

JANUARY 20, 2014



**THE OVERTON  
LAND USE  
DESIGN REVIEW  
NARRATIVE**

FILE NO. LU 13-233011 DZM



**WRITTEN STATEMENT**

project description  
project data  
applicable development standards  
application data

**LEED NARRATIVE**

sustainable features

**DESIGN REVIEW NARRATIVE**

design guidelines

**DESIGN MODIFICATIONS NARRATIVE**





## **PROJECT DESCRIPTION**

### OVERTON PROJECT GOALS

- To create a sense of place for the residents
- To celebrate the unique context of the Pearl District and to anticipate future growth on surrounding sites
- To maximize views and access to daylight for all residents
- To foster a vibrant streetscape and pedestrian activity
- To provide unrivaled residential amenities including podium garden and outdoor swimming pool
- To economically maximize allowable FAR including bonuses up to 7:1
- To provide below grade parking for residents

The Overton will firmly differentiate itself from the market; developing the future without overbuilding what is economically sustainable today.

The Overton will be positioned as the leading for-rent residential project with unit layouts, attractive aesthetics and an amenity package that clearly differentiates it from other properties and competitors.

### DESIGN OBJECTIVE

To accommodate the market today while designed to be timeless.

This enduring element will manifest itself in exterior/interior design, quality of construction, and flexibility to adjust unit mixes in the future.

The amenity package will be a clear market leader, serving to win over residents seeking a Pearl address and multi-neighborhood shoppers as well.

The overall economic profile of the project will be balanced so that the initial projected development yield is still within market levels. We will not overbuild with an eye to the future past the point of what is economically sustainable today.



## PROJECT DESIGN

The building massing consists of a twenty-six story concrete and steel high rise tower with two levels of parking and a two- to three-story podium. The primary height of the podium is 2 stories and its height grows to 3 stories along some lengths of the facade.

## SITE

The northern street face is defined by one story retail and two to three story residential amenities. Townhomes flank the east and west sides further establishing the urban edges for the project.

The grand building lobby is centrally located on site with a large welcoming plaza facing south. The lobby and plaza are integral, forming a virtually seamless indoor and outdoor room. Trees and landscaped planters work together to maintain the building lines and form inviting places for respite. The smaller Pettygrove plaza entrance faces north and provides a second pedestrian entry off of the primary green street. This court offers a more private outdoor patio and garden. Parking access is from 12th Avenue. Service access is from 13th Avenue.

## PODIUM

The podium anchors the building to the neighborhood. It is grounded with richly hued masonry walls punctuated by glazed and unglazed openings. Drawing on influences reminiscent of the warehouse district, it incorporates an elevated sidewalk / dock amenity and will be designed to accommodate flexibility. The third level will provide prime indoor and outdoor amenity spaces.

## TOWER

The 250' tall residential point tower is centrally placed on the site to extend the view zone between the building and its neighbors. The tower's alignment is also rotated off the urban grid and optimized to further increase views and daylight opportunities for residents. The podium is firmly grounded to maintain the urban grid. This tower alignment is significant in defining the dialogue between the building and the river as it parallels the Willamette's edge. This rotated plan will increase residents' privacy and minimize direct viewing into neighboring tower's residential spaces. Light and airy, the tower rises above the podium to brighten the skyline with window wall and textured metal panel facades.

The tower will feature units with large windows and market leading finishes.





## **PROJECT DATA**

**Applicant:** Julie Currier, UNICO Properties, LLC

**Other Contact:** Peter van der Meulen, ZGF Architects, LLP

**Request:** Type III Design Review for a full block residential apartment tower, approximately 250 feet in height, consisting of 26 occupied floors plus mechanical penthouse above grade with approximately 285 housing units and approximately 2,000 SF of ground floor retail, and 2 levels of below grade parking containing approximately 234 parking stalls.

**Lower Levels:** Below-grade parking levels P1-P2; Currently 231 cars including 73 vertical stackers. Pedestrian access is gained through elevator lobby .

