



**INITIAL EARLY DESIGN GUIDANCE OF THE  
DOWNTOWN DESIGN REVIEW BOARD**

---

Project Number: 3028930  
Address: 314 Bell St  
Applicant: Mancong Lin – Bumgardner Architects  
Date of Meeting: Tuesday, March 06, 2018  
Board Members Present: JP Emery  
Anjali Grant (Chair)  
Grace Leong  
Aaron Argyle  
Board Members Absent: Bradley Calvert  
Belinda Bail  
SDCI Staff Present: Beth Hartwick

---

**SITE & VICINITY**

**Site Zone:** DMR/C 280/125

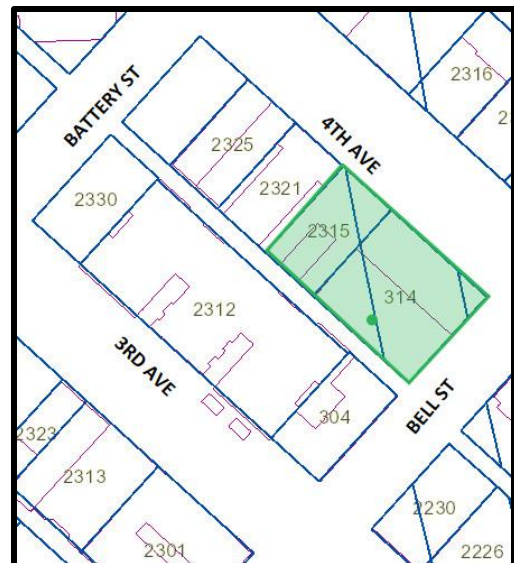
**Nearby Zones:** (North) DMR/C 280/125  
(South) DMR/R 145/65  
(East) DMR/C 280/125  
(West) DMR/R 145/65

**Lot Area:** 19,440 sq. ft.

**Access:** The site has access from 4<sup>th</sup> Ave, Bell St., and an alley.

**Environmentally Critical Areas:** None

**Current Development:** The site is occupied by two one-story commercial structures built in 1914 and 1923, and a surface parking lot.



**Surrounding Development and Neighborhood Character:** Directly to the northwest is a 4-story brick apartment building constructed in 1918, known as Fleming Apartments. Across the alley is a 4-story brick apartment building constructed in 1916, known as Adams Apartments and an 8-story mixed apartment structure constructed in 2008. Across Bell St is 14-story mixed use residential structure built in 1978.

To the northeast across 4<sup>th</sup> Ave is the historical landmark Franklin Apartments and two single-story commercial structures built in the 1920's. The site of these three buildings is in review for a mixed use residential tower under project number #3018968. As part of that project the Historical Landmark Franklin Apartments will be renovated.

The site is located in the Belltown neighborhood. The immediate area includes a variety of commercial and residential uses. The site abuts Bell St which is classified as a Green Street and has been developed into the Bell St Park, which is overseen by the Parks Department.

#### **PROJECT DESCRIPTION**

Design Review Early Design Guidance for a 30-story, 325 unit apartment building above retail space. Parking for 250 vehicles to be provided. Existing structures to be demolished.

The design packet includes information presented at the 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>

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

**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)

#### **INITIAL EARLY DESIGN GUIDANCE March 6, 2018**

#### **PUBLIC COMMENT**

The following public comments were offered at this meeting:

- Appreciated the design team's effort to minimize impacts on the Fleming apartments to the northwest.

- Supported the departures as they will allow light and air to the neighboring buildings and will “be a good neighbor.”
- Supported the design and family friendly units with a range of bedrooms.
- Concerned that views from nearby residential towers will be impacted by the size and location of the tower.
- Stated that alley functions are by necessity unpleasant and doesn’t understand the “alley culture,” as described by the design team.
- Concerned that the charm of Belltown and quality of life is being eroded by this and other proposed development.
- Concerned that additional tall buildings will “close in” the neighborhood and block natural light.
- Encouraged a design with smaller floor plates at the top to help preserve views.
- Stated that the open space should be along Bell St, not the alley.
- Encouraged moving the building mass away from Bell St.
- Stated that large deviations from the code are not appropriate.
- Noted that traffic currently impacts the area.
- Questioned if the proposed community garden will be open to the public.
- Concerned about tree removals due to development.
- Encouraged the design team to be more mindful of impacts to neighborhood and did not support a large tower.

