



# City of Portland Design Commission

## Design Advice Request

### DISCUSSION MEMO

**Date:** November 6, 2018  
**To:** Portland Design Commission  
**From:** Puja Bhutani, Design Review  
 503.639.1575 | puja.bhutani@portlandoregon.gov  
**Re:** EA 18-261137 DA – Holden of Pearl, Senior Living  
 Design Advice Request Memo – December 13, 2018

Attached is a drawing set for the Design Advice Request meeting scheduled on December 13, 2018. The future review criteria will be the Central City Fundamental Design Guidelines and the River District Design Guidelines (see the matrix included with this memo). Please contact me with any questions or concerns.

#### I. PROGRAM OVERVIEW

Proposal for a new, 16 story building located on a full block site (Block 246) at the northeast corner of NW Quimby Street and NW 13th Avenue. The proposed use is a senior living facility with 241 residential and group living units with 149 parking stalls. Memory care units are located at Level 1. Assisted living and residential amenities are located at levels 1-4 with Independent living units located in the tower from Levels 5-16. Ground level commercial is proposed along NW 13th Ave. The residential lobby is located at the ground level at the northwest corner of the site. Parking and loading access off NW Quimby Street with residential drop off from the private drive at NW Raleigh. The proposal includes rooftop terraces at levels 2, 3, and 5.

#### II. DEVELOPMENT TEAM BIO

<b>Architect</b>	JP Emery   Ankrom Moisan Architects, Inc.
<b>Owner’s Representative</b>	Jeremiah Jolicoeur   Alliance Realty Partners, LLC
<b>Project Valuation</b>	TBD

#### III. RECOMMENDED DAR DISCUSSION TOPICS

Staff advises you consider the following among your discussion items on December 13, 2018:

##### CONTEXT

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1. **Policy.** The following summarizes key policy context as it applies to the subject site.
  - a. **Central 2035 Plan, The Pearl District.** The district is envisioned as a highly livable and multimodal urban neighborhood, which is culturally and ethnically diverse, family friendly complete *neighborhood*, with excellent access to public amenities. The area combines new architecture within the context of its industrial past. The Urban Design Concept highlights a desired retail/commercial character

along 13<sup>th</sup> Avenue and desired boulevard character along NW 12<sup>th</sup> Avenue. *(attached)*.

- b. Development Standards, Central City Plan District- Pearl Sub district.** Though early in the design process, the proposal appears generally compliant with zoning code standards (allowed use, maximum setbacks, parking, loading, landscaping, windows, etc.). Anticipated modifications include ground floor windows standards on Quimby frontage, loading and bicycle parking spacing standards.

This site falls within the boundary of the 1989 Hoyt Street Yards Central City Master Plan (DA 91-89/7948). Pedestrian easements, 25' wide, were required along Raleigh and 12th Avenue as part of a 1999 Central City Master Plan Amendment (99-00542 SU MS). A 2017 Subdivision Amendment removed Phase 5, which includes the site, from the originally approved subdivision, and hence allows the proposal without a final plat.

- c. Streets – NW Quimby & NW 13<sup>th</sup> Avenue** are local service streets. NW 12<sup>th</sup> Avenue and Raleigh are designated as transit access streets but are not platted and include 25' wide pedestrian easements.

- 2. Natural.** The site has a gentle topography, with a grade increase of approximately 2.5 feet from the west to east. The site is within the 1996 Flood Inundation Area, and hence will require a flood protection elevation of 32 feet. This implies that the ground level of the building will be raised by approximately 3 feet along NW 13<sup>th</sup>, and approximately 0.5-1 feet along NW 12<sup>th</sup>. Commercial uses can be at grade as long as they are dry flood proofed. Basement parking is only allowed for mixed-used buildings which include non-residential use permanently dedicated through a restrict covenant. Note, that the proposed basement garage might need to be reconfigured, depending on the access grade of the parking, loading and drop-off.
- 3. Built.** The North Pearl District has a mix of generally more historic industrial buildings to the south and more modern buildings to the north. The historic 13<sup>th</sup> Street loading docks are a key defining feature.

