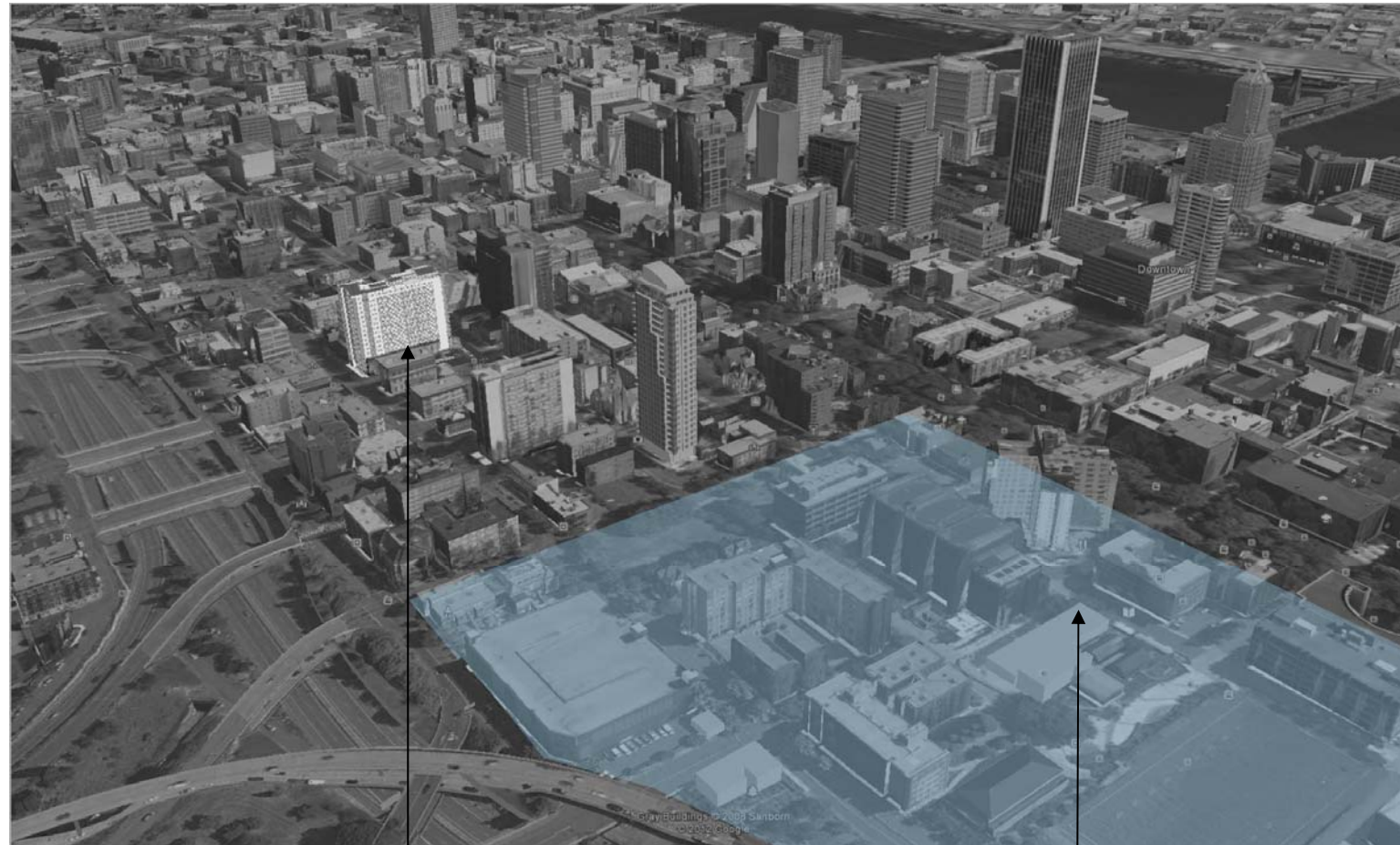


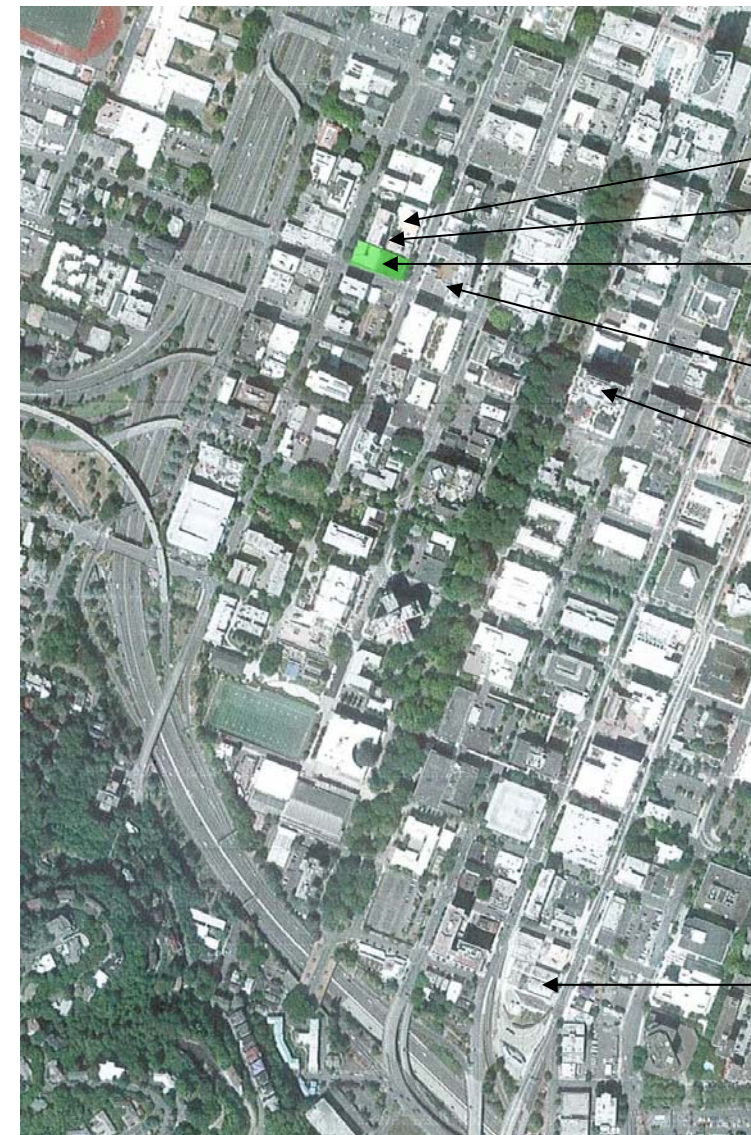
PROXIMITY TO PSU



SW 12TH & JEFFERSON SITE

PSU CAMPUS WEST OF THE PARK BLOCKS

WEST-END NEIGHBORHOOD



THE JEFFREY

EMPIRE

12TH & JEFFERSON

ELIOT TOWER

LADD

ACC STUDENT HOUSING



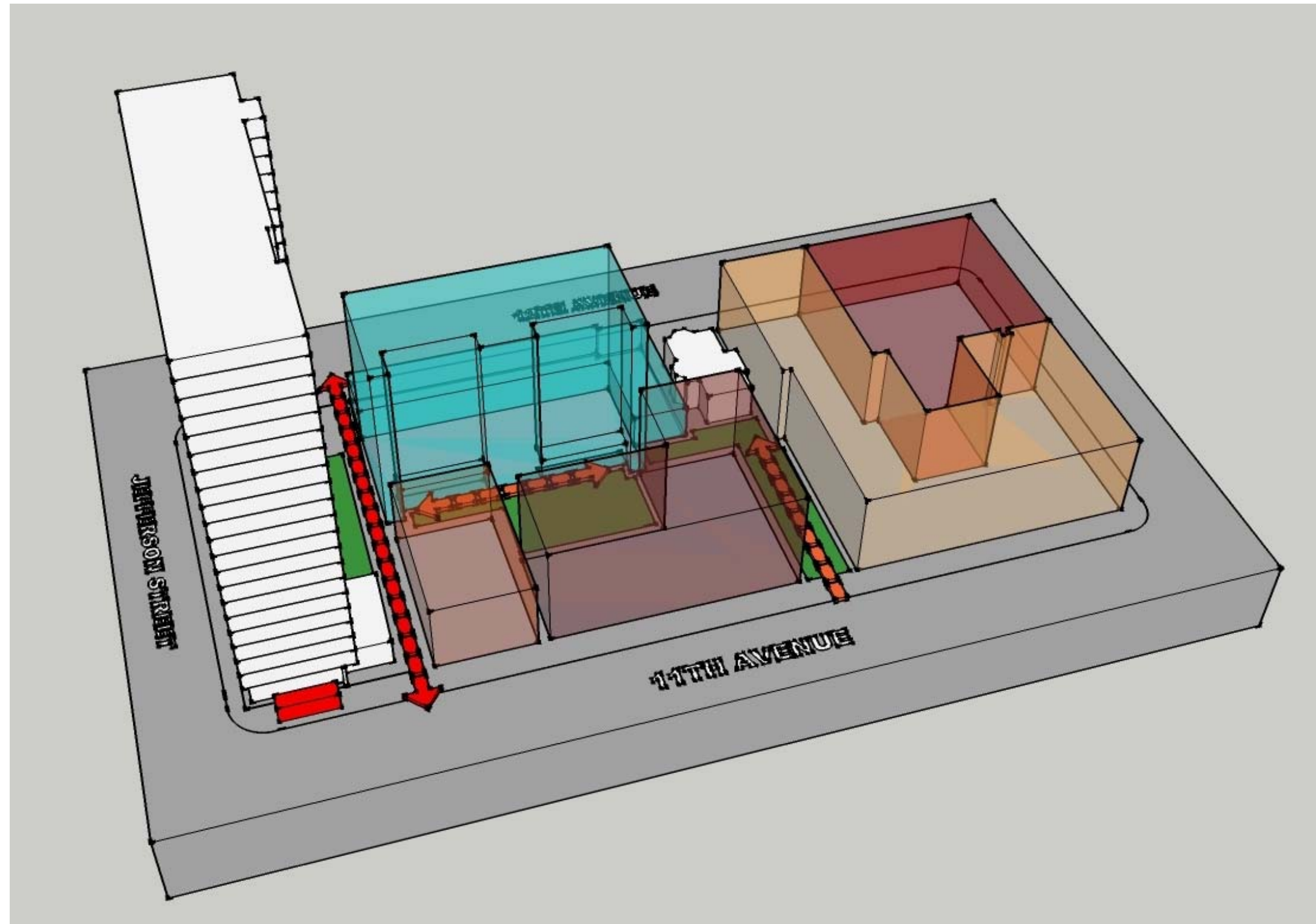
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SITE DIAGRAM—PUBLIC AND PRIVATE INTEGRATION OF THE SITE



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BASIC PROGRAM ELEMENTS:

- 450 BEDS Unit Mix of 4/4, 2/2, 1BR, Studio ~370 Units
- Secure ground floor Bike Parking for >550 bicycles
- LEED Gold
- Resident common amenities:
 - Fitness Center – with connections to common activity spaces and to street.
 - Common social space – variety of size & character, visually connected
 - Lobby & Mail
 - Mezzanine – administrative, leasing, model unit, conference,
 - Green Roof & active use rooftop social space
 - Courtyard – visual amenity - social space, landscape & hardscape.
 - On-Site Loading spaces.
- Retail SW corner
- Café SE corner – activate the street

