

DAR 1 COMMISSIONER PACKAGE

CLIENT GOAL:

TO DEVELOP A STUDENT HOUSING PROJECT IN THE CENTRAL CITY WEST END SUB-DISTRICT WITH RESPECT TO THE FOLLOWING KEY DESIGN GOALS.

KEY DESIGN GOALS:

- 1. A MODERN URBAN BUILDING THAT RESPONDS TO THE SITE AND CONTRIBUTES TO THE ACTIVE STREETSCAPE.
- 2. TO BE ENVIRONMENTALLY RESPONSIBLE, INCLUDING CONSIDERATION FOR BUILDING LONGEVITY
- 3. TO RESPOND TO THE GOALS OF THE WEST END SUB-DISTRICT, INCLUDING INCREASED RESIDENTIAL DENSITY
- 4. TO DESIGN RESPONSIBLY WITHIN THE BUDGET WHILE PROVIDING A RICH, QUALITY ENVIRONMENT FOR THE RESIDENTS AND SURROUNDING NEIGHBORHOOD

ADVISE REQUEST FOR THE FOLLOWING:

- 1. RESPONSIVENESS TO THE SITE
- 2. BASIC BUILDING MASSING
- 3. ARTICULATION OF THE BUILDING
- 4. ADJUSTMENTS AND MODIFICATIONS
 - * CENTRAL CITY MASTERPLAN FAR TRANSFER
 - * RIGHT OF WAY DEDICATION APPEAL



CONRER OF SW JEFFERSON AND 11TH AVENUE



PHOENIX PROPERTY COMPANY



ANKROM MOISAN ARCHITECTURE | INTERIORS | URBAN DESIGN | SUSTAINABILITY | GRAPHIC DESIGN

STUDENT HOUSING / RETAIL

12th & Jefferson

NEIGHBORHOOD

THE SITE IS LOCATED IN THE HEART OF THE CENTRAL CITY WEST END SUB-DISTRICT, BLOCKS FROM PORTLAND STATE UNIVERSITY, AND ON THE STREETCAR ALIGNMENT SERVING PSU.

PRELIMINARY RESPONSES TO DESIGN GUIDELINES:

INTEGRATE THE RIVER

THE SITE IS 2/3 MILE WEST OF THE WILLAMETTE RIVER, AND WHILE NO DIRECT POSSIBILITY EXISTS TO ENHANCE ACCESS TO THE RIVER, IT IS POSSIBLE THAT UPPER STORY UNITS AND THE PROPOSED ROOFTOP COMMON SOCIAL SPACE COULD HAVE RIVER VIEWS.

PORTLAND BLOCK STRUCTURES / UNIFYING ELEMENTS

THE PROPERTY IS A NARROW SITE FRONTING ON SW JEFFERSON STREET AT THE END OF A DOUBLE BLOCK. THE SMALL SITE AREA AND DISTANCE FROM THE MADISON (MID-BLOCK) ALIGNMENT MAKE IT IMPRACTICAL TO IMPACT THE SUPERBLOCK PENETRATION ISSUE. HOWEVER, WHERE THE ADJACENT BUILDING TO THE NORTH IS SET BACK FROM THE PROPERTY LINE, INTEGRATION AND ENHANCEMENT OF THE EGRESS ALLEY INTO A CENTRAL COURTYARD IS PROPOSED.

ENHANCE AND IDENTIFY AREAS IN THE RIGHT OF WAY

SIDEWALK WIDTH, STREET TREES IN ADDITION TO EXISTING MATURE TREES TO BE PRESERVED, AND STREET LIGHTING ENHANCEMENTS ARE PROPOSED. REPLACEMENT OF THE SMALL STREETCAR SHELTER WITH A LARGER SHELTER SIMILAR TO THAT AT THE 5TH & COLUMBIA TRIMET STOP IS PROPOSED.

URBAN ENCLOSURE / VIBRANT STREETScape

THE PRIMARILY ZERO SETBACK PROPOSED WILL MAINTAIN AND ENHANCE THE SENSE OF URBAN ENCLOSURE DEFINED BY STRUCTURES ON ADJACENT BLOCK FACES. GROUND FLOOR RETAIL SPACES ARE PLANNED TO RECESS SEVERAL FEET FURTHER TO SUPPORT ENTRY FUNCTION, AND INTERMITTENT RECESSES WILL PROVIDE ADDITIONAL SHELTERED SPACE FOR PUBLIC ACTIVITY SUCH AS CAFÉ SEATING. LARGE GOUND LEVEL WINDOWS WILL BE PROVIDED AT THE RESIDENTIAL ENTRANCE LOBBY, WORKOUT AND RETAIL SPACES, AND THE ACTIVE USE CENTRAL COURTYARD SPACE WILL BE VISIBLE THROUGH THE ENTRANCE LOBBY AS WELL AS THROUGH THE ADJACENT APARTMENT SIDE YARD.



SW 12TH & JEFFERSON SITE



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REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM

THE PROJECT WILL IMPROVE THE JEFFERSON STREET SIDEWALK TO A 12 FOOT WIDTH, PROVIDE STREET TREES, AND LOCATE ACTIVE USES ALONG AND VISIBLE TO THE PEDESTRIAN ROUTE.

PROTECT THE PEDESTRIAN

THE PROJECT WILL NOT INCLUDE ON-SITE PARKING, ELIMINATING THE MAJORITY OF PEDESTRIAN-VEHICLE CONFLICTS. THE HIGHEST LEVEL OF PEDESTRIAN ACTIVITY WILL BE ON 11TH AVENUE, ASSOCIATED WITH THE STREETCAR STOP AND A RESIDENTIAL ENTRANCE. REQUIRED LOADING WILL OCCUR AT THE WEST SIDE WHERE THERE WILL BE FEWER PEDESTRIANS PRESENT, LIMITING EXPOSURE OF PEDESTRIANS TO THOSE ACTIVITIES.

STOPPING AND VIEWING PLACES

THE WIDER SIDEWALK, PLUS INTERMITTENT SETBACKS AT ADJACENT RETAIL AND RESIDENTIAL ENTRANCES WILL PROVIDE EDDIES FOR COMFORTABLE REST AND SOCIAL ACTIVITIES.

SUCCESSFUL PLAZAS, PARK AND OPENS SPACES

ENTRIES, LOBBIES, AND WINDOWS WILL FACE THE PUBLIC RIGHT OF WAYS. THE CENTRAL COURTYARD SPACE WILL PROVIDE AN ACTIVE USE AMENITY FOR RESIDENTS, AND WELL AS A VISUAL AMENITY FOR NEIGHBORING RESIDENTS.

WEATHER PROTECTION

WEATHER PROTECTION OVERHANGS AND CANOPIES WILL BE INTEGRATED INTO FACADES AT RETAIL FRONTAGE AND AT THE MAIN BUILDING ENTRANCE.

BARRIER-FREE DESIGN

THE GROUND FLOOR PLAN IS ADAPTED TO THE SLOPING SITE BY INTEGRATION OF STEPPED FLOOR LEVELS, MEZZANINE AND OPEN INTERIOR BALCONY ELEMENTS, AND WITH AN ACCESSIBLE RAMP TO SERVICE AND STORAGE SPACES BELOW THE SHALLOW MEZZANINE.



TRANSPARENCY AT RETAIL AND ENTRY AT SOUTHWEST CORNER OF SITE



CENTRAL COURTYARD AT THE NORTH ELEVATION



STREETSCAPE AT SW JEFFERSON AND 11TH AVENUE



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ENHANCE VIEW OPPORTUNITIES

THE PROJECT WILL TAKE ADVANTAGE OF VIEWS OUT TO THE SOUTH AND WEST HILLS, AS WELL AS VIEWS ALONG THE PUBLIC RIGHTS OF WAY. SOME VIEWS TO THE SOUTH PARK BLOCKS TREE CANOPY WILL BE AVAILABLE FROM THE HIGHER LEVEL UNITS. THE COMMON ROOF TERRACE ACIVITY SPACES WILL HAVE A PANORAMIC VIEW OF THE HORIZON.

