



# City of Seattle

*early design guidance*

## project information

Property Address:  
400 Fairview Ave. N  
Seattle, WA  
DPD Project#: 3013102

Owner: Skanska USA Commercial Development Inc.  
Owner / Applicant: Murphy McCullough

Architect: SkB Architects  
2333 3rd Ave. Seattle, WA 98121  
Architect Contact: Brian Collins-Friedrichs  
206.903.0575  
bcollinsfriedrichs@skbarchitects.com



## working program

- Zoning: project would utilize anticipated new zoning proposed for South Lake Union
- Office: 301,000 SF / 13 Floors (varies with slope)
- Retail: Approximately 30,000 SF
- Parking: 4-5 floors below grade (1.75 per 1000 SF)
- 160' height max
- 7.0 FAR
- LEED Platinum+



# vision: *enlightened. urban. experience*

## SKANSKA

Established in Sweden in 1887, Skanska is a global leader in development and construction, with an explicit emphasis on quality, green construction, work safety, and business ethics.

Skanska has developed over 10 million square feet in Europe and the Nordics during the past 30 years. Three years ago, Skanska USA established a commercial development operation in the US. Its Seattle office opened in early 2011 with a commitment to employ Skanska's culture, unique financial platform, and place-making strategies to develop innovative, highly sustainable urban projects.

### *why south lake union?*

- South Lake Union is the one of the fastest growth areas in the City of Seattle and prospects for sustained growth are all but certain
- Lively, desirable community
- Proximity to the lake--amenity, recreation, open space
- Area-wide rezone to expand capacity for residential, commercial, and life sciences development
- Improved access through resolution of the "Mercer Mess" tangle
- New pedestrian links to Bill & Melinda Gates Foundation headquarters, the Seattle Center, and South Queen Anne with completion of SR99 tunnel lid



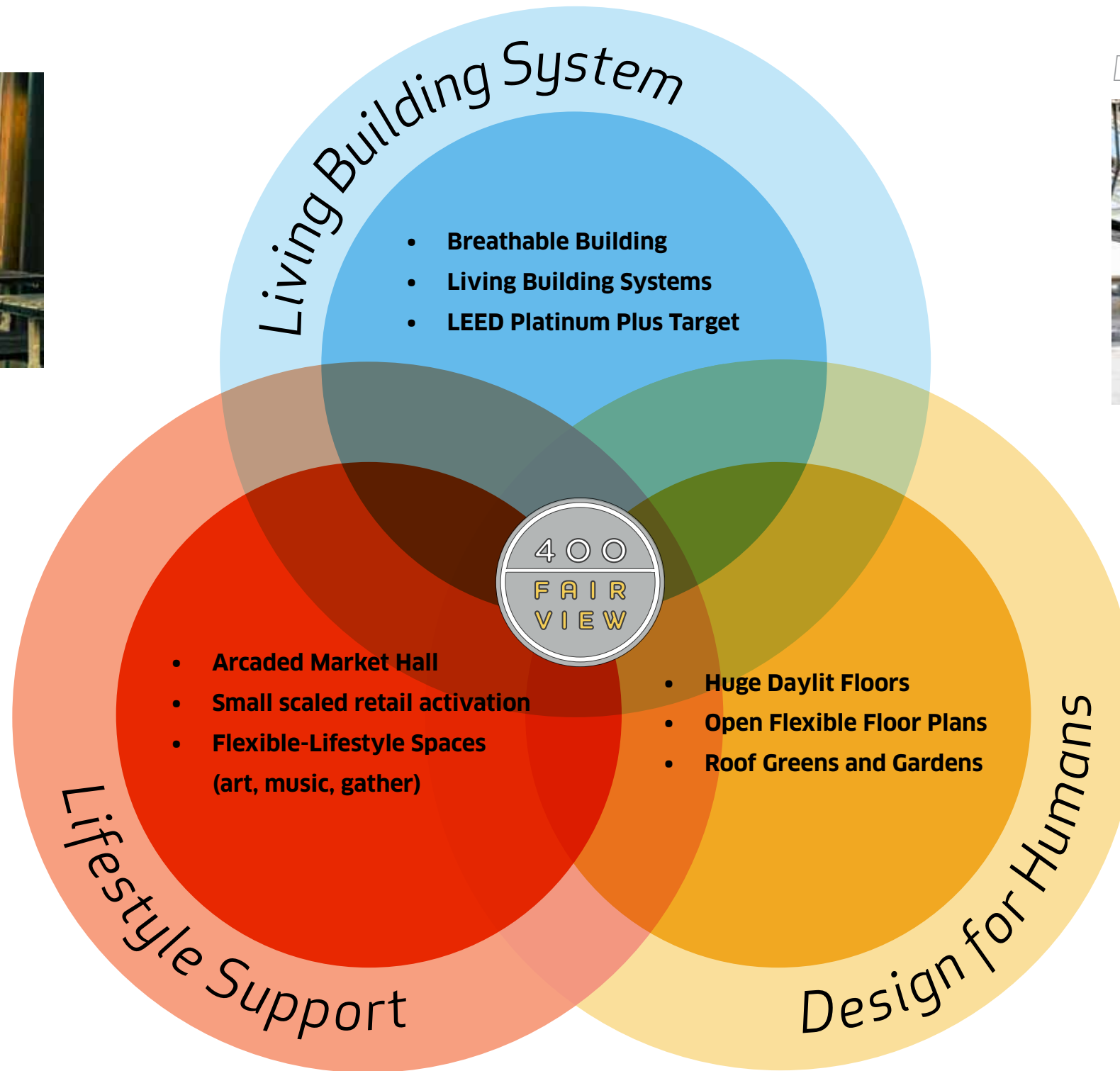


# vision: *how do you cultivate creative invention?*

*Lifestyle Support*



*Design for Humans*



400  
FAIR  
VIEW

context:  
vicinity map



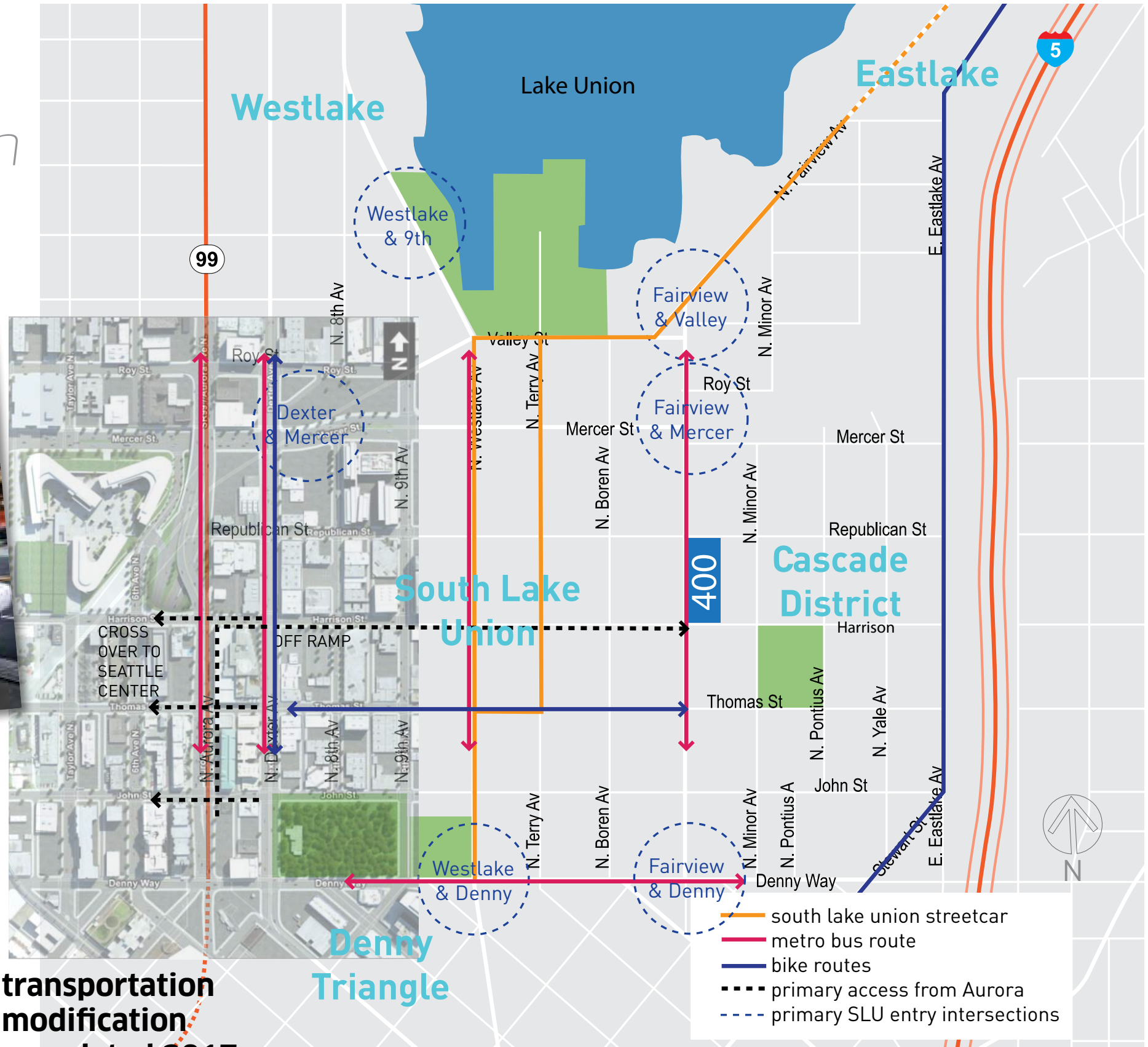
400  
FAIR  
VIEW

context:  
*amenities*



400  
FAIR  
VIEW

context:  
transportation



transportation  
modification  
completed 2017

[www.wsdot.wa.gov/projects/viaduct/simulations/northportal.htm](http://www.wsdot.wa.gov/projects/viaduct/simulations/northportal.htm)

