

**EARLY DESIGN GUIDANCE PRIORITIES  
OF THE  
DOWNTOWN DESIGN REVIEW BOARD**

**Meeting Date: February 9<sup>th</sup>, 2010  
Report Date: February 16<sup>th</sup>, 2010**

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**BACKGROUND INFORMATION:**

**Project Number:** 3009156  
*(Formerly reviewed under 3004728 and 2403964)*

**Address:** 1430 2<sup>nd</sup> Avenue

**Applicant:** Jerry Garcia of Olson Kundig Architects  
for Urban Visions and Second & Pike LLC

**Board members present:** Bill Gilland, Chair  
Marta Falkowska  
Jan Frankina  
Brian Scott

**Board members absent** Dana Behar (excused)

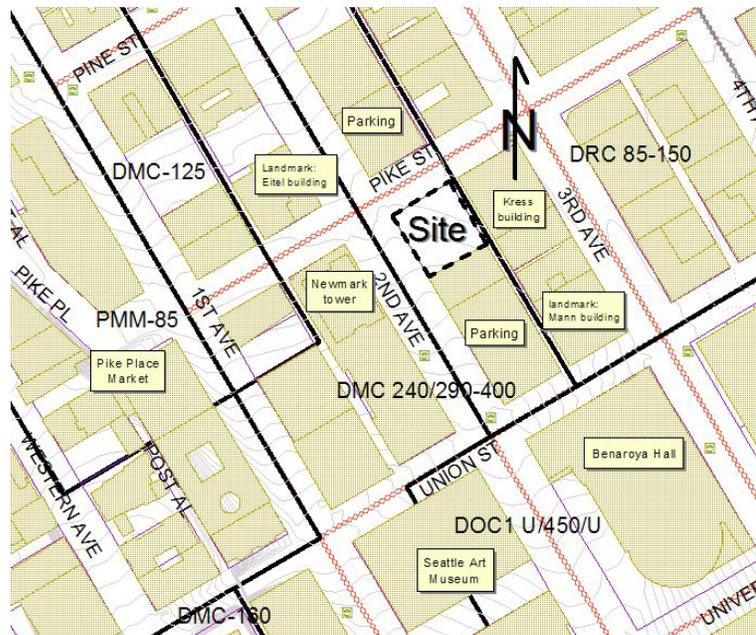
**DPD staff present:** Shelley Bolser, Land Use Planner

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**SITE & VICINITY**

The 19,000 square foot site is located at the southeast corner of 2nd Avenue and Pike Street in Downtown Seattle. The site is zoned Downtown Mixed Commercial (DMC) with a height designation of 240 feet for non-residential, a base limit of 290 feet for residential and a maximum limit with bonus of 400 feet for residential (DMC-240/290-400). The site is currently developed with a surface parking lot.

The site topography drops about 8 feet from north to south. Pike Street is designated as a principal arterial street and Class 1

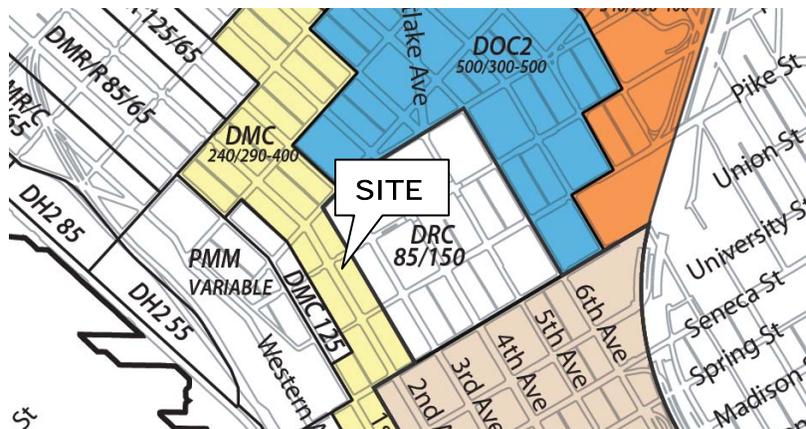


*for illustrative purposes only*

pedestrian street. Second Avenue is designated as principal transit street. A 16 foot alley abuts the site on the east. The project will be required to dedicate 2 feet of property to widen the alley.

