



City of Portland, Oregon
Bureau of Development Services
Land Use Services
FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: April 24, 2018
To: Bronson Graff and Isaac Johnson, Ankrom Moisan Architects
Stephen Goodman, LMC
From: Tanya Paglia, Development Review
503-823-4989
Re: EA 18-129788 DA – 815 W Burnside/Firestone Site
Design Advice Request Summary Memo April 19, 2018

Thank you for taking advantage of the opportunity to hold a Design Advice Request regarding your project. I hope you find it informative and valuable as you continue with your project development. Attached is a summary of the comments provided by the Design Commission at the April 19, 2018 Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. To review those recordings, please visit:

http://efiles.portlandoregon.gov/webdrawer/search/rec?sm_class=uri_7547&count&rows=50

These Design Commission comments are intended to guide you in further design exploration of your project. These comments may also inform City staff when giving guidance over the course of future related land use reviews. It should be understood that these comments address the project as presented on April 19, 2018. As the project design evolves, the comments, too, may evolve or may no longer be pertinent.

Design Advice Requests are not intended to substitute for other Code-required land use or legislative procedures. Please keep in mind that the formal Type III land use review process [which includes a pre-application, a land use review application, public notification, a Staff Report and a public hearing] must be followed once the Design Advice Request meetings are complete, if formal approval for specific elements of your project is desired.

Please continue to coordinate with me as you prepare your formal land use application, or if you desire another Design Advice Request meeting with the Commission.

Encl:
Summary Memo

Cc: Design Commission
Respondents

This memo summarizes **Design Commission** design direction provided on April 19, 2018.

Commissioners in attendance on April 19, 2018: Chair Livingston, Commissioner Clarke, Commissioner Molinar, Commissioner Rodriguez, Commissioner Savinar, Commissioner Vallaster.

Executive Summary:

- The proposed building is in one of the most prominent corners in downtown. It thus needs to be extraordinary and not be a “background building”. The primary materials are good but the composition needs work. The building should convey a sense of place, drawing from- as well as contributing to- the area's character.
- The ground floor needs a grander scale and appears squashed. Ways to create a stronger base should be explored and the building’s overwhelming verticality should be softened.
- As presented, the oriels are not working, make the building feel heavier and are not the right approach for this building. If oriels continue to be used, they should be special accents rather than scattered around the building. Balconies instead of oriels would help, especially on the Park Blocks frontage.
- The Burnside elevation’s ground floor should be more transparent. There are too many piers and the niches for entrances should be wider. Careful consideration should be given to the canopies on the Park Blocks frontage which can contribute identity to the building.
- The horizontal patterning of the end walls does not have much to do with the verticality of the building. The shift in material on this elevation is fairly abrupt and the composition reads as a 3-sided building.
- The parking is in the right location, but the current design presents too long of a parking/loading condition along NW 9th Ave. A ground floor window Modification is unlikely to be supported. Efforts should be made to move one of the B spaces to the basement and narrow the loading area.

Summary of Comments organized by the six discussion topics outlined in the DAR Staff Memo to Commission

1. Ground Floor Scale

- Because of the building’s context, the ground floor needs to convey a grander scale. The building’s base currently appears squashed, although there is a good height at the Park Blocks which is critical.
- The building has an overwhelming, crashing vertical thrust down to the sidewalk which feels too harsh. This should be softened. A stronger base could help achieve this.
- A 2-story base expression (such as the second floor reading as a mezzanine) could help create more human scale and soften the building’s verticality. Ideally the first floor would itself have a one and a half story scale and the second floor would not be implicated, but given the project’s height restraints (imposed by construction type), this option should be explored as a potential solution.

2. SE Corner

- The proposed building is located in one of the most prominent corners in downtown and needs to be extraordinary. It needs to be a gateway building and bring specialness to the

site and not be a “background building” that could be located anywhere in the city. The design should be about this unique corner.

- The building must have “placeness” and should draw from- as well as contribute to- the area's character.
- Looking at area context, the district has a lot of buildings with simple mass and with a lot of character found in the details of that mass.
- The oriels are working against the building right now and are diminishing its character.
- Balconies would help a great deal, especially on the Park Blocks frontage.
- The graphic nature of the corner expression and the materials are devaluing the corner.
- The brick corner column may be too thick and could be negative for retail use.
- Explore options with the spandrels at the corner.

