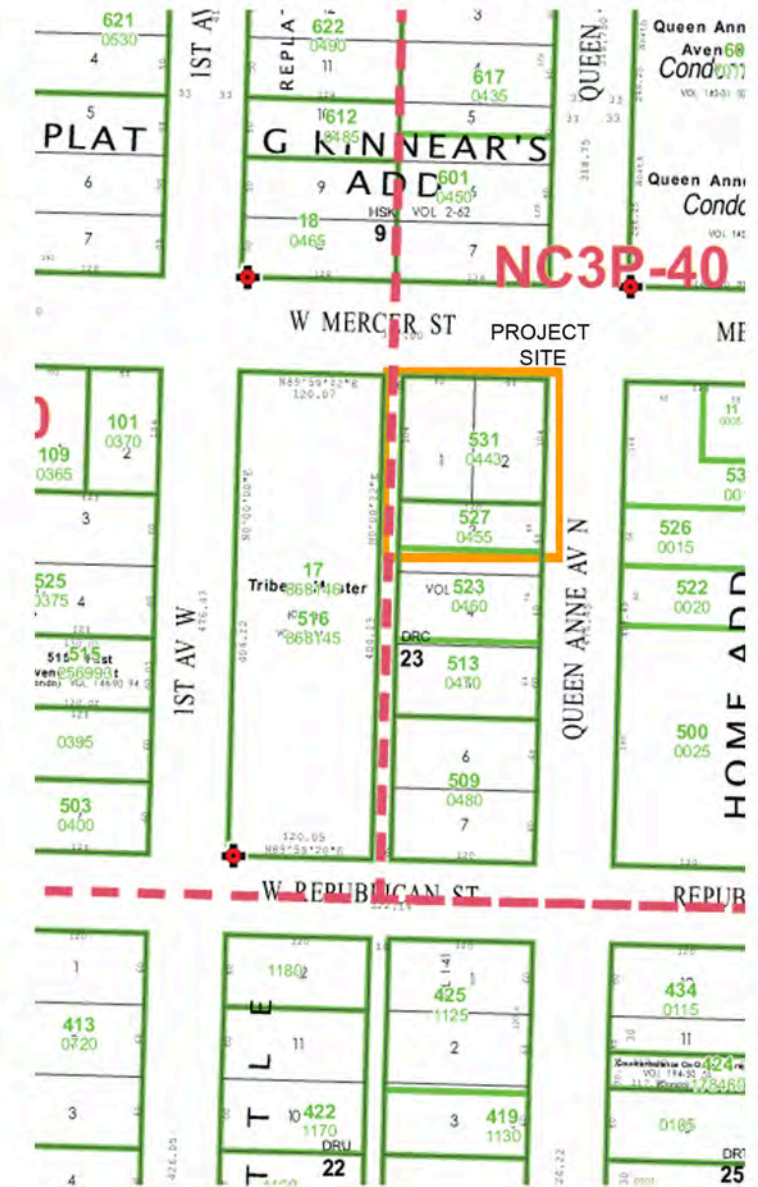
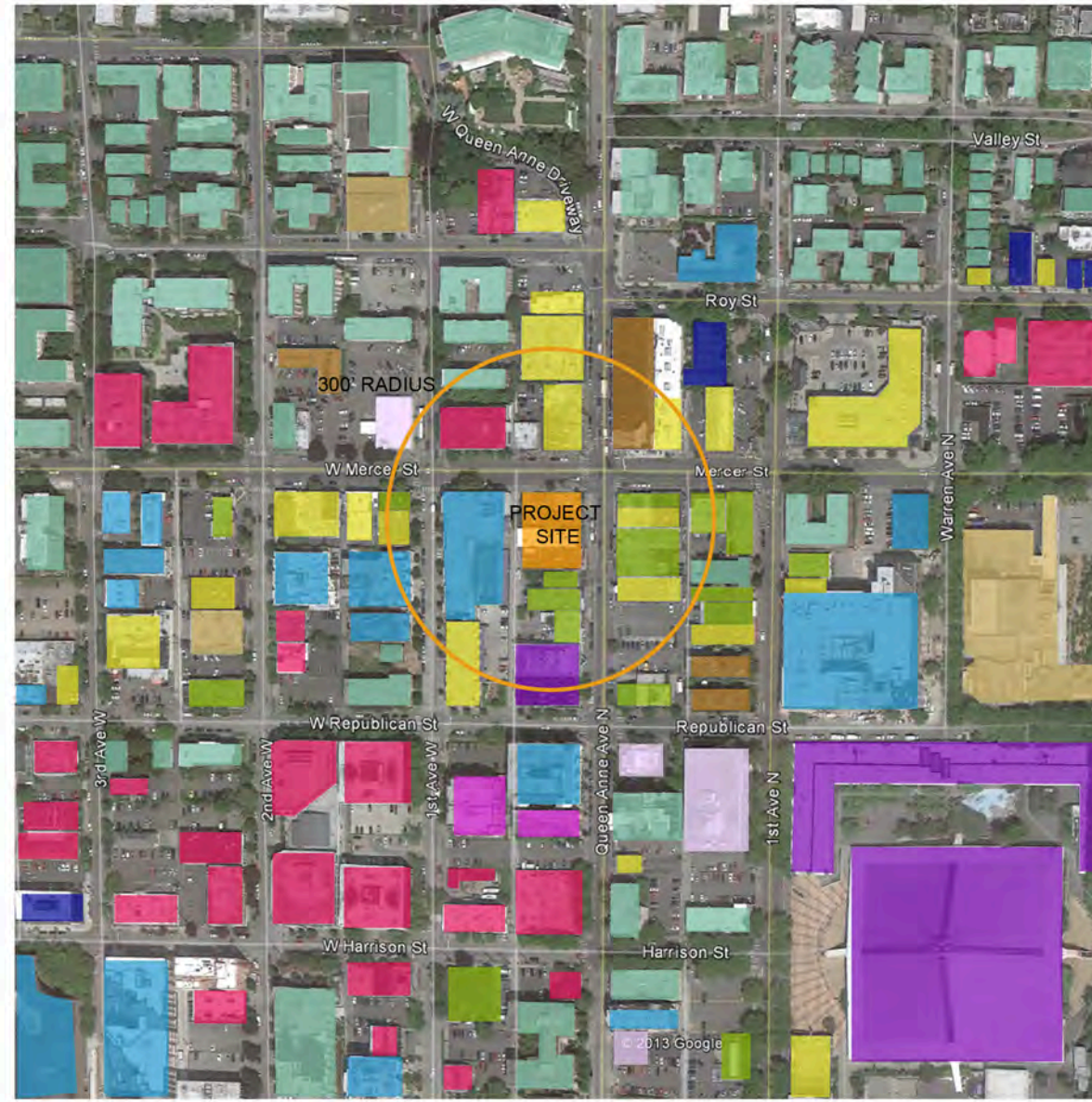
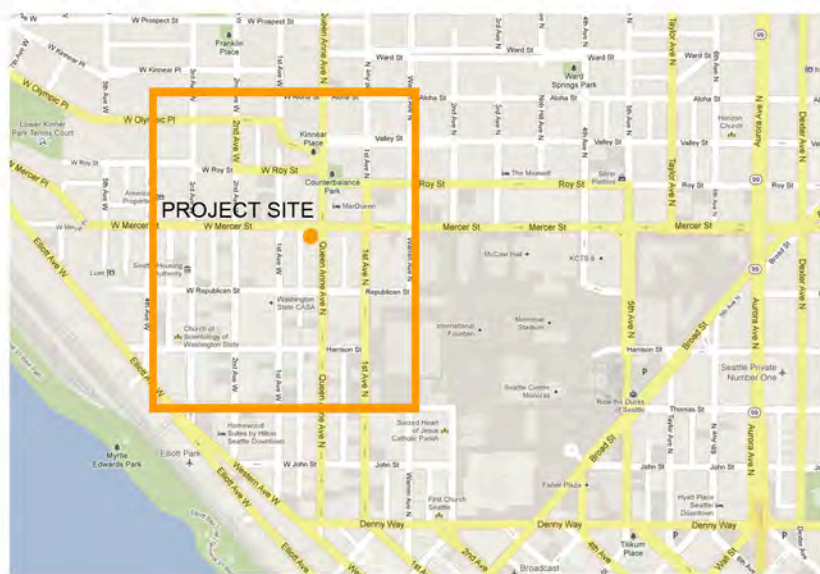
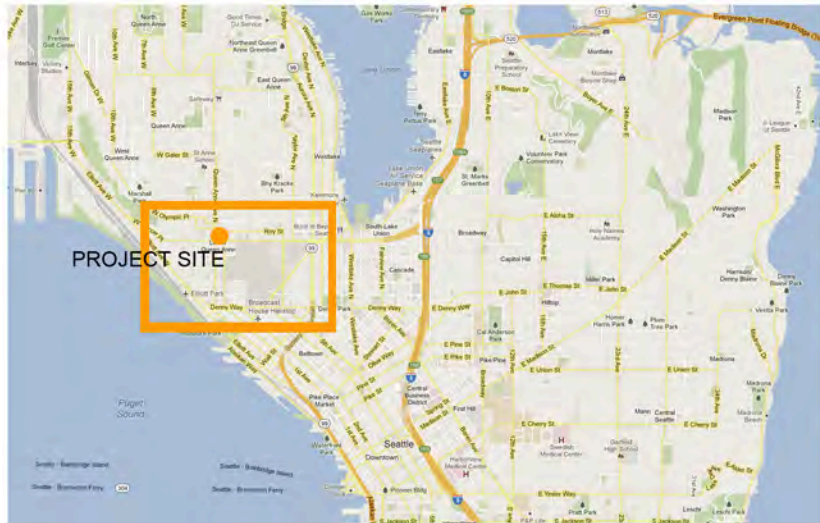




