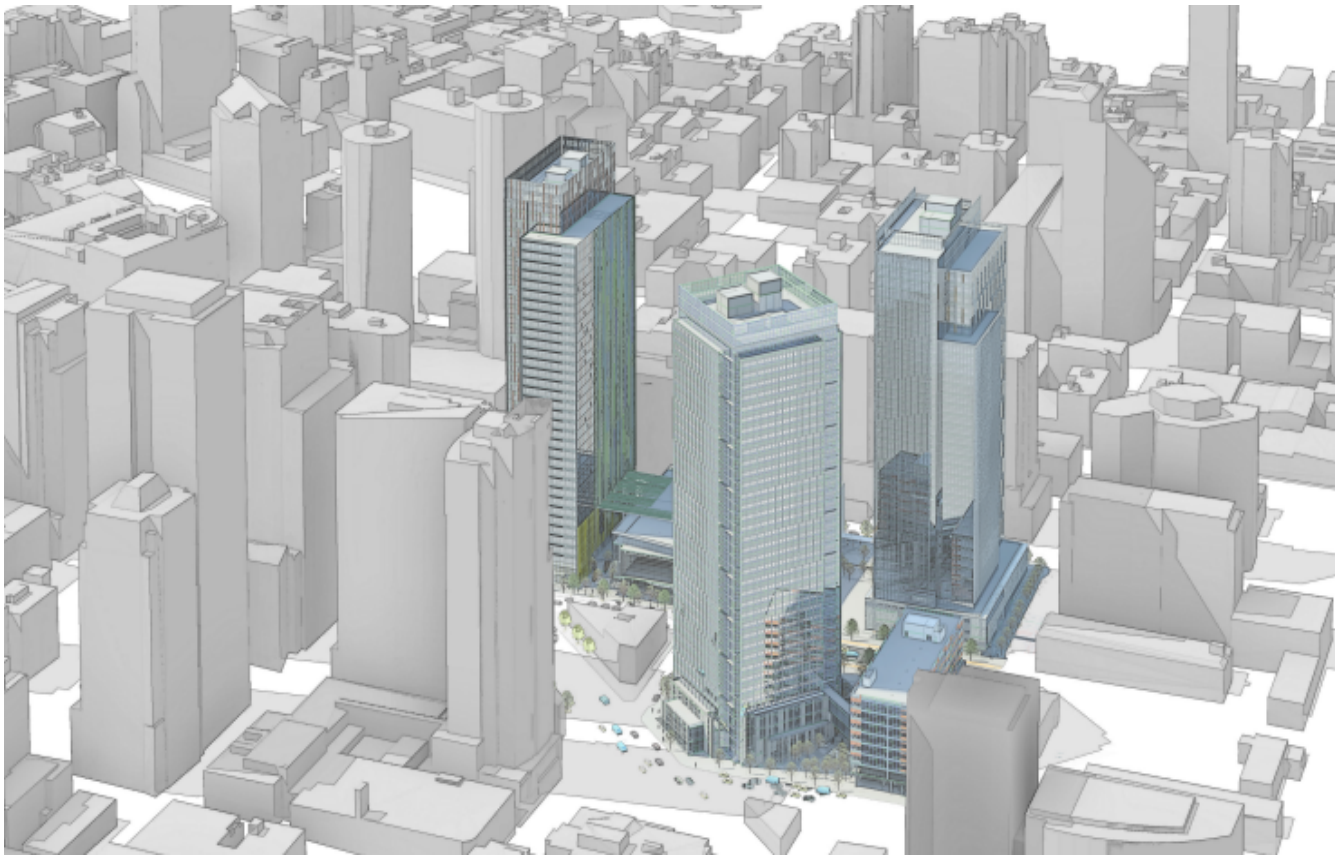
Rufus 2.0



Seattle City Council Transportation Committee

September 25th, 2012

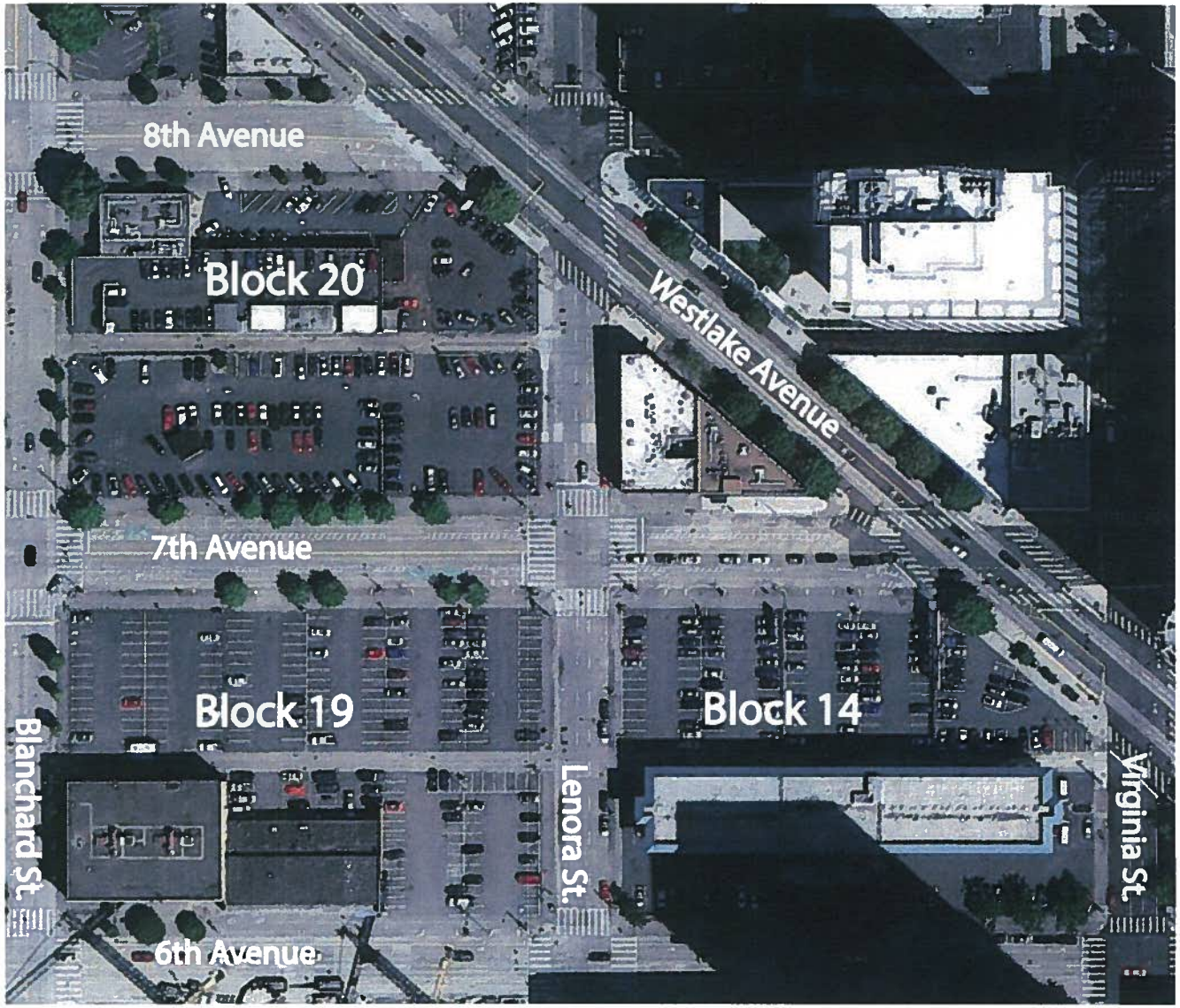
Clerk File 312260, DPD Project No. 3013151, Address: 2021 Seventh Ave, Block 14
Clerk File 312261, DPD Project No. 3013154, Address: 2101 Seventh Ave, Block 19
Clerk File 312262, DPD Project No. 3013153, Address: 2100 Seventh Ave, Block 20

Table of Contents

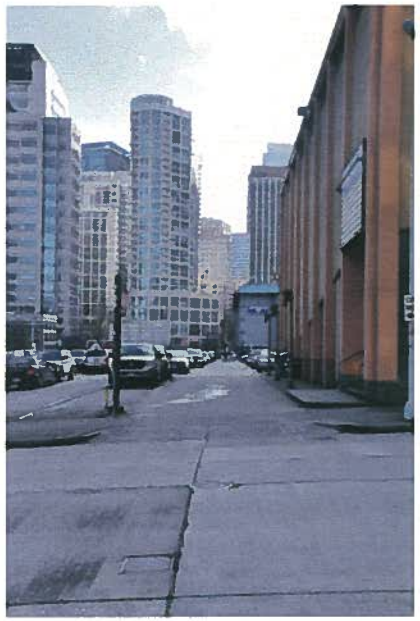
Existing Conditions	3-4
Neighborhood Context	5
Project Overview	6-11
Public Benefit Overview	12
Alley Vacation Public Benefits	13
1: 7th Ave Cycle Track	14
2: Shared Use St. / Enhanced Ped. Facilities	15
3: Westlake Avenue Street Improvements	16
4: Blanchard Street - Enhanced Green St.	17
5: Other Voluntary Setbacks	18
6: Enhanced Right Of Way Improvements	19
7: Art Program	20
8: Additional Overhead Protection	21
9: Fourth Streetcar	22
10: Contribution to Future Park	23
Economic Benefits	24
Alley Vacation Public Benefit - Summary Tables	25-26
Benefits to the City and local economy	27
Schedule and Next Steps	28

