



SECOND EARLY DESIGN GUIDANCE OF THE QUEEN ANNE/ MAGNOLIA DESIGN REVIEW BOARD

Project Number: 3013102

Address: 400 Fairview Avenue North

Applicant: Brian Collins-Friedrichs

Date of Meeting: Wednesday, June 06, 2012

Board Members Present: David Delfs (Chair)
Mindy Black
Jacob Connell
Jill Kurfirst
Lipika Mukerji

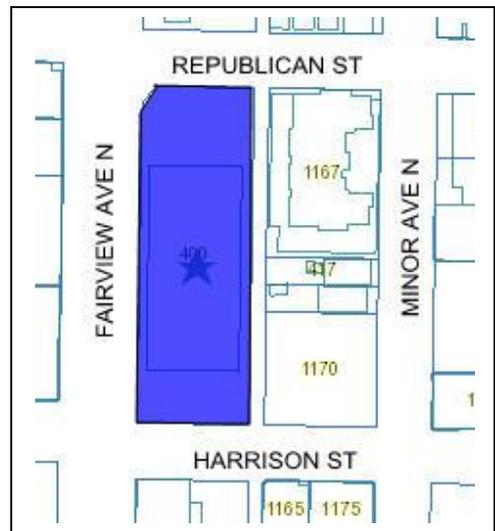
DPD Staff Present: Shelley Bolser, Senior Land Use Planner
Lindsay King, Senior Land Use Planner

SITE & VICINITY

Site Zone: IC-65

Nearby Zones: (North) IC-65
(South) IC-65
(East) SM/R 55/75
(West) IC-65

Lot Area: 43,071 square feet



Current Development: The site is a half-block bounded by Republican St to the north, Harrison St to the south, an alley to the east, and Fairview Ave N on the west. The center of the site is occupied by a one-story building constructed in 1977, with surface parking lots to the north and south.

Access: Existing vehicular access is via curb cuts at Republican St, Harrison St, and the alley. Existing pedestrian access is from the sidewalk at Fairview Ave N, and from the parking lots at the north and south.

Surrounding Development and Neighborhood Character: The surrounding development is a mix of uses and age of structures. Nearby development includes older 1-2 story commercial office and retail structures and newer 5-6 story residential and retail mixed-use structures. Several historic landmarks are located nearby.

Recreational opportunities include Lake Union a few blocks to the north and Cascade Playground one block to the east.

The area offers frequent transit service, including the South Lake Union Streetcar two blocks to the west and several nearby bus routes. The Streetcar Trolley barn is located to the south across Harrison Street from the site.

ECAs: Steep slope environmentally critical areas are shown on DPD maps. These areas may qualify for environmentally critical area regulation and a survey will be required to verify the location of any steep slope areas. The site slopes approximately 20' in elevation from the northwest corner up to the southeast corner.

PROJECT DESCRIPTION

The proposal is for a 13 story structure containing 301,000 sq. ft. of office space above 30,000 square feet of retail. Parking for 527 vehicles would be provided below grade. The Early Design Guidance application was submitted in anticipation of a legislative rezone of part of the South Lake Union neighborhood to allow structures up to 160' tall.

EARLY DESIGN GUIDANCE MEETING: May 2, 2012

DESIGN PRESENTATION

The EDG packet includes materials presented at the EDG meeting, and is available online by entering the project number (3013102) at this website:
http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp.

The EDG packet is also available to view in the 3013102 EDG file, by contacting the Public Resource Center at DPD:

Mailing **Public Resource Center**
Address: 700 Fifth Ave., Suite 2000
 P.O. Box 34019
 Seattle, WA 98124-4019

Email: PRC@seattle.gov

The applicant explained that the proposed development has been designed in anticipation of the City-sponsored legislative rezone of the South Lake Union area, using the assumptions in the South Lake Union EIS Alternative 1. The proposal will be designed using cues from the Living Building Challenge Ordinance, although the proposal will not be participating directly in that program.

