

H O L S T

20 APRIL 2020

3000 SE POWELL

PORTLAND, OR

*Design Advice Request #3*

*EA# 20-116589*

## DESIGN ADVICE TOPICS



- **CONTEXT CREATION** TO PROVIDE INTERESTING & DYNAMIC SPACES ALONG POWELL.
- **PUBLIC REALM** FOCUSED ON PEDESTRIAN ENGAGEMENT, INCLUDING AREAS FOR CONNECTION AND RESPITE.
- **CONNECTIVITY** BETWEEN NORTH AND SOUTH NEIGHBORHOODS, WITH A FOCUS ON SAFETY.
- **EXTERIOR MATERIALS** THAT PROVIDE DURABILITY AND SENSE OF INTEREST.



# DEVELOPMENT PROGRAM

## PROPOSED BUILDING REVIEW

Home Forward has partnered with Holst Architecture to develop a proposal for an affordable multifamily housing project at 3000 SE Powell Boulevard, between SE 30th and SE 31st Avenues. The previous proposal, which was reviewed by the commission in Design Advice Requests last May and July, included a smaller lot area of 62,000 SF, with a 4-over-1, 150,000 SF building of 180 units.

The new proposal includes a site area of 91,000 SF, with a four-story, 144,000 SF wood framed building of 208 units. The unit mix includes 70% studio and 1-bedroom units and 30% 2- and 3-bedroom family units.

The design concentrates larger units along the back of the building and around the interior courtyard with playground area to support a family-focused environment, and the studios and 1-bedrooms along the East and West facades will enjoy more privacy and views of downtown and Mt. Hood. Active uses on the ground floor along Powell will include a meeting room designed for flexible programming to support community needs and a plaza entry that will provide an outdoor public amenity and a buffer from the traffic on Powell.





# DEVELOPMENT PROGRAM

## SITE CONSIDERATIONS REVIEW

Located in the Creston-Kenilworth neighborhood with proximity to Richmond, Hosford-Abernethy, and Brooklyn neighborhoods, the site has the potential to connect multiple communities. In our pre-application conference, PBOT directed the project to provide a multimodal pathway for pedestrians and bicyclists from the adjoining neighborhood to the south to Powell Boulevard at the north, connecting the two dead-end streets of SE 30th & SE 31st.

KEY



NEW PEDESTRIAN CONNECTION  
AS PART OF PROJECT'S SITE  
IMPROVEMENTS



EXISTING CONNECTION FROM SE  
FRANCES TO SE CORNER OF SITE,  
VIA SE 31ST AVE

An aerial photograph of a neighborhood in Portland, Oregon, with a semi-transparent orange rectangle highlighting the project site. The site is bounded by SE 30th Ave to the north, SE 31st Ave to the south, and SE 30th Ave to the west. SE Powell Blvd runs diagonally across the top of the map. SE Francis St runs horizontally across the bottom. Other streets shown include SE 29th Ave, SE 32nd Ave, SE 33rd Ave, and SE 33rd Pl. A dashed yellow arrow points from SE 30th Ave to SE 31st Ave, indicating a new pedestrian connection. A solid yellow arrow points from SE Francis St to SE 31st Ave, indicating an existing connection. A north arrow is located in the bottom right corner.

4 3000 SE POWELL | HOLST

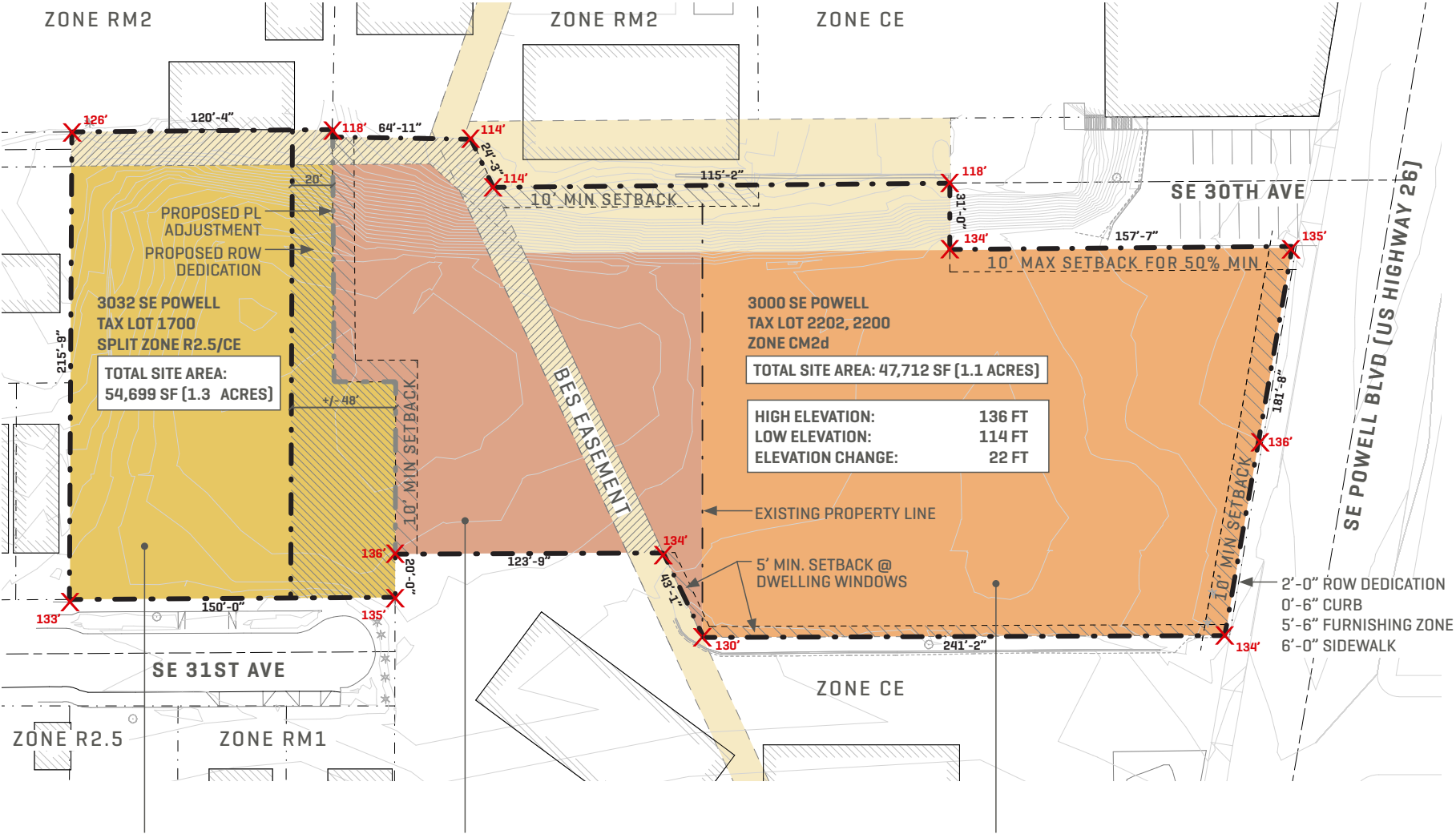


# DEVELOPMENT PROGRAM

## ZONING DIAGRAM + EXISTING CONDITIONS

The site includes three properties, each with its own zoning designation. The proposed development will combine the CM2 and CE properties, while the R2.5 property will be reserved for future development of affordable low-rise residential via a property line adjustment. We are collaborating with PBOT to pursue a Public Works Alternative Review, allowing the project to utilize a dedication that provides a connection for the multimodal path while also allowing access to a resident parking area from SE 31st Ave.

The BES Easement cutting through the center property does not allow for construction above it, creating the southern boundary of the building. A 10-foot minimum setback at Powell defines the north boundary of the building.



- ZONE R2.5**
- 50% MAX COVERAGE (LOTS 3000 SQ. FT. OR LESS)
  - MINIMUM LOT SIZE= 1600 SQ. FT.
  - 35' MAX HEIGHT

- ZONE CE**
- 85% MAX COVERAGE
  - MAX FAR: 2.5:1
  - W/ BONUS: 4:1
  - 45' MAX HEIGHT

- ZONE CM2[D]**
- 100% MAX COVERAGE
  - MAX FAR: 2.5:1
  - W/ BONUS: 4:1
  - 55' MAX HEIGHT [W/ INCLUSIONARY BONUS]



# CONTEXT STUDIES

## MULTI-MODAL CIRCULATION PLAN

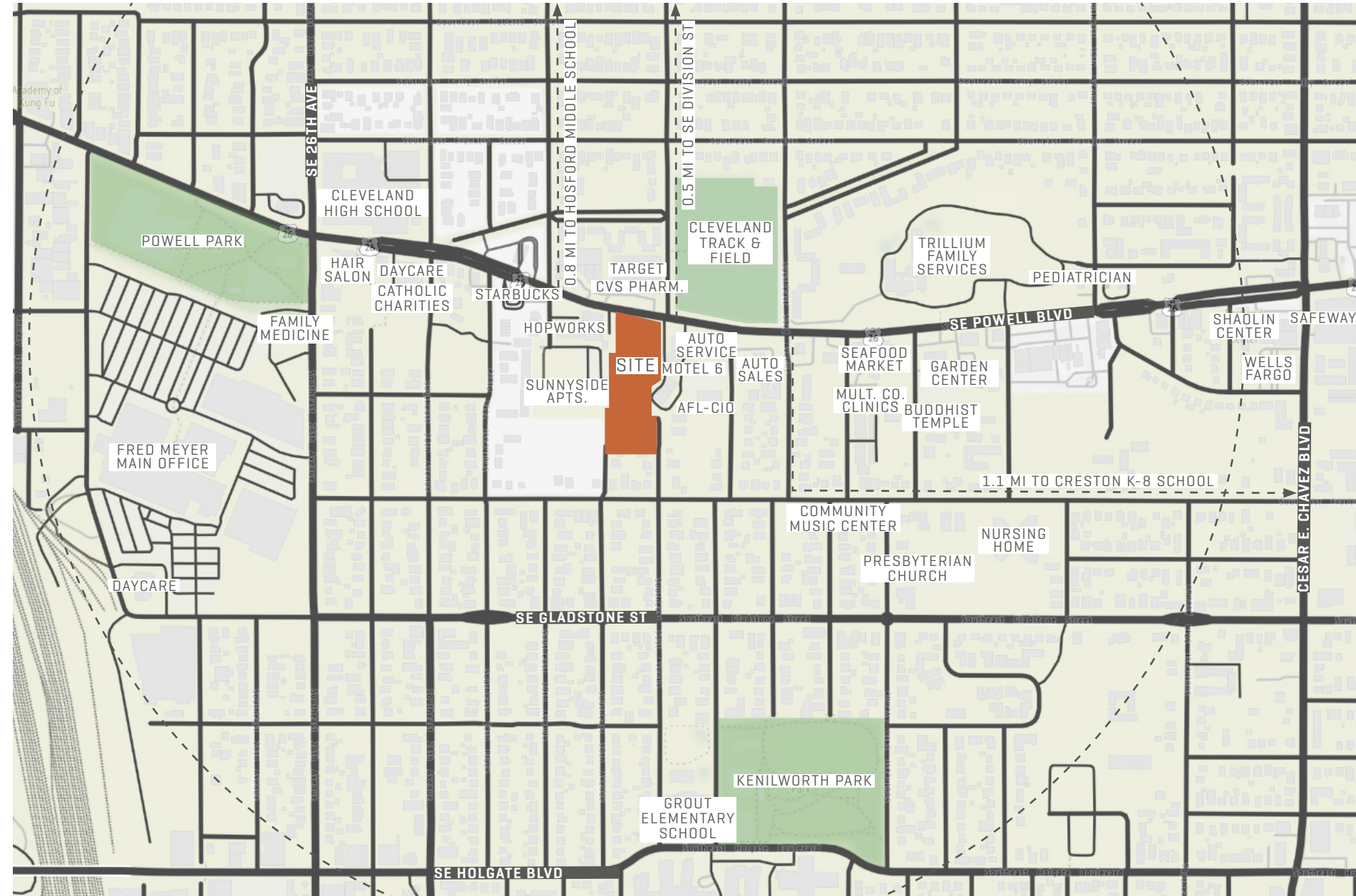
With nearby access to the number 9 bus line along Powell and bike-friendly streets running north-south, residents will be able to take advantage of alternative transportation. A connection to the MAX orange line is located just outside the half-mile radius of the site. A pedestrian crosswalk was recently installed at the northeast corner of the site, providing access to Cleveland Track & Field and Target.

We anticipate utilizing 30th Ave at the northwest corner of the site for service vehicles only and 31st Ave at the southeast corner for low-volume vehicular access to a 31-space parking lot. The multimodal path that transverses the site will connect between each street for pedestrian and bicyclist access.



