

Strategy & Process

Visual Style:

Explore project details for cues on how to complement new buildings and spaces while honoring the site's historic nature, developing a visual language for the design system.

Site Analysis:

Examine the approach to and circulation through the site, anticipate user experience, and define the site's wayfinding needs.

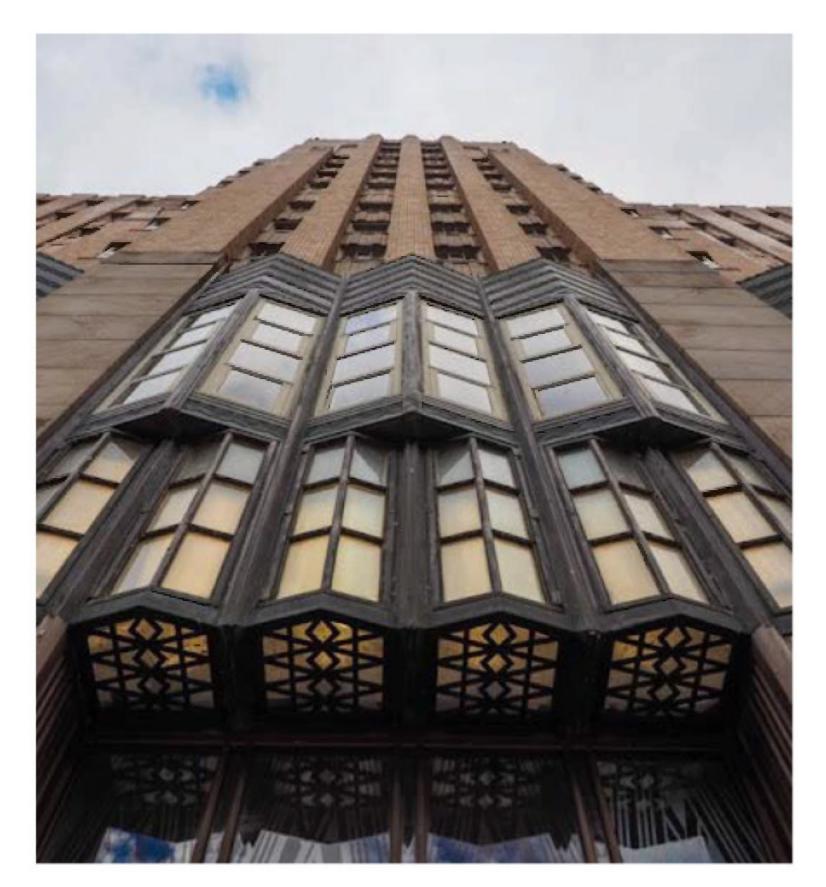
Sign Types:

Create a cohesive system of sign types using materials appropriate for durability, structural integrity, and complementary to Landmark property, which employ consistent visual vocabulary through typography, color, and form.

OVERVIEW

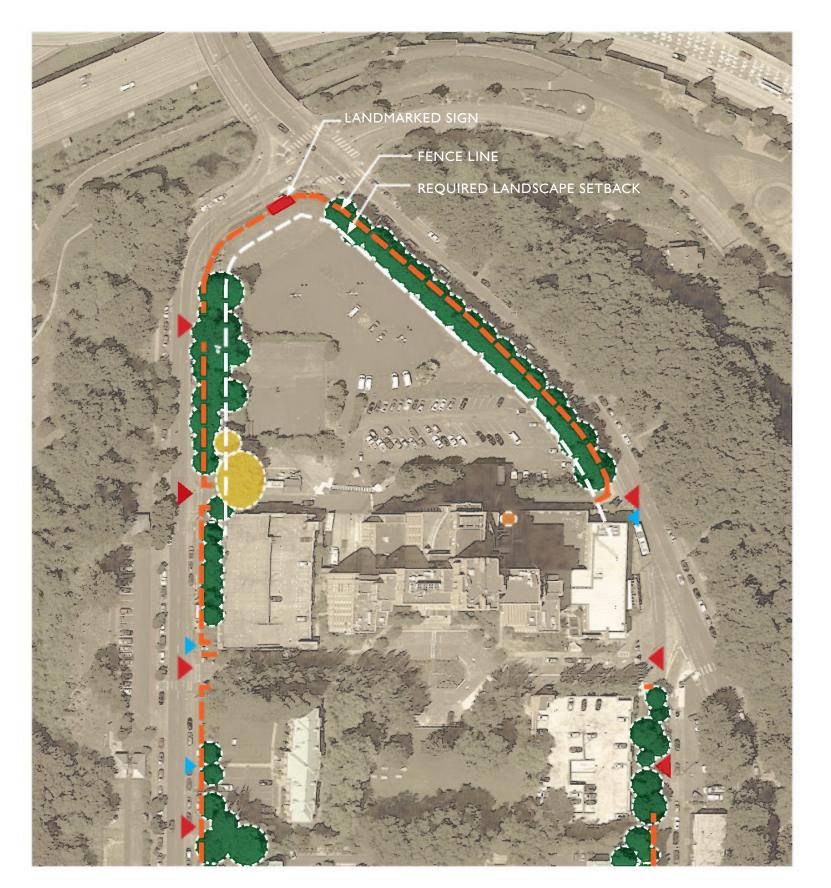


- Historic Landmark
- New Building
- Design Elements

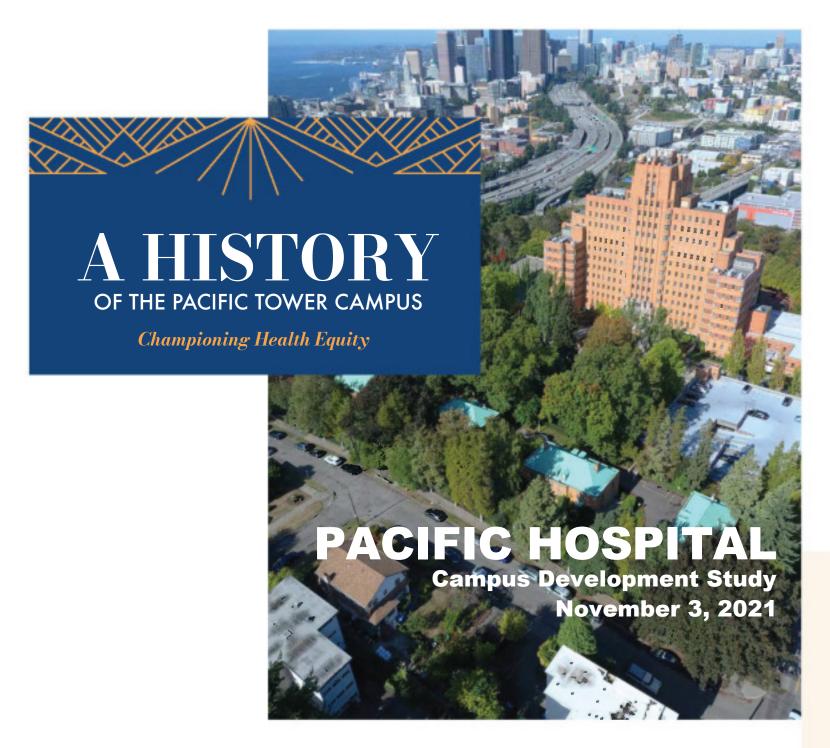




Prequel to Sign Design







- Create a welcoming sense of place campus-wide
- Engage and educate the extents and use of Campus
- Residents of Beacon Pacific
 Village will manifest new
 circulation patterns and engage
 in use of entire campus
- Recognize pedestrian access and circulation have been under-served
- Raise awareness of site history, natural features, and cultural contexts, ie interpretation, naming

A COMMUNITY-DRIVEN CAMPUS



LANDMARKED DEFINED EDGE

RMBVivid







LANDMARKED FENCE









LANDMARKED SIGN



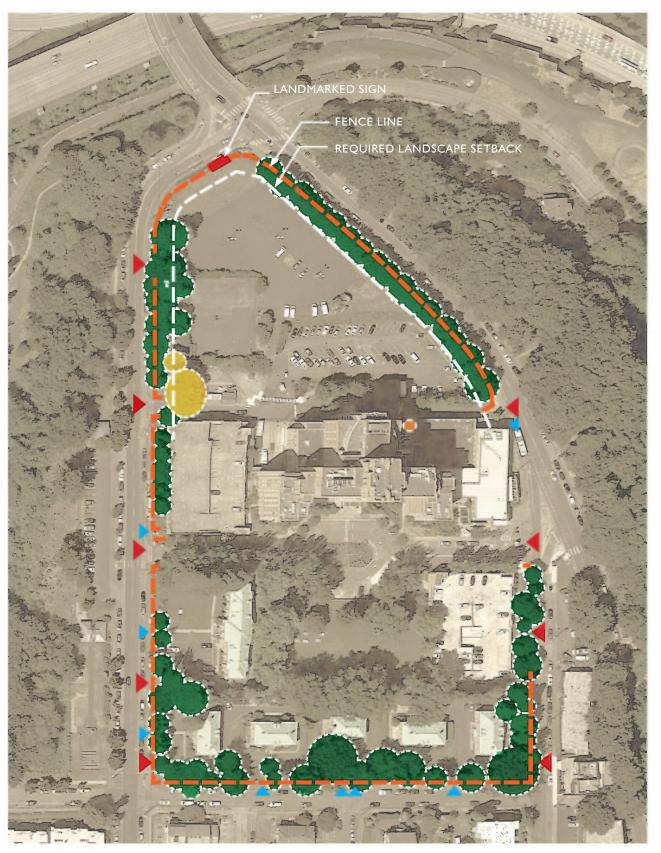


20' WIDE LANDMARKED LANDSCAPE SET BACK

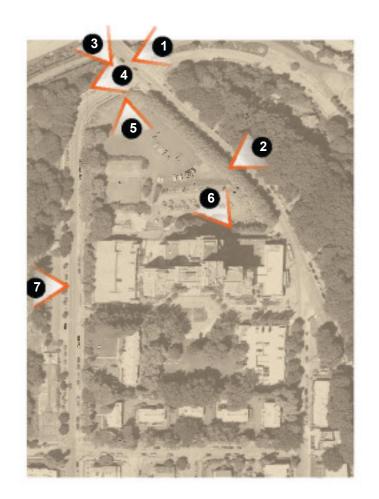


EXISTING BREAKS IN FENCE FOR VEHICLES AND PEDESTRIANS

EXISTING BREAKS IN FENCE FOR PEDESTRIANS ONLY



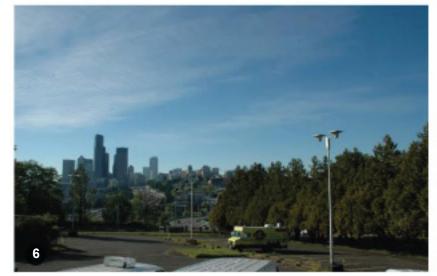
CONTEXT — Site Surroundings











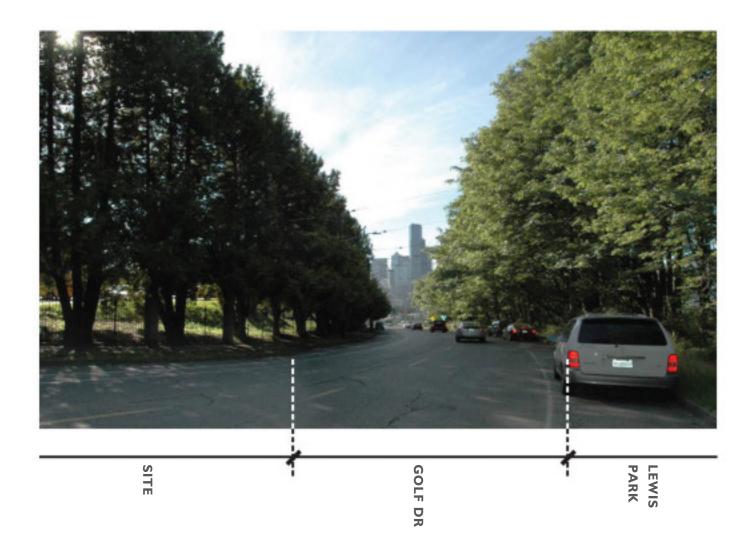






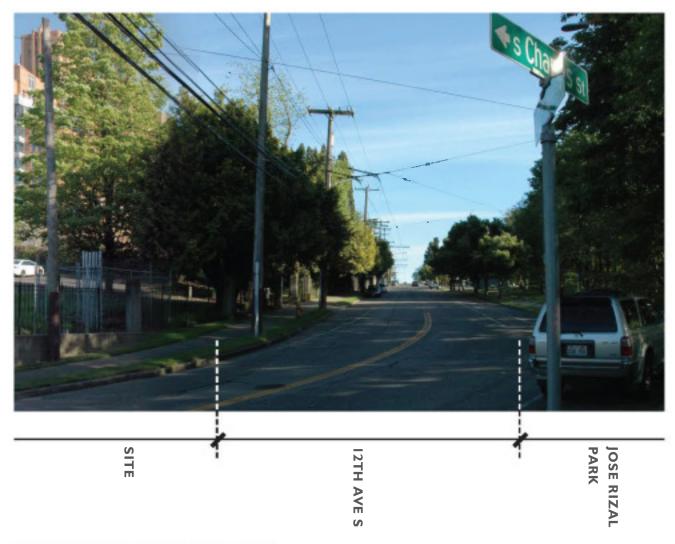
EXISTING STREETSCAPES — Golf Dr S, 12th Ave S







Of the two streets flanking the development site, Golf Dr. hosts the majority of vehicular traffic and is a significant connector between Beacon Hill and the heart of Seattle. The portion of Golf Dr. directly adjacent to the street is characterized by the dense vegetation on either side. On the eastern side lies Lewis Park which dramatically slopes away from the road. There are no pedestrian entries into the park along this portion of Golf Dr. On the western side of the street is a landmarked fence and landmarked tree row which formalize the boundary of the development site. There is little transparency beyond the vegetation on either side of the road. While there is a designated bike lane, there is little pedestrian activity because bus stops are located just south of the site closer to the heart of Beacon Hill. The landmarked trees are evergreen and provide year-round buffering to the site.





