

Specific recommendations for further improvement to the proposed redevelopment of the Greenwood Market / Fred Meyer parcels at 100 NW 85th Street (DPD Project # 3010265)

July 09, 2009

To Whom it May Concern,

The following is a point by point analysis and suggested set of improvements to the proposed Fred Meyer Development project proposed for 100 NW 85th Street in Greenwood, as presented on July 9th. These comments are consistent with the goals of a parallel legislative rezoning process of this parcel that our group (the GGDDAG) is current pursuing, in cooperation with this applicant and other community members. That proposed non-contract rezone will include development conditions to benefit the neighborhood that reflect these specific comments. More information on the rezone proposal is available, please contact us below.

We are a group of concerned professionals living in the neighborhood, who believe firmly that **Greenwood Deserves Better Development**. We see it as our obligation to the community to help improve the quality, and long term sustainability, of this project.

Thank you for your time and effort, and let us know if we can be of any assistance.



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Specific Recommendations and Comments:

Major Points of Concern:

Feasibility: This is a difficult site, as we have seen in prior proposals for this location. It is complicated by poor soil conditions, and has several added responsibilities as part of the residential Urban Village. Given the degree of excavation required for the current proposal, we are concerned about the feasibility of that option, and the likelihood that it maintains its positive elements moving through the design process.

Store Footprint: The store footprint size in the current proposal appears to compromise the circulation through the site and leads to some awkward configurations of the pedestrian space above ground. Given the two story configuration shown, it seems possible to stack additional portions of the store to reduce the overall footprint.

Overall Clarity: While the proposal includes some positive moments, the overall goal of creating a walkable, bikeable, urban space has not been achieved. Strengthening of grid elements, encouraging greater density, and further development of the public spaces should all be explored per the comments below. We don't feel that the neighborhood spaces and open space associated with the project should be perceived as a retail amenity. Instead, they should feel like a neighborhood amenity.

Suggested Further Development:

The following comments on the current proposal correspond to the 12 Development Guidelines developed by the GG.DDAG, and provide suggestions for further development of the project based on those ideas (The guidelines were developed by the GG.DDAG as a result of several workshops we held with the developer and other design professionals earlier this year, and are included below).

Open Space:

- a. How does this proposal respond to the Green street designation of 1st Ave NW? Expand green spaces along 1st Ave – creating viable retail spaces that can interface successfully with this green corridor.
- b. Additional interior courtyard spaces associated with residential units is a good idea. Increase pedestrian access points to “upper level” and courtyard spaces.
- c. Roof is still way too dedicated to parking. Consider higher density buildings and associated private and semi-private spaces. Some of these spaces could also serve as activity areas on the “back side” of the retail shown along 85th and 1st.
- d. Secondary spaces at residential areas seem believable. Use a similar approach to the retail buildings & spaces. See alleyways concept. How does the development connect across to the other potential development sites to the East? West?
- e. See comments under “public realm” below.

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2. Grid:

- a. We are excited about the location of a private 2nd Ave NW at mid block along 85th. Additional steps should be taken to improve the viability of this “street” as a primary pedestrian & vehicle circulation path. Should include elements blurring the line between public and private
- b. The North terminus of 2nd Ave NW into the parking garage is not adequate. The bridge used over Morrow lane is of concern as well, as it separates the two pedestrian areas. 2nd Ave NW should connect to Morrow Ln directly, this could be accomplished by grading the street to meet Morrow to allow pedestrian and vehicle circulation.
- c. 2nd Ave NW circulation should extend through the parking garage to 87th to complete the connection. Eroding the store footprint to allow gradual grading to 87th street profile could allow this to happen, which would make the N-S connection to the neighborhood complete.
- d. Also of great concern is the W terminus of Morrow Lane. This second primary circulation route is not adequate or urban enough to serve as a viable massing break and corridor. Explore options of subterranean loading function or relocate loading function for the store at the West edge to allow Morrow to connect directly to 3rd. Grade Morrow Ln gradually from 1st to 3rd.

3. Adjacency:

- a. See comments under “grid” regarding continuity of 2nd Ave NW and Morrow Lane. Increased density and height will foster similar development on adjacent sites.

4. Public Realm:

- a. There is a major destination space located on the parking area on the NE corner of the retail roof that connects to the plaza at grade there. This space is intended to serve as the defacto “town center”. The current iteration is too related to the garden center and store entry. This space should not be simply a front door to the FM retail space. It should also not be located exclusively on the roof at a level above grade. Consider a structure or destination that is visible from Morrow looking E from Greenwood. Consider higher density edges at this corner. Consider smaller scale retail associated with activities on this space. Program for this space may include: farmers market, outdoor movies, etc. Increased green space and planning to associate this area with the conservation area and other “green features” along 1st should be explored.

5. Transit:

- a. We strongly support improvements along 85th, and the associated green space amenity associated with the bus stop there.

6. Compact Mixed Use Development:

- a. Current proposal does not meet density goals for the site. Consider higher density buildings or phased development, concentrate massing along 85th, 3rd, and 1st. Plan for structural system above larger retail that can accommodate future phases, or erode store footprint (or stack store) to allow for more high density structures on the site, particularly along 85th and 1st. Single story development along these edges is not preferred.

