



City of Portland, Oregon
Bureau of Development Services
Land Use Services
FROM CONCEPT TO CONSTRUCTION

Ted Wheeler, Mayor
Rebecca Esau, Director
Phone: (503) 823-7300
Fax: (503) 823-5630
TTY: (503) 823-6868
www.portlandoregon.gov/bds

MEMORANDUM

Date: April 20, 2018
To: Nathan Hamilton | Allied Works Architecture
From: Emily Hays, Development Review
Re: 18-126238 DA – Platform
Design Advice Request Summary Memo April 19, 2018

Thank you for taking advantage of the opportunity to hold a Design Advice Request regarding your project. I hope you find it informative and valuable as you continue with your project development. Attached is a summary of the comments provided by the Design Commission at the April 19, 2018 Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. To review those recordings, please visit:

http://efiles.portlandoregon.gov/webdrawer/search/rec?sm_class=uri_7547&count&rows=50

These Design Commission comments are intended to guide you in further design exploration of your project. These comments may also inform City staff when giving guidance over the course of future related land use reviews. It should be understood that these comments address the project as presented on April 19, 2018. As the project design evolves, the comments, too, may evolve or may no longer be pertinent.

Design Advice Requests are not intended to substitute for other Code-required land use or legislative procedures. Please keep in mind that the formal Type III land use review process [which includes a pre-application, a land use review application, public notification, a Staff Report and a public hearing] must be followed once the Design Advice Request meetings are complete, if formal approval for specific elements of your project is desired.

Please continue to coordinate with me as you prepare your formal land use application, or if you desire another Design Advice Request meeting with the Commission.

Encl:
Summary Memo

Cc: Design Commission
Respondents

This memo summarizes **Design Commission** design direction provided on April 19, 2018.

Commissioners in attendance on April 19, 2018: Commissioner Rodriguez, Commissioner Savinar, Commissioner Vallaster, Chair Livingston, Commissioner Molinar, Commissioner Clarke

Executive Summary

The project was generally well received. The Commission was supportive of proposed massing and materials in response to the surrounding context. Commissioners stressed the importance of high quality materials and thoughtful detailing, particularly on the east façade. The Commission will not support a modification to the ground floor windows standard in order to accommodate parking and loading entries. Required loading should be designed to minimize the impact of inactive frontage on the public realm.

Summary of Comments

Following is a general summary of Commission comments by issue:

1. Massing, Scale, and Design Character (A4, A5, C4, C3-1, C5, C11)

- A. Context & Massing. Commissioners expressed unanimous support for the massing concept; the project does a great job of responding to massing, scale, design character. The applicable guidelines speak to desired character and encourage innovative designs. The building is compatible with the industrial context while appearing sophisticated and polished. Consider ways to further address the artisanal character of the neighborhood.

Commissioners also encouraged further exploration and development of the way the building turns along SE Taylor and SE Salmon, particularly at the base. They requested the applicant to show the scale of the surrounding context in the Design Review package. Overall, the concept is clear and consistent.

Stormwater Management. Commission supports integrated planters as a way to accommodate required stormwater management while strengthening the overall design concept. Stormwater planters at multiple levels are a clear and thoughtful way to pull the concept up from the street and through the building.

2. Ground Floor Activation (A5, A8, B2, B6, C1-1, C6, C9)

- A. SE Salmon Street Frontage. Loading doors will be a challenge. Commission advises the applicant to condense the opening as much as possible and treat the remaining portions of the wall. Parking and loading never “better meets” the intent of an active street and there is no support for a modification to the ground floor windows standard.
- B. Location of Retail Entrances. Given the grade change between SE Taylor and SE Salmon, the Commission is supportive of the preference to provide retail entries only along SE MLK. A retail door on SE Salmon would be ideal, but the difference between exterior grade and finished floor is not significant enough to impede the visual relationship between exterior and interior.

Commissioners expressed enthusiastic support for the proposed canopies and urged the applicant to focus on a cohesive expression over the need for continuous weather protection. No coverage on SE Salmon is acceptable, however 11’ at the corner may be too low. The applicant should explore ways to pull the canopy up to 12’ at the lowest point; 6’-8’ deep is enough to compensate for the additional height above grade.

- C. Lobby Entrance. Commission expressed support for an office lobby entrance as proposed mid-block on SE Taylor Street.

3. Materials – Metal & Glass (A4, C2, C5)

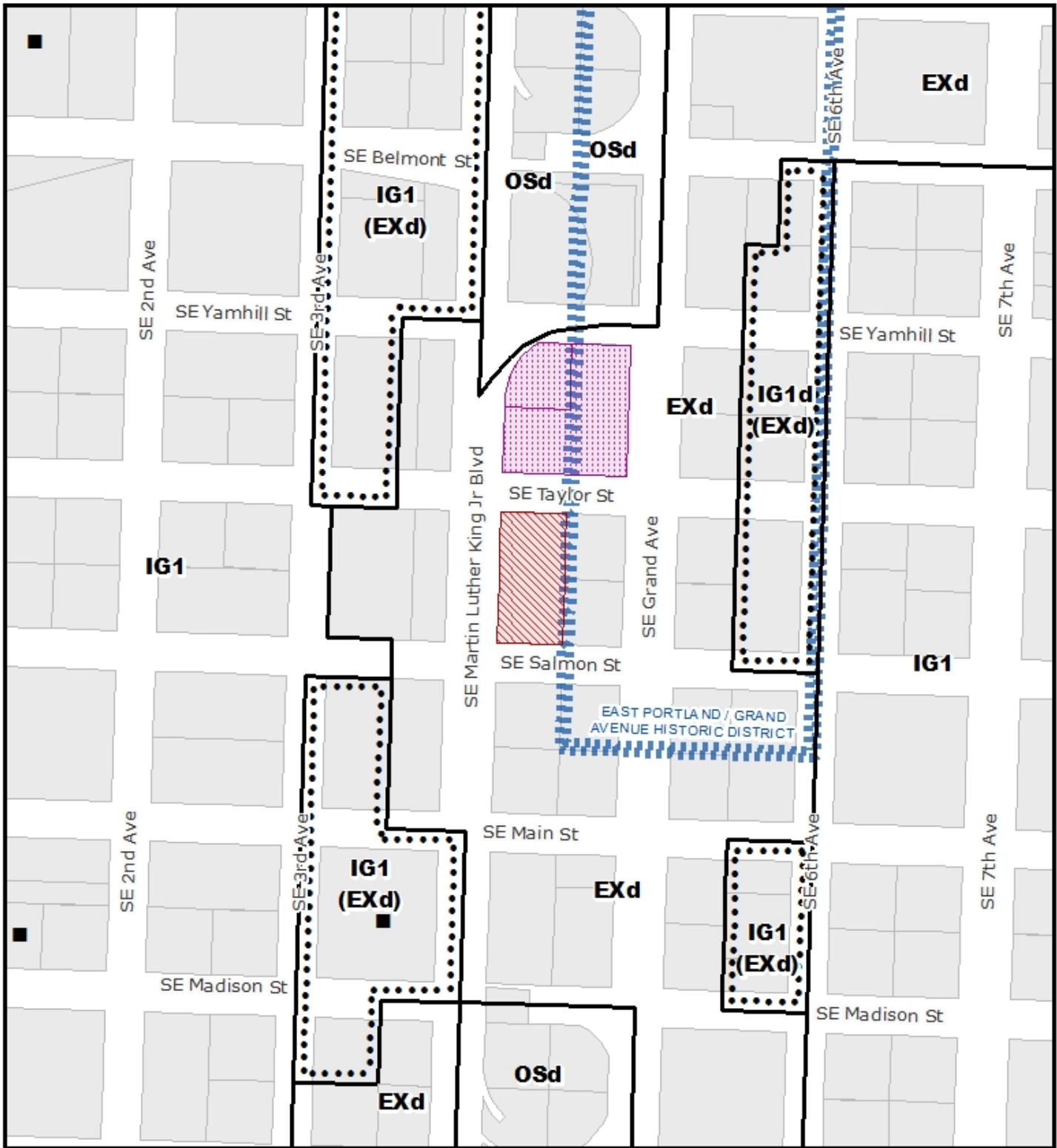
- A. Street Facing Elevations - The success of the simple material palette will ultimately depend on the quality and detailing of materials. Details, cutsheets, specifications, and material samples will be needed for review during the Type III Design Review.

4. East Façade Abutting Historic District (A4, A5, C4, C5)

- A. Articulated Metal Panel – Commissioners expressed support for this option that continues the windows patterning around the entire building. The east façade is critical to the success of this building. In many of the precedent images provided, the same material is continued around the entire building, with a lesser level of detail at the end walls. Explore the way the trim turns the corner and whether the exact scale of the windows needs to be replicated. The use of an articulated metal panel will meet guidelines and completes the four-sided building.

Exhibit List

- A. Applicant's Submittals
 - 1. Original Drawing Set
- B. Zoning Map
- C. Drawings
 - 1. Revised submittal, dated April 19, 2018
- D. Notification
 - 1. Posting instructions sent to applicant
 - 2. Posting notice as sent to applicant
 - 2. Applicant's statement certifying posting
 - 3. General information on DAR process included with e-mailed posting/notice
- E. Service Bureau Comments: None
- F. Public Testimony: None
- G. Other
 - 1. Application form



ZONING



THIS SITE LIES WITHIN THE:
 CENTRAL CITY PLAN DISTRICT
 CENTRAL EASTSIDE SUBDISTRICT

-  Site
-  Also Owned Parcels
-  Historic Landmark

File No.	EA 18-126238 DA
1/4 Section	3131
Scale	1 inch = 200 feet
State ID	1S1E02BC 1600
Exhibit	B Feb 26, 2018



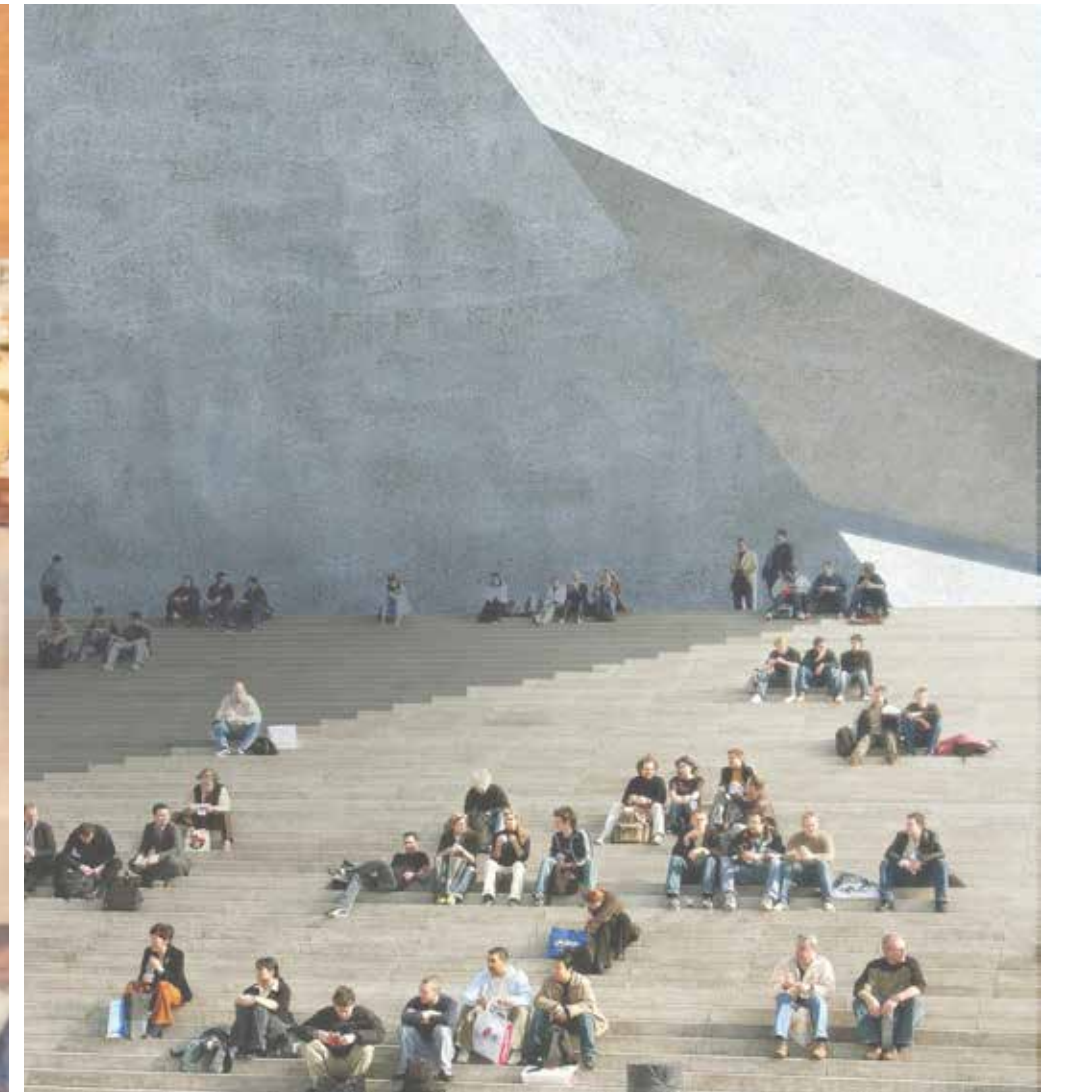
1100-1130 SE ML King Blvd

Design Advice Request
April 19, 2018

EA #18-126238 DA

Inspiration

The **Platform** development at 1100-1130 SE MLK Blvd offers a carefully curated civic experience with spaces that feel as if you are coming into the outdoors—large covered spaces offering protection from the elements, flooded with natural light, a contagious human energy and a sense of arrival and convergence.



