC2.1.a. Reducing Perceived Mass)**

2

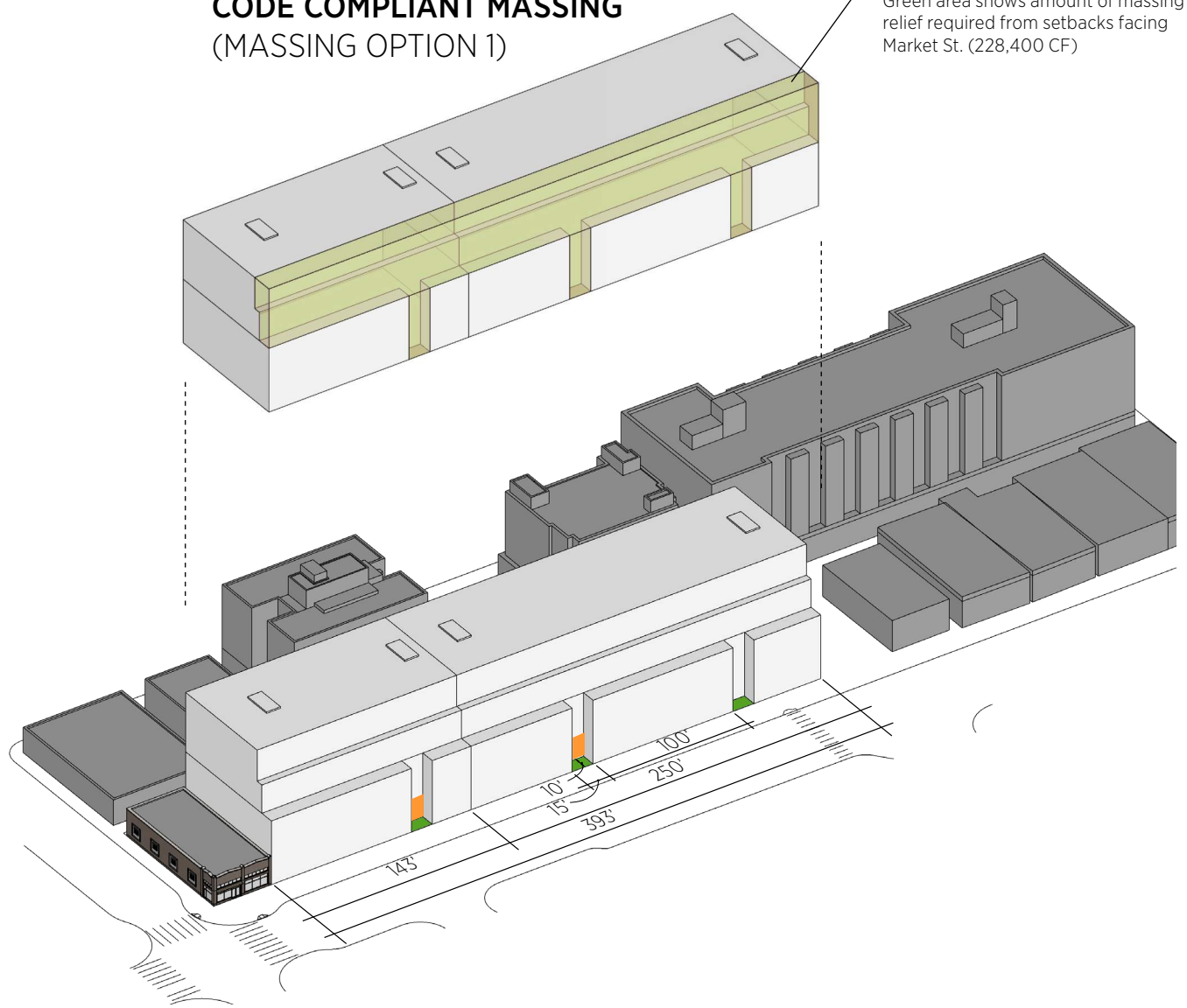
Having one main building entry is clearer for the residential experience rather than having multiple entries that would be required in the code-compliant scheme. Additionally, having one residential entry allows for the adjacent retail space to be contiguous instead of bifurcated, which makes for a more flexible and viable retail space allowing for a variety of neighborhood retailers. **(Design Guideline: CS2.3.a.1. Emphasize identifiable entrances)**