QUALITY AND PERMANENCE

THE STRUCTURE OF THIS HIGH RISE BUILDING WIL BE POURED IN PLACE CONCRETE, WITH GALVANIZED STEEL FRAMING FOR INTERIOR AND PERIMETER WALLS. THE BUILDING SKIN WILL BE A COMBINATION OF METAL PANEL AND MASONRY OR CEMENT COMPOSITE FINISH PANELS ANCHORED OVER A RAINSCREEN SYSTEM WITH THE HIGHEST STANDARD EXTERIOR INSULATION AND AN AIR/MOISTURE BARRIER SYSTEM. HIGH QUALITY COMPOSITE WINDOWS DETAILED WITH WEATHER BARRIER CONTINUITY TO REINFORCE LONGEVITY OF THE BUILDING SHELL WILL BE PROVIDED. PERMANENT FINISH MATERIALS WITH CAREFULLY CRAFTED FORM AND DETAIL WILL CREATE QUALITY AND PERMANENCE.

ARCHITECTURAL INTEGRITY

THE DESIGN WILL SEEK TO RESPECT THE VOLUME AND HORIZONTAL FEATURES OF THE ADJACENT LOW PODIUM ON TO THE NORTHWEST AND THE 5 STORY APARTMENT TO THE NORTH-EAST.

COMPLEMENT CONTEXT OF EXISTING BUILDINGS

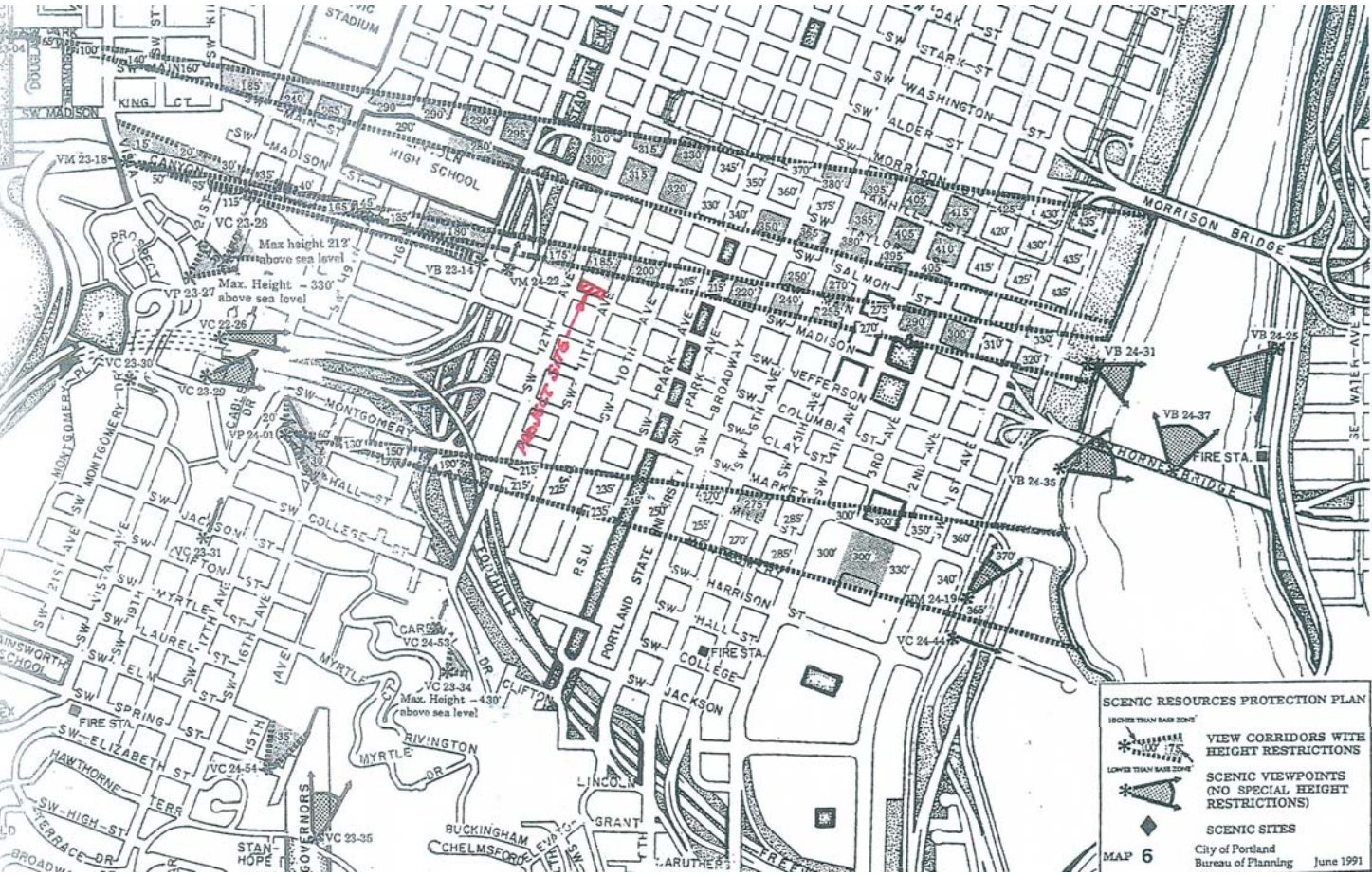
THE WEST END NEIGHBORHOOD IS DEVELOPING AS ONE OF THE MORE ECLECTIC AREAS OF THE CITY, AND WE ANTICIPATE CAREFULLY DRAWING ON A SIMILAR PALETTE OF MATERIALS TO CRETE A FRESH DESIGN CHARACTER FOR THIS PROJECT.

TRANSITIONS BETWEEN BUILDINGS AND PUBLIC PLACES

ON THE 11TH AVENUE FRONTAGE, A GRADATION OF PRIVACY FROM THE CENTRAL COURTYARD THROUGH THE RESIDENTIAL LOBBY/GATHERING SPACE AND THROUGH THE ENTRANCE TO THE SIEWALK ZONE WILL BE KEPT TRANSPARENT FOR BENEFICIAL RELIEF TO BOTH THE PUBLIC AND PRIVATE ZONES.

CORNERS THAT BUILD ACTIVE INTERSECTIONS

LOCATION OF CAFÉ/ RETAIL SPACES WITH LARGE WINDOWS AND SHELTERING CANOPIES OVER ENTRIES AND SEATING AT THE TWO INTERSECTION CORNERS IS PLANNED.



VIEW CORRIDORS ARE UNAFFECTED BY THE PROJECT



SOUTHWEST CORNER / JEFFERSON & 12TH



SOUTHEAST CORNER / JEFFERSON & 11TH



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DIFFERENTIATE THE SIDEWALK-LEVEL

THE SIDEWALK LEVEL, MAIN BODY OF THE BUILDING, AND TOP OF THE BUILDING WILL BE DIFFERENTIATED USING WINDOW SIZE, AWNINGS, FAÇADE MATERIAL CHANGES AND OTHER MEANS AS THE PROJECT DEVELOPS.

FLEXIBLE SIDEWALK LEVEL

EACH OF THE 2 CORNER RETAIL SPACES IS PLANNED TO BE LARGE ENOUGH THAT IT CAN BE OCCUPIED BY A SINGLE USE, OR POTENTIALLY DIVIDED INTO SMALLER SPACES.

INTEGRATE ENCROACHMENTS

THE PRIMARY RIGHT OF WAY ENCROACHMENT ELEMENTS WILL BE CANOPIES AT RETAIL AND ENTRANCES, AND THE ENHANCED STREETCAR STOP SHELTER. THE 12FT SIDEWALKS AND IN-SETS AT RETAIL AND ENTRANCES WILL FACILITATE THESE ENHANCEMENTS OF THE PEDESTRIAN ENVIRONMENT.

INTEGRATE ROOF AND USE ROOFTOPS

ROOFTOP COMMON SOCIAL SPACE IS PLANNED, INCLUDING BOTH INTERIOR SPACES AND EXTERIOR TERRACE AREAS. ECO-ROOF AND ROOF GARDEN LANDSCAPE TREATMENT WILL PROVIDE VISUAL AND FUNCTIONAL ENHANCEMENT. MECHANICAL EQUIPMENTY WILL BE ENCLOSED IN PENTHOUSE OR SCREEN FENCE ELEMENTS, WHICH WILL HELP DEFINE AND SHELTER THE ACTIVE USE SPACES.

