



City of Seattle

Department of Planning and Development
D.M. Sugimura, Director

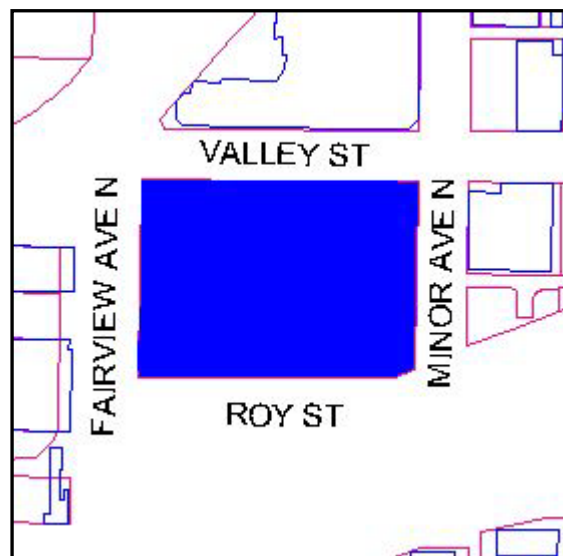
***EARLY DESIGN GUIDELINE PRIORITIES
OF THE
QUEEN ANNE/MAGNOLIA DESIGN REVIEW BOARD 3***

Project Number:	3011169
Address:	700 Fairview Avenue North
Applicant:	Marilyn Brockman, Bassetti Architects, Public Storage, Owner
Meeting Date:	September 1, 2010
Board Members Present:	John Rose Jr., Chair David Delfs Mark Garrell Jill Kurfirst Lipika Mukerji
Board Member Absent:	N/A
Staff Members Present:	Bradley Wilburn, Land Use Planner Bruce Rips, Manager, Design Review Program

BACKGROUND INFORMATION:

Site Description

The development site occupies a full block (approximately 92,160 square feet of land area) with street frontage along Valley Street to the north, Minor Avenue North to the east, Roy Street to the south, and Fairview Avenue North to the west. The subject lot is zoned Commercial Two with a height limit of 65 feet (C2-65), in the South Lake Union neighborhood. Other overlays found at the site are the South Lake Urban Center and South Lake Union Urban Village. The development site has been designated a historic landmark because of the existing Ford Assembly Plant building located on the north portion of the subject site. Additionally, the site is within an identified archaeological buffer area.



The site is fully developed with two buildings, surface parking and perimeter landscaping. The five-story building on the site's north half is a designated landmark building. The (Fuller Paint) building to the south is a one-story structure; both buildings host mini storage use (Public Storage). Primary vehicle access is taken from Fairview with secondary access off Valley Street. Loading and surface parking occupy the area between the two structures.

The development site is cut into a moderate upward sloping topography, from its northwest corner to the southeast property line. The abutting streets are fully developed rights-of-way with asphalt roadway; curbs, sidewalks and gutters.

Area Development

The site is located within a small C2-65 zoning band that fronts the eastside of Fairview Avenue North. To the west across Fairview Avenue the zone changes to Seattle Mixed with a height limit of 40 feet (SM-40) south of Valley Street. To the south across the I-5 off-ramp the height limit increases to 75 feet within the SM zone (SM-75). To the east across Minor Avenue is where Fred Hutchinson Cancer Research Center (FHCRC) campus begins within a C2-85 zone. Surrounding the development site are office, storage, and hotel uses. Access to the development site is channeled through two arterial streets. Fairview Avenue North and Valley Street North to the west are principal arterials and transit routes. Fairview Avenue North has one southbound lane and three northbound lanes which. Interstate 5 and its off- and on-ramps are designated Scenic Route that provides views of the downtown skyline, the Space Needle, and of Lake Union.

