



City of Seattle, Gregory J. Nickels, Mayor
Department of Planning and Development
D.M. Sugimura, Director

**DESIGN GUIDELINE PRIORITIES
OF
DESIGN REVIEW BOARD 6 Downtown Board**
Meeting date: November 25, 2008
Report date: December 24, 2008

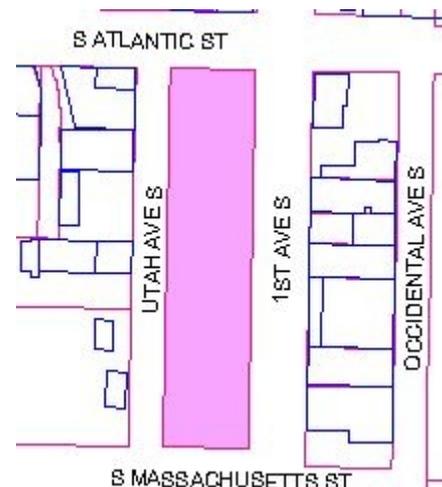
BACKGROUND INFORMATION:

Project Number: 3009470 (former project was MUP 3003306)
Address: 1520 Utah Avenue South
Applicant: Arthur Chang of Freiheit & Ho Architects for Gull Industries
Board members present: Bill Gilland, Chair
Dan Foltz, substitute
Marta Falkowska
Dana Behar
Board members absent: Kelly Mann
Jim Falconer
Matt Allert
Land Use Planner present: Holly J. Godard, Land Use Planner

BACKGROUND INFORMATION:

The site is zoned IC 85 and is located in the Stadium Transition Overlay, between Downtown and the Duwamish Manufacturing Industrial Overlay. The site is a full block, located between Utah Avenue South, 1st Avenue South, South Atlantic Street and South Massachusetts Street. The existing legal nonconforming use is a principal use parking lot for 299 vehicles. Gull Industries intends to make application for a Master Use Permit with SEPA and Downtown Design Review.

The proposal is for a new retail and office building with approximately 293,000 sq. ft. of office located on a site of an existing principal use surface parking lot. The proposal also includes one level of below grade parking and two levels of above



grade parking below a portion of the building. The total number of parking stalls would be approximately 640 stalls. The project also includes an additional approximately 44,000 sq. ft. of FAR-exempt street level retail or customer service use.

AREA DEVELOPMENT

The zone in this area is Industrial Commercial Zone (IC) along with the blocks both north and south. General Industrial 1 (IG1) zone is across Utah Avenue. The area has industrial uses in older buildings and relatively new sports stadiums. The Safeco Field baseball stadium is caddy corner to this site.

ARCHITECT'S PRESENTATION

Arthur Chang made the presentation with a description of the site location and physical aspects, zoning and right of way information. The site is a one block site, 660 feet long, at the southwest corner of 1st Avenue South and South Atlantic Street. The site is commonly called the Home Plate Site. The zoning is Industrial Commercial with an 85 foot height limit (IC-85) and is in the Stadium Transition Overlay. The proposal is for a new office building and continuation of the exiting principal use parking. Below grade and above grade parking is proposed.

Project design goals include the following:

- To provide flexible office space that is adaptable to multiple business configurations, multiple tenants and changing economic conditions.
- To augment the urban fabric of the area with pedestrian connections and public space that engages the stadium and new developments in the neighborhood.
- To maximize retail space that engages stadium traffic and retail space to support the surrounding area.
- To minimize below grade construction due to the high water table.
- To pursue sustainable design and LEED certification

Mr. Chang continued to describe the changes of the site since the last MUP submittal of 2006. The I-90 terminus and the Port freight moving off of the port site by truck has, in part, caused Washington State Department of Transportation (WSDOT) to claim a portion of the north end of the site to widen South Atlantic Street. The future tenant configuration has also changed to cause the owners to reconsider the building form and open space forms.

Three massing options were presented to the Board. Option 1 has buildings covering the entire site with stepped multilevel open space along the northern portion of 1st Avenue South. Two higher "towers" occupy the north and south of the site. Each building will be about four to five stories high. The buildings are split along a diagonal at the third level.

Option 2 also has two buildings, but the open space is at ground level. The open space plaza is located mid-block along 1st Avenue. The north building is setback from 1st Avenue to ease the sidewalk crowd pressure. The building heights are similar to Option 1. A large multistory pedestrian passageway bridges the gap between the two buildings.

In Option 3 the pedestrian plaza has been oriented towards the stadium entry in a northeast to southwest direction. A four story bridge connects the two buildings. The shadow studies show that this option has the best open space sun exposure. This option is the designer's preferred option. The landscape architect provided initial studies to provide a striving landscape design with public art, water, trees, spaces for pedestrian activity and good open space relationships to the retail tenant spaces.

BOARD CLARIFYING QUESTIONS and COMMENTS

The Board had several use and zoning questions. The Board asked about the retail entries along the diagonal open space. The Board asked for clarification on vehicle access and egress. They also asked for more information on sustainability aspects of the proposal.

PUBLIC COMMENTS

About eight members of the public attended the meeting. There were several public comments.

- The traffic exiting onto Utah may dump too much traffic on to that street considering the amount of local trucking that currently uses it.
- Industrial flex space may be a good use as well as office space.
- Option 3 appears to be a good form to connect with Utah Avenue, the increased pedestrian traffic on Utah and the new Utah building.
- Public space could be noisy and dusty along Atlantic Street so the open space that creates better seating and a sense of protection from traffic would be best.

