

# 1915 THIRD AVENUE

SEATTLE, WA 98101

EARLY DESIGN GUIDANCE

DPD PROJECT #3023025

DECEMBER 17, 2015

**DRAFT**

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## PROJECT INTRODUCTION

### PROJECT INTRODUCTION

Site Address: 1915 3rd Avenue, Seattle WA 98101

DPD Project #: 3023025

Parcel #: 1947720-1055

Site Area: 6,480 SF

Overlay Designation: Belltown Urban Center Village

Parking Requirement: No Parking Required

Legal description: DENNYS A A 6TH ADD LESS ST TGW 2065 SQ FT OF DEVELOPMENT RIGHTS TRANSFERRED FROM PCL NO 1975780-0525 UNDER REC NO 200205310000523

### DEVELOPMENT STATISTICS

Zoning: DMC 240/290-400

Building Height: 185'

Lot Size: 6,480 SF

FAR: 5 + 2 (incentives) = 7

Allowable FAR: 45,360 SF

Proposed FAR: 45,114 SF

Hotel Rooms: 104 Rooms

Residential Units: 44 Units

Parking: No parking provided

## CONTACTS

### ARCHITECT:

Third Place Design Co-operative

117 West Denny Way, Suite 215

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### OWNER:

Ariel Development

918 South Horton Street, Suite 1018

Seattle, WA 98134

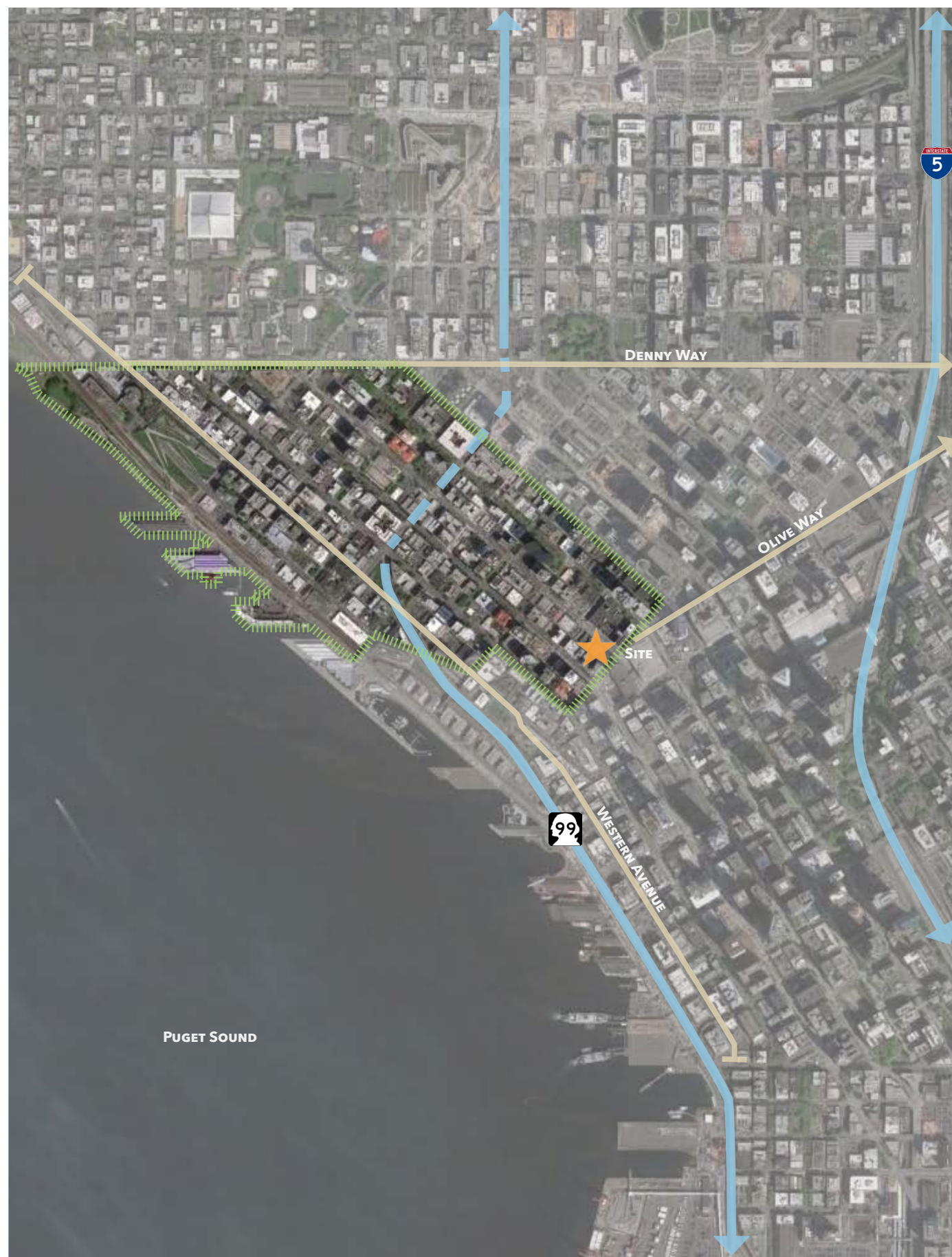
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## DEVELOPMENT OBJECTIVES

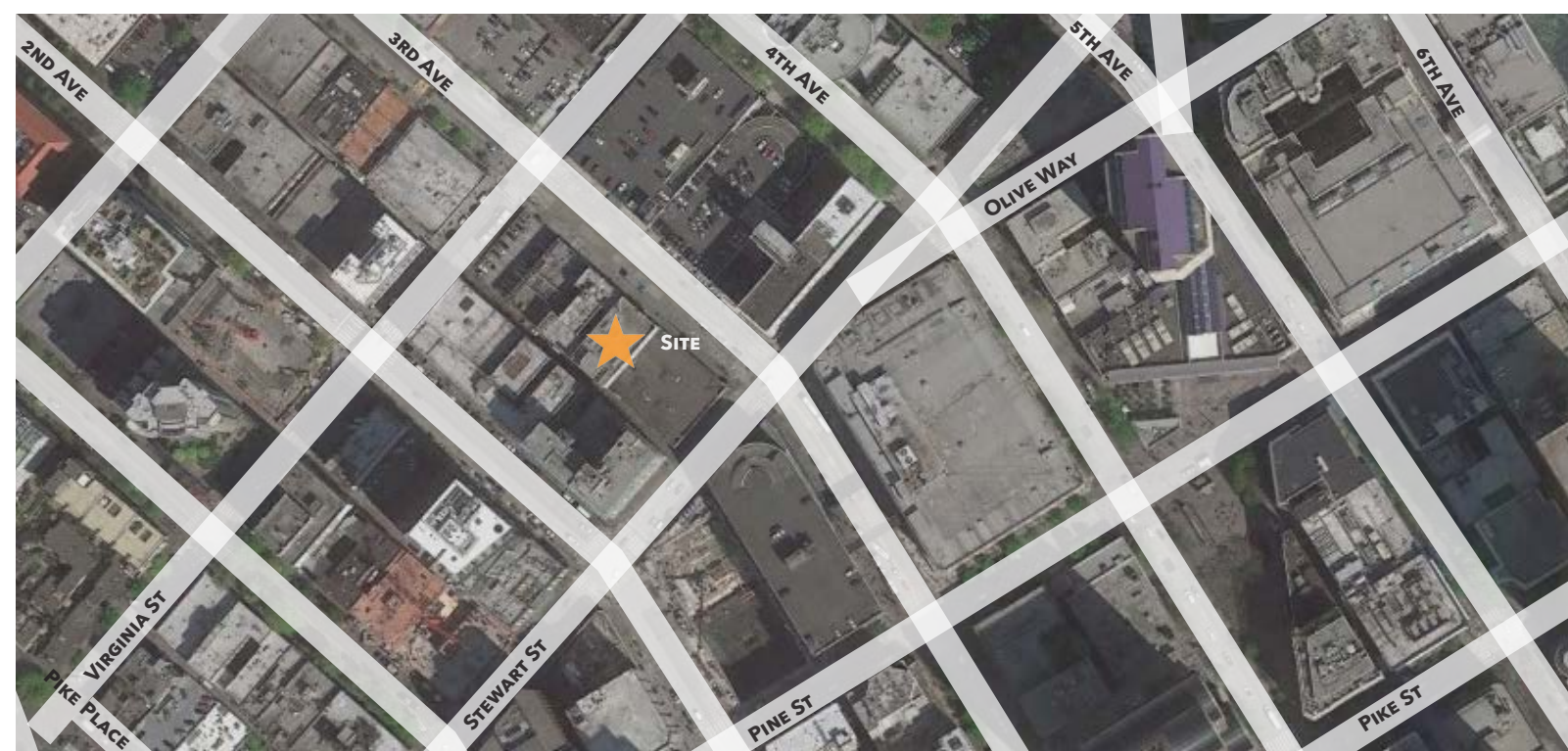
The proposed development will utilize the existing 1920's façade and shell and through adaptive reuse, will transform the current interiors comprised of storage units, to 6 floors of hotel, with 8 floors added above the existing structure to include both hotel and residential uses. The ground floor will be designed to accommodate a large restaurant space, spacious hotel lobby, and coffee shop along the street frontage. The existing floor below grade will also be revised to house all the hotel back of house functions and a few meeting spaces for use by residents and community.

The project will help fulfill the growing need for both housing and hotel uses in the Belltown/Downtown core of Seattle and because it is located on a major transit corridor (3rd Avenue), no parking is required nor will any be provided. By keeping the existing 6 story 1920's structure, the project's primary goal is to create a unified street level experience with the surrounding historical structures while creating a seamless addition of the upper 8 floors with an elegant transition from old to new.

## SITE CONTEXT

The site is located at 1915 3rd Avenue, mid block on 3rd avenue in the Belltown core of Downtown Seattle. It is zoned DMC 240/290-400 and is within the Belltown Urban Center Village. The site is within walking distance to all of the major downtown amenities including the Pike's Place Market, West Lake Center and the Monorail.

The surrounding buildings include a variety of uses and heights ranging from two story retail spaces, multi story parking structures, and several other mixed use projects providing both housing and retail spaces for a very active streetscape experience. When completed, the project will be approximately the same height as the building across the alley with views of Mt. Rainier and the Puget Sound.

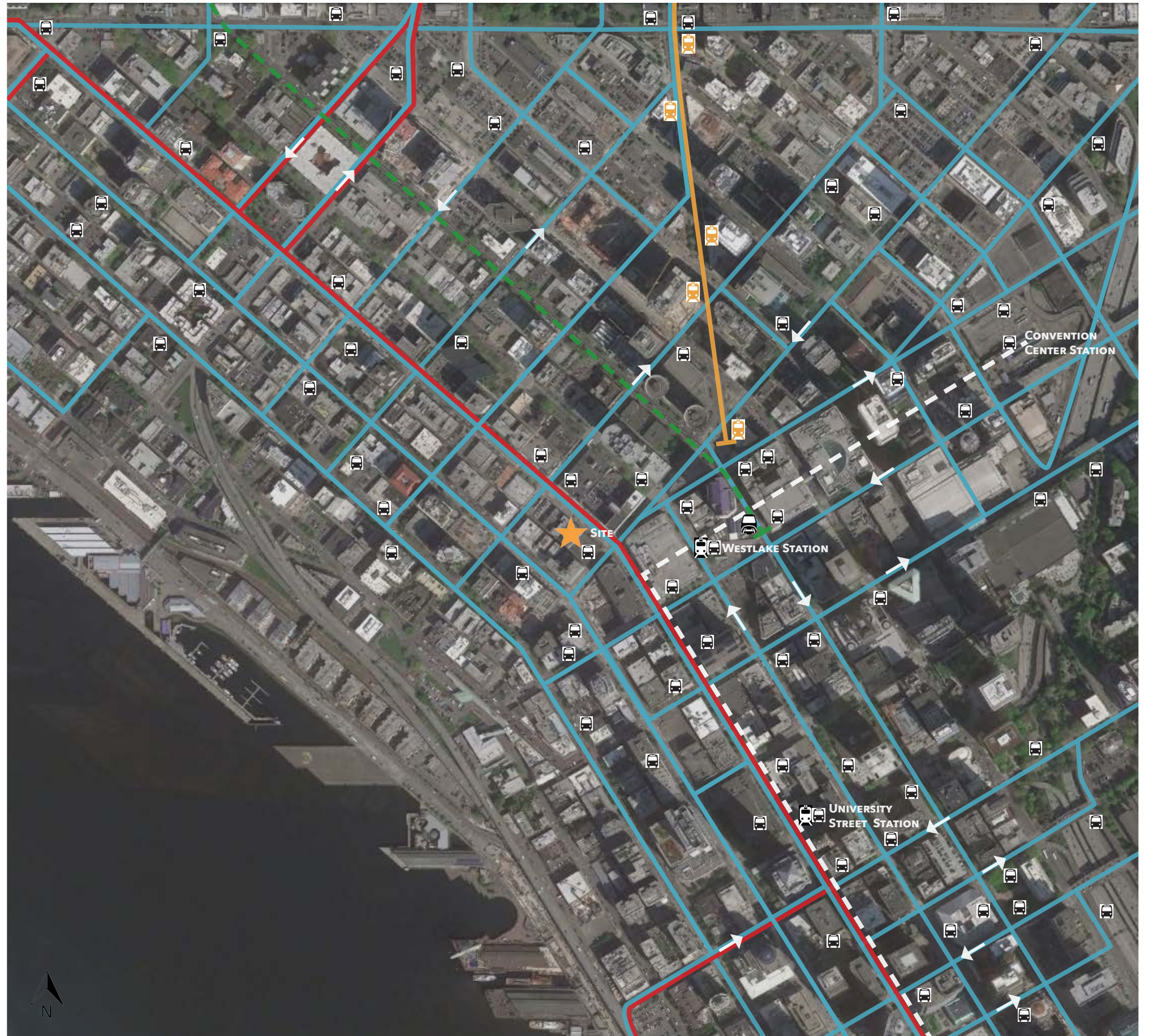
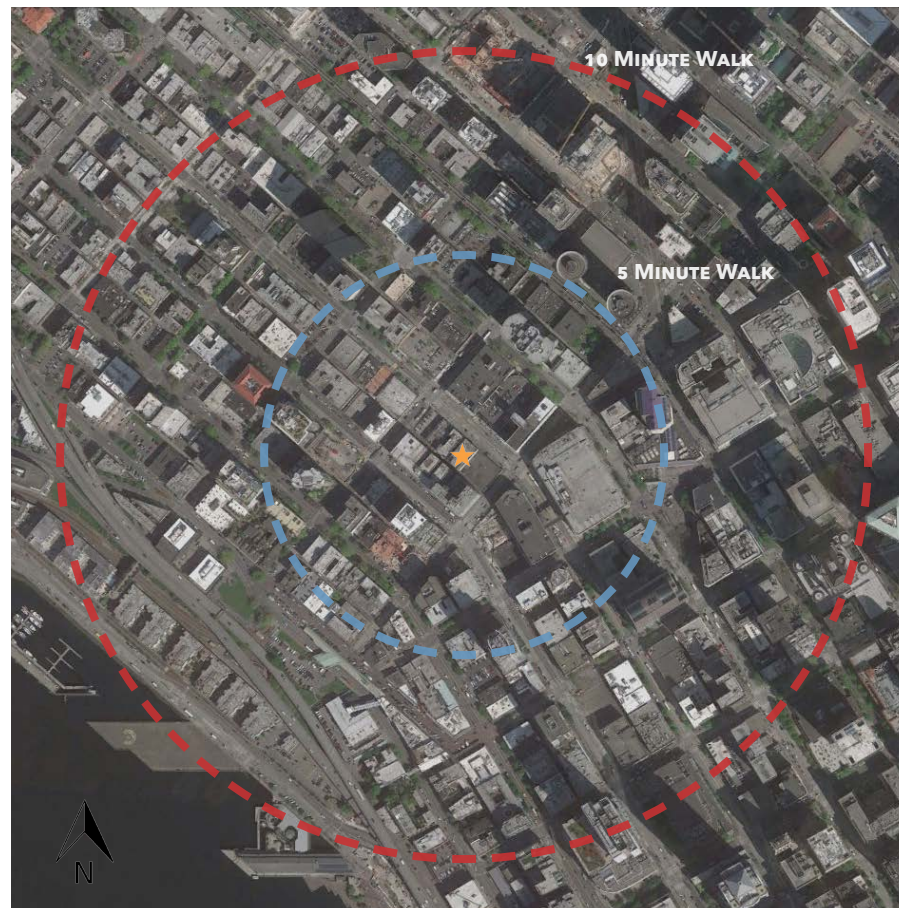