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The proposed project is located in the "Heart of Uptown" area of the Lower Queen Anne neighborhood. This site is located at a neighborhood gateway intersection. The zoning is NC3P-40. The proposed site currently has a small strip retail building dating from 1987 and a parking field at the corner intersection.

The neighborhood consists of a variety of pedestrian-friendly uses with dining and retail being most prominent. There are also several mixed-use residential/retail buildings in the surrounding blocks. Most buildings are 1 or 2 stories tall and date from the 1920's and are of brick masonry construction typical of that era. Many of these buildings were designed with large storefronts and with some art-deco influences that still remain today.

Moving several blocks to the south you find taller office buildings. To the north are a variety of multi-story apartment buildings and a few single-family homes scattered within this predominantly residential area.

The streetscape is dominated by wide sidewalks interrupted by light and power poles. While there are several storefronts that provide canopies for sun and rain protection, the rest of the areas are left exposed except for two bus stops adjacent to the site. This area, particularly along Mercer, has little or no trees or street plantings. The proposed site currently doesn't meet the design goals of the "Heart of Uptown" area and is not pedestrian friendly.

- COMMUNITY
- ENTERTAINMENT
- DINING
- HOTEL
- OFFICE
- MEDICAL
- MIXED USE
- RELIGIOUS
- RESIDENTIAL/APARTMENT
- RETAIL
- SERVICE
- PROJECT SITE

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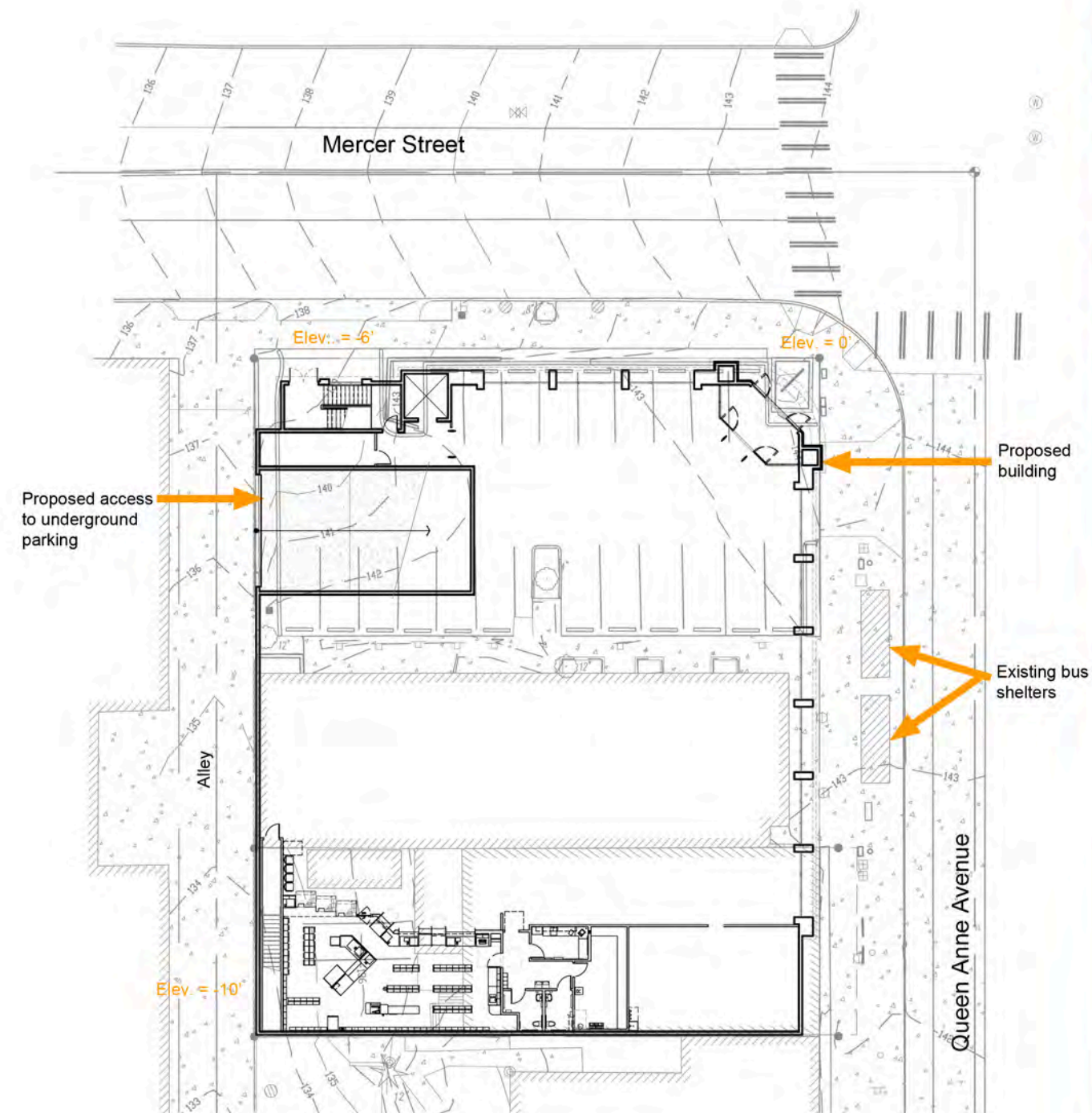
URBAN DESIGN ANALYSIS