PROJECT PROPOSAL

The design team (which included the owner's representative and lead architect) presented three alternative design schemes. The Mercer Street realignment project was presented to provide context to the proposal and how the improvements have been incorporated into the proposed schemes. The existing one-story building on the lot's south half would be demolished to allow for new development to occur. The south half of the development site would host a five- to six-story mini warehouse use (in the approximate location of the existing structure) that would increase Public Storage's gross floor area by approximately 125, 000 square feet. The schemes include a small retail storefront use along Fairview Avenue. All options maintained the two existing vehicle access to surface parking set between the existing building to north and the proposed new structure to the south. With nearly 360 feet of street frontage along Roy Street, vertical landscaping elements are proposed soften the proposed structure's south facade. Each scheme would incorporate design characteristics to respect the historic design of the existing Ford Assembly Plant (landmark) building. The architect stated that exterior building materials and color palette will be influenced by buildings in the greater South Lake Union area with greater sensitivity to the adjacent building. Where possible sustainable features will be incorporated including materials and design program to reduce the building's carbon footprint. Under all schemes no development departures are being sought at this time.

The first scheme (Option "A") proposes a five-story, rectangular-shaped building that maximizes available square footage. The brick façade of the existing (Fuller Paint Building) would be retained and integrated into the proposed building to maintain design continuity along Fairview.

Along the building's south façade (approximately 360 feet in length) a terraced vertical green wall following the contours of the abutting the right-of-way (Roy Street) would be featured to soften edge conditions. In Option B, the building would be similarly designed to the previous option, except in two areas. Above the historic brick façade, the upper three levels would be stepped back by 20 feet to allow a greater portion of the historic building to be visible from the south. The green wall would be deemphasized with a less dramatic terrace. Five large colorful panels/banners would be introduced on the upper level's south façade to provide opportunities to advertise local events. Under Option C (applicant's preferred scheme) the historic brick façade would be eliminated, the proposed structure would provide a generous setback (60 feet) along Fairview to reveal more of the landmark building's corner facade. An additional story would be added to compensate for the smaller footprint. As viewed from the south the top floor of the landmark building would be lost under this scheme. A two stepped green wall would be featured along the south façade at street level. In addition, a landscaped plaza is proposed between the building and Fairview Avenue to the west.

OTHER DEPARTMENT COMMENTS

Sarah Sodt, Department of Neighborhood's Downtown Landmarks Board Coordinator, updated the Design Review Board on the status of the briefing to the Architectural Review Committee of the Landmarks Preservation Board made by the applicant for the proposed building on a site occupied by a landmark building. In addition, Sarah provided comments from the Architectural Review Committee in support of Option B which would be sympathetic to the existing historic character of the development site. If the amounts of blank walls are allowed to move forward they must be designed in a way that respects the adjacent landmark building.

PUBLIC COMMENT

Approximately 11 members from the public attended this Early Design Review meeting with only five filling out the sign-in sheet. The following comments, issues and concerns were raised:

- o What is the time frame to develop the project? (Applicant responded that MUP is expected to end in the first quarter of 2011, with doors opening sometime in 2013).
- o Special attention must be placed on the existing historic front façade (Fuller Paint Building), it should not be discarded.
- o The site is a significant gateway to South Lake Union and Seattle Center, even more so with the Mercer Street improvements, and should be treated accordingly.
- o The addition to the existing landmark building does not contribute to the landmark status, was there consideration to remove that portion and reorient the proposed building? (Yes, but traffic patterns, floor plates made pursuing this option unfeasible from the developer's perspective.)
- o The topography seems challenging in determining height, how was height determined at the development site? (Applicant responded with clarifying information.)
- o How the south façade is treated is absolutely critical to the overall success of the proposal.
- o Saving the existing historic front façade is appealing. Would like to see developer retain the historic façade in Option C.

- o The existing lighthouse sculpture is fun and should be saved or transported to another location in the area.
- o Are there any trucks, RV's or other large vehicles programmed to be stored at the development site? (No, was the response from the applicant.)
- o A representative from South Lake Union Committee Council shared with the assembled group that Public Storage has been a good corporate neighbor.
- o How many additional square feet will be added to the public storage facility? (Up to 125,000 square feet was the applicant's reply.)

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 siting and design guidelines found in the City of Seattle's "*Design Review: Guidelines for Multifamily and Commercial Buildings*" and *South Lake Union Design Guidelines*" of highest priority to this project.