**Ground Floor:** Main entry to private residential apartment tower lobby, leasing office, building service, future retail. Access to live/work units and town house units.

**Level 3 - Podium:** Eco-roof with terrace; indoor and outdoor residential amenities

**Levels 4-26:** Apartment Units

**Location:** 1301 NW 12th Avenue, Central City Plan District - River District

**Zoning:** EXd (Central Employment with design 'd' overlay)

**Map:** Central City Plan District North Pearl Sub Area

**Neighborhood:** Pearl District

**School District:** Chapman Elementary School, East Sylvan Middle School, Lincoln High School

**Pre-application Conference:** October 3, 2013

## **APPLICABLE DEVELOPMENT STANDARDS**

### **Base Zone Development Standards**

#### **Primary use table (33.140.100)**

Retail and household living uses in the EX zone

#### **Accessory uses (33.140.110)**

Parking complying with regulations and development standards

#### **Lot size (33.140.200)**

No minimum lot size

#### **Setbacks (33.140.215)**

No setbacks required except where properties abut streets in a pedestrian district or transit streets

#### **Building coverage (33.140.220)**

Maximum building coverage is 100%

#### **Landscaped Areas (33.140.225)**

No minimum landscaping required

#### **Screening (33.140.235)**

No exterior ground floor mechanical equipment or garbage collection proposed

#### **Pedestrian Standards (33.140.240)**

Not applicable

#### **Transit Street Main Entrance (33.140.242)**

Not applicable

#### **Trucks and Equipment (33.140.250)**

Not applicable

#### **Residential Development (33.140.265)**

Not applicable

#### **Demolitions (33.140.280)**

Not applicable

#### **Street Trees (33.140.305)**

As required by the city forester and located as required in the River District Design Standards

#### **Signs (33.510.257, 33.140.300, 32.32.020)**

Maximum sign area 1.5 sf per 1 ft. of primary building wall

Maximum guaranteed area per ground floor tenant: 32 sf

Maximum distance extending into ROW: lesser of 6.5 ft. or 2/3 distance to the roadway

Maximum area extending into ROW: 30 sf

Allowed types: Awning, Fascia, Marquee, Painted Wall, Pitched Roof, Projecting

Signs that are an integral part of the building, carved into the building, and building numbers are exempt from the requirements

### **Base Zone Parking and Loading**

#### **Parking Development Standards (33.266.130)**

No minimum required.

Parking maximums: Residential- 1.7 spaces per unit, Retail Sales and Service- 2 per 1,000, Office- 2 per 1,000.

#### **Bicycle Parking Standards (33.266.220)**

Bicycle parking minimums: Multi Dwelling- 1.5 per unit (2, or 1 per 20 units short term), Retail Sales and Service- 2, or 1/12,000 sf net building area (2, or 1 per 5,000 sf of net building area short term), Commercial- 10, or 1/20 parking spaces.

#### **Loading (33.266.310)**

One loading space of 35 ft. X 10 ft. x 13 ft. high or two loading spaces of 18 ft. x 9 ft. x 10 ft. high

## **APPLICABLE DEVELOPMENT STANDARDS**

### **Central City Plan District Development Standards**

#### **FAR (33.510.200, 33.510.210, 33.140.250)**

Map 510-2 indicates a Maximum FAR of 4:1 or 160,000 sf

The North Pearl Subarea indicates a Maximum FAR through floor area bonuses of 9:1 or 360,000 sf

Bonus floor area options possible include:

Residential bonus for North Pearl Subarea of 2:1- 1 sf bonus per 1 sf residential, up to 2:1

Locker room bonus option of 40 sf per 1 sf locker room

Efficient family size units in North Pearl Subarea - minimum 20 units. 3 br <1200 sf earns 3 sf bonus per 1 sf unit area. 2 br <1000 sf earns 2 sf bonus per 1 sf unit area.

