

# Crosby Greenlake

414 NE Ravenna Blvd

Early Design Guidance Package

January 21, 2014



## PROJECT INFORMATION

### Project Address:

414 NE Ravenna Blvd.  
Seattle, WA 98155

### Owner:

Jeff Tretheway  
Crosby Greenlake LLC  
14524 89th Place NE  
Kenmore, WA 98109

### Applicant/Architect:

B+H Architects  
225 Terry Ave N  
Suite 101  
Seattle, WA 98109

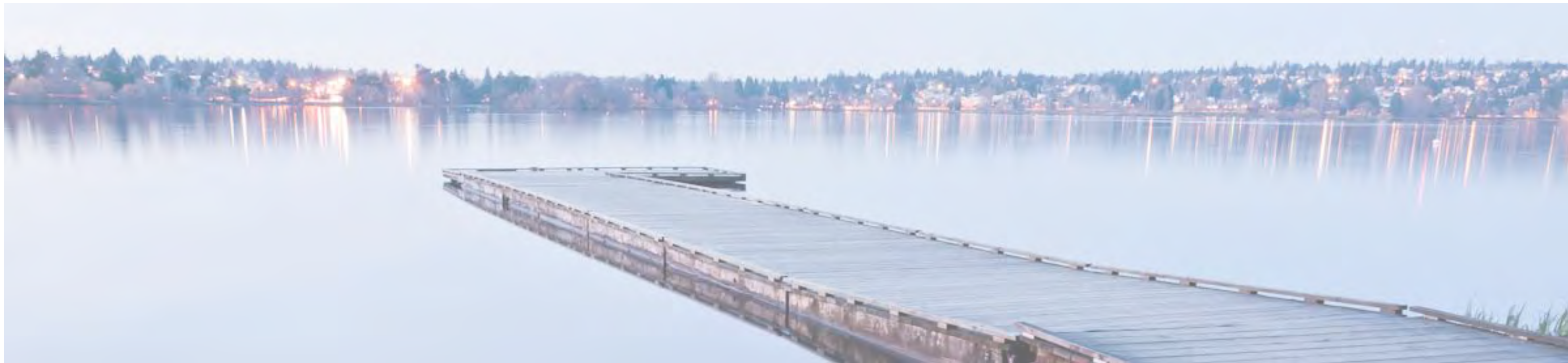
### Contact:

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206.719.0339

**DPD #3016188**

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## DEVELOPMENT OBJECTIVES

Our proposed development is **four stories**, with a **below-grade parking** level. It is **mixed use**, with three upper levels of apartments, a ground floor of retail, live/work and additional apartments. With approximately 60 apartments and 16 parking spaces, we see this as an infill project, located between the existing Florera development and adjacent, undeveloped properties within the NC2-40 Zone. Renters will benefit from a range of social and amenity spaces, some of which will be visible from street level and from adjacent retail and live/work spaces.

While our site is located at the apparent current edge of the **Greenlake Urban Village**, we believe that this is only a snapshot in time, reflecting the likelihood of continued development, with increased density along the Ravenna Boulevard greenway.

NC2-40 does not require the provision of parking, we propose a single level of below-grade parking, accessible from **Ravenna Boulevard**. We see our project as contributing to the continued development of the Urban Village as a pedestrian-friendly, transit-oriented and amenity-rich environment. Our relatively efficient apartments will add to the mix of available choices for those seeking an urban lifestyle, within walking distance to Greenlake Park and its recreational, retail and dining opportunities.

## PROJECT VISION



Architectural Depth



Contrasting Materials



Visual Interest



Clean Lines



Integrated Nature



## PROJECT LOCATION

The site is located within the **Green Lake Urban Village**. Primary neighboring uses and development include multi-family apartment and condominium dwellings, mixed-use residential and commercial buildings, and commercial retail uses in single story buildings.

Neighboring parcels to the north, south and east are also zoned NC2-40. The parcels to the west, across NE Ravenna Blvd, are zoned LR3. Parcels to the northwest are zoned NC3-40.

Florera, to the north, is a four-story condominium building with 59 units and street level retail including KeyBank and other smaller retail tenants.

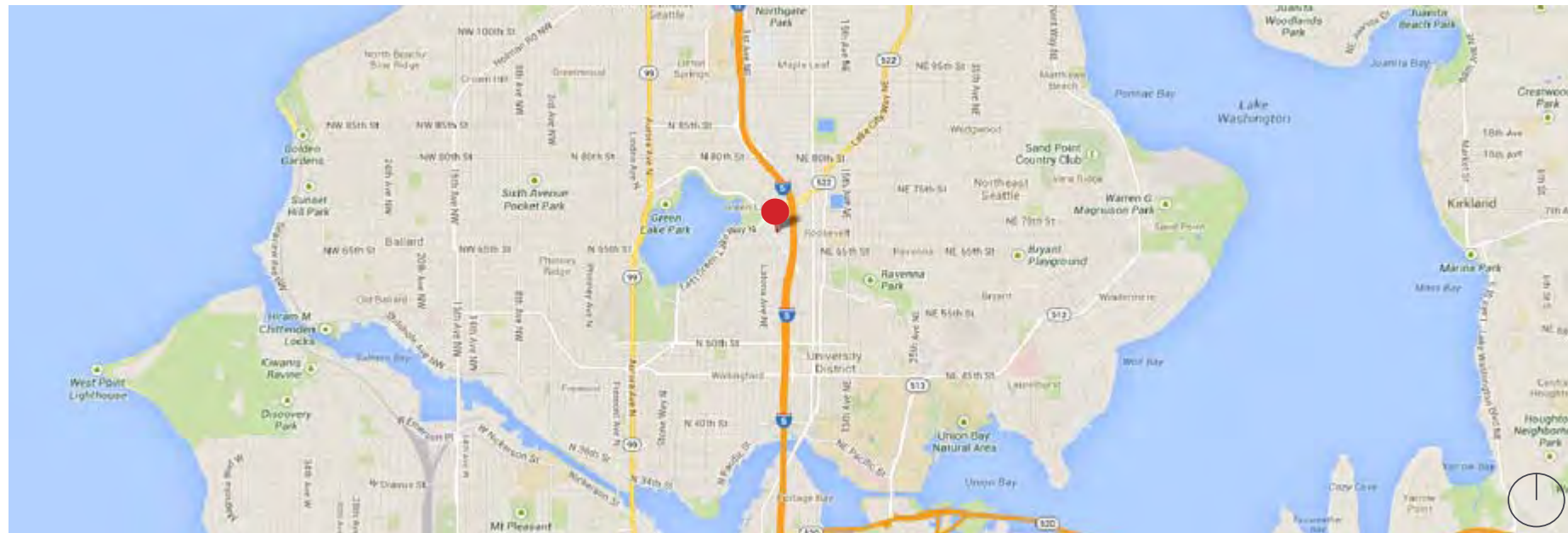
Directly south is an eight unit apartment building followed by a mixed-use condominium with 13 units and street level retail space.

West of the property is a retail strip building with a Thai restaurant, dry cleaners and small independent pharmacy / drug store.

There is significant recent and on-going mixed-use development in the Greenlake Urban Village, including the following:

- Circa Greenlake (205 residential units): A four story mixed-use building completed in 2008. Ground level retail includes yoga, smoothies, pizza and more. A small pedestrian pass separates the two buildings that make up Circa Greenlake and a roof top deck creates a place for people to congregate.
- Green Lake Village - Lorig (297 residential units): A six story mixed-use building scheduled to complete early 2014. Approximately 54,000 square feet of ground level retail will be anchored by a new 25,000 square foot PCC grocery and other various retail tenants such as restaurants and other food-related businesses. The development consists of three buildings separated by a 40 foot wide pedestrian corridor that retail storefronts face.
- Green Lake Condominium (106 residential units): A six story mixed-use condominium building completed in 2003. The first floor is divided into retail spaces including fitness clothing stores, a dry cleaner, a Quiznos and other various retail tenants.

Other local businesses include a bicycle shop, bars, restaurants, schools, and fitness groups. The Green Lake Park and associated amenities offer a pedestrian friendly area.





← **LEGEND: ZONING MAP**

- NC2-40
- NC3-40
- NC2P-65
- LR3
- sf 5000
- c1-40
- subject site

**LEGEND: USE MAP** →

- Multifamily
- Mixed-use
- General retail
- Single family residential
- Office
- Industrial
- Parking
- School / Daycare
- R Religious
- F Fire Station
- Park
- New Development
- Subject Site



## SITE ACCESSIBILITY & ADJACENCIES

Site is centrally located within the Green Lake Urban Village, with access to adjacent neighborhoods and key points of interest including Woodland Park Zoo, Roosevelt Urban Village, University of Washington & a future light rail connection to the heart of downtown Seattle.

With a prime position on Ravenna Blvd, our retail presence will draw pedestrian traffic and help to transition Ravenna into a thriving retail/shopping avenue in the future.














