

2401 NW MARKET ST

EARLY DESIGN GUIDANCE PRESENTATION - 3039184-EG

JUNE 2022

D E A L

I N V E S T M E N T S

URBAL 
ARCHITECTURE
URBAN|RURAL

Karen Kiest | Landscape Architects

INDEX

1	COMMUNITY OUTREACH
2	PROJECT VISION
3	PROJECT INFORMATION
4	CONTEXT ANALYSIS
5	OPPORTUNITIES AND CONSTRAINTS
6	SITE SURVEY
7	SITE IMAGES
8	CONTEXT & DESIGN CUES
10	STREETSCAPES
12	ZONING MAP
13	ZONING INFORMATION
14	SITE PLANS
17	LINKING THE BURKE-GILAMN
18	DESIGN GUIDELINES
22	BALLARD & NORDIC INSPIRATION
24	ZONING ENVELOPE
25	WHY NOT AN OPTION WITH A COURTYARD OPENING TO THE EAST?
27	DESIGN OPTIONS
28	OPTION 1 - "THE BURGER"
36	OPTION 2 - "THE MARSHMALLOW"
44	OPTION 3 - "THE WEDDING CAKE"
50	PREFERRED OPTION JUSTIFICATION
53	LANDSCAPE PLANS
55	OPTION 1 - "THE BURGER" SHADOW STUDIES
56	OPTION 2 - "THE MARSHMALLOW" SHADOW STUDIES
57	OPTION 3 - "THE WEDDING CAKE" SHADOW STUDIES
58	PROJECT TEAM FEATURED PROJECTS

COMMUNITY OUTREACH SURVEY

QUESTION

WHAT IS YOUR CONNECTION TO THIS DEVELOPMENT PROJECT?

ANSWERS

I LIVE VERY CLOSE TO THE PROJECT	61.54%	(32)
I LIVE VERY CLOSE TO THE PROJECT	30.77%	(16)
I OWN A BUSINESS NEARBY	7.69%	(4)
I VISIT THE AREA OFTEN FOR WORK OR LEISURE	25.00%	(13)

QUESTION

WHAT IS MOST IMPORTANT TO YOU ABOUT THE DESIGN OF A NEW BUILDING ON THIS PROPERTY?

ANSWERS

ATTRACTIVE MATERIALS	38.78%	(19)
INTERESTING & UNIQUE DESIGN	30.61%	(15)
ENVIRONMENTALLY-FRIENDLY FEATURES	32.65%	(16)
RELATIONSHIP TO NEIGHBORHOOD CHARACTER	75.51%	(37)
PARKING	22.45%	(11)

QUESTION

WHAT IS MOST IMPORTANT CONSIDERATION FOR THE EXTERIOR SPACE ON THIS PROPERTY?

ANSWERS

LANDSCAPING	50.00%	(23)
LIGHTING & SAFETY FEATURES	43.48%	(20)
SEATING OPTIONS & PLACES TO CONGREGATE	50.00%	(23)
BIKE PARKING	15.22%	(7)

QUESTION

WHAT RETAIL COMPONENTS ARE YOU MOST INTERESTED IN FOR THIS LOCATION?

ANSWERS

NEW STORES FOR SHOPPING	44.90%	(22)
NEW PLACES FOR COFFEE OR BREAKFAST	55.10%	(27)
NEW RESTAURANTS OR BARS	69.39%	(34)

QUESTION

WHEN YOU VISIT A BUILDING, OFFICE, RESTAURANT OR RETAILER, WHAT MOST INSPIRES YOU TO RETURN?

ANSWERS

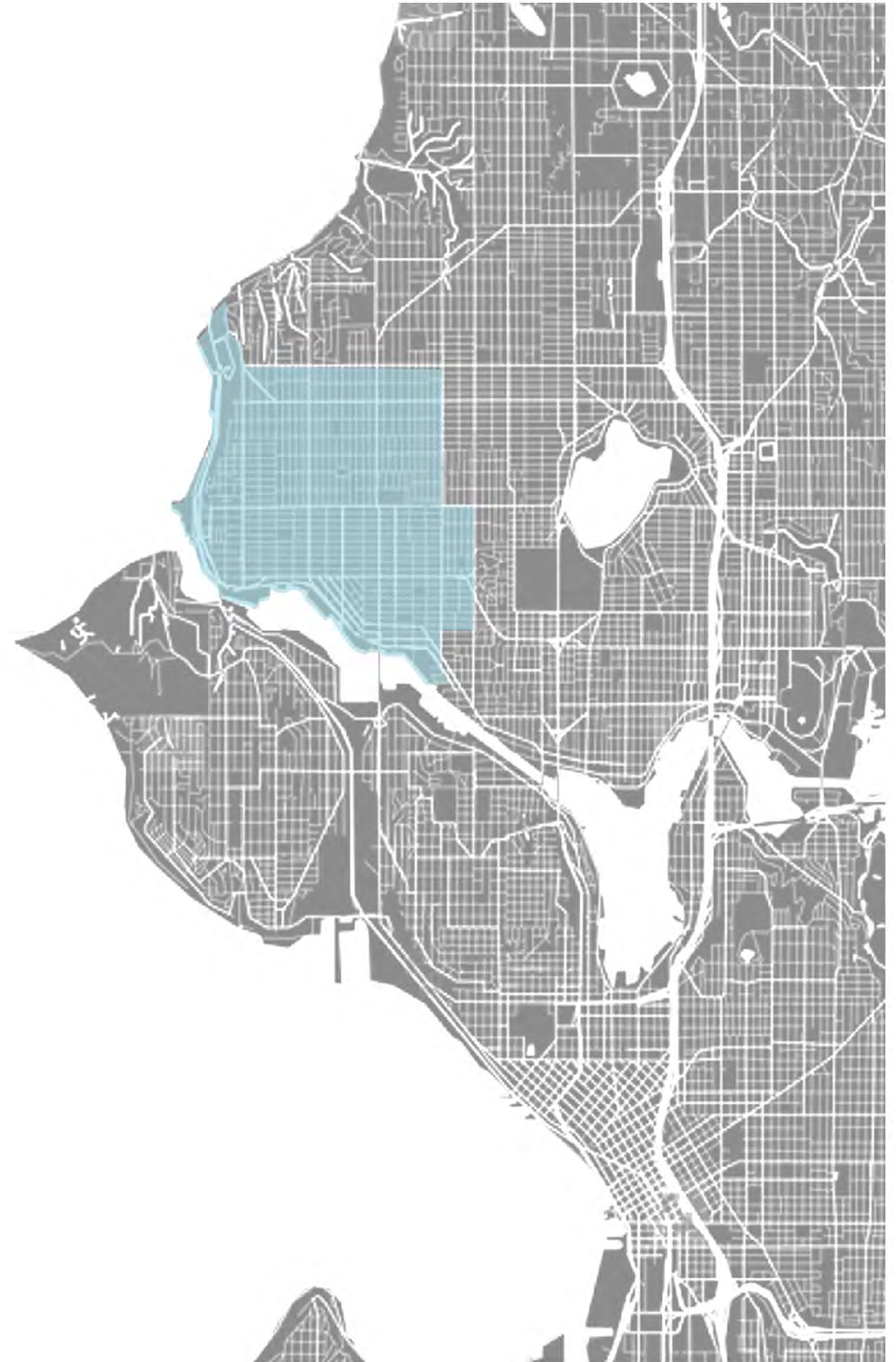
GREAT PEOPLE AND SERVICE	46.00%	(23)
LOCAL BUSINESSES / SMALL BUSINESSES	68.00%	(34)
THOUGHTFUL DESIGN THAT IS OPEN AND WELCOMING	48.00%	(24)
BUSTLING, EXCITING ENERGY	24.00%	(12)
CALM, RESTFUL PLACES TO REFLECT AND RELAX	16.00%	(8)
A SENSE OF OPENNESS AND NATURAL LIGHT	46.00%	(23)
COLOR AND MATERIALS USED IN DESIGN	28.00%	(14)

PROJECT VISION

THE BALLARD NEIGHBORHOOD IS A MIX OF ESTABLISHED RESIDENTIAL, INDUSTRIAL, AND COMMERCIAL USES THAT PRESERVES ITS EUROPEAN ROOTS THROUGH CELEBRATIONS OF COMMUNITY THAT RANGE FROM SMALL ECLECTIC BUSINESSES TO WHOLE-SCALE NEIGHBORHOOD INVOLVEMENT IN MARKETS AND ORGANIZATIONS FOCUSED ON HERITAGE.

THIS PROJECT, SITUATED AT THE CORNER WHERE RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL USES OF BALLARD CONVERGE, REPRESENTS A MAJOR OPPORTUNITY TO OFFER QUALITY RESIDENTIAL AND COMMERCIAL SPACES IN THE HEART OF THIS HISTORIC NEIGHBORHOOD. ATTENTION TO THE NEIGHBORHOOD'S MARITIME HISTORY, CURRENT GROWTH, AND A THOUGHTFUL CONNECTION TO PRESENT AND FUTURE MEANS OF TRANSPORTATION, ARE ALL ELEMENTS THAT WE CONSIDER TO BE CRITICAL PRESERVATION OF THE CULTURE OF THE BALLARD COMMUNITY AS IT MOVES INTO THE FUTURE.

RESIDENTS WILL HAVE AN OPPORTUNITY TO LIVE IN CLOSE PROXIMITY TO JOBS, TRANSPORTATION, AND NEIGHBORHOOD AMENITIES WHILE BEING A PART OF THIS VIBRANT, ECLECTIC COMMUNITY. THE AT GRADE USE ALONG NW MARKET STREET WILL BE RESERVED FOR RESTAURANT/RETAIL USE WITH SPILL OUT SPACES THAT PROMOTE ACTIVITY WITHIN THE COMMUNITY, AND FRONTAGE IMPROVEMENTS WILL REACT TO, AND IMPROVE, THE INTERSECTION OF VEHICULAR, BICYCLE, AND PEDESTRIAN, TRAFFIC WITHIN THE PLANNED EXPANSION OF THE BURKE-GILMAN TRAIL.



PROJECT INFORMATION

THE PROJECT PROPOSES A MIXED-USE APARTMENT BUILDING, CONSISTING OF UP TO 179 RESIDENTIAL UNITS, 113 PARKING SPACES, AND 3,990 SF COMMERCIAL SPACE DESIGNED FOR RESTAURANT USE. A MULTITUDE OF AMENITIES AND LANDSCAPED COURTS ARE PROVIDED, INCLUDING LARGE PRIVATE RESIDENTIAL PATIOS, A COMMON-USE COURTYARD, A ROOF DECK, AND PUBLIC SPACE ALONG THE PERIMETER OF NW MARKET STREET AND THE INTERSECTION.

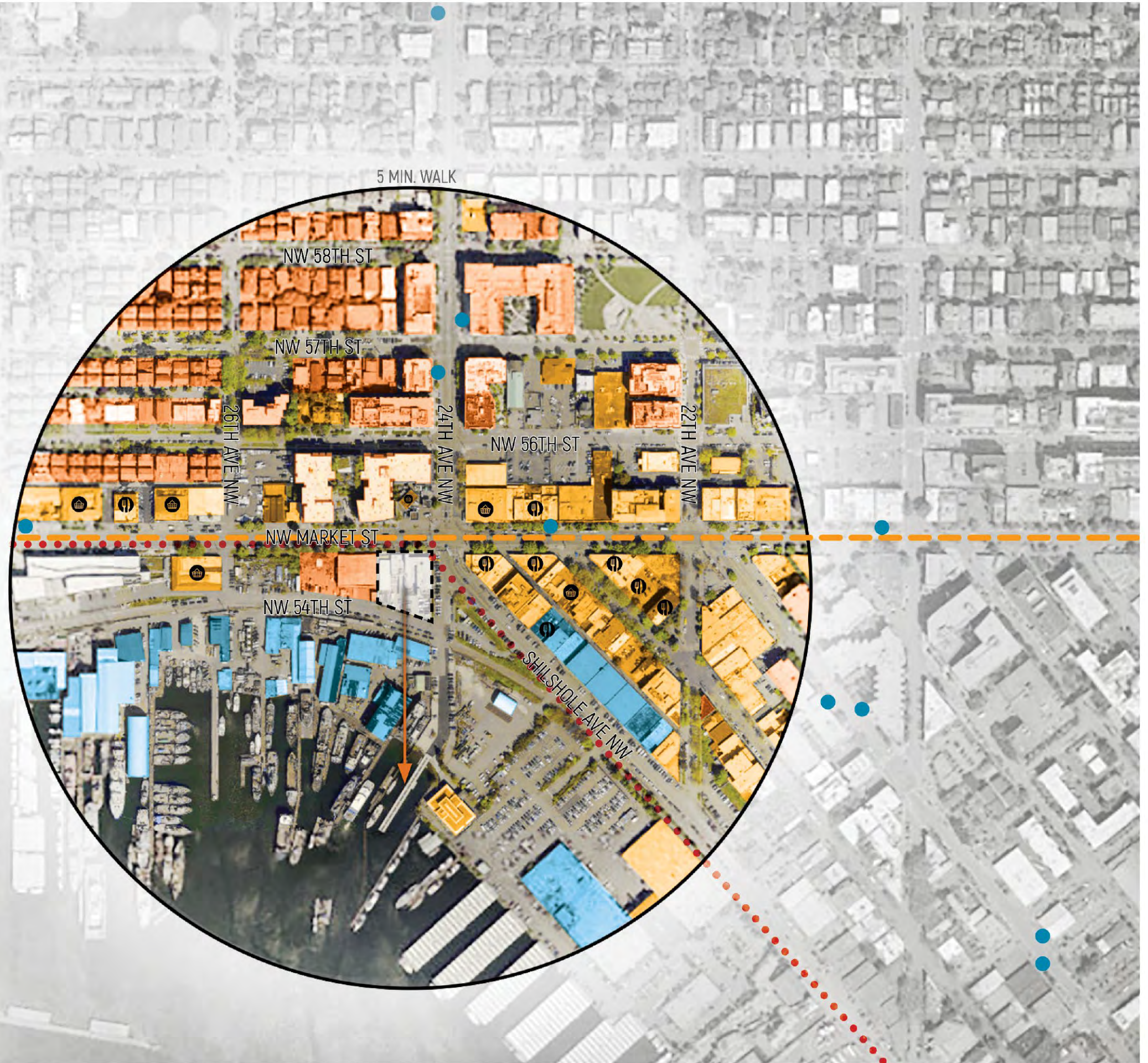
PROJECT DATA

SITE AREA	25,570 SF
GROSS FLOOR AREA	184,455 SF - 189,380 SF
Residential UNITS	175 - 179
COMMERCIAL FLOOR AREA	APPROX. 3,990 SF
PARKING SPACES	113



SITE CONTEXT

- ☐ SITE LOCATION
- INDUSTRIAL
- RETAIL / OFFICE
- RESIDENTIAL
- BUS STOP
- FREQUENT TRANSIT ROUTE
- ... BIKE ROUTE



SITE OPPORTUNITIES

WALKABILITY

CONVENIENT LOCATION TO AMENITIES INCLUDING RESTAURANTS, BARS, STORES, AND GYMS



AMENITIES

CLOSE PROXIMITY TO SHOPS, CAFES, AND RESTAURANTS

OUTDOOR AMENITIES

INCLUDES PARKS, TENNIS COURTS, FIELDS, AND DOCKS

FREQUENT TRANSIT ROUTE

44 BUS ROUT PEAK SERVICE EVERY 10 MINUTES ON NW MARKET ST

BIKE LANE / CONNECTIVITY

CONVENIENT ACCESS TO BURKE-GILMAN MEANS RESIDENTS WILL BE ABLE TO EASILY BIKE TO OTHER DISTRICTS IN THE CITY

VIEWS

VIEWS TO THE SOUTH TOWARD LAKE UNION



SITE CONSTRAINTS

SOUND POLLUTION

FROM NW MARKET ST. DURING HIGH TRAFFIC HOURS

LIGHT POLLUTION

NW MARKET ST., CAR LIGHTS & STREET LIGHTS

INDUSTRIAL USAGE

TRUCKS FROM SITES DIRECTLY TO THE SOUTH WILL USE 54TH AVE

TOPOGRAPHY

OVER 18' OF GRADE CHANGE FROM NORTH TO SOUTH, ACROSS THE SITE

BIKE LANE

BIKE TRAFFIC DIRECTLY IN FRONT OF OUR BUILDING GIVES US CONCERNS ABOUT THE ORGANIZATION OF PEDESTRIAN AND BIKE TRAFFIC ON THE CORNER OF NW MARKET ST AND 24TH AVE NW

VIEWS

NO VIEWS TO THE WEST DUE TO EXISTING DEVELOPMENT

ON-SITE TRASH COLLECTION REQUIRED

OUR GARAGE WILL HAVE TO BE DESIGNED TO ACCOMMODATE LARGE TRASH COLLECTION VEHICLES

SITE SURVEY

NOT TO SCALE

SITE NOTES

SITE ADDRESS:
2401, 2409 NW MARKET STREET
2416 NW 54TH STREET
SEATTLE, WA 98107

TAX ACCOUNT NO.:
1125039011-03
1125039097-00
1125039077-04

ZONING:
NC3P-65

ZONING AGENCY:
CITY OF SEATTLE
SEATTLE DEPARTMENT OF CONSTRUCTION AND INSPECTIONS
700 5TH AVENUE, SUITE 2000
SEATTLE, WA 98104
(206) 884-8600

SETBACKS:
CURRENT SETBACK REQUIREMENTS SUBJECT TO SITE PLAN REVIEW. CURRENT SETBACKS MAY DIFFER FROM THOSE IN EFFECT DURING DESIGN/CONSTRUCTION OF EXISTING IMPROVEMENTS.

THE ISSUANCE OF A CERTIFICATE OF OCCUPANCY BY THE GOVERNING JURISDICTION INDICATES THAT STRUCTURES ON THIS PROPERTY COMPLIED WITH MINIMUM SETBACK AND HEIGHT REQUIREMENTS FOLLOWING CONSTRUCTION.

FLOOD ZONE:
THIS SITE APPEARS ON NATIONAL FLOOD INSURANCE RATE MAP, DATED MAY 16, 1995 COMMUNITY PANEL NO.53033C0340F, AND IS SITUATED IN ZONE "X", AREA DETERMINED TO BE OUTSIDE THE 500-YEAR FLOODPLAIN.

HORIZONTAL DATUM:
NAD 2011 EPOCH 2010.00

AREA:
SITE AS SHOWN CONTAINS 25,927 SQUARE FEET OR 0.5952 ACRES, MORE OR LESS.

DESCRIPTION:
PARCEL A:
THAT PORTION OF GOVERNMENT LOT 3 IN SECTION 11, TOWNSHIP 25 NORTH, RANGE 3 EAST W.M., IN KING COUNTY, WASHINGTON DESCRIBED AS FOLLOWS:

BEGINNING AT A POINT ON THE SOUTH MARGIN OF MARKET STREET AS NOW ESTABLISHED, WHICH POINT IS 189 FEET WEST OF THE EAST LINE OF TRACT 49 IN FARMDALE HOMESTEAD, AS PER PLAT RECORDED IN VOLUME 1 OF PLATS, PAGE 211, RECORDS OF KING COUNTY, WASHINGTON;
THENCE WEST, ALONG SAID SOUTH MARGIN OF MARKET STREET, 36 FEET;
THENCE SOUTH, ALONG A LINE 225 FEET WEST OF AND PARALLEL TO THE EAST LINE OF SAID TRACT 49, A DISTANCE OF 71.38 FEET;
THENCE EAST TO A POINT WHICH IS 71.73 FEET SOUTH OF SAID MARGIN OF MARKET STREET AND ON A LINE 189 FEET WEST OF AND PARALLEL TO SAID EAST LINE OF TRACT 49;
THENCE NORTH, ALONG SAID PARALLEL LINE, 71.73 FEET TO THE POINT OF BEGINNING.

PARCEL B:
THAT PORTION OF GOVERNMENT LOT 3 IN SECTION 11, TOWNSHIP 25 NORTH, RANGE 3 EAST W.M., IN KING COUNTY, WASHINGTON DESCRIBED AS FOLLOWS:
BEGINNING AT A POINT ON THE SOUTH MARGIN OF MARKET STREET AS NOW ESTABLISHED, WHICH POINT IS 225 FEET WEST OF THE EAST LINE OF TRACT 49 IN FARMDALE HOMESTEAD, AS PER PLAT RECORDED IN VOLUME 1 OF PLATS, PAGE 211, RECORDS OF KING COUNTY, WASHINGTON;
THENCE SOUTH, ALONG A LINE WHICH IS 225 FEET WEST OF A PARALLEL TO SAID EAST LINE OF TRACT 49, 71.38 FEET TO THE TRUE POINT OF BEGINNING;
THENCE EAST 75 FEET TO A POINT WHICH IS 150 FEET WEST OF SAID EAST LINE OF TRACT 49 AND 71.10 FEET SOUTH OF SAID SOUTH MARGIN OF MARKET STREET;
THENCE SOUTH ALONG A LINE WHICH IS 150 FEET WEST OF AND PARALLEL TO SAID EAST LINE OF TRACT 49, 97.40 FEET TO THE NORTHERLY MARGIN OF THE GREAT NORTHERN RAILROAD RIGHT-OF-WAY;
THENCE WESTERLY, ALONG SAID NORTHERLY MARGIN OF THE GREAT NORTHERN RAILROAD RIGHT-OF-WAY, TO A POINT WHICH IS 225 FEET WEST OF SAID EAST LINE OF TRACT 49 AND 75.60 FEET SOUTH OF THE TRUE POINT OF BEGINNING;
THENCE NORTH ALONG A LINE WHICH IS 225 FEET WEST OF AND PARALLEL TO SAID EAST LINE OF TRACT 49, 76.60 FEET TO THE TRUE POINT OF BEGINNING.

PARCEL C:
THAT PORTION OF GOVERNMENT LOT 3 IN SECTION 11, TOWNSHIP 25 NORTH, RANGE 3 EAST, W.M., IN KING COUNTY, WASHINGTON DESCRIBED AS FOLLOWS:

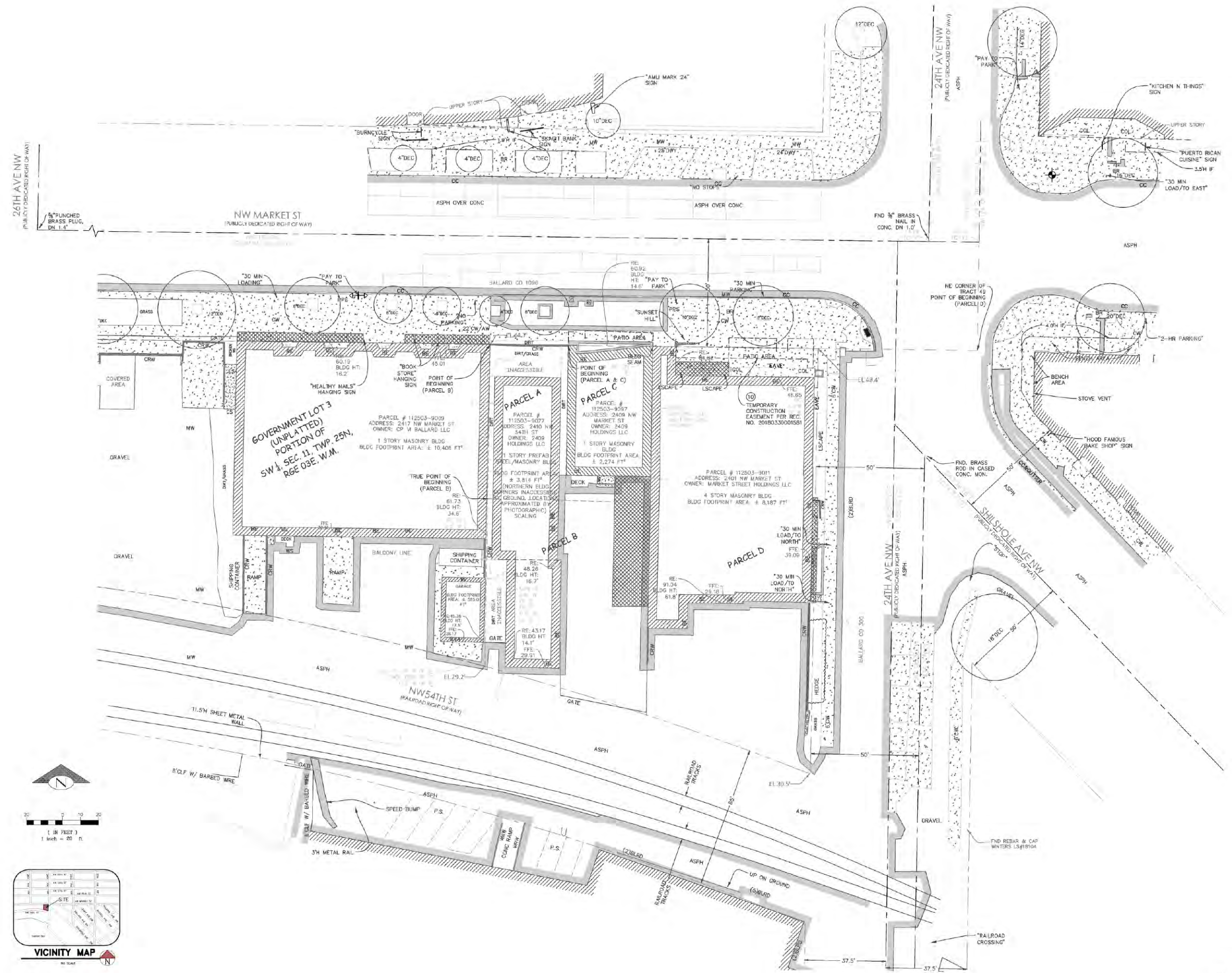
BEGINNING AT A POINT ON THE SOUTH MARGIN OF MARKET STREET AS NOW ESTABLISHED, WHICH POINT IS 189 FEET WEST OF THE EAST LINE OF TRACT 49, FARMDALE HOMESTEAD, AS PER PLAT RECORDED IN VOLUME 1 OF PLATS ON PAGE 211, RECORDS OF KING COUNTY, WASHINGTON;
THENCE EAST ALONG SOUTH MARGIN OF MARKET STREET, 39 FEET TO A POINT WHICH IS 150 FEET WEST OF SAID EAST LINE OF TRACT 49;
THENCE SOUTH ALONG A LINE WHICH IS 150 FEET WEST OF AND PARALLEL TO SAID EAST LINE OF TRACT 49, A DISTANCE OF 72.10 FEET;
THENCE WEST 39 FEET TO A POINT WHICH IS 189 FEET WEST OF SAID EAST LINE OF TRACT 49;
THENCE NORTH 71.725 FEET TO THE POINT OF BEGINNING.

PARCEL D:
THAT PORTION OF GOVERNMENT LOT 3 IN SECTION 11, TOWNSHIP 25 NORTH, RANGE 3 EAST, W.M., IN KING COUNTY, WASHINGTON DESCRIBED AS FOLLOWS:
BEGINNING AT THE NORTHEAST CORNER OF TRACT 49, FARMDALE HOMESTEAD ACCORDING TO THE VACATED PLAT THEREOF RECORDED IN VOLUME 1 OF PLATS, PAGE 211, IN KING COUNTY, WASHINGTON;
THENCE NORTHWESTERLY, ALONG THE NORTH LINE OF SAID TRACT, TO A POINT 150 FEET WEST OF THE EAST LINE OF SAID TRACT 49 PRODUCED;
THENCE SOUTHERLY, PARALLEL WITH THE EAST LINE OF SAID TRACT TO THE RIGHT-OF-WAY OF THE GREAT NORTHERN RAILWAY COMPANY;
THENCE SOUTHEASTERLY, ALONG SAID RIGHT-OF-WAY, TO THE EAST LINE OF SAID TRACT 49;
THENCE NORTH TO THE POINT OF BEGINNING.

EXCEPT THAT PORTION THEREOF HERETOFORE CONDEMNED IN KING COUNTY SUPERIOR COURT CAUSE NO. 27507 FOR 24TH AVENUE NORTHWEST, AS PROVIDED UNDER ORDINANCE NO. 305 OF THE CITY OF BALLARD;

ALSO EXCEPT THAT PORTION THEREOF HERETOFORE CONDEMNED IN KING COUNTY SUPERIOR COURT CAUSE NO. 52837 FOR MARKET STREET, AS PROVIDED UNDER ORDINANCE NO. 1096 OF THE CITY OF BALLARD.

ALL SITUATE IN THE CITY OF SEATTLE, COUNTY OF KING, STATE OF WASHINGTON.



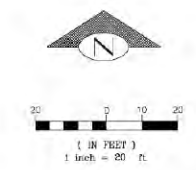
26TH AVE NW
(PUBLICLY DEDICATED RIGHT OF WAY)

NW MARKET ST
(PUBLICLY DEDICATED RIGHT OF WAY)

24TH AVE NW
(PUBLICLY DEDICATED RIGHT OF WAY)

24TH AVE NW
(PUBLICLY DEDICATED RIGHT OF WAY)

SHU SHOLE AVENUE NW
(PUBLICLY DEDICATED RIGHT OF WAY)



SITE IMAGES

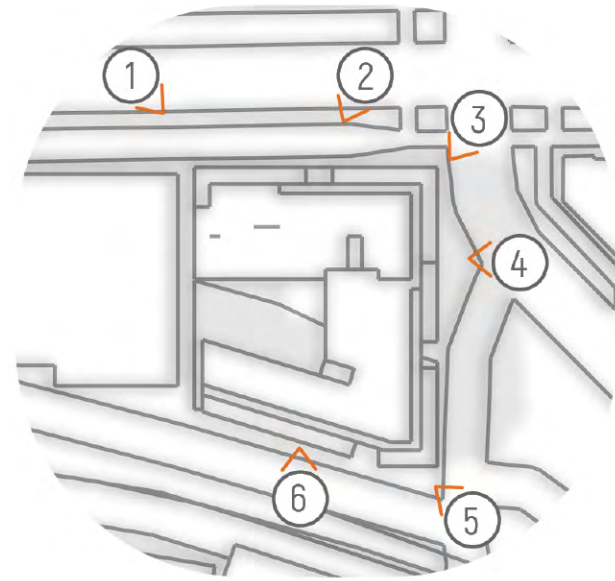


PHOTO LOCATION KEY



① LOOKING SOUTH EAST ON NW MARKET ST.



④ LOOKING WEST ON 24TH AVE. NW



② LOOKING SOUTH ON NW MARKET ST.



⑤ LOOKING NORTH WEST ON 24TH AVE. NW



③ LOOKING SOUTH WEST ON NW MARKET ST.



⑥ LOOKING NORTH ON NW 54TH ST.

CONTEXT



1 - THE BALLARD FIREHOUSE

LARGE WOOD DOORS ON THE GROUND LEVEL MAKE THE SPACE INVITING. IT IS ALSO VERY CLOSE TO OUR PROJECT, AND AN IMPORTANT REPRESENTATION OF THE CONTEXT NEAR OUR PROJECT.



2 - BALLARD YARDS

THE NEWLY CONSTRUCTED APARTMENT BUILDING JUST WEST OF OUR SITE USES BRICK AT THE PEDESTRIAN LEVEL CREATING A WARMER AND MORE INTIMATE SPACE AT THE STREET.



3 - KEELSON APARTMENTS

SIMILARLY SIZED BUILDING LOCATED ROUGHLY THREE BLOCKS FROM OUR PROJECT. THIS BUILDING USES CHANGES OF MATERIAL IN 50-100' SEGMENTS SO STREET LEVEL IS NOT OVERWHELMED BY MIDDLE AND TOP OF BUILDING.



4 - MARK 24

LOCATED ACROSS THE STREET FROM OUR PROJECT. THE USE OF MATERIAL LIKE THE WOOD UNDER THE CANOPIES AND METAL SEEMS TO PAY HOMAGE TO THE INDUSTRIAL NATURE OF BALLARD.



5 - ODIN APARTMENTS

BUILDING IS LOCATED ABOUT FOUR BLOCKS AWAY FROM PROJECT SITE. APARTMENT BUILDING IS ABOUT THE SAME HEIGHT AS PROPOSED.



6 - NORDIC MUSEUM

AS WE DRAW INSPIRATION FROM NORDIC DESIGN WE LOOK TOWARDS THE ICONIC MUSEUM DOWN THE STREET THAT IS FULL OF WARM TEXTURE AND INTIMATE SPACES.



7 - BALLARD LIBRARY

LOCATED NORTH EAST OF PROJECT SITE, THE BALLARD LIBRARY INSPIRES US TO USE WARMER MATERIAL LIKE WOOD AS A STRONG DESIGN FEATURE.



8 - BERGEN PLACE

WE LOOK AT BERGEN PLACE AS ANOTHER LOCATION REPRESENTING NORDIC HISTORY. THIS PARK IS POPULATED WITH VARIOUS ART FEATURES SHOWING BALLARD'S NORDIC PAST.



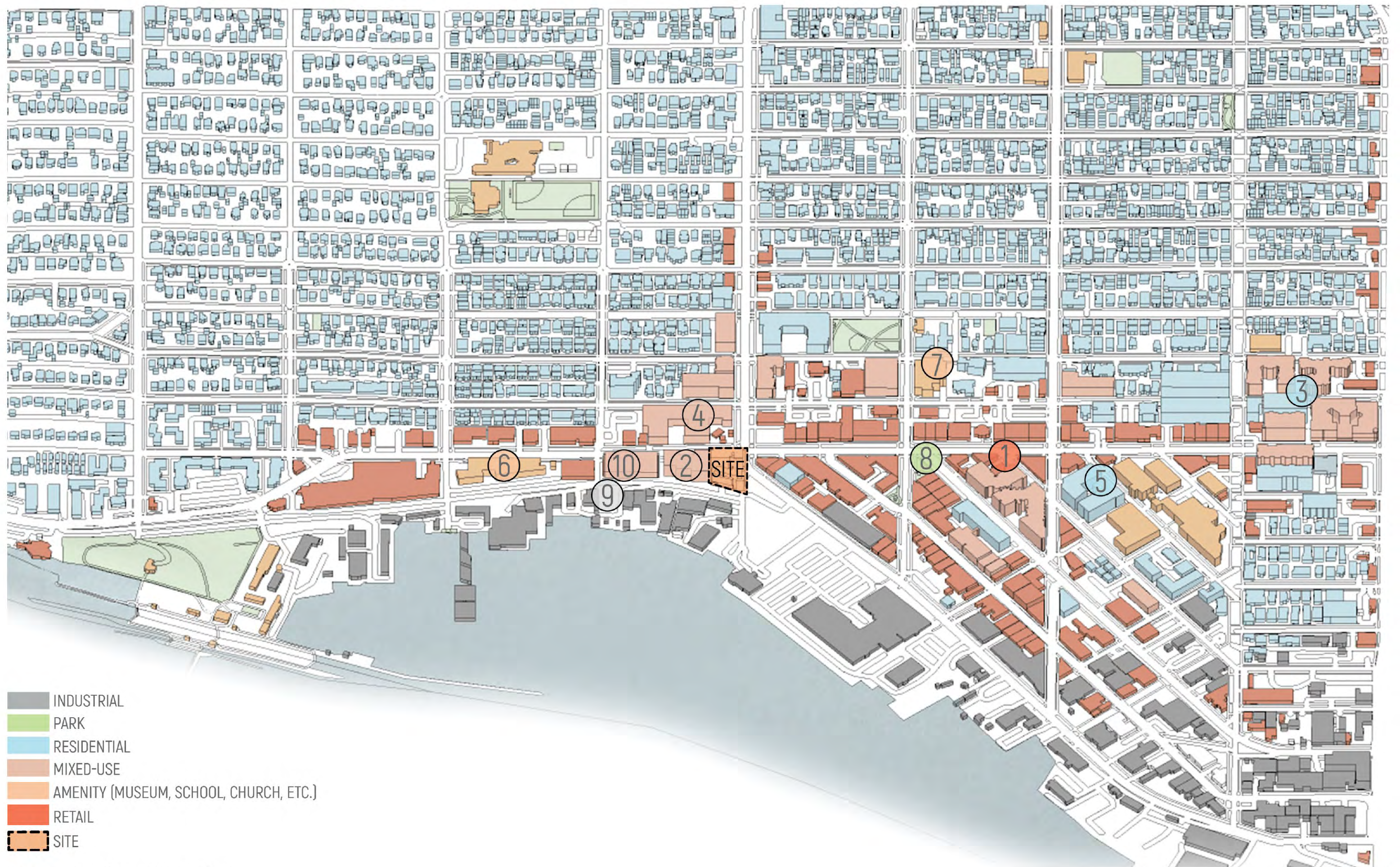
9 - BALLARD OIL

BALLARD OIL SITS JUST BEHIND THE PROJECT SITE, AND SERVES A REMINDER OF BALLARD'S INDUSTRIAL BACKGROUND.



10 - 2501 NW MARKET ST

2501 NW MARKET, LOCATED ON THE SAME BLOCK AS OUR PROPOSED PROJECT, UTILIZES STEPPING AND WARM WOOD TONES, AND BRICK AS A REACTION TO THE CONTEXT AND HISTORY OF BALLARD.



- INDUSTRIAL
- PARK
- RESIDENTIAL
- MIXED-USE
- AMENITY (MUSEUM, SCHOOL, CHURCH, ETC.)
- RETAIL
- SITE

STREETSCAPE

RETAIL
2 FLOORS
PARAPET ROOF

RETAIL
1 FLOOR
PARAPET ROOF

PROPERTY LINE

PROJECT SITE

RETAIL / OFFICE
3 FLOORS
PARAPET ROOF

RESTAURANT
1 FLOOR
PARAPET ROOF

PROPERTY LINE

APARTMENTS
7 FLOORS
PARAPET ROOF



NW MARKET ST
LOOKING SOUTH

MIXED-USE APARTMENTS
5 FLOORS
PARAPET ROOF

OPPOSITE PROJECT SITE

PROPERTY LINE

GAS STATION
1 FLOOR
PARAPET ROOF

EMPTY LOT

RETAIL
2 FLOORS
PARAPET ROOF

RETAIL
2 FLOORS
PARAPET ROOF



NW MARKET ST
LOOKING NORTH

STREETSCAPE

INDUSTRIAL
1 FLOOR
VAULTED ROOF

IG1 U/65 NC3P-75

PROPERTY LINE

PROJECT SITE

RETAIL / OFFICE
3 FLOORS
PARAPET ROOF

PROPERTY LINE

GAS STATION
1 FLOOR
PARAPET ROOF

APARTMENTS
3 FLOORS
PARAPET ROOF



24TH AVE NW
LOOKING WEST

RETAIL
1 FLOOR
PARAPET ROOF

EMPTY LOT

PROPERTY LINE

RETAIL
1 FLOOR
PARAPET ROOF

PARKING LOT

PROPERTY LINE

NC3P-75 IG1 U/65

OPPOSITE PROJECT SITE



24TH AVE NW
LOOKING EAST

ZONING MAP

THE PROJECT IS LOCATED ON THE EDGE OF THE NC3P-75 ZONE IN THE BALLARD HUB URBAN VILLAGE. IT SITS ON THE BORDER OF THE IG1 U/65 INDUSTRIAL ZONE TO THE SOUTH, AND THE MR-RC AND LR3 RESIDENTIAL ZONES LOCATED APPROXIMATELY ONE BLOCK TO THE NORTH.