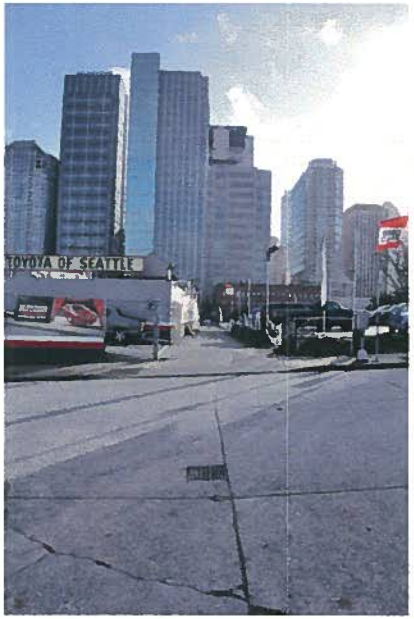
Existing Conditions
Denny Triangle - Blocks 14, 19 and 20

- The Applicant is requesting alley vacations prior to processing in the purchase and development of these parcels
- Doc 2 zoning allows for approximately 1M SF of office space on each full block
- In the 1920's, 12' of each side of 6th, 7th, and 8th were vacated to provide wider Avenues. The resulting 106' wide blocks do not accommodate efficient bay depths for contemporary office buildings.
- Blocks 14 and 20 are truncated by Westlake Avenue and therefore the existing alleys terminate at congested six-way intersections



Existing Conditions
Alleys



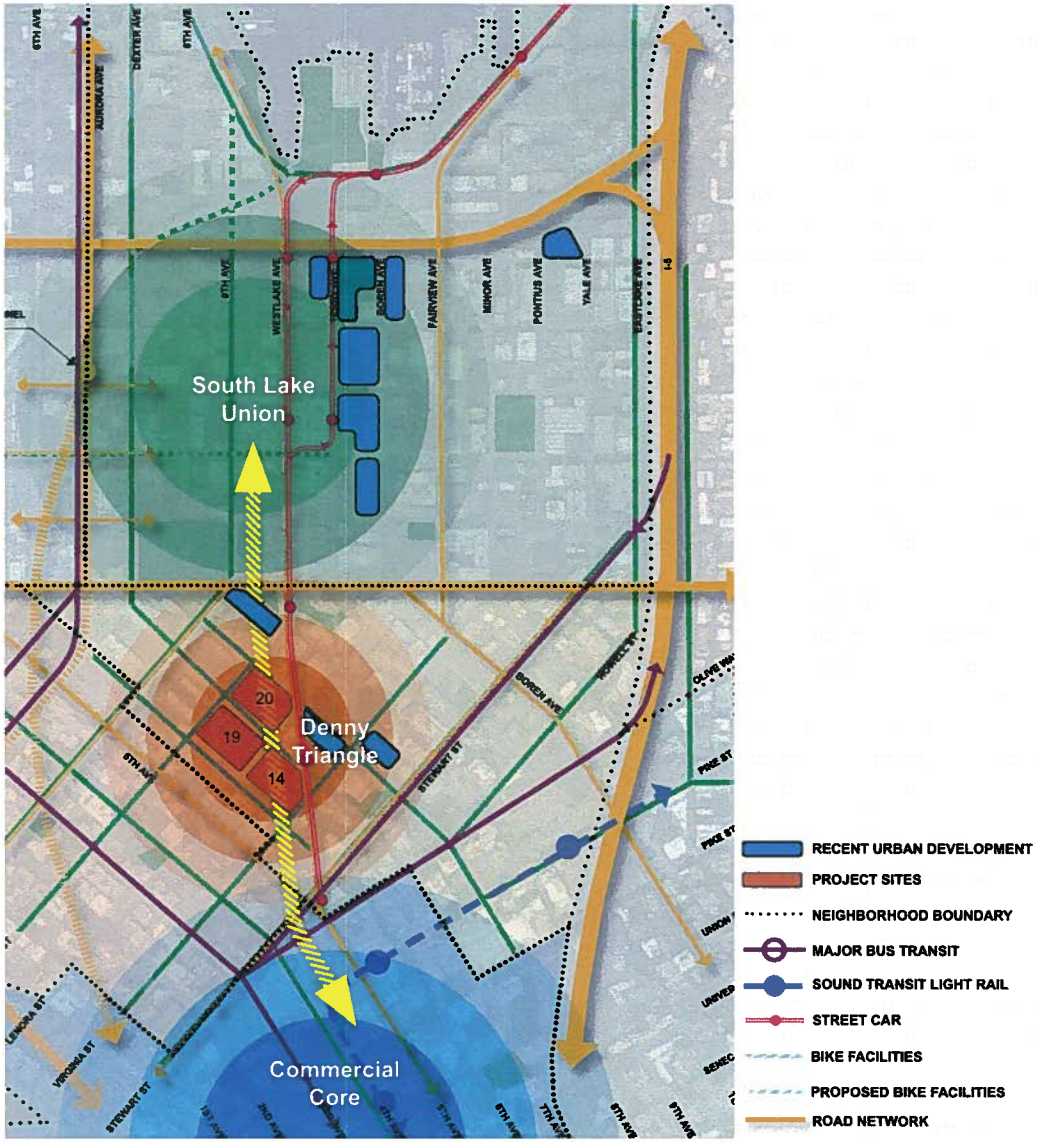


Neighborhood Context

Opportunity to link South Lake Union and the Commercial Core

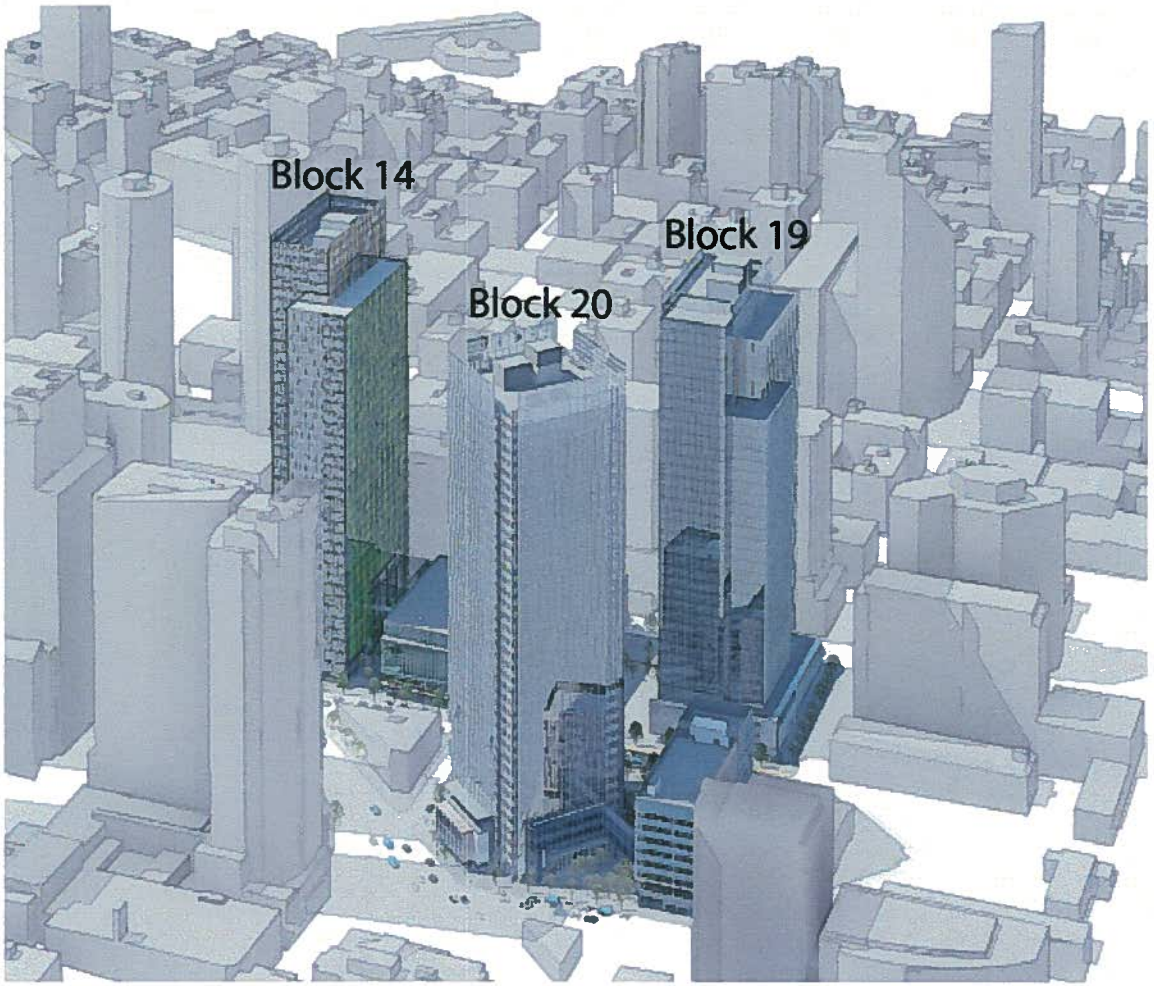
Development on these parcels:

- **Leverages decades of public investment and policy decisions**
  - Brings to life the Denny Triangle Neighborhood Plan
  - Achieves Seattle Comp Plan's growth and density objectives
  - Enhances urban form by coordinating the design and development of these three blocks
- **Benefits the environment by concentrating growth in the urban core**
- **Introduces new jobs and energy to Seattle by headquartering a Fortune 100 tech-oriented firm in downtown**



Project Overview
Development Objectives

- Obtain a Master Use Permit (MUP) with a Planned Community Development (PCD) component to design and construct office buildings on 3 blocks in the Denny Triangle Urban Village
- Pursue PCD to ensure coordinated building design and to phase construction
- Alley vacations allow for:
  - Buildings to be reoriented east/west improving solar access at the street
  - Generous public open spaces
  - Office floor plates that are consistent with today's Class A office building standards
- Anticipated development schedule:
  - Block 14 to begin in 2013
  - Block 19 to begin 2 to 4 years later, followed by
  - Block 20 to begin 2 to 4 years later
- Request 15 years to complete the alley vacations 3 years beyond the duration of the PCD



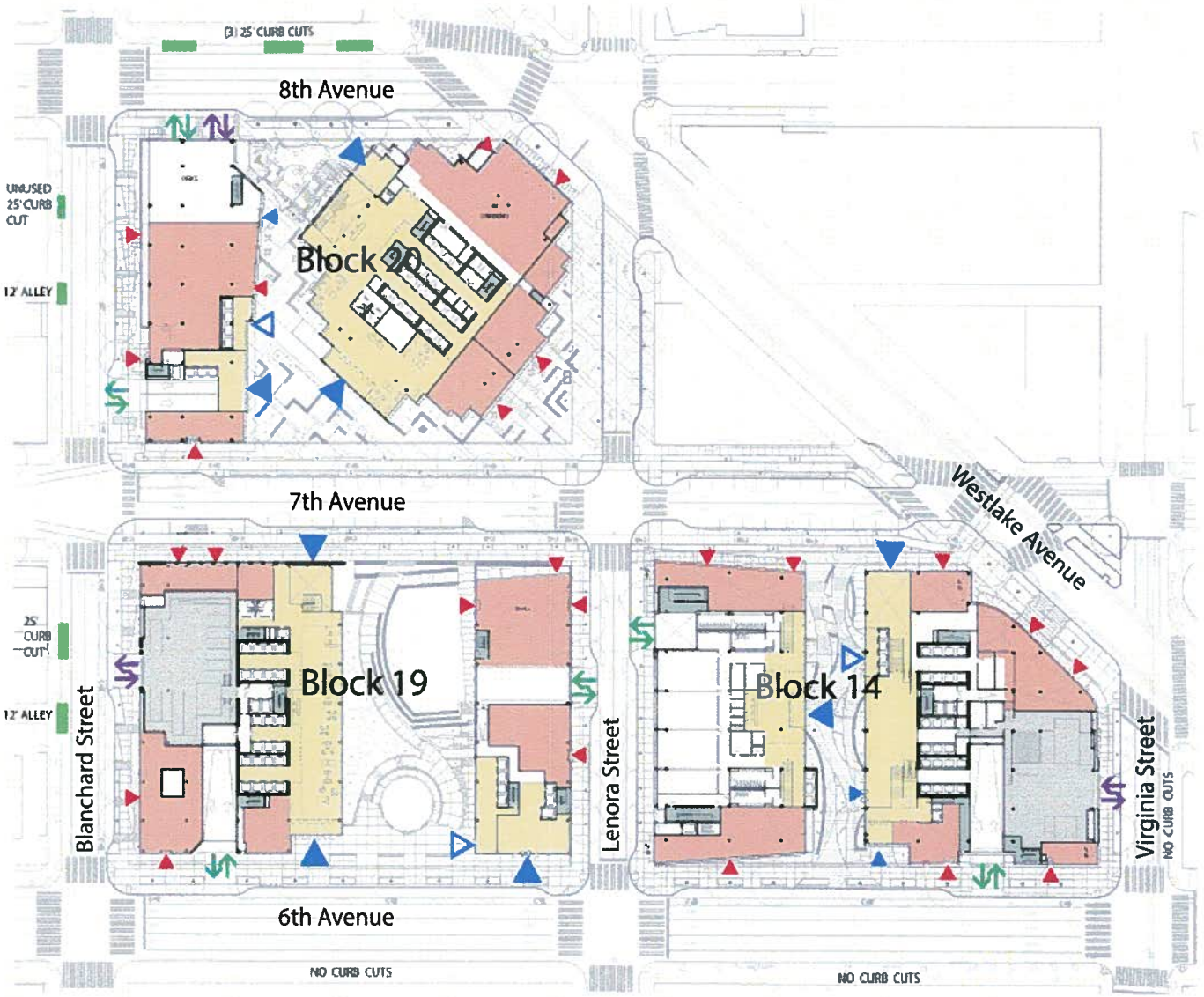
Project Overview
Site Access

Transportation Access

- Each block will have a loading dock internal to the block and two vehicular access points
- 29 existing curbcuts would be reduced to 9 curbcuts
- No vehicular access points off of 7th Avenue to minimize conflicts between pedestrians, cyclists and motorists

Utility Access

- Utilities located in old clay tile duct banks in the alleys will be relocated into new concrete duct banks primarily in 7th Avenue



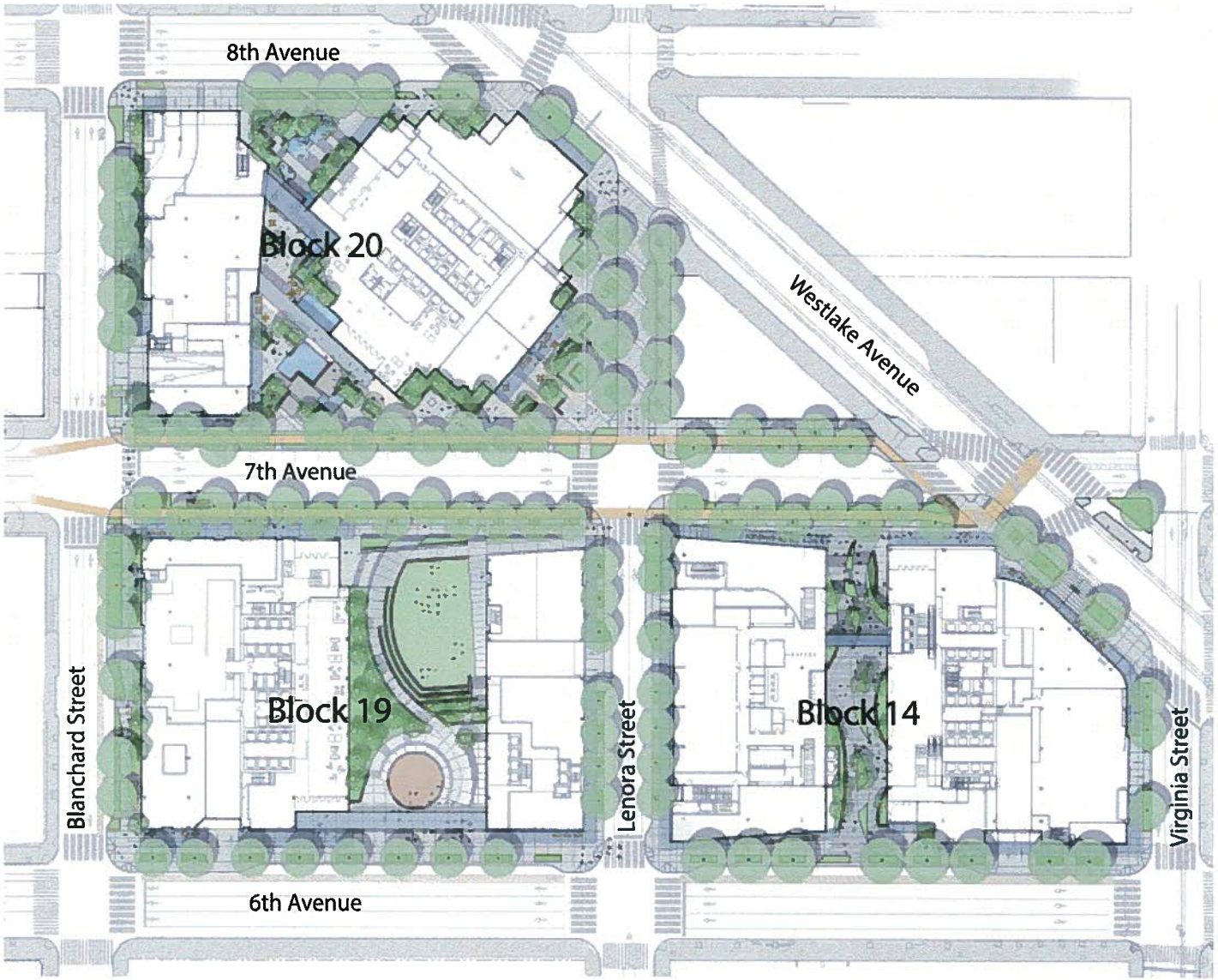
Project Overview
Landscape Plan

Open Space Goals:

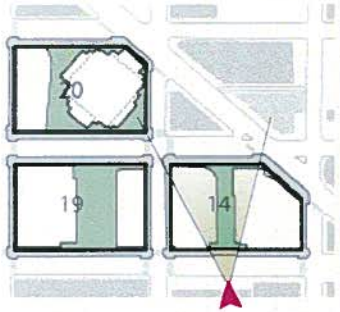
- Differentiate character of open spaces on each block
- Maximize use of sunny locations
- Maximize public access
- Strengthen pedestrian and bike experience on 7th Avenue

Onsite Public Open Space:

- Today, 17,000 square feet of public alley exist across the three blocks without any other notable public open spaces
- Over 1.25 acres (56,000 square feet) of landscaped open space is proposed across the three blocks



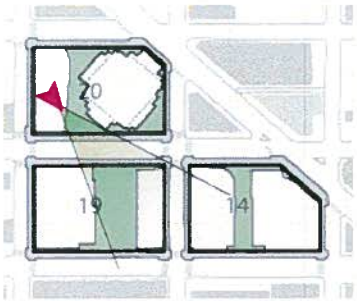
Project Overview
Block 14



Through block connection with covered trellis looking West

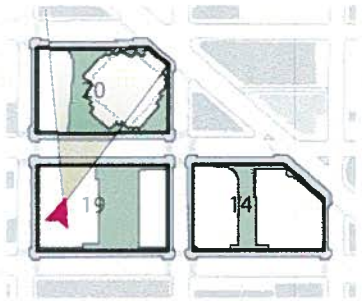
Block 14 office tower looking North

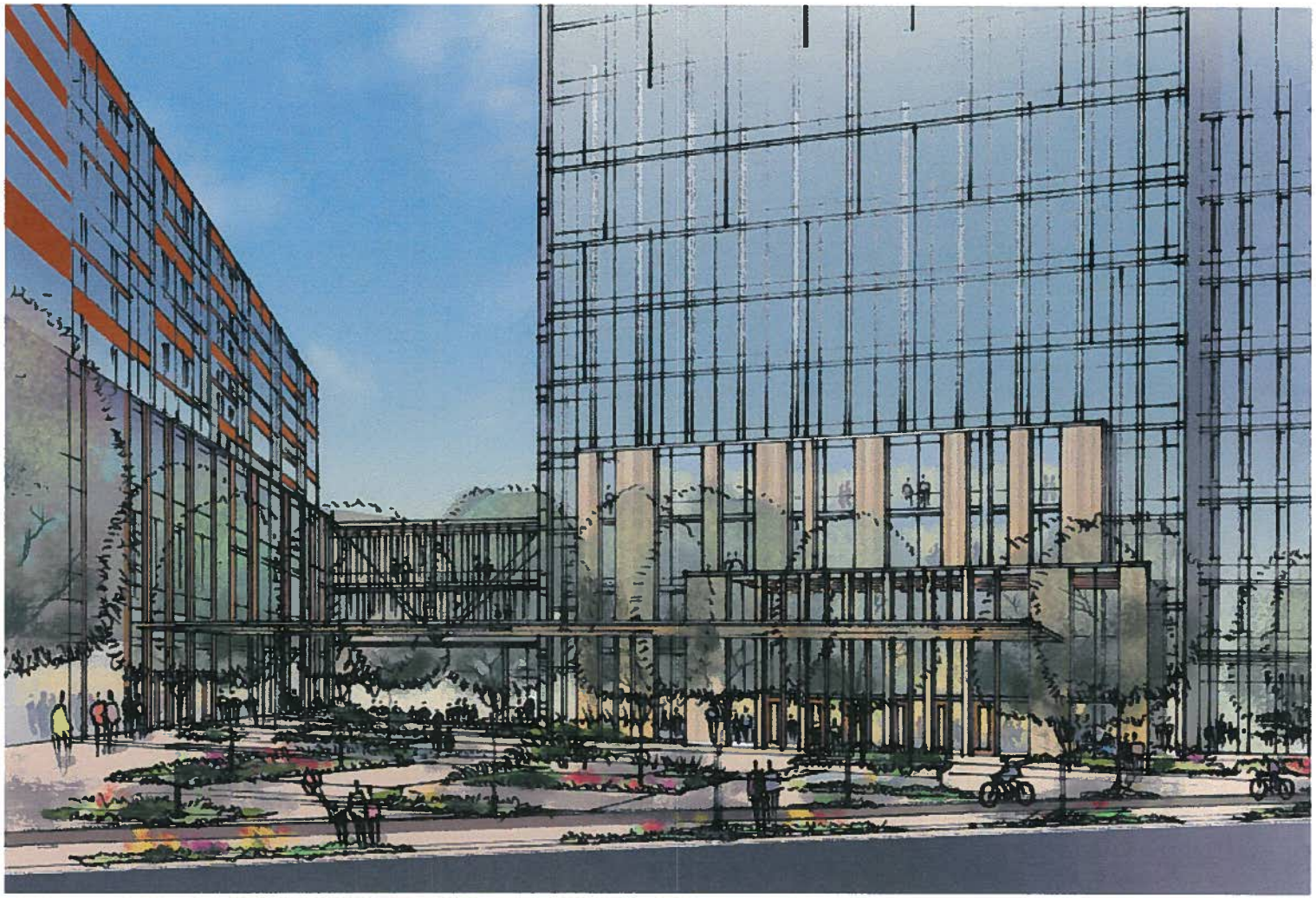
Project Overview
Block 19



Open space on Block 19 looking Southwest

Project Overview
Block 20





Block 20 7th Avenue Streetscape looking East

Public Benefit Overview
Summary

FAR Public Benefits

Land Use Code

75% Affordable Housing & Child Care
- Block 14: 465,000 SF
- Block 19: 500,000 SF
- Block 20: 490,000 SF

25% Public Amenities (including TDRs)

Block 14:
- 12,000 SF Urban Plaza
- Purchase of 95,000 SF TDRs

Block 19:
- 7,000 SF Commercial Parcel Park
- 15,000 SF Urban Plaza
- Purchase of 55,000 SF TDRs

Block 20:
- 7,000 SF Commercial Parcel Park
- 15,000 SF Urban Plaza
- Purchase of 87,000 SF TDRs

Over 1.25 acres of open space created across the project site

PCD Public Benefits

Director of DPD

1. Improvements to Pedestrian Circulation:
- Develop Westlake Avenue and 7th Avenue Street Design Concept Plan (between Denny and McGraw Square/5th Ave) informed by:
  - Denny Triangle Urban Design Framework study
  - Westlake Hub Urban Strategy
  - South Lake Union Mobility Plan

2. Improvements to Urban Form:
- Develop Design Guidelines for structures above 60' for Blocks 19 & 20.

3. Improvements to Transit Facilities:
- Design and install enhancements to existing street car stops including seating, shelter, landscaping and/or intersection improvements at 7th and Westlake.
- The stop abutting Block 14 should be designed as a streetcar stop integrated with the building frontage, allowing for wider sidewalks immediately adjacent.
- Subsidize 7AM to 7PM weekday operations for third streetcar for 10 years.

4. Demonstrate Public Benefits & Sustainability:
- Design with intent to meet LEED Gold rating.
- Work with the City to explore further opportunities for energy reduction.

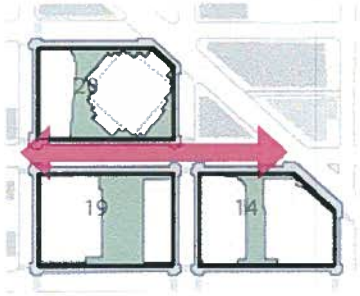
Alley Vacation Public Benefits

Seattle City Council

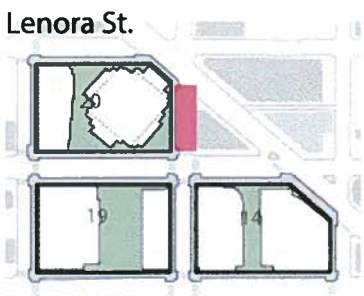
1. 7th Ave Cycle Track
2. Shared-Use Street / Enhanced Pedestrian Facilities on Lenora Street
3. Westlake Avenue Street Improvements
4. Blanchard Street - Enhanced Green Street by 10' Voluntary Setback
5. Other Voluntary Setbacks
6. Enhanced Right Of Way Improvements
7. Art Program
8. Additional Overhead Protection
9. Fourth Streetcar

Alley Vacation Public Benefits
Summary Diagrams

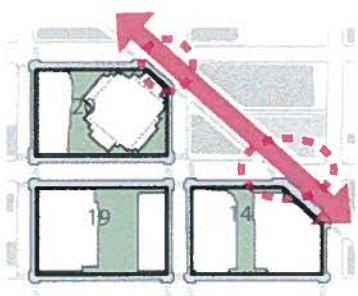
1: 7th Ave Cycle Track



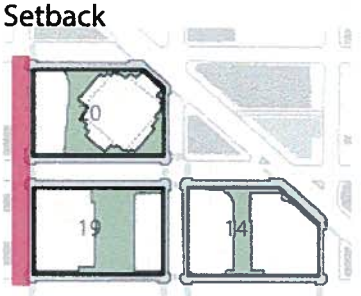
2: Shared-Use Street / Enhanced Ped. Facilities on Lenora St.



