

Pacwest Center

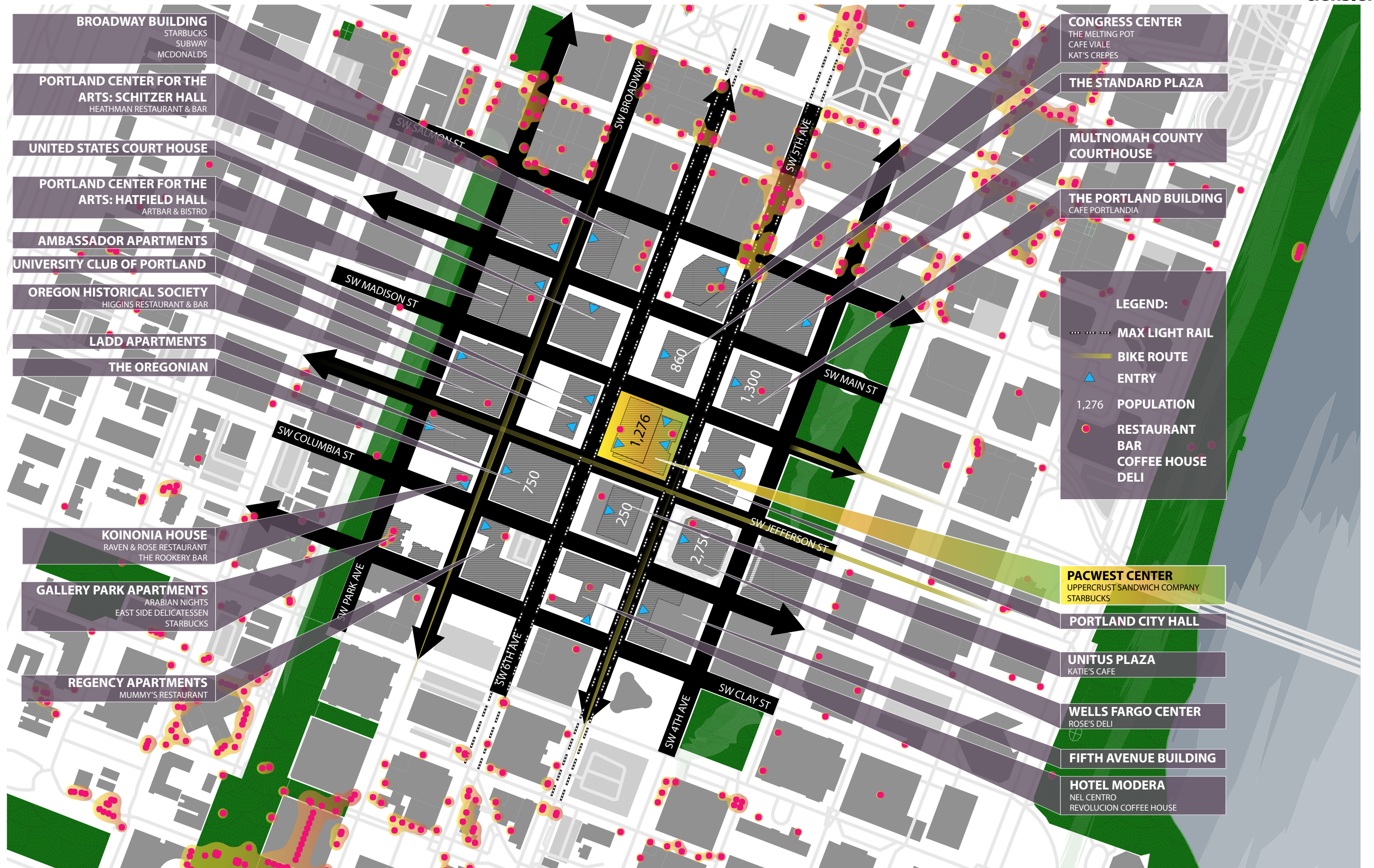
Building *repositioning*

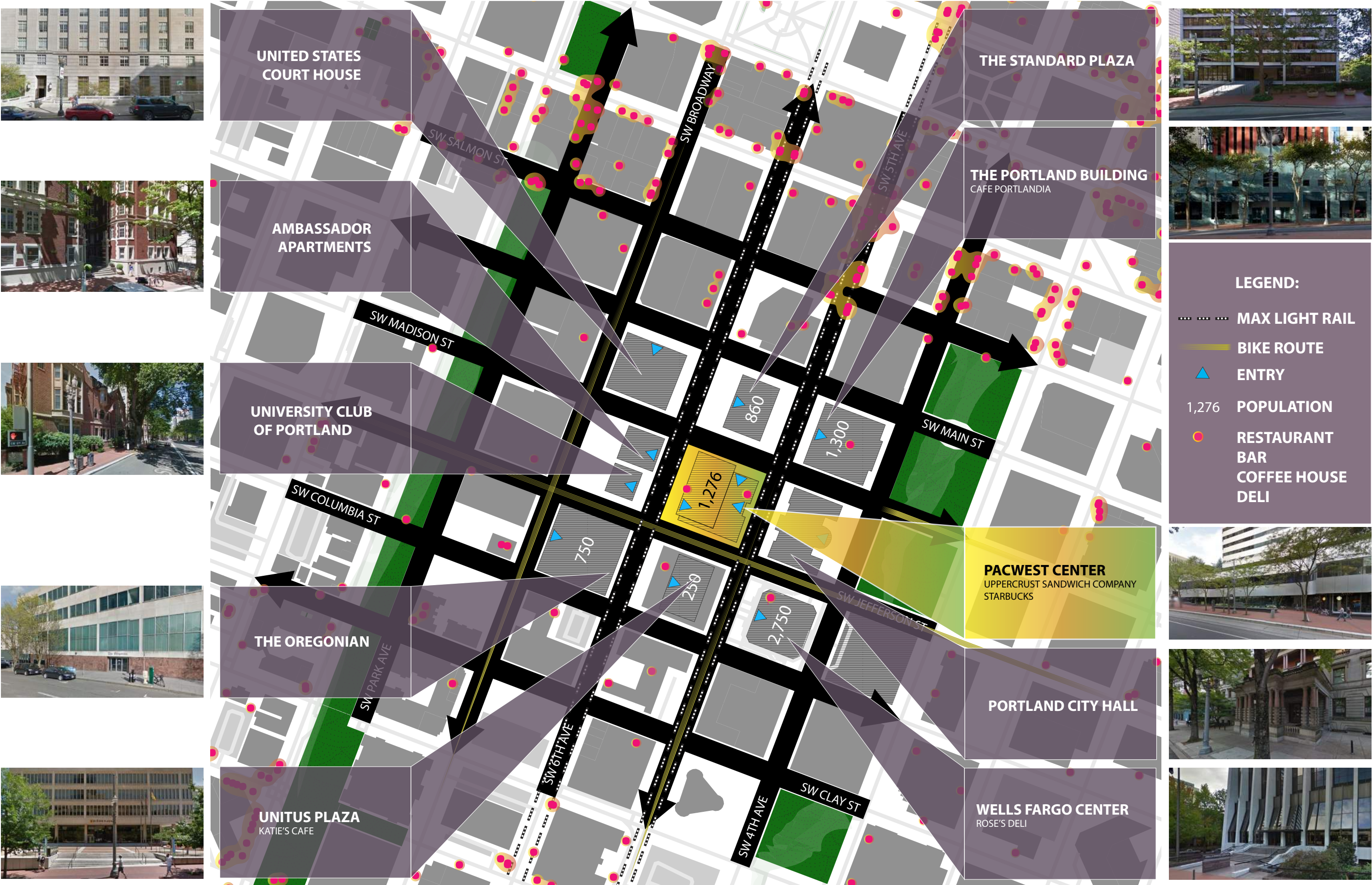
DESIGN ADVICE REVIEW
02.18.2016

DESIGN ADVICE REVIEW PRESENTATION 02.18.2015

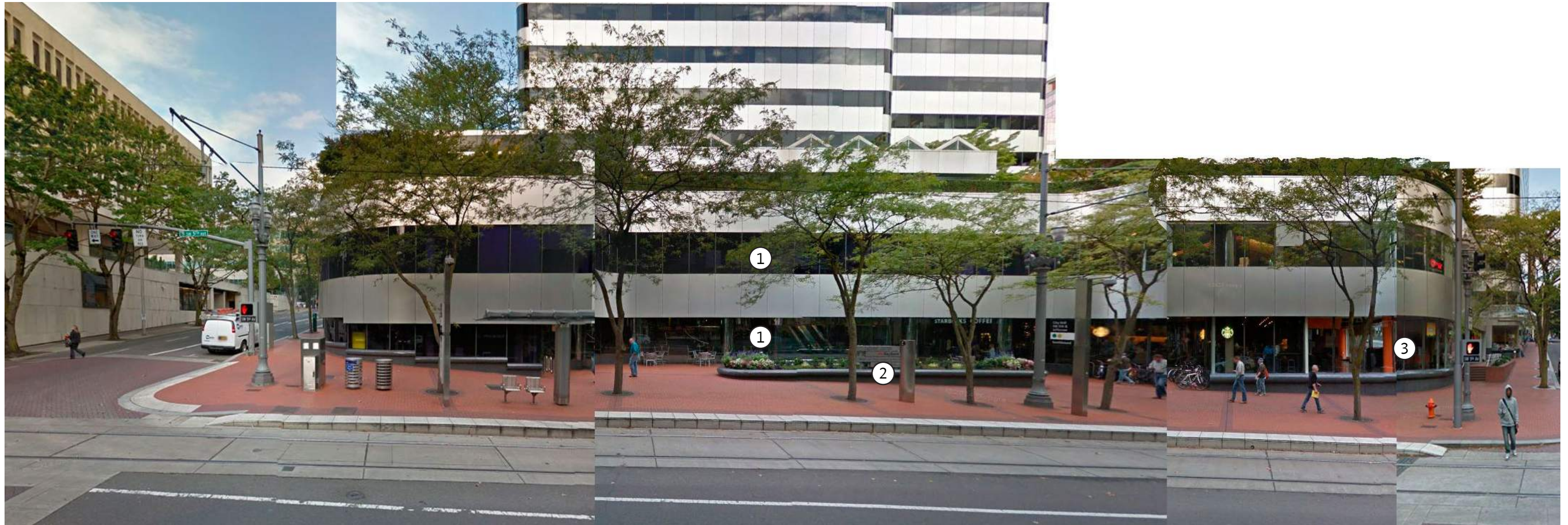
1. PROJECT INTRODUCTION FROM OWNERSHIP
2. DESIGN TEAM
3. DESIGN OVERVIEW (PRE APP DECK)
 - VICINITY STUDY
 - EXISTING CONDITIONS
 - GOALS
 - DESIGN
4. DIALOGUE

VICINITY STUDY





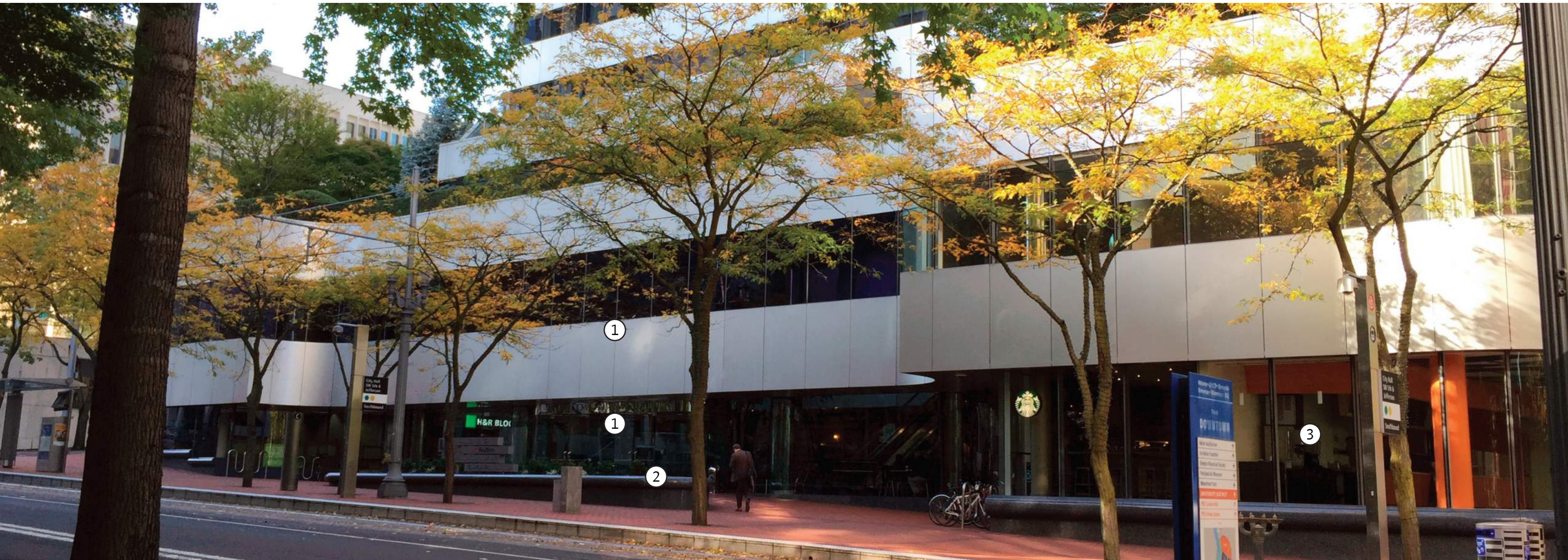
EXISTING CONDITIONS



1. Lack of main entry identity. Limited visibility to interior atrium
2. Planter acts as an obstacle between pedestrians and building
3. Retail storefronts lack engagement with pedestrians

