Ankrom Moisan

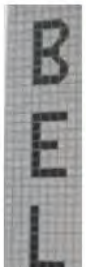
...those ‘Goat Blocks’

LOCA @ SE 11th & Belmont

Design Advice Request - 01.09.13

Portland's Central East Side

A PLACE WHERE trend setters, **entrepreneurs and artists** connect and inspire. **Ingenuity meets craft spirit,** with local Portlanders working wood, roasting coffee, and creating the next iPhone app. **DIY is an attitude** to surpass off-the-shelf mediocrity-while creating a **more interesting community** or daily living solutions. **Explore the unpolished** commercial, recreational, residential amd institutional **menagerie** that is Portland's Central East Side



Diverse activity

Coffee at **VIVO** 1

Work

Client meeting at **APPLE** 2

Craft

Creative projects abound at **ADX** 3 or **CREATIVE WOODWORKING NW** 4

Hipsters, families & suits, all at **GRAND CENTRAL BOWL** 6

Cargo bikes & accessories at **SPLENDID CYCLES** 7

Your design studio at **ACTIVSPACE** 5

Play

Grab barrel-aged sour beers at **CASCADE BREWING** 8

Perennial award-winning Italian at **NOSTRANA** 9

Savor

Choose from 62 taps at **GREEN DRAGON** 10

NEW DEAL DISTILLERY 11
serving up local-made spirits

Learn

YALE UNION (YU) ART GALLERY 12
exhibits inspire

Move and be moved at 13
OREGON BALLET THEATER and **COREPOWER YOGA** 14

Live

KING HARVEST 15
Hummus and snacks

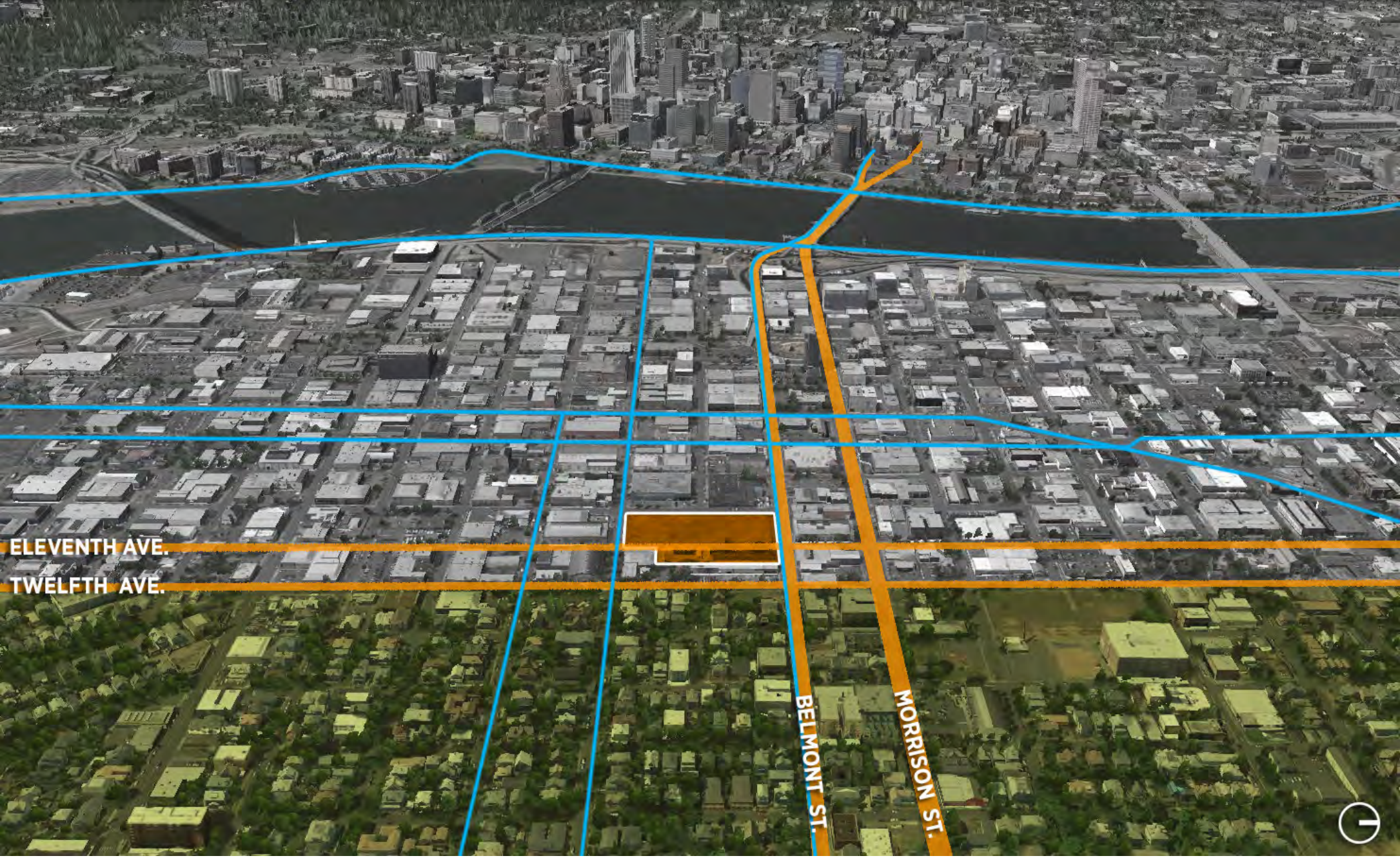
PITTMAN DENTISTRY 16
Clean teeth, cool space

US POST OFFICE 17 **& BANKS** 18 for cards & cash

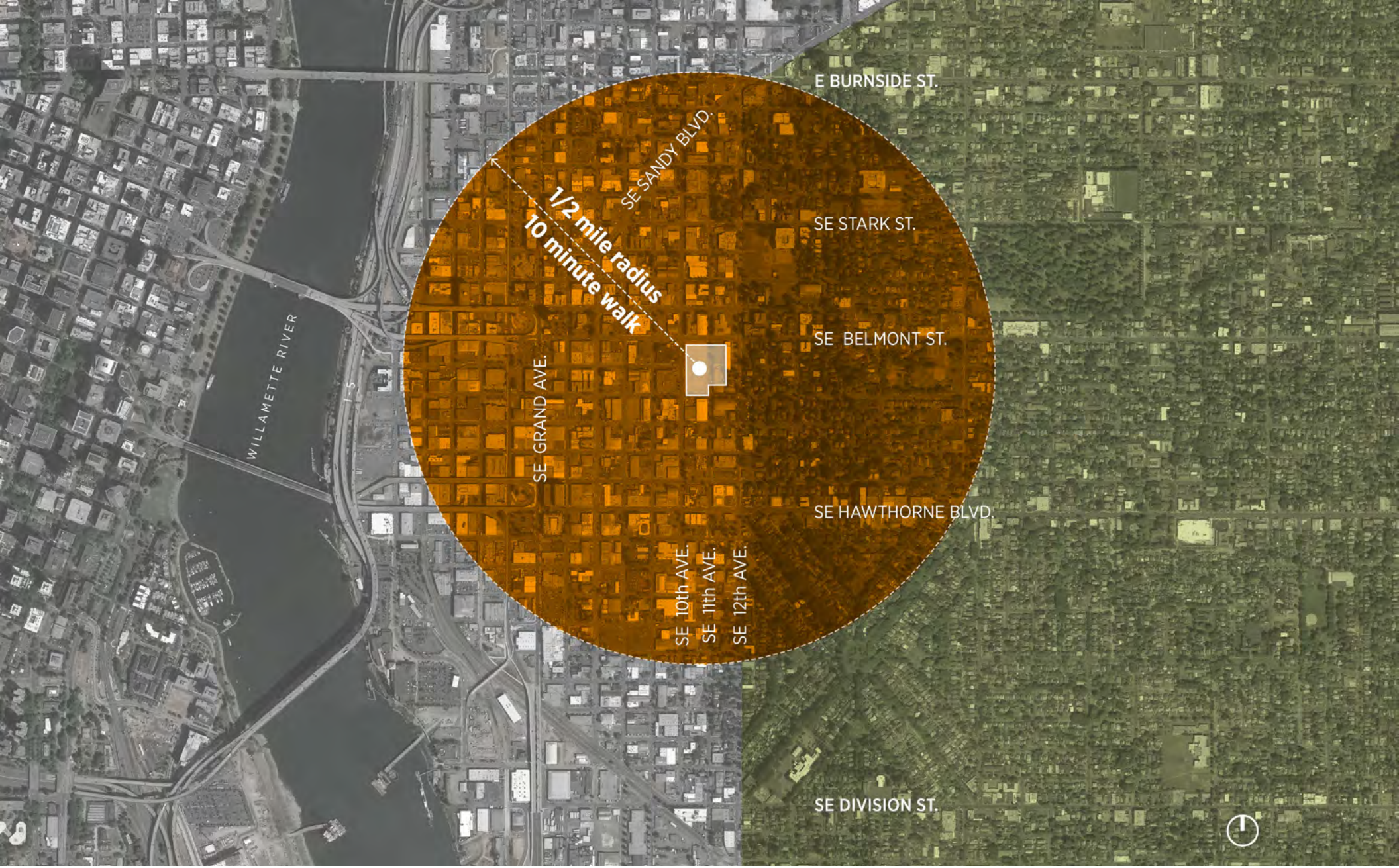
Anything you need...

LOCA

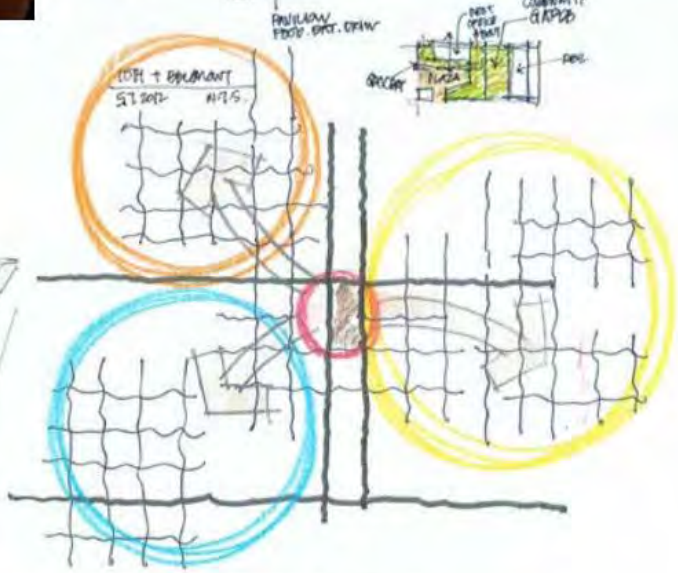
Places people want to be



Central to human ‘flow’



