



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

FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: December 2, 2016
To: Portland Design Commission
From: Grace Jeffreys, Development Review
Re: **16-256415 DA – 550 SE MLK**
 Design Advice Request Summary Memo, Hearing Date December 8, 2016

I. PROGRAM OVERVIEW

Attached is a drawing set for the Design Advice Request for a proposed 13-story mixed-use hotel and market rate apartment building on a half-block site located in the Central Eastside Subdistrict of the Central City Plan District. The review criteria are the *Central City Fundamental Design Guidelines*, the *Special Design Guidelines for the Design Zone of the Central Eastside District*, and the *Design Guidelines for East Portland/ Grand Avenue Historic Design Zone*. (Refer to Section IV, Guideline chart, below for the first two sets of guidelines. The Historic Guidelines are provided separately.

Proposal consists of the following primary program components (approximate):

- Height - 146' top of occupied spaces, 156'-8" top of mechanical (100' w/ 75' housing bonus allowed);
- Floor Area Ratio - approximately 9:1 (6:1 w/ 3:1 with bonuses allowed);
- 2 Levels of below-grade parking;
- Ground Level – retail, lobby, courtyard, parking, and loading;
- Levels 2, 3 & 12 hotel rooms and Levels 4-11 apartments;
- Level 13 hotel amenities;
- Shared lobby on SE MLK and shared entrance courtyard on SE Stark;
- Parking and loading entry on SE Washington;
- Materials – light colored cladding (not specified), ground-level storefront glazing, window-wall above.

Potential additional reviews.

- Type II Historic Resource Review – Simultaneous review required for part of development located at the center of block which resides within the Historic District.
- Exception to Oriel Window Standards
 - Maximum: 12' maximum width allowed of projecting element
 - Proposed: 51'-9" on SE MLK, 28'-9" on SE Stark, 27'-3" on SE Washington; all three are 4' deep.
- Modification to Loading size (33.266.310.D)
 - Required: 1 std. A
 - Proposed: 2 std. B

II. DEVELOPMENT TEAM BIO

Architects Don Lee | WORKS Progress Architecture Inc.
Owner/Developer Jesse Olson Ledesma | Beam Development – Portland, OR
 Joren Bass | Urban Development Partners – Portland, OR
Project Valuation \$40,000,000

III. DAR TOPICS

Staff suggests the following discussion items for the December 8, 2016 DAR hearing:

1. Massing, Scale and Design Character. (GL's A4, A5, A6, C4, C3-1)

- A. Context. The proposal directly abuts 2 Primary Contributing Resources in a Historic District:
- New Logus Block, built in 1892, and an individually listed Historic Landmark.
 - The Shleifer Furniture Building, built in 1897, and listed on the Historic Resource Inventory.
- B. Bonus Height. For the approval of the bonus height over the 100' base allowed, the proposal must meet Approval Criteria A-F (33.510.210.E.4). Criteria E and F (below) are particularly applicable:
- E. The increased height will result in a project that better meets the applicable design guidelines;
 - F. Approval of the increased height is consistent with the purpose statement for height (33.510.205 Height, A. Purpose): The maximum building heights are intended to accomplish several purposes of the Central City Plan. These include protecting views, creating a step-down of building heights to the Willamette River, limiting shadows on public open spaces, ensuring building height compatibility and step downs to historical districts, and limiting shadows from new development on residential neighborhoods in and at the edges of the Central City.
- C. Massing. The massing of the building responds to its adjacent historic neighbors with step backs in plan and differentiation of the lower floors in elevation. The cladding is not yet defined, however the renderings illustrate options for a more solid base. Consider the building's relationship to the adjacent historic building, as well as to the Historic District as a whole which focuses on the half-block area either side of SE Grand.

Do these massing gestures go far enough to mitigate for the additional height proposed?

2. Ground Floor. (GL's A5, A5-4, A5-5, A8, B2, B6, C1-1, C3, C6, C9)

- A. Courtyard on SE Stark. The courtyard provides a shared space with the Chamberlain Hotel, which will share the hotel management. Renderings show various roof coverings over the courtyard.

Further information of entry sequences for the residential and the hotel operation needed.

- B. SE Washington St. Frontage. Parking entry is located on SE Washington, the lowest priority street. The frontage also contains other inactive uses: valet, fire and gas uses.

This frontage does not meet appear to meet Ground Floor window standards, as well as guidelines that ask for active street frontages.

- C. Canopies. Little canopy coverage indicated.

Canopies should be included on all three street frontages.

