

ANNOTATED DESIGN PROPOSAL - STREET LEVEL



EARLY DESIGN GUIDANCE RESPONSES

A. MASSING OPTIONS & ARCHITECTURAL CONCEPT

- a) Noting the project site is both a corner lot and a small lot, the Board directed the applicant to design a simple, elegant building.
- b) Recognizing the future building will have three highly visible facades, the Board directed the applicant to develop the design of all facades and provide more information on the design concept and intent.
- c) The board commended the applicant's context and datum line study. Questioning if the building's datum lines and bay proportions should match the adjacent context, the Board ultimately gave guidance to develop an individual expression for the building, differentiated from the rest of the block. The Board directed the applicant to thoughtfully develop a distinct yet compatible building. At the next meeting, provide a clear parti and unique design concept that is well resolved.

Response:

The proposed design is a result of the team's careful study and consideration of the proportion and scale of the site and neighboring buildings. The resulting architectural expression is one with strong geometry and quiet restraint in materiality and façade organization. The design team followed the board's guidance to develop an individual expression for the building, as forcing relationships with the adjacent buildings would create an overly complicated, potentially contrived façade expression for a simple site. The rigorous organization and distribution of the structural bays reflect the rhythm and scale of the multifamily uses in the neighborhood, while the vertically-unified building materials that rises from ground to sky establishes its own unique expression. The design takes advantage of the dynamic nature of the neighboring court by creating window opportunities, and is exploring a mural for what could otherwise be a visually static façade.



▲ The rigorous, equal distribution of the structural bays reflects the rhythm and scale of the existing neighborhood streetscape.

The neighboring court provides an opportunity for windows and a canvas for a dynamic art installation to activate the facade and add interest to the courtyard. ▼

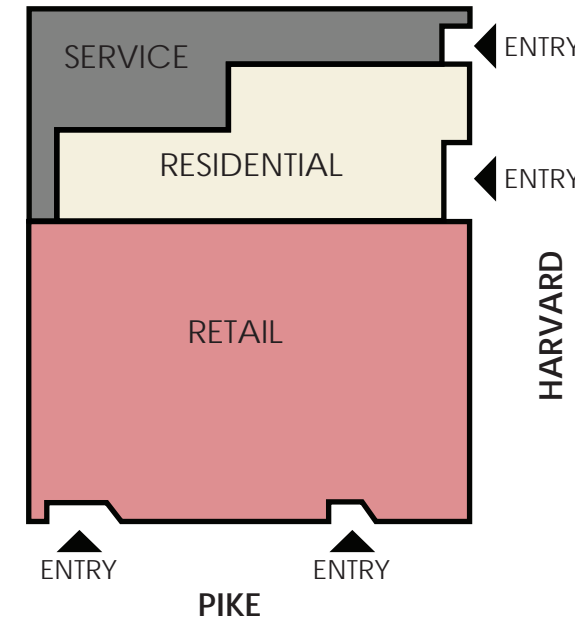


B. ENTRY & STREET LEVEL INTERACTION

- Related to the datum line expressions, the Board discussed the location of uses and entries. The board supported the retail facing Pike St since the location has the potential to provide street level interaction. The board also supported residential and services uses off Harvard Ave which fit with the existing pattern found in the neighborhood.

Response:

The same entry patterns and use locations presented at the Early Design Guidance meeting remain. Retail entries along Pike are spaced and recessed in a way that reflects the existing conditions in the neighborhood, but also allows the upper level massing to continue down to street level and unify the building. The residential entry is along Harvard, and established with a material change on the building façade to provide interest and texture. Service and secondary entries are located at the ends of the building façade, and minimized to allow for maximum transparency and visual reciprocity between the retail spaces and public realm.



▲ Along Pike the columns and retail entries reflect the rhythm elsewhere in the neighborhood.

Along Harvard, the residential entry is designated by a warm, wood composite panel and signage. Bike storage provides an active use at the remainder of the residential street frontage. Service uses are pushed as far North as possible to maximize the overall street level transparency and visual reciprocity between the public and private realm at the prominent corner. ▼



RETAIL

RESIDENTIAL ENTRY

SERVICE ENTRY

EARLY DESIGN GUIDANCE RESPONSES

C. ARCHITECTURAL CONCEPT & MATERIALS

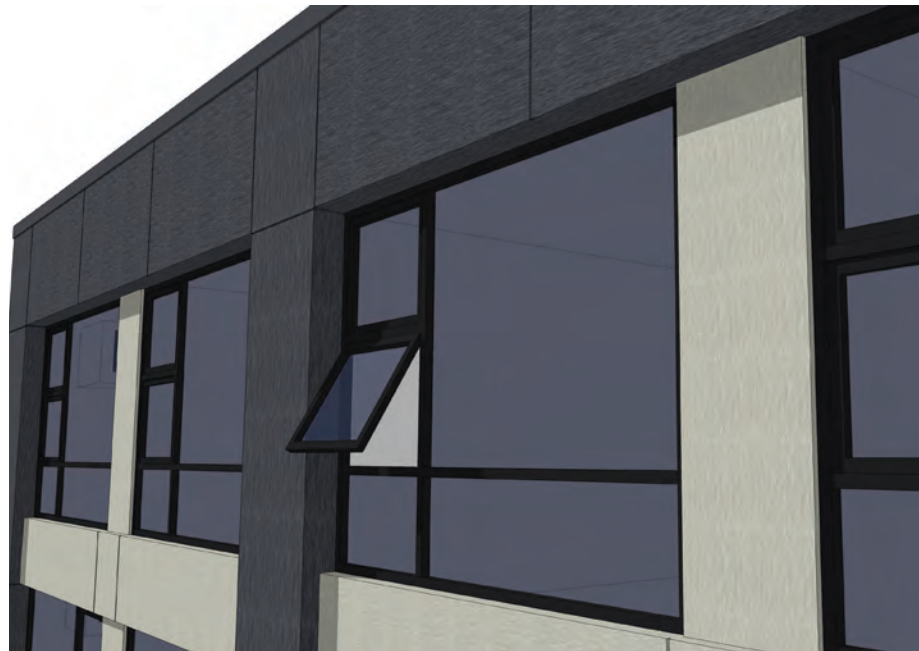
- Acknowledging the visibility of the site, the Board stressed the importance of high quality materials. The design should include thoughtful detailing and texture, related to an overall unique architectural concept.

Response:

The current inventory of buildings lack a simple clarity and by contrasting with that condition the concept implements the boards guidance of a "simple and unique expression". The rigorous frame with simple changes of depth at specific hierarchies (windows, spandrels) allows for the robust simplicity and visual interest being achieved through shade, shadow and relief of the planar shifts.

The design team explored various high quality cladding options for the street facing facades. A major driver for the cladding choice was to use a material that could unify the façade and address the concerns the board and some members of the public had for an overly complicated "base -middle- top expression often employed. Ultimately the design team concluded that a high quality metal panel system with clean detailing provided the best opportunity to create a durable, simple and timeless architectural expression.

The eastern façade employs an accent of composite wood panel to celebrate and visually acknowledge the residential entry. Overall, the simple geometry of the frame element, layering of the window patterns and modest relief create architecturally coherent, graceful facades that are simple and restrained, while providing visual interest and dynamic.



◀ The layering of the primary columns, spandrels, and glazing add a dynamic quality through shadow and relief to the rigorous grid facades.