3. Park Blocks and Burnside Frontages

- The materials are good but the composition needs work. The context warrants something truly special.
- The architecture of the building needs to be the big idea, not the oriels.
- The oriels are not working, make the building feel heavier and are not the right approach for this building. If oriels continue to be used, they should be special accents rather than scattered around the building.
- Park Blocks Elevation:
 - As previously noted, balconies facing the Park Blocks would activate this façade and help the building’s relationship with the park. A larger communal outdoor amenity space instead of individual balconies could also be successful.
 - Revisions made to the ground floor of the Park Blocks frontage between the time the packets were printed and when the DAR was held were moving in the right direction.
 - Careful consideration to the canopies should be given as the Park Blocks frontage continues to develop. The right canopies could add a great deal to the specialness of the elevation facing the park.
- Burnside Elevation:
 - The ground floor should be more transparent. There are too many piers and the niches for the entrances should be wider.
 - Addressing the compressed ground floor issue and verticality issues identified earlier with a two-story expression could make the Burnside frontage more inviting.
 - The building should stand its ground against the fortress-like building across W Burnside, but without echoing the pedestrian unfriendly traits of that building.
 - Softening an edge can do a great deal for street life. Consider inventive options on Burnside (example given of slanted entries at “Good Dog Bad Dog” formerly located at 708 SW Alder St).
 - The choice to put retail all along this frontage is a huge positive. Retail in this location will be a huge improvement and will greatly energize the area.

4. End Walls

- The horizontal patterning does not have much to do with the verticality of the building.
- The end walls should complete the integrity of the design and have some relationship to the rest of the building.

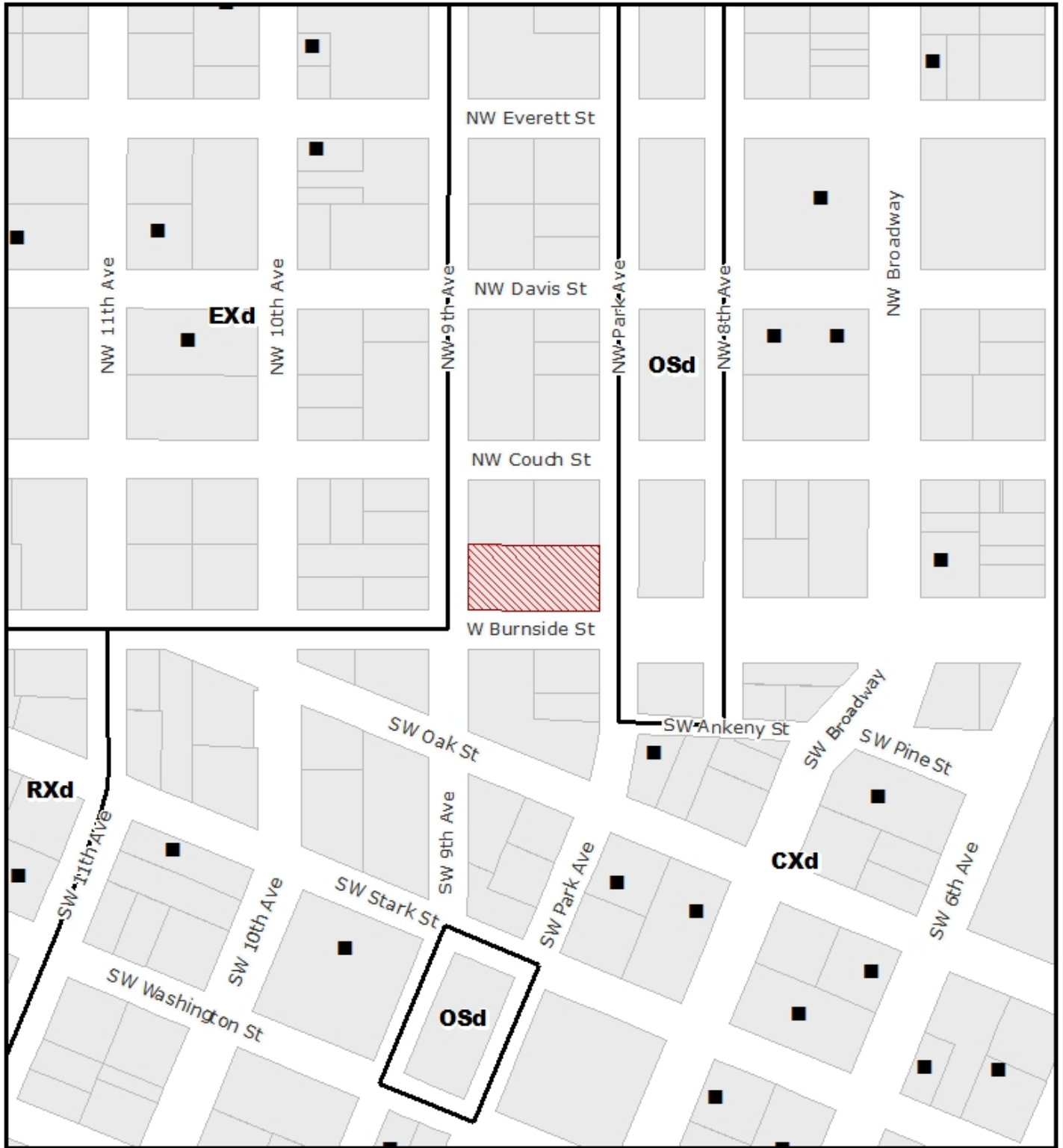
- The shift in material is fairly abrupt and devalues the other facades. It reads as a 3-sided building.
- It is okay for the material to be different if the end wall composition ties into the rest of the building.
- Consider bands of brick across this façade.
- Look to neighboring buildings to see if some surrounding language could be borrowed.
- The slot for windows really helps break the bulk of this façade.