EXISTING CONDITIONS

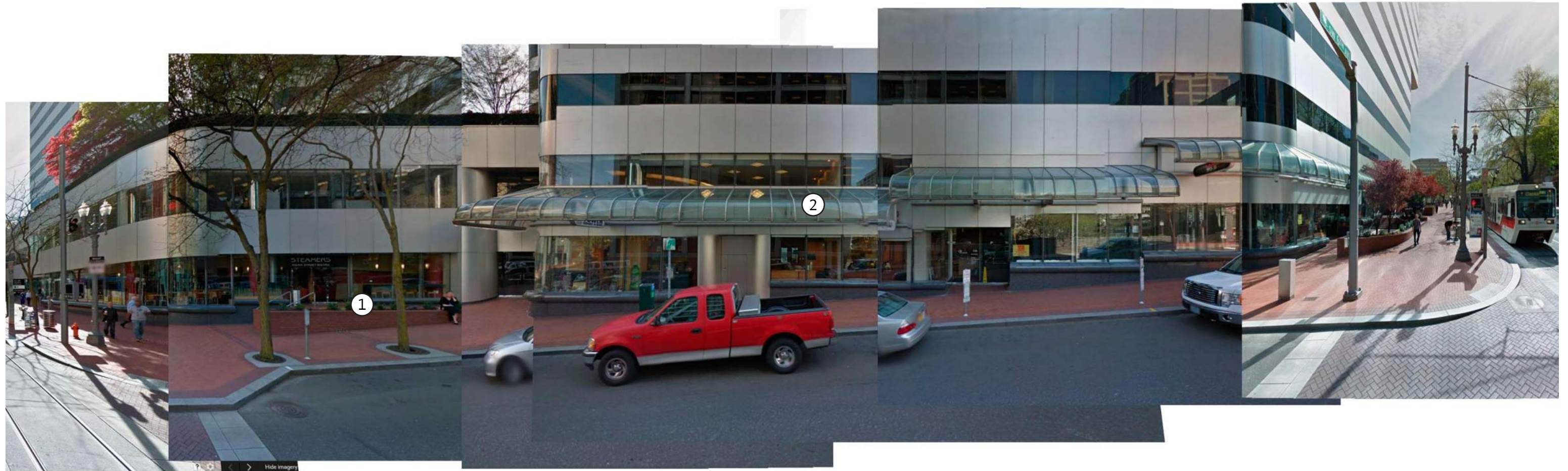
SW FIFTH AVENUE ELEVATION



1. Lack of main entry identity. Limited visibility to interior atrium
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EXISTING CONDITIONS

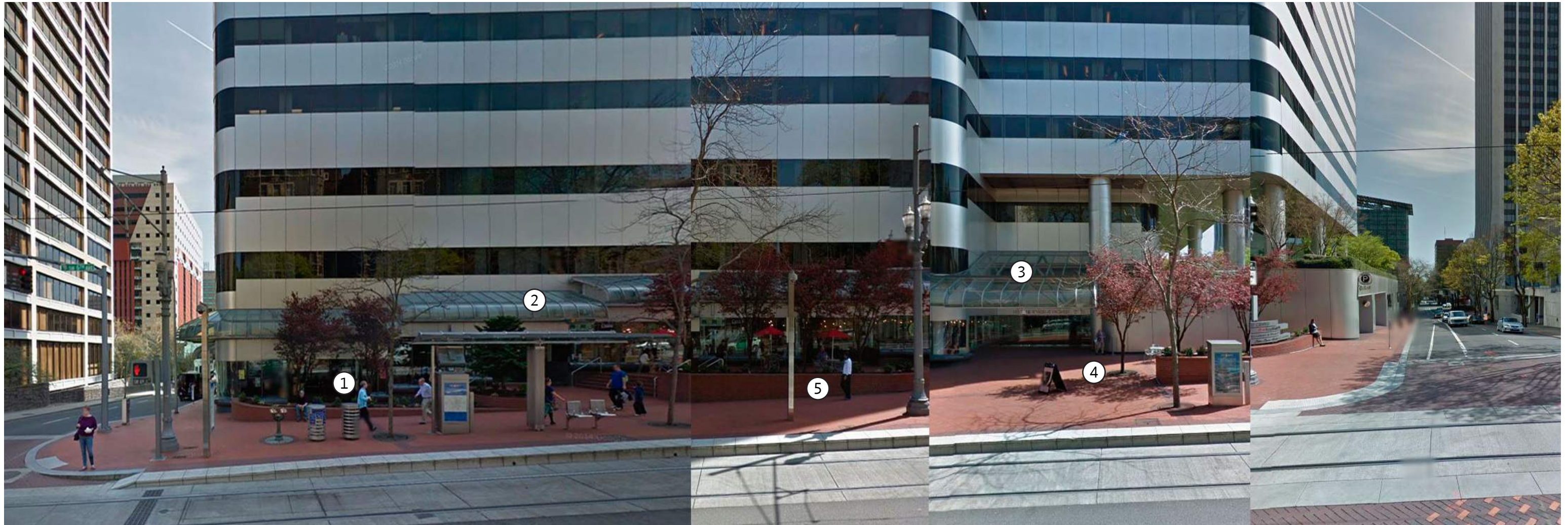
SW FIFTH AVENUE



1. Underutilized terraces serve as obstacles rather than connections between tenants and pedestrians
2. Canopies distract rather than enhance retail identity

EXISTING CONDITIONS

SW MADISON STREET ELEVATION



1. Retail storefronts and entries have no visual connection to pedestrians
2. Canopies distract rather than enhance retail identity
3. Large canopy is a visual barrier to the building's entry, lacks distinction as the primary entry to the building
4. Open area is undefined and underutilized
5. Planters provide limited seating opportunity due to wide variation in heights

EXISTING CONDITIONS

SW SIXTH AVENUE ELEVATION



1. No sense of primary building entry
2. Canopies distract rather than enhance retail identity

EXISTING CONDITIONS

SW SIXTH AVENUE



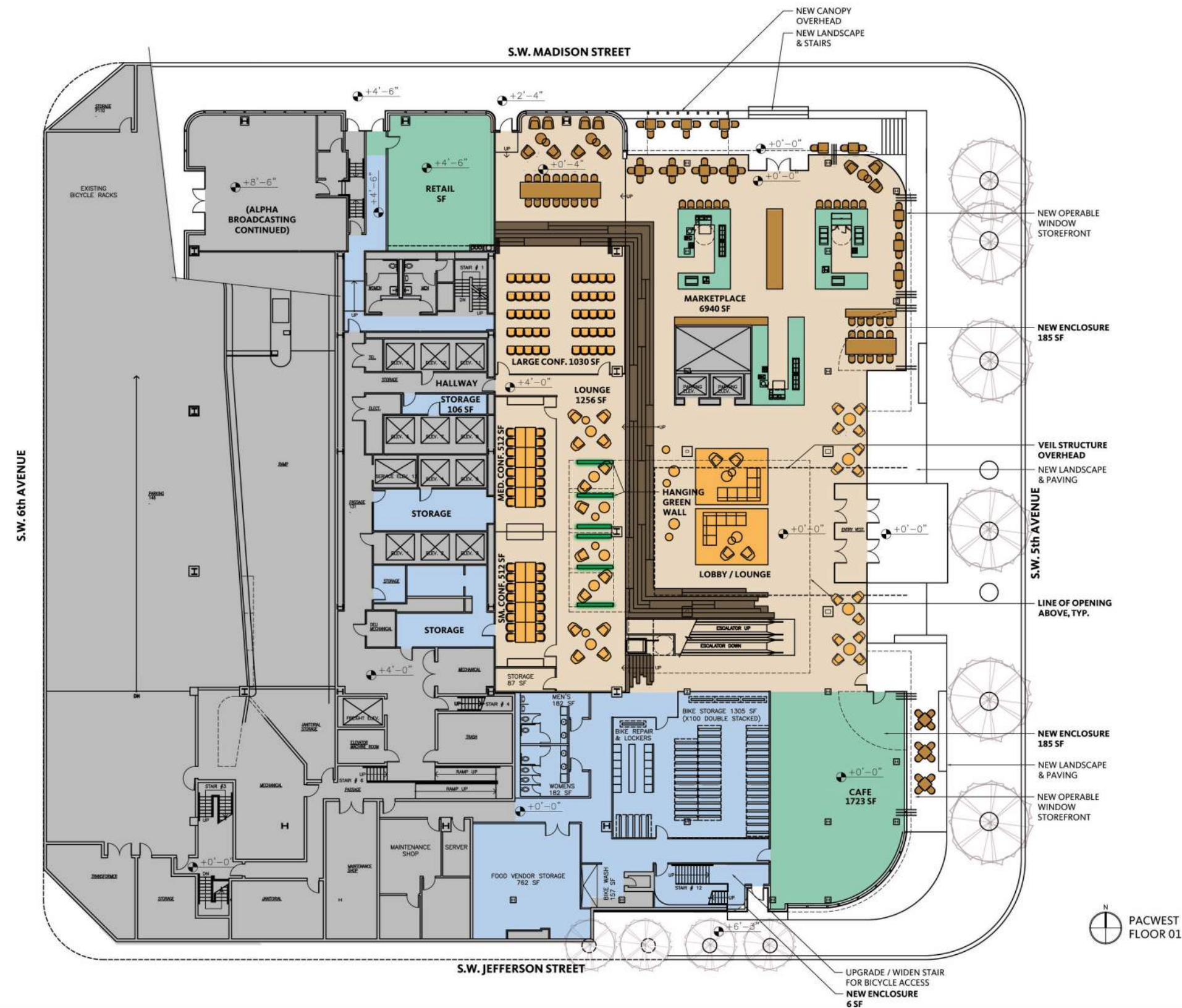
EXISTING CONDITIONS

SW JEFFERSON STREET ELEVATION

GOALS

- CREATE A STRONGER CONNECTION BETWEEN THE PEDESTRIAN AND PACWEST
- ESTABLISH A VIBRANT RETAIL ENVIRONMENT TO ENLIVEN THE NEIGHBORHOOD
- PRESERVE AND ENHANCE PACWEST'S ICONIC DESIGN