## MAJOR ADJACENT USES

The proximity of Cleveland High School, Cleveland Track & Field, Powell Park and various amenities creates a populated pedestrian accessway along Powell. In addition, Kenilworth Park to the south along with Grout Elementary and Creston K-8 makes connection between north and south neighborhoods a priority for our family-oriented development.



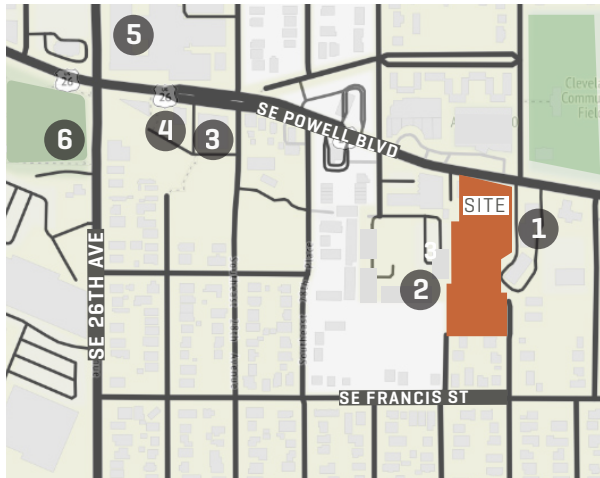


# CONTEXT STUDIES

## NEIGHBORING BUILDINGS + HISTORIC RESOURCES

The eclectic vernacular of the built environment along Powell provides a unique opportunity for our project to define the boulevard’s future design character.

Taking cues from nearby historic resource Cleveland High School, the historic Powell Park structure, and the recent Catholic Charities building, our material palette juxtaposes differing brick textures and patterns to balance visual interest with lasting durability.



1 MOTEL 6: 1971, STUCCO [WHITE], 2 STORIES



2 SUNSHINE APARTMENTS: 2018, METAL PANEL [DARK GRAY], WOOD SLAT ROOF EAVE, PERFORATED METAL ACCENTS [ORANGE, WHITE & GRAY], 4 STORIES



3 CATHOLIC CHARITIES: 2010, RED BRICK, WHITE BRICK, SANDSTONE, 4 STORIES



4 HOWARD HOUSE: 1890 QUEEN ANNE, HORIZONTAL BOARD [YELLOW], 2 STORIES



5 CLEVELAND HIGH SCHOOL: 1929 SECOND RENAISSANCE REVIVAL, RED BRICK WITH SANDSTONE ACCENTS, 3 STORIES



6 PARK STRUCTURE: 1926 MEDITERRANEAN REVIVAL, TEXTURED STUCCO [GREEN], STEEL ACCENTS [BLACK], 1 STORY



# CONTEXT STUDIES

## SITE VIEWS

The site is located at the crest of a 20-foot slope and is surrounded by low-rise buildings, offering opportunities for resident views from all directions. A steep slope along the west edge of the property provides privacy and views facing downtown and the west hills.



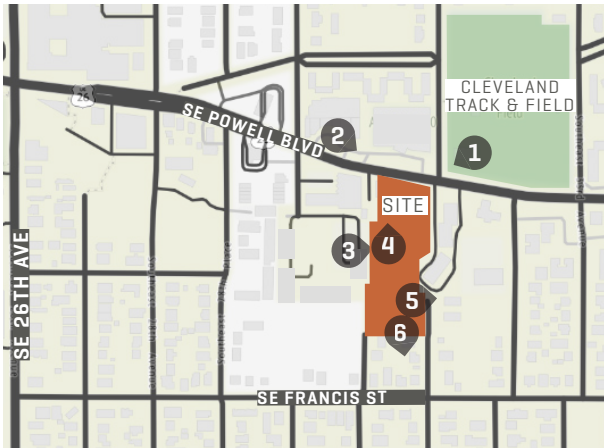
1 VIEW OF SITE FROM NE



2 VIEW OF SITE FROM NW



3 VIEW OF SITE FROM HOPWORKS BALCONY



4 VIEW OF SITE FROM WEST SIDE, FACING N



5 VIEW OF SE 31ST AVE, FACING E



6 VIEW OF SITE TO S



# CONCEPT DESIGN

## PREVIOUS DAR

With a smaller, landlocked site, the original design concept prioritized an articulated massing along Powell with visibility through the courtyard, and an opening to the west with an “overlook terrace.”

Takeaways from our first DAR included:

- CREATE CONTEXT AND PROVIDE NEEDED REPAIR FOR PEDESTRIANS AND NEIGHBORHOOD
- DEMONSTRATE AFFORDABLE HOUSING CAN BE A PLACE WHERE PEOPLE WANT TO LIVE AND CONTRIBUTE TO NEIGHBORHOOD
- DESIGN COURTYARD AS STRONG ORGANIZING ELEMENT AND AMENITY
- RESPOND TO THE DIFFERENT CONDITIONS OF EACH FRONTAGE, BOTH CURRENT AND FUTURE
- BREAK DOWN THE SCALE OF THE DEVELOPMENT





# CONCEPT DESIGN

## PREVIOUS DAR

Through further design development, we explored carving the mass at key areas, accented with contrasting metal panel.

Takeaways from our second DAR included:

- MASSING BREAK ON POWELL PROVIDES AN “EDDY OF CALM” FOR PEDESTRIANS VIA A LARGE, ACTIVATED AND LANDSCAPED PLAZA
- COURTYARD FUNCTIONS AS STRONG ORGANIZING ELEMENT AND AMENITY WITH VISUAL CONNECTION TO PUBLIC PLAZA
- RESPOND TO THE DIFFERENT CONDITIONS OF EACH FRONTAGE, BOTH CURRENT AND FUTURE
- SIMPLIFY THE COMPOSITION BY REDUCING NUMBER OF “MOVES” AND STRENGTHENING THE ONES THAT REMAIN





# CONCEPT DESIGN

## PROJECT EVOLUTION

With the inclusion of the adjacent lot to the south as part of the project's new scope, we went back to the drawing board, considering site, form, and material concept with a more abstract lens. We filled a wall with sketches, paintings, digital collage, models, and inspiration images, as a launching point for new design iterations.





# CONCEPT DESIGN

## PROJECT EVOLUTION

In particular, we further explored a concept behind our original design, discussed with the commission at our first DAR hearings – how to use the massing of the building to create “eddies” that invite pedestrians and residents alike to engage with the project’s site in a dynamic way.

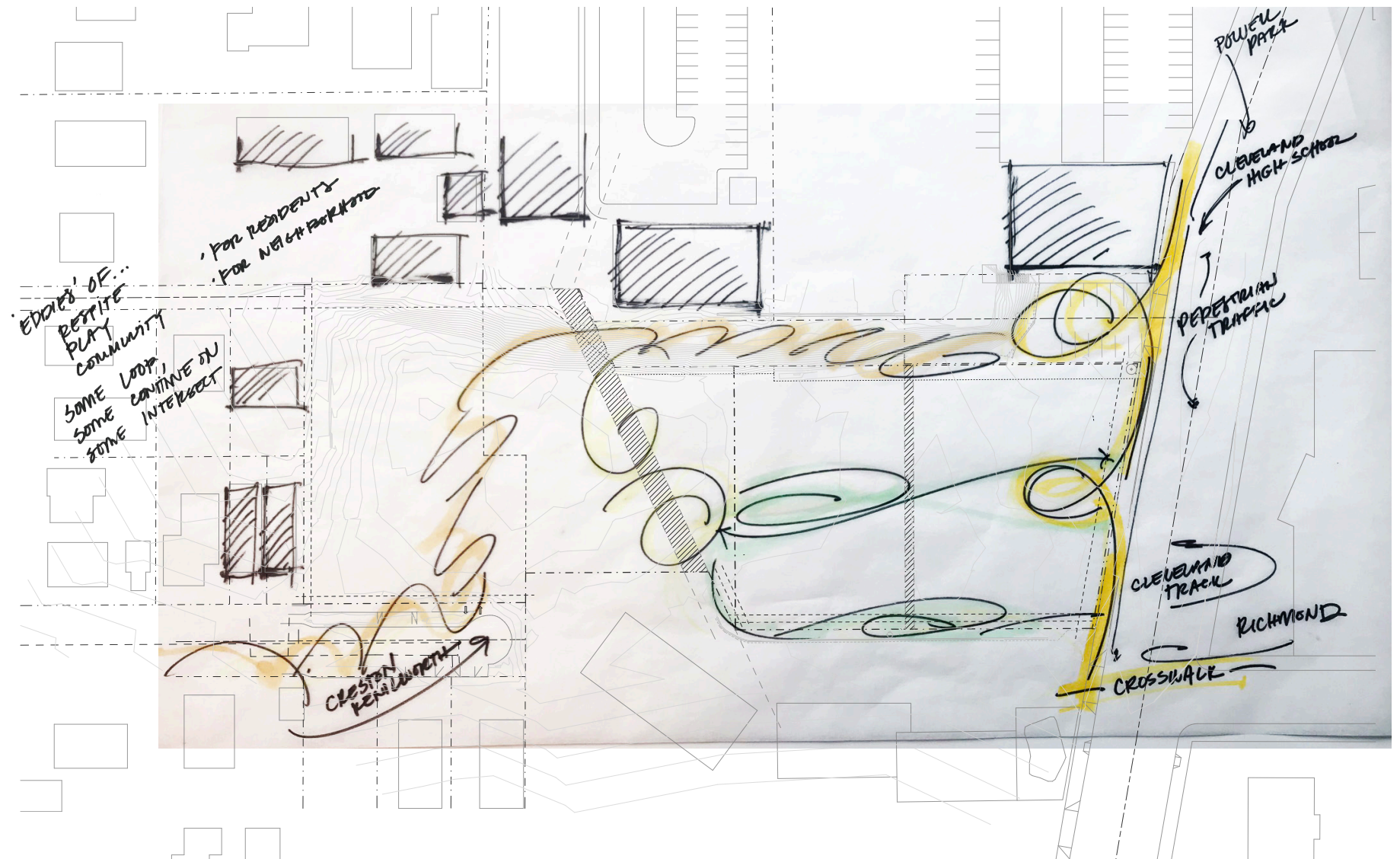




# CONCEPT DESIGN

## PROJECT EVOLUTION - MASSING

Considering the expanded site and its potential for a true north-south connection, we delineated the “currents” pulling from Powell and from the Creston-Kenilworth neighborhood, and how our building might pull from those existing currents, creating eddies within the building form or generating new currents to encourage movement through the site.

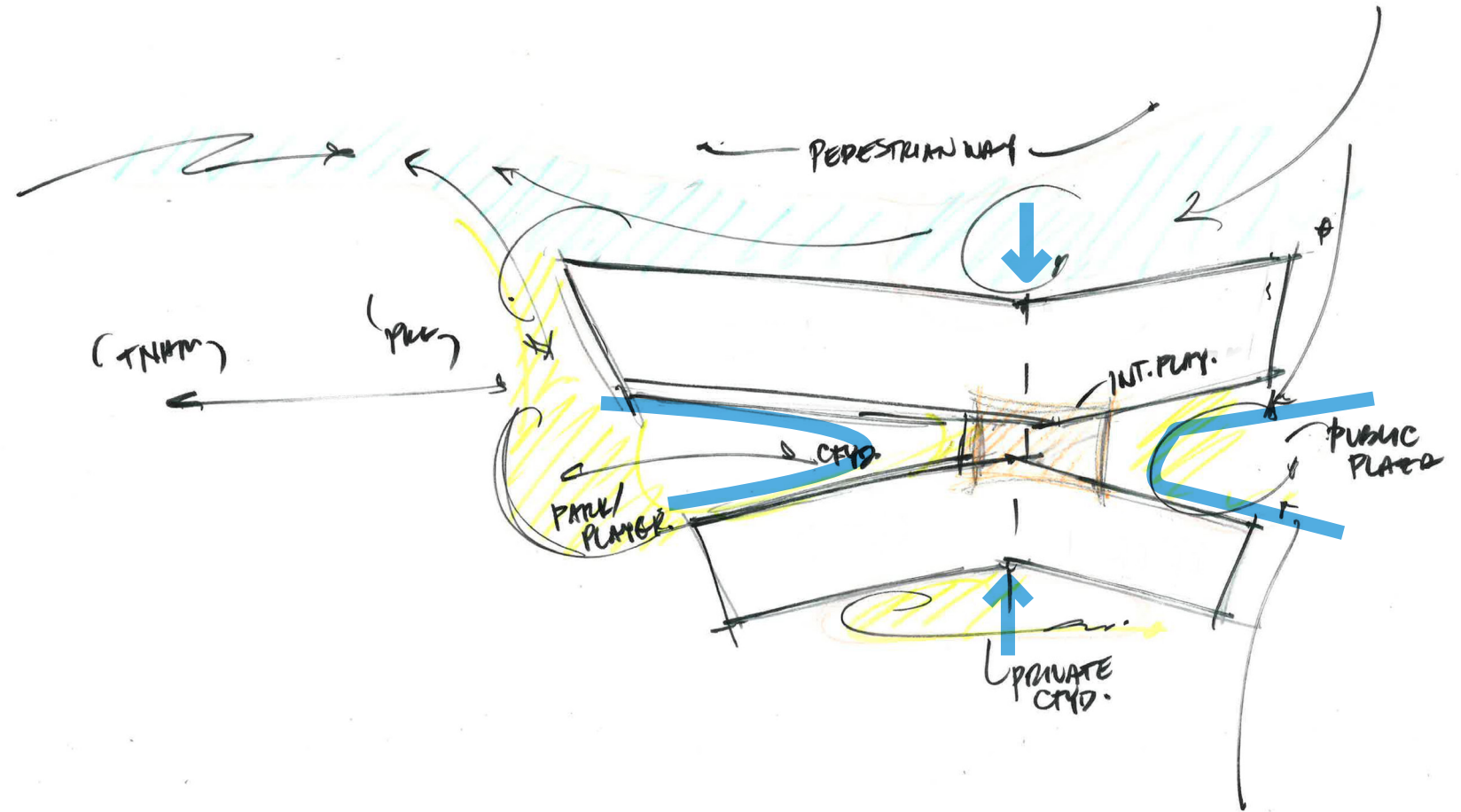


# CONCEPT DESIGN

## PROJECT EVOLUTION - MASSING

A gentle fold inward at the west and east facades responds to a public pedestrian path and more private resident side yard.

