



**City of Portland, Oregon**  
**Bureau of Development Services**  
**Land Use Services**

FROM CONCEPT TO CONSTRUCTION

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**MEMORANDUM**

**Date:** October 14, 2016  
**To:** Portland Design Commission  
**From:** Grace Jeffreys, Development Review  
**Re:** EA 16-238281 DA – 1010 NE Grand  
 Design Advice Request Commission Memo – Hearing Date, October 20, 2016

**I. PROGRAM OVERVIEW**

Attached is a drawing set for the Design Advice Request for a proposed 13-story mixed-use affordable and market rate apartment building located in the Lloyd District Subdistrict of the Central City Plan District. The review criteria are the *Central City Fundamental Design Guidelines* and the *Special Design Guidelines for the Design Zone of the Lloyd District*. (Refer to Section IV, Guideline chart, below).

**Proposal consists of the following primary program components (approximate):**

- Height – approximately 131'-6' to top-of-parapet (Max 250');
- Floor Area Ratio – approximately 9:1 (Max 12:1);
- 264 apartments;
- 7,083 SF of retail on NE Grand Avenue;
- Residential lobby on NE Holladay St;
- Secondary entry and loading on NE Hassalo St;
- No parking required or proposed;
- Ground level courtyard for shared retail and residential use;
- Level 13 lounge and south facing deck for residents;
- Material palette – thin brick (gloss white, gray), vinyl windows, aluminum storefront, metal louvers (PTHP's behind), wood soffits.

**Potential additional reviews.**

- Modification to Long-term Bicycle Parking Spacing (33.266.220.C)  
*Required:* 24" spacing  
*Proposed:* 18" spacing, 6" vertical stagger
- Exception to Oriel Window Standards  
*Maximum:* 12' maximum width allowed of projecting element  
*Proposed:* 36'-6", 23'-6", and 15'-6" on NE Grand, 32' on NE Holladay and Hassalo.
- Non-standard Elements in the Right-of-Way  
*Required:* Hard paved furnishing zone.  
*Proposed:* Continuous planting strip in the furnishing zone.

**II. DEVELOPMENT TEAM BIO**

|                          |   |
|--------------------------|---|
| <b>Architects</b>        | Doug Sheets   LEVER Architecture<br>Calista Fitzgerald   LRS Architects               |
| <b>Owner/Developer</b>   | Julie Livingston   Home Forward – Portland, OR<br>Faez Soud   Portland Housing Bureau |
| <b>Project Valuation</b> | \$36,000,000  |

### III. DAR TOPICS

Staff suggests the following discussion items for the October 20, 2016 DAR hearing:

#### 1. Massing, Scale and Design Character – East elevation

- A. East Elevation. The undulating, sculptural tower over a recessed, highly-glazed base is a compelling urban form; however, the east façade of the proposal is missing the richness of texture shown in the other 3 facades. *Staff advises that the east elevations should offer further articulation.*
- B. Step back on Holladay St. GL C6-1 asks that on Holladay from 1st to 13<sup>th</sup>, the base of buildings be brought to the street with the upper levels stepped back. *This proposal does the opposite.*

#### 2. Ground Floor – Pedestrian protection

- A. Canopies. The ground floor setbacks provide some protected places for pedestrians; however, they provide little coverage over actual sidewalks, especially along Holladay and Hassalo. *Staff advises that further pedestrian protection should be considered, such as canopies.*

#### 3. Amenities

- A. Amenities. As a large-scaled residential building with 264 units, amenities should be fundamental to the parti. The proposal includes a ground level courtyard (approx. 1,400 SF) to be shared by retail and residents, 4 private patios on level 2 facing onto the courtyard, and a lounge (approx. 600 SF) with a small terrace (approx. 150 SF) on level 13. No balconies are proposed. *Staff feels given the number of units, the proposed outdoor spaces are insufficient and additional amenities in the form of balconies and/or a generous roof terrace should be considered.*
- B. Roof. No rooftop amenity or eco-roof is indicated. These amenities are common features of urban buildings. *Staff advises that these upper-level amenities should be considered.*
- C. Art and/or water features. *Art and/or water features noted in the guidelines no yet shown.*