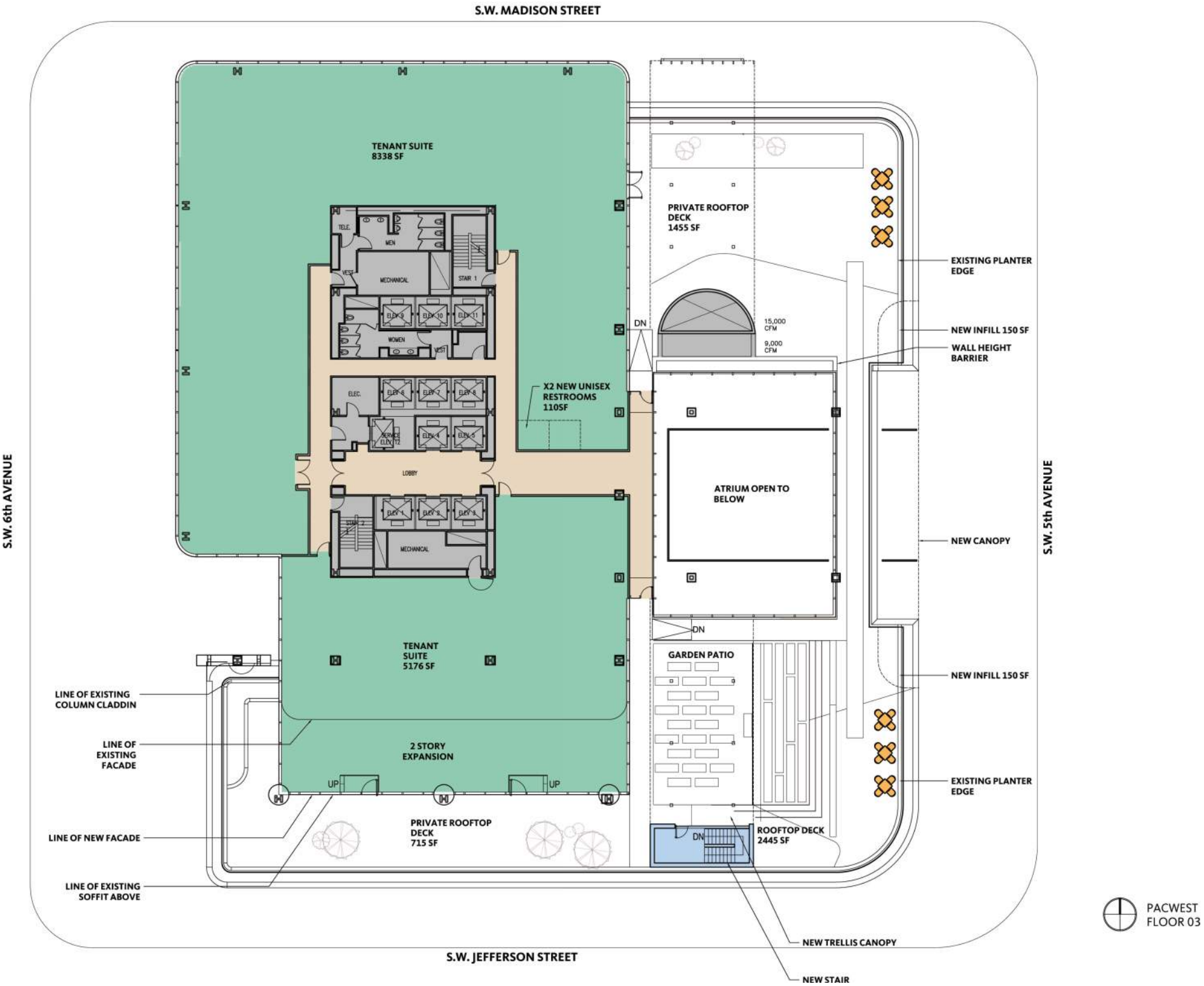
DESIGN APPROACH



FLOOR PLAN

LEVEL 1





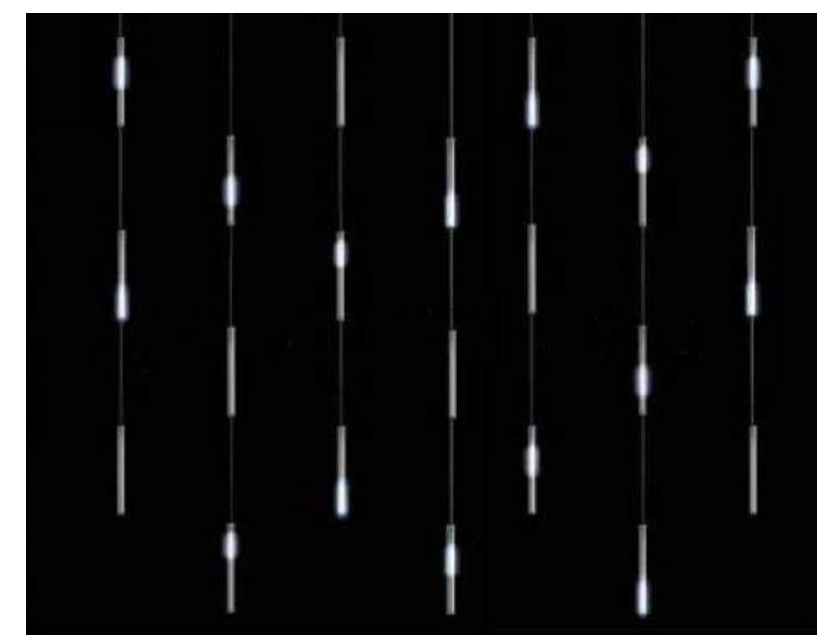
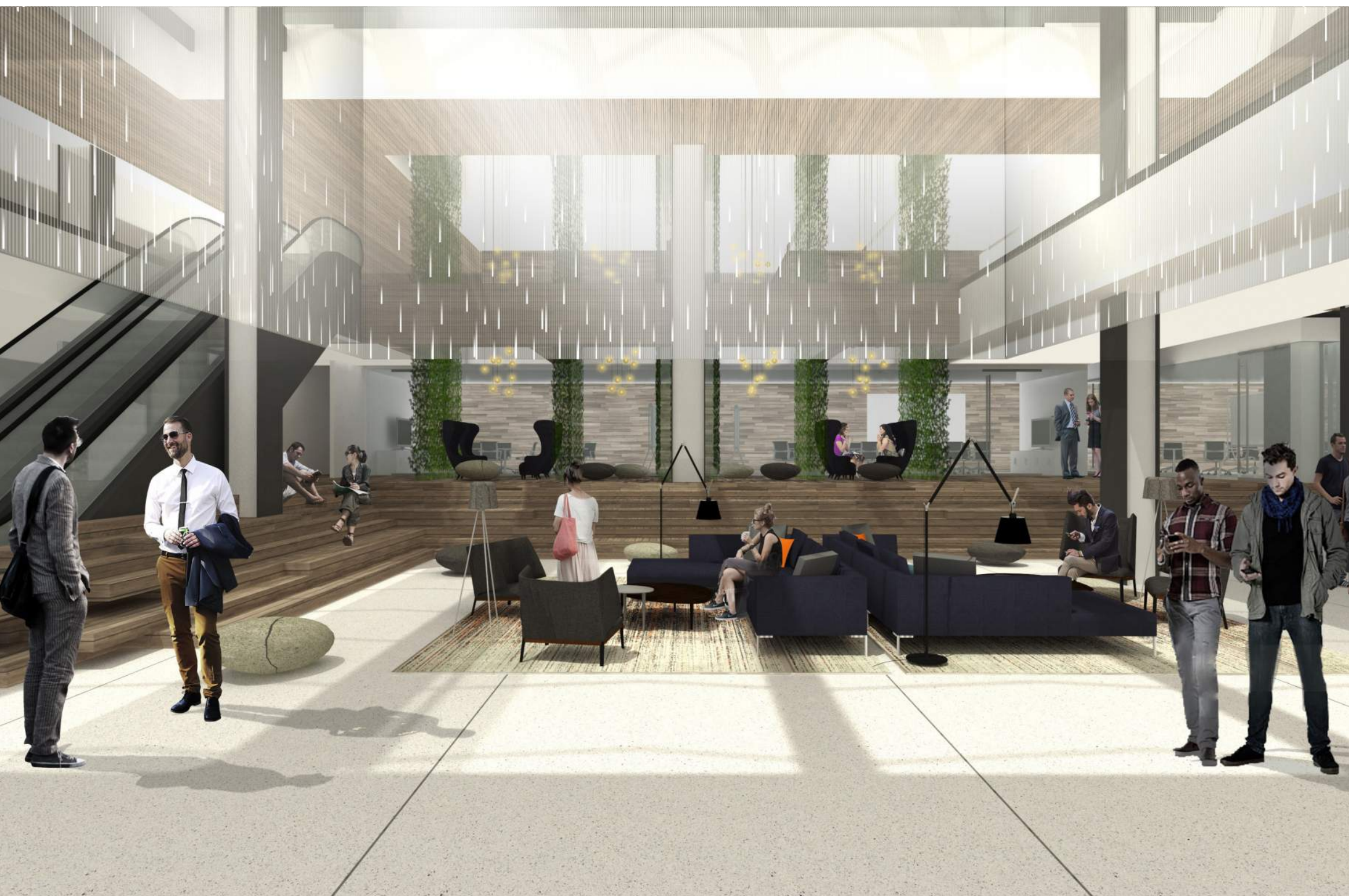
FLOOR PLAN

LEVEL 3



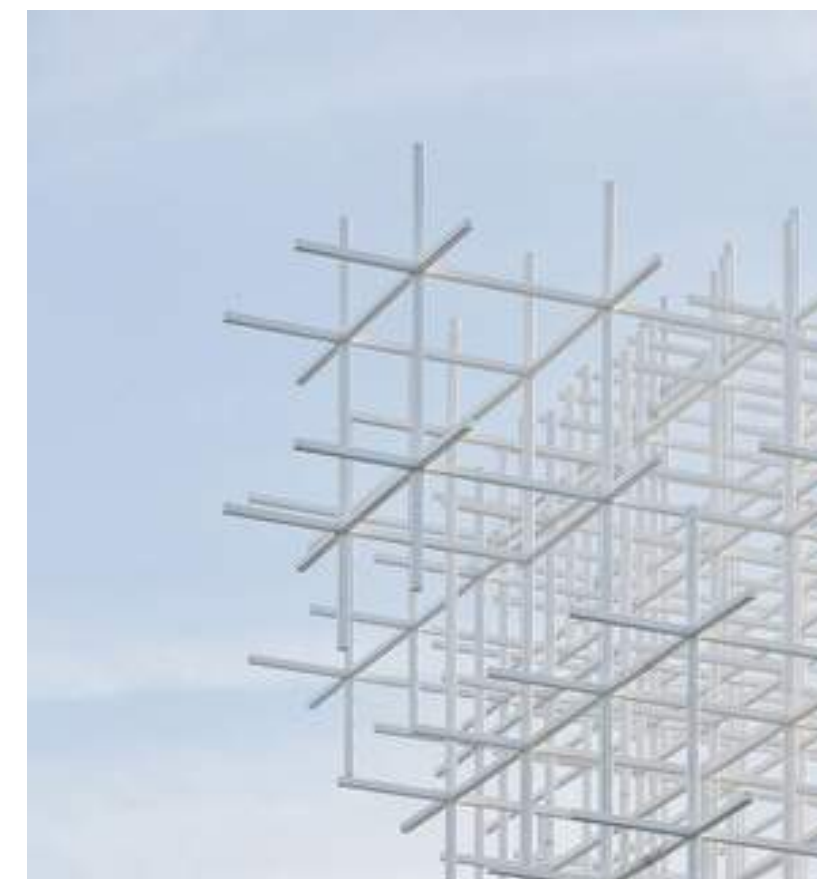
EXTERIOR

FIFTH AVENUE ENTRY



INTERIOR

ENTRY / LOBBY



INTERIOR

MARKETPLACE



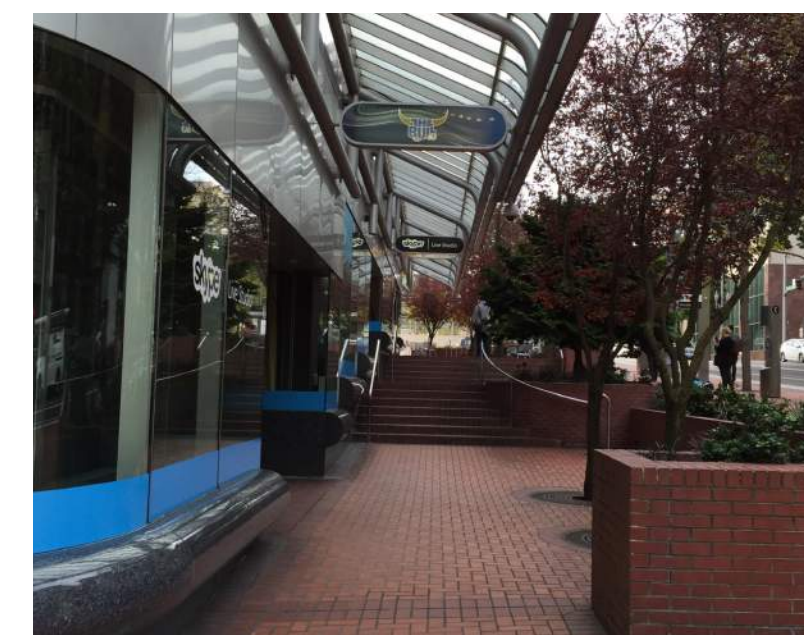
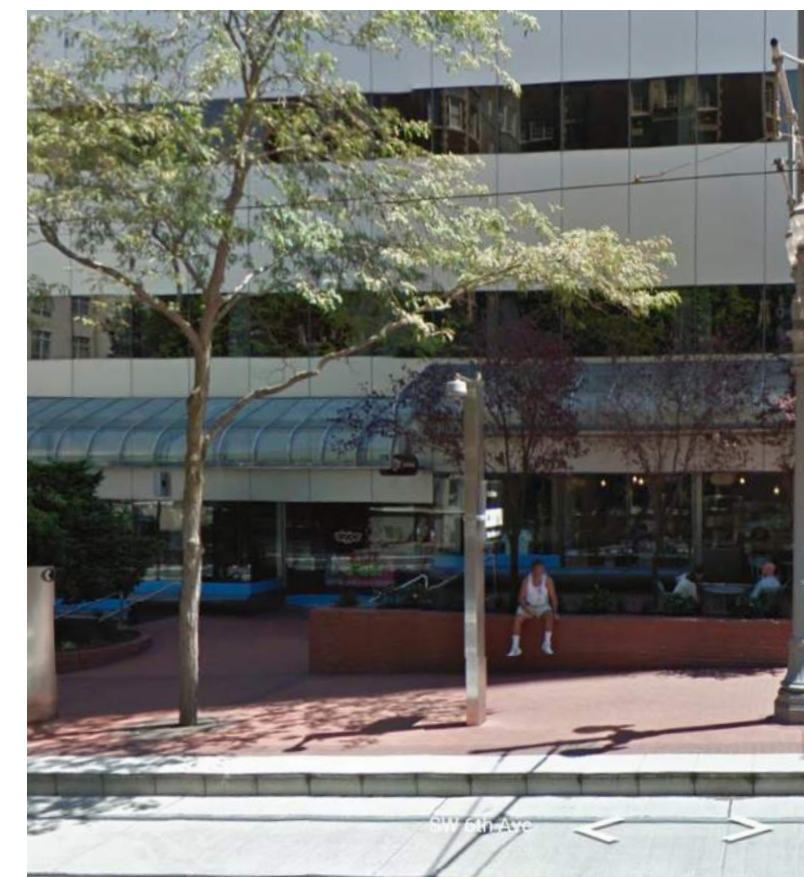
EXTERIOR

