

POLLARD ENTITIES

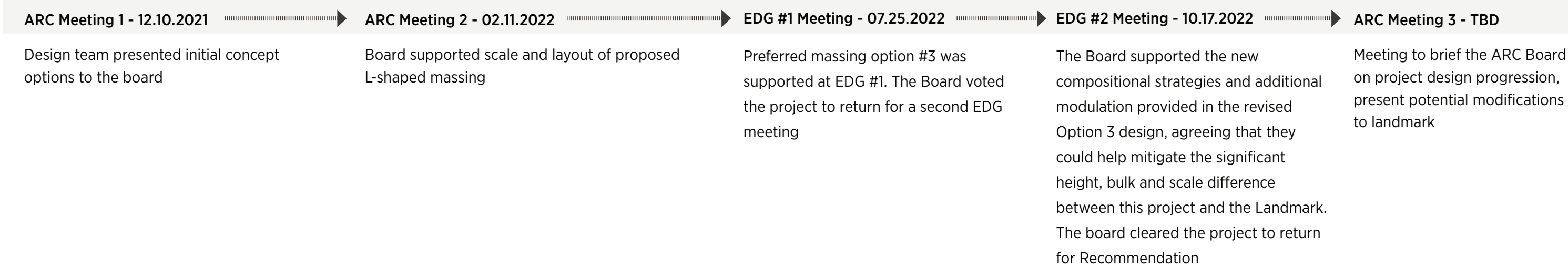
# 3670 WOODLAND PARK AVENUE

JULY 27, 2023

# **01** LANDMARK RECAP

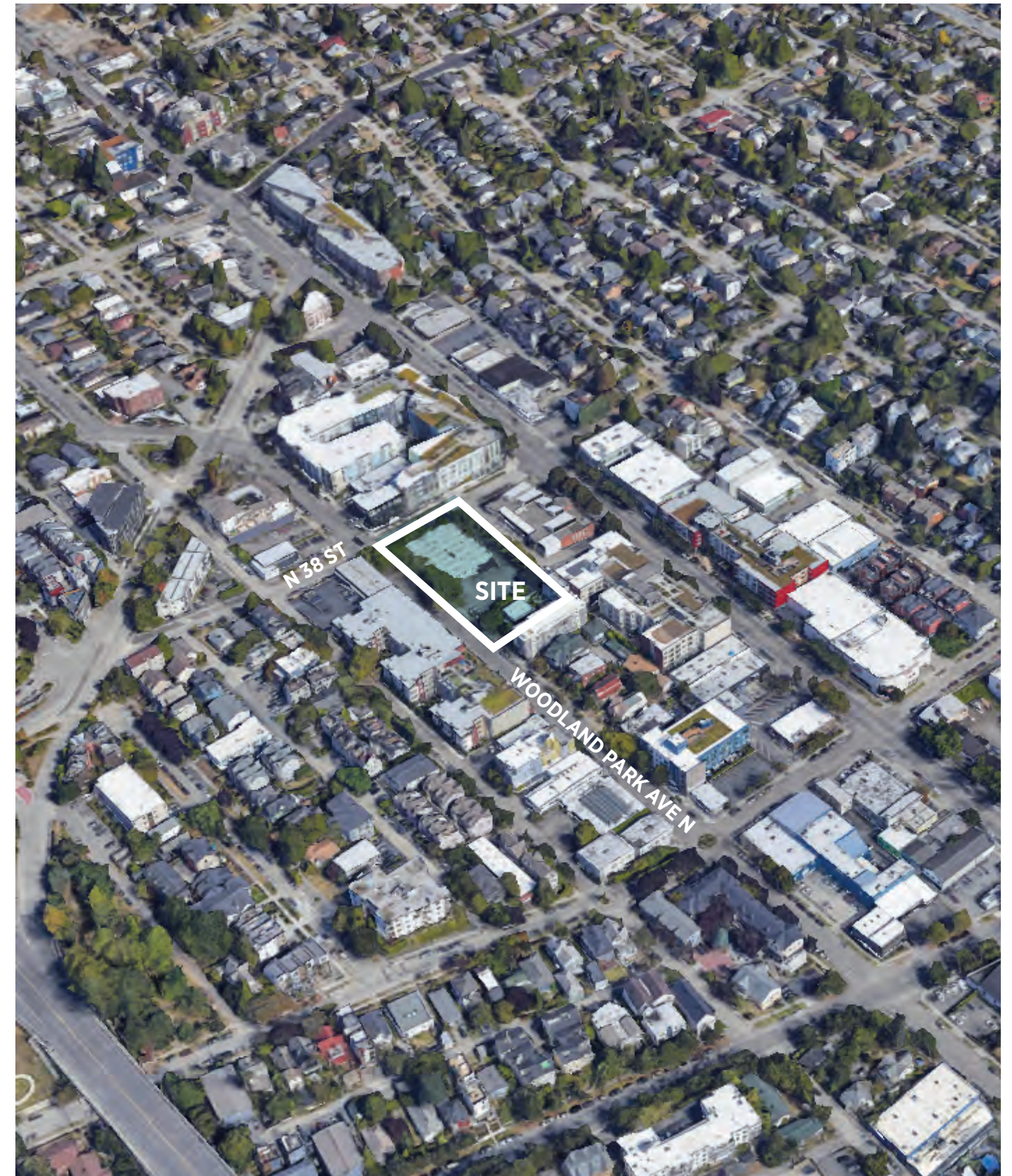
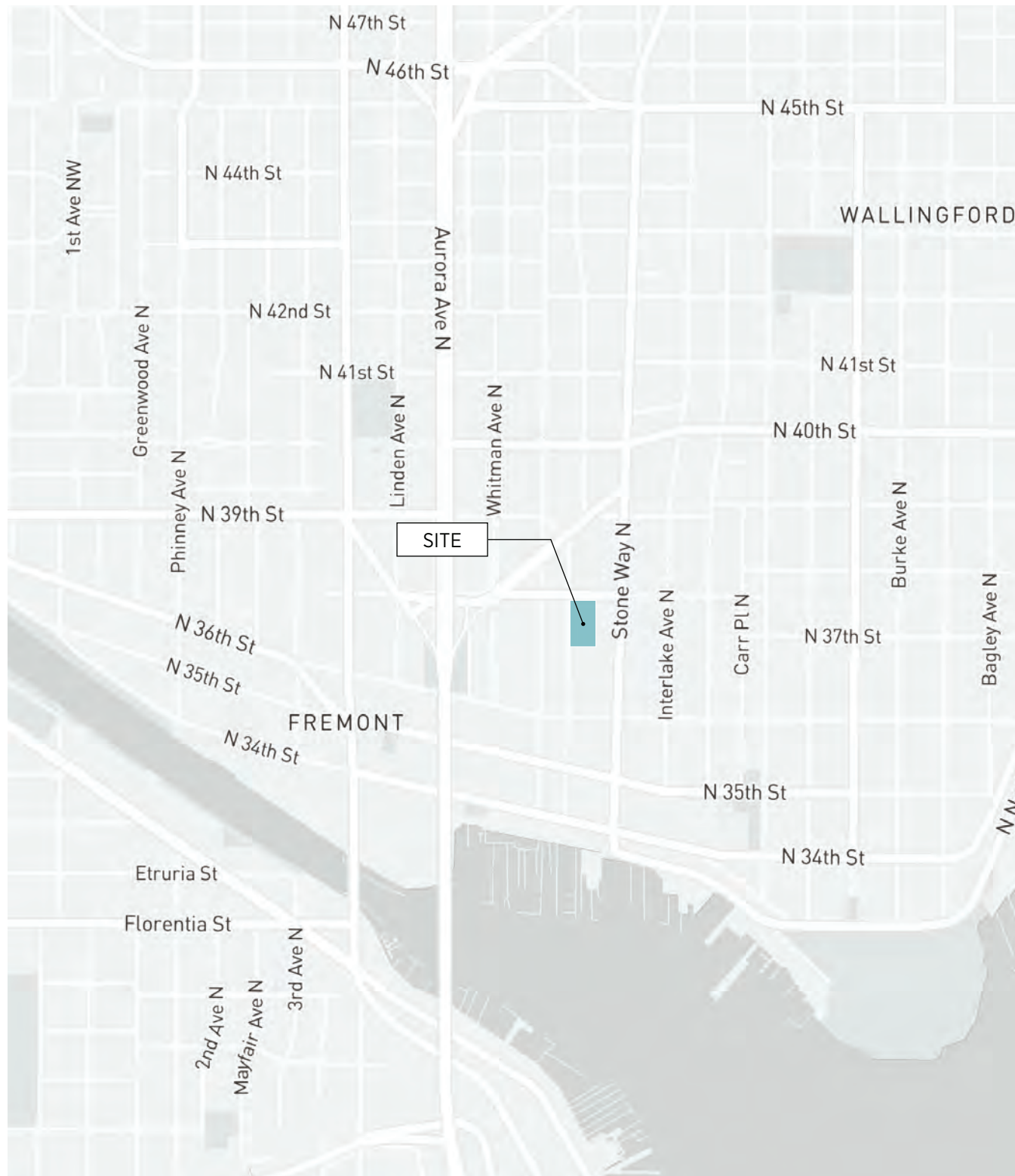
# PROJECT TIMELINE

## MEETING TIMELINE



Landmark Recap

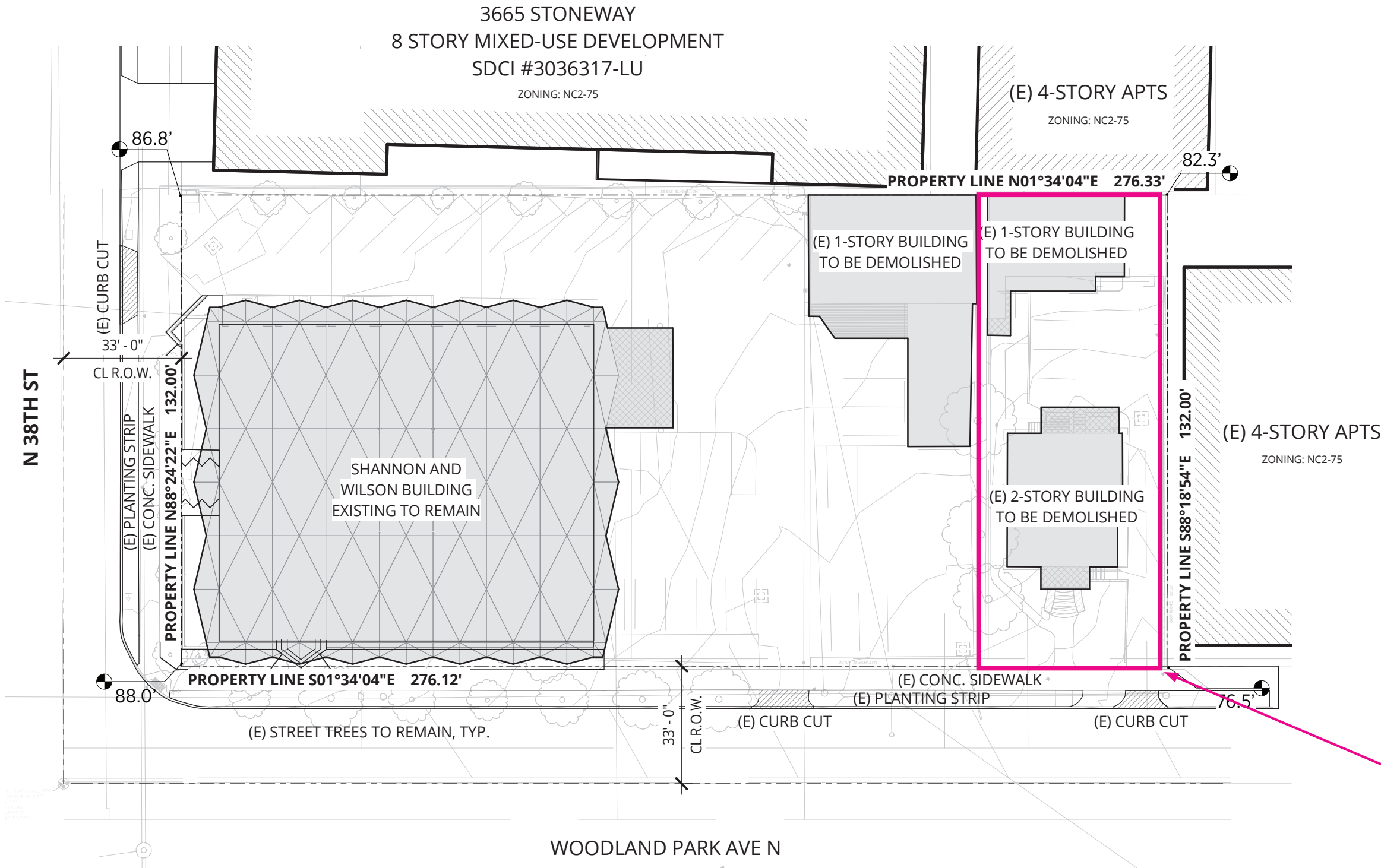
# NEIGHBORHOOD CONTEXT



THE SITE IS LOCATED OFF THE STONE WAY CORRIDOR BETWEEN FREMONT AND WALLINGFORD

THE CORRIDOR IS AN INCREASINGLY IMPORTANT NEIGHBORHOOD HUB AND DESTINATION IN ITS OWN RIGHT

# EXISTING SITE PLAN



### SITE ADDRESS & LEGAL DESCRIPTIONS

**3670 WOODLAND PARK AVE N 98103**  
**PARCEL: 226150-0090**  
 EDGEMONT ADD PLAT BLOCK: 3 PLAT LOT: 1-2-3-4  
 (SHANNON & WILSON BUILDING)  
 SE QUARTER, SECTION 18, TOWNSHIP 25, RANGE 4

**3652 WOODLAND PARK AVE N 98103**  
**PARCEL: 226150-0110**  
 EDGEMONT ADD PLAT BLOCK: 3 PLAT LOT: 5  
 COMMON NAME: STORAGE  
 SE QUARTER, SECTION 18, TOWNSHIP 25, RANGE 4

**3644 WOODLAND PARK AVE N 98103**  
**PARCEL: 226150-0115**  
 EDGEMONT ADD PLAT BLOCK: 3 PLAT LOT: 6  
 COMMON NAME: OLD TRIPLEX/NEW 4PLEX  
 SE QUARTER, SECTION 18, TOWNSHIP 25, RANGE 4

↑  
 PARCEL ADDED TO DEVELOPMENT  
 AREA SINCE NOV 2022 ARC BRIEFING

THE SITE IS CURRENTLY HOME TO THE SHANNON AND WILSON BUILDING AS WELL AS THREE OTHER EXISTING STRUCTURES

Landmark Recap

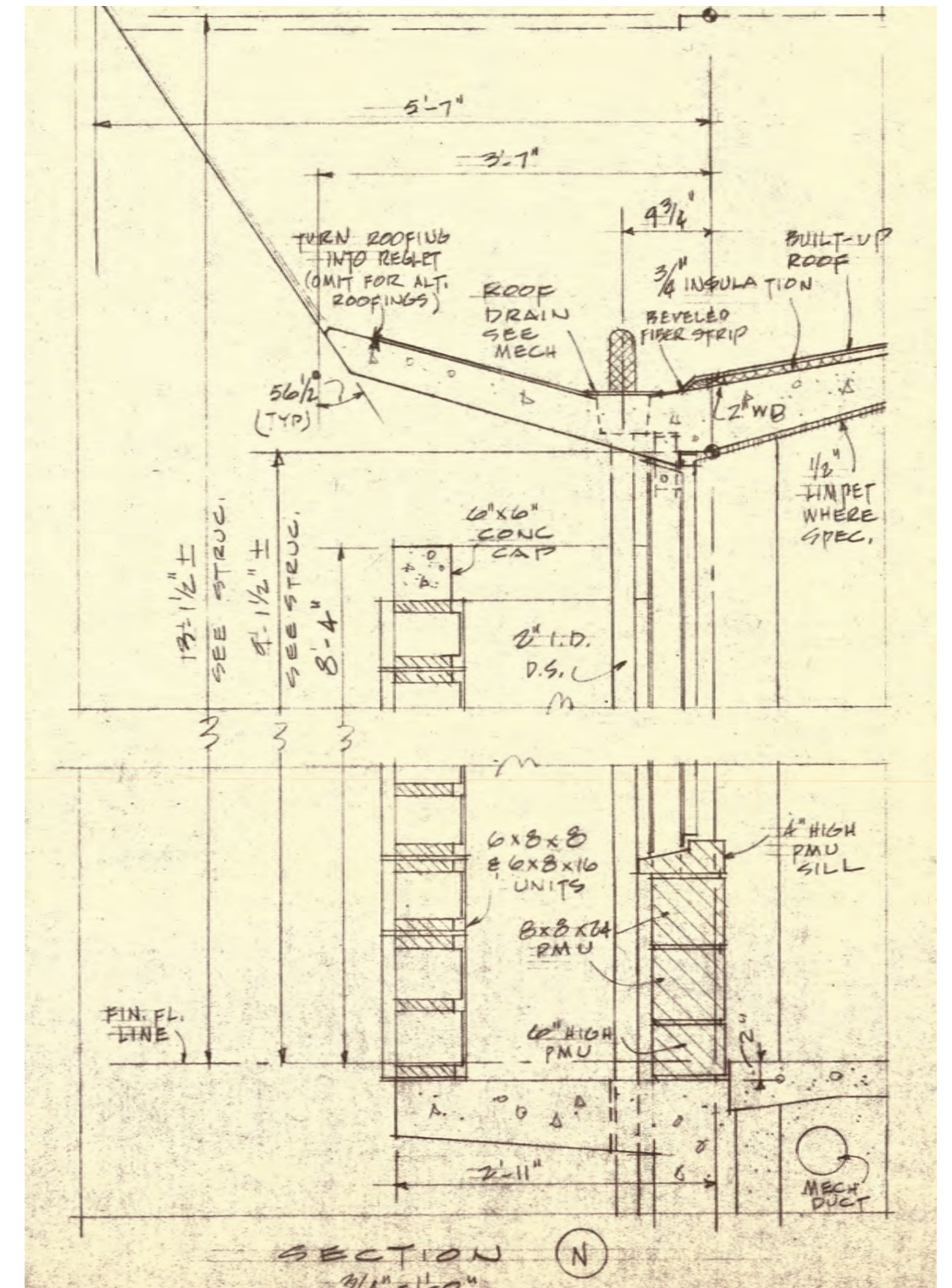
A GROUNDBREAKING DESIGN



ABOVE, A SKETCH BY JOHN ROHRER FOR NBBJ, CA. 1959 (SDCI PERMIT RECORDS).

