

US BANCORP TOWER

111 SW Fifth Avenue

May 10, 2013

Design Advice Review Submittal



OWNER:

Unico

111 SW Fifth Avenue Suite 975

ARCHITECT:

GBD Architects

1120 NW Couch Street Suite 300

CONTRACTOR:

Turner Construction

1200 NW Naito Parkway

LANDSCAPE ARCHITECT:

Walker Macy

111 SW Oak Street Suite 200

STRUCTURAL ENGINEER:

KPFF Consulting

111 SW Fifth Avenue Suite 2500

MEP:

Interface Engineering

708 SW Third Avenue Suite 400

Project Team

DESIGN APPROACH:

US BANCORP TOWER RENOVATION

The US Bancorp Tower and Plaza buildings have served Portland well for the last 30 and 40 years respectively, but with continued maintenance issues and recent tenant changes the ownership team of LaSalle Investment Management and Unico Properties has sought out design services to bring the bottom three floors up to current standards and attract new tenants. US Bancorp was the original developer and has been the primary tenant of the building since it opened its doors in 1974. They are downsizing their Portland office which is creating a new opportunity for the building to take on a new life.

The 42-story Tower is the second tallest building in the city and with nearly 740,000 square feet of office space it is the largest in Oregon by volume. The Plaza building adjoins the Tower and is 7 stories tall and holds an additional 497,000 square feet of office and retail space. Both buildings were designed by SOM with Pietro Belluschi as a design consultant. The unique color of the building comes from the pink granite and pink plate glass which earned the building its nickname “Big Pink.”

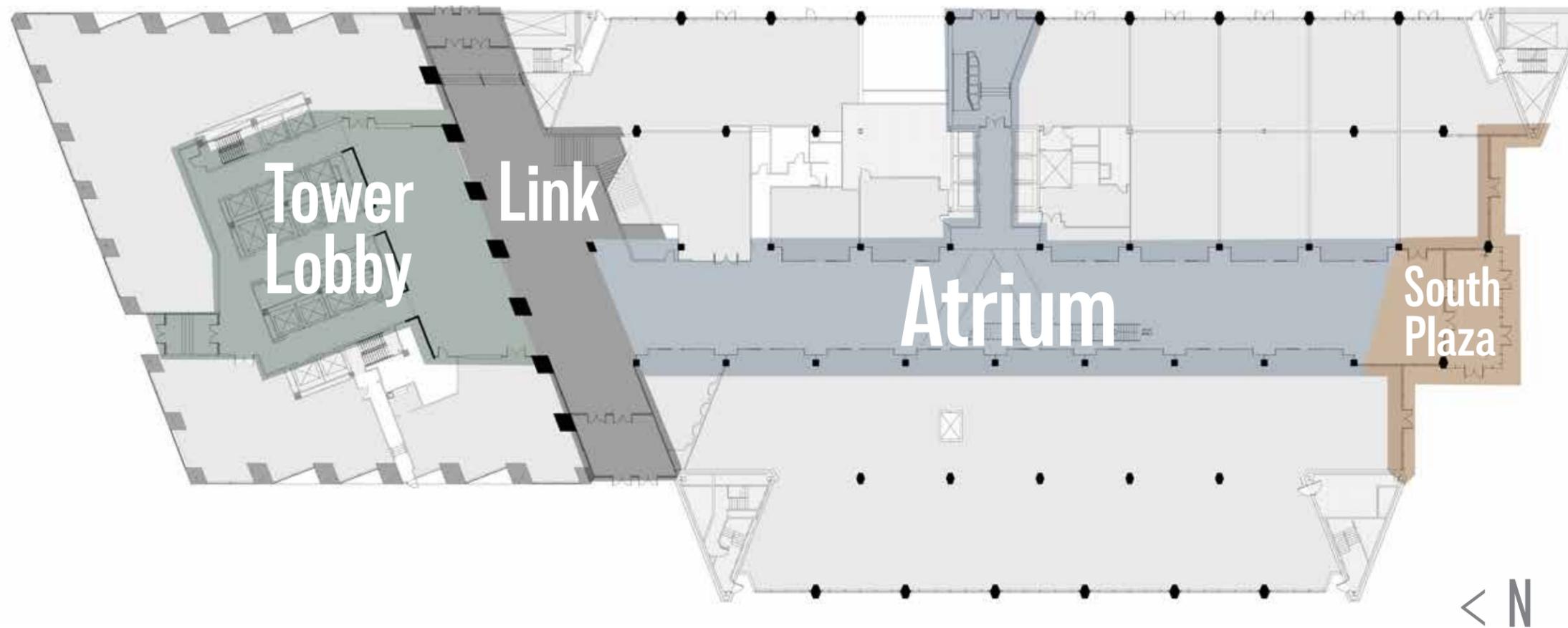
The design team of GBD Architects and Walker Macy landscape architects has identified a few key areas within the base of the two buildings for redesign to attract new tenants and create a more welcoming public face. The primary exterior improvements are happening at the South Plaza entry.