MARKETPLACE ENTRY



EXTERIOR

SW SIXTH AVENUE ENTRY



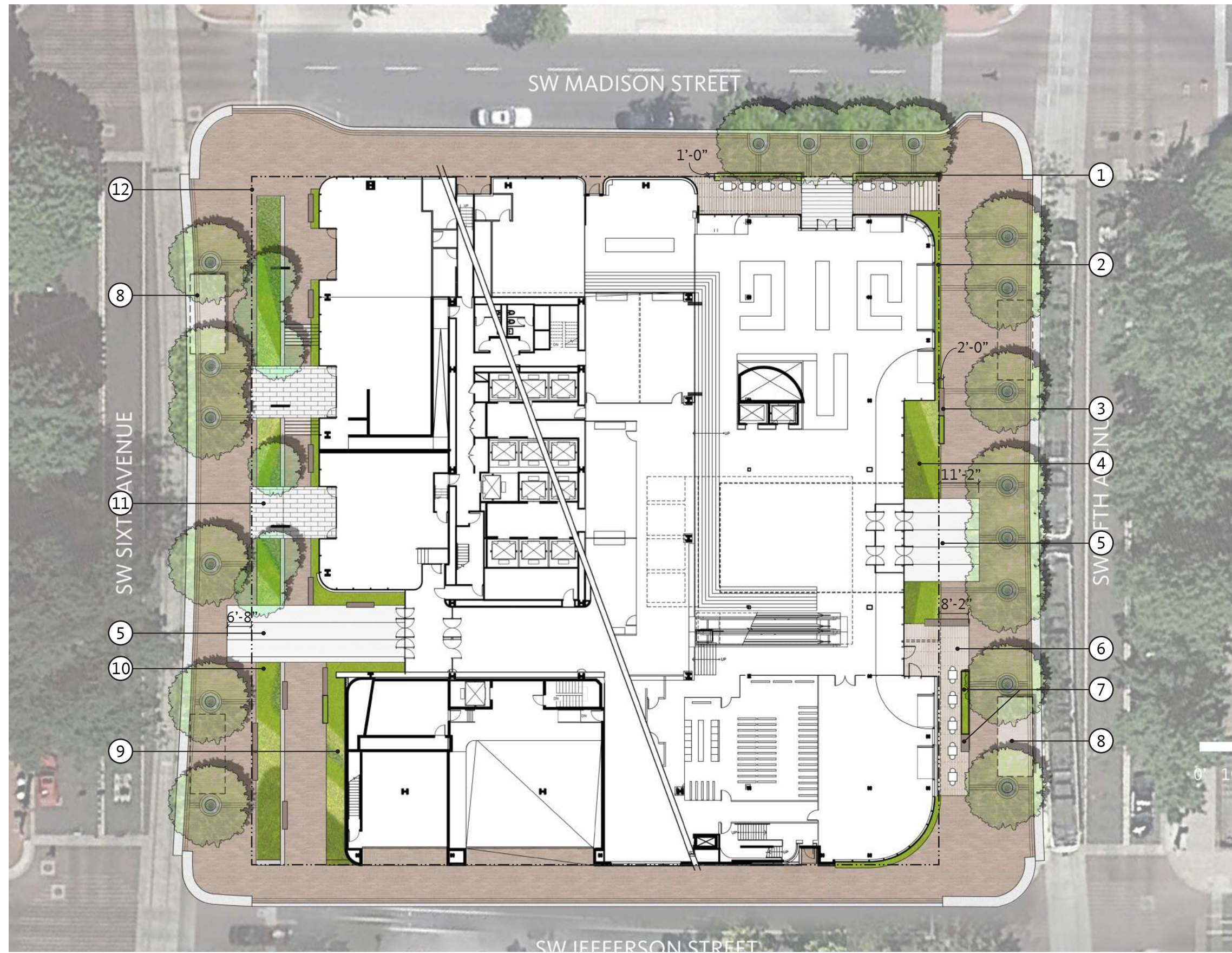
EXTERIOR

SW SIXTH AVENUE



EXTERIOR

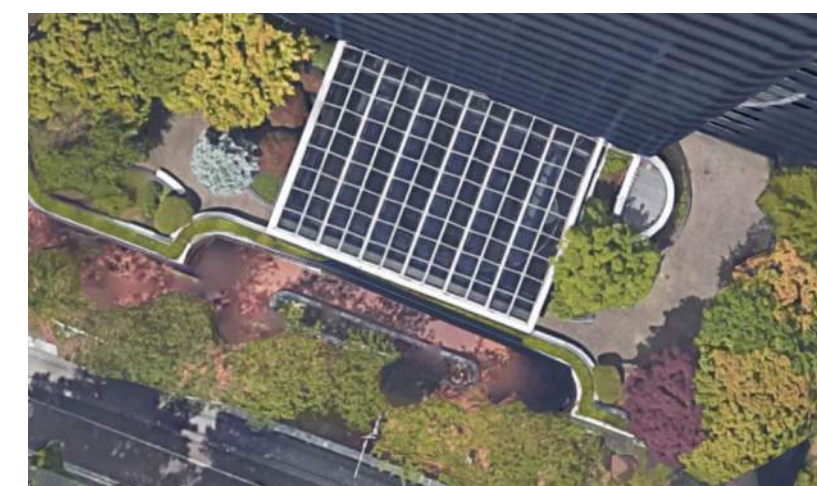
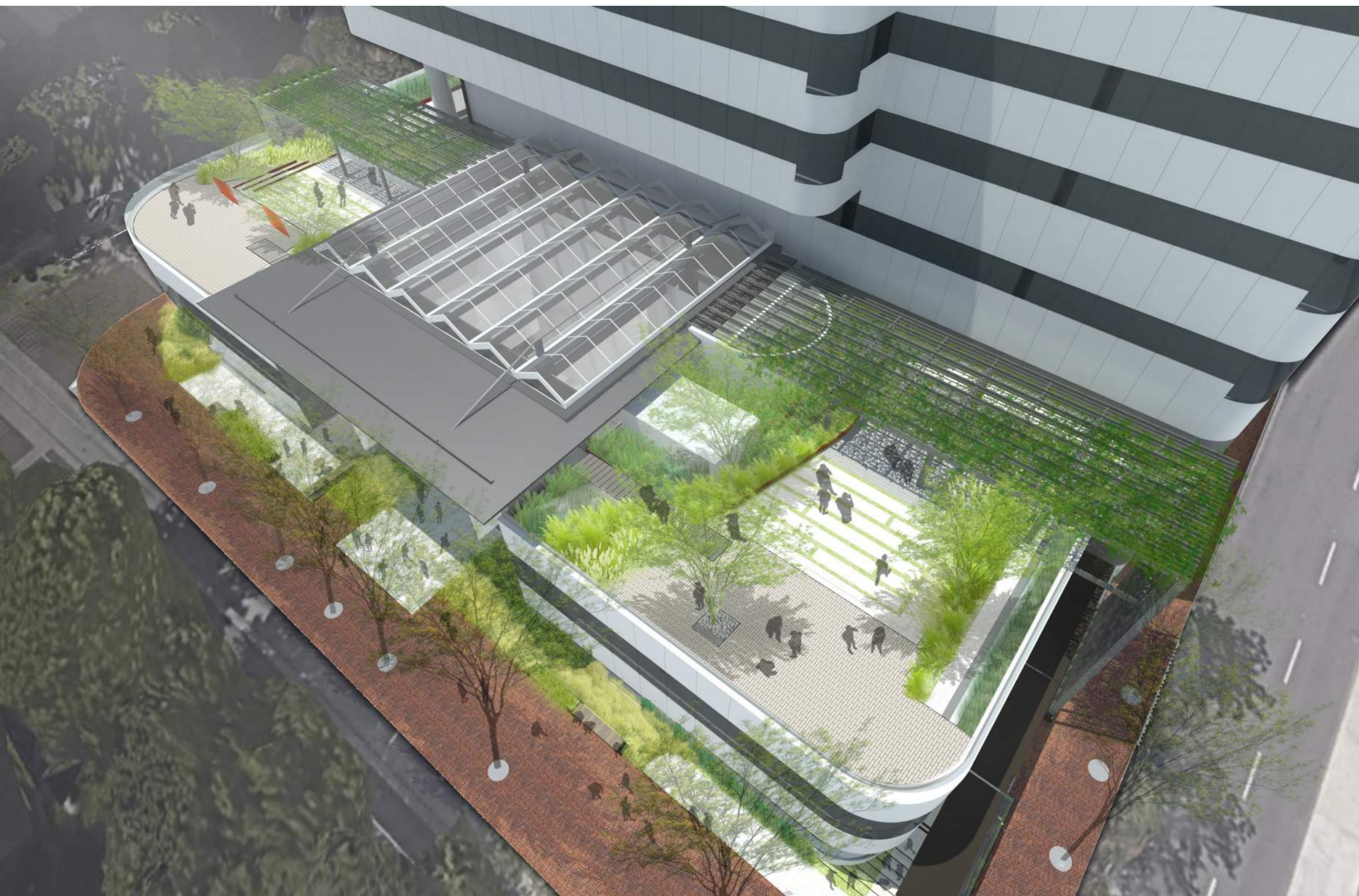
STARBUCKS ENTRY



Legend

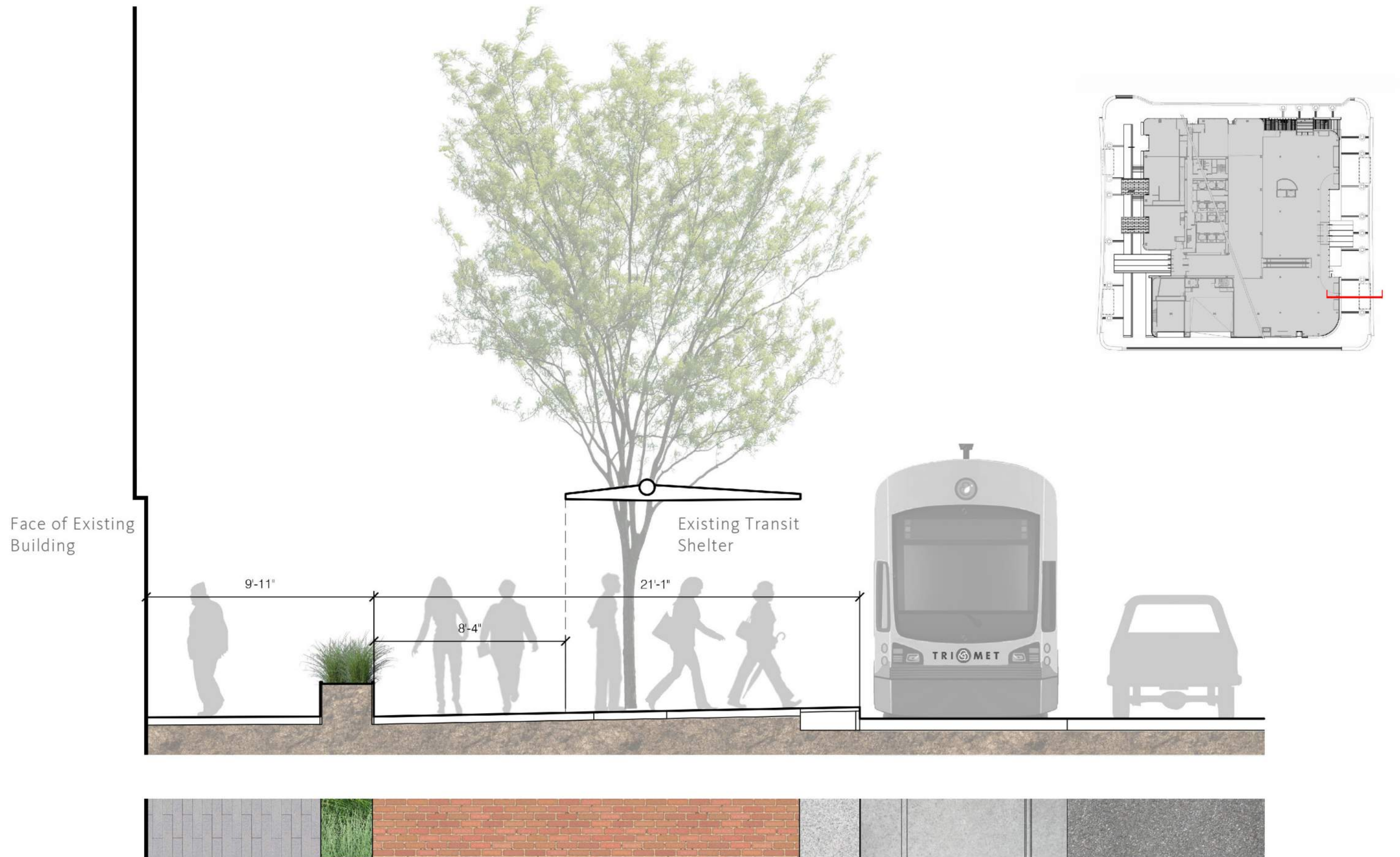
1. Raised Steel Planter with Signage
2. Raised Steel Planter
3. Wood Slab Bench
4. Bermed Entry Feature Planting Area
5. Specialty Concrete Paving to Match Lobby Paving
6. Flush Paving Entry To Starbucks Area
7. Raised Steel Planter with Bench
8. Light Rail Canopy
9. Bermed Entry Feature Planter
10. Sidewalk Level Planters
11. Secondary Entry Paving - Stone Pavers
12. Property Line

SITE PLAN



EXTERIOR

BIRD'S EYE VIEW

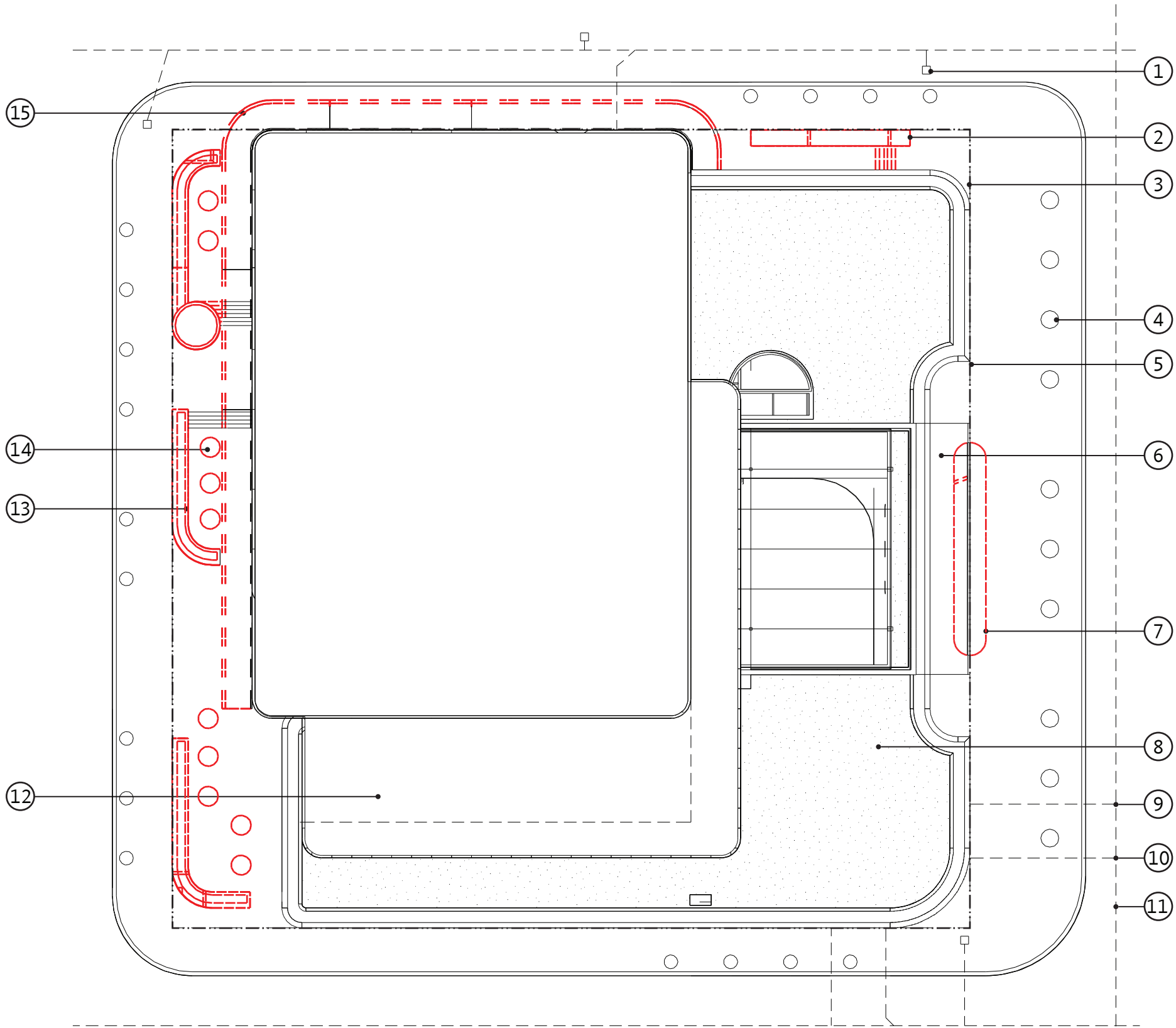


DETAIL SECTION

SW FIFTH AVE STREETFRONT

Legend

- 1. Inlet, Typical
- 2. Existing Terrace to be Removed & Replaced
- 3. Property Line
- 4. Existing Trees to Remain, Typical
- 5. Street Level Glazing to be Replaced
- 6. New Entrance Canopy
- 7. Existing Planter to be Removed
- 8. Existing Rooftop Garden to be Renovated
- 9. Water Connection & Meter Vault
- 10. Water Connection
- 11. Water Main
- 12. New Enclosure Under Existing Building Soffit
- 13. Existing Planters to be Removed & Reworked, Typical
- 14. Existing Trees within Property to be Removed & Replaced, Typical
- 15. Existing Canopy to be Removed & Reworked, Typical



