



DESIGN ADVICE REQUEST

1010 SE ASH STREET

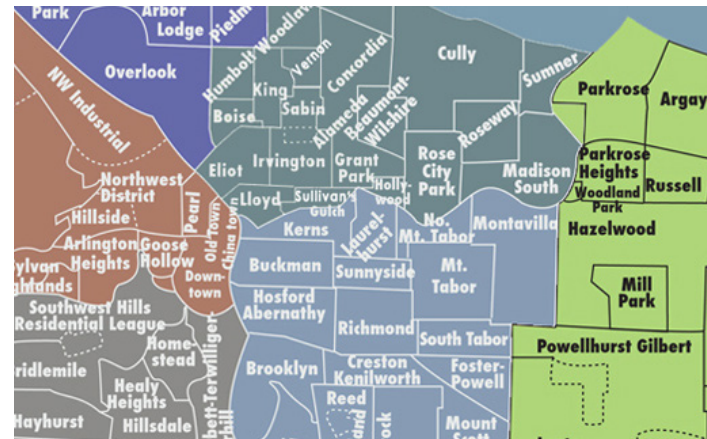
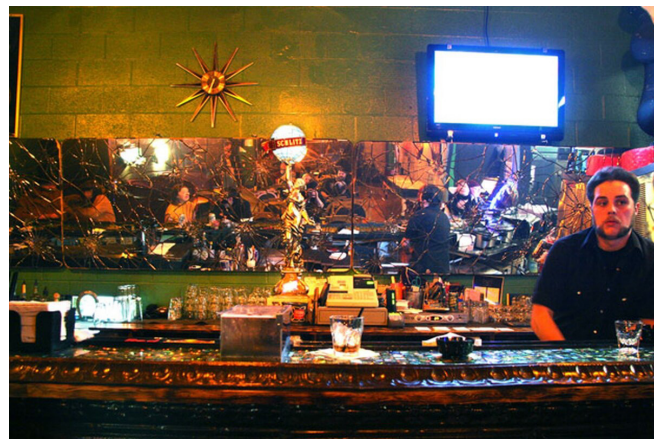
Portland, OR 97214

February 24, 2020



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Development Summary

Defining Program:

- Create new infill project reflecting character of neighborhood
- Create new infill project that complements adjacent Troy Laundry Building
- Provide new residential and retail uses
- Activate streetscape with retail and pedestrian access on (3) principle facades
- Provide 100% concealed below-grade parking

Metrics:

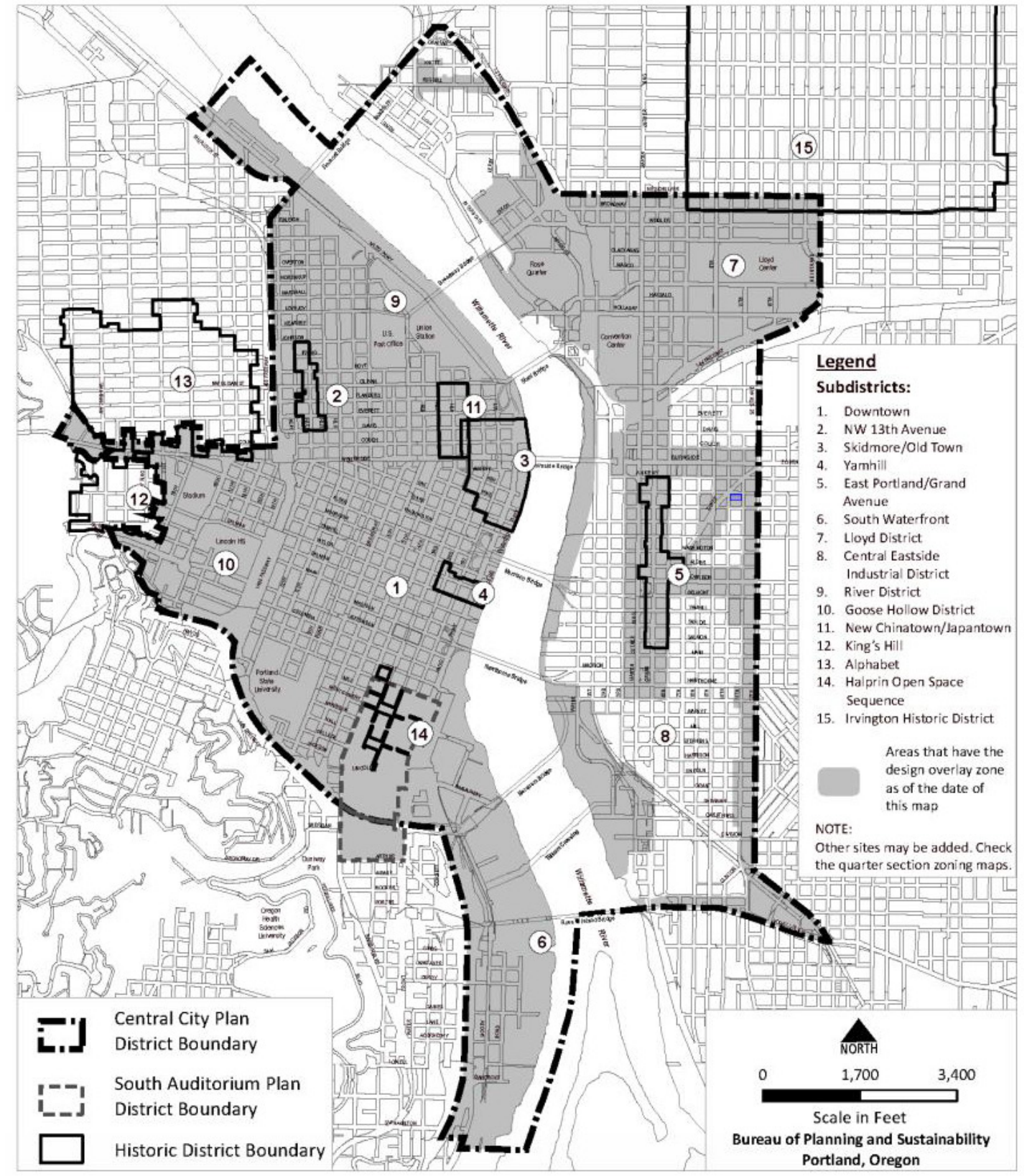
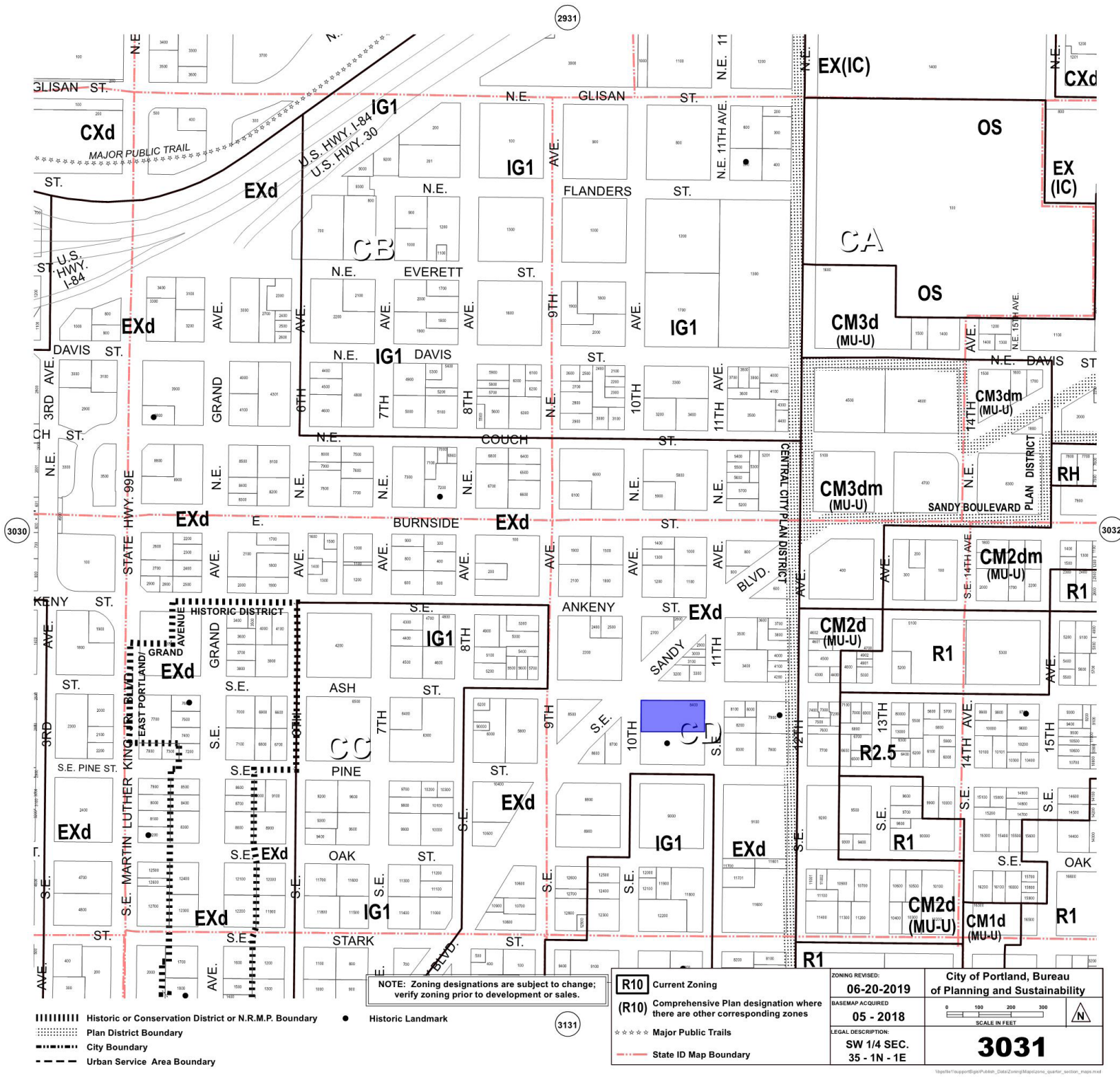
- Address: 1010 SE Ash Street
Portland, OR 97214
- Site Area: 20,000 Gross Square Feet
- Level 1 Retail/Commercial: 7,328 SF
- Structured Below Ground Parking (GSF):
36,650 SF (86 spaces)
- 135 Residential Units on floors 2-6
- Gross Building Area: 147,366 SF
- Residential Area: 88,157 SF



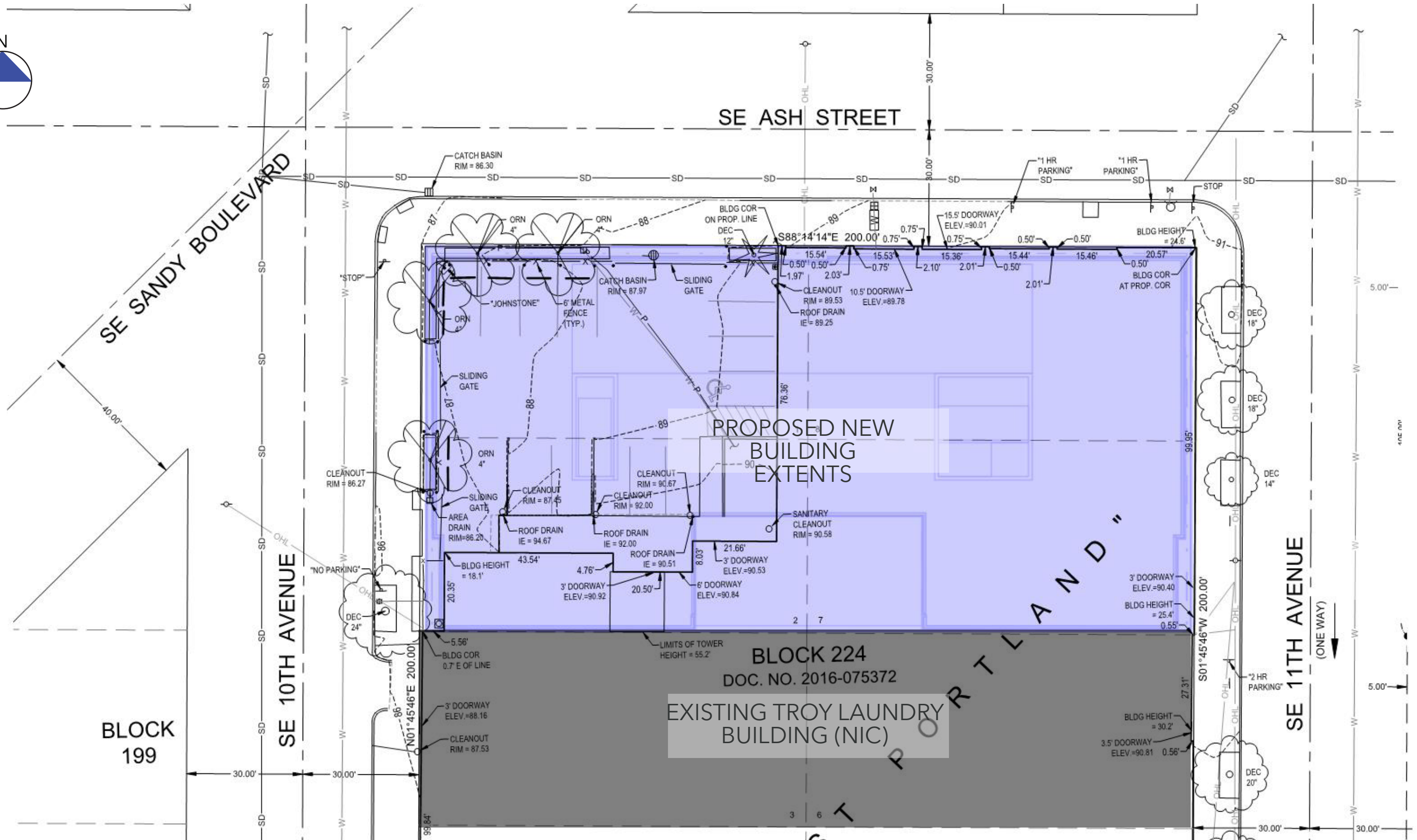
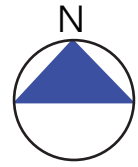
Zoning Summary

	REQUIREMENT	SECTION	ACTUAL
Existing Zone	EXd Central Employment / design overlay CC - Central City Plan District Central Eastside Industrial District	Portland Zoning Map CC - 33.510 EX - 33.140 d - 33.420	
FAR	9:1 max / 3:1 min	33.510.200 / Map 510-2	5.48
Base Height	65' max height	33.510.210 / Map 510-3	
Exceptions	height increase to 125' 4' parapet & railings 16' elevator equipment / 10' mech & stair* ** *setback 15' at street facade ** 10% max road coverage	33.510 / Map 510-3	Total Height = 68' - 6"
Building Lines	75% of the building must extend to the street lot line or be within 12' of lot line and have active uses	33.510.215 / Map 510-7	Complies
Max Building Setbacks	10' along transit street or pedestrian street 0' along ROW	33.510.215 / Table 140-2	Complies
Max Building Coverage	100% of site area	33.140.225 Table 140-2	100% Coverage
Parking	minimum is 1.0 per 2.0 units maximum is 1.2 per DU & 1 per 200 sf of retail area 8'-6" x 16' stall with 20' drive aisle	33.510.261 33.266.130 / Table 266-4	86 Parking Stalls Complies
Parking + Loading Access	1 standard A (35' x 10' x 13' clear) or 2 standard B (18' x 9' x 10' clear)	33.510.263 / 33.266.310	2 standard B
Bicycle Parking	long term / short term retail 2 or 1 per 12,000 sf net / 2 or 1 per 5,000 sf net residential 1.5 per 1 unit / 2 or 1 per 20 units	33.266.210 / Table 266-6	Complies Complies Complies
Design Review	Central Eastside Industrial District	33.420.051 Design Guidelines	See pages 43-50
Windows (Ground Floor)	50% of frontage length and 25% of area of ground level along ROW	33.140.230 / Map 510-8	Complies
Windows (Above Ground Floor)	40% coverage of wall area (2'-10') 15% of facade area to be glazed	33.510.220 33.510.221 / Map 510-8	Complies Complies
Bird Safe Exterior Glazing	required where facade has 30% glazing or more in the first 60' from grade and with 15' of an ecoroof	33.510.223	Complies
Ground Floor Active Uses	required 50% of ground floor wall fronting sidewalks, plazas or open space Standards: 12' clear from FF to B/structure 25' deep (space) minimum	33.510.225 / Map 510-9	Complies Complies Complies
EcoRoofs	new construction > 20,000 sf net 100% coverage except where roof slope exceeds 25% 40% of roof area can be: mech, stair, elev & common outdoors	33.510.243	Complies Complies
Low Carbon Buildings	new construction > 50,000 sf net required to register for a green building certification program	33.510.244	LEED
Transit Street Main Entrance	provide main entry along transit street or within 25' and 45° angle or less	33.140.242 / Figure 140-6	Complies

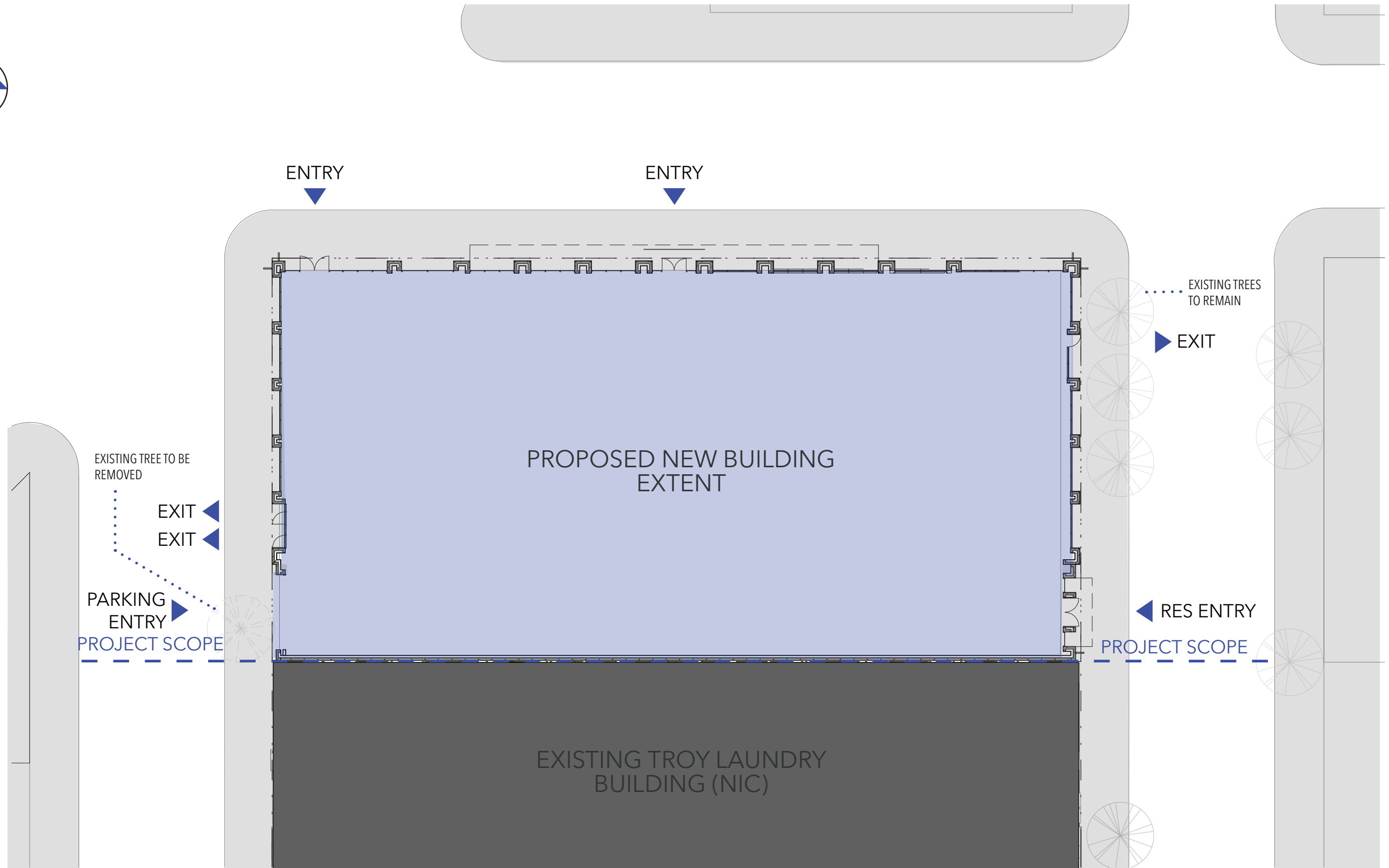
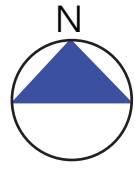
Zoning Summary



Existing Site Conditions



Proposed Site Plan



Pre- Application Conference - Guidance

Summary of Planner response comments from the Pre-Application Conference.

1 Historic Resource Review Process

The project will be subject to a Type 3 Historic Resource Review including the criteria and neighborhood contact requirements as defined in the Portland Zoning Code.

2 Specific Historic Resource Review Issues

a. Mass & Scale: Staff has previously indicated support for a half-block development of the general scale that is proposed - based on the urban setting and the boundary of the historic landmark (neighboring Troy Laundry Building).

b. Compatibility: The new development should be deferential to the historic landmark to the south, potentially incorporating the fenestration pattern, rhythm of bays, and height datum.

c. Detailing: Staff encourages high quality design details that reflect the character of the historic landmark, ala punched windows, brick details, and established hierarchies.

3 Specific Development Standards to Note

a. Required Building Line: The required building line standard must be met on SE 11th Avenue. PedPDX may require a significant ROW dedication on the east side.

b. Ground Floor Windows: 40% glazing for each frontage for ground floor windows.

c. Bird Safe Glazing: When facades have 30% or more glazing, bird-safe glazing must be provided for the first 60' above grade.

d. Ecoroofs: Ecoroofs must cover 100% of the roof except for 40% that can be covered with mech. equipment, uncovered common outdoor areas, etc.

e. Low-Carbon Buildings: New buildings must be registered with a green building certification program.

f. Additional Standards in the Central Eastside Subdistrict: This standard requires greater sound insulation - applicable if the lot remains as currently configured.

g. Parking and Loading Access: An adjustment is required to allow vehicle access on SE 11th Street (designated as a Major Truck Street).

4 Applicable Development Standards

Refer to full response comments for list.

5 General Design Items to Note

a. Building Materials: High quality, durable materials that respond to the surrounding context and district are expected. At ground level facing pedestrian areas, robust materials should be provided to ensure longevity.

b. Ground Level Materials: Materials at the ground floor should be durable for use adjacent to public sidewalks.

c. Ground Level Weather Protection: Pedestrian weather protection should be provided via canopies or setbacks at ground level.

d. Loading and Parking Door Materials: Doors should be integrated with the architecture, solid doors with translucent are a supportable option.

e. Vents/Louvers & Mechanical: Venting through the roof is preferred. If mounted on the facade, vents/louvers should be integrated into the window openings. Mechanical units should be organized and screened.

f. Gas & Electric Meters: Locate gas and electric meters inside the building to minimize their impact.

g. Exterior Lighting: Exterior lighting should be integrated into the building's concept and provide a safe pedestrian experience.

h. Signs: Signs should be appropriately sized for the building, district and pedestrian realm, and use district-appropriate materials.

6 Coordination with Other Agencies

a. Transportation (PBOT):

- Utility Transformers: Locate utility transformers underground, adjacent to the right-of-way.

- Garage entrance setback from property line: A design exception will be required for garage entry doors < 20' from the property line.

- Oriel windows: Projecting bays (oriel windows) are subject to the Window Projection into Public ROW standards.

b. Environmental Services (BES):

- Stormwater Management: All stormwater management information must be submitted with the Historic Resource Review application.

c. Fire / Life Safety:

- Preliminary Life Safety meeting: a separate meeting is encouraged before the Historic Review approval.

