



City of Portland, Oregon
Bureau of Development Services
Land Use Services

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MEMORANDUM

Date: November 29, 2012
To: Alberto Rinkevich; Richardo Berdichevsky
From: Chris Caruso, Development Review, 503-823-5747
Re: EA 12-172519 DA – Hazelwood Plaza at NE 102nd Avenue
Design Advice Request #2 Summary Memo

Thank you for taking advantage of the opportunity to hold a second Design Advice Request regarding your project. I hope you find it informative and valuable as you continue with your project development. Attached is a summary of the comments provided by the Design Commission at the November 15, 2012 Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings.

These **Design Commission** comments are intended to guide you in further design exploration of your project. These comments may also inform City staff when giving guidance over the course of future related land use reviews. It should be understood that these comments address the project as presented on November 15, 2012. As the project design evolves, the comments, too, may evolve or may no longer be pertinent.

Design Advice Requests are not intended to substitute for other Code-required land use or legislative procedures. Please keep in mind that the formal Type III land use review process [which includes a pre-application, a land use review application, public notification, a Staff Report and a public hearing] must be followed once the Design Advice Request meetings are complete, if formal approval for specific elements of your project is desired.

At the November 15, 2012 presentation, you indicated that you would not be returning for an additional Design Advice Request.

Colors

- The 1st color composition – where color as placed – was more exciting than this one.
- It seems that a more sophisticated color palette would better indicate that this is a residential building. The primary colors applied as a graphic feels like an educational facility, not a residential one.
- A larger more massive building can benefit from darker colors.
- The worst thing we can do is create a big gray mass.

Materials

- Gateway needs development that creates a sense of permanence with quality materials and these materials don't do it yet.
- Corrugated metal can work if it is scaled and detailed appropriately but it can be very challenging in how it is detailed. If you stick with this material, then you must demonstrate that it has quality details.
- The larger scaled corrugations are preferred over the smaller ones.
- Corrugated metal is associated with temporary industrial buildings. What you can do to make it more permanent is to detail it well and integrate it into the design.
- Be careful that you do not end up with a big gray battleship.
- Two commissioners stated that they will never be fans of corrugated metal.

- It is worth investigating other types of metal siding (NE Couch & 6th was put up as an example) that may not have the temporary association of corrugated metal.
- Corrugated metal is a real material and could be better than more cement panel.
- The metal siding breaks down the scale of the building into more midlevel areas and doing this thru material changes is more appreciated than just doing it through color changes.
- Less expensive materials often benefit from being done in darker colors. The darker color of the corrugated metal is better than the shiny silver color of the first submittal.
- The rear and side fencing should be solid to at least the top of a tall truck/SUV's headlights.

Form and Scale

- The glass in the central lobbies is a positive change.
- Break up and articulate the long expanses of rear roofing to reduce its effect on the neighbors. It could reflect the recesses and massing changes on the front of the building.
- How you treat/respond to the neighbors with quality materials and sensitive massing is critical to gaining their support. This project does not do that yet.
- What you have lost is some of the coherency of the original design where each of the 4 blocks had a clear symmetrical organization with ganged balconies that created a nice midscale area. Splitting the balconies apart lost some of that prior order.
- The current elevations are becoming incoherent.
- The way you used color on the prior submittal had a clarity of where and how you used the colors, not the values of the colors themselves necessarily, but their locations and patterning was more clear on the earlier design.
- A building with a distinct identity and exuberant energy can work here.
- Would be satisfied with the original massing but with the proposed changes to the 102nd ground level, the central lobby glazing, and the new outdoor areas.
- The two building ends lost the massing articulation present in the first iteration.

Ground Floor

- Concerned about security and unintended uses at the front court.
- Consider having windows from interior active spaces that look out onto the front court.
- Provide a stormwater facility with interesting active elements instead of the front court.
- Change the front court to a landscape planter with benches along it.
- Better integrate the front court into the overall building design aesthetic.
- There should be no gate at the front court. It should remain open to the street if it is provided.
- Very pleased with the ground floor changes and support all of these efforts.
- The live/work units do not seem conducive to actual living. Trying to sleep there seems impossible with the street noise and people using the front benches at night. The units may be better as office uses only with windows onto the front court.
- Make the live/work units viable with real public and private areas.
- Provide more openings at the front building corners or pull the edges of the building back here so that there are no recessed places to hide at these areas.