A more dramatic carving at the north and south facades create inlets for a public plaza and semi-private resident courtyard and playground.

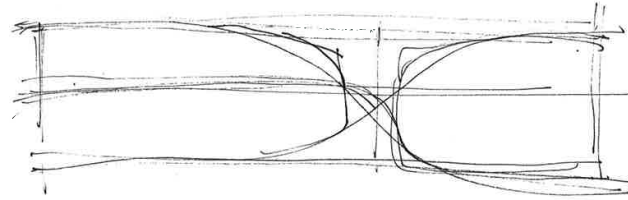




# CONCEPT DESIGN

## PROJECT EVOLUTION

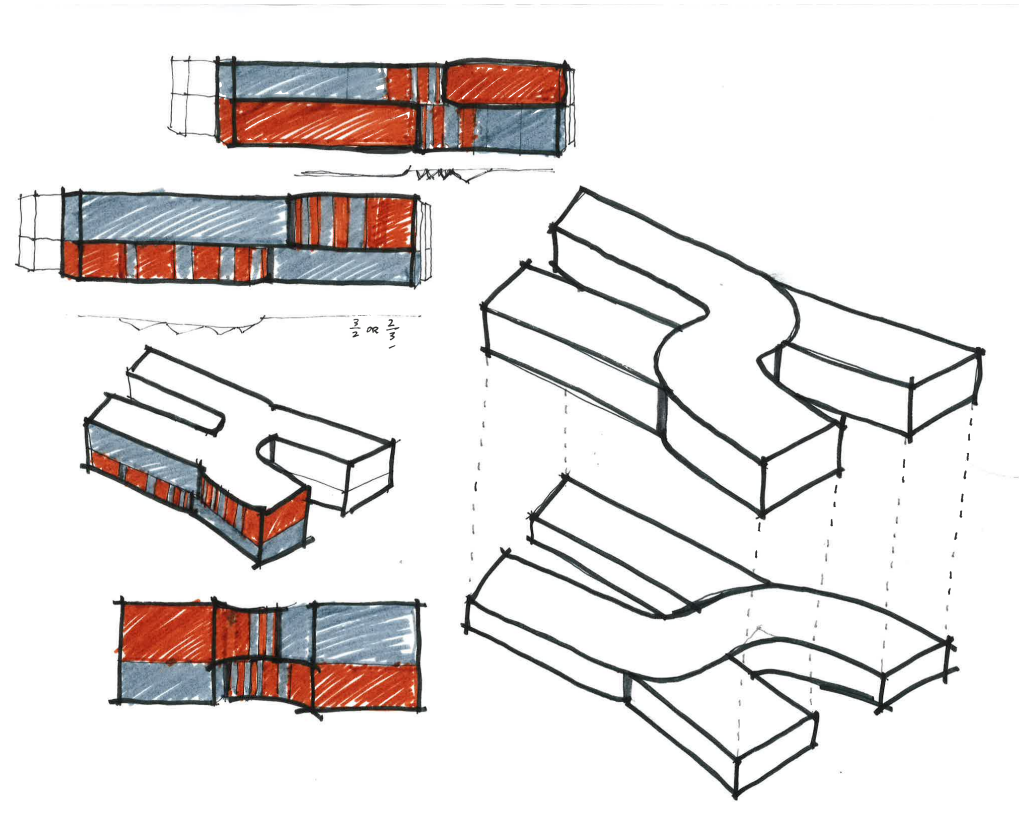
The concepts of eddy, flow, and erosion began to further the shape massing, hinting at a material change between intersecting elements that becomes more dramatic at areas of convergence. (Images as seen in last DAR packet.)



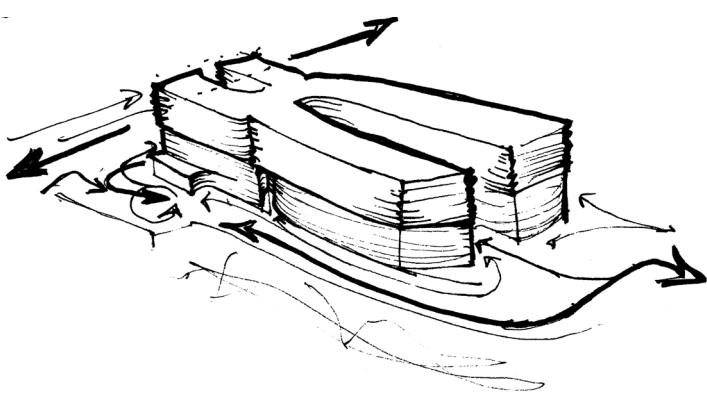
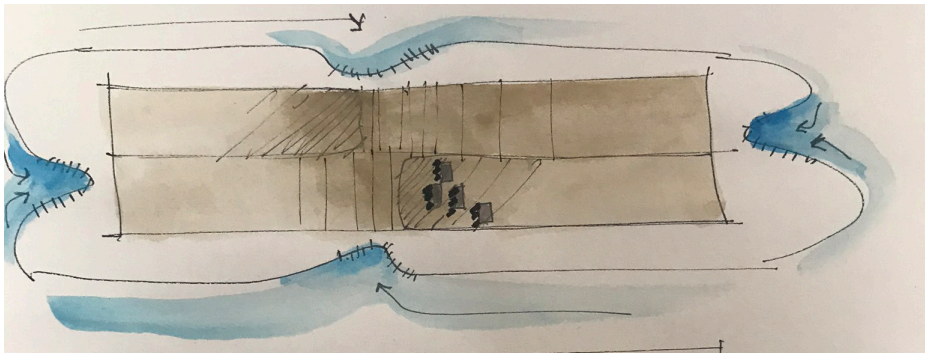
CONCEPT DESIGN  
PROJECT EVOLUTION - MASSING

The formation of an eddy in nature is caused by a current of water encountering a static element.

The design of the building explores this concept of two elements meeting and the resulting energy and erosion that can occur.



STACKED MASS - FLOWING MEETS RIGID



A MASS IN THE CURRENTS OF THE NEIGHBORHOOD



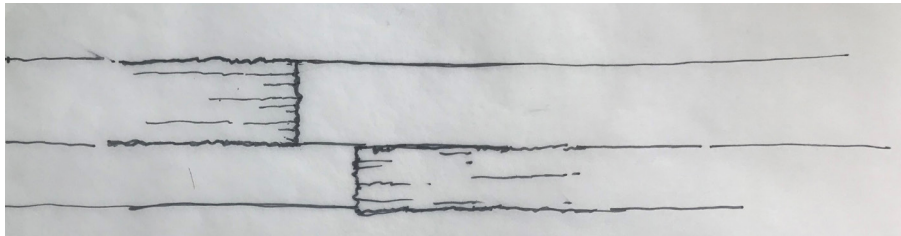
CONCEPT DESIGN  
MATERIAL INSPIRATION

As a material evocative of strength and scale, brick allows us to experiment with how the forces of movement and flow throughout the site might affect the building in a textural sense.

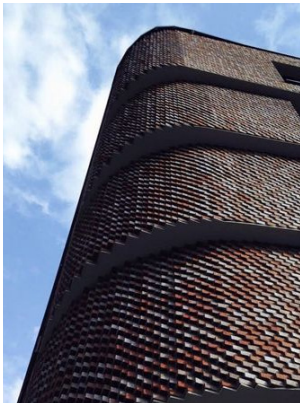
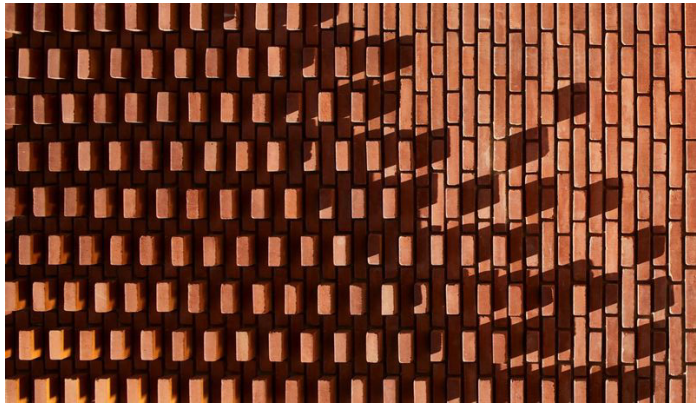
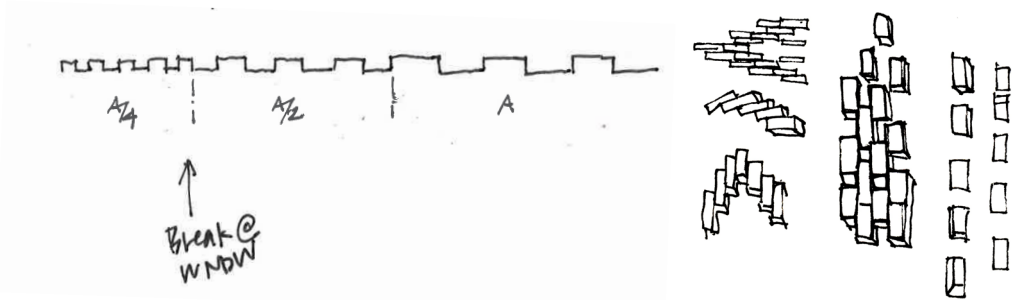
Conceptually, movement associated with activity along the ground floor plane erodes a more three-dimensional brick pattern into a smoother, glazed surface.



EDDIES CAUSE MOMENTS OF EROSION



CONTRAST OF ROUGH AGAINST SMOOTH



ROUGH



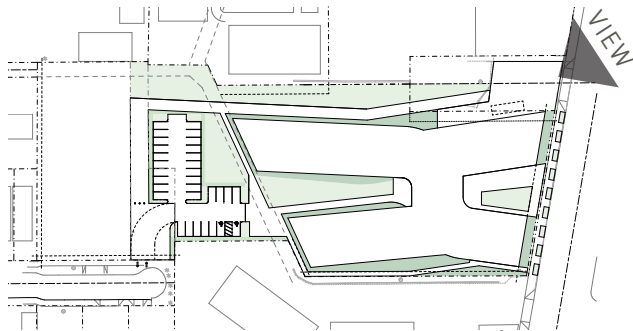
SMOOTH



## STREET VIEW LOOKING SOUTHEAST

The east and west facades respond to the currents that influence inflections in the building massing. A gentle gradient of brick tones and texture create variation along an otherwise efficient façade. Where the different brick tones weave together, the increasing intensity of the gradient creates a sense of velocity.

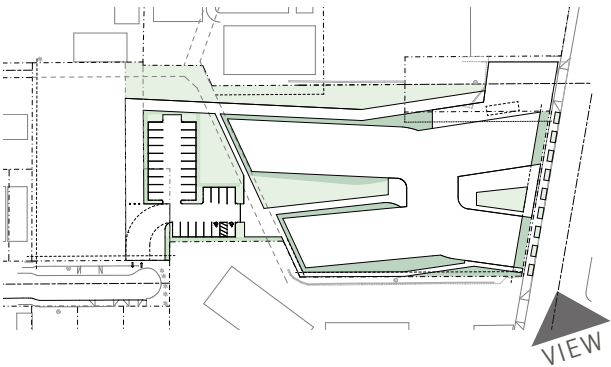
The flow of pedestrians along the west façade informs the eroded curvature at the corner community space. Increased texture occurs where the building forms converge along the pedestrian pathway against the hillside.





