



## EARLY DESIGN GUIDANCE OF THE DOWNTOWN DESIGN REVIEW BOARD

Project Number: 3016806

Address: 307 Broad Street (at 3rd Avenue & Denny Way)

Applicant: Brad Hinthorne of Perkins + Will Architects

Date of Meeting: Tuesday, March 18, 2014

Board Members Present: Gabe Grant (Chair)  
Mathew Albores  
Murphy McCullough  
Pragnesh Parikh  
Gundala Proksch

Board Members Absent: None

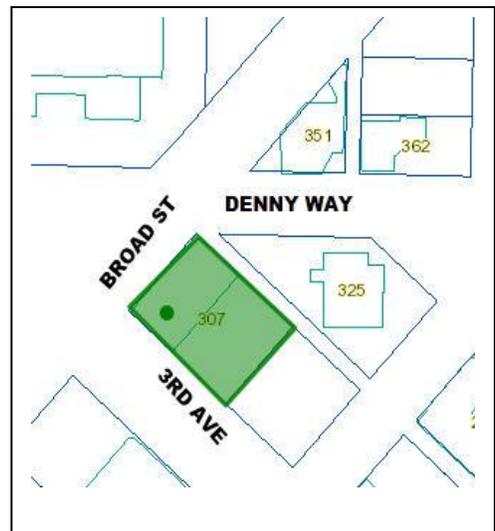
DPD Staff Present: Garry Papers, Senior Land Use Planner

### SITE & VICINITY

Site Zone: DMC-85

Nearby Zones: (North) NC3-65 (Seattle Center)  
(South) DMC-85  
(East) DMC-85  
(West) DMC-85

Lot Area: 15,330 sf, rectangle



Current Development: The site is currently a one story commercial building (c 1957), with an alley on the east side.

Access: Pedestrian access is from the two adjacent streets, Broad Street to the north and 3<sup>rd</sup> Avenue to the west. Vehicular access is from the alley.

Surrounding Development: The Pacific Science Center, a designated city landmark, is across Denny Way to the north. A mix of small commercial buildings and parking lots occupy the sites to the north, south and east across the alley. 3-5 story office buildings are to the west and newer residential structures on blocks to the south.

ECAs: None

Neighborhood Character: The site is at the boundary between Belltown and the Seattle Center, and fronts on Broad Street which is part of the Lake to Bay Loop. The vicinity has the open spaces of Seattle Center, and contains a mix of commercial and entertainment uses, with numerous residential structures of various ages and styles to the south and west.

## PROJECT DESCRIPTION

The applicant is proposing a 9 story residential structure of approximately 153 units, with ground level lounge, leasing and residential uses. About 125 parking spaces are proposed below grade, accessed off the alley.

<b>EARLY DESIGN GUIDANCE MEETING: March 18, 2014</b>
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## DESIGN PROPOSAL

The Early Design Guidance (EDG) Design Proposal booklet includes materials presented at the meeting, and is available online by entering the project number at this website: [http://www.seattle.gov/dpd/Planning/Design\\_Review\\_Program/Project\\_Reviews/Reports/default.asp](http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp). or by contacting the Public Resource Center at DPD:

**Address: Public Resource Center**  
700 Fifth Ave., Suite 2000  
Seattle, WA 98124-4019

**Email:** [PRC@seattle.gov](mailto:PRC@seattle.gov)

## PUBLIC COMMENT

No comments were raised at this Early Design Guidance Meeting.

## 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 (the Board) provided the following siting and design guidance. The Board identified the following **Downtown Development Design Guidelines & Belltown Neighborhood specific guidelines** (in italics) of highest priority for this project.

The Priority Guidelines are summarized below, while all guidelines remain applicable. For the full text please visit the [Design Review website](#).

**All page references below are to the EDG booklet dated March 18, 2014.**

### 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.

#### ***Belltown-specific supplemental guidance:***

- A. *Develop the architectural concept and arrange the building mass to enhance views. This includes views of the water and mountains, and noteworthy structures such as the Space Needle;*
- B. *The architecture and building mass should respond to sites having nonstandard shapes. There are several changes in the street grid alignment in Belltown, resulting in triangular sites and chamfered corners. Examples of this include: 1st, Western and Elliott between Battery and Lenora, and along Denny;*
- C. *The topography of the neighborhood lends to its unique character. Design buildings to take advantage of this condition as an opportunity, rather than a constraint. Along the streets, single entry, blank facades are discouraged. Consider providing multiple entries and windows at street level on sloping streets.*

**At the Early Design Guidance Meeting, the Board applauded the context analysis and supported the preferred option 3 as the better response to the highly visible location. The Board endorsed the 3 story base expression as a suitable response to the prominence of Denny and Broad, as long as the details and proportions of the residential units within that 3-story section consistently reinforce the base.**

## **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.

***Belltown-specific supplemental guidance:***

*Belltown has a rich architectural context, with a wide variety of architectural styles represented within the neighborhood. Contemporary methods of building can potentially create visual conflicts with older buildings due to differences in scale, massing, and degrees of articulation. Sometimes new buildings add exteriors that mimic past architectural styles, creating a sense of unauthentic design. These guidelines emphasize the concept of historical continuity, or in other words, the relationship of structures over time. This relationship encourages diversity within a coherent whole, reinforcing the unique and evolving character of Belltown.*

**At the Early Design Guidance Meeting, the Board supported the concept of a 3-sided white box floating above the darker base, with the darker reveal at the south end anticipating an adjacent structure. The Board agreed the color, concrete material, density and staggered fenestration pattern create a positive relationship with the Pacific Science Center, and add residential scale to the facades.**

- 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.