#1 STRUCTURE WIDTH

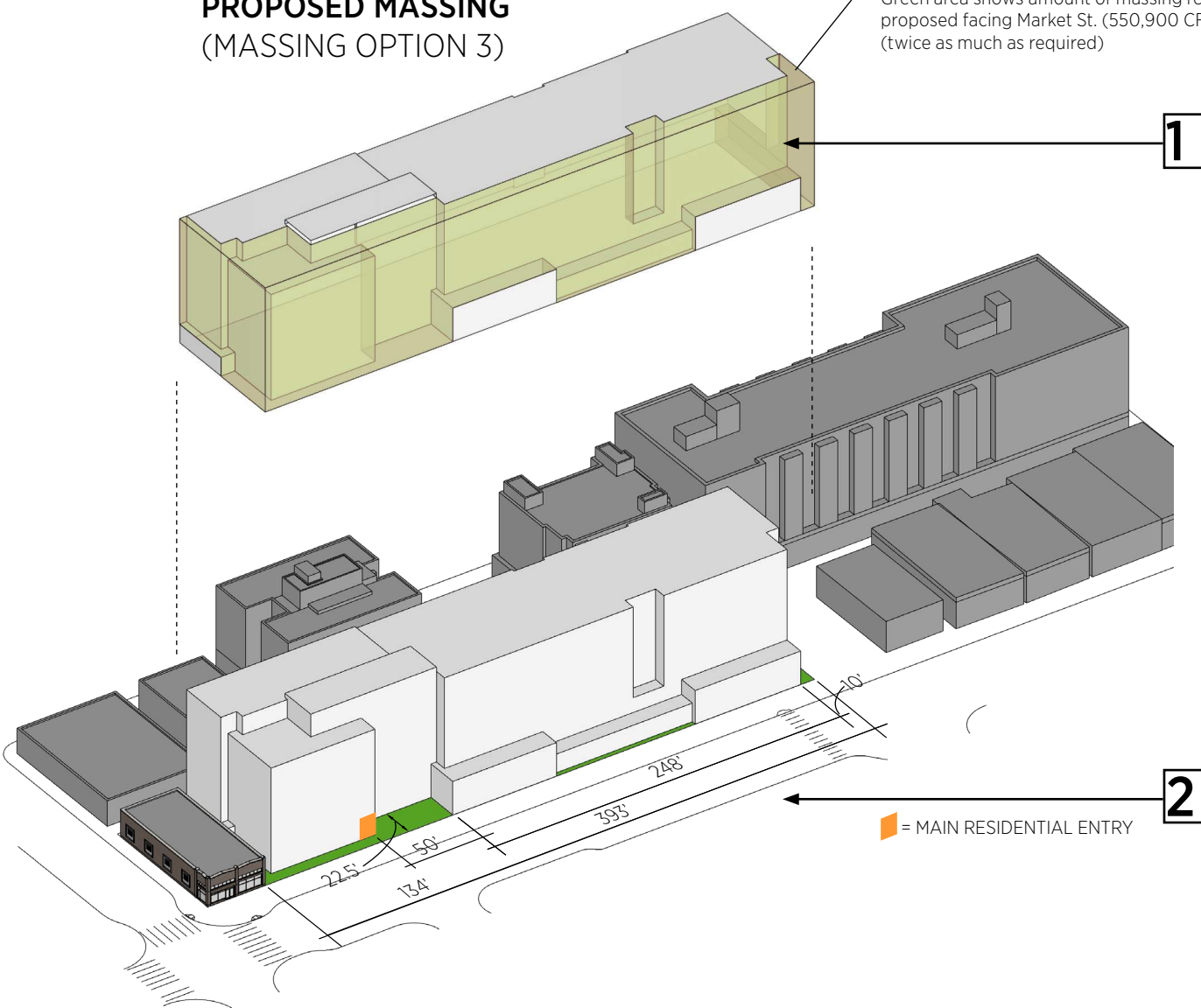
CODE COMPLIANT MASSING  
(MASSING OPTION 1)

