



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

Ted Wheeler, Mayor
Rebecca Esau, Director
Phone: (503) 823-7300
Fax: (503) 823-5630
TTY: (503) 823-6868
www.portlandoregon.gov/bds

MEMORANDUM

Date: September 19, 2018
To: Phil Beyl & Jesse Emory, GBD ARCHITECTS
From: Benjamin Nielsen, Senior City Planner
Benjamin.Nielsen@portlandoregon.gov, 503-823-7812
Re: 18-159309 DA – Block 216
Design Advice Request Summary Memo August 23, 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 August 23, 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/Record/11841488/>.

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 August 23, 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 August 23, 2018.

Commissioners in attendance on August 23, 2018: Andrew Clarke, Julie Livingston (chair), Jessica Molinar, Sam Rodriguez, Zari Santner, Tad Savinar (vice-chair), Don Vallaster

Executive Summary

- This DAR session focused exclusively on the SW 9th Ave frontage/Green Loop design and the likely modification request to the Green Loop building line standard.
- Overall, commissioners believed that a modification to the Green Loop building line standard could be supportable provided that a “solid effort is made to accomplish the goals” of the standard’s requirements in the right of way.

Context

- Mark Raggett from BPS provided additional background on the conceptual design themes for the Green Loop. These include larger canopy trees, physical separation of pedestrians and motor vehicles, gathering spaces and “eddies”, unique economic development opportunities, day and night comfort, and public art. The opportunity to get additional open space and greenspace and to have an ebb and flow of space is part of the vision.
 - Commissioners were encouraged by the vision presented and turned to focus on design and detailing of the various elements on the subject block.
- Discussion about existing context was generally limited to the existing Midtown Park Blocks streetscape and ground floor uses along SW 9th Ave (and to a lesser extent, SW Park Ave).
 - One commissioner asked how the design of the building and the streetscape will reinforce the Midtown Park Blocks in “intimacy, craft, and discovery” and said that the diagrams shown did not address the context of the Midtown Park Blocks or downtown. The commissioner further stated that the design needs to be “incredibly graceful” and of Portland, though not necessarily historic. To successfully address the Midtown Park Blocks context, the design of both the building and the landscape/street needs to be looked at in 5-foot increments, showing how each part actually works, rather than using a formula.
 - Another commissioner stressed the need to respond to guidelines specific to context: A5 – Enhance, Embellish, and Identify Areas, in the context of enhancing this block and the influence of O’Bryant Square, and C4 – Complement the Context of Existing Buildings. For the latter guideline, the commissioner noted that SW 9th Ave is often back-of-house functions, except for the current food cart block, which is unusual. The commissioner stated that, to the extent that the unique quality of this block can be created in the new built structure, it would be something of great value that reiterates the human scale.
- As the design of SW 9th Ave develops, commissioners agreed that some components of the streetscape should be “elements of continuity” that will be replicated on other frontages in the Midtown Park Blocks (or possibly the extent of the Green Loop). These could include the paving material and pattern, street light fixtures, and particular plant or tree species. Other components can and should be unique to the subject site’s block frontage. While developing the design of the streetscape, consideration should be made as to how each component works on this particular block, the Midtown Park Blocks Green Loop segment, and the Green Loop as a whole.

Public Realm

- Commissioners felt that, if this design were shown as part of the formal design review, it would not meet guidelines relating to the public realm and pedestrian environment (A8, B1, B2, B4, B5, B6, B7, and C6 were cited, in particular).
- Commissioners strongly reiterated earlier concerns about how the proposed storefronts facing SW 9th Ave will function (and function well) as a regular retail or commercial space,

such as a Walgreens. Studies and details showing how this space will function as a regular retail space, maintain its vibrancy and access to the street, and successfully achieve or complement the Green Loop design themes will be important to evaluate the modification request to the Green Loop building line standard.

