

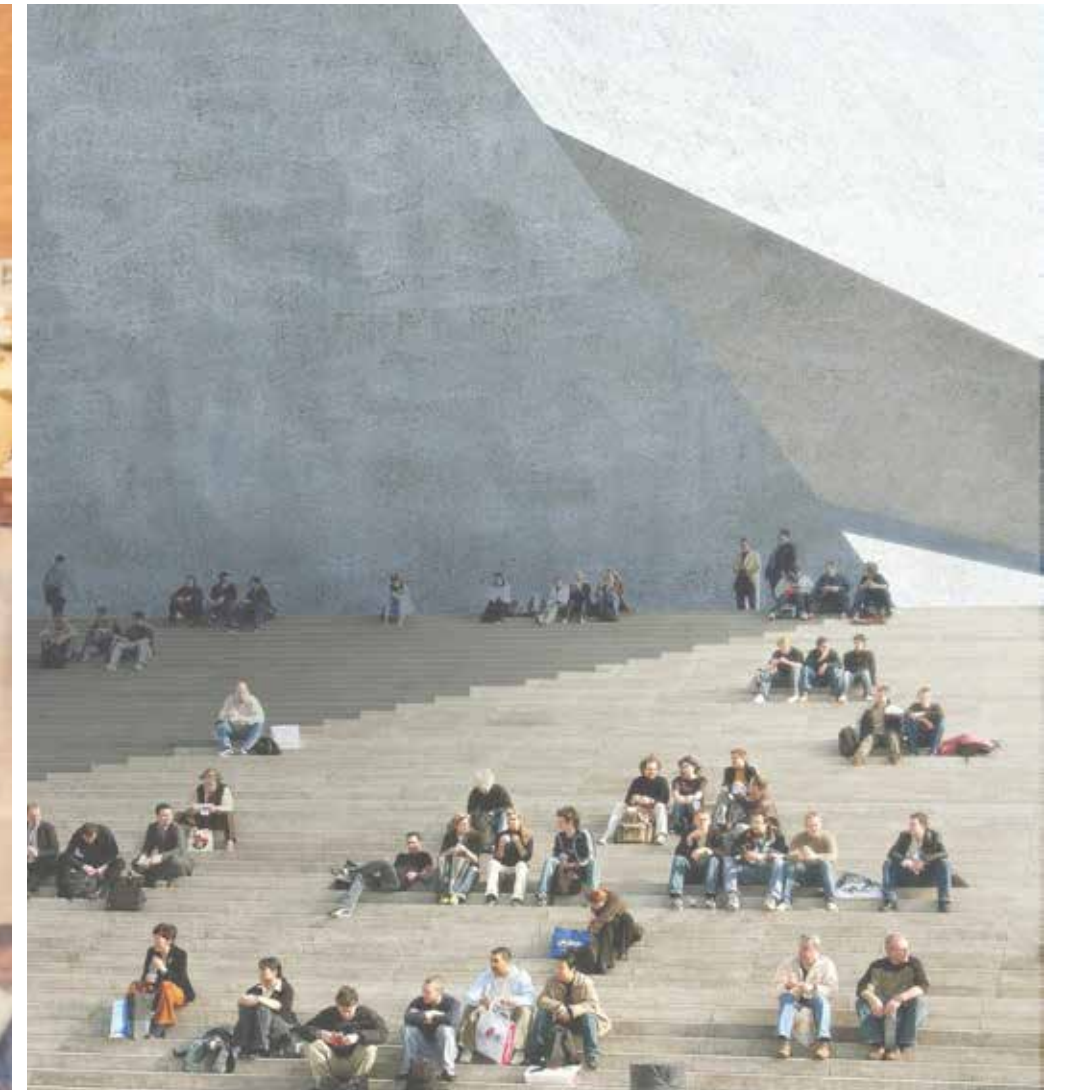
An aerial photograph of a city, likely Seattle, showing a river, a bridge, and a complex highway interchange. The foreground is filled with various commercial and industrial buildings. In the background, a tall skyscraper stands out among other city buildings.

1100-1130 SE ML King Blvd

Design Advice Request
April 19, 2018

Inspiration

The **Platform** development at 1100-1130 SE MLK Blvd offers a carefully curated civic experience with spaces that feel as if you are coming into the outdoors—large covered spaces offering protection from the elements, flooded with natural light, a contagious human energy and a sense of arrival and convergence.

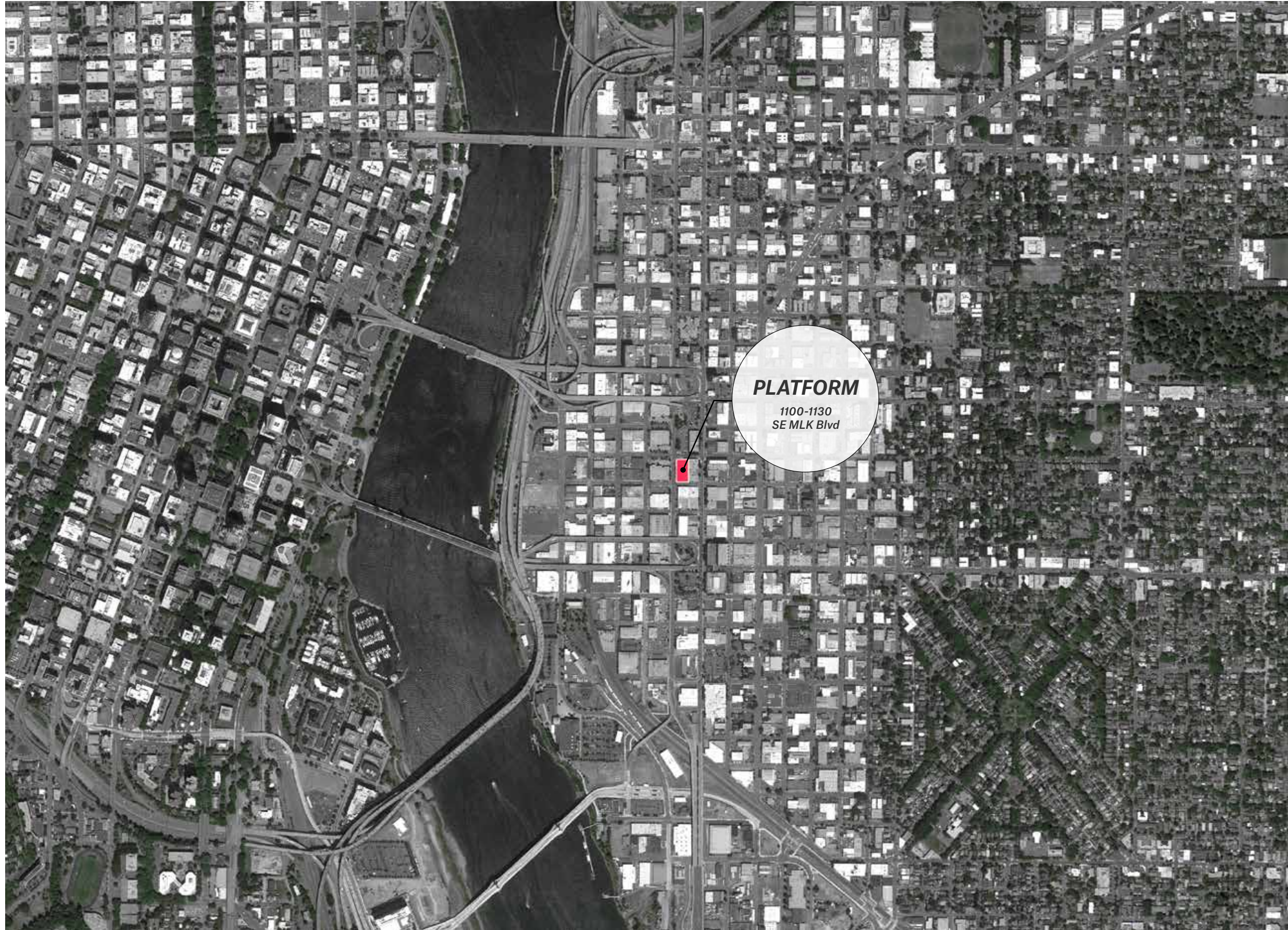


Design Objectives

1. **Enhance the urban condition** of the Central City and Central Eastside Industrial District
2. **Amplify street life** at an important crossroads in the neighborhood
3. **Elevate the architectural character** of the Design District and neighboring Historic Corridor