The portion of I2th Ave S directly adjacent to the street is characterized by the dense vegetation on both sides of the street. To the west lies Dr. Jose Rizal Park which dramatically slopes away from the road. There is a small parking lot with a scenic overlook just south of the development site which provides the primary access to the park from Beacon Hill. On the eastern side of the street is a landmarked fence and landmarked tree row which formalize the boundary of the development site. While similar to the trees on Golf Dr. the trees on I2th Ave. S have been topped making them shorter than those on Golf Dr. Despite the trimming, the trees provide little transparency into the site. From pedestrian eye level, little is visible beyond the vegetation on either side of the road. Pedestrian activity is limited because bus stops are located south of the site closer to the heart of Beacon Hill. The landmarked trees are evergreen and provide year-round buffering to the site.

EXISTING STREETSCAPES - GOLF DR





LANDMARK FENCE & TREE PERIMETER



GOLF DRIVE S. LOOKING AT SITE (WEST)

GOLF DR



S CHARLES ST GOLF DR

GOLF DRIVE S. LOOKING ACROSS STREET (EAST)



EXISTING STREETSCAPES - 12TH AVE S





LANDMARK FENCE & TREE PERIMETER



12TH AVE. S. LOOKING AT SITE (EAST)



12TH AVE S

RIZAL BRIDGE

12TH AVE. S. LOOKING ACROSS STREET (WEST)



STREETSCAPES – INTERNAL ROAD ADJACENT TOWER





Although the internal street is not a public right of way it does play an important role to the development site. The internal road separates the historic campus from the new development. Also, because there is no landmarked fence or trees along the internal street, it provides the best opportunity for pedestrian, commercial and visual activity and connection.



FROM EDG: NOTABLE DESIGN GUIDELINES

SEE ALSO: PL2, PL3

CSI

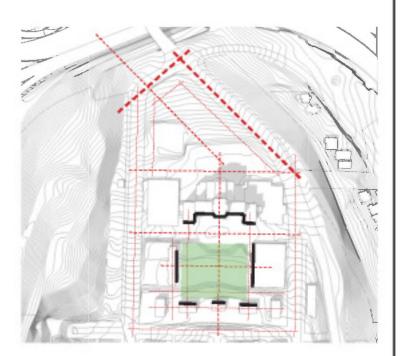
NATURAL SYSTEMS AND SITE FEATURES

"Use natural systems and features of the site and its surroundings as a starting point for project design."

C. TOPOGRAPHY

- 1. Land Form: Use the natural topography and/or other desirable land forms or features to inform the project design.
- 2. Elevation Changes: Use the existing site topography when locating structures and open spaces on the site. Consider "stepping up or down" hillsides to accommodate significant changes in elevation.





Response:

An "outdoor room" forms the heart of the existing campus. This landscape is composed of a series of 'benches', or terraces, that at once solve the problems of a sloping site while creating verdant passive recreation spaces.

North of the enclave, the project site is subject to different geometric principles that are rooted in the site's geometry and topography.

SEE ALSO: DC2, DC3

CS2

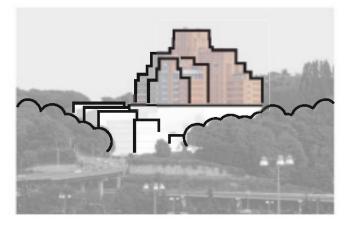
URBAN PATTERN AND FORM

"Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area."

A. LOCATION IN THE CITY AND NEIGHBORHOOD

I. Architectural Presence: Evaluate the degree of visibility or architectural presence that is appropriate or desired given the context, and design accordingly. A site may lend itself to a "high-profile" design with significant presence and individual identity, or may be better suited to a simpler but quality design that contributes to the block as a whole. Buildings that contribute to a strong street edge, especially at the first three floors, are particularly important to the creation of a quality public realm that invites`tes social interaction and economic activity. Encourage all building facades to incorporate design detail, articulation and quality materials





Response:

North of the Tower, the site participates in a landscape of large-scale projects and interventions; I-90, I-5, large footprint warehouses and a series of high profile landmarks within the valley.

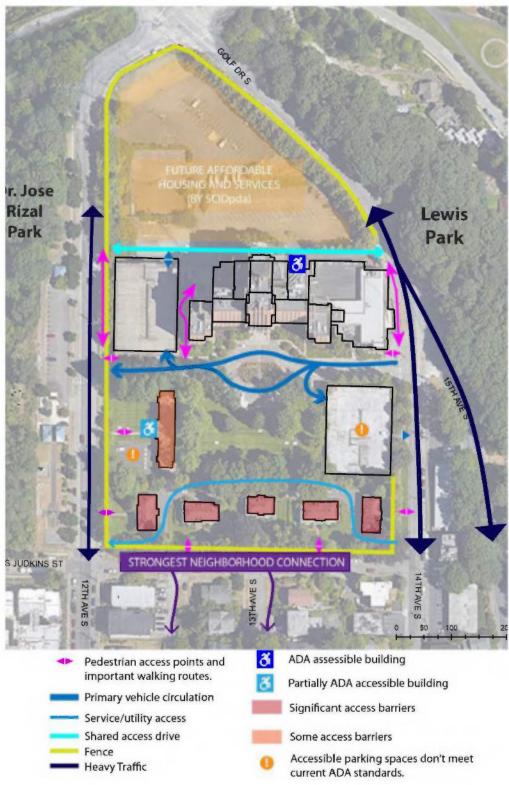
Massing and open space responses provide a sweeping gesture commensurate with the scale of this context.

Layering the degrees of articulation, modulation, and expression, among the new buildings on the North Lot, will also help to retain the clarity of the tower when viewed from PUDA controlled locations.

CONTEXT — Campus Connections

RMBVivid

Map illustrating existing circulation and access



Campus open spaces and views



MMM Sloped landscape buffer creates separation

- ADA accessibility, ie sloped terrain, limited access points, circulation, landmark structures
- Name placemaking features of campus, ie drives, spaces, buildings, garages
- Vehicular flow, addressing, drop-off and parking, ie one-way drives
- Pedestrian identification and key access points in relation to multimodal transit, walking, bike, ADA
- Cultural community reinforced by character of campus uses, spaces, buildings and history, ie interpretive framework

FROM EDG: NOTABLE DESIGN GUIDELINES

CS2

URBAN PATTERN AND FORM

"Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area."

A. LOCATION IN THE CITY AND NEIGHBORHOOD

I. Sense of Place: Emphasize attributes that give Seattle, the neighborhood, and/or the site its distinctive sense of place. Design the building and open spaces to enhance areas where a strong identity already exists, and create a sense of place where the physical context is less established. Examples of neighborhood and/or site features that contributed to a sense of place include patterns of streets or blocks, slopes, sites with prominent visibility, relationships to bodies of water or significant trees, natural areas, open spaces, iconic buildings or transportation junctions, and land seen as a gateway to the community.

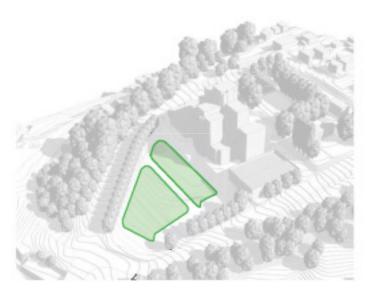


Response:

The inward facing composition of the "hospital building proper" and surrounding two-story residential buildings form the "enclave" known as the PHPDA campus.

B. ADJACENT SITES, STREETS, AND OPEN SPACES

1. Character of Open Space: Contribute to the character and proportion of surrounding open spaces. Evaluate adjacent sites, streetscapes, trees and vegetation, and open spaces for how they function as the walls and floor of outdoor spaces or "rooms" for public use. Determine how best to support those spaces through project siting and design (e.g. using mature trees to frame views of architecture or other prominent features).



The North Lot deploys a benched landscape, offering an opportunity to closely link the landscapes of the historic campus with contemporary outdoor spaces.

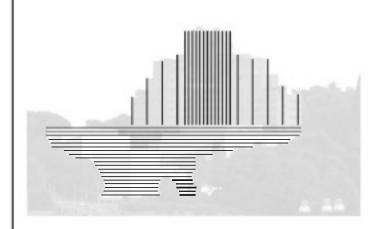
CS3

ARCHITECTURAL CONTEXT AND CHARACTER

"Contribute to the architectural character of the neighborhood."

A. EMPHASIZING POSITIVE N'HOOD ATTRIBUTES

- I. Fitting Old and New Together: Create compatibility between new projects, and existing architectural context, including historic and modern designs, through building articulation, scale and proportion, roof forms, detailing, fenestration, and/or the use of complementary materials.
- 2. Contemporary Design: Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.



Response:

Creating horizontal buildings in the foreground helps to retain focus on the verticality of the historic tower's massing.

In contrast to the center portion of the tower, the side wings have no vertical expression; these wings have a strong horizontal expression. The resulting emphasis is on the on the verticality of the tower's center.

B. LOCAL HISTORY AND CULTURE

- 1. Placemaking: Explore the history of the site and neighborhood as a potential placemaking opportunity. Look for historical and cultural significance, using neighborhood groups and archives as resources.
- 2. Historical/Cultural References: Reuse existing structures on the site where feasible as a means of incorporating historical or cultural elements into the new project.