**4. Discussion Topics** (*Guidelines A1-1 Reinforce the identity of Pearl District Neighborhood, C4 Complement the context of existing buildings*)

The proposed building includes several contextually appropriate design responses. A tripartite design is provided by a differentiated base that includes a loading dock along NW 13<sup>th</sup> street, and a top floor that is defined by a shift in scale and pattern. It has a coherent design that references the industrial past; and proposed building materials include a mix of brick, metal and glass which blend historic materials with a modern expression. However, the overall massing needs to be further studied.

**a. Massing- Tower Location.**

Location of the tower on the east, along NW 12<sup>th</sup> Avenue, with the lower heights fronting NW 13<sup>th</sup> Avenue, would be a more appropriate response given the district's overall development pattern. Specifically, shorter, mid-rise buildings are generally located adjacent to NW 13<sup>th</sup> Avenue, and the more modern high-rise towers along NW 12<sup>th</sup> Avenue.

## PUBLIC REALM

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- 1. Site organization.** The active use bar and loading dock is located along NW 13<sup>th</sup>, while the residential use bar is adjacent the NW 12<sup>th</sup> pedestrian pathway and bikeway. The residential lobby and entrance is located at the northwest corner, along Raleigh. Memory care units are provided along and screened from Quimby Street by a private, raised courtyard.
- 2. Circulation System.** NW Raleigh and NW 12<sup>th</sup> Avenue have pedestrian easements and provide pedestrian pathway and bikeway access around the site. Parking and loading access is off NW Quimby Street, and residential drop off is from the private drive at NW Raleigh.

- 3. Discussion Topics** (*A4 Unifying Elements, A8 Vibrant Streetscape, B1 Reinforce pedestrian system, B2 Protect the Pedestrian, B4 Stopping and Viewing Places, B5 Make Plazas, Parks & Open Space Successful, B6: Develop Weather Protection, C6: Develop Transitions Between Buildings & Public Spaces, C8: Differentiate the Sidewalk Level of Buildings, C9: Develop Flexible Sidewalk Level Spaces*)

The project activates the corners by locating the building lobby and commercial use at the northwest and southwest corners, respectively. The loading dock wraps the corners and successfully activates and addresses the raised ground floor flood protection elevation along NW 13<sup>th</sup> Avenue. Commission's direction is requested for the remaining 3 ground level façade conditions as follows:

### a. NW Raleigh Street:

- i. Porte Cochere:* Locating the vehicle turn around and drop-off uses within the pedestrian easement, as proposed, will not result in a pedestrian friendly and activated path, which is intended to connect to Field Parks in the future. The open space is entirely auto-centric and does not create a plaza with inviting opportunities to relax and socialize. Furthermore, the River District does not have porte-cocheres; this expression is not urban and would not be contextually appropriate. Accordingly, the Commission has also not approved this request for previous proposals. Precedent examples include the Pearl Marriott (NW Marshall & NW 9<sup>th</sup> Avenue) where the proposed porte-cochere was replaced by a courtyard and curbside drop-off; and the NV apartments where the proposed porte-cochere was similarly eliminated for an open entry plaza and curbside drop-off.

Locating the memory care courtyard along this façade, adjacent to the pathway and the Abigail's central courtyard, would create a more successful pedestrian and gathering space expression. Passenger drop-off could be considered along Quimby, either curbside in the right of way or consolidated with the parking entrance within the building.

### b. NW 12th Avenue:

- ii. Building Setback:* The distance between the proposed and a future adjacent building on the east is critical to provide a pleasant and welcoming pedestrian/bikeway connection. At only 25' between buildings the pedestrian realm and inviting feeling of connection would be compromised. A successful pedestrian pathway usually requires a minimum of 40 feet width between the adjacent building facades. For instance, the