Design Objectives

1. **Enhance the urban condition** of the Central City and Central Eastside Industrial District
2. **Amplify street life** at an important crossroads in the neighborhood
3. **Elevate the architectural character** of the Design District and neighboring Historic Corridor

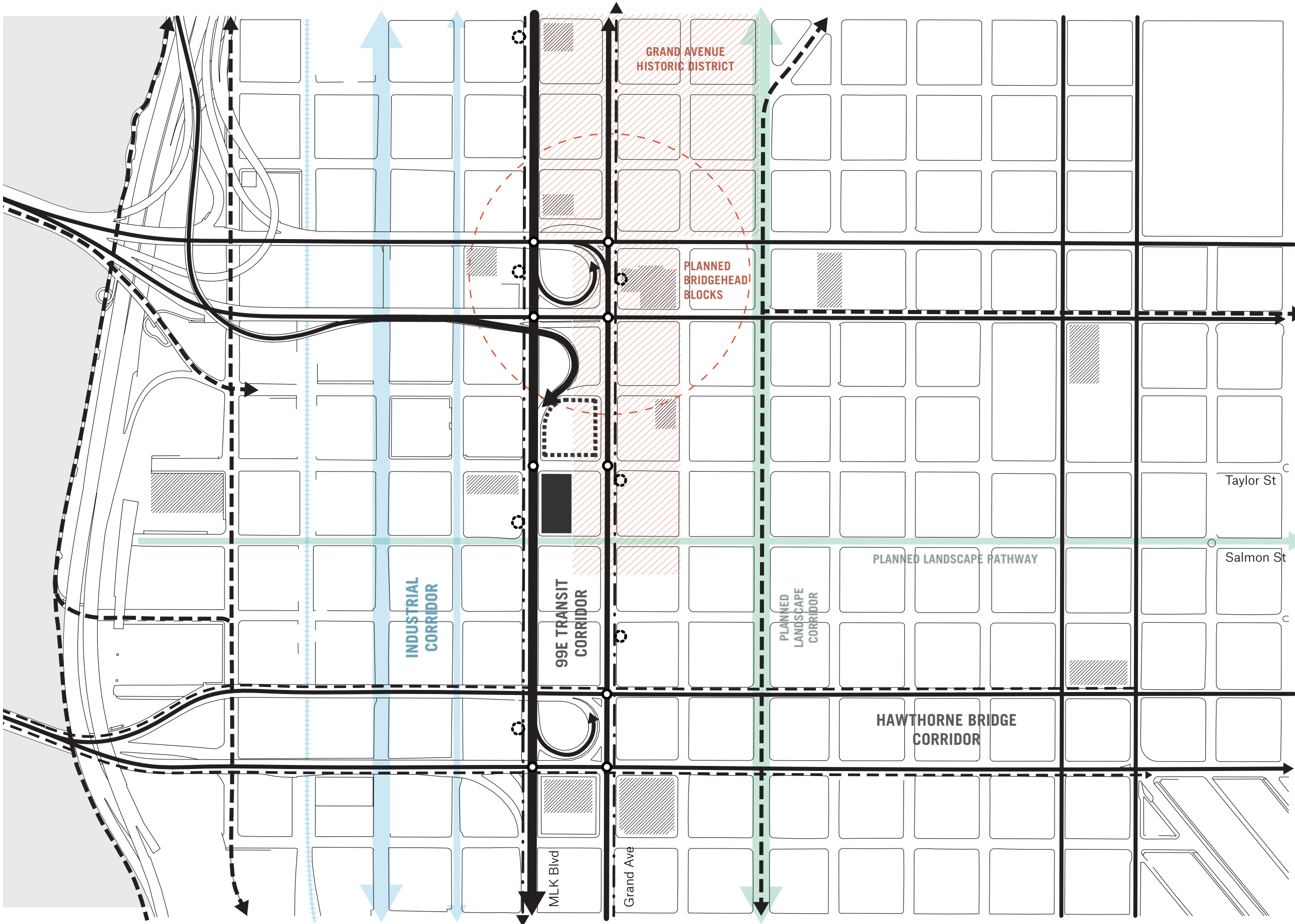


1. Urban Condition



Central Eastside Industrial District

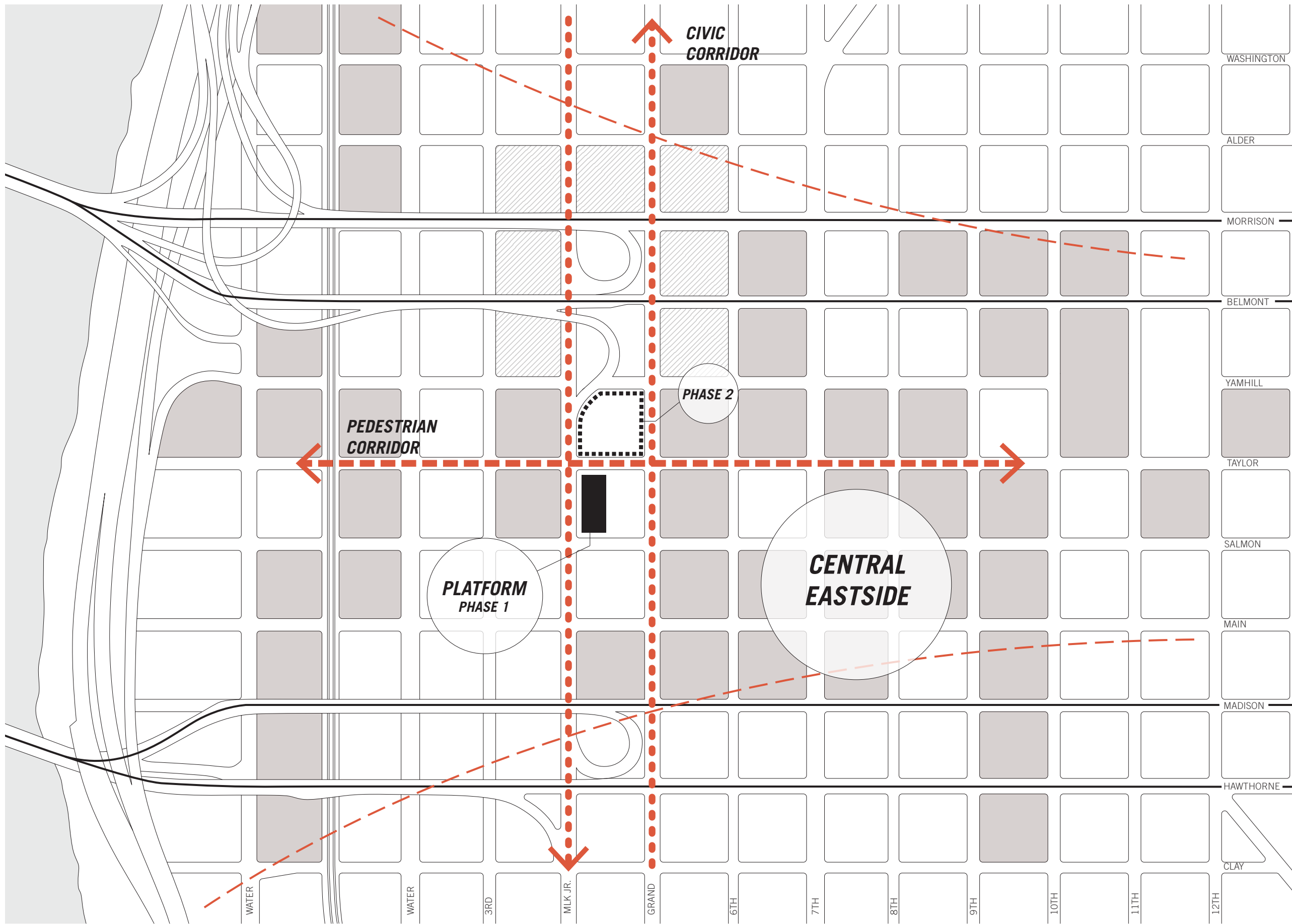
Platform is located in the heart of the Central Eastside Industrial District, on SE MLK Blvd between Taylor and Salmon Streets.



- MAJOR TRAFFIC ROUTE / TRAFFIC LIGHT
- MAJOR BICYCLE ROUTE
- STREET CAR / TRANSIT STOP
- TRUCK LOADING STREET
- OPEN SPACE / PARK CORRIDOR
- RAIL CORRIDOR
- PUBLIC PARKING LOTS/ GARAGES
(NOTE: METERED STREET PARKING AVAILABLE ON MOST STREETS)

Urban Situation

The site is at the nexus of several important urban corridors passing through the district.



Enhanced Urban Corridors

The Platform development will engage the civic axis along Hgwy 99E and strengthen the burgeoning Taylor Street pedestrian axis from Water Ave to the Goat Blocks.



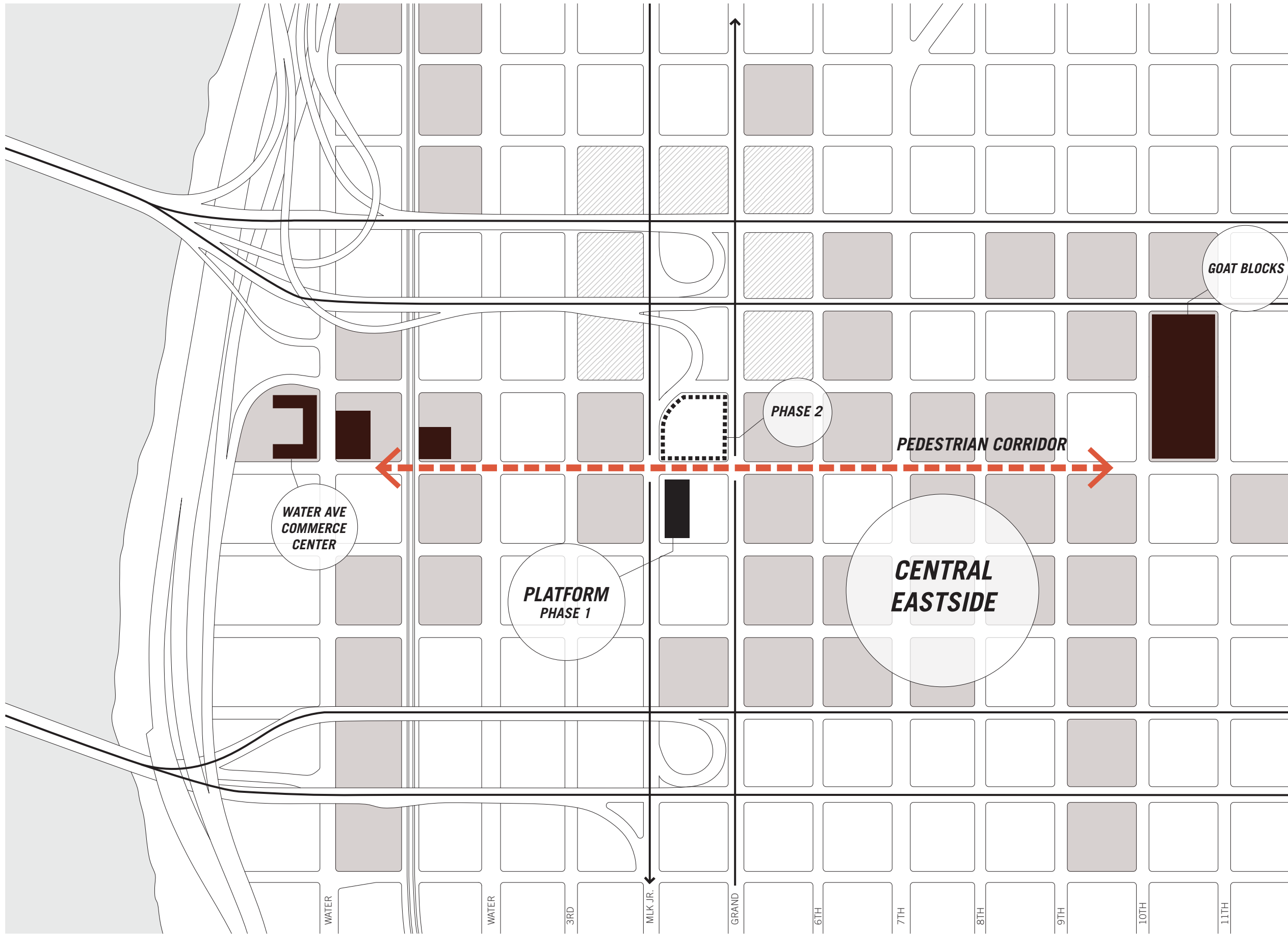
1 / Waterfront Avenue Coffee 2 / Coava 3 / Wildfang 4 / White Owl Social Club 5 / Bunk Bar 6 / Stumptown Coffee Tasting Room 7 / Commons Brewery 8 / Afuri Ramen
 9 / Rogue Eastside Pub and Pilot Brewery 10 / Grand Central Restaurant and Bowling Lounge 11 / Loyal Legion Pub 12 / Kachka 13 / Le Bistro Montage 14 / Hair of the Dog Brewing
 15 / Noraneko 16 / Portland Indoor Soccer 17 / Figlia Americana 18 / The Redd on Salmon Street