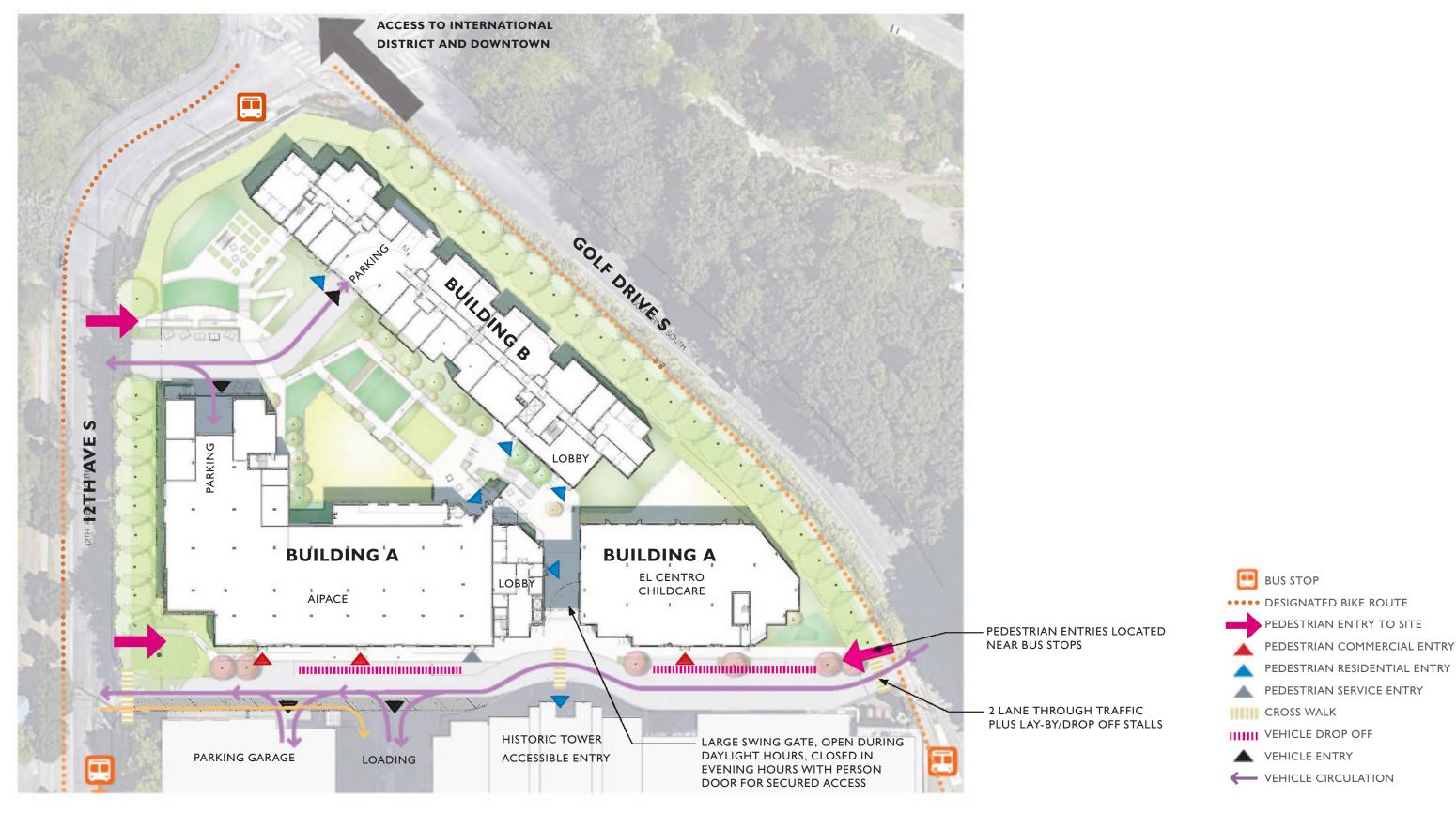






CONTEXT — Campus Connections







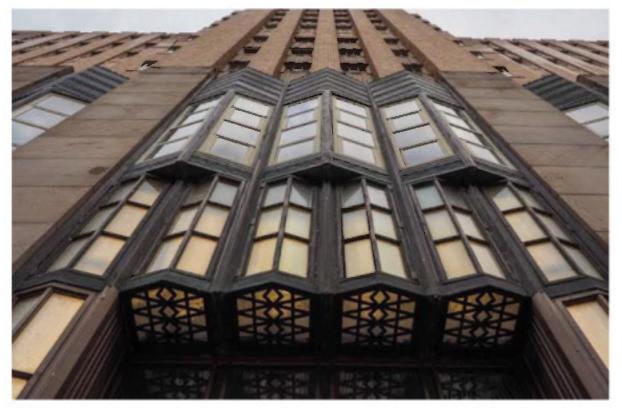
Landmark Design Features













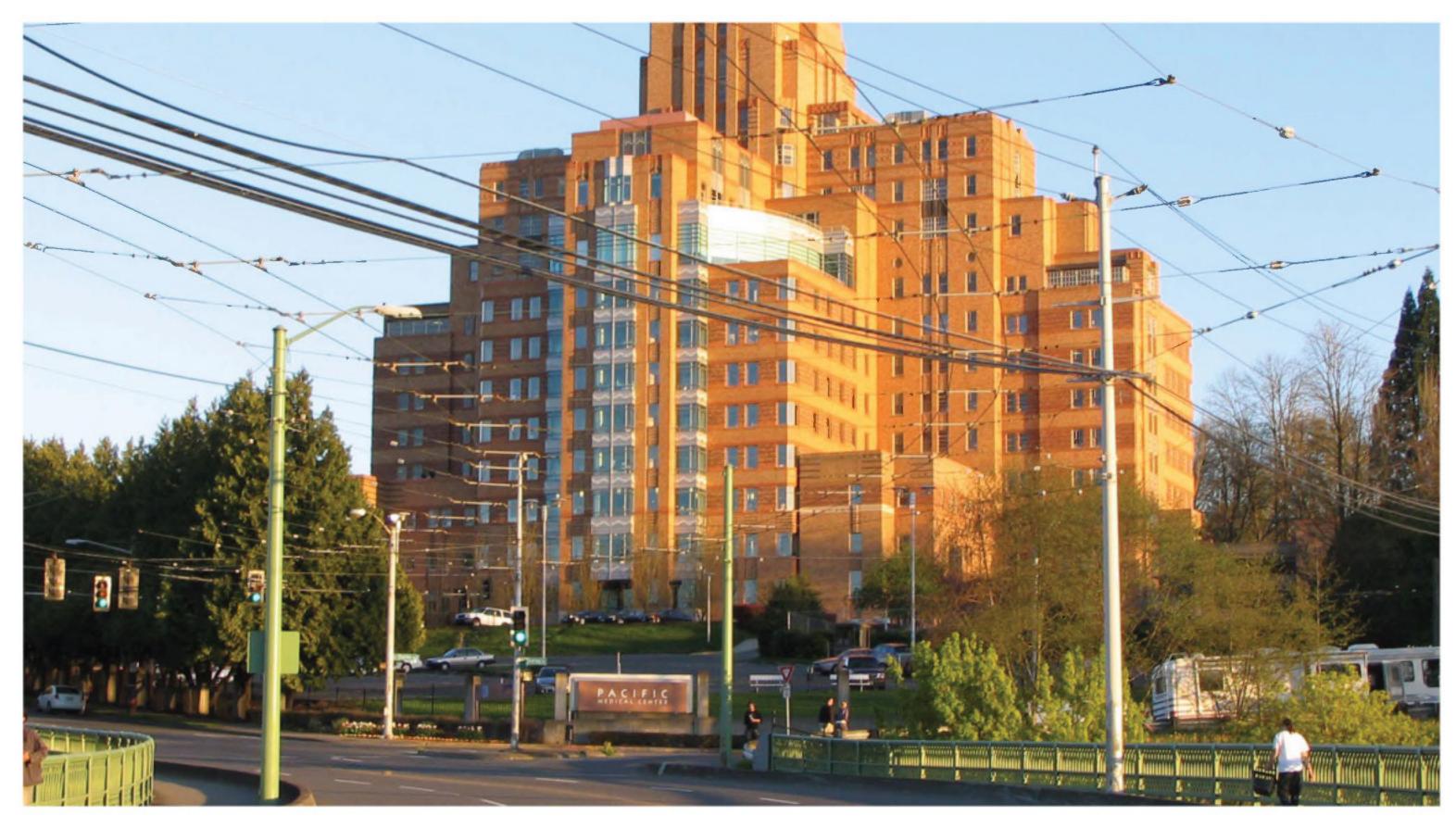


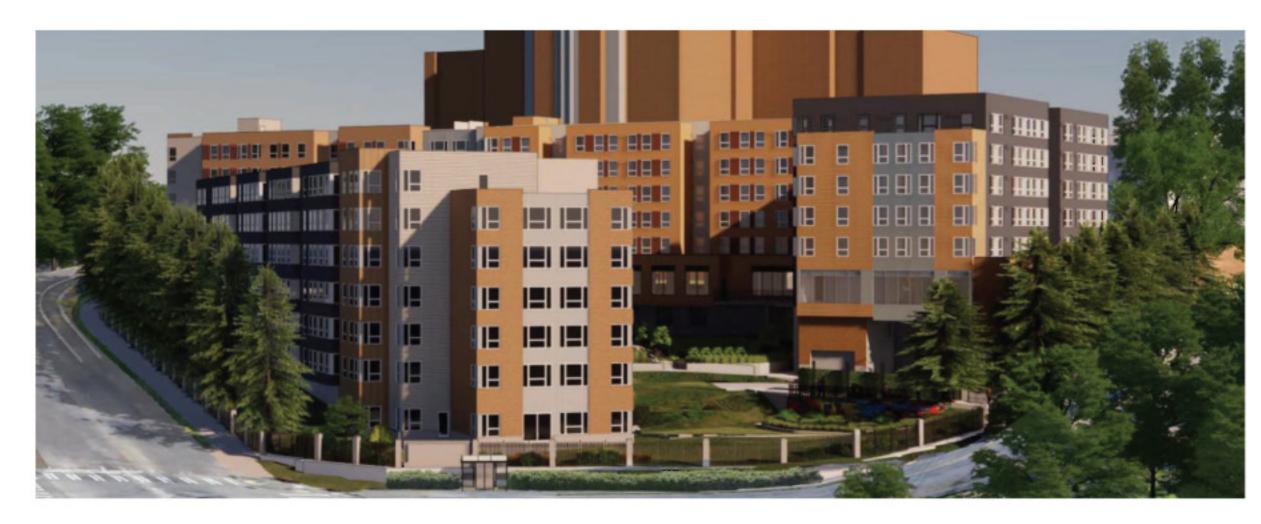




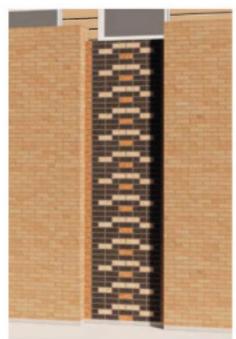


CONTEXT — Streetview South













VISUAL STYLE — Project Cues

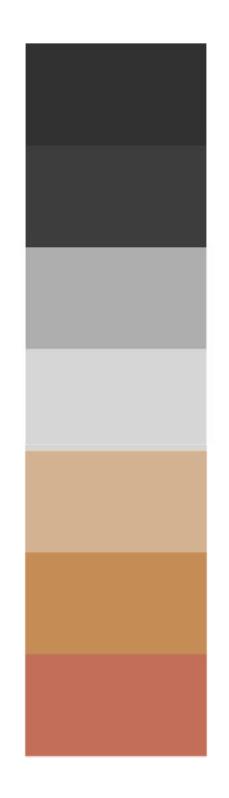












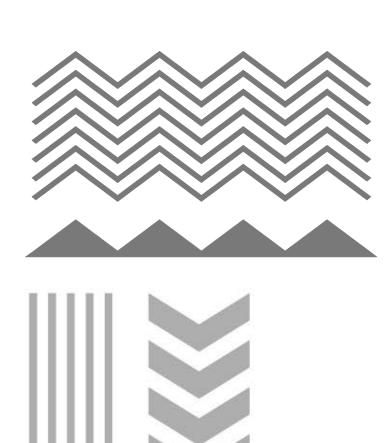
Originally designed by Rudolf Koch and published in 1927, Kabel is an impressive combination of Art Deco elements and structured, geometric forms. Now, Marc Schütz has updated the classic as Neue Kabel, an expanded version adapted to today's typographic requirements.

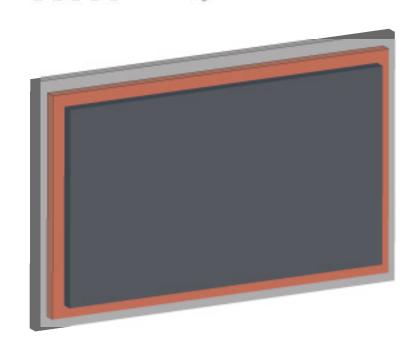
NEUE KABEL - MEDIUM

ABCDEFGGHIJKLMNOPQQRSTUVWWXYYZ aabcdeeffgghiijjkllmnopqrstuvwxyz 1234567890 1234567890

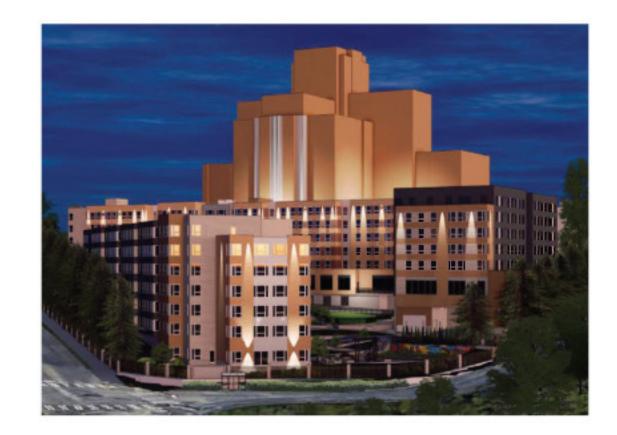
NEUE KABEL - REGULAR

ABCDEFGGHIJKLMNOPQQRSTUVWWXYYZ aabcdeeffgghiijjkllmnopqrstuvwxyz 1234567890 1234567890













Identity Logos

Logos Introduction

The Beacon Pacific Village identity is much more than a logo—it's an identity system. Typography, color, white space, tone of voice, and distinctive imagery all work hand-in-hand. The strength of each element is dependent upon how well all are used together. The logo however, is the primary brand impression that sets the stage for the identity system. Following are the Beacon Pacific Village Identity logos.

Primary Signature of Icon & Logotype

This is preferred logo configuration. It should be used whenever space and conditions allow.



Secondary Signature of Icon & Logotype

These are two secondary options, to be used only when it is not feasible to use the primary signature. The side-by-side signature may prove useful as part of a horizontal arrangement, such as a website header, where using the primary signature would render it to small or necessitate a header that is too tall.

The horizontal signature may prove useful in site specific instances, such as on a building facade or on a horizontal banner.



