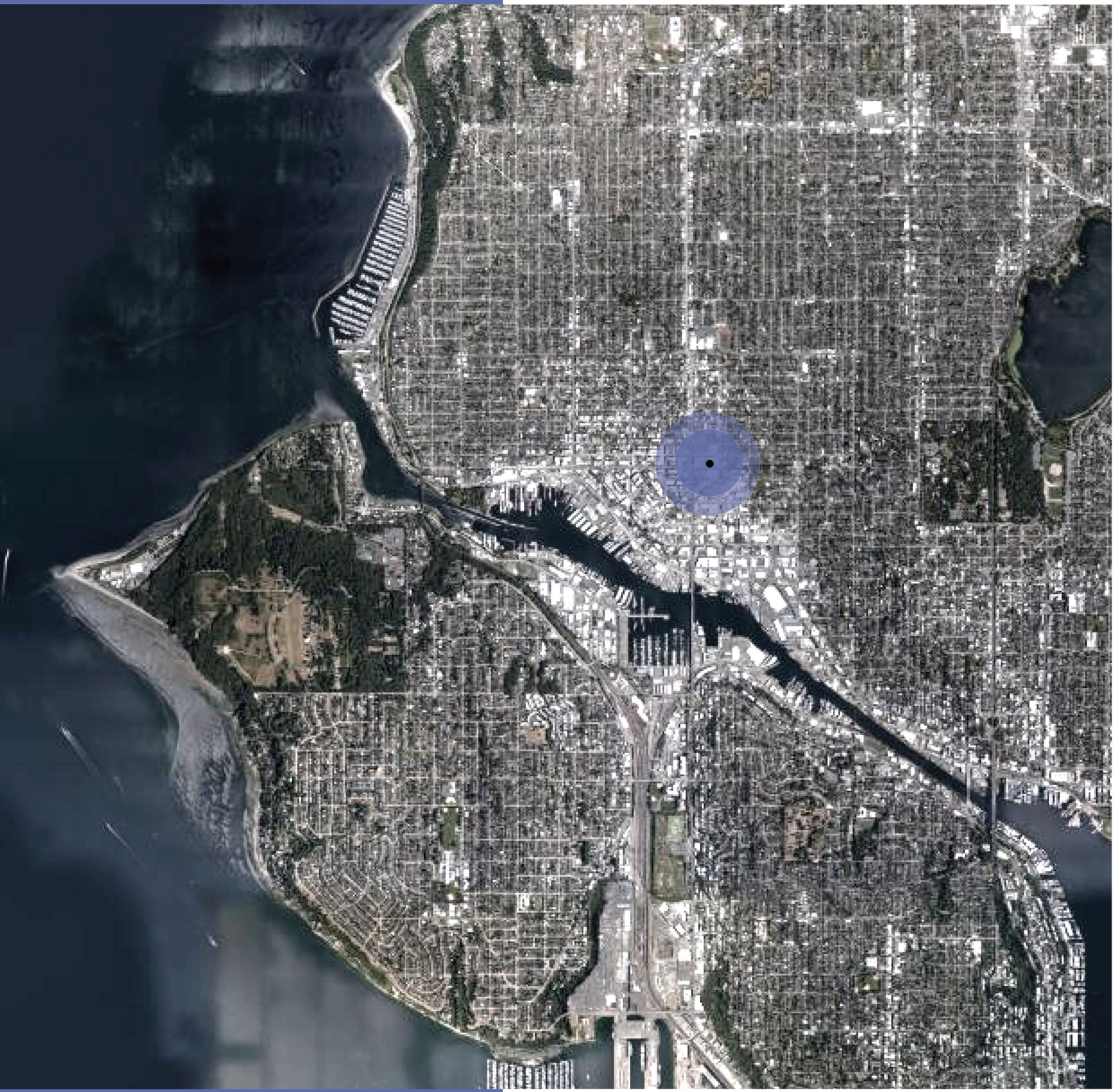


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Lagom Living

1140 NW Market St
Seattle, WA
98107

EARLY DESIGN GUIDANCE

CYCLE 2

ADMINISTRATIVE DESIGN REVIEW

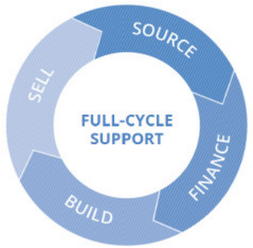
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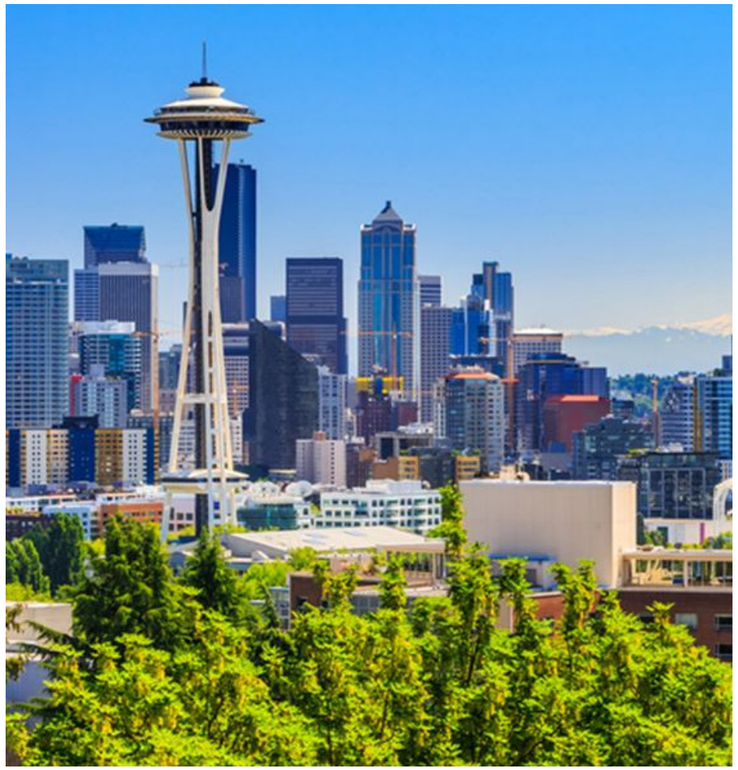
BLUEPRINT

Blueprint Capital

Who We Are

Here at Blueprint Capital, we offer a unique approach to building communities in our great city of Seattle. Blueprint was originally founded in 2009 to help local builders finance and create small scale residential housing. The first part of our thesis was clear; to create a better lending model to serve the Seattle market. The second part of our thesis was that by helping local builders with more than just financing it would produce better results for them and for the community we serve. By offering a full-cycle of support of sourcing, financing, permitting, and building unique to our economic market we are able to streamline the process and help contribute to housing demands due to population and job growth in Seattle.





DENSITY

SUSTAINABILITY

AFFORDABILITY

DIVERSITY

TRANSPORTATION

Blueprint is committed to building strong communities. We're your neighbors, and we want the same things you do: quality, environmentally-efficient homes that reflect our Northwest lifestyle and values. Seattle's strong job and housing market has experienced rapid growth, and although change is sometimes tough, growth is good. It means we're a place where people want to live and raise their families, contribute to the economy, and add to our unique culture. We respect our neighborhoods and want to ensure new families join our community in homes that maintain our commitment towards community, diversity, affordability, and sustainability.



Dave Biddle
Senior Manager, Architectural Design



Steve Svetlik
Lead Architect



Lucas Deherrera
Land Use & Permitting Manager



Jade Aramaki
Senior Design Associate



Andrew Withnell
Managing Director of Construction

Meet the Team that Makes it Happen

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“Lagom” Living

Referencing Ballard’s historic context of Swedish origin, Lagom (pronounced la-gohm) describes the positive feeling of having something be “just right.”. Live like it’s “just enough” - not too much, not too little.







Development Objectives

Create a diverse mix of unit types to encourage a variety of lifestyles
Provide unique and useful amenities for both tenants and the community
Build a structure with materiality and form that compliments the surrounding context, now and for the future.

Neighborhood Objectives

Enhance spaces so that they are “Ballard” centric
Integrating the artistic culture of the neighborhood
Activate the streetscape through detailed design
Create spaces that are multi functional

Design Objectives

Facilitate the use of public and bicycle transportation
Design appropriately scaled and comfortable spaces to be in
Inject a vibrance and energy that compliments that of Ballard
Connect people to nature through a creative use of plants

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Ballard Neighborhood Informing Design



Cultural
strong Nordic heritage



Nature & Parks
easy access to the outdoors



Pedestrian
spill-out retail, active streets



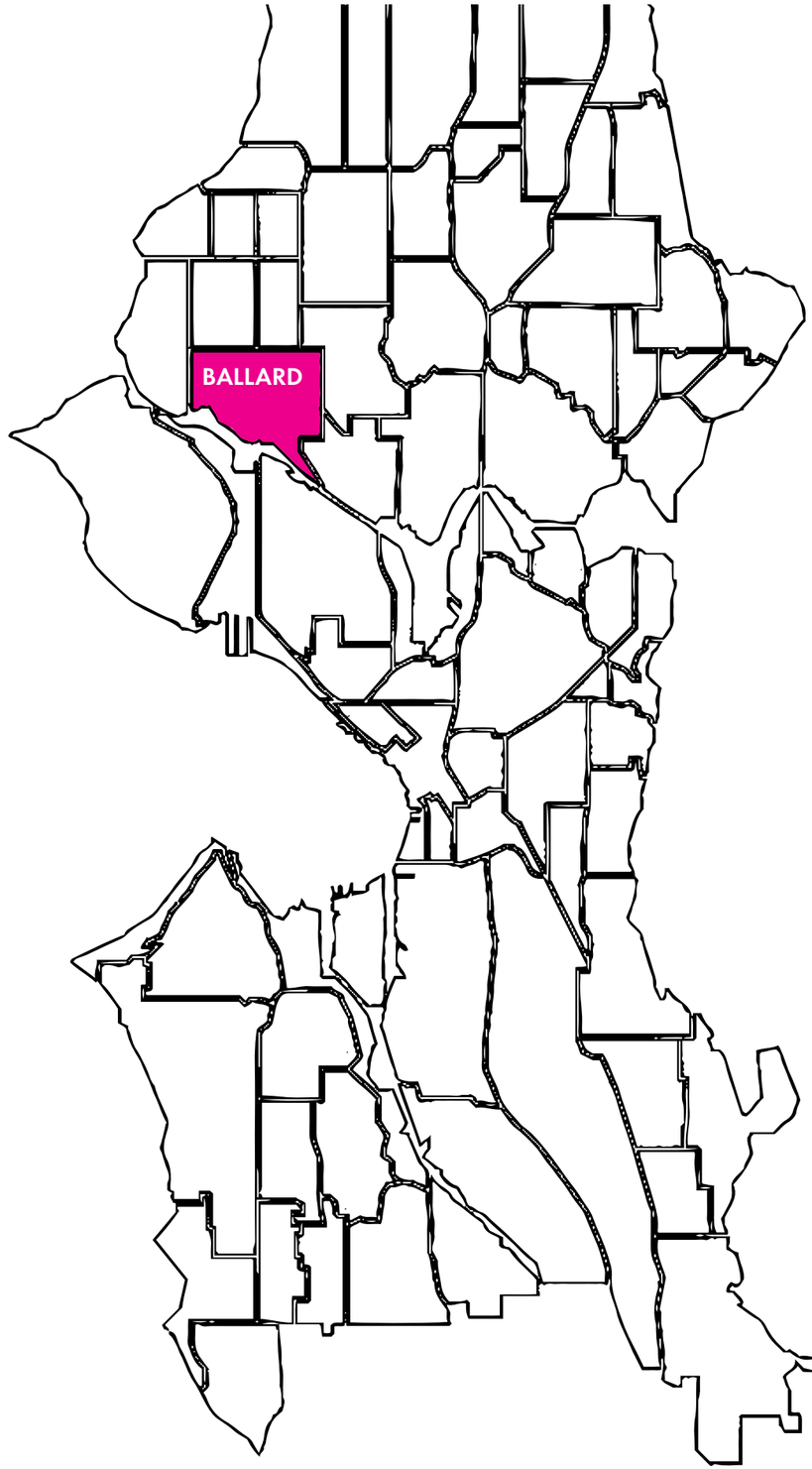
Music
vibrant music scene



Tradesmen & Artisans
skilled occupations & artisans



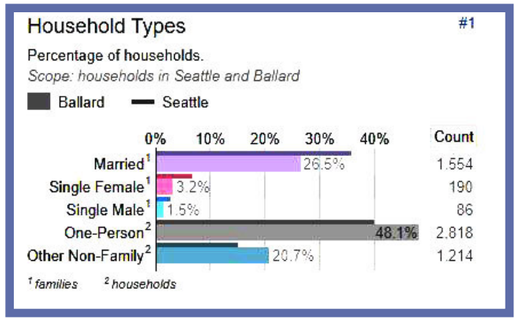
Local Community Spirit
supporting local businesses, retail, & farmers



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Density in Seattle | Why It Matters

Ballard has a population of 10,121 people with 5,860 households with a median age of 22-39, making up 51.1% of the age demographic.



48.1% of the Ballard demographic lives in a one-person household with a median income of 77.6k

https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Household-Types

in Ballard > 45% of households are single occupant.

the majority of Seattle's growth is projected to happen in urban centers.

Forward Focus | Urban Villages

Per the Comprehensive Plan of 2035 conducted by the OPCD, forecasts suggest that over the next 20 years, Seattle will need to accommodate 70,000 additional housing units, 120,000 more residents, and 115,000 additional jobs. The city excpects that between now and 2035, most housing and employment growth will occur in those urban centers and villages.

https://www.seattle.gov/Documents/Departments/OPCD/OngoingInitiatives/SeattlesComprehensivePlan/CouncilAdopted2019_CitywidePlanning.pdf

Rising to the Challenge | Affordable Apartments & Comfortable Density

By proposing market rate, multi family housing we are responding to the growth projected for the Ballard neighborhood. Designing flexible, multi-use spaces enhances the spatial environment, foster connections, and encourages occupants to see the neighborhood as their extended living room.

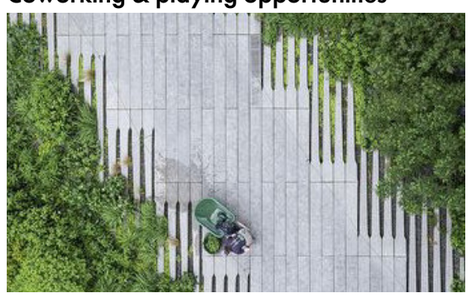


Enhancing bike infrastructure

see the neighborhood like your extended living room



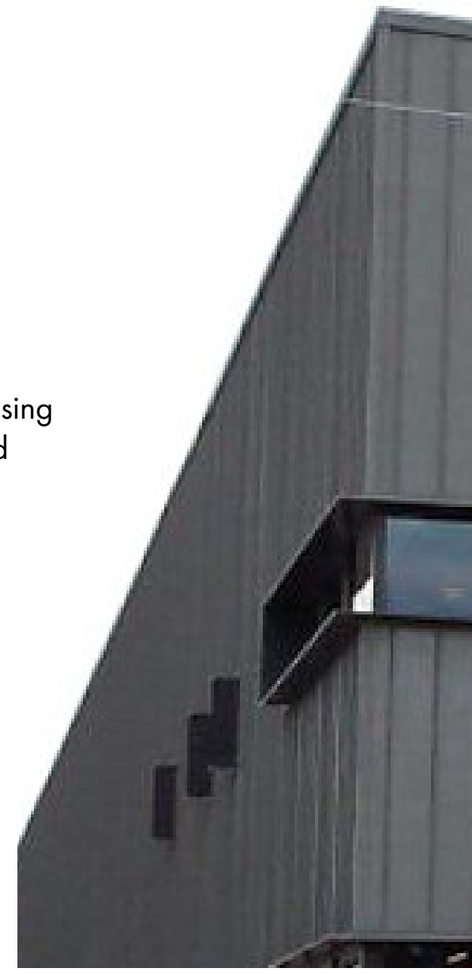
Coworking & playing opportunities



Connecting with the outdoors



Engaging with the community



Supporting local art

Project Overview

Address

1140 NW Market Street

Project Info

Neighborhood	Ballard
Zoning	NC2-55 (M)
Overlay	Ballard (Hub Urban Village)
ECA	No
SEPA	No
Parking Flexibility	Yes
Lot Size	10,000 sf
FAR	3.75
Allowable FAR	37,500 sf
Project FAR	37,130 sf
Height	55 feet

Project Counts

Gross SF	37,130 sf
Amenity Area	1,744 sf req'd
Residential Units	86 Units
Vehicle Parking	0
Bicycle Parking	86 Long Term

Project Description

Demo existing restaurant. Construct new apartment building.

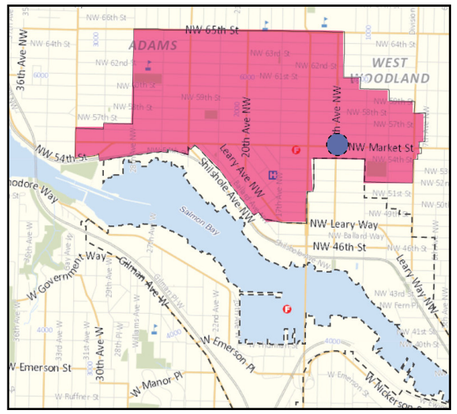
Project Location

Ballard is a neighborhood that has experienced rapid growth in the recent history. It offers the community an outstanding variety of restaurants, shopping, living, music and working hubs that make it an attractive desination for residents and visitors alike.

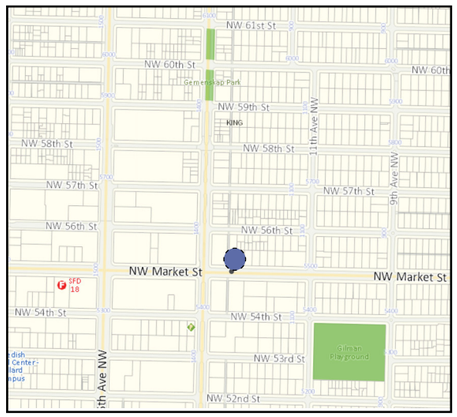
The proposed project is locted near the heart of activity in Ballard to the West. The site is situated north NW Market Street and East of 14th Ave NW, with access to public transit a 5 minute walk away. While active, residential neighborhoods dominate the neighborhood to the East. Design sensitivity around the neighboring residences in a vibrant community will be a priority.



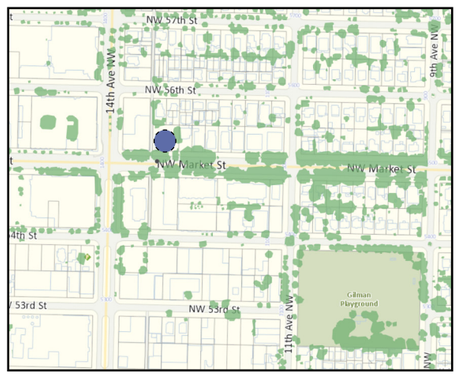
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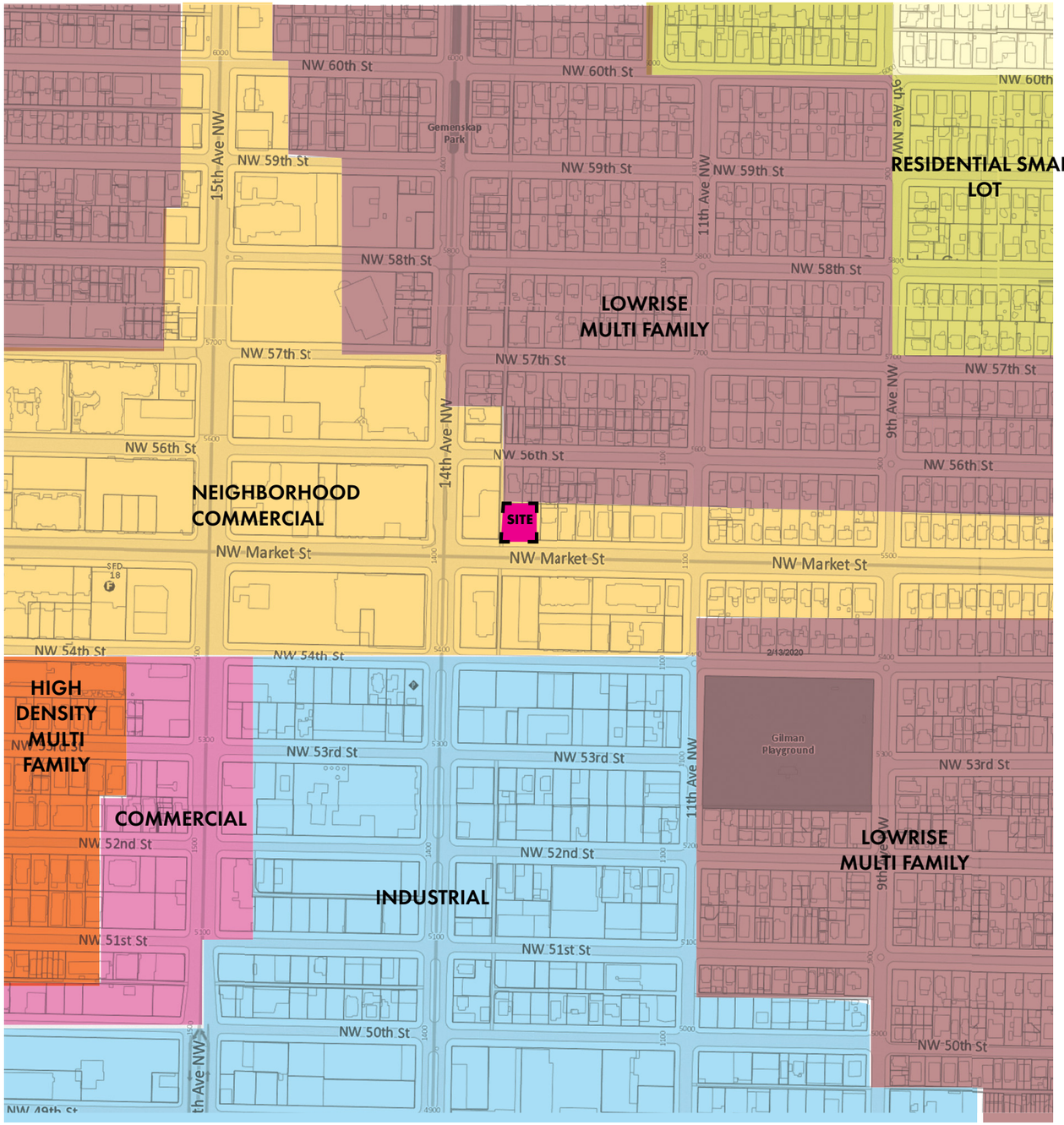
BALLARD URBAN CENTER



ADJACENT PARKS



TREE CANOPY



ZONING MAP

Zoning Map

The site is zoned NC2-55 (M) within the Ballard Urban Village Overlay. The side borders a LR3-(M1) zone that to the north. The project is in located in a neighborhood that is densifying with many new mixed us and residnetial proejcts under construction or set to start building in the near future.

