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DEVELOPMENT OBJECTIVES AT EDG 1

- The proposed project is a 14-story tower. The basic program includes:
  - ~84,600 sq. ft.
  - ~3,600 sq. ft. Commercial Area at Street Level
  - ~3,600 sq. ft. Commercial Area at Level 2

DEVELOPMENT OBJECTIVES AT EDG 2

The proposed project is a 14-story tower. The basic program includes:
- ~83,340 sq. ft.
- ~3,300 sq. ft. Commercial Area at Street Level
- ~3,400 sq. ft. Commercial Area at Level 2
- Roof Bar Amenity, open to public
### EDG Response Overview

<table>
<thead>
<tr>
<th>Guidance Theme</th>
<th>Board Guidance</th>
<th>Design Response</th>
<th>Applicable Design Guideline</th>
</tr>
</thead>
</table>
| 1.a.i Architectural Context | Provide more information on the following:  
• Expand the site plan.  
• Show street patterns.  
• Identify building entries.  
• Show the four corners of the intersection.  
• Identify landmark and potential landmark buildings.  
• Relationship with Newmark Condo. | The design team has added additional site information investigating street patterns, building entries, landmark and potential landmark structures, architectural character, and details. The analysis, along with community group discussions, has shaped the revised massing. We have studied the surrounding neighborhood and have made massing changes and adopted design features of the existing architecture to ensure the new building fits well within its context. | A1 Respond to the physical environment  
B1 Respond to the neighborhood context  
B3 Reinforce the positive urban form |
| 1.a.ii Podium | • The Board supports the two-story base of massing option 3.  
• Board supports locations of entries as shown at EDG 1, but requested a corner entry that allows for pedestrian flow at the corner of 1st and Pike, as shown in Massing Option 1.  
• The Board requested that the retail glazing should wrap into the alley to provide “eyes on the street.” | • The podium has been refined to reflect a finer scale contextual response.  
• The corner of First and Pike has been chamfered to ease pedestrian congestion and provide retail visibility.  
• Retail glazing has been wrapped into alley.  
• Masonry base emphasized. | B1 Respond to the neighborhood context  
B2 Create a transition in bulk and scale  
B3 Reinforce the positive urban form  
D3 Provide elements that define the place |
| 1.a.iii Tower | • The Board did not support the setback departure as shown.  
• The Board would like to see setback on 1st Avenue and Pike Street.  
• The Board does not support the cantilever on 1st Avenue.  
• Tower should be minimized.  
• Pivot is okay, or applicant can study new massing. | • Removed - Pivot  
• Removed - Cantilever  
• Added - 3’ setback on Pike above level 2  
• Added - Min. 11’ setback on 1st ave above level 2  
• Tower is glass and steel, in contrast to more solid masonry base. | B2 Create a transition in bulk and scale  
B3 Reinforce the positive urban form  
C1 Promote pedestrian interaction |
| 2. Community Outreach | Solicit input from the neighborhood stakeholders. | The ownership team has met and received feedback from multiple neighborhood groups, businesses, and individuals. A record document of those meetings is included herein. The ownership team is dedicated to providing a building that supports public life in the neighborhood with active retail, a welcoming hotel, and a lively rooftop bar that is open to the public. | B1 Respond to the neighborhood context |
| 3. Roof Amenity | • Privacy concern mentioned. Provide more information on separation from Newmark.  
• Roof should be designed as a holistic composition with mechanical, elevator overruns, planting, and amenity area. Roof seen as 5th façade. | • Screening added at roof deck for added privacy  
• Roof to be designed with Private/quiet and Public/active zones. More information to be provided at Design Review. | A1 Respond to the physical environment  
B1 Respond to the neighborhood context |
| 4. East and South Facades | • Continue to design for privacy on the alley.  
• Enhance blank walls with special materials or detailing (DRB). | • Alley façade designed for maximum privacy for Newmark residents.  
• Massing of the party wall is intended to provide interest and corner views from the southwest corner of the site.  
• South façade party wall to be designed for Design Review. | A1 Respond to the physical environment  
B1 Respond to the neighborhood context |
EDG 1 MASSING

**DESIGN FEATURES**

- LEVEL 1 & 2 - 4' SETBACK ON 1ST AVE
- TOWER PIVOT 6 DEGREES
- VOLUNTARY SETBACK ALONG PIKE

EDG 2 REVISED MASSING

**PRIMARY DESIGN CHANGES**

- BASE LEVEL SETBACK ON 1ST AVE ELIMINATED
- FOUR-STORY BASE AT NORTHEAST CORNER TO CONNECT WITH THE NEWMARK
- TWO-STOREY BASE AT NORTHWEST CORNER TO CONNECT WITH MARKET
- CORNER COLUMN REMOVED
- TOWER PIVOT ELIMINATED
- 11' MINIMUM SETBACK ON FIRST ABOVE LEVEL 2
- VOLUNTARY 3' SETBACK ON PIKE ABOVE LEVEL 2
1. ARCHITECTURAL CONTEXT - EXPANDED SITE PLANS

BOARD GUIDANCE:

1.a.i The Board agreed with the applicant and the public that the subject property is a recognized site that serves as the gateway to the main entrance of an iconic property—Pike Place Market. The Board explained that understanding the context along 1st Avenue and Pike Street is critical to ensuring future massing will positively respond to the physical environment. The Board was disappointed with the initial amount of context provided and requested that a more comprehensive neighborhood context analysis be provided in the design packet and presented at the next EDG meeting.

RESPONSE:

We have provided an expanded site plan, showing future and proposed street improvements. There is a proposed streetcar stop on First Avenue between Pine and Pike Street. Pike Street between 1st and Second Avenue is intended to become a pedestrian dominated woonerf and is part of the Pike/Pine Renaissance Project. www.waterfrontseattle.org/pike-pine

RELEVANT GUIDELINES:

A1 - Respond to the physical environment.
Develop an architectural concept and compose the building’s massing in response to conditions and patterns of urban form found beyond the immediate context of the site.