5. Parking/Loading:

- Putting parking on 9th means it will be surrounded by a lot of other parking, however it is in the right location for parking and loading for this site.
- For the pedestrian, the current design presents too long of a parking/loading condition along NW 9th Ave.
- Generally, on a half block, a ground floor window Modification is not needed and would not be supported.
- Efforts should be made to move one of the size B loading spaces to the basement and narrow the loading area. This might involve seeking a Modification to the 10' clearance standard for a B space.
- How the parking and loading doors are treated will be important.

Exhibit List

- A. Applicant's Submittals
 - 1. Original drawing set
- B. Zoning Map
- C. Drawings
 - 1. Cover Page
 - 2. Table of Contents
 - 3. Central City Plan Diagram
 - 4. Site Survey
 - 5. Utility Plan
 - 6-10. Preliminary Narrative and zoning Summary
 - 11. Site Vicinity Plan
 - 12-14. Site Photos
 - 15-16. Area context photos
 - 17. Material Influences and Design Inspirations
 - 18-28. Massing, Circulation Diagrams, Program and Context Diagrams
 - 29-33. Perspectives
 - 34. Floor Plan - Lower Level
 - 35. Floor Plan - Ground Level (attachment)
 - 36. Floor Plan - Level 2
 - 37. Floor Plan - Levels 3-6
 - 38. Floor Plan - Level 7
 - 39. Roof Plan
 - 40. South Elevation (attachment)
 - 41. East Elevation (attachment)
 - 42. North Elevation (attachment)
 - 43. West Elevation (attachment)
 - 44. Section through Rain Garden
 - 45. Section through Ramp and Lobby
 - 46. Exception Request - Oriel Window Standard - East and West Elevations
 - 47. Oriel Window Standard - South Elevation
 - 48. Modification Request - Ground Floor Window Standards - East and West Elevations
 - 49. Modification Request - Ground Floor Window Standards - South Elevation
- D. Notification
 - 1. Posting instructions sent to applicant
 - 2. Posting notice as sent to applicant
 - 3. Applicant's statement certifying posting
 - 4. General information on DAR process included with e-mailed posting/notice
- E. Service Bureau Comments: None
- F. Public Testimony: None
- G. Other
 - 1. Application form
 - 2. Staff Memo to Commission, dated 4/6/2018
 - 3. Staff Presentation, dated 4/19/2018
 - 4. Applicant Presentation, dated 4/19/2018