EXTERIOR LIGHTING

THE LEED GOLD TARGET OF THE PROJECT WILL FOCUS LIGHTING ON FUNCTIONALITY. EXTERIOR LIGHTING WILL EMPHASIZE RETAIL AND BUILDING ENTRANCES USING A COMBINATION OF WALL AND DOWN LIGHT FIXTURES, AUGMENTING LIGHT SPILLING THROUGH LARGE WINDOWS FROM THE INTERIOR. THE INTENT WILL BE TO PROVIDE LIGHT ADEQUATE FOR ORIENTATION AND SECURITY, WITHOUT GLARE OR INAPPROPRIATE SPILL IN CONFLICT WITH SURROUNDING RESIDENTIAL USES. THE COMMON USE AREAS AT THE ROOF/PENTHOUSE LEVEL WILL BE PROVIDED WITH SUBTLE LIGHT LEVELS FOR EGRESS, THAT WILL ALSO SIGNAL THE ACTIVE USE TO OTHERS OFF SITE.

LANDSCAPING

LANDSCAPING WILL BE USED TO STRENGTHEN THE ZONES IN THE PEDESTRIAN RIGHT OF WAY. CAREFUL LANDSCAPE TREATMENT OF THE ADJACENT BUILDING'S EGRESS ALLEY WILL BE INTEGRATED INTO THE COURTYARD AND ENTRY DESIGN.



ECO-ROOF AND ROOFTOP COMMONS



SW 11TH AVENUE FLEXIBLE SIDEWALK



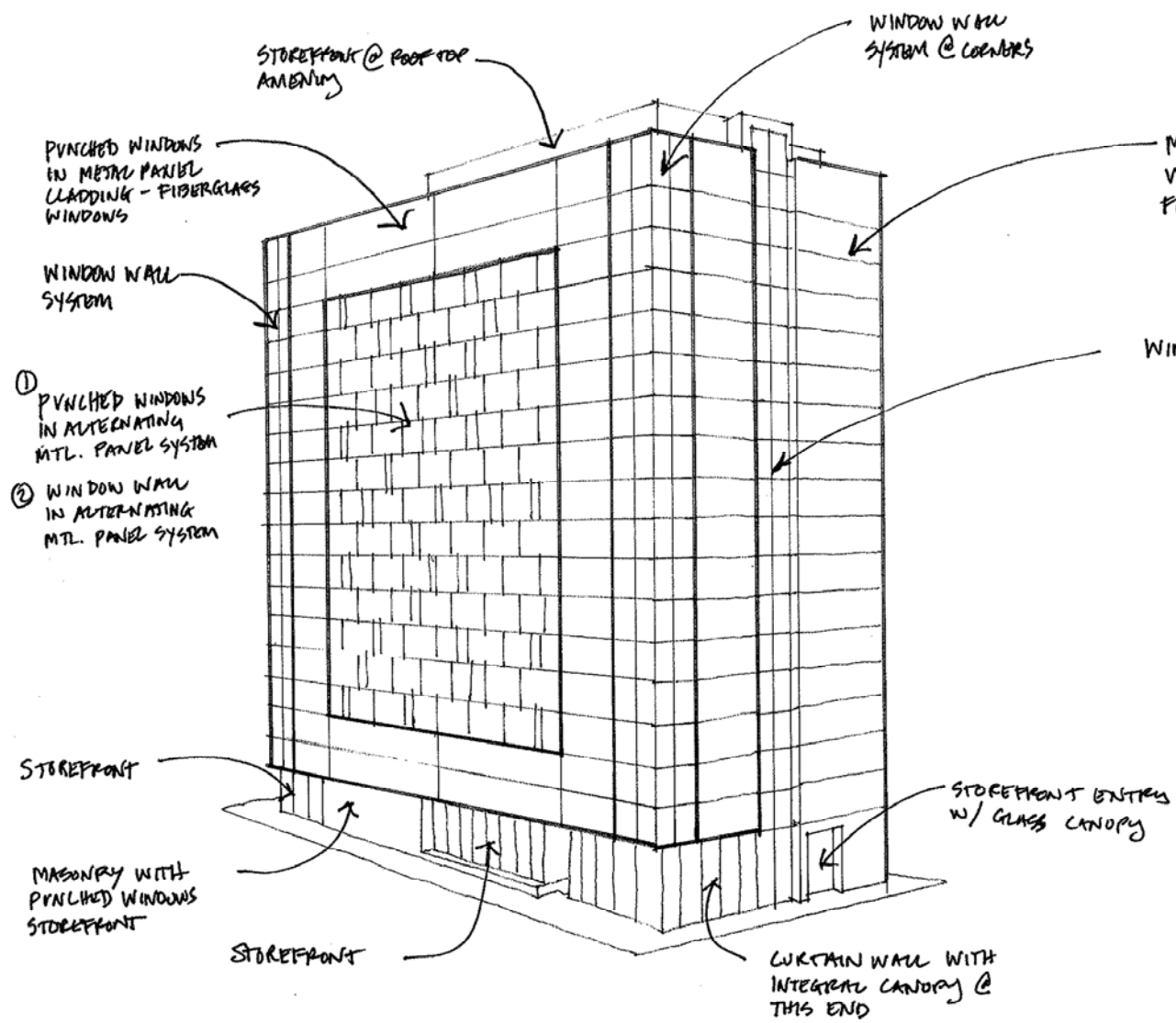
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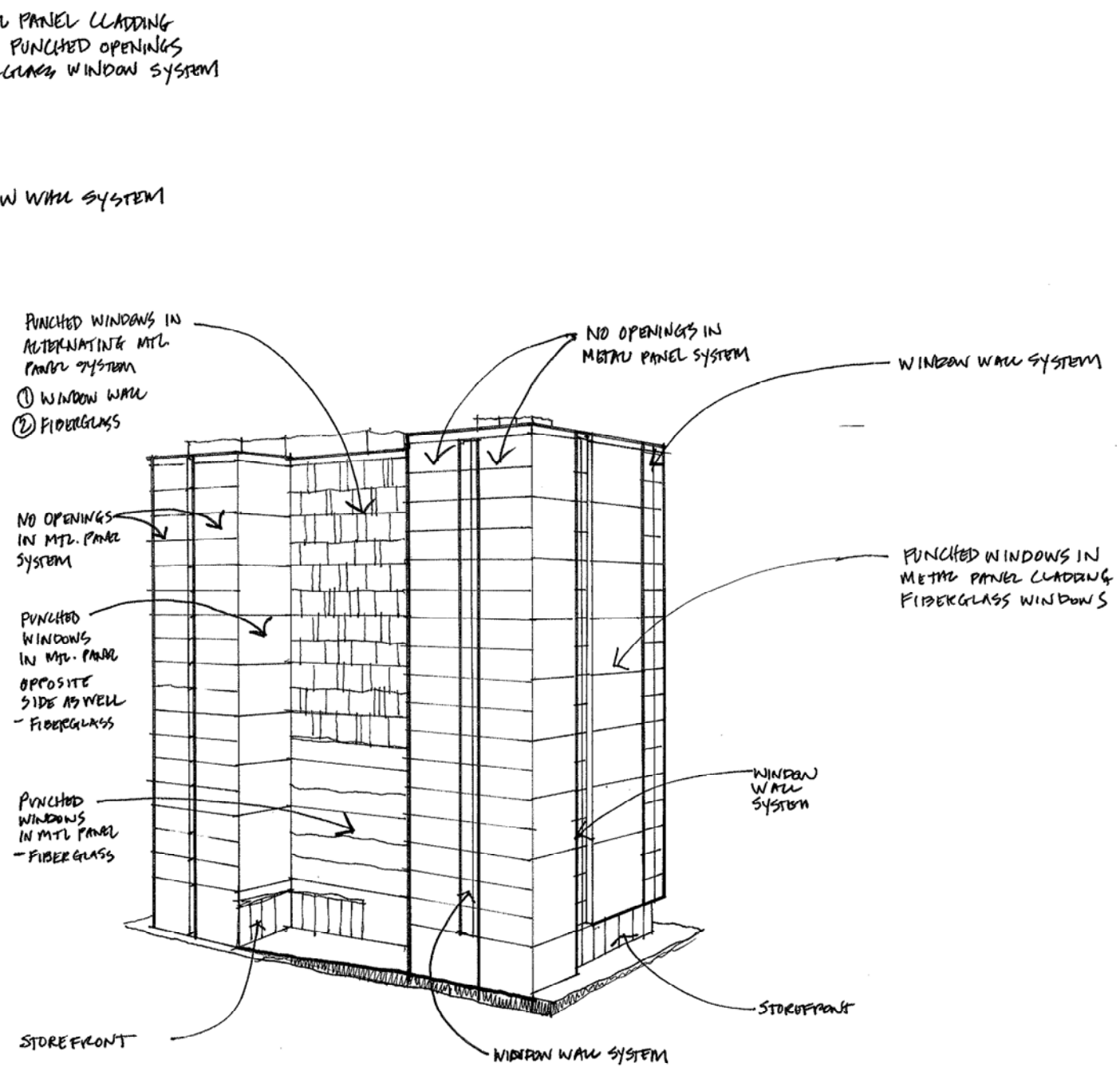
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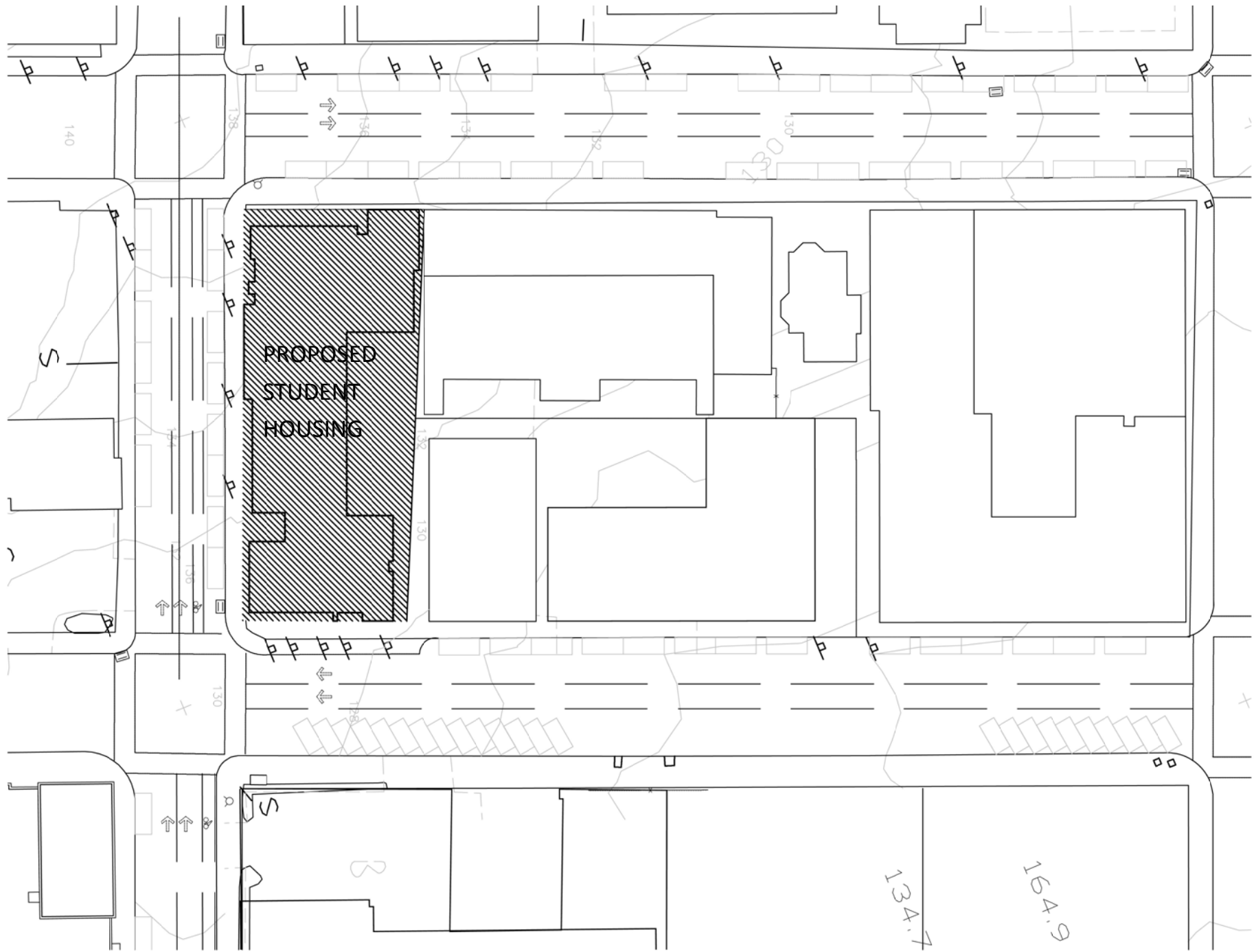