B1 - Respond to the neighborhood context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

B3 - Reinforce the positive urban form and architectural attributes of the immediate area.
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

AREA OF ENLARGEMENT ON FOLLOWING PAGE
1. ARCHITECTURAL CONTEXT - LANDMARK STRUCTURES

BOARD GUIDANCE:

1.a.i Identify existing and potential City Landmarks.

RESPONSE:

The map on this page shows the location of landmark and potential landmark structures near our site. 103 Pike Street has been twice nominated for landmark designation and failed to receive it both times.

Information on this map comes from the Department of Neighborhood List of Designated Landmarks and Nominated Landmarks.

RELEVANT GUIDELINES:

A1 - Respond to the physical environment.
Develop an architectural concept and compose the building’s massing in response to conditions and patterns of urban form found beyond the immediate context of the site.

B1 - Respond to the neighborhood context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

B3 - Reinforce the positive urban form and architectural attributes of the immediate area.
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.
1. Architectural Context - Landmark Structures

**Nominated Landmark**
1. COLONNADE HOTEL

**Designated Landmarks**

1. 1110 4TH AVENUE
2. MARKETPLACE APARTMENTS
3. DOYLE BUILDING
4. MACYS
5. OLYMPIC TOWER
6. LIGGETT BUILDING
7. JOSHUA GREEN BUILDING
8. EITEL BUILDING (THE STATE HOTEL)
9. NORDSTROM
10. COLISEUM THEATER
11. KRESS BUILDING
12. WOOLWORTH STORE
13. MANN BUILDING
14. DECATUR BUILDING
15. COLONNADE HOTEL
1. ARCHITECTURAL CONTEXT - NEIGHBORHOOD ZONING

BOARD GUIDANCE:

The Board requested further information about the surrounding context.

RESPONSE:

In order to understand the context of our site, it is important to understand the development potential of the neighborhood at large. Our site is zoned DMC-145. It is an important transitional zone between the DMC 240/290-440 zone of the Downtown core and the PMM-85 Zone of the Pike Place Market.

RELEVANT GUIDELINES:

B1 - Respond to the neighborhood context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

B2 - Create a transition in bulk and scale.
Compose the massing of the building to create a transition to the height, bulk, and scale of development in neighboring or nearby less intensive zones.

B3 - Reinforce the positive urban form and architectural attributes of the immediate area.
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.
1. Architectural Context - Zoning Envelope

- **15' Additional Height Allowed for Various Elements**

Total coverage may not exceed 35% of roof area. SMC 23.49.008.D.2

- **45' Max Height**

SMC 23.49.008

Measured per SMC 23.86.006.E.3.A

- **25' Minimum Façade Height**

Along class I pedestrian streets. SMC 23.49.056 Table A

- **18' Sidewalk Width**

Along 1st Ave and Pike Street. SMC 23.49.022 Map 1C

- **2' Alley Dedication**

SMC 23.86.006.A.3.A

- **15' Minimum Façade Height**

Along class I pedestrian streets. SMC 23.49.056 Table A
BOARD GUIDANCE:

1.a.i Identify existing building Entries, Street Patterns, and the four corners of 1st Avenue and Pike Street.

RESPONSE:

Building corners and entries have been documented with photos, plans, and elevations. Common traditional features, such as bay column spacing, corner entries, and inset side entries, have been incorporated into the project design to reflect the patterns found throughout the neighborhood.

RELEVANT GUIDELINES:

B1 - Respond to the neighborhood Context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

B3 - Reinforce the positive urban form and architectural attributes of the immediate area.
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

C4 - Reinforce building entries.
To promote pedestrian comfort, safety, and orientation, reinforce the building’s entry.
1. Architectural Context - First and Pike Intersection

The Corner Market Building

The Economy Market Building

The Broderick Building (Starbucks)

Pike Street (Proposed Street Improvements)

Future Streetcar Stop

Pike Street

First Avenue

The Eitel Building

Hard Rock Cafe

The Neumark Condos

First & Pike | Project #3028428

Early Design Guidance 2
1. ARCHITECTURAL CONTEXT - NEIGHBORHOOD DESIGN ELEMENTS

BOARD GUIDANCE:
The Board requested a careful analysis of the architectural patterns and details common to the neighborhood.

RESPONSE:
The design team observed and documented the surrounding architecture and has worked to incorporate many of the most common design features, including: open façades, continuous canopy coverage, corner entry, transom windows, recessed side entries, fenestration patterns, and street-level transparency. The following pages show some of our investigation and analysis.

RELEVANT GUIDELINES:

B1 - Respond to the neighborhood context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

B3 - Reinforce the positive urban form and architectural attributes of the immediate area.
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

1 THE CORNER MARKET BUILDING
POROSITY / OPEN FAÇADE
Open façade is typical of many buildings in the Market Neighborhood. It helps to promote pedestrian engagement and gives life to the retail environment.

2 THE BRODERICK BUILDING
CONTINUOUS CANOPY
A continuous and transparent canopy, as found at the Broderick Building, provides year-round weather protection for pedestrians, while also letting daylight reach the sidewalk.
3 THE HAHN BUILDING
RECESSED SIDE ENTRY (HOTEL ENTRANCE)
Recessed side entries are common throughout the neighborhood. The recessed side entry (located between two separate façade treatments) of the current Green Tortoise Hotel is reimagined in our revised design.

4 THE ECONOMY MARKET BUILDING
CORNER ENTRY
A chamfered corner entry, as found on the Economy Market Building, has been adopted. This open corner allows for retail visibility and easy flow of pedestrian traffic.
5 ATWOOD APARTMENTS
FENESTRATION PATTERNS
Observed fenestration patterns include grouped windows, divided lites, punched openings, pivot, casements, and double hung windows.