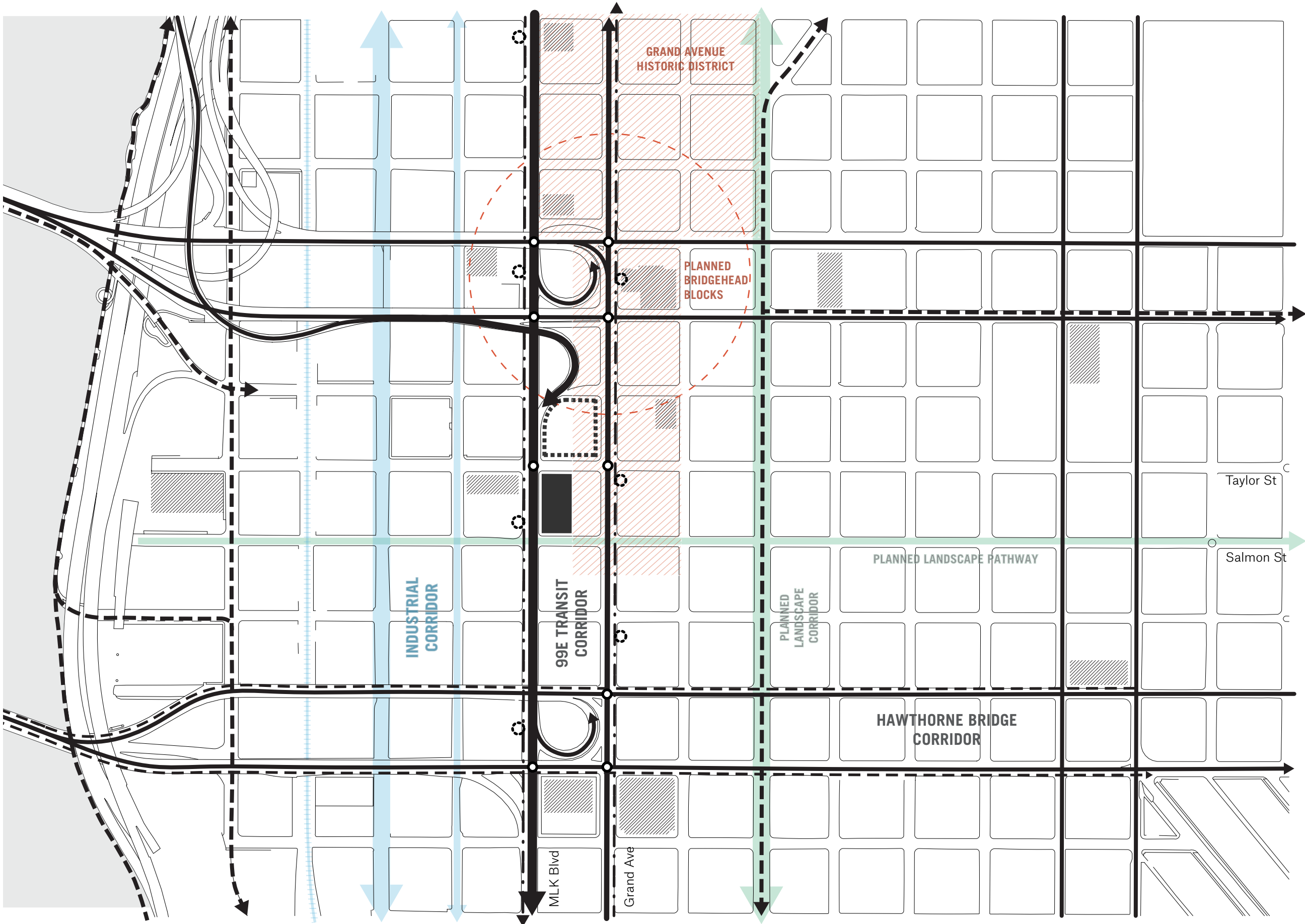


1. Urban Condition



Central Eastside Industrial District

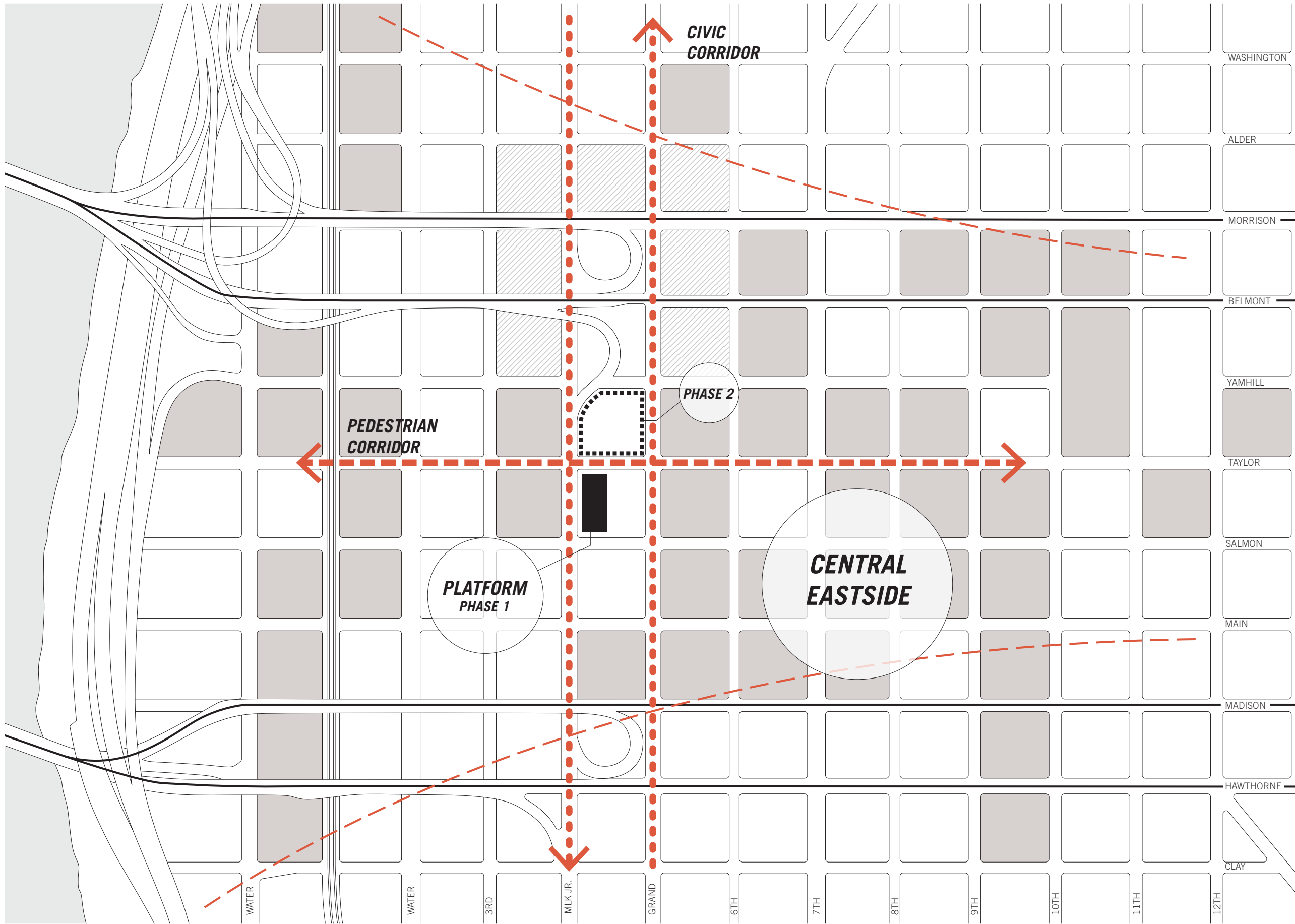
Platform is located in the heart of the Central Eastside Industrial District, on SE MLK Blvd between Taylor and Salmon Streets.



- MAJOR TRAFFIC ROUTE / TRAFFIC LIGHT
- MAJOR BICYCLE ROUTE
- STREET CAR / TRANSIT STOP
- TRUCK LOADING STREET
- OPEN SPACE / PARK CORRIDOR
- RAIL CORRIDOR
- PUBLIC PARKING LOTS/ GARAGES
(NOTE: METERED STREET PARKING AVAILABLE ON MOST STREETS)

Urban Situation

The site is at the nexus of several important urban corridors passing through the district.



Enhanced Urban Corridors

The Platform development will engage the civic axis along Hgwy 99E and strengthen the burgeoning Taylor Street pedestrian axis from Water Ave to the Goat Blocks.



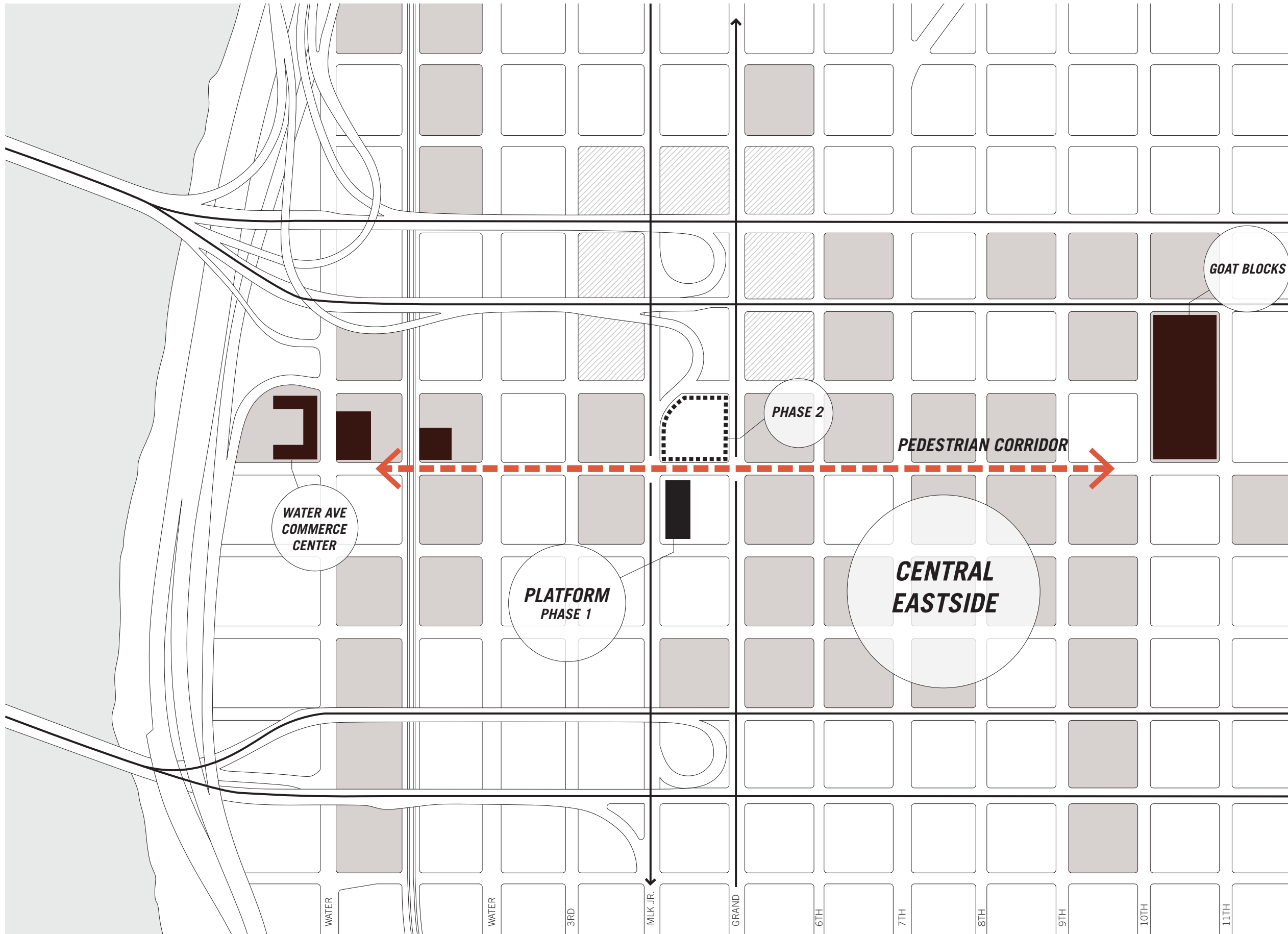
1 / Waterfront Avenue Coffee 2 / Coava 3 / Wildfang 4 / White Owl Social Club 5 / Bunk Bar 6 / Stumptown Coffee Tasting Room 7 / Commons Brewery 8 / Afuri Ramen
 9 / Rogue Eastside Pub and Pilot Brewery 10 / Grand Central Restaurant and Bowling Lounge 11 / Loyal Legion Pub 12 / Kachka 13 / Le Bistro Montage 14 / Hair of the Dog Brewing
 15 / Noraneko 16 / Portland Indoor Soccer 17 / Figlia Americana 18 / The Redd on Salmon Street

- MAJOR TRAFFIC ROUTE / TRAFFIC LIGHT
- MAJOR BICYCLE ROUTE
- STREET CAR A LOOP / STOP
- STREET CAR B LOOP / STOP
- PLATFORM SITE



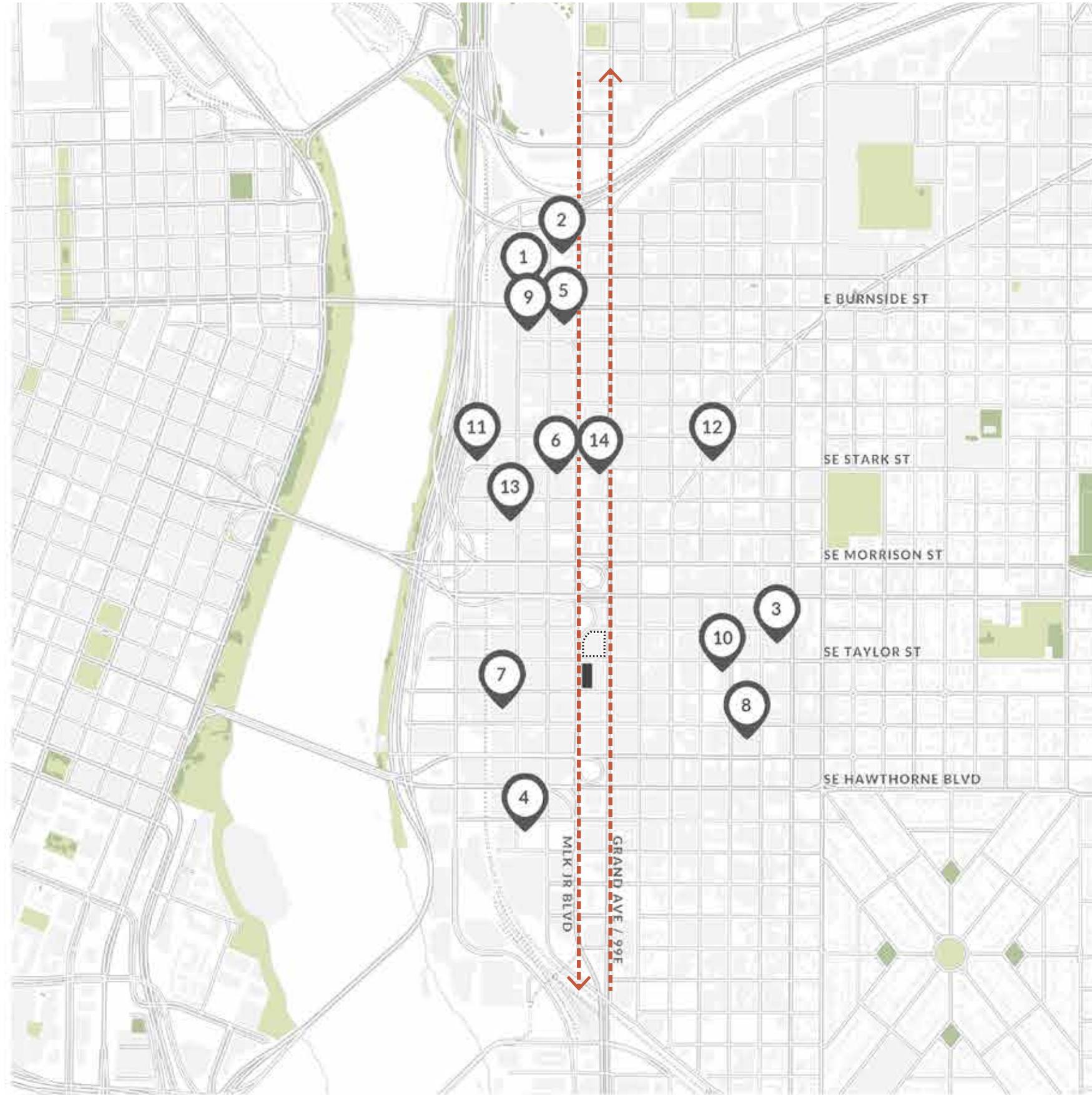
Pedestrian Corridor - Life in the Central Eastside Industrial District

The significant concentration of public uses located in the CEID between the Willamette River and the Buckman Neighborhood are bisected by the Grand Ave. / MLK Blvd corridor.