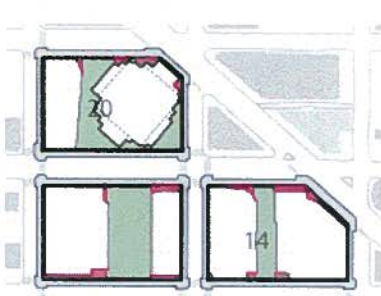
3: Westlake Avenue Street Improvements



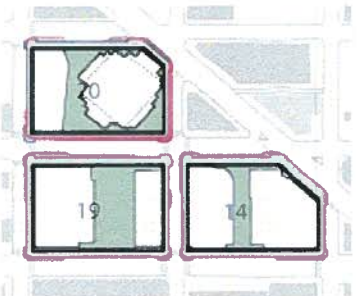
4: Blanchard Street - Enhanced Green Street by 10' Voluntary Setback



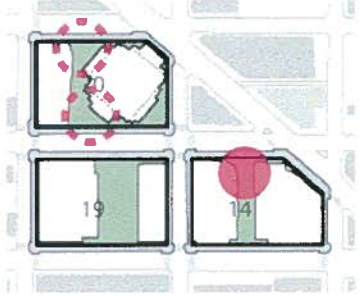
5: Other Voluntary Setbacks



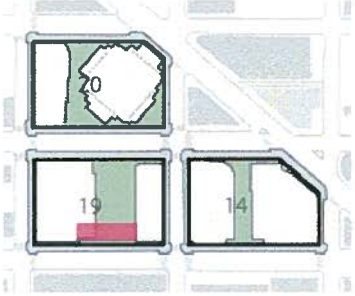
6: Enhanced Right Of Way Improvements



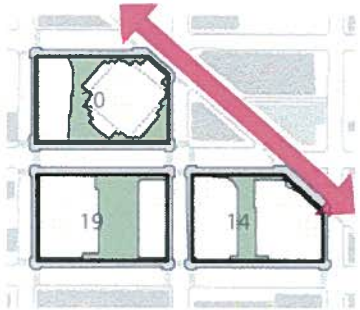
7: Art Program



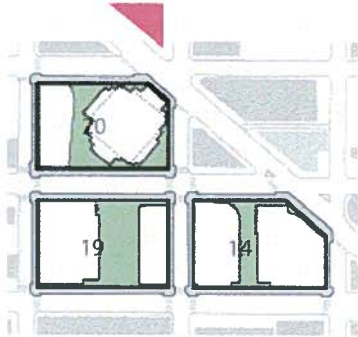
8: Additional Overhead Protection



9: Fourth Streetcar

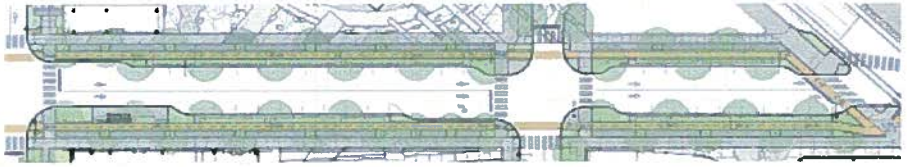


10: Contribution to Future Neighborhood Park



1. 7th Avenue Cycle Track

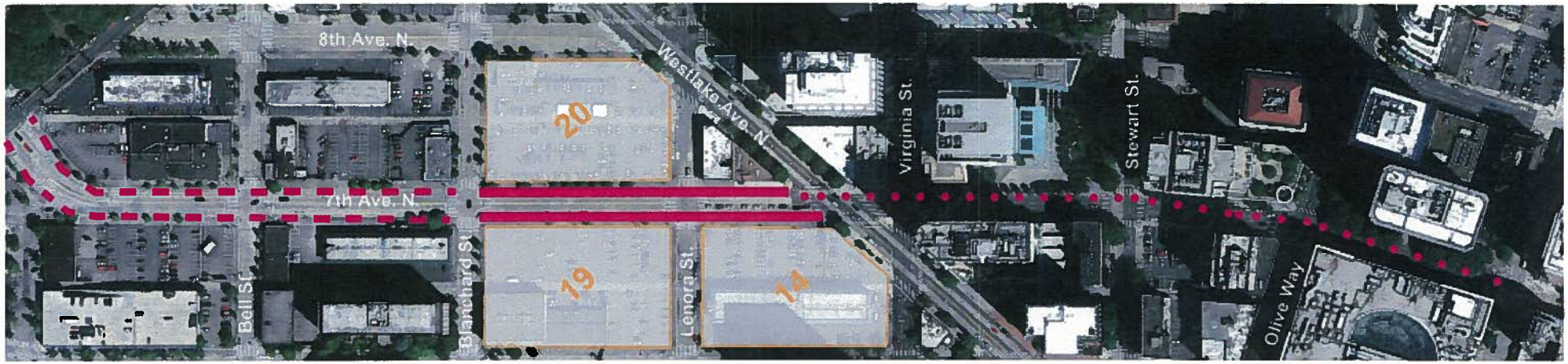
- Physically separated and dedicated bike lane
- Double tree allee
- Enhanced pedestrian zone at the same elevation as the bike lane, separated by street trees, furnishings and a special pavement zone
- Enhanced bus stop with cycle track by-pass
- Bike-friendly furnishings and wayfinding signage
- Contribution to the City's analysis and implementation of off-site cycle track
- Bicycle signalization



View of cycle track from intersection of 7th Ave and Blanchard

North Planning Area
(Denny Way to Westlake Ave)

South Planning Area
(Westlake Ave to Pine St..)



Restriping

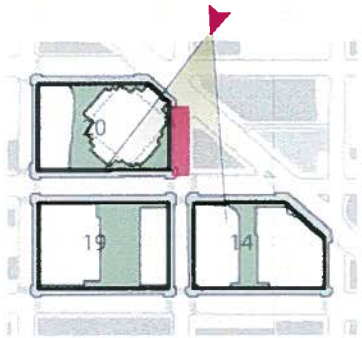
Implementation

Contribution to City's future technical analysis and implementation

2. Shared Use Street / Enhanced Pedestrian Facilities on Lenora St.

Over 9,000 sf of enhanced pedestrian experience and traffic calming at Lenora St. between 7th Ave and 8th Ave. The purpose of the shared use street is to:

- slow vehicles down
- narrow pedestrian crossings
- promote public use of the street
- provide a higher level of finish



Aerial view of Shared Used Street looking West

3. Westlake Ave Street Improvements

Principles and plan view for the Westlake Avenue Concept Design were developed in collaboration with SDOT and DPD

Principles:

Improve pedestrian comfort&safety

Enhance intersection functions

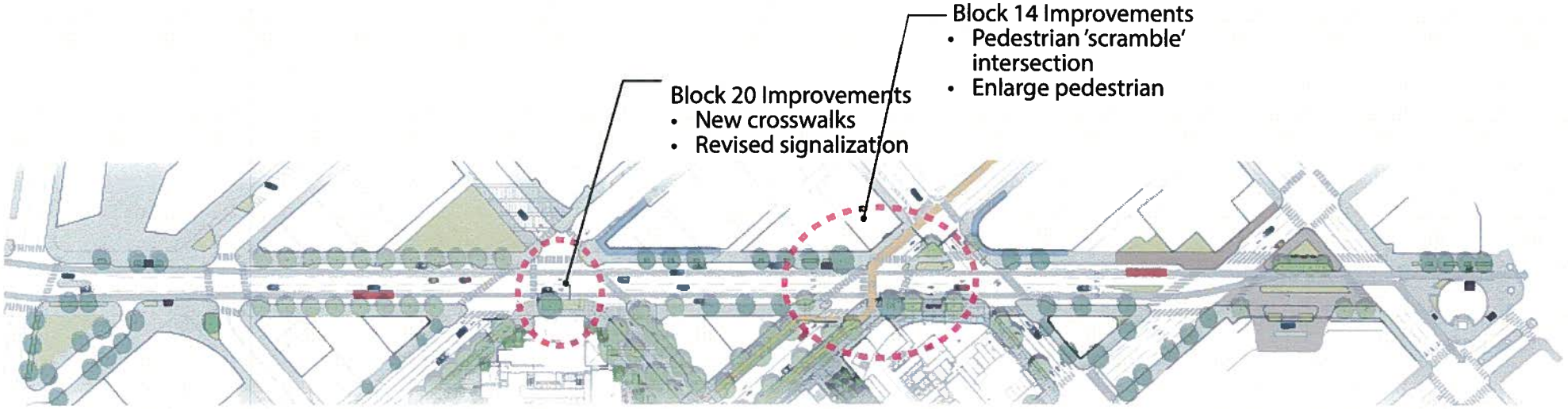
Integrate transit

Promote public/private coordination

Transform Westlake into a "Boulevard"