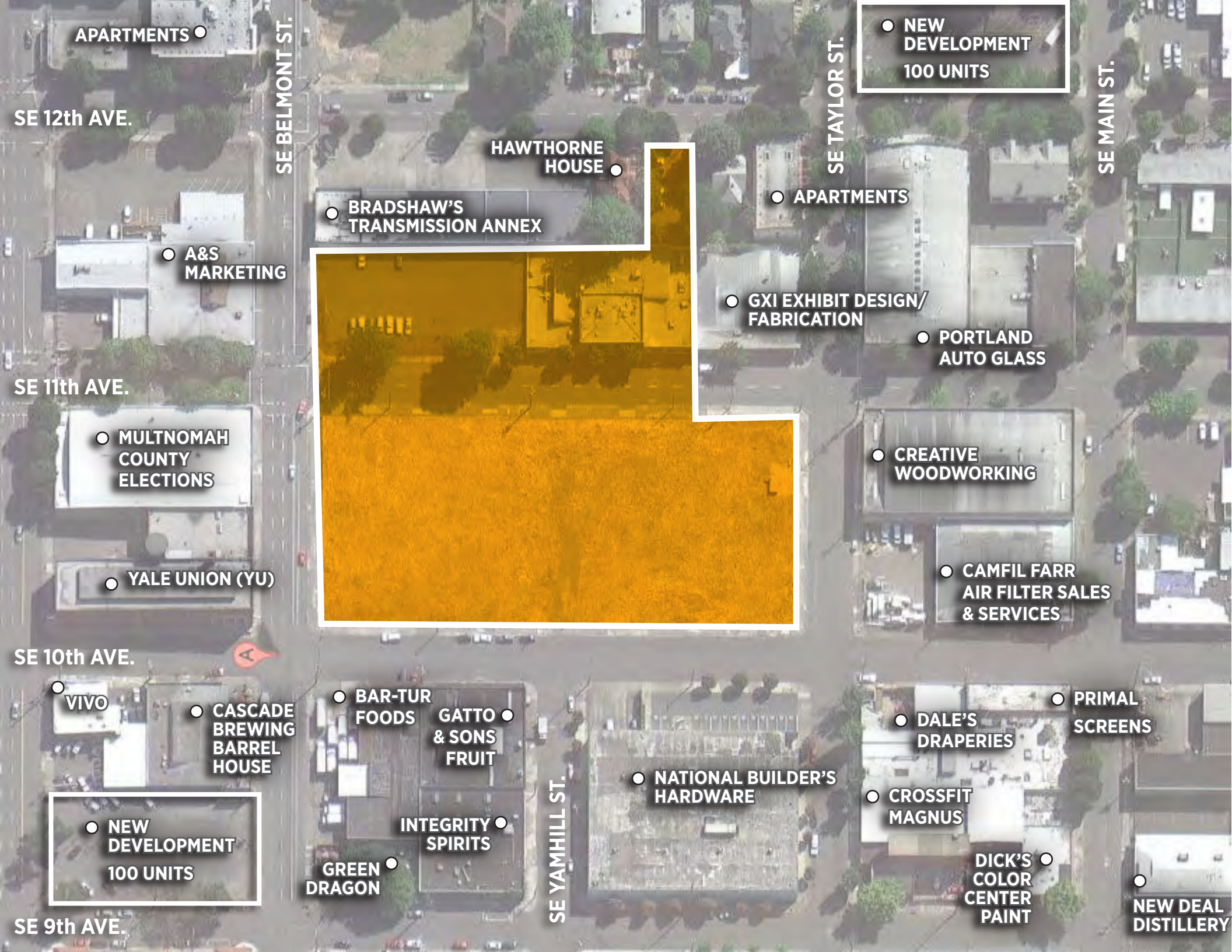
‘Eclectic & walkable’



Multiple minds create fresh ideas...

Transition Gateway

What's around

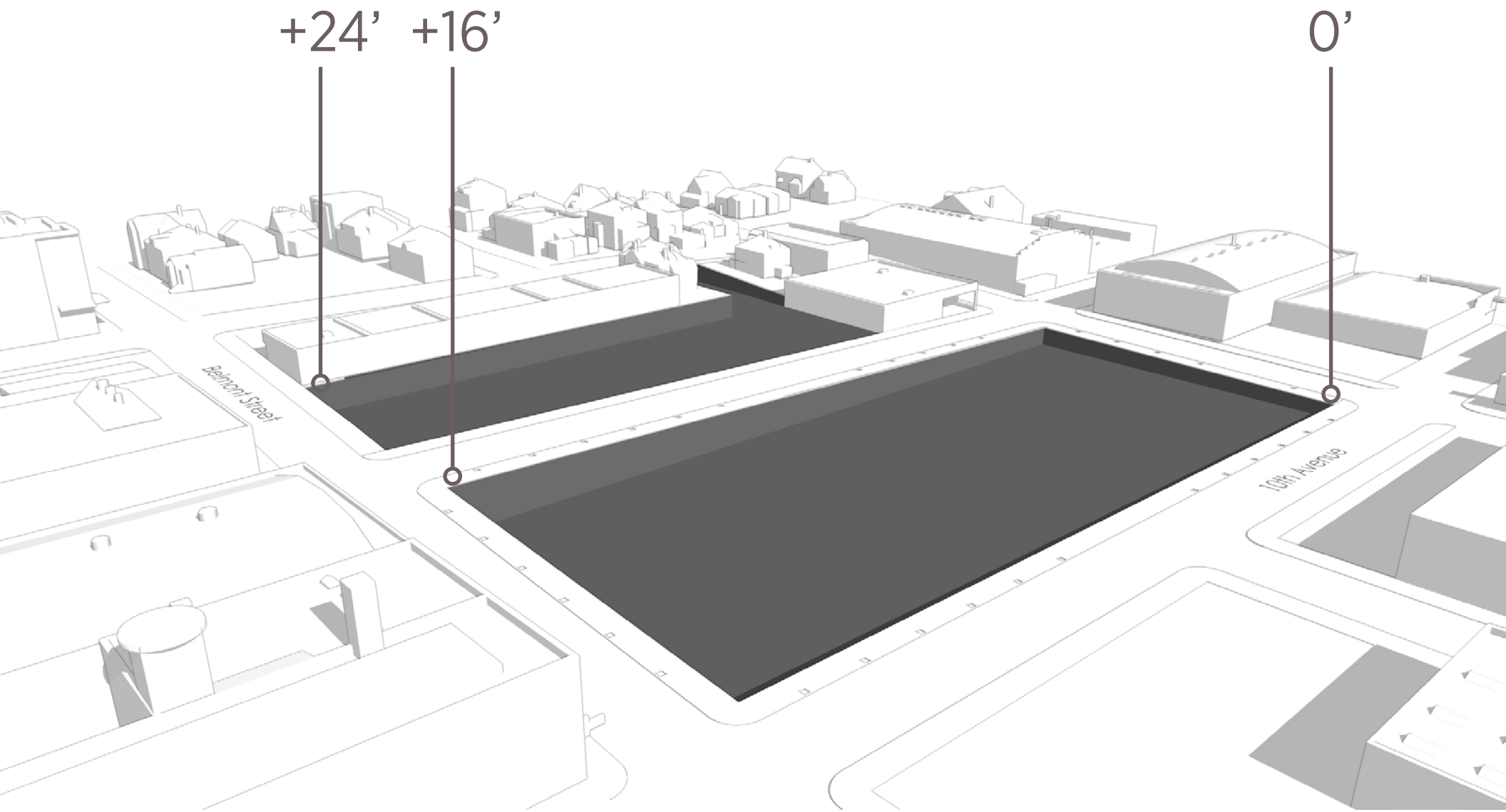

APARTMENTS
SE BELMONT ST.
NEW DEVELOPMENT 100 UNITS
SE TAYLOR ST.
SE MAIN ST.
SE 12th AVE.
HAWTHORNE HOUSE
BRADSHAW'S TRANSMISSION ANNEX
APARTMENTS
A&S MARKETING
GXI EXHIBIT DESIGN/ FABRICATION
PORTLAND AUTO GLASS
SE 11th AVE.
MULTNOMAH COUNTY ELECTIONS
CREATIVE WOODWORKING
YALE UNION (YU)
CAMFIL FARR AIR FILTER SALES & SERVICES
SE 10th AVE.
VIVO
CASCADE BREWING BARREL HOUSE
BAR-TUR FOODS
GATTO & SONS FRUIT
PRIMAL SCREENS
DALE'S DRAPERIES
NATIONAL BUILDER'S HARDWARE
SE YAMHILL ST.
NEW DEVELOPMENT 100 UNITS
INTEGRITY SPIRITS
CROSSFIT MAGNUS
GREEN DRAGON
DICK'S COLOR CENTER PAINT
NEW DEAL DISTILLERY
SE 9th AVE.

