

GROUP MACKENZIE

December 21, 2012

City of Portland, Bureau of Development Services
Attention: Staci Monroe, City Planner
1900 SW 4th Avenue, Suite 5000
Portland, OR 97201

Re: **Design Advice Request EA 12-152736 DA at 228 NE Broadway**
Project Number 2120197.00

Dear Staci:

Attached to this letter, please find updated documents for review of our second Design Advice Request (DAR) for a new mixed-use building proposed at the existing Broadway Furniture site. As indicated in the DAR, noticing materials issued last week, a primary purpose of this second DAR package is to respond to changes in the project site. Specifically, the project currently excludes the two parcels at the southwest corner of the block bounded by NE Broadway Street, NE Weidler Street, NE 2nd Avenue and NE 3rd Avenue as indicated on the attached site plan.

Additionally, since the initial DAR on August 9, 2012, the project team has further evolved the design, as described below, incorporating comments from the Design Commission. A summary of the current proposal includes the following:

- 6-story, 75' tall building (unchanged from prior DAR)
- 36,500 SF of site area (40,000 SF of site area in prior DAR)
- FAR 4:1 (unchanged from prior DAR)
- 14,170 SF of retail on the ground level (16,360 SF of retail in prior DAR)
- 21,796 SF of office on the 2nd level (29,525 SF of office in prior DAR)
- 99 residential units on upper 4 levels (unchanged from prior DAR)
- 88 parking spaces within basement and portion of 1st floor level (126 spaces provided in prior DAR)

Over the past few months, and as the boundary of the project site has been modified to exclude the two existing residential parcels, the project team has continued to refine the design in a manner that will enhance the District's urban character. Through the design development, key topics were identified by the team with a strong emphasis on urban design principles, as noted below, that have guided the design for both the building and the site. Specific items that we would like to review regarding the evolution of the design include:

- *Providing an appropriate pedestrian scale and activation at the street level along all property edges and treatment of 2nd Avenue street frontage with the vehicle entrance, loading and two residential homes remaining at the corner of NE Weidler and NE 2nd Avenue.*

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Reinforcing the Broadway-Weidler Corridor as a Retail District is one of the goals outlined in the Special Design Guidelines of the Lloyd District/Central City Plan and has been a key consideration through the design evolution. The development intent is such that major retail/restaurant tenants are located along the Broadway-Weidler frontages, helping to provide an appropriate pedestrian scale and activation at street edges.

Along NE Broadway, the intent is that retail fronts the full frontage from NE 2nd to NE 3rd, with a break in the retail frontage, roughly halfway through the block, for residential access to the units above. Along NE Weidler, the project has been modified since the prior DAR such that two existing residential structures (currently uses for commercial purposes) will remain. With this existing development remaining, comes a unique opportunity to provide a diversity of urban experiences. The intent of the proposed development is to step down the building massing to a scale appropriate for the abutting existing residential structures through the use of materials and scale and create gathering spaces at each edge of property abutment. This strengthens the pedestrian connection along NE Weidler by generating opportunities for pedestrian-scale gathering (i.e., restaurant seating and/or courtyard) and helps create visual compatibility between the existing and new development. Additionally, the retail frontage along the Broadway-Weidler Corridor is intended to 'wrap' the corners onto NE 2nd and NE 3rd Avenues, guiding pedestrian traffic and retail tenants onto those streets. The Consolidated Community Credit Union's main entrance is located along NE 3rd Avenue and a pedestrian plaza is proposed along NE 2nd Avenue at the interface of the existing residential structures to the new development.

Each street frontage is intended to be unique and appropriate for the intended users and traffic sources. The street edges will be activated with a variety of experiences that vary in scale and generate a positive urban response and reinforce the Broadway-Weidler Corridor as a Retail District. Canopies, building overhangs, materials, the push and pull of building edges, signage, and gathering opportunities, all contribute to developing an identity and character that is intended to be in keeping with the District's Urban Design Vision.

- *Site circulation and access points into and through site that are appropriate for all the various development users (office, retail, and residential) and different modes (e.g. vehicle, bicycle and pedestrian)*

The proposed development intends to provide a circulation system (both through and around the development) for pedestrians, bicyclists, cars, and transit services-that is logical, understandable, and safe and accessible for all modes of transportation.

In order to provide site access through the development that is usable, safe, and appropriate for all building users, vehicular traffic through the site is designed such that all traffic will travel one-way, accessed from one location on NE 2nd and exiting through the site at one location on NE 3rd Avenue. Site access through the site provides access to all proposed development parking: surface parking stalls for the office/retail patrons; access to the secure, below grade parking garage for residential/office staff; and dedicated drive through lanes for the bank tellers and ATM (drive through lanes serve dual purpose as additional retail/restaurant parking stalls

after hours). Through the ongoing design evolution, the project team has looked at opportunities to limit the site access to one location and provide a circular traffic pattern through the site, as suggested by the DAR in August. However, after consulting with Group Mackenzie's traffic engineers, it was determined that with limited site area and turning radius required to maneuver safely through the site with possible pedestrian conflicts, the safest circulation pattern through the site is a one-way traffic route.