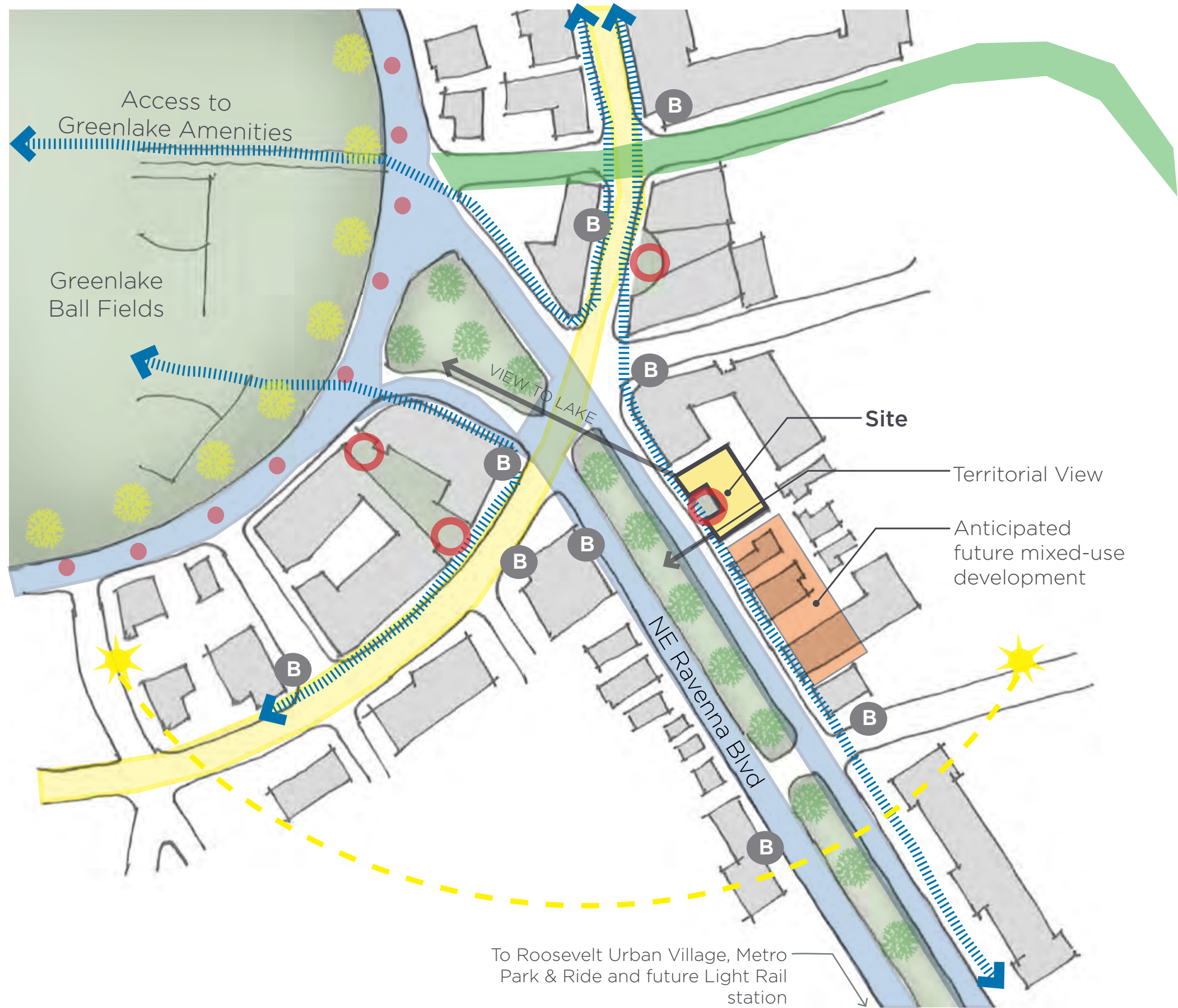
## SITE ANALYSIS

Site is located near numerous key points of interest including:

- Greenlake Park & nature trail
- Greenlake sporting amenities such as baseball fields, basketball courts, tennis courts, soccer fields, walking/running trails, dog parks, etc.
- Greenlake Urban Village retail and restaurants
- Public transportation hubs connecting to adjacent neighborhoods, downtown Seattle and outlying areas
- Pedestrian walk ways connecting buildings and retail zones
- Bike riding trails and designated road paths

### LEGEND

- |  |   |
|--|---|
|  Neighborhood Green Street (Recommendation) |  Walking route |
|  Collector Arterial                         |  Bike route    |
|  Mixed-use street                           |  Bus stop      |
|  Olmsted boulevard class I                  |  Subject site  |
|  Olmsted boulevard class ii                 |  Sun Path      |
|  Plaza                                      |   |



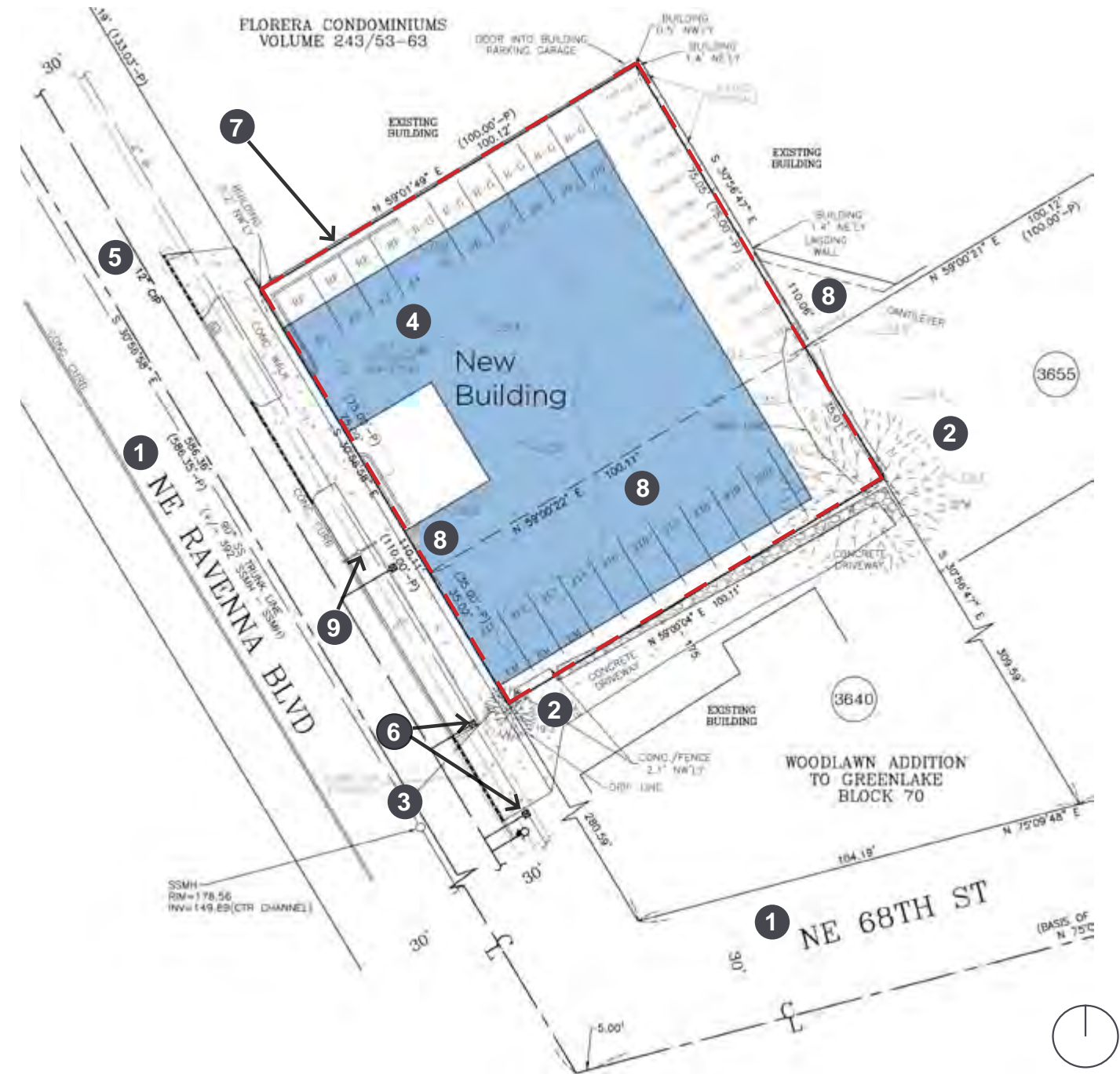
## PROJECT SITE

The site is zoned **Neighborhood Commercial 2** with a height limit of 40 feet (NC2-40). The Neighborhood Commercial 2 Zone allows for mixed-use residential buildings with non-residential uses occupying the street level. Residential uses are allowable on the street level as the property is located just outside of the pedestrian overlay. The site is also located within the Green Lake Residential Urban Village overlay.

Urban Village overlays eliminate minimum parking requirements and require pedestrian-friendly development. The allowable floor area ratios (FAR) for the property is limited to 3.25 for mixed-use structures, and a maximum of 3.00 for residential only use structures. Per SMC, by providing nonresidential uses at street level allows an additional four feet of structure height for a total height of 44 feet. Residential amenity areas will be required to a total 5% of the structure's gross livable floor area. Setbacks for the property are not applicable, due to neighboring commercial zoning.

Permitted uses include: residential uses (in mixed-use), general retail sales and services (with SF limitations of 25,000 SF for general retail and 50,000 SF for multipurpose retail sales), and live/work units. Transparency required for 60% of street-facing facade. Nonresidential uses at street level must have an average depth of 30' and a minimum height of 13'. Residential uses at street level must have at least one visually prominent pedestrian entry. Dwelling units must be at least 4' above or 10' back from a sidewalk, unless conversion of a nonresidential space to a residential use is authorized. Curbcuts are limited. No limit on mix of residential and nonresidential uses, except where P zones or other mapped areas limit residential presence at street level.

Our project falls within a designated Pedestrian Overlay Zone, limiting residential use in aggregate to no more than 20% of the street-level street facade. The amount of street frontage occupied by our lobby and living room for rental units is sized accordingly.