- INDUSTRIAL (IG1 U/65)
- NEIGHBORHOOD COMMERCIAL (NC3P-75)
- LOW-RISE MULTI-FAMILY (LR3)
- MULTIFAMILY RESIDENTIAL (MR-RC)



ZONING INFORMATION

PERMITTED USES - SMC 23.47A.004

USES PERMITTED OUTRIGHT: RESIDENTIAL, OFFICE, LIVE-WORK UNITS, RETAIL, EATING & DRINKING ESTABLISHMENTS, INDOOR SPORTS & RECREATION, LODGING, & INSTITUTIONS

STREET LEVEL USES: SMC 23.47A.005

SINCE 24TH AVENUE NW AND NW MARKET STREET ARE PRINCIPAL PEDESTRIAN STREETS LOCATED IN A PEDESTRIAN-DESIGNATED ZONE (SMC 23.47A.005.D.2) ONE OR MORE OF THE FOLLOWING USES ARE REQUIRED ALONG 80% OF THE STREET-LEVEL, STREET-FACING FAÇADE ON THOSE TWO STREETS: EATING & DRINKING ESTABLISHMENT, INSTITUTION, LODGING, OFFICES, PARKS & OPEN SPACE, & SALES.

STREET LEVEL USES: SMC 23.47A.005.C

WEATHER PROTECTION IS REQUIRED ALONG AT LEAST 60% OF THE STREET FRONTAGE OF A STRUCTURE ON A PRINCIPAL PEDESTRIAN STREET.

STREET-LEVEL DEVELOPMENT STANDARDS - BLANK FAÇADES - SMC 23.47A.008.A.2

(B) BLANK FAÇADE FACING THE STREET SHALL NOT EXCEED 20' IN WIDTH (FAÇADE SHALL BE CALCULATED BETWEEN 2' AND 8' ABOVE THE SIDEWALK)

(C) THE TOTAL OF ALL BLANK FAÇADE SEGMENTS SHALL NOT EXCEED 40% OF THE WIDE OF THE FAÇADE ALONG THE STREET.

STREET-LEVEL DEVELOPMENT STANDARDS: SMC 23.47A.008.A

BLANK FAÇADES (ALL USES): MAX LENGTH 20', MAX. 40% OF TOTAL FAÇADE WIDTH.
MAXIMUM SETBACK: 10'D.

STREET-LEVEL DEVELOPMENT STANDARDS: SMC 23.47A.008.B

FAÇADE TRANSPARENCY: MIN. 60% OF FAÇADE AREA BETWEEN 2' & 8' ABOVE SIDEWALK.
DEPTH OF NON-RESIDENTIAL USE: 30' AVG., 15' MIN.
HEIGHT OF NON-RESIDENTIAL USE: 13' MIN. FLOOR-TO-FLOOR

STREET-LEVEL DEVELOPMENT STANDARDS: SMC 23.47A.008.D

THE FLOOR OF A DWELLING UNIT LOCATED ALONG A STREET-LEVEL STREET-FACING FAÇADE MUST BE AT LEAST 4-FEET ABOVE AVG. SIDEWALK GRADE, 4-FEET BELOW SIDEWALK GRADE, OR SET BACK AT LEAST 10-FEET FROM THE SIDEWALK. AN EXCEPTION IS ALLOWED IF APPLYING THE STANDARD WOULD MAKE THE UNIT INACCESSIBLE OR, DUE TO TOPOGRAPHY, WOULD MAKE ACCESS IMPRACTICAL.

STANDARDS APPLICABLE TO BALLARD HUB URBAN VILLAGE 23.47A.009F

FAÇADE MODULATION: MAX. UNMODULATED 100', NEED A 10' DEEP BY 15' WIDE MODULATION.
UPPER LEVEL SETBACKS:

- 1) A SETBACK WITH AN AVERAGE DEPTH OF 10' FROM ALL ABUTTING STREET LOT LINES IS REQUIRED FOR PORTIONS ABOVE 45'. THE MAX DEPTH OF A SETBACK THAT CAN BE USED FOR CALCULATING THE AVG SETBACK IS 20-FEET.
- 2) A SETBACK WITH AN AVERAGE DEPTH OF 15' IS REQUIRED ABOVE 65'. THE MAX DEPTH OF A SETBACK THAT CAN BE USED FOR CALCULATING THE AVG SETBACK IS 25-FEET.

SETBACK REQUIREMENTS: SMC 23.47A.014

FOR STREET FACING FAÇADES, PORTIONS ABOVE 65' MUST BE SET BACK AN AVERAGE OF 8'
FOR PORTIONS SET BACK MORE THAN 15', THE SETBACK DEPTH SHALL BE CONSIDERED 15' FOR CALCULATING THE AVERAGE. NO MORE THAN 20% OF THE PORTION OF THE STRUCTURE THAT MUST BE SET BACK MAY HAVE A SETBACK OF LESS THAN 5'

STRUCTURE HEIGHT - SMC 23.47A.012

STRUCTURE HEIGHT: 75' ABOVE AVERAGE GRADE.

LANDSCAPING AND SCREENING: SMC 23.47A.016

MINIMUM GREEN FACTOR SCORE: 0.30 STREET TREES REQUIRED.

AMENITY AREAS: SMC 23.47A.024

MINIMUM 5% OF THE TOTAL GROSS FLOOR AREA IN RESIDENTIAL USE

FLOOR AREA RATIO: SMC 23.47A.013

MAXIMUM FAR 5.5

EXEMPT FROM THE FAR CALCULATION ARE THE FLOOR AREA OF UNDERGROUND STORIES AND PORTIONS OF A STORY THAT EXTEND NO MORE THAN FOUR (4) FEET ABOVE EXISTING/FINISHED GRADE. SMC 23.47A.013.B

REQUIRED PARKING: SMC 23.54.015 TABLE B

RESIDENTIAL USES: NONE REQUIRED IN FREQUENT TRANSIT AREA IN URBAN VILLAGE
NON-RESIDENTIAL USES: NONE REQUIRED IN FREQUENT TRANSIT AREA IN URBAN VILLAGE

BICYCLE PARKING: SMC 23.54.015 TABLE D

RESIDENTIAL:

1 LONG-TERM STALL PER DWELLING UNIT, AND 1 SHORT-TERM STALL 20 DWELLING UNITS.

RETAIL:

1 LONG-TERM PER 4,000 SF, AND 1 SHORT-TERM PER 2,000 SF.

EATING & DRINKING ESTABLISHMENTS:

1 LONG-TERM PER 5,000 SF, AND 1 SHORT-TERM PER 1,000 SF.

PARKING LOCATION AND ACCESS SMC 23.47A.032

PARKING ACCESS SHALL NOT BE FROM A PEDESTRIAN STREET

PARKING SHALL NOT BE LOCATED BETWEEN THE STRUCTURE AND THE STREET.

PARKING WITHIN THE STRUCTURE AT STREET LEVEL MUST BE SEPARATED FROM THE STREET BY ANOTHER USE.

SOLID WASTE AND RECYCLING STORAGE: SMC 23.54.040

RESIDENTIAL: 575 SF + 4 SF PER UNIT OVER 100 UNITS

MAY BE REDUCED 15% IF SPACE IS >20' WIDE

RETAIL: 82 SF FOR <5,000 SF OF RETAIL (-50% IN MIXED-USE DEVELOPMENT)

BICYCLE PARKING - SMC 23.54.015 & 23.54.015.K.4

COMMERCIAL (GENERAL RETAIL); LINE A.6 - LONG TERM BICYCLE PARKING - 1 PER 4,000 SF

- SHORT TERM BICYCLE PARKING - 1 PER 2,000 SF

RESIDENTIAL; LINE D.2 - LONG TERM BICYCLE PARKING - 1 PER DWELLING UNIT *AFTER 50 SPACES, ADDITIONAL SPACES ARE REQUIRED AT 75% RATIO

- SHORT TERM BICYCLE PARKING - 1 PER 20 UNITS

NOTE: IN MIXED USE DEVELOPMENTS, STORAGE SPACE FOR GARBAGE MAY BE SHARED BETWEEN RESIDENTIAL AND NON-RESIDENTIAL USES, BUT SEPARATE SPACES FOR RECYCLING SHALL BE PROVIDED.

SITE PLAN - OPTION 1

PROJECT DESCRIPTION

188,130 SF SF MIXED-USE BUILDING WITH 3,990 SF OF RETAIL, 175 RESIDENTIAL UNITS, 6,300 SF OF COMMON AMENITY SPACE AND PARKING FOR 113 VEHICLES. THE BUILDING IS 4 STORIES OF TYPE IA CONSTRUCTION BELOW 6 STORIES OF TYPE IIIA CONSTRUCTION.

OWNER : DEAL INVESTMENTS | DEAL DEVELOPMENT

ADDRESS: LOT MERGER PROPOSED
 2401 NW MARKET ST, SEATTLE, WA 98107 (1125039011)
 2409 NW MARKET ST, SEATTLE, WA 98107 (1125039097)
 2410 NW 54TH ST, SEATTLE, WA 98107 (1125039077)

LEGAL DESCRIPTION

1125039011

POR GL 3 SEC 11-25-3 DAF - BEG NE COR TR 49 FARMDALE HOMESTEAD TH NWLY ALG N LN SD TR TAP 150 FT W OF E LN SD TR 49 PRODUCED TH SLY PLW E LN SD TR TO GNRR R/W TH SELY ALG SD R/W TO E LN SD TR 49 TH N TO POB LESS POR THOF FOR 24TH AVE NW & LESS POR THOF FOR NW MARKET ST

1125039097

POR OF GL 3 IN SEC 11-25-3 DAF BAAP ON S MGN MARKET ST AAP 189 FT W OF E LN TR 49 FARMDALE HOMESTEAD TH W ALG SD S MGN SD MARKET ST 36FT TH S ALG LN 225 FT W OF & PLT E LN SD TR 49 DIST 71.38 FT TH E TAP 71.73 FT S OF SD MARKET ST & ON LN 189 FT W OF & PLT SD E LN TR 49 TH N ALG SD PLL LN 71.73 FT TO POB ALSO POR SD GL 3 DAF BAAP ON S MGN MARKET ST AAP 225 FT W OF SD E LN SD FARMDALE HOMESTEAD TH S ALG LN PLT & 225 FT W OF SD E PLAT LN 71.38 FT TO TPOB TH E75FT TAP 150 FT W OF SD E LN TRACT 49 & 72.10 FT S OF SD S MGN MARKET ST TH S ALG LN 150 FT W OF & PLT E LN SD TR 97.40 FT TO N MGN GNRR R/W TH WLY ALG SD N MGN TAP 225 FT W OF SD E LN TR 49 & 76.60 FT S OF TPOB TH N ALG LN 225 FT W & PLT SD E LN TR 49 76.60 FT TO TPOB

1125039077

POR GL 3 BEG AT PT ON S MGN OF MARKET ST 189 FT W OF E LN OF TR 49 FARMDALE HOMESTEAD VAC TH E 39 FT TH S 72.10 FT TH W TO PT 189 FT W OF SD E LN & 71.38 FT S OF BEG TH N 71.38 FT TO BEG

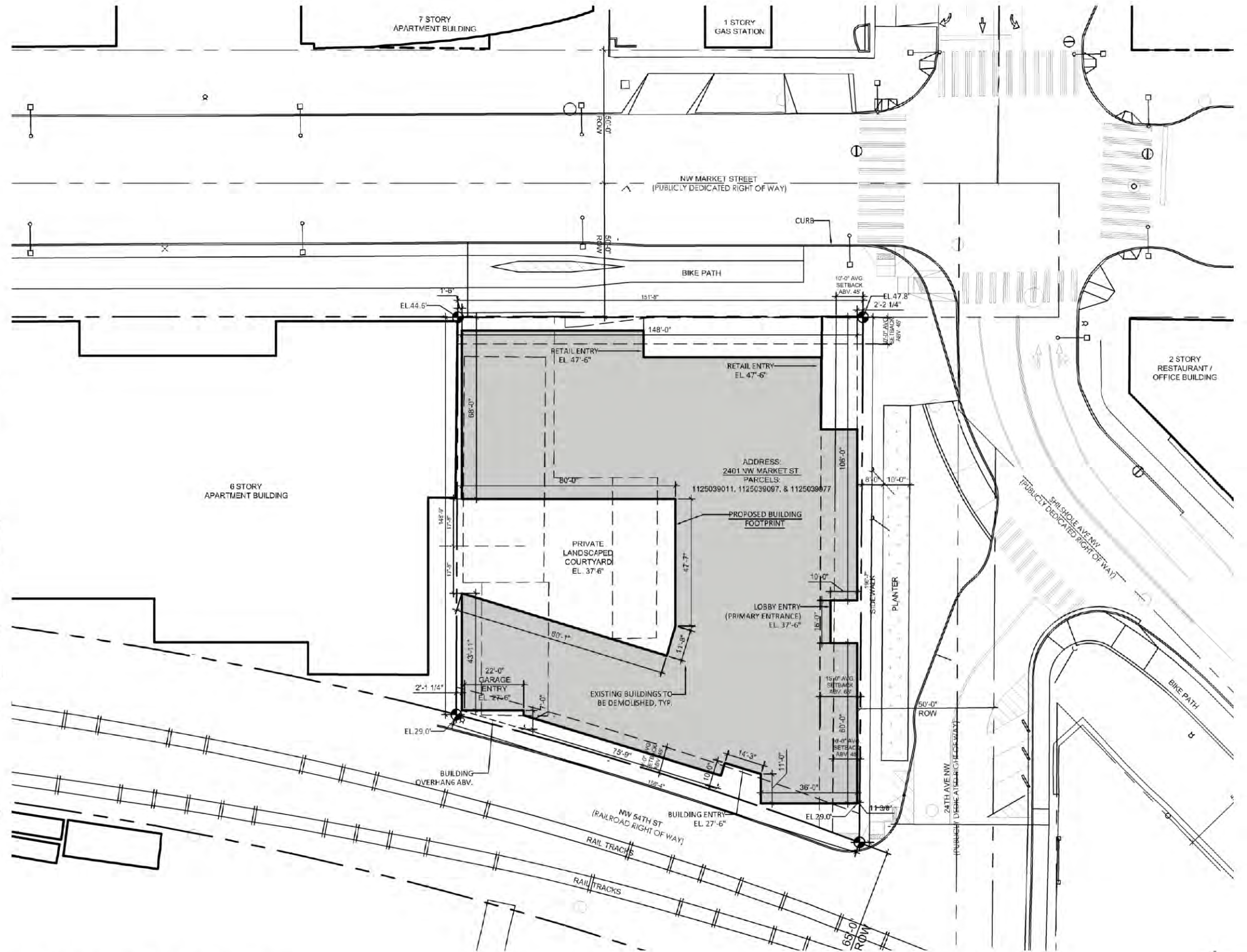
LOT SITE AREA : 25,570 SF

ZONING : NC3P-75(M)

OVERLAY : BALLARD HUB URBAN VILLAGE

ECA : STEEP SLOPE

2401 NW MARKET ST | EARLY DESIGN GUIDANCE



2401 NW MARKET ST.
 SEATTLE, WA
 SCALE: 1" = 40'-0"



SITE PLAN - OPTION 2

PROJECT DESCRIPTION

189,380 SF MIXED-USE BUILDING WITH 3,990 SF OF RETAIL, 179 RESIDENTIAL UNITS, 6,300 SF OF COMMON AMENITY SPACE AND PARKING FOR 113 VEHICLES. THE BUILDING IS 4 STORIES OF TYPE IA CONSTRUCTION BELOW 6 STORIES OF TYPE IIIA CONSTRUCTION.

OWNER : DEAL INVESTMENTS | DEAL DEVELOPMENT

ADDRESS: LOT MERGER PROPOSED
 2401 NW MARKET ST, SEATTLE, WA 98107 (1125039011)
 2409 NW MARKET ST, SEATTLE, WA 98107 (1125039097)
 2410 NW 54TH ST, SEATTLE, WA 98107 (1125039077)

LEGAL DESCRIPTION

1125039011

POR GL 3 SEC 11-25-3 DAF - BEG NE COR TR 49 FARMDALE HOMESTEAD TH NWLY ALG N LN SD TR TAP 150 FT W OF E LN SD TR 49 PRODUCED TH SLY PLW E LN SD TR TO GNRR R/W TH SELY ALG SD R/W TO E LN SD TR 49 TH N TO POB LESS POR THOF FOR 24TH AVE NW & LESS POR THOF FOR NW MARKET ST

1125039097

POR OF GL 3 IN SEC 11-25-3 DAF BAAP ON S MGN MARKET ST AAP 189 FT W OF E LN TR 49 FARMDALE HOMESTEAD TH W ALG SD S MGN SD MARKET ST 36FT TH S ALG LN 225 FT W OF & PLT E LN SD TR 49 DIST 71.38 FT TH E TAP 71.73 FT S OF SD MARKET ST & ON LN 189 FT W OF & PLT SD E LN TR 49 TH N ALG SD PLL LN 71.73 FT TO POB ALSO POR SD GL 3 DAF BAAP ON S MGN MARKET ST AAP 225 FT W OF SD E LN SD FARMDALE HOMESTEAD TH S ALG LN PLT & 225 FT W OF SD E PLAT LN 71.38 FT TO TPOB TH E 75FT TAP 150 FT W OF SD E LN TRACT 49 & 72.10 FT S OF SD S MGN MARKET ST TH S ALG LN 150 FT W OF & PLT E LN SD TR 97.40 FT TO N MGN GNRR R/W TH WLY ALG SD N MGN TAP 225 FT W OF SD E LN TR 49 & 76.60 FT S OF TPOB TH N ALG LN 225 FT W & PLT SD E LN TR 49 76.60 FT TO TPOB

1125039077

POR GL 3 BEG AT PT ON S MGN OF MARKET ST 189 FT W OF E LN OF TR 49 FARMDALE HOMESTEAD VAC TH E 39 FT TH S 72.10 FT TH W TO PT 189 FT W OF SD E LN & 71.38 FT S OF BEG TH N 71.38 FT TO BEG

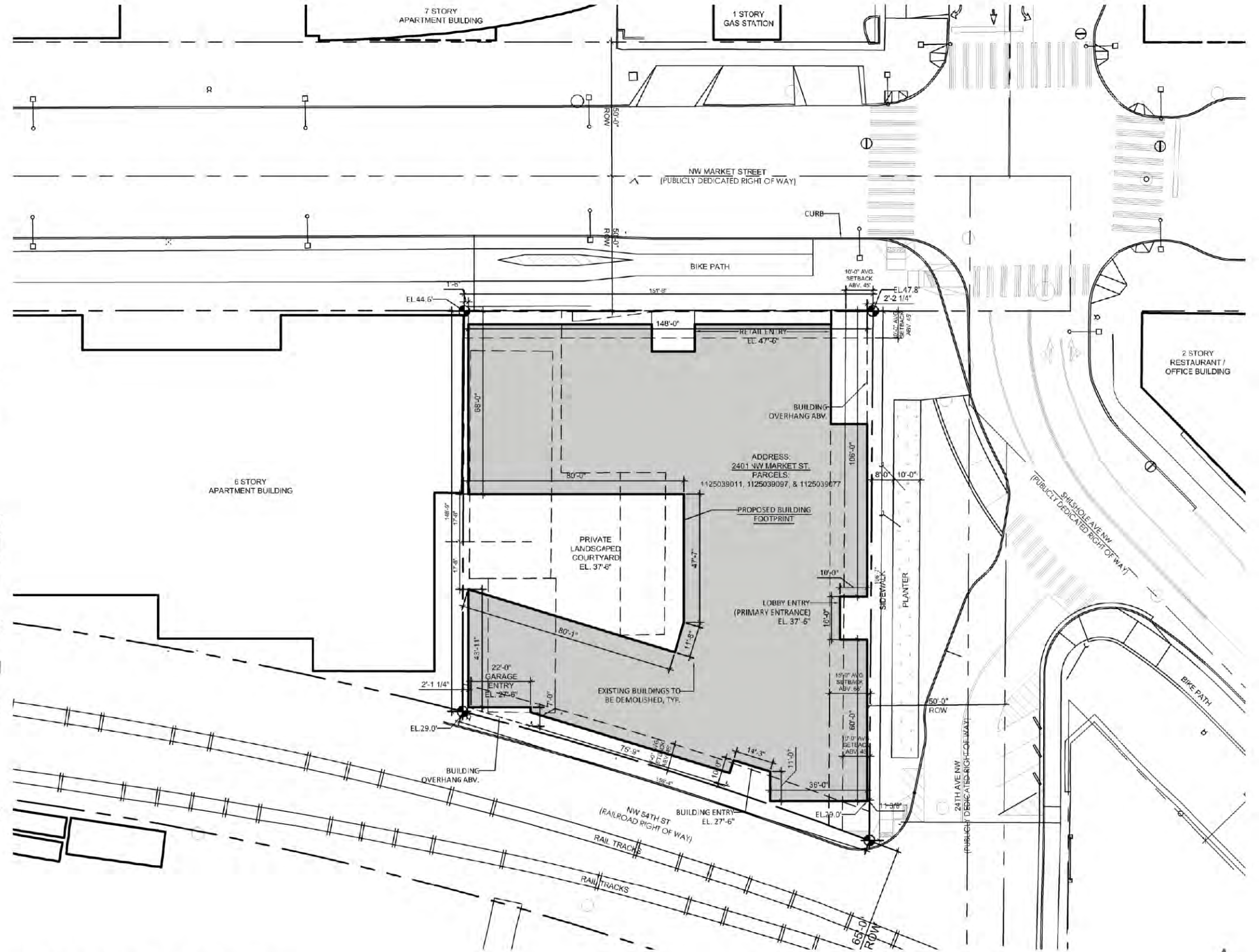
LOT SITE AREA : 25,570 SF

ZONING : NC3P-75(M)

OVERLAY : BALLARD HUB URBAN VILLAGE

ECA : STEEP SLOPE

2401 NW MARKET ST | EARLY DESIGN GUIDANCE



2401 NW MARKET ST.

SEATTLE, WA
 SCALE: 1" = 40'-0"



SITE PLAN - OPTION 3

PROJECT DESCRIPTION

180,285 SF MIXED-USE BUILDING WITH 7,230 SF OF RETAIL, 173 RESIDENTIAL UNITS, 6,300 SF OF COMMON AMENITY SPACE AND PARKING FOR 113 VEHICLES. THE BUILDING IS 4 STORIES OF TYPE IA CONSTRUCTION BELOW 6 STORIES OF TYPE IIIA CONSTRUCTION.

OWNER : DEAL INVESTMENTS | DEAL DEVELOPMENT

ADDRESS: LOT MERGER PROPOSED
 2401 NW MARKET ST, SEATTLE, WA 98107 (1125039011)
 2409 NW MARKET ST, SEATTLE, WA 98107 (1125039097)
 2410 NW 54TH ST, SEATTLE, WA 98107 (1125039077)

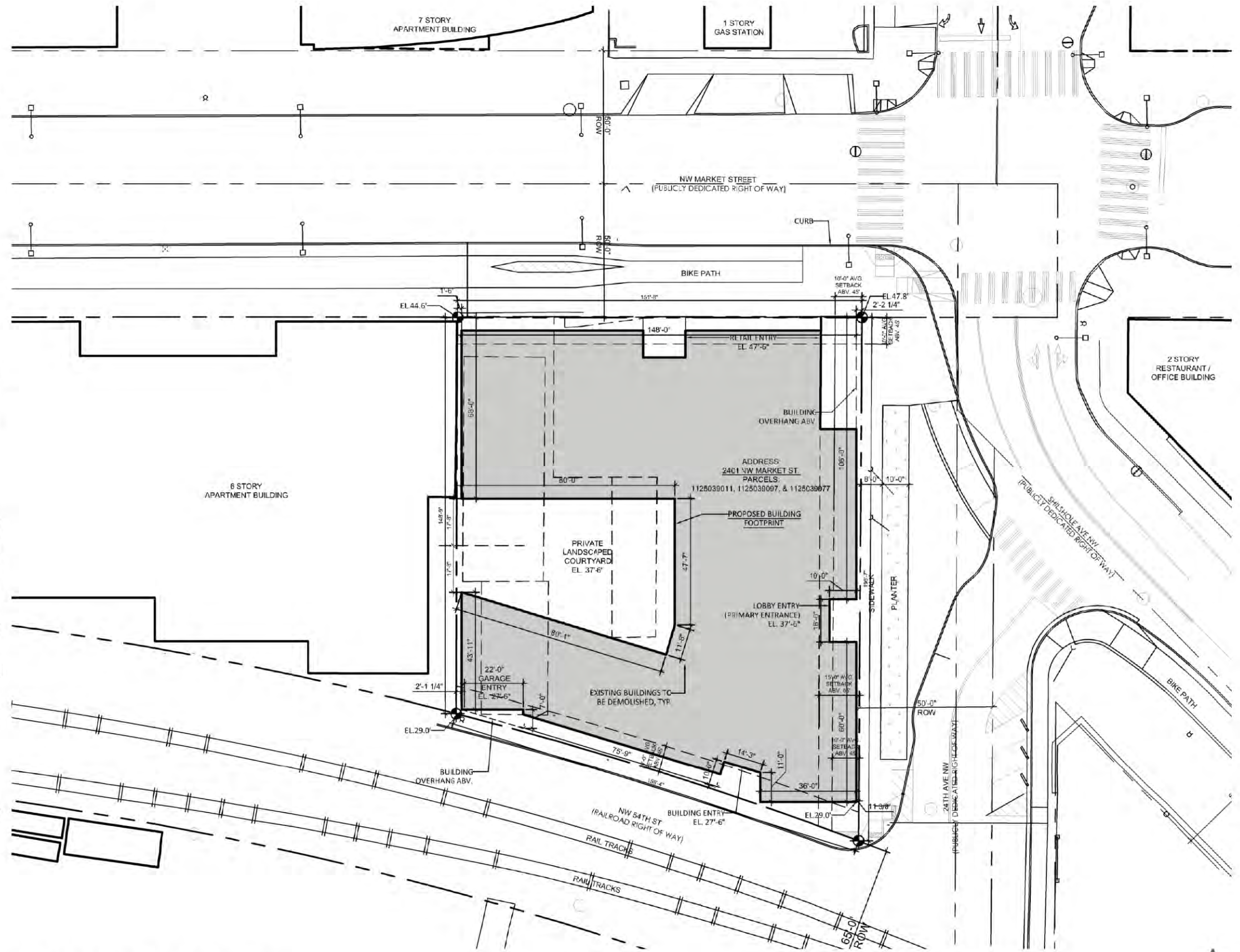
LEGAL DESCRIPTION

1125039011
 POR GL 3 SEC 11-25-3 DAF - BEG NE COR TR 49 FARMDALE HOMESTEAD TH NWLY ALG N LN SD TR TAP 150 FT W OF E LN SD TR 49 PRODUCED TH SLY PLW E LN SD TR TO GNRR R/W TH SELY ALG SD R/W TO E LN SD TR 49 TH N TO POB LESS POR THOF FOR 24TH AVE NW & LESS POR THOF FOR NW MARKET ST

1125039097
 POR OF GL 3 IN SEC 11-25-3 DAF BAAP ON S MGN MARKET ST AAP 189 FT W OF E LN TR 49 FARMDALE HOMESTEAD TH W ALG SD S MGN SD MARKET ST 36FT TH S ALG LN 225 FT W OF & PLT E LN SD TR 49 DIST 71.38 FT TH E TAP 71.73 FT S OF SD MARKET ST & ON LN 189 FT W OF & PLT SD E LN TR 49 TH N ALG SD PLL LN 71.73 FT TO POB ALSO POR SD GL 3 DAF BAAP ON S MGN MARKET ST AAP 225 FT W OF SD E LN SD FARMDALE HOMESTEAD TH S ALG LN PLT & 225 FT W OF SD E PLAT LN 71.38 FT TO TPOB TH E75FT TAP 150 FT W OF SD E LN TRACT 49 & 72.10 FT S OF SD S MGN MARKET ST TH S ALG LN 150 FT W OF & PLT E LN SD TR 97.40 FT TO N MGN GNRR R/W TH WLY ALG SD N MGN TAP 225 FT W OF SD E LN TR 49 & 76.60 FT S OF TPOB TH N ALG LN 225 FT W & PLT SD E LN TR 49 76.60 FT TO TPOB

1125039077
 POR GL 3 BEG AT PT ON S MGN OF MARKET ST 189 FT W OF E LN OF TR 49 FARMDALE HOMESTEAD VAC TH E 39 FT TH S 72.10 FT TH W TO PT 189 FT W OF SD E LN & 71.38 FT S OF BEG TH N 71.38 FT TO BEG

LOT SITE AREA : 25,570 SF
 ZONING : NC3P-75(M)
 OVERLAY : BALLARD HUB URBAN VILLAGE
 ECA : STEEP SLOPE
 2401 NW MARKET ST | EARLY DESIGN GUIDANCE

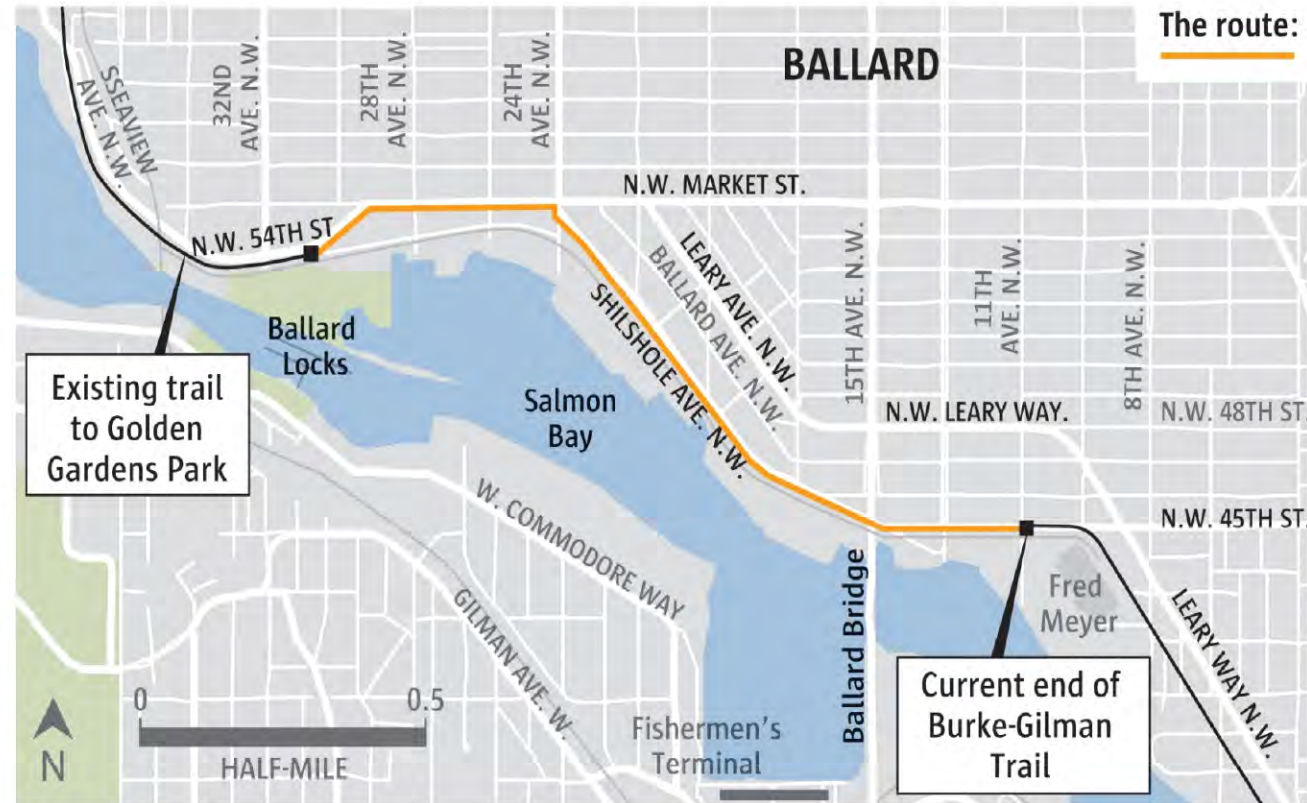


2401 NW MARKET ST.
 SEATTLE, WA
 SCALE: 1" = 40'-0"



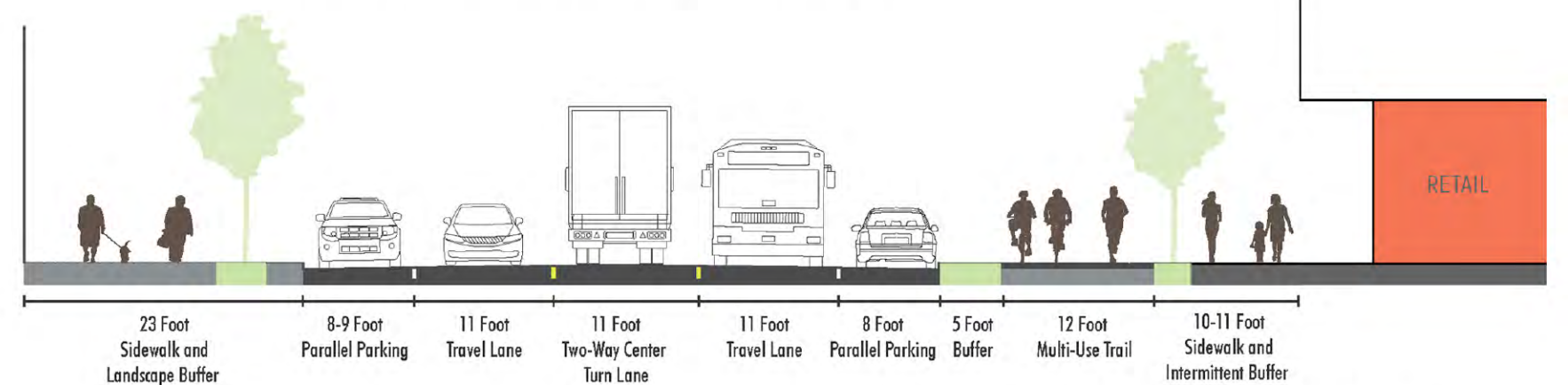
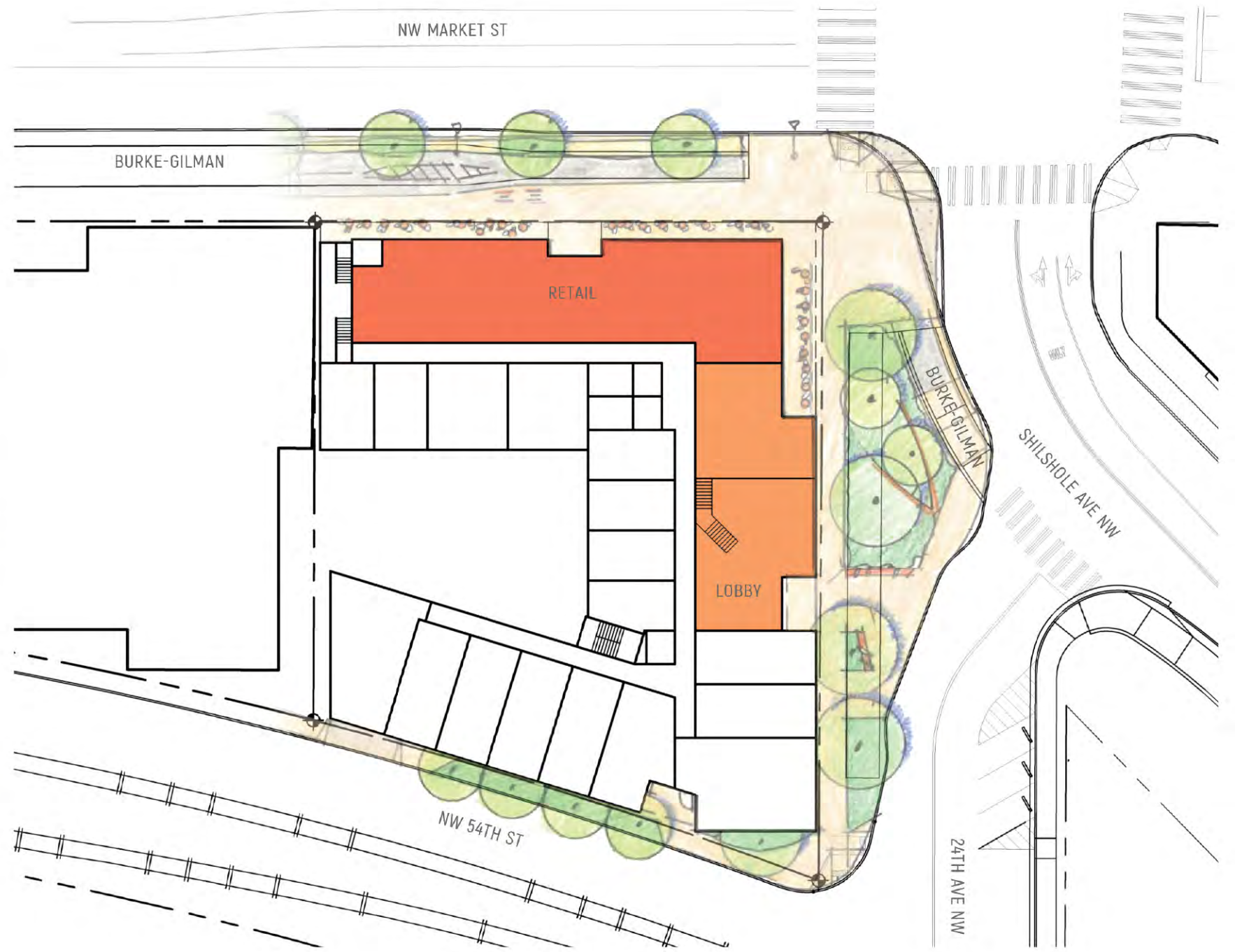
LINKING THE BURKE-GILMAN

PROPOSED BURKE-GILMAN TRAIL "MISSING LINK" WILL BEGIN CONSTRUCTION AS SOON AS 2023, AND WILL RUN DIRECTLY IN FRONT OF OUR SITE.



THE BURKE-GILMAN TRAIL MISSING LINK REFERS TO THE LONG-PLANNED MULTI-USE TRAIL SAFETY IMPROVEMENTS ALONG 1.4 MILES OF SALMON BAY EAST OF THE BALLARD LOCKS CONNECTING THE TWO EXISTING SECTIONS OF THE BURKE-GILMAN TRAIL IN BALLARD. THE TRAIL CURRENTLY SERVES HUNDREDS OF PEOPLE WALKING AND RIDING BIKES ALONG THE CORRIDOR EVERY DAY. THE CITY HAS WORKED WITH THE BALLARD COMMUNITY ON THIS CRITICAL SAFETY INVESTMENT SINCE 2001 AND INCLUDED A COMMITMENT TO COMPLETE THE PROJECT AS A PART OF THE VOTER-APPROVED LEVY TO MOVE SEATTLE.

- SEATTLE DEPARTMENT OF TRANSPORTATION



MISSING LINK PROPOSED 100' ROW CROSS SECTION THROUGH NW MARKET ST

DESIGN GUIDELINES



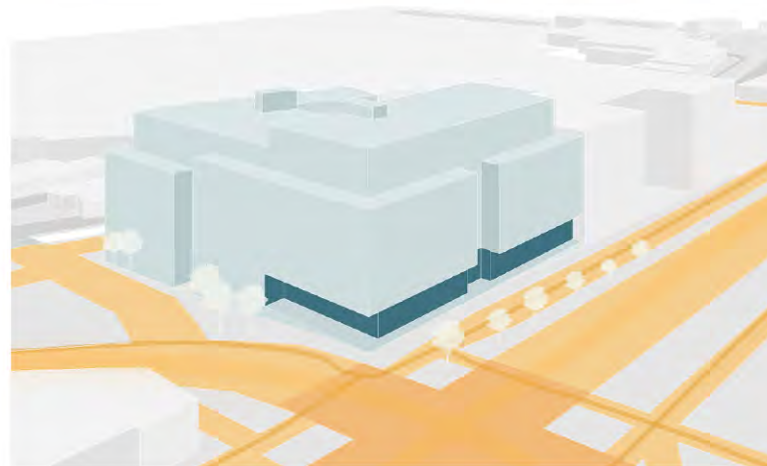
CS2 | URBAN PATTERN & FORM

1.A | CHARACTER CORE

LOCATION IN THIS NEIGHBORHOOD ESTABLISH A DISTINCT CHARACTER WITH HUMAN SCALE, DETAIL, AND PERMANENCE. PEDESTRIAN ORIENTED FRONTAGE AND HELP SOLIDIFY THE WALKABLE BUSINESS DISTRICT.