The street facing facades, and the portion of the West Facade open to the adjacent courtyard are clad in a composite metal siding, in response to the board's guidance for high quality, durable materials. The composite metal panel also is conducive to clean, simple detailing; another of the board's request. The material has been used successfully on other projects in the neighborhood. ▼



The site's relatively small size compared to larger adjacent projects created an opportunity for a simple, unique expression. The design achieves this with an overall facade rhythm and glazing patterns that reflect adjacent structures. The building's single, unified facade from ground to sky stands in juxtaposition to the "top-middle-base" organization prevalent in the neighborhood and gives the building it's own distinct expression. ▶

UNIFIED BUILDING EXPRESSION



D. REQUESTED DEPARTURES

- The Board indicated unanimous early support for the departure given that the proposed design will allow for more street level transparency and interaction that maintains the rhythm of the neighborhood streetscape. The resulting design response will also be compatible with the adjacent developments, both of which are preserving portions of the character structures and subsequently gaining an additional 10 feet in height.

Response:

See Page 30 for additional information on the requested departure.



EDG PREFERRED SCHEME

RECOMMENDATION 1A

Cognizant of the applicant's approach to display the repetition of interior uses on the outside, the Board unanimously supported the asymmetrical bays. As part of moving the design forward, the Board would like to see a more playful and intentional approach to designing the facade; design the bays to provide a cohesive and unified architectural concept.

APPLICANT RESPONSE

A more lively layout of the projected bays adds character to the building while expressing the corner and demarcating the entry.



PROPOSED SCHEME



ALTERNATE SCHEME

The above scheme is one of several massing options explored while responding to the Board's request for more playful and intentional massing.



RECOMMENDATION 1B

On the east facade, the Board suggested further study of the notch/seam expression to communicate a cohesive architectural concept. As currently shown, the vertical slot signifies an entry.

APPLICANT RESPONSE

The notch on the east elevation is now visually integrated with the storefront windows, wrapping the corner towards the entry.

The notch works in unison with the corner bay, larger storefront windows, a feature canopy, landscaping, and street furniture to highlight the corner.



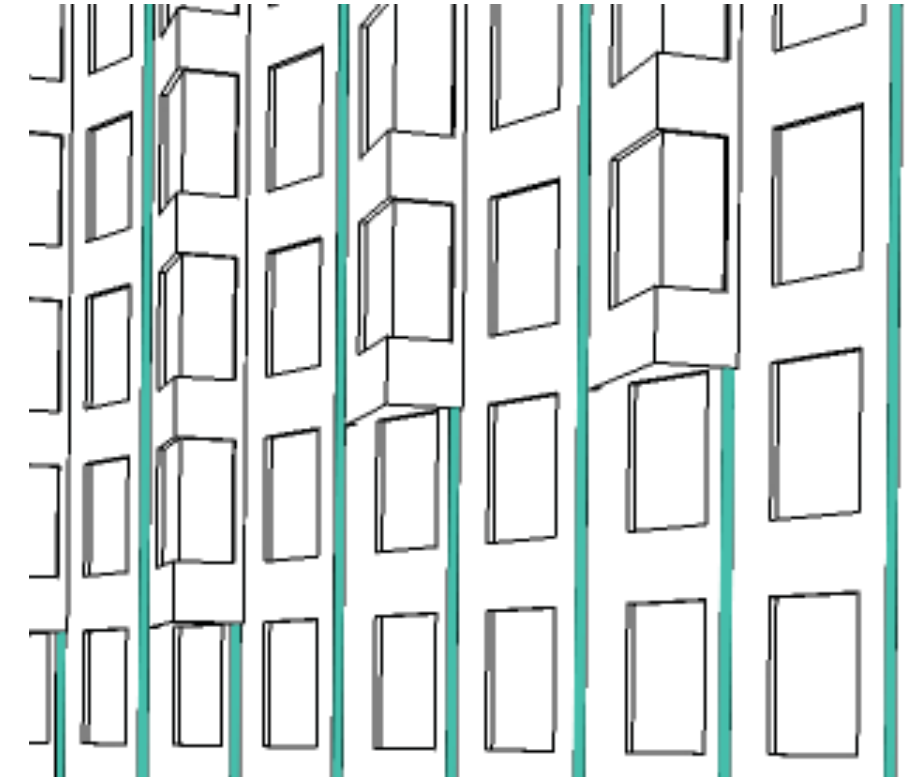
RECOMMENDATION 1C

The board strongly urged the applicant to use material detailing and color to convey the particular type of boutique hotel.

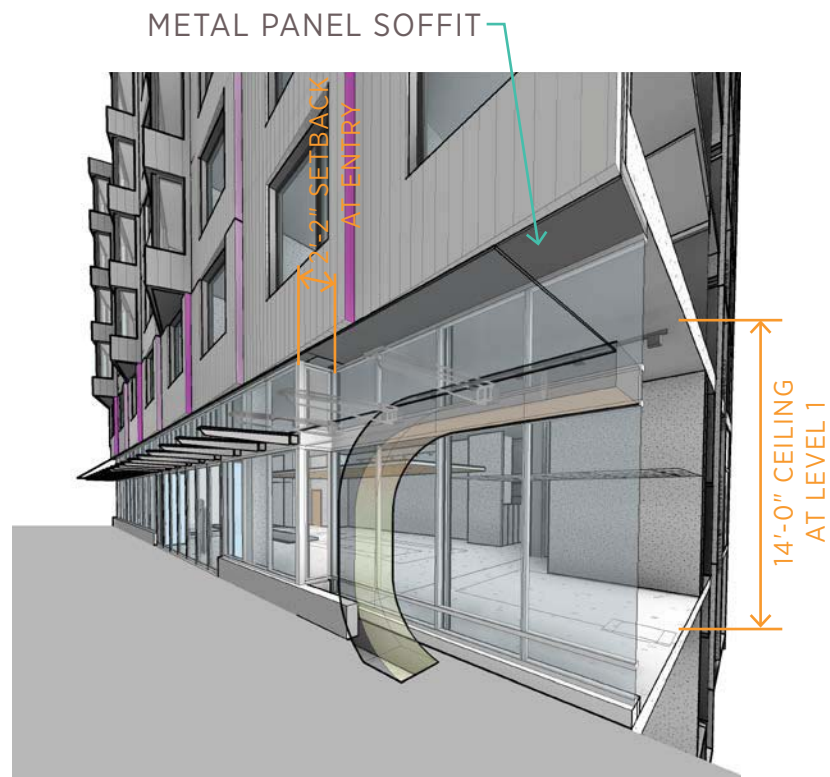
APPLICANT RESPONSE

An open and glassy ground floor with metal panel cladding on the upper levels indicate the modern-industrial character of the hotel Brand.

Color highlights create a charismatic building identity corresponding to the hotel's branding character. The highlights are integrated subtly into panel returns and window heads.



LED lighting will accentuate the vertical color-highlights at night, differentiating the hotel and restaurant from neighboring office buildings.