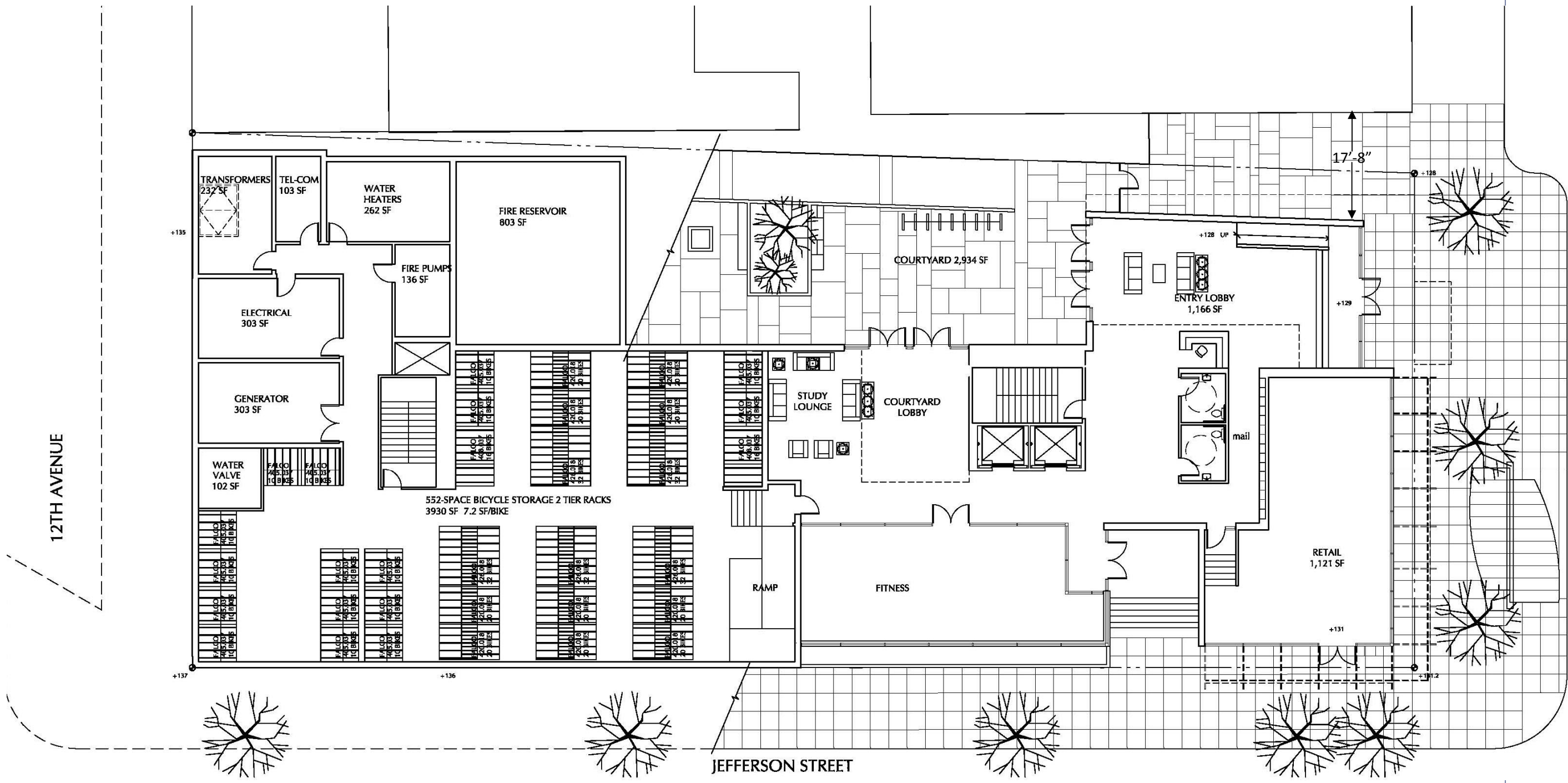




BLDG HEIGHT 225 FT

- SITE AREA: 200ft x average 84.3ft = 16,860 sf
- SITE AREA: equals 1 unit of Floor Area Ratio (FAR)
- RX Zone – purpose is to provide highest residential density in city.
- Basic allowable is 8:1 FAR 134,880 sf
- Bonus and Transfers allowed 4:1 67,440 sf
- Intended Bonus Use: (3:1 max)
 - Eco Roof > 30% earns 2:1 area 13,686 sf
 - Large Dwelling unit area > 750 sf 9,536 sf
 - Large Unit over 2 bedrooms 4,800 sf
 - Subtotal projection of Bonus earned: 1.66:1 FAR 28,022 sf
- Intended Transfer Use: (only limit is 12:1 total)
 - (Jeffrey site has 66,000 sf surplus allowable area)
 - Transfer from Jeffrey 2.3 : 1 FAR 39,418 sf
- Projected Total Basic + Bonus & Transfer 12:1 FAR = 202,320 sf
- “Central City Master Plan” process allows transfer of additional allowed area from other sites in the central city plan area, “provided the plan demonstrates that the policy objectives of the Central City Plan and the public service needs of the area are addressed”.
- The remaining 26,582 sf unused allowable area from the Jeffrey site, and other areas from other sites are available to transfer via Central City Master Plan to this site.
- The program requires between 1.3 and 1.4 FAR through CCMP transfer.





1/16" = 1'-0"



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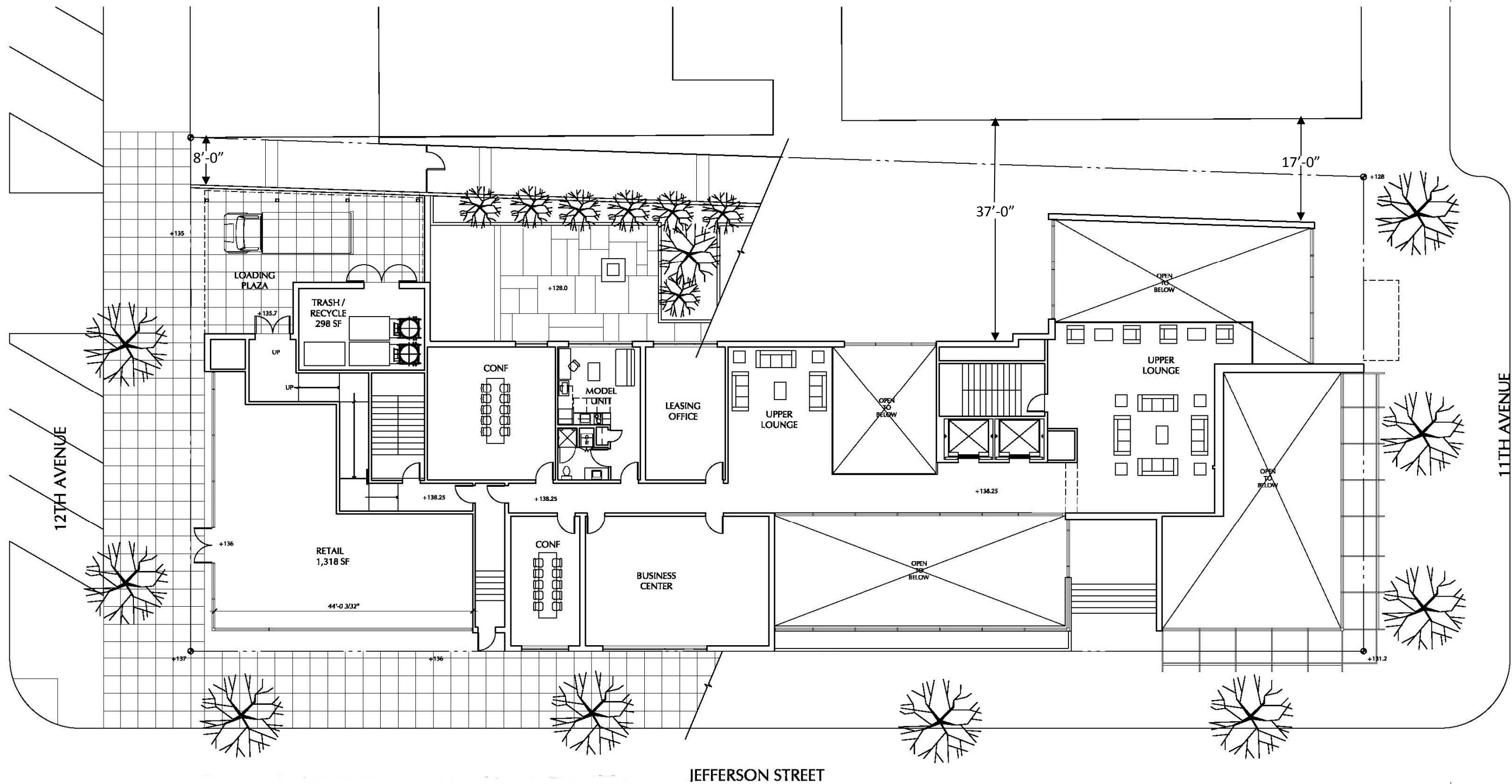


