

[Re]Vision The Ave

ECONOMIC & HOUSING
DEVELOPMENT STRATEGIES
FOR UNIVERSITY WAY

URBDP 507 | Spring 2022

W UNIVERSITY of WASHINGTON

Market Rate Development Opportunities



AGENDA

1. Background

- a. Who we are, timeline, goals

2. Interventions

- a. Neighborhood Interventions
- b. Affordable Housing Development
- c. Market-rate Development
- d. Adaptive Reuse of the University Book Store

3. Conclusions



Who We Are



1st Year “MUP”s



6 Languages



12 States - 6 Countries



Professional experience in:
Planning/Assessing, Architecture, Federal, State & Local
Government, Military, Media, Policy Advocacy,
Education, Sales, Insurance, and more...



University Book Store.

THE **U** DISTRICT
PARTNERSHIP

W **Alumni**
ASSOCIATION
UNIVERSITY *of* WASHINGTON



INTERVENTIONS

- 1. NEIGHBORHOOD INTERVENTIONS
- 2. AFFORDABLE HOUSING DEVELOPMENT
- 3. MARKET RATE DEVELOPMENT
- 4. ADAPTIVE REUSE OF BOOK STORE



twitter: @bobco85







The fall (and rise?) of 'the Ave.'

Once Seattle's second Main Street, the Ave. has fallen on hard times. Can the UW and the community save what's left?

STORY AND PHOTOS BY JON MARMOR | DEC. 1995 ISSUE

“THE AVE” - UNIVERSITY WAY NE



SOCIAL MOBILITY

Embedded within our work is the goal to enhance the ability for people to use The Ave to improve their socioeconomic status.

HOUSING



AMENITIES



**ECONOMIC
VITALITY**



TIMELINE

URBDP 506 - Studio Prep
Winter Quarter
January - March 2022

Understand Challenges

Initial Conditions Report

URBDP 507 - “[Re]Vision The Ave”
Spring Quarter
March - June 2022

Design Interventions

Final Website

[RE]VISION THE AVE: INTERVENTIONS

NEIGHBORHOOD INTERVENTIONS



2. AFFORDABLE HOUSING DEVELOPMENT



3. MARKET-RATE DEVELOPMENT



4. ADAPTIVE REUSE



NEIGHBORHOOD INTERVENTIONS

PEDESTRIAN OPPORTUNITY

How we can make space for more visitors and customers on The Ave as access to the U-District increases?

DESIGN INTERVENTIONS

Demonstration projects to catalyze additional placemaking and design intervention efforts along

The Ave

CURRENT PLACEMAKING AND DESIGN INTERVENTION



**WOONERF ON
43RD**



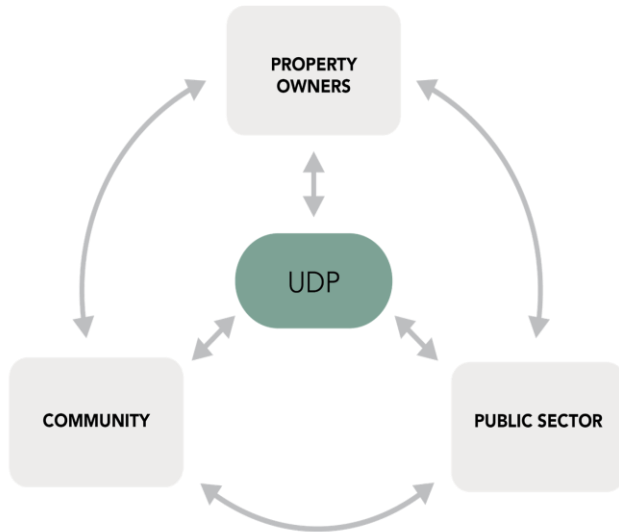
**MURALS
(located on 43rd)**



STREET FAIR

URBAN DESIGN AND PLACEMAKING TOOLKIT

Intended for reference of key players:



NEIGHBORHOOD INTERVENTIONS: VISION



**NATURAL
LANDSCAPE**

**LOCAL SPIRIT
& HISTORY**

ACADEMIA

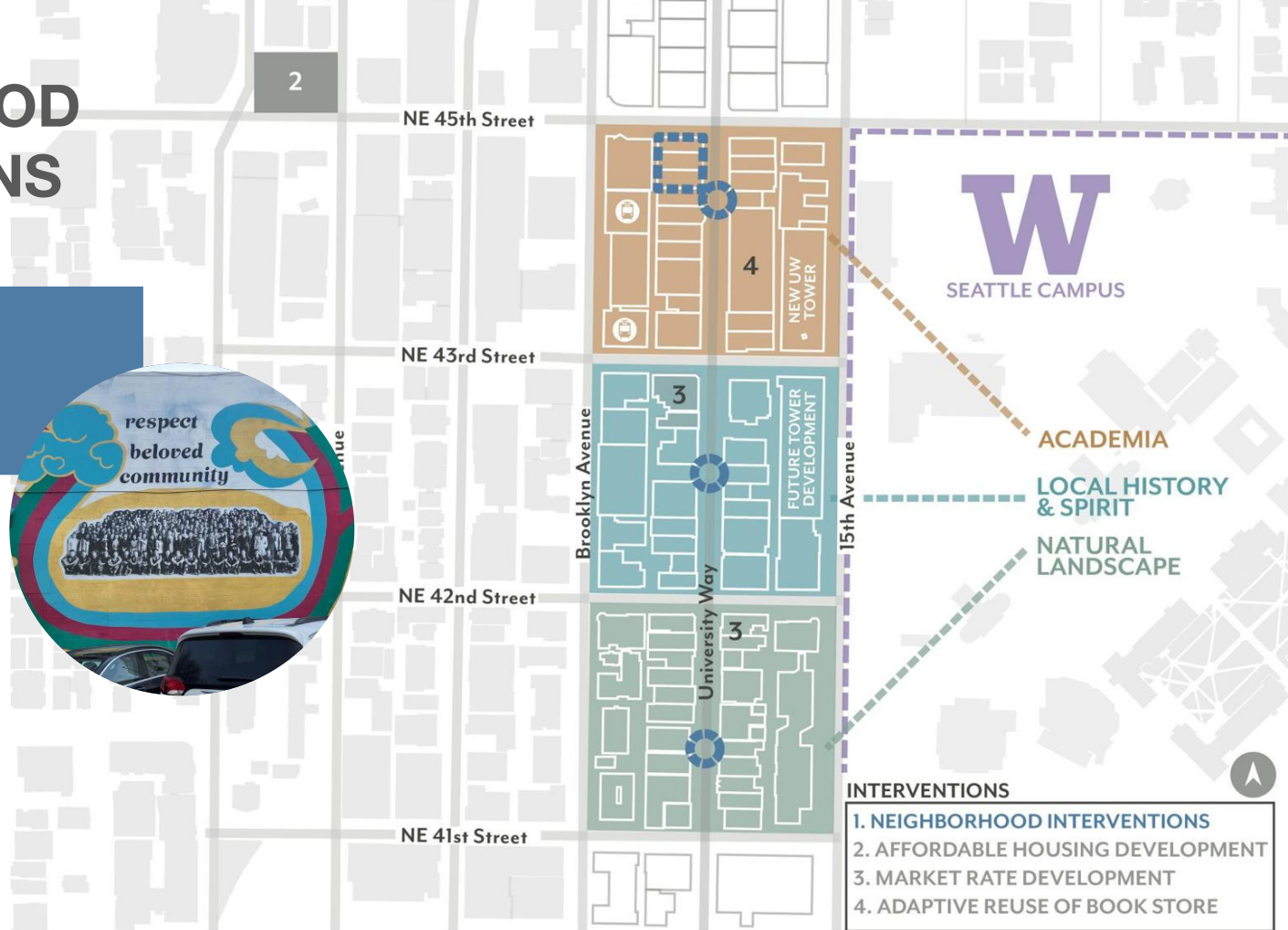


Proposed Block Identity: Defining blocks using thematics

Demonstration Projects: Process-oriented suggestions intended to guide community partners in kickstarting placemaking and design intervention efforts along The Ave

NEIGHBORHOOD INTERVENTIONS

PROJECT LOCATIONS



2

NE 45th Street

NE 43rd Street

NE 42nd Street

NE 41st Street

Brooklyn Avenue

University Way

15th Avenue

4

3

3

NEW UW TOWER

FUTURE TOWER DEVELOPMENT

W
SEATTLE CAMPUS

ACADEMIA

LOCAL HISTORY & SPIRIT

NATURAL LANDSCAPE

INTERVENTIONS

1. NEIGHBORHOOD INTERVENTIONS
2. AFFORDABLE HOUSING DEVELOPMENT
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COMMUNITY CROSSWALKS