- Glazing and Energy Calculations: If large amounts of glazing are proposed, submitting calculations is encouraged prior to the Historic Resource Review.

d. Housing Bureau (PHB): Coordinate Inclusionary housing requirements.

e. State Historic Preservation Office (SHPO): Contact local official.

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CONCEPT

Located in the Buckman neighborhood in the Central Eastside District of Portland, 1010 SE Ash balances the influence of the immediate historical context with the growth of urban living in Portland. Taking the cue of old vs. new as an opportunity creates an architectural fabric that has the patterns, substance and rigor of historical details, along with the youth and energy of the Central Eastside culture. Situated alongside its adjacent neighbor, the landmarked Troy Laundry Building, 1010 SE Ash is shaped by this confluence by reflecting the historic context in a sophisticated, modern design.

DESIGN OBJECTIVES

Promote Existing Pedestrian Culture

Mediate the Intersection of Historical Detail and Contemporary Living

Weave Surrounding Neighborhoods into a Cohesive Urban Experience

Utilize a Material Logic that provides a sense of Permanence, Integration, Hierarchy, and Unification

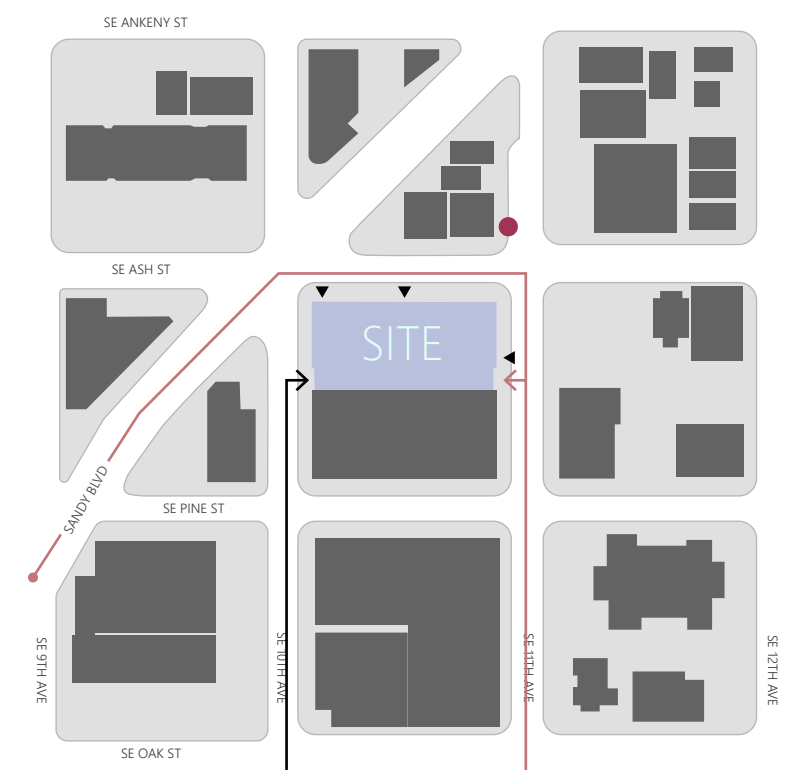
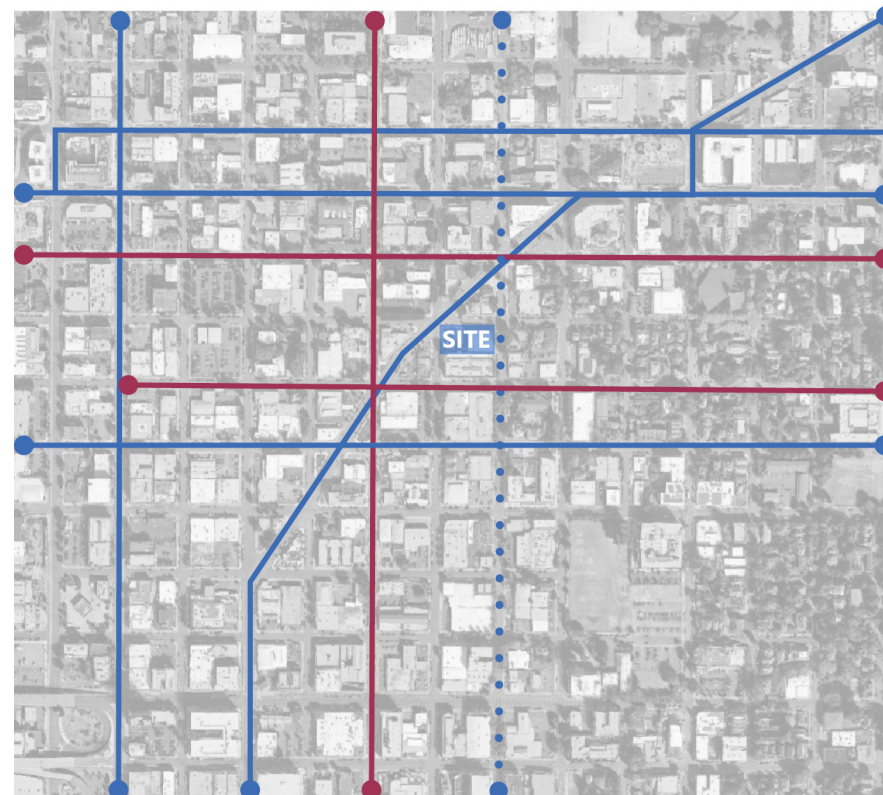
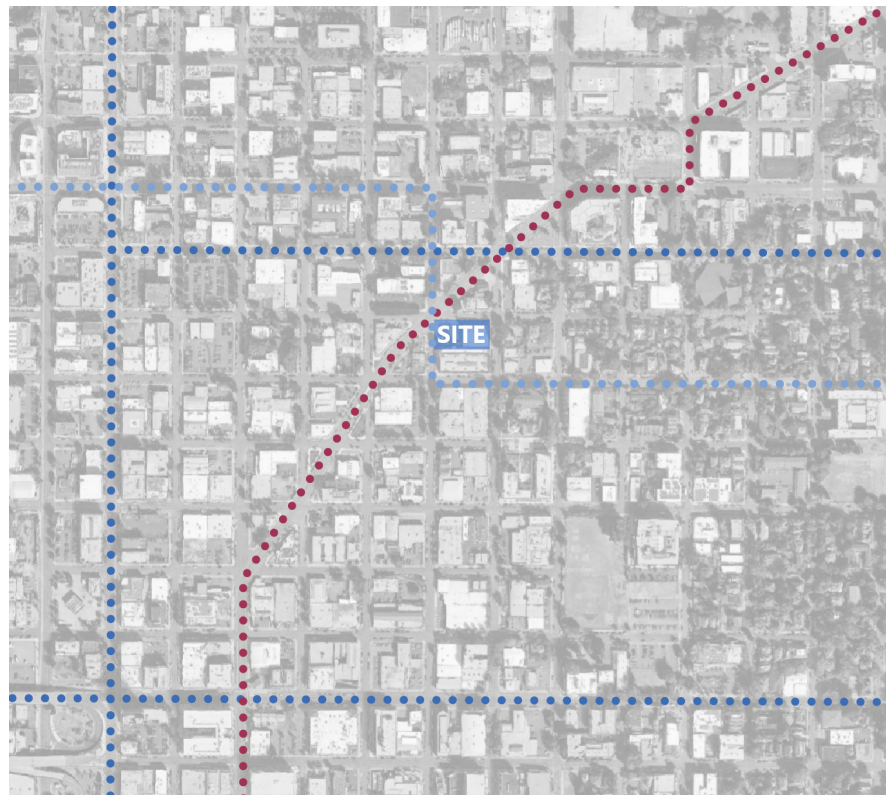
CONTEXT | Site Analysis & Implementation



SITE - Expanded Context



SITE - Past, Present & Future Circulation Considerations

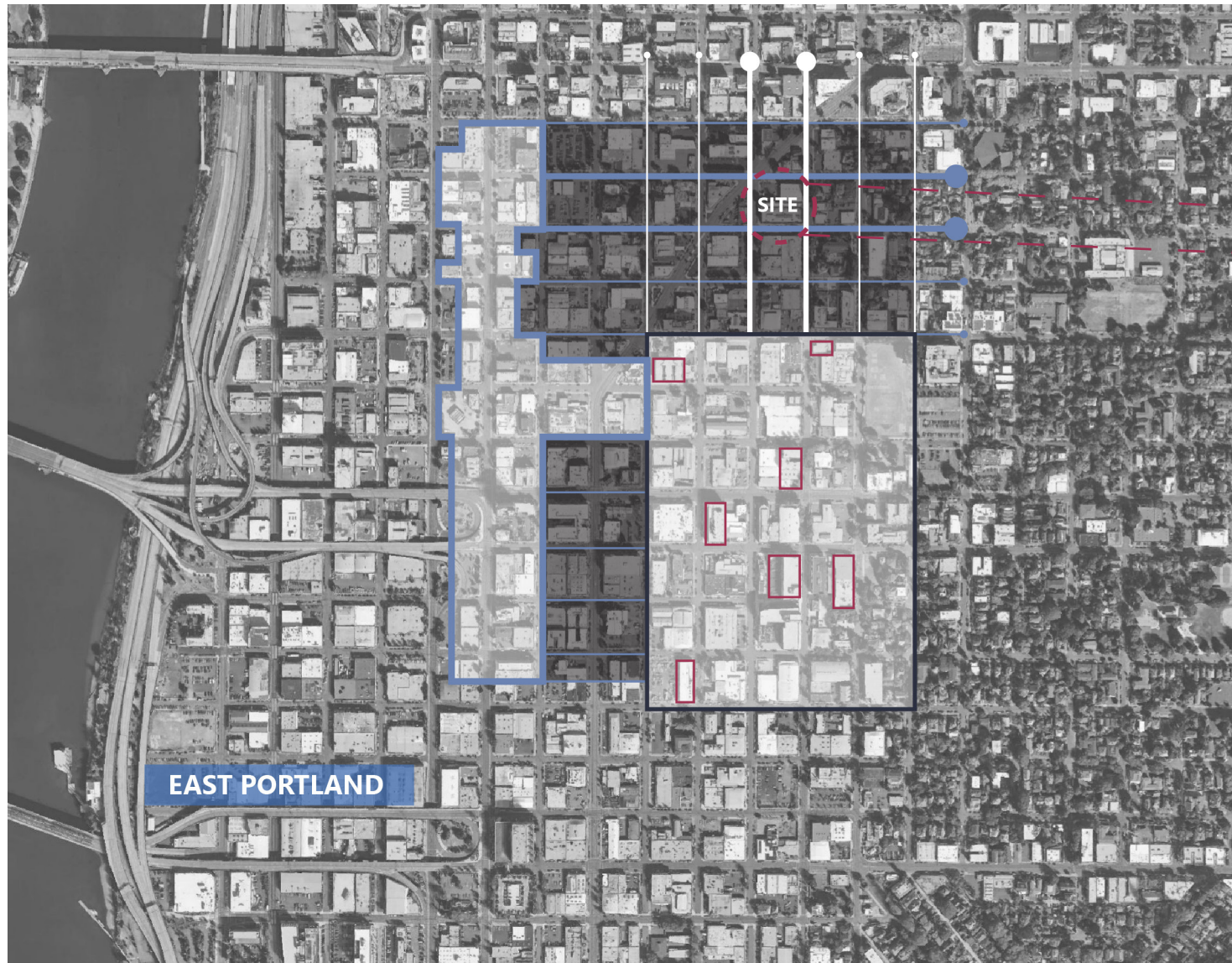


- HISTORIC SANDY BLVD.
- 1904 PORTLAND RAILWAY CO. TROLLEY PATH
- 1904 CITY & SUBURBAN RAILWAY CO. PATH

- PedPDX MAJOR CITY WALKWAY
- PedPDX NEIGHBORHOOD WALKWAY
- FUTURE PedPDX NEIGHBORHOOD WALKWAY

- PROPOSED BIKE ENTRY
- BUS STOP
- VEHICLE ENTRY
- ▶ PEDESTRIAN ENTRY

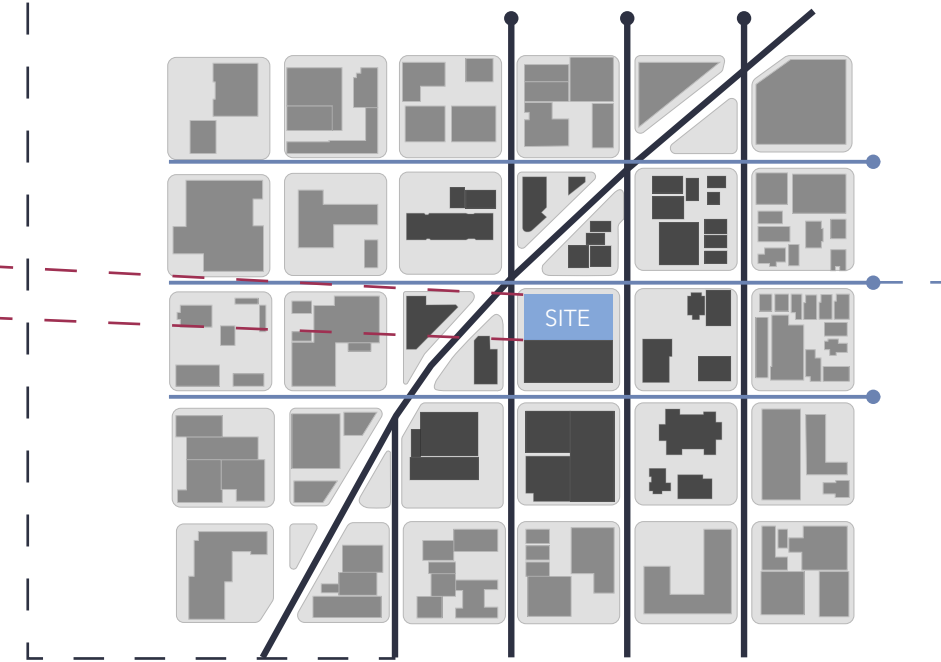
SITE - Historic & Contemporary Overlay



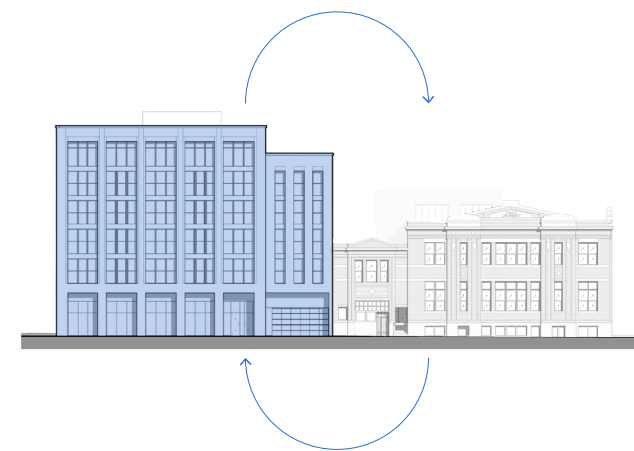
Historic District
 Residential Developments

Site is 2-5 blocks North of existing new residential developments

5 Blocks from the Grand Ave. Historic District

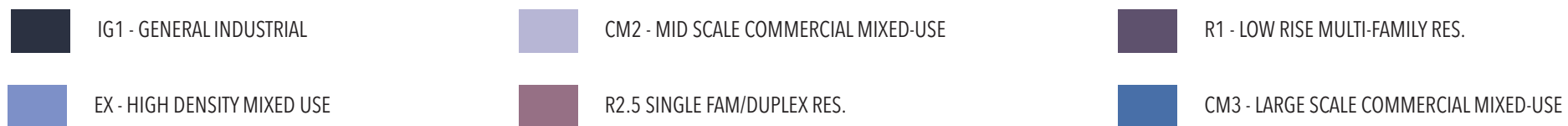
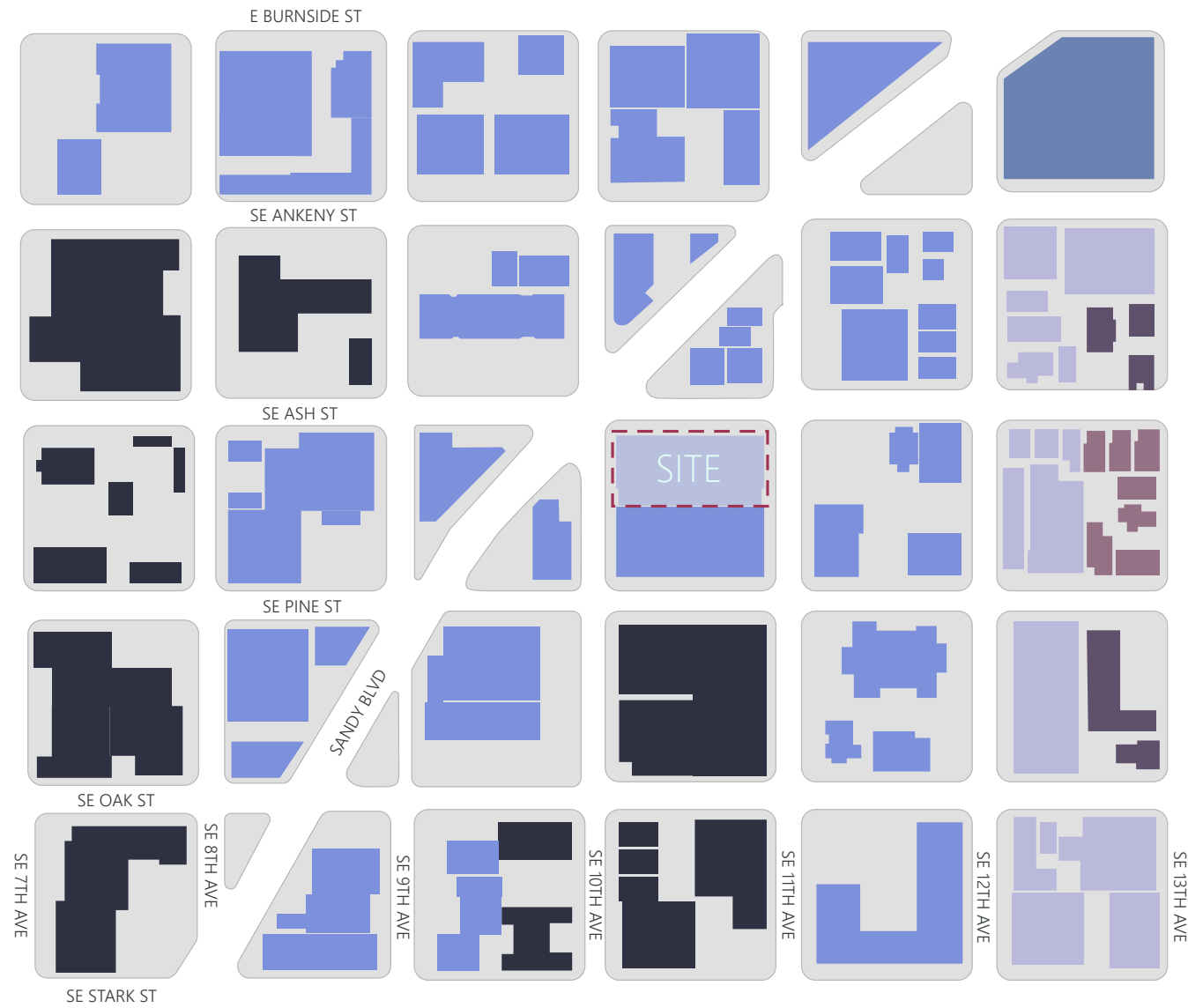