Existing street character

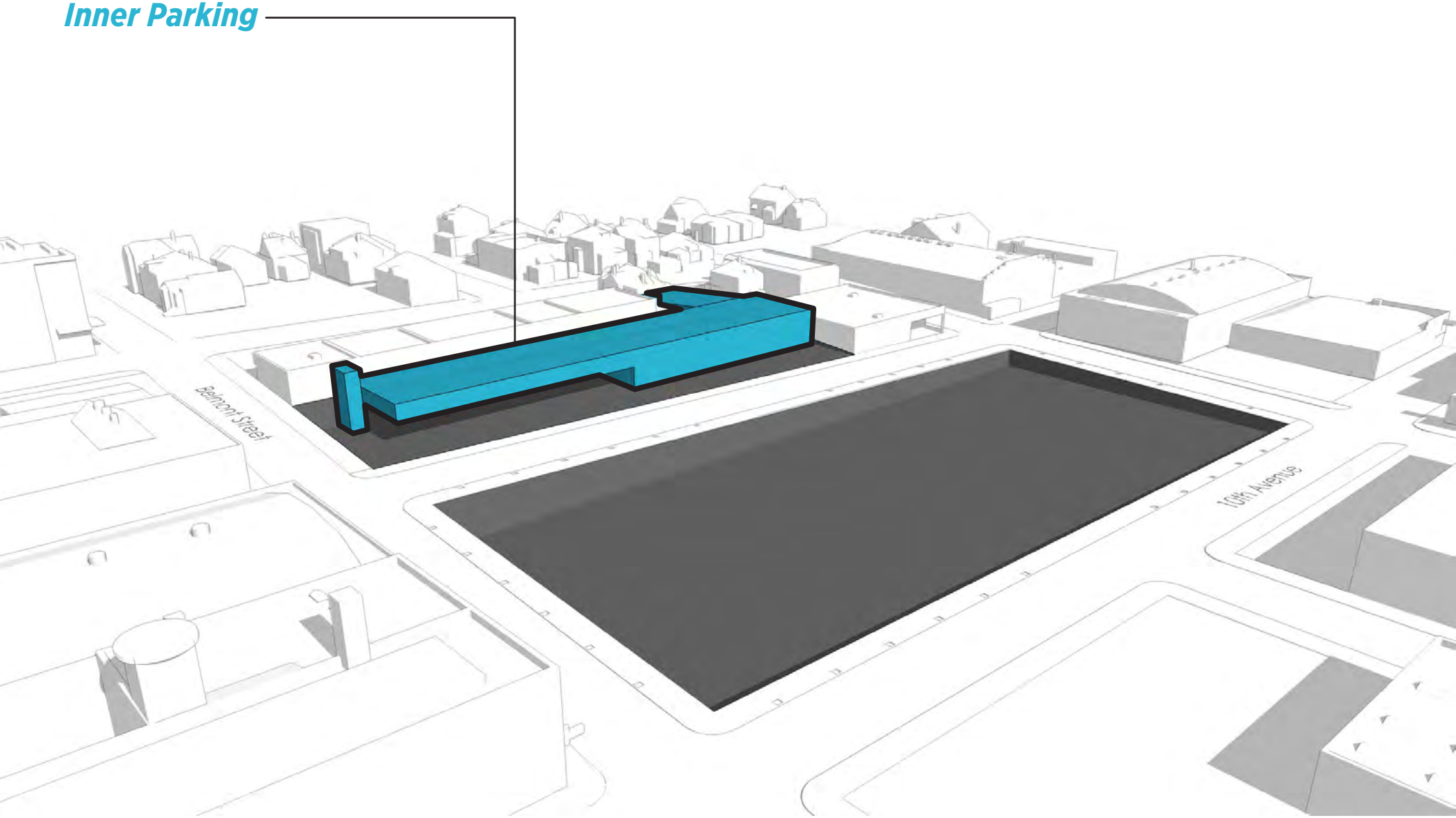
Gatto & Sons, Inc.
EST. 1935

STOP

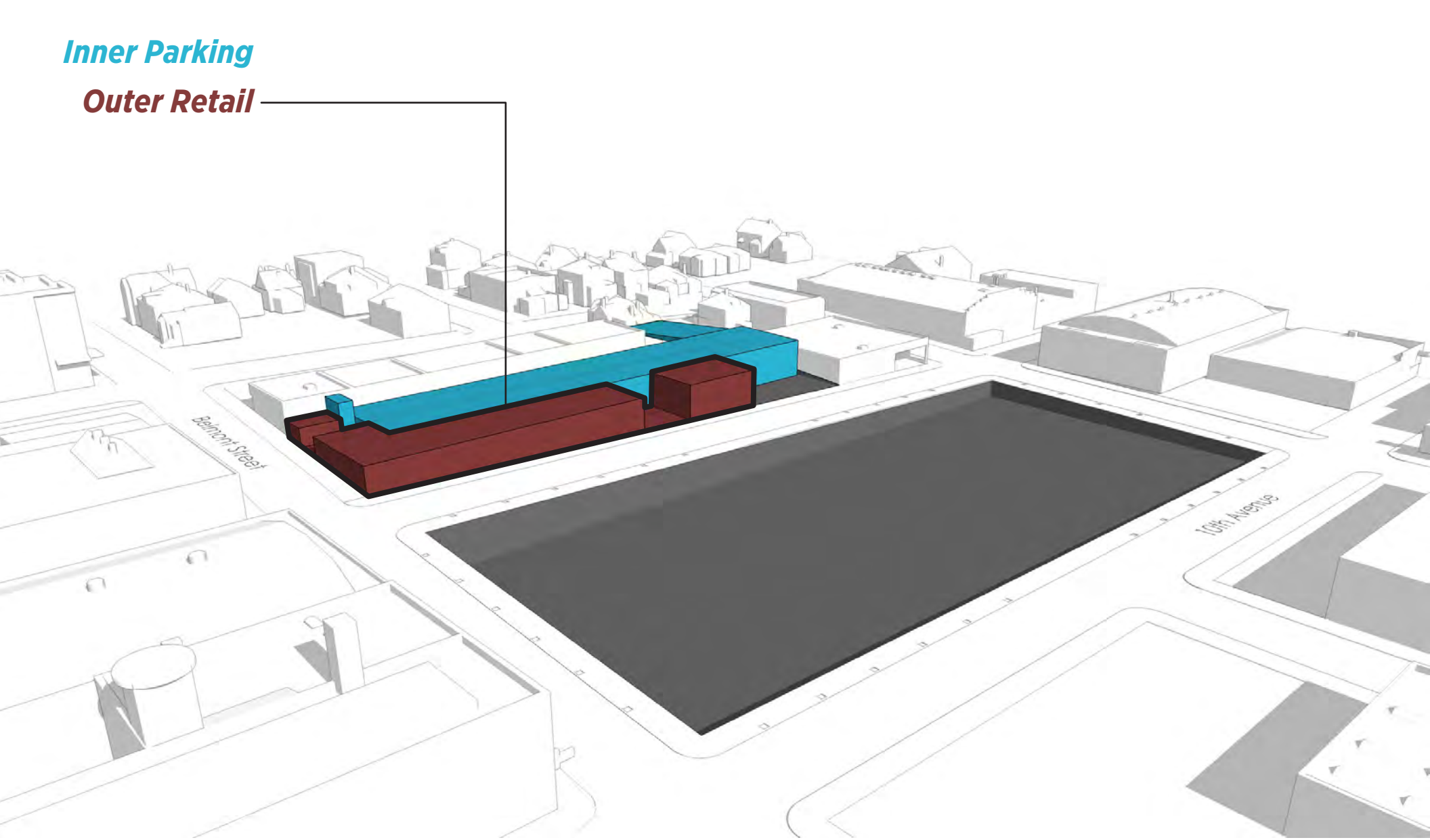
‘LOCA’ - How it works



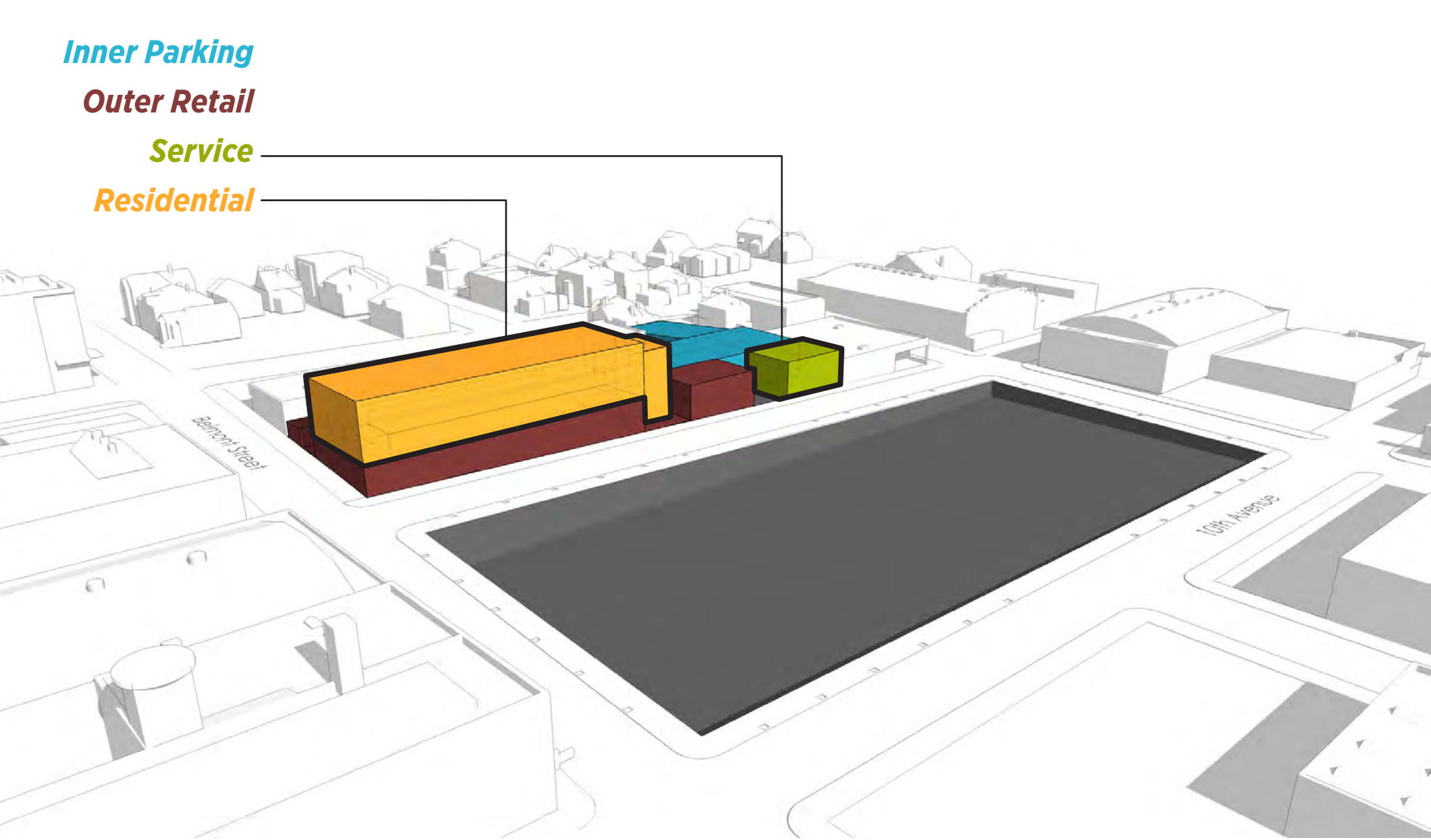
Large change in grade across the site.