SDCI staff also summarized design related comments received in writing prior to the meeting:

- Concerned that options #2 and #3 do not provide the Green Street setbacks and the justification for not providing this setback should be clear and strong. These two massing proposals would unnecessarily tower over the Bell Street Park and don't seem to provide sufficient reason for granting this departure.
- Supported the changes requested for the design and believed the design complements the immediate neighborhood, takes into consideration the adjoining historical buildings, and adds the opportunity for street level activity and activation for Bell Street Park.
- Noted the developer has done a good job engaging the community and understanding the unique character and perspectives of Belltown.
- Concerned that the extra 4 stories of height in exchange for funding for low income housing will result in a taller 30-story building adjacent to the 24-story tower to the northwest.
- Noted that the Belltown skyline will no longer taper to the waterfront resulting in a corrupted and unattractive skyline.
- Encouraged consideration of lowering the height of this building.
- Supported the positive impact on nearby residents that the setbacks will provide with light, air, and privacy.
- Expressed that alley activation that will occur from having a landscaped pass through between the Fleming and the new building.
- Supported the respect shown for the Fleming and the Adams buildings, in terms of preserving the fabric of Belltown.

- Supported the positive impact of a one-story podium around much of this building, in contrast to a 65-foot podium.
- Stated the project will have a positive impact on the Bell Street Park with the setback, including that the setback from the Adams building that provides significant relief in comparison to the allowed 65-foot podium.
- Supported the multiple retail openings along Bell Street with outdoor seating and the retail wrapping the corner into the alley,
- Supported that minimal additional shading to the Bell St park that will occur, due to the building's 45-degree orientation to nearby development.
- Expressed they were pleased by the proposed design of the 4th and Bell project.
- Supported the preferred option which forgoes the podium with a corresponding proportionate increase to the tower floor plates.
- Supported the design, noting that the city doesn't need more wedding-cake shaped buildings with bulky parking garage podiums.
- Noted that the site is surrounded by historic brick apartments and the design to move their tower south away from the Fleming and east away from the Adams will give these adjacent structures light, air, and avoid being dominated by a 280' tower. Supported departures to achieve this, as it results in a better design for the neighborhood.
- Supported the 10 "Family Friendly" units and an at grade open space ("secret garden") adjacent to the existing light court on the south side of the Fleming.

The following comments were received from OPCD:

- Concerned with the requested departure from Green St setback, and did not support the departure as Green St setbacks are meant to provide additional light and air to a pedestrian intensive park-street. The rationale for the departures described on page 63 of the EDG packet is weak, as the Green Street setback is about form and street definition, not floor area. Also, this setback along Bell St. would respect the 2 existing apartments on the north side of Bell St.
- Encouraged the Design Review Board to insist on a more design and form-based rationale for granting this departure.
- Noted that the common amenity open space is located on the backside of the building rather than off Bell St, and expressed that common amenity decks on the Bell St frontage would better activate the Bell St. park with people, kids playing, etc., compared with two private terraces which would most likely be empty most of the time. Decks on Bell St are sure to get morning and mid-day sun.
- Concerned the existing newer 5 story building along the west side of the alley will perpetually shade the level 2 amenity terraces shown at the north on the preferred option.

The following comment was received from the Park Department:

- Expressed preliminary support for the removal of the trees abutting the subject site. Consider compensate for the loss of the trees with extra planting in the remaining planters.
- Stated that new frontage should be consistent with the design spirit of Bell Street Park.