The site is situated at the edge of the downtown retail core near Pike Place Market. There are many City Landmark buildings in the area, including the Doyle building and the Mann building. Pike Place Market a historic district is located one block to the west. Benaroya Hall and the Seattle Art Museum are located one block to the south.

Surrounding property to the west across 2nd Avenue is zoned Downtown Mixed Commercial (DMC) with the same height limit, and is developed with the 190 foot tall Newmark building. The property to the east across the alley is zoned Downtown Retail Core (DRC) with a maximum height limit of 150 feet, and developed with the 3-story Kress building (including Kress grocery store) and the Historic Mann Building on the other half of the block. The property to the north and south is zoned DMC-240/290-400, and developed with parking garages.



*for illustrative purposes only*

The map to the left illustrates that sites fronting on 2nd Avenue at this location are framed by zones with lower height limits, the DRC 85/150 and DMC 125 zones.

## **PROJECT DESCRIPTION**

The proposal includes the construction of one mixed-use residential and restaurant/retail building with above and below grade parking. The proposed project consists of an approximately 400-foot tall tower including:

- Ground floor retail/restaurant/lobby and outdoor garden area
- 8<sup>th</sup> floor retail/restaurant and roof garden (“Skybar”)
- 9<sup>th</sup> floor and roof level private resident amenity area
- 34 floors of residential
- Nine floors of below grade parking

The proposal includes approximately 288 residential units, 6,000 square feet of retail and/or restaurant area at the street level and Skybar level, and 340 parking stalls.

The applicant will be required to obtain LEED Silver certification for the project in order to qualify for the proposed tower height. The proposed tower would be centrally located on the north side of the site, adjacent to Pike Street.

## **DESIGN PRESENTATION**

The applicant noted that the proposed development is a continuation of previous Early Design guidance reviews at this site. This is essentially the fourth Early Design Guidance meeting. The last EDG meeting for this project was held on May 27, 2008. The proposal has been modified from the 2008 EDG meeting with removal of the hotel component, addition of upper level amenity spaces, and additional below grade parking. The residential units have been made smaller, with an average floor plan of 950 square feet.

The applicant presented the further development of the previous EDG preferred option, with the changes noted above. The concept described was a 7-story podium level to relate to the nearby context of older 7-story buildings. The “Skybar” would be located at the top of this podium, with restaurant and outdoor roof garden area. The tower would ‘float’ above that defined gap in the building mass.

The podium level would be essentially broken into three masses: the lower expression of the tower, and two masses separated by a courtyard. The courtyard would continue up to the 8<sup>th</sup> floor, allowing a quality of “fatigued” or filtered light to the first story retail and residential lobby area. The applicant explained that the courtyard would provide a visual connection to nature, even if it couldn’t be inhabited year round. It would also provide an internal sense of orientation to users of the building, since it would be visible from residential hallways and elevator bays. The podium includes residential units from the second story to the 7<sup>th</sup> story. Loft units would be oriented to the courtyard, and stacked flats would be located in the area below the tower. The courtyard would include a water feature.

The courtyard would also be visible from the street level. Pedestrians passing by could view the courtyard through glass above the driveway as it dropped down from the 2<sup>nd</sup> Avenue curb cut. The retail space between the curb cut and the residential lobby would have an operable glass wall facing the courtyard, so it would be possible to have a restaurant use in that area with outdoor dining. Part of the courtyard would also be visible from the residential lobby, and would be more visible to people at the elevator lobby internal to the floor plan.

The tower and podium would include metal mesh at the balconies and parts of the façade. At the podium level, the mesh would be operable and residents could adjust the screens for privacy or light. At the tower level, the screens would be fixed over portions of the balconies to reduce wind and make the balconies more usable to residents.

The Skybar would be accessed from a retail entry at Pike Street, and would include a large outdoor rooftop garden with a water feature. This level defines the street environment from the tower environment, and provides context with nearby building heights. The level would be activated with people and a possible restaurant use.

## **BOARD QUESTIONS AND COMMENTS**

The Board had the following questions, with responses from the applicant:

- Clarify whether the courtyard would be used for retail, or residents, or both?
  - Potentially both, but it would depend on the retail/restaurant tenant. The opportunity is there.
- Explain the rationale for the concept of two podium masses and one tower floating above.