LEGEND

- NEIGHBORHOOD COMMERCIAL
- LOWRISE MULTI FAMILY
- INDUSTRIAL
- COMMERCIAL
- HIGH DENSITY MULTI FAMILY
- RESIDENTIAL SMALL LOT

Surrounding Uses

The neighborhood supports a variety of project types. Single family residences are predominant on the north east side of the site while apartments, restaurants, retail, and other activities are predominant to the west and south west.

LEGEND

- PARKING
- OFFICE
- APARTMENT
- MIXED USE APARTMENT
- CONDOMINIUM
- SINGLE FAMILY
- DUPLEX / TRIPLEX
- TOWNHOUSE
- RESTAURANT / RETAIL
- GAS STATION
- SCHOOL
- COMMUNITY CENTER
- CHURCH
- PARK



SURROUNDING USES



1 | ST ALPHONSUS CHURCH



2 | AVA BUILDING - MIXED USE APARTMENT



3 | GILMAN PLAYGROUND

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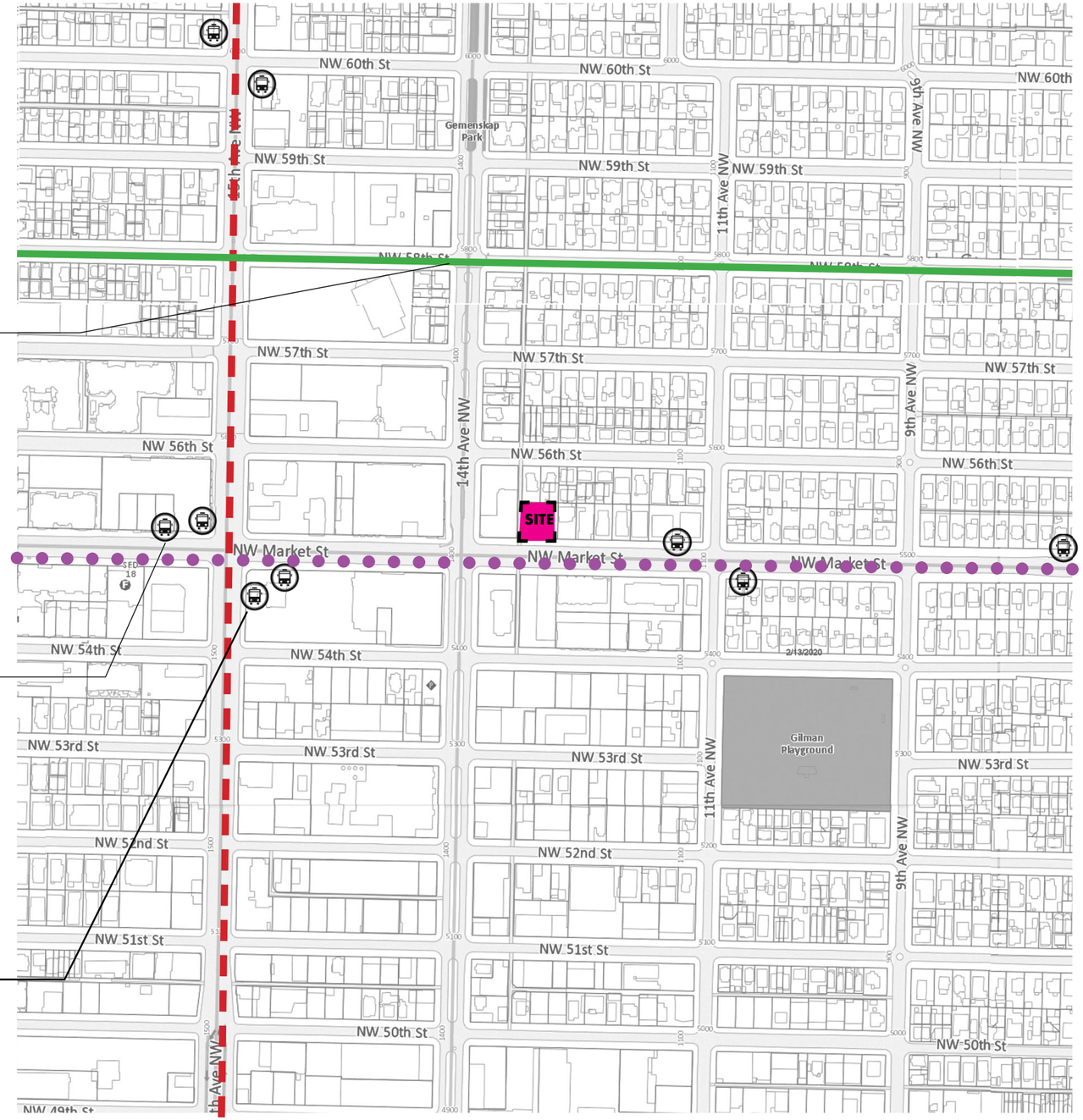
GREENWAY BELT BIKE PATH



ROUTE 44 @ NW MARKET & 15TH AVE NW



D LINE @ NW MARKET & 15TH AVE NW



ZONING MAP

Transit & Access

The site is located in a convenient location next to Ballard's transit hub a 5 minute walk West. This hub provides access to downtown, Ballard's central core to the West,Wallingford and the University District to the East, and Crown Hill to the North.

LEGEND

- RAPID RIDE - LINE D
- FREQUENT BUS - LINE 44
- BUS LINE 28 (ON 8TH AVENUE NW)
- BUS STOP

Pedestrian & Bicycle Routes

The site is located next to a greenway path to the north that is both pedestrian & bike friendly and connects to the Northwestern Golden Gardens Park. There is a protected bike lane 3 blocks to the East on 8th Ave NW which connects to the southern Burke Gilman Trail.

LEGEND

- NEIGHBORHOOD GREENWAY & BIKE PATH
- PROTECTED BIKE LANE (ON 8TH AVENUE NW)

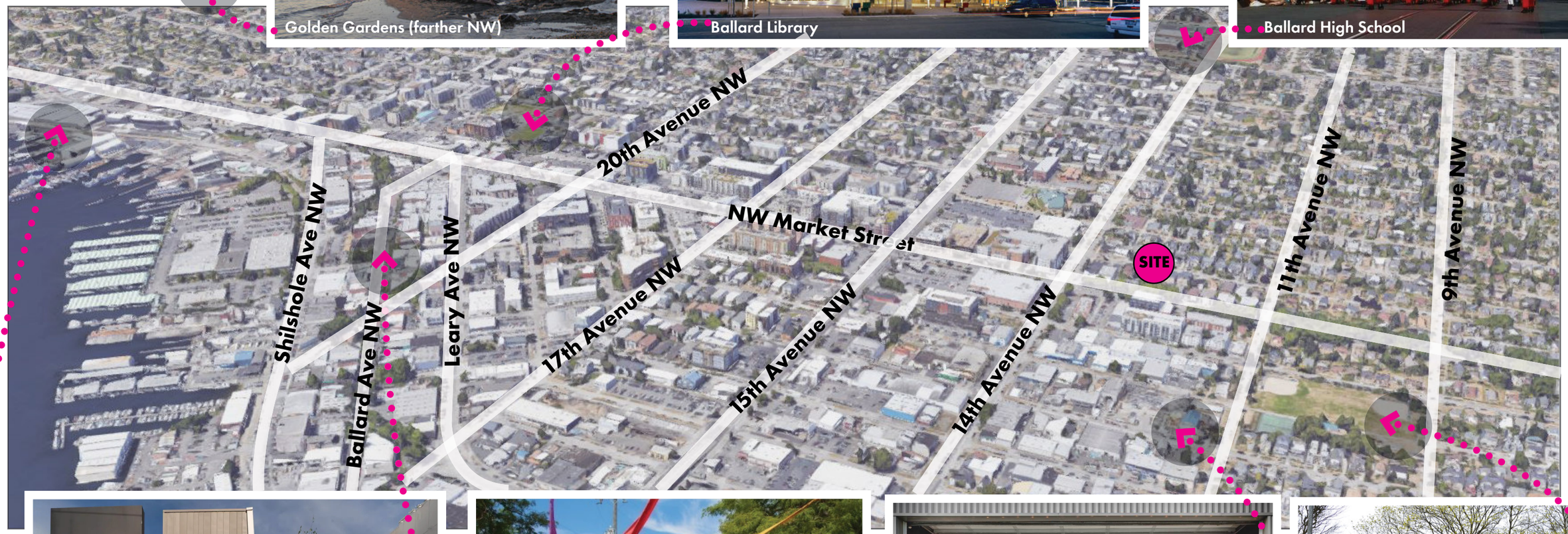
Greater Context & Landmarks


Golden Gardens (farther NW)


Ballard Library



Ballard High School

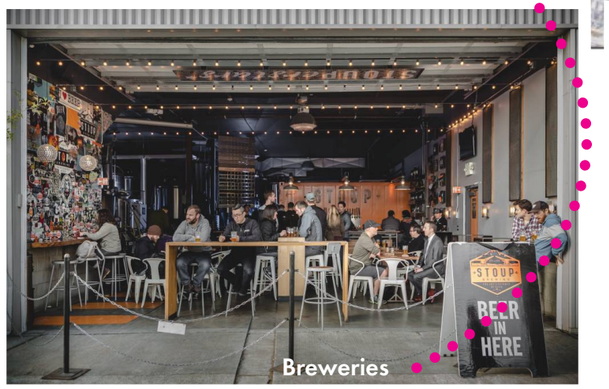




Nordic Heritage Museum



Ballard Farmers Market



Breweries


Gilman Park

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Neighborhood Context



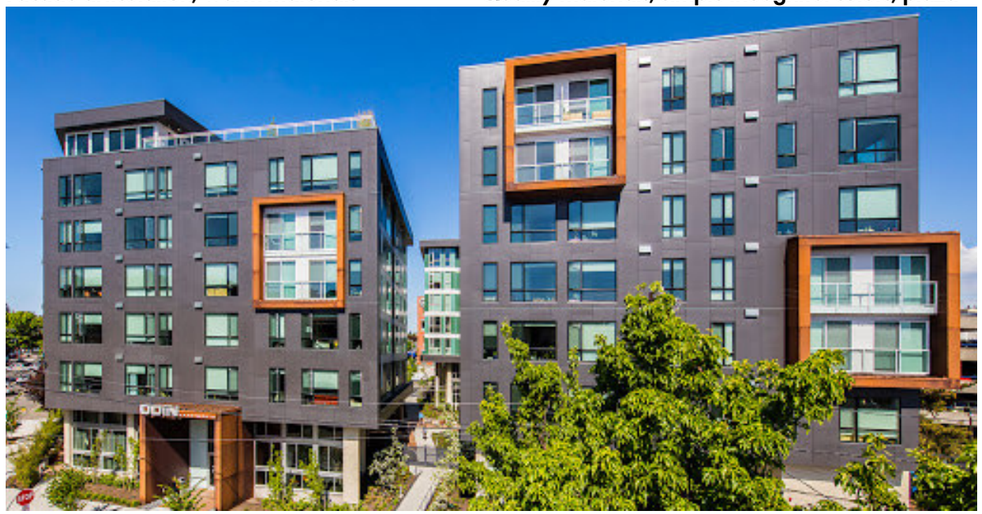
AVA APARTMENTS
Facade articulation, warm materials



TARGET & OFFICES
Quality materials, simple thoughtful colors, plaza



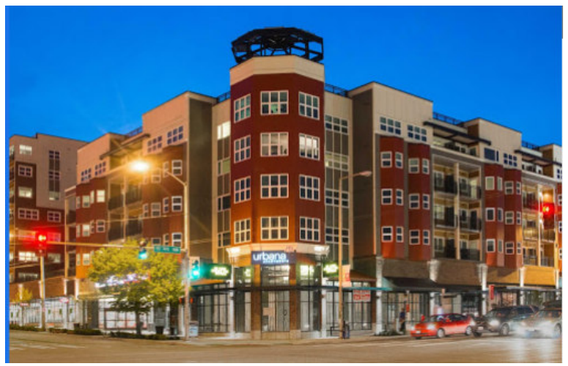
KOI APARTMENTS
Balconies, transparency at podium



ODIN APARTMENTS
Focal points at entries and at facade, simple color palette, lush landscaping



BALLARD HIGH SCHOOL
Heirarchy at entrance, quality materials



URBANA APARTMENTS
More thoughtful design turning corners, less boxy massing, parti diagrams for color transitions will be



NORDIC HERITAGE MUSEUM
Heirarchy at entry, simple massing, light material palette



HISTORIC DISTRICT
Brick material, recessed entry, large storefront at street

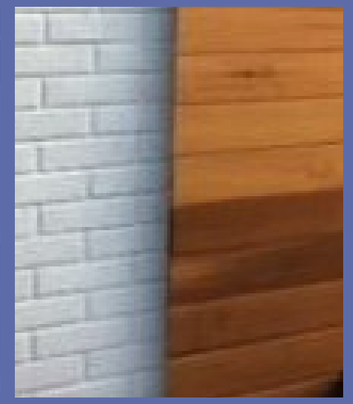




Traditional storefront with convered entryways

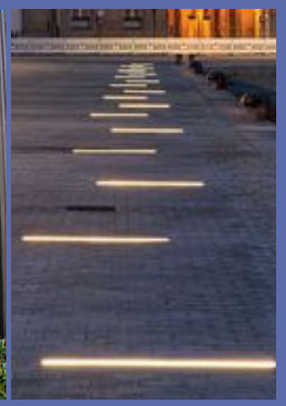






Natural elements & brick scaled materials





Integrated signage & lighting

Inspiration

Streetscapes



NEIGHBORHOOD PLAN



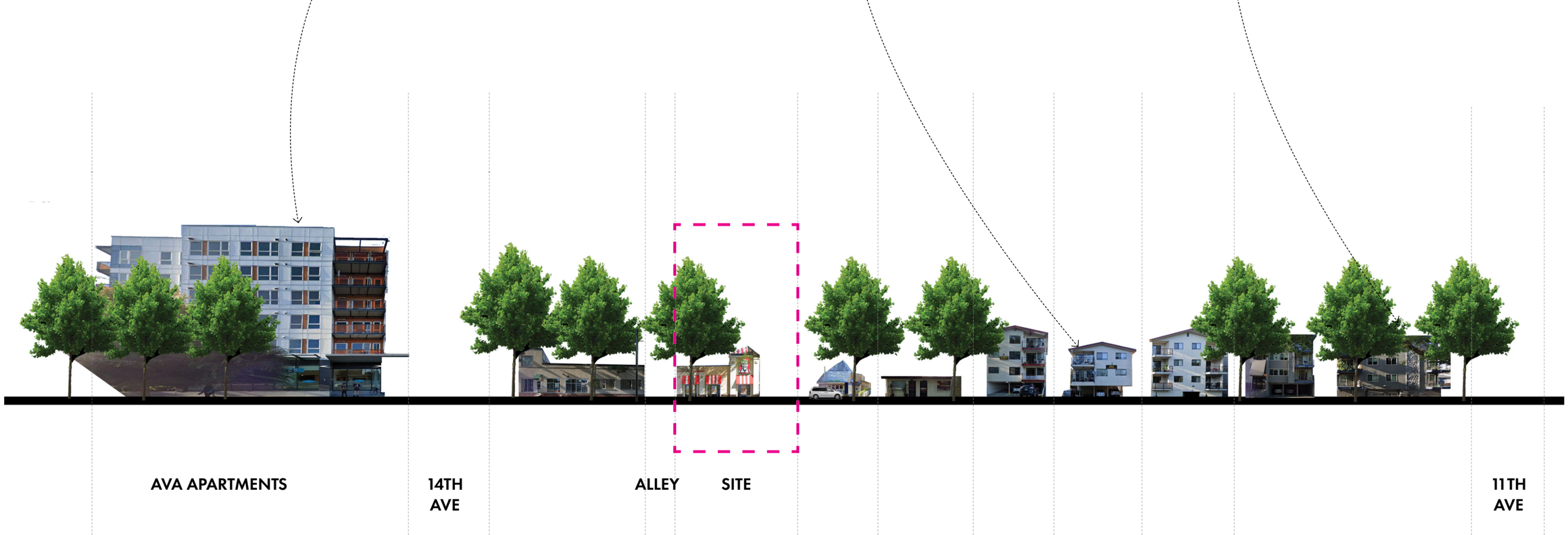
AVA APARTMENTS
Context imagery showing materiality



1122 NW MARKET ST APARTMENTS
Context imagery showing activating the street



5501 11TH AVE NW CONDOS
Context imagery showing adjacent scale



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Streetscapes



NEIGHBORHOOD PLAN



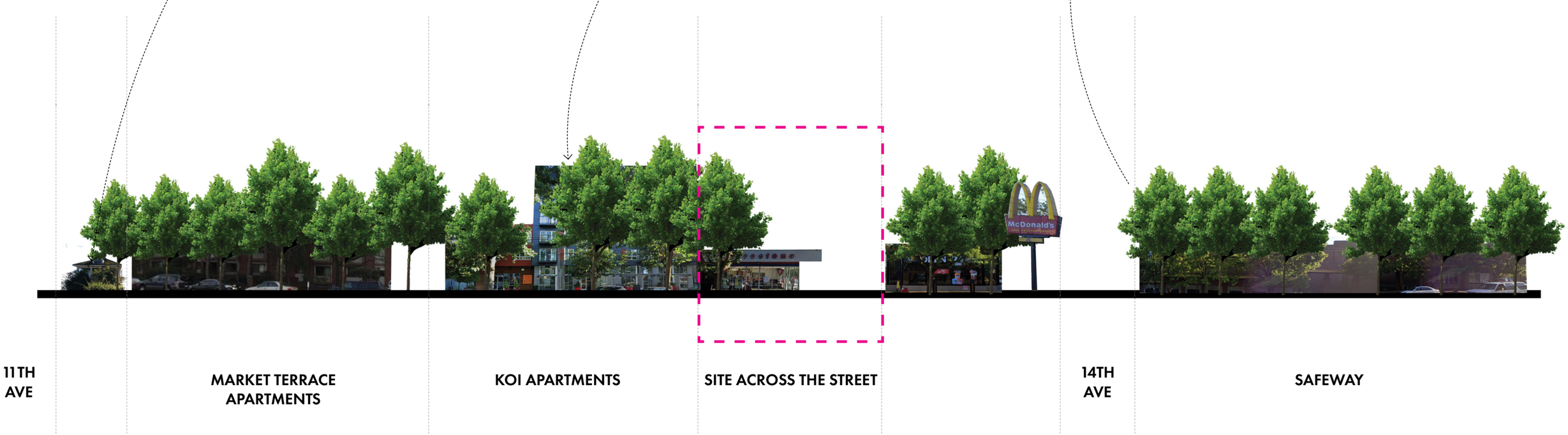
1103 NW MARKET ST
Context imagery showing residential scale