SITE PLAN

MODIFICATIONS TO EXISTING



ELEVATION

SW FIFTH AVENUE



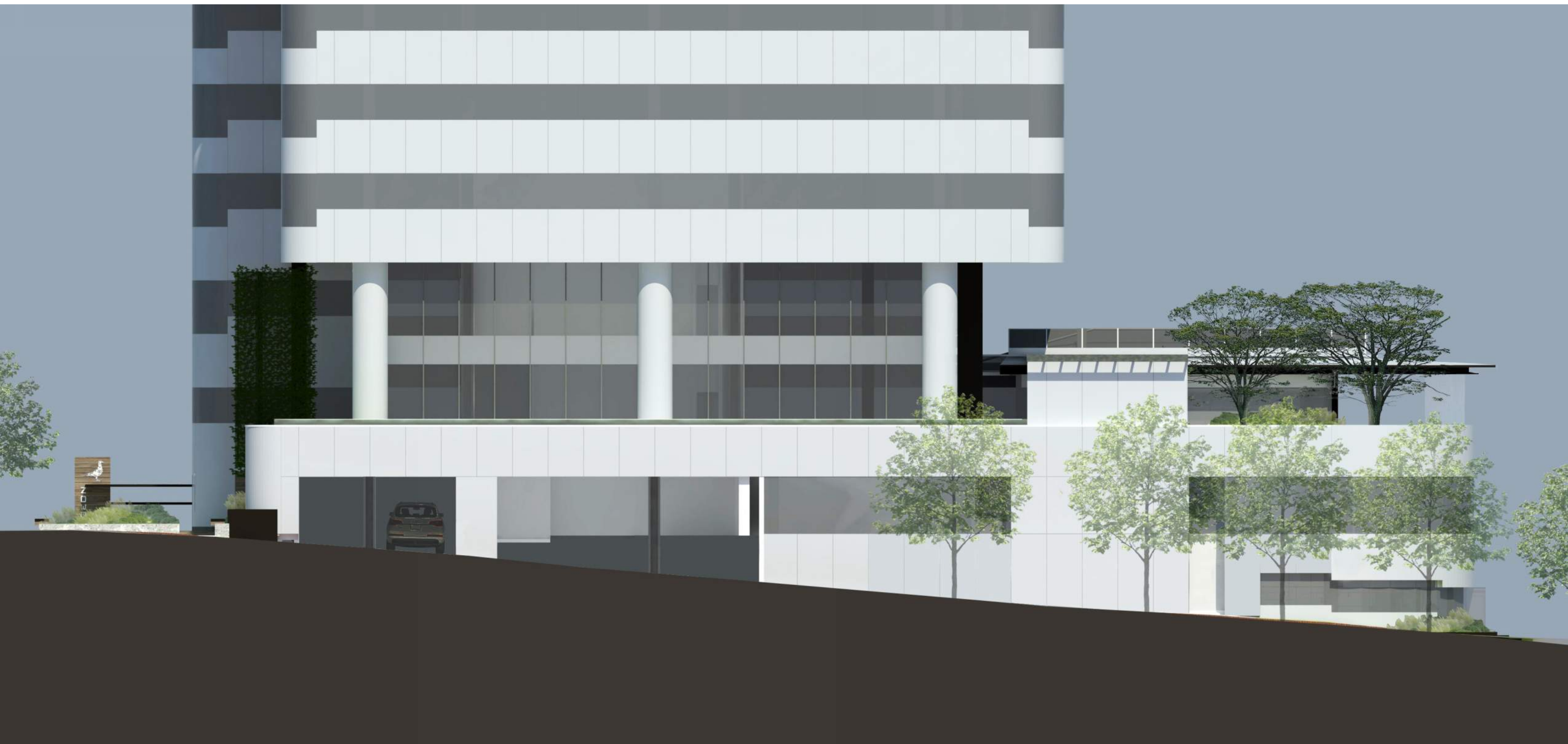
ELEVATION

SW MADISON STREET



ELEVATION

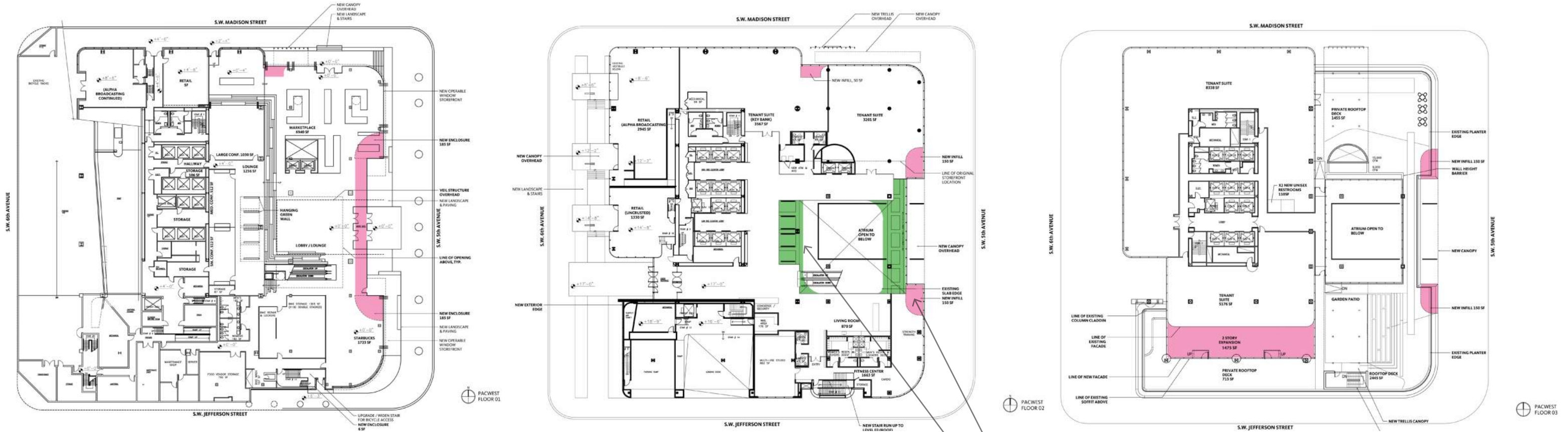
SW SIXTH AVENUE



ELEVATION

SW JEFFERSON STREET

APPENDIX



- No FAR calculation has been completed since the original building was calculated.
- Additional research is required, and/or new calculations must be completed to resolve discrepancies.
- Net added floor area is limited, and potential bonuses adequately cover the proposed added area.

FAR. As noted at the Pre-Application Conference, the building appears to exceed the total approved FAR allowed for the property. The 1980 Ordinance No. 150773 approved a Variance, allowing an FAR of 14.2:1, more specifically described as 524,314 sf of office and 44,415 sf of retail, for a total of 568,729 sf. Staff notes that our records indicate a total of 596,161 sf of floor area, resulting a difference of 27,432 sf from that approved in 1980. The applicant must provide documentation – such as approved building permit drawings with approved floor area indicated – that the existing FAR has been approved by the City, or that our records are incorrect. Any newly proposed floor area will require the use of bonus or transfer floor area. Please see 33.510 and 33.130 for bonus and transfer options.

Based on our records, only 3,839 sf of additional floor area can be approved through the provision of bonus or transfer options to reach a maximum of 15:1 FAR; any more than that is prohibited. If the proposed FAR is to exceed 15:1, a Central City Master Plan will be required; please see 33.510.255 Central City Master Plans.

FAR

FLOOR AREA ADDED, TYP.

FLOOR AREA REMOVED, TYP.

Level 01	+1015 sf
Level 02	- 1000 sf
Level 03	+1775 sf
Net total	+ 1790 sf

POTENTIAL BONUSES

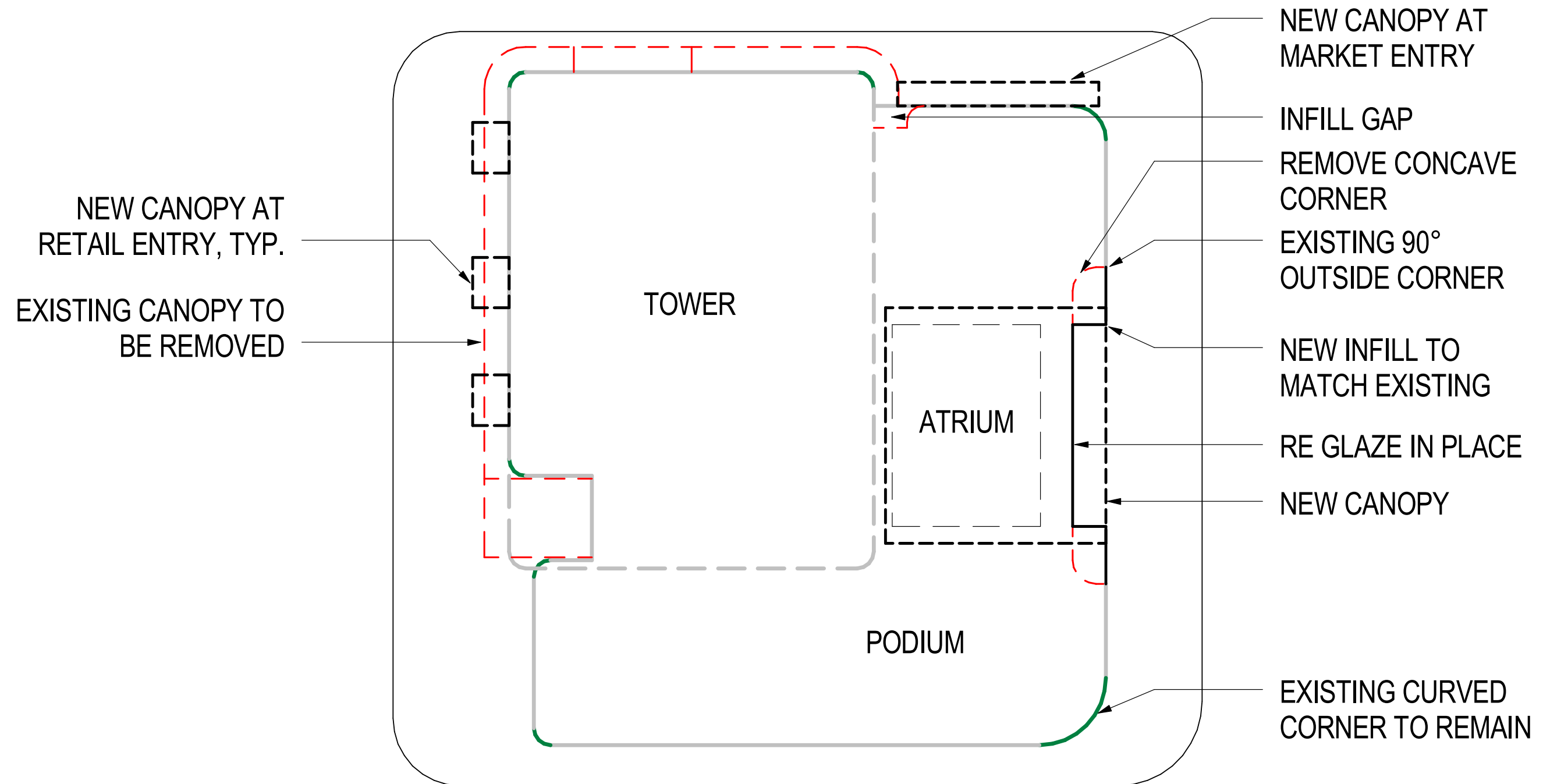
ROOFTOP GARDEN
> 50% Total floor area is covered
> 30 % Contains plants

Potential bonus (1:1) = 14,226sf

LOCKER ROOM
New bicycle storage & Locker room (2,566sf)

Potential bonus (1:40) = 102,640sf

Area Comparison & Bonus Increase



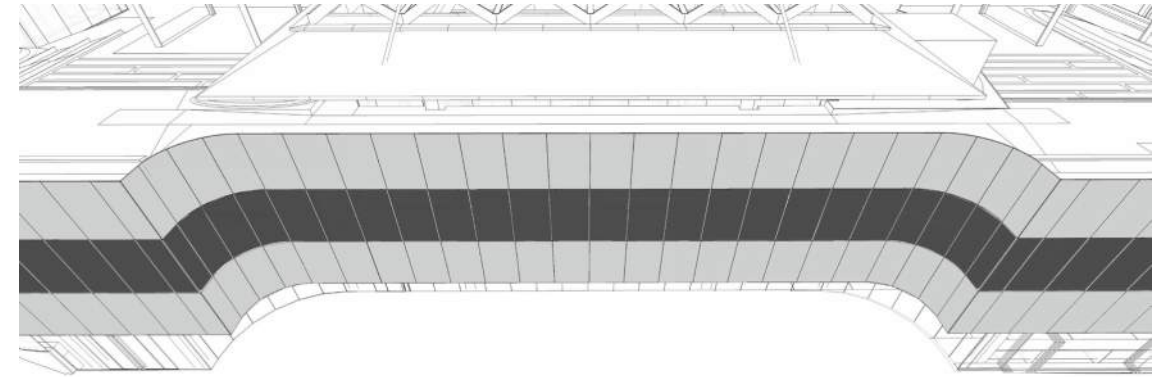
Curved Forms. Staff notes that the curved forms of the building are character-defining features of the existing building; therefore the removal of these curves – at the main 5th Avenue entrance, at the SW Jefferson egress stair, the 3rd and 4th floor enclosure, and at the ground level northeast corner tenant space – will be a discussion item at the Design Advice hearing scheduled for February 18th. Staff suggests retaining the exterior curved forms where possible. Staff is also concerned about how the newly enclosed portions of floor area will be treated at the exterior with regard to blending in with the existing building, e.g. how stem wall transitions will be treated, etc.