One purpose of the design review process is for the Board and City to receive comments from the public that help to identify feedback and concerns about the site and design concept, identify applicable citywide and neighborhood design guidelines of highest priority to the site and explore conceptual design, siting alternatives and eventual architectural design. Concerns with off-street parking, traffic and construction impacts are reviewed as part of the environmental review conducted by SDCI and are not part of this review.

All public comments submitted in writing for this project can be viewed using the following link and entering the project number: <http://web6.seattle.gov/dpd/edms/>

### **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.

1. **Massing:** The Board supported the podium, the one-story base, and the sensitivity to the streetscape and neighboring structures in Option 3. They noted that much care was given to the ground level and fitting into the immediate neighborhood, but that the whole massing was not thought through. The design appeared to be driven by two small neighboring brick buildings across the alley (Adams) and northwest of the site (Fleming), instead of being driven by the context of the overall Belltown neighborhood and Bell St, which is a Green Street. The Board was concerned that given the magnitude of the departures the project was requesting, additional tower studies that include consideration of the location of the amenity spaces were needed. (A1.1, A1.2, B1.1, B4.1, D3.II)
  - a. Provide additional studies that consider the treatment of Bell St, the amenity space on the 2<sup>nd</sup> level that face Bell St, and the tower placement. (B1.1,D1.3)
  - b. Supported the base and podium design of Option 3. (B4.1, D1.I)
  
2. **Tower:** The Board noted that the tower location and massing were very similar in Options 2 and 3, and encouraged a design with a tower placement that respects Bell St and considers the bulk and building width along 4<sup>th</sup> Ave. The Board stated the need for additional study and graphics that show a comparison of a code compliant tower and a preferred tower massing. The placement of the tower with a setback from the Fleming building abutting the site is more critical than a setback from the Adams building, and moving towards the Adams would allow a better tower configuration. The Board was concerned about how the tower meets the lower levels at the corner of Bell St and 4<sup>th</sup> Ave, and how it holds the edge at the corner. They appreciated the rendered vignette sketches but questioned where the material transition would happen. (B2.1, B4.1, B4.2, B4.3)
  - a. Provide an additional option that respects the Bell St setback and shifts some of the massing closer to the alley to mitigate the bulk along 4<sup>th</sup> Ave. (B1.1, B2.3)

- b. Consider using the vertical notch along 4<sup>th</sup> Ave to break the massing into two narrower masses. (B2.3)
  - c. Provide graphics that show a comparison of a code compliant tower that is viable (not simply a zoning envelope) and a preferred tower massing. Provide graphics showing how the massing of the tower options will look from different vantage points. (A2, B2.1)
  - d. For all options provide views from all sides, showing how the tower will be viewed from 3<sup>rd</sup> Ave. (A2, B2.1)
  - e. Provide a sketch that shows the material transition above the lower levels of the building (similar to the sketch of the lower levels on page 53). (B4.3)
3. **Amenity Space:** The Board debated the location of the common and private amenity spaces on the 2<sup>nd</sup> level, which is a code requirement for the proposed ten 3-bedroom units on that level. The Board noted that the OPCD comments on the location of the amenity space were compelling. They noted the location of the common amenity playground in Option 3 was not necessarily the best location, since the playground at the second level might conflict with the garden/café space one story below and adjacent to the edge of the playground. The Board stated that programmatically, it would be better to pull back the second story and locate the playground off Bell St. (B1.1, D1.3)
- a. Provide an option with a second story setback on Bell St and a playground/common amenity area that would activate Bell St. (B1.1, D1.3)
4. **Streetscape and Ground Level Treatment:** The Board was supportive the of the “exceptionally well done” ground level design with its well thought out location and size of the retail spaces. (D2.2, D3.II, B4.2)
- a. Continue to provide a design that will activate the street level along 4<sup>th</sup> Ave, Bell St and potentially the alley. (C6.1, C6.II, C6.III, D2.2, D3.II)
  - b. Maintain the setback from the Fleming building. (C1.VI, D1.I)