### LEGEND

- 1 Street Name
- 2 Existing Trees to be removed
- 3 Sewer mains or combined sewers
- 4 Storm drains and catch basins
- 5 Water mains
- 6 Water meters
- 7 Property line
- 8 Property line dimensions
- 9 Power poles/Street light

### PROPERTY INFO

Address: 414 NE Ravenna BLVD  
Seattle wa, 98115

Owner: Crosby Greenlake LLC

Legal Description: lots 5, 6, and 7, and the northerly 20 feet of lot 8, block 70, woodlawn addition to greenlake, according to the plat thereof recorded in volume 6 of plats, page 20, in king county, washington.

TAX PARCEL #: 952810-3625-01





1 From NE Ravenna Blvd. Looking East

Project Site



2 From NE Ravenna Blvd. Looking West

Site View



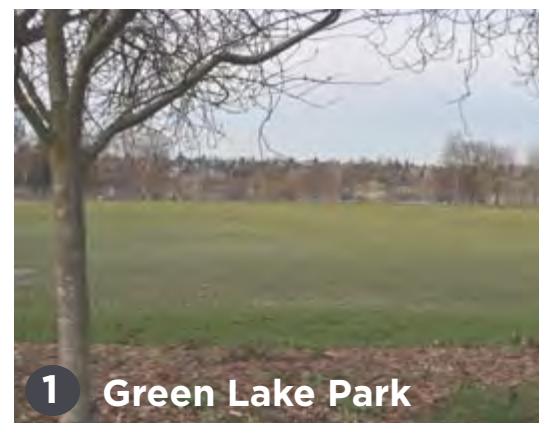
3 Florera Drive Aisle Wall - Looking North



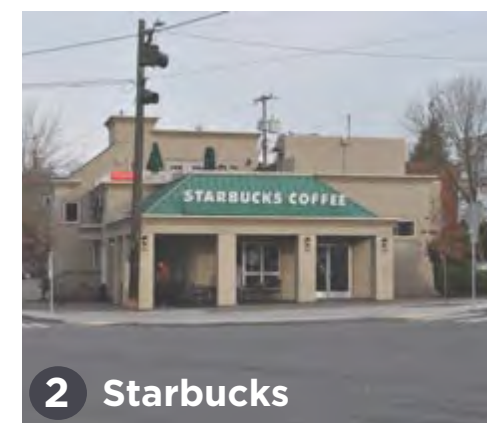
4 Florera Retaining Wall - Looking East



5 Multi Family - Looking South



1 Green Lake Park



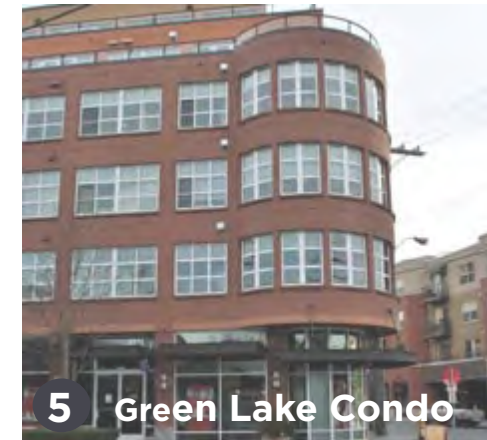
2 Starbucks



3 Gregg's Cycle



4 Green Lake Village



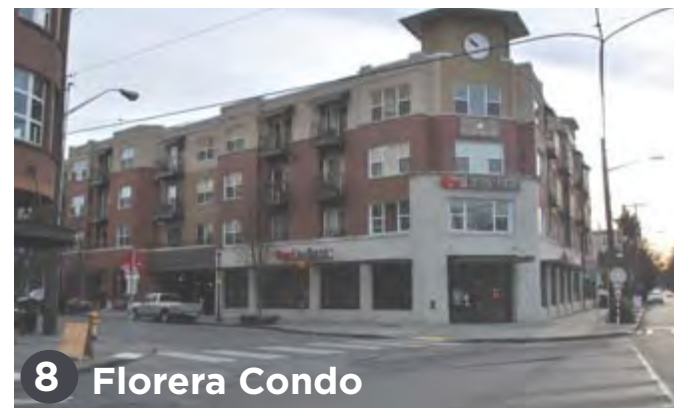
5 Green Lake Condo



6 Green Lake Condo



7 Florera Condo



8 Florera Condo



9 8 Unit Apt



10 8 Unit Apt



11 Strip Mall



12 Proposed Retirement



13 Circa Green Lake



14 Circa Green Lake

## LOOKING BACK...AND FORWARD

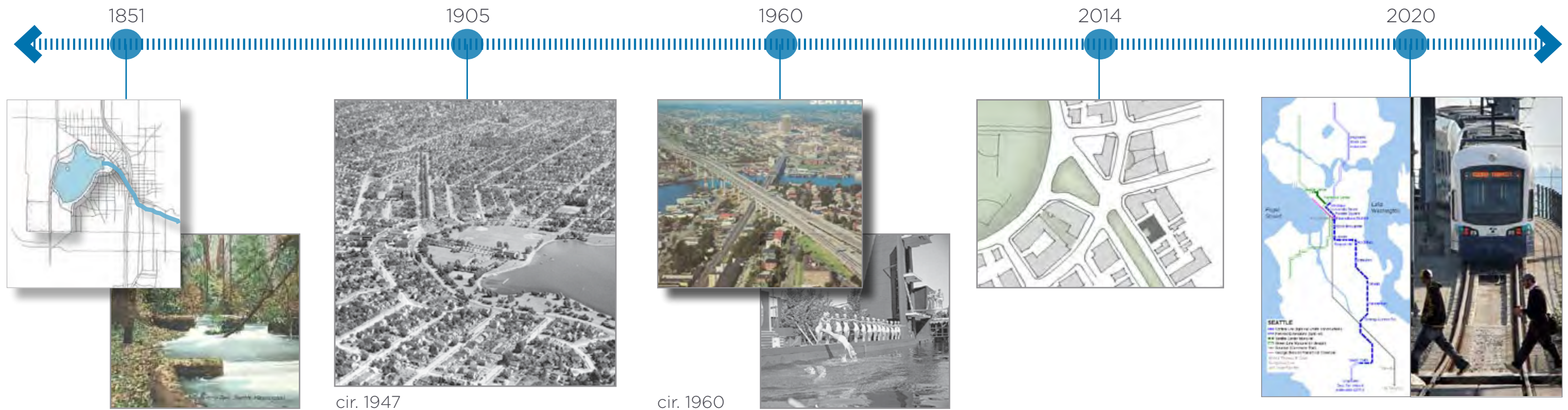
Our site exists in a context that has continuously evolved since the first white men arrived in the Seattle area in **1851**. Greenlake was created after the retreat to the great glaciers in the last ice age. It was reforested and remained so until settlement in the region. Initially, the old growth Douglas Fir forest was retained as a private park, Ravenna Gardens. Subsequently, the land was developed for residences.

In **1905**, work begun on a design by the **Olmsted brothers** for a park, surrounding the lake and a grand boulevard extending from it. The lake was partially drained, dredged and significantly re-configured, with a lower water level. It was partially filled with material excavation for the construction of Aurora Boulevard (eventually US Highway 99) to with excavations Ravenna Creek, sourced from the lake in its original state, no longer flowed. Ravenna Boulevard roughly follows the course of the creek. The relatively high water table at our site is evidence of the original creek.

Residential development, mostly single family houses and small scale commercial uses, continued. As Seattle continued to grow outward and northward, post-World War II, **Interstate 5** was constructed to the east of Greenlake, as part of the Federal Interstate Freeway System, in the early **1960s**. As the population in the region continued to increase, King County Transit established a Park and Ride system, including a Park and Ride node where 65th Street passes under the Interstate 5 viaduct, within walking distance from our site. Ravenna Boulevard has dedicated bike lanes, part of a City-wide bike lane system.