- Emphasis of the 'middle line' of the city; the 7-story average height of nearby buildings
- People will move horizontally at the Skybar level, emphasizing the transition between sky and street
- The tower experience is different from the street level experience, and this is a way to demonstrate that difference
- The tower floor plan continues into the podium base below, although the façade treatment is different from the tower
- Explain how the courtyard is related to the driveway from 2<sup>nd</sup> Avenue.
  - The driveway drops down immediately from 2<sup>nd</sup> Avenue, so people in the courtyard will see the driveway but headlights won't aim into the courtyard.
- Explain the idea of 'veils' on the decks.
  - The metal mesh screens, or 'veils' will help to diffuse the wind in the tower levels, and provide privacy in the lower level residential units.
- How big is the restaurant space at the Skybar level?
  - Approximately 6,400 square feet interior and 7,800 square feet exterior space
- Given tower separation requirements in this zone, is there a chance that another tower could locate on this block in the future?
  - The buildings across the alley are historic landmarks, so it's unlikely that those would be redeveloped in the foreseeable future. Theoretically if one of those were torn down, then it would be possible to have another tower on this block.
- Does the proposed tower comply with the maximum tower width requirement?
  - Yes
- Has DPD approved the proposed curb cut at 2<sup>nd</sup> Avenue?
  - DPD has been supportive of the proposed curb cut, due to the specific nature of high pedestrian traffic at Pike Street and Union Street, and the Kress grocery store in the Kress building across the alley.
- Has the applicant considered rain water harvesting related to the proposed water features?
  - LEED Silver will have to be achieved for this tower height, so it's a possibility. The applicant intends to achieve LEED Gold or Platinum, so they will be interested in all possible strategies for sustainable credits.
- Please explain how the various levels work with the courtyard.
  - The back wall of the courtyard would be the wall separating the loading area from the courtyard, and would provide a backdrop for the courtyard. The loading area would be located ½ story above the courtyard level.
  - The water feature would include a water fall into a pool to the story below where the residential storage areas are.

## **PUBLIC COMMENT**

Six members of the public attended the Early Design Guidance meeting:

- The Kress grocery store uses the alley behind the subject property heavily for loading and unloading. Will there be a conflict with the proposed loading area at the alley?
  - That's the reason for the proposed curb cut at 2<sup>nd</sup> Avenue, in order to reduce the traffic at the alley. The proposed loading for this project will be light and occasional.
- What amenities are included in the residential amenity area at the 9<sup>th</sup> floor?

- A shared kitchen and dining area, a games room, a movie room, and exercise areas.
- What landscaping is included in the proposal?
  - Street trees, Pike street developed in keeping with the Pike and Pine Streetscape Conceptual Design Plan, and landscaping integrated into the overall project.
- What is the distance between the proposed tower and the Newmark building across 2<sup>nd</sup> Avenue?
  - The width of the right of way, which appears to be 96'
- Garbage trucks go down the alley around midnight, so the applicant may want to consider how alley noise will affect the residents of the proposed building.

### **DESIGN GUIDELINE PRIORITIES**

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance and identified by letter and number those guidelines found in the City of Seattle's *Design Review: Guidelines for Downtown Development* of highest priority to this project.

The Board noted that the project includes the following positive aspects:

- Clear recognition and analysis of nearby context and creating a 'sense of place' with the proposal
- Good presentation of design concepts
- A strong sense of integration between the architecture and the landscape plan
- Providing all parking below grade
- Goal of achieving LEED Gold or Platinum
- Brilliant design parti; the response to the existing 7-story built environment nearby provides a good transition
- The Skybar level is an interesting design solution to the tower and podium challenge
- The proposed materials look porous and interesting

"Hot Buttons" are items initially discussed by the Board and include items of top importance for the design. For this project, the Board determined the hot buttons were:

#### **1. Architectural concept – relating the tower to the base**

- The Board noted that the distinct expression of the tower and the base is very interesting, but still unclear in the graphics.
- A challenge will be to relate the masses to each other without losing the distinction
- Another challenge will be to use the metal mesh to achieve the physical goals of privacy and wind blockage, integrate the material well with the building mass, and achieve the desired "veil" quality