**For the 2<sup>nd</sup> EDG provide the following:**

- Provide an additional option that respects the Bell St setback, and shifts some of the massing closer to the alley to mitigate the bulk along 4<sup>th</sup> Ave.
- Provide graphics that show a comparison of a code compliant tower that is viable (not simply a zoning envelope) and a preferred tower massing. Provide graphics showing how the massing of the tower will look from different vantage points.
- For all options provide views from all sides, showing how the tower will be viewed from 3<sup>rd</sup> Ave.
- Provide a sketch that shows the material transition above the lower levels building on the sketch on page 53.
- Provide an option with a second story setback on Bell St and locate the playground/common amenity area to activate Bell St.

**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 Initial Early Design Guidance the following departures were requested:

1. **Overhead Weather Protection (SMC23.49.018.A):** The Code requires continuous overhead weather protection for new development along the entire street frontage of a lot except along those portions of the structure facade that are located farther than five (5) feet from the street property line or widened sidewalk on private property, or abut a bonused open space amenity feature, or are separated from the street property line or widened sidewalk on private property by a landscaped area at least two (2) feet in width...

The applicant proposed canopies that are not continuous in some locations that were not specified in the Early Design Guidance packet.

The Board did not discuss this departure.

2. **Coverage (SMC23.49.158.A.1)** The Code requires that portions of structures above 65 feet shall not exceed the coverage limits in Table A for [23.49.158](#): which is determined by lot size. The subject lot is approx. 19,440 sq. ft. so maximum allowed coverage is 100% up to 65 feet in height, 65% between 65 to 85 feet height, 55% between 85 to 145 feet in height and 45% between 145 to 280 feet in height.

The applicant proposed 61.7% coverage between 85 to 145 feet in height, and 61.7% coverage between 145 to 280 feet in height.

The Board stated that the tower departures need to be requested individually with plans, sections and elevations as needed, in comparison to a code compliant tower, before the Board can fully understand or consider the departure requests.

3. **Story Size (SMC23.49.158.B)** The code requires that each story in portions of structures above 145 feet in height shall have a maximum gross floor area of 8,800 square feet.

The applicant proposed stories above 145 feet in height to have up to 11,996 square feet of area.

The Board stated that the tower departures need to be requested individually with plans, sections and elevations as needed, in comparison to a code compliant tower, before the Board can fully understand or consider the departure requests.

4. **Width and Depth Limits (SMC23.49.164.A)** The code requires a maximum width and depth for the portion of a structure above 65 feet in height is established in Table A for [23.49.164](#), which is determined by lot size. The maximum applies to the width and depth of portions of structures as measured parallel to any street lot line. The subject lot is approx. 19,440 sq. ft. so the allowable width and depth between 65 to 145 feet in height is 120 feet and the allowable width and depth above 145 feet in height is 100 feet.

The applicant proposed a width along 4<sup>th</sup> Ave between 65 to 145 feet in height of 141 feet and above 145 feet in height of 141’.

The Board stated that the tower departures need to be requested individually with plans, sections and elevations as needed, in comparison to a code compliant tower, before the Board can fully understand or consider the departure requests.

5. **Green Street Setbacks (SMC23.49.166.B)** The code requires a setback from the street lot line abutting a green street designated on Map 1B. The setback shall be 10 feet for portions of structures above 65 feet in height to a maximum of 85 feet; and for each portion of a structure above 85 feet in height, an additional setback is required at a rate of one foot of setback for every five feet that the height of such portion exceeds 85 feet.

The applicant proposed that the façade along Bell St have no setback above 65 feet in height.

The Board stated that the tower departures need to be requested individually with plans, sections and elevations as needed, in comparison to a code compliant tower, before the Board can fully understand or consider the departure requests.

## DESIGN REVIEW GUIDELINES

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

### SITE PLANNING AND MASSING\*9

**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.).

**A1.2. Response to Planning Efforts:** Some areas downtown are transitional environments, where existing development patterns are likely to change. In these areas, respond to the urban form goals of current planning efforts, being cognizant that new development will establish the context to which future development will respond.

