



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

FROM CONCEPT TO CONSTRUCTION

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SUMMARY MEMORANDUM

DATE: June 4, 2018

TO: Dannon Canterbury, Lever Architecture

FROM: Tim Heron, Design and Historic Resource Reviews
503-823-7726, tim.heron@portlandoregon.gov

RE: EA 18-138980 DA, Adidas Village Expansion
April 26, 2018 Design Commission Hearing; DAR 1 Site & Massing
May 24, 2018 Design Commission Hearing; DAR 2 Architecture & Landscaping

Thank you for your Design Advice Request [DAR] meeting with the Design Commission on April 26, 2018 and May 24, 2018 to seek their advice regarding the above-referenced proposal. I hope you will find it useful as you further develop the concept. Attached is a summary of the Commission's comments generated from staff notes and from review of the recording of the meeting. To review those recordings, please visit:

<http://efiles.portlandoregon.gov/Record?pagesize=200&sortBy=recCreatedOn&q=18-138980>

These Design Commission comments below, which are a Summary of both DAR 1 on April 26, 2018 and DAR 2 on May 24, 2018, are intended to guide you in further project exploration, and they may also inform the staff when carrying out any future related land-use reviews. Keep in mind that these comments address the proposal as it was presented to the Commission on April 26, 2018, and May 24, 2018, and that as the concept evolves they may no longer apply in the same way.

The Design Commission's advice is not a substitute for code-required land-use or legislative procedures. A Type 2 Land Use Review is still required for the proposed development per the Portland Zoning Code.

As previously discussed, after the advice meeting on May 24, 2018, our understanding was that you will not be returning to the Design Commission for a third Design Advice Request meeting.

Encl:
Summary Memo

Cc: Design Commission
Respondents

This memo summarizes **Design Commission** design direction provided on **April 26, 2018 DAR 1 – Site and Massing** and **May 24, 2018 DAR 2 – Architecture and Landscaping**.

Commissioners Present:

Sam Rodriguez, Don Vallaster, Tad Savinar, Julie Livingston, Andrew Clark [DAR 1 only], and Zari Santner [DAR 2 only].

Topics for Discussion:

April 26, 2018 DAR 1 of 2 – Site and Massing

1. Site

- a) New buildings' placement and location [Loading Structure, North Building, & South Building]
- b) Pedestrian Connections through the Site [required by the 1999 Design Review Conditions of Approval]
 - Public access and circulation through and around the site
- c) Required Public Open Space & Activation
 - Specifically, the North and South Building frontages

2. Massing

- a) Loading Structure
- b) North Building [N Sumner and N Delaware ROW frontage and R5 Zoning]
- c) South Building [Madrona Park frontage, N Delaware Pedestrian Path frontage]

May 24, 2018 DAR 2 of 2 – Architecture and Landscaping

3. Architecture

- a) North Building: 1) articulation, 2) materials, & 3) ground level activation
- b) South Building: 1) articulation, 2) materials, & 3) ground level activation

4. Landscaping

- a) North Building & South Buildings
 - 25' setback conditions, plantings, storm water, Sumner frontage, Delaware frontage and Madrona Park
- b) Village Park & Entry Pavilion
 1. Village Park and Sumner Street dead-end redesign
 2. Entry Pavilion

Executive Summary

April 26, 2018 DAR 1 of 2 – Site and Massing

- Commission highlighted this is both an incredible Design Team and an incredible neighborhood. Please continue to work closely with Staff, the Overlook Neighborhood Association & adjacent neighbors on N Sumner and Delaware.
- The location and massing of all three buildings are working well. Continue to refine their architecture, particularly at the north building with additional articulation of the massing.
- The pedestrian walkway frontages along the new buildings shows much improvement from the existing conditions, particularly with active programming along the pedestrian easements and public spaces.
- The Commission looks forward to your return Design Advice Request Hearing on May 24, 2018 to discuss Architecture and Landscaping.

May 24, 2018 DAR 2 of 2 – Architecture and Landscaping

- Design Commission agreed the general direction of the design of the new buildings and landscaping is correct. This project enhances the “sense of place” of the Adidas village and the Overlook Neighborhood.