The “Market Hall” portion of the proposal would include three openings to the sidewalk, with unheated tall interior areas with light monitors for natural daylighting. The space would connect to the sidewalk, the retail areas between the Market Hall and the sidewalk, and the alley loading area. The alley loading area could be used by food trucks adjacent to an outdoor plaza. Part of the outdoor plaza would be covered by building above to provide functional weather protection.

The grade changes across the site would result in a plaza at grade at Harrison St, with wide stairs to function as stoops on the north end of the Fairview Ave N street frontage. The Market Hall could be secured with doors at the three points of entry in the evening.

The upper building mass was designed in response to the public feedback the applicant received about view corridors at Fairview Ave N, and consideration of residences across the alley. The alley façade would be designed with textured surfaces and minimal fenestration to protect residents’ privacy. The alley level of the building would include colorful weather protection and light fixtures to create a secondary street frontage similar to Alley 24 and others, rather than a ‘back of house,’ typical of alley-facing facades.

PUBLIC COMMENT

Approximately 16 members of the public signed in at this Early Design Review meeting. Comments and questions included the following:

- Clarification that if the City Council does not adopt the South Lake Union rezone consistent with EIS Alternative 1, if this project passed the Recommendation stage, and the City-sponsored zoning were different than the proposal, then additional design review could be required.
- The building overhanging the plaza and the colonnade could result in cold, shadowed unused spaces.
- The zoning envelope shown is not representative of an actual building size that could be built under EIS Alternative 1.
- Photos of the alley were submitted to demonstrate the potential for height/bulk/scale transition issues.
- The corners of the building should be angled to provide views across the site.

- The massing should include curves and other efforts to reduce height, bulk, and scale.
- Questioned whether retail can survive at the alley.
- The alley is heavily used for loading and traffic.
- The Streetcar Trolley Barn is across Harrison Street from the site. This constraint should be considered when designing the parking access.
- A shadow study that shows the full extent of the proposed development's shadow impacts should be provided.
- The massing shows good height bulk and scale mitigation at grade. The same effort is needed for the upper building levels. At least provide a break at the top floor to allow more light and air for residents across the alley.
- The alley should be one-way, directing people to exit the south end of the alley only.
- The noise, air pollution, and activity from the garage entry will impact residents across the alley.
- Design the proposal to minimize shadow impacts on residents across the alley.
- The food trucks parked at the alley would function as a blank wall. This area should be set back more from the alley property line.

SECOND EARLY DESIGN GUIDANCE MEETING: June 6, 2012

DESIGN PRESENTATION

The packet included materials presented at the EDG meeting, and is available online by entering the project number (3013102) at this website:

http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp.

The packet is also available to view in the 3013102 file, by contacting the Public Resource Center at DPD:

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The applicant described changes since the first EDG meeting, which included:

- Set back the base of the building 16'-48' from the property lines.
- Clarified that the lowest clearance between sidewalk and retail ceiling on Fairview Ave is 14'; the highest is 26'.
- Retail stoops on Fairview include seating near the sidewalk with the goal of activating the retail street frontage.
- The retail canopies on Fairview angle up toward the curb edge.
- The mid-block connection to the alley would be bleacher seating to provide seating.