Modifications

- Perhaps you can combine the separate open spaces into one larger 700+ SF open space.
- Could also pull one of the building corners back from 102nd and provide more outdoor area that is combined with the front court, for more of a corner court/plaza.
- Develop the open space ideas more clearly - how are they accessed, what are the amenities, how can they be used, what is the program – so the Commission can really understand what is being provided as mitigation for the interior parking lot landscaping modification request.
- In order to receive the modification approvals, the open spaces must be fabulous.
- There is an advantage to having open spaces on the front and back of the building as they are available for private and public uses.
- There are also advantages to having open spaces at both ends of the building as they can be used in different ways by the tenants.
- If you are maxing out the building envelope and the neighborhood is not supportive of a proposal, it is a better strategy to stay within the code requirements and not ask for modifications to not provide things that are required. However, the modifications for this proposal are supportable based on the mitigation offered and the practicality of utilizing this site.
- The smaller loading space modification is supportable.

- The ground floor active area depth is supportable if the entire front area is in active uses and has large storefront windows, and wider main entry with glazing.
- The parking lot landscaping modification is supportable if there are several useable outdoor areas around the site.

Requests for Land Use Application documents

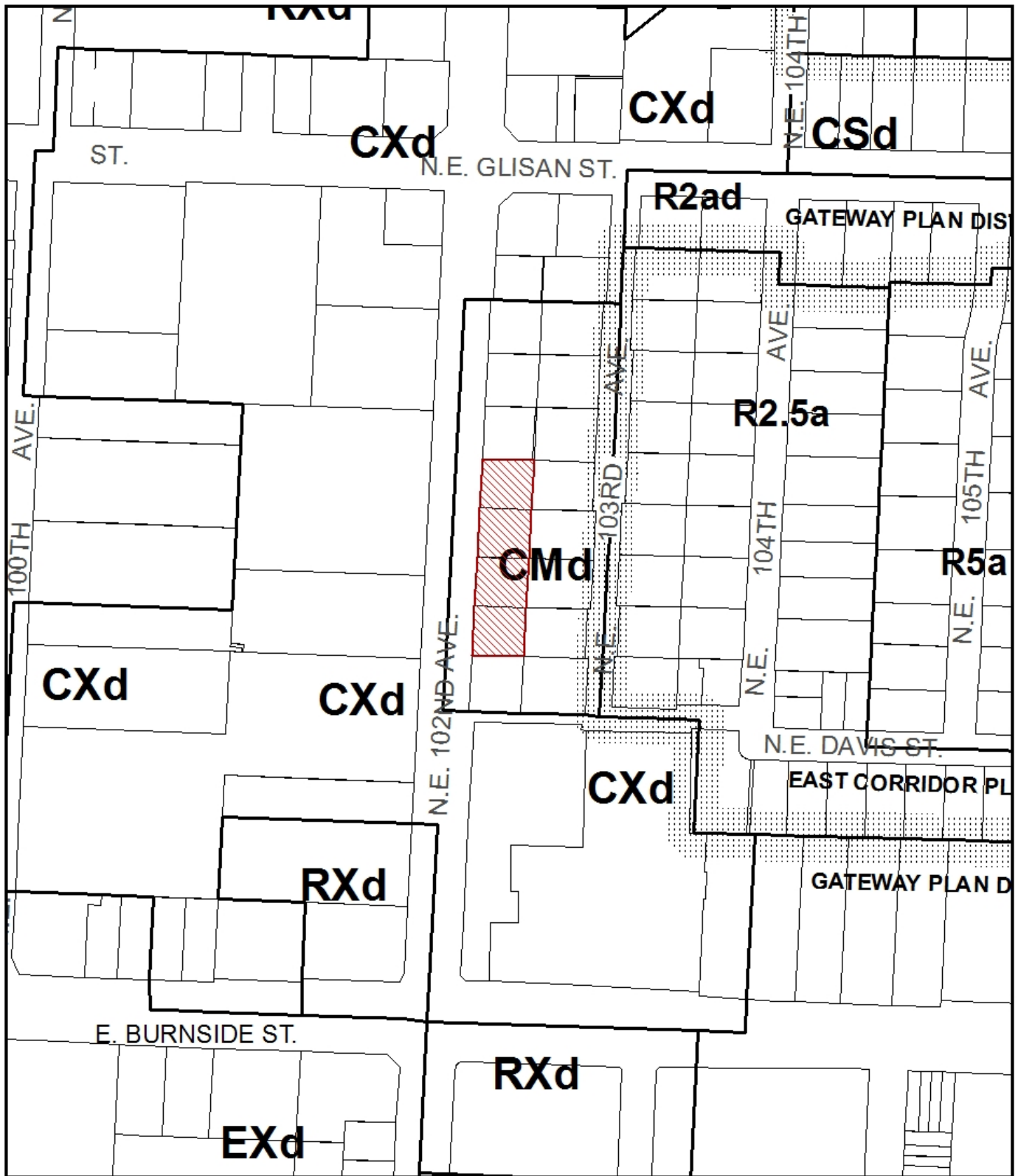
- Provide rooftop equipment locations so staff and the Commission can determine if screening will be necessary on the sloping roofs.
- Provide a landscape plan as part of the design review application.
-