- At a very large scale, this project is doing a lot to mitigate vehicles moving in and around the site and is a real win for the neighborhood.
- Pedestrian access in and around the site is being improved greatly for the benefit of the neighborhood and the campus.

Summary Comments

1. Site & 2. Massing

a) New buildings' placement and location [Loading Structure, North Building, & South Building]

- Commissioners agreed that the placement of the buildings appears correct, particularly as there isn't a whole lot of options.
- Commissioners also agreed that the architecture will be critical to the discussion.

Loading Building

- Commissioners noted that the loading building location appears the only anomaly, but appropriate given other site constraints.
- The loading logistics will be important to coordinate across the site, particularly with the N Greeley Avenue separation.
- The Commission was supportive, in coordination with PBOT support, of any Modifications or Adjustments to Zoning Code requirements to reduce the number and/or size of stalls.

North building

- Commissioners agreed that the massing was correct, but will demand more articulation, subtle massing shifts, to help reduce the appearance of scale and mass, particularly along the eastern side fronting N Delaware.
 - One Commissioner stated that smaller buildings would be more interesting, but would be supportive if this building introduced more architectural articulation in its façades.
 - Two Commissioners were particularly specific that architectural articulation of the facades was critical to meet approval criteria regarding blending into the neighborhood.
 - All Commissioners agreed that the architectural team has done notable work in this area on other projects in Portland.
- Commissioners agreed, though not subject to the Approval Criteria of this Design Review process, that the parking and traffic concerns raised by the neighborhood needs a closer review and a Traffic Study is highly recommended.
 - Please continue to work with the neighborhood on best practices to control employee parking on adjacent single family residential streets.
 - Commissioners specifically made reference to a parking permit plan which would need to be coordinated with PBOT.
- Commissioners commented that the footprint was correct, particularly given the proposal meets, and exceeds in some areas, the required 25' landscaped setback.
 - One Commissioner noted the 25' setback is an "immense boon" for the neighborhood with the amount of landscaping potential for these frontages.
- One Commissioner noted that this building is successful in reflecting the neighborhood's residential lot orientation north-south.

South Building

- Commissioners commented this building is comparatively small and relatively modest to the north.
 - One Commissioner would appreciate seeing additional shadow studies.

- Commissioners agreed that controlling the amount of window area facing the east towards N Delaware is desirable for privacy concerns considering the narrower ROW separation from the adjacent R5 Zoned single-family homes.
 - Commissioners noted that perspective views from the height of neighbors' front porches and side yards towards the proposed development would be helpful for the next Design Advice Request.
- An effective landscaping plan will be particularly important for this building's frontage along the N Delaware pedestrian access path.
 - One Commissioner noted that developing "blooming calendars" for the landscape plan would be an important for the next Design Advice Request.
- Nighttime studies would also be particularly important for this building as well.

b) Pedestrian Connections through the Site [required by the 1999 Design Review Conditions of Approval]

i. Public access and circulation through and around the site

- Commissioners agreed that the existing pedestrian access through and around the site, completed as required per the original 1999 Design Review, was being vastly improved.
- Commissioners noted that the Village Park was also a "real plus" in contributing to pedestrian circulation through and around the site to Sumner.
- The Village Park and adjacent Adidas owned parcel created by the new Greeley intersection are great opportunity.
 - Commission is looking forward to seeing additional design work for these two areas to be much more than just a bus stop, retaining wall and bollards at the next Design Advice Request Hearing.

c) Required Public Open Space & Activation

i. Specifically, the North and South Building frontages

- Commissioners agreed that active programming, particularly at the ground level, of both these buildings is critical.
- Frontages facing the soccer field and the adjacent Madrona Park to the south were critical to the success of these public spaces.
- Commissioners acknowledged that some reduction in window area on the South Building's east façade would be appropriate facing the single-family residential zone.