RESPONSE:

- ALLOW FOR A MIX OF COMMERCIAL USES AT THE STREET LEVEL
- REFLECT THE HISTORIC 50' LOT WIDTH THROUGH ARTICULATION OF MATERIAL AND ARCHITECTURAL FORM
- EMPLOY MASSING BREAKS SO THAT IT CORRELATES WITH BUILDING PROGRAM AND REDUCES THE PERCEPTION OF THE SIZE.
- USE THE ARTICULATION OF MATERIAL TO DRAW ATTENTION TO THE STREET LEVEL USES.
- RESPOND TO BALLARD'S NORDIC HISTORY THROUGH VARIOUS DESIGN ELEMENTS AND MATERIAL.



CS2 | URBAN PATTERN & FORM

2.B | ARCHITECTURAL PRESENCE AT GATEWAYS

NW MARKET ST & 24TH AVE NW IS A MAJOR GATEWAY. PROJECTS AT THIS GATEWAY SHOULD HAVE A STRONG VISUAL IDENTITY.

RESPONSE:

- INTERCONNECT THE DESIGN OF THE BUILDING TO THE NEW ADJACENT BIKE ROUTE PROPOSED TO CREATE AN HARMONIOUS RELATIONSHIP BETWEEN PEDESTRIAN, CYCLISTS, AND SHOPPERS.
- CREATE STREET LEVEL OPEN SPACES TO PRODUCE A WELCOMING COMMERCIAL FRONTAGE AT THIS MAJOR INTERSECTION.
- DESIGN AN ICONIC ELEMENT IN CORNER OF THE BUILDING AT THIS MAJOR INTERSECTION TO CREATE A SENSE OF PLACE.



CS2 | URBAN PATTERN & FORM

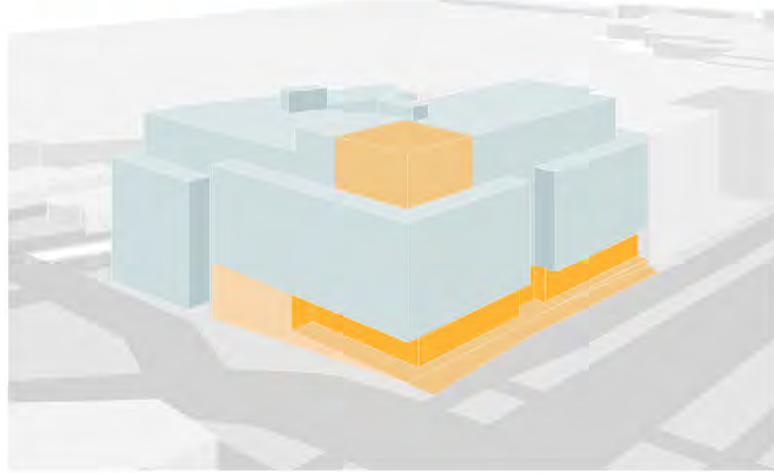
3.A1 | CONNECTION TO THE STREET: CHARACTER CORE

STREET-LEVEL FACADE DESIGN SHOULD CREATE A STRONG CONNECTION TO PEDESTRIANS. STREET LEVEL FACADES SHOULD HAVE GREATER PROPORTION OF WINDOWS THAN SOLIDS.

RESPONSE:

- CREATE A TRANSPARENT GROUND LEVEL WHILE ALSO SETTING BACK THE GROUND LEVEL FACADE TO ALLOW FOR A MORE INVITING PEDESTRIAN FOOT AND BIKE TRAFFIC.
- CREATE A CONTINUOUS STREET LEVEL WALL WITH ENGAGING STOREFRONT FEATURES TO SUPPORT AND CREATE AN ACTIVE ENVIRONMENT.
- USE WARM MATERIALS LIKE WOOD AT STREET LEVEL TO RESPOND AND CONTINUE THE LINEAGE OF NORDIC HISTORY AND ARCHITECTURE IN BALLARD.

DESIGN GUIDELINES



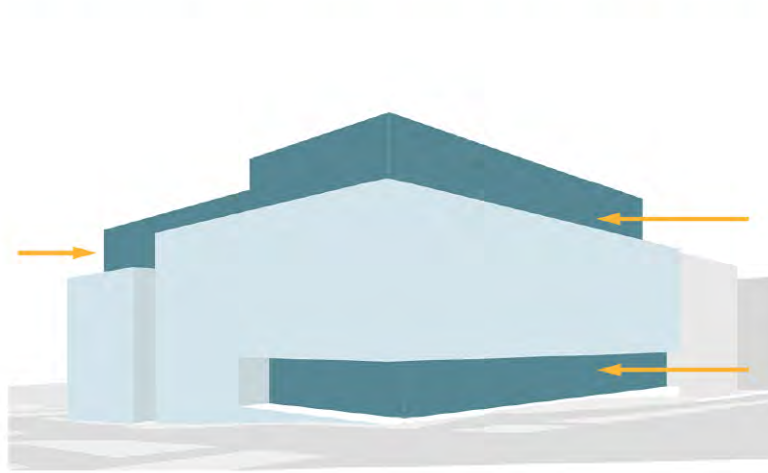
CS2 | URBAN PATTERN & FORM

4.A | RELATIONSHIP TO THE BLOCK: CORNER SITES

PROVIDE LARGE DISPLAY WINDOWS THAT WRAP THE CORNER IN ORDER TO ACCOMMODATE COMMERCIAL GROUND-FLOOR USES.

RESPONSE:

- HIGHLIGHT CORNER USING ARCHITECTURAL FORM THAT WRAPS TO HELP CREATE A MORE INVITING APPROACH TO THE BUILDING.
- USE GLAZING THAT WRAPS THE CORNER TO CREATE A CONNECTION BETWEEN PUBLIC OPEN SPACE AND COMMERCIAL USE.
- CREATE ICONIC ELEMENT AT CORNER TO BE PERCEIVED FROM VARIOUS ANGLES AND STREETS ADJACENT TO SITE.
- USE SETBACKS AT STREET LEVEL AND UPPER LEVELS TO REDUCE THE MASS AT THE CORNER.



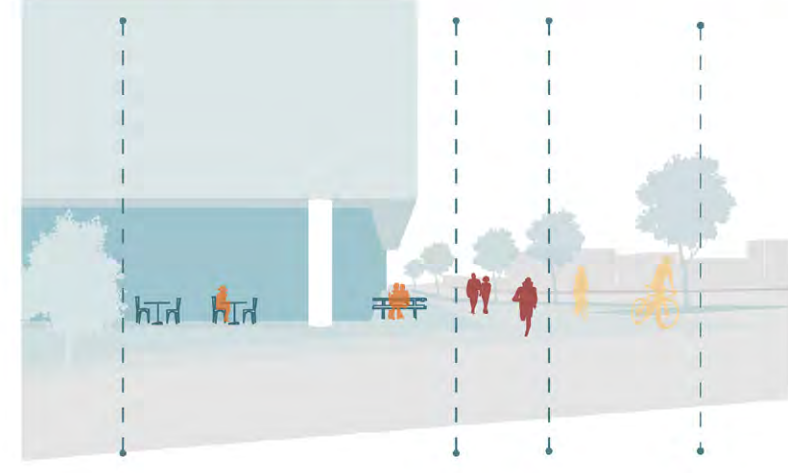
CS2 | URBAN PATTERN & FORM

5.A | HEIGHT, BULK & SCALE: CHARACTER CORE

WORK WITH UPPER LEVEL SETBACKS TO AVOID CREATING A CANYON FEEL. CONSIDER ORIENTING OPEN AREAS THAT PROVIDE LIGHT AND AIR TO RESIDENCES ON THE UPPER LEVELS TOWARDS THE STREET.

RESPONSE:

- USE THE UPPER LEVEL SETBACKS TO MINIMIZE THE CANYON LIKE FEEL WHILE ALSO CREATING MORE SPACE FOR PEDESTRIAN MOVEMENT AT THE GROUND LEVEL.
- CREATE OPEN SPACE ON ROOF TO PROVIDE LIGHT AND AIR WHILE ALSO ALLOWING RESIDENCES TO HAVE MORE PRIVACY FROM THE STREET LEVEL.



PL1 | CONNECTIVITY

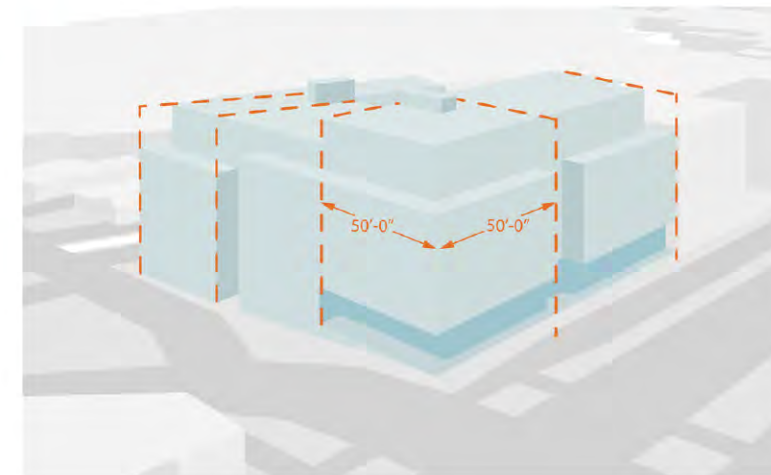
2.A | WALKWAY & CONNECTIONS: PEDESTRIAN VOLUMES

CREATE WELCOMING AND SPACIOUS SIDEWALK ENVIRONMENT THROUGH INTEGRATING PRIVATE OPEN SPACE, SETBACKS AND CAREFUL LOCATION OF ENTRANCES AT THE GATEWAY.

RESPONSE:

- PLACE THE ENTRANCES FOR RETAIL OFF OF MARKET STREET ENHANCING THE PUBLIC WHILE PLACING RESIDENTIAL ENTRANCES WILL BE OFF OF 24TH FOR A MORE PRIVATE APPROACH
- CREATE A WIDER FRONTAGE SPACE FOR COMMERCIAL USE AT STREET LEVEL TO ALLOW FOR SEATING AND MORE OPEN SPACE.
- CLEARLY ORGANIZE PEDESTRIAN ZONE AT CORNER ACCORDING TO DIFFERENT CIRCULATION PATHS AND ACTIVITY.

DESIGN GUIDELINES



PL3 | STREET LEVEL INTERACTION

1.B | RETAIL ENTRIES: CHARACTER CORE

ALONG PRINCIPAL PEDESTRIAN STREETS IN PEDESTRIAN DESIGNATION ZONES, CONTINUE THE PRECEDENT OF A HIGH DENSITY OF STOREFRONTS, ENTRIES, AND THE HUMAN-SCALE OF THE STREET-FACING FAÇADES.

RESPONSE:

- RESPOND TO THE CHARACTER AND DESIGN OF RETAIL IN THE NEIGHBORING SITES AND CREATE A CONTINUOUS RETAIL FRONTAGE THAT CORRESPONDS WITH THOSE SITES SO TO NOT CREATE DISCONTINUITY AT WALKING LEVEL.
- FOCUS ON THE SMALL SCALE FEATURES LIKE MATERIAL CHANGES, LIGHTING, SIGNAGE AND ENTRANCES AT THIS PROMINENT CORNER
- USE GLAZING TO VISUALLY EXTEND PUBLIC SPACE
- USE THE STREET LEVEL SETBACK AND WARMER MATERIALS TO CREATE A BETTER SENSE OF HUMAN SCALE IN THIS PEDESTRIAN DESIGNATED ZONE.

PL3 | STREET LEVEL INTERACTION

4 | RETAIL EDGES

SHOULD BE POROUS, AND INCLUDE PEDESTRIAN INTEREST AND DIVERSE STOREFRONT TREATMENTS AND TENANT SPACES.

RESPONSE:

- USE GLAZING AT RETAIL LOCATIONS AS A MEANS TO CONNECT PUBLIC AREA AND COMMERCIAL USES
- SETBACK STREET LEVEL COMMERCIAL TO PROVIDE AREAS FOR OUTDOOR SEATING AND OVERFLOW OF FOOT TRAFFIC FROM PUBLIC TRAIL ADJACENT TO SITE.
- PROVIDE OPPORTUNITIES FOR MULTIPLE RETAIL SPACES

DC2 | ARCHITECTURAL CONCEPT

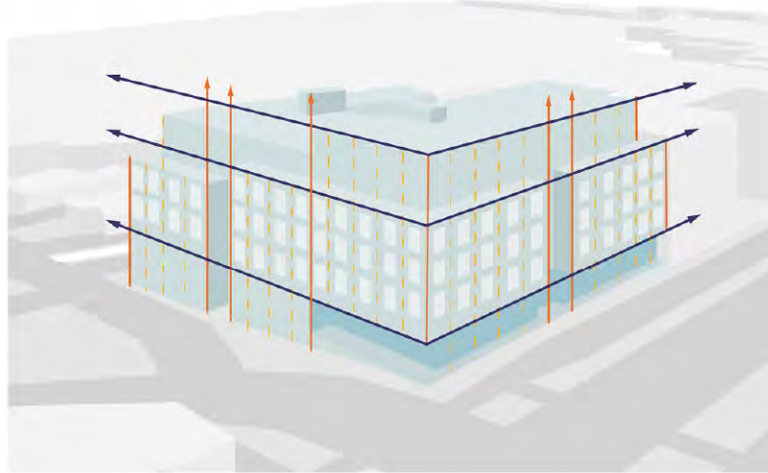
1.A | MASSING: REDUCE PERCEIVED MASS

MASSING OF NEW BUILDINGS SHOULD REFLECT THE DOMINANT 50-100 FT PARCEL WIDTH THAT WAS COMMON IN AREAS PLATTED UP TO 1930.

RESPONSE:

- USE THE UPPER LEVEL SETBACKS TO BREAK UP THE FACADE AND HELP REDUCE THE PERCEIVED MASS.
- ARTICULATE THE FACADE WITH SHORTER BREAKS USING MATERIAL AND GLAZING AT THE STREET LEVEL TO CREATE A STRONGER PEDESTRIAN EXPERIENCE THROUGH A REDUCED SCALE.
- BREAK THE CONTINUITY OF MATERIAL FROM STREET LEVEL UP THROUGH THE RESIDENTIAL FLOORS TO MIRROR THE TRADITIONAL HISTORIC ELEMENT THAT IS PRESENT THROUGHOUT BALLARD.

DESIGN GUIDELINES



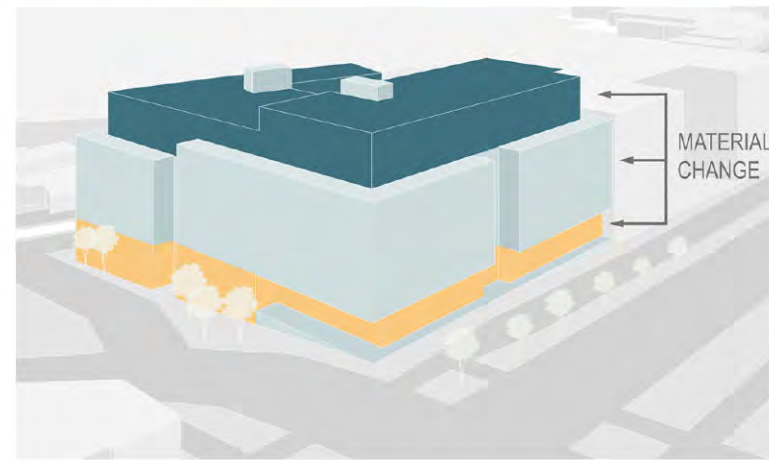
DC2 | ARCHITECTURAL CONCEPT

2.A | ARCHITECTURAL & FACADE COMPOSITION

PROVIDE CONTINUITY OF RHYTHM OF VERTICAL & HORIZONTAL ELEMENTS ALONG A BLOCK. MAXIMIZE THE VISIBILITY OF CORNER LOCATIONS BY PLACING ENTRANCES AND STRONG FEATURES ON CORNERS.

RESPONSE:

- USE SMALLER SPACING AND CREATE A RHYTHMIC PATTERN USING GLAZING AND OTHER MATERIAL ALONG THE FACADE
- CREATE A STRONG AND SPACIOUS ENTRANCE AT THE CORNER OF 24TH & MARKET ST TO HIGHLIGHT THIS MAJOR PEDESTRIAN ORIENTATED AREA.
- PLACE STRONG DESIGN FEATURE ON CORNER TO ENHANCE THE SENSE OF PLACE



DC2 | ARCHITECTURAL CONCEPT

4.A.3 | FORM & FUNCTION: LEGIBILITY AND FLEXIBILITY

CREATE A STRONG BUILDING BASE DESIGN PRESENCE SO THAT THE STREET LEVEL IS NOT OVERWHELMED BY THE MIDDLE AND TOP OF THE BUILDING.

RESPONSE:

- USE MATERIAL AND ARCHITECTURAL FORM TO DIFFERENTIATE BETWEEN RESIDENTIAL AND COMMERCIAL
- CREATE SMALLER COMMERCIAL SPACES TO INVITE DIVERSE SMALL BUSINESSES TO THIS AREA.
- CREATE A STRONG BASE DESIGN THROUGH THE NATURALLY PROMINENT CORNER ON 24TH & MARKET ST USING GROUND LEVEL SETBACKS, MATERIAL CHANGES, TRANSPARENCY, AND PUBLIC OPEN SPACE USE.



DC4 | EXTERIOR ELEMENTS & FINISHES

A.6 | EXTERIOR FINISH MATERIALS

TRADITIONAL MATERIALS LIKE BRICK AND STONE ARE PREFERRED FOR THE CHARACTER CORE. DETAILS AND TEXTURE OF MATERIALS USED IN THE CHARACTER CORE SHOULD REFLECT THE PEDESTRIAN SCALE.

RESPONSE:

- USE SMALL SCALE MASONRY AND WOOD AT GROUND LEVEL
- USE MATERIAL TO HIGHLIGHT DIFFERENT USES AND PROGRAMMING SUCH AS COMMERCIAL, RESIDENTIAL, OPEN AND PRIVATE SPACES.
- USE SMALL SCALE ELEMENTS THAT ARE PERCEPTIBLE AT PEDESTRIAN LEVEL.

BALLARD INSPIRATION

BALLARD MARITIME HISTORY



NORDIC MUSEUM



BALLARD LUMBER YARDS



GOLDEN GARDENS



TRAIL BEND TAPROOM



BALLARD STOREFRONTS



THE HISTORIC LEGACY OF BALLARD, FROM BOTH SEA AND LAND, INSPIRES US TO CREATE ARCHITECTURE THAT EMANATES THIS THROUGH THE USE MATERIAL AND ARCHITECTURE FORM. THE USE OF WARMER MATERIALS WOOD REPRESENT THE HISTORIC USE OF WOODEN BOATS. THE USE OF METAL AND MASONRY REPRESENT THE INDUSTRIAL HISTORY OF BALLARD THAT IS STILL PREVALENT TODAY.

NORDIC INSPIRATION



THE NATURAL LANDSCAPE, HISTORY AND WARM TEXTURES OF BALLARD INSPIRE US TO EXPLORE SMALL SCALE MATERIALS LIKE WOOD AND MASONRY. IT ALSO INSPIRES US TO RECALL THE DEEPLY EMBEDDED NORDIC HISTORY OF BALLARD THROUGH ARCHITECTURAL FORM, MATERIALS, AND DETAILS.

ZONING ENVELOPE

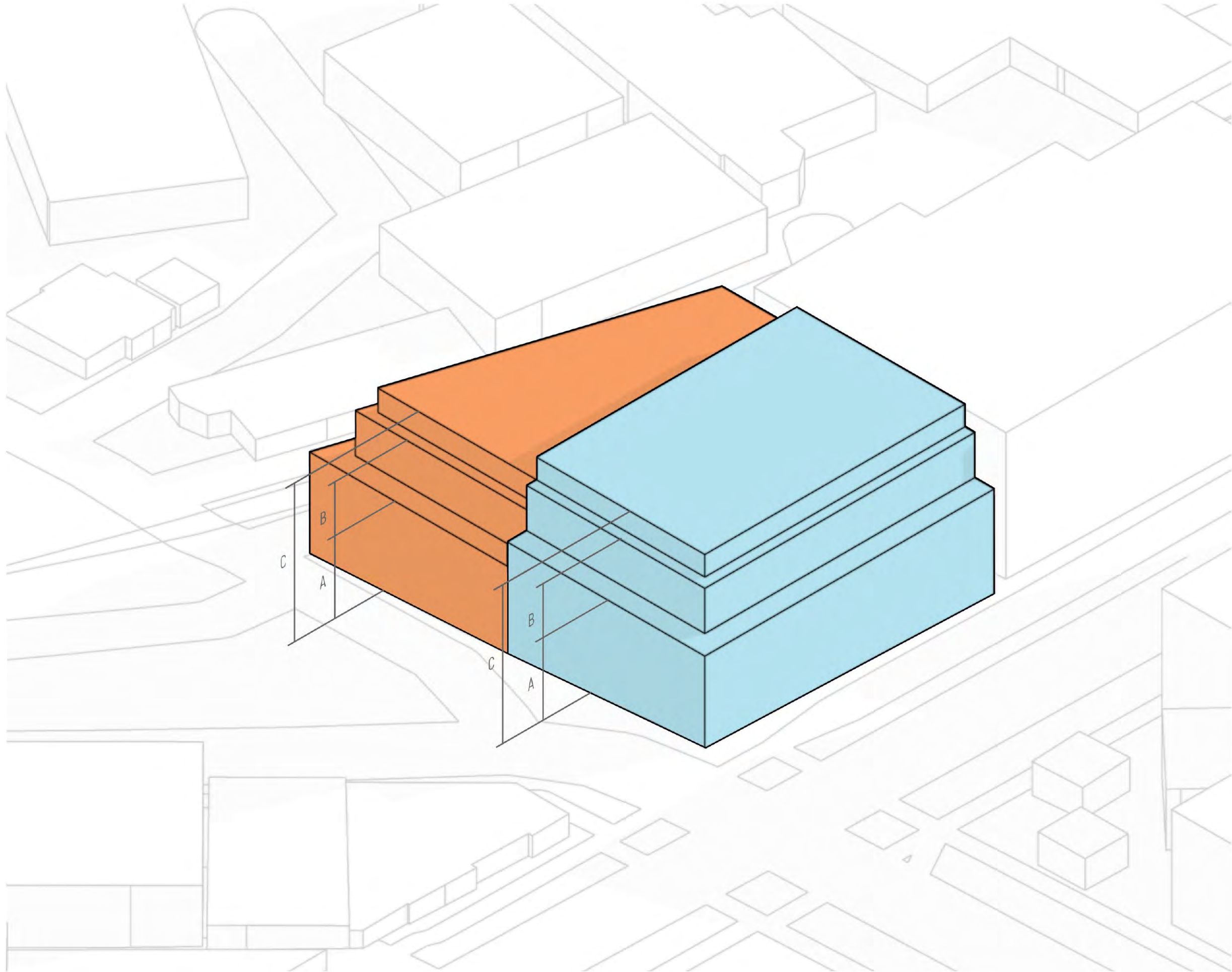
 ZONING "BUILDING" A

 ZONING "BUILDING" B

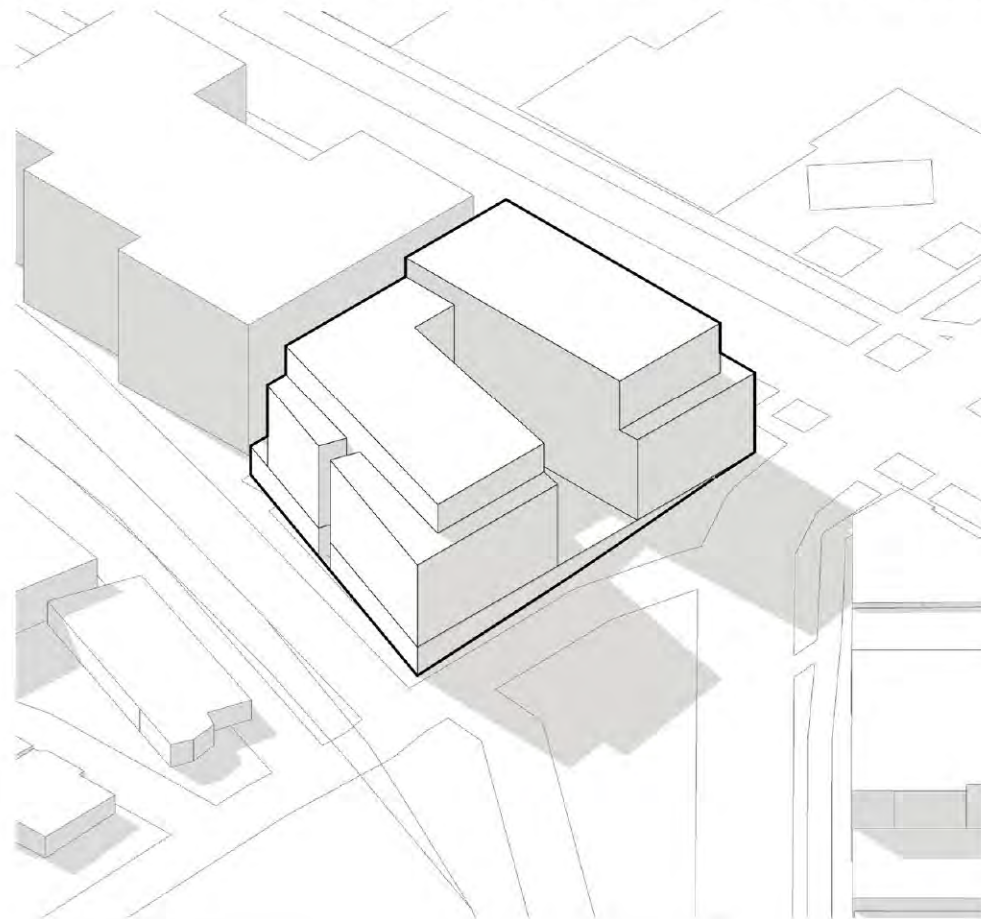
A - 10'-0" SETBACK ABV. 45'-0"

B - 15'-0" SETBACK ABV. 65'-0"

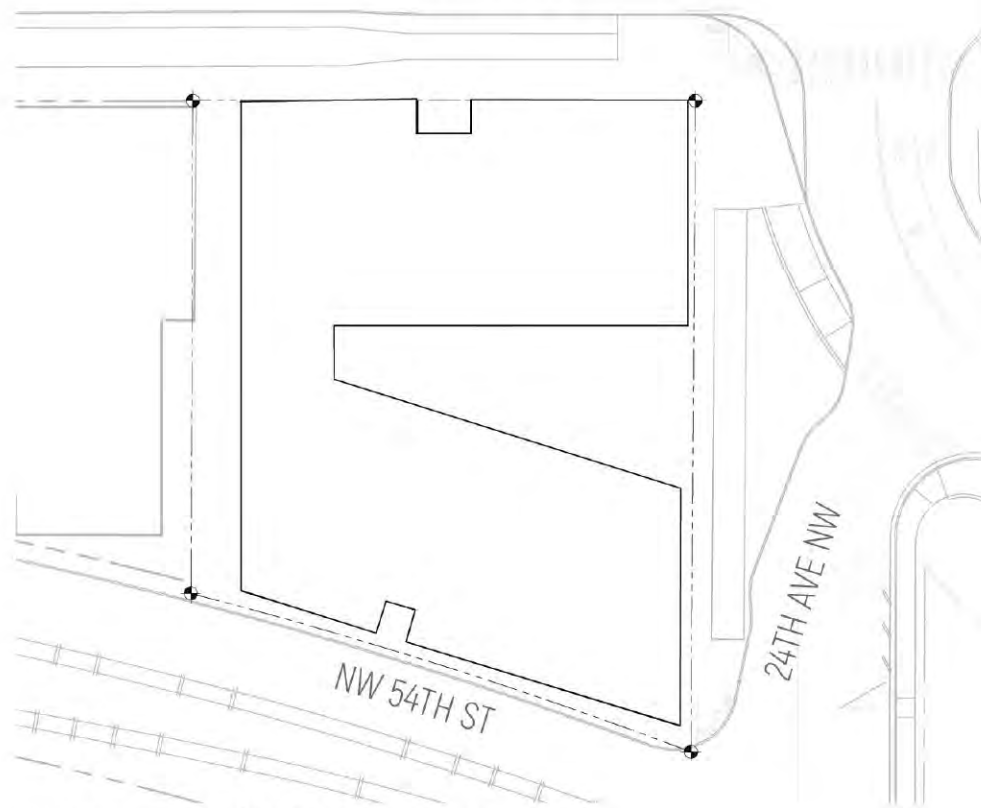
C - 75' MAXIMUM BUILDING HEIGHT



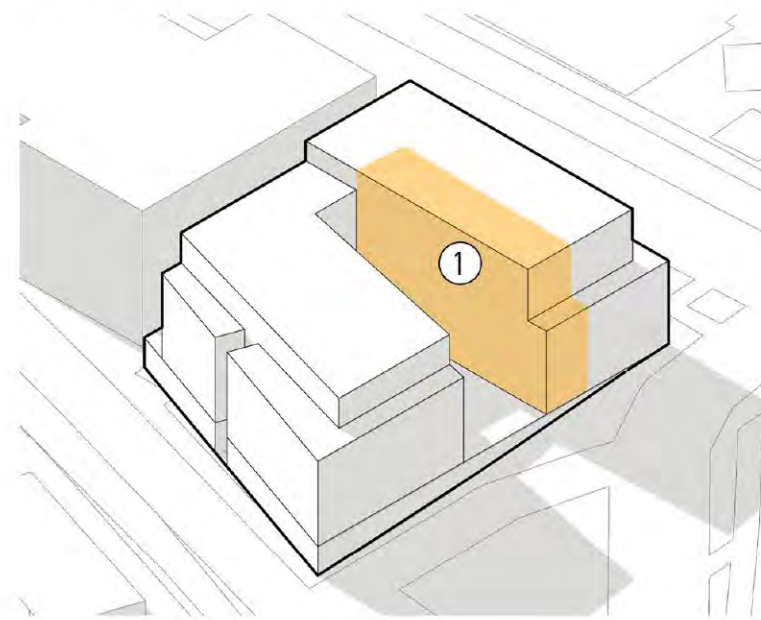
WHY NOT AN OPTION WITH A COURTYARD OPENING TO THE EAST?



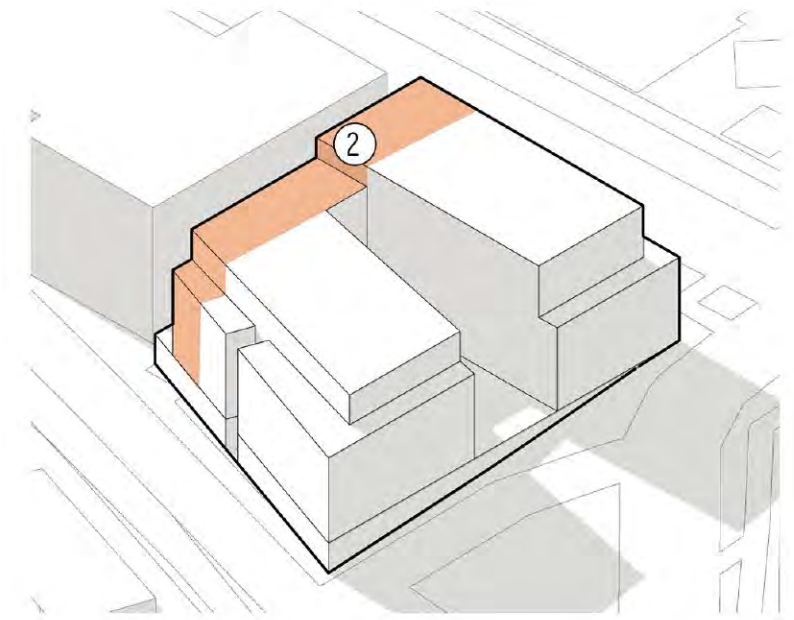
NW MARKET ST



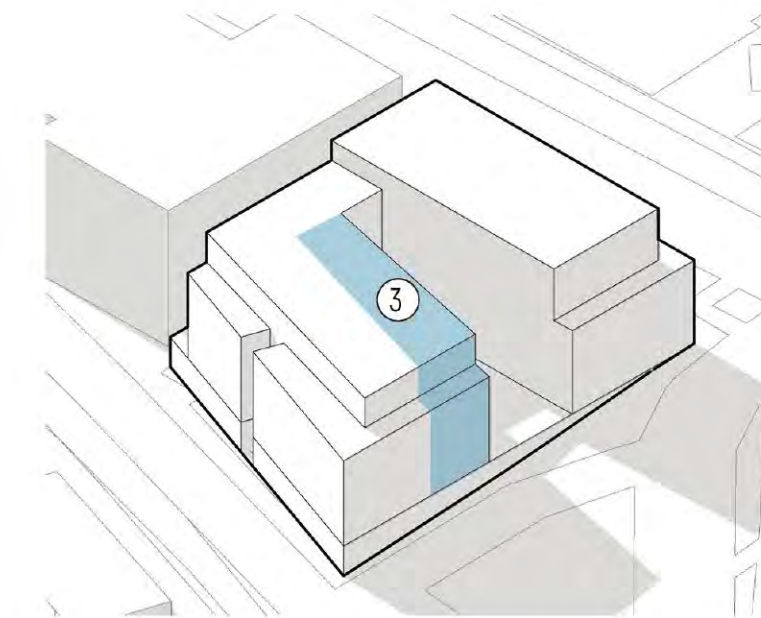
2401 NW MARKET ST | EARLY DESIGN GUIDANCE



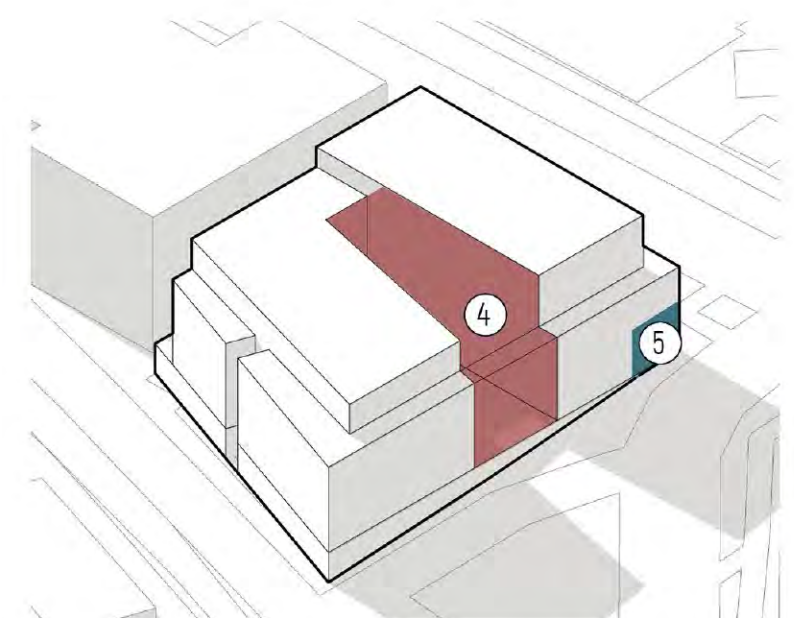
① THESE UNITS FACE OTHER UNITS WITHIN A SMALL COURTYARD. THESE UNITS RECEIVE LITTLE SUNLIGHT CREATING AN UNAPPEALING SPACE FOR RESIDENTS.



② THESE UNITS ON THE LONGEST FACADE OF THE BUILDING FACE THE ADJACENT BUILDING. BUILDING WILL NEED TO HAVE A SIGNIFICANT DISTANCE FROM NEIGHBORING BUILDING TO MEET FIRE SEPARATION DISTANCE. THIS WILL CAUSE FEWER TOTAL UNITS AND AN UNPLEASANT VIEW FOR RESIDENTS.