BOARD DELIBERATIONS

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 siting and design guidance described below and identified by letter and number those siting and design guidelines found in the City of Seattle's "*Design Review: Guidelines for Downtown Development*" of highest priority to this project.

DESIGN GUIDELINES

These early design guidelines are from the first edg meeting in January 2006. New priority guidelines and additional guidance from the November 25, 2008 meeting is in normal type.

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 nearby or beyond the immediate context of the building site.

The Board approved of the direction in massing choice and scale as shown in scheme 3 and wanted to see more details at the next meeting. The big, chunky pieces of building are appropriate at this location.

November 25, 2008. The north and south long façade lines are important facades which will need to articulate a comprehensible language of the block long development and at the same time avoid a relentless façade pattern. Architectural forms that relate to the stadium, the Utah building, solar exposure and retail exposure are expectations to be presented at the next meeting.

A-2 Enhance the Skyline

Design the upper portion of the building to promote visual interest and variety in the downtown skyline.

There is an opportunity to create a reasonable and dramatic rooftop feature and/or façade treatment which would create interest at this site.

November 25, 2008. The long roof line should be explored to add interesting roof references, industrial language and/or a sense of place.

B Architectural Expression

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.

The corner plaza and its relationship to the building interior and rooftop is an opportunity and should be fully explored at this site. An iconographic image would be appropriate at this site in some form of architectural expression.

November 25, 2008. Seek an architectural vocabulary which is appropriate to this industrial/stadium district.

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.

The Board asked the designer to further develop ideas along the lines shown in massing and bulk models presented at this first meeting. The scale and bulk shown in scheme 3 is appropriate for this site, but more design analysis is requested to generate further guidance from the Board. The Board considers the bulk and scale transition to be an issue of on site transition. That is, there should be a transition from pedestrian scale ground floor uses and plazas to the giant parking and office structure above.

November 25, 2008.

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.

Study the dominant forms of the area and present siting patterns, massing and especially streetscape characteristics that should be echoed in this proposal. Again, seek an architectural vocabulary which is appropriate to this industrial/stadium district.

November 25, 2008.

B-4 Design a well-proportioned & unified building.

Compose the massing and organize the 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.

C The Streetscape

November 25, 2008.

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 appear safe, welcoming, and open to the general public.

The Board is especially interested in seeing quality open space for gathering and opportunities for enlivening the retail presence. Landscape features should create spaces that vary in size, width and depth.

C-2 Design Facades of Many Scales.

Design and 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.

On a building of this scale the Board would like to see details of building facades which are scaled to promote pedestrian comfort and which transition to the greater building concept.

November 25, 2008.

C-3 Provide active—not blank—facades.

Buildings should not have large blank walls facing the street, especially near sidewalks.

November 25, 2008.

C-4 Reinforce building entries.

Reinforce building entries to promote pedestrian comfort, safety, and orientation. Creative use of overhead weather protection should be presented.

November 25, 2008.

C-5 Encourage overhead weather protection.

Project applicants are encouraged to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.

D Public Amenities

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 areas of the open space should be especially emphasized.

The designer should take advantage of planned open space especially where sun/shade studies show that there may be a sunny spot for public plaza. The Board asks that any second story open space have an obvious invitation, that is, enough doors, seating, and visibility from the sidewalk to encourage the public to use it and to know that it is a public space to enjoy.

November 25, 2008.

D-2 Enhance the building with landscaping.

Enhance the building and site with generous 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.

The northeast corner plaza (and possibly the building, or part of the building) should have interest or be a neighborhood icon.

D-4 Provide appropriate signage

Design signage appropriate for the scale and character of the project and immediate neighborhood. All signs should be oriented to pedestrians and/or persons in vehicles on street within the immediate area.

The architect should explore and bold, graphic statement.

D-5 Provide adequate lighting

Building –wide the project should provide adequate lighting.

Lighting should be dramatic, but not tending toward too much light or glare. Lighting should provide a sense of security.

Departure from Development Standards:

Departures from development Standards are not fully articulated at this point in the project development. Possible departures could include setback modulation from First Avenue South and minimum wall height on Utah Avenue South. This may change during the design process and will be explained at the next Design Review Board meeting.

The Board asked the applicant to bring the following to the next Board meeting:

- A true analysis of the site context (not just photographs) and indication of how this analysis may inform the design ideas and execution.
- A narrative, as per CAM 238 attachment B, and visual indication of the proposal's response to the designated priority guidelines and any further guidance from this second early design guidance meeting.
- Provide further development of the massing proposal Option #3 and include suggests from the Board as described above, including open space options, solar access and rooftop opportunities.
- Provide a site plan with the project in context. This is often a nine block area plan and axonometric drawing.
- Provide plans of all levels of the proposal including the roof and preliminary indication of the structural system.
- Provide section through the proposed structure cut both north-south and east-west and large enough to reveal spatial characteristics.
- Provide rendered elevations of all facades to give an indication of scale, articulation and materiality.
- Provide rendered perspectives of the whole project from ground level at different vantage points and show the project in context.
- Provide more detailed perspectives of the close-up ground level experience including retail frontage, canopies, entrances, pass-through open space environment etc.
- Develop landscape design at both ground level and relevant upper levels.
- Provide detailed drawings of the means of screening exposed parking at different levels.
- Provide studies of night illumination and project signage.
- Bring a materials board and/or material samples.
- Provide a clear statement of any proposed departures and their justification and link to design guidelines. Use the Matrix format provided by the land use planner.

- Bring examples of your firm's work.
- Bring a study model of the project.

The Master Use Permit submittal must include the following:

1. Color renderings of the building.
2. Attachment B from CAM 238 and
3. Perspective drawings

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