➤ **Additional Commissioner Comments for DAR 2 – Architecture and Landscaping.**

- Commissioners highlighted that DAR 2 of 2 on Architecture and Landscaping is critical to complete the Design Advice Request opportunity.
 - Commission appreciated seeing some of the options the applicant was considering for additional architectural articulation and that the team was moving in the right direction.
 - Commission noted that Landscaping would also be a critical aspect of the next Design Advice Hearing, and the ultimate success of the project.
 - Commission is very interested in seeing the design of the NE corner of the new N Greeley intersection and transit structure, as well as concepts for the development of Village Park as new terminus of N Sumner Street.
- While not subject to the Approval Criteria for this Design Review process, Commissioners would appreciate hearing more from both Adidas and the Neighborhood on collaborative efforts to mitigate the negative impacts of parking, traffic, lighting, event noise and smoking that may impact adjacent single-family zoned residential streets of the Overlook Neighborhood.
- The Commission Chair asked that for the next DAR to not revisit DAR 1 topics of Site and Massing, rather focus specifically on Architecture and Landscaping.

3. Architecture

General Comments, both buildings

- The architectural contrast of these new buildings from the existing campus building creates a nice contrast and warmth, that is more neighborly to the adjacent homes in scale and color.
- Commissioners noted that the buildings have set the stage to offer a beautiful use of materials, expressing how they are made and put together.
 - The proof will be in the actual fit and finish of the materials; is it warm, is it cold, is it corporate?
 - As the design is headed, the scale and detail is right on; the craft and finish is more akin to residential scale.
 - Ultimately however, the details provided in the required Land Use Review are critical to the success of the project and its response to the neighborhood.
- The buildings are architecturally rich and expressive; all the façades are being focused on.
 - Commissioners noted that these buildings are not boxy, even the larger NE corner building.
 - These buildings are good anchors to the campus as it moves forward.
 - One Commissioner noted that the architecture is so far ahead of when we normally see it; demonstrating the delicate dance of good architecture to neighborhood.

a) North Building:

1) articulation, 2) materials, 3) ground level activation

- Commissioners agreed the “fluttering” articulation of the north building’s east façade is a nice move to break down the building’s massing.
- Commissioners appreciated that all the façades of the buildings are being treated differently, responding to each façade’s special circumstance.
 - The floor to floor changes do a lot to break down the massing.
 - This was particularly compelling to Commissioners, one Commissioner noting that the shifts in massing due to activity within, creates a “jazz” to the architecture that fits.
- The depth of setbacks work well, and will play with the light differently, further activating and breaking down the overall scale, allowing each floor to get a different color and/or light reading.
 - One Commissioner noted that it would be a mistake to carve too much; the moves shown are successful.
 - Commissioners agreed this is not a typical office building.
- One Commissioner noted the inherent conflict of glass buildings to maintain privacy. It will be important to consider nighttime lighting conditions, incorporating lighting mechanisms that create more privacy.
- The design expresses an interesting nod to the original 2000 era-building design; instead of expressing patterns and color, this design expresses massing and shadowing in its articulation.
 - While the 2000 buildings’ exterior skin generally treated the interior spaces anonymously, these buildings are exposing their internal activities on the exterior.
 - The possibility of introducing color, but subtle pending the view, would be a unifying touch to the overall design.
- Commissioners generally agreed that a well detailed metal panel system [ACM], as well as a tactile/ composite panel [equitone], can be successful.

- A general preference of the Commission was that metal might be more successful.
- Detailing will be critical to meeting the approval criteria in either case.
- Success of materials will hinge on how well they play with light.

b) South Building:

1) articulation, 2) materials, 3) ground level activation

- Same comments regarding materials and glazing apply to this building.
- Commissioners expressed concern that more glazing should be facing the park, and more glazing brought to the ground level.
 - The current design could be improved to bring more glazing, different patterns could work, to allow more views to and from Madrona Park.