***Belltown-specific supplemental guidance:***

*The principal objective of this guideline is to promote scale and character compatibility through reinforcement of the desirable patterns of massing and facade composition found in the surrounding area. Pay particular attention to designated landmarks and other noteworthy buildings.*

- A. *Respond to the regulating lines and rhythms of adjacent buildings that also support a street-level environment; regulating lines and rhythms include vertical and horizontal patterns as expressed by cornice lines, belt lines, doors, windows, structural bays and modulation.*
- B. *Use regulating lines to promote contextual harmony, solidify the relationship between new and old buildings, and lead the eye down the street.*

- C. *Pay attention to excellent fenestration patterns and detailing in the vicinity. The use of recessed windows that create shadow lines, and suggest solidity, is encouraged.*

**At the Early Design Guidance Meeting, the Board discussed how the deeply recessed windows shown, are crucial to the success of the large white planes, and for properly relating to the Pacific Science Center; this depth should be retained and amplified.**

- 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.

**At the Early Design Guidance Meeting, the Board agreed the floating character of the upper white box is best expressed when the dark columns below and fronting the two streets, are NOT co-planer with the white wall plane above. The Board also agreed the south wall needs the deep daylight slot at the corridor-end, and the multiple reveals and contrasting bars shown on pages 38 and 39.**

## 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.

***Belltown-specific supplemental guidance:***

- A. *reinforce existing retail concentrations;*
- B. *vary in size, width, and depth of commercial spaces, accommodating for smaller businesses, where feasible;*
- C. *incorporate the following elements in the adjacent public realm and in open spaces around the building: unique hardscape treatments, pedestrian-scale sidewalk lighting, accent paving (especially at corners, entries and passageways), creative landscape treatments (planting, planters, trellises, arbors), seating, gathering spaces, water features, inclusion of art elements*
- D. ***Building/Site Corners: Building corners are places of convergence.*** *The following considerations help reinforce site and building corners: **provide meaningful setbacks/** open space, if feasible, provide seating as gathering spaces, incorporate street/ pedestrian amenities in these spaces, make these spaces safe (good visibility), and iconic corner identifiers to create wayfinders that draw people to the site.*

At the Early Design Guidance Meeting, the Board discussed at length how visible and important the two building corners are to Broad Street and the sizable traffic moving along Denny Way. The Board supported the two story volumes there, with high transparency and pedestrian interest, and encouraged the voluntary corner setback at Denny to be increased (see comments under C-6).

The Board lamented that no commercial uses are code-required at such a strategic pedestrian location, but encouraged the corner lounges and lobby proposed along Broad be designed to easily convert to commercial uses and street access, for when future commercial demand may emerge.

The Board agreed the two corners of the upper box should not deviate greatly from the white box frame, with turrets or other strong gestures, but was amenable to marking these highly visible corners with more subtle moves such as deeper recessed windows and/or balconies, especially at the Denny corner.

- C-3 Provide Active—Not Blank—Facades.** Buildings should not have large blank walls facing the street, especially near sidewalks.

At the Early Design Guidance Meeting, the Board supported the highly transparent ground floor along Broad Street, at the 3<sup>rd</sup> Avenue corner, and wrapping along the alley at least 1 ½ bays (as described). The Board was concerned that the residential units along 3<sup>rd</sup> Avenue require careful landscape design and privacy layering to ensure the adjacent windows are not permanently blocked by drapes or shades. A large scale composite ground floor and site landscape design are required at the next meeting, plus detailed building/street sections.

- 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.

***Belltown-specific supplemental guidance:***

*Overhead weather protection should be designed with consideration given to:*

- A. the overall architectural concept of the building (as described in Guideline B-4);*
- B. uses occurring within the building (such as entries and retail spaces) or in the adjacent streetscape environment (**such as bus stops and intersections**);*
- C. minimizing gaps in coverage;***
- D. a drainage strategy that keeps rain water off the street-level facade and sidewalk;*
- E. continuity with weather protection provided on nearby buildings;*
- F. relationship to architectural features and elements on adjacent development, especially if abutting a building of historic or noteworthy character;*
- G. the scale of the space defined by the height and depth of the weather protection;*
- H. use of translucent or transparent covering material to maintain a pleasant sidewalk environment with plenty of natural light; and*

