



City of Seattle

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



FINAL RECOMMENDATION OF THE DOWNTOWN DESIGN REVIEW BOARD

Project Number: 3014195

Address: 1700 1st Avenue S (Seattle Arena)

Applicant: Jack McCullough for WSA Properties III, LLC

Date of Meeting: Tuesday, September 01, 2015

Board Members Present: Murphy McCullough (Chair)
Anjali Grant
Grace Leong
Gundula Proksch

Board Members Absent: Alan McWain

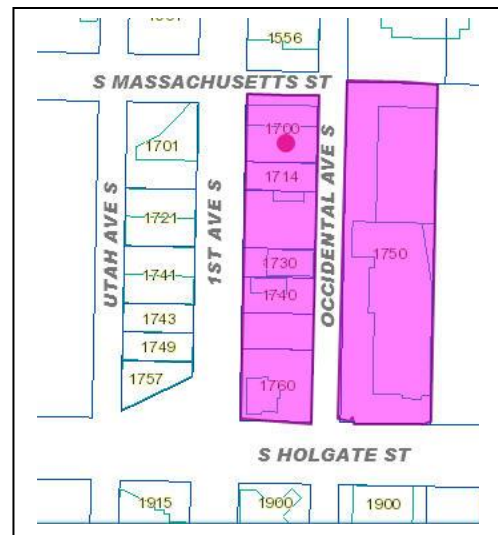
DPD Staff Present: Garry Papers, Senior Land Use Planner (Design Review)
John Shaw, Senior Transportation Planner

SITE & VICINITY

Site Zone: Industrial Commercial (IC-85 ft)
Stadium Transition Overlay

Nearby Zones: (North) IC-85
(South) IG2 U/85 & IG1 U/85
(East) IG2 U/85
(West) IC-85

Lot Area: 276,000 sf (approx 397ft x 680 ft)
(including Occidental Ave ROW)



Current Development: One story warehouse along east edge, fronting railroad yard. Four structures along S 1st Ave, 1-2 stories tall, with surface parking. Brick and asphalt paved Occidental Ave S running north-south through middle of site.

Access: Vehicular access from S Holgate, S 1st, and currently Occidental to the north; no access from the east which is railroad property.

Surrounding Development: Mixed commercial and office buildings, 1-5 stories to north, south and west, mixed in with surface parking. A 5 level parking structure for Safeco Field is adjacent to the northeast. Railroad yards to the east.

ECAs: Liquefaction Prone Soils (entire site)

Neighborhood Character: 1st Ave is fairly consistently lined with masonry and concrete structures between 2-5 stories, for multiple blocks north and south; railroad yards and support structures to the east and southeast up to 3rd Avenue; Safeco parking structure and stadium on blocks to north; mixed commercial on 1st Avenue to west, with container cranes, Rt 99 and Port lands behind to the west.

PROJECT DESCRIPTION

Future construction of an approximately 725,000 sf, 18,000 – 20,000-seat private spectator sports facility (Seattle Arena). Project includes demolition of eight existing structures of approximately 128,087 sf, and grading will occur for construction. Proposal includes practice courts, lockers, service and support spaces and venue-related commercial development at the site, including a team merchandise store, ticket office, team offices, and a ground level restaurant. Loading and 102 parking spaces are contained within the structure, accessed from a private access drive on the east property edge; the remainder of required parking is proposed to be provided off site. Occidental Ave S between S Holgate and S Massachusetts is proposed to be vacated.

PLEASE NOTE: THIS DOCUMENT INCLUDES ALL 4 EARLY DESIGN GUIDANCE (EDG) MEETINGS, ON PAGES 2-19, AND THE THREE RECOMMENDATION MEETINGS, BEGINNING ON PAGE 19. The Final Recommendation Meeting begins on pages 27.

EARLY DESIGN GUIDANCE MEETING: November 27, 2012

Due to the large project scale and unique program, this Early Design Guidance (EDG) review is divided into 2 meetings: EDG #1 focuses on Context/Urban Analysis and Standard Arena Programming. Herein, the Downtown Design Review Board (the Board) offered preliminary response and comments on those issues, to inform the applicant in the development of massing options. More detailed studies will be presented at EDG #2.

EDG #2 is scheduled for Tuesday, December 11, 2012, where the DRB will provide typical EDG feedback and guidance, including identifying Priority Guidelines and Departures.

APPLICANT PRESENTATION

The EDG packet includes materials presented at the November 27, 2012 EDG meeting, and is available online by entering the project number at this website:

<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.asp>

or contacting the Public Resource Center at DPD:

Address: **Public Resource Center**
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PUBLIC COMMENT

Approximately 40 members of the public attended this Early Design Review meeting. The following comments, issues and concerns were raised:

- Noted the adjacent parking structure has important access drives and vehicle queuing locations that should be shown on context drawings.
- Stated that major truck routes along Edgar Martinez and Holgate/Atlantic might pose constraints on the project site, and its loading functions.
- Noted that Safeco Field to the north has 4 spectator entry points, one at each corner.
- Noted the presentation did not mention parking; applicants responded that all required parking will be provided at off-site locations, to be determined and finalized later.
- Noted that a building of this scale is rare, and the project should fit and define its context, and set the future tone for the district.
- Encouraged the project to be both respectful, contextual, and support the ground level, and be something inspiring, striking and not hide the arena functions.

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, understanding the program factors as presented, and hearing public comment, the Design Review Board members (the Board) provided the following overall siting, program and design guidance. Relevant guidelines are referenced by **letter/number** when applicable. For reference, the Downtown Guidelines are summarized at the end of this report. For the full text please visit the [Design Review website](#).

1. **Overview:** The Board discussed the vision for the surrounding district, and the specific role this facility should play in this context:

- a) The arena will be a public landmark and should provide public amenities and spirit.
 - b) The vicinity is urbanizing, maturing, and pedestrian volumes will increase to balance out the existing vehicle bias; this project should reinforce pedestrian scale. **(C-1)**
 - c) Building and site should incorporate best-practice sustainability features, which exploit and express the unique scale and visibility of an arena; eg large roof area for rainwater harvesting and/or treatment, and/or Photo-voltaic panels.
 - d) Innovation, technology and forward-thinking should be expressed in the facility, as they are a hallmark of the Seattle identity. **(A-1)**
 - e) Besides the approximately 150 arena events/year (with basketball and hockey in winter/spring), the building, its uses, and public spaces should contribute to the district year round, and when no events are occurring. A full-year event schedule should be provided.
2. **Context Response:** The Board emphasized the arena should be much more than another big stadium object which is vacant and lifeless when no event is happening.
- a) 1st Avenue is a vital street north AND south of the site, with a consistent, mixed-use, fine-grain street wall connecting diverse destinations. The arena is in the middle of this street, and should provide continuity and reinforce its urban, pedestrian attributes. **(B-3)**
 - b) Besides 1st Avenue and south, the facility should anticipate pedestrian movement and other access from the east along Holgate, and north from E Martinez, as the district to the east evolves. Bus, light rail and other modes may also come from the east. **(B-1)**
 - c) Parking locations and resulting pedestrian flows to the arena are important influences on the building design, entries etc. If those parking locations are not established or permanent, then the building entries and pedestrian flows should provide suitable flexibility for future changes and possible connections. **(E-2)**
 - d) Especially since no on-site parking is provided, pedestrians will arrive from all directions based on variable rates and lot availability. The applicants should examine pedestrian flows and where access is expected, with estimated quantities for each flow (totaling 20,000). **(C-4)**
 - e) Provide all available mode data and access/departure directions from the 2 existing stadiums to the north.
 - f) Since event patrons may arrive via shuttle buses and other modes, consider site planning for bus layovers and other event needs besides pedestrians.
3. **Massing & Architectural Concept:** The Board agreed the project must be both fabric, contextual, and street supportive, AND be a landmark, with a memorable character that is uniquely Seattle.
- a) Plazas and public amenities should create strong place-making, provide generous before/after celebration space, and be available during non-event times. **(D-1)**
 - b) The project should express a memorable roof image and/or profile, to respond to prominent views from afar (ferries, hills, trains, downtown, etc.). **(A-2)**

- c) While the primary concourse level may end up elevated above grade, the typical vertical transition of steep stairs and escalators should be mitigated, and other options explored, that smooth those transitions and create special places. **(D-3)**
 - d) Specific (eg Rainier) and general (eg downtown) views out from the upper levels should be provided and celebrated, and encourage some upper level view terraces that are open to public at all times or at least during non-event times. **(A-1)**
 - e) The generic arena program (as presented) suggests an omni-directional approach to concourses and vertical circulation, yet this site is constrained east-west; this arena should respond to that constraint, and not appear “forced” onto the site. **(B-2)**
 - f) The east façade facing the railroad tracks is very visible and should have a deliberate, scaled design treatment; it should anticipate potential, future access bridges or decks from the east. **(C-3)**
4. **Streetscape and Public Realm:** The ground level treatment, especially along 1st Avenue, should be pedestrian scale with active uses, and public spaces should be located and scaled to accommodate crowd gathering and flows, especially at intersections.
- a) All street edges should be permeable and activated with uses that serve both internal and street customers, and are a diverse mix, not simply team or event related; ‘a new idea’ about arena amenities that support the neighborhood full-time. **(C-1)**
 - b) The movement of large crowds and dispersing onto active streets should be choreographed and moderated to not overwhelm infrastructure, and the facility design should emphasize an “experiential” more than consumer approach.
 - c) All service areas should be hidden and curb cuts/service doors consolidated to minimize pedestrian impacts. **(E-1)**
 - d) The base of the building should stitch the district fabric together, but not copy or mimic a historic style. **(C-2)**
 - e) Occidental Avenue has possibilities as a shared, flexible plaza space, but terminates into Safeco field and has no crosswalks there; pedestrians must jog back to 1st Avenue. Consider pedestrian gatherings and flows in multiple directions. **(D-1)**
- 5) **Presentations:** The Board stressed the required 3 options should be genuinely different alternatives of equivalent programs; not variations on one theme, or obviously infeasible options. They also encouraged diagrams and drawings that display the design evolution.