Green area shows amount of massing relief required from setbacks facing Market St. (228,400 CF)



PROPOSED MASSING  
(MASSING OPTION 3)

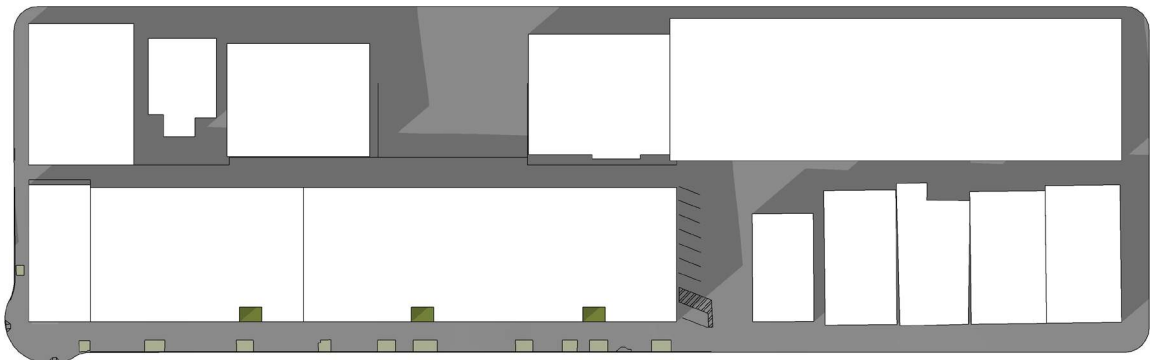
Green area shows amount of massing relief proposed facing Market St. (550,900 CF) (twice as much as required)



1

2

= MAIN RESIDENTIAL ENTRY



Option 1 Block Plan - The code-compliant massing provides less relief and interest to the pedestrian realm



Option 3 Block Plan (level 2 shown) - The preferred massing fits in to the block pattern of density and variation



#2 STREET-LEVEL USE

Departure #2

Street Level Use (SMC 23.47A.005)

**A)** The code requires that Residential uses shall be limited to no more than 20% of the street frontage. 80% shall be Street-level use such as Retail.

**B)** The applicant proposes that the street frontage be 66.7% (248.5') street-level use, 13.4% (50') publicly-accessible outdoor entry plaza space in front of residential use, and 20% (74.5') Residential.

**C)** This departure will help the project better meet the intent of the design guidelines in the following ways (see graphics on the following page):