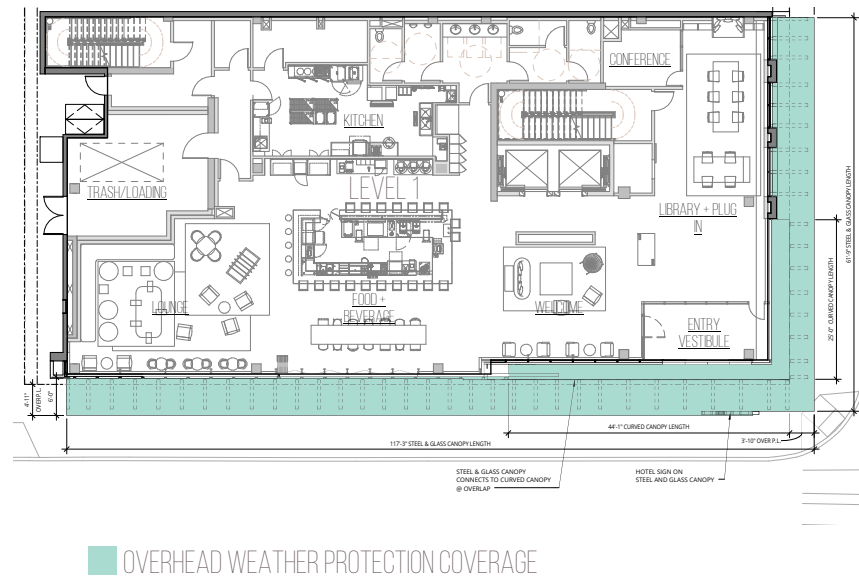


RECOMMENDATION 2A

The Board supported the 15' ground floor height and setback and recommend further study of the relationship between the setback and massing above. A setback at the restaurant location could also be studied further to allow for more spillover sidewalk space.

APPLICANT RESPONSE

The ground floor height and setback have been maintained. The soffit material above the setback will match the metal wall panels, giving the building the effect of floating above a glass base.



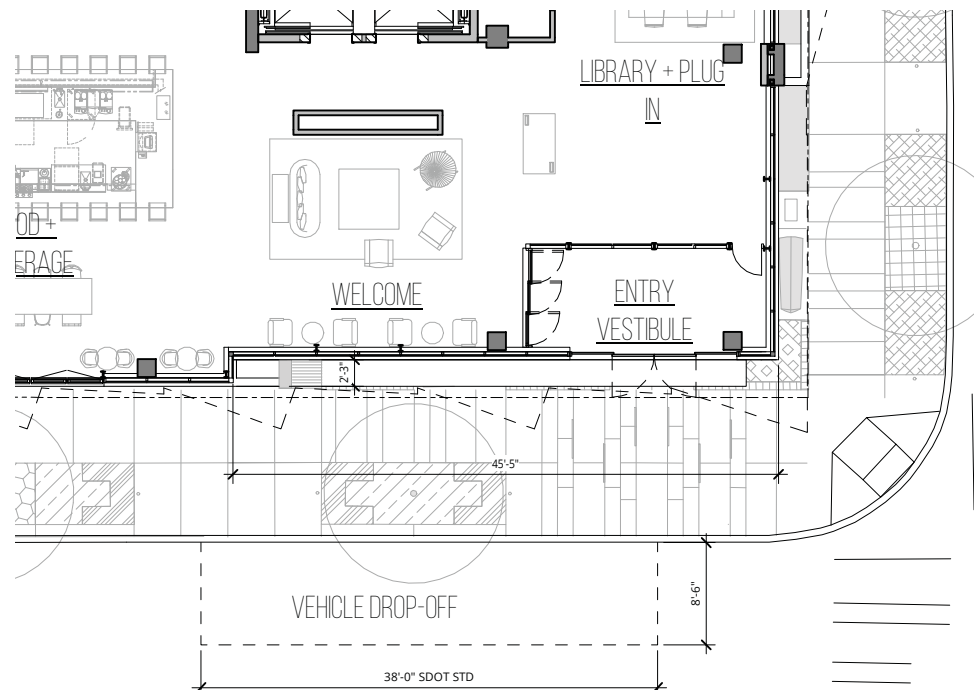
RECOMMENDATION 2B

The Board unanimously supported the continuous overhead canopy.

APPLICANT RESPONSE

A continuous canopy has been maintained.

EDG RESPONSE BOARD GUIDANCE - ENTRY

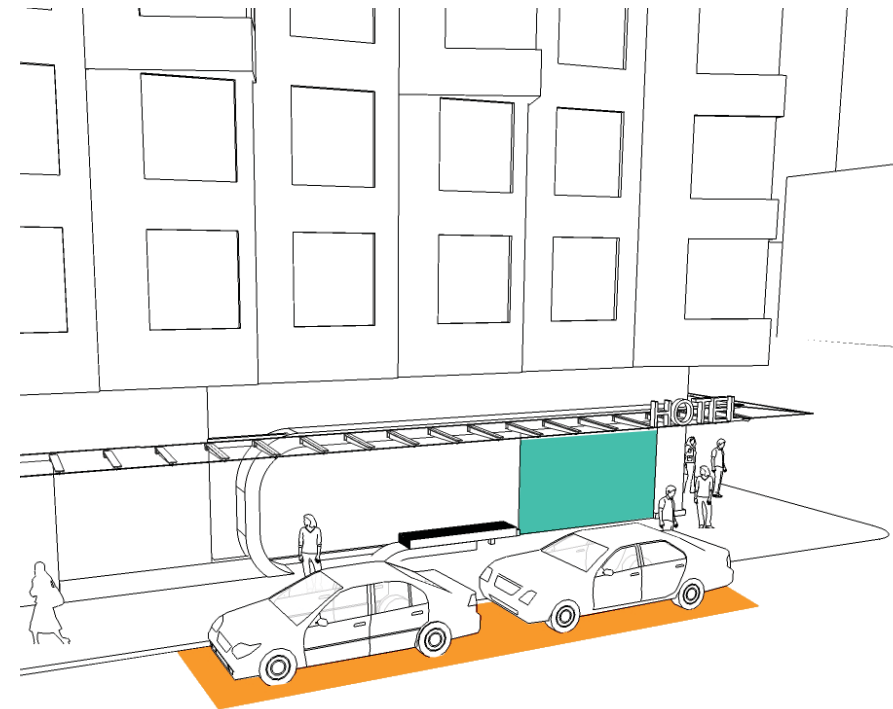


RECOMMENDATION 3A

For the hotel, the entry is a node of activity. The Board supported the at grade planting and street furniture near the entry which recognizes this node of activity.

APPLICANT RESPONSE

Plantings and street furniture near the entry has been maintained.



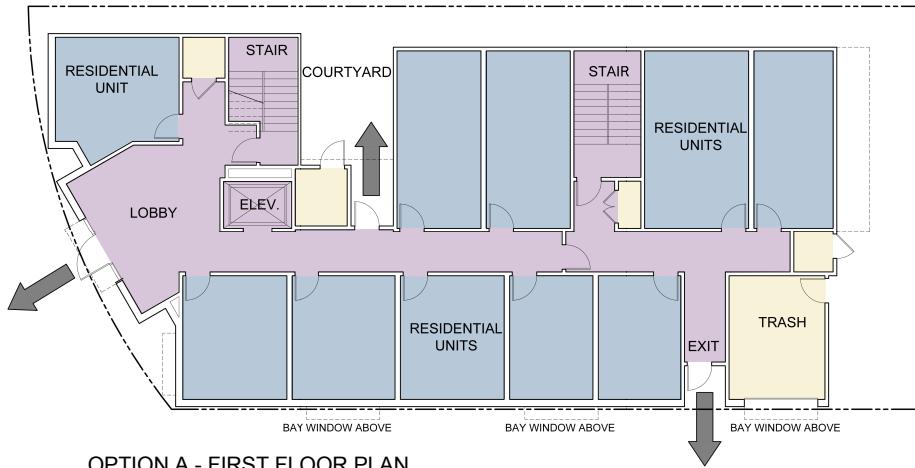
RECOMMENDATION 3B

The Board recommended studying the entry and taxi drop off relationship to accommodate both uses and circulation.