4. Landscaping

a) North and South Buildings: 25' setback conditions [plantings, storm water, Sumner & Delaware frontages, Madrona Park & Delaware frontages]

- Commissioners were amazed at the lushness of the site landscaping maintained by Adidas since 2000.
 - Particularly amazing are the Kastura trees at the northern surface parking lot. If possible, salvage the trees and relocate them on site, especially in areas where neighbors are directly impacted.
- Commissioners noted that the building design is enhanced with landscaping at several scales with several scales of architecture; a real win for the neighborhood.
 - One Commissioner suggested a tall variety of landscaping, Italian Cyprus or similar evergreen, to help visually block some walls

b) Village Park & Entry Pavilion:

1) Village Park and redesigned Sumner Street dead-end

- Commission agreed that a more creative design approach to the fire access through the Sumner ROW to Greeley is critical to the success of the park.
 - The current design of the no-build easement appears like a decommissioned road.
 - Continue to work with PBOT and BDS Staff to develop a more integrated approach to the paver and/or landscape design that blends and enhances the overall Village Park design.
 - Work to integrate the retaining wall and the berm to best screen the parking access and integrate the Village Park concept with the Entry Pavilion.
- The Sumner Street dead-end turn-around design can be made successful in either configuration, or perhaps in a design that falls between the two radius designs shown.
 - A 44' curb-to-curb design, which would allow more landscaping, was suggested to be explored further with PBOT.
- Commission was sympathetic to the neighborhood concerns of the Village Park does not have a corporate style, but a residential scale and fineness that reflects the Sumner Street neighborhood character.
 - This area needs variety and welcoming enough to Overlook Neighborhood residents, particularly residents along Sumner.
 - One Commissioner noted that the design response could be as inviting enough for coffee and reading the morning paper of an adjacent resident.

2) Entry Pavilion

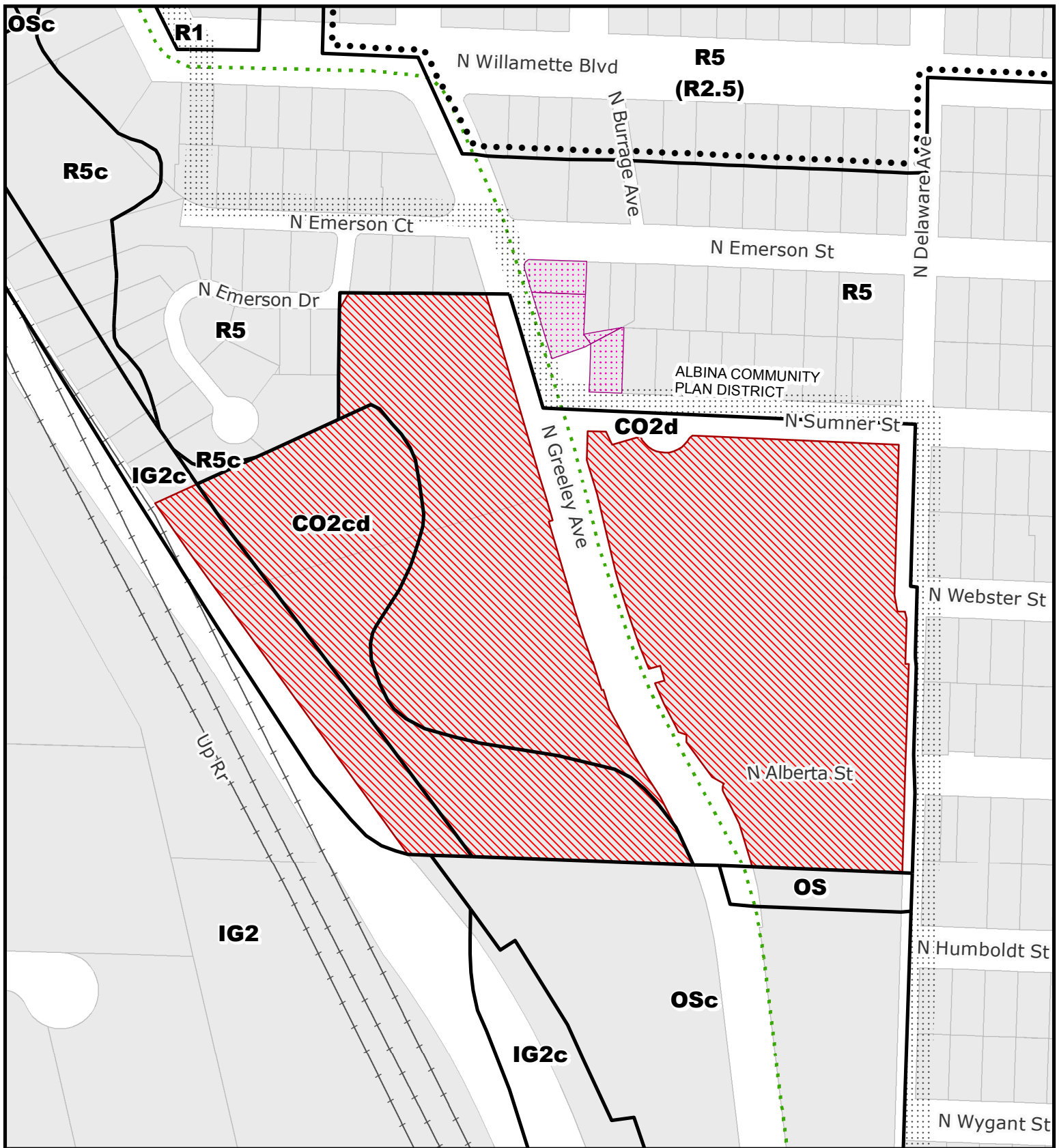
- As the pavilion is intended to evoke both artwork and icon, express the values of Adidas – not just a shoe – but the creativity, sustainability, ingenuity, for example. Expressed in abstract would be appropriate.
- Commissioners agreed that whatever the design, must be integrated with the overall Village Park design.