***Belltown Supplemental Guidance:***

**A1.I. Views:** 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.

**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;

**A1.III. Topography:** 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.

**A2 Enhance the Skyline: Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing landmarks while responding to the skyline’s present and planned profile.**

**A2.1. Desired Architectural Treatments:** Use one or more of the following architectural treatments to accomplish this goal:

- a. sculpt or profile the facades;
- b. specify and compose a palette of materials with distinctive texture, pattern, or color;
- c. provide or enhance a specific architectural rooftop element.

**A2.2. Rooftop Mechanical Equipment:** In doing so, enclose and integrate any rooftop mechanical equipment into the design of the building as a whole.

**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.

**B1.2. Land Uses:** Also, consider the design implications of the predominant land uses in the area surrounding the site.

#### ***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.II. Historic Style:** Complement the architectural character of an adjacent historic building or area; however, imitation of historical styles is discouraged. References to period architecture should be interpreted in a contemporary manner.

**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.

#### **B2 Create a Transition in Bulk and Scale: Compose the massing of the building to create a transition to the height, bulk, and scale of development in nearby less-intensive zones.**

**B2.1. Analyzing Height, Bulk, and Scale:** Factors to consider in analyzing potential height, bulk, and scale impacts include:

- a. topographic relationships;
- b. distance from a less intensive zone edge;
- c. differences in development standards between abutting zones (allowable building height, width, lot coverage, etc.);
- d. effect of site size and shape;
- e. height, bulk, and scale relationships resulting from lot orientation (e.g., back lot line to back lot line vs back lot line to side lot line); and
- f. type and amount of separation between lots in the different zones (e.g., separation by only a property line, by an alley or street, or by other physical features such as grade changes); g. street grid or platting orientations.

**B2.2. Compatibility with Nearby Buildings:** In some cases, careful siting and design treatment may be sufficient to achieve reasonable transition and mitigation of height, bulk, and scale impacts. Some techniques for achieving compatibility are as follows:

- h. use of architectural style, details (such as roof lines, beltcourses, cornices, or fenestration), color, or materials that derive from the less intensive zone.
- i. architectural massing of building components; and
- j. responding to topographic conditions in ways that minimize impacts on neighboring development, such as by stepping a project down the hillside.

**B2.3. Reduction of Bulk:** In some cases, reductions in the actual bulk and scale of the proposed structure may be necessary in order to mitigate adverse impacts and achieve an acceptable level of compatibility. Some techniques which can be used in these cases include:

- k. articulating the building's facades vertically or horizontally in intervals that reflect to existing structures or platting pattern;
- l. increasing building setbacks from the zone edge at ground level;
- m. reducing the bulk of the building's upper floors; and
- n. limiting the length of, or otherwise modifying, facades.

**B3 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.**

**B3.1. Building Orientation:** In general, orient the building entries and open space toward street intersections and toward street fronts with the highest pedestrian activity. Locate parking and vehicle access away from entries, open space, and street intersections considerations.

**B3.2. Features to Complement:** Reinforce the desirable patterns of massing and facade composition found in the surrounding area. Pay particular attention to designated landmarks and other noteworthy buildings. Consider complementing the existing:

- a. massing and setbacks,
- b. scale and proportions,
- c. expressed structural bays and modulations,
- d. fenestration patterns and detailing,
- e. exterior finish materials and detailing,
- f. architectural styles, and
- g. roof forms.

**B3.3. Pedestrian Amenities at the Ground Level:** Consider setting the building back slightly to create space adjacent to the sidewalk conducive to pedestrian-oriented activities such as vending, sitting, or dining. Reinforce the desirable streetscape elements found on adjacent blocks. Consider complementing existing:

- h. public art installations,
- i. street furniture and signage systems,
- j. lighting and landscaping, and
- k. overhead weather protection.