KOI APARTMENTS
Context imagery showing recent development



SAFEWAY
Context imagery showing proximity to grocery amenity



11TH AVE

MARKET TERRACE APARTMENTS

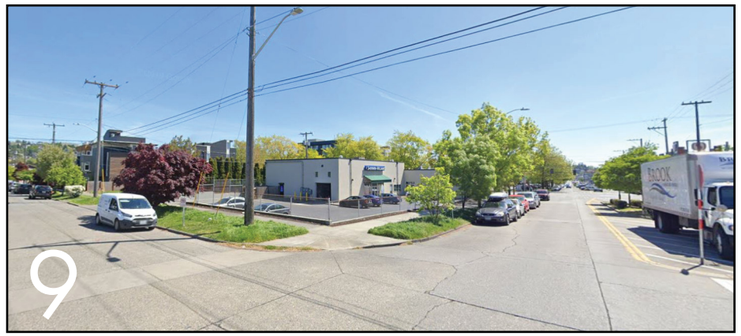
KOI APARTMENTS

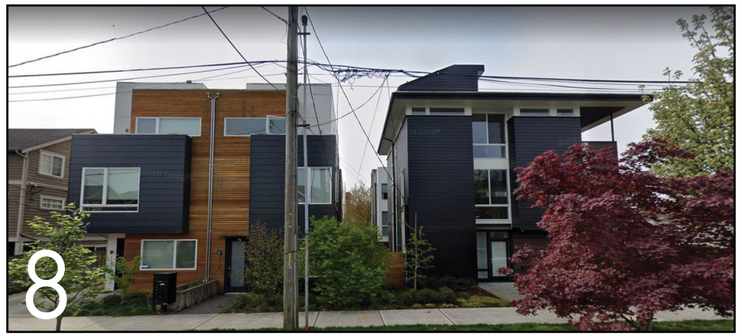
SITE ACROSS THE STREET

14TH AVE

SAFEWAY

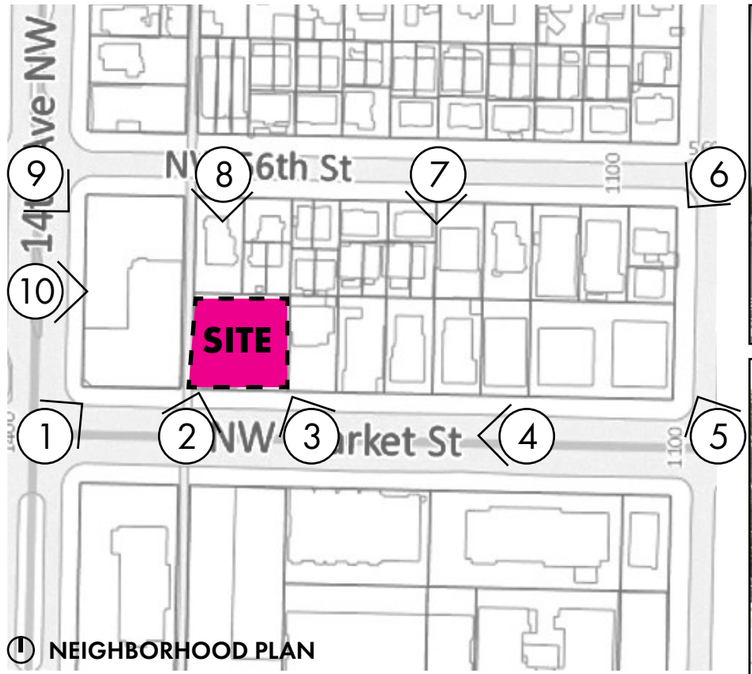
Site Context



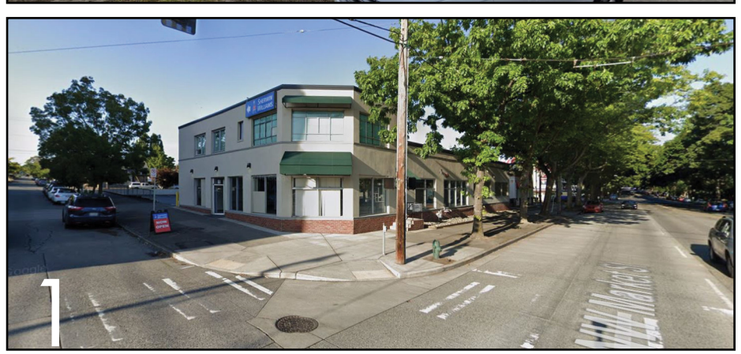


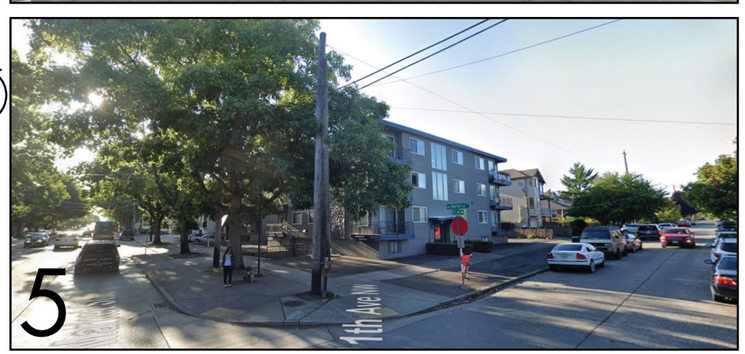






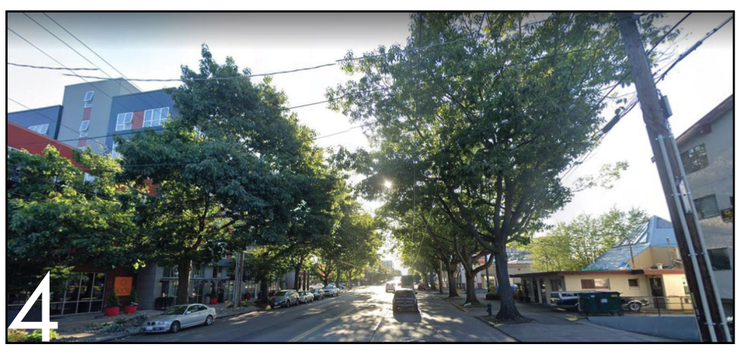




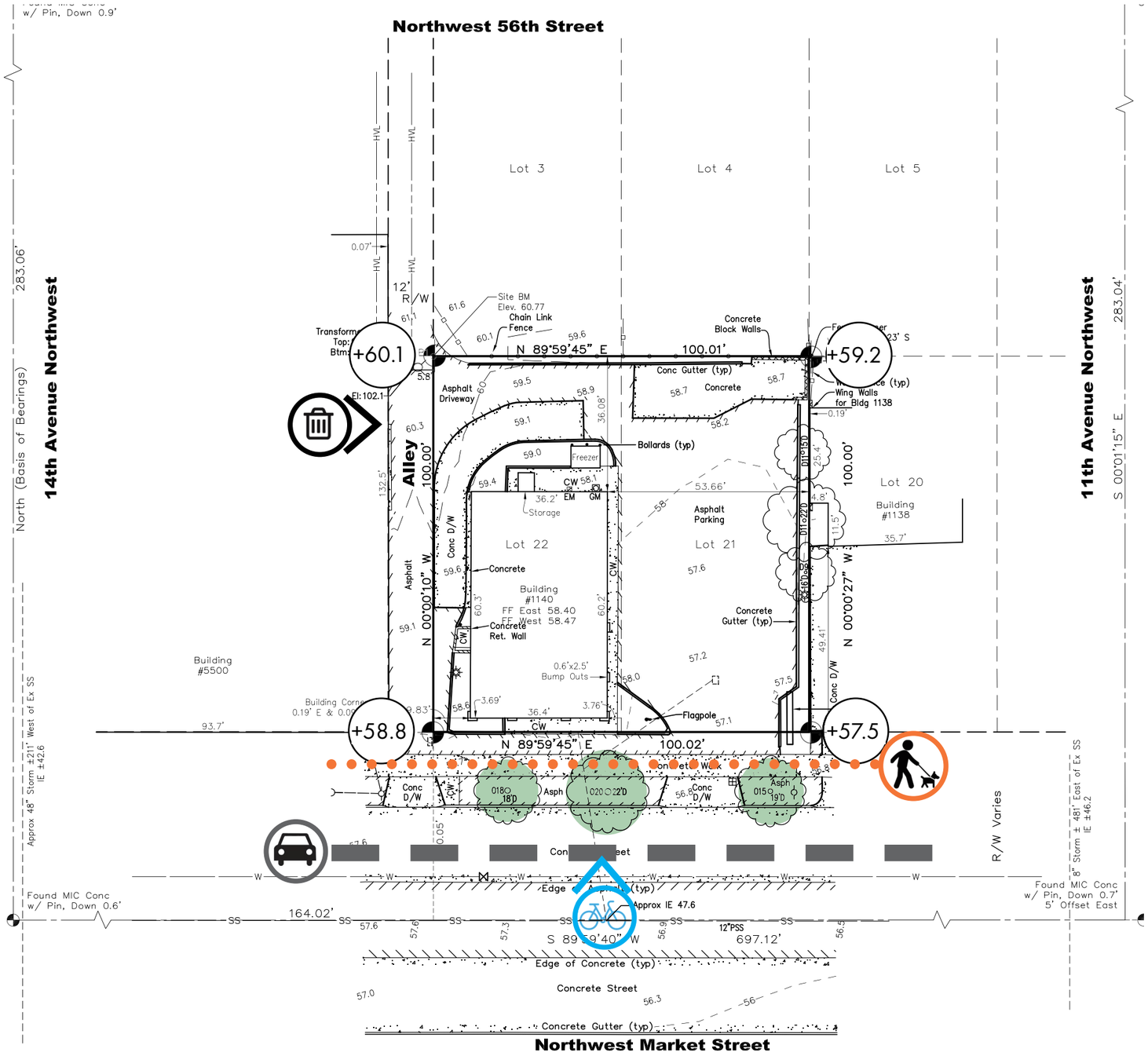








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SURVEY PLAN

Site Analysis

Address

1140 NW Market St. Seattle WA 98107

Parcel Number

276810-0605

Legal Description

GILMAN PARK ADD

Site Area

10,000 SF

Zoning

NC2-55 (M)

Urban Village Overlay

Ballard

Streets

NW Market Street

Alley

Located West of the site from where trash will be taken.

Utilities

All utilities will be taken off of NW Market St

Topography

Highest point located at the NW corner, lowest point located at the SE corner with a 3' vertical distance.

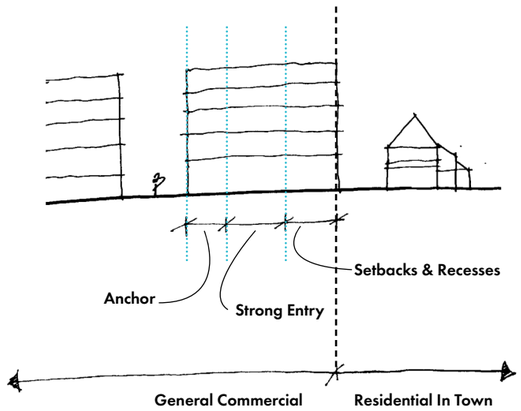
Design Development Standards

CS2.1 : Urban Pattern & Form - Location in the Neighborhood

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

Response

The proximity of the project to the neighborhood's "character core" lends itself to responding to design cues from the historic, commercial to the West and the residential context from the East. Creating amenity spaces that have a commercial feel while balancing the smaller scale of the residential neighbors is key. By taking cues from the massing, the proposal will create a visual anchor that relates to the commercial context on the West. Articulated and recessed facades be pulled back as the façade carries across to the East, visually breaking down the perceived mass of the building and creating pedestrian friendly scales.

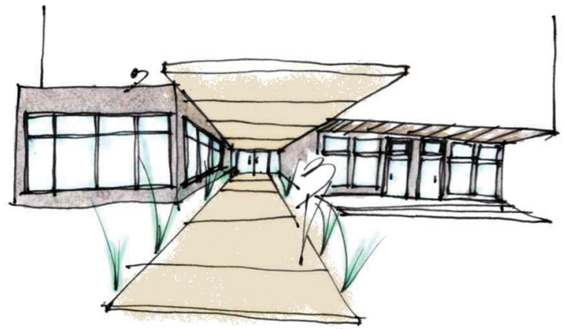


CS3.1 : Architectural Context & Character - Fitting Old and New

Contribute to the architectural character of the neighborhood - Fitting Old & New

Response

The character core and residential architecture have similar design moves in common; both break down the perceived scale with strong horizontal datums, articulate windows that provide high visibility, and an entry sequence that mimics that of a front porch. By referencing the commercial nature of large windows off the street on the West and articulating residential design of set back facades and covered doorways to the East, the design can cohesively respond to the context. A similar approach will be taken with the upper facades by utilizing appropriate scaled windows and setbacks that address context and scale of the upper levels.

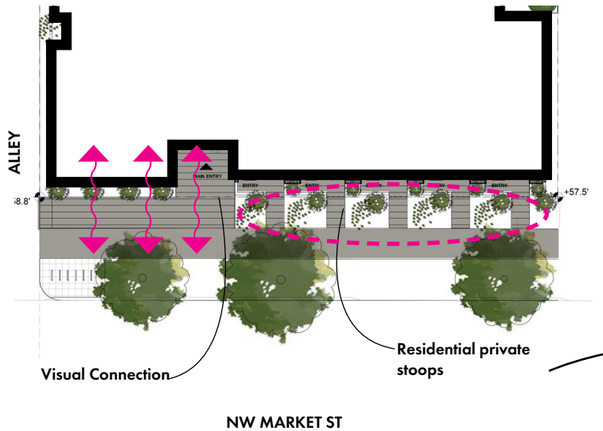


PL1.1: Connectivity - Network of Open Spaces

Complement and contribute to the network of open spaces around the site and the connections among them

Response

Taking advantage of the tree boulevard and the southern facing exposure along an active thoroughfare, high visibility spaces will be programmed along the street. The western street face will have large windows that promote visibility out of and into the space. The street facing residential units will be pulled back to give an opportunity for individual stoops and overhead coverage that will indicate a more private program. These zones will be articulated with colorful accents, well designed signage, and integrated lighting.



PL3.1 & 2: Street Level Interaction - Entries & Residential Edges

Encourage human interaction and activity at the streetlevel with clear connections to building entries and edges - Entries

Response

Residential entries will have set back facades that give way to landscape features such as patios and planters. The planters will create a subtle buffer, giving some privacy cues to this semi-private program. Given the proximity to the commercial corridor, the rest of the street facing facade will have scaled down commercial centric design with a canopy that emphasizes entry and acts as a front porch.



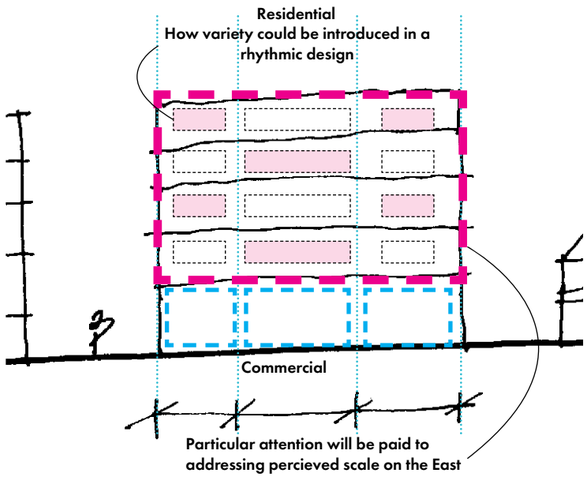
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DC2.4: Architectural Concept - Form & Function

Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings

Response

The design will let the function guide the form of the building. By using the context references and overlaying the program, a rhythm of vertical and horizontal elements is created. Within these guidelines, asymmetry can take place in the upper mass that can break down the perceived mass and create visual interest along the façade. These moves can be a variety of elements from appropriately scaled windows, color and blade details, or recessed balconies.



DC4.1 & 2: Exterior Elements & Finishes - Building Materials & Signage

Use appropriate and high-quality elements and finishes for the building and its open spaces - Building Materials, Signage

Response

The design will continue to be articulated in the details, especially at the podium level, as the details are the key to creating a successful, cohesive, and contextual building. Material changes will be informed by the shifts the facades. Masonry will be utilized in key areas along with metal details. Color may be used in accents to brighten up and create focal points along the entry and facades. Well designed signage will be used to enhance and detail the design. Lighting will be well thought out at a conceptual level and integrated in the design to create continuity.



Integrated lighting, signage, and landscape

Zoning Analysis

FLOOR AREA RATIO
SMC 23.47A.013

CODE REFERENCE

A. FAR LIMITS APPLY IN C ZONES AND NC ZONES AS SHOWN IN TABLE A FOR 23.47A.013. APPLICABLE FAR LIMIT APPLIES TO TOTAL CHARGEABLE FLOOR AREA FOR ALL STRUCTURES ON THE LOT.

B. THE FOLLOWING GFA IS NOT COUNTED TOWARD FAR:
1. ALL STORIES OR PORTIONS OF STORIES THAT ARE UNDERGROUND

7. FLOOR AREA OF REQUIRED BICYCLE PARKING FOR SEDU'S, IF BIKE PRKING IS LOCATED WITHIN THE STRUCTURE CONTAINING THE SEDU'S. FLOOR AREA OF BIKE PARKING THAT IS BEYOND REQUIREMENT IS NOT EXEMPT FROM FAR LIMITS.

PROJECT COMPLIANCE

A. PROPOSED: BASE FAR = 3.75
SITE AREA = 10,000 SF

10,000 SF X 3.75 = 37,500 MAX FAR

FLOOR AREA RATIO CALCULATION

FAR	
Name	Area
FAR LEVEL 1	6725 SF
FAR LEVEL 2	7446 SF
FAR LEVEL 3	7446 SF
FAR LEVEL 4	7446 SF
FAR LEVEL 5	7446 SF
FAR ROOF	623 SF
Grand total: 6	37130 SF

AMENITY AREA
SMC 23.47A.024

CODE REFERENCE

A. AMENITY AREAS ARE REQ IN AN AMOUNT EQUAL TO 5% OF TOTAL GFA OF RES USE. EXCLUDES MECH AND ACCESSORY PARKING AREA
B. AMENITY AREA SHALL MEET FOLLOWING STANDARDS
1. ALL RESIDENTS SHALL HAVE ACCESS TO AT LEAST ONE COMMON OR PRIVATE AMENITY AREA
2. AMENITY AREAS SHALL NOT BE ENCLOSED
3. PARKING, ACCESS EASEMENTS, AND DRIVEWAYS DO NOT COUNT AS AMENITY
4. COMMON AMENITY SHALL HAVE MIN HORIZONTAL DIST. OF 10 FEET AND NO COMMON AMENITY AREA LESS THAN 250 SF
5. PRIVATE BALCONIES AND DECKS MIN. 60 SF WITH NO HORIZONTAL DIMENSION LESS THAN 6 FEET.
6. ROOFTOP AREAS EXCLUDED BECAUSE THEY ARE NEAR MINOR COMMUNICATION UTILITIES AND ACC. COMM. DEVICES NO DO QUALIFY AS AMENITY AREAS.

PROJECT COMPLIANCE

A. PROPOSED: 34,873 SF GFA RES USE X 0.05 = 1,743.65 SF AA REQ.

AMENITY CALCULATION

AMENITY		
Level	Name	Area
ROOF	PUBLIC AMENITY	2381 SF
LEVEL 1	PRIVATE AMENITY	530 SF
Grand total: 2		2911 SF

STRUCTURE HEIGHT
SMC 23.47A.012

CODE REFERENCE

A. NC2-55 (M) = 55 FOOT HEIGHT LIMIT

C. ROOFTOP FEATURES
2. RAILINGS, CLERESTORIES, GREENHOUSES, PARAPETS MAY EXTEND UP TO 4 FEET ABOVE HEIGHT LIMIT. INSULATION MATERIAL, ROOFTOP DECKS AND OTHER SIMILAR FEATURES OR SOIL FOR LANDSCAPING LOCATED ABOVE THE STRUCTURAL ROOF SURFACE MAY EXCEED THE MAX. HEIGHT LIMIT BY 2 FEET IF ENCLOSED BY PARAPETS.

4. EXCEPT AS PROVIDED BELOW, THE FOLLOWING ROOFTOP FEATURES MAY EXTEND UP TO 15 FEET ABOVE THE APPLICABLE HEIGHT LIMIT, AS LONG AS THE COMBINED TOTAL COVERAGE OF ALL FEATURES GAINING ADDITIONAL HEIGHT LISTED IN THIS SUBSECTION 23.47A.012.C.4, INCLUDING WEATHER PROTECTION SUCH AS EAVES OR CANOPIES EXTENDING FROM ROOFTOP FEATURES, DOES NOT EXCEED 20 PERCENT OF THE ROOF AREA, OR 25 PERCENT OF THE ROOF AREA IF THE TOTAL INCLUDES STAIR OR ELEVATOR PENTHOUSES OR SCREENED MECHANICAL EQUIPMENT:
A. SOLAR COLLECTORS;
B. MECHANICAL EQUIPMENT;
F. STAIR AND ELEVATOR PENTHOUSES MAY EXTEND ABOVE THE APPLICABLE HEIGHT LIMIT UP TO 16 FEET.

6. ROOFTOP FEATURES (SOLAR COLLECTORS, PLANTERS, CLERESTORIES, GREENHOUSES, ETC.) - MUST BE 10 FEET AWAY FROM THE NORTH EDGE UNLESS A SHADOW DIAGRAM IS PROVIDED TO DEMONSTRATE THAT LOCATING SUCH FEATURES WITHIN 10 FEET OF THE NORTH LOT LINE WOULD NOT SHADE PROPERTY TO THE NORTH ON JANUARY 21 AT NOON MORE THAN WOULD A STRUCTURE BUILT TO MAXIMUM PERMITTED HEIGHT AND FAR.