The Plaza Building has primarily been the home for US Bancorp which will be vacating this space. With an opportunity to attract new tenants to this building the Atrium and South Plaza became key areas of focus for the design team. The South Plaza is the primary building entrance and the Atrium is a key link to the Tower to the north. The vision is to turn the atrium into a destination rather than just an area for circulation. The new design will enliven this space by connecting the building tenants on floors two and three to the retail space below. With new walls of glass, dynamic public stairways and bridge connections, activities on all three levels will be open to view and not hidden behind blank walls as currently exists. The redesign of this space will significantly enhance connectivity and flexibility by redefining the volumes and increasing the level of transparency. The Atrium elevator core and east entry vestibule will also receive a much needed face lift with new lighting and finishes to create a clearly defined entry point along the east building façade.

The South Plaza space is the primary entrance of the building as it connects the building to the downtown core. The existing exterior space is architecturally very cold and barren with a lack of human scale. The current façade extends straight up seven floors with very little relief. The new design will establish a new signature entry along this façade that will bring down the scale of the building and energize the pedestrian experience through the use of integrated planters, signage, and seating elements. The new glass entry will become a lantern within this space, glowing at night and on cloudy days to draw people in. The simple form will address the existing street grid along Oak Street by removing the harsh angles from the existing façade to create greater visibility to invite people in. The new expanded retail space on either side of the entry will also better engage the public by removing an existing void in the building façade that has been a problem for the building owners since it creates a dark, unsafe plaza space as well as a wind tunnel effect. The new plaza paving and planters will provide a strong sense of place with human scale elements and will resolve an existing building maintenance problem by repairing the leaking membrane below that sits over the existing parking garage.

The Tower entrance along Fifth and Sixth Avenue is referred to as the “Link.” This space is the third key component to the redesign as the existing entries have poor lighting and offer no view to what is happening within the building. The design approach within this space will carry the concept and materials that have been established at the South Entry and within the Plaza Atrium. New entrance canopies and signage at these entry points will provide shelter, and a stronger connection to the transit mall. With similar materials and a consistent design approach all four entry points to the two buildings will feel connected and of the same family.

Through the use of warm materials, new lighting, improved mechanical systems, greater transparency and increased flexibility, the US Bancorp building will be ready to take on new office and retail tenants for decades to come.



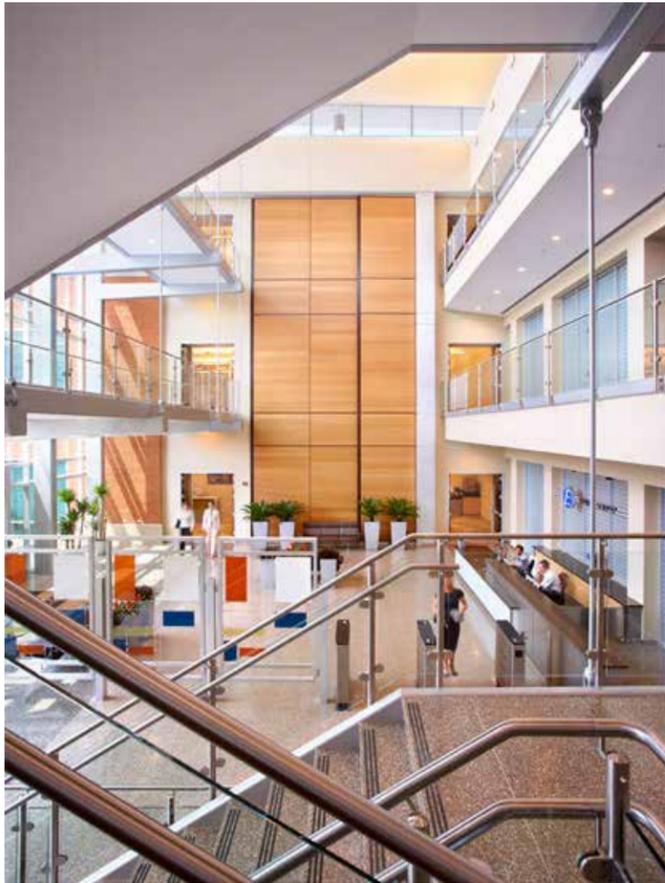
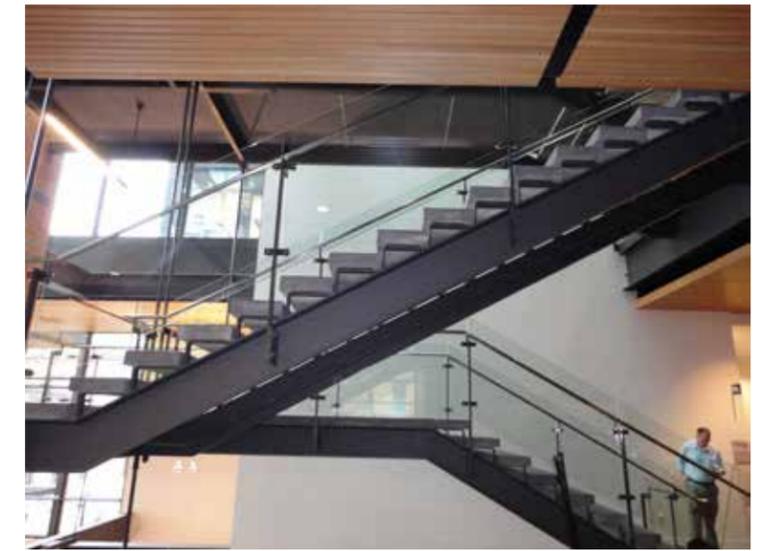
South Plaza - Establish a signature Entrance
 Energize and Enhance Pedestrian experience