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12th & Jefferson



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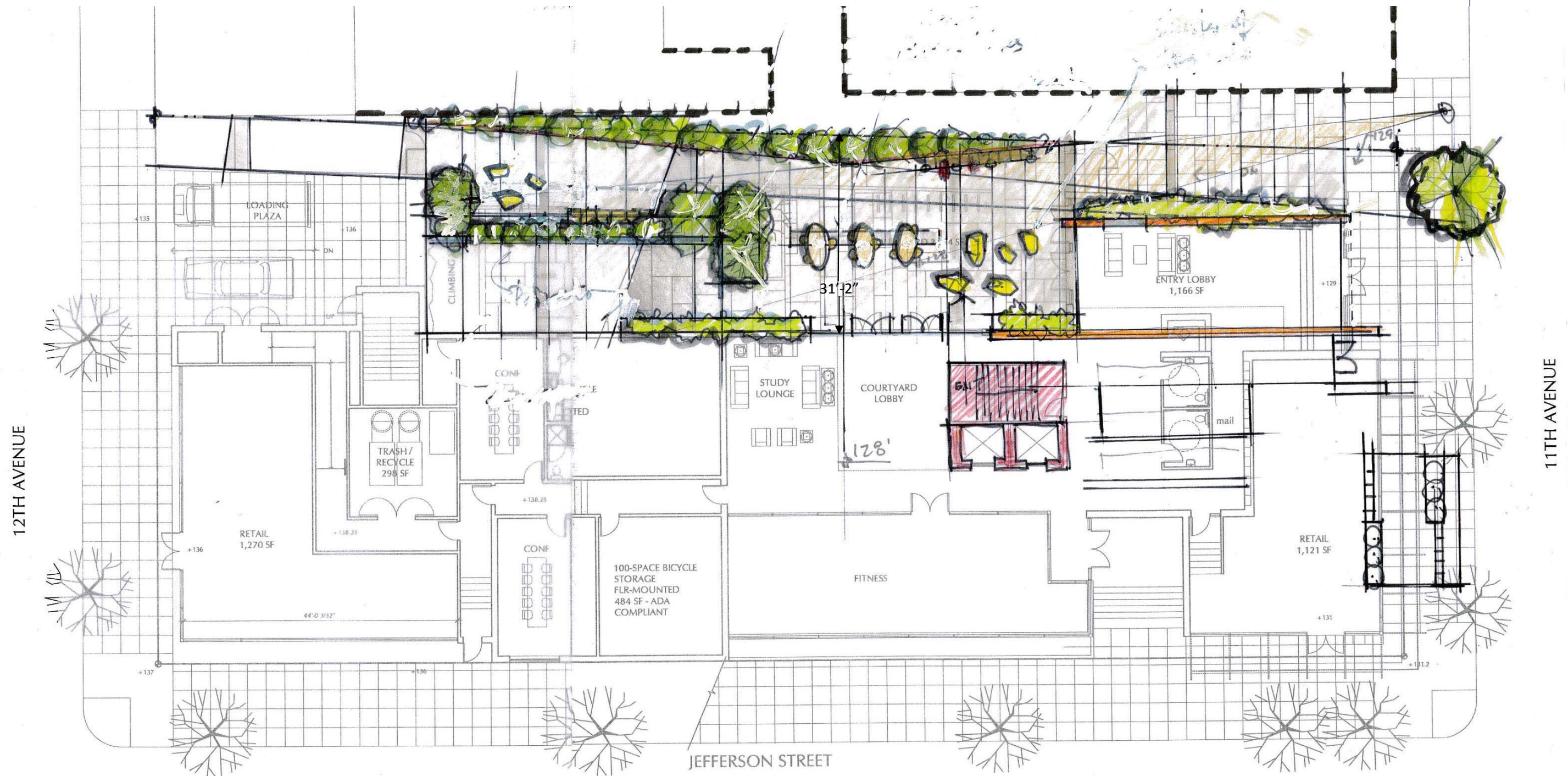
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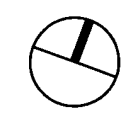
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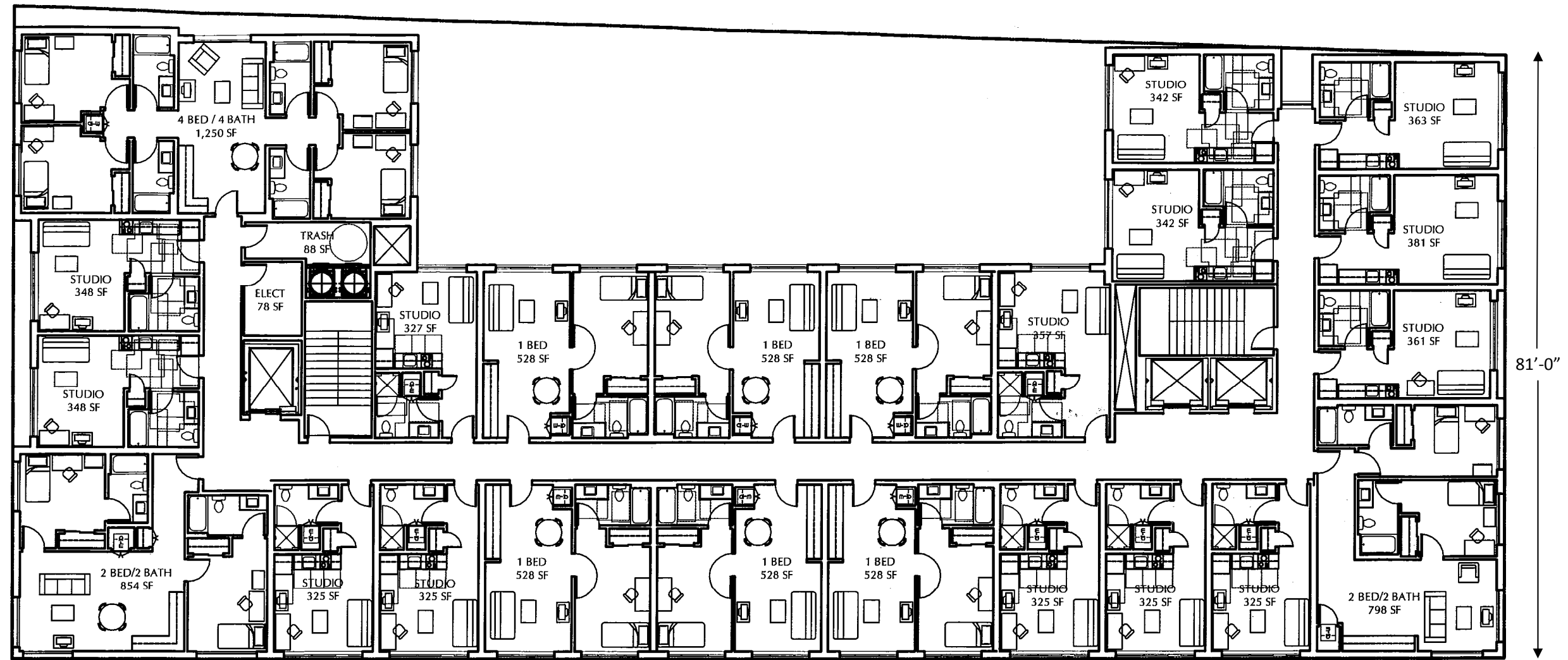
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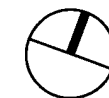
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12th &
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SW JEFFERSON STREET & 12TH AVENUE / DIFFERENTIATION OF LEVELS

6	22 STORY STRAIGHT BAR		Beds	Unit Type			
	Gross Plate Area	Net Rentable Area		Studio	1BR	2BR-2Bath	4BR-4Bath
		78%					
Roof 22	2000		0				
Level 21	10755	8382	22	2	0	8	1
Level 20	10755	8382	22	2	0	8	1
Level 19	10755	8382	22	2	0	8	1
Level 18	10755	8382	22	2	0	8	1
Level 17	10755	8386	23	13	2	2	1
Level 16	10755	8386	23	13	2	2	1
Level 15	10755	8386	23	13	2	2	1
Level 14	10755	8386	23	13	2	2	1
Level 13	10755	8386	23	13	2	2	1
Level 12	10755	8386	23	13	2	2	1
Level 11	10755	8386	23	13	2	2	1
Level 10	10755	8386	23	13	2	2	1
Level 9	10755	8386	23	13	2	2	1
Level 8	10755	8386	23	13	2	2	1
Level 7	10755	8386	23	13	2	2	1
Level 6	10755	8386	23	13	2	2	1
Level 5	10755	8386	23	13	2	2	1
Level 4	10755	8386	23	13	2	2	1
Level 3	10755	8386	23	13	2	2	1
Level 2	10755	8386	23	13	2	2	1
Mezzanine	6591						
Ground Floor	3824		456 beds				
"Building Area"	225515	167704	13.4:1 FAR	216 beds	64 beds	128 beds	80 beds
Delta from 12:1	23195		1.4:1 FAR	216 units	32 units	64 units	20 units
Allowable @ 12:1	202320		12.0:1 FAR	65%	10%	19%	6%
		74%		332 units			
Basement	5100		(not in FAR)				
Total Construction	230615		182.8	\$42,156,422			

L FAR with partial floor of units shared with common activity space, mechanical on top)

Public Agency Fee Summary

Design Review Fee		\$30,324
Building Permit Review/Intake		\$269,127
Building Permit Issuance		\$291,554
Permit Subtotal		\$560,680
BES Storm & San SDC Fees	2601 x net Units - 20% low flow credit	\$524,362
PDOT SDC Fee	842 x net units w/ appeal adjustment	\$212,184
Parks Comm'l SDC combined uses & credits	standard rates	\$1,331,169
School CET	622.28 x total units	\$206,597
Water SDC		\$86,000
SDC Subtotal		\$2,360,312
TOTAL PUBLIC AGENCY FEES projection		\$2,951,316



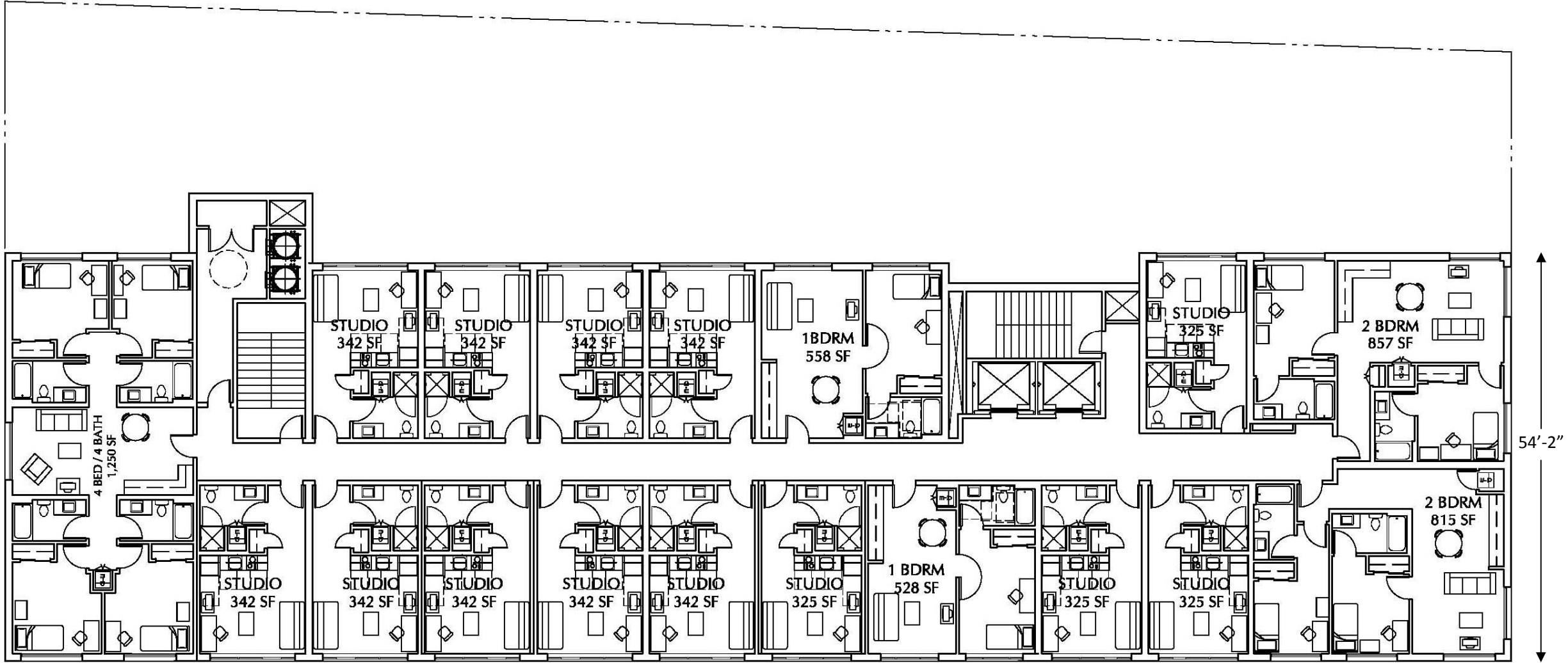
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STUDENT HOUSING / RETAIL

12th &
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1/16" = 1'-0"