CURVED FORMS

Existing & Proposed Comparison

Existing Façade

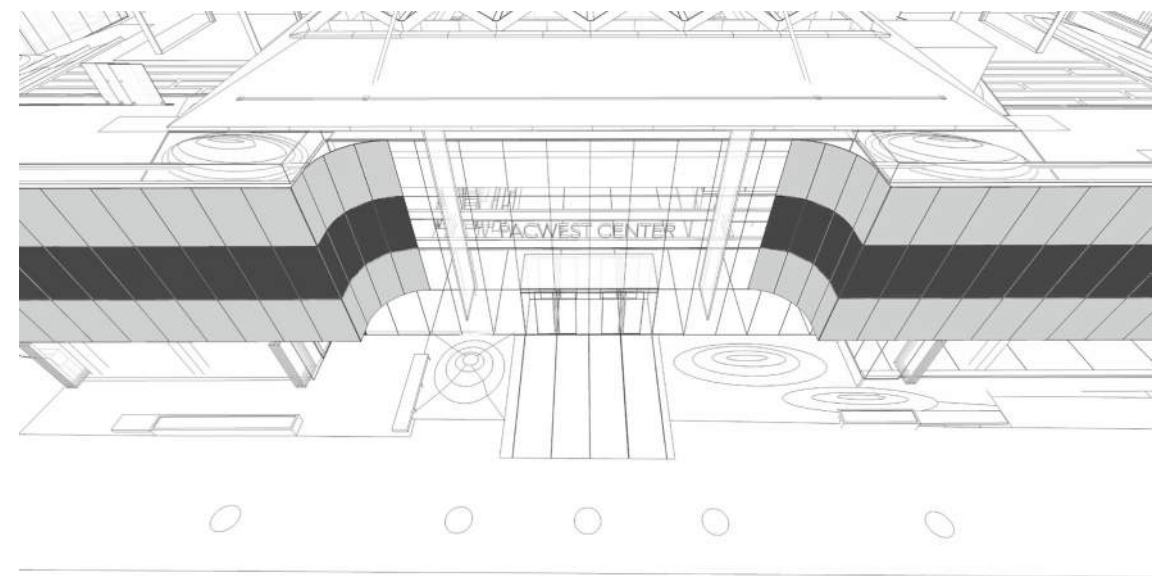
- Opaque façade – No perception of the interior atrium
- Concave curves are an anomaly on the building – 90 deg. Outside corners are existing
- Restricted circulation at the ground floor

**Proposed Façade**

- Large, transparent façade to connect exterior to interior atrium
- 90 deg. Outside corners match existing façade
- 90 deg. Inside corners allow for logical material transition
- Expanded retail frontage at ground floor

**Proposed façade with curves**

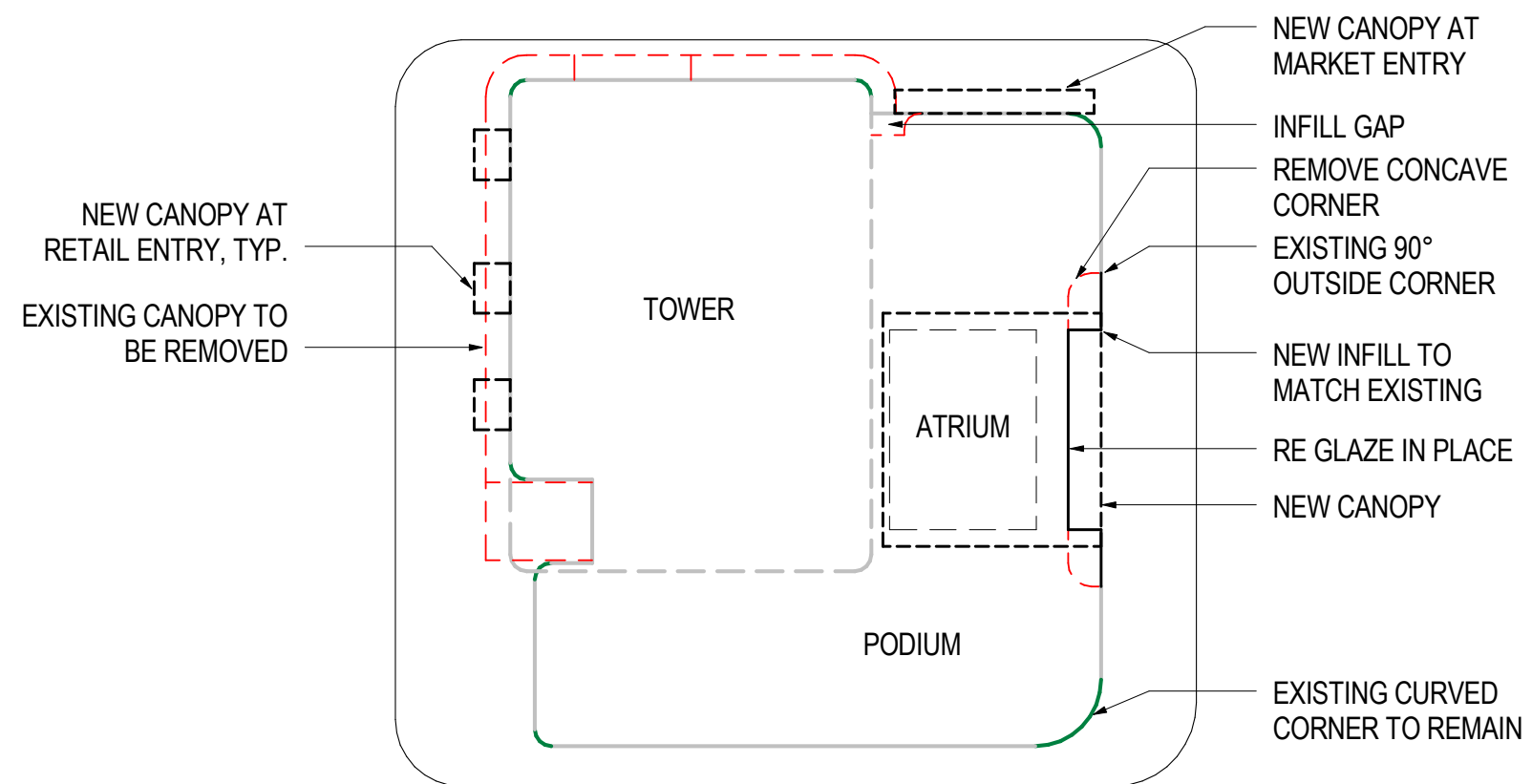
- 15' loss of transparent façade to accommodate curves
- Difficult material transition in the same plane



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CURVED FORMS

Diagrams



- Proposed 90 deg. Inside corners match SW 6th Ave entry
- Provides logical material transition
- Maximizes clear glass façade

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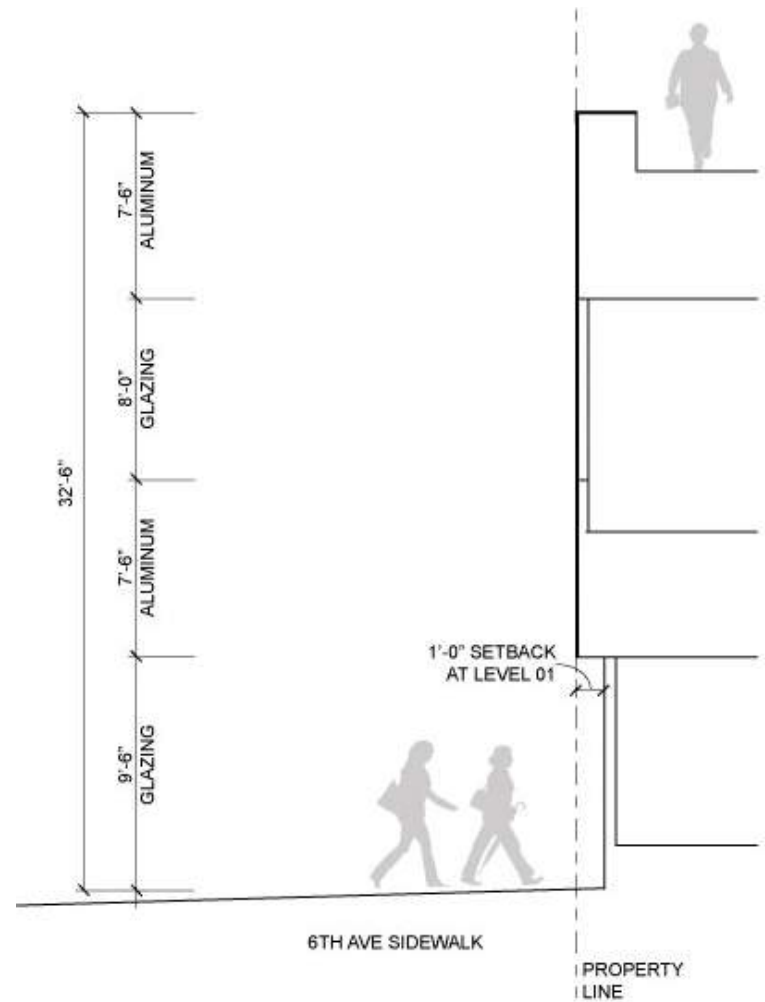
CURVED FORMS



6th Ave Entry (Existing)



5th Ave Entry (Proposed)



5th Ave Section (Existing)

- Upper aluminum façade is the strong visual element at the NE corner
- Curved form above is dominant while the lower glass visually recedes
- Lower glass is set back 1', so faceted windows do not compete with the curved façade above

...While opening up the northeast corner will increase activation of that corner for a few months out of the year, staff has concerns about the loss of the dynamic quality of the existing curved wall. Staff notes that the glazing at this corner is curved rather than Segmented, as is proposed. As such, staff suggests additional consideration of how the Proposed treatment could be made more graceful and compatible with the existing building.

CURVED FORMS



5th & Madison (Proposed)



5th & Madison (Existing)

NE Corner Analysis



Operable doors closed



Operable doors open

- Curved, operable windows are not manufactured
- Benefit of opening façade and providing direct connection to exterior outweighs closed system
- Sliding glass system will be minimal and not complete visually with the existing upper façade

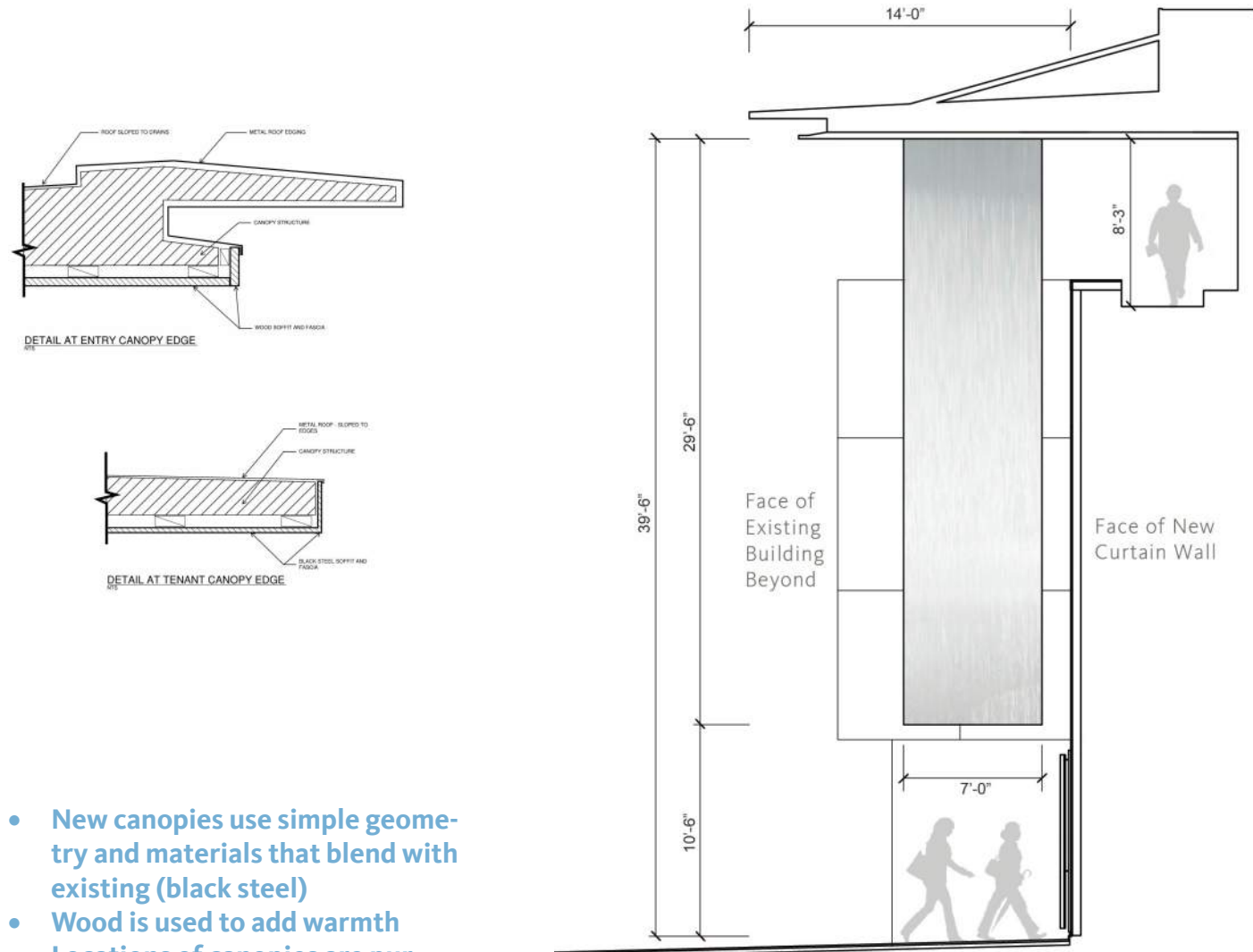
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CURVED FORMS



5th & Madison (Existing)

NE Corner Analysis

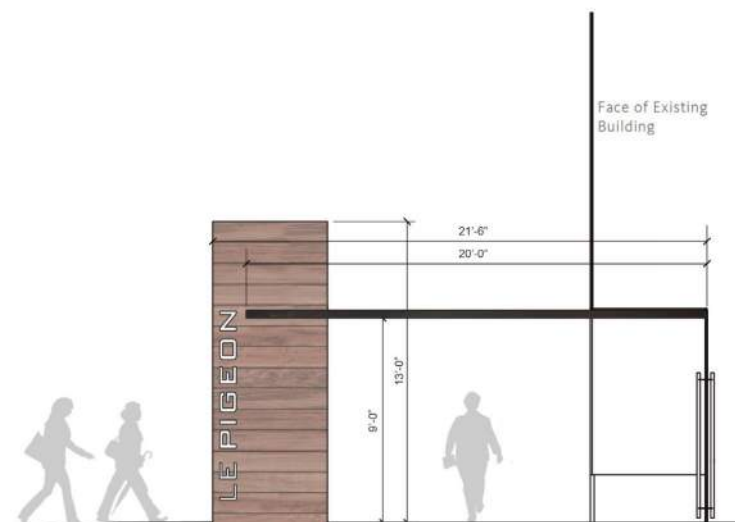


New Canopy at 5th Ave entry

- New canopies use simple geometry and materials that blend with existing (black steel)
- Wood is used to add warmth
- Locations of canopies are purposeful, and intended to increase tenant visibility and provide protection where pedestrian/patron concentration is highest.