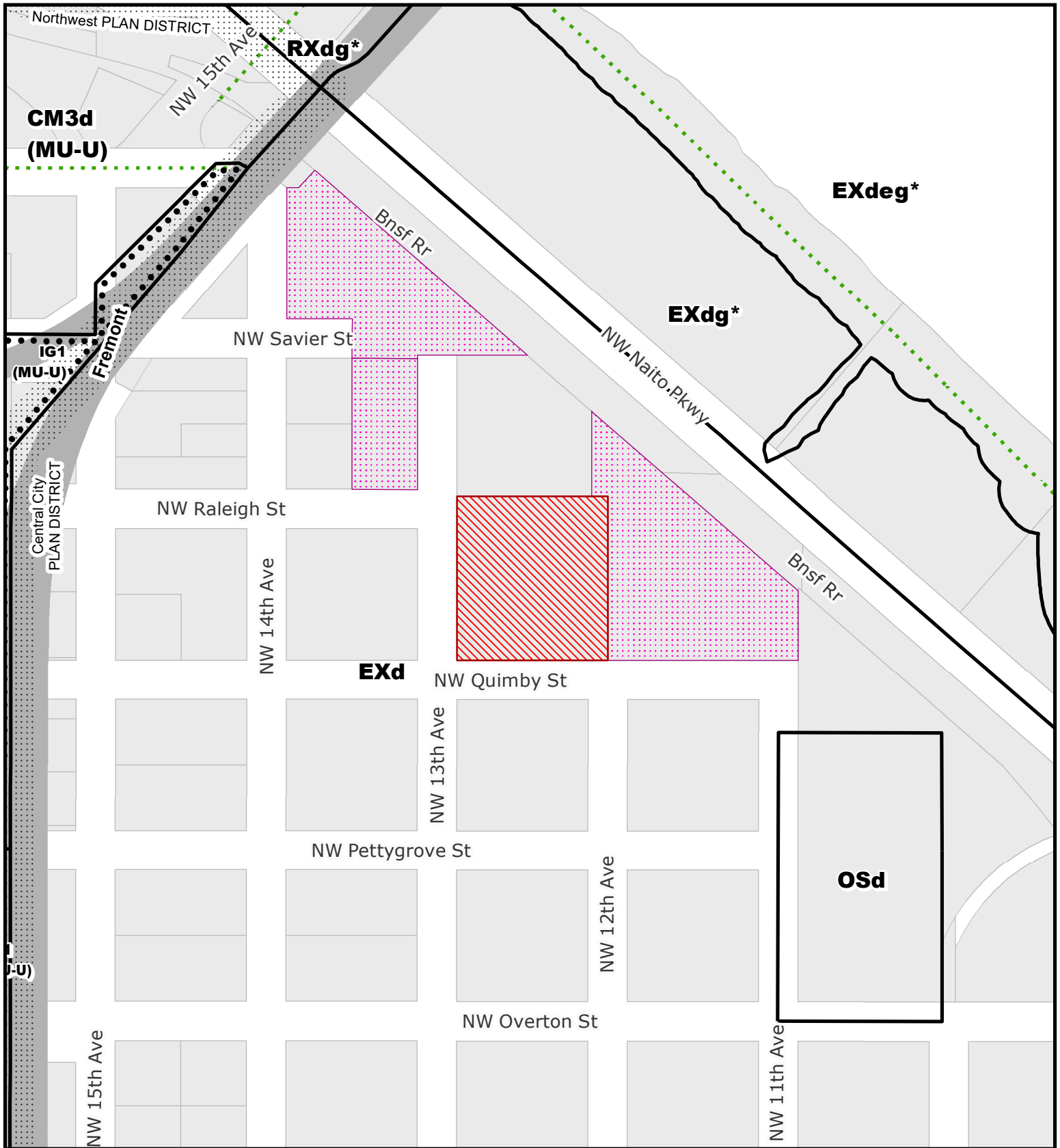
mid-rise buildings are separated by at least 40' for NW Kearney, which is a pedestrian street between NW 11<sup>th</sup> and NW 12<sup>th</sup>. The applicant should study and provide examples of successful resolution of pedestrian pathways and sections to support the proposed widths.

*iii. Landscape Treatment:* Memory care requirements imply that the units along this facade cannot be accessed from NW12th, and therefore precludes stoops and entrances to activate this frontage. Setting the building back, as discussed above, and activating this façade through an enhanced landscaped treatment- with terraces, art, seating and gathering spaces – would better activate this façade and provide the right amount of transition to provide comfort and invitation to pedestrians.

**c. NW Quimby:**

*i. Parking, Loading, Drop-off:* Parking and loading frontages should be minimized and located away from the corner retail and outdoor sitting area. As discussed above, consider relocating the memory care unit courtyard to Raleigh and the passenger drop off in the Quimby right of way. This could also result in more frontage being available for commercial/amenity use along this façade for better activation. Note that commercial uses can be provided at sidewalk grade level as long as they are dry-flood proofed.