LOCATOR MAP



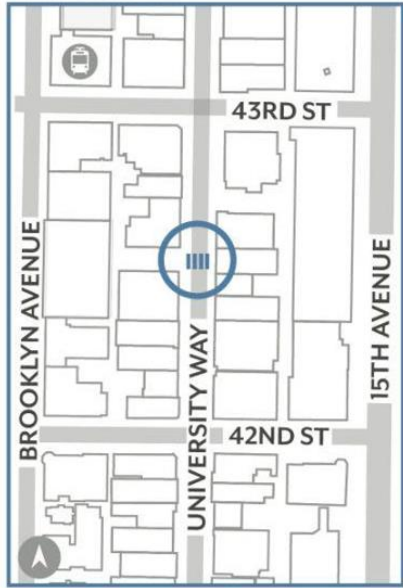
COMMUNITY CROSSWALKS

LOCATOR MAP



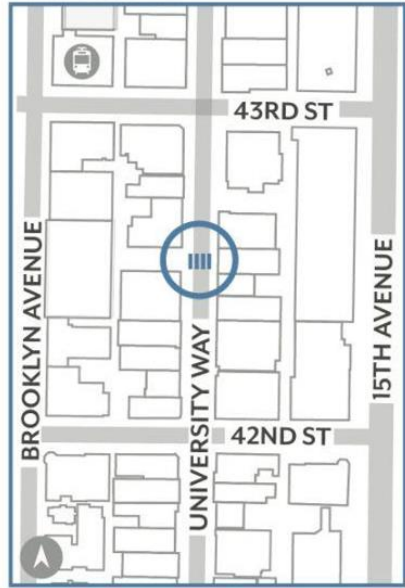
COMMUNITY CROSSWALKS

LOCATOR MAP



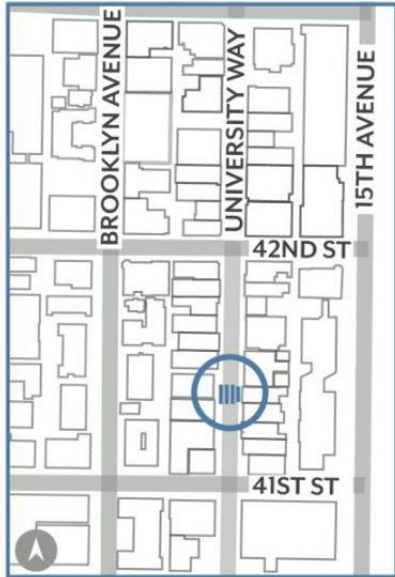
COMMUNITY CROSSWALKS

LOCATOR MAP



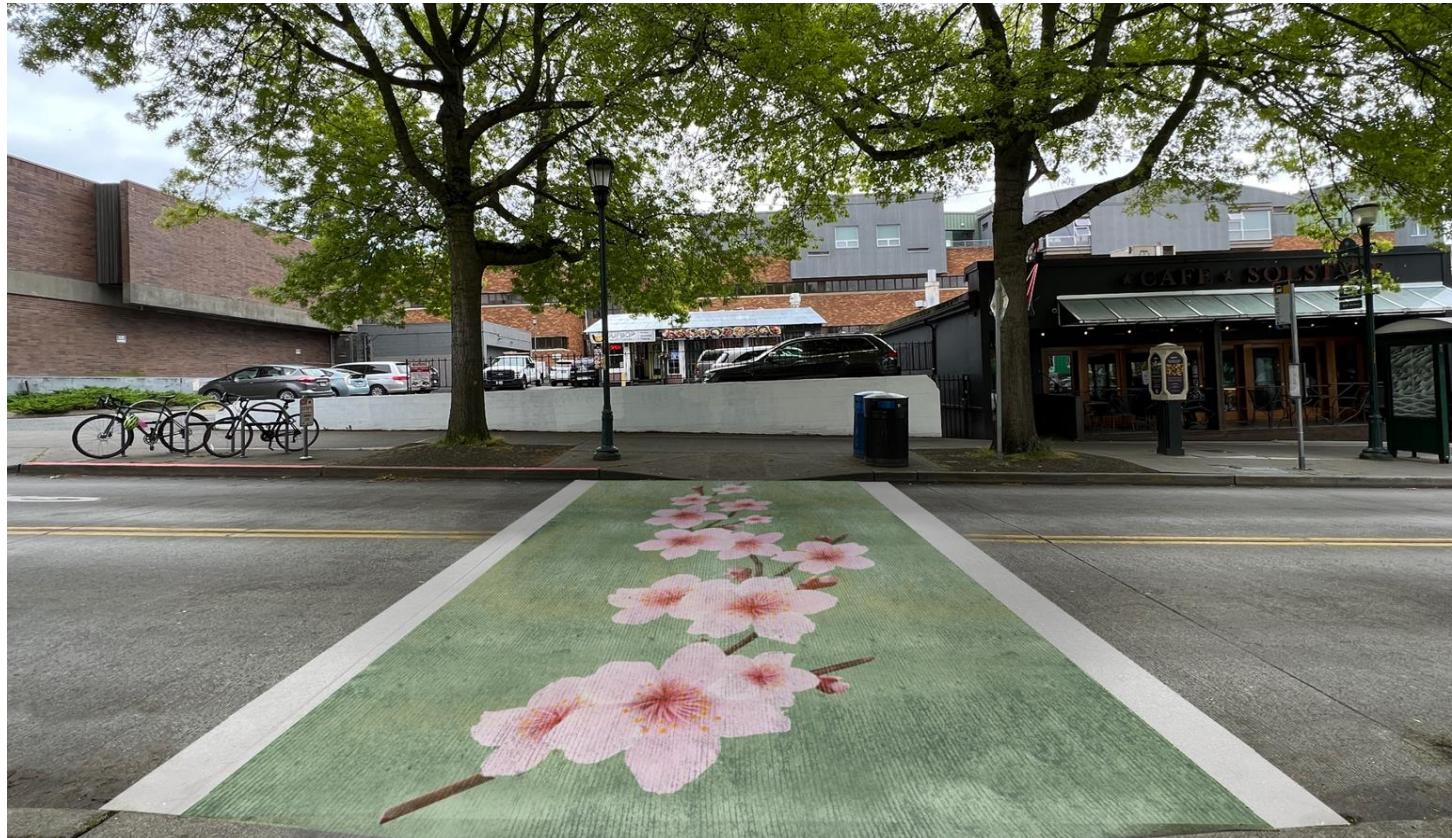
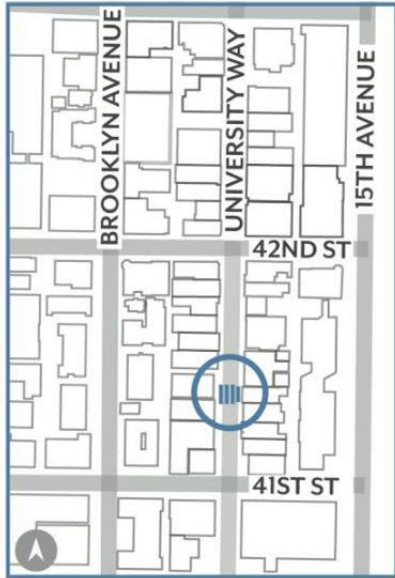
COMMUNITY CROSSWALKS