Side-By-Side Signature

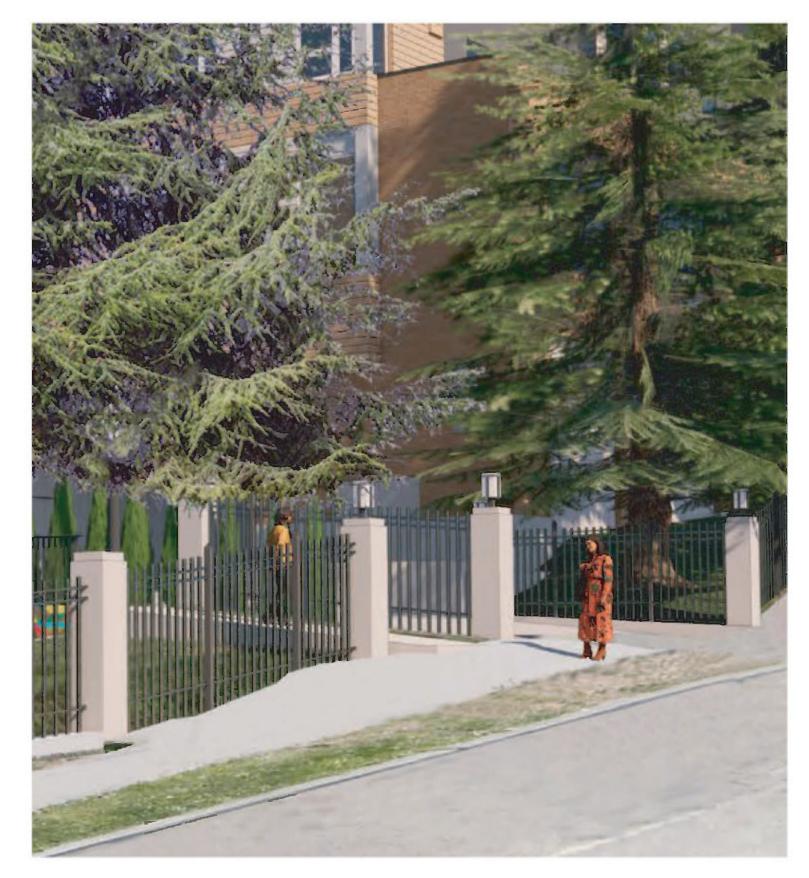


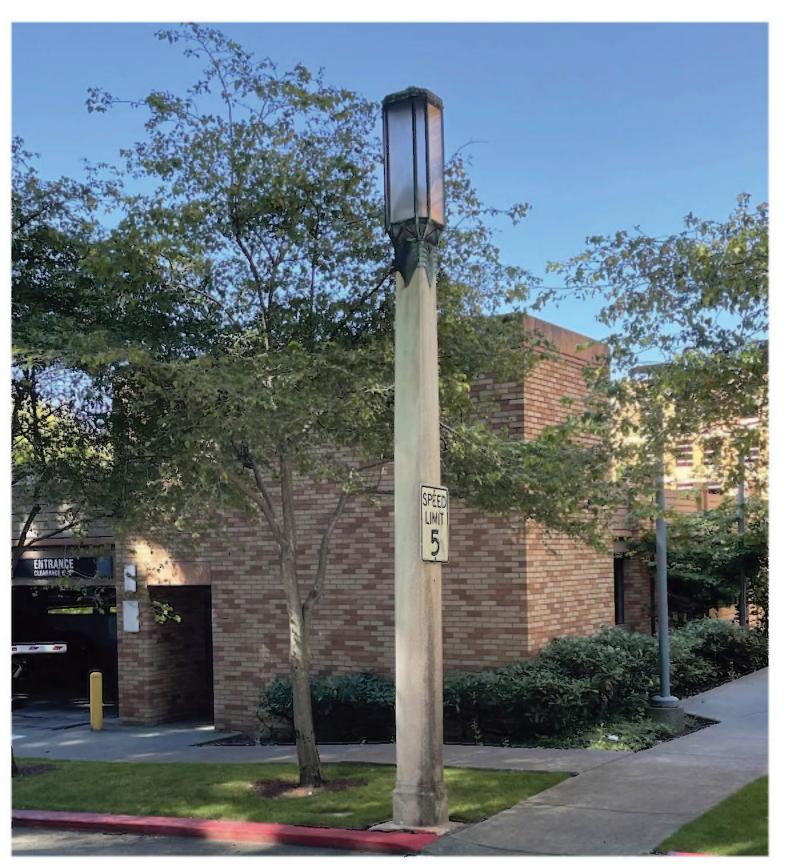
Horizontal Signature

Beacon Pacific Village » Identity Standards

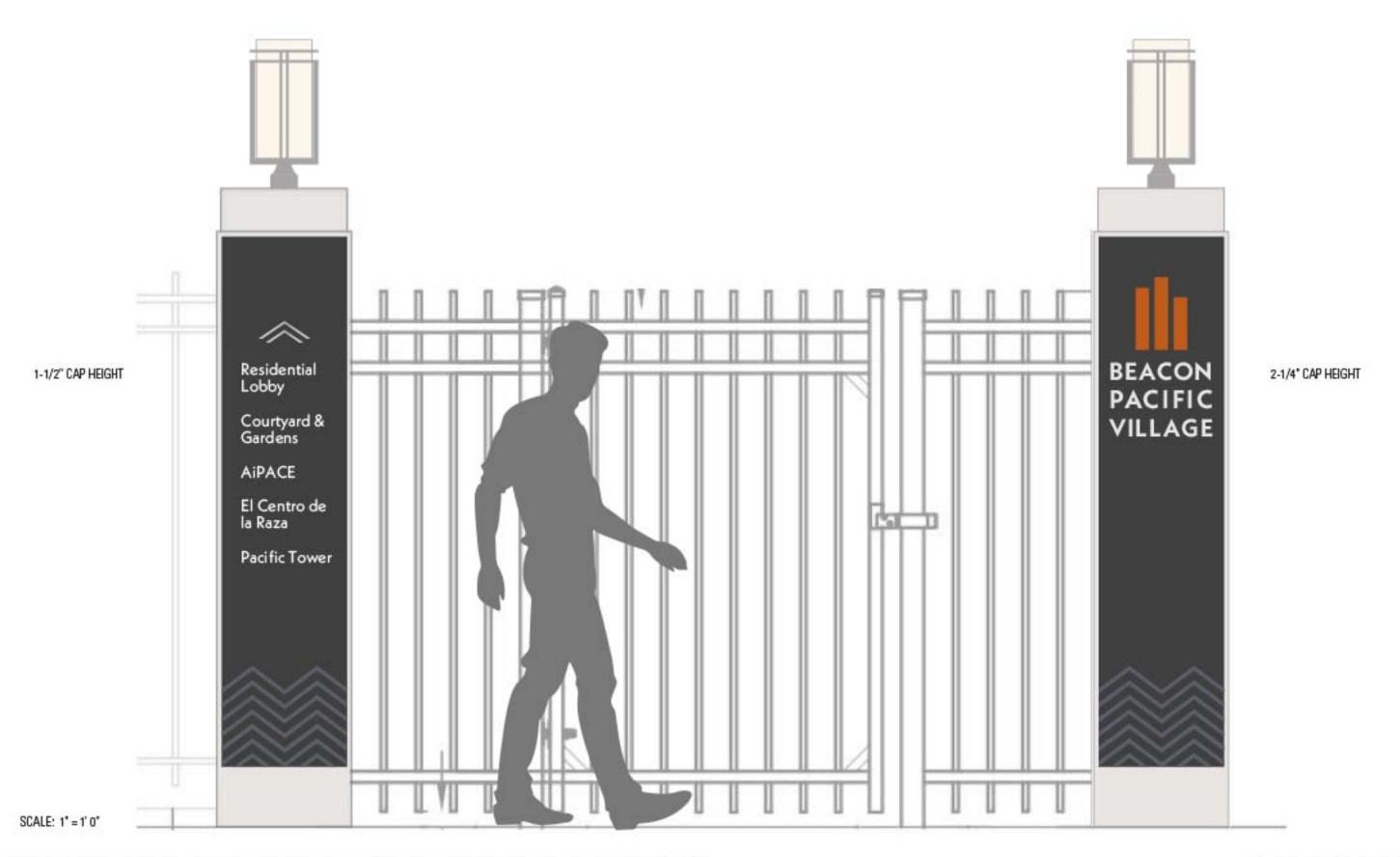
VISUAL STYLE — Fence & Lightposts







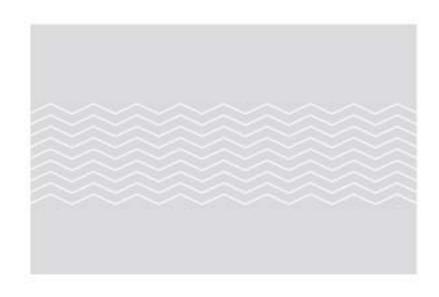
ENTRANCES — 12th Ave S Entry (Northwest)



ENTRANCE SITE ID





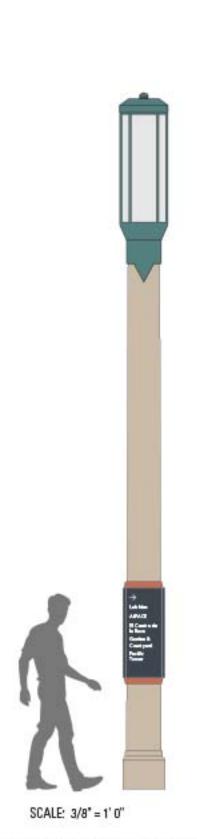






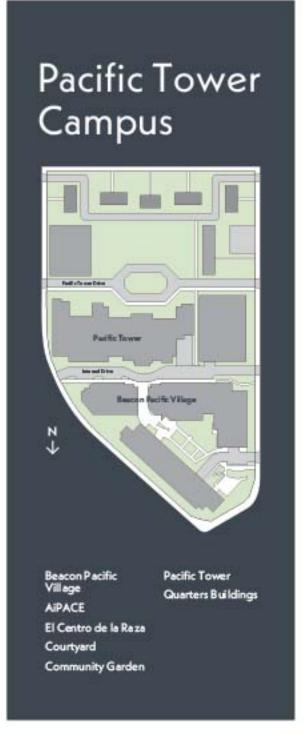
0

SCALE: 1" = 1' 0"

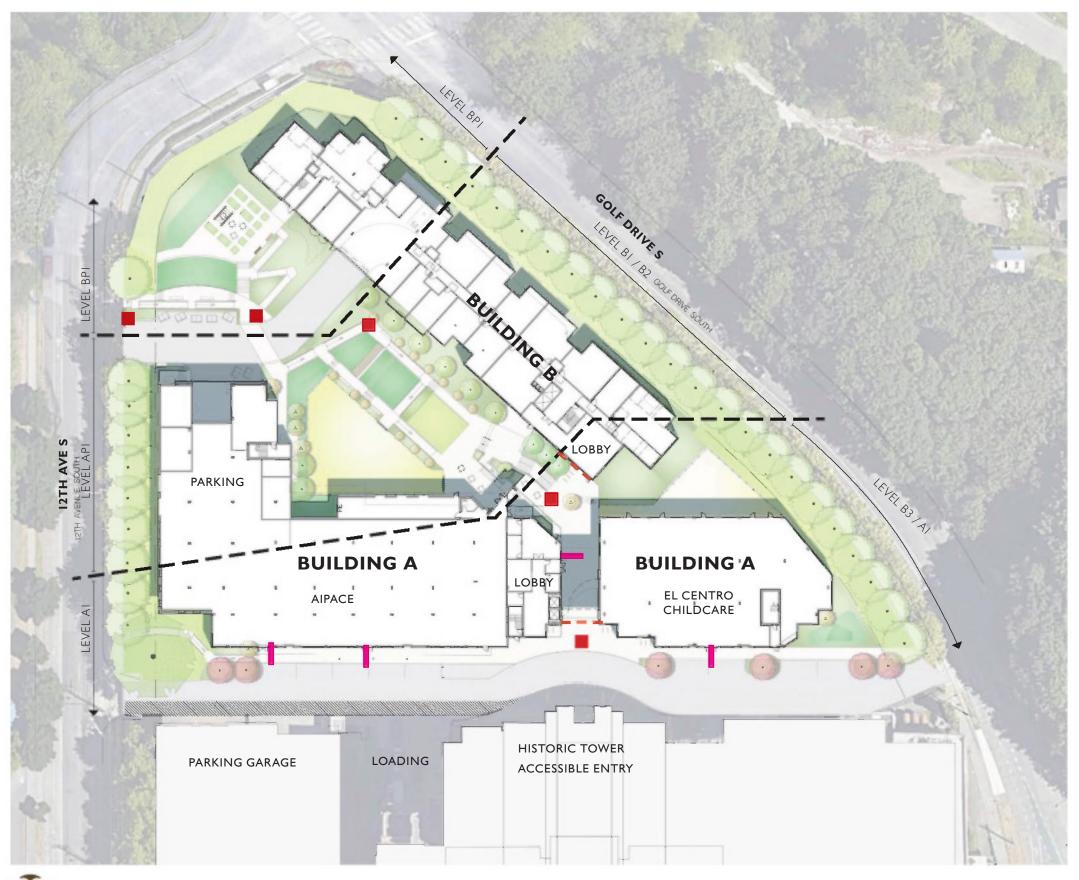








SIGNAGE STRATEGY (SIGNAGE DESIGN WILL BE UNDER SEPARATE PERMIT)





HANGING BLADE SIGN

WAYFINDING SIGNPOST

FACADE MOUNTED

ENTRANCES — Pedestrian Portal





TENANT SIGNAGE

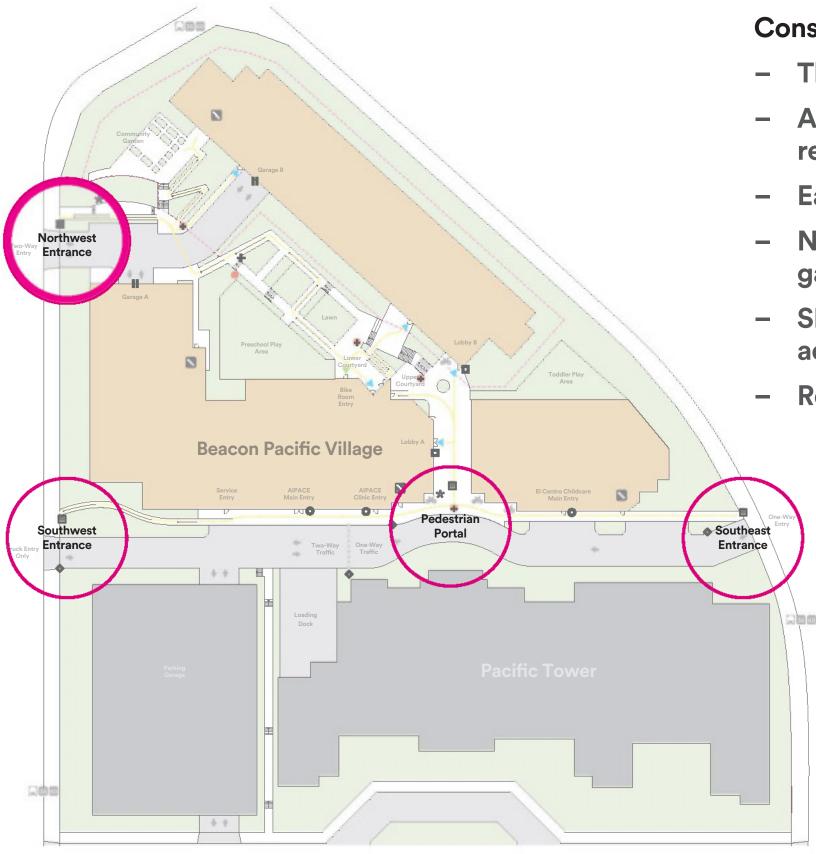




Entrance Design

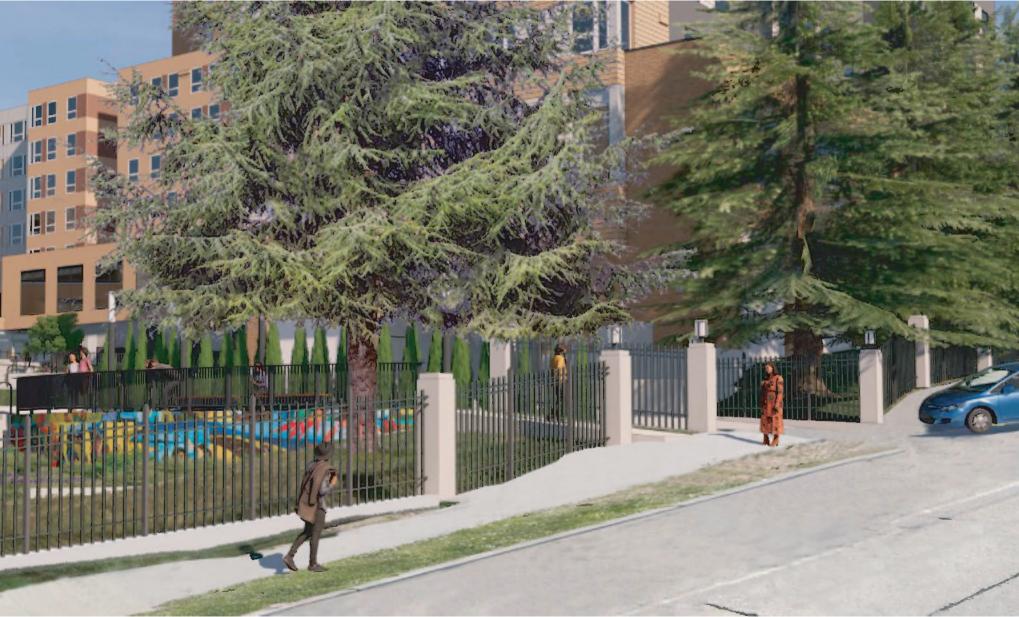






Considerations:

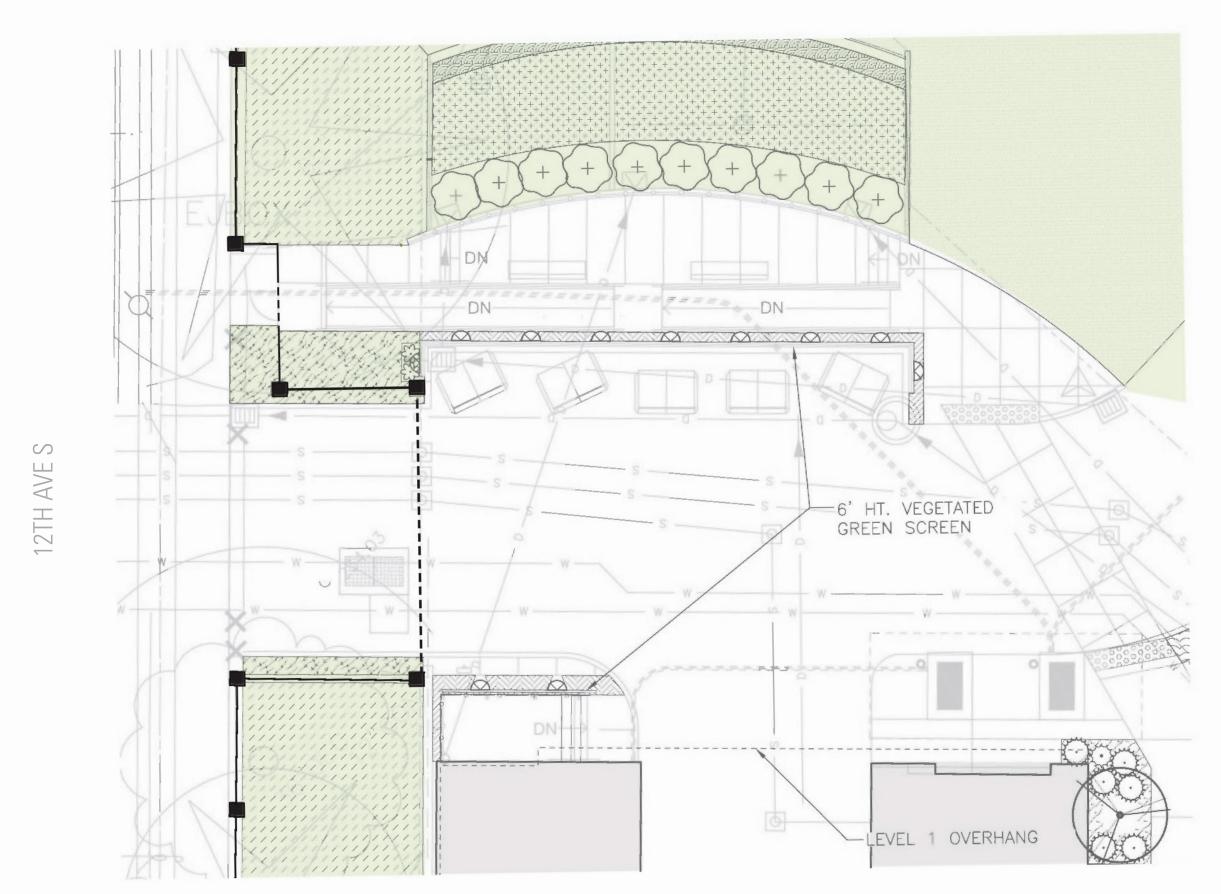
- Three perimeter entries + core portal
- All three entrances will be used by residents/visitors/patrons
- Each entry will have a site ID
- NW and SW entrances signed primarily for pedestrian, garage access at NW, pedestrian only entrance at SW
- SE Entrance is primary vehicular entrance, and the only addressed entrance—1229 Golf Drive S (parcel Z)
 - Recommend one primary address for property



ENTRANCES — 12th Ave S Entry (NW)



GATE



ADJUSTMENTS TO HISTORIC FENCE FOR ACCESS

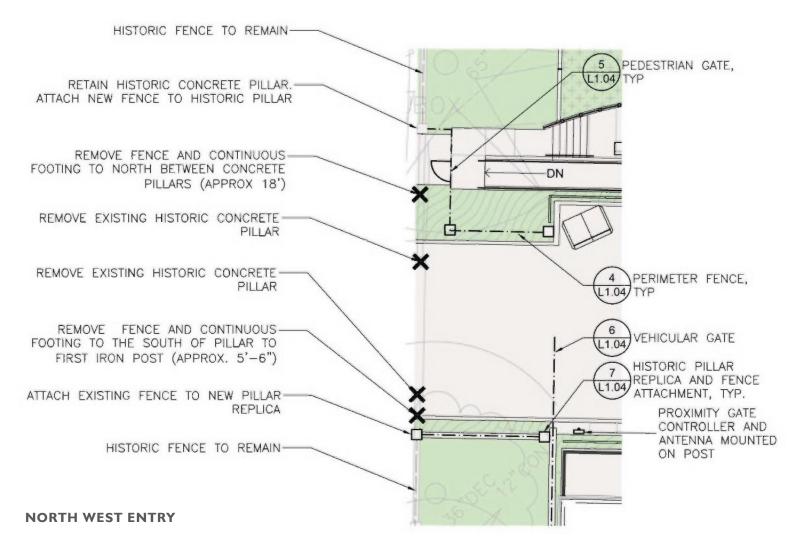


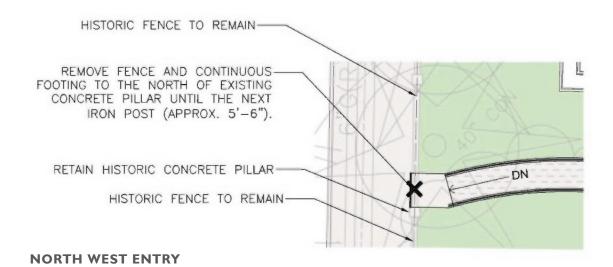






EXISTING FENCE

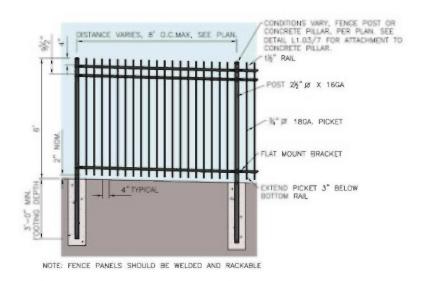




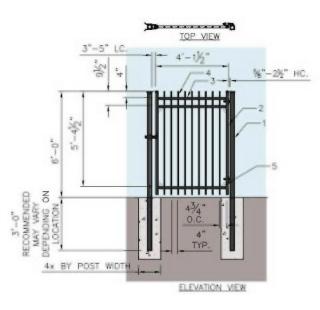




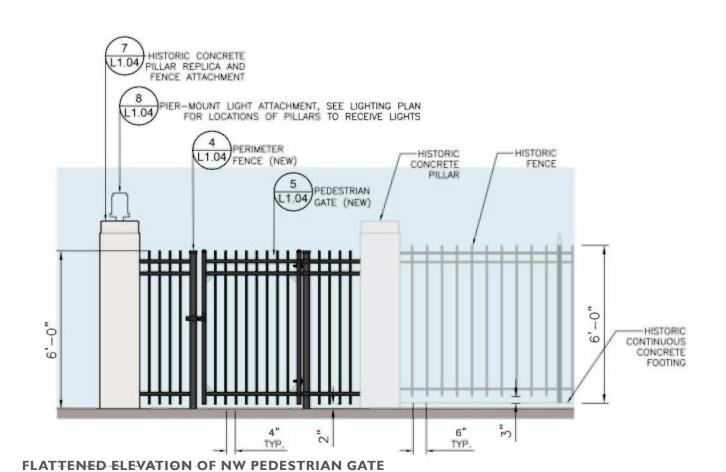
HISTORIC FENCE ADJUSTMENT DETAILS

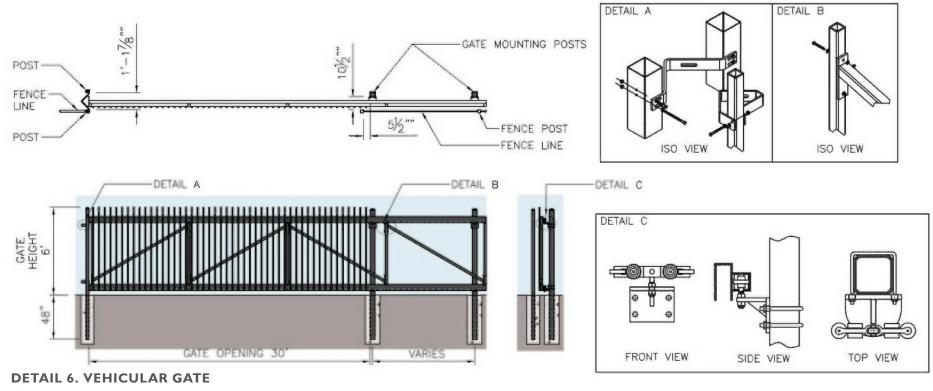


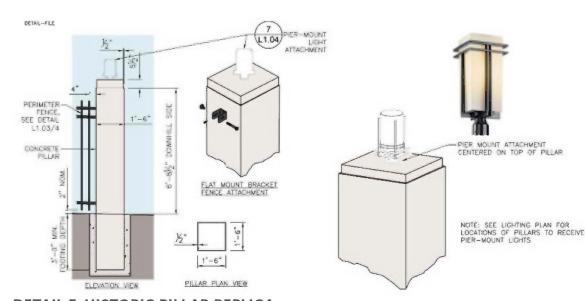
DETAIL 4. PERIMETER FENCE



DETAIL 5. PEDESTRIAN GATE



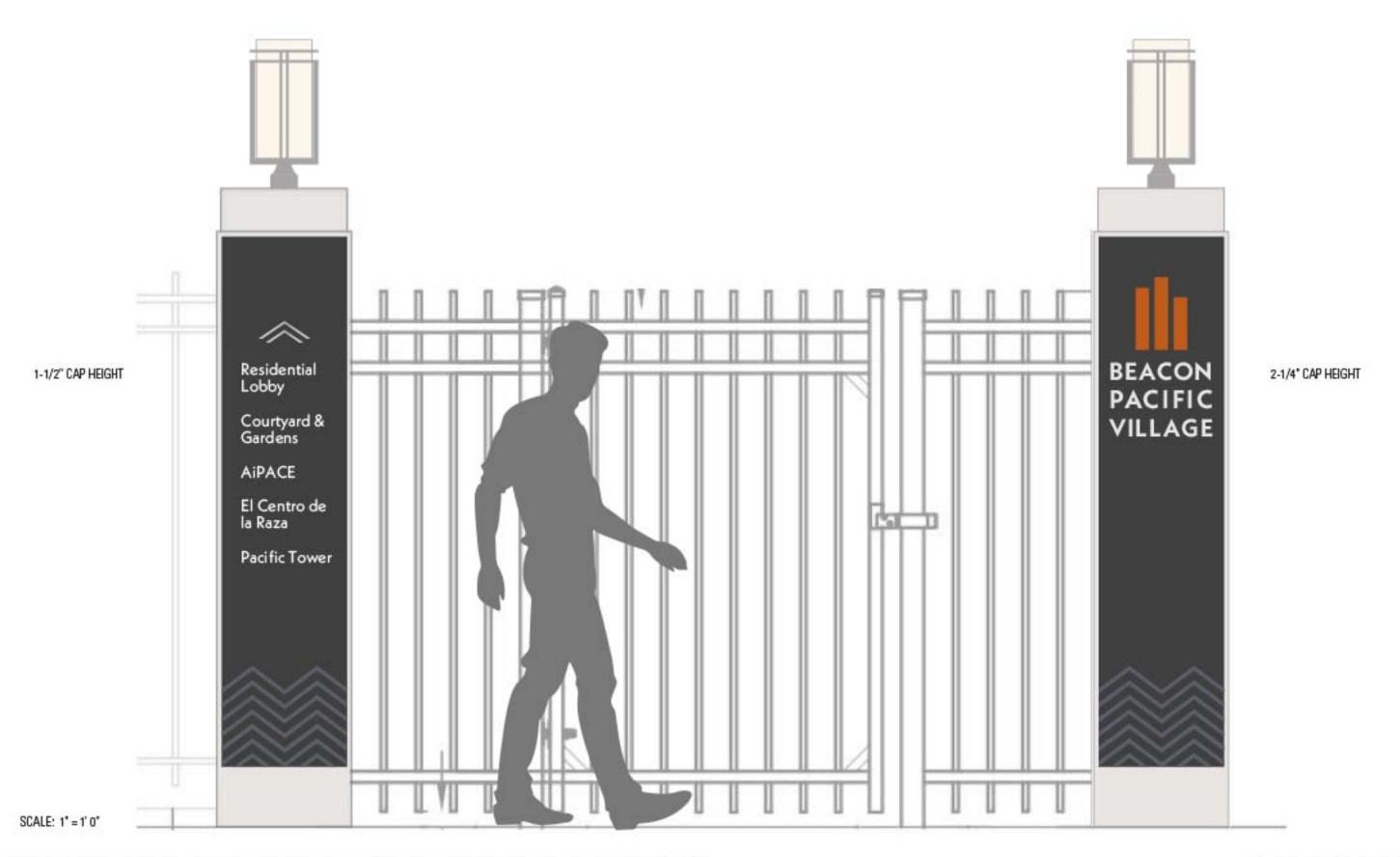




DETAIL 7. HISTORIC PILLAR REPLICA



ENTRANCES — 12th Ave S Entry (Northwest)



ENTRANCES — 12th Ave S Entry (NW)



