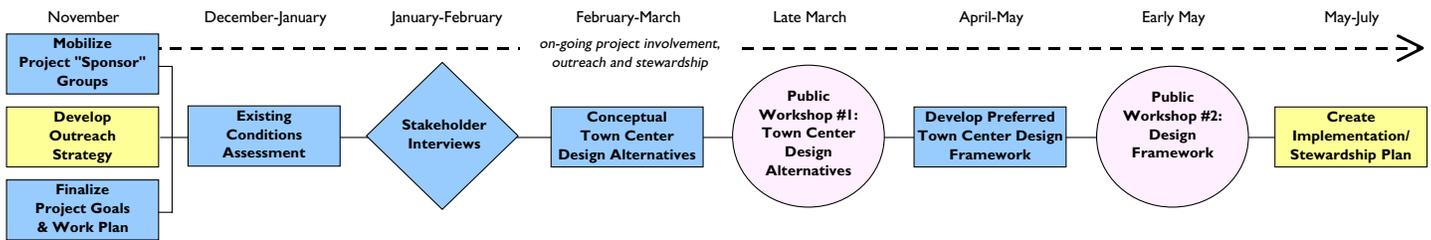


A design framework FOR THE OTHELLO TOWN CENTER

August 2001

This pamphlet summarizes the Othello Town Center planning effort that was initiated by the City of Seattle Strategic Planning Office (SPO) and cosponsored by the MLK@Holly Stewardship Group and the Holly Park Merchants Association in 2001. The primary goal of this effort was to establish a design framework for a Town Center for the MLK@Holly neighborhood. This design framework will provide city staff, community groups and local residents with a comprehensive record of ideas and

intentions formulated throughout the planning process and guide the decision-making process as individual steps to create the Town Center are undertaken in the future. In order to achieve this goal, the project sponsors retained an urban design and planning consultant to involve the community and to develop a Town Center design framework. In December 2000, project sponsors developed a project approach that is outlined below:



PLANNING CONTEXT OF THE TOWN CENTER

The Othello Town Center design framework builds on the vision and community goals outlined in the MLK@Holly Neighborhood Plan and the Othello Station Area Planning Recommendations.

MLK@Holly Neighborhood Plan

The vision of establishing a mixed-use Town Center in this location was first developed in the MLK@Holly Neighborhood Plan (adopted by City Council in 1998). The plan anticipated the development of the Othello light rail station and identified opportunities for higher density, mixed-uses that

foster a pedestrian-oriented environment in the commercial district along MLK Jr. Way South. The Town Center, located near the light rail station, was to provide a focus for the neighborhood itself and the commercial district that previously has been lacking.

Light Rail Station Area Planning

Station Area Planning is a City of Seattle sponsored program that encourages mixed-use development, housing, open space and community services within walking distance of Sound Transit Link light rail stations. The light rail station at Othello

Street will provide easy access to transit at the core of the Town Center and, in the long-term, will support local businesses and services by increasing pedestrian activity and neighborhood vitality. In September 2000, the City Council also adopted Concept-level Station Area Planning recommendations for this area, providing additional policy guidance for the Town Center effort.