LOCATOR MAP



COMMUNITY CROSSWALKS

LOCATOR MAP



FACADE IMPROVEMENTS

LOCATOR MAP



FACADE IMPROVEMENTS

LOCATOR MAP



FACADE IMPROVEMENTS

LOCATOR MAP



FACADE IMPROVEMENTS

LOCATOR MAP



FACADE IMPROVEMENTS

LOCATOR MAP

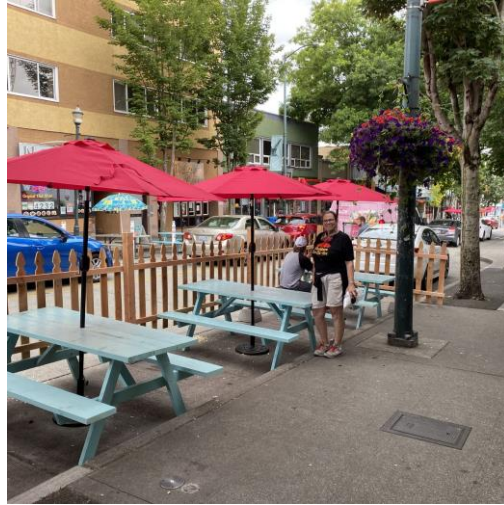


FACADE IMPROVEMENTS

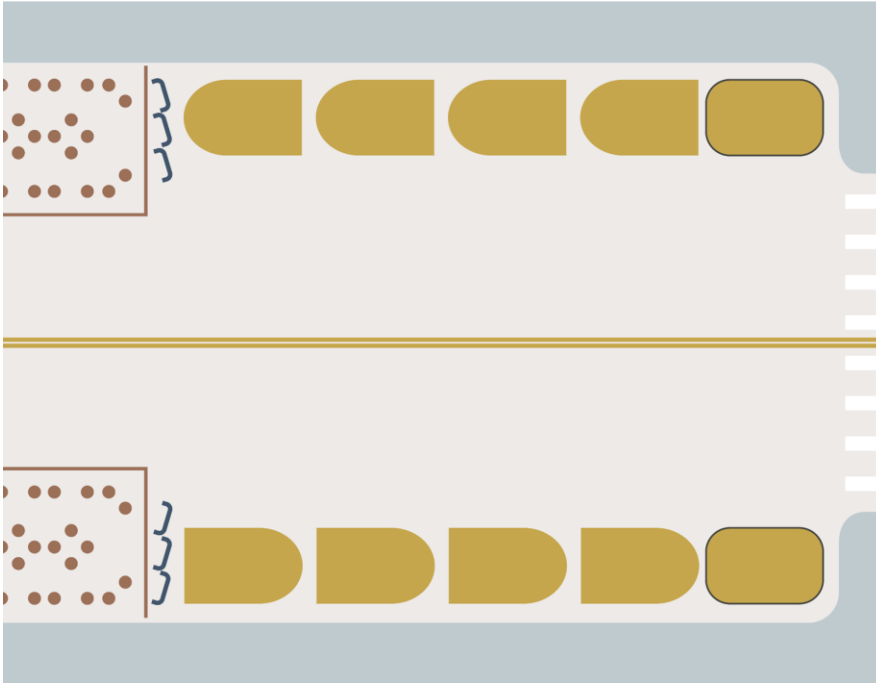
LOCATOR MAP



PEDESTRIAN OPPORTUNITY



PEDESTRIAN OPPORTUNITY



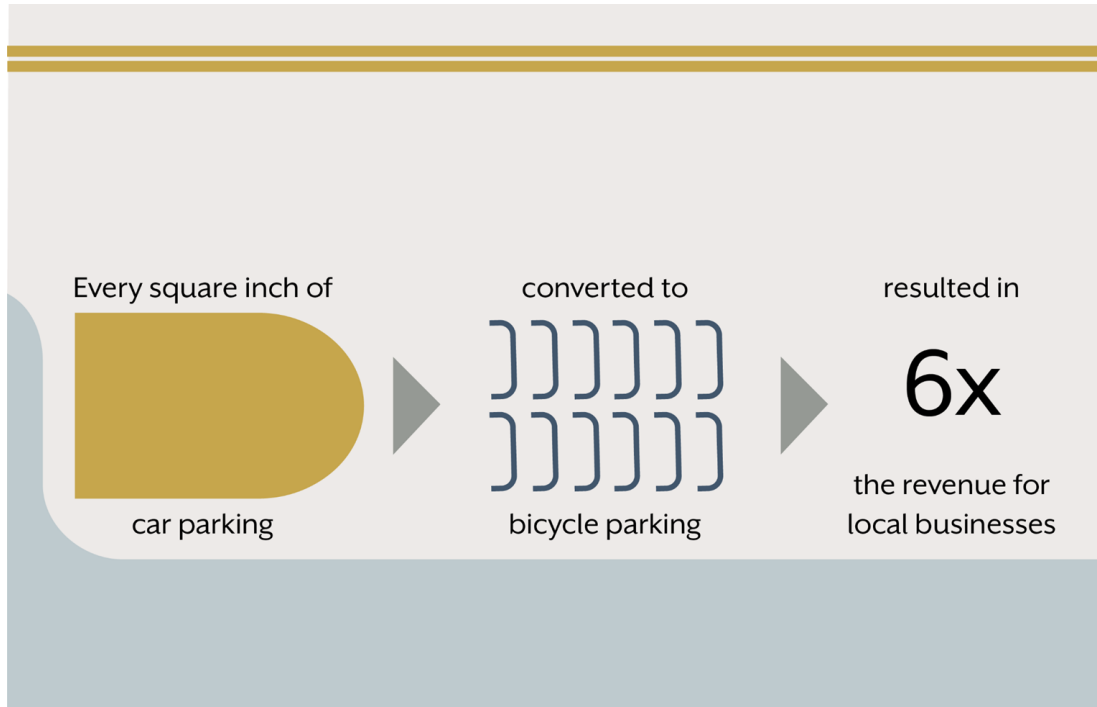
Of the curb...

70% is car parking

8% is under 30 minute loading

22% is pedestrian and cycling amenities

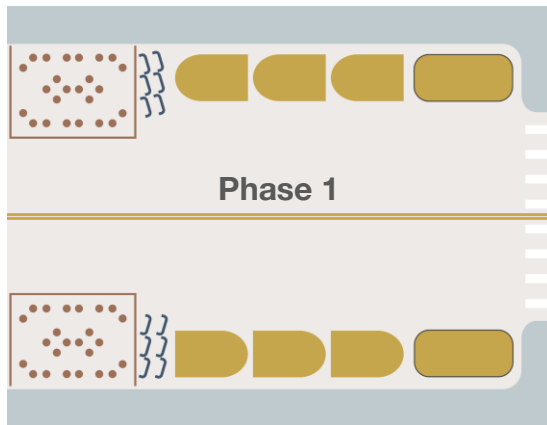
PEDESTRIAN OPPORTUNITY: CASE STUDIES



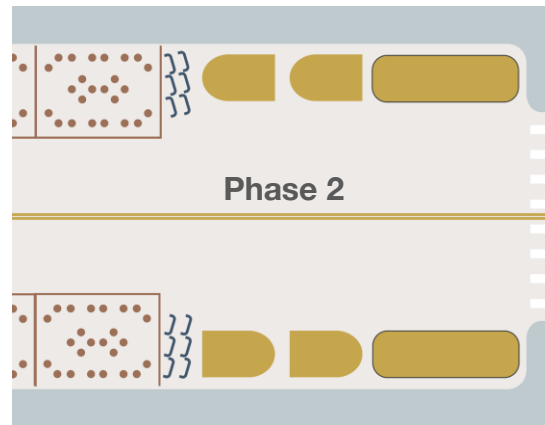
Other results of strengthening pedestrian access:

- Increased sales
- Increased occupancy rates
- Business growth, extended operation hours, labor force expansion

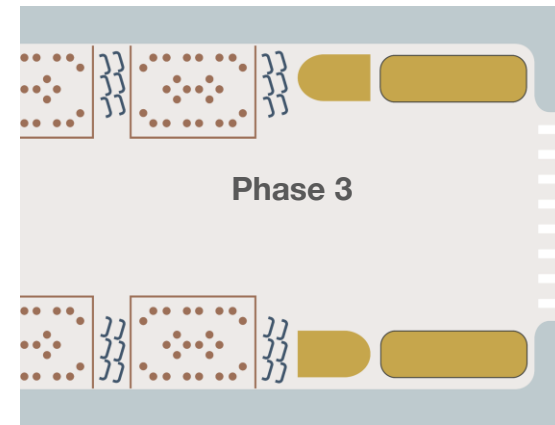
PEDESTRIAN OPPORTUNITY: POLICY RECOMMENDATIONS



50% car parking
20% <30 minute loading
30% pedestrian and cycling amenities



35% car parking
30% <30 minute loading
35% pedestrian and cycling amenities



10% car parking
30% <30 minute loading
60% pedestrian and cycling amenities

Regular, temporary street closures
Adding bike parking
Adding streeteries and benches

Lowering the speed limit
Moving away from thoroughfare
design clues to pedestrian ones

AFFORDABLE HOUSING DEVELOPMENT

SOUND TRANSIT PROPERTY



NE 45th Street

NE 43rd Street

NE 42nd Street

NE 41st Street

Brooklyn Avenue

University Way

15th Avenue

4

NEW UW TOWER

3

FUTURE TOWER DEVELOPMENT

3



INTERVENTIONS

1. NEIGHBORHOOD INTERVENTIONS
- 2. AFFORDABLE HOUSING DEVELOPMENT**
3. MARKET RATE DEVELOPMENT
4. ADAPTIVE REUSE OF BOOK STORE



SOUND TRANSIT PROPERTY: CURRENT STATE

LOCATOR MAP



**TEMPORARY | TINY HOUSES
FEDERAL LIEN | PRIME LOCATION**

SOUND TRANSIT PROPERTY: SITE BACKGROUND

Address:

1000 NE 45th St
Seattle, WA 98105
Parcel Number: 773360-0155
Current Use - District 4 Tiny Home Village
Current Owner - CPSRTA (SOUND TRANSIT)

Zoning:

SM-U 95-320 (M1)
University Community Urban Center

Land Area:

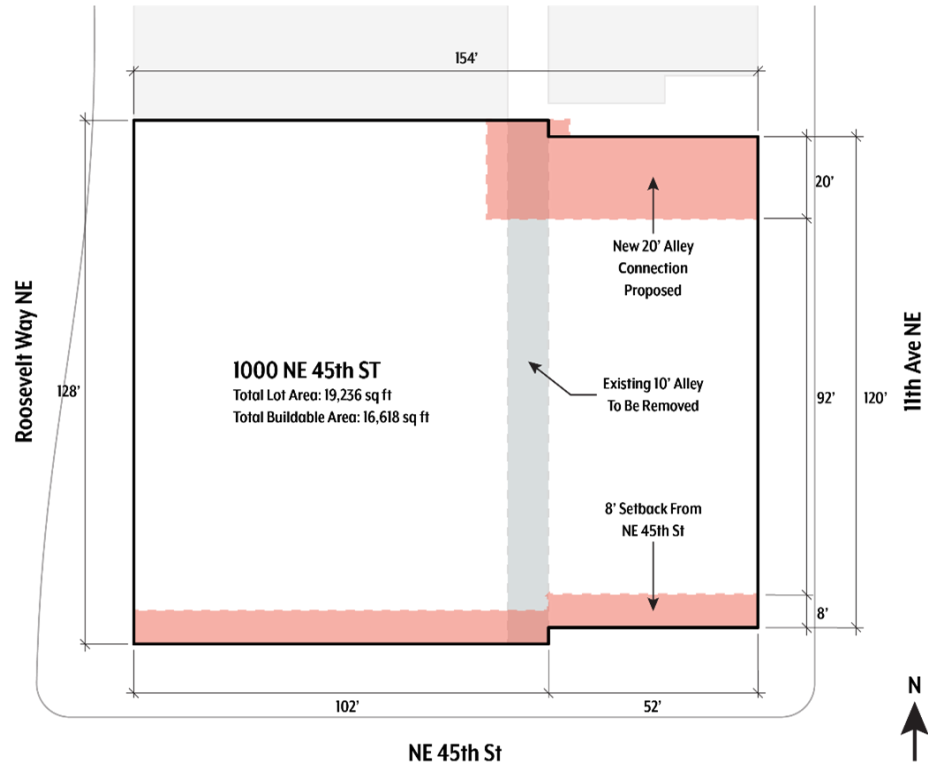
Total Parcel Area: 19,236 sq ft*
Total Buildable Area: 16,618 sq ft*
*Estimated Areas

Floor Area Ratio (FAR) MAX:

Up to 75 ft: 4.75
Residential & Mixed-Use: 12.00
Commercial: 7.00

Height Limit:

Max Height 320 FT
Midrise Height Limit 95'
Highrise Height Limit 320'
Floor Plate Size Restrictions above 95'



SOUND TRANSIT PROPERTY: DEVELOPMENT STANDARDS

Additional FAR:

65% Affordable Housing

Residential:

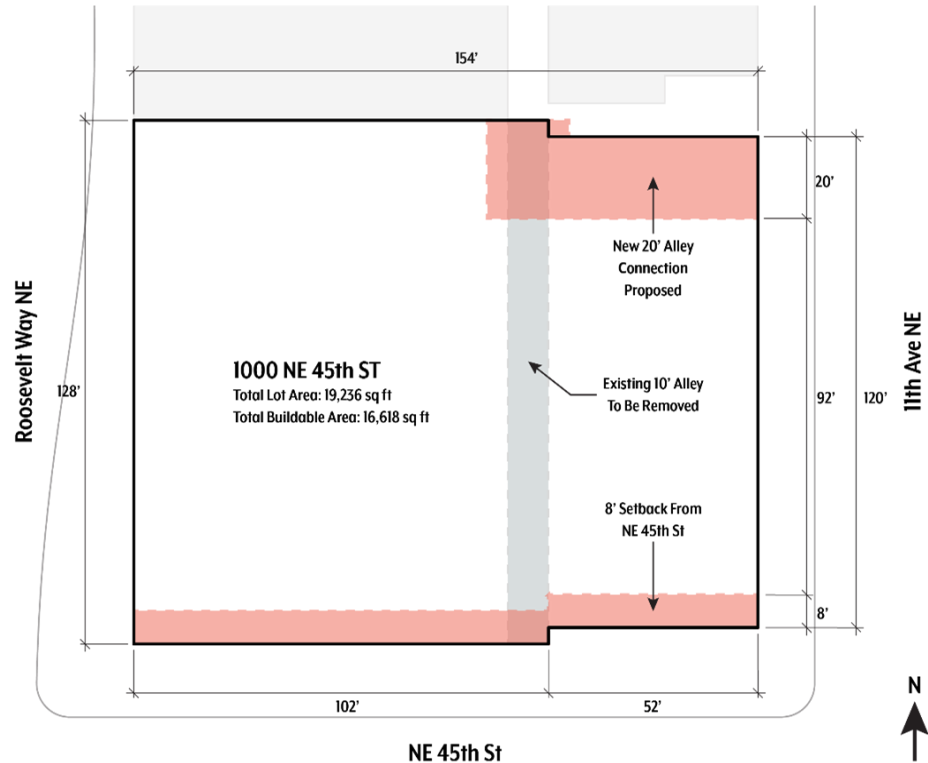
- Affordable housing per SMC 23.58A.014
- Non-Residential:
 - MHA affordable housing 23.58A.014 and
 - Childcare (8,000sf) per SMC 23.58A.024

