



# 2700 1ST AVENUE

## Early Design Guidance

100% EDG Draft Issued: 10/11/22

### OWNER

Belltown on First  
Limited Partnership  
116 Fairview Ave N.  
Suite 147  
Seattle, WA. 98109

### ARCHITECT

Perkins&Will  
1301 Fifth Avenue  
Suite 2300  
Seattle, WA 98101

### LANDSCAPE ARCHITECT

Hewitt  
101 Stewart St.  
Suite 200  
Seattle, WA 98101

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# Project Information

<b>PROJECT ADDRESS</b> 2700 1st Avenue Seattle, WA 98121	<b>PROJECT NUMBER</b> 3039975-EG
<b>PARCEL NUMBER</b> 0654000045	<b>ZONE</b> DMR/R 145/65
<b>SITE AREA</b> 26,640 SF (.61 acres)	

## DEVELOPMENT OBJECTIVES

The proposed development is a mixed-use residential tower containing retail spaces at the ground floor, amenity space above, and residential (both affordable and market-rate) above the podium level.

## DEVELOPMENT SUMMARY

- » Total Area: 350,000 GSF
- » Total Retail Space: +/- 16,300 GSF
- » Total Unit Count: +/- 246 units
- » 16 stories above grade
- » 3 stories below grade
- » 228 below grade parking stalls
- » 222 bike stalls

# Contents

## 01 PROJECT INFORMATION

Development Objectives & Summary 3

Summary of Public Outreach 5

## 02 SITE

Survey 9

## 03 URBAN DESIGN ANALYSIS

Pedestrian Experience 12

Surrounding Typologies 15

Patterns of Urban Form 16

9-Block Analysis 18

Site Plan 19

Street Photomontage 20

Site Section 24

Neighborhood Response 26

Neighborhood Heritage 30

## 04 ZONING

Zoning Diagram 32

## 05 DESIGN GUIDELINES

Priority Guidelines 35

Vision 36

Neighborhood Character 37

## 06 ARCHITECTURAL MASSING

Massing Options Overview 40

Massing Concept: 01 41

Massing Concept: 02 52

Massing Concept: 03 (PREFERRED) 61

Landscape Concept 73

## 07 MASSING COMPARISON STUDY

Massing Comparison 75

## 08 DEPARTURES

Departures Summary 83

Departure Information 84

## 09 Analysis

Sun & Shadow Studies 87

Tower View Shed Analysis 91

Urban Figure Ground 93

# Section 01.

# Project Objectives &

# Public Outreach

## Mission Statement

***Build a welcoming landmark that celebrates Seattle's history and character to create a neighborhood hub for the Belltown residents.***

Inspired design blending historic elements with new.

Diverse ground level retail experience that draws in neighbors.

Thoughtful street level design and landscaping that attracts and engages neighbors.

Carefully considered amenities that amplify residents' benefit and facilitate their lifestyle.

# Summary of Community Outreach

Design related comments heard during the required public outreach.

**RETAIL.** When asked what retail components respondents are most interested in for this location, 64 percent said new restaurants/bars; 63 percent said new places for coffee/breakfast; and 34 percent said new stores for shopping. When asked what most inspires respondents to return when visiting a building, office, restaurant or retailer, 51 percent said great people/service; 49 percent said thoughtful design that is open/welcoming; 49 percent said a sense of openness/natural light; 44 percent said local businesses/small businesses; 31 percent said calm, restful places to reflect/relax; 17 percent said color/materials used in design; and 11 percent said bustling, exciting energy. Respondents encouraged quality retailers such as a grocery store; a hardware or dry goods retailer; a place selling produce or meats; an ice cream shop; a coffee shop; a ground-level brewery; service-related businesses; a historic business; co-working or co-creation space; a community space; affordable dining options; and businesses that have a lot of comings/goings. Others encouraged taking note of the immediate surroundings and discouraged bars/noisy stores. One respondent noted the area is lacking options while another noted the north edge is a quiet neighborhood with close proximity to restaurants/nightlife, which is the attraction.

**IMPACTS.** Several respondents expressed concern about noise/disruption during construction and encouraged completing on- or before-schedule; respecting quiet hours; and limiting noise, traffic and road closure disruptions. Others noted a new building should not negatively impact the 30+ year old buildings. One encouraged limiting light pollution as bright/beaming lights are bad.

**SAFETY & SECURITY.** Several respondents noted neighborhood safety is a concern and encouraged 24-Hour security as it has gotten very dangerous in the last five years. One respondent noted seating options/places to congregate are a bad idea.

**UNIT & TENANTS.** Respondents encouraged having a roof-top facility accessible by residents, limiting occupancy, offering condominiums, having reasonable amenities, creating a building that can support a model of remote work spaces, having a concierge at a front desk, offering a/c in units, being pet-friendly, having balconies and natural light/large windows. One encouraged bringing fiber optic cable in early to get highest speeds for internet and leaving multiple pathways for different rooftop options. One encouraged creating a space that will invite tenants who are responsible and respectful of neighbors. Another encouraged instituting a renter’s board of directors, so people develop a sense of community. A couple of respondents encouraged the project team to make sure the new building, and its residents, are part of the broader community and its shared interactions. Another encouraged engaging in “First Friday”-style events that celebrate community/promote businesses in the area.**USAGE.** Several respondents encouraged building a park, dog area or parking lot on the site that serves a purpose in the neighborhood rather than impacting Belltown’s serenity.

**PARKING & TRAFFIC.** Some respondents encouraged providing adequate parking for businesses and more parking for residents.

**AFFORDABILITY.** One respondent encouraged including real affordable housing; another encouraged affordable condos.

**MISCELLANEOUS COMMENTS.**  
**OPPOSE.** Several respondents noted they are opposed to this project as the area does not need more residential buildings, they frown-on huge developments and it may block views.

**SUPPORT.** Several respondents noted they support more people in this area overall, have confidence Perkins+Will will do a great job on the tower design, and are looking forward to seeing what happens.

**OUTREACH.** Respondents noted every development is an opportunity for impacting lives, encouraged continuing a dialogue with surrounding condominium owners and being open to input from neighbors during design review, and thanked the team for welcoming feedback.

**DESIGN & CHARACTER.** When asked what is most important about the design of a new building on this property, 65 percent of survey respondents said relationship to neighborhood character; 38 percent said environmentally friendly features; 32 percent said interesting/unique design; 32 percent said attractive materials; and 26 percent said parking. Numerous respondents encouraged staying true/adding to neighborhood character as a bohemian enclave and provider of workforce housing; blending into the neighborhood; being conscientious of surrounding buildings; doing something that imparts respect for the labor temple design next door; thoughtful placement of the tower; and interesting design worthy of Seattle and the Belltown community.

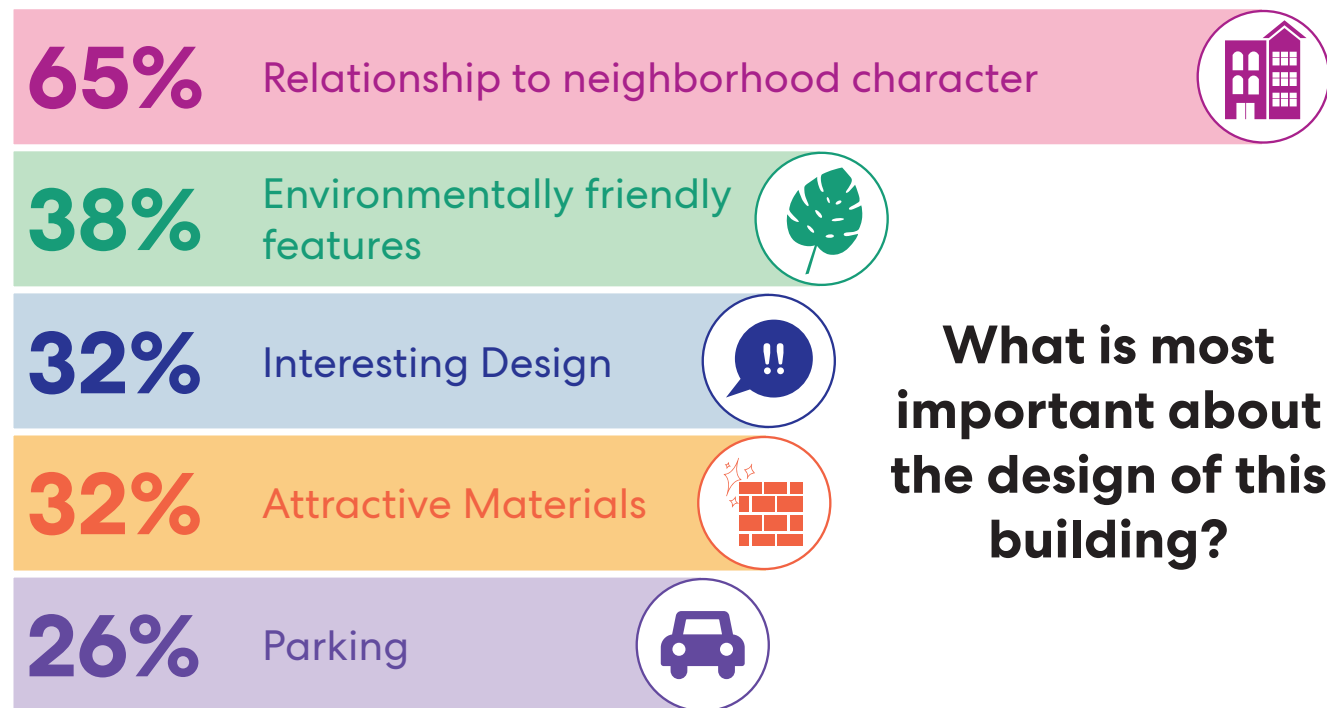
**EXTERIOR EXPRESSION.** When asked what the most important consideration is for the exterior space on this property, 64 percent of survey respondents said landscaping; 63 percent said lighting/safety features; 24 percent said seating options/places to congregate; and 7 percent said bike parking. Numerous respondents encouraged creating an active pedestrian experience with green spaces/landscaping/focus on nature; creating great public spaces and a high-quality pedestrian experience; having a pet-friendly area; having a well-lighted/secure exterior with large set-back; and a creating a feeling of space around the building. **HEIGHT & SCALE.** Many respondents expressed concern that the building is much taller than nearby buildings, will obstruct sunlight/water/Space Needle views, will create urban canyons, and does not have the same aesthetic feel as the rest of the block.

**SUSTAINABILITY.** A few respondents encouraged creating an environmentally friendly, carbon neutral building and planning for electric car charging infrastructure for all underground parking.

**Belltown Vision Meeting with Neighbors (8/9/2022)** **DESIGN & CHARACTER.** The neighbors voiced support of breaking down the massing, and the smaller podium portion of the building was suggested to be made to look like a distinct building to better express the neighborhood feel that does not commonly have one building consuming an entire block’s street frontage on one elevation. It was suggested that the design relate to the history of Belltown (possibly the era of the film industry), but the cues don’t necessarily have to be from the early 1900’s, could also pay homage to the 60’s. Devoting 1st ave to retail frontage was greatly supported as was a grocer tenant.

Design features such as a green roof, using brick vs. a glassy facade system on the facade to better relate to the neighborhood, breaking up the facade with balconies and inserts, or in a cascading manner was recommended. The Labour Temple group was in favor of the residential lobby entrance location on Clay street and the alley to activate the area and promote eyes on the street. They also hope to see additional security considerations such as lighting and security cameras around the building and alley to improve the pedestrian sense of security. Additionally, the Labour Temple group specifically supported the idea of locating the dog amenity space near the alley as a means to have more eyes on the street and lighting for pedestrians

Overall the neighbors were excited to see the potential development for the site and agreed that the general consensus is that focusing on doing a few things very well will produce better architecture results than trying to do too much.



**What is most important about the design of this building?**

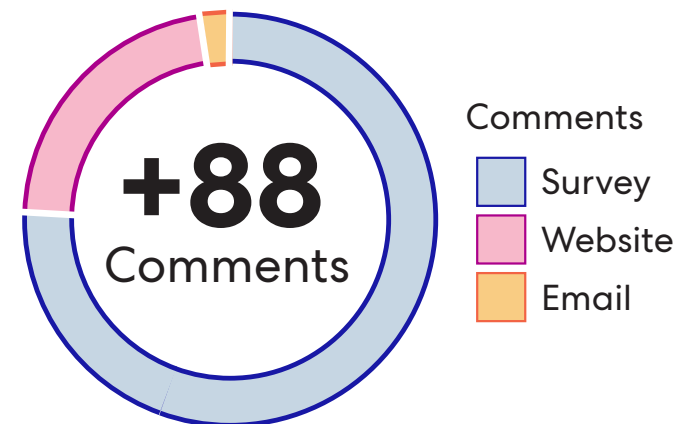
*“great public spaces with good street design and landscaping”*

**507**  
Visits

**460**  
Unique Visitors

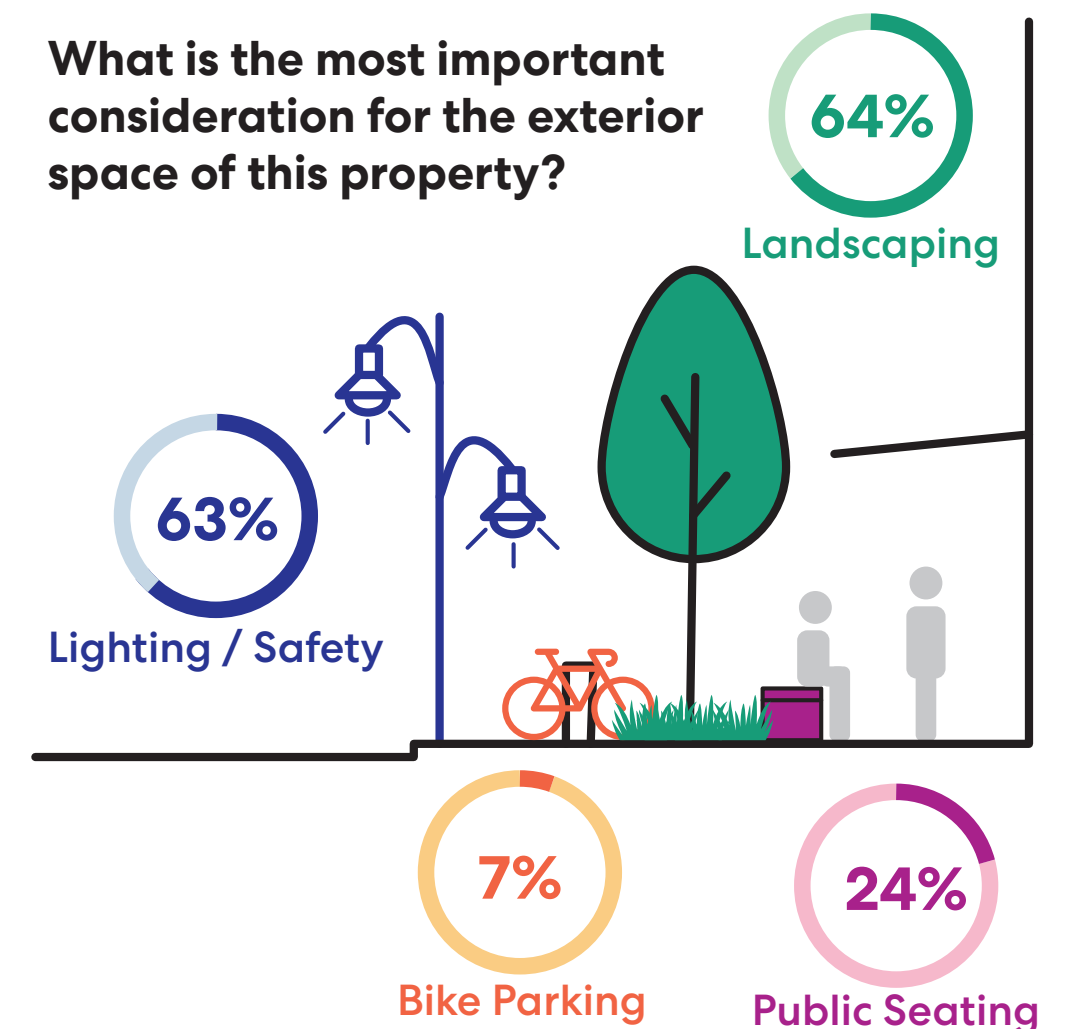
**61%**  
Bounce Rate

**750**  
Page Views

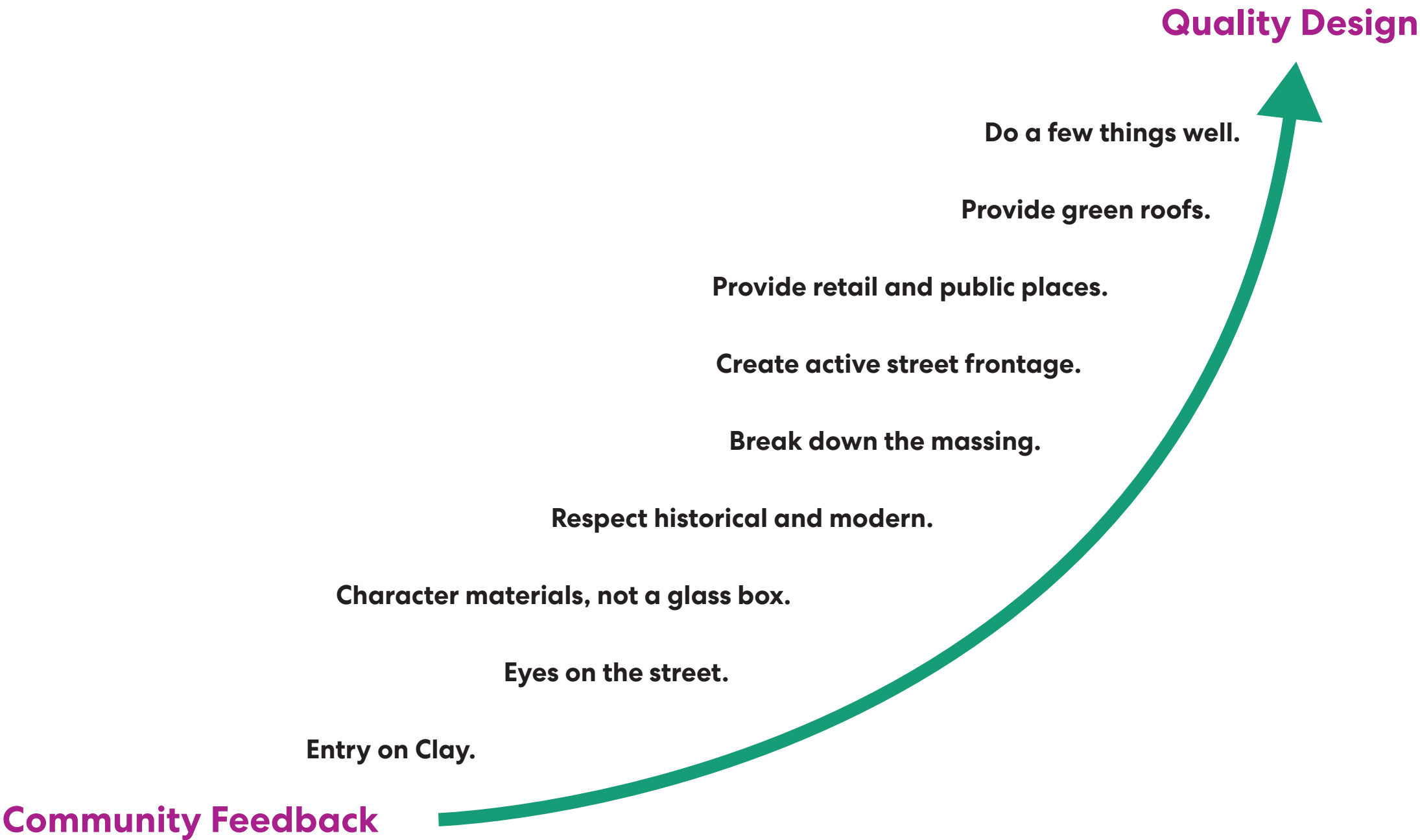


*“push the design (materials, aesthetics, usage) into being innovative and new”*

**What is the most important consideration for the exterior space of this property?**



Community Feedback Action Items



# **Section 02.**

# **Existing Site Survey & Plan**

**DESCRIPTION:**

EXCEPT THE SOUTHWESTERLY 9 FEET THEREOF CONDEMNED IN KING COUNTY SUPERIOR COURT CAUSE NO. 7092 FOR FIRST AVENUE, AS PROVIDED BY ORDINANCE NO. 1129 OF THE CITY OF SEATTLE

TITLE REPORT REFERENCE:  
THIS SURVEY WAS CONDUCTED ACCORDING TO THE DESCRIPTION SHOWN, FURNISHED BY  
FIRST AMERICAN TITLE INSURANCE COMPANY, COMMITMENT NO. NCS-1108618-WA1, DATED  
JANUARY 12, 2022. THE EASEMENTS SHOWN OR NOTED HEREON RELATE TO THIS  
COMMITMENT.

NOTE: EASEMENTS CREATED OR RESCINDED AFTER THIS DATE ARE NOT SHOWN OR NOTED HEREON.

TITLE REPORT SCHEDULE B EXCEPTIONS:  
ITEMS CIRCLED ARE SHOWN ON MAP.

4. EASEMENTS, CLAIMS OF EASEMENT OR ENCUMBRANCES WHICH ARE NOT SHOWN BY THE PUBLIC RECORDS.

\*SURVEYOR'S NOTE: BLANKET IN NATURE

5. DISCREPANCIES, CONFLICTS IN BOUNDARY LINES, SHORTAGE IN AREA, ENCROACHMENTS, OR ANY OTHER FACTS WHICH A CORRECT SURVEY WOULD DISCLOSE, AND WHICH ARE NOT SHOWN BY THE PUBLIC RECORDS.

6. (A) UNPATENTED MINING CLAIMS; (B) RESERVATIONS OR EXCEPTIONS IN PATENTS OR IN ACTS AUTHORIZING THE ISSUANCE THEREOF; (C) WATER RIGHTS, CLAIMS OR TITLE TO WATER; WHETHER OR NOT THE MATTERS EXCEPTED UNDER (A), (B) OR (C) ARE SHOWN BY THE PUBLIC RECORDS; (D) INDIAN TRIBAL CODES OR REGULATIONS, INDIAN TREATY OR ABORIGINAL RIGHTS, INCLUDING EASEMENTS OR EQUITABLE SERVITUDES.

\*SURVEYOR'S NOTE: BLANKET IN NATURE.



2(b) PURPOSE: FEASIBILITY AND DESIGN  
2(c) CONTOUR SOURCE: CONTOURS DERIVED FROM DIRECT FIELD OBSERVATIONS  
2(f) CONTOUR ACCURACY: COMPLIES WITH UNITED STATES NATIONAL MAP ACCURACY STANDARDS (90% OR GREATER OF ALL SURVEY POINTS CHECKED ARE CORRECT WITHIN HALF OF ONE CONTOUR INTERVAL).

2(g) LIMITATIONS: THE PURPOSE OF THIS TOPOGRAPHIC SURVEY IS TO SUPPORT DESIGN & ENGINEERING WORK, AND TO ILLUSTRATE BOUNDARY AND TITLE INVESTIGATIONS.

2(h) BOUNDARY SOURCE: FIELD SURVEY OF CONTROLLING MONUMENTS, AND CONSIDERATION OF EXISTING RECORDS OF SURVEYS & RECORD PLATS FOR DETERMINING ON THE GROUND POSITIONS OF DEEDED PROPERTY AND EASEMENT LINES.

3(a) & 3(b) UTILITIES: UNDERGROUND UTILITIES ARE SHOWN BY ONE OR MORE OF THE FOLLOWING METHODS:

1. SURVEY FIELD OBSERVATION OF MARKINGS PRODUCED BY DIRECT UTILITY DETECTION WORK.

2. DIRECT OBSERVATIONS OF UNDERGROUND, GRAVITY FLOW PIPES PERFORMED AT VISIBLE CONTROLLING STRUCTURES.

3. SCALING OF AS-BUILTS, DESIGN DRAWINGS OR OTHER RECORDS.

3(c) SCOPE STATEMENT: UTILITY INVESTIGATIONS ARE SUBJECT TO THE LIMITATIONS OF ACCURACY OF CONVENTIONAL UNDERGROUND UTILITY DETECTION EQUIPMENT, THE EXISTENCE / ACCURACY OF RECORD UTILITY MAPS PRODUCED BY OTHERS, OR THE AWARENESS OR LOCAL KNOWLEDGE OF ANYTHING CONCEALED UNDERGROUND. THE COMPREHENSIVENESS OF SAID INVESTIGATIONS ARE THEREFORE LIMITED TO THE CAPACITY OF SAID TECHNOLOGIES AND /OR THE AVAILABILITY OF SUCH RECORDS.

PURSUANT TO R.C.W. 19.22.030, ALWAYS CALL 8-1-1 AT LEAST TWO DAYS BEFORE YOU DIG.  
WASHINGTON811.COM

HORIZONTAL DATUM: NAD 83/2011 - (EPOCH 2010)

HORIZONTAL BENCHMARKS:  
OWNER: CITY OF SEATTLE  
ID# NA  
DESCRIPTION: PUNCHED 3/8" BRASS PIN IN CASE DOWN 1.0'.  
LOCATION: INTERSECTION OF 1ST AVE. AND CLAY ST.  
NORTHING: 126520.81  
EASTING: 1265990.85

OWNER: CITY OF SEATTLE  
ID#: NA  
DESCRIPTION: TACK IN LEAD PLUG IN CASE DOWN 1.0'.  
LOCATION: INTERSECTION OF 1ST AVE. AND CEDAR ST.  
NORTHING: 228314.95'  
EASTING: 1266217.17'

**VERTICAL DATUM: NAVD 88**

**VERTICAL BENCHMARKS:**

SOURCE: CITY OF SEATTLE  
ID#: 3805-2002  
DESCRIPTION: 2" BRASS DOME STAMPED "CITY OF SEATTLE  
SURVEY 3805-2002"  
LOCATION: NORTHWEST CORNER OF 1ST AVE AND VINE ST.  
ELEVATION: 100.547

SOURCE: CITY OF SEATTLE  
ID#: 3805-2001  
DESCRIPTION: 2" BRASS DOME STAMPED "CITY OF SEATTLE  
SURVEY 3805-2001"  
LOCATION: SOUTHWEST CORNER OF 1ST AVE AND BROAD ST  
ELEVATION: 94.283'

## SITE NOTES

SITE ADDRESS:  
2700 1ST AVENUE  
SEATTLE, WA 98121

TAX ACCOUNT NO.:  
065400-0045-06

ZONING:  
DMR/R 145/65

ZONING AGENCY:  
CITY OF SEATTLE  
SEATTLE DEPARTMENT OF CONSTRUCTION AND  
700 5TH AVENUE, SUITE 2000  
SEATTLE, WA 98104  
(206) 684-8600

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.

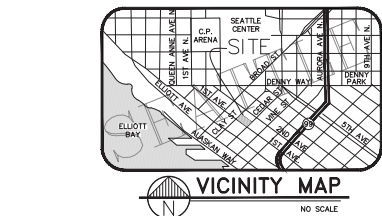
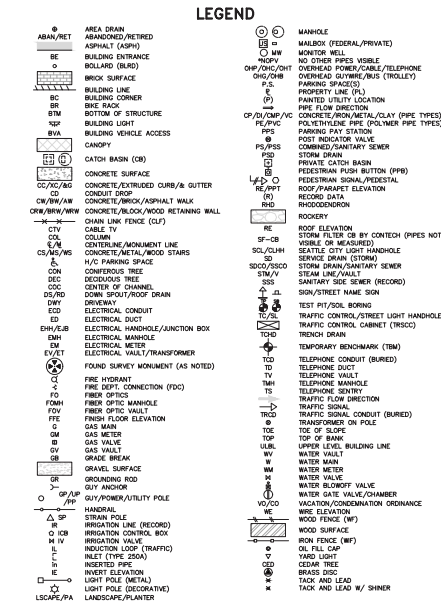
FLOOD\_ZONE:  
THIS SITE APPEARS ON NATIONAL FLOOD INSURANCE RATE MAP, DATED AUGUST 19, 2020,  
COMMUNITY PANEL NO. 53033C0630G, AND IS SITUATED IN ZONE "X", AREAS DETERMINED  
TO BE OUTSIDE THE 0.2% ANNUAL CHANCE FLOODPLAIN.

HORIZONTAL DATUM:  
NAD 83/2011 - (EPOCH 2010)

VERTICAL DATUM:  
NAVD 88

AREA:  
SITE AS SHOWN CONTAINS 26,645 SQUARE FEET OR 0.6117 ACRES, MORE OR LESS.

PARKING SPACE COUNT:  
PARKING SPACES TOTAL 25 INCLUDING 2 DISABLED PARKING SPACES.

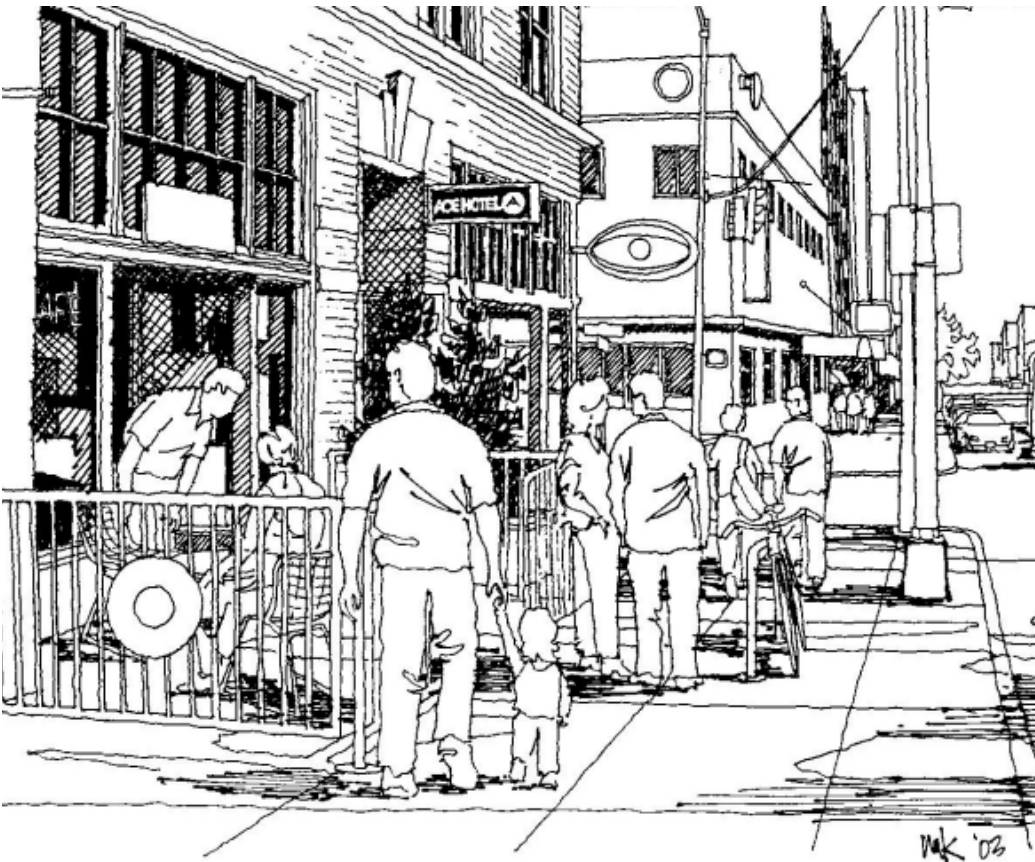


# **Section 03.**

# **Urban Design Analysis**

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# 5 Minute Walk



Belltown Pedestrian Experience

- Project Site

5-Minute Walking Radius

Major Roads

Green Space

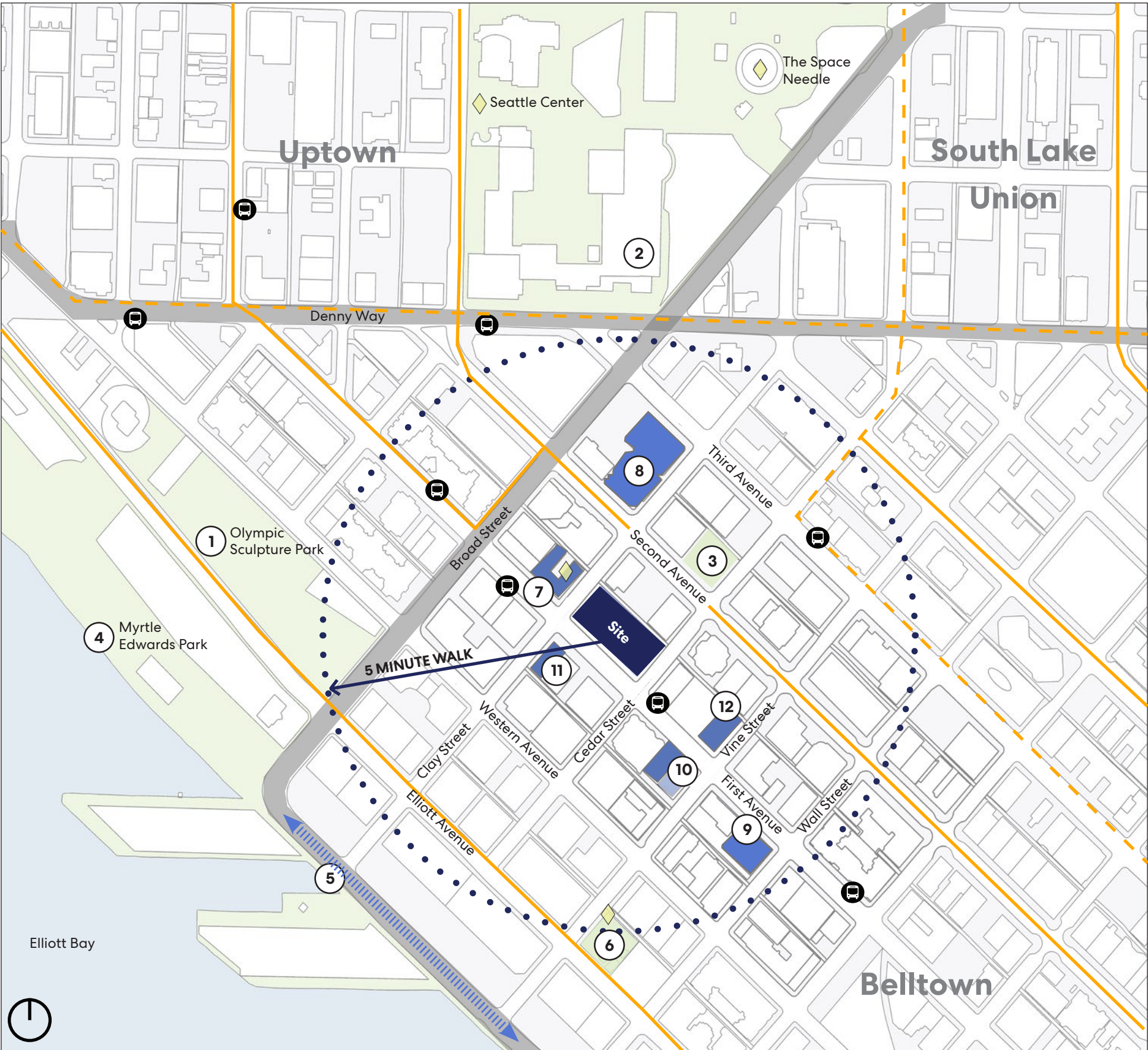
Points of Interest
- Waterfront

Bus Route

Bike Lane

Transit Stop

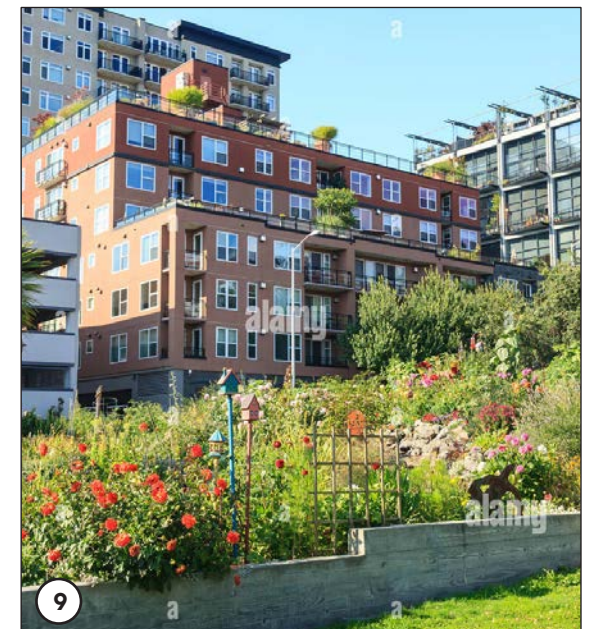
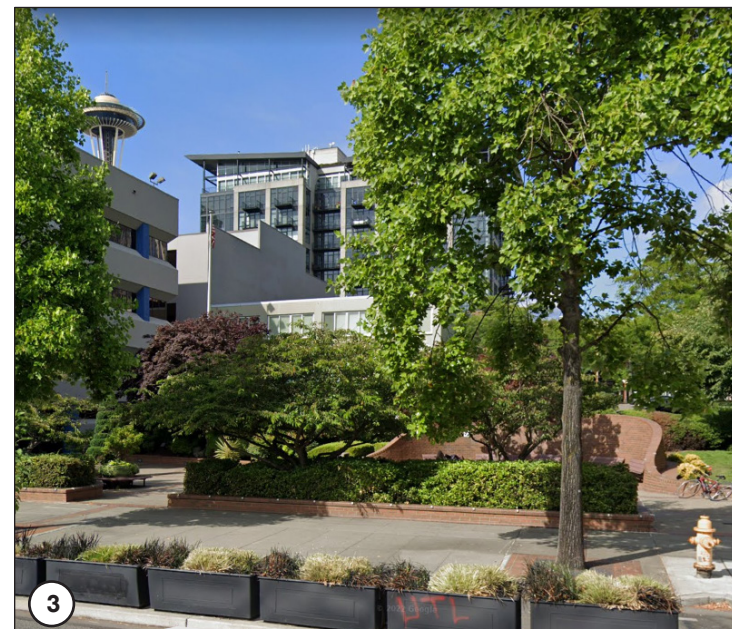
Landmarks





### Observations :

The area within immediate pedestrian access of the 2700 1st Ave site boasts a collection of urban patterns and forms that repeat across the fabric of Belltown. The prevalent patterns such as access to public open space (D-1), and the promotion of pedestrian interaction (C-1) is supported by images 2,3,4,5,7, and 9. Image 6 denotes the prominence of the Labour Temple and how it contributes to the character of Belltown (B-3).



1. Olympic Sculpture Park
2. Seattle Center
3. Public Brick Plaza
4. Myrtle Edwards Park
5. Seattle Waterfront Re-Vision
6. The Labour Temple
7. Cherry Street Coffee House
8. Black Bottle Gastrotavern
9. Belltown P-Patch
10. The Crocodile Music Venue



# Adjacent Pedestrian Experience

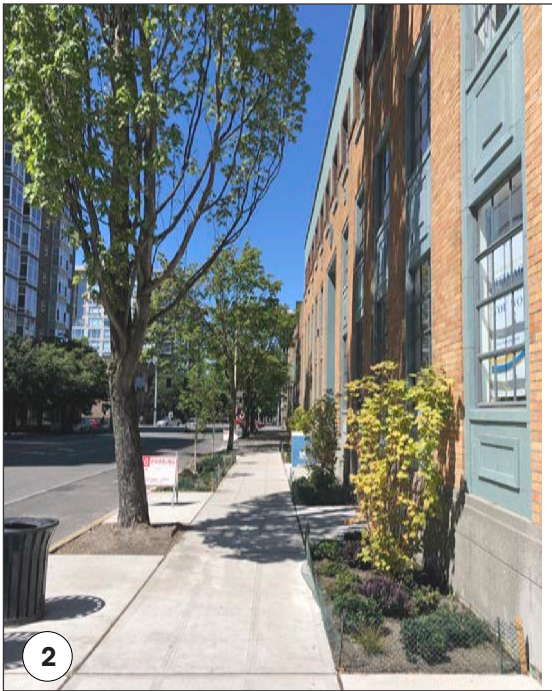


## Observations and Design Cues :

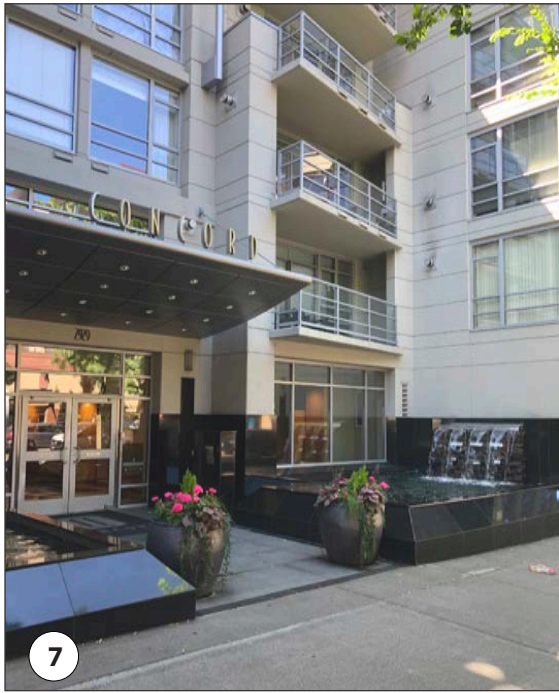
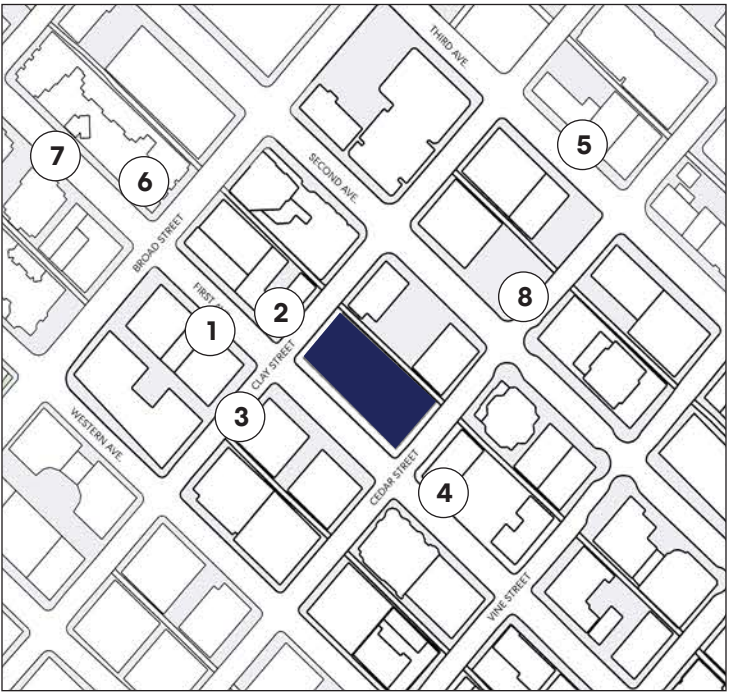
- Public courtyards and parks break up the building masses along the street, creating a more human scale to each block.
- Public art, retailers, and sidewalk landscaping create vibrant pedestrian experience.