ZONING



THIS SITE LIES WITHIN THE:
CENTRAL CITY PLAN DISTRICT
RIVER DISTRICT SUBDISTRICT



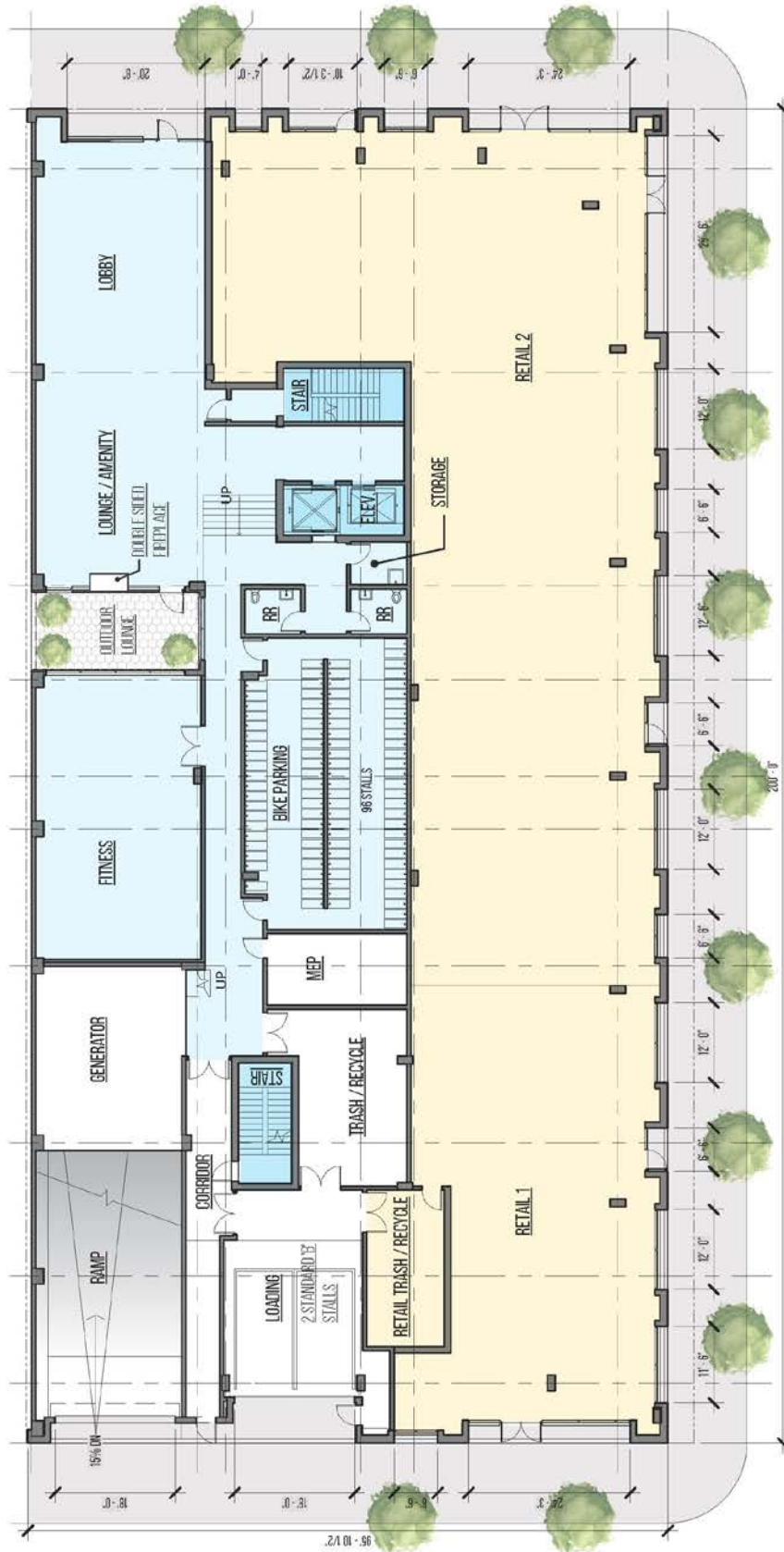
Site



Historic Landmark

File No.	EA 18-129788 DA
1/4 Section	3029
Scale	1 inch = 200 feet
State ID	1N1E34CB 10600
Exhibit	B Mar 07, 2018

FLOOR PLAN | GROUND LEVEL
 1/8" = 1'-0"



SOUTH ELEVATION

1/18" = 1'-0"