APPLICANT RESPONSE

The taxi drop off location will be located curbside, near the hotel entry. The entry is located to one side of the drop off zone, meaning that passengers unloading will not conflict with circulation around the door.

FIRST EDG MEETING: JULY 11, 2012



OPTION A - FIRST FLOOR PLAN



EDG - OPTION A

DESIGN FEATURES

The design includes 45 individual residential units with storage for 12 bicycles. A primary entry facing the corner of the intersections of 22nd Ave. and E. Olive St. A courtyard facing north and a roof deck with views to the west.

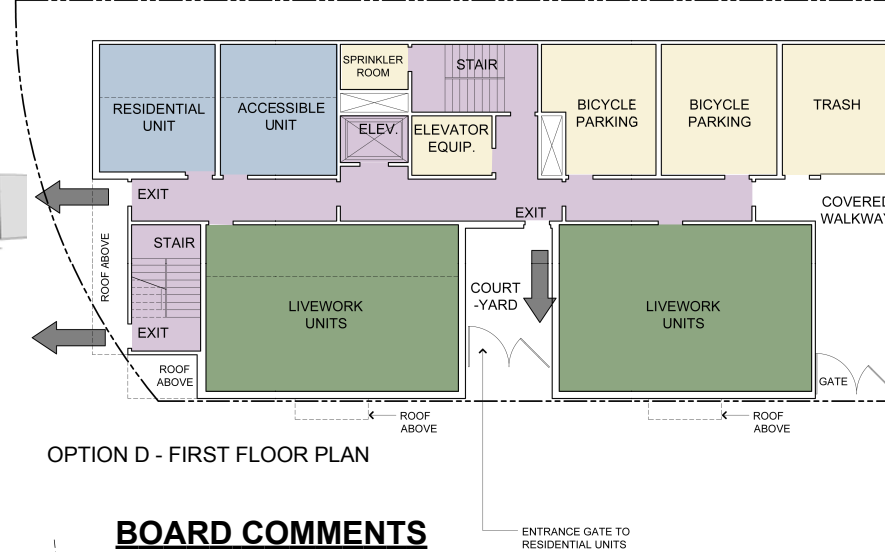
BOARD COMMENTS

Street level residential units: The board was concerned with there being a lack of separation between the sidewalk and the residential units because of noise and the amount of pedestrian and vehicle traffic. The board suggested that we possibly convert the units along E. Olive St. to live-work or commercial units to encourage more pedestrian activity.

Massing: The board as well as the public were concerned that the courtyard, while private, did not provide enough space and would not receive enough sunlight to be an active and usable space. It was suggested that we relocate the courtyard to the southern side of the building to provide a better residential entry, more modulation to the E. Olive St. facade and allow more natural light into the space.

Parking: The board and the community were also concerned about the lack of parking for the large number of tenants who will be moving into the building. Our design included an internal bicycle storage room with room for up to 12 bicycles. The board was interested in us increasing the size of this room to allow more bicycles to be stored and to make the entry more accessible for residents entering. The board was also concerned with the security of the space. A more secure room would encourage more residents to store their bicycles.

SECOND EDG MEETING: AUGUST 15, 2012



OPTION D - FIRST FLOOR PLAN



EDG - OPTION D

DESIGN FEATURES

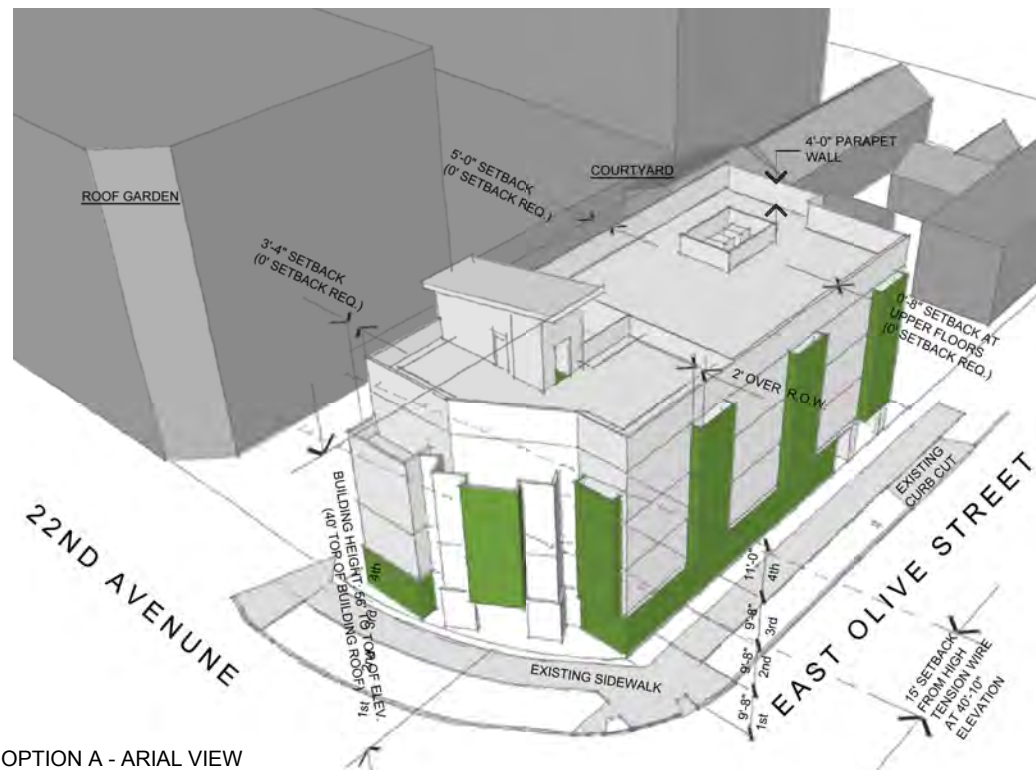
The design includes 38 individual residential units, 2 livework units, and storage for 38 bicycles. A primary entry and courtyard facing E. Olive St. A covered walkway to allow for secure access to the bicycle parking and screening for the refuse/ recycling storage and roof deck with views to the west.

BOARD COMMENTS

Live-work space: The board appreciated the transparency proposed on E. Olive St. but was concerned that the live-work/commercial spaces were hidden from 22nd St. and suggested that we continue the transparency, landscaping, and signage around the corner to create better sight lines and visibility to these spaces. The board also suggested that we convert the residential units located on 22nd Ave. to commercial to provide a more consistent base. The board was also concerned with the volume and depth of the proposed live-work spaces and suggested that we further increase our height design departure from 4' to 7' to allow for a better designed more successful commercial space. The board was also concerned with hiding the residential portion of the live-work spaces and suggested again that we maximize the height and depth of this space for more useability.

Massing/Relocated stair tower: The board appreciated the relocation of the courtyard and the primary entry to the south side of the building but now wanted us to now take advantage of the visibility of the southwest corner by adding more transparency and again, providing more visibility to the commercial spaces. The board suggested that we design the base building to hold more visual weight sighting several examples of where that weight is interrupted. They believed that the design of the corner interrupted the continuity of the design of the base of the building and suggested that we design the stair tower to better relate to the design as a whole and the neighborhood context.

Parking/Flex space: The board appreciated our use of this space as a secondary entry but wanted us to consider adding better lighting and more visual interest to this area for a more consistent design. The board also suggested that we combine the bicycle entry and the main entry to provide and minimize the width of the trash collection area.