Public Courtyards act as a space to display prominent local artwork and prompt connection for visitors.



Tree lined street scenes create a natural buffer between the traffic and sidewalk, elevating the pedestrian experience.



Unique courtyard and entry experiences define Belltown and promote way finding strategies.



Public Plazas and courtyards encourage human interaction and community engagement.

# Surrounding Typologies

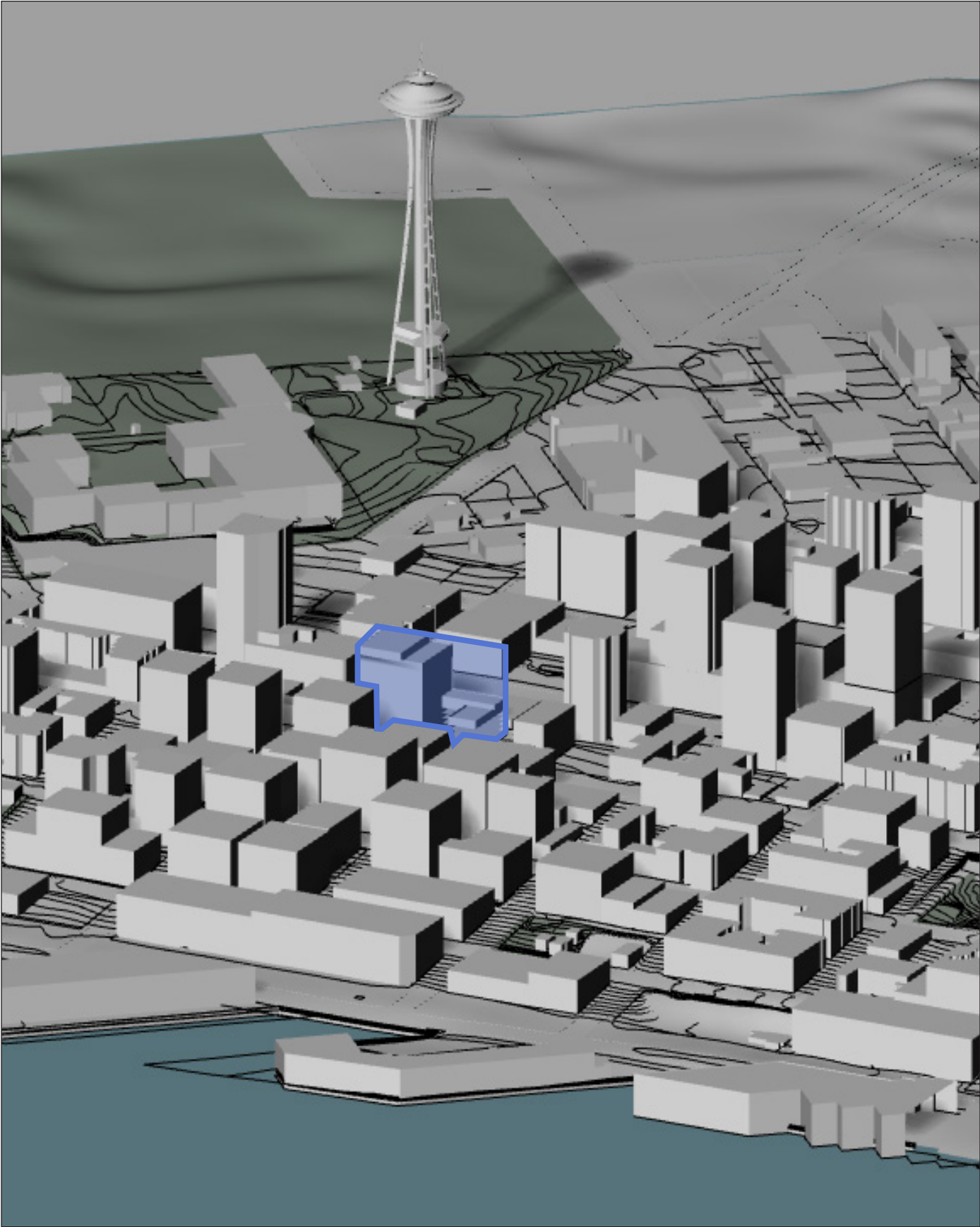
- Landmark
- Project Site
- Residential
- Commercial / Retail
- Cultural / Institutional
- Park/Green Space
- Seattle in Progress
- Hospitality



## Observations and Design Cues :

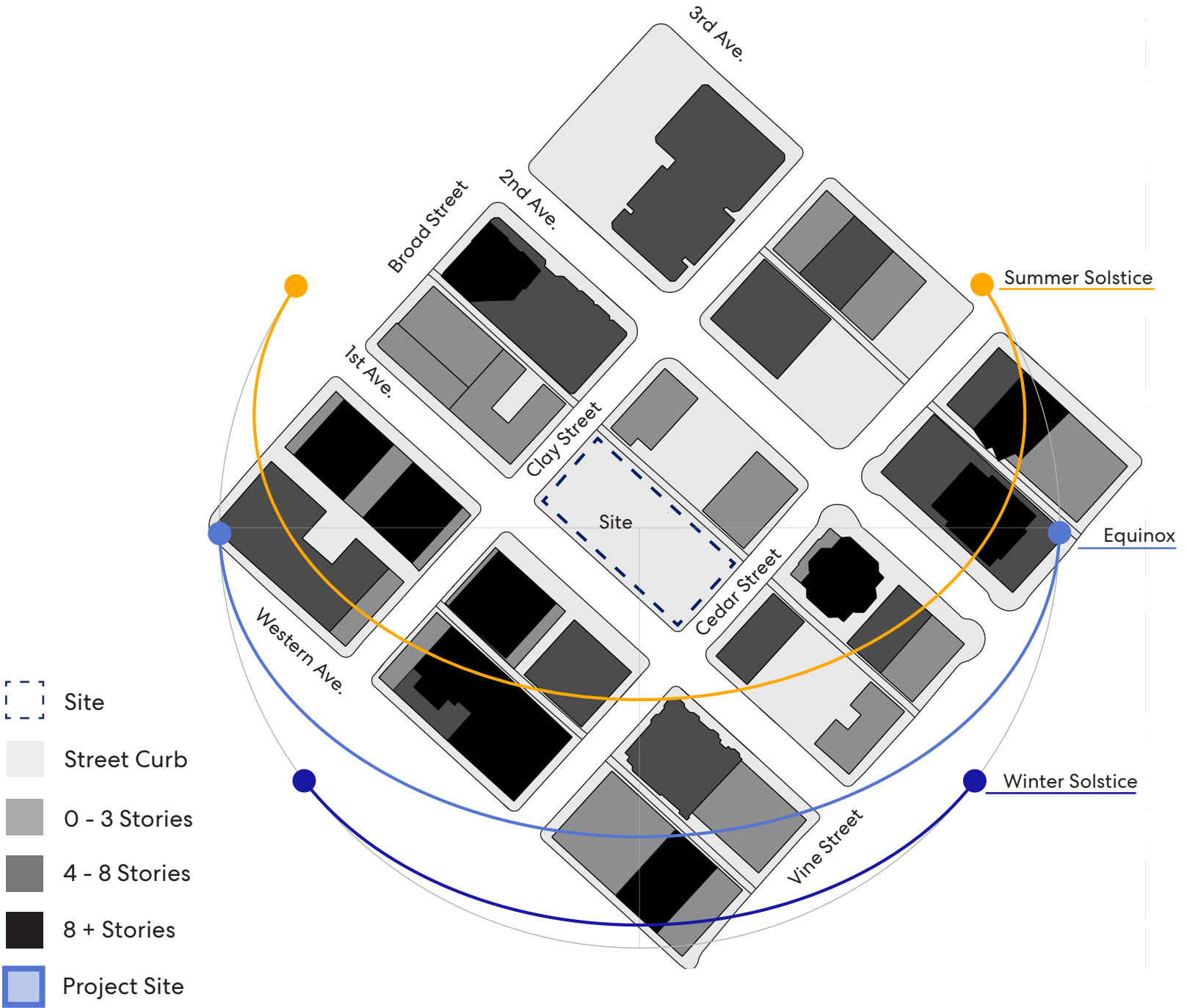
The proposed site for development is situated on a corridor of street level retail with residential units above(B-1). This placement has informed the design to include engaging street level retail opportunities in an effort to enhance the pedestrian experience (C-1), (D-3) as well as provide a sense of place for the neighborhood.

Pattern of Urban Form



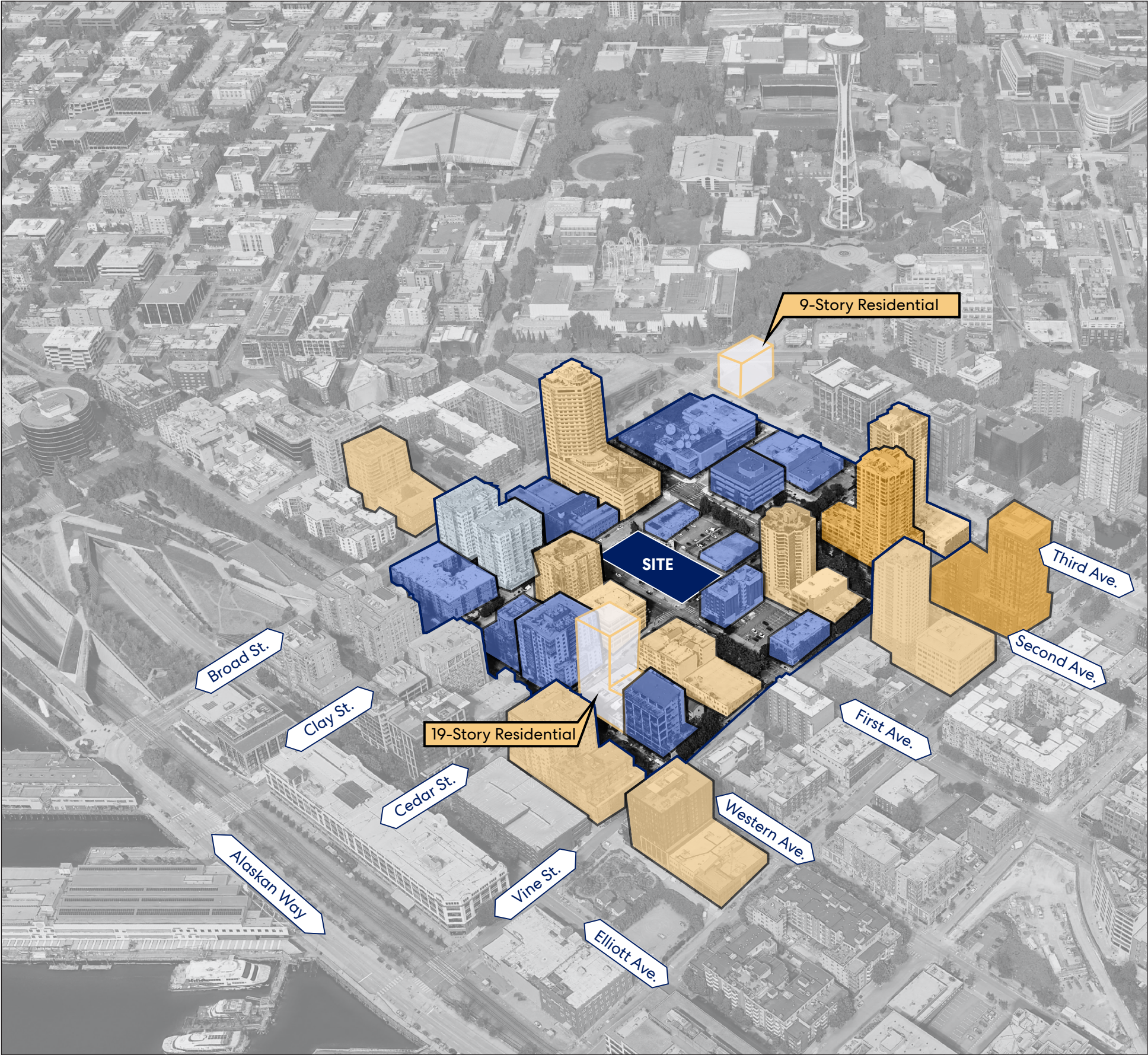
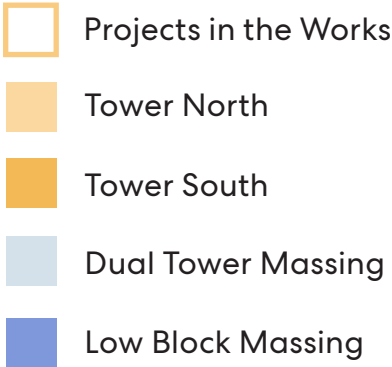
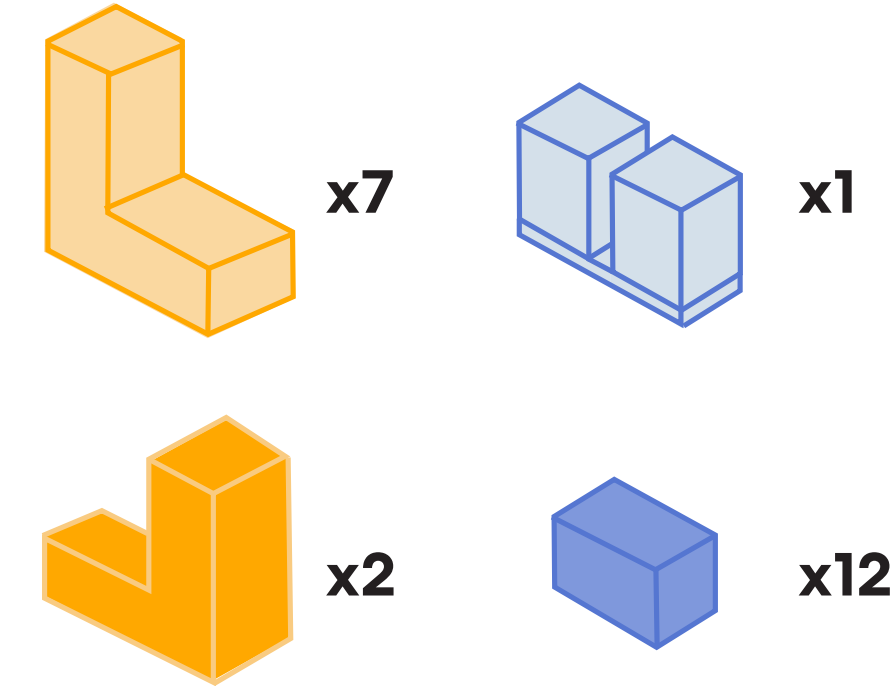
Observations + Conclusions :

The predominant development pattern is the infill development of various scales. Where recent growth has occurred, the podium and tower typology is prevalent. Breaks in building massing along the block are generally a result of surface parking, public courtyards, and public parks. Yet, this diverse pattern of scale and porosity is a positive part of the neighborhood feel.

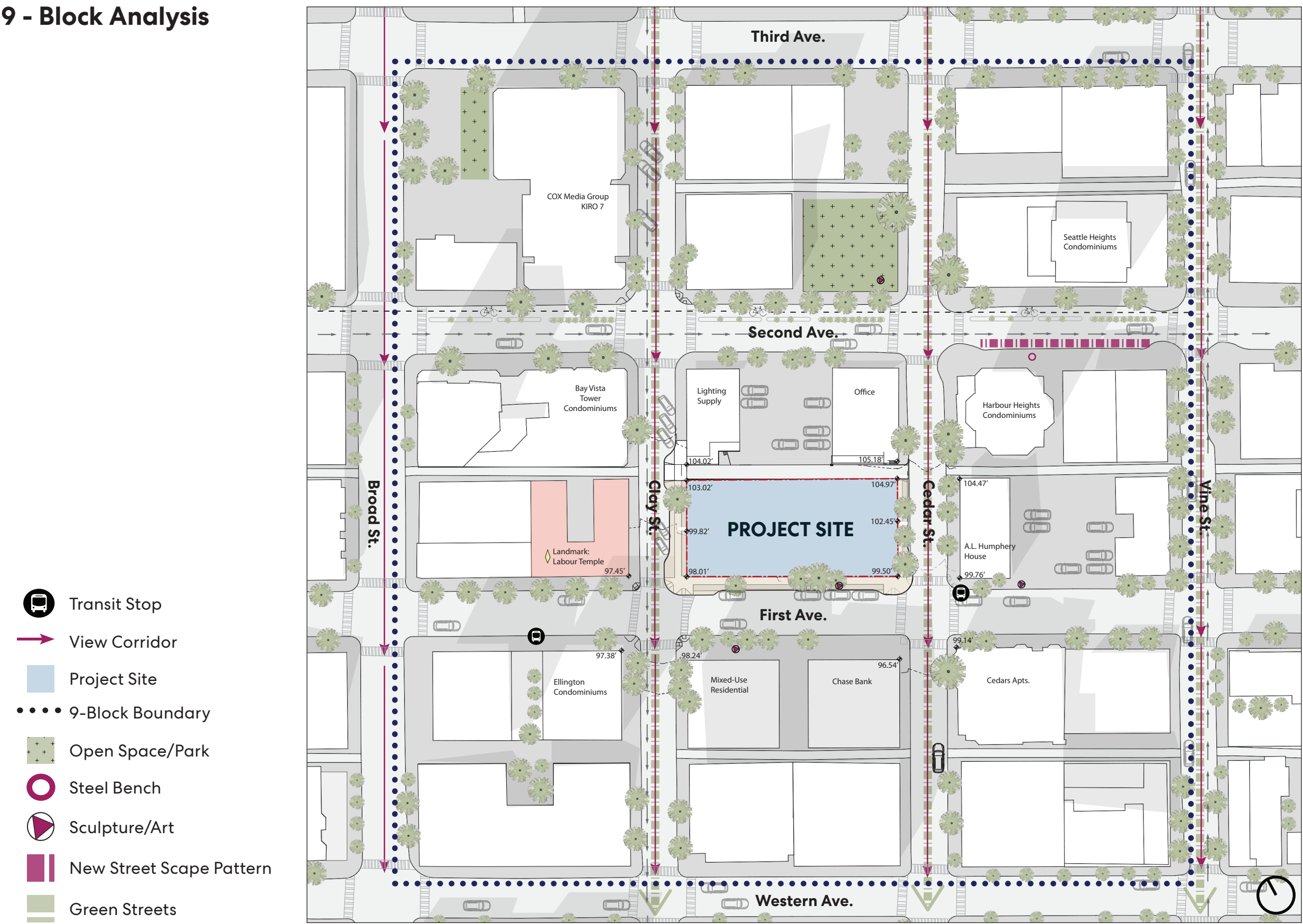


**Observations + Conclusions :**

For the podium and tower typology of urban form in this part of the neighborhood, more than 75% of the existing development pattern locates the tower to the north of the block. The massing provides the best access to light and air at the scale of the podium and in the public realm due to the solar orientation of the street grid.



9 - Block Analysis



# Site Plan

## Opportunities

- 1. Activate pedestrian realm with mix of scales and active street level uses.
- 2. Create a distinct addition to the skyline compatible with existing urban form.
- 3. Express both podium scale and tower scale.
- 4. Optimize views, daylight, and access to nature.

## Constraints

- 1. Effectively resolve grade changes along Clay and Cedar Street such that street level activation is maximized.
- 2. Minimize impacts of servicing and ramp from alley to maximize street level activation.

Transit Stop

One Way Street

View Corridor

Project Site

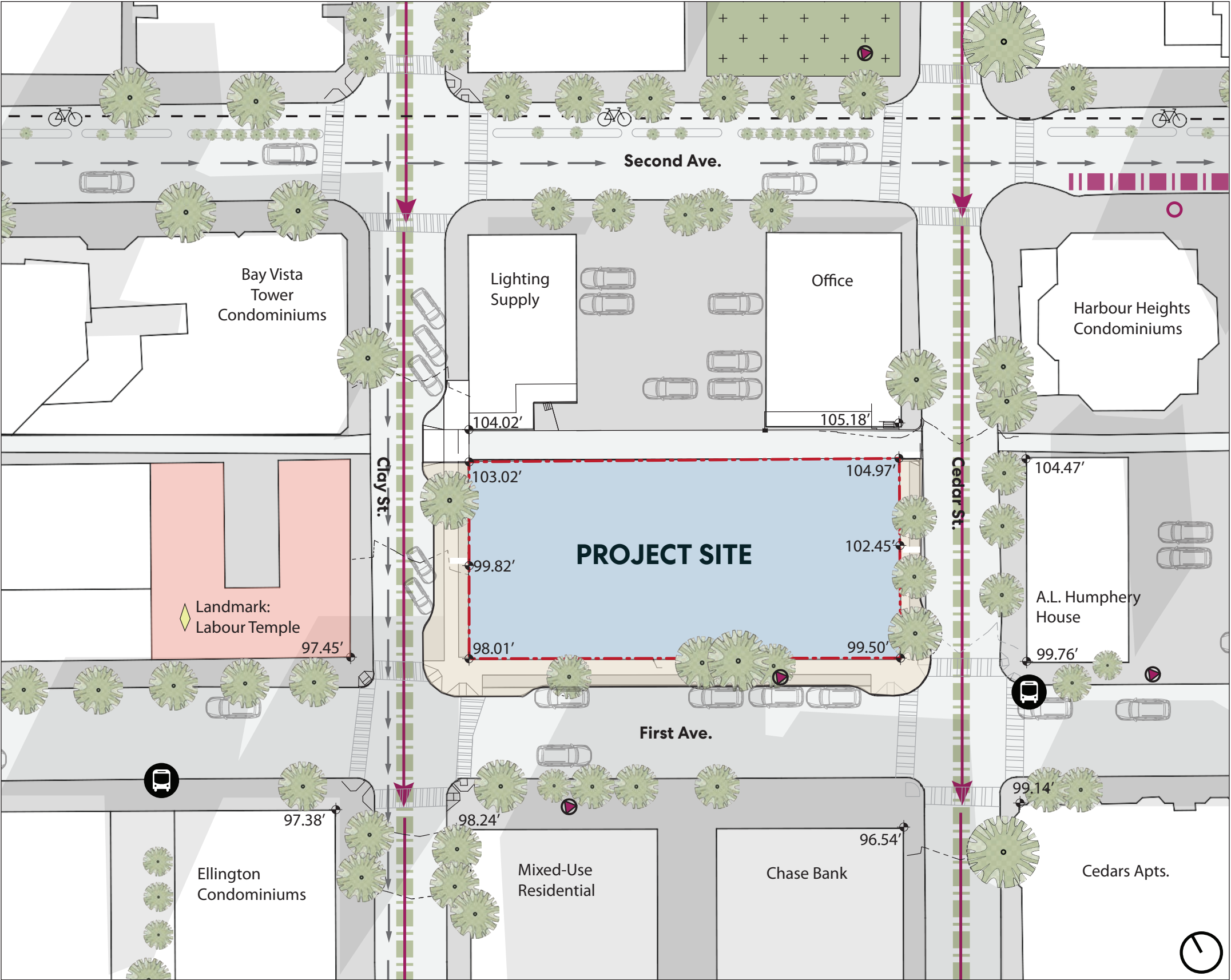
Open Space/Park

Steel Bench

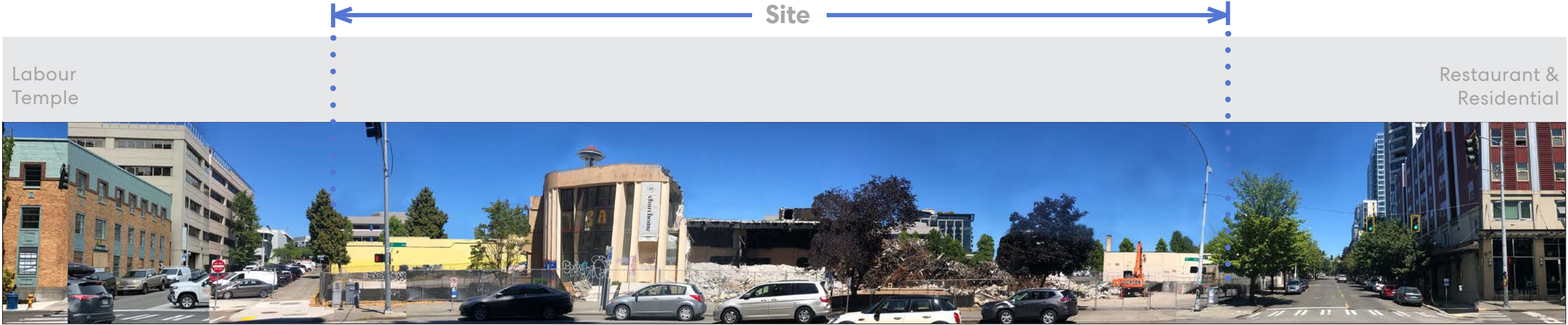
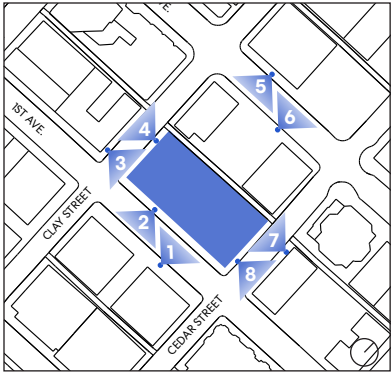
Sculpture/Art

New Street Scape Pattern

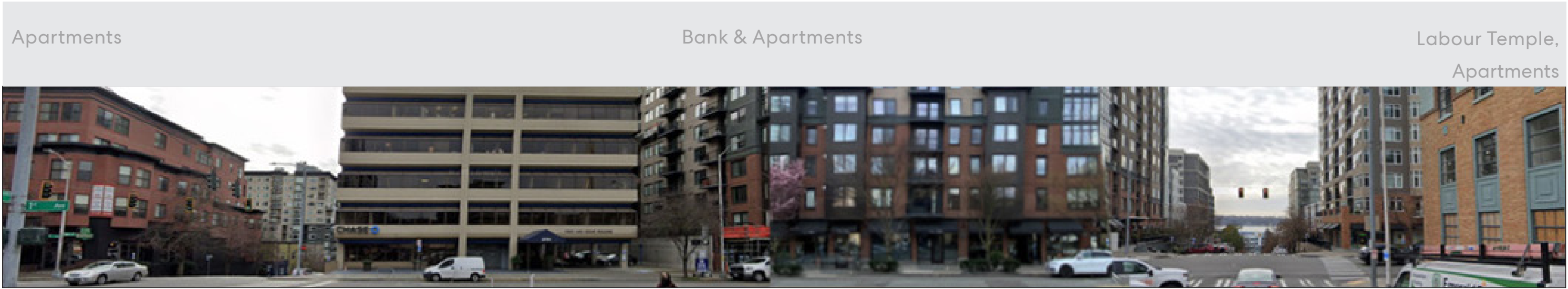
Green Streets



Street Elevations Photomontage - First Avenue

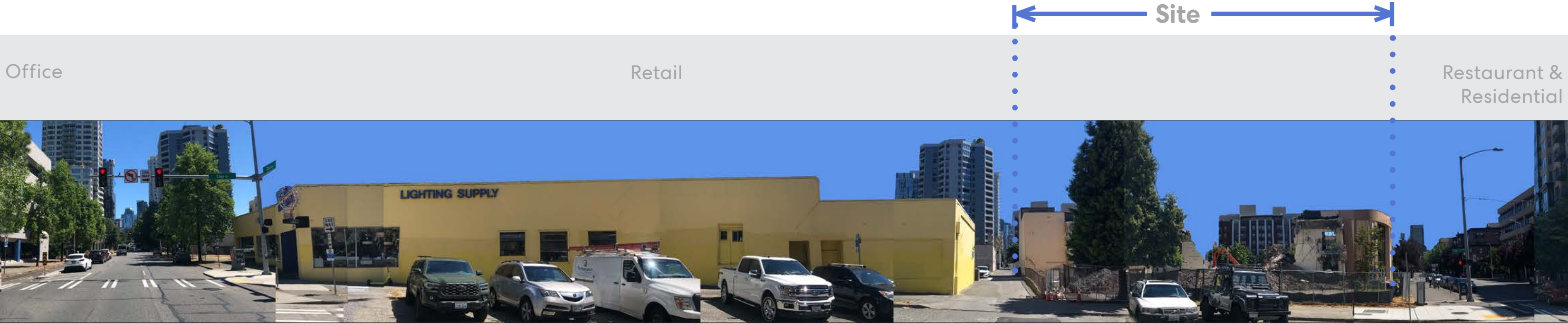
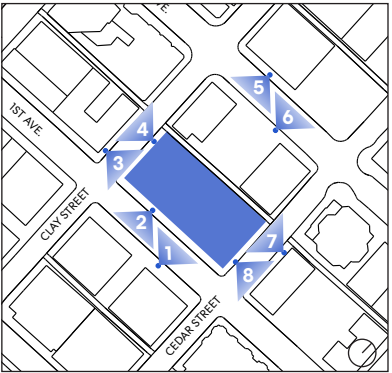


1. Streetscape of 1st Ave looking towards the site

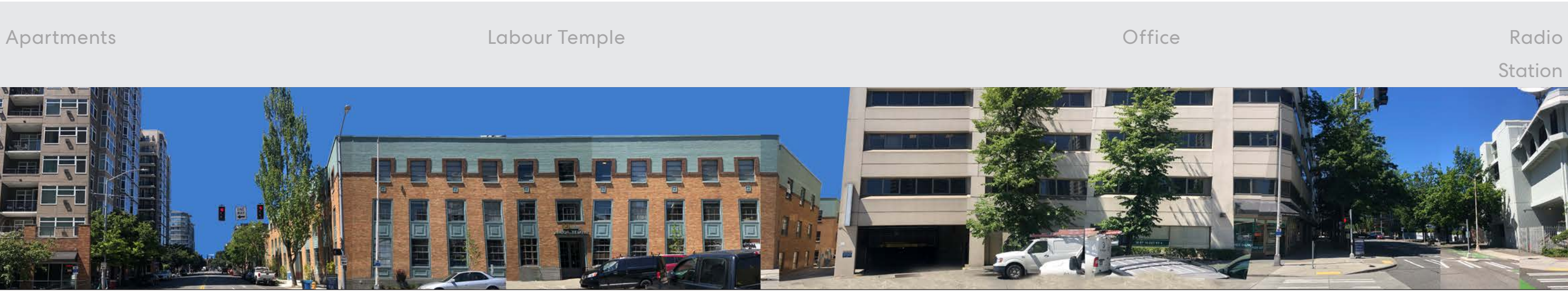


2. Streetscape of 1st Ave looking opposite from the site

Street Elevations Photomontage - Clay Street

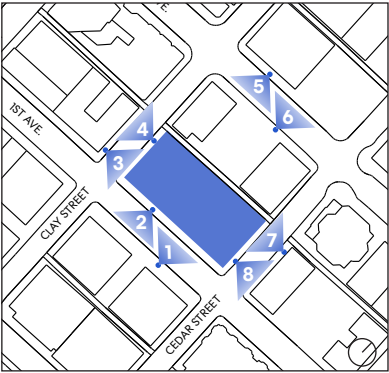


3. Streetscape of Clay Street looking towards the site

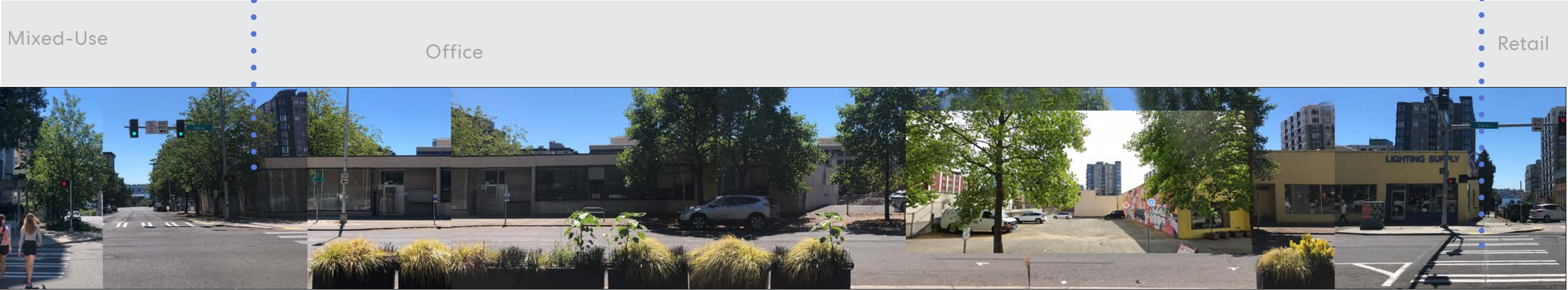


4. Streetscape of Clay Street looking opposite from the site

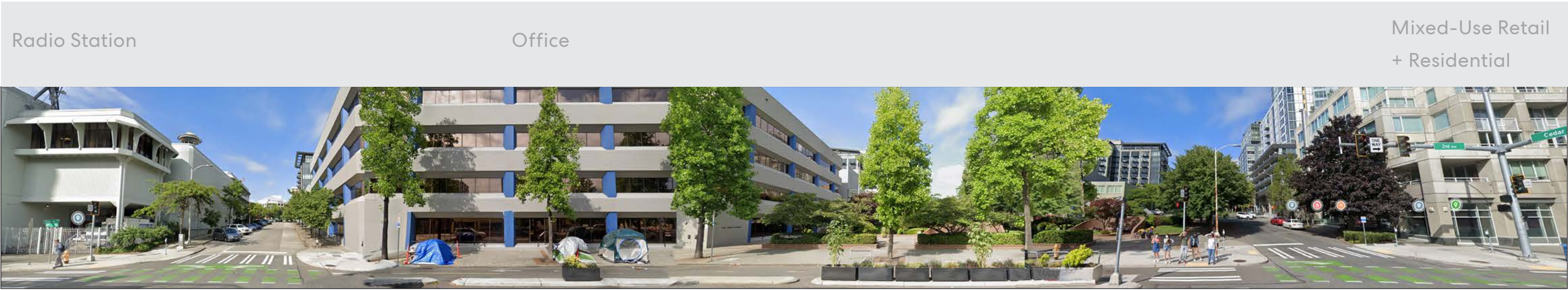
Street Elevations Photomontage - Second Avenue



Site

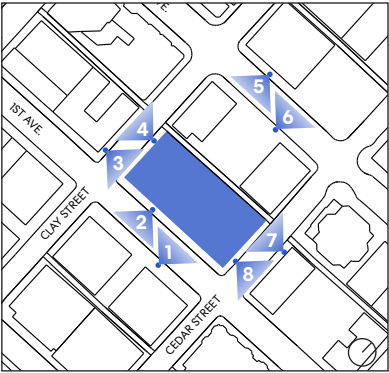


5. Streetscape along Second Avenue looking through existing block to the site

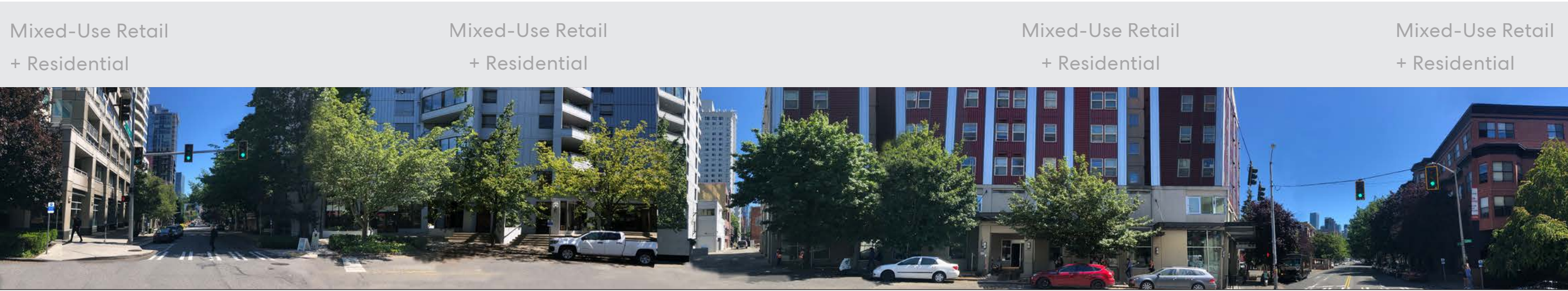


6. Streetscape of Second Avenue looking opposite the site

Street Elevations Photomontage - Cedar Avenue



7. Streetscape of Cedar Avenue looking towards the site



8. Streetscape of Cedar Avenue looking opposite from the site

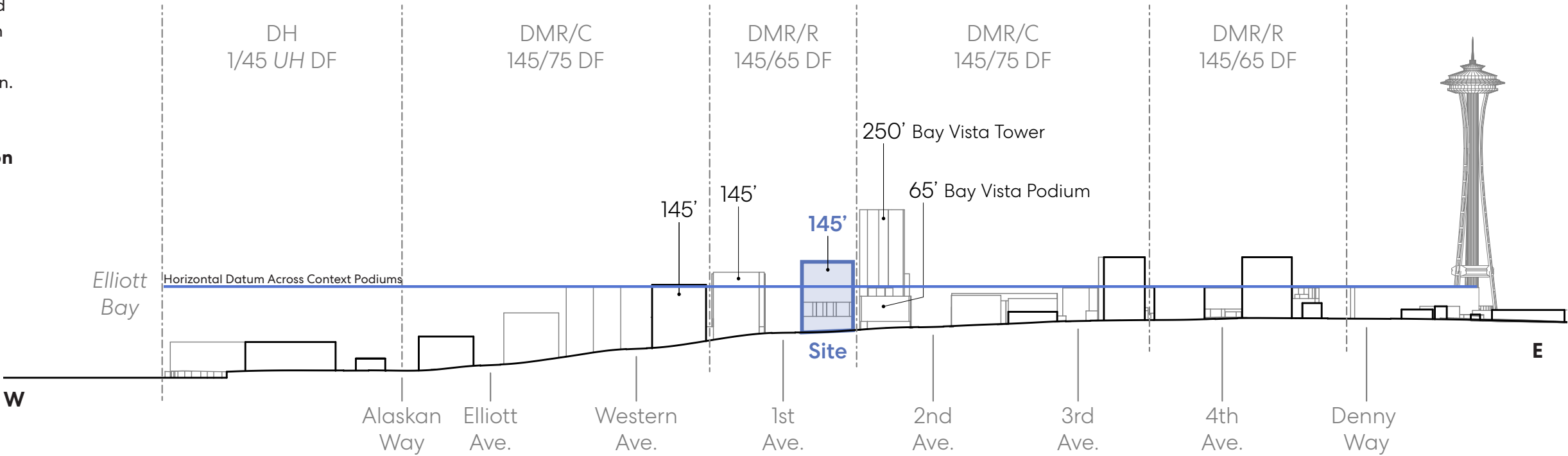
# Neighborhood Analysis

## First Street Context Site Section

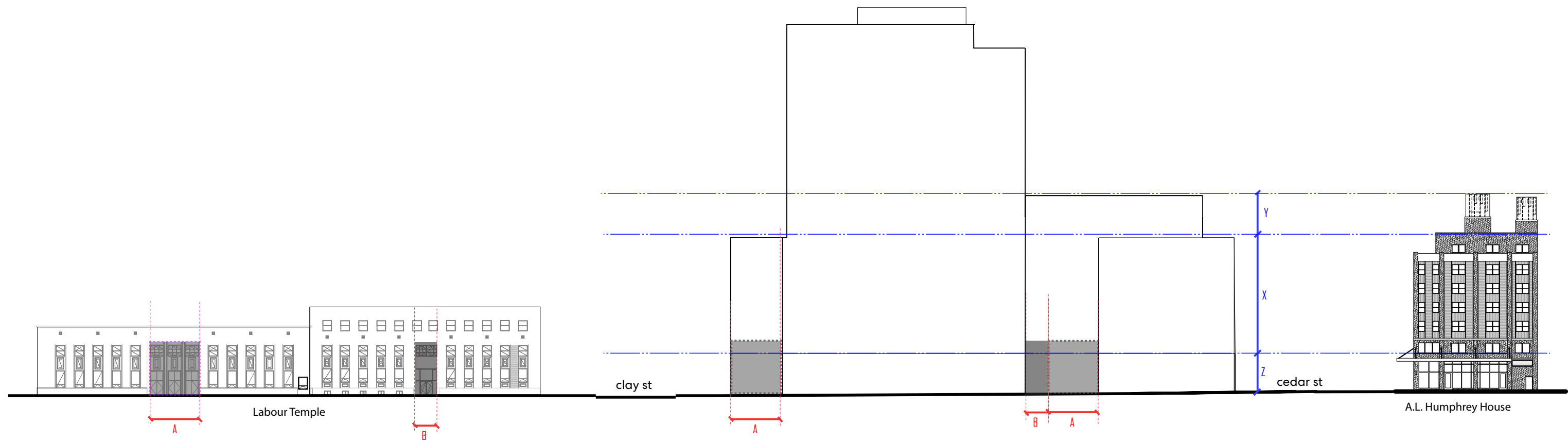
In response to design guidelines (B-3), the section above illustrates the predominant attributes and rhythms adjacent to the proposed project site. In addition, it examines the green street corridors that enrich the pedestrian experience in Belltown.

## Cedar Street Context Neighborhood Section

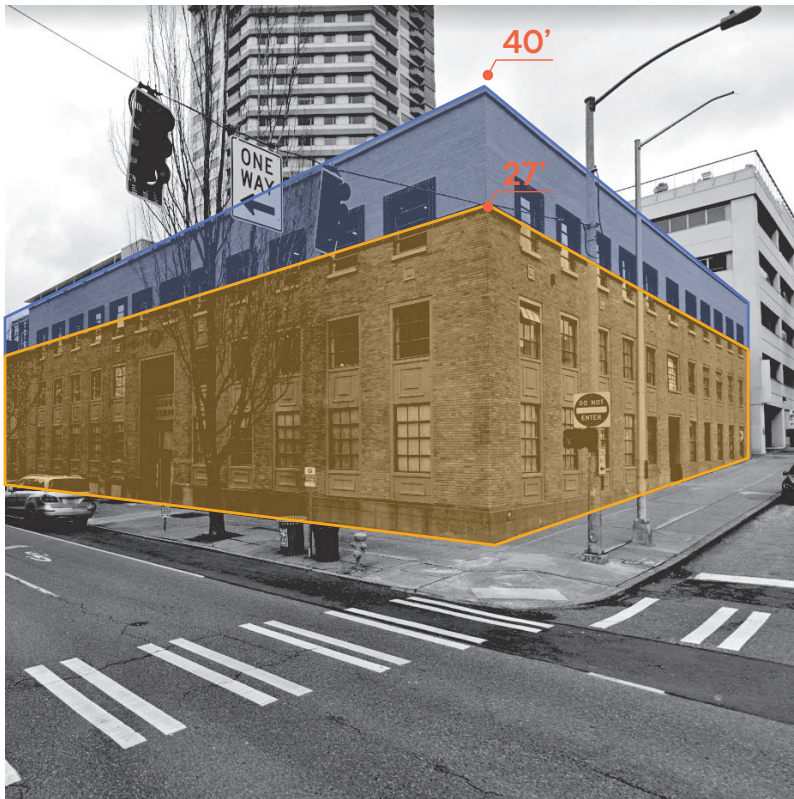
The proposed massing reinforces the positive urban form & architectural attributes of the immediate area (B-2); the proposed massing is comparable to the scale of development surrounding the project site. The neighborhood cross-section also denotes the response of the massing scale as it harmonizes with Belltown's unique topography and stellar views (B-1).