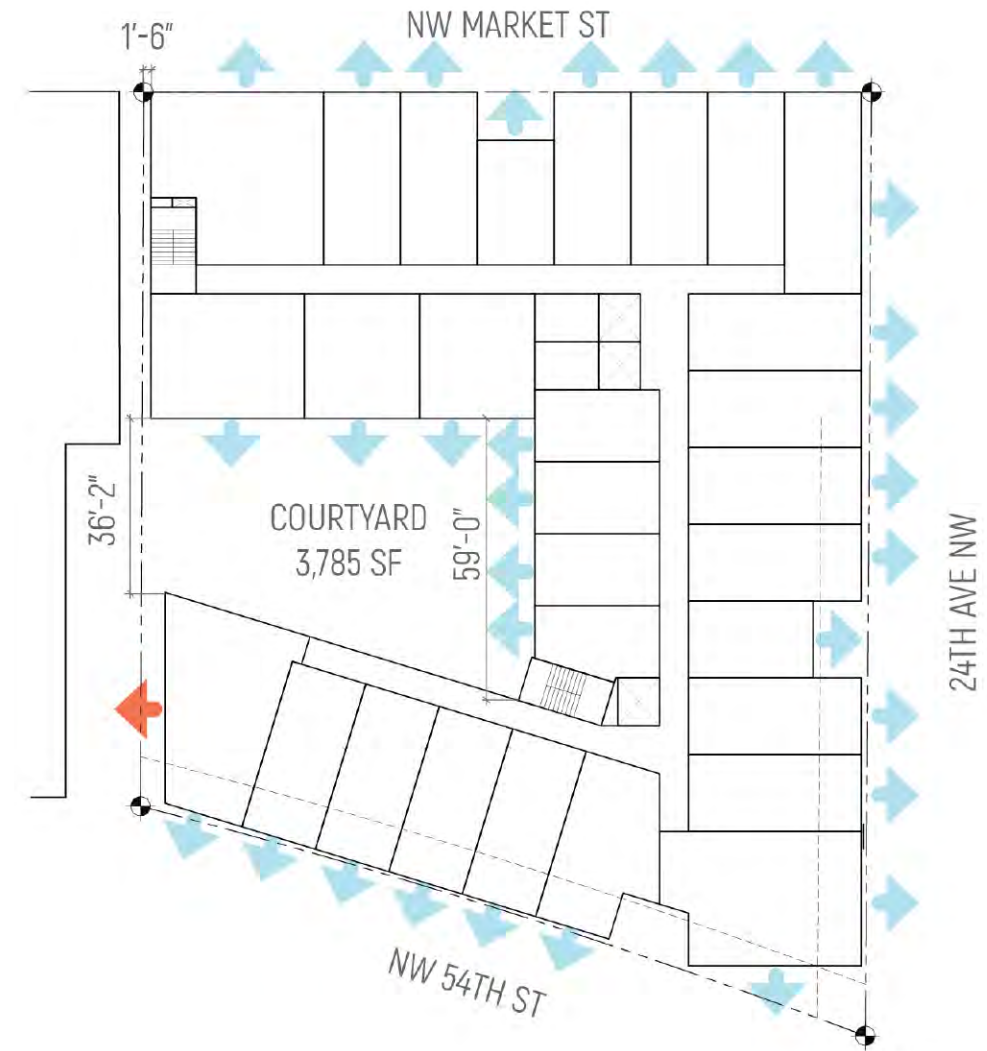
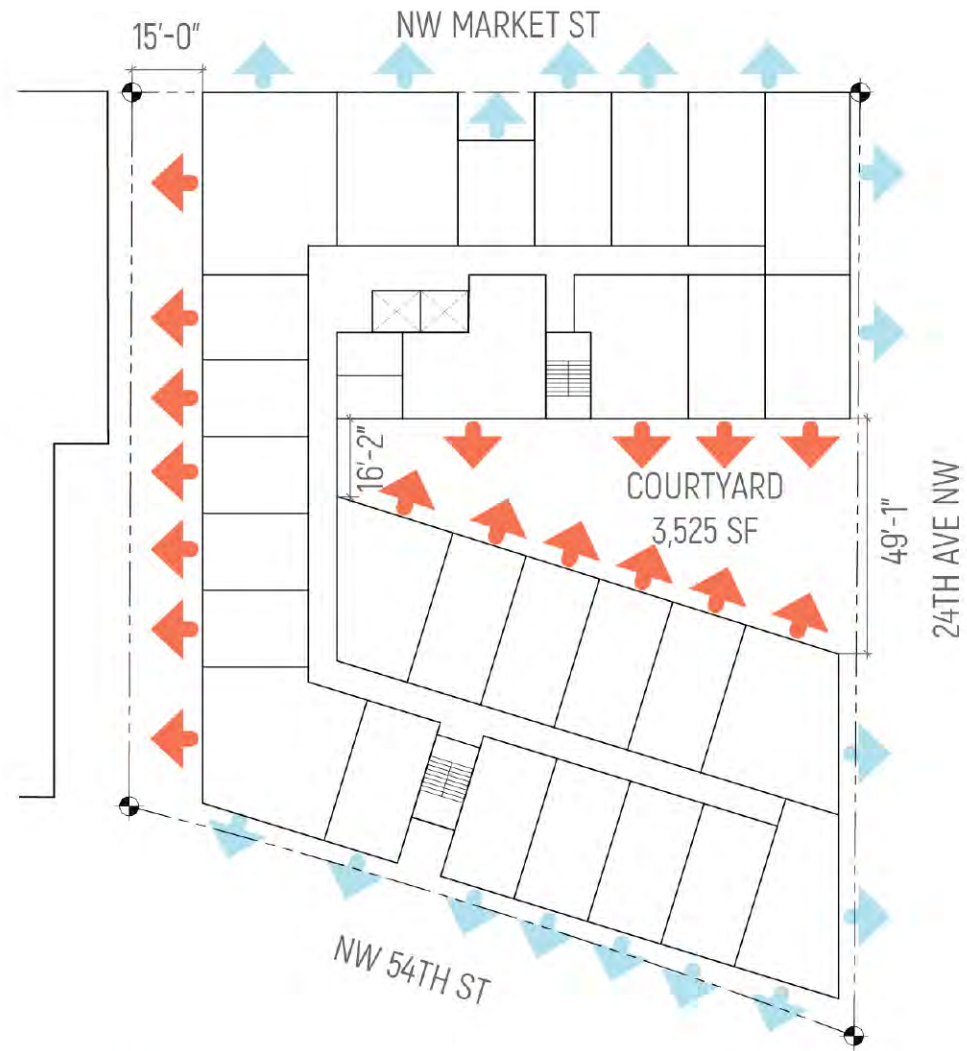
③ THESE UNITS FACE OTHER UNITS WITHIN A SMALL COURTYARD. THESE UNITS ALSO WILL NOT HAVE A VIEW AND EVEN LESS SUNLIGHT THEN THE UNITS ACROSS THE COURTYARD. THIS WILL NOT BE A PLEASANT UNIT FOR RESIDENTS.



④ SMALLER COURTYARD CREATES LESS ACTIVITY SPACE FOR RESIDENTS. THIS ALSO HAS LESS PRIVACY FOR RESIDENTS IN THESE UNITS AND WITHIN THE COURTYARD ITSELF.
 ⑤ RETAIL SPACE IN THIS LAYOUT IS SIGNIFICANTLY SMALLER THEN THE WEST COURTYARD ORIENTATION AND REDUCES THE NUMBER OF BUSINESSES THAT CAN INHABIT THIS SPACE.

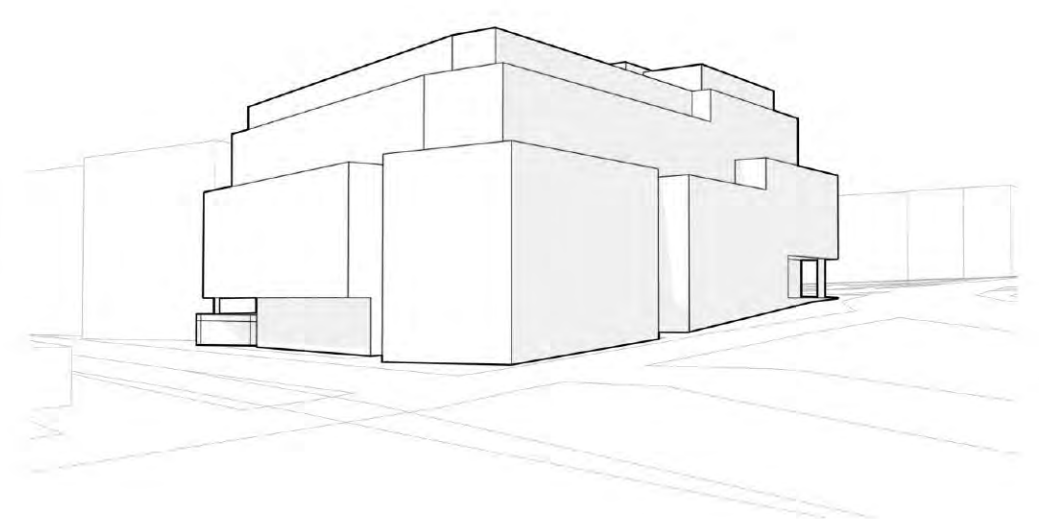
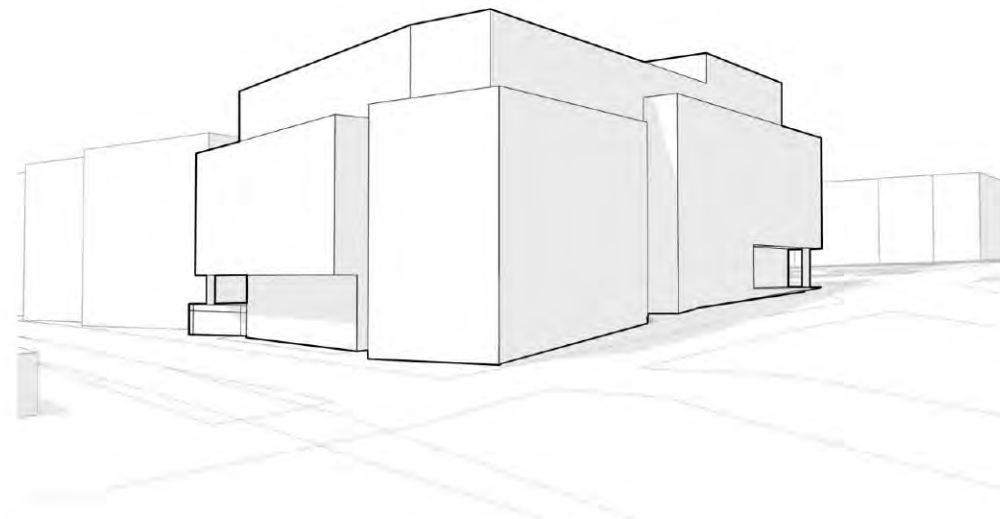
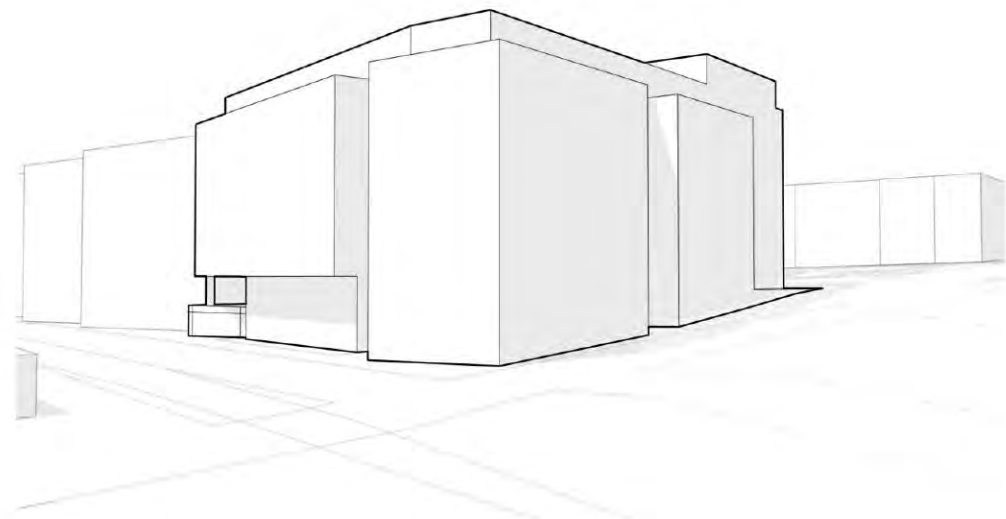
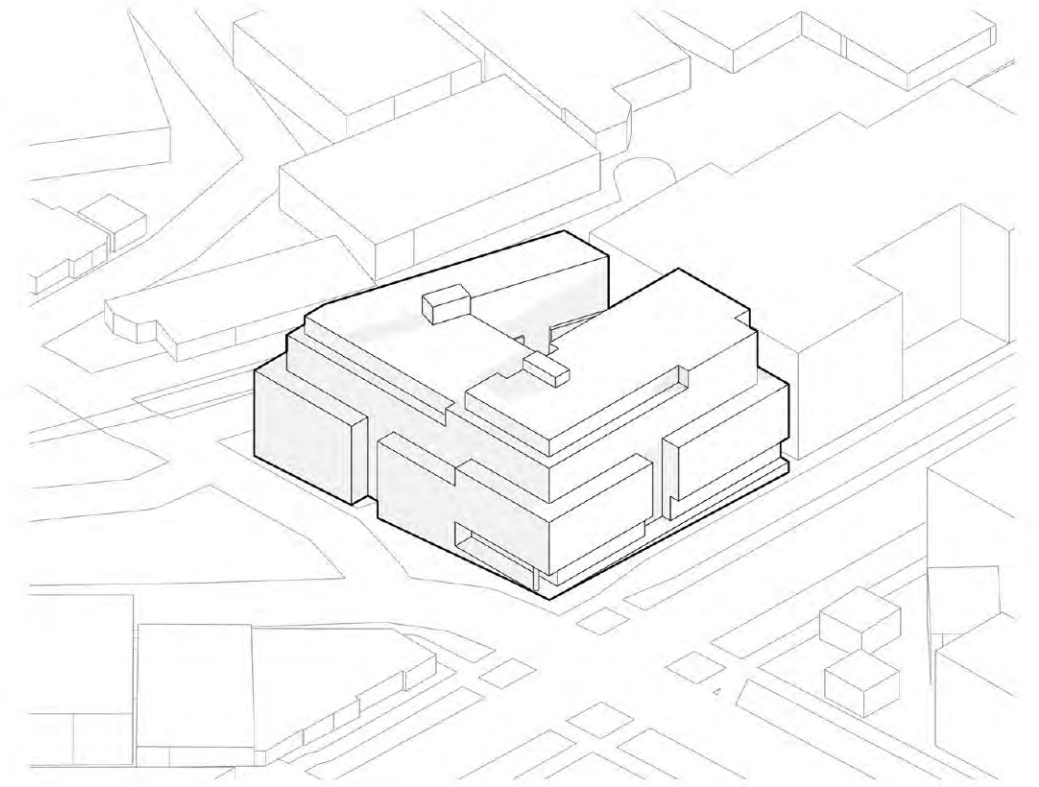
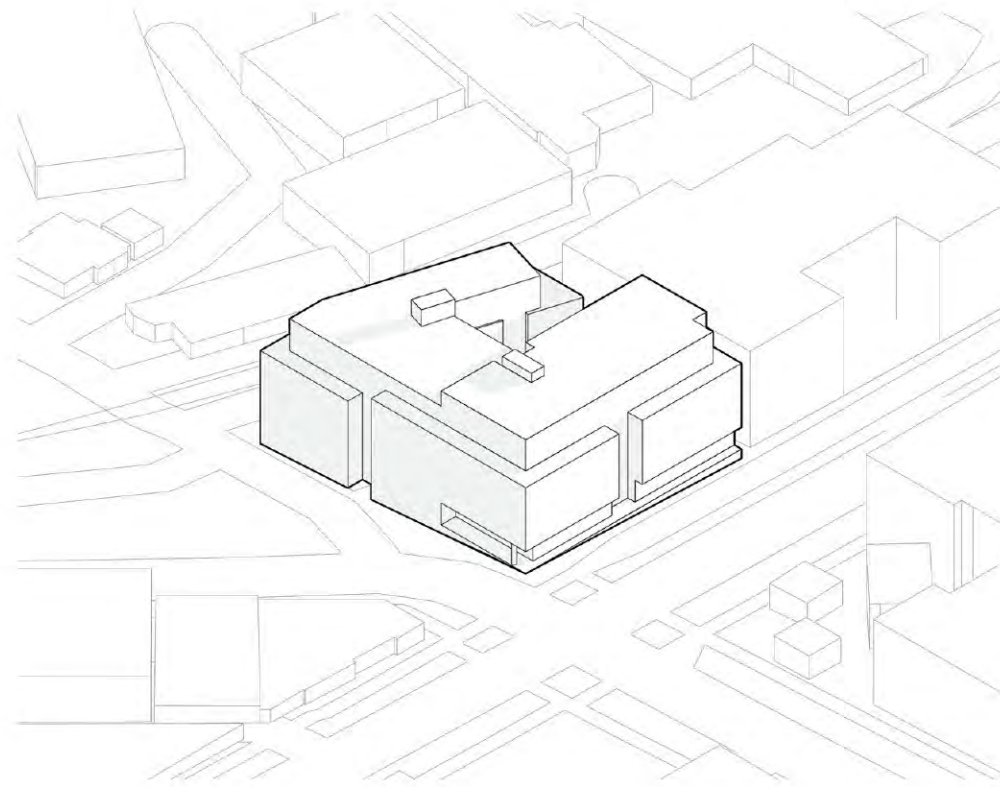
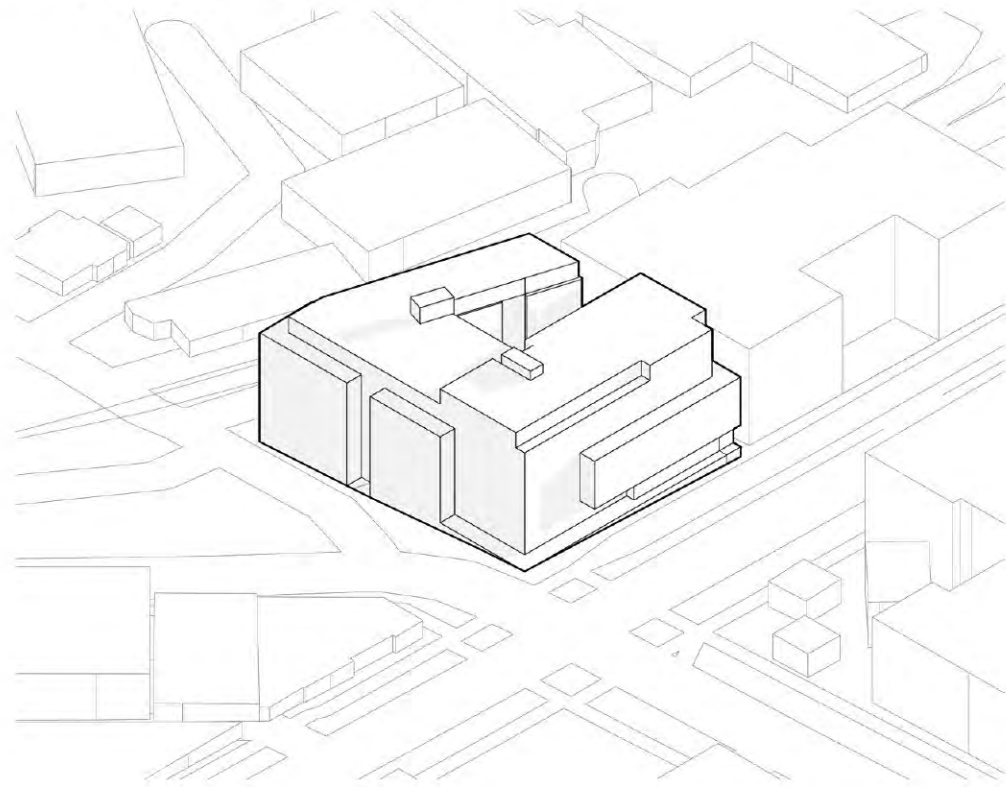
WHY NOT AN OPTION WITH A COURTYARD OPENING TO THE EAST?

VIEWS



-  VIEWS THAT LOOK INTO OTHER UNITS OR AT A BLANK WALL
-  UNOBSTRUCTED VIEWS

DESIGN OPTIONS



OPTION 1 - "BURGER"

188,130 SF
175 UNITS
AVERAGE UNIT SIZE : 611 SF
113 PARKING SPACES

DEPARTURES REQUIRED

OPTION 2 - "THE MARSHMALLOW"

189,370 SF
179 UNITS
AVERAGE UNIT SIZE : 603 SF
113 PARKING SPACES

DEPARTURES REQUIRED

PREFERRED OPTION

OPTION 3 - "THE BIRTHDAY CAKE"

184,455 SF
177 UNITS
AVERAGE UNIT SIZE : 583 SF
113 PARKING SPACES

CODE COMPLIANT

OPTION 1: "THE BURGER"

188,130 SF
175 UNITS
AVERAGE UNIT SIZE : 611 SF
113 PARKING SPACES

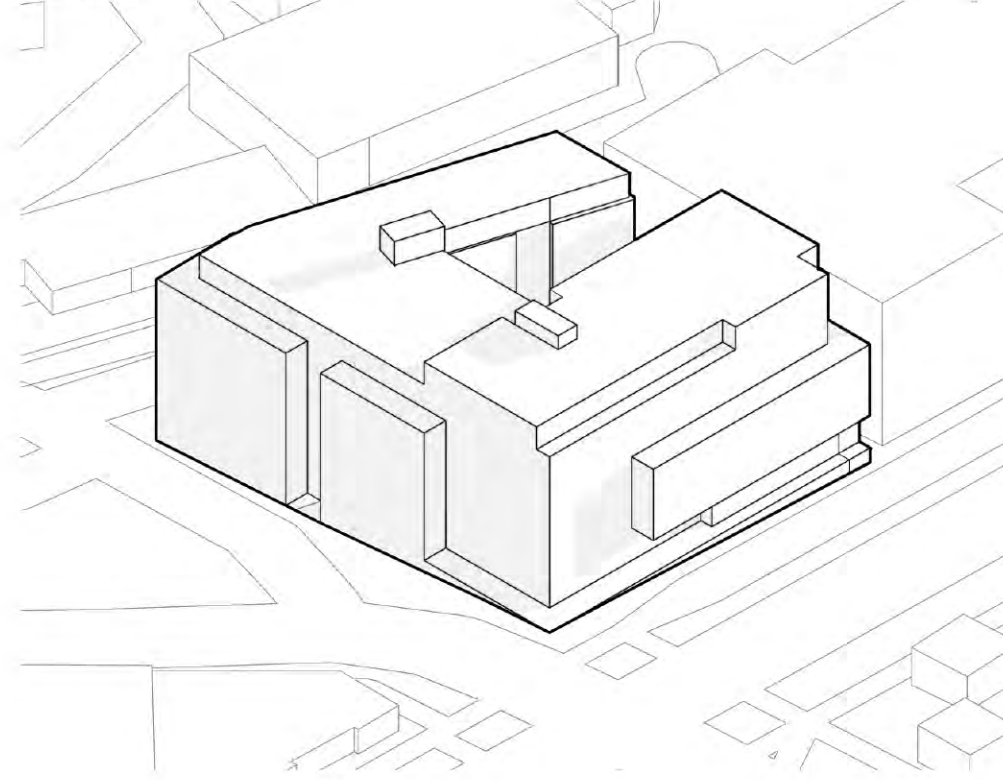
PROS:

- PROMINENT LOBBY ENTRY
- OPENS UP THE CORNER AT THIS INTERSECTION

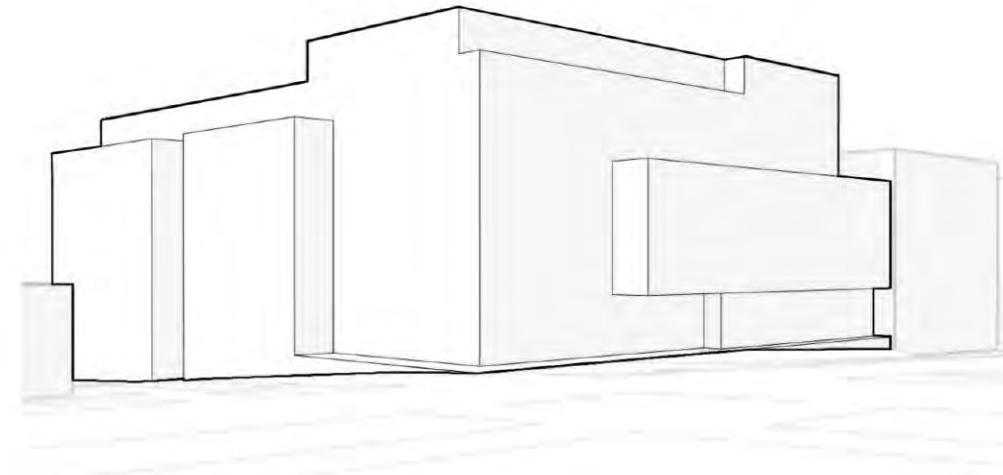
CONS:

- MONOLITHIC FACADE ADDS BULK TO THE BUILDING MASSING
- FORM DOES NOT ALLOW FOR A STRONG SENSE OF HUMAN SCALE AT STREET LEVEL
- VERY VERTICAL SOUTH FACADE AND DOES NOT STEP DOWN WITH GRADE
- DOES NOT ALIGN WITH NEIGHBORING APARTMENT BUILDING
- FACADE MODULATION DOESN'T REFERENCE HISTORIC PROPORTIONS OF BALLARD BUILDINGS

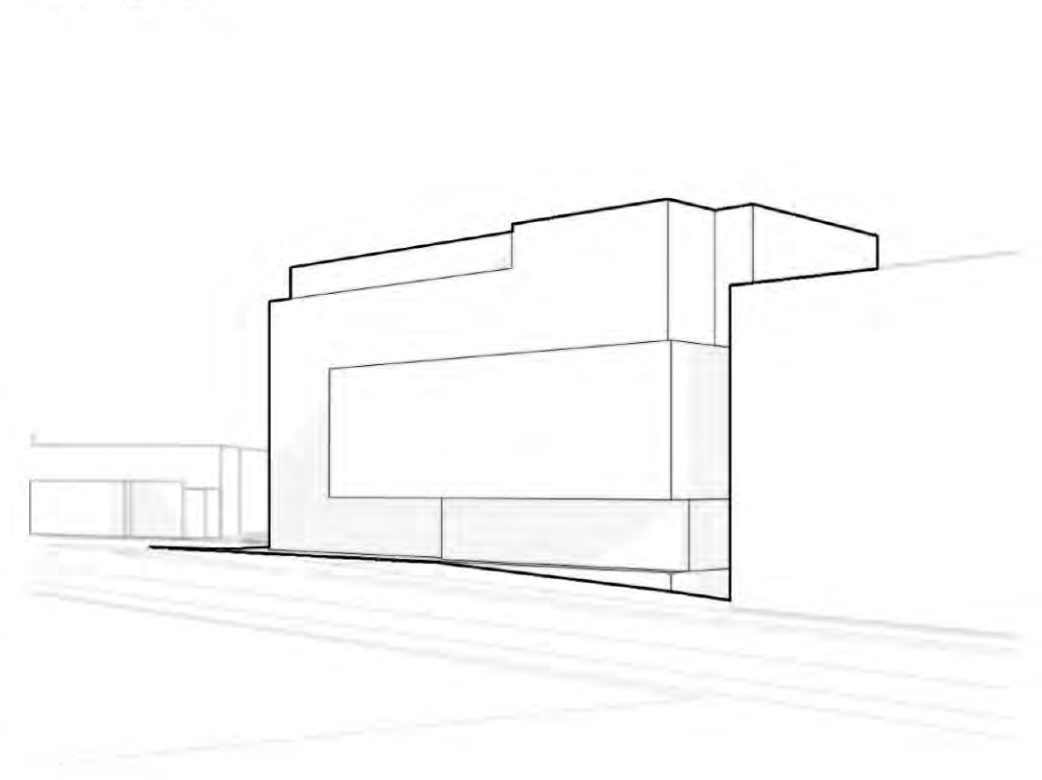
AERIAL



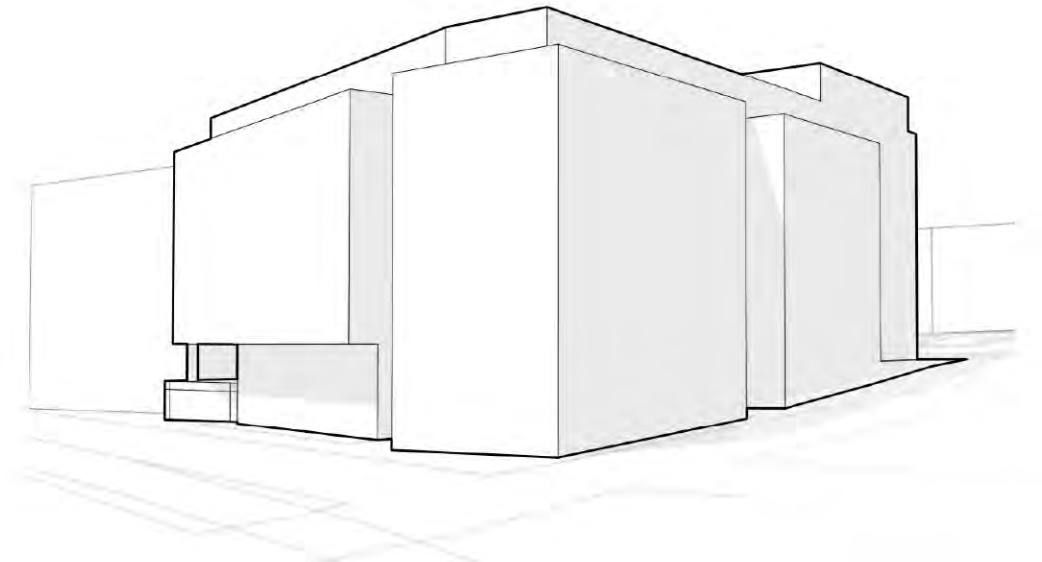
MARKET ST & 24TH



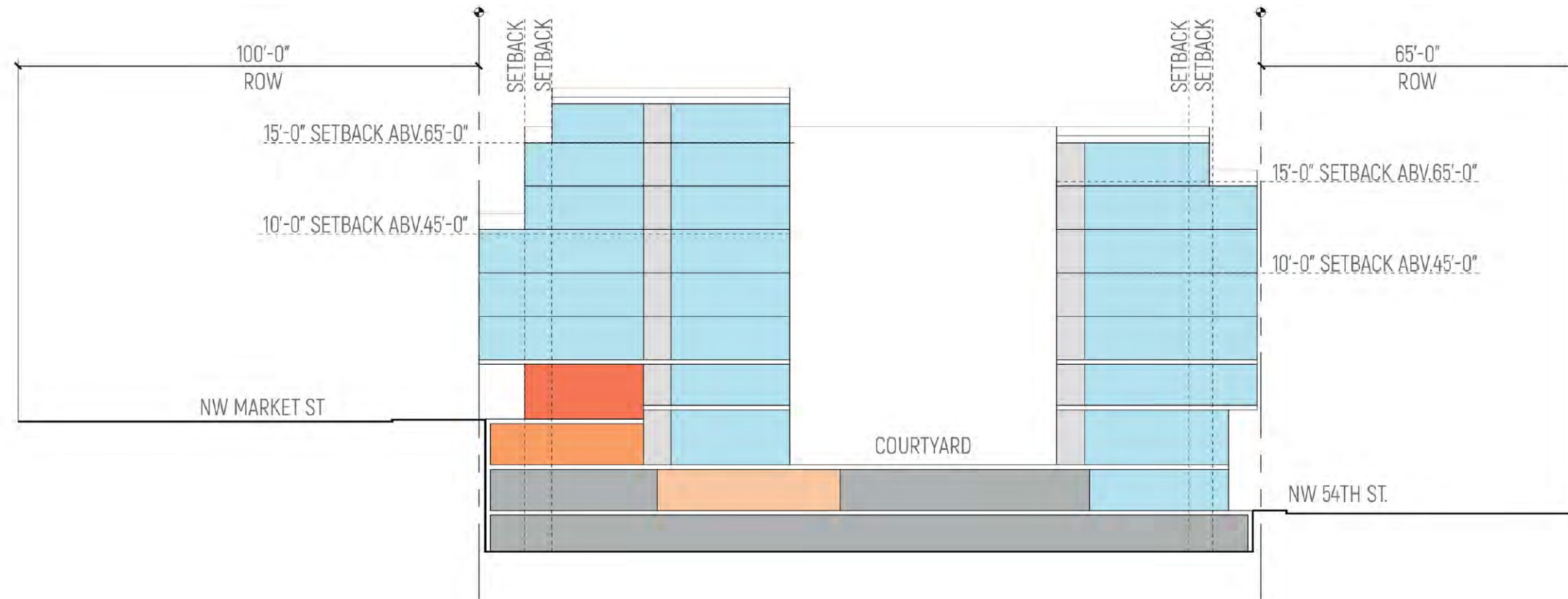
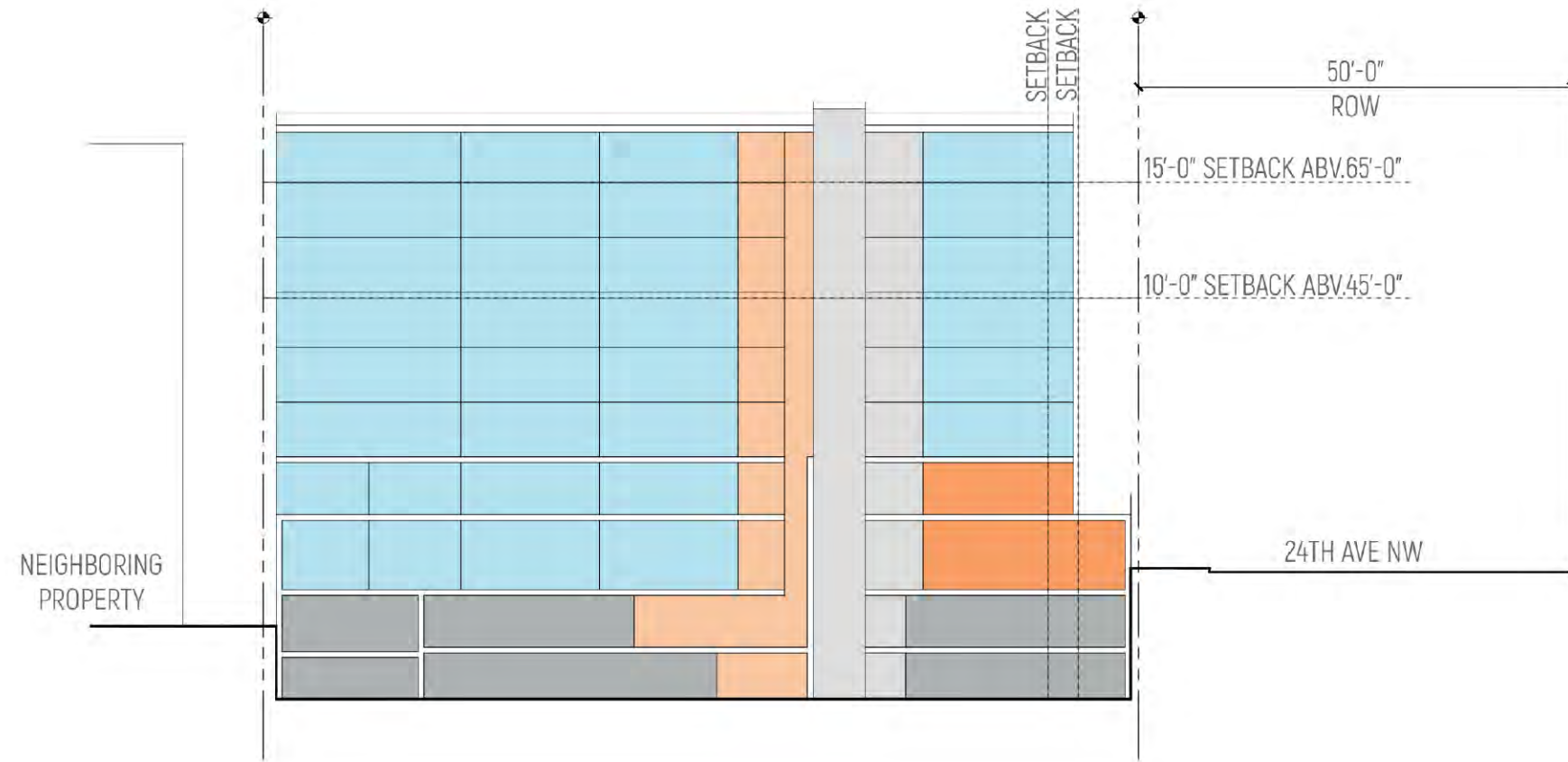
MARKET ST



54TH & 24TH

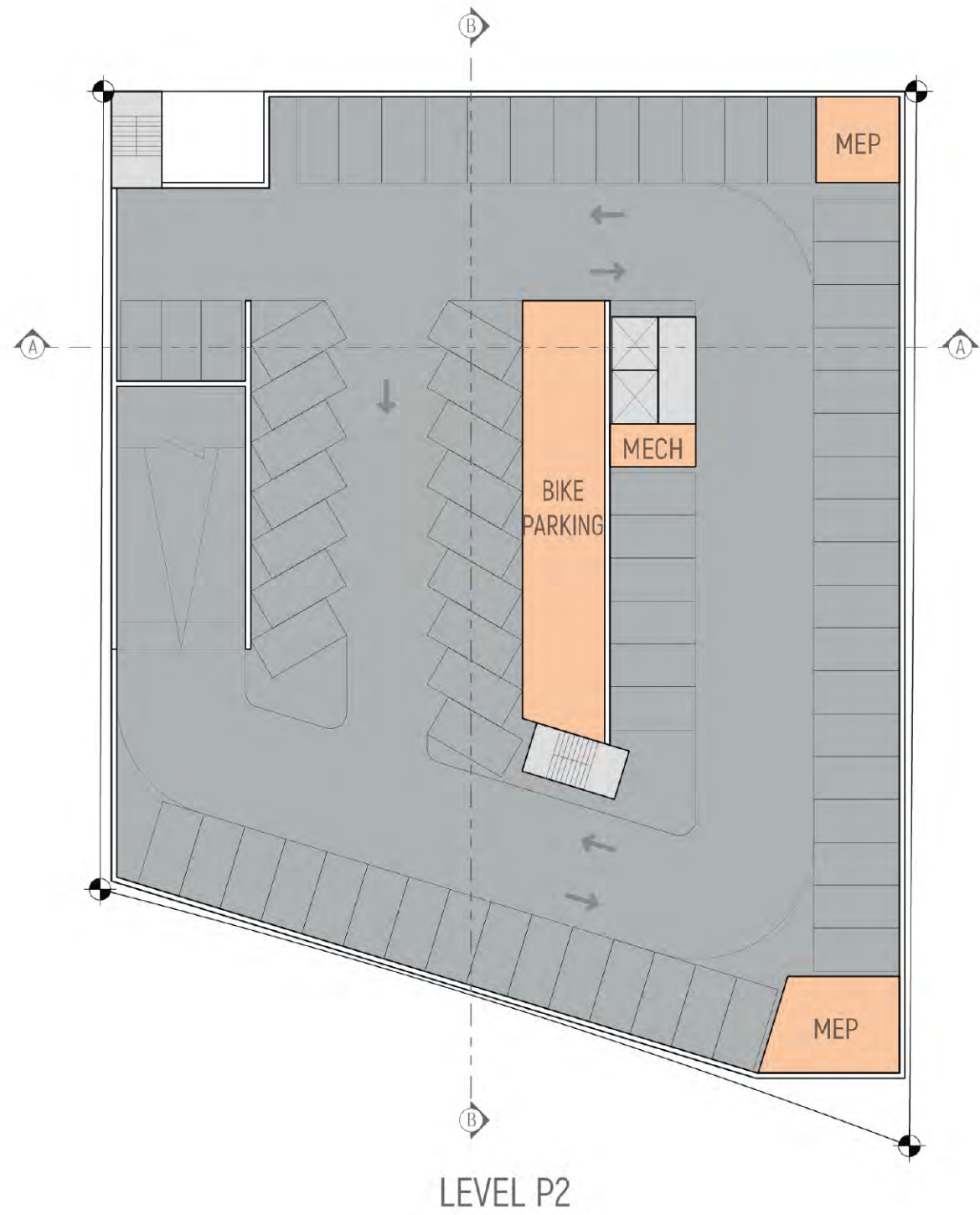


OPTION 1 - CONTINUED



- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 1 - CONTINUED



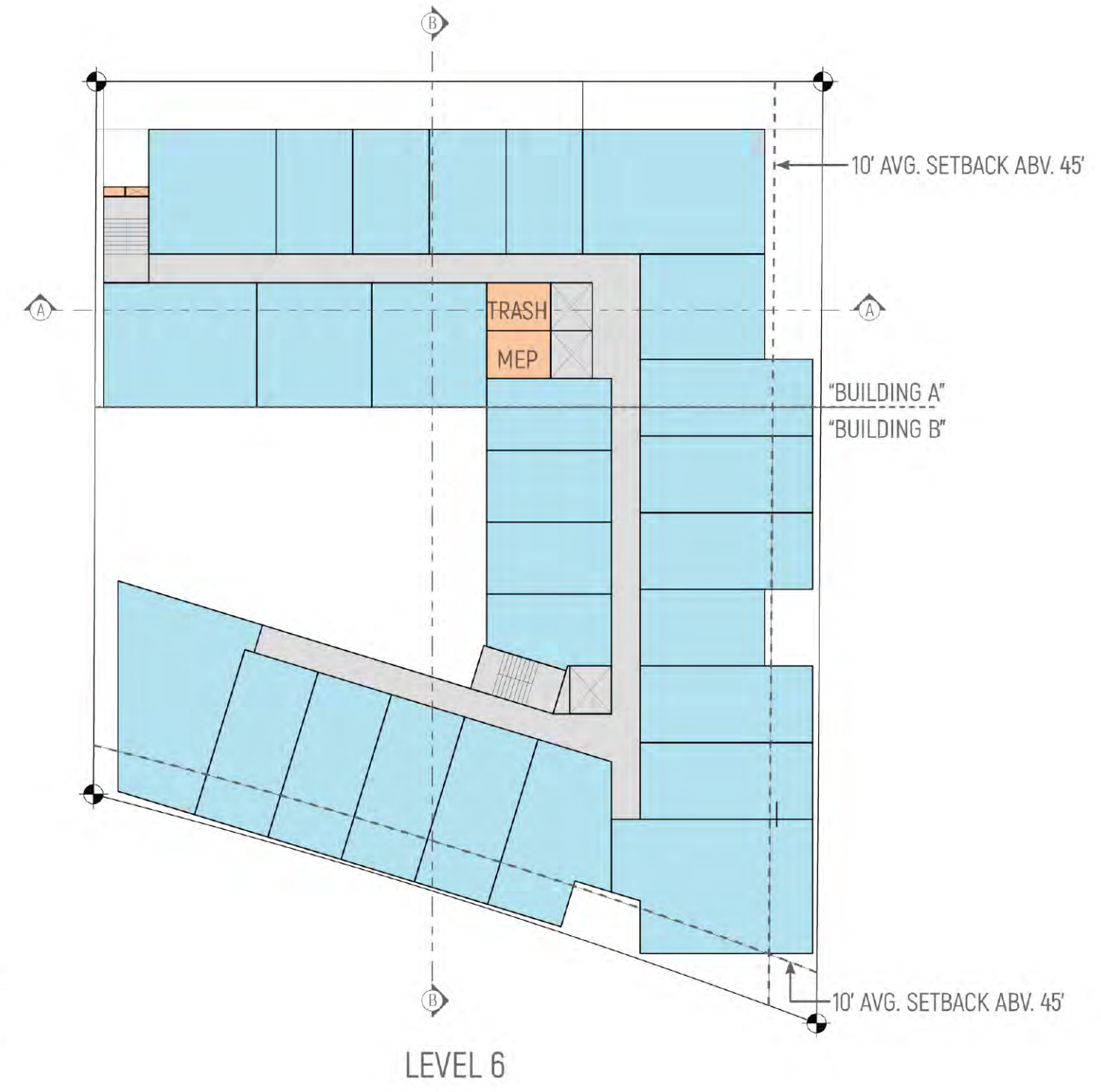
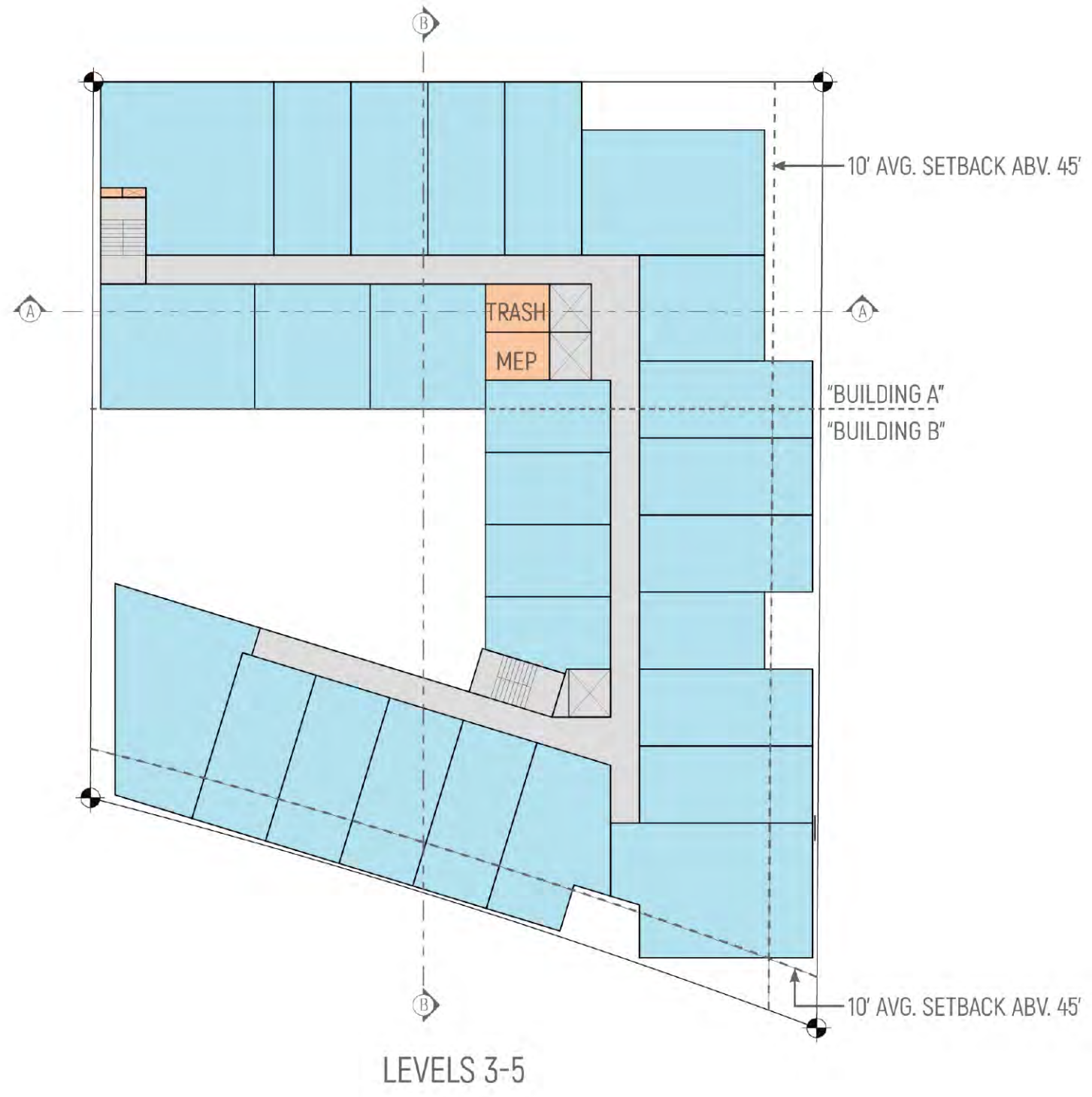
- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 1 - CONTINUED