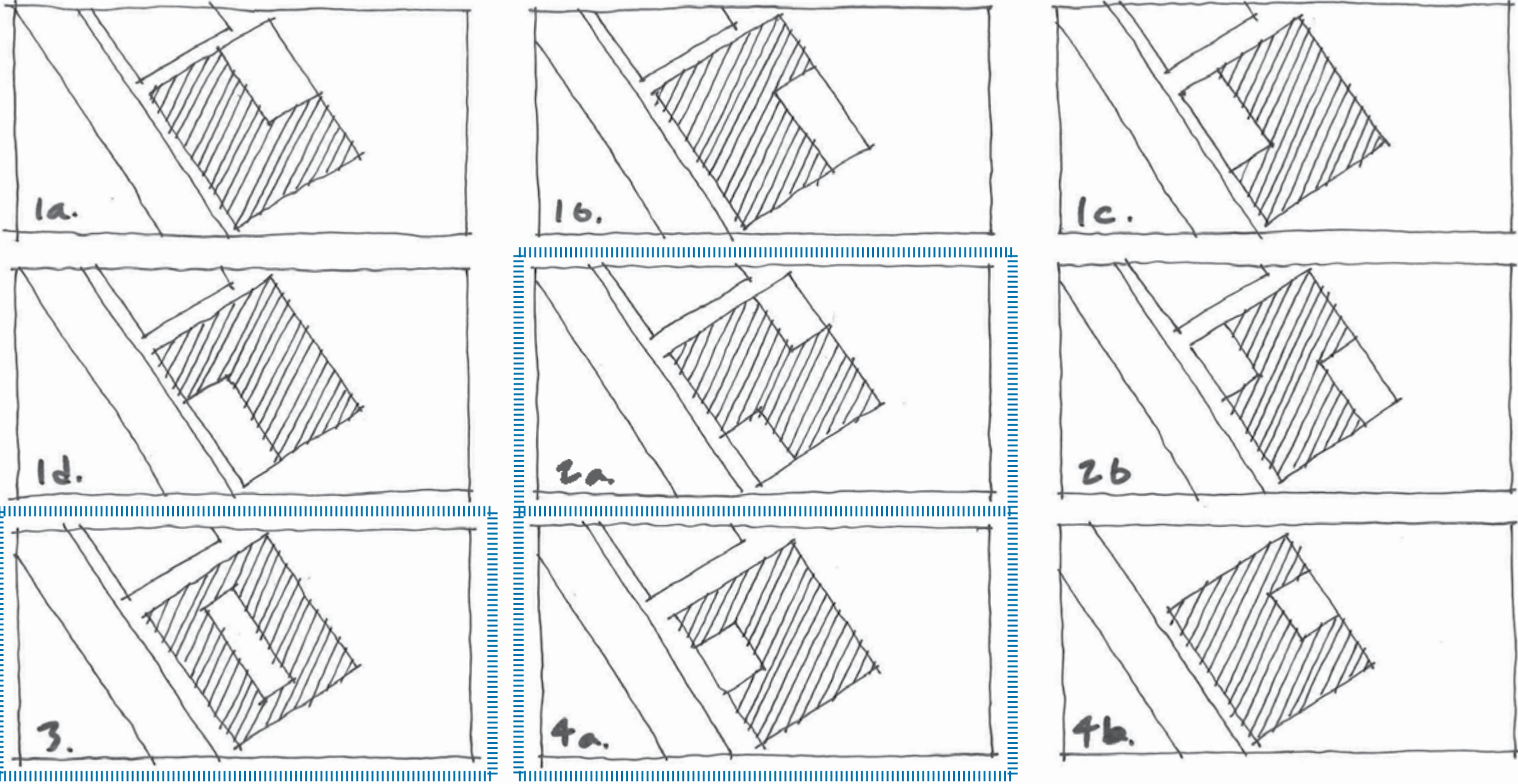
With projected increases in population, the City has created Urban Village Zones, including the Greenlake Urban Village, providing for higher density, urban amenities and less car-centric development. The **Sound Transit light rail** system is being extended from downtown Seattle to Northgate in the current phase of expansion to interlink these urban villages with downtown Seattle and SeaTac. A new light rail station will be built at the intersection of 65th Street and 12th Avenue. This branch of the system is projected to be operational in **2020**, providing service linking the Northgate Urban Village with the Roosevelt and Greenlake Urban Villages to the University of Washington, downtown Seattle and SeaTac.

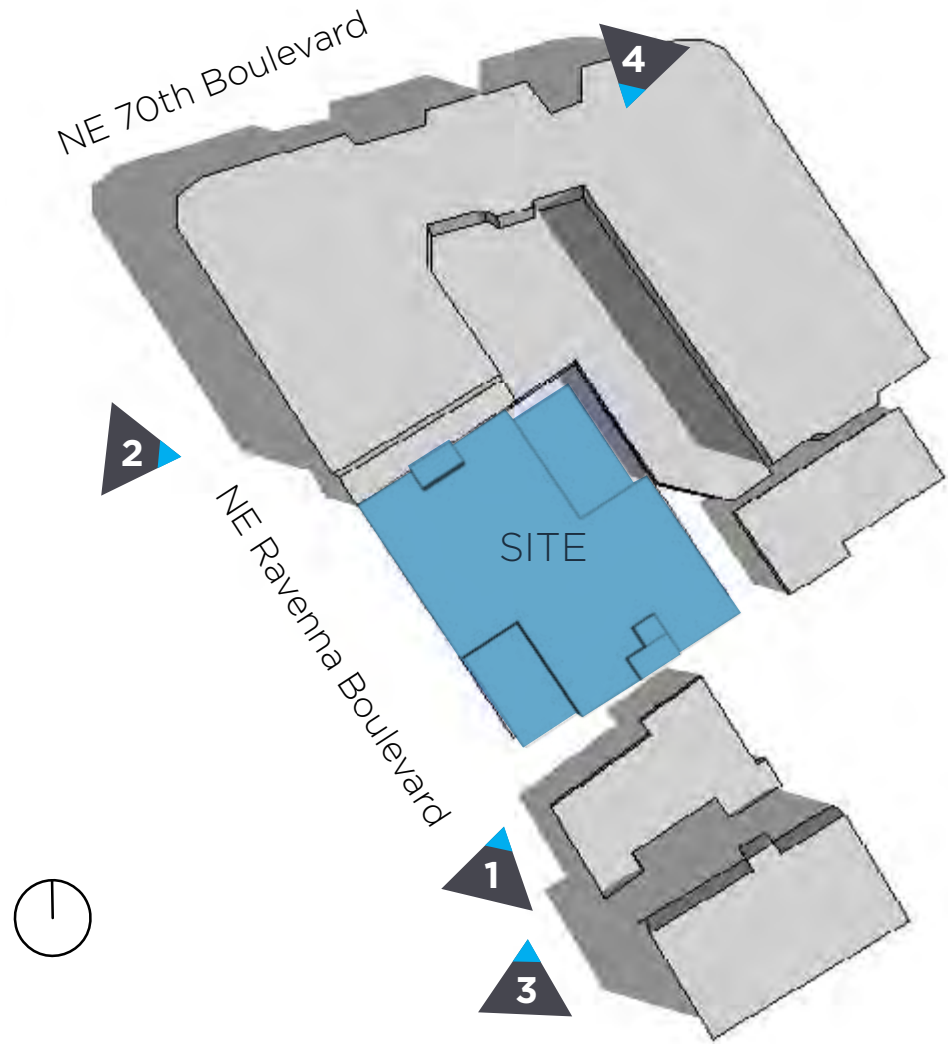
Planners anticipate that, with projects in the pipeline and those anticipated, the Roosevelt and Greenlake Urban Villages will effectively merge into a larger complex, despite the continuing presence of the Interstate 5 viaduct, with the Ravenna Boulevard/65th Street corridor as a major connector, likely to attract significant development. Our site is located on this connector.



# Massing Studies

Our project provides small, highly-fitted out apartments, intended to attract a diversity of tenants, with a common interest in urban living. Target apartment sizes dictate specific depths from circulation and egress corridors. Meeting the target development density (FAR) and remaining within height limits drives building footprint options. The principal design variable being the strategic location of open space and setbacks. The following diagrams indicate potential options and those selected for further study.





**PROS:**

- Two residential exterior spaces
- Visually extends Florera's plaza

**CONS:**

- Inefficient floor plate
- Poor unit layout
- Monolithic retail/Residential entry facade