Cedar Street Site Section, Facing North



# Neighborhood Response



## Labour Temple

A local landmark, the Labour Temple utilizes brick masonry walls with glazed ceramic tile accents. Painted teal, the newer portion of the Labor temple matches the existing glazed tile accents on the lower historic part of the facade.

As one of the remaining lower buildings adjacent to the site, we’ve diligently considered how our massing towards the north relates to this neighborhood icon.



## A.L. Humphrey House

This project emphasizes the podium-style typology with its clear delineation using a mix of concrete and metal materials.

The residential entry on Clay St. reserves prominent space for retail along 1st, enhancing the public experience along 1st and keeping more eyes on the street for safety.

The rhythm of glazing creates a visually stimulating mass.



### Bay Vista Condos

The 250' tall tower is an example of one of the taller buildings in the area. The northern placement of the tower on its podium is a typical massing for taller buildings in the area.

The elevated green/amenity space on the podium enhances the views from surrounding buildings due to its natural aesthetic.

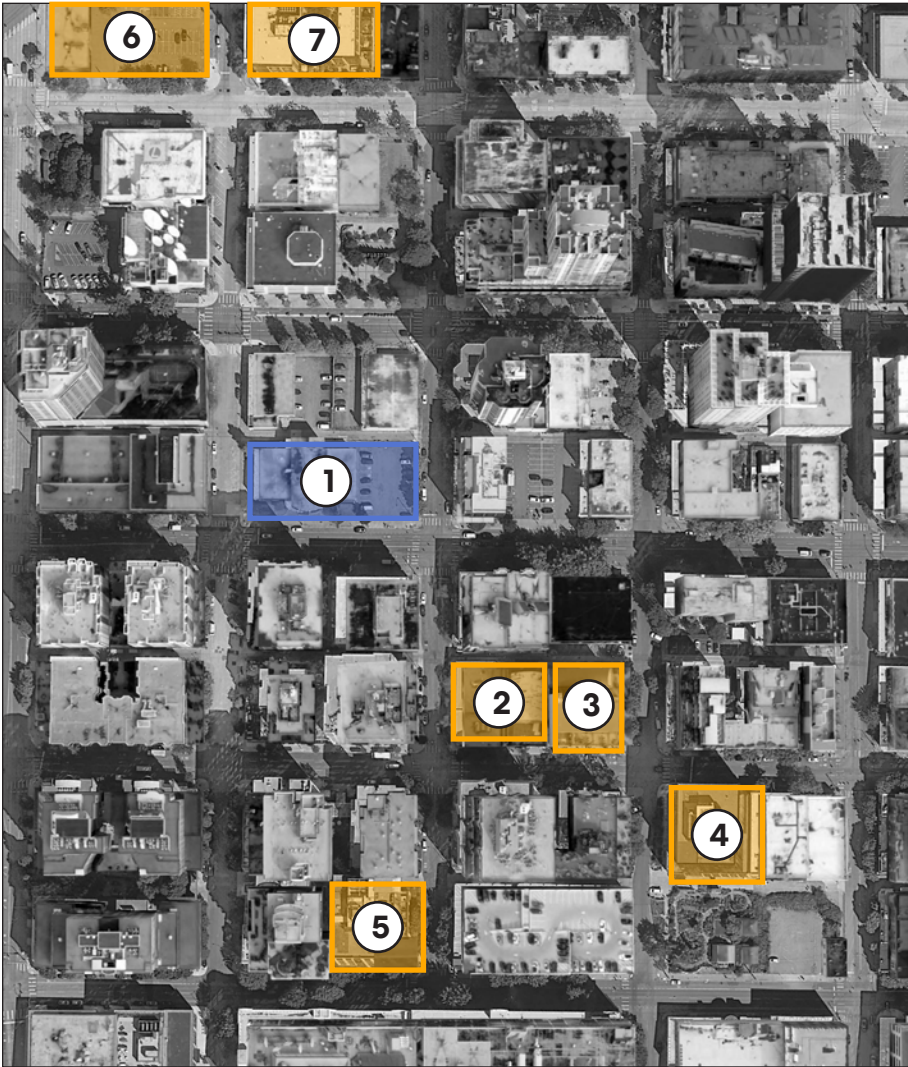


### 1st Avenue Corridor

The rhythm of 1st Ave. It is defined by smaller, individual masses modulated by a rhythm of open spaces and relief composing the block instead of a singular mass representing it.

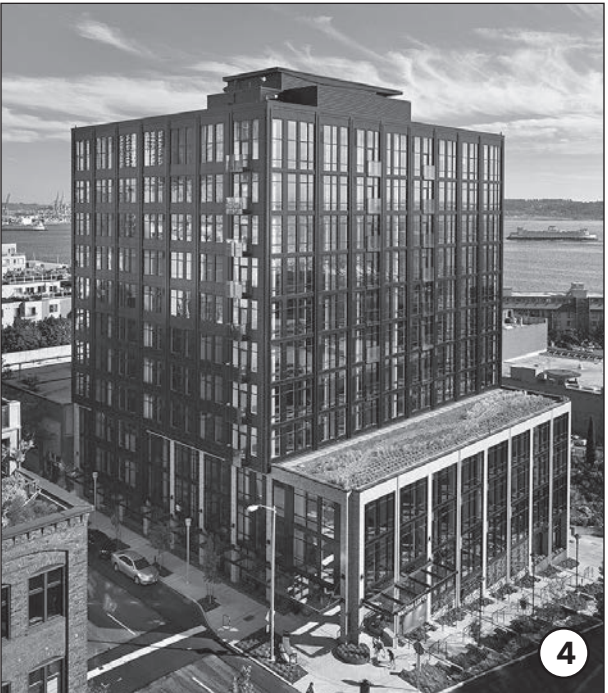
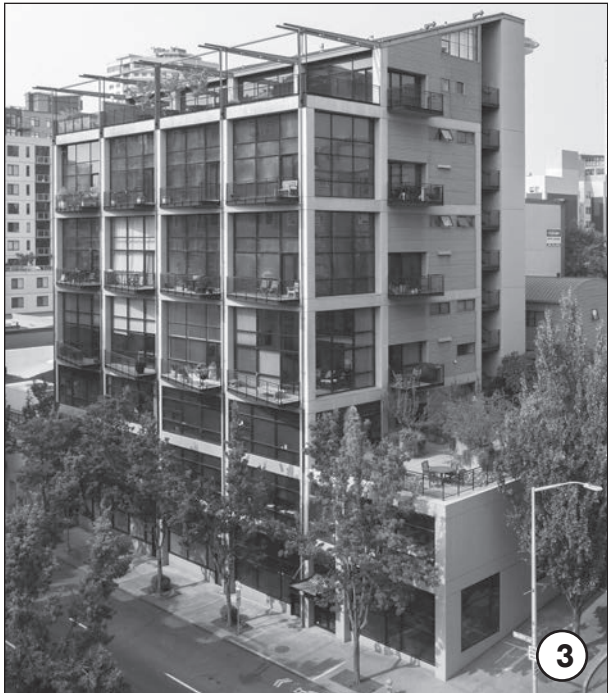
Maintaining this rhythm of multiple masses with varying street frontages is vital to preserving the neighborhood's character.

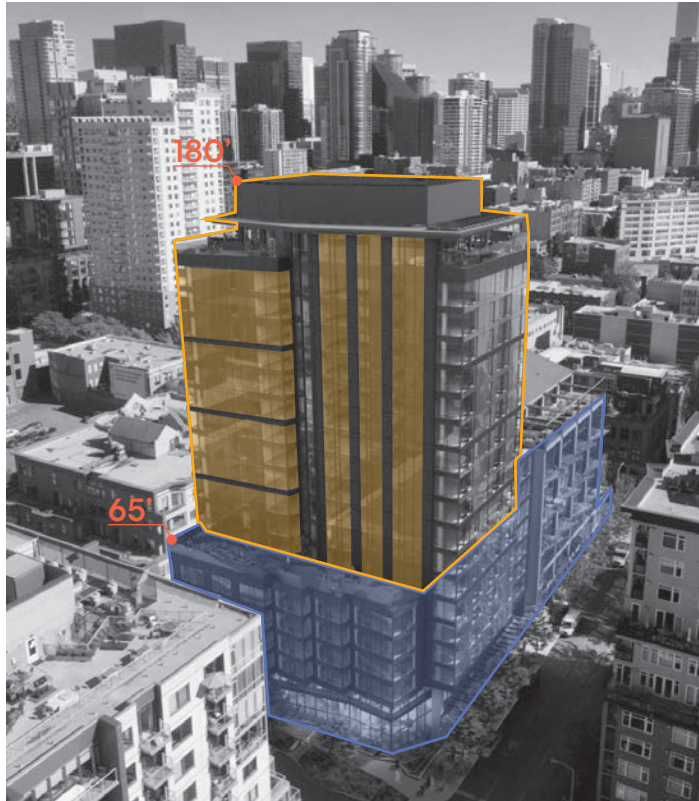
# Neighborhood Response



## Seattle in Progress - Adjacent New Construction

- 1. 2700 1st Ave - Belltown on 1st (Site Proposed)
- 2. 2616 Western Ave
- 3. Banner Building Condos
- 4. Walton Lofts
- 5. Joseph Arnold Lofts
- 6. 307 Broad Street
- 7. Mosler Lofts





### 2616 Western Ave

A new development in our 9-block region features a similar podium and tower typology.

The glazing's modulation, orientation, and proportion are excellent examples of how the tower massing can break down to reduce the perceived mass.



### Walton Lofts

A similar tower and podium typology outside our 9-block region has an attractive ground-level pedestrian experience.

The green roof on the exposed podium creates a visually appealing roofscape for adjacent towers.

The rhythm of glazing and balconies also creates a visually stimulating mass.



### Joseph Arnold Lofts

This project emphasizes the podium-style typology with its clear delineation using a mix of materials, which also reduces the overall size of the mass.

The rhythm of glazing and balconies creates a more dynamic facade.

The formal composition of these more recent and attractive neighborhood precedents is simple, well composed, and straightforward.

# Neighborhood Heritage & Character



1. Banner Building  
2. Seattle Center  
3. Labor Temple



## The Labour Temple

- Simple form
- Character materials and details

# Neighborhood Future Character



- 1. 303 Battery,  
Collins Woerman
- 2. 2407 1st Ave,  
Hewitt Architects Inc.
- 3. 2208 4th Ave,  
VIA Architects

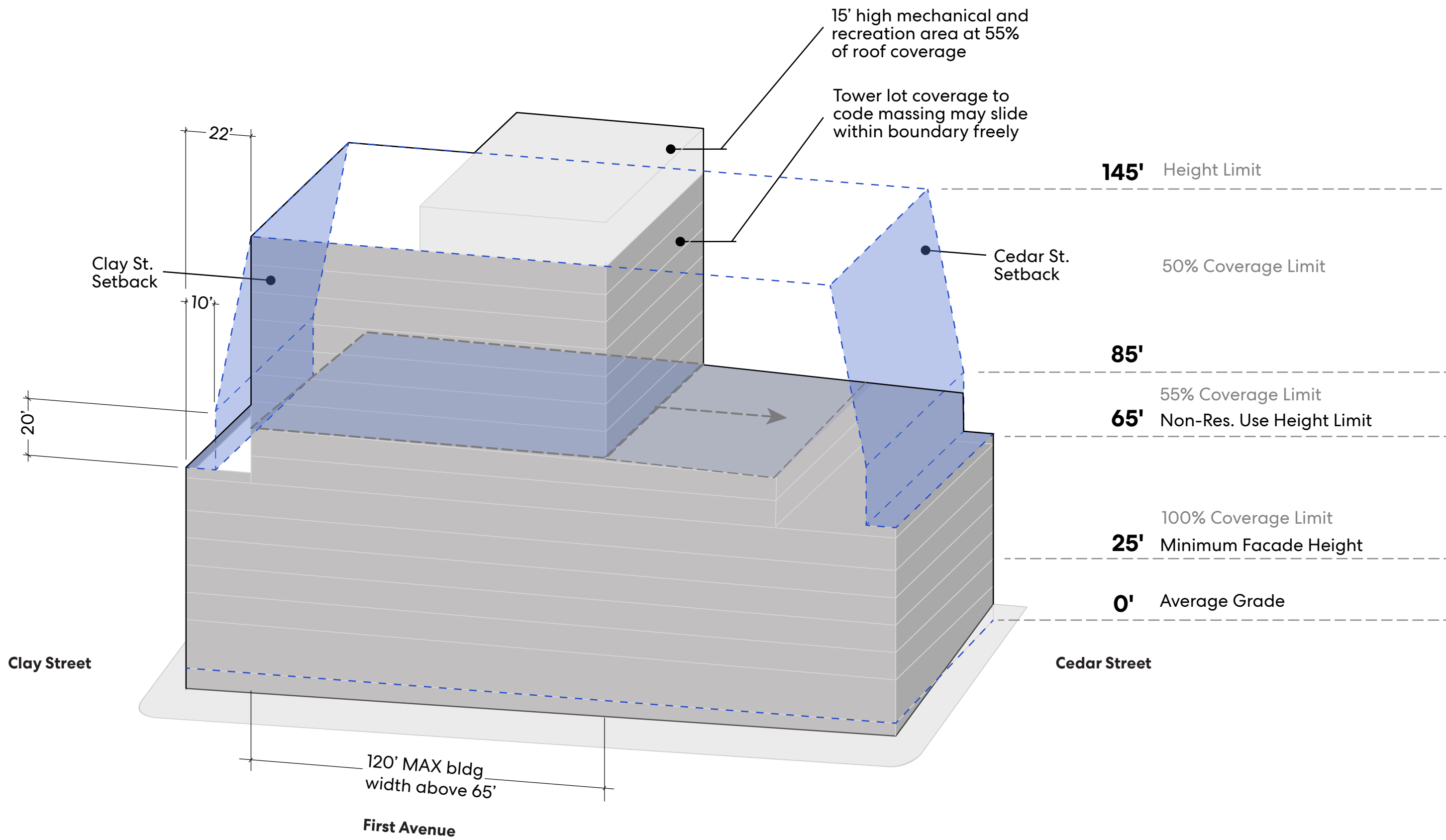
## Seattle in Progress

- Simple forms
- Character materials and details

# Section 04.

# Zoning

Zoning Diagram



# Section 05.

# Design Guidelines

# Priority Design Guidelines

Belltown Design Review Guidelines

B-1

## Neighborhood Context

These guidelines emphasize the concept of historical continuity, the relationship of structures over time. This relationship encourages diversity within a coherent whole, reinforcing Belltown’s unique and evolving character.

Considerations:

- a. Harmonious transitions between old and new development
- b. Complement the architectural character of adjacent historical buildings in area
- c. Design should add richness and variety to Belltown
- d. Design strategies should incorporate elements reinforcing Belltown’s unique qualities to support active street life.



B-3

## Positive Urban Form & Architectural Attributes

The principal objective is to promote scale and character compatibility by reinforcing the patterns of massing and facade composition found in the surrounding area - Attention to landmark buildings.

Considerations:

- a. Respond to regulating lines and rhythms of adjacent buildings
- b. Use regulating lines to promote contextual harmony and solidify old and new relationships.
- c. Attention to excellent fenestration patterns and detailing in the vicinity.



C-1

## Promote Pedestrian Interaction

The sidewalk is the essence of the pedestrian experience. New developments have an opportunity to enhance the streetscape and address safety and accessibility.

Considerations:

- a. Reinforce existing retail concentrations
- b. The size, width, and depth of commercial spaces accommodate smaller businesses.
- c. Incorporate unique hardscape treatments, sidewalk lighting, and accent paving near entries and corners
- d. Building corners should be reinforced and provide opportunities for landscaping, seating, pedestrian amenities, and good visibility to promote safety.



D-1

## Provide Inviting & Usable Open Space

Open spaces such as plazas, courtyards, and outdoor areas adjacent to sidewalks are an integral part of the social life of Belltown. Public space is essential to the neighborhood plan’s urban village strategy. Mixed-Use developments are encouraged to provide usable open space adjacent to retail space, such as an outdoor cafe or plaza with seating.

Considerations:

- a. Attractive pavers and pedestrian scale lighting to promote safety
- b. Retail spaces designed to “spill out.”
- c. Landscaping that enhances the space and architecture



D-3

## Provide Elements that Define Place

The exciting street-level uses and pedestrian amenities enliven Green Street and lend a unique identity to the surrounding area. In addition, green Streets provide a sense of hierarchy that defines the neighborhood street by street.

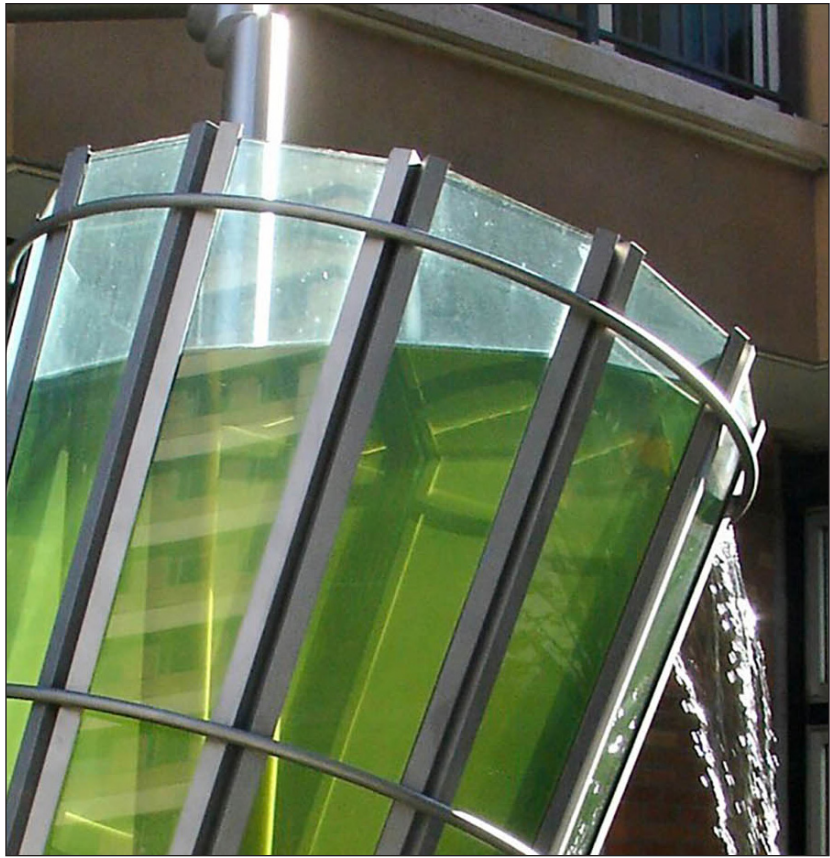
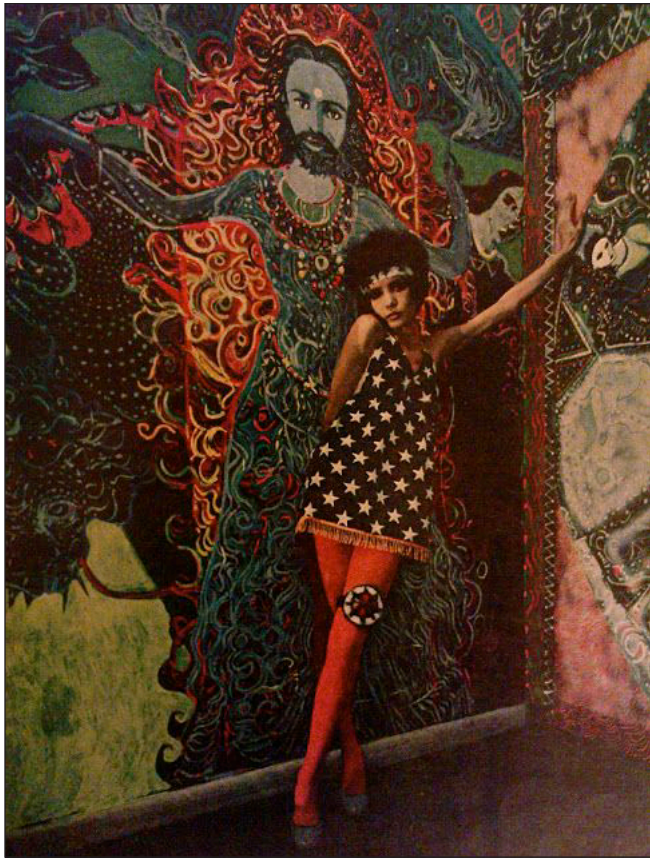
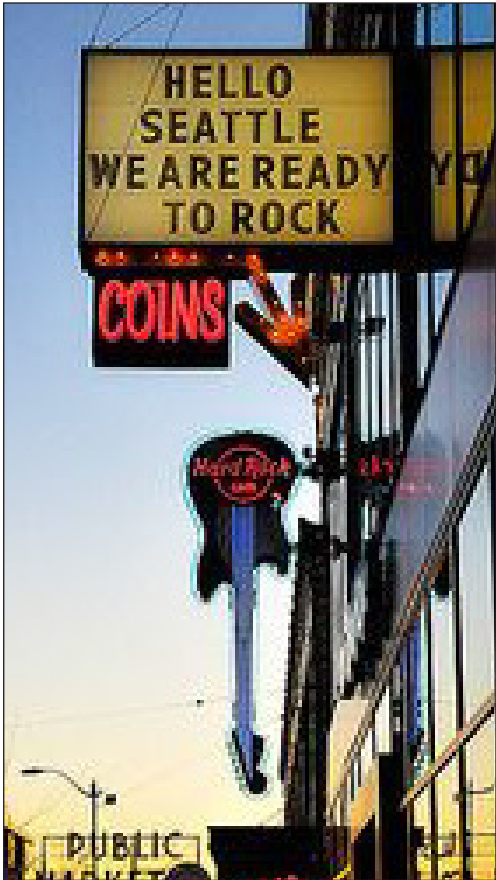
Considerations:

- a. Street Furniture/Furnishings
- b. Art installations that enhance the pedestrian experience
- c. Provide adequate and well-lit signage that shows creativity



Vision

A welcoming landmark that celebrates Seattle’s history and character to create a neighborhood hub for the Belltown residents.



Neighborhood Character



Engaging Streetscape



Unique Character



History of Youth Arts Movement

The Vera Project was founded at 2700 1st Ave in 2001. It is an all-ages nonprofit space that fosters personal and community transformation through collaborative, youth-driven engagement in music and art. The group has since moved to their permanent home in Queen Anne.

# Section 06.

## Architectural Massing

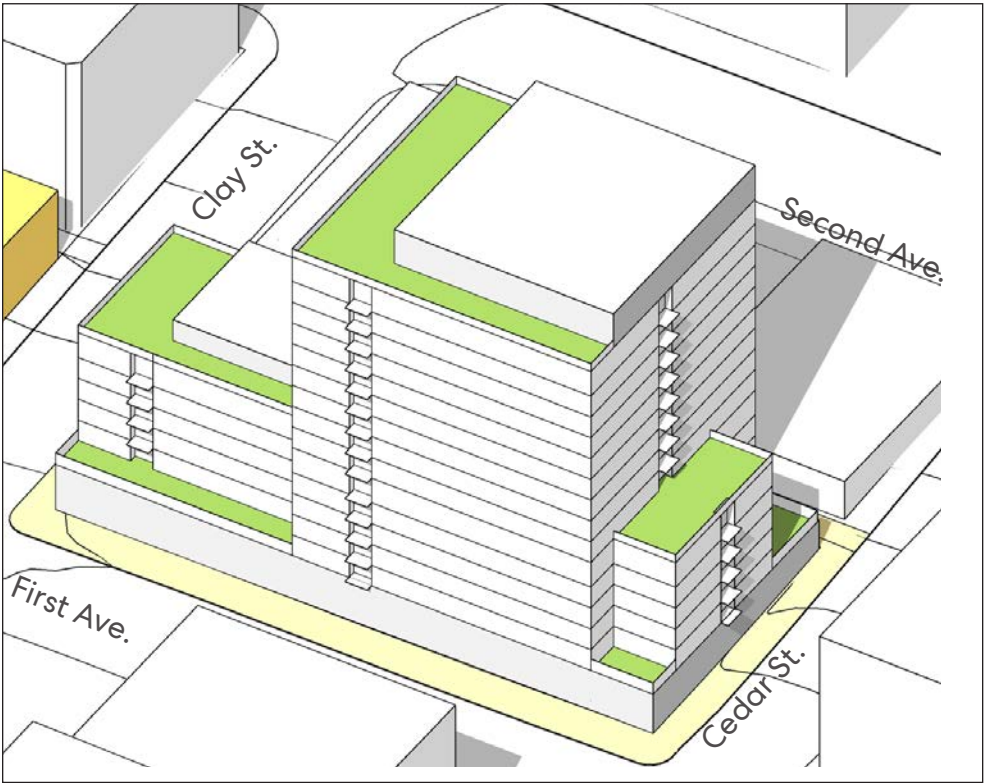
**Early life in Belltown**  
Homes cascaded down the neighborhood's natural grade before the Denny Triangle Regrade project. Elliott Bay, beyond.



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# Massing Options - Key Concepts

## Massing Option #01 - The Lookout



### Approach:

- Taller massing orients to southwest views
- Podium mass setback on First and Alley
- Residential entry on Cedar

### Pros:

- Clear differentiation of tower and podium
- Continuous retail along First Avenue
- Interesting composition

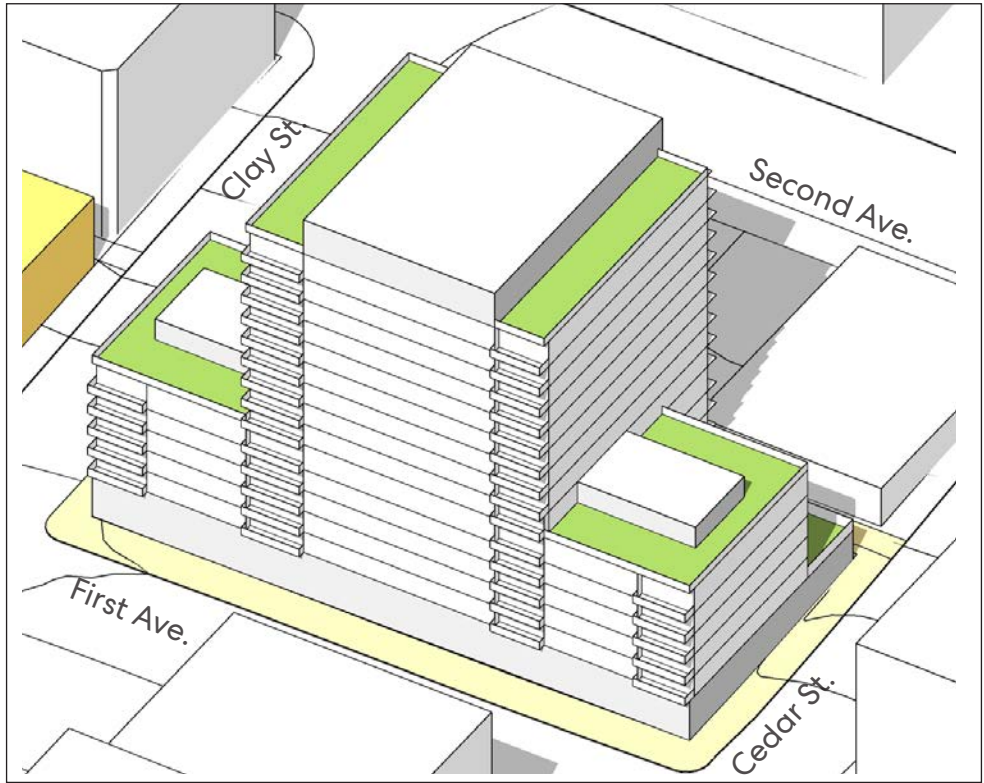
### Cons:

- Lacks engaging public space
- Less interest/modulation on First Avenue
- Podium form does not define “street space.”

### Departure Requests -

None

## Massing Option #02 - Ziggurat



### Approach:

- Taller massing centered on creating a ‘monumental’ identity
- Podium mass aligned to First Avenue (setback from the alley)
- Residential entry centered on First Avenue

### Pros:

- Podium form defines “street space” at First and corners
- Strong identity along First Avenue
- Balanced access to daylight and views

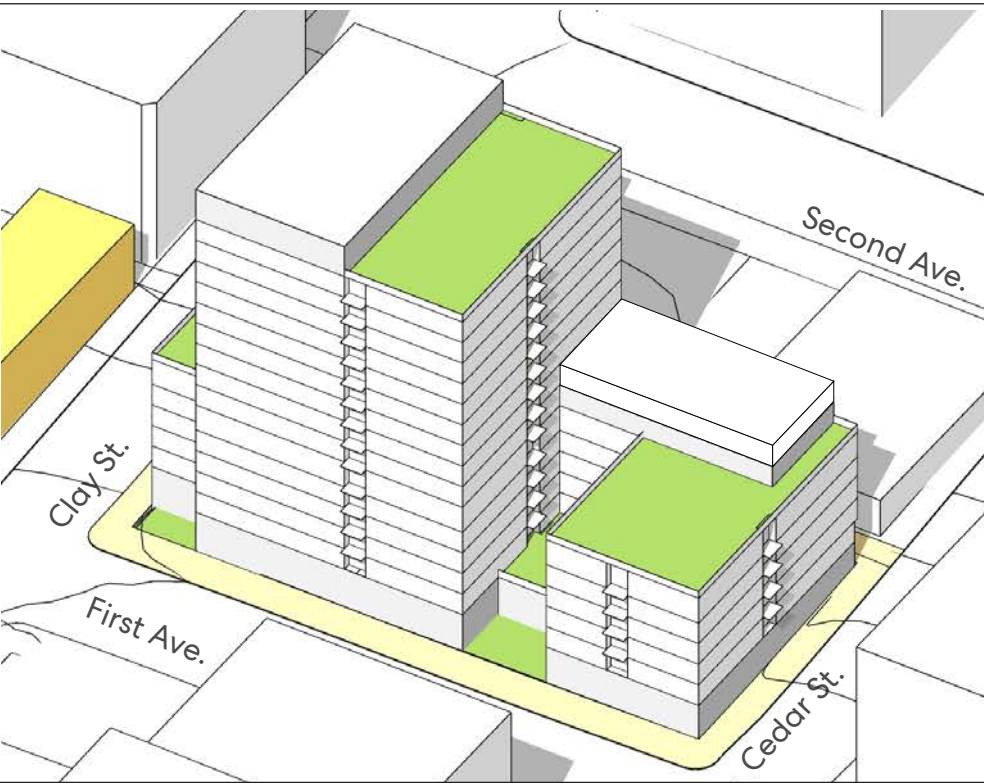
### Cons:

- Lacks engaging public space
- Less interest/modulation on First Avenue
- Bisects retail/public experience on First Avenue

### Departure Requests -

None

## Massing Option #03 - Cascading Terraces (Preferred)



### Approach:

- Taller massing to north follows neighborhood pattern
- Podium mass defines “street space” and public spaces
- Residential entry faces Labor Temple

### Pros:

- Most active and engaging public realm
- Most consistent with the pattern of neighborhood development
- Breaks downscale with dynamic composition
- Most daylight and air for residents and neighborhood

### Cons:

- Requires active management of the courtyard along First Avenue
- Break in the street wall on First Avenue

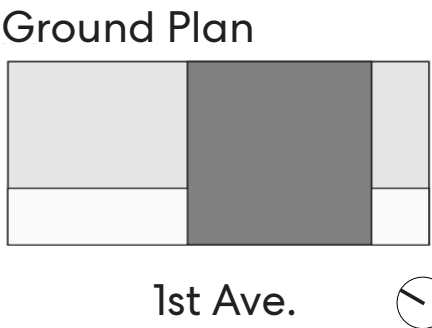
### Departure Requests -

Three (to increase public space and reduce mass)

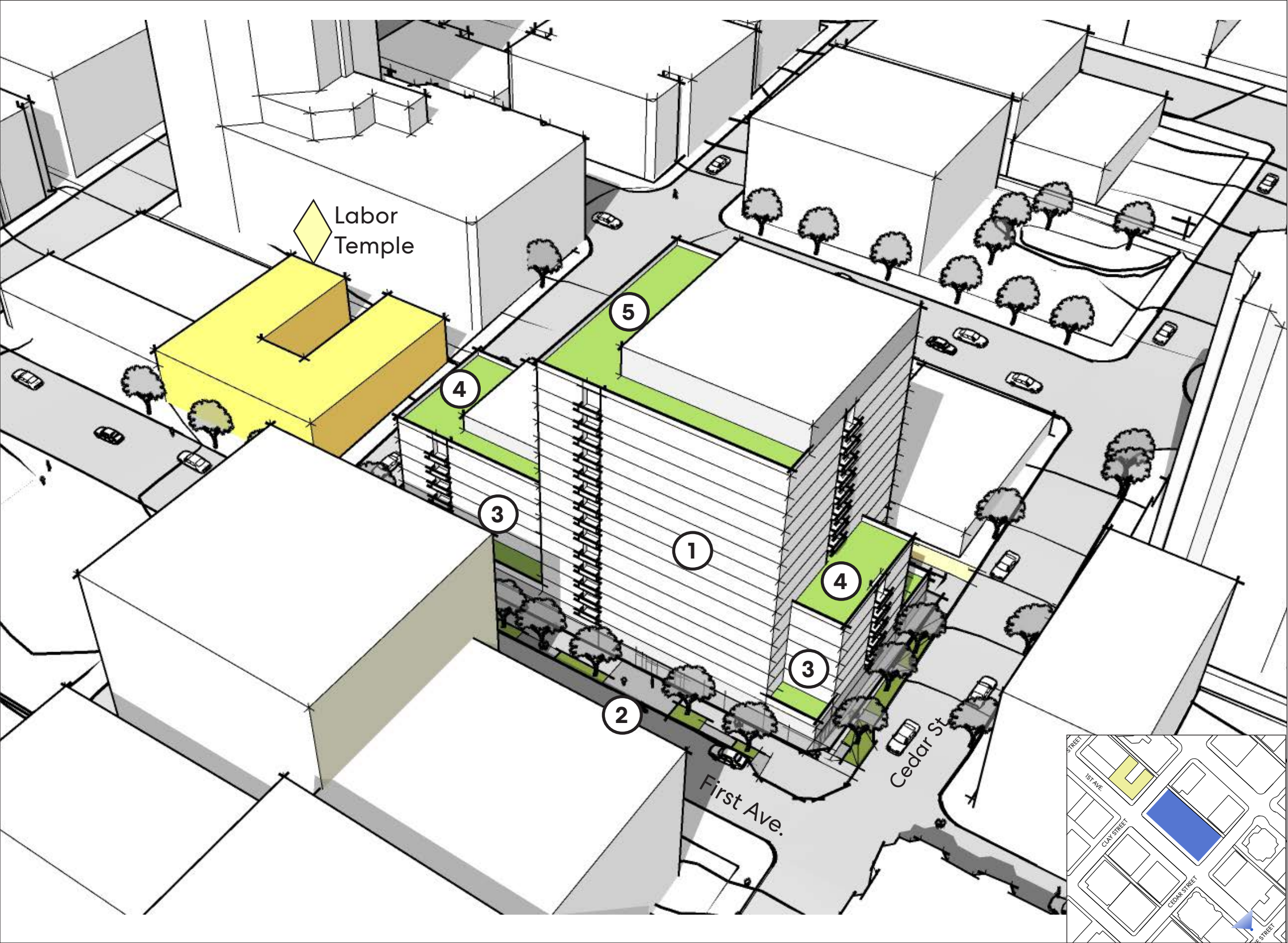
# Massing 01 - Concept Development

## Site Response

- 1. Locate taller mass to the south to maximize residential views (D-3)
- 2. Provide continuous podium retail frontage on First Ave (C-1)
- 3. Setback podium from First Avenue (B-3)
- 4. Lowered massings relate to adjacent low-rise buildings (B-3)
- 5. Generous Green Space Amenity for Residents (D-1)



- Green Space
- Private Plaza
- Podium
- Tower



# Massing 01 -Plan + Section

**Approach:**

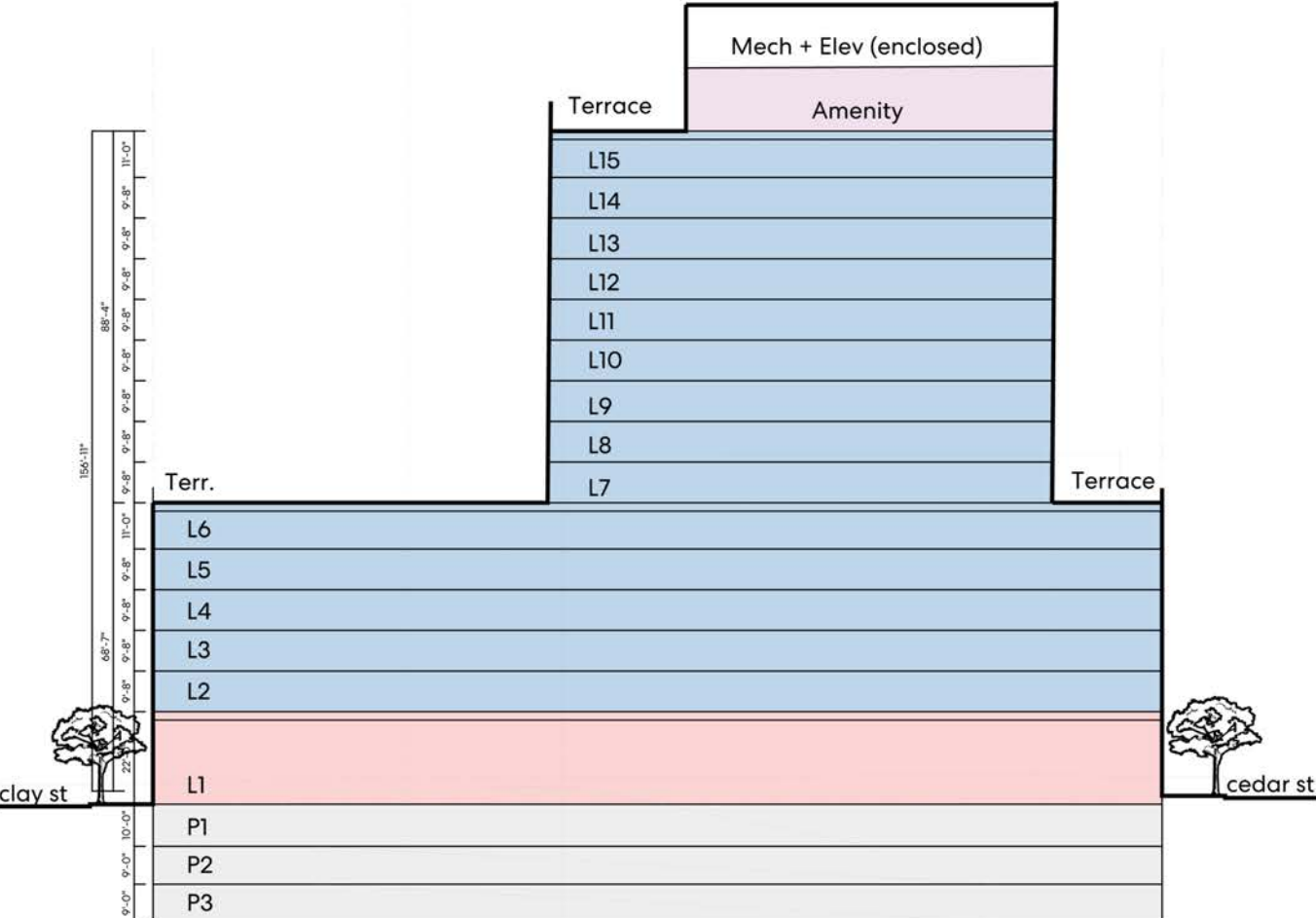
- Taller massing orients to southwest views
- Podium mass setback on First and Alley
- Residential entry on Cedar

**Pros:**

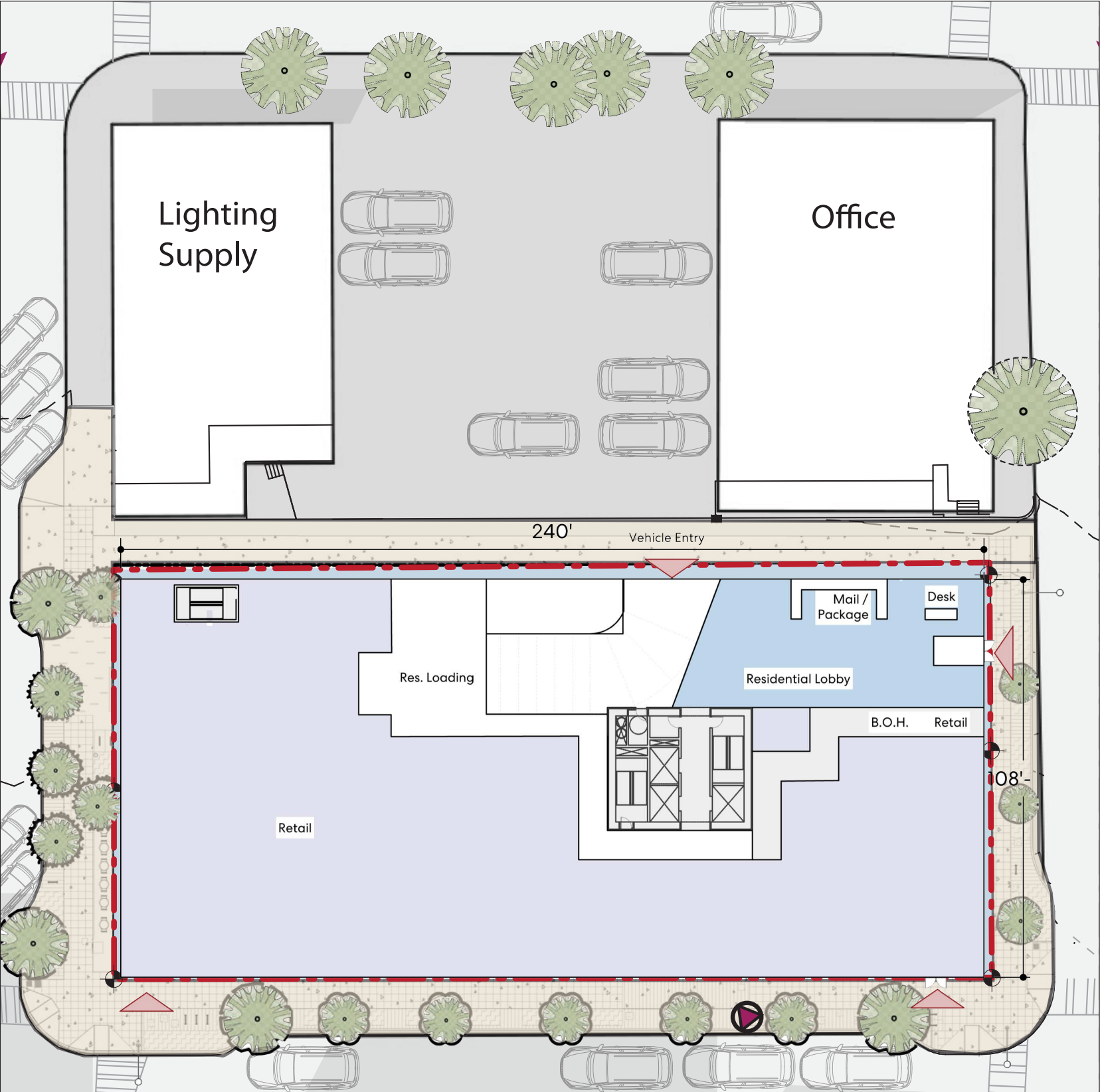
- Clear differentiation of tower and podium
- Continuous retail along First Avenue
- Interesting composition

**Cons:**

- Lacks engaging public space
- Less interest/modulation on First Avenue
- Podium form does not define “street space.”