URBAN CONTEXT: TRANSIT

KEY:

- ★ Site
- Bus Route
- Rapid Ride Route
- Bus Stop/Rapid Ride Stop
- Seattle Monorail
- Seattle Monorail Stop
- South Lake Union Transit
- South Lake Union Transit Stop
- Downtown Transit Tunnel
- Link Light Rail Station





SURROUNDING CONTEXT












ZONING



9-BLOCK USES



KEY:

- |   |  |
|---|--|
|  Site            |  Parking            |
|  Mixed-Use       |  Hotel              |
|  Retail          |  Worship            |
|  Services        |  Residential        |
|  Retail/Services |  Under Construction |
|  Offices         |  |



HISTORIC BUILDING CHARACTER

\* Denotes Landmarked Buildings



3. MOORE THEATRE/HOTEL\*



4. HADDON HALL



(4) JOSEPHINIUM (NEW WASHINGTON)\*



5. PALLADIAN



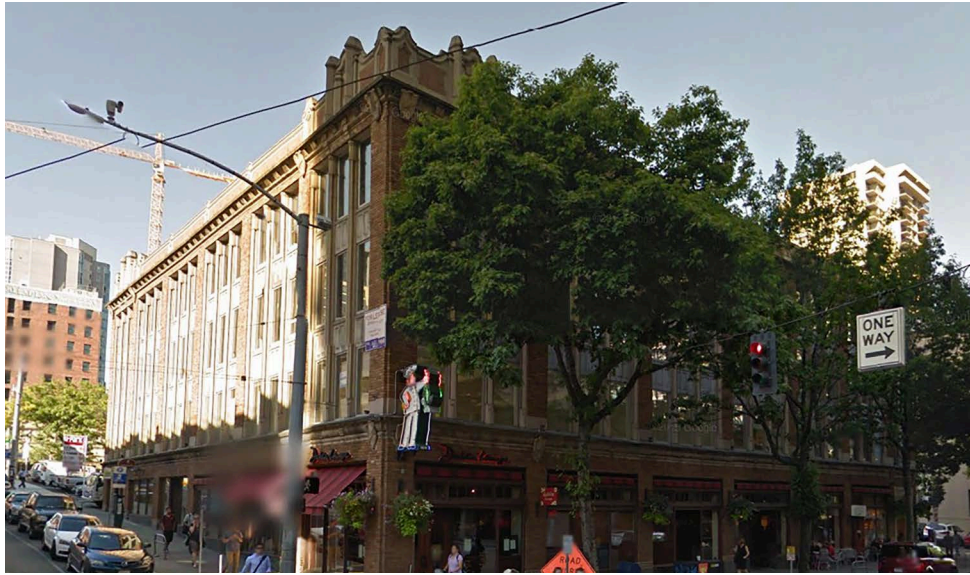
8. SECURITIES

Appendix  
Belltown Historic and Icon Building Inventory





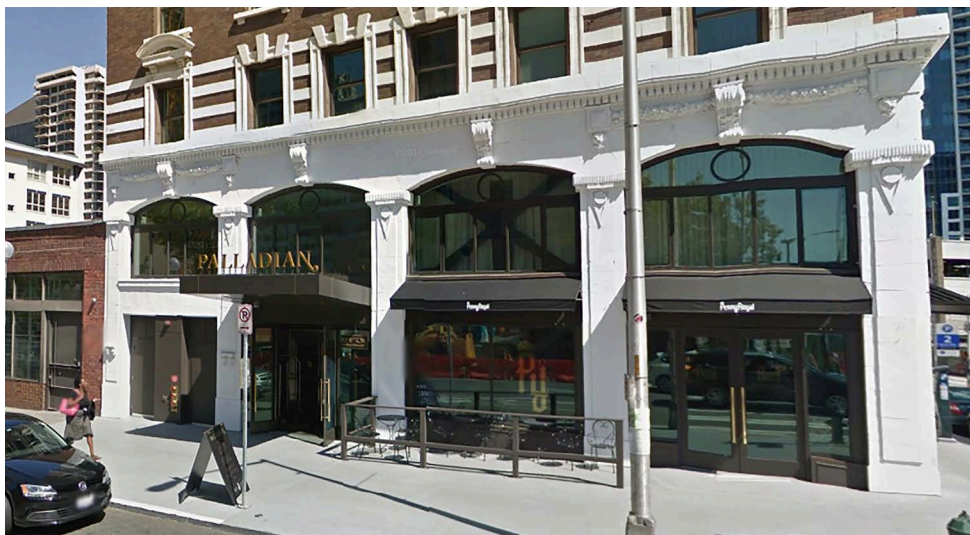
NEIGHBORHOOD VICINITY



10. MARSHALL BUILDING



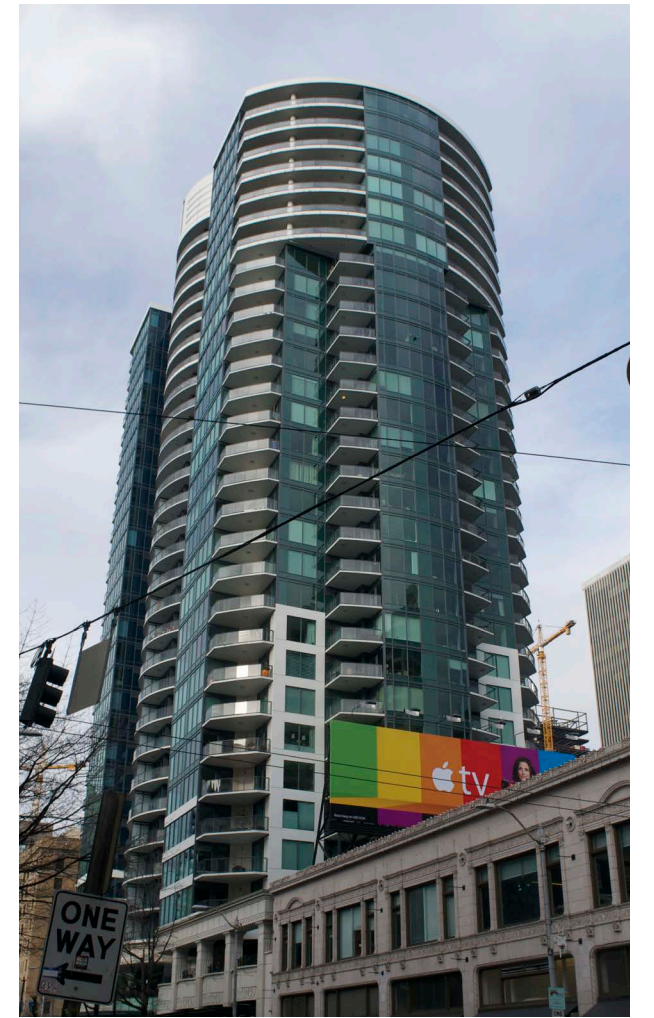
CANOPY AT 4TH & VIRGINIA



CANOPY/STREETScape AT PALLADIAN



VIKTORIA



ESCALA



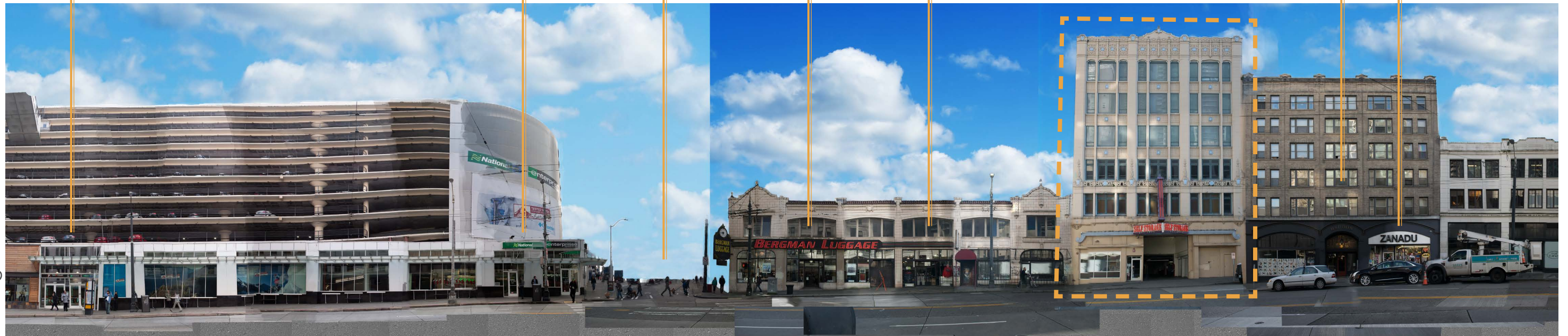
YWCA OPPORTUNITY PLACE



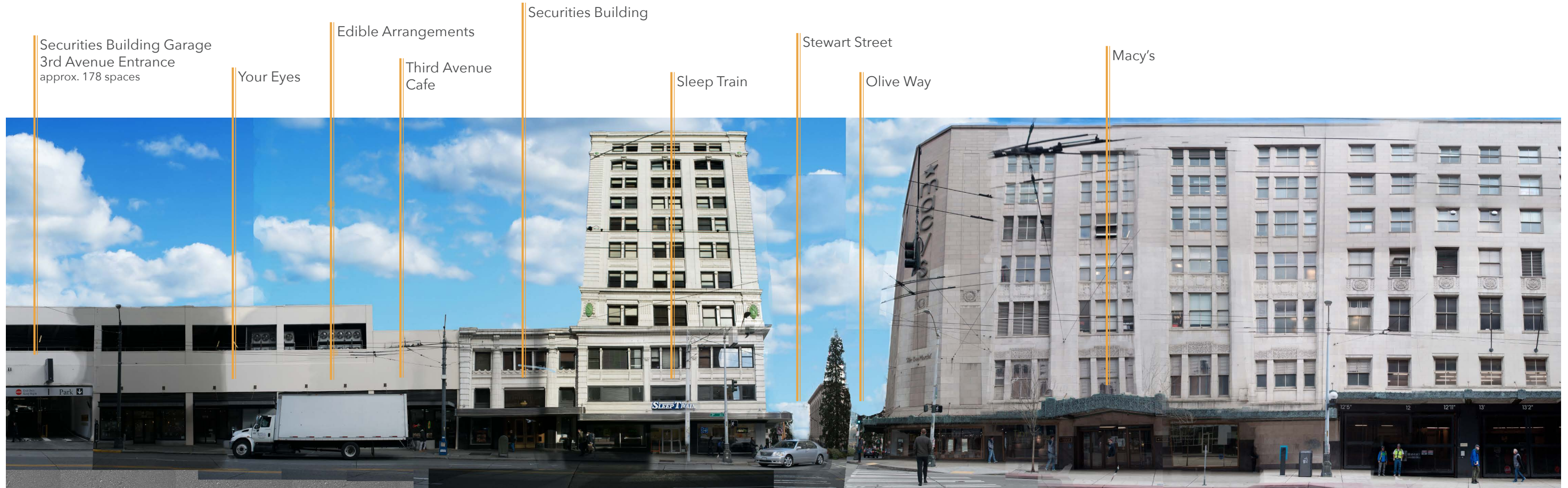
STREETSCAPE - 3RD AVENUE,  
looking East