SECOND EARLY DESIGN GUIDANCE MEETING: December 11, 2012
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APPLICANT PRESENTATION

The EDG packet includes materials presented at the December 11, 2012 EDG meeting, and is available online by entering the project number (and referencing the above date) at this website:

<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

or contacting the Public Resource Center at DPD:

Address: Public Resource Center
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PUBLIC COMMENT

Approximately 40 members of the public attended this Second Early Design Review meeting. The following comments, issues and concerns were raised:

- Concerned about safety at the Holgate rail crossings, especially if the number and length of trains increases from existing volumes; a State rail plan implies increases by 2023.
- Requested any pedestrian plazas be carefully placed and sized to accommodate waiting crowds at vehicle and rail crossings, especially at the Holgate locations.
- Noted the adjacent parking structure has busy access drives and staging locations that would be compromised by the proposed pedestrian flows onto the north plaza.
- Requested more clarification about the “potential access alternative” shown on pg 26.
- Noted the preferred option creates a maximum footprint that does not widen sidewalks on First Avenue or Holgate, for pedestrian surges; stated the sidewalk at Safeco is 31 ft wide.
- Stated the stepped plaza shown in the preferred option is poor for crowd gathering, and suggested a flat plaza would perform better.
- Commented that much can be learned from the many years of operations by the two existing stadiums, and operational agreements between the 3 entities are desirable.
- Requested abundant and convenient bike parking.
- Requested all disabled ramps be convenient and protected from weather.
- Requested adequate and convenient disabled van parking.

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, understanding the program factors as presented, and hearing public comment, the Design Review Board members (the Board) focused their concerns and design guidance on the **following 4 major topics**, followed by various additional comments. These reference by **(letter-number)** the relevant guidelines, listed at the end of this report.

1. Plazas and Public Realm:

- A) The Board supported a large public plaza at the northwest corner of the site, however they were very concerned the terraces and 30 ft transition to the concourse shown, would create an inflexible gathering space, and the raised terraces with hard planters and intimidating stairs would not be sufficiently public in character. **(D-1)**

The plaza should incorporate the following revisions:

- 1) most of the gathering space should be at sidewalk grade; **(C-1)**

- 2) the plaza should engage First avenue as much as Occidental, and allow diverse pedestrian movement desire lines from First, Occidental and entries; **(B-1)**
 - 3) ramps and/or stepped terraces should not be located along First Avenue because they compromise street wall activation; **(C-3)**
 - 4) the primary arena entrance at this corner should inflect to the primary movement axis of First avenue and not be exclusively axial on Occidental; **(B-3)**
 - 5) disabled access should be equivalent and fully integrated into the plaza, arena entrances, and any ramping or stepped approaches. **(universal access principles)**
- B) The Board agreed the sidewalk width along all of First Avenue should be significantly larger than the existing 16 ft; more than the 23 ft suggested (to provide a café zone). It could also be a distinctive linear landscape and/or sustainability element. **(C-1,D-3)**
 - C) Generous crowd capacity spaces (inside the property line) at the two southern corners on Holgate should be provided, to allow queuing space near the railroad crossing and across First Avenue; also allow for the diagonal pedestrian desire line at Holgate and First. **(C-4, D-3, D-6)**
 - D) Upper level view terraces open to the public (event and non-event times) are a desirable feature, as long as they are easily reached and have clear way-finding, and resolve security and vagrancy issues with lighting, monitoring and operations. **(D-5,6)**

2. Street Edge Activation and Form:

- A) The Board supported a consistent, articulated, and largely transparent street wall along Holgate and most of First Avenue (excepting the northwest plaza), executed with authentic, durable materials. Large amounts of blank wall should be avoided and located away from corners, where eased movement and pedestrian transparency into the 'iconic cone' should be maximized, at several locations. **(C-1, C-3)**
- B) The Board stressed that consistent activating uses along First and Holgate are as important as the architectural form. A distributed mix of arena/ team-related tenants and typical street-oriented tenants is desirable, to ensure a rich pedestrian experience even during non-event times. The east end of Holgate is a logical vehicle and service point, but that pedestrian approach should be mitigated with arena entries, activation and quality pedestrian-scaled design features. **(B-3, C-1)**
- C) Activating uses should also edge the plaza and address Occidental Street. **(D-1)**

3. Architectural Character and Materiality:

- A) The Board supported the basic expression of the revised option 3 shown in the addendum, as a positive start on their guidance to achieve a civic landmark with strong contextual aspects. They focused especially on the street level views showing the facade layering that reveals the 'iconic cone' **(B-1)**. The character and degree of covering over the northwest plaza needs further study, in terms of structural complexity, sustainable purpose, and balancing daylight and rain protection **(D-1)**.
- B) The connection of material choices to Seattle and the region should be fully explored, and combined with serious integration of sustainable materials and methods. **(D-3)**

- C) Sustainable strategies and integrated design should be more explicitly documented, and the building forms might express sustainable elements more overtly, and possibly with an educational purpose to the thousands of event visitors. **(A-1, D-3)**

4. Context and Parking Response:

- A) This very large project should fully coordinate its design and operations with adjacent neighbors such as Amtrak and the Safeco parking structure, and its access. **(B-1)**
- B) Users will approach the building from off-site parking and transit from all directions, regardless of applicant agreements for the legislated minimum parking. Therefore the project should anticipate and be flexibly designed for many access contingencies over 50+ years, including possible pedestrian/bike flyovers from the east at Holgate. **(A-1)**

5. Design Guidelines:

The Board identified the **Downtown Design Guidelines** of highest priority for this project which are listed at the end of this report, although all Downtown Design Guidelines listed are still applicable. For the full text of all guidelines, please visit the [Design Review website](#).

6. Other guidance:

Responding to the Larger Context

The primary architectural concept is demonstrated by the consistent streetwall, complimented by a public plaza oriented to the primary access off First Avenue, and needed in a park-deficient district. **(A-1)**

The Board encouraged the ‘iconic cone’ shape as a skyline landmark, its legibility at street level, and its distinctive color making it visible from hills, ferries and viewpoints in the surroundings. The specific materials, reflectivity and lighting of this element (and the entire building and site) will be critical as the design evolves, considering a majority of the sports events will likely occur on winter evenings. **(A-2)**

Relating to the Neighborhood Context

The compositional balance of the streetwall ‘square’ and a visible, accessible arena cone ‘circle’, are crucial to ensure this design contributes to the district context. **(B-1)**

Although the structure will be relatively small compared to the two existing arenas, it will be a large and approximately 130 ft tall mass from the street. To create a variety of

scales, all streetwalls should display various modulation rhythms to break down the 400 - 500 ft lengths, yet not be overly fussy or contrived. The proposed layering and stepped-back transition at the top of the street wall is encouraged. **(B-2)**

To reinforce a positive area attribute, the Board recommended a strong street wall along Holgate and First Avenue, stitching together the consistent, existing street wall north and south of Holgate. **(B-3)**

The Board supported the contemporary expression and rich layering of materials shown in option 3. They requested shorter expanses of solid wall along First Avenue. Street wall materials can be contemporary and lighter colors, as long as they exhibit depth, relief, shadow-play and authenticity of detailing and execution. **(B-4)**

Creating the Pedestrian Environment

The Board agreed the street level uses, especially along First Avenue, should be diverse, many to be open at all days/hours (not only events), and represent a fine-grain mix of tenants. See D-1 for details on the Plaza spaces. The project can greatly improve on the existing stadiums by including a mix of street level activating uses, and incorporating a flexible and truly public plaza, valued and used by citizens at all times. **(C-1)**

To create facades of many scales, the west and south elevations should emphasize the storefronts and other human scale elements. The east elevation remains highly visible, and requires a quality, artful facade treatment that balances the train acoustic issues, service uses within, and the visibility from trains, 4th Avenue, and the hills beyond. **(C-2)**