6 THE GATEWOOD HOTEL
TRANSOM WINDOWS
Transom windows are found above many retail storefronts throughout the neighborhood. This feature allows light deep into the retail space and provides transparency and openness to the façade.
7 MARKET HOUSE CONDOMINIUM COLUMN BAY RHYTHM
Distinct and regular column bay rhythms are typical of the buildings along 1st Avenue. Over the years, the Hahn Building has been altered to obscure the original column rhythm. The proposed design helps to restore this design element to the site.

8 INN AT THE MARKET STREET - LEVEL TRANSPARENCY
The proposed design meets and exceeds the zoning requirement for transparent façade. This important feature is critical to successful retail and pedestrian engagement.
1. ARCHITECTURAL CONTEXT - FENESTRATION STUDY
1. ARCHITECTURAL CONTEXT - RELATIONSHIP WITH NEIGHBOR

- ELEVATION OF NEWMARK AND PROPOSED HOTEL
- PLAN VIEW OF NEWMARK AND PROPOSED HOTEL
- SECTION OF NEWMARK AND PROPOSED HOTEL

TRANSLUCENT GLASS
1. Architectural context - relationship with neighbor

Outline of 103 Pike Street

Loading dock

Exhaust vent
**1. PODIUM**

**BOARD GUIDANCE:**
1.a.ii. The Board’s comments pertaining to the structure’s podium were as follows:
- The Board voiced support for the two-story podium/base of Concept 3 because the podium related strongly to the historical scale and context, in addition to preserving the feel of the existing intersection. Board comments pertaining to the bay rhythm and modulation for this base were also positive.
- Overall the Board supported the location of the ground-level entries for each design concept and stated a strong preference for the chamfered corner entrance, as shown in Concept 1. The Board explained that the design of the corner entry should reinforce the streetscape characteristics (four-way plaza intersection) and the historical architectural attributes in the vicinity.

**RESPONSE:**
- The revised design maintains the two-story base at the corner of 1st Avenue and Pike Street in order to relate to the existing structures at the intersection. The massing of the base steps up to four stories on the east side of the building, thus responding in height and scale to the podium of the Newmark Condo Building. The main hotel entry is located between the massing elements. The bay rhythm and modulation from the previous EDG massing has been retained.
- The corner has been revised. The corner column has been removed and the corner has been chamfered for ease of pedestrian traffic and retail visibility.

**RELEVANT GUIDELINES:**

**B1** - Respond to the neighborhood context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

**B3** - Reinforce the positive urban form and architectural attributes of the immediate area.
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

**C4** - Reinforce building entries.
To promote pedestrian comfort, safety, and orientation, reinforce the building’s entry.
1. PODIUM

THE CORNER MARKET BUILDING

THE BRODERICK BUILDING

ZONING ENVELOPE OF NEIGHBOR

NEWMARK

THE ECONOMY MARKET BUILDING

THE CORNER MARKET BUILDING
1. PODIUM - NEIGHBORHOOD DESIGN ELEMENTS AND THEMES

1. OPEN FACADE / POROSITY
2. CONTINUOUS CANOPY COVERAGE
3. RECESSED SIDE ENTRIES
4. CORNER ENTRY
5. FENESTRATION PATTERNS
6. TRANSOM WINDOWS
7. COLUMN BAY RHYTHM
8. STREET-LEVEL TRANSPARENCY
1. PODIUM - NEIGHBORHOOD DESIGN ELEMENTS AND THEMES
1. PODIUM - GLAZING AT ALLEY

BOARD GUIDANCE:

1.a.ii. The Board requested that the ground-level retail space fenestration extend into the alley to provide some transparency and security at the alley entrance.

RESPONSE:

Windows have been added to the northeast corner at the alley. This allows eyes on the street and helps activate the pedestrian experience.

RELEVANT GUIDELINES:

A1 - Respond to the physical environment.
Develop an architectural concept and compose the building’s massing in response to conditions and patterns of urban form found beyond the immediate context of the site.

B1 - Respond to the neighborhood context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

B2 - Create a transition in bulk and scale.
Compose the massing of the building to create a transition to the height, bulk, and scale of development in neighboring or nearby less-intensive zones.

B3 - Reinforce the positive urban form and architectural attributes of the immediate area.
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

C4 - Reinforce building entries.
To promote pedestrian comfort, safety, and orientation, reinforce the building’s entry.
1. PODIUM - STREET-LEVEL SECTIONS

**EDG 1 MASSING - SECTION 1**

**EDG 2 REVISED MASSING - SECTION 1**

- GUESTROOMS
- PROPRY. LINE
- 15'-10" CURB TO PROPERTY LINE
- MIN. 18" MINIMUM SIDE WALK WIDTH SMC 23.49.022
- BETWEEN 10'-2½" SMC 23.49.008
- RETAIL
- BAR / RESTAURANT
- 1st AVE

- PROPRY. LINE
- 15'-10" CURB TO PROPERTY LINE
- MIN. 18" MINIMUM SIDE WALK WIDTH SMC 23.49.022
- BETWEEN 10'-2½" SMC 23.49.008
- RETAIL
- BAR / RESTAURANT
- 1st AVE
1. PODIUM - STREET-LEVEL SECTIONS

**EDG 2 REVISED MASSING - SECTION 2**

- **PIKE ST**
- **GUESTROOMS**
- **BETWEEN 9'-0"**
- **SMC 23-49.008**
- **MIN. 8'**
- **MINIMUM SIDE WALK WIDTH SMC 23-49.002**
- **PROPERTY LINE**
- **BAR / RESTAURANT**
- **RETAIL**
- **BOH**

**EDG 2 REVISED MASSING - SECTION 3**

- **PIKE ST**
- **GUESTROOMS**
- **BETWEEN 9'-0"**
- **SMC 23-49.008**
- **MIN. 8'**
- **MINIMUM SIDE WALK WIDTH SMC 23-49.002**
- **PROPERTY LINE**
- **BAR / RESTAURANT**
- **RETAIL**


**BOARD GUIDANCE:**

1.a.iii. The Board’s comments pertaining to the tower were as follows:
- The Board emphasized that the tower massing should set back form the podium on both streets (1st Avenue and Pike Street) and be designed to fade away to respect the existing Market context and preserve existing view corridors. Thus, the Board did not support the requested upper level setback departure as shown. Nor did the Board support the cantilevered tower on 1st Avenue for Concept 3. The Board offered the design team the option of continuing to explore a refined version of the concept 3 design (pivot option) or study/present a new tower massing to the Board at the next EDG meeting.