- Strategy for “Market Hall” is similar to Pike Place Market or Melrose Market:
 - The Market Hall design is intended to maximize pedestrian circulation, gathering spaces, and provide spaces for multi-use activities (eating, events, lingering).
 - The internal Market Hall area ramps down with grade to keep the floor closer to the sidewalk level, and steps down north of the Market Hall Fairview entry in order to meet sidewalk grade.
- The applicant showed more context and circulation information related to the alley, along with identifying zones of alley use (pedestrian, loading, parking):
 - The southeast corner showed proposed steps and bleacher seats below the building overhang.
 - A potential retail space would be located north of this area, with pedestrian paths leading to the retail from the southeast steps and the mid-block connection.
 - The food truck staging areas were removed from the proposal.
 - Research indicated the building across from the southeast corner exhibits little garage activity.
 - The Casa Pacifica garage to the northeast includes more vehicular activity than the garage to the southeast. The proposed development’s garage would be located across from this garage.
 - The applicant discussed the garage entry location with their traffic consultant and the consultant didn’t have particular concerns or recommended conditions, but they will continue to examine the circulation patterns as the proposed design develops.
 - Further study of other similar and desirable alley conditions was shown, including 18’ wide (Post Alley) and 20’ wide (Alley 24) alleys.
 - The proposed alley would be 20’ wide at the narrowest point between existing and proposed buildings.
 - The upper portions of the building would set back for further separation and additional light and air to alley facing residents.
- Upper building response to Initial EDG:
 - The applicant included proposed nearby development such as Troy Block and 500 Fairview, indicating no additional street level view blockage of Lake Union from Fairview Ave.
 - The revised upper level massing includes additional setbacks from the alley at the north and south (additional 10’) and brings the center of the upper building closer to the alley (3’ less).
 - The curved upper mass is intended to bring light into the Market Hall and maintain the size of the south covered plaza, as well as locate the building core at the edge of the building rather than an interior core with a less efficient floor plan.
 - The east elevation includes proposed glazing, opaque areas, and a combination of vision and spandrel glass for visually interesting façade treatments.
 - While the upper level includes glassy facades, the glass would be only about 50% vision glass to provide privacy for residents across the alley.
- The applicant provided physical models to demonstrate the proposed preferred massing.
- The applicant provided shadow studies demonstrating the extent of the shadows from the preferred massing, compared with a centered rectangular building mass.

PUBLIC COMMENT

Approximately 17 members of the public signed in at this Second Early Design Review meeting. Comments and questions included the following:

- Support for proposal and the interesting design that appears different from typical South Lake Union development (several comments).
- Support for the Market Hall design. (several comments)
 - The light wells are a positive aspect of the design.
 - The design of the retail won't accommodate big box retail, but instead will support a sense of community and gathering spaces.
 - The Market Hall and covered plaza will support usable retail and human activity in the gathering spaces.
 - Support for interesting internal paths through the base and consideration of the ground level design.
 - The design of the retail for small local businesses is a positive aspect of the design.
 - The night time activity will help the neighborhood.
- Concern about noise of patrons accessing the retail spaces and garage at night.
- Support for the proposed upper 'winged' massing.
- Support for response to public comment from the first EDG meeting and the significant effort in public outreach to the neighborhood.
- Object to proposed height change with the future rezone.

PRIORITIES & BOARD RECOMMENDATIONS

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.

EARLY DESIGN GUIDANCE (MAY 2, 2012):

- 1. Alley:**
 - a. The Board encouraged the applicant to design the parking garage to allow exiting only south-bound in the alley. (A-8)
 - b. The design intent to heavily use the alley for both pedestrian and vehicular activity is questionable. A wider alley could better accommodate both uses, along with planters or other means to separate the zones and provide for pedestrian safety. The applicant needs to demonstrate how these areas would function well in the same space. (A-8, D-8)
 - c. The Market Hall, pedestrian gathering areas, food truck/loading areas, and garage entry need further study. The design should relate to the existing conditions across the alley. Some Board members suggested locating the food trucks at the north end of the alley to reduce noise impacts to adjacent residences and provide

a larger pedestrian plaza. (A-4, D-1)

2. **Street Level:** The retail spaces front on both Fairview Ave N and the Market Hall. The Board was concerned that the proposed Market Hall interior may be designed to attract pedestrian traffic at the expense of the street frontage.
 - a. Step the retail spaces with grade, or demonstrate how the design will visually and physically activate the street frontage. (A-2, A-4, D-1)
 - b. The street level retail should maximize human activity and human scale at the sidewalk level. (A-4, C-3)
 - c. The proposal should not include any blank walls at the Fairview Ave N street level. (D-2)