Pedestrian Corridor - Bridge Across Hwy 99E

The new development, as a destination for working, shopping and gathering, will act as a pedestrian bridge across the heavily used Hwy 99E traffic corridor.



The Yard, 21 Floors



Slate, 10 Floors, 140,000sf



Clay Creative, 5 Floors, 70,000sf

Civic Corridor - Landmark Development

The Grand Ave. / MLK Blvd corridor, which connects a large percentage of Portland's commuters to the City Center, is a new thread of landmark development in the city.

1/ The Yard - Skylab Architecture 2/ Slate - Works Partnership 3/ Goat Blocks - Ankrum Moisan 4/ Clay Creative - Mackenzie 5/ Fishel's Furniture (5 MLK) - Gording Edlen
6/ Portland Music Co (525 MLK) - Beam & Hacker 7/ Stumptown Coffee North American HQ 8/ Custom Stamping and Manf. Co. 9/ Towne Storage - LRS 10/ The Redd on Salmon Street
11/ 7 SE Stark - Harsch & WPA 12/ 811 SE Stark - Beam & UDP 13/ 129 SE Alder - Harsch & WPA 14/ 550 MLK - Beam Development



Civic Corridor - Gateway

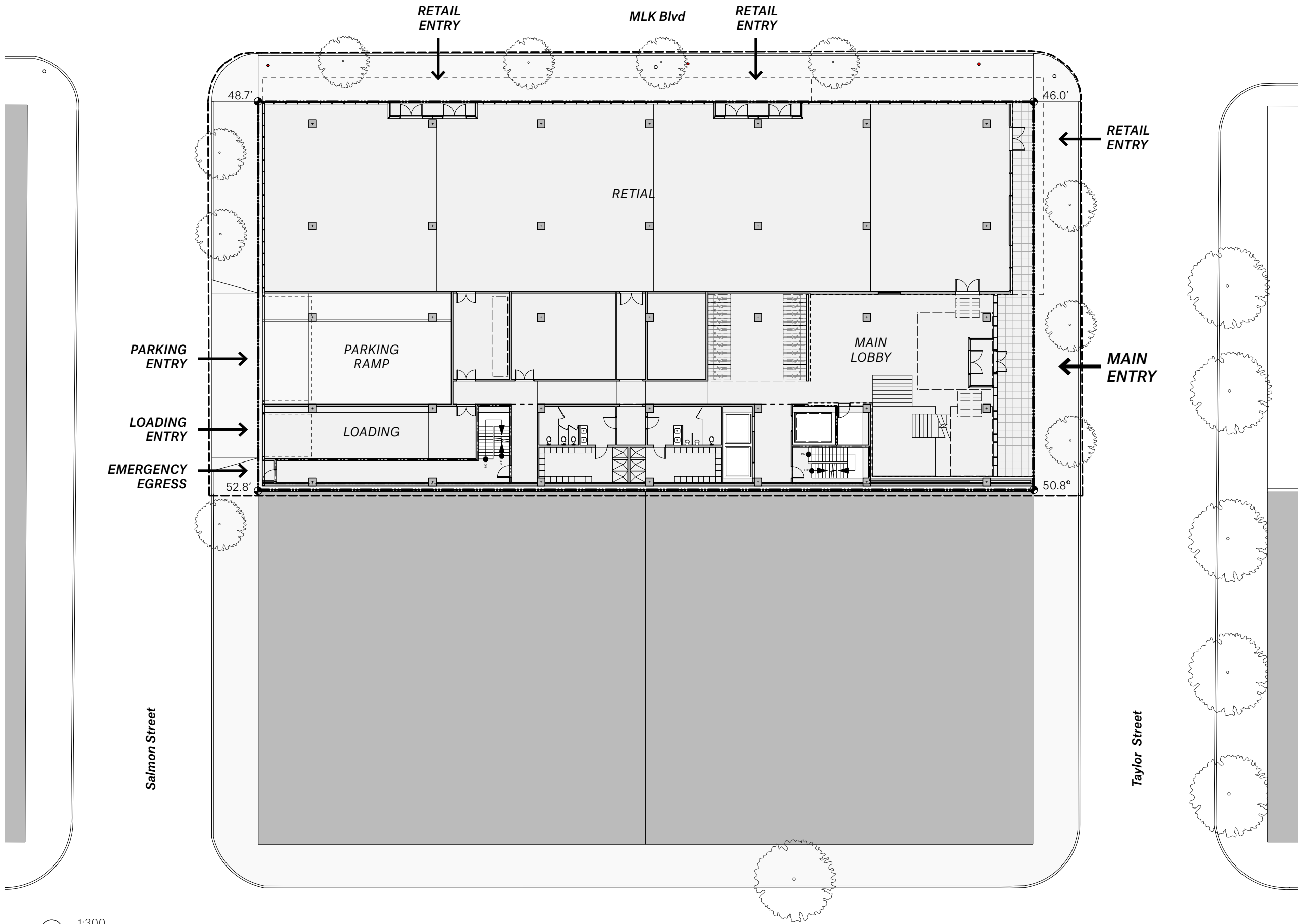
As seen from the the Morrison Bridge and MLK Blvd, **Platform**'s transparent lobby and many gathering decks announce the neighborhood as a destination for working and social engagement.

2. Street Life



Platform - Street Life

The **Platform** development will enhance pedestrian life in the heart of the C.E.I.D., providing public access at the street and visual engagement to all levels above.



Street Level Connections

The **Platform** development will provide ground floor commercial and retail programming on all street frontages. The main lobby will be accessed from Taylor St.



↑
**MAIN
ENTRY**

↑
**RETAIL
ENTRY**

North Elevation—Taylor St Facade



↑
**RETAIL
ENTRY**

↑
**RETAIL
ENTRY**

West Elevation—ML King Blvd Facade



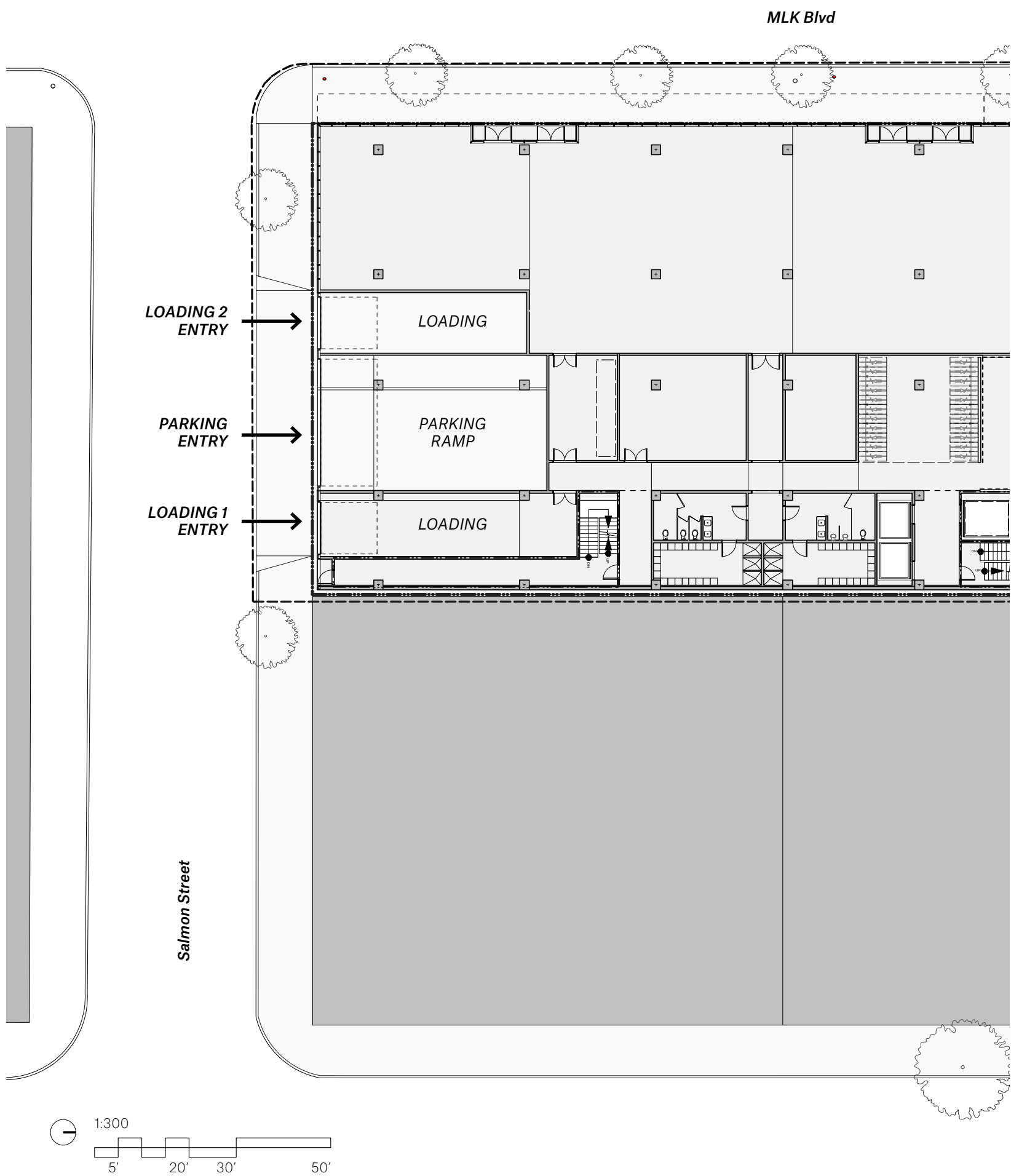
↑
**PARKING
ENTRY**

↑
LOADING

South Elevation—Salmon St Facade

Street Level Connections

The **Platform** development will provide ground floor commercial and retail programming on all street frontages. The main lobby will be accessed from Taylor St.