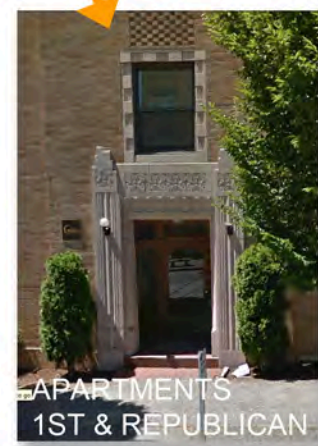
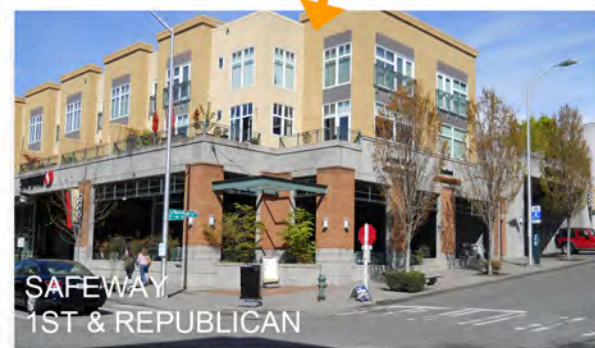
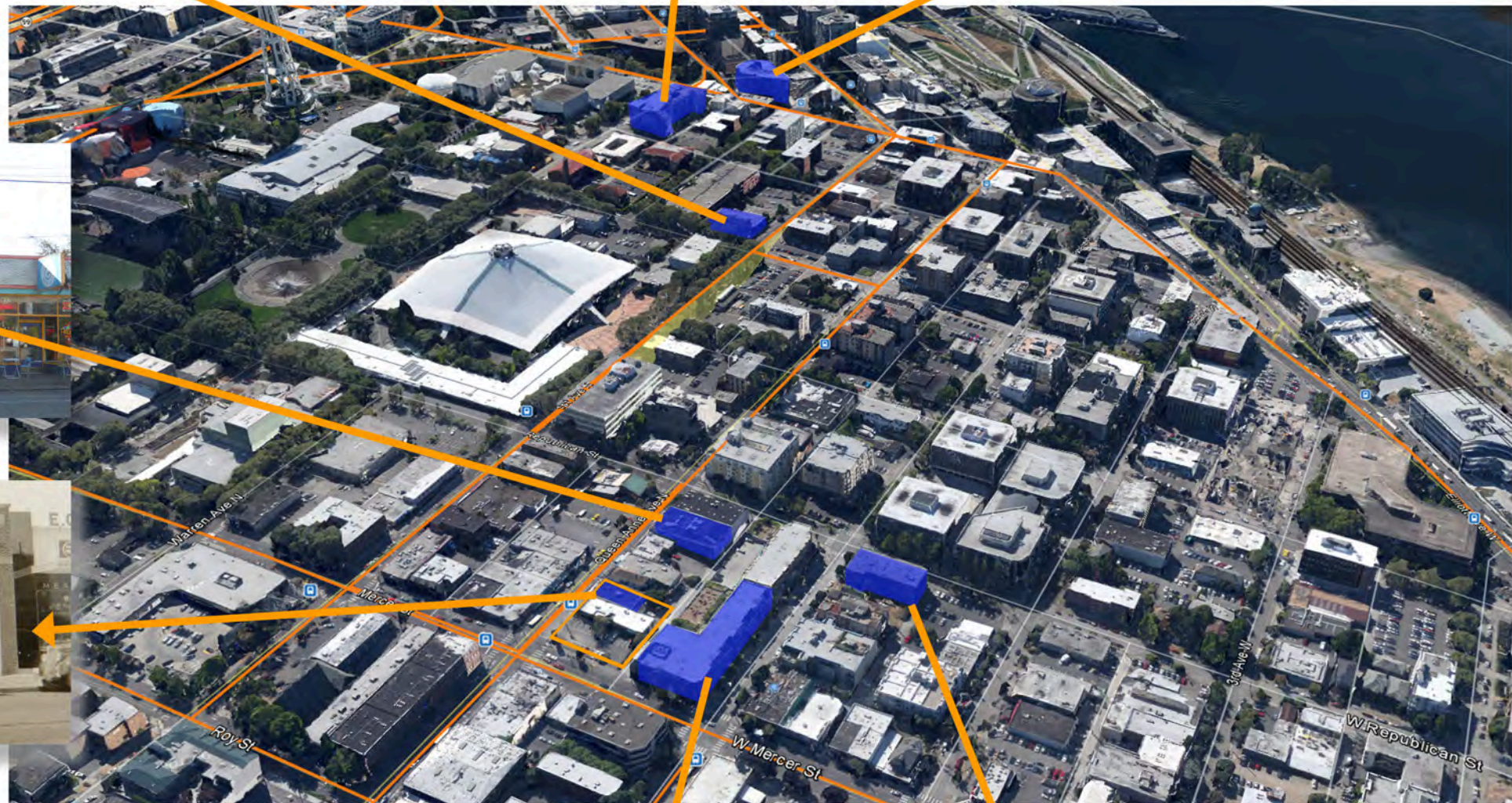
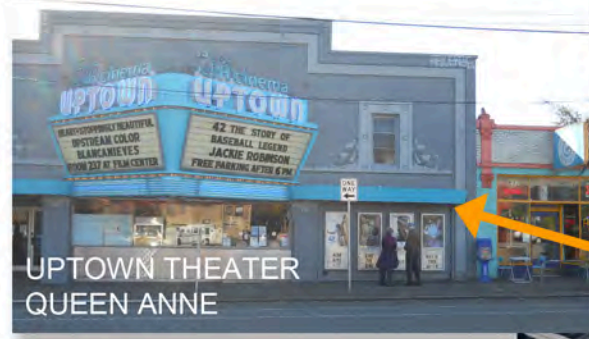
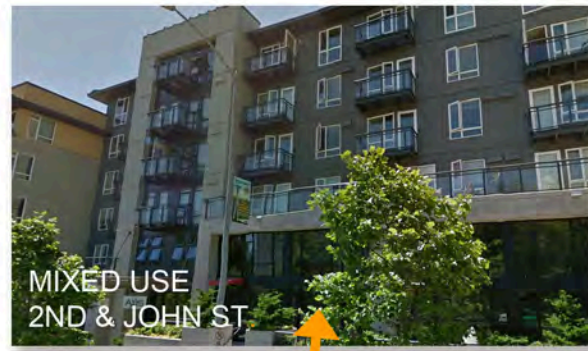
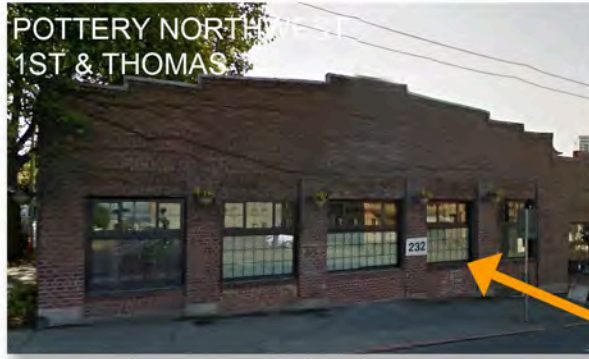
STREET CANOPY COVERAGE