#### **2. Courtyard**

- The Board applauded the use of the courtyard to create a sense of internal building orientation and provide a visual connection to nature
- The challenge will be to use the courtyard as the true 'core' of the building and make the most of the visual impact for residents and visitors to the retail/restaurant areas

- Consider making a more direct visual connection between the courtyard and the residential entry, so it is visible to those entering the building and those passing by on the street.
- The challenge will be to relate the masses to each other without losing the distinction

The applicant should address all priority guidelines and Board guidance below during the next stages of design review.

#### **A. Site Planning and Massing – Responding to the larger context**

- A-1 Respond to the physical environment. Develop an architectural concept and compose the building's massing in response to geographic conditions and patterns of urban form found beyond the immediate context of the building site.**
- A-2 Enhance the skyline. Design the upper portion of the building to promote visual interest and variety in the downtown skyline.**

Previous Early Design Guidance:

*The Board supports the innovative design concept and appreciated the thoughtful vision. The Board appreciated the idea of providing a slot at the top of the tower and wants this idea further defined. The Board also wants to see design attention given towards the rest of the tower. The Board cautioned that the lantern expression of the glass tower should be a glowing lantern as compared to a shining lantern that generates light and glare.*

2/9/2010 Guidance:

The Board supports the concept of integrating 'nature' into the urban structure. The Board also expressed appreciation for the break at the 8<sup>th</sup> floor that responds to the context of nearby buildings, although noted that visually relating the tower and base will be a challenge, as described in Hot Button 1.

The proposed tower will be very visible in the skyline. The Board encouraged the applicant to continue further with the design concept.

#### **B. Architectural Expression – Relating to the Neighborhood Context**

- B-1 Respond to the neighborhood context. Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.**
- B-2 Create a transition in bulk & scale. Compose the massing of the building to create a transition to the height, bulk, and scale of development in neighboring or nearby less intensive zones.**
- B-3 Reinforce the positive urban form & architectural attributes of the immediate area. Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.**

Previous Early Design Guidance:

*Responding to the neighborhood context is important considering the public and quasi public buildings/spaces in the area (The Pike Place Market, Benaroya Hall and the Art Museum). The Board needs to see in isometrics or other graphics how the building relates and transitions to the Newmark building across the street and the adjacent parking garage as well as how it relates to the nearby historic buildings. The Board suggested that a section from the water up to the building would be beneficial in understanding its relationship to the existing context.*

*The Board needs to see a unified design in that the base and tower must fit well together or be weaved together so that the tower does not appear to be sitting atop the base.*

2/9/2010 Guidance:

The Board commended the applicant for analyzing the nearby context of Pike Place Market and the downtown development near the site. The proposed courtyard concept relates well to nearby context, and the Board encouraged the applicant to continue developing the courtyard design, with consideration of the challenges described in Hot Button 2.

As noted in response to guideline A-1, the Board gave guidance for the applicant to continue developing the architectural relationship between the tower and base without losing the clear break at the 8<sup>th</sup> floor, which creates a clear reference to nearby structures.

- B-4 Design a well-proportioned & unified building. Compose the massing and organize the publicly accessible interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear integral to the whole.**

2/9/2010 Guidance:

As noted in Hot Buttons 1 and 2, challenges include a unified design between the tower and base without losing the strong expression at the 8<sup>th</sup> floor, and maximizing the courtyard design for internal users and passerby. The Board expressed general agreement that the tower is well-proportioned.

Additional study demonstrating the effect of the metal mesh material will be required. The Board expressed some concern that the metal mesh could create a blank wall effect, or the operability of lower panels could create visual chaos.