South Elevation - 2 loading docks



South Elevation - 1 loading dock - Proposed Design

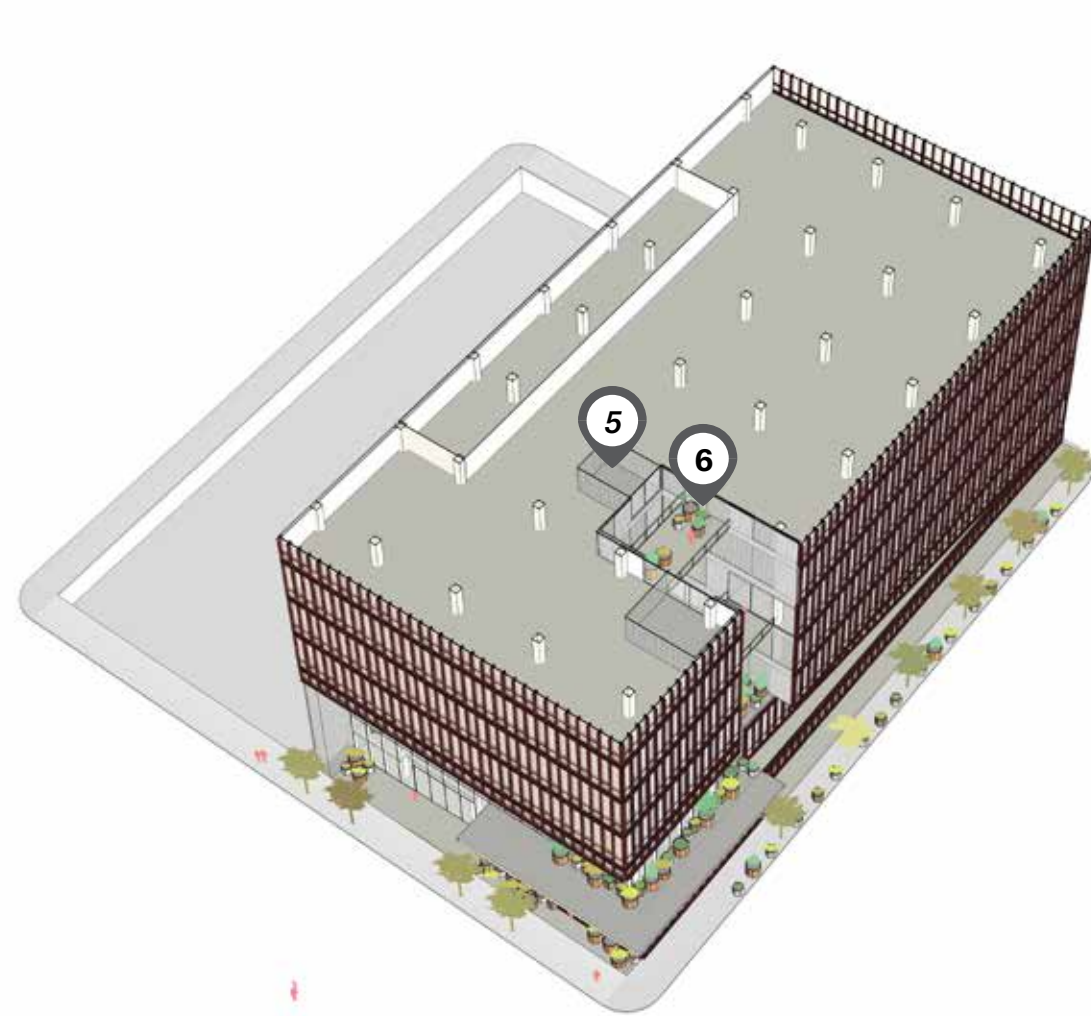
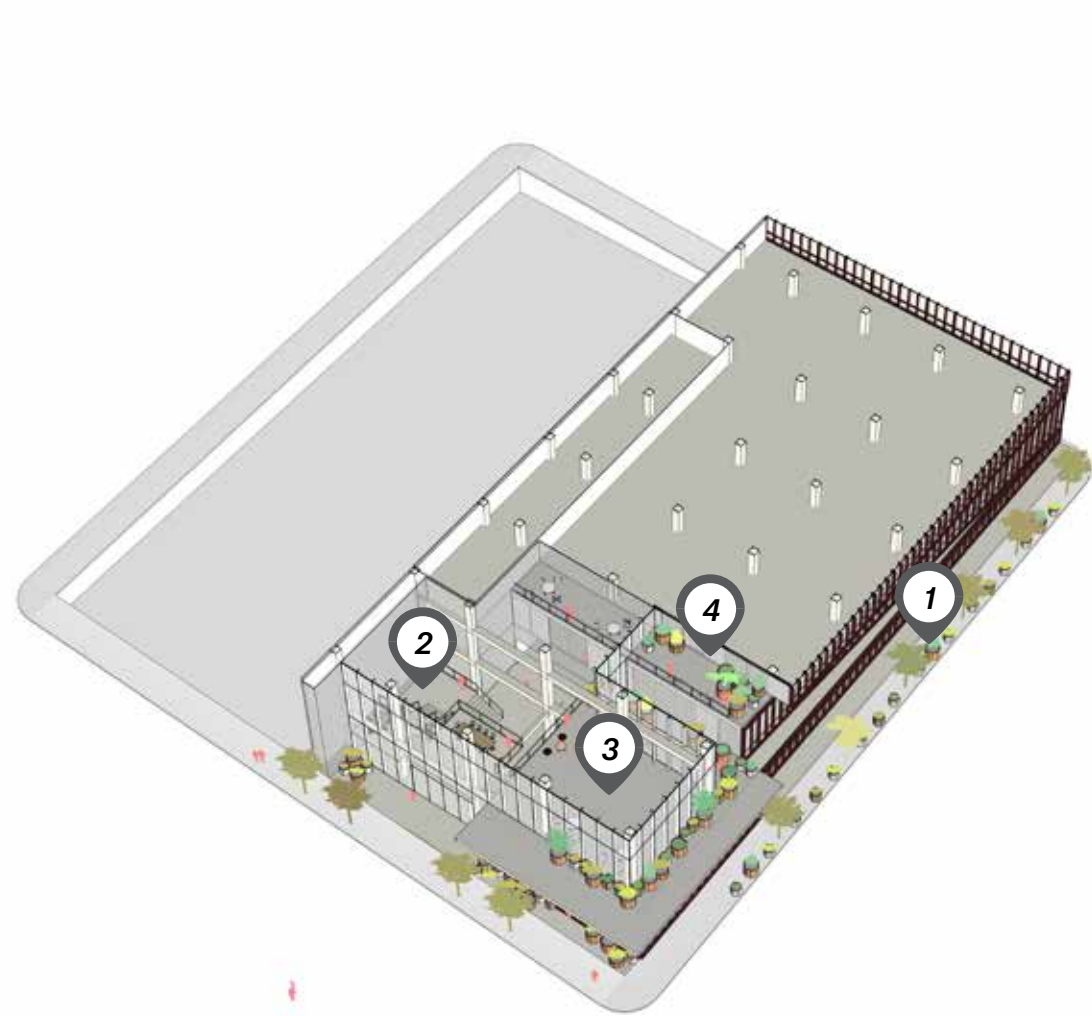
Design Alternate - Loading

The preferred design proposal is to reduce the number of loading docks from the required amount to one Type A space, allowing for greater transparency into publicly visible retail areas along Salmon St.



Platform - Vertical Street

Physical and visual engagement with the street continues up into the building, connecting occupants to the street from the ground level to the roof.