***Belltown Supplemental Guidance:***

**B3.1. Respond to Nearby Design Features:** 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.

**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).

**C2 Design Facades of Many Scales: Design architectural features, fenestration patterns, and material 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.**

**C2.1. Modulation of Facades:** Consider modulating the building facades and reinforcing this modulation with the composition of:

- a. the fenestration pattern;
- b. exterior finish materials;
- c. other architectural elements;
- d. light fixtures and landscaping elements; and
- e. the roofline.

**C3 Provide Active — Not Blank — Facades: Buildings should not have large blank walls facing the street, especially near sidewalks.**

**C3.1. Desirable Facade Elements:** Facades which for unavoidable programmatic reasons may have few entries or windows should receive special design treatment to increase pedestrian safety, comfort, and interest. Enliven these facades by providing:

- a. small retail spaces (as small as 50 square feet) for food bars, newstands, and other specialized retail tenants;
- b. visibility into building interiors;
- c. limited lengths of blank walls;
- d. a landscaped or raised bed planted with vegetation that will grow up a vertical trellis or frame installed to obscure or screen the wall’s blank surface;
- e. high quality public art in the form of a mosaic, mural, decorative masonry pattern, sculpture, relief, etc., installed over a substantial portion of the blank wall surface;
- f. small setbacks, indentations, or other architectural means of breaking up the wall surface;
- g. different textures, colors, or materials that break up the wall’s surface.
- h. special lighting, a canopy, awning, horizontal trellis, or other pedestrian-oriented feature to reduce the expanse of the blank surface and add visual interest;
- i. seating ledges or perches (especially on sunny facades and near bus stops);
- j. merchandising display windows or regularly changing public information display cases.

**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.

**PUBLIC AMENITIES**

**D1 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.**

**D1.1. Pedestrian Enhancements:** Where a commercial or mixed-use building is set back from the sidewalk, pedestrian enhancements should be considered in the resulting street frontage. Downtown the primary function of any open space between commercial buildings and the sidewalk is to provide access into the building and opportunities for outdoor activities such as vending, resting, sitting, or dining.

- a. All open space elements should enhance a pedestrian oriented, urban environment that has the appearance of stability, quality, and safety.
- b. Preferable open space locations are to the south and west of tower development, or where the siting of the open space would improve solar access to the sidewalk.
- c. Orient public open space to receive the maximum direct sunlight possible, using trees, overhangs, and umbrellas to provide shade in the warmest months. Design such spaces to take advantage of views and solar access when available from the site.



d. The design of planters, landscaping, walls, and other street elements should allow visibility into and out of the open space.

**D1.2. Open Space Features:** Open spaces can feature art work, street furniture, and landscaping that invite customers or enhance the building's setting. Examples of desirable features to include are:

- a. visual and pedestrian access (including barrier-free access) into the site from the public sidewalk;
- b. walking surfaces of attractive pavers;
- c. pedestrian-scaled site lighting;
- d. retail spaces designed for uses that will comfortably "spill out" and enliven the open space;
- e. areas for vendors in commercial areas;
- f. landscaping that enhances the space and architecture;
- g. pedestrian-scaled signage that identifies uses and shops; and
- h. site furniture, art work, or amenities such as fountains, seating, and kiosks. residential open space

**D1.3. Residential Open Space:** Residential buildings should be sited to maximize opportunities for creating usable, attractive, well-integrated open space. In addition, the following should be considered:

- i. courtyards that organize architectural elements while providing a common garden;
- j. entry enhancements such as landscaping along a common pathway;
- k. decks, balconies and upper level terraces;
- l. play areas for children;
- m. individual gardens; and
- n. location of outdoor spaces to take advantage of sunlight.

***Belltown Supplemental Guidance:***

**D1.1. Active Open Space:** As a dense, urban neighborhood, Belltown views its streets as its front porches, and its parks and private plazas and spaces as its yards and gardens. The design and location of urban open spaces on a site or adjoining sidewalk is an important determinant in a successful environment, and the type and character of the open space should be influenced by the building's uses.