Eastern Site



Eastern Site



Eastern Site

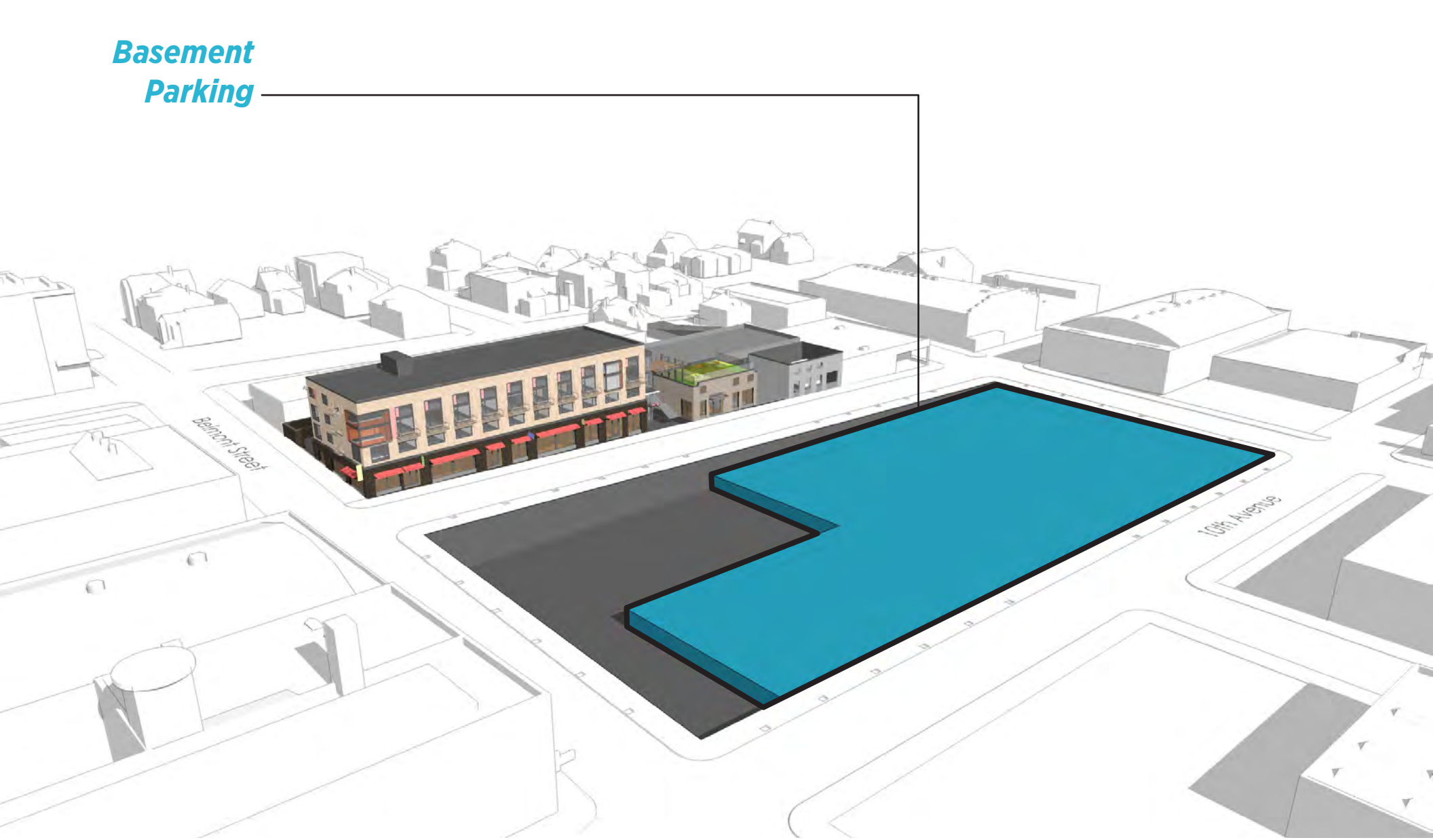
Inner Parking

Outer Retail

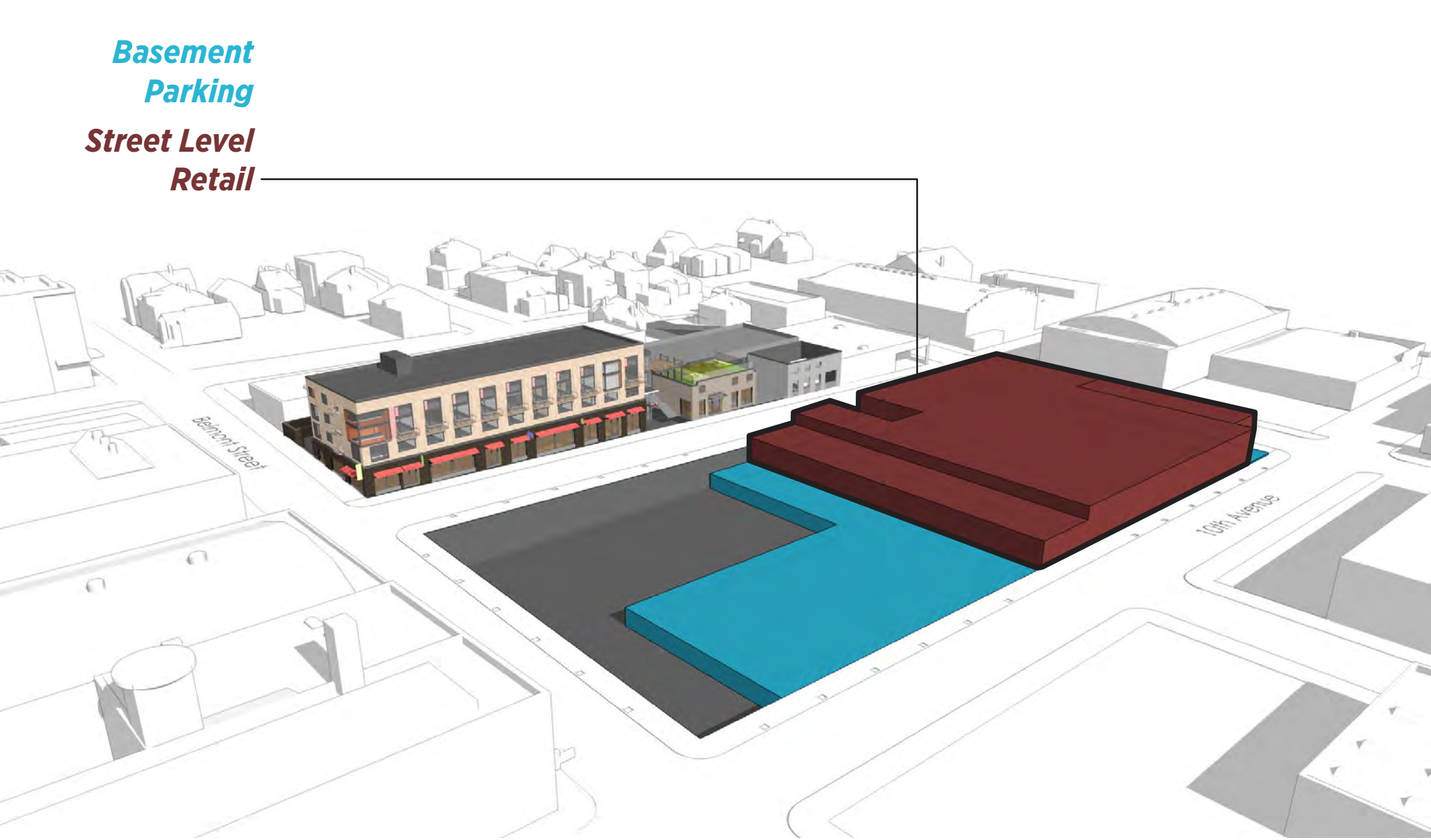
Service

Residential

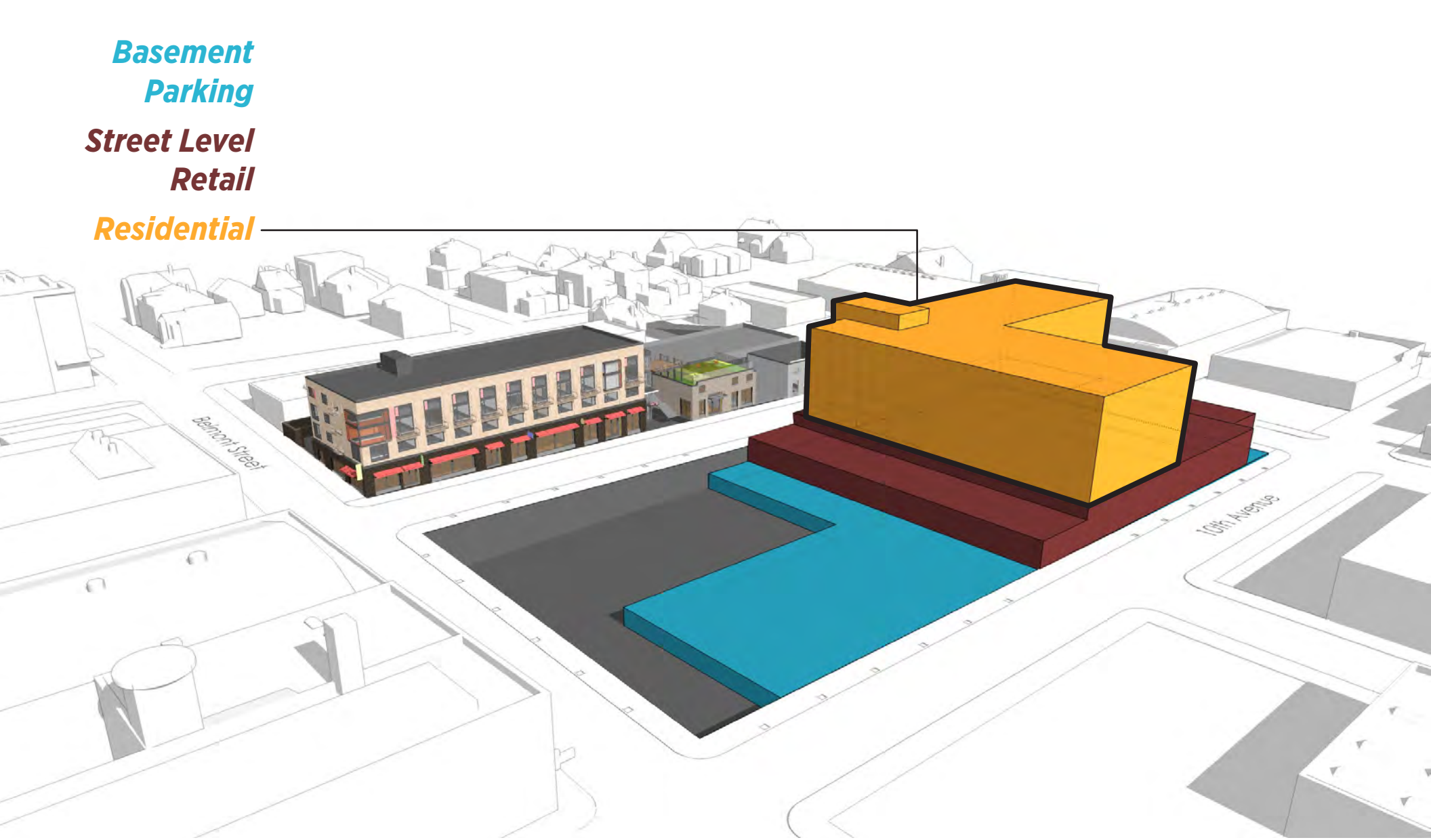
Diverse Architectural Styles



Goat Blocks - South



Goat Blocks - South



Goat Blocks - South

Basement Parking

Street Level Retail

Residential

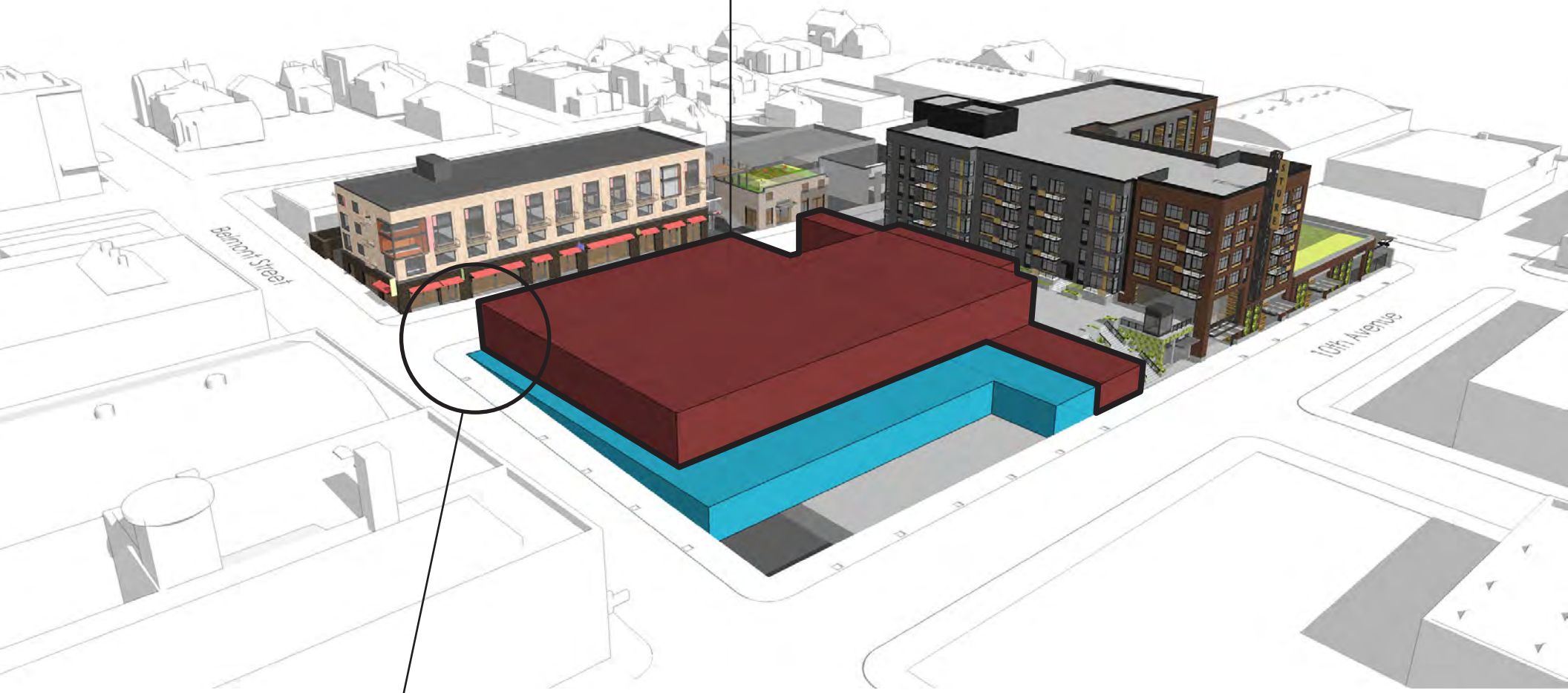