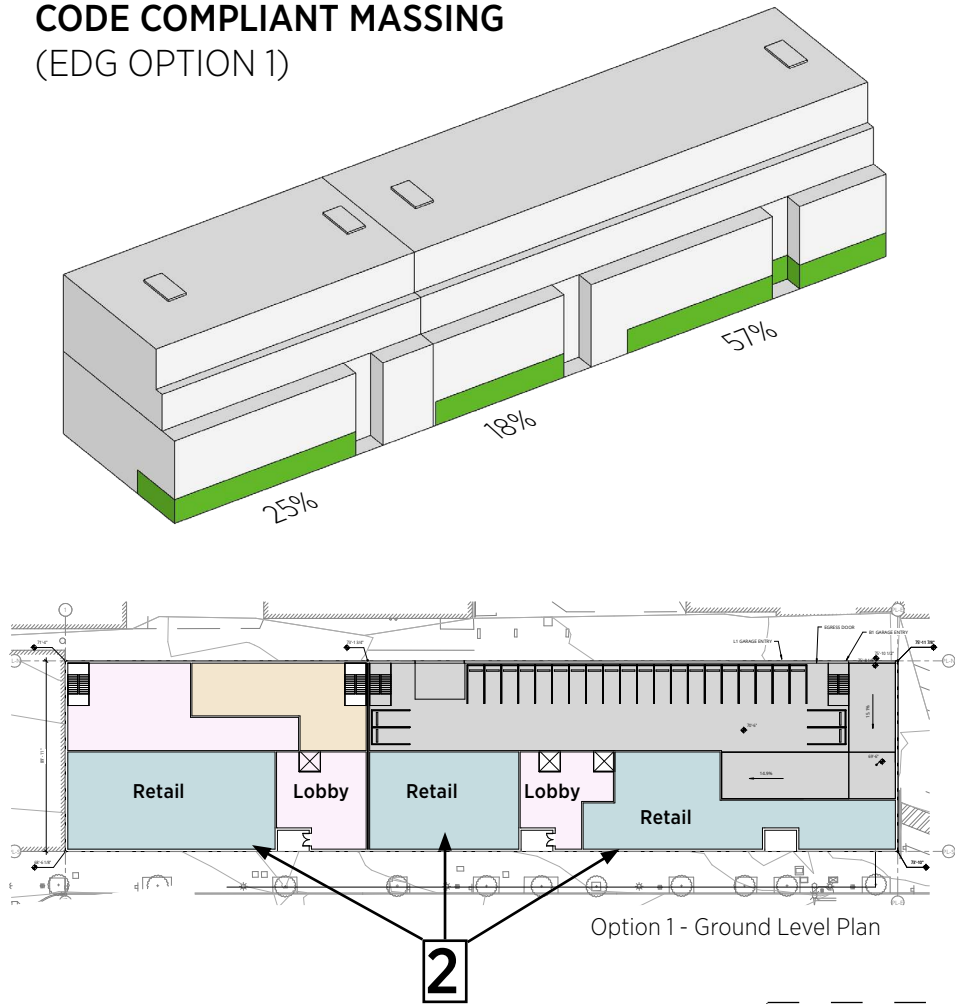
**1** By allowing the south-facing entry plaza to count toward the 80% required frontage requirement of street-level use, the street level use (retail) that is provided will be able to utilize this sunny and active open space as a draw to activate the retail itself, thereby enhancing its quality and helping to have it be successful, rather than empty, retail **(Design Guideline: PL1.2.b. Create lively pedestrian oriented open spaces to attract interest and interaction)**

**2** It is better for the flexibility and viability of the retail to to be grouped together as proposed, rather than alternating with various residential access points as required in the code-compliant option. The ability to subdivide the retail space while remaining adjacent to other retail spaces will ensure there are no isolated islands of retail, which may not be as successful. **(Design Guideline: PL4.a. Avoid deeply recessed windows as street level, g. include commercial spaces for small businesses)**