1. Retail



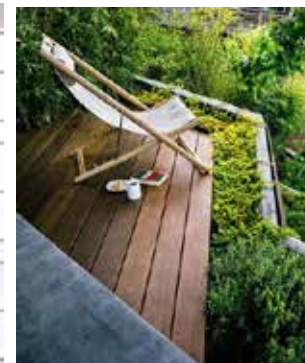
2. Gathering Space



3. Communal Working Space
4. Garden Terrace



5. Meeting Space

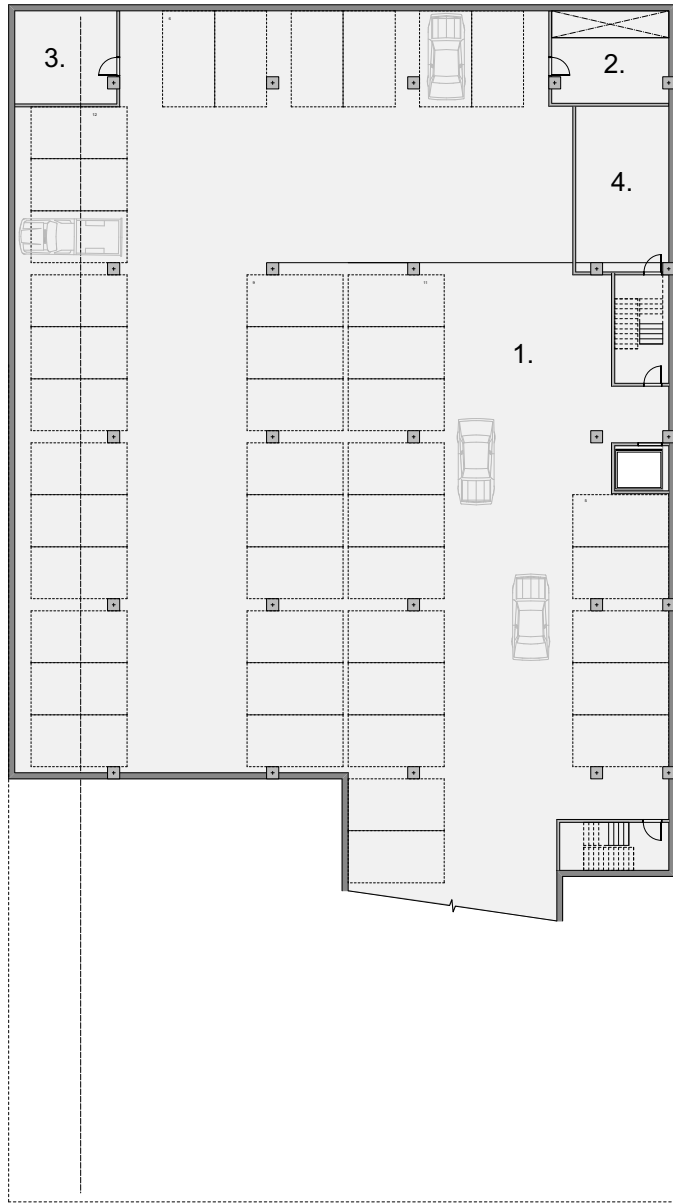


6. Exterior Bridge

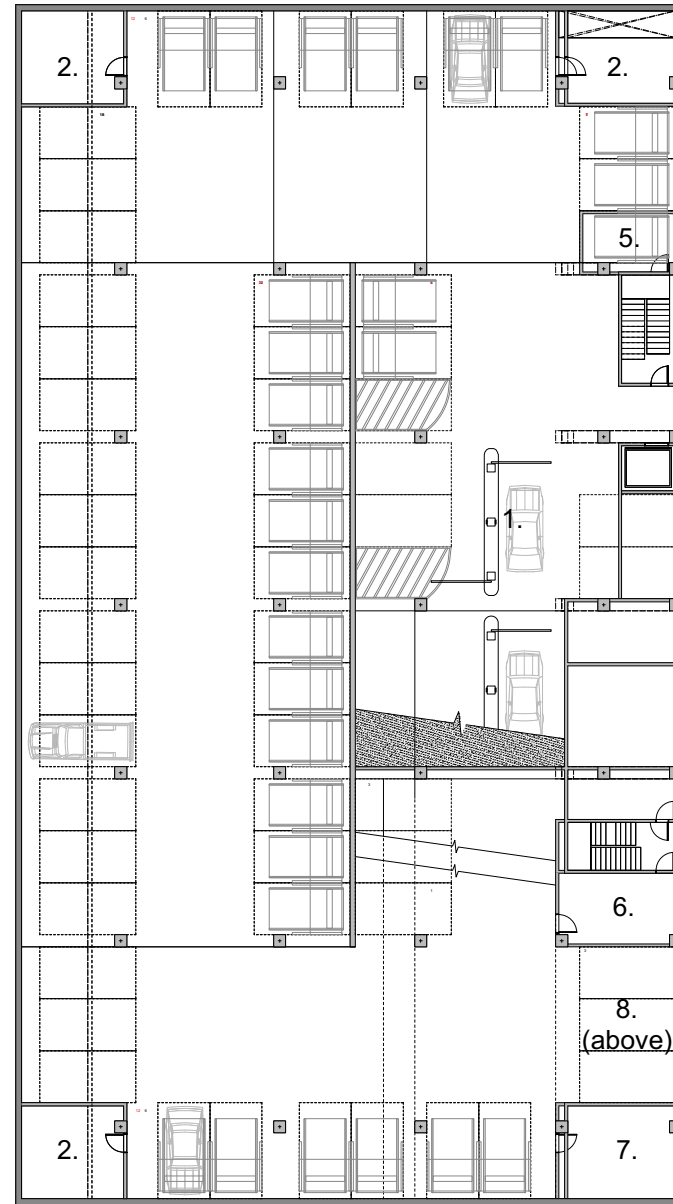


7. Roof Deck

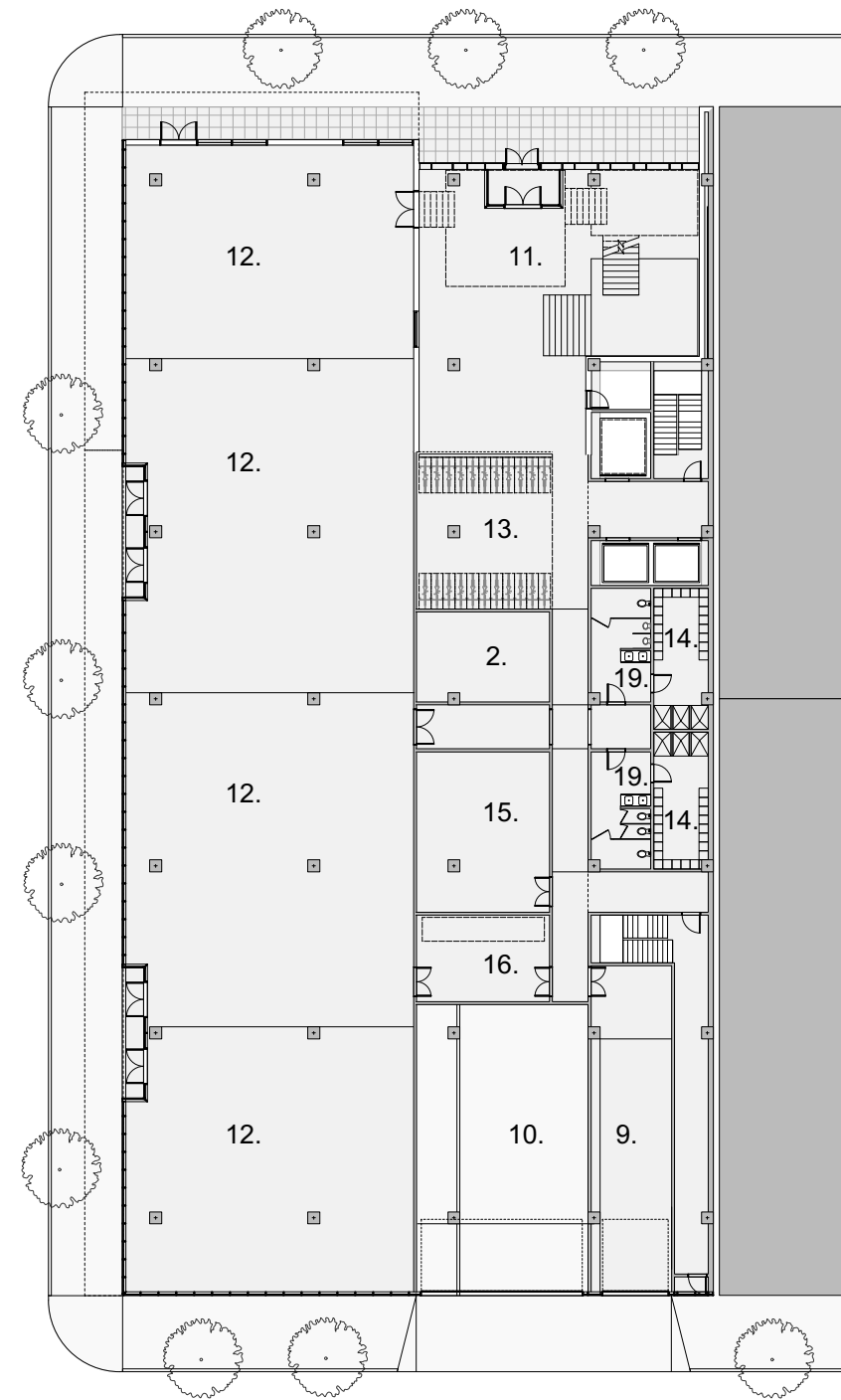




Parking Level 2



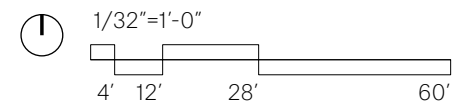
Parking Level 1



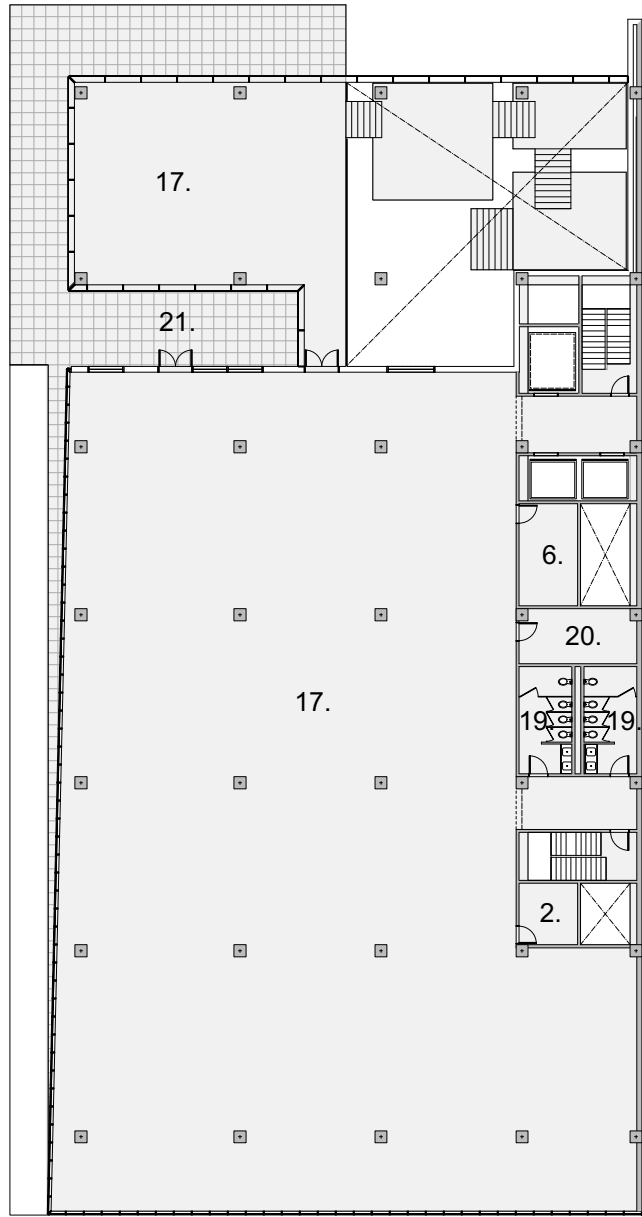
Ground Floor

Room Key:

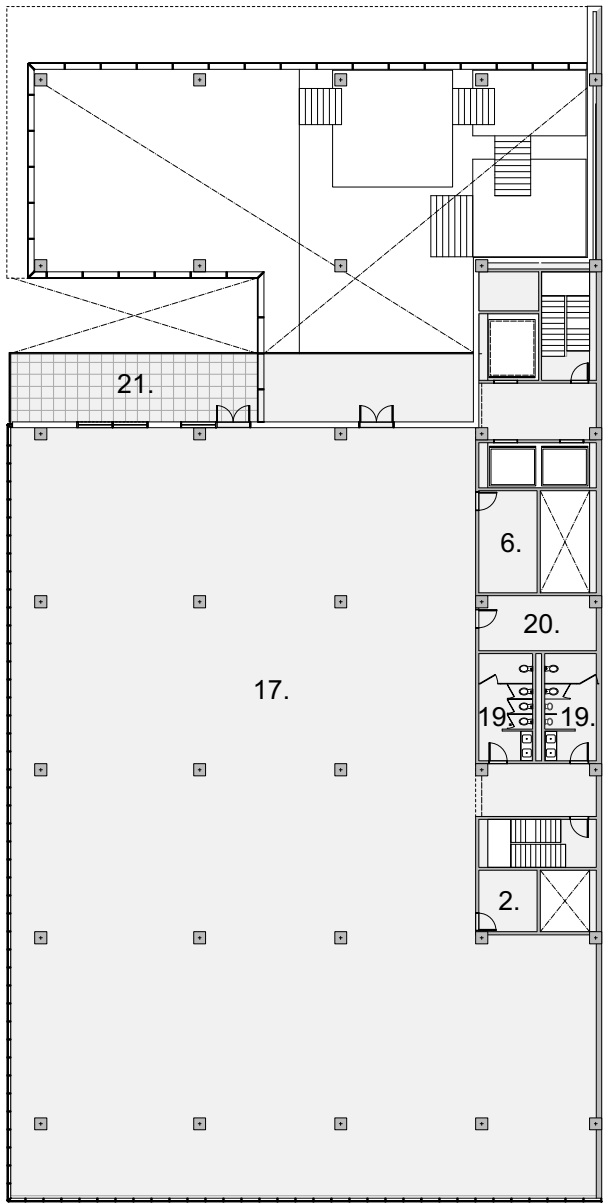
- | | | |
|------------------------|---------------------|---------------------|
| 1. Parking | 9. Loading | 17. Office |
| 2. Storage | 10. Parking Ramp | 18. Janitor's Room |
| 3. Water Room | 11. Lobby | 19. Restroom |
| 4. Fire Water Tank | 12. Retail | 20. Data/IT Room |
| 5. Fire Equipment Room | 13. Bike Storage | 21. Porch |
| 6. Electrical Room | 14. Lockers | 22. Bridge |
| 7. Electrical Vault | 15. Mechanical Room | 23. Mechanical Yard |
| 8. Generator | 16. Trash Room | 24. Roof |