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| <b>C. The Streetscape – Creating the Pedestrian Environment</b> |
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- C-1 Promote pedestrian interaction. Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should be open to the general public and appear safe and welcoming.**
- C-2 Design facades of many scales. Design architectural features, fenestration patterns, and materials compositions that refer to the scale of human activities contained within. Building facades should be composed of elements scaled to promote pedestrian comfort, safety, and orientation.**
- C-4 Reinforce building entries. To promote pedestrian comfort, safety, and orientation, reinforce the building's entry.**

- C- 5 Encourage overhead weather protection. Encourage project applicants to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.**
- C-6 Develop the alley facade. To increase pedestrian safety, comfort, and interest, develop portions of the alley façade in response to the unique conditions of the site or project.**

*Previous Early Design Guidance:*

*The Board needs to see how the residential units meet the street considering the entries are envisioned from the interior courtyard. The retail must provide a good level of transparency; the board needs to see more detail on the commercial design. The Board wants the architect to explore the configuration of townhouses in that the alley units will have limited light in that they are blocked by the street facing units.*

*The Board must see how the design promotes pedestrian interaction. This is particularly important along Pike Street which is a heavily used pedestrian corridor from the retail core to Pike Place Market.*

*The Board needs to see how the residential entry relates to the building and suggested that the scale of the entry needed to be proportionate to the rest of the building. The Board must see details on how the building meets the sidewalk and character studies of the pedestrian spaces.*

*2/9/2010 Guidance:*

The Board reinforced the earlier guidance, and noted that more detail of the Pike Street façade should be provided at the design recommendation stage. The Pike Street façade should respond to the high level of pedestrian traffic, the Pike and Pine Streetscape Conceptual Design Plan, and the concerns for adequate lighting and sight lines for safety. The Board expressed support for the location of the Skybar restaurant entry near the alley at Pike Street.

As noted earlier, the guidance in response to C-2 is to create a cohesive design between the tower and base. Additional sense of scale isn't necessarily required to meet this guideline. The metal mesh screens at the base and the tower should achieve the desired 'veil' affect and not add to the appearance of building mass or blank walls.

The building entries require further design development to meet C-4. Comments found in Hot Button 2 suggest the entry might be more visually connected to the courtyard. The residential entry should be distinguished from the retail entries. One technique would be to recess the residential entry.

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| <b>D. Public Amenities – Enhancing the Streetscape and Open Space</b> |
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- D- 1 Provide inviting & usable open space. Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.**
- D- 2 Enhance the building with landscaping. Enhance the building and site with substantial landscaping—which includes special pavements, trellises, screen walls, planters, and site furniture, as well as living plant material.**

**D- 3 Provide elements that define the place. Provide special elements on the facades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable “sense of place” associated with the building.**

Previous Early Design Guidance:

*The current proposal does not include as much opportunity at the ground level for open space, but the Board is interested in understanding how inviting the spaces will be at the ground. The Board wants more exploration of how the townhouses are configured and suggested moving the courtyard to the street in an effort to give the courtyard space and units more light and air.*

*The Board needs to see how the project will be enhanced with landscaping, and how this will be integrated with green building ideas, like a green roof.*

2/9/2010 Guidance:

The Board expressed appreciation for the integration of landscaping into the proposed development. A suggestion was made to focus part of the LEED rating points on storm water collection on site for the water features in the courtyard at the ground floor and the roof garden at the 8<sup>th</sup> floor. The water feature in the courtyard should be maximized for user enjoyment, and perhaps the storage area below grade isn't the best connection for the water feature.

The applicant should continue to develop the landscape plan and provide more detail about landscaping on the site and at the street level at the design recommendation stage.

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| <b>E. Vehicular Access and Parking – Minimizing the Adverse Impacts</b> |
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**E-1 Minimize curb cut impacts. Minimize adverse impacts of curb cuts on the safety and comfort of pedestrians.**

**E-3 Minimize the presence of service areas. Locate service areas for trash dumpsters, loading docks, mechanical equipment, and the like away from the street front where possible. Screen from view those elements which for programmatic reasons cannot be located away from the street front.**

Previous Early Design Guidance:

*The Board indicated that they would consider the applicants argument for access from 2nd Avenue. The Board indicated that any curb cuts would need to be minimized by the design of the garage opening and the overall project quality. The Board applauded the developer's effort to date to keep all the parking below grade.*

2/9/2010 Guidance:

The Board noted that the proposed 2<sup>nd</sup> Avenue curb cut includes the view opportunity into the courtyard, which is a positive design aspect. The proposed curb cut needs to be designed to minimize vehicular impacts to pedestrian safety on 2<sup>nd</sup> Avenue, and also minimize the visual impact of vehicles and garage entry to the streetscape.