PROJECT COMPLIANCE

A. PROPOSED: 55' MAX

REQUIRED PARKING
SMC 23.54.015

CODE REFERENCE

A. MINIMUM NUMBER OF REQUIRED PARKING SPACES FOR RESIDENTIAL USES IS SET FORTH IN 23.45.015 TABLE B
RESIDENTIAL USE: NO MIN REQ. IN PARKING FLEXIBILITY AREA

K. MINIMUM NUMBER OF BICYCLE PARKING SPACES IS SET FORTH IN 23.45.015 TABLE D:

FOR MULTI FAMILY STRUCTURES
LONG TERM - 1 PER DWELLING UNIT AND 1 PER SMALL EFFICIENCY DWELLING UNIT
SHORT TERM - 1 PER 20 DWELLING UNITS

PROJECT COMPLIANCE

A. 86 UNITS = 86 LONG TERM STALL PROVIDED
86 UNITS / 20 = 4.3 = 6 SHORT TERM STALL PROVIDED

SOLID WASTE AND RECYCLABLE MATERIALS
SMC 23.54.040

CODE REFERENCE

PER TABLE A - MORE THAN 100 UNITS
575 SF PLUS 4 SF FOR EACH ADDITIONAL UNIT ABOVE 100
C. FOR DEV OF 100+ UNITS REQ MIN AREA CAN BE REDUCED BY 15% IF THE AREA PROVIDED HAS MIN HORIZONTAL DISTANCE OF 20 FEET

D. 1. FOR DEVELOPMENTS WITH 9 UNITS OR MORE, MIN HORIZ. DIMENSTION OF REQ. STORAGE SPACE IS 12 FEET

PROJECT COMPLIANCE

A. **TRASH BIN CALCULATION FOR RESIDENTIAL**
PER SPU - MULTI-FAMILY BUILDINGS GENERALLY REQUIRE 1.5 CUBIC YARDS PER WEEK PER 10 HOUSING UNITS.

86 UNITS / 10 = 8.6 UNITS X 1.5 CY = 12.9 CY.
12.9 CYDS / 2 CY DUMPSTERS =
SEVEN (7) - 2 CY DUMPSTERS FOR TRASH
SEVEN (7) - 2 CY DUMPSTERS FOR RECYCLING
2 95GA CARTS FOR COMPOSTING

SETBACK REQUIREMENTS
SMC 23.47A.014

CODE REFERENCE

FRONT - NO SETBACK REQ
SIDE - NO SETBACK REQ
REAR - NO SETBACK REQ UP TO 13', 10' SETBACK FOR 13' OR HIGHER

2.AN UPPER-LEVEL SETBACK IS REQUIRED ALONG ANY REAR OR SIDE LOT LINE THAT ABUTS A LOT IN AN LR, MR, OR HR ZONE OR THAT ABUTS A LOT THAT IS ZONED BOTH COMMERCIAL AND LR, MR, OR HR IF THE COMMERCIAL ZONED PORTION OF THE ABUTTING LOT IS LESS THAN 50 PERCENT OF THE WIDTH OR DEPTH OF THE LOT, AS FOLLOWS:A.TEN FEET FOR PORTIONS OF STRUCTURES ABOVE 13 FEET IN HEIGHT TO A MAXIMUM OF 65 FEET

PROJECT COMPLIANCE

PROPOSED SETBACKS

	REQ'D	PROPOSED
FRONT (SOUTH)	0'	1'
SIDE (WEST)	1' ALLEY	3'
REAR (NORTH)	0' < 13', 10' > 13'	TBD PER CODE
SIDE (EAST)	0'	1'

STANDARDS APPLICABLE TO SPECIFIC AREAS
SMC 23.47A.009.F.4.b

CODE REFERENCE

4.B. UPPER-LEVEL SETBACKS
1) A SETBACK WITH AN AVERAGE DEPTH OF 10 FEET FROM ALL ABUTTING STREET LOT LINES IS REQUIRED FOR PORTIONS OF A STRUCTURE ABOVE A HEIGHT OF 45 FEET. THE MAXIMUM DEPTH OF A SETBACK THAT CAN BE USED FOR CALCULATING THE AVERAGE SETBACK IS 20 FEET.

PROJECT COMPLIANCE

4.B **AVERAGE SETBACK CALCULATION REQ'D = 10'**
LEVEL 5:
95.6' X 10' = 956 SF

ROOF:
24.6' X 10' = 246 SF

TOTAL REQUIRED SETBACK = 1,202 SF

AVERAGE SETBACK DEPTH PROVIDED
LEVEL 5:
(2.6' X 48.1') + (4.6' X 39.4') + (20' X 3.7') = 380.3 SF

ROOF:
24.6' X 20' = 492 SF

TOTAL PROVIDED SETBACK = 872.3 SF

1,202 SF REQUIRED (10' AVG) > 872.3 SF PROVIDED (7.3' AVG)

27.4% DEPARTURE REQ'D

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Community Outreach

Summary of Outreach Plan:

1. **High Impact - Printed Outreach:**
   Requirement: Direct mailings to residences and businesses within approximately 500 ft radius of the proposed site
   What we did: Mailed 5x7 postcards to addresses within a 500' radius of the project using the platform postcards.com (see appendix for receipt and mailing list). The postcards had a project map of the location, gave a brief project description, and referenced an online survey. Information on how to track the project was also included. Postcards were received on May 28th, 2020.

2. **High Impact Method – Online Survey:**
   Requirement: Online survey to be publicly available for a minimum of 21 days.
   What We Did: Blueprint Capital designed an online survey through Survey Monkey that provided a brief summary, address of the project, SDCI record number, email address to provide feedback, where additional information can be found, a collection of information statement, site plan, and five questions. See appendix for survey questions, summary and individual's comments.

   Survey link: https://www.surveymonkey.com/r/HSKL5MH
   Public informed by: printed postcards
   Survey Launched: May 6th, 2020
   Survey Closed: June 29th, 2020 with the following note, "This survey is currently closed. If you would like to track the project process you can search the project address or project number 30336128-EG in the Design Review Calendar or the Seattle Services Portal. If you'd like to provide additional comment you can do so by emailing prc@seattle.gov or contacting the project manager at jade@blueprintcap.com."

3. **Muli Prong Method – Email distribution & post on local blogs:**
   Requirement: Email to distribution list that includes community organizations identified by DON and post on local blog or in digital newsletter that includes information on how to submit comments directly to the project applicant.
   What We Did: Blueprint Capital received the Ballard distribution list and blog information from the DON. We sent an email to all of the contacts in the distribution list on May 8th, 2020. For blog purposes, we included a pdf of the postcard for graphic purposes as well as the link to the online survey. We had received 2 email responses. See appendix for the distribution list, the original distribution email, and the comments we had received.

Summary of Community Responses:

1. **High Impact - Printed Outreach:** Blueprint Capital received no responses from the printed postcards.

2. **High Impact Method – Online Survey:** Blueprint Capital received 204 responses from the online survey. Below is a summary of the responses received:

   Over 90% of the participants live very close to or in the general area of the project.

   When asked about what aspects would be the most important to the community, they responded that the project prioritize affordability and sustainability. Out of the 82 written responses many comments addressed concern for no proposed parking. Others commented they'd like to see amenities at the street level, have green spaces at other locations than the roof deck, improve light on the street, that the building not look commercial and not maximize FAR.

   When asked about the community's concerns, over 70% responded with driving impacts and parking, stating that the "impact to the community is too much." Other major concerns are that the project wouldn't be affordable. Out of the 44 written responses there was a concern whether there is a market for SEDUs and no parking and that the proposal doesn't contain 2 or more bedrooms. Noise impacts amplified by more vertical surfaces, gentrification, removal of trees, lack of light, and KFC leaving were also a concern.

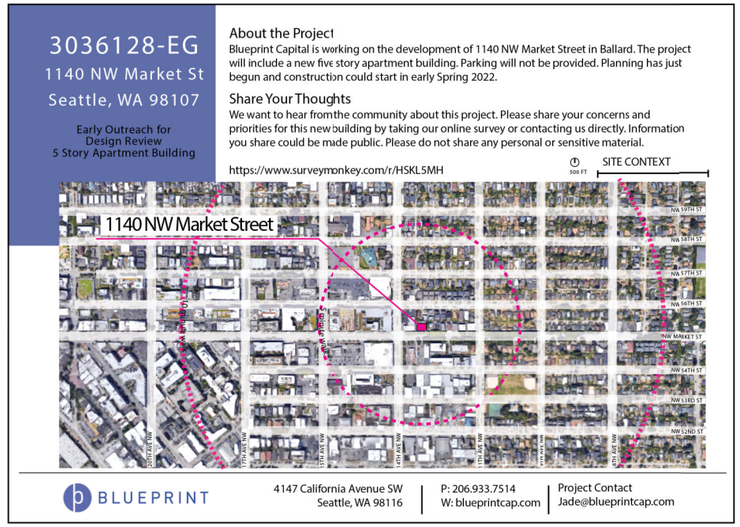
   When asked about additional information the community would like us to know they expressed no proposed parking as the major concern. Other design they'd like to see implemented are priorities for disabled and the elderly; that the building have large elevators and an ADA stall. Comments were made for more affordable and sustainable to be a priority over parking.

Muli Prong Method – Email distribution & post on local blogs: Blueprint Capital had sent the following message out to the distribution list and blogs for Ballard (imagery of postcards were also included for blogs):

Out of that outreach, two people responded. The Ballard District Council reached out requesting information that had been posted which Blueprint provided. The other response was a concern for parking. Blueprint responded with information about the growth and need for density in Seattle and prioritizing people (and that growth) over parking. See appendix for full correspondence.

"Priority for affordability and sustainability"

Data from the online survey

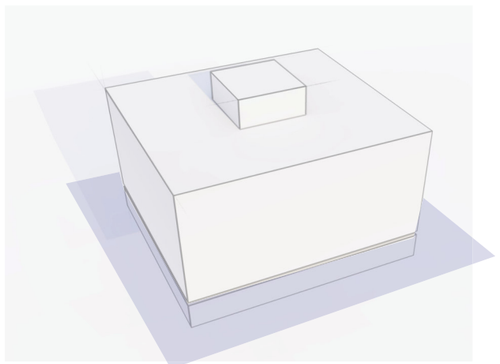


Postcard mailed to local neighbors

" Your documentation is approved, and your Early Outreach requirements are complete"

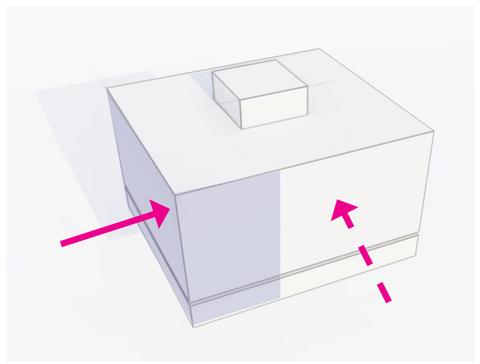
-Cliff Duggan, Seattle Department of Neighborhoods

Project Goals



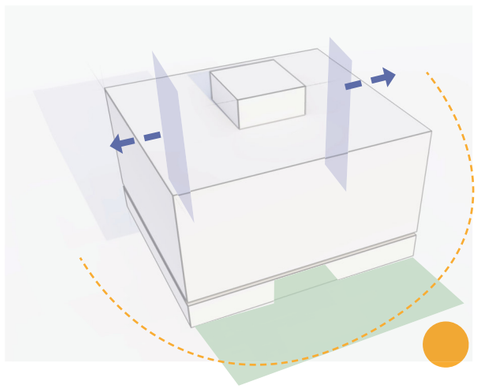
1) SCALE

Breaking down the perceived scale by creating a strong horizontal datum that can be referenced through the “character core” and residential context.



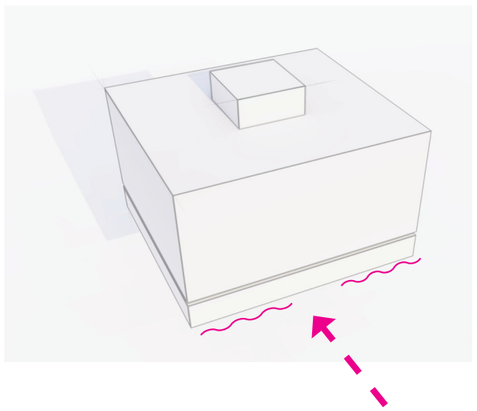
2) NEIGHBORS

Creating a visual anchor that continues the massing of the character core on the West while pushing back the massing so that there is visual relief towards the residential neighbors to the East.



3) NATURE

Responding to natural elements of daylight and orienting program towards it, views and carving out massing to optimize visibility out; and greenscape responding to the existing tree boulevard along NW Market St.



4) CONTINUITY

Ensuring that form follows function and articulating design down to the details so that a cohesive and contextual building is created. Material shifts will be informed by the design, masonry scaled detailing will be utilized in the pedestrian realm, and lighting will be used to create continuity from the large design moves down to the small.

“Lagom” Living

Referencing Ballard’s historic context of Swedish origin, Lagom (pronounced la-gohm) describes the positive feeling of having the bare minimum. Live like it’s “just enough” - not too much, not too little. Something being “just right.”

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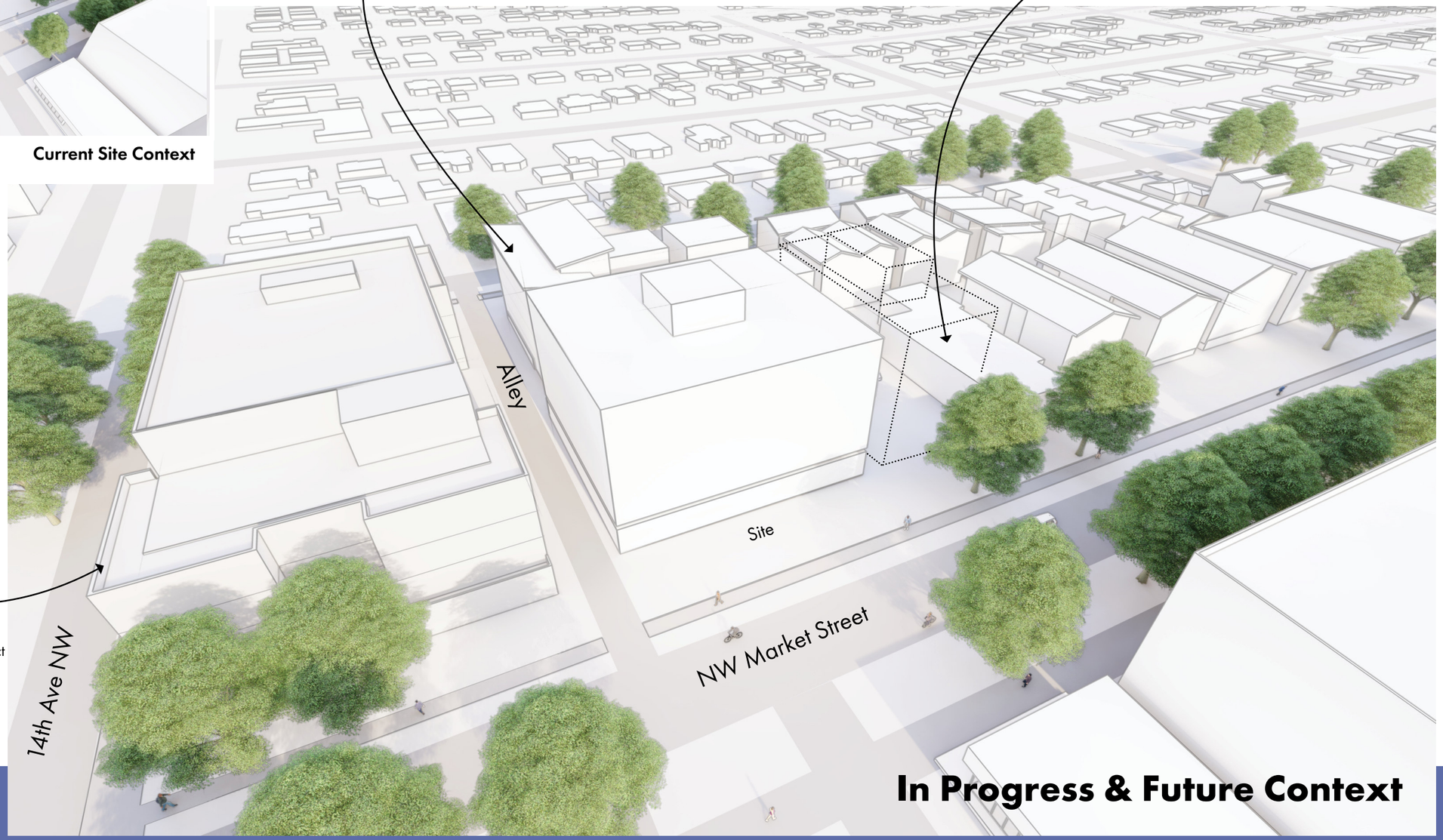


Current Site Context

1145 NW 56th St
SEDU apartments in development, EDG complete. Massing is for reference only.

1138 NW Market St
No current development, massing shown only for future potential.

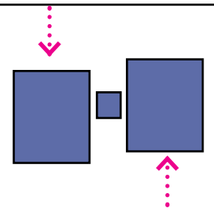
5500 14th Ave NW
Mixed use development in early stages of EDG. Massing for context only and does not reflect the final building.



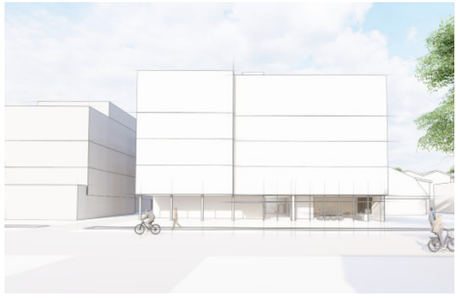
In Progress & Future Context

Massing Concepts

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Option A



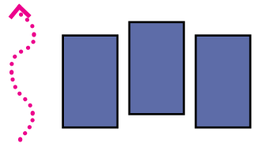
80 Residential Units
294 sf Average (gross)

Max FAR	37,500 sf
Proposed FAR	37,418 sf
Vehicular Parking	0 Stalls
Bike Parking	71 long term stalls req'd & provided
Amenity Area	1,898 sf req'd, 3,199 sf provided

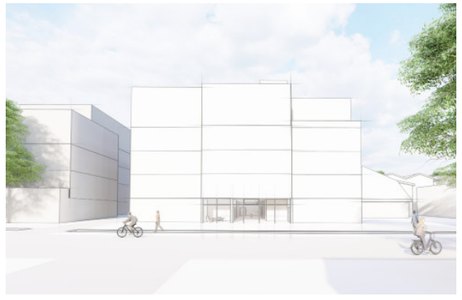
Pros
- Upper units adjacent to the residences at the north are pulled back
- Alley is activated off the SW corner

Cons
- Pinwheel circulation at upper levels might be disorienting
- Upper units on the NE corner will have reduced exposure to light

Departures
- Requested - upper level setback



Option B



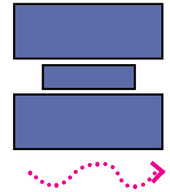
85 Residential Units
270 sf Average (gross)

Max FAR	37,500 sf
Proposed FAR	37,239 sf
Vehicular Parking	0 Stalls
Bike Parking	75 long term stalls req'd & provided
Amenity Area	1,883 sf req'd, 2,978 sf provided

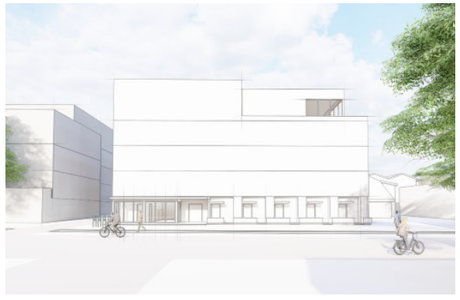
Pros
- Upper mass adjacent to the residences at the north are articulated
- Alley is activated with units to encourage the feel of a pedestrian through-block

Cons
- Trash distances are too great for SPU pickup, staging will be required
- Activating the alley is dependent on other future development to respond accordingly
- A good portion of the upper units on the East will have reduced exposure to light

Departures
- none



Option C (Preferred Scheme)



86 Residential Units
276 sf Average (gross)

Max FAR	37,500 sf
Proposed FAR	37,413 sf
Vehicular Parking	0 Stalls
Bike Parking	76 long term stalls req'd & provided
Amenity Area	1,841 sf req'd, 3,393 sf

Pros
- Units activate the street on upper and lower levels
- Amenity space is placed on level 5 that enhances privacy of residents
- BOH program is easily accessible off the alley
- The north, east and south facades all provide interest with varying setbacks, modulation and fenestration fitting in well with neighbors.

Cons
- Street facing modulation is slightly less than other schemes.