**RESPONSE:**

The tower has been completely redesigned. The pivot has been removed; without the cantilever over the base, it no longer had a visual impact. Voluntary setbacks have been introduced along 1st Avenue and on Pike Street.

**RELEVANT GUIDELINES:**

A1 - Respond to the physical environment.
Develop an architectural concept and compose the building’s massing in response to conditions and patterns of urban form found beyond the immediate context of the site.

A2 - Enhance the skyline.
Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing landmarks while responding to the skyline’s present and planned profile.

B1 - Respond to the neighborhood context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.

B2 - Create a transition in bulk and scale.
Compose the massing of the building to create a transition to the height, bulk, and scale of development in neighboring or nearby less-intensive zones.
EDG 1 MASSING

EDG 2 REVISED MASSING

1. TOWER

15' SETBACK
3' SETBACK
11' SETBACK
4' SETBACK

RELATES TO BUILDINGS AT INTERSECTION

ZONING ENVELOPE OF NEIGHBOR

ZONING ENVELOPE OF NEIGHBOR

6 DEGREE TOWER ROTATION

REVISED MASSING

33
2. COMMUNITY OUTREACH

BOARD GUIDANCE:

The Board concurred with public sentiments that design input from pertinent agencies and nonprofit organizations affiliated with the Pike Place Market (i.e. Friends of Pike Place Market, Pike Place Market Historical Commission, etc.) is important and should be considered by the Board. The Board directed the design team to contact those agencies and provide feedback for the Board’s consideration at the next EDG Meeting.

RESPONSE:

Prior to EDG1 and since EDG1, the ownership group has made an effort to reach out to the various neighborhood groups and stakeholders in the Pike Place Market community. In addition to in-person meetings, the project developer—Market View Place (MVP)—has continued to provide updated design information as it becomes available and has requested input and feedback. The following pages are documentation of ongoing community outreach efforts.

RELEVANT GUIDELINES:

A1 - Respond to the physical environment.
Develop an architectural concept and compose the building’s massing in response to conditions and patterns of urban form found beyond the immediate context of the site.

B1 - Respond to the neighborhood context.
Develop an architectural concept and compose the major building elements to reinforce desired urban features existing in the surrounding neighborhood.
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<th>NEIGHBORHOOD GROUP</th>
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<tbody>
<tr>
<td>JUNE 6, 2017</td>
<td>PIKE PLACE MARKET</td>
<td>Ben Franz-Knight</td>
<td>Listened to their concerns and desires. They were concerned about the glare of the building on the market—a problem they have had from the 1521 Apartment Building. They discussed their desire for a taxi drop-off due to the coming Seattle streetcar and inability for a taxi drop-off on 1st Avenue heading northbound.</td>
</tr>
<tr>
<td>JUNE 7, 2017</td>
<td>DEBBIE MUSCATEL 1430 1st AVE PARKING LOT</td>
<td>Debbie Muscatel</td>
<td>Discussed our development plans and desire to work together and make the development as harmless to their business as possible.</td>
</tr>
<tr>
<td>JUNE 8, 2017</td>
<td>SAMIS FOUNDATION</td>
<td>Adam Hasson, Jonas Jonsson, Marcus Jonsson, Gabriel Grant</td>
<td>We let him know of our hotel plans, the early massing, and that we wanted to open an initial dialogue. We asked if he had any questions or concerns. He was in support of our hotel and plans.</td>
</tr>
<tr>
<td>JUNE 17, 2017</td>
<td>NEWMARK HOA</td>
<td>Gerard Flower, Leigh Valentine, Hal Ferris</td>
<td>Provided massing diagrams to show what was allowed by current zoning. Shared our intended program and schedule for future development and discussions with the City regarding the impacts of the new streetcar on 1st Avenue and potential changes to Pike Street resulting from the City’s planning efforts. Discussed options that would reduce the impact during design and construction to the Newmark residents, including avoiding windows and decks that would face the Newmark, shielding the roof top deck to mitigate noise, and providing open and well-lit street protection during construction. Offered and agreed to maintain communication during design and construction.</td>
</tr>
<tr>
<td>JULY 10, 2017</td>
<td>WATERFRONT SEATTLE</td>
<td>Steve Pearce, Pike Pine Renaissance Board, Marcus Jonsson</td>
<td>Informed the Pike Pine Renaissance Board of our hotel development and our desire to complement their efforts by creating a building that improves the neighborhood. Not a formal presentation on our behalf.</td>
</tr>
<tr>
<td>SEP. 22, 2017</td>
<td>TURKISH DELIGHT</td>
<td>Denise Yavus, Semra Yavus, Lars Jonsson, Laurie Jonsson, Jonas Jonsson, Marcus Jonsson</td>
<td>The owners of Turkish Delight are in support of the project and design. We shared our design concept and massing with them. They felt it was a nice looking building, contextually fit into the market, and that a hotel would add value to the market through additional tourists.</td>
</tr>
<tr>
<td>OCT. 02, 2017</td>
<td>PIKE PLACE BREWERY</td>
<td>Charles &amp; Rose Ann Finkel, Lars Jonsson, Laurie Jonsson, Jonas Jonsson</td>
<td>Pike Place Brewery is in support of the proposed design. In particular, the improved transparency of the first floor, the contextual base, and the fenestration patterns of the windows. They felt a hotel would be a great addition to the community and would help improve safety and activation during evening hours.</td>
</tr>
</tbody>
</table>
### DATE | NEIGHBORHOOD GROUP | ATTENDEES | NOTES
--- | --- | --- | ---
OCT. 17, 2017 | BEECHER’S CHEESE, PIKE PLACE MARKET | Kurt Dammeier, Founder/Owner Bobbie Lindsay, MVP | He was pleased that a hotel was going up on the corner of 1st and Pike because of the additional visitors it would provide to the Pike Place Market. He also felt it would create a safer pedestrian environment.

