



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

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## MEMORANDUM

**Date:** May 17, 2018  
**To:** Portland Design Commission  
**From:** Puja Bhutani, Development Review  
503-823-7226, [puja.bhutani@portlandoregon.gov](mailto:puja.bhutani@portlandoregon.gov)  
**Re:** Design Advice Request, May 24, 2018  
EA18-151767 DA – Salmon Street Residential Mixed Use

Please find attached the Design Advice Request package for a 160,000 SF, 7 story residential mixed use building with ground floor retail, mechanical parking and 2 Type B loading spaces. Short term bike parking requirements will be met by payment into the bicycle parking fund. The proposal includes 177 residential units and will be subject to Inclusionary Zoning standards. Garage access is from SW 17th Avenue. Primary building materials include cream colored brick and silver colored metal panels. Modifications are requested for Ground Floor Window Standards ([33.130.230](#)) and Ground Floor Active Uses ([33.510.225](#)).

### DEVELOPMENT TEAM BIO

Architect/Developer	Valuation	Approximate Gross SF	Site Area (SF)
Sera Design & Architecture/ Greystar	TBD	160,000	27,984

**ZONING:** CXd, Central Commercial with a design overlay (d) requiring Design Review. The approval criteria of Title 33, Portland Zoning Code are the [Central City Fundamental Design Guidelines and the Goose Hollow Design Guidelines](#).

The site is located within the Civic Stadium Station area in the Goose Hollow District. The Urban Design Plan (attached) emphasizes high density, residential mixed use and pedestrian oriented design at this location to make the Civic station area an active neighborhood focal point. Salmon Street is identified as pedestrian way and bikeway and SW 18<sup>th</sup> includes the MAX light rail and station. The intersection of both these streets marks an active and important district focal point. Daylighting Tanner Creek is envisioned as a method for unique placemaking and defining the districts identity and character.

The site marks the transition from the Kings Hill Historic District and hillside development on the west and the urban block grid of the commercial center of the district on the west. Major new developments in the area include Providence Park, Press Blocks and upcoming Lincoln High School. The 200'x 200' block grid shifts midblock along SW 18<sup>th</sup> Street and SW Salmon Street, for an angled corner. Apartment buildings in the area display distinct bases, strong cornice lines with brick and stone as predominant building materials.

The proposed residential mixed use and 7-story massing responds to the transit-oriented use envisioned for this area. The 'flatiron' shaped building acknowledges the block grid shift and accentuates the important SW Salmon and SW 18<sup>th</sup> Street intersection. The use of cream colored brick is consistent with the predominant building materials in the area.

## **AREAS FOR DISCUSSION**

### **1. CONTEXT**

- a. Daylight Tanner Creek through design features, art or water themes. Work with PBOT to include features in the ROW, if possible. (*Guidelines A1, A2, A4, A5, A5-5, A5-6, C7*)
- b. End walls. Provide patterning in the brick work and metal panels for a more interesting façade. The horizontal lines of the main façade could be expressed on end walls. (*Guideline C4, C5-1*)

### **2. PUBLIC REALM**

- a. East Elevation: Minimize the frontage devoted to utility rooms and provide more active uses. Note that Modifications to Ground Floor Windows and Ground Floor Active use standards are requested. (*Guidelines A8, C1-1, B1-1, B4*)

### **3. COHERENCY**

- a. Flatiron corner design. Resolve for a more coherent expression that is carried down to the ground. Eliminate the “bookends” and balconies on either side for a stronger corner expression. (*Guidelines C5, C7*)
- b. Tripartite expression is appropriate. However, emphasize the cornice, eliminate or minimize the roof overhang and resolve the penthouse expression, consistent with precedent images shown on drawing C7. (*Guidelines C5, C11*)
- c. Streamline and emphasize the building horizontal lines by eliminating the oriel windows. Better integrate balconies: recessed or partially recessed balconies are encouraged. (*Guideline C5, C10*)
- d. Storefront System: Resolve for a more consistent system on all three sides, especially at the flatiron corner. (*Guideline A8, B1-1, C5*)
- e. Primary Entrance: Design for greater prominence. (*Guideline A8, C6*)

Encl: Zone Map, 11x17 Drawing set  
Design Guidelines Cheat Sheet – *Central City Fundamental Design Guidelines, Goose Hollow Design Guidelines*  
Goose Hollow Station Community Urban Design Plan