Departures
- Requested - upper level setback

Option A

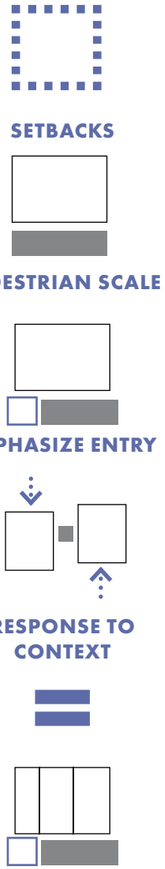
80 Residential Units
294 sf Average (gross)
Proposed FAR 37,418 sf

Pros

- *Upper units adjacent to the residences at the north are pulled back*
- *Alley is activated off the SW corner*

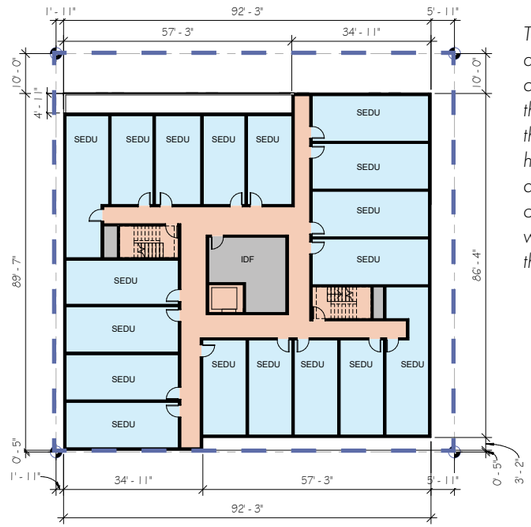
Cons

- *Pinwheel circulation at upper levels might be disorienting*
- *Upper units on the NE corner will have reduced exposure to light*



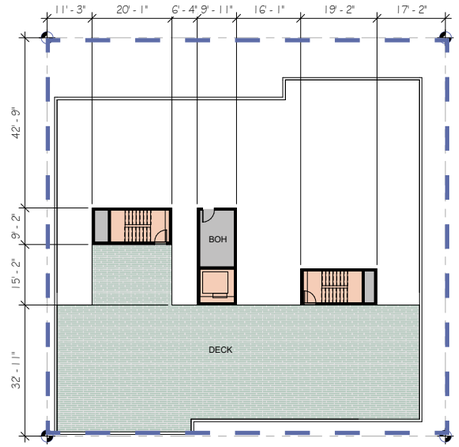


This scheme focuses on the upper massing setting back to articulate the facade at the north to give way to the residences that are adjacent. The pinwheel curculation allows a push and pull effect on the massing, although it could be disorienting inside the space if not planned for. The entrance is pulled off the corner to give way to a genrous covered landscaping space as one enters the building. Along with the landscaped entry, the amenity space activates the street and will be treated as commerical program, responding to the retail program in the area.



LEVEL 2 -5

The pinwheel circulation allows for massing changes throughout the facades, although the units facing East will have limited access to daylight. Daylit corridors on the North and South will help orient people through the plan.

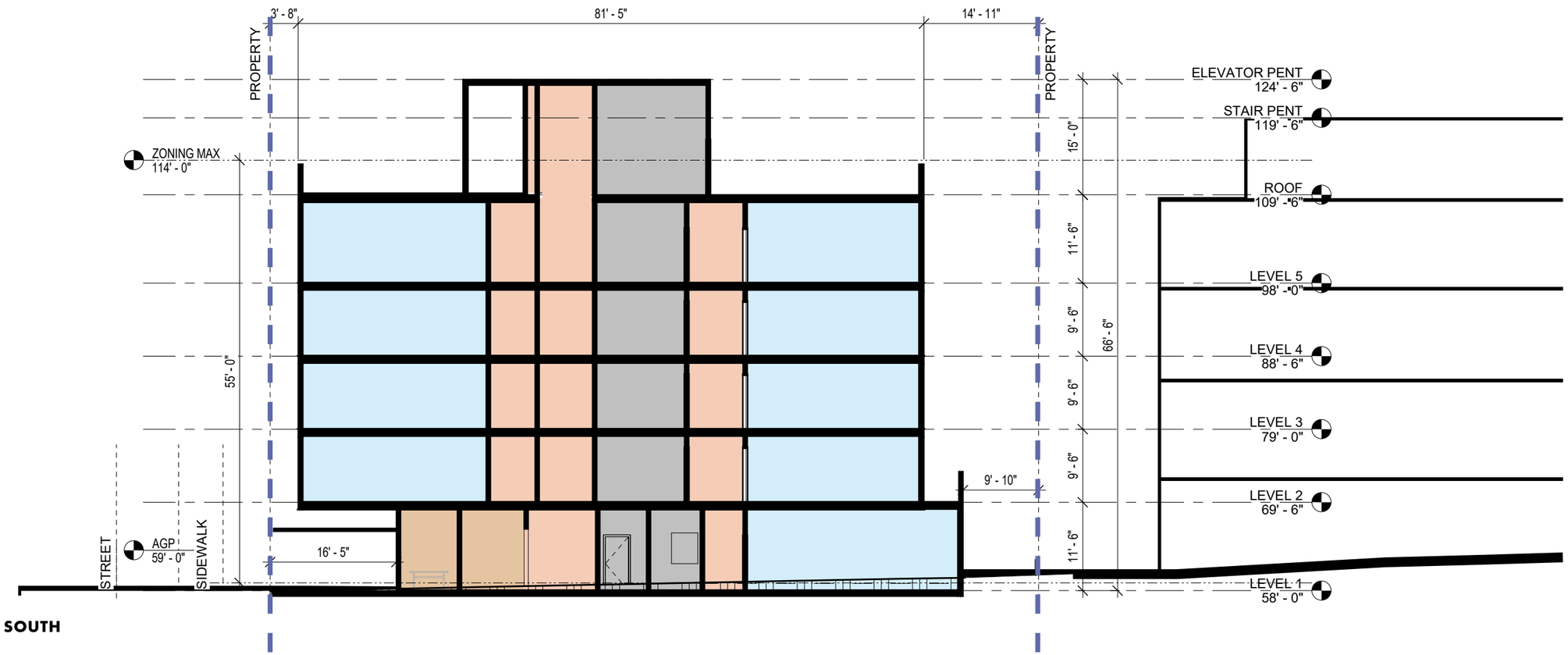


ROOF

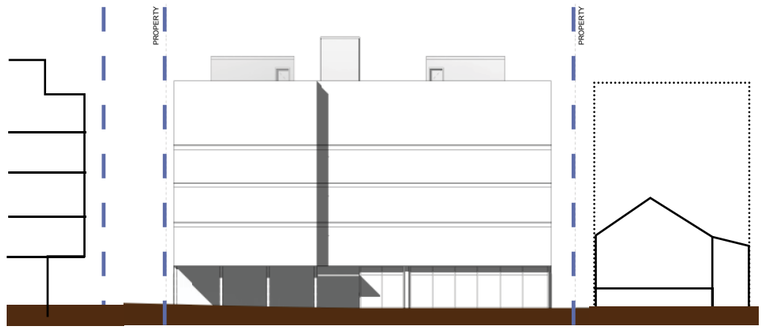
The roof deck is oriented south to activate NW Market Street, provide privacy and sound isolation for the residences to the North, and take advantage of the southern solar exposure.

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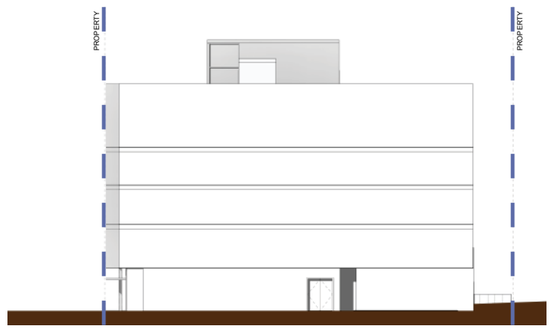
Option A



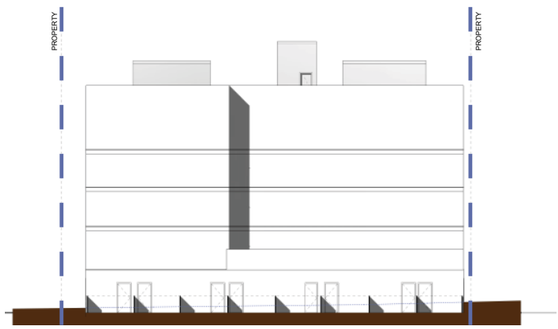
NORTH / SOUTH



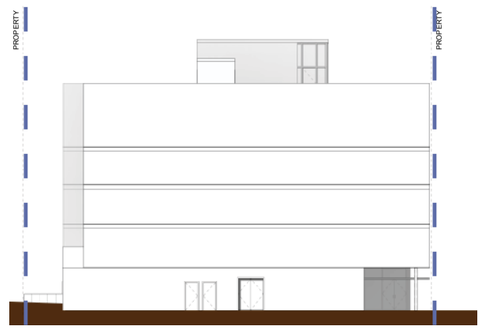
SOUTH ELEVATION (NW MARKET STREET)



WEST ELEVATION



NORTH ELEVATION (RESIDENTIAL)



EAST ELEVATION (BALLARD HEALTH CENTER)

Option A



NW Market St - Looking Northeast



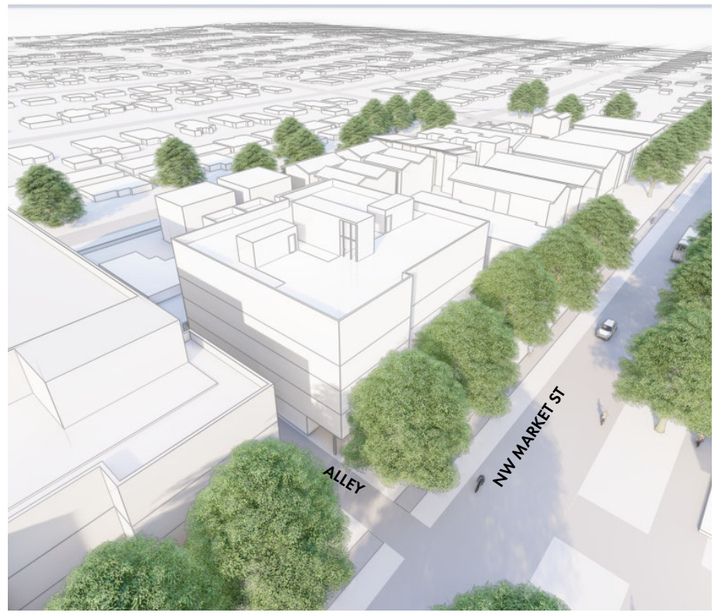
NW Market St - Looking North



Aerial Perspective - Looking Northwest



NW Market St - Looking Northwest



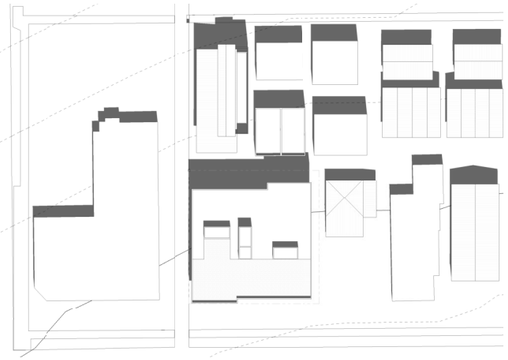
Aerial Perspective - Looking Northeast

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Option A
Shadow Analysis



9:00 AM



12:00 PM



4:00 PM

SUMMER SOLSTICE



9:00 AM

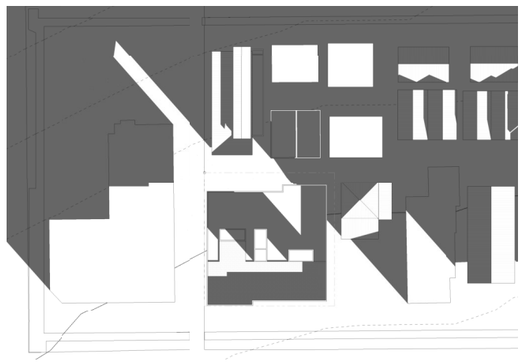


12:00 PM



4:00 PM

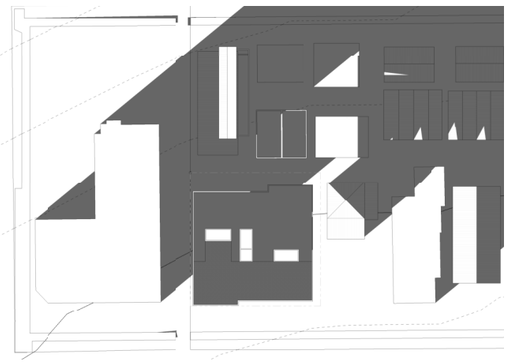
EQUINOX



9:00 AM



12:00 PM



4:00 PM

WINTER SOLSTICE

Option A

Departure Request Summary

Code

STANDARDS APPLICABLE TO SPECIFIC AREAS
SMC 23.47A.009.F.4.b

Requirement

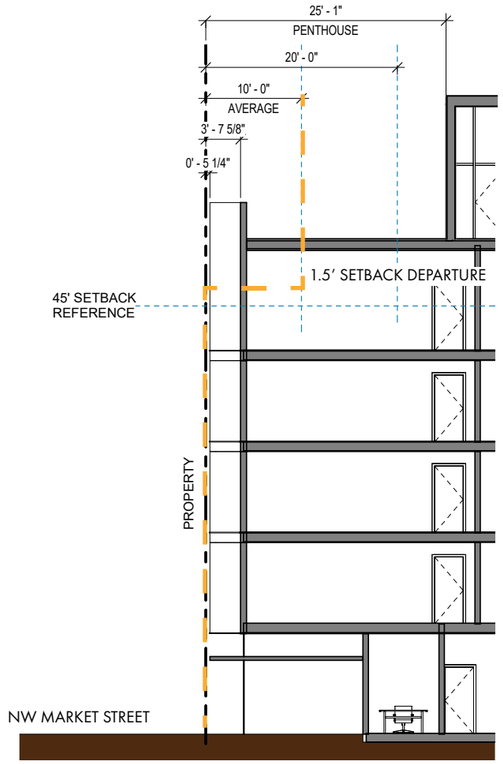
A setback with an average depth of 10 feet from all abutting street lot lines is required for portions of a structure above a height of 45 feet. The maximum depth of a setback that can be used for calculating the average setback is 20 feet.

Request

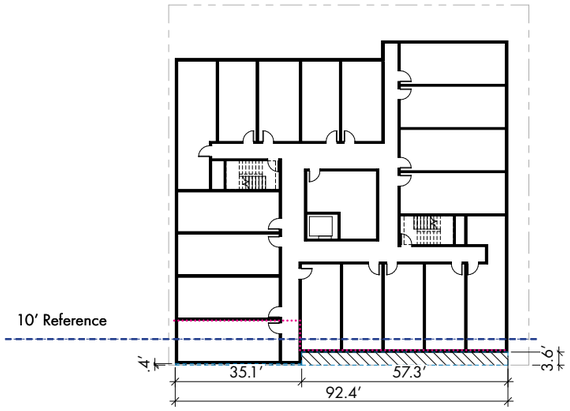
To allow the average upper level street setback above 45' to be 8.5' where 10' is required resulting in a departure of 15% and 1.5'

Rationale

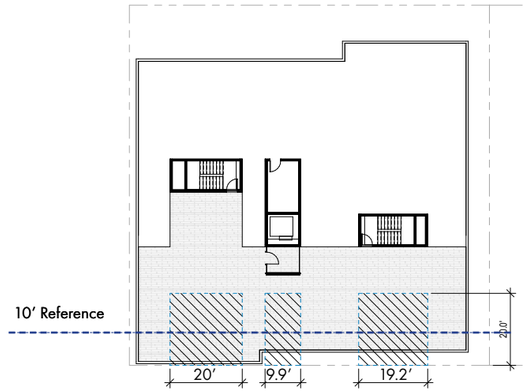
The proposed design provides additional setbacks along the north facade that respects the neighbors and responds to the site context. The proposed design creates two interesting facades (north and south) with cohesive fenestration and modulation to create an overall more cohesive design. The alley is treated appropriately as a backside facade.
If the upper level setbacks are averaged without the 20' max depth limitation on the roof level, the preferred design exceeds the upper level average setback requirement. Penthouse: 49.1' x 25.1 (20' mas dimension per code) = 1,232.41 sf (roof) + 220.3 (5th floor) = 1,452.7 sf (10.7' avg. setback) > 1,415 sf (10' req. setback average. area).
The intent of the upper level setback is also met, as the massing provides relief on the upper levels to the north, while maintaining strong and more cohesive overall design.
City Wide DC2: B.1, C.3 / CS2: C.2, D.1, D.3, D.4 / CS3



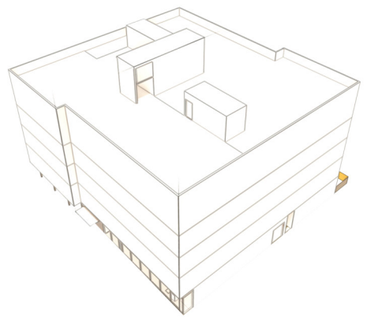
DEPARTURE REQUEST
PREFERRED



LEVEL 5

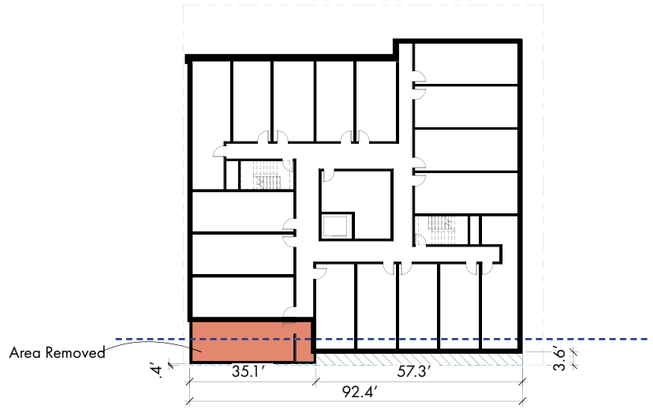


LEVEL ROOF

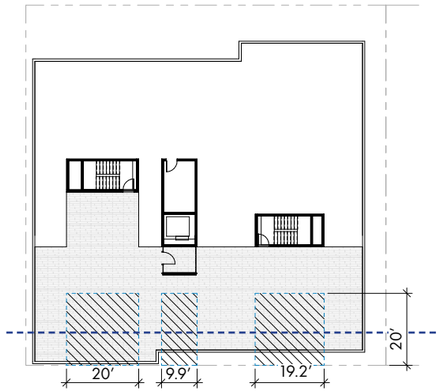


AXONOMERIC

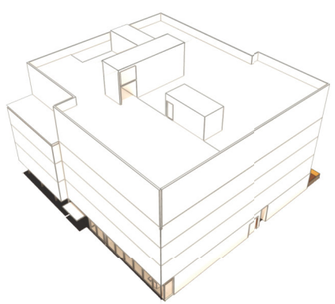
COMPLIANT ALTERNATIVE
SHOULD THE DEPARTURE NOT BE GRANTED



LEVEL 5



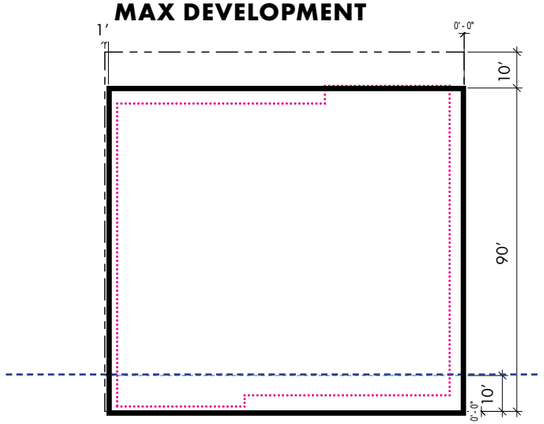
LEVEL ROOF



AXONOMETRIC

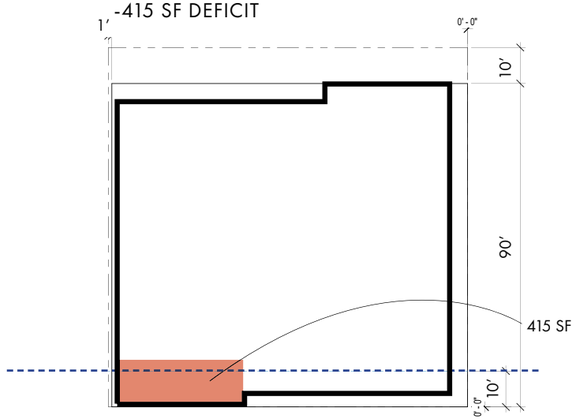
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Seattle, WA 98116
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W: blueprintcap.com