Regarding the development access locations along street frontages, Group Mackenzie's traffic engineer has been engaged to help the project team identify the most appropriate access locations that are safe and convenient for all users of this development as well as passing traffic. Key factors below identified by the traffic engineer that directed the location of the proposed access points are:

- The development proposes access points only to local streets (NE 2nd Avenue/NE 3rd Avenue) not major arterial streets (NE Broadway/NE Weidler) which limits conflicts between transportation modes.
- The development is not deviating from any local street standards.
- The development is proposing two, limited one-way in/one-way out access points, generating the same level of conflict as one full access point with dual access in-out.
- One-way traffic through the site minimizes possible pedestrian conflicts internal to site-circulation and maximizes parking efficiency for the retail/restaurant users.

The project team understands that thoughtful accommodation of all user's needs such that access, circulation, and parking is clearly identified to reduce conflicts between vehicles, bicycles, and pedestrians is critical to the success of this mixed-use development.

- *Incorporating select, durable, high quality materials for the design that are thoughtfully integrated into both the building and site.*

Materials proposed for this mixed-use development are primarily limited to masonry, metal, glass, and wood, with the intent of providing a material palette consisting of select, high quality materials that provide a variety of textures and scale necessary for a development of this size. Materials are intended to be strategically located to assist with way-finding, identifying tenants, and pedestrian access points as well as defining the mass and breaking down scale.

A masonry material, currently proposed to be a large scaled ground-face, integral color masonry block in a neutral colored earth tone is proposed as the primary material used at the 'base' or 'podium' of the building and serves to 'tie' the building to the ground. The masonry material is proposed to touch the ground at the northeast and northwest corners of the development and further identifies the corporate offices for Consolidated Credit Union (located on the second floor above retail and below housing). Pre-finished metal panels are proposed as a material to help distinguish the residential units on the upper levels in addition to operable windows and potential

balconies. Pre-finished metal panels are also intended to be used in strategic ways such that necessary building systems are concealed from view. For example, the project team is exploring opportunities with using horizontal louvered metal panels between floor levels with the intent of concealing mechanical exhaust. All metal panels proposed on the structure are intended to 'tie' together such that they are viewed as a 'family' of materials that might vary in purpose, but are represented as a unified material that is thoughtfully integrated into the design. In addition to masonry and metal panel, the material palette has been expanded to include a wood element. The wood material has been proposed in select locations, to bring warmth, depth, and to define access points for pedestrian entries. Additionally, the wood material extends to the retail/street edge at the development transition to existing commercial structures along NE Weidler to aid in bringing down the scale to a pedestrian level.

While not fully depicted in perspectives at this stage of design, these materials are intended to be carried through the site design and signage in thoughtful ways that enhance the pedestrian experience through the use of street furniture, landscape design, plaza design, pedestrian gathering locations.

- *Investigating options for sign scale and way-finding that is incorporated into the design for both pedestrians and transit traffic.*

The development proposes to respond to signage on three different levels, all scaled for appropriate traffic. Development signage (i.e., the "200" Building) is integral to the architecture of the development, setting the 'brand' and establishing an identity. Large scale signage for the major building tenant, Consolidated Community Credit Union, is intended to be visible from vehicle/transit traffic level and is placed near major entrances signaling access points and aiding in way-finding. The development team is investigating opportunities for providing larger-scale major tenant signage that is integrated into the development design. Small, appropriately scaled signage (i.e., blade signage) is proposed at the pedestrian scale for retail/restaurant tenants, and is intended to be integrated into the ground level of the project. The material placement and palette of the building is intended to be carried through signage.

This is a pivotal project for this district and a development we are proud to be part of. We look forward to working with the City staff and Design Commission through the design evolution and welcome your comments and suggestions towards creating a project that will serve as a catalyst project for the district. We look forward to further discussing this project with you on January 10, 2013. Please contact me with any questions or concerns.