#### 4. Materials – Details

- A. Thin Brick. The material palette and composition appear refined and thoughtful; however, thin brick is not a commonly approved material in the Central City, and resolution of the details at the returns will be critical to its success. Additionally, some areas of metal panel indicate a span of up to 6' in width, and care will need to be taken to avoid oil canning. *Staff reminds the Applicant that the LUR Application should include ample details, manufactures cutsheets, specifications and mock-ups for all proposed materials and skin systems.*

#### 5. Mechanical

- A. Rooftop. Rooftop mechanical is not depicted in plan or elevation. *Staff advises the Applicant fully resolve MEP demands and that the LUR Application indicates that all mechanical is well-screened.*
- B. Vents & Louvers. Unit air conditioning and venting are not specified in the DAR Drawing Set. *Staff reminds the Applicant that the LUR Application should include ample details, manufactures cutsheets, specifications and mock-ups for all proposed venting systems.*
- C. Ground Level. Transformer, gas meter locations, and generator exhaust are not specified in the DAR Drawing Set. *Staff advises these elements be located underground and/or away from skin.*

#### 6. Additional reviews

- A. Modification to Long-term Bicycle Parking Spacing (33.266.220.C) - 24" spacing is required. 18" spacing with 6" vertical stagger is proposed. *Staff and PBOT support this standard request.*
- B. Exception to Oriel Window Standards - 12' maximum width allowed of projecting element. Proposal includes 5 shallow, triangular projections ranging up to 36'-6" wide on NE Grand, and up to 32' wide on NE Hassalo and Holladay. *Staff and PBOT support this request.*
- C. Non-standard Elements in the Right-of-Way – A continuous 4' wide planting strip is proposed in the furnishing zone on NE Grand rather than the standard pavers. There is no adjacent street parking, and the streetcar runs alongside, but does not stop at this block. *Staff and PBOT support this request, with a condition of approval that the mature planting height is 18" maximum.*

### III. DEVELOPMENT STANDARDS

1. **Base / Overlay Zone.** Central Commercial (33.130) and Central City Plan District (33.510):
  - Max FAR (Map 510-2, 33.510.230.B). Base allowable FAR is 12:1; with allowable bonuses of up to 3:1 FAR, max FAR is 15:1. *Requirement met, the project FAR is approximately 9:1.*
  - Max Height (33.510.205, Map 510-3). Base allowable height is 250'; with allowable bonuses max height is 325'. *Requirement met, the project is proposed at 131'-6" to top-of-parapet.*
  - Required Building Lines (33.510.215.D.1, Map 510-6). Required for NE Grand Avenue and NE Holladay Street frontages: building must extend to within 12' of the street lot line for 75% of the frontage, and the space between the building and the lot line must be designed as an extension of the sidewalk. *Appears to be met, although dimensions will be required to confirm this.*
  - Ground Floor Windows (33.510.220, 33.130.230). Required for all project frontages: windows must be at least 50 percent of the length and 25 percent of the ground level wall area. Ground level wall areas include all exterior wall areas up to 9 feet above the finished grade and sill heights no greater than 4' above sidewalk grade. *Appears to be met, although dimensions will be required to confirm this.*
  - Ground Floor Active Use (33.510.225, Map 510-7). Required for all project frontages: ground floor must be designed to accommodate active uses (i.e. lobbies, retail, office, etc.) for at least 50% of the ground floor walls that front onto a sidewalk, plaza, or other public open space. These spaces must be a min. of 12' high, 25' deep, and the street facing façade must be designed to accommodate windows and doors. *Appears to be met, although dimensions will be required to confirm this.*
  