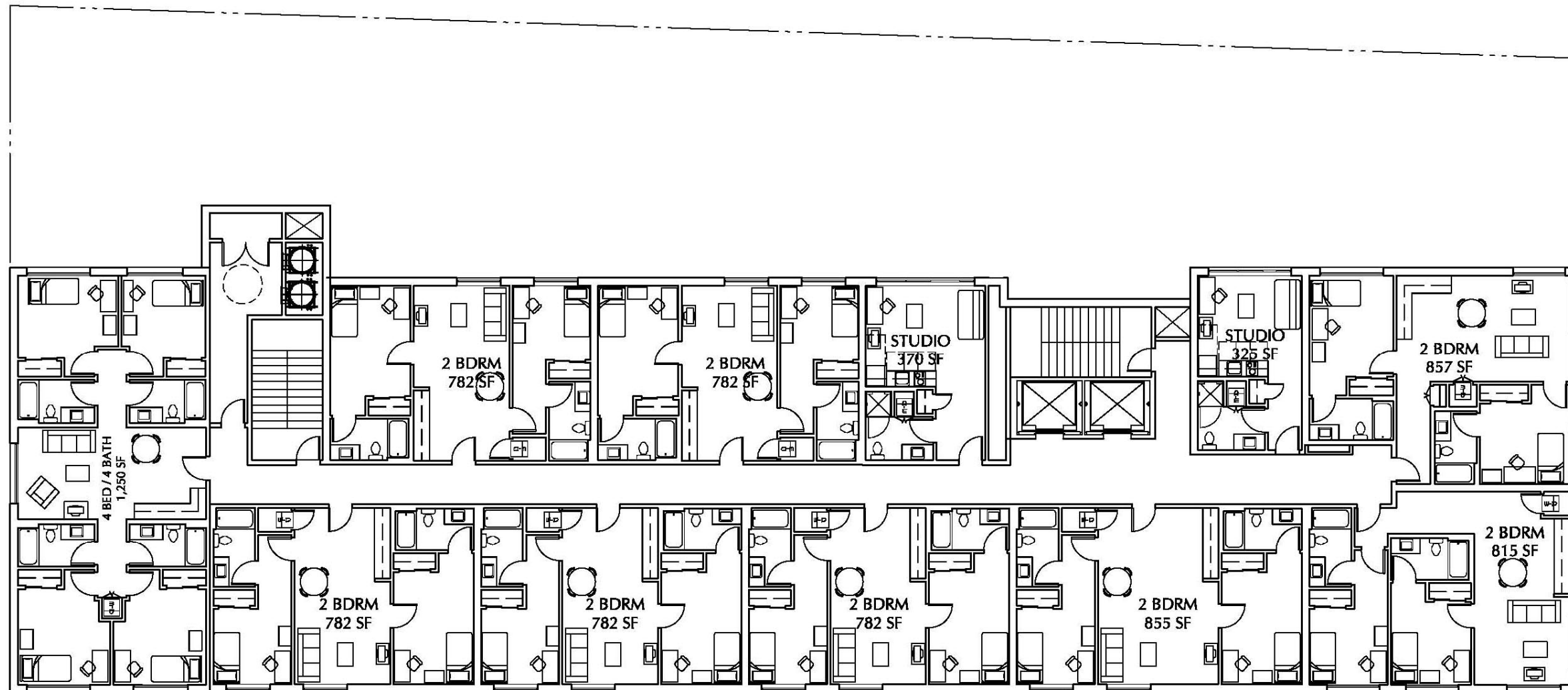
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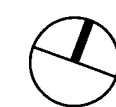
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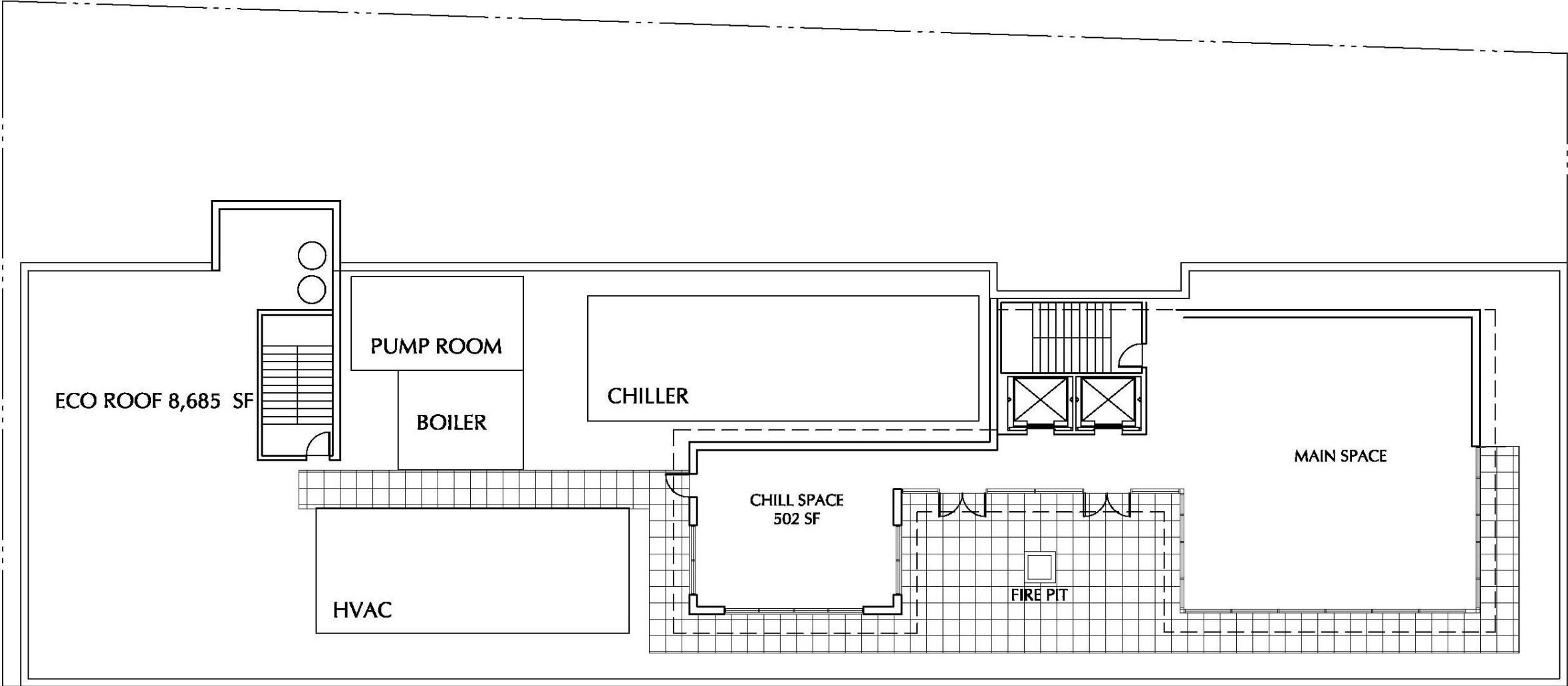
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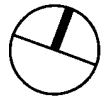
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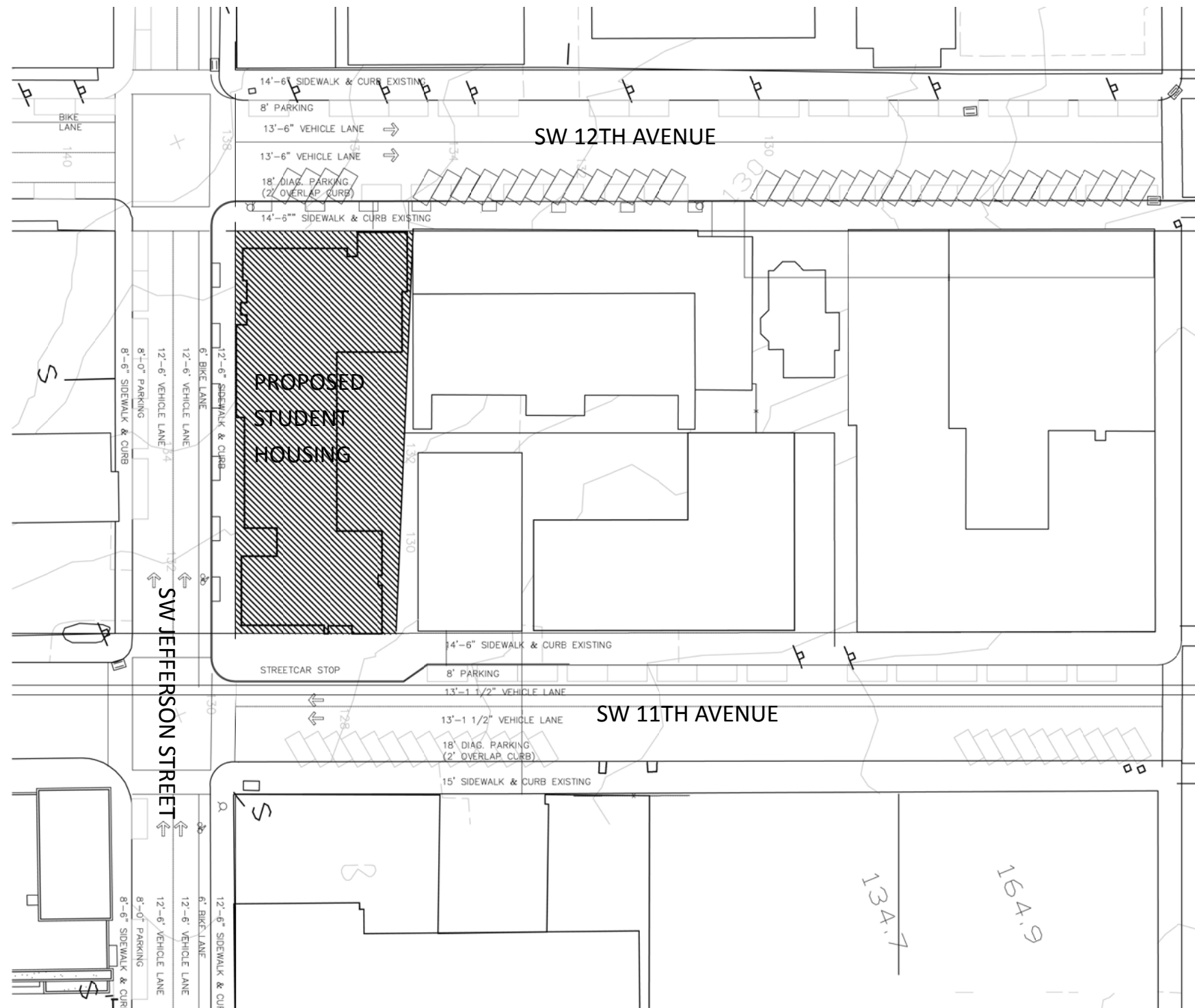
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12th &
Jefferson



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"



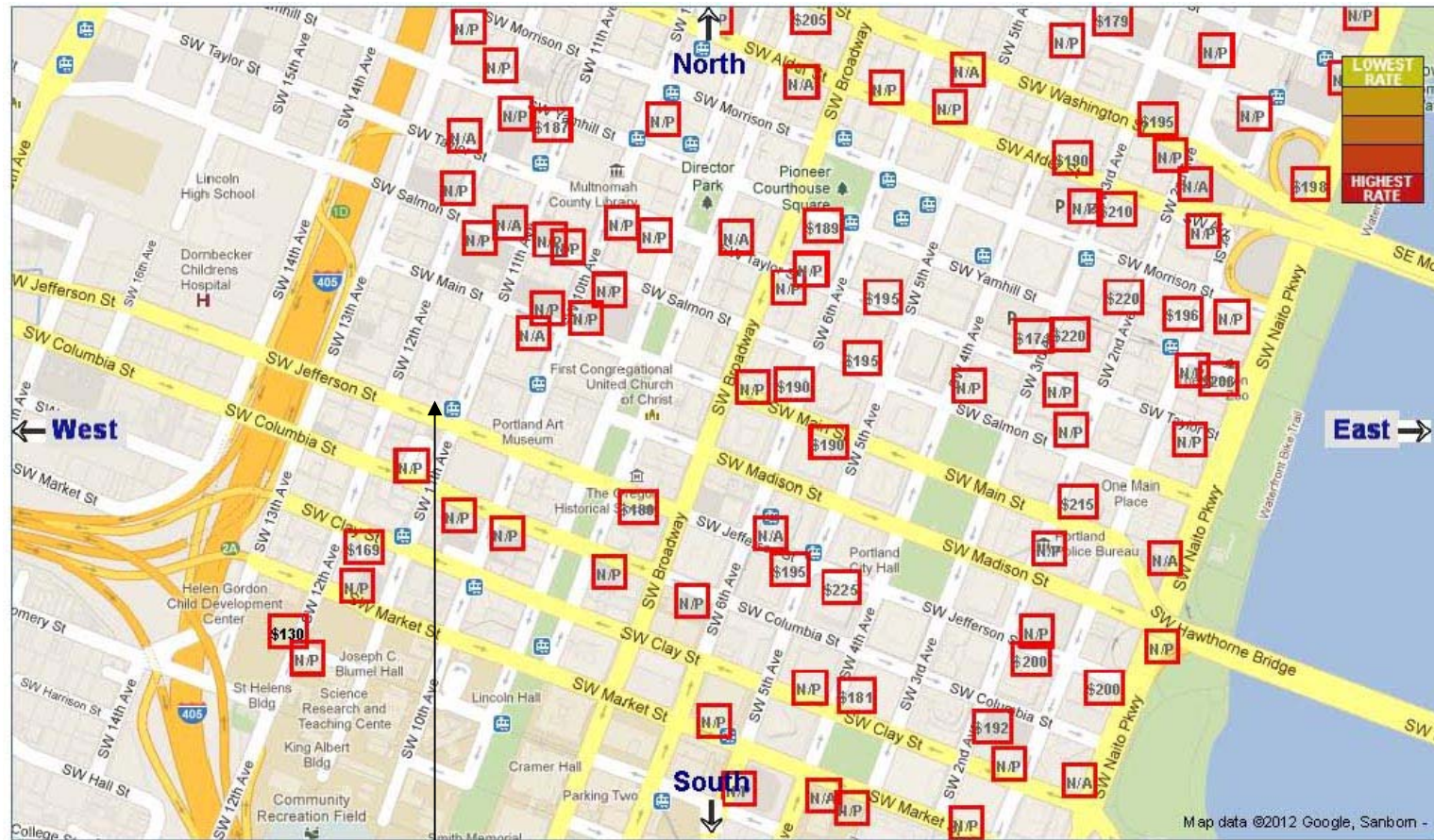
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STUDENT HOUSING / RETAIL

12th &
Jefferson



SW 12TH & JEFFERSON SITE

12th & Jefferson Student Housing

NEIGHBORHOOD PARKING

It is not reasonable to assume that a resident would park a car on street at a cost 3 or 4 times greater than paying for available monthly lease private off street parking.