- I. *when opaque material is used, the illumination of light-colored undersides to increase security after dark.*

**At the Early Design Guidance Meeting, the Board agreed a continuous canopy is warranted along the Broad Street façade, as it is a major pedestrian intersection and gateway between the Seattle Center and Belltown, and to reinforce the Lake to Bay Loop circulation. This could be a major design element animating the north façade, and should wrap the key northwest corner. The canopies might be lower and fragmented along 3<sup>rd</sup>, but they should net a fairly continuous protection on this transit and pedestrian street.**

**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.**

***Belltown-specific supplemental guidance: Considerations***

*Spaces for service and utilities:*

- A. *Services and utilities, while essential to urban development, should be screened or otherwise hidden from the view of the pedestrian.*
- B. *Exterior trash receptacles should be screened on three sides, with a gate on the fourth side that also screens the receptacles from view. Provide a niche to recess the receptacle.*
- C. *Screen loading docks and truck parking from public view using building massing, architectural elements and/or landscaping.*
- D. *Ensure that all utility equipment is located, sized, and designed to be as inconspicuous as possible. Consider ways to reduce the noise impacts of HVAC equipment on the alley environment.*

*Pedestrian environment:*

- E. ***Pedestrian circulation is an integral part of the site layout. Where possible and feasible, provide elements, such as landscaping and special paving, that help define a pedestrian-friendly environment in the alley.***
- F. *Create a comfortably scaled and thoughtfully detailed urban environment in the alley through the use of well-designed architectural forms and details, particularly at street level.*

*Architectural concept:*

- G. *In designing a well-proportioned and unified building, the alley façade should not be ignored. An alley façade should be treated with form, scale and materials similar to rest of the building to create a coherent architectural concept.*

**At the Early Design Guidance Meeting, the Board agreed that pedestrian safety at the acute-angled alley to Broad interface is critical, and supported further refinements in the sidewalk and paving design in conjunction with SDOT. The Board agreed a larger than proposed building setback at this constrained corner location is warranted.**

Because of the acute alley angle, the north portion of the alley façade will always be Visible to adjacent busy streets and the Seattle Center, and the entire wall may be visible for the near future. The Board supported the consistent wrap of the white box above, but agreed the height and extent of concrete walls shown at the ground floor should be reduced. The proposed angle bays are worth exploring further, anticipating when an adjacent structure may block existing views.

## D. Public Amenities

### *Enhancing the Streetscape & Open Space*

**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.

***Belltown-specific supplemental guidance:***

*Landscape enhancement of the site may include some of the approaches or features listed below, where appropriate:*

- A. *emphasize entries with special planting in conjunction with decorative paving and/or lighting;*
- B. *use landscaping to make plazas and courtyards comfortable for human activity and social interaction;*
- C. *distinctively landscape open areas created by building modulation, such as entry courtyards;*
- D. *provide year-round greenery - drought tolerant species are encouraged to promote water conservation and reduce maintenance concerns; and*
- E. *provide opportunities for installation of civic art in the landscape; designer/artist collaborations are encouraged*

**At the Early Design Guidance Meeting, the Board agreed the landscape design along the 3<sup>rd</sup> Avenue residential ground floor units is crucial to ensure they are reasonably transparent and provide eyes on the street. (see comments under C-3)**

**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.

***Belltown-specific supplemental guidance:***

*Belltown is eclectic, diverse, eccentric and whimsical. New developments should incorporate elements on building facades, within open space, or on the sidewalk that refer to the neighborhood’s rich art and history to reinforce a sense of place in Belltown.*

- *Art and Heritage: Art and History are vital to reinforcing a sense of place.*

- *Green Streets: Green Streets are street rights-of-way that are enhanced for pedestrian circulation and activity with a variety of pedestrian-oriented features, such as sidewalk widening, landscaping, artwork, and traffic calming. Interesting street level uses and pedestrian amenities enliven the Green Street and lend special identity to the surrounding area.*
- *Street Hierarchy: The function and character of Belltown’s streetscapes are defined street by street. In defining the streetscape for various streets, the hierarchy of streets is determined by street function, adjacent land uses, and the nature of existing streetscape improvements.*

**At the Early Design Guidance Meeting, the Board discussed how a distinctive paving and/or landscape treatment along Broad street could support and interact with the buildings activating uses, and function as a ‘Belltown Gateway’.**

<b>E. Vehicular Access &amp; Parking</b>
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***Minimizing the Adverse Impacts***

**E-2 Integrate Parking Facilities.** Minimize the visual impact of parking by integrating parking facilities with surrounding development. Incorporate architectural treatments or suitable landscaping to provide for the safety and comfort of people using the facility as well as those walking by.

**At the Early Design Guidance Meeting, the Board noted the proposed service and parking is ideally located at the southeast corner of the alley.**

**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 Early Design Guidance meeting, **no departures were requested.** The applicants clarified that the large rooftop penthouse shown on option 3, and its overhangs (which the Board generally endorsed), would be code compliant.

**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.**