2. **Parking Standards.** (33.510 & 33.266):
  - Parking (33.510.261, 33.510.264, Map 510-8). Located in the parking sector LD4 of the Lloyd District in the Central City Core. Residential parking is allowed and there are no minimum or maximum parking requirements.
  - Bicycle Parking (33.266.200, Table 33.266-6). Minimum required long and short term parking spaces are based on building areas per use.
    - Short-term bike parking (33.266.220). For 264 units and 7,083 SF of retail space, 16 short-term spaces will be required. *Requirement met. The DAR Drawing Set indicates generous ground floor setbacks with short-term bike storage for 16 spaces, which meets this requirement.*
    - Long-term bike parking. For 264 units and 7,083 SF of retail space, 398 long-term spaces will be required. **Requirement not yet met.** *The DAR Drawing Set indicates a mezzanine above the residential lobby floor dedicated to long-term bike storage for 124 spaces, with the 240 spaces proposed in units for a total 364 spaces.*
  - Loading – Minimum required loading for this program is 1 Std. A space. *Requirement met. The DAR Drawing Set indicates a Std. A stall accessed off NE Hassalo.*

### IV. GUIDELINE CHART

| GUIDELINE   | MEETS  | COULD DO BETTER  | DOES NOT YET MEET |
|---|--|--|-------------------|
| <p><b>A1. Integrate the River.</b><br/>Orient architectural and landscape elements including, but not limited to, lobbies, entries, balconies, terraces, and outdoor areas to the Willamette River and greenway. Develop accessways for pedestrians that provide connections to the Willamette River and greenway.</p> <p><b>A1-1. Connect Public Facilities to the River.</b><br/>Provide public access to, from, and along the river in a manner that connects major public use facilities in the District to the river which stimulate year-round enjoyment.</p> | <p>Strong, active ground floor design reinforces movement towards the river.</p> | <p>A roof terrace and/or decks facing west could better capture views towards the river.</p> |                   |

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| <p><b>A2. Emphasize Portland Themes.</b><br/>When provided, integrate Portland-related themes with the development's overall design concept.</p>  |   |  |  |
| <p><b>A3. Respect the Portland Block Structures.</b><br/>Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built space. Where superblock exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.</p> <p><b>A3-1. Support a Convenient Pedestrian Linkage Through the Superblocks Between the Convention Center and Lloyd Center.</b><br/>Provide and support a convenient pedestrian linkage through the superblocks between the Oregon Convention Center at NE Martin Luther King Blvd. and NE Oregon to the Lloyd Center at NE Multnomah and 9th.</p>   | Appears to meet.  |  |  |
| <p><b>A3-2. Make Superblock Plazas Inviting and Easily Accessible From Holladay Street.</b><br/>Make superblock plazas and public spaces in superblocks fronting on Holladay Street inviting and easily accessible from Holladay Street. Public spaces should be visually connected to Holladay Street. Public/private spaces are also encouraged to be visually connected with adjacent public improvements.</p>   | Not Applicable.   |  |  |
| <p><b>A4. Use Unifying Elements.</b><br/>Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.</p>  | Active base connects to area, materials reflect local buildings, and sculptural facades add new features. |  |  |
| <p><b>A5. Enhance, Embellish, and Identify Areas.</b><br/>Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.</p> <p><b>A5-1. Develop Identifying Features.</b><br/>Encourage the inclusion of features in the design of projects that give projects identity and a sense of place or significance within the District.</p> <p><b>A5-2. Accommodate or Incorporate Underground Utility Service.</b><br/>Accommodate or incorporate underground utility service to development projects.</p> <p><b>A5-3. Incorporate Works of Art.</b><br/>Incorporate works of art into development projects.</p> <p><b>A5-4. Incorporate Water Features.</b><br/>Enhance the quality of major public spaces by incorporating water features.</p> <p><b>A5-5. Use Public Right-of-Way Design Criteria Established for the Lloyd District.</b><br/>Use the public right-of-way design criteria as established and administered by the City Engineer especially for the Lloyd District from the adopted Lloyd District Transportation Capital Improvements – District-Wide Design Criteria.</p> <p><b>A5-6. Incorporate Landscaping as an Integral Element of Design.</b><br/>Incorporate landscaping as an integral element of design which is supportive of both the built and natural environment.</p> <p><b>A5-7. Integrate the Civic Campus into the Lloyd District.</b><br/>Integrate the Civic Campus into the Lloyd District in a manner that provides a cohesive link westerly to the river and easterly to the core of the Lloyd District. Extend the Holladay Street pedestrian project to an active terminus overlooking the Willamette River. Link river overlooks, open spaces and trails into a unified system to and along the riverfront wherever possible; create clear pedestrian connections to the riverfront; and encourage and enhance visual and physical corridors to river viewpoints and amenities. Provide</p> |   | <p>Further information needed.</p> <p>Add art and/or water?</p> <p>Does non-standard ROW proposal add to area?</p> | Transformer location not yet identified. |