# STREET VIEW LOOKING SOUTHWEST

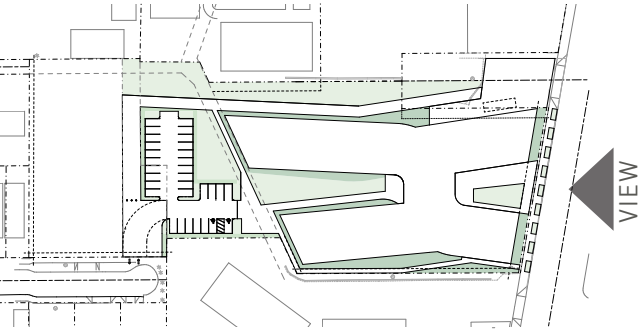
Similarly, this material velocity emphasizes the inflection point on the east façade, where a more intimate pathway connects residents from the southern portion of the site to a bicycle amenity and meet-up area.





# STREET VIEW LOOKING SOUTH

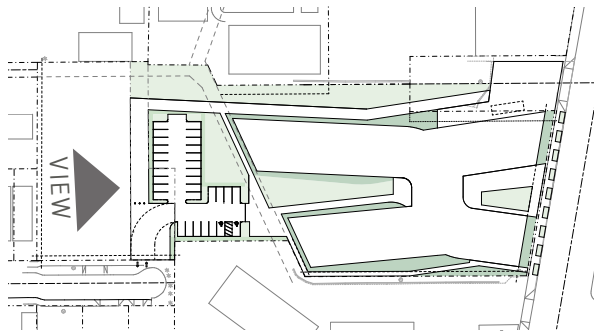
The opacity and rigidity of the overall façade design begins to erode at the public plaza where we have concentrated the active uses. The active currents at play mold the ground floor and pull activity in. Striking this balance of façade porosity and visual movement, the treatment of the ground floor level around the public plaza highlights points of building access and celebrates the areas of community engagement.





## VIEW LOOKING NORTH

Layered landscape and programmed amenity spaces soften the deep inlet of the resident courtyard. The southward orientation allows ample daylight and non-parallel exterior walls help to reduce noise reverberation. The residential lobby and property management offices anchor the point where the two building masses converge. The southern portion of the site allows for playground amenities, resident garden beds, and on-site parking.

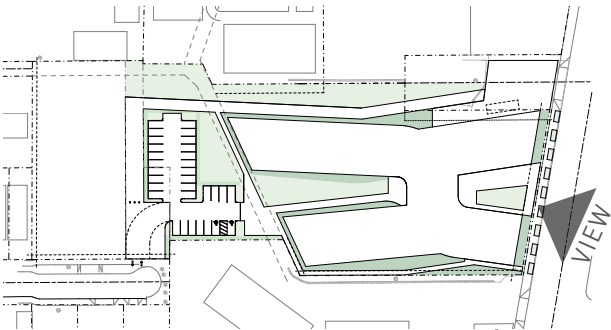




# VIEW OF ENTRY PLAZA

Pedestrian and resident circulation through the public plaza creates an eddy of movement that begins to carve away at the ground floor plane, emphasized in a smoothing of the materials, with glazed brick and integrated storefronts.

The landscape design will create a gradient of space between the more private resident entry and the public plaza, where pedestrians can seek respite from Powell or comingle during events in the community spaces.



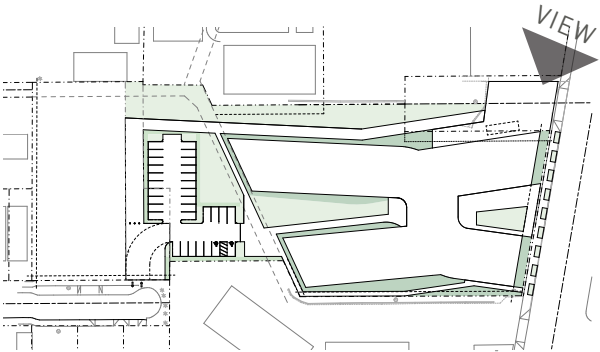


# VIEW OF WEST PLAZA

The flow of pedestrians and bicyclists along the northwest corner creates a similar erosion of the ground floor, where curves soften corners and more textured brick transitions to glazed.

The larger of the building's two community rooms defines this prominent corner, a space that can be used for lunch programs, neighborhood meetings, classes, workshops, and other events that will allow for interaction among residents, neighbors, and community partners.

The community room opens to an improved right-of-way that forms a point of connection to the multi-use pathway. Specialty pavers will distinguish limited vehicle access for building services only.





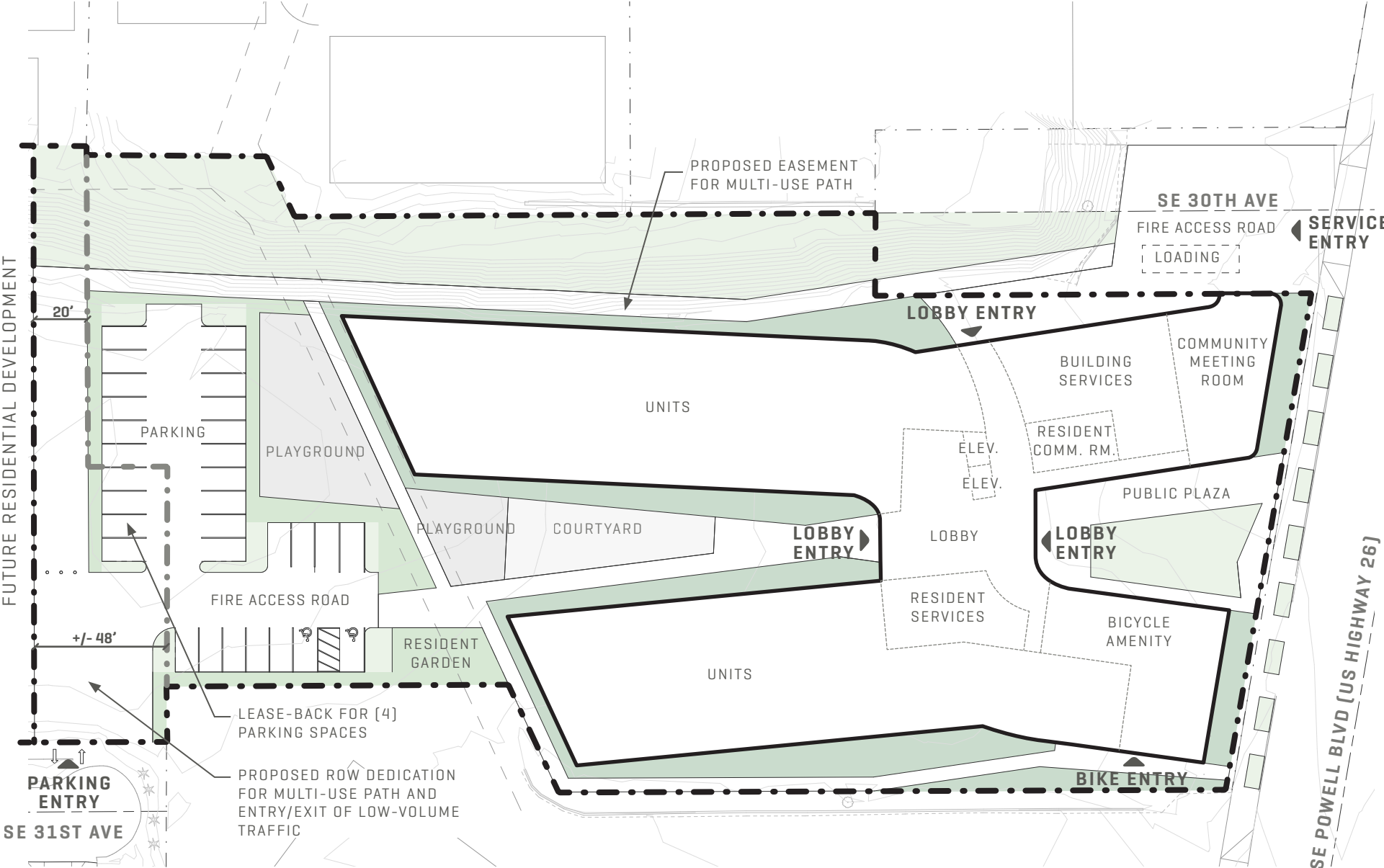
# SITE PLAN

The site development has two points of entry, from SE 30th on the northwest and SE 31st on the southeast.

At SE 30th, the proposed design devotes the right-of-way to a primarily pedestrian zone. Vehicle access would be restricted to building services and resident move-in, where a designated loading space could utilize convenient access to elevators and centralized building utilities.

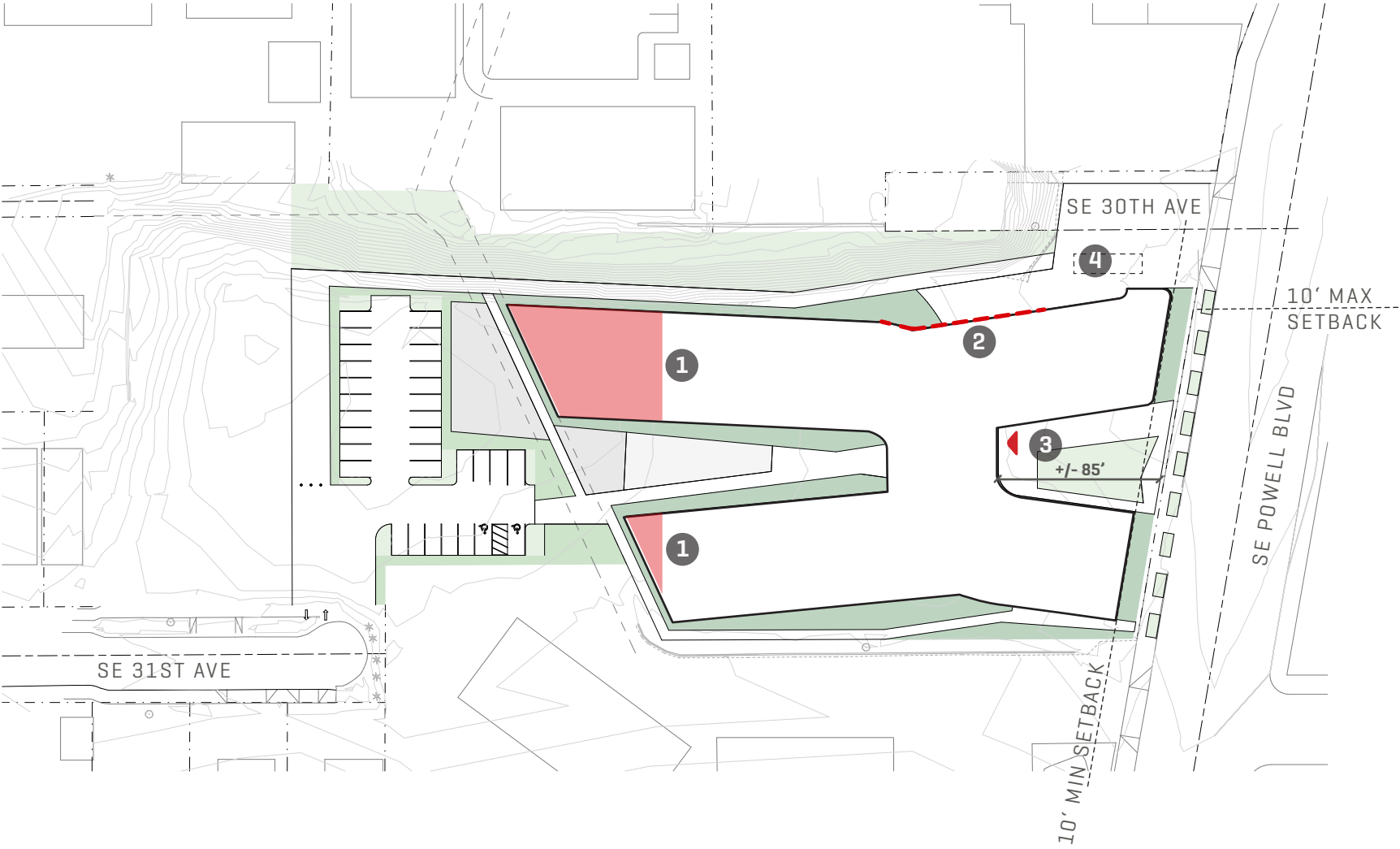
At the entry from SE 31st, protective bollards define the multimodal pathway, while allowing vehicle access to a 31-space parking lot.

Community and resident amenities flank the public plaza and street corners, while an interstitial lobby space forms the heart of the building and links multiple points of entry. A programmed interior courtyard takes advantage of southern exposure, along with resident garden plots and play areas.