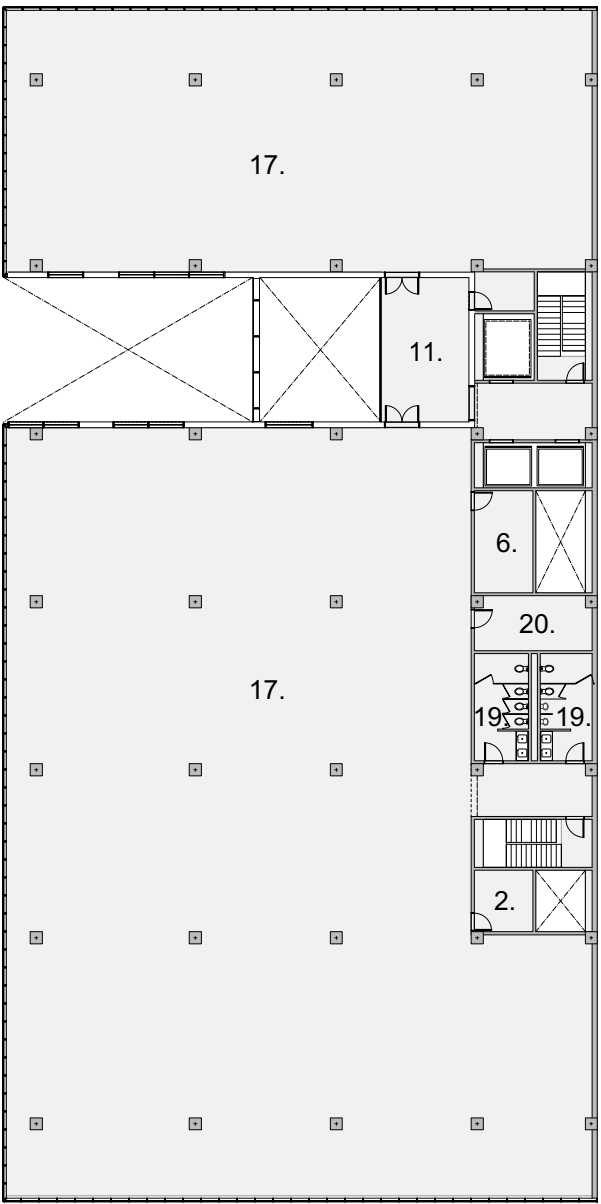
Building Order - Lower Levels



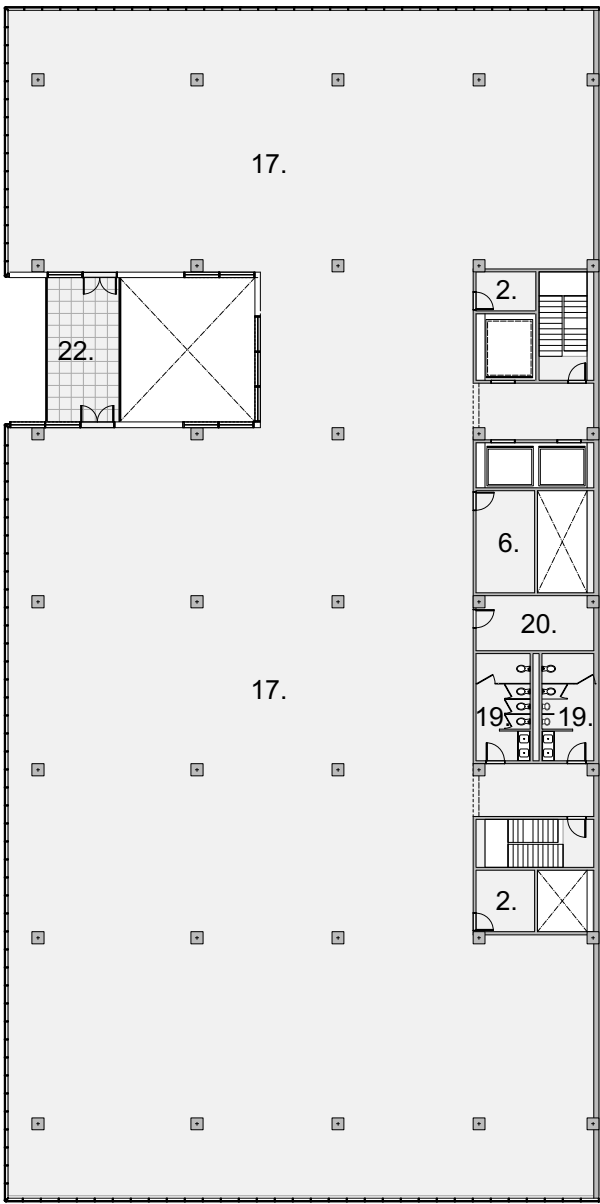
2nd Floor



3rd Floor



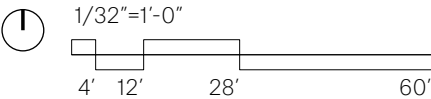
4th Floor



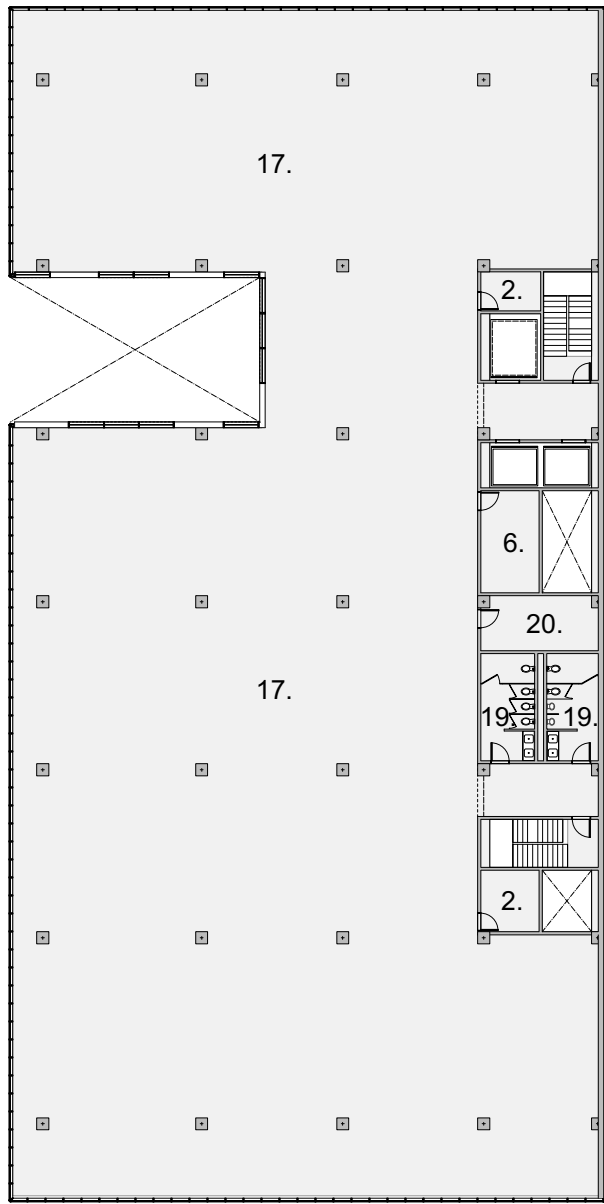
5th Floor

Room Key:

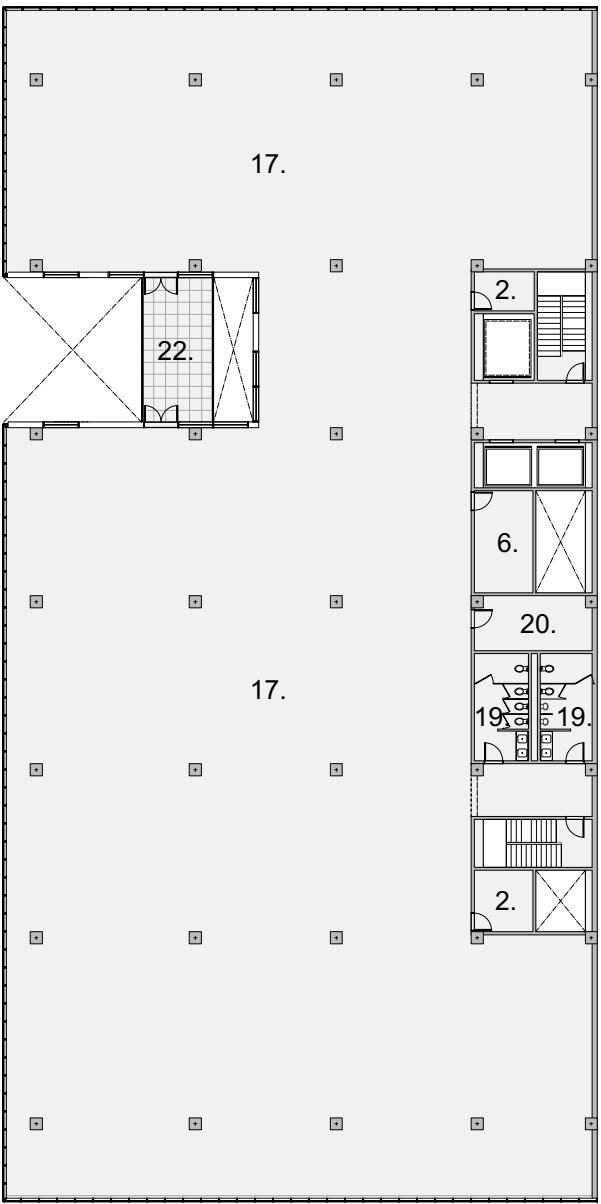
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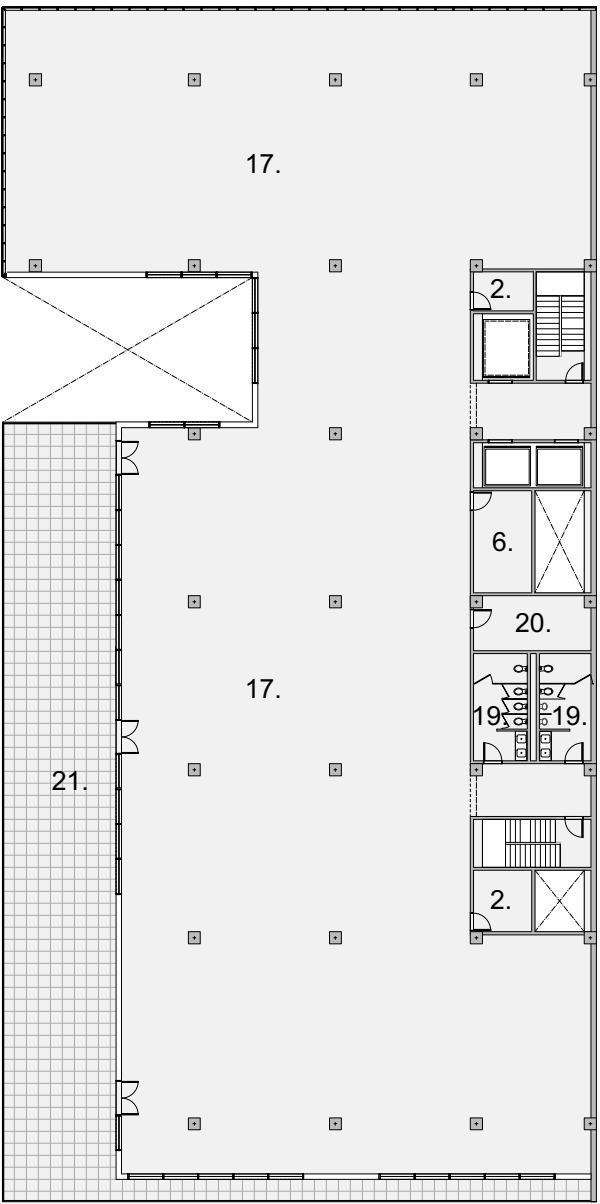
Building Order - Upper Levels