➤ Additional Commissioner Comments.

- Commissioners noted that continued efforts to work with the Neighborhood Association and adjacent neighbors most immediately impacted would be fruitful to continue, particularly on matters of social behavior Adidas and the Neighborhood can agree upon.
- With the Land Use Type 2 Submittal, additional information [drawings, renderings, calculations, etc.] that demonstrate of the minimal, if any, impacts of off-site lighting impacts would be beneficial. This will be particularly important along Sumner, Delaware and Madrona Park frontages.




Exhibit List

- A. Applicant's Narrative & Drawings
 - 1. March 21, 2018 Submittal
 - 2. April 13, 2018 Updated Submittal
 - 3. May 24, 2018 Updated Submittal
- B. Zoning Map (attached)
- C. Drawings (see attached)
 - 001. Approved 2000 Site Plan
 - 100. Existing Site Plan [attached]
 - 101. Proposed Site Plan [attached]
 - 110. North-South Site Section
 - 111. East-West Site Section
 - 112. Enlarged Sections at Street
 - North Building
 - 200. Plaza Level Plan 0
 - 201. Arrival Level Plan 1
 - 202. Typical Upper Level Plans 2-5
 - 203. Upper Level Plans 3-4
 - 204. Upper Level Plan 5
 - 205. Roof Plan
 - South Building
 - 300. Plaza Level Plan 1
 - 301. Typical Upper Level Plans 02-03
 - 302. Roof Terrace Plan
 - Loading Building
 - 400. Loading Plans
 - 401. Loading Section
- D. Notification information
 - 1. Posting letter sent to applicant
 - 2. Notice to be posted
 - 3. Applicant's statement certifying posting
- E. Agency Responses [none]
- F. Public Testimony
 - 1. April 20, 2018 Matrix of Neighbor Concerns and Applicant responses
- G. Other
 - 1. Application Form
 - 2. April 19, 2018 Design Commission Memo and Attachments
- H. Hearing April 26, 2018 – DAR 1 of 2
 - 1. April 26, 2018 Staff PPT Presentation
 - 2. April 26, 2018 Applicant PPT Presentation
 - 3. Testimony Sheet
 - 4. Submitted Testimony [H.4a-4g]
 - 5. May 17, 2018 Design Commission Memo and AttachmentsHearing May 24, 2018 – DAR 2 of 2
 - 6. May 24, 2018 Staff PPT Presentation
 - 7. May 24, 2018 Applicant PPT Presentation
 - 8. Testimony Sheet