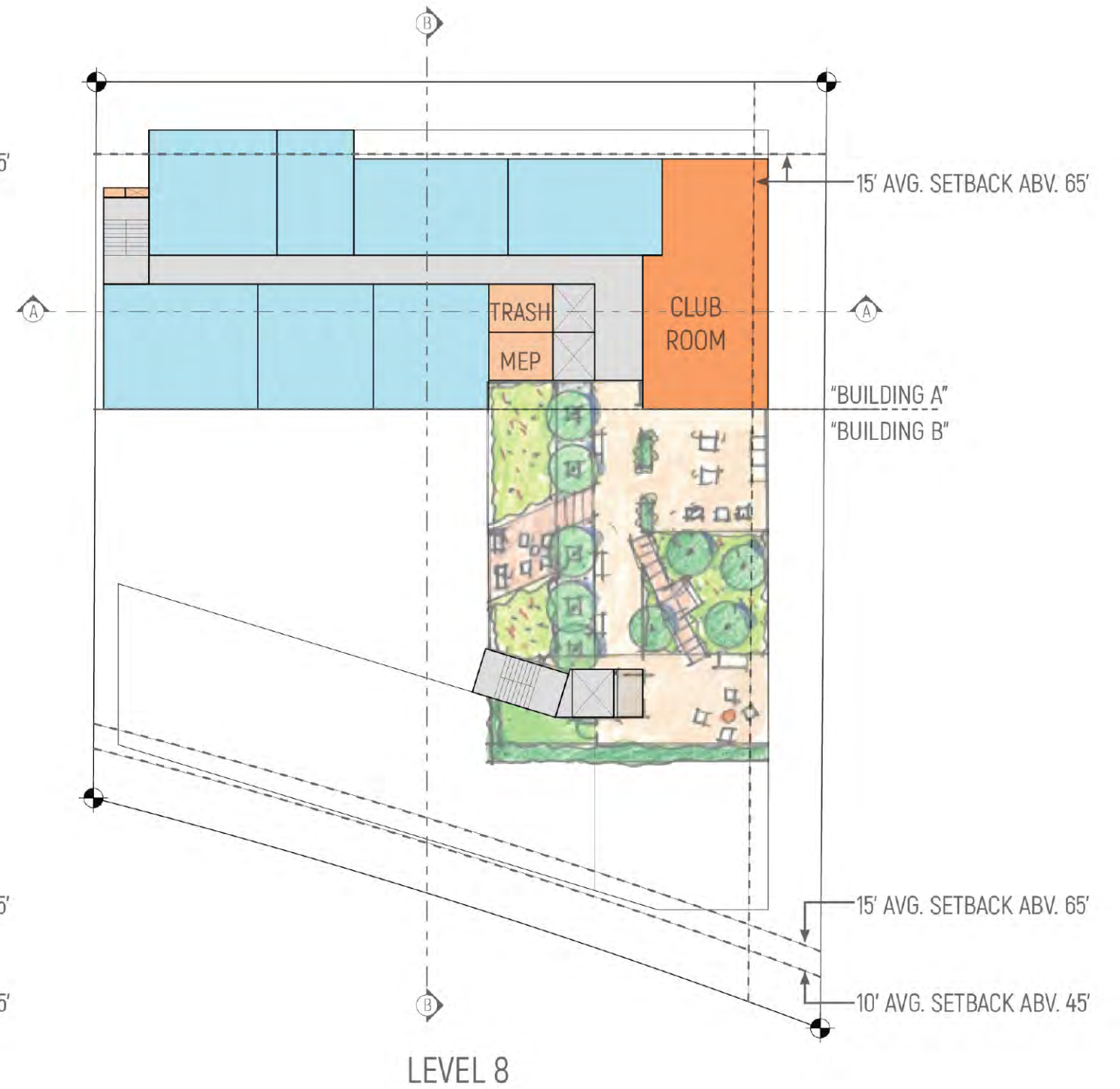
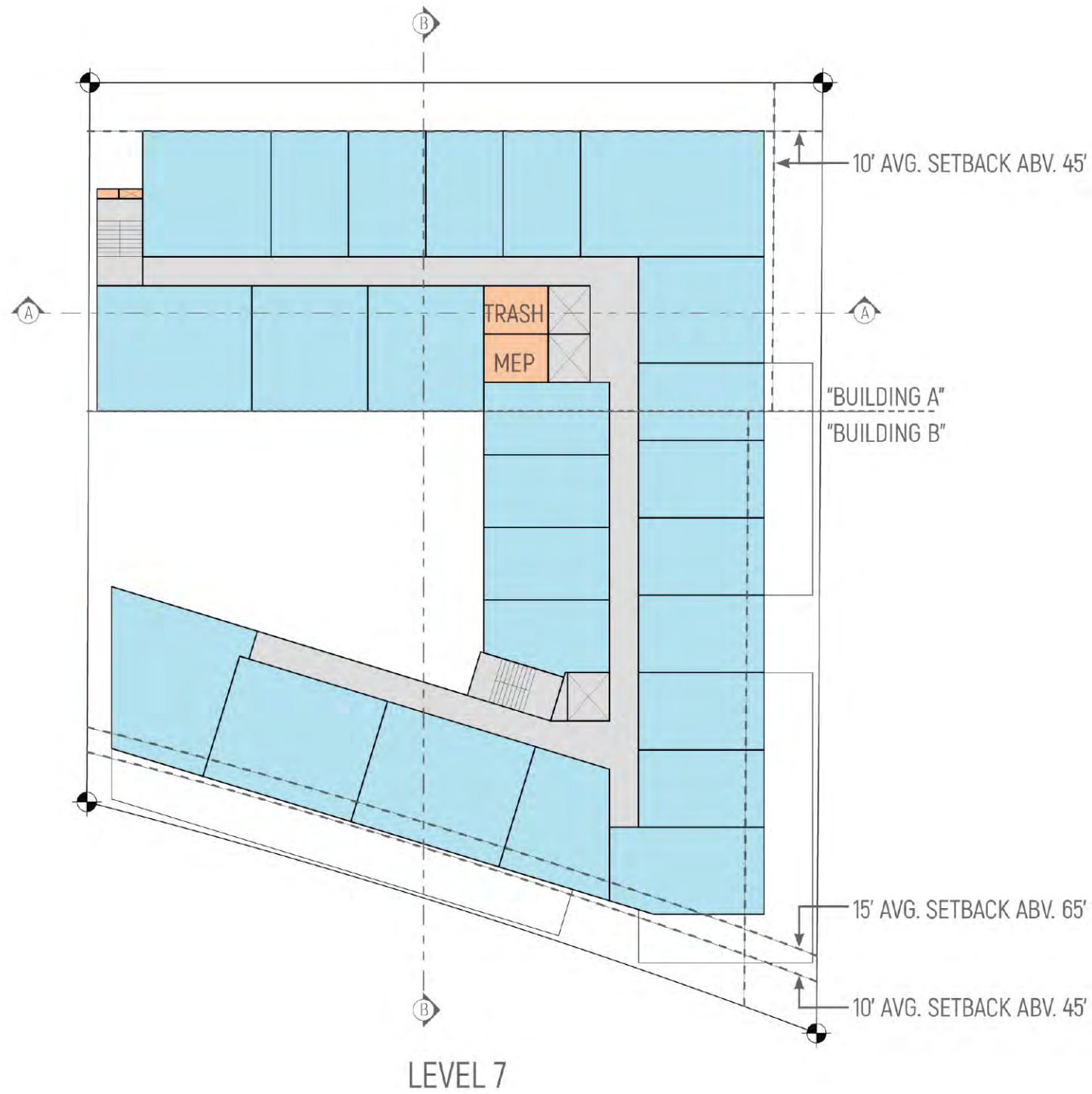
- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 1 - CONTINUED



- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 1 - CONTINUED



COMMERCIAL
 RESIDENT COMMON
 BACK OF HOUSE - MECHANICAL
 RESIDENTIAL UNITS
 CIRCULATION
 PARKING

OPTION 1 - DEPARTURES

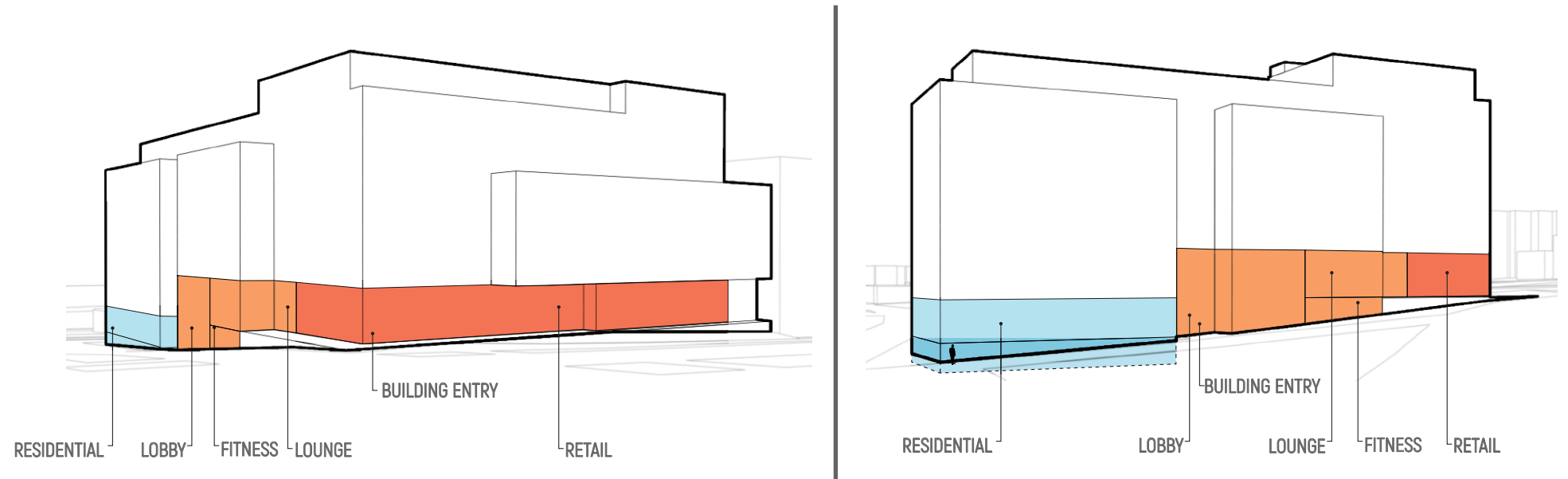
POSSIBLE BUILDING ENTRIES ALONG 24TH AVE NW

SMC 23.47A.005 - STREET LEVEL USES

D - IN PEDESTRIAN-DESIGNATED ZONES THE LOCATIONS OF USES ARE REGULATED AS FOLLOWS

1. ALONG DESIGNATED PRINCIPAL PEDESTRIAN STREETS, ONE OR MORE OF THE FOLLOWING USES ARE REQUIRED ALONG 80 PERCENT OF THE STREET-LEVEL, STREET-FACING FACADE IN ACCORDANCE WITH THE STANDARDS PROVIDED IN SUBSECTION 23.47A.008.C.

C. EATING AND DRINKING ESTABLISHMENTS



REQUESTED

21% OF STREET-LEVEL FRONTAGE USE INTENDED FOR EATING & DRINKING ESTABLISHMENT(S) ALONG 24TH AVE NW. 55% RESIDENTIAL AMENITY ALONG 24TH AVE NW. 24% RESIDENTIAL ALONG 24TH AVE NW. 24TH AVE NW. 24% RESIDENTIAL ALONG 24TH AVE NW

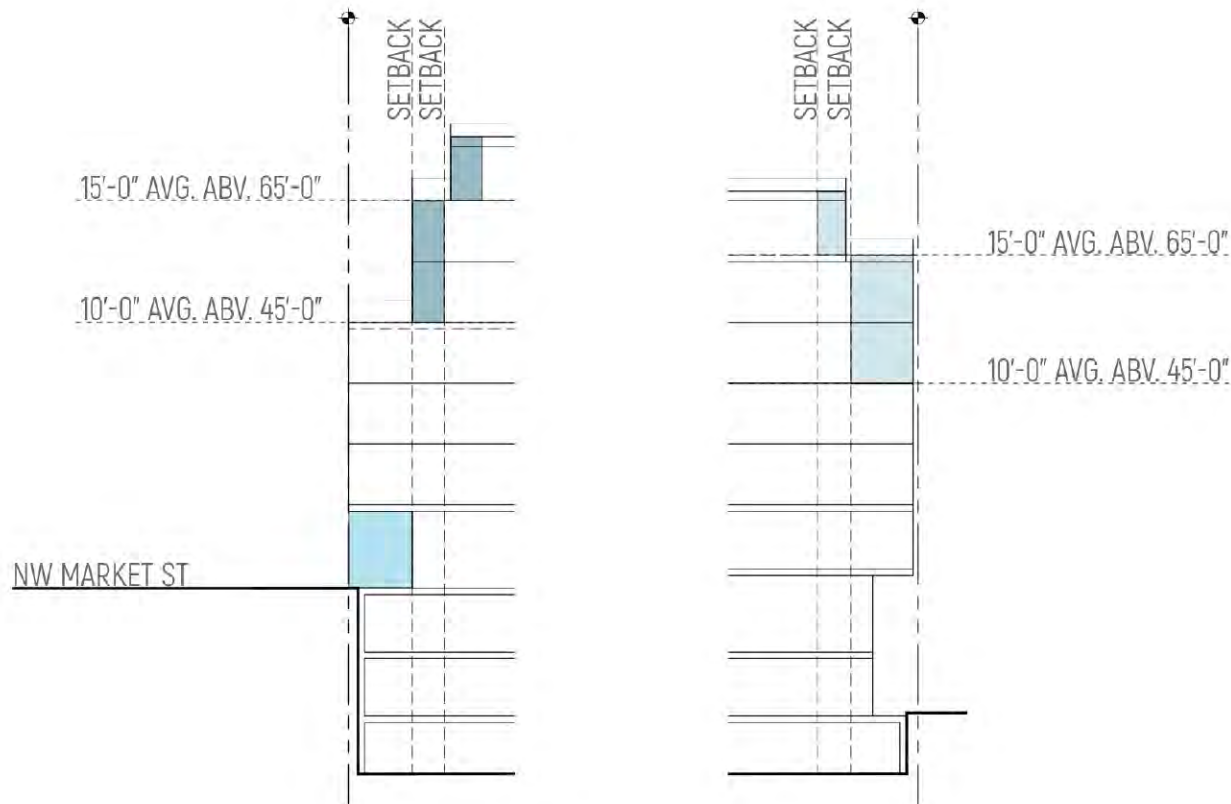
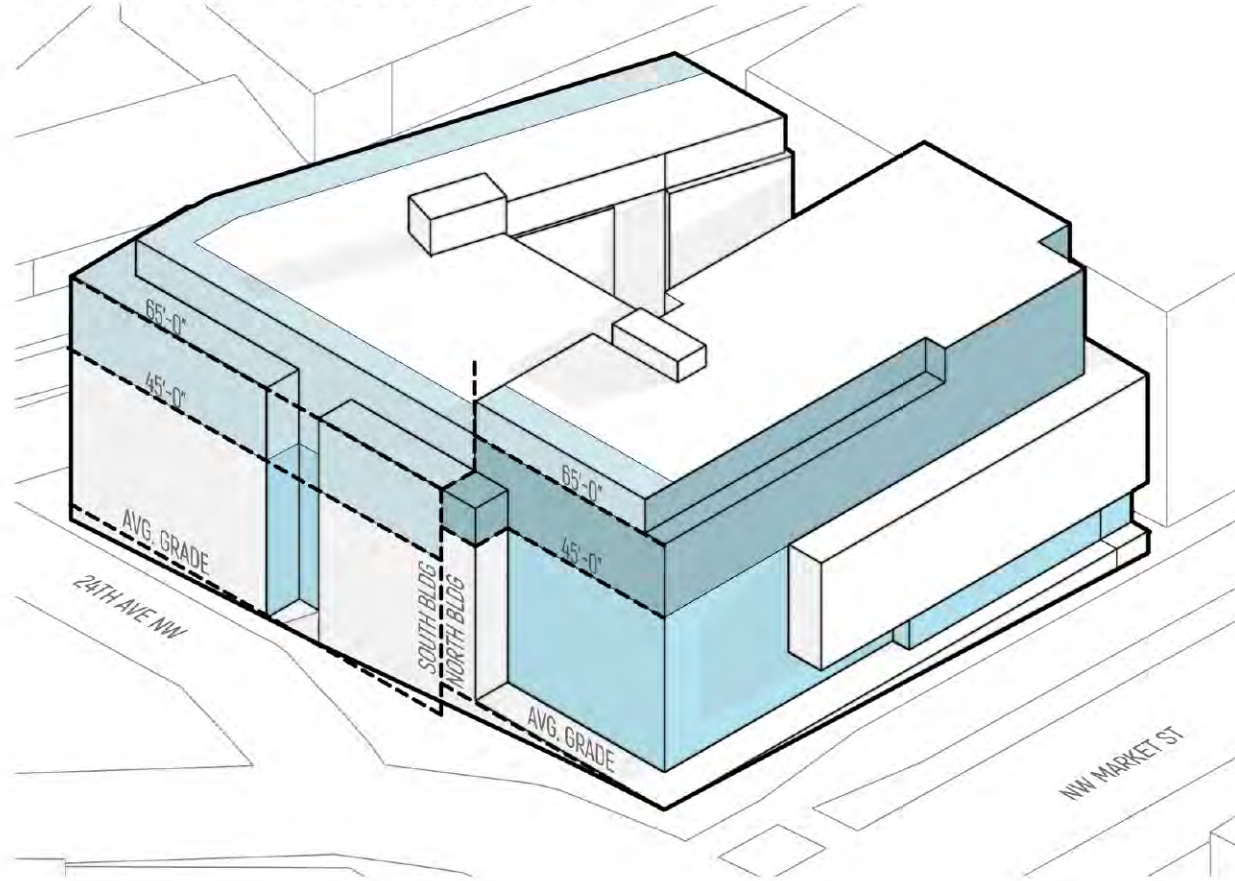
RATIONALE

DUE TO GRADE CHANGE ALONG 24TH AVE NW, "STREET LEVEL" COULD BE CONSIDERED TO BE EITHER LEVEL P1, LEVEL 1, OR LEVEL 2. THE DESIGN GUIDELINES STATE THAT "ALONG PRINCIPAL PEDESTRIAN STREETS IN PEDESTRIAN DESIGNATION ZONES, CONTINUE THE PRECEDENT OF A HIGH DENSITY OF STOREFRONTS, ENTRIES, AND THE HUMAN-SCALE OF THE STREET-FACING FAÇADES" (PL3.1.B), THAT "RETAIL SPACES "SHOULD BE POROUS, AND INCLUDE PEDESTRIAN INTEREST AND DIVERSE STOREFRONT TREATMENTS AND TENANT SPACES" (PL3.4), AND CREATE WELCOMING AND SPACIOUS SIDEWALK ENVIRONMENT THROUGH INTEGRATING PRIVATE OPEN SPACE, SETBACKS AND CAREFUL LOCATION OF ENTRANCES AT THE GATEWAY" (PL1.2.A). SINCE BOTH LEVEL P1 AND LEVEL 1 ARE PARTIALLY BELOW GRADE, IT IS NOT POSSIBLE TO SATISFY ANY OF THESE DESIGN GUIDELINES ON LEVEL P1 OR ON LEVEL 1. LEVEL P1 WOULD PLACE THE RETAIL THE CLOSEST TO STREET LEVEL, BUT IT CAN'T BE ENTERED FROM 24TH AVE NW, AND CANT HAVE A LOT OF WINDOWS DUE TO SO LITTLE OF THE FACADE BEING EXPOSED. LEVEL 1 CAN ONLY BE ENTERED FROM ONE AREA ALONG 24TH AVE NW. ENTERING AT THIS LOCATION WOULD REQUIRE THE RETAIL SPACE TO BE ABOVE STREET LEVEL, AND PEOPLE WOULDN'T BE ABLE TO SEE INTO THE MAJORITY OF THE WINDOWS FROM THE STREET; EFFECTIVELY CUTTING THE RETAIL SPACE OFF FROM THE PEDESTRIAN ENVIRONMENT. FINALLY, LEVEL 2 CAN ONLY BE ENTERED FROM THE CORNER OF 24TH AVE NW AND NW MARKET ST., WHICH IS WHERE WE ARE PROPOSING TO PLACE OUR RETAIL, BUT THE FARTHER YOU GO DOWN 24TH AVE, THE MORE IT STARTS TO SUFFER THE SAME ISSUES AS LEVEL 1. HOWEVER, ALL OF THE AREAS WHERE WE ARE NOT PROPOSING RETAIL WORK WELL FOR RESIDENTIAL PROGRAM; SINCE THEY ARE NATURALLY MORE PRIVATE, AND THEY CAN BE EASILY ACCESSED FROM INSIDE THE BUILDING.

SEE DESIGN GUIDELINE PL1.2.A "WALKWAY & CONNECTIONS: PEDESTRIAN VOLUMES"
 SEE DESIGN GUIDELINE PL3.1.B "RETAIL ENTRIES: CHARACTER CORE"
 SEE DESIGN GUIDELINE PL3.4 "RETAIL EDGES"



OPTION 1 - DEPARTURES



SETBACK DEPARTURE REQUIRED
 COMPLIANT SETBACK
 VOLUNTARY SETBACK

SMC 23.47A.009 - STANDARDS APPLICABLE TO SPECIFIC AREAS
 F - BALLARD HUB URBAN VILLAGE
 4 - SETBACK REQUIREMENTS
 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.

2) A SETBACK WITH AN AVERAGE DEPTH OF 15 FEET FROM ALL STREET LOT LINES IS REQUIRED FOR PORTIONS OF A STRUCTURE ABOVE A HEIGHT OF 65 FEET. THE MAXIMUM DEPTH OF A SETBACK THAT CAN BE USED FOR CALCULATING THE AVERAGE SETBACK IS 25 FEET.

REQUESTED

THE CODE REQUIRES US TO HAVE A 10'-0" AVG. SETBACK OVER 45'-0" FROM ALL ABUTTING STREET LOT LINES, AND A 15'-0" AVG. SETBACK OVER 65'-0" FROM ALL ABUTTING STREET LOT LINES.

ALONG 24TH AVE NW

THE BUILDING IS SETBACK IS 2'-0" AVG. ABOVE 45'-0" IN THE PORTION LABELED "SOUTH BLDG", AND THE BUILDING IS SETBACK 10'-0" AVERAGE ABOVE 65'-0" ALONG PORTION OF BUILDING LABELED "SOUTH BLDG".

ALONG NW 54TH ST.

THE BUILDING IS SETBACK 10'-0" AVG. ABOVE 65'-0". THERE IS NO ADDITIONAL STEPBACK ABOVE 65'-0".

RATIONALE

THE DEPARTURE WILL ALLOW US RECOVER LOST DEVELOPMENT POTENTIAL RESULTING FROM A VOLUNTARY SETBACK AT THE CORNER AND AT THE STREET LEVEL OF NW MARKET ST AND 24TH AVE NW, AND ALLOW THE PROJECT TO IMPROVE THE PEDESTRIAN EXPERIENCE ALONG NW MARKET ST & 24TH AVE NW BY PROVIDING ADDITIONAL SPACE FOR CAFE SEATING AND RETAIL SPILL-OUT SPACE SO THAT THE RETAIL OCCUPANTS CAN ENGAGE MORE DIRECTLY WITH THE PEDESTRIAN EXPERIENCE ALONG NW MARKET ST AND 24TH AVE NW. BOTH STREETS ARE EXPERIENCED ON THE STREET LEVEL, AND WE FEEL IT IS IMPORTANT TO EMPHASIZE AND ENGAGE THIS SPACE. ADDITIONALLY, STEPPING BACK THE ENTIRE CORNER OF NW MARKET ST AND 24TH AVE NW CREATES MORE OF AN OPEN SPACE

SEE DESIGN GUIDELINE DC2.2.A ARCHITECTURAL & FACADE COMPOSITION
 SEE DESIGN GUIDELINE CS2.1.A CHARACTER CORE

OPTION 2: "THE MARSHMALLOW" PREFERRED OPTION

189,370 SF
179 UNITS
AVERAGE UNIT SIZE : 603 SF
113 PARKING SPACES

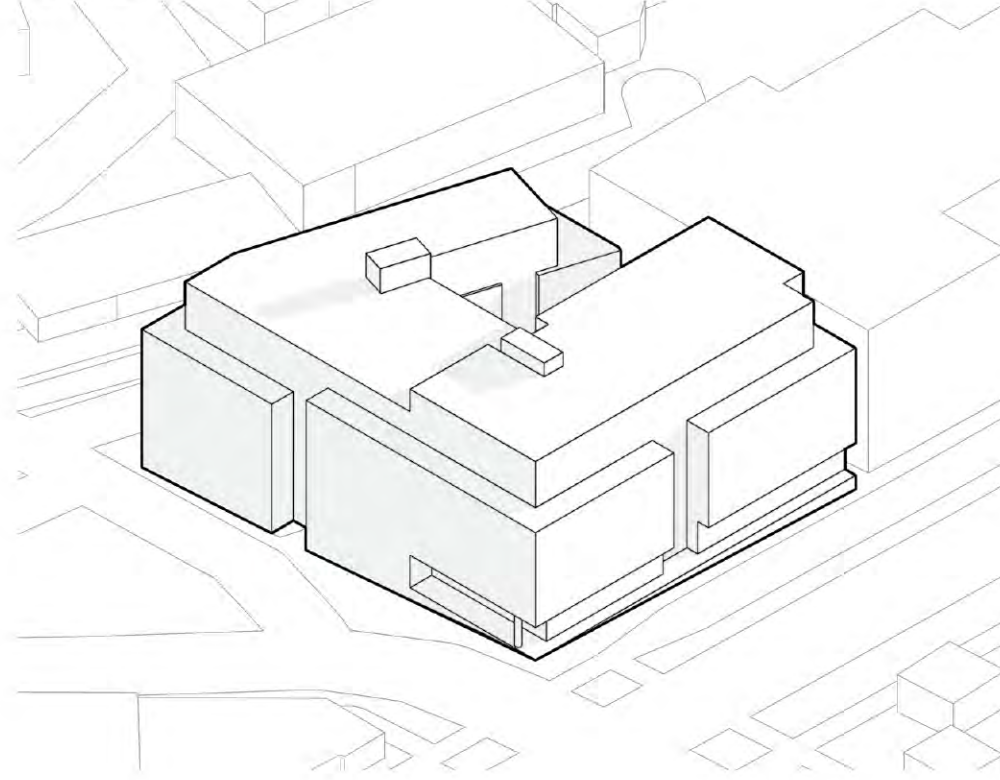
PROS:

- RECESSED RETAIL MAINTAINS SIGHT LINES TO BURKE-GILMAN
- STRONG CORNER AT INTERSECTION CREATING MORE COMMERCIAL AND PUBLIC OPEN SPACE
- STRONGEST RELATIONSHIP TO THE BURKE-GILMAN TRAIL PROPOSED ADJACENT TO SITE
- RELATES TO BALLARD HISTORICAL DESIGN FEATURES THE MOST BY BREAKING THE BUILDING INTO THREE 50' - 100' SECTIONS
- STRONGEST SENSE OF HUMAN SCALE AT GROUND LEVEL
- BUILDING MASS CREATES A NATURAL OVERHANG FOR PEDESTRIAN WEATHER PROTECTION
- MASSING MOST SIMILAR IN SCALE TO NEIGHBORING BUILDING.
- BEST PROPORTIONS

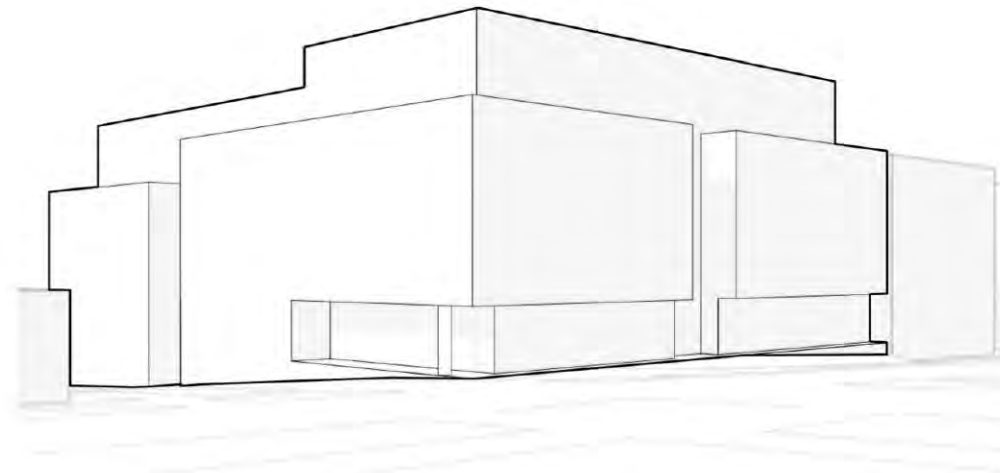
CONS:

- RETAIL FRONTAGE IS SETBACK FROM STREET
- LOBBY IS NOT EXPRESSED IN THE MASSING

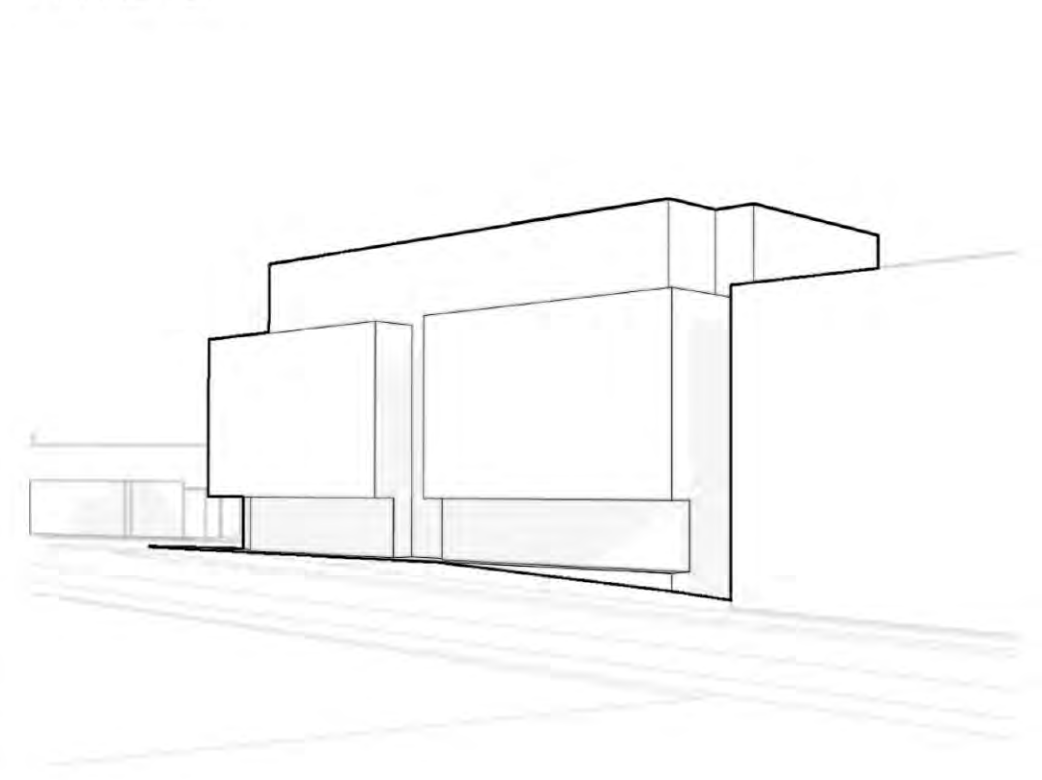
AERIAL



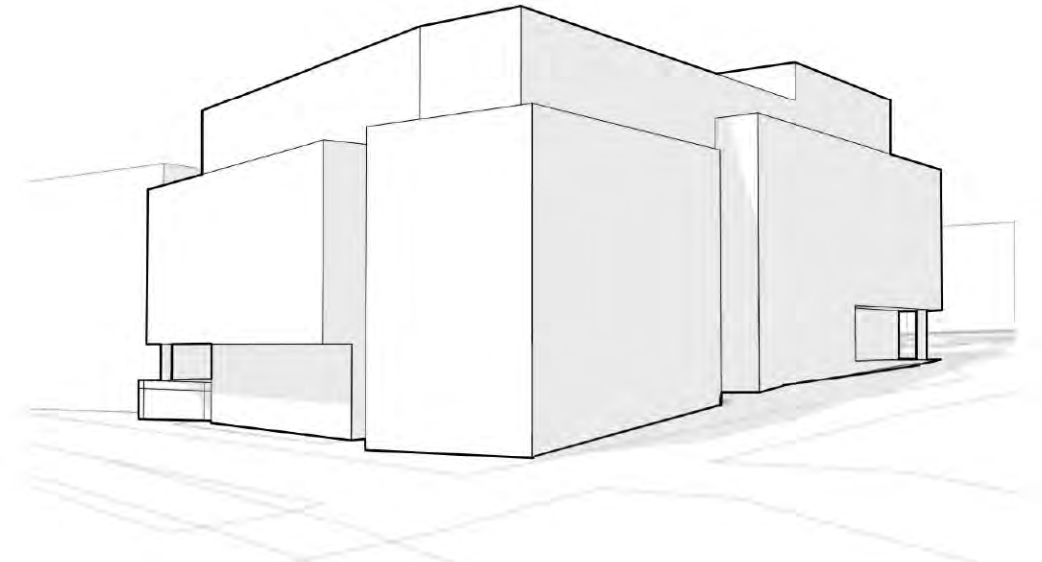
MARKET ST & 24TH



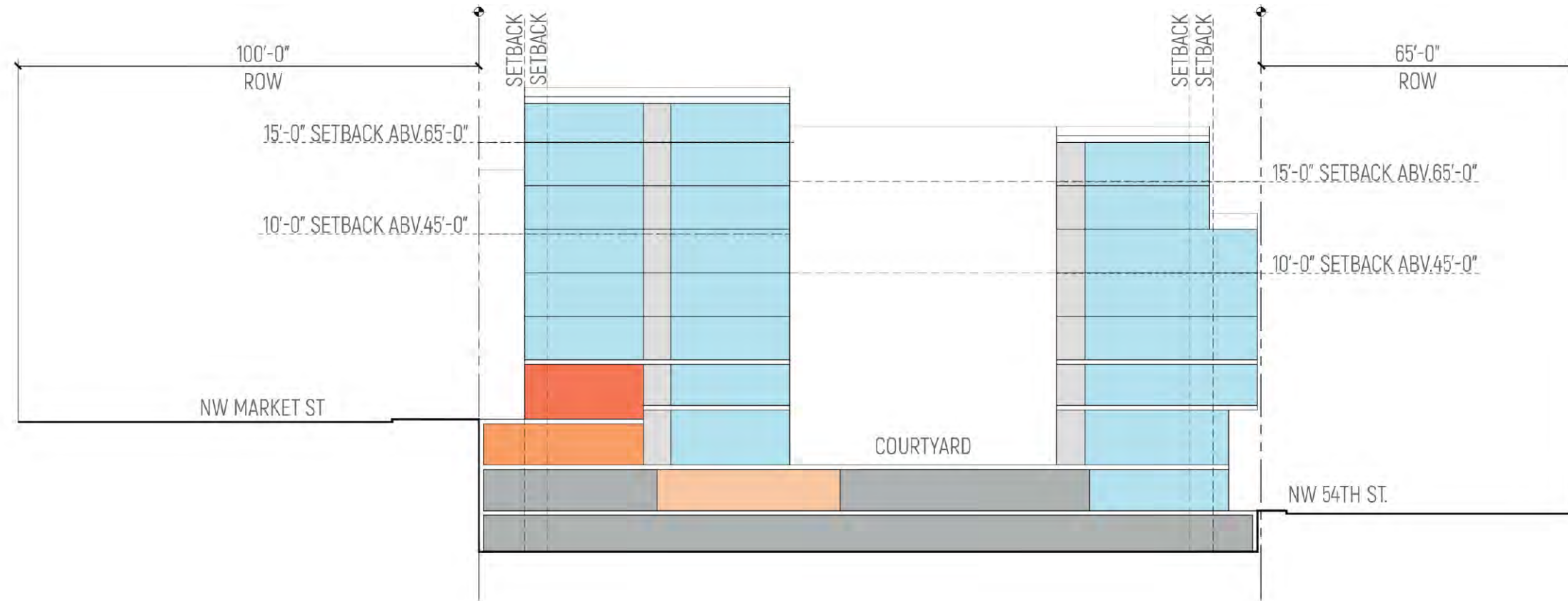
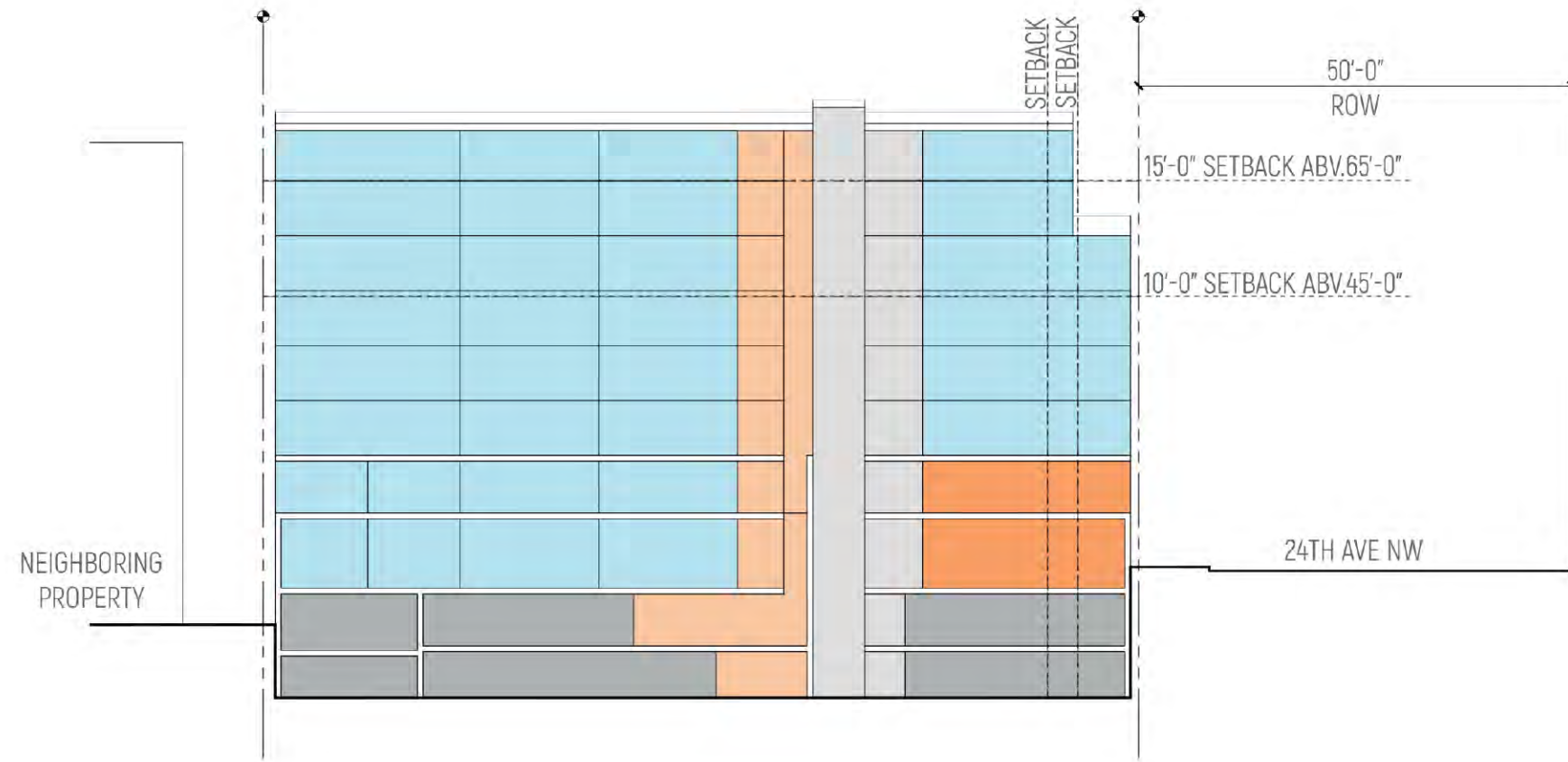
MARKET ST



54TH & 24TH

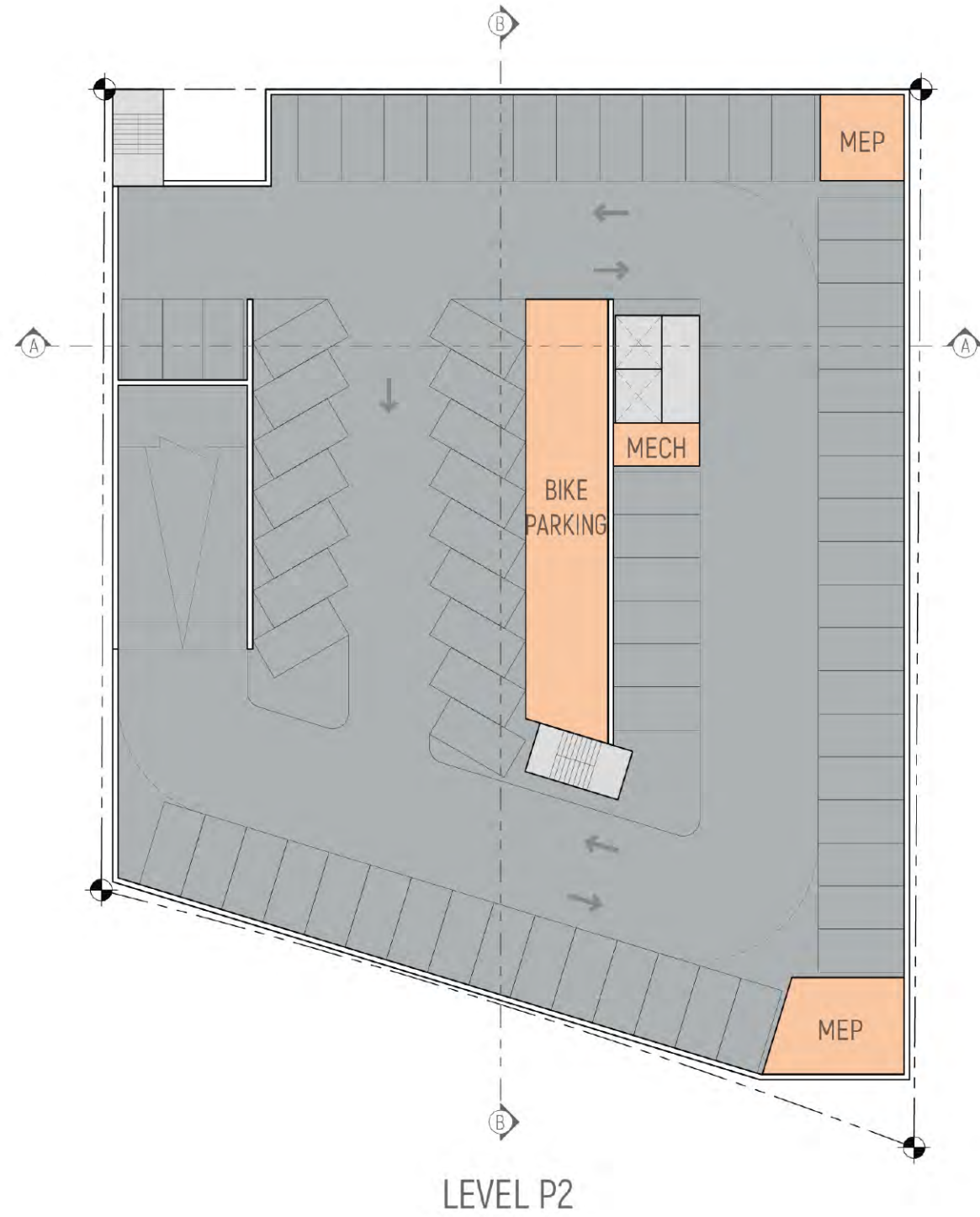


OPTION 2 - CONTINUED



- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 2 - CONTINUED



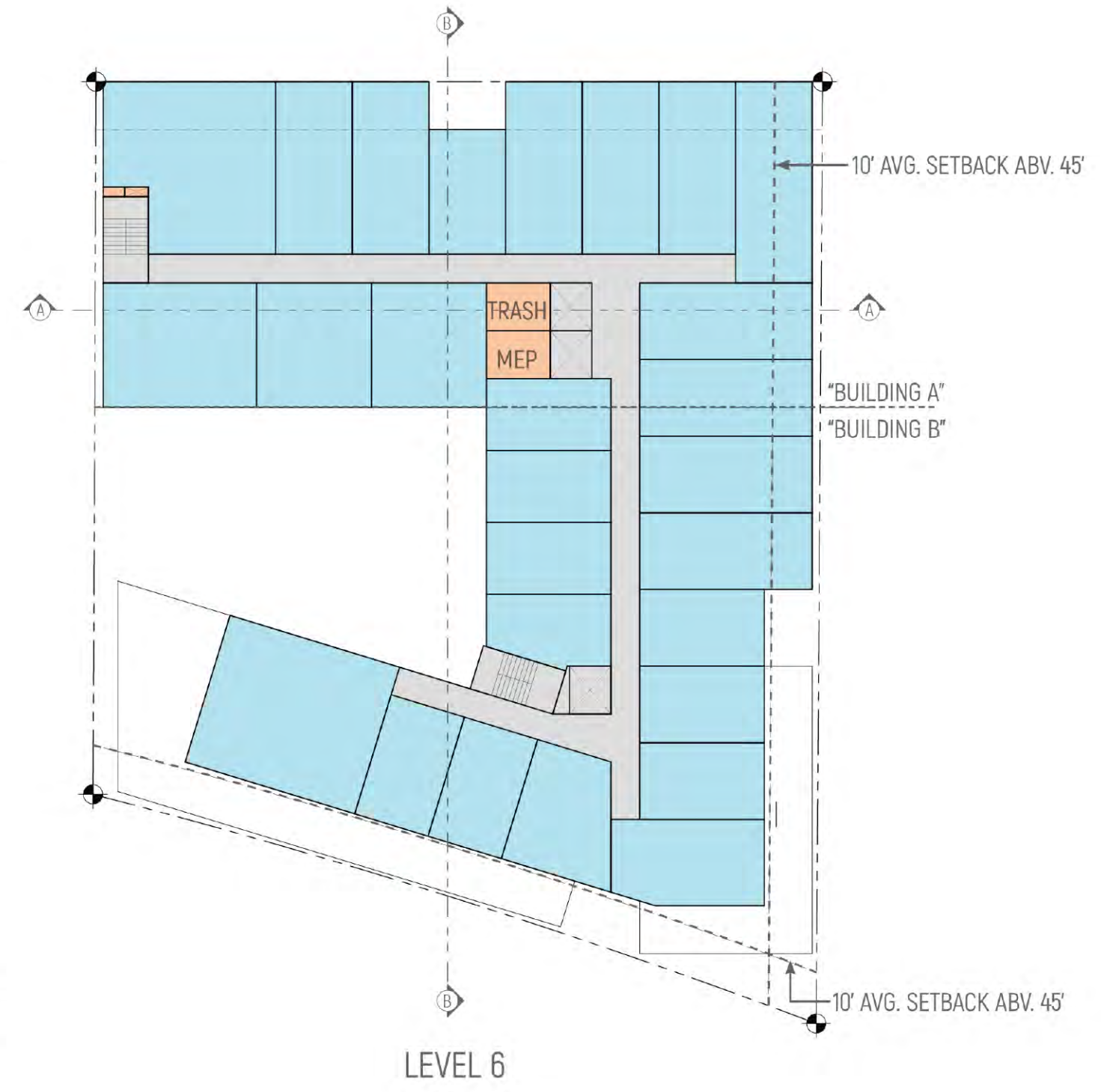
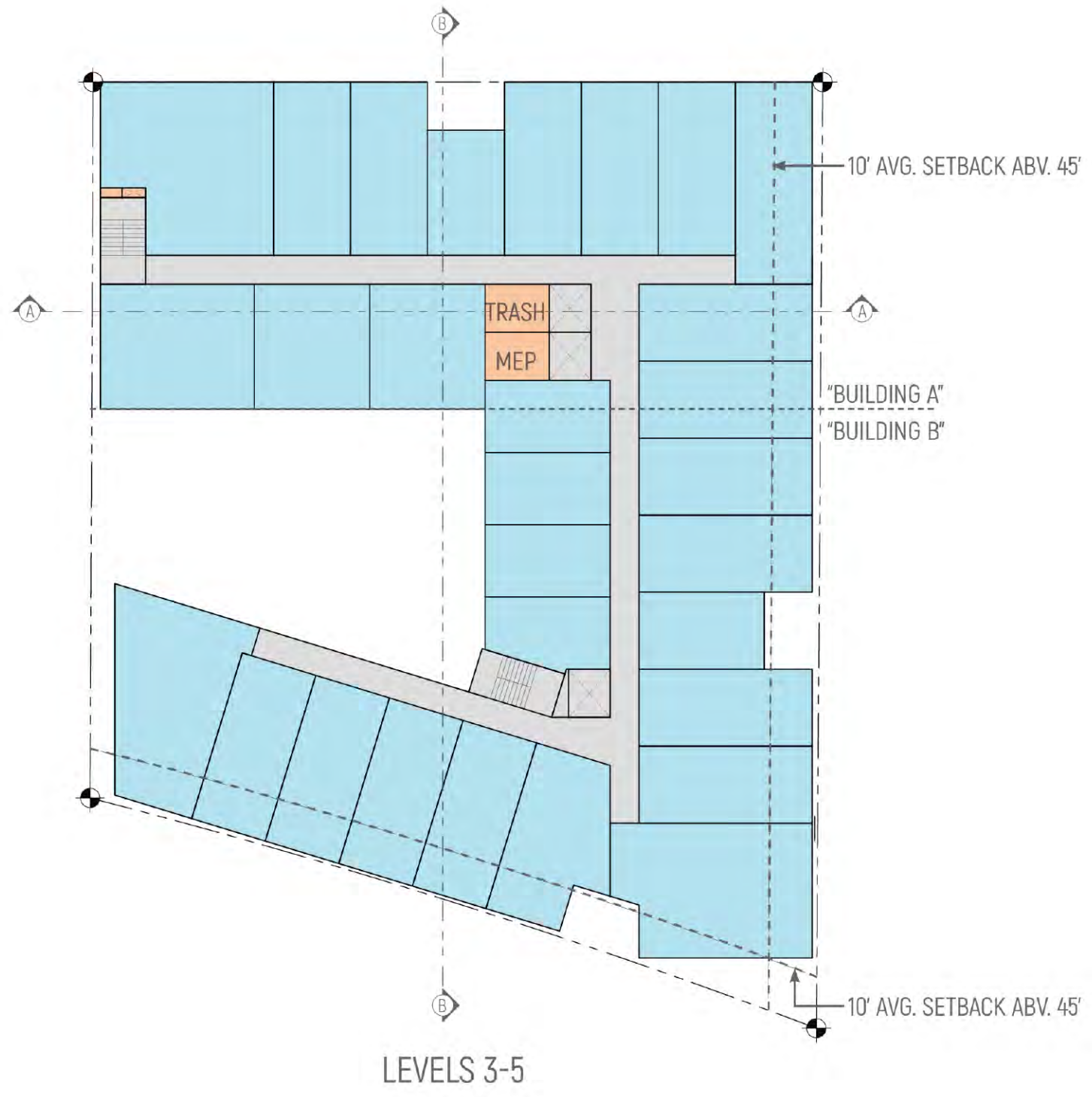
- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 2 - CONTINUED



■ COMMERCIAL
 ■ RESIDENT COMMON
 ■ BACK OF HOUSE - MECHANICAL
 ■ RESIDENTIAL UNITS
 ■ CIRCULATION
 ■ PARKING

OPTION 2 - CONTINUED



COMMERCIAL

RESIDENT COMMON

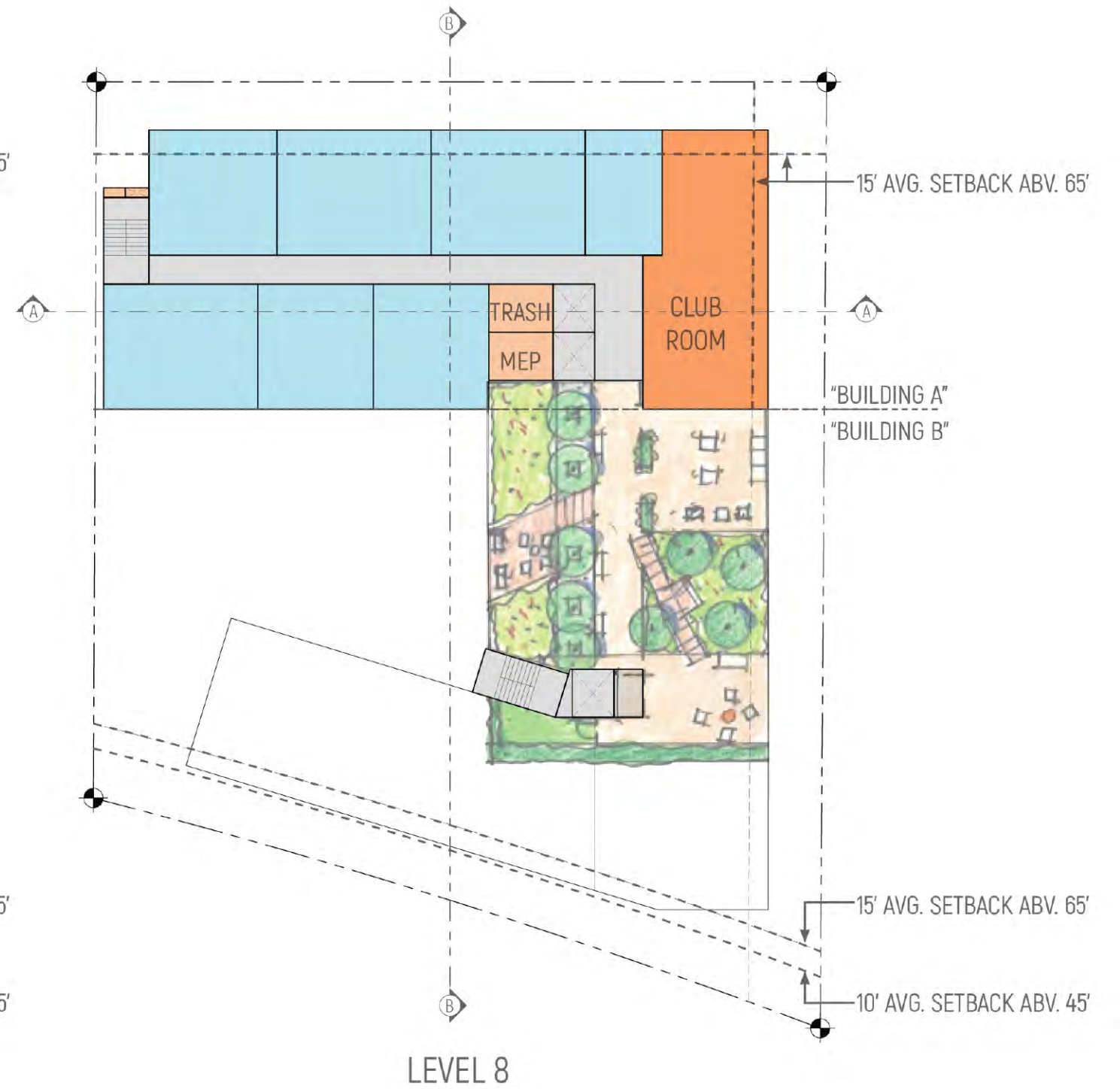
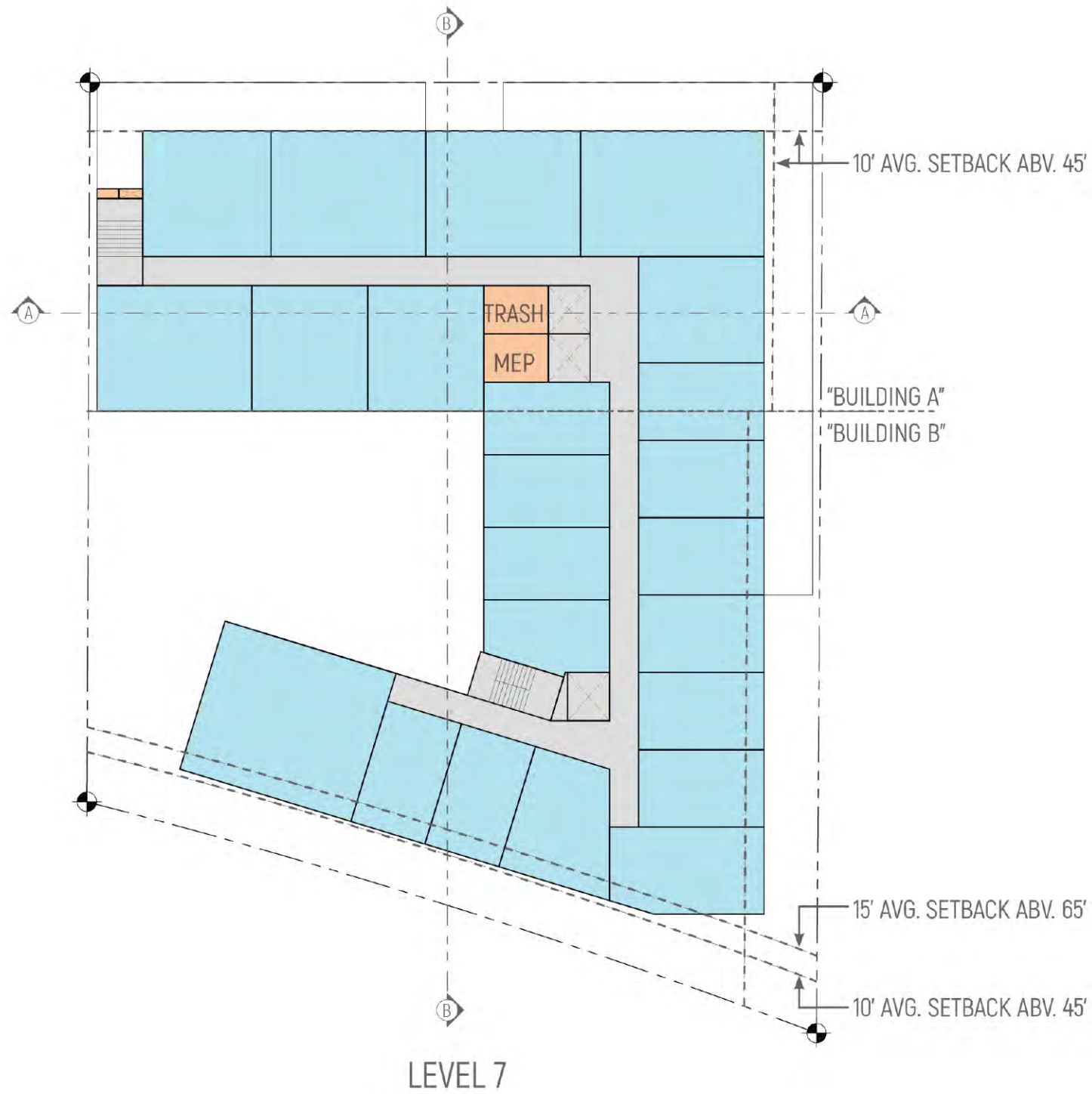
BACK OF HOUSE - MECHANICAL

RESIDENTIAL UNITS

CIRCULATION

PARKING

OPTION 2 - CONTINUED



- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 2 - DEPARTURES

SMC 23.47A.005 - STREET LEVEL USES

D - IN PEDESTRIAN-DESIGNATED ZONES THE LOCATIONS OF USES ARE REGULATED AS FOLLOWS

1. ALONG DESIGNATED PRINCIPAL PEDESTRIAN STREETS, ONE OR MORE OF THE FOLLOWING USES ARE REQUIRED ALONG 80 PERCENT OF THE STREET-LEVEL, STREET-FACING FAÇADE IN ACCORDANCE WITH THE STANDARDS PROVIDED IN SUBSECTION 23.47A.008.C.

C. EATING AND DRINKING ESTABLISHMENTS

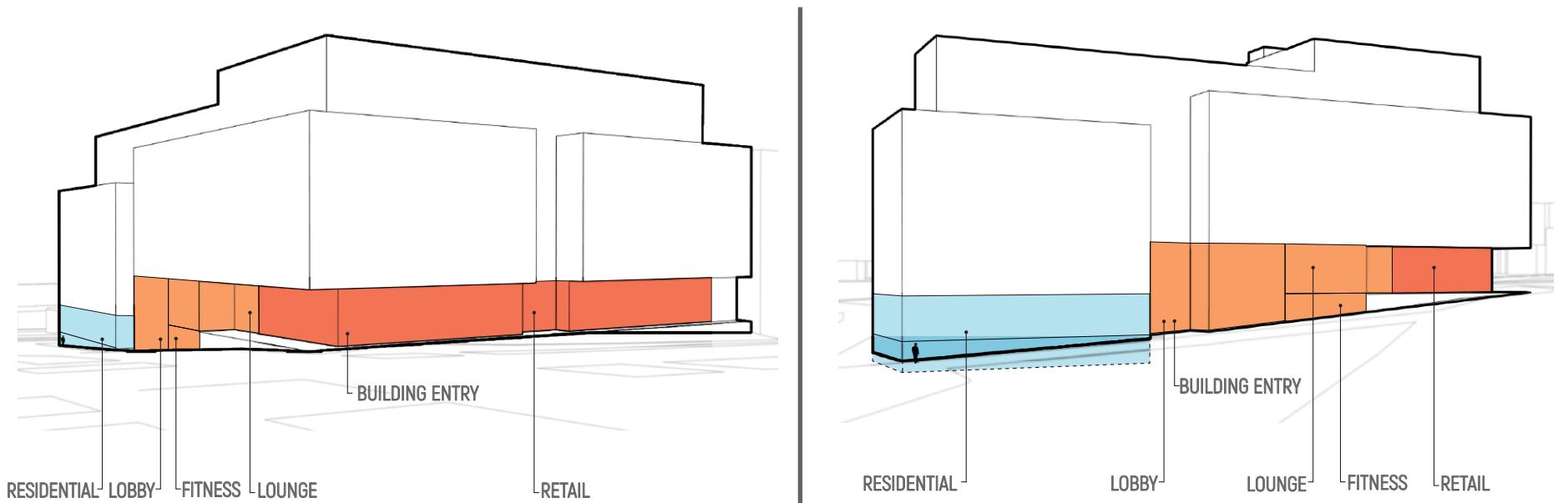
REQUESTED

21% OF STREET-LEVEL FRONTAGE USE INTENDED FOR EATING & DRINKING ESTABLISHMENT(S) ALONG 24TH AVE NW. 55% RESIDENTIAL AMENITY ALONG 24TH AVE NW. 24% RESIDENTIAL ALONG 24TH AVE NW. 24TH AVE NW. 24% RESIDENTIAL ALONG 24TH AVE NW

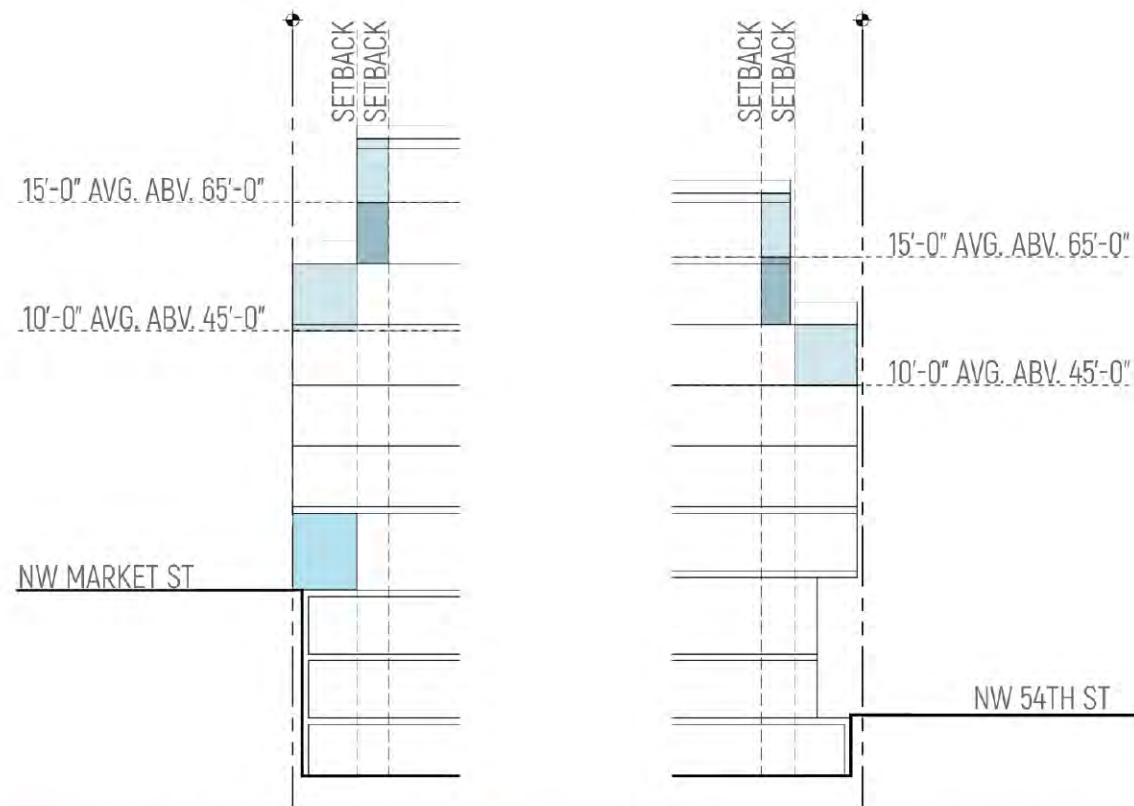
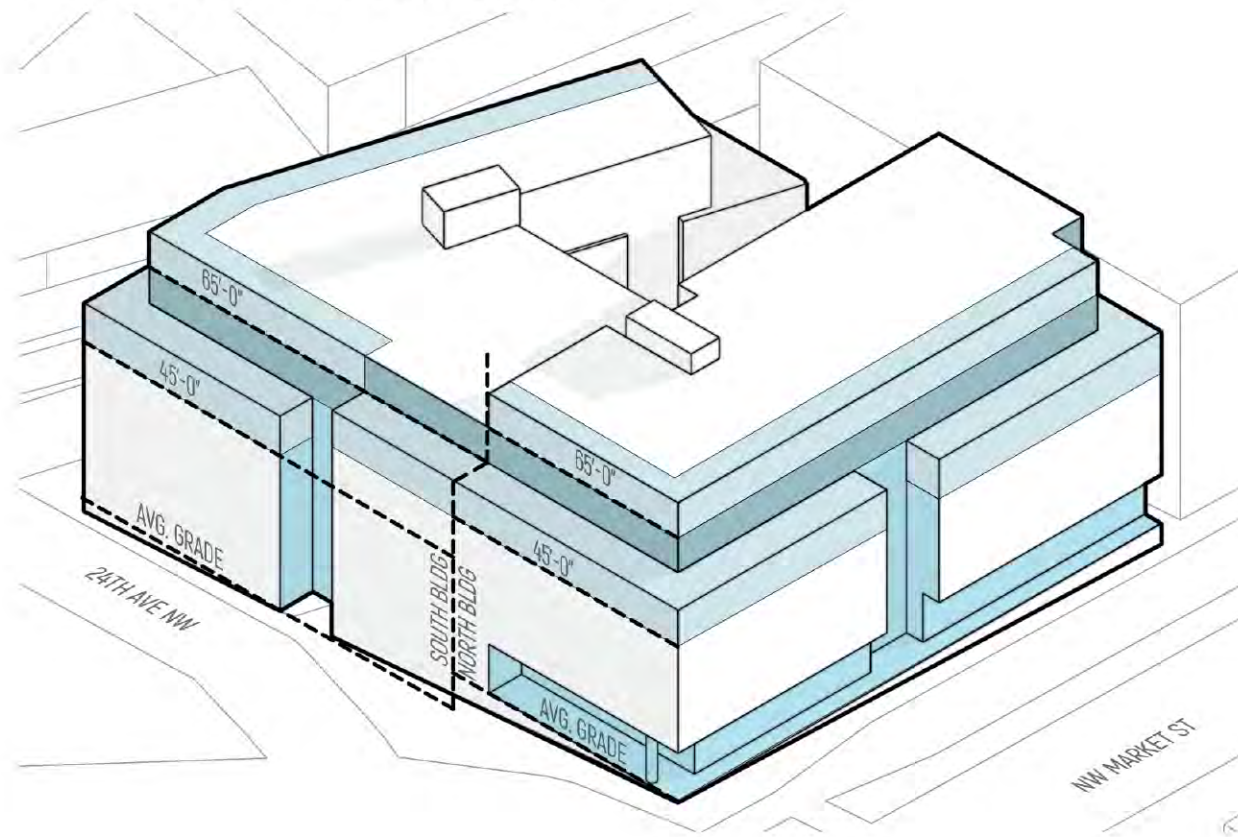
RATIONALE

DUE TO GRADE CHANGE ALONG 24TH AVE NW, "STREET LEVEL" COULD BE CONSIDERED TO BE EITHER LEVEL P1, LEVEL 1, OR LEVEL 2. THE DESIGN GUIDELINES STATE THAT "ALONG PRINCIPAL PEDESTRIAN STREETS IN PEDESTRIAN DESIGNATION ZONES, CONTINUE THE PRECEDENT OF A HIGH DENSITY OF STOREFRONTS, ENTRIES, AND THE HUMAN-SCALE OF THE STREET-FACING FAÇADES" (PL3.1.B), THAT "RETAIL SPACES "SHOULD BE POROUS, AND INCLUDE PEDESTRIAN INTEREST AND DIVERSE STOREFRONT TREATMENTS AND TENANT SPACES" (PL3.4), AND CREATE WELCOMING AND SPACIOUS SIDEWALK ENVIRONMENT THROUGH INTEGRATING PRIVATE OPEN SPACE, SETBACKS AND CAREFUL LOCATION OF ENTRANCES AT THE GATEWAY" (PL1.2.A). SINCE BOTH LEVEL P1 AND LEVEL 1 ARE PARTIALLY BELOW GRADE, IT IS NOT POSSIBLE TO SATISFY ANY OF THESE DESIGN GUIDELINES ON LEVEL P1 OR ON LEVEL 1. LEVEL P1 WOULD PLACE THE RETAIL THE CLOSEST TO STREET LEVEL, BUT IT CAN'T BE ENTERED FROM 24TH AVE NW, AND CANT HAVE A LOT OF WINDOWS DUE TO SO LITTLE OF THE FAÇADE BEING EXPOSED. LEVEL 1 CAN ONLY BE ENTERED FROM ONE AREA ALONG 24TH AVE NW. ENTERING AT THIS LOCATION WOULD REQUIRE THE RETAIL SPACE TO BE ABOVE STREET LEVEL, AND PEOPLE WOULDN'T BE ABLE TO SEE INTO THE MAJORITY OF THE WINDOWS FROM THE STREET; EFFECTIVELY CUTTING THE RETAIL SPACE OFF FROM THE PEDESTRIAN ENVIRONMENT. FINALLY, LEVEL 2 CAN ONLY BE ENTERED FROM THE CORNER OF 24TH AVE NW AND NW MARKET ST., WHICH IS WHERE WE ARE PROPOSING TO PLACE OUR RETAIL, BUT THE FARTHER YOU GO DOWN 24TH AVE, THE MORE IT STARTS TO SUFFER THE SAME ISSUES AS LEVEL 1. HOWEVER, ALL OF THE AREAS WHERE WE ARE NOT PROPOSING RETAIL WORK WELL FOR RESIDENTIAL PROGRAM; SINCE THEY ARE NATURALLY MORE PRIVATE, AND THEY CAN BE EASILY ACCESSED FROM INSIDE THE BUILDING.

SEE DESIGN GUIDELINE PL1.2.A "WALKWAY & CONNECTIONS: PEDESTRIAN VOLUMES"
 SEE DESIGN GUIDELINE PL3.1.B "RETAIL ENTRIES: CHARACTER CORE"
 SEE DESIGN GUIDELINE PL3.4 "RETAIL EDGES"



OPTION 2 - DEPARTURES



SETBACK DEPARTURE REQUIRED
 COMPLIANT SETBACK
 VOLUNTARY SETBACK

SMC 23.47A.009 - STANDARDS APPLICABLE TO SPECIFIC AREAS

F - BALLARD HUB URBAN VILLAGE

4 - SETBACK REQUIREMENTS

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.

2) A SETBACK WITH AN AVERAGE DEPTH OF 15 FEET FROM ALL STREET LOT LINES IS REQUIRED FOR PORTIONS OF A STRUCTURE ABOVE A HEIGHT OF 65 FEET. THE MAXIMUM DEPTH OF A SETBACK THAT CAN BE USED FOR CALCULATING THE AVERAGE SETBACK IS 25 FEET.

REQUESTED

THE CODE REQUIRES US TO HAVE A 10'-0" AVG. SETBACK OVER 45'-0" FROM ALL ABUTTING STREET LOT LINES, AND A 15'-0" AVG. SETBACK OVER 65'-0" FROM ALL ABUTTING STREET LOT LINES.

ALONG NW MARKET ST. THE BUILDING IS SETBACK 10'-0" AVG. ABOVE 55'-0". THERE IS NO ADDITIONAL STEPBACK ABOVE 65'-0".