Canopies. Please provide details for the proposed canopy in the DAR packet. As noted above, this building is noted for its curves and the proposed canopy is a distinct departure from that. Staff supports the idea of a canopy to mark the entrance but also notes that the overall design must be coherent with the existing building.

Staff also notes that while new canopies are proposed, it appears that the proposal will result in a net loss of canopy coverage along the perimeter of the building. Please be prepared to speak to this at the Design Advice.

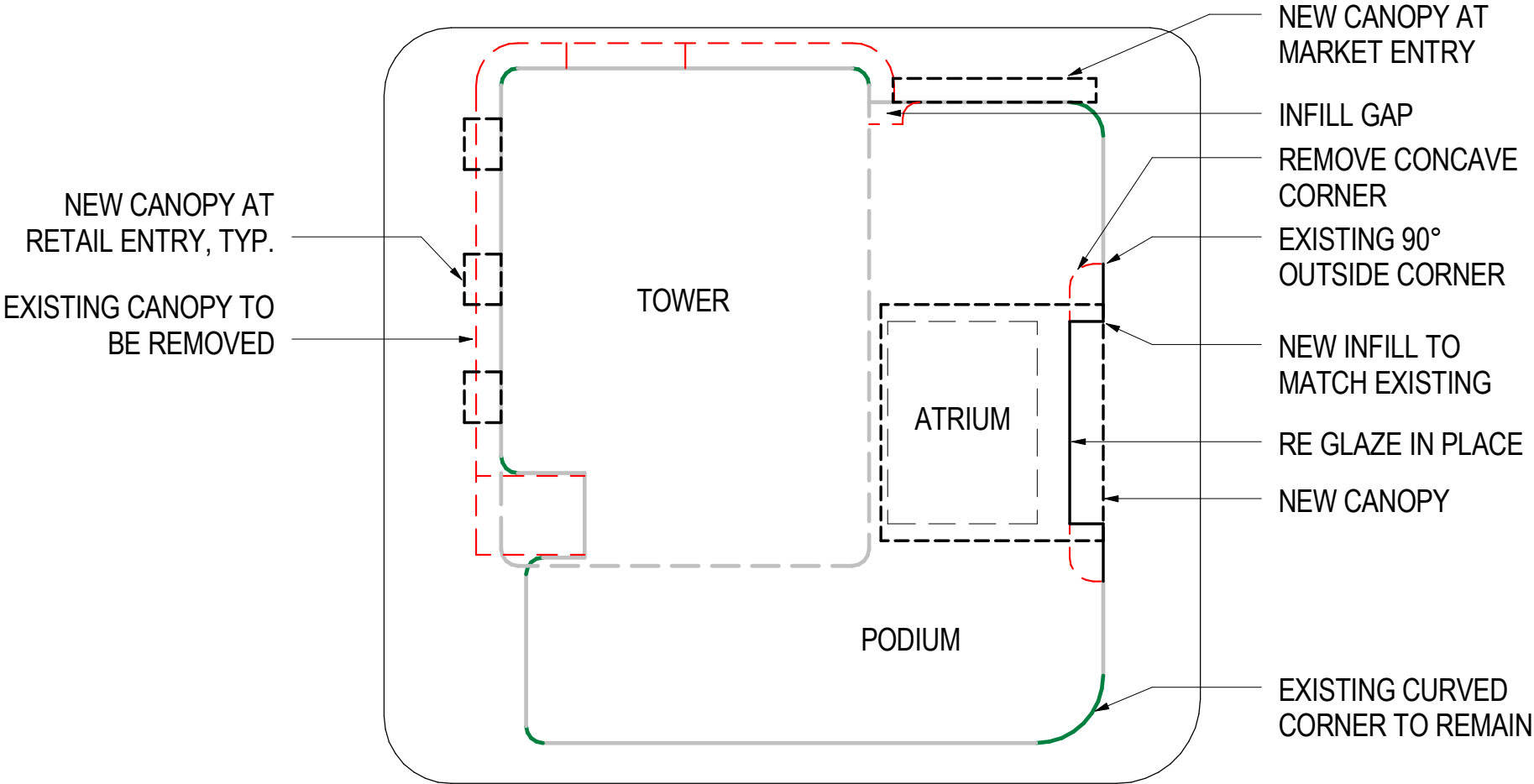


New Canopy at 6th Ave Retail (Madison St Market Entrance similar)



CANOPIES

Proposed - Details



Existing 6th Ave canopy



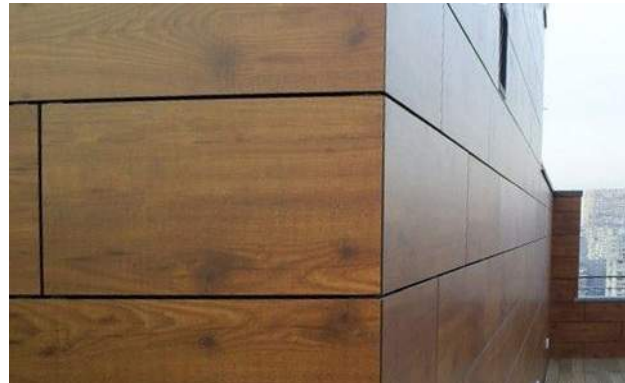
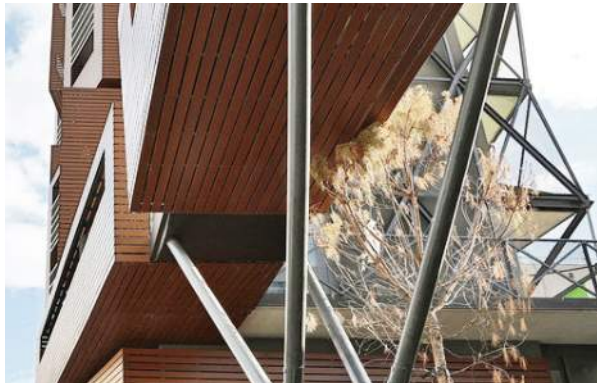
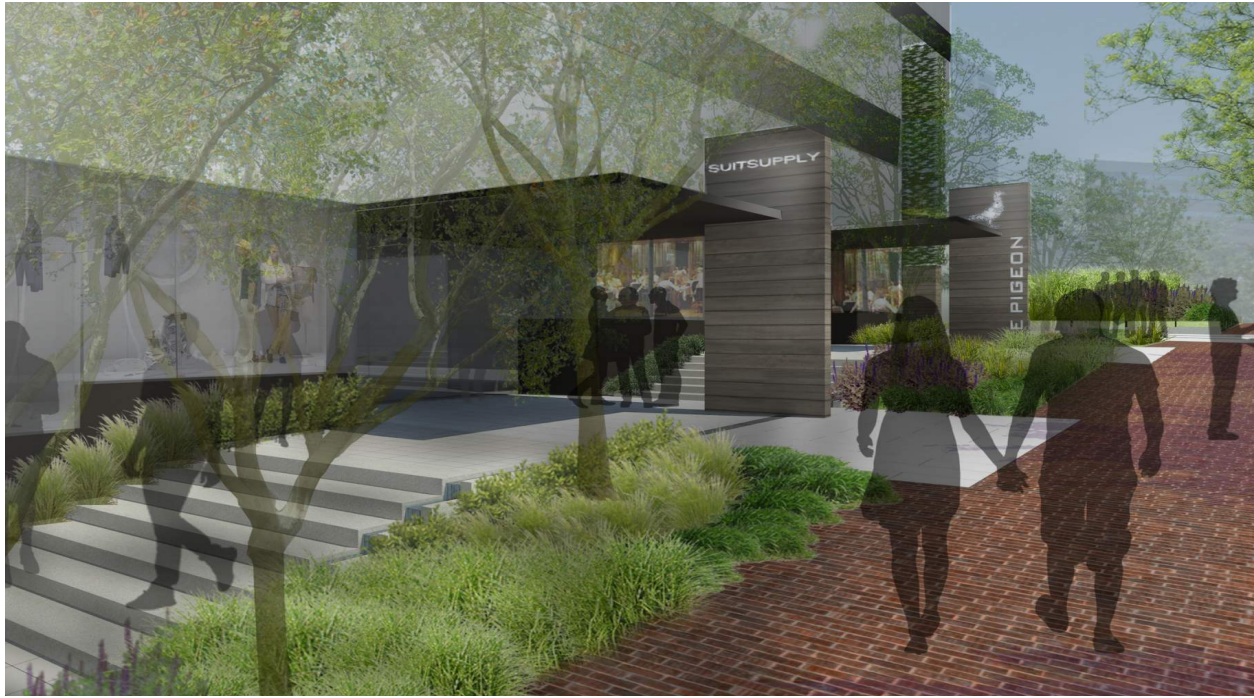
Existing 6th Ave sidewalk

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CANOPIES

Existing & Proposed Comparison



- Wood is intended to provide visual warmth to the building – a key comment from testimonials
- Wood exists on the interior of the building in all the elevator lobbies.
- Products being explored are either impregnated natural materials or synthetic woods in order to provide durability

Wood. The Design Commission has had reservations about wood at the ground floor, Particularly when the wood is not weather-protected by overhangs and is located in high traffic Areas due to concerns about accidental and intentional marring. Staff notes that the Existing building is located between the bus mall couplet and therefore has very high levels of pedestrian traffic. In addition, while the applicant seeks to add warmth to the building, the Addition of wood introduces a foreign element into the existing material palette, which may Cause additional concerns for the Design Commission. Staff suggests the applicant Investigate alternative ways or materials to add warmth that is more in keeping with the Existing building language.

WOOD

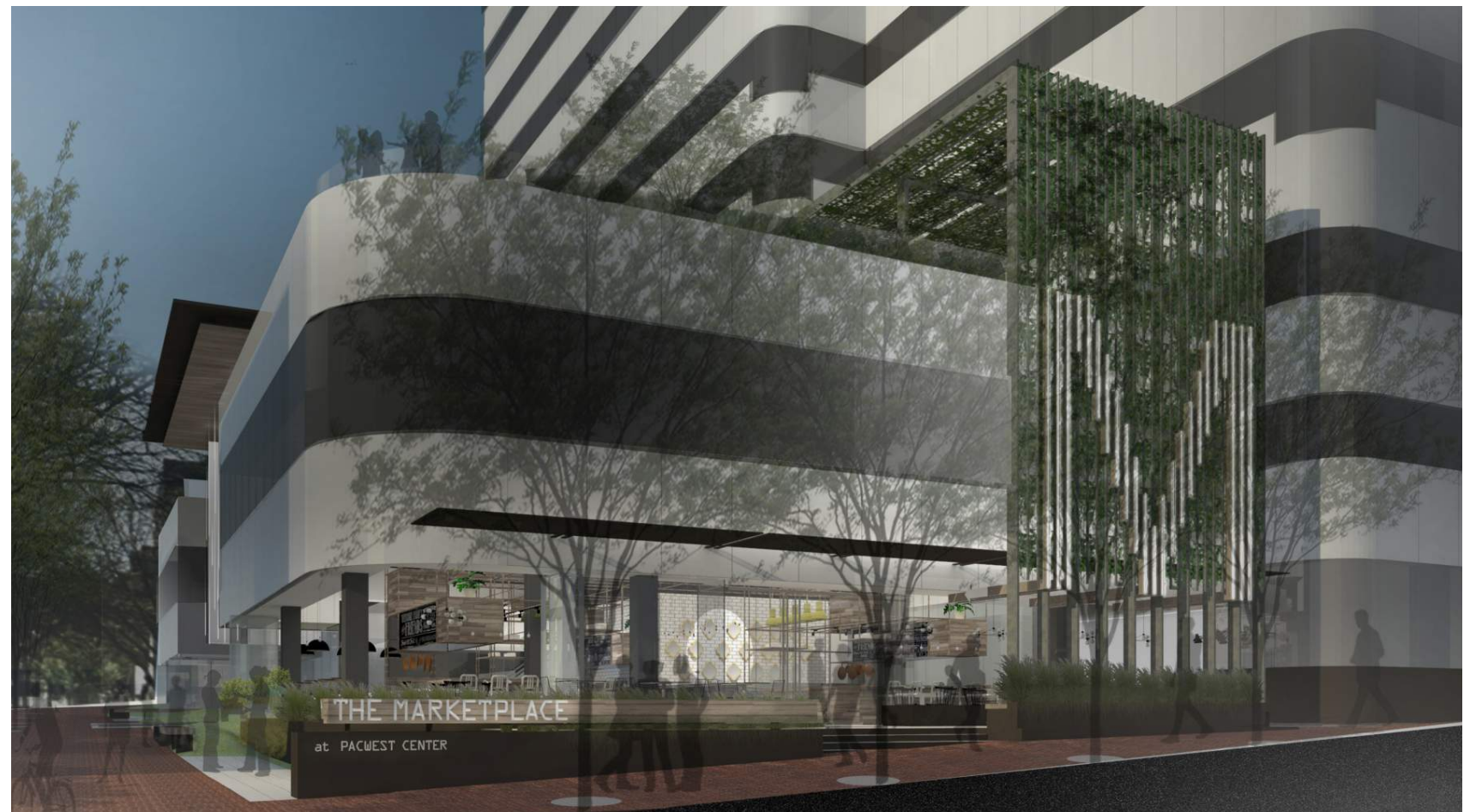




- Building management is committed to the required maintenance of the vines.
- Vine species being explored, *Clematis armandii* or *Passiflora edulis* will perform well in this climate.
- Intention is to add enough planted material to keep the vine walls full.