MATERIALS AND ATTACHMENT



ILLUMINATION





Flat Graphics non-illuminated



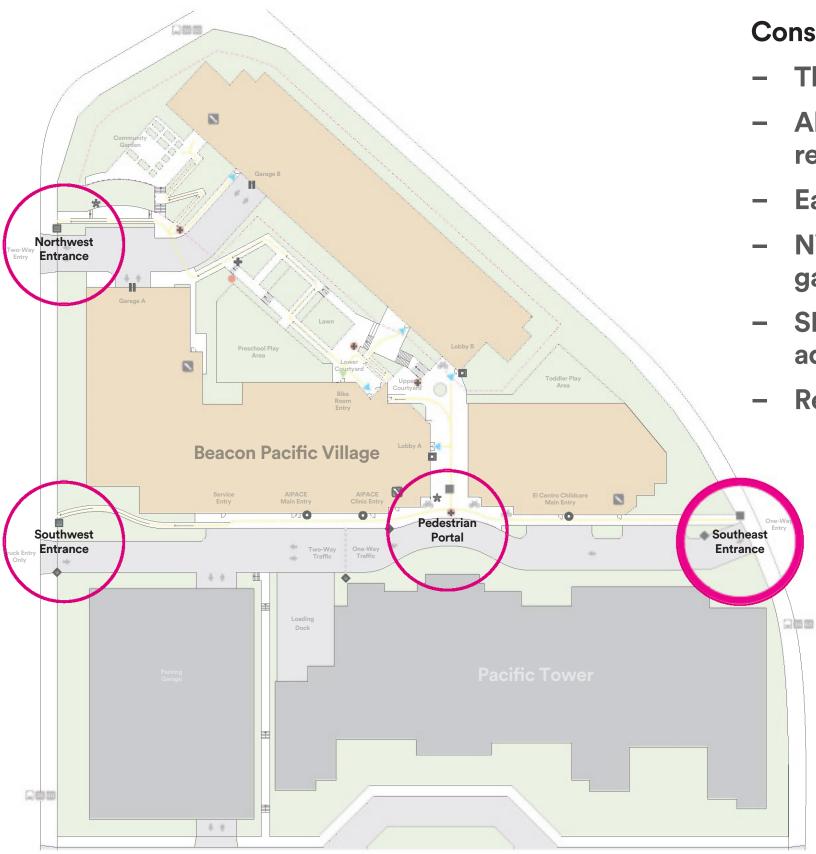
Push-through illuminated

Electrical on exterior base to backside conduit









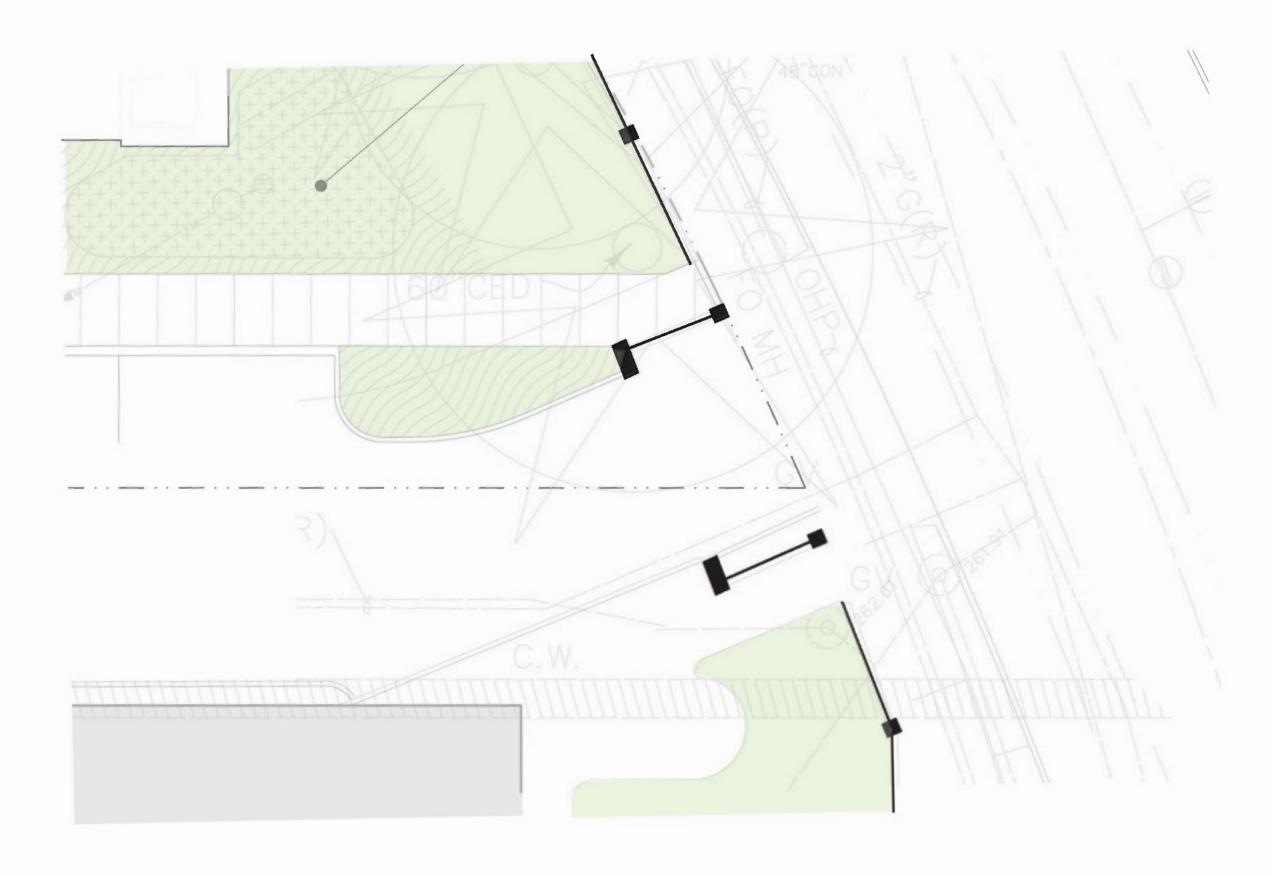
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 - Recommend one primary address for property



ENTRANCES — Golf Dr S Entry (SE)







ENTRANCES — Golf Dr S Entry (SE)





SCALE: 3/4" = 1' 0"

ENTRANCES — Golf Dr S Entry (SE)

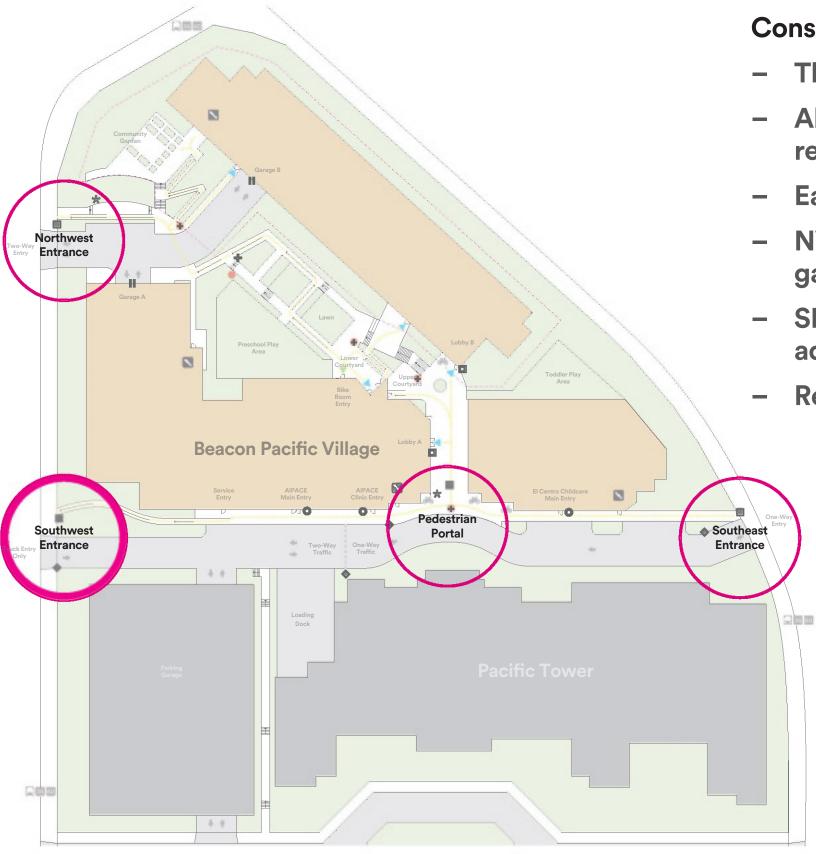




ENTRANCES — Golf Dr S Entry (SE)







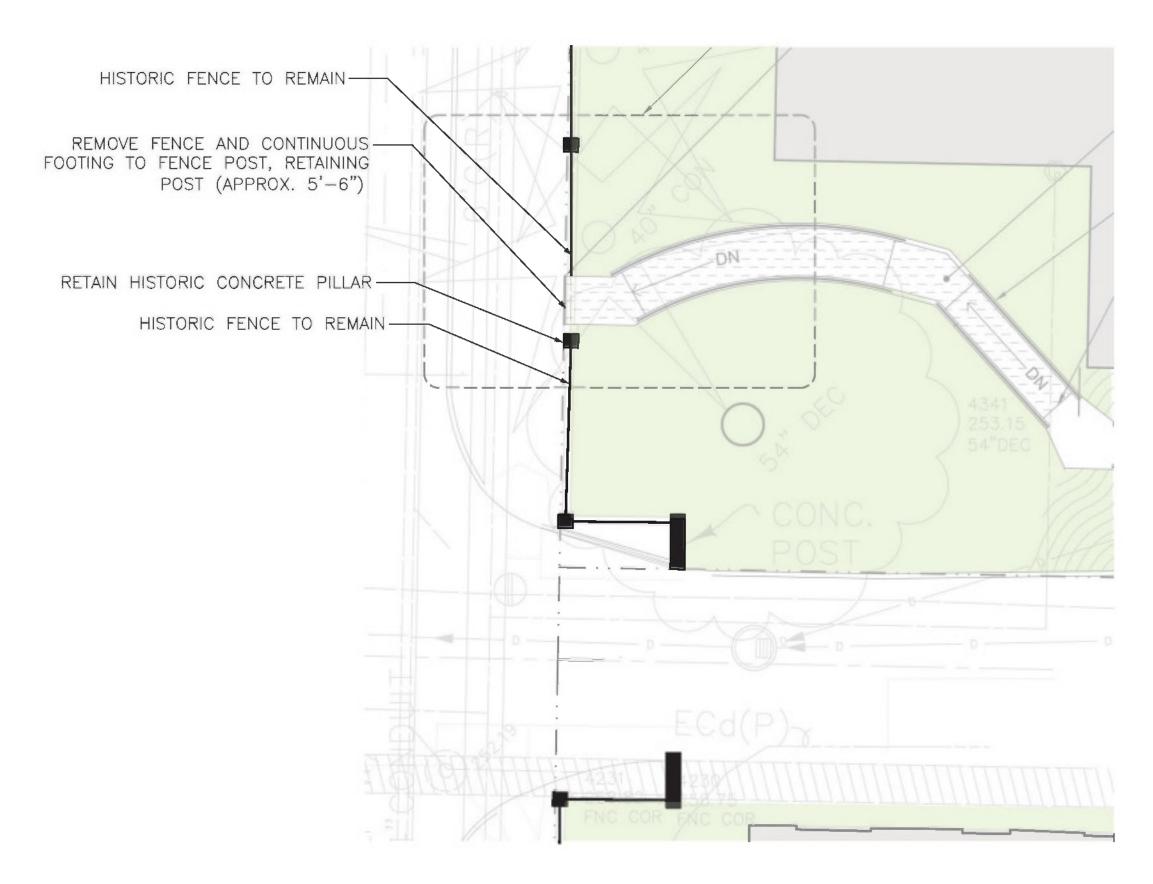
Considerations:

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 - Recommend one primary address for property



ENTRANCES — 12th Ave S Entry (SW)









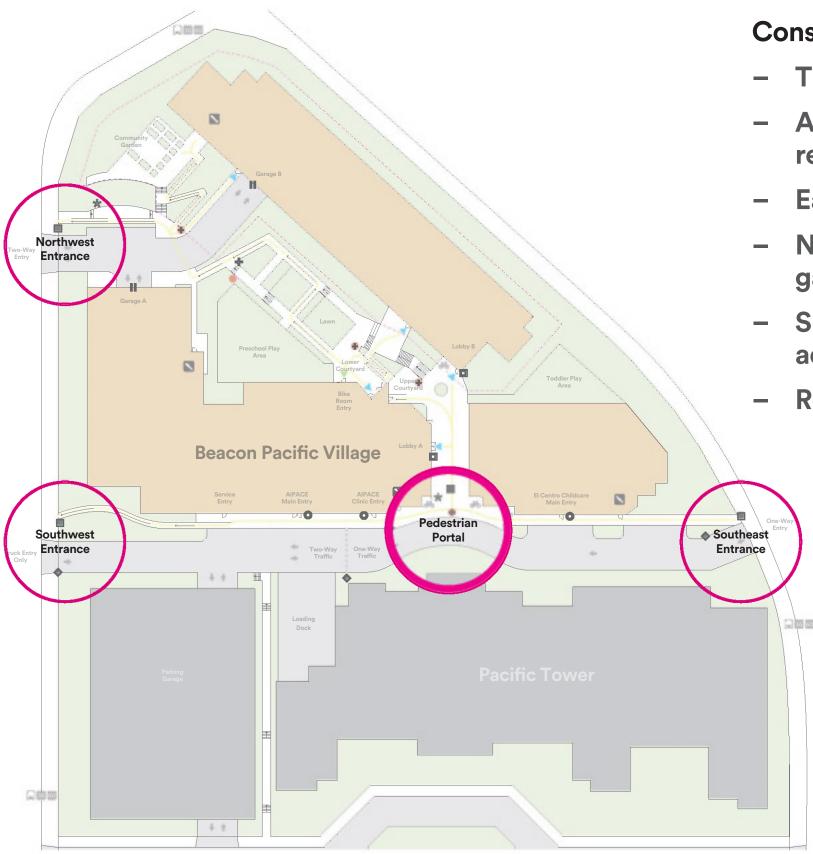
ENTRANCES — 12th Ave S Entry (SW)