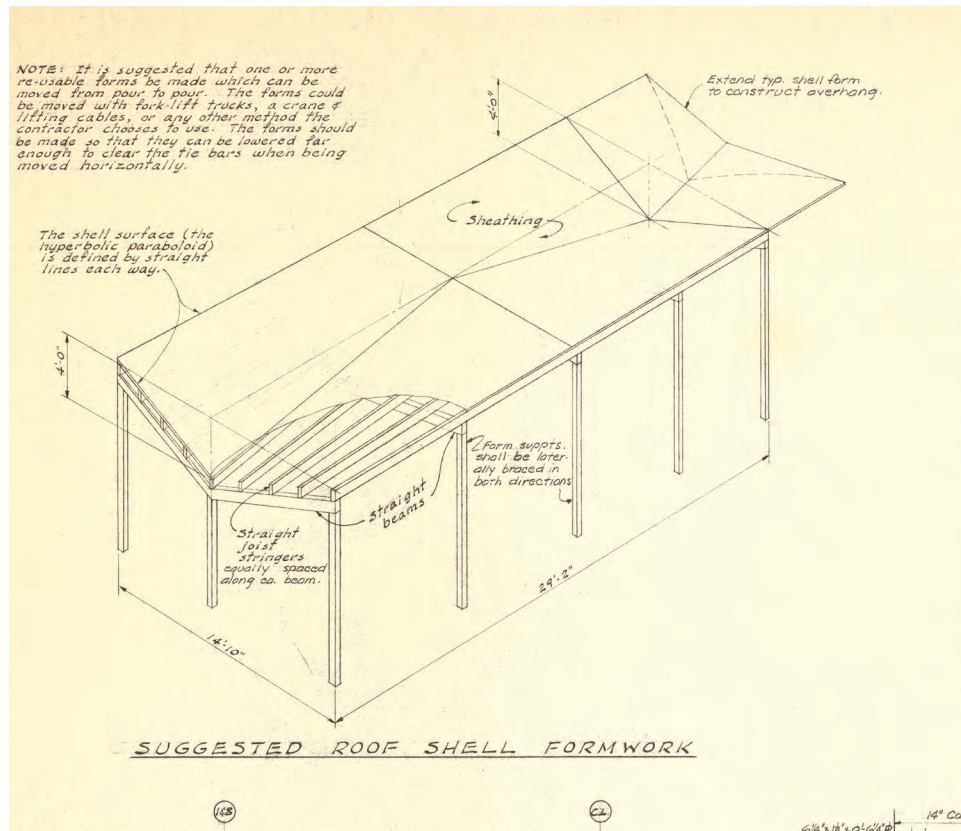


ABOVE, THE KING COUNTY TAX ASSESSOR'S PROPERTY RECORD CARD PHOTOGRAPH OF SEPTEMBER 19, 1960



CONSTRUCTION DOCUMENTS DETAIL OF BREEZEBLOCK WALL AND CANTILEVERED ROOF

# HALLMARKS OF THE MODERN MOVEMENT



CONSTRUCTION DETAIL FOR SUGGESTED REUSE OF MODULAR FORMWORK

## MODULARITY, REPETITION, AND EFFICIENCY

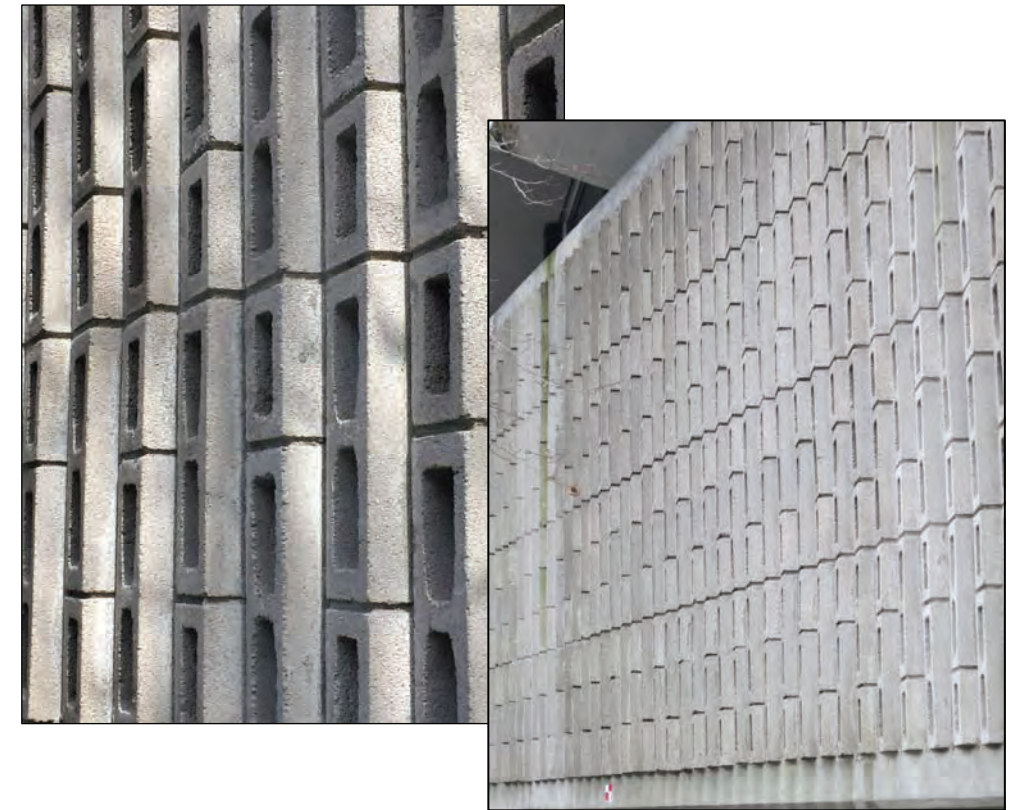
The roof is a dramatic warped-panel concrete roof shell – a modular arrangement of segments that both forms the roof plane and extends beyond the exterior walls to shelter the perimeter space. On the original engineer’s formwork sketch, a note reads, “The shell surface (the hyperbolic paraboloid) is defined by straight lines each way.” Continuing, they read “It is suggested that one or more re-usable forms be made which can be moved from pour to pour.” This economical, repetitive use of formwork was vital to the economy of the building.



INTERIOR VAULTING OF THIN SHELL CONCRETE ROOF

## SYNTHESIS OF ARCHITECTURE AND STRUCTURE

Advanced by structural engineer Jack Christiansen, hyperbolic paraboloid thin-shell concrete became a prominent building type in the Pacific Northwest. The simple warping of a rectilinear roof plane helped usher in a new era of architectural modernism. The hyperbolic paraboloid could negotiate both the need for logic and minimalism with the desire for expression. The form could be equally approached as an object of engineering – materially efficient – or as an architectural expression.



CINDER BLOCKS, REPURPOSED AS ELEGANT SUN SCREEN

## INNOVATIVE USE OF COMMONPLACE INDUSTRIAL MATERIALS

The perforated concrete blocks that make up the screen walls partially shade the glass walls, and allow a varying quality of day light at an indirect angle to enter interior spaces. This arrangement encourages more indirect, north daylight rather than glaring direct west daylight. The blocks create a distinct pattern and texture along the face of the building.