OCT. 25, 2017 | TARGET | Kristen Arbeiter Brent Beebe, Pike Store Manager Bobbie Lindsay, MVP | Kirsten heads up Target’s real estate in Washington and Oregon. Kirsten and her store manager were both very positive about a hotel on the corner that would activate the area at night with a desirable crowd and perhaps reduce the amount of drug dealing going on in the alley and homeless loitering. They had concerns that SDOT will make it right-turn-only at Second Avenue because so many of their customers live in nearby neighborhoods to the north and 1st Avenue is being compromised with the trolleys. Perhaps the right-turn-only could be limited to rush hours Monday through Friday? They were also relieved that the alley will remain one-way to the north, as they have many trucks coming at all hours.

NOV. 14, 2017 | PIKE PLACE MARKET | John Turnbull Hal Ferris, MVP Matt Wiley, MVP | MVP presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings and tower design setback from the base.

Concerns:
- First floor use and synergy with the market.
- Potential glare from the building on the market.

Response:
- We have yet to determine our first-floor retail tenants, but we hope to have tenants that are both synergistic with the Pike Place Market and hotel above.
- During DRB and material selection we intend to limit the window glare seen from Pike Place Market.

NOV. 15, 2017 | PIKE PLACE HISTORIC PRESERVATION COMMISSION | Full Commission staffed by Heather McAuliffe. Approximately 50 people in attendance. Hal Ferris, MVP Matt Wiley, MVP | MVP presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings and tower design setback from the base. Answered questions and discussed loading dock and use in the alley, as well as guest load and unload. The commission stated their jurisdiction only extends to 1st Avenue, within the Pike Place Historic District.

Concerns:
- Sun shading
- Four corners of 1st and Pike should maintain a 2-4 story height
- Street loading on 1st and Pike (Chairperson of the Commission identified this is not a decision of MVP, but a decision of the City)
- Alley management

Response:
- Shared our sun shade study that confirmed that we do not shade the market
- We will coordinate with other neighbors regarding the alley use to minimize impact

NOV. 20, 2017 | OFFICE OF THE WATERFRONT | Tobin Thompson, ZGF Marshall Foster, City of Seattle Steve Pearce, Office of the Waterfront Deepa Sivarajan Triscoli, Envirosissues Jacqueline Gruber, DSA Brian McCarter, ZGF Kate Cole, Envirosissues Jonas Jonsson, MVP Hal Ferris, MVP Jenny Chapman, Ankrom Moisan | MVP and Ankrom Moisan presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings, and tower design setback from the base. Answered questions and discussed loading dock and use in the alley, as well as guest load and unload. Discussed and agreed continued coordination is needed for interface of Pike Street improvements with hotel development. Office of the Waterfront is in support of the current design direction.
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| NOV. 27, 2017 | WEST EDGE            | West Edge neighborhood members representing condominiums and businesses around the PPM. Approximately 70 people in attendance. Hal Ferris, MVP | MVP presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings, and tower design setback from the base. Answered questions and discussed loading dock and use in the alley, as well as guest load and unload. Linda Mitchel from the West Edge faxed a letter confirming that MVP presented to them and they would like to continue being informed as the project evolves. 50 people attended the meeting. Concerns:  
• Some individuals were concerned regarding the height  
• Four corners of 1st and Pike should have design continuity  
• Loading dock. Concern that additional use from the hotel and retail will create congestion  
• Potential to cast a shadow on the Pike Place Market  
• Sun shading  
• Concern around lack of parking  
Response:  
• We will coordinate with other neighbors regarding the alley use to minimize impact.  
• Shared our sun shade study that confirmed that we do not shade the market.  
• We have identified a number of adjacent parking structures that have ample parking to meet our needs. |
| DEC. 04, 2017 | PIKE PLACE PDA COMMITTEE | Rico Quirindongo, Chair  
Colleen Bowman, Vice Chair  
Jim Savitt  
Gloria Skouge  
David Ghoddousi  
Devin McComb  
Mark Brady  
Jonas Jonsson, MVP | MVP presented our design changes from EDG #1. The council appreciates our presentation and would like to stay updated with progress and relevant changes. |
| DEC. 06, 2017 | FRIENDS OF THE MARKET   | Sara Patton  
Joan & Ed Singleton  
Nick Setten  
Ernie Dornfield  
Hal Ferris, MVP | MVP presented the design changes from EDG #1, including setbacks on Pike, revised setback on 1st, strong base related to adjoining buildings, and tower design setback from the base. Answered questions and discussed loading dock and use in the alley, as well as guest load and unload. Invited the participants to the attend the next EDG meeting (scheduled for 2/6) and sent a copy of the presentation to Sara for distribution to those who could not attend. They did not take a strong stance in opposition or support. They felt the historic character should extend across the street to the east side of 1st Avenue. Mixed comments from members of the organization. Some members expressed concern over the height while other members supported the building and its height. A number of the attendees were familiar with the plans as they had already attended the Pike Place Historic Preservation Commission presentation.  
Concerns:  
• Loading dock  
• Street parking  
• Sun shading  
• Entrance to the market should be kept to lower height  
Response:  
• We will coordinate with other neighbors regarding the alley use  
• Shared our sun shade study that confirmed that we do not shade the market. |
| JAN 19, 2018 | ALL NEIGHBORHOOD GROUPS | MVP distributed the EDG 2 draft to all community groups previously contacted. |
3. Roof Amenity

Board Guidance:
The Board stated that the roof-level amenity area, inclusive of elevator overruns and rooftop equipment, should be a coherent composition and designed/considered as the 5th Facade due to its visibility to neighboring developments. The Board reviewed the preliminary roof terrace design illustrated in the design packet and supported the direction in which the conceptual design is headed. The Board requested to review design details (landscaping, hard-scape, screening, etc.) at the Recommendation meeting that further clarifies the roof terrace’s appearance and program.