3. **Upper building levels:**
 - a. The Board would like to see a massing option that moves the upper building mass further to the west, to provide light and air for the residents across the alley. (A-5, B-1, C-1)
 - b. The Board acknowledged that this alternate massing may modify the street level design and result in a more conventional retail level at the street. (A-4)
 - c. Use light wells or other techniques to reduce the scale of the upper building levels. (B-1)
 - d. Design the east and west facades to minimize glare. (A-5)
 - e. The Board suggested that additional glazing could be provided at the upper building levels, rather than the textured material shown in green in the EDG packet on page 23. The hours of peak office use and peak residents' use may be complementary. (C-4)
 - f. The Board appreciated the stepped back mass at the north and south edges of upper building levels. (C-3)

At the Second Early Design Guidance meeting, the applicant should provide the following additional information:

1. Sections through the site showing the sidewalk, retail level, market hall level, alley, and adjacent buildings are needed to understand the relationship to the sidewalk and street frontage.
2. Provide an alternate massing that moves the upper portion of the building further to the west, to provide additional light and air for residences across the alley.
3. Provide a physical model or 3-dimensional graphic demonstration, indicating the grade changes from sidewalk and alley through the "Market Hall."
4. Provide perspective graphics or vignette sketches of the pedestrian experience at the edges of the retail and Market Hall.
5. Provide graphics showing the height, bulk, and scale relationship between the alley width, the existing building across the alley, and the proposed building. Provide comparison graphics of Alley 24 and other similar projects.
6. Provide perspective graphics demonstrating the views along Fairview that will remain once other proposed projects are constructed on Fairview (300 block Fairview Troy Laundry site, 500 Fairview, etc.). (C-1)

7. Provide graphics demonstrating the proposal in context of other nearby proposed development (500 Fairview, 400 Boren, 300 block Fairview, etc.) (C-1)
8. Provide shadow studies that demonstrate the extent of the shadows from the proposed development.
9. At the Second EDG or at the Recommendation meeting, the applicant should provide information about how the proposed fenestration corresponds with existing residential unit windows and balconies across the alley, to provide privacy between units and buildings. (A-5)

SECOND EARLY DESIGN GUIDANCE (JUNE 6, 2012):

1. Alley:

- a. Pulling back the building at the alley 4-5' for pedestrian zones seems to be successful. (A-8)
- b. Keeping the alley 2-way will help to reduce traffic flow at the south point and provide better opportunity for pedestrians. (A-8)
- c. The setback from the north property line also helps with sight lines for pedestrians and vehicles where the alley crosses the sidewalk. (A-2, A-4, A-8)
- d. Consider providing artistically designed bollards near the alley/sidewalk intersection to alert cars and pedestrians to each other's presence. (A-8, D-1, D-8)

2. Street Level:

- a. The street perspectives provided by the applicant were helpful for understanding the upper level mass. (A-1, A-2, B-1, C-1)
- b. The southwest entry to the market hall should be a clear sight line without stairs or walls. (A-1, A-2, A-4, D-1, D-2)
- c. The retail stair stoops should be wide enough for two people to pass each other on the stairs. (A-2, A-4, D-1)
- d. The retail stoop benches should be designed to visually reduce the height of the stoop walls (good direction so far) – consider including visually interesting material or other human scaled treatment. (C-4, D-2, D-3, D-11, E-2)
- e. Endeavor to include an ADA ramp from the Fairview Ave street frontage. (D-1)

3. Upper building levels/massing:

- a. The Board supported the massing option with the “bent wings,” since it provides:
 - Additional light and air for residents facing the alley, (A-5, B-1)
 - a visually interesting crease at the west façade (reducing the scale of the west façade), (A-2, B-1, C-3, C-4) and
 - a better defined entry. (D-1)
- b. The Board had some concerns with potential heat gain in the glazed facade, but noted that with a LEED Platinum goal, the applicant will need to address that issue.

4. **Departures:** The Board continued to be supportive of the proposed departures, provided the applicant can demonstrate how the proposed departures better meet the intent of the Design Review Guidelines. The response to proposed departures is described in more detail at the end of this document.