ALONG 24TH AVE NW THE BUILDING IS SETBACK 10'-0" AVG. ABOVE 55'-0". ALONG PORTION OF BUILDING LABELED "NORTH BUILDING".

THE BUILDING IS SETBACK 8'-0" AVG ABOVE 55'-0" ALONG PORTION OF BUILDING LABELED "SOUTH BLDG". THE BUILDING IS SETBACK 12'-0" AVERAGE ABOVE 65'-0" ALONG PORTION OF BUILDING LABELED "SOUTH BLDG".

ALONG NW 54TH ST. BUILDING SETBACK 10'-0" AVERAGE ABOVE 65'-0". NO ADDITIONAL STEPBACK ABOVE 65'-0".

RATIONALE

THE DEPARTURE WILL ALLOW US TO RECOVER LOST DEVELOPMENT POTENTIAL RESULTING FROM A VOLUNTARY STREET-LEVEL SETBACK TO BETTER MEET THE DESIGN GUIDELINES, AND ALLOW THE PROJECT TO IMPROVE THE PEDESTRIAN EXPERIENCE ALONG NW MARKET ST & 24TH AVE NW BY PROVIDING ADDITIONAL SPACE FOR CAFE SEATING AND RETAIL SPILL-OUT SPACE SO THAT THE RETAIL OCCUPANTS CAN ENGAGE MORE DIRECTLY WITH THE PEDESTRIAN EXPERIENCE ALONG NW MARKET ST AND 24TH AVE NW. BOTH STREETS ARE EXPERIENCED ON THE STREET LEVEL, AND WE FEEL IT IS IMPORTANT TO EMPHASIZE AND ENGAGE THIS SPACE.

ADDITIONALLY, STEPPING BACK AT 55'-0" INSTEAD OF AT 45'-0" ALLOWS US TO VISUALLY MIMIC THE HEIGHT OF OUR NEIGHBORING BUILDING ALONG ALL FACADES; PROVIDING A STRONG VISUAL CONTINUITY ALONG NW MARKET ST. AND 54TH AVE NW, WHILE STILL AVOIDING A "CANYON EFFECT".

SEE "PREFERRED OPTION JUSTIFICATION" PAGES FOR ADDITIONAL INFORMATION.

SEE DESIGN GUIDELINE DC2.1.A MASSING: REDUCE PERCEIVED MASS

SEE DESIGN GUIDELINE DC2.2.A ARCHITECTURAL & FACADE COMPOSITION

SEE DESIGN GUIDELINE CS2.1.A CHARACTER CORE

OPTION 3: "THE WEDDING CAKE"

180,285 SF
173 UNITS
AVERAGE UNIT SIZE : 570 SF
112 PARKING SPACES

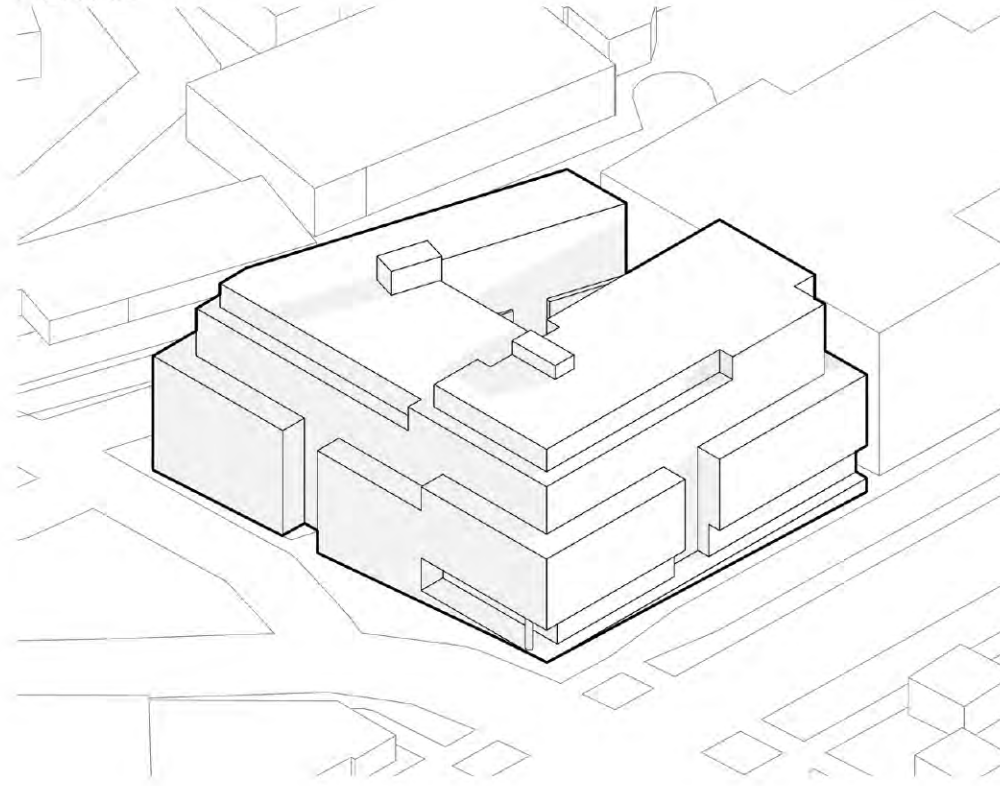
PROS:

- STREET LEVEL SETBACK TO CREATE MORE OPEN SPACE FOR COMMERCIAL AND PUBLIC USE
- STRONG CORNER AT INTERSECTION CREATING MORE COMMERCIAL AND PUBLIC OPEN SPACE
- CREATES MORE RESIDENTIAL PATIOS AT UPPER LEVELS
- STEPS WITH GRADE

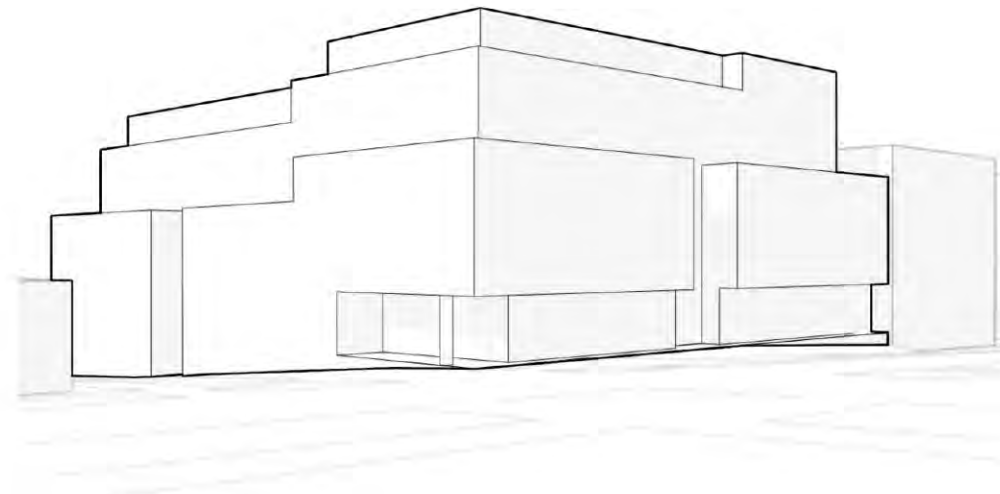
CONS:

- UPPER LEVEL SETBACKS CREATES A LESS COHESIVE MASSING
- MASSING CREATES NON-UNIFORM COMPOSITION OF THE FACADE (I.E. WEDDING CAKE)
- MASS DOES NOT ALIGN WITH NEIGHBORING SITE
- SETBACK CUTS BACK ROOFTOP DECK
- LEAST ECONOMICAL DUE TO THE NON-STACKING CONDITIONS.

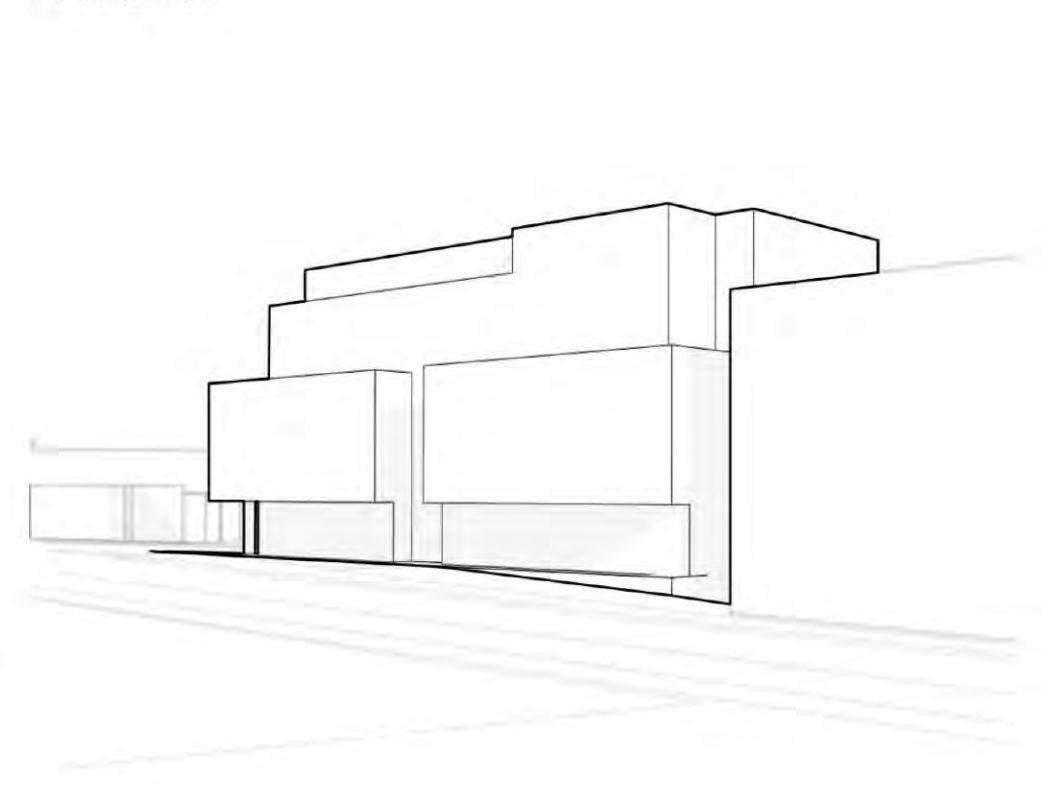
AERIAL



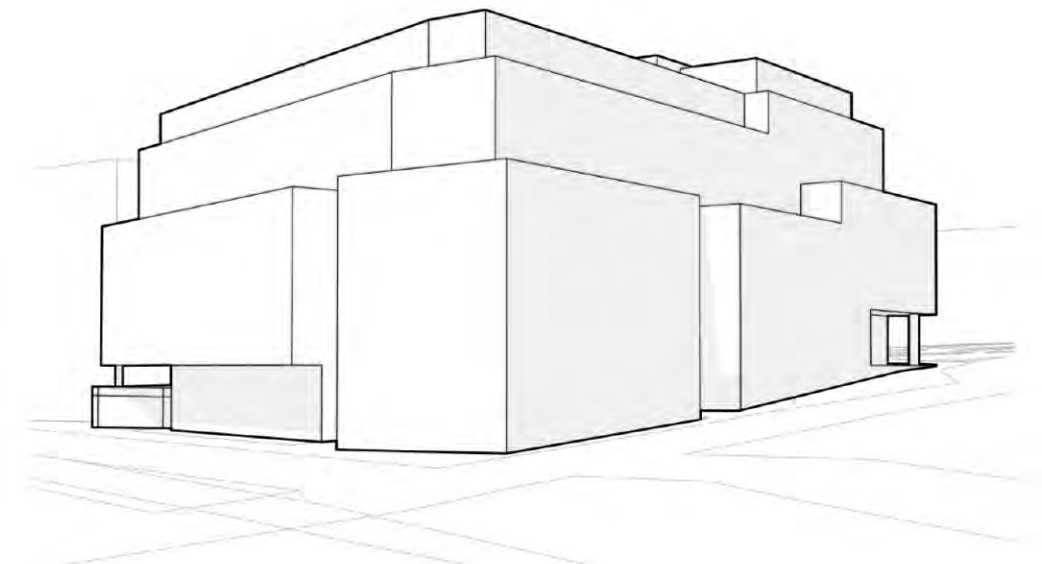
MARKET ST & 24TH



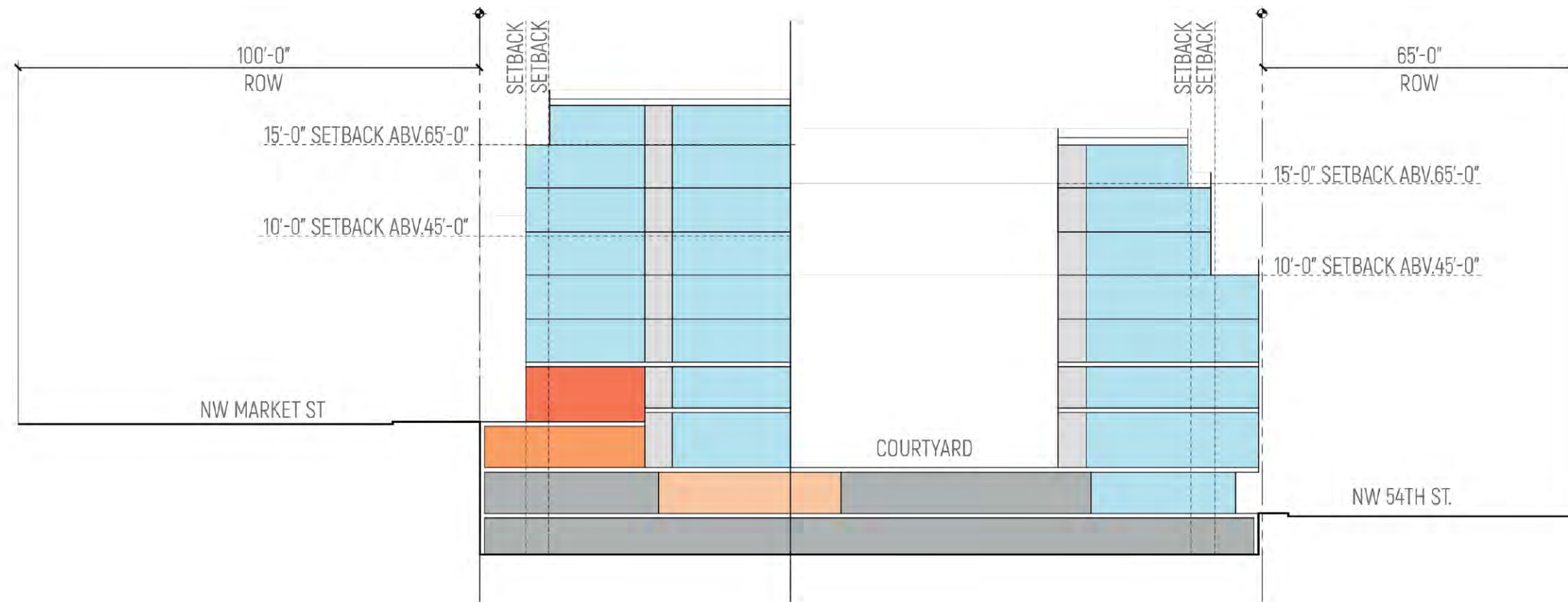
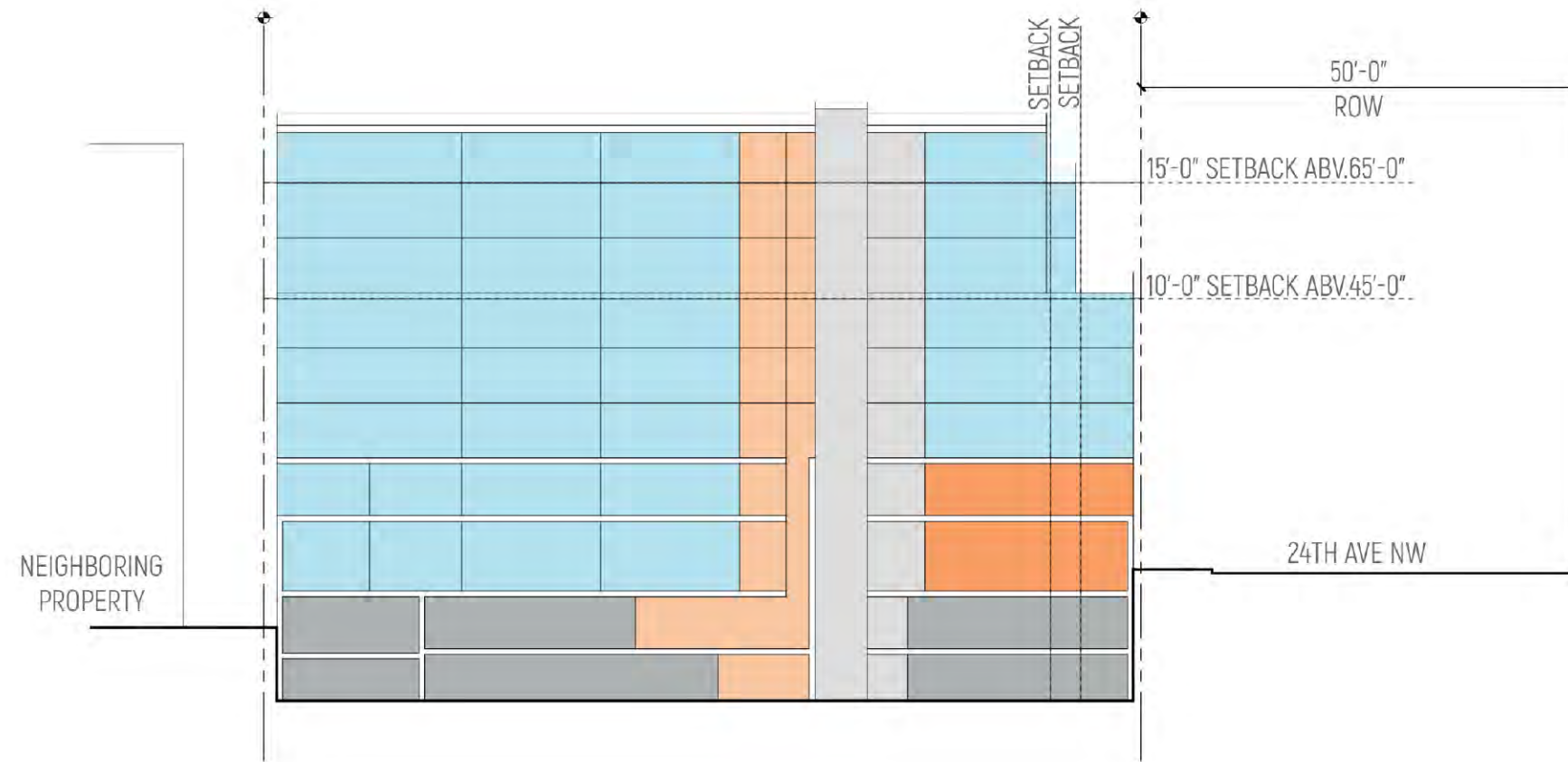
MARKET ST



54TH & 24TH

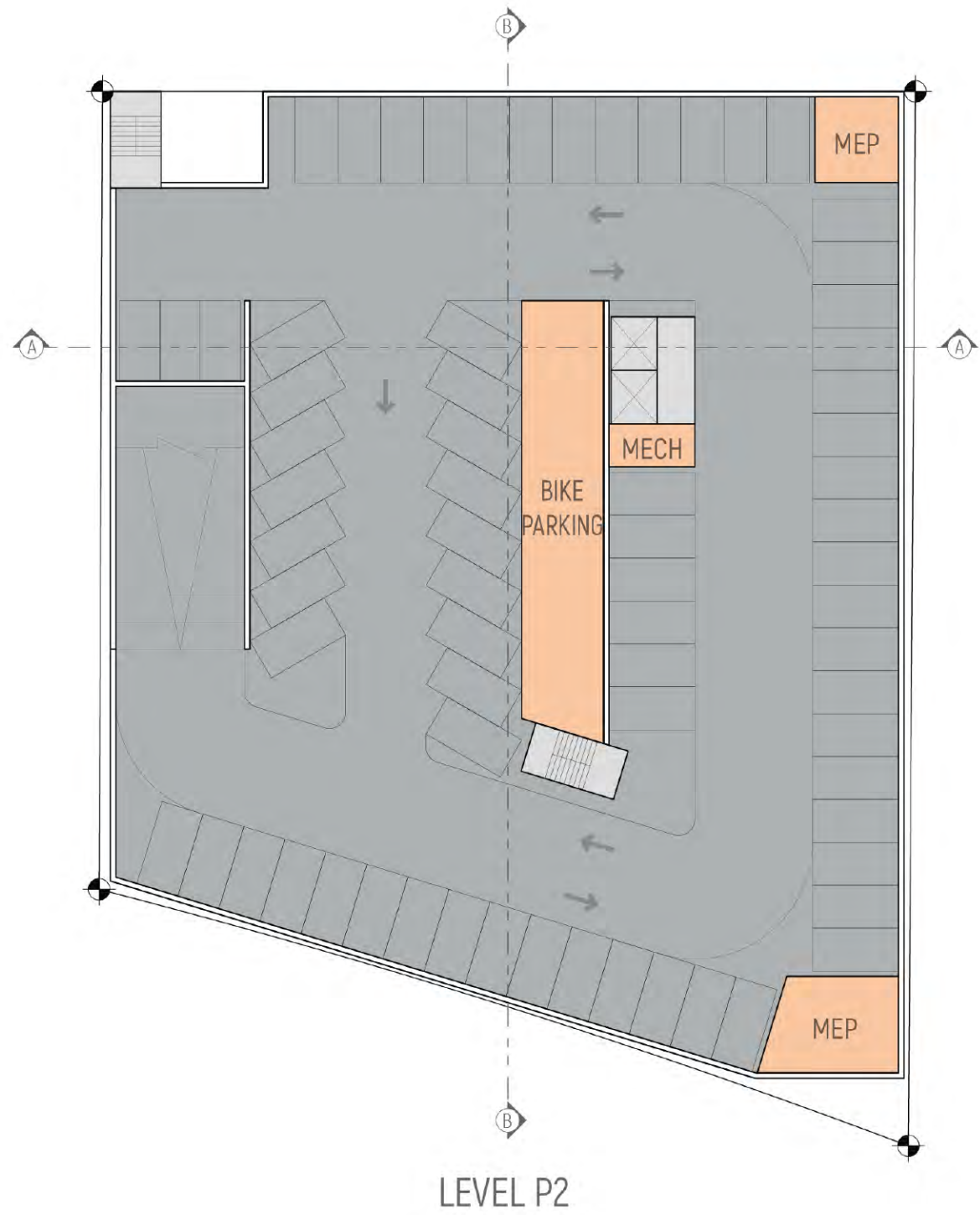


OPTION 3 - CONTINUED



■ COMMERCIAL
 ■ RESIDENT COMMON
 ■ BACK OF HOUSE - MECHANICAL
 ■ RESIDENTIAL UNITS
 ■ CIRCULATION
 ■ PARKING

OPTION 3 - CONTINUED



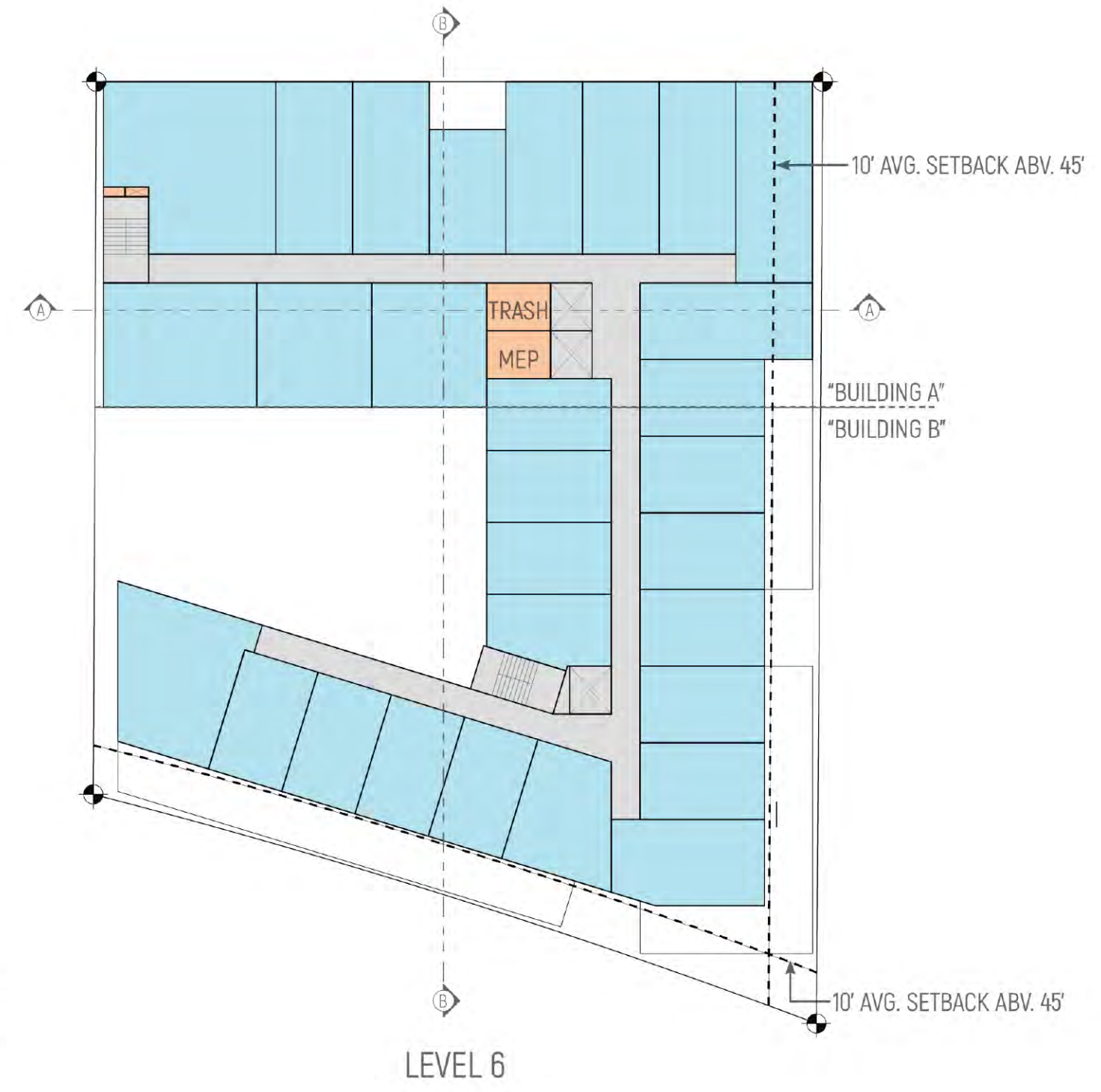
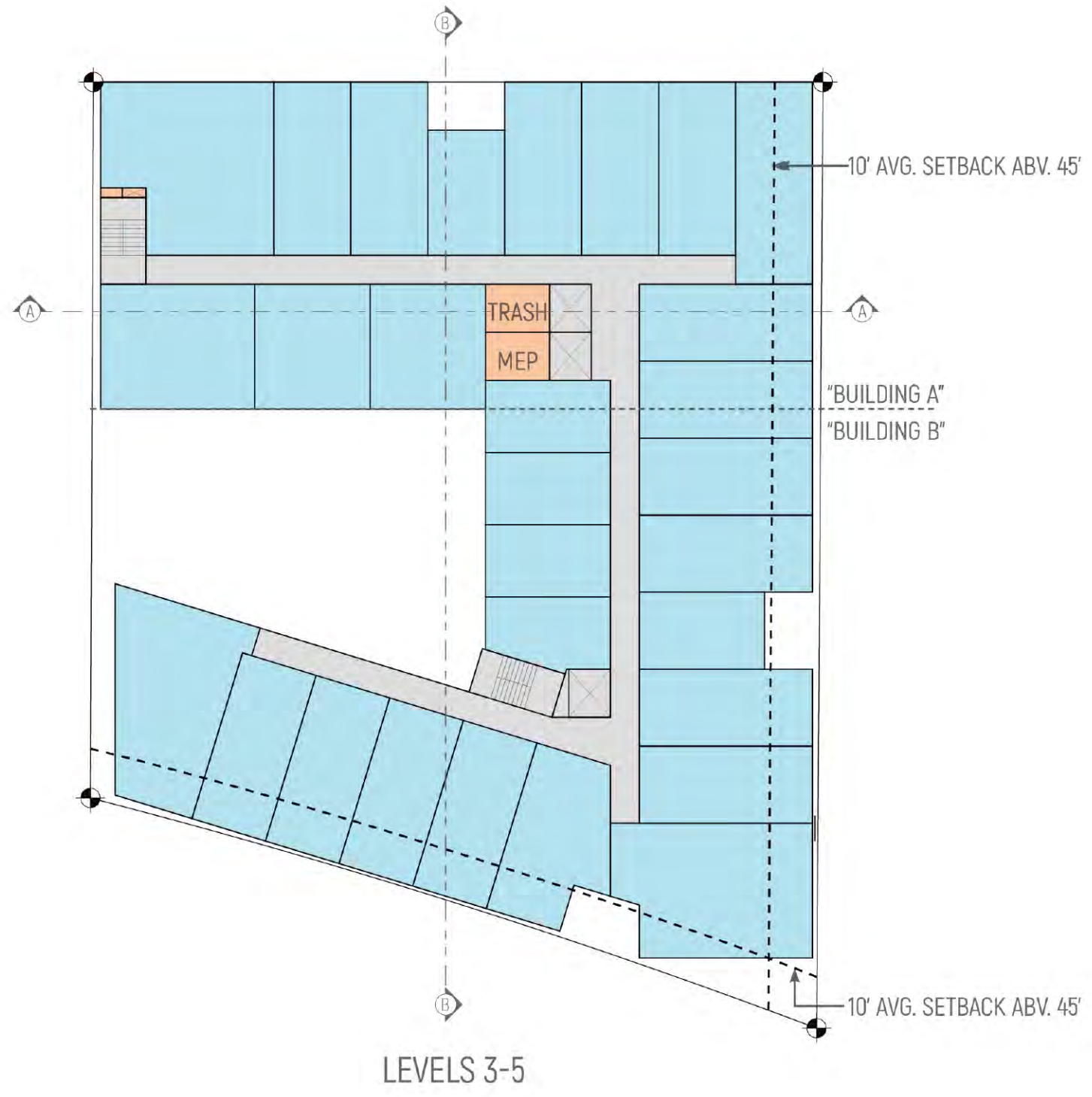
- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 3 - CONTINUED



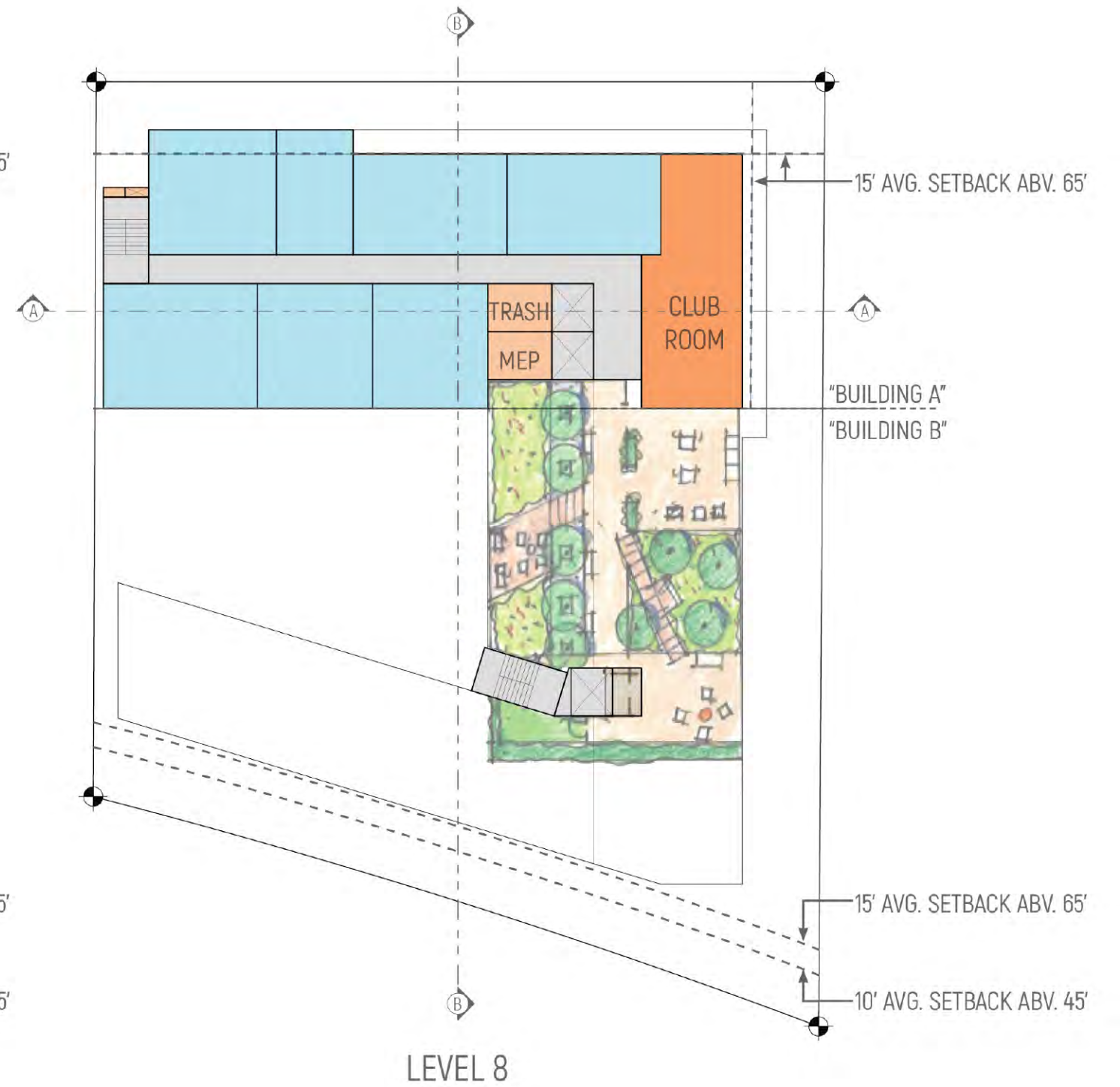
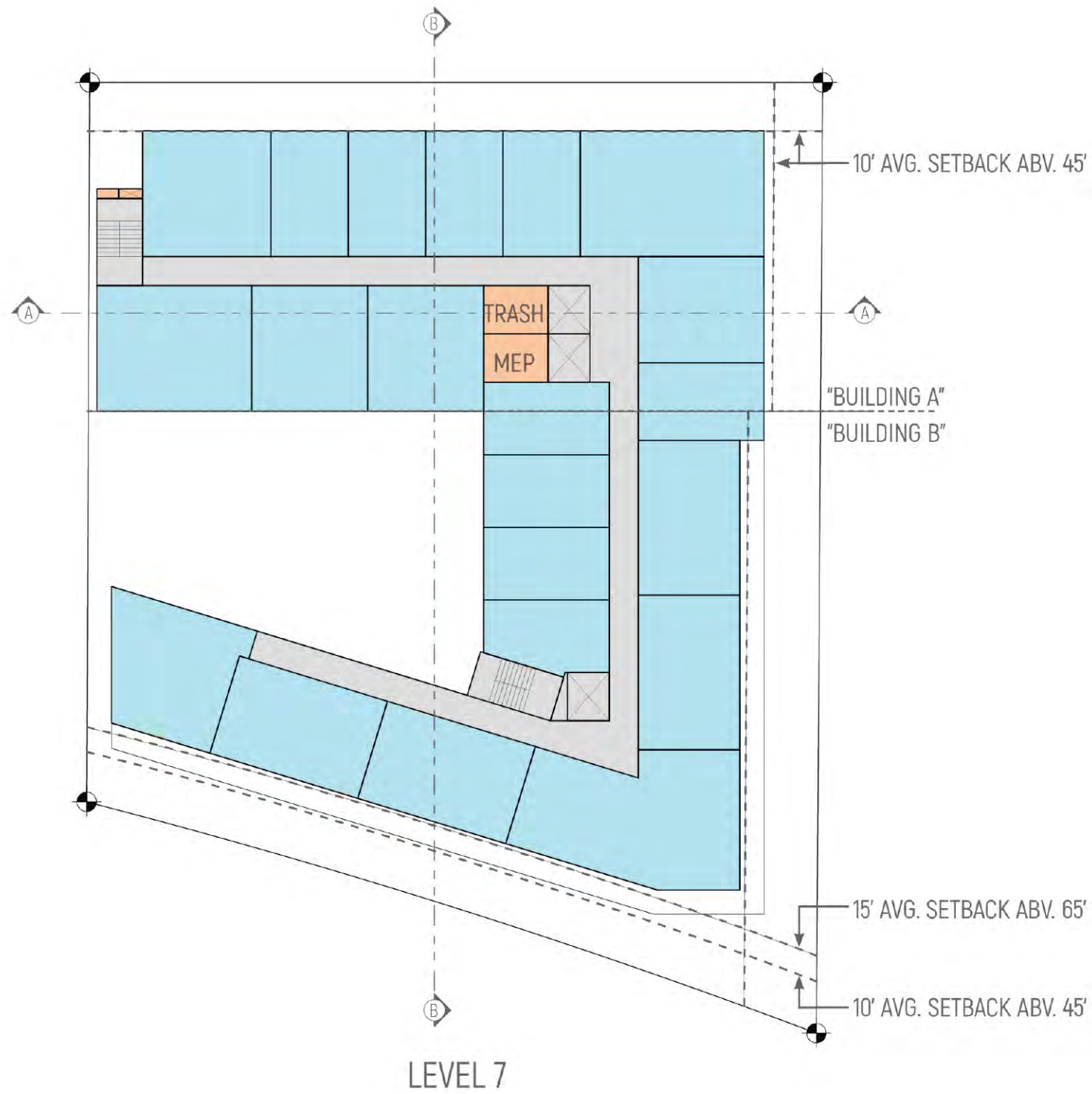
- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 3 - CONTINUED