- MAJOR TRAFFIC ROUTE / TRAFFIC LIGHT
- MAJOR BICYCLE ROUTE
- STREET CAR A LOOP / STOP
- STREET CAR B LOOP / STOP
- PLATFORM SITE



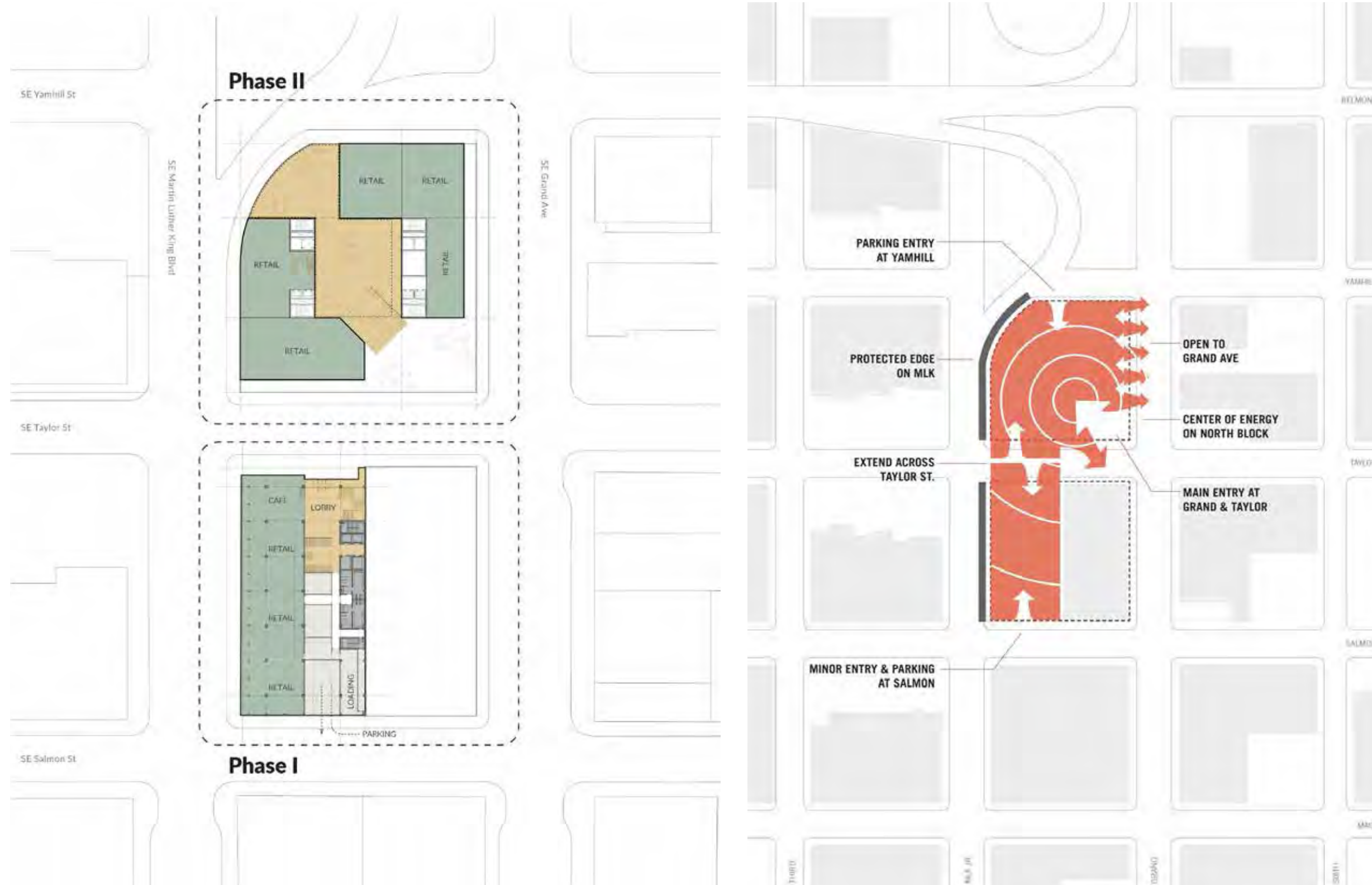
Pedestrian Corridor - Life in the Central Eastside Industrial District

The significant concentration of public uses located in the CEID between the Willamette River and the Buckman Neighborhood are bisected by the Grand Ave. / MLK Blvd corridor.



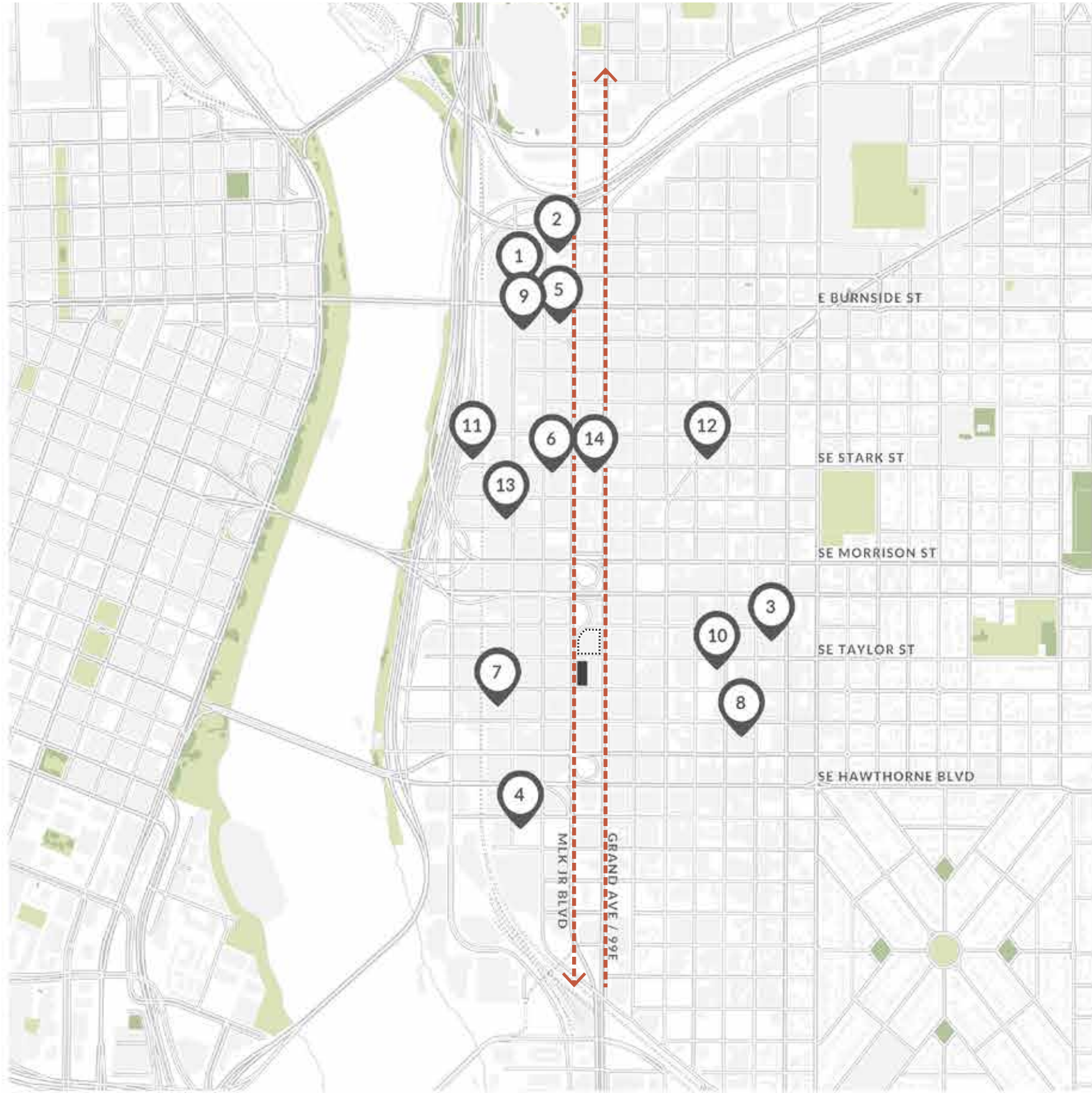
Pedestrian Corridor - Bridge Across Hgwy 99E

The new development, as a destination for working, shopping and gathering, will act as a pedestrian bridge across the heavily used Hgwy 99E traffic corridor.



Platform Development - 2 Phases

The development is envisioned to be fully completed in two phases, with new buildings located on the blocks flanking Taylor St. This will create an energized civic space in the center of the CEID.



1/ The Yard - Skylab Architecture 2/ Slate - Works Partnership 3/ Goat Blocks - Anikrom Moisan 4/ Clay Creative - Mackenzie 5/ Fishel's Furniture (5 MLK) - Gording Ertlen
 6/ Portland Music Co (525 MLK) - Beam & Hacker 7/ Stumptown Coffee North American HQ 8/ Custom Stamping and Manf. Co. 9/ Towne Storage - LRS 10/ The Redd on Salmon Street
 11/ 7 SE Stark - Harsch & WPA 12/ 811 SE Stark - Beam & UDP 13/ 129 SE Alder - Harsch & WPA 14/ 550 MLK - Beam Development



The Yard, 21 Floors



Slate, 10 Floors, 140,000sf



Clay Creative, 5 Floors, 70,000sf

Civic Corridor - Landmark Development

The Grand Ave. / MLK Blvd corridor, which connects a large percentage of Portland's commuters to the City Center, is a new thread of landmark development in the city.



Civic Corridor - Gateway

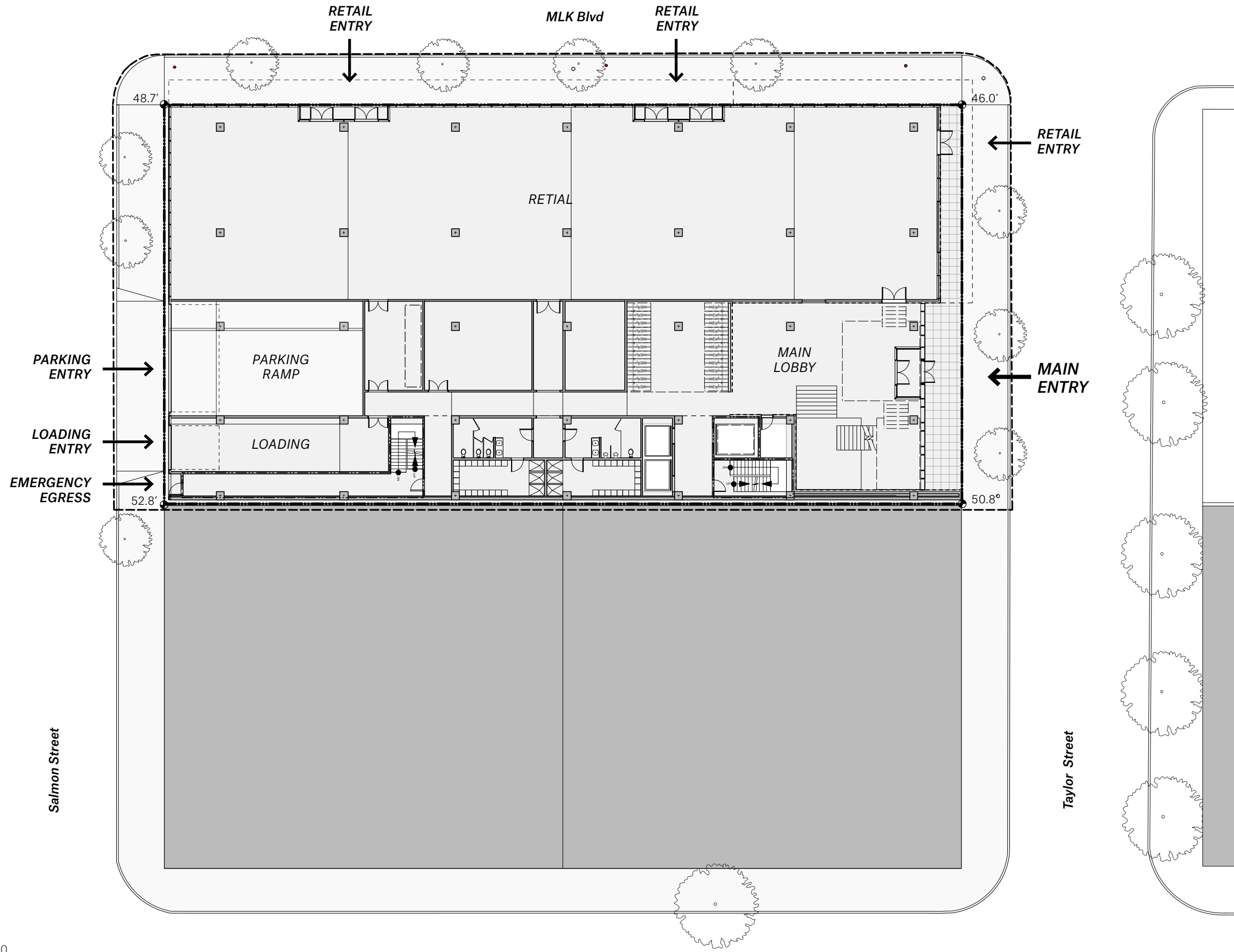
As seen from the the Morrison Bridge and MLK Blvd, **Platform's** transparent lobby and many gathering decks announce the neighborhood as a destination for working and social engagement.