SOUTH ELEVATION / SW CORNER OF SITE / STREETCAR STOP



NORTH ELEVATION / NW CORNER OF SITE / CENTRAL COURTYARD






PARKING SUMMARY:

	EXISTING	PROPOSED	NET
FRONTING SITE	11	3	-9
REMAINDER ON 12TH AVE (EAST SIDE)	15	35	+20
ADDITIONAL PARKING			+11

TRAFFIC PATTERN:

	BIKE	VEHICLE	PARKING
JEFFERSON 10TH-11TH: (EXISTING)	1	2	SOUTH
JEFFERSON 11TH-12TH: (PROPOSED)	1	2	SOUTH


 SITE AREA : 16,728 SF
 1/64" = 1'-0"



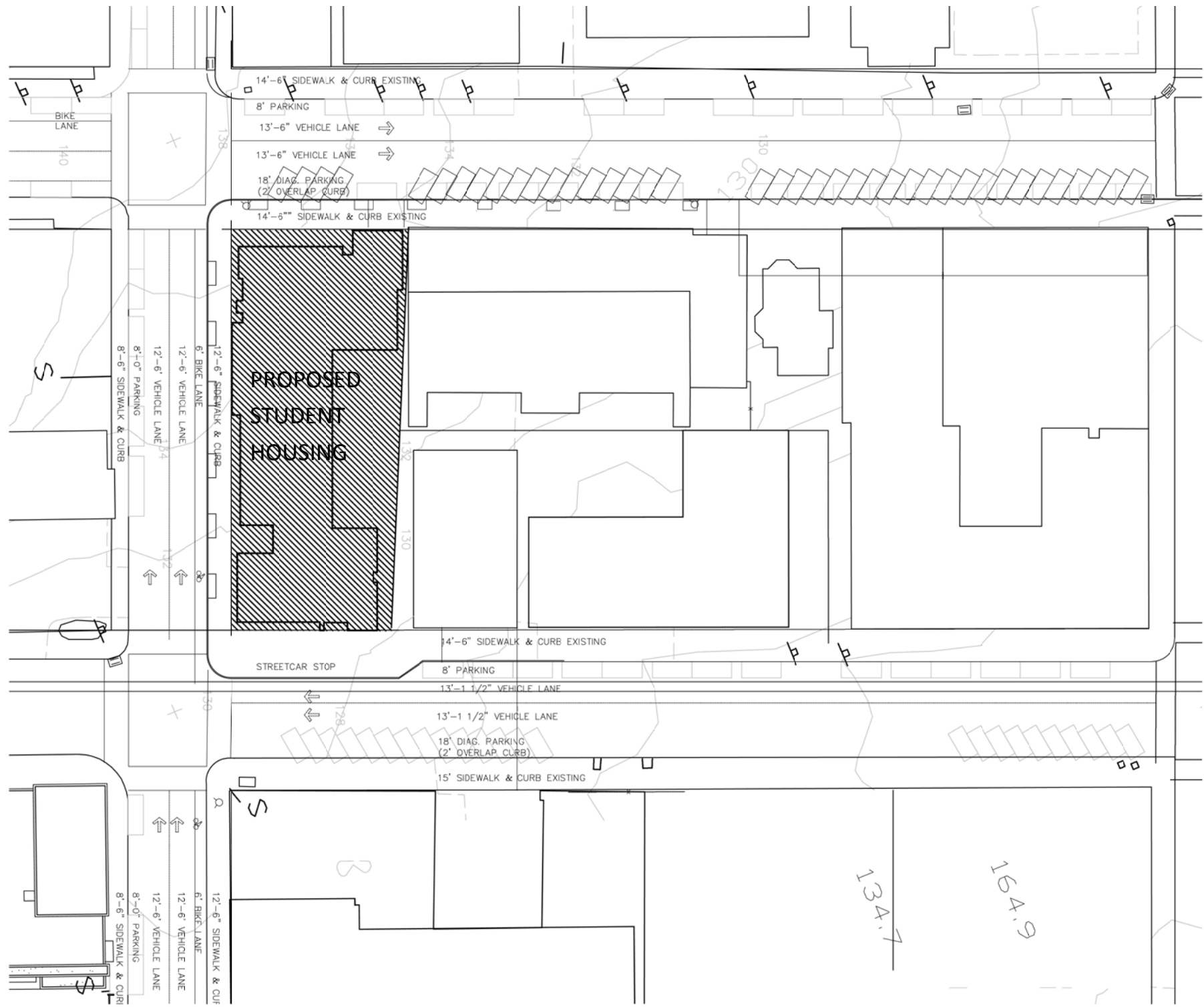
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


