



## EARLY DESIGN GUIDANCE OF THE DOWNTOWN DESIGN REVIEW BOARD

Project Number: 3020094

Address: 3010 1<sup>st</sup> Avenue

Applicant: Matt Driscoll, d/Arch LLC

Date of Meeting: Tuesday, October 20, 2015

Board Members Present: Anjali Grant, Acting Chair  
Alan McWain  
Amoreena R. Miller, Substitute  
Mark Brands, Substitute

Board Members Absent: Grace Leong  
Murphy McCullough  
Gundula Proksch

DPD Staff Present: Magda Hogness  
David L. Landry

### SITE & VICINITY

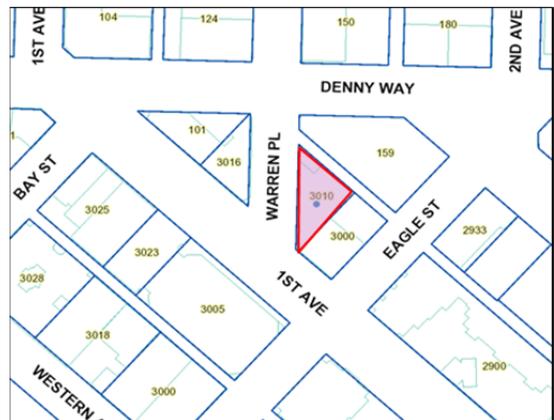
Site Zone: Downtown Commercial (DMC-65)

Overlay: Belltown Urban Center Village

Nearby Zones: Downtown Commercial (125/65),  
Neighborhood Commercial (3-65)

Lot Area: 5,890 square feet

Access: The subject property currently  
includes vehicular access off the alley.



### Current Development:

The site is currently occupied by a one-story wood framed structure built in 1948 and used predominantly for mixed use retail and office space since 1975. The site currently includes a surface parking area on the north side of the property adjacent to the alley.

## **Surrounding Development and Neighborhood Character:**

The subject site is located within the very densely populated Belltown district. The neighborhood is bounded by Denny Way to the north; beyond which lies Seattle Center, Uptown, and Queen Anne Hill, 5th Avenue to the northeast, Elliott Bay to the southwest, and Virginia Street to the southeast; further southwest is the central Downtown area.

Belltown contains many historical buildings, many of which are landmarks. The Belltown Design Guidelines also identify “icon buildings” which are not landmarked. One of these icon buildings is located across Warren Place, the William Daniels Apartments. Originally constructed in 1910, this triangular shaped building is clad in brick masonry.

A shift in the street grid begins at Denny Way, one of Seattle’s busiest east-west arterial streets. While Denny is a major east-west connector for cars, it is not a preferred bicycle route due to its large number of motor vehicles and safety constraints. The intersection of Broad Street and Denny Way, located two blocks to the west, has been identified as public transit user friendly, as this area has direct access to multiple bus routes. Dexter Avenue North and Aurora Avenue North (State Route 99), located to the east of the project site, are the two major north-south automobile corridors.

Due to the shift in the street grid, the nearby context consists of irregular shaped sites, such as this triangular subject site. This surrounding neighborhood architectural context is rapidly changing from mostly one to two-story service oriented commercial buildings to new mid and high rise office and residential developments. To the northwest, an irregular shaped property is occupied by a six story reinforced concrete mixed use condominium structure, built in 2005. Further northwest, at the southeast corner of Denny Way and 1<sup>st</sup> Avenue, a proposal was recently approved for a six-story, mixed-use building containing 82 residential units, under project 3015680. The adjacent site to the southeast contains a two-story office building, originally built in 1959. Across 1<sup>st</sup> Avenue to the west, other context consists of a five story reinforced concrete office building built in 1980, a nine-story apartment building built in 1991 and a one story masonry brick retail building built in 1925.

## **PROJECT DESCRIPTION**

The proposal is for a six-story mixed use residential/commercial building, designed to accommodate 48 small apartment units, 1,633 square feet of ground floor office/retail space and 10,927 square feet of below grade rental storage space. No onsite parking is being proposed.