Sincerely,



Christine McKelvey, AIA, LEED AP
Land Use Planner

Enclosures: Building Plans & Sections
Site Plan Diagrams
Exterior Renderings









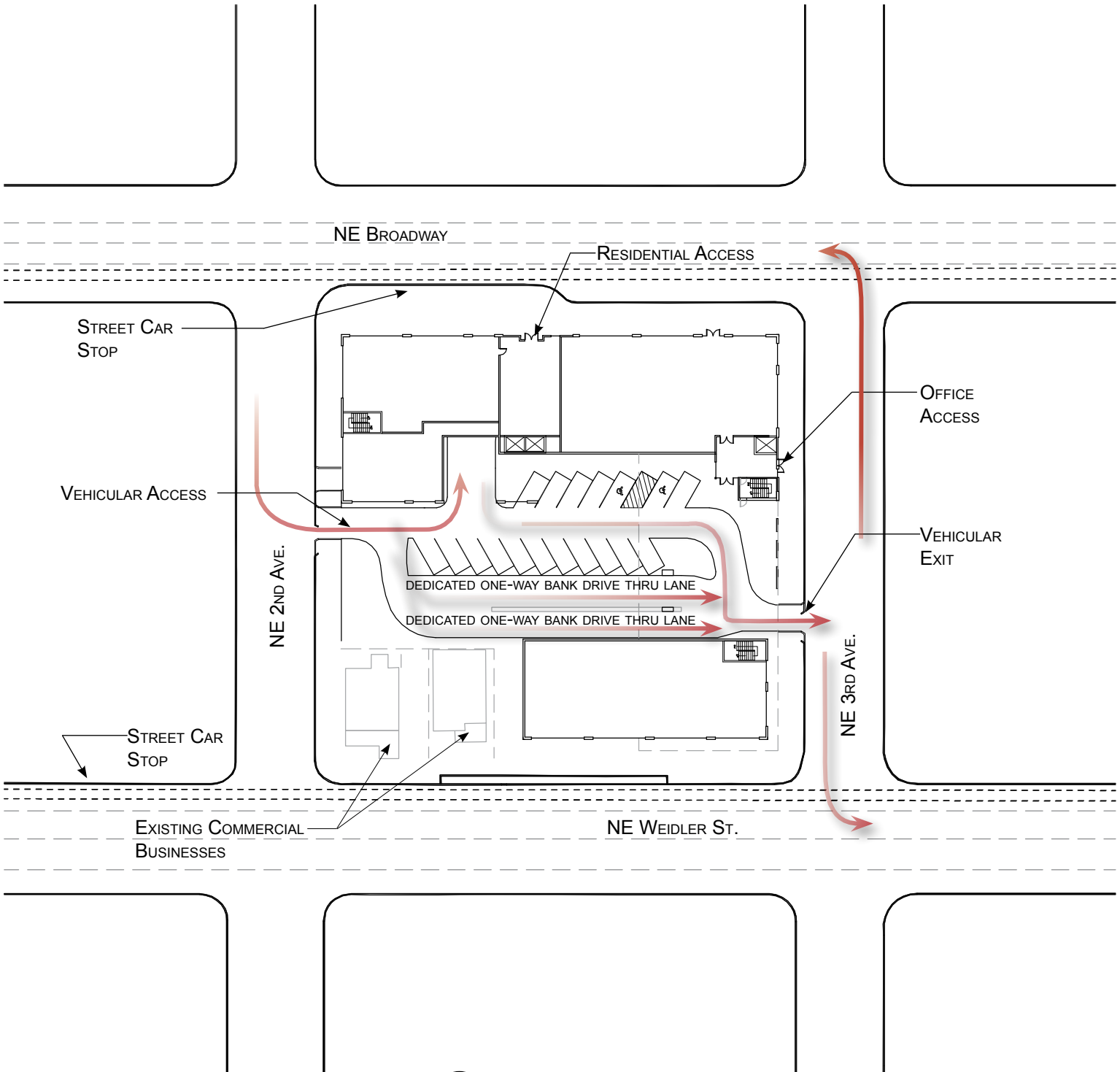








consolidated