35% Open Space

- Acquire open space or TDP LEED Gold certification
- Provide open space amenities (Residential 15,000sf max)

Floor Area Exempt from FAR:

- Bicycle Commuter Shower Facilities
- 3.5% of chargeable gross floor area for Mechanical allowance
- Human Service Uses
- Up to 25,000 square feet of a community center (open to the general public)
- Recommended Exempt Uses:
 - Public parks
 - Arts facilities
 - Child care centers



SOUND TRANSIT PROPERTY: SCENARIO A

PERMANENT SUPPORTIVE HOUSING

Public Development:

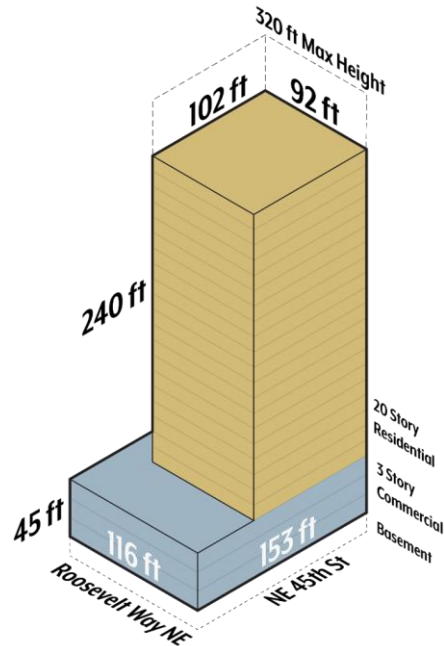
Public funding
0% AMI

Construction:

Glass, Steel, Concrete
Types I & II

Wrap-Around Services:

Drop-in hygiene center
Health services



Residential:

9,384 sq ft x 20 Floors
131,376 sq ft Habitable

150 Studios at 450 sq ft AND
85 1 Bedrooms at 750 sq ft

Commercial/Human Services:

16,210 sq ft x 3 Floors
38,904 sq ft Operable

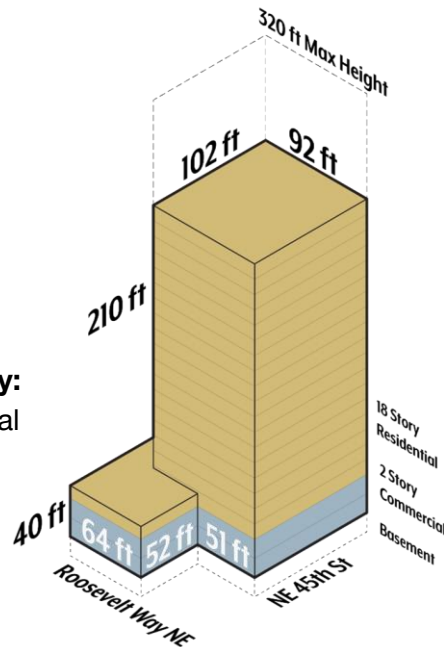
SOUND TRANSIT PROPERTY: SCENARIO B

AFFORDABLE HOUSING DEVELOPMENT

Non-profit Development:
30-60% AMI

Construction:
Mass Timber/CLT
3 Stories Type I +
18 Stories IV-A MAX

Community & Cultural Amenity:
Community-oriented Commercial



Residential:

9,384 sq ft x 18 Floors
118,238 sq ft Habitable

100 Studios at 620 sq ft AND
50 1 Bedrooms at 720 sq ft AND
15 3 Bedrooms at 1200 sq ft

Commercial/Community Amenity:

13,544 sq ft x 2 Floors
21,670 sq ft Operable

MARKET RATE DEVELOPMENT

“FLOWERS+”



2

NE 45th Street

NE 43rd Street

NE 42nd Street

NE 41st Street

11th Avenue

Brooklyn Avenue

University Way

15th Avenue

NEW UW TOWER
FUTURE TOWER DEVELOPMENT

University Way

University Way

W
SEATTLE CAMPUS

“FLOWERS+”

“BIG RED”

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4. ADAPTIVE REUSE OF BOOK STORE



MARKET RATE DEVELOPMENT



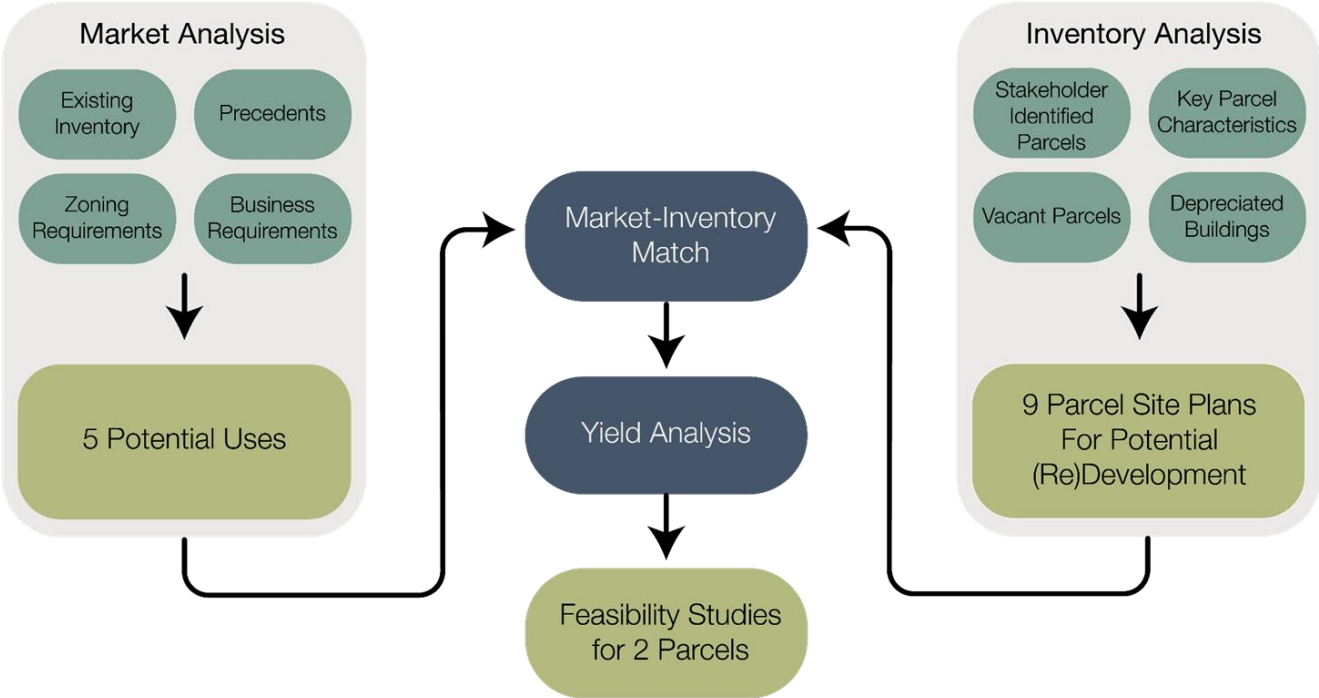
“BIG RED”