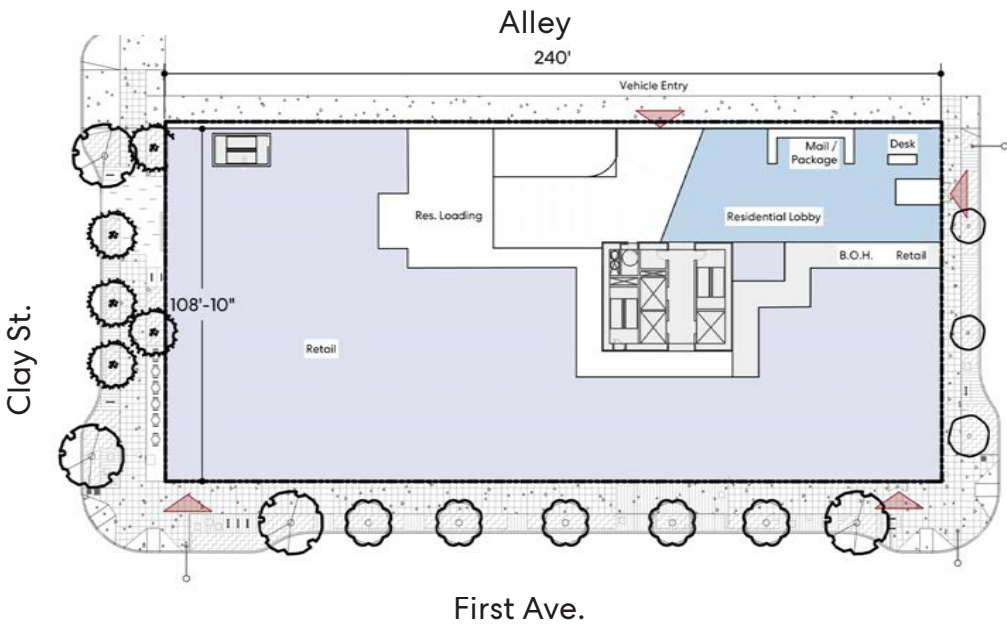
Massing 01 - Section Drawing



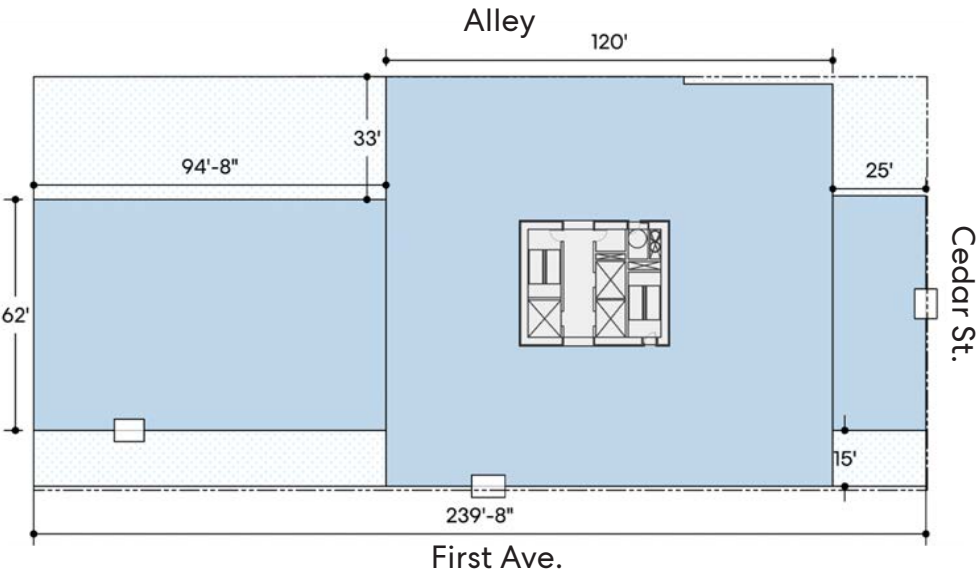
Ground Level Plan

Massing 01 - Plan Diagrams

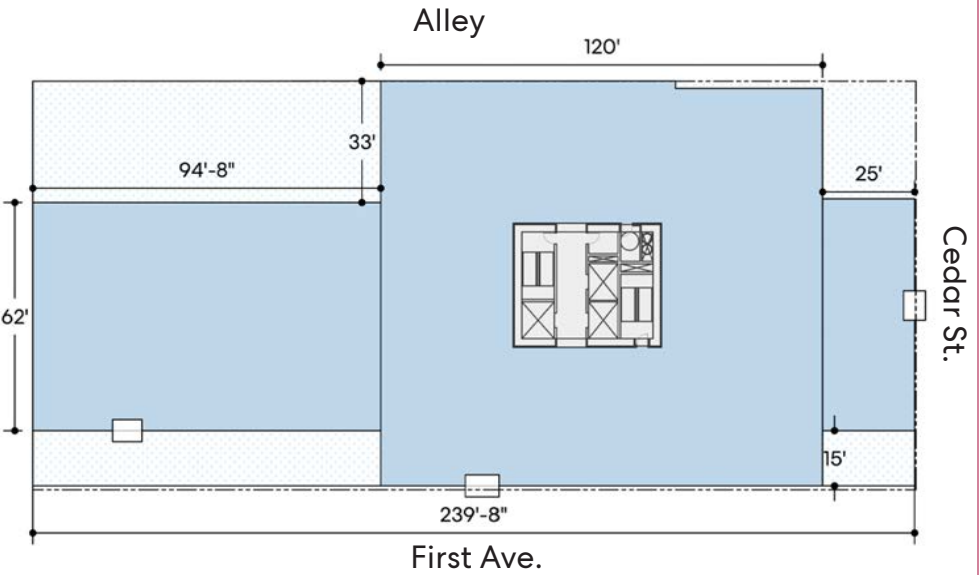
Residential Secure Access    Retail    Residential Amenity Space



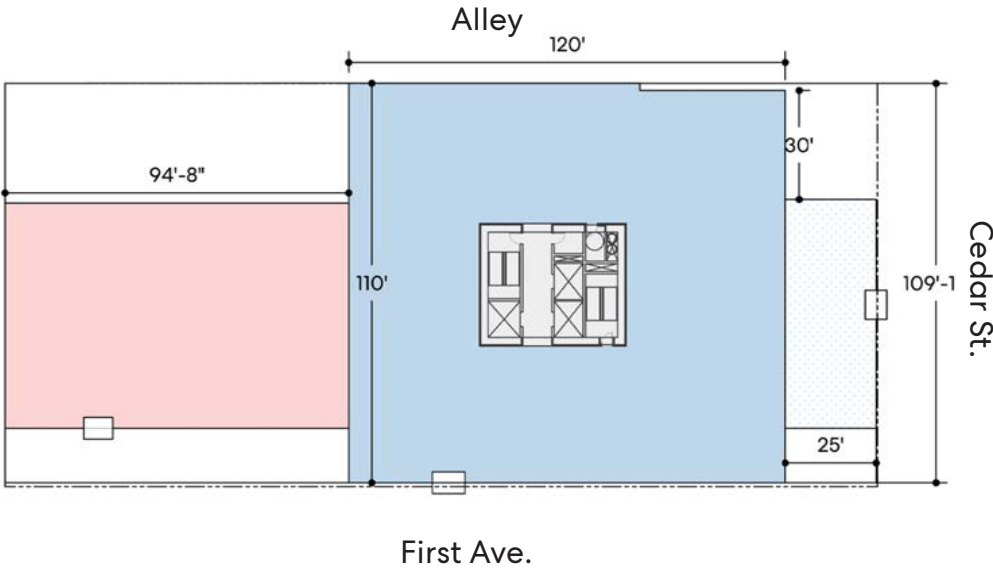
Ground Level



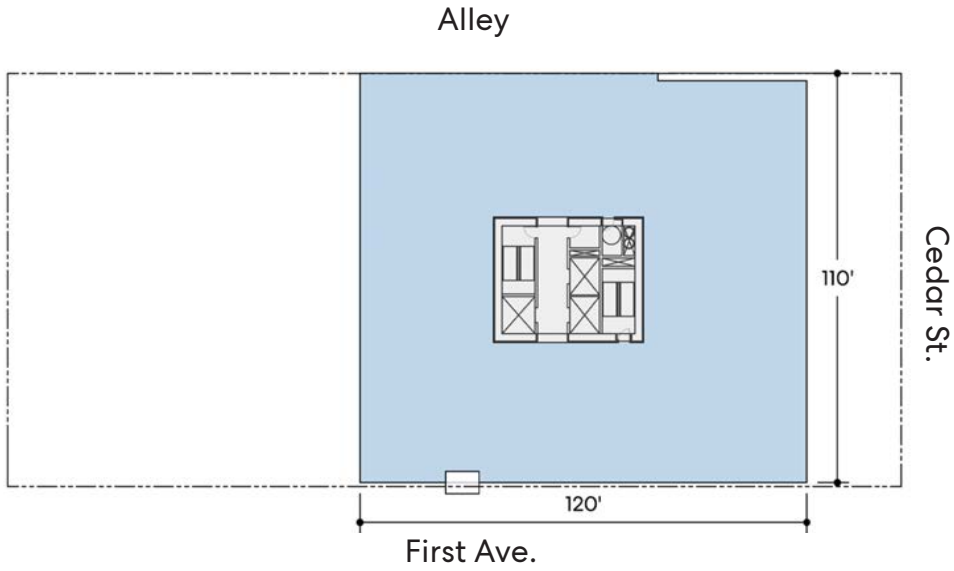
Level 2



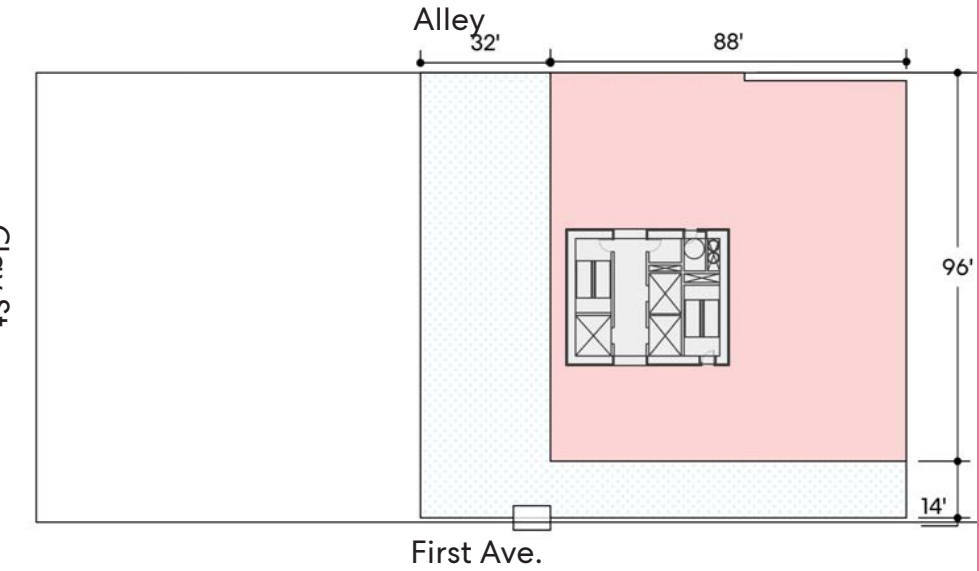
Level 3 - 6



Level 7

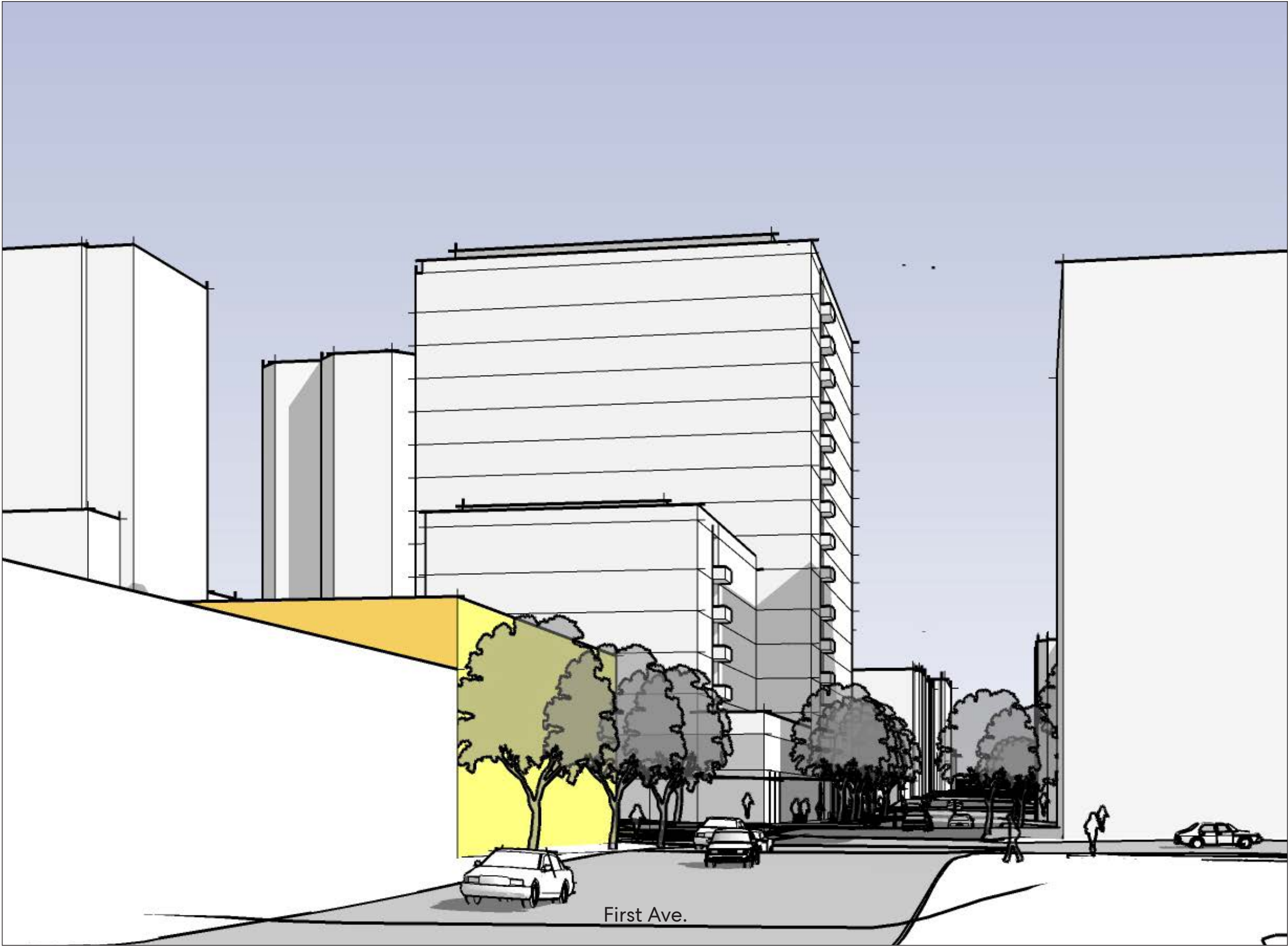


Level 8 - 15

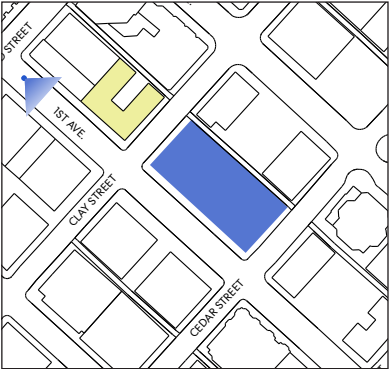


Level 16

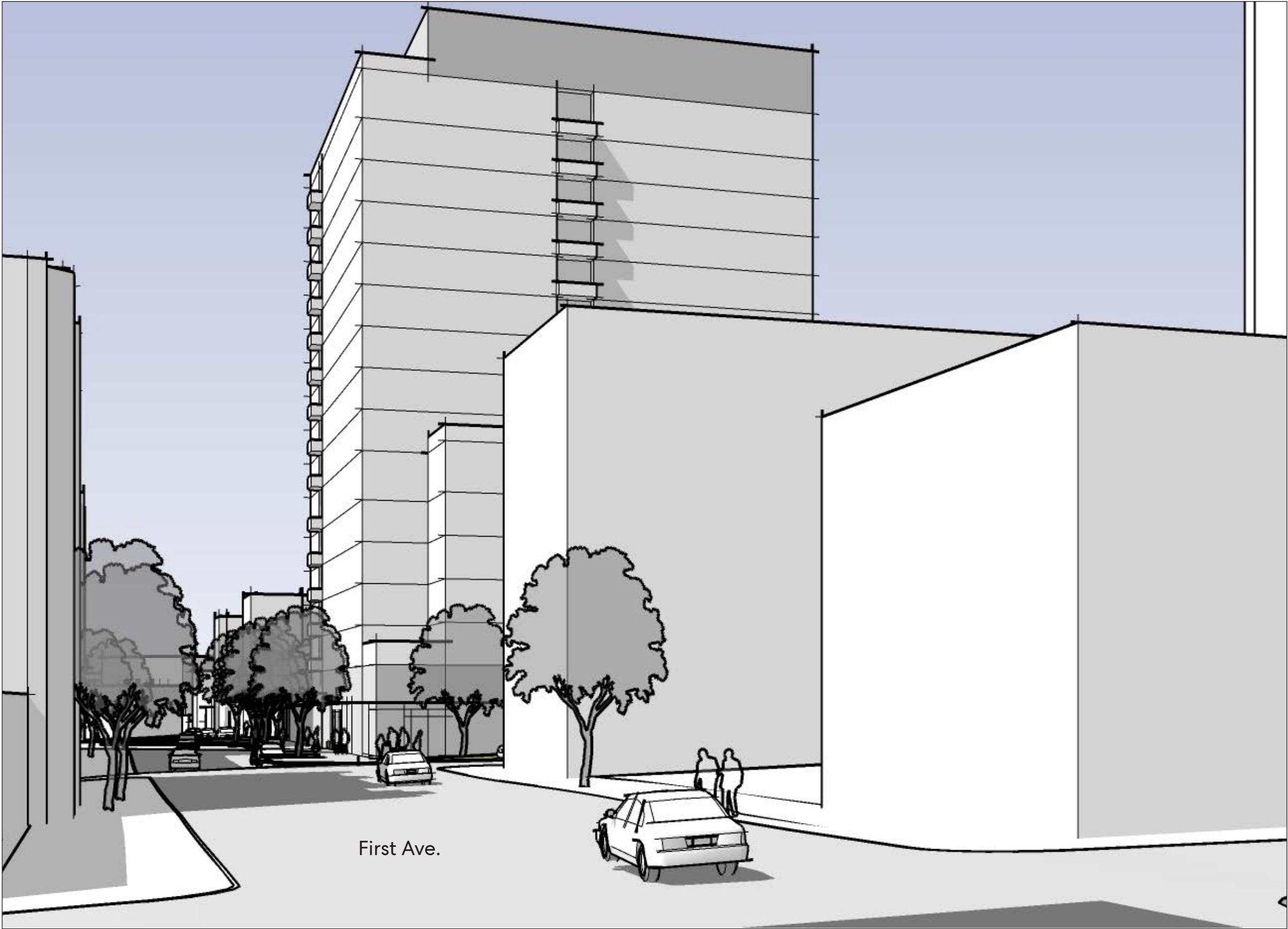
Massing 01 - View from 1st Avenue - From North



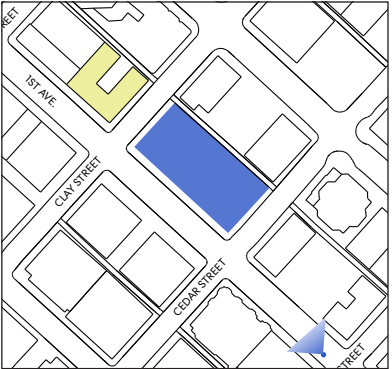
Labor Union Temple



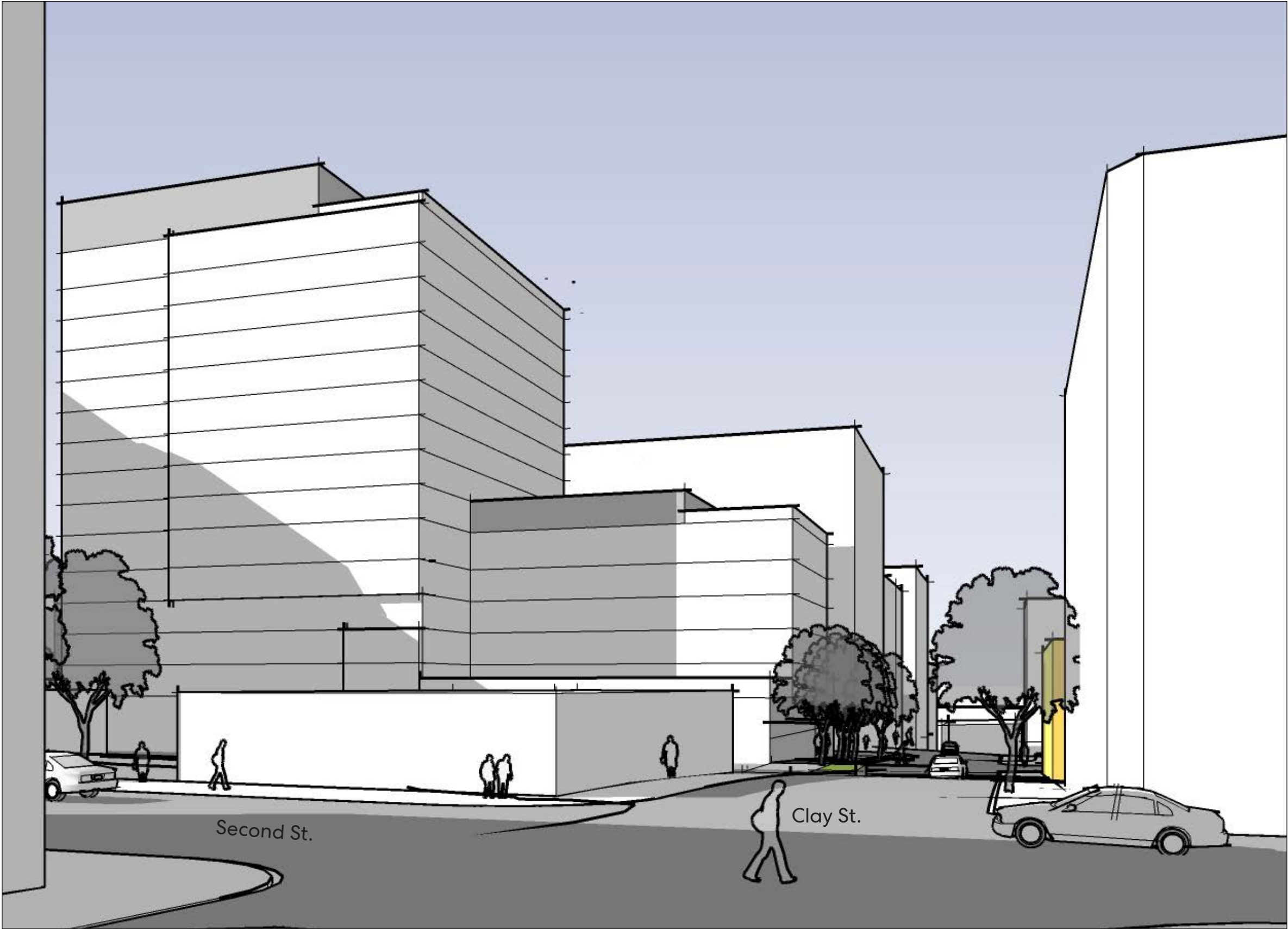
Massing 01 - View from 1st Avenue - From South



Labor Union Temple



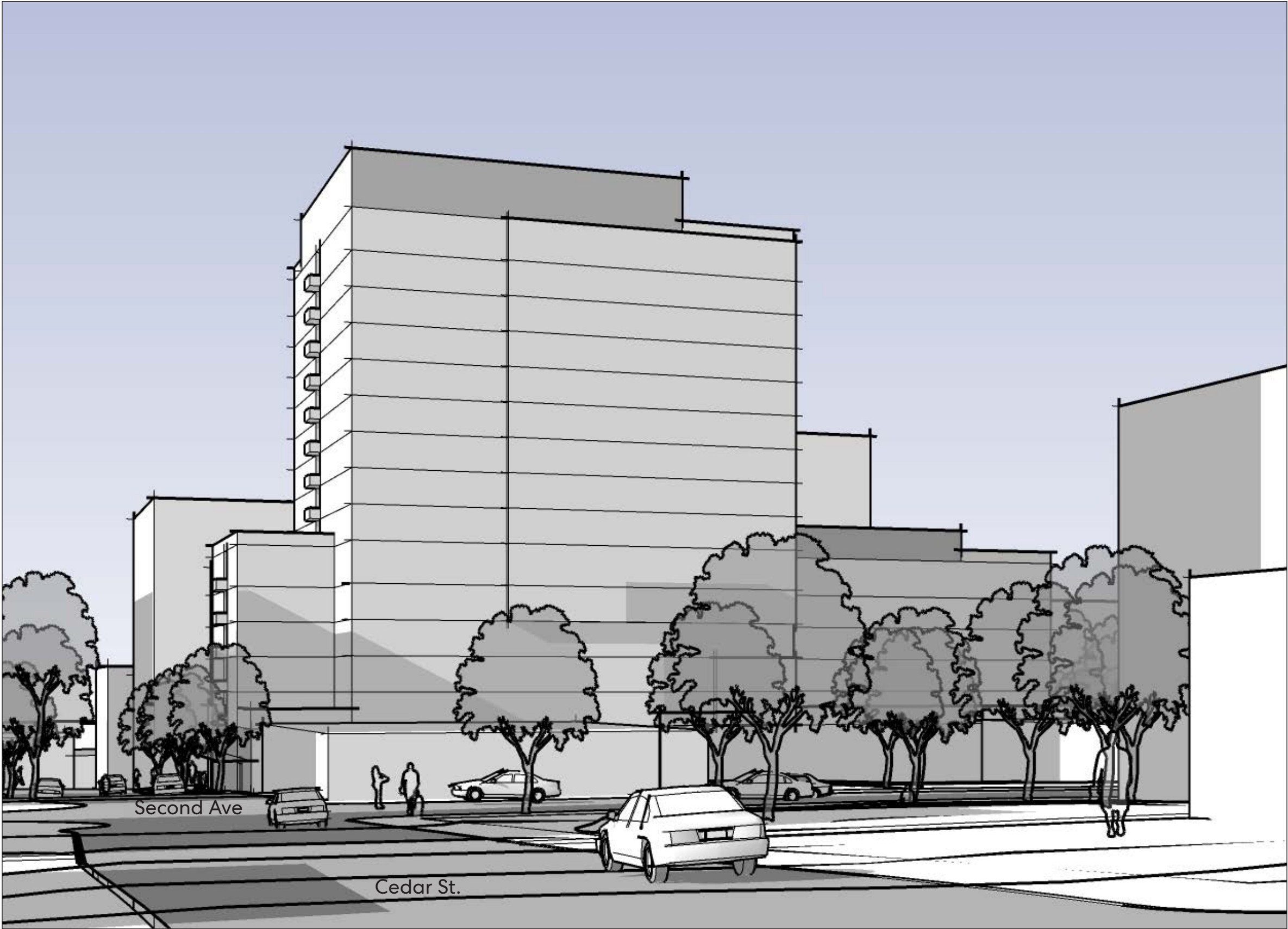
Massing 01 - View from Clay St. - From Northeast



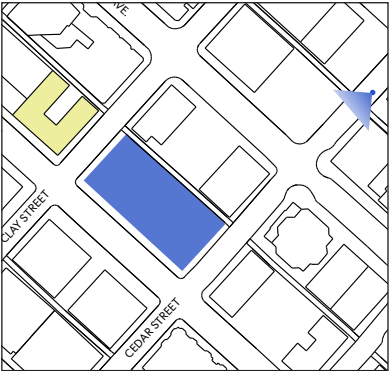
Labor Union Temple



Massing 01 - View from Cedar St. - From Southeast



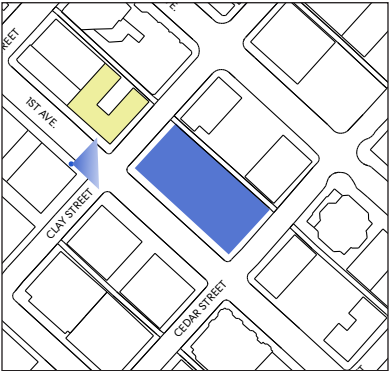
Labor Union Temple



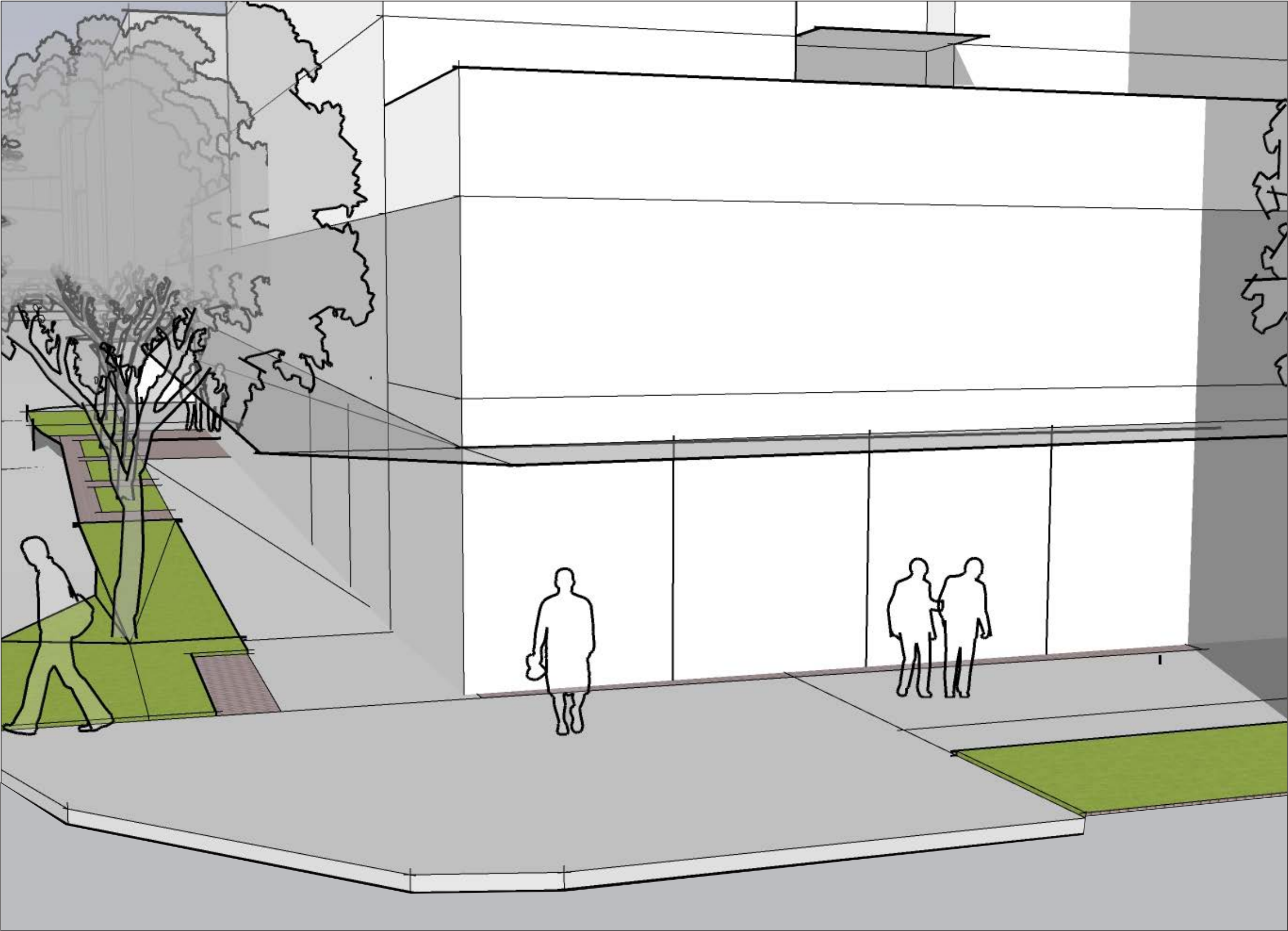
Massing 01 - View from Northwest Corner



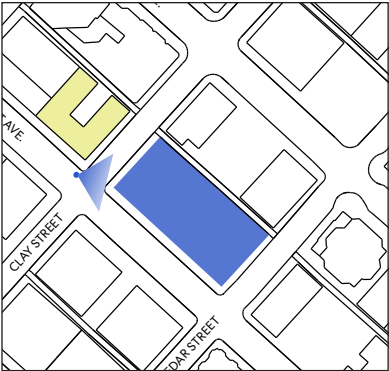
Labor Union Temple



Massing 01 - Pedestrian View - Northwest



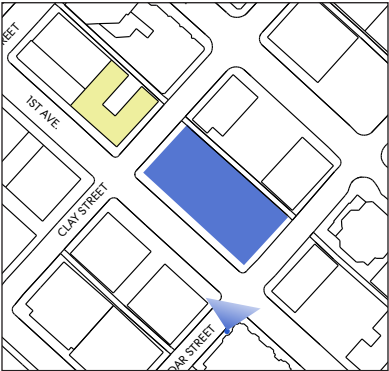
Labor Union Temple



Massing 01 - View from Southwest Corner



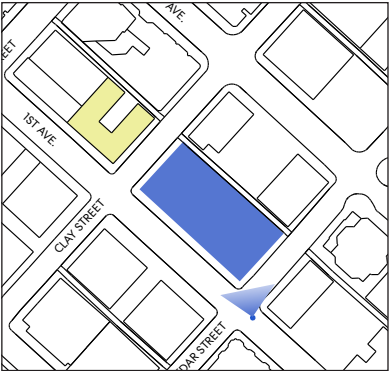
Labor Union Temple



Massing 01 - View from the Southwest Corner



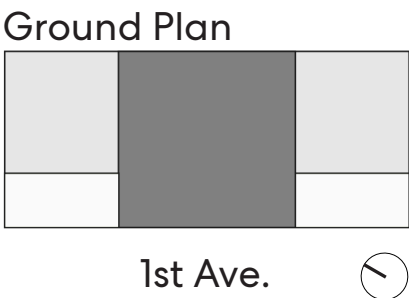
Labor Union Temple



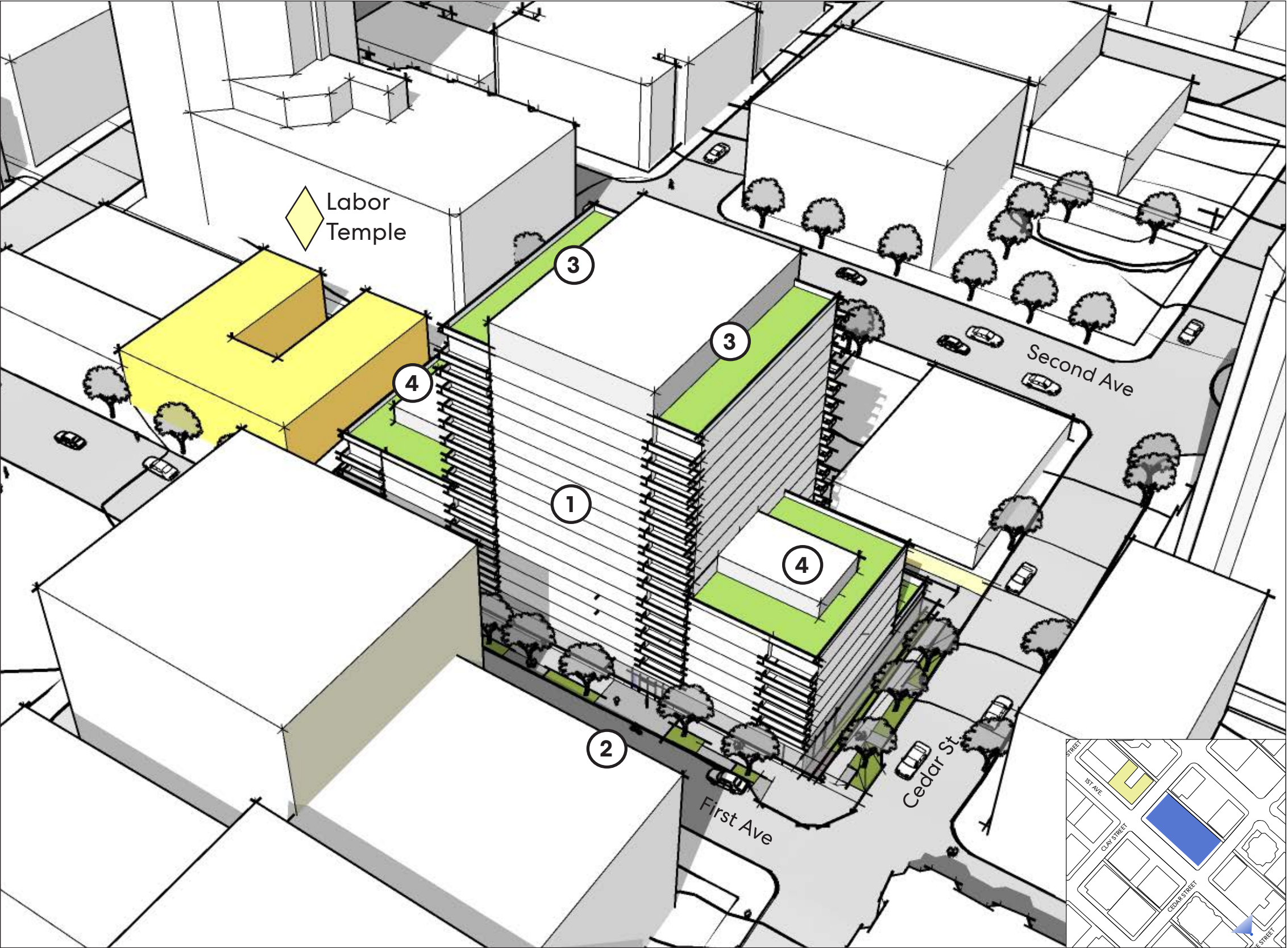
# Massing 02 - Concept Development

## Site Response

- 1. Locate a taller mass at the center of the block to create symmetry (B-3)
- 2. Provide continuous podium retail frontage on First Ave (C-1)
- 3. Generous Green Space Amenity for Residents (D-1)
- 4. Lowered massings relate to adjacent low-rise buildings (B-3)



- Green Space
- Private Plaza
- Podium
- Tower



# Massing 02 -Plan + Section

## Approach:

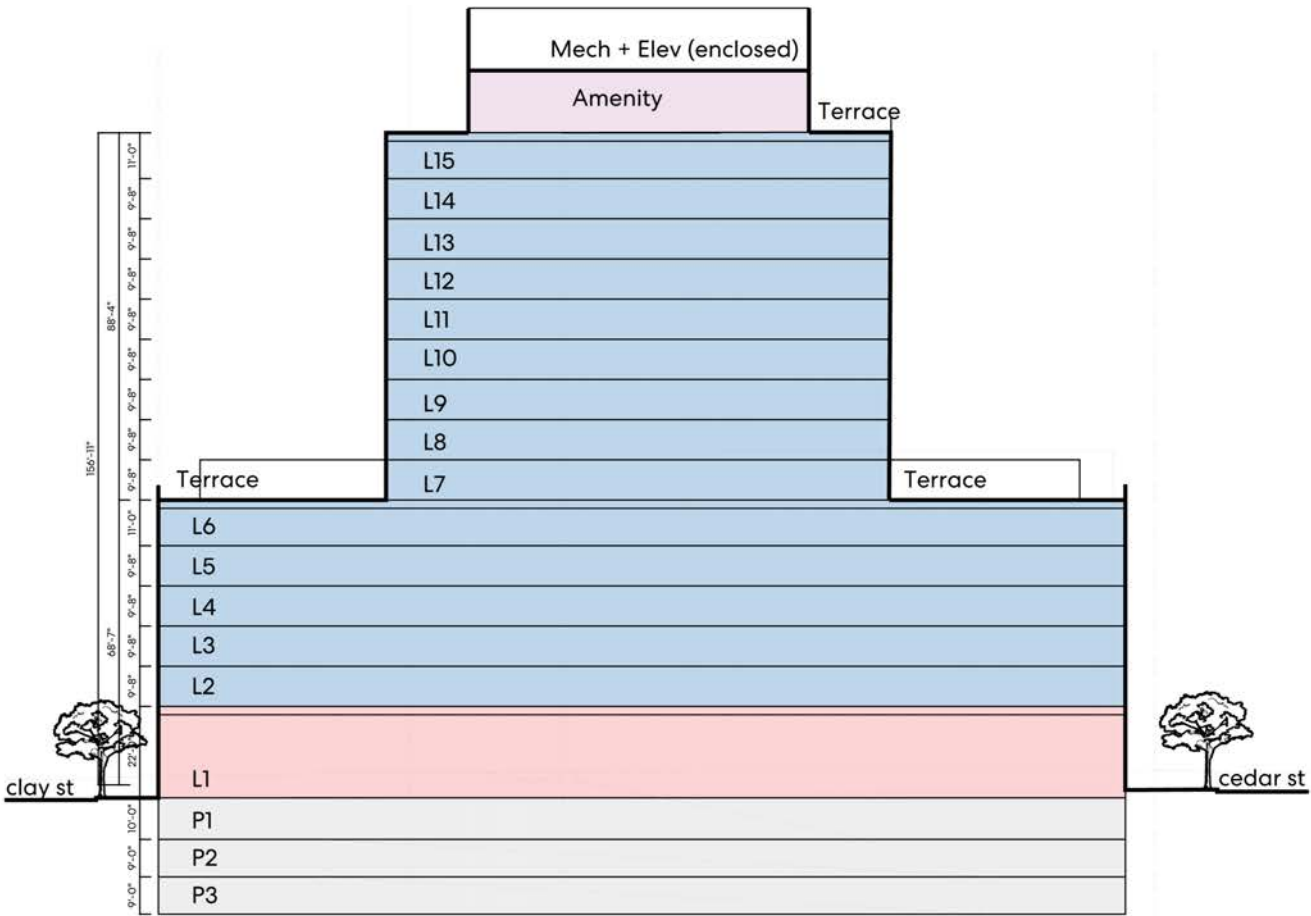
- Taller massing centered on creating a ‘monumental’ identity
- Podium mass aligned to First Avenue (setback from the alley)
- Residential entry centered on First Avenue