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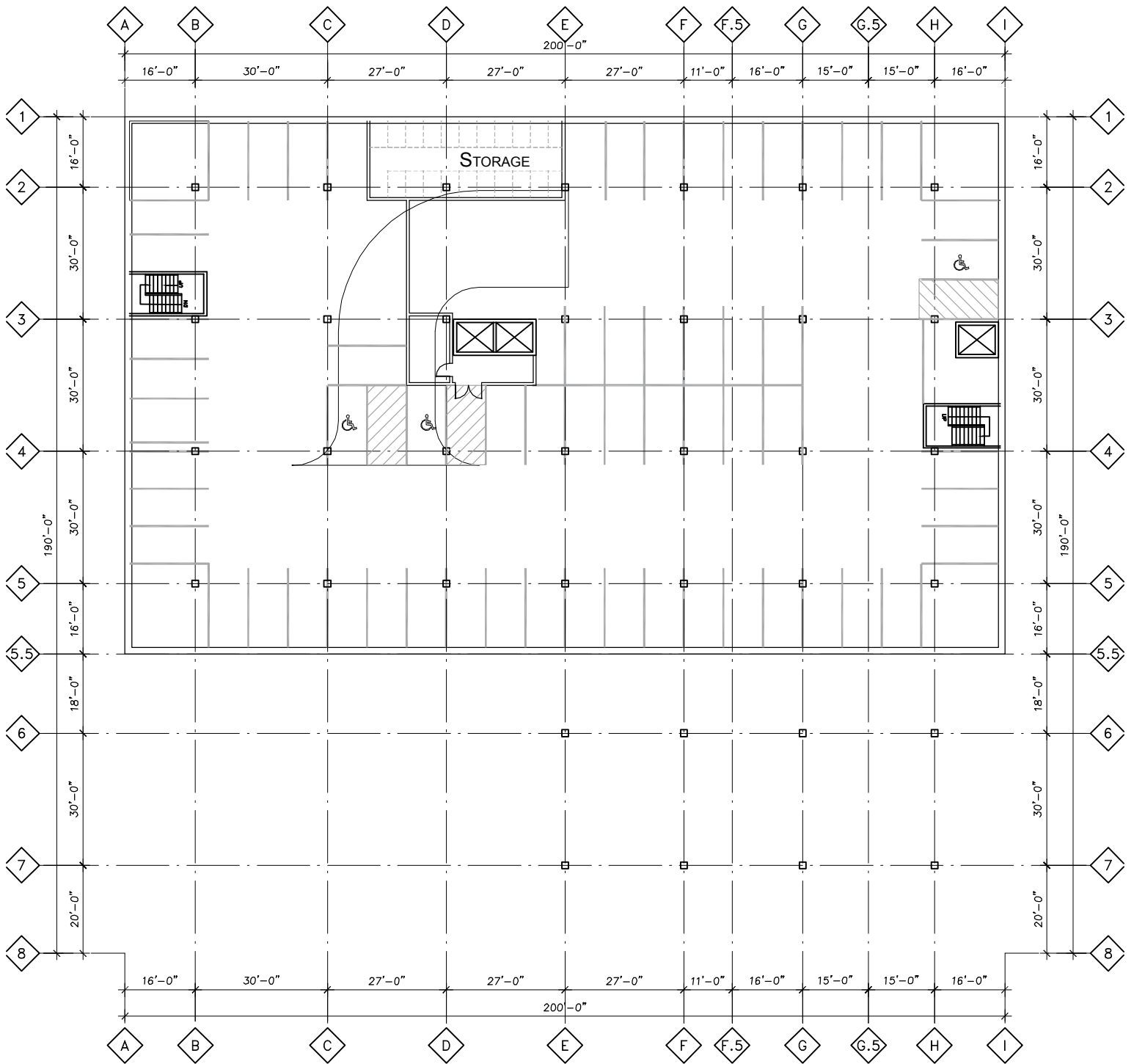


SCALE | 1/64" = 1'-0"

200 BROADWAY

SITE CIRCULATION

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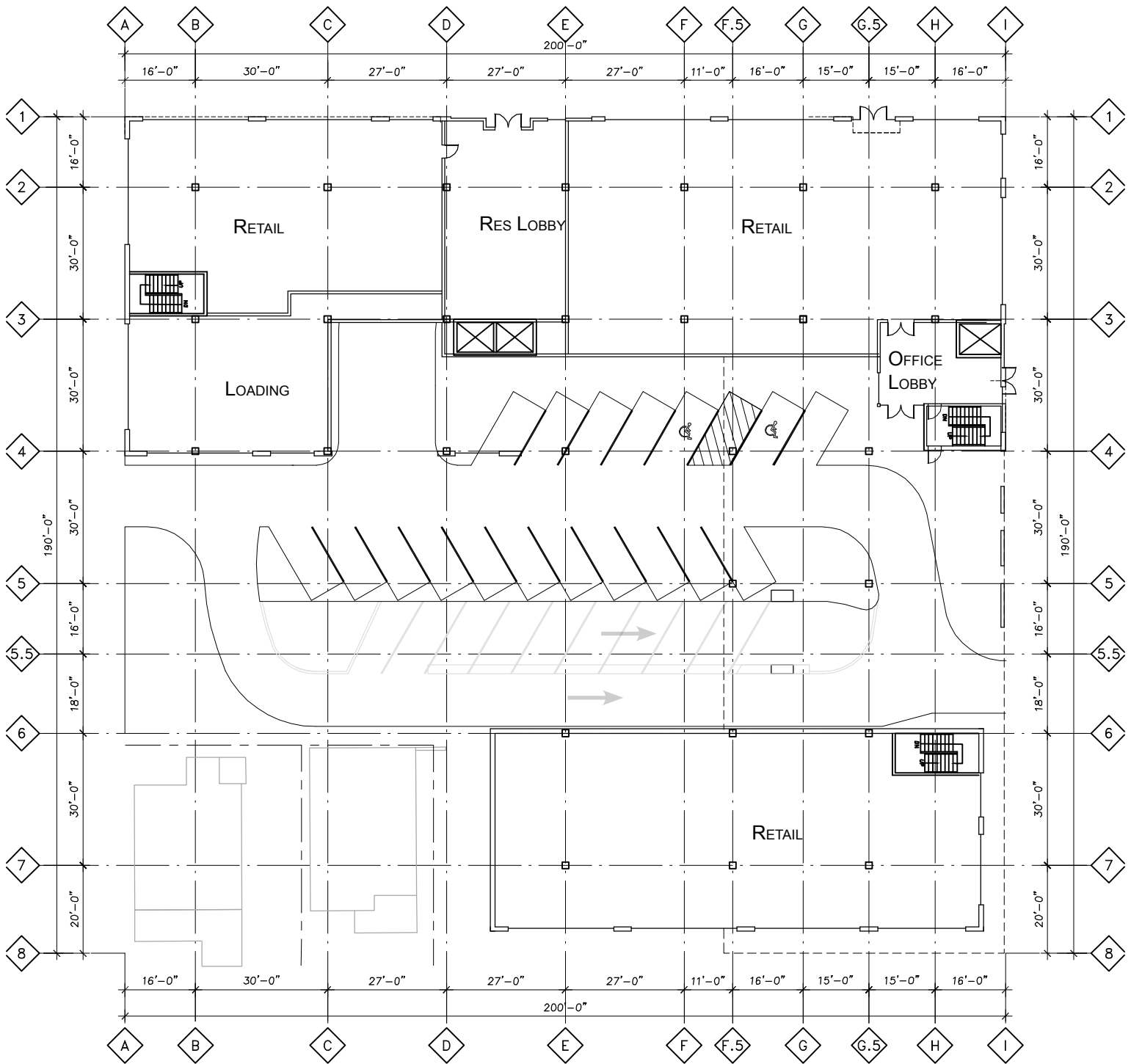