*Enclosures: Zone Map, Urban Design Concept, Design Guidelines Cheat Sheet, 11x17 Drawing set.*



# ZONING



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

-  Site
-  Also Owned Parcels
-  Bridge
-  Recreational Trails

File No.	EA 18-261137 DA
1/4 Section	2828,2928
Scale	1 inch = 200 feet
State ID	1N1E28DD 712
Exhibit	B Nov 05, 2018



# THE PEARL

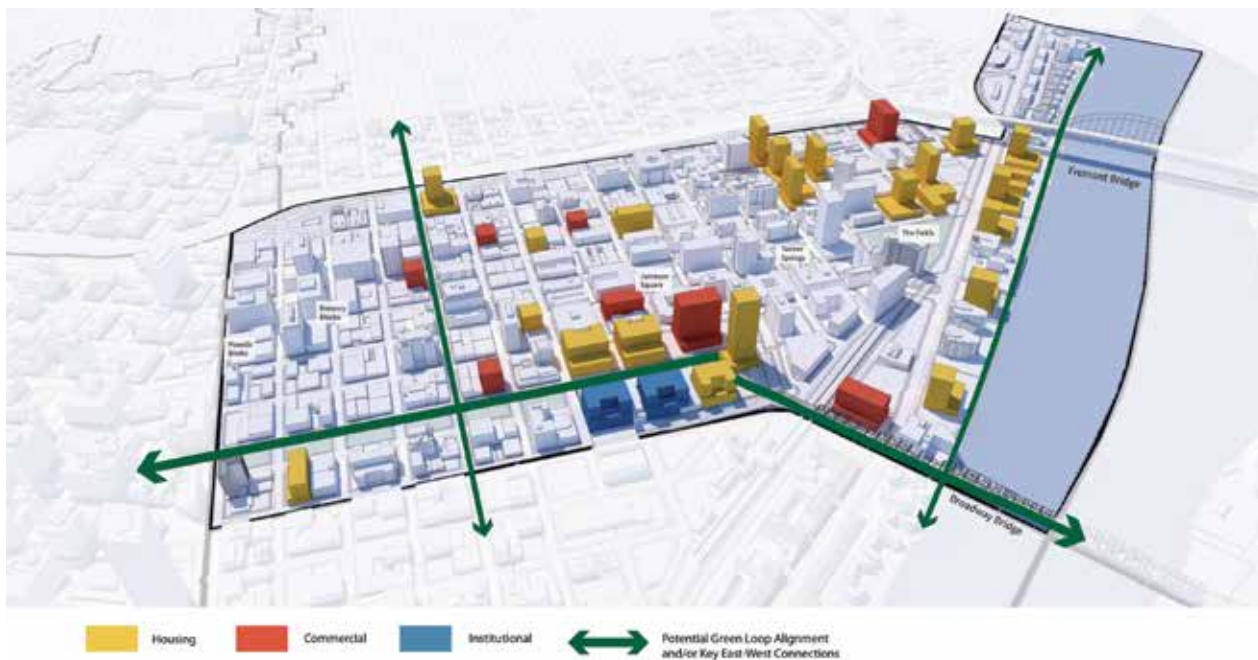


Characterized by a mix of housing, employment, retail and arts and entertainment establishments, the Pearl is supported by a multimodal transportation network, a system of parks, affordable and market rate housing, and a growing job base. The area combines new architecture within the context of its industrial past, with many former warehouse and industrial service buildings now repurposed for new uses. The residents of the Pearl are some of the most diverse in the Central City and include people at all income levels, families with children, seniors and students.

## 2035 VISION

A highly livable and multimodal urban neighborhood, the Pearl is a culturally and ethnically diverse, family-friendly complete community, with excellent access to public amenities including the Willamette River, retail services, cultural institutions and public transportation.

The district is a 21st-century model of social, environmental and economic sustainability. Its industrial past and historical assets, high quality mixed use development, exciting urban riverfront, shops, art galleries and restaurants attract visitors from all over the world, creating an ideal setting for its numerous creative sector businesses.