2. Street Life



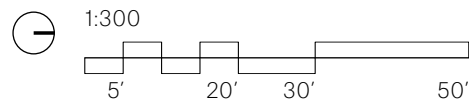
Platform - Street Life

The **Platform** development will enhance pedestrian life in the heart of the C.E.I.D., providing public access at the street and visual engagement to all levels above.



Street Level Connections

The **Platform** development will provide ground floor commercial and retail programming on all street frontages. The main lobby will be accessed from Taylor St.





↑
MAIN ENTRY

↑
RETAIL ENTRY

North Elevation—Taylor St Facade



↑
RETAIL ENTRY

↑
RETAIL ENTRY

West Elevation—ML King Blvd Facade



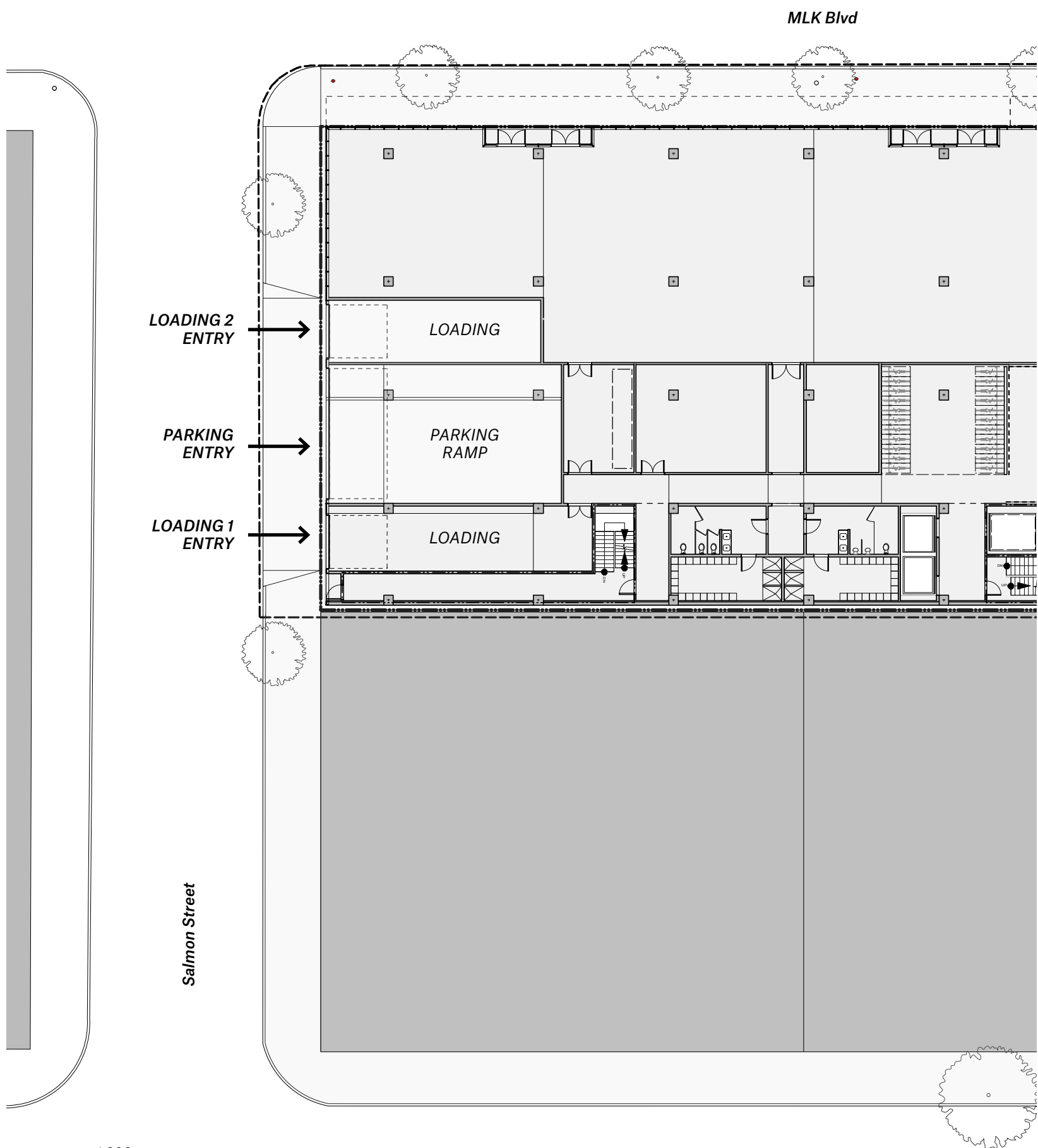
↑
PARKING ENTRY

↑
LOADING

South Elevation—Salmon St Facade

Street Level Connections

The **Platform** development will provide ground floor commercial and retail programming on all street frontages. The main lobby will be accessed from Taylor St.



South Elevation - 2 loading docks



South Elevation - 1 loading dock - Proposed Design

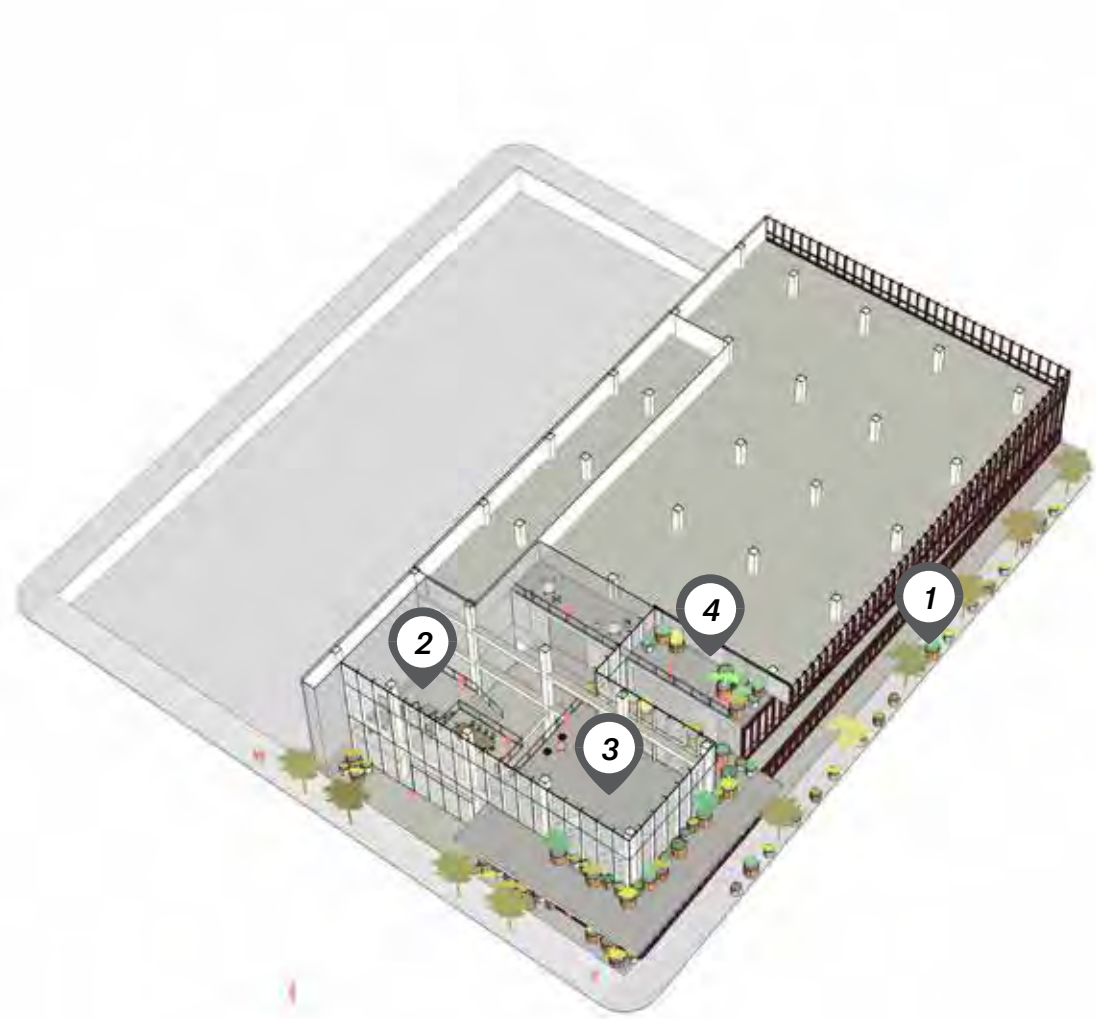
Design Alternate - Loading

The preferred design proposal is to reduce the number of loading docks from the required amount to one Type A space, allowing for greater transparency into publicly visible retail areas along Salmon St.



Platform - Vertical Street

Physical and visual engagement with the street continues up into the building, connecting occupants to the street from the ground level to the roof.



1. Retail

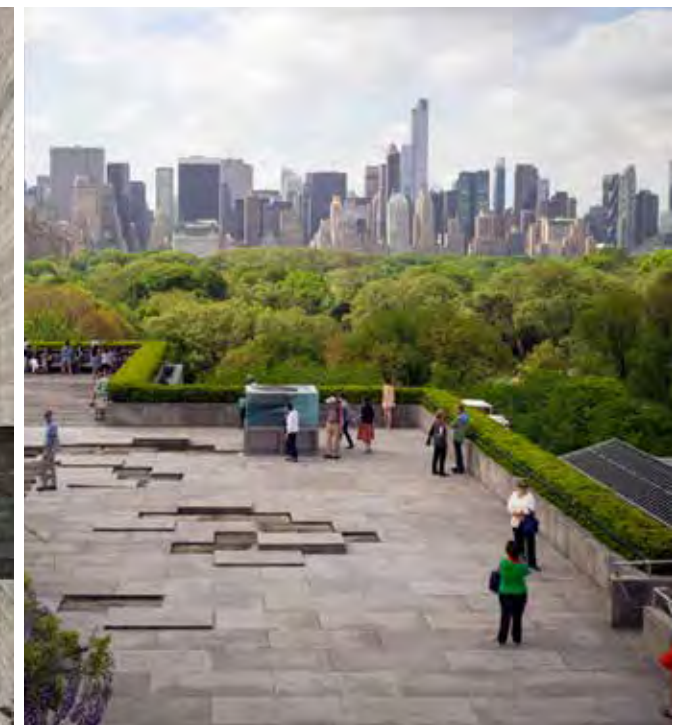
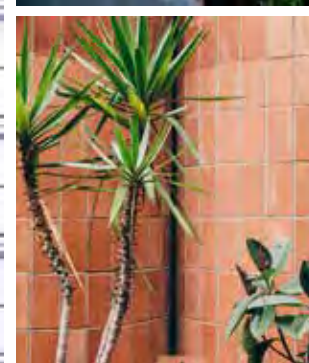
2. Gathering Space

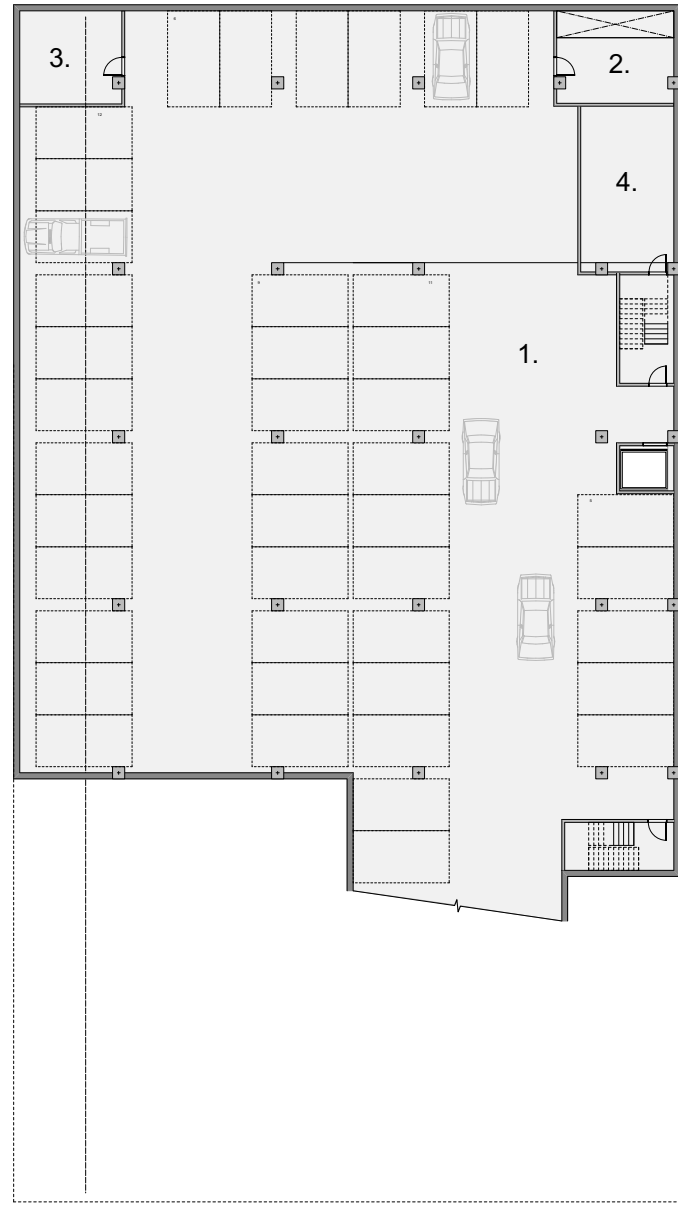
3. Communal Working Space
4. Garden Terrace

