

Washington State Convention Center ADDITION PROJECT

DOWNTOWN DESIGN REVIEW BOARD MEETING EARLY DESIGN GUIDANCE #1 05.19.2015 CONTEXT & URBAN DESIGN ANALYSIS

PROPERTY ADDRESS:	SITE A 1600 9th Avenue	SITE B 920 Olive Way	SITE C 1711 Boren Avenue
DPD PROJECT #:	3020176	3018096	3020177

OWNER:
Washington State Convention Center
800 Convention Place
Seattle, WA 98101

ARCHITECT:
LMN Architects
801 Second Avenue Suite 501
Seattle, WA 98104

DPD CONTACT:
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WSCC EXISTING SITE

WSCC ADDITION PROJECT

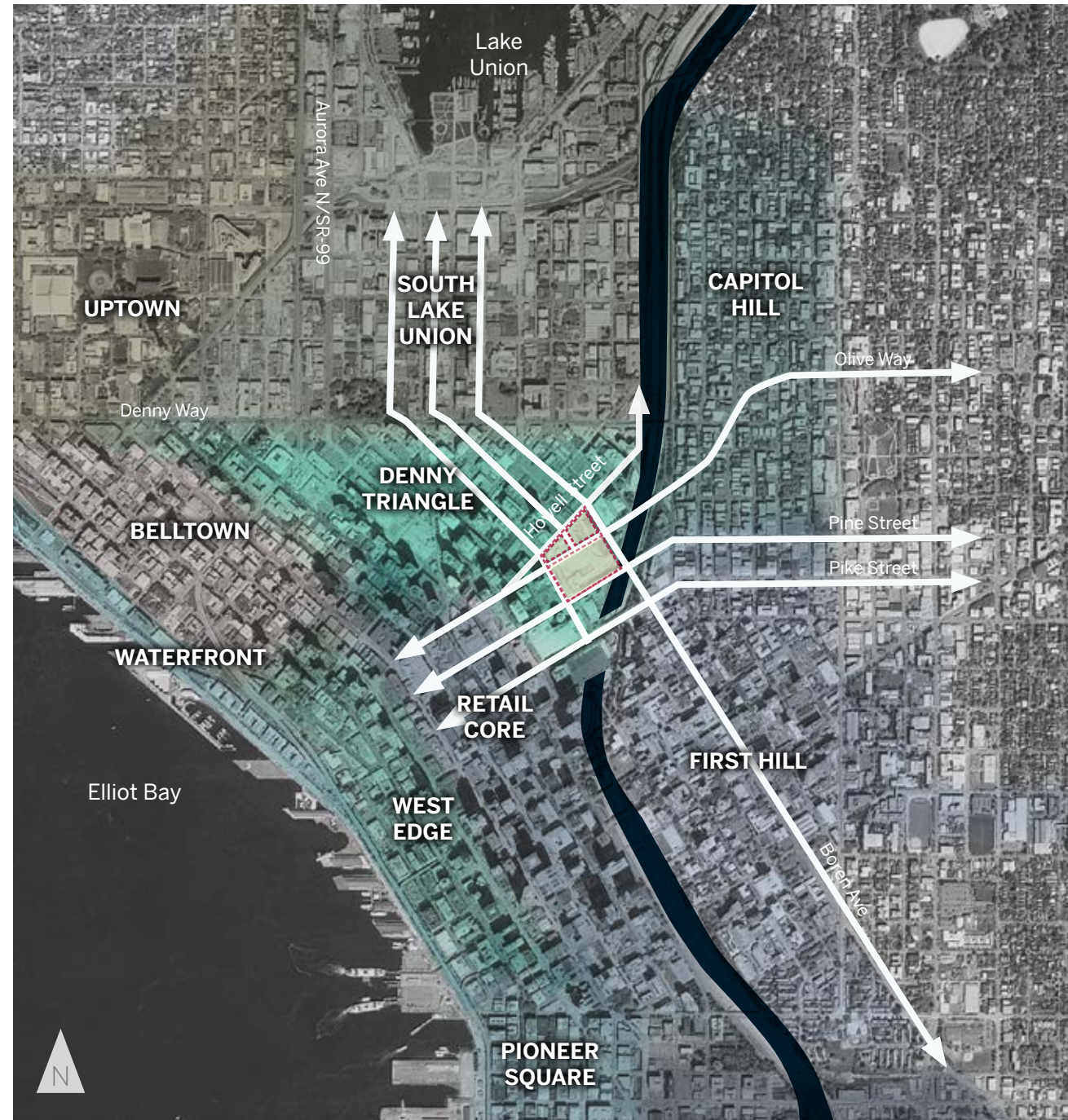
The Washington State Convention Center Addition offers a transformative opportunity to create an urban convention venue at the forefront of the convention industry, to offer a rich delegate experience which capitalizes on Seattle's unique qualities, and to enrich Seattle's rapidly evolving urban core.

TABLE OF CONTENTS

1	DEVELOPMENT OBJECTIVES	4
2	EXISTING CONTEXT	6
3	URBAN DESIGN ANALYSIS	36
4	BUILDING PROGRAM	46
5	APPROXIMATE BUILDING MASSING	54
6	DESIGN GUIDELINES	66

1 DEVELOPMENT OBJECTIVES VICINITY MAPS

VICINITY



←→ STREETS BORDERING PROJECT SITE

9-BLOCK STUDY AREA



- 9-BLOCK STUDY AREA
- - - WSCC ADDITION PROPERTIES
- //// FULL STREET VACATION
- ▒ SUBTERRANEAN STREET VACATION
- AT GRADE SITE AREA INCLUDING ALLEY VACATIONS

1 DEVELOPMENT OBJECTIVES PROJECT INFORMATION

DEVELOPMENT SUMMARY

The proposal is to apply for Master Use Permits for development of a convention center addition on a site consisting of 3 blocks: Site A: 1600 9th Avenue, Site B: 920 Olive Way, and Site C 1711 Boren Avenue, that will collectively form the proposed Washington State Convention Center (WSCC) Addition Project. The 3 block site is bounded by Howell Street to the north, Pine Street to the south, 9th Avenue to the west, and Boren Avenue and I-5 to the east. Terry Avenue and Olive Way divide the site on the interior. Street and alley vacations will be required for this project.

The project could add approximately 1,230,000 sf. of gross floor area to the existing Washington State Convention Center. Preliminary analysis indicates that this could include approximately 250,000 sf. of new exhibition space, 120,000 sf. of meeting rooms, a 70,000 st. ballroom space, approximately 23 convention center loading bays, and structured parking for up to 800 additional vehicles. The structure height is approximately 200ft over 5 stories with 2 additional stories below grade.

Co-development on the two blocks north of Olive Way (Sites B & C) is being studied for feasibility and synergistic relationship with the proposed WSCC Addition project. These developments are expected to be included in a Planned Community Development proposal, and they will be developed through separate Master Use Permits in the future.

NOTE

DPD requested this EDG #1 to focus on the applicant's context and urban design analysis for this large and significant project, and obtain early context and urban design guidance from the downtown design review board (DRB). Subsequent EDG meetings before the downtown DRB will be held to assess preliminary massing options, priority guidelines, and the design response to the context guidance and other issues provided by the DRB at this EDG #1.

SITE CONTEXT

The project site is located within the DMC 340/290-400 Downtown Mixed Commercial zone, within the Denny Triangle Urban Center Village. The Downtown Neighborhood Guidelines will apply to this project.

The project site is bordered by the DMC 240/290-400 zone (Denny Triangle Urban Center Village Overlay) to the north, east, and south, and the DOC 2 500/300-500 zone (Commercial Core Urban Center Village Overlay) to the west.

The project occupies the intersection between several distinct and rapidly evolving neighborhoods, including Capitol Hill's Pike/Pine corridor, the Denny Triangle, South Lake Union, First Hill, and the Downtown commercial core.

Capitol Hill's traditional low-rise commercial development is being supplemented with new mid-rise mixed-use buildings. The neighborhood continues to promote a strong pedestrian community, interrupted only by the presence of I-5. The Denny Triangle and First Hill, connected via Boren Avenue, bookend the site to the north and south. Though a product of different eras, both neighborhoods contain higher density, taller residential and commercial development, along with notable institutional buildings. The Downtown neighborhood is the densest and tallest adjacent neighborhood, containing both high-rise commercial and residential development, but also a retail and cultural center for the city.

The site's proximity to Pike and Pine links itself to the waterfront via Pike Place Market and Westlake Center, and to the existing Washington State Convention Center along Ninth Avenue. Other notable landmarks include the historic Paramount Theatre and former Camlin Hotel, adjacent to the site across Pine Street and Ninth Avenue. Due to the open space established by the presence of I-5, views to and from the project site to the east are both substantial and long-term. Views to the west, particularly from the higher elevations along Pine Street, provide a meaningful glimpse into the heart of the city.

PROGRAM SUMMARY:

CONVENTION CENTER PROGRAM

5 stories above grade
2 stories below grade

250,000 SF of Exhibition Space*
120,000 SF of Meeting Space *
70,000 SF of Ballroom Space*
280,000 SF of Lobby & Circulation*
510,000 SF of Support Spaces*
500-800 Parking Stalls*
200,000 SF of Loading Area*
Street-Level Retail & Restaurants
*-Approximate

CO-DEVELOPMENT PROGRAM

Potential Residential or Commercial co-development with street level uses is being studied for feasibility to be included in the Planned Community Development.

PROJECT GOALS

- Create a highly efficient design which effectively supports the functional needs of the convention center clients and is competitive in the marketplace.
- Create a unique experience that embodies the special qualities of Seattle, Washington, and the Pacific Northwest.
- Engage the urban framework of downtown Seattle to capitalize on the location at the intersection of major neighborhoods and corridors of the city.
- Create a welcoming street presence that connects the activities of the Convention Center with the pedestrian experience of the adjacent streets.
- Integrate mixed uses such as retail and other possible co-developments, where appropriate, to enrich the urban diversity of the site.
- Create a sustainable design that embraces Seattle's commitment to environmental stewardship.

2 EXISTING CONTEXT ZONING OVERVIEW

PROPERTY ADDRESSES

SITE A	SITE B	SITE C
1600 9th Avenue	920 Olive Way	1711 Boren Avenue

KING COUNTY PARCEL NUMBERS

SITE A	SITE B	SITE C
#0660001025	#0660001095	#0660001655
#0660001700	#0660001113	#0660001659
#0660001725	#0660001114	#0660001670
		#0660001675

ZONING SMC 23.49.056 MAP A

SITES A/B/C

Denny Triangle Urban Center Village
Downtown Mixed Commercial - DMC 340/290-400

SITE AREA

SITE A	SITE B	SITE C
326,720 sf**	25,551 sf*	50,979 sf*
*Includes vacated alleys and subterranean street vacations	*Includes vacated alleys	*Includes vacated alleys

202,509 sf*

* Above grade footprint only, includes vacated alleys

DESIGN REVIEW SMC 23.41

Required

STRUCTURE HEIGHT 23.49.008

NON-RESIDENTIAL **MAXIMUM HEIGHT**
340ft
RESIDENTIAL **MAXIMUM HEIGHT**
290-400ft depending on incentives
ROOFTOP FEATURES
15 ft above the applicable height limit.

STREET-LEVEL USE 23.49.009 MAP 1G

PINE STREET - **Required***
HOWELL STREET - Not Required
OLIVE WAY - Not Required
9TH AVENUE - Not Required
TERRY AVENUE - **Required***
* - **Minimum 75%** of each street frontage must be occupied by qualifying uses & located within 10 ft of the street property line

FLOOR AREA RATIO 23.49.011 SMC-CHART A1

DMC 340/290-400
FAR Base = 5
FAR Max = 10

TOTAL
SITE A + SITE B + SITE C = 279,039 (Above grade site area)
279,039 x 10 (Max FAR) = 2,790,390 sq ft

OVERHEAD WEATHER PROTECTION & LIGHTING

23.49.018
Required along the entire street frontage facade located within 5ft of property line or widened sidewalk except: where separate by landscaped areas at least two feet in width, or at driveways into structures of loading docks. Lower ledge must be between 10ft and 15ft above the sidewalk.

DENNY TRIANGLE URBAN CENTER VILLAGE 23.49.056F

Provide landscaping in sidewalk area of the right of way as a square footage of 1.5 times the length of the street lot line. Must be 18" wide, along entire length of street lot line, except at building entrances, vehicular access (not to exceed 50% of the length of the lot line).

PARKING 23.49.019

MINIMUM REQUIRED
None
PROPOSED
500 - 800 stalls

NON-RESIDENTIAL **MAXIMUM ALLOWED**

1 per 1000 sf except with special exception.

PARKING LOCATION WITHIN STRUCTURES

Parking above street level is permitted if separated along all street frontages of the structure by another use.

Parking at street level is permitted if separated by other uses on Class 1 Pedestrian Streets, and at least 30% separated by other uses on Class 11 Pedestrian Streets.

ACCESSORY PARKING Permitted outright in areas shown on Map 1I if they contain a total of 20 or fewer parking spaces on the lot. 23.49.045

BICYCLE PARKING

Bicycle parking parking required 1 space per 5,000sf of gross floor area of office or retail over 10,000 sf. Shower facility required for structures containing 250,000 GFA of office use.

1 space for every 2 dwelling units of residential use.

CURB CUT LOCATION

Per Director as a Type 1 decision SMC 23.49.019.H.1.c

LOADING BERTHS

Off-street loading berths required per SMC 23.54.035 TABLE A

MINIMUM SIDEWALK WIDTH 23.49.022 MAP 1C

PINE STREET - **18ft***
HOWELL STREET - **18ft***
OLIVE WAY - **18ft*** 9th Ave to Terry Ave/ **12ft** Terry Avenue to Boren Ave
BOREN STREET - **12ft**
9TH AVENUE - Varies, **Green Street**; **2ft** additional required**
TERRY AVENUE - Varies, **Green Street**; **2ft** required**

* - **15ft** if no transit side for one-way street, **15ft** on other side.

** - Per Denny Triangle Urban Center Village Downtown code, 50% of the setback must be landscaped

OPEN SPACE 23.49.016

Provide 20sf for each 1000sf of Office use GFA larger than 85,000sf.

2 EXISTING CONTEXT ZONING OVERVIEW

COMMON RECREATION AREA 23.49.010

Provide 5% of Residential GFA larger than 20 dwelling units. A maximum of 50% may be enclosed.

STREET FACADE & STREET SETBACKS 23.49.056 MAP 1F

PINE STREET - Class I
HOWELL STREET - Class I
OLIVE WAY - Class I
BOREN STREET - Class II
9TH AVENUE - Green Street
TERRY AVENUE - Green Street

FACADE TRANSPARENCY REQUIREMENTS: SMC 23.49.056C

Class I & Green Streets= minimum 60%

Class II Streets= minimum 30%

BLANK FACADE LIMITS: SMC 23.49.056D

Class I & Green Streets= 15ft max

Class II Streets= 30ft max

UPPER-LEVEL DEVELOPMENT STANDARDS 23.49.058

NON-RESIDENTIAL USE ABOVE 160 FT IN HEIGHT

GREEN STREET SETBACK: 9th Avenue & Terry Avenue Continuous upper-level setback of 15ft on the street frontage abutting the green street at a height of 45ft

FACADE MODULATION: Required above 85ft from the sidewalk for any portion of a structure located within 15ft of a street property line.

MAXIMUM FACADE WIDTH:

0-85ft = No Limit

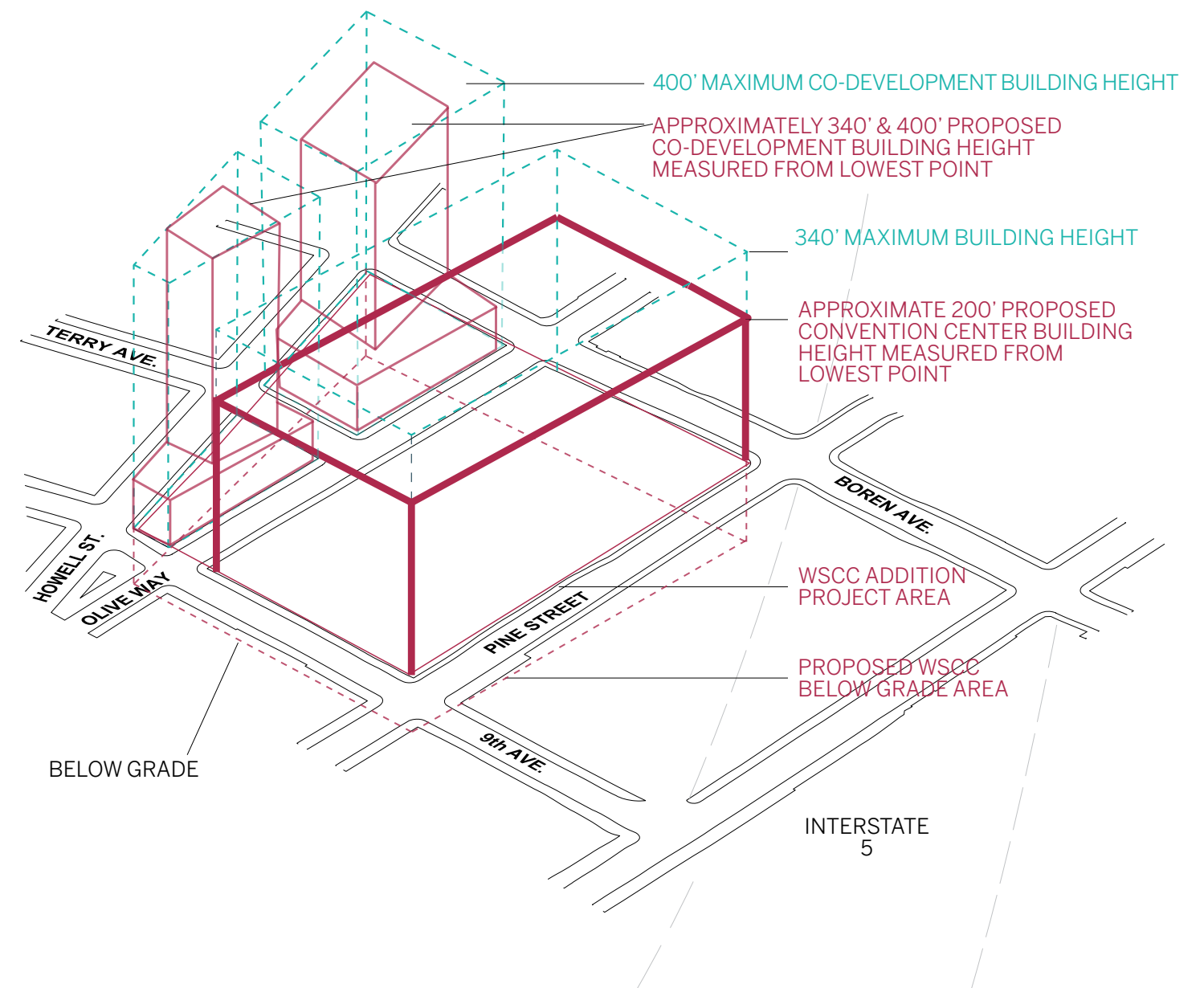
86-160ft = 155ft

161-240ft = 125ft

241-500ft = 100ft

UPPER LEVEL WIDTH LIMIT: For portions of structures in non-residential use above 160ft where any story above 85ft exceeds 15,000sf. Upper-level width limit is required on lots that exceed 200ft in width and depth. Any portion of a building above 240ft shall be 145ft along the general n/s axis of a site (parallel to the Avenues). This portion shall be separated horizontally from any other portion by 80ft at all points.

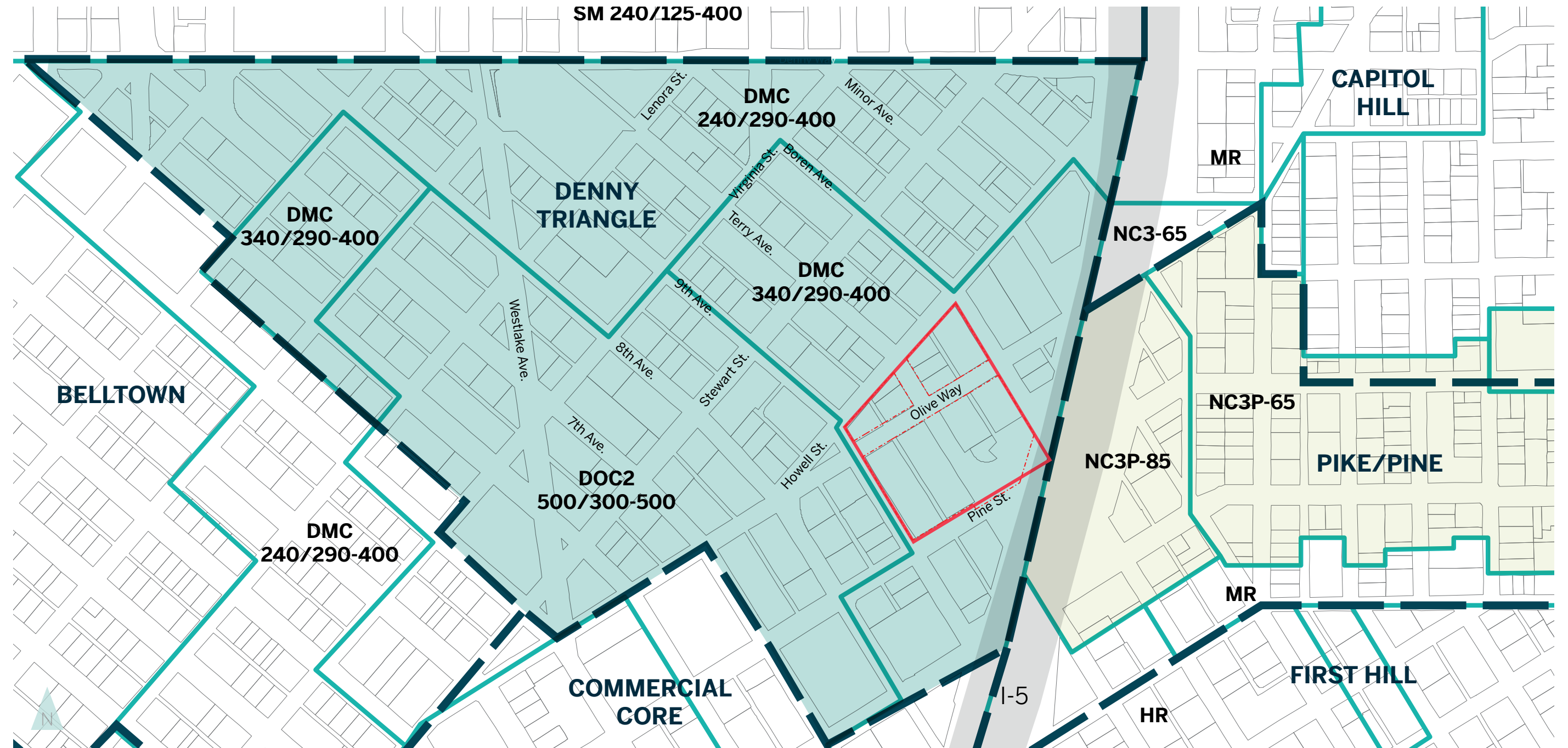
SIMPLIFIED BUILDING ENVELOPE



Approximate building mass shown here indicates the general size of the program elements on the site. It does not include sculpting and modulation of the building form, terraces, porosity, facade treatments, etc., which will be incorporated into the recommended design to integrate this program synergistically with its urban context.

2 EXISTING CONTEXT ZONING OVERVIEW

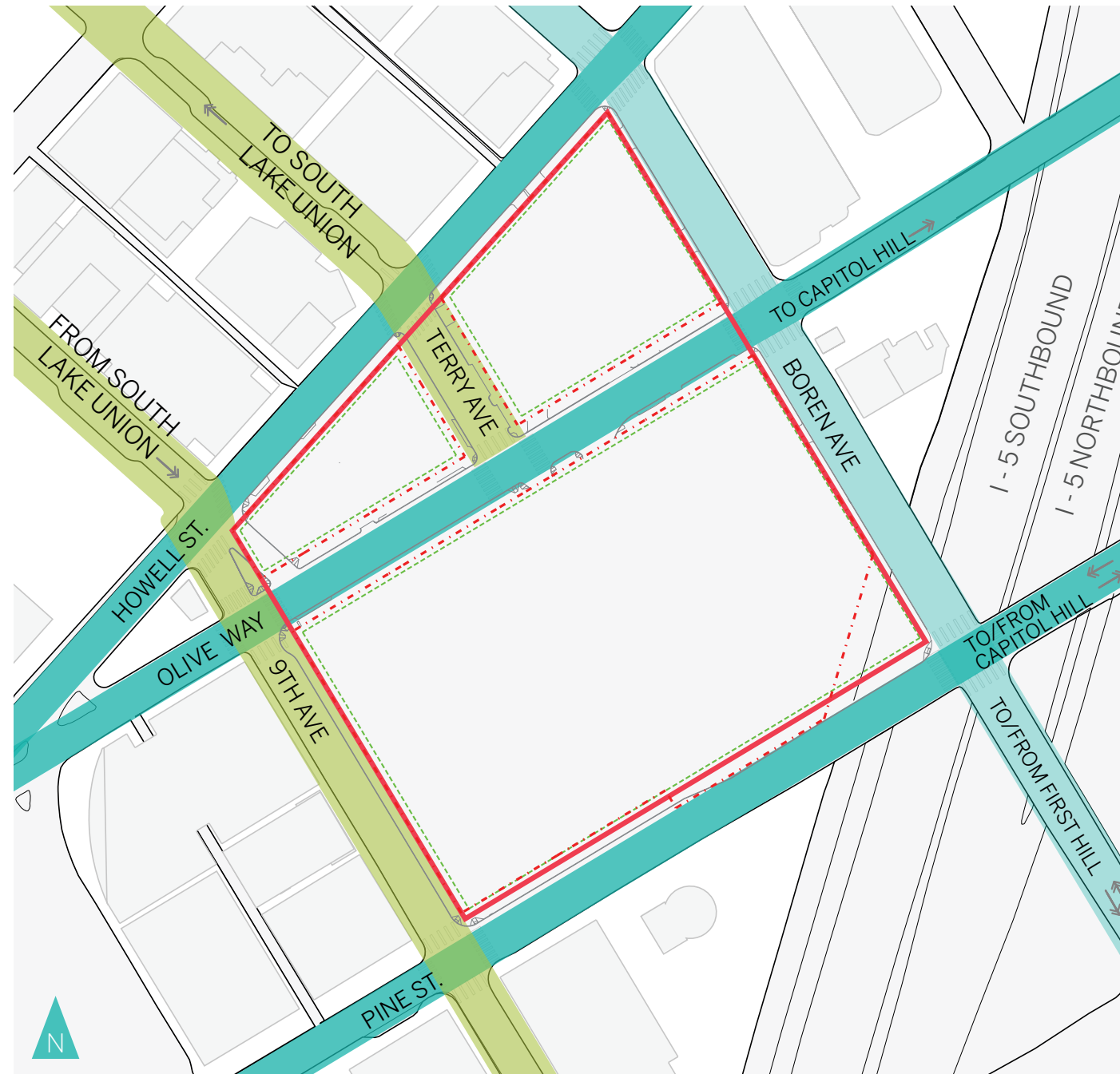
ZONING SUMMARY



-  URBAN CENTER VILLAGE BOUNDARIES
-  DMC (DOWNTOWN MIXED) & NC (NEIGHBORHOOD COMMERCIAL) ZONING BOUNDARIES
-  DENNY TRIANGLE URBAN CENTER VILLAGE BOUNDARY
-  PIKE/PINE CONSERVATION OVERLAY DISTRICT
-  PROJECT AREA
-  PROPERTY LINES

2 EXISTING CONTEXT STREET CLASSIFICATIONS

STREET CLASSIFICATIONS SUMMARY



- | | |
|--|--|
|  PRINCIPAL TRANSIT STREET |  PROJECT AREA |
|  PRINCIPAL ARTERIAL |  PROPERTY LINE |
|  GREEN STREET |  APPROXIMATE BUILDING OUTLINE |

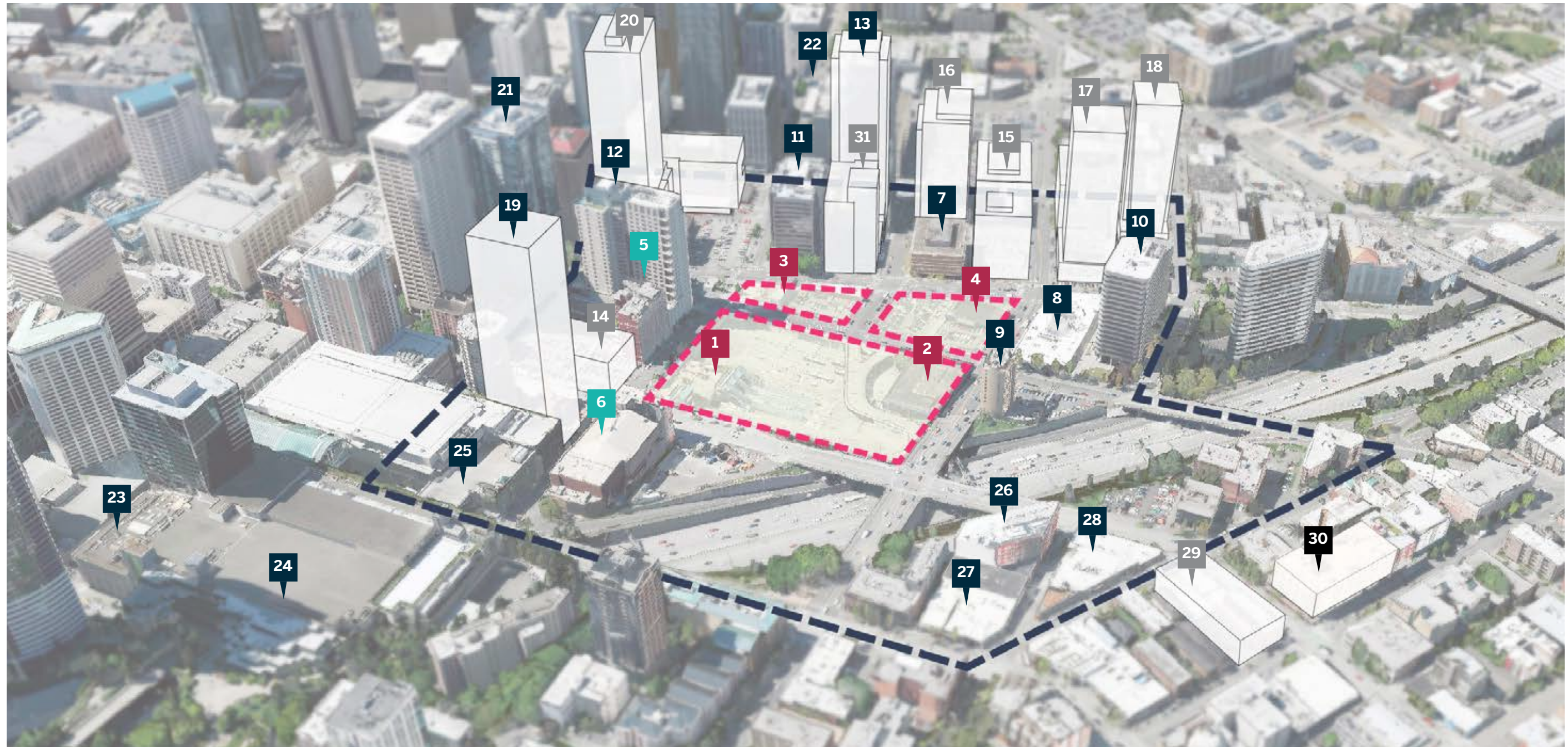
FRONTAGE CLASSIFICATION SUMMARY



- | | |
|--|--|
|  CLASS I STREET FRONTAGE |  PROJECT AREA |
|  CLASS II STREET FRONTAGE |  PROPERTY LINE |
|  GREEN STREET FRONTAGE |  APPROXIMATE BUILDING OUTLINE |

NOTE: LANDSCAPE REQUIREMENT PER DENNY TRIANGLE URBAN CENTER VILLAGE CODE APPLIES TO ALL FRONTAGES

2 EXISTING CONTEXT NINE BLOCK AXONOMETRIC



- NOTABLE BUILDINGS
- LANDMARK BUILDINGS
- PLANNED/UNDER CONSTRUCTION
- EXISTING BUILDINGS ON SITE

- WSSC ADDITION SITE
- 9-BLOCK STUDY AREA

2 EXISTING CONTEXT CONTEXT IMAGERY



1
906 NINTH AVENUE
Convention Station Place transit facility



2
1017 OLIVE WAY
Honda of Seattle (Vacant)



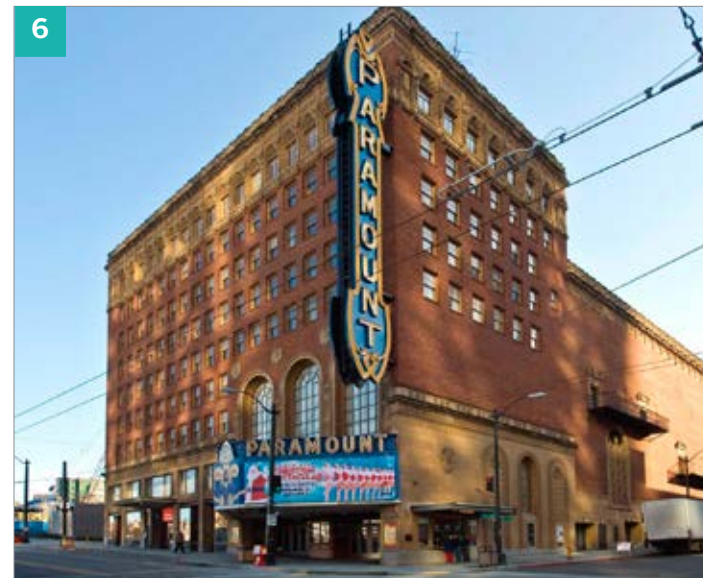
3
915 HOWELL STREET
Retail/Commercial



4
1711 BOREN AVENUE
Honda of Seattle auto sales (Vacant)



5
1619 9TH AVENUE
Worldmark Seattle: The Camlin



6
911 PINE STREET
Paramount Theatre



7
737 OLIVE WAY
Seattle Vault Self-Storage



8
1100 OLIVE WAY
Seattle Children's Cancer Research

2 EXISTING CONTEXT CONTEXT IMAGERY



1626 BOREN AVENUE

Olive Tower Apartments



1701 MINOR AVENUE

Metropolitan Parks Office Tower



1800 NINTH AVENUE

Regence BlueShield/Amazon



809 OLIVE WAY

The Olivian Apartment High-Rise



1823 TERRY AVENUE

Aspira Apartments, 37-story apartment building

2 EXISTING CONTEXT CONTEXT IMAGERY



1601 9TH AVENUE

Nine & Pine Apartments: Mixed-Use Residential



1099 STEWART AVENUE & 1050 HOWELL STREET

Hill 7 Office & Hotel Under Construction: DPD #3013130



1007 STEWART STREET

Office Under Construction: DPD 016095



1812 BOREN STREET

Tilt 49: Mixed-Use Building
Under Construction: DPD #3016574



1823 MINOR AVENUE

Kinects: Office & Hotel In Development: DPD #3004848

2 EXISTING CONTEXT CONTEXT IMAGERY



19 815 PINE STREET

The Premiere: Mixed-Use Retail/Residential
Under Construction: DPD #000000



20 808 HOWELL STREET

8th & Howell Hotel In Development: DPD # 3016917



21 737 OLIVE WAY

Olive 8, 39 story mixed-use with
condominium residential and hotel uses.