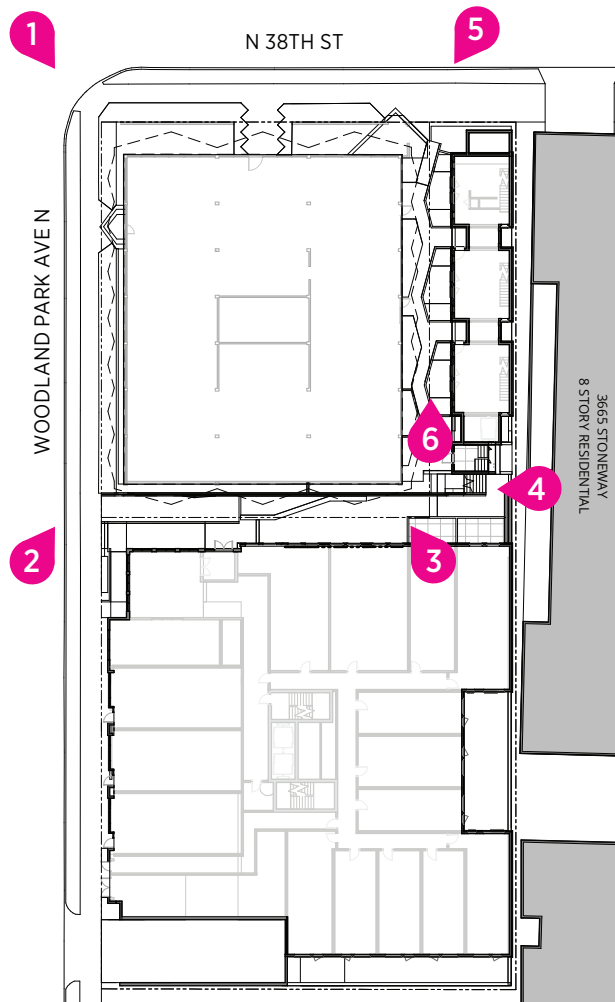
# CURRENT CONDITION



1 THE DISTINCTIVE, UNDULATING ROOFLINE IS A FOCAL POINT FOR THE CORNER



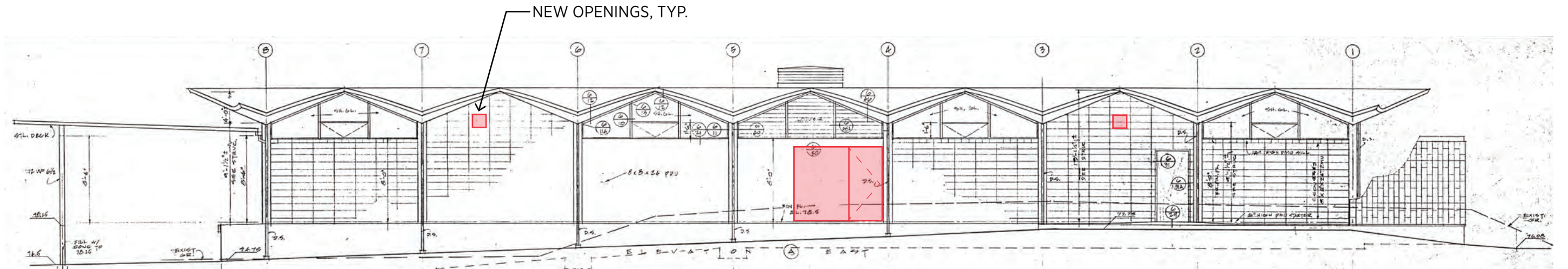
2 A BRIESE SOLEI LENDS A FORMAL AIR TO THE STREET FACING FACADES



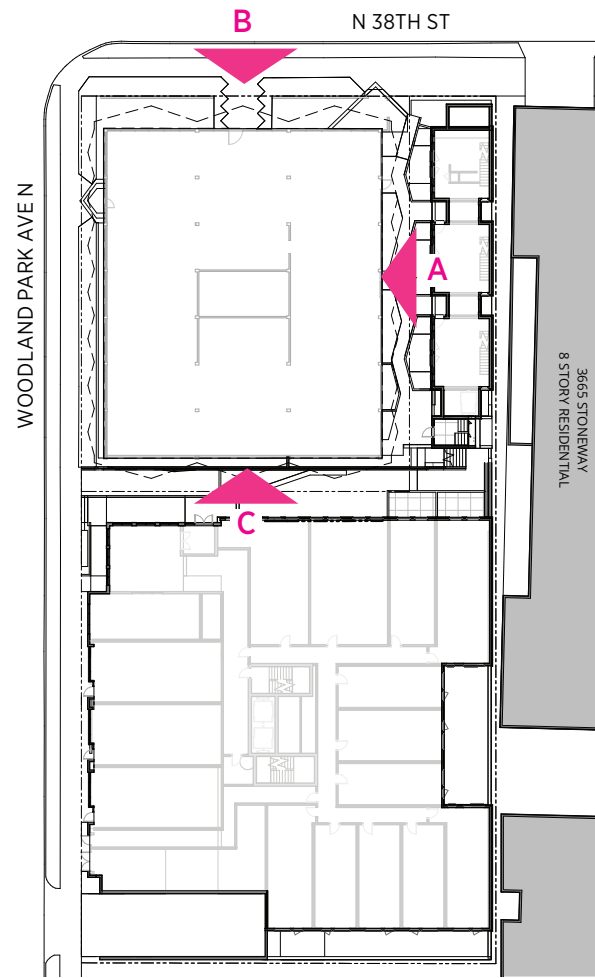


Landmark Recap

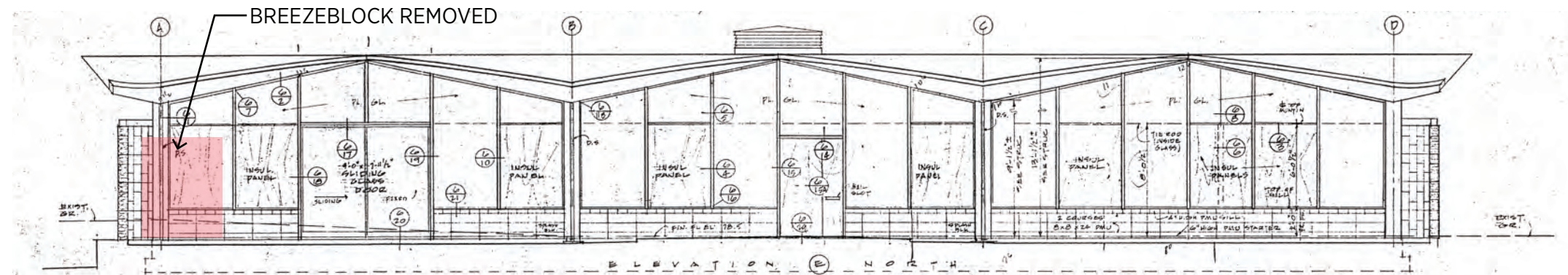
# EXISTING ALTERATIONS



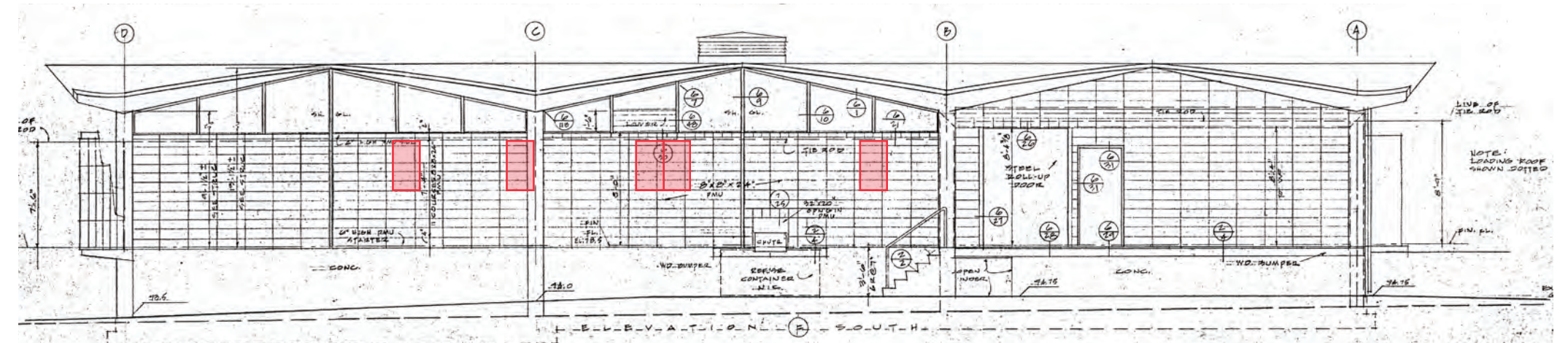
A NEW OPENINGS AND A DOORWAY HAVE BEEN ADDED TO THE EAST ELEVATION



KEY PLAN



B A PORTION OF THE SCREEN WALL FACING 38TH STREET HAS BEEN REMOVED

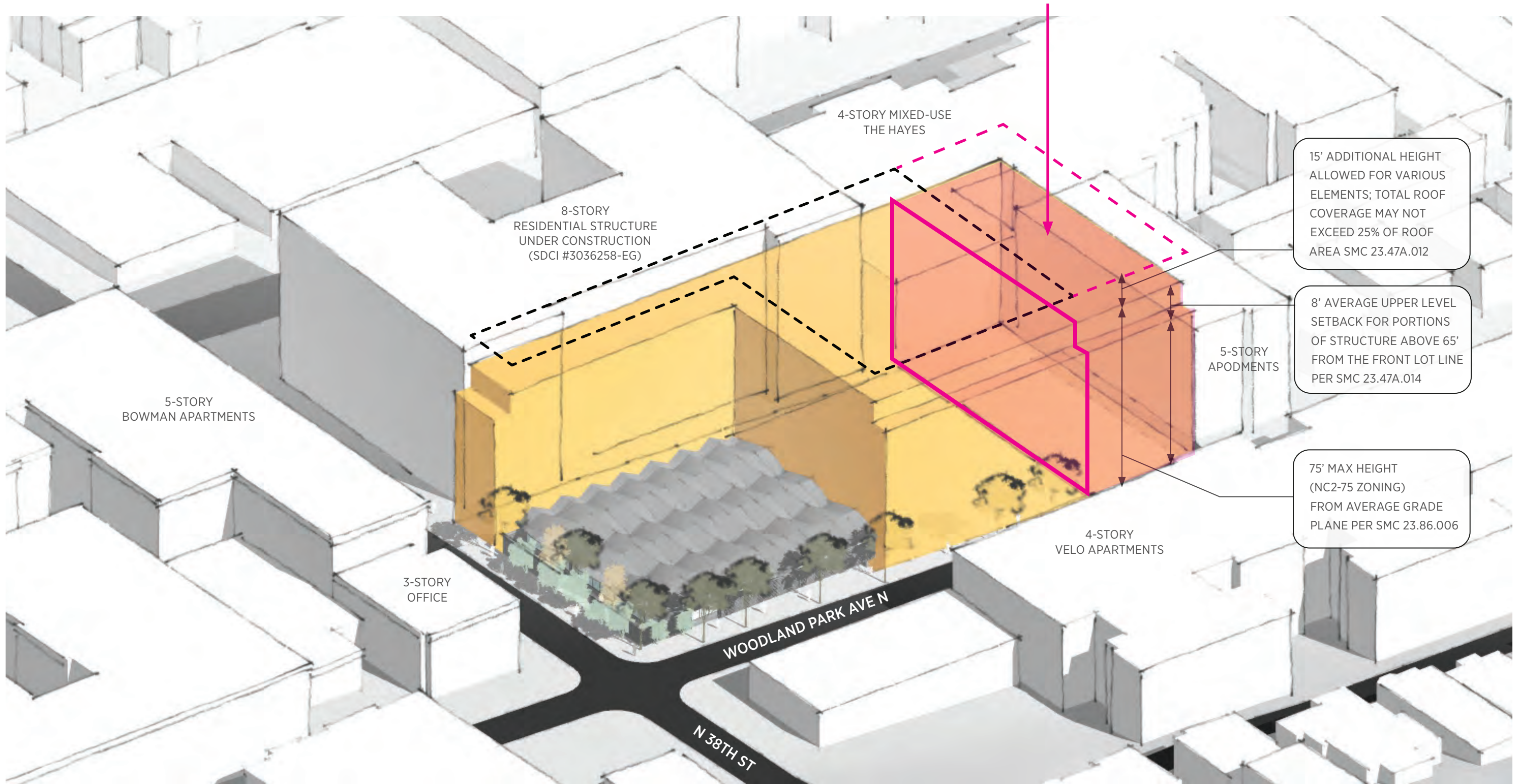


C NEW WINDOWS HAVE BEEN PUNCHED ON THE SOUTH ELEVATION

# **02** INITIAL LANDMARK MASSING STUDIES

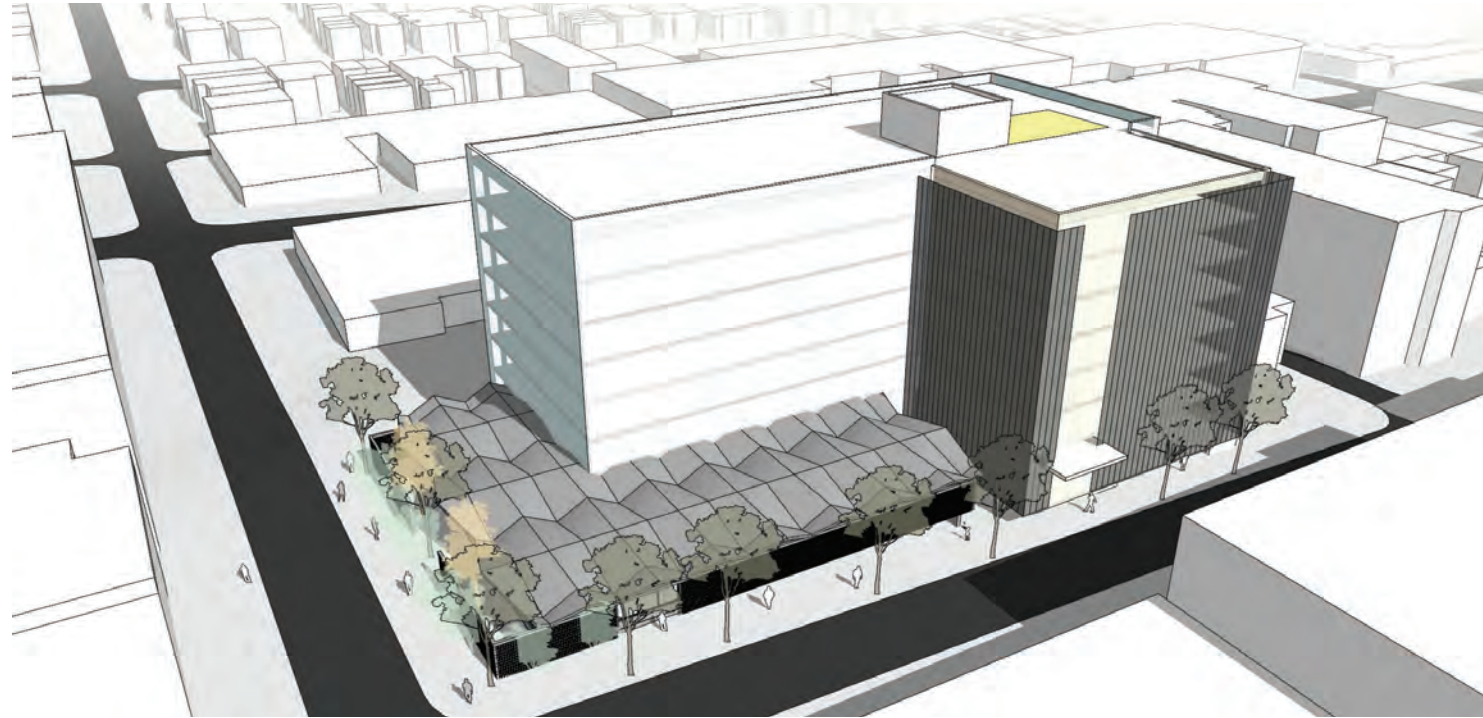
(SEATTLE LPB ARCHITECTURAL REVIEW COMMITTEE)

# ALLOWABLE ZONING ENVELOPE

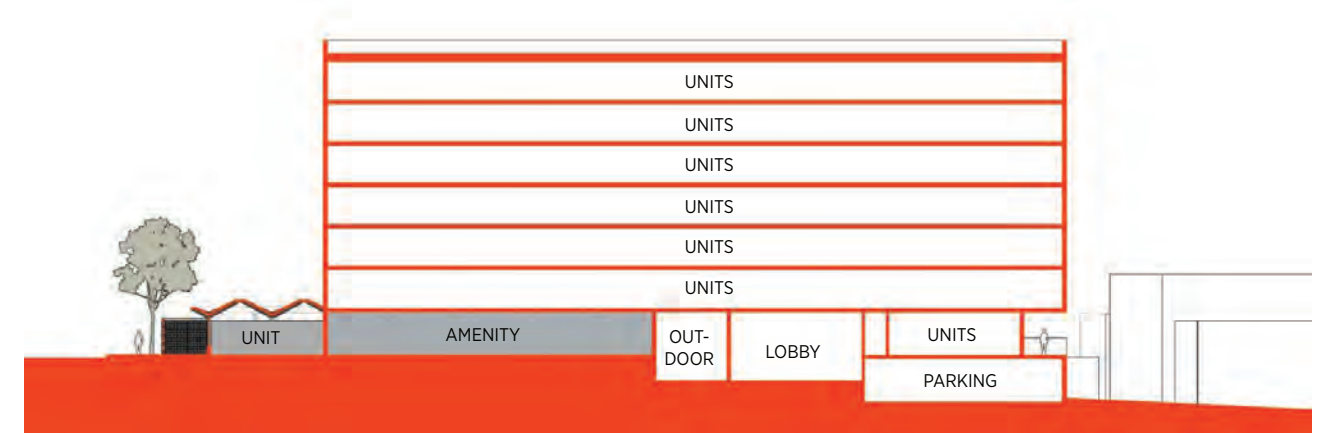


THE CURRENT 75' ZONING PERMITS A SIGNIFICANT JUMP IN DENSITY ALONG THIS RAPIDLY DEVELOPING CORRIDOR

# ARC VETOED MASSING PROPOSALS

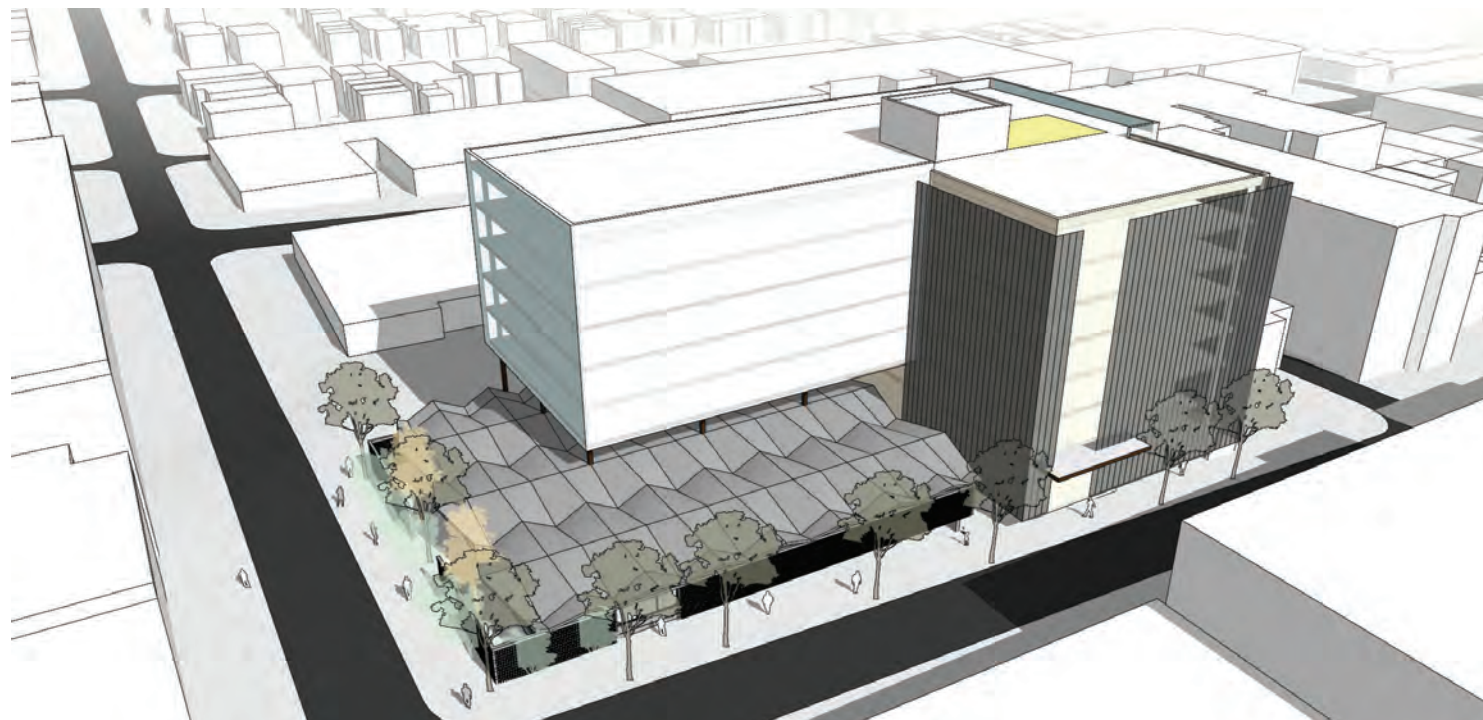


CONCEPT #1: ENGAGE

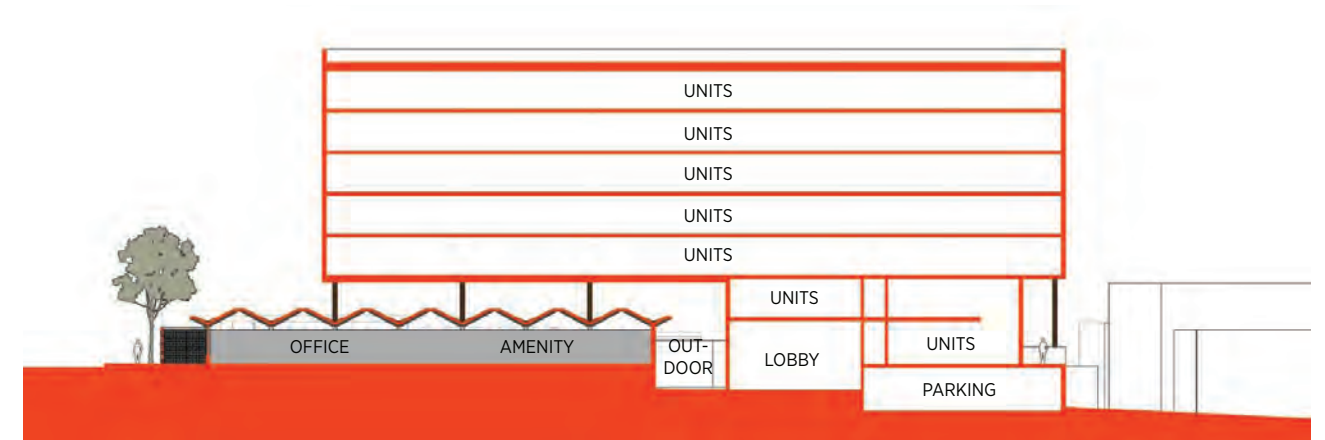


"ENGAGE" NORTH/SOUTH SECTION

- Would have preserved the outer two structural bays of the landmark, while demolishing the interior to make way for the new development
- The ARC did not support this option and advocated maintaining the integrity of the landmark structure



CONCEPT #2: ROOM TO BREATHE



"ENGAGE" NORTH/SOUTH SECTION

- Would have made use of the volume above the landmark, supporting the new development on a grid of piloti for a design that would have hovered over the iconic roofscape
- The ARC did not support this option commenting that it felt uncomfortable to build on top of the landmark building

# ARC FAVORED MASSING PROPOSAL



CONCEPT #3: WALLFLOWER - FAVORED BY ARC

## ARC FEEDBACK

The board appreciated the design development based on board feedback from ARC briefing #1 to briefing #2

Board members were supportive of the narrow building proposed for the eastern portion of the site

The board supported the use of outdoor public space to connect old and new structures

Board members understood the justification for removing breezeblocks but were hesitant and want to see more specifics on how it would work