ZONING

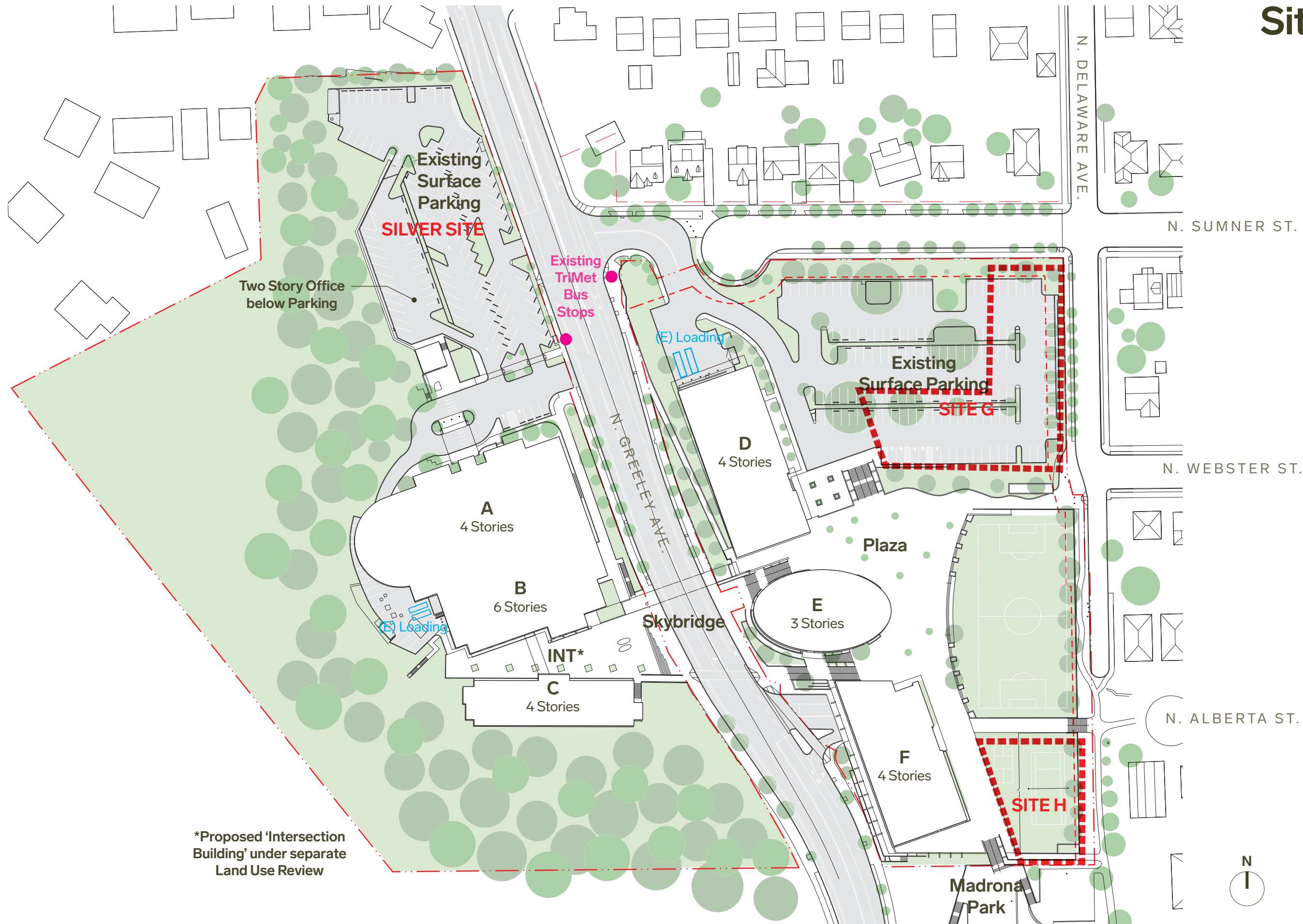


-  Site
-  Also Owned Parcels
-  Recreational Trails

File No.	EA 18-138980 DA
1/4 Section	2527
Scale	1 inch = 200 feet
State ID	1N1E21BA 10307
Exhibit	B Mar 23, 2018