22 1900 9TH AVENUE

Seattle Children's Research Institute



23 700 UNION STREET

ACT Theatre

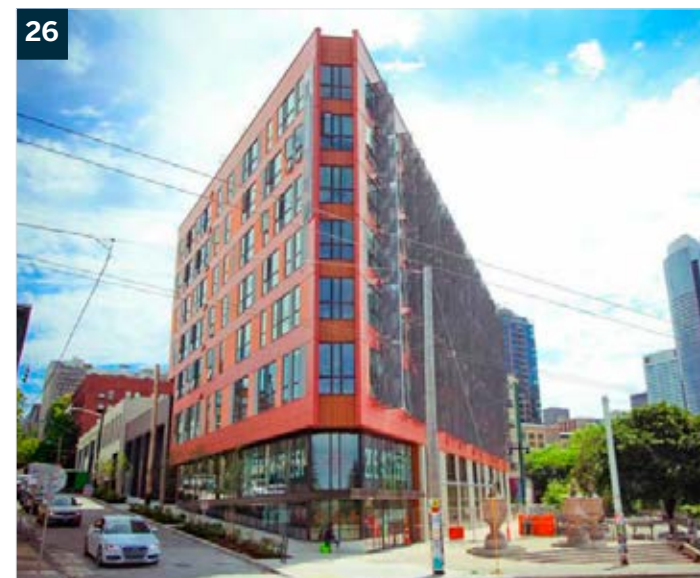
2 EXISTING CONTEXT CONTEXT IMAGERY



24
715 PIKE STREET
Washington State Convention Center



25
1515 9TH AVENUE
The Washington State Convention Center: Conference Center



26
1551 MINOR AVENUE
Pike / Minor Apartments



27
1124 PIKE STREET
Starbucks Reserve



28
1531 MELROSE AVENUE
Melrose Market



29
301 PINE STREET
Melrose Building [Under Construction: DPD #3013342](#)



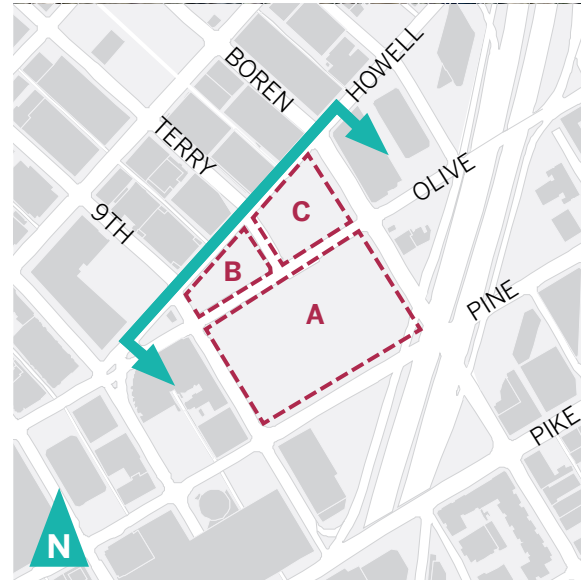
30
314 PIKE STREET
Three20 Apartments: Mixed-Use Building



31
924 HOWELL STREET
Hotel [Under Construction: DPD #3017451](#)

2 EXISTING CONTEXT STREETScape MONTAGE

HOWELL STREET



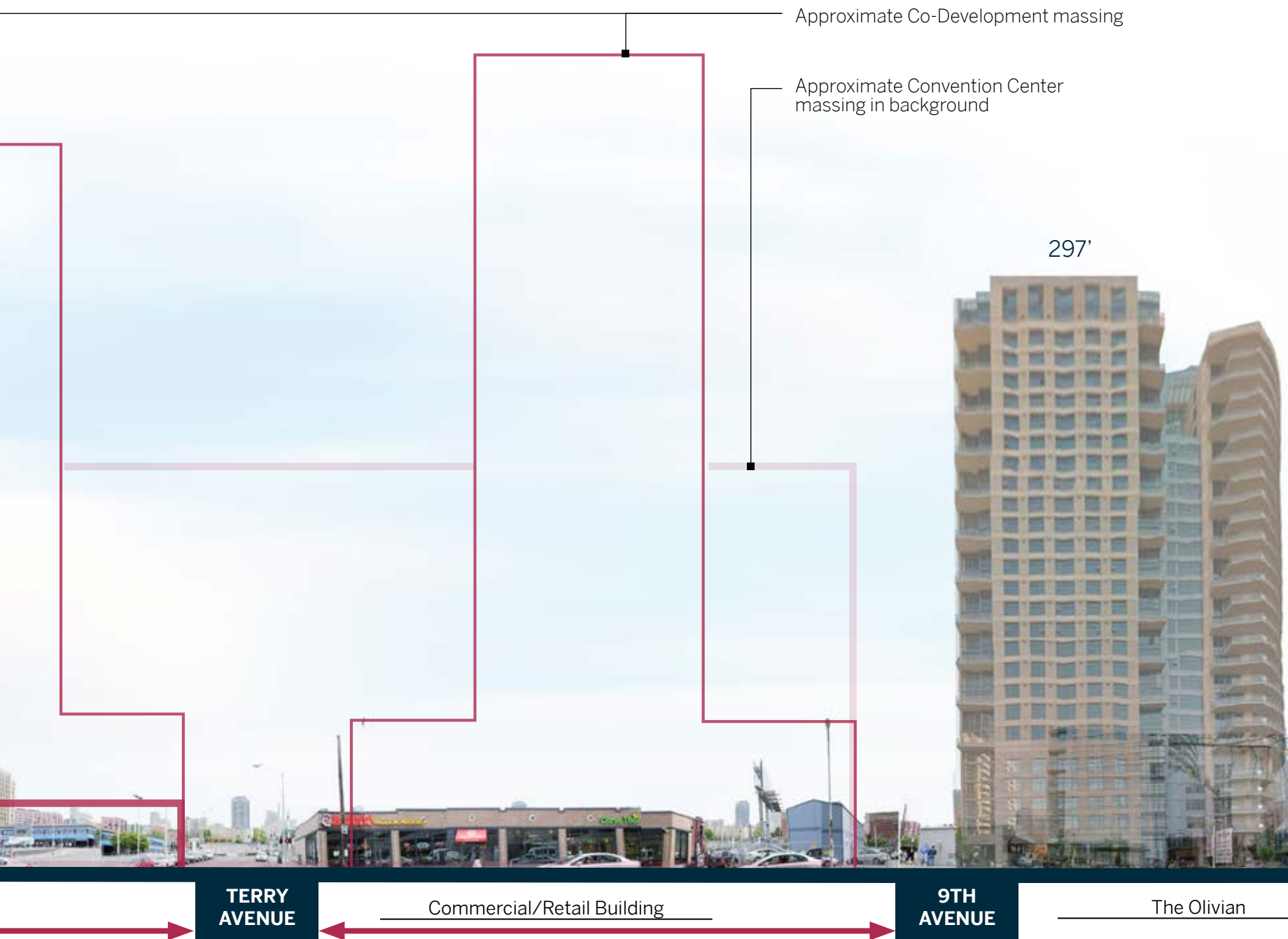
LOOKING SOUTHEAST

OBSERVATIONS

The existing buildings on the site are an example of the low-rise commercial buildings and surface parking lots that once defined the northern edge of the site. The site is flanked on the sides by early high rise development, as well as a Seattle Children's Cancer Research facility that provides a link to the bio-tech concentration in nearby South Lake Union.

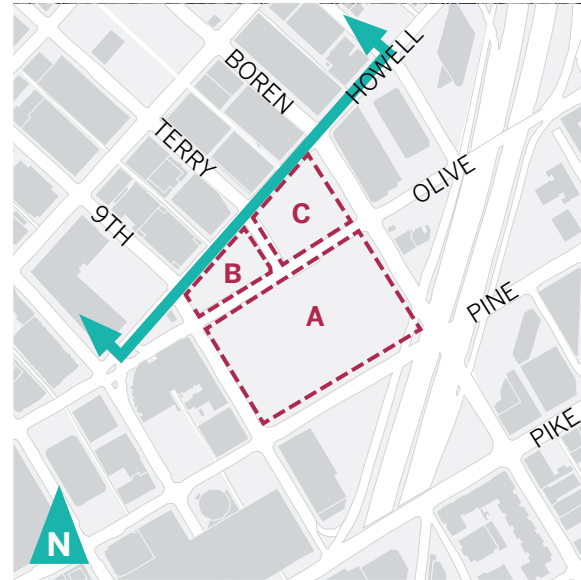


100' INTERVALS FOR REFERENCE ONLY
APPROXIMATE HEIGHT / NOT FINAL MASSING
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2 EXISTING CONTEXT STREETScape MONTAGE

HOWELL STREET



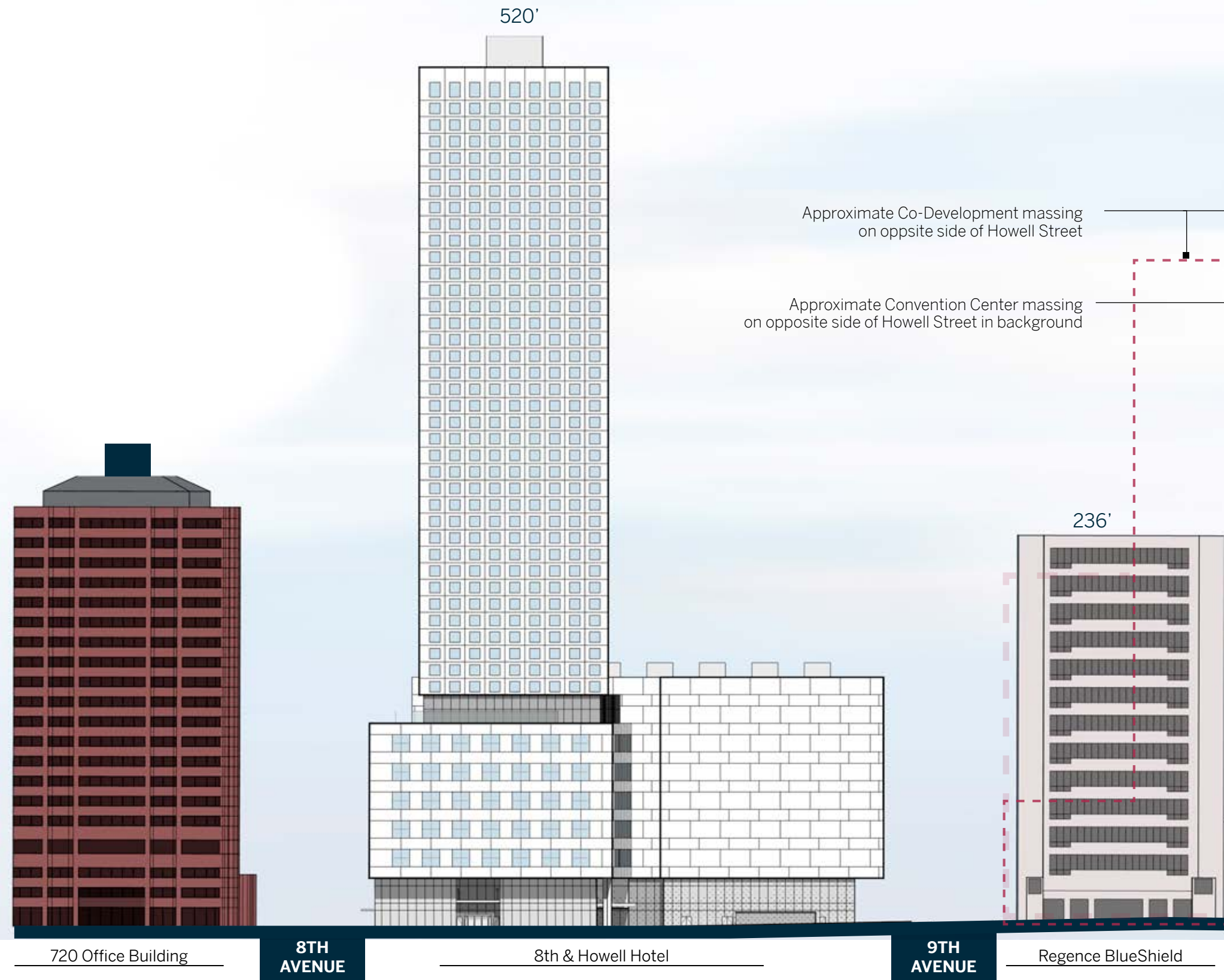
LOOKING NORTHWEST

OBSERVATIONS

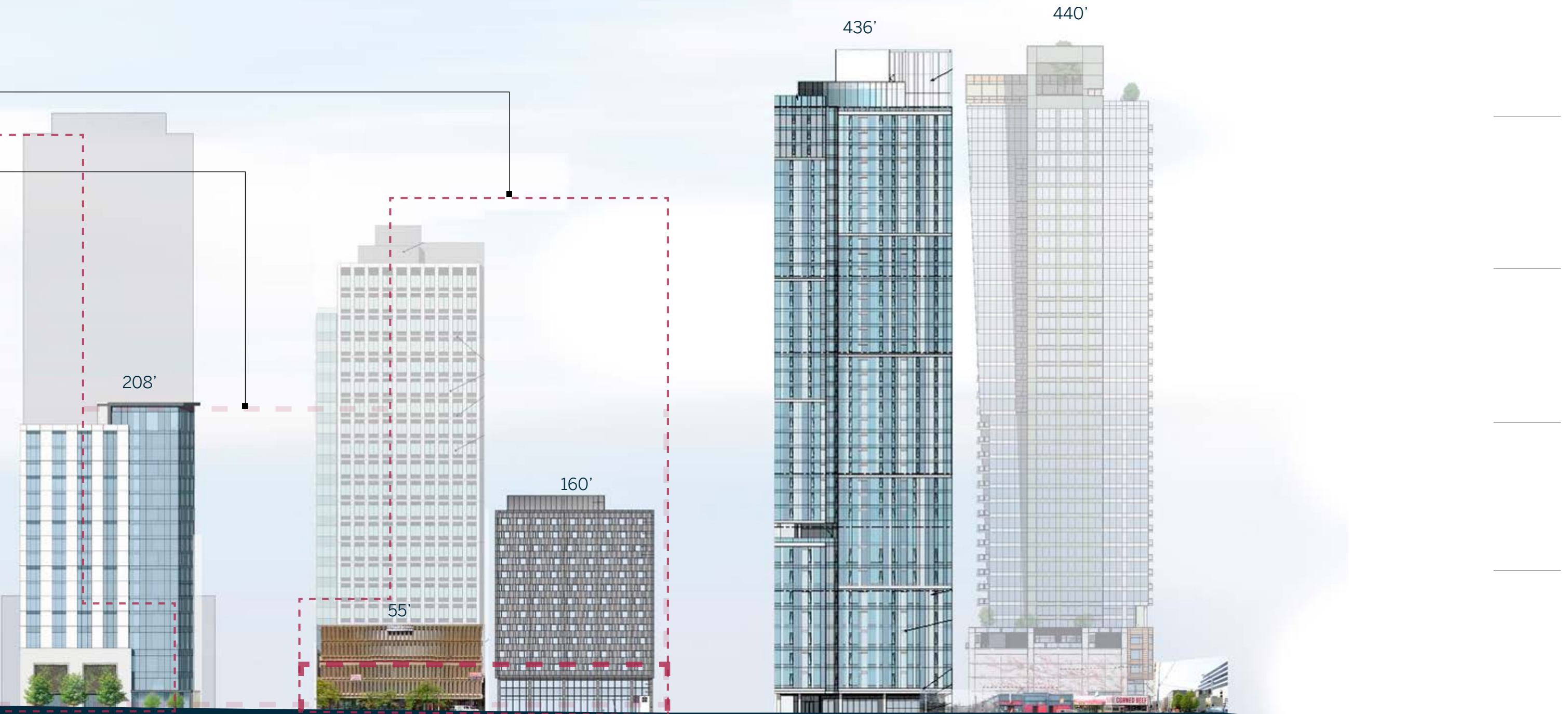
North of the site, Denny Triangle and South Lake Union beyond are rapidly developing neighborhoods of eclectic commercial and residential buildings. The texture of this transitioning area is represented in the blend of existing smaller buildings and new mixed use towers at heights that are redefining the urban character.

OPPORTUNITIES

The convention center offers the opportunity to articulate the diversity of uses and architectural expression in the neighborhood. As the area continues to transition to taller buildings, the convention center will contribute to development of denser land use and more active, vibrant public streets.



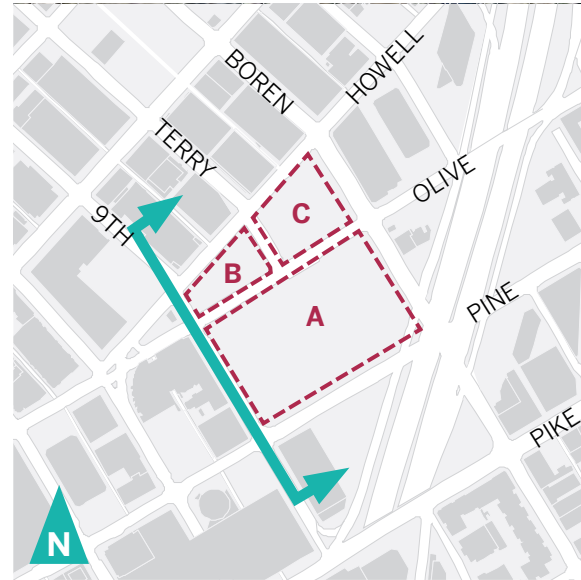
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TERRY AVENUE Seattle Vault Storage Hill 7 Office & Hotel **BOREN AVENUE** Tilt 49 Mixed-Use Kinnects: Mixed-Use/Office **MINOR AVENUE**

2 EXISTING CONTEXT STREETScape MONTAGE

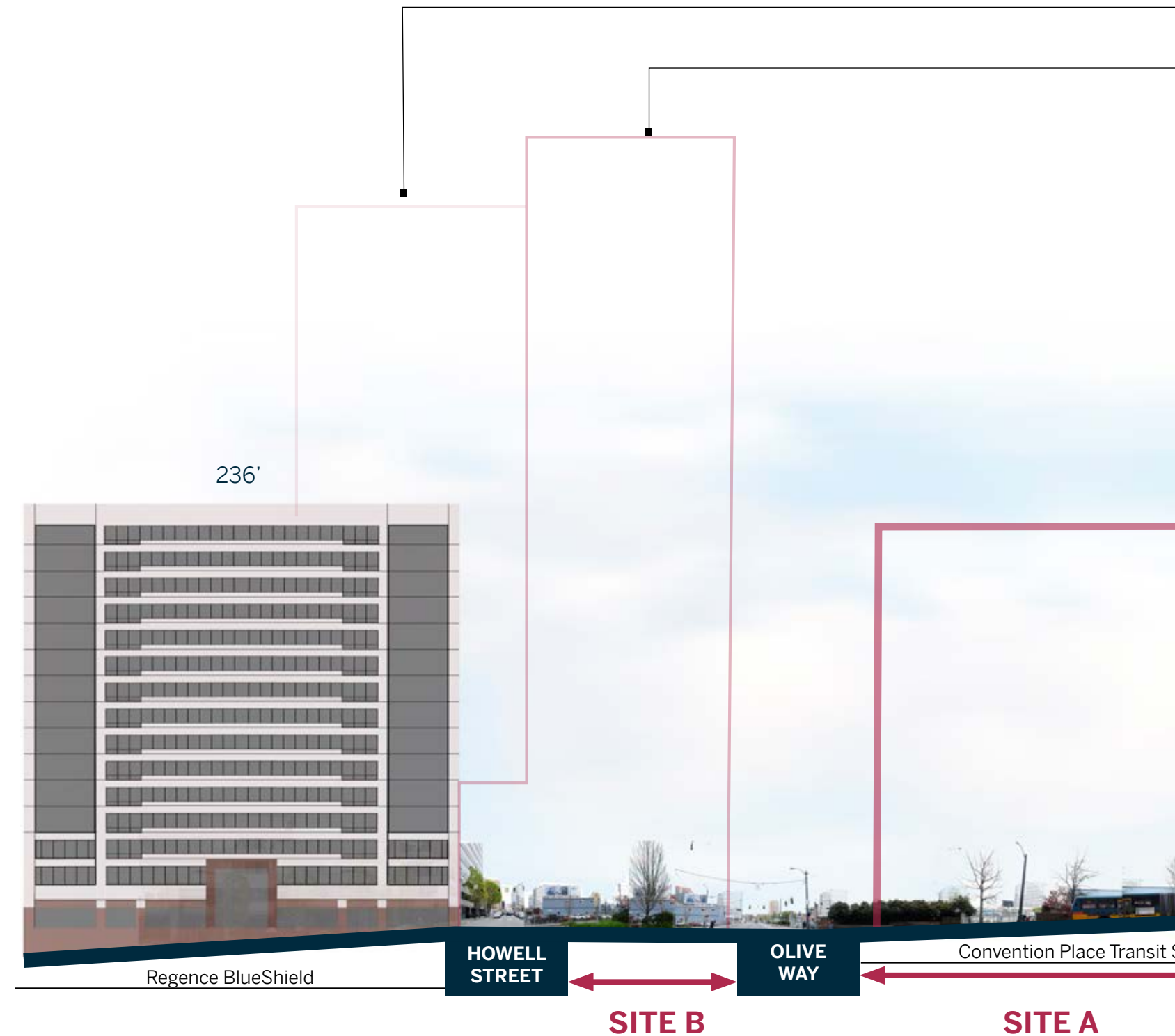
9TH AVENUE



LOOKING NORTHEAST

OBSERVATIONS

The existing site along this elevation contains the Convention Place Station and a small temporary field office for Sound Transit. Both uses have a diminished street presence due to the limited amount of program above grade contributing to the urban form. The site is flanked by a modest older high-rise and the historic Paramount Theatre - a cultural as well as an architectural landmark distinguished by its expressive facade and signature marque.

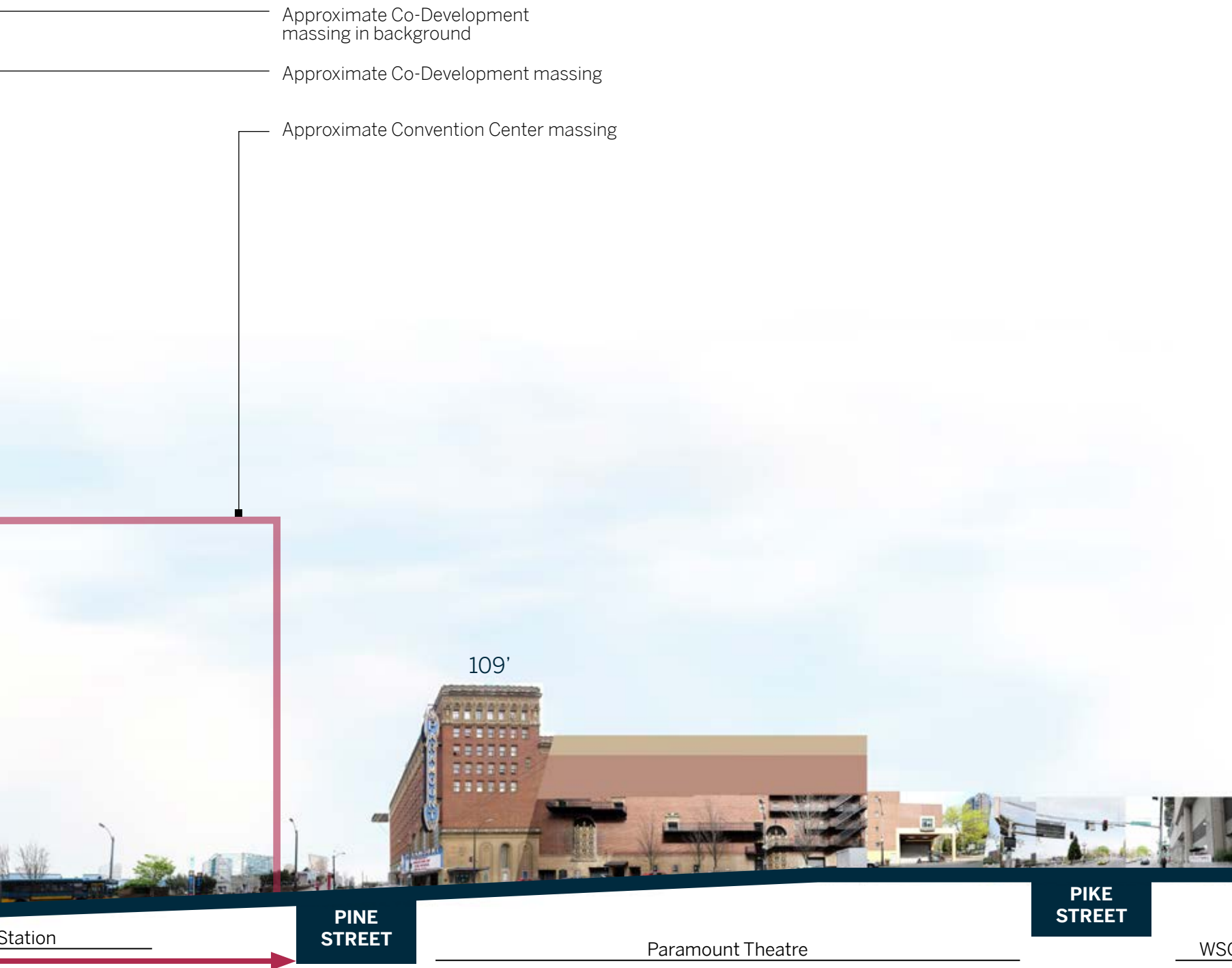


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Approximate Co-Development
massing in background

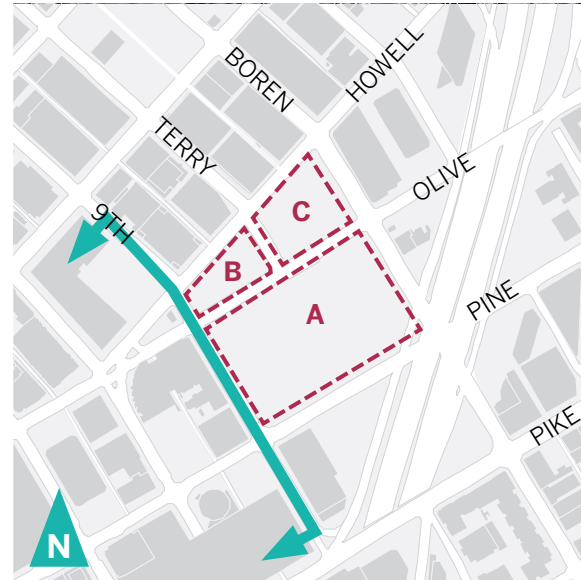
Approximate Co-Development massing

Approximate Convention Center massing



2 EXISTING CONTEXT STREETScape MONTAGE

9TH AVENUE



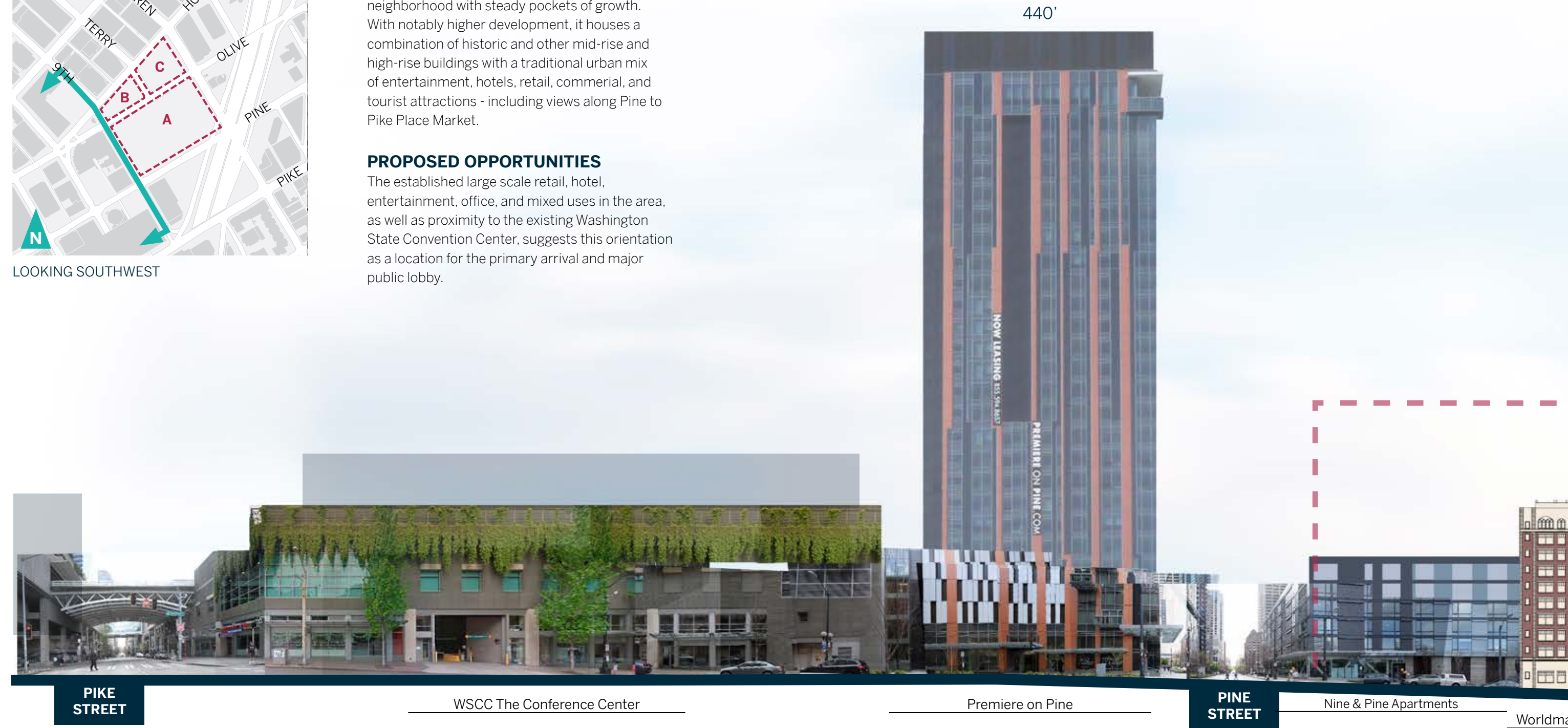
LOOKING SOUTHWEST

OBSERVATIONS

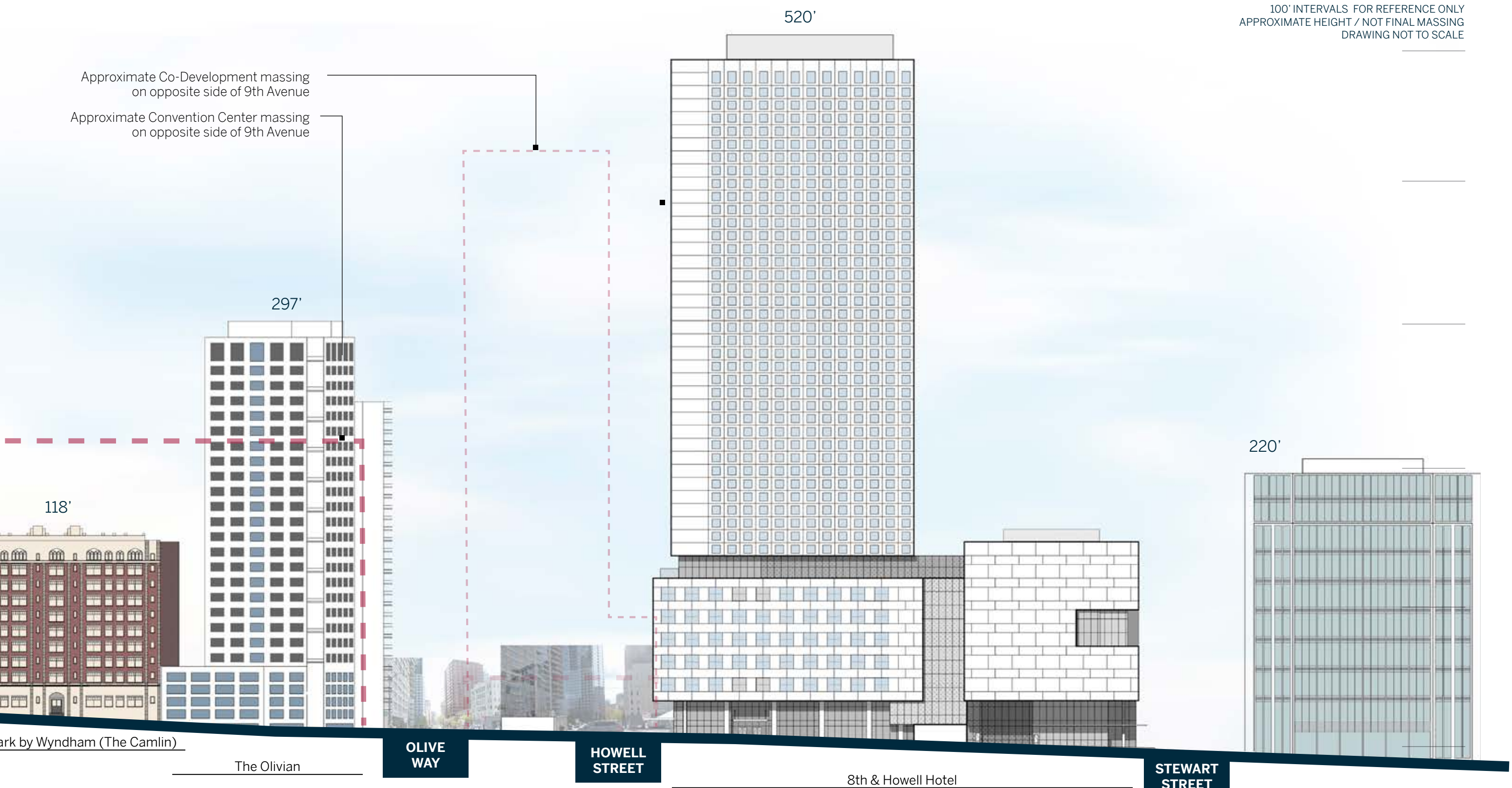
The Downtown commercial core is an established neighborhood with steady pockets of growth. With notably higher development, it houses a combination of historic and other mid-rise and high-rise buildings with a traditional urban mix of entertainment, hotels, retail, commercial, and tourist attractions - including views along Pine to Pike Place Market.