Complete green streets

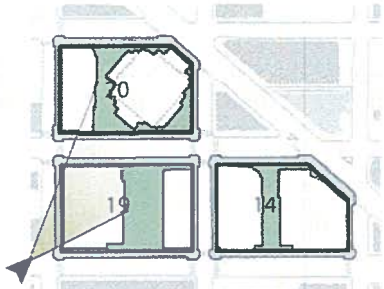
Celebrate water

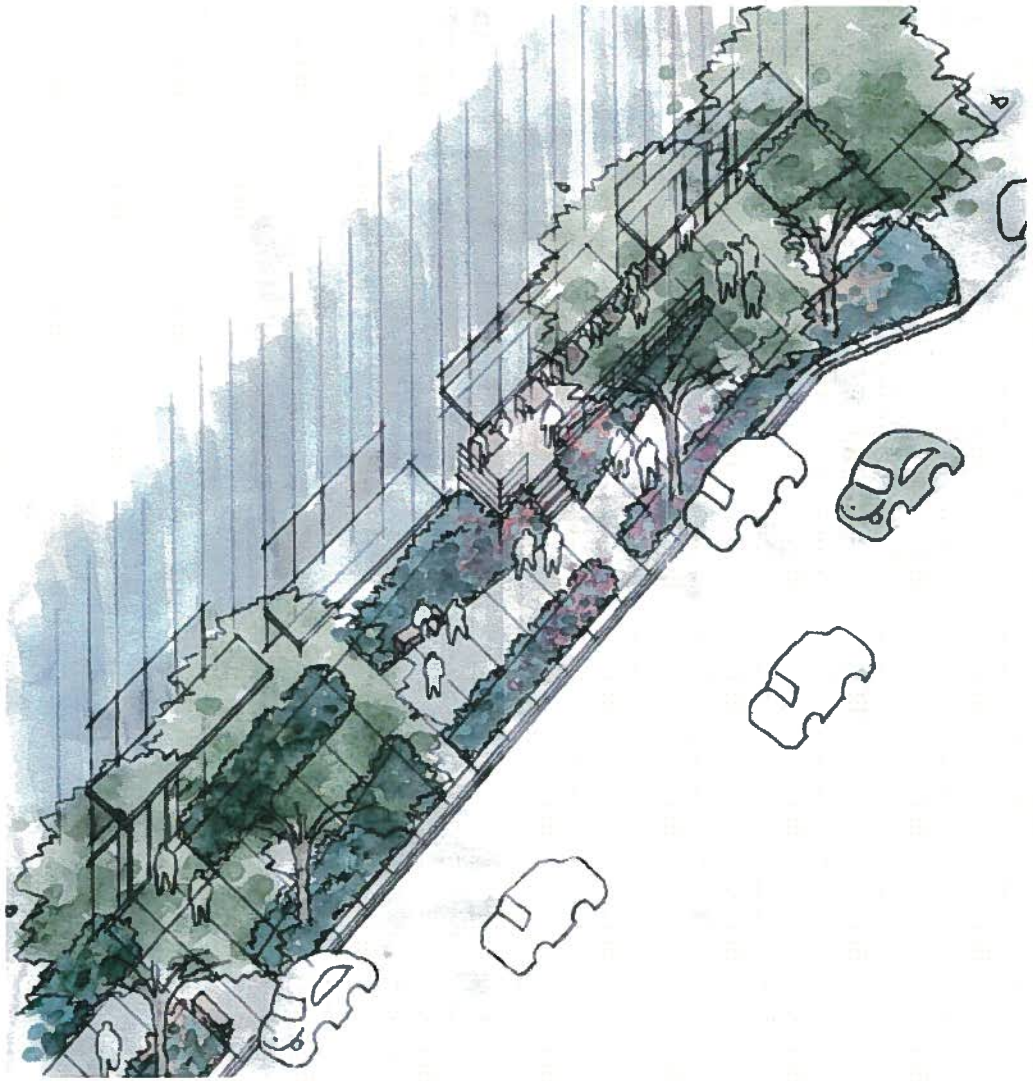


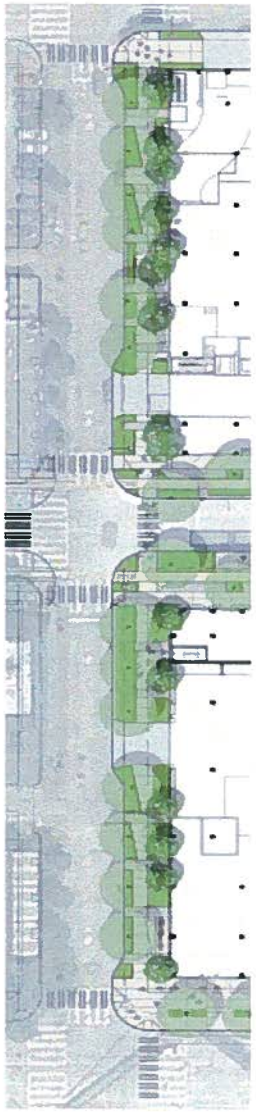
Westlake Avenue Concept Design

4. Blanchard Street - Enhanced Green Street by 10' Voluntary Setback

A voluntary 10' green street setback and enhancements that enable wider sidewalks, landscaping, additional seating opportunities and outdoor spaces for proposed retail.





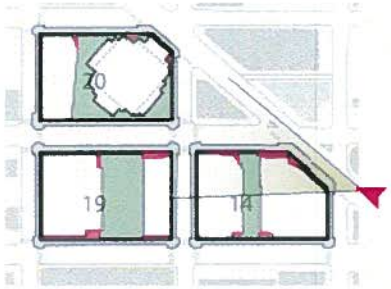


5. Other Voluntary Setbacks

Voluntary building setbacks are proposed on each block and allow for increased sidewalk widths, landscape opportunities and outdoor retail spaces.

- Block 14: Approx. 1,940 sf.
- Block 19: Approx. 2,500 sf.
- Block 20: Approx. 2,250 sf.

Approx. Total 6,690 sf.



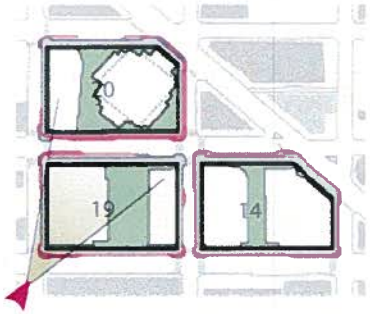
Example of voluntary building setback at Westlake Avenue frontage on Block 14 looking North

6. Enhanced Right Of Way Improvements

Improvements outside of the existing curb line are proposed on each block and allow for widened sidewalks, curb bulbs to reduce pedestrian crossings, and increased landscape opportunities.

- Block 14: Approx. 6,300 sf.
- Block 19: Approx. 6,500 sf.
- Block 20: Approx. 8,500 sf.

Approx. Total 21,300 sf.



Example of curb bulbs and other ROW improvements at the corner of 6th Avenue and Blanchard

7: Art Program

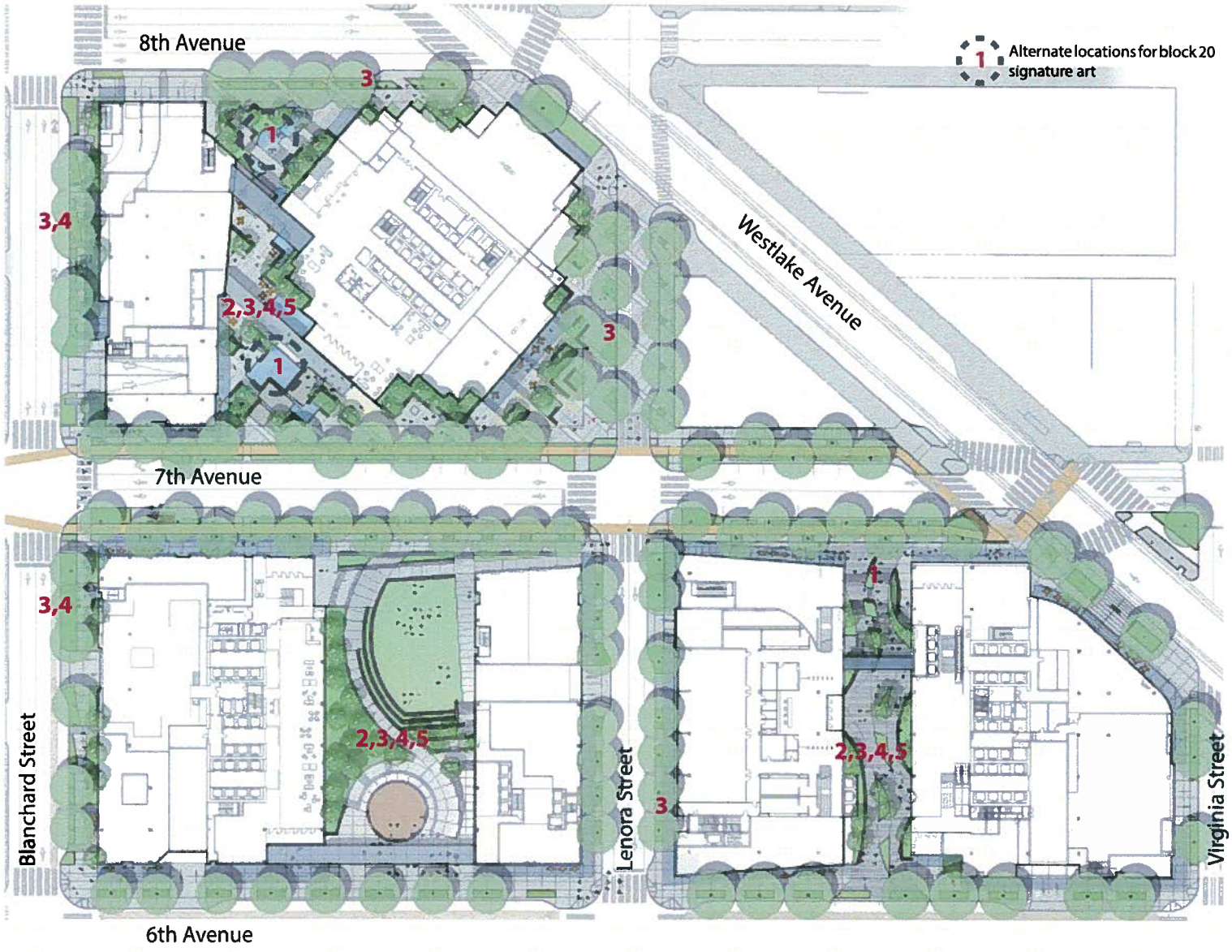
1 Signature Artwork
- Commissioned artworks
- Purchased artworks