Site Plan

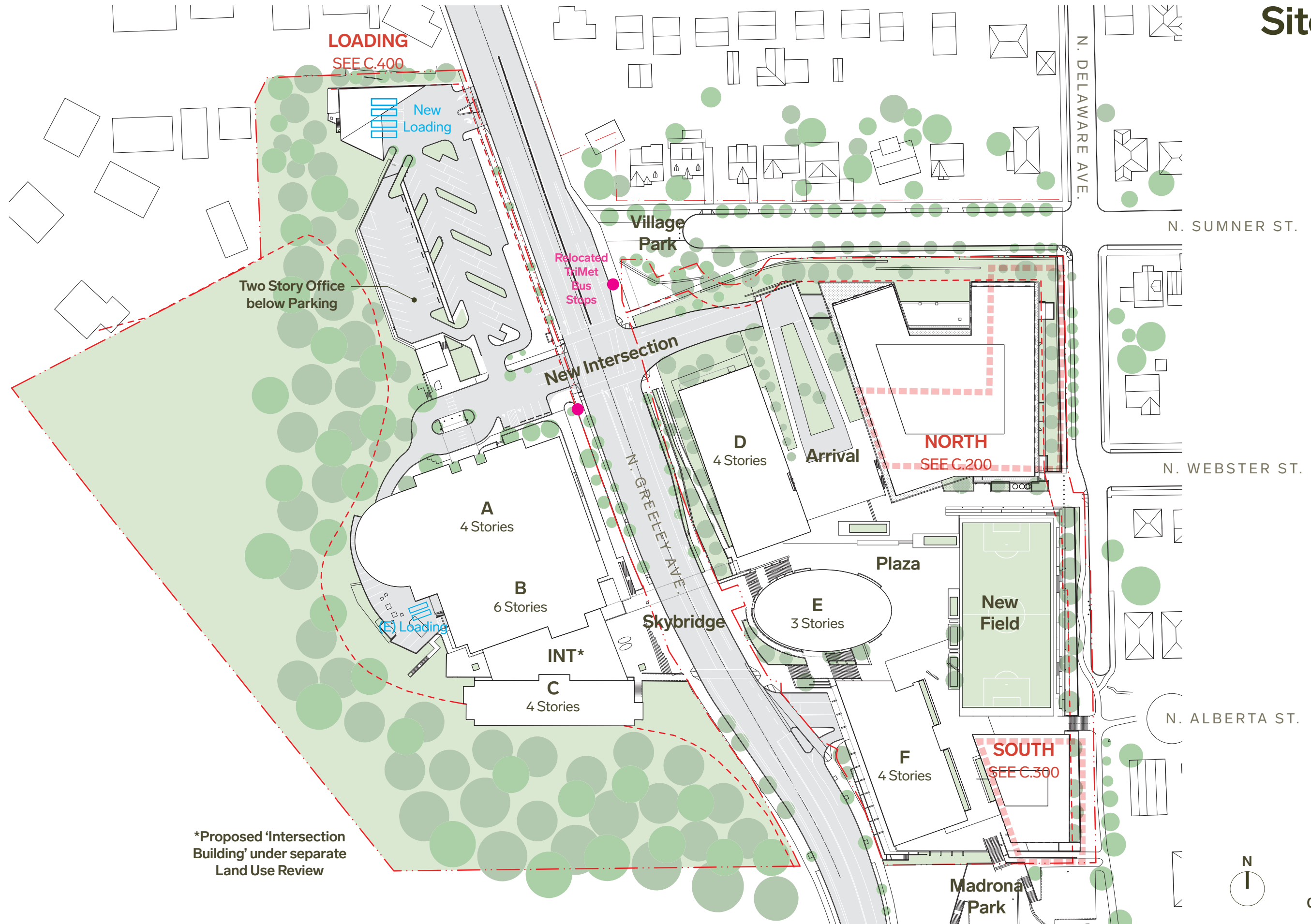
Existing



*Proposed 'Intersection Building' under separate Land Use Review

Site Plan

Proposed



*Proposed 'Intersection Building' under separate Land Use Review