## ARC GUIDANCE

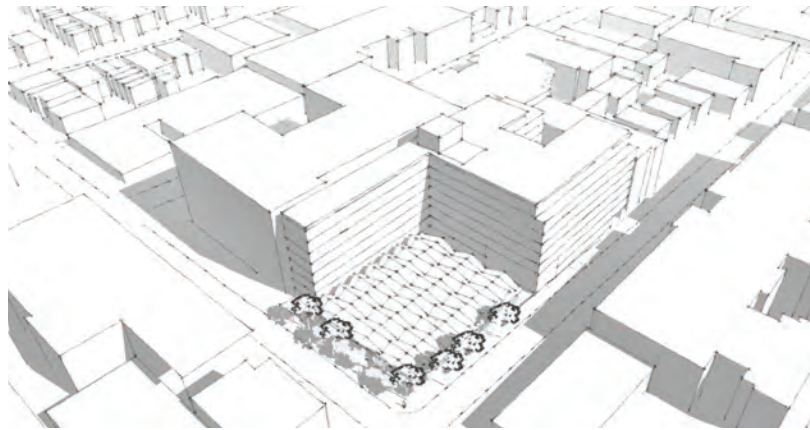
- 1 MASSING SHOULD SET BACK FROM THE LANDMARK TO RETAIN THE DISTINCTIVE FACADE AND ROOF FORMS
- 2 RETAIN EXISTING BREEZEBLOCK WALL WHERE POSSIBLE
- 3 ANY NEW DEVELOPMENT SHOULD BE CONSIDERED AS “BACKDROP” TO THE EXISTING STRUCTURE

# **03** EARLY DESIGN GUIDANCE

(SEATTLE DESIGN REVIEW BOARD)

## EARLY DESIGN GUIDANCE

# EDG #1 MASSING SCHEMES



### CONCEPT 1 (CODE COMPLIANT)

145,483 GSF

3 LIVE-WORK UNITS

136 TOTAL RESIDENTIAL UNITS

#### OPPORTUNITIES

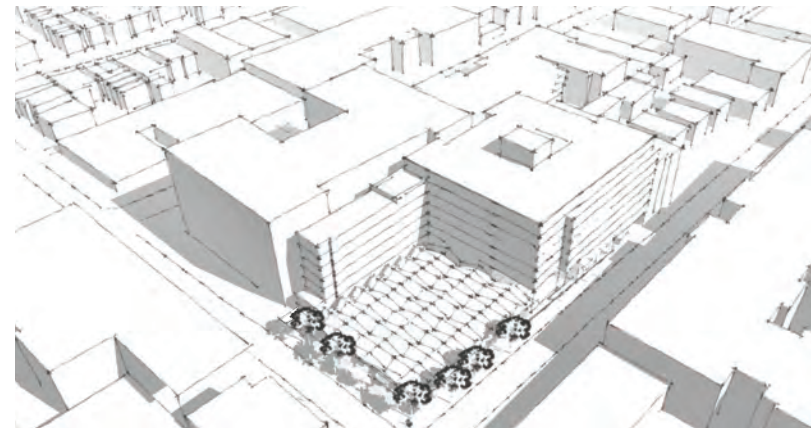
- SOUTH FACING COURTYARD
- PRESERVES EXISTING EXCEPTIONAL TREE

#### CONSTRAINTS

- 75FT TALL, 250FT LONG PARTY WALL NEEDED ALONG EAST PROPERTY LINE TO CREATE A FINANCIALLY VIABLE SCHEME THAT SAVES THE LANDMARK STRUCTURE AND THE EXCEPTIONAL TREE. WOULD BLOCK ACCESS TO LIGHT AND VIEWS FOR NEIGHBORING RESIDENTIAL DEVELOPMENT
- LOWEST UNIT AND PARKING COUNT
- STREET FACING FAÇADE @ WOODLAND PARK AVE IS CLOSE TO THE STREET AND WITH MINIMAL ARTICULATION
- SAVING THE EXCEPTIONAL TREE CREATES A LARGE BARRIER TO DEVELOPMENT POTENTIAL ON THE SITE IF APPLICANT IS ALSO REQUIRED TO RETAIN THE ENTIRE EXISTING LANDMARK STRUCTURE

#### DEPARTURES

- NONE



### CONCEPT 2

159,930GSF

3 LIVE-WORK UNITS

172 TOTAL RESIDENTIAL UNITS

#### OPPORTUNITIES

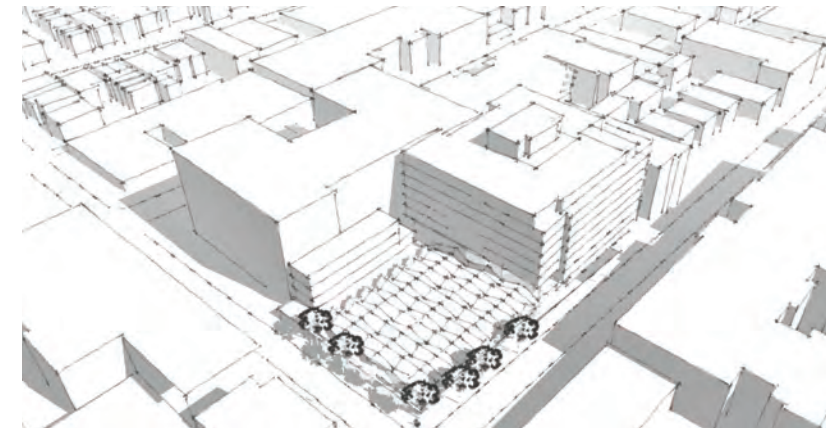
- STREET-FACING OPEN SPACES ALONG N 38TH ST AND WOODLAND PARK AVE N

#### CONSTRAINTS

- STREET-FACING OPEN SPACES ALONG N 38TH ST AND WOODLAND PARK AVE N
- LARGE PARTY WALL ADJACENT TO THE NEIGHBORING 8-STORY DEVELOPMENT AND 5-STORY APODMENTS TO THE SOUTH
- LITTLE SEPARATION BETWEEN THE LANDMARK AND THE PROPOSED MASSING OF NEW STRUCTURE
- LACK OF MODULATION AT STREET LEVELS DOES NOT PROMOTE PEDESTRIAN SCALE
- THE LAYOUT REQUIRES THE REMOVAL OF THE EXCEPTIONAL TREE

#### DEPARTURES

1. NON-RESIDENTIAL USES AT STREET LEVEL SHALL HAVE A FLOOR-TO-FLOOR HEIGHT OF AT LEAST 13 FT.
2. STREET-LEVEL, STREET-FACING FACADES SHALL BE LOCATED WITHIN 10FT OF THE STREET LOT LINE



### CONCEPT 3 (PREFERRED)

147,449 GSF

3 LIVE-WORK UNITS

172 TOTAL RESIDENTIAL UNITS

#### OPPORTUNITIES

- STREET-FACING OPEN SPACES ALONG N 38TH ST AND WOODLAND PARK AVE N

#### CONSTRAINTS

- HIGHEST UNIT COUNT AND PARKING
- STREET-LEVEL SETBACK CREATES LARGER SIDEWALK WIDTH AND ACTIVATES THE STREETScape AT WOODLAND PARK AVE N
- MASSING ARTICULATION CREATES A VARIETY OF SCALES AT THE STREET-LEVEL
- REDUCED MASSING BULK AND SCALE CREATES BETTER TRANSITION INTO THE RESIDENTIAL FABRIC OF THE SURROUNDING CONTEXT
- VOLUNTARY SETBACKS ADJACENT TO NEIGHBORING BUILDINGS ON EAST AND SOUTH

#### DEPARTURES

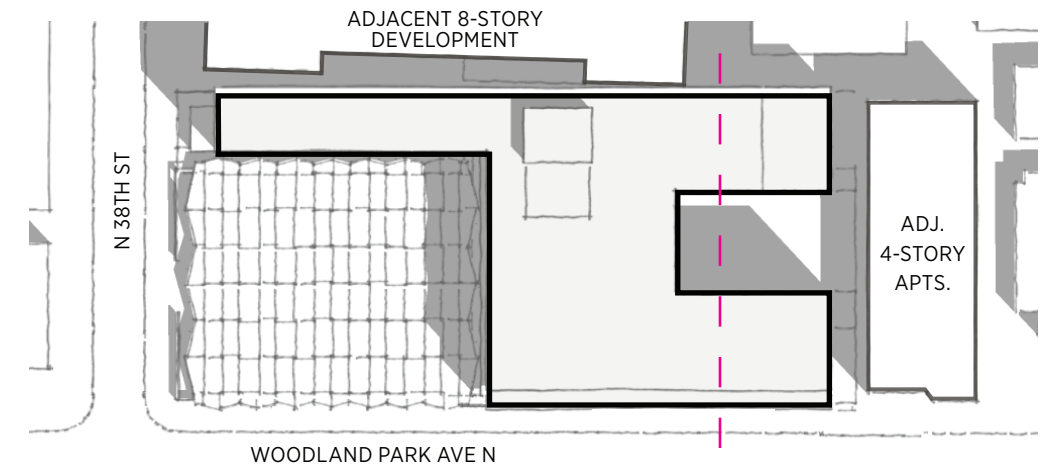
1. NON-RESIDENTIAL USES AT STREET LEVEL SHALL HAVE A FLOOR-TO-FLOOR HEIGHT OF AT LEAST 13 FT.
2. STREET-LEVEL, STREET-FACING FACADES SHALL BE LOCATED WITHIN 10FT OF THE STREET LOT LINE

**EARLY DESIGN GUIDANCE**

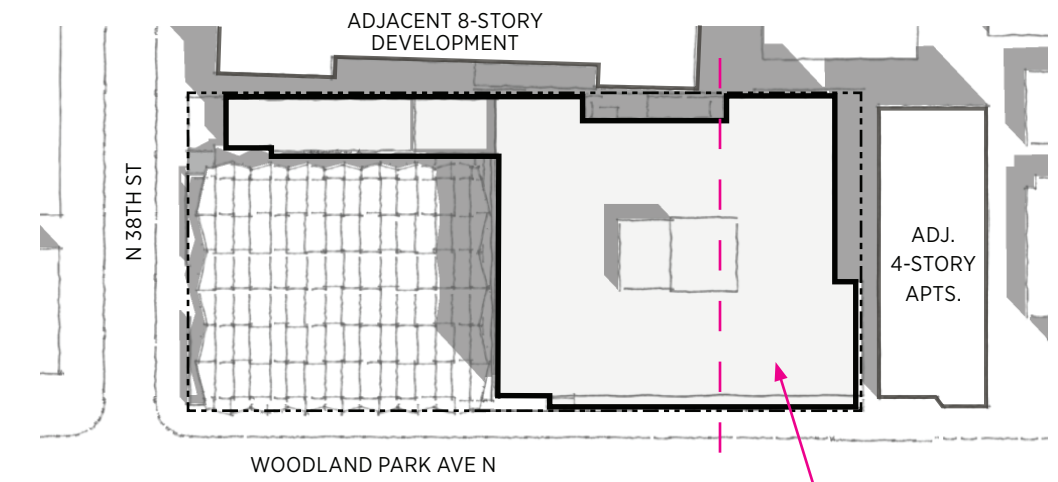
EDG #1 MASSING SCHEMES



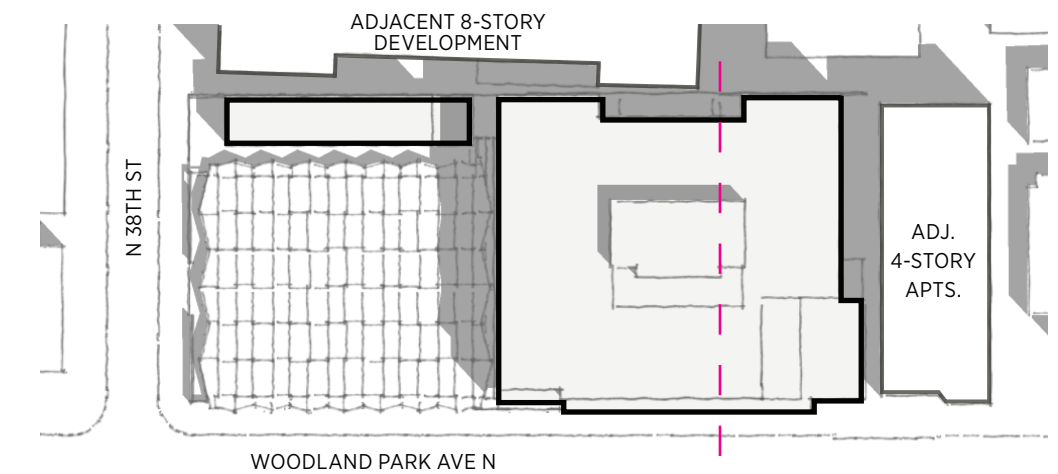
**CONCEPT 1 - WOODLAND PARK AVE N ELEVATION**