- a. Mixed-use developments are encouraged to provide usable open space adjacent to retail space, such as an outdoor cafe or restaurant seating, or a plaza with seating.
- b. Locate plazas intended for public use at/or near street grade to promote physical and visual connection to the street; on-site plazas may serve as a well-defined transition from the street. Take views and sun exposure into account as well.
- c. Define and contain outdoor spaces through a combination of building and landscape, and discourage oversized spaces that lack containment.
- d. The space should be well-buffered from moving cars so that users can best enjoy the space.

**D2 Enhance the Building with Landscaping: Enhance the building and site with generous landscaping— which includes special pavements, trellises, screen walls, planters, and site furniture, as well as living plant material.**

**D2.1. Landscape Enhancements:** Landscape enhancement of the site may include some of the approaches or features listed below:

- a. emphasize entries with special planting in conjunction with decorative paving and/or lighting;
- b. include a special feature such as a courtyard, fountain, or pool;
- c. incorporate a planter guard or low planter wall as part of the architecture;
- d. distinctively landscape open areas created by building modulation;
- e. soften the building by screening blank walls, terracing retaining walls, etc;
- f. increase privacy and security through screening and/or shading;
- g. provide a framework such as a trellis or arbor for plants to grow on;
- h. incorporate upper story planter boxes or roof planters;
- i. provide identity and reinforce a desired feeling of intimacy and quiet;
- j. provide brackets for hanging planters;
- k. consider how the space will be viewed from the upper floors of nearby buildings as well as from the sidewalk; and
- l. if on a designated Green Street, coordinate improvements with the local Green Street plan.

**D2.2. Consider Nearby Landscaping:** Reinforce the desirable pattern of landscaping found on adjacent block faces.

- m. plant street trees that match the existing planting pattern or species;
- n. use similar landscape materials; and
- o. extend a low wall, use paving similar to that found nearby, or employ similar stairway construction methods.

***Belltown Supplemental Guidance:***

**D2.1. Belltown-Specific Landscape Character:** 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 (e.g., Growing Vine Street).

**D3 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.**

**D3.1. Public Space Features and Amenities:** Incorporate one or more of the following a appropriate:

- a. public art;
- b. street furniture, such as seating, newspaper boxes, and information kiosks;
- c. distinctive landscaping, such as specimen trees and water features;
- d. retail kiosks;
- e. public restroom facilities with directional signs in a location easily accessible to all; and
- f. public seating areas in the form of ledges, broad stairs, planters and the like, especially near public open spaces, bus stops, vending areas, on sunny facades, and other places where people are likely to want to pause or wait.

**D3.2. Intersection Focus:** Enliven intersections by treating the corner of the building or sidewalk with public art and other elements that promote interaction (entry, tree, seating, etc.) and reinforce the distinctive character of the surrounding area.

#### ***Belltown Supplemental Guidance:***

**D3.I. Art and Heritage:** Art and History are vital to reinforcing a sense of place. Consider incorporating the following into the siting and design:

- a. vestiges of Belltown Heritage, such as preserving existing stone sidewalks, curbs
- b. art that relates to the established or emerging theme of that area (e.g., Western, 1st, 2nd, 3rd Avenue street specific character.
- c. install plaques or other features on the building that pay tribute to Belltown history.