A. Private Commercial Parking available in West End Neighborhood.

Location (within 8 block walk)	Blocks Away	Total Spaces	Average available	Peak available	Monthly Rate	Annual Cost
1111 SW Columbia - Upark 221-1828	1	59	30	25	\$185	\$2,220
1058 SW Columbia - Upark 221-1828	1.5	64	20	15	\$179	\$2,148
970 SW Columbia - Upark	2	65	20	15	\$189	\$2,268
1014 SW Main - Upark	2	83	10	4	\$190	\$2,280
1110 SW Clay - CCP 221-1666	2.5	20	12	5	\$169	\$2,028
1015 Main, 1060, 1075 11th - CCP - 221-1666	2.5	83	10	4	\$183	\$2,196
1149 SW Clay - Upark 221-1828	3	20	12	5	\$179	\$2,148
1078 SW 10, 1069 SW 9, 969 Main - CCP	3	130	25	10	\$190	\$2,280
1029 Salmon, 976 SW 11 - Upark	3	33	4	0	\$179	\$2,148
710 SW Jeff (LADD) - PMC 221-1666	3.5	100	20	10	180	\$2,160
1075 SW Salmon - Upark	3.5	40	5	0	\$185	\$2,220
734 SW Columbia - Upa	4	63	5	0	\$191	\$2,292
924 SW Salmon - Upark	4	14	2	0		\$0
1166 Salmon, 1171 Main, 1047 SW 11 - Upark	4	142	35	15	\$178	\$2,136
921 SW 12, 1025 SW 13 - Diamond	4.5					\$0
956 Taylor, 928 SW 10 - CCP 21	5	90	25	10	\$193	\$2,316
1120 Yamhill, 828 SW 11 - CCP 132	5	110	14	4	\$187	\$2,244
636 SW Columbia - Upark	5.5	27	12	5	\$203	\$2,436
630 Yamhill - Upark		75	19	8	\$205	\$2,460
1184 Yamhill, 804 SW 12 - CCP	6	84	6	2		\$0
1201 Yamhill - Upark	6	199	40	20	\$165	\$1,980
1309 SW 5th PMC Unitus Plaza	6	320	75	25	\$195	\$2,340
933 SW Salmon - South Park Garage	6					\$0
10th & Yamhill Smart	6.5	800				
1001 SW 5th Hilton CCP					\$200	\$2,400
1059 SW 6th - CCP	7	431	75	35	\$190	\$2,280
1130 Market - Upark		38	8	2	\$174	\$2,088
547 SW Market - CCP	7	200	50	20	\$185	\$2,220
676 SW Taylor - Hilton 226-1611x4255	8					\$0
		3290	534	239	\$185.83	
					AVG:	\$2,229.91

CCP, Upark, Parking Management Group, Downtown Development Group are same

B. On-Street Parking Cost (Resident living and working downtown, move car 3 times a day to avoid citation)

Hourly Rate	8am - 7pm Mon-Sat	1pm-7pm Sunday	Weekly Hours	Weekly Cost	Monthly Cost	Yearly Cost
\$1.60	11	6	72	\$115.20	\$499	\$5,990

C. Take chances on unpaid street parking:

Overtime Citation, or Meter Feeding	1st Citation:	1 /week	2 /week	3 /week
\$39 First citation		\$2,028	\$4,056	\$6,084
\$45 2nd citation same spot, say 1/month		\$540	\$540	\$540
\$63 3rd citation same spot, (they have noticed pattern, time to park in another neighborhood) say 1/quarter		\$252	\$252	\$252
Annual Cost Projection:		\$2,820	\$4,848	\$6,876

Not counting that if not paid, car is towed, with minimum charge around \$300.

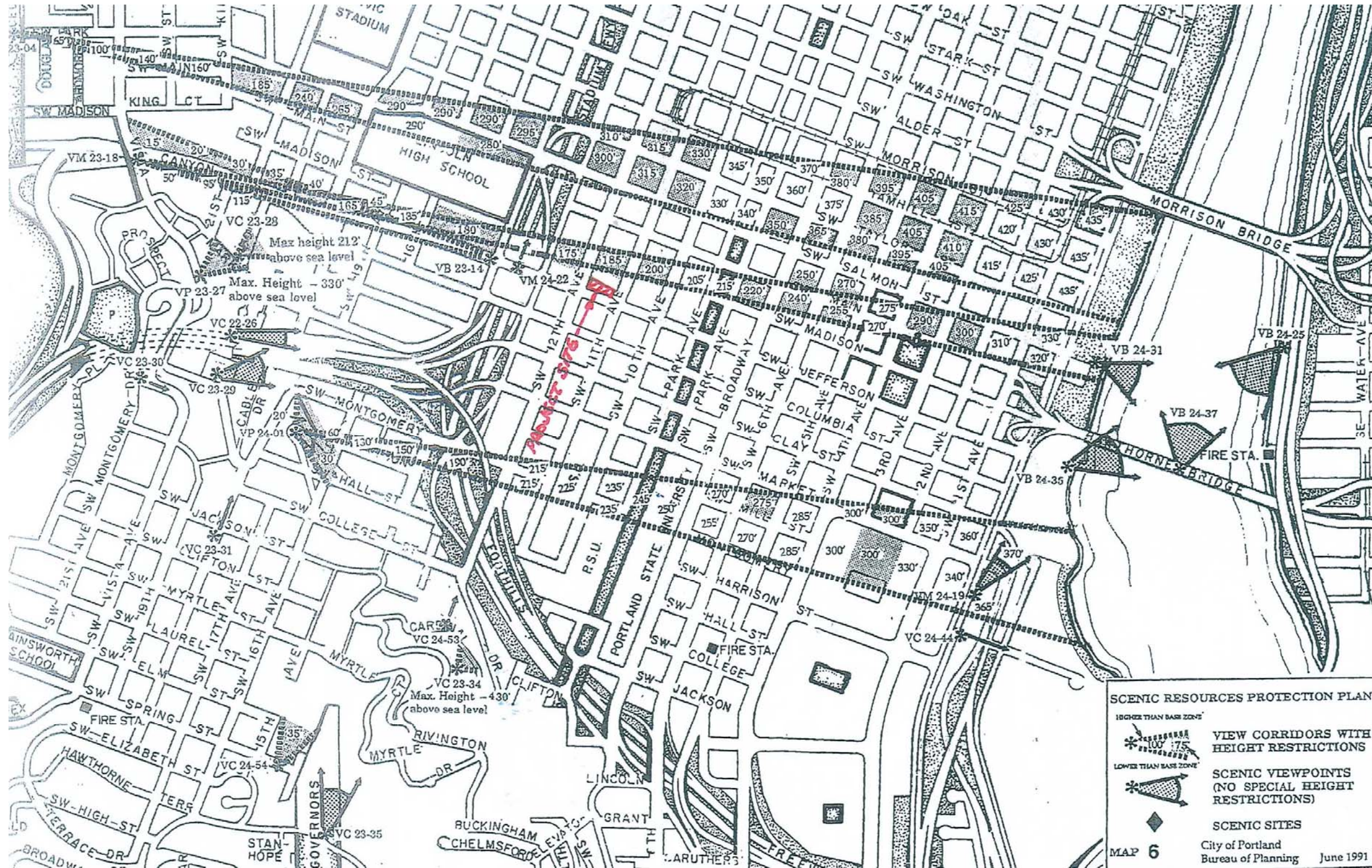


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VIEW CORRIDORS ARE UNAFFECTED BY THE PROJECT, ALLOWED BUILDING HEIGHT 250 FT



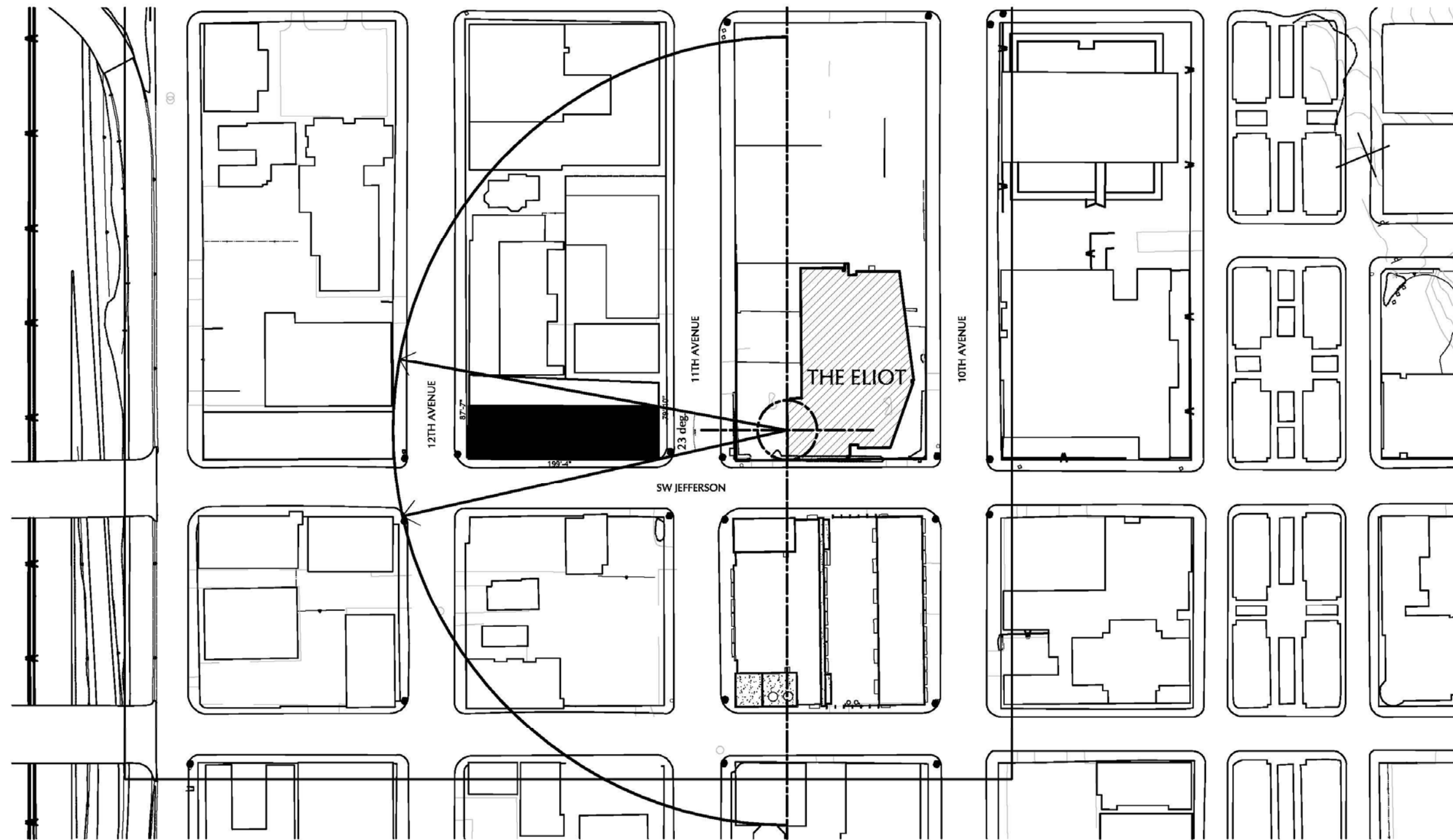
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12th &
Jefferson