This area is a primary transit gateway and a pedestrian area. At the corner of the proposed project the grade is flat along Queen Anne but drops approximately 6' going west along Mercer Street. The grade along Mercer continues to fall towards the corner at 1st avenue. The alley along the west side of the property also drop approximately 4' running south.

There are very few trees along Queen Avenue between Republic Street & Mercer Street. The sidewalk along Queen Anne is dominated by power poles and bus shelters making it unfriendly to pedestrians.



EXISTING SITE CONDITIONS AND TOPO



DESIGN INFLUENCES

There are various building forms and uses that surround the project site and while very different in nature, they can each influence the design of this project.

The buildings immediately adjacent to the site seem to have been built in early 1900's thru the 1930's. Buildings of this era were typically built from brick masonry containing decorative brick or limestone inlays to provide detail. These buildings typically provided large storefront windows that allowed clear views into the stores allowing pedestrians walking by to view merchandise as well as providing natural light into the store. The Specator Bar building is a good example of this type and this can be seen in the photo from 1937. Unfortunately this building has been renovated several times over the decades and the original character of the building has been lost.

Buildings along Queen Anne, while varied, do have consistant design elements such as canopies; pedestrian oriented signage; and art-deco details that provide character to the signage and some of the building forms.

There are numerous mixed-use buildings in the area and farther south that provide a modern design approach but are still have familiar design elements that allow these buildings to better blend into the surrounding area. Many of these buildings use brick masonry, larger storefront glazing, art-deco forms and materials like concrete and metals. Many also provide landscaping along the sidewalks to improve the pedestrian experience and soften the building facades.

SITE AERIAL

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QUEEN ANNE (LOOKING WEST)



QUEEN ANNE (LOOKING EAST)



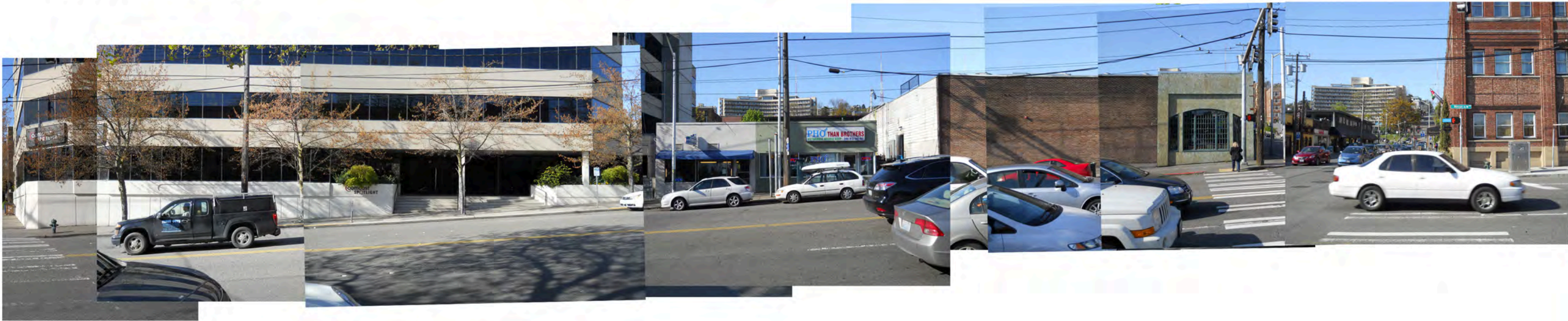
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STREET PHOTOS



MERCER (LOOKING SOUTH)



MERCER (LOOKING NORTH)



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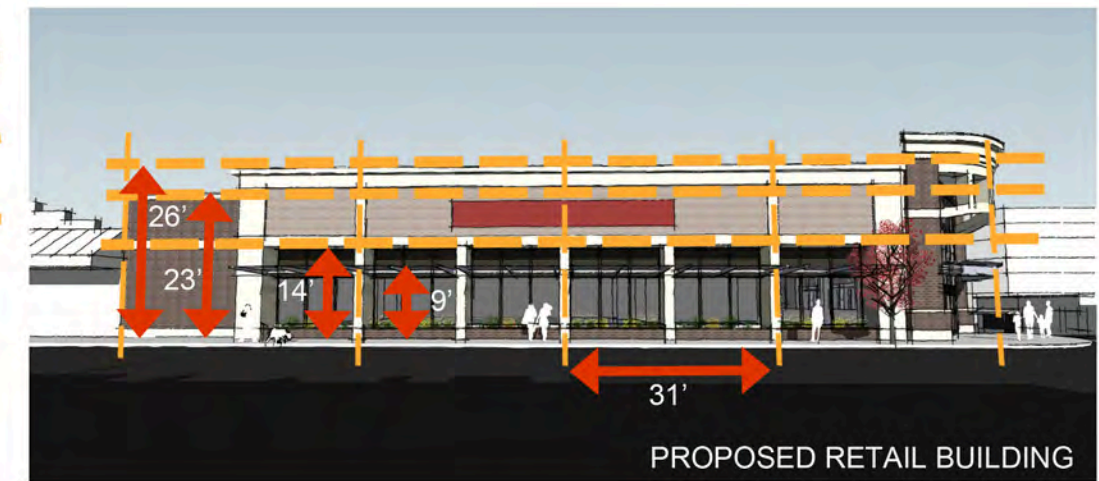
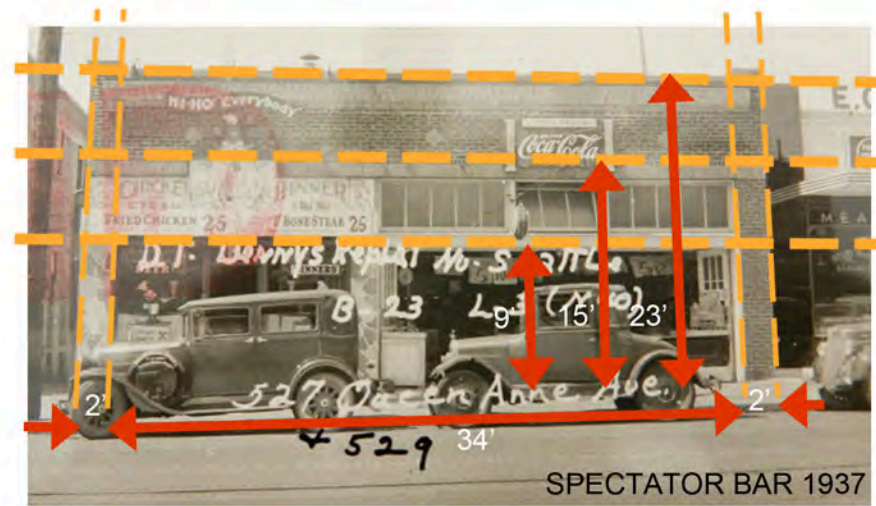
STREET PHOTOS