OPTION A - ARIAL VIEW



OPTION D - ARIAL VIEW

MASSING

Stair Tower: In response to the boards suggestions to take advantage of the high visibility of the building corner at 22nd Ave. and E. Olive St., we proposed a design which includes a large glass stair tower. This element provides a more unique look to the massing of the building making it appear less bulky as well as providing a secondary exit to the roof deck above. The transparency creates a better more consistent design flow around the base building which will draw pedestrian traffic from the commercial space on 22nd Ave around to the commercial spaces located on E. Olive St. The tower also allows for a smooth transition of materials from brick and paneling to glass and provides more interest to the modulation of the building. The modern look of the tower is designed to relate to the existing commercial and mixed use context of the neighborhood as well as relating to the new development on 22nd Ave. We believe that by including this tower into our design will allow our building to better relate with its surroundings.



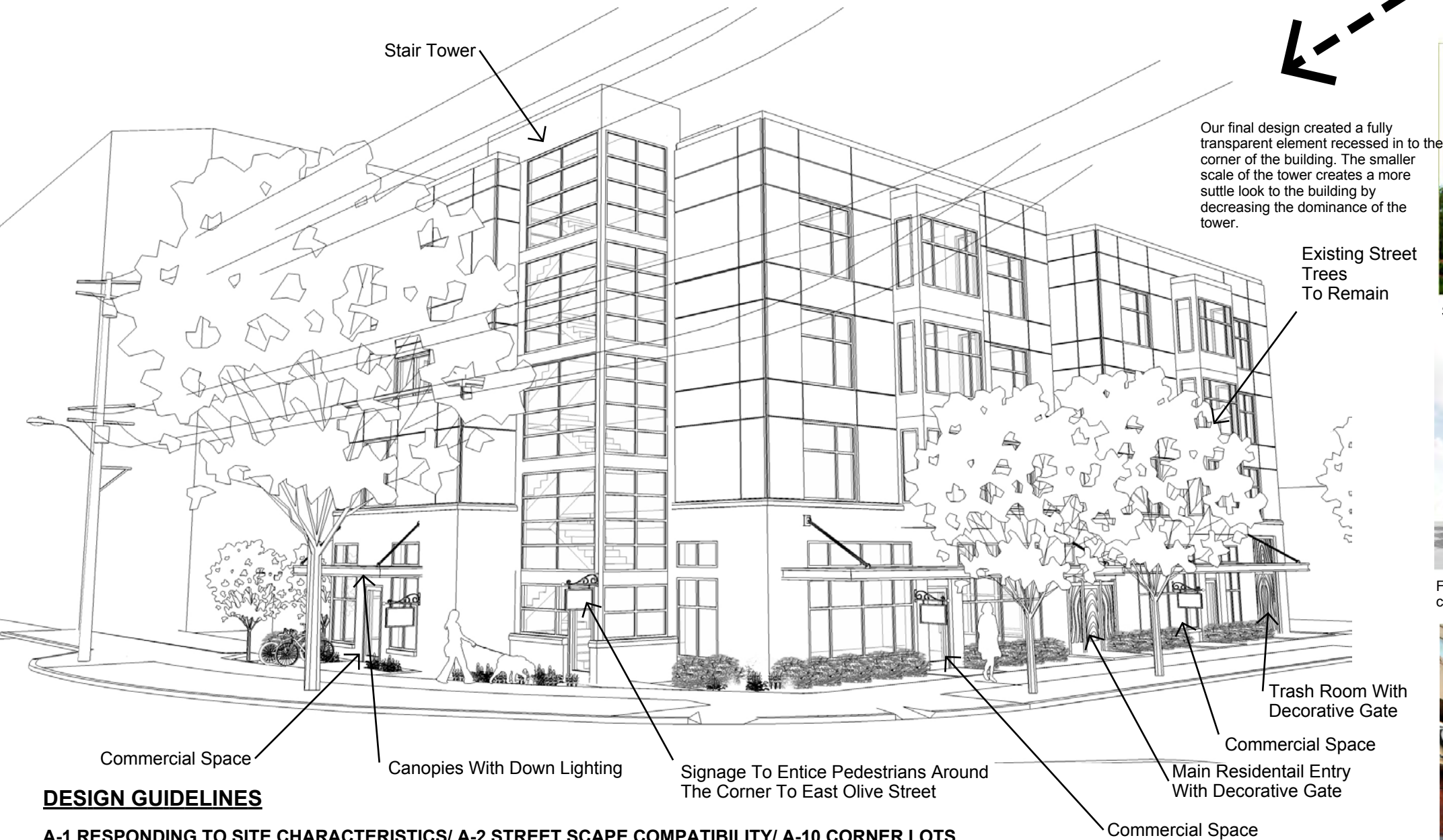
Stair Tower design from second meeting

The preliminary design for our stair tower gave the appearance that it was recessed into the building being set back from the Olive St. facade and having a large overhang at the roof level. We added small windows and a storefront on the corner to help the stair blend into the rest of the building design. However the board suggested that we take advantage of the high visibility of this corner and create a more dominant element with more transparency.



Stair Tower design pre MUP

For our second attempt at design of the stair tower we chose to take a more modern approach. The initial idea was to use large sheets of poly carbonate lit from the rear with signage imprinted into the material and continue the brick base around the corner of the building to create a more dominant element. The land use official suggested we continue developing this idea but change our approach. They felt that our design did not help the overall look of the building and created too much blank space at the street level.



Our final design created a fully transparent element recessed in to the corner of the building. The smaller scale of the tower creates a more subtle look to the building by decreasing the dominance of the tower.

DESIGN GUIDELINES

A-1 RESPONDING TO SITE CHARACTERISTICS/ A-2 STREET SCAPE COMPATIBILITY/ A-10 CORNER LOTS

The site is located on a prominent corner between two busy streets. By placing the stair tower at the corner we were able to uniquely modulate our building to contrast the roundness of the street corner and property line. We designed our building to draw pedestrian traffic from 22nd to Olive Street and vice versa by using signage clear sight lines and landscaping. Locating the main entry away from the corner provides a more secure and private entrance.