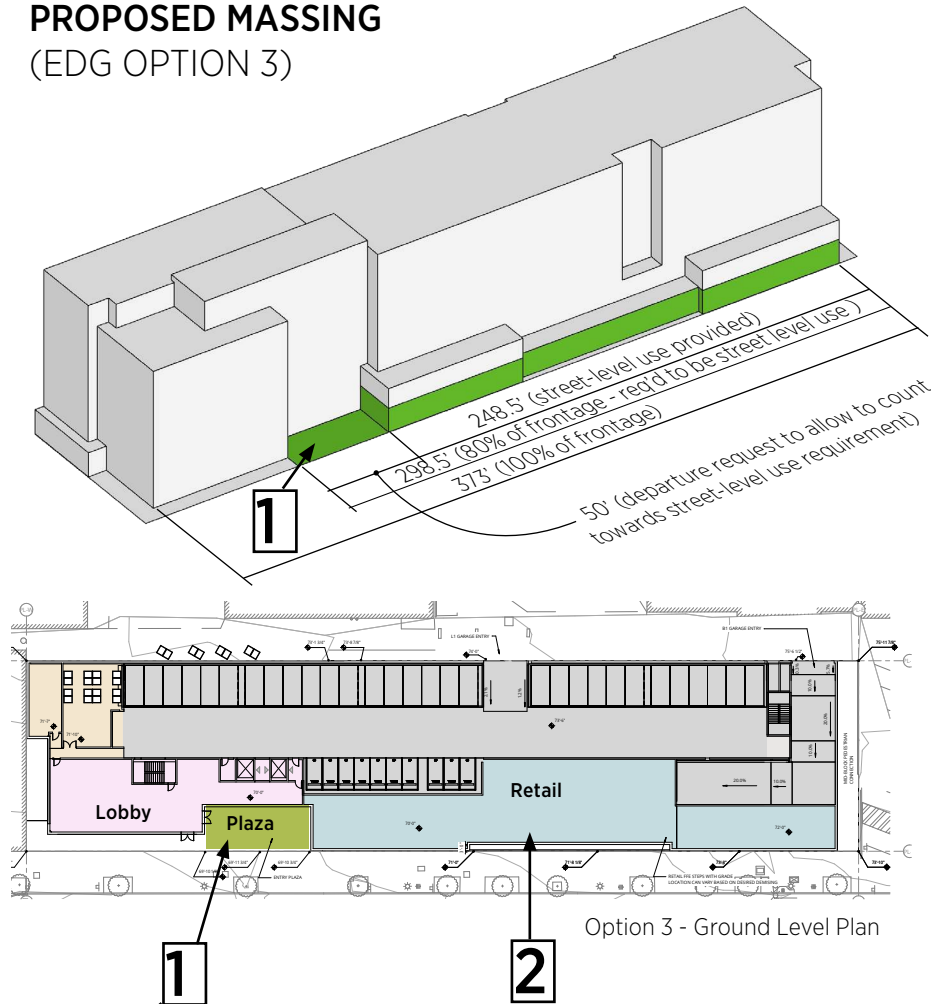


#2 STREET-LEVEL USE

CODE COMPLIANT MASSING  
(EDG OPTION 1)



PROPOSED MASSING  
(EDG OPTION 3)



#3 FACADE MODULATION

Departure #3

Facade Modulation (SMC 23.47A.009.F)

**A)** The code requires that the Market St Facade up to a height of 45', when located within 10' of the property line, shall be set back 10' deep by 15' wide for every 100' of unmodulated facade width.

**B)** The applicant proposes to waive the requirement that all setbacks be 10' deep and to allow some setbacks to be 3' deep instead, as long as the total setback area is greater than what is required.

The applicant proposes 1640sf of total facade setback within 10' of the Market st property line, whereas only 450sf of total facade setback within 10' of Market St is required.

**C)** This departure will help the project better meet the intent of the design guidelines in the following ways (see graphics on the following page):