400  
FAIRVIEW  
VIEW

context:  
green space



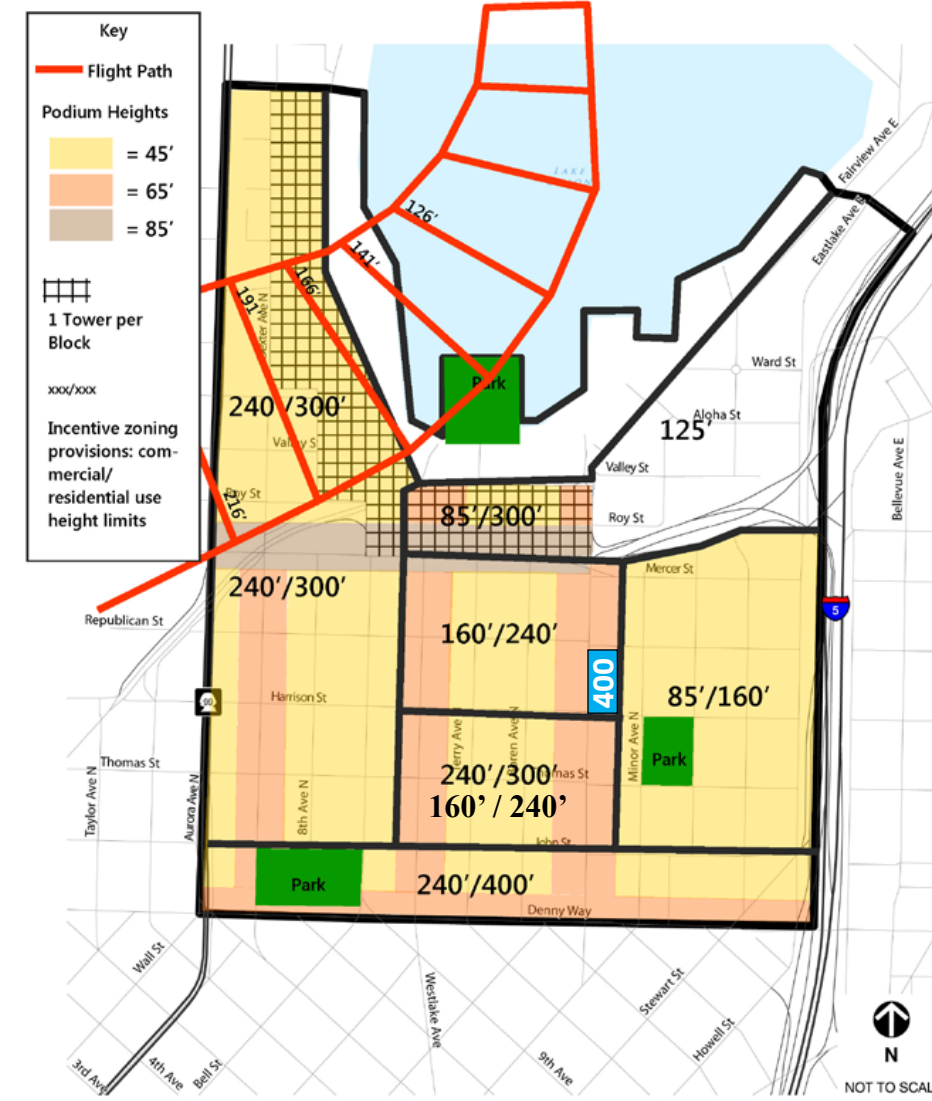
400  
FAIR  
VIEW

context: *transformation*

south lake union now



south lake union next



South Lake Union Height & Density Final EIS, DPD Zoning Proposal, Alternative 1

eclectic  
tech  
diverse

metropolitan  
sustainable  
active

400 Fairview

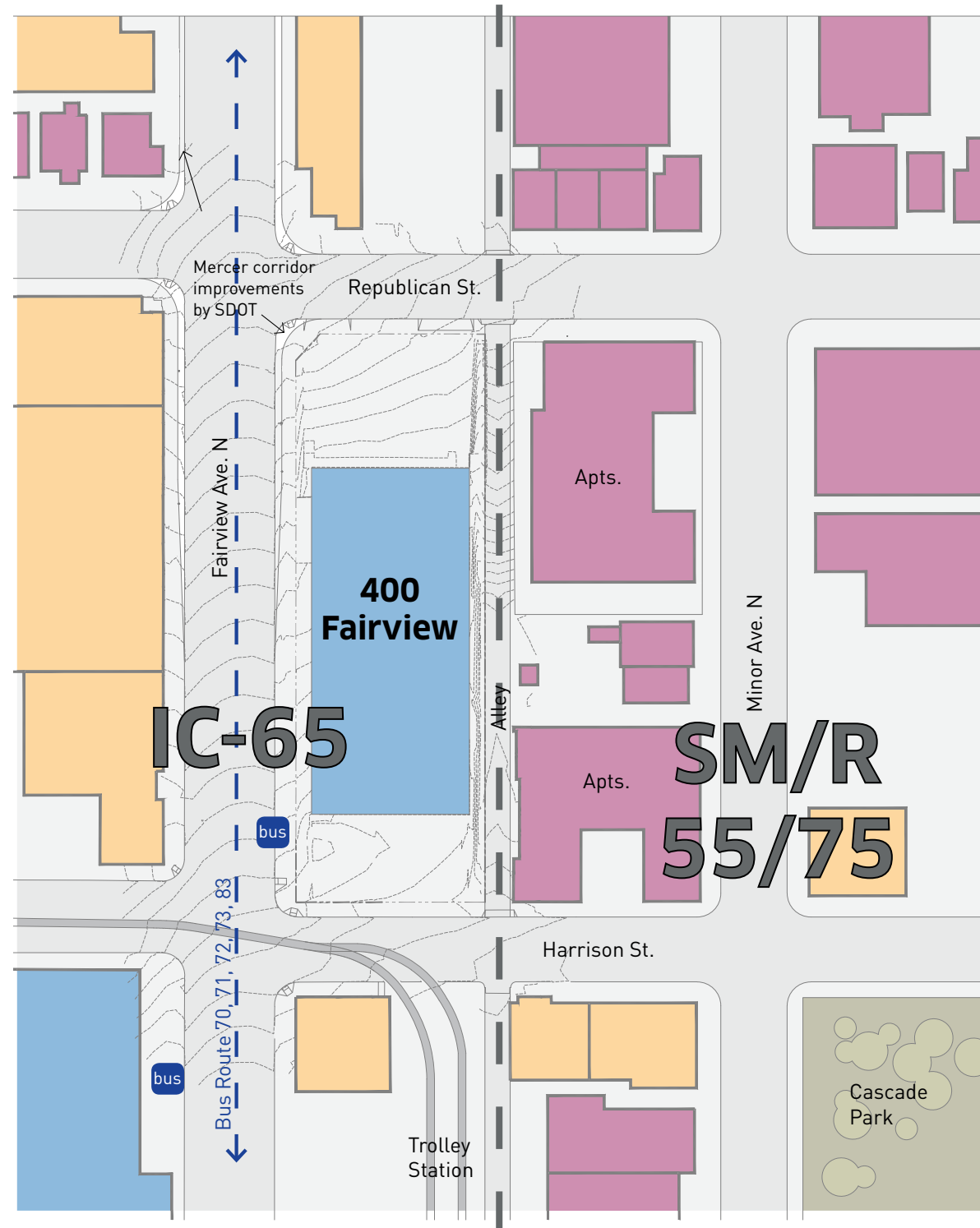




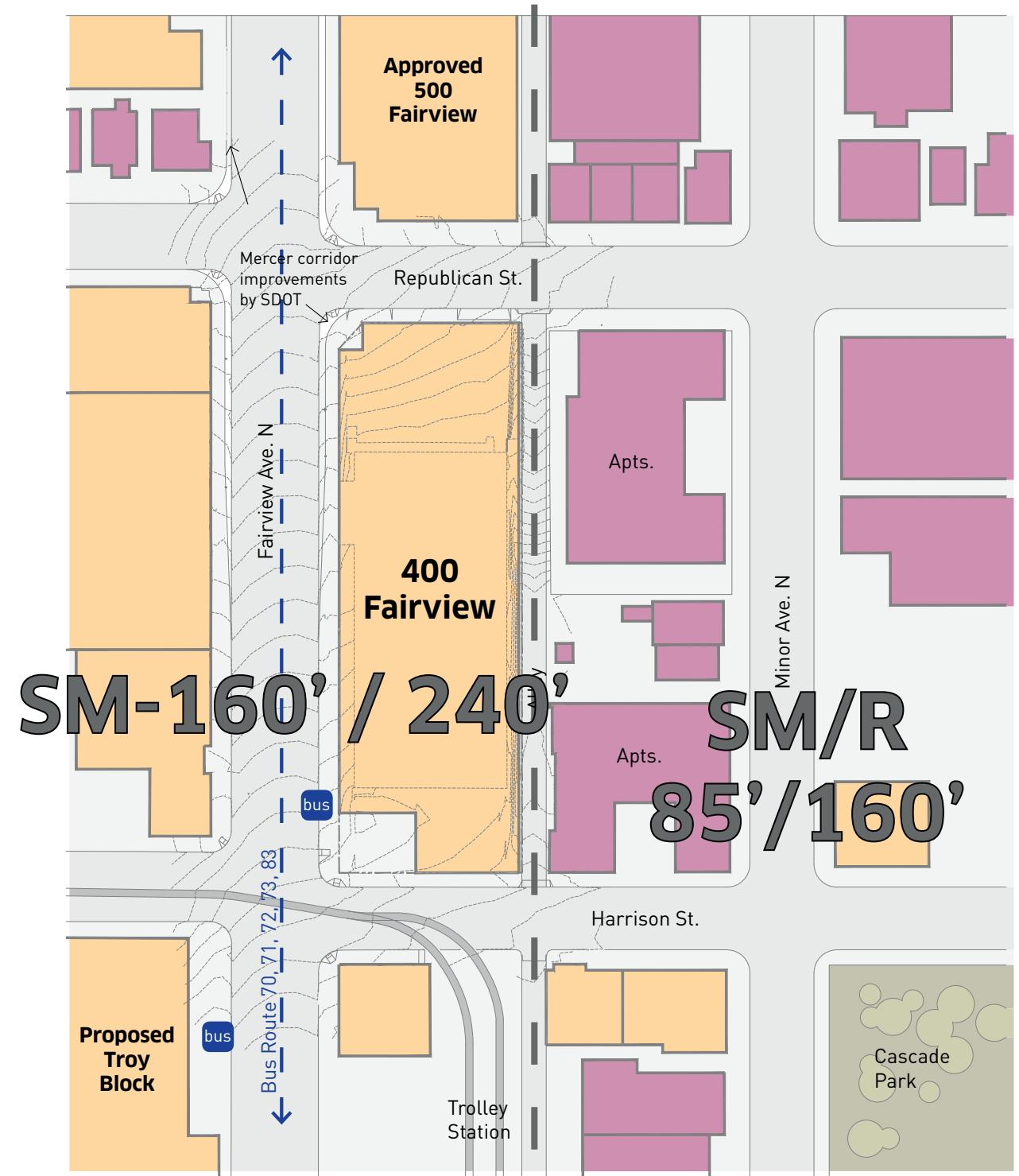
# context: zoning

**Key**

- Commercial
- Industrial
- Residential



existing land use & zoning

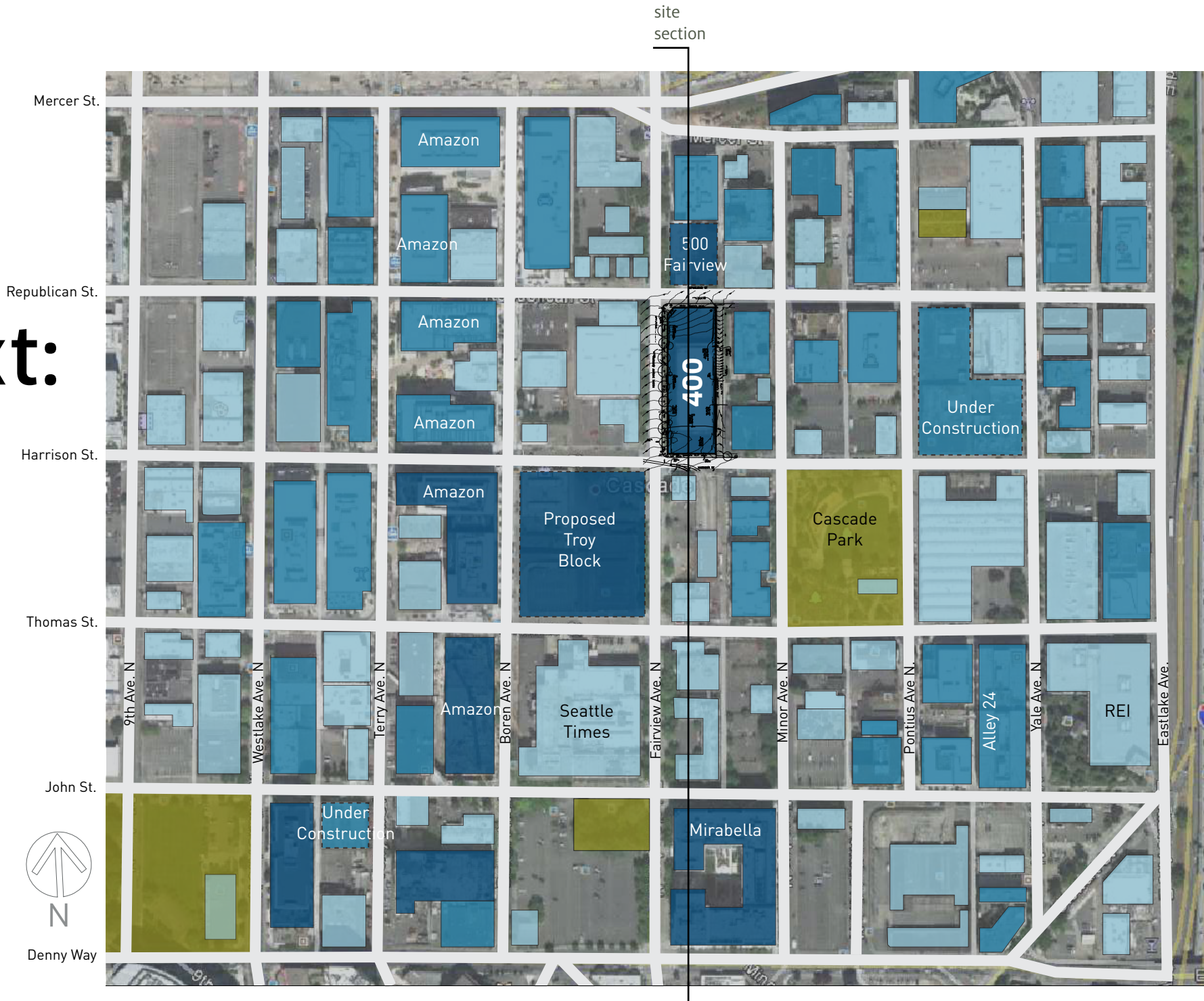


south lake union next

Per South Lake Union Height and Density Final EIS: Alternative 1

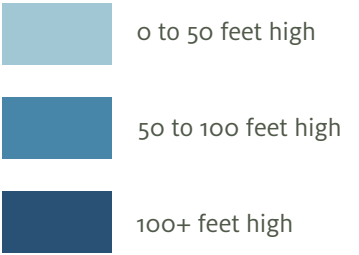
400  
FAIR  
VIEW

context:  
height

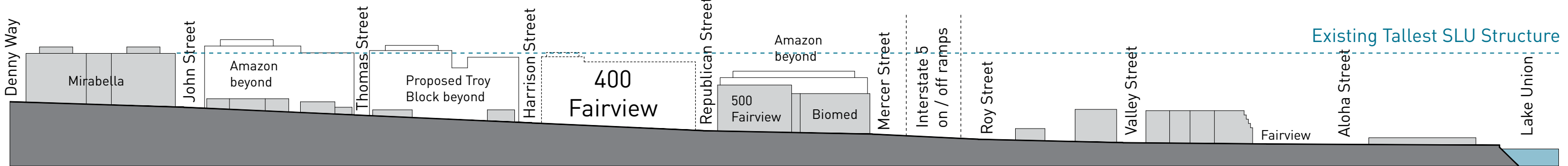


neighborhood heights

showing existing & proposed projects



View from Lake Union down Fairview Corridor



400  
FAIRVIEW

context:  
photos



1 View looking South down Fairview Ave. N. from Fairview Research Center



2 View looking East down Republican St.



3 View looking East down Harrison St.



4 View looking North down Fairview Ave. N. from Streetcar site



5 View looking North down Fairview Ave. N. from Mirabella

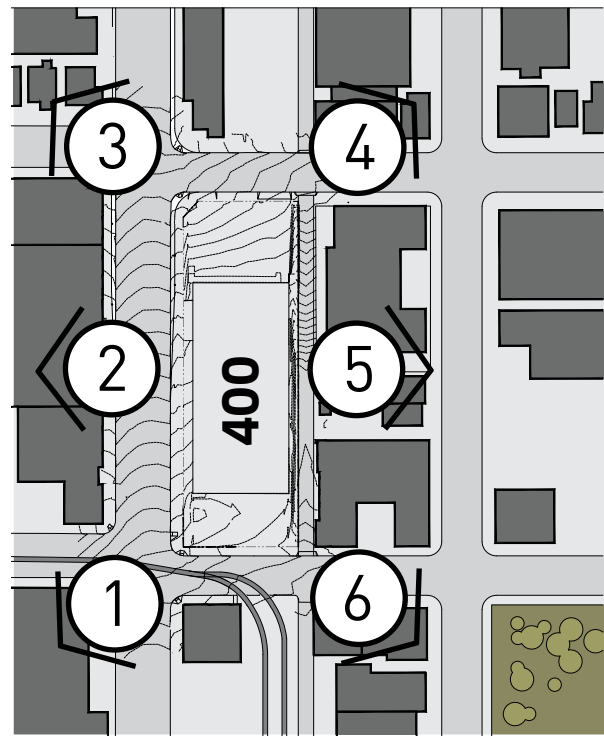
Approach to 400 Fairview





# context: *photos*

## Fairview Neighborhood



① Southwest corner view of neighborhood



② Fairview mid block view of neighborhood



③ Northwest corner view of neighborhood



④ Northeast corner view of neighborhood