SCALE | 1/32" = 1'-0"

200 BROADWAY

BASEMENT FLOOR PLAN

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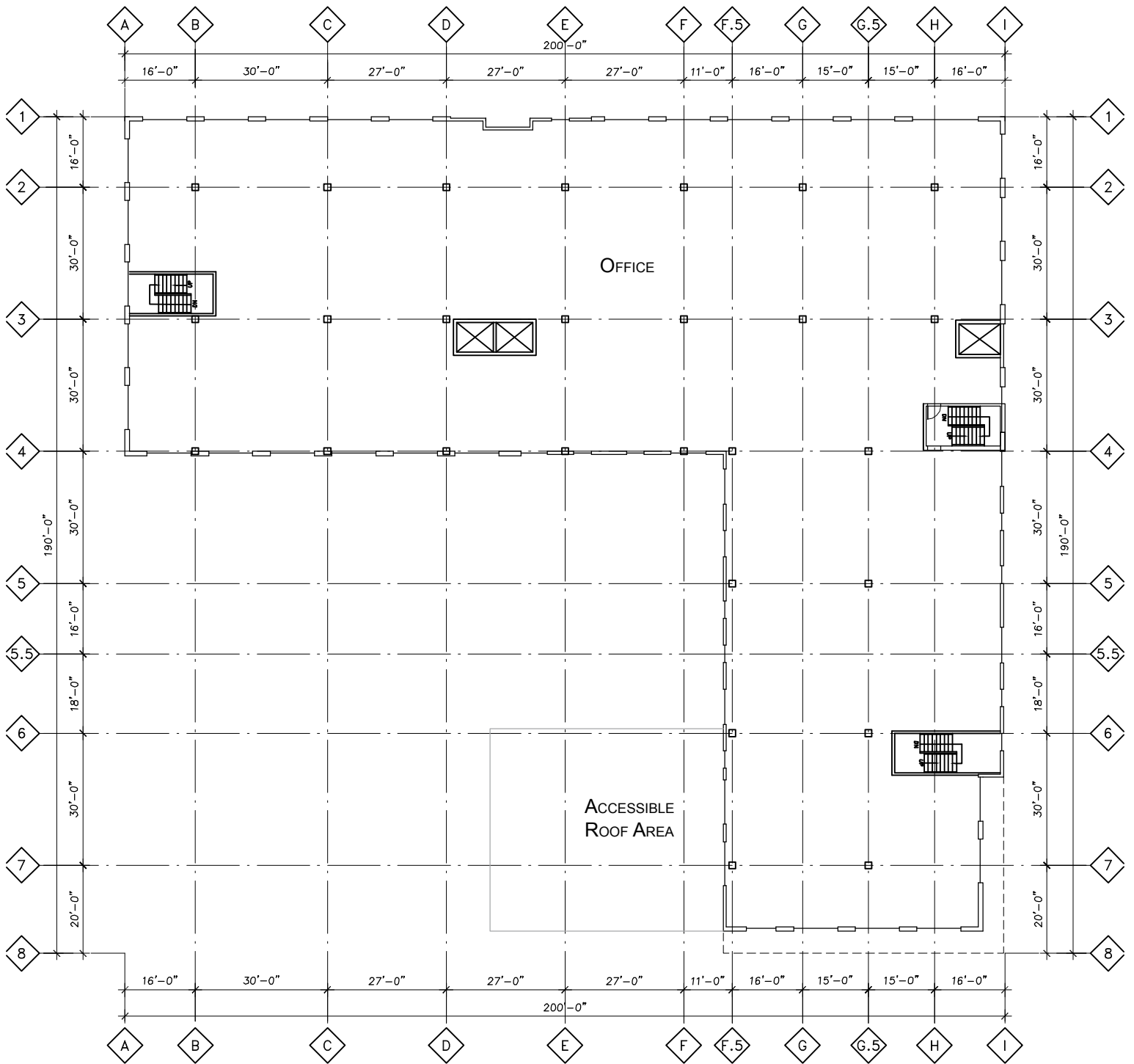