Urban Living



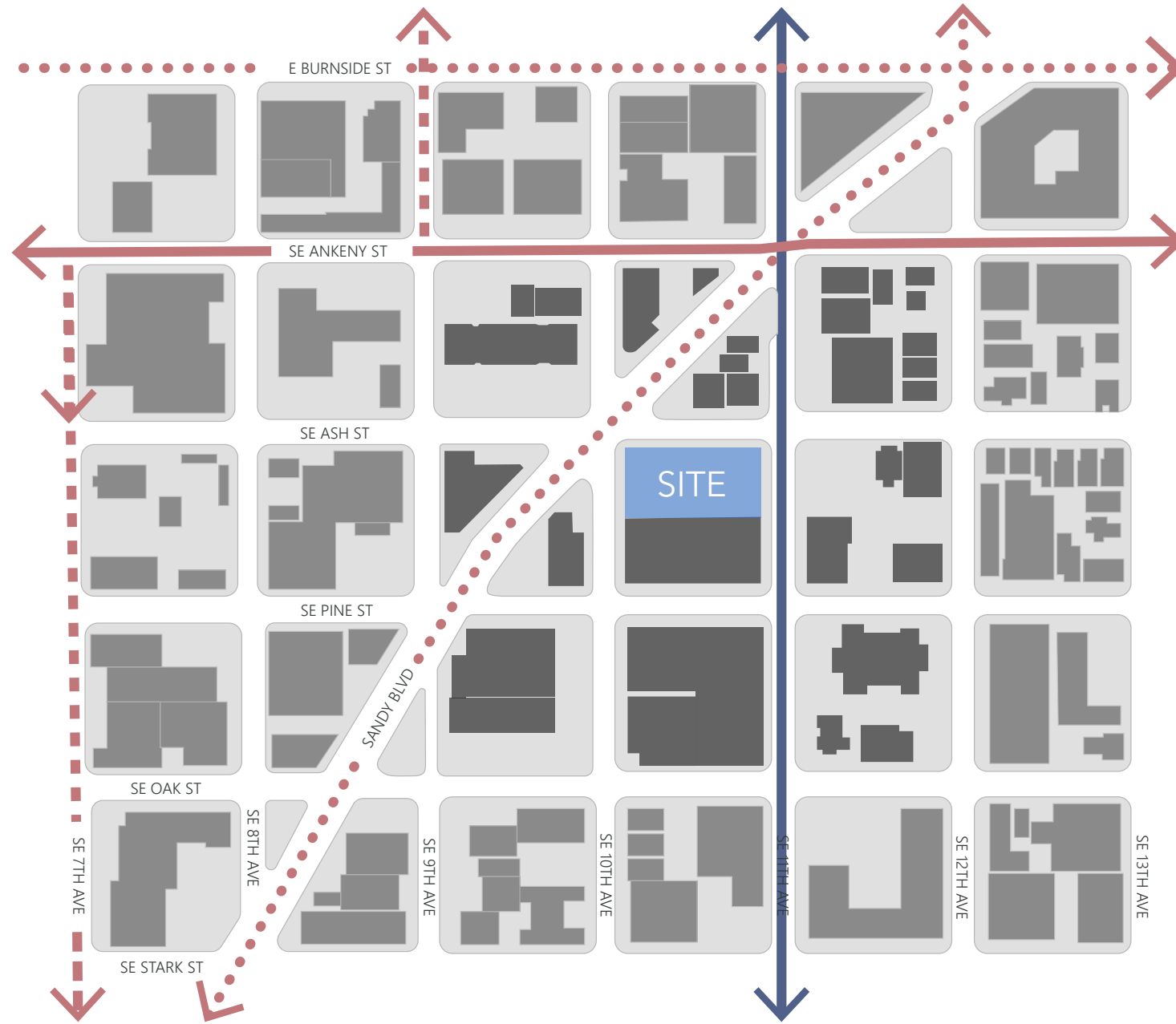
Historical Architectural Identity

SITE - Surrounding Program

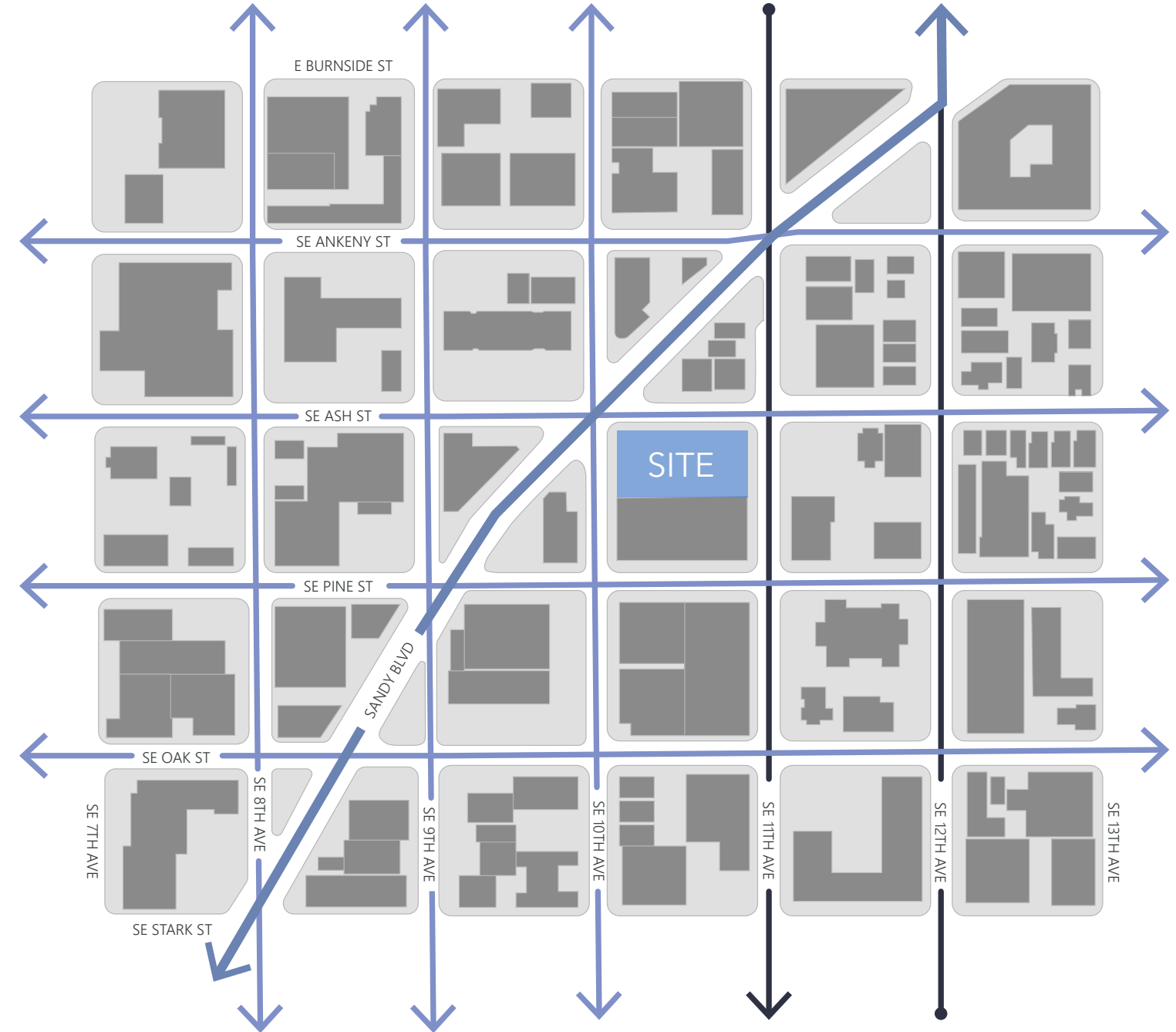


SITE - Circulation

Bike Paths



Traffic Directionality



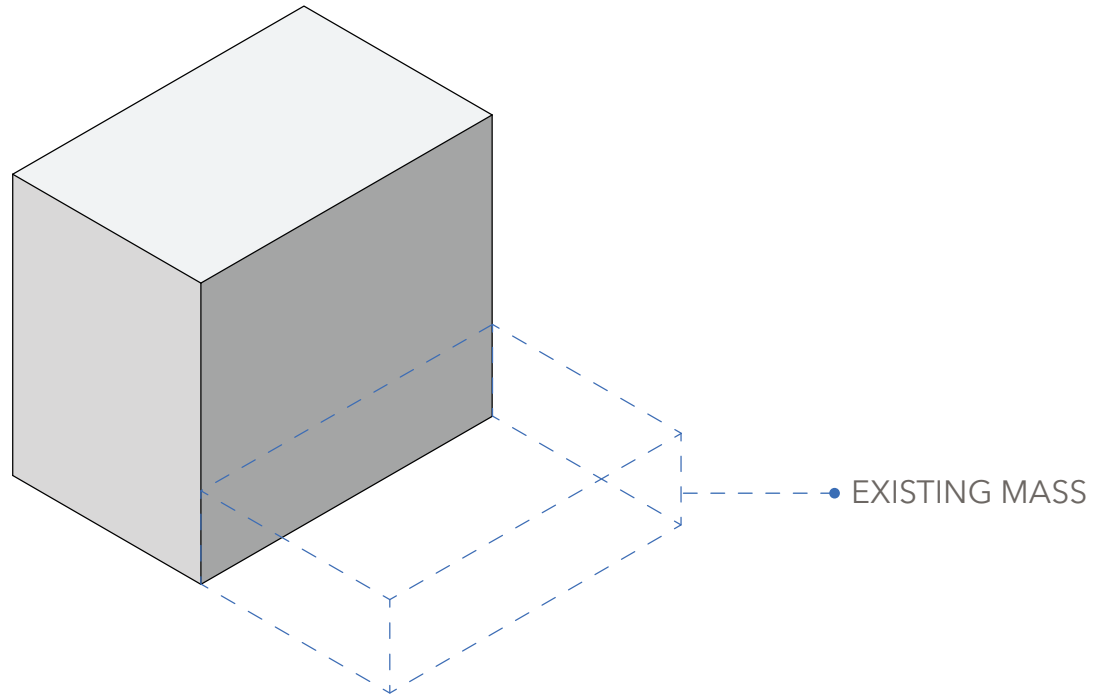
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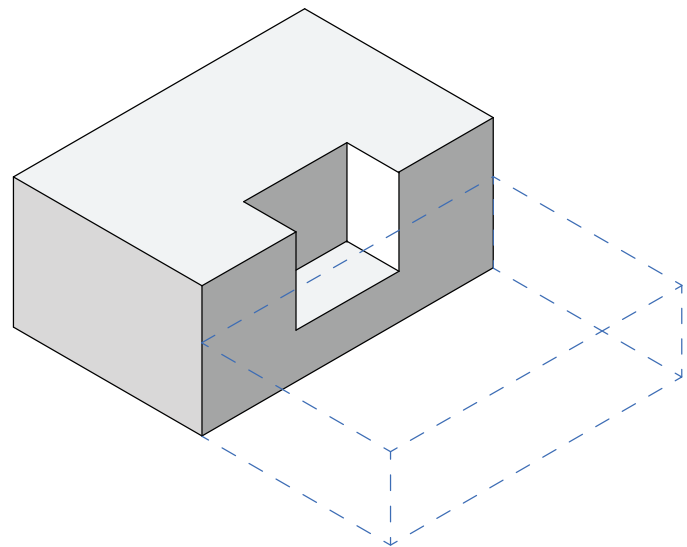
MASSING| Studies & Implementation



MASSING - Axon Studies

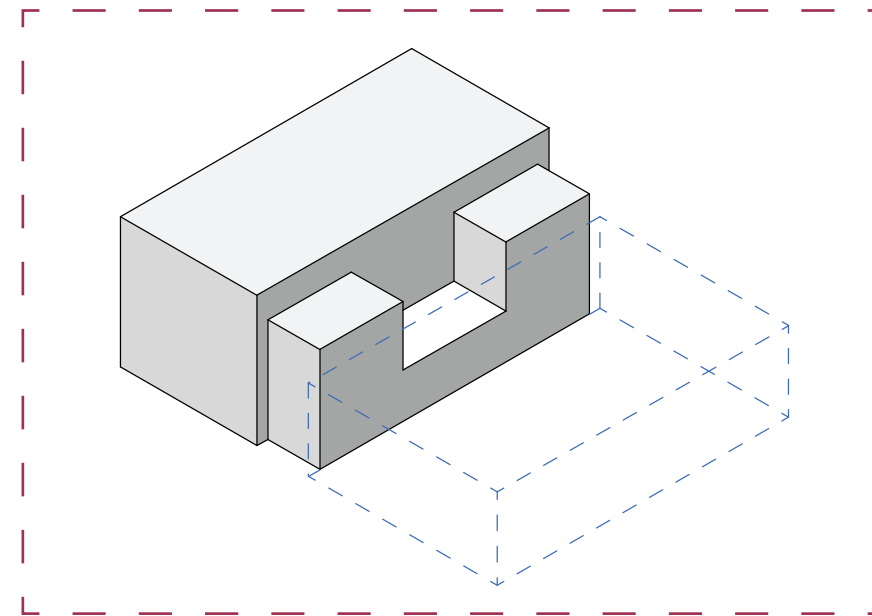


1 Bar
As-of-Right Massing



2 Full Block
Original Massing

PREFERRED MASSING



3 Stepped Bar
Proposed Massing
Incorporating PAC Guidance

MASSING - Elevation Relationship



1 Bar

Pros:

- Simplicity of geometry
- Maximizes rentable floor area

Cons:

- Height relationship to context
- No relationship to Troy Laundry Building massing



2 Full Block

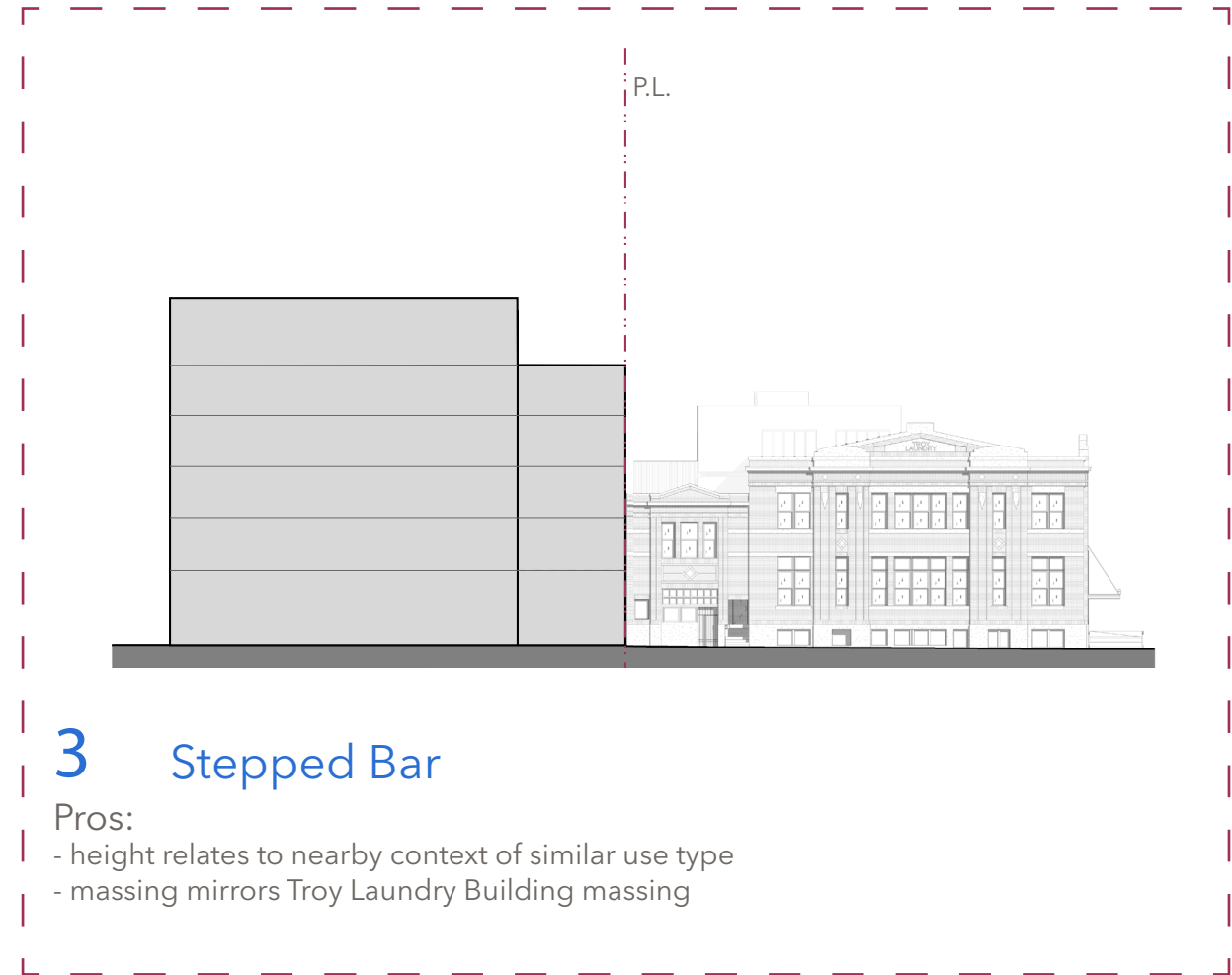
Pros:

- Height relates to nearby context of similar use type
- East and west facades continue planes of Troy Laundry Building

Cons:

- Weak relationship to Troy Laundry Building massing
- Less mass articulation along east and west facades

PREFERRED MASSING

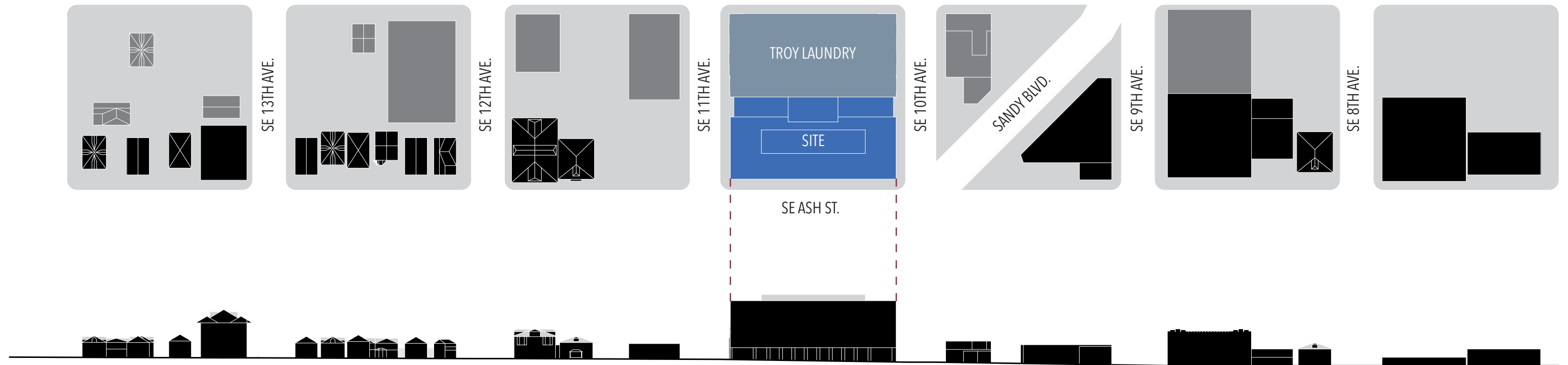


3 Stepped Bar

Pros:

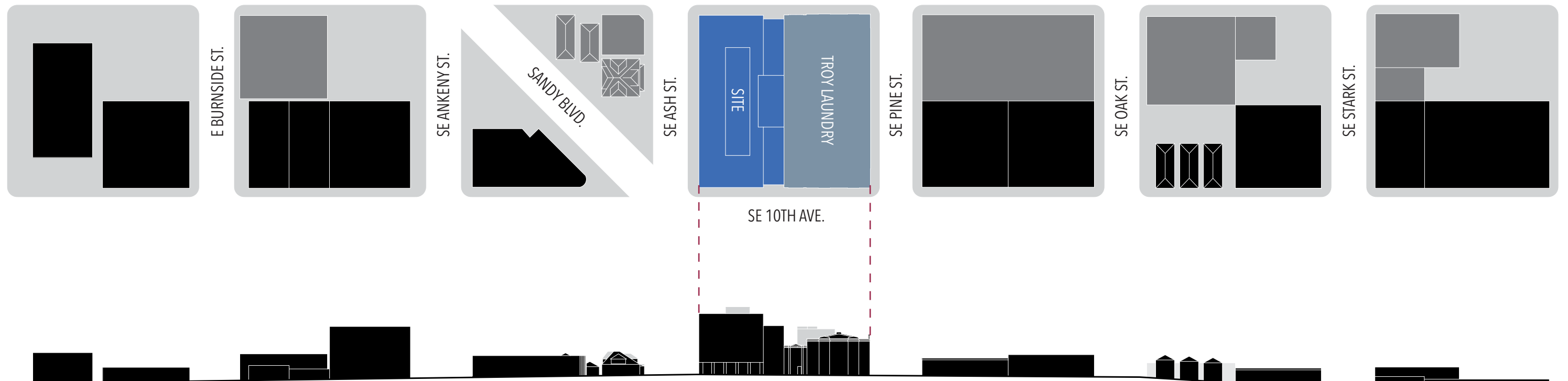
- height relates to nearby context of similar use type
- massing mirrors Troy Laundry Building massing

MASSING- Facade Context



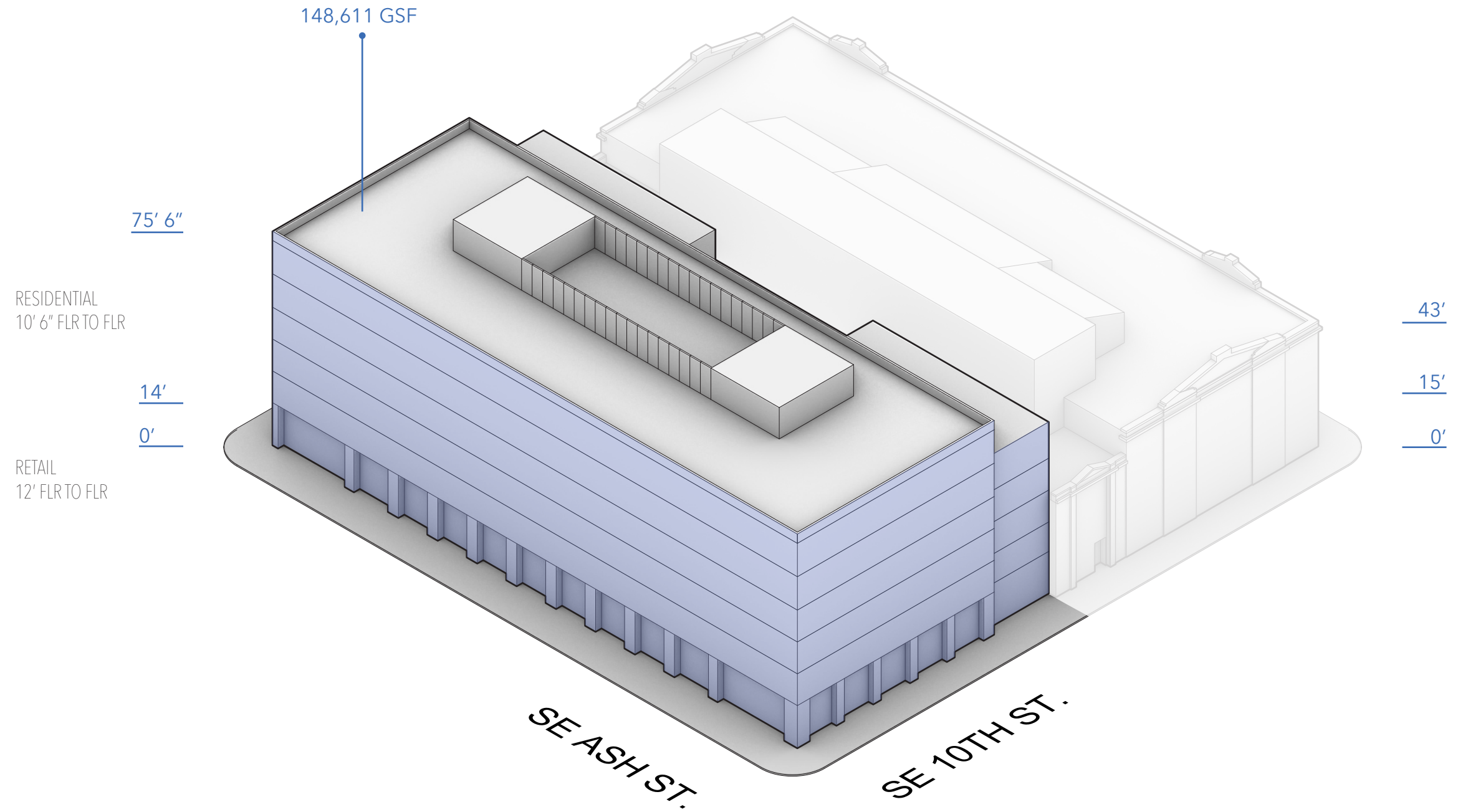
1010 SE Ash St takes cues from its immediate context and acts as a point of intersection and transition between adjacent neighborhoods, weaving them together into a cohesive city block system.

MASSING - Facade Context



1010 SE Ash St takes cues from its immediate context and acts as a point of intersection and transition between adjacent neighborhoods, weaving them together into a cohesive city block system.