PROPOSED OPPORTUNITIES

The established large scale retail, hotel, entertainment, office, and mixed uses in the area, as well as proximity to the existing Washington State Convention Center, suggests this orientation as a location for the primary arrival and major public lobby.

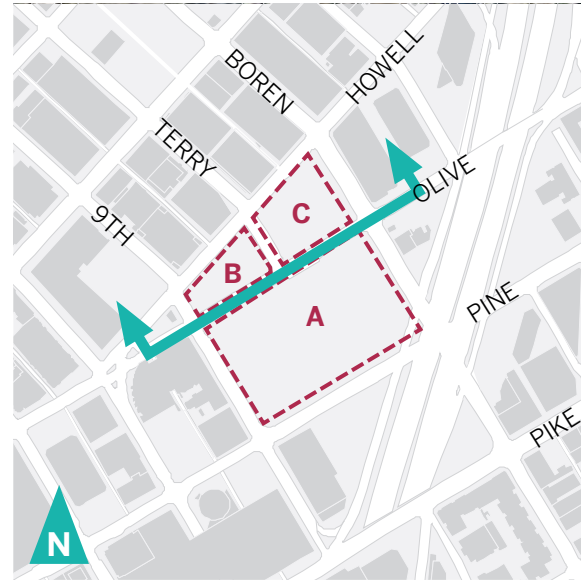


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2 EXISTING CONTEXT STREETScape MONTAGE

OLIVE WAY



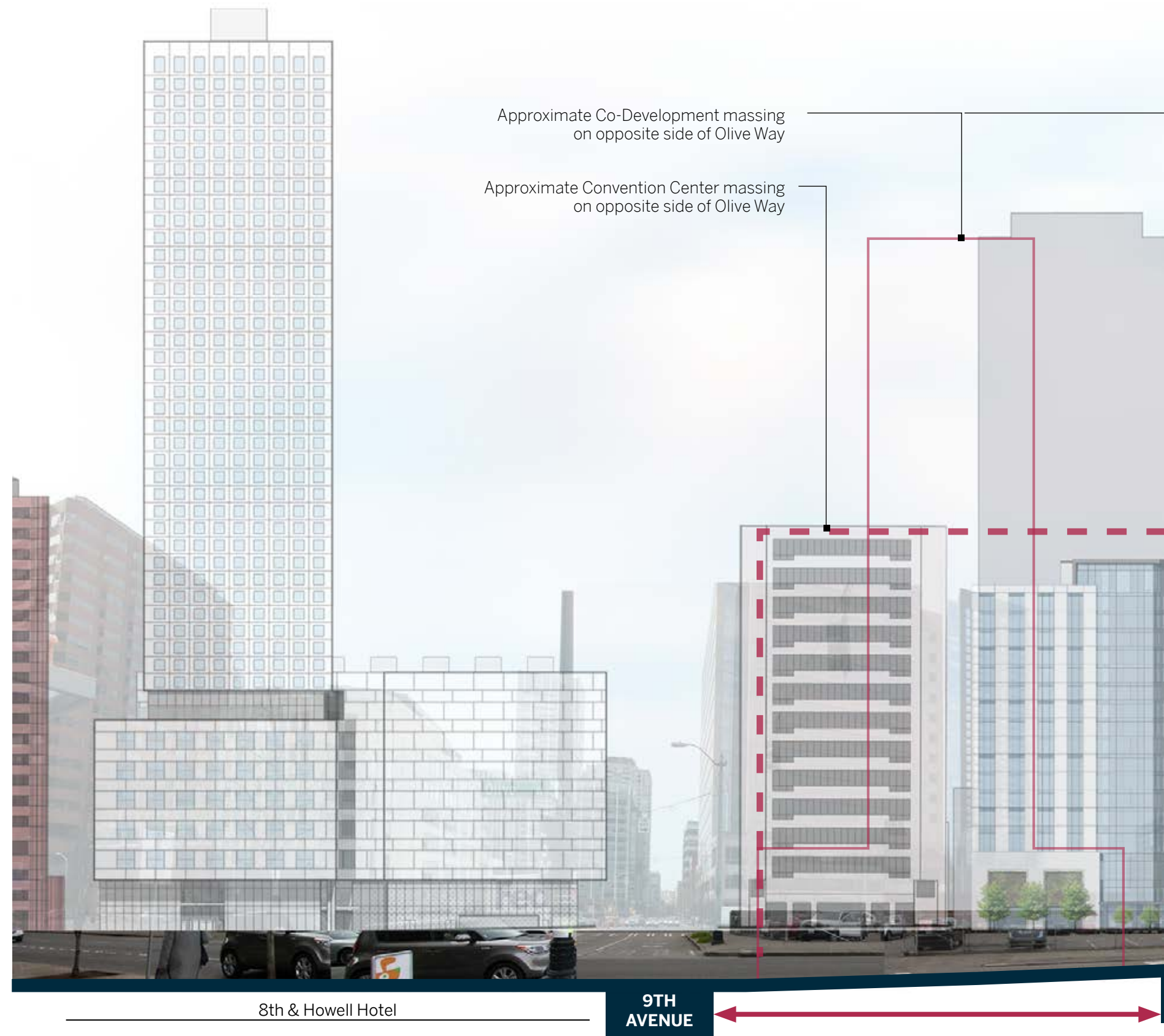
LOOKING NORTHWEST

OBSERVATIONS

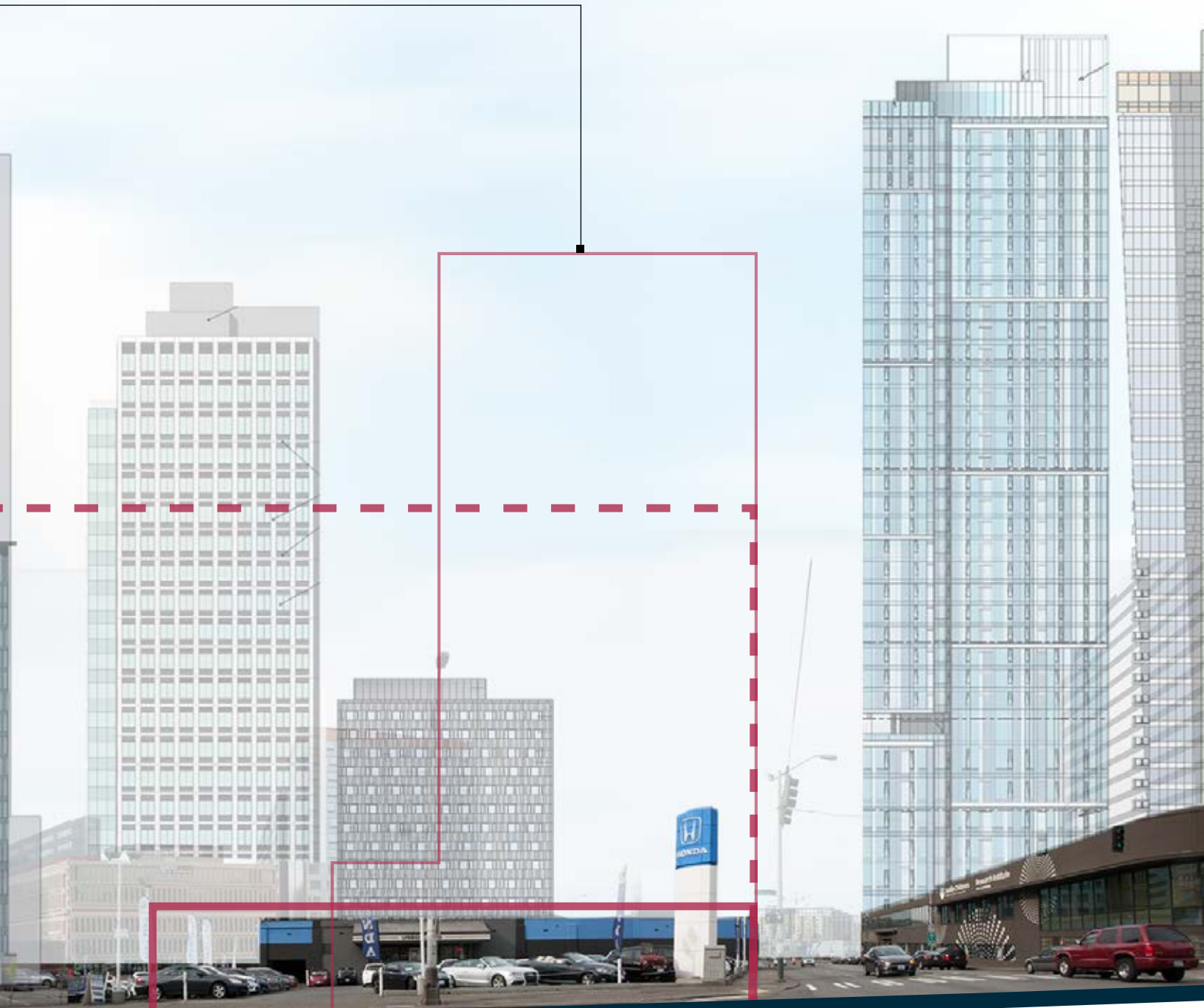
The (2) blocks north of Olive Way are oriented toward the functionally and architecturally diverse Denny Triangle and South Lake Union beyond.

PROPOSED OPPORTUNITIES

These (2) smaller blocks offer the opportunity to break down the scale and introduce diverse uses to transition the large scale public convention center uses to the adjacent neighborhoods.



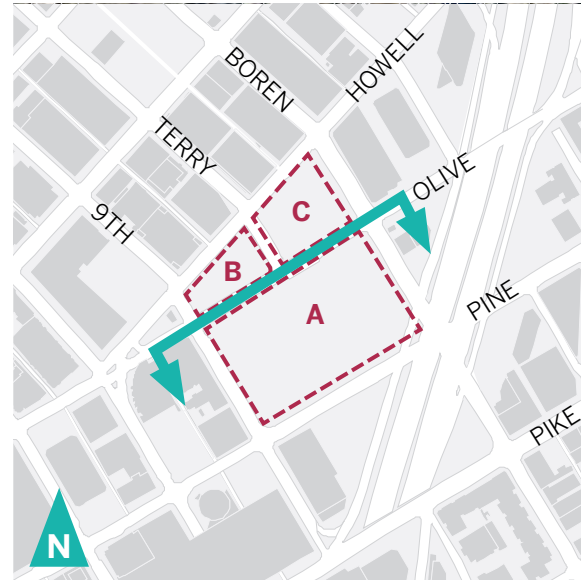
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SITE C

2 EXISTING CONTEXT STREETScape MONTAGE

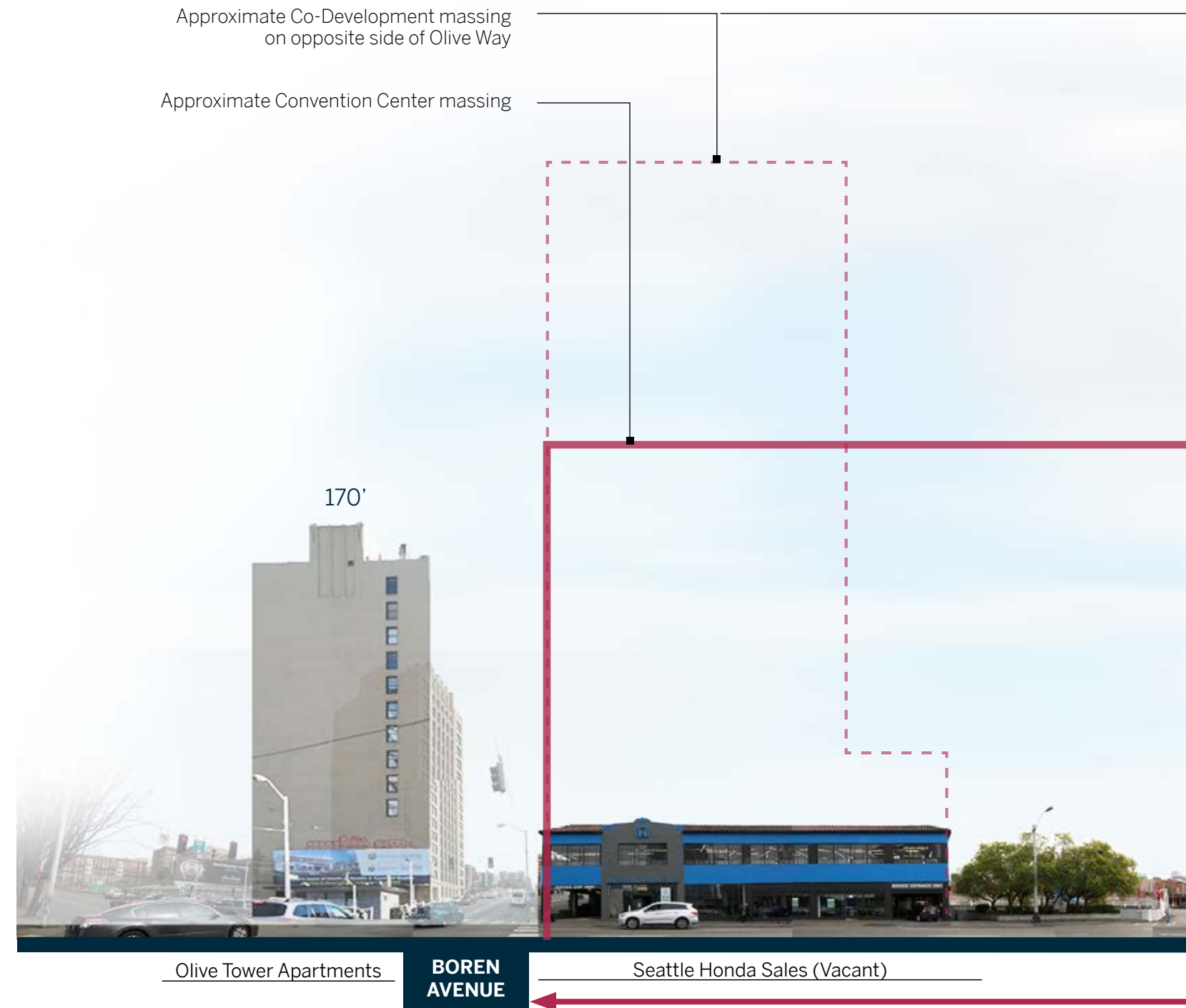
OLIVE WAY



LOOKING SOUTHEAST

OBSERVATIONS

The character of the existing streetscape is defined by the small low-rise former Honda dealership and surface-parking along with the below surface program of the Convention Place Station transit facility, flanked by older smaller high-rises.



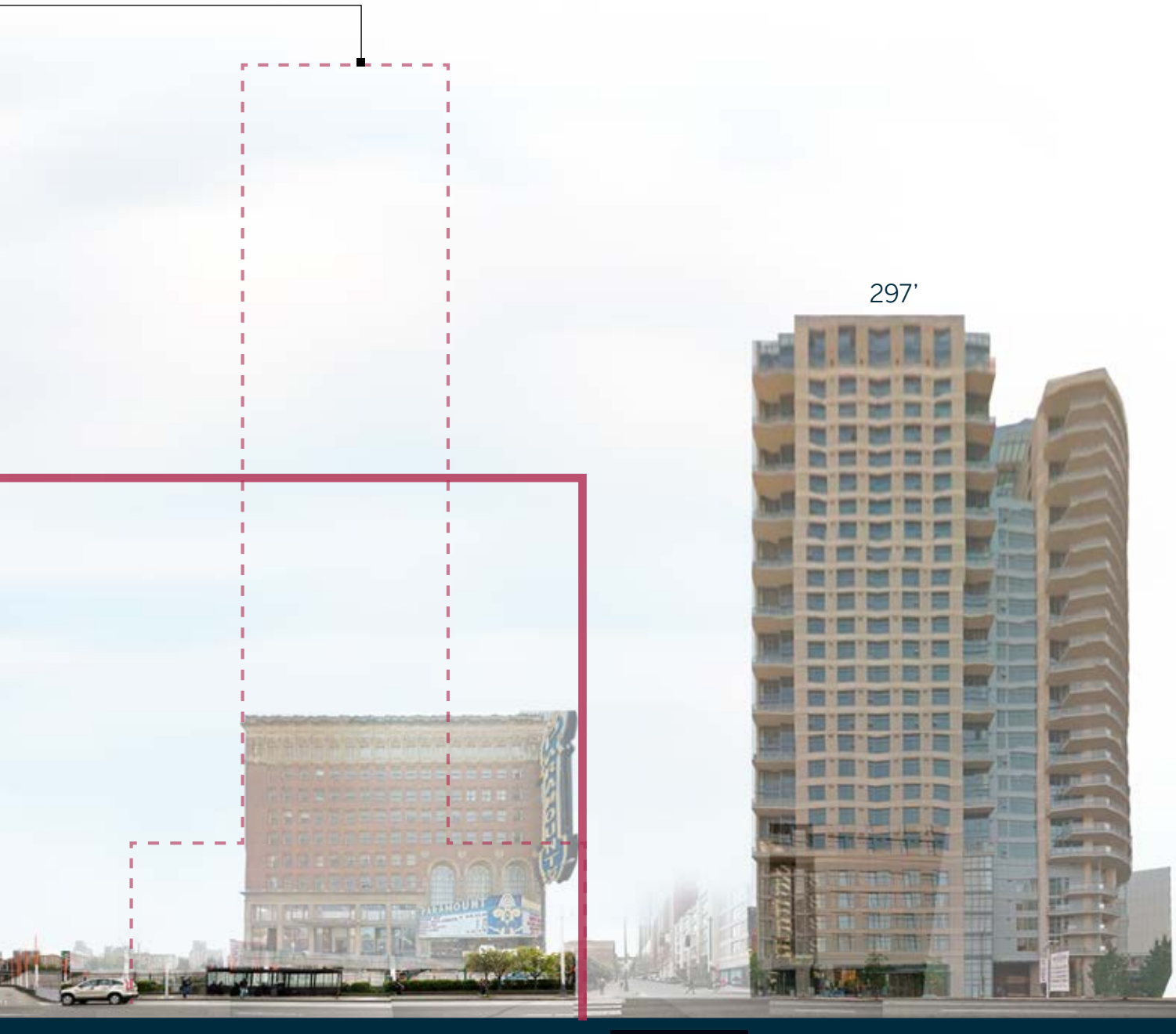
Olive Tower Apartments

BOREN AVENUE

Seattle Honda Sales (Vacant)

SITE A

100' INTERVALS FOR REFERENCE ONLY
APPROXIMATE HEIGHT / NOT FINAL MASSING
DRAWING NOT TO SCALE



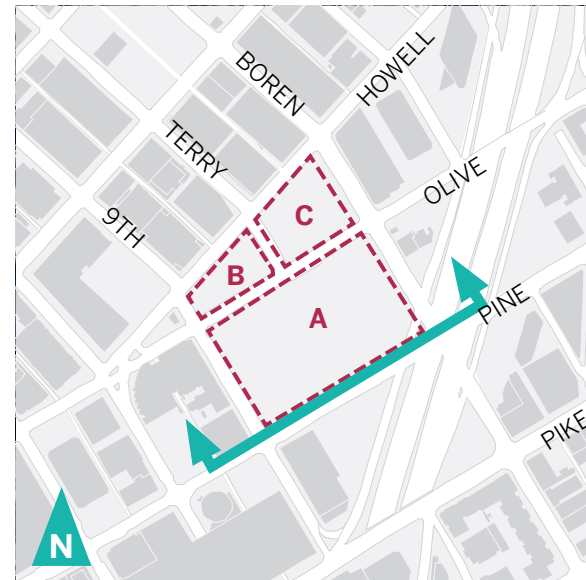
Convention Place Station transit facility (below)

9TH AVENUE

The Olivian

2 EXISTING CONTEXT STREETScape MONTAGE

PINE STREET

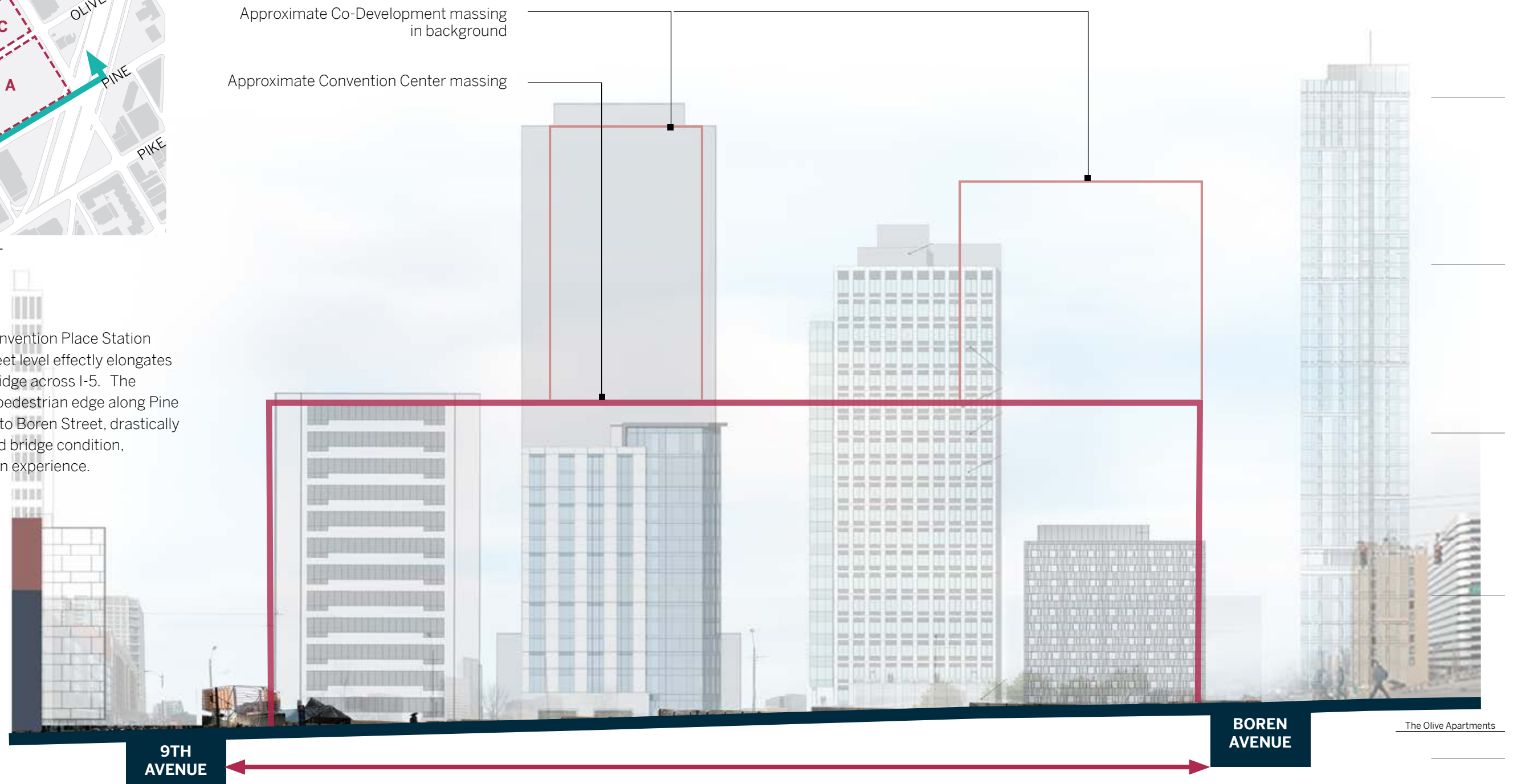


LOOKING NORTHWEST

OBSERVATIONS

The existing siting of Convention Place Station transit facility below street level effectively elongates the experience of the bridge across I-5. The proposal will frame the pedestrian edge along Pine Street from 9th Avenue to Boren Street, drastically shortening the perceived bridge condition, enlivening the pedestrian experience.

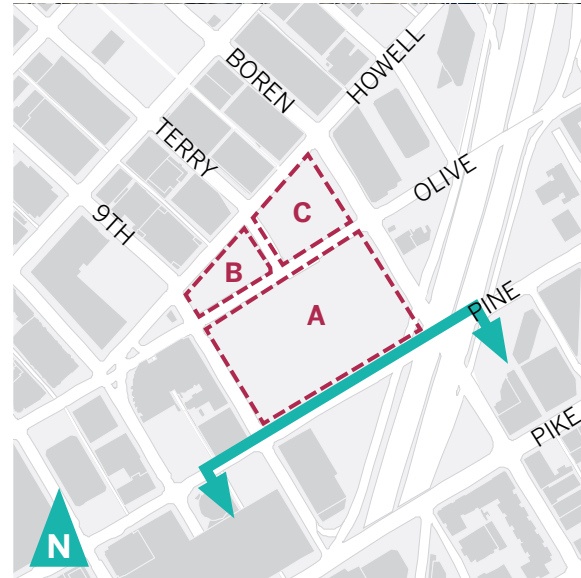
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SITE A

2 EXISTING CONTEXT STREETScape MONTAGE

PINE STREET



LOOKING SOUTHEAST

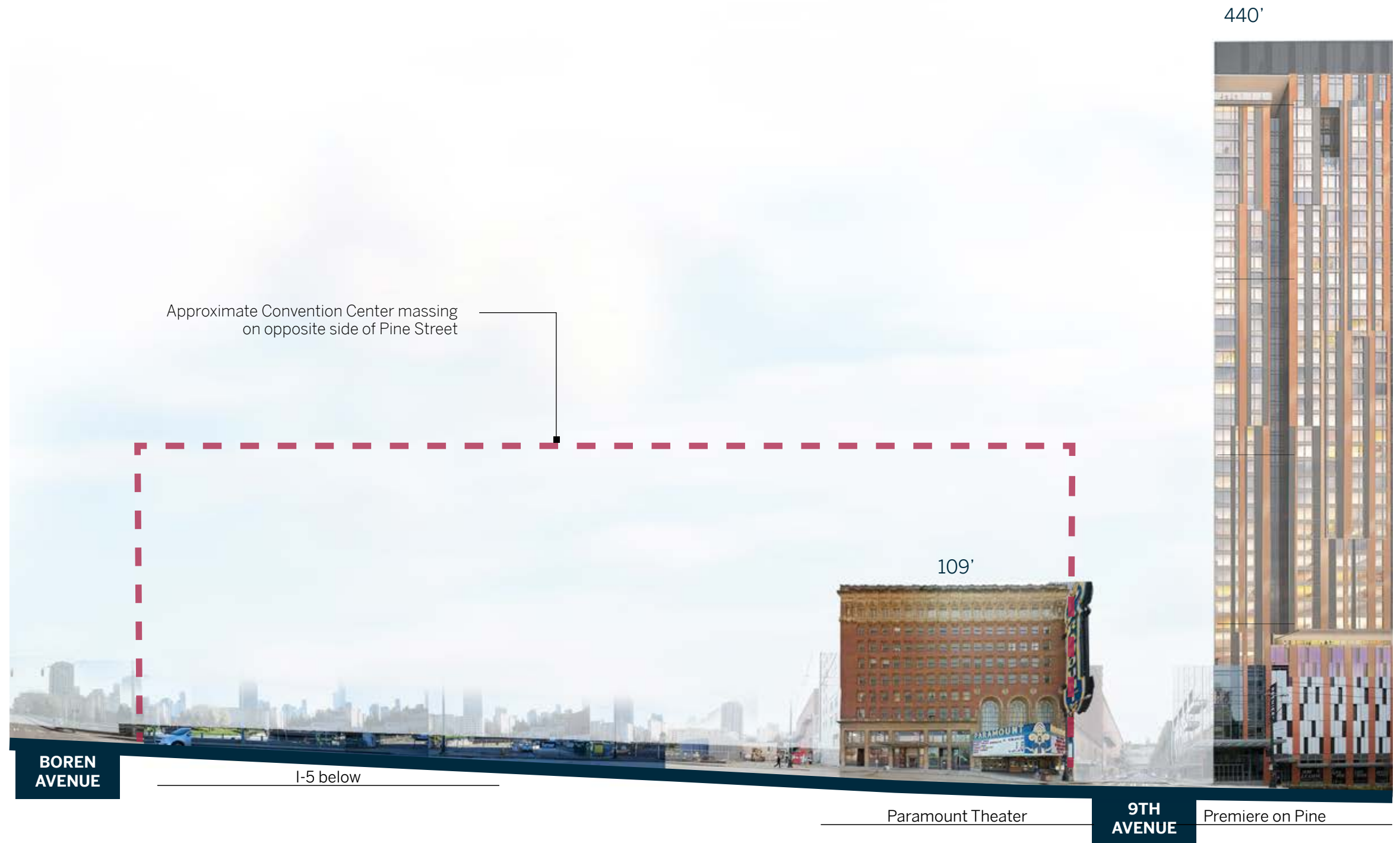
OBSERVATIONS

This stretch of Pine Street as it extends across I-5 presents a profound moment in the city that is both absent of distinctive urban edges linking Capitol Hill and Downtown at a pedestrian level, yet also a unique and expansive view to the city all around. This exposure provides significant visibility for the convention center at this edge, as well as views back to the surrounding context. Pine Street slopes westward towards 9th Avenue.