STREETSCAPE - 3RD AVENUE,  
looking West







STREETSCAPE - 3RD AVENUE,  
looking East



STREETSCAPE - 3RD AVENUE,  
looking West



SURVEY

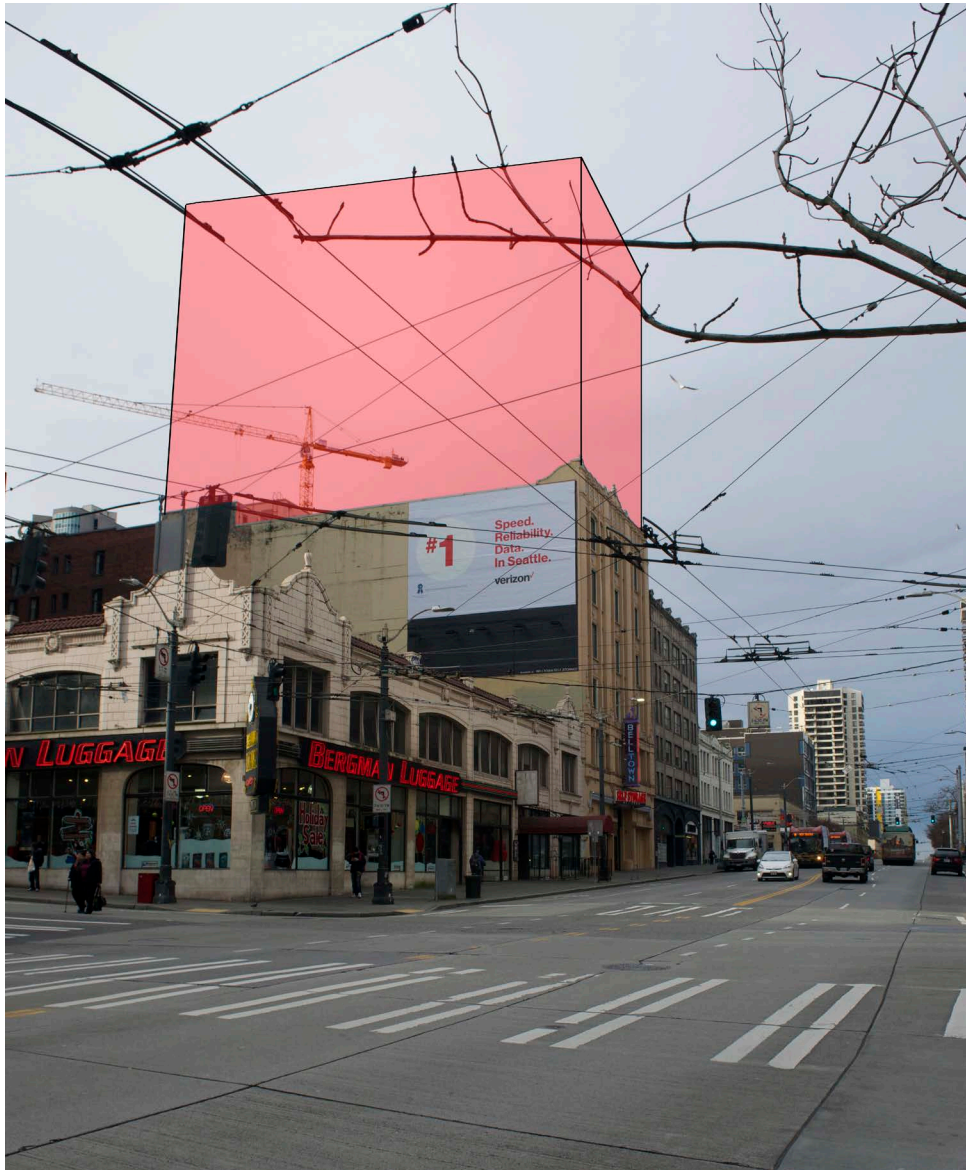
SURVEY TO COME



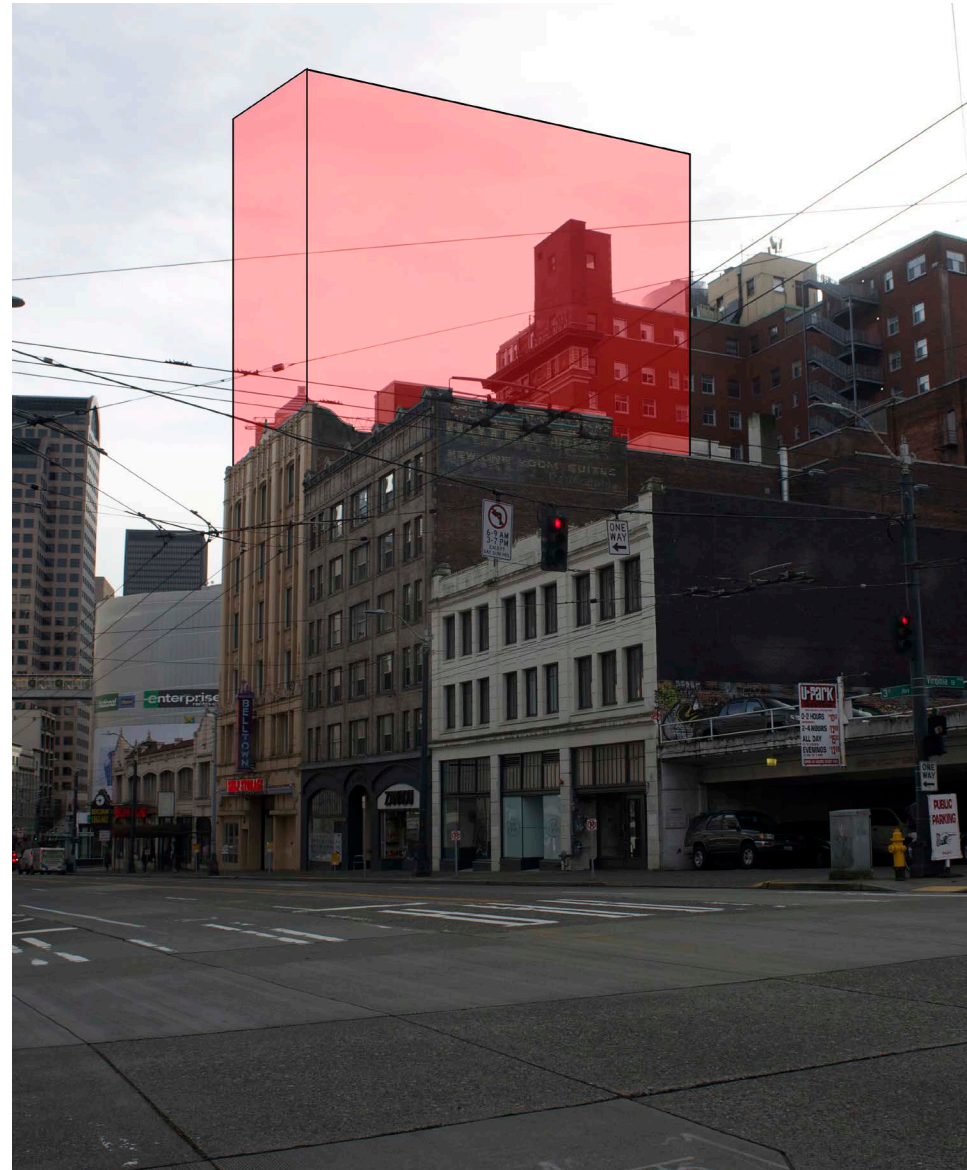
EXISTING CONDITIONS

The site is located mid block between Stewart Street and Virginia Street on 3rd Avenue and is among many other buildings identified in the Belltown neighborhood as having iconic character. The existing exterior is in good condition and intended to be kept as an adaptive reuse with the intention to keep the character of the existing block intact, with other historic building such as the Haddon, Securities and Josephinum Buildings direct adjacent to the project. While the design aesthetic in the Belltown area is rather mixed, this block on 3rd Avenue has a historic character that provided great inspiration for the addition proposed for this project.

The existing sidewalk is 12' wide with a curb cut for the existing parking in the structure and street trees are present along the block. Being on a major pedestrian thorough fare and several bus lines, the street receives a high amount of pedestrian traffic. The existing alley is in average condition with both concrete and brick paving with access from both Virginia and Stewart Street and the existing façade at the alley will be revitalized with new windows, paint and alley access points for the proposed commercial uses.



LOOKING NORTH ALONG 3RD AVENUE



LOOKING SOUTH ALONG 3RD AVENUE



STREET VIEW



ALLEY VIEW



PROPOSED PLAN

KEY:

- Lobby
- Restaurant
- Core Functions





CODE COMPLIANCE

23.49.008- STRUCTURE HEIGHT

A.3 - 240' limit for non-residential uses, 290' limit max for residential uses, 400' limit max for residential uses with incentives.

**Proposed: Preferred Scheme has a Building Height of 185'.**

D.1 - Rooftop features that are permitted with unlimited rooftop coverage.

- Open railings,
- Insulation material, rooftop decks and other similar features
- Solar collectors up to 7feet above the height limit.

D.2 - Rooftop features that are permitted as long as the combined coverage of all rooftop features does not exceed 55% of the roof area.

- Stair Penthouses
- Covered or enclosed common recreation area
- Mechanical Equipment

**Proposed: Preferred Scheme remains below allowable roof coverage.**

23.49.009 - STREET-LEVEL USES

A - One or more street level uses required on street level on all lots abutting street designated on Map 1G

3rd Ave: Street Level Uses Required

B.1 - 75% of the street frontage required to be occupied by permitted uses such as services, retail, entertainment uses, etc.

**Proposed: Entire proposed frontage complies with permitted uses (coffee shop, restaurant and hotel entrance)**

23.49.010 - REQUIREMENTS FOR RESIDENTIAL USES

B - Common recreation area: 5% of total gross floor area in residential use.

- Max of 50% of common area may be enclosed
- Min. horizontal dimension for required common area shall be 15 feet, except at open spaces. No space shall be less than 225 square feet.

**Proposed: All amenity space to be provided on the roof deck.**

23.49.011 - FLOOR AREA RATIO

A.1 - Base FAR: 5, Max FAR: 7

B.1 - Exemptions from FAR calculations are as follows:

- Street Level Uses (retail, sale & services)
- Residential uses
- Floor area below grade
- 3.5% allowance for mechanical space

**Proposed: Allowable FAR of 45,360 SF. Preferred Scheme has 45,114 SF.**

23.49.018 - OVERHEAD WEATHER PROTECTION

A - continuous weather protection required along entire street frontage of structure

B - Minimum dimension of 8' wide or extend to 2' from curb line, whichever is less

D - Must be between 10' to 15' above the sidewalk

**Proposed: DEPARTURE REQUESTED. Proposed canopy to be approx. 50% length of existing street frontage.**

23.49.019 - PARKING REQUIREMENTS

A.1 - No Parking is required

E.1 - Min. number of off-street bike parking spaces required is as follows:

- Hotel: .05 spaces per hotel room
- Residential: 1 space for every 2 dwelling units

**Proposed: No automobile parking is provided. 104x0.05=5.2 or 6 stall for lodging. 44/2=22 stalls for residential. Total = 28 stalls provided.**

23.49.022 - MINIMUM SIDEWALK AND ALLEY WIDTH

Minimum width of the street as identified by Map 1C is to be 18'

A.1 - If a new structure is proposed on lots abutting the streets, sidewalks shall be widened, if necessary, to meet the minimum standard.

**Proposal: The existing structure is to remain so it is infeasible to meet the minimum required street width of 18'.**

23.49.056 - MINIMUM FAÇADE HEIGHT

A.1 - Class I Pedestrian Street (DMC): 25'

C.1 - Façade Transparency Requirements

Transparency requirements apply to the area between 2' and 8' above the sidewalk

**Proposed: The Preferred Scheme has a fully glazed ground level.**

C.2 - Façade Transparency requirements to not apply to residential use areas.

C.4 - Class I pedestrian Streets: Min. of 60% of street level, street-facing façade to be transparent.

D.2 - Blank Façade Limits for Class I Pedestrian Street

- Blank façade areas shall be no more than 15' wide.
- Any blank segments shall be separated by at least 2'

**Proposed: No blank façade provided.**

E - Street trees are required on all pedestrian classified streets

**Proposed: 2 street trees provided.**

23.49.058 - UPPER-LEVEL DEVELOPMENT STANDARDS

A - A 'tower' is a portion of the structure over 85' that has non-residential use above 65' high or above 160' high.

C.1 - Façade Modulation

Modulation is required above a height of 85' for any portion of structure that is within 15' from a street lot line.

E.1 - Max limit on residential gross floor area per story

Avg residential area limit of a tower if height exceeds the base height limit for residential use: 10,700 SF

**Proposed: Average residential floor area = 5,950 SF.**

E.2.A - Maximum Tower Width

Max width of building above 85' along north/south axis (parallel to the Avenues) shall be 120' or 80% of the width of the lot, whichever is less

E.2.A.1 - Exception: On a lot where the limiting factor is the 80% width limit, the max. façade width is 120', if all elevations above a height of 85', no more than 50% of the area of the lot located within 15' of the street lot line.

F.3 - If any part of a tower exceeds 160' in height, then all portions of the tower that are above 125' in height must be separated from any other existing tower that is above 160' in height, and the min. separation required between towers from all points above the height of 125' in each tower is 80'.

**Proposed: No other towers currently exist on the same block on 3rd Avenue.**

23.53.030 - ACCESS EASEMENT STANDARDS

B.1 - Width of new alley right-off-ways in the Downtown zones is to be 20 feet wide.

F.1 - Existing Alleys Which Do Not Meet the Minimum Width - When existing structures are located in the portion of the lot to be dedicated, that portion of the lot shall be exempt from dedication requirements.

**Proposed: Because the existing 6 story structure is to remain in all proposed schemes, the project would meet the exemption requirements identified in SMC 23.53.030.F.1.**



### SITE PLANNING & MASSING:

#### Response to the Larger Context

##### A-2 ENHANCE THE SKYLINE

Downtown Guidelines: Design the upper portion of the building to promote visual interest and variety in the downtown skyline.

**Response:** The proposed is set back along the north and south sides to pull away from the existing structures on both sides, while providing a wider street front elevation to provide a more balanced proportion to the existing structures along 3rd Avenue. Also, the project is proposed to be approximately 185' which fits well with the immediate surrounding existing projects such as the Securities and the Josephinum buildings.

### ARCHITECTURAL EXPRESSION:

#### Relating to the neighborhood Context

##### B1 - RESPOND TO THE NEIGHBORHOOD CONTEXT

Belltown Guidelines: Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

**Response:** The proposed design not only keeps the existing structure to provide continuity with the surrounding context but also follows the similar scale and proportions for the additional stories being added above. With the street frontage of the building widen to match the similar existing massing, the north and south sides then step back to allow articulation of the upper mass as well as allow more light to penetrate down to the street level.

##### B2 - CREATE A TRANSITION IN BULK AND SCALE

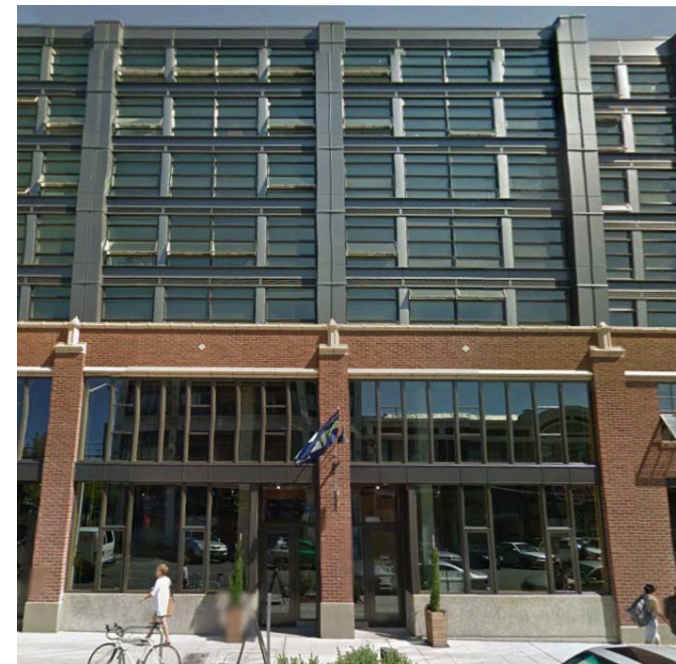
Belltown Guidelines: Compose the massing of the building to create a transition to the height, bulk, and scale of development in nearby less-intensive zones.

**Response:** The proposed project is not building to the max height limit and will be approximately 185' high in a 400' zone and when completed will be a similar height or shorter than the majority of the new structures in the surrounding 9 block area. Also, with the addition of the upper stories, the structure will be set back at the street frontage to allow for a clean delineation between old and new as well as add emphasis to the existing ornate parapet.

##### B3 - REINFORCE THE POSITIVE URBAN FORM & ARCHITECTURAL ATTRIBUTES OF THE IMMEDIATE AREA.

Belltown Guidelines: Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

**Response:** The proposed design not only keeps the existing structure to provide continuity with the surrounding context but also follows the similar scale and proportions for the additional stories being added above. This allows for a renewal of the current architectural patterns by emphasizing the more dominant qualities from in the existing historical character.



STREET VIEW

### THE STREETScape:

#### Creating the Pedestrian Environment

##### C1 - PROMOTE PEDESTRIAN INTERACTION

Belltown Guideline: Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.

**Response:** By keeping the existing structure, the project provides a street frontage that is consistent with the surrounding building context with Haddon Hall to the north and the notable 2-story Bergman luggage retail building to the south. The three buildings, in alignment, make for a unique character that fits with the existing historic character of the 3rd Avenue street frontage. The project also proposes to install two street trees and a unique entry canopy to enhance the existing character of the existing building.

##### C4 - REINFORCE BUILDING ENTRIES

Downtown Guidelines: To promote pedestrian comfort, safety, and orientation, reinforce building entries.

**Response:** The proposed project design will allow for a large double height lobby space along the 3rd Avenue street frontage to be fully glazed as well as a distinct canopy over the main entrance to provide a identifiable entrance for residents and guests. Due to the limited width of the site as well as the reuse of the existing structure, the integrated canopy design will allow for a very prominent marker for the building entrance.



**C-5 – ENCOURAGE OVERHEAD WEATHER PROTECTION**

Belltown Guidelines: Project applicants are encouraged to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.

**Response:** The project proposes to provide approx. 30' of canopy coverage, centered in the street elevation of the existing structure. This would provide adequate weather coverage will be conscious of the existing column/exterior fenestrations. The canopy will be designed to keep draining rain water off the pedestrians and will be well-lit to provide an inviting entrance to hotel guests and residents alike.

**C-6 – DEVELOP THE ALLEY FAÇADE**

Belltown Guidelines: To increase pedestrian safety, comfort, and interest, develop portions of the alley facade in response to the unique conditions of the site or project.

**Response:** With the use of the existing structure, the project is unable to set back any portion for the use of loading but has taken into account the need to service drop offs as well as trash collection and has designed the interior spaces accordingly to allow for service access from the alley to these spaces. Appropriate lighting will be added for safety purposes and there is no parking provided in the project so will add minimal car traffic to the alley.

**PUBLIC AMENITIES:****Enhancing the Streetscape & Open Space****D-3 – PROVIDE ELEMENTS THAT DEFINE THE PLACE**

Belltown Guidelines: Provide special elements on the facades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable “sense of place” associated with the building.

**Response:** With the site location on 3rd Avenue, this street has been identified as both a Transit and Promenade Street. The project proposes to install two new street trees along the street frontage of the project and will consider what ‘civic’ installations might be the most appropriate when placed in front of the existing structure. Due the use of the existing structure, this does not allow for the widening of the sidewalk but allows for much greater character interaction as the project intends to utilize street level glazing, a new entry canopy and appropriate lighting to emphasize the character of the existing terra cotta.

**D-4 – PROVIDE APPROPRIATE SIGNAGE**

Belltown Guidelines: Design signage appropriate for the scale and character of the project and immediate neighborhood. All signs should be oriented to pedestrians and/or persons in vehicles on streets within the immediate neighborhood.

**Response:** With the use of the existing structure, it is important for the project to have signage fitting the style and scale of the current structure. The current neon mini storage sign will be removed and a smaller, more appropriately scaled sign will be attached to the canopy to help emphasis the hotel entrance for new guests.

**D-5 – PROVIDE ADEQUATE LIGHTING**

Belltown Guidelines: To promote a sense of security for people downtown during nighttime hours, provide appropriate levels of lighting on the building facade, on the underside of overhead weather protection, on and around street furniture, in merchandising display windows, in landscaped areas, and on signage.

**Response:** The proposed scheme would provide a canopy that would span approx. 50% of the width of the building. Lighting provided under the canopy as well as light emitting from the fully glazed street level elevation will provide adequate lighting to make for a safe and inviting street frontage. There will also be up lighting provided along the columns faces to add drama and emphasis to the connection between the old and new structures.

PHOTO TO BE INSERTED HERE

**VEHICULAR ACCESS & PARKING:****Minimizing the Adverse Impacts****E-1 – MINIMIZE CURB CUT IMPACTS**

Downtown Guidelines: Minimize adverse impacts of curb cuts on the safety and comfort of pedestrians.