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| <p>safe and attractive vehicular/pedestrian access through the area that connects with development patterns in surrounding sub-districts. Integrate bridge and freeway access ramps into the arterial streets circulation pattern.</p> <p><b>A5-8. Integrate the Lloyd Center Shopping Center into the Lloyd District.</b><br/>Through inviting pedestrian access and clear visual connections for both vehicles and people, integrate by linking the Lloyd Center with residential areas to the east and west, office areas along Multnomah Street, Holladay Park and Holladay Street transit stops. Improve and extend the Center’s pedestrian access to the north. Establish pedestrian access through the shopping center that connects with development in surrounding sub-districts.</p>   |  |  |  |
| <p><b>A6. Reuse/Rehabilitate/Restore Buildings.</b><br/>Where practical, reuse, rehabilitate, and restore buildings and/or building elements.</p> <p><b>A6-1. Use Special East Portland Grand Avenue Historic District Design Guidelines.</b><br/>Projects located within the East Portland Grand Avenue Historic District shall use the special historic design guidelines developed for the historic district.</p>   | Not Applicable.  |  |  |
| <p><b>A7. Establish and Maintain a Sense of Urban Enclosure.</b><br/>Define public rights-of-way by creating and maintaining a sense of urban enclosure.</p> <p><b>A7-1. Maintain a Sense of Urban Enclosure When Single-Story Buildings are Set Back.</b><br/>Maintain a sense of urban enclosure, through the use of landscaping and other means, when single-story buildings are set back from the property line. Do not set buildings back from the property line within the East Portland Grand Avenue Historic District.</p>   | Strong massing holds urban enclosure, and floats over setback glazed ground floor which activates the pedestrian level.  |  |  |
| <p><b>A8. Contribute to a Vibrant Streetscape.</b><br/>Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings’ active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.</p> <p><b>A8-1. Incorporate Active Ground-Level Uses in Parking Structures.</b><br/>Incorporate active ground-level uses in parking structures.</p>  | Fully glazed ground floor with generous height (17'-6" to 13'-6"), fully active uses, and activated setbacks, esp. along Grand, contribute to vibrant streetscape. |  |  |
| <p><b>A9. Strengthen Gateways.</b><br/>Develop and/or strengthen gateway locations.</p> <p><b>A9-1. Provide a Distinct Sense of Entry and Exit.</b><br/>Design and develop gateways into and within the Lloyd District that are appropriate and relate to the District’s and sub-District’s emerging characteristics.</p>  | Not Applicable.  |  |  |
| <p><b>B1. Reinforce and Enhance the Pedestrian System.</b><br/>Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocs or other large blocks.</p> <p><b>B1-1. Protect Pedestrian Areas from Mechanical Exhaust.</b><br/>Incorporate mechanical exhausting systems in a manner that does not detract from the quality of the pedestrian environment.</p> <p><b>B1-3. Design Projects to Attract Pedestrians to the Broadway/Weidler Corridor.</b><br/>Incorporate design features in new projects or building renovation which attract pedestrians and encourage their safe and enjoyable movement throughout the Broadway/ Weidler Corridor and which support the corridor as a neighborhood retail area.</p> | <p>ROW extended with building setbacks.</p> <p>Side entries to courtyard provide additional connectivity through block for building users.</p>                     |  | Mechanical equipment and exhausts for retail and generator not yet identified. |