- 1

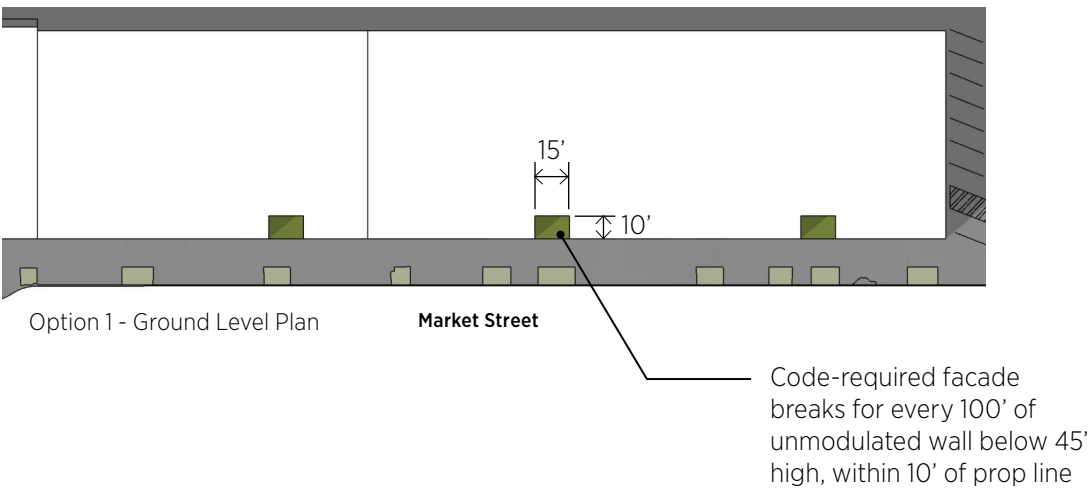
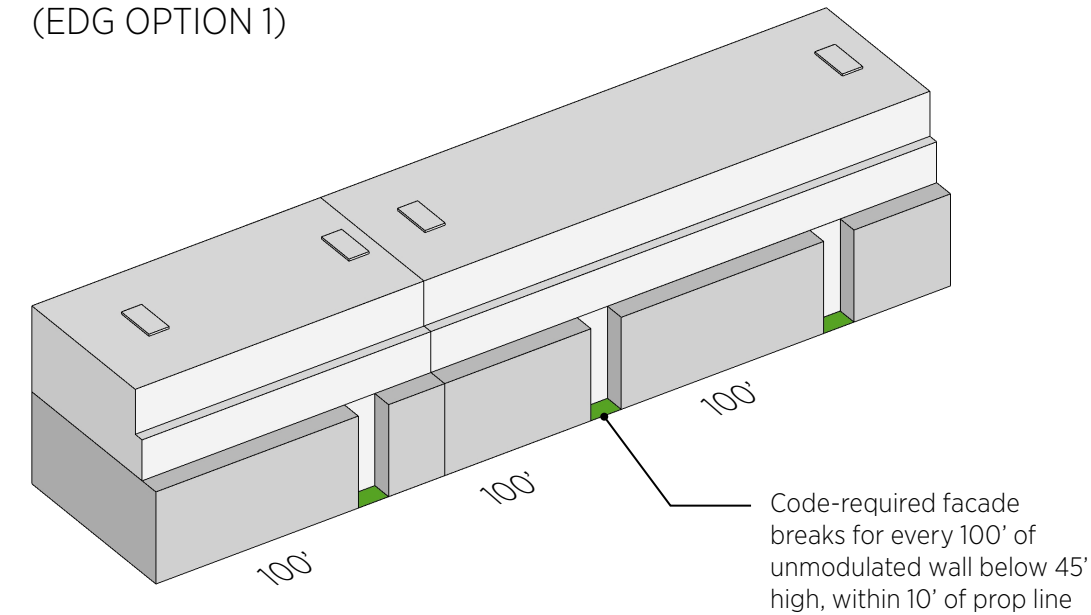
The quality and usability of one large space at ground level is greater than the too-small-to-use (and not good for visibility/safety) spaces in the code-compliant option. The quality of this large open space is particularly enhanced having southern exposure. **(Design Guideline: PL1.b.1. Orient open space to take advantage of sunlight)**
- 2

The preferred massing's two-story retail base east of the entry provided a more varied massing, that works with the retail program, than the rigorous base of the code-complaint massing. **(Design Guideline: DC2.4.a.1. Clearly differentiate residential from commercial uses)**