THE JEFFREY

12TH & JEFFERSON

ELIOT TOWER



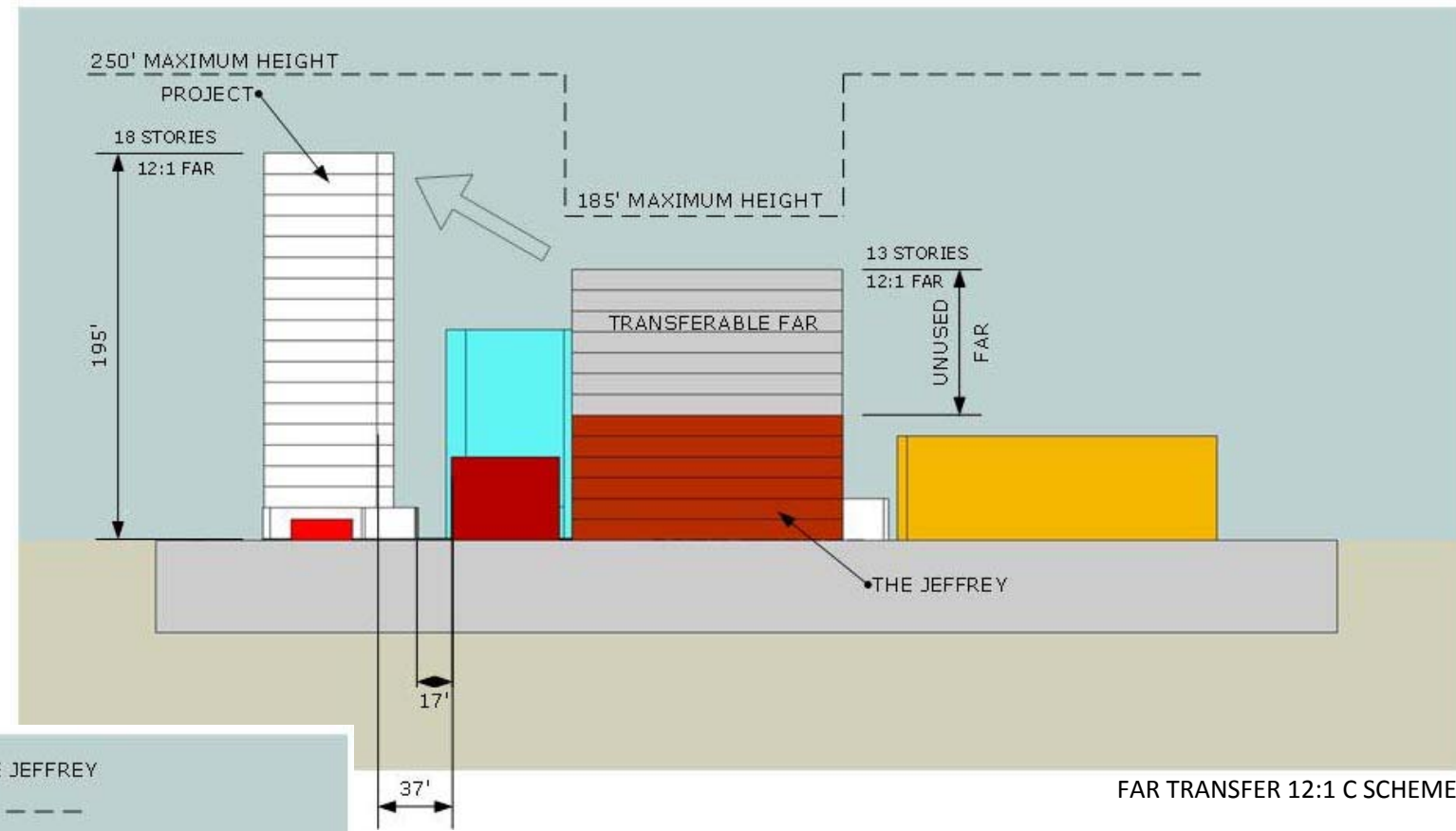
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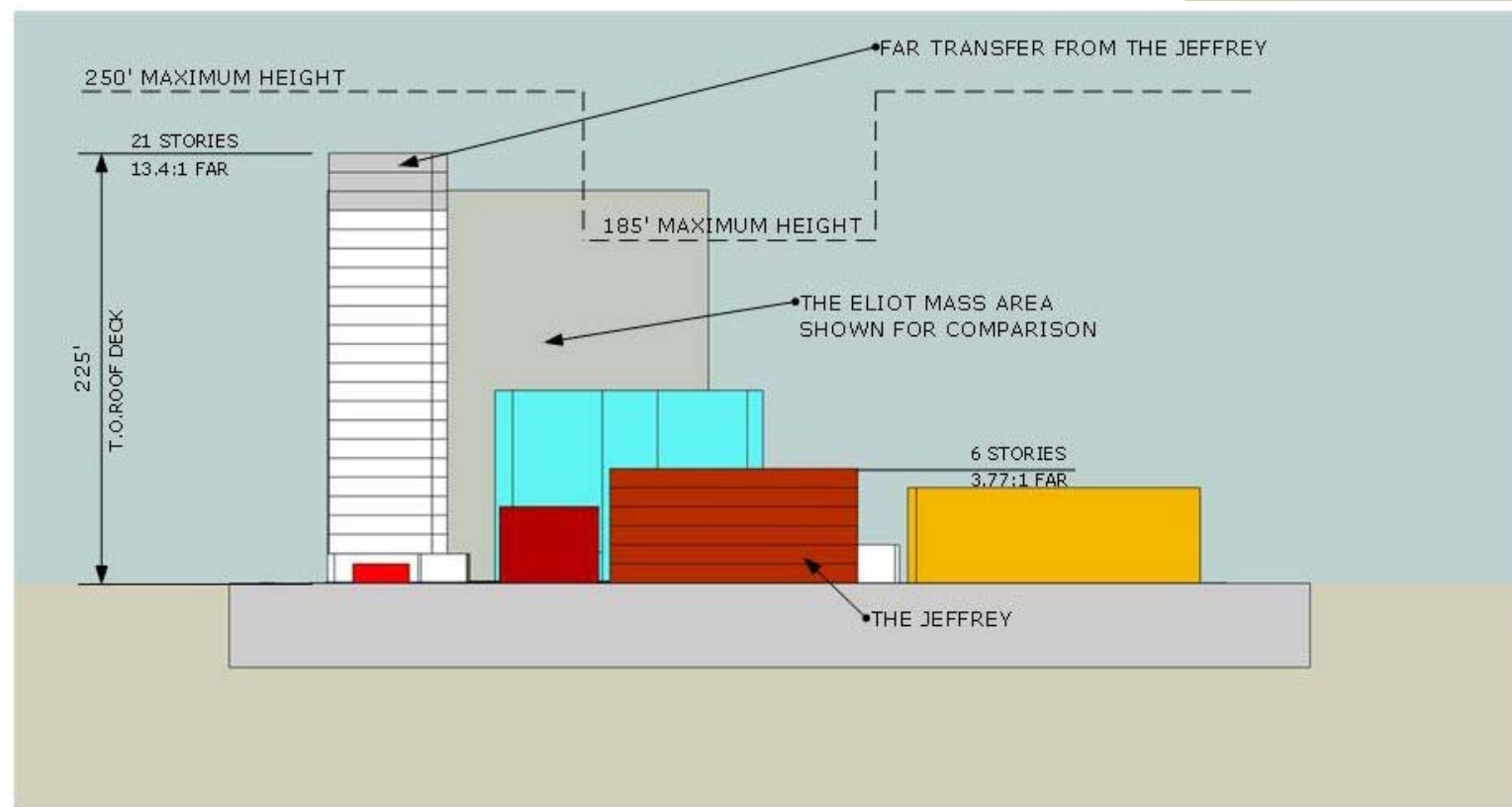
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FAR TRANSFER 12:1 C SCHEME

FAR TRANSFER 13.4:1 BAR SCHEME 6, NARROW IMPACT TO ELIOT VIEW TO THE WEST

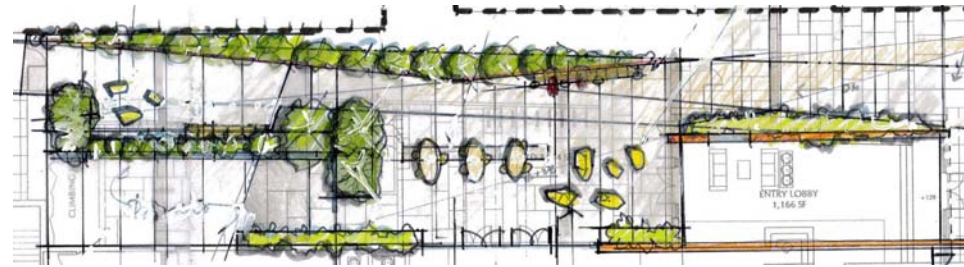


12th & Jefferson Student Housing

Comparison with PSU/ACC College Station project.

	Site	Base Allowed FAR	Max FAR by right (Bonus & Transfer)	CCMP Transfer Area	CCMP Transfer FAR	CCMP Transfer % of Base	CCMP % of Max by Right	Public Art Value	\$/sf
College Station	36185	6.00 : 1	9.00 : 1	79245	2.19 : 1	36.5%	24.3%	\$200,000 	\$2.52
12th & Jefferson Scheme 6	16860	8.00 : 1	12.00 : 1	23200	1.38 : 1	17.2%	11.5%	\$58,553 	\$2.52
12th & Jefferson Scheme 8	16860	8.00 : 1	12.00 : 1	21600	1.28 : 1	16.0%	10.7%	\$54,514 	\$2.52





CENTRAL COURTYARD CONCEPT PLAN



CENTRAL COURTYARD AT THE NORTH ELEVATION



STREETSCAPE AT SW 12th AVENUE AND JEFFERSON



TRANSPARENCY AT RETAIL AND ENTRY AT SOUTHEAST CORNER OF SITE



STREETSCAPE AT SW JEFFERSON AND 12TH AVENUE



STREETSCAPE AT SW JEFFERSON AND 11TH AVENUE



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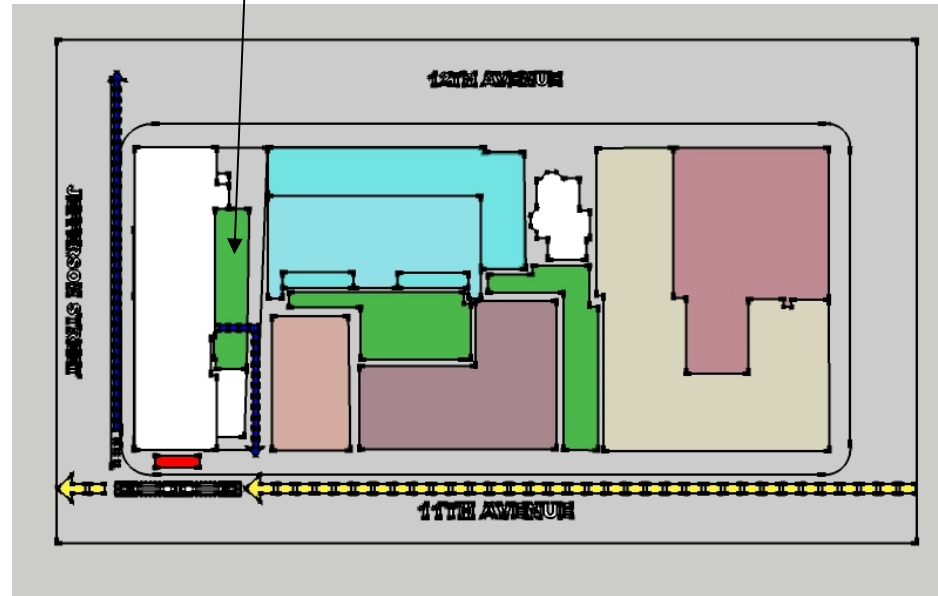


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12th & Jefferson

INTEGRATION OF INTERIOR BLOCK LANDSCAPING



SOCIAL GATHERING



BICYCLE TRAFFIC FRIENDLY



COMFORTABLE SCALE OF LANDSCAPED COURTYARD



DAYTIME PASSAGE WITH EVENING PRIVACY



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June 6, 2012
 July 13, 2012 Central City Policy responses.
 July 30, 2012 update regarding pedestrian passage through block.