⑤ Alley mid block view of neighborhood

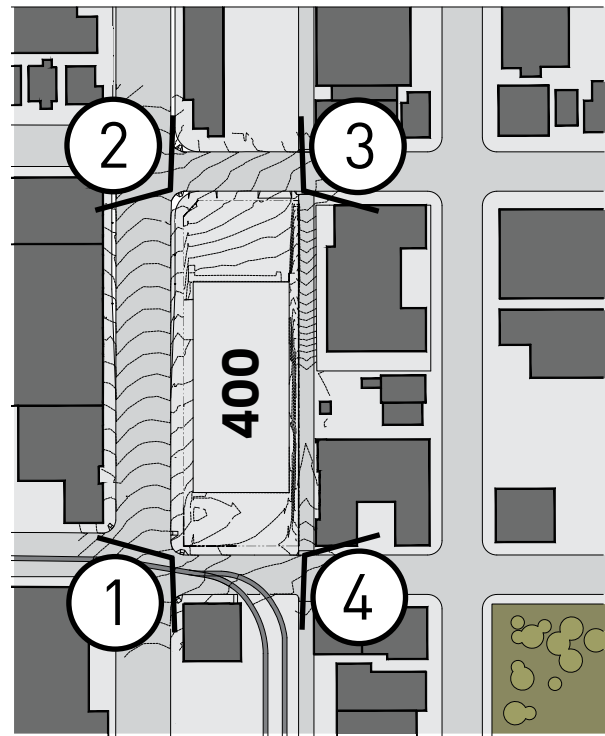


⑥ Southeast corner view of neighborhood

400  
FAIR  
VIEW

context:  
*photos*

400 Fairview site



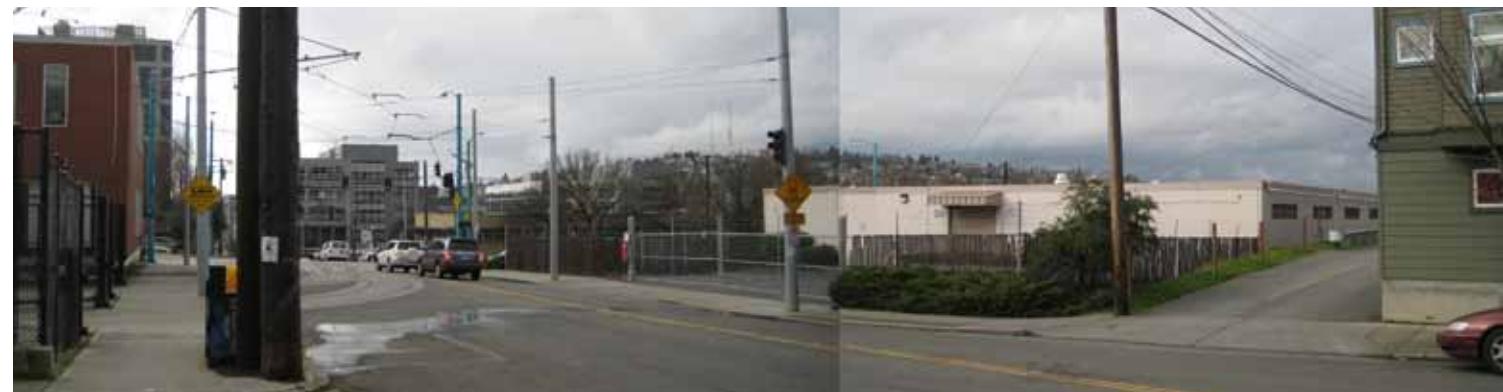
1 Southwest corner view of 400 Fairview



2 Northwest corner view of 400 Fairview



3 Northeast corner view of 400 Fairview



4 Southeast corner view of 400 Fairview



# community feedback:

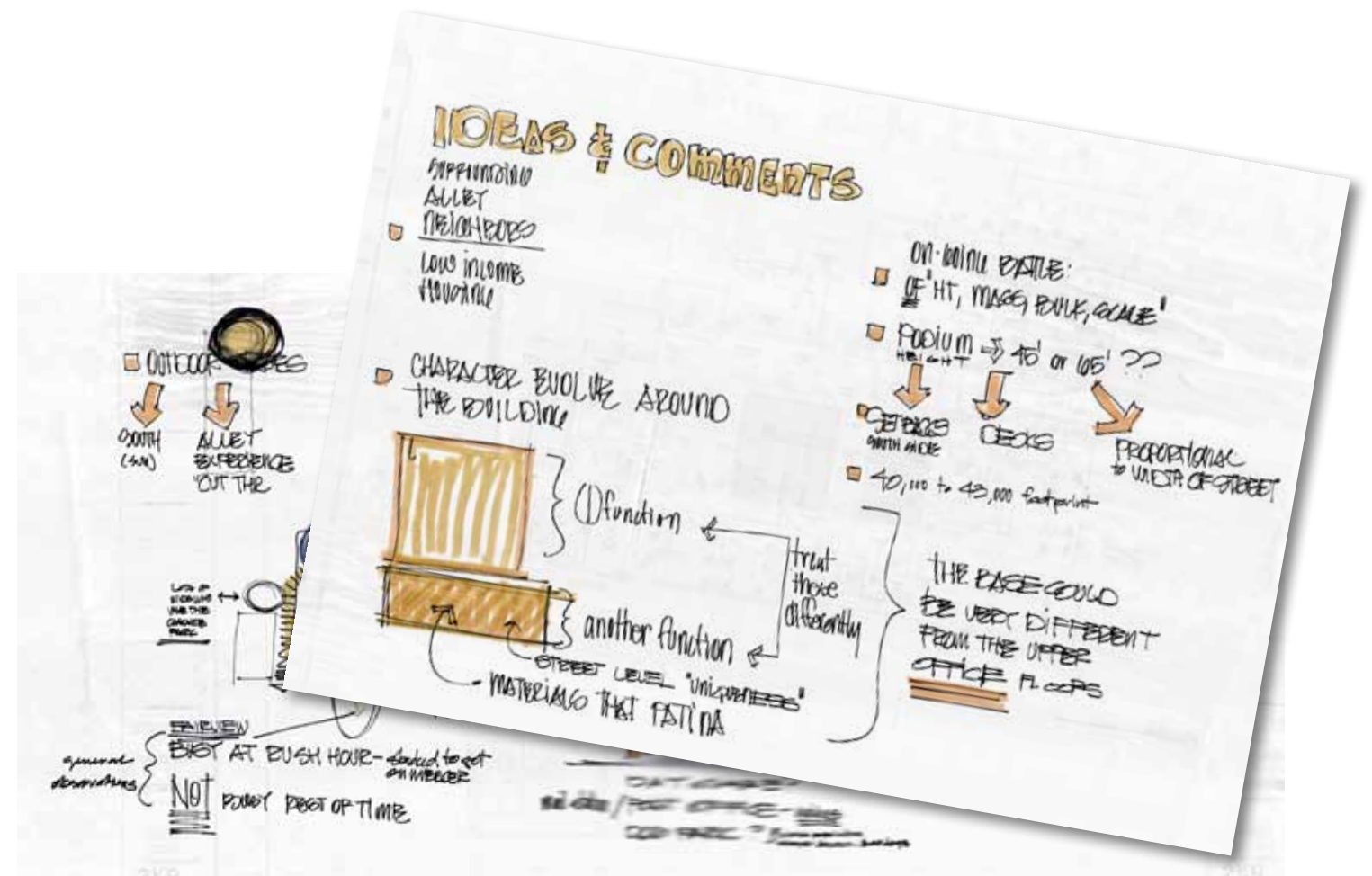
what we heard.

## Community Meetings:

1. South Lake Union Council's Policy Planning Committee Meeting: Tuesday February 21st, 2012
2. Mirabella Senior Housing Presentation to Residents: Wednesday April 4, 2012
3. Cascade Neighborhood Council Community Meeting: Wednesday April 18th, 2012
4. Cascade Neighborhood Council Leadership: Monday April 23, 2012
5. Bellwether Group Re: Casa Pacifica Thursday April 26, 2012
6. LIHI Group Re: Lakeview Apartments Friday April 27, 2012

## Comments:

- Desire to have “unique” street level retail
- Authentic materials that “patina”
- Enhance and vitalize alley
- All sides of the building should respond to context
- Podium should look different than office floors
- Base should be scaled to pedestrian experience
- Pet friendly
- Retail should support neighborhood



# neighborhood pedestrian analysis:

walking  
experience.



Define moments for dining / gathering at wider sidewalks  
(creates articulated / eroded streetscape)

qualities to  
emulate.