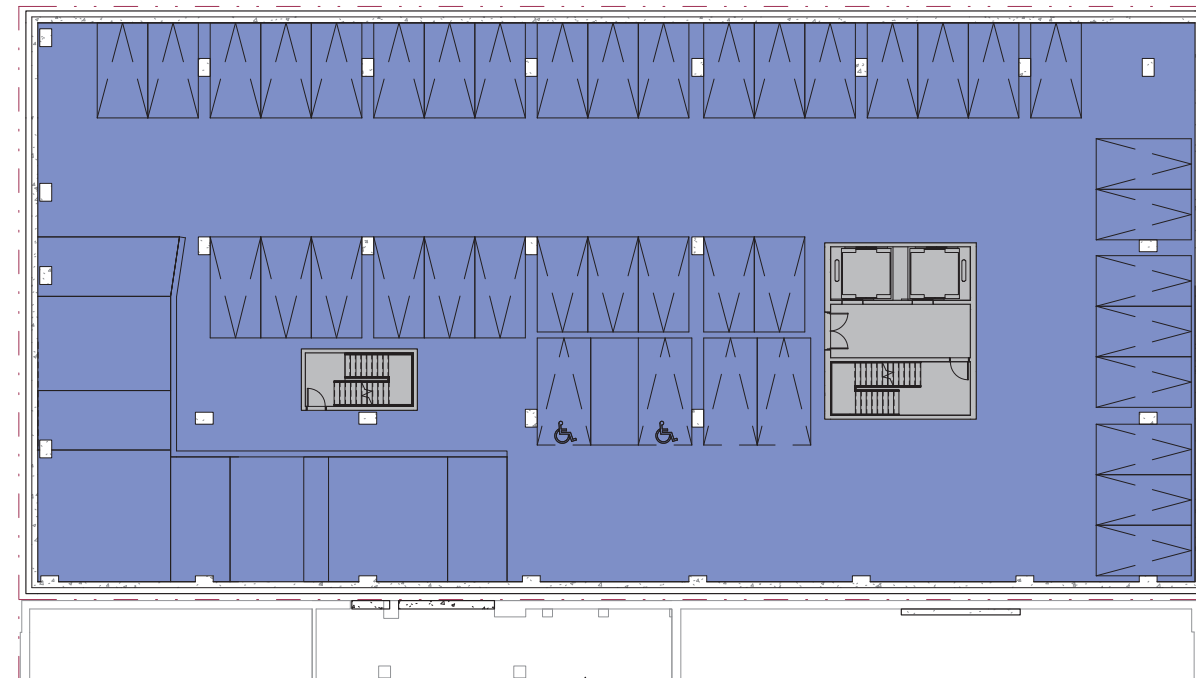
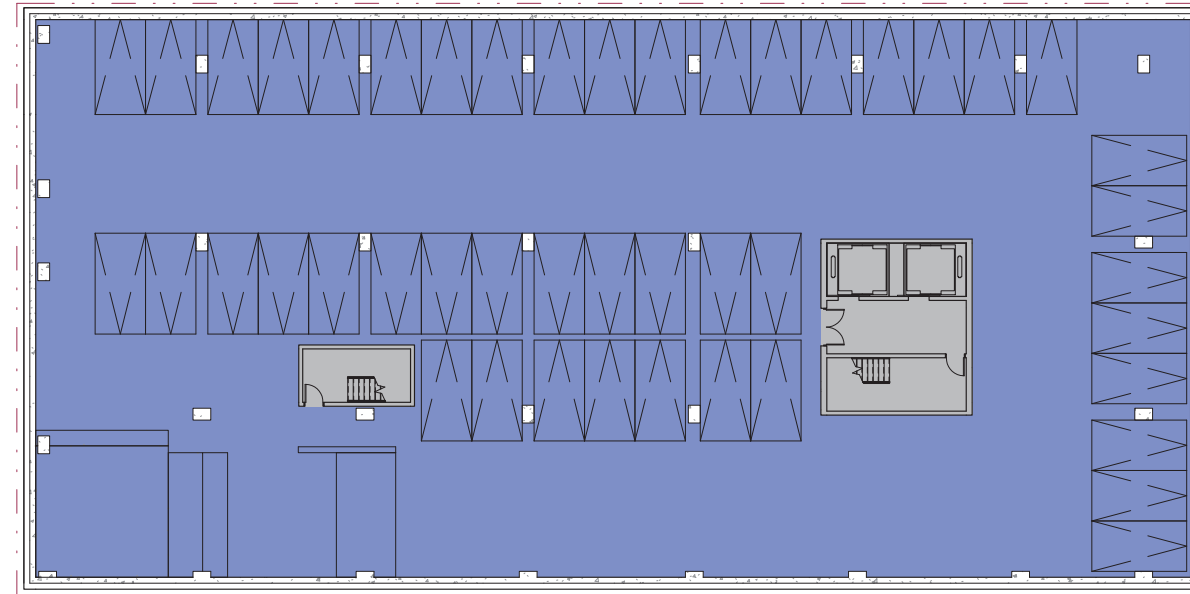
MASSING - Stepped Bar



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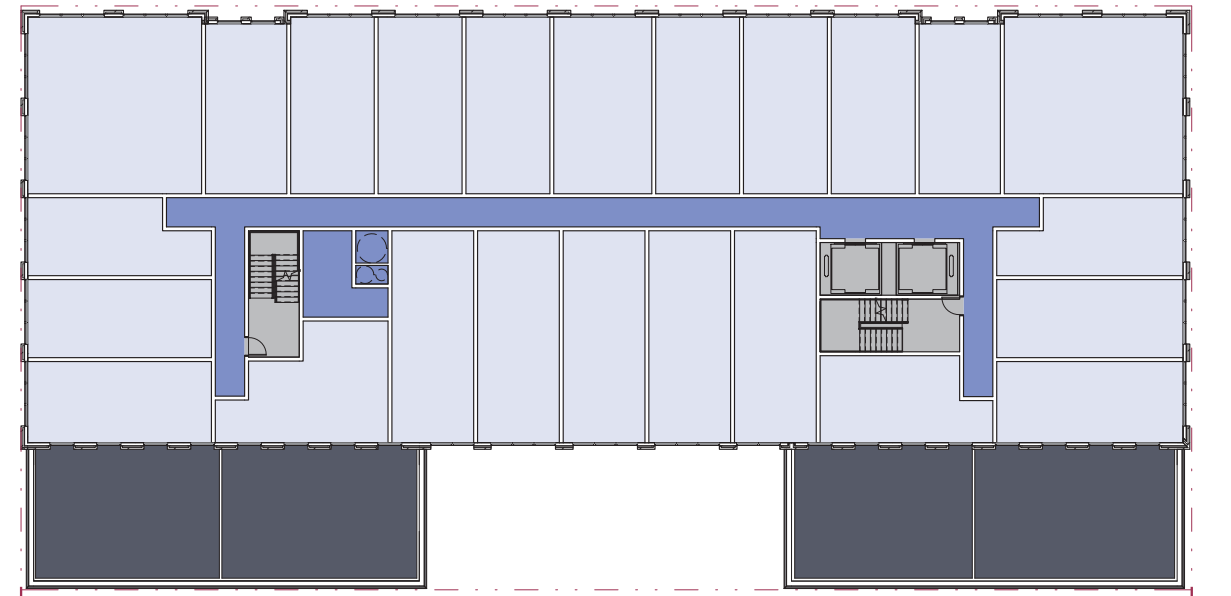
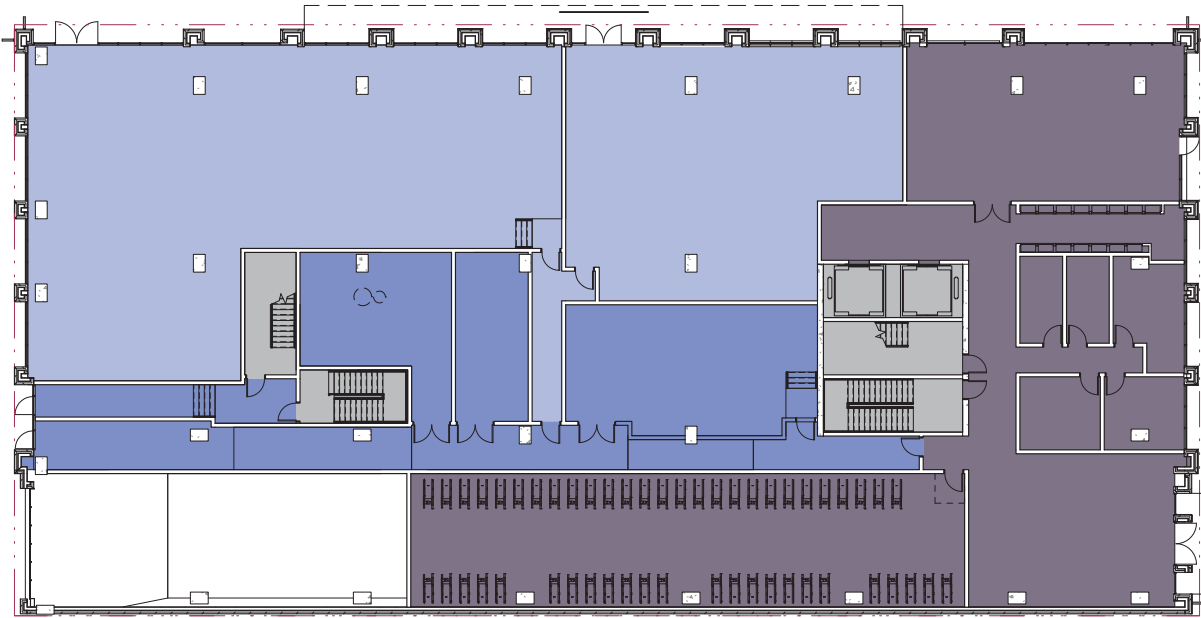
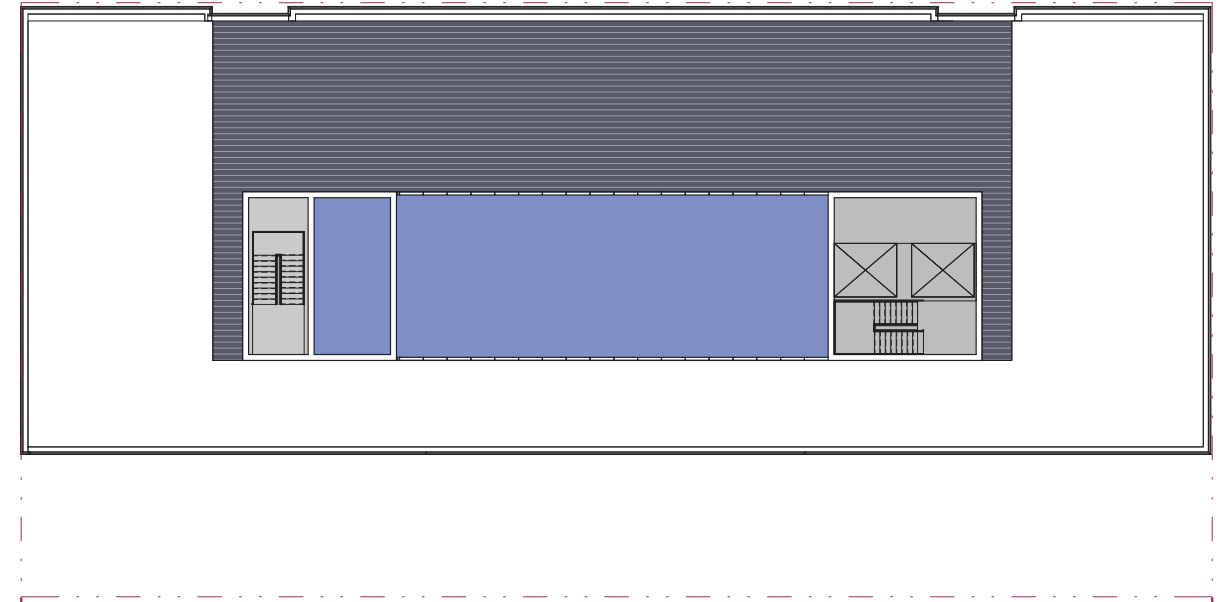
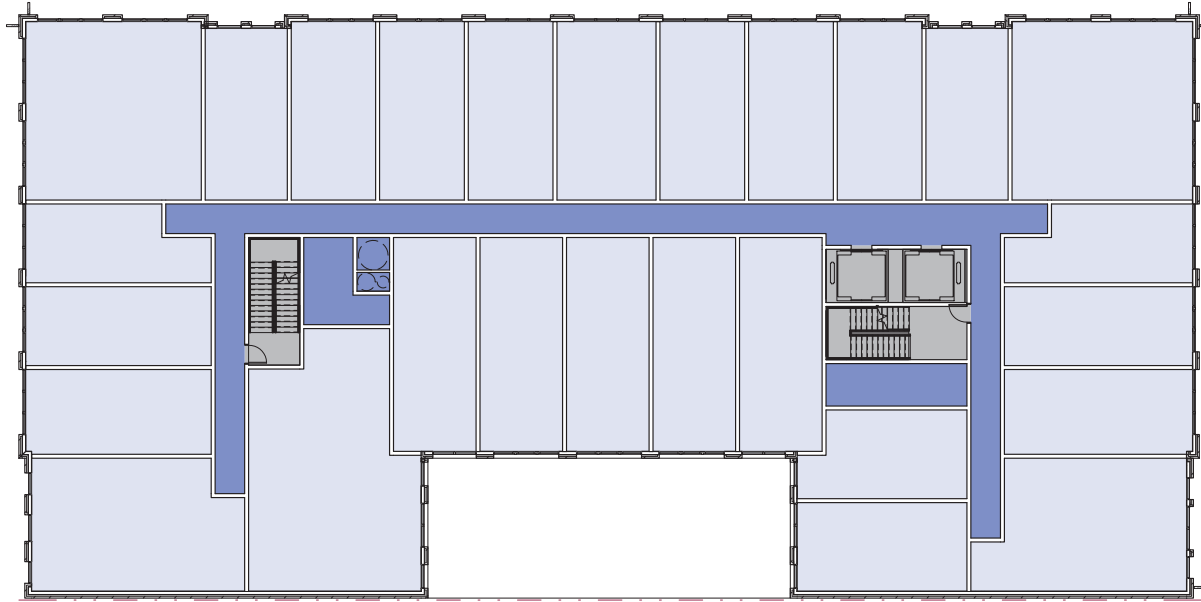


FLOOR PLANS - Lower Level 1 & 2



- RETAIL
- RESIDENTIAL
- RES - AMENITY
- COMMON/BOH
- OUTDOOR SPACE

FLOOR PLANS - Ground Floor, Floor 2-5, Floor 6 & Roof Plan



- RETAIL
- RES - AMENITY
- RESIDENTIAL
- COMMON/BOH
- OUTDOOR SPACE

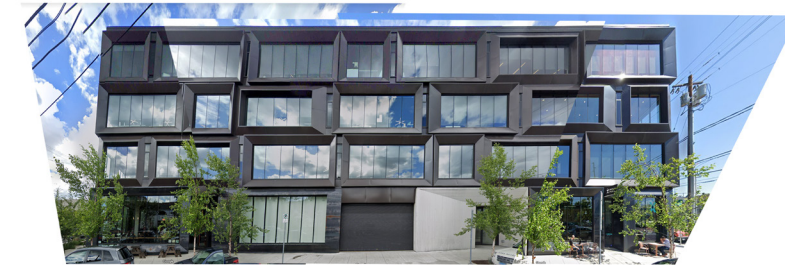
DESIGN OVERVIEW | Facade



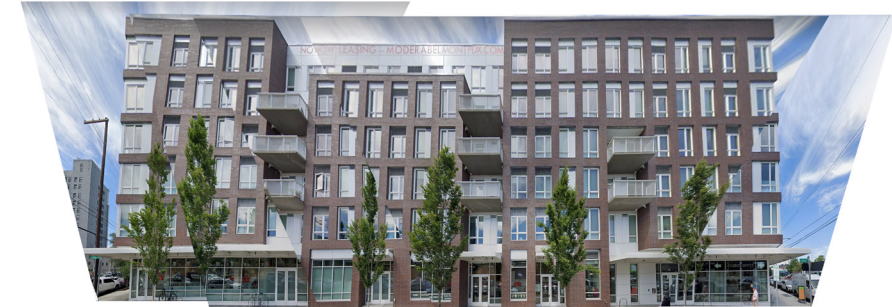
DESIGN OVERVIEW - Existing Architecture



1. 77 NE GRAND AVE.



2. 811 SE STARK ST.



3. 605 SE BELMONT ST.

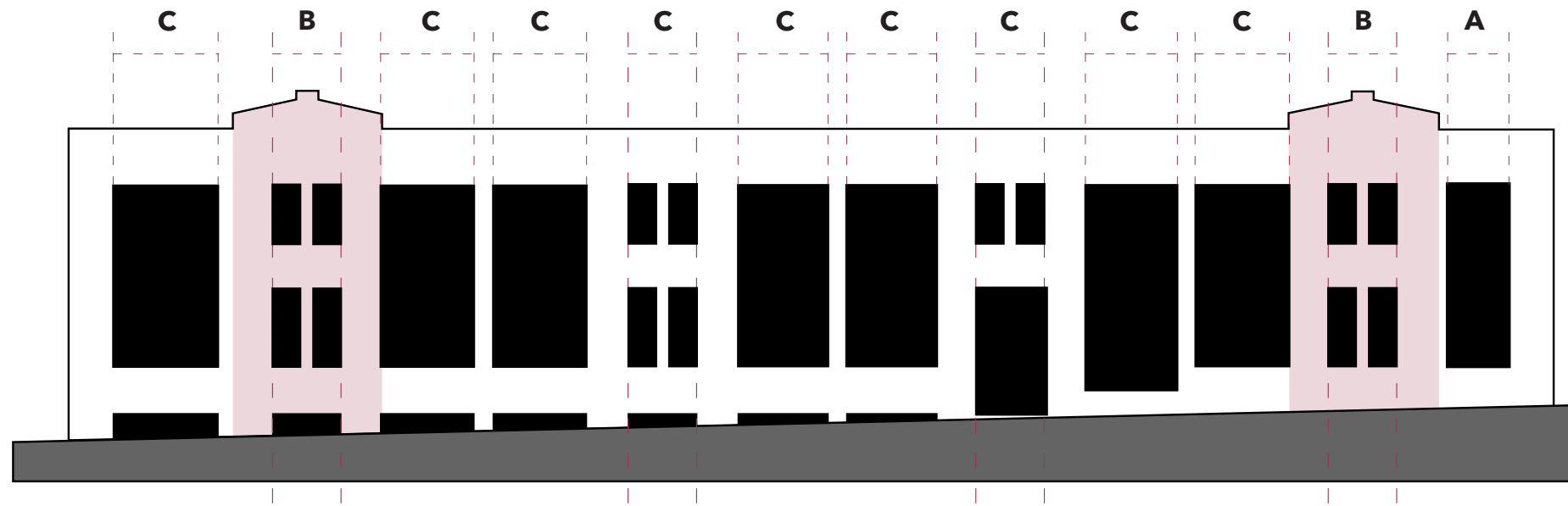


4. 800 SE 9TH AVE.

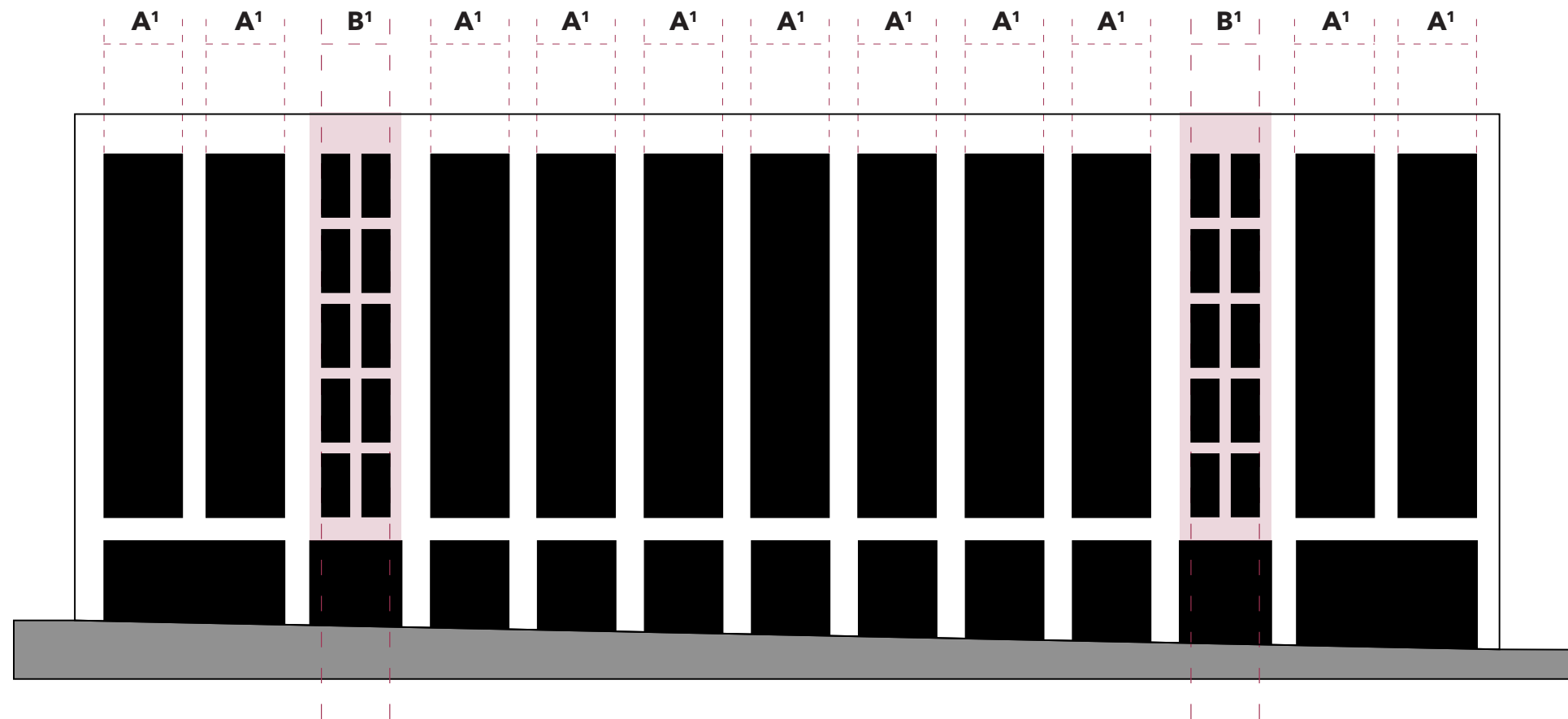


5. 501 SE 14TH AVE.