12th & Jefferson Student Housing
Central City Master Plan – Response to 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.**

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 from the JEFFREY property 1201 SW 11th Avenue, which will not remain in the same ownership.

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.

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.

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. 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, which we are validating through survey of actual trip profile of similar facilities in the area.

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 one site to another within the same contiguous double block, the total combined allowable floor area for all sites on the double block will have no change with this transfer.

FAR & TRANSFER SUMMARY

12th & Jefferson	Site Area	Basic Allowable			
	16,860	134,880	8.00 : 1 FAR		
		Projected Bonus Area			
		28,000	1.66 : 1 FAR		
	Surplus Allowable / Earned Area Available	Transfer to 12th & Jefferson per 33.120.205 (w/in 3:1 Max FAR)		Transfer to 12th & Jefferson beyond 12:1 cap by CCMP	
the JEFFREY	66,000	39,440	2.34 : 1 FAR	23,195	1.58 : 1 FAR
		Subtotal basic earned		Subtotal CCMP Transfer	
		202,320	12.00 : 1 FAR	23,195	1.38 : 1 FAR
		TOTAL PROJECT		TOTAL PROJECT	
		225,515		13.38 : 1 FAR	

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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 sending site and receiving sites in this transfer are on the same double block and separated by only one 60 foot wide intervening lot. Receiving site has good access to adequate sanitary and storm sewer mains, while the 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.

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 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;*

The proposed plan is consistent with the policy objectives of the Central City Plan;

Policy 1: Economic Development. Build upon the Central City as the economic heart of the Columbia Basin, and guide its growth to further the City's prosperity and livability.

By contributing significantly to fulfillment of the demand for student housing, the project will be supportive of PSU, OHSU, and potentially other educational institutions which are major direct and indirect economic drivers in the region. In addition, this resident clientele will also support surrounding businesses and services, both existing and future.

3



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STUDENT HOUSING / RETAIL

12th &
Jefferson

Policy 2: The Willamette Riverfront. Enhance the Willamette River as the focal point for views, public activities, and development which knits the City together.

The project is 2/3 mile west of the Willamette River, so has no direct ability to relate to the river. The project does not impact identified protected view resources. It is possible that upper story units and the proposed rooftop common social space could have cropped or distant views to the river.

Policy 3: Housing. Maintain the Central City's status as Oregon's principal high-density housing area by keeping housing production in pace with new job creation.

The project proposes to fulfill the RX zone's goal of high downtown residential density by providing 448 beds in 369 units on .39 acres. (950 units per acre)

Policy 4: Transportation. Improve the Central City's accessibility to the rest of the region and its ability to accommodate growth by extending the light rail system and by maintaining and improving other forms of transit and the street and highway system, while preserving and enhancing the City's livability.

The project is located within 3 blocks from the edge of the PSU campus, is on both the Portland Streetcar line, and Tri-Met bus routes, and is within easy walking distance of downtown cultural, commercial, and recreational resources. The project proposes no on-site parking. These factors are supportive of public transportation and light rail in particular. Without on-site parking, the project will have less impact on the surface vehicle transportation system than similar projects with on-site parking, or projects that are less centrally located. This Policy is clearly supported.

Policy 5: Human Services. Provide social and health services for special needs populations and assist dependent individuals to become more independent.

The project will be designed to fulfill the most current accessibility standards. By locating this high density accessible project in the Central City Downtown area, independence of special needs populations is especially enhanced through close availability to employment and resources without need for driving a vehicle.

Policy 6: Public Safety. Protect all citizens and their property and create an environment in which people feel safe.

The removal of the unoccupied and derelict Jefferson West building from the site, replacing it with the activity and "eyes on the street" of 448 residents in their units, common areas, and using the sidewalks surrounding the project will significantly add to the already greatly improved feeling of safety in the direct neighborhood. Design will also continue to consider avoidance of attractive locations for inappropriate homeless sleeping, as has been accomplished in other nearby recent developments.

Policy 7: Natural Environment. Improve the Central City's environment by reducing pollution, keeping the Central City clean and green, and providing opportunities to enjoy nature.

4

The project will address this criteria positively by:

- Green roof / eco-roof / roof garden amenities filter runoff and are direct visual amenity.
- Providing active use roof terrace space in conjunction with penthouse common activity rooms. Views to west hills / Washington Park, Forest Park and South Park Blocks, provide visual connections to green spaces that are also accessible via public transportation.
- High residential density in the Central City reduces the need for vehicle trips, provision of no on-site parking further discourages vehicle trips, thus reducing pollution potential.

Policy 8: Parks and Open Spaces. Build a park and open space system of linked facilities that tie the Central City districts together and to the surrounding community.

The very small size of the site does not allow dedication to public open space; however the common use rooftop amenity space provides visual links to existing surrounding open space elements that will encourage residents to take advantage of those resources. The site will also provide a landscape enhanced grade level courtyard space at the central north interior of the site. This small courtyard space will have visual and resident pedestrian connection through the block from the 11th Avenue to 12th Avenue, so it will provide a relief to the superblock façade length, and will be a visual amenity to residents of all three surrounding buildings. It is possible that the owners could allow public access through this courtyard during the day, however it must be securable for safety of residents.

Policy 9: Culture and Entertainment. Provide and promote facilities, programs and public events and festivals that reinforce the Central City's role as a cultural and entertainment center for the metropolitan and northwest region.

While this criteria is not directly applicable to the high density residential zoning and program of the project, available nearby Culture and Entertainment amenities are an important factor in attracting and retaining residents. Providing this significant new residential density so close to the downtown culture and entertainment resources will be mutually supportive.

Policy 10: Education. Expand education opportunities to meet the needs of Portland's growing population and businesses, and establish the Central City as a center of academic and cultural learning.

The functional purpose of the proposed project is to provide needed housing that will be directly supportive of the growing Portland State University student population. The location of the project near the PSU campus and located in the Downtown core will reinforce connections between the academic, business and cultural centers of the city.

5



Policy 11: Historic Preservation. Preserve and enhance the historically and architecturally important buildings and places and promote the creation of our own legacy for the future.

The existing Jefferson West building originally known as the Cordova Hotel and Annex was built in 1923 and has been unoccupied for the past 4 years. The buildings are not on historic registry or resource listing, and are not considered architecturally important. The building ground floor retail level façade is devoid of architectural detail. The upper two story (walk-up apartments) have painted over brick façade with limited relief framing window openings and frieze. The almost 6x increase in occupant density on the site will significantly increase fulfillment of desired central city residential density, which in turn should to some degree ease redevelopment pressure on truly significant historic properties.

Policy 12: Urban Design.

Enhance the Central City as a livable, walkable area which focuses on the river and captures the glitter and excitement of city living.

Create a rich and enjoyable environment for pedestrians throughout the Central City.

Strive for excellence in the design of new buildings.

Encourage designers of new developments to sensitively enhance Portland's human scale of buildings, streets and open space.

Promote the formation of districts with distinct character and a diverse and rich mixture of uses (in non-industrial areas).

Locate the highest densities in the Downtown and along potential and existing transit corridors, and step density down toward the Willamette River, residential neighborhoods, adjacent to the Central City and as the distance from the core increases.

The basic design goals of the developer and design team are in agreement with this Urban Design policy. By adding the density of residents and their inherent activity interfacing with educational cultural and service resources in the neighborhood, the security and vitality of the neighborhood will be enhanced. These are key factors in encouraging pedestrian trips. The ground floor program will be balanced with retail at SW corner, resident and public activated Café at the SE (streetcar stop) corner, and transparency to resident common amenity spaces maximized in remaining frontage. These active ground floor spaces will be differentiated from the residential tower above in the tradition of tall storefront windows that allow mutual activation of public and internal spaces. The West Side subdistrict is an eclectic and diverse area, with a rich range of uses, architectural

styles and scales of structure. This diversity has been cited neighborhood residents as one of the factors that render the feeling of living Downtown.

Policy 13: Plan Review. This policy does not apply.

Policy 14: Downtown. Strengthen the Downtown as the heart of the region, maintain its role as the preeminent business location in the region, expand its role in retailing, housing, and tourism, and reinforce its cultural, educational, entertainment, governmental and ceremonial activities.

Fulfillment of residential density goals in this Central City Downtown West Side district as established by the RX zone designation are clearly addressed by the proposed 448 bed student housing project. The Student Housing will support retail, cultural, educational and entertainment activities in the surrounding neighborhood. This reinforcement of the activity and vitality of the Downtown district will contribute to strengthening of Downtown as the heart of the region.

[Central City Design Guidelines]

A 1 INTEGRATE THE RIVER

GUIDELINE

Orient architectural and landscape elements including, but not limited to, lobbies, entries, balconies, terraces,

and outdoor areas to the Willamette River and greenway.

Develop accessways for pedestrians that provide connections

to the Willamette River and greenway.

The project is 2/3 mile west of the Willamette River and the park space at Riverplace, so has no direct ability to relate to, or enhance accessways to the river. It is possible that upper story units and the proposed rooftop common social space could have cropped or distant views to the river.

A 2 EMPHASIZE PORTLAND THEMES

GUIDELINE

When provided, integrate Portland-related themes with

the development's overall design concept.



The guideline suggests the themes are integrated in art or building details that would be visible to the public. It is too early in the design process to delineate how this will be accomplished.

A 3 RESPECT THE PORTLAND BLOCK STRUCTURES

GUIDELINE

Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built space.

Where superblocks exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.

The property is a narrow site fronting on SW Jefferson St. at the south end of a double block (Jefferson to Main, encompassing vacated Madison St.). The small site area and distance from the Madison alignment make it difficult to create a wide pedestrian penetration, however we are working creation of pedestrian through penetration from 11th to 12th Avenues in conjunction with active use central courtyard . Where the adjacent building to the north is set back from the property line, this project proposes to enhance and integrate the neighbor's narrow egress alley into a central courtyard, for the visual benefit of 11th avenue sidewalk users, and the visual benefit of the three abutting buildings.

As the design develops we will seek opportunity for integration of bench seating along 11th avenue frontage, as well as improving the Streetcar stop shelter.

A 4 USE UNIFYING ELEMENTS

GUIDELINE

Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

The guideline addresses details that have not yet been explored, however the transitional nature of the neighborhood with many 1 to 5 story buildings, and a mixture of design styles provides significant opportunity to acknowledge these neighbors through scale and material devices, and selection of window opening types.