To maximize active ground floor edges, the Board emphasized this as an issue of form, transparency and a wide mix of active uses. They cautioned that any edges adjacent to the plaza, sidewalks or street corners, maintain activating uses with shorter blank wall segments than those shown. **(C-3)**

The Board recommended primary entries for event crowds require generous gathering space and should accommodate multiple pedestrian movement desire lines. **(C-4)**

The project should integrate generous rain canopies along the two streets, and study simpler approaches for protection at the plaza, which might include variable transparencies and/or photovoltaic opportunities. **(C-5)**

To some, the east elevation is comparable to an alley façade, and is visible across the railyard; so it should be treated as a fully visible elevation; see C-3 above. **(C-6)**

Enhancing the Streetscape & Open Space

The Board extensively discussed the plaza character and activation in terms of this guideline, and agreed the stepped terraces shown were not effective for diverse gatherings, nor fully public in character. The plaza should be primarily at grade to reinforce the sidewalk and this guideline, and the Board agreed a smaller portion of stairs, terraces or ramps could work adjacent to the plaza, as long as sloped or dead wall portions not reach First Avenue. **(D-1)**

The Board encouraged a lush landscape treatment to soften the requisite large paved areas, and the integration of sustainable best practices, in particular rainwater harvesting and/or storm detention. **(D-2)**

The Board continues to seek more explicit elements that locate this design in Seattle, preferably through sustainable systems and material choices, and regional symbols. **(D-3)**

Preliminary signage placeholder sizes and locations should be shown, including in order of priority: ground level public way-finding; ground level merchants; pageantry banners and graphics; building identification. Public Art opportunity sites are welcome. **(D-4)**

Besides adequate lighting on the façade, under soffits, on street furniture, and in display windows, the Board stressed that all public spaces, especially any upper level public terraces, require generous lighting. Also see D-6. **(D-5)**

The Board emphasized design for safety in all the public realm components. **(D-6)**

Minimizing the Adverse Impacts

The Board expressed concern about vehicle-pedestrian conflicts, which **is particularly important at the southeast corner and along Massachusetts Street, where pedestrians must cross curb cuts or possibly active streets.** **(E-1)**

The Board recommended all loading and service functions should be screened from view or behind doors. **(E-3)**

DEVELOPMENT STANDARD DEPARTURES

This EDG did not present any departures. The need for departures should be discovered and clearly shown at subsequent meetings.

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 Recommendation meeting.

BOARD DIRECTION

At the conclusion of this EDG meeting, the Board thanked the applicants for a complete presentation, and looked forward to the EDG #3 meeting on Tuesday, January 22, 2013.

THIRD EARLY DESIGN GUIDANCE MEETING: January 22, 2013

APPLICANT PRESENTATION

The EDG packet includes materials presented at the January 22, 2013 EDG meeting, and is available online by entering the project number (and referencing the above date) at this website:

<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

or contacting the Public Resource Center at DPD:

Address: Public Resource Center
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PUBLIC COMMENT

Approximately 40 members of the public attended this Third Early Design Review meeting. The following comments, issues and concerns were raised:

- Pleased that preliminary discussions are occurring between applicants and ArenaCo (Mariners parking structure) operators.
- Requested more details about the proposed "access road" on east side of arena, including clear height for trucks; otherwise trucks must use existing Massachusetts Street.
- Noted Occidental and Massachusetts streets provide "critical functions" for Safeco and Century Link fields such as emergency access, ADA and transit drop-offs, and bus staging.
- Concerned about conflicts of those street uses with the proposed "Festival Plaza" spillover shown in the "red dot drawings (pg 36-39)", northward from the project's stairs and plaza.
- Concerned about ADA access up plaza stairs and to facility in general. [Applicant responded ramps there are not proposed, but instead access via entry doors and internal elevators.]
- Wanted clarification about location and quantity of bike parking. [Applicant responded: along First Ave and quantity TBD, possibly a bike valet system.]
- Asked about the quantity of ticket offices and location. [Applicant responded: one adjacent to flat plaza at northwest entrance, and one internal.]

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the response to Board guidance provided by the proponents, understanding the program factors as presented, and hearing public comment, the Design Review Board members (the Board) focused their concerns and design guidance on the following **major topics**. These are the Boards priority comments at this stage in the design evolution, and do not replace the specific Design Guideline comments contained under EDG #2 above, which still apply.

Summary of off-site issues:

The Board identified significant un-resolved off-site issues and factors that influence and impact the project design. The applicant has made assumptions about these off-site outcomes, but the Board advises that until these issues can be resolved with certainty, the applicants should design for the “worst case” and accommodate all plausible contingencies on their property, without relying on preferred but unverified outcomes, and not using the public right of ways to accommodate project-generated impacts.

- 1) **Pedestrianized Occidental & Massachusetts Streets:** Existing Safeco parking and truck cross-traffic uses these streets; existing bus staging and loading occur on Occidental. The proposed plaza steps end about 9 ft from the Massachusetts property line. The proposed size and location of the large north stairs appears to depend on a modified Occidental character and use. The issue remains unresolved regarding where the thousands of north-exiting patrons will circulate at the foot of the stairs, if the existing streets and/or traffic remain in the current configuration.
- 2) **Off-site Parking and pedestrian access directions:** The project will generate 15 - 20,000 patrons per event and does not include parking; choosing a variety of parking lots/rates, users will approach the building from off-site parking from all directions, regardless of agreements for the code-required minimum parking, or additional demand parking. There is no pedestrian entry/exit at the southeast corner, yet many parking sites, the 5th Ave busway, and light rail are located to the east. Pedestrian access at grade at that location is complicated by the proposed loading docks, access road, and Holgate ramp. Pedestrian access to the east is also complicated by numerous active rail tracks, and the building design should anticipate pedestrian queuing spaces at grade, and a possible pedestrian flyover connecting to the building at an upper level.
- 3) **Removal of existing parking lane along 1st Avenue:** SDOT has not approved removal of this lane and such approval is unlikely given the traffic capacity and possible streetcar space needs in the ROW. Additionally, there is the need for curbside ADA,

shuttle bus drop offs and other transport-to-entrance adjacencies. The Board advised that a widened sidewalk (about 20 ft paved pedestrian width, plus a curbside buffer) be created via a continuous building setback, to accommodate the event generated pedestrian flows. (For reference, note the existing Safeco Field 1st Avenue sidewalk is about 30 ft wide).

- 4) **Holgate sidewalk and loading:** The proposed loading dock and Holgate ramp appear to assume truck maneuvering IN the Holgate ROW, a very busy freight street. This is under review by SDOT. The ramp generates a long and large blank wall, which the proposed green wall does not successfully mitigate. Because of the loading and curb cuts, the proposed southeast corner does not provide much pedestrian queuing near the railroad tracks. The southwest corner does not recess to provide pedestrian queuing at a key intersection, and assumes the existing wide sidewalk will remain, which has not been confirmed long-term by SDOT.
- 5) **Access road and Holgate loading ramp:** The proposed east access road should be tall enough to accommodate trucks, which would have at least 2 apparent benefits: the current truck traffic on Massachusetts could be diverted to the access road and improve the pedestrian condition at the north plaza/stairs; also - according to the applicants - arena trucks could then approach from the north using the access road, and the Holgate ramp could be relocated off the building perimeter, freeing it for more active uses and a pedestrian scaled design at the sidewalk.

In brief: The project – which generates extraordinary pedestrian traffic - provides no public realm relief on its south or west sides, has pedestrian unfriendly walls and loading along Holgate, and the north Plaza/stairs/terrace have questionable public-use value and several major design issues.

Specific Project Issues:

Based on three EDG reviews of the proposed development, the Board endorsed the basic massing approach, and position and height of the arena bowl. Considering the revised materiality and architectural character shown on this date, the Board agreed the design has evolved well, but before commenting more on architectural treatment, *the Board identified the following more urgent urban design and public realm interface concerns in the current proposal:*

- 1) **North Plaza:** The proposed public 'upper terrace' appears difficult to access, lacks a vital function for its large 33,000 sf, and creates approximately 30 ft tall walls on 3 sides that are apparently blank; the dead-end platforms and water wall shown on the west face is poor mitigation. The Board requests evidence why the practice courts generating this awkward form cannot be shifted south, depressed further, and/or have a modified profile to reduce this tall blank box.

Considering the applicant-provided patron entrance percentages, the central stairs appear oversized (26,000 sf), and they overemphasize the Occidental axis considering the primacy of the 1st Avenue 'address' and entrance. The Board supported the more recent 'curved stair version' (pg 23) as a better gesture to 1st Avenue, but also suggested exploring stairs that flow down east-to-west (as long as blank walls are not presented to Occidental). The approximately 17,000 sf at-grade plaza appears proportionally small, and deserves more year round activating edges besides the ticket-office. Additionally, the small size and pedestrian capacity is especially an issue if the Massachusetts traffic remains. The Board agreed the north plaza/stairs space should accommodate all anticipated uses, without necessitating spilling into the streets.