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The packet includes materials presented at the meeting, and is available online by entering the project number (3020094) at this website:

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

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

**Mailing Public Resource Center**

**Address:** 700 Fifth Ave., Suite 2000

P.O. Box 34019

Seattle, WA 98124-4019

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

## PUBLIC COMMENT

The following comments were offered at the EDG meeting:

- Concerned about parking.

## PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance.

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- 1) **Massing and Architectural Concept:** The Board discussed the different architectural characters of the massing options and supported the simple taut skin expression suggested in the preferred option (Alternate 3). The Board was concerned however, with the undulating street level façade shown in the preferred option as it seemed not to relate to the surrounding context. Ultimately, the Board unanimously preferred the massing of Alternate Three and the ground floor plan of Alternate Two, as the hybrid form has the best potential to create architectural presence and respond to the streetscape. The Board directed the applicant to proceed with this modified preferred option. (Guidelines A1.1, B4.1)
  - a. The Board was concerned with the lack of balconies shown in the preferred massing option, and recommended the applicant study using articulated rather than juliet balconies to break up the building façade. (Guidelines B4.1, B4.3)
  - b. Recognizing that the alley façade will be very visible, the Board recommended the applicant thoughtfully design the façade to read as part of a coherent architectural concept and requested the applicant bring more developed perspective views/sketches for further study. The Board also recommended studying potential

staggered window locations to respect the adjacent property's privacy and directed the applicant to provide a window mapping study. (Guidelines B1.I, C6.III)

- c. Since this site visible from surrounding areas, the Board expressed interest in seeing the rooftop design at the next meeting and recommended that rooftop elements be thoughtfully shaped. (Guidelines B4.1, B4.3)

2) **Streetscape and Landscape:** The Board gave direction regarding the street level façade and entries.

- a. The Board supported the residential lobby entrance at the corner. In order to provide more emphasis on the corner entry instead of the loading area, the Board recommended increasing the glazed façade expression in height at the lobby corner. (Guidelines B1.IV, B3.1, C4)
- b. The Board recommended that the street level façade along Warren Place be pushed out further toward the property line and that landscaping also be pulled out from underneath the canopy to create a welcoming pedestrian and retail environment. The Board gave guidance to include pedestrian scale amenities, such as benches, landscape and a continuous in plane canopy. The Board also encouraged exploring a curb bulb as means of widening the sidewalk to create more pedestrian space and recommended coordinating with SDOT and Metro. (Guidelines B4.2, C1, D1.2, D2)
- c. The Board was concerned with the loading area and adjacent storage office space and directed the applicant to reduce or make this area less prominent. The Board supported expanding the retail area and integrating the corner support post with the overall design concept, potentially with the continuous canopy element. (Guidelines B4, C1, C6, E3.1)

3) **Materials:** The Board supported the quality of materials suggested at the meeting and recommended the applicant explore a layered taut skin expression with punched window openings. The Board also gave guidance to develop an intentional material treatment for any blank walls. (Guidelines B4.1, B4.3)

## DESIGN REVIEW GUIDELINES

The priority Citywide and Neighborhood guidelines identified by the Board as Priority Guidelines are summarized below, while all guidelines remain applicable. For the full text please visit the [Design Review website](#).

### SITE PLANNING AND MASSING

**A1 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 nearby or beyond the immediate context of the building site.**

**A1.1. Response to Context:** Each building site lies within a larger physical context having various and distinct features and characteristics to which the building design should respond. Develop an architectural concept and arrange the building mass in response to one or more of the following, if present:

- a. a change in street grid alignment that yields a site having nonstandard shape;
- b. a site having dramatic topography or contrasting edge conditions;
- c. patterns of urban form, such as nearby buildings that have employed distinctive and effective massing compositions;
- d. access to direct sunlight—seasonally or at particular times of day;
- e. views from the site of noteworthy structures or natural features, (i.e.: the Space Needle, Smith Tower, port facilities, Puget Sound, Mount Rainier, the Olympic Mountains);
- f. views of the site from other parts of the city or region; and
- g. proximity to a regional transportation corridor (the monorail, light rail, freight rail, major arterial, state highway, ferry routes, bicycle trail, etc.).