The proposed service areas would be located at the alley. The Board guided the applicant to provide for adequate trash collection areas, since the alley experiences heavy use at this site.

## **DEVELOPMENT STANDARD DEPARTURES**

The following departures from the development standards were proposed at this phase:

| <b>STANDARD</b>   | <b>REQUIREMENT</b>               | <b>REQUEST</b>                   | <b>APPLICANT'S JUSTIFICATION</b> | <b>BOARD RECOMMENDATION</b>   |
|---|----------------------------------|----------------------------------|----------------------------------|---|
| <b>Loading Berth (length) SMC 23.54.035</b><br><br>Loading Berths must be at least 35' long | 35' long loading berths required | 30' long loading berths proposed | TBD                              | The Board will continue to entertain this request, provided the applicant can demonstrate proposal would better meet the intent of the adopted design guidelines. |

## **NEXT STEPS**

### **MUP Application:**

1. Submit application for Master Use Permit (MUP) application. Appointments for MUP intake may be made by calling (206) 684-8850. Please contact Land Use Planner Shelley Bolser at (206) 733-9067 or [shelley.bolser@seattle.gov](mailto:shelley.bolser@seattle.gov) when you have scheduled your MUP intake appointment.
2. Please include a written response to the guidance provided in this EDG, as noted in CAM 238, Attachment B. Plan on embedding four 11x17 colored and shadowed elevations, landscape and right-of-way improvement plans into the front of the MUP plan set (4 per sheet). Label all sheets for design review and provide a table of contents at the front of the plan set. CAM 238 may be accessed at <http://web1.seattle.gov/DPD/CAMs/CamDetail.aspx?cn=238>.
3. A traffic study or memo disclosing trip estimates may be required as part of the next phase of the MUP process.
4. Provide the following graphics, either in the MUP plan set or directly to Land Use Planner Shelley Bolser, following MUP intake:
  - a. Developed site plan of preferred scheme with surrounding block context showing other proposed structures
  - b. Plans of all significant floor levels including below grade parking. Include scale and north arrow.
  - c. Sections of the project (east-west and north-south), including adjacent structures and streets and Elliott Bay, and labeling of building heights at changes in the façade
  - d. Graphics of the four facades, rendered to provide a sense of the depth of proposed façade treatments, colors, and materials
  - e. Detailed sketches of the street level facades, including overhead weather protection, entrances, materials, colors, etc.
  - f. Detailed graphics of the building top and roof level (floor plan, mechanical equipment location and screening, common recreation area, etc)
  - g. Perspective sketches of the streetscape experience from the pedestrian's point of view
  - h. Landscape plans, including plant species, size, and placement

**Recommendation Meeting:**

Include the following items in your design recommendation meeting packet:

1. Perspective sketches from the pedestrian view including proposed development in the context of nearby development.
2. Written response to the Early Design Guidance
3. Site plan, landscape plan, elevations, and sections showing the proposed development in the context of surrounding street level development and nearby structures and Elliott Bay.
4. Plans of all significant floor levels including below grade parking. Include scale and north arrow.
5. Graphics of the four facades, rendered to provide a sense of the depth of proposed façade treatments, colors, and materials
6. Detailed sketches of the street level facades, including canopies, entrances, materials, colors, etc.
7. Detailed graphics of the building top and roof level (mechanical equipment location and screening, amenity space, etc)
8. Landscape plans, including plant species, size, and placement (and relation to the Pike and Pine Streetscape Conceptual Design Plan).
9. Materials and colors board (provide examples of the proposed materials on existing projects, and/or demonstrate how the materials will truly appear on the proposed project)
10. Graphics demonstrating night illumination of the building (light coming from inside and light sources on the outer facades) and lighting fixture information
11. Any 3-dimensional studies and/or models will help the Board in their review
12. Parking plan, demonstrating internal parking circulation in context with the elevator core, proposed vehicular access
13. Diagrams clearly describing the proposed departure(s) in contrast to the code requirement
14. Provide an electronic copy of the recommendation packet to the Land Use Planner at the time of recommendation packet submittal