Tower/Plaza Entrance Link - Establish identifiable entrances
 Enhance flexibility and connectivity of interior spaces
 Activate floor levels that adjoin lobby and atrium

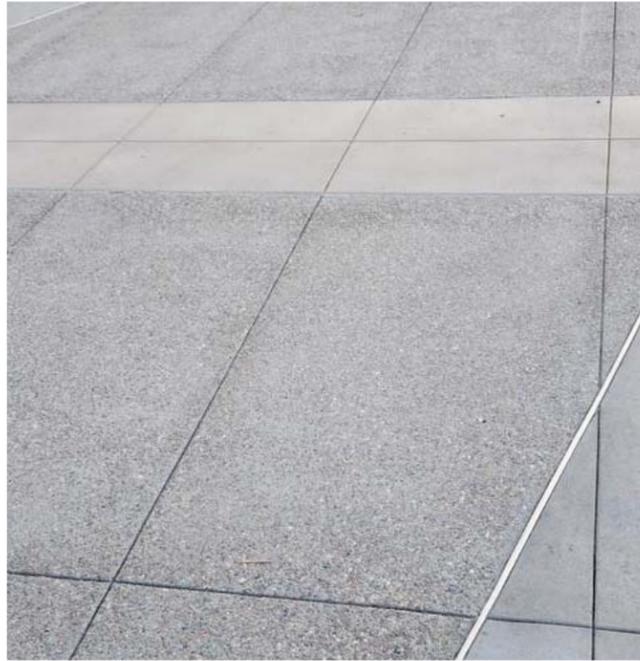
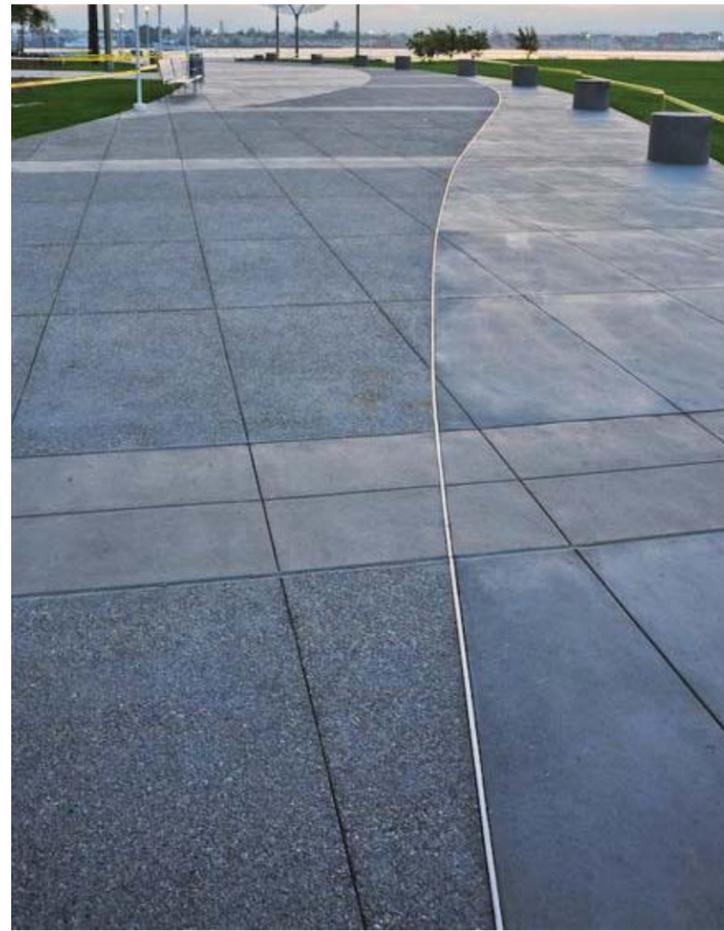
Plaza Atrium - Increase Leasable Area
 Redefine volumes
 Enhance connectivity and flexibility

Tower Lobby - Update lobby for Class A office space, create a dramatic lobby
 Redefine space to hide back of house spaces