1 South West Corner



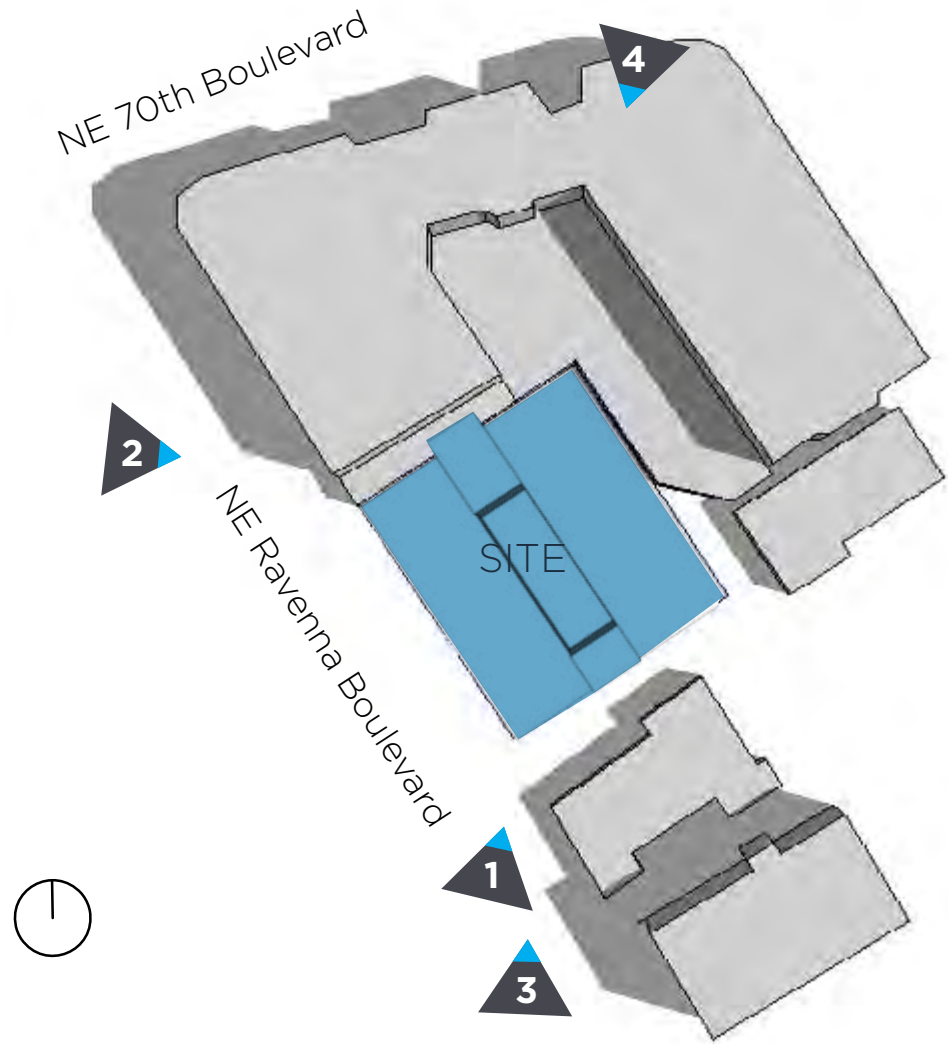
2 North West Corner



3 South West Aerial



4 North East Aerial



**PROS:**

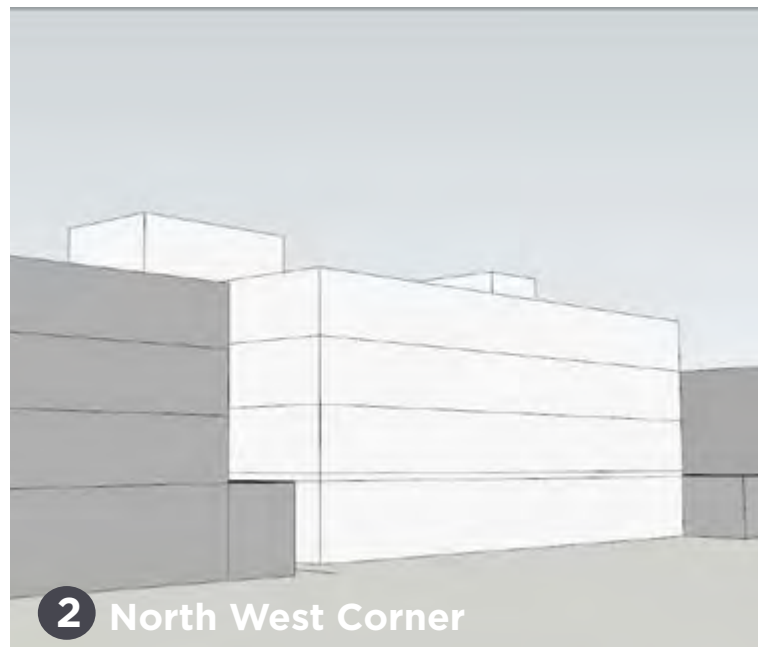
- Cross ventilation and double exposure for each unit
- Exterior plaza space and circulation

**CONS:**

- Inefficient floor plates
- Exterior corridors
- Monolithic retail & residential entry facade
- Constrained plaza space, poor width to height ratio



**1** South West Corner



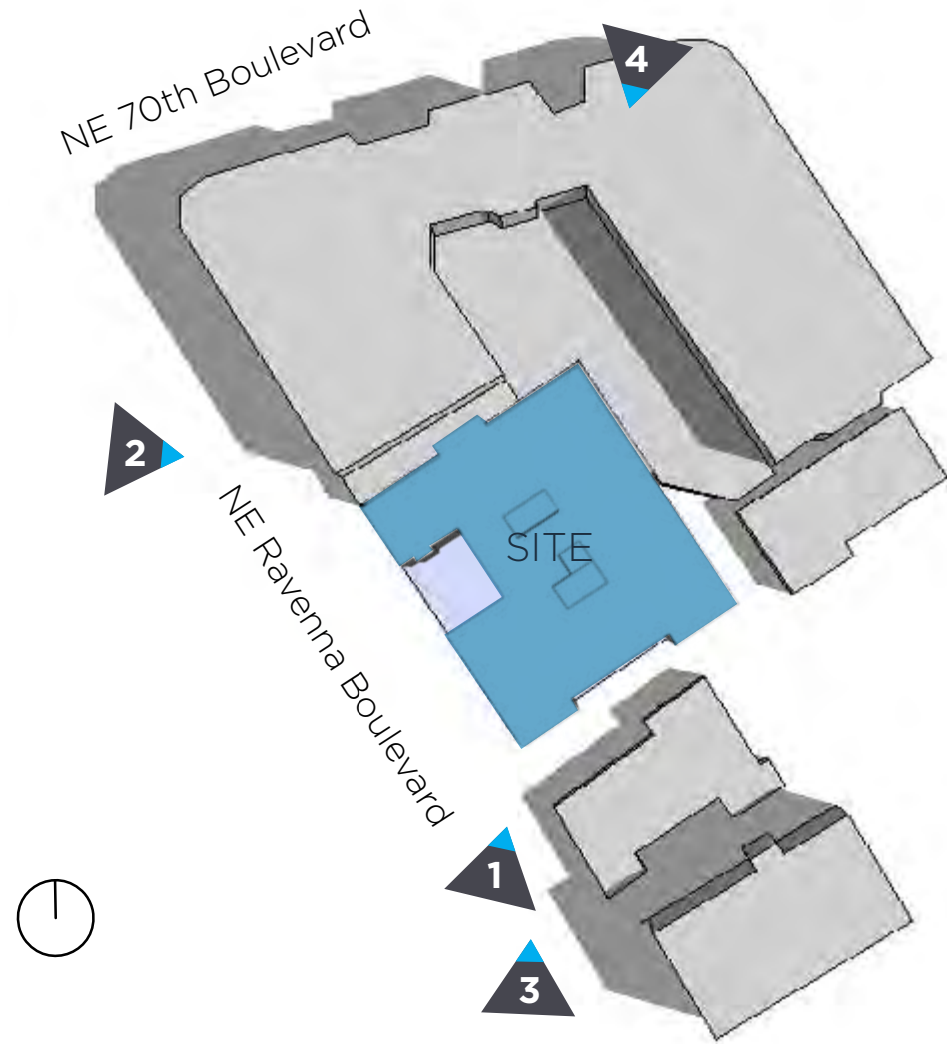
**2** North West Corner



**3** South West Aerial



**4** North East Aerial



**PROS:**

- Most efficient use of floor plate
- Optimal exposure for all units
- Varied street frontage on Ravenna Blvd.
- Creates an enclave for public space and retail plaza
- Increased retail frontage