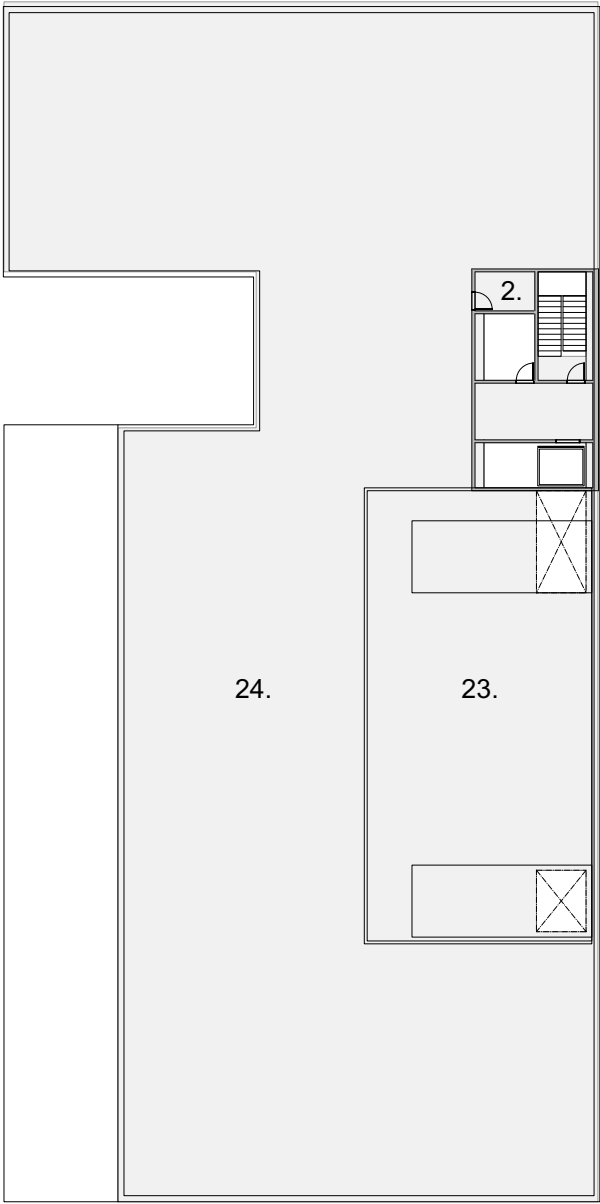
6th Floor



7th Floor



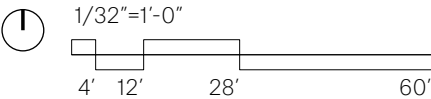
8th Floor



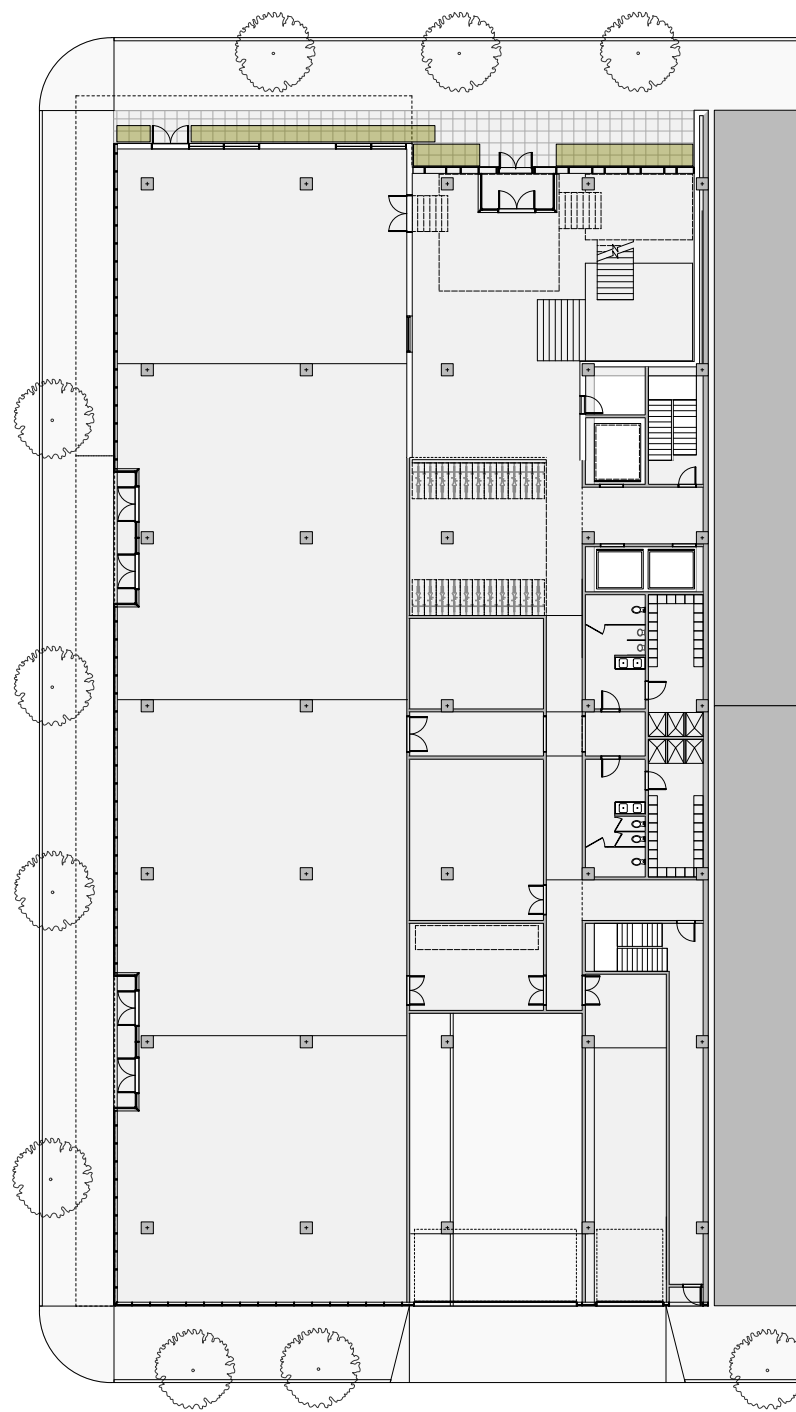
Roof

Room Key:

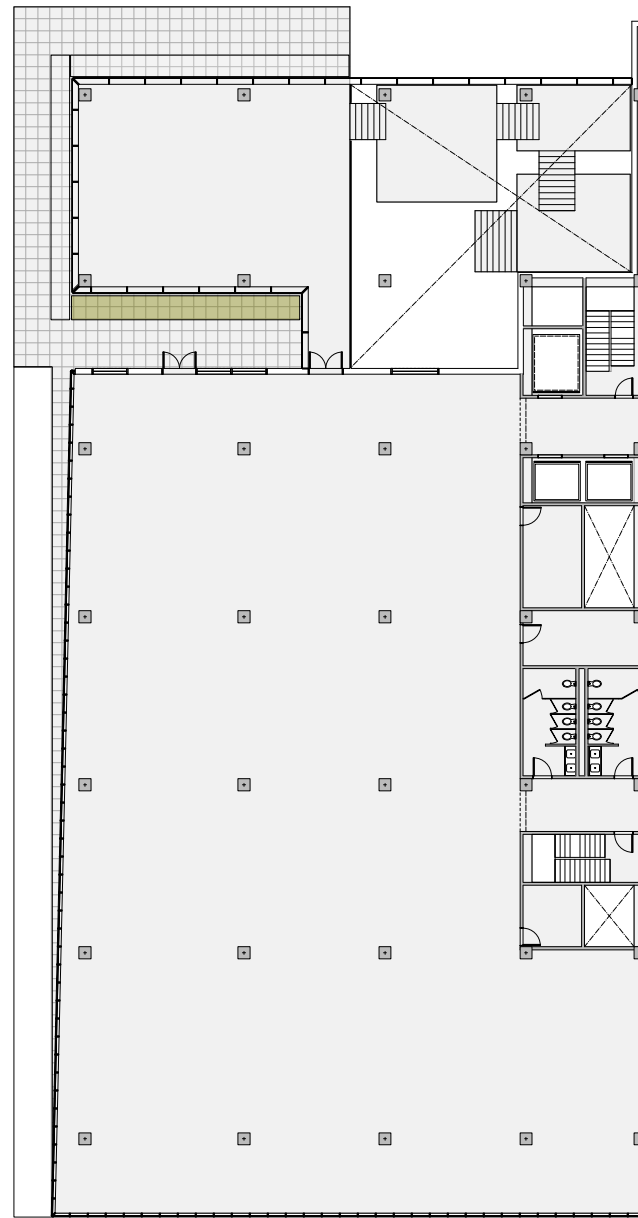
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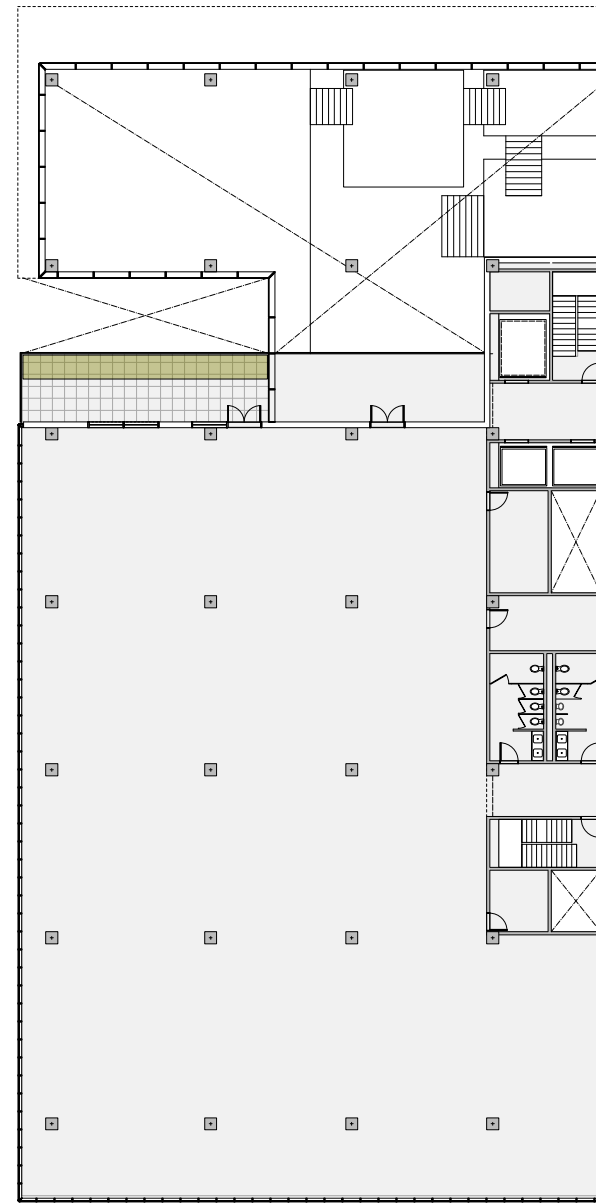
Building Order - Upper Levels