**CONCEPT 2 - WOODLAND PARK AVE N ELEVATION**

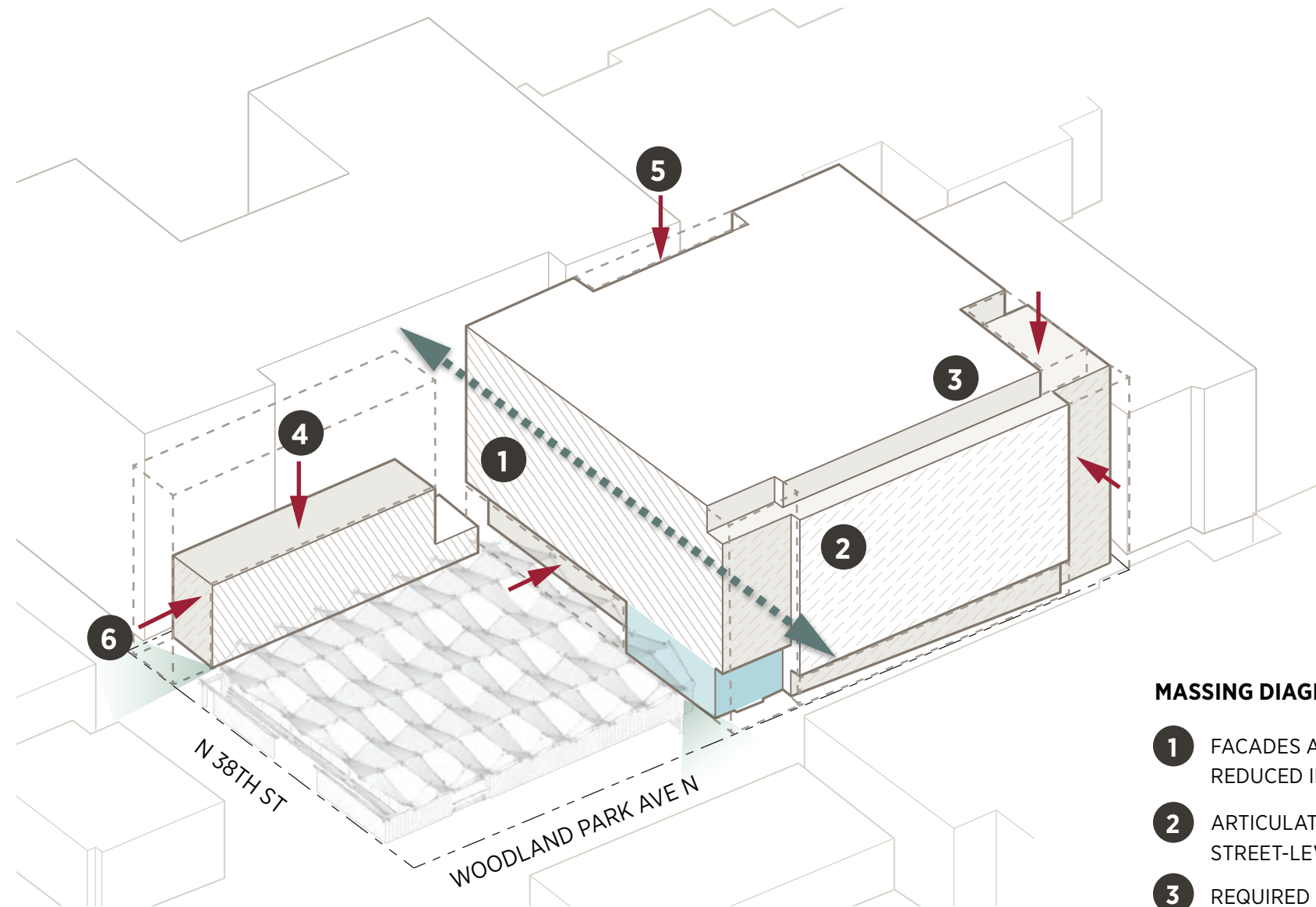


**CONCEPT 3 (PREFERRED) - WOODLAND PARK AVE N ELEVATION**





# EDG #1 APPROVED MASSING

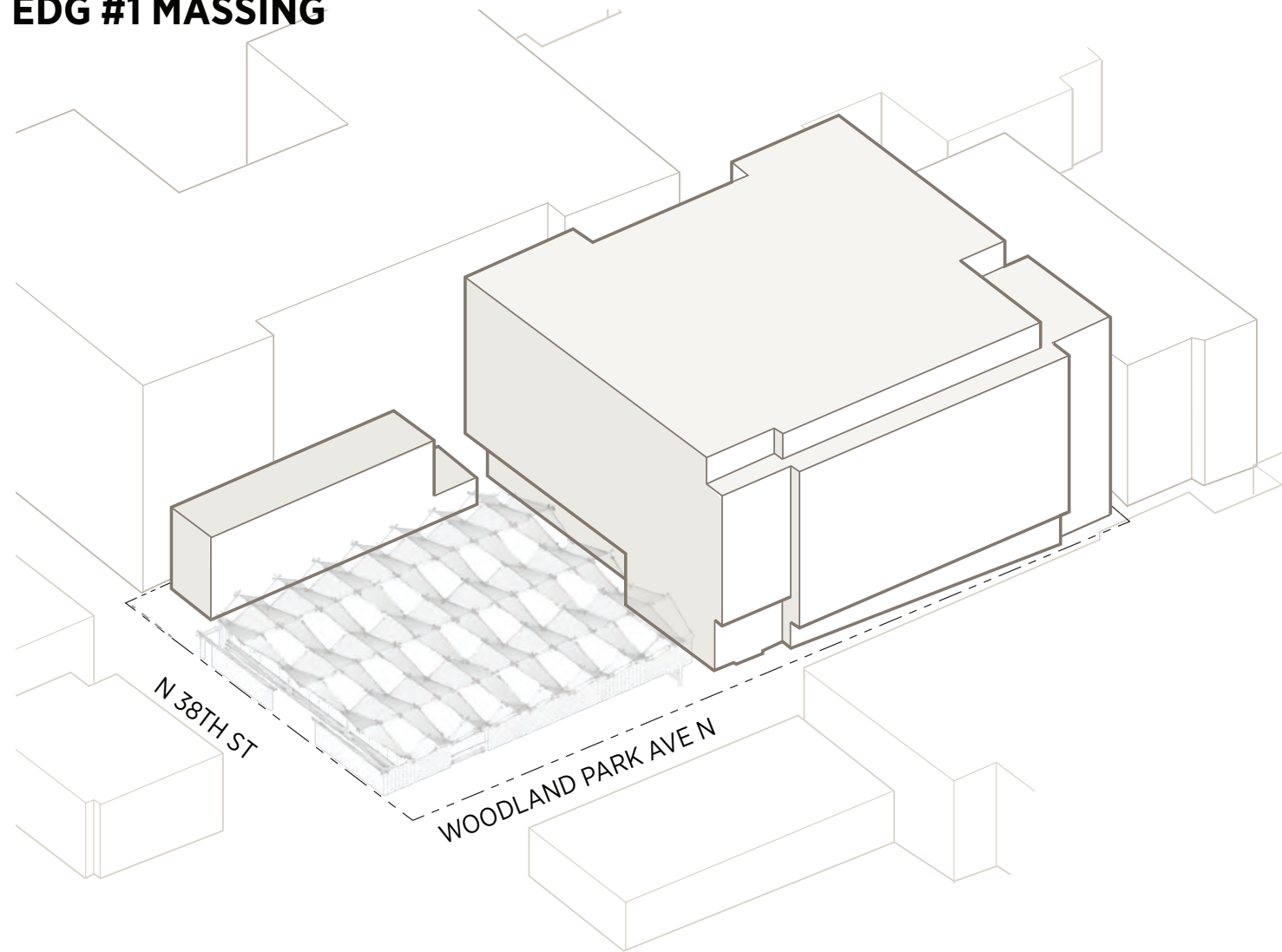


## MASSING DIAGRAM

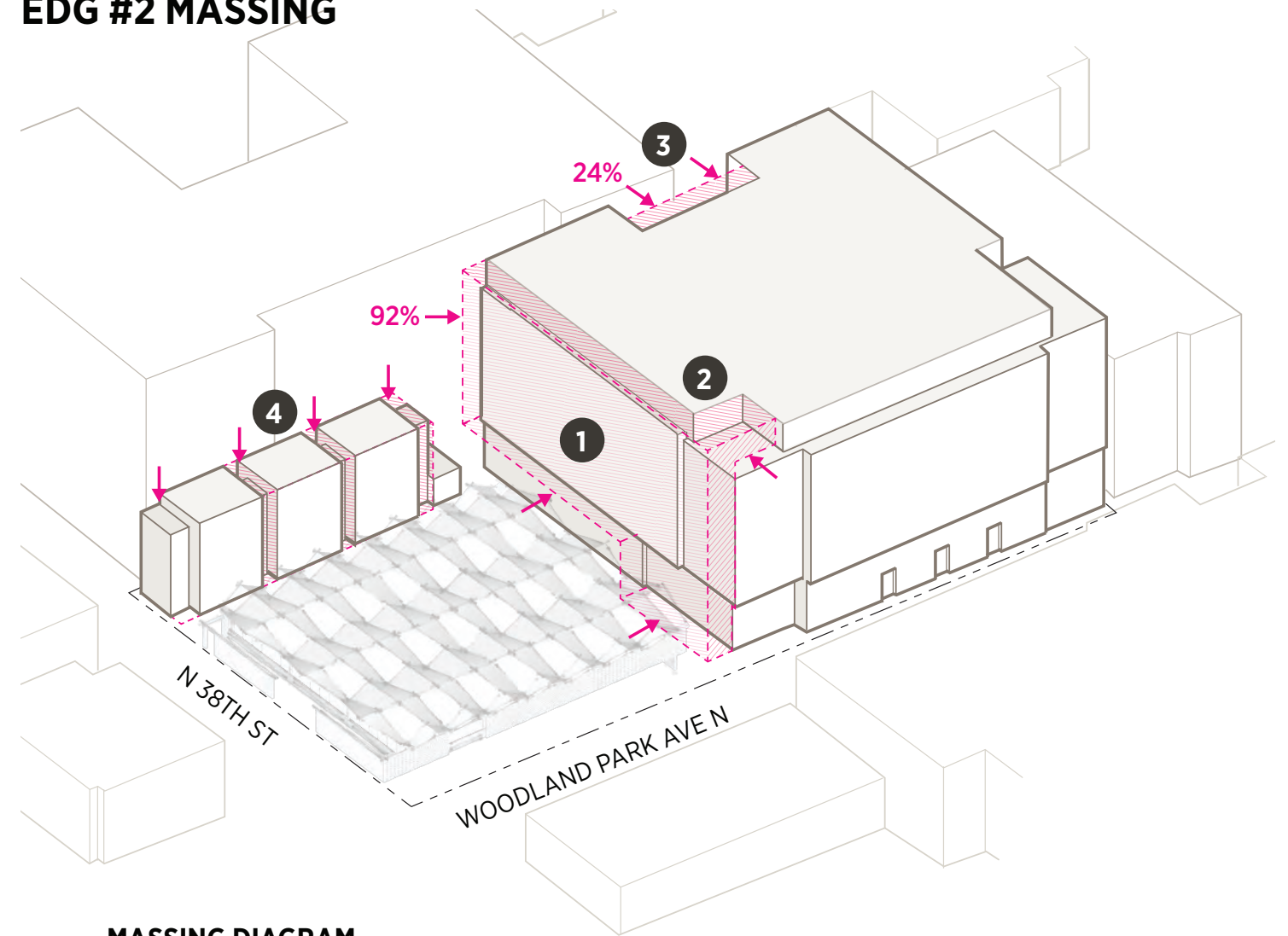
- 1 FACADES ADJACENT TO THE LANDMARK ARE ARTICULATED AND REDUCED IN SCALE AS THE "BACKDROP"
- 2 ARTICULATED STREET-FACING FACADES TO REDUCE SCALE AND BULK; STREET-LEVEL FACADE IS PULLED BACK
- 3 REQUIRED UPPER LEVEL SETBACK
- 4 HEIGHT OF MASSING REDUCED ADJ. TO THE NEW 8-STORY DEVELOPMENT
- 5 PORTIONS OF MASSING PULLED BACK FROM THE EAST AND SOUTH SHARED PROPERTY LINES
- 6 MASSING PULLED BACK TO REVEAL THE LANDMARK CORNER ENTRY ON THE N 38TH STREET

# RESPONSE TO DRB GUIDANCE ON HEIGHT, BULK, & SCALE

## EDG #1 MASSING



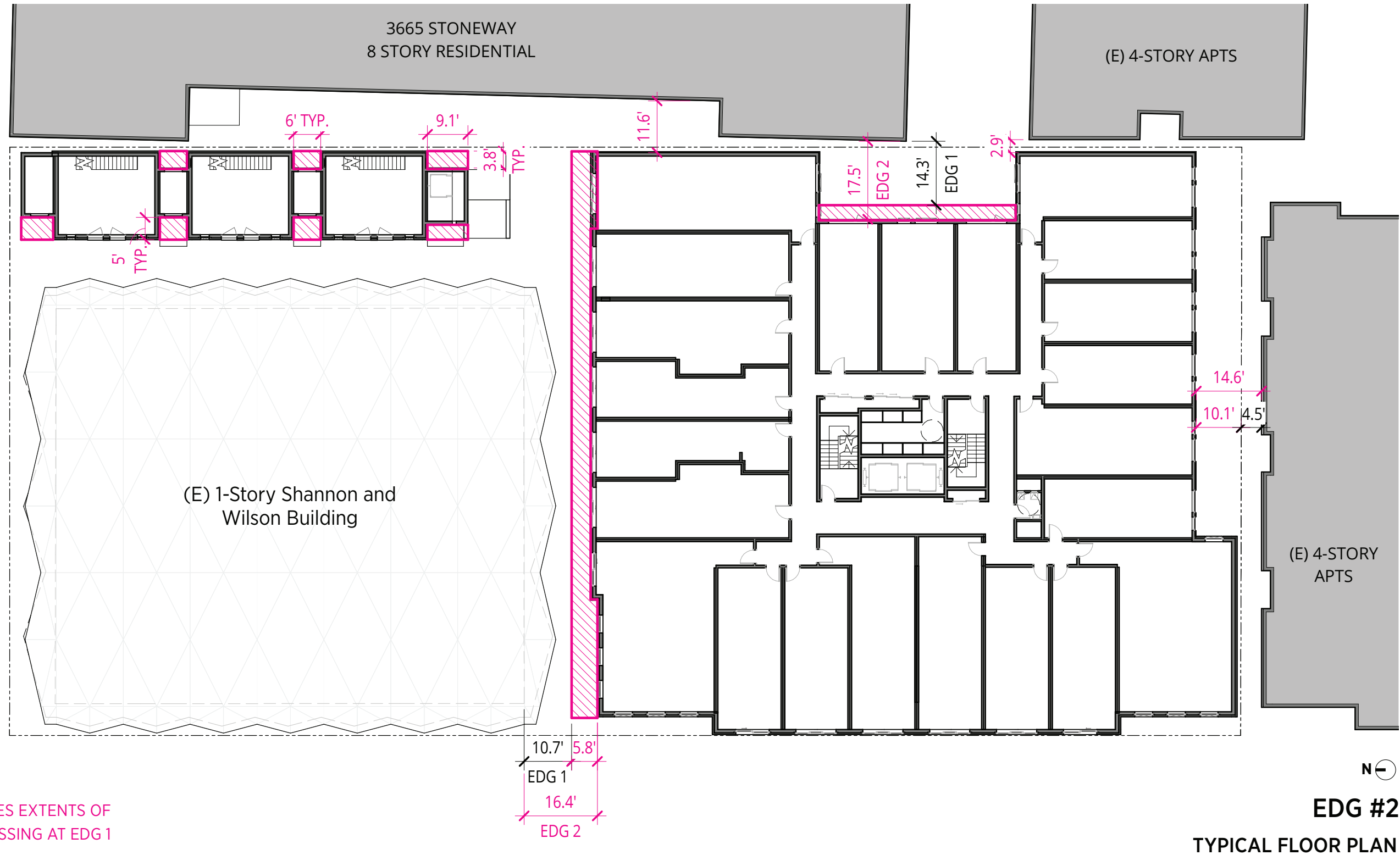
## EDG #2 MASSING



### MASSING DIAGRAM

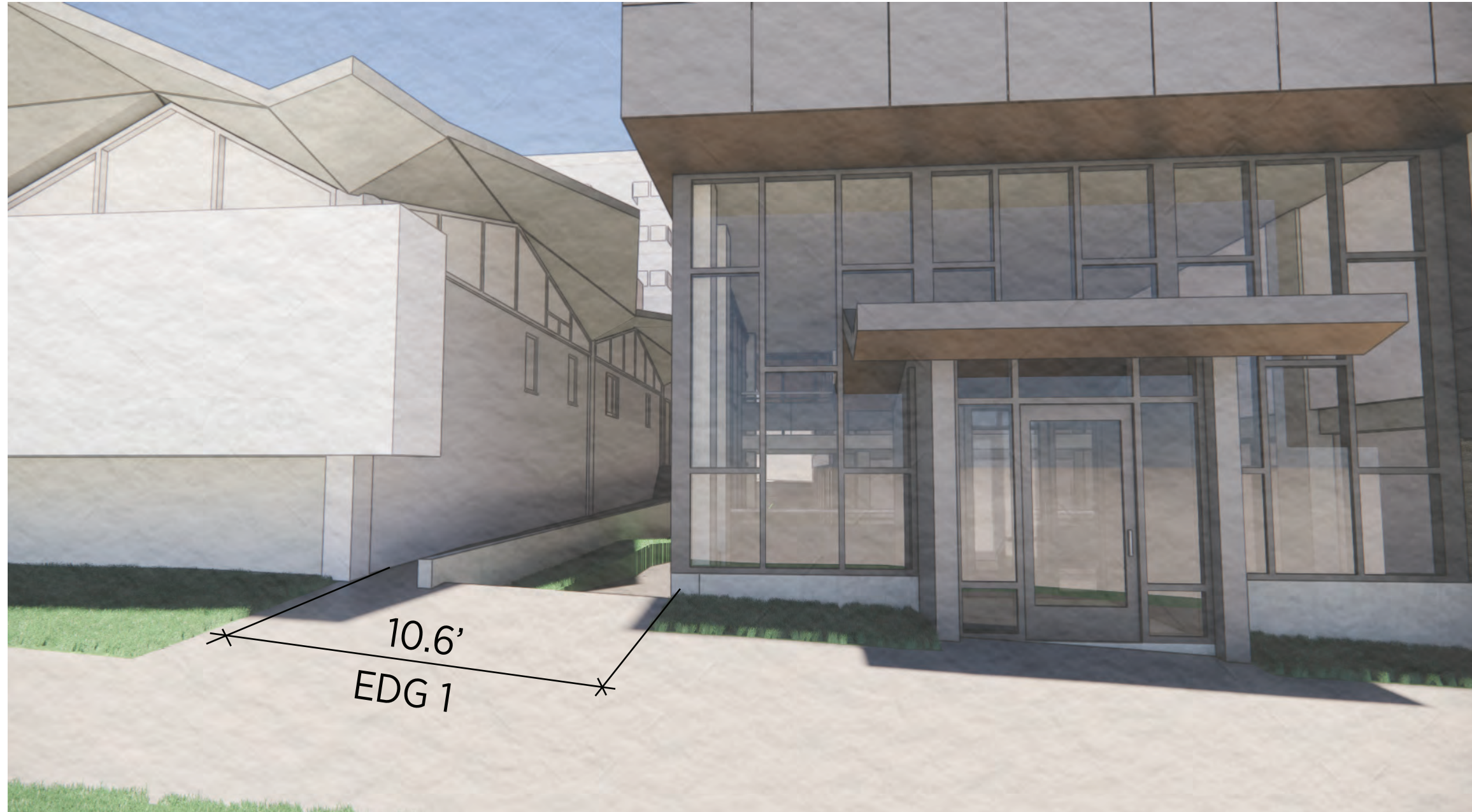
- 1 THE NORTH FACADE HAS BEEN PULLED BACK FROM THE LANDMARK STRUCTURE TO MITIGATE THE SCALE OF THE MASSING. **THE SEPARATION HAS BEEN INCREASED BY 92%.**
- 2 THE NW CORNER OF THE MASSING FACING THE LANDMARK STRUCTURE HAS BEEN FURTHER REDUCED IN SCALE AND BULK BY PROVIDING LARGER VOLUNTARY UPPER-LEVEL SETBACK.
- 3 THE SEPARATION BETWEEN THE EAST FACADE AND THE ADJACENT 8-STORY DEVELOPMENT HAS BEEN INCREASED BY PROVIDING LARGER VOLUNTARY SETBACK.
- 4 THE EAST FACADE OF THE TOWNHOMES HAS BEEN MODULATED AND THE LENGTH OF THE PARTY WALL HAS BEEN SIGNIFICANTLY REDUCED.

# RESPONSE TO DRB GUIDANCE ON HEIGHT, BULK, & SCALE



\*PINK HATCH DENOTES EXTENTS OF PREFERRED MASSING AT EDG 1

RESPONSE TO DRB GUIDANCE ON HEIGHT, BULK, & SCALE



EDG #1

Detail perspective of lobby and main building entry at the first EDG meeting

# RESPONSE TO DRB GUIDANCE ON HEIGHT, BULK, & SCALE



## EDG #2

At the ground level, the setback from landmark structure has been nearly doubled. The main entry door has been repositioned to face the landmark and draw visitors deeper into the courtyard space.