Stair Tower Design Inspiration



Stair Tower Design Inspiration



Future neighboring development with prominent corner



Neighboring development with prominent corner







Future neighboring development with prominent corner

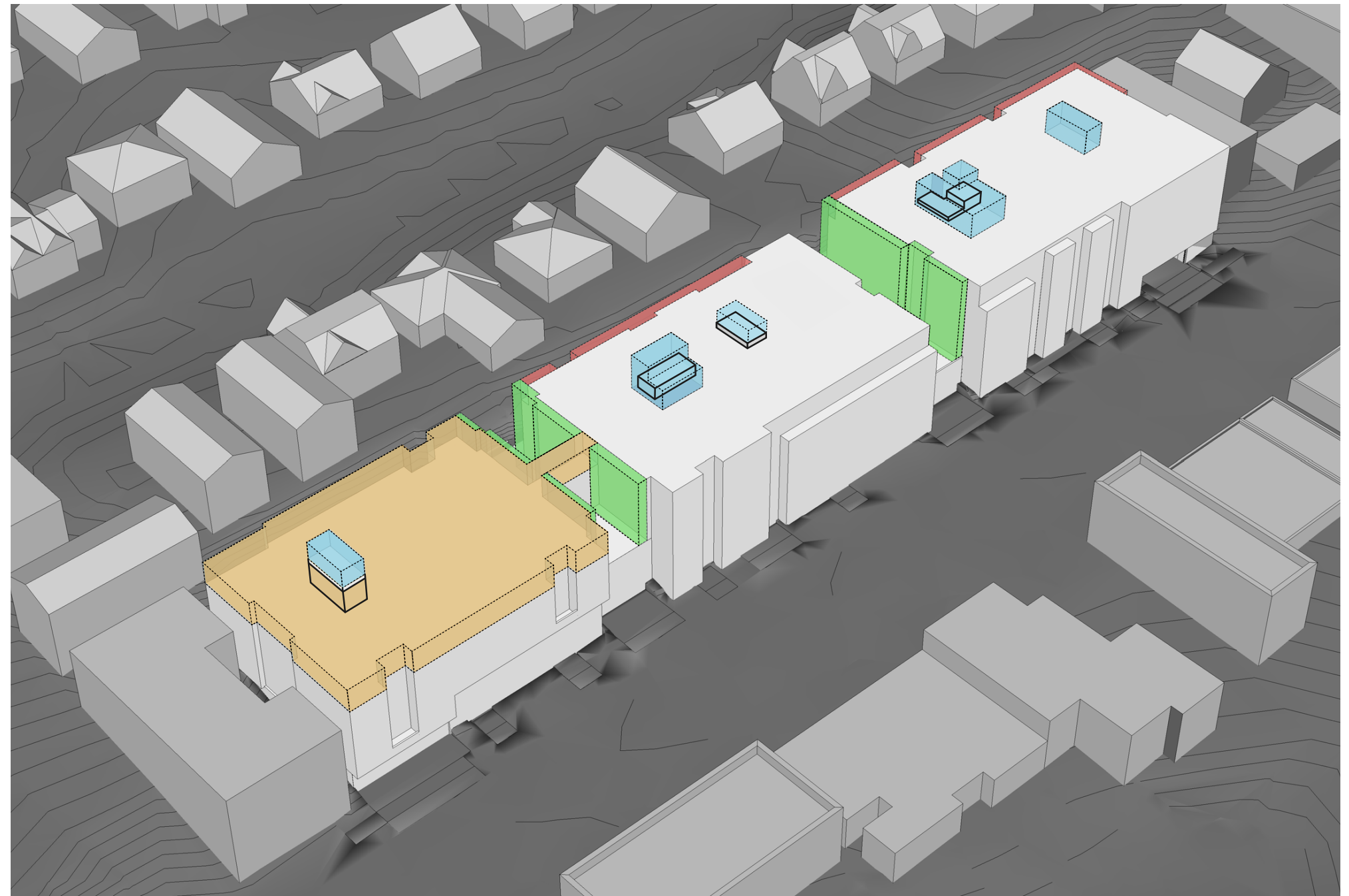
MASSING REVISIONS

In the previous design review meeting the board provided the following guidance regarding this building's massing:

- Increase the gaps between buildings to 25' minimum
- Consider deleting the bridge between buildings A and B
- Set back the upper level where adjacent to single family
- Reduce overall building height of north building
- Return with two options, one showing an upper level setback, the other reducing project height

We have responded to the board's guidance as shown in the adjacent diagram of the preferred scheme.

-  Height of north building reduced by 1 story (A-1, A-5, B-1)
-  Upper level setback at east elevation (A-5, B-1)
-  Quantity and height of stair/elevator penthouses reduced (A-5, B-1)
-  Minimum 25'-wide gaps between buildings (A-2, A-5, B-1, C-1)



CURRENT DESIGN

BUILDING PERSPECTIVE



- Reducing building height at the north building allows the project's massing to step down in response to site topography.
- A single large rooftop deck is located on this lower north roof, allowing elevator and stair penthouses on the other two buildings to be shortened or eliminated.
- The 4-story north building also shortens the bridge to 2 stories on the west elevation (above).
- 5-story portions of the project are located where topography to the east most offsets building height, and upper level setbacks further modulate building bulk.
- Openings between buildings have been increased to a minimum of 25' clear. This change also results in larger retail courtyards at ground level.

VIGNETTE

NORTH RETAIL COURTYARD



- C3- Human-scale decks
- C2- Double-height massing at north end retail
- D1- Awnings articulate street-level uses
- A2- Retail Courtyard
- C4 - Accent materials at retail
- E2 - Landscaping responds to street-level uses

A-1 RESPONDING TO SITE CHARACTERISTICS

- Separate building into 3 'buildings'
- There is a 4 foot step between Buildings B and C.
- North Building reduced to 4 stories where existing grade has greatest impact on SF neighboring structures
- Both gaps between Buildings increased to 25' to provide visual access to exceptional tree and to provide relief along street

A-2 STREETScape COMPATIBILITY

- Create vibrant yet varied street level experience.
- The West façade is defined by differentiated treatment at base, recessed upper decks and horizontal brows and awnings.
- The West façade massing emphasizes street level uses and building entrances. The

street experience offers a gradient of intensity from north to south, providing variety in the sidewalk experience. The building is held up on the north end to emphasize a grand-scale Commercial space; as the building continues down California Ave SW the masses push down and the retail space decreases in scale. On the south end, the building meets sidewalk grade at the residential and live/work uses.

- The middle section of the street level façade has been converted to smaller scale retail, in lieu of the live/work units in the previous design.
- The large scale retail space is located at the north side of the site, occupying approximately a third of the building footprint.
- The frontage is punctuated by recessed residential lobbies and small retail courtyards. The courtyards correspond with the building breaks above.

A-5 RESPECT FOR ADJACENT SITES

- See A-1 for additional responses

- The primary massing strategy creates a transparent break between buildings A and B, centered on the existing exceptional tree east of the project.
- Middle and South Buildings step back at Level 5 in effort to provide vertical modulation to building bulk and to reduce shading impacts on neighboring structures

B-1 HEIGHT, BULK, AND SCALE COMPATIBILITY

- Buildings designed to look like 3 separate/unrelated buildings
- Changes in plane and materials are reflected in horizontal and vertical modulations.
- See A-1 for additional responses

C-1 ARCHITECTURAL CONTEXT

- Retail spaces at the street level, in some locations, are pulled back from the sidewalk, typical of the Admiral District

VIGNETTE

SOUTH RETAIL COURTYARD

C2- Building massing corresponds with street-level uses • • • • •

B1- Breaks in building reduce bulk • • • • •

D1- Awnings and lighting demarcate uses • • • • •

C2- Facade meets grade at residential entrances • • • • •

D1- Retail flanking courtyards • • • • •



C-1 ARCHITECTURAL CONTEXT (CONTINUED)

- Roughly informed by the 25' rhythm of the block's historic platting
- Three distinctly separate buildings to break up scale and refers back to the existing street culture.