# POTENTIAL MODIFICATIONS

- 1 33.130.210 HEIGHT  
A MODIFICATION TO ALLOW ADDITIONAL HEIGHT IN CE ZONE.
- 2 33.130.215.C.1 SETBACKS  
REQUIREMENT:  
MAXIMUM BUILDING SETBACKS: AT LEAST 50% OF LENGTH OF GROUND LEVEL STREET-FACING FACADE MUST MEET MAX SETBACK STANDARD.
- 3 33.130.242 TRANSIT STREET ENTRANCE  
THE MAIN ENTRANCE MUST BE WITHIN 50 FT OF TRANSIT STREET OF A MULTI-DWELLING STRUCTURE.
- 4 33.266.310 LOADING STANDARDS  
PROVIDE LOADING SPACE AT SE 30TH ROW.





# GROUND FLOOR PLAN

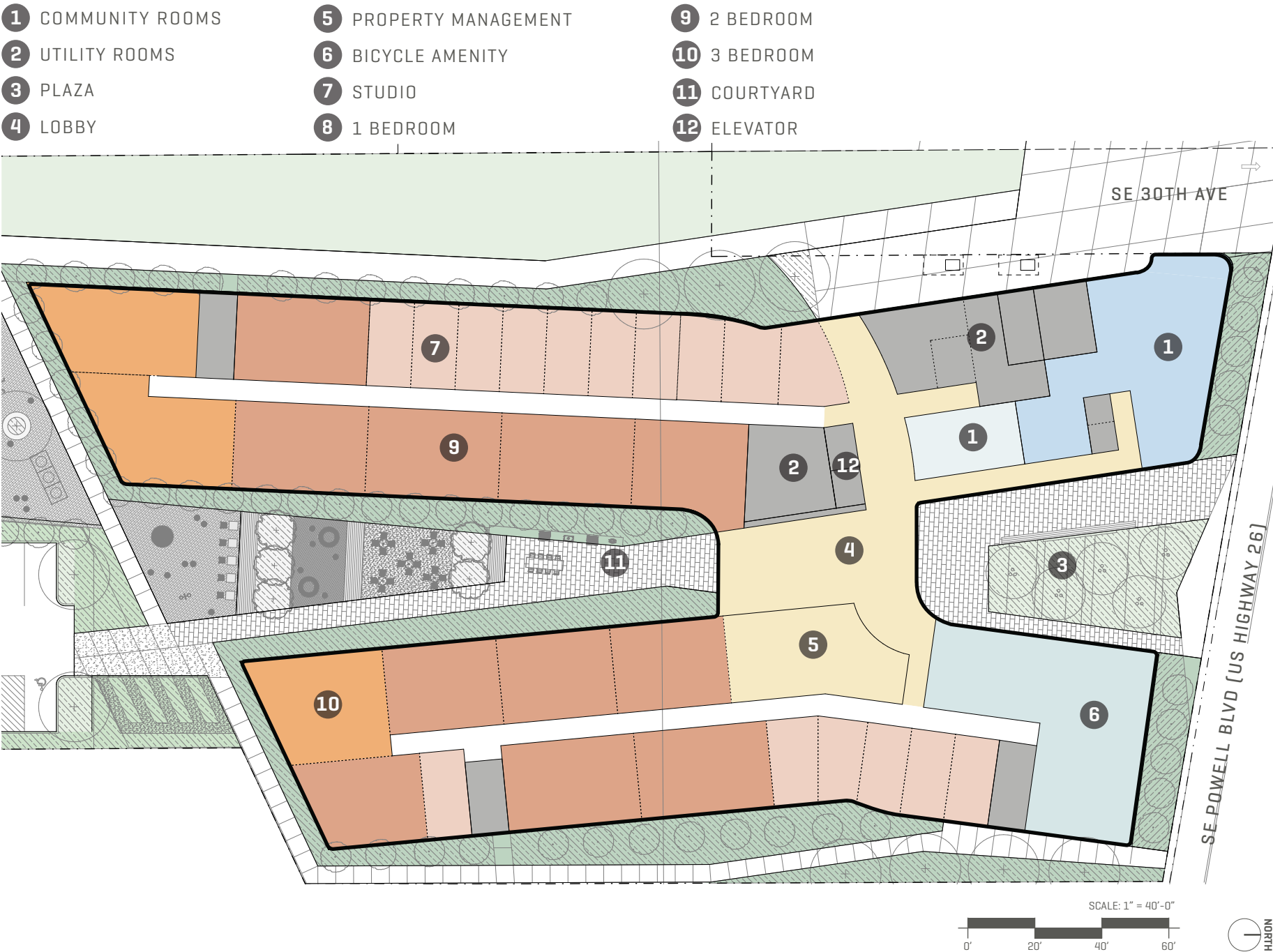
The program’s most active uses envelop the public plaza to support resident and pedestrian interaction. Relocating the community meeting space to the prominent northwest corner creates access points at both the public plaza and SE 30th as a link to the multi-use pathway.

By locating the bike amenity on the northeast corner, residents can utilize a more private pathway at the east that ties to an entry and small plaza. To support an active storefront, the bike amenity will include interior wall murals, a dedicated, kid-friendly zone for bike sharing, and bike repair stations.

Building services are tucked between the community meeting space and west lobby entry. The proximity to the center of the building allows for efficient systems design, utilizing utility rooms at the interior corners of upper floors.

An additional lobby entry on the west façade provides both a connection point to the multi-use pathway and convenient access for resident move-in adjacent to elevators.

Ground floor units border the west and east facades, with family units clustered aside the playground and interior courtyard. With resident safety as a priority, ground floor units are accessed via secure interior corridors. The design utilizes glazing and landscape elements to best enhance the unit facades.

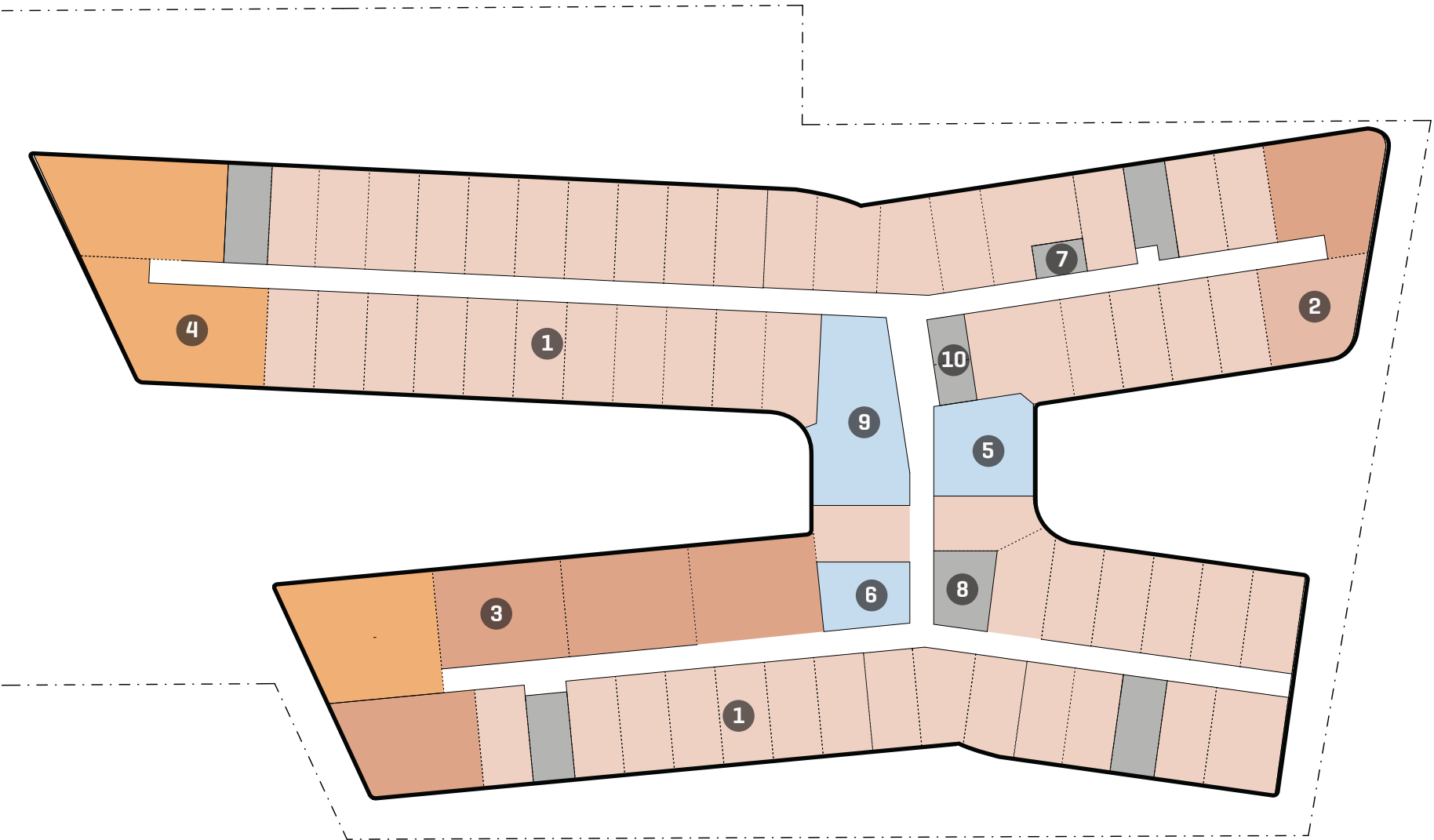


# LEVEL 2 FLOOR PLAN

A resident laundry and facing playroom form the heart of the second level, spanning the public plaza and courtyard. Units are arranged in double-loaded corridors, oriented to multiple viewpoints. At the interior facades, units face the public plaza or courtyard, and at exterior facades, units enjoy views of Mt. Hood to the east and the skyline to the west.

Formally, the curvature of the building shifts between the second and third levels, running between southwest and northeast corners on the lower levels, and southeast and northwest corners at the upper levels.

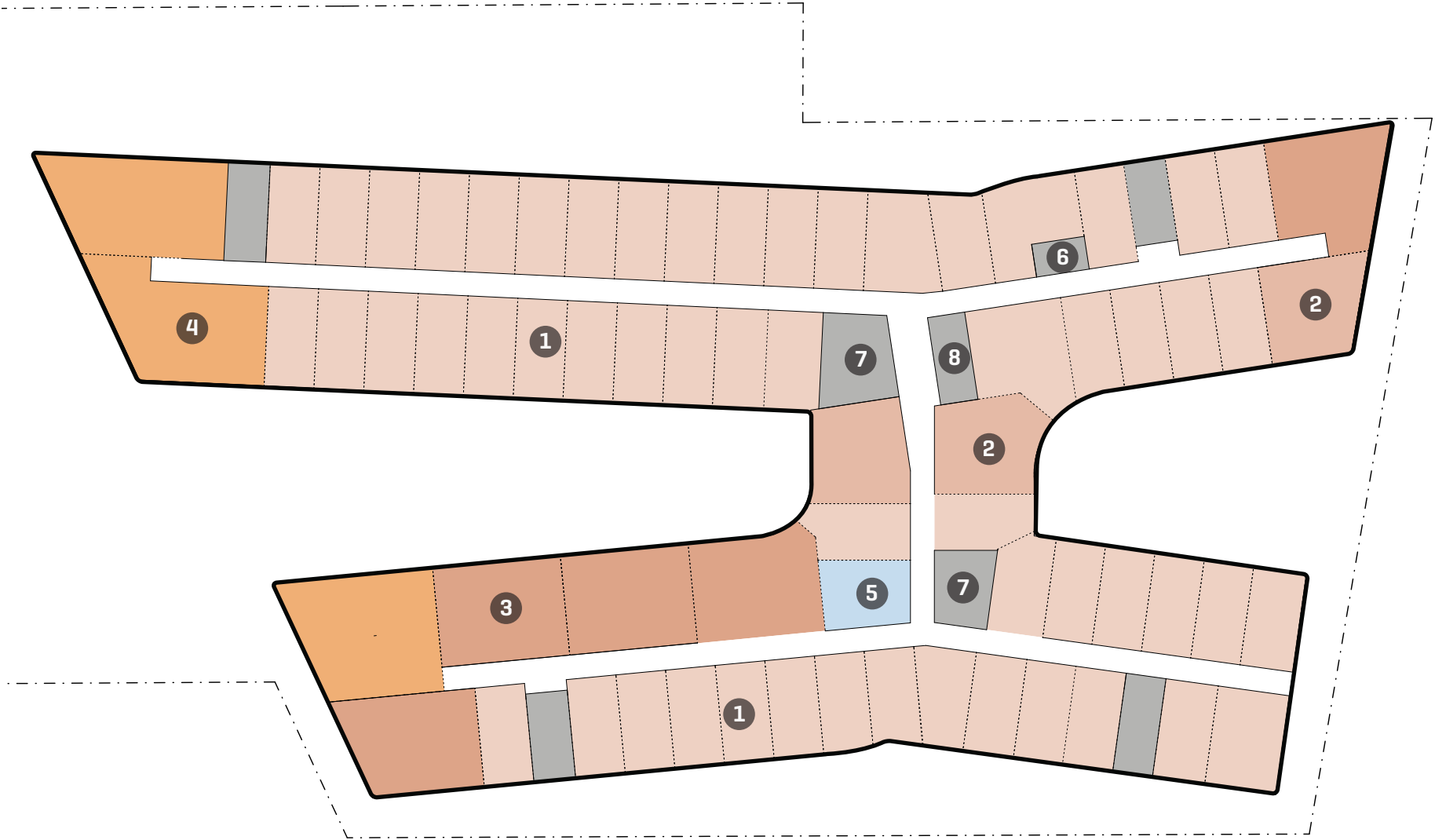
- 1 STUDIO
- 2 1 BEDROOM
- 3 2 BEDROOM
- 4 3 BEDROOM
- 5 PLAYROOM
- 6 BICYCLE STORAGE
- 7 TRASH/RECYCLE ROOM
- 8 UTILITY
- 9 LAUNDRY
- 10 ELEVATOR



# LEVEL 3 FLOOR PLAN

Smaller units are clustered at Powell and along the east and west, while larger family units take advantage of building corners, with views of the play areas and courtyard amenities. Utility rooms and bicycle storage capture underused interior corners, in an otherwise efficient floor plan.