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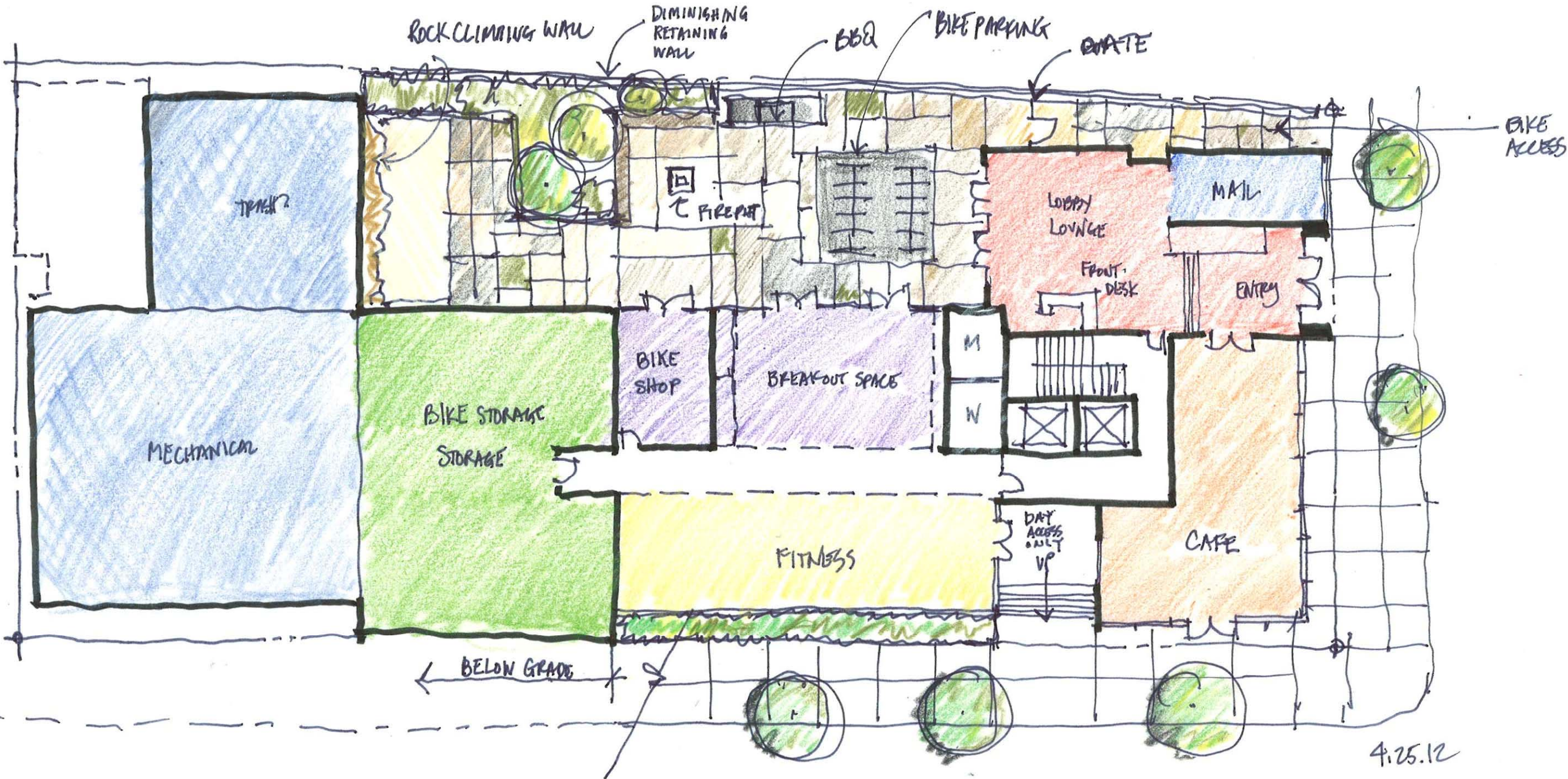


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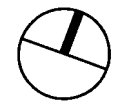
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GROUND FLOOR PLAN



4.25.12

1/16" = 1'-0"



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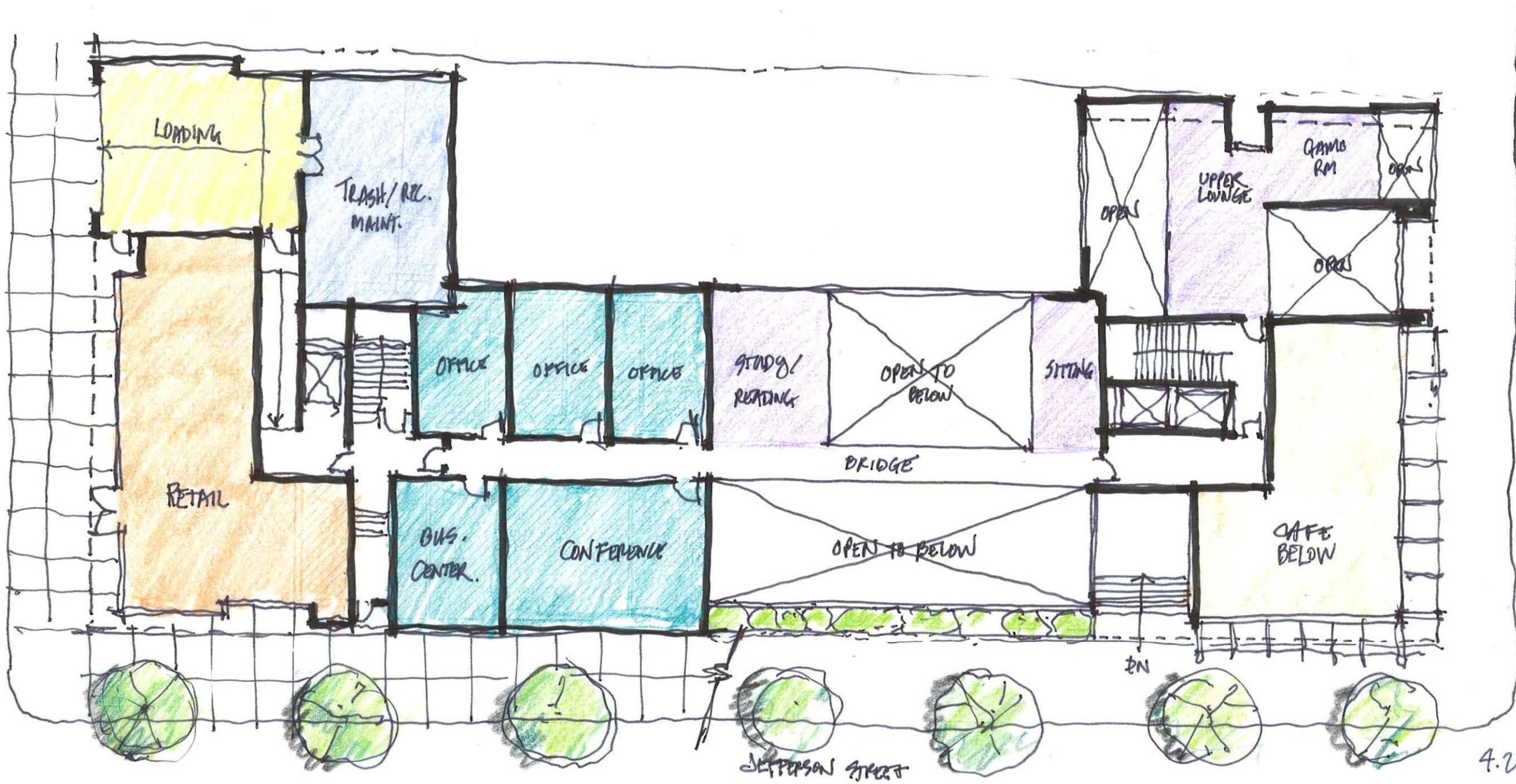
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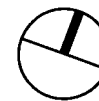
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12th AVENUE

11th AVENUE



1/16" = 1'-0"