## Pros:

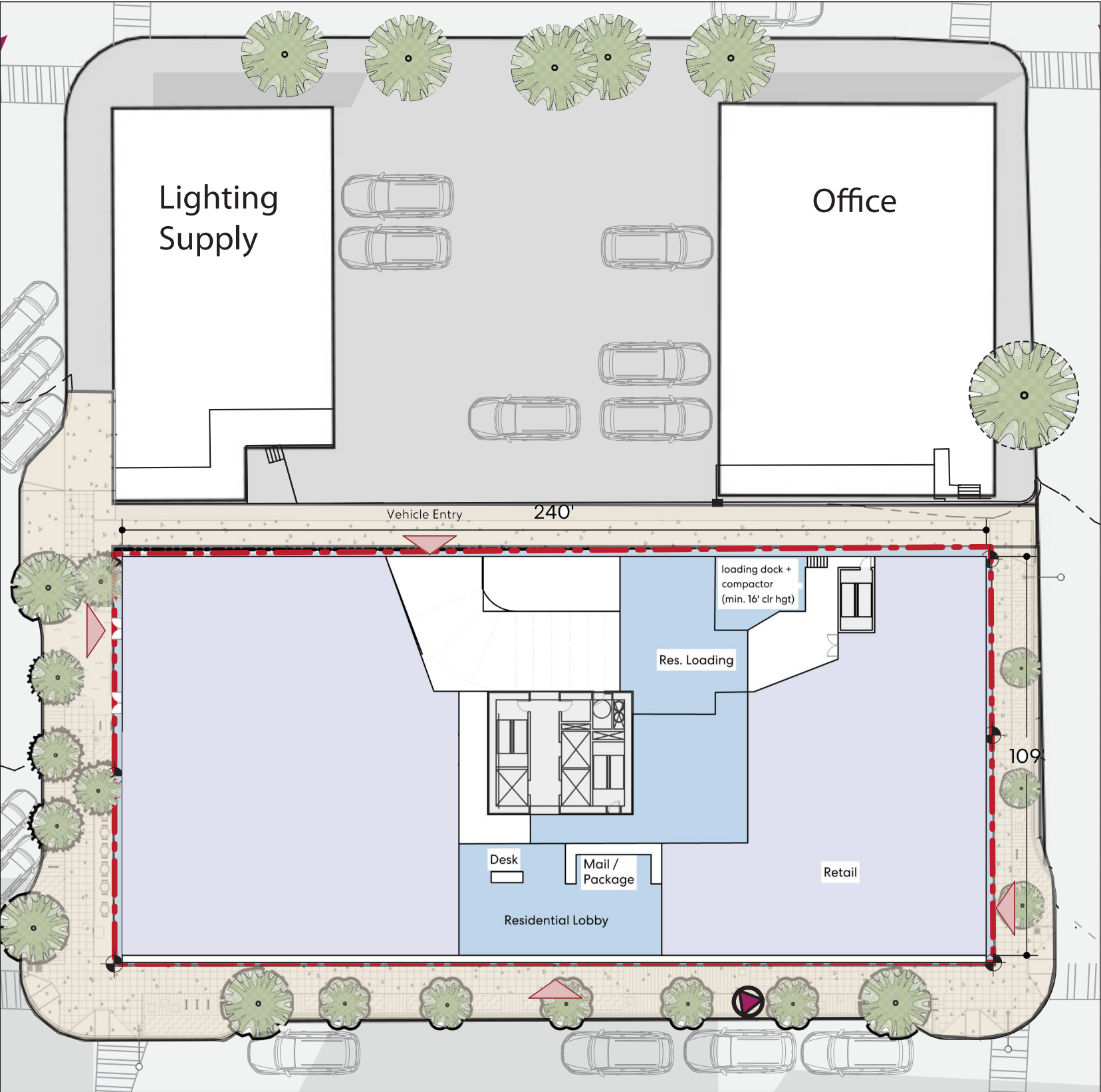
- Podium form defines “street space” at First and corners
- Strong identity along First Avenue
- Balanced access to daylight and views

## Cons:

- Lacks engaging public space
- Less interest/modulation on First Avenue
- Bisects retail/public experience on First Avenue



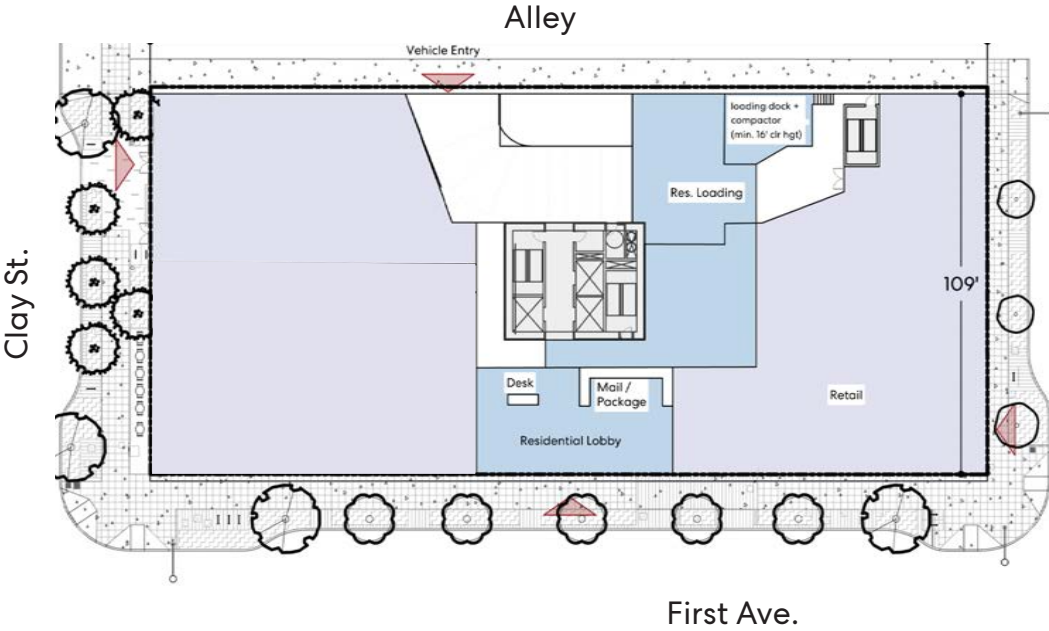
Massing 02 - Section Drawing



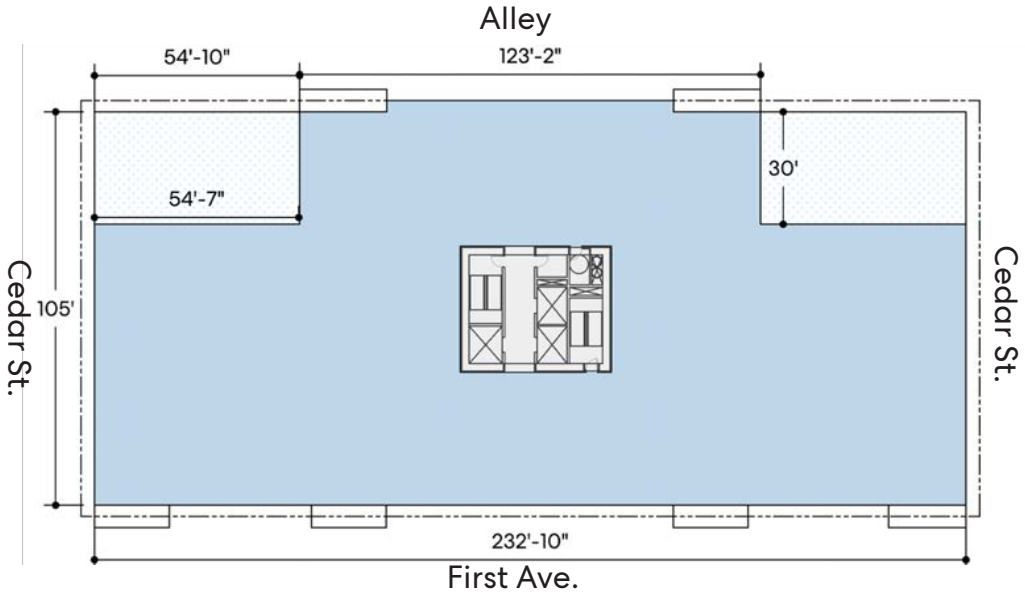
Ground Level Plan

Massing 02 - Plan Diagrams

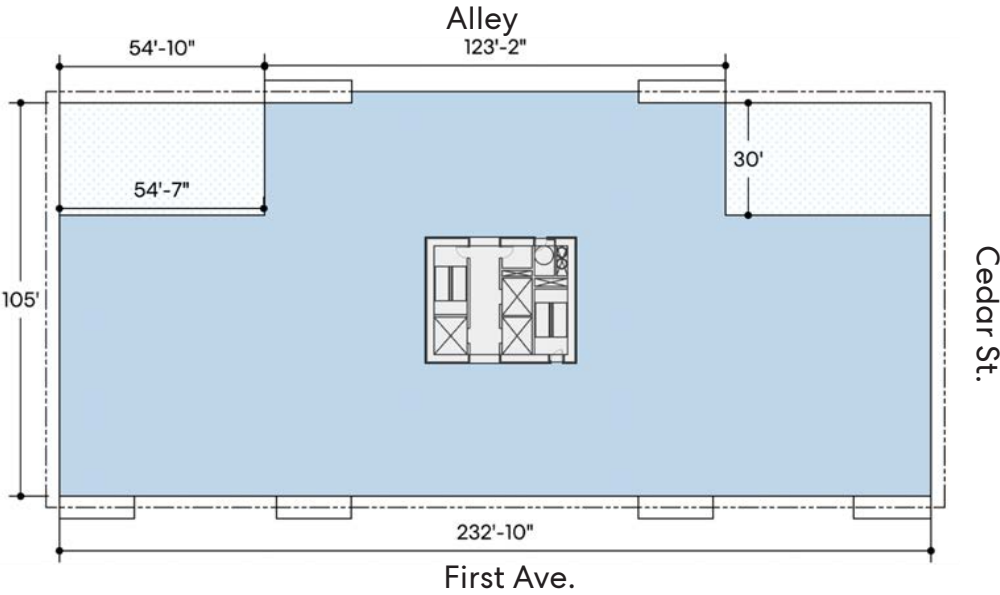
Residential Secure Access    Retail    Residential Amenity Space



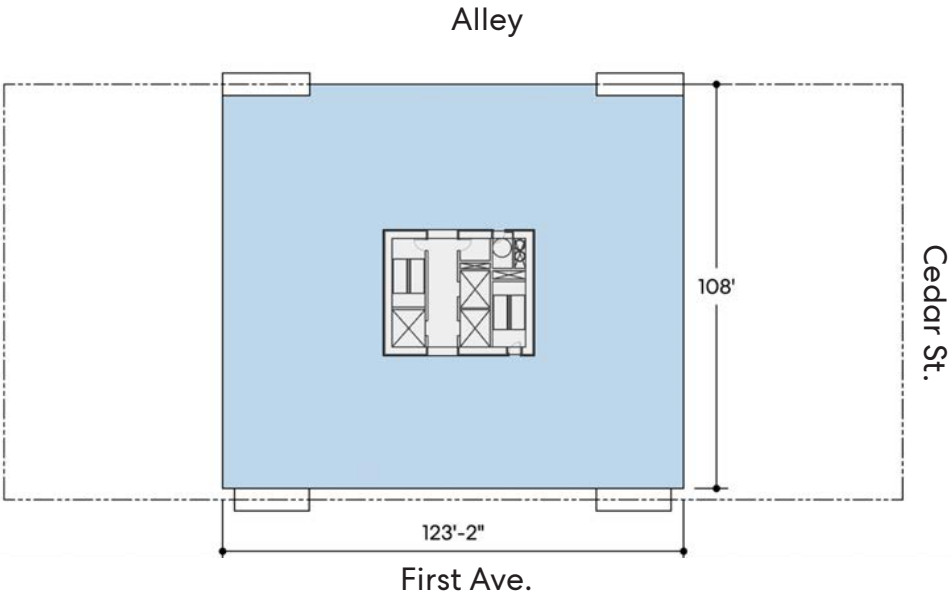
Ground Level



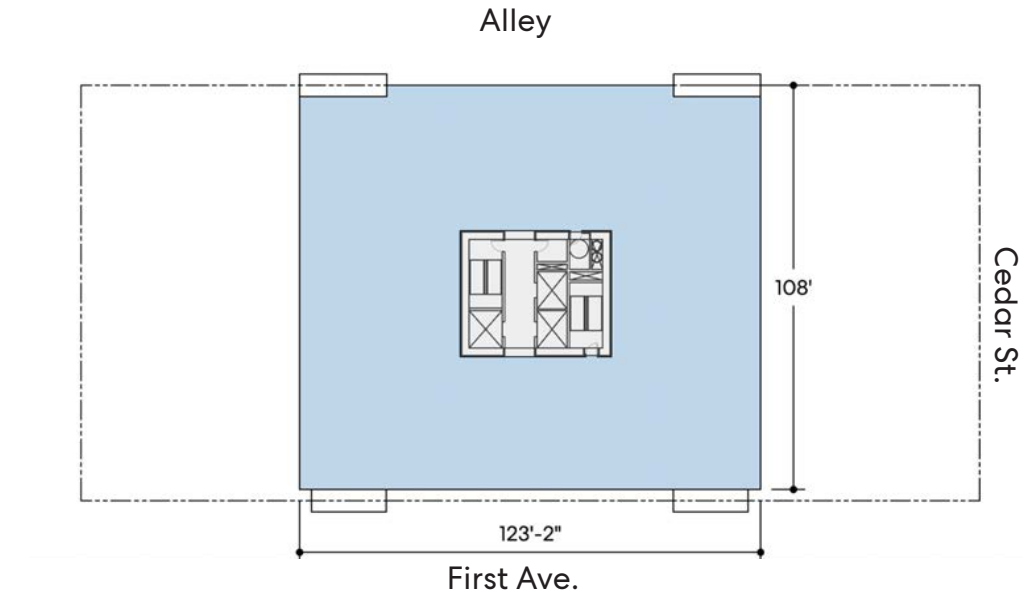
Level 2



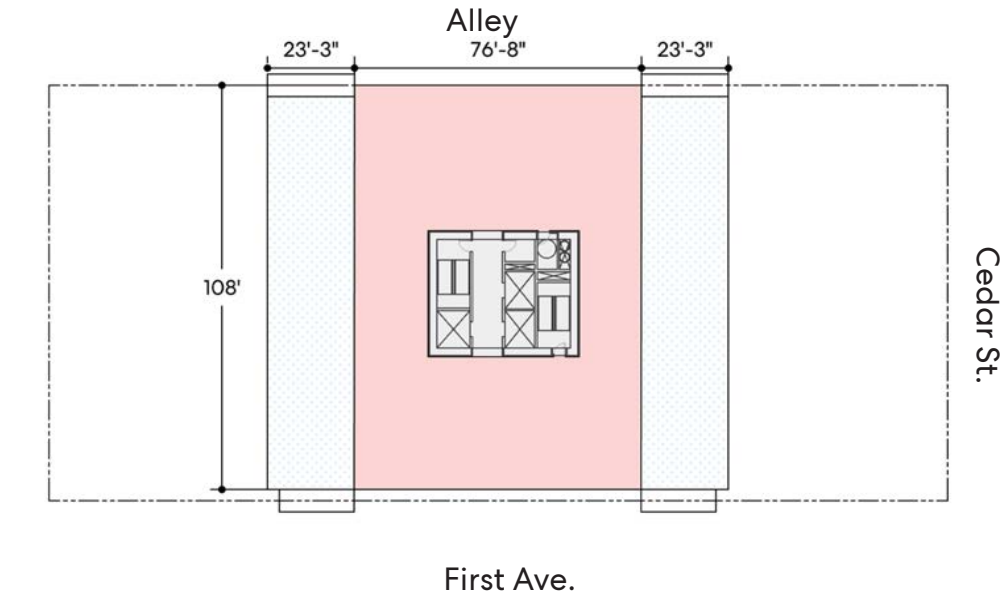
Level 3 - 6



Level 7



Level 8 - 15

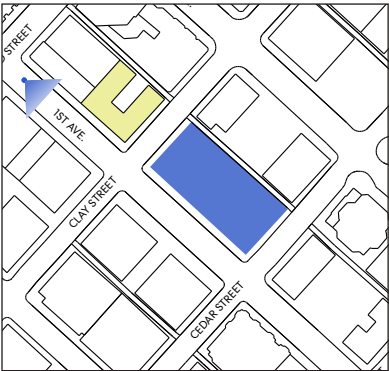


Level 16

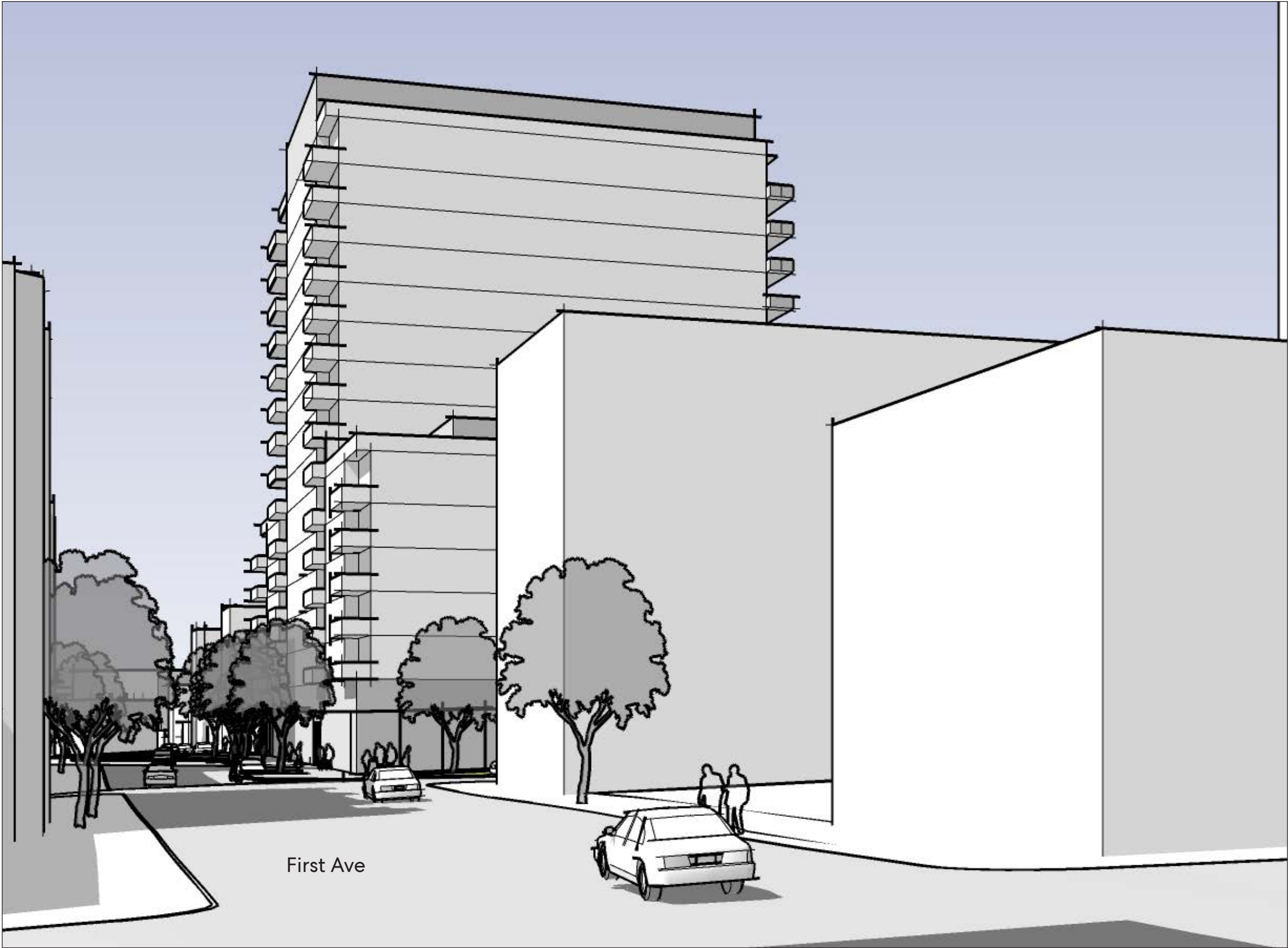
Massing 02 - View from 1st Avenue - From North



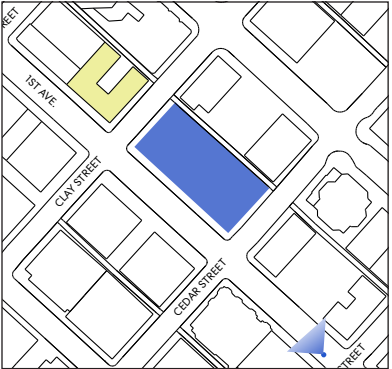
Labor Union Temple



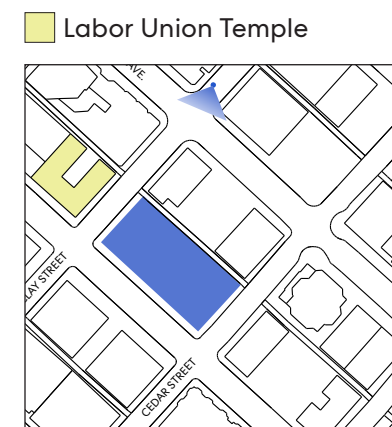
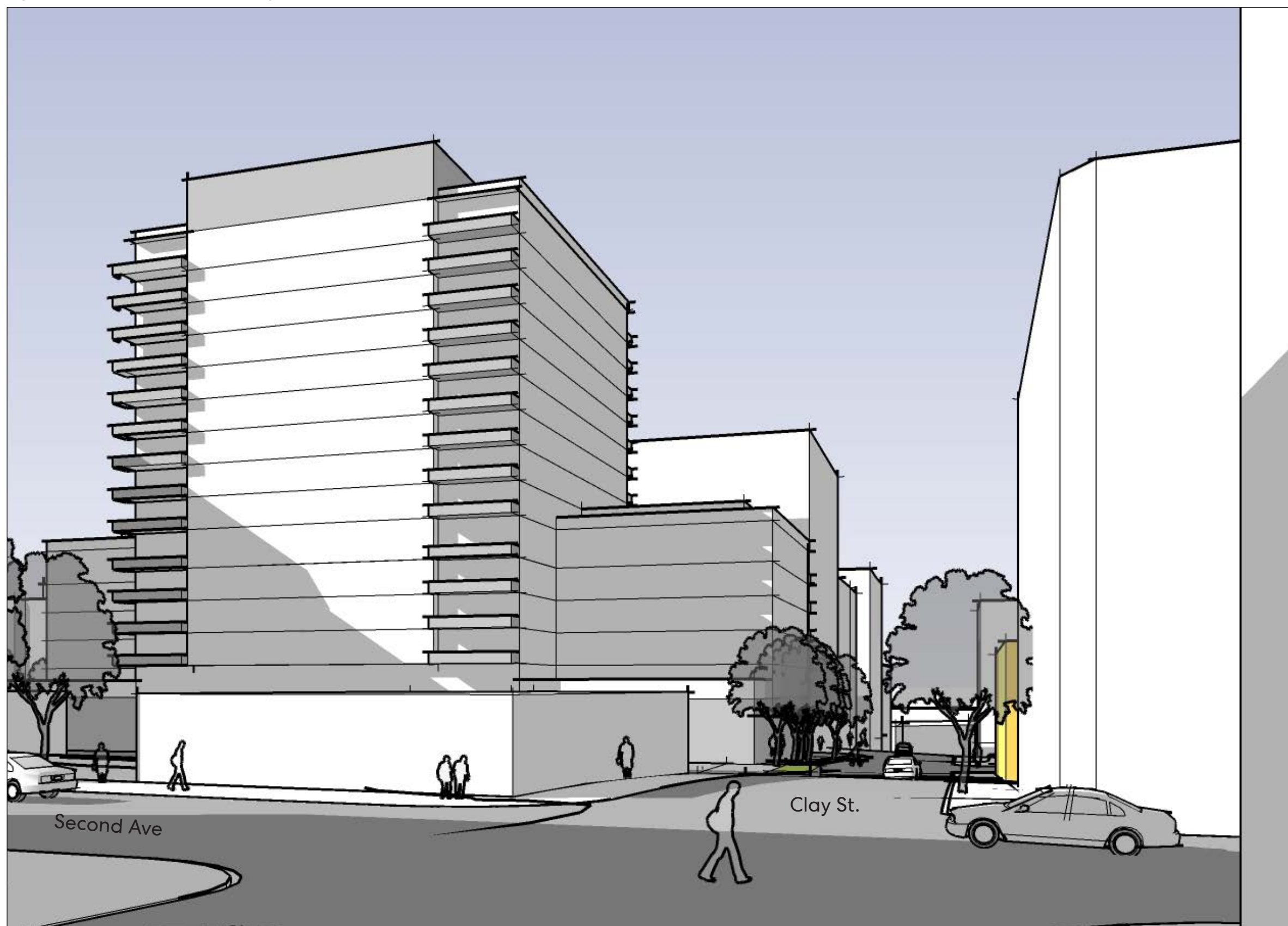
Massing 02 - View from 1st Avenue - From South



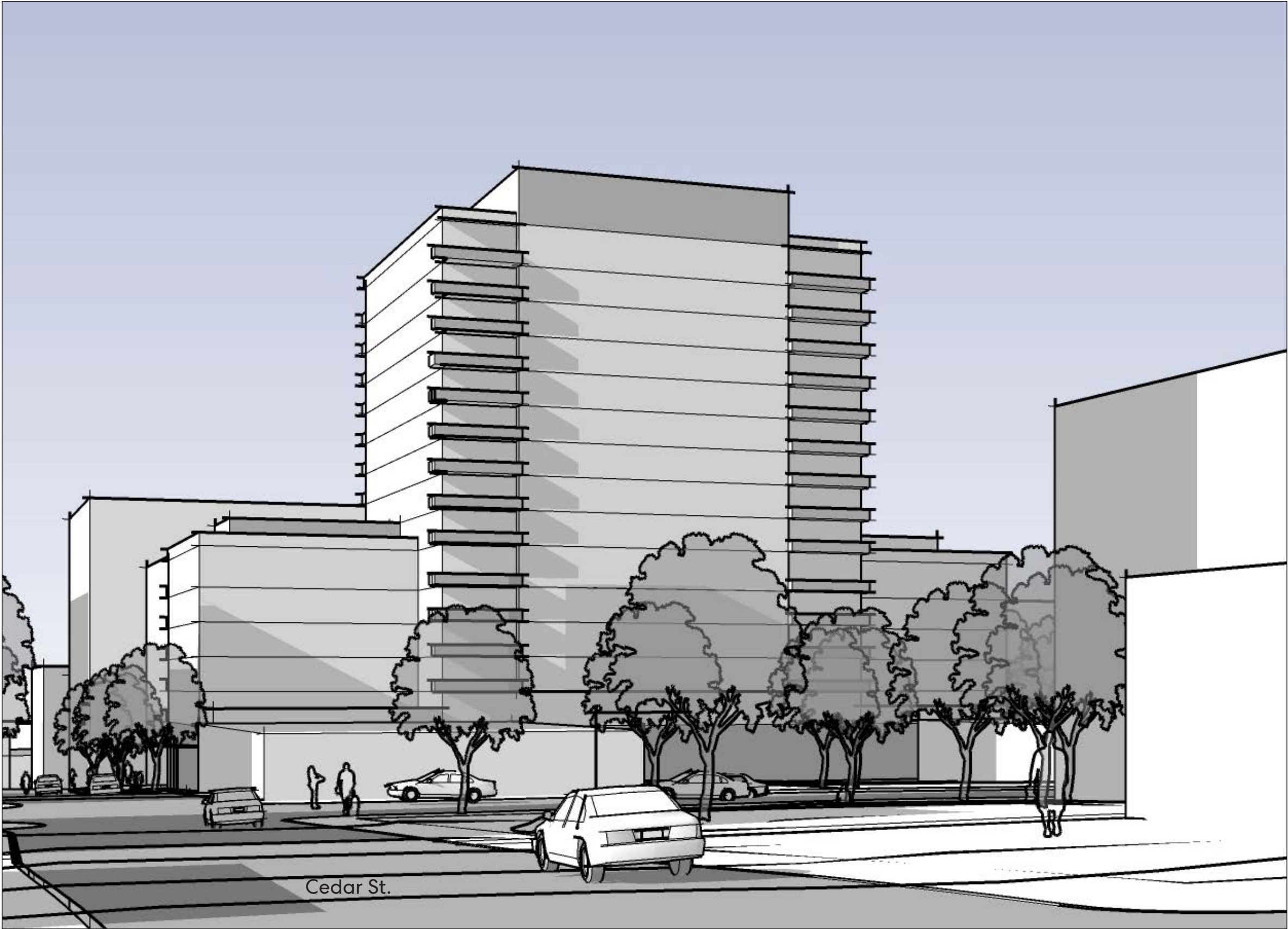
Labor Union Temple



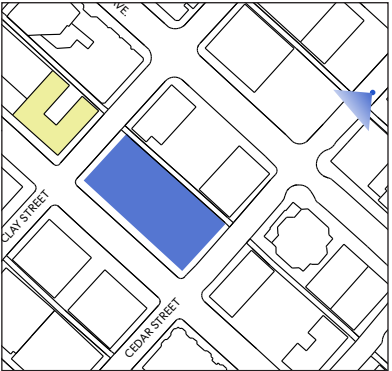
## Massing 02 - View from Clay St. - From Northeast



Massing 02 - View from Cedar St. - From Southeast



Labor Union Temple



Massing 02 - View from the Southwest Corner



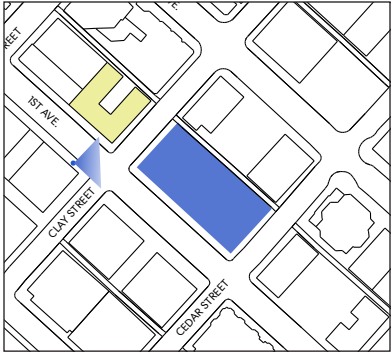
Labor Union Temple



Massing 02 - View from Northwest Corner



Labor Union Temple

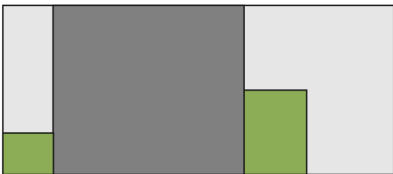


# Massing 03 (PREFERRED) - Concept Development

## Site Response

1. Massing and location of tower best responds to the prevailing pattern of the massing of adjacent context (B-3), (B-1)
2. Facade modulation best responds to (B-3)
3. Nodes on First Avenue define place (D-3) and interaction (C-1)
4. The best response to (D-1) providing an inviting open space
5. Generous Green Space Amenity for Residents (D-1)
6. Lowered massings relate to adjacent low-rise buildings (B-3)

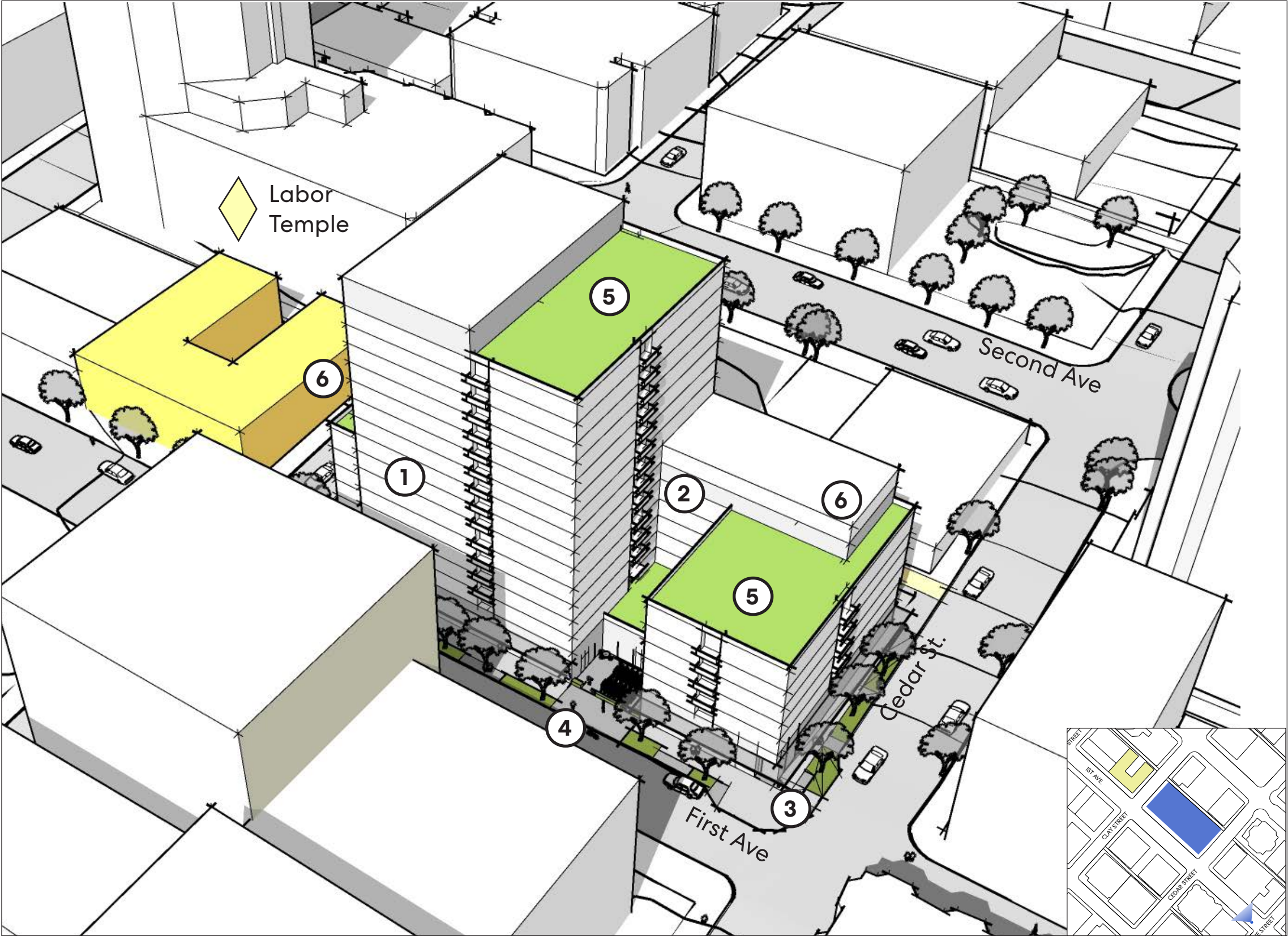
Ground Plan



1st Ave.



- Green Space
- Private Plaza
- Podium
- Tower



# Massing 03 (Preferred) -Plan + Section

**Approach:**

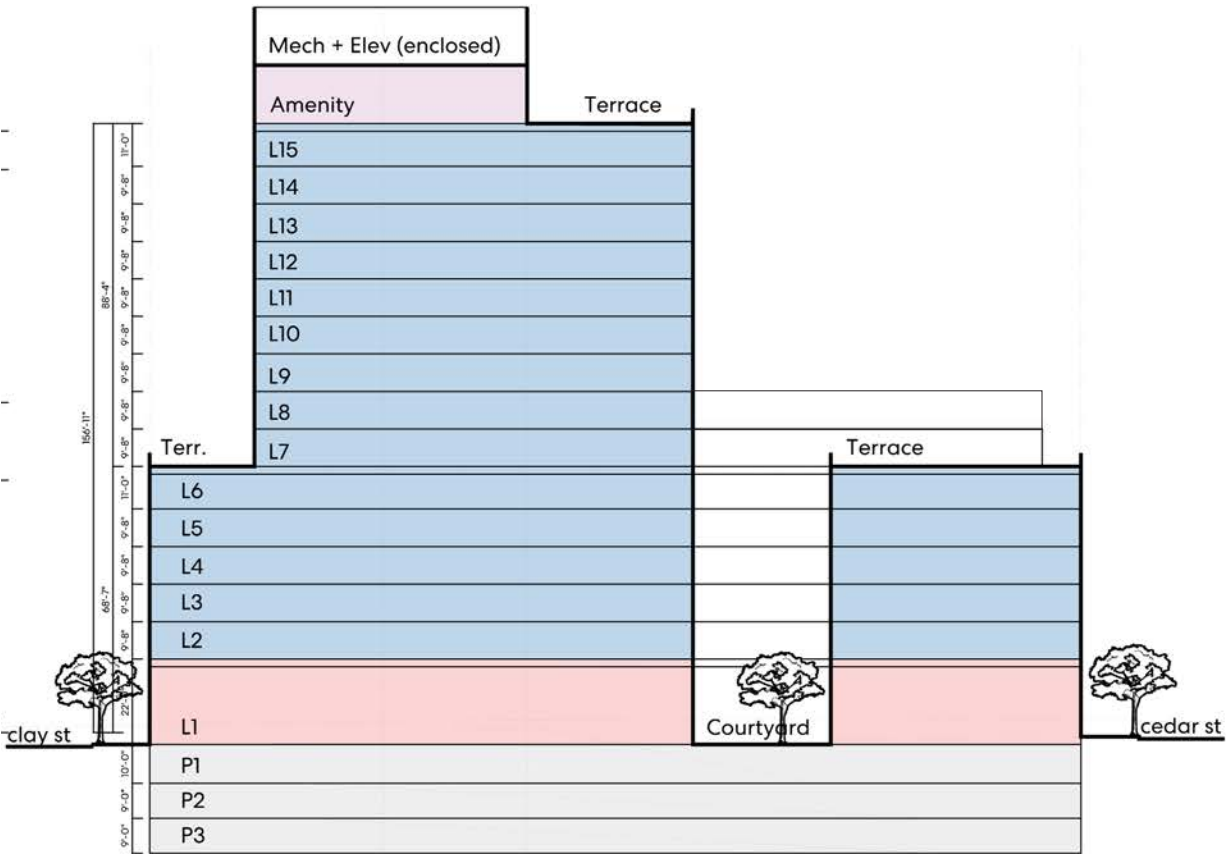
- Taller massing to north follows neighborhood pattern
- Podium mass defines “street space” and public spaces
- Residential entry faces Labor Temple

**Pros:**

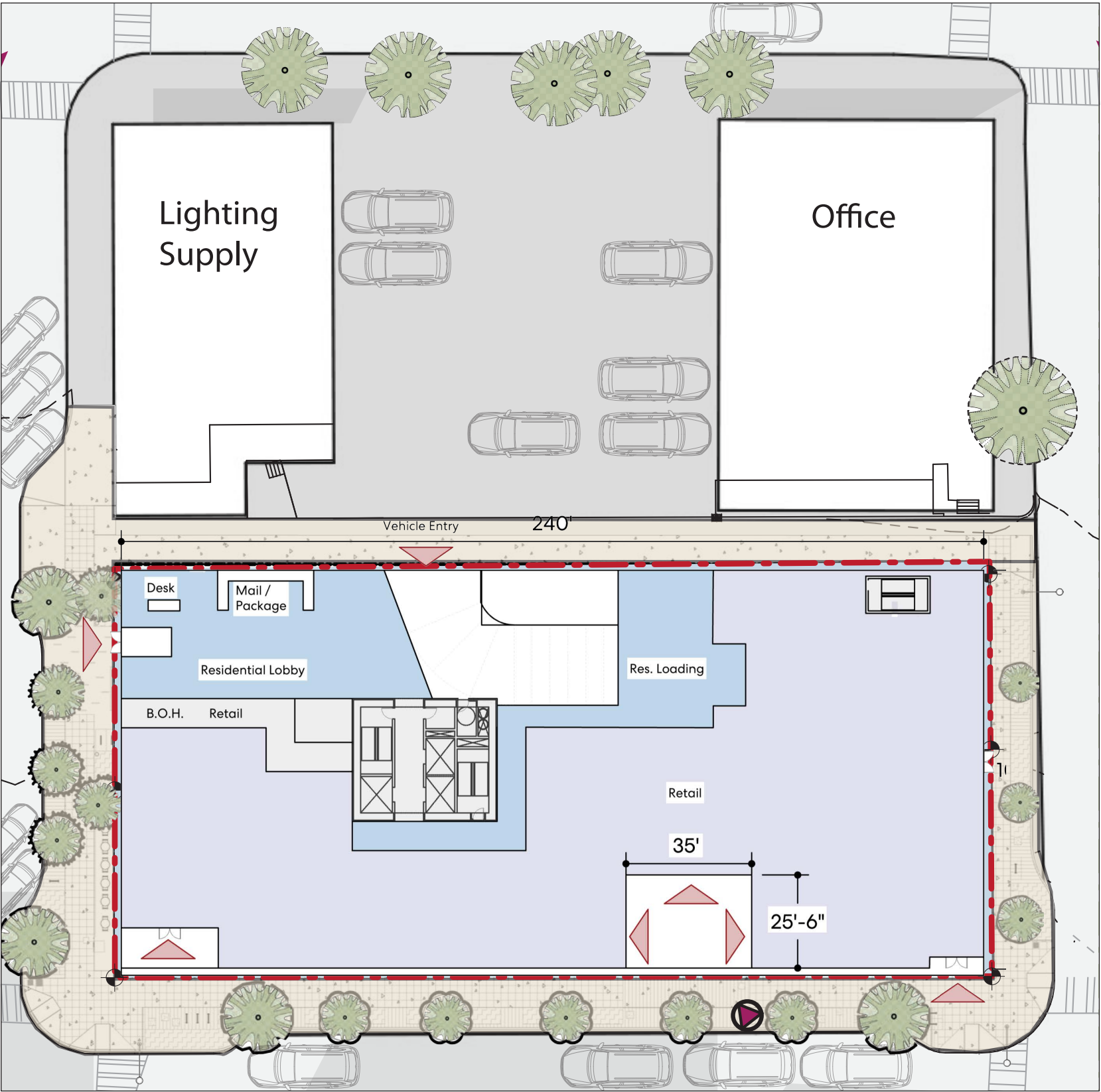
- Most active and engaging public realm
- Most consistent with the pattern of neighborhood development
- Breaks downscale with dynamic composition
- Most daylight and air for residents and neighborhood

**Cons:**

- Requires active management of the courtyard along First Avenue
- Break in the street wall on First Avenue