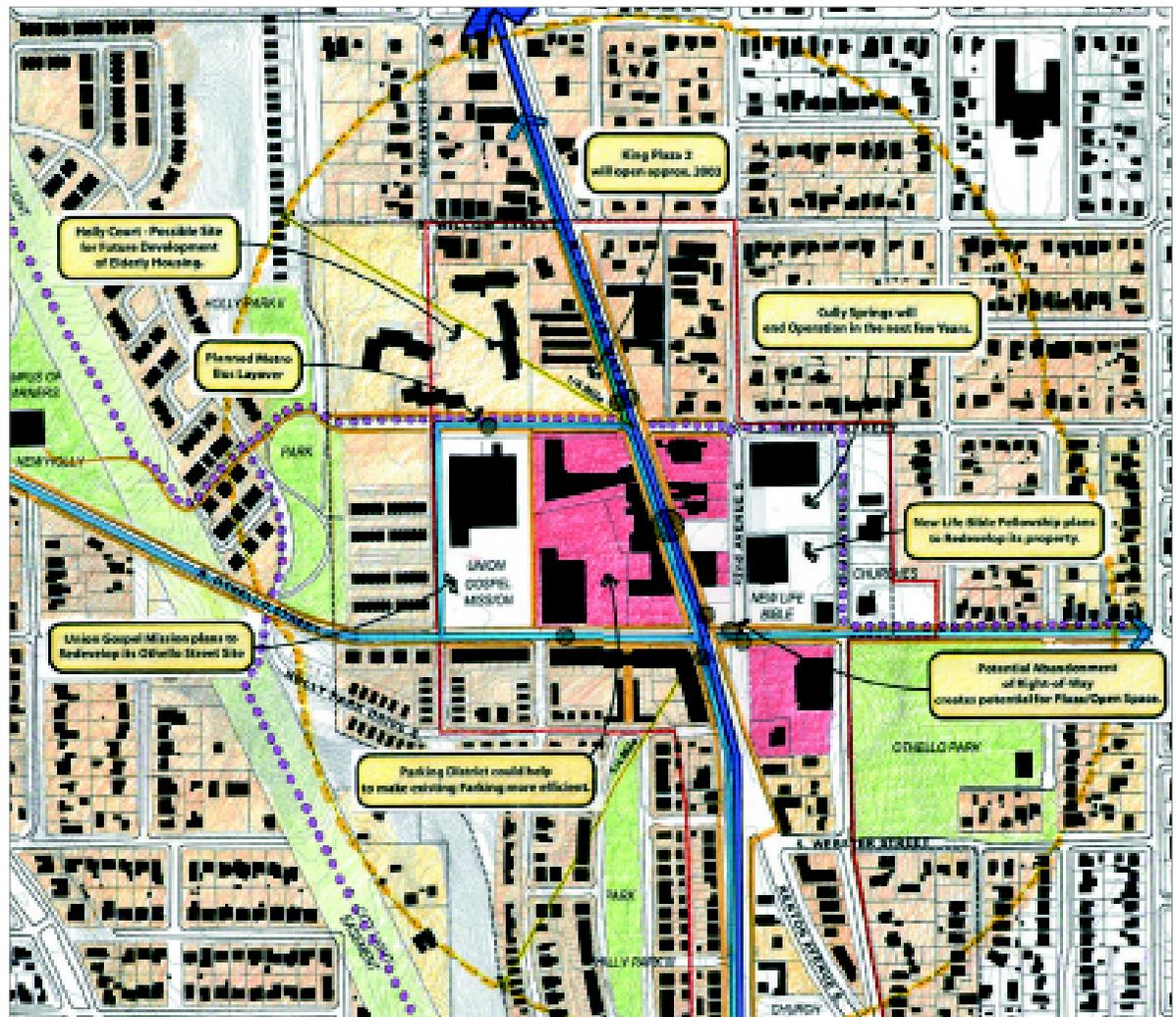


View looking north on 39th Avenue South from South Othello Street (with on-street Metro bus layover area)



EXISTING CONDITIONS AND OPPORTUNITIES

The Opportunities and Transportation diagram illustrates the spatial relationship of existing residential and commercial areas and major open spaces as well as how they are linked by pedestrian and bicycle routes. The diagram also indicates major opportunities for the development of a town center provided by the introduction of new light rail and bus transit services as well as by planned or potential development on key properties in the area.



Opportunities and Transportation Diagram

Involving Stakeholders in the Planning Process

One of the key aspects of this process was to ensure that the design framework for the Town Center adequately reflects the plans and desires of property owners and businesses that will ultimately make the Town Center a reality. SPO and its consultants conducted interviews with owners of key properties in the immediate Town Center area to gain a better understanding of how future private investments could be coordinated with other investments. These included New Life Bible Fellowship, Union Gospel Mission, International Community Health Services, Washington Mutual, Jiffy Cleaners, David Silver's Dental Office, the Mycon Family, King Plaza, and Safeway. Additional property owners were contacted by SPO but did not agree to an interview.

During the interviews, stakeholders were asked to describe their vision for an Othello Town Center and the kinds of improvements they would like to see or thought would help achieve their vision. The second half of the interview consisted of a discussion of the stakeholders' near or long-term plans for their properties and how stakeholders thought their plans contributed to their vision for a Town Center.