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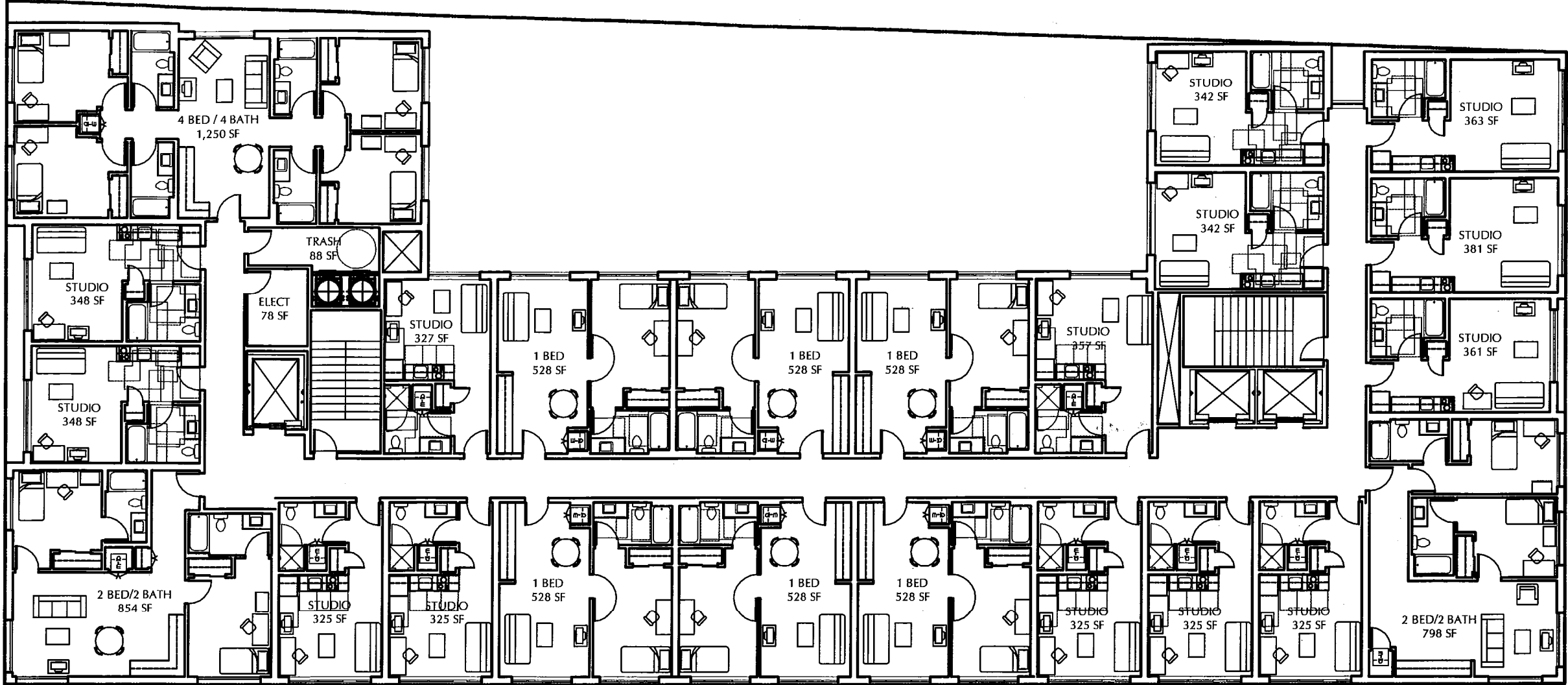
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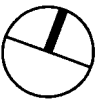
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TYPICAL RESIDENTIAL PLAN

TYPICAL RESIDENTIAL GROSS PLATE = 13,695 SF
 13,695 SF * 16 = 219,120 SF
 NET UNITS 10,885 SF
 EFFICIENCY = 79.4%
 NUMBER OF BEDS = 28
 28 beds * 16 = 448

UNIT MIX	
STUDIOS:	14
1 BEDROOMS:	06
2 BEDROOMS:	02
4 BEDROOMS:	01



1/16" = 1'-0" 



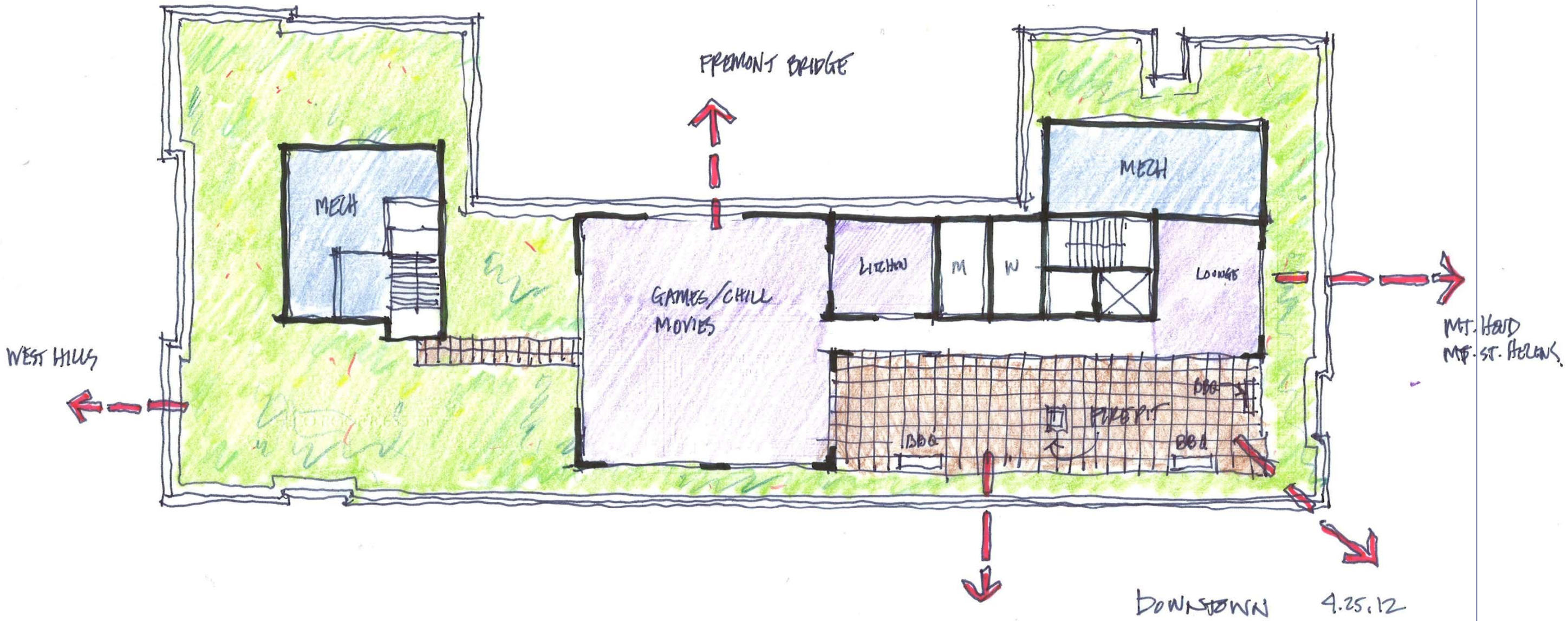
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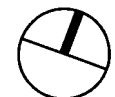
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BUILDING INFORMATION



SW JEFFERSON STREET & 12TH AVENUE / DIFFERENTIATION OF LEVELS

12th & JEFFERSON

Mockup scheme 8
6/13/2012

Level	Height (250 max)	GSF/Fir Cumulative	16883
Level 20	10	212	
Level 19	10	202	
Roof 18	10	192	4628 238,838
Level 17	10	182	13695 234,210
Level 16	10	172	13695 220,515
Level 15	10	162	13695 206,820
Level 14	10	152	13695 193,125
Level 13	10	142	13695 179,430
Level 12	10	132	13695 165,735
Level 11	10	122	13695 152,040
Level 10	10	112	13695 138,345
Level 9	10	102	13695 124,650
Level 8	10	92	13695 110,955
Level 7	10	82	13695 97,260
Level 6	10	72	13695 83,565
Level 5	10	62	13695 69,870
Level 4	10	52	13695 56,175
Level 3	10	42	13695 42,480
Level 2	10	32	13695 28,785
Mezzanine*	10	22	3000 15,090
Ground Floor Area*	12	12	12,090 12,090

East part of Mezzanine is only area logged as Mezzanine.
West part of Mezzanine will be at 12th ave grade, so counted in Ground Floor Area.
West part of Ground floor will qualify as basement, & not counted against FAR.