5. Meeting Space

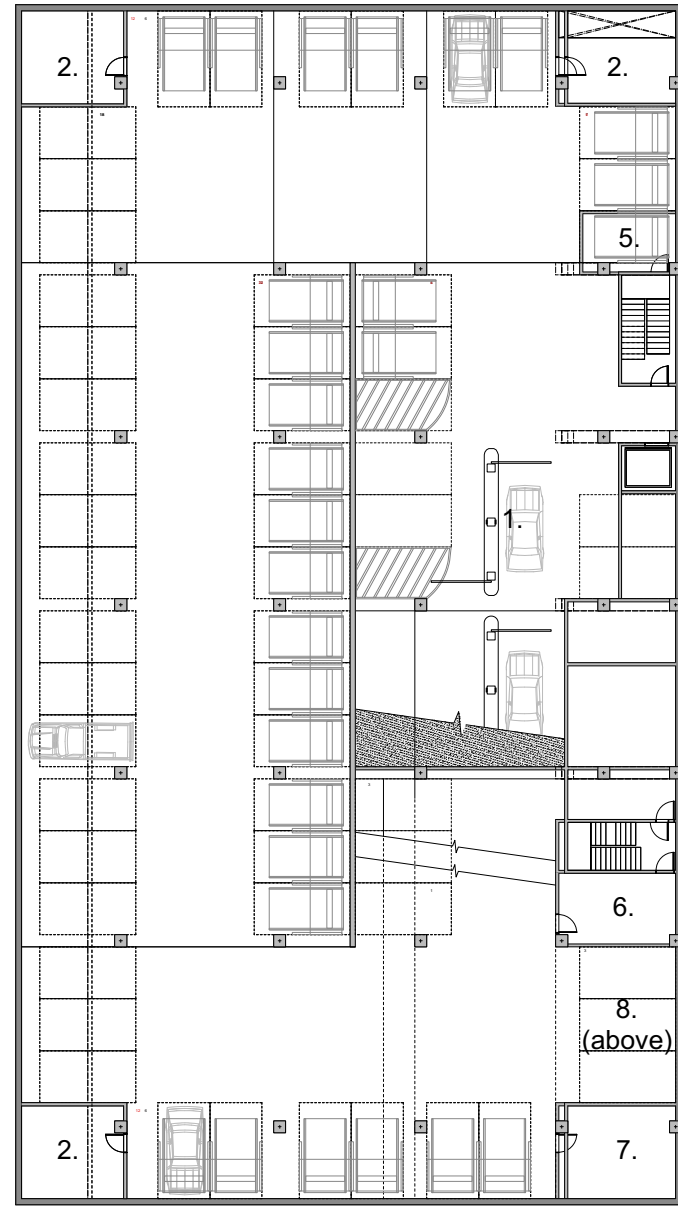
6. Exterior Bridge

7. Roof Deck

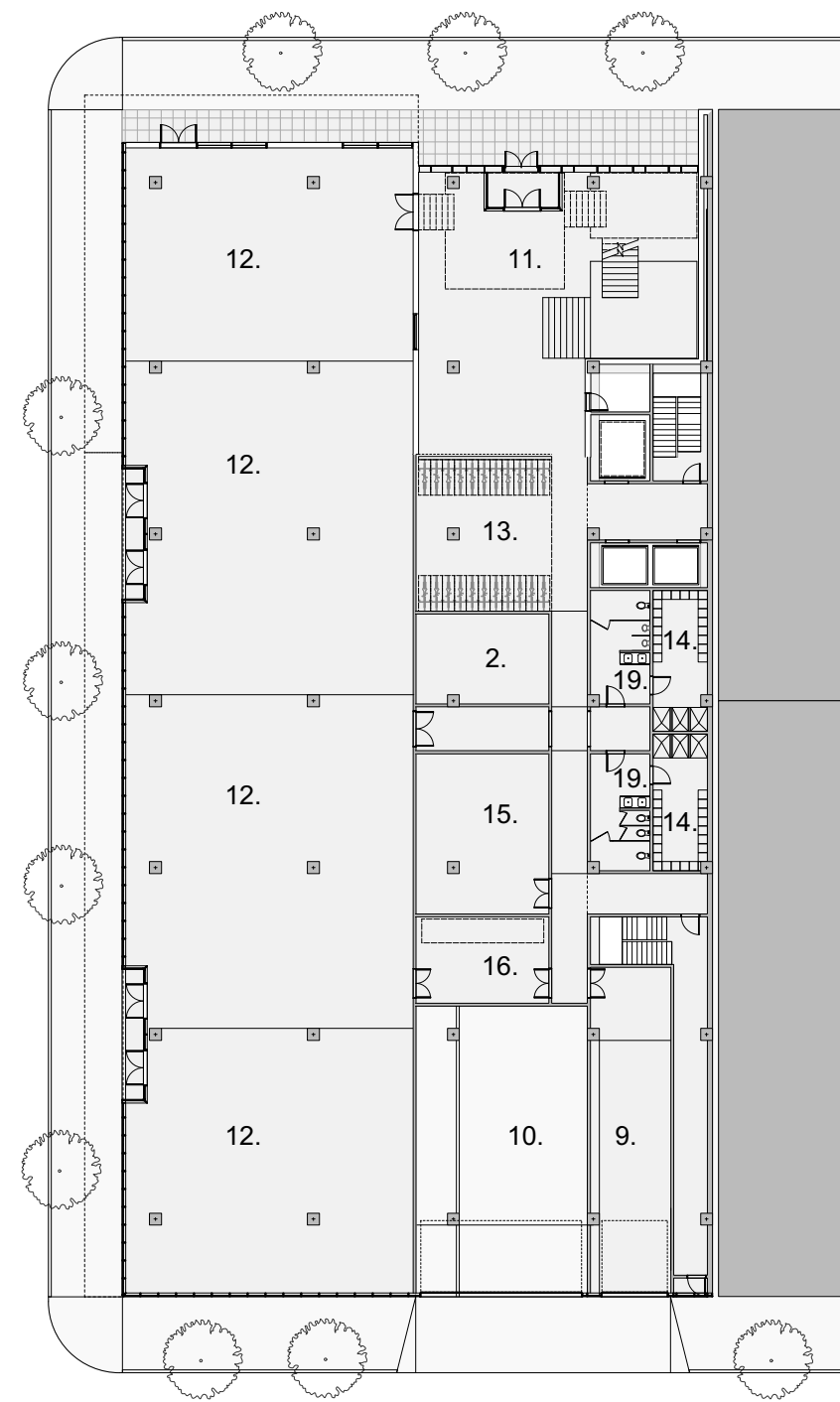




Parking Level 2



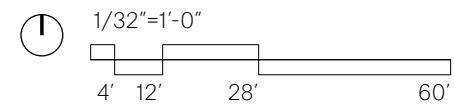
Parking Level 1



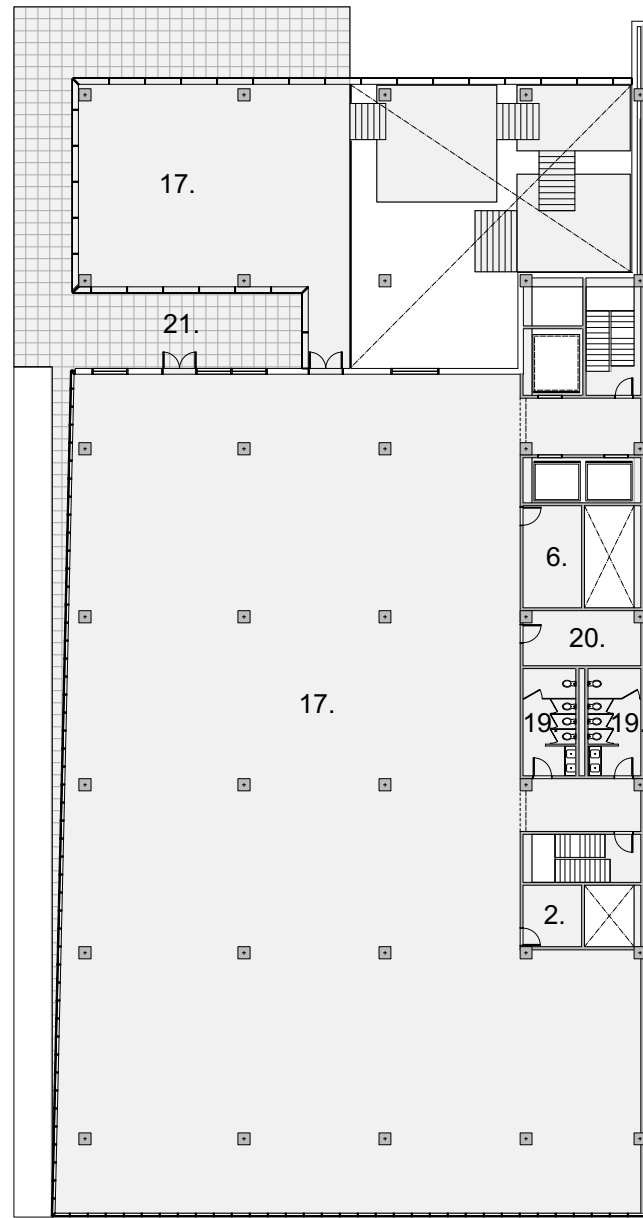
Ground Floor

Room Key:

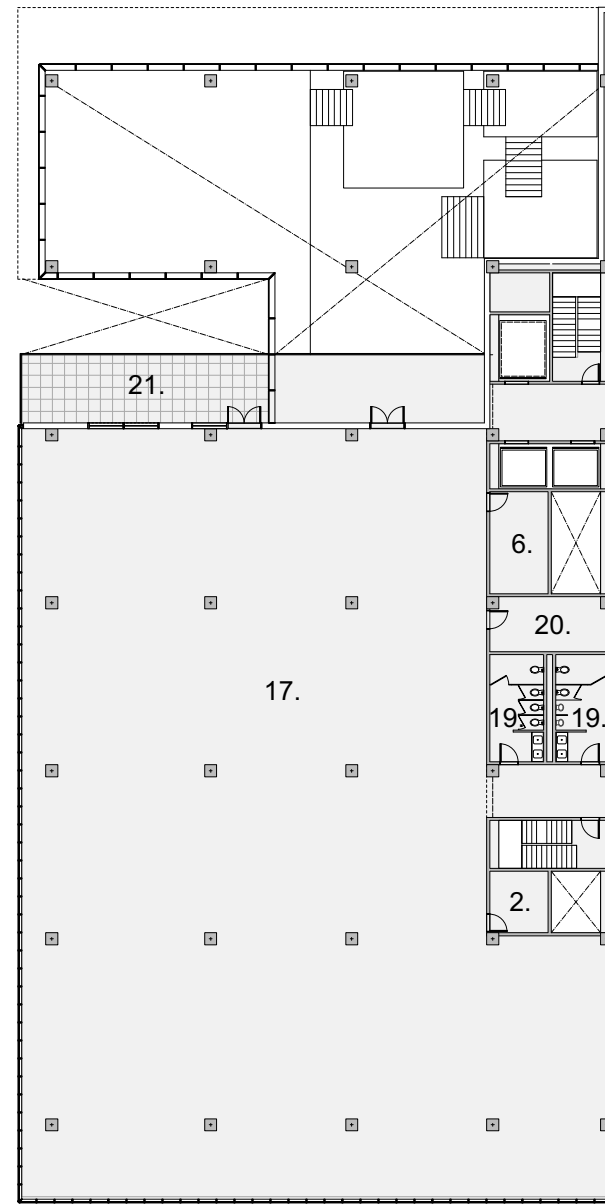
- | | | |
|------------------------|---------------------|---------------------|
| 1. Parking | 9. Loading | 17. Office |
| 2. Storage | 10. Parking Ramp | 18. Janitor's Room |
| 3. Water Room | 11. Lobby | 19. Restroom |
| 4. Fire Water Tank | 12. Retail | 20. Data/IT Room |
| 5. Fire Equipment Room | 13. Bike Storage | 21. Porch |
| 6. Electrical Room | 14. Lockers | 22. Bridge |
| 7. Electrical Vault | 15. Mechanical Room | 23. Mechanical Yard |
| 8. Generator | 16. Trash Room | 24. Roof |



