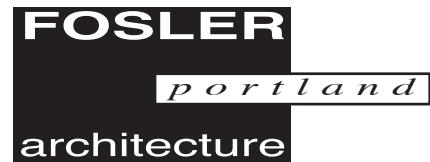


**DESIGN REVIEW
TYPE III APPLICATION**



NEW COMMERCIAL BUILDING

REV: 31 JAN 2012

FOR PLANET GRANITE (Climbing•Yoga•Fitness)

At 1405 NW 14th Ave at Pettygrove Street

**Narrative for
CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES
And
RIVER DISTRICT DESIGN GUIDELINES
Pearl District Neighborhood**

Project Description:

This project involves the construction of a new 3-story building to occupy the entire half-block fronting Pettygrove Street between NW 14th and 15th Avenues.

The building will house an active, neighborhood oriented recreational facility called "Planet Granite". Key interior functions will include rock climbing training areas, weight lifting/exercise areas and two yoga studios. Ancillary functions will include corner retail space for related athletic gear, locker rooms and showers, and covered bicycle parking.

The site is currently occupied by a vacant and blank-walled warehouse and surface parking lot.

Planet Granite will operate well into the evening hours as well as weekends, and will provide new activity and interest in this portion of the neighborhood. As a key property anchoring the central portion of 14th Ave near the NW corner of the River District, this renovation will help to transform this corner of the district into an interesting destination. The design of this new building are in character with the traditional industrial character of the NW 14th Ave Corridor while recognizing the emerging creative character and retail, office and high density activities of the River District.

A1. Integrate the River

A1-1 Link the River to the community

A3. Respect the Portland Block Structure

A3-1 Provide Convenient Pedestrian Linkages

The construction of this new facility will activate this under-used site, which is at the center of the Lovejoy to Thurman 14th Ave corridor. This new building will extend to the property lines on all three frontages, filling the gap in facades that currently exists. The establishment of an active pedestrian oriented use on this site will enhance the NW 14th Avenue pedestrian connection to the riverfront in the area of the Fremont Bridge piers. And the prominent location of this building on the new Pettygrove Greenstreet will anchor the west end of the Pearl District Pettygrove Greenstreet which when completed will provide a new pedestrian connection to The Fields Neighborhood Park and its eventual connection to the riverfront.

A2. Emphasize Portland Themes

The design character of this new building emphasizes a Portland Theme of recognizing the industrial/warehouse heritage of this neighborhood, especially the NW 14th Avenue corridor. While the uses on this site have evolved over time, the basic industrial character of the area is respected by the scale of the building's massing, its exterior materials and its high bay interior spaces complemented by human scale street-fronting spaces.

The storm water treatment facility is located adjacent to the Pettygrove Greenstreet, expanding the landscaping of the greenstreet into the site, and further emphasizing a Portland theme of storm water management and pedestrian-oriented greenspaces.

A4. Use Unifying Elements.

In this neighborhood of widely divergent building types, the primary unifying elements will be the street and sidewalk treatments. River District right of way standards will be carried through to this site on NW 14th and NW 15th while the new Pettygrove Greenstreet standards will be introduced along the south frontage of this site. Because this will be the first full block with Greenstreet improvements on both sides this project will help establish the Pettygrove Greenstreet as a unifying element for the neighborhood.

In addition, the ground floor of this new building will feature storefront windows, rollup garage doors, covered bicycle parking and ample views to the interior space, all of which provide a relationship of similarity to most other buildings along NW 14th Ave, thus providing additional unifying elements.

A5. Enhance, Embellish, and Identify Areas

A5-1 Enhance the Qualities That make Each Area Distinctive Within the River District

A5-1-1 Reinforce the Identity of the Pearl District Neighborhood

The Pearl District Neighborhood is identified as a creative, urban neighborhood with a mixture of historic and modern buildings of various characters and uses.

In recognition of the urban warehouse character of the Pearl District, this new building is designed in the vernacular of a modern warehouse, with exterior metal panel siding, punched simple windows, clerestory providing overhead natural light in the 'production' gallery, and rollup garage doors.

While traditionally, rollup doors were installed for delivery access, now in this neighborhood such doors are utilized also for views, ventilation, character as well as access.

Exterior metal panel siding was historically used for simplicity, durability and economy but not for insulation. Here a newer form of metal panel siding contains code-required insulation value, more durable exterior finish and can provide a serviceable interior finish as well. When integrated with a steel building structure, the whole envelope becomes a durable watertight and practical shell.

This building is constructed largely of metal parts and anchored on a concrete and CMU base provides a distinctive industrial building type, updated to current needs, increased energy code requirements and neighborhood-compatible design vernacular.