The Board concurred with the applicant that the development site is a gateway into South Lake Union, and as such, the design should rise to the occasion. The building's architectural expression should seek to acknowledge historical cues to better integrate into the existing neighborhood design fabric. With additional refinement, Option B was the preferred design scheme supported by the Board. The building's programming should allow for greater flexibility for future tenants that may occupy the building in the future. The Board will want to see floor plans and section details to demonstrate adaptability of future uses.

Site Planning

- A-1 RESPONDING TO SITE CHARACTERISTICS**
The siting of buildings should respond to specific site conditions and opportunities such as nonrectangular lots, location on prominent intersections, unusual topography, significant vegetation and views or other natural features.
- A-3 ENTRANCES VISIBLE FROM THE STREET**
Entries should be clearly identifiable and visible from the street.
- A-5 RESPECT FOR ADJACENT SITES**
Buildings should respect adjacent properties by being located on their sites to minimize disruption of the privacy and outdoor activities of residents in adjacent buildings.
- A-10 CORNER LOTS**
Buildings on corner lots should be oriented to the corner and public street fronts. Parking and automobile access should be located away from corners.

Both pedestrian and vehicle traffic should be considered in establishing readable entries. The design program should anticipate how easily one can navigate points of access from the surrounding street system once the Mercer Street realignment is completed.

The Board would like the developer to preserve the existing historic (Fuller Paint Building) front façade.

The Board supported pulling back the upper level massing of Option B to allow a portion of the landmark building's corner to be visible from the south. This option allows street level engagement in the public realm while respecting the adjacent building.

The Board would like to see a high-quality right-of-way design and a landscape plan that endeavors to enhance the pedestrian streetscape, especially along Roy Street. See also E-2.

To design something special on the upper level's southwest corner is an important opportunity.

Height, Bulk and Scale

B-1 HEIGHT, BULK AND SCALE

Projects should be compatible with the scale of development anticipated by the applicable Land Use Policies for the surrounding area and should be sited and designed to provide a sensitive transition to near-by , less-intensive zones.

Projects on zone edges should be developed in a manner that created a step in perceived height, bulk, and scale between the anticipated developments potential of the adjacent zones.

The Board acknowledged that the five-story option allowed a portion of the top floor of the adjacent landmark structure to be visible from the south. With a highly visible frontage along Roy Street (approximately 360 feet in length) it's important to reduce the scale wherever the opportunity presents itself. The upper level setback along Fairview Avenue provides an appropriate transition in acknowledgement of the landmark structure to the north with views to Lake Union.

Architectural Elements and Materials

C-1 ARCHITECTURAL CONTEXT

New buildings proposed for existing neighborhoods with a well-defined and desirable character should be compatible with or complement the architectural character and siting patterns of neighboring buildings.

C-2 ARCHITECTURAL CONCEPT & CONSISTENCY

Building design elements, details and massing should create a well-proportioned and unified building form and exhibit an overall architectural concept. Buildings should exhibit forms and features identifying the functions within the building.

C-3 HUMAN SCALE

The design of new buildings should incorporate architectural features, elements and details to achieve a good human scale.

C-4 EXTERIOR FINISH MATERIALS

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

The Board encouraged the design team to pick-up on architectural themes found in the surrounding South Lake Union area to inform the design language. The proposed structures should be designed to gracefully fit within a development site that is sympathetic to the existing landmark building to the north and FHCRC campus to the northeast.

The Board emphasized the need to design the proposed building in a manner that reduces the amount of blank walls. The ability to read the building's program behind large windows would add value to the proposal. All facades should have transparent elements to create a visually the building. See also D-2.

At the next meeting, the applicant should provide well-detailed materials and color palette. Use of high quality, durable and well-detailed materials is critical elements to the overall success of the project. The Board suggested the design should enhance the Fairview and Roy frontages by emphasizing the pedestrian experience. This will determine its overall success at street level.

The Board would like to see a detailed design of the floor plan and building section detail to better understand adaptability of future uses.