- 2) Signage/fin-wall along First Avenue:** The Board reviewed this feature (pg 57) for the first time on this date, and questioned the essential purpose of such an element, besides signage? Although pedestrians can walk under it, the Board was concerned that this feature exaggerates the street wall length at 90 ft high x 680 ft long. The Board is concerned the fin blocks valuable winter southwest sun from the adjacent public plazas, and requested accurate shadow studies.

The Board suggested that such a feature might be more suitable on the east side of the space, buffering the railroad tracks, used like a stage, and/or coordinated with revised stairs stepping down to the west. Some Board members regretted the removal of horizontal rain protection over the public plaza, and suggested some be added back and/or deeper canopies be added projecting from the building and/or fin. This new fin element must be shown on the ground floor/plaza plans, including any code required stairs/exiting, and needs more Board evaluation.

- 3) Equivalent, universal access to all public realm places:** The applicants explained that ramp access would be prohibitive to access the public stair/platforms and upper terrace at 27 ft above grade; yet no exterior, public elevator is evident to serve those spaces during non-event times. The Board stated generous and universal access is vital, and requiring users to enter the building and navigate hallways to internal elevators (as explained by applicants) is not acceptably equivalent, creates post-event bottlenecks, and may not satisfy ADA requirements.
- 4) First Avenue uses and sidewalk:** The Board endorsed the proposed street level active uses (retail and restaurant) as promising, but cautioned they are only about 50% of the frontage, and any blank walls (eg pg 60, 61, 63), lobbies, escalators and other event-only elements should be minimized and pushed off the First Avenue frontage. The clear height of the retail storefronts should be increased above the 15 ft shown.

To achieve a continuous, widened sidewalk without moving the curb, the Board advised setting back **all** building walls about 8 ft from the property line (about 300 ft already is) to create a continuous 18 -20 ft paved pedestrian zone, plus wall modulation along the

approximately 500 ft length, and a curbside tree/buffer/seating zone at the existing curb line (permeable depending on curbside drop-off requirements).

- 5) **Holgate uses and loading:** The proposed locker and office uses are not ideal activator uses along a sidewalk; and true active uses should extend further east on the Holgate frontage. The Holgate loading ramp parallel and adjacent to the property line creates a blank wall, and the proposed green wall is too large for an at-grade, pedestrian location. The proposed access road, loading and ramps impact the sidewalk greatly; all those functions should be fully internalized on this exceptionally large (6.3 acre) site. To correct this situation, the Board's suggestions in off-site item #5 above should be strongly pursued. The southwest entrance should be recessed more from the busy intersection for patron queuing and security checks, similar to how the northwest entry functions.

- 6) **Arena 'Cone' character, street level visibility and materials:** The Board inquired about the cone color and materiality, and endorsed its strong differentiation from the white louvered wrapper. They encouraged the contrasting cone be highly visible from street level views, especially the 3 approach corners (pg 61, 62, 65), and supported the cone reaching directly to grade where the public and patrons can 'touch it'. The Board encouraged highly transparent corners, even more than as shown on pg 61. They inquired about the materials of the cone roof, encouraged consideration of daylight and/or evening accent lighting on the cone, and requested a rationale for the north slope of that roof, in terms of solar potential. The Board noted the 60 ft tall north wall facing the stairs appears to be largely glass, presenting energy and sustainability challenges.

- 7) **Other Floor Plans:** Besides the studies and refinements noted above, in order to better understand below grade constraints and all aspects of vertical circulation from the at-grade lobbies, the Board requested next time to see: the below grade and upper level floor plans (at minimum the concourse level served by the primary escalators/stairs). They wish to understand the below grade vehicle ramping and circulation, the reason the practice courts must be located as shown, and the potential for a southeast entry near or above the loading location shown. They are also concerned how the escalators to the concourse level work, what is the universal access from the southwest corner, and how building stairs provide optional entrance and egress.

FOURTH EARLY DESIGN GUIDANCE MEETING: March 05, 2013

APPLICANT PRESENTATION

The EDG packet includes materials presented at the March 05, 2013 EDG meeting, and is available online by entering the project number (and referencing the above date) at this website:

<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

or contacting the Public Resource Center at DPD:

Address: Public Resource Center
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PUBLIC COMMENT

Approximately 30 members of the public attended this Fourth Early Design Review meeting. The following comments, issues and concerns were raised:

- Noted positive progress on the plaza design, but concerned the steps and landscape walls as shown are too close to the Massachusetts street curb; crowd surges and pedestrian desire lines require more free movement near streets.
- Noted the 'north' loading option overlaps the Mariners property, and requires a use and access agreement with them; productive conversations between the parties are occurring.
- Expressed support for primary entrance being at the northwest corner, but safety and operations concerns remain with the adjacent railroad at southeast corner of site; adequate pedestrian queuing space at the track crossing, and concern about truck movements on Holgate and possible back-ups over the active rail tracks.
- Stated the drawing on pg 10 indicates 2 queuing zones on Holgate between existing tracks; 3 future tracks will be added there, and generally, 'an active rail-yard' is not a safe place to designate for any pedestrian queuing.
- Pleased to see mention of potential pedestrian overpass of Holgate ('by others'), and its possible link to an upper level of the arena, which would greatly improve pedestrian safety.
- Supported the proposed bike valet door as an activator of the blank wall facing Occidental.

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the response to previous Board guidance provided by the proponents, and hearing public comment, the Design Review Board members (the Board) provided the following design guidance.

The following EDG #4 guidance especially reinforces four key Downtown Design Guidelines the Board agreed are most relevant at this stage, and for convenience those four are briefly listed here; see the end of the report for the full list of Board identified priority guidelines.

A-2: Enhance the skyline.

B-4: Design a well-proportioned and unified Building.

C-1: Promote pedestrian interaction.

D-1: Provide Inviting and Usable Open Space.

1) Holgate Street Ground Floor, Elevation and Loading :

- a) **Ground Floor uses and façade:** The Board applauded the replacement of the loading ramp with activating office uses along the ground floor sidewalk (booklet pg 73), and the mostly transparent treatment shown on pg 53. **(C-1)**
- b) **Elevation simplification:** The Board agreed the stair towers provide vertical counterpoint, and should include glass strips as shown, but the central stack of louvers should incorporate more vertical lines to harmonize with the other elevations. **(B-4)**
- c) **Loading Docks:** The Board encouraged whichever scheme results in the maneuvering to be as internally contained as possible (so the loading doors can stay down), with the shortest possible door length along the sidewalk; that appears to be the Option A approach on pg 43, in concert with the angled docks shown on pg 47, resulting in a loading door about 25 ft wide, and the shared access road portal at about 28 ft wide. Any loading doors should incorporate translucent panels for pedestrian interest and night time glow **(C-1)**.

2) Building Base, Entries and Turbine Visibility:

- a) **First Avenue:** The Board applauded the 8 ft continuous building wall setback along First avenue (pg 73), the tall (about 19 ft) storefront proportion and integral overhang shown on section pg 20, and the largely transparent treatment of this 480 ft long wall shown on pg 21. The Board recommended changing the buff-color mass elements that resemble the Holgate stairs (pg 56), to a glass-like material, so the turbine blades within and at mid-block are more visible to the sidewalk. The Board also suggested re-consideration of the straight glass vestibule at the mid-block so the distinctive turbine blades encounter the sidewalk directly. Maintain the frontage of retail along the street, which is about 50%, not including the club/restaurant. **(C-1)**
- b) **Southwest entry:** The Board appreciated the lightening of the façade louvers at the entry corner (pg 54), but suggests it be more pronounced and possibly lift up fully to the +23ft high main concourse level, to better expose the tall lobby volume and the blades, and better signify entrance. The Board encouraged an increased north setback of the southwest entrance doors, further off the intersection. **(C-1 and C-4)**
- c) **Lighting:** The Board emphasized that soffit and interior lighting that spills onto the adjacent sidewalks is critical for maintaining a safe and 'open' appearance during evening hours; these perimeter lighting fixtures should be on a building-wide circuit, not dependent on tenant hours or occupancy. **(C-1 and D-5)**

3) Façade 'Permeable Wrapper', Materials and Turbine Visibility :

- a) **Façade character:** The Board supported the basic language of vertical perforated metal louvers mounted on glass curtain wall, and encouraged the louvers to 'ripple' more (upper right on pg 57) and create various degrees of transparency. **(B-4)**

- b) **Balcony Boxes:** The Board supported exterior spaces for users, but was not supportive of the two orange boxes as shown; the frame color competes with the turbine, and the rigid symmetry appears forced. They suggested the boxes be of different sizes, placed more playfully around the building, and preferably focus on distinct viewpoints such as the cranes, or Mt Rainier (meaning a box on the upper south façade, which would be consistent with guidance 1b above). **(B-4)**
- c) **Façade Height:** The Board questioned why the complete façade treatment continues 20 ft above the un-occupied roof level, increasing shadow impacts on the plaza and obscuring the iconic turbine from adjacent streets and hills (see pg 52/58). The applicant rationale was not persuasive and they suggested the façade be lowered on the sides and north, or the upper 20 ft be executed in a light frame which reduces the perceived bulk of an already very large volume, and allows the turbine to be better seen. **(A-2 and B-4)**