**Response:** There is one existing curb cut used for the existing mini-storage parking. The proposed project will have no parking provided and the curb cut will be removed for a continuous and clean sidewalk along the length of the structure.

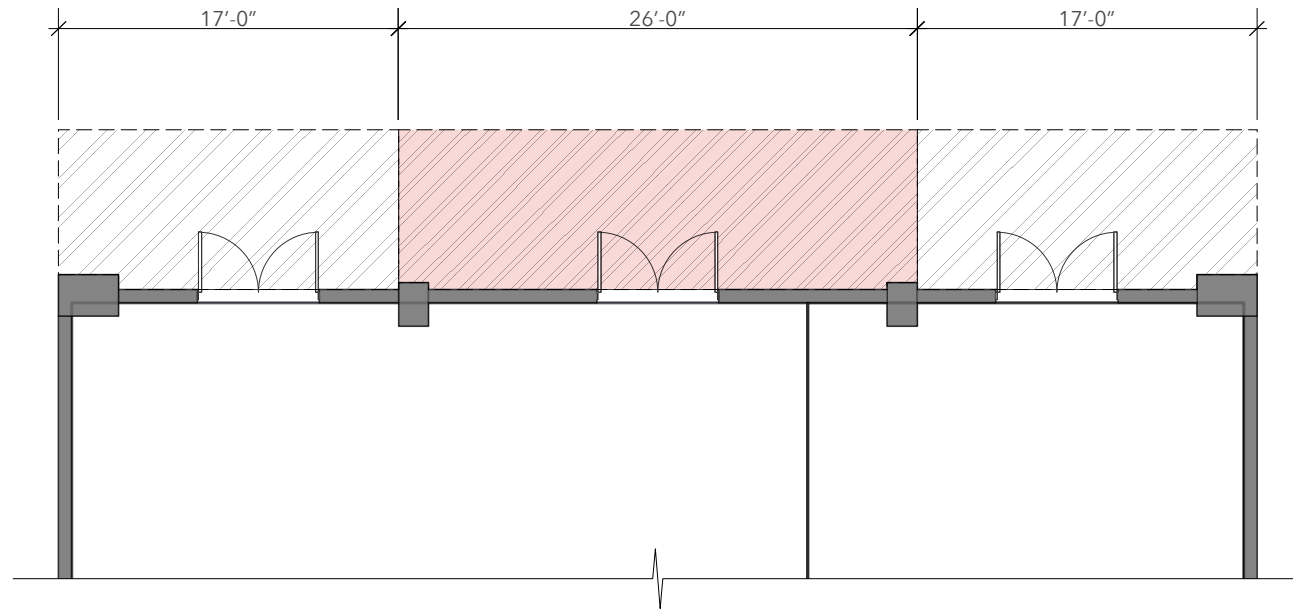


DEPARTURES

OVERHEAD WEATHER PROTECTION

23.49.018.A

Continuous weather protection is required along the entire street frontage of a lot.



Departure Request:

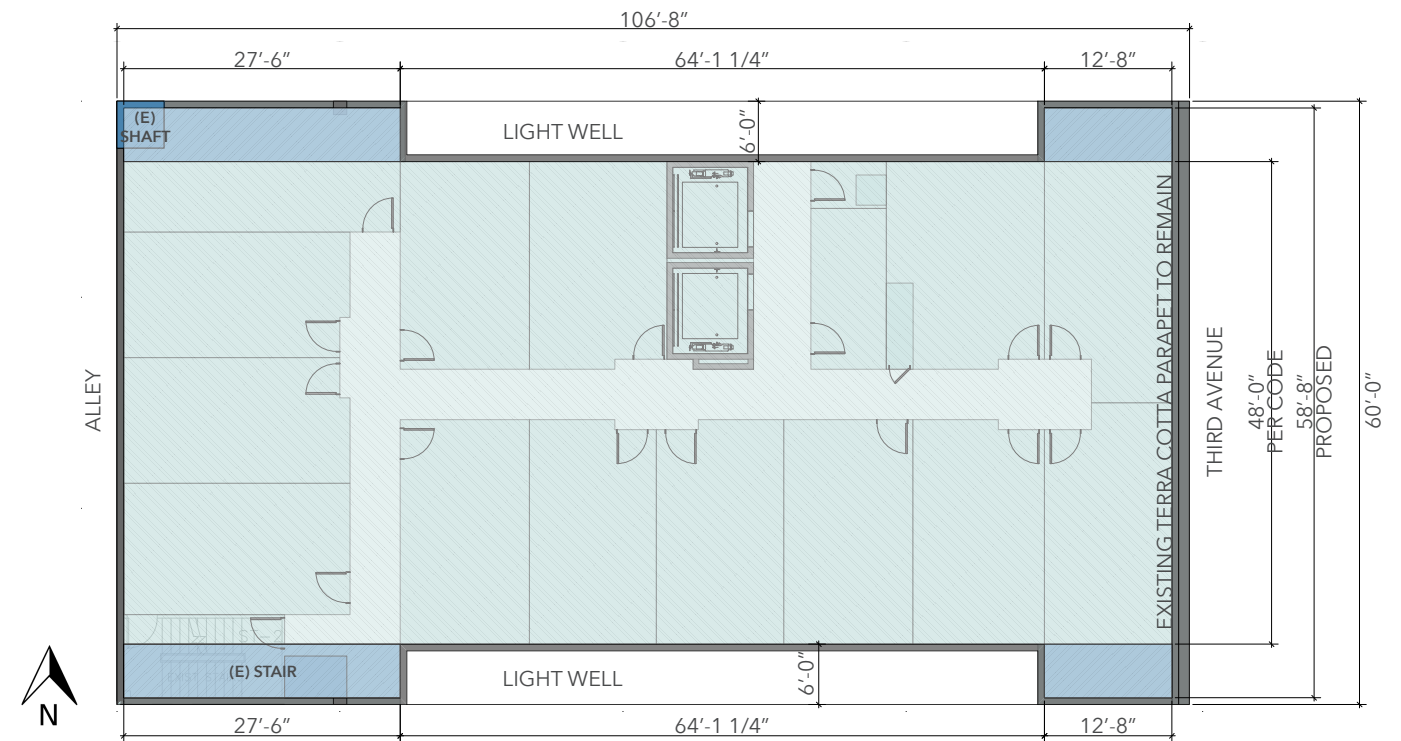
Due to the nature of the existing building, we feel that it would be much more appropriate to keep with the character of the existing façade and provide a canopy only over the main hotel lobby entrance, which would be in alignment with the columns above.

UPPER-LEVEL DEVELOPMENT STANDARDS

23.49.058.E.2

Max façade width for portions of a building above 85' along the north/south axis of the site shall be 120 feet or 80 percent of the width, whichever is less.

On a lot where the limiting factor is the 80 percent width limit, the max façade width is no more than 50 percent of the area of the lot located within 15 feet of the street lot line is occupied by the structure.



Departure Request:

In an effort to keep with the architectural integrity of the building, the departure allows the preferred design to create a better link between the existing structure's historic proportions and character by allowing the width to carry up the height of the building. The new addition will carry similar proportions both in height and width along with the extension of the existing columns that interact with the street level experience.



OPTION COMPARISON

OPTION 1:

# Units: 104 Lodging Units and 46 Residential Units, 150 Total

Residential Amenity SF: 1,521 SF

Commercial Retail SF: 3,665 SF

Bike Stalls: 29

FAR SF: 43,029 SF

Opportunities:

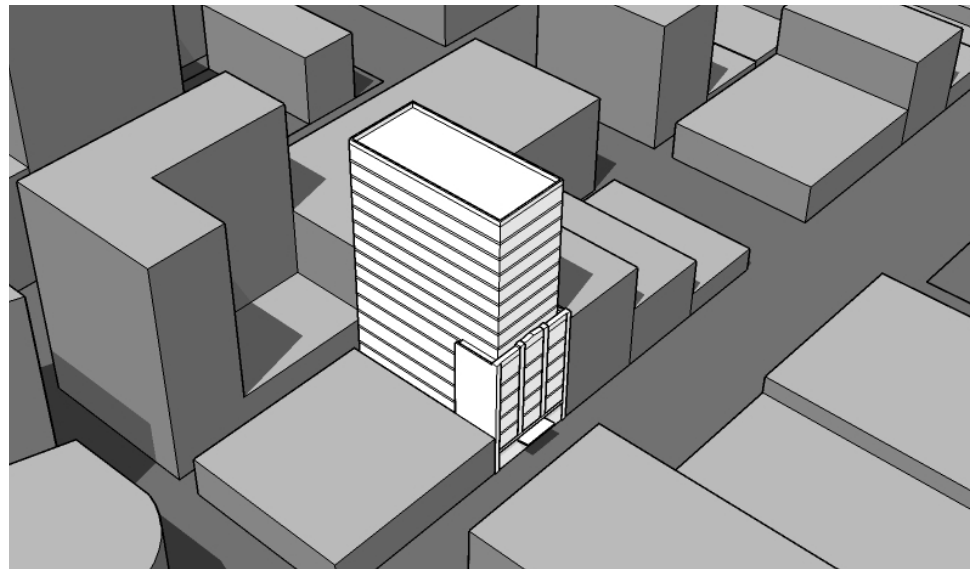
- Code compliant

Constraints:

- Additional story
- Smaller unit/room sizes

Code Compliant: Yes

Massing:



OPTION 2:

# Units: 109 Lodging Units and 50 Residential Units, 159 Total

Residential Amenity SF: 1,554 SF

Commercial Retail SF: 3,680 SF

Bike Stalls: 31

FAR SF: 43,898 SF

Opportunities:

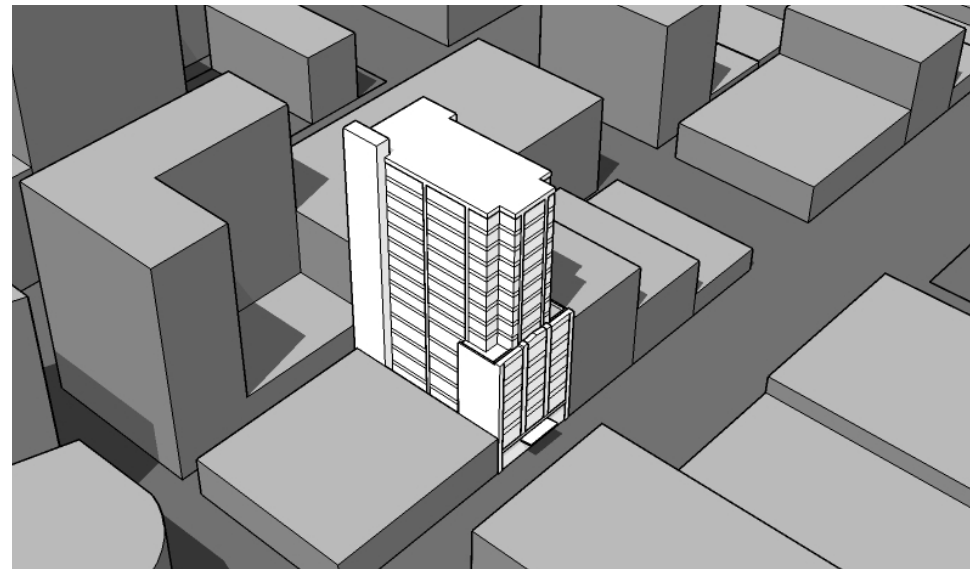
- Provides relief and contrast to historic façade below
- Provides additional articulation
- Opportunity for Green Space on Level 7

Constraints:

- Additional story
- Smaller unit/room sizes

Code Compliant: Requires departures

Massing:



OPTION 3 (PREFERRED):

# Units: 112 Lodging Units and 44 Residential Units, 156 Total

Residential Amenity SF: 1,478 SF

Commercial Retail SF: 3,680 SF

Bike Stalls: 28

FAR SF: 45,114 SF

Opportunities:

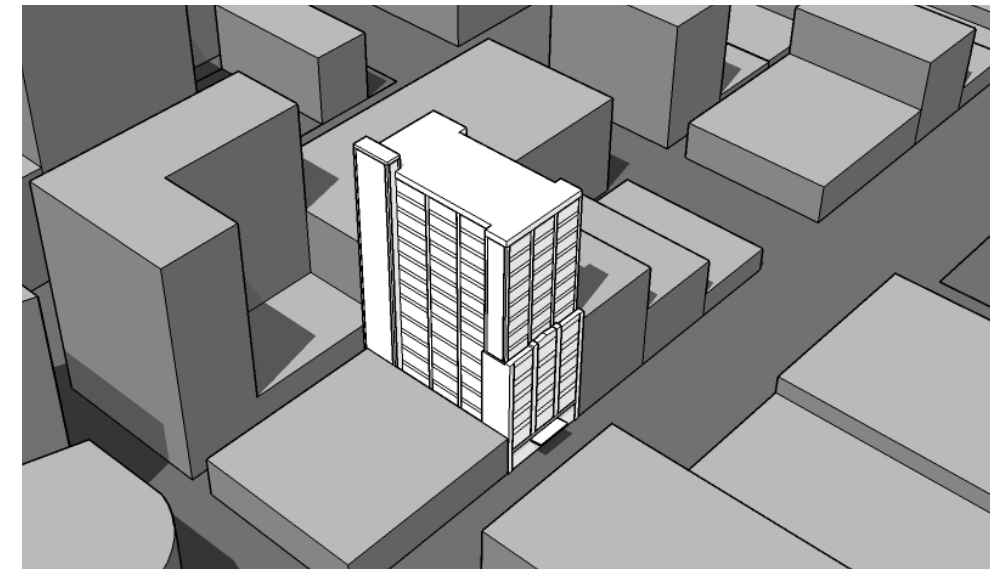
- Number of floors provides good proportion with existing
- Least number of stories
- Responds to existing building articulation
- Mimics existing building rhythm
- North/South modulation for added interest
- Larger room/unit square footage per floor
- Consistent with neighborhood character (material and style)

Constraints:

- Not code compliant

Code Compliant: Requires departures

Massing:





OPTION 1

STATISTICS

# Units: 104 Lodging Units and 46 Residential Units, 150 Total

Residential Amenity SF: 1,521 SF

Commercial Retail SF: 3,665 SF

Bike Stalls: 29

FAR SF: 43,029 SF

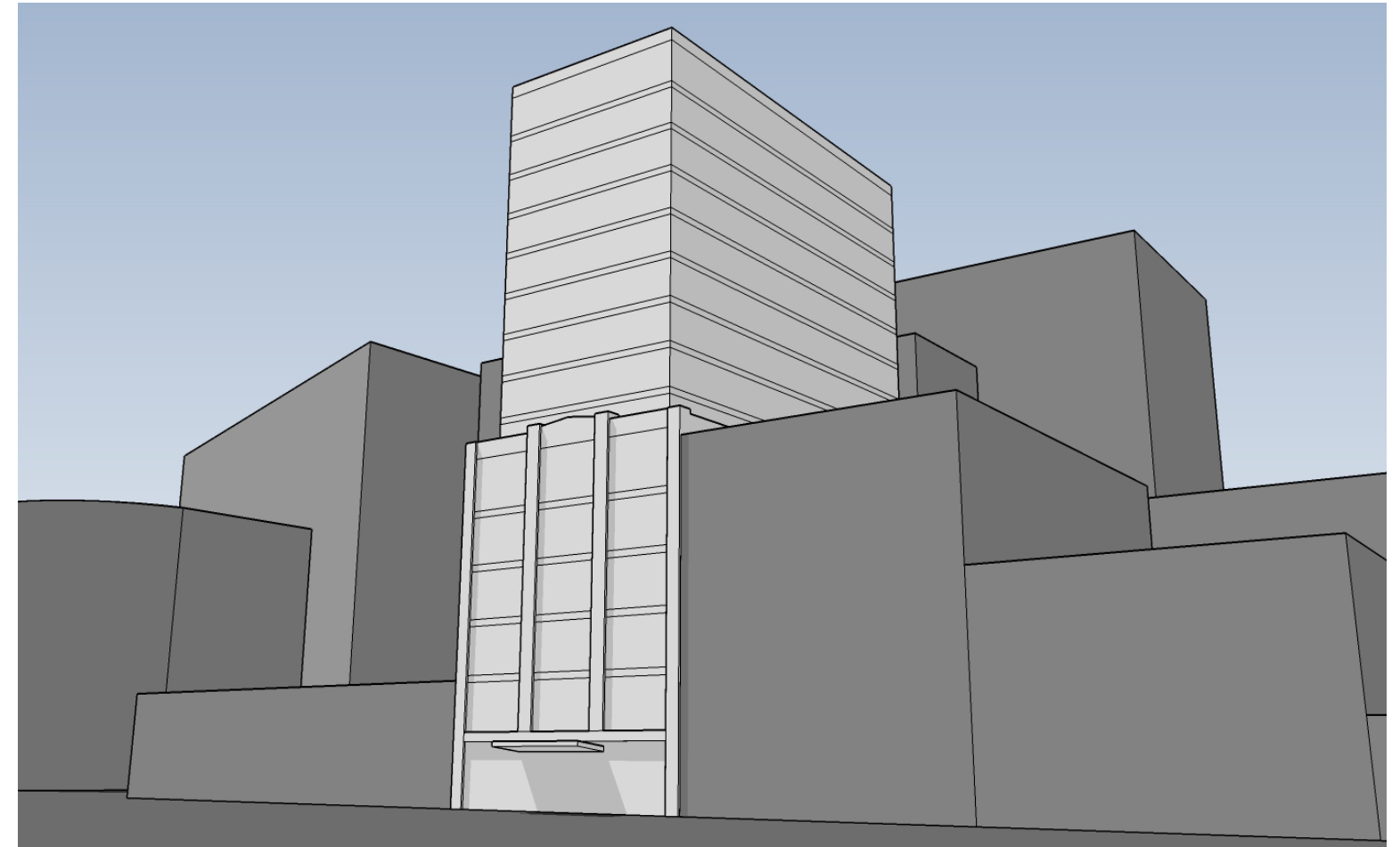
Opportunities:

- Code compliant

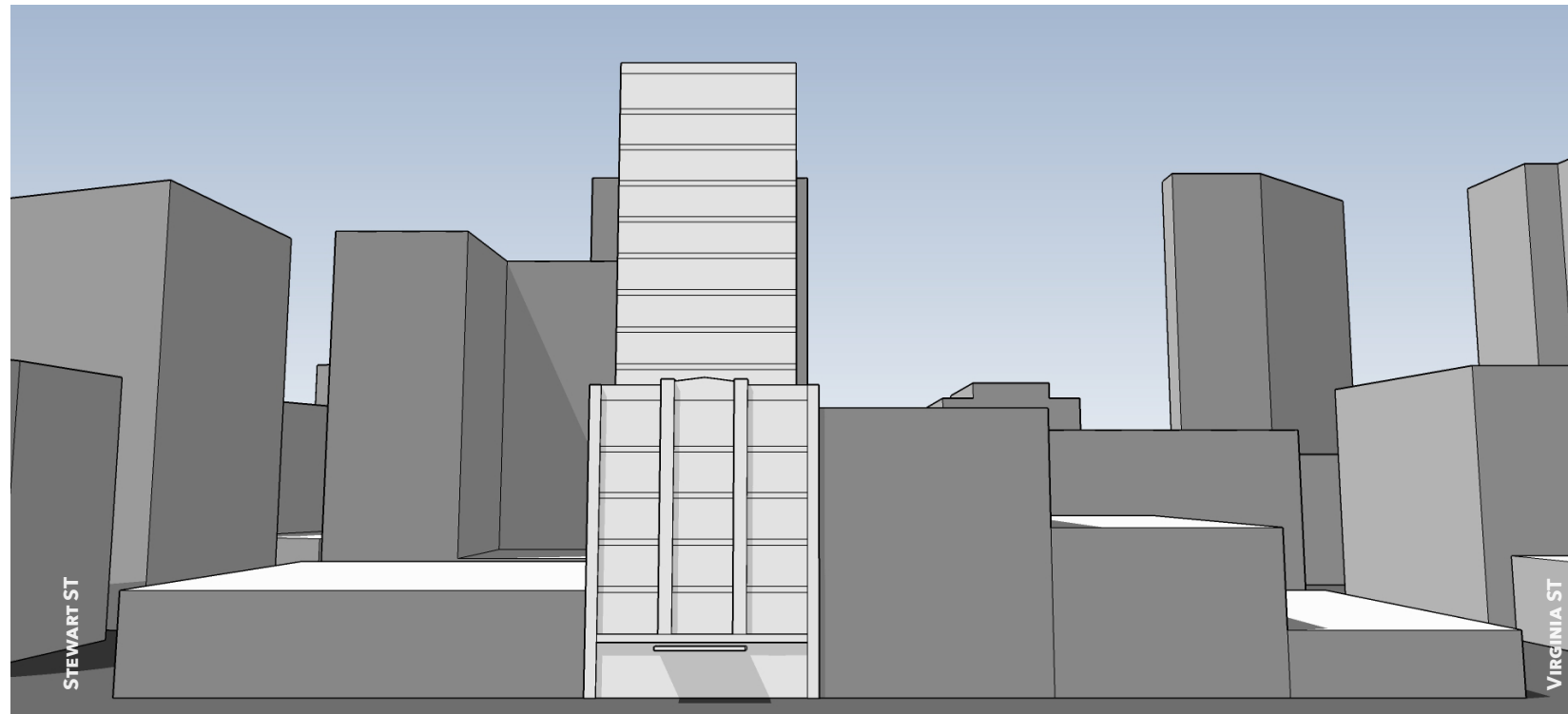
Constraints:

- Additional story
- Smaller unit/room sizes

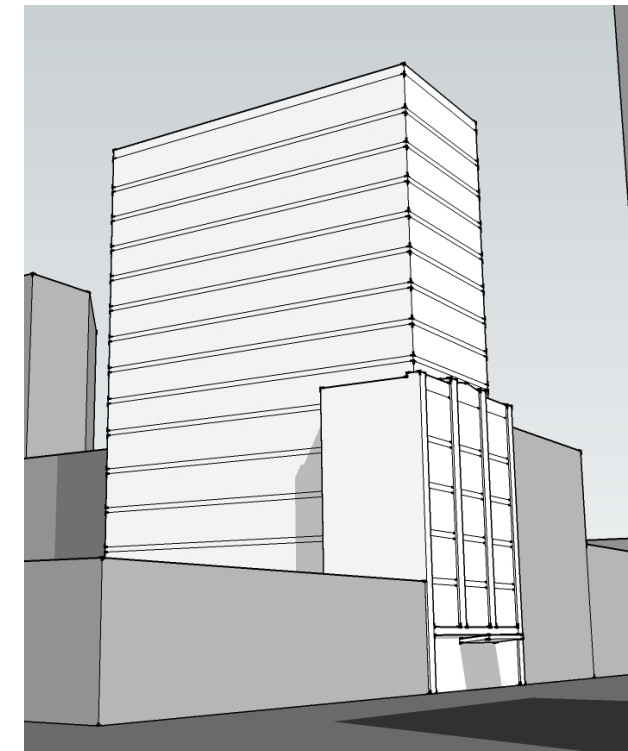
Code Compliant: Yes



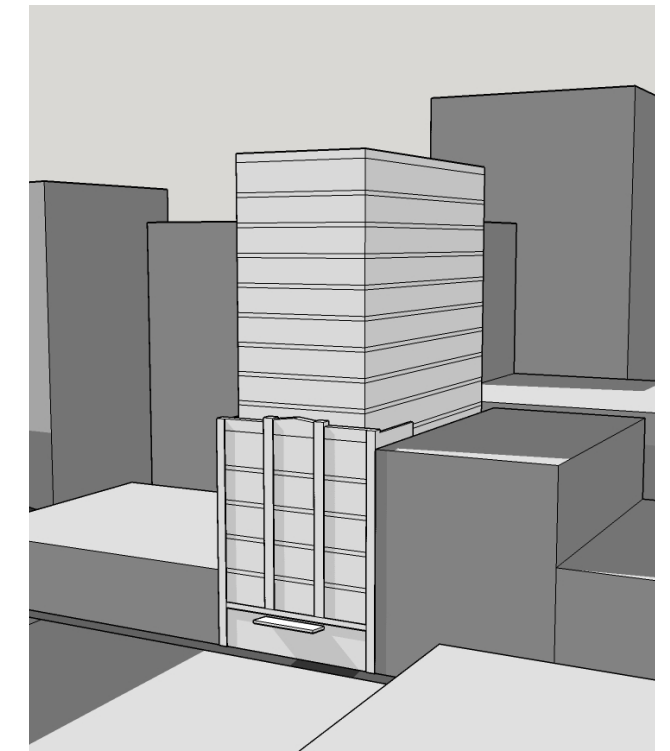
STREET LEVEL PERSPECTIVE



STREET LEVEL ELEVATION



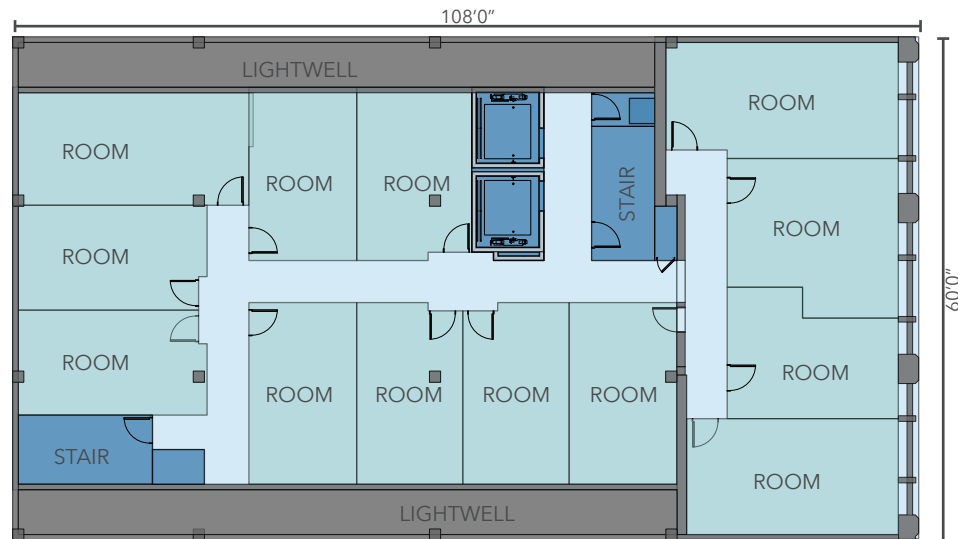
VIEW LOOKING NORTH



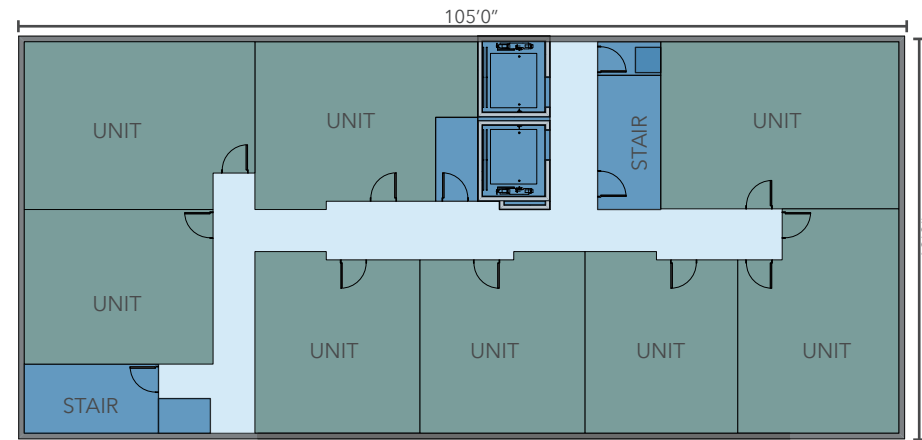
AERIAL VIEW LOOKING SOUTH



OPTION 1  
PLANS



LEVELS 2-6



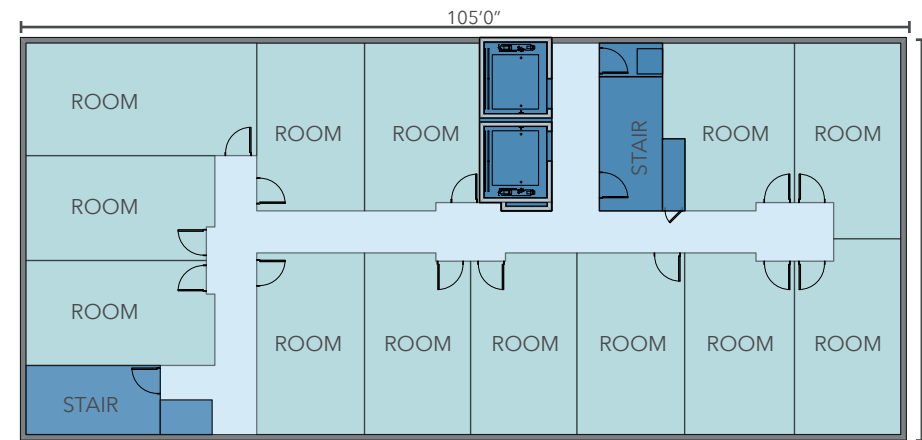
LEVELS 10-13

KEY:

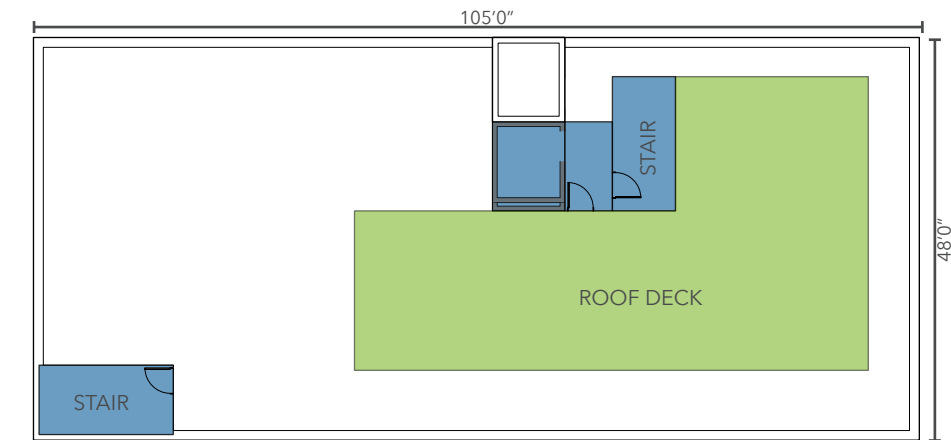
- Lobby
- Core Functions
- Restaurant
- Residential
- Lodging Amenity
- Residential Amenity
- Circulation
- Lodging