Other potential FAR bonuses include: Rooftop Gardens, Percent for Art, Water Features or Public Fountains, Eco-roof, Middle-Income Housing, Affordable Housing Replacement Fund, and Transfer by a Central City Masterplan.

#### **Height (33.510.205, 33.510.210, 33.140.210)**

Map 510-3 indicates a maximum building height of 100 ft.

Map 510-16 indicates the property is within the North Pearl Opportunity Area- allowing for additional height beyond 100 ft. Floor area above 100 ft. must be earned through bonus FAR provisions.

Height increased to 175 ft. if the length of any facade above 100 ft. does not exceed 150 ft. or no limit if floors above 100 ft. are limited to 12,500 sf and the length of any facade above 100 ft. does not exceed 120 ft..

#### **Required Building Lines (33.510.215)**

No requirements for building lines

#### **Ground Floor Windows (33.510.220, 33.140.230)**

Minimum 50 % of length and 25% of ground floor wall area to be windows opening on to working areas or lobbies, pedestrian entrances or display windows. Does not apply to residential or parking structures setback 5 ft. and landscaped to L2 standards

#### **Required Windows above Ground Floor (33.510.221)**

Not applicable

#### **Ground Floor Active Use Area (33.510.225)**

Not applicable

#### **Minimum Active Floor Area (33.510.226)**

Not applicable

#### **Required Residential Development Area (33.510.230)**

Not applicable

#### **Demolitions (33.510.242)**

Sites must be landscaped within 6 months of demolition unless there is an approved development for the site.

#### **Additional Standards in the North Pearl Subarea (33.510.251)**

NW 13th Avenue height corridor limits height to 75 ft. within 20 ft. of property line.

### **Central City Plan District Parking and Access**

#### **Parking (33.510.261)**

Located in River District 2 parking sector

#### **Parking in River District 2 Parking sector (33.510.265)**

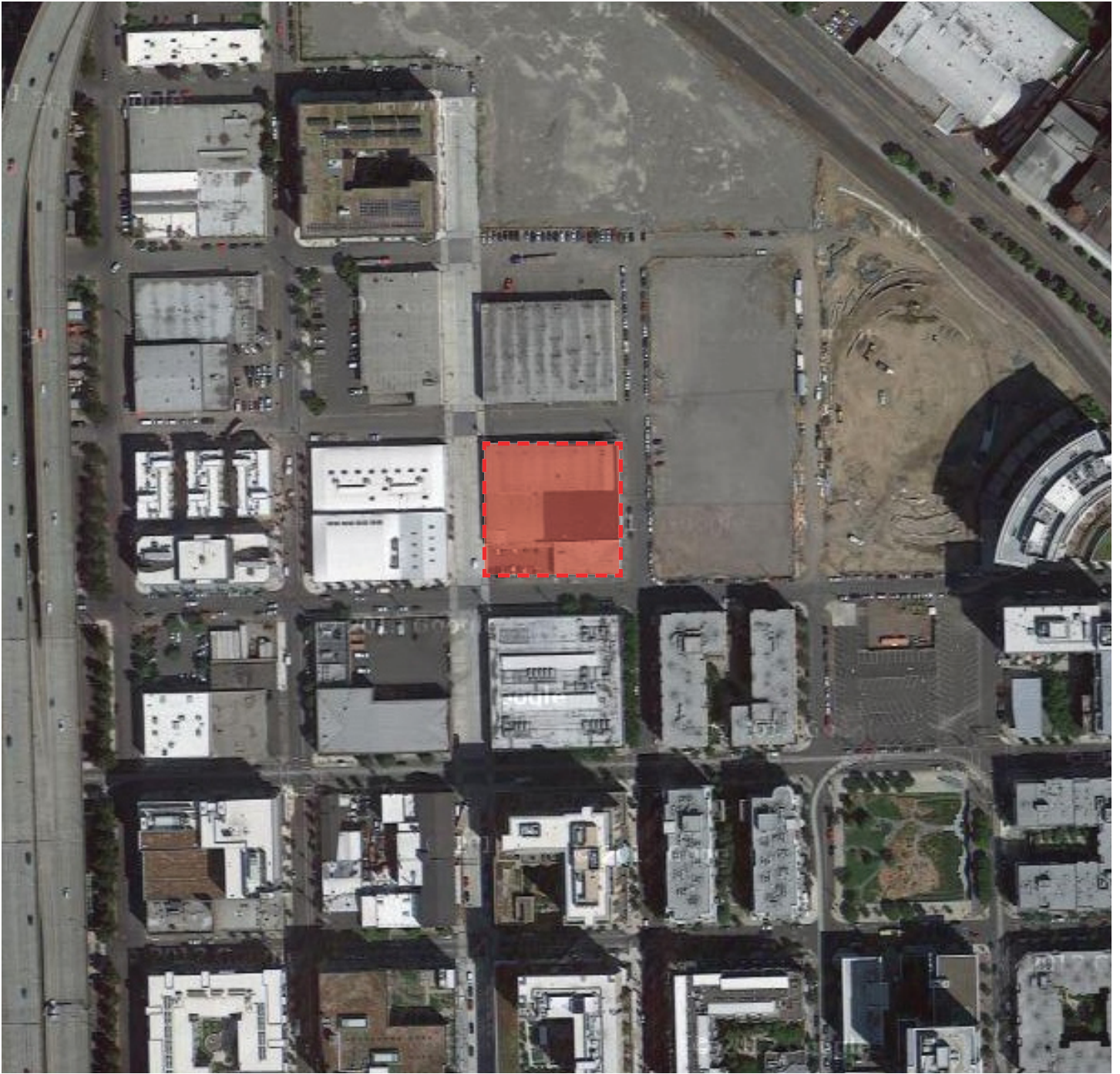
No minimum required.