ENTRANCES—Portal



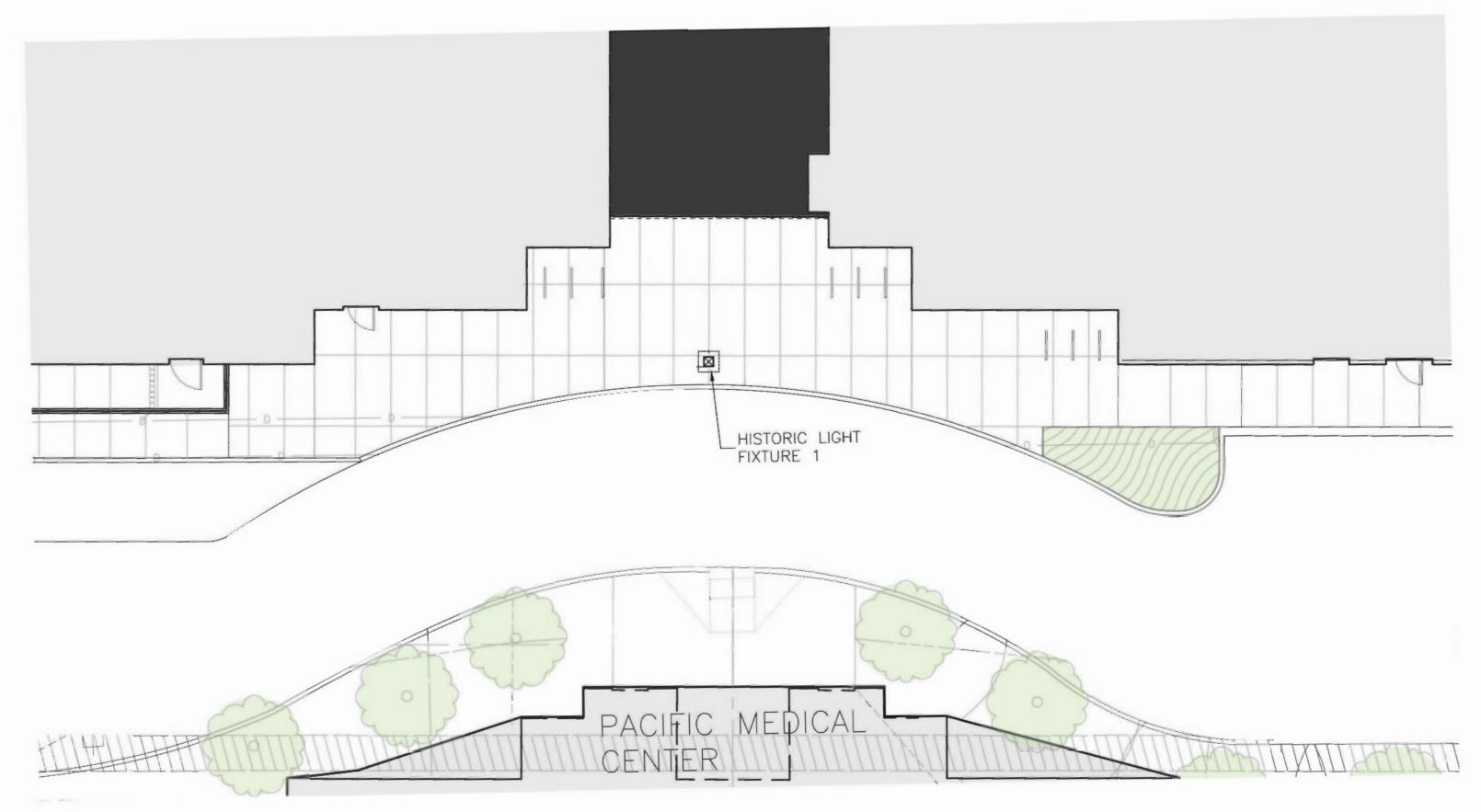


Considerations:

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 - Recommend one primary address for property

ENTRANCES — Pedestrian Portal





ENTRANCES — Pedestrian Portal









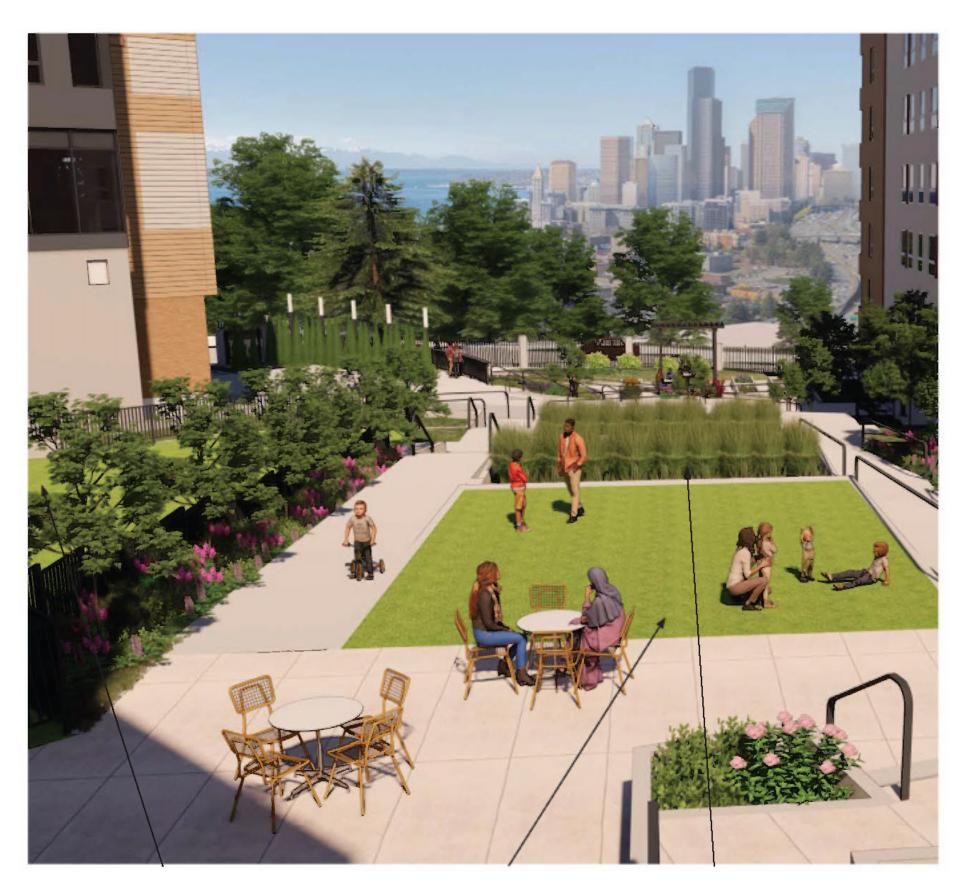


ENTRANCES — Pedestrian Portal



RMBVivid

Wayfinding Design



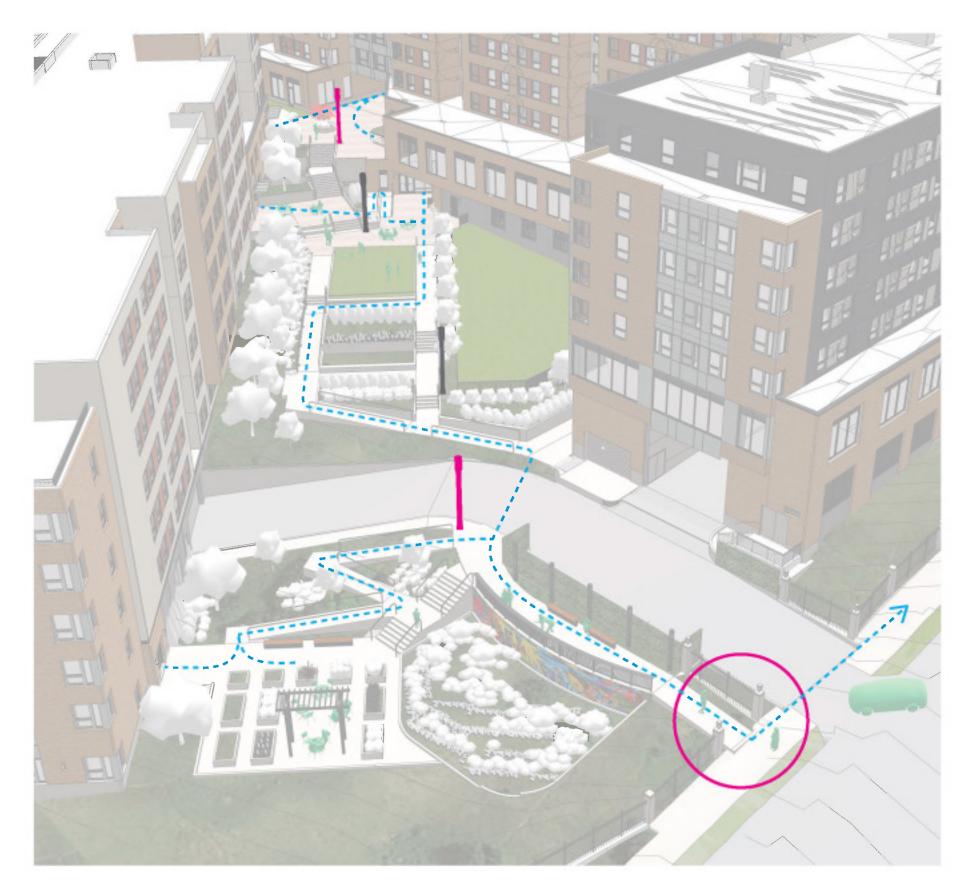
WAYFINDING DESIGN



Considerations:

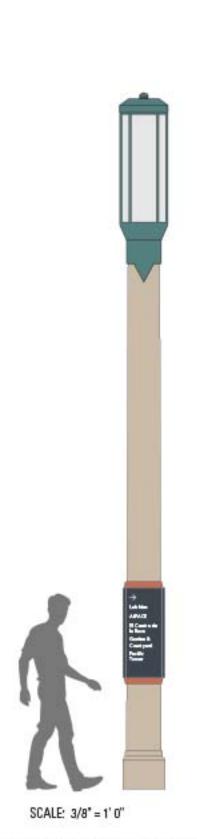
- Historic light posts throughout courtyard offer opportunities
- Accessible routes should be identified at key decision points
- Minimal directionals needed at the NW entry; is there any reason to direct pedestrians anywhere other than through the gate?
- Do we need to direct pedestrians to tenants from this point?
- Pedestrian gate in model differs from current plans