**CONS:**

- Some units face side yard property line



**1** South West Corner



**2** North West Corner



**3** South West Aerial



**4** North East Aerial

### Massing Scheme 1



ROOF



TYPICAL LEVEL 2-4

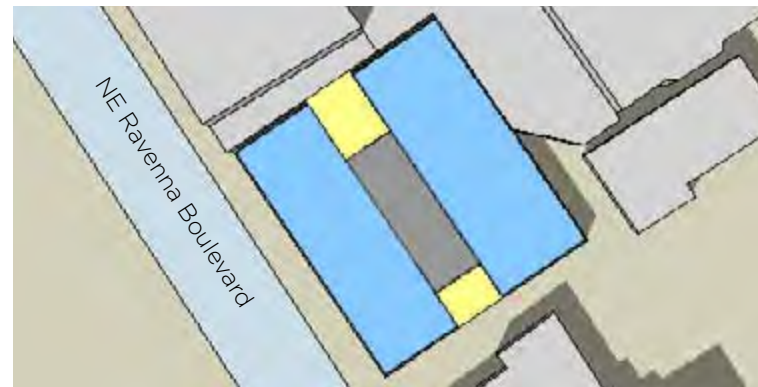


LEVEL 1

### Massing Scheme 2



ROOF



TYPICAL LEVEL 2-4



LEVEL 1

### Massing Scheme 3 (Preferred)



ROOF



TYPICAL LEVEL 2-4

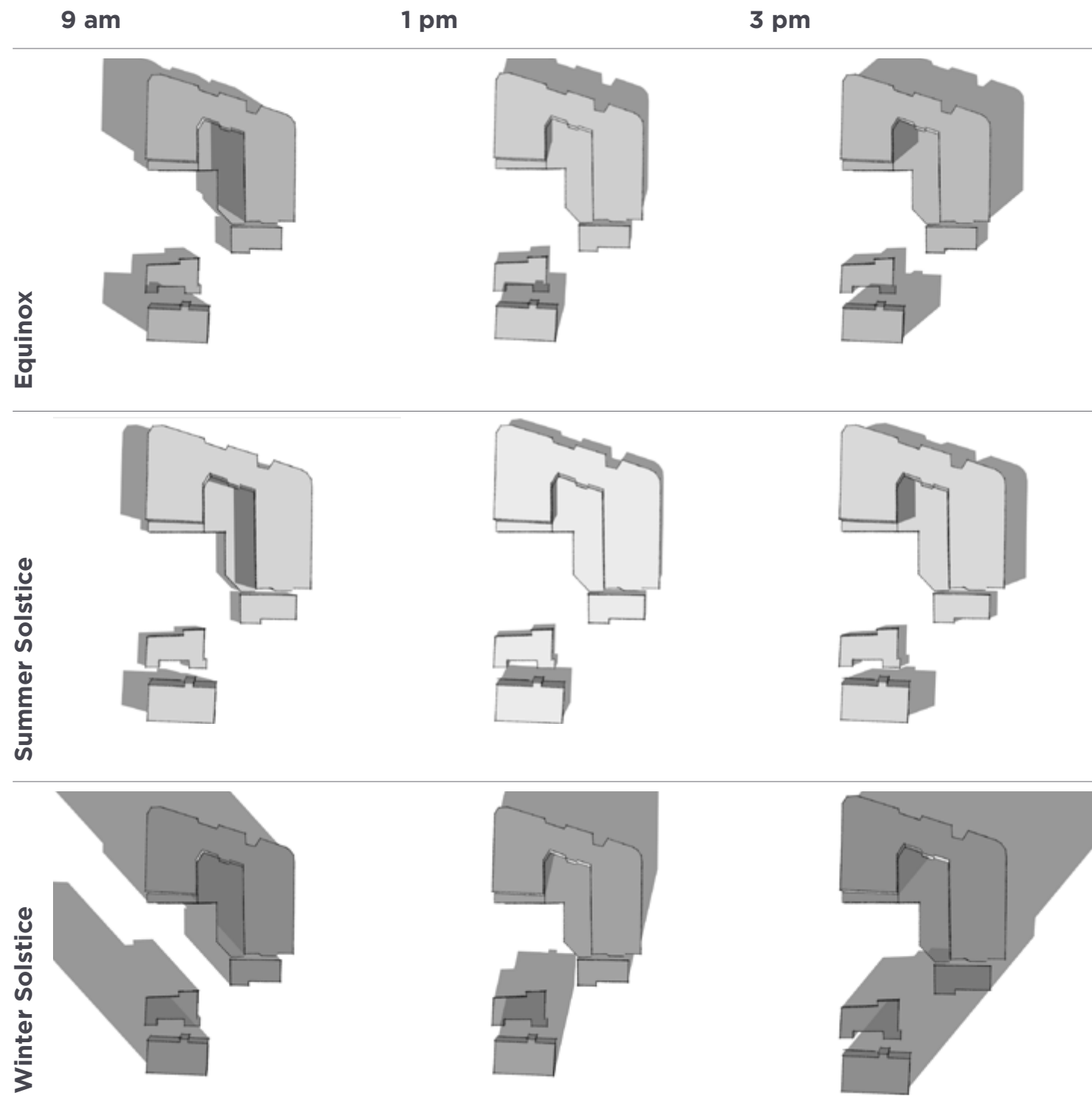


LEVEL 1

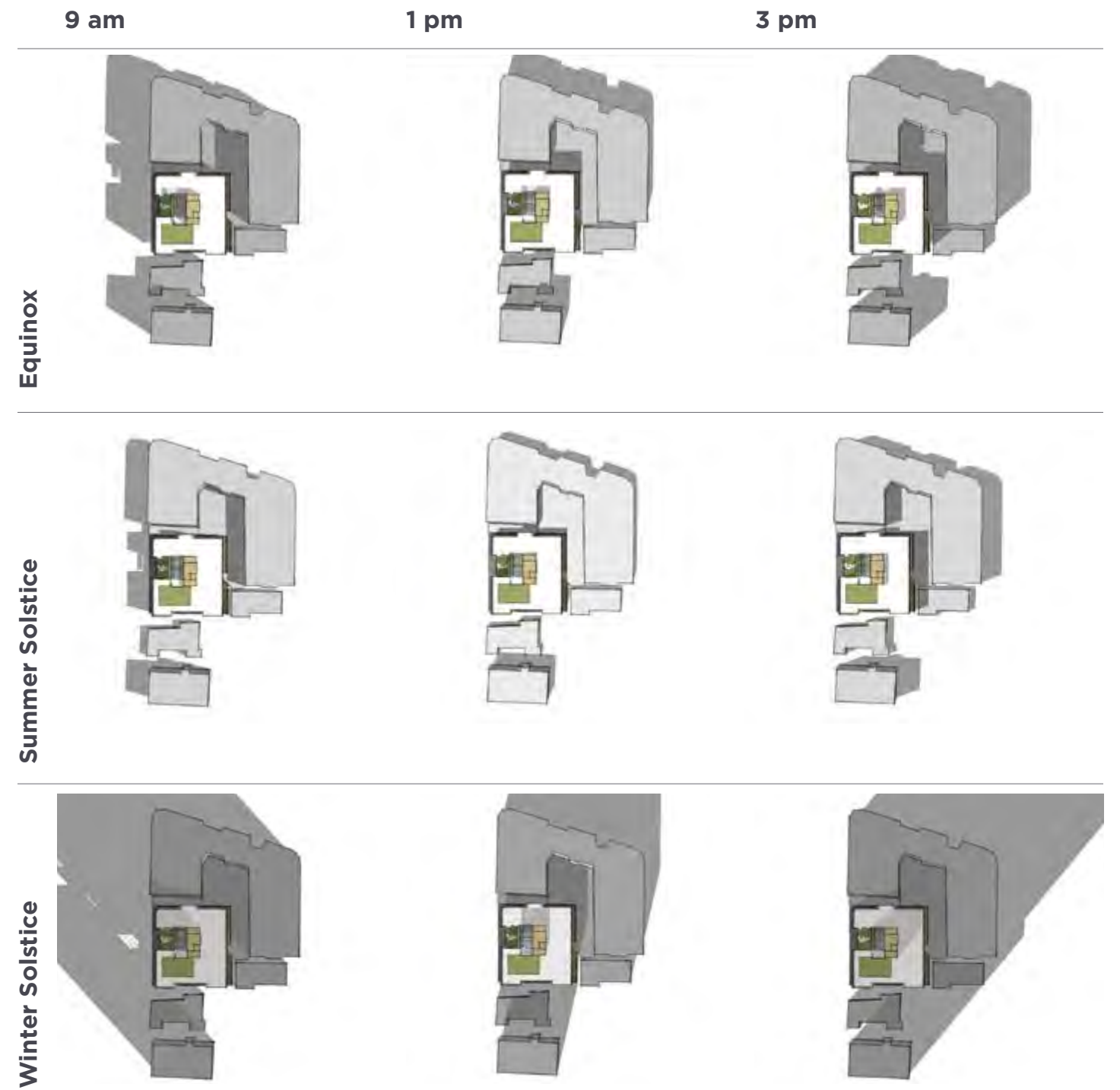
- Residential Lobby
- Retail
- Live/Work
- Residential
- Residential Common Area
- Parking Access



## Existing Conditions



## Preferred Massing



## Design Narrative

With the preferred massing configuration as a departure point, we have further articulated the building perimeter on levels 2-4 to optimize windows for each apartment. Appreciating that this is an infill building, contributing to the streetscape of Ravenna Boulevard, we have chosen to use color to differentiate the street-facing and rear court-facing portions of the building mass, from the “core” mass. As depicted in the adjacent model, darker stone-colored cladding faces the street and rear court, and the core mass in warmer, wood-toned panels. Materials studies are underway.

We propose the entry plaza, serving the lobby and community space for the residential units, as well as for retail and the live/work space as an outdoor room, furnished as an urban space, accessible from the public way.

Our proposed design indicates larger than typical (in the Greenlake Urban Village) windows for the apartments. Our design precedents are buildings from the Northern latitudes, in which fenestration is oversized, and tall, in response to available daylight in the winter months, and to enhance the habitation of the relatively small living spaces provided.

As noted in the Design Evolution page, we propose an open, transparent ground floor, enhancing visibility to and from retail and residential unit lobby/community space. This departs from the brick-clad retail base of many other projects in the area, with “punched” openings and contributes to residential floors 2-4 appearing to float above the transparent retail base. In this sense, we are intentionally departing from a traditional bearing wall masonry idiom expressed elsewhere in the vicinity but, given our outlook onto the Ravenna Boulevard greenway, we believe that this approach is supportable.

We propose connecting the enclosures for fire stairs and the elevator, serving roof-top amenities and green roof. The provision of an open trellis further defines a an outdoor community space for the residents with views to the Olmsted Blvd. and toward the lake and park.



View from South West



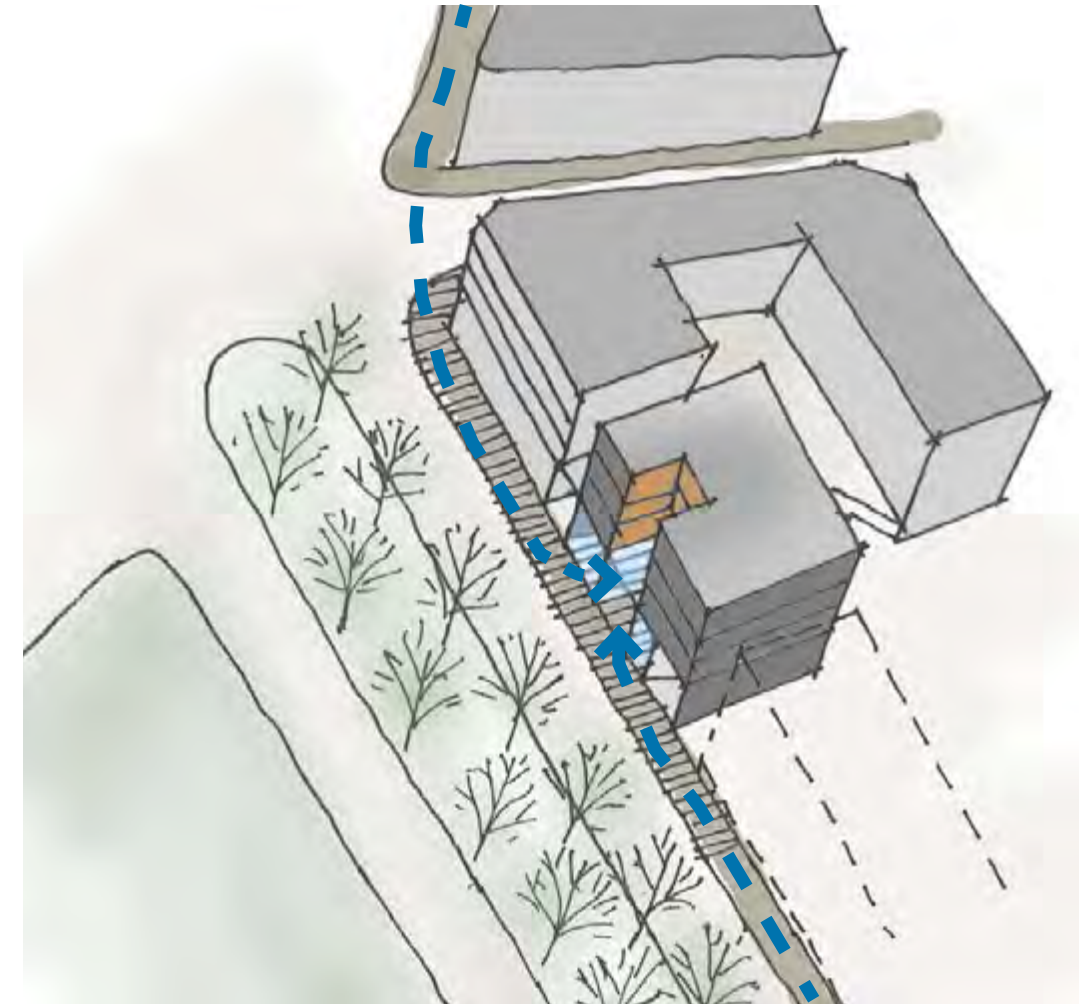
View from North West

## Retail Level Approach

Our preferred option places available open space on the Ravenna Boulevard frontage, configured as an entry court to the building lobby and social spaces as well as to retail and live/work space. We recognize that we will need an approved Departure, as Zoning does not allow offsets greater than 10 feet from street frontage, without approval. As there are precedents for this kind of activated exterior space within the Greenlake Urban Village, we believe that the inclusion of this space will increase amenities offered to pedestrians in the village. As the remainder of the NC2-40 zoned space is developed on the properties adjacent to our site along Ravenna Boulevard, to the street frontage, we see benefit in intentional breaks in the continuity, breaking up what might otherwise appear as monolithic. We propose treating this space as an outdoor room