*Between 2010 and 2035, the Pearl is expected to grow by 6,000 households and 4,000 jobs, for a total of 11,600 households and 14,700 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.*

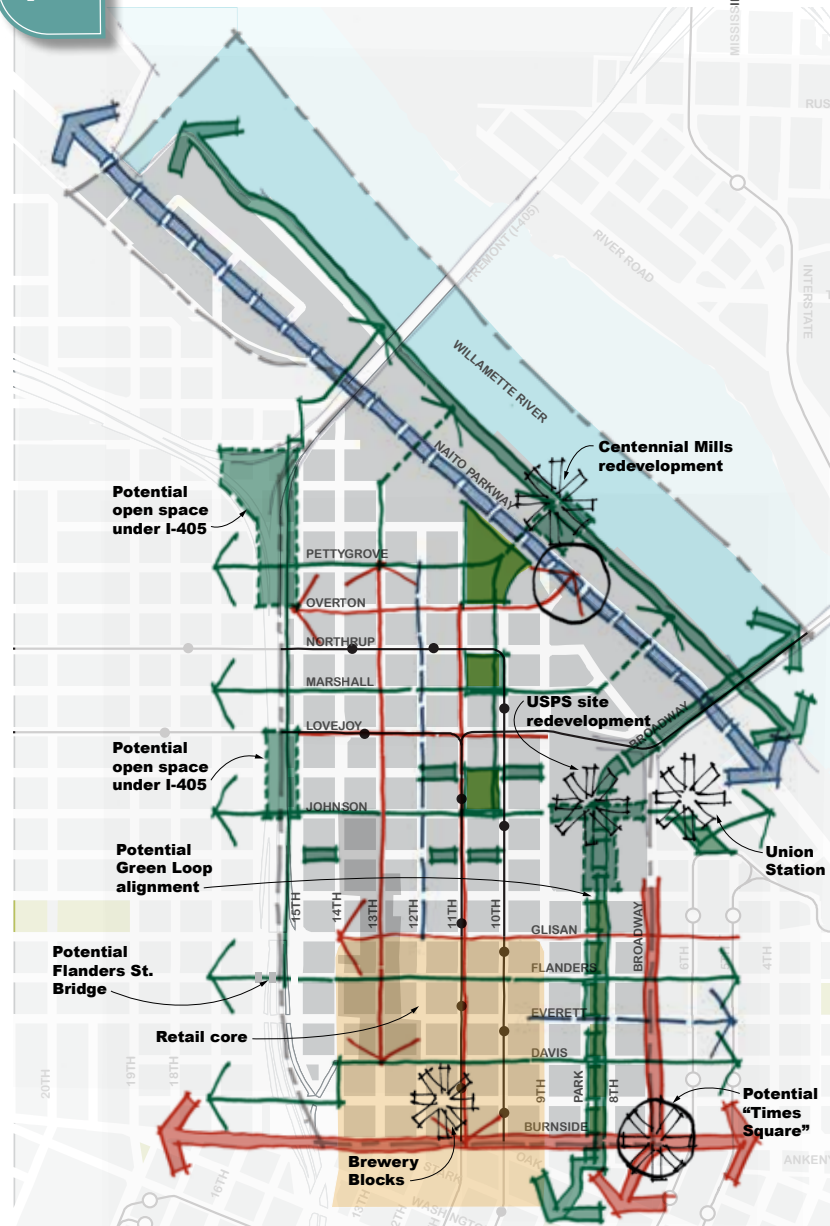
## KEY ELEMENTS

- Extend the retail core to NW Glisan
- Explore open spaces uses for parcels under I-405
- Redevelop the US Postal Service site for high density employment and signature city attractions
- Create a unique urban riverfront with Centennial Mills serving as the centerpiece
- Develop the Green Loop through the North Park Blocks to the Broadway Bridge

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

## PL URBAN DESIGN CONCEPT DIAGRAM



The Pearl hosts a truly diverse mix of residential, commercial, industrial and institutional uses. Attractions include the Brewery Blocks and Powell's City of Books. Great potential for new attractions exists at the United States Postal Service (USPS) site and at Centennial Mills. Key intersections and gateways include NW 9th Avenue and Naito Parkway and West Burnside Street and NW Broadway.

The concept diagram also highlights the desired retail/commercial character of NW 11th and 13th avenues, NW Overton, Glisan and West Burnside streets, and NW Broadway; the desired boulevard character of Naito Parkway, NW 12th Avenue and NW Everett Street; and the desired flexible character of NW Davis, Flanders, Johnson, Marshall and Pettygrove streets. The diagram also shows the potential Green Loop alignment along Park Avenue through the USPS site, with connections via NW Johnson and Flanders to Northwest Portland and the greenway trail.