BUILDING PROPORTIONS

Buildings adjacent to the site and along Queen Anne have canopies and roof lines that vary in height. However, there are some relatively common elevation lines that carry thru these building to that help tie them together and provide a more uniform appearance to these varied facades.

Horizontal datum lines are emphasized thru similar roof heights and canopies. Vertical datum lines express repetitive bays between buildings.

The proposed retail building mimics these datum lines by closely matching canopy and window heights, parapet heights of adjacent buildings, and by providing bay spacing that is similar to spacing on other buildings.



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ARCHITECTURAL CUES



DEVELOPMENT OBJECTIVES

The proposed project will create a retail pharmacy along the main commercial corridor of Queen Anne which will compliment and enhance the Heart of Uptown area.

The ground level will provide the primary store entrance and retail space with access to an underground parking garage. As the site drops along Mercer a secondary entrance will provide access near the alley to both the store and to the parking garage. Garage access and the loading area for store deliveries will occur in the alley. A mezzanine will provide storage area and possibly, offices, and public restrooms.

The project will strive to improve the block character of the site that is currently covered with a surface parking lot and retail buildings. Additional landscaping and pedestrian amenities such as seating, canopies, and signage will be provided at street level to enhance the pedestrian experience along Queen Anne & Mercer.

PROJECT STATISTICS

Lot Size	16,274 SF (0.4 acres)
Building Area	16,000 SF +/- (14,600 SF Interior)
Allowable FAR (3.0)	48,822 SF
Proposed FAR	47,997 SF
Maximum Height	40' + 4'
Proposed Height	36'
Required Parking Stalls	29
Provided Parking Stalls	33
Required Loading Berth	1
Provide Loading Berth	1

UPTOWN NEIGHBORHOOD DESIGN GUIDELINES

A-2 Streetscape Compatibility

Encourage widened sidewalks. The building has been set back from the lot line to provide room for pedestrian amenities such as planter boxes, and seating. New trees will be planted along both streets to address the lack of landscaping in this area, particularly along Queen Anne Avenue.

A-8 Parking and Vehicle Access

Parking for the project has been located in an underground parking garage that is accessed via the alley.

Treatment of Alleys. The building facade adjacent to the alley has been cut back to provide a clearer view of alley traffic. The building design also turns the corner to improve the overall character of the building. Pedestrian access to the parking garage and a secondary entrance has been incorporated at this area adjacent to the alley.

B-1 Height, Bulk and Scale

The facade has been broken into approximately 15' horizontal units to limit scale and provide a traditional storefront rhythm. Building height takes into account adjacent properties and matches those building heights as close as possible to maintain a visual continuity of scale along both streets.



DEVELOPMENT OBJECTIVES

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- D-9 Commercial Signage**
A combination of wall mounted signage and pedestrian oriented blade signs are proposed. While the signs are not yet designed, their approximate location and scale are shown in the images.
- E-1 Landscaping to reinforce continuity with adjacent sites**
There is no street landscaping on the adjacent sites along Queen Anne and minimal along Mercer.
- E-2 Landscaping to enhance building and site**
We are proposing new planter boxes along the building and along the curb line to soften the streetscape. New trees will also be provided along both streets to improve the pedestrian experience along streets that have little to no landscaping. Rooftop planters will be provided to comply with the Seattle green factor which cannot be met simply by utilizing the streetscape.

UPTOWN NEIGHBORHOOD DESIGN GUIDELINES (CONT.)

C-1 Architectural Context

We propose a variety of high quality materials and design features that will provide details and scale appropriate to pedestrians while still allowing the building massing needed to respond to adjacent building profiles. The primary design influences are the traditional retail building in the surround lots that were built in the early 1900's along with Art Deco details and materials.

Buildings from the early 1900's were typically built from brick masonry with stone details. Larger expanses of storefront glazing were also provided to allow for merchandise display areas and to allow natural light. We have provided large storefront windows that will allow clear views and light into the store. These windows will have metal transom details reflecting similar building in the neighborhood.

Brick will provide a traditional look with a rich texture and color. Accent materials, appropriate to the Art Deco style, will be used to define the Art Deco design elements and forms. Architectural concrete panels will provide a clean stream-lined look with certain sections, especially near street level, will have a rough textured finish to provide detail.

C-3 Human Scale

Pedestrian friendly amenities such as overhead canopies are provided to protect people from weather but also to provide additional detailing in the facade.

Pedestrian oriented signs with unique character will also be provided to help mark the store as well as direct drivers to the parking garage access in the alley.



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Preferred Scheme "A"

This option provides a rich building facade by using quality building materials such as brick and cast stone. Design references reference older buildings in the neighborhood without being too derivative.