INTERVENTIONS

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METHODOLOGY



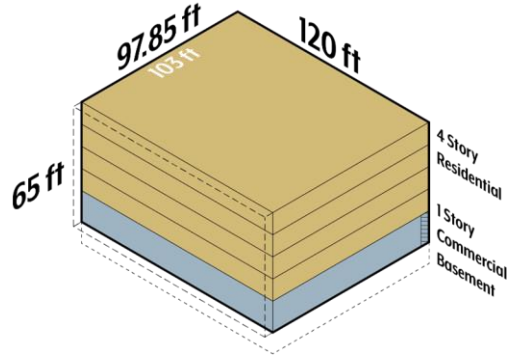
“FLOWERS+”: CURRENT STATE

LOCATOR MAP



**HIGH TURNOVER | INCONSISTENT HOURS
DEPRECIATED CONDITION | PRIME
LOCATION**

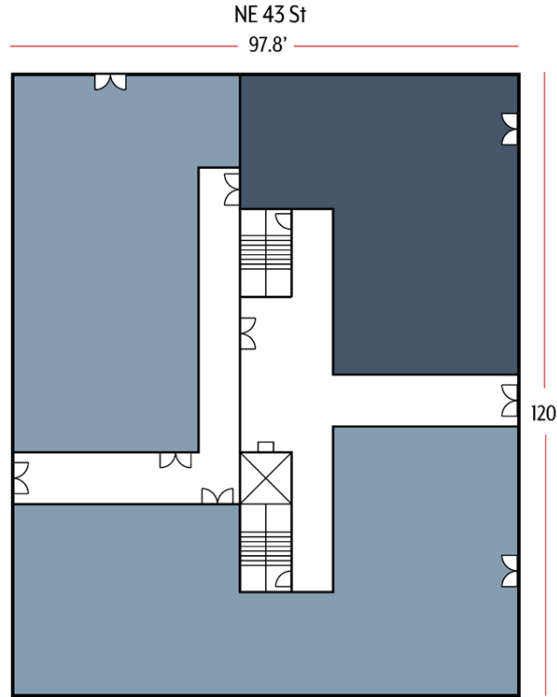
“FLOWERS+”: SCENARIO A



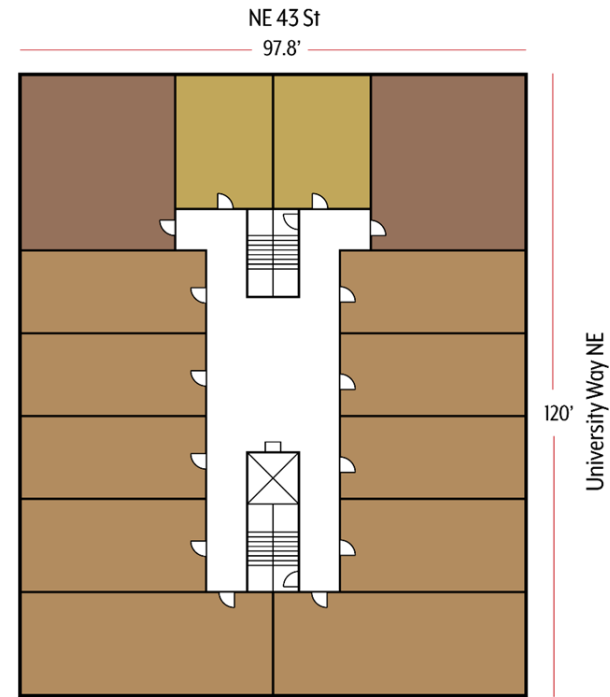
Legend

- Retail | 2,766.53 - 3853.32 SF
- Restaurant | 2,551.65 SF
- Studio | 468 SF
- 1 Bedroom | 576-980 SF
- 2 Bedroom - 1,020 SF

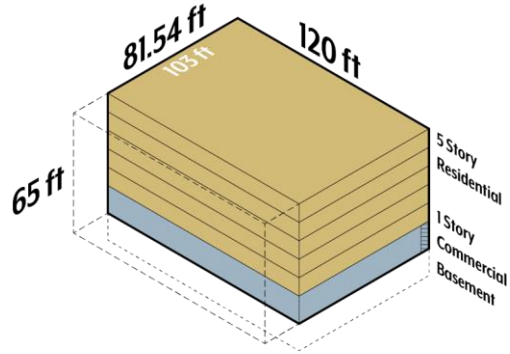
Ground Floor



Residential Floors 2-5



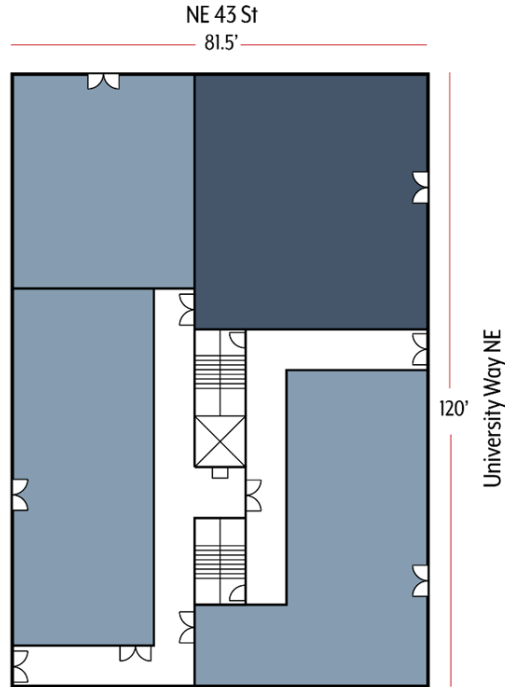
“FLOWERS+”: SCENARIO B



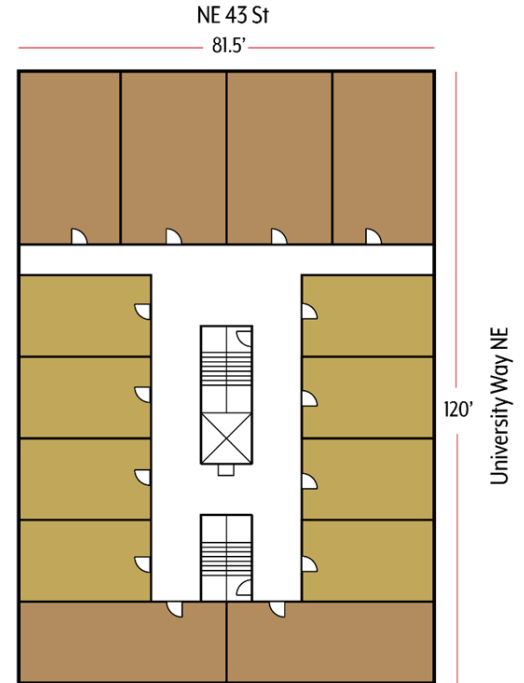
Legend

- Retail | 1,502.34 - 2009.74 SF
- Restaurant | 2,288.5 SF
- Studio | 416 SF
- 1 Bedroom | 640 - 680 SF

Ground Floor



Residential Floors 2-6



“FLOWERS+”: PROPOSAL



PROPOSED USE: RESTAURANT

- Updated look & feel
- Serve American Brunch, Lunch, & Dinner (all day service)
- Elevated dining experience

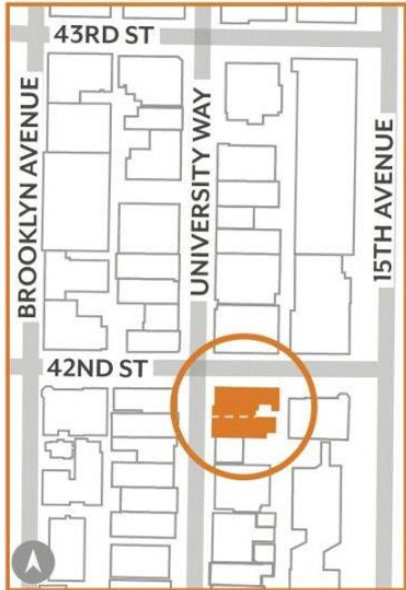


PROPOSED USE: RETAIL

- Bike Shop with repair services

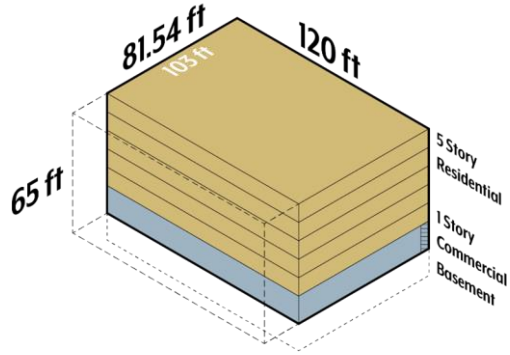
“BIG RED”: CURRENT STATE

LOCATOR MAP



**VACANCY | FIRE HAZARD
DEPRECIATED CONDITION | PRIME LOCATION**

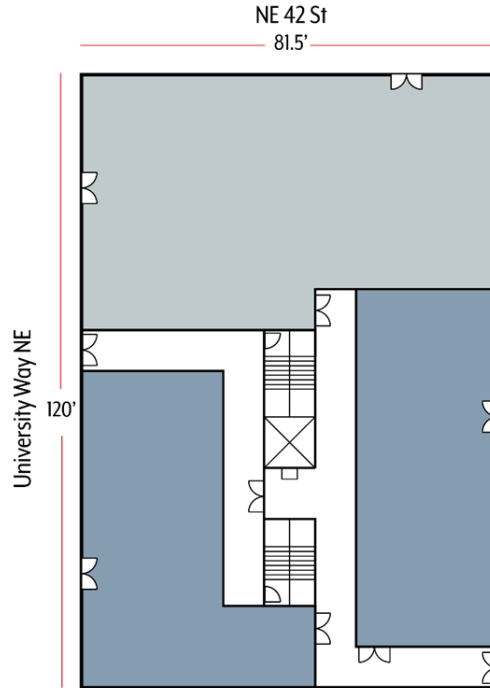
“BIG RED”: SCENARIO B



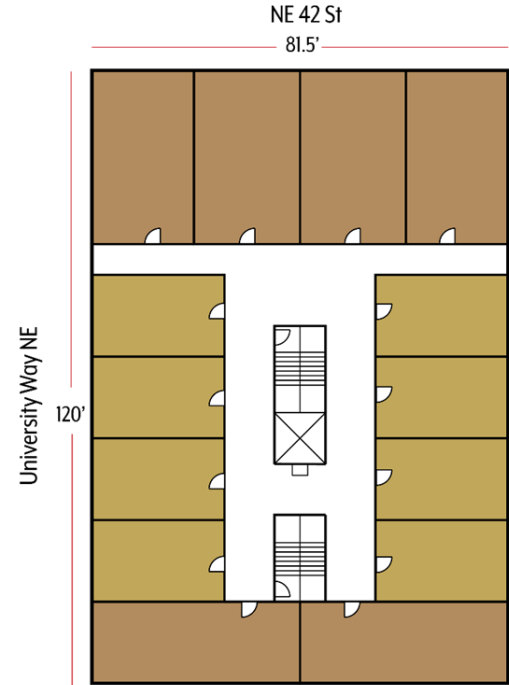
Legend

- Retail | 1,943.9 - 2009.74 SF
- Child Care | 3,790.84 SF
- Studio | 416 SF
- 1 Bedroom | 640 - 680 SF