3. Materials (GL's A4, C2, C5)

- A. Not yet indicated.

Details, cutsheets, specifications and mock-ups for materials needed for LU application.

4. Mechanical Integration (GL's B1, C5)

- A. Roof. Roof mechanical is not depicted in plan; however the elevations indicate a penthouse screen which is integrated into the elevation design.

LUR Application should indicate integrated and well-screened mechanical.

- B. Vents & Louvers. Hotel and unit air conditioning and venting are not specified in the DAR Set.

LUR Application should include details, cutsheets, specifications and mock-ups for all proposed venting systems.

- C. Ground Level. Transformer and generator are appropriately located within the courtyard. Gas meter although not outside building, is inhabiting frontage that could otherwise be more active uses.

The gas room should be located underground and/or away from frontages.

5. Additional reviews (GL's C10)

- A. Review Type. A service connection to the Chamberlain Hotel below grade is shown.

This review becomes a Historic Resource Review rather than a Design Review if this connection remains, as the proposal will be defined as an addition to a Historic Resource.

- B. Exception to Oriel Window Standards. 12' maximum width allowed of projecting element. Proposal includes three 4' deep projections, one on each frontage: 51'-9" on SE MLK, 28-9" on SE Stark, 27'-3" on SE Washington. All three are 4' deep.

Are these wide, singular oriel windows supportable?

- C. Modification to Loading Size. 1 STD A required, 2 Std. B proposed.

DR staff supports. Applicant to resolve with PBOT.

III. DEVELOPMENT STANDARDS

1. Base / Overlay Zone. Central Commercial (33.130) and Central City Plan District (33.510):

- Max FAR (33.510.200, Map 510-2). Base allowable is 6:1 FAR; bonuses up to 3:1 FAR allowed, with a max of 9:1 FAR.

Requirement can be met with bonuses; the project FAR is approximately 9:1.

- Max Height (33.510.205, Map 510-3). Base allowable height is 100'; an additional 75' can be earned through the housing bonus for a max height is 175' (see below).

Requirement can be met if additional height meets discretionary review criteria (see below), as the project is proposed at 156'-8" to top-of-mechanical penthouse.

- Bonus Height Option for Housing (33.510.210.E, Map 510-3). Site is eligible for general and housing height bonuses. Bonus height option for housing is being pursued (33.510.210.E), which allows up to an additional height of 75'.

Requirement not yet met, as the Bonus height (in excess of the maximum allowed through (33.510.210.D, which is above 145'), must be used exclusively for housing, and may not be used to qualify for the residential floor area bonus option in Subsection 33.510.210.C.1.

Approval of the bonus height is part of the design review of the project, and the proposal must be found to meet Approval Criteria A-F (33.510.210.E.4).

- Required Building Lines (33.510.215.D.1, Map 510-6). Required for SE MLK Street frontages: building must extend to within 12' of the street lot line for 75% of the frontage, and the space between the building and the lot line must be designed as an extension of the sidewalk.

Appears to be met, although dimensions will be required to confirm this.

- Ground Floor Windows (33.510.220, 33.130.230). Required for all project frontages including the walls facing the courtyard frontages (a plaza): windows must be at least 50 percent of the length

and 25 percent of the ground level wall area. Ground level wall areas include all exterior wall areas up to 9 feet above the finished grade and sill heights no greater than 4' above sidewalk grade.

Appears to be met on MLK, Stark, and the courtyard, although diagrams will be required.

Requirement does not appear to be met on Washington, and Modifications to the Ground Floor Windows standard are generally not supportable. Mitigation would be required.

2. Parking Standards. (33.510 & 33.266):

- Parking in the Central Eastside Subdistrict (33.510.265).
 - Retail Parking. Considered Growth Parking. (33.510.265.A, Table 510-15). No maximum ratio, but over 60 parking spaces requires a CCPR.
 - Residential/ Hotel parking. There are no minimum or maximum parking requirements. (33.510.265.E, Table 510-19).

- Bicycle Parking (33.266.200, Table 33.266-6). Minimum required long and short term parking spaces are based on building areas per use.
 - Short-term bike parking (33.266.220).

Because there is open ground floor area available (the courtyard), this requirement will need to be met on site.

- Long-term bike parking. *Include with Design Review submittal.*
- Loading – Minimum required loading for this program is 1 Std. A space.

Applicant has indicated that a Modification will be requested to provide 2 std. B spaces instead.