BRICK FACADE

VINYL WINDOW

PTAC UNIT

PREFINISHED METAL
PANEL OR CEMENT
FIBER PANEL

PAINTED STEEL CANOPY

STOREFRONT WINDOW
SYSTEM

STAIR PENTHOUSE ROOF 100'-0"
LEVEL 1 100'-0"
LEVEL 2 100'-8"
LEVEL 3 100'-4"
LEVEL 4 100'-0"
LEVEL 5 107'-8"
LEVEL 6 107'-4"
LEVEL 7 117'-9"
CORONADO DRIVE 100'-0"
ARCHITECTS, LLC

0' 8' 16' 32'

EAST ELEVATION
1/8" = 1'-0"



BRICK FACADE

PREFINISHED METAL
PANEL OR CEMENT
FIBER PANEL

VINYL WINDOW

PTAC UNIT

RESIDENTIAL ENTRY
CANOPY

PAINTED STEEL CANOPY

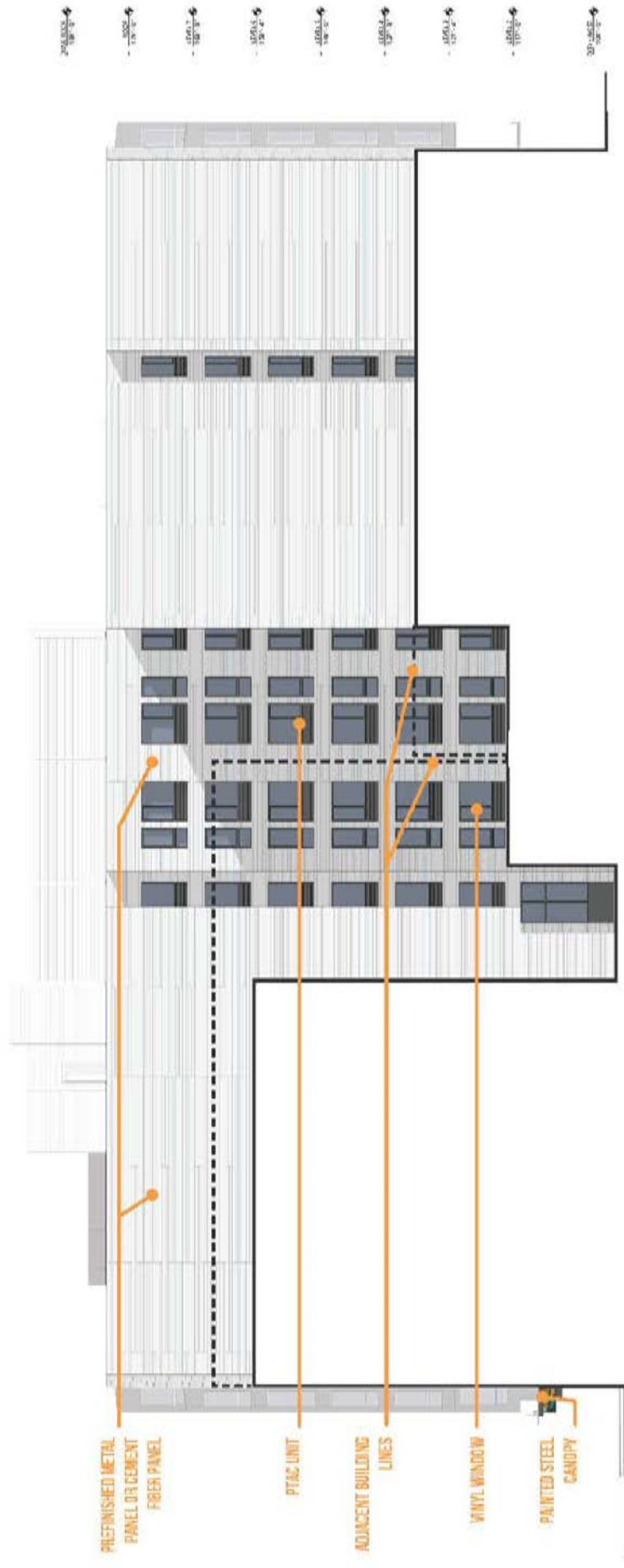
STOREFRONT WINDOW
SYSTEM

DECORATIVE LOBBY
ENTRY WALLS, & SOFFIT

0' 8' 16' 32'

NORTH ELEVATION

1/8" = 1'-0"



WEST ELEVATION

1/16" = 1'-0"