4) Plaza Design, Fin-wall and overhead protection:

- a) **Plaza landscape design:** The Board supported the revised plaza design and re-aligned stairs which better address First Avenue and create a more generous porch and upper terrace. They agreed the steps and walls at the west edge should be pulled south to create more buffer at the Massachusetts curb. The Board supported the inclusion of bike parking and the valet concept activates a blank wall at the end of Occidental. The Board recommended the public elevator be more visible at ground level (by pushing the west stair edge east, and/or pulling the elevator west), the mechanical equipment noise be fully mitigated, and the hedges not create any hiding or camping recesses. **(D-1 and C-4)**
- b) **Fin Wall:** After much discussion, the Board agreed the fin wall as shown was obscuring the primary entrance from First Avenue (pg 57), casting afternoon shadows on the public plaza (pg 66, summer and equinox, noon-5pm), obscuring good west views from the plaza steps, and enlarging the bulk of an already large arena volume (pg 51), with marginal use or purpose. The Board recommended deleting it, or reducing it to a smaller, shorter projection (not requiring a separate stair) above the northwest corner, signifying entrance but not blocking sun or westward views from the plaza's terraces. The Board was intrigued by the notion of a projection screen for the seating terraces, but suggested this be a temporary/moveable element, possibly integrated into any overhead weather protection. **(D-1)**
- c) **Weather protection:** The Board agreed some weather protection on the plaza is valuable and should be studied further, but the sketch shown (incorporating the fin-wall) was too enclosing and too tall. They suggested canopies at several vertical levels, possibly trellis elements in the plaza itself, along the stair cut/ticket office, added to the upper terrace mechanical walls, and/or the existing north wall. Without reinforcing the mega-scale of the building, such canopies could also add human scale and signify the two banks of primary entrance doors, which are currently 'lost' in the planer glass of the north walls (see pg 39). **(D-1 and C-5)**

5) Sustainability:

The Board reiterates the importance of a model, high performance building and an integrated approach to sustainability in the entire project. They emphasize further development of the strategies and opportunities presented at EDG #3, including but not limited to: transit, bike and vehicle-share incentives; green and cool roofs; rainwater harvesting and on-site reuse; permeable pavement and runoff detention; solar shading and high performance of a largely glazed envelope; daylighting and operable glazing; radiant floors and low velocity air systems; district plant opportunities; photo-voltaics and other renewable energy opportunities.

DEVELOPMENT STANDARDS DEPARTURES

No Departures were identified by the applicants at the time of EDG #4.

BOARD DIRECTION

At the conclusion of this EDG meeting, the Board thanked the applicants for a complete presentation, and unanimously recommended the project should move forwards to MUP application in response to the guidance provided at this meeting, and the priority guidelines identified at EDG #2.

INITIAL RECOMMENDATION MEETING: August 6, 2013

DESIGN PROPOSAL

The Recommendation Booklet includes materials presented at the August 6, 2013 DRB meeting, and is available online by entering the project number at this website:

<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

or contacting the Public Resource Center at DPD:

Address: Public Resource Center
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PUBLIC COMMENT

Approximately 5 members of the public attended this Initial Recommendation meeting. The following comments, issues and concerns were raised:

- Noted that the building exterior design has gotten more conservative, has lost the energizing elements, and the brown and green colors risk becoming dated.
- Concerned that the program changes are compromising the spaces, and the concourses appear more compressed and not generous enough for patrons.

- Encouraged more neutral exterior colors and materials and the use of dynamic lighting effects to add drama and interest.
- Questioned if the seating bowl is the same as previously shown and whether the interior “sonic ring” balconies remain; [applicants answered yes to both].

PRIORITIES & BOARD RECOMMENDATIONS

The applicants presented a Concept Design Update that included changes to the building program, building cross sections, the exterior plaza, and many building form aspects. This presentation did NOT include detailed architectural materials and designs which will be presented at a subsequent DRB Recommendation meeting.

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 (the Board) provided the following siting and design guidance. The Board provided the following comments and feedback on the concept and revisions as presented. Relevant Downtown Design Guidelines are summarized and referenced in parenthesis, while all guidelines remain applicable. For the full text of the guidelines please visit the [Design Review website](#).

A. Responding to the Larger Context

The Board agreed the revised and full height east office/practice wing was a good design move, as long as the ground floor provides activation to the adjacent plaza and the new, highly prominent north and west elevations defining the plaza are refined. Further comments:

- 1) *Increase the transparency of the west office wall, and use more innovative glass or changeable panels to accomplish any graphics or signage on that important façade.(C-3)*
- 2) *Animate the arena north glass wall, which feels very institutional and predictable, with a more playful composition that relates the turbine/cone object within to the plaza, and ensure the primary entries are clear and have defining scale within that wall.(C-2, C-4)*
- 3) *Strongly support the wrapping balcony and the plaza animation/overlooks it creates, but revise the solid vertical fins that ‘capture’ the ends of that balcony.(D-1, D-3)*
- 4) *Add more scale and interest on the north practice wall, which is a highly visible terminus to Occidental Street and the adjacent Mariners plaza.(A-1, B-4, C-3)*

The Board agreed the turbine cone has become overly subdued and diluted as a skyline element. Regardless of color, the minimal 18” offset between blades means the ‘turbine’ is less legible. The organizing diagram of the “landmark object inside the contextual wrapper”

needs to be re-affirmed throughout the scheme (see comments under B 3 below), even if the 'object' is less literally a turbine.

- 5) *Consider a stronger angle to the top of the cone, and/or reversing the angle to promote south-facing solar opportunities.(A-2)*
- 6) *The 700 ft long east facing wrapper, including the repetitive louvers above a green wall, and the adjacent access road need more detailed study and presentation, as a fitting elevation facing the railroad, freeways and hills beyond; in some ways this is the 'signature' view seen by thousands who don't visit SODO often.(A-1, B-1, C-2)*

B. Relating to the Neighborhood Context

The Board endorsed the revised scheme not getting taller, so as to maintain the visibility of the 'landmark cone' from adjacent streets, however the character of the louvered 'wrapper' and the ground-level visibility of the 'cone' were discussed at length.

- 1) *The brown louvers provide a positive mid-scale device for the whole building, but they should display more variation and transparency, in particular responding to the different context and climate conditions of the 3 orientations. The current louvers are overly uniform and evoke institutions rather than culture and entertainment.(B-1, C-2)*
- 2) *Maintain eye-level visibility out from the concourses, and consider adding balconies on the west wall over First Avenue, to break up the façade and provide exterior relief for patrons. The change in the wrapper façade treatment on Holgate was supported, including the balconies, material variation and horizontal shading, but more detailed information on the ground level uses and treatment are needed. More middle transparency is also needed, especially on the First Avenue corners and west wall, to ensure that the interior movement and energy is visible to pedestrians outside, on the streets and sidewalks.(B-3, C-1)*
- 3) *The Board was very concerned the 'object' is no longer visible through the louvers or from the ground level corners or along First Avenue; program functions now fill the outside edges of the volume (especially at grade and along the south frontage) and prevent the 'object' from being seen from the sidewalk, or experienced at lower levels inside. (B-4, C-1)*

C. Creating the Pedestrian Environment

The Board supported the retention of a transparent street wall along First and portions of Holgate, and the 8 ft setback with tall overhang, but requires more perspective drawings and details to ensure the use mix and pedestrian interest is maintained on these important and long frontages. The plaza edges are also important for full-year activation.

- 1) *The purported transparency of the sizable stair triangles and all other ground level uses should be fully explained. The storage functions behind the north glass wall facing the plaza are not activating. The two lobbies appear narrow and constraining for pre-event screening and large exit surges, especially since the former north exterior stair is no longer available (the lobbies have gotten smaller, not larger since that was deleted). Provide diagrams and capacity analysis of how 20,000 people move into and vertically through these two lobbies and the rest of the concourses. (C-1, C-3, C-4)*
- 2) *The shape and material character of the object (clearly expressed by the previously deep offset blades) needs to be consistently carried down through the concourses and experienced in the entry lobbies and at grade by visitors. The current plans show no evidence of the oblong object at the ground level, which is packed with prosaic program (storage, lockers, marshalling, MEP) formerly located below grade. (B-4, C-1)*
- 3) *Consider more retail or activating uses along First Avenue, since the stairs and lobbies represent 40+% of that frontage, and they are typically inactive during non-event times. (C-1, C-3)*

D. Enhancing the Streetscape & Open Space

The Board was very supportive of the enlarged, and mostly flat plaza at the northwest corner, and the flexible opportunity it creates for event-oriented and non-event public uses. The Board needs more detailed information about the landscape design of the plaza to ensure it has positive relationships with the arena entry, the two wrapping building facades, and the adjacent streets and properties.