Encl:
Summary Memo

Cc: Design Commission
Respondents

Exhibit List (NOT attached unless noted)

- A. Applicant Information
 - 1. Narrative
 - 2. 8 ½" x 11" Exhibit Packet
- B. Zoning Map (attached)
- C.
 - 1. Site Plan (attached)
 - 2. November 5, 2012, 11"x17" drawings (18 pages)
 - 3. September 24, 2012, 11"x17" drawings (14 pages)
 - 4. August 5, 2012, 11"x17" drawings (2 pages)
- D.
 - 1. Mailing List
 - 2. Mailed Notice
 - 3. 2nd Mailed Notice
- E.
 - 1. Application form
 - 2. Staff memo
 - 3. Staff PowerPoint
 - 4. Site images
 - 5. Early Assistance Information
 - 6. October 18, 2012 DAR Summary
 - 7. Staff PowerPoint
 - 8. Staff Memo
- F. Public Comments Received
 - 1. Eugene Pronovost, October 29, 2012
 - 2. Joseph and Patricia Rinella, November 12, 2012
 - 3. Barbara Robertson, November 13, 2012
 - 4. Suzanne Tibbetts, November 14, 2012
 - 5. Kurt and Andrea Heckman, November 15, 2012



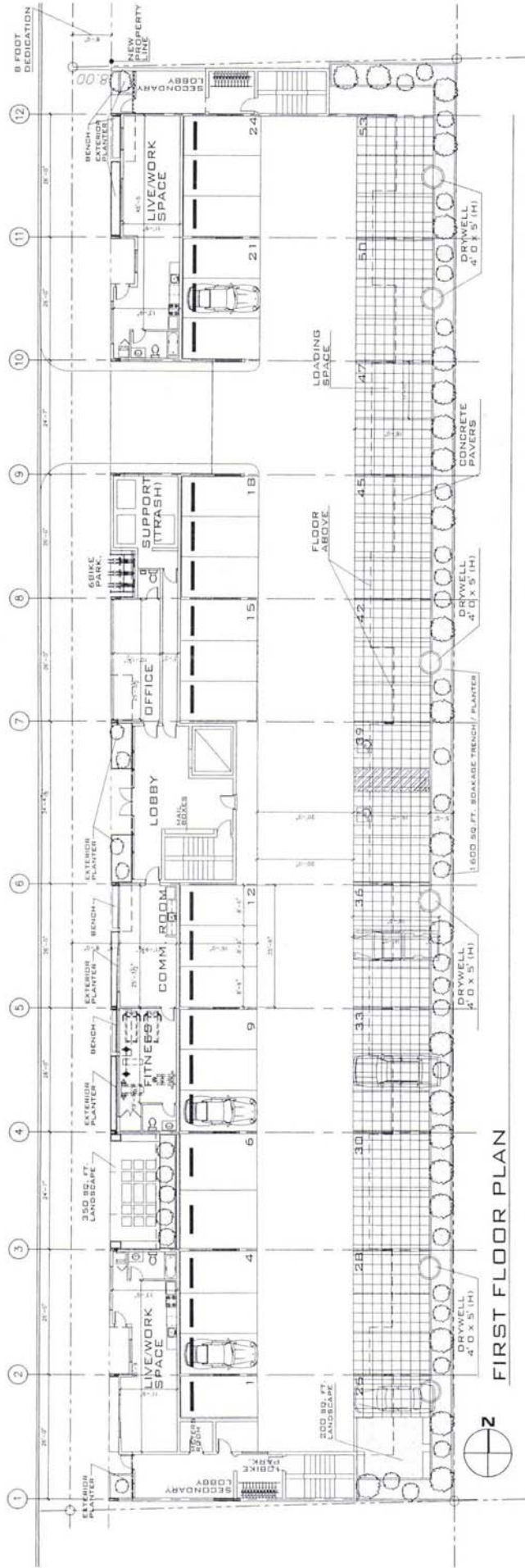
ZONING

 Site



This site lies within the:
GATEWAY PLAN DISTRICT

File No.	<u>EA 12-172519 DAR</u>
1/4 Section	<u>3041</u>
Scale	<u>1 inch = 200 feet</u>
State_Id	<u>1N2E34CB 9200</u>
Exhibit	<u>B (Aug 17, 2012)</u>



FIRST FLOOR PLAN

EA/2-1725 (A) DAR
EXH. C-1

ALBERTO RINKEVICH

HAZELWOOD PLAZA - 59 RESIDENTIAL UNITS - 222 NE 102ND, AVE. PORTLAND OR

11-05-12

N.T.S.