



# City of Seattle

Department of Planning & Development  
D. M. Sugimura, Director



## EARLY DESIGN GUIDANCE OF THE NORTHWEST DESIGN REVIEW BOARD

Project Number: 3018687

Address: 1448 NW Market St

Applicant: Brad Hinthorne, Perkins + Will

Date of Meeting: Monday, November 24, 2014

Board Members Present: Marc Angelillo  
Ellen Cecil (Chair)  
Jerry Coburn  
Dale Kutzera

Board Members Absent: David Neiman

DPD Staff Present: Beth Hartwick, Senior Land Use Planner

### SITE & VICINITY

**Site Zone:** C1-65 (Commercial 1 -65)

**Nearby Zones:** (North) C1-65, NC3-40  
(South) C1-65, IG2 U/65  
(East) C1-65, NC2-40  
(West) C1-65, NC3-85

**Lot Area:** 47,952 sq. ft.

**Access:** The site has access from NW Market St,  
15<sup>th</sup> Ave NW and NW 56<sup>th</sup> St.

**Environmentally Critical Areas:** None

**Current Development:** The site is occupied by a single story fast food restaurant built in 1979, a gas station constructed in 1984, and a two-story office building constructed in 1962.



**Surrounding Development and Neighborhood Character:** Directly to the north across NW 56<sup>th</sup> St. is a two-story commercial structure built in 1955. The block is also developed with a large single-story grocery store built in 1966, a single story commercial building and surface parking. Directly to the east is a six-story apartment building with ground level retail which was constructed in 2011. Across 15<sup>th</sup> Ave NW is a recently opened eight- story mixed use structure with apartments over ground floor retail. Across NW Market St. is a large single-story grocery store and gas station constructed in 2000, and surface parking.

This part of Ballard has been transitioning from single story commercial structures surrounded by surface parking, to larger scale residential and mixed use developments. The corner of NW Market St and 15<sup>th</sup> Ave NW can be viewed as a gateway for different segments of Ballard. The heavily used 15<sup>th</sup> Ave NW is a major connector between the northeast neighborhoods of the city into downtown and beyond. From the site south to the Ballard Bridge the Avenue has been populated by auto services and restaurants. From the site north to Ballard High School a few older brick commercial buildings survive surrounded by single story commercial buildings with uses such as fast food restaurants and auto services.

The main commercial street in Ballard is along NW Market St, west of 15<sup>th</sup> Ave NW. with a variety of smaller retail stores and restaurants. Further west is Swedish Hospital Ballard, historic Ballard Ave with its vibrant bars and restaurants and the Ballard public library. East along NW Market the single story commercial structures give way to single family residences and beautiful street trees.

The site is well served by public bus routes along 15<sup>th</sup> Ave NW and NW Market St.

## **PROJECT DESCRIPTION**

The proposed project is for development of a 204,000 sq. ft. 5-story office building with 210 parking spaces below grade.

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The packet includes materials presented at the meeting, and is available online by entering the project number 3018687 at this website:

[http://www.seattle.gov/dpd/Planning/Design\\_Review\\_Program/Project\\_Reviews/Reports/default.asp](http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp).

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

**Mailing Public Resource Center**  
**Address:** 700 Fifth Ave., Suite 2000  
P.O. Box 34019  
Seattle, WA 98124-4019

**Email:** [PRC@seattle.gov](mailto:PRC@seattle.gov)

## **DESIGN DEVELOPMENT**

The applicant presented three options. All Options were code compliant.

Option 1 was the applicants preferred option. The proposed structure is an almost square 5-story building with an approx. 22' setback from the east property line and a south facing courtyard cut into the massing. The entry corner at NW Market St and 15<sup>th</sup> Ave NW sets back from the property lines for the first two stories. Two levels below grade will provide parking with access from the service 'alley' or woonerf in the east setback. Curb cuts will be located on NW Market St and NW 56<sup>th</sup> St.

In Option 2, the proposed structure is an almost square 5-story building with an approx. 22' setback from the east property line and an east facing courtyard cut into the massing. The entry corner at NW Market St and 15<sup>th</sup> Ave SW sets back from the property lines for the first two stories. Two levels below grade will provide parking with access from the service 'alley' or woonerf in the east setback. Curb cuts will be located on NW Market St and NW 56<sup>th</sup> St.