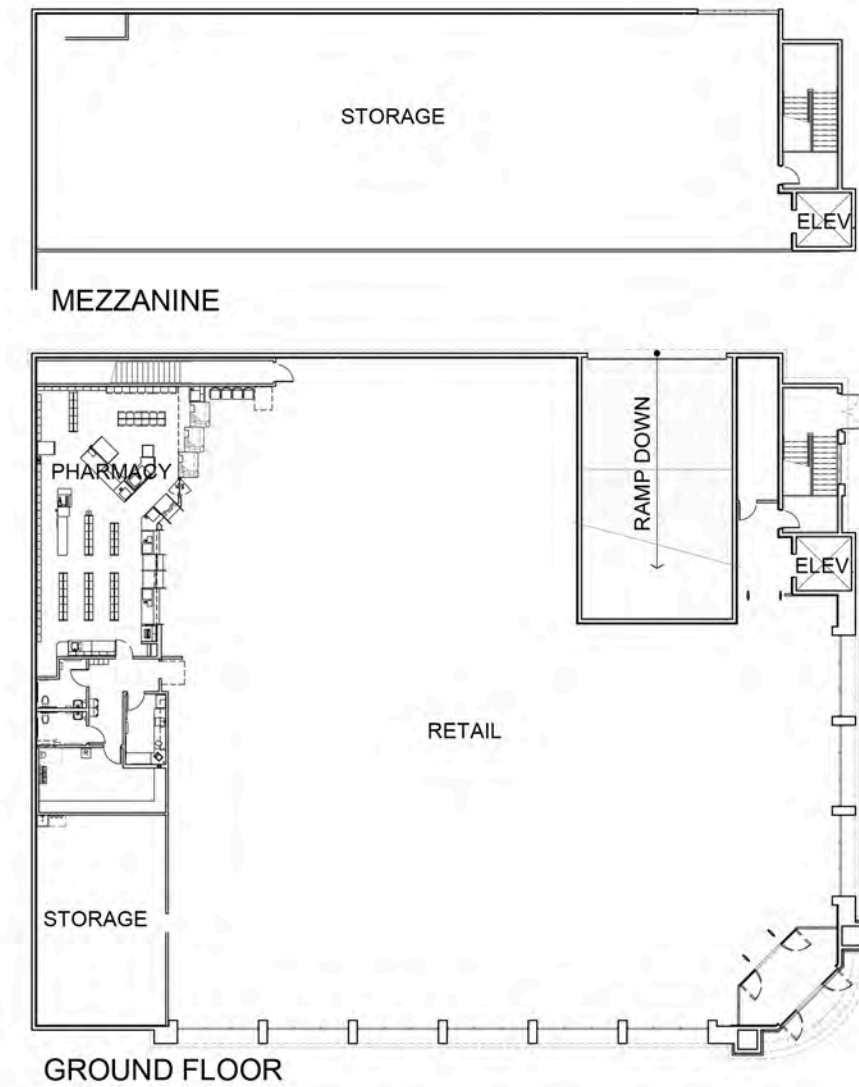
Large metal/glass canopies are proposed to provide weather protection for pedestrians but also allow light to reach the required landscaping below.

Pro's

Large streamlined canopies provide good weather protection. Corner entry element opens up and adressed the corner.

Con's

Glass canopies will be difficult to maintain/keep clean. Limited site area and existing street elements such as power poles and bus shelters limit landscaping at street level requiring a large green roof area. No access to green roof area.



PREFERRED OPTION "A"

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QUEEN ANNE ELEVATION (EAST)

WINDOW DISPLAY AREA

Check stands and other customer transaction areas are located at the front of the store along the Mercer elevation.

It is necessary to screen this area to provide privacy for the employees working in this area as well as to conceal the cabling and other unsightly items that would otherwise be viewable thru the windows.

The screening will be provided via a 4' high wall constructed a few feet behind the windows. This wall can be painted a basic color, can have a decorative graphic image applied, or decorated with photographic images or artwork.

The intent of this design is to comply with the 60% clear glazing requirement but still allow the necessary retail equipment to be screened.

The impact of this graphic screen wall will diminish as the sidewalk grade drops and it becomes harder to see directly into the store.



MERCER ELEVATION (NORTH)



PREFERRED OPTION "A"

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Alternate Scheme "B"

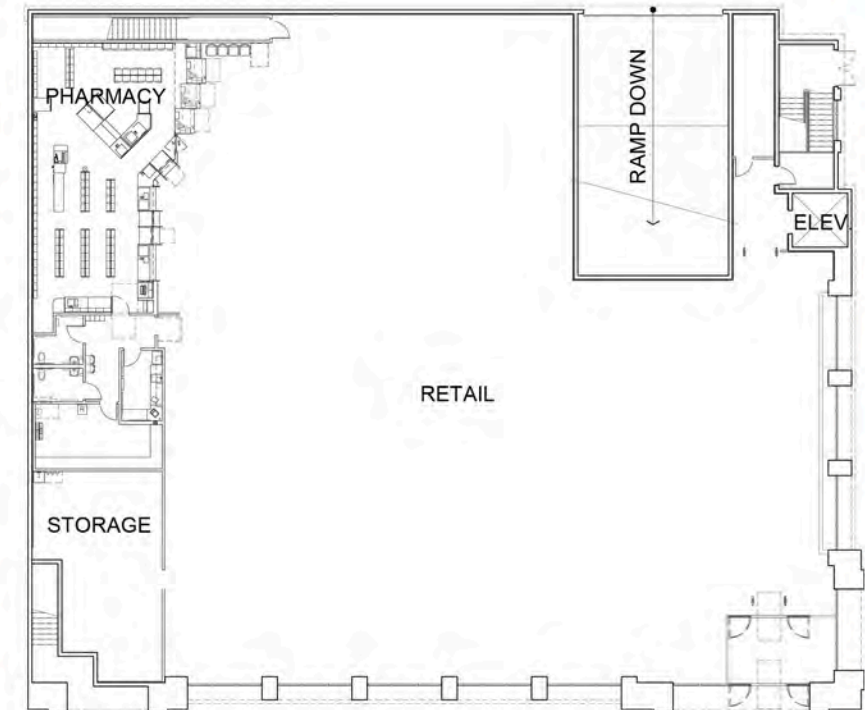
This design alternative provides a bolder and more prominent architectural entry feature compared to the preferred Option "A".

Pro's

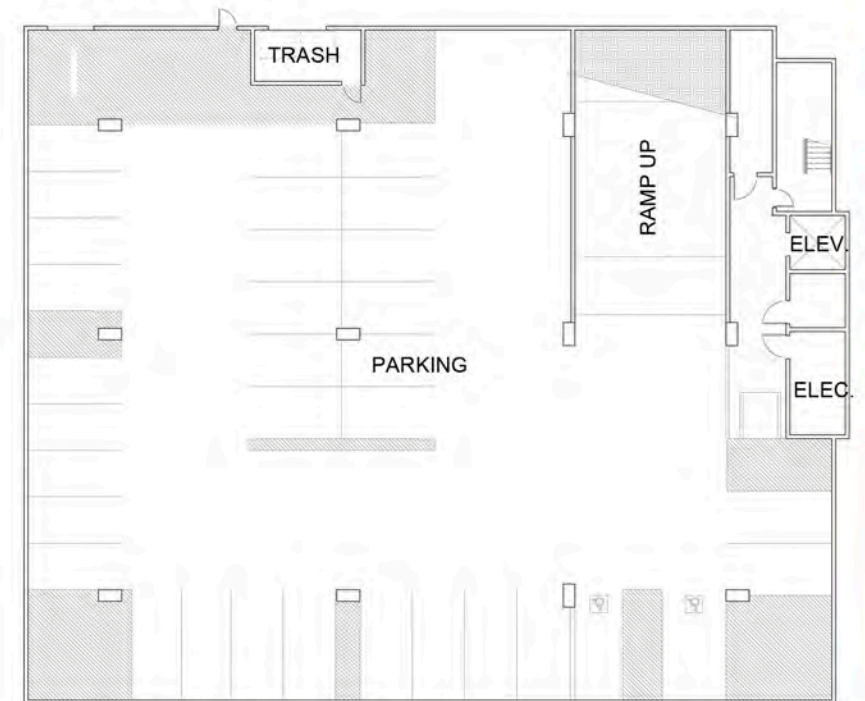
Rectangular tower elements work well with the linear building design and mark entry points to the store.
Fabric canopies will be easier to install and maintain compared to metal/glass canopies.
This option proposes limited/secured access to the green roof for community members who could use this area for gardening.
This option provides a bit more retail space.