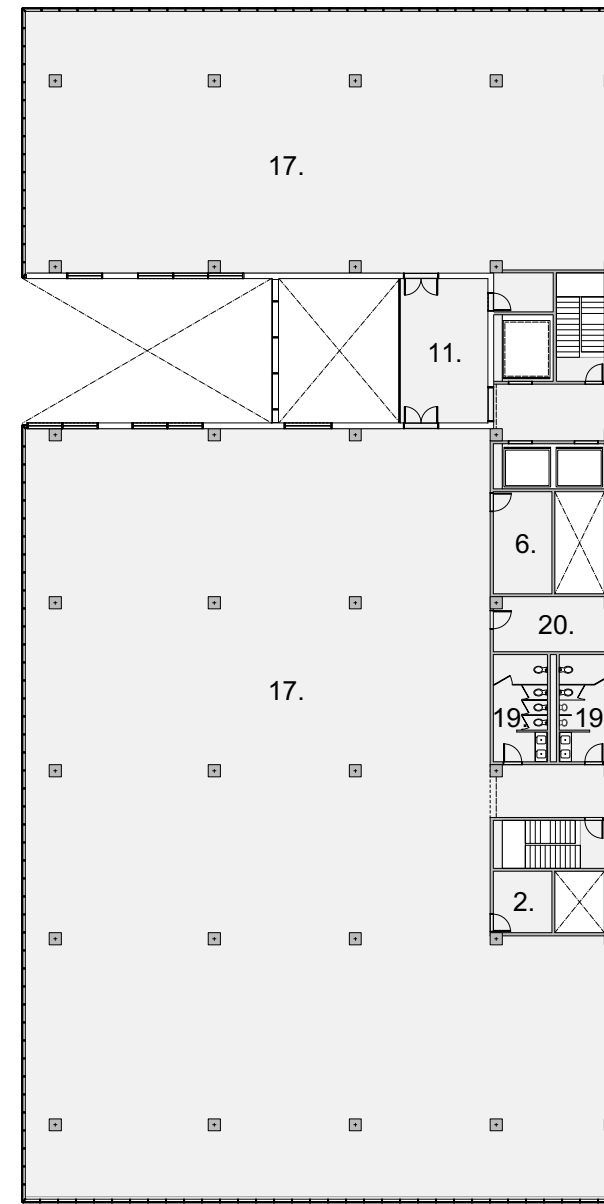
Building Order - Lower Levels



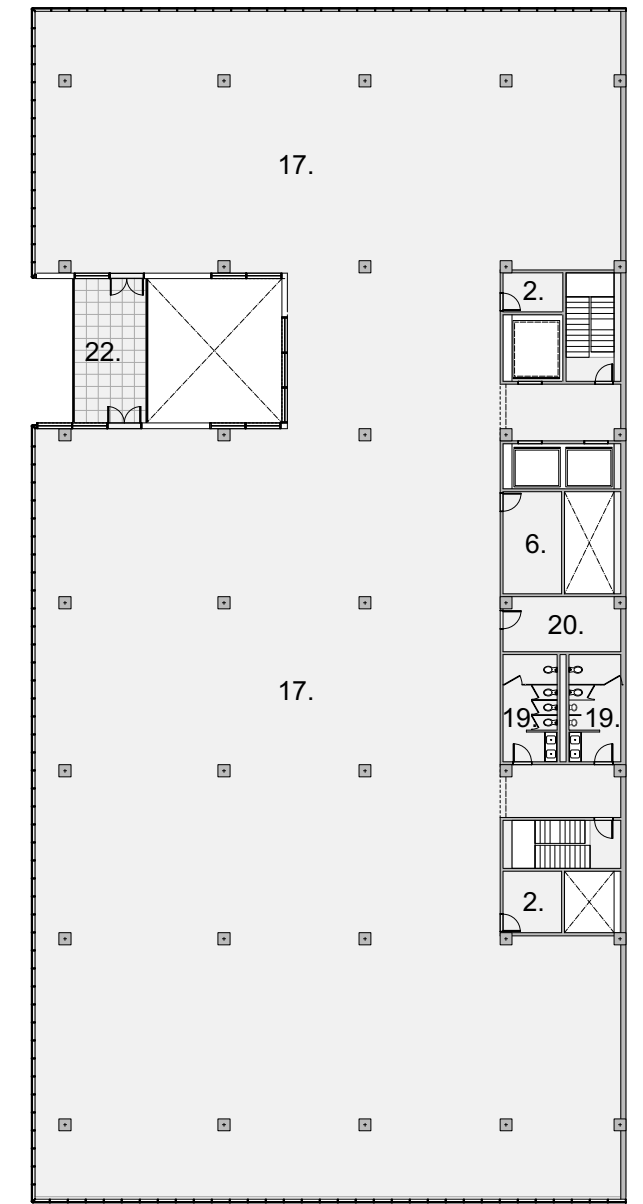
2nd Floor



3rd Floor



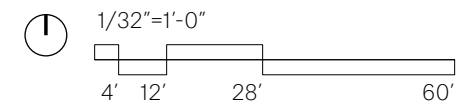
4th Floor



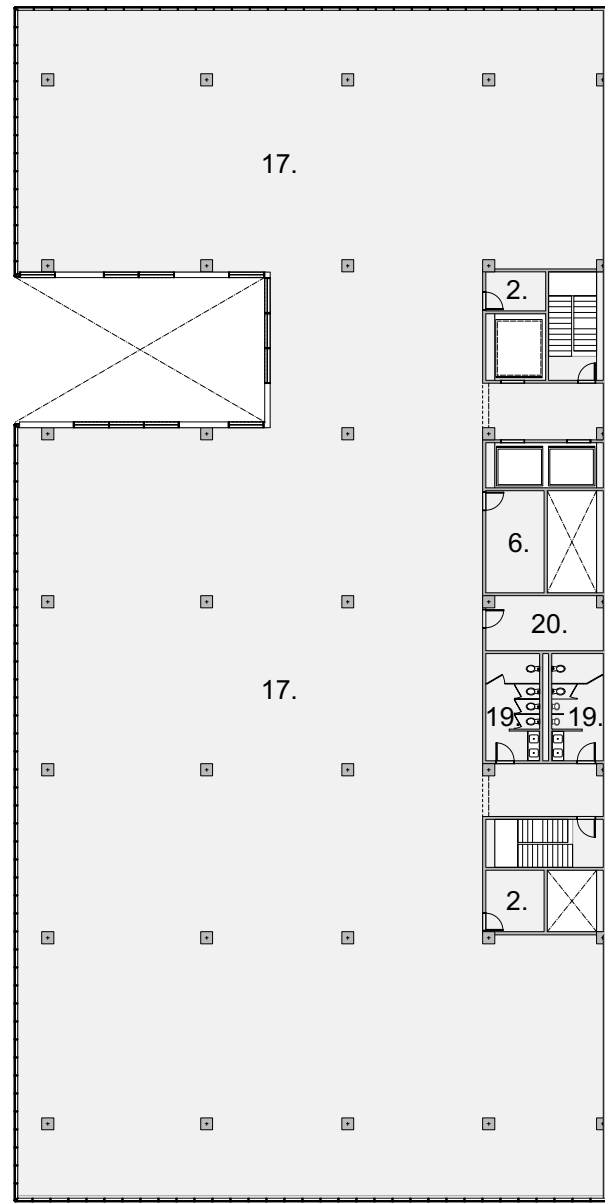
5th Floor

Room Key:

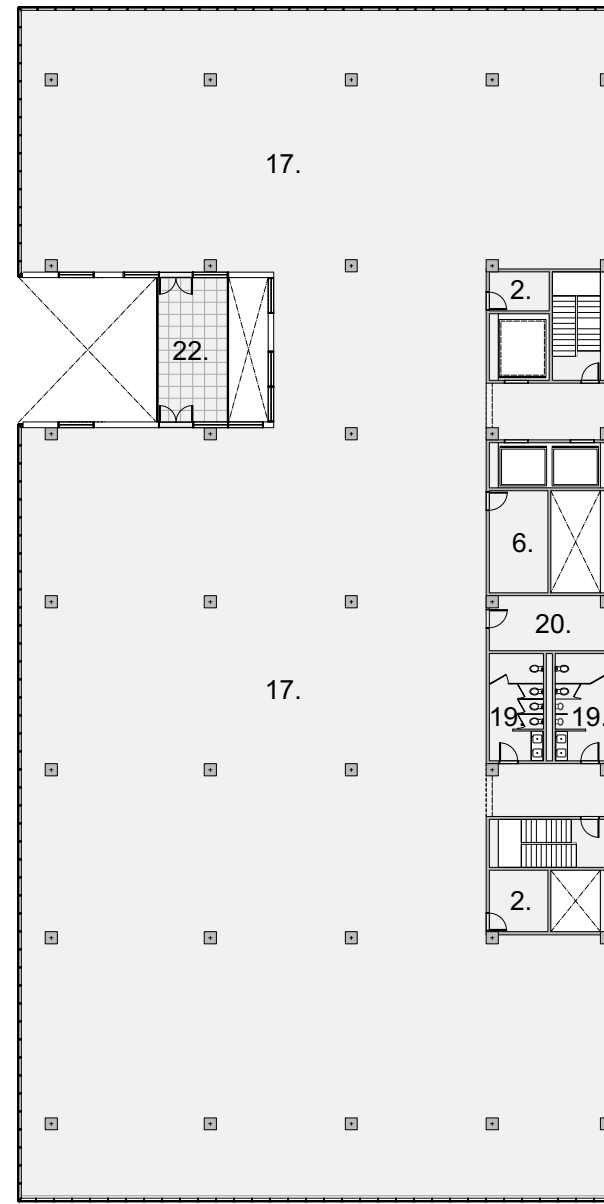
- | | | |
|------------------------|---------------------|---------------------|
| 1. Parking | 9. Loading | 17. Office |
| 2. Storage | 10. Parking Ramp | 18. Janitor's Room |
| 3. Water Room | 11. Lobby | 19. Restroom |
| 4. Fire Water Tank | 12. Retail | 20. Data/IT Room |
| 5. Fire Equipment Room | 13. Bike Storage | 21. Porch |
| 6. Electrical Room | 14. Lockers | 22. Bridge |
| 7. Electrical Vault | 15. Mechanical Room | 23. Mechanical Yard |
| 8. Generator | 16. Trash Room | 24. Roof |