***Belltown Supplemental Guidance:***

**A1.II. Street Grid:** 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;

**ARCHITECTURAL EXPRESSION**

**B1 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.**

**B1.1. Adjacent Features and Networks:** Each building site lies within an urban neighborhood context having distinct features and characteristics to which the building design should respond. Arrange the building mass in response to one or more of the following, if present:

- a. a surrounding district of distinct and noteworthy character;
- b. an adjacent landmark or noteworthy building;
- c. a major public amenity or institution nearby;
- d. neighboring buildings that have employed distinctive and effective massing compositions;
- e. elements of the pedestrian network nearby, (i.e.: green street, hillclimb, mid-block crossing, through-block passageway); and
- f. direct access to one or more components of the regional transportation system.

***Belltown Supplemental Guidance:***

**B1.I. Compatible Design:** Establish a harmonious transition between newer and older buildings. Compatible design should respect the scale, massing and materials of adjacent buildings and landscape.

**B1.III. Visual Interest:** Design visually attractive buildings that add richness and variety to Belltown, including creative contemporary architectural solutions.

**B1.IV. Reinforce Neighborhood Qualities:** Employ design strategies and incorporate architectural elements that reinforce Belltown’s unique qualities. In particular, the neighborhood’s best buildings tend to support an active street life.

**B4 Design a Well-Proportioned & Unified Building: Compose the massing and organize the 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.**

**B4.1. Massing:** When composing the massing, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- a. setbacks, projections, and open space;
- b. relative sizes and shapes of distinct building volumes; and
- c. roof heights and forms.

**B4.2. Coherent Interior/Exterior Design:** When organizing the interior and exterior spaces and developing the architectural elements, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- d. facade modulation and articulation;
- e. windows and fenestration patterns;
- f. corner features;
- g. streetscape and open space fixtures;
- h. building and garage entries; and
- i. building base and top.

**B4.3. Architectural Details:** When designing the architectural details, consider how the following can contribute to create a building that exhibits a coherent architectural concept:

- j. exterior finish materials;
- k. architectural lighting and signage;
- l. grilles, railings, and downspouts;
- m. window and entry trim and moldings;
- n. shadow patterns; and
- o. exterior lighting.

## THE STREETScape

**C1 Promote Pedestrian Interaction: Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.**

**C1.1. Street Level Uses:** Provide spaces for street level uses that:

- a. reinforce existing retail concentrations;
- b. vary in size, width, and depth;
- c. enhance main pedestrian links between areas; and

d. establish new pedestrian activity where appropriate to meet area objectives. Design for uses that are accessible to the general public, open during established shopping hours, generate walk-in pedestrian clientele, and contribute to a high level of pedestrian activity.

**C1.2. Retail Orientation:** Where appropriate, consider configuring retail space to attract tenants with products or services that will “spill-out” onto the sidewalk (up to six feet where sidewalk is sufficiently wide).

**C1.3. Street-Level Articulation for Pedestrian Activity:** Consider setting portions of the building back slightly to create spaces conducive to pedestrian-oriented activities such as vending, resting, sitting, or dining. Further articulate the street level facade to provide an engaging pedestrian experience via:

- e. open facades (i.e., arcades and shop fronts);
- f. multiple building entries;
- g. windows that encourage pedestrians to look into the building interior;
- h. merchandising display windows;
- i. street front open space that features art work, street furniture, and landscaping;
- j. exterior finish materials having texture, pattern, lending themselves to high quality detailing.

***Belltown Supplemental Guidance:***

**C1.I. Retail Concentration:** Reinforce existing retail concentrations;

**C1.II. Commercial Space Size:** Vary in size, width, and depth of commercial spaces, accommodating for smaller businesses, where feasible;

**C1.III. Desired Public Realm Elements:** Incorporate the following elements in the adjacent public realm and in open spaces around the building:

- a. unique hardscape treatments
- b. pedestrian-scale sidewalk lighting
- c. accent paving (especially at corners, entries and passageways)
- d. creative landscape treatments (planting, planters, trellises, arbors)
- e. seating, gathering spaces
- f. water features, inclusion of art elements

**C1.IV. Building/Site Corners:** Building corners are places of convergence. The following considerations help reinforce site and building corners:

- a. provide meaningful setbacks/open space, if feasible
- b. provide seating as gathering spaces
- c. incorporate street/pedestrian amenities in these spaces
- d. make these spaces safe (good visibility)
- e. iconic corner identifiers to create wayfinders that draw people to the site.