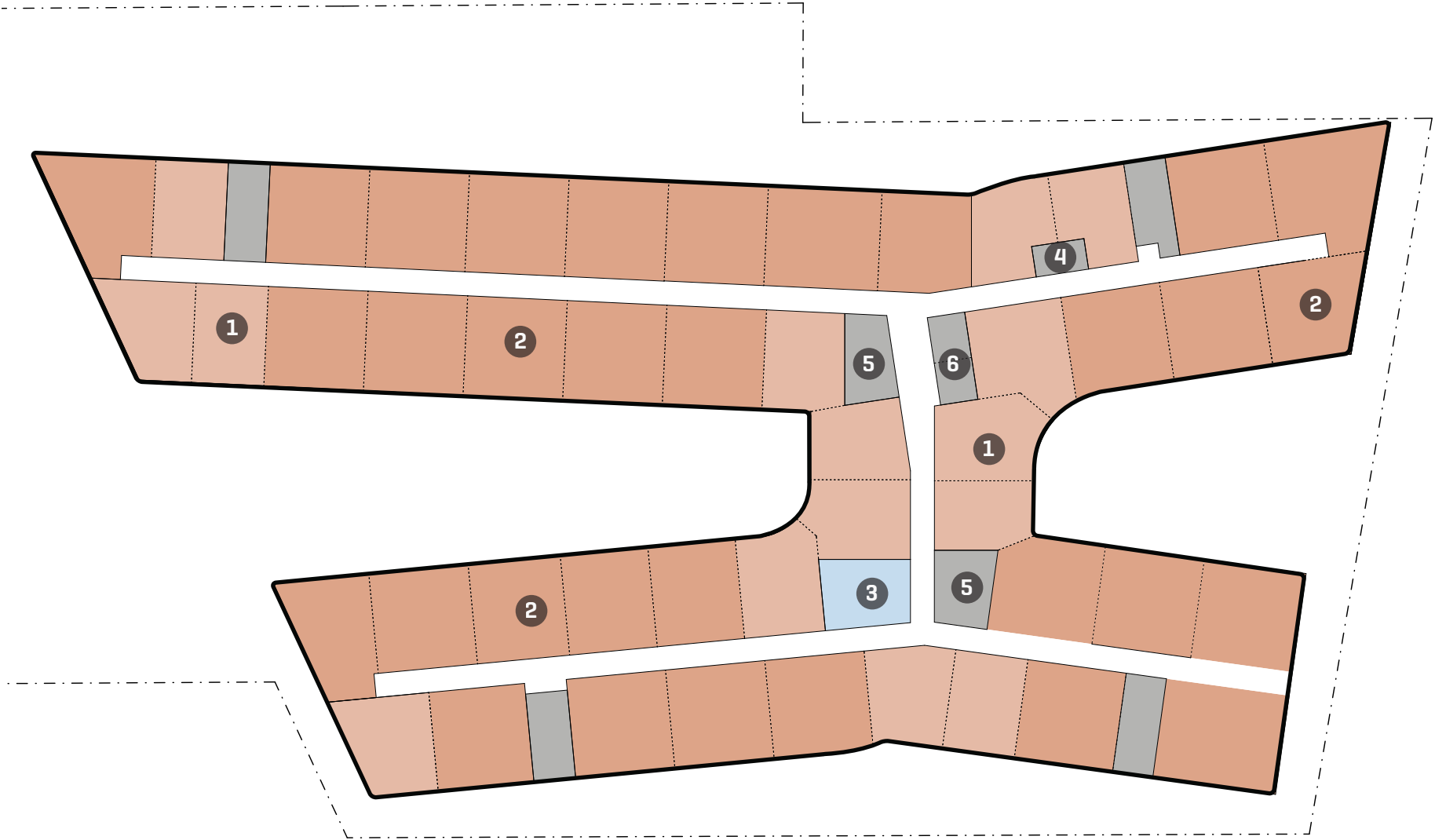
- 1 STUDIO
- 2 1 BEDROOM
- 3 2 BEDROOM
- 4 3 BEDROOM
- 5 BICYCLE STORAGE
- 6 TRASH/RECYCLE ROOM
- 7 UTILITY
- 8 ELEVATOR



# LEVEL 4 FLOOR PLAN

The fourth floor introduces 1- and 2-bedroom loft units, utilizing double height spaces. The lofts not only allow for an increased number of units, but also inform a dynamic window articulation along the upper portion of the building.

- 1 1 BEDROOM LOFT
- 2 2 BEDROOM LOFT
- 3 BICYCLE STORAGE
- 4 TRASH/RECYCLE ROOM
- 5 UTILITY
- 6 ELEVATOR



# LEVEL 4M FLOOR PLAN

In 1-bedroom lofts, mezzanine spaces border interior corridors, allowing for full-height living areas against the façade. The mezzanines in 2-bedroom lofts partially capture both corridor and exterior walls, to take advantage of an enclosed bedroom below and open bedroom above, both with access to windows.

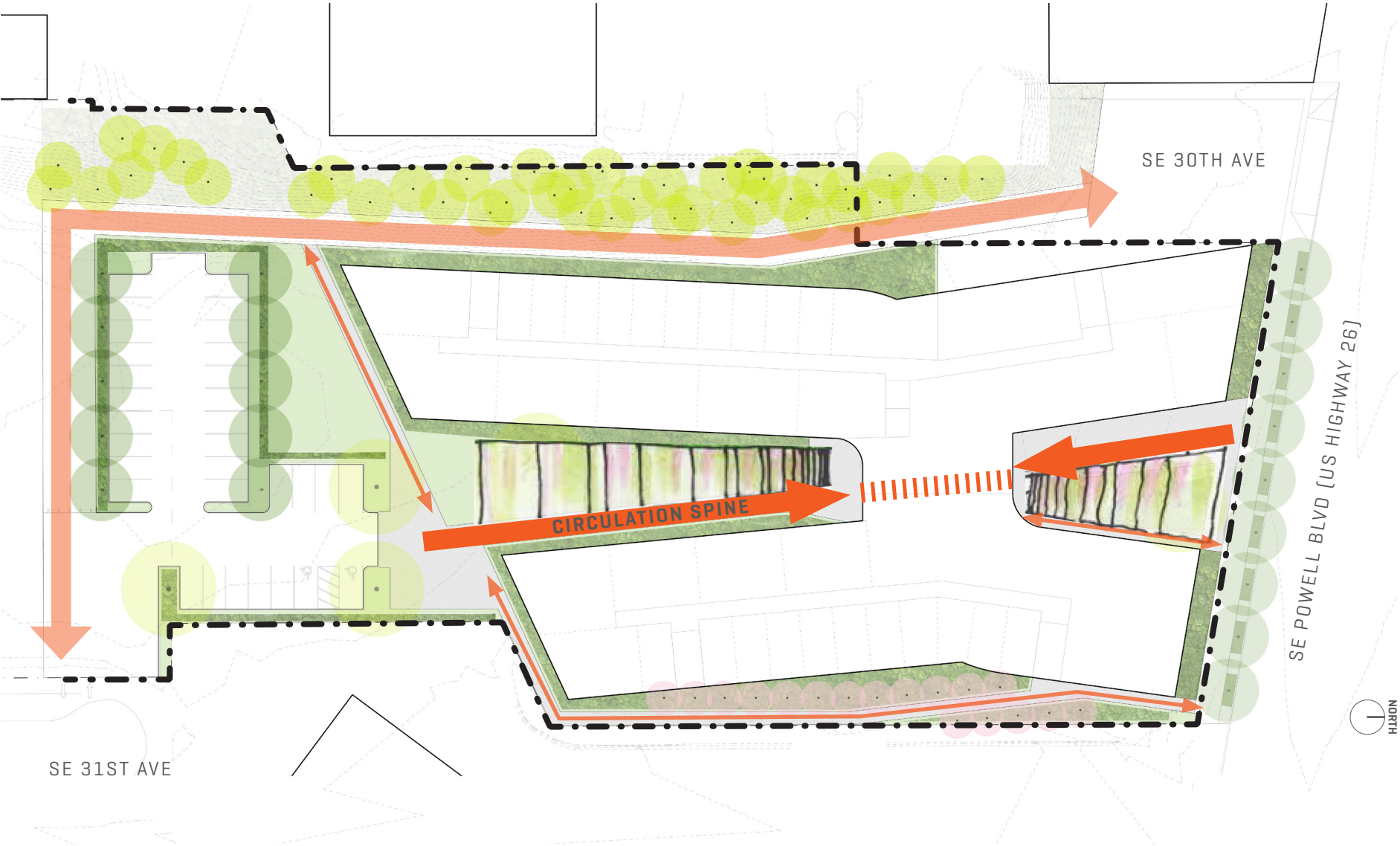
- 1 1 BEDROOM LOFT
- 2 2 BEDROOM LOFT
- 3 BICYCLE STORAGE
- 4 TRASH/RECYCLE ROOM
- 5 UTILITY
- 6 ELEVATOR



# LANDSCAPE CONCEPT

The new massing creates distinct landscaping zones or “eddies”, each with its own microclimate and identity. The central spaces are tied together along a circulation spine that focuses the site circulation to the heart of the building. A gradient of programmed spaces and activity levels radiate from the lobby to the site edges.