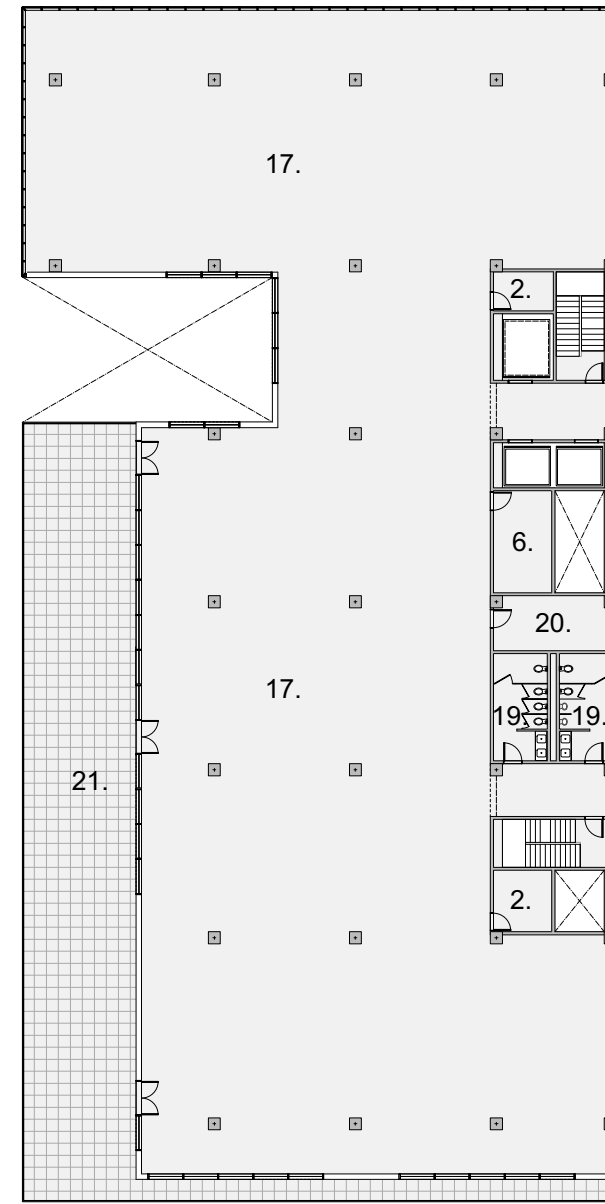
Building Order - Upper Levels



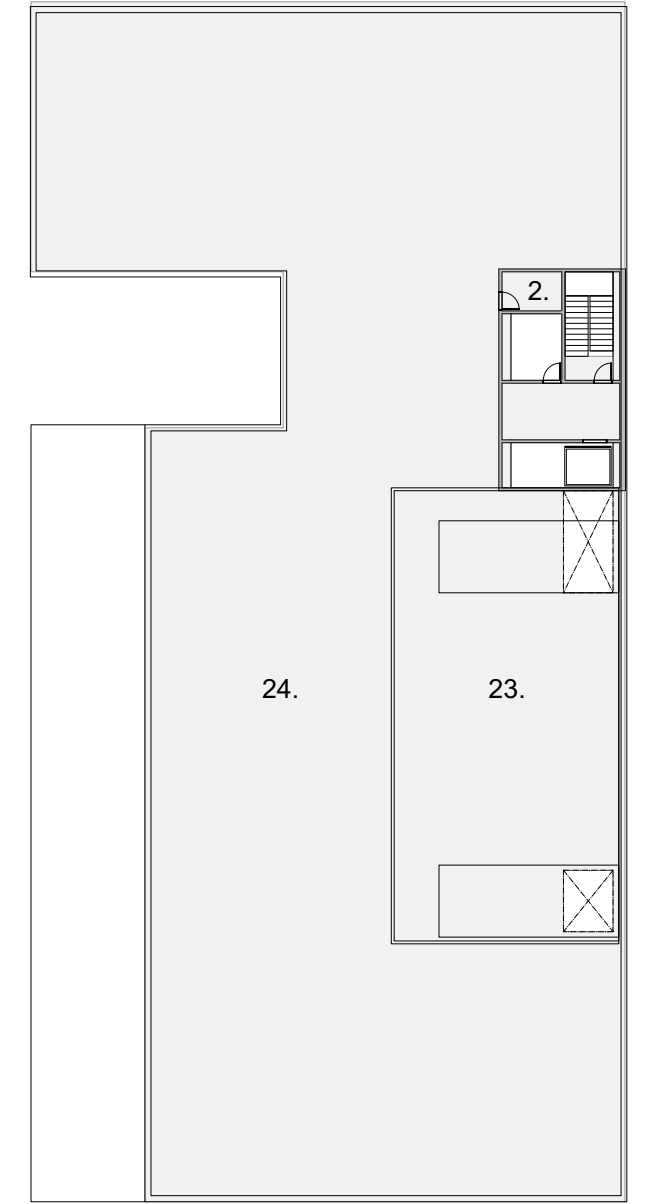
6th Floor



7th Floor



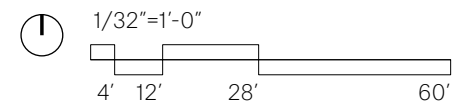
8th Floor



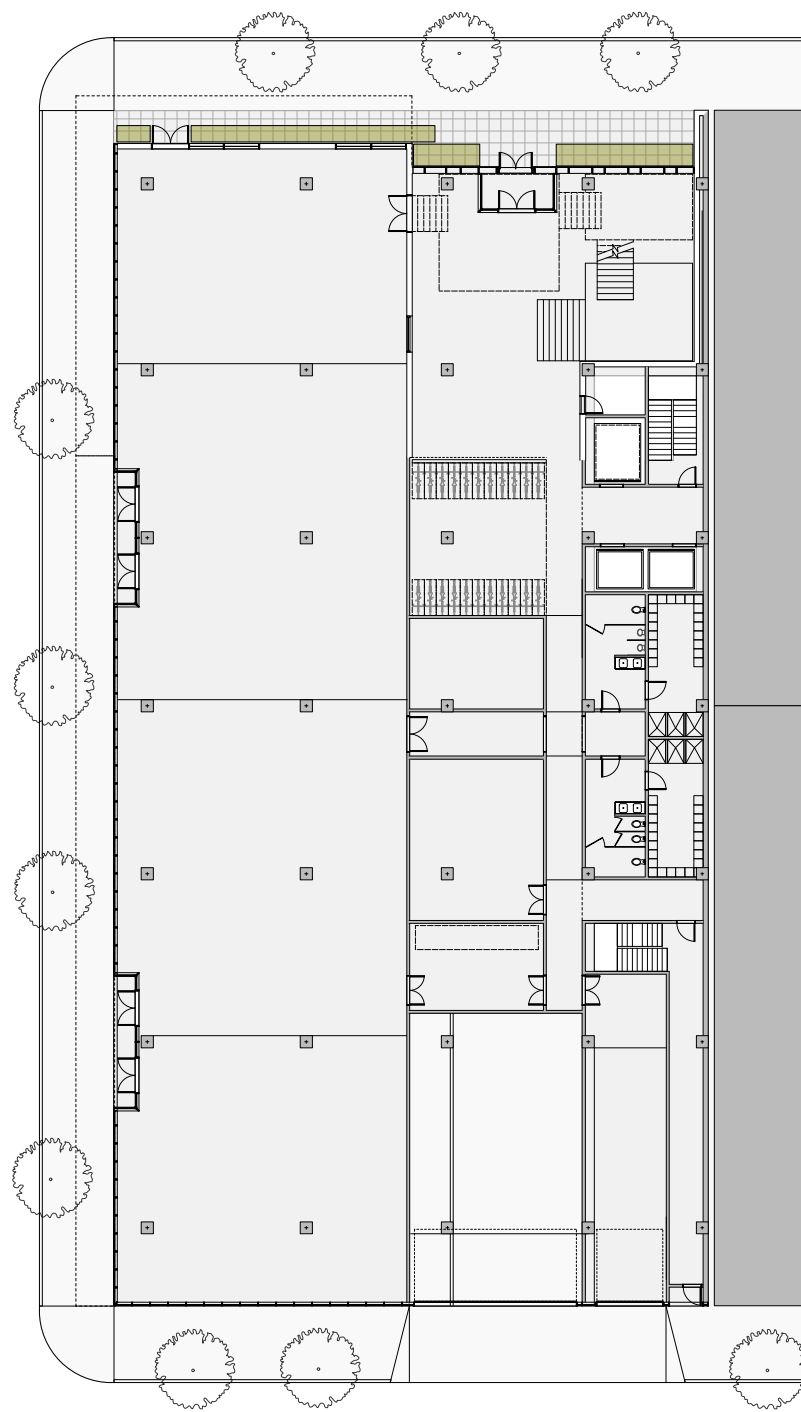
Roof

Room Key:

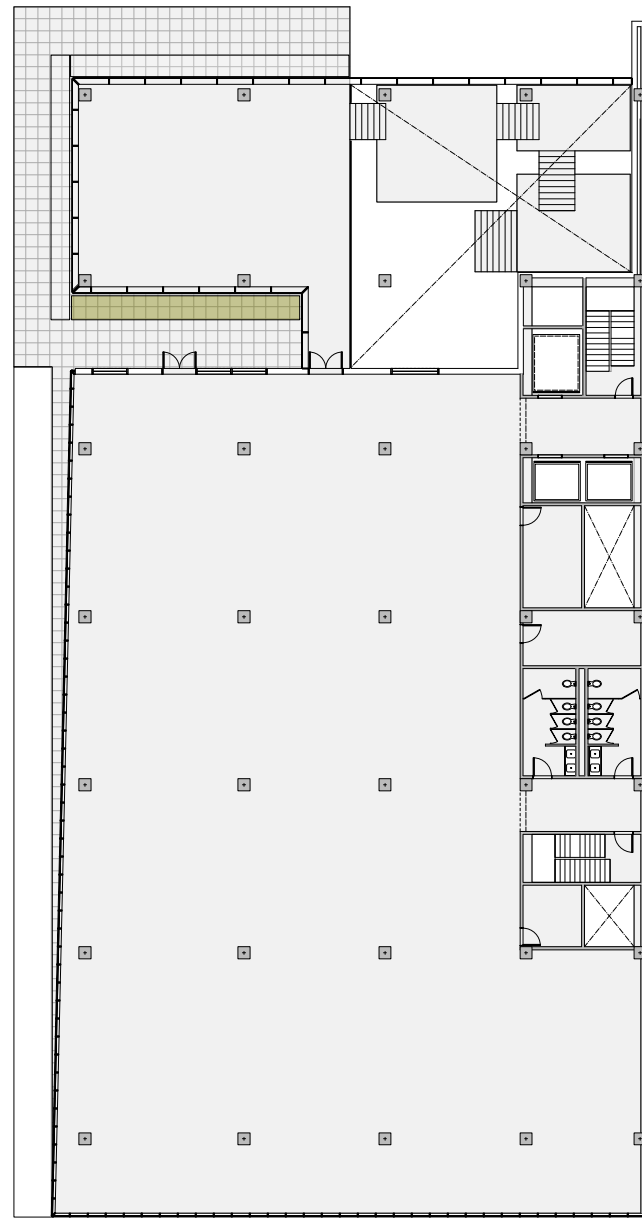
- | | | |
|------------------------|---------------------|---------------------|
| 1. Parking | 9. Loading | 17. Office |
| 2. Storage | 10. Parking Ramp | 18. Janitor's Room |
| 3. Water Room | 11. Lobby | 19. Restroom |
| 4. Fire Water Tank | 12. Retail | 20. Data/IT Room |
| 5. Fire Equipment Room | 13. Bike Storage | 21. Porch |
| 6. Electrical Room | 14. Lockers | 22. Bridge |
| 7. Electrical Vault | 15. Mechanical Room | 23. Mechanical Yard |
| 8. Generator | 16. Trash Room | 24. Roof |