PROPOSED OPPORTUNITIES

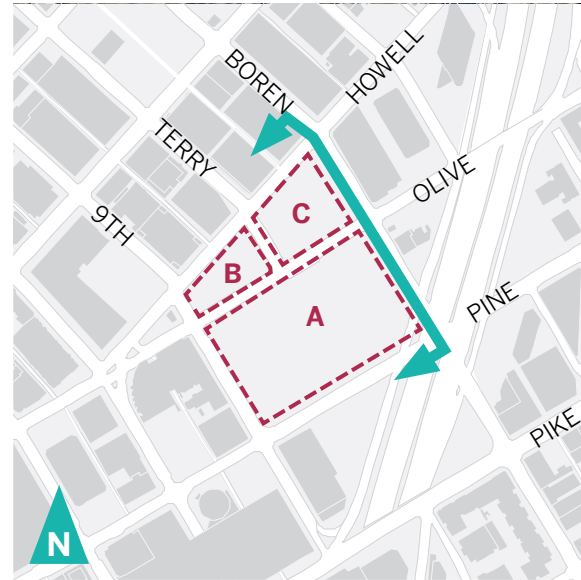
The proposal will strengthen the pedestrian connection between Capitol Hill and Downtown. The slope on Pine Street offers the opportunity for pedestrians to engage the convention center at multiple levels along its edge. The proposal will introduce a new pedestrian edge along Pine Street as well as create a transition in scale from mid-rise Capitol Hill, the Paramount, and the high-rises of Downtown.

100' INTERVALS FOR REFERENCE ONLY
APPROXIMATE HEIGHT / NOT FINAL MASSING
DRAWING NOT TO SCALE



2 EXISTING CONTEXT STREETScape MONTAGE

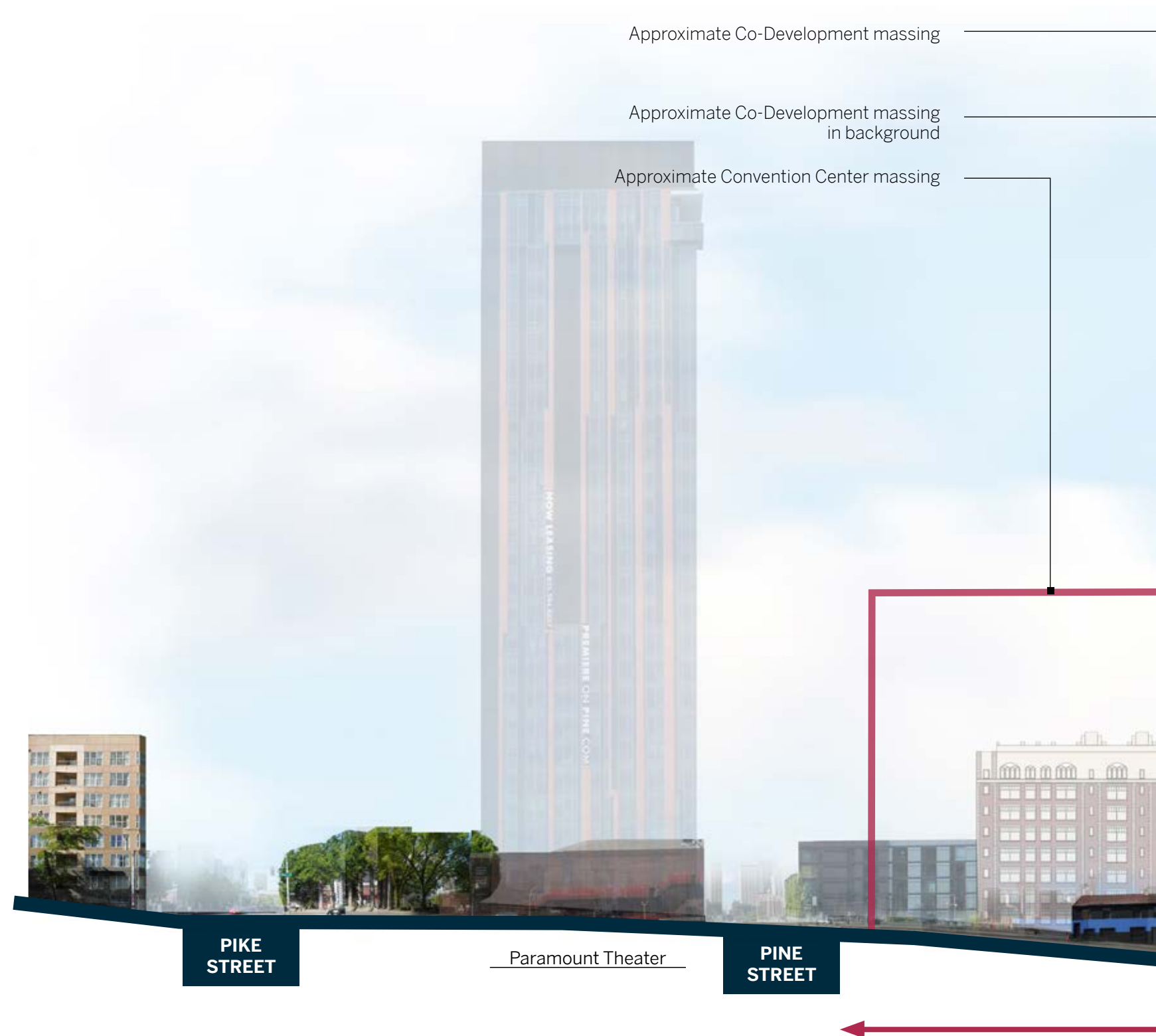
BOREN AVENUE



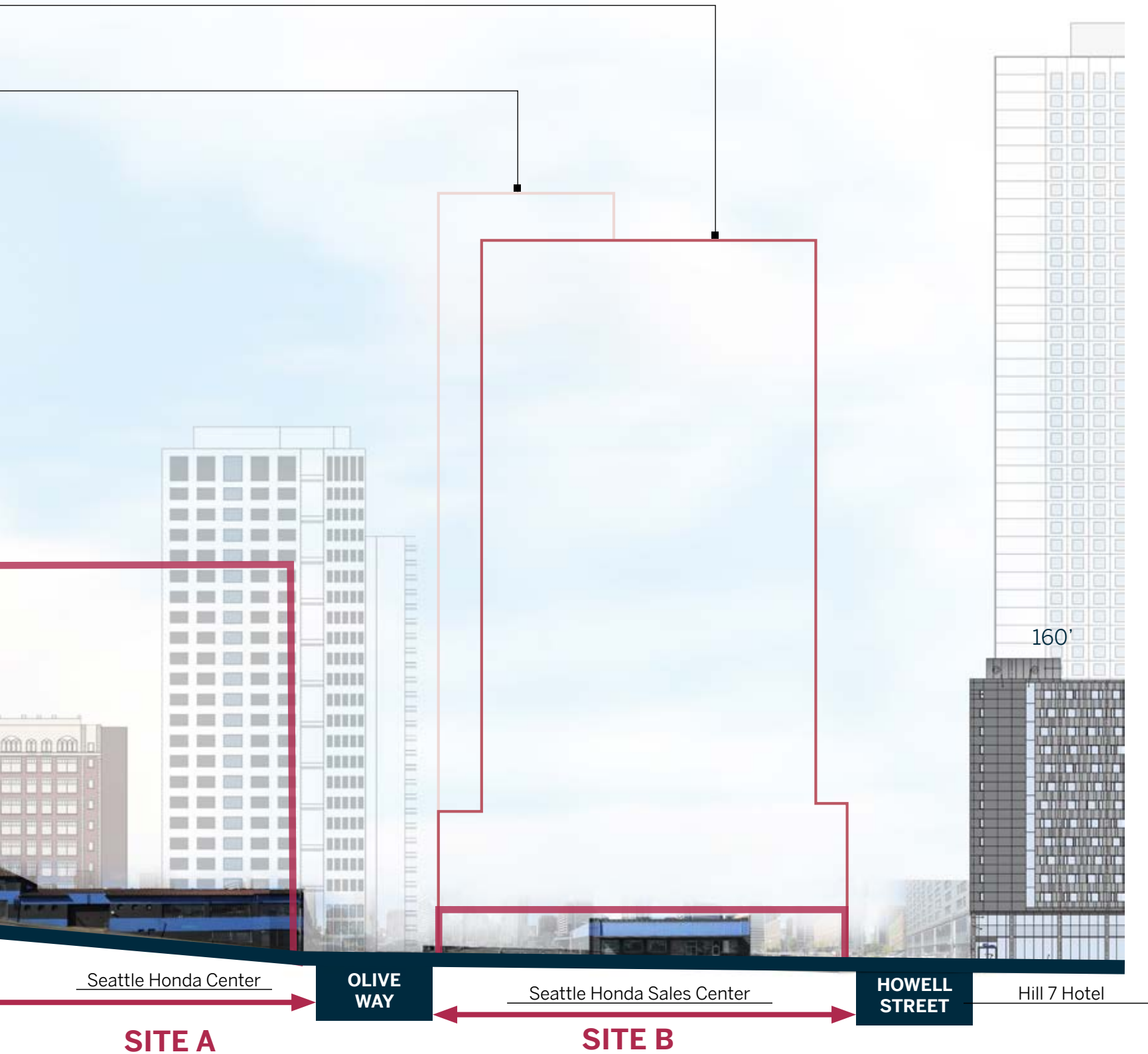
LOOKING SOUTHWEST

OBSERVATIONS

The existing low-rise former Honda Dealership is visible along Boren Avenue, where the grades drop most steeply of any on this site. Though flanked with some defined urban edges, Boren is another bridge across I-5 and an active vehicular thoroughfare that links First Hill to South Lake Union.

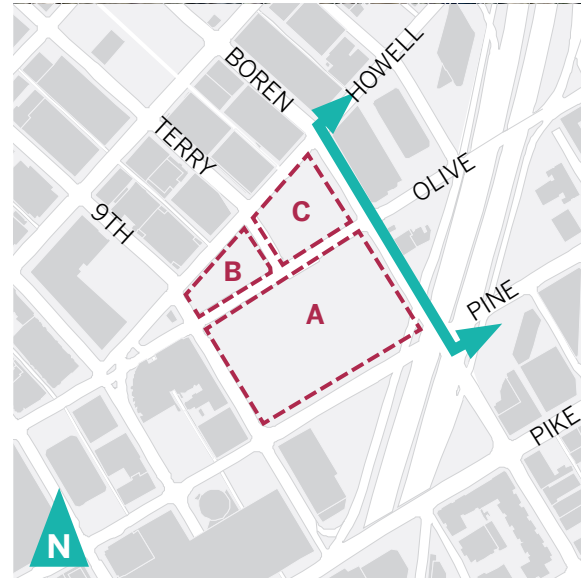


100' INTERVALS FOR REFERENCE ONLY
APPROXIMATE HEIGHT / NOT FINAL MASSING
DRAWING NOT TO SCALE



2 EXISTING CONTEXT STREETScape MONTAGE

BOREN AVENUE



LOOKING SOUTHWEST

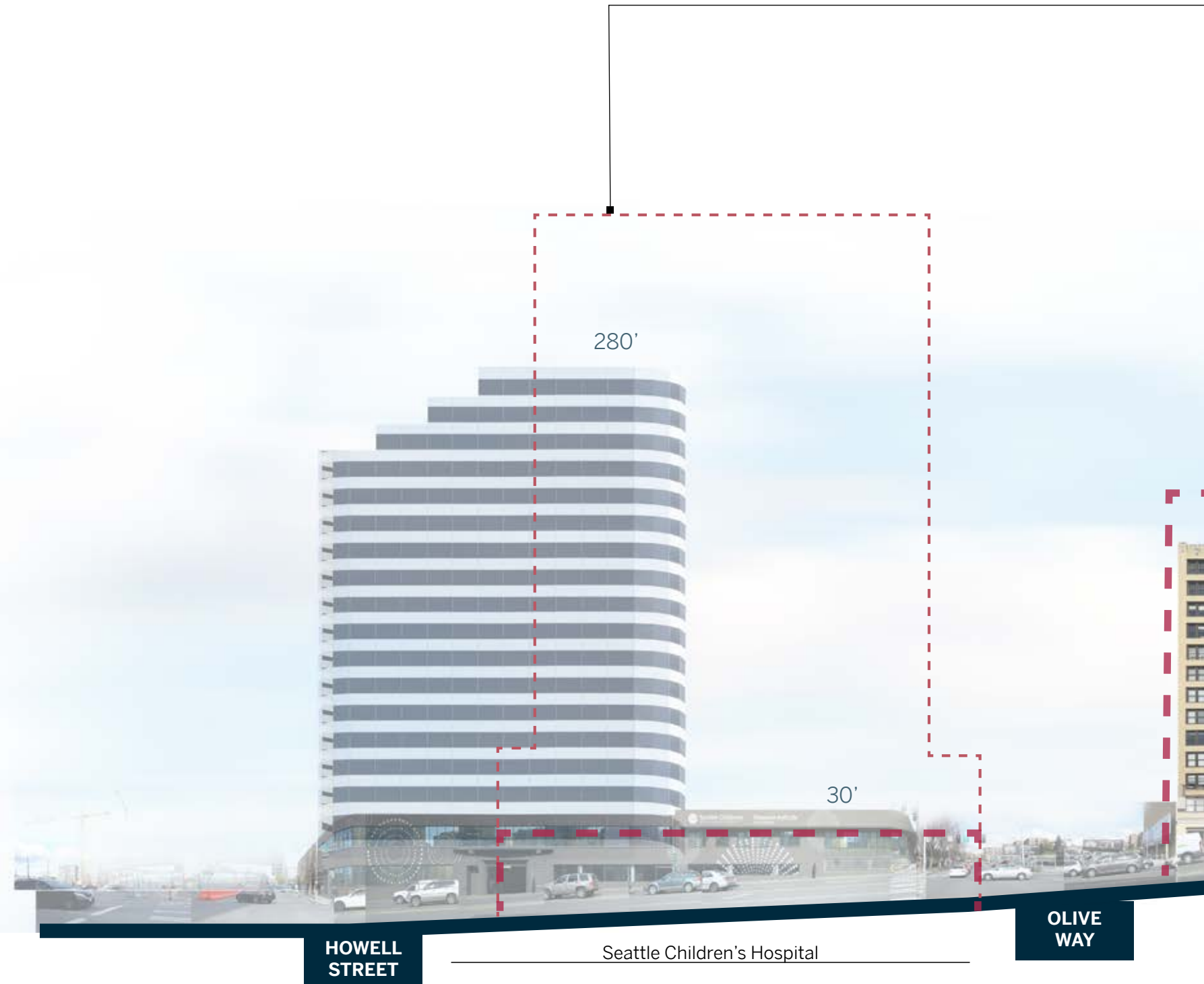
OBSERVATIONS

The perception of bridging across I-5 along Boren Avenue is less exposed than along Pine Street, being contained by a few lowrise buildings to the north, and the modest highrise isolated in the middle. It offers a prominent exposure of the proposed convention center, setting it clearly within the larger context of the city.

PROPOSED OPPORTUNITIES

The proposal will complete the empty edges of the site, acknowledging its visual prominence along this exposed edge, while also creating a much more generous pedestrian experience.

The topography intersects with the proposed building sectionally across many levels, presenting both challenges and opportunities for access and activity vertically within the program.



HOWELL STREET

Seattle Children's Hospital

OLIVE WAY

100' INTERVALS FOR REFERENCE ONLY
APPROXIMATE HEIGHT / NOT FINAL MASSING
DRAWING NOT TO SCALE

Approximate Co-Development
on opposite side of Boren Avenue

Approximate Convention Center massing
on opposite side of Boren Avenue

170'



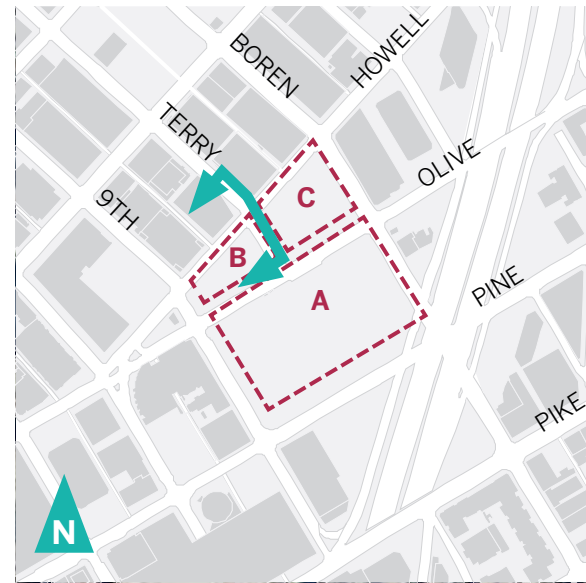
**PINE
STREET**

Pine + Minor Apts

The Olive Apartments

2 EXISTING CONTEXT STREETScape MONTAGE

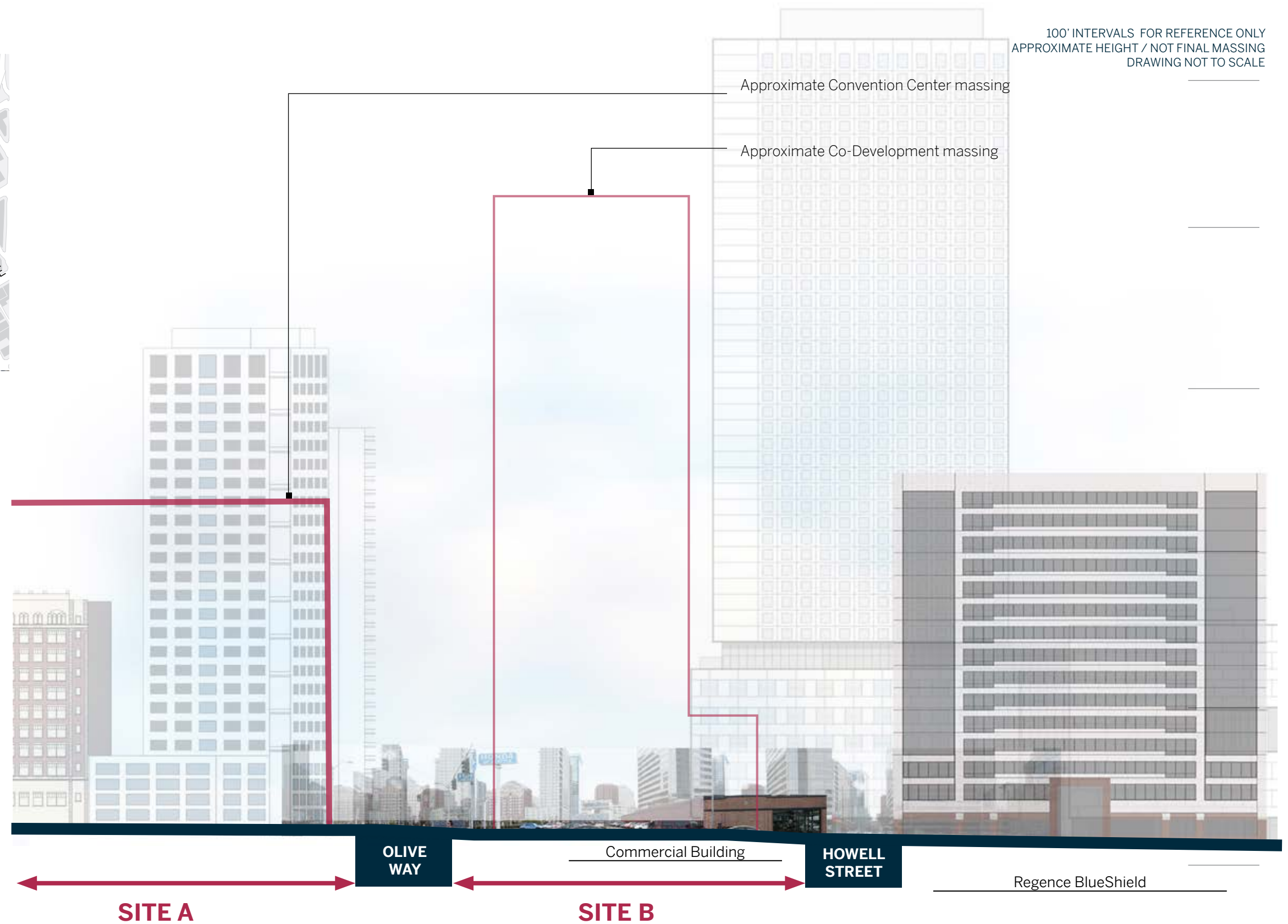
TERRY AVENUE



LOOKING SOUTHWEST

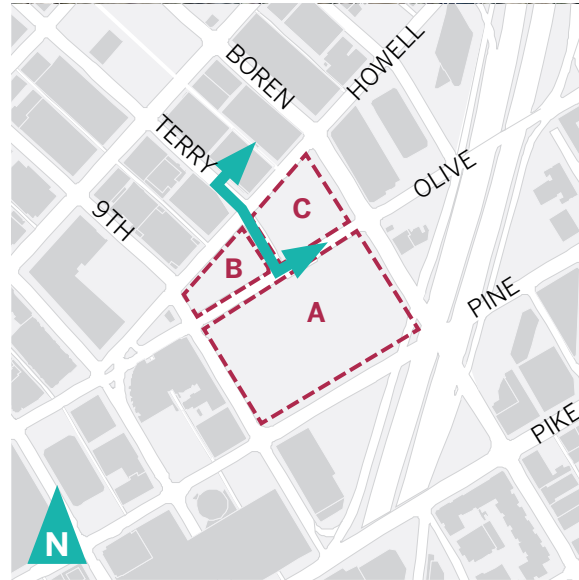
OBSERVATIONS

This small leg of Terry Avenue created by the shift of the city grid at Howell Street establishes a logical terminus of this green street connection to South Lake Union and a distinctive wedge shaped block pointing towards downtown. The current one-story structures and surface parking is dwarfed by the sequence of high-rise towers filling out downtown.



2 EXISTING CONTEXT STREETScape MONTAGE

TERRY AVENUE

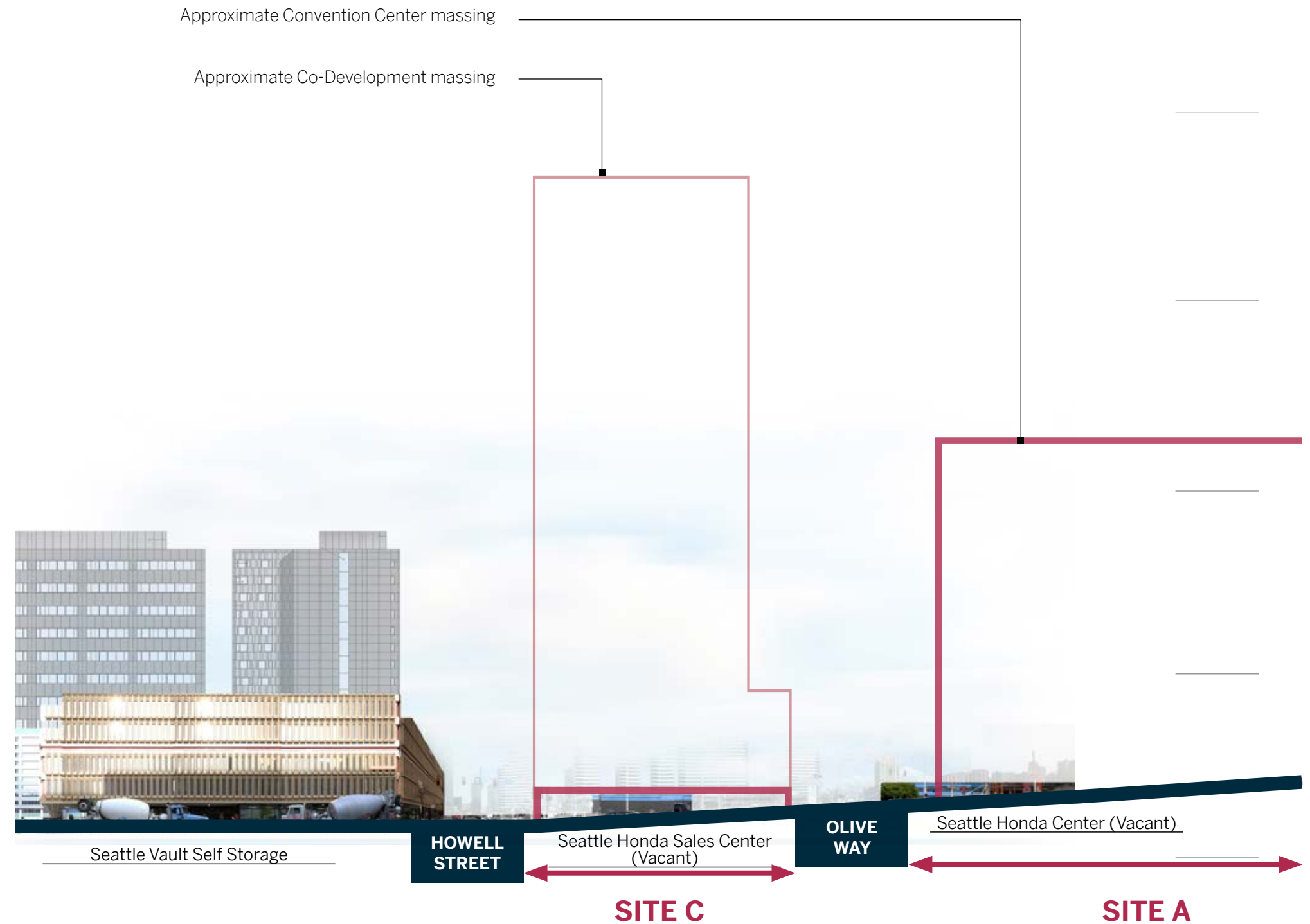


LOOKING NORTHEAST

OBSERVATIONS

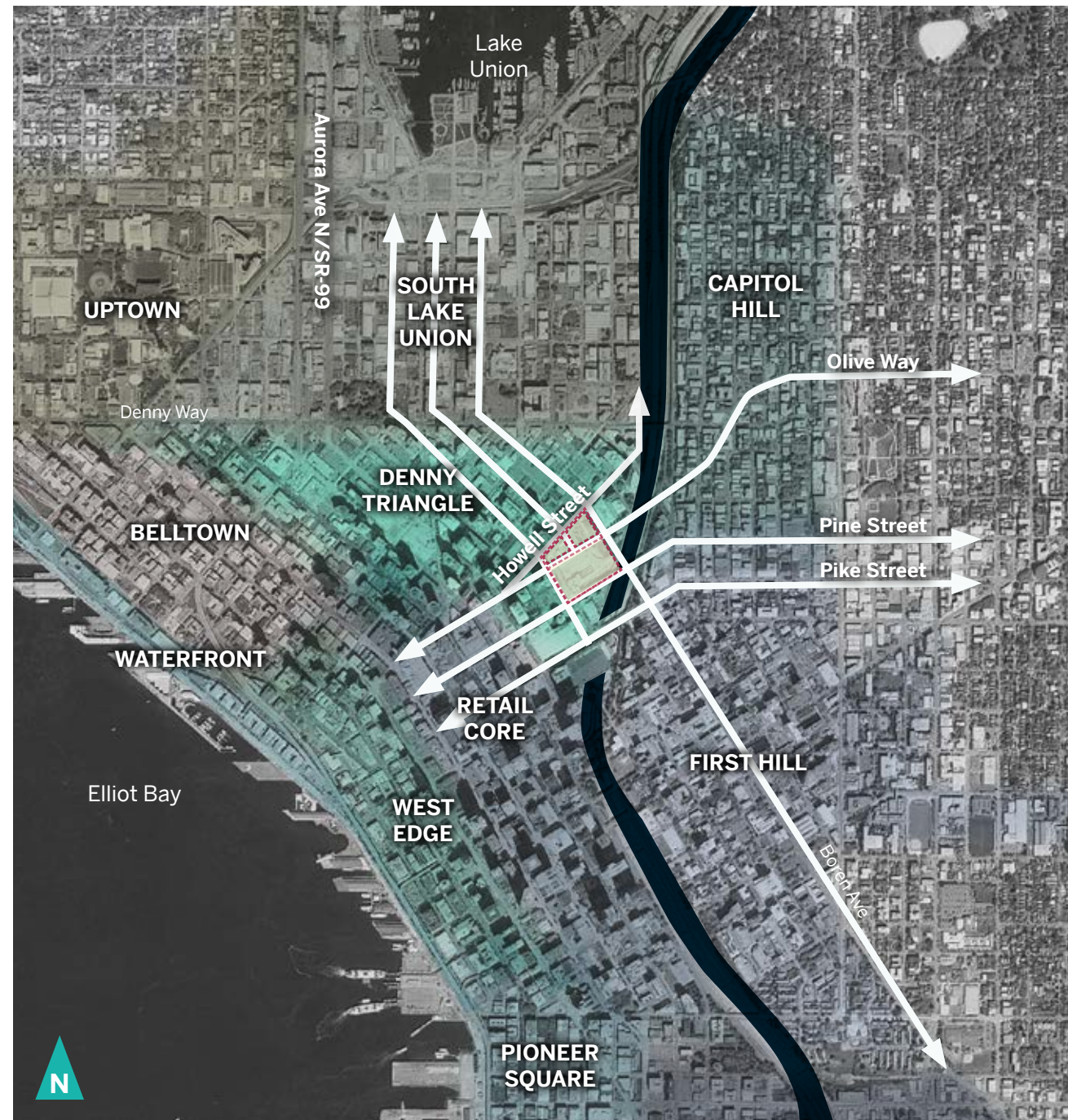
The east side of Terry is also defined by the shift in the city grid at Howell Street, creating another wedge shaped block at the terminus. The existing low-rise commercial and surface parking on this site is set in a backdrop of older mid-rise and modest high-rise buildings with I-5 and Capitol Hill beyond.

100' INTERVALS FOR REFERENCE ONLY
APPROXIMATE HEIGHT / NOT FINAL MASSING
DRAWING NOT TO SCALE



3 URBAN DESIGN ANALYSIS INTRODUCTION

URBAN FRAMEWORK



INTRODUCTION

In developing a successful convention center within the heart of the city, it is critical that the project establish clear organizational functionality at the grade level, take advantage of the site's relationship to the existing urban infrastructure, and meet all of the urban context goals. Operationally, the building will need to accommodate a variety of competing requirements of entries, including passenger loading, event loading, retail, emergency egress, parking, and others — all within a topographically complex street configuration.

The extended urban context surrounding the convention center encompasses over seven of the city's most dense and vibrant neighborhoods. These neighborhoods contain a majority of Seattle's most iconic components: a thriving downtown retail core and Pike Place Market, the historic homes and hip nightlife of Capitol Hill, the regional medical hub of First Hill, the eclectic mixed-use neighborhood of Denny Triangle, the rapidly expanding South Lake Union neighborhood, and the future renewed waterfront district.

The existing and proposed convention center site itself engages the four most prominent streets that connect these areas: Olive Way, Pike Street, Pine Street, and Boren Avenue. Each of these streets is a major vehicular and pedestrian thoroughfare with connections to neighborhoods in the city.

Despite the convergence of these prominent connecting streets at the proposed site, its current state obstructs the connection and integration of these areas. The lack of retail and commercial continuity, uninhabited sidewalk edges, long and uninterrupted vehicular thoroughfares all contribute to this urban void.

This project offers the opportunity to help re-connect these distinctive neighborhoods, allowing this new, larger urban-framework of the convention center to be the heart of a unique, welcoming experience for both delegates and local residents.

In approaching the design for this project, it is important to understand the components and qualities of the surrounding spaces that will play a part in the urban framework of the convention center development. Following is an analysis of the surrounding street and their potential relationships with this project.