In order to provide connectivity and continuity and to bring human scale to this warehouse-type building, wide awnings provide interest, scale and cover at the near-corner entrance of the building. The steel support beams and canopy surrounds, along with the translucent glass panels are similar to other industrial canopies in the area, both new and original, thus continuing a design family that has been expressed with many complementary variations on nearby buildings.

A5-3 Incorporate Water Features

The flow through planter which receives all the rain water run off from the roof is located within a building inset on the south façade of the building, adjacent to the Pettygrove Greenstreet. As such is features and displays for public view the workings of a large-scale urban flow through planter while also enhancing and visually expanding the Greenstreet itself.

A6. Re-Use/Rehabilitate/Restore Buildings

Structural issues, site conditions and programming needs all helped determine, after careful review by a structural engineer, that the existing building has fundamental structural flaws making its renovation unfeasible and it can not be rehabilitated for the proposed use. It is intended that as much as possible the building materials removed during demolition will be saved where possible and provided for reuse by other parties.

A7. Establish and Maintain a Sense of Urban Enclosure

This building is of a scale and character similar to others along 14th Ave and it fills in a vacant block face in the center of the Lovejoy to Thurman corridor. The addition of this building to the streetscape, with its new awnings and its use of materials similar to recent improvements in the area creates a balanced street volume and contributes to a defined street wall along the right of way, while providing a new urban viewing space for pedestrian activities in this emerging commercial area, one which is somewhat remote from the center of River District activity but which is on several designated pathways to the river and neighborhood parks.

A8. Contribute to a Vibrant Streetscape

A8-1 Design Fences, Walls and Gateways to be Seen Over

This new facility will provide new visual attractions to the neighborhood. Eye-level storefront windows and rollup doors will provide views into the interior high-bay climbing spaces. Low walls suitable for leaning and sitting encourage lingering and conversation, while the interior activities of climbing and exercising add to the vibrancy of the streetscape in this area, where currently there are few attractions or opportunities for positive activities.

A9. Strengthen Gateways

While this Guideline does not technically apply, this very new building will provide an anchor for the center portion of NW 14th between Lovejoy and Thurman. It is also at the intersection of the Pettygrove Greenstreet system (east/west) and the 14th Ave commercial street (north/south). The SE corner of the building is set back at ground level and is enhanced by the wide awning and open storefront windows in order to emphasize this intersection as a gateway within the neighborhood.

B. PEDESTRIAN EMPHASIS

B1. Reinforce and Enhance the Pedestrian system

B1-1 Provide human scale to buildings along sidewalks and walkways

B1-2 Orient primary entries . . . to connect pedestrians with transit services

The sidewalk zones are delineated per the River District Right of Way standards along 14th and 15th Avenues with the building frontage zone, movement zone, street furnishing zone and curb clearly marked with concrete scoring, street tree wells and pavers in the furnishing zone. Along NW Pettygrove Street these zones are more dramatically expressed due to the Pettygrove Greenstreet standards, with the building zone and furnishing zone each being largely landscaped. A portion of the furnishing zone has additional bike racks and seating, as well as a stormwater treatment facility near 14th Ave.

The building itself, while in the industrial warehouse vernacular and scale, with high perimeter streetfacing walls, is brought down to a human scale at the ground level in several ways. First the base of the building is smooth-face CMU, in contrast to the metal siding above. The windows around the building are at eye level, providing views into the space on all three facades. The flow-through stormwater planter occupies nearly half of the the south façade and is located in a 10' inset of the building footprint, providing lush green landscaping along the Pettygrove greenstreet. And the corner entrance is wide, sheltered and inviting, with large windows into the equipment display space, the reception area and the dramatic high climbing chamber adjacent to the front entrance.

Rollup glass garage doors are features along the street facades, providing natural ventilation within and active inside/outside visual and actual communication.

The corner main entrance to this building is oriented toward the Streetcar stop two blocks to the south providing a visible connection with transit services.

B2. Protect the Pedestrian.

The addition of new street trees and new sidewalks and curbs along all three frontages, eliminating numerous driveway curbcuts and an abandoned loading dock will improve pedestrian safety in this block.

Indirect lighting at building street level walls will provide night safety and comfort, in addition to the new street lights that will be installed as a condition of this new development.

The Pettygrove Greenstreet construction also required as a condition of this development provides exceptional separation between street vehicles and pedestrians.

B3. Bridge Pedestrian Obstacles

The current driveways, curb cuts, loading dock and broken sidewalk areas all form pedestrian obstacles will be removed and replaced with new sidewalk and planting strip to River District standards.

The new Pettygrove Greenstreet improvements will contribute to the new pedestrian system, with consistent but interesting sidewalk design and landscaping, connecting key areas of the neighborhood and beyond.