Identify Key Design Areas



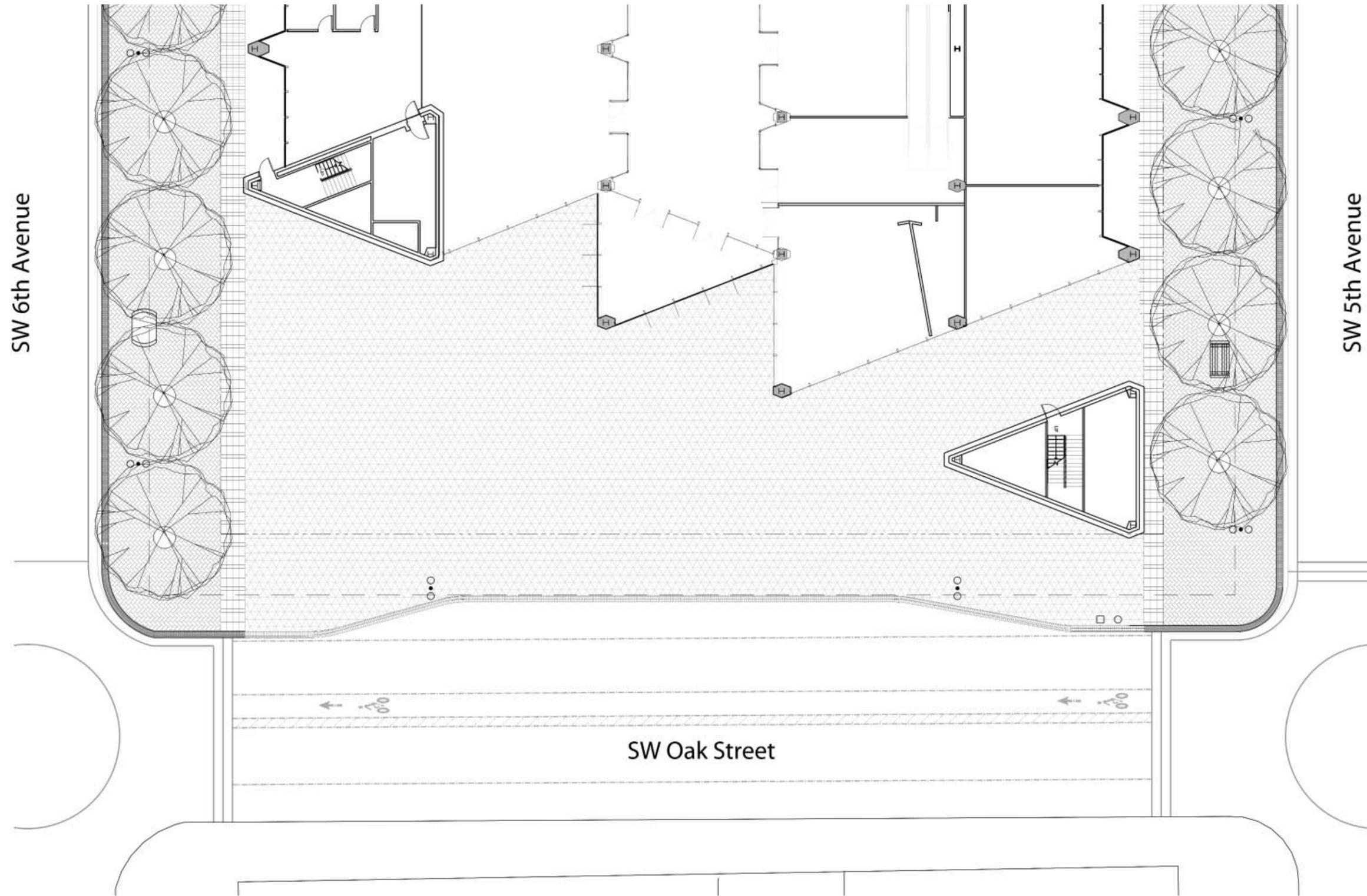
Design Precedents



Hardscape Precedents



Plant Precedents



BEFORE:

South Plaza

Viewing Plaza from South

KEY DESIGN STRATEGIES:

- Plaza lacks a sense of place, creating a large transitory place
- Lack of pedestrian scale features
- The existing space is windy and exposed to the elements
- The unit pavers are failing, causing water intrusion and are difficult to replace
- Lack of public seating
- Lack of planting
- 40% of the surrounding vertical surfaces are devoid of detail



AFTER:

South Plaza

Viewing Plaza from South

KEY DESIGN STRATEGIES:

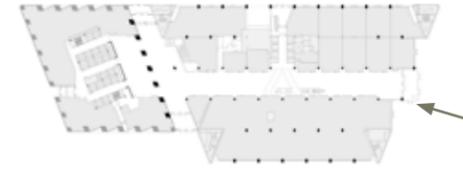
- Create a unified space with seating and planting areas
- Accommodate group events as well as individual opportunities to enjoy the space
- Allow for clear primary pedestrian circulation routes
- Maintain high quality paving system in the public sidewalk
- Visually soften the vertical elements with planting
- Enhance night time lighting by incorporating it into the plaza design