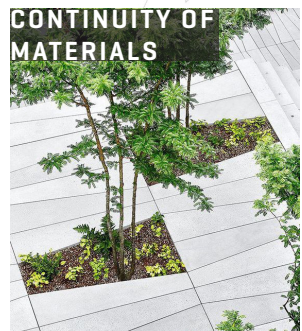
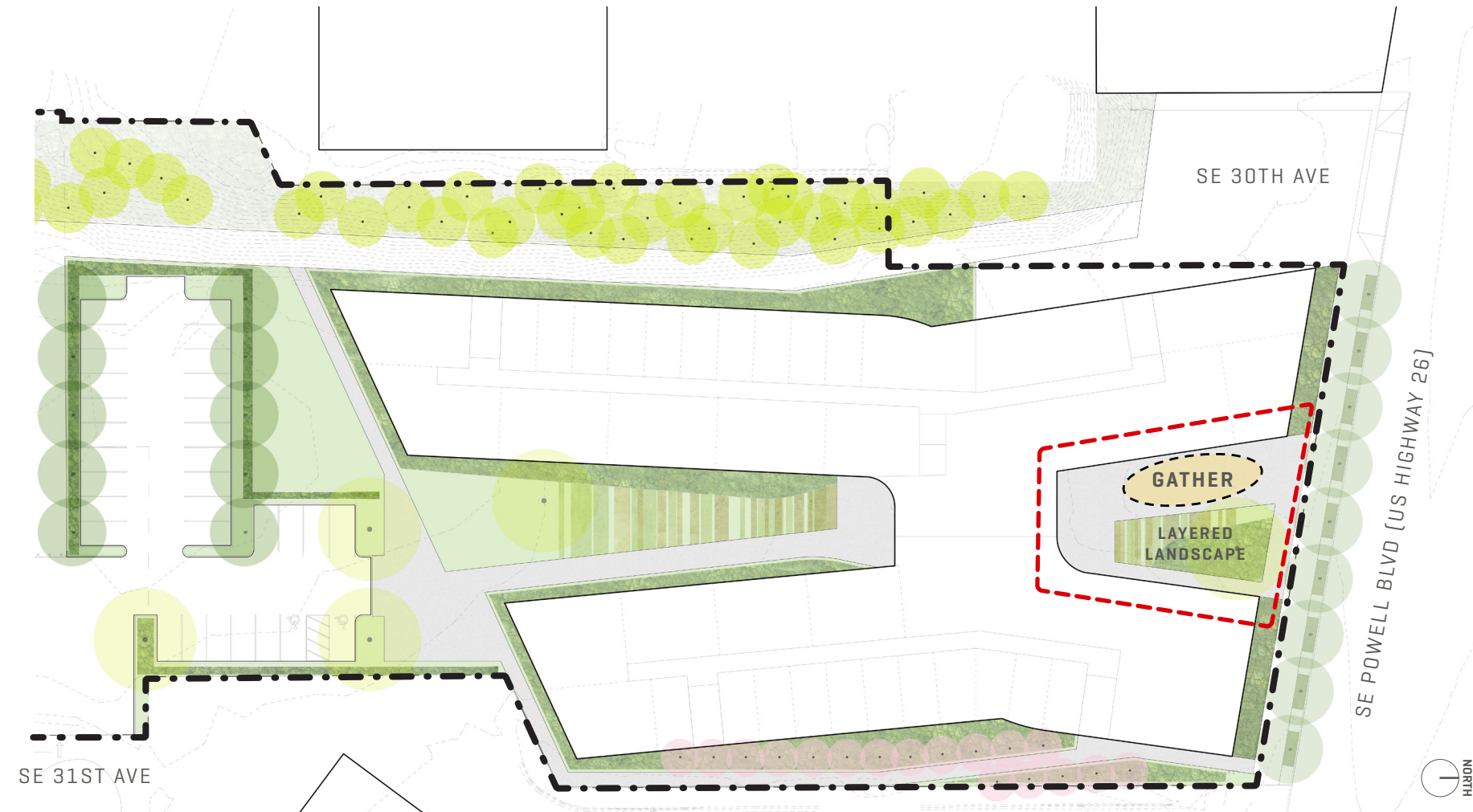
The public plaza, residential courtyard and playground, multi-use pedestrian path, side yard buffers and parking make up the main landscaping zones.





# PUBLIC PLAZA

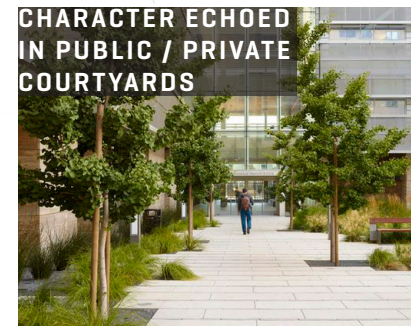
The deep public plaza offers an area of refuge along Powell Blvd. An interior vegetated view garden and tree grove mitigates the noise pollution. Integrated seating is shown adjacent to the community rooms to allow for gathering as well as a place to rest while running errands or waiting for public transit to the nearby bus stop.



CONTINUITY OF MATERIALS



SPILL OUT SPACES



CHARACTER ECHOED IN PUBLIC / PRIVATE COURTYARDS



SOCIAL GATHERING

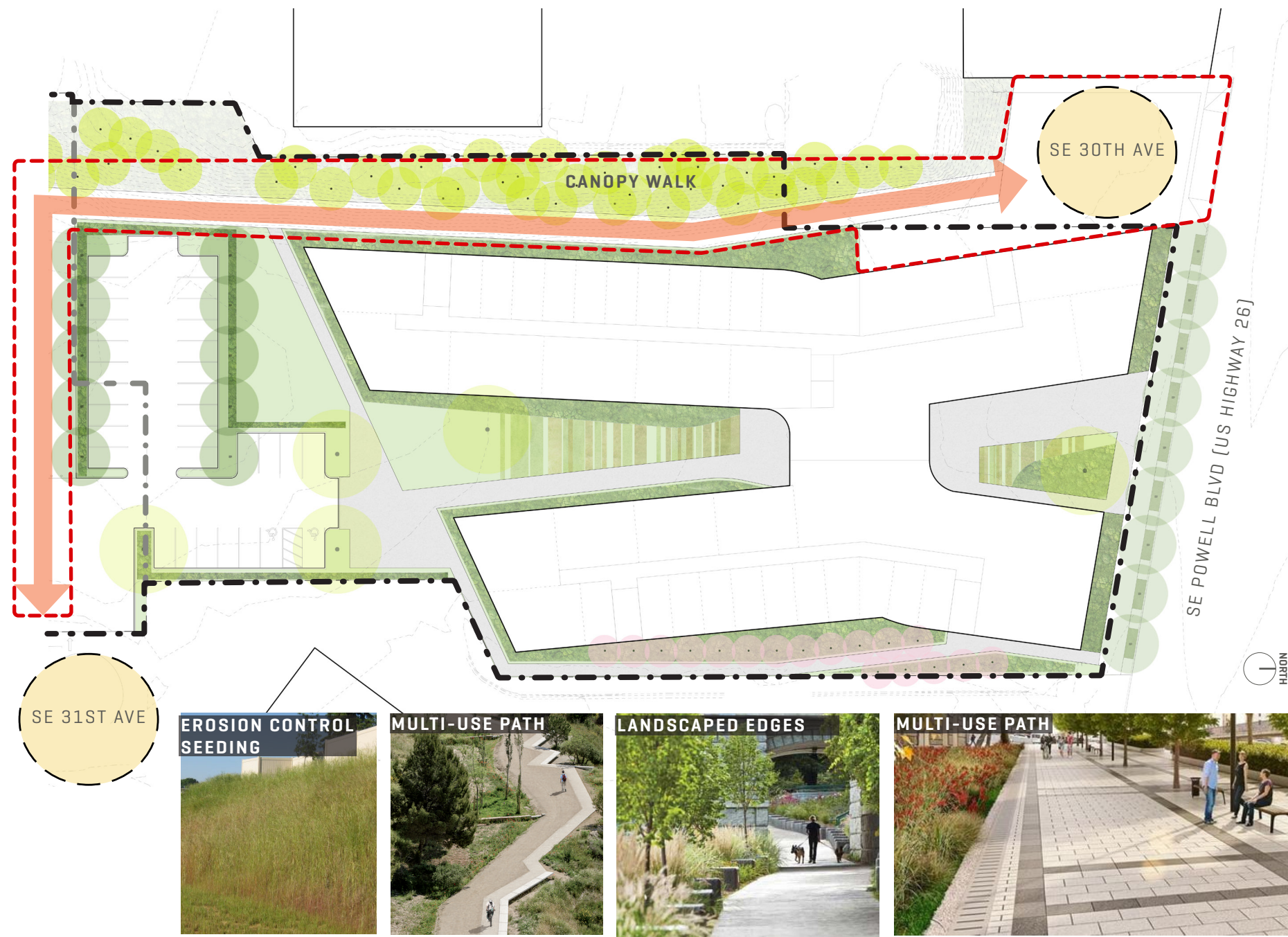


STREET PRESENCE



# PEDESTRIAN PATH

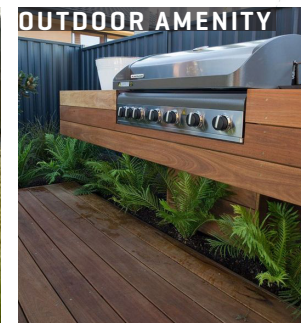
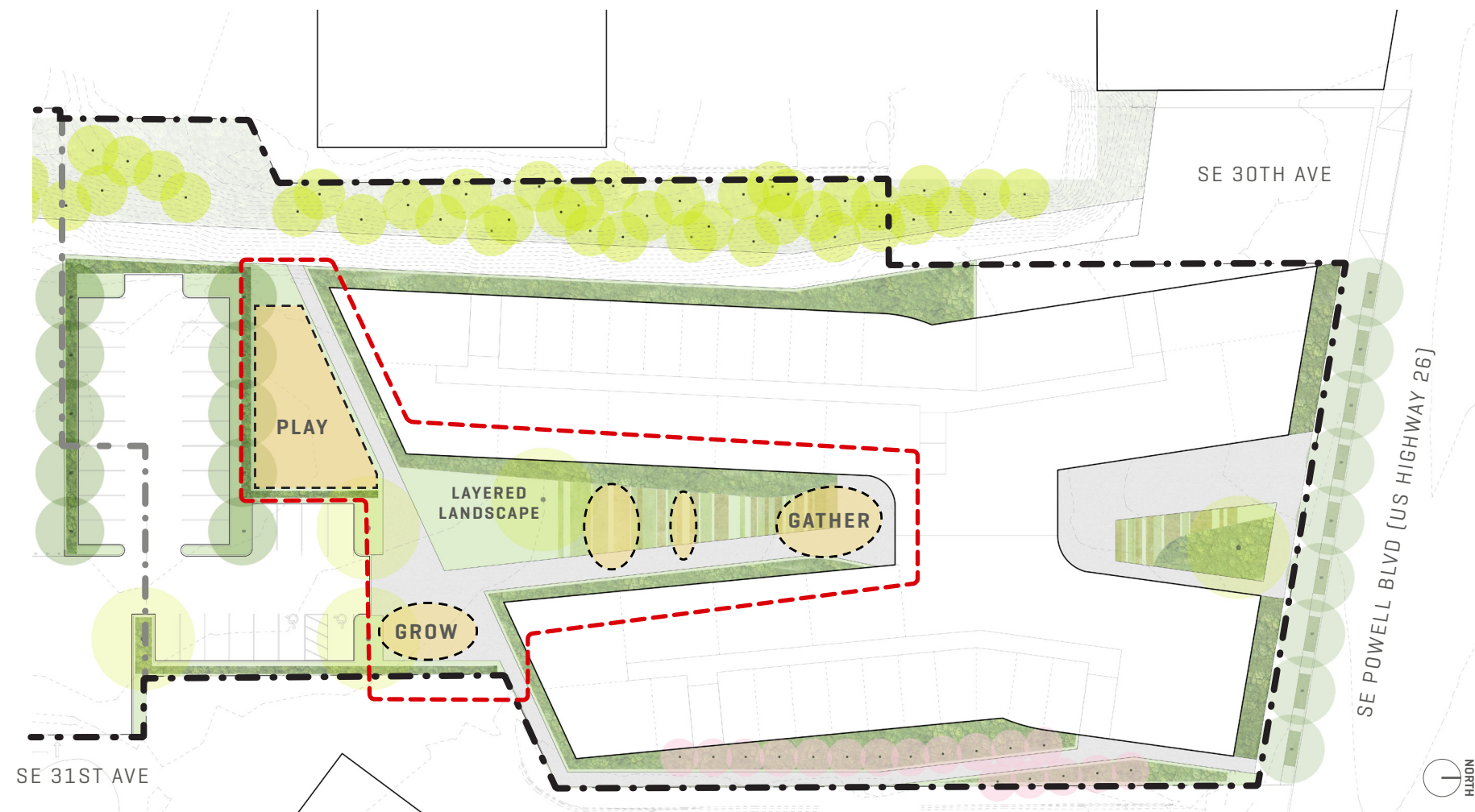
The multi-use path will provide a connection between the neighborhood and the commercial businesses along Powell. A block wall design elevates the path along the steep slope on the eastern edge of the property for security and visibility. Where the path runs along the units, the finish grade will be set lower than the units to maintain privacy for the residents.