In Option 3, the proposed structure is a square 5-story building with an approx. 38' setback from the east property line that is wider then than the other two options. The entry corner at NW Market St and 15<sup>th</sup> Ave SW sets back from the property lines for the first two stories. Two levels below grade will provide parking with access from the service 'alley' or woonerf in the east setback. Curb cuts will be located on NW Market St and NW 56<sup>th</sup> St.

## **PRESENTATION**

The applicant stated that the preferred option courtyard is located to the south to maximize sunlight and allow visibility. The amount of public access to the courtyard will depend on the tenant.

The applicant also offered that the east setback will be designed as a woonerf, allowing for vehicle and pedestrian traffic at the mid-block connection. Widening the sidewalk on 15<sup>th</sup> Ave NW. is also being considered.

Brick as a material is being considered and if used, would be in a contemporary manner.

The applicant noted that they are considering the project as a candidate for the Living Building Pilot program which could allow additional height and FAR.

A physical model was presented with the three options plus a Living Building Pilot program option with the increased height and FAR allowed by the program.

## **PUBLIC COMMENT**

Members of the public attended the Early Design Guidance Meeting. The following comments were offered:

- Stated the site is the most important site in Ballard.
- Excited an office building is being proposed for the site.
- Encouraged the applicant to work with Sound Transit on future improvements proposed for Ballard and design the project with these improvements in mind.

- Encouraged transparent open space on NW Market St. and 15<sup>th</sup> Ave NW.
- Encouraged the design of a welcoming corner at NW Market St. and 15<sup>th</sup> Ave NW.
- Supported the “woonerf” between NW Market St and NW 56<sup>th</sup> St.
- Encouraged a courtyard that is open to the public.
- Encouraged wider sidewalks.
- Supported the height of the structure.
- Concerned that a childcare center at grade would not provide street-level transparency and would have covered windows.
- Encouraged a secure place for bikes.
- Encouraged a design that will work with Metro bus stops.
- Concerned the depth of the courtyard was not large enough.
- Encouraged a building providing Class A office space.
- Encouraged a Living Building Pilot development.
- Noted that the site is a key gateway and getting an excellent design is critical.
- Applauded the design team.
- Concerned the “woonerf” won’t work well for pedestrians.
- Encouraged the south-facing courtyard.
- Encouraged a design with small retail spaces.
- Encouraged a design with green space and a courtyard for public use that can act as a pedestrian path.

## PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance.

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The Board encouraged the applicant to reach out to and engage with neighborhood groups, and to pursue the Living Building Pilot program.

- 1. Massing and Design: Some of the Board members noted they would have liked to see more variety in the massing options but the Board agreed that Option 1 with the south-facing courtyard was the best option presented and the applicant should proceed with development of that option. The Board indicated they would support the extra height with a smaller floor plate that would be allowed in the Living Building Pilot program. (CS1.B.2, CS2.A.2, CS2.C.1, CS3.A.1, DC2.B.1)**
  - a. The Board expressed support for the images of the built structures that were shown in the presentation as design cues. (CS3.A.1, DC2.B.1, DC4.A.1)
- 2. Open Space: The Board provided the following guidance:**
  - a. The courtyard should be open to the public or have restricted access hours. (CS2.B.3, DC3.C.2)
  - b. Provide adequate lighting to create a safe and secure environment in the woonerf along the east property line. (PL2.B.2, DC4.C)

3. **Corner and Street-Level Treatment: The Board stressed the importance of the corner at 15<sup>th</sup> Ave NW and MW Market St and the need for design excellence. The Board indicated they supported the two curb cut locations. (CS2.A.2, CS2.B.2, CS2.C.1, PL3.A.4, DC2.D.1)**
  - a. Design a corner entry that is unique. (CS2.A.2, CS2.C.1, PL3.A.4)
  - b. Design the ground level with flexibility to allow for future retail use. (DC1.A.3, DC2.E.1)
  - c. Investigate canopy treatments along the street facing facades. (PL2.C)
  - d. Provide pedestrian site amenities such as bike parking. (PL1.B.3, PL4.B)

## DESIGN REVIEW GUIDELINES

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

### CONTEXT & SITE

#### **CS1 Natural Systems and Site Features: Use natural systems/features of the site and its surroundings as a starting point for project design.**

**CS1-B-2. Daylight and Shading:** Maximize daylight for interior and exterior spaces and minimize shading on adjacent sites through the placement and/or design of structures on site.