Designate sun-filled plaza spaces for community and office use



Introduce public art



Provide soft landscaping / greenspace

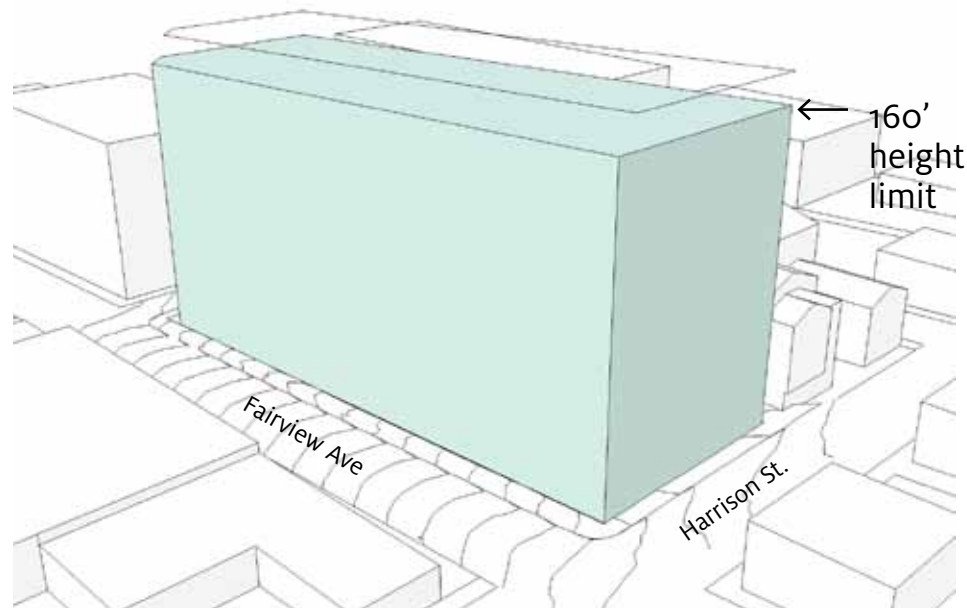


Offer protection from the elements



Create balance between old and new (honest materiality)

# massing: *alternative #1*



**01.**  
zoning envelope

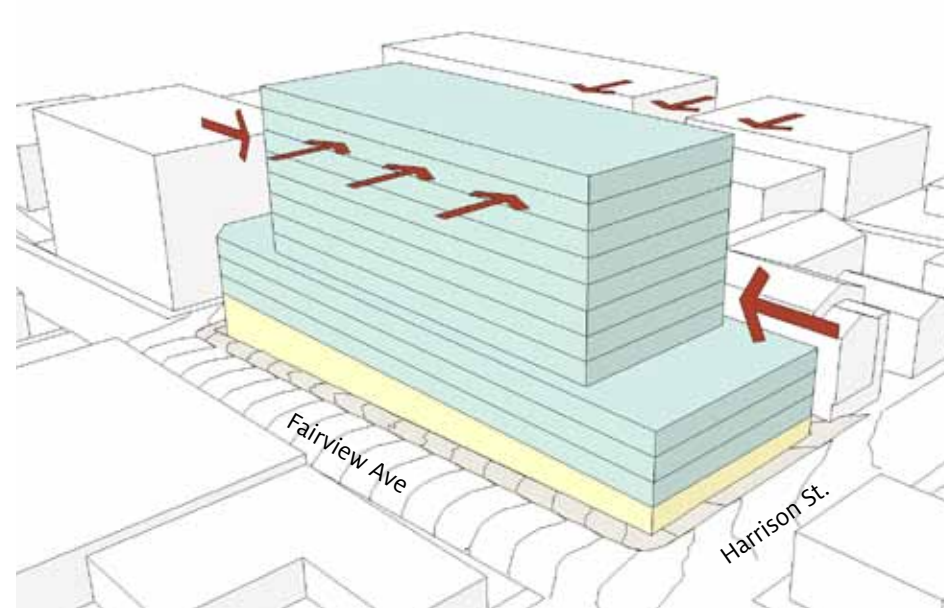
## Central Core and Office Floors:

Pros:

- Setback on all 4 sides

Cons:

- Traditionally suburban response
- 160' massing creates shadows on residences to East
- No ability for corner neighborhood open space plaza
- Higher podium
- Office uses along entire eastern face of building given need for center core.
- Center core impedes at ground level
- Floor plates inefficient, raising costs and reducing the ability to emphasize ground floor retail.
- Impacts scenic corridor view down fairview



**02.**  
fairview side



**03.**  
alley side

## Community Assessment:

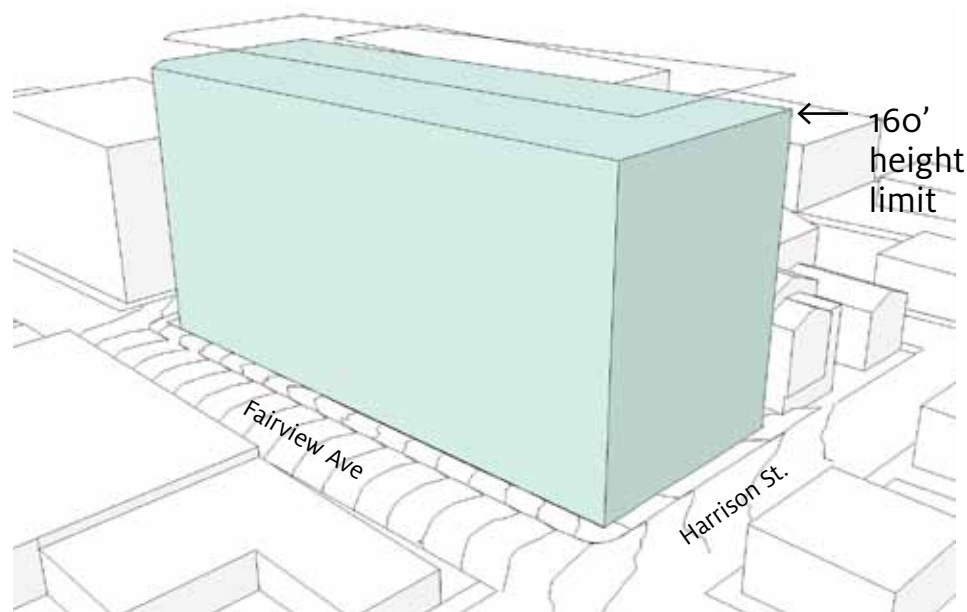
Office Users	●	central core impedes flow and reduces flexibility
Retail Vibrancy	●	central core impedes flow at ground level; centered office mass eliminates ability to daylight ground level
Residential Alley Experience	●	setback of office mass at Harrison affords seasonal direct daylight access for adjacent South properties
Fairview Corridor View	●	minimal setback reduces view corridor opportunities and increases street-front scale
Neighborhood Space	●	centered office mass and core eliminates community level access and "porosity"

### key

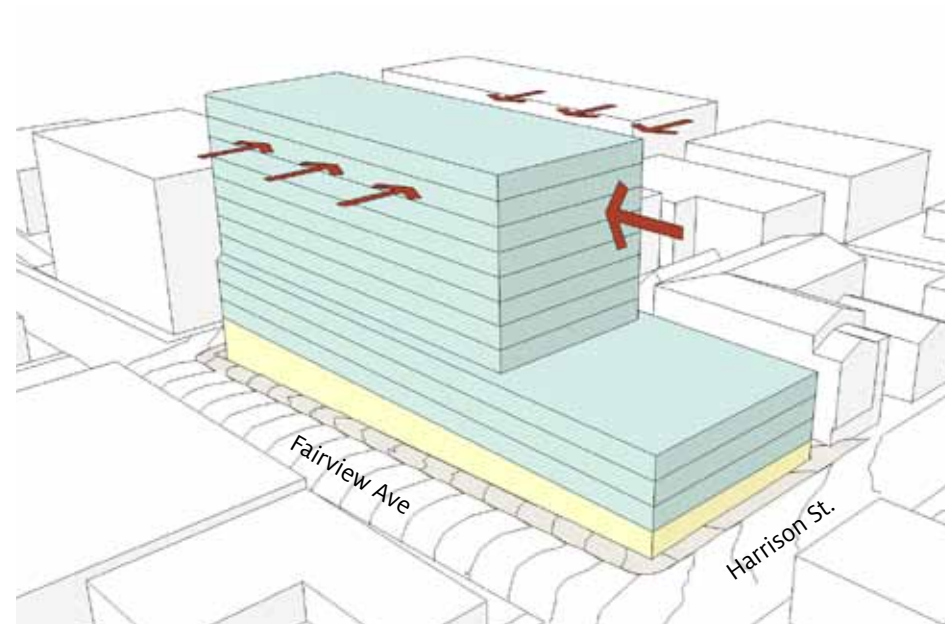
- office floor plates
- retail floor plates



# massing: alternative #2



**01.**  
zoning envelope



**02.**  
fairview side



**03.**  
alley side

## North Sided Office Floors:

Pros:

- Greater setback to South
- 10' setback off alley

Cons:

- 160' massing creates shadows on residences to East
- No ability for corner neighborhood open space plaza
- Office uses along entire eastern face of building given need for center core
- Creates a "canyon effect" and sun blockage to North at Republican
- Floor plates inefficient, raising costs and reducing the ability to emphasize ground floor retail.
- Impacts scenic corridor view down fairview

**key**

- office floor plates
- retail floor plates

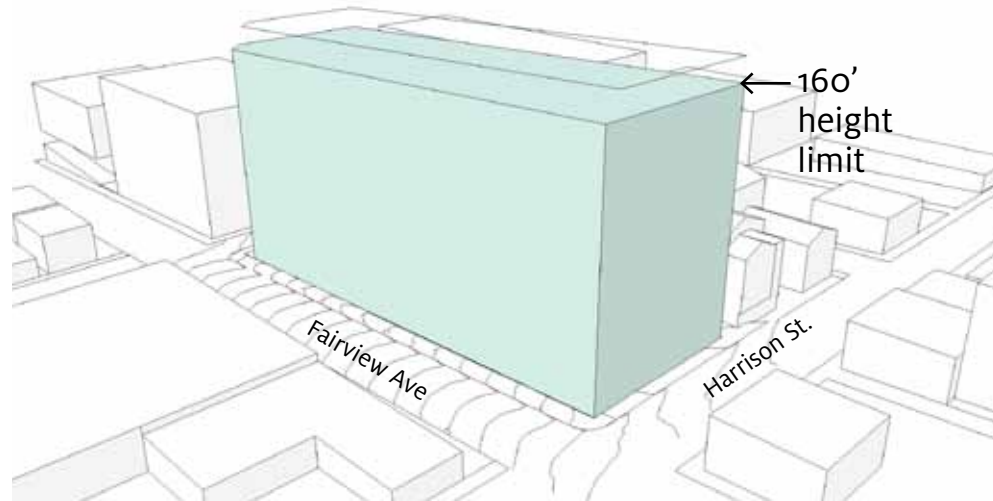
## Community Assessment:

Office Users	●	central core impedes flow and reduces flexibility
Retail Vibrancy	●	central core impedes flow at ground level
Residential Alley Experience	●	setback of office mass at Harrison affords direct seasonal daylight access for Lakeview Apts. and SFR
Fairview Corridor View	●	minimal Fairview setback reduces view corridor opening and increases massing feel to community
Neighborhood Space	●	North centered office mass increases opportunities for open community level and daylight, creates "canyon" at Republican



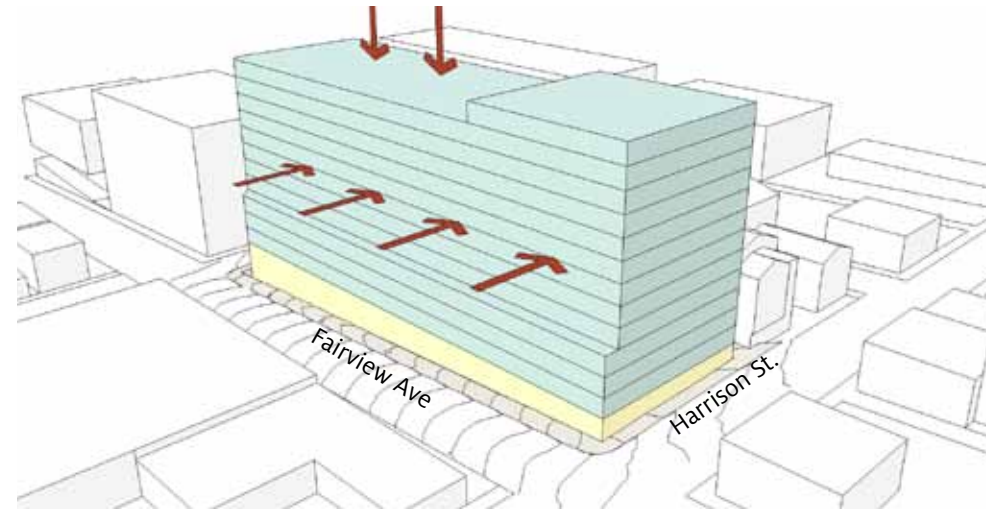
# preferred massing: *alternative #3 - fairview side*