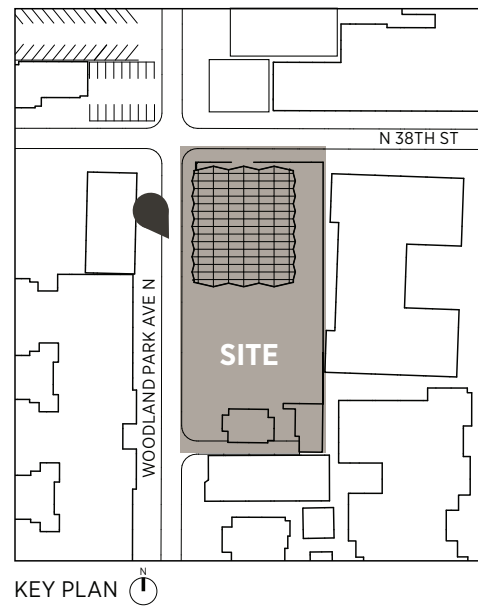
## EARLY DESIGN GUIDANCE

# RESPONSE TO DRB GUIDANCE ON RESPONSE TO LANDMARK

### BOARD GUIDANCE

c. The Board noted that the proposed design was described in the presentation as a 'background' building that would allow the Landmark visual primacy and, echoing public comment, agreed that this was an appropriate strategy in response to context.

d. Echoing public comment, the Board provided guidance to explore simplifying the design in response to the Landmark, and to explore the development of horizontal compositional elements to deemphasize the 8-story height of the proposal and mitigate its scale.



**EDG #1**

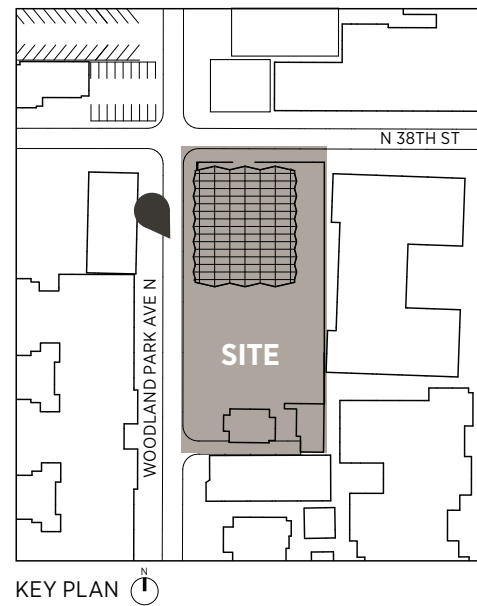
Streetscape looking south along Woodland Park Ave at the first EDG meeting

## EARLY DESIGN GUIDANCE

# RESPONSE TO DRB GUIDANCE ON RESPONSE TO LANDMARK

### RESPONSE

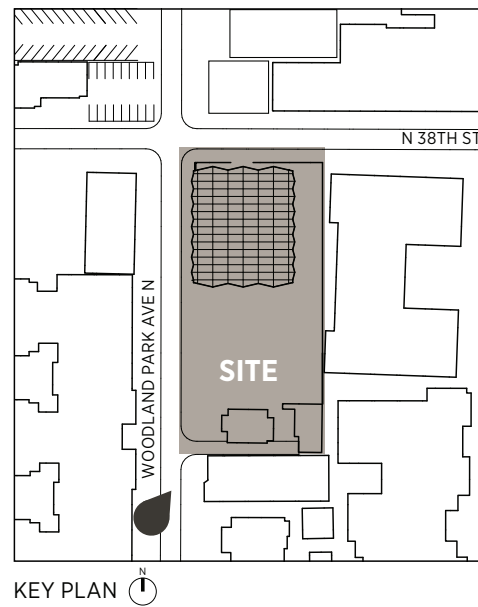
The architectural expression of the proposed structure has been revised to produce a “quieter” aesthetic. Upright bands of color and surface plane changes that previously generated a feeling of verticality have been traded for a more consistent color scheme and fenestration arrangement that emphasizes horizontality. Along Woodland Park Ave, deep balconies previously organized in a dynamic, alternating pattern have been traded for a field of shallow Juliette balconies arrayed in a more stayed grid arrangement. Schematic elevations of all four sides of the primary structure as well as the townhouses has been provided.



**EDG #2** Whereas the architectural expression at EDG 1 emphasized verticality, the revised design conveys a more horizontal emphasis

**EARLY DESIGN GUIDANCE**

RESPONSE TO DRB GUIDANCE ON RESPONSE TO LANDMARK



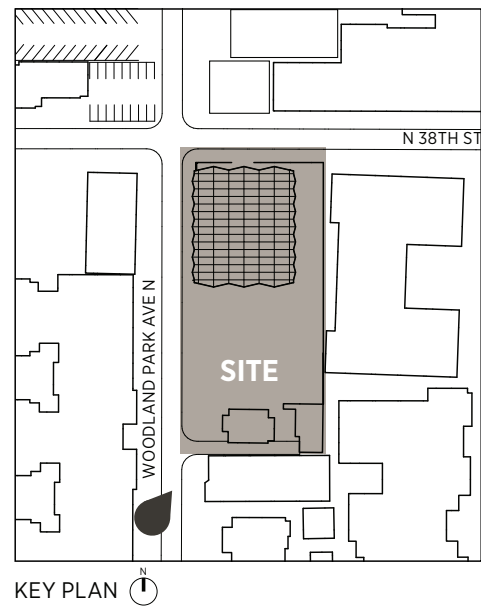
**EDG #1**

Streetscape looking north up Woodland Park Ave at first the EDG meeting



**EARLY DESIGN GUIDANCE**

RESPONSE TO DRB GUIDANCE ON RESPONSE TO LANDMARK



**EDG #2** The tripartite base, middle, top organization of the prior design is reinforced with the use of larger, more contiguous blocks of color

## EARLY DESIGN GUIDANCE

# EXTERIOR MATERIALS

### BOARD GUIDANCE

a. The Board supported the use of brick as a cladding material and echoing public comment provided guidance to develop a simple pallet of high quality materials in response to the strong material character of the adjacent Landmark.

### RESPONSE

The proposed structures will incorporate high quality, durable materials. The project team is considering the use of brick, metal panel, and upmarket fiber cement panels as options for the proposed project.

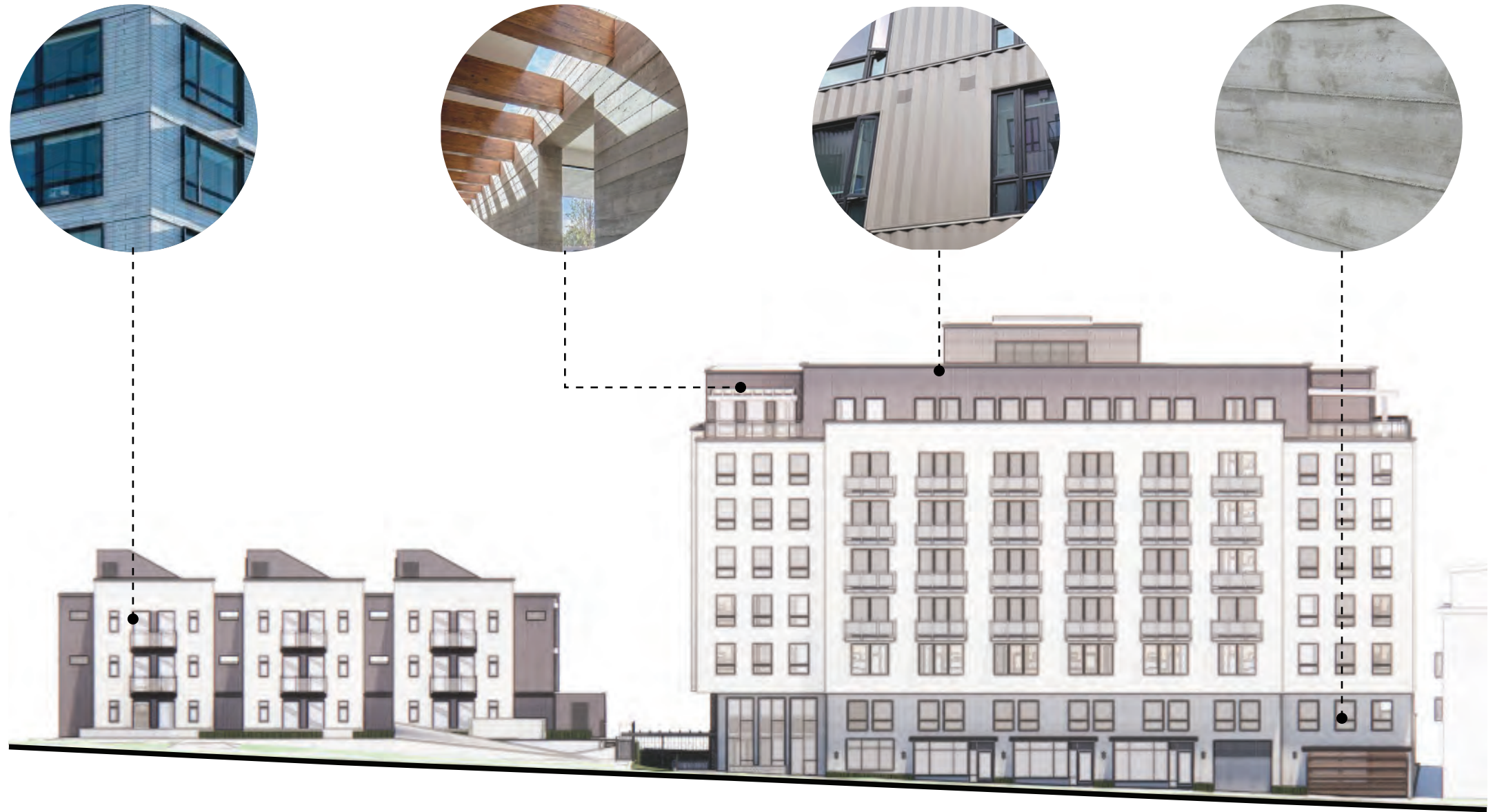
### RELEVANT DESIGN GUIDELINES

**DC4** Exterior Elements and Finishes

**CS2-A** Location in the City and Neighborhood

**CS3-A** Emphasizing Positive Neighborhood Attributes

**CS3-B** Local History and Culture



WEST ELEVATION



Metal Panel Precedent



Fiber Cement Precedent



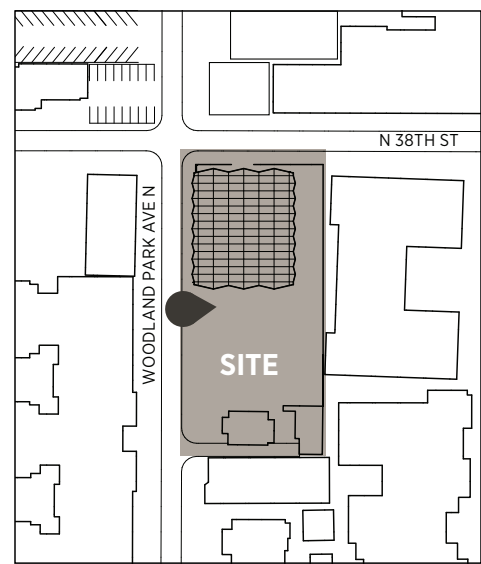
Fiber Cement Precedent



Brick Precedent

**EARLY DESIGN GUIDANCE**

RESPONSE TO DRB GUIDANCE ON EXTERIOR MATERIALS



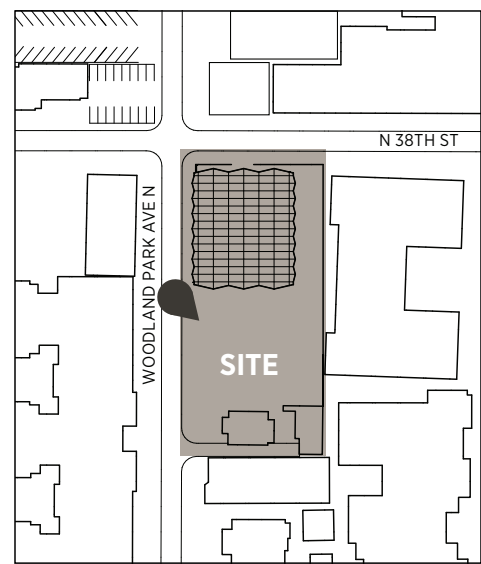
KEY PLAN

**EDG #2:**

Foundation plantings provide a green carpet along the pathway to the main building entry

**EARLY DESIGN GUIDANCE**

RESPONSE TO DRB GUIDANCE ON EXTERIOR MATERIALS



KEY PLAN



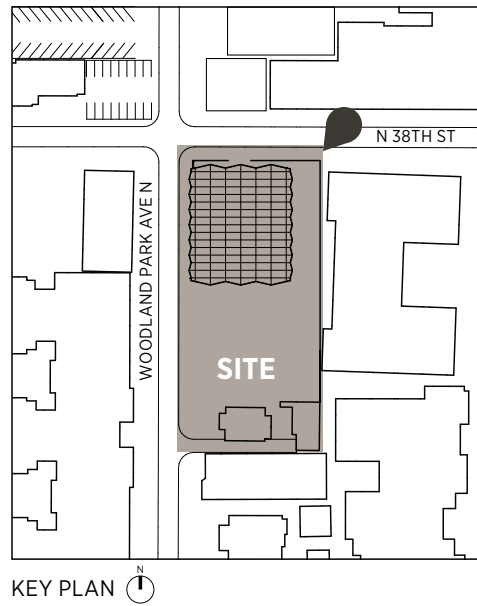
**EDG #2:** Textured concrete at the base of new construction lends a feeling of solidity and recalls the foundation line of the landmark

EARLY DESIGN GUIDANCE

RESPONSE TO DRB GUIDANCE ON EXTERIOR MATERIALS



**EDG #2:** Neutral toned materials on the new construction recall the color palette of the existing landmark structure



KEY PLAN

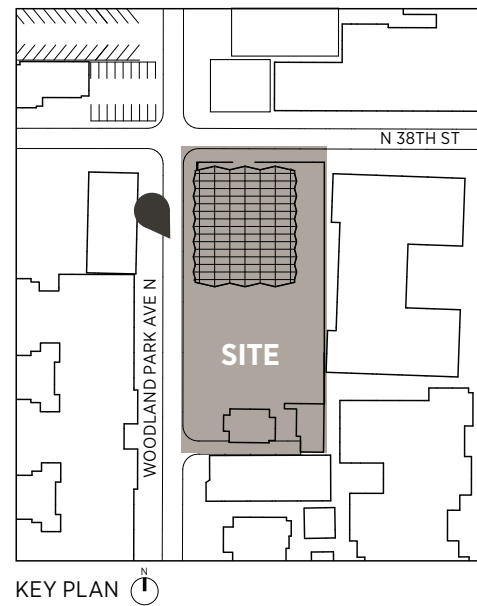
# **04** SUBSEQUENT DESIGN REFINEMENT

## SUBSEQUENT DESIGN REFINEMENT

# MASSING EVOLUTION

### Design Progression

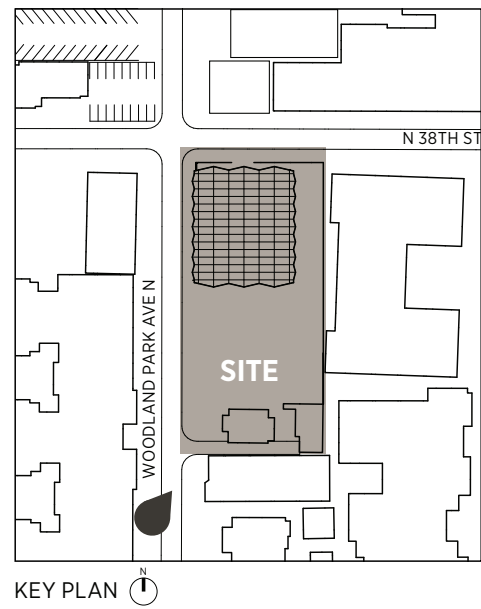
After Early Design Guidance, there was a feeling on the design team that the project still needed more of a sense of connection to the landmark. The team chose to incorporate a pleated façade design on the north and west elevations as a subtle reference to, and playful interpretation of, the landmark's distinctive roofline.