Response:
The rooftop features include the elevator and stair overruns as well as a rooftop bar open to the public. The rooftop amenity has been designed to ensure privacy for the neighboring condo building. The outdoor area is divided by the overrun and bar into two distinct zones: active and quiet.

Relevant Guidelines:
A2 - Enhance the skyline. Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing landmarks while responding to the skyline’s present and planned profile.

B4 - Design a well-proportioned & Unified Building
Compose the massing and organize the interior and exterior space to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear in integral to the whole.

3. Roof Amenity

- Privacy Screen with Gate

- Elevator Overrun
  SMC 15.490.008.02.4

- Public / Active Zone

- Quiet Zone
LEVEL 1 - GROUND

LEVEL 2
LEVELS 3 & 4

LEVELS 5-13
RELEVANT DESIGN GUIDELINES

B1 RESPOND TO THE NEIGHBORHOOD CONTEXT
Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

B2 CREATE TRANSITION IN BULK AND SCALE
Compose the massing of the building to create a transition to the height, bulk, and scale of development in the neighboring or nearby less intensive zones.

B3 REINFORCE FORM AND CHARACTER
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

JUSTIFICATION
The current zoning is not ideal for the neighborhood context. The 15’ Setback along 1st Avenue above 65’ does not respond to the adjacent buildings at Pike Place Market. There is no required setback along Pike Street. With the Pike Street improvements, we believe a setback along Pike is important. We have added the following voluntary setbacks:
- Pike Street - voluntary 3’ setback above level two
- 1st Avenue - voluntary 11’ setback above level two
- Alley - voluntary 2’ setback above level two
In order to create a functioning floor plate, we are requesting additional area at the upper levels. In total, we are volunteering more developable area than we are requesting (see matrix). We believe the new massing better responds to the design guidelines.

CODE SUMMARY
UPPER LEVEL DEVELOPMENT STANDARDS
SMC 23.49.058
Above 65 feet, there is a continuous upper level setback requirement of 15 feet, measured from the street lot line across the street from the Pike Place Market Historical District.

REQUESTED DEPARTURE
A departure is requested to extend a portion of the building into the upper level setback along 1st Avenue.

AREA OF DEPARTURE

AREA OF VOLUNTARY SETBACK *

* INCLUDES VOLUNTARY 2’ ALLEY SETBACK ABOVE 26’
VIEW 1 VIEW LOOKING NORTH ON FIRST AVE, SHOWING ALLOWED ZONING ENVELOPE

VIEW 2 VIEW LOOKING NORTH ON FIRST AVE, SHOWING PROPOSED DESIGN WITH ZONING ENVELOPE DASHED IN
View 3: View looking south on First Ave, showing allowed zoning envelope.

View 4: View looking south on First Ave, showing proposed design with zoning envelope dashed in.
APPENDIX - CONTEXT ANALYSIS

ZONING AND OVERLAY DESIGNATIONS

The project site is located in the Downtown Mixed Commercial zone DMC-145, within the Commercial Core Urban Center Village. The Downtown Neighborhood Guidelines will apply to this project.

The project site is bordered by the DMC 240/290-440 zone to the northeast and southeast, and the PMM-85 to the west. The PMM-85 zone places additional zoning requirements for sites that border it.
KING COUNTY PARCEL NUMBER
197570-0540

ADDRESS
103 Pike Street, Seattle, WA 98101

ZONING CODE
Seattle Municipal Code, Title 23 Land Use Code

DESIGN GUIDELINES
City of Seattle Design Guidelines

ZONING CLASSIFICATION
DMC-145

URBAN VILLAGE: Commercial Core Urban Center Village

SITE AREA
Total Lot Area = 6,654 SF

STREET CLASSIFICATION
1st & Pike are both Principal Transit Streets
1st & Pike are both Class I Pedestrian Streets
1st & Pike are both Minor Arterials

FAR
BASE 5
MAX 8

PARKING
No Parking Requirement
The site is located along multiple bus routes and the downtown district’s designated bike lane. It will also have access to the future City Connector streetcar stop at Pike Market. The site is bordered by 1st Avenue to the west and Pike Street to the north. Both streets are minor arterials, providing the site access to the principal arterials.

*Per Seattle Arterial Classifications Planning Map
**Per SDOT Seattle Transit Master Plan
APPENDIX - CONTEXT ANALYSIS

SUN PATH

- 21 JUNE 2017: SUNRISE 5:12 AM, SUNSET 9:11 PM
- 22 DECEMBER 2017: SUNRISE 7:55 AM, SUNSET 4:21 PM

STREET CLASSIFICATION

- CLASS I PEDESTRIAN STREET
- CLASS II PEDESTRIAN STREET
- NEIGHBORHOOD GREEN STREET
APPENDIX - CONTEXT ANALYSIS

ZONING CODE SUMMARY

SMC 23.49.008 STRUCTURE HEIGHT DMC-145
145 ft. height limit

Height Limit Increases and Exemptions:
- Green roofs +2 ft.
- Defined appurtenances +4 ft.
- Stairs, elevators, HVAC +15 ft.
- Enclosed common recreation area +15 ft.
- Elevator overruns +23' +10"

SMC 23.49.009 STREET-LEVEL USE REQUIREMENTS

Uses allowed:
- General sales and services, entertainment uses, museums, public atriums, eating and drinking establishments, arts facilities

SMC 23.49.011 FLOOR AREA RATIO

Base FAR 5; Max FAR 8

FAR Exemptions:
- Street-level uses per Section 23.49.009 with a min. 13 ft. floor-to-floor height and 15 ft. depth
- Residential use
- Floor area below-grade
- 3.5 percent deduction in gross floor area calculation for mechanical equipment
- Mechanical equipment located on the roof of a structure

SMC 23.49.018 OVERHEAD WEATHER PROTECTION

- Required along the entire street frontage except façade located 5 feet from the street property line or separated from the sidewalk by a landscaped area
- Overhead weather protection must be a min. of 8 ft. in length, or extend to a line 2 ft. from the curb line—whichever is less.
- The lower edge of the overhead weather protection must be 10-15 ft. above the sidewalk.

