



November 5, 2020

Hannah Bryant, Land Use Services
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For the Design Commission, hearing on Nov 19, 2020

Subject: 1000 SW Broadway
Case File: LU20-176578 DZ
Pre-App: # 20-124250

Dear Ms. Bryant and Commissioners,

On November 3, 2020, the Downtown Neighborhood Association (DNA) Land Use Transportation Committee (LUT) reviewed the proposed revisions to the subject property to enclose the open arcade at the street level and incorporate its space into the ground floor. The proposal will remove the existing ground floor storefront and install a new storefront and new entrances between and behind the existing pillars. We received an excellent, thorough presentation by LRS Architects on November 3, 2020.

The DNA LUT wishes to convey support for the project and express appreciation of the owner's commitment to the continued activity in and development of downtown Portland. Although we are in support of the project, we suggest further consideration of the following elements of the proposed improvements:

1. Signage: It appears that the existing *BROADWAY* sign on the SW corner is a remnant and/or echo of an earlier time when this neighborhood was the movie theater district and Broadway was full of neon signs. City code still allows this Downtown street to have signage of this sort. Just across Broadway is the replica of the historic *PORTLAND* sign on the Schnitzer Theater, another historic nod to the original Portland Theater District. As a result, after much discussion at our meeting, we strongly suggest this *BROADWAY* sign merits recognition and preservation. The DNA LUT defers to Staff and the Commission on whether that means including the column base supporting the vertical sign or not. The applicant mentioned in the presentation that the column base supporting the vertical sign and marquee obstructs pedestrian use of the sidewalk area below the sign. The Design Commission may want to visit the site to confirm that. With more research, it should be determined if the metal frame surrounding the sign and the supporting base are part of the original sign or not. The vertical signage could be supported above from the building and the use of the sidewalk restored if necessary. It is also noted that the vertical sign is already attached to and supported laterally at the face of the building and stone facade.
2. Fenestration, store front, of proposed restaurant space: It is understood that the retail space at the SW corner is to be developed as a restaurant space. We would support consideration of the installation of operable windows along the adjacent sidewalk space so the outside could seasonally be brought inside, especially during COVID. The new storefront windows are reportedly to be set at the back face of the existing columns. These columns are approximately two feet in depth. This recessed dimension would comfortably accommodate a counter and stools or small tables and chairs between the restaurant and sidewalk at the



outside face of the columns. This feature would support the restaurant, engage and encourage pedestrian connection with the restaurant, and limit the encroachment upon the sidewalk.

3. Fenestration, storefront, Safety: In consideration of the increased demonstrations and associated vandalism we recommend installation of the highest quality of laminated safety glass to prevent collapse of the glazing in the event of breakage. This feature will both prevent access to the interior spaces and protect the public.
4. Canopy weather protection: We appreciate the inclusion of the overhead canopy and weather protection for pedestrians along the exterior face of the building. We recommend that such canopies extend at least four feet horizontally out from the face of the building, if possible, without encroaching on the existing tree canopy. In addition, we recommend that the canopies extend in a *continuous* horizontal manner rather than interrupted and discontinuous at the columns, as proposed. These breaks compromise the much-needed weather protection for pedestrians and will further protect the recommended open storefront connection between the restaurant space and the sidewalk. LRS indicated that they had not included the canopies at the column spaces in order to avoid structural support at and penetration of the stone facade. However, we believe that glazing of the canopy system can easily span horizontally the width of the columns and thus limit structural connection to the cladding material of the beams extending between the stone clad columns.
5. Trees: The proposal indicates that the relatively mature trees on SW Broadway are to be removed and replaced. Although sidewalk removal and replacement are apparently required to support the improvement program, it is not understood why the existing trees cannot be protected, maintained and saved. Although limited overhead construction is required to install the new canopies, this work is significantly removed horizontally and could be performed without danger to the trees. Although effort and expense will be incurred to protect and save the mature trees, it is expected that this expense would not exceed the cost of removal and replacement of the existing trees. We recommend that this option be explored. The DNA is aware that the Downtown canopy is well below the recommended tree inventory canopy levels for good health and sustainability, and therefore, place a high value on the retention of *mature* trees.

The DNA thanks you for your service and providing the DNA the opportunity to participate in the public review process.

Sincerely,

Walter Weyler
DNA Board Chair,

Wendy Rahm
Chair, DNA LUT Committee

CC: Jason Tand, jtand@lrsarchitects.com



Original BROADWAY THEATER sign at the corner of SW Broadway Avenue and SW Main Street, circa 1950.

The Broadway closed in early 1988, and was demolished later that year, making way for a high-rise office building that would house the four-screen Regal Broadway Metroplex in its basement. That theater, which featured recreations of the neon signs of other long-gone Portland movie theaters in its lobby, became an important venue during the annual Portland International Film Festival, though it languished at other times of the year, a second thought for moviegoers after newer theaters in the Fox Tower and Pioneer Place opened nearby. The Broadway Metroplex continued operating until 2011, and now sits vacant. Its plush theater seats were removed and transferred to the Hollywood Theatre the following year. May 17, 2019; Posted Feb 23, 2017 **By Grant Butler | The Oregonian/OregonLive** May 17, 2019; Posted Feb 23, 2017