Total Construction 238,838 \$185/gsf \$44,185,030

UNIT COUNT & MIX [Plans 04.09.12 "x-resident plan d8.dwg"]

Levels	Gross Plate Area	Rentable Area	Units per Floor	Beds	4/4 Units	2/2 Units	1/1 Units	Studio Units
Roof 18	4628							
Level 17	13695	10921	23	28	1	2	6	14
Level 16	13695	10864	23	28	1	2	6	14
Level 15	13695	10864	23	28	1	2	6	14
Level 14	13695	10864	23	28	1	2	6	14
Level 13	13695	10864	23	28	1	2	6	14
Level 12	13695	10864	23	28	1	2	6	14
Level 11	13695	10864	23	28	1	2	6	14
Level 10	13695	10864	23	28	1	2	6	14
Level 9	13695	10864	23	28	1	2	6	14
Level 8	13695	10864	23	28	1	2	6	14
Level 7	13695	10864	23	28	1	2	6	14
Level 6	13695	10864	23	28	1	2	6	14
Level 5	13695	10864	23	28	1	2	6	14
Level 4	13695	10864	23	28	1	2	6	14
Level 3	13695	10864	23	28	1	2	6	14
Level 2	13695	10864	23	28	1	2	6	14
Mezzanine	3000	1485	1	1				1
Ground Floor	12090	1152						
Totals	238838	176518	369	449	16	32	96	225
"Building Area"	ResNetRentable				4%	9%	26%	61%

Percentages 100% 74%
Mezzanine 0 2 long-term 2 short-term
Ground Floor 0 cars 553.5 bicycles 2 bicycles
0 555.5 4

Unit Type	Avg Net sf	Residential Common	Net sf
Model Studio @ mezz	342.3511	Roof - Games/Movies	1620
Studio	342.4286	Roof - Lounge + RR	1808
One Bedroom	528	Lobby-Admin-Load-Tr	9467
Two Bedrooms	826	Retail	2637
Four Bedrooms	1250	North Retail	1485
Total Res Unit Gross SF	219120	South Retail/Café	1152
Efficiency		Ground Bldg Services	2986
Typical Residential Floor Plate	79%	Rooftop Services	1200
Whole Building	75%		

Total Construction
238838

ZONING INFORMATION

ZONING CODE REVIEW

6/12/12 2:30pm

Jefferson West Site

North of SW Jefferson St. between SW 11th Ave, SW 12th Ave.
Full Block, Block 205 Portland Addition, Map 3128 OLD

Zone West: **RXd** Central Residential Plan District: **Central City** **West End subdistrict**

Bounded by: SW Jefferson Dedicated All surrounding properties are RX **Max. Basic Height is 250ft.**
SW 11th Ave Dedicated
SW 12th Ave Dedicated
Buildings abut north P.L.

Site Area: 84.3 Av.Width x 200 16,860

Allowed Uses:	RXd 120-1
Household Living	yes
Group Living	Limited/CU[1]
Retail Sales/Serv.	Limited/CU[3] all 1st fl > 40%max.
Office	Limited/CU[3] if any> 1st fl > 20%max.
Comm'l.Parking	CU[4]
Community Service	CU
Religious	CU
School/College	CU
Daycare	yes

Development Standards:	RXd 120-3
(except where superceded by Central City Map standards below)	
Table 120-2: Allows Housing types incl. Manuf.Home,Houseboat,No mobile park.	
Table 120-3: Min. Density 1 unit / 500sf site= 34 units	
Setbacks:	Minimum Setbacks 0
	Garage 18ft if > 5ft.
Max. Setbacks:	
Street Lot Line	0
Transit street	10'
or Ped Dist.	10'
Building Cover	100%
Min. Landscape Area	none
Landscape abutting R Zone	none
Ground Floor Window Stds.	
Pedestrian Requirements Apply	
Required Parking	None

510.210.D. Bonus Height - does not appear to apply this site.

120.205.E Max transfer into RX = 3:1 FAR.
CX standards apply to ground floor non-res. Uses in RX:

CENTRAL CITY PLAN DISTRICT:	
33.510.200	C.2 West End no maximum for bonus area earned, within
Map 510-1	Central City Plan and Subdistricts West End Subdistrict
Map 510-2	Base Floor Area Ratios 8:01
Map 510-3	Maximum Heights 250
	Area where Max. Ht. determined by base zone No
	Area eligible for general & housing height bonus No
	Area eligible for housing height bonus only No
	Area eligible for OS performance standards No
	Area eligible for historic step down exception No
Map 510-4	Bonus Options Target Areas
	Residential Bonus Target Area No
	Retail use Bonus Target Area No
	Theaters on Bdwy Target Area No
	Greenway bonus target area No
Map 510-5	Required Residential Development Area No
Map 510-6	Required Building Lines Yes: Jefferson
Map 510-7	Ground Floor Active Use required Yes, East half
Map 510-7	Minimum Active Floor Area required YES
Map 510-8	Core & Parking Sectors DT1
Map 510-9	Parking Access Restricted Streets SW 11th Ave
Map 510-10	Additional Uses Allowed in OS Zone NA
Map 510-11	Special Areas Mech. Equip. Screening required Yes
	Size of Retail Sales-Service Limited NA
Map 510-12	Streetcar Alignment SW 11th Ave
Maps 510-13	Park Block Frontages NA
Maps 510-14 through 510-17	do not apply. NA

Site		16,860
Base FAR =	8:1	134880
Max. Bonus & Transfer	4:1	67440
Max. FAR preCCMP=	12:1	202320

[Strategy: 1. Maximize Bonus Earned, 2. Finish to 12:1 w/Jeffrey Transfer, 3. CCMP Transfer remaining Jeffrey FAR, 4. Acquire & transfer add'l. FAR w/ CCMP.

1. Bonus Possibilities 33.510:	
510.200.E SRO transfer	ok
510.200.F Residential Transfer	(see Transfers 120.205)
510.210.C.2 Daycare	ok
510.210.C.3 Retail Bonus	NA
510.210.C.4 RoofGarden 1:1 50%min	
510.210.C.5 Theaters	NA
510.210.C.6 1%for Art	SSS
510.210.C.7 WaterFeature \$.1%=>10%sitearea	
510.210.C.10 EcoRoof 30%>2:1 bonus	13,686
510.210.C.11 Lg Dwell Unit	1:1 >750sf units 9,536
510.210.C.12 Lg Unit >2bd	150sf/bed=2 4,800
510.210.C.13 MidIncome	3:1 bonus if 30%<150% med income
510.210.C.14 Small W.End Site	10,000-15000site, .5 FAR - NA
510.210.C.15 Afford Housing	\$19.90 per sf bonus
510.210.C. 16 Below Gr.Parking 2:1 bonus	
Assume no below grade parking	
510.210.C.17 OpenSpace 1:1 >2500	
510.210.C.18 OpenSpace Fund 1sf/\$10	
Bonus subtotals	(Max 4:1) 28,022

2. Transfer Possibilities:	
(Surplus FAR from Jeffrey =	3.9:1 FAR 66,000
Transfer outright 120.205 / 510.200	2.3:1 FAR 39,418
From Jeffrey (bonus to 12:1 cap)	

3. CCMP from Jeffrey:	
510.255 CCMP Transfer may be > 3:1. Remaining Jeffrey Area available for CCMP TX	1.6:1 FAR 26,582

Subtotal: Earned 12:1 + Jeffrey CCMP Transfer:	13.6:1 FAR	228,902
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4. Add'l CCMP Transfer Area Need:	0.6:1 FAR	9,936
(there is about 34,000 sf surplus at Empire Apartment)		

5. Current Program Area Req'd:	14.2:1 FAR	238,838
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NORTH ELEVATION / CENTRAL COURTYARD



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12th & Jefferson

June 27, 2012

12th & Jefferson Student Housing
Central City Master Plan – Density Transfer

In order to achieve a financially viable balance between project costs and projected income, the project needs to accommodate approximately 450 student housing beds. The unit mix, unit sizes, amenity program and support spaces are carefully tuned to respond to market demand. The conceptual design presented with 448 beds in 368 units shows the program to require an FAR of approximately 14.2 : 1.

The base zone with allowed bonus and transfers in the Central City, Downtown Westside district has a typical cap of 12:1 FAR maximum. However 33.510.255 provides a mechanism to transfer unused allowable FAR within the plan district, in order to provide flexibility in achieving the Central City density goals.

To be viable the 12th & Jefferson Student Housing project requests Design Commission approval of a Central City Master Plan Transfer of approximately 2.2:1 FAR primarily from the Jeffrey site on the same double block, and partially from the adjacent Eliot Tower block.