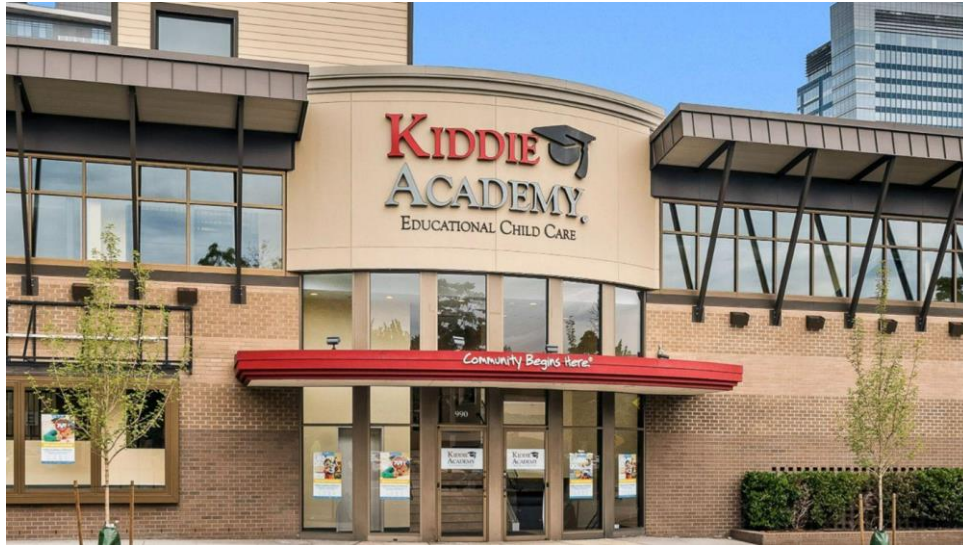
Ground Floor



Residential Floors 2-6



“BIG RED”: PROPOSAL



Kiddie Academy: Bellevue - A Look Inside Gallery

PROPOSED USE: CHILD CARE

- Child care is needed on The Ave for residents, regular visitors, and students
- Secure rooftop play space or acquire nearby outdoor facilities

ADAPTIVE REUSE

UW BOOK STORE



ADAPTIVE REUSE: UNIVERSITY BOOK STORE

LOCATOR MAP

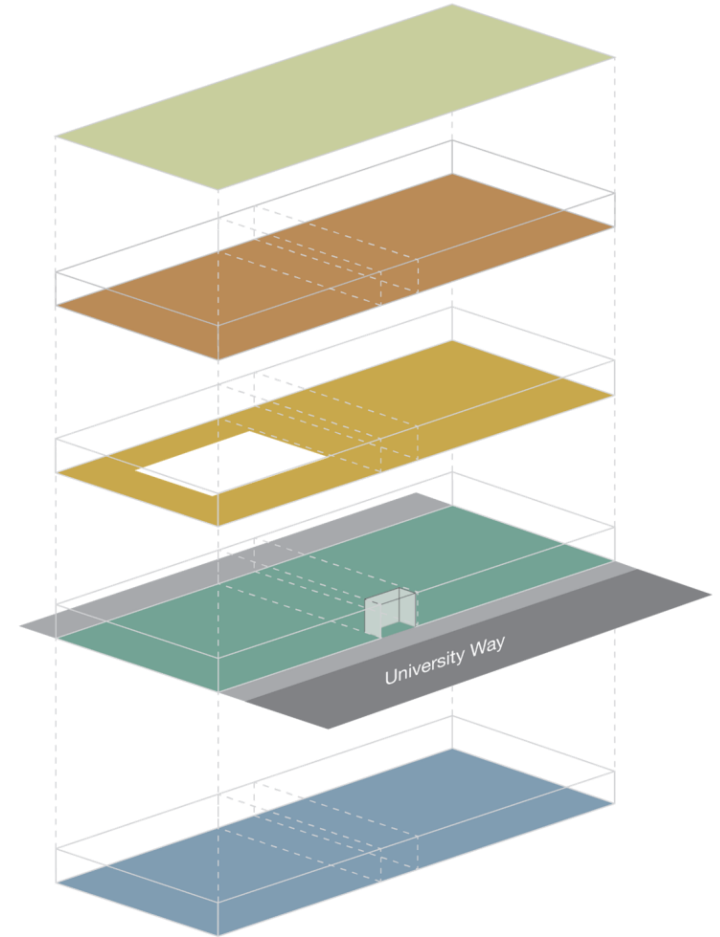


- 4326 University Way NE
- Made up of multiple smaller buildings, some dating from the early 1900's
- South portion is newer construction from 1976
- Multiple changes to upper floor and basement layouts, most recently in the mid 1990's



ADAPTIVE REUSE: GOALS

The goal of the adaptive reuse of the University Book Store is to create a vibrant node of activity on The Ave serving students, tourists, and neighborhood residents with a multi-level space catered to **incubating new businesses, restaurants, and student interaction**



ADAPTIVE REUSE: DESIGN CONSIDERATIONS



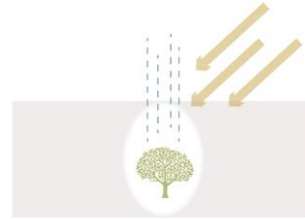
Pedestrian Scale

Breaking up the large mass of the existing building into roughly 40 foot segments of varied materials and frontages make for a more interesting pedestrian experience



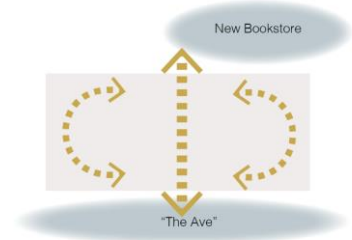
Street Activation

Moving portions of the facade away from the street to form outdoor sitting and dining spaces will invite people into the space



Incorporate Natural Elements

Bringing in some natural elements into the space including trees, sunlight and rain make for a unique experience



Circulation

Increase circulation opportunities between "The Ave" and the new Book Store building to the east. Utilize this circulation to also invite people to explore the upper floors of the building



ADAPTIVE REUSE: COMMUNITY CONSIDERATIONS



Public Space & Restrooms

Provide restrooms that are open to the public 24/7 along with unique, accessible and fun gathering spaces that encourage people to linger



Business Incubator

Create opportunities for new and small businesses to create and sell products with low upfront investment within a community food hall and market.

Function of the Business Incubator:

- Non-profit that holds a lease from the Book Store for the entire Food Hall/Market and Kitchen spaces
- Manage the operation of the shared kitchen and shared seating throughout the establishment
- Sublease the individual stalls to businesses on a short term basis
- Provide training and support when needed

Precedents

- Spice Kitchen Incubator; Salt Lake City, UT
- Cleveland Central Kitchen; Cleveland, OH
- FIN Incubator Kitchen; Seattle, WA
- BLVD MRKT; Montebello, CA

ADAPTIVE REUSE: BUSINESS INCUBATOR MARKET & FOOD HALL



- Shared kitchen/prep/storage space
- Varying size stalls, some with street frontage
 - Small ~50-100sf
 - Medium ~150-250sf
 - Large ~300-750sf
- Some built for food service (food consumed on premises), others for a market seller (goods, sealed food items, etc)
- Space rented on a short term basis
- Shared seating
- Utilities, trash, maintenance, cleaning costs much less than renting a stand alone restaurant

ADAPTIVE REUSE: MAKERSPACE



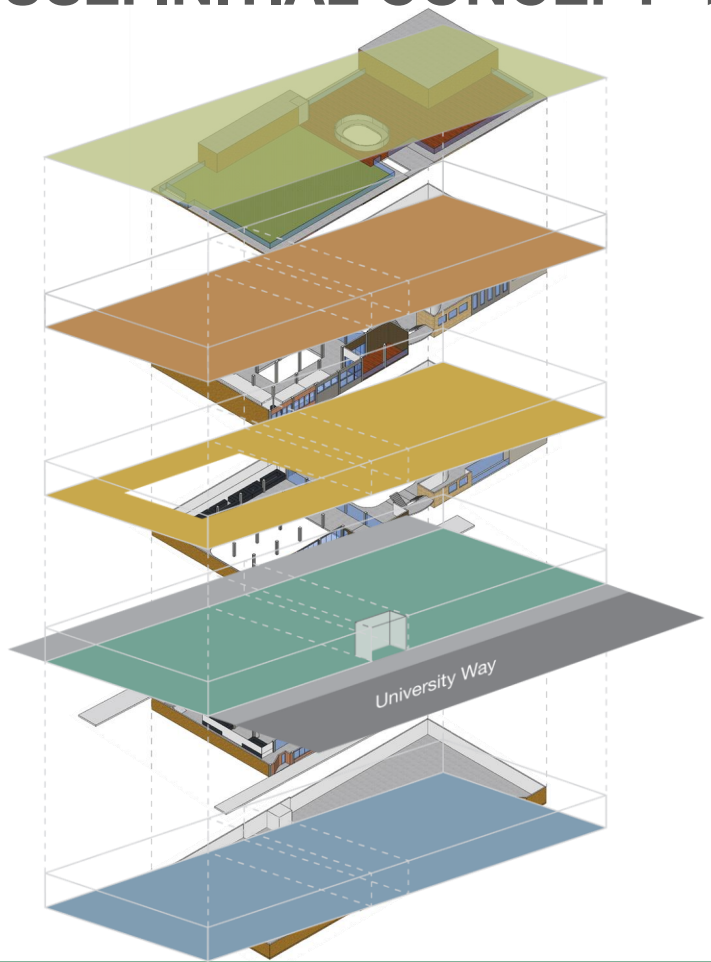
- Shared workshop space
- Usually membership based but can also be used by the hour
- Wide range of hand tools, power tools and technology (CNC, lasercutters, etc)
- Training classes
- Geared to towards middle schoolers to adults who may not have the space or money to invest in tools but still want to make
- Increasing accessibility to STEM field, lots of grant money and funding available to support