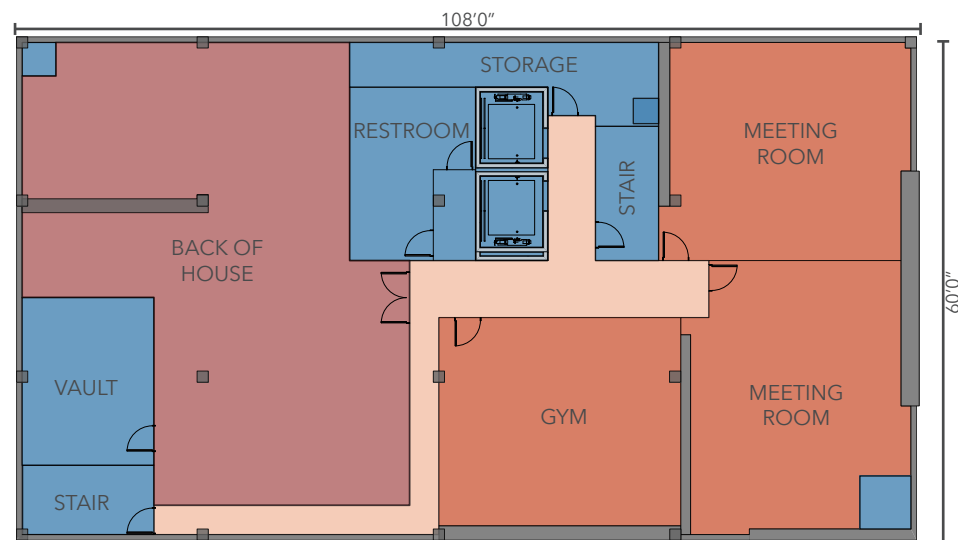
GROUND LEVEL



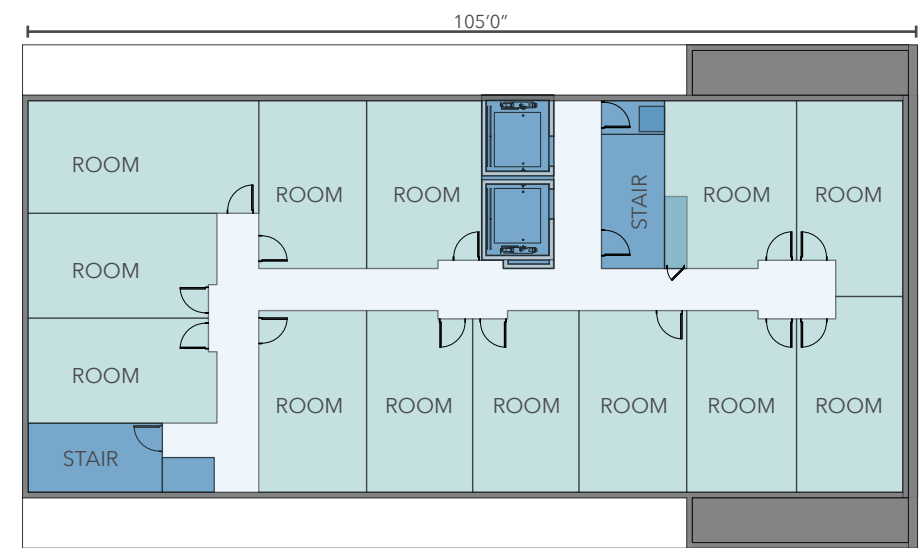
LEVELS 8-9



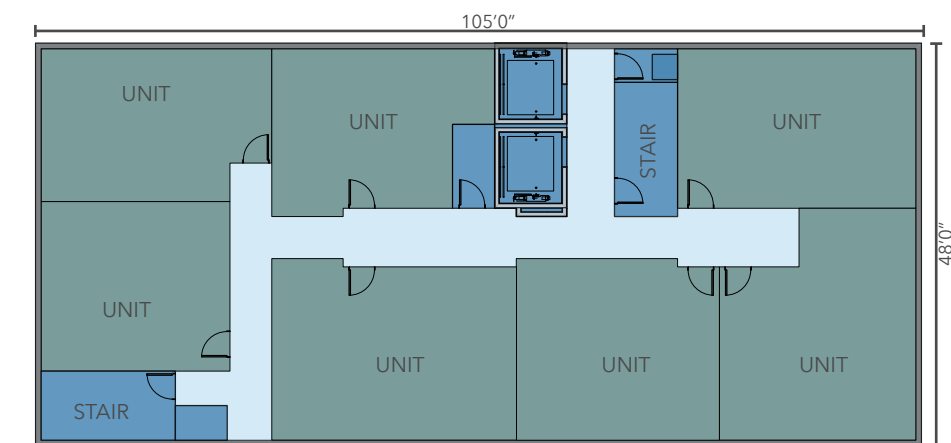
ROOF



BASEMENT



LEVEL 7



LEVELS 14-15



OPTION 1  
SUN STUDIES





OPTION 2

STATISTICS

# Units: 109 Lodging Units and 50 Residential Units, 159 Total

Residential Amenity SF: 1,554 SF

Commercial Retail SF: 3,680 SF

Bike Stalls: 31

FAR SF: 43,898 SF

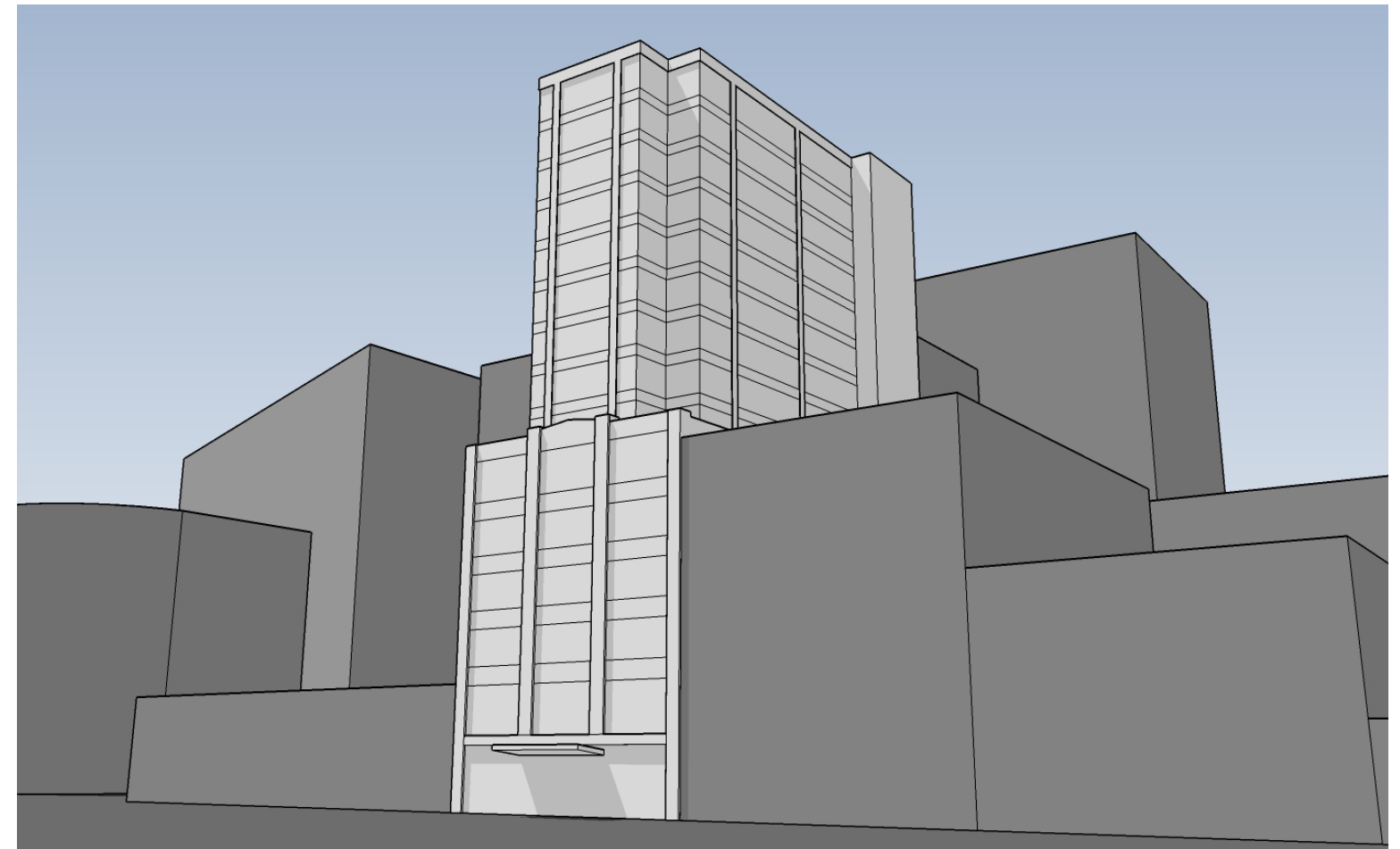
Opportunities:

- Provides relief and contrast to historic façade below
- Provides additional articulation
- Opportunity for Green Space on Level 7

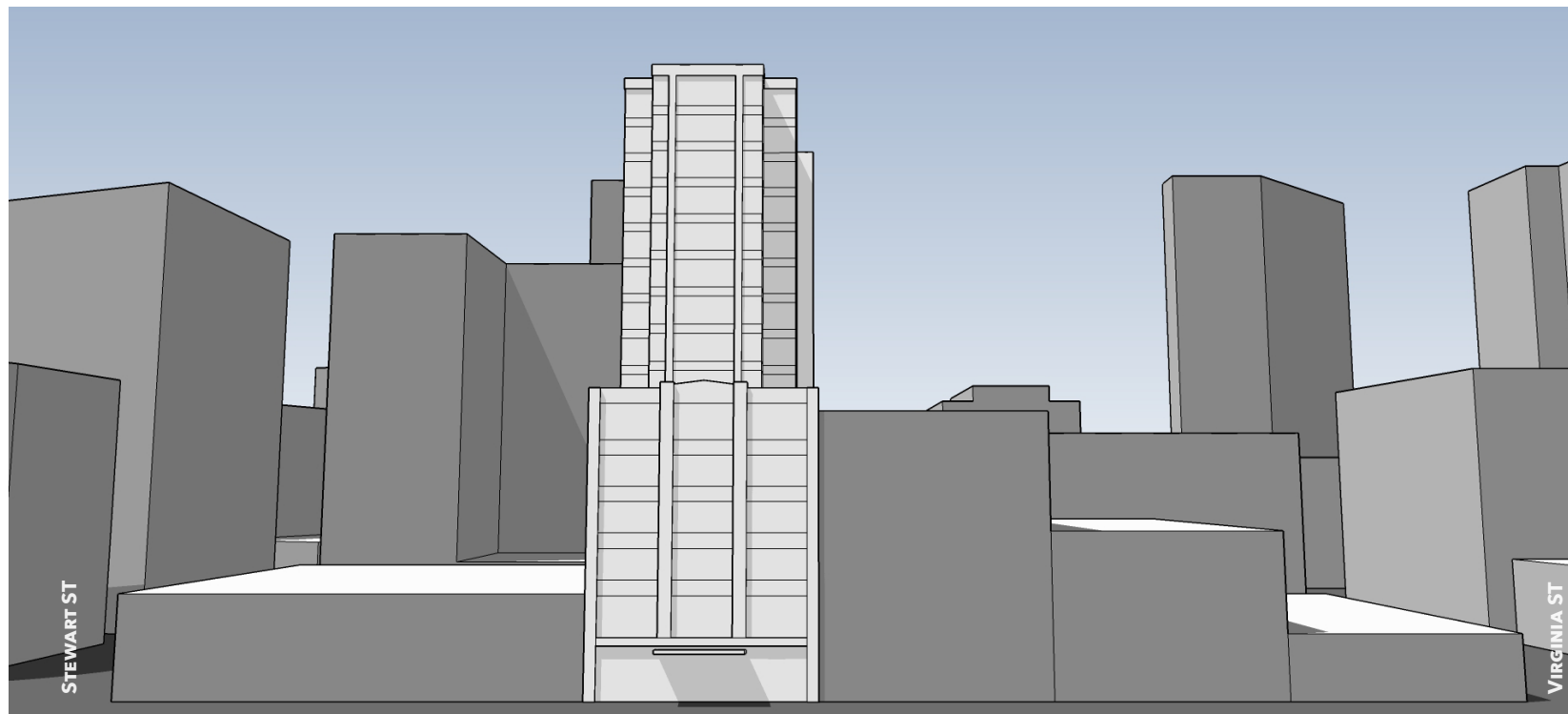
Constraints:

- Additional story
- Smaller unit/room sizes

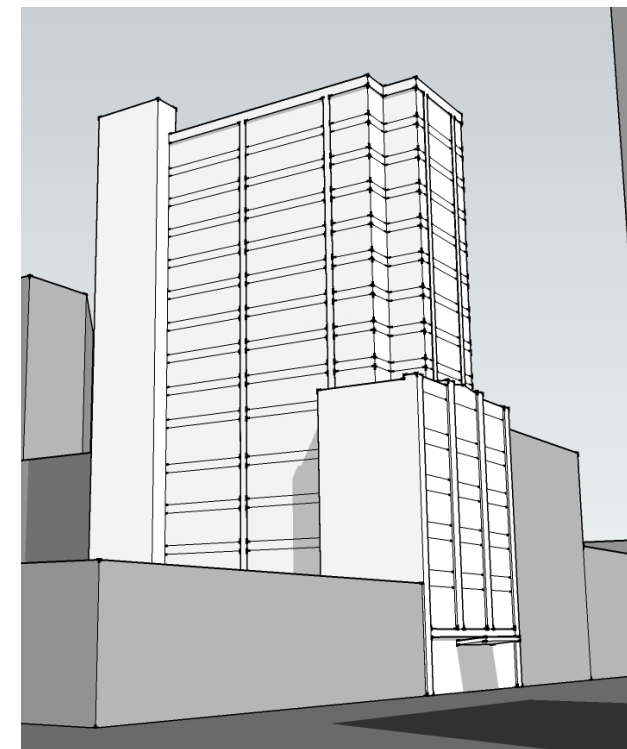
Code Compliant: Requires departures



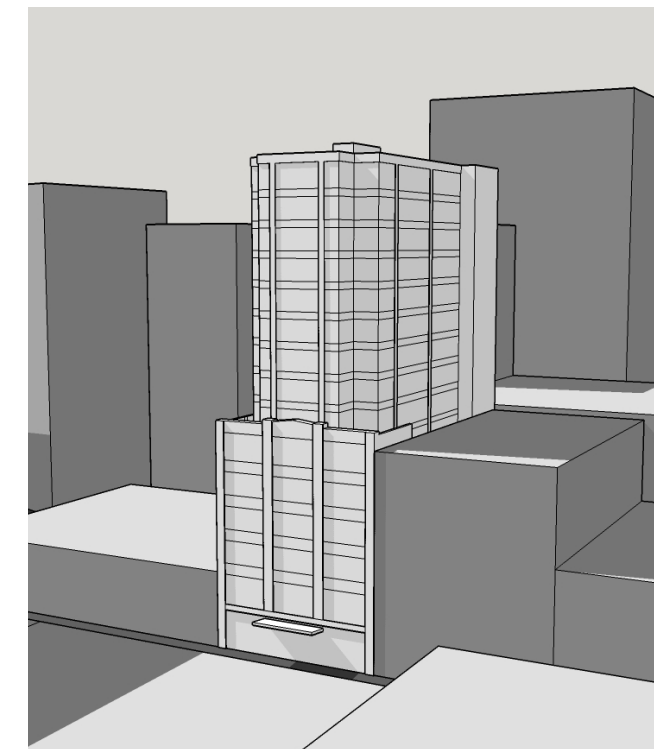
STREET LEVEL PERSPECTIVE



STREET LEVEL ELEVATION



VIEW LOOKING NORTH



AERIAL VIEW LOOKING SOUTH

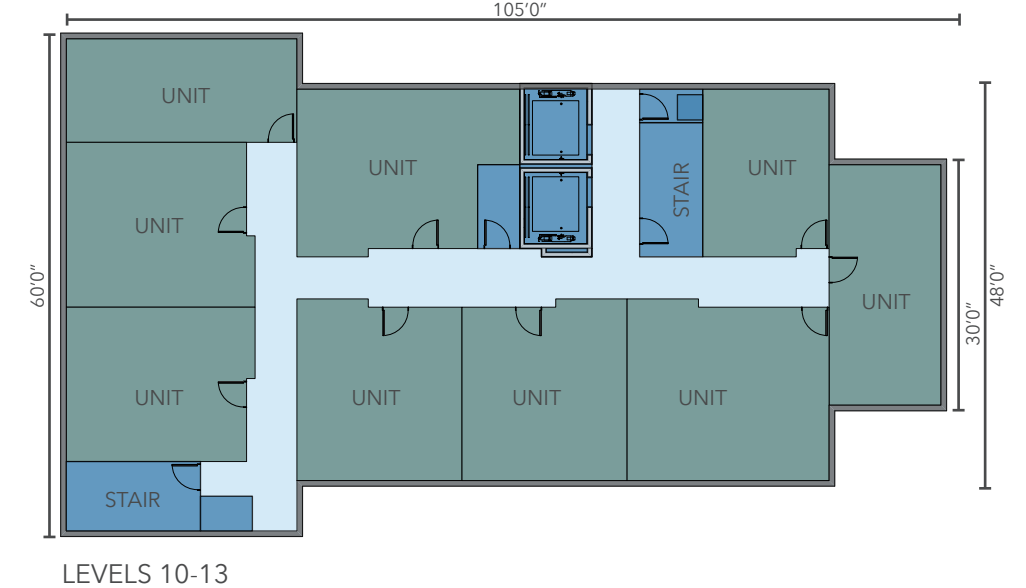
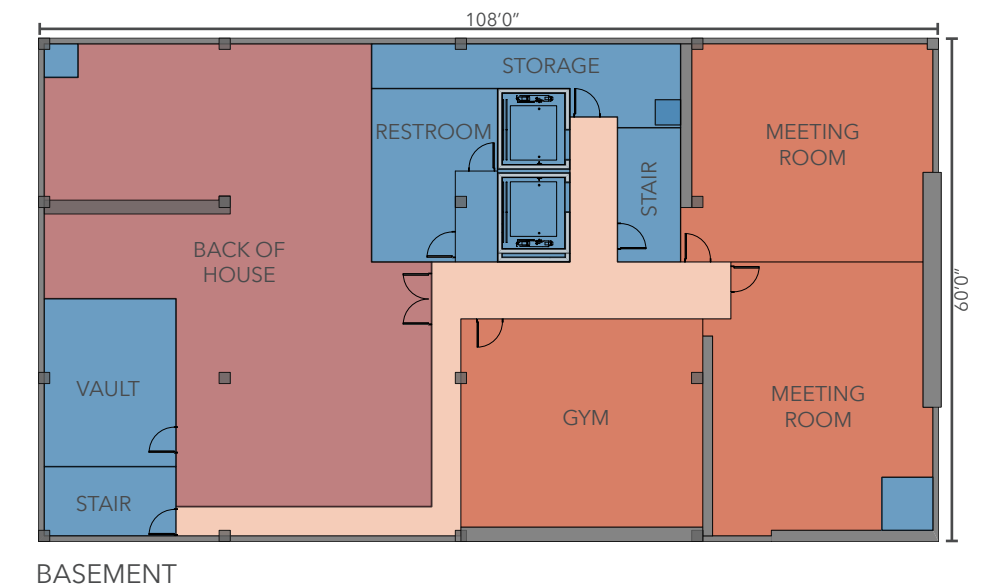
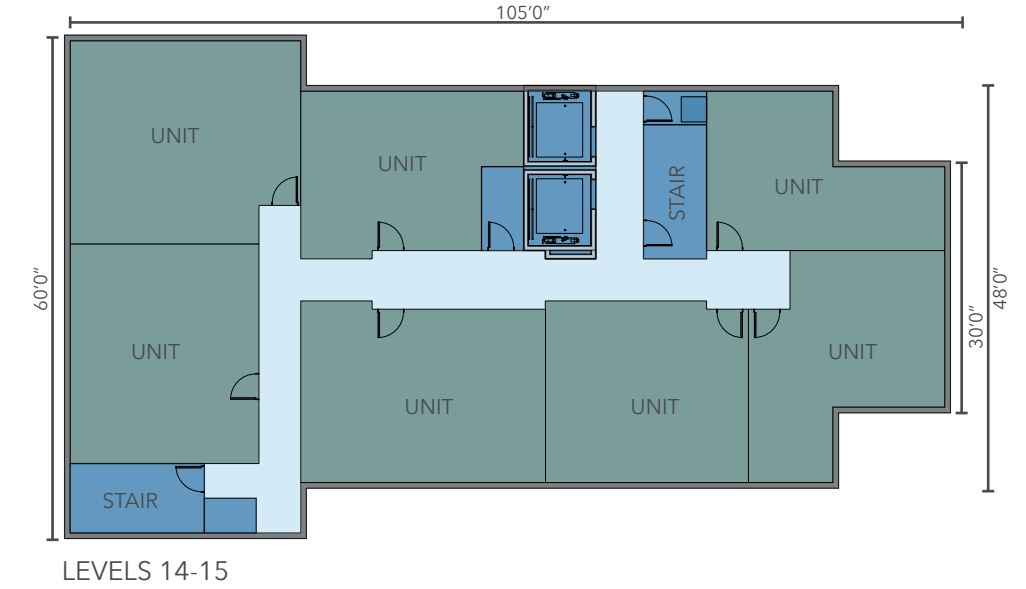
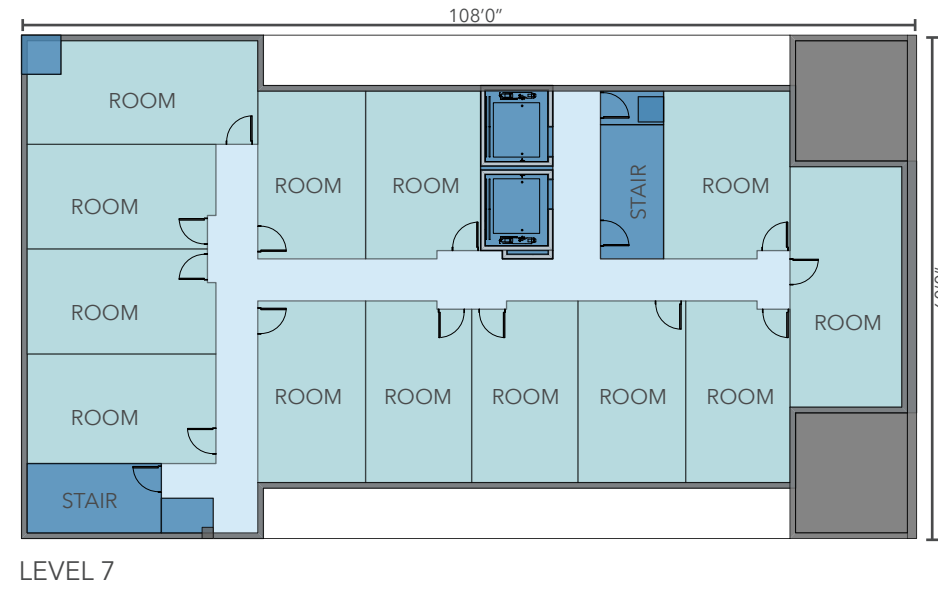
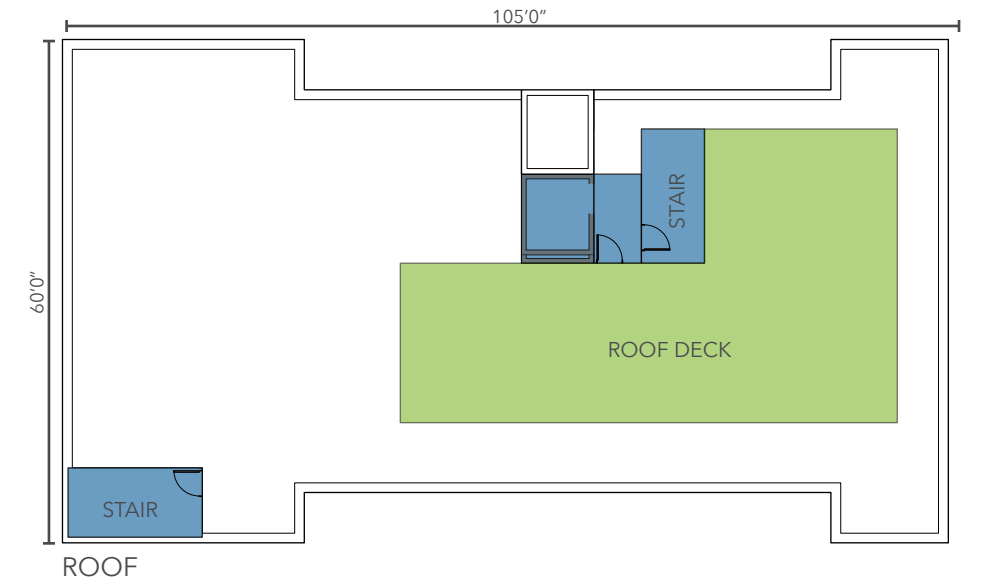
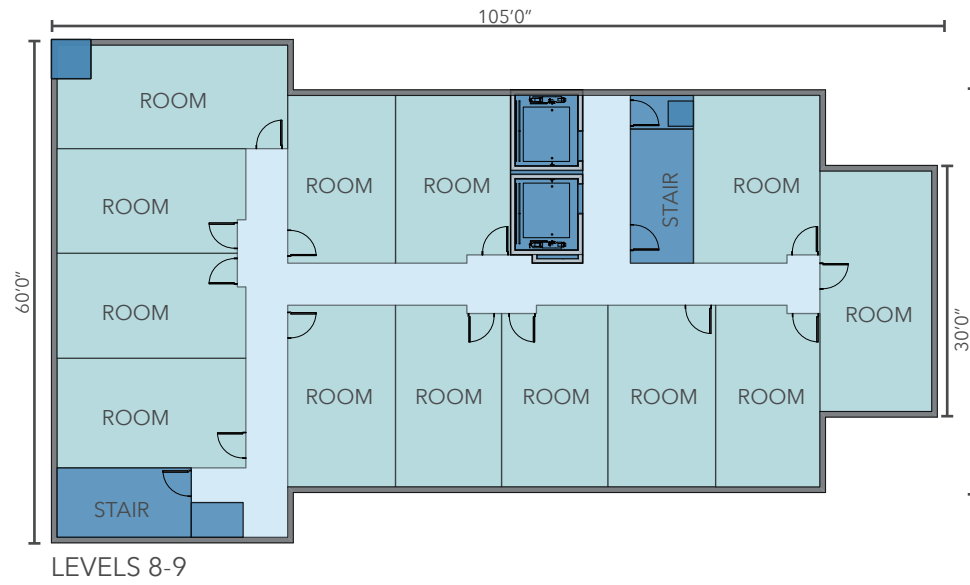
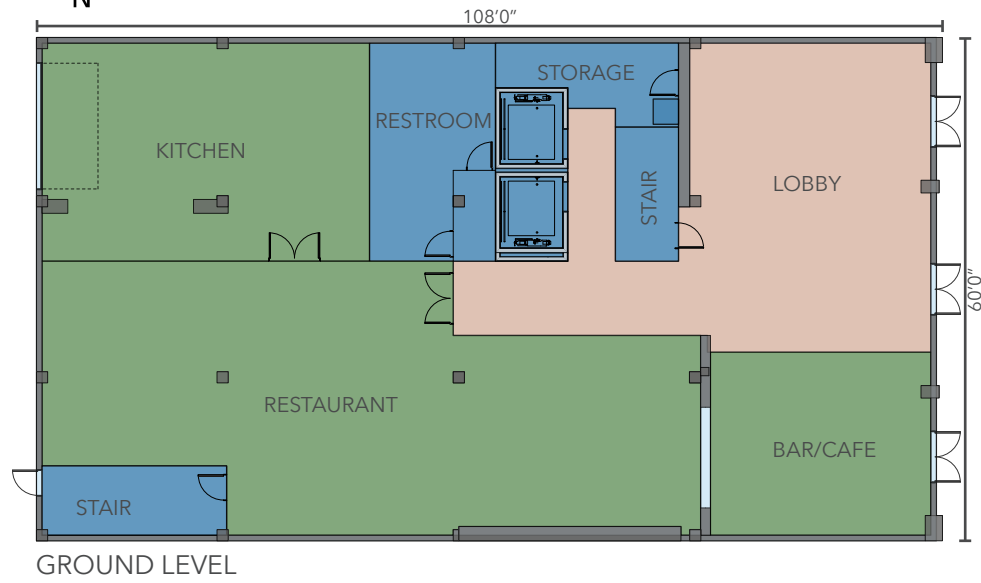


OPTION 2

PLANS

KEY:

- Lobby
- Restaurant
- Lodging Amenity
- Lodging Back of House
- Residential Amenity
- Residential
- Lodging
- Circulation
- Core Functions





OPTION 2  
MASSING MODEL

OPTION 2  
SUN STUDIES





OPTION 3 (PREFERRED)

STATISTICS

# Units: 112 Lodging Units and 44 Residential Units, 156 Total

Residential Amenity SF: 1,478 SF

Commercial Retail SF: 3,680 SF

Bike Stalls: 28

FAR SF: 45,114 SF

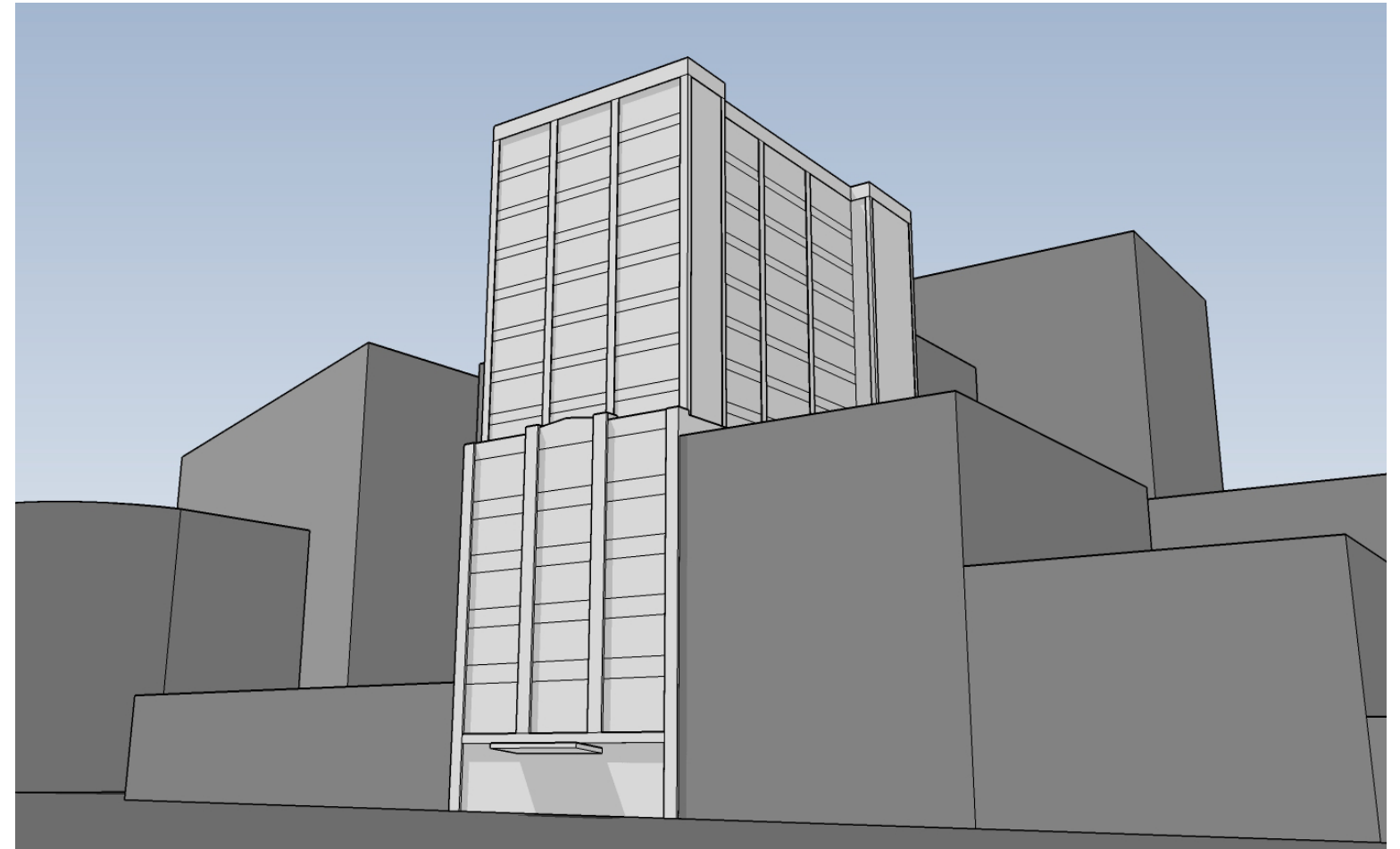
Code Compliant: Requires departures

Opportunities:

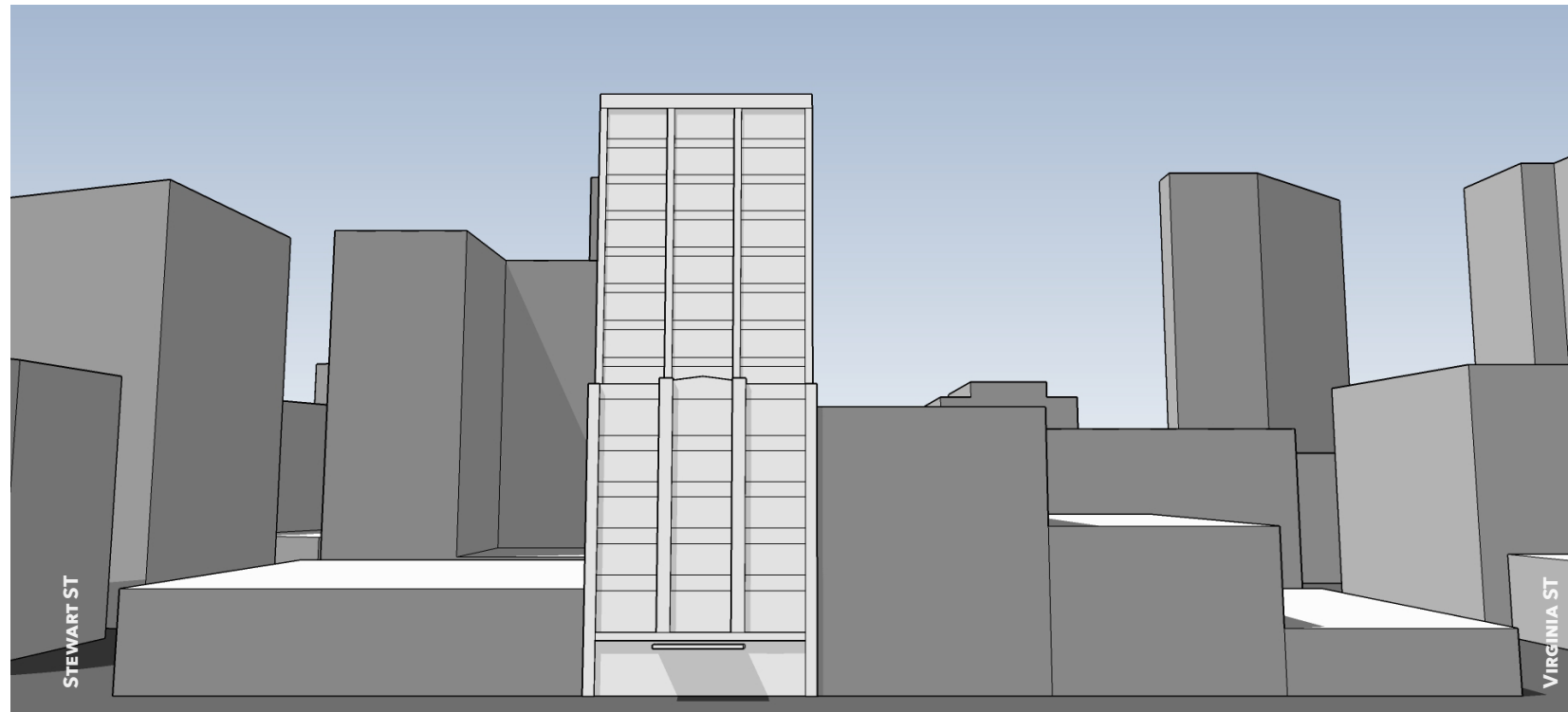
- Number of floors provides good proportion with existing
- Least number of stories
- Responds to existing building articulation
- Mimics existing building rhythm
- North/South modulation for added interest
- Larger room/unit square footage per floor
- Consistent with neighborhood character (material and style)

Constraints:

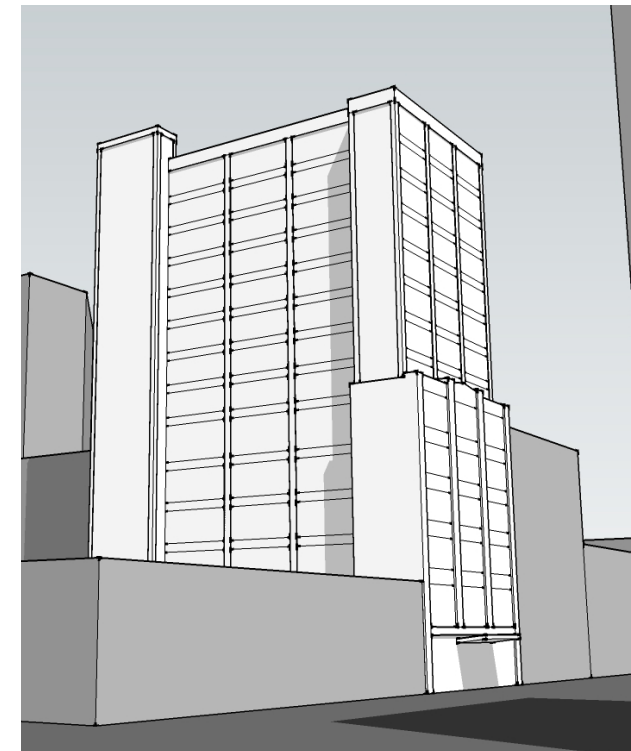
- Not code compliant



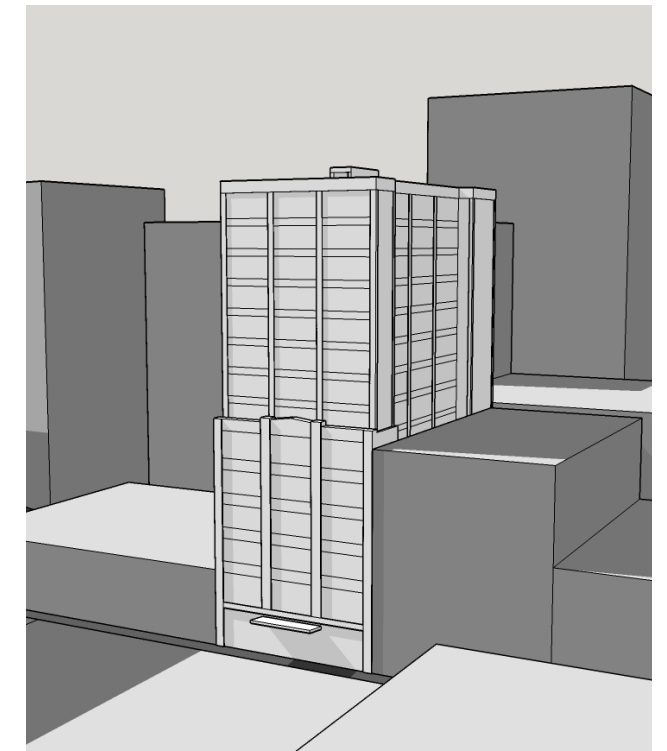
STREET LEVEL PERSPECTIVE



STREET LEVEL ELEVATION



VIEW LOOKING NORTH



AERIAL VIEW LOOKING SOUTH





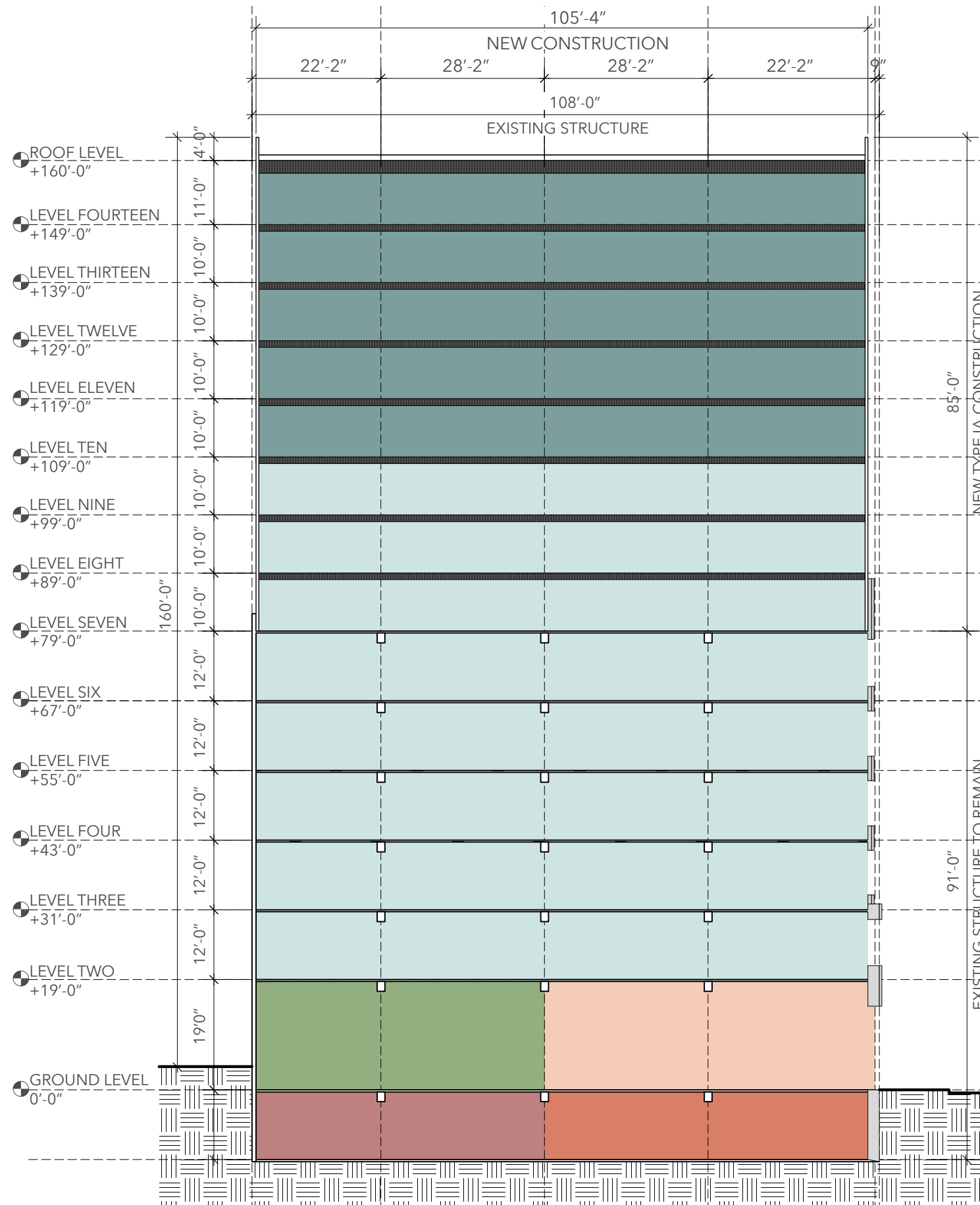


OPTION 3 (PREFERRED)  
SUN STUDIES





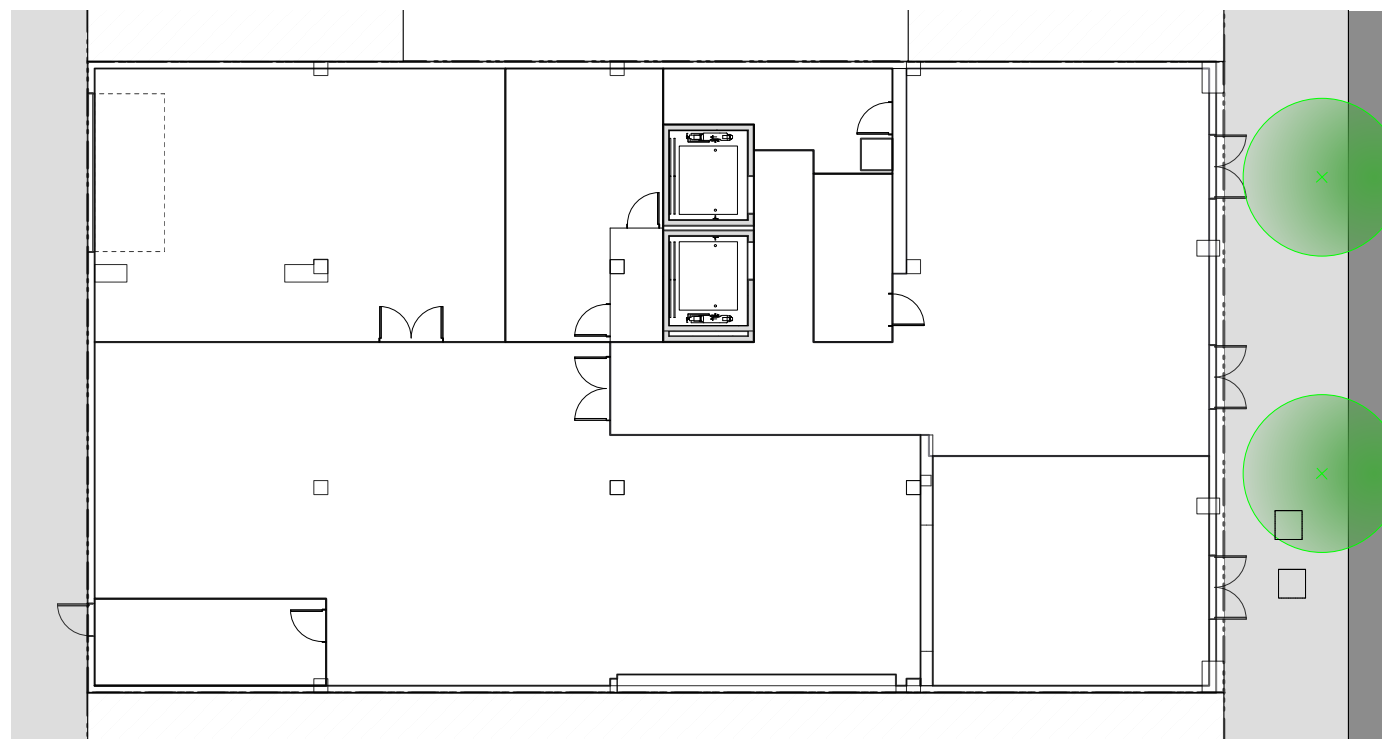
OPTION 3 (PREFERRED)  
SECTIONS



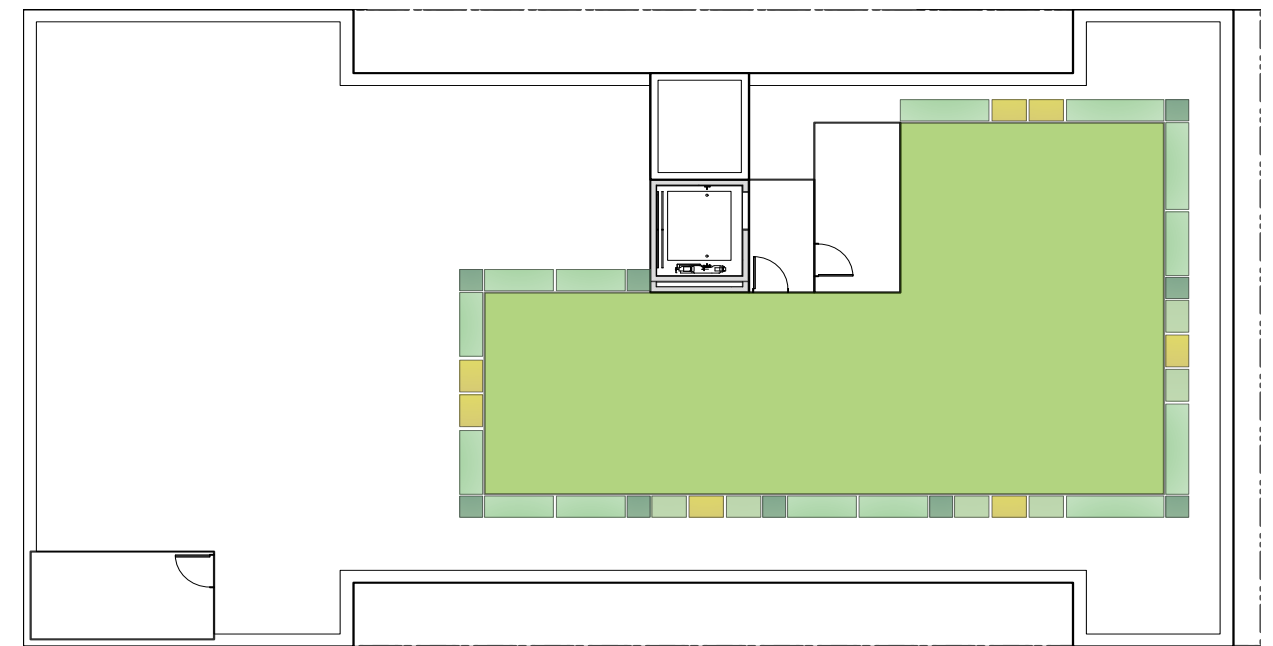
- KEY:
- Lobby
  - Lodging Back of House
  - Restaurant
  - Residential
  - Lodging Amenity
  - Lodging



OPTION 3 (PREFERRED)



GROUND LEVEL LANDSCAPE



ROOF LEVEL LANDSCAPE





STREETVIEW LOOKING NORTH



STREETVIEW LOOKING WEST



STREETVIEW LOOKING SOUTHWEST



STREETVIEW LOOKING WEST