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| <p><b>B2. Protect the Pedestrian.</b><br/>Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.</p>   |  |  | <p>Ext. lighting and signage not yet indicated.<br/>Mechanical equipment and exhausts for retail and generator not yet identified.</p> |
| <p><b>B3. Bridge Pedestrian Obstacles.</b><br/>Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.</p> <p><b>B3-1. Provide Pedestrian Crossings Spaced at Traditional One-Block Intervals.</b><br/>Provide and design for pedestrian crossings spaced at traditional one-block intervals where deemed safe and appropriate by the City Engineer.</p> <p><b>B3-2. Improve Pedestrian Crossings on NE Broadway.</b><br/>Provide for pedestrian crossing amenities along N.E. Broadway that improve pedestrian safety and convenience.</p> |  | <p>Appears to be met, however there are challenging level differences across site.</p>   |  |
| <p><b>B4. Provide Stopping and Viewing Places.</b><br/>Provide safe, comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.</p>   | <p>Setbacks on Grand and side streets provide places to stop.</p>  |  | <p>Ext. lighting not yet indicated.</p>  |
| <p><b>B5. Make Plazas, Parks and Open Space Successful.</b><br/>Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.</p>   | <p>Setbacks at all 3 frontages and ROW proposal on Grand create successful sidewalk extensions.</p>  | <p>Integrate water features and /or public art too?</p>  |  |
| <p><b>B6. Develop Weather Protection.</b><br/>Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.</p> <p><b>B6-1. Provide Pedestrian Rain Protection.</b><br/>Rain protection is encouraged at the ground level of all new and rehabilitated commercial buildings located adjacent to primary pedestrian routes. In required retail opportunity areas, rain protection is strongly recommended.</p>  |  | <p>While protected setbacks are provided, little protection is provided for the ROW, esp. on the side streets. Add canopies?</p> |  |
| <p><b>B7. Integrate Barrier-Free Design.</b><br/>Integrate access systems for all people with the building's overall design concept.</p>  |  | <p>Appears to be met, but there are level differences across site.</p>   |  |
| <p><b>C1. Enhance View Opportunities.</b><br/>Orient windows, entrances, balconies and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building façades that create visual connections to adjacent public spaces.</p> <p><b>C2-1. Maximize View Opportunities.</b></p>   |  | <p>More outside spaces such as rooftop terrace, or larger resident deck/s, balconies?</p>  |  |
| <p><b>C2. Promote Quality and Permanence in Development.</b><br/>Use design principles and building materials that promote quality and permanence.</p> <p><b>C10-1. Use Masonry Materials.</b><br/>Except for window glazing, use masonry types of materials as the predominant exterior material for building walls. Use modular stone or masonry materials on the building base or first floor of buildings whenever possible.</p> <p><b>C10-2. Design Exterior Building Walls that are Transparent in Glazed areas and Sculptural in Surface.</b></p>  | <p>Generous glazing, esp. at ground level, light colored, masonry (thin brick), brick extends to ground at sides, and sculptural surfaces.</p> | <p>Thin brick detailed to meet this requirement?</p>   |  |

