



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

FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: April 1, 2016
To: Portland Design Commission
From: JEFF MITCHEM, Development Review
503.823.7011
Re: 16-105651 DA – 205 NW 10th Ave
Design Advice Request Commission Memo – April 7, 2016 Hearing Date

Attached is a drawing set for the Design Advice Request for the above referenced case. The review criteria are the Central City Fundamental Design Guidelines and the River District Design Guidelines (cheat sheet included with this memo). Please contact me with any questions or concerns.

I. PROGRAM OVERVIEW

New 12-story market rate apartment building on a 20,000 SF lot with ground-level retail and approximately 150 residential units. The ground level will include retail, residential lobby oriented to NW Davis St and below-grade parking access from NW Davis St. Potential Modifications and Adjustments include: ground floor windows, loading space quantity and location and long-term bike parking space dimension. The key components of the project are:

- *Retail.* A total of approximately 4,000 square feet of retail primarily oriented to NW 10th Ave,
- *Auto Parking.* Two levels below-grade totaling 94 spaces,
- *Bike Parking.* Residential long-term bike parking spaces (parking level 02). The project is eligible to pay into the short-term bike parking fund.
- *Loading.* One (1) Std B loading stall (18'Lx9'Wx10'H) is required – a Modification is required for changing size or blocking parking stall access.
- *Materials* brick veneer and box rib metal panel.
- *Upper Floors.* 2-12 levels of apartments (lofts and 2 bedrooms). Club room and amenity deck on level 12.

II. DEVELOPMENT STANDARDS

- **Max FAR** - Allowable FAR is 6:1 as shown on zoning maps and the site is eligible to earn up to 3:1 FAR bonus, for a total of 9:1 FAR maximum allowed. Proposed FAR is presently unspecified.
- **Max Height** - Allowable height is 100' with general and housing height bonuses available up to a maximum of 175'. Proposed height is approximately 130'.
- **Required Building Lines** - This standard is required for NW 10th Avenue - the building must extend to the street lot line along at least 75 percent of the lot-line. As proposed, the project complies.
- **Parking Access Restricted Street** - This standard is required for NW 10th Avenue. As proposed, the project complies.
- **Ground Floor Windows** - This standard is required for all ground floor frontages - at least 50 percent of the length and 25 percent of the ground level wall area. As proposed, the project complies (including display windows at Transformer Room and Generator Room).

- **Rooftop mechanical equipment** - Screening is required for this location along the Portland Streetcar Alignment. As proposed, the project complies.
- **Ground Floor Active Uses** - Applies to all street frontages - the ground floor height must be at least 12 feet clear, must be at least 25 feet deep measured from the street-facing façade. As proposed, the project complies.
- **Minimum Active Floor Area standards** - Applies to ground floor area on all frontages. At least 50 percent of floor area of the building must be in active use. As proposed, the project complies.

III. STAFF ISSUES

1. **General design comments.** The mass of the building is expressed as a uniform ½-block bar with subtle programmatically derived shifts in wall plane and skin material. White brick veneer and bronze box rib metal cladding frame floor-to-ceiling glazing equitably on all four elevations and, as such, no material is expressed as primary.
 - A. **Elevation Equity.** Because the west elevation fronts the Landmark G. G. Gerber Building [Deschutes Brewery], views from the subject site over this historic building to the west are highly protected, and likely to remain in perpetuity. As such, views of the west elevation will also likely be highly visible from surrounding properties and adjacent streets. Therefore, the west elevation should be designed as the street facing elevations, including the same high-quality materials and detailing. *Staff advises that balconies be provided on this elevation in a similar configuration as the east elevation.*
 - B. **Cladding Materials.** Preliminary elevation drawings indicate equal amounts of “brick veneer” (light colored), “box rib metal” (dark colored) and glazing with no material reading as primary. As such, the glass-metal-brick skin appears checkered with independent parts lacking logical consistency throughout. *Given the surrounding masonry context (NW 13th Ave Historic District 2-blocks west and the adjacent landmarks), Staff suggests that a four sided primary brick building would be more appropriate and would likely result in stronger overall project coherency.*
 - C. **Residential Lobby Location.** As proposed, the residential lobby is oriented to NW Davis St adjacent to the garage access. *Staff advises that the residential lobby be oriented to the more pedestrian-active NW Everett St.*
2. **Glazing and Energy calculations.** Given the large amounts of glazing proposed, *Staff advises energy calculations be done prior to submitting a final scheme for Land Use Review.*
3. **Vents/Louvers & Mechanical.** Drawings indicate that horizontal unit venting will be wall mounted with louvers integrated into metal screening framing window openings. *Staff points out that integration of custom louvers within the window framing is critical to approvability of the project. If vented through the roof, the associated mechanical units should be ganged, well organized and screened.*
4. **Utility transformers.** Locate utility transformers underground within the adjacent right-of-way and NOT interior at the building’s skin. Consult with the utility providing electrical service, either PGE or PPL, and with Portland Bureau of Transportation if within the right-of-way. *Staff advises that a submersible option be pursued for the transformer and that a Design Exception application be submitted to PBOT prior to LUR Application submittal.*
5. **Gas Meters.** *Staff advises that gas meters be located inside the building or within a recess screened from public view.*
6. **Rooftop Mechanical Screen Composition.** Rooftop equipment screens or parapets should be considered as part of the overall building composition and designed coherently. *Staff has concerns that the box rib metal mechanical screen on the north and south ends of the rooftop is sculpturally awkward, lending a top-heavy feeling to the building.*