ADAPTIVE REUSE: ROOFTOP

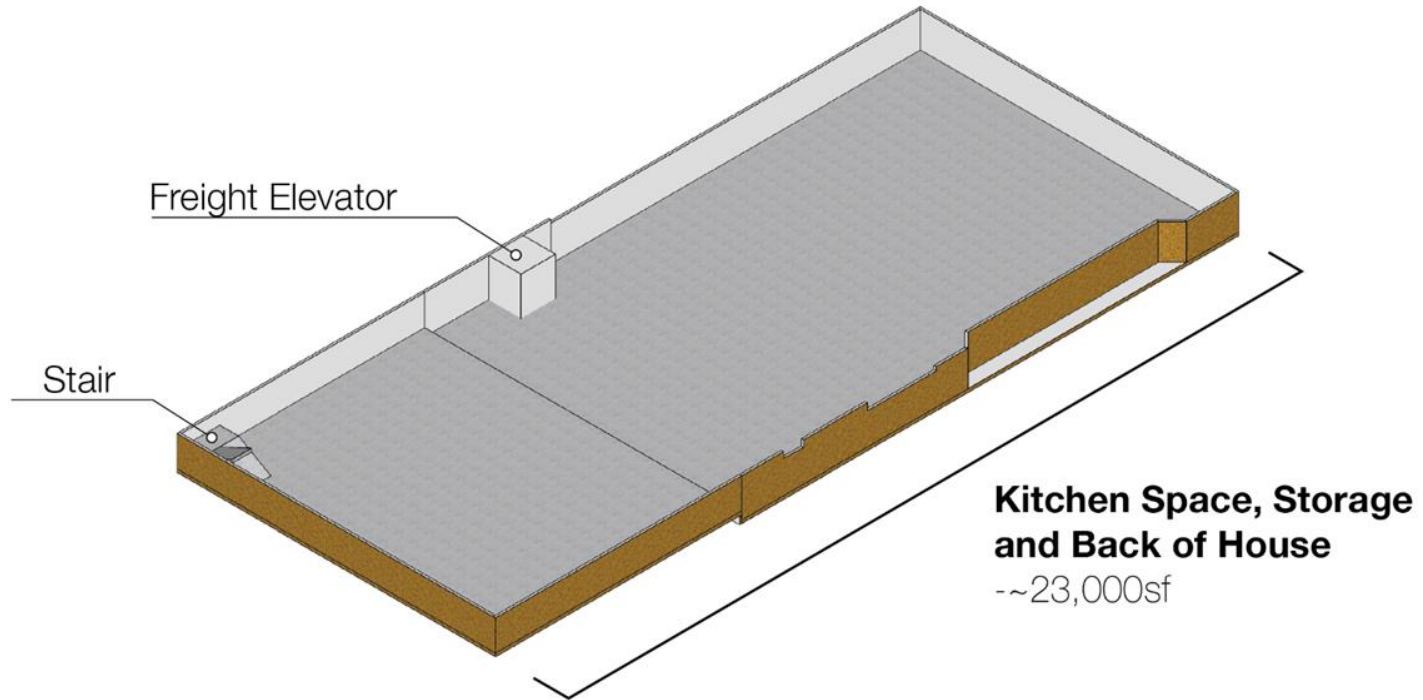


- Open air hangout and community space
- Games, activities
- Support the food hall with additional seating and activities for customers
- Opportunities for unique landscaping, art or water feature that attracts people from the street and can become a new Seattle must-visit attraction