Preliminary determination of the acceptability of this transfer to achieve 14.2:1 FAR will be a determining factor in whether the project can proceed from Concept Design into a complete project. A reading on this from the Design Commission is the primary goal of this first DAR.

Response to Central City Master Plan Acceptance Criteria

(italics indicate published agency criteria to be addressed)

33.510.255 Central City Master Plans

A. *Purpose. The Central City master plan adds development potential and flexibility for projects in specified areas. The additional development potential and flexibility is possible because the plan is used to demonstrate that the policy objectives of the Central City Plan and the public service needs of the area are addressed.*

The policy objectives of the Central City Plan are addressed in the Design Guidelines responses.

Public Service Needs: Adding density within the downtown sub-district of the Central City results in the lowest proportional change in loads on public services and utilities especially compared to adding density to areas outside Central City. This is where those services are most robust and most efficiently provided. Public Service needs are further addressed below.

- B. *Flexibility Achieved. An approved Central City master plan allows additional flexibility in any of the following situations:*
1. **Allocates allowed floor area to individual development sites that will not remain in the same ownership;**

The 12th & Jefferson CCMP transfer will allocate unused allowable FAR primarily from the JEFFREY property 1201 SW 11th Avenue, which will not remain in the same ownership. A minor amount of unused FAR from the adjacent ELIOT TOWER site will also be transferred.

Both the Jeffrey and the 12th & Jefferson project are located on the same double block within the Central City plan district, so shifting allowed density from the Jeffrey to the 12th & Jefferson project will support the intent of the RX Zone “ which allows the highest density of dwelling units of the residential zones.” The student housing use meets the residential intent of the zone.

- C. *Central City Master Plan contents.*

1. *Floor area ratio. The plan must show the amount of allowable floor area which is to be assigned to each lot. Floor areas greater or less than shown on Map 510-2 may be assigned on a site-specific basis. The total combined floor area for all sites in the plan area must be within the maximum allowed for the plan area before any allocations. Floor area transfers outside of a master plan area are prohibited.*

See block plan for allowable area assignment. Since the proposed transfer is of unused allowed developable floor area from adjacent blocks, the total combined allowable floor area for all sites in the West End will have no change with this transfer.

FAR & TRANSFER SUMMARY

12th & Jefferson	Site Area	Basic Allowable 134,880 8.00 : 1 FAR	
	16,860	Projected Bonus Area 28,000 1.66 : 1 FAR	
Sending Site	Surplus Allowable /Earned Area	Transfer to 12th & Jefferson per 33.120.205 (w/in 3:1 Max FAR)	Transfer to 12th & Jefferson beyond 12:1 cap by CCMP



Available					
the JEFFREY	66,000	39,440	2.34 : 1 FAR	26,560	1.58 : 1 FAR
ELIOT Tower via Goodman 5th & Stark	120,000			10,500	0.62 : 1 FAR
Subtotal basic earned		Subtotal CCMP Transfer		TOTAL PROJECT	
202,320		37,060		239,380	
12.00 : 1 FAR		2.20 : 1 FAR		14.20 : 1 FAR	
0		0		0	
1 FAR		1 FAR		1 FAR	

2. *Infrastructure capability. The adequacy of infrastructure must be addressed if there is a proposal to shift allowable floor area between separate development sites. The plan must identify and link the development of each phase of the project to the provision of services necessary to meet the infrastructure service needs of the development associated with that phase.*

The primary sending site and receiving sites in this transfer are on the same double block and separated by only one 60 foot wide intervening lot. A smaller portion of the CCMP transfer originated across SW 11th Avenue at the Eliot Tower site, who's excess FAR was temporarily shifted by covenant to the parking lot on SW 5th between Stark and Oak. The receiving site has good access to adequate sanitary and storm sewer mains, while the Jeffrey sending site has very limited access to these services, so the transfer is appropriate in shifting load to where it is better served. Because of their proximity, there is no significant difference in adequacy of other infrastructure elements between the sending and receiving sites. The receiving site project will incorporate expansion of the inadequate 8ft wide Jefferson Street sidewalk to 12ft width per PDOT design standard. A bike lane already exists on Jefferson Street. The Portland Streetcar already serves the project site with an existing stop at 11th and Jefferson on the project east frontage.

We have already projected that use of specific low-flow plumbing fixtures will reduce water and sanitary sewer loads by over 30% from code minimum standards. We will incorporate green roof in order to reduce storm runoff peak loads from existing full impervious condition.

Trip generation: The student housing use, with no on-site parking, located 3 blocks from PSU campus, and directly on the Portland Streetcar line, should have a significantly lower impact on vehicular system loading than most other uses. Published data show that high density urban housing would be expected to generate only 63% of PBOT assumed average daily trips per unit. We submitted to PBOT preliminary validation of greater trip reduction, through a published traffic generation study of 6 urban off-campus private student housing projects in



PORTLAND: 6720 SW MACADAM, PORTLAND, OREGON 97219 | 503-245-7100 SEATTLE: 117 S MAIN STREET, SUITE 400, SEATTLE, WASHINGTON 98104 | 206-576-1600



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Minneapolis-St. Paul. This study (even with on site parking provided) demonstrates trip generation at 42% of the PBOT assumed trips. We will further validate reduced impact through survey of actual trip profile of similar facilities in the area to be executed in fall of 2012.

- 3. *Circulation. (staff planner indicates this provision is regarding superblock project sites, not applicable to this 80' x 200' site.)*
- 4. *Views. The plan must identify significant public viewpoints and significant view corridors down rights of way. The plan must show how the views are being protected...*

The Scenic Resources Map 6 shows Height Restricted View Corridor VP23-18 from the Vista Bridge eastward. This view corridor passes over the central part of the double block, centered over the Jeffrey sending site and with a 185ft height limit. The receiving site is not within this restricted view corridor. We are not proposing to increase project height above the Map 510-3 allowed 250 ft height.

- 5. *Required housing. (The sending and receiving sites are not in Required Residential Development Areas identified on Map 510-5.)*

(D. describes process Type III procedure)

E. Approval Criteria.

- 1. *The proposed plan is consistent with the policy objectives of the Central City Plan; See Central City Design Guidelines response*
- 2. *The plan ensures that there will be adequate and timely infrastructure capacity for the proposed developments;*

The preliminary services review statements from BES, and Water indicate that existing infrastructure is adequate for the proposed project. Project features such as green roof and low flow fixtures will be incorporated to significantly reduce loads and impacts associated with the building.

We are in communication with PBOT regarding coordination of planned widening of the Jefferson Street sidewalk, with maintenance of curb parking capacity around the block and facilitation of bike lane improvements. Emulation of solutions to these elements executed on the adjacent Eliot block will work here as well. PBOT has asked for a different solution that would require setting the Jefferson Street property line back 4ft for additional right of way dedication, in order to retain parallel parking on Jefferson street north curb. We are appealing that

setback/dedication, as described in response to Central City Design Criteria A7 above.

- 3. *The plan provides for a useful and pleasant circulation system and for adequate open space within the plan boundaries;*

The proposed project is on a narrow 200' x 83' site, and does not create a negative impact on the current scale of circulation in the plan district. The proposed collaboration with neighboring owner on 11th to upgrade landscape/plaza treatment of the intervening alley-like egress passage will significantly improve the visual and experiential quality of sidewalk pedestrian environment. Active use development with the plan includes highly active café or coffee bar use on the 11th & Jefferson corner. The primary residential entrance on 11th near the streetcar stop will insure that there is extended period of resident activity and the subtle "eyes on the street" observation that discourages nefarious activities around the streetcar stop. The Jefferson Street north sidewalk will be expanded from 8ft wide to 12ft wide by this project, and street trees and lighting will be improved. The circulation system criterion is positively addressed.

- 4. *Development will be placed and sized to protect significant public viewpoints and public view corridors;*

See response to 33.510.255 C. 4 criterion above. The proposed project does not conflict with designated significant public viewpoints or public view corridors. See attached Scenic Resource Protection Plan Map 6. This criterion is positively addressed.

- 5. *There are adequate assurances that required housing that is deferred or proposed for another site will be built.*

There is no required housing development associated with this project, and no deferred housing. Replacement of housing for PDC's previous tenants on this site was previously accomplished by construction of the Jeffrey building, which is the sending site. The proposed project will add residential capacity in the West End sub-district of approximately 448 beds in 368 units. This criterion is positively addressed.



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