**CS1-B-3. Managing Solar Gain:** Manage direct sunlight falling on south and west facing facades through shading devices and existing or newly planted trees.

#### **CS2 Urban Pattern and Form: Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area.**

##### **CS2-A Location in the City and Neighborhood**

**CS2-A-1. Sense of Place:** Emphasize attributes that give a distinctive sense of place. Design the building and open spaces to enhance areas where a strong identity already exists, and create a sense of place where the physical context is less established.

**CS2-A-2. Architectural Presence:** Evaluate the degree of visibility or architectural presence that is appropriate or desired given the context, and design accordingly.

##### **CS2-B Adjacent Sites, Streets, and Open Spaces**

**CS2-B-2. Connection to the Street:** Identify opportunities for the project to make a strong connection to the street and public realm.

**CS2-B-3. Character of Open Space:** Contribute to the character and proportion of surrounding open spaces.

##### **CS2-C Relationship to the Block**

**CS2-C-1. Corner Sites:** Corner sites can serve as gateways or focal points; both require careful detailing at the first three floors due to their high visibility from two or more streets and long distances.

**CS3 Architectural Context and Character: Contribute to the architectural character of the neighborhood.**

**CS3-A Emphasizing Positive Neighborhood Attributes**

**CS3-A-1. Fitting Old and New Together:** Create compatibility between new projects, and existing architectural context, including historic and modern designs, through building articulation, scale and proportion, roof forms, detailing, fenestration, and/or the use of complementary materials.

**CS3-A-2. Contemporary Design:** Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.

**PUBLIC LIFE**

**PL1 Connectivity: Complement and contribute to the network of open spaces around the site and the connections among them.**

**PL1-B Walkways and Connections**

**PL1-B-3. Pedestrian Amenities:** Opportunities for creating lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction with the site and building should be considered.

**PL2 Walkability: Create a safe and comfortable walking environment that is easy to navigate and well-connected to existing pedestrian walkways and features.**

**PL2-B Safety and Security**

**PL2-B-2. Lighting for Safety:** Provide lighting at sufficient lumen intensities and scales, including pathway illumination, pedestrian and entry lighting, and/or security lights.

**PL2-B-3. Street-Level Transparency:** Ensure transparency of street-level uses (for uses such as nonresidential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along narrow passageways.

**PL3 Street-Level Interaction: Encourage human interaction and activity at the street-level with clear connections to building entries and edges.**

**PL3-A Entries**

**PL3-A-4. Ensemble of Elements:** Design the entry as a collection of coordinated elements including the door(s), overhead features, ground surface, landscaping, lighting, and other features.

**PL4 Active Transportation: Incorporate design features that facilitate active forms of transportation such as walking, bicycling, and use of transit.**

**PL4-B Planning Ahead for Bicyclists**

**PL4-B-1. Early Planning:** Consider existing and future bicycle traffic to and through the site early in the process so that access and connections are integrated into the project along with other modes of travel.

**PL4-B-2. Bike Facilities:** Facilities such as bike racks and storage, bike share stations, shower facilities and lockers for bicyclists should be located to maximize convenience, security, and safety.

**PL4-B-3. Bike Connections:** Facilitate connections to bicycle trails and infrastructure around and beyond the project.

**PL4-C Planning Ahead For Transit**

**PL4-C-1. Influence on Project Design:** Identify how a transit stop (planned or built) adjacent to or near the site may influence project design, provide opportunities for placemaking.

**PL4-C-2. On-site Transit Stops:** If a transit stop is located onsite, design project-related pedestrian improvements and amenities so that they complement any amenities provided for transit riders.

**PL4-C-3. Transit Connections:** Where no transit stops are on or adjacent to the site, identify where the nearest transit stops and pedestrian routes are and include design features and connections within the project design as appropriate.

**DESIGN CONCEPT**

**DC1 Project Uses and Activities: Optimize the arrangement of uses and activities on site.**

**DC1-A Arrangement of Interior Uses**

**DC1-A-1. Visibility:** Locate uses and services frequently used by the public in visible or prominent areas, such as at entries or along the street front.

**DC1-A-3. Flexibility:** Build in flexibility so the building can adapt over time to evolving needs, such as the ability to change residential space to commercial space as needed.