At the Design Recommendation meeting, the applicant should provide the following additional information:

1. Further demonstrate how the circulation in the alley and sidewalk design near the alley entrances will create safe spaces for pedestrians and vehicles. (A-8, D-1, D-8)
2. Provide additional information about the grade change from sidewalk through the southwest corner into the Market Hall (sections, etc.). (A-2, A-4, C-3, C-4, D-1)
3. Lighting plan demonstrating safety and avoiding glare to neighbors in alley at night. (A-5, D-10)

See the “Design Review Report: Applicant Instructions” for other standard information required at the next stages of review.

DESIGN REVIEW GUIDELINES

The Board identified the following Citywide Design Guidelines of highest priority for this project.

The Neighborhood specific guidelines are summarized below. For the full text please visit the [Design Review website](#).

A-1 Responding to Site Characteristics. The siting of buildings should respond to specific site conditions and opportunities such as non-rectangular lots, location on prominent intersections, unusual topography, significant vegetation and views or other natural features.

SLU-specific supplemental guidance:

- Encourage provision of “outlooks and overlooks” for the public to view the lake and cityscapes. Examples include provision of public plazas and/or other public open spaces and changing the form or facade setbacks of the building to enhance opportunities for views.
- Minimize shadow impacts to Cascade Park.
- New development is encouraged to take advantage of site configuration to accomplish sustainability goals. The Board is generally willing to recommend departures from development standards if they are needed to achieve sustainable design. Refer to the Leadership in Energy and Environmental Design*(LEED) manual which provides additional information. Examples include:
 - Solar orientation
 - Storm water run-off, detention and filtration systems
 - Sustainable landscaping
 - Versatile building design for entire building life cycle

A-2 Streetscape Compatibility. The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right-of-way.

SLU-specific supplemental guidance:

The vision for street level uses in South Lake Union is a completed network of sidewalks that successfully accommodate pedestrians. Streetscape compatibility is a high priority of the neighborhood with redevelopment. Sidewalk-related spaces should appear safe, welcoming and open to the general public.

- Provide pedestrian-friendly streetscape amenities, such as: tree grates; benches; lighting.
- Encourage provision of spaces for street level uses that vary in size, width, and depth. Encourage the use of awnings and weather protection along street fronts to enhance the pedestrian environment.
- Where appropriate, consider a reduction in the required amount of commercial and retail space at the ground level, such as in transition zones between commercial and residential areas. Place retail in areas that are conducive to the use and will be successful.
- Where appropriate, configure retail space so that it can spill-out onto the sidewalk (retaining six feet for pedestrian movement, where the sidewalk is sufficiently wide).

A-4 Human Activity. New development should be sited and designed to encourage human activity on the street.

SLU-specific supplemental guidance:

- Create graceful transitions at the streetscape level between the public and private uses.
- Keep neighborhood connections open, and discourage closed campuses.
- Design facades to encourage activity to spill out from business onto the sidewalk, and vice-versa.
- Reinforce pedestrian connections both within the neighborhood and to other adjacent neighborhoods. Transportation infrastructure should be designed with adjacent sidewalks, as development occurs to enhance pedestrian connectivity.
- Reinforce retail concentrations with compatible spaces that encourage pedestrian activity.
- Create businesses and community activity clusters through co-location of retail and pedestrian uses as well as other high pedestrian traffic opportunities.
- Design for a network of safe and well-lit connections to encourage human activity and link existing high activity areas.

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-8 Parking and Vehicle Access. Siting should minimize the impact of automobile parking and driveways on the pedestrian environment, adjacent properties, and pedestrian safety.

B-1 Height, Bulk, and Scale Compatibility. 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 creates a step in perceived height, bulk, and scale between anticipated development potential of the adjacent zones.

SLU-specific supplemental guidance:

- Address both the pedestrian and auto experience through building placement, scale and details with specific attention to regional transportation corridors such as Mercer, Aurora, Fairview and Westlake. These locations, pending changes in traffic patterns, may evolve with transportation improvements.
- Encourage stepping back an elevation at upper levels for development taller than 55 feet to take advantage of views and increase sunlight at street level. Where stepping back upper floors is not practical or appropriate other design considerations may be considered, such as modulations or separations between structures.
- Relate proportions of buildings to the width and scale of the street.
- Articulate the building facades vertically or horizontally in intervals that relate to the existing structures or existing pattern of development in the vicinity.
- Consider using architectural features to reduce building scale such as: landscaping; trellis; complementary materials; detailing; accent trim.

