

The Broadway Building

Case Study

Starting in 2007, a demographic “echo boom” – a generation larger than the Baby Boom of the post-war era – began to reach college age. The high school graduating class of 2009 will be the largest in American history, and a larger percentage of them than ever before will go on to college or university to continue their education. In each of the next four years, more than four million people will turn 18 in the United States.

Driven by demographics and now compounded by economics, student populations in gateway and two-year colleges have dramatically increased and continue to do so, accelerating demand for on- or near-campus student housing. Simultaneously, increasing numbers of foreign students are enrolling at these same colleges, attracted by open enrollment policies, aggressive recruiting, and vibrant urban locations. Far from home, they have fewer housing options available to them.

This is the situation Seattle Central Community College found itself facing in the 2006-2007 school year.

Enter Studio Meng Strazzara

A diverse architectural practice with extensive experience in both educational and market-driven projects, Studio Meng Strazzara was at that time working with property owner Hunters Capital, LLC to design the Broadway on Broadway: a mid-rise, urban, mixed-use commercial apartment project directly across the street from SCCC. Hunters Capital was looking to diversify their project mix with some institutional components, and Studio Meng Strazzara had experience working with the college on past projects.

Studio Meng Strazzara, connecting a present client with a past client, worked to bring these two very different organizations together and meet both of their needs.

Reaching an Agreement

The devil is always in the details, and finding a way for a private developer and public college to enter into an agreement which fulfilled all their respective requirements and goals presented a significant challenge.

case study

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under construction

Confined to a dense urban campus and constrained by limited capital improvement funds provided through the state budget process, SCCC was forced to look beyond the conventional approach to find a way to meet its housing needs. How could they build an international student housing facility with at least 70 beds on or near campus without creating a political or financial headache for themselves?

As we know from our work with numerous colleges and universities, institutional projects require careful attention to process, meeting strategic goals, serving institutional values, and building stakeholder buy-in. From the start, Studio Meng Strazzara worked with Hunters Capital and SCCC to help them understand one another’s needs, not just from a programmatic standpoint, but from a due diligence and financial standpoint as well. Over the course of many meetings, all parties came to a mutually-beneficial agreement allowing the project to move forward.

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under construction



Broadway rendering

Location:
Seattle, Washington

Scope:
Design services for a large mixed-use project located on Broadway in Capital Hill

Completion:
Spring 2010

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SCCC, being a state-funded institution, required approval from the Washington State Attorney General's office for any contract related to the expansion of their facilities. The college's budgetary process and restrictions meant that a long-term renewable lease framed on a gross office space model (triple-net terms with an additional management agreement) would be the easiest way for them to proceed and kept them out of trouble on the funding end. In the end, both parties entered into a five-year NNN lease agreement for the entire gross square footage of the student housing portion of the project, at a rate roughly equivalent to class B office space, with two automatic five-year renewal options and a specified escalation clause. This substantially reduced financial risk for the college (compared to building their own housing facility out of their own capital budget) and provided a long-term, state-guaranteed revenue stream for the project developer: making for a win-win scenario.

Assembling the Pieces

The general terms of the deal being worked out, Studio Meng Strazzara then worked hard to fit a self-contained student housing facility into the project, locating it within a mix of market-rate apartments, professional office space, underground parking facilities, and street-level retail and restaurant spaces.

Developing a "building within a building" approach, our team created an entirely independent four-story student residence on the north end of the project. Provided with its own entrance oriented toward a student plaza and main college entrance, the new SCCC

international student residences at the Broadway on Broadway has its own separate and dedicated elevator and stair cores, dedicated parking, independent lobbies, and core building systems. Security is maintained by eliminating crossover between the other building uses and the student facility, while the potential for future expansion of either student housing or market-rate units through knock-out walls is maintained. Working with College officials to meet capacity and financial requirements, each of the 28 student suites provides accommodations for double- or triple-occupancy, providing a total of 76 beds with associated study areas, storage, kitchens, bathroom suites, and laundry facilities.

Currently under construction and due to be completed and occupied by spring 2010, the Broadway on Broadway represents a bold and successful new direction for urban campus housing, with institutions of higher learning and for-profit developers working in partnership with the assistance of Studio Meng Strazzara to serve each others needs and goals.

About Studio Meng Strazzara

Studio Meng Strazzara is a dynamic, Seattle-based architectural design and planning studio producing innovative and award-winning work recognized throughout the Pacific Northwest. Established in 1976, the firm is divided into multiple design studios which focus on mixed-use, commercial/retail, K-12 education, higher education, residential, childcare and government/public agencies.

Building Section and Plans

The Broadway Building is an innovative, urban, mixed-use building that stacks many complimentary uses vertically. Each use has its own vertical and horizontal circulation and can be independently secured for access.

The below grade parking level is at the bottom of this page, and each subsequent level stacks on top of it.



Nagle Place entrance

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residential facade on Broadway

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