# COURTYARD / PLAYGROUND

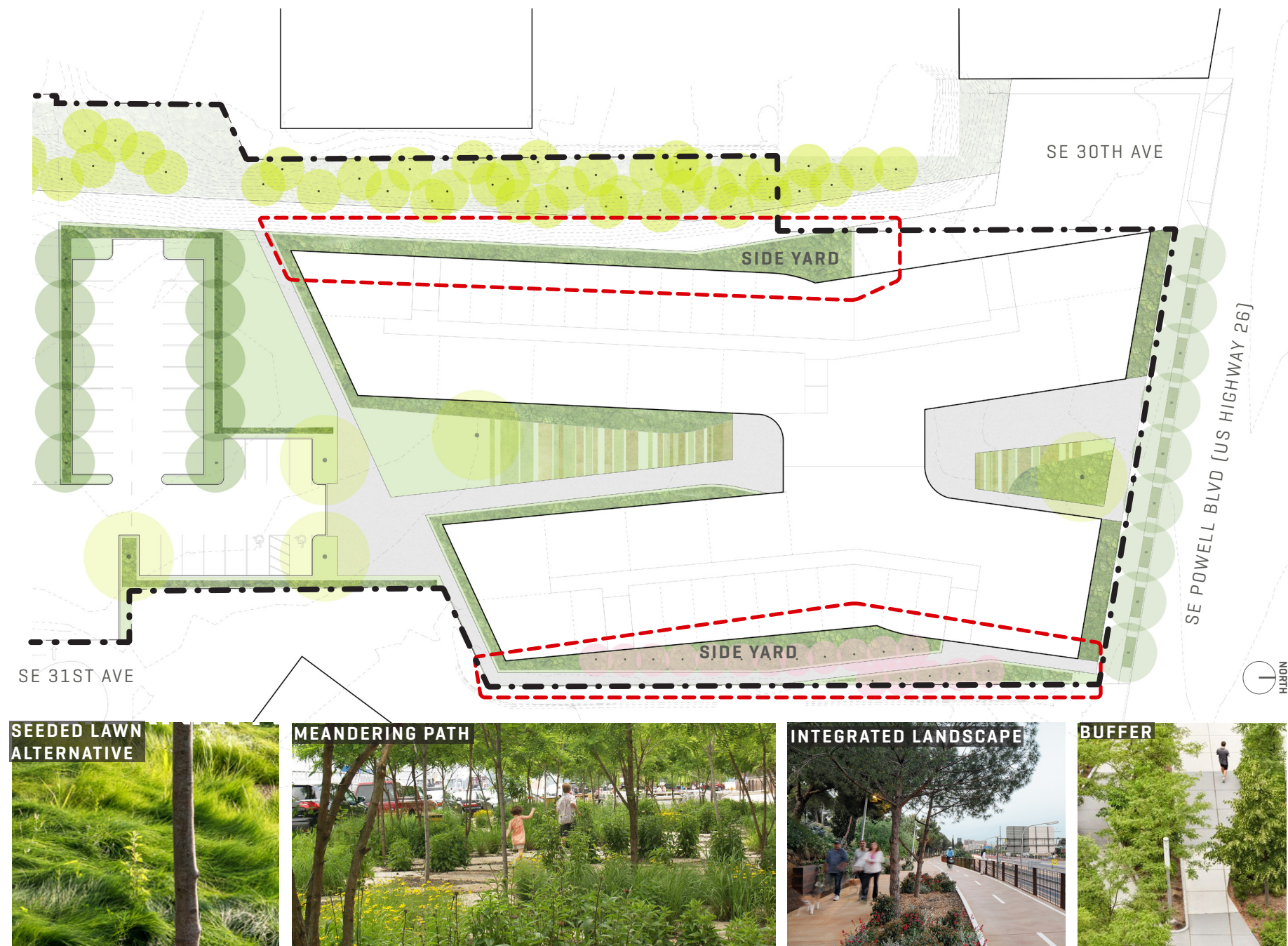
The residential courtyard is made up of layers of landscape and programmed gathering spaces. The play area is located on the south end of the site to minimize noise impact on the units and maintain a sense of privacy away from Powell Blvd. Integrated seating walls indicate property boundaries and provide security while maintaining visual connections. Community garden beds take advantage of the southern exposure and provide activity for all ages.





# SIDE YARDS AT UNITS

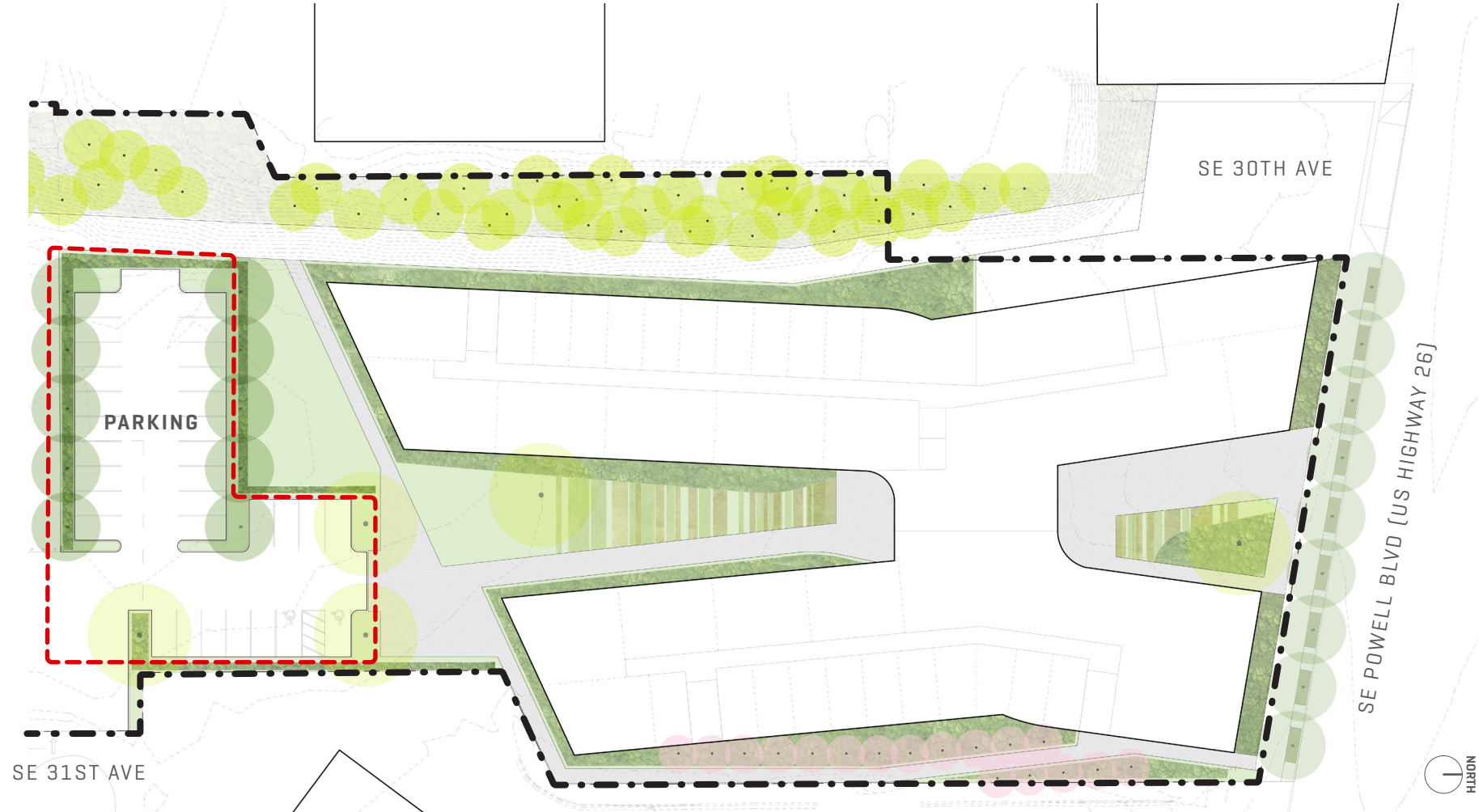
At the east and west property lines, the pedestrian pathway pulls away from the residential units to provide landscaped side yards. These buffers will dampen noise transmission as well as provide privacy to the units.





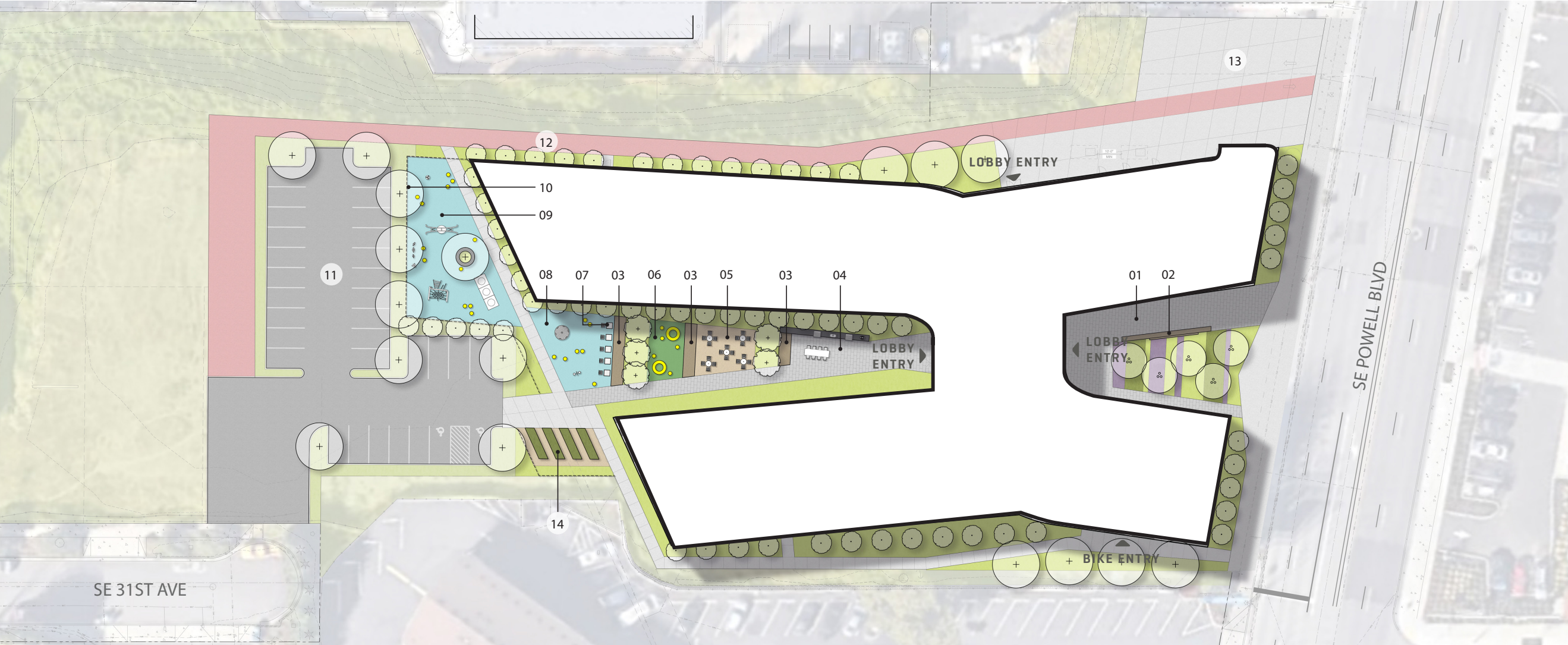
# PARKING

Parking for residents is available off of SE 31st Ave and shares site access with the multi-use path. Plantings and integrated stormwater management will break up the impact of the site paving.





# LANDSCAPE PLAN



## LEGEND

- 01 ENTRY PLAZA
- 02 WOOD BENCH W/ BACK
- 03 WOOD PLINTH

- 04 COMMUNITY TERRACE W/ GRILLS AND FARM TABLE
- 05 GRAVEL TERRACE W/ TABLES AND CHAIRS
- 06 ARTIFICIAL TURF TERRACE W/ LOUNGE FURNISHINGS
- 07 PLAY TABLES (CHESS, CHECKERS, ETC)
- 08 PLAY SPACE (YOUNG AGE GROUP)

- 09 PLAY SPACE (OLDER AGE GROUP)
- 10 DECORATIVE SCREEN
- 11 PARKING AREA
- 12 MULTI-MODAL PATHWAY
- 13 PLAZA

- 14 COMMUNITY GARDEN



# QUESTIONS FOR THE COMMISSION



- HOW CAN WE BEST EMPHASIZE ACTIVE USES ALONG POWELL, UNDERSTANDING THE CONSTRAINT OF PROVIDING RESIDENT SERVICES AND COMMUNITY AREAS VS. MORE TYPICAL RETAIL STOREFRONTS?
- IN THE DESIGN OF THE PUBLIC PLAZA ELEMENT ALONG POWELL, HOW MIGHT WE PROVIDE A SENSE OF PROTECTION AND RESPITE FROM THE BUSY STREET, WHILE ENCOURAGING USE AS A PUBLIC AMENITY? WITH RESIDENT SAFETY AS AN ADDITIONAL PRIORITY, WOULD MORE LAYERED LANDSCAPE ELEMENTS IN FRONT OF THE RESIDENT ENTRY BE AN APPROPRIATE WAY TO DISTINGUISH PUBLIC VS. PRIVATE ZONES?
- SINCE THE DESIGN OF THE PEDESTRIAN PATH UTILIZES SHARED VEHICLE AREAS AT EITHER END TO ALLOW FOR NECESSARY SITE ACCESS, ARE THERE WAYS WE MIGHT BE ABLE TO DEFINE CLEAR BOUNDARIES BETWEEN THESE AREAS WITH A FOCUS ON SAFETY?
- AS WE DIVE INTO THE SPECIFICITY OF MATERIALITY AND ARTICULATION, ARE THERE ELEMENTS THAT MOST ENHANCE THE OVERALL CONCEPT THAT SHOULD BE FURTHER EMPHASIZED? ARE THERE ELEMENTS THAT DETRACT FROM THE CONCEPT AND WOULD BENEFIT FROM SCALING BACK?