- 1) *Provide scenarios of different uses for the plaza and adjacent public right of way, including full capacity event, public event with arena closed, and various other options. Include event queueing needs, screening, and how the Mariners plaza, north side of Massachusetts, and Occidental Street might integrate. (B-3, C-4, D-1, D-2)*
- 2) *Consider more activating uses along both building edges of the plaza; the bike valet and ticket offices have limited activation times, and the deep plaza corner is far from adjacent streets for routine patrolling and surveillance. Provide lighting concepts. (C-3, D-5, D-6)*
- 3) *Approach the plaza design as a destination work of environmental art, with drama and appeal at all times. The stage, drumlins and geological metaphors are promising, but the water feature and various regulating lines need to be worked out with the building uses and practicalities. (A-1, D-1, D-3)*

E. Minimizing the Adverse Impacts of Vehicular Access & Parking

The Board strongly supported the revised loading scheme, which eliminates docks directly onto Holgate, however the width of loading portals and parking levels facing east need to be resolved as part of the detailed east elevation studies referenced under A-6 above.(E-1, E-3)

SECOND RECOMMENDATION MEETING September 17, 2013

DESIGN PROPOSAL

The Second Recommendation Booklet includes materials presented at the September 17, 2013 DRB meeting, and is available online by entering the project number at this website:

<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

or contacting the Public Resource Center at DPD:

Address: Public Resource Center
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PUBLIC COMMENT

The following comments, issues and concerns were raised:

- Noted that the building exterior design has improved and is very strong, especially the media screen on the west elevation of the practice/office wing that helps to energize the plaza.
- Concerned about pedestrian queuing and safety at the southeast corner sidewalk and railroad tracks, and that project graphics do not portray pedestrian control crossbars.
- Considers the proposed 'drumlin' landscape forms in the plaza to be contrived and a forced reference to the natural environment.
- Concerned that the usable pedestrian sidewalk width is being compromised by seating blocks, bike racks, and other obstacles.
- Supported this facility to activate this part of SoDo, and encouraged full ADA compliance, including consideration of a pedestrian overpass at the Holgate tracks.
- Questioned if the north ground level concrete walls are too blank and would attract graffiti; [applicants clarified that a green screen is proposed along the entire length of that wall].

PRIORITIES & BOARD RECOMMENDATIONS

The applicants presented detailed architectural renderings, building sections, materials and landscape design which built on the concept update provided at the Initial Recommendation meeting, and responses to DRB guidance.

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 (the Board) provided the following siting and design guidance. The Board provided the following comments and feedback on the detailed design and responses as presented. Relevant Downtown Design Guidelines are referenced **in parenthesis**, while all guidelines remain applicable. For the full text of the guidelines please visit the [Design Review website](#).

The Board grouped their comments into the following themes (page numbers refer to the September 17, 2013 Recommendation Booklet):

A) Plaza and Pedestrian Activation

The Board agreed the plaza design had evolved well, creating a flexible and adaptable public space, yet with elements and features that provide scale, such as the trees, seating mounds and the proposed water/mist.

- 1) The Board requested additional large scale sections of the mounds, demonstrating how they will be used by people and any design strategies for user safety. The Board also requested renderings showing the plaza in different levels of occupancy, which include the adjacent building walls, doors, uses etc. **(D-1, D-3,D-6)**
- 2) The Board asked for accurate shadow studies of the plaza at summer, winter and equinox, factoring in the adjacent south and east walls and the proposed tree canopies. **(D-1)**
- 3) The Board supported the inside/outside paving materials and patterns, and encouraged further evolution of such integrated plaza and building design. **(D-3)**
- 4) The Board requested a plan of the north edge of the plaza, the relocated Massachusetts street/curbline, and the adjacent Mariners plaza along Occidental. The plan should show dimensions and pedestrian flows through the 'pinch point' near the bike valet, including bike patron queuing. **(D-6, E-1)**
- 5) The Board agreed the balance of active/inactive ground level building uses was acceptable but requested more details on various specifics: the location and number of public entry doors into the restaurant/club; detailed views of each planter, canopy and/or doors at the indents along First Avenue; glass or spandrel treatments at 'performer/water service' (pg 77); doors and glass treatment at the triangular exit stairs. **(C-1, C-3)**

- 6) The Board agreed the First Avenue pedestrian clear walking width of about 16 ft should not be encumbered, and bike racks or other obstacles should be integrated into the curb-side planting zone. **(B-3, D-6)**

B) Turbine Visibility and Materials

The Board applauded the 90 ft high lobbies and the canted louvers which enhance the exterior visibility of the Turbine blades within, but requested additional studies to confirm the legibility, visibility and contrast of the turbine from the ‘wrapper’:

- 1) Accurate renderings that clearly define ceilings, soffits, and lobby walls from turbine blades (these elements blend together on pg 100, 103). **(B-4)**
- 2) Material and color details for the inside of the Turbine parapet (see pg 80), preferably restating the orange metal exterior from the outside and the offset blade expression. Provide night and day perspectives similar to pg 96. **(A-2)**
- 3) Material, color details and lighting information for the oblong inner roof of the turbine (including ‘blimp signage’ concepts), which will be visible from downtown towers, especially if night illuminated during the winter sport seasons (pg 72, 96). **(A-2, D-5)**
- 4) Graphics demonstrating how the blade joints are designed to be highly legible throughout the building, emphasized by lighting at night, and some other device in daylight; study flaring the blade tops and/or a more serrated top edge, less uniform/cut-off than shown on pg 80, 99. The Board noted that the proposed 18” offsets between blades is minimally acceptable. **(A-2, C-2)**
- 5) The color and extent of orange/wood Trespa panels, competes with the ‘landmark’ turbine form (see pg 98, 100); study alternative colors, placement, or materials that ensure the primacy of the turbine color/material is not diluted. **(B-4)**

C) Façade Expression and Modulation

The Board agreed the façade expression had been refined by the substantially notched louver blades, the elevation layering and the additional materials proposed at the base and south elevation (thermal tubes, stone, green screens etc). The Board recommended that additional refinements are needed, as listed below:

- 1) The large format signage and the large northeast glass corner add important middle-scale modulation to the 700 ft long east elevation, but the Board was concerned some of that northeast indented glass was described as spandrel. Explore translucent glass or other materials that maintain the reading of the entire 36x170 ft recess. See E) below for comments on the signage. **(C-2)**

- 2) The Board supported the north and south slots cut into the turbine on the Occidental axis, especially if they provide public/patron roof access, but agreed the cuts appeared crude and requested more detailed studies of how the cuts work with the swirling blades, and what forms and materials are visible inside the turbine from the plaza and Occidental. **(B-4)**
- 3) Although the warmth and texture is desirable, the detailing, execution and long-term durability of the proposed Trespa synthetic wood was questioned, especially in the multiple soffit, canopy and horizontal conditions proposed. Explore alternatives and/or provide detailed durability tests and confirmation by long-standing example. Also coordinate with comment B-5 above. **(B-4)**
- 4) The highly visible 520 ft long west elevation needs additional modulation from the suggested club level balcony at +18 ft. To provide adequate scale, the modulation should be the maximum length and height possible. If the modulation is indented behind louvers, then the louvers should be substantially notched to maximize views in and out and to provide legible modulation. **(C-2, C-3)**
- 5) The proposed east green screen is an undifferentiated monotonous green wall, 12 ft high x 700 ft long, dependent on plant maintenance and creating CPTED issues. Revise this feature to screen loading areas but provide material changes, transparency, gaps, and/or trees along that length, and consider glazing or more diverse materials on the wall behind it wherever that might be visible. **(C-2, C-6)**

D) Weather Protection

The Board agreed the continuous protection afforded by balconies and canopies, as shown on the page 42 diagram with dimensions, is acceptable, as long as the continuing design development maintains true protection in those locations (note the 120 ft long gaps along the southwest and northwest stair triangles; pg 74) .

- 1) Provide concepts for plaza weather protection, temporary or otherwise, for event patron queuing for approximately 2000 people, as shown on pg 45. **(C-5)**

E) Signage and Visual Activation

The Board discussed the integrated signage/lighting/façade elements at length, and requested the following refinements, studies and detailed information:

- 1) Details and perspectives (like pg 101) of the 'metal projection/media screen' on the east façade of the plaza, and in the following conditions, night and day for each (6 total): screen with no lighting or projections on; screen with projected image; screen with integrated LED source lights. The density of that screen is an issue, to balance sunshade function, office visibility, façade composition, and signage resolution/visual impact. **(C-2, D-4)**

- 2) Detailed close-in perspectives (pg 100 without obscuring trees) and cross sections with dimensions of the approximately 12 x 80 ft northwest signage portal. Also provide alternative lighting/message examples. **(C-4, D-4)**
- 3) As a test of possible future reality, show typical perspectives of all the “Seattle Arena” signage locations, but anticipating an alternative long-winded “naming rights” option, ie ‘Pricewaterhousecoopers Arena”. **(D-4)**

FINAL RECOMMENDATION MEETING: September 1, 2015
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DESIGN PROPOSAL

The Recommendation Booklet includes materials presented at the September 01, 2015 DRB meeting, and is available online by entering the project number at this website:

<http://www.seattle.gov/dpd/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

or contacting the Public Resource Center at DPD:

Address: Public Resource Center
700 Fifth Ave., Suite 2000
Seattle, WA 98124

Email: PRC@seattle.gov

PUBLIC COMMENT

The following comment was raised at the meeting:

- Noted that the Holgate Street lanes and ROW design shown in the booklet is not finalized, and asserted that street capacity is inadequate, so the ROW design could change and require adjustments in the building footprint or setbacks to accommodate adequate sidewalks. [Staff Note: the ROW design is outside the purview of the Board, and SDOT mandated sidewalks will be provided outside the property lines and within the ROW.]