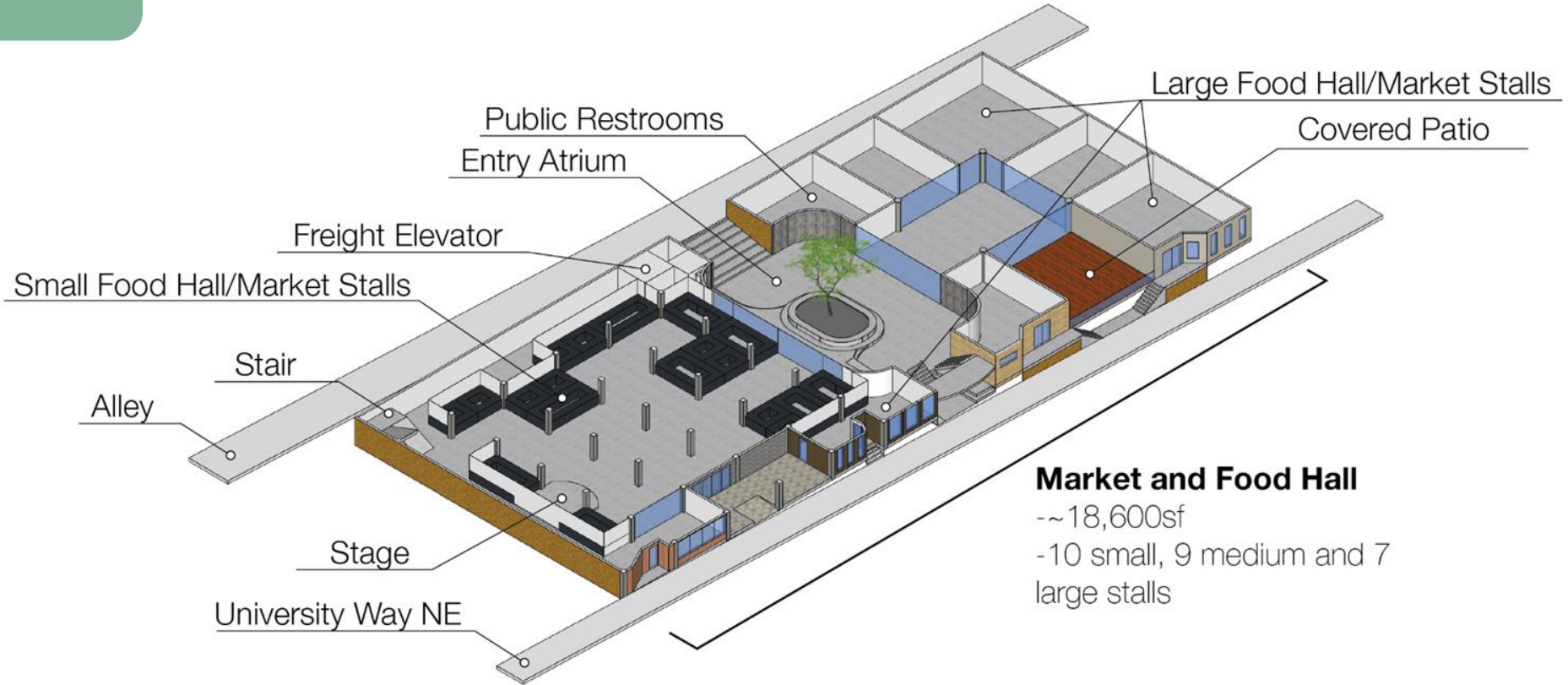
ADAPTIVE REUSE: INITIAL CONCEPT -> FIRST ITERATION



ADAPTIVE REUSE: Basement



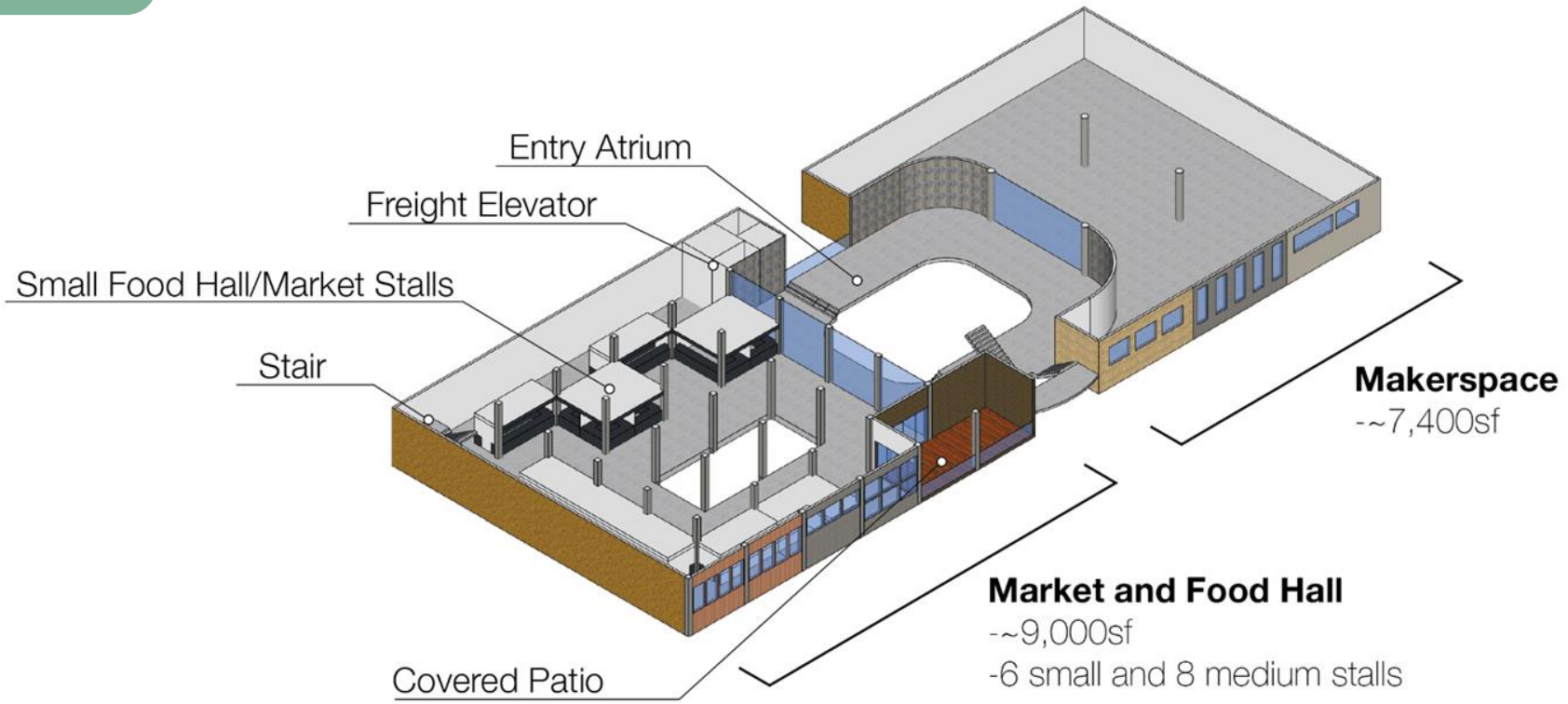
ADAPTIVE REUSE: 1st Floor



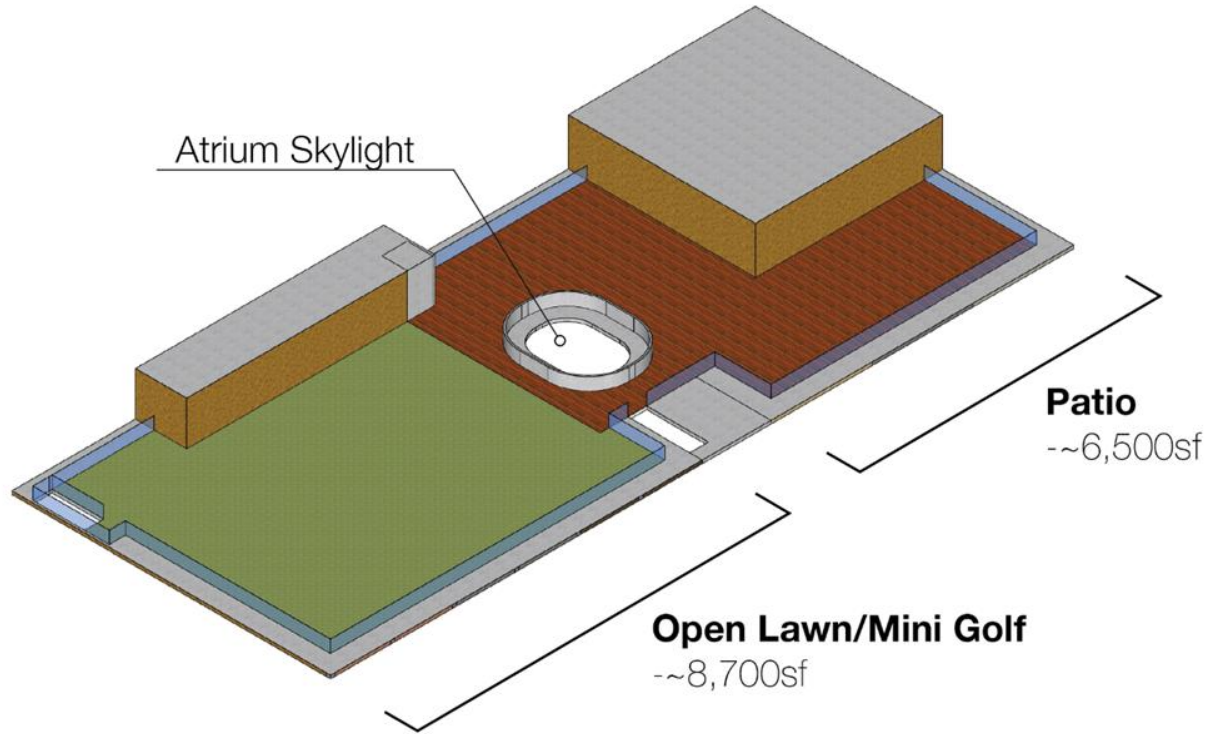
ADAPTIVE REUSE: 2nd Floor



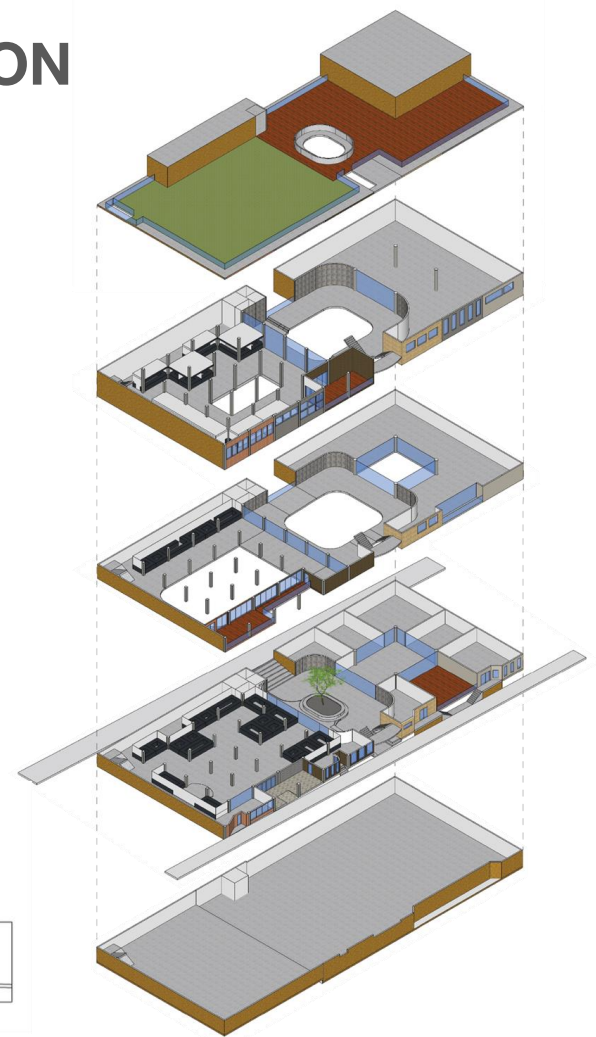
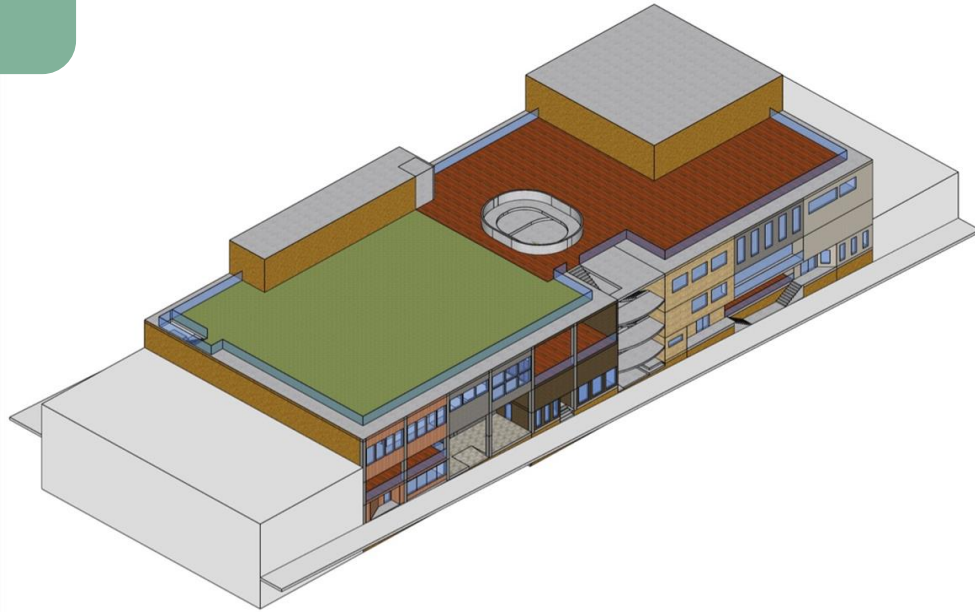
ADAPTIVE REUSE: 3rd Floor



ADAPTIVE REUSE: Rooftop



ADAPTIVE REUSE: FIRST ITERATION



[RE]VISION THE AVE: TAKEAWAYS

NEIGHBORHOOD INTERVENTIONS

Placemaking and sense of belonging through design to attract



2. AFFORDABLE HOUSING DEVELOPMENT

Social services & affordable housing to live



3. MARKET-RATE DEVELOPMENT

Market housing above restaurant, retail & childcare to thrive



4. ADAPTIVE REUSE

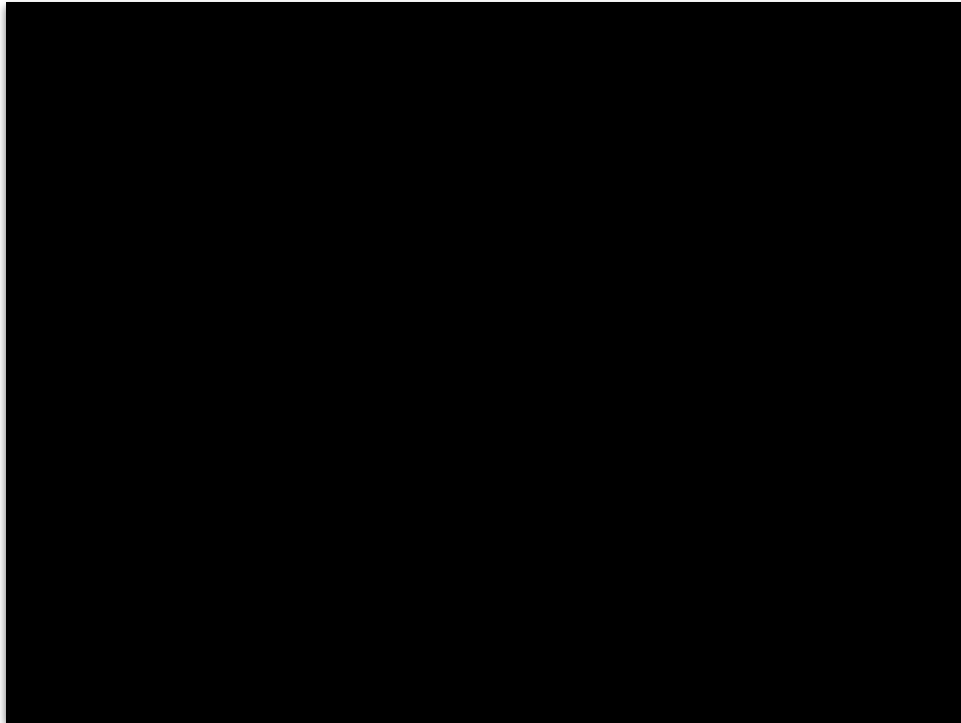
Transformation of Book Store to small business & community space to serve



WANT MORE INFORMATION?

CHECK OUT OUR WEBSITE!

<https://sites.uw.edu/studiolegacy/revision-the-ave/>



Market Rate Development & Design Interventions

Bri Weekes weekes@uw.edu
 Carey Jang yjang2@uw.edu
 Chris Miller cdmiller@uw.edu
 Christian Mower cwmower@uw.edu

Cody-Michael Gan gancody@uw.edu
 Luke Sponable lspona@uw.edu
 Peter Mumford pmumf36@uw.edu
 Sophie Iannone siannone@uw.edu

Instructor
 David Blum
 blumedw@uw.edu

Policy Recommendation

Alexander Emmons aemmons1@uw.edu
 eddie De La Fuente eddie@uw.edu
 Classic Wagner fldae99@uw.edu
 Gavin Hashimoto classicw@uw.edu
 Naomi Litwack ghashi@uw.edu
 nlitwack@uw.edu

Production Team

Aubrey Rodriguez aurod@uw.edu
 Jiayi Long lungka11@uw.edu
 Tianyi Liu lltty@uw.edu