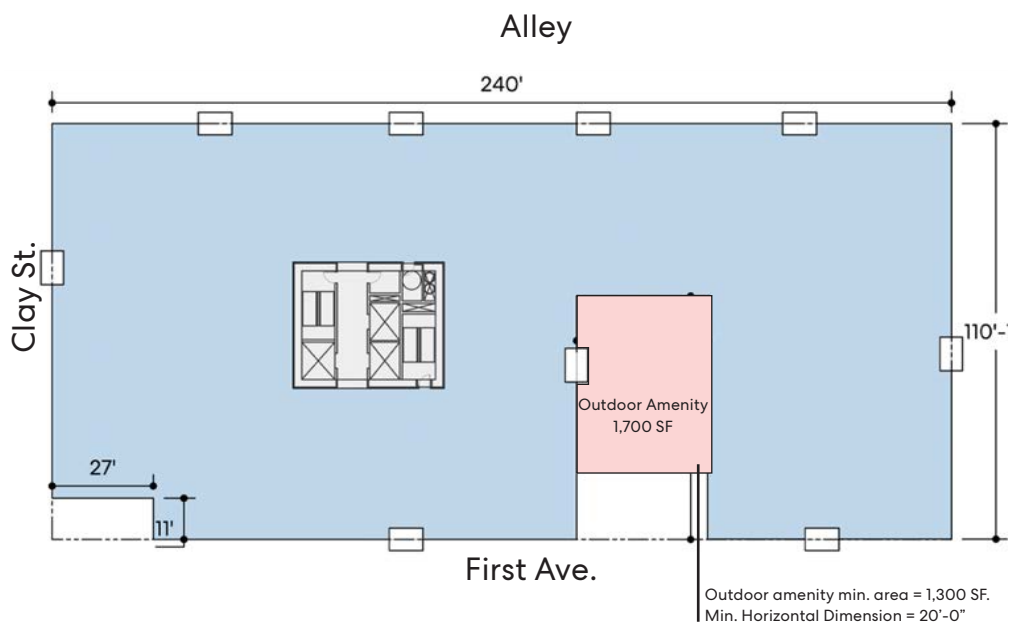
Massing 03 (Preferred) - Section Drawing



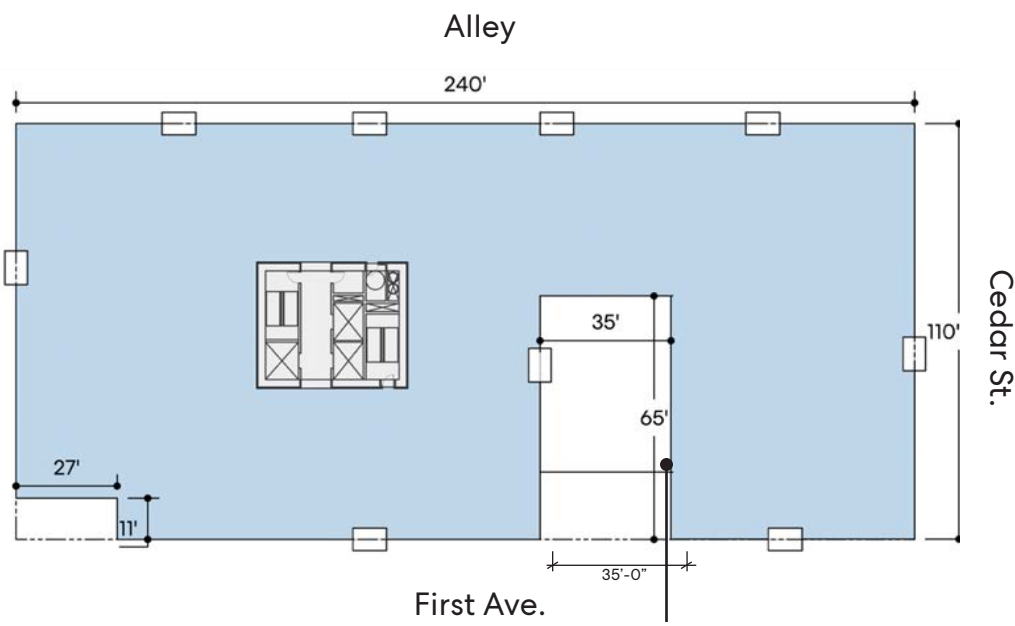
Ground Level Plan

Massing 03 (Preferred) - Plan Diagrams

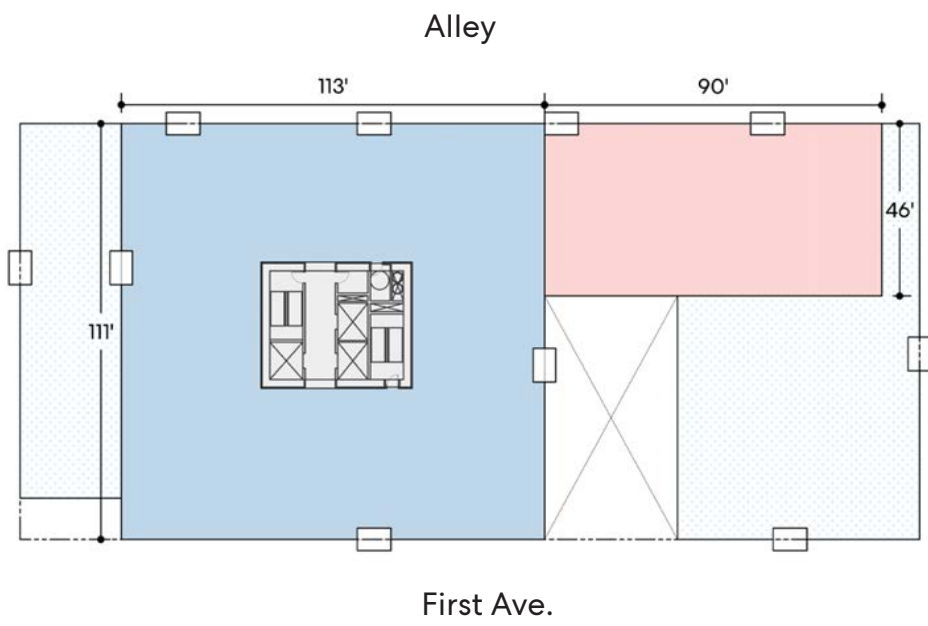
Residential Secure Access    Retail    Residential Amenity Space



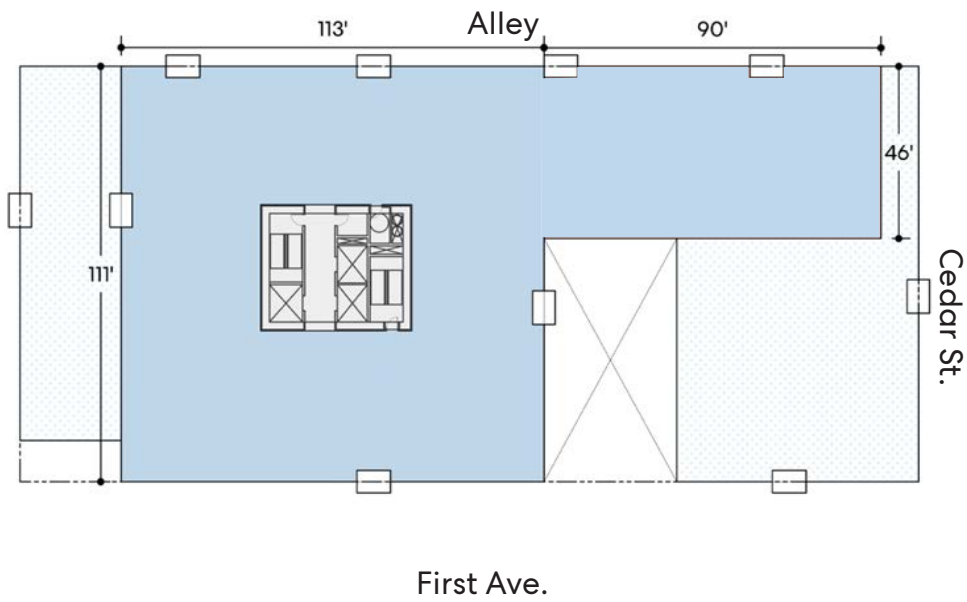
Level 2



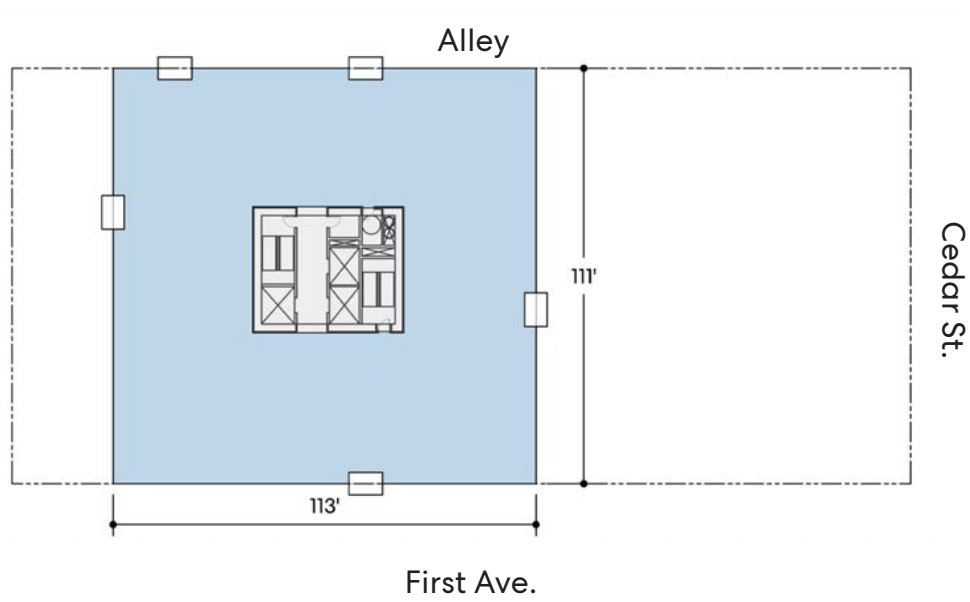
Level 3 - 6



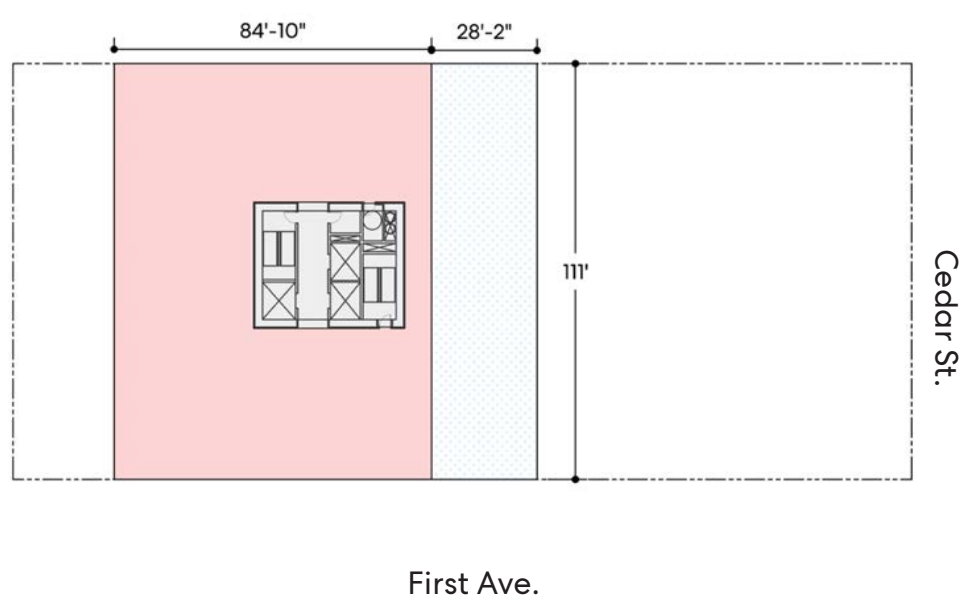
Level 7



Level 8

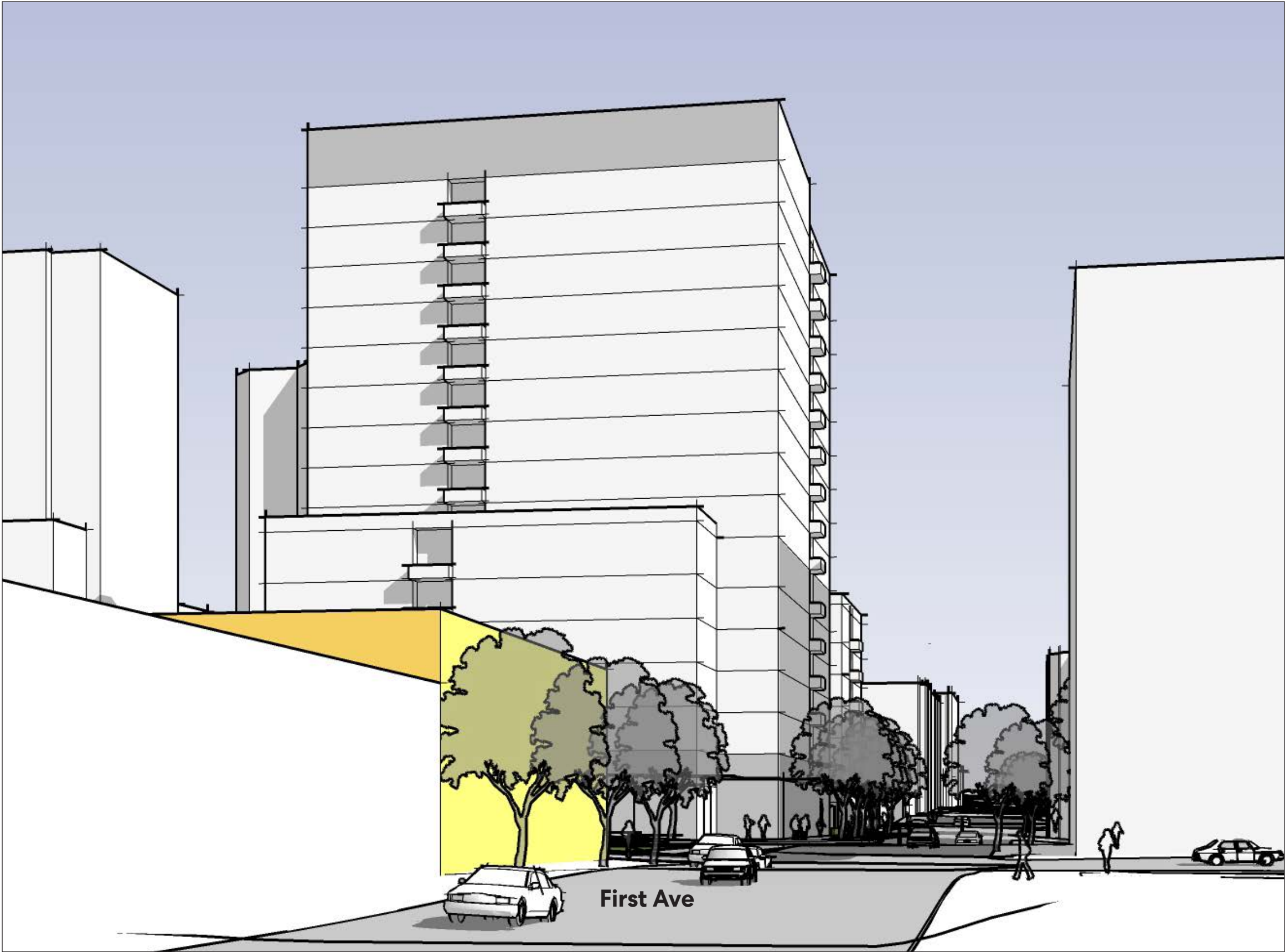


Level 9 - 15

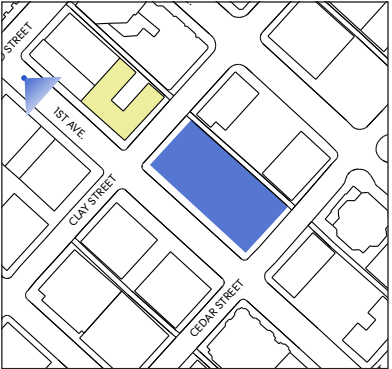


Level 16

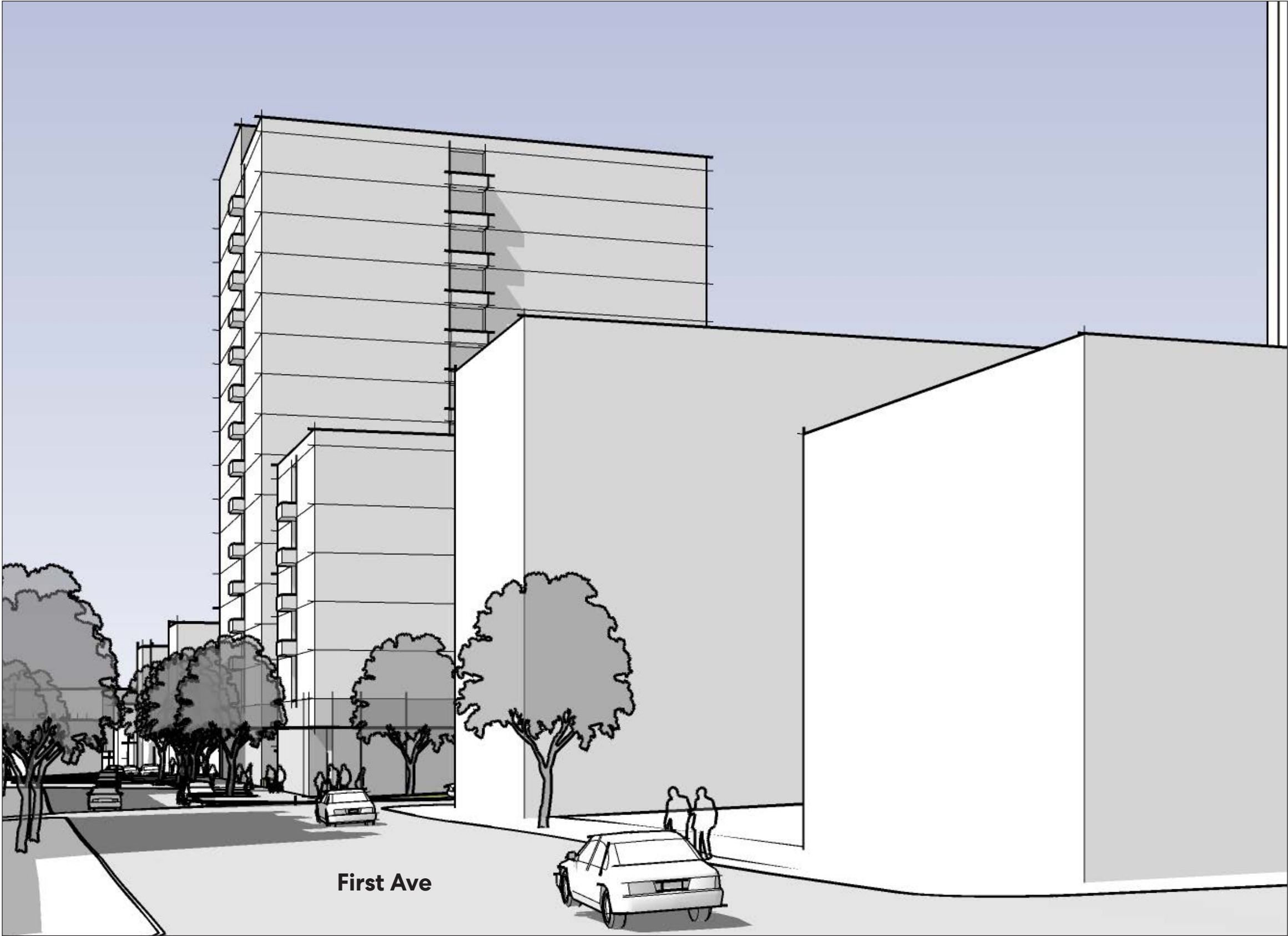
Massing 03 - View from 1st Avenue - From North



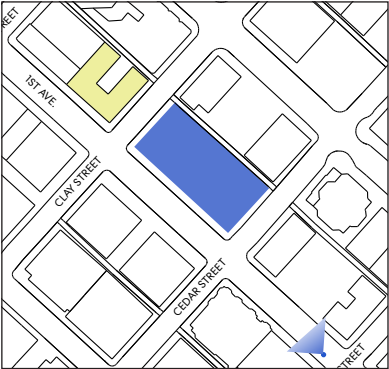
Labor Union Temple



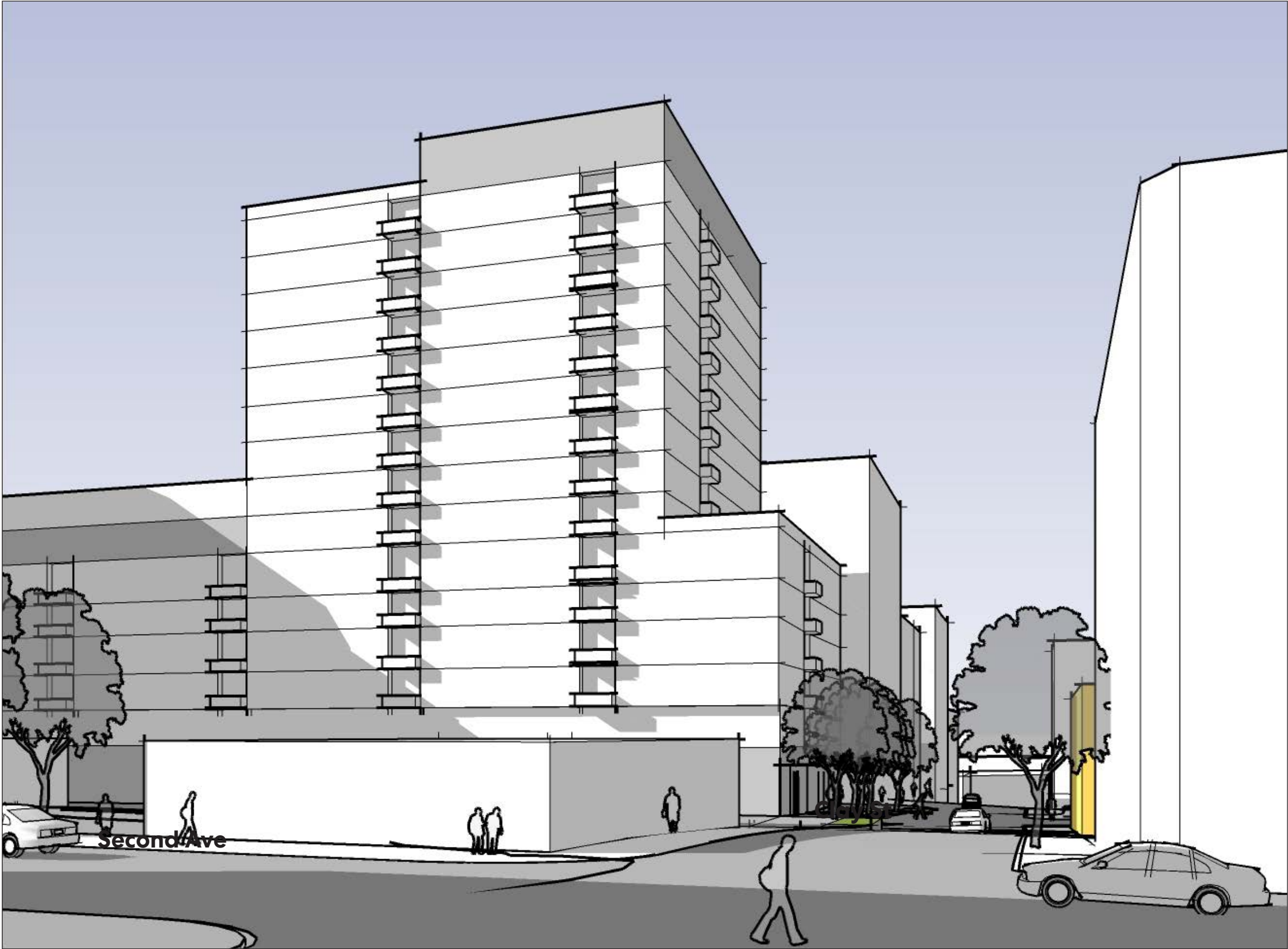
Massing 03 - View from 1st Avenue - From South



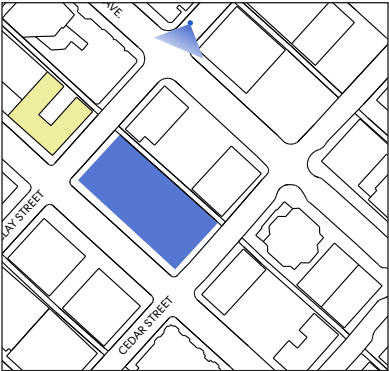
Labor Union Temple



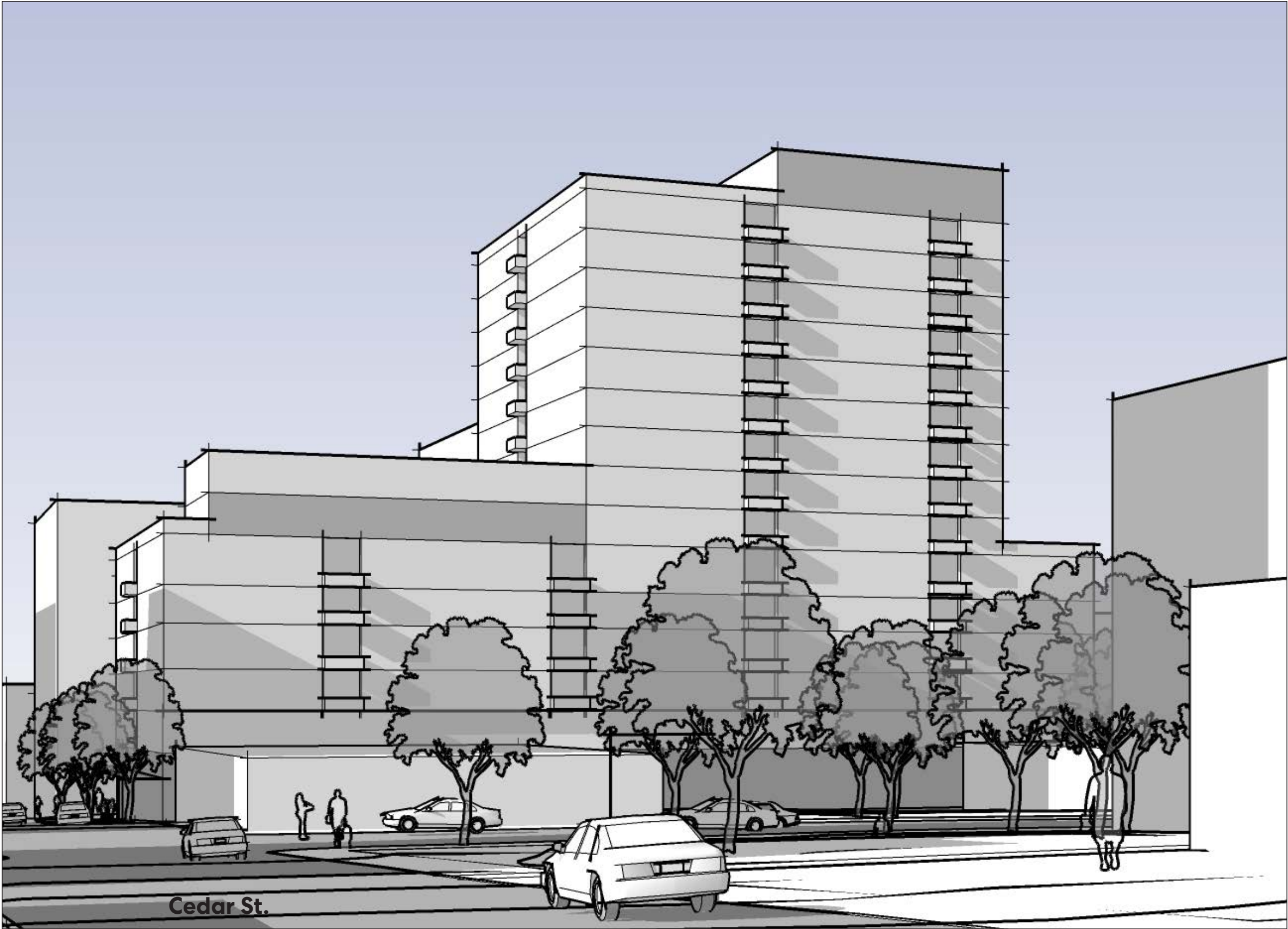
Massing 03 - View from Clay St. - From Northeast



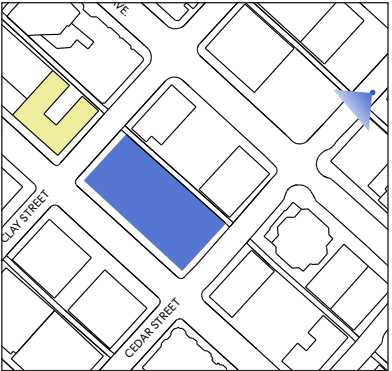
Labor Union Temple



Massing 03 - View from Cedar St. - From Southeast



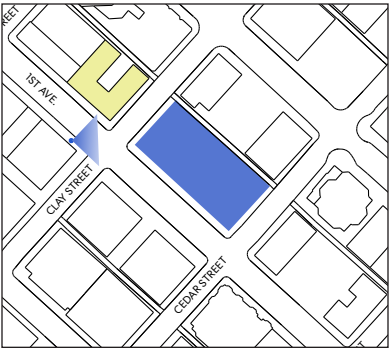
Labor Union Temple



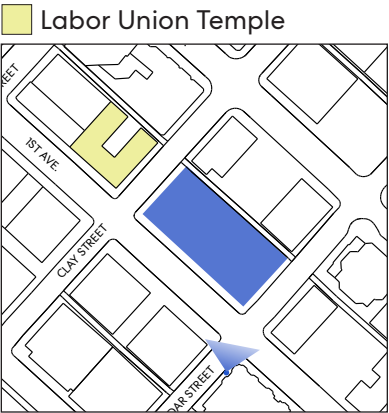
Massing 03 - View from Northwest Corner



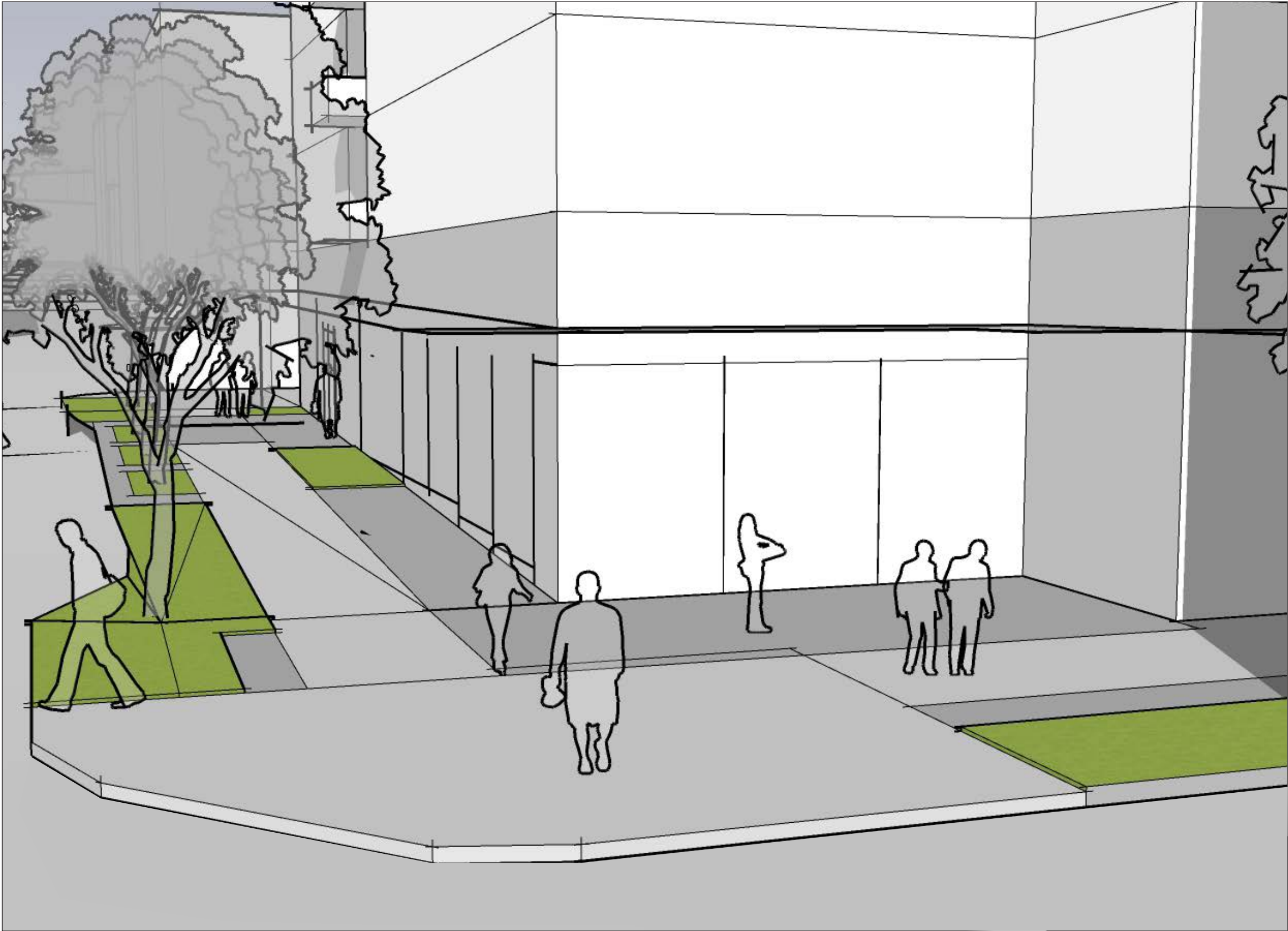
Labor Union Temple



Massing 03 - View from South West Corner



Massing 03 - Pedestrian View - Northwest



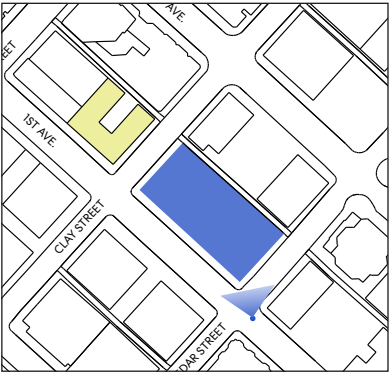
Labor Union Temple



Massing 03 - View from the Southwest Corner



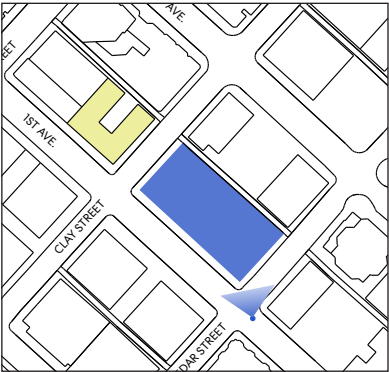
Labor Union Temple



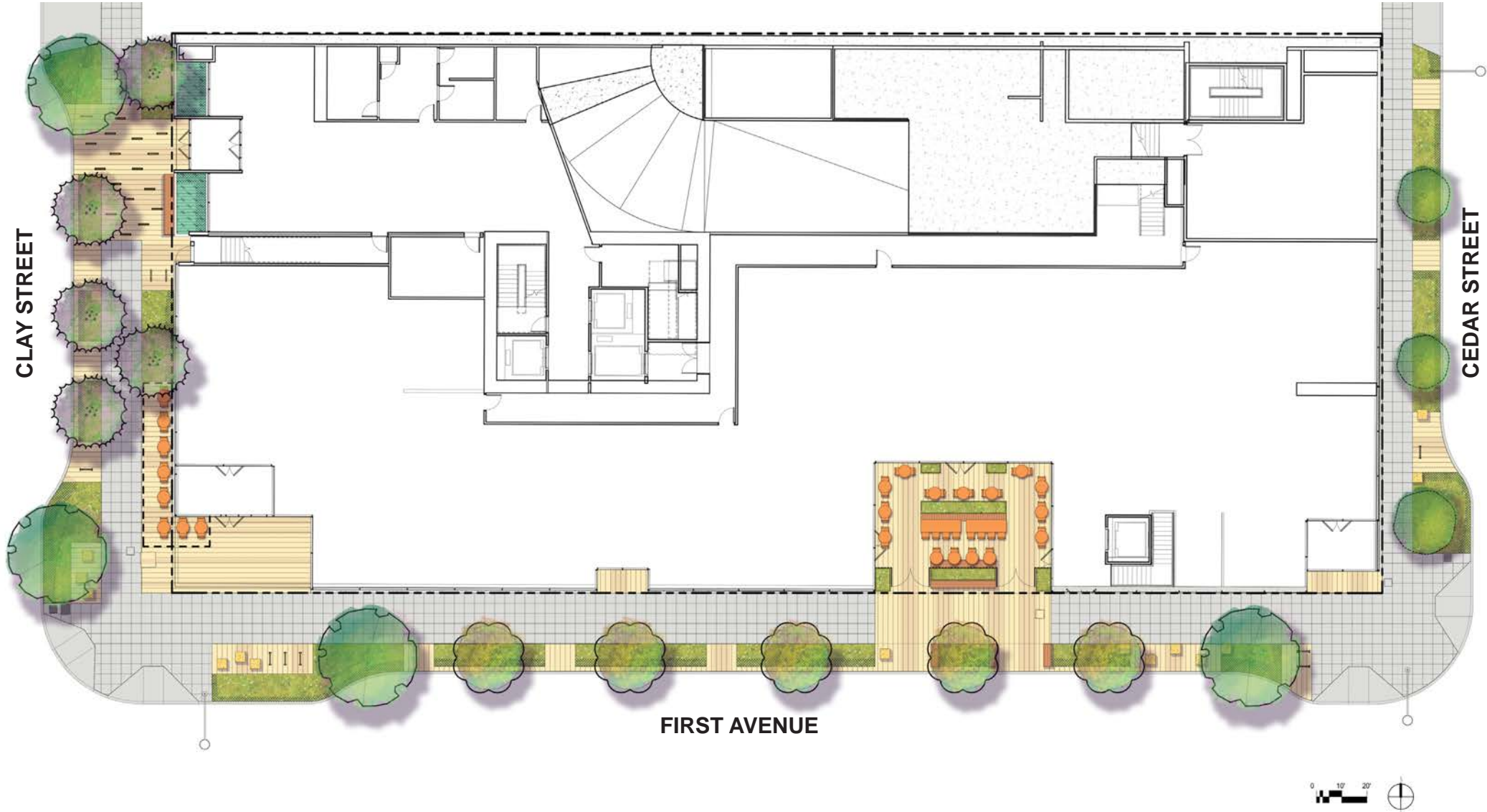
Massing 03 - Pedestrian Experience Along 1st Ave



Labor Union Temple



Massing 03 - Landscape Concept

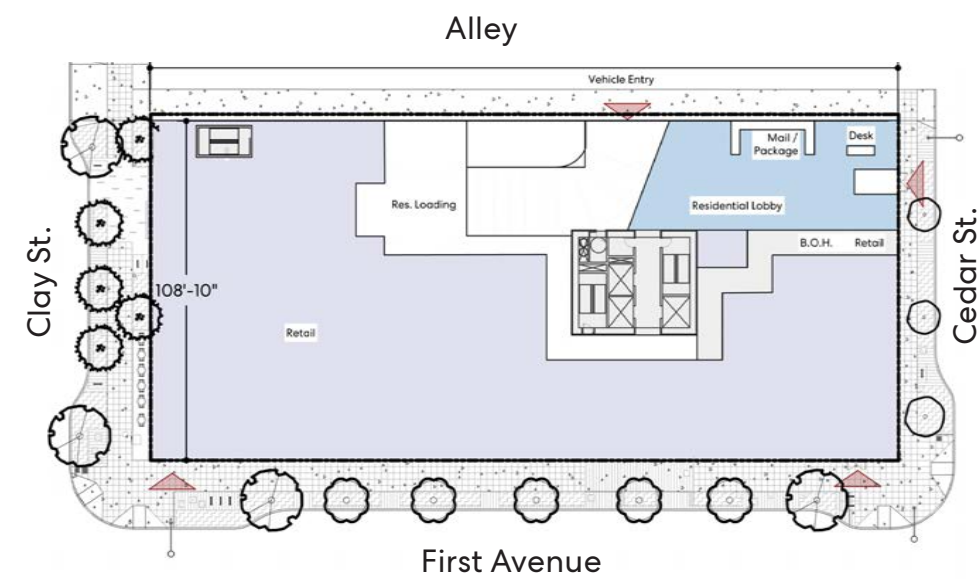


# **Section 06.**

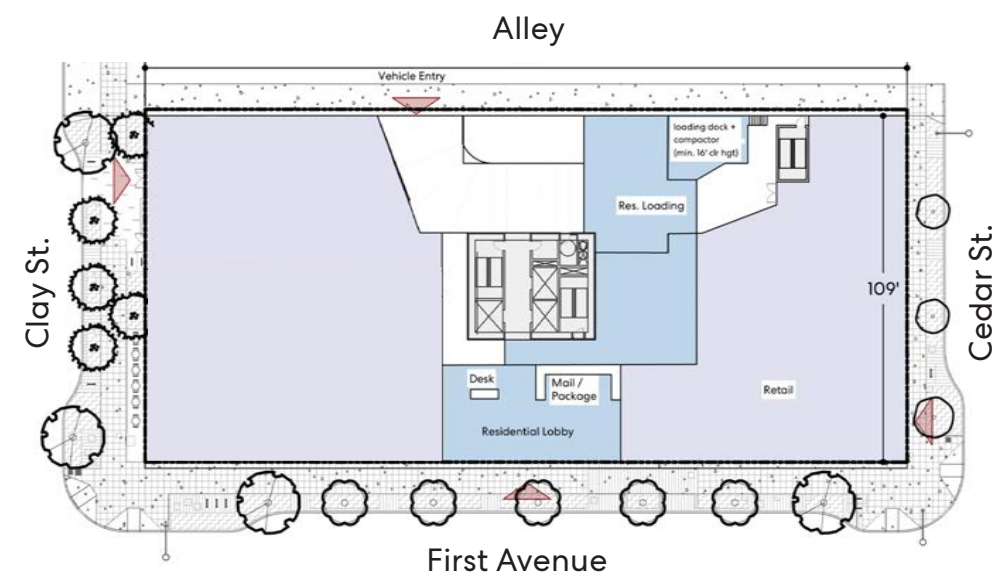
# **Massing Comparative Study**

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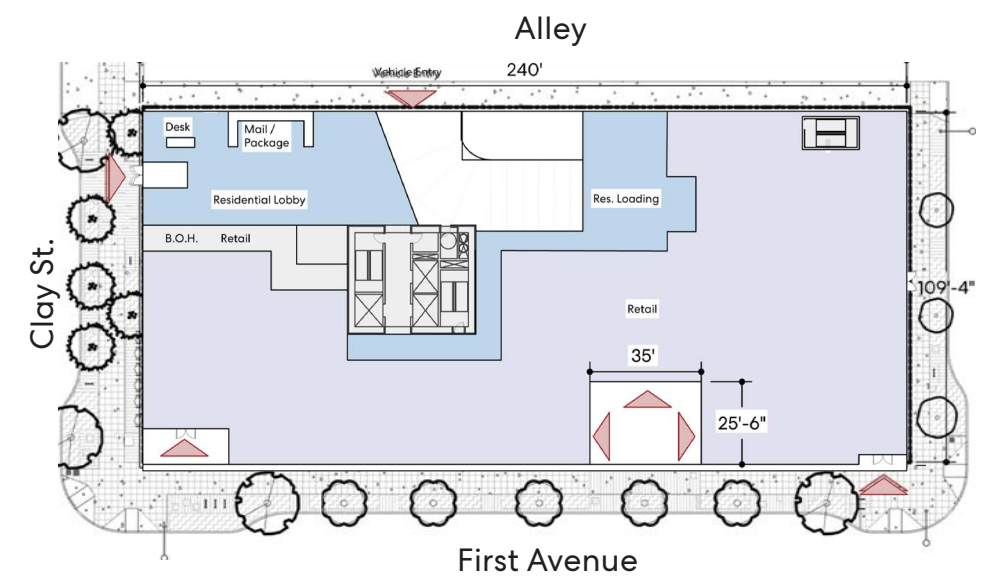
Floor Plan Diagram