IV. GUIDELINES

| GUIDELINE | MEETS | COULD DO BETTER | DOES NOT YET MEET |
|--|-------|-----------------|-------------------|
| <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>A2. Emphasize Portland Themes. When provided, integrate Portland-related themes with the development’s overall design concept.</p> <p>A2-1 Recognize transportation modes, produce, and commerce as primary themes of East Portland. Recognize and incorporate East Portland themes into a project design, when appropriate.</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>A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.</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 the effect of arcaded buildings fronting on east Burnside Street. Maintain, continue, and reinforce the effect of sidewalk arcaded buildings fronting on East Burnside Street.</p> | | | |

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| <p>A5-2 Acknowledge the Sandy River Wagon Road (Sandy Boulevard). Acknowledge the historical significance of the Sandy River Wagon Road (Sandy Boulevard) from East Burnside to 7th Avenue with an upgrade of the public right-of-way to be more pedestrian accommodating and which is related to its historical context. New development located adjacent to this diagonal alignment also should acknowledge the historical significance in a creative way that is attractive, informative, and appropriate.</p> <p>A5-3 Plan for or incorporate underground utility service. Plan for or incorporate underground utility service to development projects.</p> <p>A5-4 Incorporate works of art. Incorporate works of art into development projects.</p> <p>A5-5 Incorporate water features. Enhance the quality of public spaces by incorporating water features.</p> | | | |
| <p>A6. Reuse/Rehabilitate/Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.</p> <p>A6-1. Use Special East Portland Grand Avenue Historic District Design Guidelines. Projects located within the East Portland Grand Avenue Historic District shall use the special historic design guidelines developed for the historic district.</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>A7-1. Maintain a Sense of Urban Enclosure When Single-Story Buildings are Set Back. Maintain a sense of urban enclosure, through the use of landscaping and other means, when single-story buildings are set back from the property line. Do not set buildings back from the property line within the East Portland Grand Avenue Historic District.</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>A9. Strengthen Gateways. Develop and/or strengthen gateway locations.</p> <p>A9-1 Acknowledge the sandy River Wagon Road at the Sandy Boulevard/ East Burnside Street Central City Gateway. Design the Central City gateway located at East Burnside Street and Sandy Boulevard in a manner that celebrates the significance of the Sandy River Wagon Road.</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>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>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>B3-1 Reduce width of pedestrian crossings. Where possible, extend sidewalk curbs at street intersections to narrow pedestrian crossings for a safer pedestrian environment. Maintain large service vehicle turning radii where necessary.</p> | | | |

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| <p>B4. Provide Stopping and Viewing Places. Provide safe, comfortable places where people 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>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>B6-1. Provide Pedestrian Rain Protection. Rain protection is encouraged at the ground level of all new and rehabilitated commercial buildings located adjacent to primary pedestrian routes. In required retail opportunity areas, rain protection is strongly recommended.</p> | | | |
| <p>B7. Integrate Barrier-Free Design. Integrate access systems for all people with the building’s overall design concept.</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>C2. Promote Quality and Permanence in Development. Use design principles and building materials that promote quality and permanence.</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. Integrate parking in a manner that is attractive and complementary to the site and its surroundings. Design parking garage exteriors to visually respect and integrate with adjacent buildings and environment.</p> | | | |
| <p>C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by 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>C3-1 Design to enhance themes in the District. Look to buildings from throughout the district for contextual precedent. Innovation and creativity are encouraged in design proposals which enhance overall district character.</p> <p>C3-2 Respect adjacent residential neighborhoods. Respect the architectural character and development patterns of adjacent residential neighborhoods.</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>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</p> | | | |

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| <p>retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.</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>C9. Develop Flexible Sidewalk-Level Spaces. Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.</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>C8-1. Allow for Loading and Staging Areas on Sidewalks. On local service streets, adjacent businesses may use the sidewalk area for temporary loading and staging as long as pedestrian access through it is maintained.</p> | | | |
| <p>C11. Integrate Roofs and Use Rooftops. Integrate roof function, shape, surface materials, and colors with the building's overall design 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>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>C1-2 Integrate signs. Retain and restore existing signage which reinforces the history and themes of the district, and permit new signage which reinforces the history and themes of the East Portland Grand Avenue historic district. Carefully place signs, sign supports, and sign structures to integrate with the scale, color and articulation of the building design, while honoring the dimensional provisions of the sign chapter of the zoning code. Demonstrate how signage is one of the design elements of a new or rehabilitation project and has been coordinated by the project designer/ architect. Submit a Master Signage Program as a part of the project's application for a design review.</p> | | | |

Please contact me with any questions or concerns.
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Attachments:
 Drawing Set, dated December 8, 2016