3 URBAN DESIGN ANALYSIS INTRODUCTION

DENNY TRIANGLE



SOUTH LAKE UNION



CAPITOL HILL



WESTLAKE



PARAMOUNT THEATER



FIRST HILL

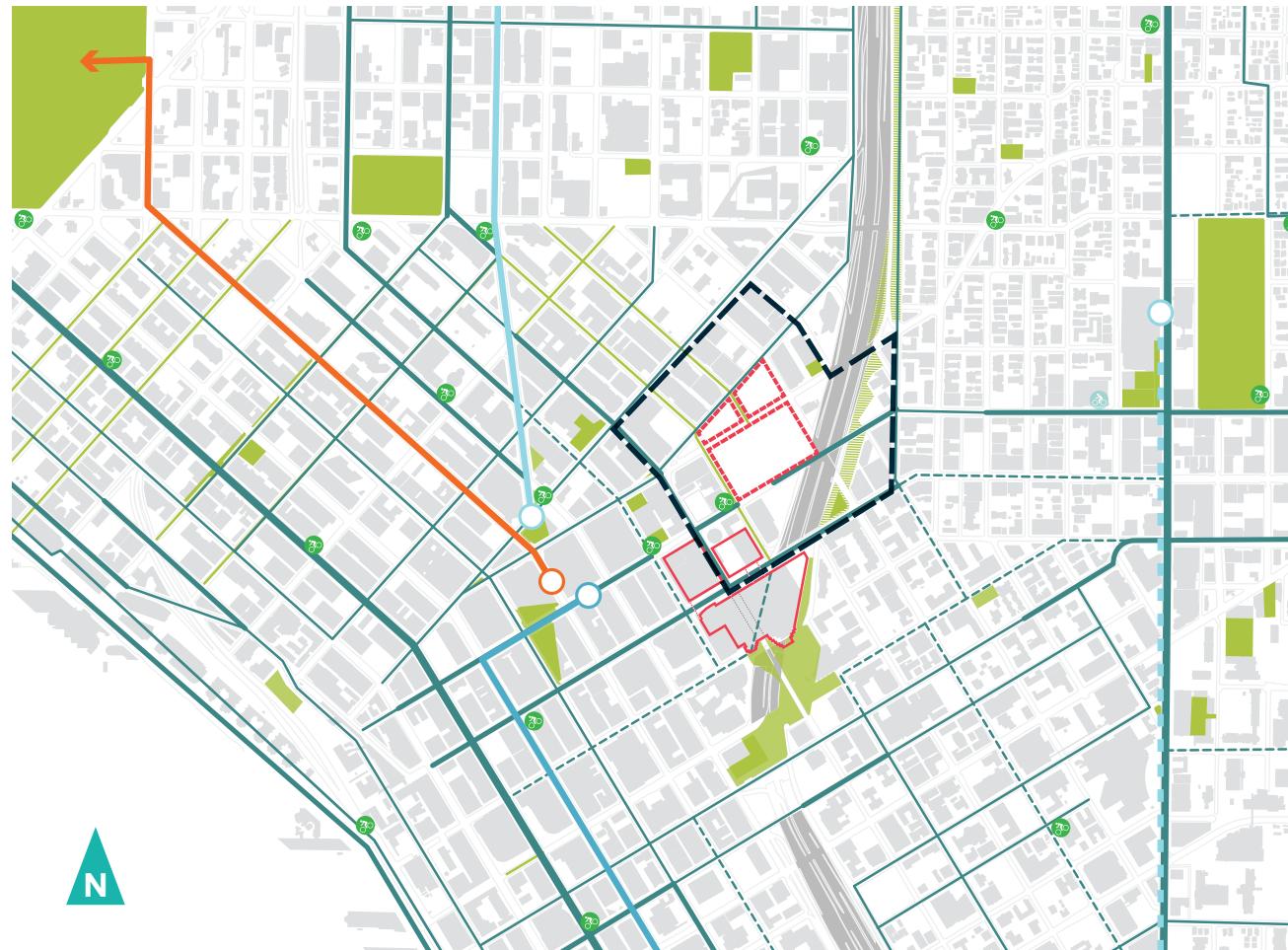


WSSC ADDITION PROJECT

WSSC EXISTING SITE

3 URBAN DESIGN ANALYSIS URBAN CONNECTIONS

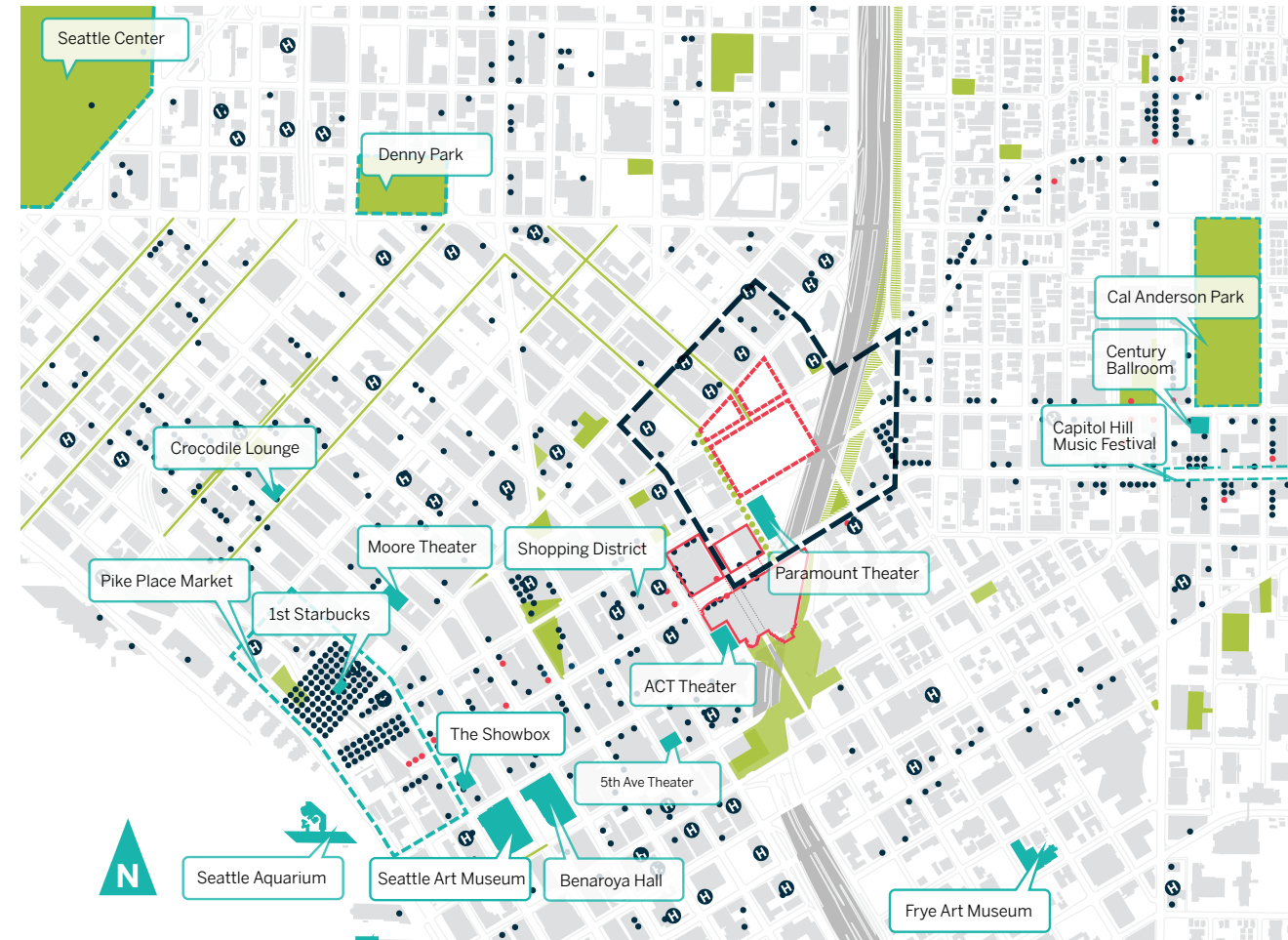
MAJOR TRANSPORTATION NETWORKS



-  MONORAIL
-  STREET CAR
-  LIGHT RAIL
-  PRONTO STATIONS
-  GREEN STREET
-  BICYCLE LANES
-  WSCC ADDITION SITE
-  EXISTING WSCC
-  9-BLOCK STUDY AREA
-  OPEN SPACE
-  EXISTING BUILDING
-  INTERSTATE-5

Note: Map includes building footprints planned, permitted, or under construction.

POINTS OF INTEREST



-  ENTERTAINMENT
-  FOOD & DRINK LOCATION
-  HOTELS
-  ENTERTAINMENT VENUES
-  WSCC ADDITION SITE
-  EXISTING WSCC
-  9-BLOCK STUDY AREA
-  PARK/PLAZA
-  EXISTING BUILDING
-  INTERSTATE-5

Note: Map includes building footprints planned, permitted, or under construction.

3 URBAN DESIGN ANALYSIS URBAN CONNECTIONS

PINE STREET



Note: Map includes building footprints planned, permitted, or under construction.

Pine Street is one of Seattle’s most iconic streets. It connects major commercial and public spaces from the waterfront to Capitol Hill. The Convention Center Addition will mark another destination along the chain of Pike Place Market, Westlake Park, and Melrose Market. Though I-5 currently creates a gap between Capitol Hill and downtown, this portion of Pine Street offers clear site lines to the Pike Place Market sign and the water beyond, highlighting the potential to unite the downtown core for visitors and residents. Despite the steep slope of Pine Street adjacent to the WSCC project site, the route is heavily trafficked by pedestrians and bicyclists.

OLIVE WAY



Note: Map includes building footprints planned, permitted, or under construction.

Though Pike Street and Pine Street are often highlighted as the key connections to Capitol Hill, Olive Way marks a third critical “bridge” between Downtown and Capitol Hill. Olive connects a series of “grid-shift” triangles beginning with the Sequoia Tree at 3rd Avenue. The shift with Howell Street offers another prominent corner. To the east of the site, Olive Way rises steeply to cross the freeway and meet Capitol Hill. This multi-block stretch currently has a mixture of building setbacks and, along with the freeway on-ramps east of I-5, makes for poor pedestrian experience. The intersection with Boren Avenue marks an important transition to downtown and an opportunity to give clarity and definition that will begin to counter the presence of the freeway.

3 URBAN DESIGN ANALYSIS URBAN CONNECTIONS

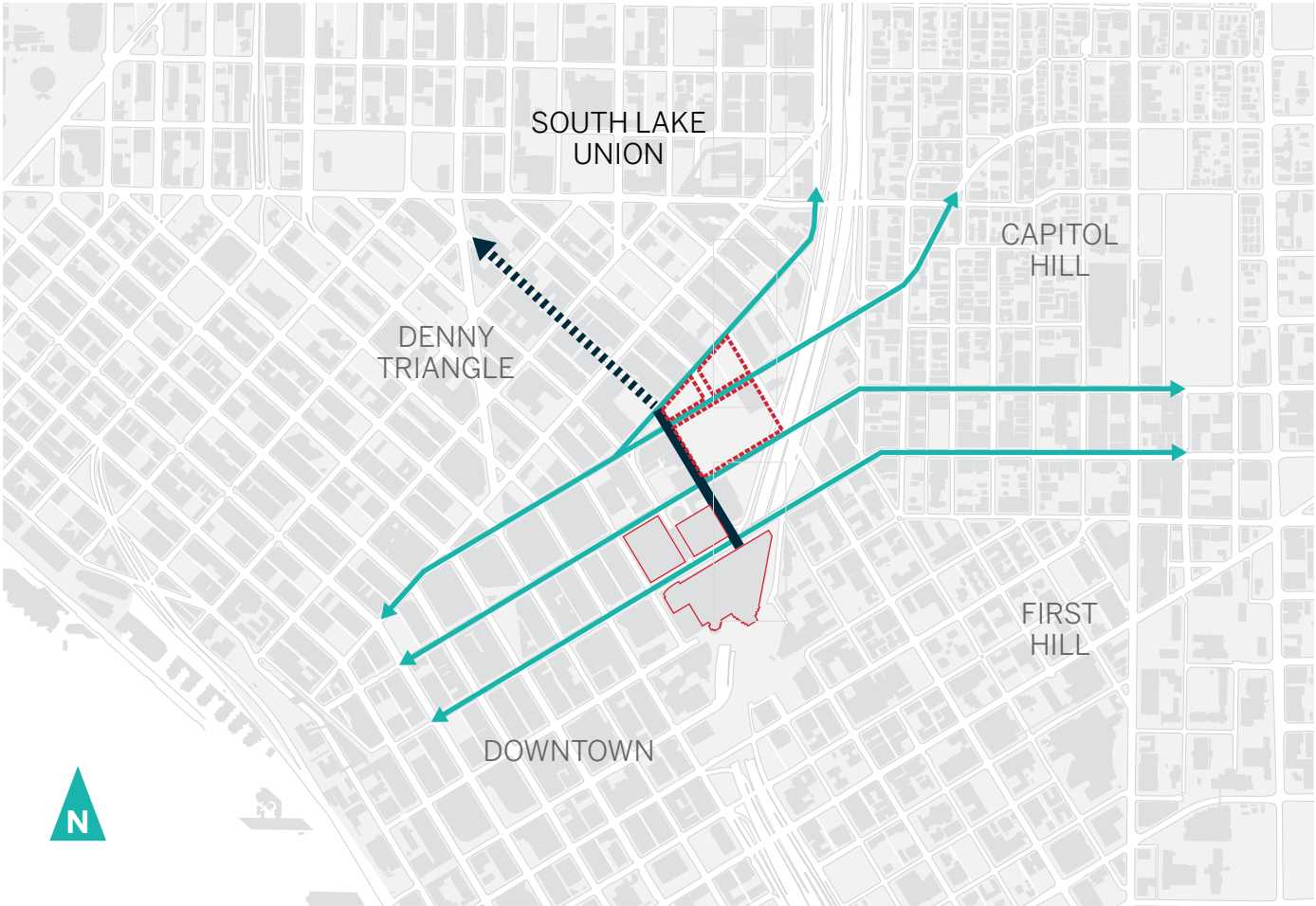
HOWELL STREET



Howell Street marks the grid shift between the primary Downtown grid and that of the Denny Neighborhood Triangle. Compared to surrounding streets, Howell is relatively level and contained. To the west, Howell merges into Olive Way at 9th Avenue creating a prominent grid-shift corner. To the east, it terminates at the freeway.

Note: Map includes building footprints planned, permitted, or under construction.

9TH AVENUE

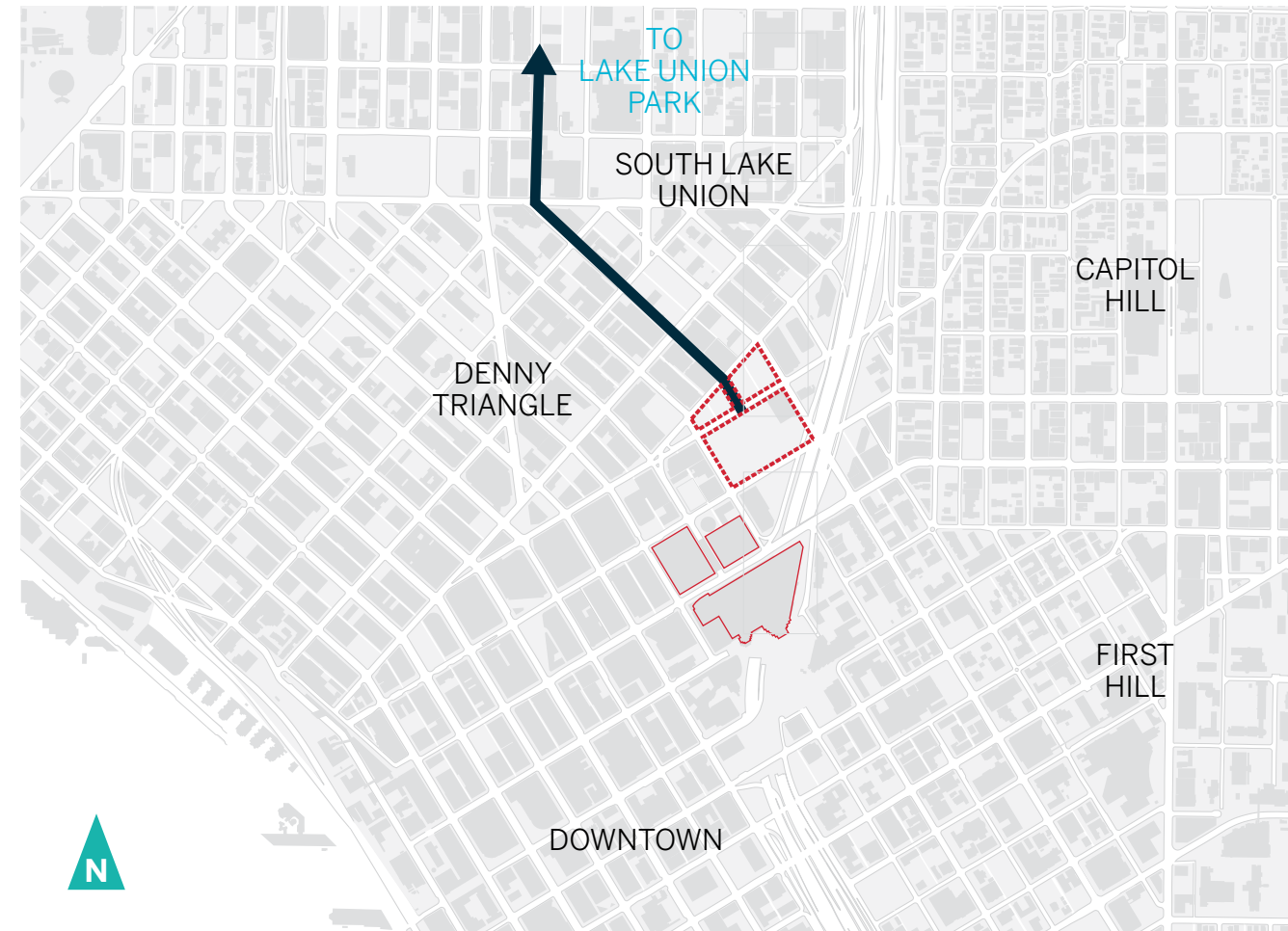


9th Avenue is a green street relatively underdeveloped between Olive Way and Pine Street. It presents an opportunity to become a significant north-south pedestrian corridor linking convention center and other downtown activities with Denny Triangle and South Lake Union.

Note: Map includes building footprints planned, permitted, or under construction.

3 URBAN DESIGN ANALYSIS URBAN CONNECTIONS

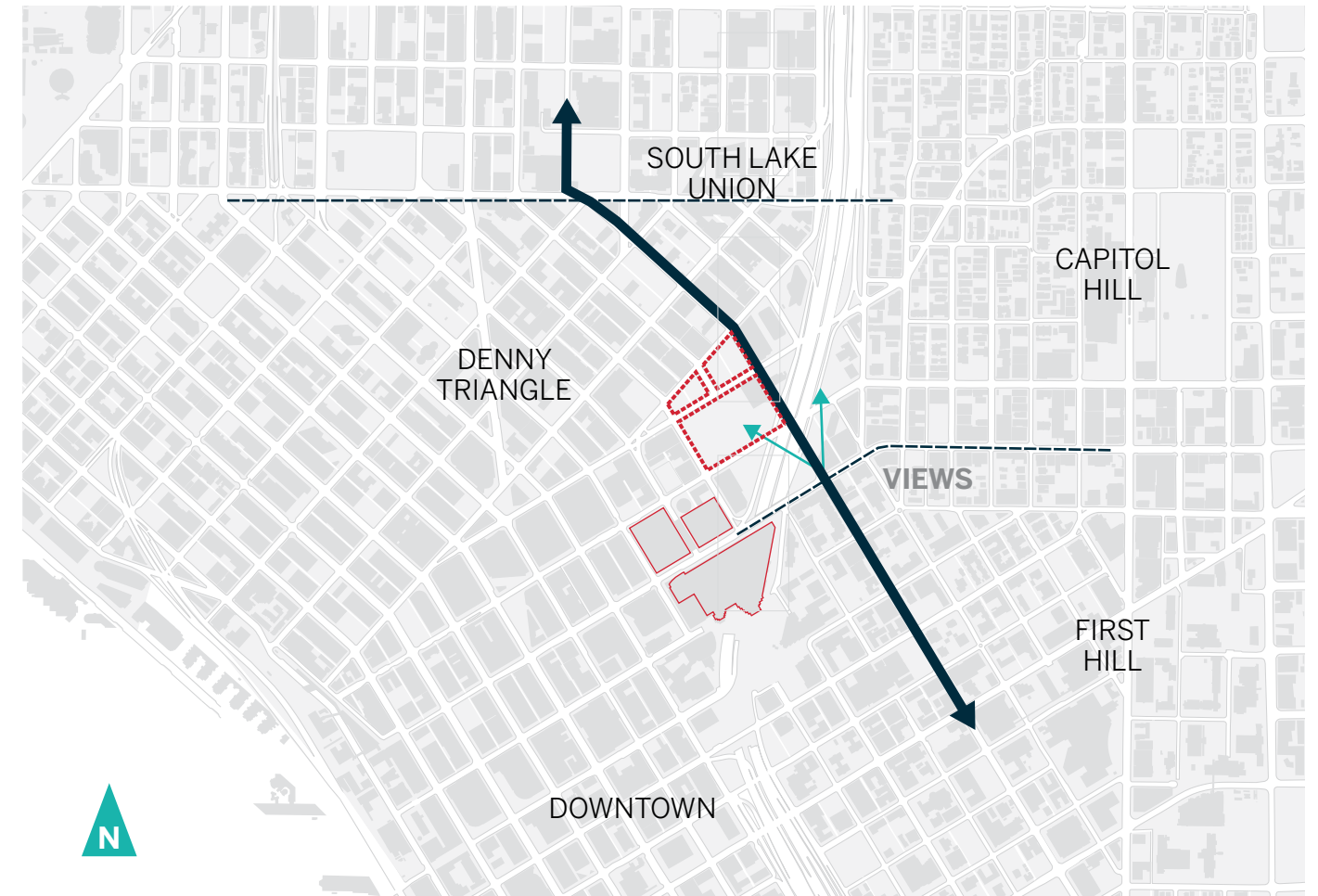
TERRY AVENUE



Though only a single-block continues into the project south of the Howell grid shift, Terry Avenue is undergoing major green street improvements and provides a direct connection between the convention center and South Lake Union Park. As a green street, it features mixed modes and a varied character along its length that speaks to the industrial past of this part of the city.

Note: Map includes building footprints planned, permitted, or under construction.

BOREN AVENUE

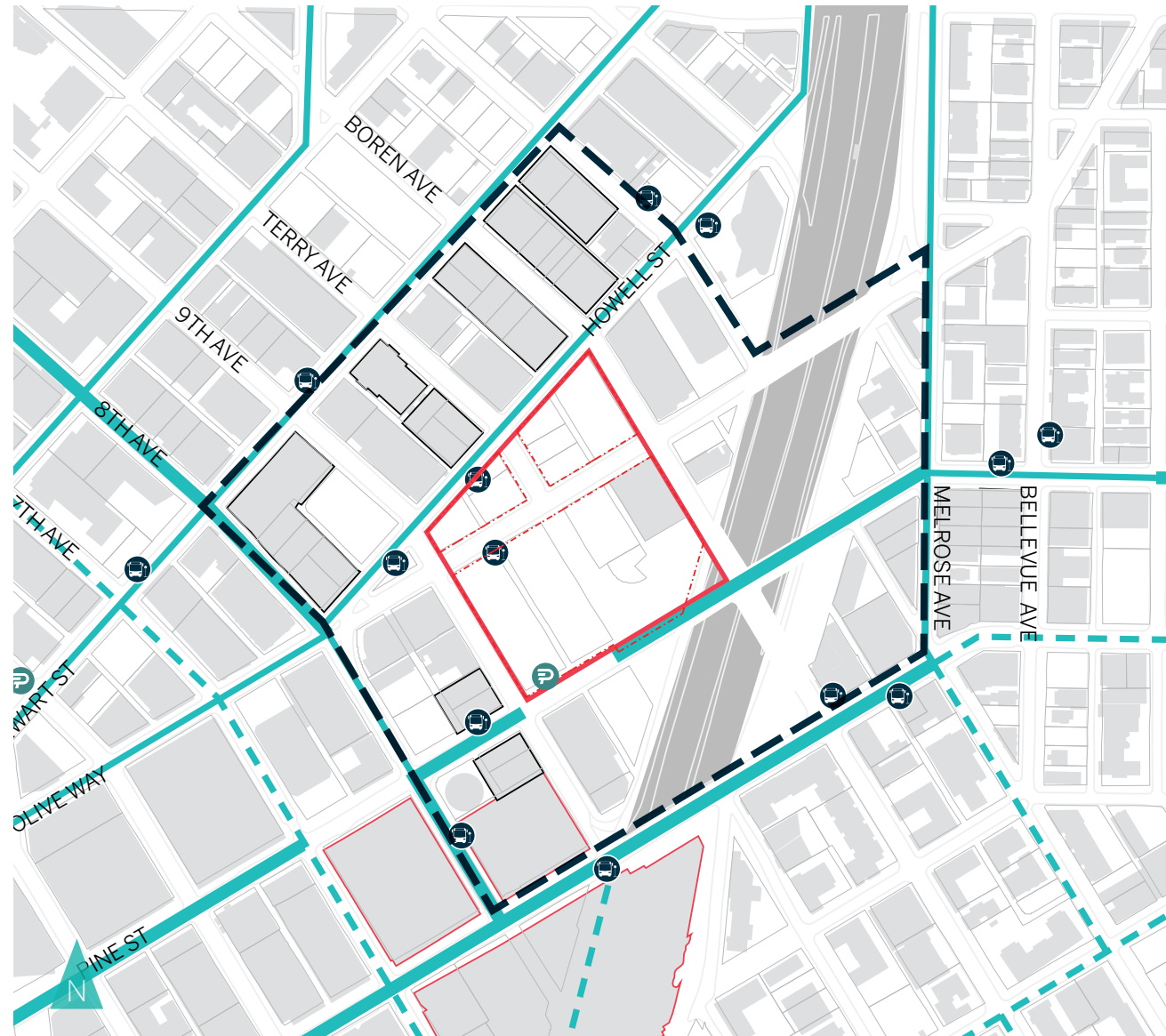


Though lacking a strong identity for many Seattle residents today, Boren Avenue is one of the city's most continuous streets linking South Lake Union all the way to the Rainier Valley. Boren's north to south slope orientation reflects its direction connection to First Hill to the south. This slope gives particular prominence to the southwest corner of the WSCC Addition and a gateway between First Hill and the Denny Triangle. As it crosses over the freeway adjacent to the project site, Boren Avenue is confined by narrow sidewalks and dominated by the presence of the vehicles. Existing building facades, create an irregular street edge that also constrains sidewalk widths.

Note: Map includes building footprints planned, permitted, or under construction.

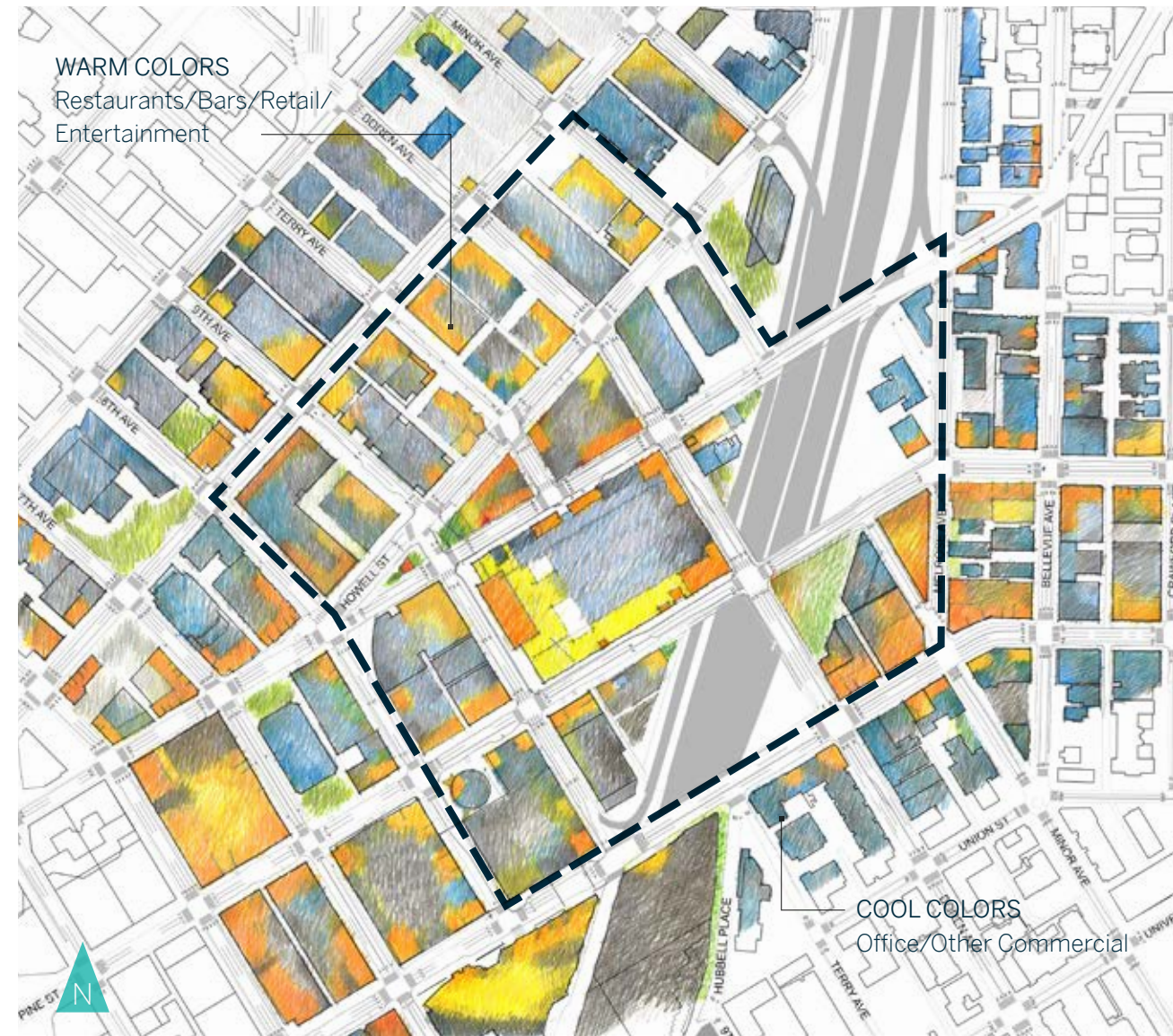
3 URBAN DESIGN ANALYSIS OBSERVATIONS & OPPORTUNITIES

LOCAL TRANSPORTATION NETWORKS



- - - - IN STREET, MINOR SEPARATION
- - - - SHARED STREET
- - - - CYCLE TRACK
- BUS STOP
- PRONTO BIKESHARE STATION
- - - - PROJECT AREA
- - - - PROPERTY LINE
- - - - EXISTING WSCC
- - - - 9-BLOCK STUDY AREA
- EXISTING BUILDING
- INTERSTATE-5
- - - - PROPOSED BUILDINGS

LOCAL STREET LEVEL ACTIVITY



OBSERVATIONS

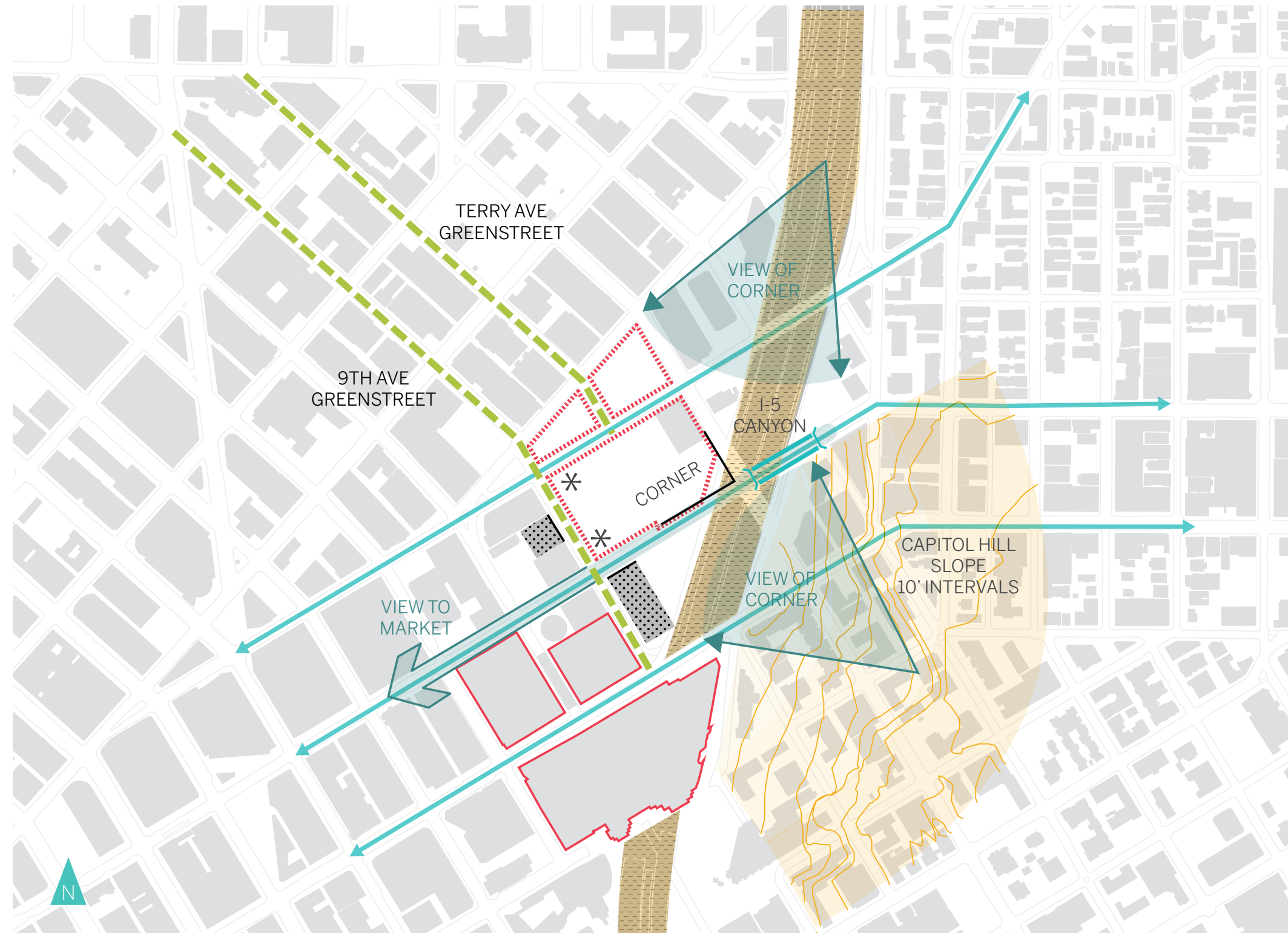
An analysis of the street level uses in the study area reveals a consistent pattern of activity, transcending of the unique qualities and scale of each adjacent neighborhood. The warm tones highlight the denser vibrant attractors such as retail, restaurants, and nightlife, while the cool tones depict the stable flow of office and residential loobbies.