SMC 23.49.019 PARKING / LOADING

- No parking requirement
- Alley access to parking and services required

SMC 23.49.022 MINIMUM SIDEWALK AND ALLEY WIDTH

- 1st Avenue required sidewalk width: 18'
- Pike Street required sidewalk width: 18'
- Required alley width 20' (2' dedication) SMC 23.53.030

SMC 23.49.024 VIEW CORRIDOR REQUIREMENTS

- There is no view corridor requirement along Pike Street or 1st Avenue at the location of the site

SMC 23.49.056 STREET FAÇADE AND SETBACK REQUIREMENT

Setback limits:
- Elevations 15-35 ft. above-grade have a max setback of 10 ft., given that the total area of a façade that is set back more than 2 ft. from the street lot line shall not exceed 40 percent of the total façade 15-35 ft. above-grade.
- Setbacks deeper than 2 ft. should not be more than 20 ft. in length, measured parallel to the street lot line.

Façade Height Requirements:
- Class I Pedestrian Streets 25 ft.

TRANSPARENCY AND BLANK FAÇADE LIMITS:

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<tr>
<th>Total Blank Façade Limit</th>
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<tr>
<td>Width Limit of Blank Façade</td>
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<td>Façade Transparency Requirement</td>
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SMC 23.49.058 UPPER-LEVEL DEVELOPMENT STANDARDS

- There is no modulation requirement up to 85 ft. elevation.
- Between 86-160 ft., there is a 155-ft. length of maximum unmodulated façade within 15 ft. of street lot line.
- Above 65 ft., there is a continuous upper-level setback requirement of 15 ft., measured from the street lot line across the street from the Pike Place Market Historical District.

SMC 23.54.035 LOADING BERTH REQUIREMENTS

- The minimum number of off-street loading berths required is 2 (Table A)
- Loading berths should be 10 ft. in width with a 14-ft. vertical clearance and a minimum of 35 ft. in length
APPENDIX - CONTEXT ANALYSIS

VIEWS AND ORIENTATION

LEVEL 14

LEVEL 10

LEVEL 4

PIKE STREET

1ST AVENUE

MARKET / WATERFRONT VIEWS

SOUTH

SOUTHWEST

WEST

NORTHWEST

Market / waterfront views
APPENDIX - CONTEXT ANALYSIS

HOTEL COMPARISON

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<tr>
<th>Hotel</th>
<th>Floors</th>
<th>Keys</th>
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PROPOSED HOTEL
14 FLOORS, 140-160 KEYS
APPENDIX - CONTEXT ANALYSIS

ADJACENT BUILDING HEIGHTS

1. NEWMARK TOWER, 260’
2. FUTURE HOTEL, 90’ SUBSTANTIAL ALTERATION TO AN EXISTING LANDMARK STRUCTURE
3. 1521 2ND AVENUE CONDOMINIUM, 400’
4. FUTURE OFFICE, 240’ (1516 2ND AVE) MUP 3019673
5. FUTURE RESIDENTIAL, 400’ (2ND & PINE) MUP 3014773
6. FUTURE RESIDENTIAL, 400’ (2ND & STEWART) MUP 3016702
7. FUTURE HOTEL/RESIDENTIAL, 212’ (1931 2ND AVE) MUP 3007606
8. CENTURY SQUARE, 380’
9. FUTURE RESIDENTIAL, 400’ (2ND & PIKE) MUP 3009156
10. RAINIER SQUARE REDEVELOPMENT, 846’ MUP 3017644
11. RUSSELL INVESTMENTS CENTER, 597’
12. SEATTLE ART MUSEUM, 225’
13. 1201 3RD AVE, 772’
14. FUTURE OFFICE, 527’ (1201 2ND AVE) MUP 3019177
15. HARBOR STEPS TOWER, 240’
16. FOUR SEASONS HOTEL AND RESIDENCES, 240’
17. 98 UNION ST CONDOMINIUMS, 158’
18. THE THOMPSON HOTEL, 125’
Pike Street is one of Seattle's most iconic streets. It connects major commercial and public spaces from the waterfront to Capitol Hill's Pike Corridor. The project site is adjacent to the Pike Place Market, allowing it to become a prominent gateway to Pike Street.

1st Avenue is a major connector for important Seattle Landmark Neighborhoods. It connects Belltown, Pike Place Market, Pioneer Square, and the Stadium District.
The surrounding sites offer a mixture of commercial and residential experiences at the height of the downtown commercial core. The site is also very close to Seattle highlights, such as Pike Place Market, the Seattle Art Museum, and Benaroya Performance Hall. There are a number of future developments planned in this area that will bring additional residential, hotel, and office uses.
COMMUNITY NODES AND STRUCTURES

Our site lies at the entrance to Pike Place Market, one of the most important public spaces in the country. It is also part of the downtown high-rise core.
APPENDIX - CONTEXT ANALYSIS

09 EITEL BUILDING
10 MELBOURNE TOWER
11 2ND & PIKE
12 TARGET

09 EITEL BUILDING
7 FLOORS / HOTEL LANDMARK

10 MELBOURNE TOWER
10 FLOORS / OFFICE

11 2ND & PIKE
MUP #3009156 38 FLOORS / RESIDENTIAL / RETAIL

12 TARGET
3 FLOORS / RETAIL

13 NEWMARK CONDOS
14 MANN BUILDING
15 1400 2ND AVENUE GARAGE
16 BENAROYA HALL

13 NEWMARK CONDOS
24 FLOORS / RESIDENTIAL

14 MANN BUILDING
3 FLOORS / RETAIL

15 1400 2ND AVENUE GARAGE
10 FLOORS / PARKING

16 BENAROYA HALL
2,500 SEATS / PERFORMANCE HALL
STREETSCAPES

01 1ST AVENUE, FACING NORTHEAST

APPENDIX - CONTEXT ANALYSIS

1st and PIKE | PROJECT #3028428
EARLY DESIGN GUIDANCE 2
02 1ST AVENUE, FACING SOUTHWEST

APPENDIX - CONTEXT ANALYSIS

1ST AVENUE, FACING SOUTHWEST

SITE
UNION STREET
PIKE STREET
UNION STREET
PIKE STREET

250'
200'
100'
50'