In general, the idea of a Town Center as it was conceived in the MLK@Holly Neighborhood Plan still met with interest among the majority of the interviewed property owners. There was general agreement that the implementation of a Town Center would provide an opportunity for bringing services to the community that are currently lacking. Some property owners stressed the importance of attracting a strong anchor use to ensure the long-term viability of the Town Center. In addition, the idea of establishing a city-sponsored civic use as part of the Town Center ("little City Hall") was suggested to provide an additional draw to the Town Center. It was commonly expressed that a close cooperation between City agencies and property owners was important for the successful implementation of a Town Center as envisioned by the community. The need for financial incentives given to property owners was also stressed as important for achieving implementation of the desired Town Center development.

TOWN CENTER DESIGN FRAMEWORK ALTERNATIVES - PUBLIC WORKSHOP

During a public workshop on April 24th, 2001, two alternative Town Center design frameworks were presented to stakeholders and the general public for comment. Both frameworks drew from stakeholder input, site conditions and a general understanding of market demands for commercial and residential uses. These market demands will be influenced by investments that are being made in the neighborhood, such as the introduction of light rail along MLK and the completion of construction of all three phases of the redevelopment of Holly Park.

Alternative 1 presents a Town Center design framework that is largely based on the development of properties whose owners have indicated that they are currently pursuing or implementing a particular development plan or program. This includes redevelopment of properties that will be impacted by the construction of the Link light rail, particularly the “east block” of businesses located on the east side of MLK between South Myrtle and Othello Streets. It also illustrates how uses could be reconfigured so that space is utilized more effectively. For instance, the existing parking lots between Safeway and the stores facing MLK Jr. Way would be combined and reorganized to accommodate parking needs for businesses in the area more efficiently.

Investments by public agencies would include construction of light rail and improved bus services, streetscape improvements (sidewalks, street trees and two small parks) along MLK Jr. Way and Othello Streets, the rededication of 39th Avenue South as a public street, and the establishment of a city-sponsored civic use. The rededication of 39th Avenue South as a public street will provide an important connection between the residential areas of New Holly Phase 3 and new and old businesses along and north of Othello Street. The plan also suggests accommodating a civic use (“little City Hall”) in a new mixed-use building that would begin to spatially define the important northwest corner of the Othello/MLK Jr. Way intersection.

Alternative 2 presents a Town Center design framework that includes all development sites and public improvement elements considered for Alternative 1, but assumes a greater amount of private and public investment in the area. This leads to an intensified build-out of individual properties and the Town Center area as a whole. Most notably this plan assumes that Safeway would build a new store and mixed-use building at the northwest corner of Othello and MLK Jr. Way.

Alternative 2 would require additional public investment and would include increased streetscape improvements and a City-subsidized Neighborhood Transportation Center. The Neighborhood Transportation Center could include parking facilities to be shared by patrons of neighborhood businesses, and other transportation services such as bicycle parking and a bus layover facility.

The following is a quantitative summary of the commercial and residential uses contained in the two town center design framework alternatives.

	Alternative 1	Alternative 2
Commercial/Retail	78, 850 sq. ft	177,425 sq. ft
Office	80,100 sq. ft	267,225 sq. ft
Civic	71,400 sq. ft	87,400 sq. ft
Townhouses	37 units	94 units
Apartments	26 units	103 units
Live Work	26 units	n/a



Alternative 1



Alternative 2



THE PREFERRED OTHELLO TOWN CENTER DESIGN FRAMEWORK

In response to feedback received at the public workshop, Alternative 2 was modified to create the Preferred Othello Town Center design framework. To seek additional public input after developing the preferred alternative, a community event was held on June 9th, 2001. However, no significant new comments were received and the plan remained as it was presented that day. The Preferred design framework is shown in this document.

From Alternative 2, the number of new housing units included in the plan was significantly reduced, as was the number of sites considered for development. This gave the plan a greater focus on the immediate Town Center area that now was defined by Willow Street to the north and the Renton/MLK Jr. Way South intersection to the south, 43rd Avenue South to the east and 38th Avenue South to the west.