Con's

The rectangular entry does not open up the corner as much as the other options do.
Potential green roof access poses liability and security concerns for the retailer.



GROUND FLOOR



BASEMENT PARKING

ALTERNATE OPTION "B"

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Alternate Scheme "C"

This design alternative is similar to preferred Option "A" but provides an alternate entry design.

Pro's

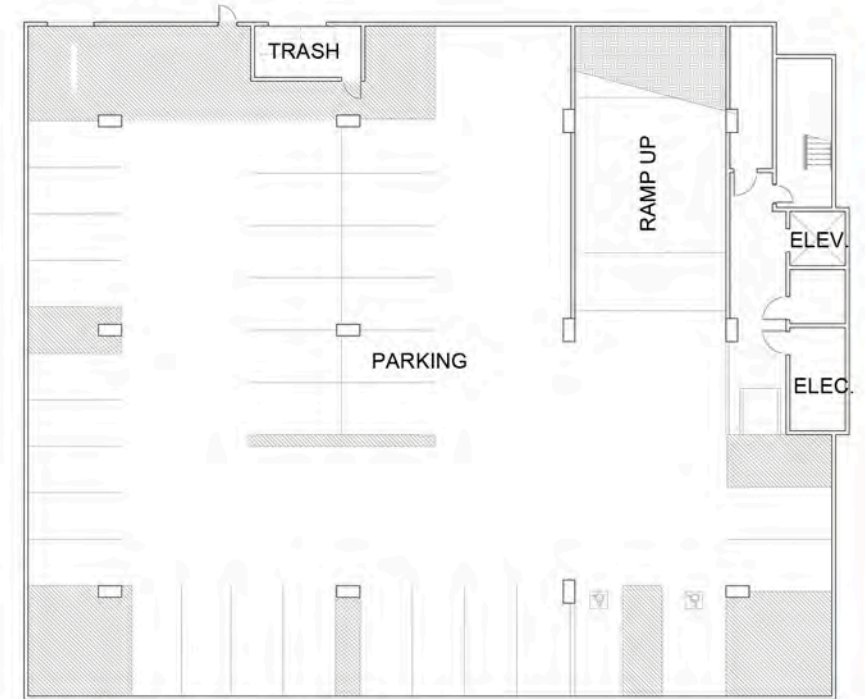
Provides a simpler architectural form at the corner of the building. Also provides a bit more weather protection at the main entrance.

Con's

More difficult to construct masonry and stone/concrete panels that are curved. Proportions and shape of this entry feature don't work as well as the other schemes because the rest of the building is very linear.



GROUND FLOOR



BASEMENT PARKING

ALTERNATE OPTION "C"

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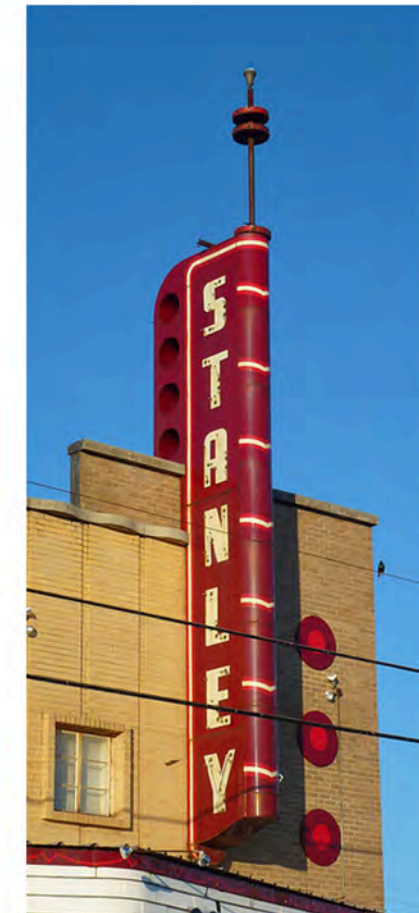
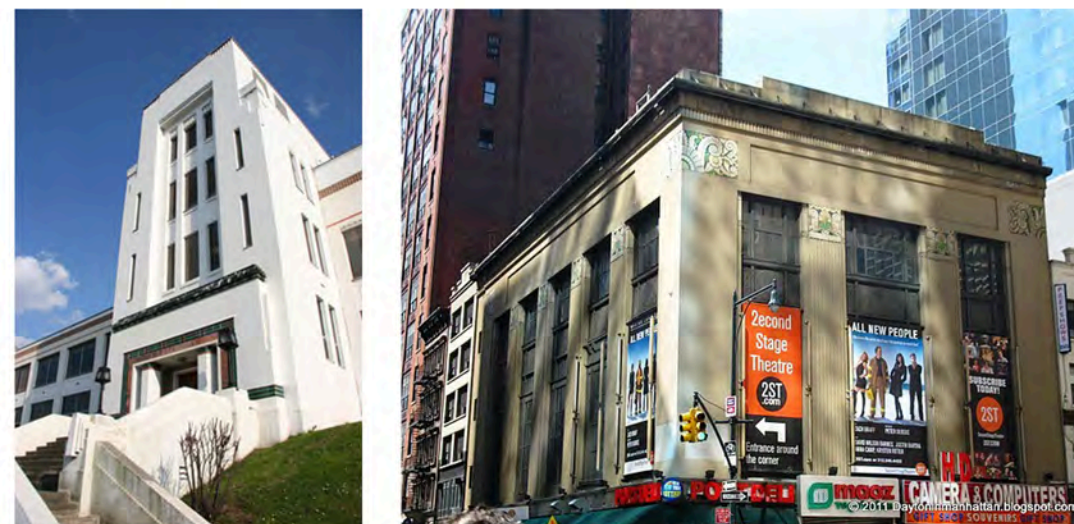
GREEN FACTOR OBJECTIVES

The proposed building architecture is derived from traditional retail buildings found in the neighborhood. Many of these brick masonry buildings were constructed with large storefront windows and stone details.