OPPORTUNITIES

The WSCC Addition project has the opportunity to stitch the adjacent neighborhoods together with a similar blend of street level activities, making the proposed facility an integral player in the richness and identity of this urban setting.

3 URBAN DESIGN ANALYSIS SUMMARY

TERRY AVENUE



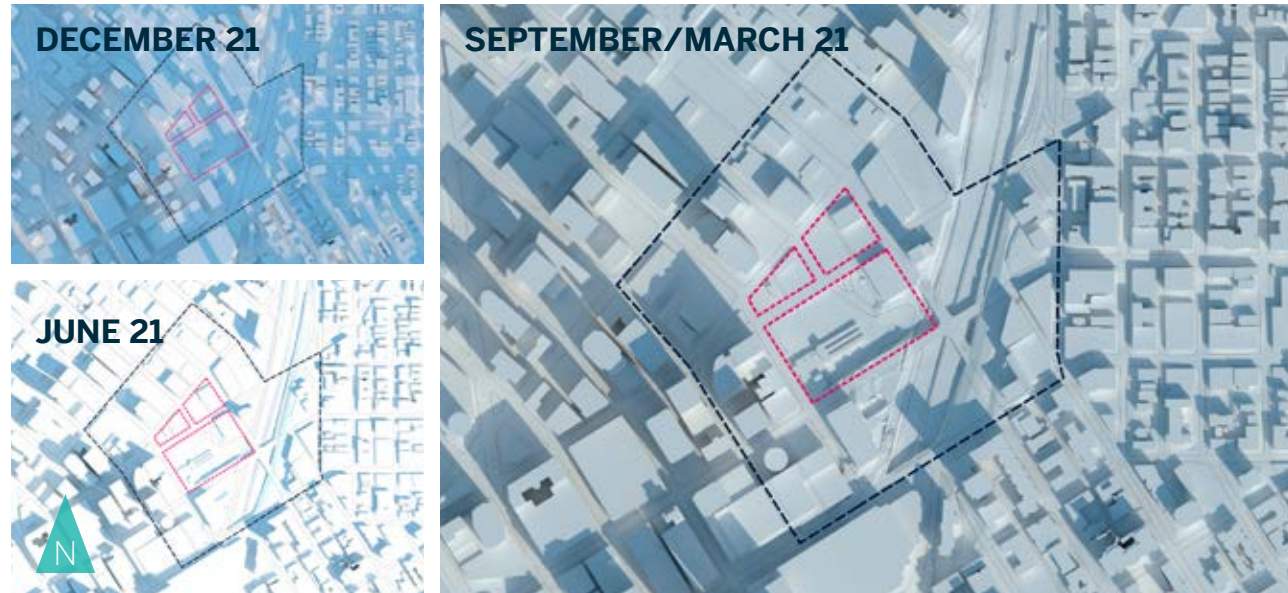
OPPORTUNITIES

These unique site conditions create a variety of opportunities that contribute to richness of the place. The project will be informed by capturing these moments at different scales, establishing a presence that is equally compelling at street level as it is a significant addition to the city skyline.

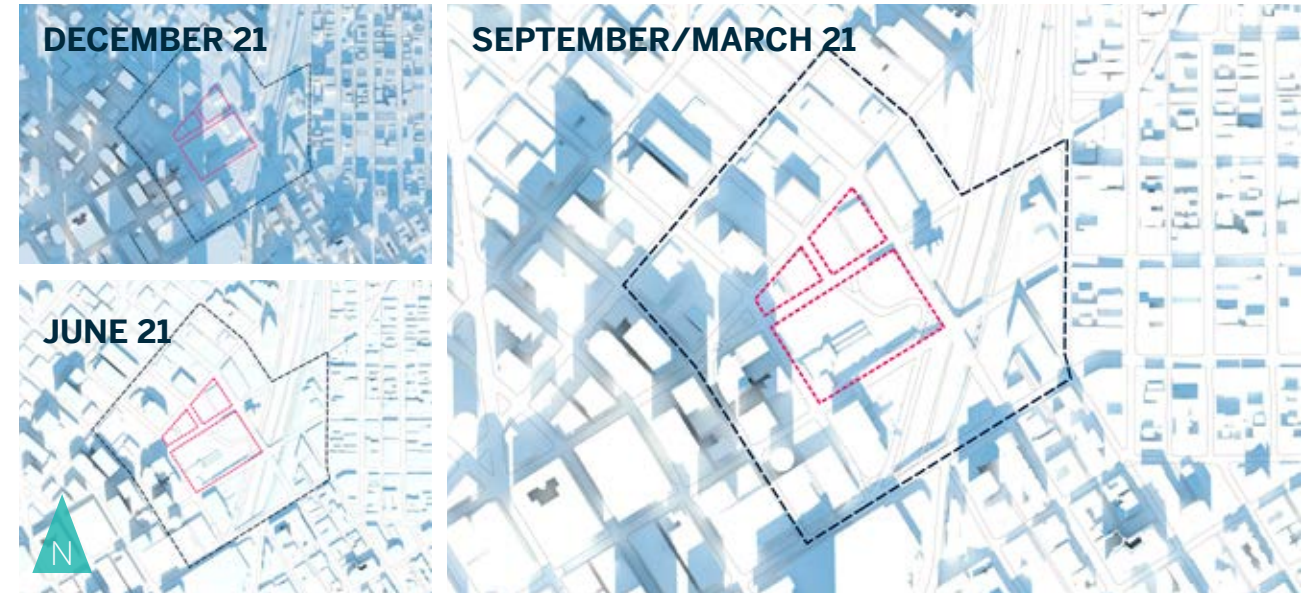
- Use the building form and massing to complete the exposed edge along Pine Street and shorten the bridge to Capitol Hill
- Promote the connection from Capitol Hill to Downtown by creating an attractive pedestrian experience, highlighting views to Pike Place Market.
- Fill in the corner of the block at Pine Street and Boren Avenue to help remedy the void created by I-5.
- Take advantage of the exposure created by I-5 and the topography to create a distinctive and memorable presence in the city.
- Establish 9th Avenue as an active forecourt to the primary entries and public lobby.
- Imagine 9th Avenue as a future connection to the existing convention center.
- Take advantage in the shift of the city grid at Howell Street to create a sense of place along 9th and Terry Avenues.
- Use the sites north of Olive Way to create a meaningful terminus to Terry Avenue and a transition to the Denny Triangle and South Lake Union neighborhoods.

3 URBAN DESIGN ANALYSIS SUN/SHADOW STUDY

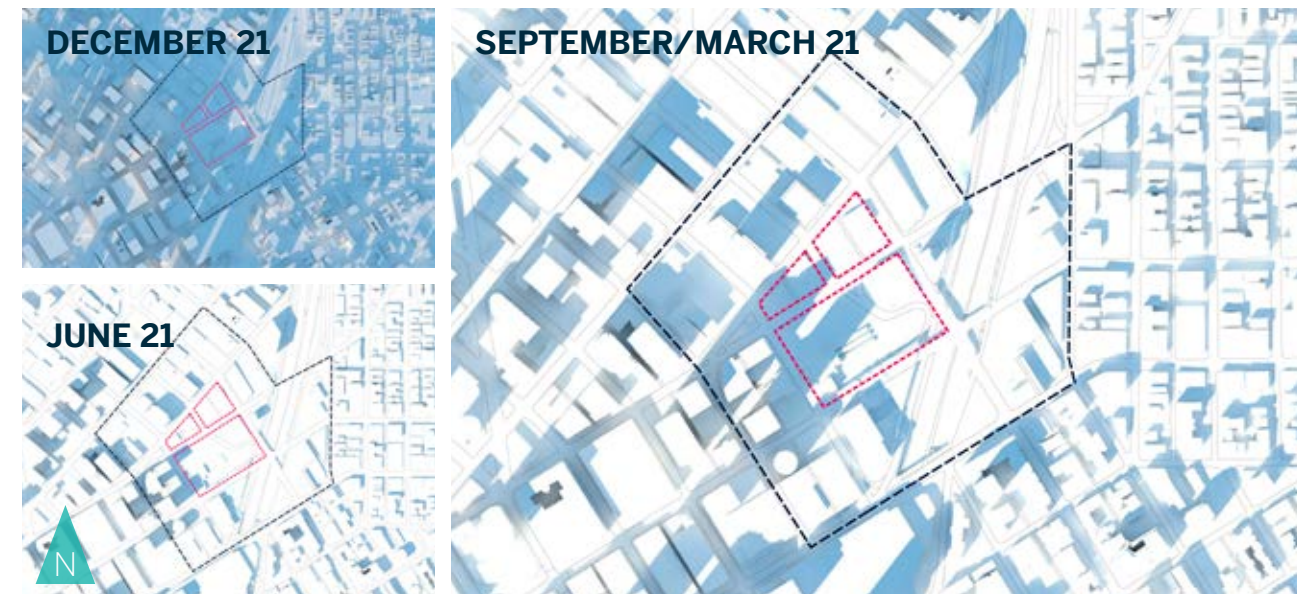
SHADOW STUDY WITH EXISTING CONDITIONS



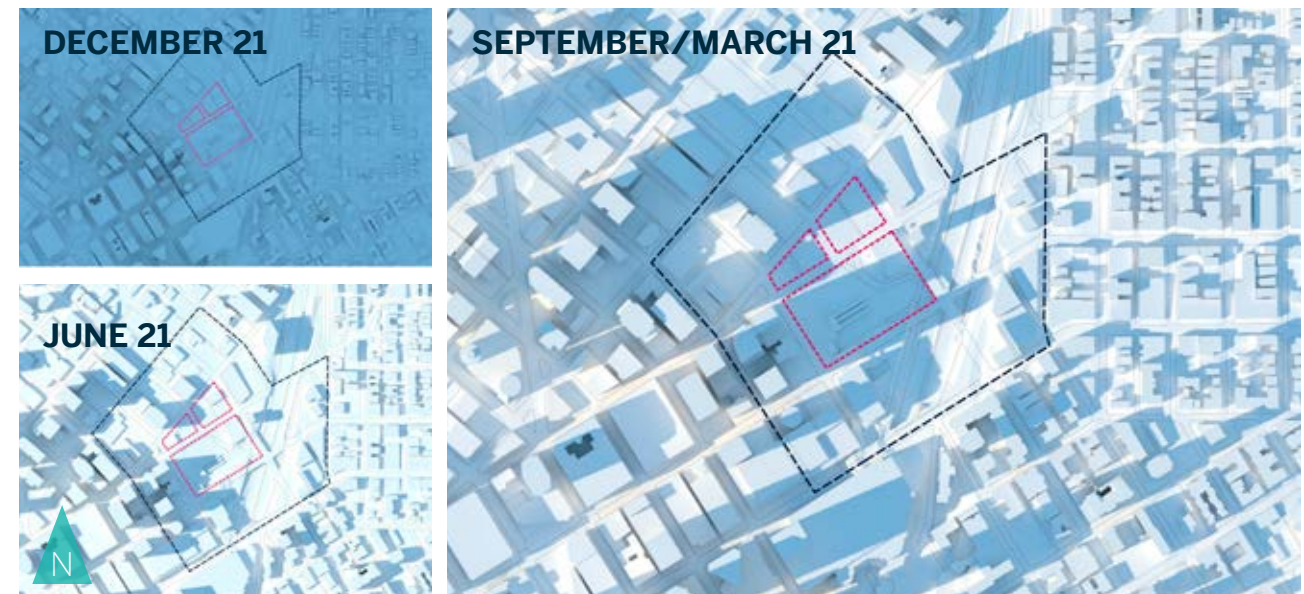
10:00 AM



12:00 PM



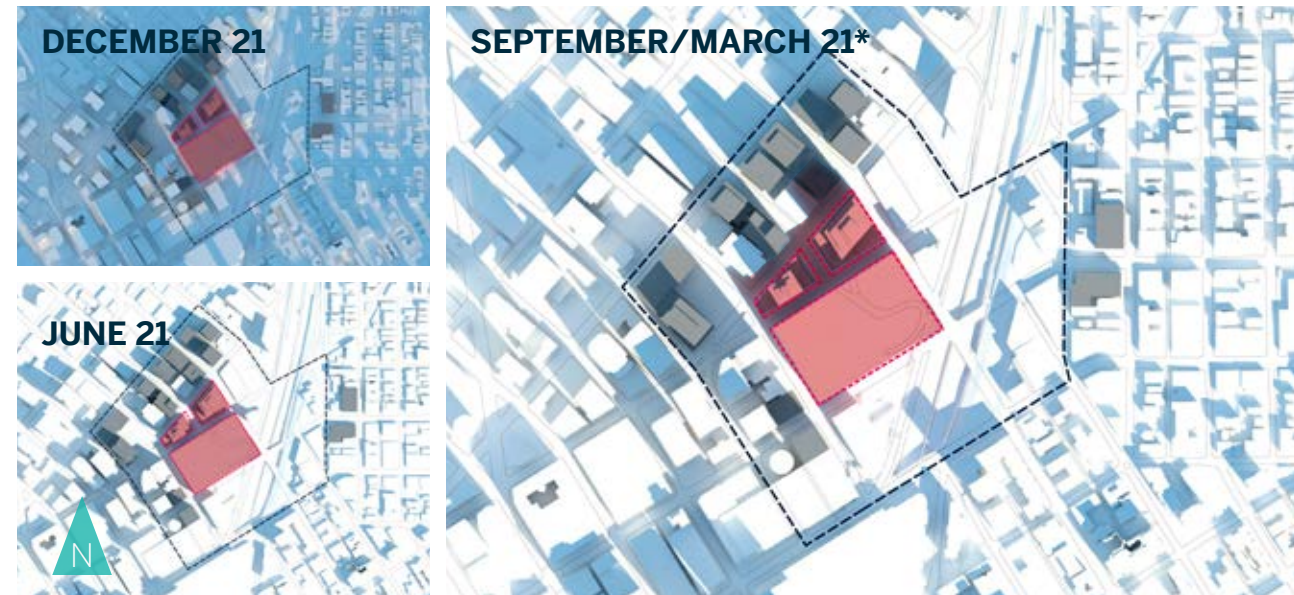
2:00 PM



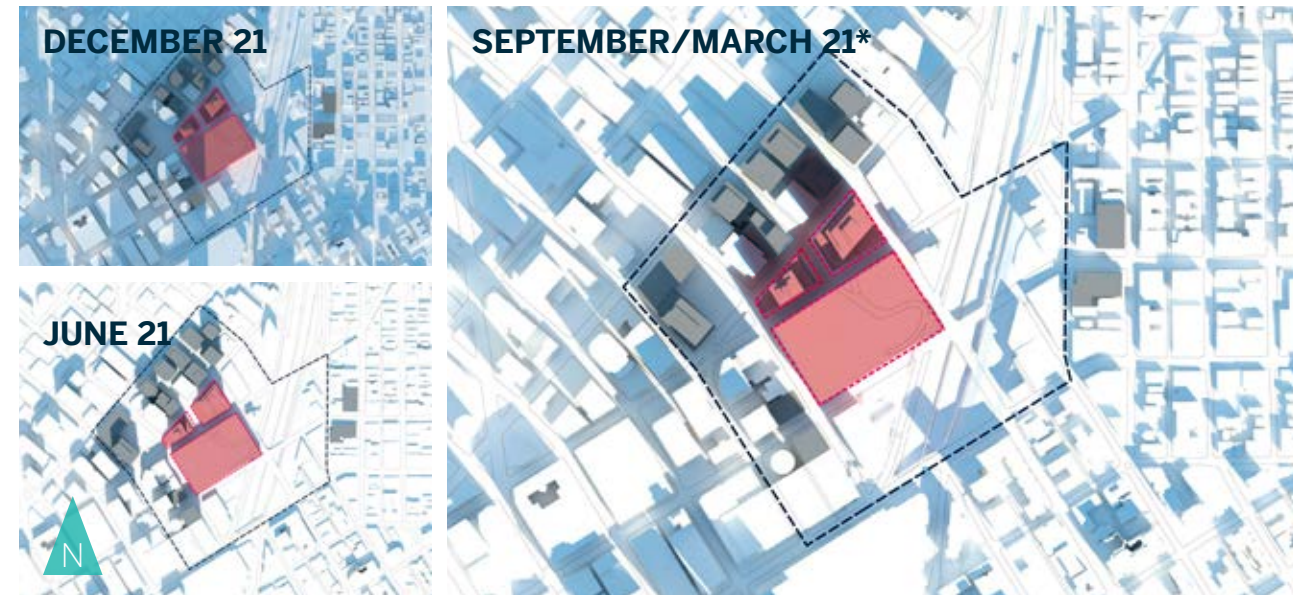
4:00 PM

3 URBAN DESIGN ANALYSIS SUN/SHADOW STUDY

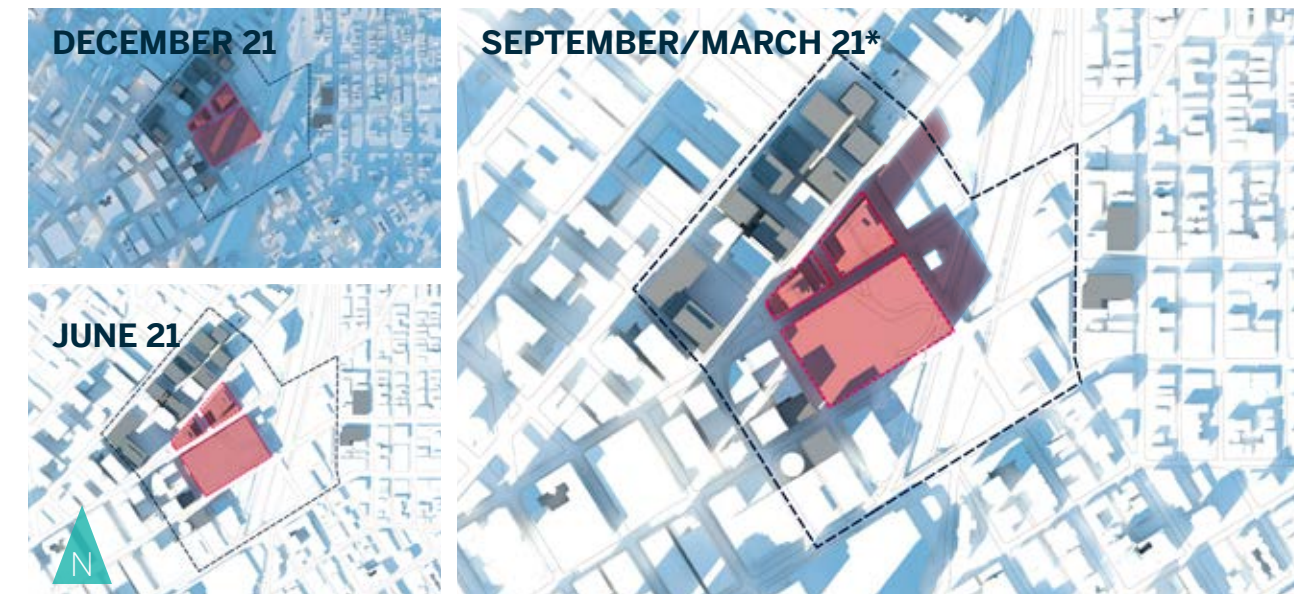
SHADOW STUDY WITH APPROXIMATE CONVENTION CENTER BUILDING MASS



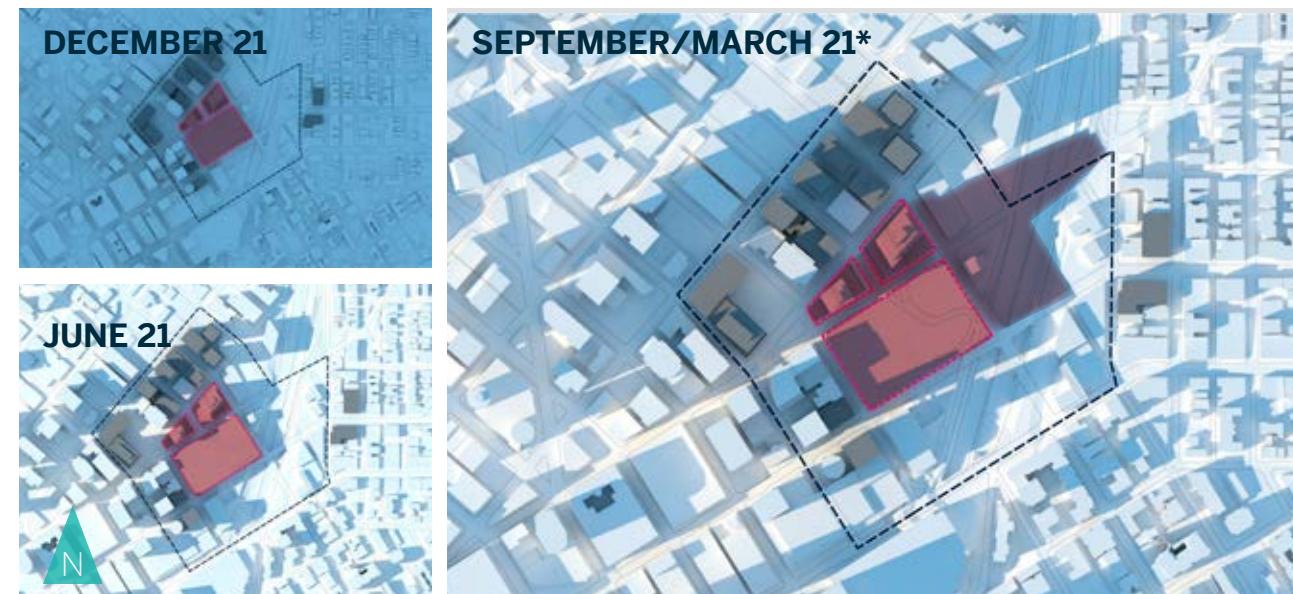
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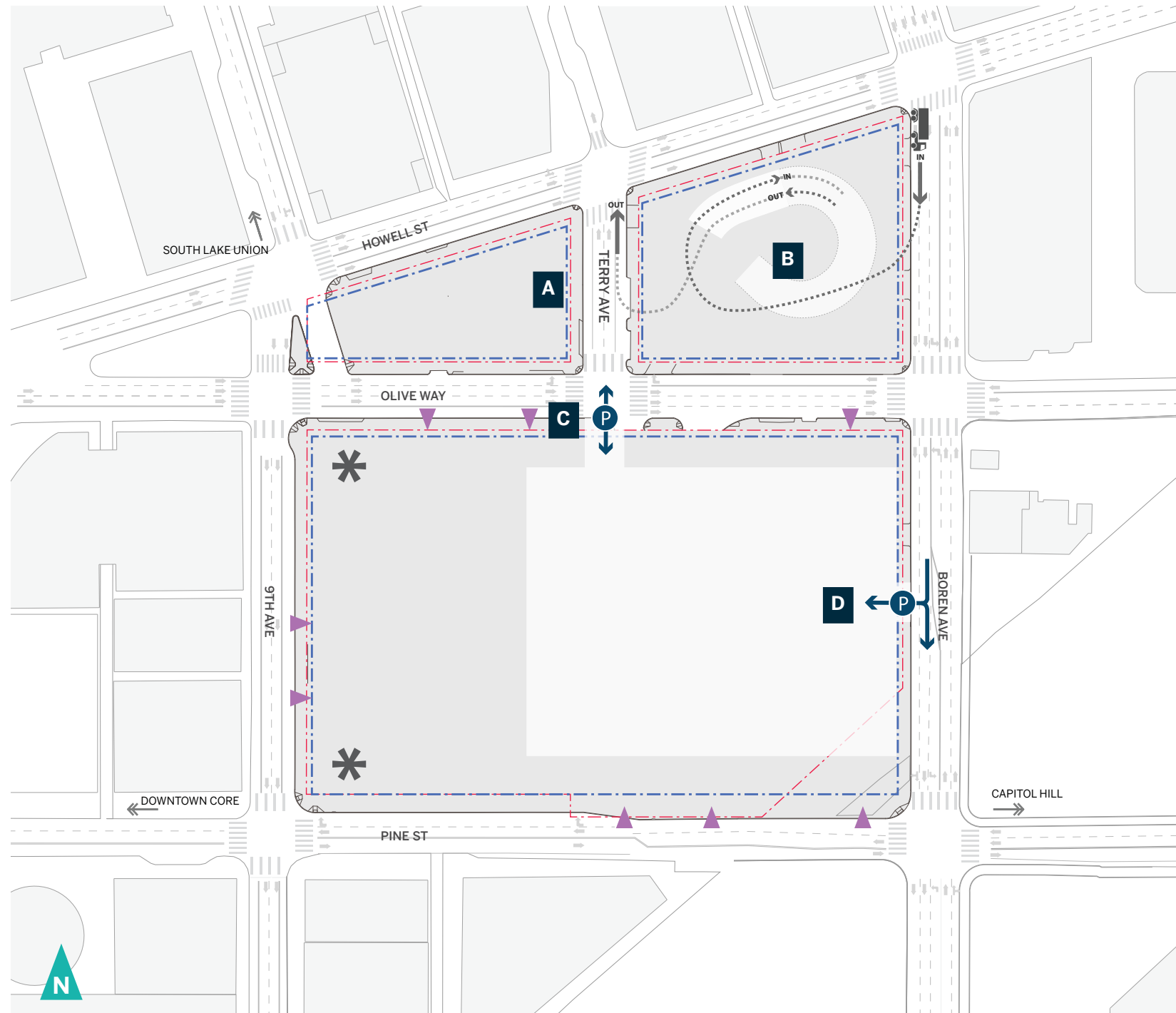
2:00 PM



4:00 PM

* APPROXIMATE SHADOW IMPACT HIGHLIGHTED IN RED FOR SEPTEMBER/MARCH STUDIES

4 BUILDING PROGRAM ACCESS POINTS



NOTE: Proposed access locations noted are shown overlaid on the existing site conditions. Proposed street improvements are yet to be determined.

PRELIMINARY SITE CIRCULATION/ACCESS

Preliminary site analysis indicates the following preferred locations of pedestrian, passenger vehicle, and truck circulation on and through the site overlaid on the existing site conditions. Proposed street improvements are yet to be determined.

A B

LOADING ACCESS

Truck access for the WSCC Addition is proposed to arrive at "B" via Boren Avenue from the north, exiting 1-5 at Mercer Street. The flow through the block is one way from east to west - ingressing off of Boren Avenue and egressing at Terry Avenue. Trucks will have a marshaling area for approximately (3) trucks within the facility that allow them to wait off of city streets before being directed to the loading docks below grade. Future potential co-development would also require loading access at "A" and shared with "B".

C D

PARKING ACCESS

Passenger car access, vans, and hand carried freight are proposed to have access to the WSCC Addition facility at locations "C" & "D". The intersection of Terry Avenue at Olive Way, provides a familiar break at the street grid and provides an opportunity to control safe garage access through a signalized intersection. Boren Avenue is an additional access point that connects to the facility at a higher elevation, providing right turn only ingress and egress.



PRIMARY CONVENTION CENTER ENTRY

Primary lobbies for the WSCC Addition facility are envisioned along 9th Avenue and extending upward along Pine Street. 9th Avenue's proximity to downtown amenities, connection to the existing WSCC facility, and comparatively shallower grades makes it an ideal location for the signature public entry.



ADDITIONAL ENTRIES (TBD)

Additional entries along the perimeter of the facility will support employee access, pedestrian parking access, and various retail opportunities.