- Commissioners reiterated that the relationship of the building's facade to the narrow street is very important, and extra attention needs to be paid to the façade.
 - The Commission also asked to see studies showing how the retail space along 9th Ave would work with multiple, non-food hall retail tenants with direct access to 9th Ave.
 - Two commissioners said that the 9th Ave edge should be lined with walk-up windows in addition to indoor service counters.
 - Include a floor plan showing all 9th Ave storefronts and additional edge treatments, such as the proposed ramps, steps, walk-up windows, benches, tables, and chairs. Show how access and ADA access works.
- The way the building wall meets the ground needs to be developed.
 - Be very deliberate in showing which areas are private and which are public—not in terms of ownership, but rather in terms of use.
 - On the concept of creating shallow stopping places along the storefront, some commissioners stated that the initial gesture was closer to meeting the intent of the building line standard but is still not enough space; they said that more pushing and pulling of the façade—creating “eddies” along the sidewalk—would help to create a combination of a festival street with additional space off the sidewalk.
 - The proposed table and chair system in some of the windows leaves too little space between the table and the trees in the street. They essentially privatize the public sidewalk. There needs to be a much more graceful passageway on the sidewalk.
 - Canopies along SW 9th Ave need to provide weather protection for passing pedestrians, not people sitting at private tables.
 - One commissioner referenced two former retail spaces in Downtown Portland—the Good Dog Bad Dog façade along SW Alder at Broadway and the Pizza Schmizza storefront and walk-up window along SW Yamhill at the Fox Tower—as examples on how a building or storefront can “create an invitation” for people.
 - The same commissioner also referenced Paley Park in New York as a successful off-street stopping place and suggested exploring pulling one bay of the storefront in to create a similar type of space.
 - The commissioner stressed, and others agreed, that the same kind of attention paid to those three examples needs to be paid to the ground level along SW 9th to “fulfill the dream of the Green Loop” and to “soften” the quality of the building.
 - Some commissioners questioned how successful pushing the façade in would be but stated that the issue still needs a lot of work to get to a positive resolution.
 - One commissioner noted that setting the building back from the sidewalk edge by the standard required 12' would give the large building enough “breathing room” to appreciate it. Another thought that a 12' setback could be detrimental to the pedestrian environment.
 - One commissioner suggested looking at the Union Way development as an example of integrating semi-public circulation space into the food hall/retail space to provide an extension of the public realm from the sidewalk along SW 9th Ave.
 - Commissioners also provided some guidance on how the streetscape can be designed to accomplish some of the goals of the Green Loop:
 - Eliminate parking and allow local deliveries only in this block.
 - Commissioners thought the idea of pushing the trees and planters out into the street—occupying the current parking strips—is a good idea.
 - Trees should be a species/variety with great canopy cover and sculptural/structural character—not just standard street trees.

- Trees should extend along the length of the street, not just placed in clumps (though some clumps are good), to provide shading along the length of the sidewalk and street.
 - Commissioners said that additional trees should be placed along the other streets, too.
- Planters should be treated like true gardens rather than trees with green underneath.
- Commissioners thought the proposed poles for the hanging lights unnecessarily restricted the street and sidewalk with vertical elements. Look for other ways to hang lights, if proposed.
- Regarding paving, commissioners encouraged the development team to explore various materials and said the patterning of the surface will be very important to the overall quality of the space.
 - Commissioners also cautioned about the challenges of keeping stone pavers clean and well-maintained. One commissioner noted problems keeping the pavers at Director Park clean, and that they should not be used again along 9th Ave. This issue adds to a sense of the security and quality of the street.