2 Integrated Artwork
- Permanent art installations
- 'Easter Eggs' (unexpected or found art)
- Collaborations with art educators (student projects)
- Employee art projects

3 Artist-Made Building Parts
- Outdoor furniture (i.e., benches, bollards, trash & recycle containers)
- Walking surfaces (pavers, paving patterns & insets)
- Manhole covers
- Fences and gates
- Canopies and screens
- Lighting

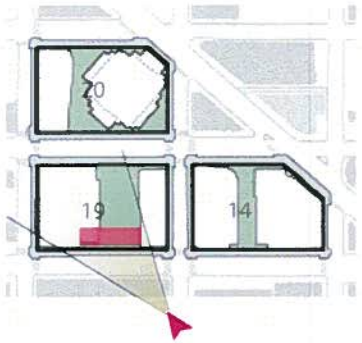
4 Interpretive Art Program
- Narratives about artworks and artists
- Historical context
- Horticultural references

5 Interactive Art



8. Additional Overhead Protection

Overhead protection along 6th Avenue between the lower building and office tower.



Overhead protection on Block 19 along 6th Avenue

9. Fourth Streetcar

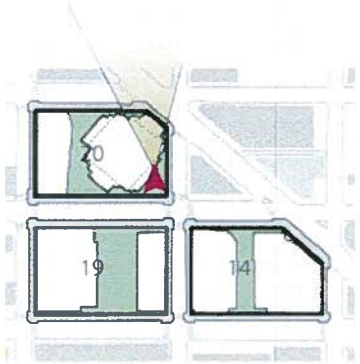
Sponsorship and funding for the City to purchase a fourth streetcar

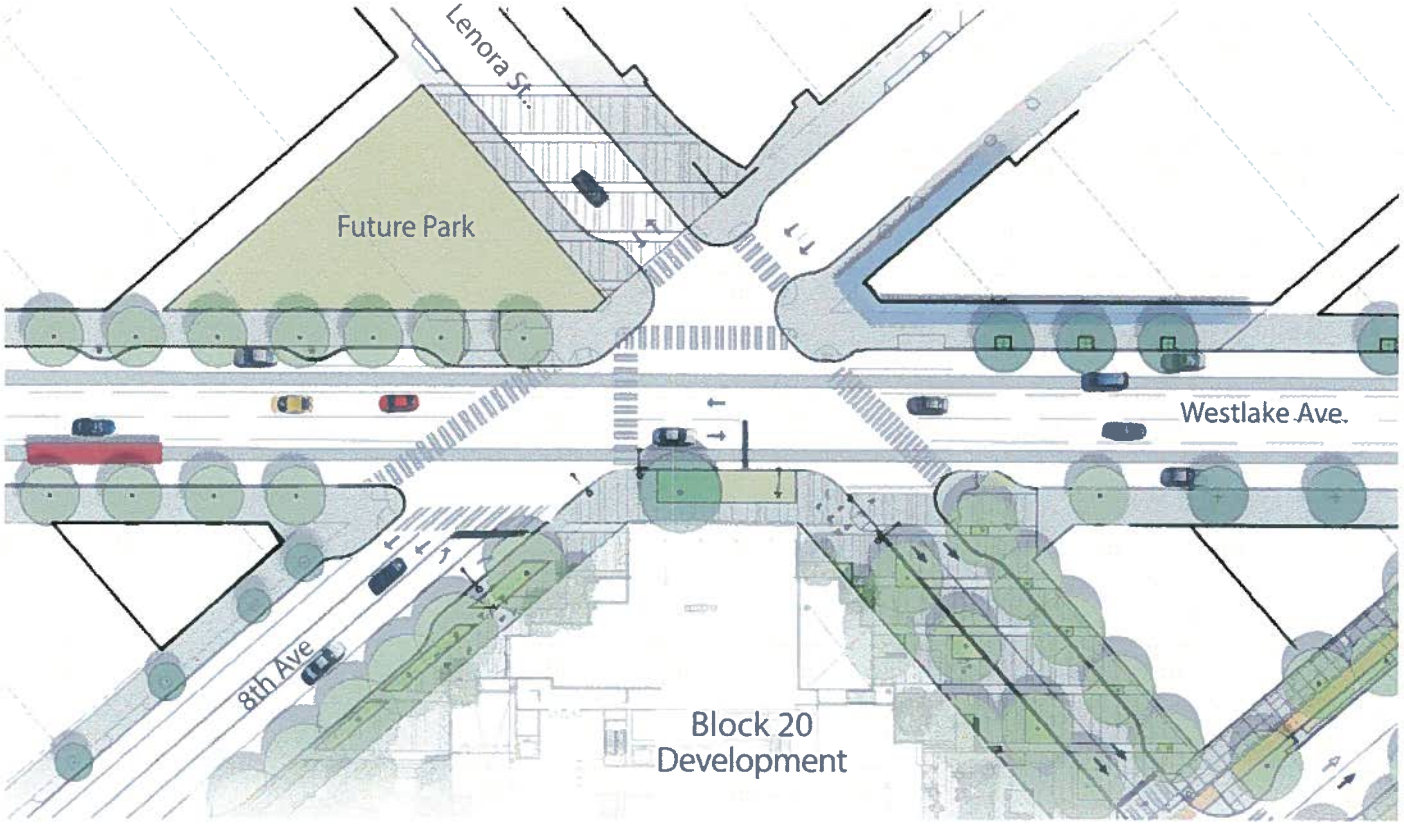
Intent to reduce the headway times from 15 minutes to 10 minutes

Note: As part of PCD public benefits, the Applicant will subsidize 7AM to 7PM weekday operations for the third streetcar for 10 years.

10. Contribution to Future Neighborhood Park

Contribution towards the development of a future neighborhood park at the corner of 8th Avenue, Westlake Avenue and Lenora St.





Drawing not to scale.

Potential Revenues to the City	Projected
Affordable Housing and Child Care Fund	32M
Purchase of TDRs	4M
WSST for Construction	$123M
B&O Tax	$8M
Permit Fees	$3M
Alley Vacation Fees	$10M
Projected Total:	$180M

Other Potential Ongoing Economic Benefits

- Increase in real estate property tax revenues as values increase
- Replacement of old clay tile utility infrastructure | Cost over $12M

Projected Design and Construction Jobs

- More than 5,000 jobs related to design and construction
- 10,000,000 labor hours
- $650,000,000 labor dollars

Projected Long Term Employment Growth

- 12,000 potential new jobs in Denny Triangle
- Multiplier effect for new employment at all wage and skills levels

"...for each new high-tech job in a city, five additional jobs are ultimately created outside of the high-tech sector in that city."