- COMMERCIAL
- RESIDENT COMMON
- BACK OF HOUSE - MECHANICAL
- RESIDENTIAL UNITS
- CIRCULATION
- PARKING

OPTION 3 - CONTINUED



■ COMMERCIAL
 ■ RESIDENT COMMON
 ■ BACK OF HOUSE - MECHANICAL
 ■ RESIDENTIAL UNITS
 ■ CIRCULATION
 ■ PARKING

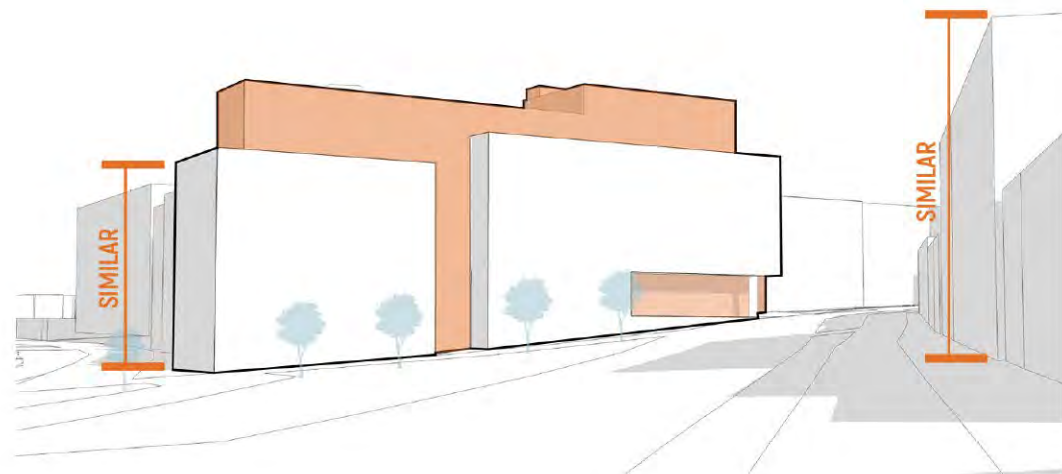
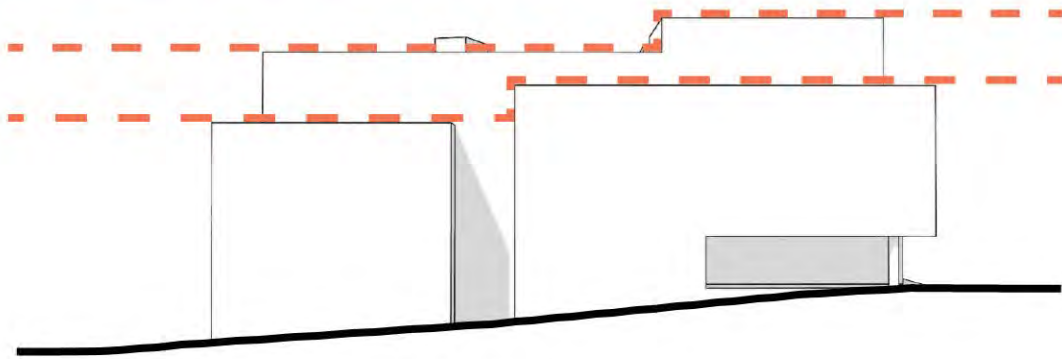
PREFERRED OPTION JUSTIFICATION

[OPTION B]

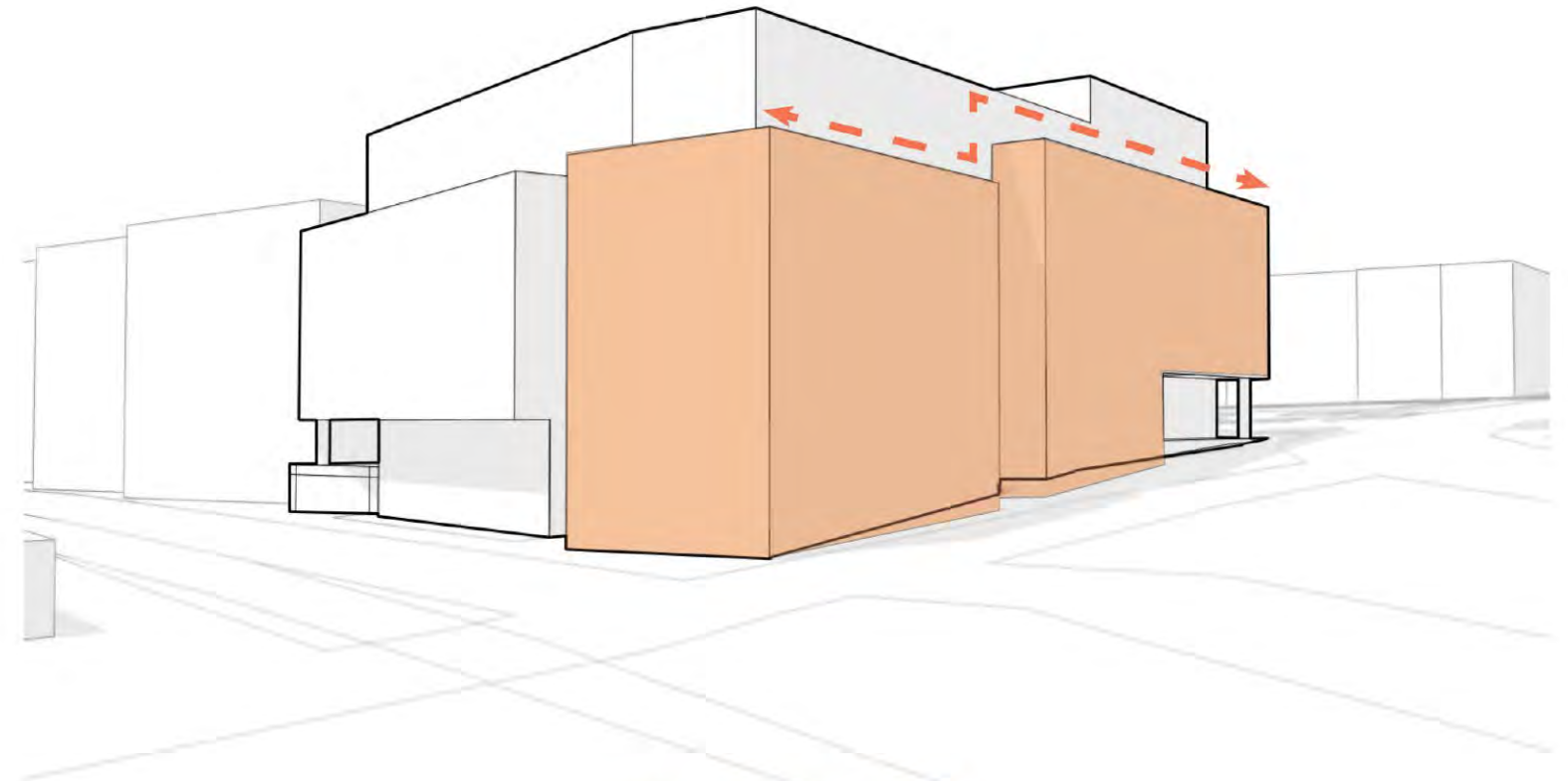
1 SITE CHARACTERISTICS

• STEPS DOWN WITH TOPOGRAPHY

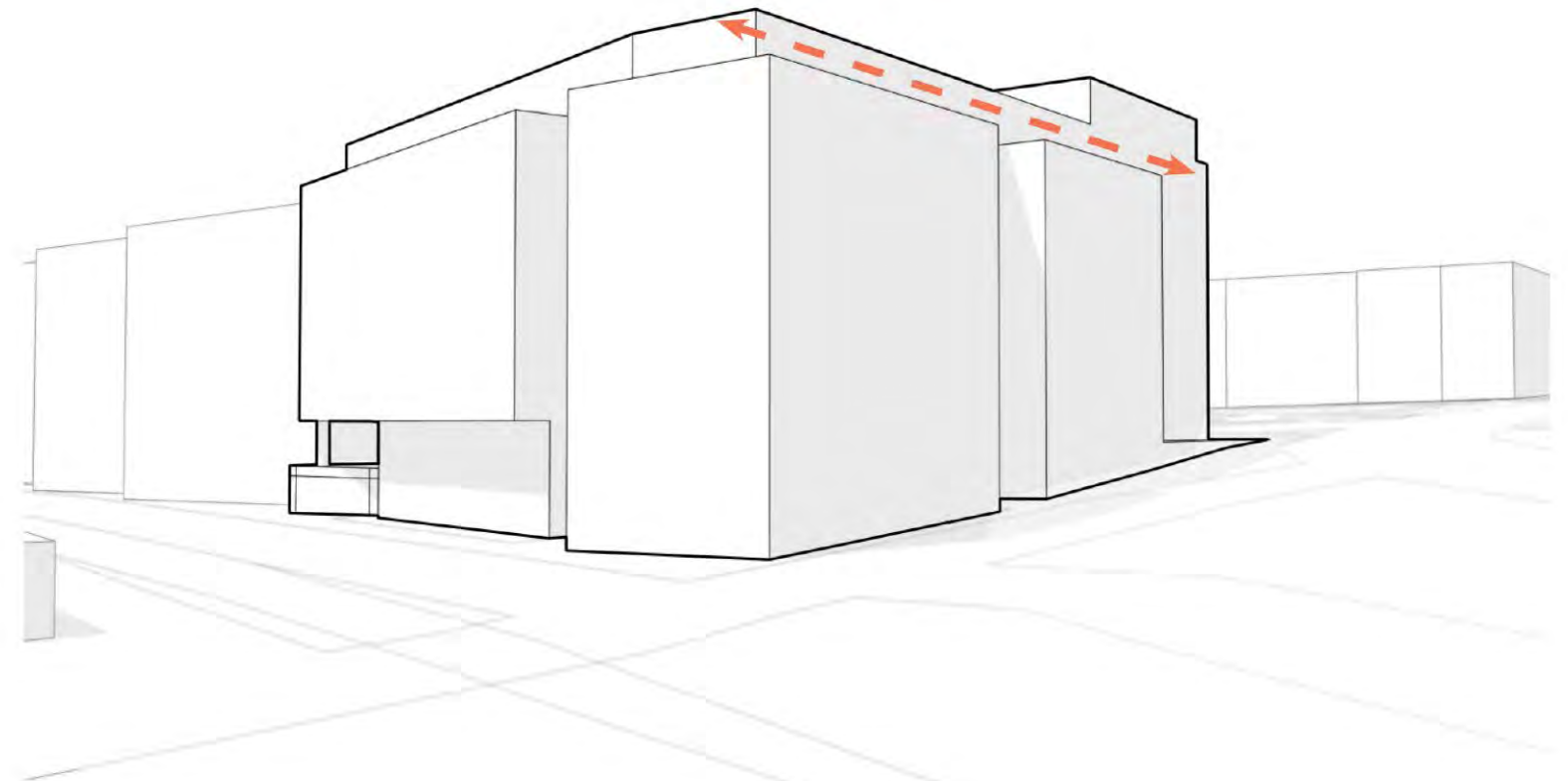
• STEPPING DOWN WITH TOPOGRAPHY ALLOWS US TO AVOID THE "CANYON EFFECT" THAT OPTIONS A CREATES ALONG 54TH AVE NW, WHILE MAINTAINING A SIMILAR NUMBER OF UNITS



• THE STEPPING DOWN OF THE BUILDING PLACES THE HEIGHT SIMILAR TO THE HEIGHT OF THE SURROUNDING BUILDINGS AT THAT ELEVATION.



PREFERRED OPTION

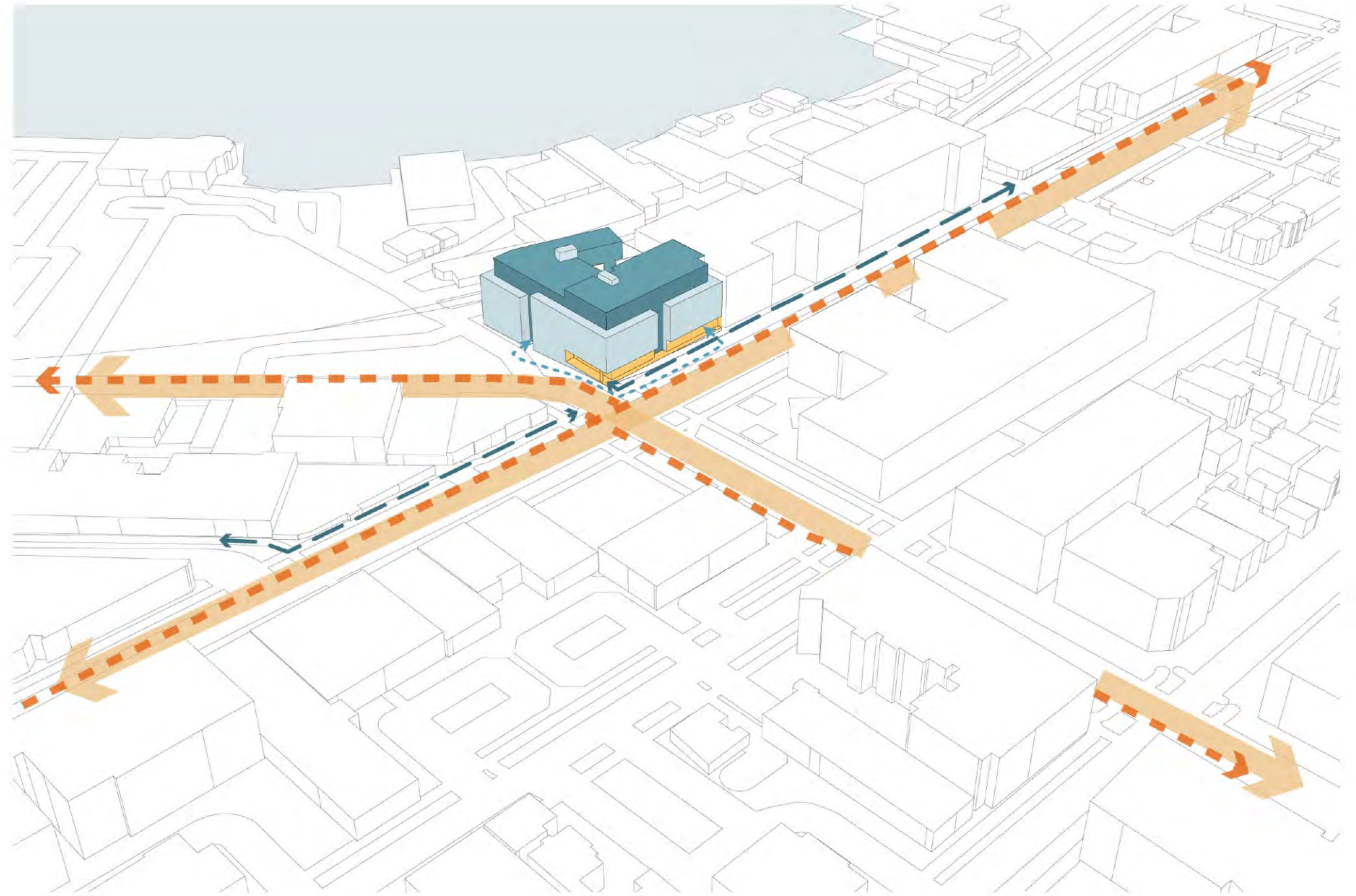


OPTION A

PREFERRED OPTION JUSTIFICATION [OPTION B]

2 CONNECTIVITY

- OPTION B CREATES THE MOST CONNECTIVITY WITH THE STREET LEVEL THROUGH THE SPILL OVER SPACE BETWEEN THE SIDEWALK AND RETAIL SPACE.
- THE UNIFORMITY OF THE BUILDING HELPS CREATE A BETTER CONNECTION WITH THE NEIGHBORING BUILDINGS AND SITE CONTEXT.



CS2.4.A URBAN PATTERN & FORM:
RELATIONSHIP TO THE BLOCK CORNER SITES

- OPTION B PLACES EMPHASES ON THE CORNER CONDITION BY WRAPPING THE RETAIL ON THE CORNER
- THE CORNER CONDITION IN OPTION B CONTINUES UP TO THE ROOF CREATING A DESIGN FEATURE THAT CAN BE SEEN FROM VARIOUS ANGLES AND STREETS ADJACENT TO SITE.

PL1.2.A CONNECTIVITY:
WALKWAY & CONNECTIONS: PEDESTRIAN VOLUMES

- OPTION B HAS A WIDER AND MORE UNIFORM FRONTAGE THAT CREATES MORE CONNECTION WITH THE PEDESTRIANS AND NEIGHBORING SITES.

DC2.4.A.3 ARCHITECTURAL CONCEPT:
FORM & FUNCTION: LEGIBILITY AND FLEXIBILITY

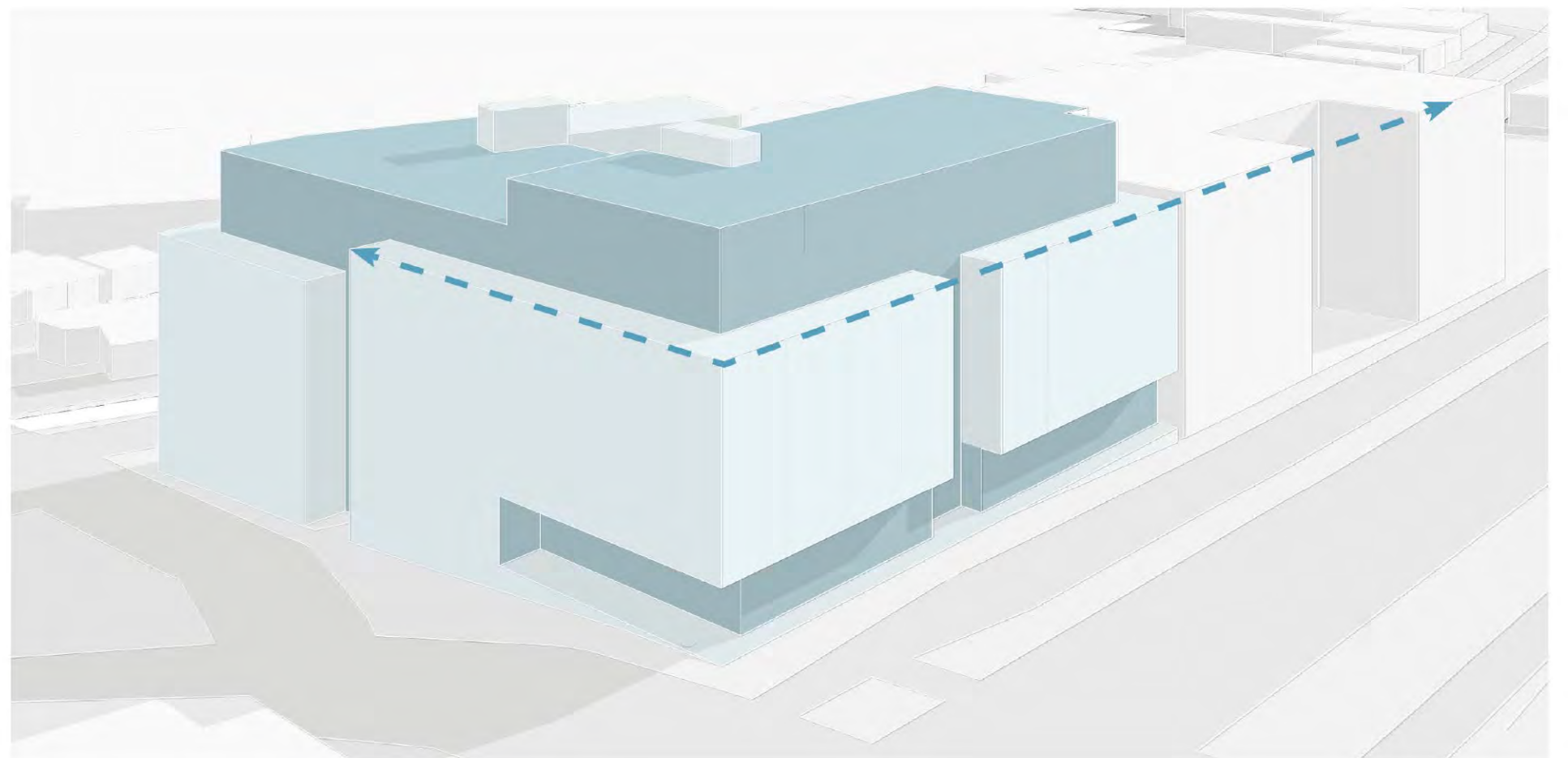
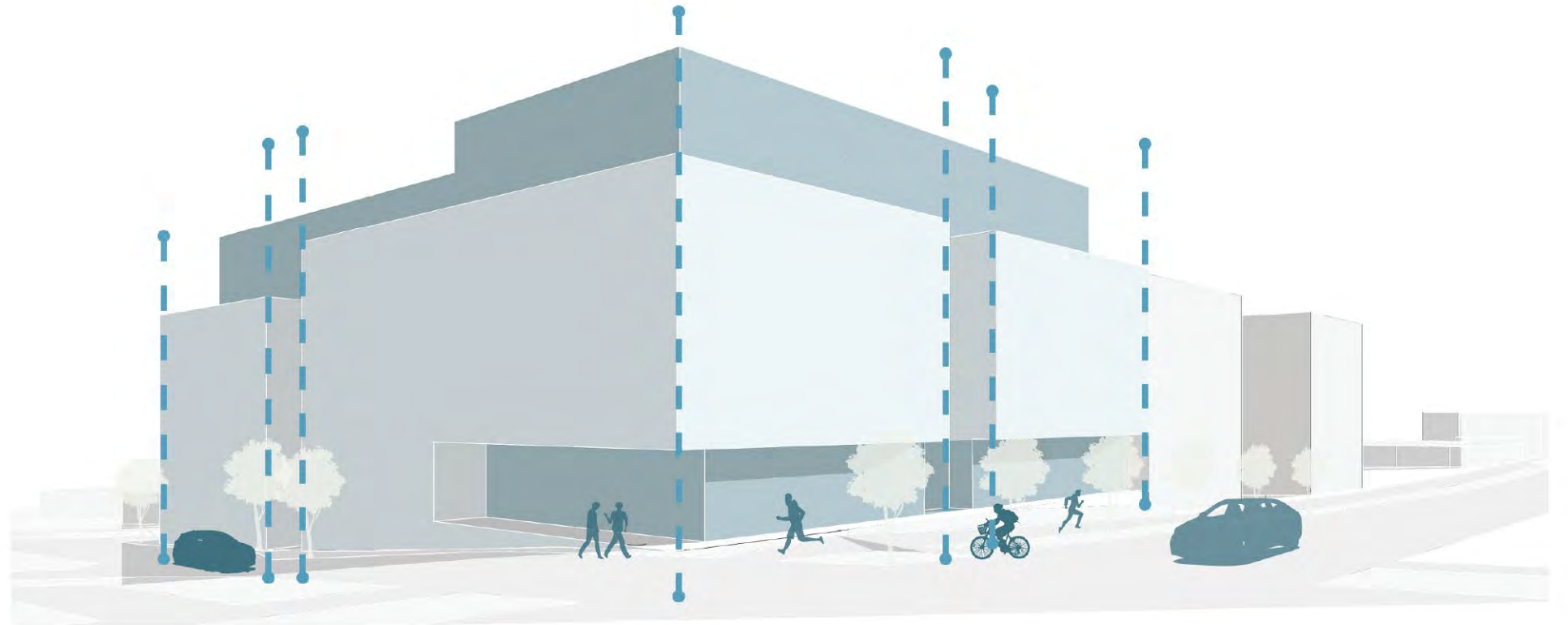
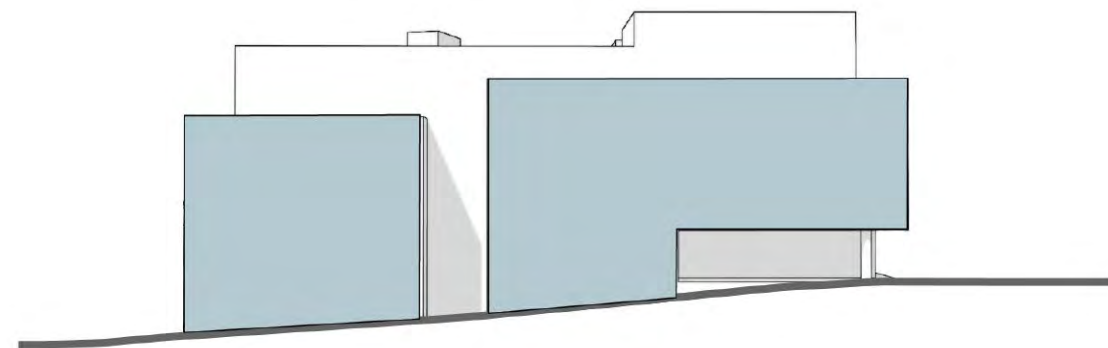
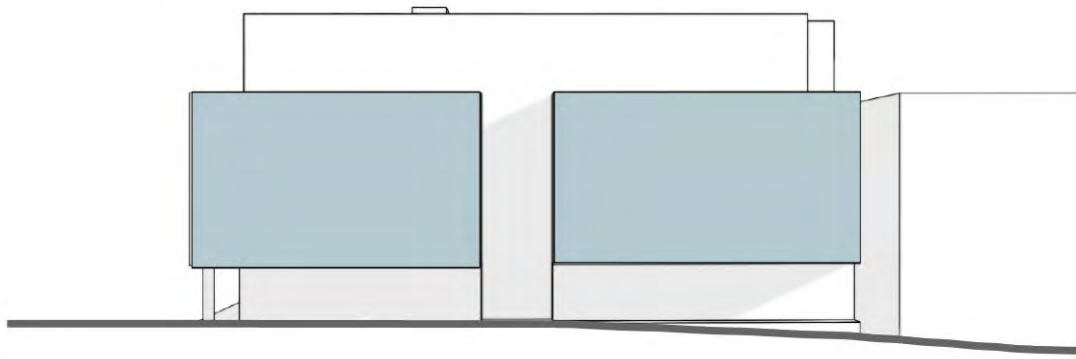
- OPTION B CREATES A STRONG BASE THROUGH GROUND LEVEL SETBACKS, MATERIAL CHANGES, AND FORM.

PREFERRED OPTION JUSTIFICATION

[OPTION B]

3 NEIGHBORHOOD

- MODULATED MASSING MIMICS HISTORIC NEIGHBORHOOD CONTEXT WITH THE 50-100 FOOT MODULATION
- OPTION B ALIGNS WITH ADJACENT BUILDING MASSING



LANDSCAPE PLAN



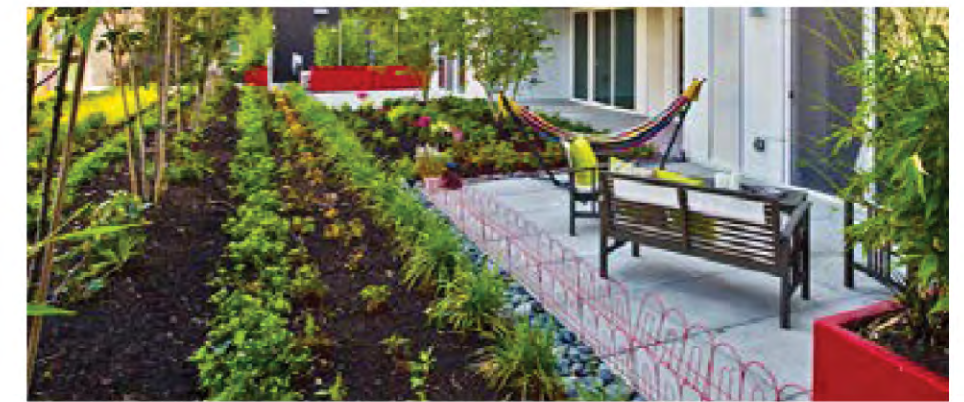
overhang, active streetscape



room for bikes



corten boat element (Denny and Westlake)

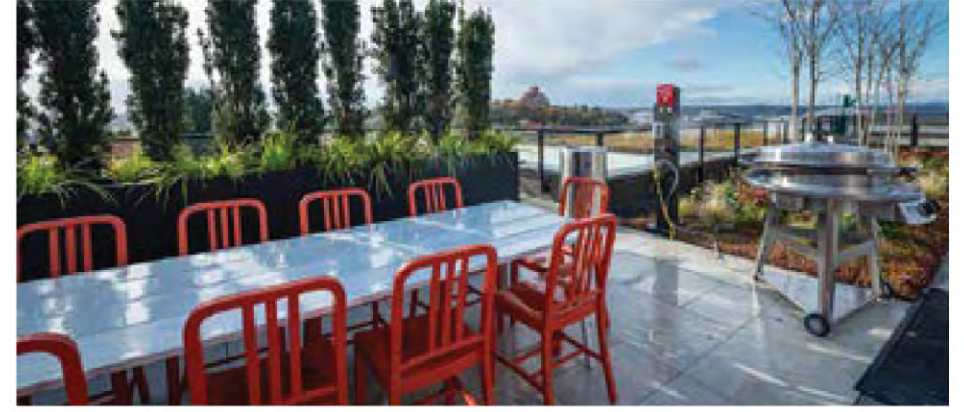


landscape terraces

LANDSCAPE PLAN - ROOF



food and hangout



food and hangout

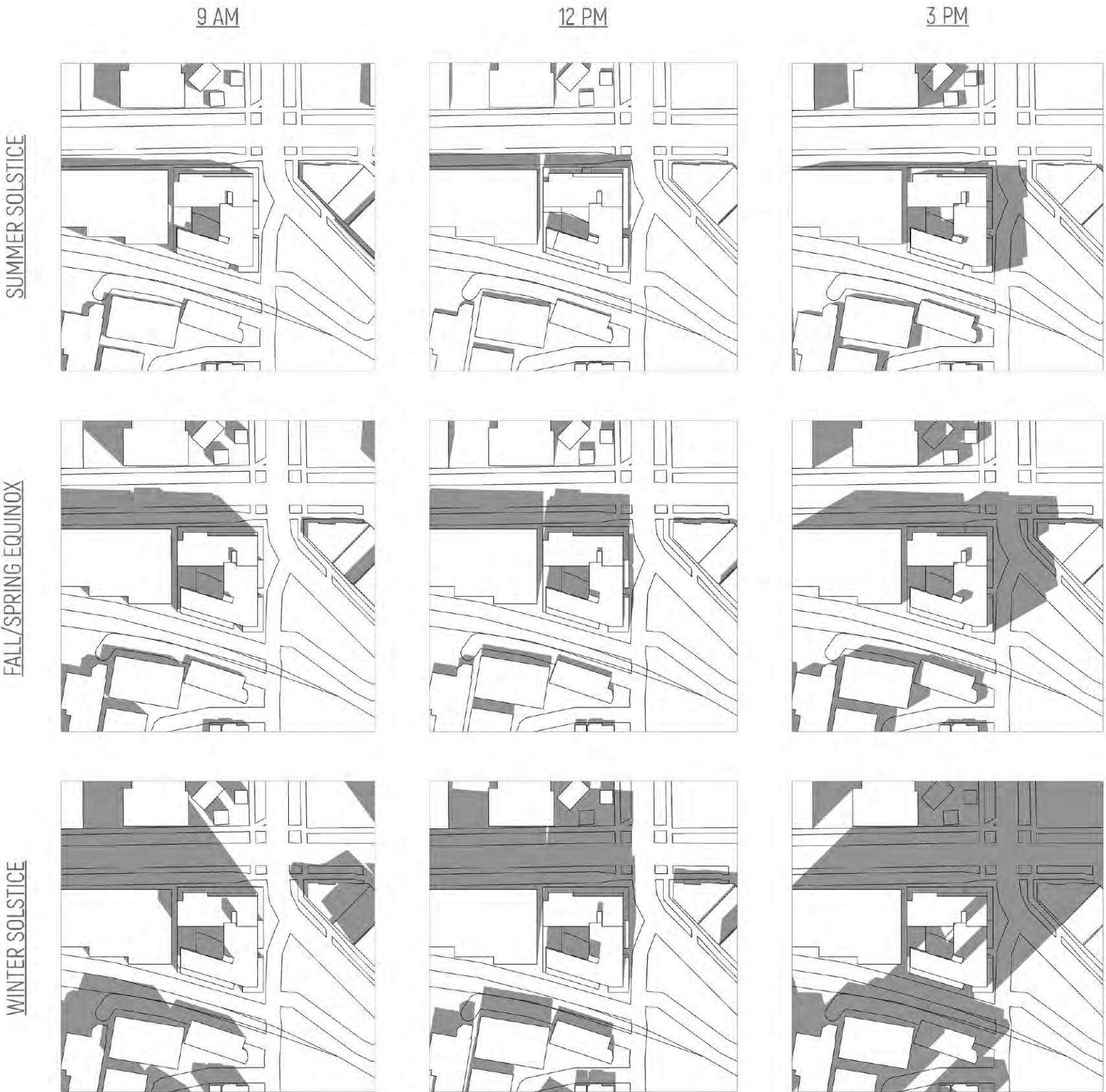


path and pause points

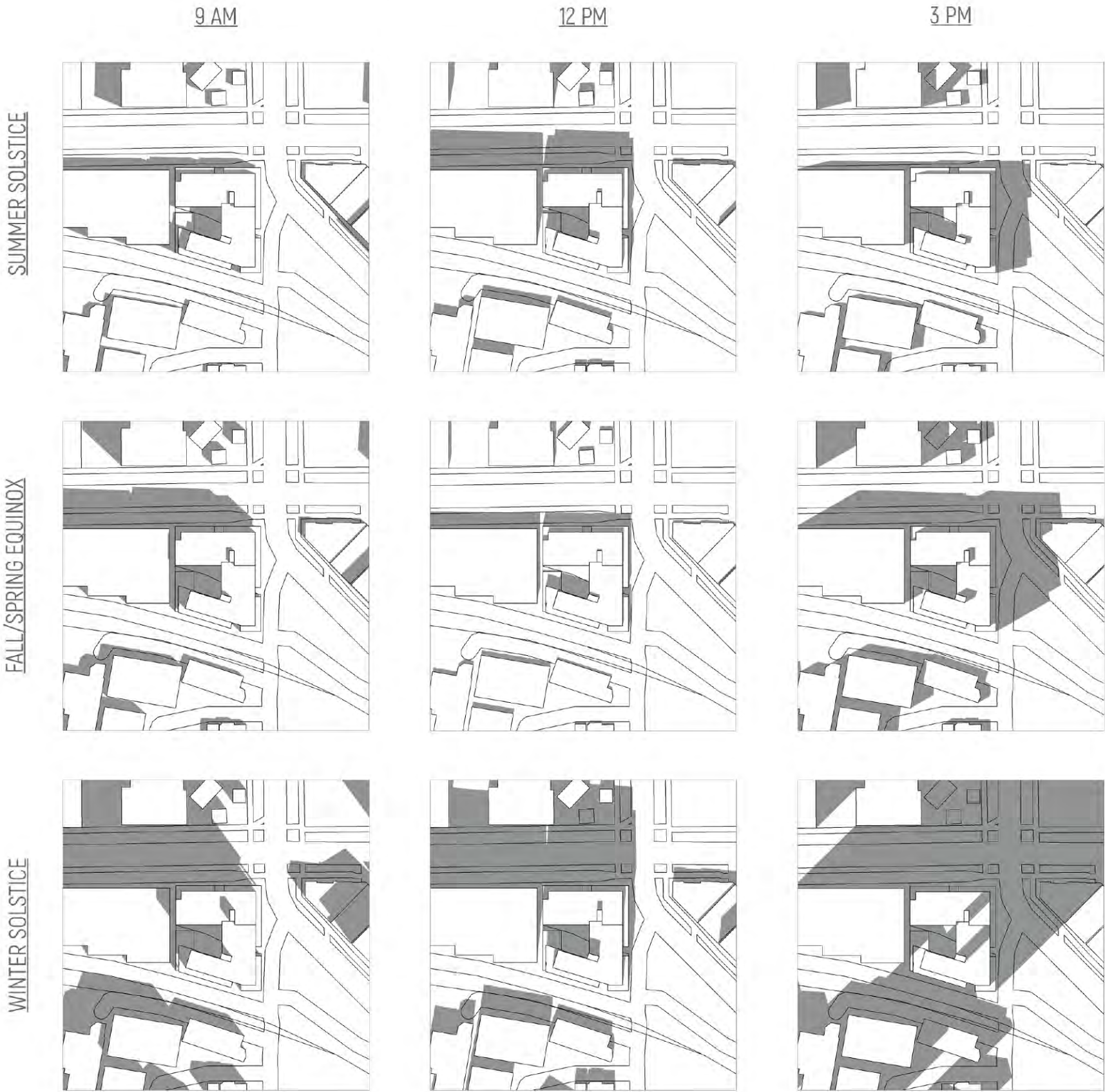


fire and killer view

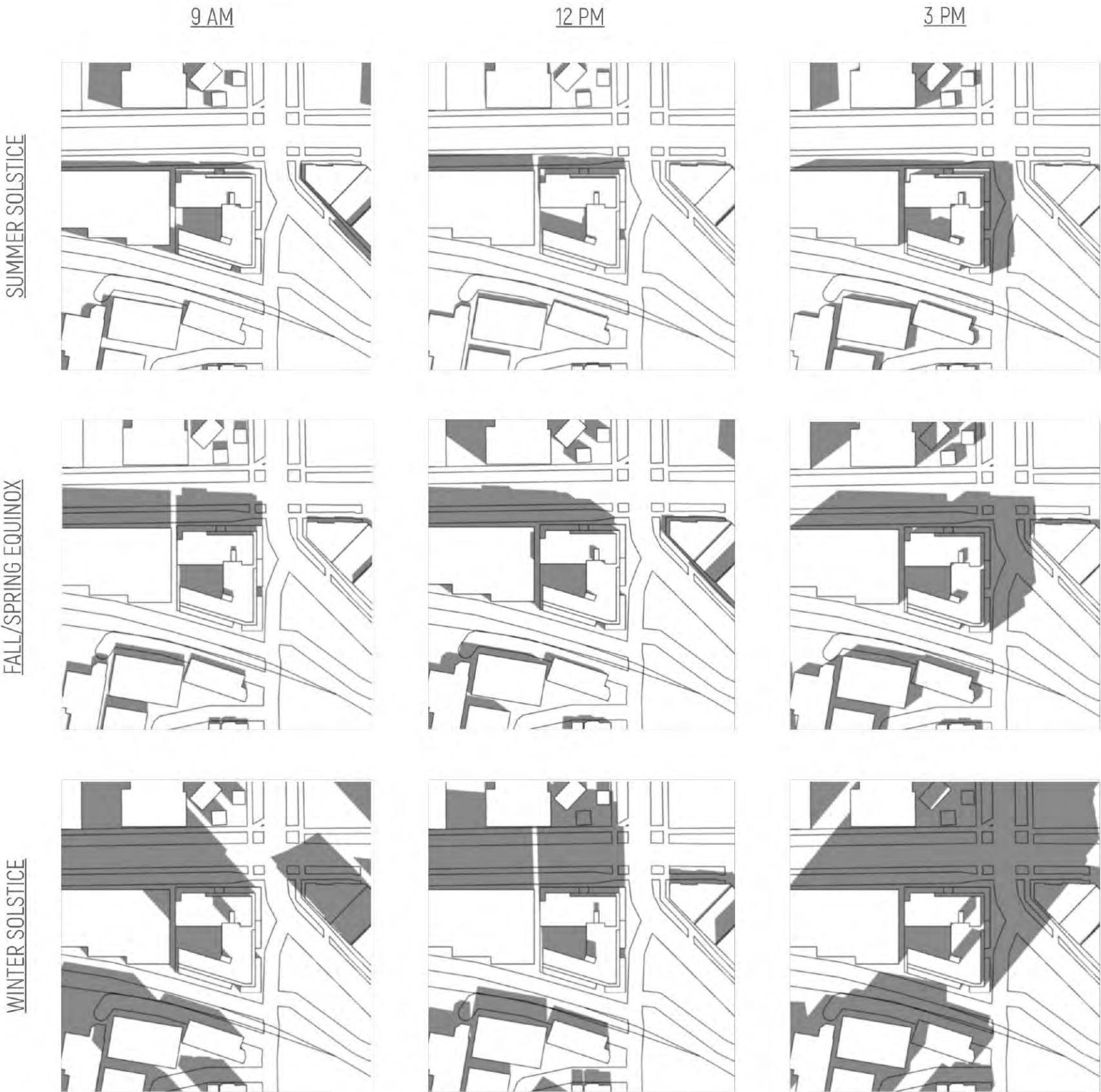
OPTION 1 - "THE BURGER" SHADOW STUDIES



OPTION 2 - "THE MARSHMALLOW" SHADOW STUDIES



OPTION 3 - "THE WEDDING CAKE" SHADOW STUDIES



PAST PROJECTS



LAGO EASTLAKE - SEATTLE, WASHINGTON
ARCHITECT: URBAL ARCHITECTURE



THE VERGE - AUBURN, WASHINGTON
ARCHITECT: URBAL ARCHITECTURE



STATION HOUSE - REDMOND, WASHINGTON
DEVELOPER: DEAL INVESTMENTS



BLACKBIRD - REDMOND, WASHINGTON
DEVELOPER: DEAL INVESTMENTS