Parking maximums: Residential/ Hotel- 1.7 spaces per unit.

## **SUSTAINABLE FEATURES**

The Overton will continue the City of Portland's commitment to sustainable design through the following measures. The project is currently on track to achieve a US Green Building Council's LEED rating.

- Encouraging bike use with ample storage and locker room support facilities
- Creating space for low-emitting and fuel efficient vehicles within the parking garage
- Providing over 12,000 sf of eco-roof to reduce stormwater runoff and terraces for residents to enjoy this outdoor amenity
- Building flow through rain-water planters to improve stormwater quality before it leaves the site
- Maximizing natural daylight with large windows and offering efficient lighting systems to reduce energy costs
- Increasing access to outside air with operable window units in each bedroom and living space
- Improving indoor air quality with Low VOC carpets, paints, and sealants
- Reclaiming wood timber from the existing onsite structure prior to demolition for reuse in the new building
- Supplying energy efficient appliances within each unit, and high efficiency boilers to save resources and cost
- Diverting 95% of the construction waste from landfills through recycling



## **Responses to the River District Design Guidelines and Central City Fundamental Design Guidelines**

The applicant has considered and responded to the guidelines for this project as informed by the following goals.

### **The Central City Fundamental Design Guidelines and the River District Design Guidelines focus on four general categories.**

- (A) Portland Personality, addresses design issues and elements that reinforce and enhance Portland's character.
- (B) Pedestrian Emphasis, addresses design issues and elements that contribute to a successful pedestrian environment.
- (C) Project Design, addresses specific building characteristics and their relationships to the public environment.
- (D) Special Areas, provides design guidelines for the four special areas of the Central City.

### **River District Design Goals**

1. Extend the river into the community to develop a functional and symbolic relationship with the Willamette River.
2. Create a community of distinct neighborhoods that accommodates a significant part of the region's residential growth.
3. Enhance the District's character and livability by fostering attractive design and activities that give comfort, convenience, safety and pleasure to all its residents and visitors.
4. Strengthen connections within River District, and to adjacent areas.