Goat Blocks - South

Its own identity

Goat Blocks - North

Lower Level Parking

Upper Retail



Entry on grade at Belmont & 11th Avenue

Goat Blocks - North

Goat Blocks - North

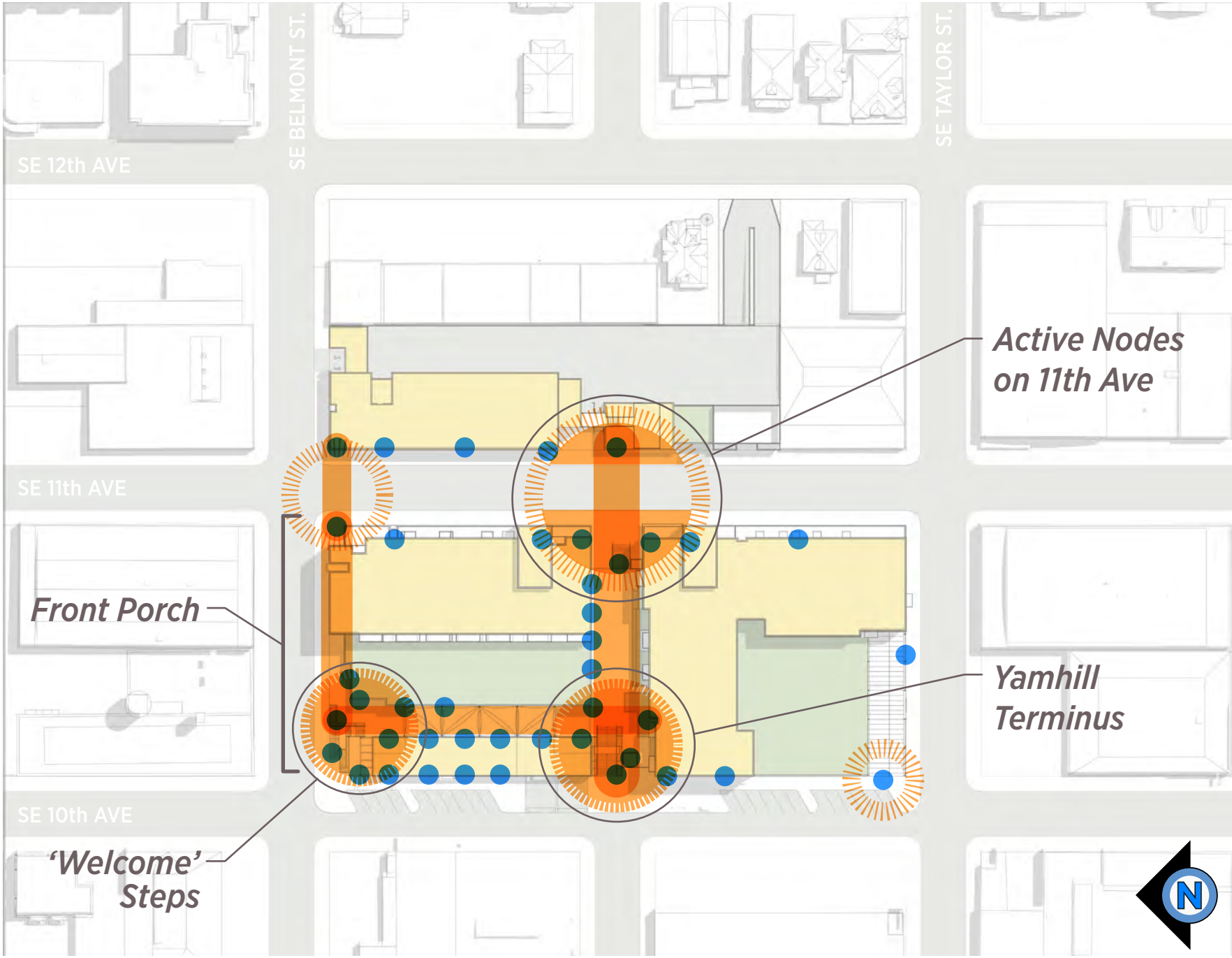
Goat Blocks - North

Significant Public Realm

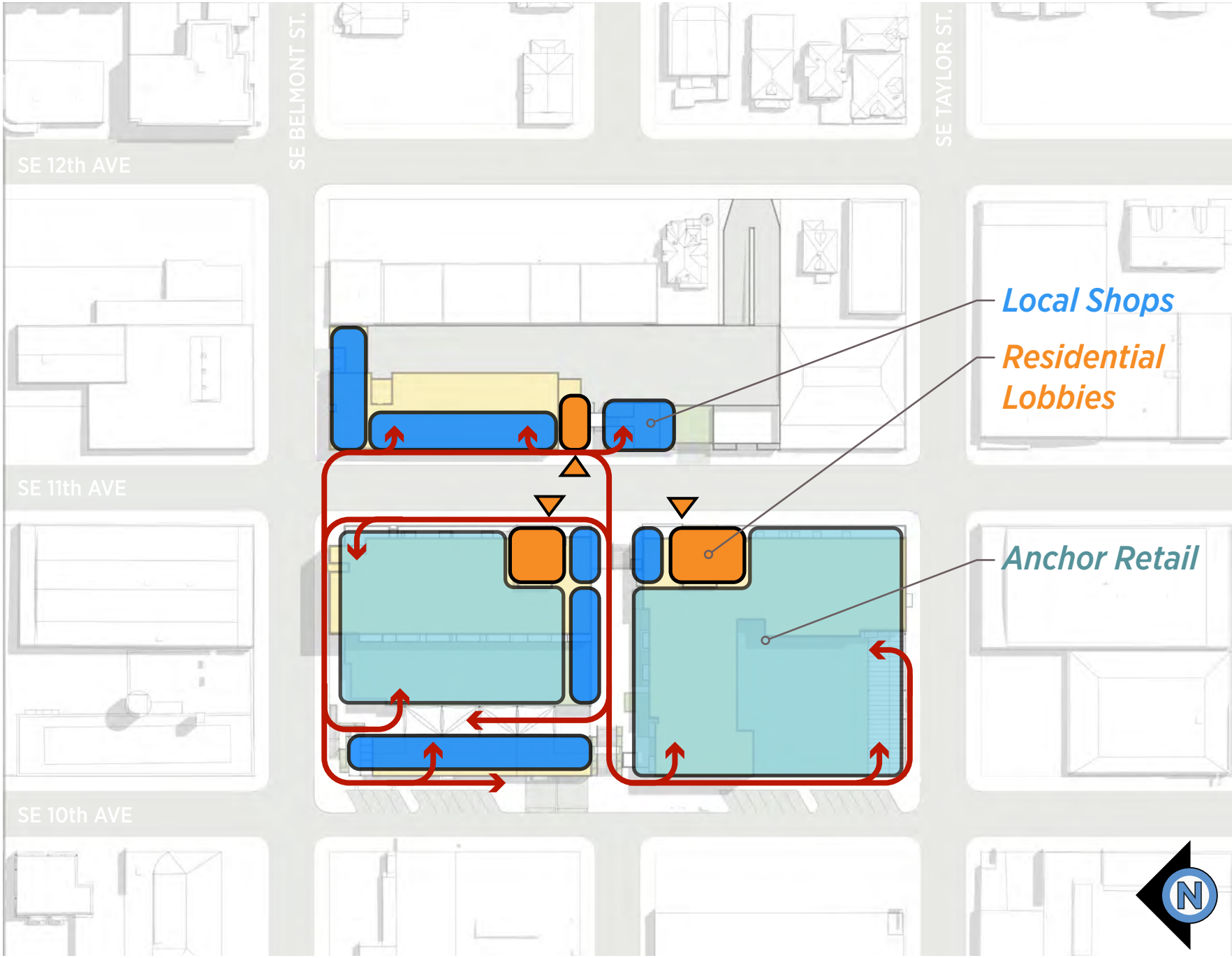
Six unique buildings

LOCA

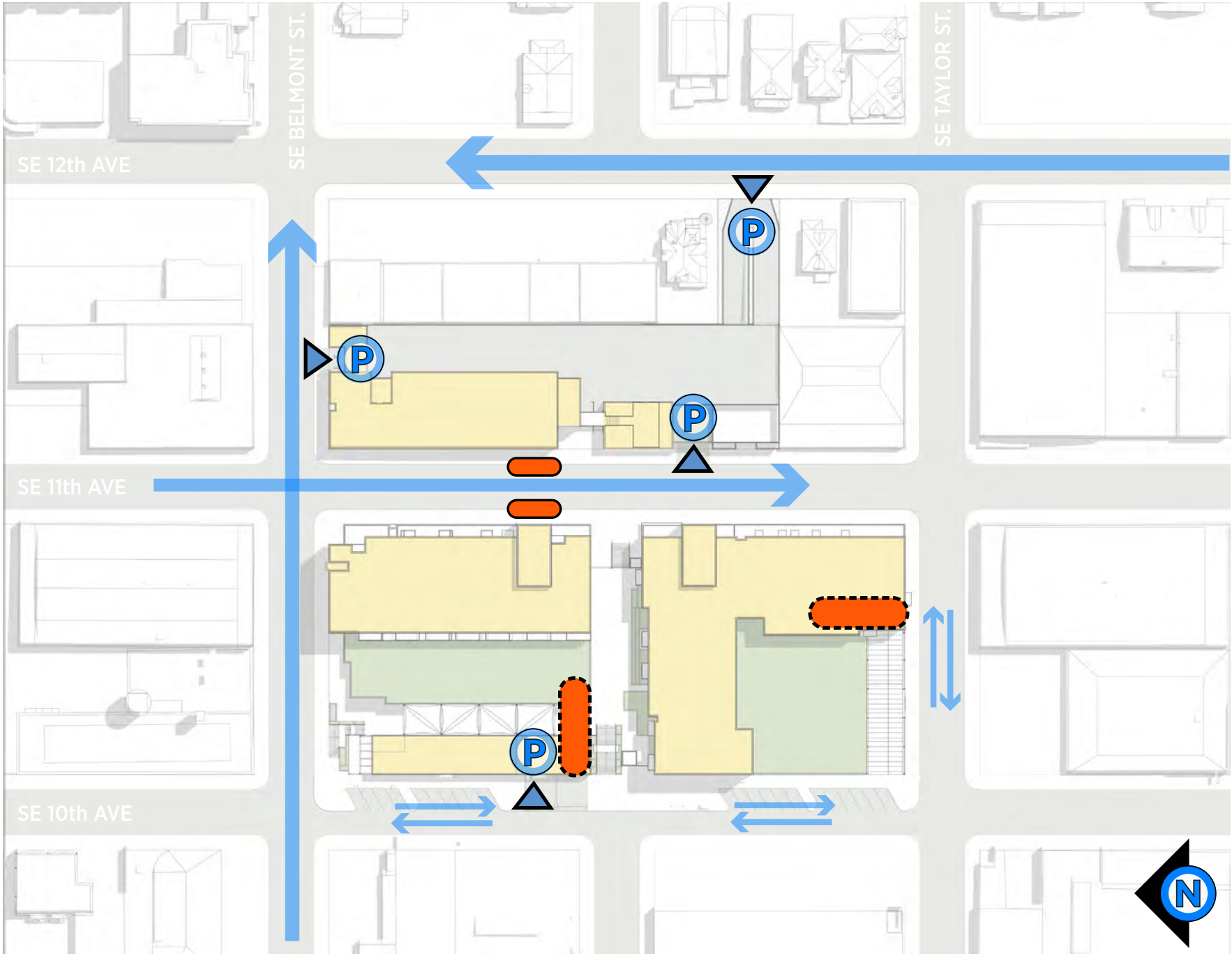