MAX DEVELOPMENT



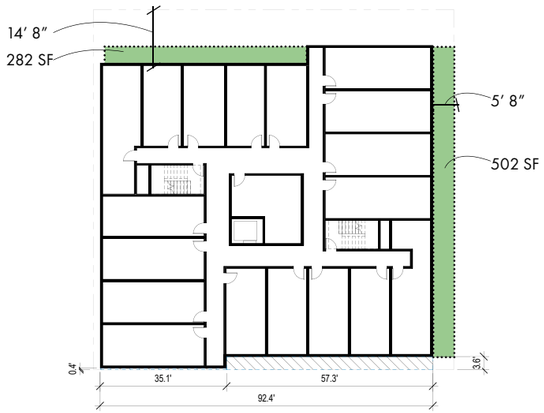
SETBACK DEPARTURES

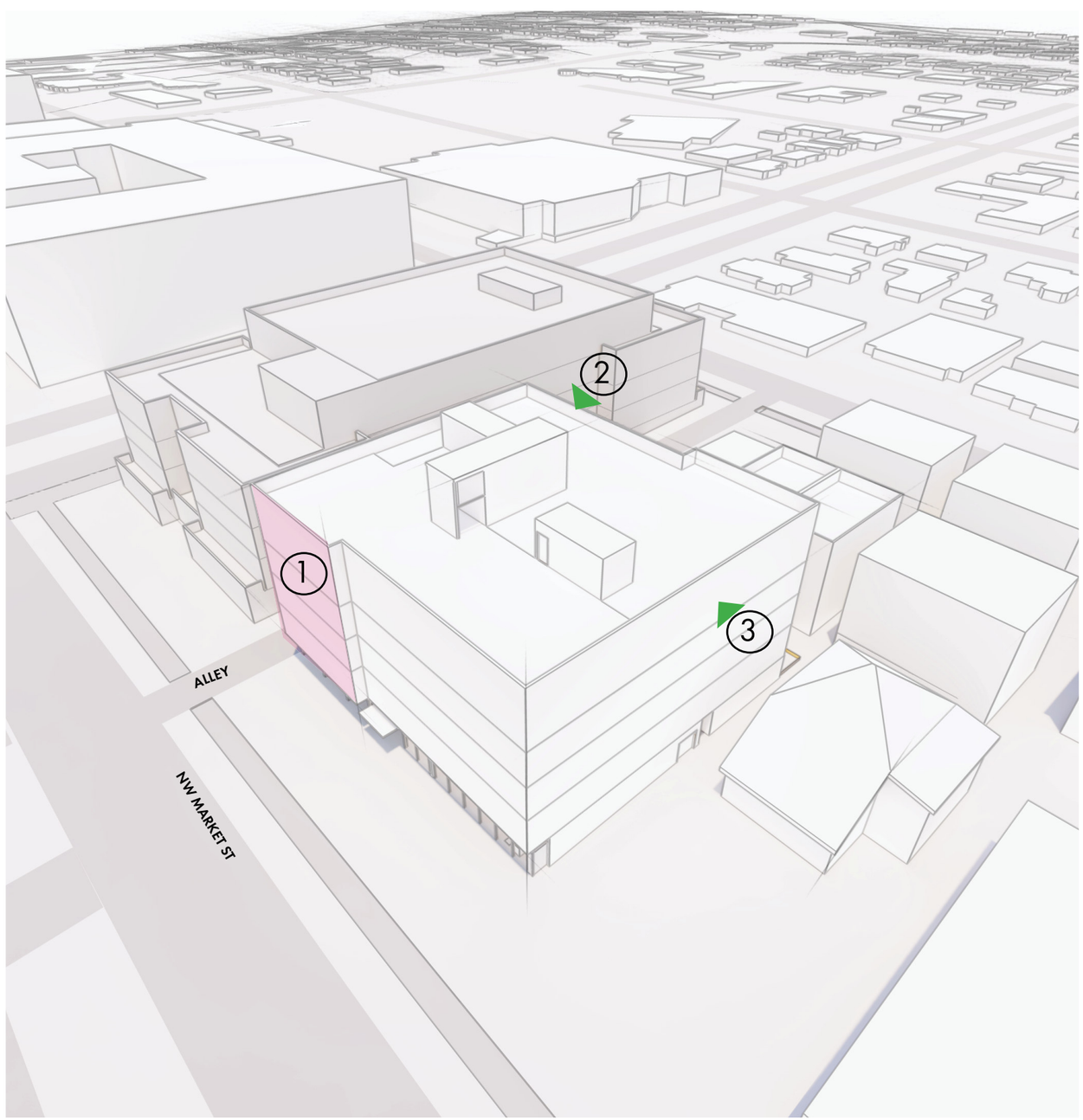
-415 SF DEFICIT



ADDITIONAL SETBACKS

+784 SF ON LEVEL 5





Option A

Departure Request Summary

Proposed Solution

The proposed departure will allow the project to achieve the following objectives:

1) A more cohesive strong massing strategy that enables the bulk of the street mass to be anchored towards the commercial zone to the West.

City Wide Seattle Design Guidelines:

DC2 Architectural Concept
B.1 Architectural and Facade Composition - Façade Composition
C.3 Secondary Architectural Features - Fit With Neighboring Buildings

2) Pushing the building South allows for the NW corner to pull back an additional setback from the smaller scale residential zone to the North.

City Wide Seattle Design Guidelines:

CS2 Urban Pattern and Form
C.2 Relationship to the Block - Mid-Block Sites
D.1 Height Bulk and Scale - Existing Development and Zoning
D.3 Height Bulk and Scale - Zone Transitions
D.4 Height Bulk and Scale - Massing Choices
CS3 Architectural Context and Character

3) Additional setbacks are provided along the Eastern property line to further pull back from the existing residential scaled business.

City Wide Seattle Design Guidelines

CS2 Urban Pattern and Form:
C.2 Relationship to the Block - Mid-Block Sites
D.1 Height, Bulk, & Scale - Existing Development and Zoning
D.4 Height, Bulk, & Scale - Massing Choices
CS3 Architectural Context and Character
A.1 Fitting Old and New Together

Option B

85 Residential Units
270 sf Average (gross)
Proposed FAR 37,239 sf

Pros

- *Amenity activates the street*
- *Upper mass adjacent to the residences at the north are articulated*
- *Alley is activated with units to encourage the feel of a pedestrian through-block*

Cons

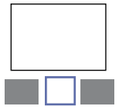
- *Trash distances are too great for SPU pickup, staging will be required*
- *Activating the alley is dependent on other future development to respond accordingly*
- *A good portion of the upper units on the East will have reduced exposure to light*



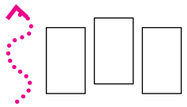
SETBACKS



PEDESTRIAN SCALE

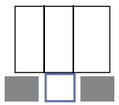


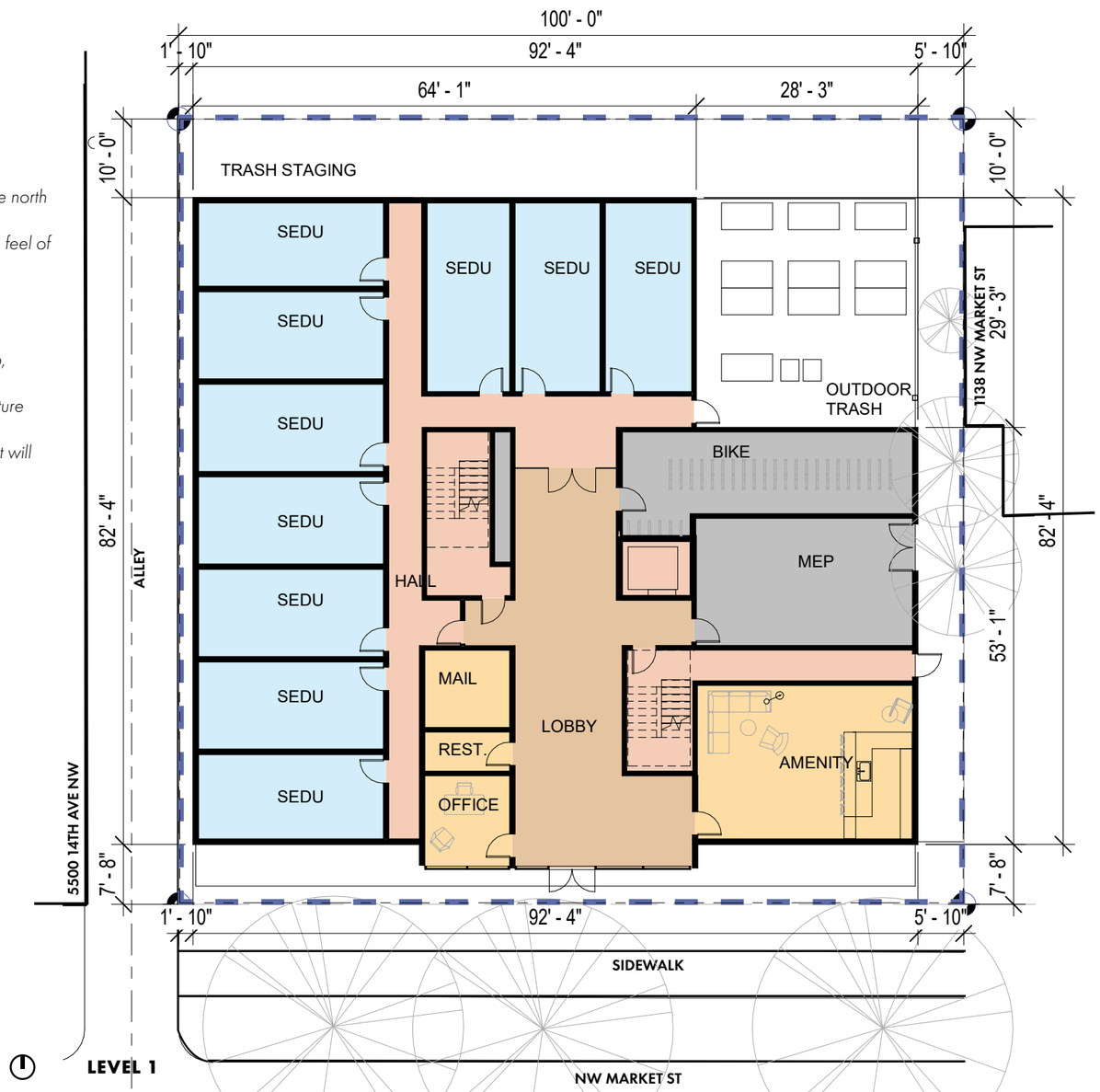
EMPHASIZE ENTRY



RESPONSE TO CONTEXT

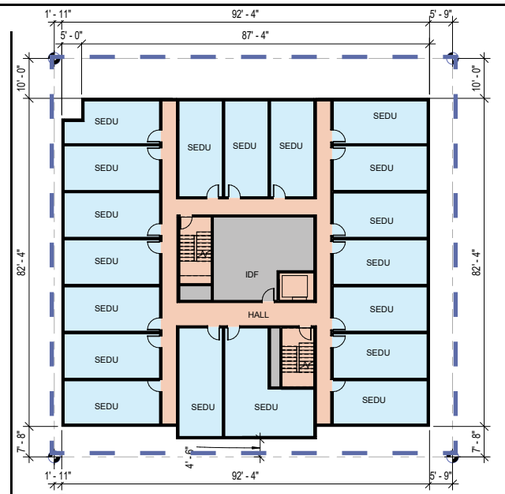






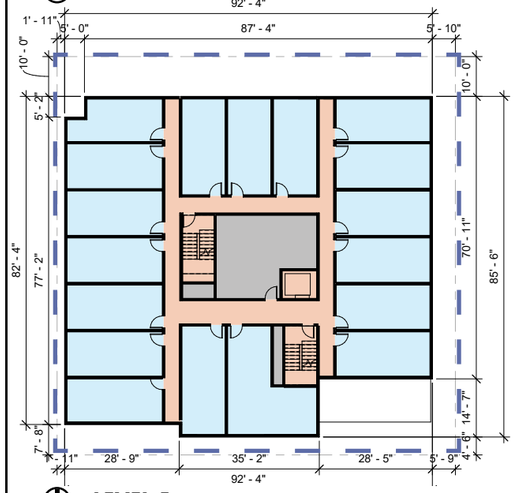
LEVEL 1

This scheme focuses on activating the alley to encourage pedestrian activity, designing using a pedestrian through-block as inspiration. The units off of the alley will have stoops and easy access to the ground level. The entrance lobby is located off of the street and pulled back to provide an emphasis on entry. The amenity space to the right activates the street and will be treated as commercial program, responding to the retail program in the area.



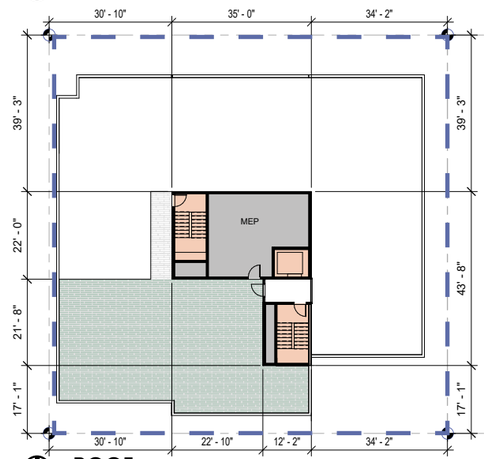
LEVEL 2 -4

The H formed circualtion allows for easy orientation throughout the upper levels by using daylit corridors. The units facing the East will have limited access to daylight.



LEVEL 5

The massing on level 5 is pulled back on the SE corner so as to step down to the adjacent residential context.

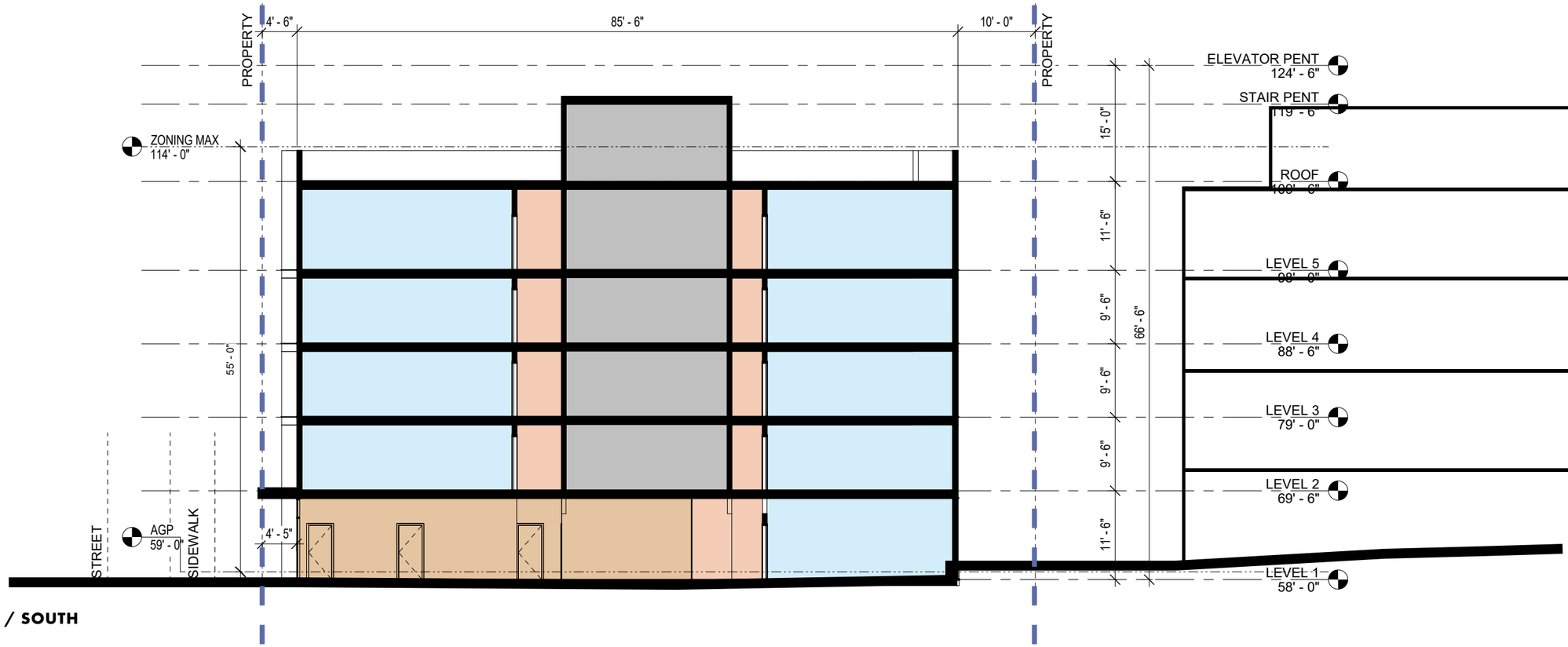


ROOF

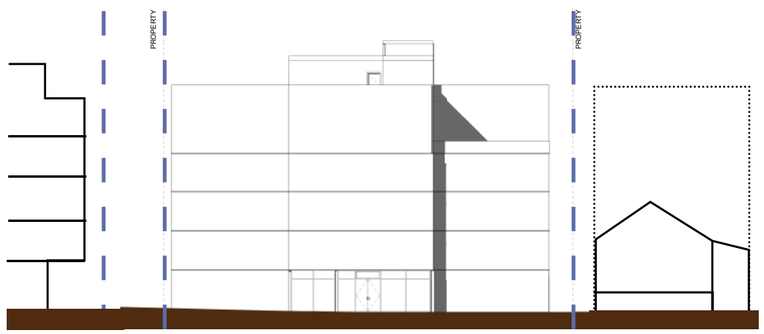
The roof deck is oriented south to activate NW Market Street, provide privacy and sound isolation for the residences to the North, and take advantage of the southern solar exposure.

BLUEPRINT
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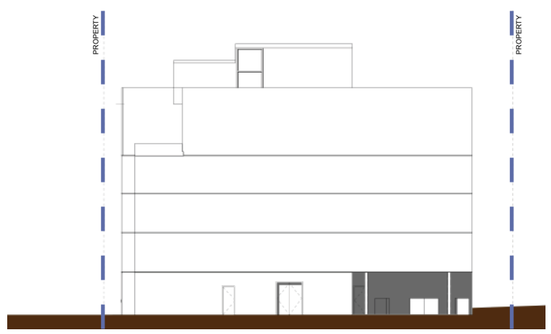
Option B



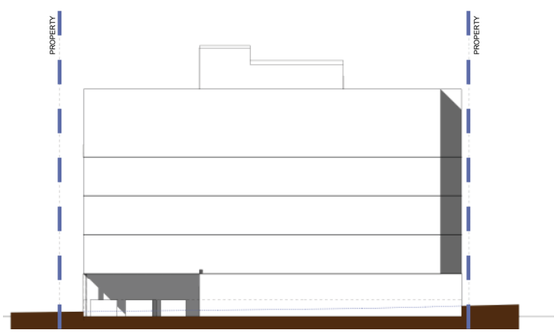
NORTH / SOUTH



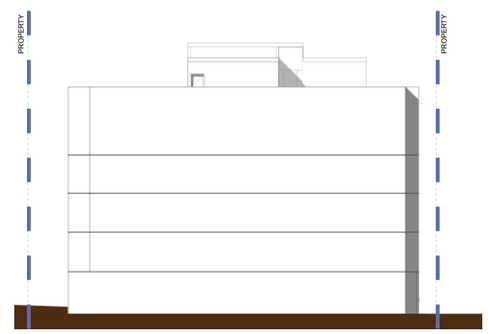
SOUTH ELEVATION (NW MARKET STREET)



WEST ELEVATION



NORTH ELEVATION (RESIDENTIAL)



EAST ELEVATION (BALLARD HEALTH CENTER)

Option B



NW Market St - Looking Northeast



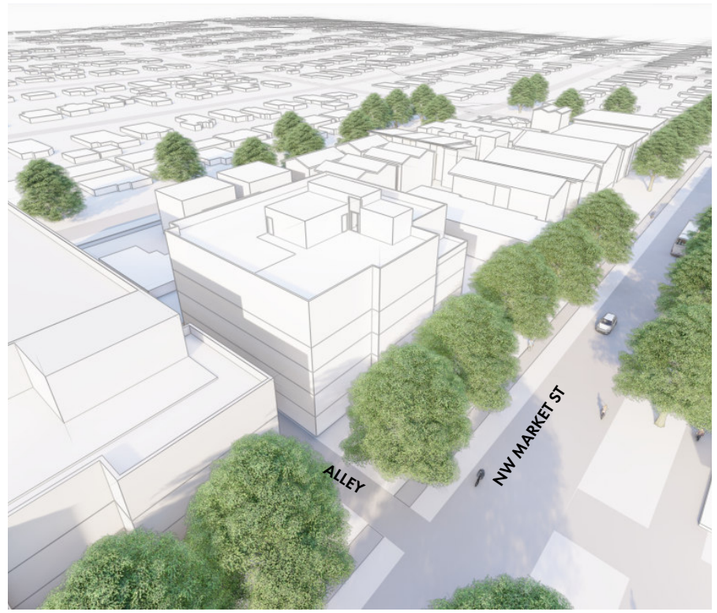
Aerial Perspective - Looking Northwest



NW Market St - Looking Northwest



NW Market St - Looking North



Aerial Perspective - Looking Northeast

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Option B
Shadow Analysis



9:00 AM



12:00 PM

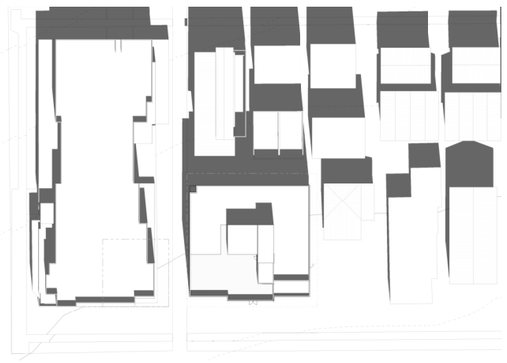


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SUMMER SOLSTICE



9:00 AM



12:00 PM



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EQUINOX



9:00 AM



12:00 PM



4:00 PM

WINTER SOLSTICE

Option C (Preferred)

86 Residential Units

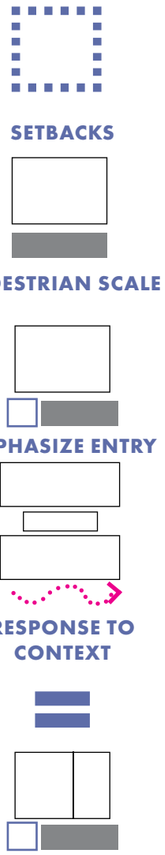
276 sf Average (gross)
Proposed FAR 37,413 sf

Pros

- *Units activate the street on upper and lower levels*
- *Amenity space is placed on level 5 that enhances privacy of residents*
- *BOH program is easily accessible off the alley*
- *The north, east and south facades all provide interest with varying setbacks, modulation and fenestration fitting in well with neighbors.*

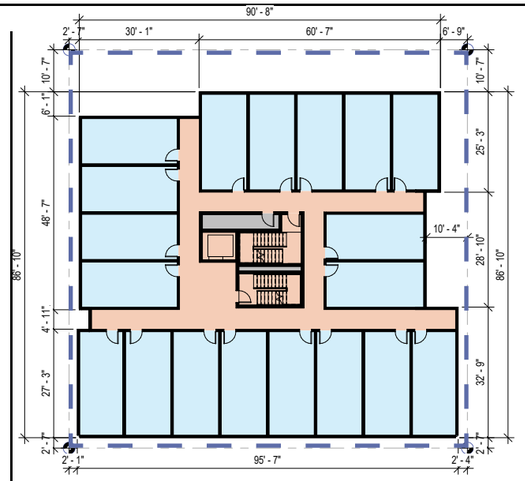
Cons

- *Integrating the power pole setback in the alley will be difficult*
- *Street facing modulation is slightly less than other schemes.*

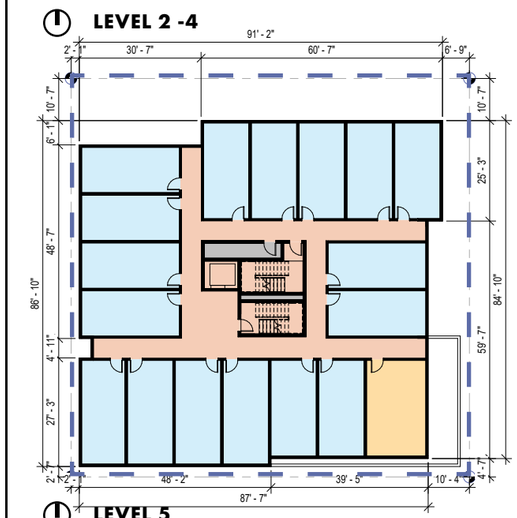




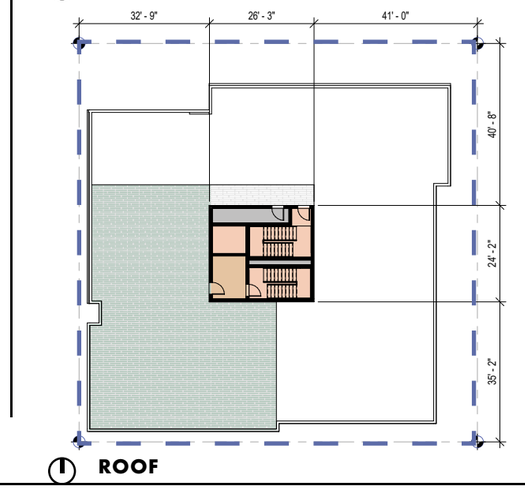
This preferred scheme focuses on activating the street by orienting activitity toward the South, facing NW Market St. The social spaces are pushed West towards the commercial corridor and the residential units are focused East towards the residential area. The entrance is pulled back for a covered and emphasized entry. Back of house functions are located off of the alley for easy access are separated from pedestrian paths.