### **Central City Plan Design Goals**

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City that is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

**GOALS**

At the inception of the project the design team formulated project goals expressing our aspirations and identifying challenges and opportunities. Our project goals followed from analysis of the urban context in anticipation of specific building design potentials. The Central City Fundamental Guidelines and River District Design Guidelines have provided a critical overlay to the design process, influencing and refining our proposals.

Central City Fundamental Guidelines  
**River District Design Guidelines in bold**

	Urban Goals	Celebrate the unique context of the Pearl District	Foster a vibrant streetscape	Building Goals	Maximize economic development	Create a sense of place for the residents	Maximize views and access to daylight	Provide unrivaled residential amenities	Integrate parking
<b>PORTLAND PERSONALITY</b>									
A1 <i>Integrate the River</i>						•			
<b>A1-1 Link the River to the Community</b>						•			
A2 <i>Emphasize Portland Themes</i>	•								
A3 <i>Respect the Portland Block Structures</i>			•						
<b>A3-1 Provide Convenient Pedestrian Linkages</b>			•						
A4 <i>Use Unifying Elements</i>	•								
A5 <i>Enhance, Embellish and Identify Areas</i>	•								
<b>A5-1-1 Reinforce the identity of the Pearl District Neighborhood</b>	•								
<b>A5-3 Incorporate Water Features</b>	•								
<b>A5-4 Integrate Works of Art</b>			•						
A6 <i>Re-use / Rehabilitate / Restore Buildings</i>					•				
A7 <i>Establish and Maintain a Sense of Urban Enclosure</i>					•				
A8 <i>Contribute to a Vibrant Streetscape</i>					•				
<b>A8-1 Design Fences, Walls, and Gateways to be Seen Over</b>					•				
A9 <i>Strengthen Gateway</i>					•				
<b>A9-1 Provide a Distinct Sense of Entry and Exit</b>					•				
<b>PEDESTRIAN EMPHASIS</b>									
B1 <i>Reinforce and Enhance the Pedestrian System</i>			•						
<b>B1-1 Provide Human Scale to Buildings Along Walkways</b>			•						
B2 <i>Protect the Pedestrian</i>			•						
B3 <i>Bridge pedestrian Obstacles</i>			•						
B4 <i>Provide Stopping and Viewing Places</i>	•								
B5 <i>Make Plazas, Parks and Open Spaces Successful</i>	•								
<b>B5-1 Recognize the Roles of the Tanner Creek Parks</b>	•								
B6 <i>Develop Weather Protection</i>			•						
B7 <i>Integrate Barrier-Free Design</i>			•						
<b>PROJECT DESIGN</b>									
C1 <i>Enhance View Opportunities</i>					•	•			
<b>C1-1 Increase River View Opportunities</b>					•	•			
C2 <i>Promote Permanence and Quality in Development</i>						•			
C3 <i>Respect Architectural Integrity</i>							•		
<b>C3-1 Integrate Parking</b>								•	
C4 <i>Complement the Context of Existing Buildings</i>	•								
C5 <i>Design for Coherency</i>					•				
C6 <i>Develop Transitions Between Buildings and Public Spaces</i>	•								
C7 <i>Design Corners that Build Active Intersections</i>	•								
C8 <i>Differentiate the Sidewalk-Level of Buildings</i>			•						
C9 <i>Develop Flexible Sidewalk-Level Spaces</i>						•			
<b>C9-1 Reduce the Impact of Residential Unit Garages on Pedestrians</b>								•	
C10 <i>Integrate Encroachments</i>						•			
C11 <i>Integrate Roof and Use Rooftops</i>						•			
C12 <i>Integrate Exterior Lighting</i>						•			
C13 <i>Integrate Signs</i>	•								

## GUIDELINES:RESPONSES

### A. PORTLAND PERSONALITY



#### A1. Integrate the River.

Orient architectural and landscape elements including, but not limited to lobbies, entries, balconies, terraces, and outdoor areas to the Willamette River and greenway. Develop access ways for pedestrians that provide connections to the Willamette River and Greenway.