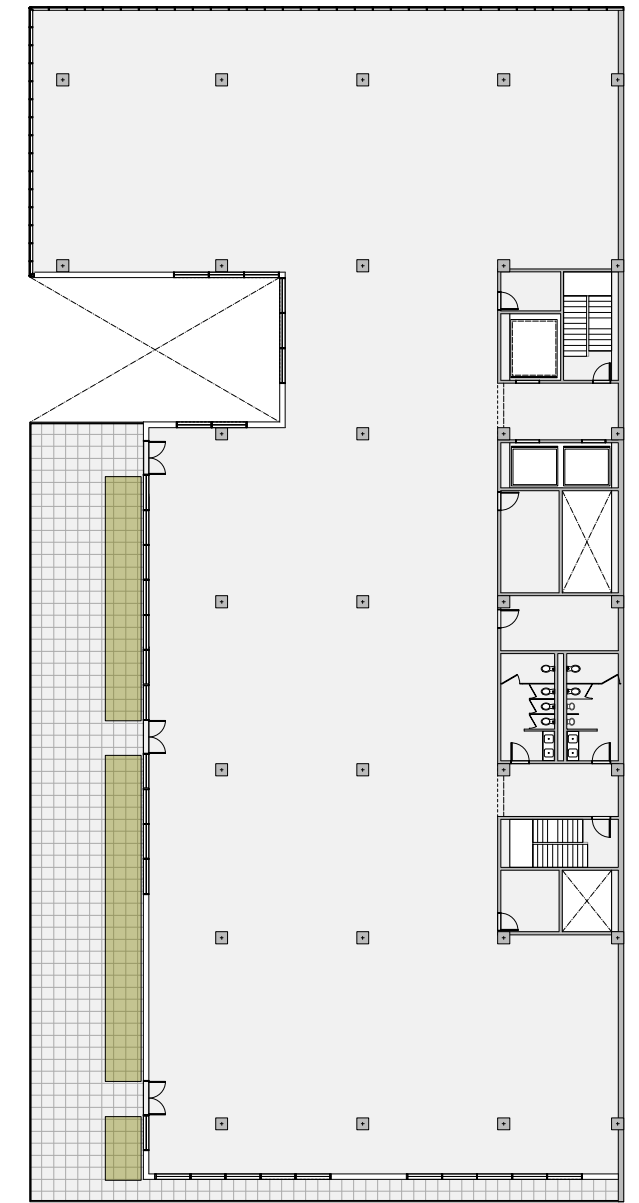
Ground Floor



2nd Floor



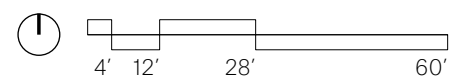
3rd Floor

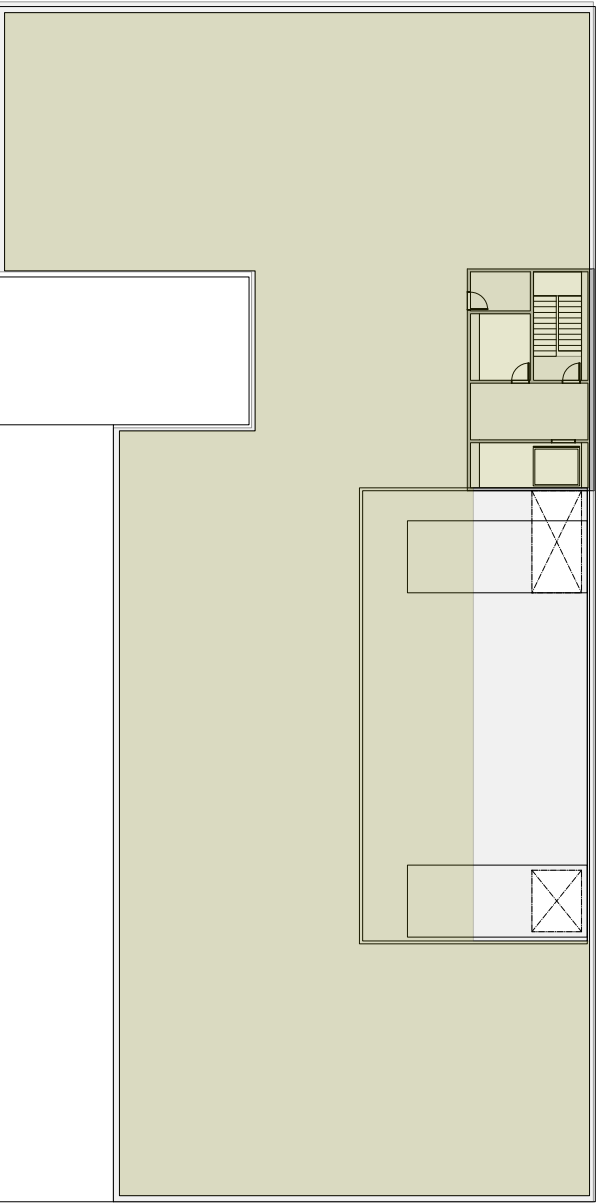


8th Floor

Water Management: Planters at Multiple Levels

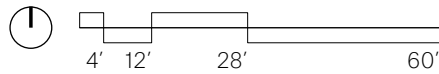
Planters integrated into the exterior decks at multiple levels will filter runoff from the buildings impervious surfaces.





Design Alternate - Water Management: Eco Roof

An Eco Roof will cover 90% of the main roof area (74% of the overall site impervious area).



3. Architectural Character



Character - Inspiration

The material palette of the **Platform** development is inspired by the rich and robust materiality of industrial buildings.



Character - C.E.I.D.

Light industrial buildings have been developed in the Central Eastside Industrial District throughout Portland's history, and all share an expression of their structural frame and large proportions of glazing.



North Elevation—Taylor St Facade



West Elevation—ML King Blvd Facade



South Elevation—Salmon St Facade

1. Highly Transparent Street Level Facade



2. Corrugated / Perforated Metal Panel



3. Metallic Patina Finish



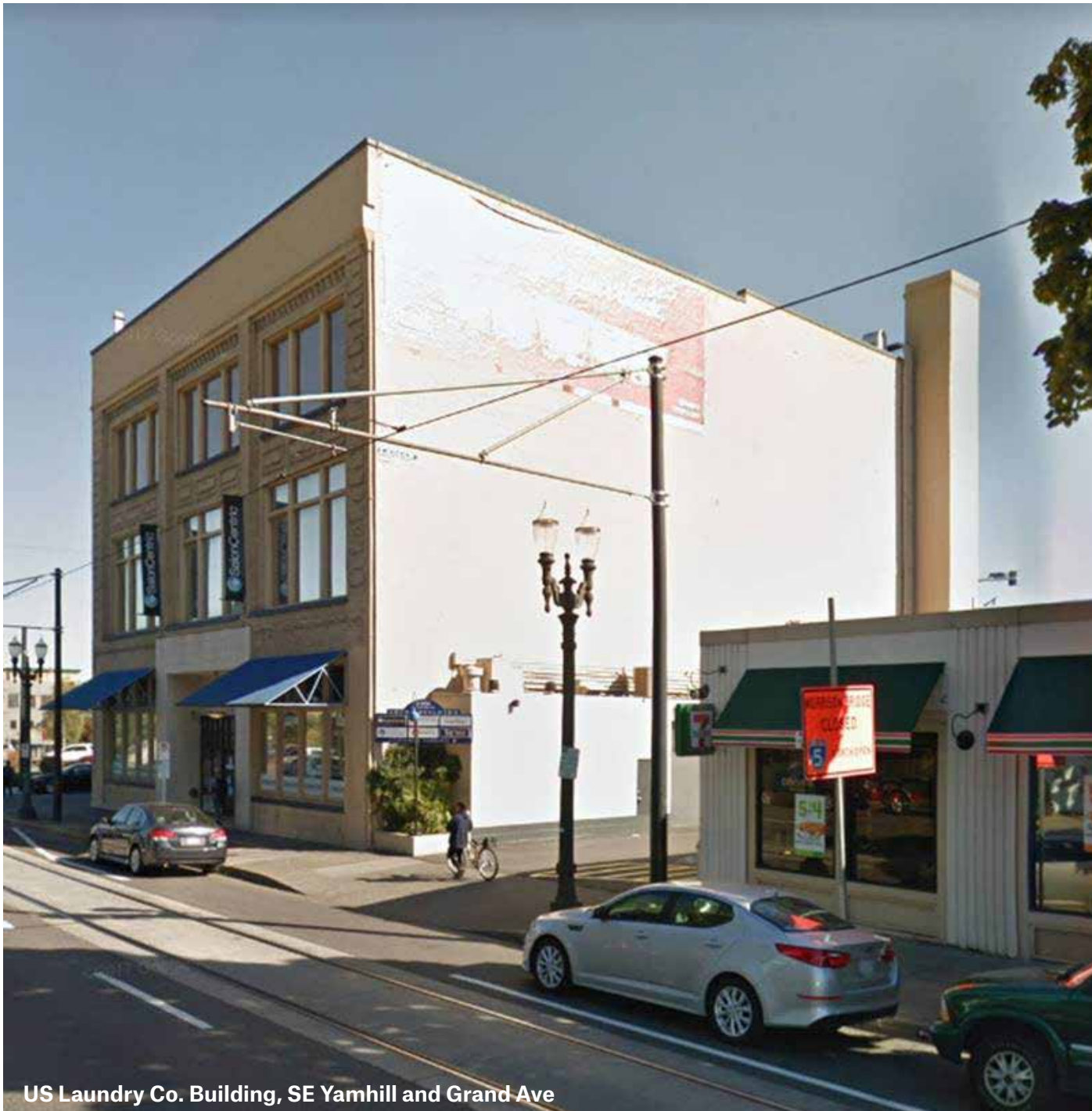
3. Deep Window Mullions



Character - Material Palette

The robust materiality of the main facades will also provide significant transparency, consisting primarily of metal and glass enclosure systems.





US Laundry Co. Building, SE Yamhill and Grand Ave



439 SE Grand Ave



215 SE Ankeny St



760 SE 2nd Ave

Character - C.E.T.D & East Portland/ Grand Ave Historic District

The exposed facades on shared property lines in the East Portland / Grand Ave Historic District are distinguished by the expression of their structural composition and minimally articulated surfaces.

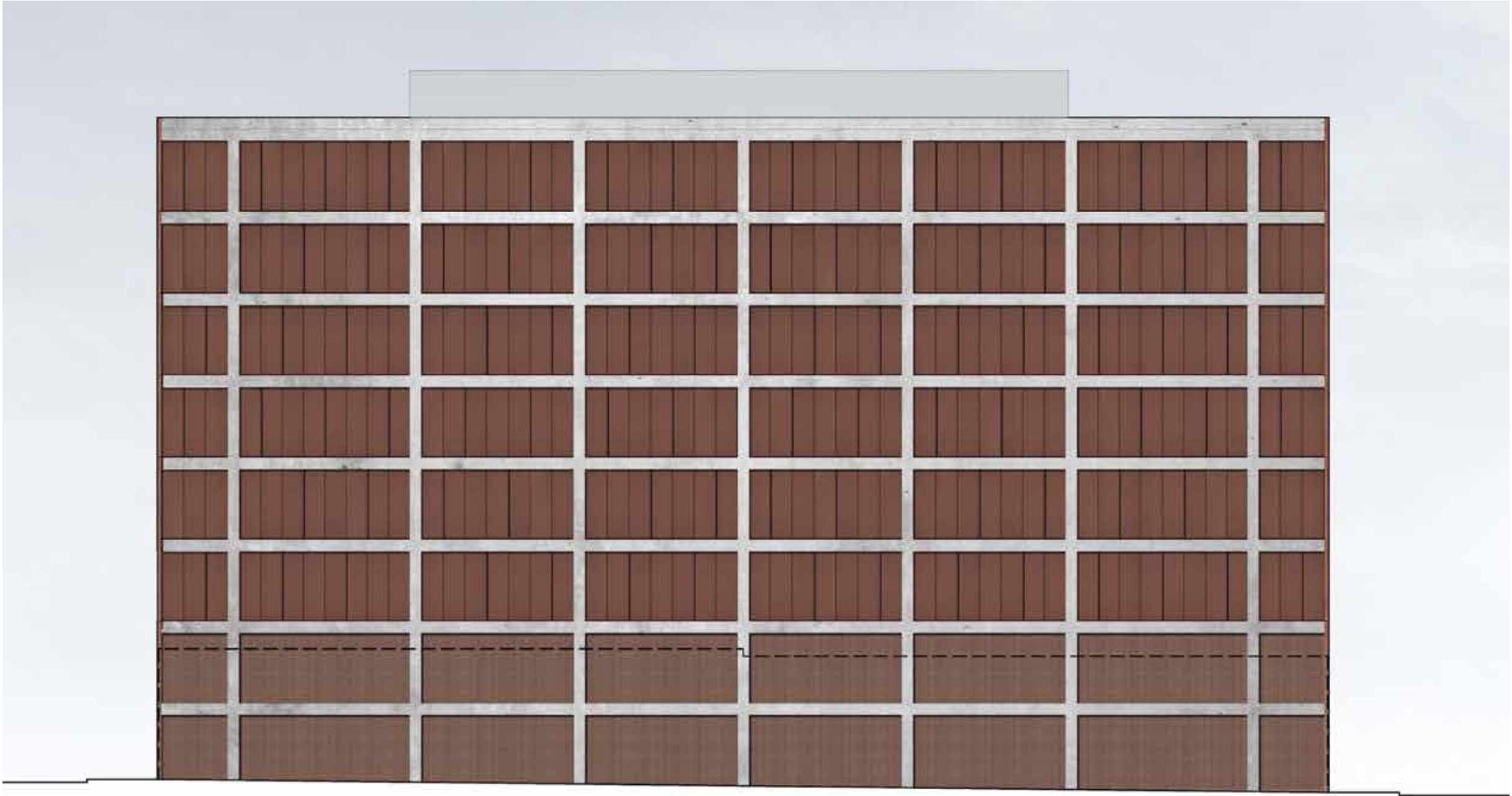


East Elevation—Shared Property Line Facade



Northeast Corner View

East Facade - Articulated Metal Panel



East Elevation—Shared Property Line Facade



Northeast Corner View

**Design Alternate - East Facade
Exposed Concrete Frame and Metal
Panel Infill**

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