PRIORITIES & BOARD RECOMMENDATIONS

The applicants presented a Design Recap of the project from September 2013, Design Updates to explain any design changes over the last 2 years, and specific Design Responses to Board guidance from the Second Recommendation. The presentation included detailed architectural materials and designs, a material sample board, and a revised plaza design.

The Board provided comments, organized by the same themes from the Second Recommendation meeting, and new topics listed under item K: (page numbers below refer to the September 01, 2015 Recommendation #3 Booklet):

F) Plaza and Pedestrian Activation

The Board strongly supported the revised plaza design shown on page 51, 58-61, which creates a flexible and adaptable public space, and with elements and features that provide scale, informal play, water, landscape variety, quality materials and educational value.

- 1) The Board supported the low planting beds, and the quantity and placement of seating benches shown on pg 51 & 56, to provide resting places for people. The Board accepted the drawings on pg 53/54 showing the plaza in different levels of occupancy, which include the adjacent building walls, doors, uses etc. **(D-1, D-3,D-6)**
- 2) The Board accepted the shadow studies of the plaza at different times on pg 86, and supported the proposed tree canopies as shown on pg 51. **(D-1)**
- 3) The Board supported the paving materials and patterns as shown on pg 55, explicitly including the continuous light strips from the north side of Massachusetts through the building lobby (and others of shorter lengths), the gray gradient of pavers also continuing into the lobby, and the activating uses shown along the east ground level of the plaza (pg 51) and the high transparency there as shown on pg 98. **(D-3)**
- 4) The Board supported the revised north edge of the plaza shown on pg 51, including the relocated Massachusetts curbless street, the drop-off pull out, and the proposed bike patron queuing shown on pg 88. **(D-6, E-1)**
- 5) The Board agreed that the mix of active/inactive ground level building uses shown on pg 79 was minimally acceptable, with the following qualifiers: a) the location and number (5 double door-sets) of public entry doors into uses along 1st Avenue; b) retain the deep display window /marquee at the south performers entrance, as shown on pg 91; c) retain the 3 storefront indentations along First Avenue for gathering and café zones shown on pg 92; d) revise the sill material (pg 89-91) from stepped stone to a simple architectural finish concrete, to minimize the visual barrier, and possibly lowering it to maximize a transparent storefront character. Also see K-2. **(C-1, C-3)**
- 6) The Board agreed the First Avenue pedestrian walking width of 16 ft minimum clear should not be encroached into at any time. The Board strongly endorsed the café zone and low 'fence' shown on pg 92 being in place most of the year, to animate the midblock of the long sidewalk, and that function should be removed only for the minimum times a professional, ticketed event is occurring (per the intent verbally described by applicants). The fence should be low and transparent to maximize visibility from the street, and have multiple access points into the café zone and

restaurant (including at the north and south ends). The Board supported the bike racks and all vertical obstacles relocated into the planting zone, as shown on pg 94. **(B-3, D-6)**

G) Turbine Visibility and Materials

The Board reiterated how the clarity, consistency and visibility of the landmark turbine form are essential. Therefore, the Board supported clear vision glass on the north arena façade and southwest corner, and the lighting scheme highlighting the turbine blades, which together ensure the exterior visibility of the turbine blades within.

- 1) The Board supported the lobby spatial designs, turbine visibility, and lobby materials as depicted on pg 95-98, and the consistent floor-to-rooftop lighting coves as shown on pg 59, 103 and 105. The Board recommended the north lobby glass be as transparent as possible, making up any energy requirements on the plaza-facing west façade and at other glass locations. **(B-4)**
- 2) The Board strongly supported the turbine blades and lighting coves be consistently expressed on the outer and inner circumference of the turbine above the primary roof, which will be visible from downtown and surrounding hills, as shown on p99, lower two images. **(A-2)**
- 3) The Board supported the inner oblong roofing material being a light or white membrane material, as depicted on pg 101. **(A-2, D-5)**
- 4) The Board supported the 18” wide lighting coves at every visible blade overlap (interior and exterior), and the cove depth as shown on pg 102. The Board agreed the expression of the blade tops at the roofline should be a clean horizontal cut off (basically as depicted on pg 111, and 101, upper image) but with the horizontal gaps between blades legible from the exterior. The Board agreed the material should wrap into all openings (as stated on page 105), and the detailing of the blade edges and material integrity is critical at all the interior locations where people will touch them and see them up close. The visible laminated nature of the proposed composite panel sample was strongly questioned (see K-4 for color discussion of same). **(A-2, C-2)**
- 5) The Board supported the dark brown color and extent of the wood ‘Trespa’ panels, per the sample presented, and as shown on pg 95-98, 103, 107 and numerous perspectives. That color does not compete with the ‘landmark’ turbine, and its color/material is not diluted, as long as the turbine color/finish is resolved per K-4. **(B-4)**

H) Façade Expression and Modulation

The Board agreed the façade expression was sufficiently varied and scaled, relying on the substantially notched and angled louver blades (as shown on pg 93, 104), the elevation layering (pg 107, 111), and the quality of the material palette presented.

- 1) The large format louver-blade signage and the large northeast glass corner add important middle-scale modulation to the 700 ft long east elevation. The Board endorsed the change to clear glass for all of the northeast corner, and the adjacent parapet/wall wrap of dark trespa, as depicted on pg 104, right. The Board reiterated that east signage must be executed via the louver notching, not an applied or typical box-light version. **(C-2)**
- 2) The Board supported the north and south slots cut into the turbine on the Occidental axis, especially since they provide public/patron roof access. The Board agreed the cuts should be 3-sided and framed with a distinct dark wrap, similar to a scaled down version of the dark trespa corners shown on pg 103, left. **(B-4)**
- 3) The Board supported the proposed Trespa synthetic wood and dark color sample shown, for the exterior wall surfaces shown on pages 85-110, and especially as depicted on pg 95. The Board supported the proposed metal slat soffit for the length of 1st Avenue, as depicted on pg 89-92. **(B-4)**
- 4) The highly visible 520 ft long west elevation needs sufficient modulation and multiple scales. The Board strongly supported the outdoor balcony on the “+18 club level”, and the fully open louvers and guardrail facing 1st Avenue, as depicted on pg 93. The Board also endorsed the clearly layered, legible and stepped variation in the louvers shown on that page, and 107. **(C-2, C-3)**
- 5) The Board supported the change from a tall green fence at the property line to low plantings and open fence, and the proposed east building wall treatment of a textured stone-like material, with recessed portions and pattern changes, plus portions with glass doors and high quality solid doors, all as shown on pg 108, upper. Consistent, wall mounted lighting is essential on this long, isolated wall. **(C-2, C-6)**

I) Weather Protection

The Board supported the continuous protection afforded by a solid balcony on 2 sides of the plaza, 14 ft wide, and the extent as depicted on pg 109.

- 1) The Board supported a continuous building overhang or canopy along the full building length of 1st Avenue, and agreed the minimum depth of sidewalk protection should be 7 ft to the face of building, at all locations (reference ‘typical section’ on pg 66, although that un-dimensioned overhang appears to be less than 7 ft). **(C-5)**
- 2) The Board supported the protection along the length of Holgate and at the southwest entry, provided by the building overhang to the property line, as depicted on pg 74. **(C-5)**

J) Signage and Visual Activation

The Board agreed the proposed signage/lighting/façade elements are integrated with the materials and architectural concept, and it is crucial that future lighting and signage refinements (regardless of sign code allowances) respect the architecture and approved design. [Staff Note: This guidance also applies to any council adopted Public Benefit public art components that may arise and be considered for application to the building facades)

- 1) The Board supported the attachment system and relative transparency of the proposed 'LED mesh' as shown on pg 110-113, and extent of that mesh shown on pg 58. **(C-2, D-4)**
- 2) The Board supported the framing and solid LED screen as a signage portal at the northeast corner, as depicted on pg 115, and with a continuous LED soffit to a line approximately 10 ft inside the doors. **(C-4, D-4)**
- 3) The Board supported the font size, edge-attached and cut-out character, and two placements of the building identification signage shown on pg 116/117, however recommended the letter color be white, not red or similarly contrasting. The signage should not be placed above any horizontal roof parapet. A small portion of the sign band with a logo or contrasting color would be acceptable. **(D-4)**

K) Miscellaneous Additional Recommendations:

- 1) **PLAZA WATER FEATURE:** The Board supported the linear water feature with planters and benches shown on the west edge of the plaza, staying at approximately 18" maximum height to afford sweeping views into the plaza (as shown on pg 51). The Board acknowledged this feature provides generous seating and a safety boundary to the plaza, but recommended the east portions of the north and south ends be trimmed back 4-8 ft to allow for wider diagonal pedestrian desire lines into the plaza from the sidewalk. **(D-1)**
- 2) **FIRST AVENUE GROUND LEVEL MODULATION:** The Board noted the 500 ft long ground level facade along 1st Avenue presents a largely transparent but uniform design treatment, with a uniform soffit and mullions. The only typical access doors and uses that activate on a daily basis are located in the middle 200 ft of that length, thus the Board recommended the integration of design techniques to stimulate pedestrian movement at the ends and to encourage pedestrians to pause and engage at the 3 entry points.