4 BUILDING PROGRAM SPACE ALLOCATION

CONVENTION CENTER PROGRAM

EXHIBITION HALL

- Lower Hall: 150K contiguous
- Access to daylight
- 90' x 90' column grid or larger
- 30'x30' planning grid
- Rectangular configuration
- 60/40 split

FLEX HALL

- Upper Hall: 100K contiguous (35ft+ desired)
- Strong visual connection to lower hall
- Access to daylight & views
- Long span structure, approximately 80'
- 60/40 split
- Highly flexible

SUPPORT

- Approximately 510K SF of space
- 30ft width at edges of exhibit halls

PRE-FUNCTION/LOBBY AREAS

- Approximately 280K SF of space
- 50ft width at Exhibit Halls

MEETING ROOMS

- Area: 120K SF
- Flexibility
- Access to daylight & views

BALLROOMS

- Area: 70K SF + potential flex space
- Flexibility
- Access to daylight & views

LOADING

- Approximately 200K SF of space
- Inbound: Boren, Outbound: Terry
- Locate docks adjacent to Lower Hall
- Elevators to Upper Hall

RETAIL

- Potential retail locations

PARKING

- Program for 500-800 parking stalls

CO-DEVELOPMENT PROGRAM

RETAIL

- Potential retail locations

LOBBY AREAS

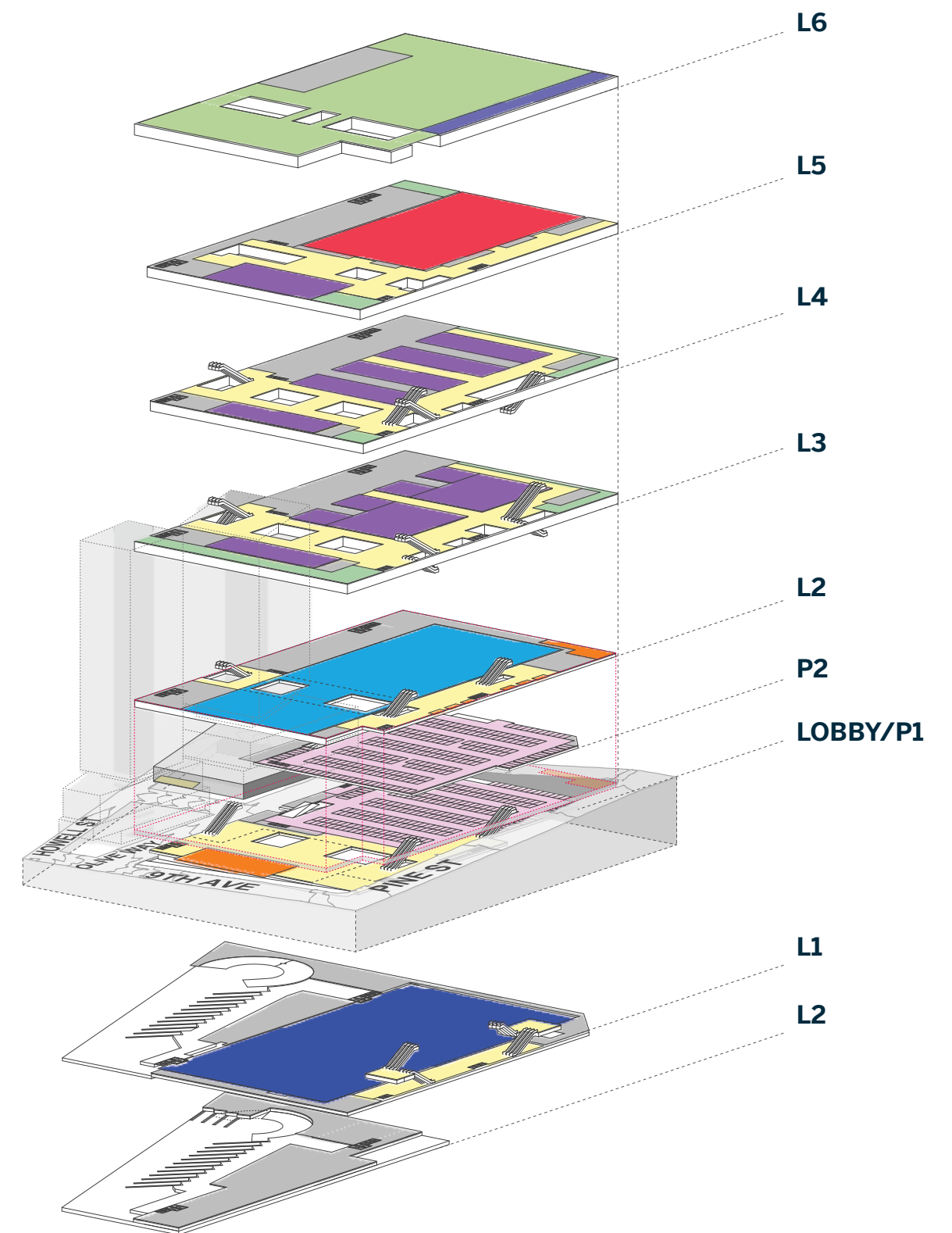
- Potential lobby locations

RESIDENTIAL

- Potential residential use

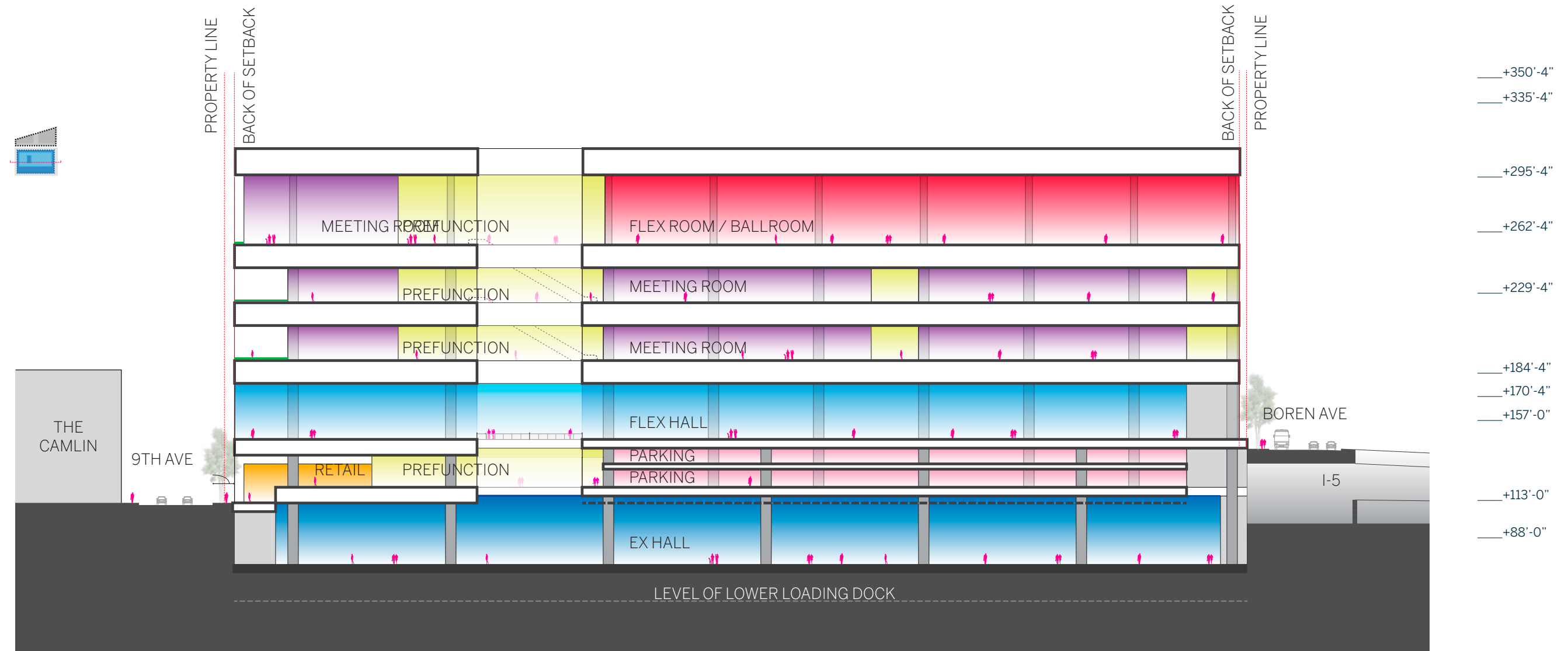
OFFICE

- Potential commercial office use



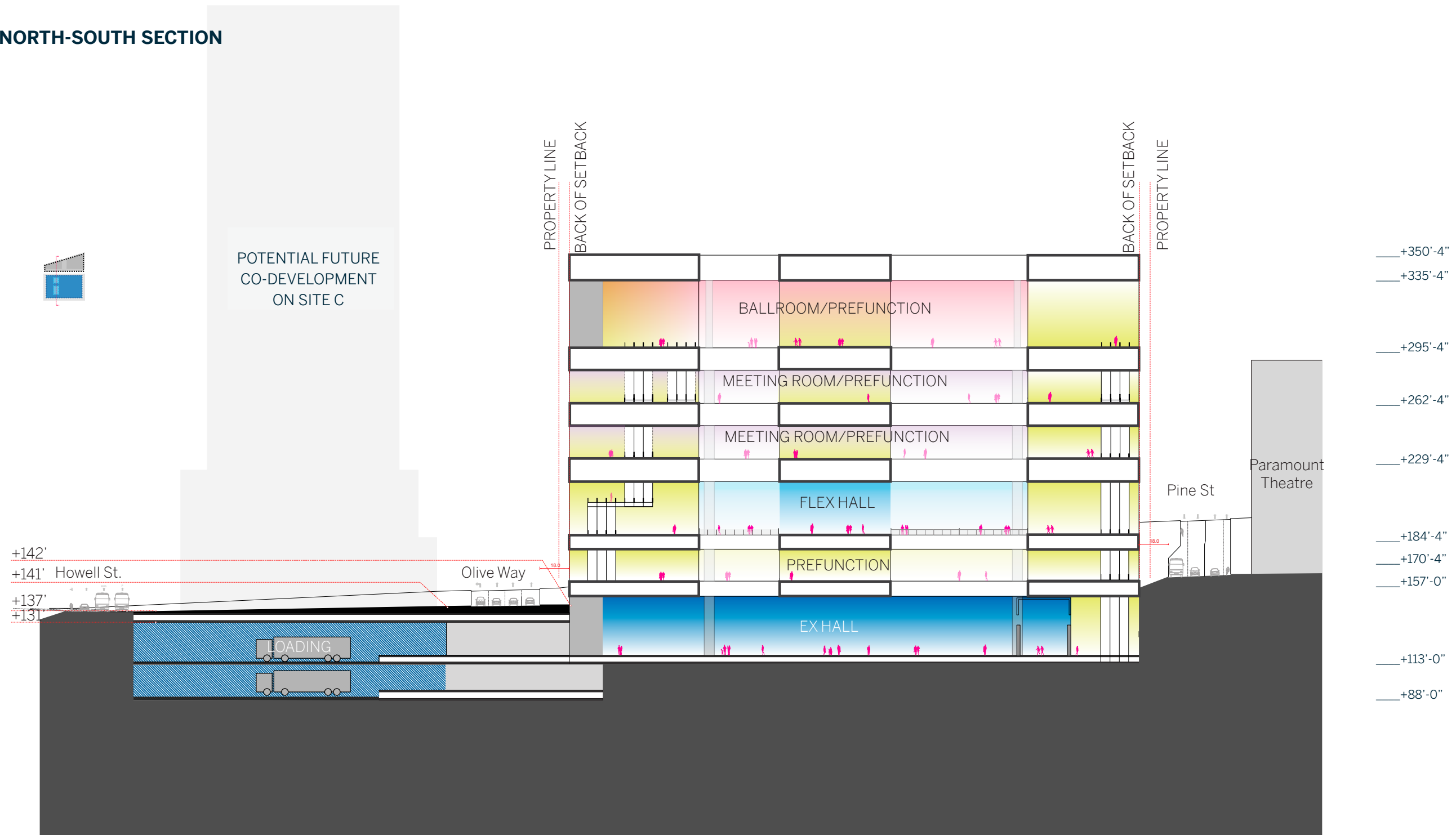
4 BUILDING PROGRAM PRELIMINARY SECTIONS

EAST-WEST SECTION



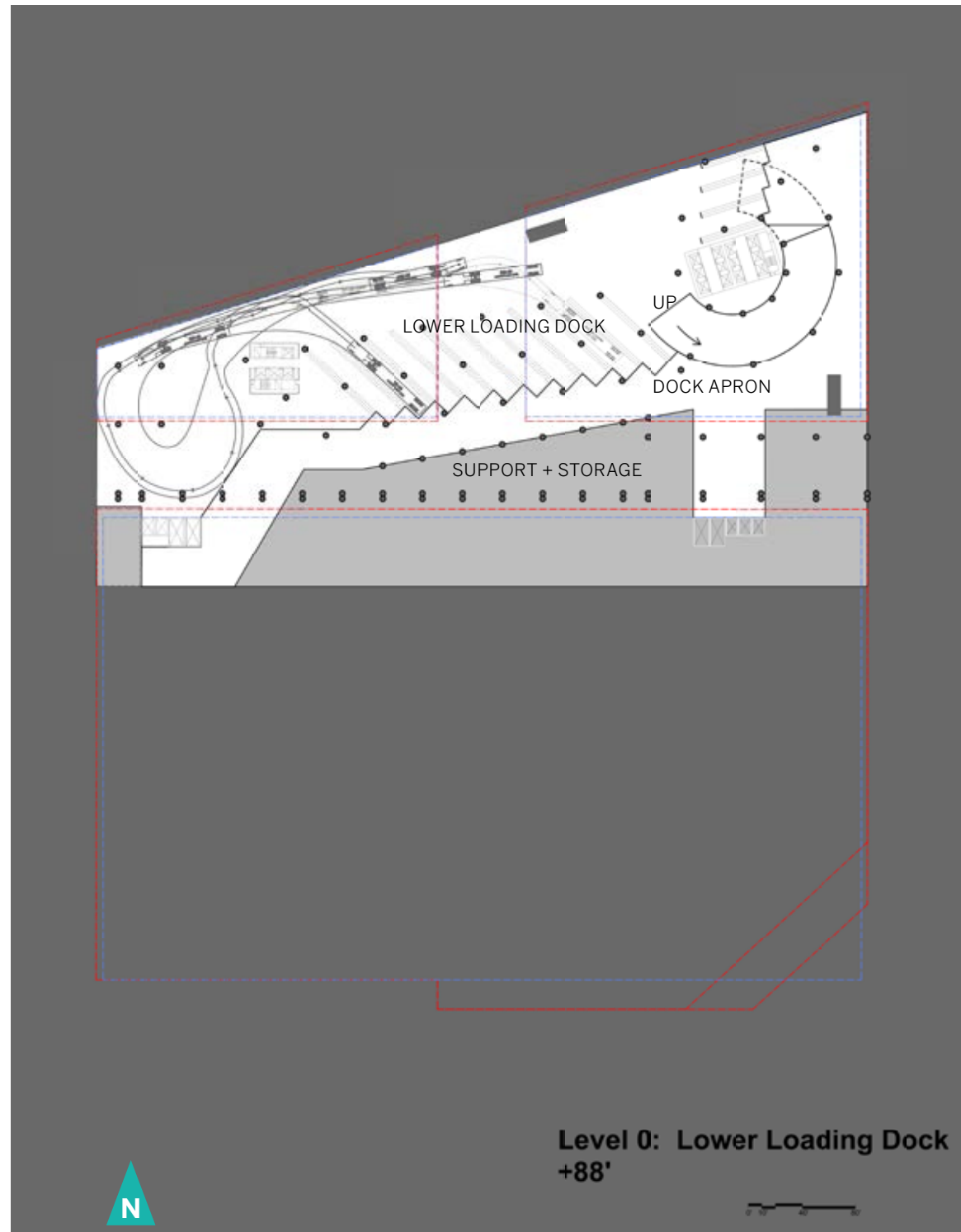
4 BUILDING PROGRAM PRELIMINARY SECTIONS

NORTH-SOUTH SECTION

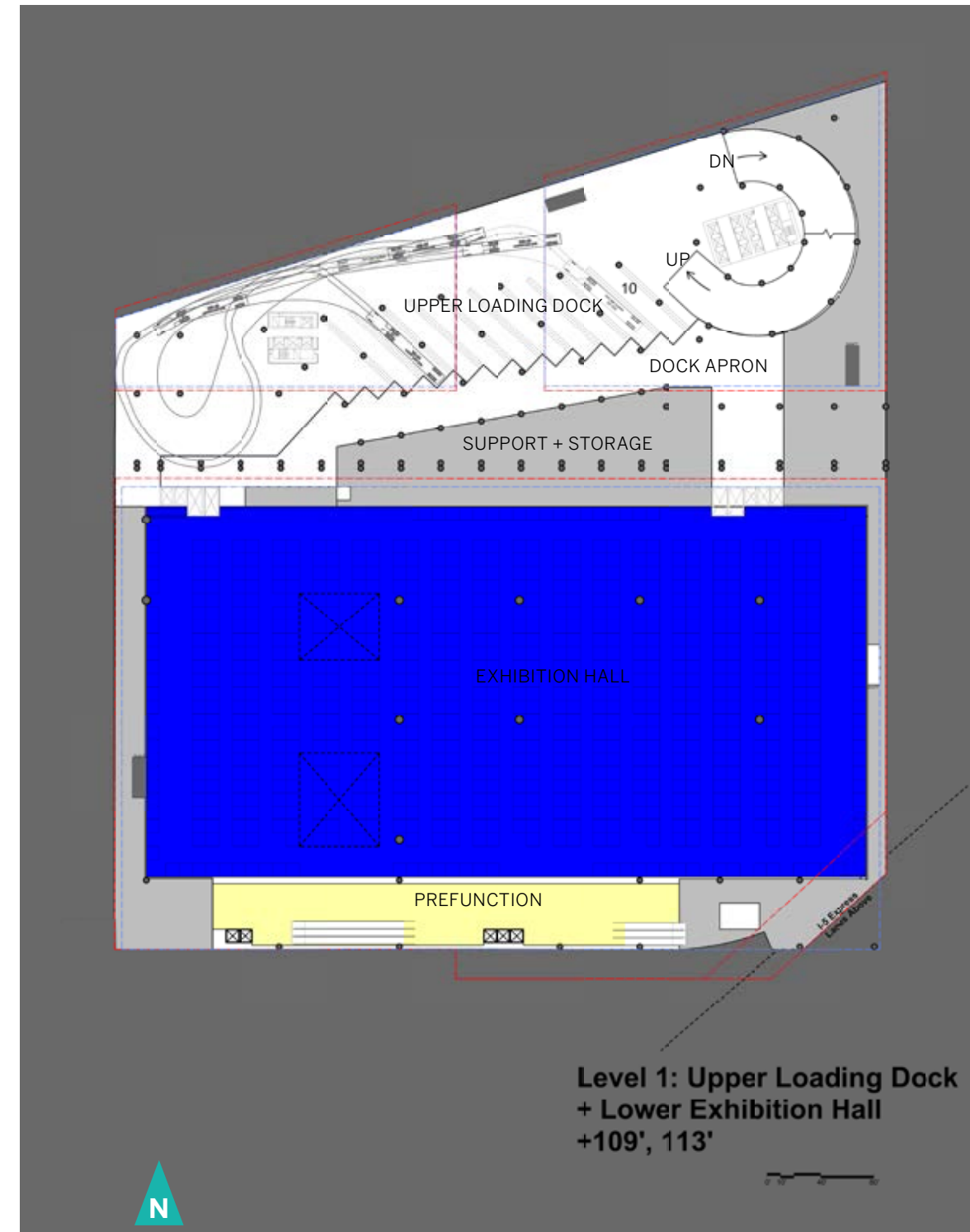


4 BUILDING PROGRAM PRELIMINARY PLANS

LEVEL 0

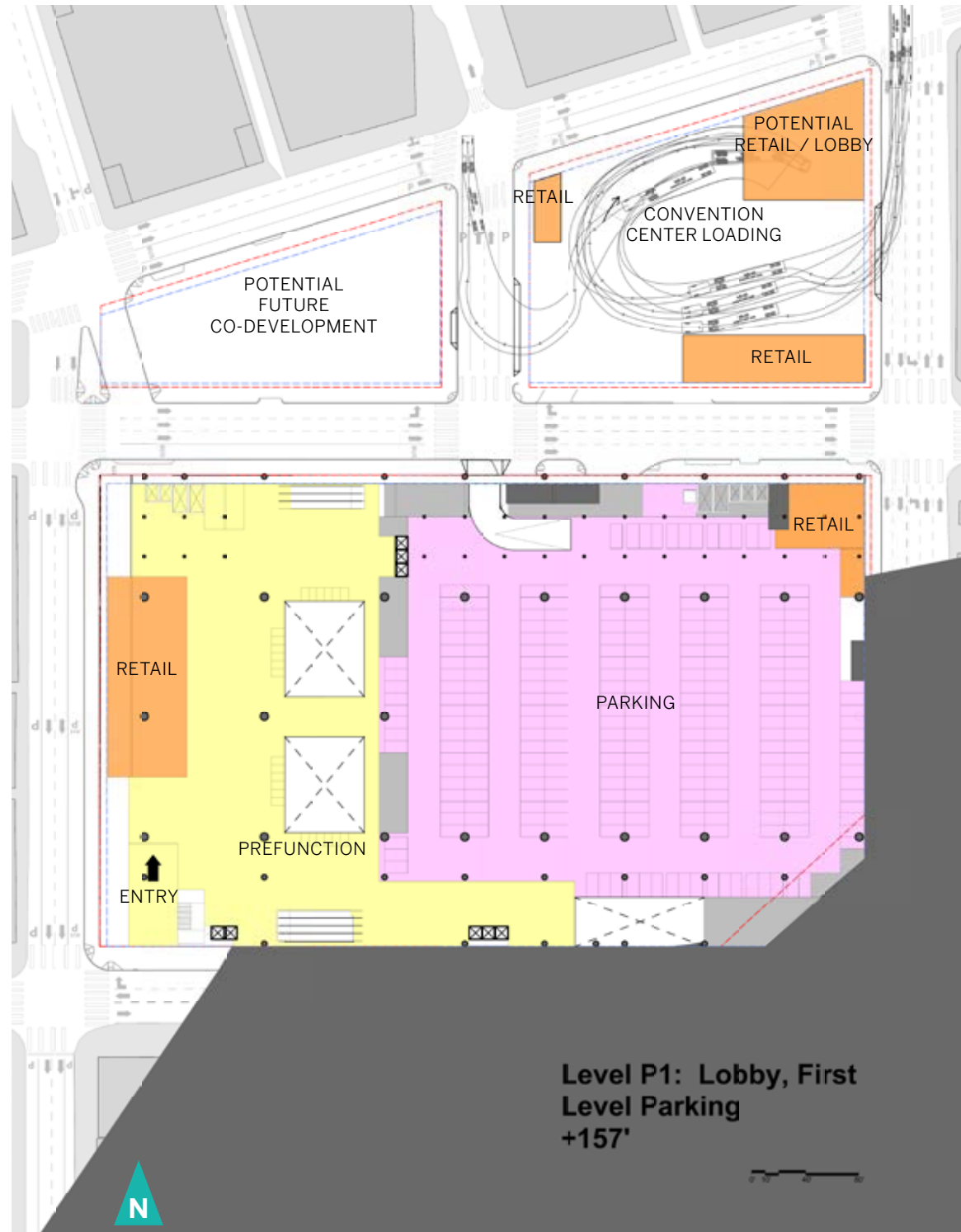


LEVEL 1

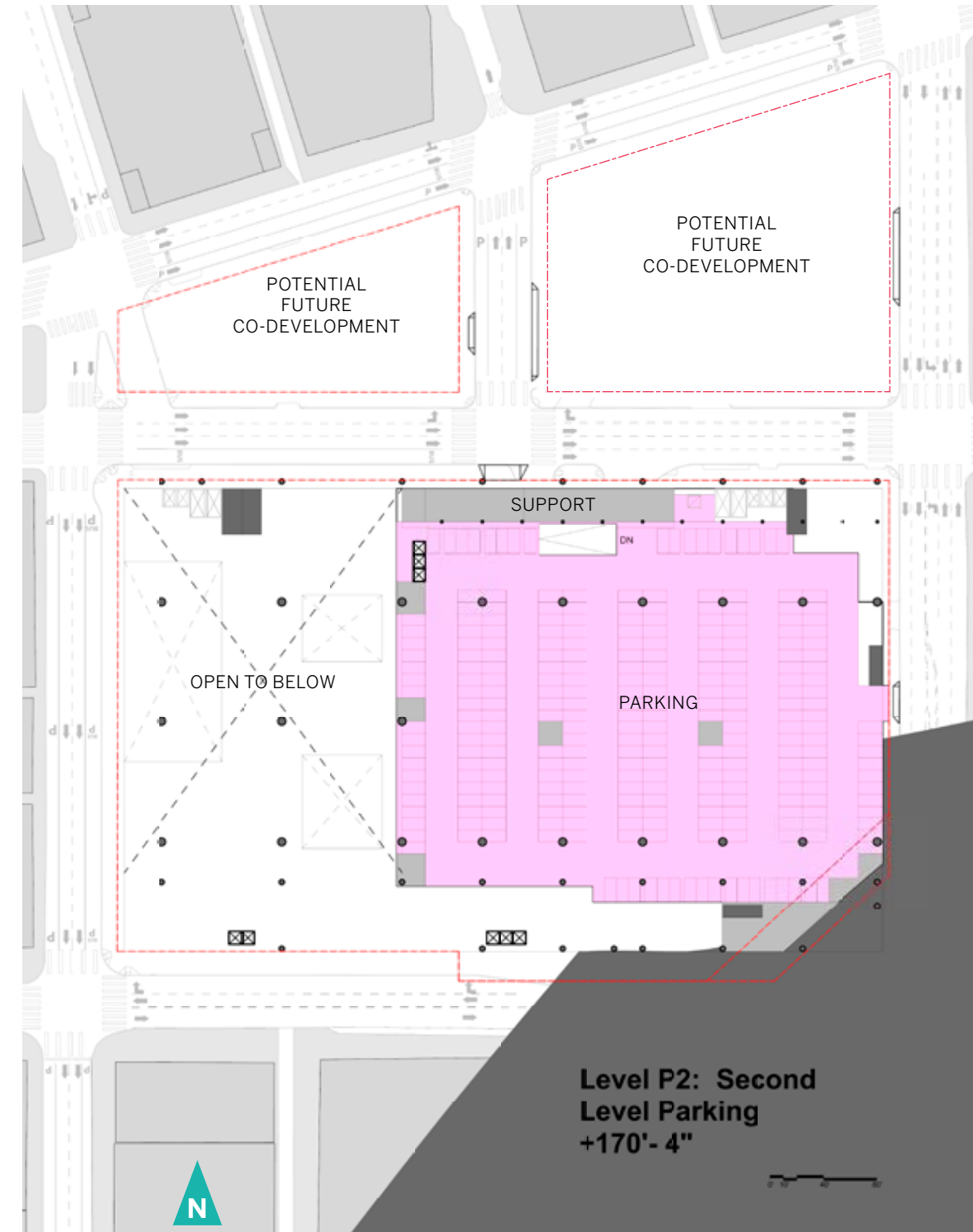


4 BUILDING PROGRAM PRELIMINARY PLANS

LEVEL P1

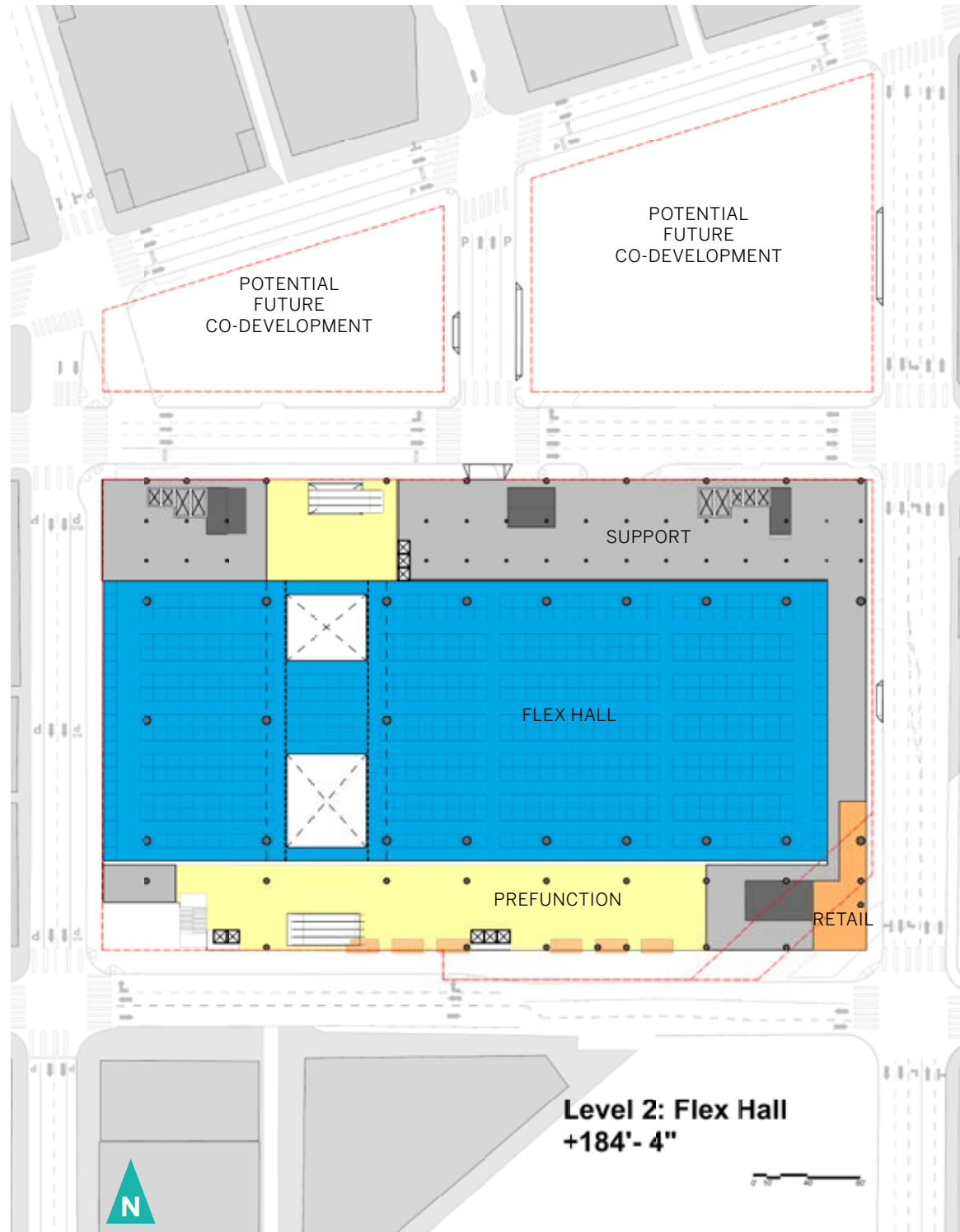


LEVEL P2



4 BUILDING PROGRAM PRELIMINARY PLANS

LEVEL 2



LEVEL 3



4 BUILDING PROGRAM PRELIMINARY PLANS

LEVEL 4



LEVEL 5

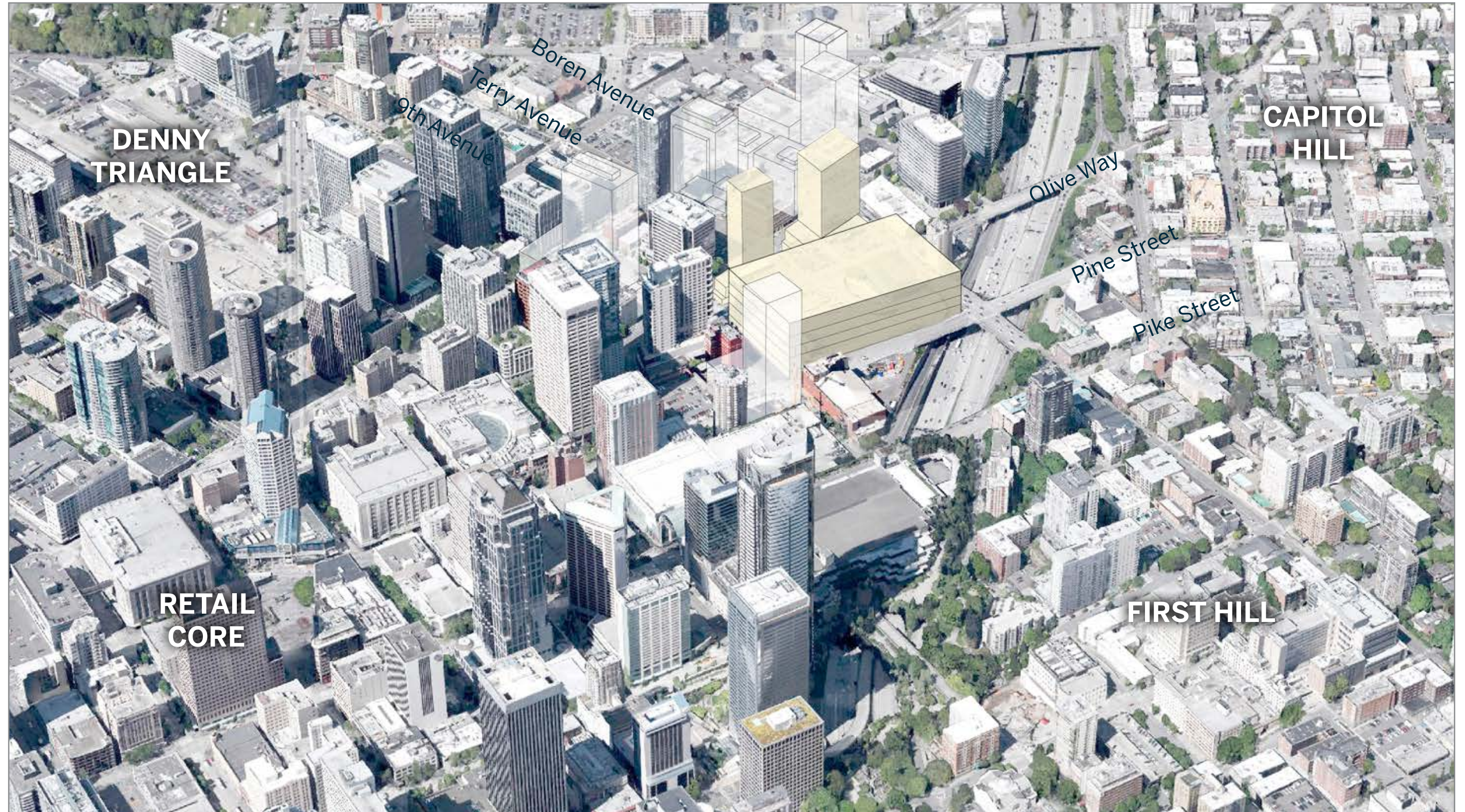


5 APPROXIMATE BUILDING MASS

Approximate building mass shown here indicates the general size of the program elements on the site. It does not include sculpting and modulation of the building form, terraces, porosity, facade treatments, etc., which will be incorporated into the recommended design to integrate this program synergistically with its urban context.

New Development within 9-block study area is shown in white.