Places people want to be



Interconnected public spaces

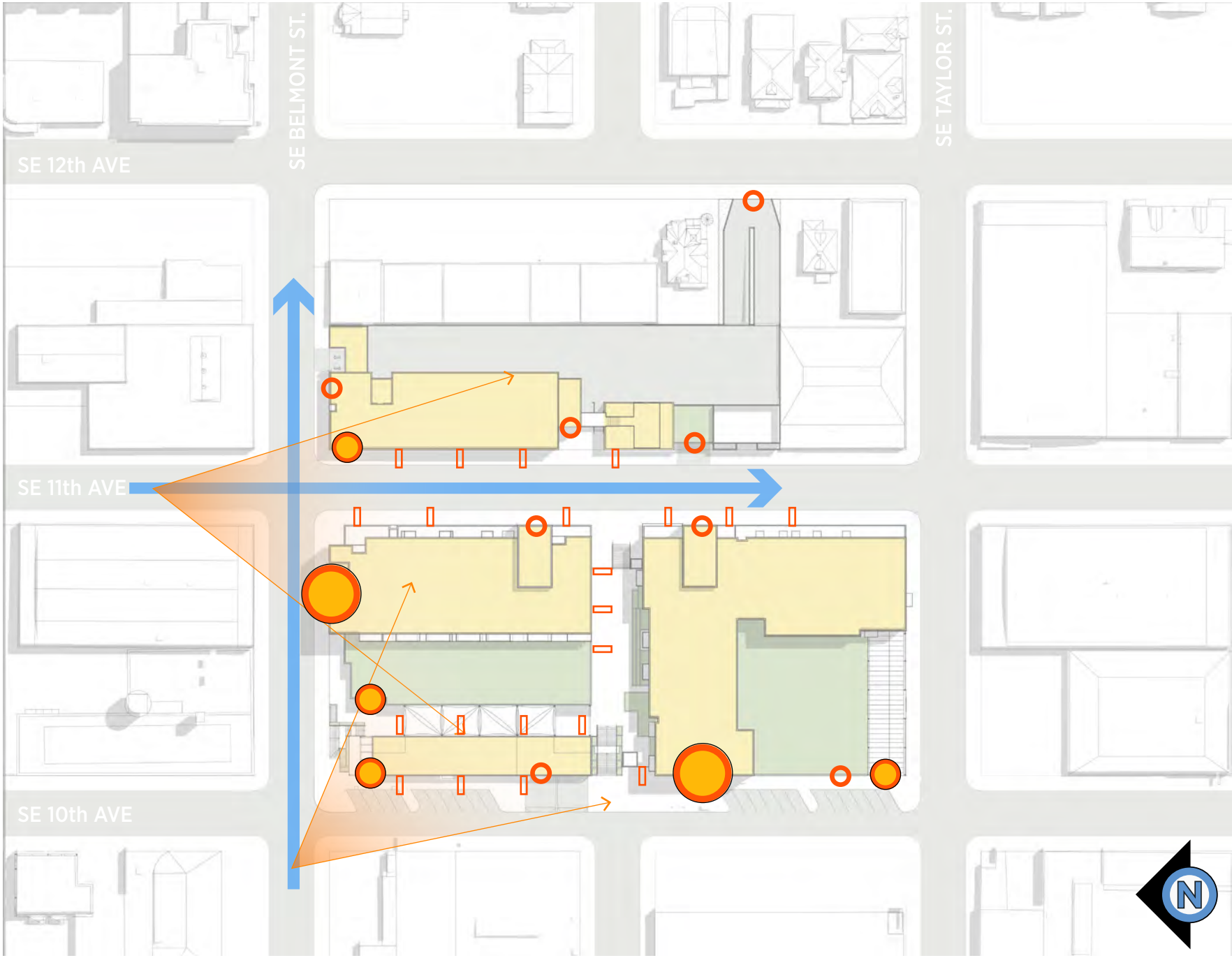


Retail ‘Fusion’/Connectivity



Distributed parking access & loading

Iconic Neighborhood Signage

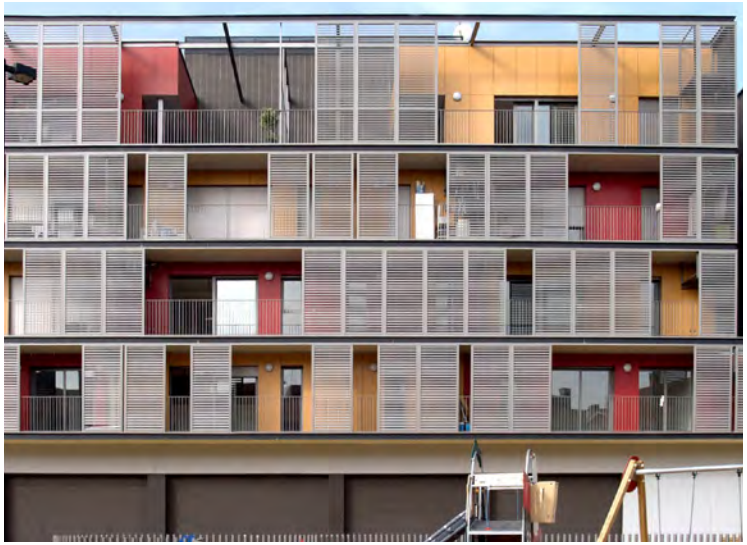


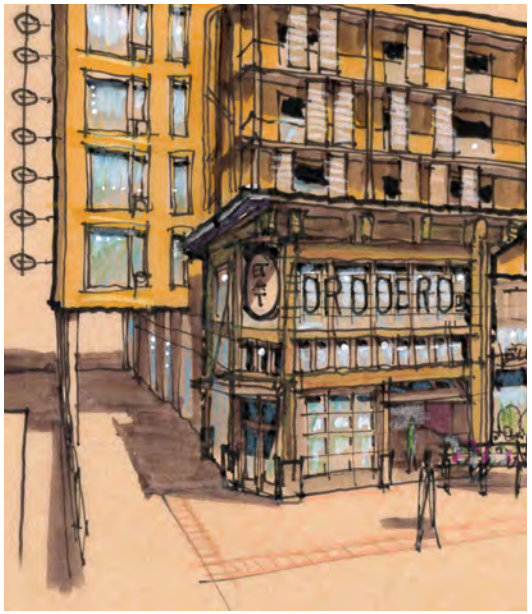
Signage scale - Iconic to Minor

SE BELMONT STREET
SE 10TH AVENUE
SE 11TH AVENUE
SE TAYLOR STREET

A compelling ‘Front Porch’