DESIGN OVERVIEW - Facade Rhythm Studies - Introducing Verticality

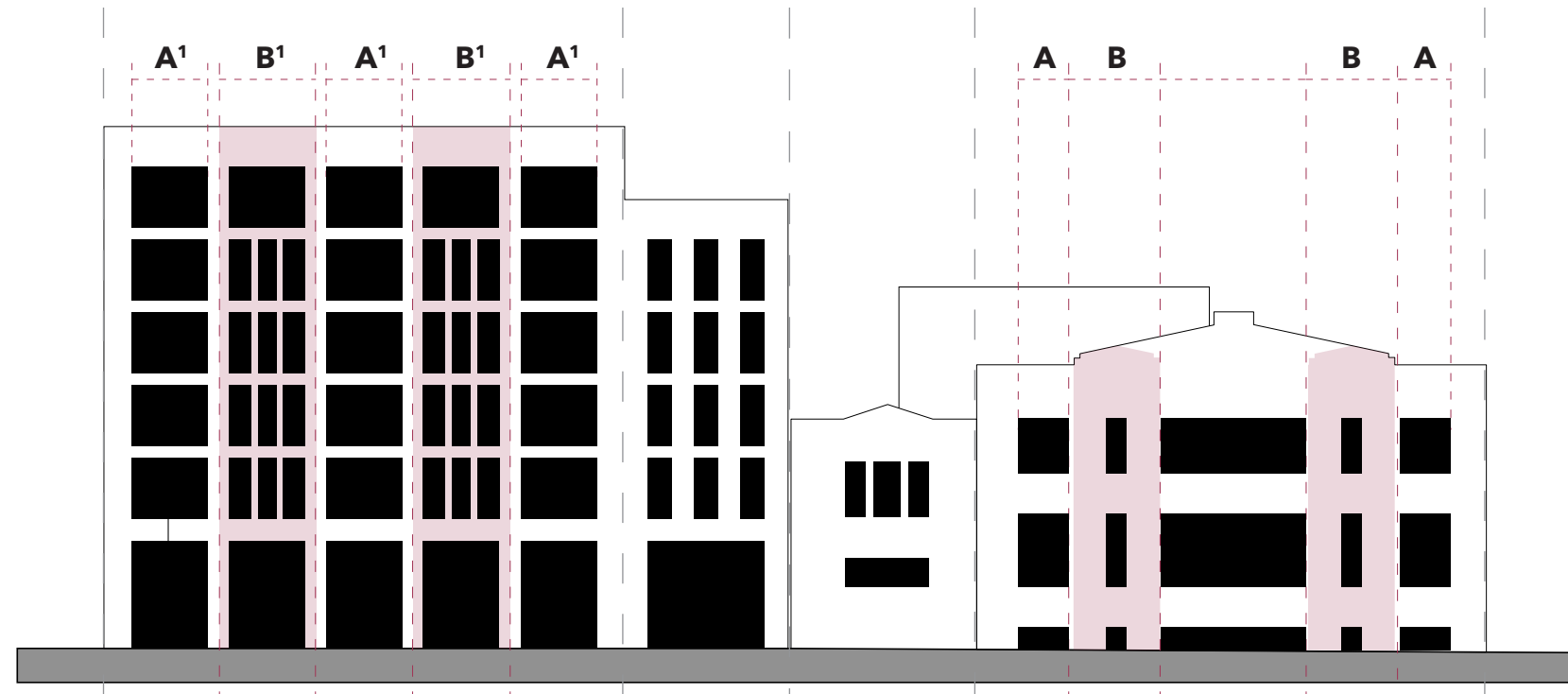


Troy Laundry Building - Pine Street Elevation Analysis

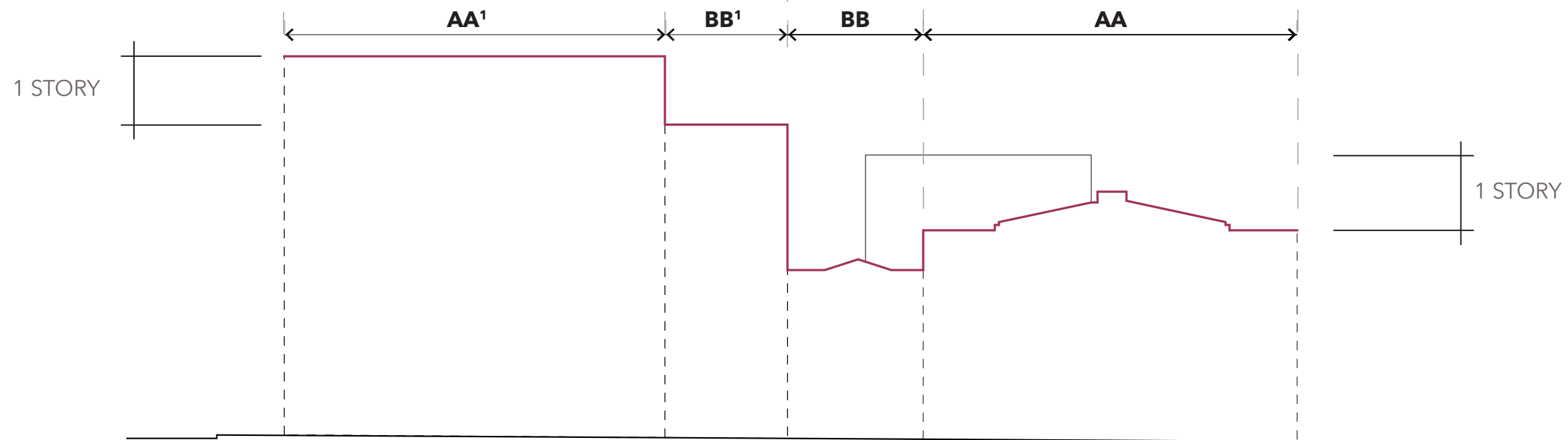


1010 SE Ash Street Elevation Analysis

DESIGN OVERVIEW - Facade Rhythm & Massing Relationships - Verticality & Stepping



Glazing Relationship - SE 10th Ave

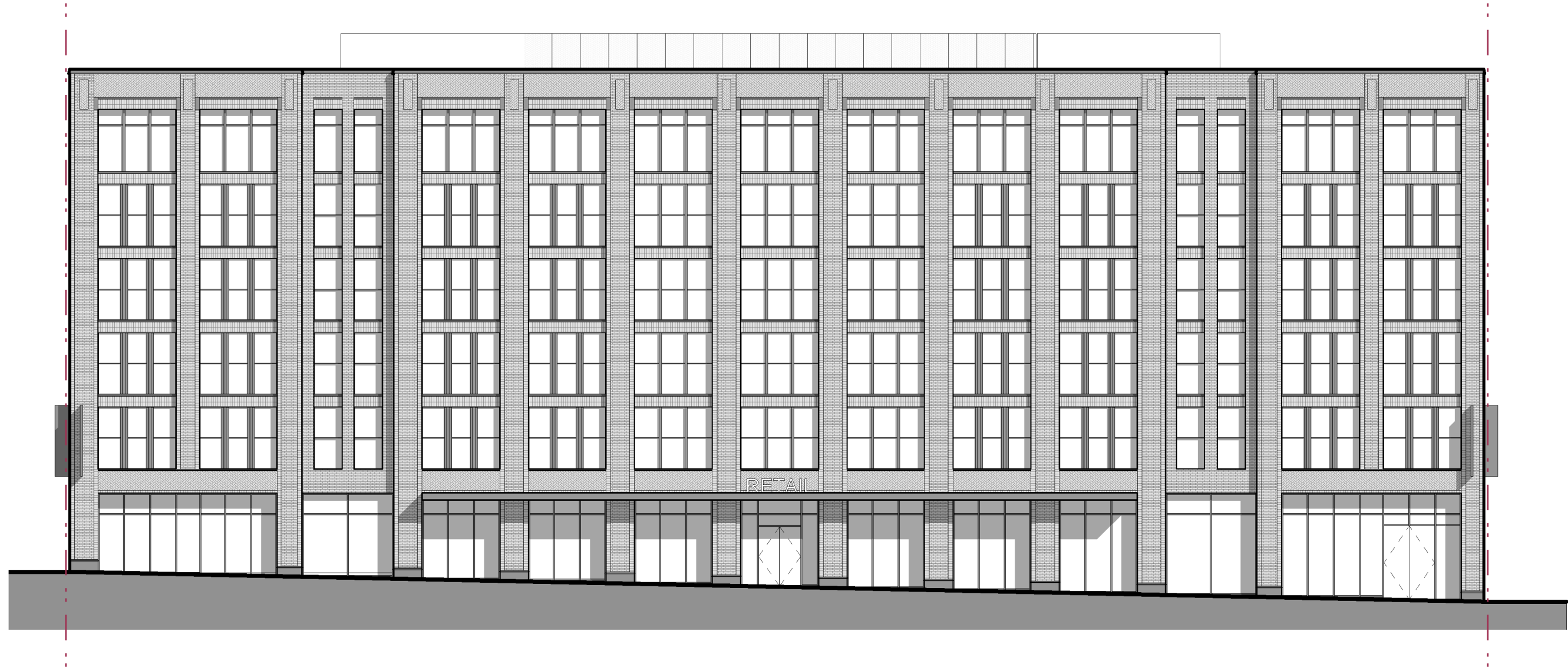


Massing Relationship

DESIGN OVERVIEW - Pre-Application Elevation



North Elevation - Previous



North Elevation - Current

DESIGN OVERVIEW - Western View



10th Ave Elevation

DESIGN OVERVIEW - Eastern View



11th Ave Elevation

DESIGN OVERVIEW - Southern View



SE Pine St. Elevation

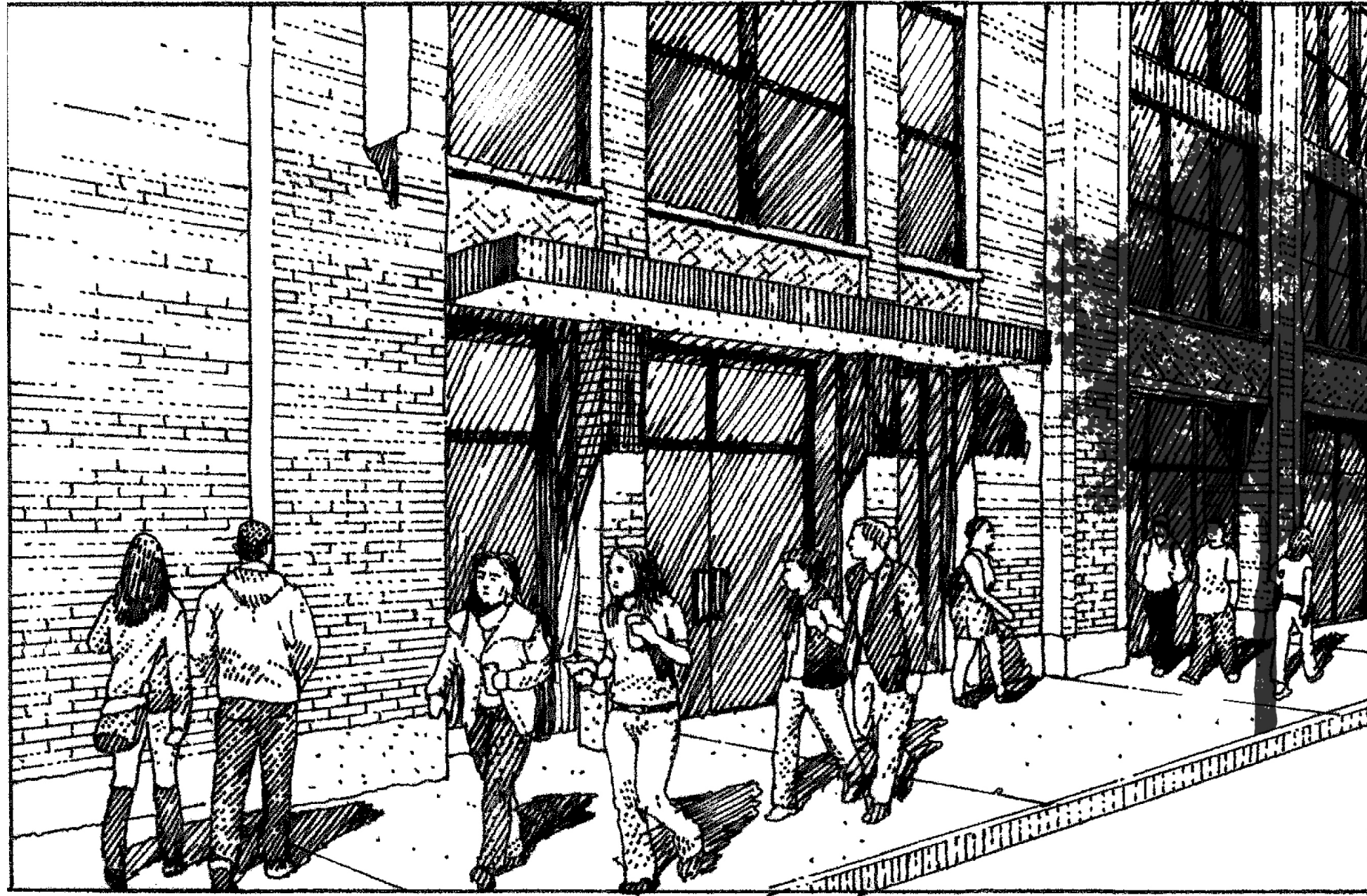


11th Ave and Ash Street

DESIGN OVERVIEW - Retail Vignette



DESIGN OVERVIEW - Residential Vignette



DESIGN OVERVIEW - NW Corner



DESIGN OVERVIEW - 10th Ave & Pine Street



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DESIGN GUIDELINES | Portland Central City

FEATURED GUIDELINES - Key

A7: Establish and Maintain a Sense of Urban Enclosure

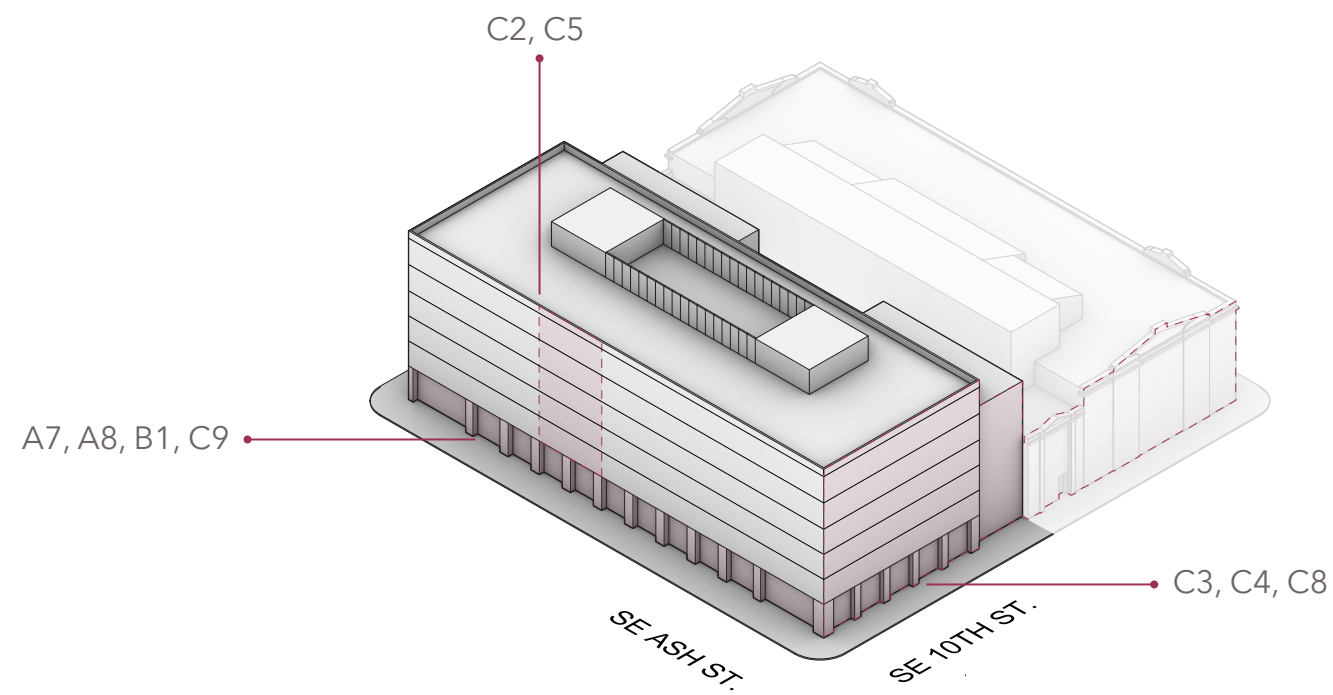
A8: Contribute to A Vibrant Streetscape

C2: Promote Quality and Permanence in Development

C3: Respect Architectural Integrity

C4: Complement the Context of Existing Buildings

C5: Design for Coherence



B1: Reinforce and Enhance the Pedestrian System

C8: Differentiate the Sidewalk-Level of Buildings

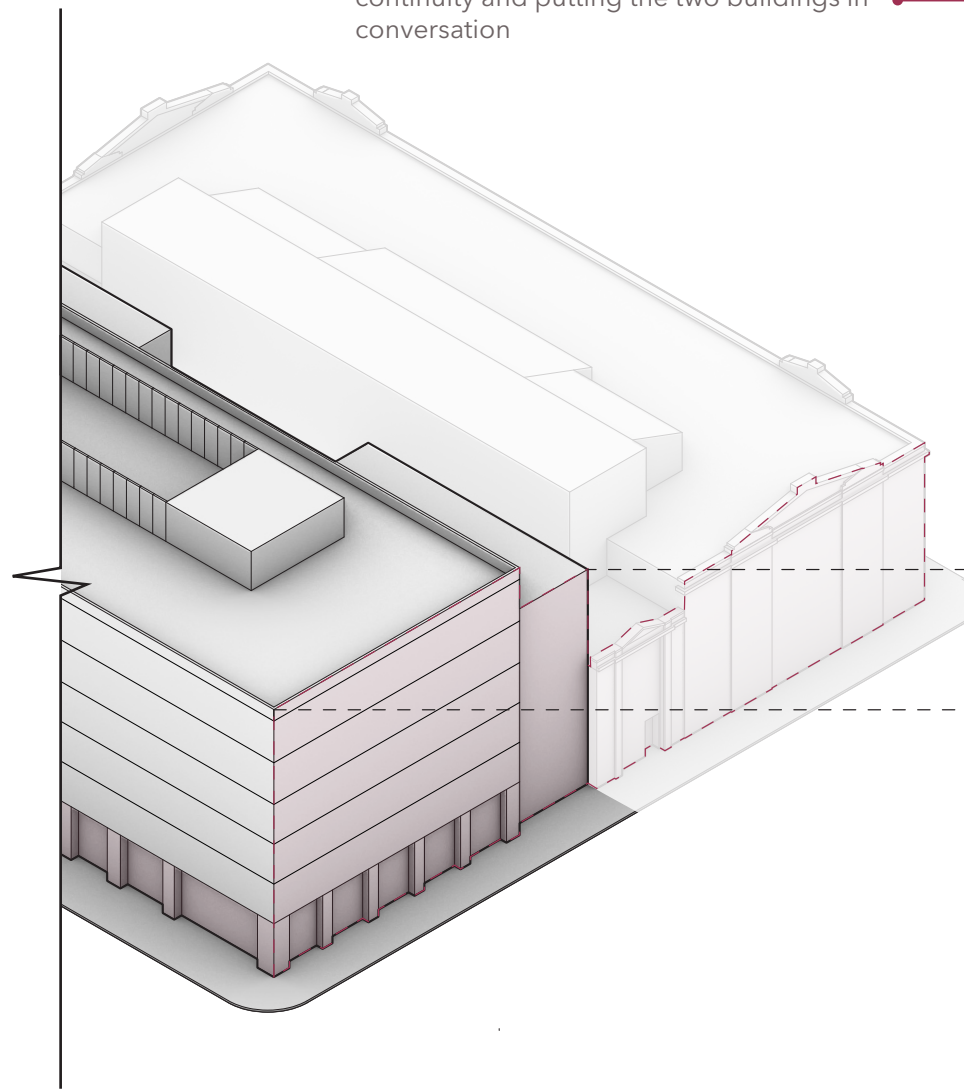
C9: Develop Flexible Sidewalk-Level Spaces

FEATURED GUIDELINES - C3 Promote Quality and Permanence in Development
 C4 Complement the Context of Existing Buildings
 C8 Differentiate the Sidewalk-Level of Buildings



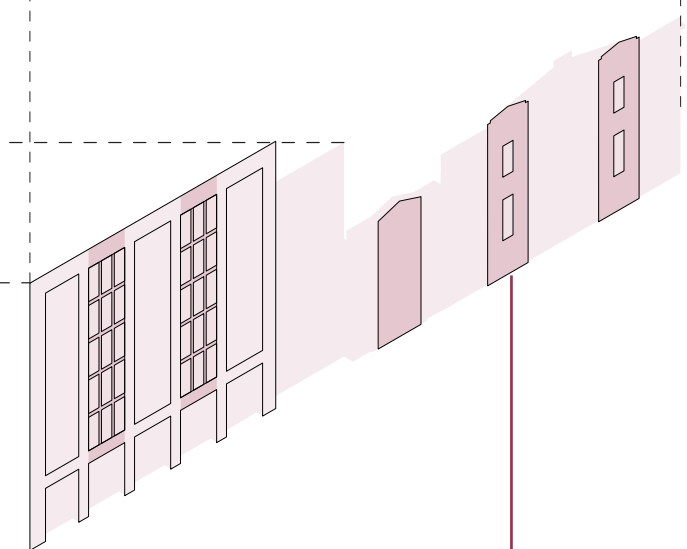
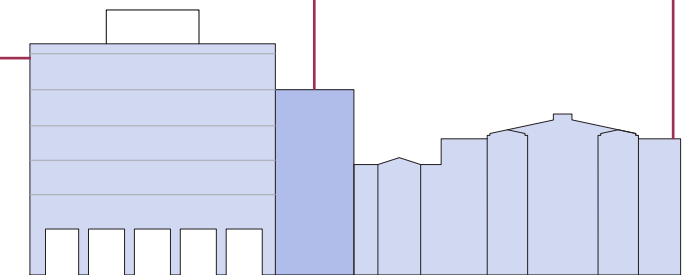
Building Massing takes Cues from Troy Laundry step downs so as to be in conversation with its immediate context

Carry material palette and detailing over from Troy Laundry, creating visual continuity and putting the two buildings in conversation



Intermediary Mass acts to break up the block and provide visual separation between Troy Laundry and new development as well as act as a unifying factor between the two buildings as the mass steps down a story in conversation with the existing one story step down of Troy Laundry

Original Material Palette & Detailing



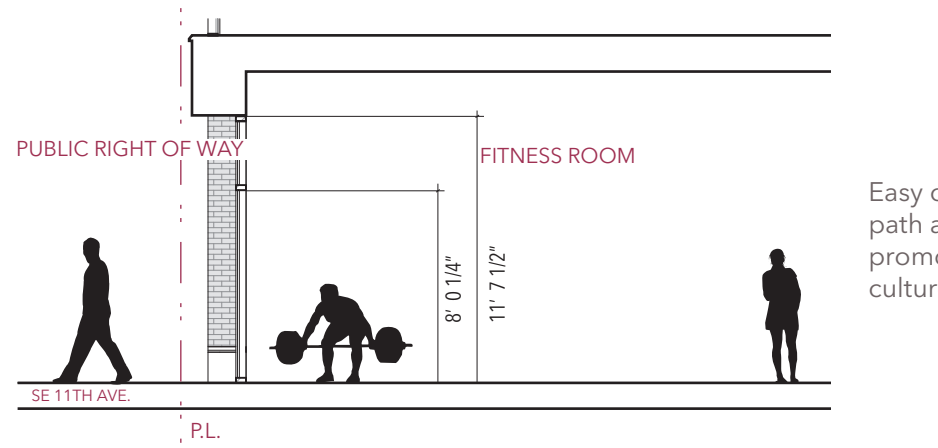
Vertical elements of new development take cues from the existing Troy Laundry building to enhance the architectural integrity of the block

FEATURED GUIDELINES - A7 Establish and Maintain a Sense of Urban Enclosure

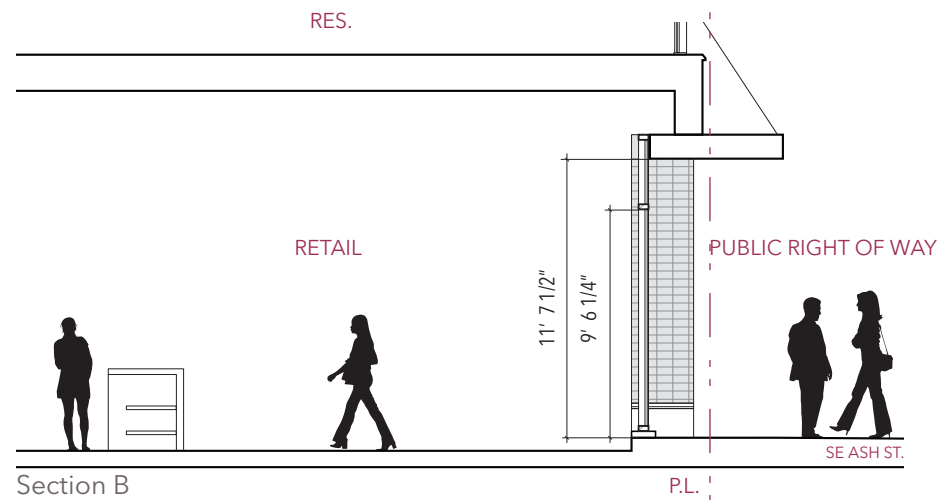
A8 Contribute to a Vibrant Streetscape

B1 Reinforce and Enhance the Pedestrian System

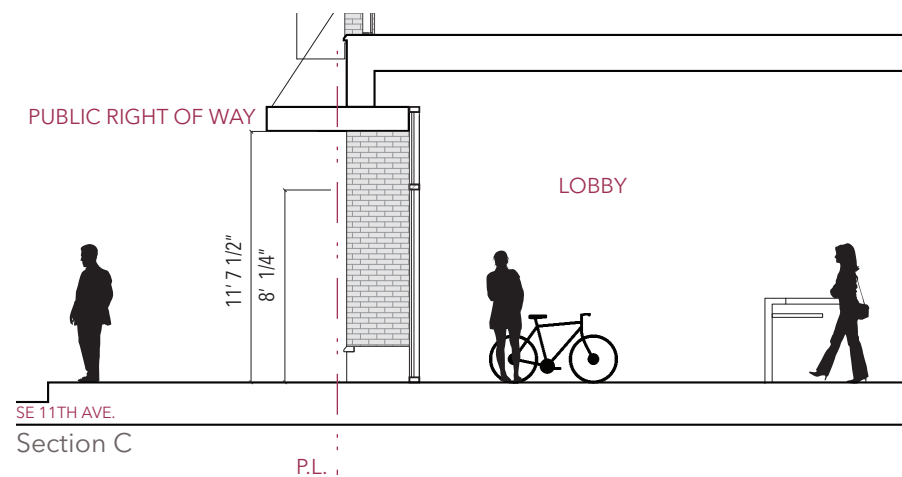
C9 Develop Flexible Sidewalk-Level Spaces