B4. Provide Stopping and Viewing Places

The new building features an large glass storefront and canopy on 14th Avenue corner which will provide weather protection and opportunities for pedestrians to stop and view interior activity. The rollup glass garage doors on 14th will provide wide dramatic views of the interior high climbing space.

The canopy, landscaping and building massing will help shield some of the noise from the freeway above while allowing viewing areas to appreciate the Fremont Bridge and freeway structure beyond, thus improving the pedestrian qualities of this segment of NW 14th Ave as it approaches the w area.

The building inset along Pettygrove features a low wall containing the large on-site flow through planter, and provides an informal seating wall with good southern light exposure for pedestrians and users of the building.

B5. Make Plazas, Parks and Open Space Successful

Considering the Pettygrove Greenstreet as a type of linear park, the south façade inset of this building provides a physical expansion of the Greenstreet environment. By providing a relief from a continuous, though interesting block-long façade, the center portion of the block is enhanced by this widening of the landscaping and the opening up of the visual field.

B5-1. Recognize the Roles of the Tanner Creek Parks

This development makes possible the 2nd block face establishment of the Pettygrove Greenstreet connection to The Fields Park. By completing this first block in the eventual greenstreet buildout this development establishes the design and character of the greenstreet project as envisioned by the neighborhood and property owners along this connecting street.

B6. Develop Weather Protection; sunlight, shadow, glare, reflection, wind and rain

B6-1 Provide lighting at a human scale to encourage evening pedestrian activity

While the metal siding provides color and reflection on both sunny and cloudy days, the polished face CMU walls at street level provide a muted and non-glare surface at pedestrian eye level. The corner entrance canopy provides sun, glare, wind and rain protection at the important intersection of Pettygrove and 14th. The extensive landscaping along Pettygrove and the addition of street trees along 14th and 15th provide shadow, glare and sunlight protection along the street.

Lighting is provided by indirect LED fixtures located between and in line with the awning support structure, providing light to the sidewalk areas, while giving interesting light patterns and a safer walking area, complementing the existing street lighting in the area.

B7. Integrate Barrier-Free Design

The main entrance is above sidewalk level and access will be provided by a wide ramp that is integrated into the covered entrance area. Stairs and ramp wrap around the bicycle parking area, and the ramp is designed to be inviting to all users, not just those with mobility challenges. The ramp is parallel to the equipment display storefront, thus placing it in the most interesting view area, culminating in the front doors of the facility with direct views into the central climbing area. Thus the accessibility ramp to the building is a primary access way for everyone, and is not an added-on minimal feature but is fully integrated with the building entrance area.

PROJECT DESIGN

C1. Enhance View Opportunities

The high gallery climbing space features large window and operable garage door openings to provide views in and out of this building. This creates new interior view opportunities for pedestrians passing by, and new activity for the neighborhood.

Views into the building are provided around the building into exercise and climbing spaces on the south and west sides of the building.

C2. Promote Quality and Permanence in Development

The primary building shell materials will be insulated core heavy gauge metal siding and polished face CMU. The metal siding panels are rigid panels with integrated rigid insulation, resulting in a rigid panel which will resist oil-panning and denting. The intersection of panels is accomplished by integrated factory made interlocking panel edge channels which provide a permanent and waterproof seal, and is maintained by concealed fasteners.

The polished face CMU base of the building provides a durable and permanent wall surface adjacent to the sidewalk areas.

C3. Respect Architectural Integrity

(Applies to existing buildings and additions)

C4. Complement the Context of Existing Buildings

The neighborhood context of industrial buildings, with their unadorned facades, understated detailing and variety of punched window openings is continued in the design for this building. The design is intended to complement industrial character, while ‘stepping it up’ in an understated manner, in order to establish its place in the evolution of this neighborhood.

Materials used in this building are similar to both existing and new buildings in the neighborhood.

C5. Design for Coherency

This building contains a variety of related but differing functions. The corner mass is expressive of the more administrative and inward-looking functions, including offices, reception and on the upper two levels, Yoga studios. The high mass on the east façade is expressive of the High Climbing gallery, with its tall climbing structures and the need for high, indirect natural light and ventilation. The central portion of the building (as viewed from the South Elevation, contains a lower climbing area in the north section and behind the flow through planter in the building inset the 2nd floor function is wall climbing structure, hence the minimization of windows there, and on the ground floor, weight lifting equipment with large glass areas that open toward the street. In the west portion of the building, weight lifting functions occupy the ground floor while additional wall climbing and low climbing activities occur on the 2nd floor. Locker rooms occupy the back ground floor portion of the west façade.

In order to maintain a coherency among these various masses and functions, ground-face CMU is used around the entire perimeter of the building at ground level, with large storefront glass integrated into the appropriate ground floor spaces. All upper areas are integrated metal insulating panels, and the roof is also metal standing seam roofing.