North Building & Market Retail Bldg

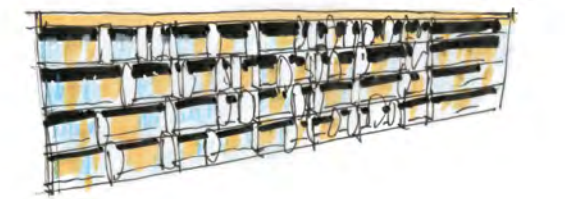


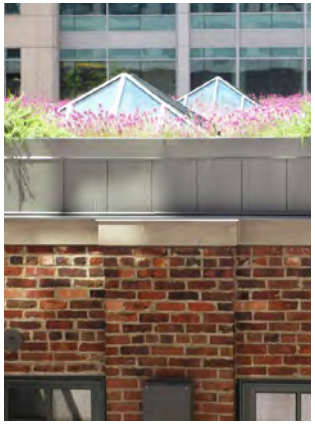


dynamic

North Building Inspiration

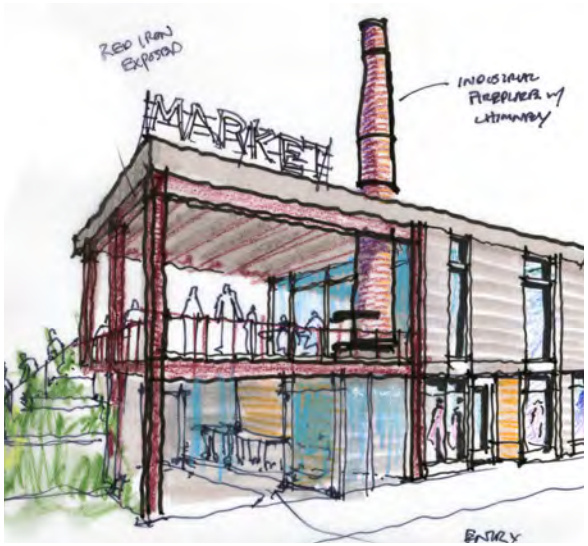
industrial



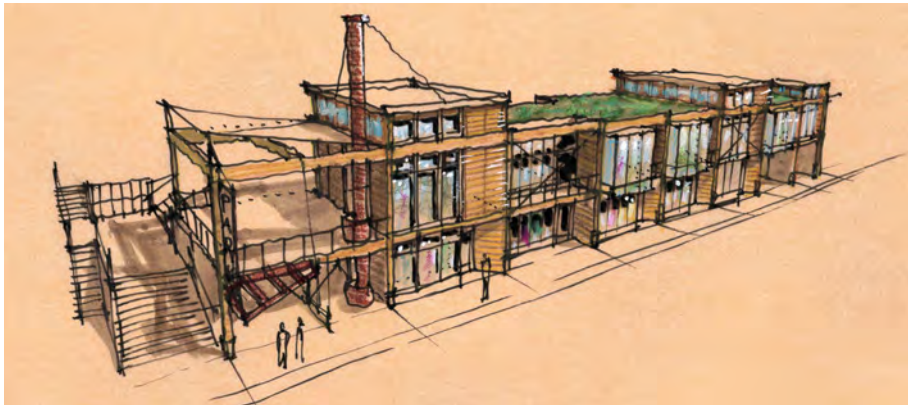


DIY

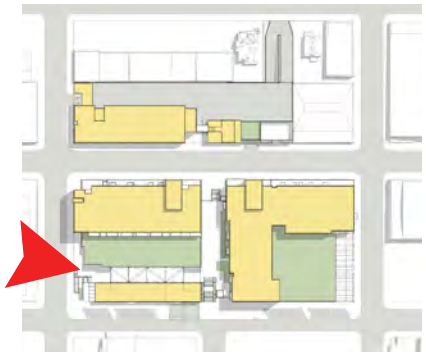
Kit of Parts



Maker culture

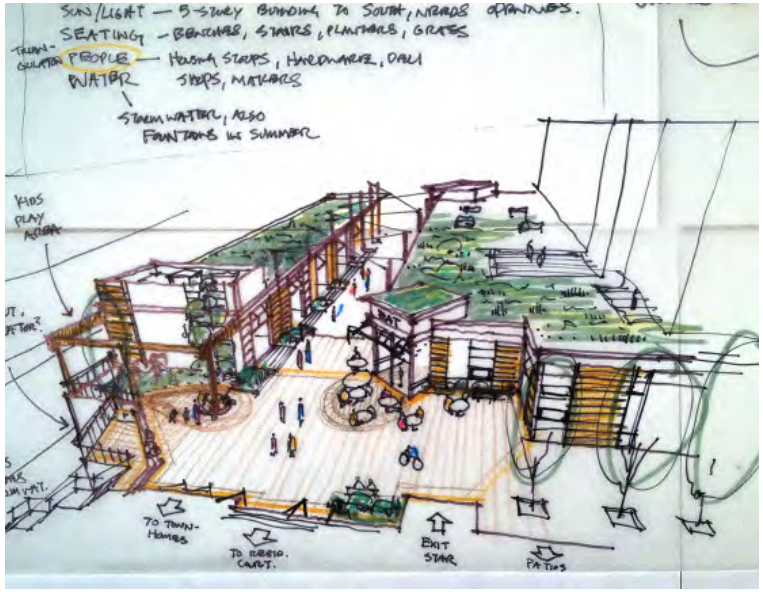


Market Retail Inspiration



An inviting experience...

LOCA's Market Terrace



Market Terrace

LOCA

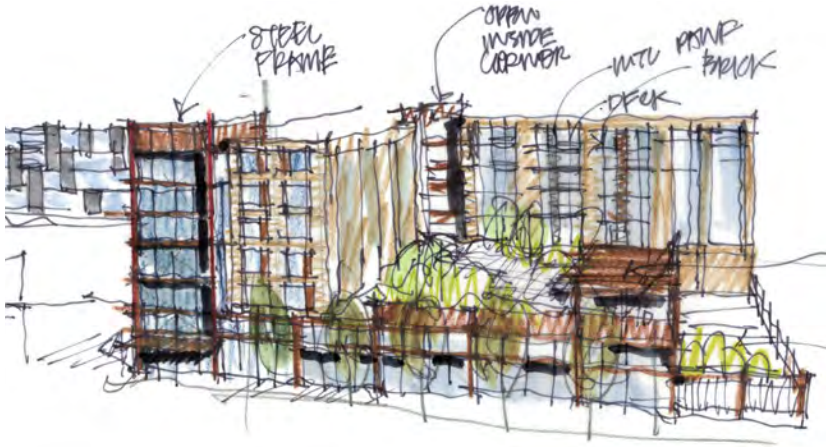
An active 10th Avenue...

South Housing & Retail Building

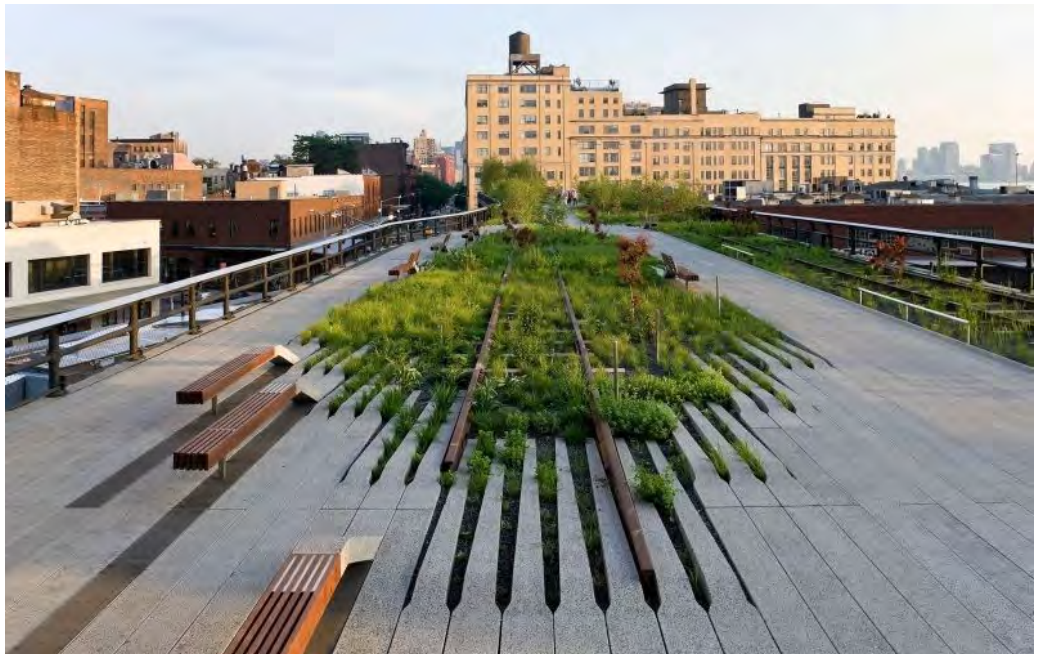
Simple

Industrial Heritage

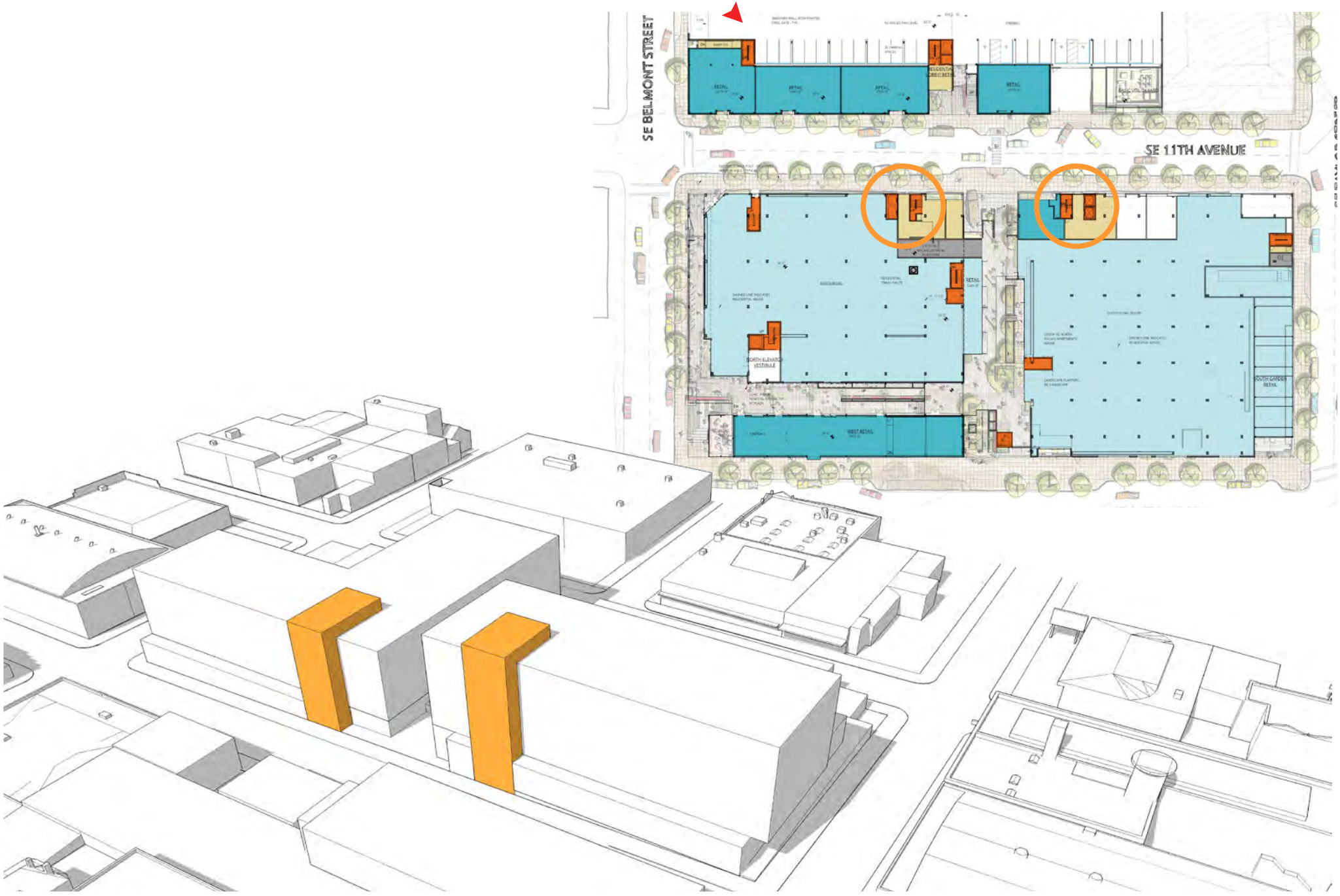
South Building Inspiration



Yamhill Pedestrian Terrace



Ideas to inspire Yamhill Terrace



Elevator Towers

Active neighborhood scale

East Side Building & Retail

East Side Inspiration

Points to Discuss

Modifications and Adjustments

- Belmont frontage between SE 10th and SE 11th. (Modification)
- Parking access off of SE Belmont, between SE 11th and SE 12th. (Adjustment)
- Stair and elevator over-runs - closer than 15' to the street. (Modification)
- Signage standards. (Modification)