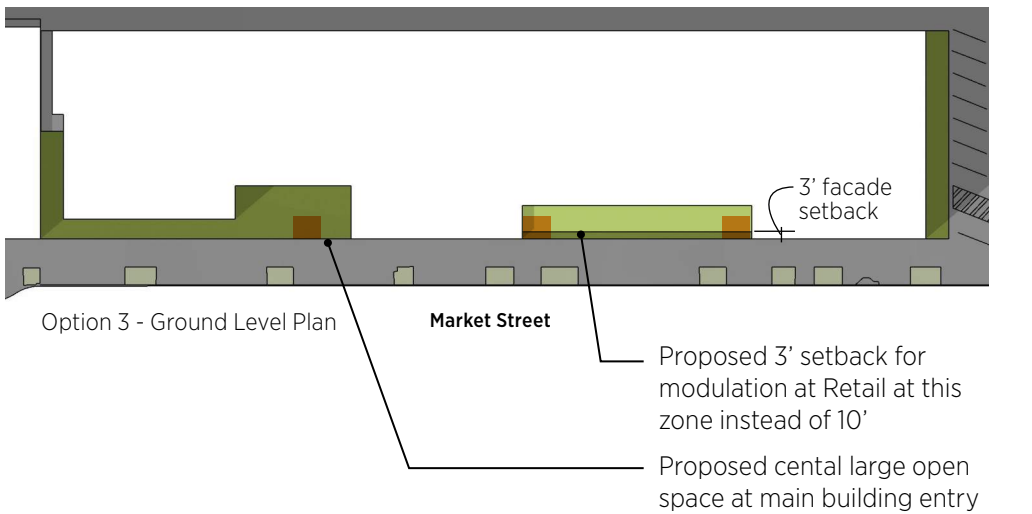
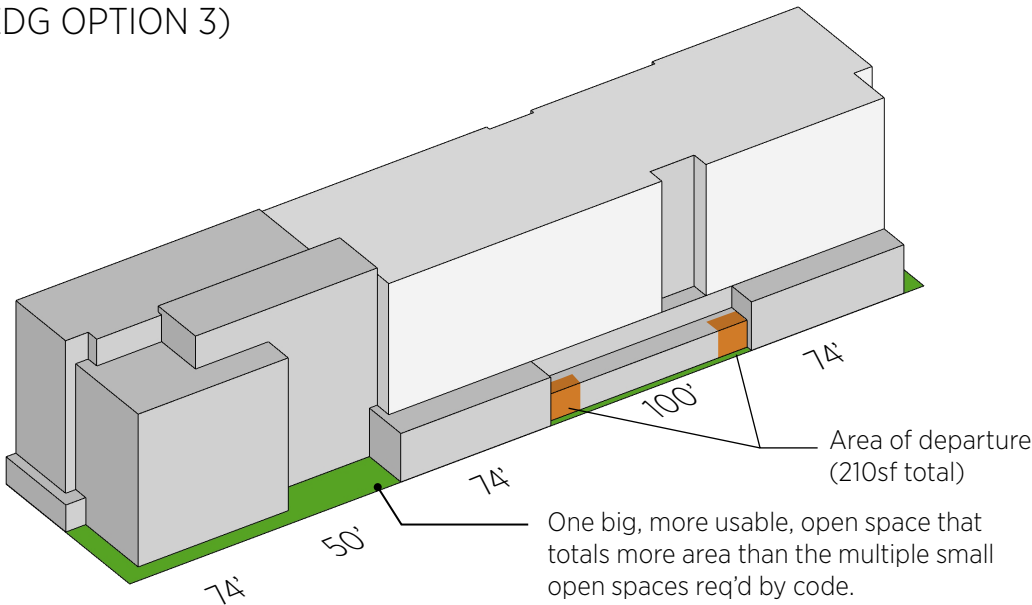


# #3 FACADE MODULATION

**CODE COMPLIANT MASSING**  
(EDG OPTION 1)



**PROPOSED MASSING**  
(EDG OPTION 3)



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