NORTH AERIAL VIEW

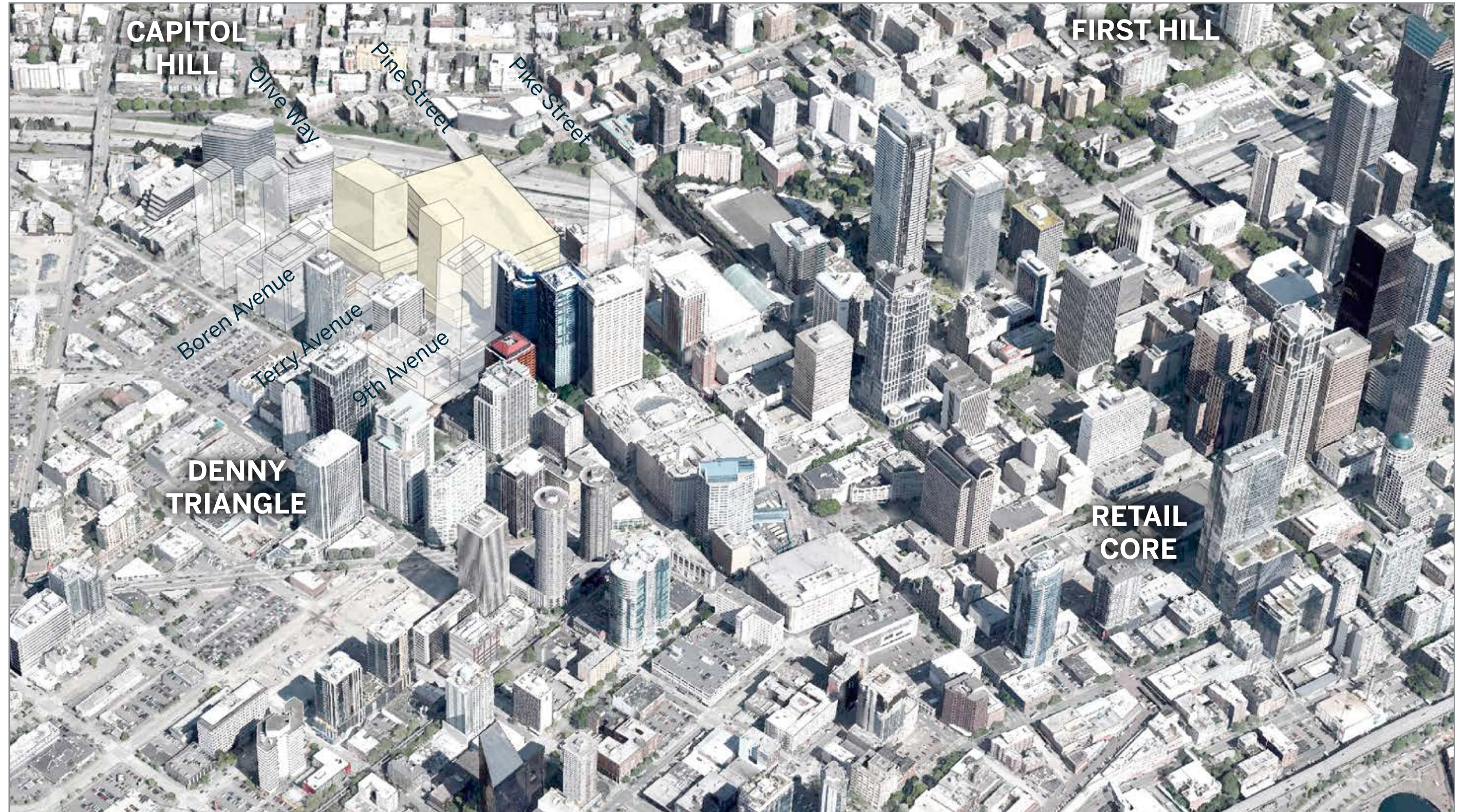


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EAST AERIAL VIEW

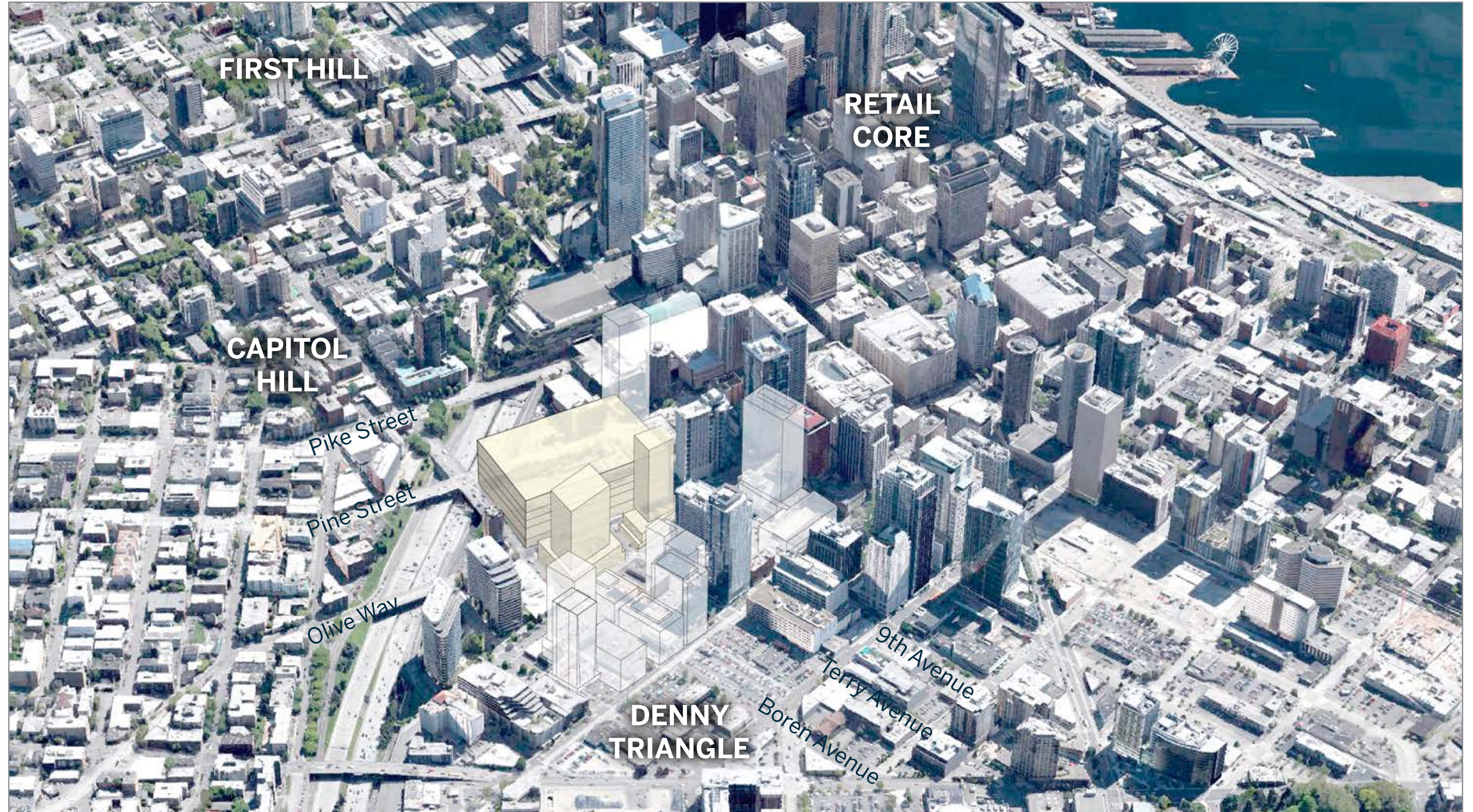


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New Development within 9-block study area is shown in white.

SOUTH AERIAL VIEW

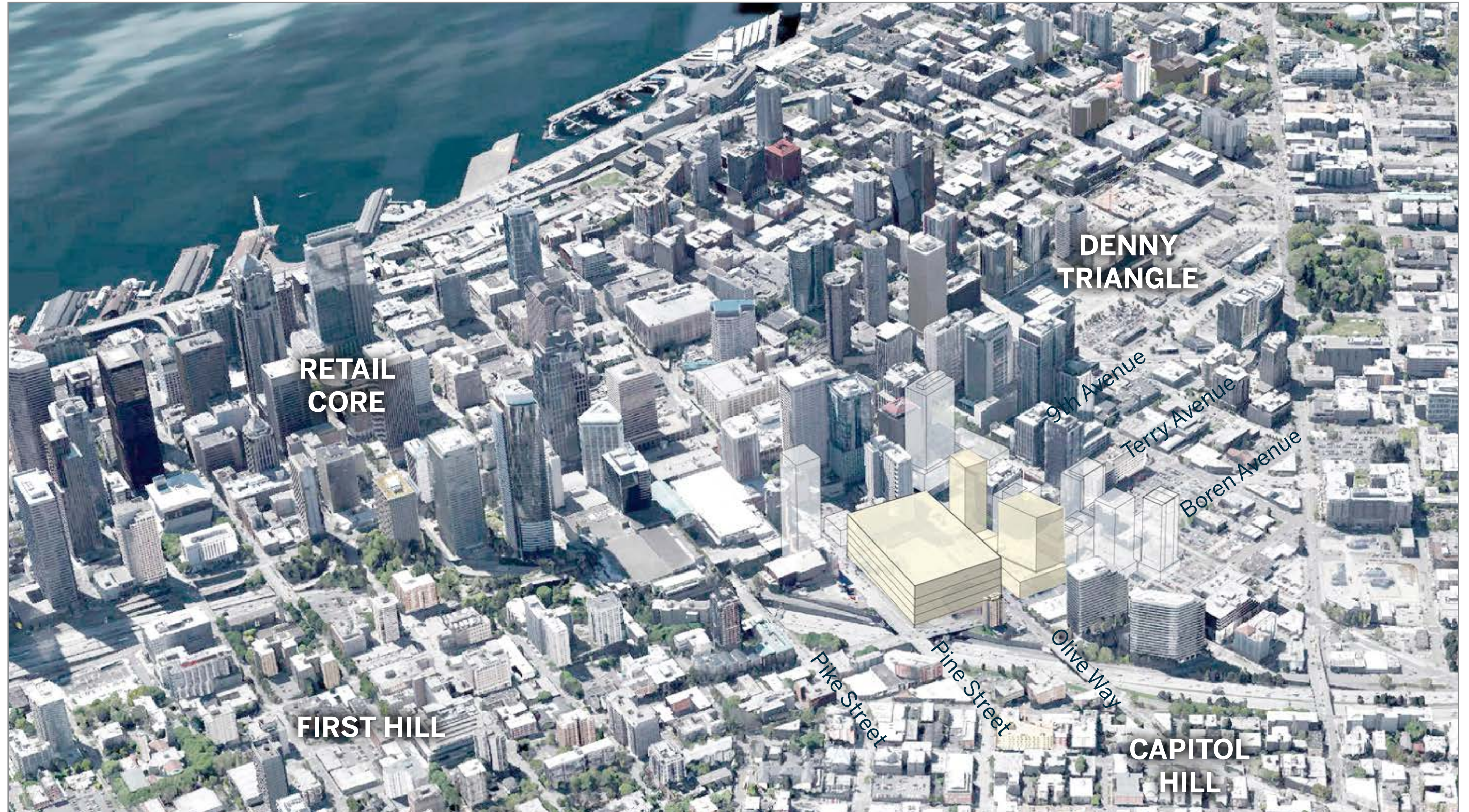


5 APPROXIMATE BUILDING MASS

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New Development within 9-block study area is shown in white.

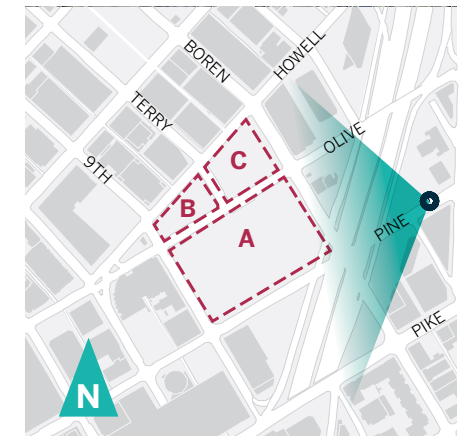
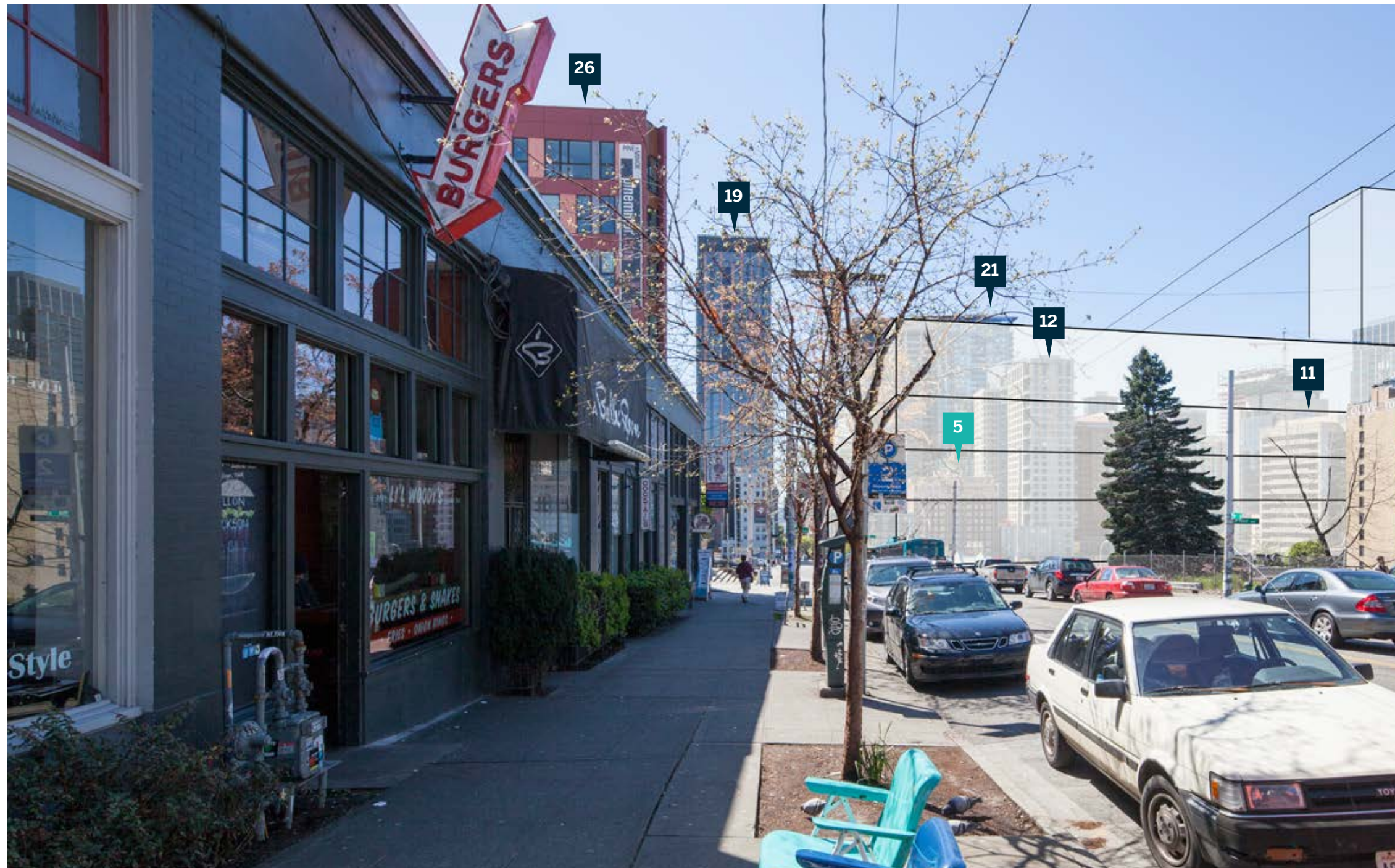
WEST AERIAL VIEW



5 APPROXIMATE BUILDING MASS

Approximate building mass shown here indicates the general size of the program elements on the site. It does not include sculpting and modulation of the building form, terraces, porosity, facade treatments, etc., which will be incorporated into the recommended design to integrate this program synergistically with its urban context.

PINE STREET FACING WEST



OPPORTUNITIES

- Bridge the gap between Capitol Hill and downtown.
- Capture both the dynamic granular character of the Capitol Hill and the large-scale civic character of Downtown.
- Encourage pedestrian activity through urban streetscape amenities.

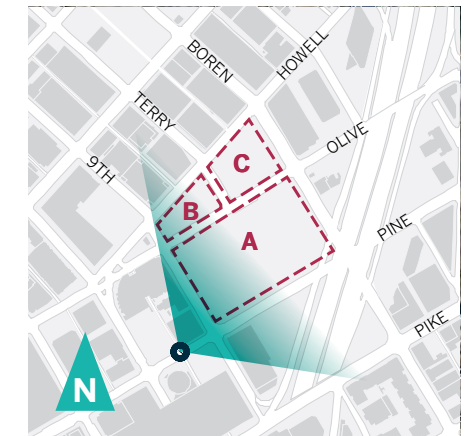
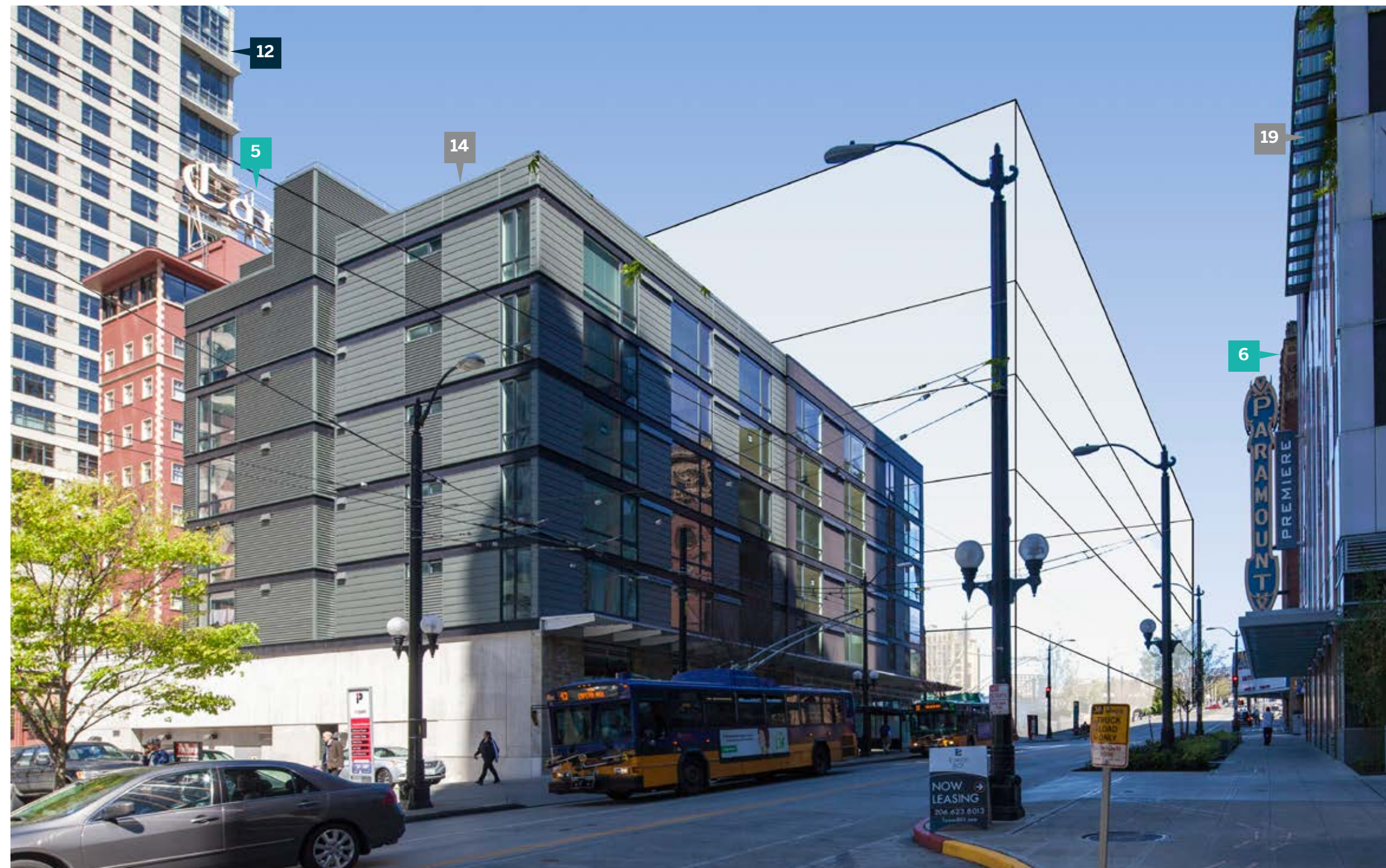
BUILDING KEY

Refer to page 11-15 for noted buildings.

5 APPROXIMATE BUILDING MASS

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PINE STREET FACING EAST



OPPORTUNITIES

- Engage in meaningful dialog with the adjacent landmarks of the former Camlin Hotel and Paramount Theatre.
- Create a transition in scale between Downtown and Capitol Hill.
- Create an identifiable public presence and primary entry.

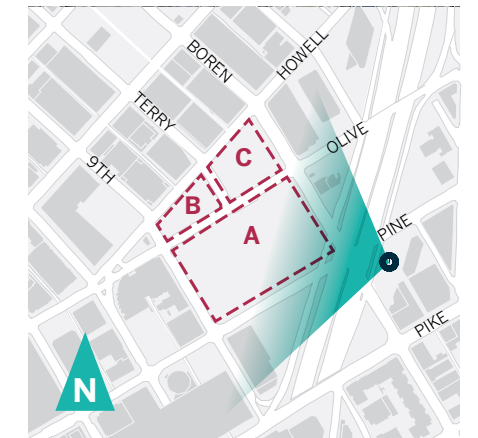
BUILDING KEY

Refer to page 12-17 for noted buildings.

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PLYMOUTH PILLARS DOG PARK FACING NORTH



OPPORTUNITIES

- Fill in the corner of Pine Street and Boren Avenue to complete the urban block.
- Shorten the bridge over I-5.
- Take advantage of the exposure created by the I-5 canyon and site topography to create a meaningful addition to the Downtown skyline.

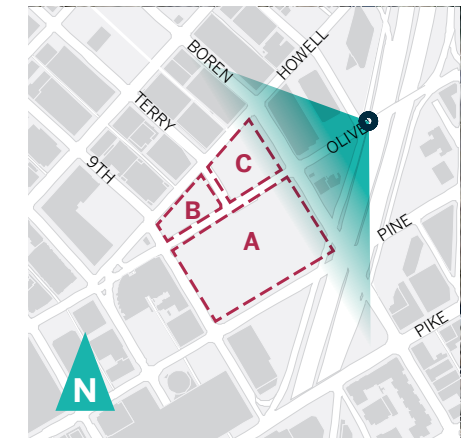
BUILDING KEY

Refer to page 11-15 for noted buildings.

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OLIVE WAY FACING WEST



OPPORTUNITIES

- Contribute to the evolving character and increasing density of the transitioning neighborhood.
- Promote Olive Way as a desirable pedestrian connection across I-5 connecting Capitol Hill to Downtown.
- Create a prominent corner at the edge of I-5.

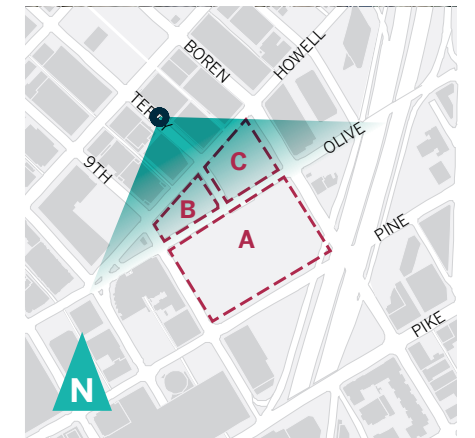
BUILDING KEY

Refer to page 11-15 for noted buildings.

5 APPROXIMATE BUILDING MASS

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TERRY AVENUE FACING SOUTH



OPPORTUNITIES

- Create a logical terminus to Terry Avenue Green Street and a gateway to the proposed project.
- Fill in the hole in the urban fabric and contribute to the density of this rapidly evolving neighborhood.

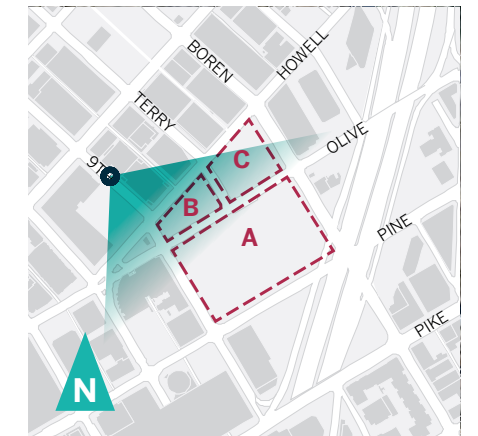
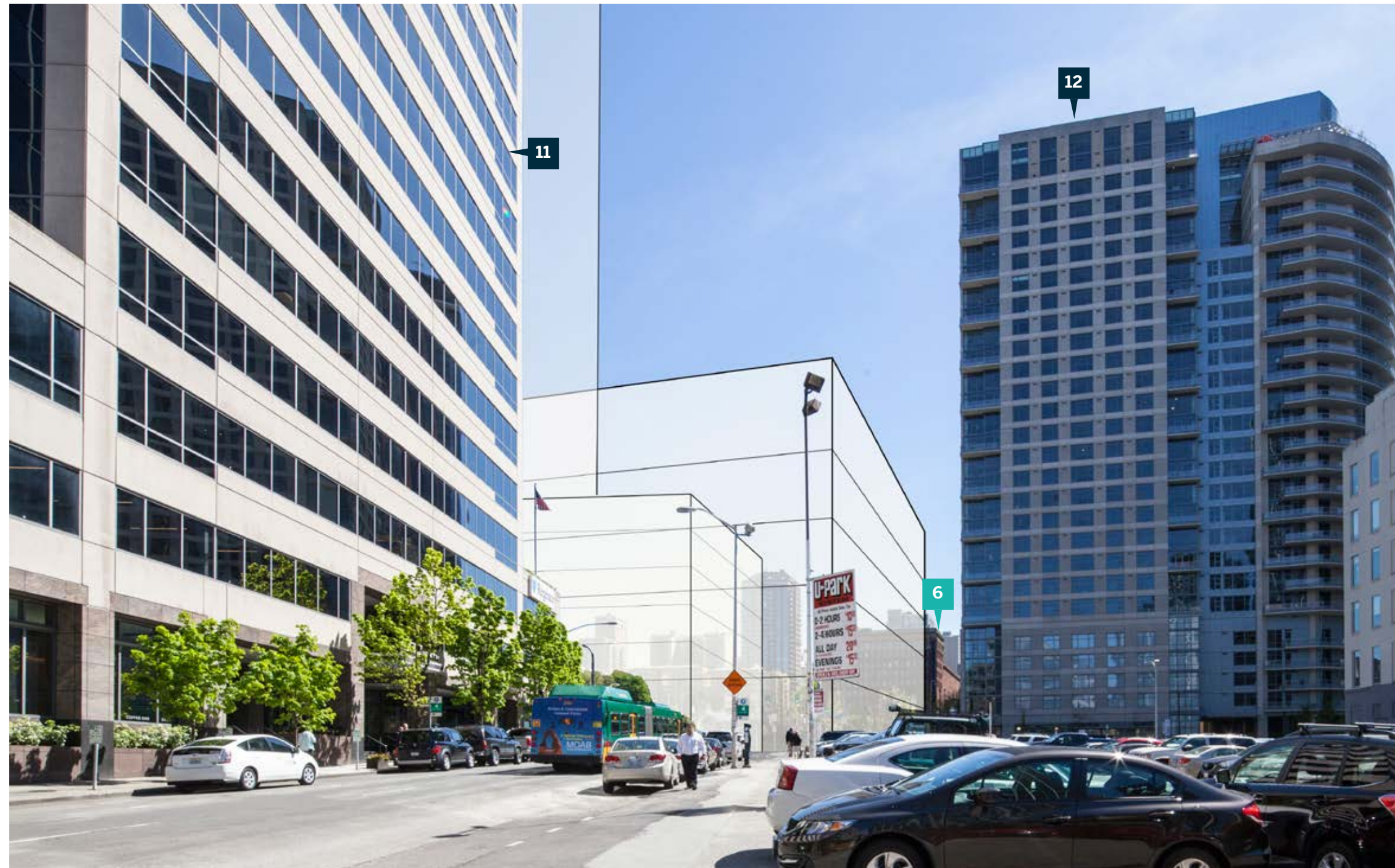
BUILDING KEY

Refer to page 11-15 for noted buildings.

5 APPROXIMATE BUILDING MASS

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9TH AVENUE FACING SOUTH



OPPORTUNITIES

- Participate in the completing urban edges and filling in the gaps in the urban form.
- Create attractive pedestrian connections through great urban streetscapes.
- Add interest to the skyline through the use of massing and facade design.
- Distinguish this corner as a memorable shift in the city grid.

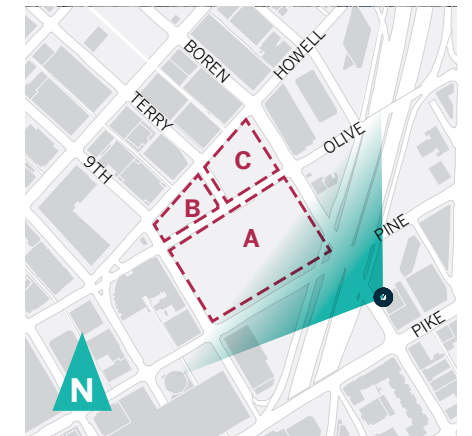
BUILDING KEY

Refer to page 11-15 for noted buildings.

5 APPROXIMATE BUILDING MASS

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BOREN AVENUE FACING EAST



OPPORTUNITIES

- Bridge the gap between First Hill and South Lake Union.
- Fill in the corner at Pine Street and Boren Avenue to complete the urban fabric.
- Improve Boren Avenue as a pedestrian connection.

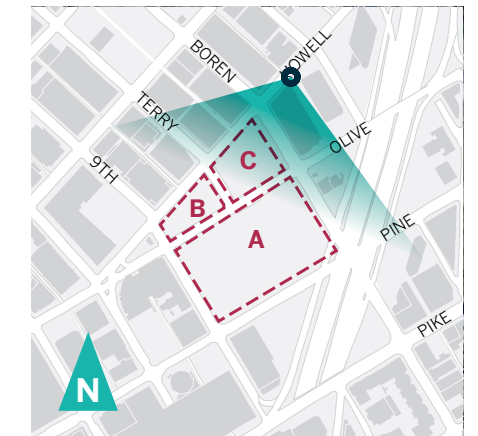
BUILDING KEY

Refer to page 11-15 for noted buildings.

5 APPROXIMATE BUILDING MASS

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HOWELL STREET FACING SOUTHWEST



OPPORTUNITIES

- Participate in the dynamism of a rapidly evolving neighborhood.
- Plan for future co-development that provides the desired height and density for the neighborhood.
- Promote Howell Street as an attractive pedestrian connection.

BUILDING KEY

Refer to page 11-15 for noted buildings.

SITE PLANNING & MASSING

A-1 RESPOND TO THE PHYSICAL ENVIRONMENT

Develop an architectural concept and compose the building's massing in response to geographic conditions and patterns of urban form found beyond the immediate context of the building site.

The proposal's massing will include a response to its innate programmatic needs and its location at the intersection of a multiplicity of diverse Seattle neighborhoods.

ARCHITECTURAL EXPRESSION

B-2 CREATE A TRANSITION IN BULK & 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.

The proposal will occupy a smaller envelope than is possible by code, creating a transition on the edge of downtown to the smaller scale neighborhoods to the east. Terraces, lobbies, and retail provide opportunities to compose the building mass appropriate to its context.

B-3 REINFORCE THE POSITIVE URBAN FORM & 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.

The proposal will infuse the attributes of the civic scale of downtown with the vibrancy of adjacent neighborhoods like Capitol Hill, reinforcing active urban streets with dynamic architectural character.

THE STREETScape

C-1 PROMOTE PEDESTRIAN INTERACTION

Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should be open to the general public and appear safe and welcoming.

The streetscape will be designed to promote a vibrant urban pedestrian experience. Views into the building along with landscape elements, pedestrian amenities, street level lobbies, and retail will be employed to activate the street.

C-2 DESIGN FACADES OF MANY SCALES

Design architectural features, fenestration patterns, and materials compositions that refer to the scale of human activities contained within. Building facades should be composed of elements scaled to promote pedestrian comfort, safety, and orientation.

The proposal will incorporate architectural features that will respond to the scale of the pedestrian as well as the larger urban form.

C-3 PROVIDE ACTIVE—NOT BLANK—FACADES

Buildings should not have large blank walls facing the street especially near sidewalks.

The proposal will carefully consider the layout and character of support spaces within the building to limit the amount of blank facades, particularly at the pedestrian level. Pedestrian edges will be designed to create an attractive pedestrian experience.

PUBLIC AMMENITIES

D-1 PROVIDE INVITING & USABLE OPEN SPACE

Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.

The proposal will consider opportunities for open space that provide both an amenity to the occupants of the facility, as well as contributing to a vibrant inviting urban streetscape.

D-3 ENHANCE ELEMENTS THAT DEFINE THE PLACE

Provide special elements on the facades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable "sense of place" associated with the building.

The site's distinct edges create the potential for special moments enriched by the partnering of the building and the streetscape. Each unique condition contributes to the urban framework.

VEHICULAR ACCESS & PARKING

E-3 MINIMIZE THE PRESENCE OF SERVICE AREAS

Locate service areas for trash dumpsters, loading docks, mechanical equipment, and the like away from the street front where possible. Screen from view those elements which for programmatic reasons cannot be located away from the street front.

The proposal will carefully incorporate loading and other service areas into the facility, shielding their adverse qualities and promoting a positive pedestrian experience.