Section A



Section B



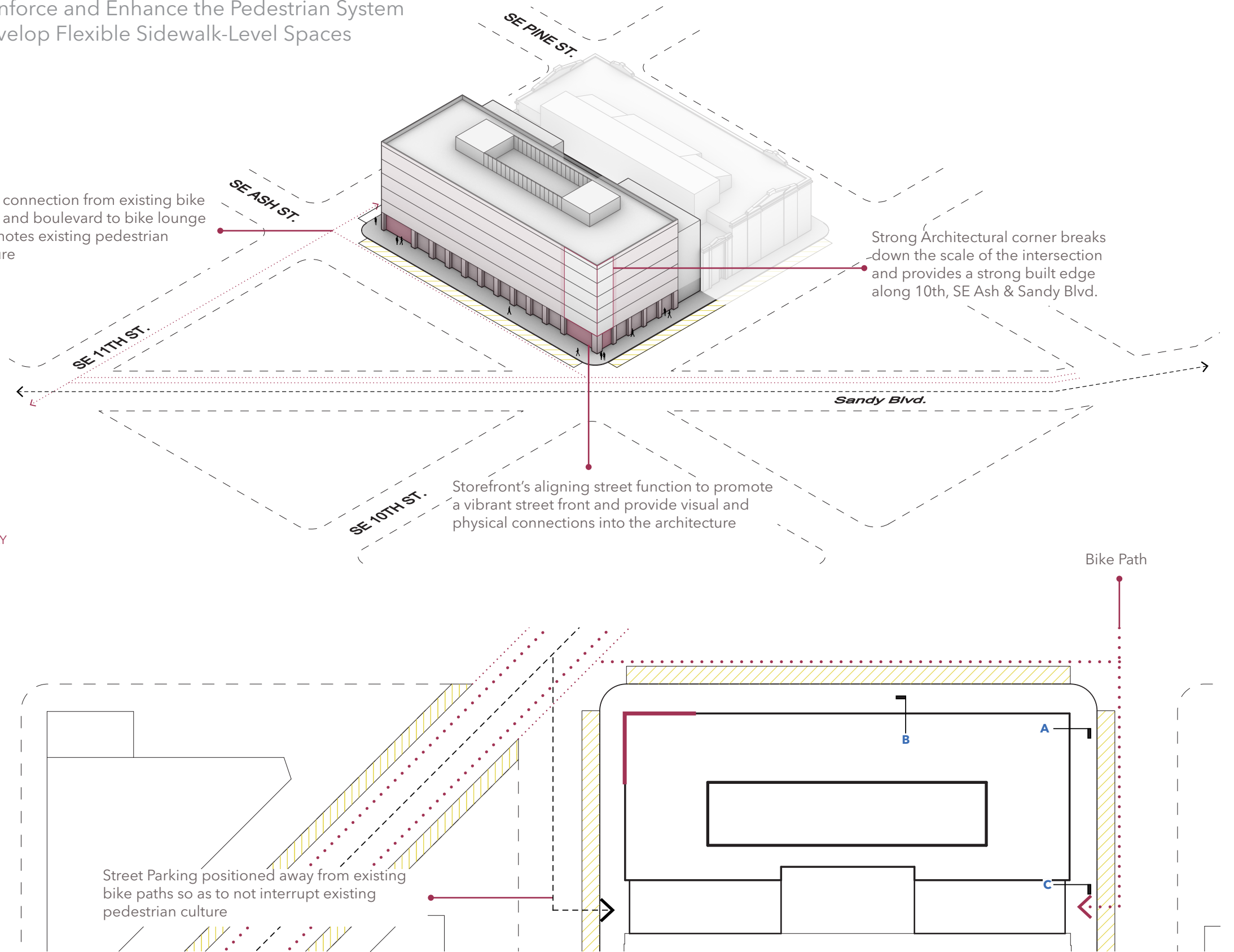
Section C

Easy connection from existing bike path and boulevard to bike lounge promotes existing pedestrian culture

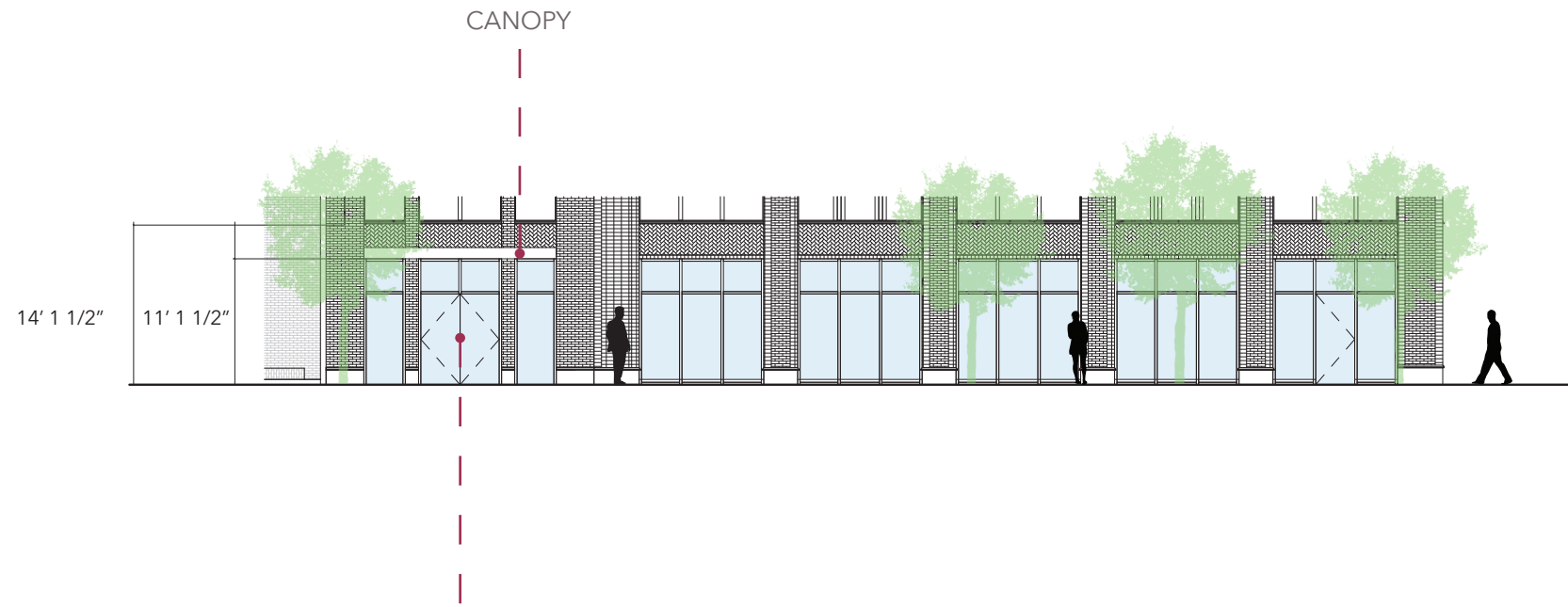
Strong Architectural corner breaks down the scale of the intersection and provides a strong built edge along 10th, SE Ash & Sandy Blvd.

Storefront's aligning street function to promote a vibrant street front and provide visual and physical connections into the architecture

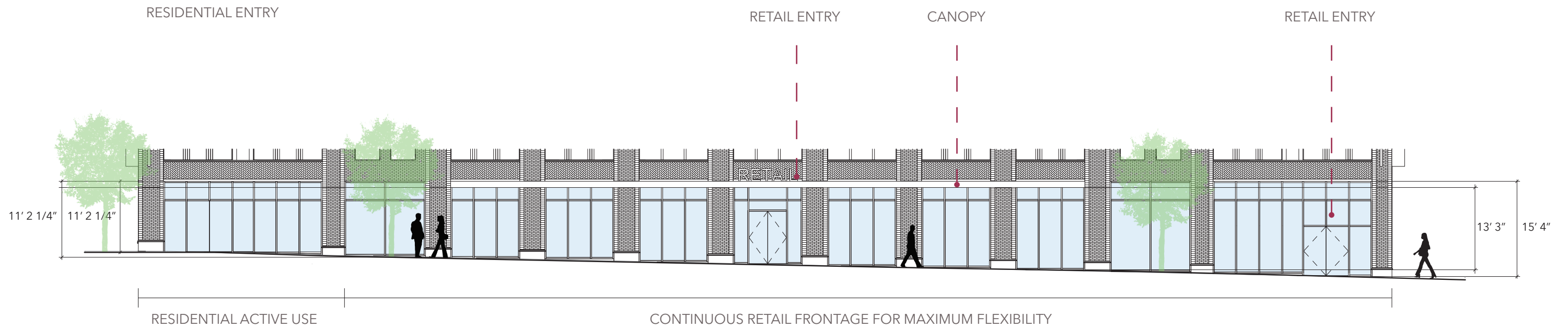
Street Parking positioned away from existing bike paths so as to not interrupt existing pedestrian culture



FEATURED GUIDELINES - A7 Establish and Maintain a Sense of Urban Enclosure
 A8 Contribute to a Vibrant Streetscape
 B1 Reinforce and Enhance the Pedestrian System
 C9 Develop Flexible Sidewalk-Level Spaces



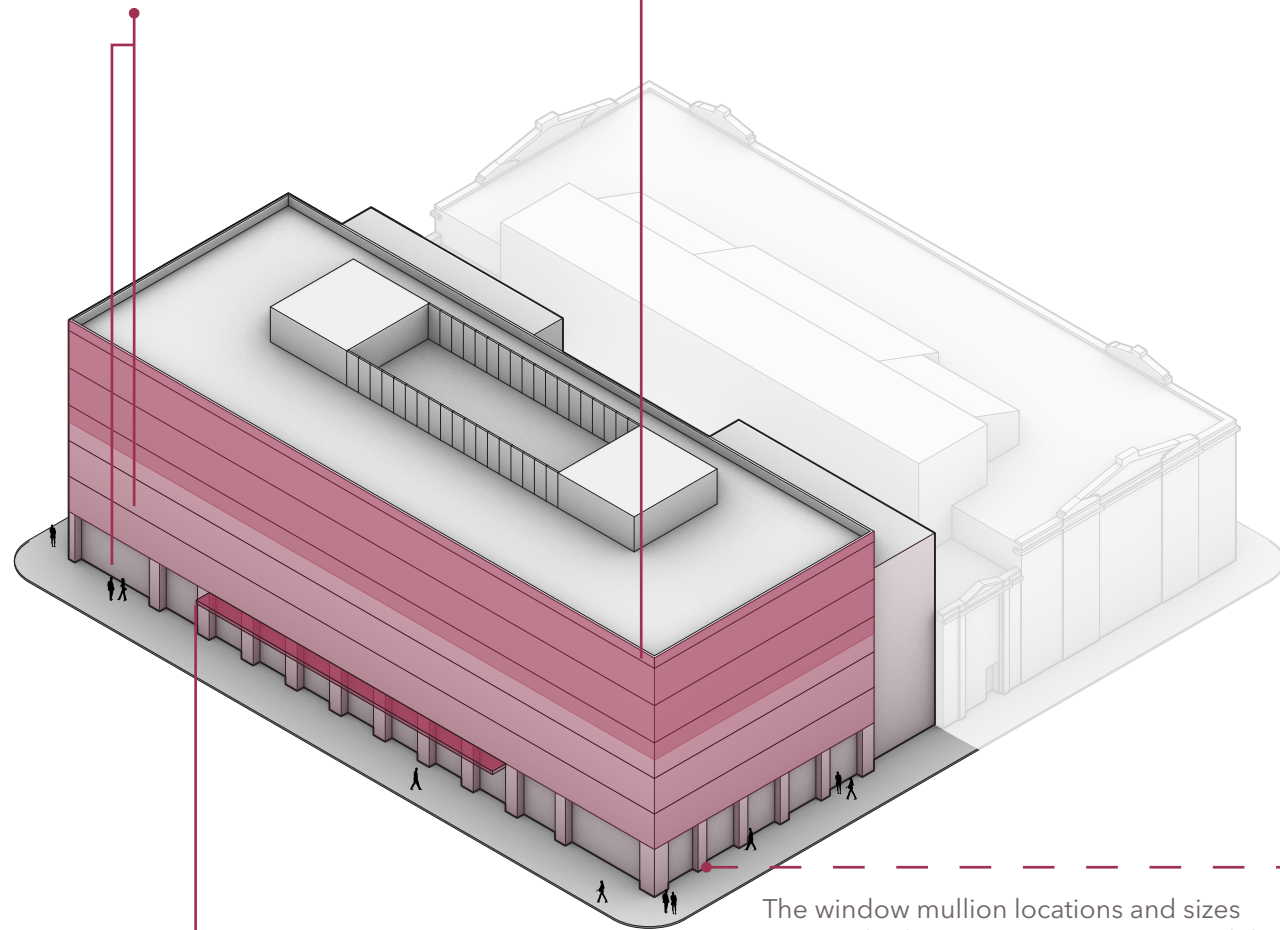
Storefront glazing materially differentiates itself from the residential portions of the architecture. Providing visual connections into the active spaces of the buildings interior, as well as strengthening the existing pedestrian culture.



FEATURED GUIDELINES - C2 Promote Quality & Permanence in Development
 C5 Design for Coherence
 C8 Differentiate the Sidewalk-Level of Buildings

The elements of the building are composed as a unified whole. The brick details and the intersections between glass and masonry will be carefully detailed.

The proposed building materials are masonry and glass. These quality materials provide a sense of permanence for the building.

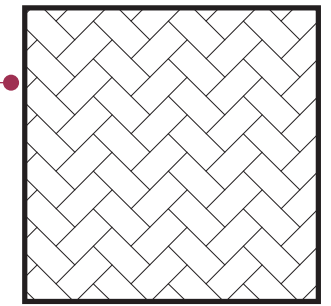


The window mullion locations and sizes purposely change as you move around the building to create a hierarchy in the bays from side to side and way to separate the base, middle and top of the building

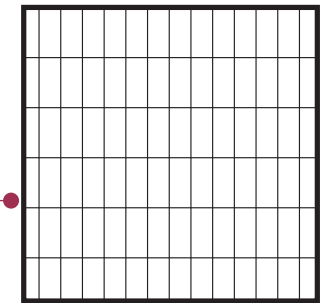
Canopies, facade lighting and signage will be integrated into the design of the piers.



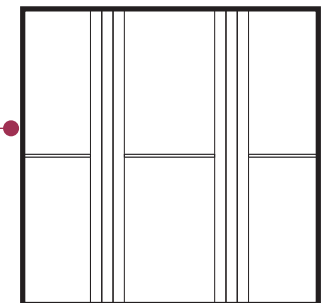
Herringbone Brick Pattern



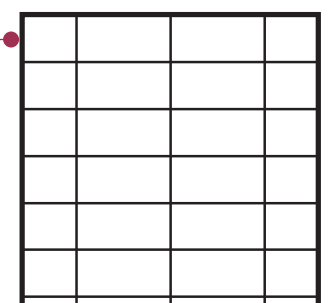
Vertical Stack Bond



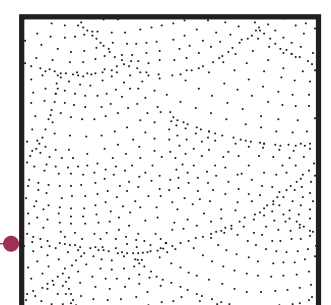
Mullion Differentiation



Stack Bond



Limestone Base



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DETAILS | Facade + Materials

DETAILS - East Elevation & Material Call-outs



Base



1 Limestone

Facade Floor 2-6



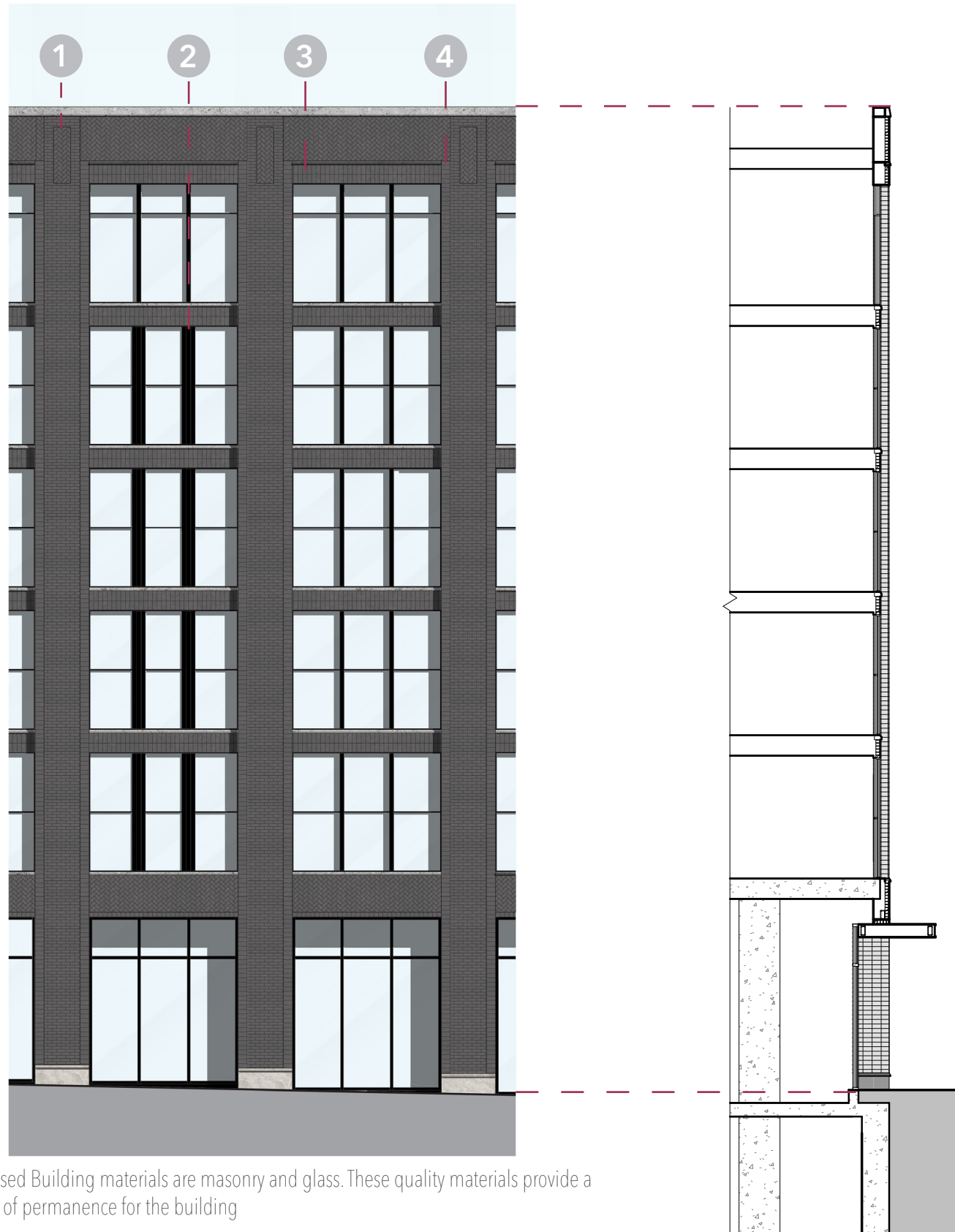
2 Dark Colored Brick & Matching Mortar

Window System



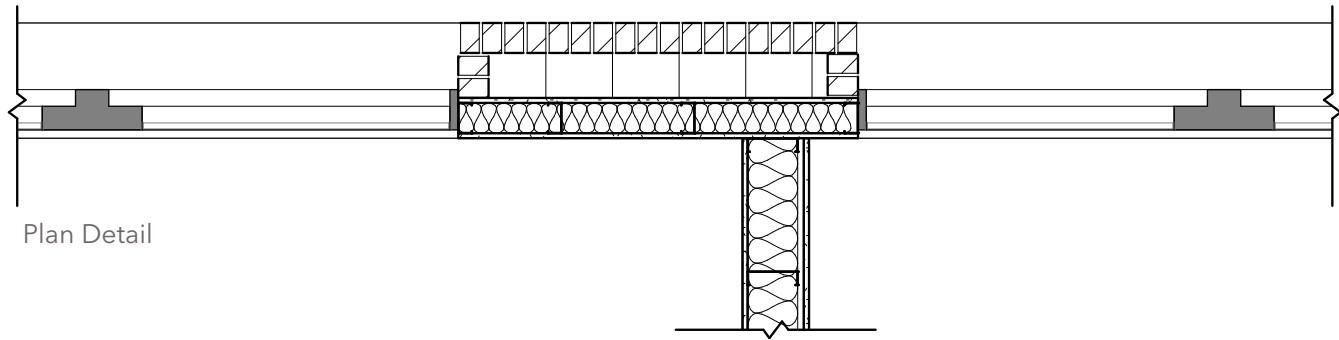
3 Residential Metal Frame Window System

DETAILS - Materials & Detailing



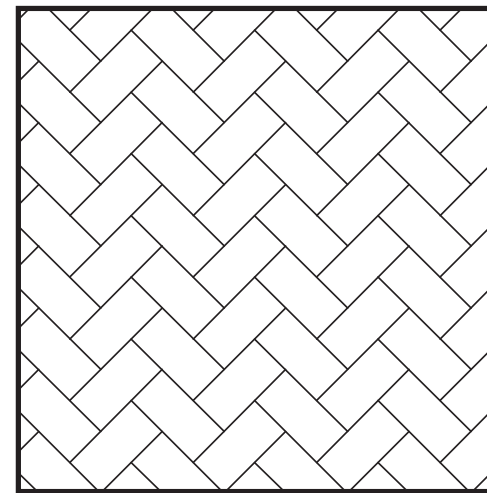
Proposed Building materials are masonry and glass. These quality materials provide a sense of permanence for the building