SCALE | 1/32" = 1'-0"

200 BROADWAY

FIRST FLOOR PLAN

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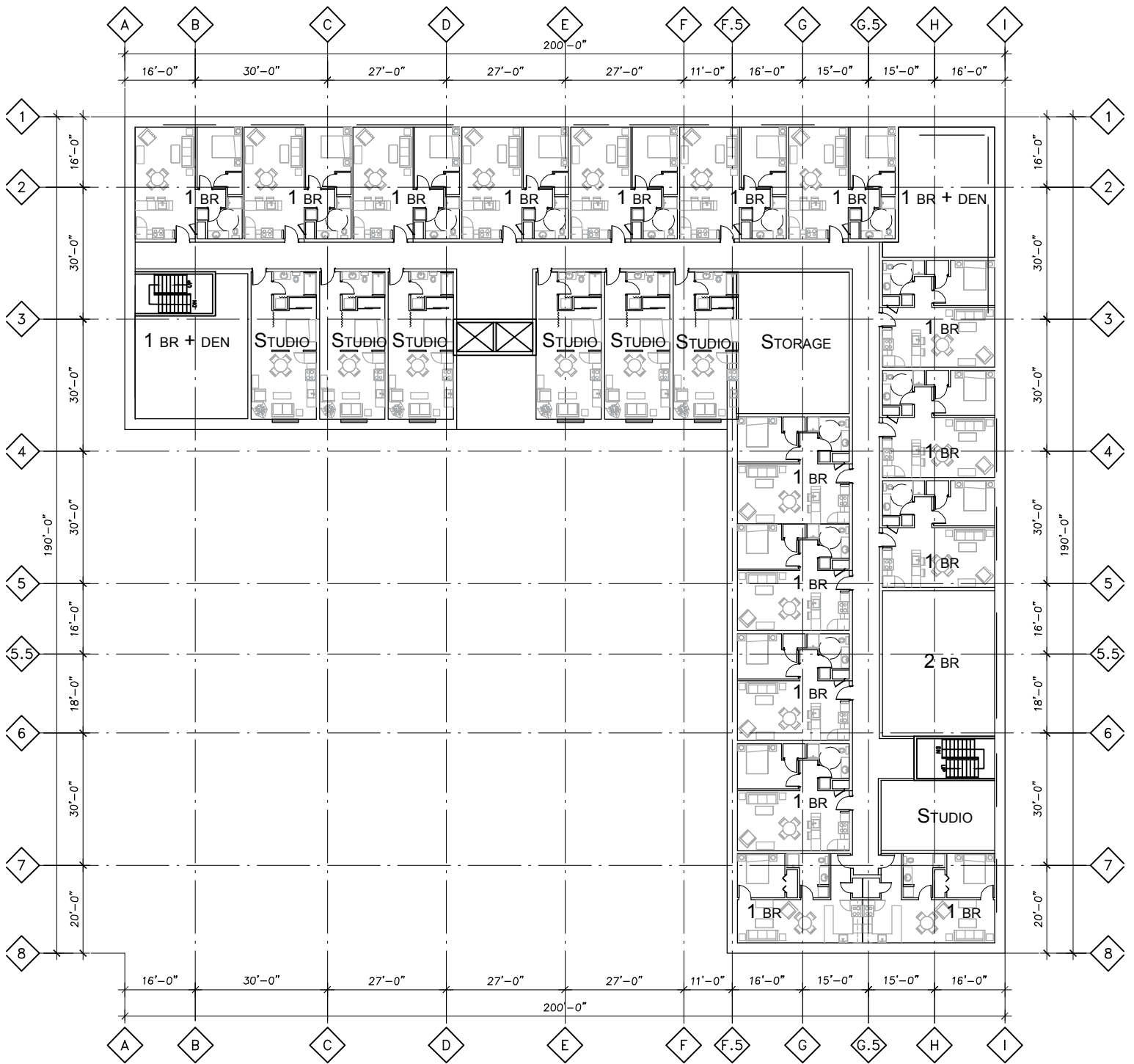


SCALE | 1/32" = 1'-0"