#### A1-1. Link the River to the Community.

Link the Willamette River to the community reinforcing the river's significance.

**A1 & A1-1:** The tower orientation is the most fundamental of the moves to integrate the river. The rotated siting of the tower helps to visually define the River's linkage to the community by paralleling the river's edge, and by directing view corridors past the upper facades toward the river.

Its NE face will be in alignment to the river's edge, and will maximize views from the units to the river. Its glass facade will be perfectly positioned to reflect and repeat views of the river from surrounding buildings. More importantly, the tower's SE and NW tower faces step out of the way of other buildings' views, and will create view corridors toward the Willamette.

Internally, the larger, south facing lobby and the smaller, north-facing lobby will be connected within the building to create flow toward the river for its residents. The pedestrian plaza on Overton Street, which is a key neighborhood pedestrian and bike link to the river, will provide welcome seating and respite, and rain gardens along the east side of the podium, along 12th, will provide pedestrian seating in full view of the Fremont Bridge to the north.



#### A2. Emphasize Portland Themes.

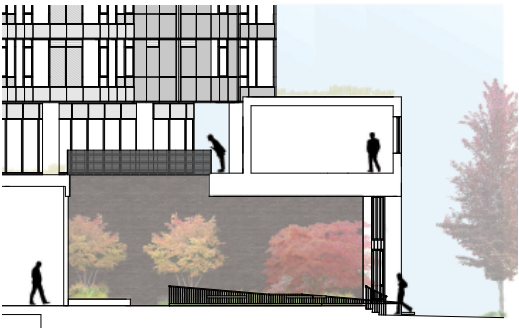
When provided, integrate Portland-related themes with the development's overall design concept.

**A2:** The project develops a contemporary architecture that relates to the Pearl District through its rich contextual materiality, and its strong sense of anchor provided by a lively ground level. At the street scale, the project clads the retail-height first floors with a richly hued and substantial brick façade, grounding the base to fit within the context of 12th and 13th and at a scale that relates to pedestrians. It also extends and continues the theme along NW 13th of raised loading docks.



At the city scale, the tower is rotated and closely aligned with the river's edge to acknowledge and reflect, both figuratively and literally, the presences and importance of the river. The project provides extensive views to the surrounding landscape by the use of a glass window wall system in the tower while still protecting the view corridors of other buildings, and it provides access to the outdoors through plazas and landscaped areas at ground and podium levels, to allow real-time enjoyment of the natural environment represented by many of the Portland themes.





**A3. Respect the Portland Block Structures.**

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.

**A3-1. Provide Convenient Pedestrian Linkages.**

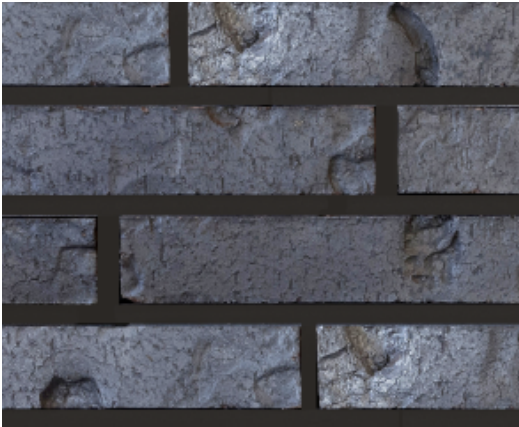
Provide convenient linkages throughout the River District that facilitate movement for pedestrians to and from the river, and to and from adjacent neighborhoods.