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| <p>Design exterior building walls that are transparent or translucent in the glazed areas and which are textural, sculptural and articulated in surface character.</p> <p><b>C10-3. Use Light Colors.</b><br/>The use of light color values is preferred for the predominant exterior building materials. Darker value materials should be used to accent or articulate the design.</p>   |  |   |   |
| <p><b>C3. Respect Architectural Integrity.</b><br/>Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.</p> <p><b>C1-1. Integrate Parking.</b><br/>Integrate parking in a manner that is attractive and complementary to the site and its surroundings. Design parking garage exteriors to visually respect and integrate with adjacent buildings and environment.</p>                | Not Applicable.  |   |   |
| <p><b>C4. Complement the Context of Existing Buildings.</b><br/>Complement the context of existing buildings by using and adding to the local design vocabulary.</p> <p><b>C3-1. Design to Enhance Existing Themes in the Broadway/Weidler Corridor.</b><br/>Use special design features which reinforce architectural themes and elements within the Broadway/Weidler Corridor. Look to buildings from throughout the corridor for architectural precedent.</p>  |  |   |   |
| <p><b>C5. Design for Coherency.</b><br/>Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.</p> <p><b>C3-2. Orient Development along the Lloyd District's Eastern Edge toward Adjacent Neighborhoods.</b><br/>Design new projects along the eastern edge of the District so that they relate to the neighborhood through building orientation, building design and opportunities for public access.</p> | Coherent expression with integrated materials and ground floor activation. |   | No proposal for integrating the rooftops, and lighting & signage not yet indicated. |
| <p><b>C6. Develop Transitions between Buildings and Public Spaces.</b><br/>Develop transitions between private development and public open space. Use site design features such as movement zones, landscape element, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.</p>   | Appears to meet.   |   |   |
| <p><b>C7. Design Corners that Build Active Intersections.</b><br/>Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.</p>   | Appears to meet.   |   |   |
| <p><b>C8. Differentiate the Sidewalk-Level of Buildings.</b><br/>Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.</p> <p><b>C6-1. Step Back Upper Building Floors along Holladay Street.</b><br/>Along Holladay Street from 1st to 13th Avenues, locate building bases along the build-to lines while setting upper floors of tall buildings back from the street.</p>  |  | Does proposal meet this guideline's intent? |   |
| <p><b>C9. Develop Flexible Sidewalk-Level Spaces.</b><br/>Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.</p>   | Appears to meet.   |   |   |

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| <p><b>C10. Integrate Encroachments.</b><br/>Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.</p> <p><b>C8-1. Allow for Loading and Staging Areas on Sidewalks.</b><br/>On local service streets, adjacent businesses may use the sidewalk area for temporary loading and staging as long as pedestrian access through it is maintained.</p>  |  | Exception requested for long oriel windows. |   |
| <p><b>C11. Integrate Roofs and Use Rooftops.</b><br/>Integrate roof function, shape, surface materials, and colors with the building's overall design concept. Size and place rooftop mechanical equipment, penthouses, other components, and related screening elements to enhance views of the Central City's skyline, as well as views from other buildings or vantage points. Develop rooftop terraces, gardens, and associated landscaped areas to be effective stormwater management tools.</p>   |  |   | No proposal for integrating the rooftops. |
| <p><b>C12. Integrate Exterior Lighting.</b><br/>Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.</p> <p><b>B1-2. Incorporate Additional Lighting.</b><br/>Incorporate project lighting in a manner that reinforces the pedestrian environment and which provides design continuity to an area by enhancing the drama and presence of architectural features.</p>  |  |   | Not yet identified.                       |
| <p><b>C13. Integrate Signs.</b><br/>Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.</p> <p><b>C1-2. Integrate Signs.</b><br/>Carefully place signs and sign supports on and for buildings to integrate with the scale, color and articulation of the building design. Avoid large, excessively illuminated or freestanding signs that contribute to visual clutter. Demonstrate how signage is one of the design elements of a new or rehabilitation project and has been coordinated by the project designer/architect. Submit a master signage program as a part of every Design Review application. Incorporate signage that compliments and supports the pedestrian scale and use of the Broadway/Weidler Corridor and Holladay Street. While recognizing the dimensional provisions in the Code, size and scale of signs should be moderated in these pedestrian-oriented areas.</p> |  |   | Not yet identified.                       |

Please contact me with any questions or concerns.  
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Attachments:  
2 Drawing Sets (C's and Appendix), dated October 10, 2016,