**MUP** Bay windows along Woodland Park Ave create a pleated façade that subtly reference the roof profile of the Shannon and Wilson Building

**SUBSEQUENT DESIGN REFINEMENT**

**MASSING EVOLUTION**



**MUP** Bay windows along Woodland Park Ave create a pleated façade that subtly reference the roof profile of the Shannon and Wilson Building



**SUBSEQUENT DESIGN REFINEMENT**

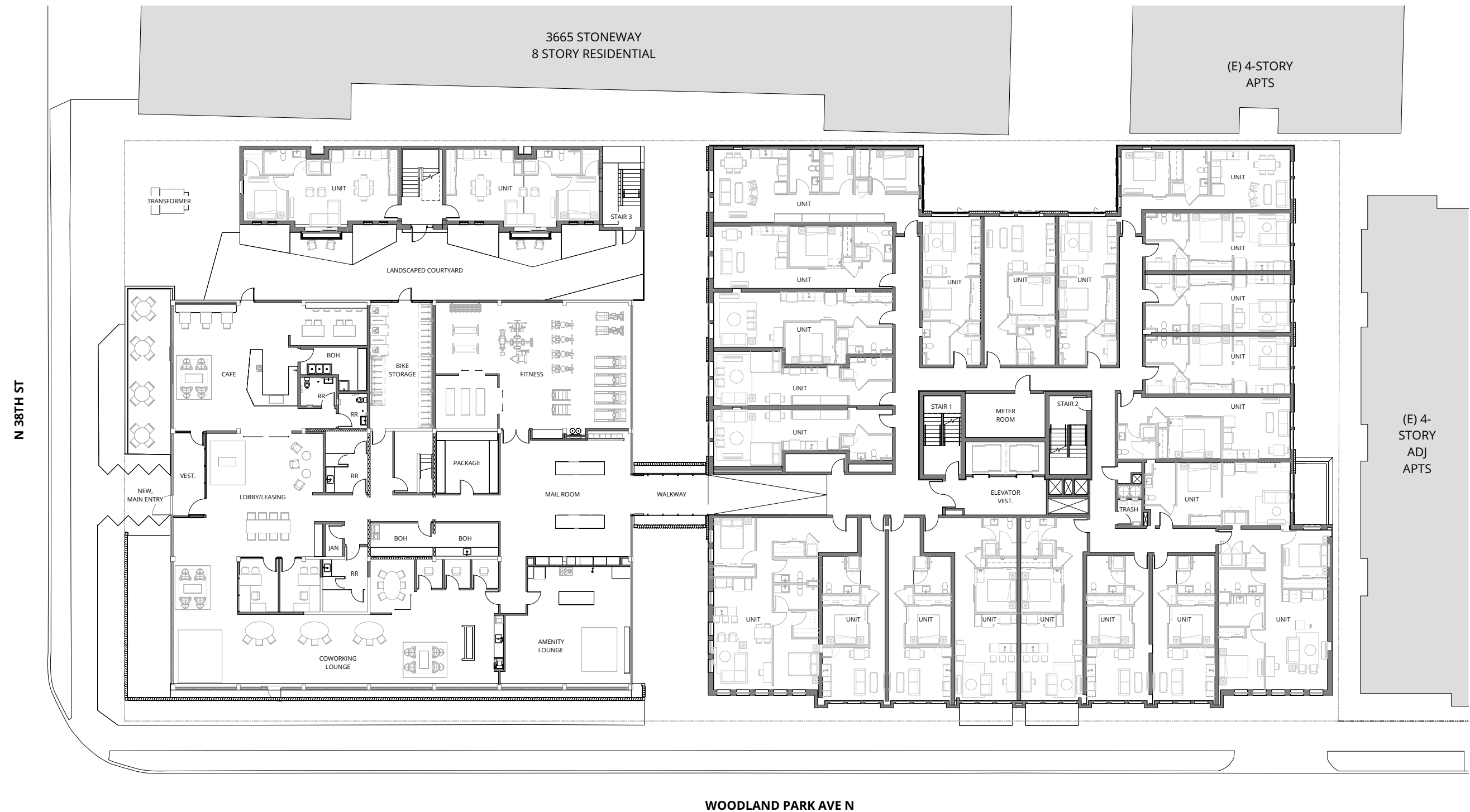
**PROGRAM ORGANIZATION AT EDG II**



The initial development plans sought to modernize the Shannon and Wilson Building to suit the needs of contemporary commercial offices, while locating all new residential functions in the newly built additions to the site, leaving the programs and identities of the structures distinct.

## SUBSEQUENT DESIGN REFINEMENT

# PROGRAM ORGANIZATION EVOLUTION

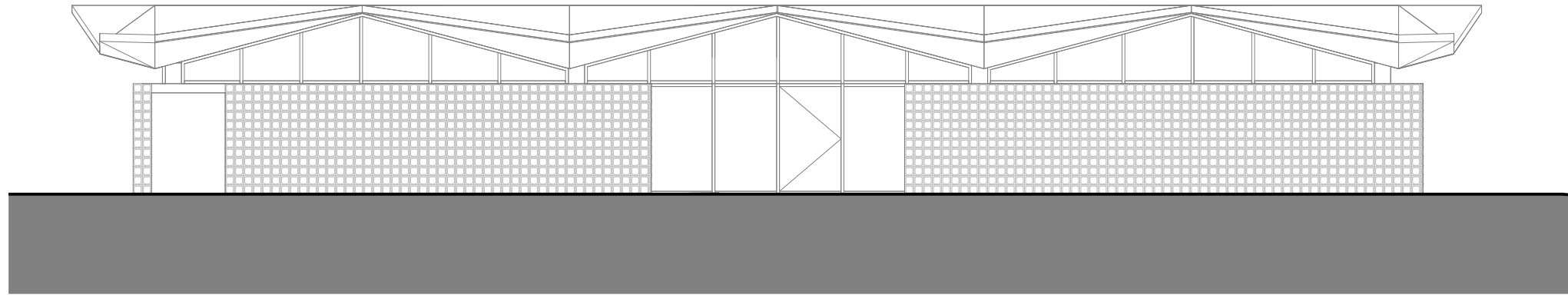


In an exciting recent development, the owner has decided to locate most of the amenity functions for the project to within the Shannon and Wilson Building. The landmark structure will house the primary building entry, lobby and leasing functions, a café and coworking space as well as lounge for the residences.

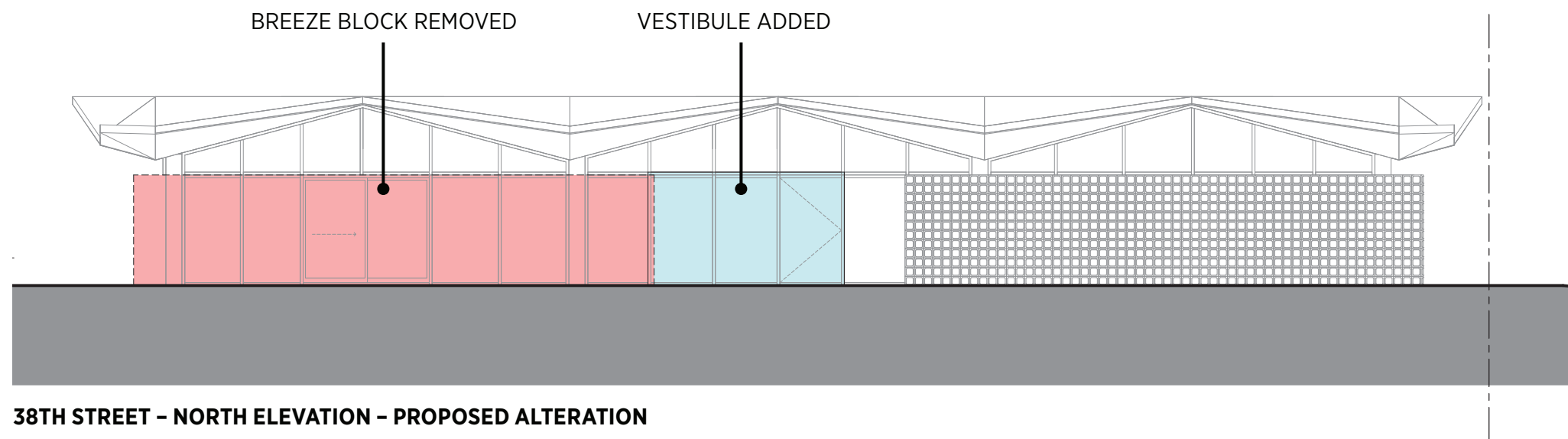
# **05** PROPOSED LANDMARK ALTERATIONS

**PROPOSED LANDMARK ALTERATIONS**

# 38TH STREET ALTERATIONS



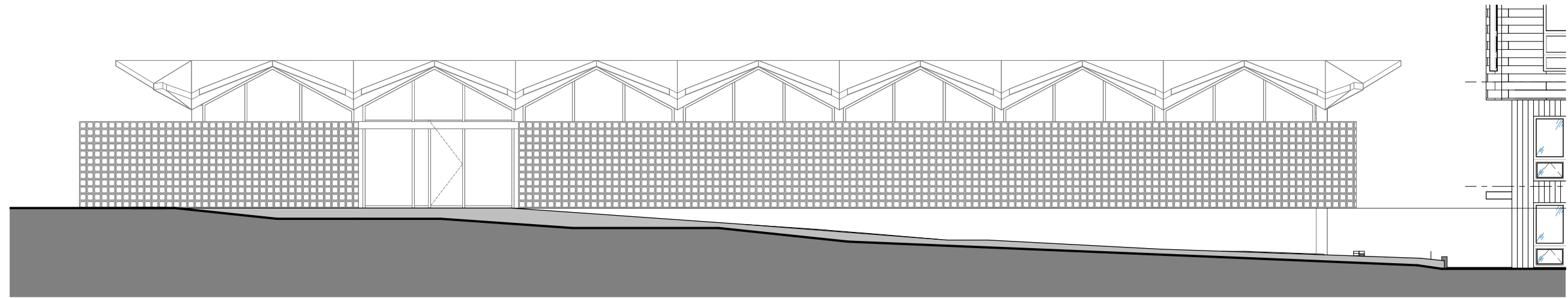
**38TH STREET - NORTH ELEVATION - EXISTING CONDITIONS**



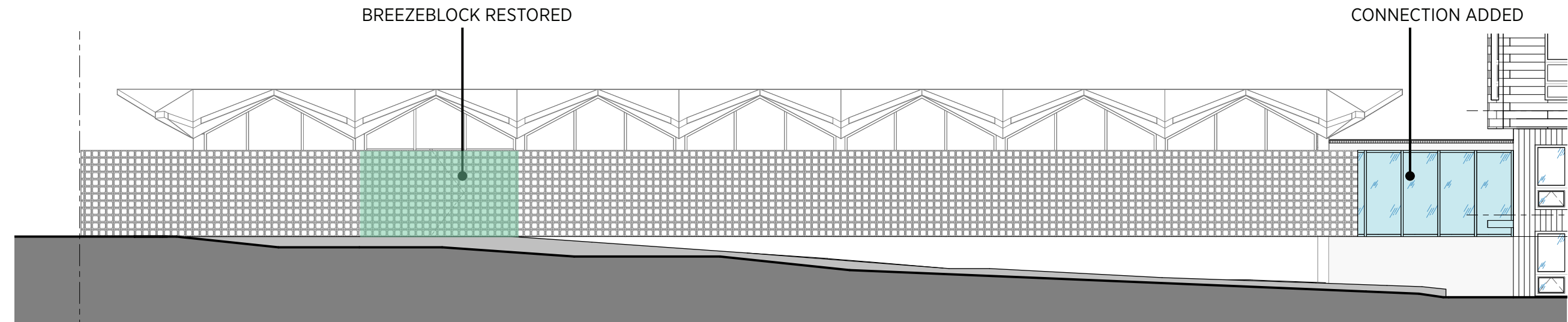
**38TH STREET - NORTH ELEVATION - PROPOSED ALTERATION**

**PROPOSED LANDMARK ALTERATIONS**

**WOODLAND PARK AVE ALTERATIONS**

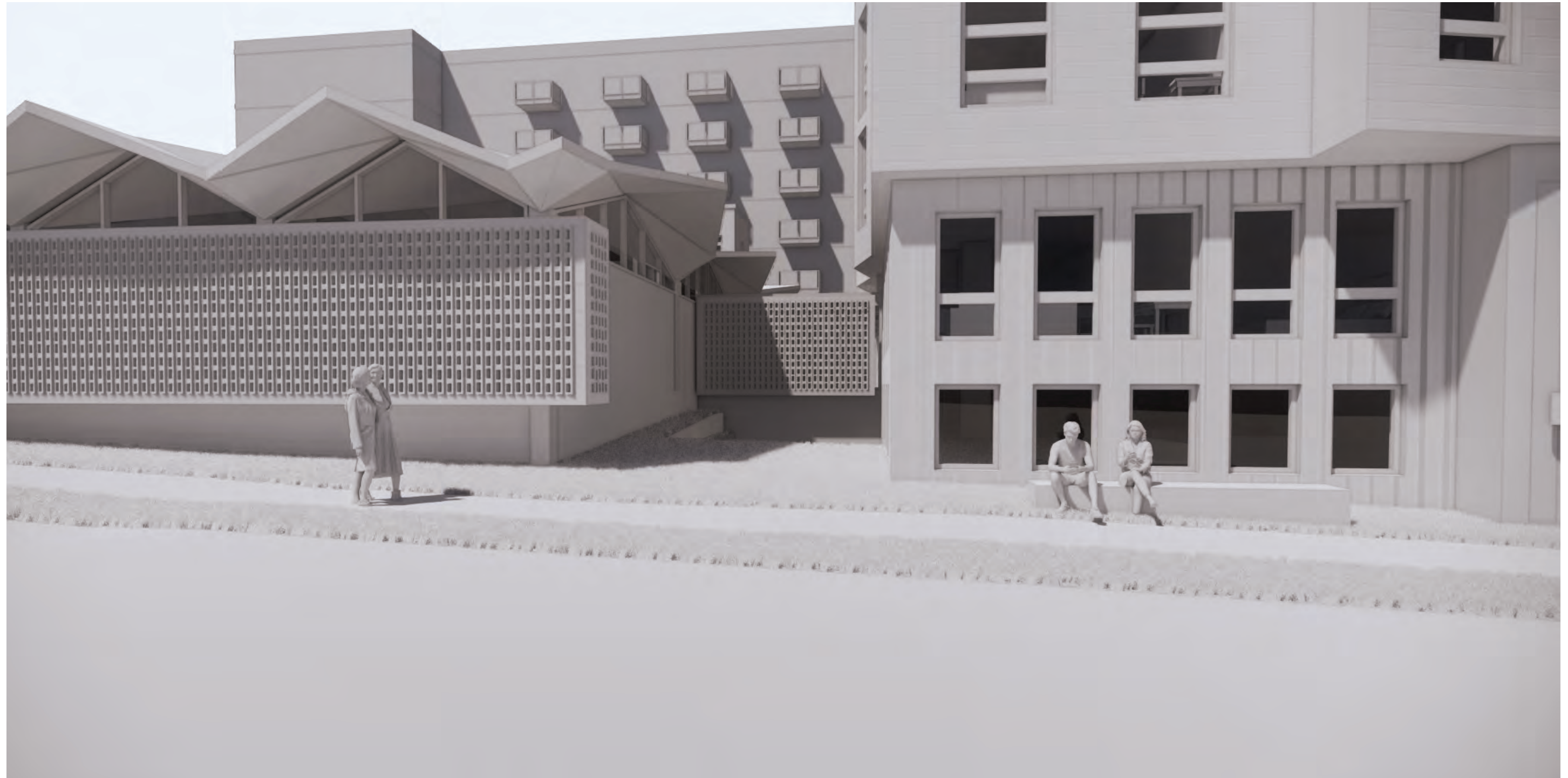


**WOODLAND PARK AVE - WEST ELEVATION - EXISTING CONDITIONS**



**WOODLAND PARK AVE - WEST ELEVATION - PROPOSED ALTERATION**

**PROPOSED LANDMARK ALTERATIONS**  
**CONNECTION ADDED**



A CORRIDOR LINKS AMENITY FUNCTIONS IN THE SHANNON AND WILSON BUILDING WITH RESIDENCES IN THE NEW STRUCTURE. A WIDE SETBACK PERMITS VIEWS OF THE LANDMARK FROM THE STREET.

**PROPOSED LANDMARK ALTERATIONS**

EXISTING CONDITION



RENOVATIONS IN THE 90S REMOVED A PORTION OF BREEZEBLOCK ALONG 38TH STREET, BUT THE SCREEN WALL PRESENTS A PRONOUNCED BARRIER TO THE STREET.

**PROPOSED LANDMARK ALTERATIONS**

**BREEZEBLOCK ON 38TH STREET**



THE DESIGN TEAM PROPOSES REMOVING THE EAST HALF BREEZEBLOCK ALONG 38TH STREET TO CREATE A STRONGER VISUAL CONNECTION BETWEEN THE SIDEWALK AND PROPOSED CAFÉ AND PRIMARY BUILDING ENTRY.



**PROPOSED LANDMARK ALTERATIONS**

EXISTING CONDITION



RENOVATIONS IN THE 90S REMOVED A PORTION OF BREEZEBLOCK ALONG 38TH STREET, BUT THE SCREEN WALL PRESENTS A PRONOUNCED BARRIER TO THE STREET.