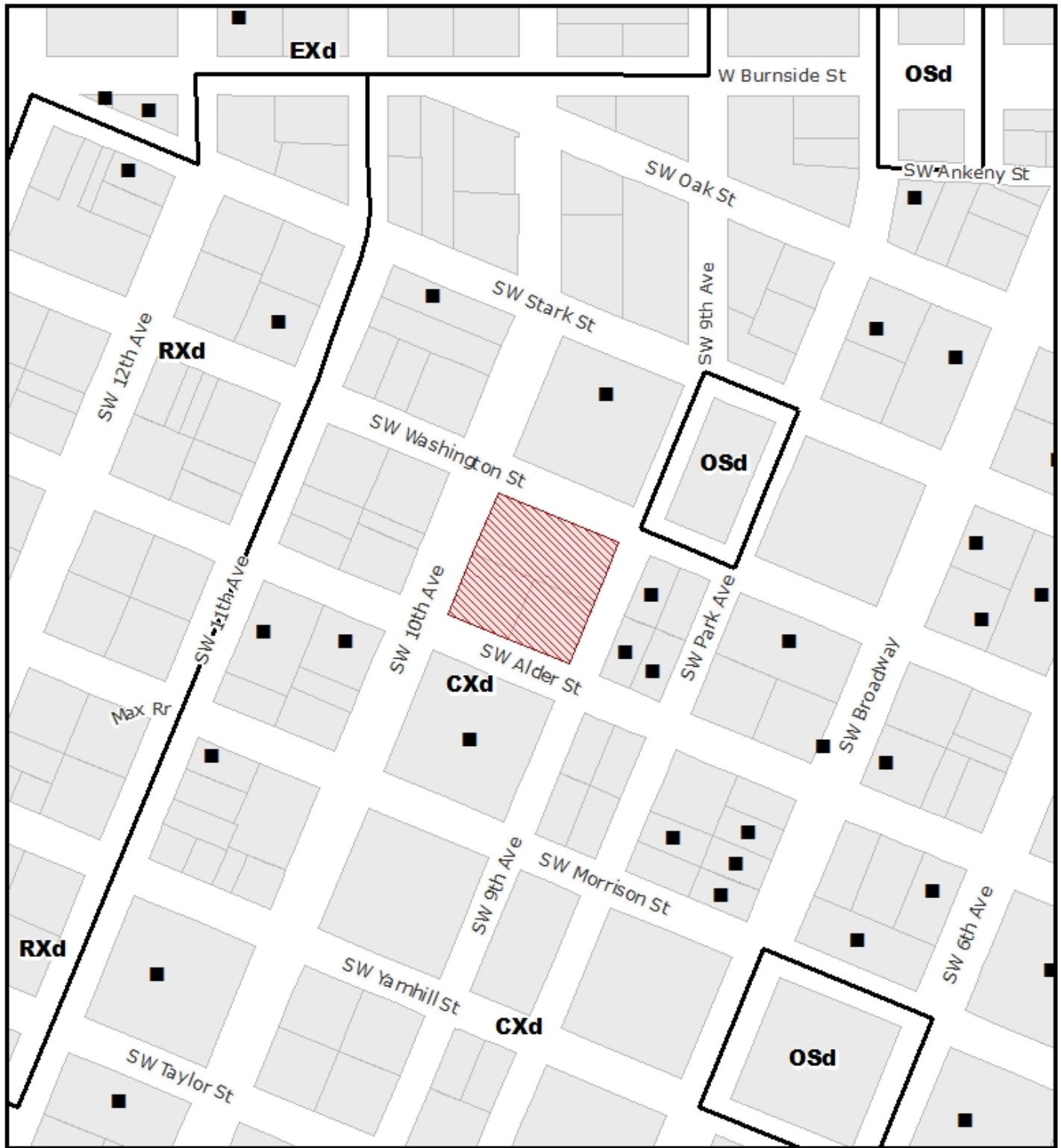
Quality & Permanence

- Issues about quality and permanence were only lightly touched upon at this DAR, since the conceptual design issues relating to context and the public realm were considered to be more pressing. Some maintenance issues identified above also begin to address guidelines related to quality and permanence.

Exhibit List

- A. Applicant's Submittals
 1. Original drawings & narrative
 2. Drawing set, received 05/25/2018
 3. Revised drawing set/presentation to Design Commission, received 06/07/2018
 4. Revised draft drawing set, received 08/01/2018 and dated 08/16/2018
 5. Revised drawing set, received 08/08/2018 and dated 08/16/2018
 6. Table of Contents sheet for exhibit A.5
 7. Revised drawing set/presentation to Design Commission, received 08/16/2018
 8. Revised drawing set/presentation to Design Commission, received 08/23/2018 and dated 08/16/2018
- B. Zoning Map (attached)
- C. Drawings
 - 1-202. See Exhibit A.8 (exhibits C.101, C.103, & C.201 attached)
- 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
 1. BES
 2. PBOT
- F. Public Comments
 1. Comment sign-in sheet from 06/07/2018
 2. Suzanne H. Crowhurst Lennard, 06/07/2018, comments in opposition
 3. Deanna Mueller-Crispin, 06/07/2018, comments in opposition
 4. Comment sign-in sheet from 08/23/2018
- G. Other
 1. Application form
 2. Email chain among PP&R, BPS, PBOT, and BDS staff re: Park Avenue Urban Design Vision, 05/14 - 05/16/2018
 3. Staff Memo to the Design Commission, 06/01/2018
 4. Staff Presentation to the Design Commission, 06/07/2018
 5. Design Advice Request Summary Notes from 06/07/2018, dated 06/28/2018