IV. APPROVAL CRITERIA: *Central City Fundamental and River District Design Guidelines*

GUIDELINE	APPROVABLE	MORE INFO	NOT APPROVABLE
<p>A1. Integrate the River. 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>A1-1. Link the River to the Community. Link the Willamette River to the community reinforcing the river’s significance.</p>	<p>Upper-level active spaces oriented eastward toward W. River</p>		
<p>A2. Emphasize Portland Themes. When provided, integrate Portland-related themes with the development’s overall design concept.</p>		<p>No specific themes identified or specifically incorporated.</p>	
<p>A3. Respect the Portland Block Structures. 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>A3-1. Provide Convenient Pedestrian Linkages. Provide convenient linkages throughout the River District that facilitate movement for pedestrians to and from, and to and from adjacent neighborhoods.</p>	<p>Reinforces through full site buildout.</p>		
<p>A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.</p>		<p>No unifying elements identified.</p>	
<p>A5. Enhance, Embellish, and Identify Areas. 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>A5-1. Reinforce Special Areas. Enhance the qualities that make each area distinctive within the River District, using the following “special Area Design Guideline” (A5-1-1 – A5-1-5).</p> <p>A5-1-4. Reinforce the Identity of the Union Station Area.</p>		<p>More explicit description of character/material references to Pearl context.</p>	
<p>A6. Reuse/Rehabilitate/Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.</p>			

<p>A7. Establish and Maintain a Sense of Urban Enclosure. Define public rights-of-way by creating and maintaining a sense of urban enclosure.</p>	<p>Massing, scale & orientation reinforce street volume.</p>		
<p>A8. Contribute to a Vibrant Streetscape. 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>A8-1. Design Fences, Walls and Gateway to be Seen Over. Design fences, walls and gateways located between a building and the sidewalk to be seen over to allow for social interaction.</p>			<p>Transformer within building at skin fronting NW Davis.</p>
<p>A9. Strengthen Gateways. Develop and/or strengthen gateway locations.</p> <p>A9-1. Provide a Distinct Sense of Entry and Exit. When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.</p>		<p>Not a <u>G</u>ateway location.</p>	
<p>B1. Reinforce and Enhance the Pedestrian System. 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 superblocks or other large blocks.</p> <p>B1-1. Provide Human Scale to Buildings Along Walkways. Provide human scale and interest to buildings, along sidewalks and walkways.</p>		<p>All frontages are varied, well-glazed and human-scaled.</p>	
<p>B2. Protect the Pedestrian. 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>Singular garage access oriented to NW Davis St</p>	
<p>B3. Bridge Pedestrian Obstacles. Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.</p>			
<p>B4. Provide Stopping and Viewing Places. Provide safe, comfortable places where people</p>		<p>None provided.</p>	

<p>can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.</p>			
<p>B5. Make Plazas, Parks and Open Space Successful. 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>B5-1. Recognize the Roles of the Tanner Creek Parks. Strengthen and enhance the Tanner Creek Parks as both as neighborhood park system and an extension of the North Park Blocks.</p> <p>B5-2. Strengthen the Significance of the Classical Chinese Garden.</p>		<p>No provisions or references.</p>	
<p>B6. Develop Weather Protection. 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>Continuous canopies proposed.</p>		
<p>B7. Integrate Barrier-Free Design. Integrate access systems for all people with the building’s overall design concept.</p>	<p>Accessibility measures indicated.</p>		
<p>C1. Enhance View Opportunities. 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>C1-1. Increase River View Opportunities. Increase river view opportunities to emphasize the River District ambiance.</p>	<p>Rooftop amenity facing both E and W toward River/Mts</p>		
<p>C2. Promote Quality and Permanence in Development. Use design principles and building materials that promote quality and permanence.</p>		<p>Brick Veneer and Box Rib Metal Panel specifications needed?</p>	
<p>C3. Respect Architectural Integrity. 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>C3-1. Integrate Parking. Design parking garage exteriors to visually integrate with their surroundings.</p>	<p>2 levels below-grade parking.</p>		
<p>C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by</p>		<p>Brick Veneer details are needed.</p>	<p>Excessive metal cladding.</p>

<p>using and adding to the local design vocabulary.</p>			
<p>C5. Design for Coherency. 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>Primacy in cladding material is lacking.</p>
<p>C6. Develop Transitions between Buildings and Public Spaces. 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>		<p>Full site build-out, no public open space provided.</p>	
<p>C7. Design Corners that Build Active Intersections. 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>	<p>NW Davis St & NW 10th Ave corner activated with retail.</p>		
<p>C8. Differentiate the Sidewalk-Level of Buildings. 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>19' ground floor with continuous canopies.</p>		
<p>C9. Develop Flexible Sidewalk-Level Spaces. Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.</p> <p>C9-1. Reduce the Impact of Residential Unit Garages on Pedestrians. Reduce the impact on pedestrians from cars entering and exiting residential unit garages by locating garage access on alleys, and active spaces on ground floors that abut streets.</p>		<p>Residential lobby should not be adjacent to garage access. Explore lobby entrance on NW Everett St.</p>	
<p>C10. Integrate Encroachments. 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>None proposed.</p>	
<p>C11. Integrate Roofs and Use Rooftops. Integrate roof function, shape, surface materials, and colors with the building's overall design</p>	<p>Outdoor amenities indicated on level 12.</p>	<p>No eco-roof proposed.</p>	

<p>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>			
<p>C12. Integrate Exterior Lighting. 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>None specified.</p>	
<p>C13. Integrate Signs. 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>None specified.</p>	