key logic behind preferred massing



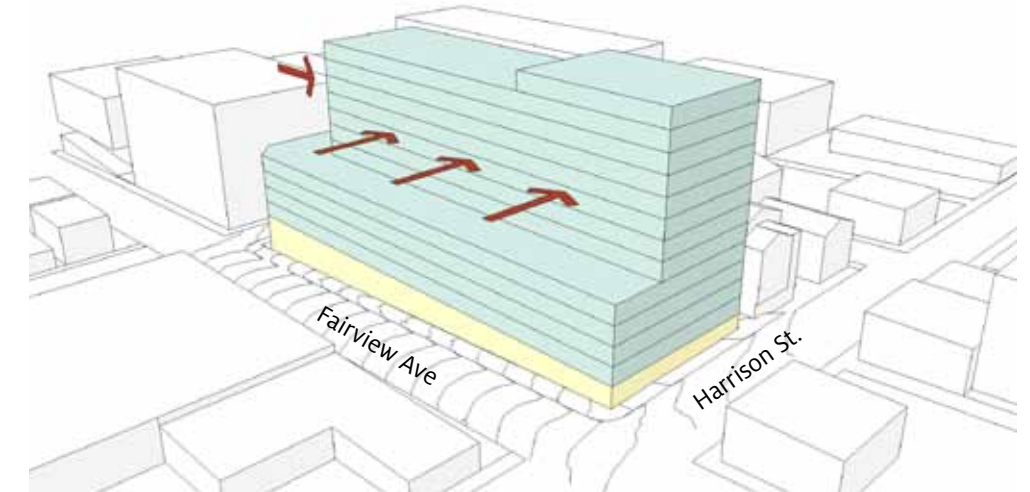
**01.**

zoning envelope



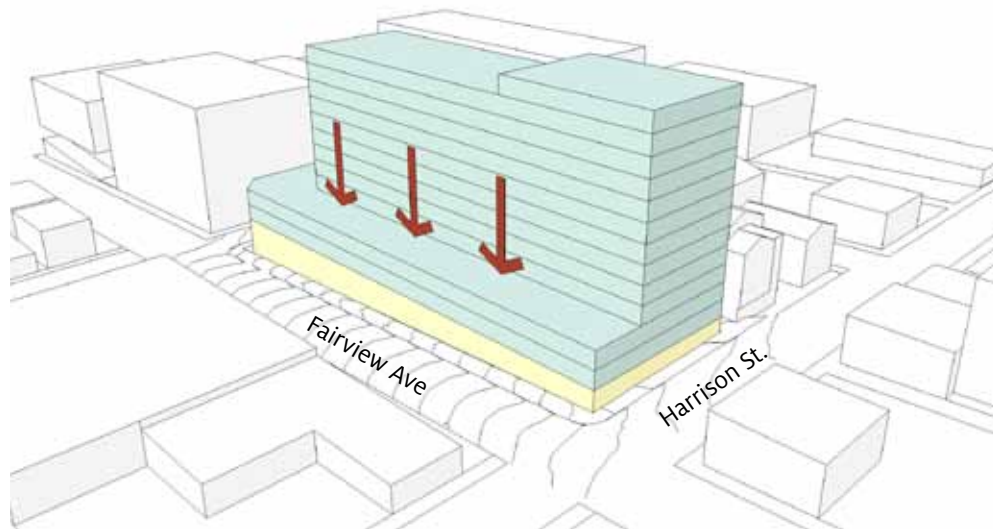
**02.**

recess Fairview facade per design guidelines recommendations lessening the mass on Fairview, a scenic corridor



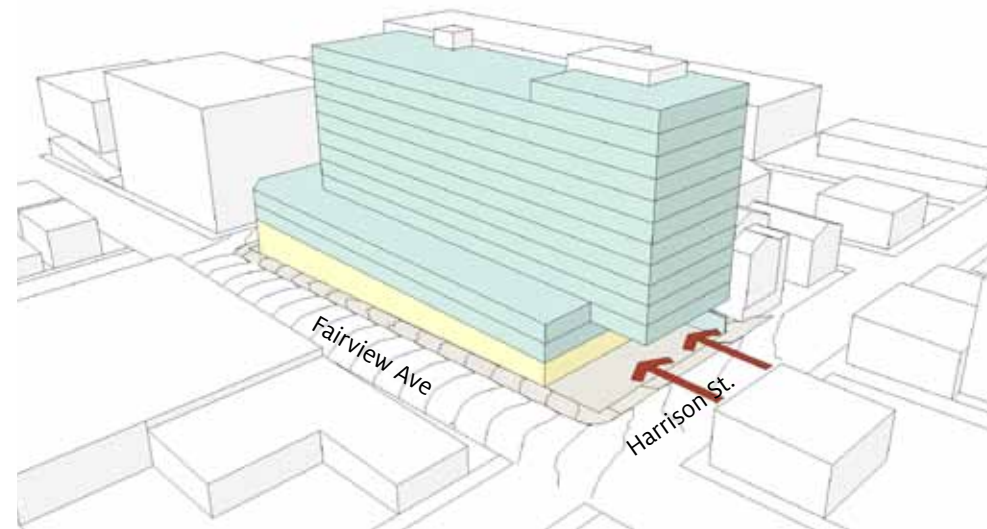
**03.**

decrease upper floors to 24,000 s.f. office floor plate maximum



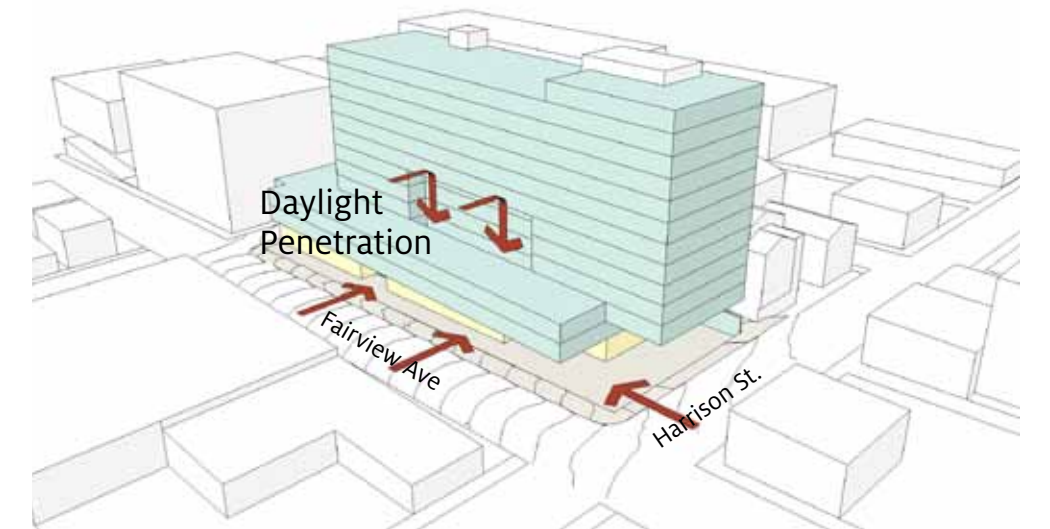
**04.**

lower 'podium' height at Fairview allowing better relationship to pedestrian



**05.**

recess 'podium' at Harrison to create south exposure community plaza



**06.**

recess retail from Fairview to blur the lines between inside and outside and open site for refined pedestrian connections to street. provide daylight monitors to inside markethall



# preferred massing:

## Key Design Pros:

Pushing the massing off Fairview opens the view corridor down Fairview to Lake Union and creates a better pedestrian experience from the street.

Roof-top greenroofs minimize runoff and soften urban visual experience

Light monitors bring daylight into the center of the community level

Addressing the grade change along Fairview with a series of ramps and steps that also serve as public seating.

The markethall of the community level will be set at mid-block elevation.



## Key Building Pros:

### Office Levels:

Sided core maximizes light and tenant flexibility while providing more privacy for residences. A sided core also allows a more open floorplan at the community level. (core at alley side)

### Community Level:

- Curated local retail
- Large restaurant
- Neighborhood meeting area
- Convertible indoor/outdoor space (minimal emphasis on office lobby)

## Cons:

Sided office volume creates compressed alley condition

160' massing creates shadows on residences to East

## Community Assessment:

Office Users	●	office mass to East with sided core gives office users maximum flexibility and deeper floor plates
Retail Vibrancy	●	office mass to East opens corners and allows for open and daylight retail and public space
Residential Alley Experience	●	office mass to East reduces direct residential daylight access but mid-block connections and alley enhancements improve security and pedestrian experience
Fairview Corridor View	●	office mass to East emphasizes the Fairview view corridor and walking experience along Fairview Ave.
Neighborhood Space	●	office mass to East promotes open and covered public space seamlessly integrating neighborhood

400  
FAIR  
VIEW

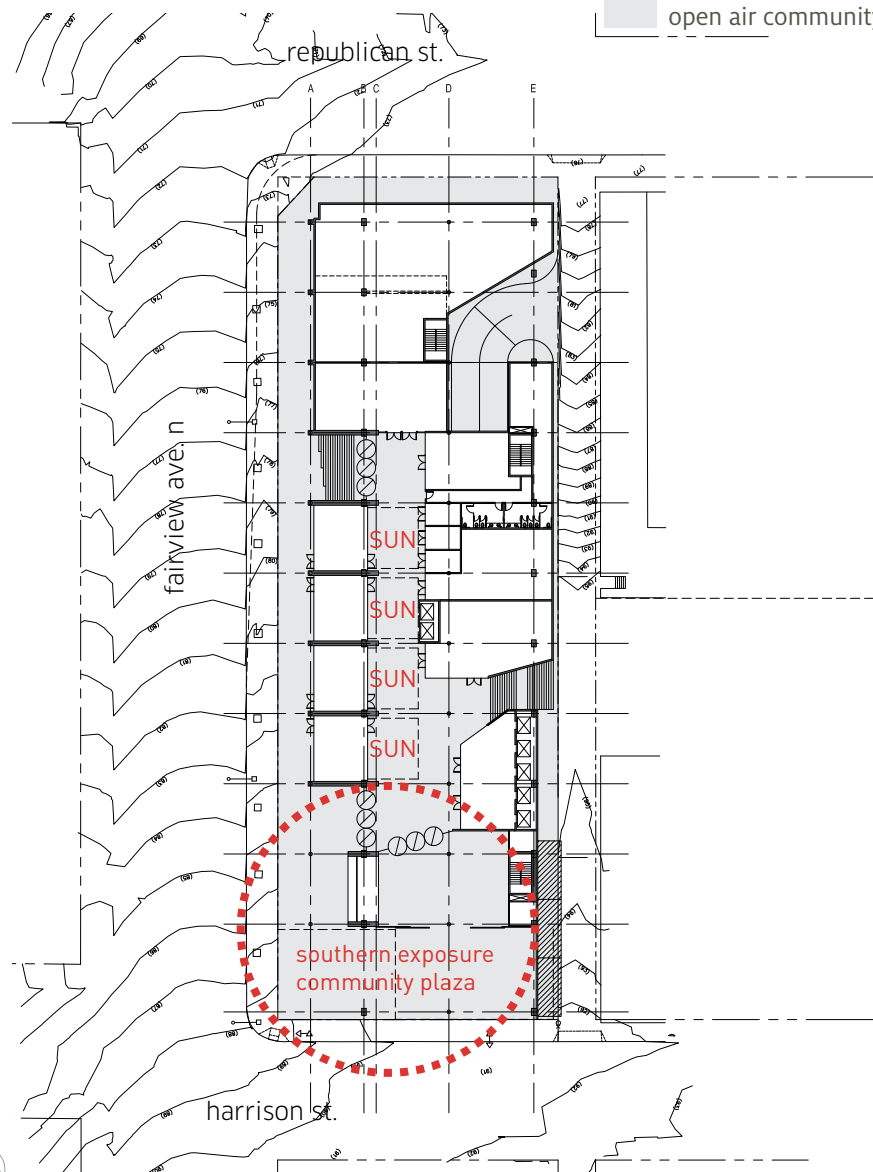
# preferred massing:

## sun study

With preferred massing location, an open and light-filled community level is possible

key

open air community space



Plan



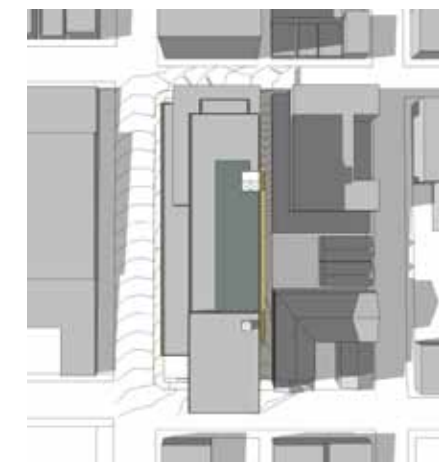
**summer solstice**

8:00am

11:00am

1:00pm

3:00pm



**equinox**

8:00am

11:00am

1:00pm

3:00pm



**winter solstice**

8:00am

11:00am

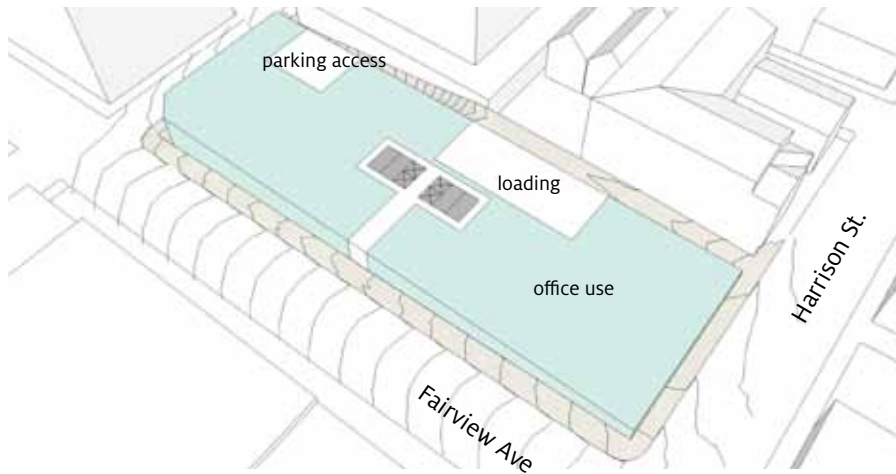
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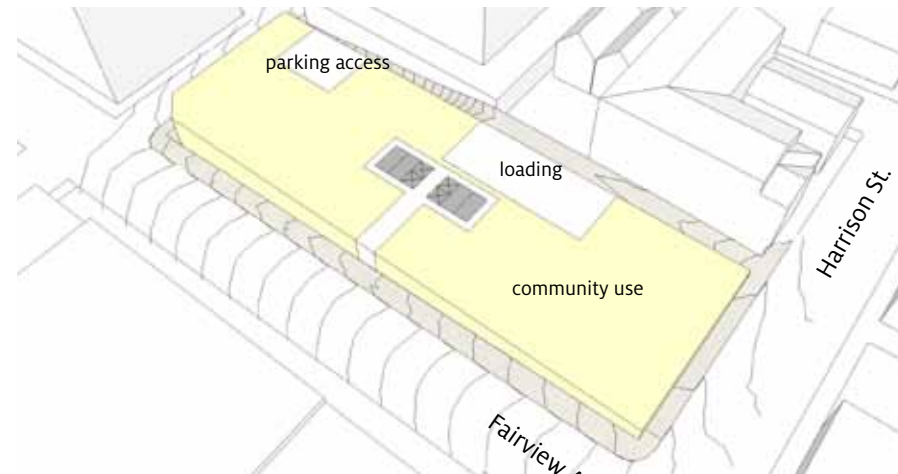


# preferred massing: *alternative #3 - community level*

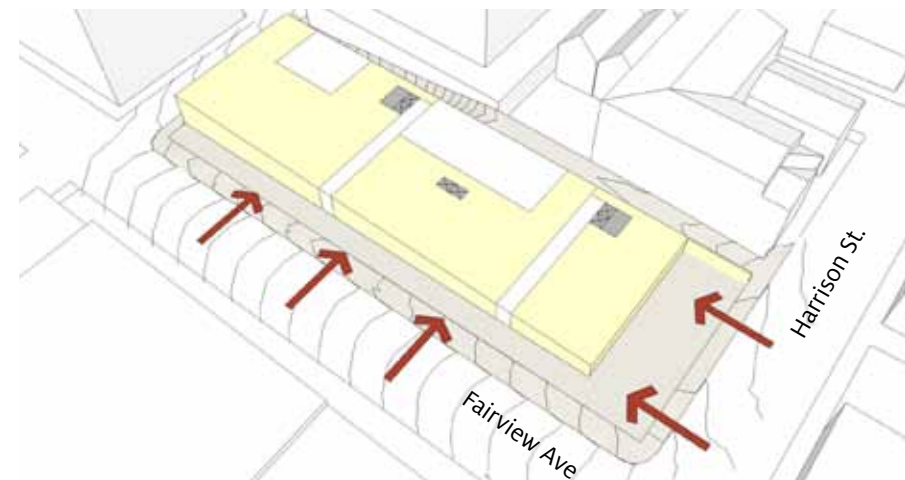
Key logic behind preferred massing



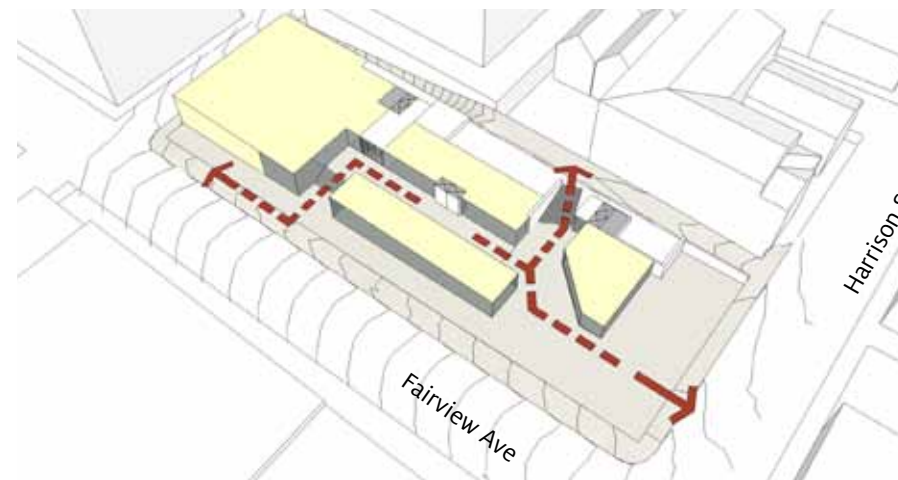
**01.**  
standard approach: Maximize site coverage with central entry and core, office use; no retail required



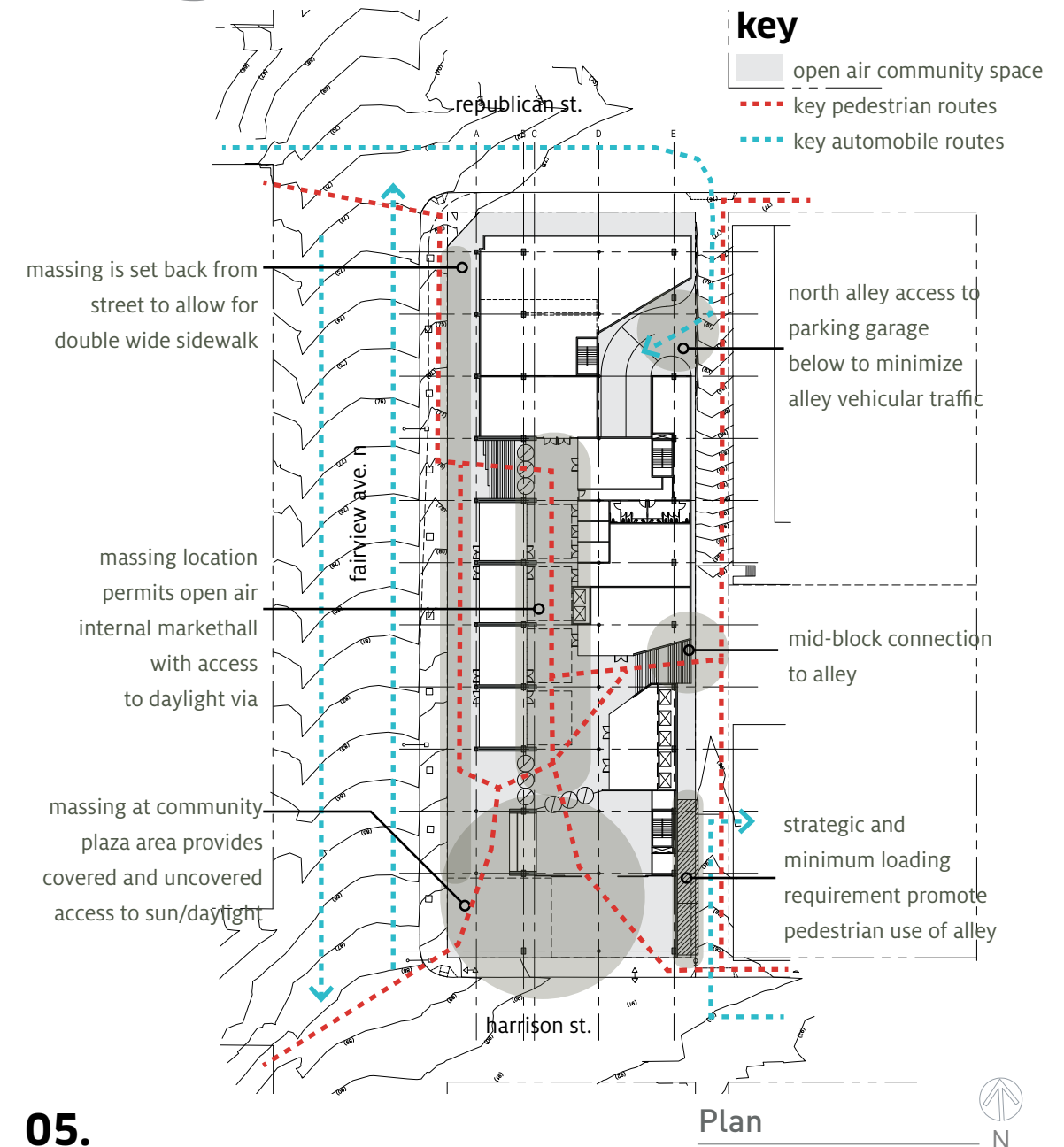
**02.**  
modify program to provide a more vibrant and active community amenity at base



**03.**  
increases opportunities for stronger public edge to provide more neighborhood space by engaging the sidewalk; use side and split core to maximize community uses / retail at the street level



**04.**  
provide multiple points of access into and through building activating spaces (including alley and community level porosity). Strategy increases pedestrian access from every side avoiding a back service alley that turns its back on the residences

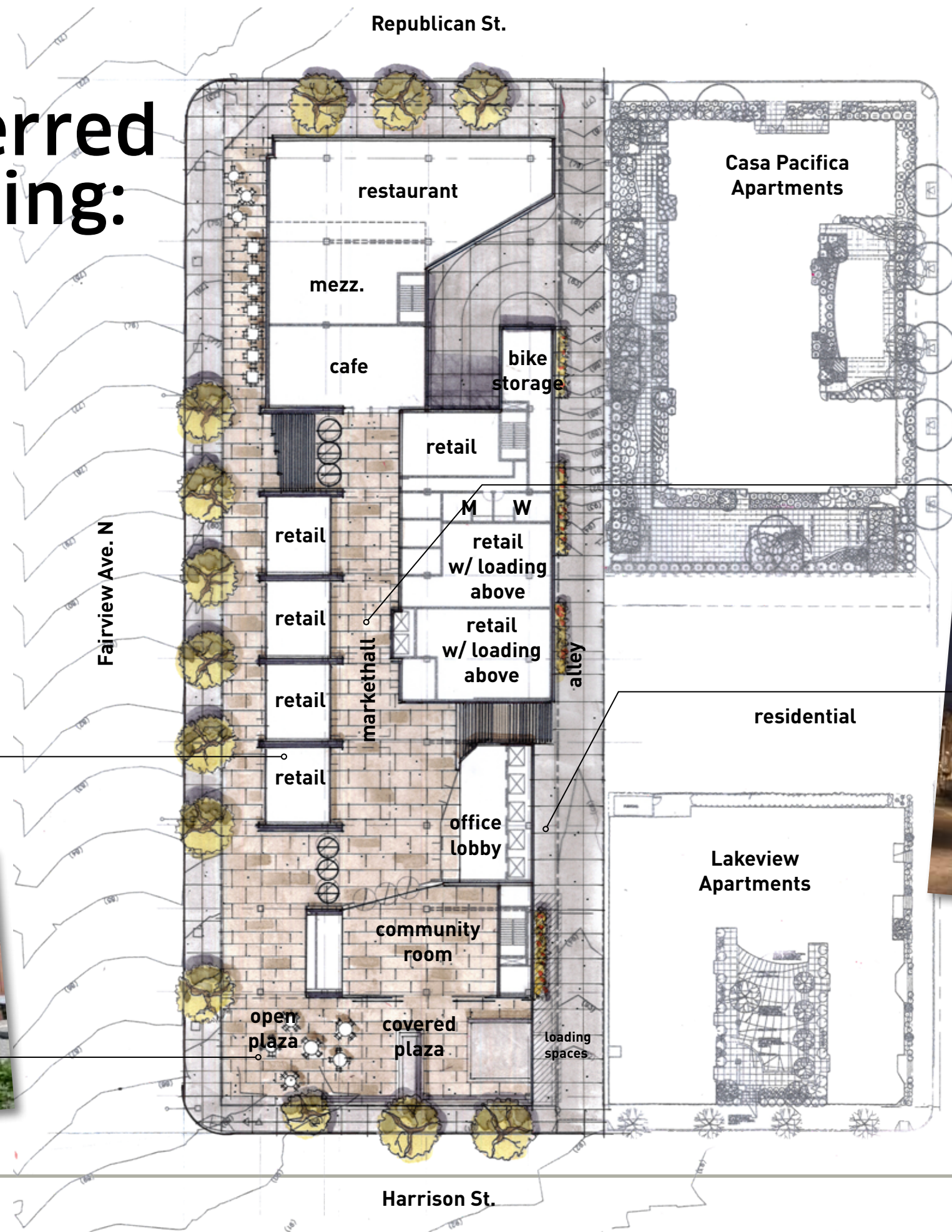


**05.**  
Intent is to define an indoor / outdoor space that is a covered extension of the sidewalk allowing for a larger pedestrian experience at the base. Unlike an additive or decorative canopy, we are creating a neighborhood protected amenity space that is integrated into the retail and office program of the building.