C-2 ARCHITECTURAL CONCEPT AND CONSISTENCY

- Three distinct looking buildings to break up overall building scale
- Middle building changed to brick to emphasize difference between three buildings
- Bronze storefront windows used at North Building Commercial and Different color vinyl windows provided at North Building Residential units to emphasize difference between three buildings, in order to break up overall scale.
- Street-level experience dictates upper building massing

- Hold massing up two stories at north end emphasizes grand-scale retail
- Hold massing up one story at mid section retail to call attention to retail use, but to indicate it is at a less grand scale than the retail to the north
- Bring massing to grade at live/work entrances.
- Recess building, and bring façade to grade at residential entrances

C-3 HUMAN SCALE

Elements promoting a sense of human scale include:

- Residential bays
- Upper-level setbacks
- Bolt on decks at building setbacks
- Recessed retail entries

- Recessed residential lobbies
- Overhead canopies of various material, accentuating use
- Courtyards off sidewalk @ building breaks

C-4 EXTERIOR FINISH MATERIALS

- Quality accent materials at street level include brick, wood composite panels, concrete and anodized aluminum storefront windows.
- Materials vary by building, each with both a foreground and background material. Building A (North) is comprised of brick at street level and Level 2, with hardi panels and corrugated metal siding up above; Building B (Middle) is mostly brick with metal prestige panels at the setbacks; and Building C (South) contains masonry at the street level and is made up of hardi panels, hardi lap siding and wood accent panels at the upper levels.
- East Elevation contains selective portions, per Building, of the high quality materials provided on the west elevations.

VIGNETTE

RESIDENTIAL ENTRY



• C4- Materials and finishes vary at each building

• E2- Street trees preserved during construction

• A2- Addition accent materials at street level

• A2- Small-scale retail in lieu of Live-Work

D-1 PEDESTRIAN OPEN SPACES AND ENTRANCES

- The location and type of the entrances is articulated by the type of awning, the door type, setback and lighting
- Two residential entries/lobbies provided (at Buildings B & C)
- Retail entrances are recessed and accentuated with glass/metal awnings (where not covered by building above)
- Live/Work entrances have solid awnings and painted/glass doors and are located where building mass comes down to meet grade.
- Different light fixtures correspond to different scale retail spaces
- Residential entrances, with wood doors, wood soffits and can lights are located where building recesses and comes down to grade.

- Retail Courtyard entrances have wood doors.
- Landscaping corresponds to adjacent use; less landscaping at large scale retail use, larger quantity landscaping at residential & live/work entrances
- Retail spaces flank both courtyards
- Well lit garage entrances

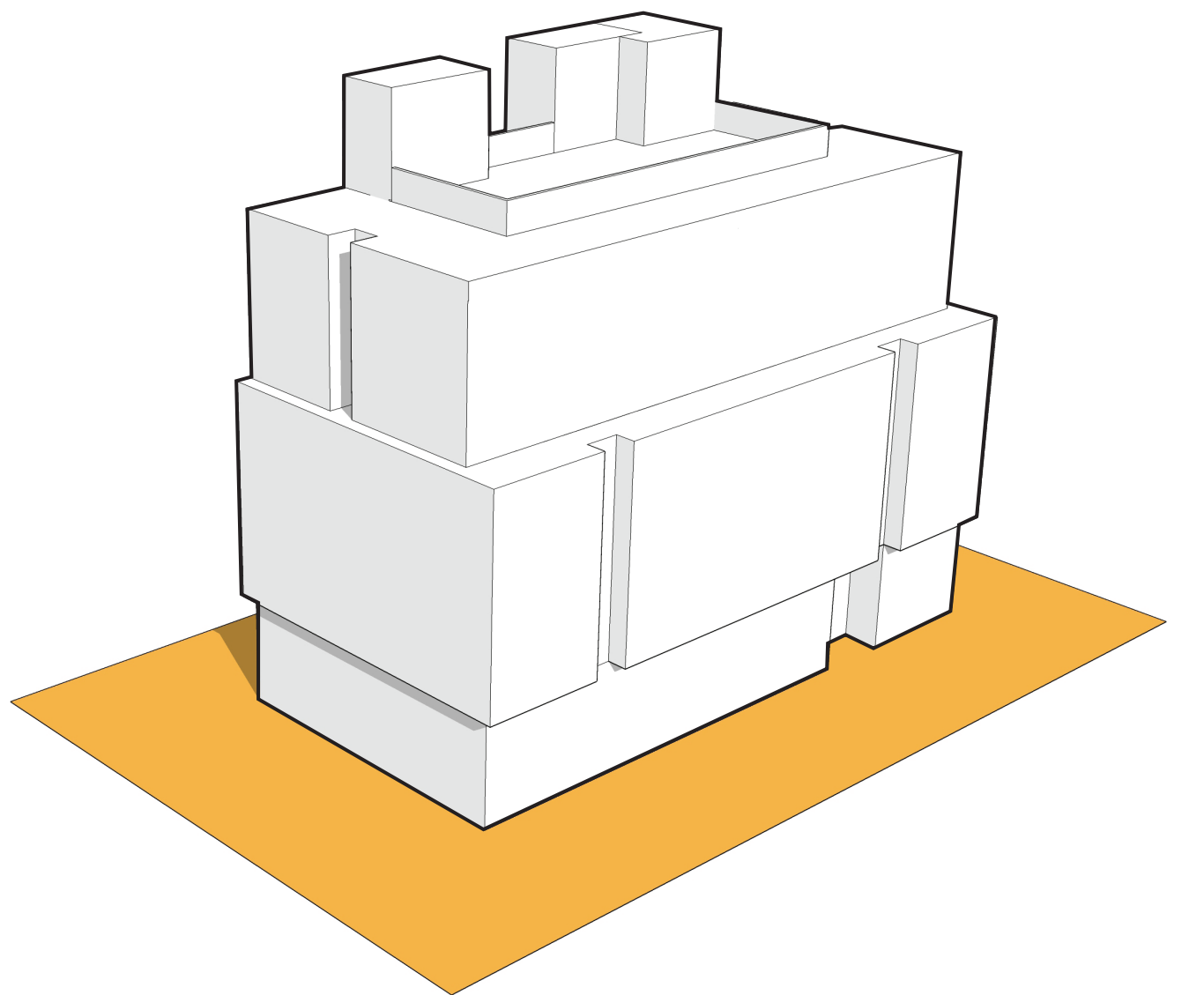
E-2 LANDSCAPING TO ENHANCE BLDG AND/OR SITE

- This project intends to preserve all street trees, as well as add a couple more
- New landscaping in the ROW along California Ave SW, and adjacent to the ROW have been selected and planned in cooperation with SDOT.
- A green roof is proposed on the west side of the transparent bridge @ Level 2, above the retail courtyard.

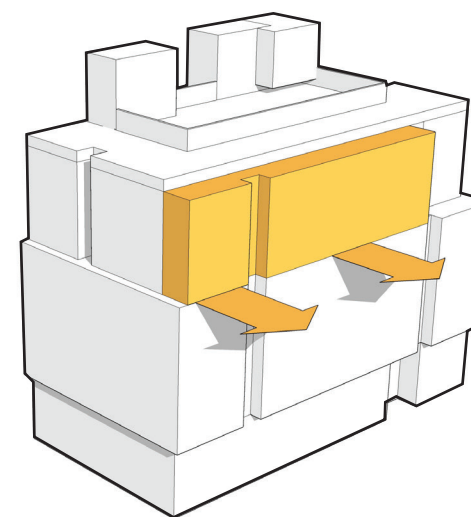
- The landscaping along the sidewalk directly corresponds to the adjacent use; less landscaping at intense retail and more landscaping at residential use.

E-3 LANDSCAPE ADDRESS SPECIAL SITE CONDITIONS

- The break between Buildings A and B (the transparent bridge) is centered on the existing Exceptional Tree that will be preserved.