**A3 & A3-1:** The proposal will be constructed on a typical city block with a pedestrian-friendly streetscape on all four sides. On the west side, along NW 13th, a raised loading dock will be established to serve six two-story work/live units facing west, thus extending and honoring a structure found on many of the historic buildings on NW 13th. On the north side, Pettygrove, a secondary lobby plaza will provide seating and lingering space for residents and pedestrians alike. On the east façade, 12th NW, rain gardens that manage the podium roof run off will be fitted with seating, so that pedestrians can sit and enjoy the gardens and local street views. Along Overton Street, the large south-facing semi-private pedestrian plaza will welcome residents and passers-by alike to sit and rest.

**A4. Use Unifying Elements.**

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

**A4:** Sidewalk design and pattern will all be per the River District right-of-Way Standards; Portland's Twin Ornamental lights will be used; and the project will incorporate loading dock walkways on 13th Avenue. In addition, the podium façade will be rich-hued brick, in keeping with original industrial buildings. All these features will help tie the project into the neighborhood.



**A5. Enhance, Embellish and Identify Areas.**

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.

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

**A5 & A5-1-1:** Use of dark, clinker-style brick and use of simple architectural forms for the podium façade are in keeping with the urban warehouse character of the Pearl District, as is the two- to three-story height of the podium level. Glazed and unglazed openings punctuating the brick façade are also similar to the older warehouse buildings. This brick base will be in stark contrast to the lighter materials approved for Block 17 to the west and other recent buildings, thus continuing the tradition of variety and contrast in the District.

As a point tower, the building represents a contemporary interpretation of a tripartite composition, with the strong, sturdy podium base of brick balanced by a slender tower component of glass window-wall design. The top steps back in a subtle series of moves, and is designed as an extension of the tower corner elements to be coherent and consistent with the tower. The tower achieves additional verticality through articulation and vertical color differentiation on two of the four corners.

The building's architecture is singular in the district, the first to create a rotated tower above its podium. It is designed to enrich the overall experience in the Pearl, without losing the streetscape character. It will add an element of surprise at this northern gateway to the District, and a new array of views and light effects as it catches and reflects sunlight at different times of day and in a different manner than its neighbors. In addition, with its dark brick base it will be in counterpoint to a number of newer buildings in this particular portion of the Pearl that are light in color or very glassy even at the base.

The building also incorporates aspects of neighborhood architecture in its inclusion of ground-floor retail, live-work spaces served by a raised loading dock, and townhomes with angled windows facing the river and the city.



**A7. Establish and Maintain a Sense of Urban Enclosure.**

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

**A7:** The proposed building extends to the property line or near it on three sides. On the fourth, along Overton, the building proposes a large semi-private pedestrian plaza, separated from auto traffic, for the enjoyment of residents and the public. A portion of this plaza is overhung by the point tower, creating an indoor-outdoor room that blends seamlessly into the grand lobby. This overhang provides a sense of enclosure and weather protection to users of the plaza.

Based on discussions at the design advice meeting, the building has been redesigned to remove the auto access to the south plaza. As a result, the plaza is now buffered on the east by an enclosed garage entrance, on the north by the grand lobby and a large overhanging offering three-season protection, and on the south by trees and landscaping enclosing the southern edge. These modifications make the outdoor courtyard useable during more seasons for events and everyday enjoyment. Along with this, the corner of Overton and 12th streets proposes a strongly defined raised planter in lieu of building mass. This allows more morning sun penetration into the courtyard while maintaining a sense of enclosure.

**A8. Contribute to the Cityscape, Stage and the Action.**

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.

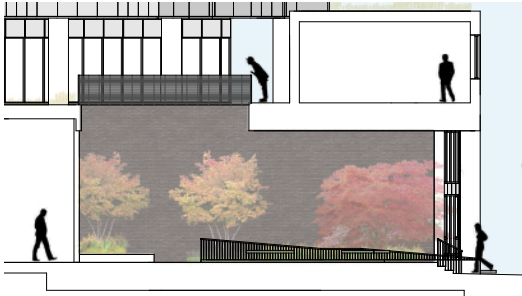
**A8-1. Design Fences, Walls and Gateways to be Seen Over.**

Design fences, walls and gateways located between a building and the sidewalk to be seen over to allow for social interaction.