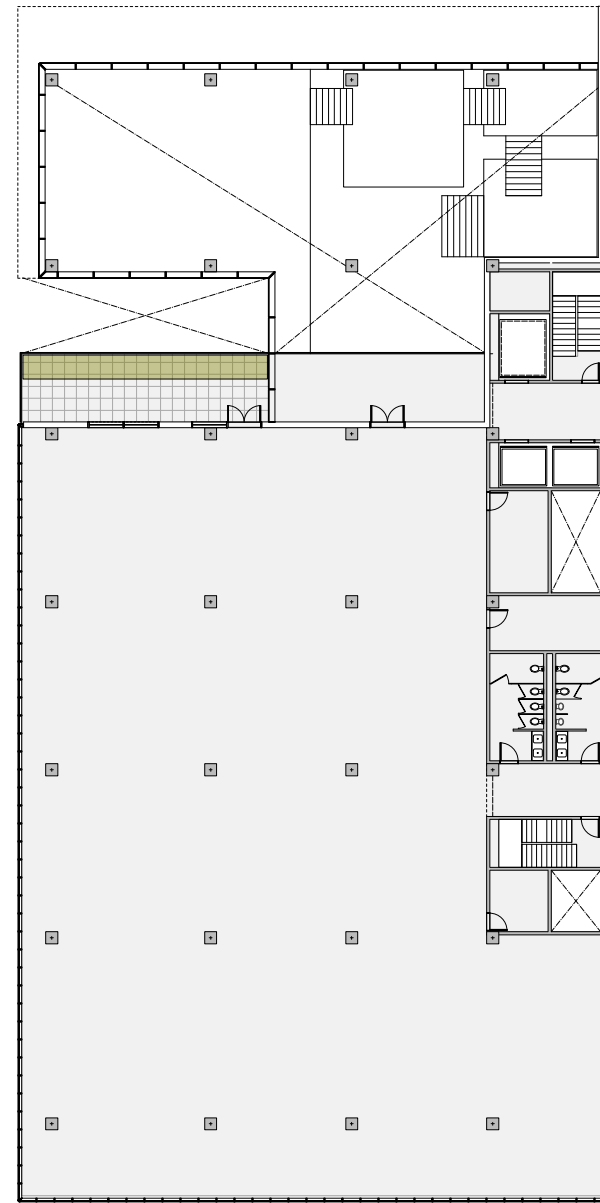
Building Order - Upper Levels



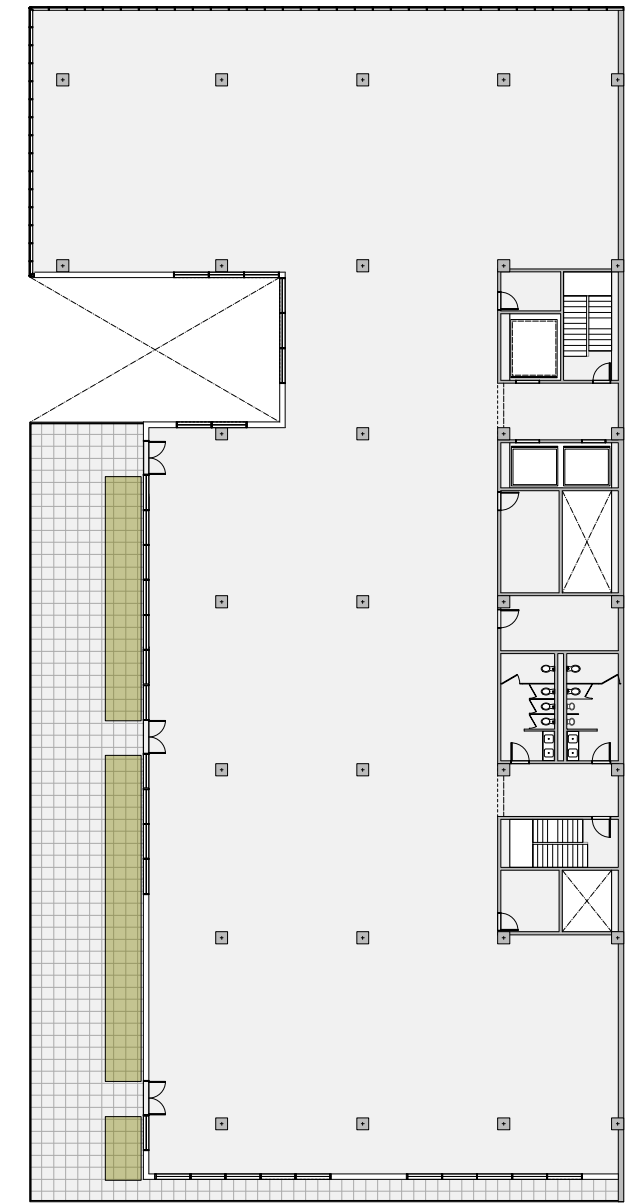
Ground Floor



2nd Floor



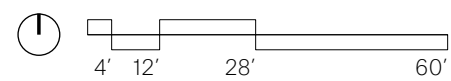
3rd Floor

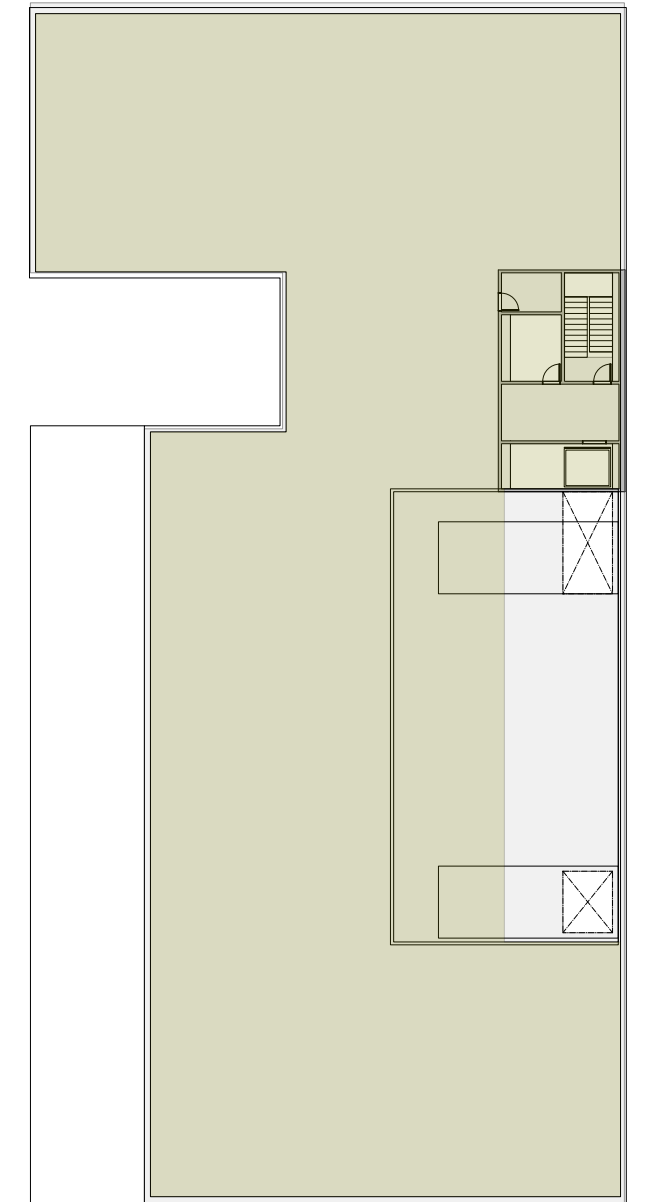


8th Floor

Water Management: Planters at Multiple Levels

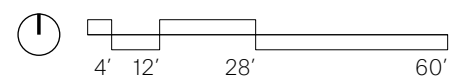
Planters integrated into the exterior decks at multiple levels will filter runoff from the buildings impervious surfaces.





Design Alternate - Water Management: Eco Roof

An Eco Roof will cover 90% of the main roof area (74% of the overall site impervious area).



3. Architectural Character



Character - Inspiration

The material palette of the **Platform** development is inspired by the rich and robust materiality of industrial buildings.



Character - C.E.I.D.

Light industrial buildings have been developed in the Central Eastside Industrial District throughout Portland's history, and all share an expression of their structural frame and large proportions of glazing.



North Elevation—Taylor St Facade



West Elevation—ML King Blvd Facade

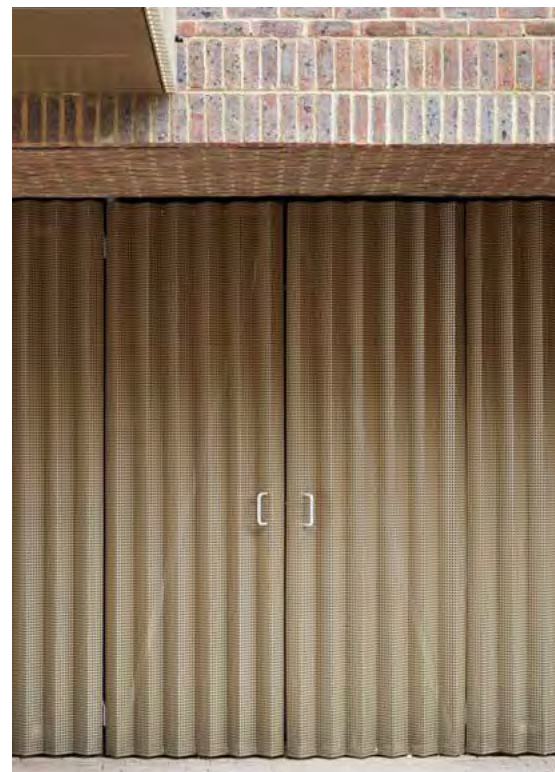


South Elevation—Salmon St Facade

1. Highly Transparent Street Level Facade



2. Corrugated / Perforated Metal Panel



3. Metallic Patina Finish



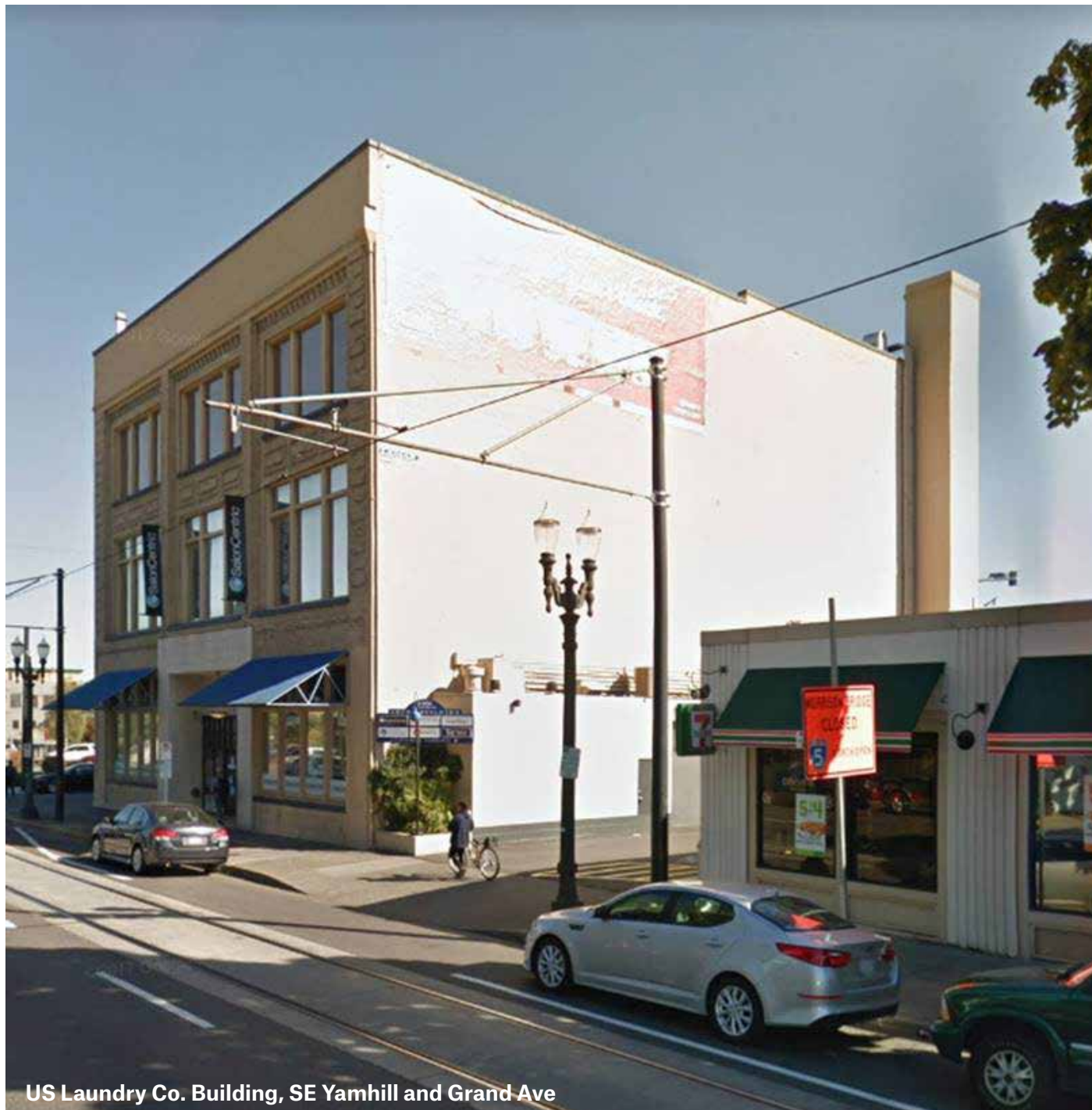
3. Deep Window Mullions



Character - Material Palette

The robust materiality of the main facades will also provide significant transparency, consisting primarily of metal and glass enclosure systems.





US Laundry Co. Building, SE Yamhill and Grand Ave



439 SE Grand Ave



215 SE Ankeny St



760 SE 2nd Ave

Character - C.E.T.D & East Portland/ Grand Ave Historic District

The exposed facades on shared property lines in the East Portland / Grand Ave Historic District are distinguished by the expression of their structural composition and minimally articulated surfaces.

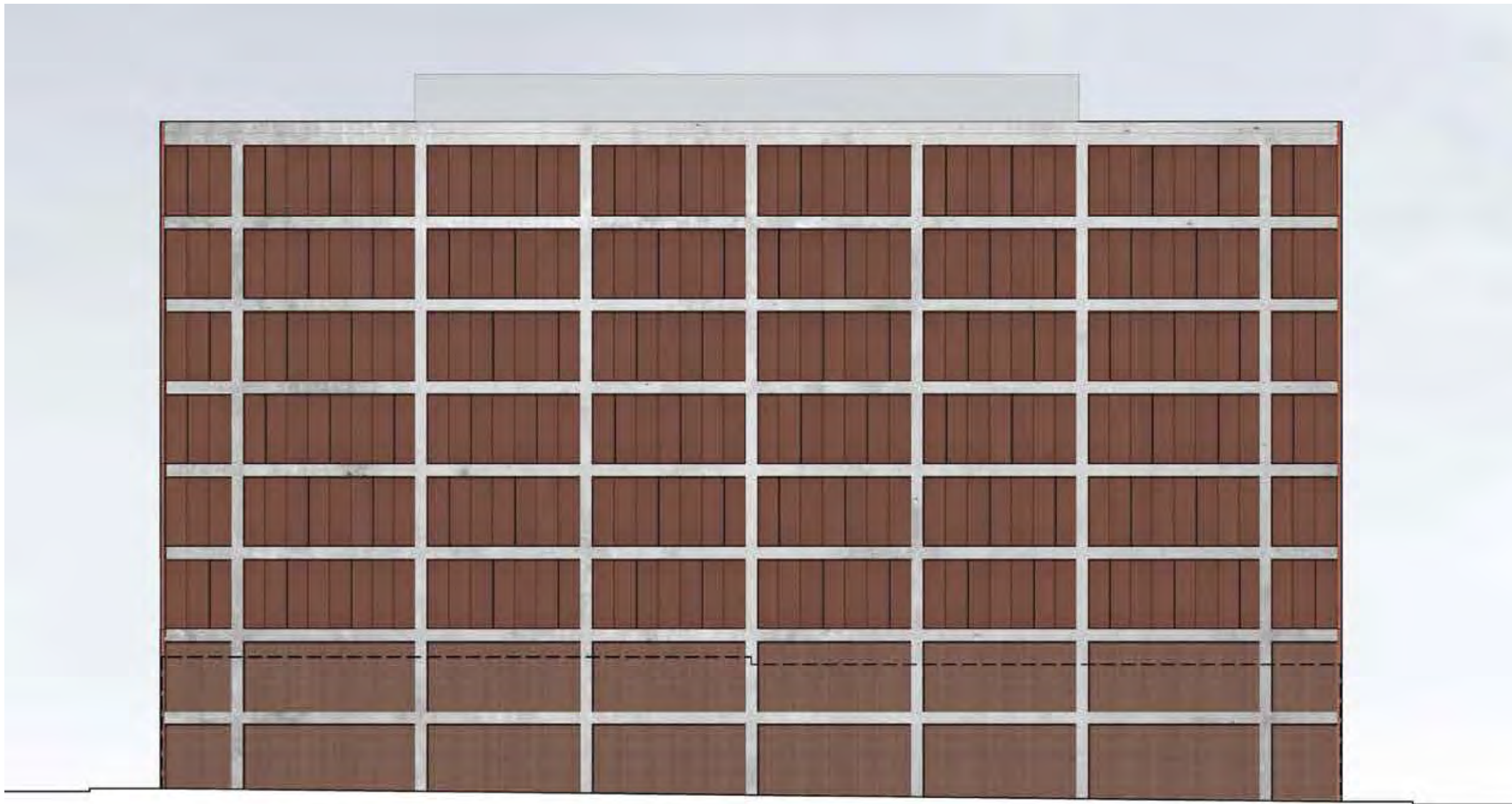


East Elevation—Shared Property Line Facade



Northeast Corner View

East Facade - Articulated Metal Panel



East Elevation—Shared Property Line Facade



Northeast Corner View

**Design Alternate - East Facade
Exposed Concrete Frame and Metal
Panel Infill**

AlliedWorksArchitecture

1532 SW Morrison Street
Portland, Oregon 97205
503.227.1737

alliedworks.com
info@alliedworks.com