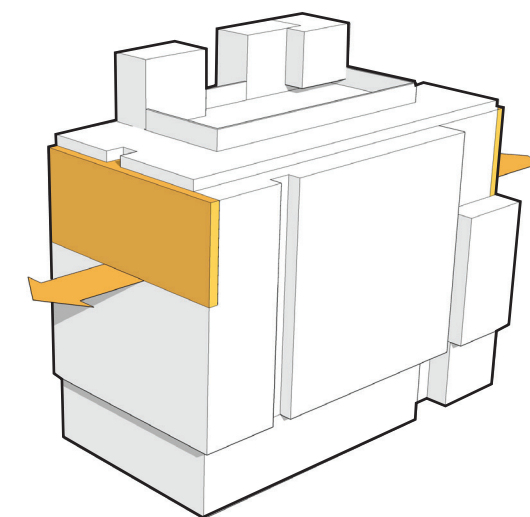


EDG PROPOSAL



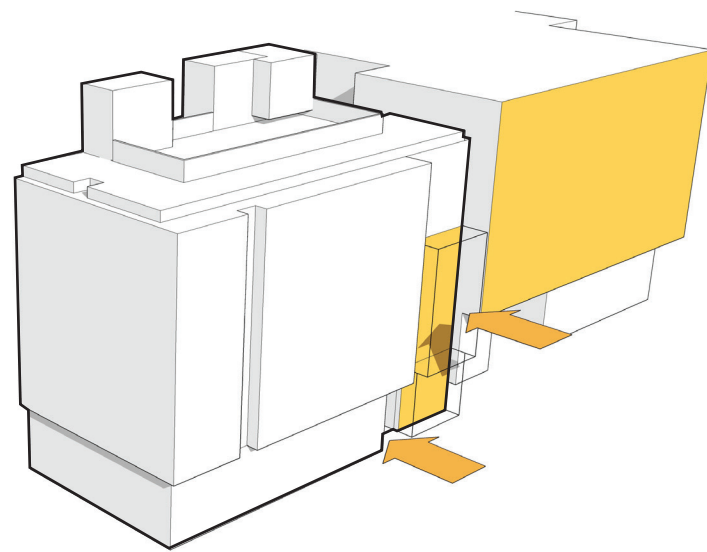
① **ALIGN EASTERN EDGE**

As studied, conforming to the upper level setback does not preserve direct views from the high school and complicates the massing of the building. The eastern edge is aligned with the building below to simplify the form.



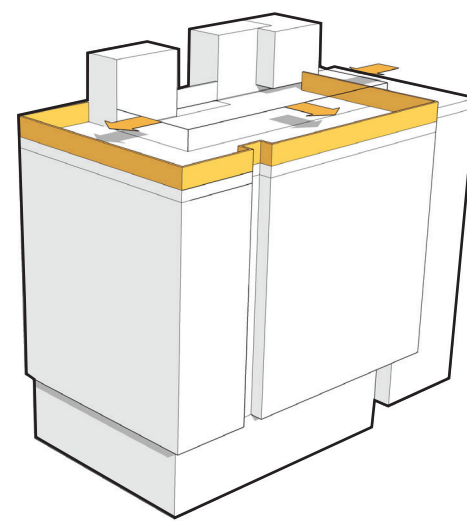
② **ALIGN NORTH & SOUTH EDGES**

The front and rear modulation is also flushed out with the lower floors to further simplify and define the building form.



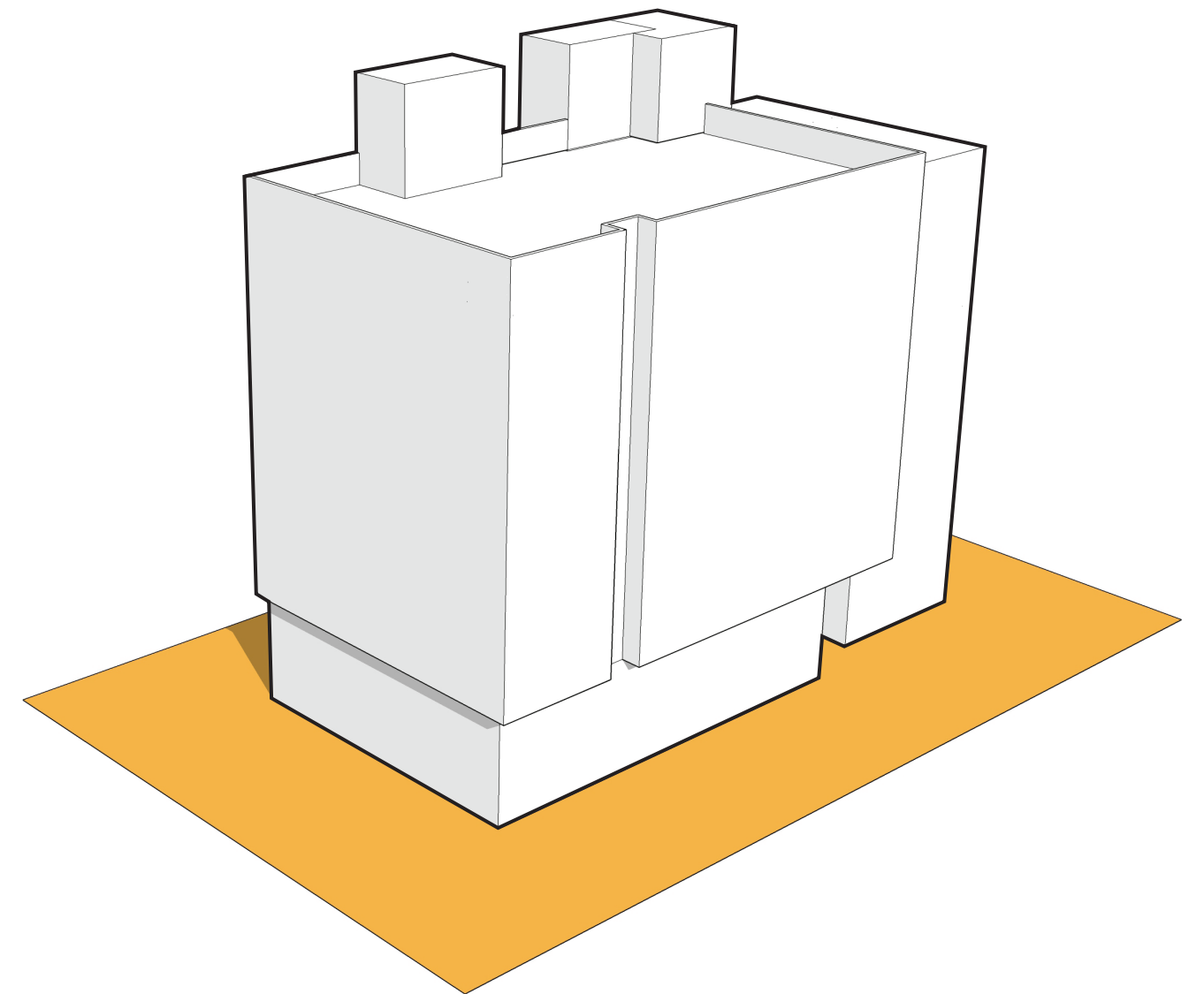
③ ALIGN NORTHEAST CORNER TO MATCH PROPOSED NEIGHBOR

The remaining modulation at the rear (north) of the site is recessed so that it is in closer plane to the adjacent proposed structure. This also helps distinguish the two volumes of the design.



④ ALIGN PARAPETS TO DEFINE VOLUMES

Roof deck parapets are strategically raised to create two distinct volumes. The first volume, anchored on the corner, sits atop a lower, more-recessed volume, detailed on the following pages.



REC PROPOSAL