As in Alternative 2, the design framework assumes that Safeway would build a new supermarket and mixed-use building in the area's prime anchor location at the corner of South Othello Street and MLK Jr. Way. It is envisioned that small stores that back onto the supermarket would line this intersection. Offices would be located above the retail level. A parking garage would be built in conjunction with this building complex, to serve as retail parking, but also to accommodate parking needed for events at the neighboring Union Gospel Mission building. The plan also suggests the construction of a parking deck on the New Life Bible Fellowship. Such a structure would allow accommodation of parking spaces that would be required

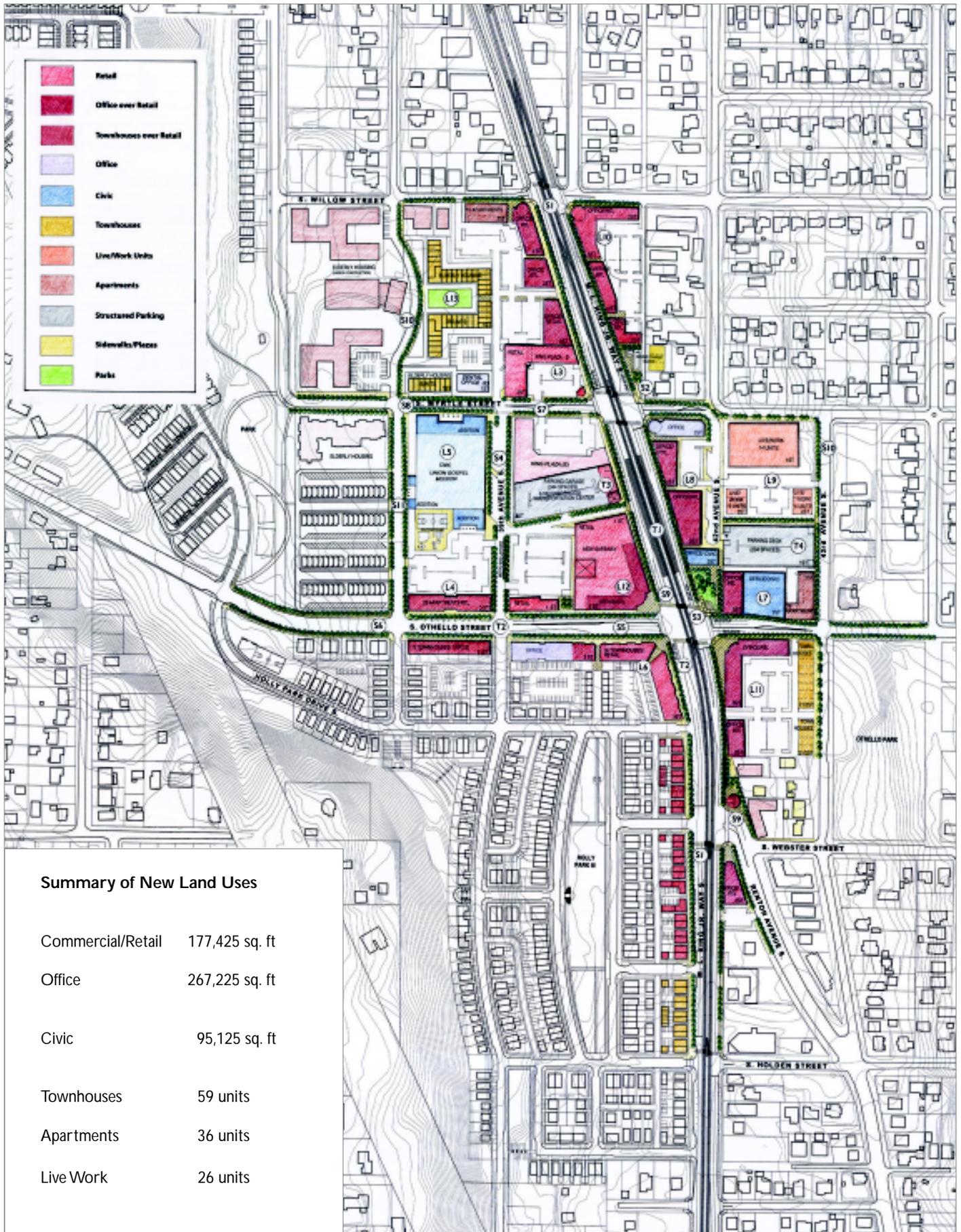
if the "east block" were to be built-up with two and three story mixed-use buildings as suggested. The plan also identifies a few opportunities for new housing units (townhouses and apartments) near the Town Center. A row of townhouses would line the western edge of Othello Park and new senior housing units could be built on the current site of Holly Court. Live/work units are envisioned where the water bottling plant currently exists on 42nd Avenue South between South Myrtle and Othello Streets.