<u>Pedestrian Environment</u>

D-1 PEDESTRIAN OPEN SPACES AND ENTRANCES

Convenient and attractive access to the building's entry should be provided. To ensure comfort and security, paths and entry areas should be sufficiently lighted and entry areas should be protected from the weather. Opportunities for creating lively, pedestrian-oriented open space should be considered.

D-2 BLANK WALLS

Building should avoid large blank walls facing the street, especially near sidewalks. Where blank walls are avoidable, they should receive design treatment to increase pedestrian comfort and interest.

D-7 PEDESTRIAN SAFETY

Project design should consider opportunities for enhancing personal safety and security in the environment under review.

D-9 COMMERCIAL SIGNAGE

Signs should add interest to the street from environment and should be appropriate for the scale and character.

D-10 COMMERCIAL LIGHTING

Appropriate levels of lighting should be provided in order to promote visual interest and a sense of security for people in commercial districts evening hours.

D-11 COMMERCIAL TRANSPARENCY

Commercial store-fronts should be transparent, allowing for a direct visual connection between pedestrians on the sidewalk and the activities occurring on the interior of a building. Blank walls should be avoided.

The Board discussed the importance of the sidewalk street experience along the rights-of-way. Though Roy Street and Minor Avenue North are not particularly heavily used streets, emphasis should be directed towards enhancing the quality of the pedestrian experience. Will pedestrians feel safe walking along these two streets? Integrating architectural elements and landscaping at the street edge is an important design facet in the overall design composition and should be treated as such with an eye on detail.

As previously mentioned, the Board would like the design team to reduce the amount of blank walls on all facades in order to increase upper level readability and visibility. The Board stressed the importance of establishing greater transparency at this gateway location. The applicant should show this is achieved at the next meeting.

The articulation of pedestrian entries should be visually announced. Emphasis should be directed towards making the building readable, so that visitors can easily find the appropriate entries.

Landscaping

E-2 LANDSCAPING TO ENHANCE THE BUILDING AND/OR SITE

Landscaping, including living plant material, special pavements, trellises, screen walls, planters, site furniture, and similar features should be appropriately incorporated into the design to enhance the project.

E-3 LANDSCAPE DESIGN TO ADDRESS SPECIAL SITE CONDITIONS

The landscape should take advantage of special on-site conditions such as high-bank front yards, steep slopes, view corridors, or existing significant trees and off-site conditions such as greenbelts, ravines, natural areas, and boulevards.

The Board looks forward to reviewing a well-detailed landscape plan that emphasizes using green elements on the south elevation. A maintenance plan must be included to assure the green spaces remain vibrant and attractive over the years.

Vertical landscaping found in Option A provided a more refined scale allowing the structure's presence to clearly be articulated along the south façade.

DEVELOPMENT STANDARD DEPARTURES

No departures were identified during the meeting.

NEXT STEPS

MUP Application:

1. Submit application for Master Use Permit (MUP) application. Please call Lisa Rutzick (at 206-386-9049) when you have scheduled your MUP intake appointment.
2. Please include a written response to the guidance provided in this EDG. Per Attachment B of Client Assistance Memo 238, plan on embedding four 11x17 colored and shadowed elevations, landscape and right-of-way improvement plans and three-dimensional street level vignettes into the front of the MUP plan set (4 per sheet) as Design Review sheets.
3. A parking and traffic study will be required as part of the MUP process.

Recommendation Meeting:

4. The Board would like to see a detailed rendering of floor plans and building sections to demonstrate adaptability of future uses.
5. Please submit a color and materials board.
6. Please also prepare a conceptual signage plan.
7. Please submit a conceptual lighting plan, particularly along Roy Street, entries, and driveways.
8. Please identify and illustrate any Green LEED elements.

Please note that per Client Assistance (CAM) memo 238, updated March 13, 2008, it is now the responsibility of the applicant to submit a .pdf file of the 11x17 design proposal packet to DPD 5 days prior to the public Design Review meeting.

Please see the instructions in CAM 238 and as detailed on the Design Review webpage: http://www.seattle.gov/dpd/Planning/Design_Review_Program/Overview/