**PROPOSED LANDMARK ALTERATIONS**

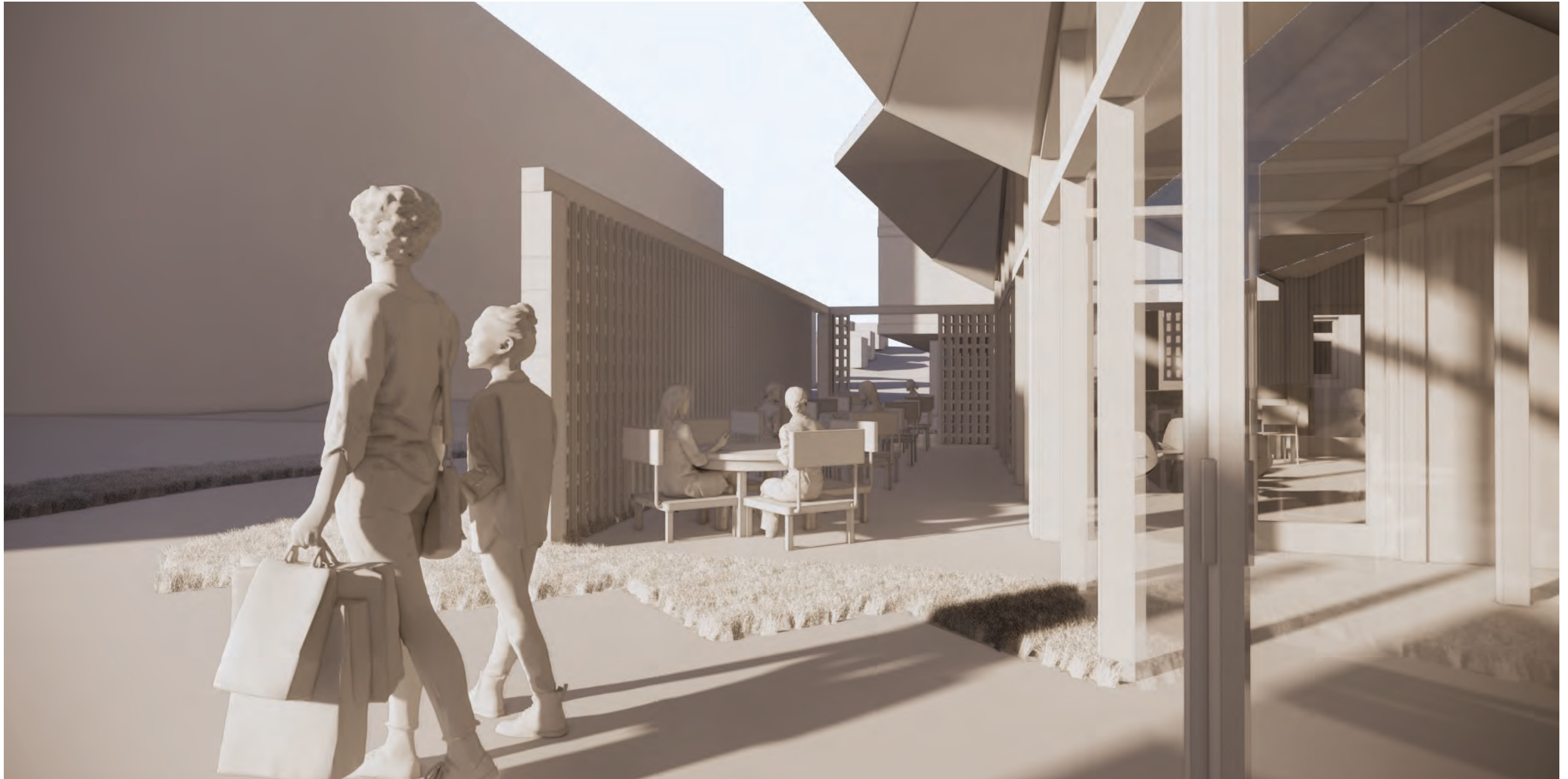
**BREEZEBLOCK ON 38TH STREET**



THE DESIGN TEAM PROPOSES REMOVING THE EAST HALF BREEZEBLOCK ALONG 38TH STREET TO CREATE A STRONGER VISUAL CONNECTION BETWEEN THE SIDEWALK AND PROPOSED CAFÉ AND PRIMARY BUILDING ENTRY.

**PROPOSED LANDMARK ALTERATIONS**

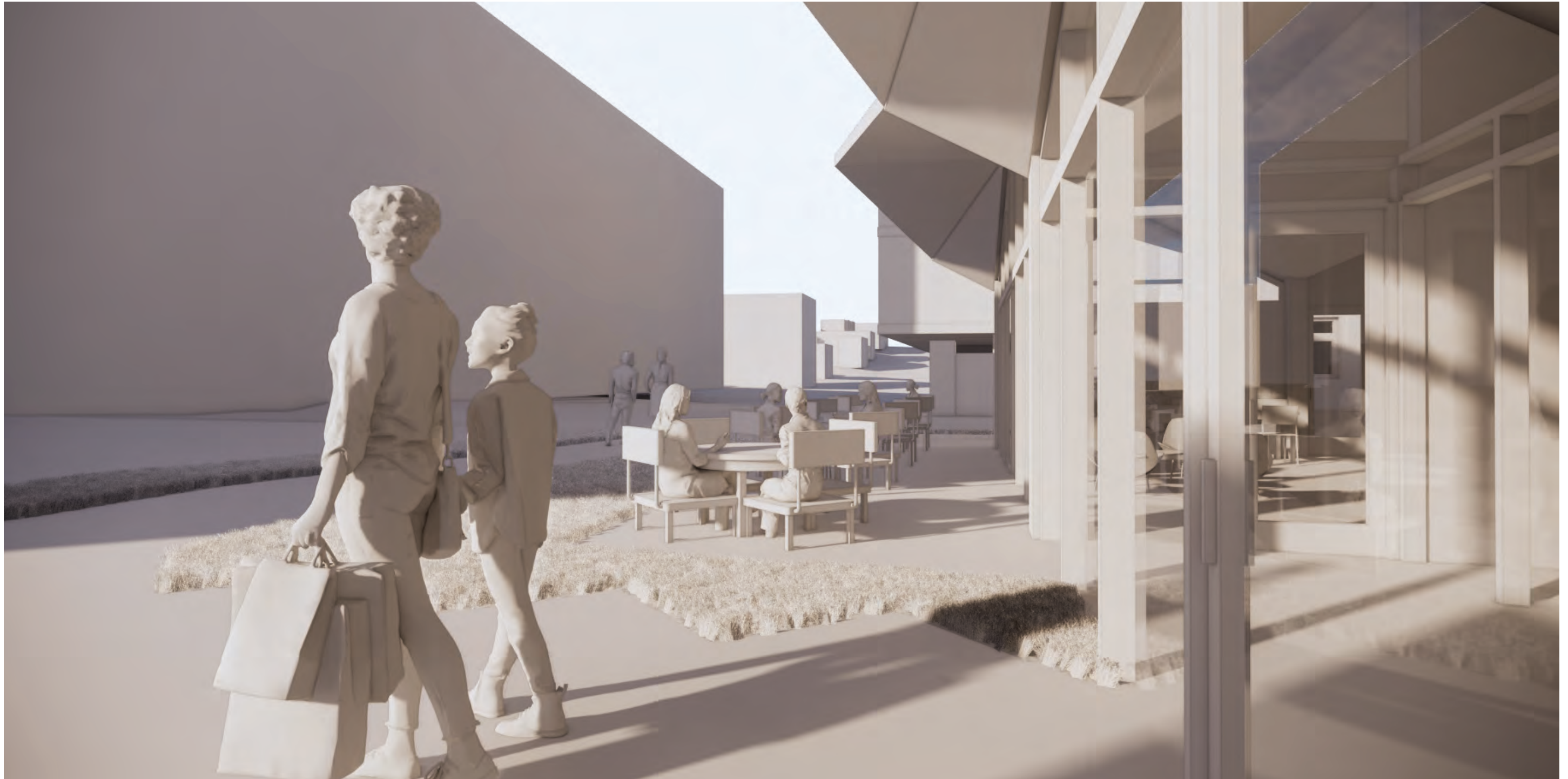
EXISTING CONDITION



RENOVATIONS IN THE 90S REMOVED A PORTION OF BREEZEBLOCK ALONG 38TH STREET, BUT THE SCREEN WALL PRESENTS A PRONOUNCED BARRIER TO THE STREET.

**PROPOSED LANDMARK ALTERATIONS**

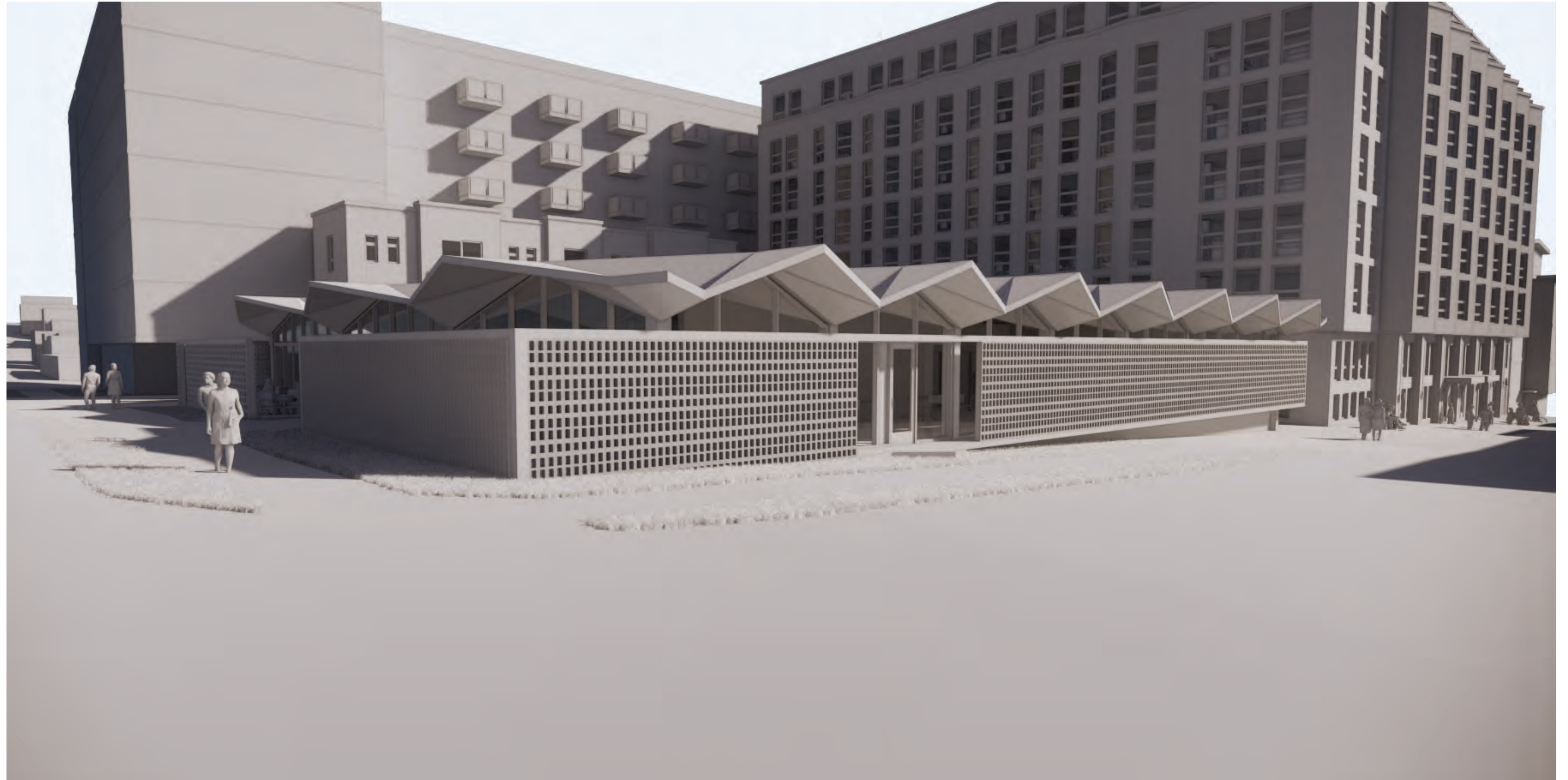
**BREEZEBLOCK ON 38TH STREET**



THE DESIGN TEAM PROPOSES REMOVING THE EAST HALF BREEZEBLOCK ALONG 38TH STREET TO CREATE A STRONGER VISUAL CONNECTION BETWEEN THE SIDEWALK AND PROPOSED CAFÉ AND PRIMARY BUILDING ENTRY.

**PROPOSED LANDMARK ALTERATIONS**

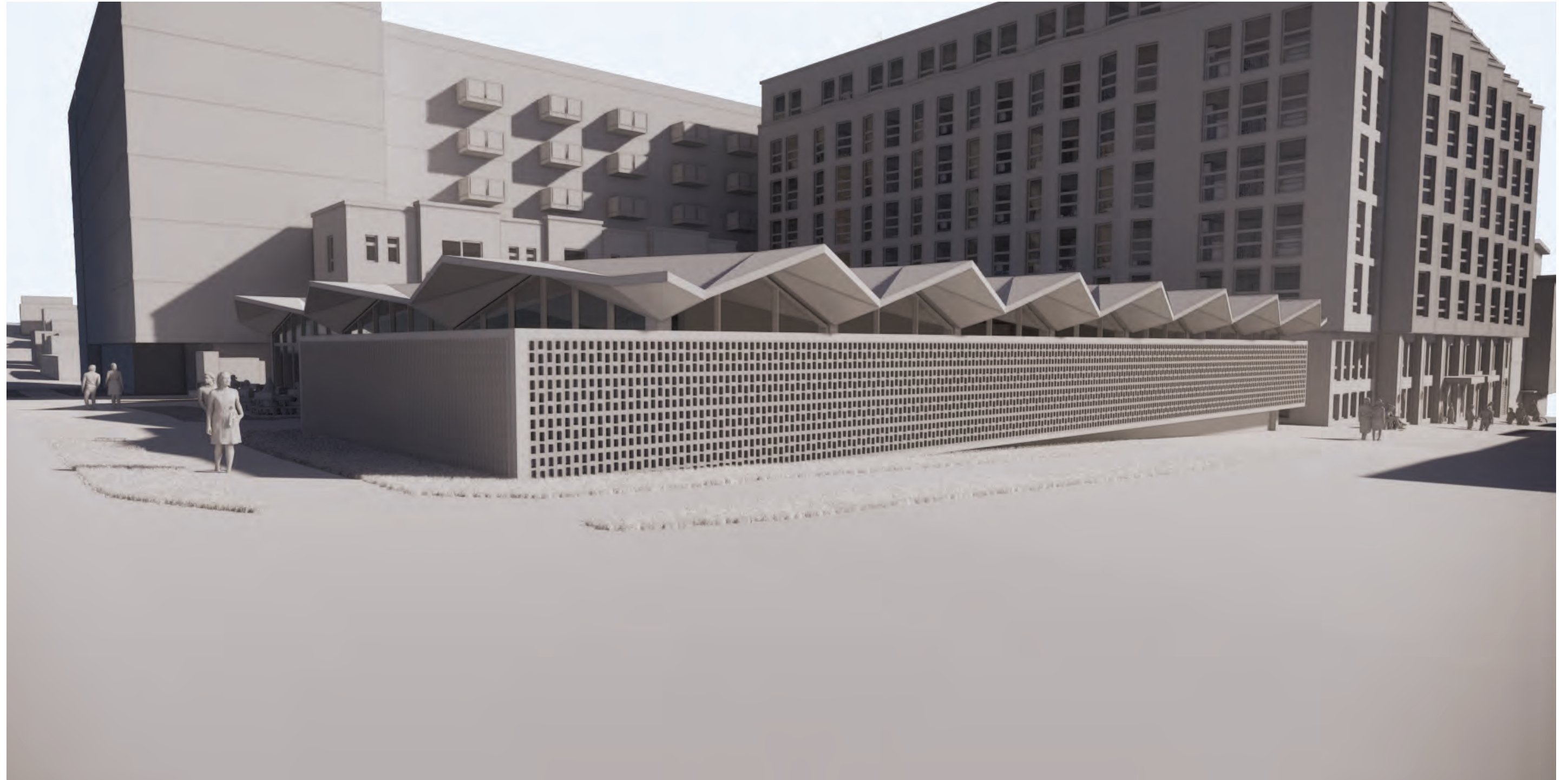
EXISTING CONDITION



RENOVATIONS IN THE 90S REMOVED A PORTION OF BREEZEBLOCK ALONG WOODLAND PARK AVE AND INTRODUCED A NEW BUILDING ENTRY.

**PROPOSED LANDMARK ALTERATIONS**

BREEZEBLOCK RESTORED ON WOODLAND PARK AVE



BREEZEBLOCK SALVAGED FROM 38TH STREET WOULD BE USED TO REBUILD THE PORTION PREVIOUSLY REMOVED ALONG WOODLAND PARK AVE RESTORING THE ORIGINAL AESTHETIC OF THAT ELEVATION.