**C1.V. Pedestrian Attraction:** Design for uses that are accessible to the general public, open during established shopping hours, generate walk-in pedestrian clientele, and contribute to a high level of pedestrian activity. Where appropriate, consider configuring retail space to attract tenants with products or services that will “spill-out” onto the sidewalk (up to six feet where sidewalk is sufficiently wide).

**C4 Reinforce Building Entries: To promote pedestrian comfort, safety, and orientation, reinforce building entries.**

**C4.1. Entry Treatments:** Reinforce the building's entry with one or more of the following architectural treatments:

- a. extra-height lobby space;
- b. distinctive doorways;
- c. decorative lighting;
- d. distinctive entry canopy;
- e. projected or recessed entry bay;
- f. building name and address integrated into the facade or sidewalk;
- g. artwork integrated into the facade or sidewalk;
- h. a change in paving material, texture, or color;
- i. distinctive landscaping, including plants, water features and seating
- j. ornamental glazing, railings, and balustrades.

**C4.2. Residential Entries:** To make a residential building more approachable and to create a sense of association among neighbors, entries should be clearly identifiable and visible from the street and easily accessible and inviting to pedestrians. The space between the building and the sidewalk should provide security and privacy for residents and encourage social interaction among residents and neighbors. Provide convenient and attractive access to the building's entry. To ensure comfort and security, entry areas and adjacent open space should be sufficiently lighted and protected from the weather. Opportunities for creating lively, pedestrian-oriented open space should be considered.

**C5 Encourage Overhead Weather Protection: Project applicants are encouraged to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.**

**C5.1. Overhead Weather Protection Design Elements:** Overhead weather protection should be designed with consideration given to:

- a. the overall architectural concept of the building
- 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.

**C6 Develop the Alley Façade: To increase pedestrian safety, comfort, and interest, develop portions of the alley facade in response to the unique conditions of the site or project.**

- C6.1. Alley Activation:** Consider enlivening and enhancing the alley entrance by:
- a. extending retail space fenestration into the alley one bay;
  - b. providing a niche for recycling and waste receptacles to be shared with nearby, older buildings lacking such facilities; and
  - c. adding effective lighting to enhance visibility and safety.

- C6.2. Alley Parking Access:** Enhance the facades and surfaces in and adjacent to the alley to create parking access that is visible, safe, and welcoming for drivers and pedestrians. Consider
- d. locating the alley parking garage entry and/ or exit near the entrance to the alley;
  - e. installing highly visible signage indicating parking rates and availability on the building facade adjacent to the alley; and
  - f. chamfering the building corners to enhance pedestrian visibility and safety where alley is regularly used by vehicles accessing parking and loading.

***Belltown Supplemental Guidance:***

**C6.I. Address Alley Functions:**

- 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.

**C6.II. 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.

**C6.III. Architectural Concept:**

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

**VEHICULAR ACCESS AND PARKING**

**E3 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.

**E3.1. Methods of Integrating Service Areas:** Consider incorporating one or more of the following to help minimize these impacts:

- a. Plan service areas for less visible locations on the site, such as off the alley.
- b. Screen service areas to be less visible.
- c. Use durable screening materials that complement the building.
- d. Incorporate landscaping to make the screen more effective.
- e. Locate the opening to the service area away from the sidewalk.

#### **DEVELOPMENT STANDARD DEPARTURES**

The Board's recommendation on the requested departure(s) will be based on the departure's potential to help the project better meet these design guidelines priorities and achieve a better overall project 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 no departures were requested:

#### **BOARD DIRECTION**

At the conclusion of the EARLY DESIGN GUIDANCE meeting, the Board recommended moving forward to MUP application.