Massing Option #1



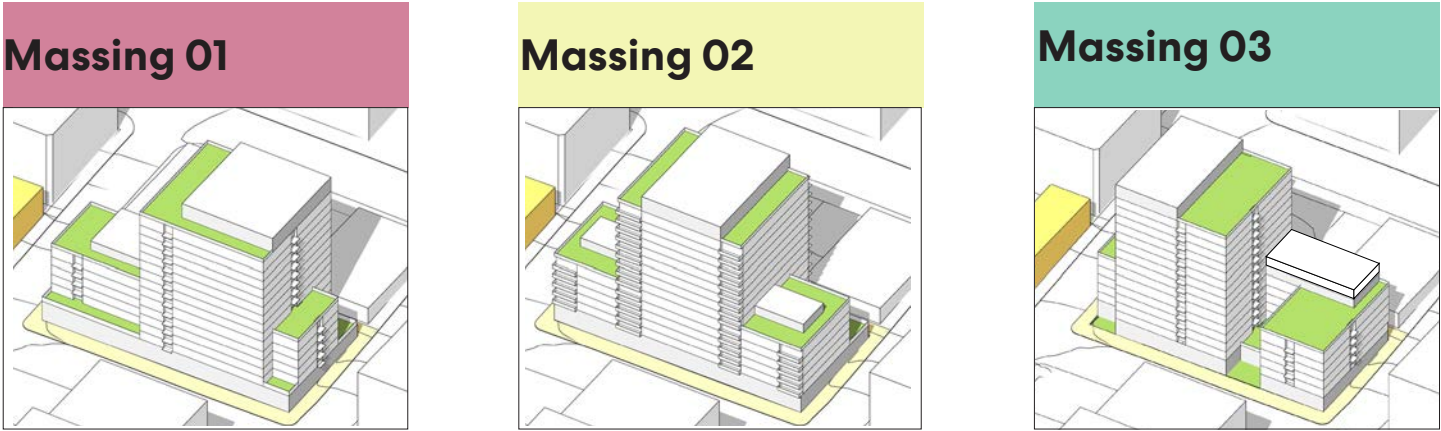
Massing Option #2



Massing Option #3

- Retail Space
- Residential Lobby
- Courtyard
- Entry Location

Massing Comparison



Objectives :	Option 1: Lookout	Option 2: Ziggurat	Option 3: Cascading Terraces
Relationship to neighborhood character	1	1	3
Daylight impacts to public realm.	1	2	3
Eyes on the street	2	1	3
Break down the building	2	1	3
Spaces for and expression of residential community.	2	1	3
Retail flexibility and street activation.	2	1	3
Great public spaces with good street design	1	2	3
Entry on Clay	1	1	3
Interesting design	2	1	3
Respect historical and modern	3	3	3
Character materials, not a glass box	3	3	3
Environementally friendly features	1	2	3
Safety and security	3	1	3
Clear and compelling massing at various scales.	1	2	3
Provide green roofs	2	2	3
Massing/planning quality based on site opportunity.	1	2	3
Average	1.8	1.6	3.0

Key:

---

1 = good  
2 = better  
3 = best

Massing Comparison - Northwest Retail Entrance



Massing Option 1



Massing Option 2



Massing Option 3 (Preferred)

Massing Comparison -Southwest Retail Entrance



Massing Option 1

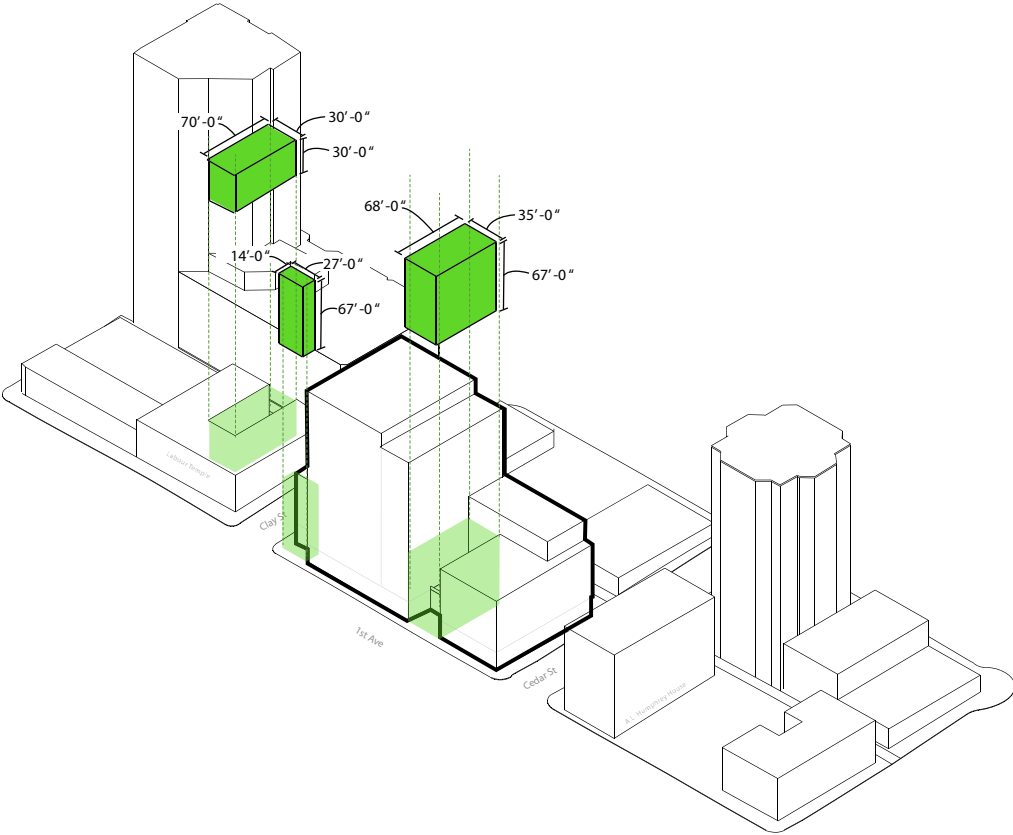


Massing Option 2

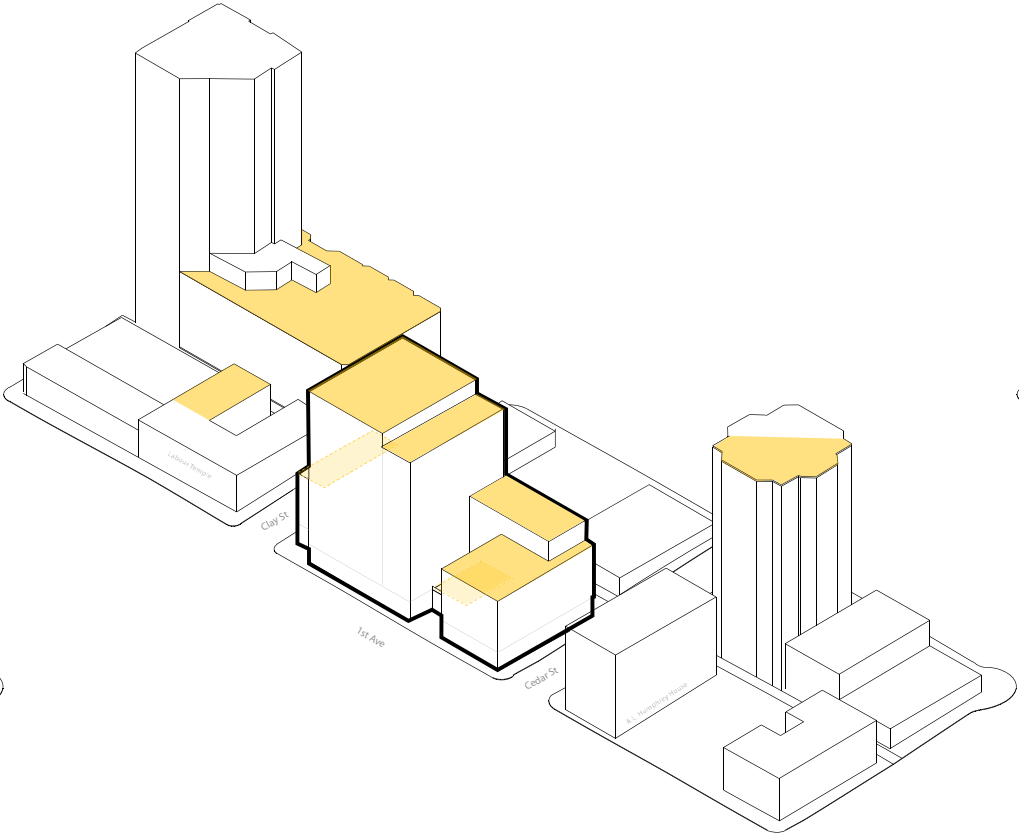


Massing Option 3 (Preferred)

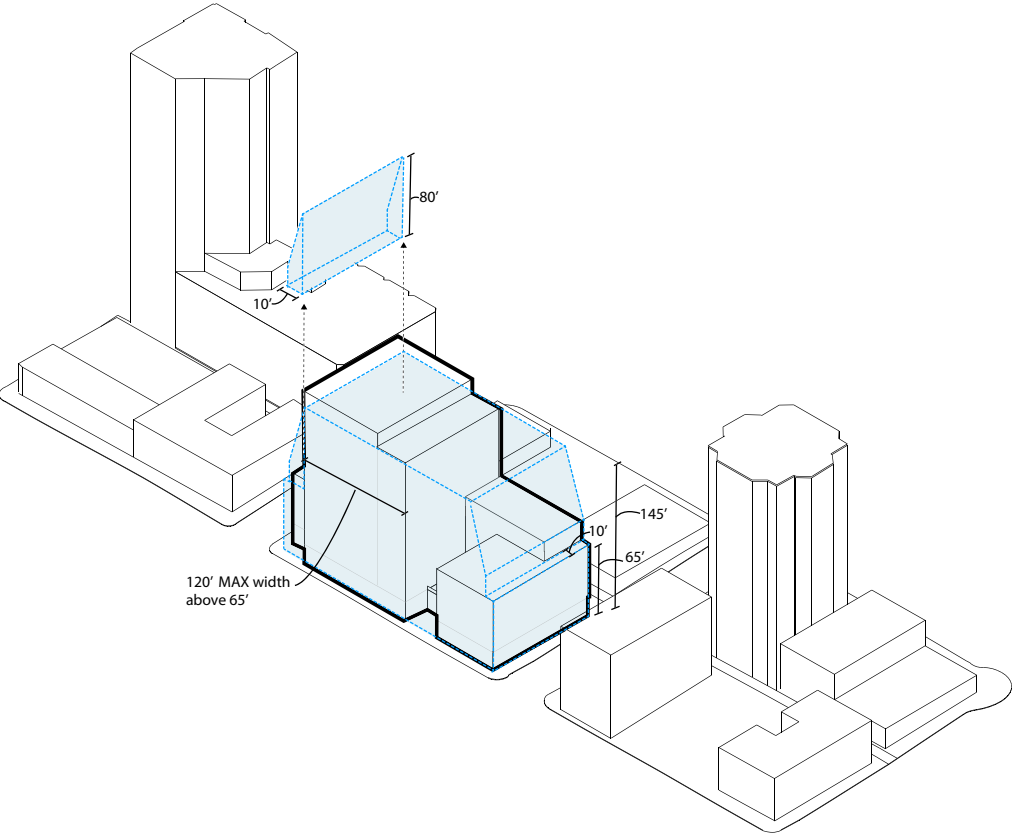
# Positive Patterns & Neighborhood Attributes



Open Spaces

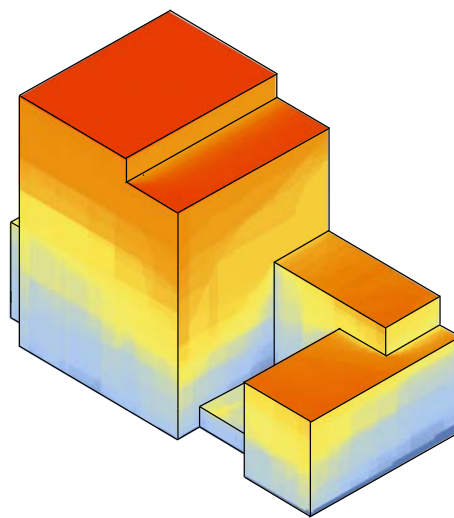
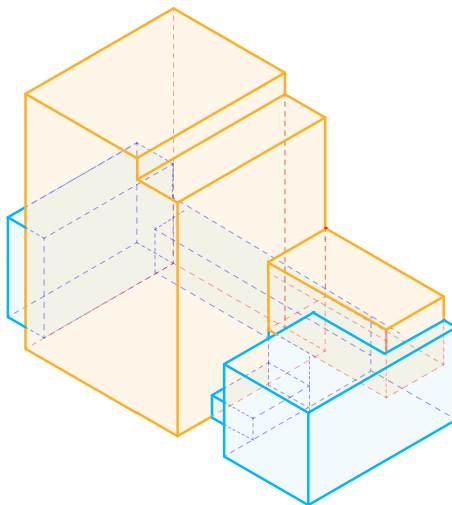
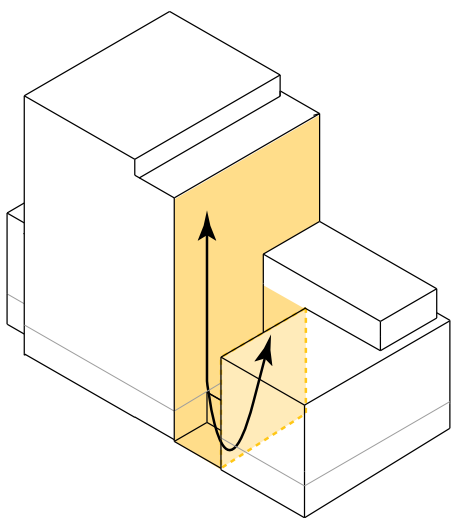
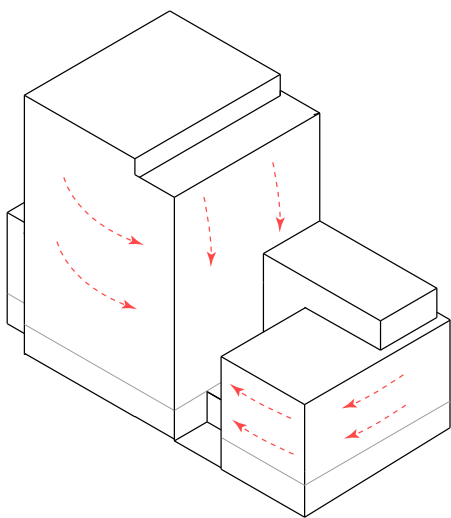
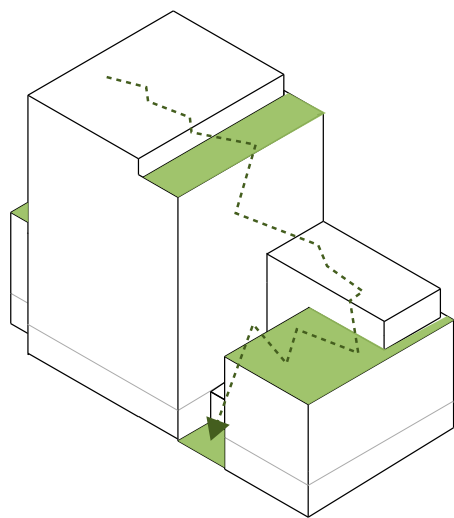


Roof Amenities



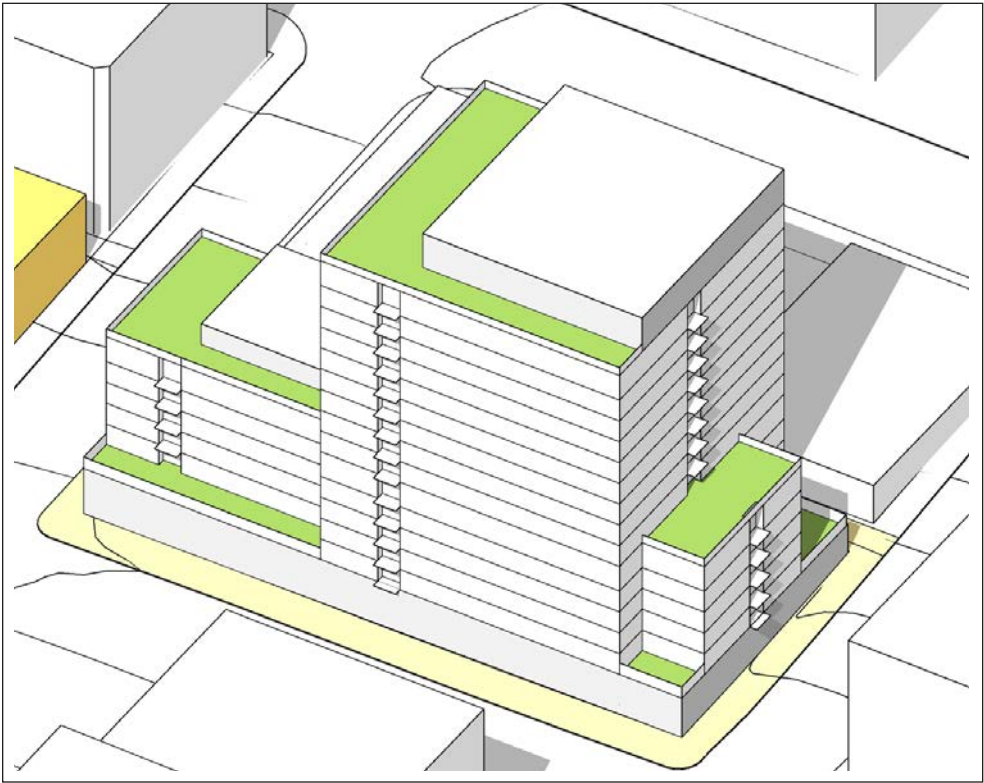
Zoning Envelope

Positive Patterns & Neighborhood Attributes



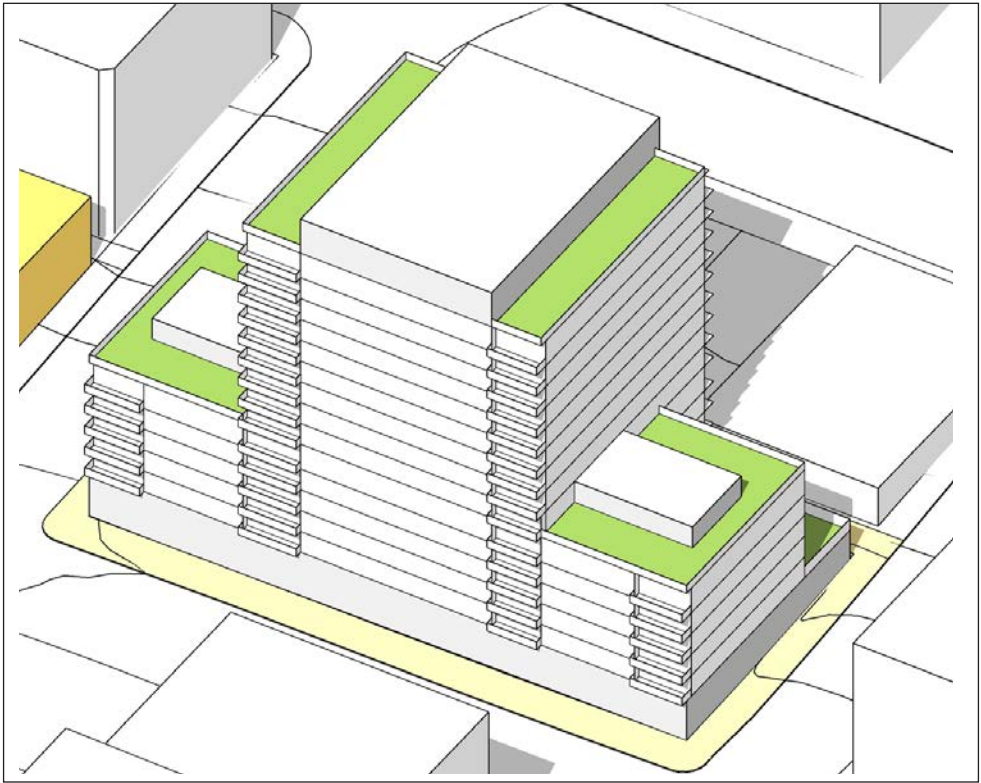
# Section 07. Departures

# Departures Summary



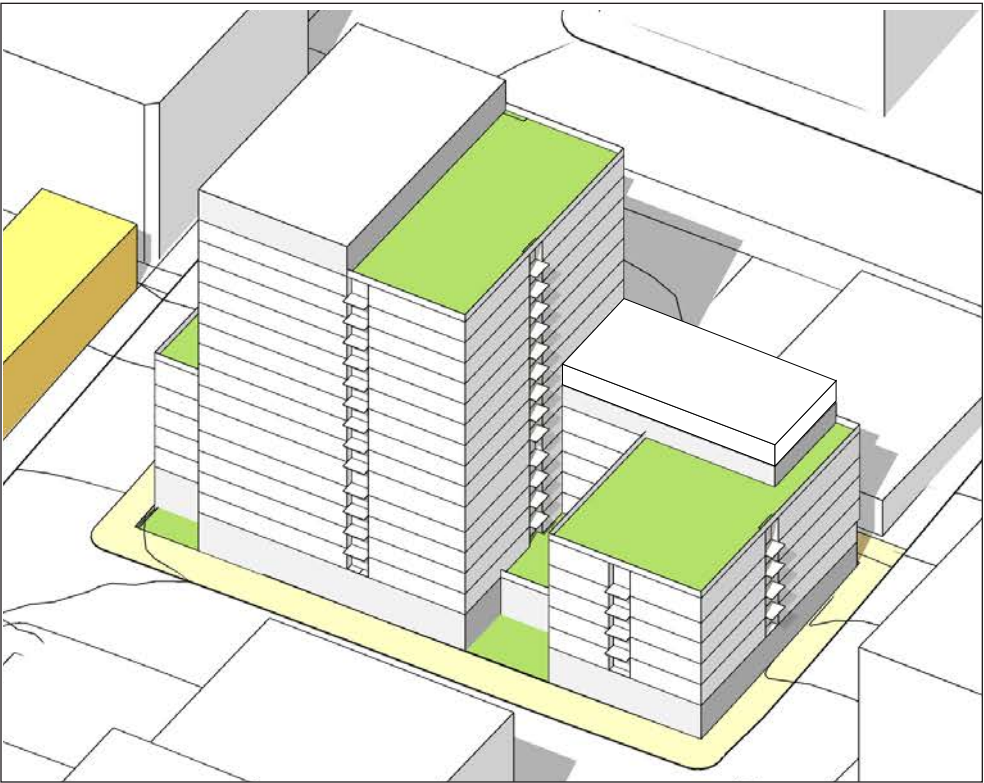
**Massing Option #01 - The Lookout**

- 1. No departures requested.



**Massing Option #02 - Ziggurat**

- 1. No departures requested.



**Massing Option #03 - Cascading Terraces (Preferred)**

- 1. Corner setback dimensions.
- 2. Total setback area on First.



# Departure Request 01 - Corner Setbacks

## DESIGN STANDARD

### 23.49.162 - Downtown Mixed Residential, street facade requirements

B.2.C). The maximum setback of the facade from the street property line at intersections is ten (10) feet. The minimum distance the facade must conform to under this limit is twenty (20) feet along each street. (See Exhibit 23.49.162E.)

## DEPARTURE REQUEST

To permit a setback of 14' in-depth for a width of 27' at the northwest corner intersection between First and Clay, thereby allowing the general area of setbacks along.

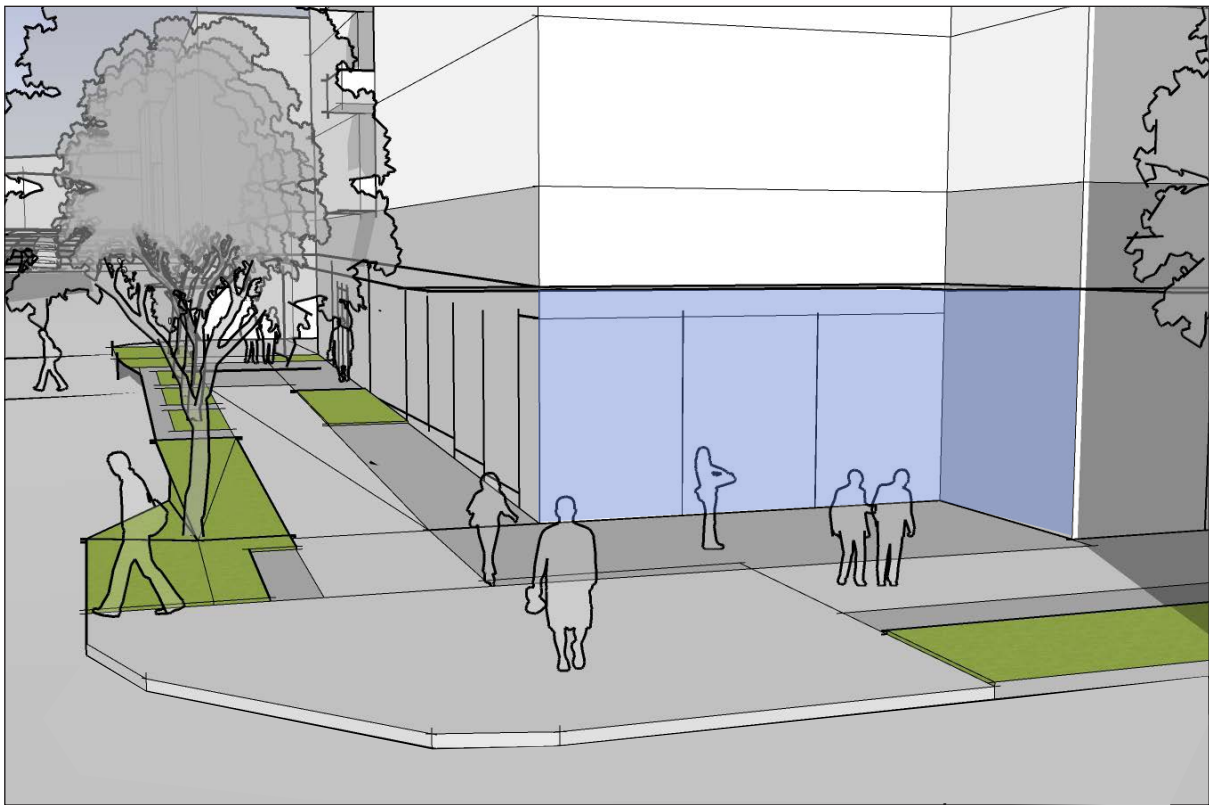
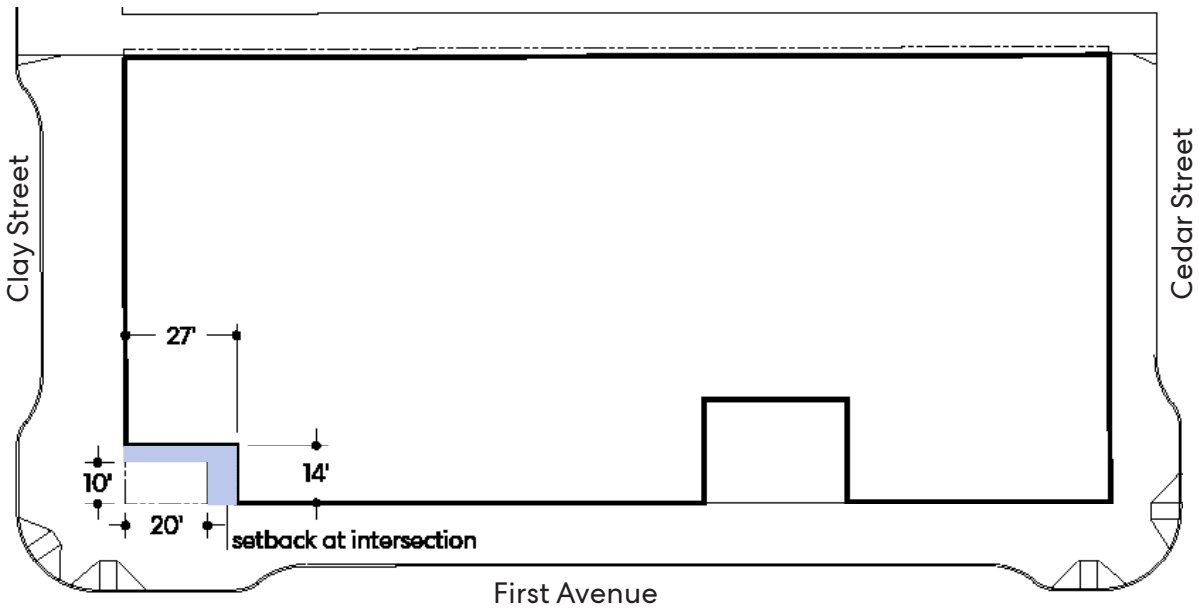
## RATIONALE

The setback corner of the building at 1st Ave and Clay Street allows the reduction of bulk and scale of the podium and tower forms while celebrating the retail entrance with cafe seating and pedestrian presence off the street that the more significant setback would accommodate.

## SUPPORTING DESIGN GUIDELINES

**B-3** Reinforce the positive urban form and architectural attributes of the immediate area

**C-1** Promote pedestrian interaction



Corner Setback Experience

# Departure Request 02- Open Space on 1st Ave

## DESIGN STANDARD 23.49.162 - Downtown Mixed Residential, street facade requirements

B.2.A). The maximum area of all setbacks between the lot line and facade shall be limited according to an averaging technique. The maximum area of all setbacks along each street frontage of a lot shall not exceed the area determined by multiplying the averaging factor by the width of the street frontage of the structure along the street. (See Exhibit 23.49.162 D.) The averaging factor shall be five (5) on Class I pedestrian streets, twenty (20) on Class II pedestrian streets, and thirty (30) on designated green streets. Parking shall not be located between the facade and the street lot line.

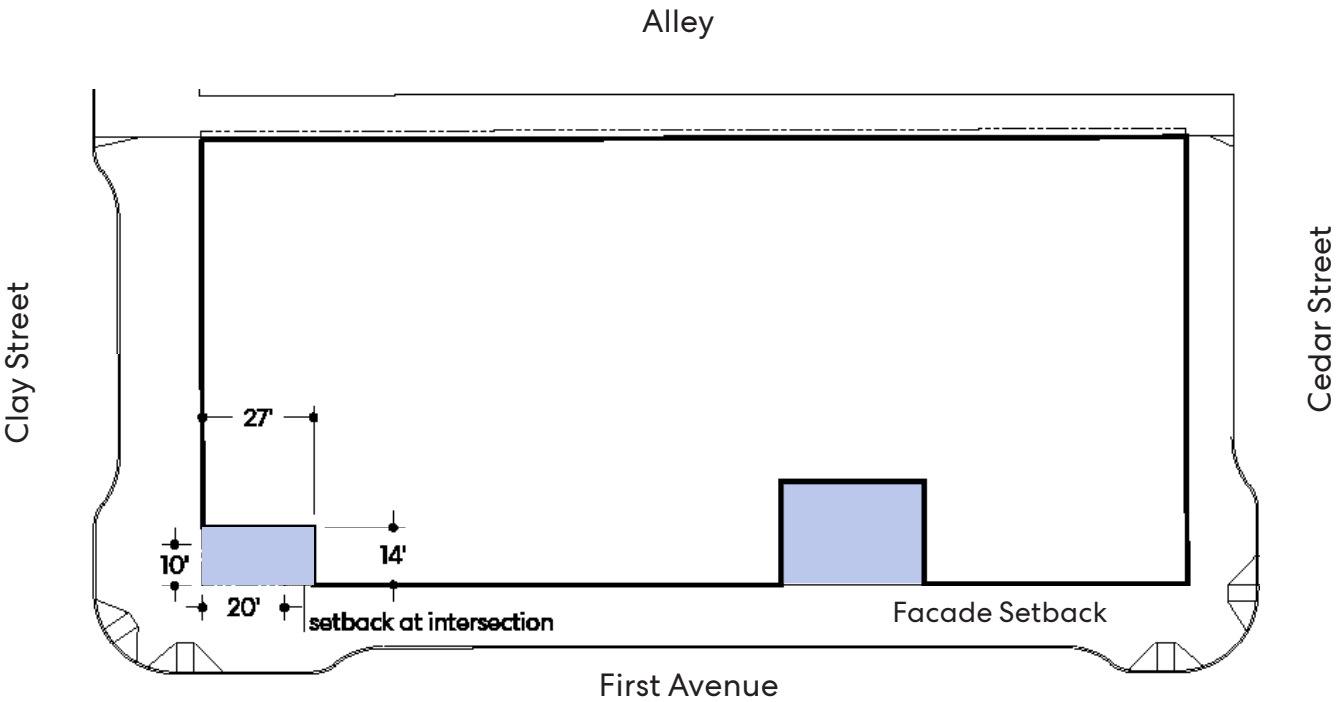
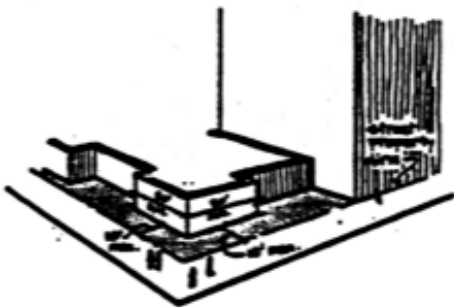
First Avenue frontage = 240'  
Averaging Factor on First Avenue = 5  
Maximum Area of all Setbacks on First = 240' x 5 = 1,200 SF

**DEPARTURE REQUEST**  
To permit 1,270 SF of open space in total setback along First Avenue.

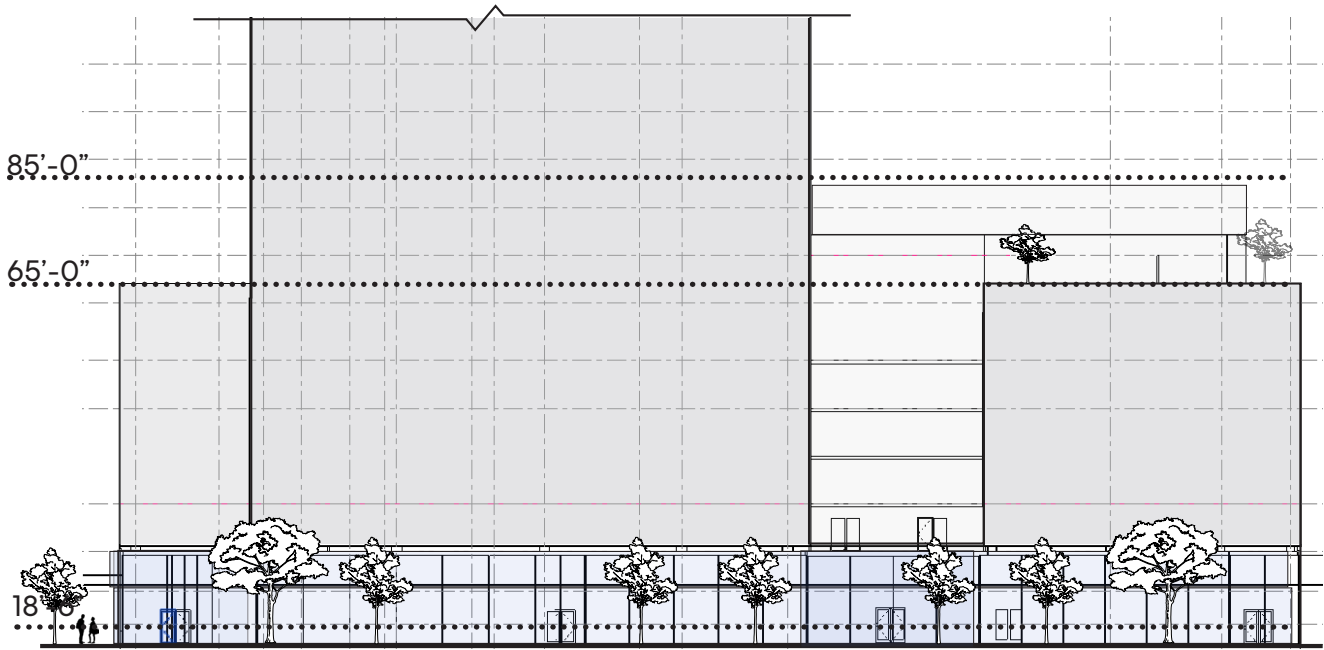
**RATIONALE**  
The open spaces at the corner and courtyard support a better public realm and enhance the pedestrian experience.