200 BROADWAY

SECOND FLOOR PLAN

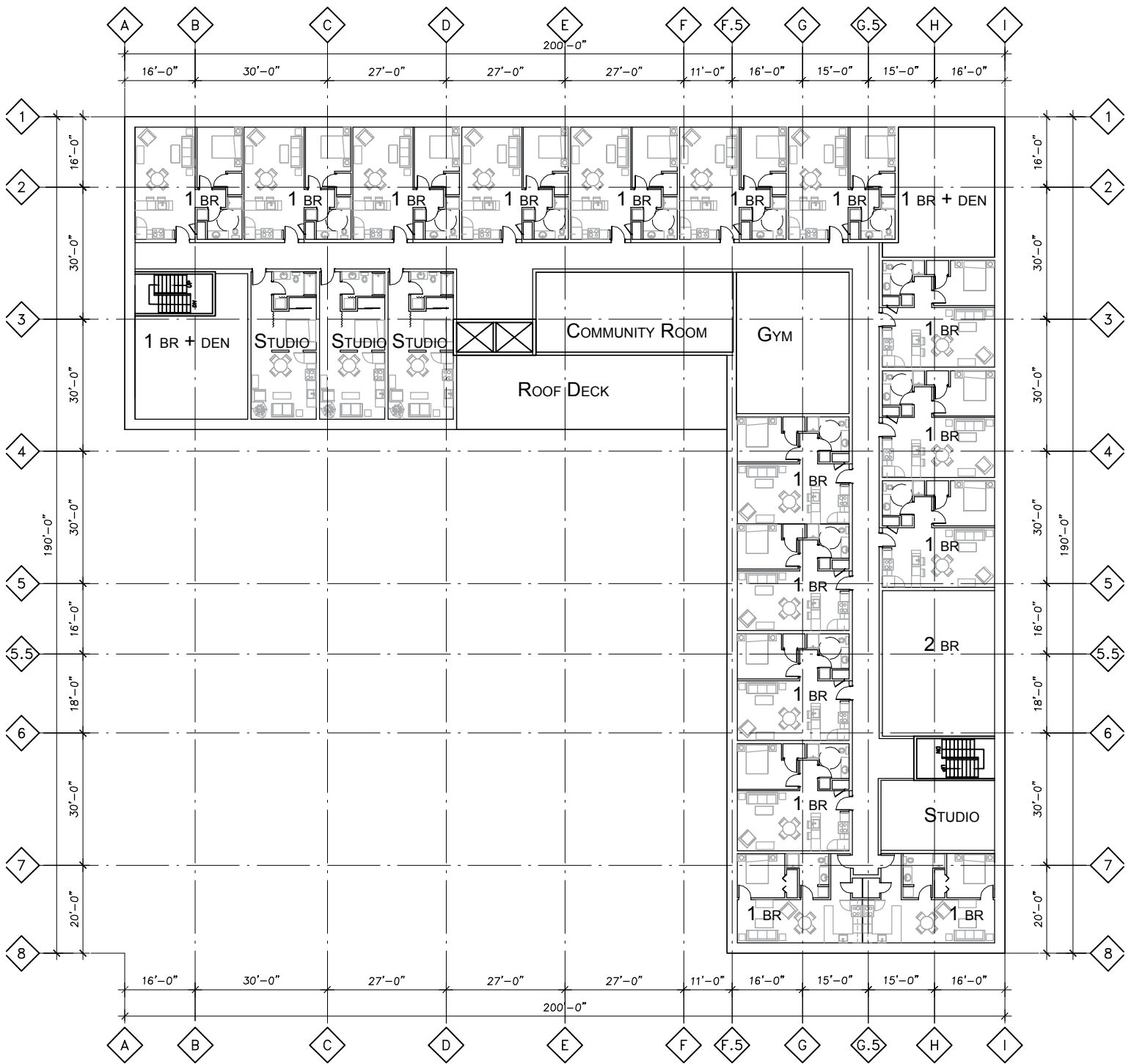
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SCALE | 1/32" = 1'-0"

200 BROADWAY
THIRD-FIFTH FLOOR PLAN

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SCALE | 1/32" = 1'-0"