The configuration and size of these uses, as shown in the design framework drawing on the following page, would allow businesses to provide the amount of parking currently required by the Land Use Code. However, the design framework also shows two major opportunities for shared parking facilities – one each to the east and west of MLK Jr. Way between South Myrtle and Othello Streets. Improved transit service will also allow for additional opportunities for the City to explore reductions to the parking requirement so that fewer resources will need to be spent on parking.

Investments by public agencies would include the introduction of light rail and improved bus transit services, comprehensive streetscape improvements (sidewalks, street trees and two small parks) along MLK Jr. Way and Othello Streets, and rededication of 39th Avenue South as a public street. The City would also be responsible for establishing a civic use as part of the redevelopment of the "east block."



View of northeast corner of MLK Jr. Way and South Othello Street plaza with potential Town Center Development

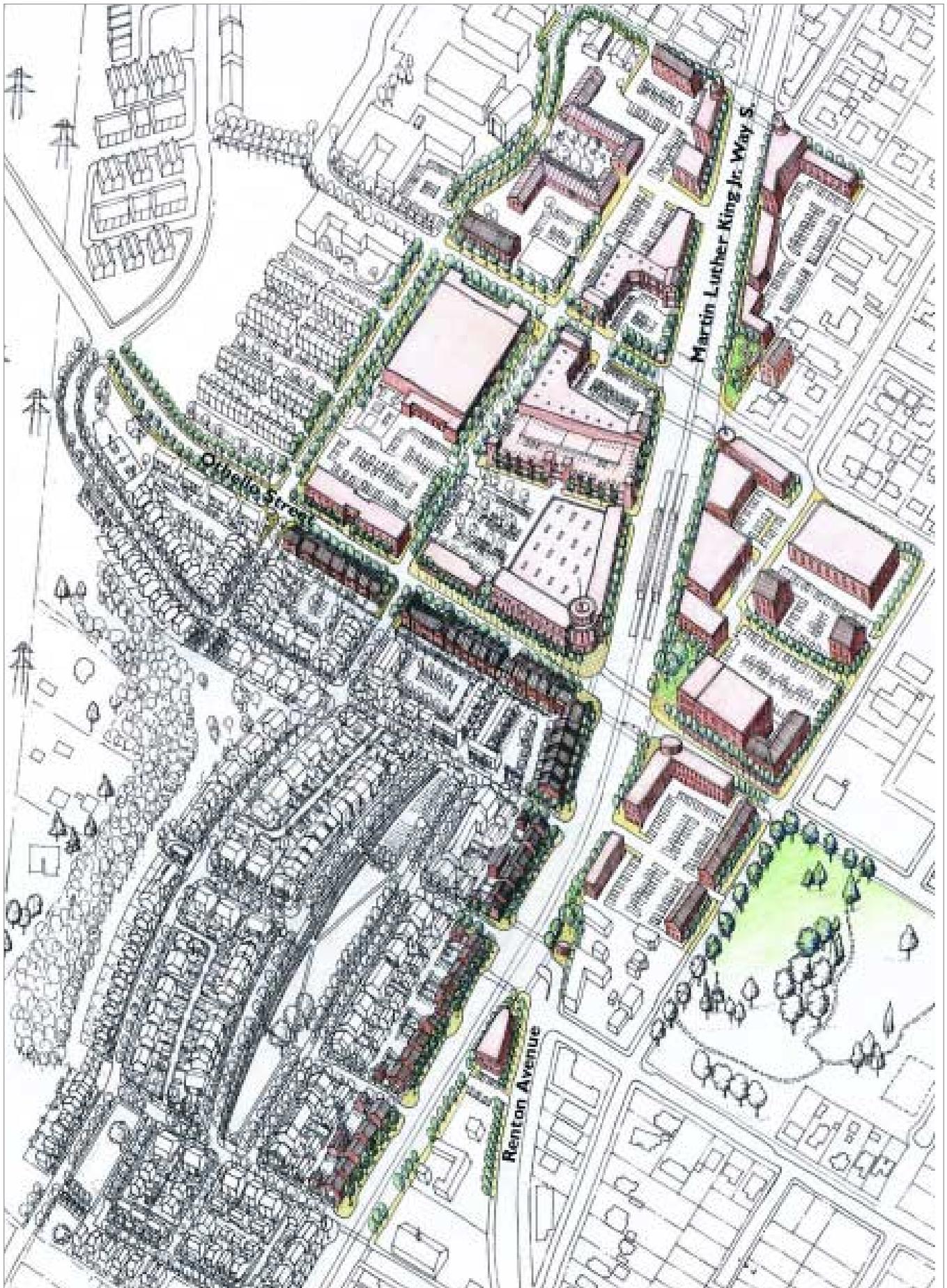


Summary of New Land Uses

Commercial/Retail	177,425 sq. ft
Office	267,225 sq. ft
Civic	95,125 sq. ft
Townhouses	59 units
Apartments	36 units
Live Work	26 units

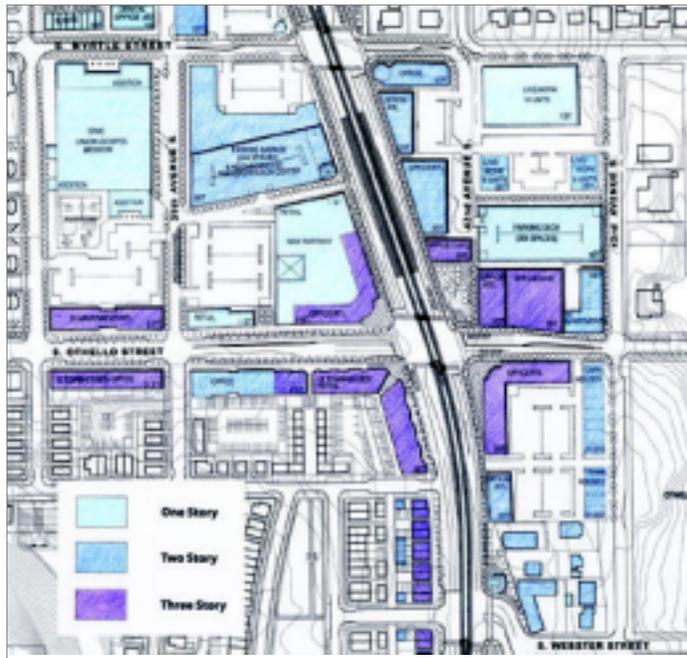
The Preferred Othello Town Center Design Framework





Axonometric View of the Town Center

The diagram below illustrates potential building heights for new development in the the Town Center. Although no detailed market analysis for any individual development has been conducted, it is assumed that few, if any, buildings above three stories are likely to be feasible without substantial subsidies in the Town Center. The diagram illustrates approximately how much new development can occur in order to provide code-required parking.



Town Center - Potential Building Heights

MAKING IT HAPPEN: IMPLEMENTATION OF THE TOWN CENTER

The Othello Town Center Implementation Matrix on the following page provides an overview of near to long-term activities by private property owners and public agencies that would contribute to the implementation of the Othello Town Center. The matrix will be integrated into the City’s Neighborhood Plan Implementation database so that the activities can be tracked over time by City staff. It also identifies which community and public sector parties should take the lead on implementing each activity. The Implementation Matrix (see previous page) is divided into four major categories:

- (1) Land use and development activities that can be considered as being close to implementation or having substantially progressed in their planning process;
- (2) Important Town Center land use and development concepts currently not planned by the respective property owners;
- (3) Streetscape and infrastructure improvements (by public agencies and public/private partnerships); and
- (4) Transportation improvements that will facilitate or support implementation of the Town Center framework.

ACKNOWLEDGEMENTS

This project was made possible by the following organizations:

Participating Community Organizations:

- Holly Park Merchants Association
- MLK@Holly Neighborhood Stewardship Group
- Union Gospel Mission

Sponsoring Public Agencies:

- Strategic Planning Office, City of Seattle
- Department of Neighborhoods, City of Seattle
- Seattle Housing Authority