Greenery. As staff noted in the Pre-Application Conference, the Design Commission has Previously expressed hesitation with vertical landscaping elements, as is proposed at the north marketplace entrance. The Design commission has concerns about long-term maintenance of this type of landscaping treatment and is typically not satisfied with assurances of proper management. A maintenance agreement may be required in order to gain approval for this feature. Staff suggests consideration of alternative treatments.

GREENERY

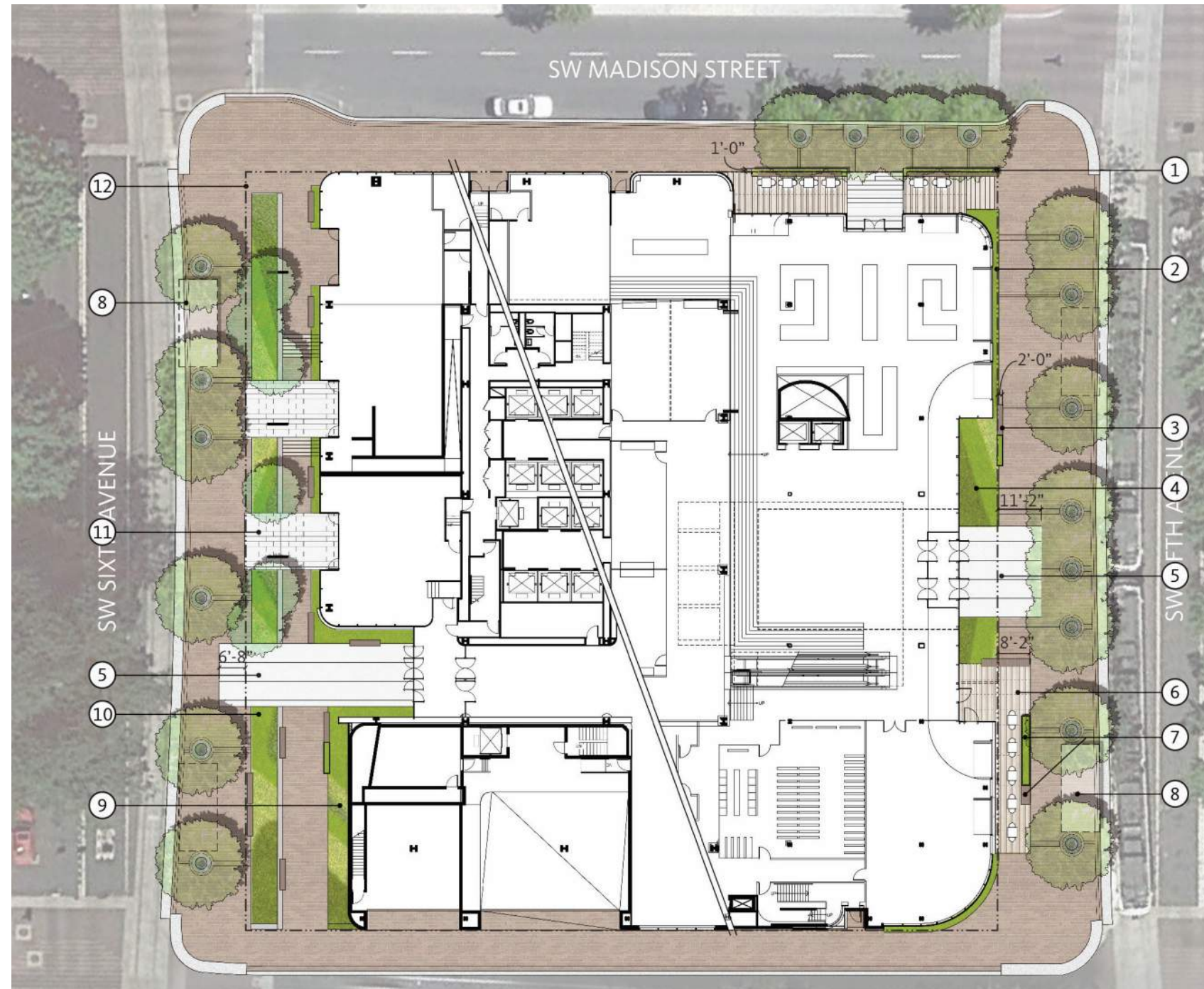


To be completed under separate permit

- Proposed sign areas will be calculated during upcoming Design Review
- Intention is to ultimately submit signage under separate permit

Signage. Area totals for all existing and proposed signs must be provided at the time of land use review. Signs larger than 100 square feet in area will require a Modification; staff discourages such Modification requests as signage should be pedestrian scaled per the Design Guidelines. Details must be provided for all signs larger than 32 square feet; these details must include sign structure, materials, method of attachment, and method of illumination, if applicable.

SIGNAGE



Privatization of the Right-of-Way. Staff has concerns about the proposed paving materials, permanent seating, and planters in the right-of-way, as this results in privatization of the public realm. Staff suggests that all changes in paving materials and planters be located within the property lines. Any seating within the right-of-way should be non-permanent. However, as was suggested during the Pre-Application Conference, since planters, which currently provide opportunities for seating are proposed to be removed, new seating opportunities should be provided on portions of the site not occupied by the building. All non-standard improvements in the right-of-way will require z approval prior to final Design Review approval

PRIVATIZATION OF THE RIGHT-OF-WAY

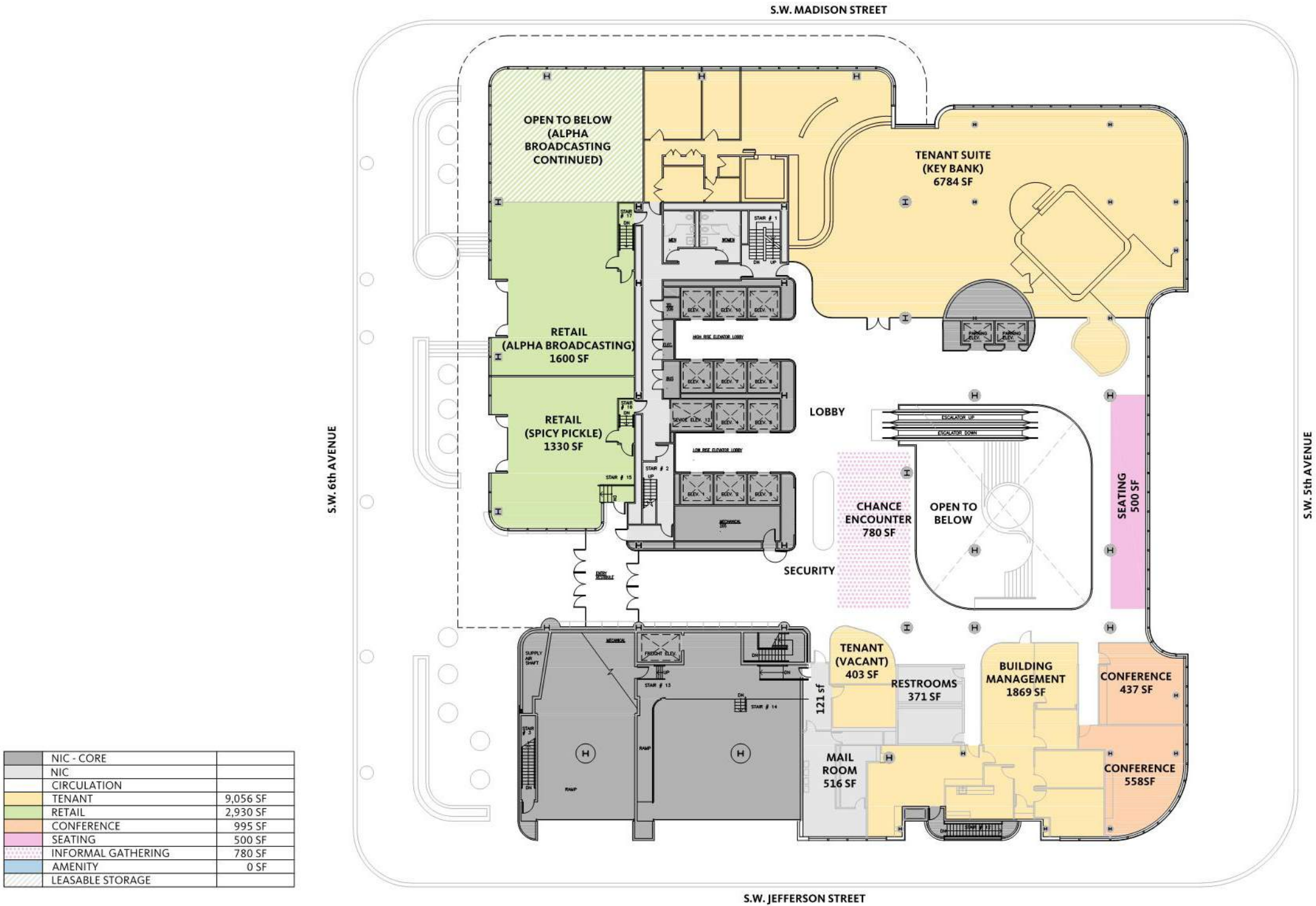
Plan

APPENDIX



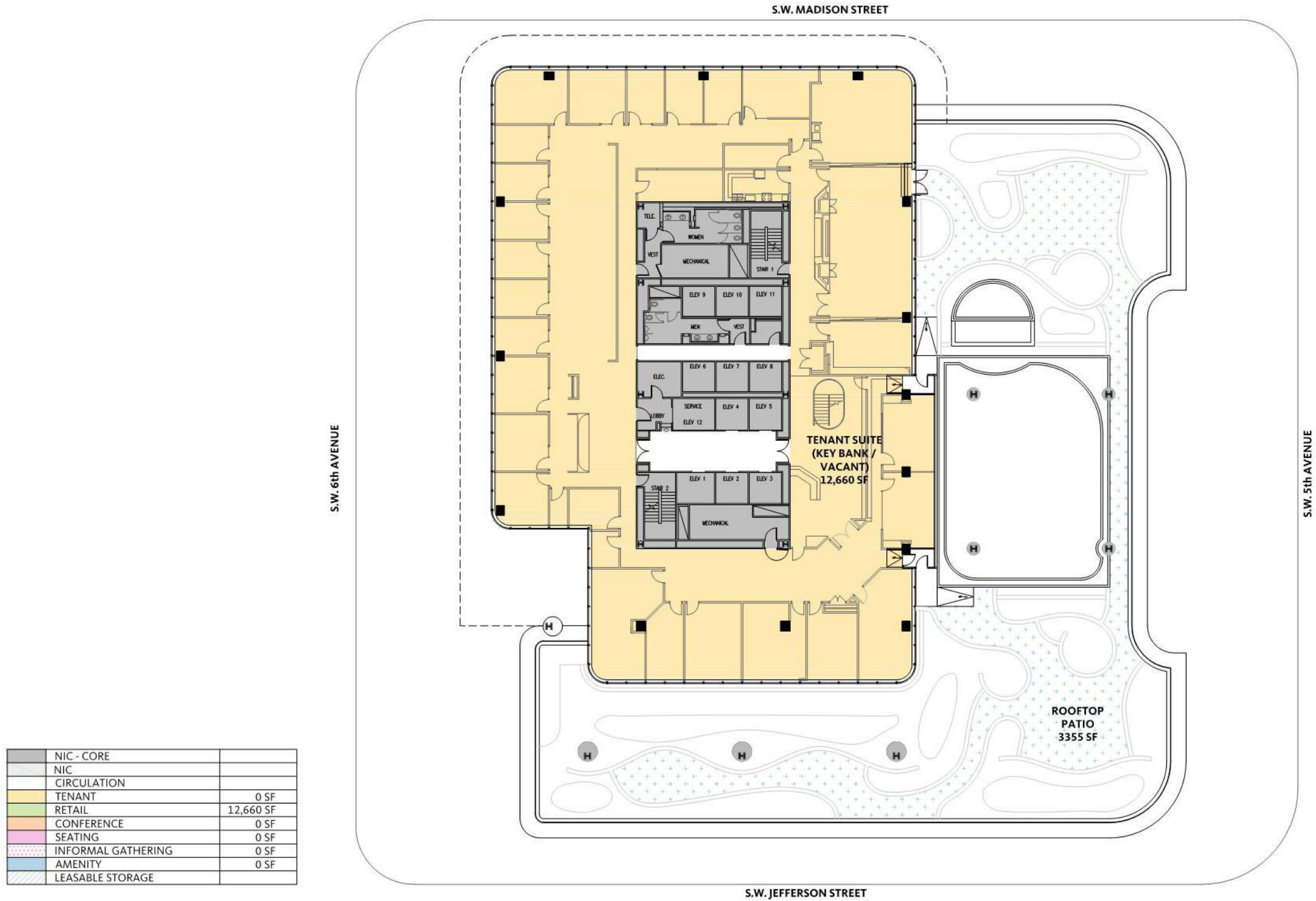
EXISTING FLOOR PLAN

LOWER LEVEL



EXISTING FLOOR PLAN

LOBBY LEVEL



EXISTING FLOOR PLAN

THIRD LEVEL

THANK YOU