## Elevation Study

Our façade design, as illustrated on this diagram below (above?), respects the horizontal datum lines of the retail-oriented ground floor (+13 feet above street level) and building parapet (+44 feet above street level), common to adjacent and nearby buildings in the NC2-40 Zone. Our design departs from the solid retail base, with punched openings, ordinarily surfaced with brick veneer. Given our frontage on the Ravenna Boulevard greenway, we see advantage of increased transparency of ground floor retail and social spaces from the public right of way...affording indoor/outdoor flow and seating when weather permits. Accordingly, we propose a storefront system, without the interruptions of brick clad piers. On upper floors (2-4) we propose to align with adjacent and future buildings on the greenway front.



Proposed plaza invites pedestrian traffic in.



Proposed building facade aligns with key heights of adjacent building, but will provide more transparency at the retail level.

# Green Lake Urban Village Overlay Design Guidelines

## A-1 Responding to Site Characteristics

### Views of Lake

Numerous streets offer views of, and pedestrian access to, the lake. Consider siting the building to take advantage of these views and to enhance views from the public right-of-way. Methods to accomplish this include setting the building back from lake views, placing landscape elements and street trees to frame views rather than block them, and providing pedestrian spaces with views of the lake.

#### Response:

*Building oriented towards NE Ravenna Boulevard / Olmsted Boulevard. Owner amenity space and retail/live-work space oriented off NE Ravenna Boulevard and faces Olmsted views.*

*Rooftop deck views toward NE Ravenna Boulevard and Green Lake.*

Nearby Parks & Recreation



## A-2 Streetscape Compatibility

A continuous street wall is an important design consideration within Green Lake's commercial and mixed-use, pedestrian-oriented areas.

### Multifamily Residential Areas

Landscaping in the required front setbacks of new multifamily development is an important siting and design consideration to help reinforce desirable streetscape community.

#### Response:

*No setbacks required on site but plaza provides landscaping for live-work units and residential entry to provide a desirable streetscape.*

*Live-work or retail units pushed forward toward NE Ravenna Boulevard to provide a continuous street wall.*

Ravenna Blvd. View



## A-4 Human Activity

Pedestrian activity is a high priority in the Green Lake business areas. It is recognized, however, that within commercial zones, the appropriateness of traditional storefronts may depend on location, adjacent properties and the type of street on which the development fronts. In the case of a mixed-use building, for example, at the intersection of an arterial and a residential street, it may be more appropriate to place non-storefront commercial facades on the quieter residential street. In such cases, the following can contribute to a commercial façade that exhibits a character and presence that achieves a sensitive transition from commercial to residential uses.

- Slightly less transparency than a standard storefront window;
- Recessed entries;
- Landscaping along the building base and entry; and
- Minimized glare from exterior lighting.

#### Response:

*Entry for unit owners is recessed in plaza to provide a sense of entry and privacy.*

*Live-work units have entry off of plaza. Close enough to NE Ravenna Boulevard to be visibly part of the street wall but provides a sense of place and of arrival.*

## A-6 Transition Between Residence and Street

### Mixed-Use Buildings

For mixed-use buildings with residential units over commercial ground-floor uses, consider locating the primary residential entry on the side street rather than in the main commercial area. This maintains a continuous commercial storefront while increasing privacy for the residential units.

#### Response:

*Primary residential entrance is located through the Plaza to provide increased privacy for residential units and provides landscaping to add interest and a sense of community.*

## A-7 Residential Open Space

The Design Review Board may reduce the amount of open space required by the Land Use Code if the project substantially contributes to the objectives of the guideline by:

- Creating a substantial plaza-style open space that is visually accessible to the public and that extends to the public realm.
- Setting back development to improve view corridor.
- Setting upper stories of buildings back to provide solar access and/or to reduce impacts on neighboring single-family residences.
- Providing open space within the streetscape or other public rights-of-way contiguous with the site. Such public spaces should be large enough to include streetscape amenities that encourage gathering. For example, a curb bulb with outdoor seating adjacent to active retail would be acceptable.

#### Response:

*Plaza provides both landscaping and seating options for public, especially those visiting retail or live-work units.*

*Creating a Plaza shaped building allows for more residential units to have views of the Olmsted greenery along NE Ravenna Boulevard.*

*Plaza will provide outside seating and gathering space adjacent to retail/live-work units.*

## C-1 Architectural Context

### Residential Urban Village

Build on the core's classical architecture styles (e.g. community center, library, Marshall School, VFW building). Also, many of the existing buildings are simple "boxes," with human scale details and features (e.g. building at the NE corner of E Green Lake Dr and NE 72nd St).

#### Response:

*The site is located at the current transition between the Monolithic massing of the Florera development and the existing detached buildings along Ravenna Boulevard. The project building massing addresses this transition by presenting scaled facades on both sides of the plaza, and avoids a massing solution that suggests an institutional appearance, when the use is decidedly non-institutional.*

Multi-use Plaza

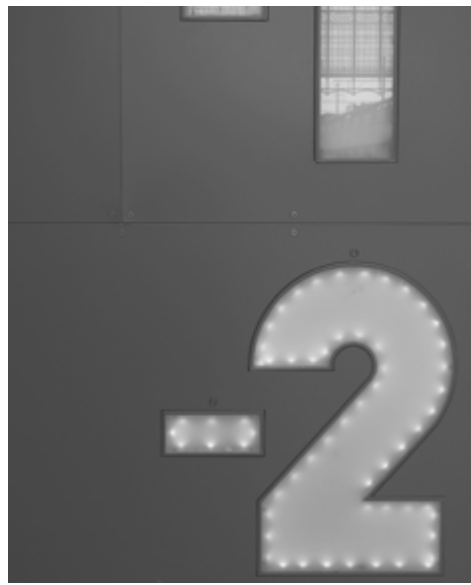


## Signage

The design and placement of signs plays an important role in the visual character and identity of the community. While regulatory sign review is not in the purview of design review, integration with the overall architectural expression of a building and appropriate scale and orientation are important design considerations. Franchises should not be given exceptions to these guidelines. Except within the Aurora Avenue North corridor, signage should be oriented to pedestrians. Specifically (excluding Aurora Ave N):

- Building signs should reinforce the character of the building and surrounding context.
- Small signs incorporated in the building's architecture are preferred: along a sign band, on awnings or marquees, located in windows, or hung perpendicular to the building façade.
- Neon signs are appropriate.
- Large illuminated box signs (backlit "can" signs) are discouraged, unless they are designed to be compatible with the character of surrounding development.
- Post-mounted signs are discouraged since they are more appropriate in suburban or automobile-oriented settings.

*Signage Response: Given the desired blend of retail and live/work uses at the street level, signage when needed, is intended to enhance the developments brand. It will be understated and visually integrated across the development including the building lobby and retail spaces.*



## Façade Articulation

### Neighborhood Commercial Structures

Modulation in the street-fronting façade of a mixed-use structure is less important when an appropriate level of details is present to break up the façade. Many existing structures are simple boxes that are well-fenestrated and possess a number of details that add interest and lend buildings a human scale. However, particularly large buildings, usually resulting from the aggregation of many properties, may need more modulation to mitigate the impacts of bulk and scale. Substantial modulation of neighborhood commercial structures at the street level is discouraged unless the space or spaces created by the modulation are large enough for pedestrians to use.