Enrico Moretti

Economist at UC Berkeley

Author of "The New Geography of Jobs"

Alley Vacation Public Benefits - Summary Tables

1. 7th Ave Cycle Track	Phase I Block 14	Phase II Block 19	Phase III Block 20
Physically separated cycle track, enhanced pedestrian zone/cycle track buffer with tree wells, contrasting paving surface, furnishings and stormwater planting areas	5,470 sf / 280 lf	7,390 sf / 380 lf	7,050 sf / 390 lf
Signalization improvements to accommodate cyclists, pedestrians and motorists.	7th Ave & Westlake	7th Ave & Lenora	7th Ave & Blanchard
Bicycle "daily/annual counter" northbound and southbound	-	-	1
Bicycle trash receptacles	2	2	2
Lean rails at intersection stops	2	2	2
Bicycle wayfinding signage as appropriate	1	1	1
Re-stripe existing bike lanes including transitions from proposed cycle track Lenora to Denny	2,740 lf	-	-
Permeable paving or pavers are being considered in collaboration with SDOT between the cycle track and sidewalk	280 lf	380 lf	390 lf
Contribution towards the City's technical analysis and its implementation of offsite cycle track improvements Note: Contribution to occur before issuance of the building permit for Block 14	$250,000	-	-

2. Shared Use Street/Enhanced Pedestrian Facilities on Lenora Street	Block 14	Block 19	Block 20
Enhanced pedestrian zone with tree wells, contrasting paving surface, and street furnishings	-	-	7,480 sf
Widened or rolled curbs	-	-	290 lf

3. Westlake Ave Street Improvements	Block 14	Block 19	Block 20
Analysis and creation of a scramble at the intersection of 7th Ave and Westlake Ave. Improvements would include:			
• Re-configuration of traffic signal at Westlake/7th/Virginia to allow for pedestrian scramble and bicycle crossings	4 - 6	-	-
• Construct curb bulbs on NW corner of 7th Avenue & Westlake Avenue (unify existing islands)	1	-	-
• Enlarge and enhance pedestrian island between 7th/Westlake/Virginia	1,200 sf	-	-
• Re-striping of two existing crosswalks and addition of one new crosswalk	3	-	-
• Install bicycle crossings across Westlake Avenue	1	-	-
Paving and landscape improvements at existing streetcar stop on Block 14	1,740 sf	-	-
Improved pedestrian crossings at the intersection of 8th Ave, Lenora and Westlake Ave. Features would include:			
• Re-configuration of traffic signals at Westlake/8th/Lenora intersection	-	-	4 - 7
• Striping of crosswalk	-	-	1

Alley Vacation Public Benefits - Summary Tables

	Phase I	Phase II	Phase III
4. Blanchard Street – Enhanced Green Street by 10' Voluntary Setback	**Block 14**	**Block 19**	**Block 20**
Voluntary 10' building setback to allow for widened sidewalk, additional landscape and use by adjacent retail	-	2,230 sf	2,140 sf

5. Other Voluntary Building Setbacks	**Block 14**	**Block 19**	**Block 20**
Voluntary building setbacks within property line allowing for landscape and sidewalk improvements (Excludes Blanchard Street)	1,940 sf	2,510 sf	2,270 sf

6. Enhanced Right of Way Improvements	**Block 14**	**Block 19**	**Block 20**
Landscape and sidewalk improvements beyond existing curbline	6,320 sf	6,580 sf	8,530 sf
Double row of trees (Allee) on 7th Avenue - Note: The Applicant is working with SDOT to determine the quantity of street trees to meet required clearances	4-6 add'l trees	4-6 add'l trees	4-6 add'l trees
Curb bulbs	At corners	At corners	At corners
Wayfinding & Signage per the Center City Wayfinding Plan (one on-site and one off-site)	2 signs	2 signs	2 signs

7. Art Program	**Block 14**	**Block 19**	**Block 20**
Signature art pieces	1	-	1
Integrated art within Right of Way (manhole covers, site furnishings, etc.).	all	all	all

8. Additional Overhead Protection	**Block 14**	**Block 19**	**Block 20**
100'-long overhead canopy connecting buildings between the mid-block	-	1,200 sf	-

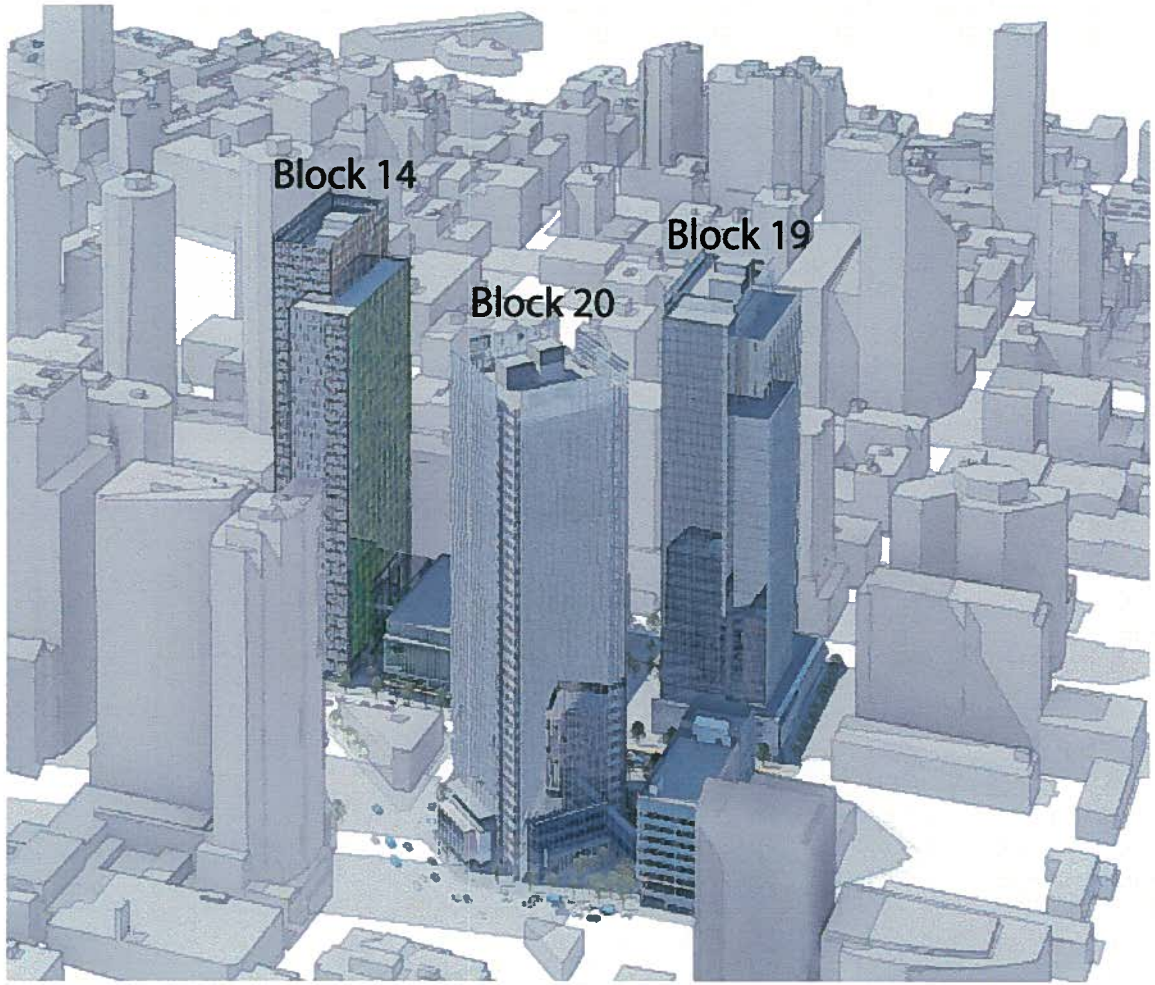
9. Fourth Streetcar	**Block 14**	**Block 19**	**Block 20**
Sponsorship and contribution to the City's purchase of a fourth streetcar - Note: Phased contributions to occur before the completion of Block 14 - Note: Sponsorship branding to be part of the package	$3.7M	-	-

10. Contribution to Future Neighborhood Park	**Block 14**	**Block 19**	**Block 20**
Contribution towards the development of a future neighborhood park at the northwest corner of 8th Avenue, Westlake Avenue and Lenora St.. This property is commonly referred to as the Enterprise Car site. - Note: Contribution to occur before issuance of the building permit for Block 20	-	-	$150,000

Rufus 2.0 benefits the City and the local economy

Development on these parcels:

- **Leverages decades of public investment and policy decisions**
  - Brings to life the Denny Triangle Neighborhood Plan
  - Achieves Seattle Comp Plan's growth and density objectives
  - Enhances urban form by coordinating the design and development of these three blocks
- **Benefits the environment by concentrating growth in the urban core**
- **Introduces new jobs and energy to Seattle by headquartering a Fortune 100 tech-oriented firm in downtown**



Aerial view of 3-Block Development looking Southwest

Target Schedule and Next Steps
Design Review and City Meetings

Planned Community Development - Open House	March 13, 2012 (complete)
Design Review Board - Early Design Guidance Meeting #1	March 27, 2012 (complete)
Design Commission - Project Briefing	April 5, 2012 (complete)
City Council - Project Briefing	May 7, 2012 (complete)
Design Review Board - Early Design Guidance Meeting #2	May 8, 2012 (complete)
Design Commission - Urban Design Merit Approval	May 17, 2012 (complete)
Design Review Board - Recommendation Meeting #1	July 7, 2012 (complete)
Design Commission - Public Benefit Approval	July 19, 2012 (complete)
Design Review Board - Recommendation Meeting #2	August 14, 2012 (complete)
Public Art Advisory Committee - Briefing	August 28, 2012 (complete)
SDOT Recommendation to City Council	Mid-September 2012 (complete)
Public Hearing & Transportation Committee Meeting #1	September 25, 2012
Design Review Board - Recommendation Meeting #3	September 25, 2012
Transportation Committee Meeting #2	October 23, 2012
City Council Vote on Conditional Approval	November 5, 2012
MUP (Master Use Permit) Decision	Mid-December 2012
Target Closing	Mid-December 2012