**SUPPORTING DESIGN GUIDELINES**  
**B-3** Reinforce the positive urban form and architectural attributes of the immediate area  
**C-1** Promote pedestrian interaction  
**D-1** Provides inviting and usable open space

Exhibit 23.49.162 E  
Maximum Setback at Intersections



Plan View of Requested Departures



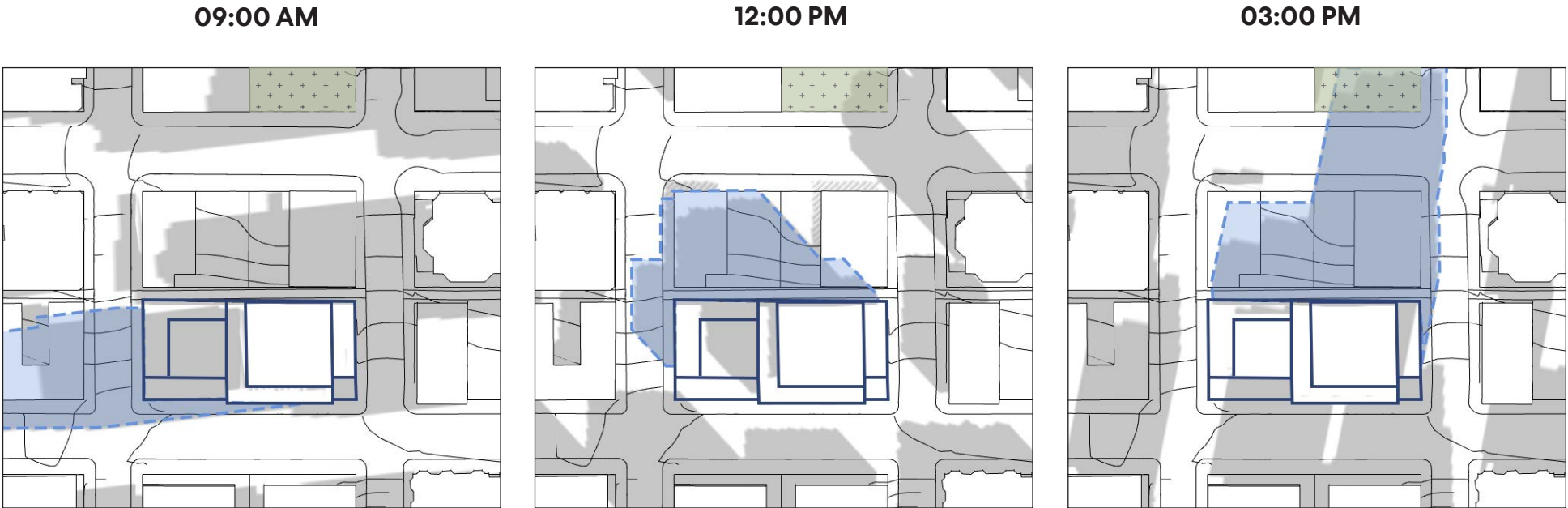
Elevation along First Avenue

# Section 08. Analysis

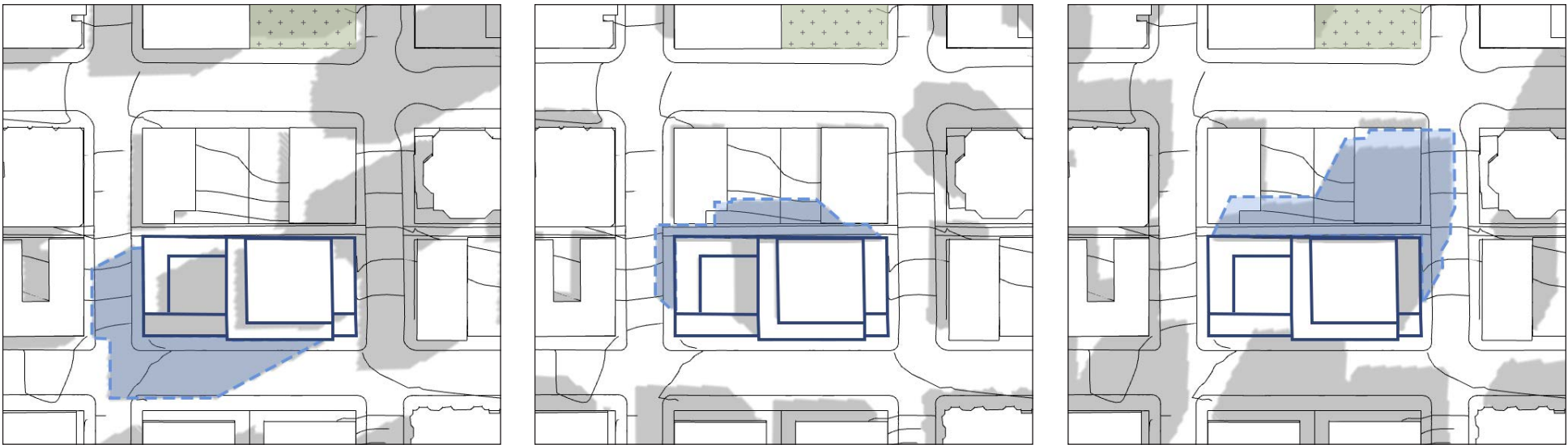
Sun & Shadow Studies

Massing 01

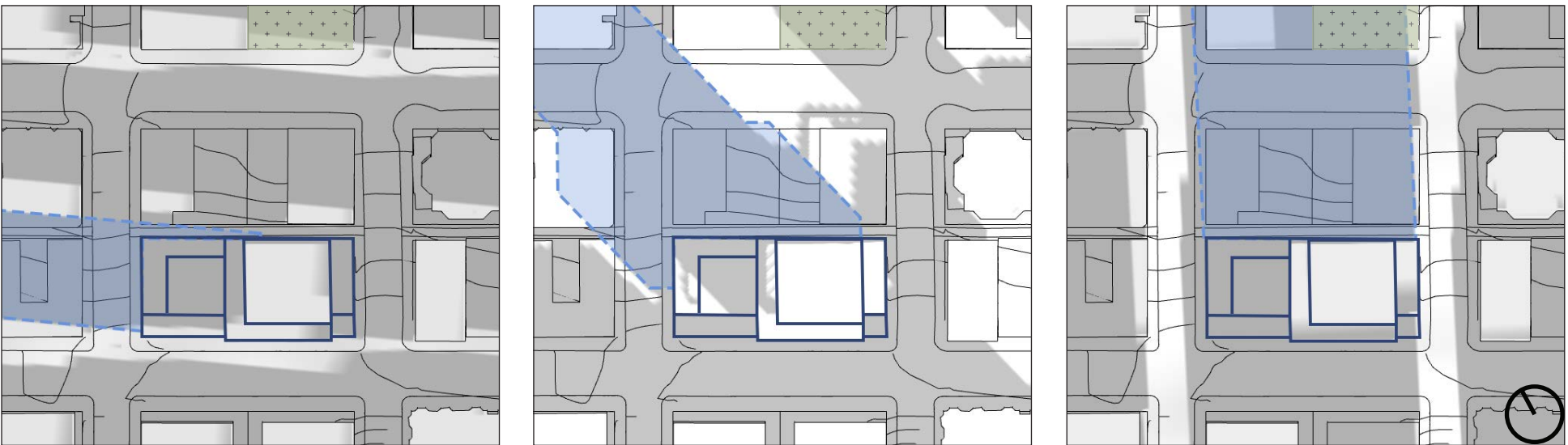
Equinox  
March 21st / Sept. 21st



Summer Solstice  
June 21st



Winter Solstice  
December 21st

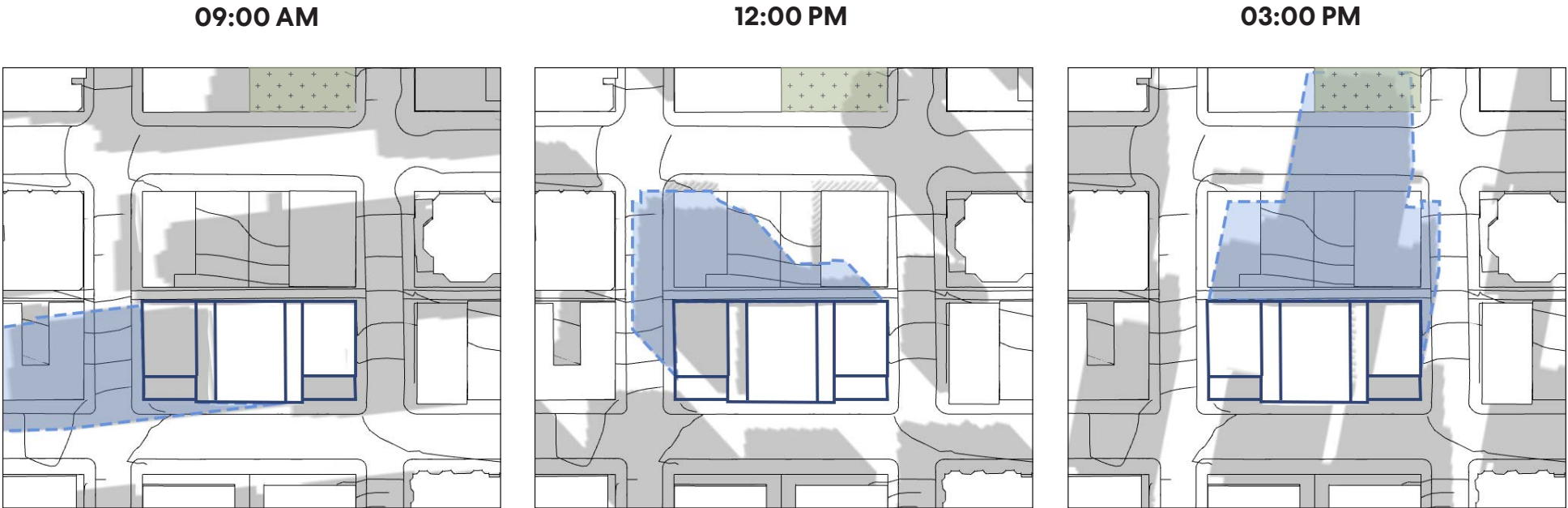


- Open Space/Park
- Massing Shadow

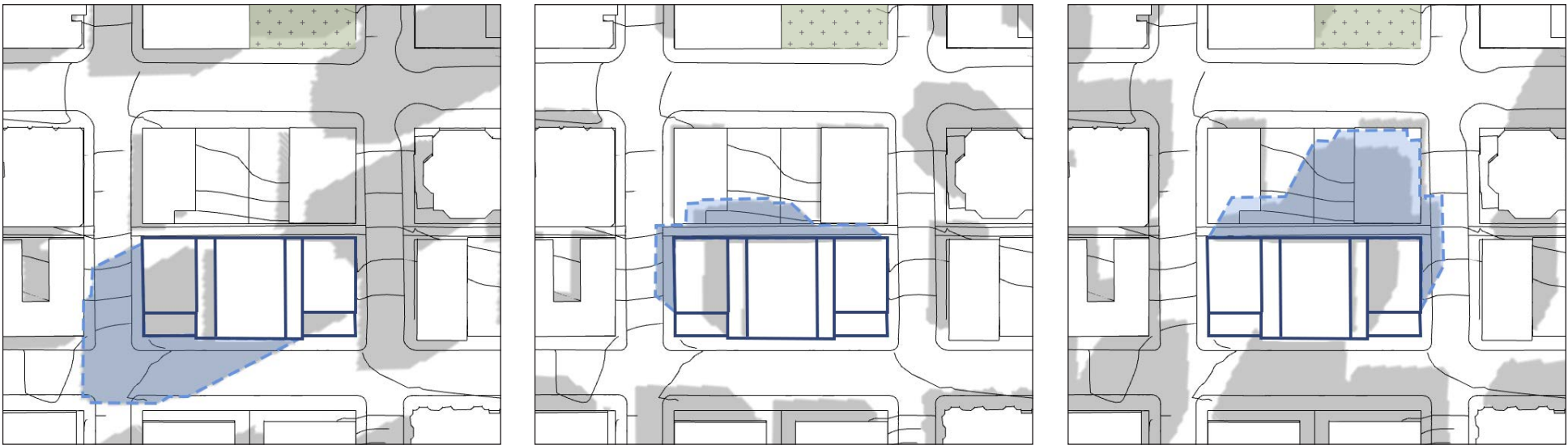
Sun & Shadow Studies

Massing 02

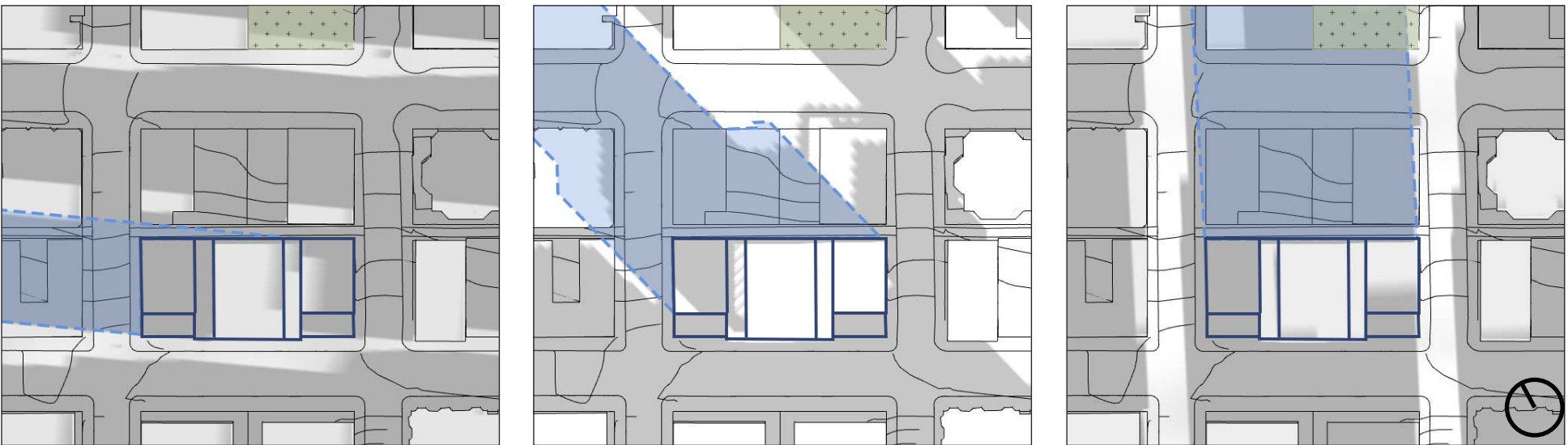
Equinox  
March 21st / Sept. 21s



Summer Solstice  
June 21st



Winter Solstice  
December 21st



- Open Space/Park
- Massing Shadow

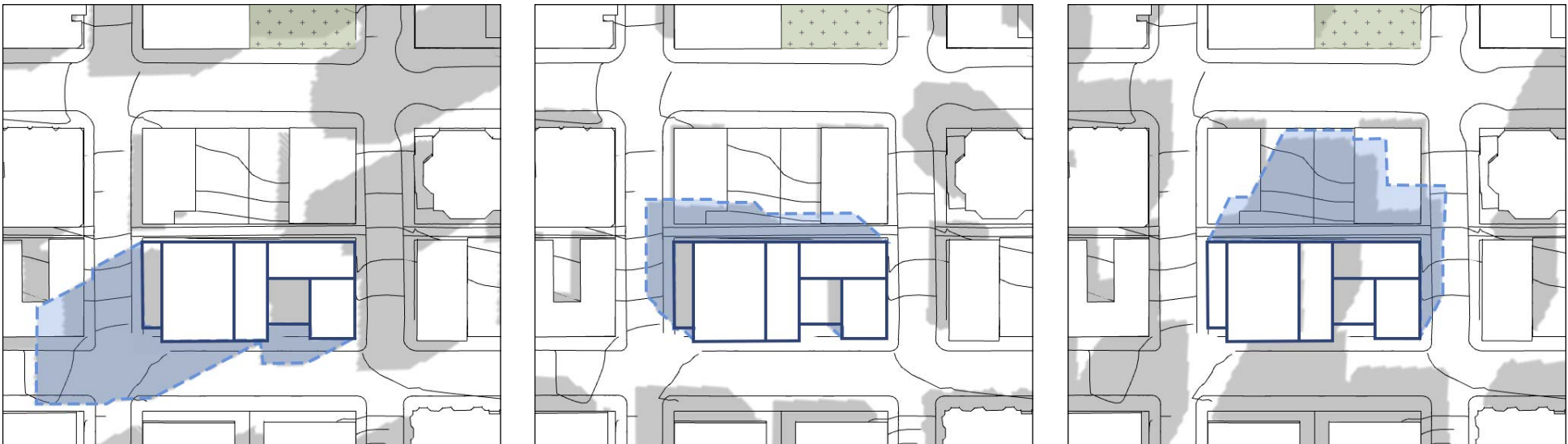
Sun & Shadow Studies

Massing O3 (Preferred)

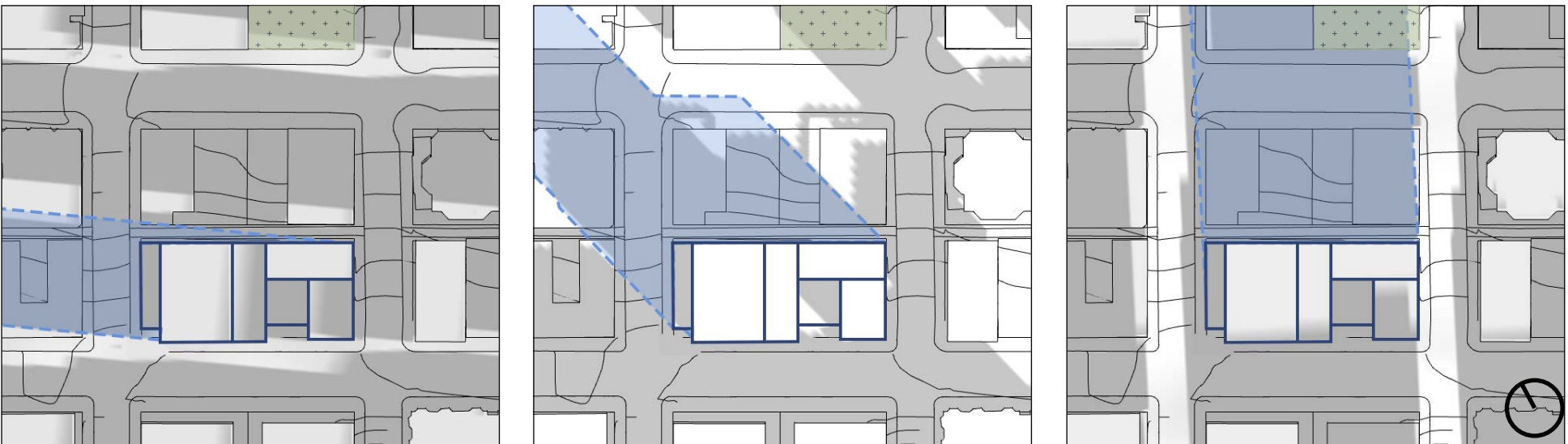
Equinox  
March 21st / Sept. 21st



Summer Solstice  
June 21st



Winter Solstice  
December 21st



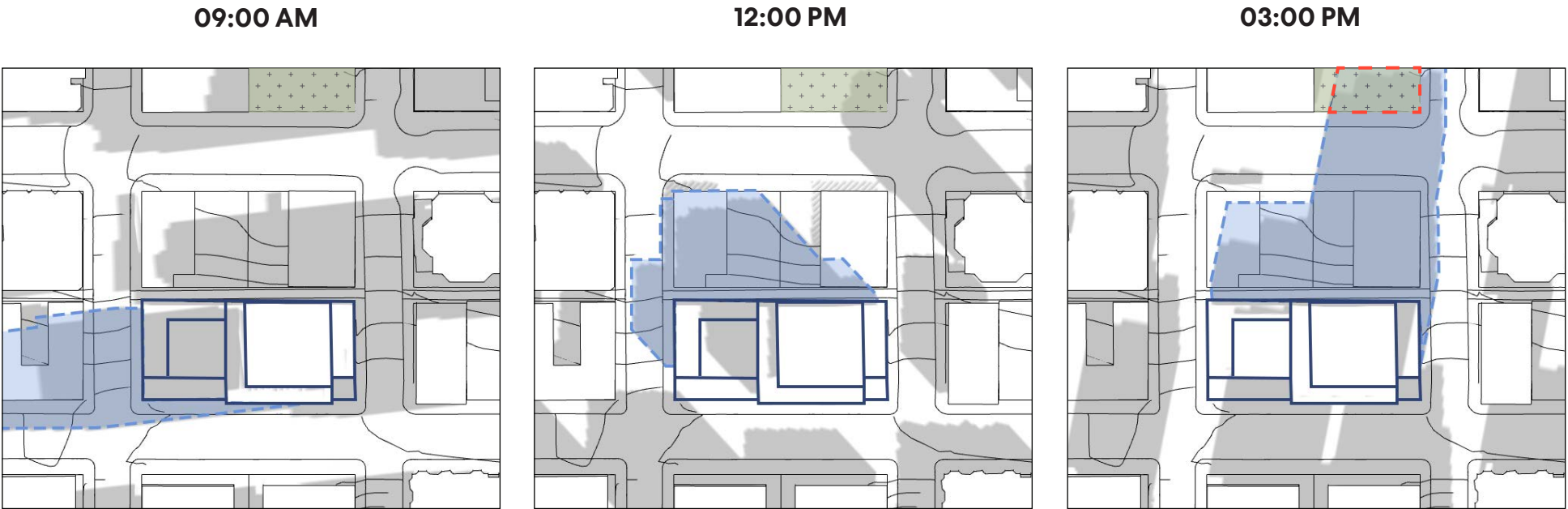
Open Space/Park  
Massing Shadow

# Sun & Shadow Comparison Summary

## Massing 01

Equinox  
March 21st / Sept. 21st

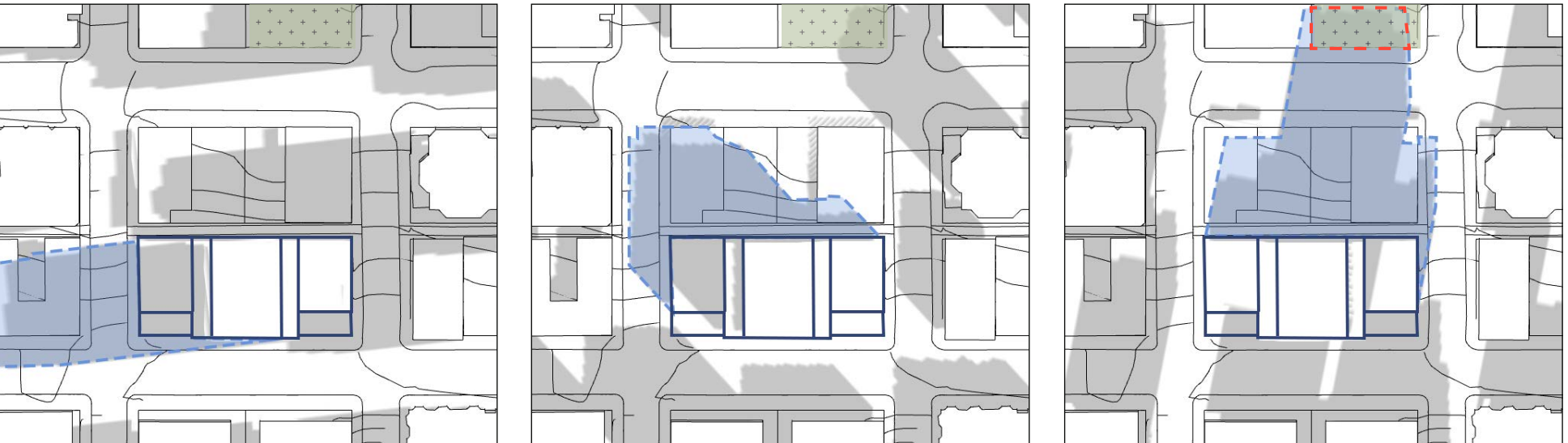
- Observations + Conclusions:**
- Overshades public park to the East
  - Does not shade Bay Vista Podium



## Massing 02

Equinox  
March 21st / Sept. 21st

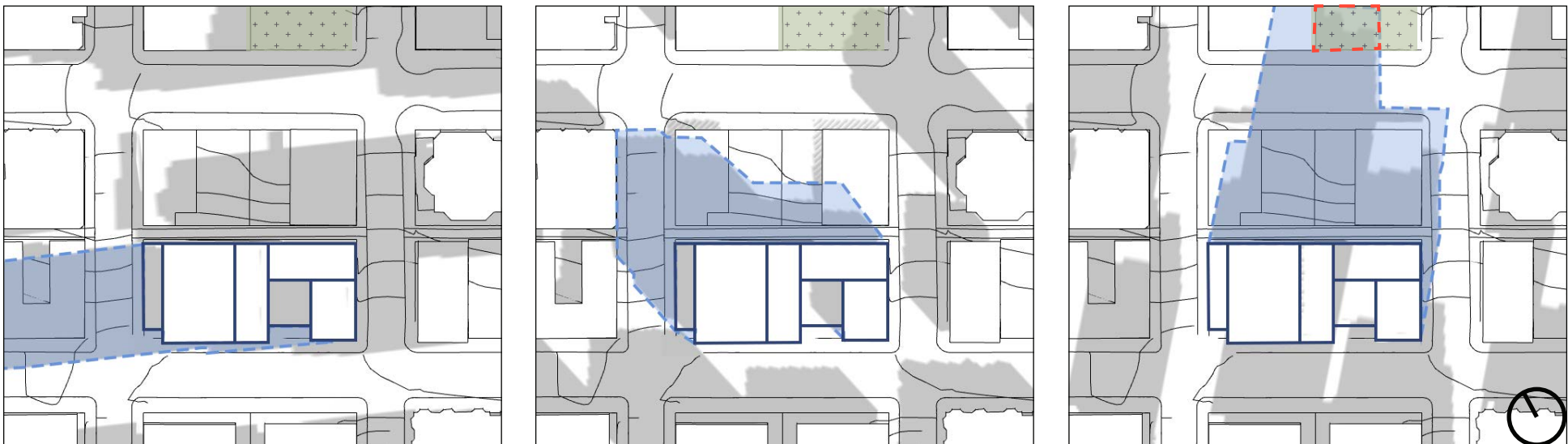
- Observations + Conclusions:**
- Overshades public park to the East
  - Does not shade Bay Vista Podium






## Massing 03

Equinox  
March 21st / Sept. 21st

- Observations + Conclusions:**
- Partially shades park to the East
  - Does not shade Bay Vista Podium



-  Open Space/Park
-  Massing Shadow
-  Point of Conflict with Greenspace

# Comparative View Analysis

All three proposed massing schemes preserve similar amounts of existing views for neighboring residential towers.

The below results are average estimates based on the impacts of all three massing options. Views over Elliott Bay towards the Olympics are minimally impacted by our preferred massing option (Mass 3).

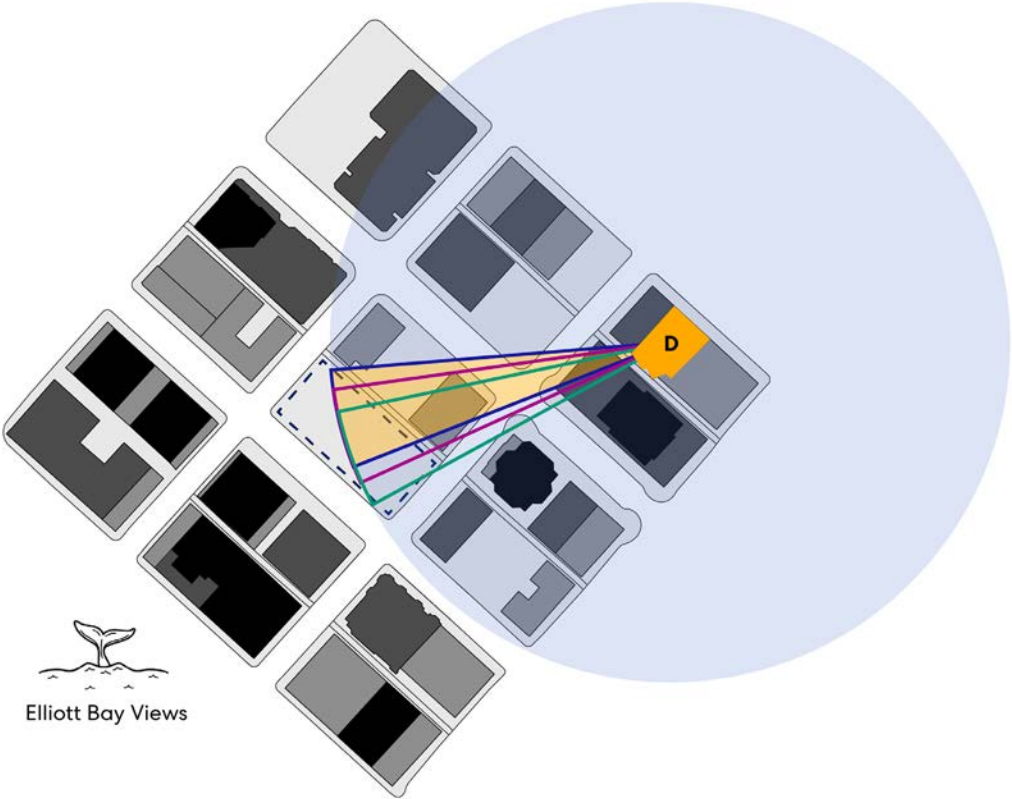
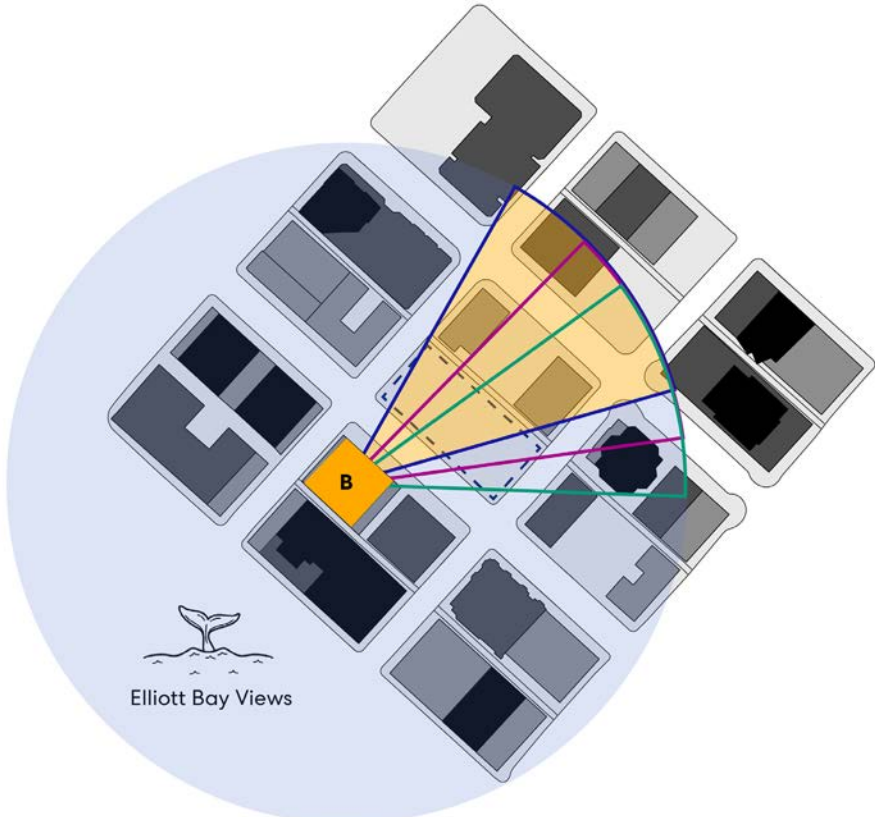
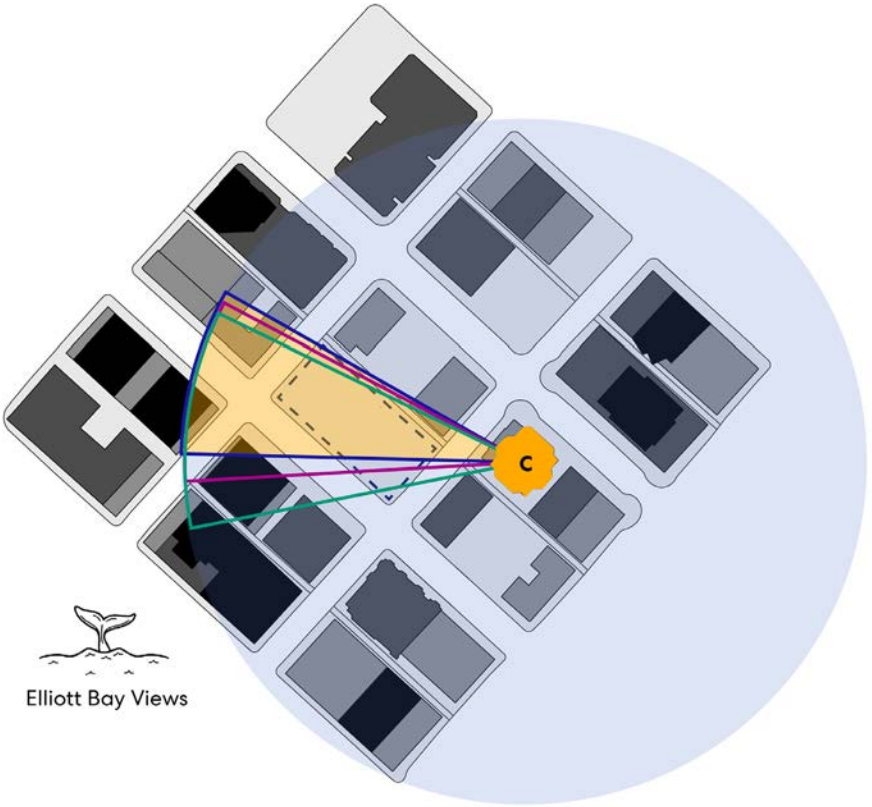
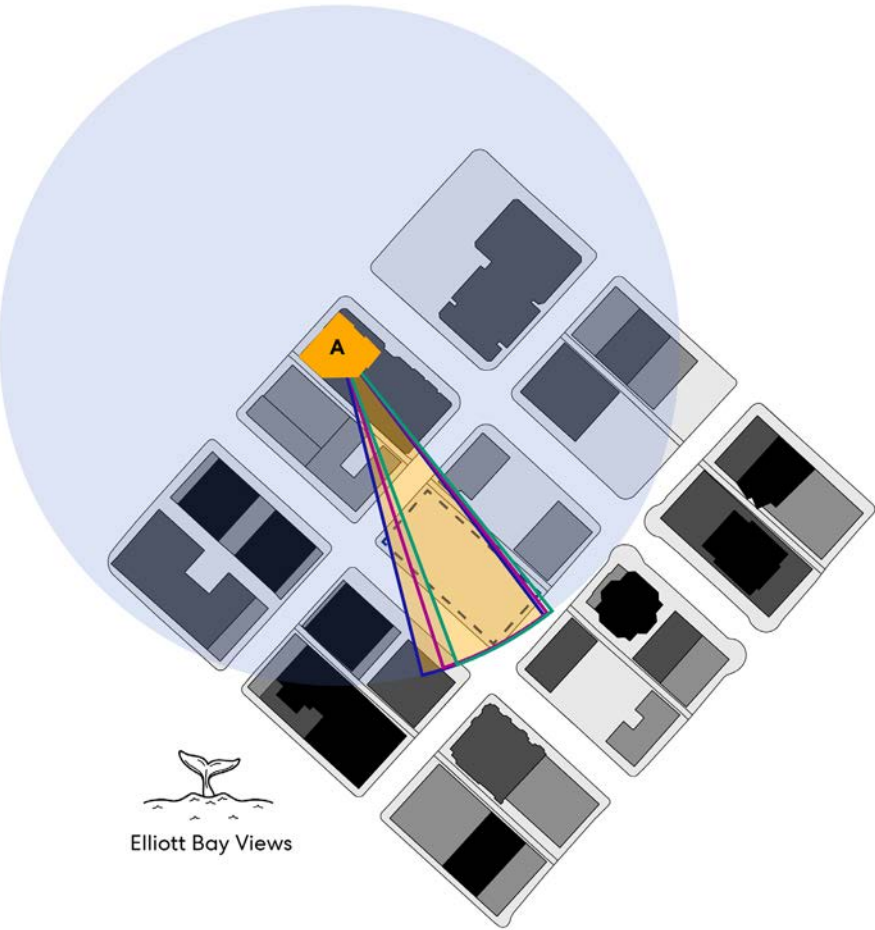
**A** 353° Preserved

**B** 342° Preserved

**C** 345° Preserved

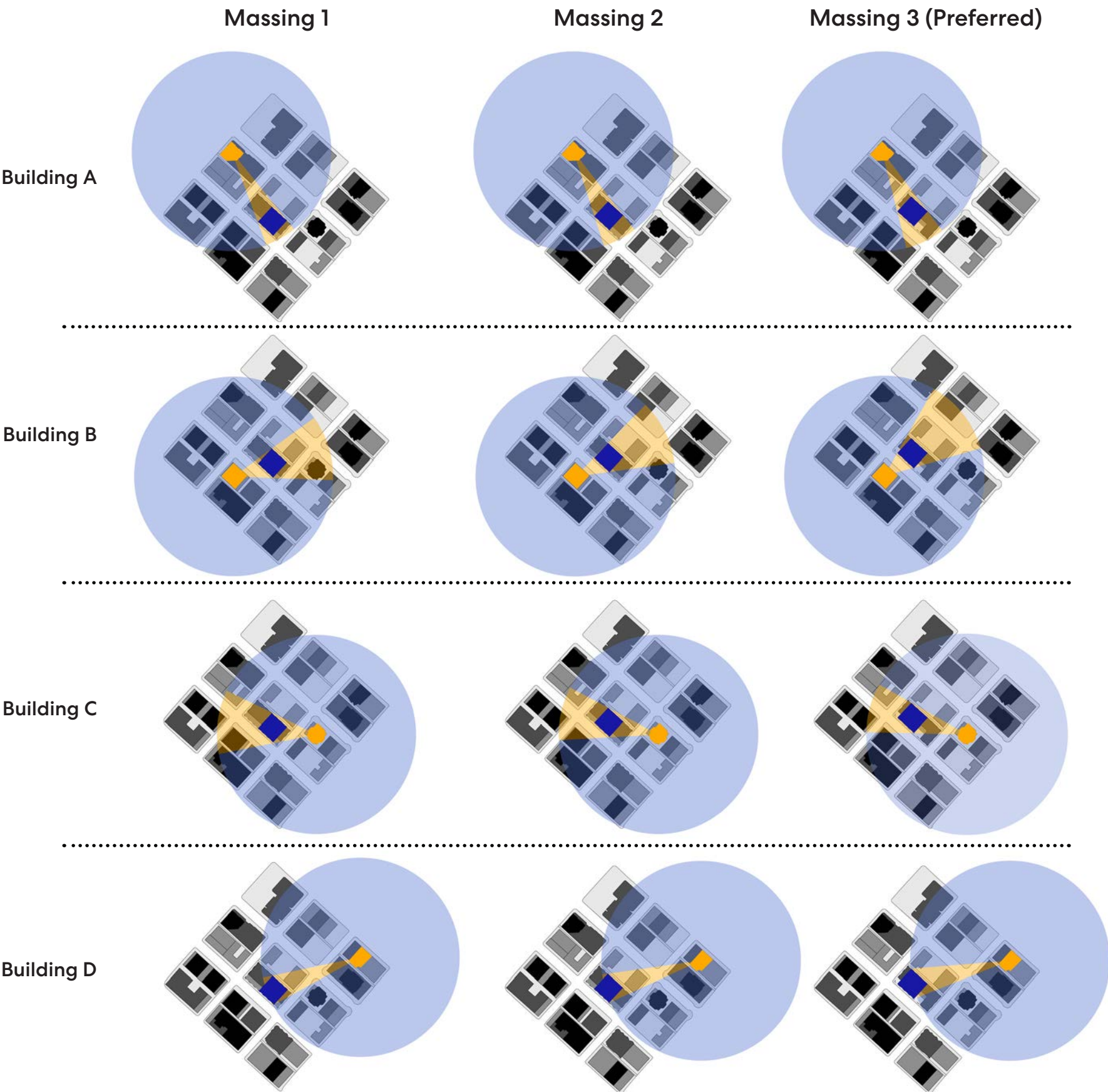
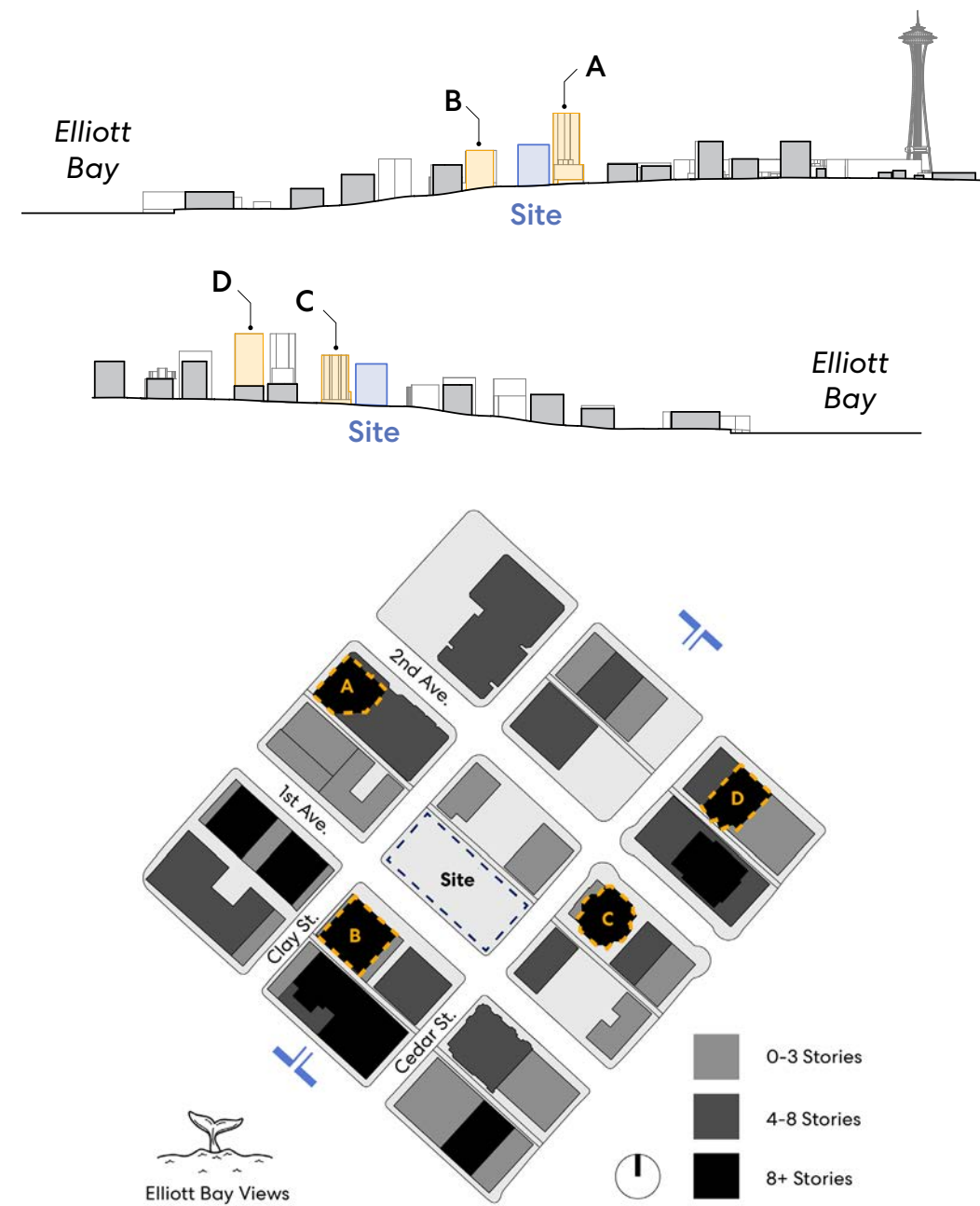
**D** 355° Preserved

- Massing 1 Impact
- Massing 2 Impact
- Massing 3 Impact (Preferred)

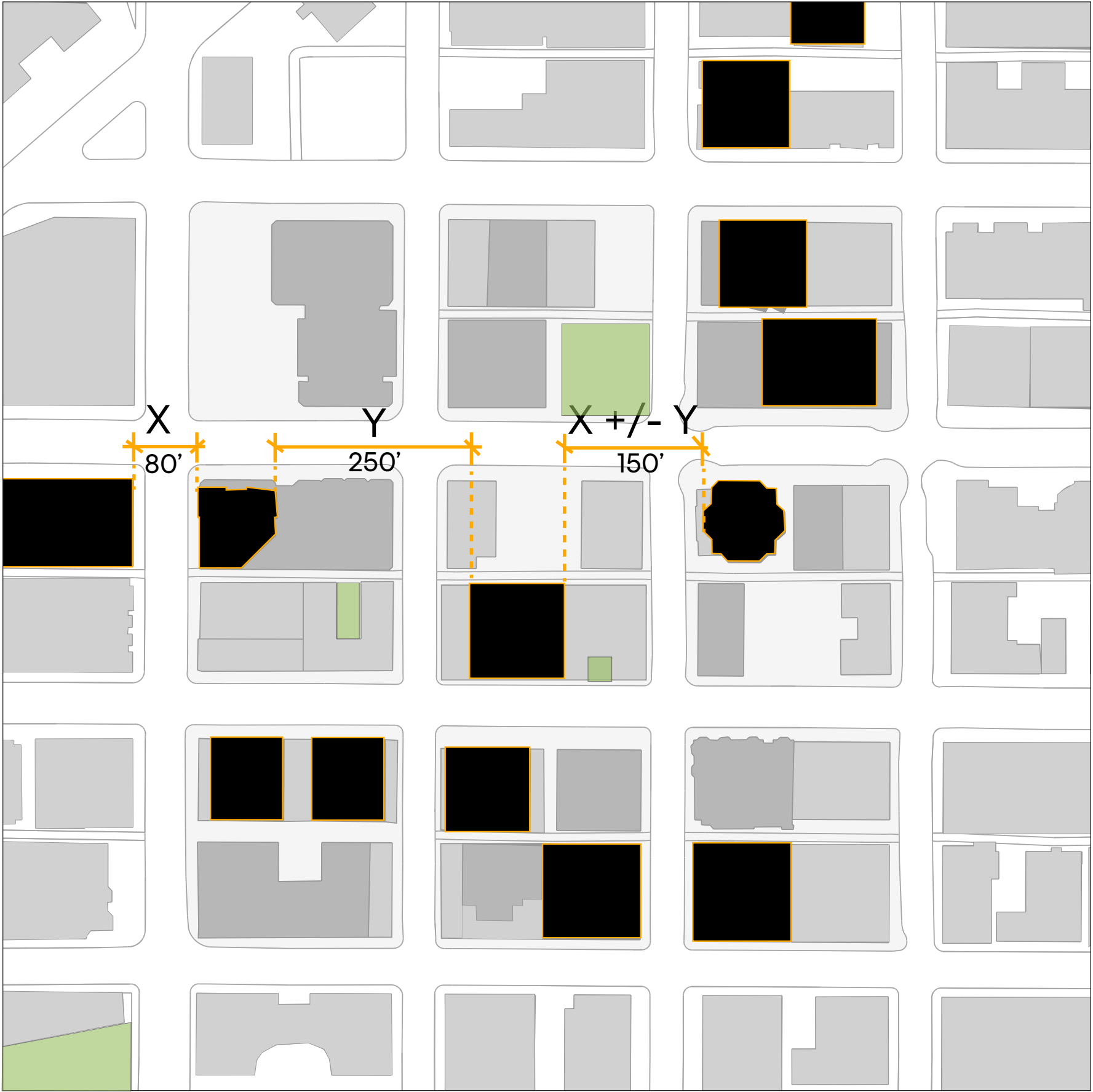


# Tower View Shed Analysis

Preserving the existing views were highly considered during the conceptual massing process. None of the three massing options obstruct the public view corridors laid out by city planners along Clay and Cedar Streets.



Urban Figure-Ground



# Thank You.