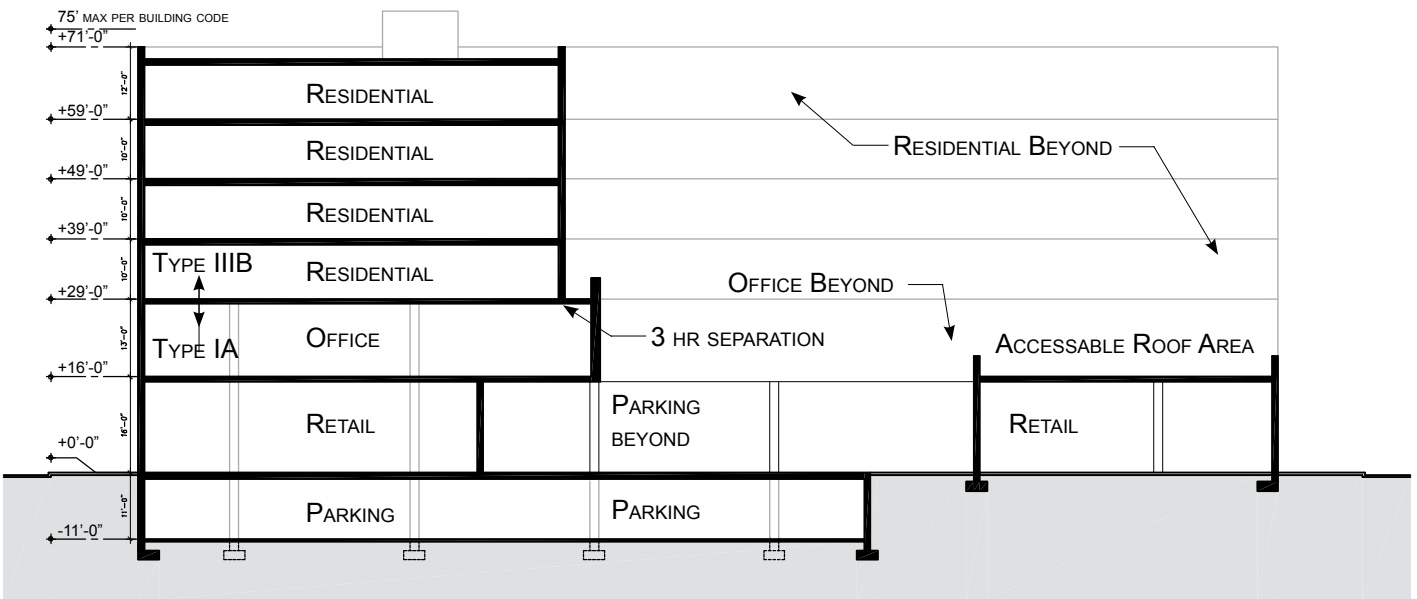
200 BROADWAY

SIXTH FLOOR PLAN

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+100'-0" MAX ZONING HEIGHT



SCALE | 1/32" = 1'-0"

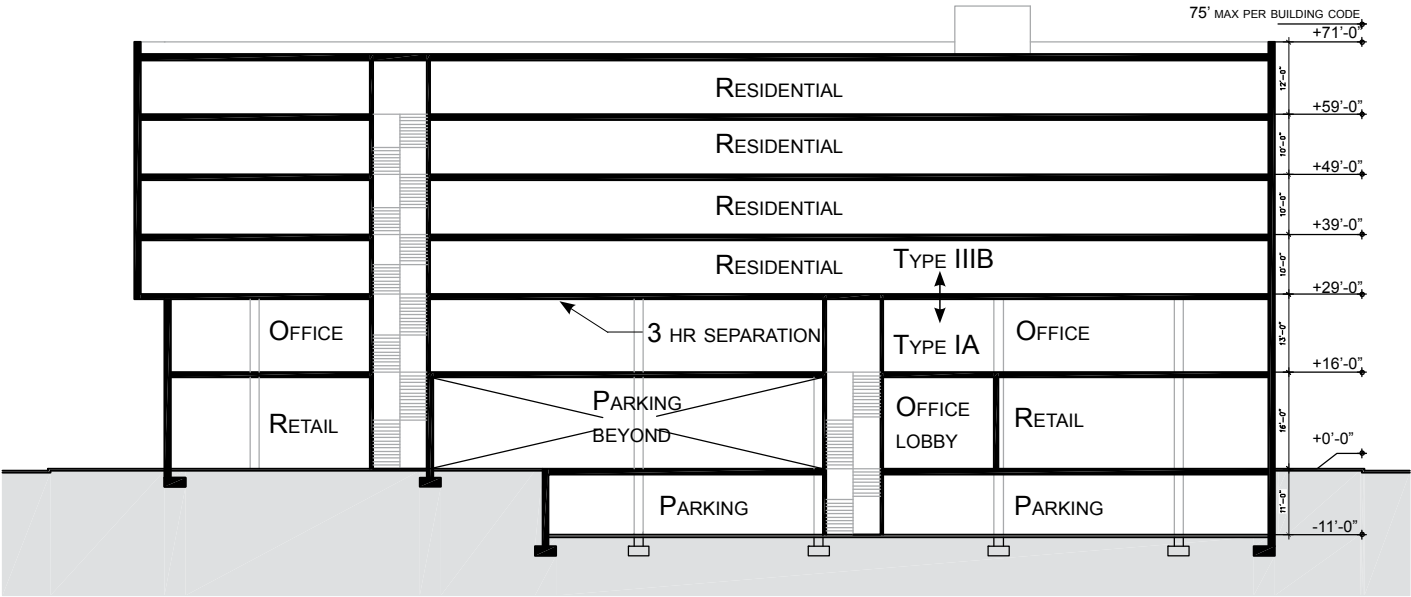
200 BROADWAY

BUILDING SECTION

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+100'-0" MAX ZONING HEIGHT

75' MAX PER BUILDING CODE



SCALE | 1/32" = 1'-0"

200 BROADWAY

BUILDING SECTION

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