Examples of techniques to achieve this include: recessing the two exit stair storefronts to promote oblique visibility of the active uses in the middle (reference pg 89); increase the canopy depth at the restaurant entry (pg 67); special lighting blades or marker fins that create a 'countdown' or mark the secondary column rhythm along

the 500 ft length of repetitive mullions; and/or add colors, signage, special lighting to identify and distinguish each of the indented entries. **(C-4)**

The Board also agreed these rhythmic elements along that ground level façade length should lap down onto the paving, to mark the 3 indented ‘places’ or café zone, plus add variety and scale to the proposed sidewalk paving (pg 67). These paving ‘edgies’ could possibly extend across the full width of the sidewalk and project into the curbside rain gardens, similar to the bike parking pads shown as #6 on pg 56, but larger. The Board encouraged 2-3 legible breaks such as this, in the 650 ft long continuous rain garden/seating wall, to afford maximum views into the ground level uses from cars on 1st Avenue, and possibly incorporate seating or café tables to demonstrate activation closer to the curb [Staff Note: these ROW elements are SDOT and Design Commission purview]. **(C-1)**

- 3) **FIRST AVENUE ENTRIES & RECESSES:** To promote active use access closer to the façade ends, and promote better visibility of the mid-block uses/recesses, the Board encouraged exploration of a less symmetrical or angular plan configuration along 1st Avenue than shown on pg 79. The doors into the Team Store could shift north closer to the plaza, and the 45 degree angled walls shown should be more obtuse or gently curved to maximize pedestrian visibility when walking close to the building. **(C-4)**
- 4) **TURBINE MATERIAL & COLOR:** The Board strongly supported the gold/copper color for the cladding of the turbine element as shown on pg 104-107, and its contrast with the endorsed dark Trespa material is essential. However, the physical sample provided was not an acceptable match of that graphic intent, and the applicants should provide a more suitable spectrum of physical samples to the DPD planner to finalize this critical material. Also, the patina and finish character of this material are crucial; the Board agreed it should be metallic and mottled, to evoke the swirls and ‘worked’ quality of a gritty, industrial material. This is to intentionally contrast the ‘landmark object’ within the more refined smooth travertine, Trespa and smooth metals of the ‘contextual wrapper.’ **(A-2, B-4)**

PRIORITY DESIGN GUIDELINES: Identified by the Board at EDG #2

Council-adopted Downtown Design Guidelines

A. Site Planning & Massing

Responding to the Larger Context

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

B. Architectural Expression

Relating to the Neighborhood Context

- B-1** Respond to the Neighborhood Context. Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.
- B-2** Create a Transition in Bulk & Scale. Compose the massing of the building to create a transition to the height, bulk, and scale of development in neighboring or nearby less intensive zones.
- B-3** Reinforce the Positive Urban Form & Architectural Attributes of the Immediate Area . Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.
- B-4** Design a Well-Proportioned & Unified Building. Compose the massing and organize the publicly accessible interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear integral to the whole.

C. The Streetscape

Creating the Pedestrian Environment

- C-1** Promote Pedestrian Interaction. Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should be open to the general public and appear safe and welcoming.
- C-2** Design Facades of Many Scales. Design architectural features, fenestration patterns, and materials compositions that refer to the scale of human activities contained within. Building facades should be composed of elements scaled to promote pedestrian comfort, safety, and orientation.

- C-3** Provide Active—Not Blank—Facades. Buildings should not have large blank walls facing the street, especially near sidewalks.
- C-4** Reinforce Building Entries. To promote pedestrian comfort, safety, and orientation, reinforce the building’s entry.
- C-5** Encourage Overhead Weather Protection. Encourage project applicants to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.
- C-6** Develop the Alley Façade. To increase pedestrian safety, comfort, and interest, develop portions of the alley façade in response to the unique conditions of the site or project.

D. Public Amenities

Enhancing the Streetscape & Open Space

- D-1** Provide Inviting & Usable Open Space. Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.
- D-2** Enhance the Building with Landscaping. Enhance the building and site with substantial landscaping—which includes special pavements, trellises, screen walls, planters, and site furniture, as well as living plant material.
- D-3** Provide Elements that Define the Place. Provide special elements on the facades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable “sense of place” associated with the building.
- 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 streets within the immediate neighborhood.
- D-5** Provide Adequate Lighting. To promote a sense of security for people downtown during nighttime hours, provide appropriate levels of lighting on the building facade, on the underside of overhead weather protection, on and around street furniture, in merchandising display windows, and on signage.
- D-6** Design for Personal Safety & Security. Design the building and site to enhance the real and perceived feeling of personal safety and security in the immediate area.

E. Vehicular Access & Parking

Minimizing the Adverse Impacts

- E-1** Minimize Curb Cut Impacts. Minimize adverse impacts of curb cuts on the safety and comfort of pedestrians.
- E-3** Minimize the Presence of Service Areas. Locate service areas for trash dumpsters, loading docks, mechanical equipment, and the like away from the street front where possible. Screen from view those elements which for programmatic reasons cannot be located away from the street front.

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 Final Recommendation meetings, no departures were identified.

BOARD DIRECTION

The recommendation summarized below was based on the #3014195 design review booklet dated September 01, 2015, and the materials shown and verbally described by the applicant at the September 01, 2015 Design Recommendation meeting (unless a condition below, the design should not change, especially aspects explicitly noted in the above narrative, which the applicant should carefully read through).

After considering the site and context, hearing public comment, reconsidering the previously identified design priorities and reviewing the materials, the four Design Review Board members recommended APPROVAL of the subject design and departures, with the following conditions. These conditions should be resolved prior to MUP issuance.

- 1) Revise the sill material along 1st Avenue and the plaza (pg 89-91) from stepped stone to a simple architectural finish concrete, to minimize the visual barrier, and possibly lower it to maximize a transparent storefront character. (C-1, C-3)
- 2) The café zone and low 'fence' inside the ROW shown on pg 92, shall remain in place most of the year, to animate the midblock of the long sidewalk. (That function should be removed only for the minimum times a 'force-protected', ticketed event is occurring, per

the intent verbally described by applicants). The fence should be designed and included in all drawings, be low and transparent to maximize visibility from the street, and have multiple access points into the café zone and restaurant (including at the north and south ends). (B-3, D-6)

- 3) The north lobby glass and the southwest corner glass should be as transparent as possible, making up any energy requirements on the plaza-facing west façade and at other glass locations. (B-4)
- 4) The expression of the blade tops at the roofline should be a clean horizontal cut off (basically as depicted on pg 111, and 101, upper image) and with the horizontal gaps between blades legible from the exterior. (C-2)
- 5) Change the entire northeast corner to clear glass, and design the adjacent parapet/wall wrap of dark Trespa panels, as depicted on pg 104, right. (C-2)
- 6) Redesign the north and south turbine cut outs on the Occidental axis, to be 3-sided boxes and framed with a distinct dark wrap, similar to a scaled down version of the dark Trespa corners shown on pg 103, left. (B-4)
- 7) Implement the outdoor balcony on the “+18 club level”, and the fully open louvers and guardrail facing 1st Avenue, as depicted on pg 93. Maintain the clearly layered, legible and stepped variation in the louvers shown on that page. (C-2, C-3)
- 8) Add consistent, wall mounted lighting on the long, isolated east ground floor wall. (C-6)
- 9) Redesign to provide a continuous building overhang or canopy along the full building length of 1st Avenue, with minimum depth of sidewalk protection to be 7 ft to the face of building, at all locations. (C-5)
- 10) Trim back the east portions of the north and south ends of the west plaza water feature 4-8 ft to allow for wider diagonal pedestrian desire lines into the plaza from the sidewalk. (D-1)
- 11) Redesign to stimulate pedestrian movement at the ends of 1st Avenue, and to encourage pedestrians to pause and engage at the 3 entry points. Carry rhythmic elements along that ground level façade length to lap down onto the paving, to mark the 3 indented ‘places’ or café zone, plus add variety and scale to the proposed sidewalk paving. (C-4)
- 12) Provide a more suitable spectrum of physical samples to the DPD planner to finalize the critical turbine material. The patina and finish character of this material are crucial; the Board agreed it should be metallic and mottled, to evoke the swirls and ‘worked’ quality of a gritty, industrial material. (A-2, B-4)