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 pattern of neighboring buildings.

SLU-specific supplemental guidance:

- Support the existing fine-grained character of the neighborhood with a mix of building styles.
- Re-use and preserve important buildings and landmarks when possible.
- Expose historic signs and vintage advertising on buildings where possible.
- Respond to the history and character in the adjacent vicinity in terms of patterns, style, and scale. Encourage historic character to be revealed and reclaimed, for example through use of community artifacts, and historic materials, forms and textures.
- Respond to the working class, maritime, commercial and industrial character of the Waterfront and Westlake areas. Examples of elements to consider include: window detail patterns; open bay doors; sloped roofs.
- Respond to the unique, grass roots, sustainable character of the Cascade neighborhood. Examples of elements to consider include: community artwork; edible gardens; water filtration systems that serve as pedestrian amenities; gutters that support greenery.

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 are encouraged.

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.

SLU-specific supplemental guidance:

- New developments are encouraged to work with the Design Review Board and interested citizens to provide features that enhance the public realm, i.e. the transition zone between private property and the public right of way. The Board is generally willing to consider a departure in open space requirements if the project proponent provides an acceptable plan for features such as: curb bulbs adjacent to active retail spaces where they are not interfering with primary corridors that are designated for high levels of traffic flow; pedestrian-oriented street lighting; street furniture.

D-2 Blank Walls. Buildings should avoid large blank walls facing the street, especially near sidewalks. Where blank walls are unavoidable they should receive design treatment to increase pedestrian comfort and interest.

D-3 Retaining Walls. Retaining walls near a public sidewalk that extend higher than eye level should be avoided where possible. Where higher retaining walls are unavoidable, they should be designed to reduce their impact on pedestrian comfort and to increase the visual interest along the streetscapes.

D-8 Treatment of Alleys. The design of alley entrances should enhance the pedestrian street front.

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 during evening hours. Lighting may be provided by incorporation into the building façade, the underside of overhead weather protection, on and around street furniture, in merchandising display windows, in landscaped areas, and/or on signage.

D-11 Commercial Transparency. Commercial storefronts 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.

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.

SLU-specific supplemental guidance:

- **Consider integrating artwork into publicly accessible areas of a building and landscape that evokes a sense of place related to the previous uses of the area. Neighborhood themes may include service industries such as laundries, auto row, floral businesses, photography district, arts district, maritime, etc.**

DEVELOPMENT STANDARD DEPARTURES

The Board's recommendation on the requested departure(s) will be based upon the departure's potential to help the project better meet these design guideline priorities and achieve a better overall design than could be achieved without the departure(s). The Board's recommendation will be reserved until the final Board meeting.

At the time of the Second Early Design Guidance meeting, the following departures were requested:

- 1. Street level setback (23.48.014.D):** The Code requires a maximum setback of 12' for structures on Class I Pedestrian Streets. The applicant proposes to set the building back 20' from the southwest corner at Fairview Ave N and Harrison Street, in order to provide a public plaza and connect the sidewalk to the inner "Market Hall" area.

The Board indicated support for the proposed departure. At the Recommendation stage of review, the applicant should demonstrate how the proposed departure better meets the intent of the Design Review Guidelines.

- 2. Loading berths (23.54.035):** The Code requires 5 loading berths measuring 10' wide by 30' deep. The applicant proposes two loading berths that meet the minimum dimensions, and three loading berths that are smaller than required and would be parallel to the alley.

The Board indicated that at the Recommendation stage of review, the applicant should demonstrate how the proposed departure better meets the intent of the Design Review Guidelines.

BOARD DIRECTION

At the conclusion of the EDG meeting, the Board recommended the project should move forwards to MUP Application in response to the guidance provided at this meeting.