A 5 ENHANCE, EMBELLISH, AND IDENTIFY AREAS

GUIDELINE

Enhance an area by reflecting the local character within the right-of-way.

Embellish an area by integrating elements in new development that build on the area's character.

Identify an area's special features or qualities by integrating them into new development.

The project will continue the sidewalk width enhancement, street tree and street lighting standards established with recent developments to the east. The project proposes to replace the small streetcar stop shelter with larger shelter such as the type recently installed at 5th & Columbia for Tri-Met stop. The unusually mature street trees on the 11th and 12th frontages of this project are a strong character element, and can be retained.

A 6 REUSE / REHABILITATE / RESTORE BUILDINGS

GUIDELINE

Where practical, reuse, rehabilitate, and restore buildings and/or building elements.

The existing building is derelict and has been vacated. The Housing Bureau is selling the property to encourage conversion of the property to highest and best use, ie high density housing, for which the existing structure does not provide a practical base.

A 7 ESTABLISH AND MAINTAIN A SENSE OF URBAN ENCLOSURE

GUIDELINE

Define public rights-of-way by creating and maintaining a sense of urban enclosure

The guideline will be well met by the primarily zero setback project.

However the design commission should be aware that PBOT has requested dedication of additional 4ft along Jefferson Street property line in order to preserve curb parking and still expand the existing 8ft sidewalk to 12ft. We will appeal this request for several reasons:



- a. It would create a 4ft setback from the plane of urban enclosure defined by the Eliot tower on the East, and by the existing retail block to the west of this site.
- b. It would significantly reduce the ability to efficiently develop the student housing program on the site due to reduced site depth impinging on developable floor plate dimension, and allowable Floor Area Ratio would then also further restrict the overall developable area.
- b. Retail entrances must recess 3ft to allow door swings to remain outside right of way. Pushing them back an additional 4ft. would mean the retail entrances would be at least 7ft north of the existing Jefferson Street building plane on adjacent block faces. The additional dedicated area is in conflict with this Goal A7.
- c. The elimination of north curb parking in favor of wider bike lane and sidewalk on the two blocks to the east creates a somewhat hazardous lane offset for both cars and bikes where it transitions to the narrower bike lane and curb parking west of 11th. By duplicating the right of way section from the Eliot block between 11th & 12th, there would only be one remaining block with the lane offset hazard left by north curb parking. (Net street parking quantity could be increased by use of diagonal parking on the 12th street frontage.)

A 8 CONTRIBUTE TO A VIBRANT STREETScape

GUIDELINE

Integrate building setbacks with adjacent sidewalks to increase the space for potential public use.

Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks.

Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

As discussed under A7, the improvement from 8ft sidewalk to 12ft sidewalk can be accomplished through elimination of north curb parking on Jefferson Street. Intermittent additional setbacks at retail entrances will provide additional space and shelter for public activity such as use of benches or café seating to activate the public space. Large ground level windows will be provided at the residential entrance lobby, the two corner retail spaces, and also to provide two-way views and natural light at the workout recreational space for residents in the middle of the long Jefferson Street frontage. The active use central courtyard space will be visible through the residential entrance lobby, as well as through the adjacent apartment side yard.

A 9 STRENGTHEN GATEWAYS

GUIDELINE

Develop and/or strengthen gateway locations.

The site does not reside in a gateway location.

B 1 REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM

GUIDELINE

Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed.

Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb.

Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.

The project will improve the Jefferson Street sidewalk to 12foot width and define the zones per district standards, including street trees. As described under the A8 response, active uses will be located along the pedestrian routes and visible. The site is not near the mid zone of the superblock. Design is working toward opening of resident pedestrian connection through open space along north property line between 11th and 12th avenues.

B 2 PROTECT THE PEDESTRIAN

GUIDELINE

Protect the pedestrian environment from vehicular movement.

Develop integrated identification, sign, and sidewalk oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian.

Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.



The project will not have on-site parking, which eliminates most pedestrian-vehicle conflicts. The required loading/trash/recycling functions will be carried out inside the building on the west side, so that there is very limited exposure of pedestrians to these activities. The highest level of pedestrian activity will be on 11th Avenue, associated with the Streetcar stop plus residential entrance. The loading bay will be located away from 11th and Jefferson traffic, on 12th Avenue which has the least vehicular and pedestrian load. Active uses and transparency will enhance safety, interest, and diversity for pedestrians.

**B 3 BRIDGE PEDESTRIAN OBSTACLES
GUIDELINE**

Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.

There are no significant pedestrian movement barriers or obstacles. Crossings and sidewalk designs will follow required PBOT and district design standards.

**B 4 PROVIDE STOPPING AND VIEWING PLACES
GUIDELINE**

Provide safe, comfortable places where people can stop, view, socialize, and rest. Ensure that these places do not conflict with other sidewalk uses.

The wider sidewalk, plus intermittent setbacks adjacent retail and residential entrances will provide eddies for comfortable rest and social activity.

**B 5 MAKE PLAZAS, PARKS AND OPEN SPACE SUCCESSFUL
GUIDELINE**

Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally-oriented pocket parks that incorporate amenities for nearby patrons.

Entries, lobbies, windows will face public right of ways. The central courtyard space will provide an active use amenity for residents, as well as visual amenity for neighboring residents.

**B 6 DEVELOP WEATHER PROTECTION
GUIDELINE**

Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.

Weather protection overhangs and canopies will be integrated into facades at retail frontage and main building entrance.

12

**B 7 INTEGRATE BARRIER-FREE DESIGN
GUIDELINE**

Integrate access systems for all people with the building's overall design concept.

The ground floor plan is adapted to the sloping site by integration of stepped floor levels, mezzanine and open interior balcony elements, and with accessible ramp to service and storage spaces below the shallow mezzanine. Elevator service is provided to all levels.

**C 1 ENHANCE VIEW OPPORTUNITIES
GUIDELINE**

Orient windows, entrances, balconies, and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building facades that create visual connections to adjacent public spaces.

The proposed project will take advantage of views out to the south and west hills as currently available, 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 and the common roof terrace activity spaces will have panoramic views around most of the horizon except where interrupted by the downtown core high rise buildings.

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 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.

**C 2 PROMOTE QUALITY AND PERMANENCE IN DEVELOPMENT
GUIDELINE**

Use design principles and building materials that promote quality and permanence.

The structure of this high rise building will be poured in place concrete, with galvanized steel framing for interior and perimeter walls. Galvanized steel rain screen anchorage system will tie a combination of color coated metal panels and masonry or cement composite finish panels to the structure through the highest standard exterior insulation, and air/moisture barrier skin system. High specification composite window system installation will be detailed to insure weather barrier continuity and reinforce longevity of the building shell. Permanent finish materials with carefully crafted form and detail will create quality and permanence.

**C 3 RESPECT ARCHITECTURAL INTEGRITY
GUIDELINE**

Respect the original character of an existing building when modifying its exterior.

13



Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.

The project will replace rather than modify the existing building. The design will seek to respect the volume and horizontal features of the adjacent low podium on the west, and the 5 story apartment on the east.

C 4 COMPLEMENT THE CONTEXT OF EXISTING BUILDINGS

GUIDELINE

Complement the context of existing buildings by using and adding to the local design vocabulary.

The west end neighborhood is developing as one of the more eclectic areas of the city, with a range from historic Victorian homes, through a variety of masonry clad mid-rise residential and institutional buildings, mid century to modern office structures, and sleek glass towers. Detailing of entrances in the neighborhood exhibits exuberant focus using color, shelter and detail in a variety of ways. While the façade design has not yet been fully developed, we anticipate carefully drawing on a similar palette of materials to create a fresh design character for this project.

C 5 DESIGN FOR COHERENCY

GUIDELINE

Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

The guideline will be addressed in subsequent submittals.

C 6 DEVELOP TRANSITIONS BETWEEN BUILDINGS AND PUBLIC SPACES

GUIDELINE

Develop transitions between private development and public open space. Use site design features such as movement zones, landscape elements, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.

This guideline is an important consideration as the design is developed. The corner of 11th and Jefferson with its prime exposure to street traffic and the pedestrian focus at the streetcar stop will be further activated by the transparent corner café space and outdoor seating inset. On the 11th Avenue frontage, a gradation of privacy from central courtyard through residential lobby/gathering space and through entrance to the sidewalk zone will be kept transparent for beneficial relief to both the public and private zones. Careful landscape treatment of the adjacent apartment building's egress alley will be integrated with the courtyard and entry design.

The Jefferson Street frontage will engage pedestrians with window views into the common workout facility, bookmarked by the two corner retail spaces.

C 7 DESIGN CORNERS THAT BUILD ACTIVE INTERSECTIONS

14

GUIDELINE

Use design elements including, but not limited to, varying building heights, changes in facade plane, large windows, awnings, canopies, marquees, signs, and pedestrian entrances to highlight building corners.

Locate flexible sidewalk-level retail opportunities at building corners.

Locate stairs, elevators, and other upper floor building access points toward the middle of the block.

Location of café/retail spaces with large windows and sheltering canopies over entries and seating at the two intersection corners, will fulfill this guideline.

C 8 DIFFERENTIATE THE SIDEWALK-LEVEL OF BUILDINGS

GUIDELINE

Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

See drawings and previous responses describing sidewalk level design and functional elements that will be differentiated from the typical level residential façade design.

C 9 DEVELOP FLEXIBLE SIDEWALK-LEVEL SPACES

GUIDELINE

Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.

Each of the two corner retail spaces are planned to be large enough that they can be occupied by a single use, or potentially divided into smaller spaces. The slope of the sidewalk along all three frontages will complicate provision of accessible entrances, however we will seek a solution that provides two entrances to each retail space to enable the potential split.

C 10 INTEGRATE ENCROACHMENTS

GUIDELINE

Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment.

Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive.

Design skybridges to be visually level and transparent.

The primary right of way encroachment elements will be canopies at retail and entrances, and enhanced streetcar stop shelter. The wide 12ft sidewalks and insets at retail and entrances will facilitate this enhancement of the pedestrian environment. See drawings.

C 11 INTEGRATE ROOFS AND USE ROOFTOPS

GUIDELINE

Integrate roof function, shape, surface materials, and colors with the building's overall design concept.

15



*Size and place rooftop mechanical equipment, penthouses, other components, and related screening elements to enhance views of the Central City's skyline, as well as views from other buildings or vantage points.
Develop rooftop terraces, gardens, and associated landscaped areas to be effective stormwater management tools.*

Rooftop common social space is planned, including both interior, and exterior terrace areas. Eco-roof and roof garden landscape treatment will provide visual and functional enhancement. Mechanical equipment will be enclosed in penthouse or screen fence elements, that help define and shelter the active use spaces.

C 12 INTEGRATE EXTERIOR LIGHTING

GUIDELINE

Integrate exterior lighting and its staging or structural components with the building's overall design concept.

Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.

LEED Gold target will focus lighting on functionality. Exterior lighting will emphasize retail and building entrances, using a combination of wall and down light augmenting light spilling through large windows from interior. Intent will be to provide light adequate for orientation and security, without glare and inappropriate spill in conflict with surrounding residential uses. The common use areas at the roof/penthouse level will be provided with subtle light levels as required for egress, that will also signal the active use to others off site.

C 13 INTEGRATE SIGNS

GUIDELINE

Integrate signs and their associated structural components with the building's overall design concept.

*Size, place, design, and light signs to not dominate the skyline.
Signs should have only a minimal presence in the Portland skyline.*

Signage will be located at ground level, to identify the residential use, and the retail functions. Subsequent design submittals will illustrate signage integration.

[end response to Central City Design Guidelines]

33.510.255 Central City Master Plans

E. Approval Criteria continued:

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.

Sincerely,
Ankrom Moisan Architects



Steve Poland, AIA, NCARB
Principal