400  
FAIR  
VIEW

preferred  
massing:

With the preferred massing, the ground level emphasis is not on office lobby / core, but rather neighborhood amenities



community  
level

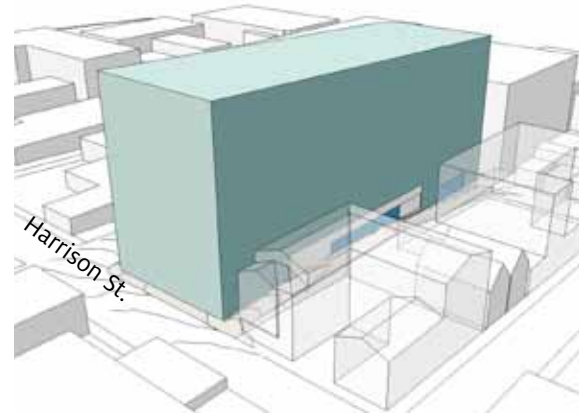
Plan



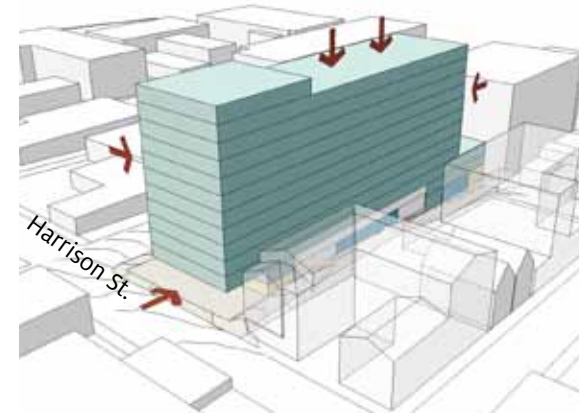


# preferred massing: *alternative #3 - alley side*

Key logic behind preferred massing



**01.**  
zoning envelope



**02.**  
modify building to reflect Fairview massing strategy  
(see page 19)



**03.**  
reduce loading dock size - plaza finishes created to offer more openness toward alley and residential



**04.**  
provide pedestrian connection to interior of the community level



**05.**  
set back North and South ends of office floors to scale the building



**06.**  
articulate core facade to provide soft and detailed viewing for residences and lessen office occupants invading privacy of residences



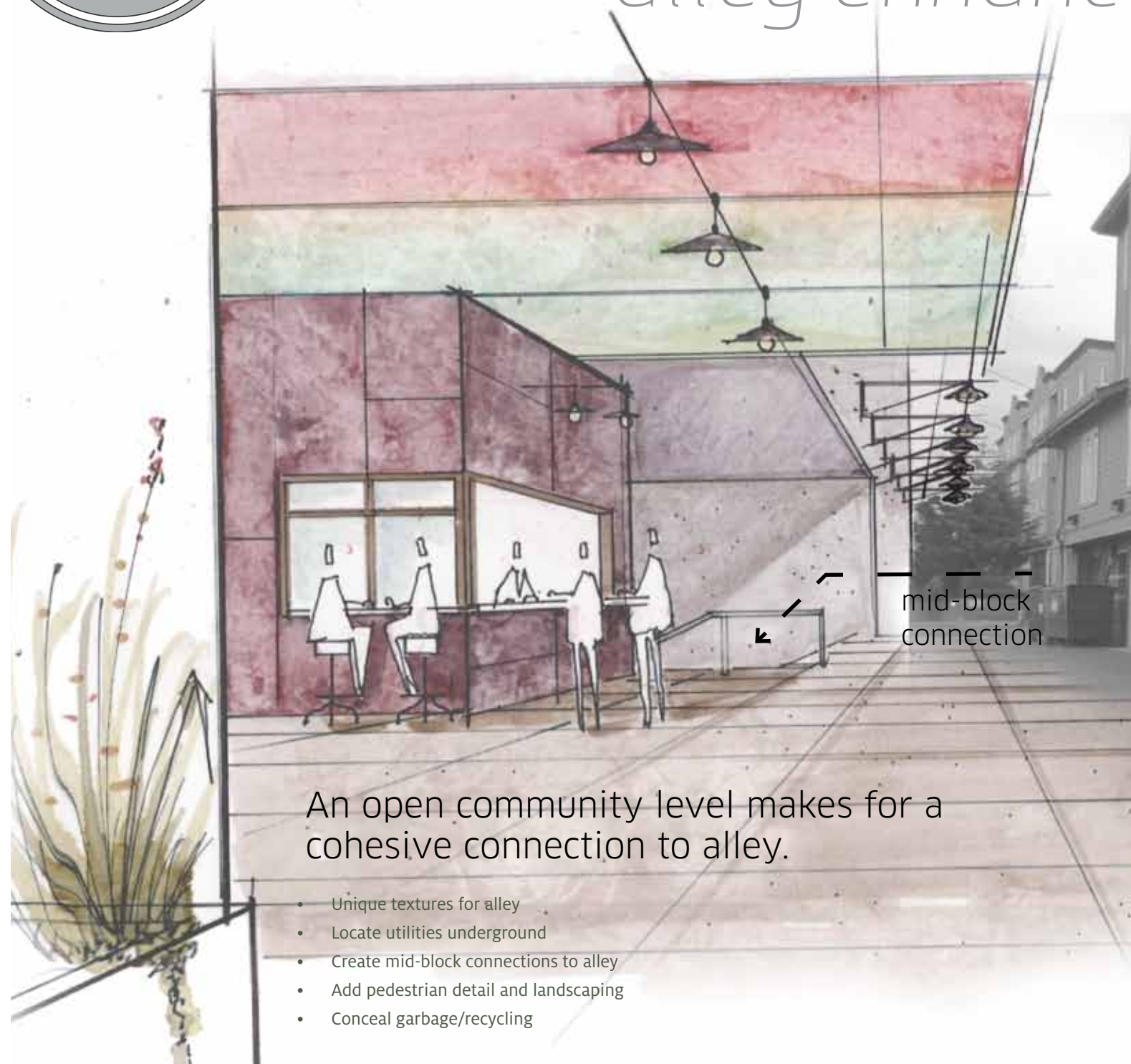
**07.**  
create texture and interest with alley finishes & treatment (paving lighting & signage ie. Alley 24) to address important experience at ground plane



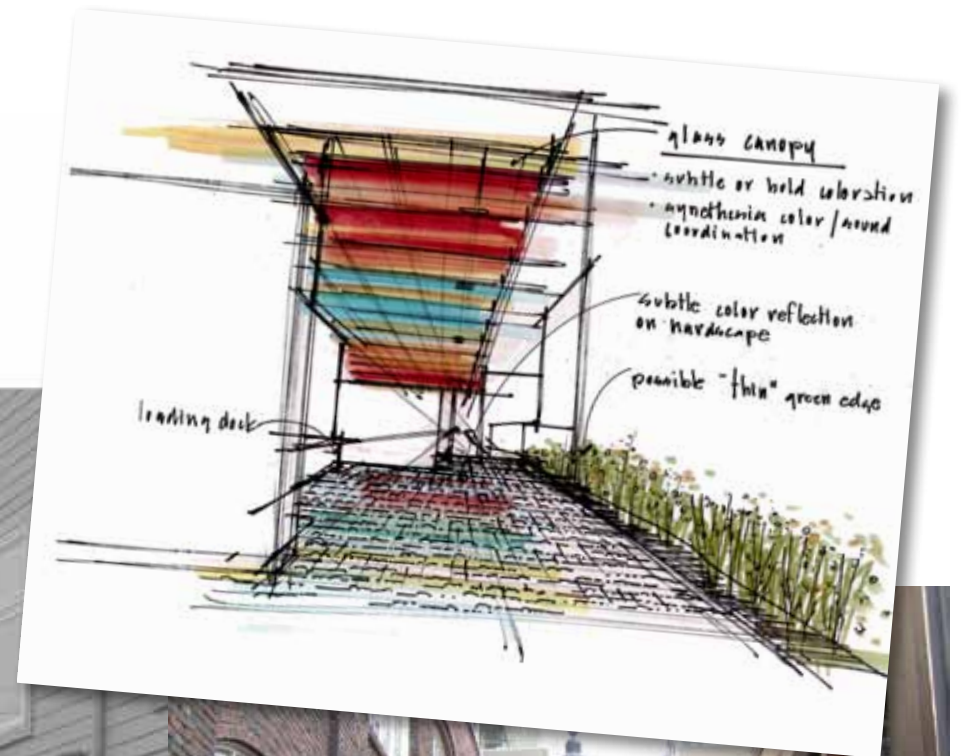
**08.**  
photo of Alley 24



# preferred massing: *alley enhancement*



existing Lakeview Apartment Building



An open community level makes for a cohesive connection to alley.

- Unique textures for alley
- Locate utilities underground
- Create mid-block connections to alley
- Add pedestrian detail and landscaping
- Conceal garbage/recycling

mid-block connection



Concept image: green wall



Concept image: Alley 24





## City of Seattle design guidelines

Design Review Guidelines for Multifamily and Commercial Buildings (4.9 MB PDF), effective October 1993, updated November 1998; also includes the January 2007 revised Section D: Pedestrian Environment.

### Key guidelines defined in bold

Design Review Guidelines for Multifamily and Commercial Buildings

### A. Site Planning

#### A-1 Responding to Site Characteristics

The site has several key, development-defining characteristics: Fairview Avenue as a major thoroughfare, significant grade changes at the Fairview Avenue and alley property lines, and Southwest exposure at the corner of Fairview and Harrison. These are addressed by massing the building to create an open entry plaza at the southwest corner and by setting the main floor level at an elevation to maximize ease of access to the most areas possible and allow for multiple points of entry to the community level from the adjacent streets and alley.

A-2 Streetscape Compatibility

#### A-3 Entrances Visible to the Street

The ground floor (community level) is designed with a primary, prominent entrance adjacent to Fairview Avenue and Harrison Street with secondary entrances at the mid-block of Fairview and mid-block of the alley.

#### A-4 Human Activity

The primary design drivers of the development center around the creation of a vibrant and flexible Community Level with access to an open, outdoor plaza, a covered-outdoor plaza, a multi-purpose community meeting room, and an interior, open-air “Market Hall” with a variety of small-scale retail venues. These are configured to foster community gathering and different kinds of activities both inside and outside the building throughout the year.

#### A-5 Respect for Adjacent Sites

The design includes features to enhance and activate the alley shared by the adjacent properties. By relocating the utilities underground, providing through block access, creating opportunities for temporary retail venues, minimizing the visual impact of parking garage and loading access, and upgrading pedestrian level materials, lighting, and amenities, the

development will provide a safer, cleaner, and more inviting shared-alley experience.

A-6 Transition Between Residence and Street

A-7 Residential Open Space

A-8 Parking and Vehicle Access

A-9 Location of Parking on Commercial Street Fronts

A-10 Corner Lots

### B. Height, Bulk, Scale

#### B-1 Height, Bulk, and Scale Compatibility

The proposed preferred massing of the building is a sum resultant of several site, vicinity, and programmatic drivers. Key among those are a vibrant, “porous” community level with an open entry plaza with southwest exposure, daylight penetration to the interior of the community level, maintenance of the view corridor along Fairview,

### C. Architectural Elements and Materials

#### C-1 Architectural Context

The building is intended to be respectful to the authentic nature of the industrial history of the neighborhood through the honest expression of materials used and careful consideration of proportion and scale at the pedestrian level.