The units facing NW Market Street further activate the street. The alley also has units oriented to it, activating this space similar to the street. Pulling the NE corner mass farther from the property line gives relief to the existing business to the East. Further setbacks are also pulled back from the residential neighbors to the north.



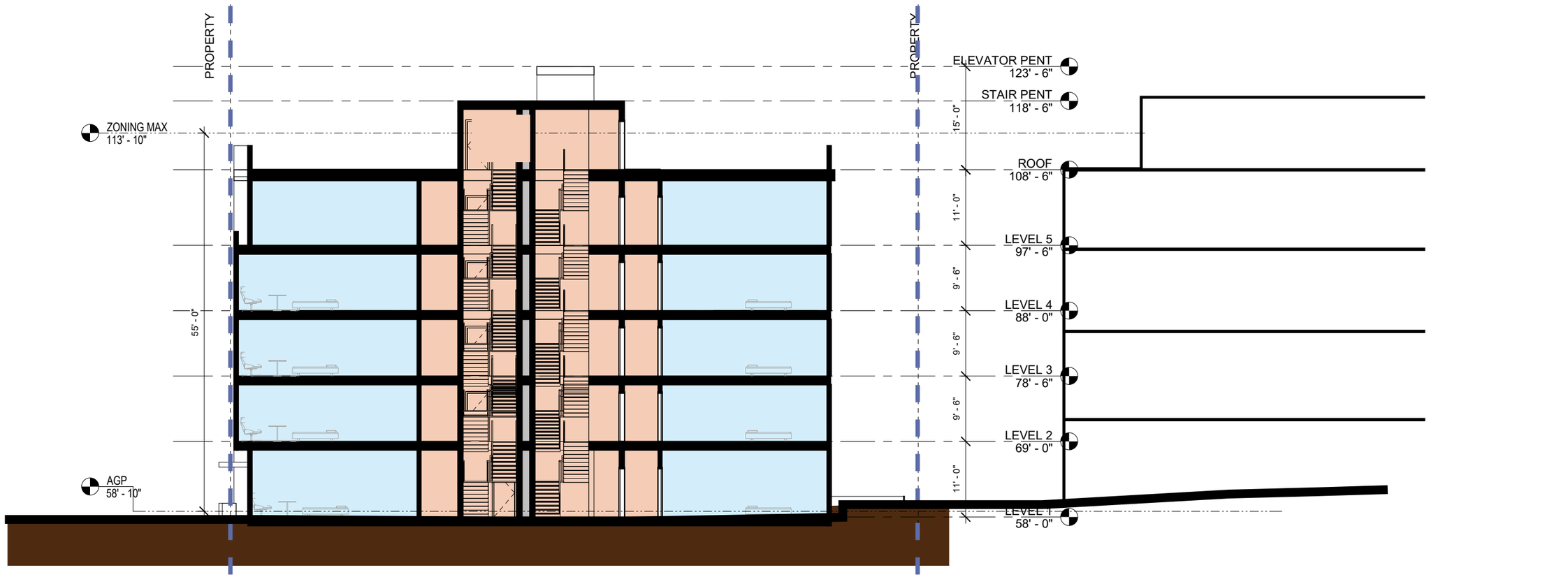
Level 5 mass is further set back on the SE corner, allowing the scale to respond more appropriately to the Eastern residential neighbors. By taking cues from the center units, a cohesive and simplistic mass is created.



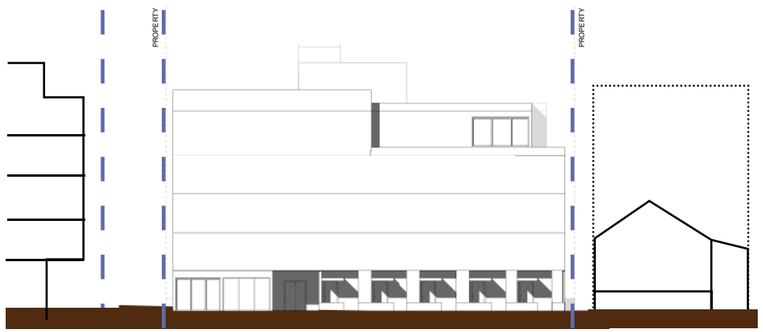
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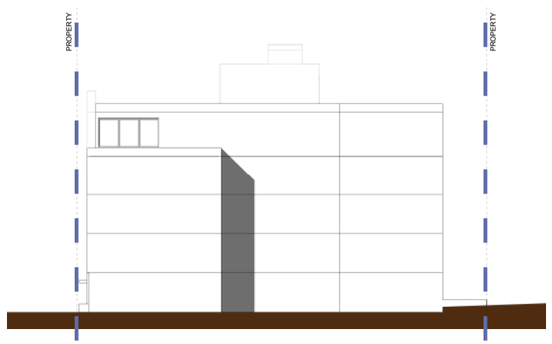
Option C (Preferred)



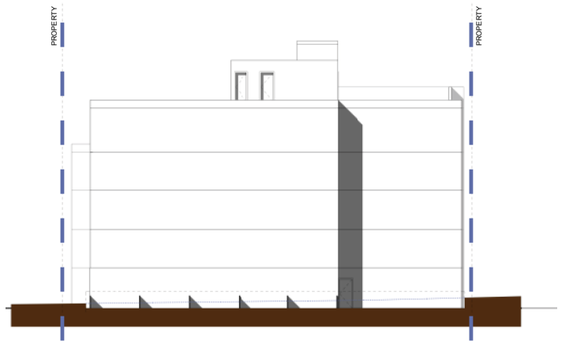
NORTH / SOUTH



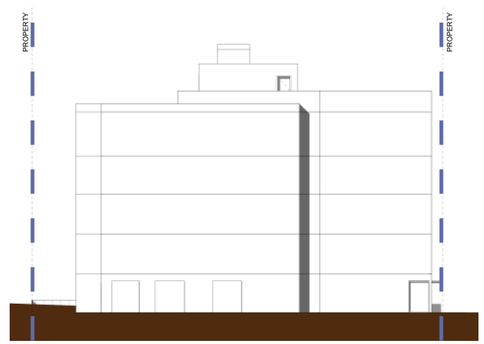
SOUTH ELEVATION (NW MARKET STREET)



WEST ELEVATION



NORTH ELEVATION (RESIDENTIAL)



EAST ELEVATION (BALLARD HEALTH CENTER)

Option C (Preferred)



NW Market St - Looking Northeast

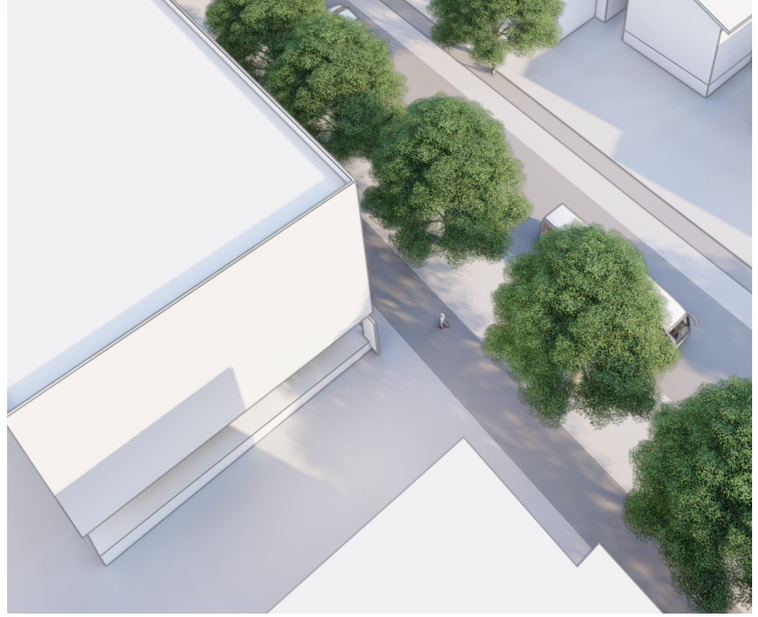




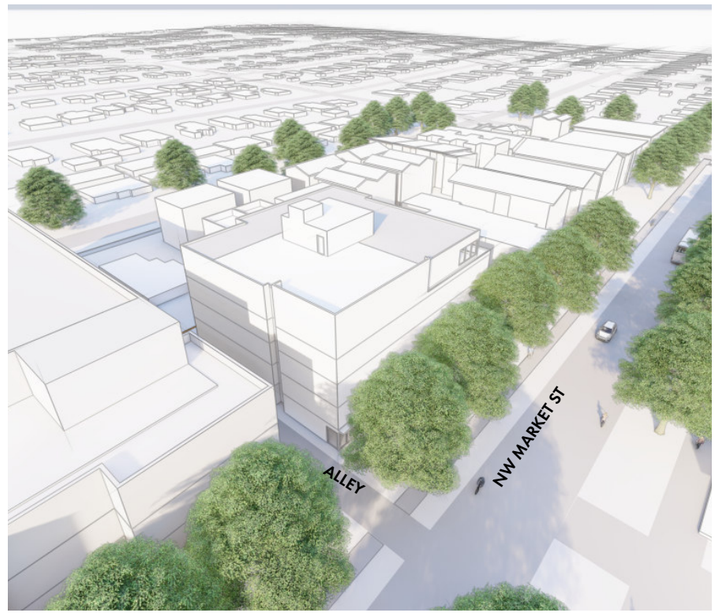
NW Market St - Looking Northwest



NW Market St - Looking North



Aerial Perspective - Looking Northwest



Aerial Perspective - Looking Northeast

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Option C (Preferred)
Shadow Analysis



9:00 AM

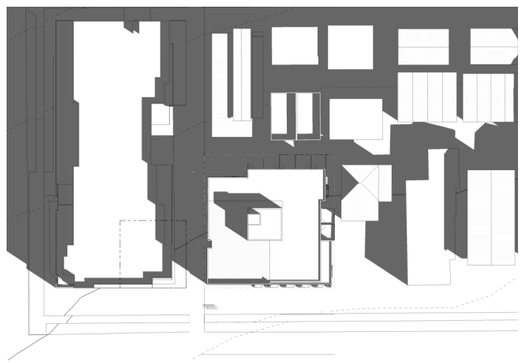


12:00 PM



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SUMMER SOLSTICE



9:00 AM



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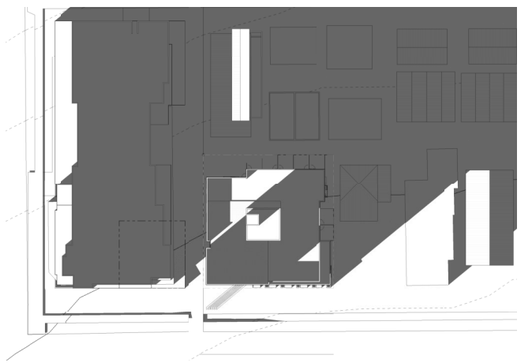
EQUINOX



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WINTER SOLSTICE

Option C (Preferred)

Departure Request Summary

Code

STANDARDS APPLICABLE TO SPECIFIC AREAS
SMC 23.47A.009.F.4.b

Requirement

A setback with an average depth of 10 feet from all abutting street lot lines is required for portions of a structure above a height of 45 feet. The maximum depth of a setback that can be used for calculating the average setback is 20 feet.

Request

To allow the average upper level street setback above 45' to be 7.3' where 10' is required resulting in a departure of 27.4% and 2.7'

Rationale

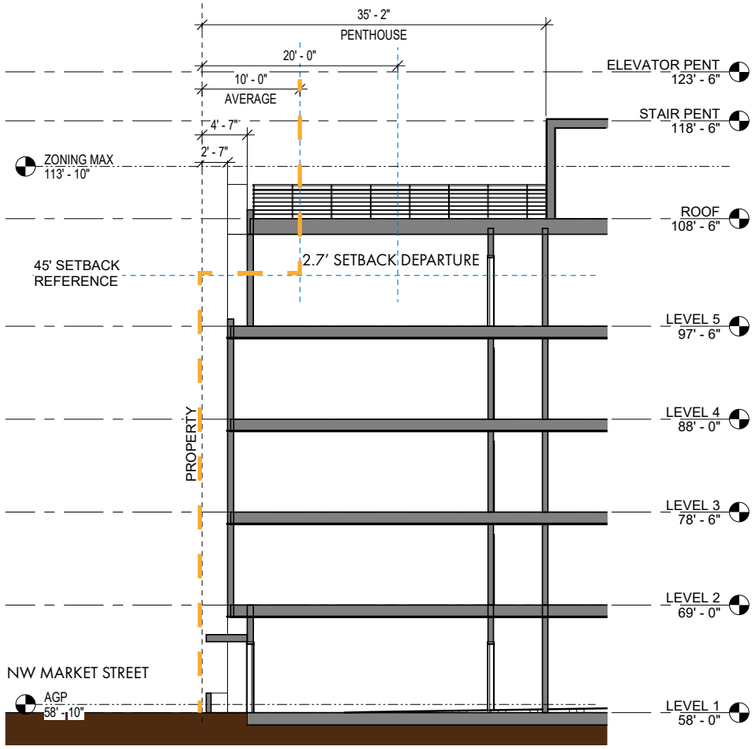
The proposed design provides additional setbacks along the north and east facades that respects the neighbors and responds to the site context. The proposed design creates three interesting facades (north, east and south) with cohesive fenestration, modulation and increased light and air for the project as whole. All three facades complement each other to create an overall more cohesive design. The alley is treated appropriately as a backside facade.

If the upper level setbacks are averaged without the 20' max depth limitation on the roof level, the preferred design exceeds the upper level average setback requirement. Penthouse: 26.3 x 35.16' (20' max dimension per code) = 924.88 sf + 346.3 (5th floor) = 1,27.18 (10.42' avg. setback) > 1,202 sf (10' req. setback average. area).

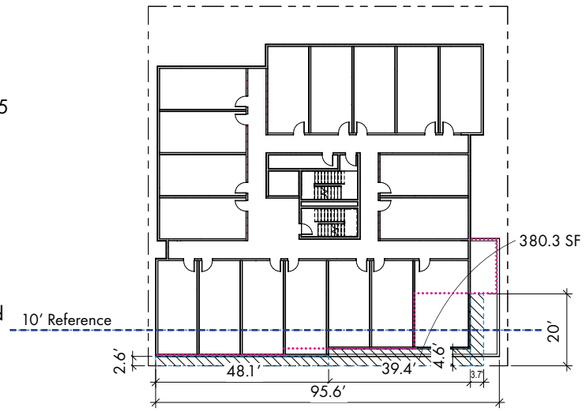
The intent of the upper level setback is also met, as the massing provides relief on the upper levels moving east, while maintaining strong and more cohesive overall design. The upper level penthouse is centered in the building lessening impacts on neighbors that can occur when circulation is located near the exterior of a building.

City Wide DC2: B.1, C.3 / CS2: C.2, D.1, D.3, D.4 / CS3 - A.1

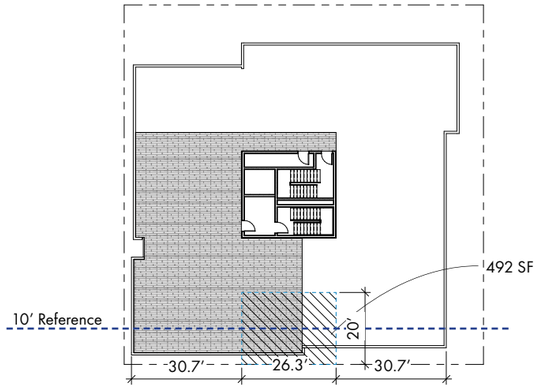
Ballard Specific DC2: 1.a, 2.a / PL1: C.1, C.3



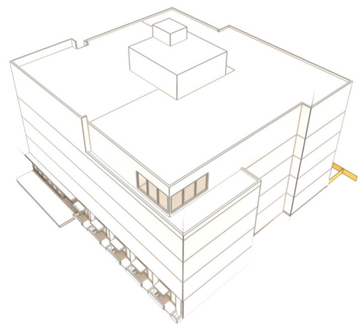
DEPARTURE REQUEST
PREFERRED



LEVEL 5

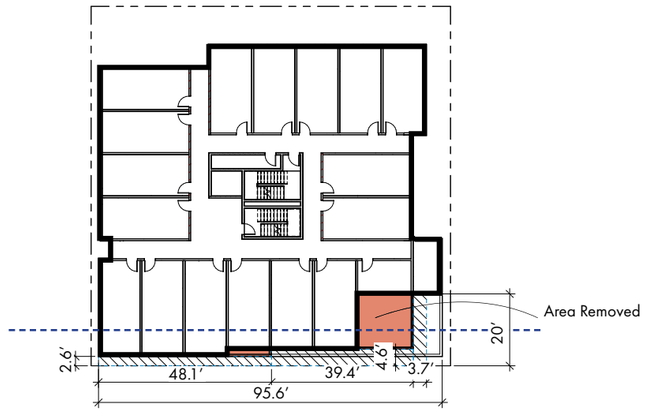


LEVEL ROOF

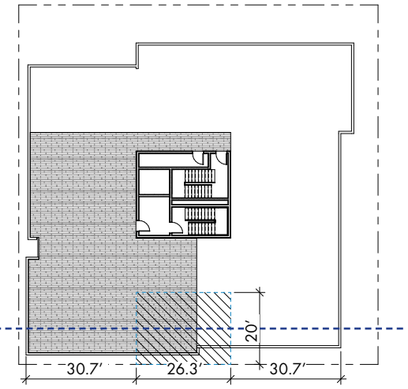


AXONOMETRIC

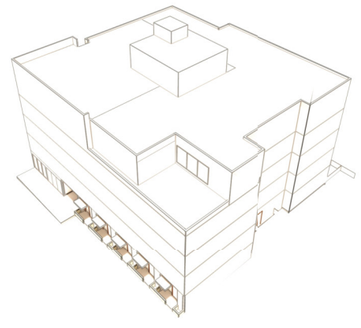
COMPLIANT ALTERNATIVE
SHOULD THE DEPARTURE NOT BE GRANTED



LEVEL 5



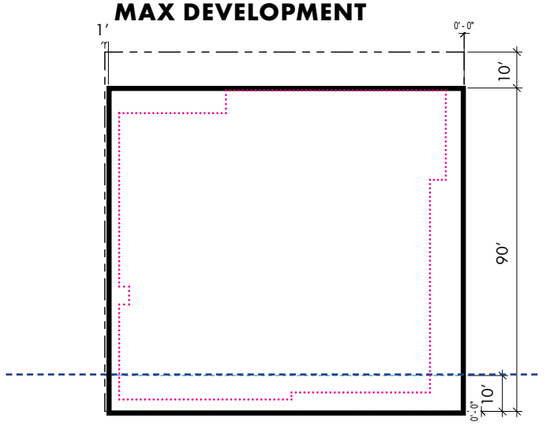
LEVEL ROOF



AXONOMETRIC

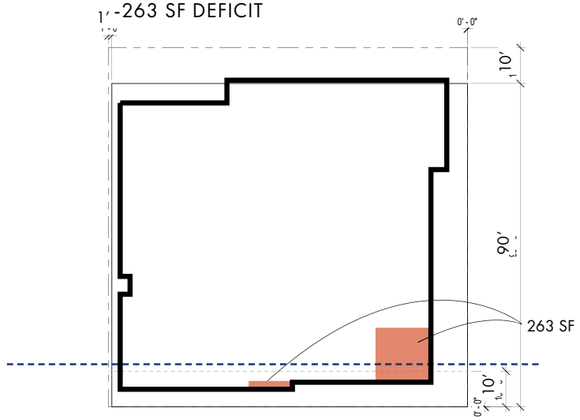
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MAX DEVELOPMENT