*Facade Response: The intention is to provide appropriate retail and live/work facades at street level along Ravenna Boulevard, consistent with adjacent street level retail in the Florera development, but distinct in a contemporary expression; transparent with refined detailing of the storefront, canopies, and accessories.*

## D-1 Pedestrian Open Spaces and Entrances

### Streetscape Amenities

New developments are encouraged to work with the Design Review Board and interested citizens willing to provide features that enhance the public realm. The Board would be willing to consider a departure in open space requirements if the project proponent provides an acceptable plan from, but not limited to:

- Curb bulbs adjacent to active retail spaces
- Pedestrian-oriented street lighting
- Street furniture

*Streetscape Amenities Response: The intention is to provide an urban edge with appropriate scale and detail to the extension of the Greenlake Urban Village along Ravenna Boulevard.*

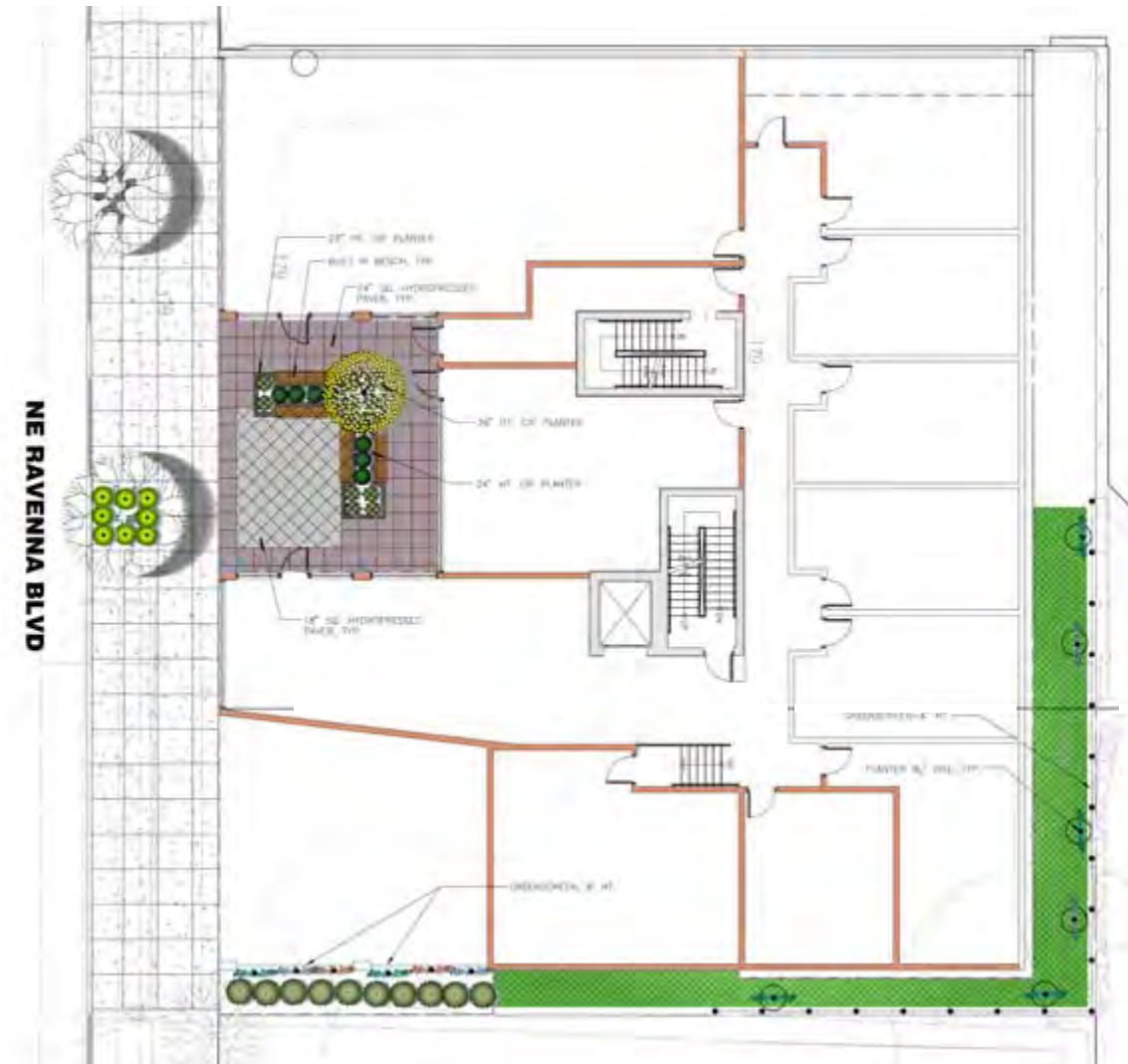
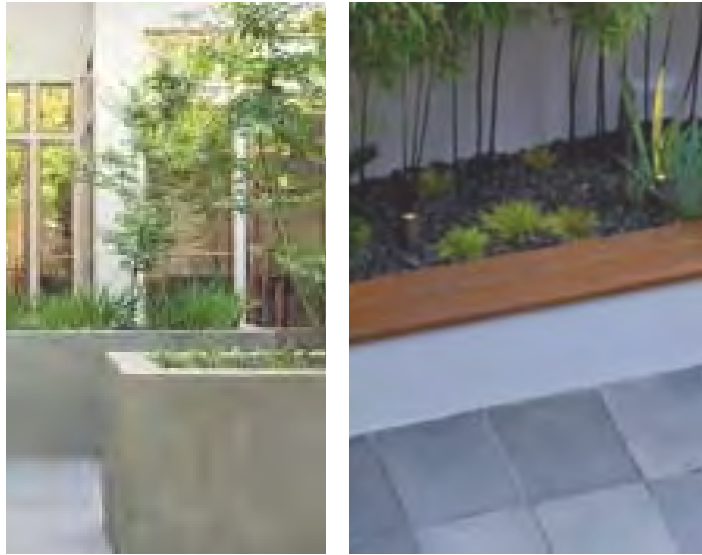
## E-3 Landscape Design to Address Special Site Conditions

### Celebrate the Olmsted Heritage

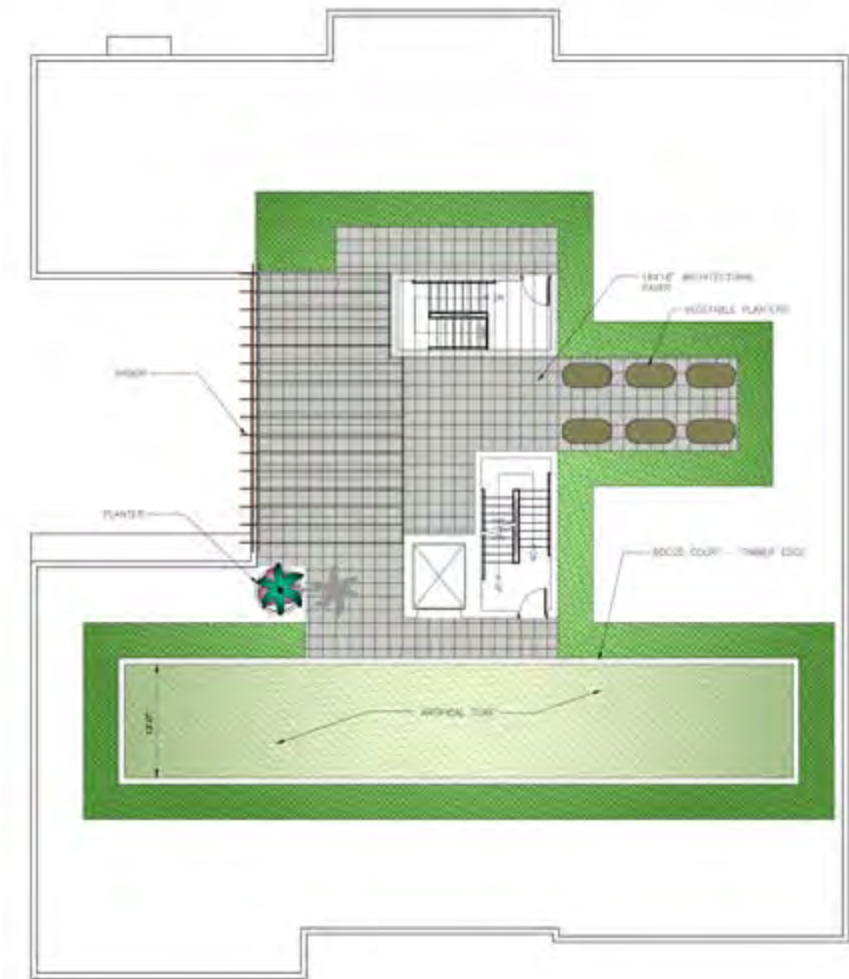
Green Lake Park, Ravenna Boulevard and Lower Woodland Park are visible and accessible examples of the Olmsted brothers' design. New development should build on this character by employing informal groupings of large and small trees and shrubs. A mix of deciduous, evergreen, and ornamental plant materials is appropriate. Continuous rows of street trees contrasting with informal, asymmetric landscaping of open spaces are also typical.

*Celebrate the Olmsted Heritage Response: The intention is to contribute to an extension of the landscape fabric, guiding upon and extending the Olmsted Heritage across our frontage. The provision of a plaza supports concentrations of small trees and shrubbery.*

# Preliminary Landscape Designs



Schematic Landscape Plan  
Ground Floor



Schematic Landscape Plan  
Roof Level



**Project:**

Skyline at First Hill  
Client: Presbyterian Retirement Communities Northwest  
Seattle, WA

**Project Data:**

- Size: 635,000 SF
- Includes high-rise independent living units, memory support units, assisted living and skilled nursing units.
- Also includes dining venues, office space and fitness spaces.



**Project:**

University of British Columbia  
Marine Drive Residence  
Vancouver, Canada

**Project Data:**

- Size: 726,730 SF
- Completion: Phase 1- 2005 | Phase 2- 2008 | Phase 3 2009
- Student housing with a total of 1,600 beds
- 5-Story podium w/ (5) 18-story towers
- Comprised of (4) bedroom, (2) bedroom, and single suites
- Amenities include cafeterias, retail and associated common spaces



## Departure #1

### Street-level development standards SMC 23.47A.008.A.3

Street-level street-facing facades shall be located within 10 feet of the street lot line, unless wider sidewalks, plazas, or other approved landscaped or open spaces are provided.

### Request

The project proposes a plaza, approximately 730 SF for public use. This places entry to the single live/work unit approximately 24' from the street lot line.

### Justification

By adding a plaza at street level we are fostering human activity by providing an area that is adjacent to retail, the live/work unit and residential entrance which enhances the pedestrian environment at street level. This area will also provide seating, planters and will be a visual extension of the interior residential lobby.