BEFORE:

South Plaza

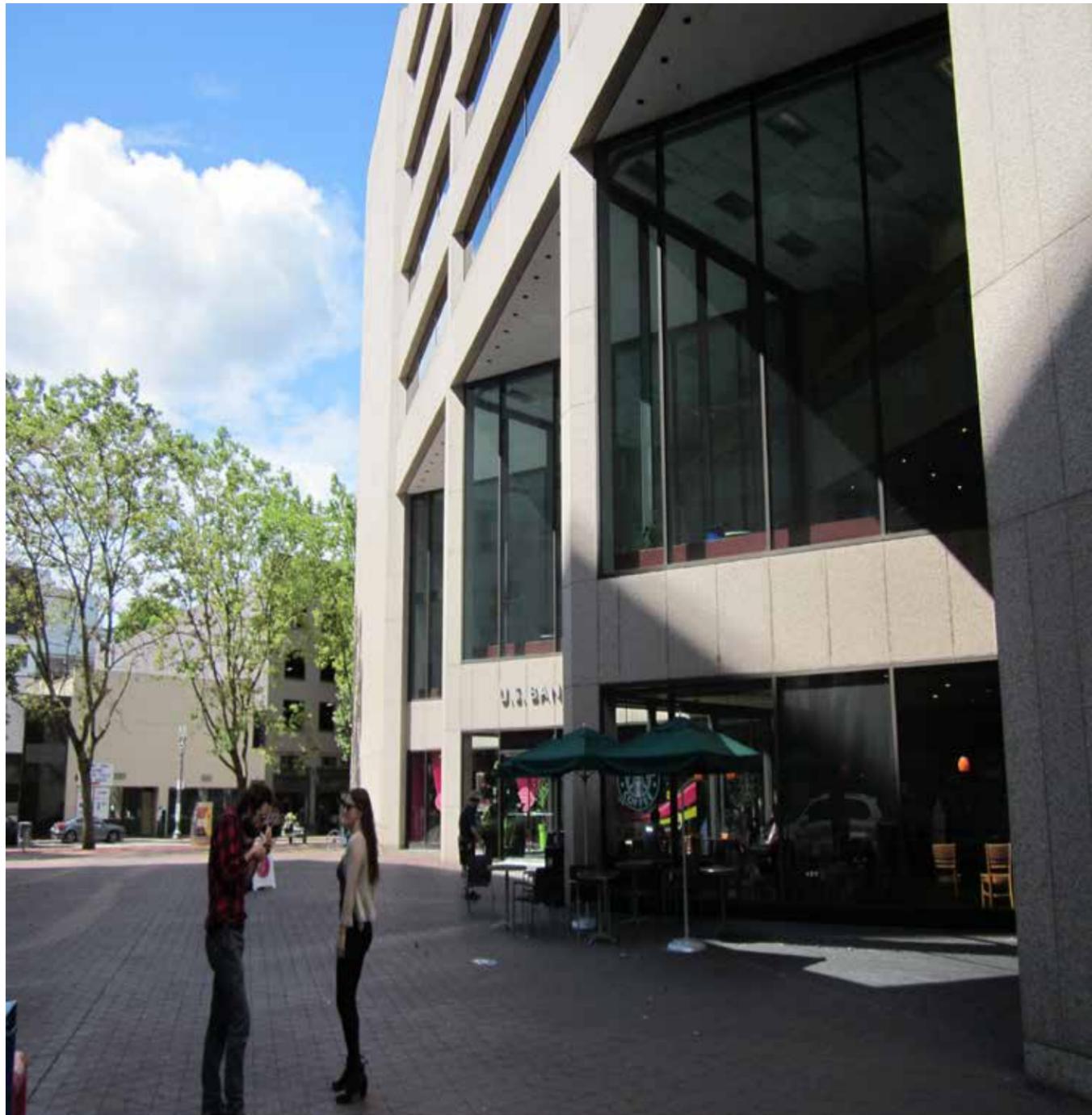
Viewing Plaza from South



KEY DESIGN STRATEGIES:

- Create a pedestrian realm that attracts people to the south plaza
- Energize and activate the south plaza. Attract more business to the building
- Establish a grand entrance that is easy to find, where everyone can experience it, and encourages people inside
- Recapture dead corners, pull into plaza to pull people into building
- Create a place where events and activities can happen
- Add pedestrian scaled elements: signs, banners, street furnishings, plants

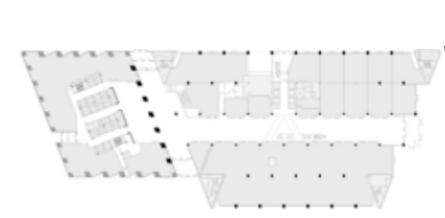




BEFORE:

South Plaza

Viewing Plaza from East



KEY DESIGN STRATEGIES:

- Create a pedestrian realm that attracts people to the south plaza
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AFTER:

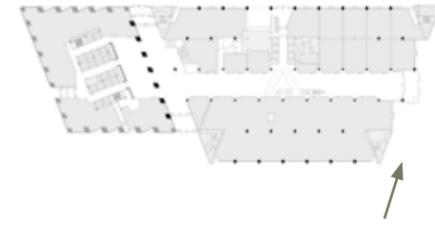
South Plaza



BEFORE:

South Plaza

Viewing Plaza from South



KEY DESIGN STRATEGIES:

- Create a pedestrian realm that attracts people to the south plaza
- Energize and activate the south plaza. Attract more business to the building
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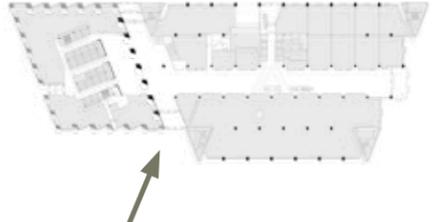




BEFORE:

East/West Tower Entry

Viewing Atrium from South



KEY DESIGN STRATEGIES:

- Create a visible glamorous entry that entices people to enter the building
- Create attractive storefront/retail spaces that can activate the spaces



AFTER:
Entry

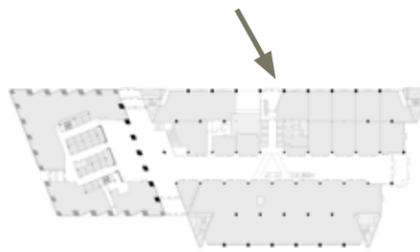
GBD



BEFORE:

East Plaza Entry

Viewing North Atrium from South

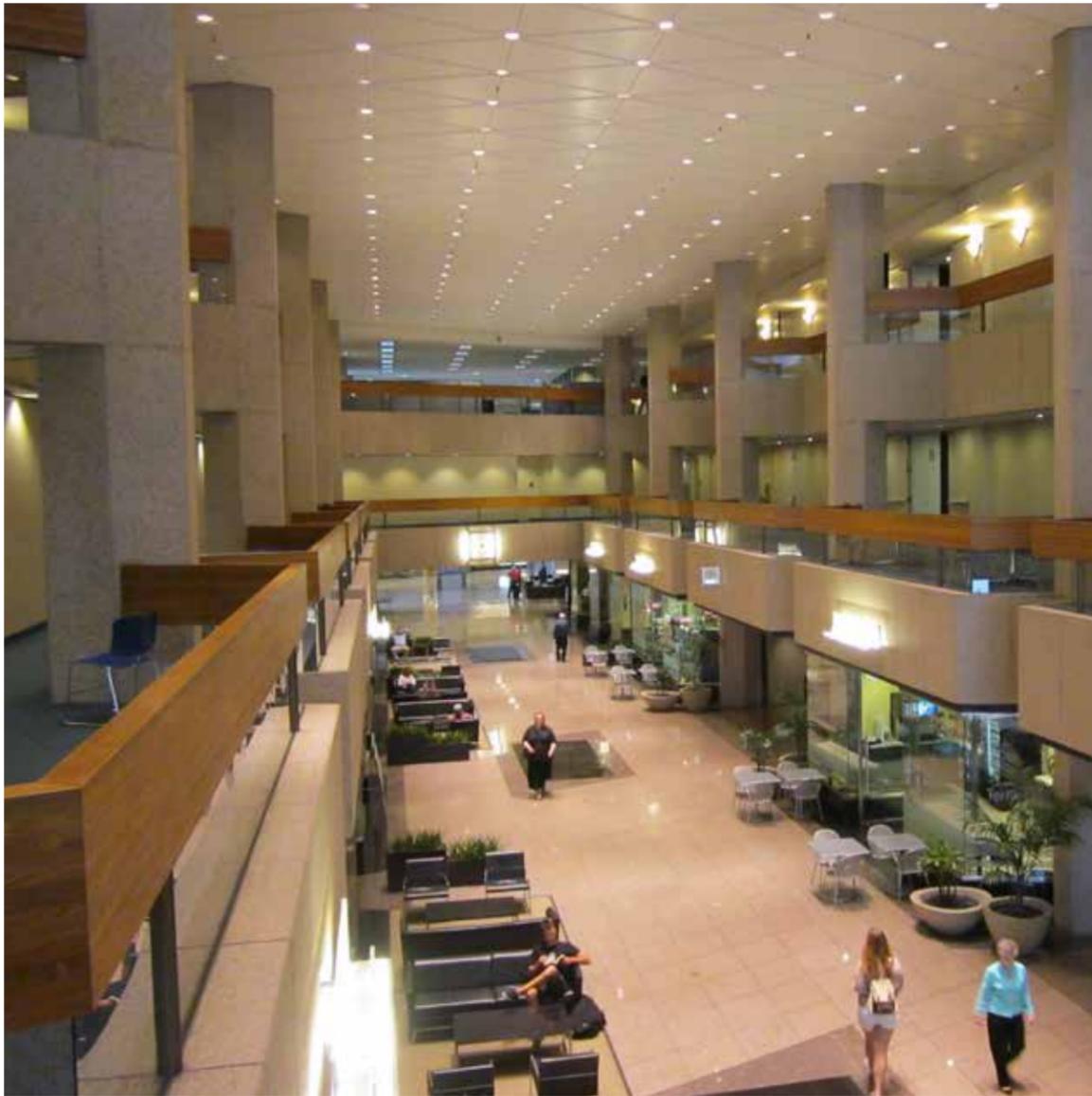


KEY DESIGN STRATEGIES:

- Create a pedestrian corridor to activate upper levels
- Open tenant space with windows to brighten and activate large floor plate
- Central dynamic staircase to provide alternate tenant entrance and activate upper floors
- Bridge elements to connect east and west atriums with elevator and core
- Infill sawtooth to increase tenant usable square footage
- Create attractive storefront/retail spaces that can activate the spaces



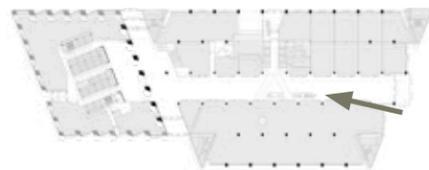
AFTER:
Entry



BEFORE:

Atrium

Viewing Atrium from South



KEY DESIGN STRATEGIES:

- Create a pedestrian corridor to activate upper levels
- Open tenant space with windows to brighten and activate large floor plate
- Central dynamic staircase to provide alternate tenant entrance and activate upper floors
- Bridge elements to connect east and west atriums with elevator and core
- Infill sawtooth to increase tenant usable square footage
- Create attractive storefront/retail spaces that can activate the spaces



AFTER:

Atrium

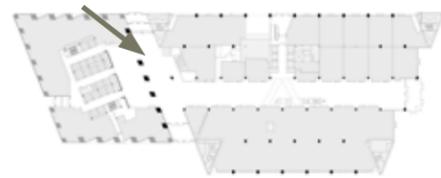
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BEFORE:

Link

Viewing Link from East Entrance



KEY DESIGN STRATEGIES:

- Redefine volumes creating an active exciting entry that welcomes occupants
- Central staircase to provide alternate tenant entrance and activate upper floors
- Infill sawtooth to increase tenant usable square footage
- Recapture third entrance to focus main entry point and gain tenant rentable space