**DC1-B Vehicular Access and Circulation**

**DC1-B-1. Access Location and Design:** Choose locations for vehicular access, service uses, and delivery areas that minimize conflict between vehicles and non-motorists wherever possible. Emphasize use of the sidewalk for pedestrians, and create safe and attractive conditions for pedestrians, bicyclists, and drivers.

**DC2 Architectural Concept: Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.**

**DC2-B Architectural and Façade Composition**

**DC2-B-1. Façade Composition:** Design all building façades—including alleys and visible roofs— considering the composition and architectural expression of the building as a whole. Ensure that all façades are attractive and well-proportioned.

**DC2-B-2. Blank Walls:** Avoid large blank walls along visible façades wherever possible. Where expanses of blank walls, retaining walls, or garage façades are unavoidable, include uses or design treatments at the street level that have human scale and are designed for pedestrians.

**DC2-D Scale and Texture**

**DC2-D-1. Human Scale:** Incorporate architectural features, elements, and details that are of human scale into the building façades, entries, retaining walls, courtyards, and exterior spaces in a manner that is consistent with the overall architectural concept

**DC2-D-2. Texture:** Design the character of the building, as expressed in the form, scale, and materials, to strive for a fine-grained scale, or “texture,” particularly at the street level and other areas where pedestrians predominate.

**DC2-E Form and Function**

**DC2-E-1. Legibility and Flexibility:** Strive for a balance between building use legibility and flexibility. Design buildings such that their primary functions and uses can be readily determined from the exterior, making the building easy to access and understand. At the same time, design flexibility into the building so that it may remain useful over time even as specific programmatic needs evolve.

**DC3 Open Space Concept: Integrate open space design with the building design so that they complement each other.**

**DC3-A Building-Open Space Relationship**

**DC3-A-1. Interior/Exterior Fit:** Develop an open space concept in conjunction with the architectural concept to ensure that interior and exterior spaces relate well to each other and support the functions of the development.

**DC3-C Design**

**DC3-C-2. Amenities/Features:** Create attractive outdoor spaces suited to the uses envisioned for the project.

**DC4 Exterior Elements and Finishes: Use appropriate and high quality elements and finishes for the building and its open spaces.**

**DC4-A Exterior Elements and Finishes**

**DC4-A-1. Exterior Finish Materials:** Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.

**DC4-A-2. Climate Appropriateness:** Select durable and attractive materials that will age well in Seattle’s climate, taking special care to detail corners, edges, and transitions.

**DC4-B Signage**

**DC4-B-1. Scale and Character:** Add interest to the streetscape with exterior signs and attachments that are appropriate in scale and character to the project and its environs.

**DC4-B-2. Coordination with Project Design:** Develop a signage plan within the context of architectural and open space concepts, and coordinate the details with façade design, lighting, and other project features to complement the project as a whole, in addition to the surrounding context.

**DC4-C Lighting**

**DC4-C-1. Functions:** Use lighting both to increase site safety in all locations used by pedestrians and to highlight architectural or landscape details and features such as entries, signs, canopies, plantings, and art.

**DC4-C-2. Avoiding Glare:** Design project lighting based upon the uses on and off site, taking care to provide illumination to serve building needs while avoiding off-site night glare and light pollution.

**DC4-D Trees, Landscape, and Hardscape Materials**



**DC4-D-1. Choice of Plant Materials:** Reinforce the overall architectural and open space design concepts through the selection of landscape materials.

**DC4-D-2. Hardscape Materials:** Use exterior courtyards, plazas, and other hard surfaced areas as an opportunity to add color, texture, and/or pattern and enliven public areas through the use of distinctive and durable paving materials. Use permeable materials wherever possible.

**DC4-D-3. Long Range Planning:** Select plants that upon maturity will be of appropriate size, scale, and shape to contribute to the site as intended.

**DC4-D-4. Place Making:** Create a landscape design that helps define spaces with significant elements such as trees.

## DEVELOPMENT STANDARD DEPARTURES

The Board's recommendation on the requested departure(s) will be based on the departure's potential to help the project better meet these design guidelines priorities and achieve a better overall project design than could be achieved without the departure(s). The Board's recommendation will be reserved until the final Board meeting.

At the time of the Early Design Guidance no departures were needed.

## BOARD DIRECTION

At the conclusion of the EARLY DESIGN GUIDANCE meeting, the Board recommended moving forward to MUP application.