7. Service Access:

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- a. See comments on E end of Morrow under “grid”. Current iteration interferes with continuity of public realm feeling of Morrow at the critical connection to the neighborhood. Relocate FM mechanical/loading.

8. Store Sizes:

- a. Increase number and size of retail spaces along the street frontages to ensure more retail diversity. Consider deeper store footprints, or traditional, separated mixed use building development possibilities, especially along 1st Ave. Retail spaces along 85th and 1st seem narrow and insignificant. How do these spaces activate the upper plaza? What is viability/vision for these retail spaces on all edges?

9. Entrances:

- a. Multiple FM store entrances would be more conducive to site activation, and would encourage pedestrian circulation directly from neighborhood.

10. Parking:

- a. Parking is too concentrated. Lots on top or retail store are too large. Consider smaller scale teaser lots more equally distributed around the site.
- b. Parking garage should be used by visitors to all of Greenwood, and be designed to be clearly identified as such.

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INCLUDED FOR REFERENCE:

GG.DDAG Project Guidelines *(This is a series of 12 key guidelines for the development of this site and the surrounding parcels, as developed by the volunteers of the GG.DDAG.)*

- 1. Prior Planning - Growth Management Act, Seattle's Comprehensive Plan & the Urban Village Strategy, Neighborhood Plan** - *Respect and respond to all elements of Seattle's Comprehensive Plan including but not limited to all policies & strategies relevant to Residential Urban Villages.*
- 2. Zoning:** *Zoning designations are still being discussed internally by GGLUDD in order to determine which zoning designation is most consistent with the mixed use / neighborhood commercial intent and pedestrian / bicycle / transit rider modal preference over auto dominance of Residential Urban Villages as per the Comprehensive Plan and Neighborhood Plan. NC2 40, NC2 65, and ways to further incentivize compact mixed use walkable, bikeable development.*
- 3. Open Space:** *Identify and develop a hierarchy of people-centered programmable open spaces for public use around which the town center can develop and connect to the main streets. Consider termination of Morrow Lane at a town square. Create a sense of place by scaling the town square properly, detailing it with dignity, and defining the space sufficiently with buildings that interact with the space. Plan for a variety of open spaces that optimize solar orientation and are protected from wind. Address the needs of all ages of users in the varied open spaces including but not limited to play spaces, seating areas, public gathering spaces, green spaces and a town square where a flea market / street market could occur regularly. Consider a landmark in the town square and plan for adjacency of some surface parking to accommodate flea / street market vendors.*
- 4. Grid:** *Create an at-grade exterior walkable / bikeable circulation system with a maximum 300'x 300' grid. Bisect / Supplement main grid with a finer grain circulation system of alleyways for service, pedestrians, and bikes. Align and re-establish 2nd Ave NW. Plan for a mid-block crosswalk at 2nd Ave N across NW 85th St. Respect Green Street designation of 1st Ave NW.*
- 5. Adjacency:** *Connect the development seamlessly with the existing streets and adjacent development*
- 6. Public Realm:** *Concentrate on the quality of the space in the public realm even if it's actually privately owned. Street trees, wide sidewalks, attractive pavement, buildings that are interesting at the pedestrian level, site furnishings, and comfortable spaces that encourage foot traffic, transit use, and bicycles should all be considered.*
- 7. Transit:** *Address importance of NW 85th St as a Pedestrian Overlay Zone. Plan to accommodate a very integrated, welcoming, attractive and comfortable transit stop on NW 85th St.*
- 8. Compact Mixed Use Development:** *Promote healthy human habitat including family habitat and senior habitat with compact mixed income mixed-use development across the site. Develop 4 – 6 story buildings that result in density of 30 – 50 HH / acre. In general, development that is sustainable economically, socio-culturally, and environmentally should be fully explored.*
- 9. Service Access:** *Create service access from alleys and below grade as possible (depending on Peat Settlement Zone implications). Consider small parking pockets in alleys for short term use.*

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- 10. Store Sizes:** *Create a variety of commercial spaces including retail, services, community uses, and offices. Create a variety of sizes that conform to NC 2 guidelines.*
- 11. Entrances:** *Provide entries to commercial and residential spaces along all building facades on the main grid at grade. Consider space between sidewalks and doors that allow the commercial spaces to interact with / spill out onto the sidewalk and allow residential uses a transition area between public and private space. . Consider 4 second changes for pedestrian level experience along sidewalks. Include a minimum of one entrance per 25,000 sf of single use commercial space.*
- 12. Parking:** *Provide residential and employee parking below grade if possible (depending on Peat Settlement Zone implications). Incentivize employees that arrive on foot, bicycles and via transit. Provide commercial parking in a “tenant neutral” structured mixed use garage or garages above grade and open to daylight that can function as shared parking for the larger business district including the existing commercial uses on the main streets. Provide universally accessible surface parking in small teaser lots that reduce distances for off-peak shopping by mobility impaired customers and seniors. Connect teaser lots to structured parking. Provide convenient bike parking throughout the site.*

Thank you for this opportunity to provide guidelines for development of the site.

Greater Greenwood Design and Development Advisory Group (GG.DDAG)

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