C-2 Architectural Concept and Consistency

#### C-3 Human Scale

As mentioned in item A-4 above, the building design is driven by the desire to create a rich, inviting pedestrian experience through the careful configuration of site access and flow, landscaping (both plantings and hardscape features like benches, stoops, and platforms), and materiality that keeps the scale small and provides warmth and texture.

C-4 Exterior Finish Material

C-5 Structured Parking Entrances

### D. Pedestrian Environment

#### D-1 Pedestrian Open Spaces and Entrances

Again referring to Item A-4 above, the ground floor (Community Level) is centered around the pedestrian experience expressing clarity of access and fostering ease of movement through and around the building

D-2 Blank Walls

D-3 Retaining Walls

D-4 Design of Parking Lots Near Sidewalks

D-5 Visual Impacts of Parking Structures

#### D-6 Screening of Dumpsters, Utilities, and Service Areas

The design places the utilities underground and the dumpsters internal to the building. The proposed departure request would afford the ability to minimize the impact of a large commercial loading dock and the noise and inactivity that would result.

D-7 Personal Safety and Security

#### D-8 Treatment of Alleys

See A-5 for proposed treatment of the alley to foster movement, activity and a richer pedestrian experience.

D-9 Commercial Signage

D-10 Commercial Lighting

#### D-11 Commercial Transparency

The Community Level is designed to create significant physical and visual transparency to the greatest extent possible.

D-12 Residential Entries and Transitions

### E. Landscaping

#### E-1 Landscaping to Reinforce Design Continuity with Adjacent Sites

Per Items A-5 and D-8 above, the design anticipates significant upgrades and enhancements to the adjacent shared alley.

#### E-2 Landscaping to Enhance the Building and/or Site

Per items in category A above, the design anticipates significant attention to soft and hardscape elements that will foster community gathering and activities to integrate the site to the building.

E-3 Landscape Design to Address Special Site Conditions



## South Lake Union design guidelines

For bolded items below, refer to descriptions within the City of Seattle Guidelines above.

Principle 1. Set a clear vision for South Lake Union's future development

1. SLU Urban Design Framework Work Plan

Principle 2. Integrate SLU with adjacent neighborhoods

2. Aurora North Portal opportunities
3. Uptown connections
4. South/east connections
5. Hill climbs

Principle 3. Create a network of great streets

- 6. Street hierarchy**
- 7. Streetscape improvements**
8. Streetscape concept plans
- 9. Mid-block connectors**
10. Lake to Bay Trail
11. Voluntary Traffic Mitigation Payment Plan

Principle 4. Develop a diverse system of open spaces and community services

12. Street vacations
13. Festival streets
14. Surplus land policies
15. Dexter Community Center

Principle 5. Revise zoning and design guidelines

16. Seattle Mixed zoning
- 17. Pedestrian-oriented retail and services**
18. Form-based code
- 19. View corridors**
20. Building preservation
21. Podium height
- 22. Tower height**
23. Additional height incentives
- 24. Public amenity priorities**
25. Seattle Green Factor

**26. Landscaping design guidelines**

**27. Green building requirements**

**The design will target LEED Platinum and utilize aggressive strategies for reduced water and energy consumption, energy efficient skins, and rainwater collection, re-use, and treatment.**

**28. Green building incentives**

Principle 6. Create focused opportunities for families

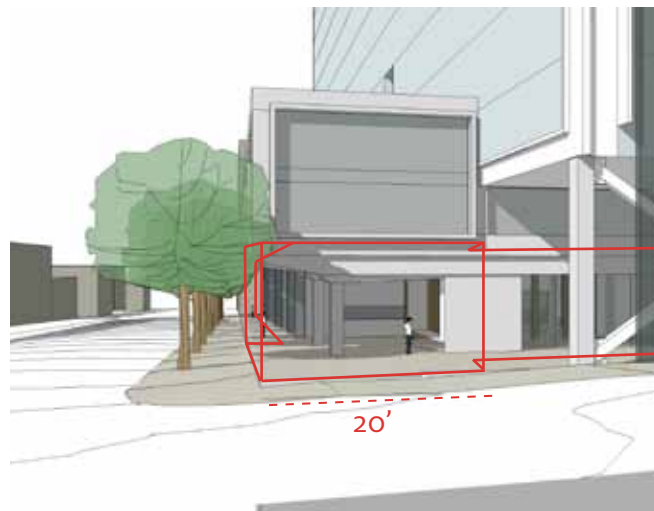
29. Residential 8th Ave
30. Housing around parks

Principle 7. Guide new affordable housing investments

31. Housing incentive zoning (see "public amenity" priorities above)
32. Affordable housing on City property
33. Affordable Housing partnerships



## possible departures



Set back to widen covered sidewalk along Fairview Ave. N creating an extension of plaza and retail circulation

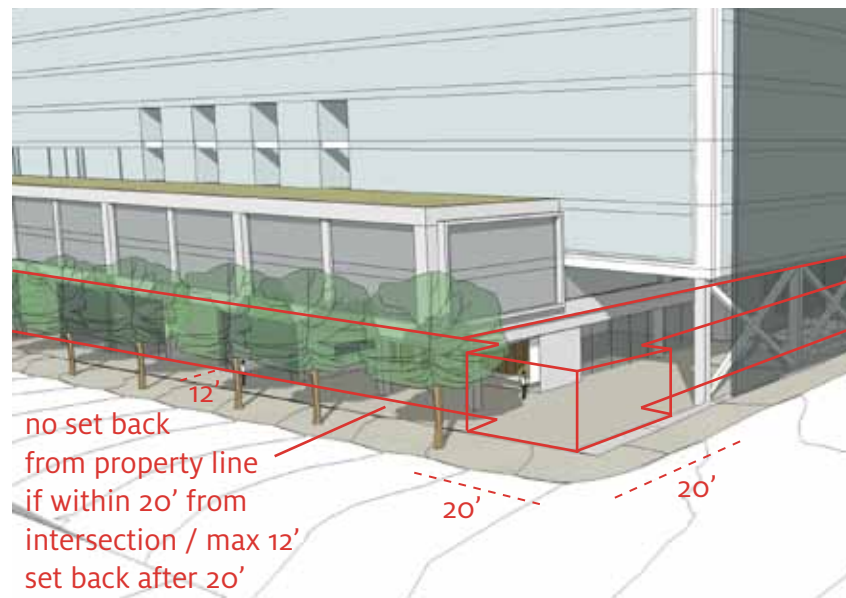
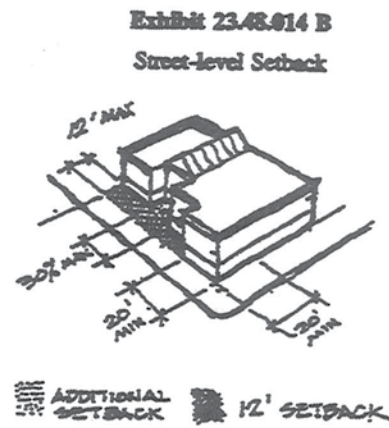
### 1. Departure from street-facing requirements:

Seattle Mixed Section: 23.48.014 D

#### Requested Departure:

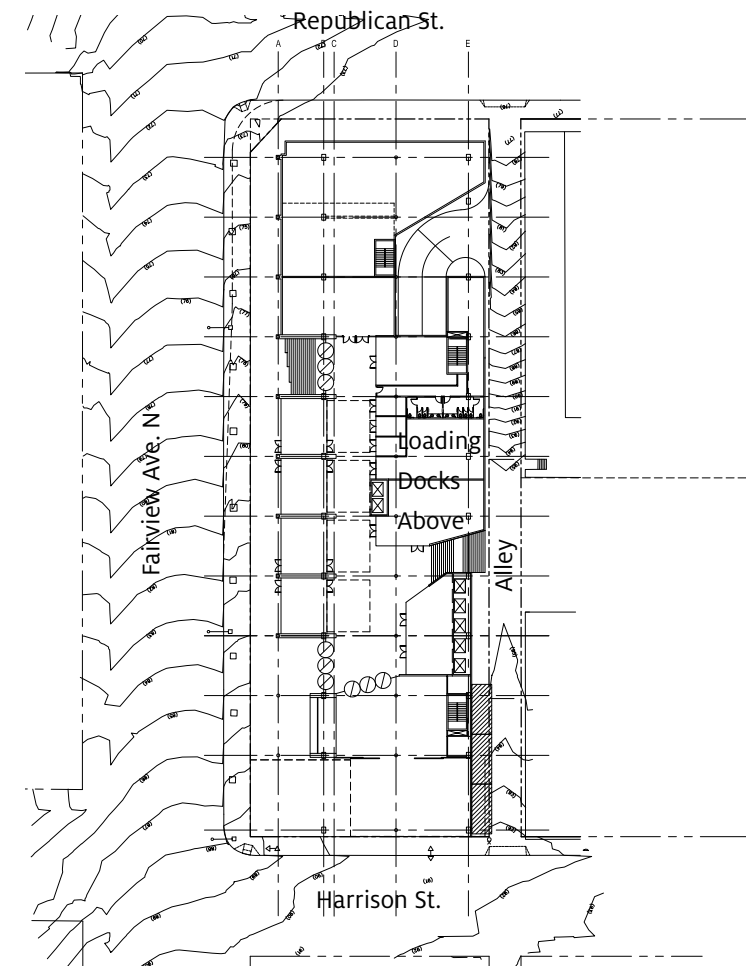
Fairview Avenue is considered a Boulevard/Great Street per the SLU Urban Design Framework; we propose to create a generous sidewalk experience with multiple site entry points and landscape components. Similar street-level set back strategy is proposed along Harrison Street in order to create a community plaza that strengthens the connection to community.

- Fairview Avenue has a significant amount of sloping grade and a very narrow existing sidewalk
- Current SDOT Mercer Corridor Improvements call for an increased reduction in the sidewalk width
- Street-level experience also emphasizes/preserves views to Lake Union while providing ample waiting space for the existing bus transit stops on our block
- Harrison Street crosses Fairview Avenue with shift in the street alignment, setback maintains the community views of the Seattle Center to the west from the proposed plaza

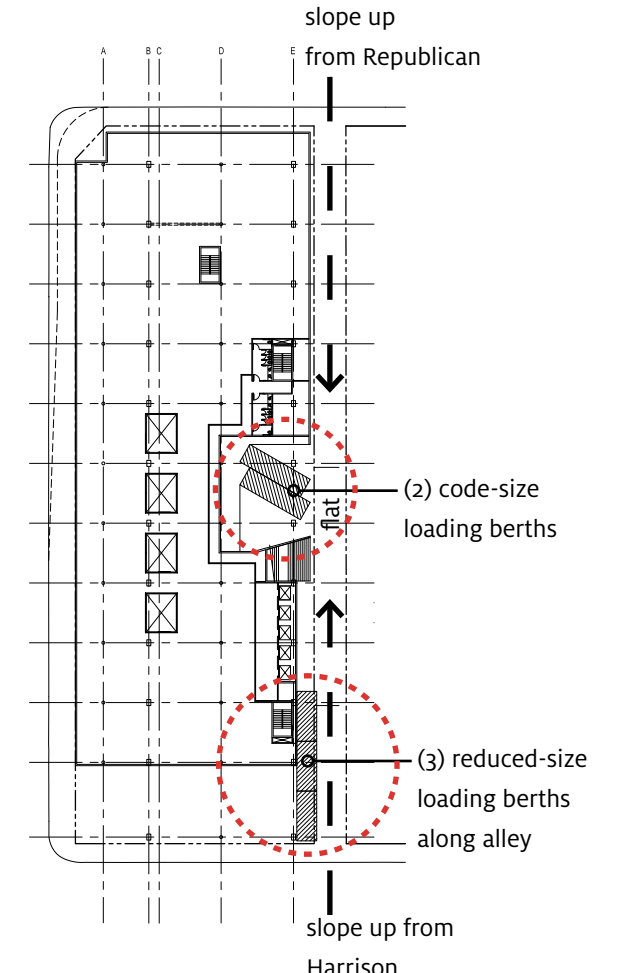


no set back from property line if within 20' from intersection / max 12' set back after 20'

Set back at Harrison St. and Fairview Ave. N to create plaza



Level 1: community level



Level 2: loading level / office

### 2. Departure from dimensional standards of loading berths:

SMC 23.54.035 Loading berth requirements:

#### Requested Departure:

Due to the significant amount of sloping grade along the alley and the proximity to existing residential development we look for a departure of the dimensional standards for loading berths.

- Maintains required quantity of loading berths (2 full-size internal / 3 reduced size & side loaded in alley)
- Improves the experiential quality / pedestrian connections to the community and the building
- Space still allows for by-passing alley traffic, similar to Alley-24