CENTRAL CITY FDG (2003) + RIVER DISTRICT DG (2008)		PROJECT NAME: Holden of Pearl, Senior Living		CASE NUMBER EA 18-261137DA	
DATE		PROJECT ARCHITECT: JP Emery, Ankrom Moisan Architec		PROJECT VALUE \$ TBD	
CONTEXT		STAFF		COMMISSION	
		+ / -	Comments	+ / -	Comments
A1: Integrate the River					
	A1-1: Link the River to the Community	+	N-S Tower Bar oriented to river		
A2: Emphasize Portland Themes		+/-	Water feature in Porte Cochere		
A3: Respect the Portland Block Structures					
	A3-1: Provide Convenient Pedestrian Linkages	+/-	North, East pedestrian pathways. Plaza/Courtyard, pathway design improvements needed		
A5: Enhance, Embellish & Identify Areas					
	A5-1: Reinforce Special Areas				
	A5-1-1: Reinforce the Identity of the Pearl District Neighborhood	+/-	Loading dock, Materials, Tripartite Expression, Bridge views. Missing pathways needs more		
	A5-3: Incorporate Water Features	+	Water feature in Porte Cochere		
	A5-4: Integrate Works of Art	-	None proposed at the moment. Should be considered for the pathways/plazas		
A6: Re-use, Rehabilitate, Restore Buildings		N/A			
A9: Strengthen Gateways			Not a Gateway location		
	A9-1: Provide a Distinct Sense of Entry and Exit	-	However, it is a terminus for NW 13th, and the neighborhood focus identified at NW 1th & Raleigh needs more design consideration		
C1: Enhance View Opportunities		+	N-S Tower Bar oriented to river, and preserves Fremont Bridge views		
	C1-1: Increase River View Opportunities				
C4: Complement the Context of Existing Buildings		+/-	Loading dock, Materials, Tripartite Expression, Massing & Building setbacks needs more consideration		
PUBLIC REALM		STAFF		COMMISSION	
		+ / -	Comments	+ / -	Comments
A4: Use Unifying Elements		-	Pathway design and building setbacks need to be better considered		
A7: Establish and Maintain a Sense of Urban Enclosure		+	Build to lot line		
A8: Contribute to a Vibrant Streetscape		+/-	NW 13th façade successful. All other frontages need improvement		
	A8-1: Design Fences, Walls, and Gateways to be Seen Over	-	Memory care fence does not seem to allow this		
B1: Reinforce and Enhance the Pedestrian System					
	B1-1: Provide Human Scale to Buildings Along Walkways	-	Raleigh, Quimby, NW12th need improvements		
B2: Protect the Pedestrian		-	Raleigh, Quimby, NW12th need canopies		
B3: Bridge Pedestrian Obstacles		+	ADA Access		



B4: Provide Stopping and Viewing Places	+/-	Pathway and plaza include benches, but overall design needs improvement		
B5: Make Plazas, Parks & Open Space Successful	-	Pathway, plaza design and building setbacks need to be better considered		
B6: Develop Weather Protection	-	Raleigh, Quimby, NW12th need canopies		
B7: Integrate Barrier-Free Design	+	ADA Access		
C3: Respect Architectural Integrity	N/A			
C3-1: Integrate Parking	+/-	Parking in basement. Garage access and drop off needs to be better integrated.		
C6: Develop Transitions Between Buildings & Public Spaces	+/-	Loading dock is successful. Pathway, plaza design and building setbacks need to be better considered		
C7: Design Corners that Build Active Intersections	+	Lobby access commercial and amenity uses at corners and loading dock wrap the corners		
C8: Differentiate the Sidewalk Level of Buildings	+/-	More activation along NW 12th and Quimby		
C9: Develop Flexible Sidewalk Level Spaces	+/-	Loading dock along NW 13th, pedestrian path/plaza. However need design improvements		
C9-1: Reduce the Impact of Residential Unit Garages on Pedestrians	-	More thoughtful integration of parking, loading and drop-off		
<b>QUALITY AND PERMANENCE</b>	<b>STAFF</b>		<b>COMMISSION</b>	
	<b>+ / -</b>	<b>Comments</b>	<b>+ / -</b>	<b>Comments</b>
C2: Promote Permanence & Quality in Design	+	Brick, metal, glass- are durable materials		
C5: Design for Coherency	+	Coherent simple design, tripartite expression, entrances at corners		