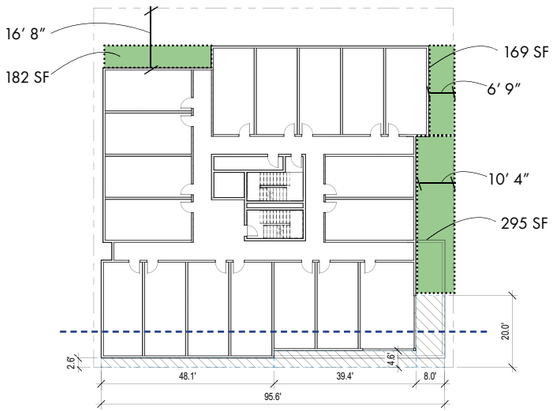
SETBACK DEPARTURES

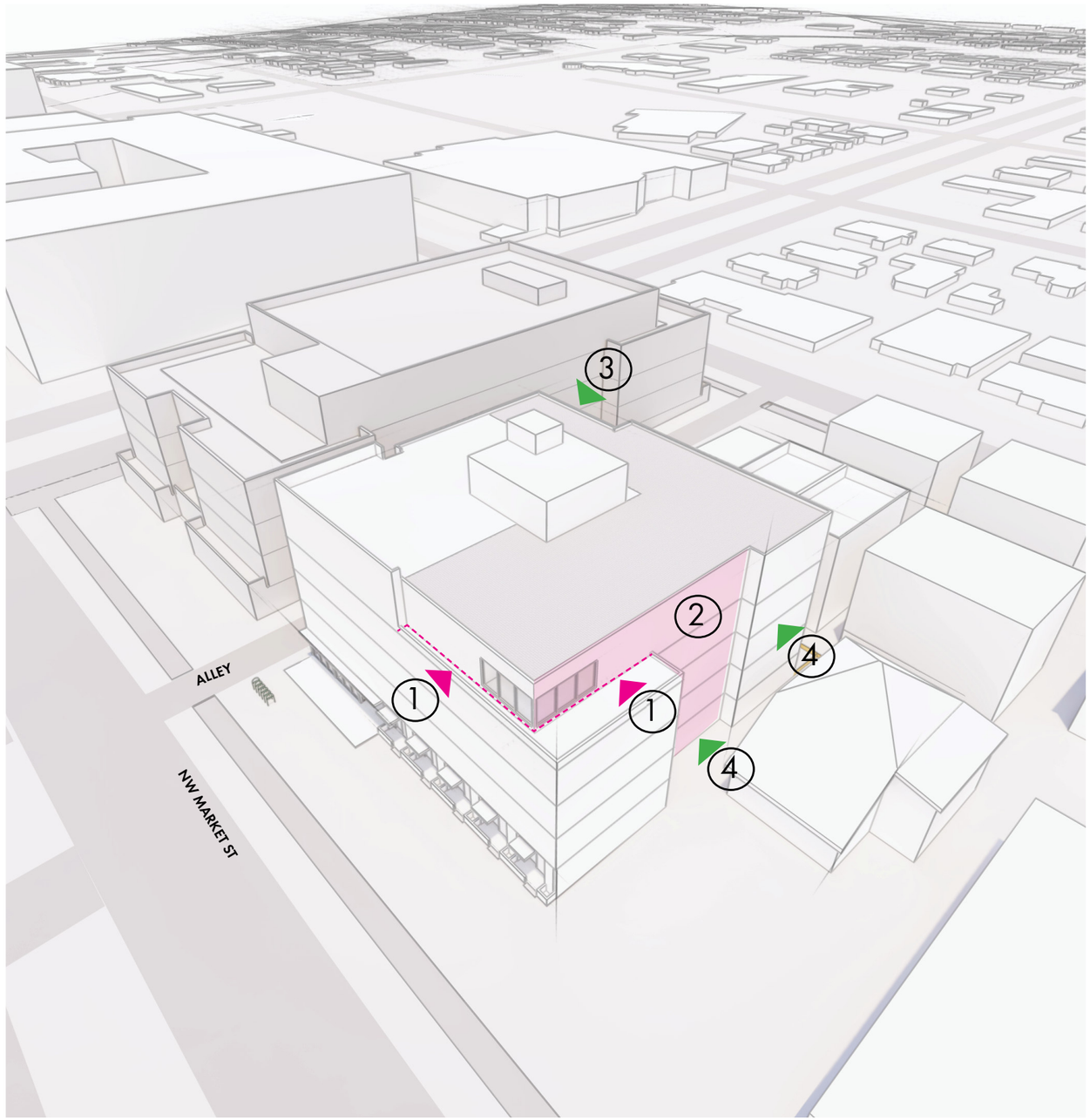
1' -263 SF DEFICIT



ADDITIONAL SETBACKS

+646 SF ON LEVEL 5





Option C (Preferred)

Departure Request Summary

Proposed Solution

The proposed departure will facilitate the preferred design to better meet the intent of the applicable design guidelines:

1) A more cohesive strong massing strategy which includes a stepped facade to provide visual interest and break down the scale of the facade as it moves from the commercial zone to the West over to the residential zone to the East.

City Wide Seattle Design Guidelines:

DC2 Architectural Concept
B.1 Architectural and Facade Composition - Façade Composition
C.3 Secondary Architectural Features - Fit With Neighboring Buildings

2) Simple massing transitions that allow cohesive material changes by aligning the level 5 SE corner with the adjacent center carveout that faces East. Interior amenity space now located in prime view location and maximizes views for residents.

City Wide Seattle Design Guidelines:

DC2 Architectural Concept
1.a Massing - Reducing Perceive Mass
2.a Architectural and Façade Composition - Continuity

Ballard Specific Guidelines:

PL1 Outdoor Uses and Activities (C.1, C.3)

3) Pushing the building South allows for the NW corner to pull back an additional setback from the smaller scale residential zone to the North.

City Wide Seattle Design Guidelines

CS2 Urban Pattern and Form
C.2 Relationship to the Block - Mid-Block Sites
D.1 Height Bulk and Scale - Existing Development and Zoning,
D.3 Height Bulk and Scale - Zone Transitions
D.4 Height Bulk and Scale - Massing Choices
CS3 Architectural Context and Character
A.1 Fitting Old and New Together

4) Additional setbacks are provided along the Eastern property line to further pull back from the existing residential scaled business.

City Wide Seattle Design Guidelines

CS2 Urban Pattern and Form
C.2 Relationship to the Block - Mid-Block Sites
D.1 Height, Bulk, and Scale - Existing Development and Zoning,
D.4 Height, Bulk, and Scale - Massing Choices
CS3 Architectural Context and Character
A.1 Fitting Old and New Together

Project Goals Refined

Applicable Design Strategies for All Schemes

1) SCALE

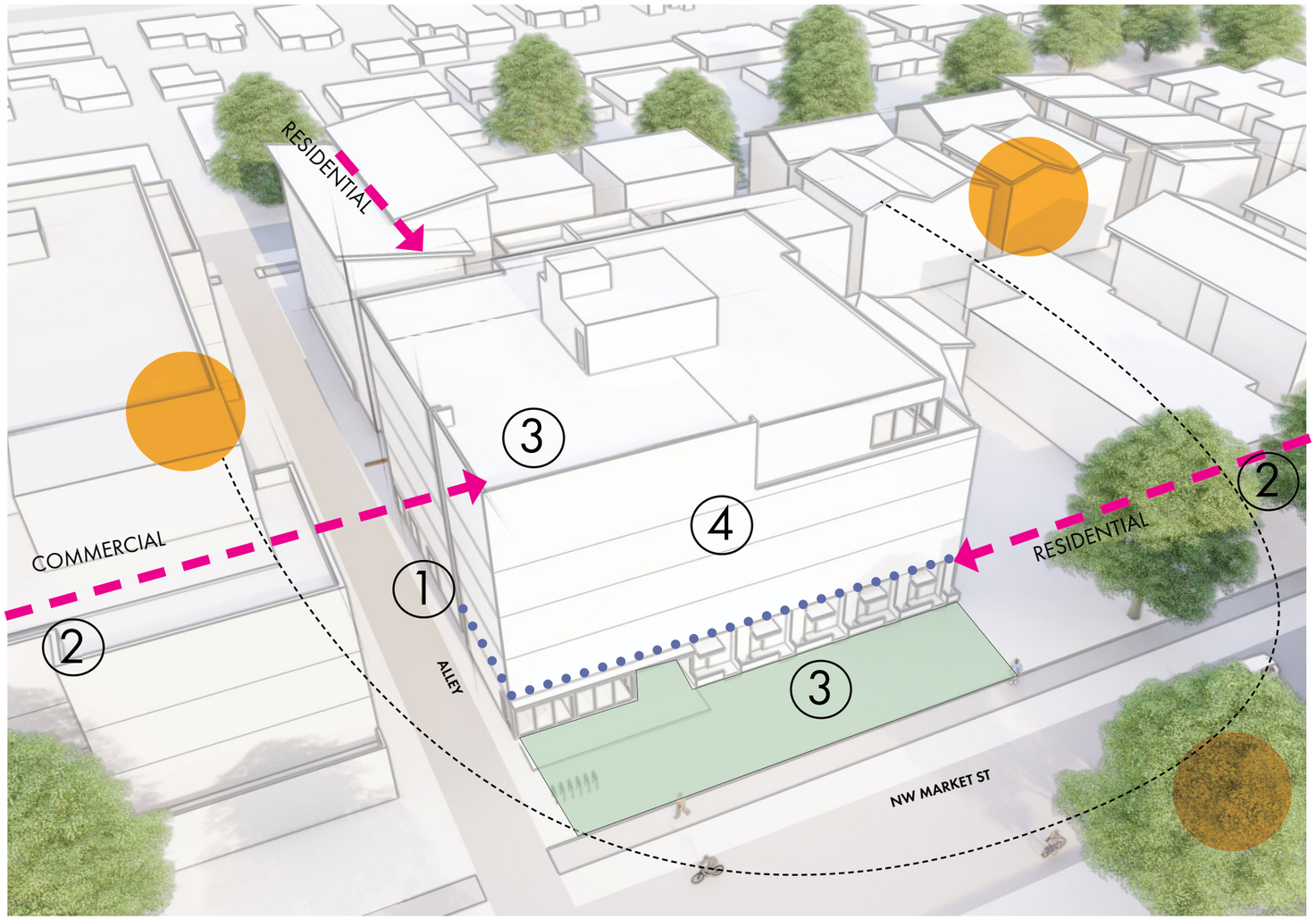
Breaking down the perceived scale by creating a strong horizontal datum that can be referenced through the "character core" and residential context.



Ⓐ Referencing storefront proportions and details of the historic context

Creating residentially scaled entries Ⓑ



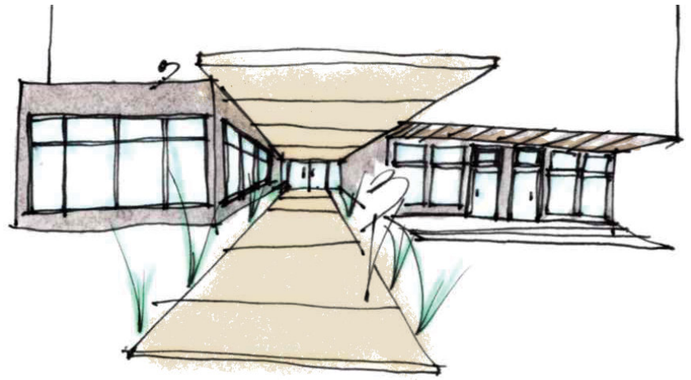


2) NEIGHBORS

Creating a visual anchor that continues the massing of the character core on the West while pushing back the massing so that there is visual relief towards the residential neighbors to the East.



Ⓐ Defining the podium and eroding the edges on upper floors



Ⓑ Creating a focal point at the main entry and using it to define commercial and residential design moves

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Ⓐ Connecting nature to upper floors



Ⓑ Defining entries with green space



Ⓒ Creating a green buffer for semi public spaces



Ⓓ Using color in details to activate spaces



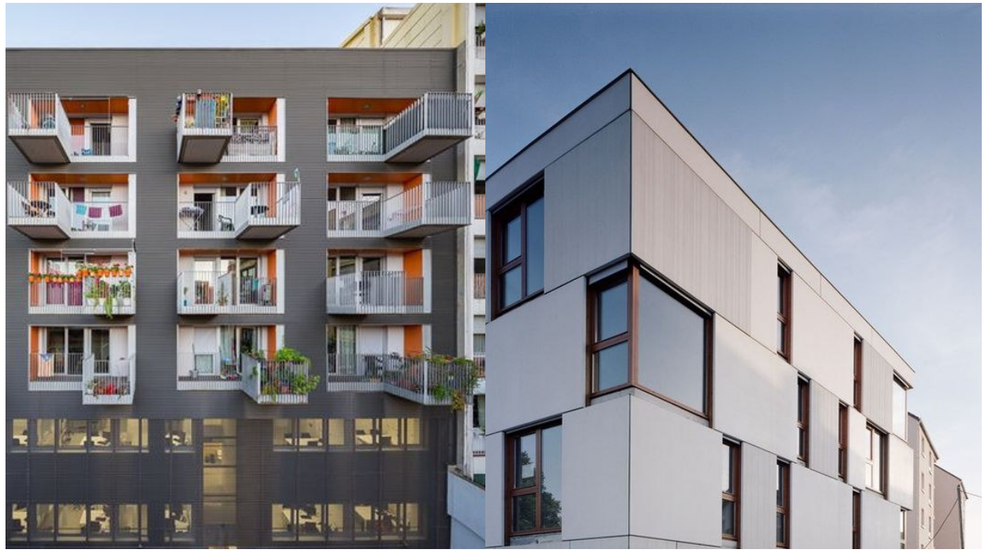
Ⓔ Connecting lounge spaces with green spaces

3) NATURE

Responding to natural elements of daylight and orienting program towards it, views and carving out massing to optimize visibility out; and greenscape responding to the existing tree boulevard along NW Market St.

4) CONTINUITY

Ensuring that form follows function and articulating design down to the details so that a cohesive and contextual building is created. Material shifts will be informed by the design, masonry scaled detailing will be utilized in the pedestrian realm, and lighting will be used to create continuity from the large design moves down to the small.



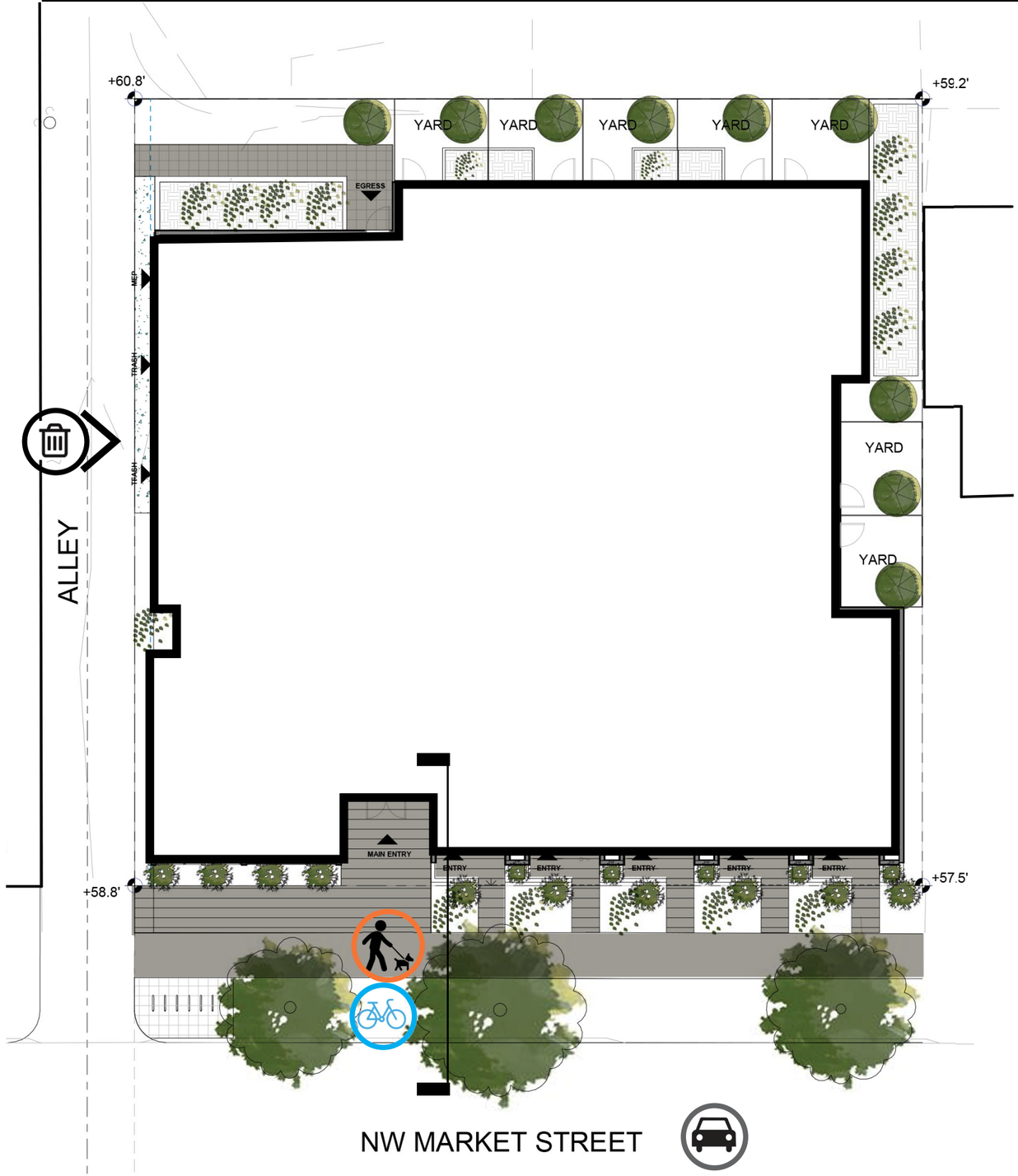
Ⓐ Using a methodical combination of large scale and small scale windows and setbacks to create a visual interest across the facade that breaks down percieved scale



Ⓑ Having an overall facade datum that creates rhythm



Ⓒ Visually connecting upper and podium levels



ACCESS PLAN

Access & Landscaping

Applicable Design Strategies for All Schemes

Main pedestrian entrance will be off NW Market Street where there is high visibility and directly adjacent to all transit modes (walking, biking, busing, and driving). A large-scale canopy will be utilized to create a focal point, provide coverage, and define a sense of entry for the building. For security reasons, bicycles will also have access to the bike room through the main entry.

Trash will be taken off the alley. Due to the placement of the trash room no staging will be required.



SECTION DIAGRAM OF MAIN ENTRY

The main entrance will be activated by street and pedestrian activity. Transparency from the social program will pull around and provide visibility into the entrance procession. Perches and large scale windows will allow residences to engage with the tree boulevard and have eyes on the street.

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Blueprint Projects



6860 E Green Lake Way North - permits pending



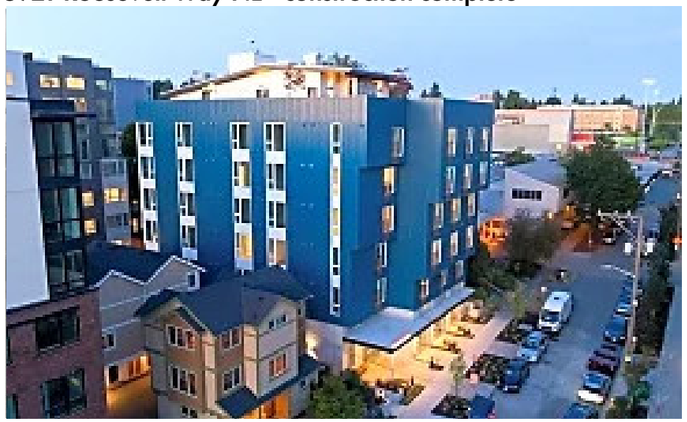
2037 Yale Ave E- construction complete



6921 Roosevelt Way NE - construction complete



800 5th Ave N - in construction



836 NE 66th St - construction complete



600 E Howell St - in construction



4528 44th Ave SW - construction complete



800 Queen Anne Ave N - construction complete



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THANK YOU

Lagom Living

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3036128-EG