North Facade Wall Section

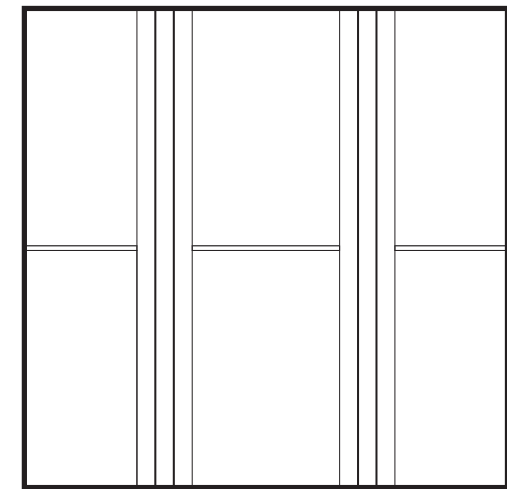


Plan Detail

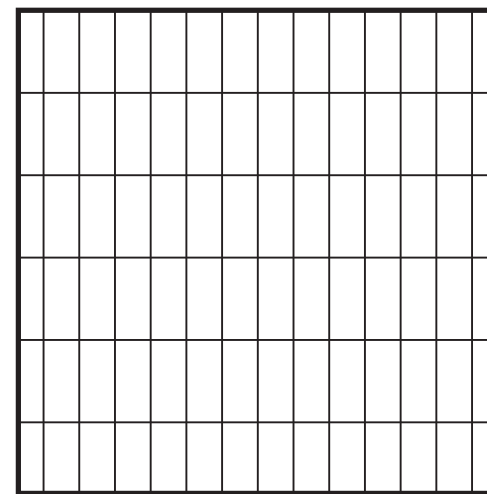
1 Herringbone Brick Pattern



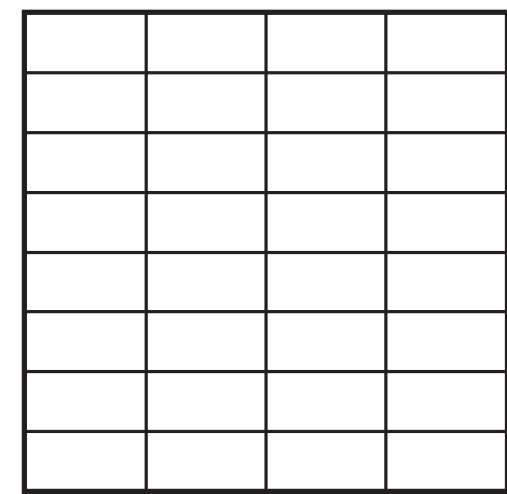
2 Mullion Differentiation



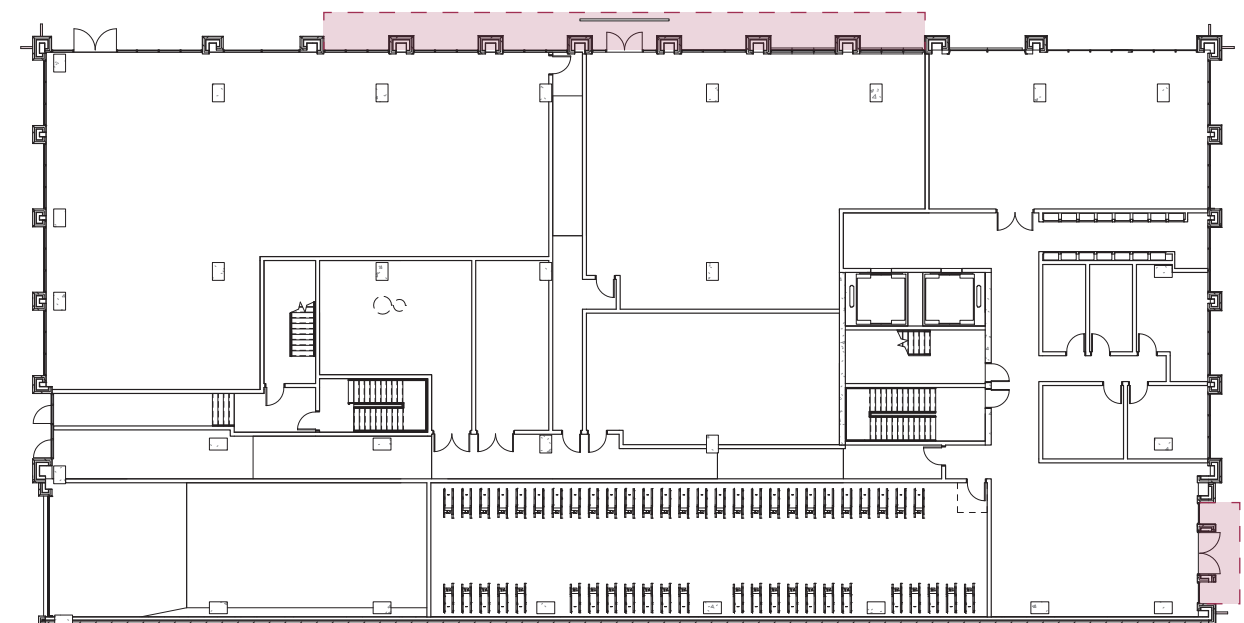
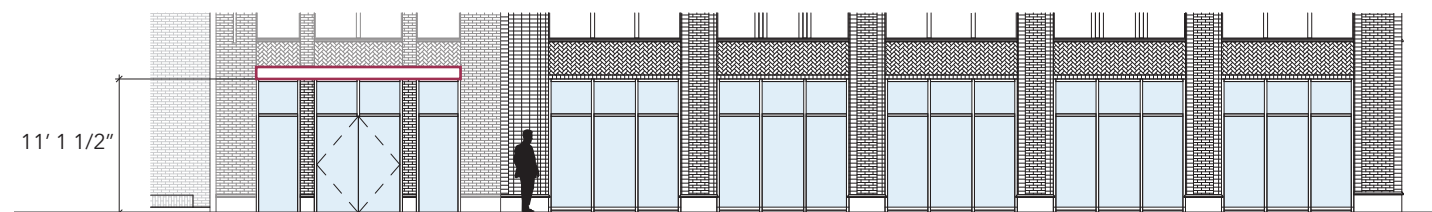
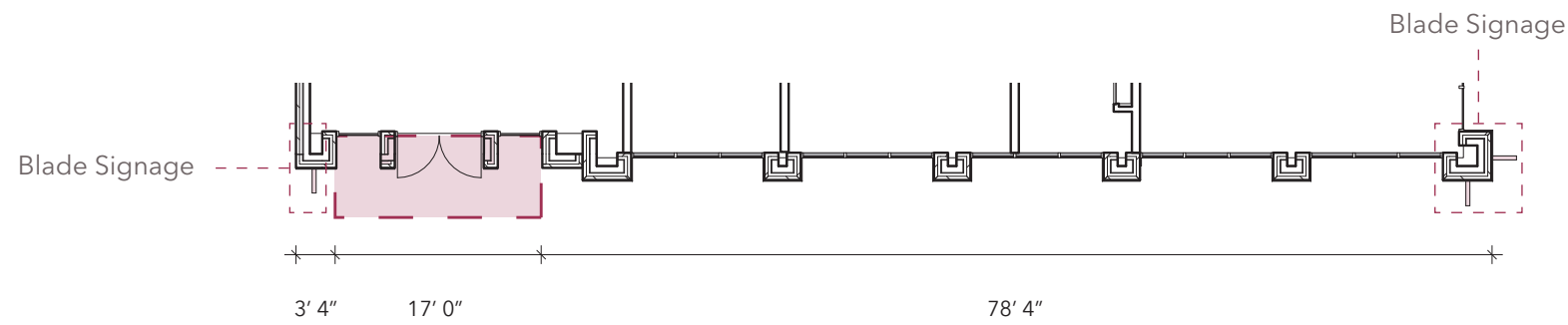
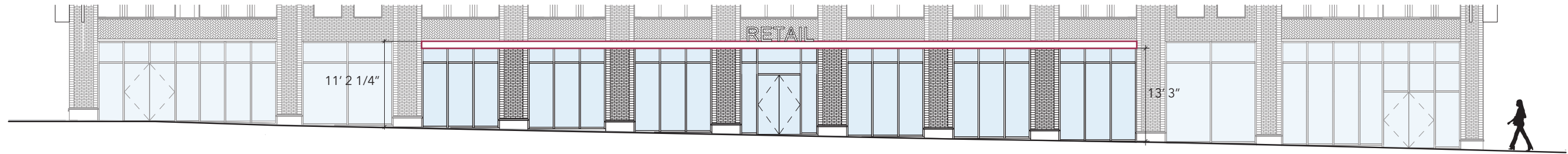
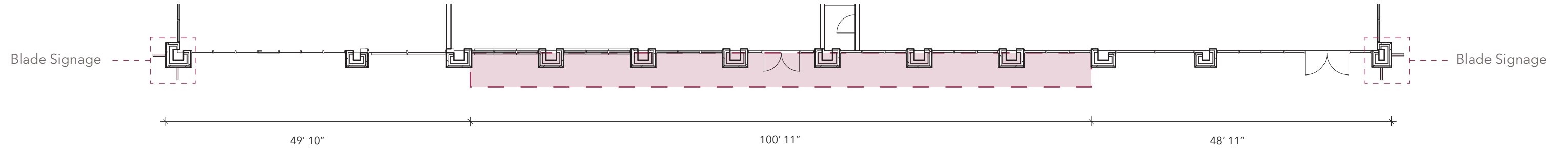
3 Vertical Stack Bond



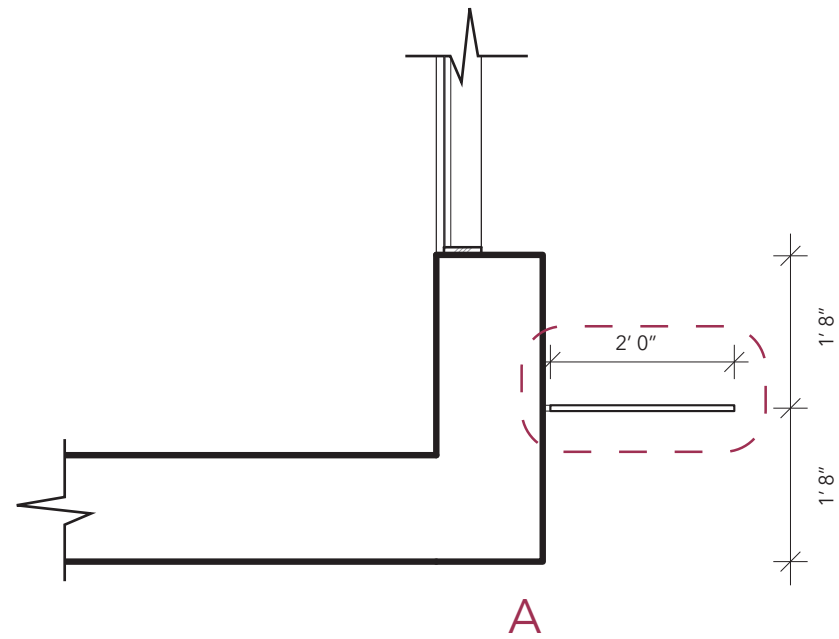
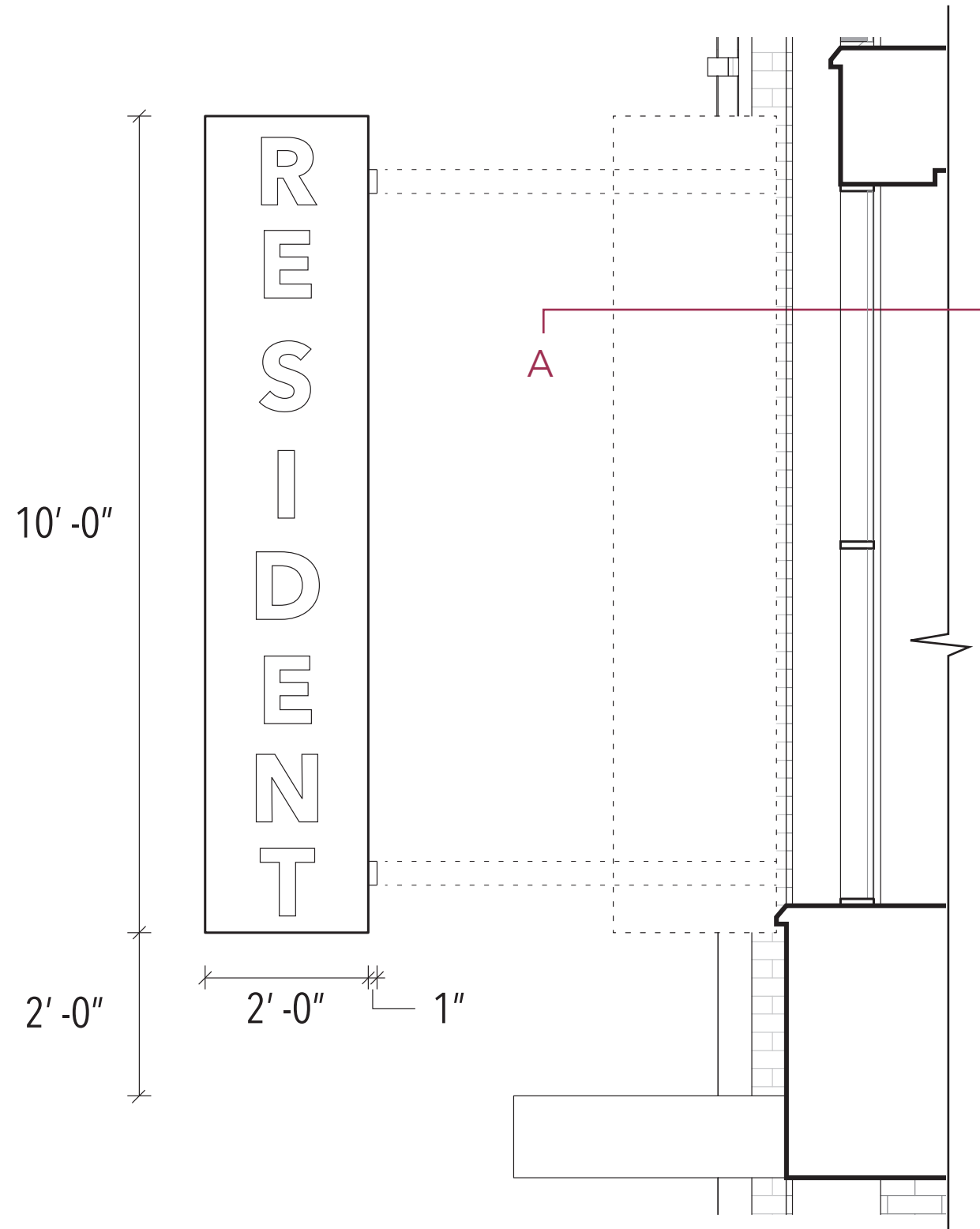
4 Stack Bond



DETAILS - Key Plan & Elevations



DETAILS - Blade Signage



Blade Sign Plan

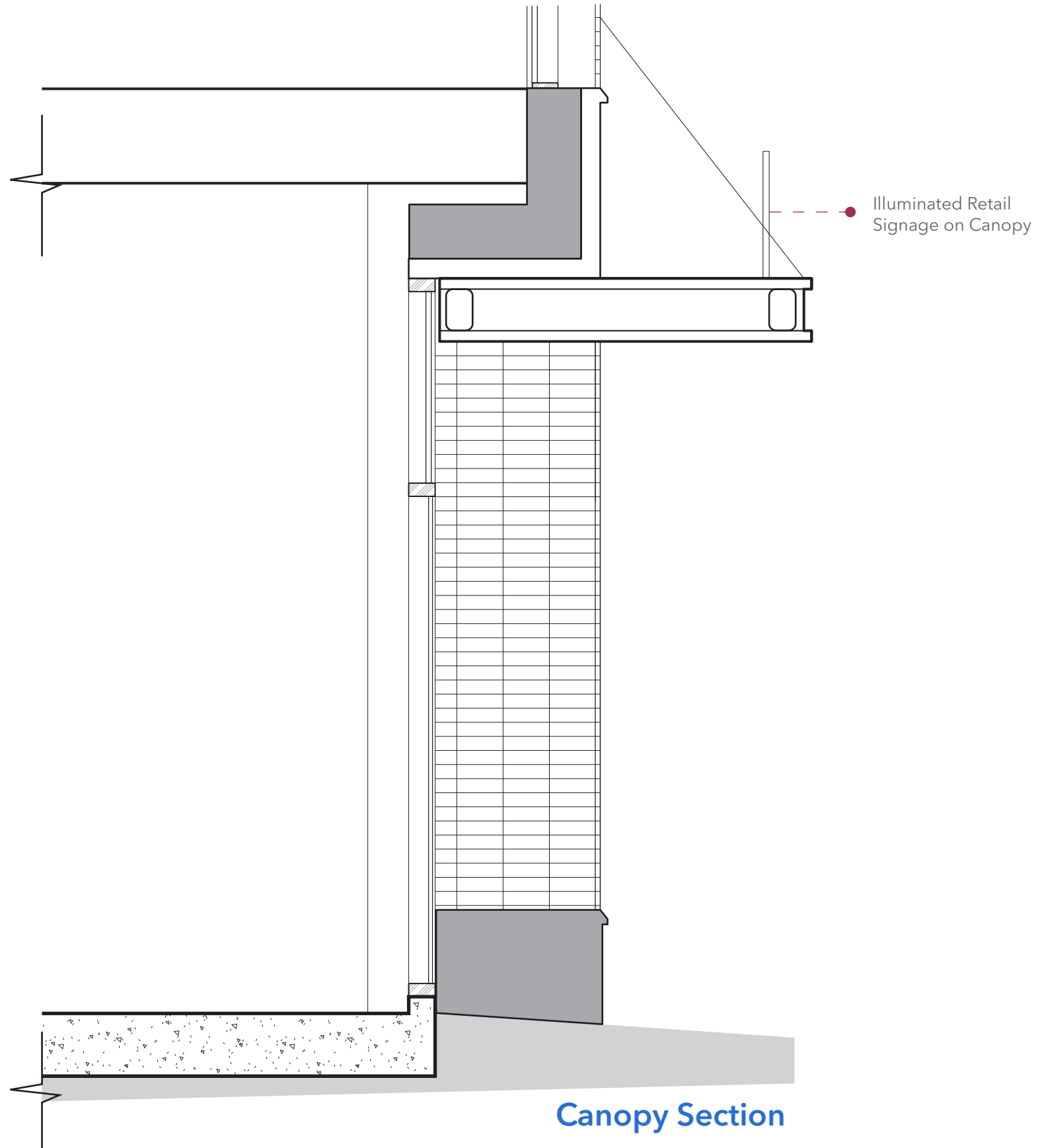


Blade Sign | Example

Blade Sign Elevation

Blade Sign Section

DETAILS - Canopy & Signage



Retail Signage | Example



Canopy & Signage | Example

DETAILS - Color Rendering



TROY LAUNDRY BUILDING | Rooftop Addition Concept



Development Summary:

Adaptive reuse of a Historic Landmark building which celebrates the building's historical significance, intricate details, and industrial past. The intent for the design advice meeting is to request preliminary feedback for only the new construction rooftop addition. The existing historic landmark building is shown for reference only. A Type III Historic Review for the scope of the existing Historic Landmark building will occur separately.

Design Objectives for Rooftop Addition:

Integrate a rooftop addition which is compatible with the historic building's architectural style, massing, and proportion.

Differentiate the rooftop addition from the Troy Laundry Building to preserve the historic resource as the primary architectural component on the site.

Metrics:

Address: 1025 SE Pine Street

Portland, OR 97214

Site Area: 200' x 100' = 20,000 SF

Proposed Use: Private members club

Existing Historic Building: +/- 51,000 GSF

Rooftop Addition: +/- 5,980 GSF



TROY LAUNDRY BUILDING - Rooftop Addition Massing

Applicable Central Eastside Design Guidelines:

C2: Consider view opportunities

Programming at the rooftop level allows for extended views of Portland's downtown to the west and Mount Hood to the east.

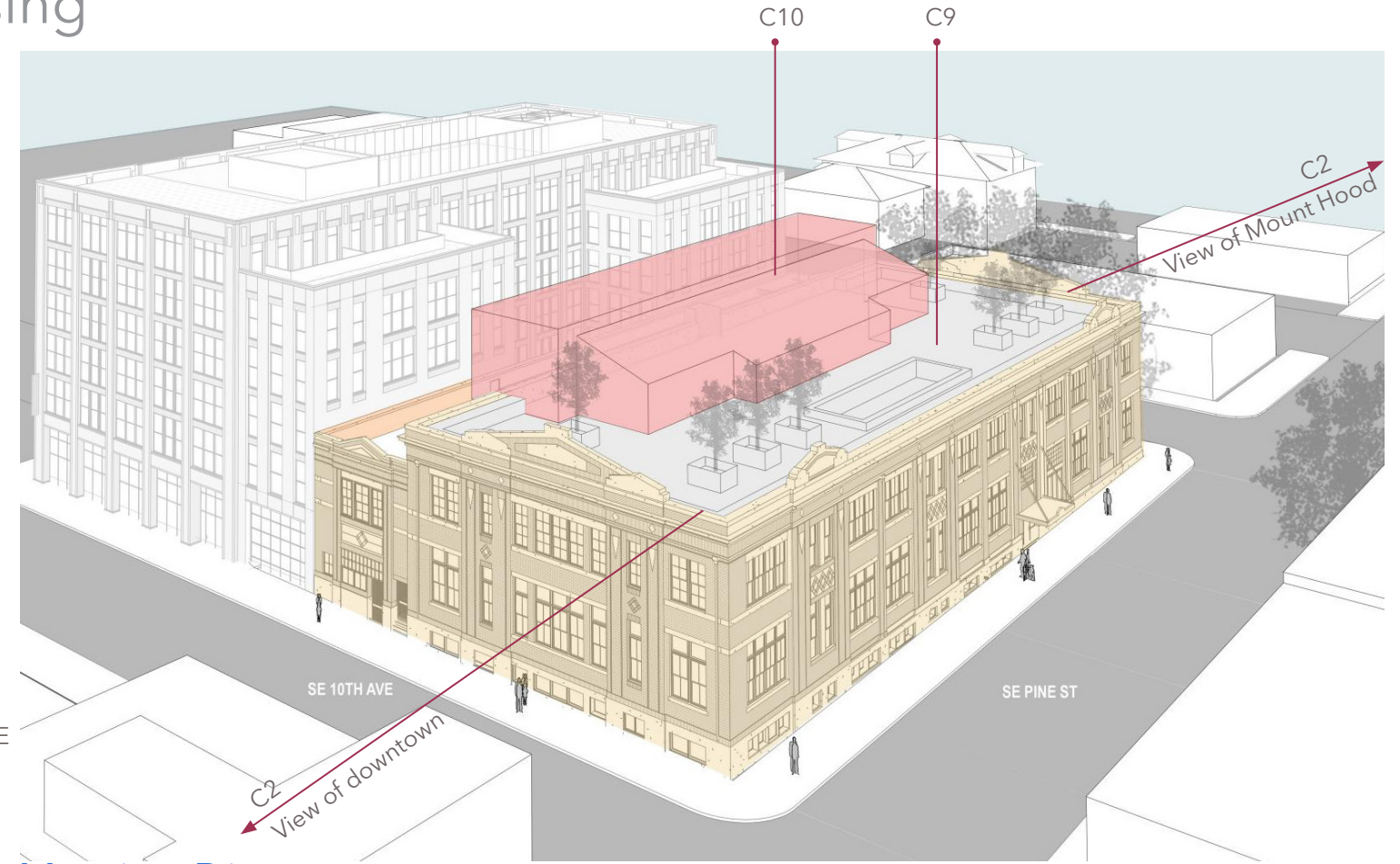
C9: Integrate roofs and use roof tops

The rooftop addition provides access to elevated interior and exterior space, further connecting the building with its context.

C10: Promote permanence and quality

The materials of the rooftop addition will be of high quality and in keeping with the permanence of the historic landmark building.

- PRIMARY HISTORIC FACADES
- NON-CONTRIBUTING FACADE
- ROOFTOP ADDITION
- EXTERIOR ROOF TERRACE



Massing Diagram

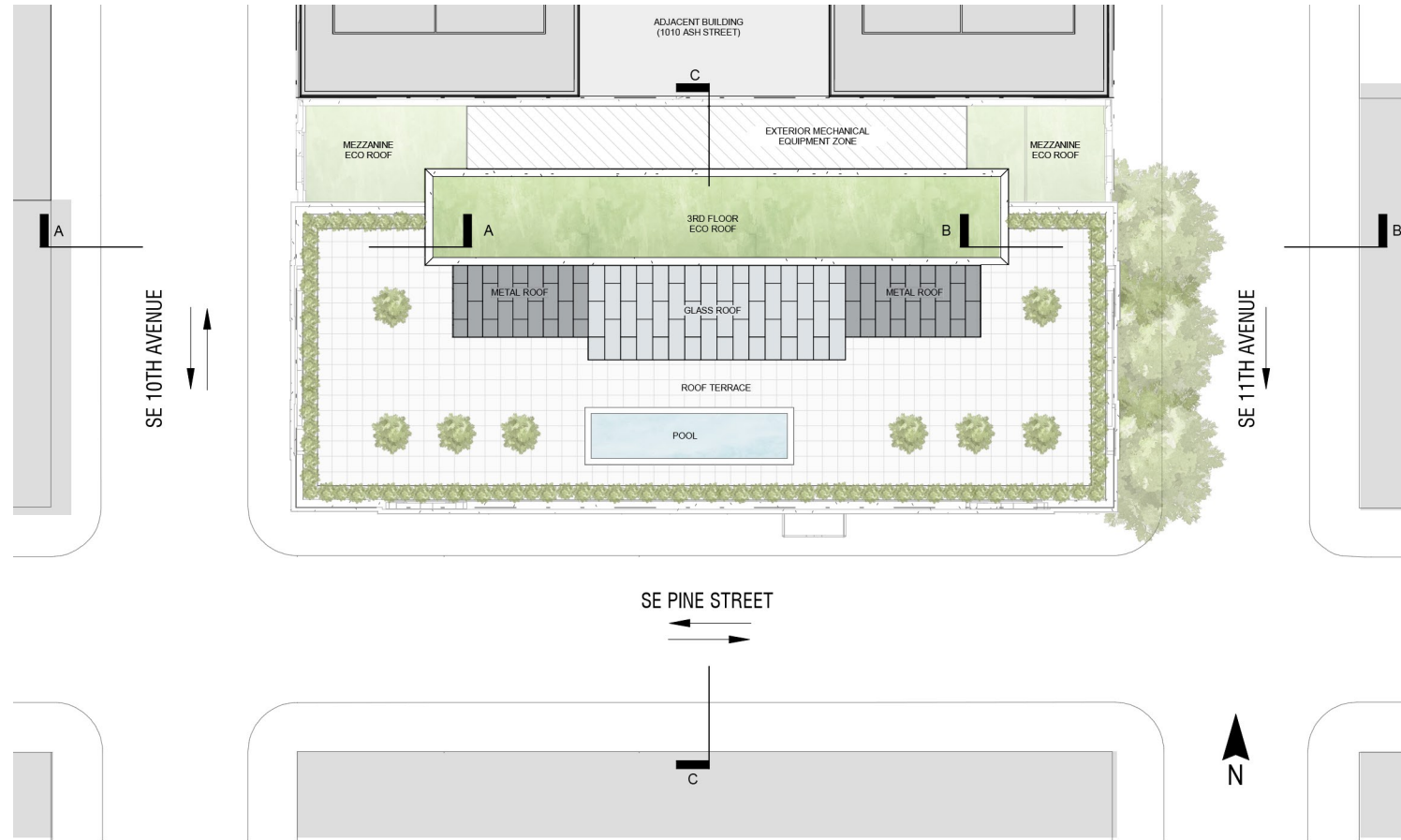


View Looking Southwest View



View Looking Northeast View

TROY LAUNDRY BUILDING - Rooftop Addition Massing



Roof Plan

Type III Historic Resource Review

Approval criteria in Central City Plan District - other approval criteria (33.846.060.G):

#1: Historic character

The rooftop addition will retain and preserve the historic character of the existing building. The rooftop addition is designed to minimize impact to the historic resource and removal of historic features will be avoided.