Clean, linear forms are used to compose the building facade and frame the storefront windows. Architectural cast concrete or stone panels will be used to create these linear forms. Certain panels will have a rough textured surface to provide texture and detail.

Canopies will be provided at the store entries. These will have an aluminum finish and typical art deco linear details.

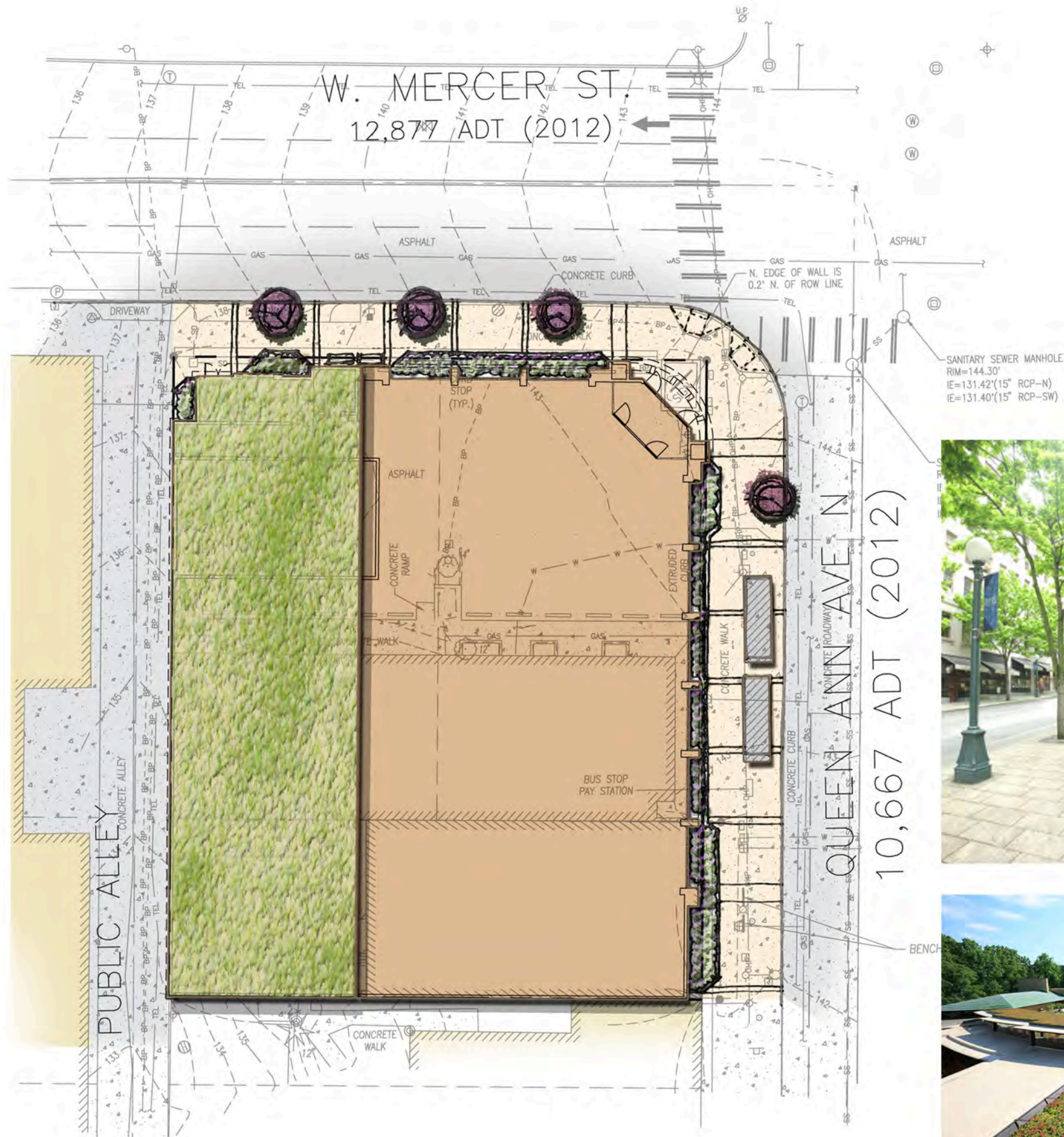
Pedestrian oriented blade signs will provide visual interest and help enrich the building and sidewalk character.



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ARCHITECTURAL DESIGN ELEMENTS



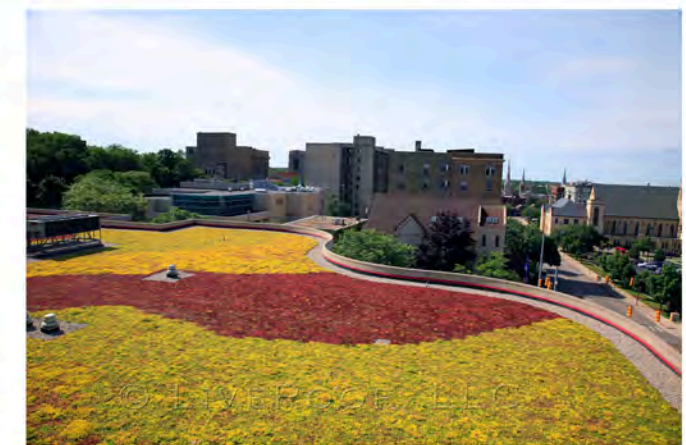
GREEN FACTOR OBJECTIVES

The proposed project will provide an improved pedestrian experience by adding a variety of landscaping along Queen Anne and Mercer.

Planter boxes and/or benches will be provided along the building to soften the architecture and provide additional texture and color along the sidewalks which currently have little landscaping. Plantings will be a combination of shrubs and perennials.

The existing trees on the site will be removed to make way for the new building structure. Additional street trees will be planted along Mercer Street. A single tree will be planted along Queen Anne. Additional required trees along Queen Anne cannot be provided due to conflicts with the existing bus shelters and power poles.

Due to existing site limitations, additional landscaping will be provided on the building roof to achieve an overall Green Factor of 0.3. Drought tolerant plantings will be provided on the roof.



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SEATTLE GREEN FACTOR

CODE REFERENCE

REQUIREMENT

PROVIDED

DEPARTURE REQUEST

23.47A.008

Street-level development standards

60% of the street facing facade between 2' and 8' above the sidewalk shall be transparent.

60% clear glazing has been provide along Queen Anne and along Mercer. However a portion interior graphic wall will be required to screen the back side of the customer checkout area. Also, due to the grade change along Mercer it is technically infeasable to provide clear glazing starting 2' directly above the sidewalk.

Allow window graphic wall to conceal required store checkouts as it would be undesirable to see these items thru the windows.



Retail Building - Gainesville, FL



Retail Building - Lakewood, OH



Retail Building - Sandy Springs, GA



Retail Building - Savannah, GA



Retail Building - Tiburon, CA



Retail Building - Columbus, OH



Retail Building - Fresno, CA



Retail Building - Renton, WA

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SIMILAR NORR PROJECTS