21-STORY HOTEL
12-STORY RETAIL
5-STORY RETAIL / RESIDENTIAL
2-STORY RETAIL
2-STORY RETAIL

APPENDIX - CONTEXT ANALYSIS

1ST & PIKE | PROJECT #3028428
EARLY DESIGN GUIDANCE 2
CONCEPT OVERVIEW

The preferred massing option is based on the concept of the pivot. We believe that the building must respond to two primary contextual cues: the Pike Place Market and the Seattle Skyline. In the preferred option, a two-story base references the neighboring buildings at the corner of 1st and Pike. A highly open façade will connect the building with the street and corner activity. The tower is rotated to reduce glare on the market, take advantage of the views, and create a slim profile in the skyline.

Massing Concept 3 combines the best features of Concepts 1 and 2. The two-story base of the building matches the pattern and scale of existing retail in the neighborhood. The expressed height of the base matches the existing buildings along the east side of 1st Avenue.

The rotation of the tower allows for a setback along Pike Street. The tower configuration allows for windows at the Southwest corner to activate the façade that is seen from 1st Ave (looking North). Concept 3 is the only option that allows for this.
CONCEPT INSPIRATION

TOWER IS INSPIRED BY STEEL AND GLASS PIVOT WINDOWS FOUND THROUGHOUT THE MARKET.

BASE REFLECTS THE CHARACTER AND PROPORTIONS OF THE MARKET.
APPENDIX - PREFERRED OPTION EDG 1

SITE
PIKE street
PIKE street
2nd AVENUE
2nd AVENUE
1st AVENUE
1st AVENUE

HOTEL KEYS
RESID. AMENITY
RETAIL
MECH.

106'-3"
17'-4"
13'
14'
10'
9'-6"
144'-10"
15'
30'-4"
10'
4'

MAX HEIGHT 145'-0"

APPENDIX - PREFERRED OPTION EDG 1

1st and PIKE | PROJECT #3028428
EARLY DESIGN GUIDANCE 2

76
SITE

1st AVENUE

2nd AVENUE

APPENDIX - PREFERRED OPTION EDG 1

10'

9'-8"

30'-4"

15'

30'-4"

14'

13'

14'

10'

10'

9'-6"

9'-6"

144'-10"

145'-0"

MAX

RETAIL

MECH.

HOTEL KEYS

RESID. AMENITY

60'

43'-3"

19'-4"

43'-9"

60'

43'-8"

43'-0"

43'-9"

43'-9"

43'-9"

43'-9"

43'-9"

43'-9"
**APPENDIX - DEPARTURE REQUEST EDG 1**

**CODE SUMMARY**

**UPPER LEVEL DEVELOPMENT STANDARDS**
SMC 23.49.058

Above 65 ft., there is a continuous upper level setback requirement of 15 ft., measured from the street lot line across the street from the Pike Place Market Historical District.

**REQUESTED DEPARTURE**

A departure is requested to extend a portion of the building into the upper level setback along 1st Avenue.

**ZONING ENVELOPE**

Area of departure on floors 6-14.

**JUSTIFICATION**

The current zoning is not ideal for the neighborhood context. The 65-ft. setback does not respond to the adjacent buildings in Pike Place Market, and there is no required setback along Pike Street. With the Pike Street improvements, we believe a setback along Pike is important. We have turned the tower to allow for a voluntary Pike Street setback and have added a voluntary setback along 1st Avenue.

In order to create a functioning floor plate, we are requesting additional area at the upper level. In total, we are volunteering more developable area than we are requesting. We believe the new massing better responds to the design guidelines.

**RELEVANT DESIGN GUIDELINES**

- **B1 RESPOND TO THE NEIGHBORHOOD CONTEXT**
  Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

- **B2 CREATE TRANSITION IN BULK AND SCALE**
  Compose the massing of the building to create a transition to the height, bulk, and scale of development in the neighboring or nearby less intensive zones.

- **B3 REINFORCE FORM AND CHARACTER**
  Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

**AREA OF REQUESTED DEPARTURE**

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**AREA OF VOLUNTARY SETBACK**

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**AREA OF VOLUNTARY SETBACK**

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1st and PIKE | PROJECT #3028428
EARLY DESIGN GUIDANCE 2
Upper Level Development Standards
SMC 23.49.058
Above 65 ft., there is a continuous upper level setback requirement of 15 ft., measured from the street lot line across the street from the Pike Place Market Historical District.

Requested Departure
A departure is requested to extend a portion of the building into the upper level setback along 1st Avenue.

Code Summary
Upper Level Development Standards
SMC 23.49.058

Relevant Design Guidelines

B1 Respond to the Neighborhood Context
Develop an architectural concept and compose the major building elements to reinforce desirable urban features existing in the surrounding neighborhood.

B2 Create Transition in Bulk and Scale
Compose the massing of the building to create a transition to the height, bulk, and scale of development in the neighboring or nearby less intensive zones.

B3 Reinforce Form and Character
Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

Area of departure on floors 6-14.

Area of requested departure

Area of voluntary setback

Justification
The current zoning is not ideal for the neighborhood context. The 65-ft. setback does not respond the adjacent buildings at Pike Place Market, and there is no required setback along Pike Street. With the Pike Street improvements, we believe a setback along Pike is important. We have turned the tower to allow for a voluntary Pike Street setback and added a voluntary setback along 1st Avenue.

In order to create a functioning floor plate, we are requesting additional area at the upper level. In total, we are volunteering more developable area than we are requesting. We believe the new massing better responds to the design guidelines.