6. Email from Kurt Krueger, PBOT, re: Green Loop, 07/04/2018
7. Email from Laura Lillard, BPS, re: SW 9th Ave design, 07/30/2018
8. Allison Rouse, Portland Parks & Recreation, 08/14/2018, comments re: O'Bryant Square



ZONING



THIS SITE LIES WITHIN THE:
CENTRAL CITY PLAN DISTRICT
DOWNTOWN SUBDISTRICT
WEST END SUBAREA

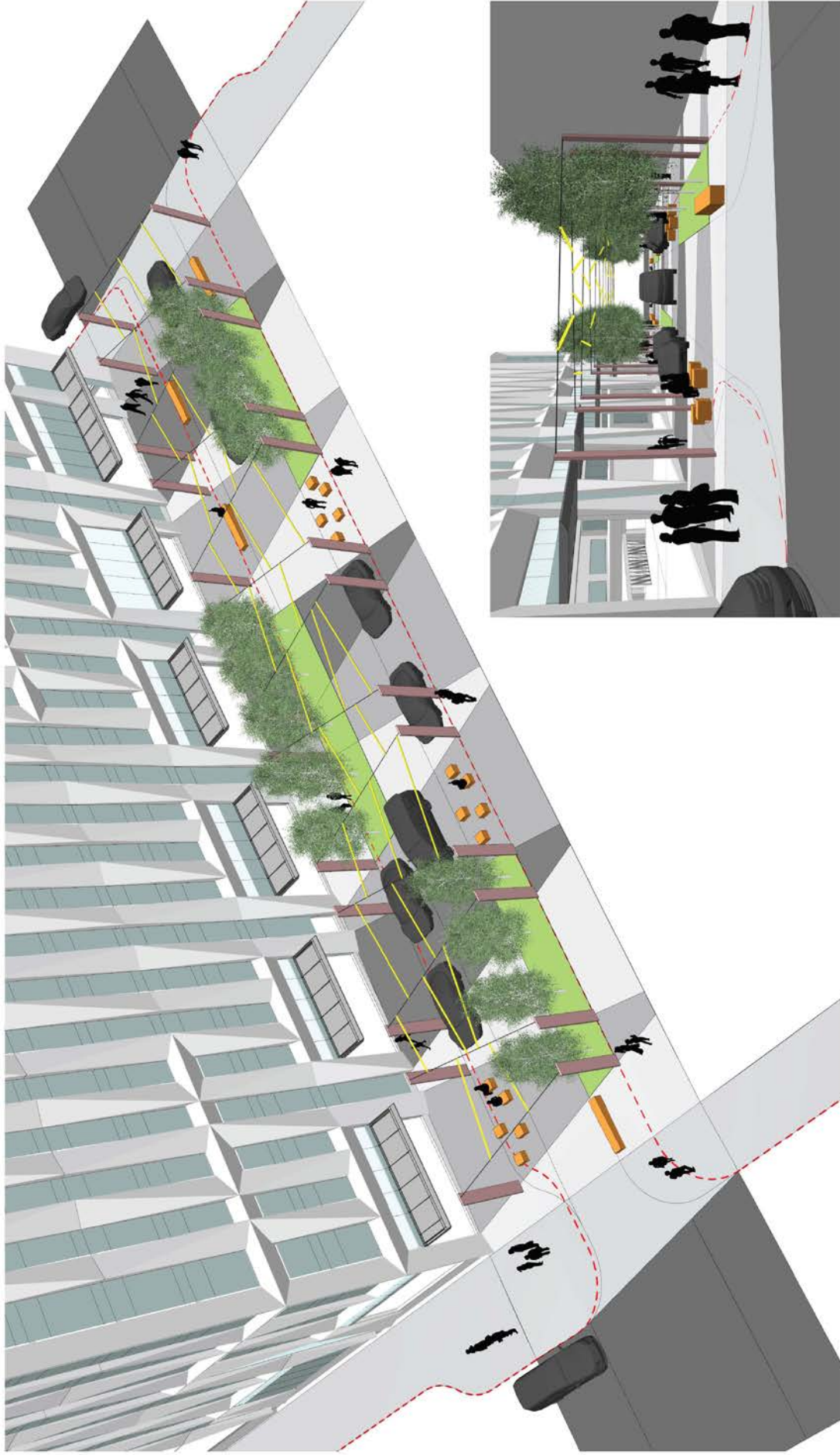


Site

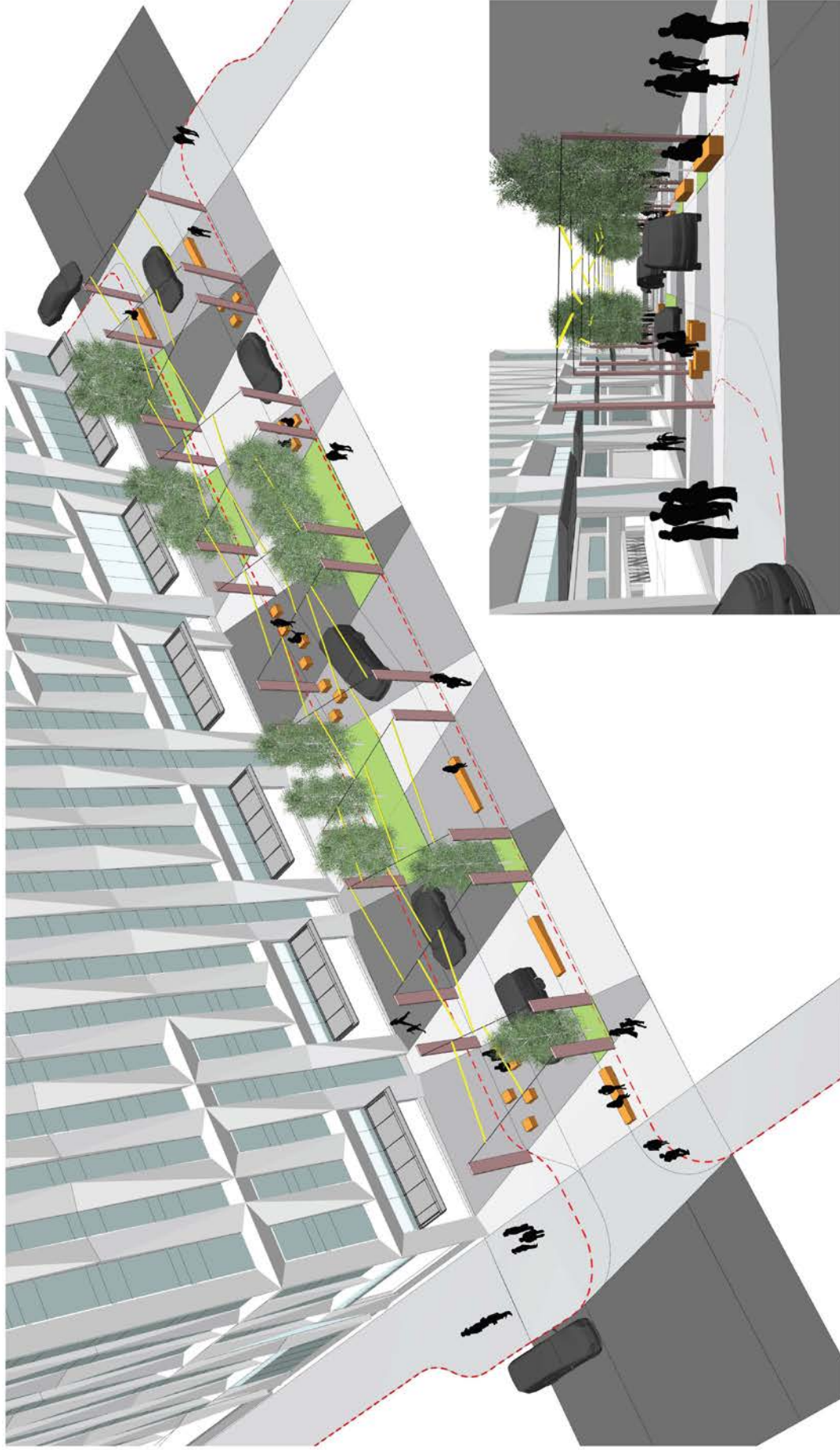


Historic Landmark

File No.	EA 18-159309 DA
1/4 Section	3029
Scale	1 inch = 200 feet
State ID	1N1E34CC 5900
Exhibit	B Apr 25, 2018



SW 9TH AVE OPTION C



SW 9TH AVE OPTION D