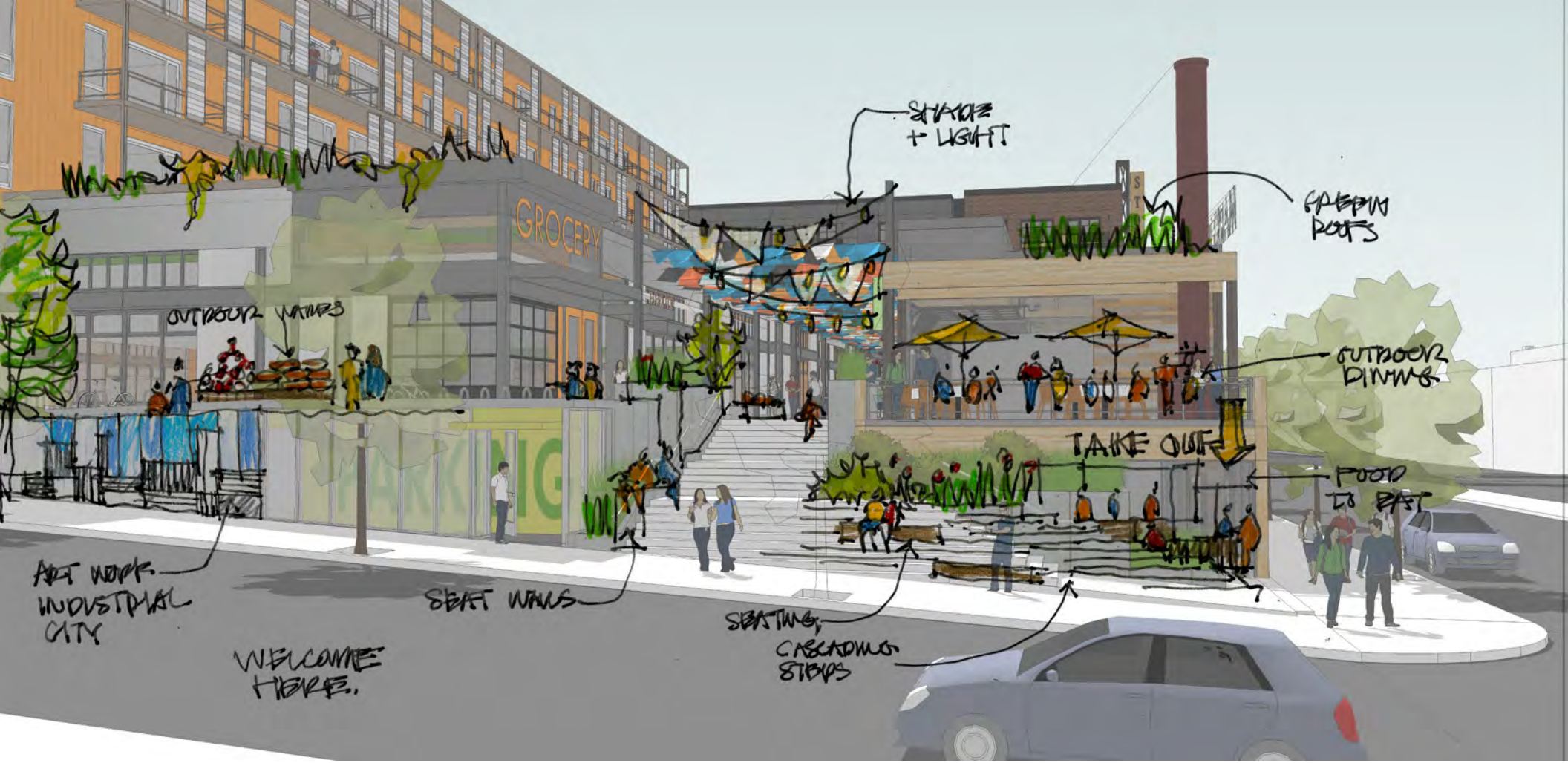
Design

- Massing: Scale & Location on site
- Building Height. (Residential bonus)

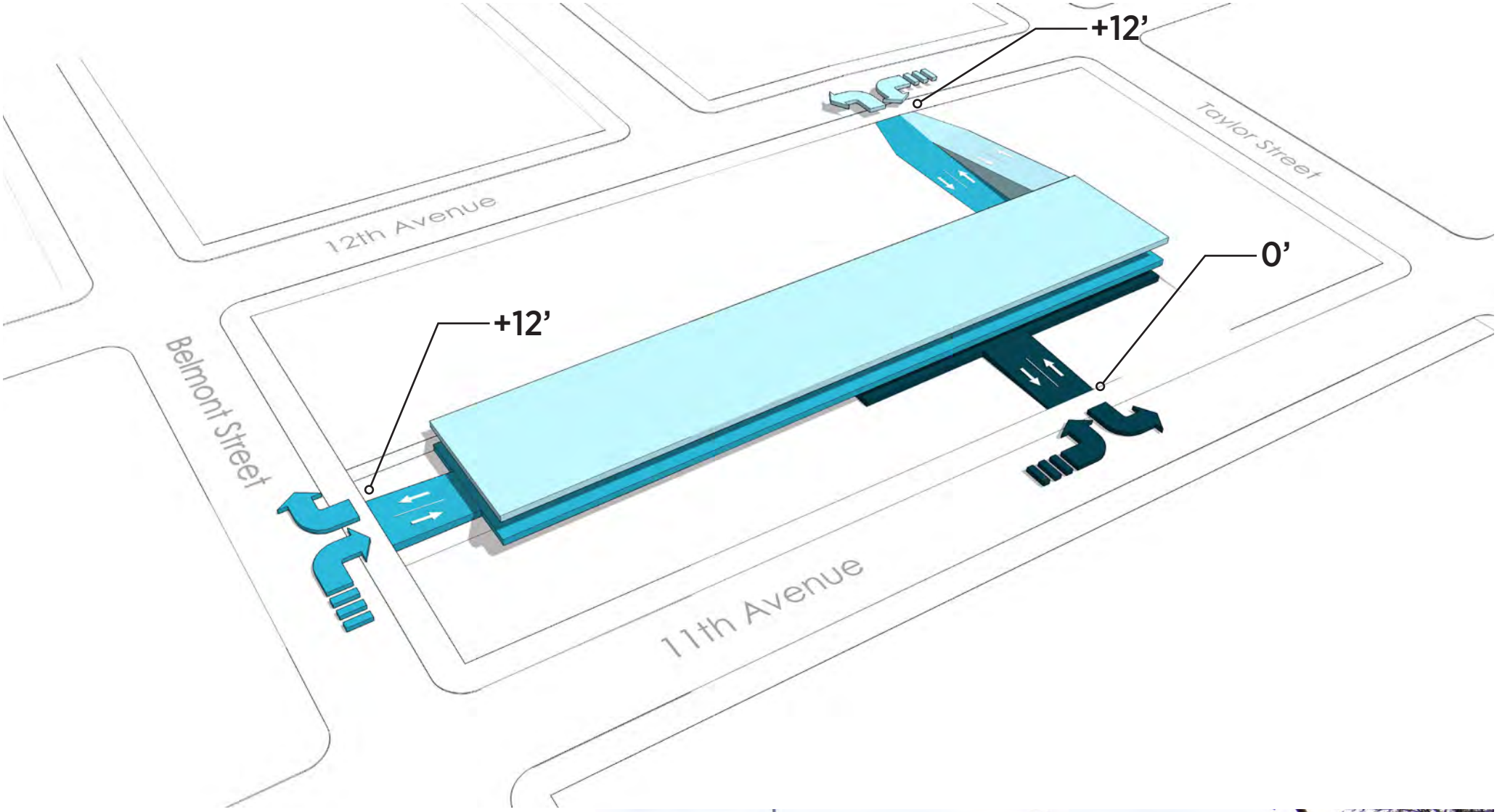
Belmont Front Porch

Modification

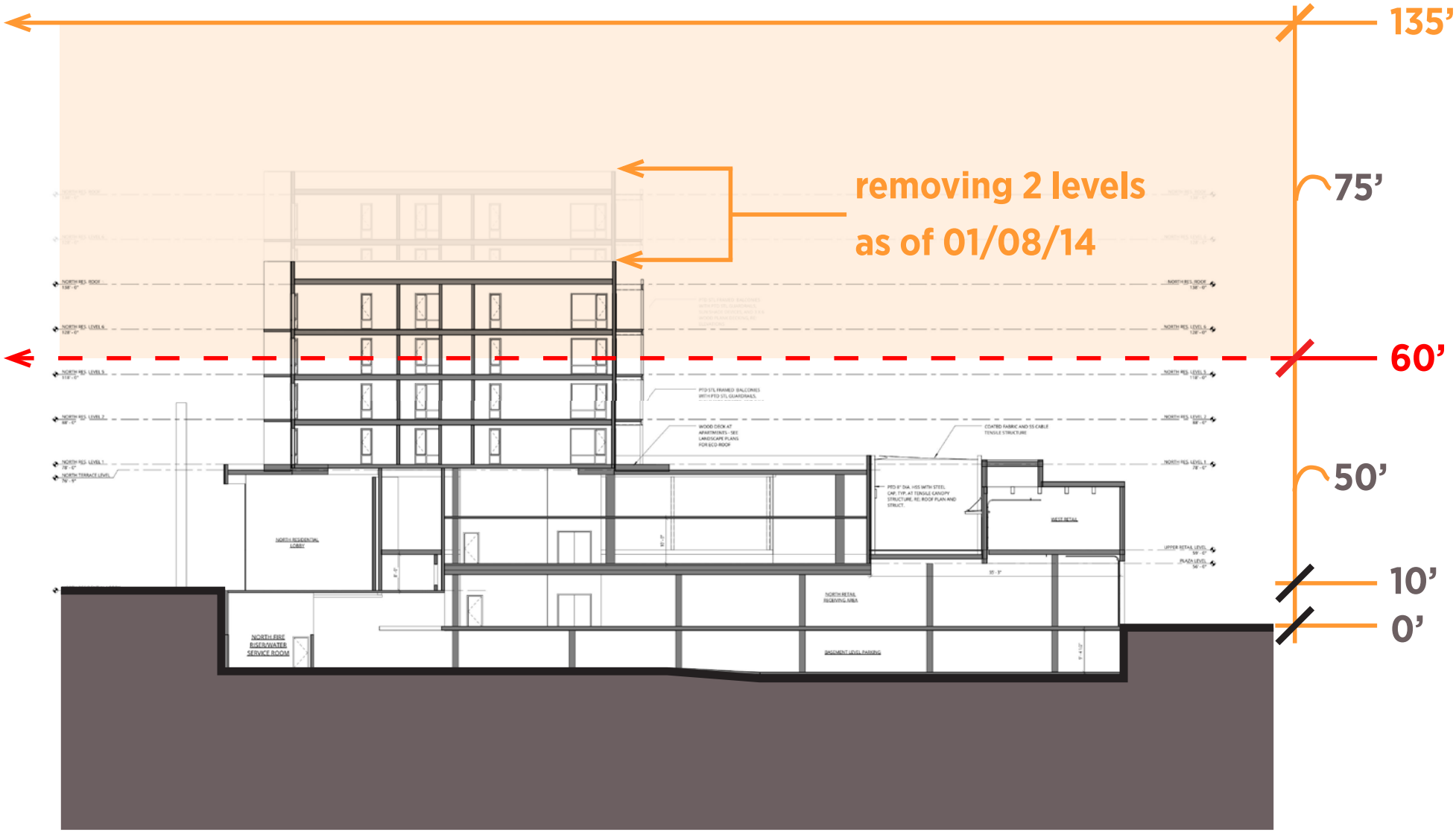
Modifications

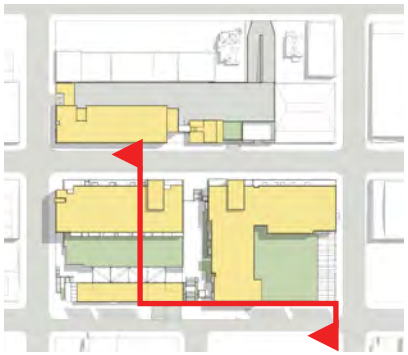


10th & Belmont ‘Welcome’ Corner



Understanding the East Side Parking





Building Height

(Modification)

Local

Authentic

Iconic

Character

Diversity

Active

Accessible

Walkable

Neighborly

Public Places

Gateway

Connected

Sociable

Generational

Sustainable

Working

Commerce

Things-To-Do

Thank You!