**D3.II. 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.

**D3.III: Street Furniture/Furnishings along Specific Streets:** 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.

- a. 1st Avenue: Any new installations between Denny Way and Virginia Street should continue the established character of the street by using unique pieces of inexpensive and salvaged materials such as the Wilkenson sandstone pieces that are currently in place. South of Virginia, new installations should reflect the character of the Pike Place Market.
- b. 3rd Avenue: New installations on 3rd Avenue should continue to be “civic” and substantial and be reflective of the role the street plays as a major bus route.
- c. 2nd Avenue: New installations on 2nd Avenue should continue the style of “limited edition” street art that currently exists between Cedar Street and Virginia Street.
- d. 4th Avenue: Street furnishings on 4th Avenue should be “off-the-shelf”/ catalogue modern to reflect the high-rise land uses existing or permitted along that corridor.
- e. 1st , 2nd and 3rd Avenues: Sidewalks should be wide and pedestrian amenities like benches, kiosks and pedestrian-scale lighting are especially important on promenade streets.

f. 5th Avenue: Installations on 5th Avenue are encouraged to have a futuristic or “googie” architectural theme to reflect the presence of the monorail as part of the streetscape.

g. Elliott Avenue: These streets offer good connections between Pike Place Market and the new sculpture garden. The area is experiencing a fair amount of residential growth. Like 1st Avenue, these streets are receiving eclectic public art and varied facades, and ultimately both will become promenade-type streets.

**D3.IV. Street Edge/Furnishings:** Concentrate pedestrian improvements at intersections with Green Streets (Bell, Blanchard, Vine, Cedar between 1st and Elliott, Clay, Eagle, and Bay Streets). Pedestrian crossings should be “exaggerated,” that is they should be marked and illuminated in a manner where they will be quickly and clearly seen by motorists.

**D4 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.**

**D4.1. Desired Signage Elements:** Signage should be designed to:

- a. facilitate rapid orientation
- b. add interest to the street level environment
- c. reduce visual clutter
- d. unify the project as a whole
- e. enhance the appearance and safety of the downtown area.

**D4.2. Unified Signage System:** If the project is large, consider designing a comprehensive building and tenant signage system using one of the following or similar methods:

- a. signs clustered on kiosks near other street furniture or within sidewalk zone closest to building face;
- b. signs on blades attached to building facade;
- c. signs hanging underneath overhead weather protection.

**D4.3. Signage Types:** Also consider providing:

- d. building identification signage at two scales: small scale at the sidewalk level for pedestrians, and large scale at the street sign level for drivers;
- e. sculptural features or unique street furniture to complement (or in lieu of) building and tenant signage;
- f. interpretive information about building and construction activities on the fence surrounding the construction site.

**D4.4. Discourage Upper-Level Signage:** Signs on roofs and the upper floors of buildings intended primarily to be seen by motorists and others from a distance are generally discouraged.

**D5 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, in landscaped areas, and on signage.**

**D5.1. Lighting Strategies:** Consider employing one or more of the following lighting strategies as appropriate.

- a. Illuminate distinctive features of the building, including entries, signage, canopies, and areas of architectural detail and interest.
- b. Install lighting in display windows that spills onto and illuminates the sidewalk.
- c. Orient outside lighting to minimize glare within the public right-of-way.

**D6 Design for Personal Safety & Security: Design the building and site to promote the feeling of personal safety and security in the immediate area.**

**D6.1. Safety in Design Features:** To help promote safety for the residents, workers, shoppers, and visitors who enter the area:

- a. provide adequate lighting;
- b. retain clear lines of sight into and out of entries and open spaces;
- c. use semi-transparent security screening, rather than opaque walls, where appropriate;
- d. avoid blank and windowless walls that attract graffiti and that do not permit residents or workers to observe the street;
- e. use landscaping that maintains visibility, such as short shrubs and/or trees pruned so that all branches are above head height;
- f. use ornamental grille as fencing or over ground-floor windows in some locations;
- g. avoid architectural features that provide hiding places for criminal activity;
- h. design parking areas to allow natural surveillance by maintaining clear lines of sight for those who park there, for pedestrians passing by, and for occupants of nearby buildings;
- i. install clear directional signage;
- j. encourage “eyes on the street” through the placement of windows, balconies, and street-level uses; and
- k. ensure natural surveillance of children’s play areas.

**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.

**BOARD DIRECTION**

At the conclusion of the Initial Early Design Guidance meeting, the Board recommended the project return for another EDG meeting in response to the guidance provided.