Accessible Route ----Pedestrian Directional



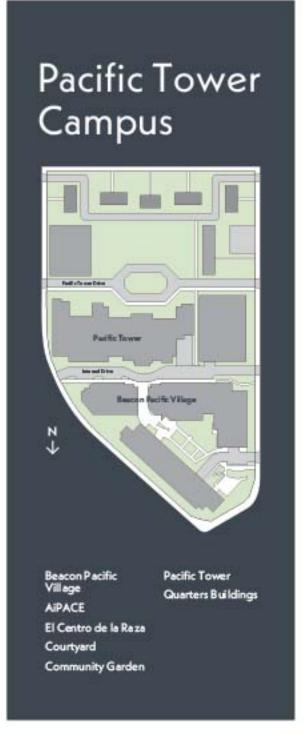
SITE ANALYSIS - WAYFINDING











MESSAGING STUDY



Portal



Northwest Drive



















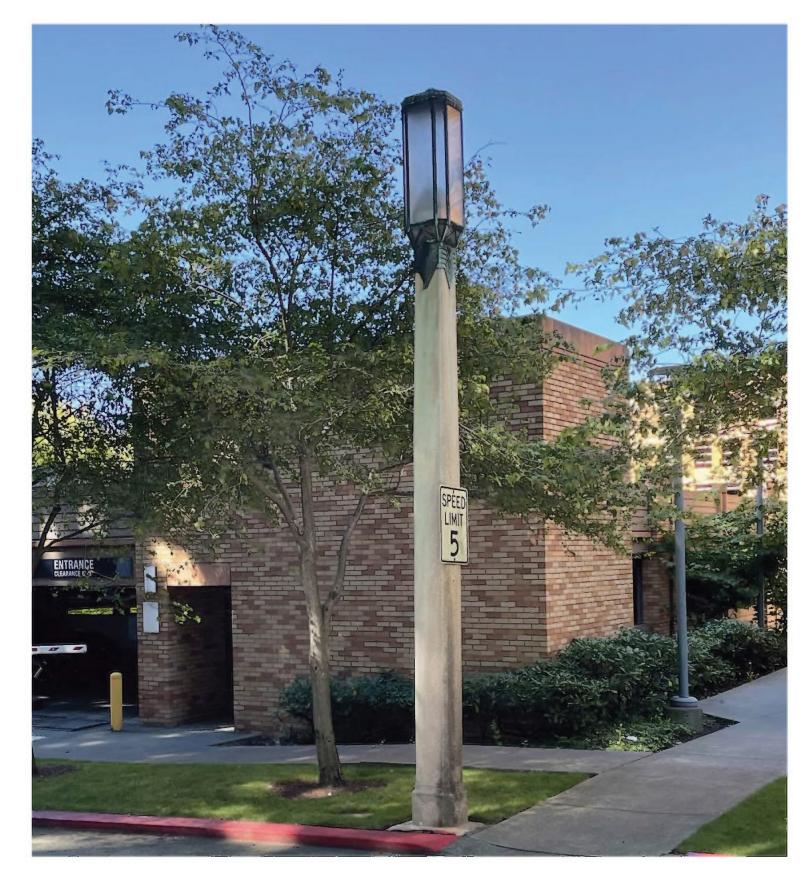


WAYFINDING





WAYFINDING DESIGN



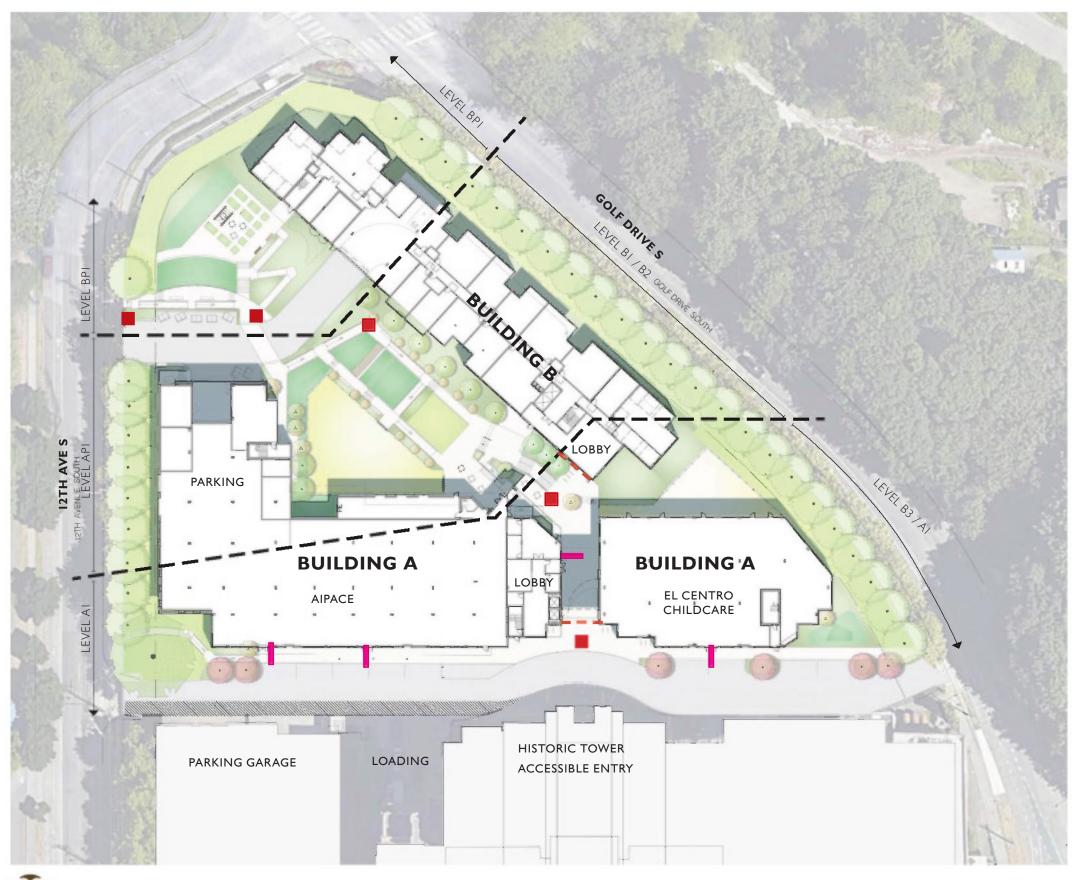




Tenant Signage Design



SIGNAGE STRATEGY (SIGNAGE DESIGN WILL BE UNDER SEPARATE PERMIT)



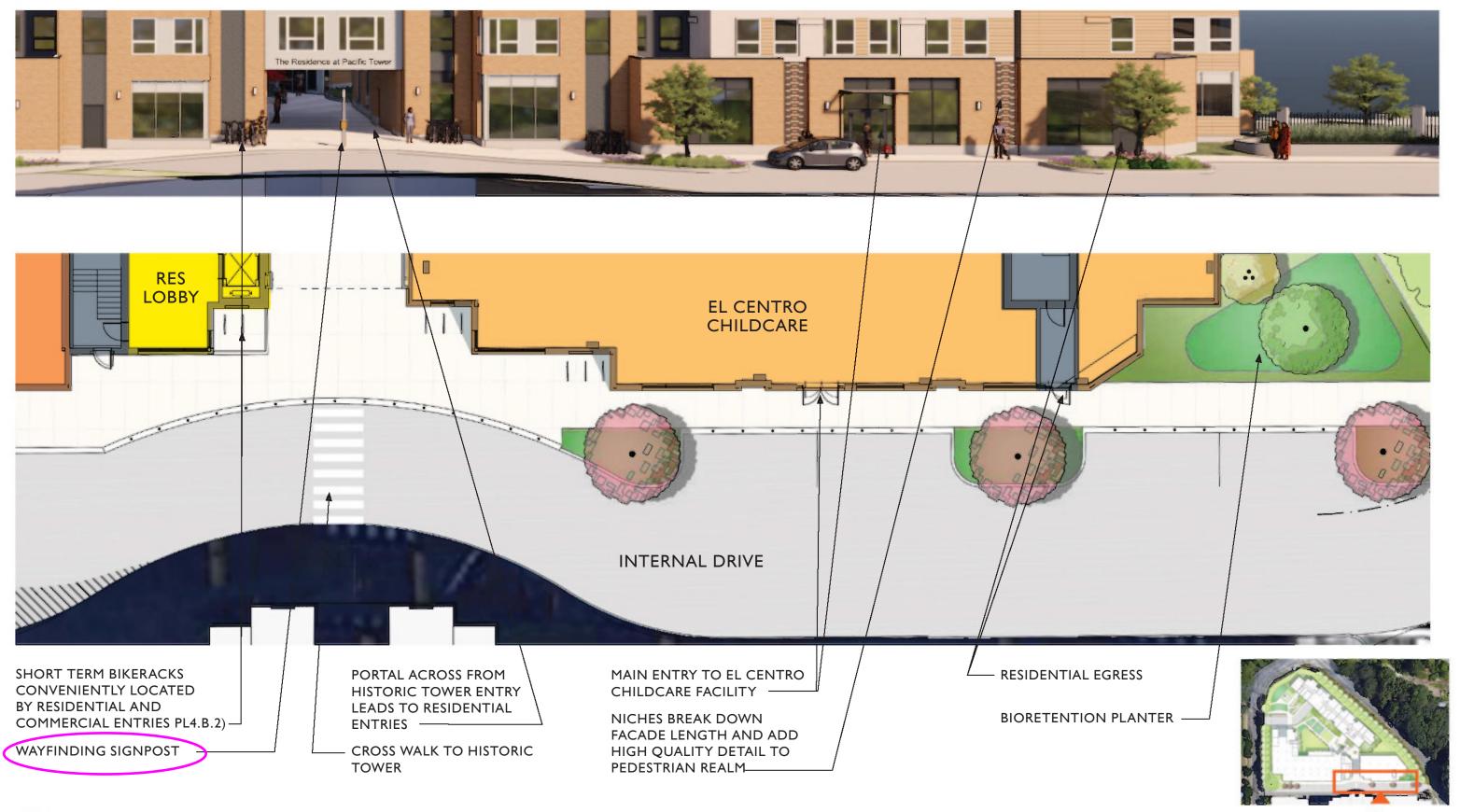


HANGING BLADE SIGN

WAYFINDING SIGNPOST

FACADE MOUNTED

INTERNAL DRIVE: PORTAL AND EL CENTRO FRONTAGE







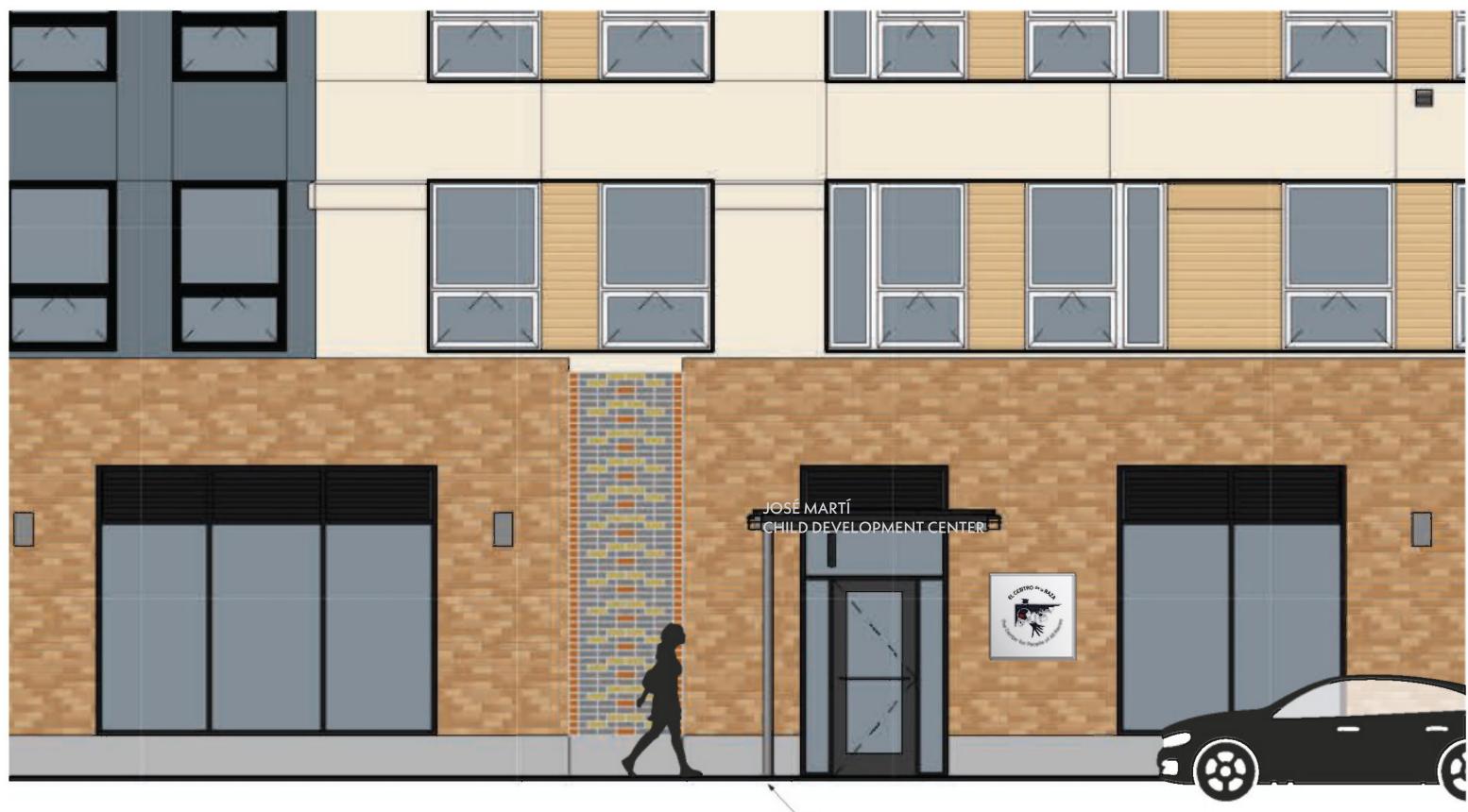
TENANT SIGNAGE - El Centro de la Raza Childcare



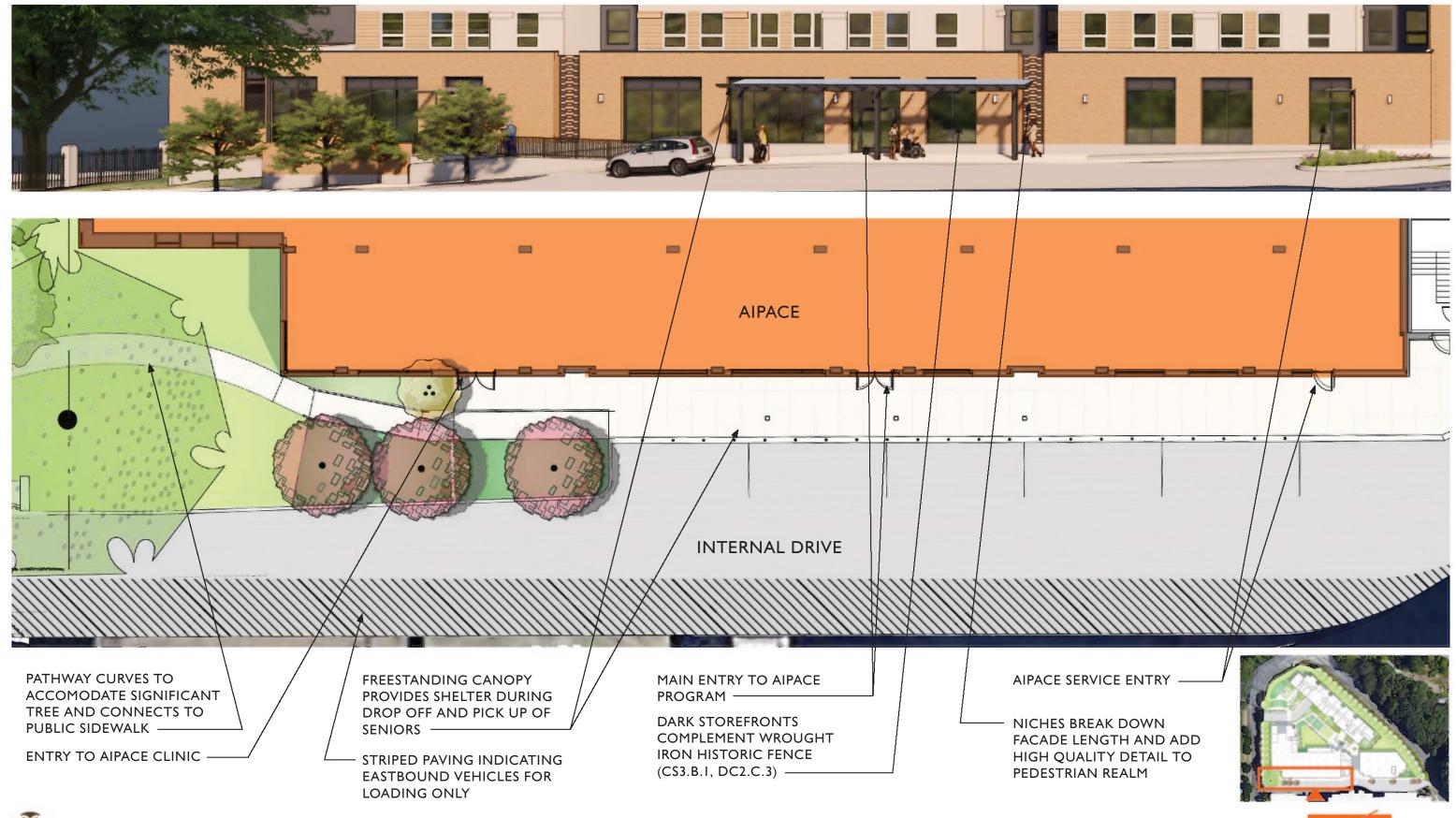


TENANT SIGNAGE - El Centro de la Raza Childcare





INTERNAL DRIVE: AIPACE FRONTAGE







NORTH LOT

TENANT SIGNAGE - AiPACE