Tower Lobby

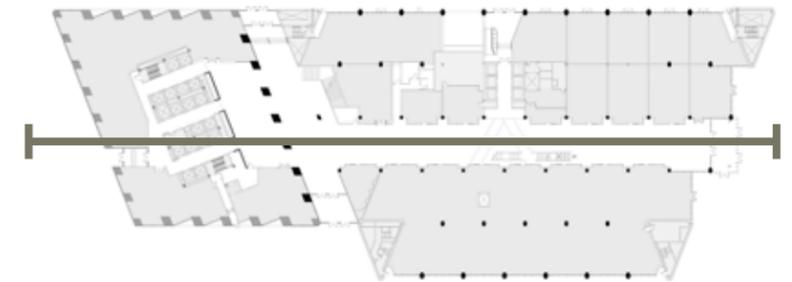
Link

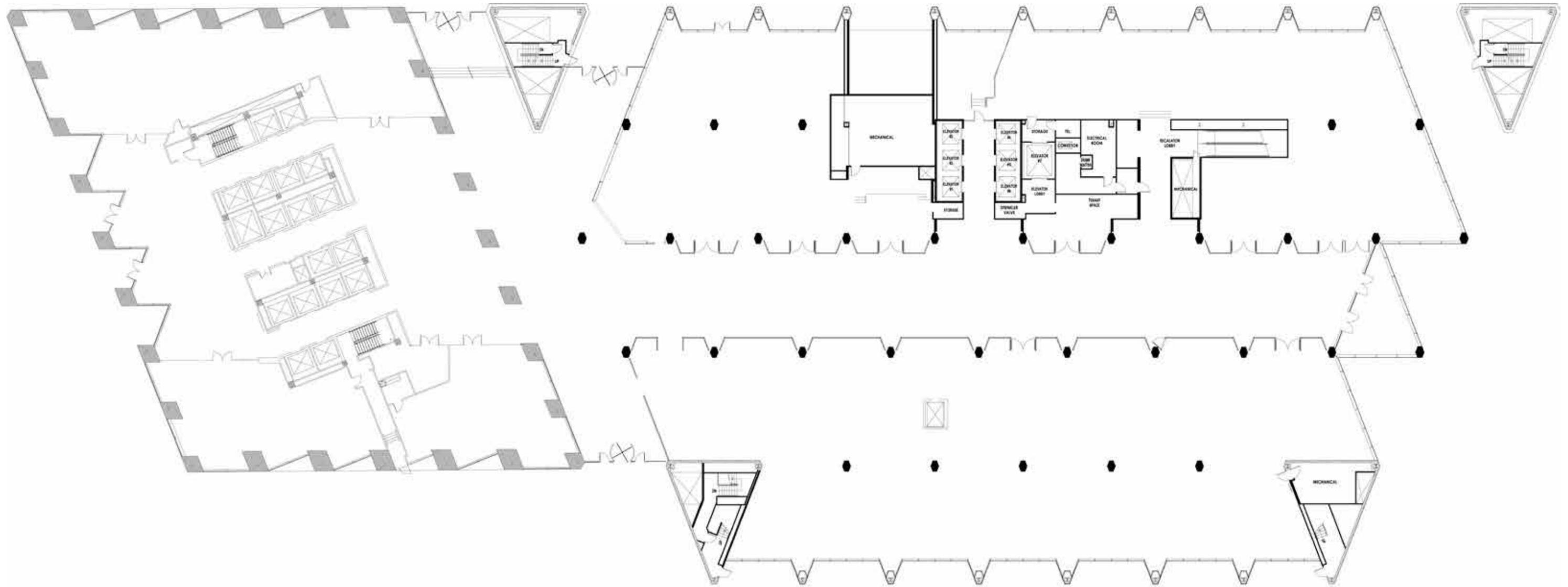
Atrium

South Plaza

Section Cut

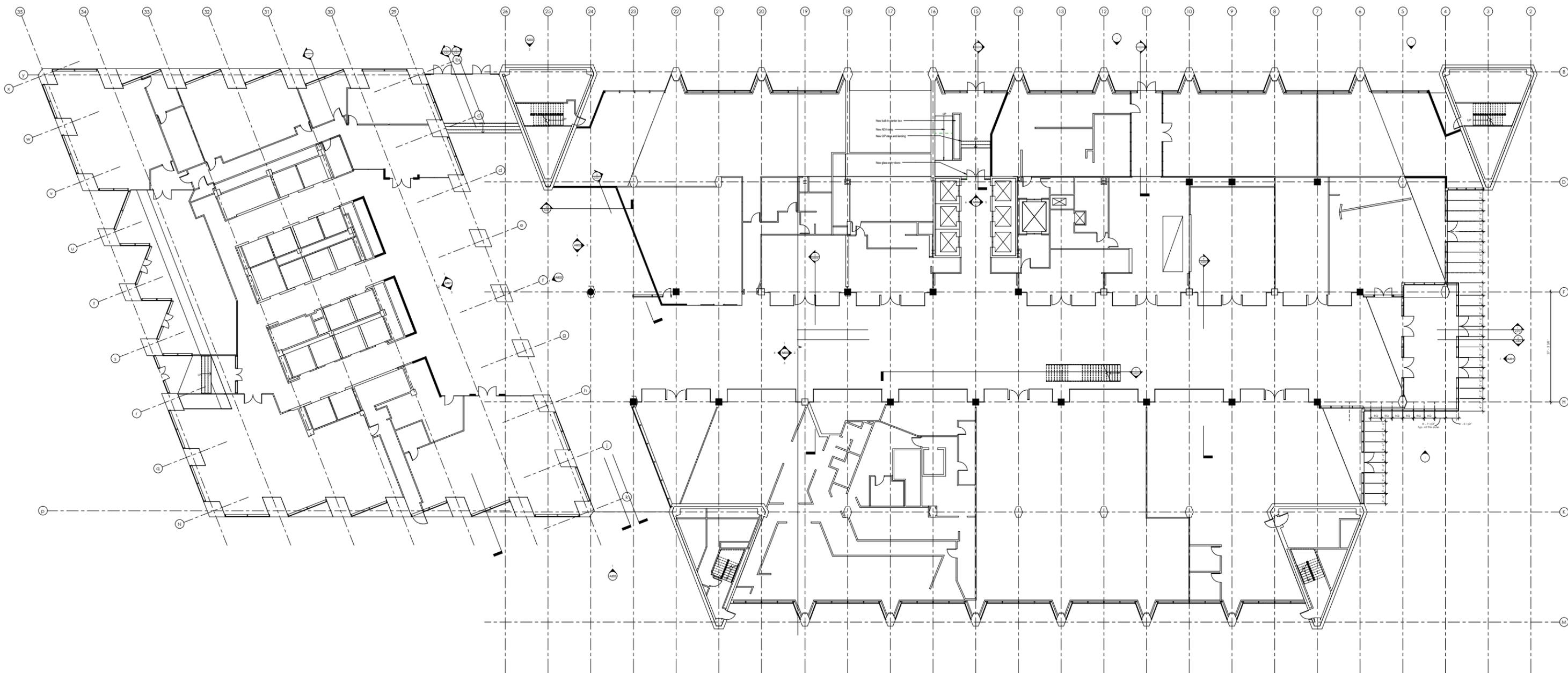
North South through building





EXISTING GROUND FLOOR PLAN

0 4 8 16



PROPOSED GROUND FLOOR PLAN

0 4 8 16

GBD