Design Consultants

- Community Design + Architecture
- Solomon ETC Architects



IMPLEMENTATION MATRIX

ACTIVITY	WHO LEADS?		TIMEFRAME Near-term, Mid-term, Long-term*	CURRENT STATUS & NOTES	
	Community lead	Public sector lead			
Land Use & Development Activities (Currently "in the works" or planned by property owners)					
L1	Station Area Overlay District & Rezones		SPO	Near-term	Adopted by City Council, July 2001
L2	Prepare detailed neighborhood design guidelines	MLK@Holly Stewardship Grp	DCLU	Near-term	DCLU needs to assign staff to undertake this activity
L3	Development of King Plaza 2	Property owner		Near-term	Project approved, awaiting construction
L4	Mixed-use development on south portion of Union Gospel Mission site	Union Gospel Mission		Mid-term	Preparing initial design concepts
L5	Modifications to existing Union Gospel Mission building with separate entrances for major uses and possible addition to north edge of building	Union Gospel Mission		Mid-term	On-going
L6	New Holly Phase 3 (residential & mixed-use at corner & along Othello)		SHA	Near-term	Master Use Permit process underway, construction expected to begin in 2003
L7	Mixed-use development of New Life Bible Fellowship site	New Life Bible Fellowship	OED/OH	Long-term	
L8	Mixed-use development on the "East Block" of MLK between Myrtle and Othello Streets, with "Little City Hall"	Property owners	OED/OH/ESD/DON	Near- to mid-term	Requires completion of final design of light rail
Land Use & Development Concepts (Not planned by property owners)					
L9	Conversion of existing building to live-work spaces on Cully Spring site	Property owner(s)	OED/OH	Near-term	Attract a developer or tenant before existing tenant leaves
L10	Commercial development on MLK between Myrtle and Willow Streets	Union Gospel Mission / Private developer?		Mid-term	
L11	Commercial development on MLK between Othello and Webster Streets	Property owners		Long-term	
L12	Safeway and Bank of America building at corner of Othello/MLK w/ office and retail along the street frontage	Safeway / B of A / Property owner	OED/OH	Long-term	City and Merchants Association should continue dialogue with Safeway/B of A/property owner
L13	Residential development on remaining Holly Court site	Nonprofit partner?	SHA	Mid-term	
Streetscape & Infrastructure Improvements					
S1	Streetscape improvements along MLK		Sound Transit	Near- to mid-term	Design in progress
S2	Park/Plaza at NE Corner of Myrtle/MLK		Sound Transit	Near- to mid-term	Design in progress
S3	Park/Plaza at NE Corner of Othello/MLK		Sound Transit	Near- to mid-term	Design in progress
S4	Rededication and right-of-way with street improvements on 39th Avenue between Myrtle and Othello		SeaTran	Near-term	
S5	Trees and sidewalk along Othello north & south sides (first block west of MLK)		Sound Transit	Near- to mid-term	
S6	Trees and sidewalk improvements along Othello southside (along Holly Park III)		SHA	Near-term	
S7	Myrtle Street right-of-way improvements between MLK and 39th Ave.	Property owner		Near-term	Property owner will provide improvements in conjunction w/ King Plaza 2
S8	Myrtle Street right-of-way improvements between 38th and 39th Ave.	Union Gospel Mission?	SHA	Mid-term	
S9	Pedestrian Plazas at key street corners	Property owner(s)	SeaTran	Depends on timing of adjacent developments	
S10	Street Trees and Sidewalk improvements in conjunction with other new developments	Property owner(s)		Depends on timing of developments	
S11	Street Trees and sidewalk improvements on 38th Avenue	UGM (east side)	SHA (west side)	Mid-term	East side improvements depend on timing of improvements to existing Union Gospel Mission building
Transportation Improvements					
T1	Light Rail on MLK		Sound Transit	Near- to mid-term	In progress
T2	Improved and rerouted bus service with layover facility on 39th Avenue in conjunction with Neighborhood Transportation Center		Metro	Mid-term	In progress
T3	Neighborhood Transportation Center with structured parking for shared commercial use west of MLK between Myrtle and Othello; car rental, bicycle repair and transit related services	Property Owner(s)	SPO	Long-term	City policy discussion underway
T4	Decked parking for shared commercial use east of MLK between Myrtle and Othello	Property owner(s)	SPO	Mid-term	

Key to Timeframes: * Near-term = 2-6 years; Mid-term = 6-12 years; Long-term = 12+ years

Key to Abbreviations: DCLU = Department of Design, Construction & Land Use; DON = Department of Neighborhoods; ESD = Executive Services Department; OED = Office of Economic Development; OH = Office of Housing; SHA = Seattle Housing Authority; SPO = Strategic Planning Office