#2: Record of its time

The historic resource will remain as the primary architecture representative of its time. The rooftop addition will not create a false sense of historic development by clearly differentiating new from old.

#3: Historic changes

Non-original elements which have acquired historic significance will be preserved.

#4: Historic features

Deteriorated historic features will be repaired whenever possible. If replacement is required due to the severity of deterioration, the new feature will match original.

#5: Historic materials

Historic materials will be protected.

#6: Archaeological resources

The rooftop addition will protect any archaeological resources found.

#7: Differentiate new from old

The rooftop addition will be clearly differentiated from the historic building by inseting the massing of the addition from the existing facade. The new construction is located to avoid the destruction of the historic materials on the primary facades.

#8: Architectural compatibility

The architectural style will take cues from the historic building's synthesis of traditional form and restrained modern details. Brick and masonry details will take precedent from the historic building. Proportions will be established from the facade arrangement of the historic building. Incorporation of a transparent facade will relate to the large windows and transparency present in the existing building.

#9: Preserve the form and integrity of historic resources

The rooftop addition, if removed in the future, would maintain the essential form and integrity of the historic resource.

#10: Hierarchy of compatibility

The rooftop addition will be compatible primarily with the historic resource and secondly with adjacent properties. The property is not located in a Historic or Conservation District.



View Looking Northwest View



View Looking Southeast View

TROY LAUNDRY BUILDING - Material Inspiration and Concept



Existing Materials



Existing Materials



Rooftop Addition Perspective

TROY LAUNDRY BUILDING - Rooftop Addition Concept and Massing



Incorporate landscape elements to connect with natural setting

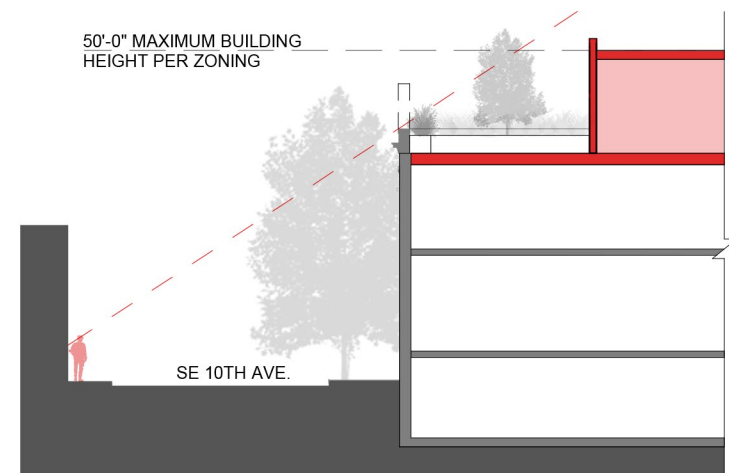
Metal windows and doors with intricate details in keeping with the level of facade detail present on the historic building

Indoor-outdoor connection promoting rooftop use

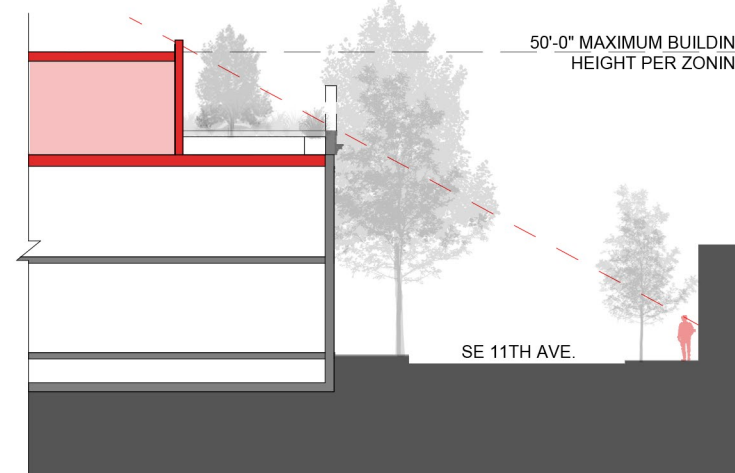


Rivet detail in keeping with industrial history of the neighborhood and building

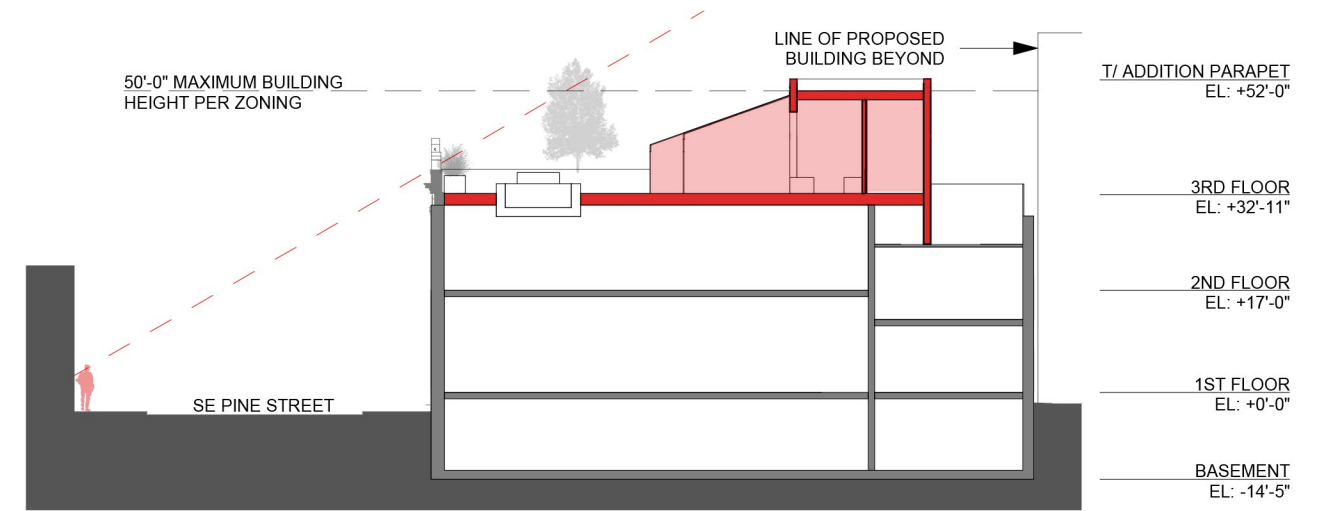
Brick and glass rooftop addition allowing for unique view opportunities



A. West Building Section



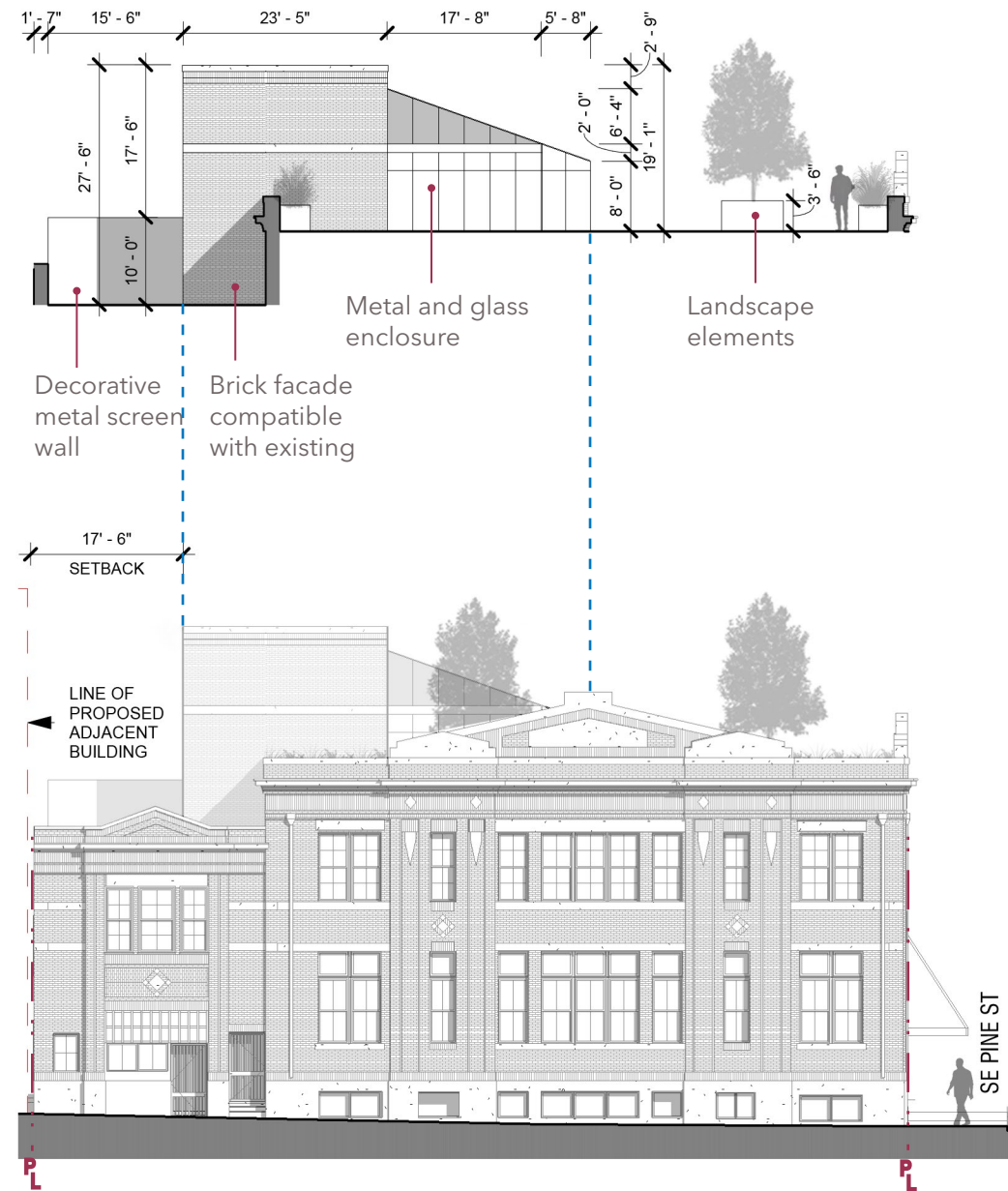
B. East Building Section



C. North-South Building Section

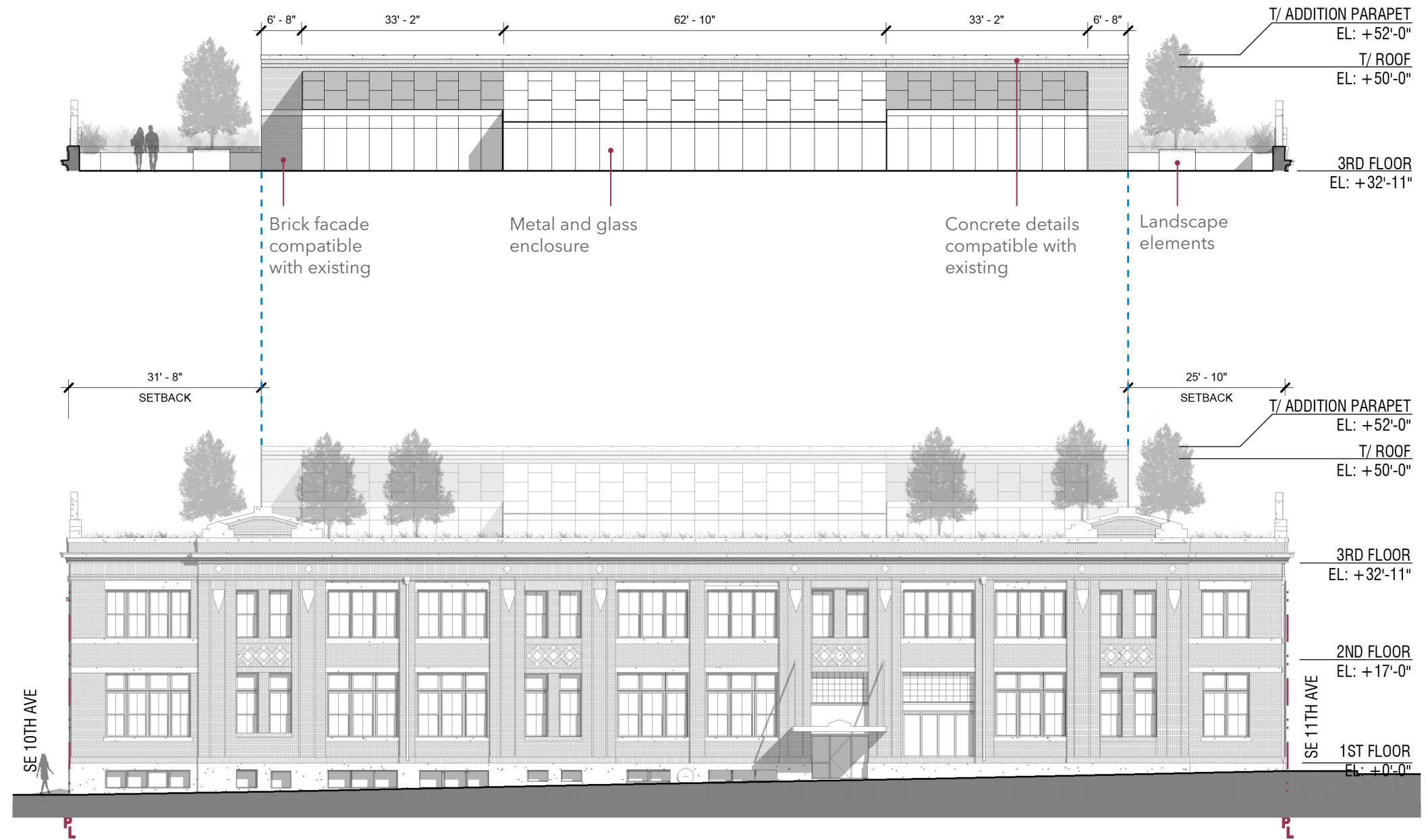
TROY LAUNDRY BUILDING - Exterior Elevations

Rooftop Addition - West Elevation



West Elevation
(for reference only)

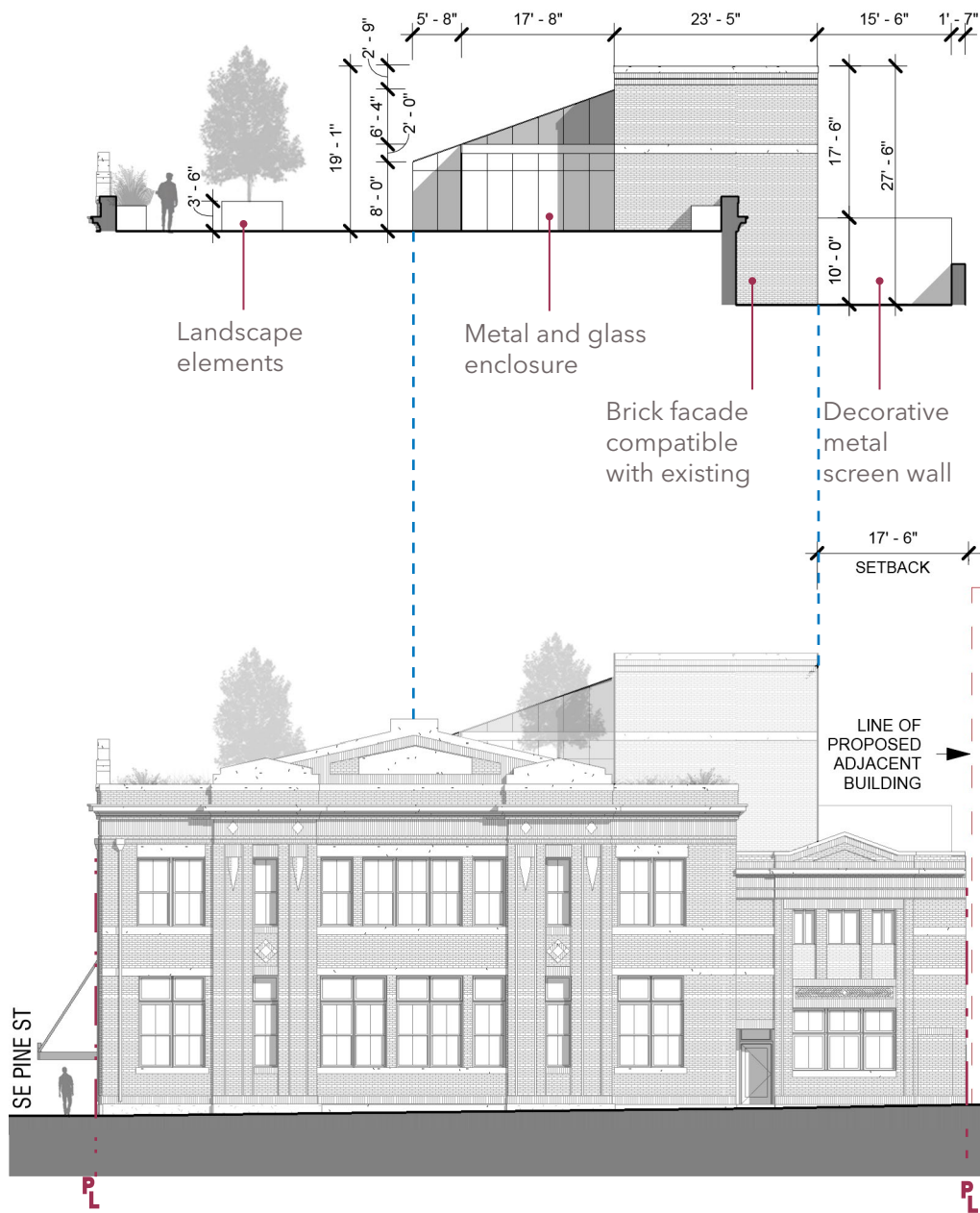
Rooftop Addition -South Elevation



South Elevation
(for reference only)

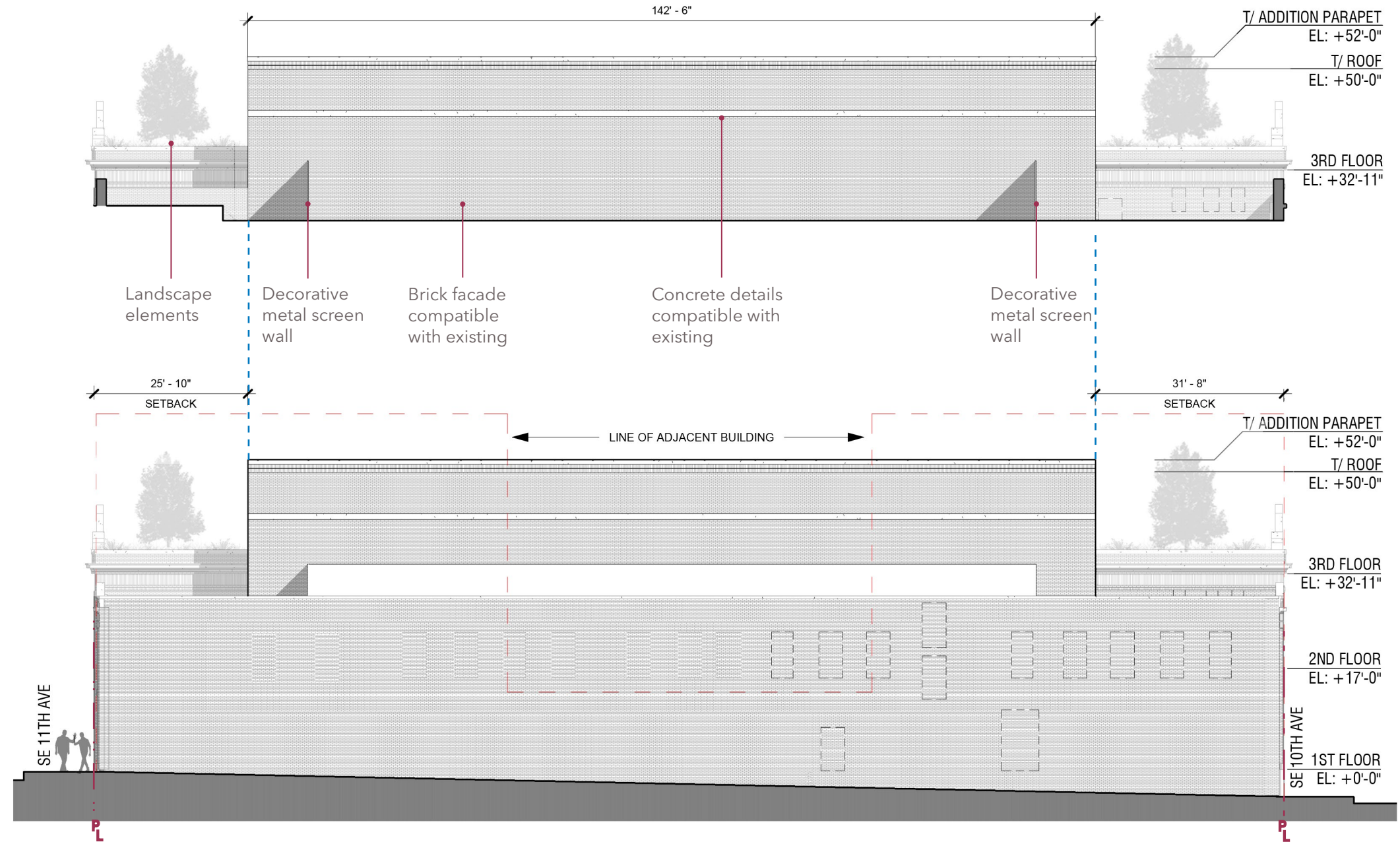
TROY LAUNDRY BUILDING - Exterior Elevations

Rooftop Addition - East Elevation



East Elevation
(for reference only)

Rooftop Addition - North Elevation



North Elevation
(for reference only)