A simple color palette is maintained in order to unify the building overall but contrasting colors are used to delineate particular massing, especially on the east façade and south east corner.

C6. Develop Transitions Between Buildings and Public Spaces

The building meets the property line at all facades, except at the south elevation where the flow-through planter provides an open space for a large portion of the site frontage. The transition between this greenspace, which due to its stormwater facility function cannot be accessible as public space, will be provided by a low wall and leaning rail. This maintains the open views into the greenspace while providing stopping and resting for pedestrians. This will maintain a cohesive and active transition between the Pettygrove Greenstreet and the site.

C7. Design Corners That Build Active Intersections

The building design has placed the public entrance to this large building directly on the NW 14th & Pettygrove corner, which is the most active corner of the site. Design elements which work to build this active intersection include a large long awning, wide inviting ramp and stairway to the glass door entry and tall wide storefront windows at the corner and entrance. In addition, dramatic changes in the building façade at this corner attract interest and invite activity at this corner.

C8. Differentiate the Sidewalk Level of Buildings

The awning serves to provide an intermediate differentiation between the lower façade with the storefront system and entrance from the upper façade. The CMU 'base' of the building provides ground level differentiation and a human scale to the façade walls. The windows, doors and glass roll-up garage doors provide large 'windows' to the space at ground level.

C9. Develop Flexible Sidewalk-Level Spaces

All glass in the storefronts at street level is to be low-e clear glass, improving visibility and pedestrian friendliness, and allowing a variety of window display options. The interior floor plan is wide span with few columns which will make the configuration of the interior spaces, including the very high gallery spaces and the lower ancillary spaces appropriate for its proposed intensive and active uses.

This building is purpose-built for the functions intended, but should other uses become necessary the variety of street fronting spaces are flexible for many other uses.

C10. Integrate Encroachments

Encroachments are limited to the new awnings which are installed well above the 8' clear height requirement and which extend no more than 5' over the sidewalk right of way, which is less than the 2/3 width of the sidewalk.

C11. Integrate Roofs and Use Rooftops

Roofing will be factory finished metal standing seam roofing where visible and off-white membrane roofing where not visible from the street. Because most mechanical air handling equipment will be located inside in the high ceiling areas, large rooftop mech equipment is avoided. At the SE corner roof above the Yoga studios, some rooftop equipment is likely. This is screened by an integrated louver system with units located in mid roof areas, well away from the parapet edges.

C12. Integrate Exterior Lighting

C13. Integrate Signs

C1-2 (River District Guideline)

Lighting is provided by indirect LED light units mounted on the façade of the building between the windows near doors and entrances. The specified fixtures have a simple profile and provide indirect light. The fixture provides a welcoming and interesting patterned feature rather than an attention-grabbing spotlight. Most site lighting will be provided by the three new streetlights on Pettygrove and the new streetlights on 14th and 15th which are to be installed by the project as a requirement for development by the River District street improvement standards.

Signage of modest proportion is provided adjacent to the entrance to the building and at the upper wall on the west façade of the building. Locations are chosen to integrate with the building façade design and features, avoiding a ‘pasted-on’ appearance.

JUSTIFICATION FOR MODIFICATION OF STANDARDS

REDUCE NUMBER OF REQUIRED LOADING SPACES FROM 1 TO 0

The standard for providing a loading space on site for buildings over 20,000 sq ft is intended to avoid street congestion due to frequent loading and unloading from large trucks, and is appropriate for retail and food service facilities.

This project is an exercise facility and as such will not have any large scale or frequent deliveries of goods or materials. The ‘retail’ use on the site is very limited and consists only of small items necessary for rock climbing uses, such as carabineers, gloves, light sportswear and similar items. The floor area for this space is less than 500 sq ft. Thus the need for an off-street loading space does not exist, and there will be no off-site impacts or street congestion issues due to the lack of an on-site loading zone.

ADDITIONAL FEATURES

PETTYGROVE GREENSTREETS RIGHT OF WAY IMPROVEMENTS

This project fully embraces the Pettygrove Greenstreets in concept and in execution. Completion of this project will result in the first completed full-block segment of the Greenstreet, as the project on the block to the south will complete its improvements this summer. Planet Granite has chosen Option A for the design, which will include 4 parking spaces, a landscaped stormwater planter facility in the right of way, curb extensions with new wheelchair ramps, specialized hardscape paving, enhanced landscaping and new street lights on the Pettygrove frontage, with all of these features meeting the exact City specifications for the Pettygrove Greenstreet project. In a significant expansion of the greenstreet environment, the project’s flow through on-site stormwater planter will occupy the center 1/3 of the block, and will be planted with a mixture of grasses, trees and shrubs with a low wall for seating and leaning. With its southern exposure this feature will add a major green element to the Pettygrove Greenstreet environment in this new area of the Pearl District.