**A8 & A8-1:** The project has two considerable plazas, one at the south face of the building at Overton, and a smaller, more intimate plaza at the north-facing Pettygrove building entrance. Both are connected to the street and extend the sidewalks edge, softened with a variety of plantings. At Pettygrove, the entrance is configured to allow views into an internal north-south pedestrianway with an overhead opening that provides natural lighting.

The large south plaza is connected to the lobby by an overhang, where the tower hovers over the podium on columns, and invites pedestrians into an indoor-outdoor room that provides weather protection, and leads to the grand interior lobby. This indoor outdoor room will function in three-seasons as comfortable, flexible space.

Along the retail corner at Pettygrove and 13th, the project's NW corner, the building is setback on both sides along the sidewalk to allow retail to spillover onto the sidewalk, for bistro seating or other pedestrian use.



## B. PEDESTRIAN EMPHASIS

### **B1: Reinforce and Enhance the Pedestrian System:**

Develop and define the different zones of a sidewalk.

#### **B1-1. Provide Human Scale to Buildings along Walkways.**

Provide human scale and interest to buildings along sidewalks and walkways. This guideline may be accomplished by:

- 1) Providing street furniture outside of ground floor retail, such as tables and chairs, signage and lighting, as well as large windows and balconies to encourage social interaction.
- 2) Providing stoops, windows, and balconies within the ground floors of residential buildings.

**B1 and B1-1:** On the full perimeter of the block, the podium is between two or three stories above the street, providing human-scaled roof heights.

The proposal features a significant amount of glazing at ground level, seen at: the two-story live-work units with flats above; at the NW retail corner at 13th and Pettygrove; along resident-amenity spaces on Pettygrove; in the angled town-home windows along 12th, and in the grand lobby entrance with its seamless indoor-outdoor room.

Where the tower extends to the ground floor, the building provides a large overhang to cover and protect the pedestrian, and to provide outdoor space for three-season use, connected to the lobby. This space will be furnished with moveable street furniture for a variety of purposes.

Street furniture in the form of integrated seating is provided along 12th as part of the storm water treatment. Built-in benches and planter seat walls are proposed for several locations on the Overton frontage.

The ground floor townhouses along the 12th Street frontage are set back to allow a small planting front yard that will frame views to and from living spaces in the adjacent units.

Continuous awnings and a setback from the property line along the retail frontage at Pettygrove and 13th will allow outdoor seating or bicycle parking under the weather protection of the awning.

Live/work units facing 13th at the SW corner of the project will open onto a raised loading dock structure.



**B2. Protect the Pedestrian.**

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.

**B2:** The large south-facing plaza was originally proposed as pedestrian during the day and then allowing vehicle drop-off in the evenings. In response to the Design Review Commission’s feedback at the DAR hearing and staff’s suggestion, vehicular traffic has been eliminated within the plaza, and the vehicular entrance further hidden in a covered passage. The project has one auto entrance, on 12th, which is now setback from the sidewalk and enclosed on all sides, providing physical and visual separation for the pedestrian.

Street frontage design is per the River District right-of-Way standards including tree plantings and bioswales in the furnishing zone and on-street parking, both providing a clearly defined, protected, pleasant environment on all three sides. The fourth side, 13th Avenue, will provide loading dock height pedestrian access, completely separating pedestrian activities from vehicles in the street below. 13th is the location of the single loading access door, also within code standards. Mechanical exhaust is screened and located away from pedestrians.

Street lighting characteristic of the District will be used throughout to provide a layered, modest lighting system. The plaza will be lit with step-lights and spill-over light from the glazed-front lobby.

**B1. Reinforce and Enhance the Pedestrian System.**

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.

**B3. Bridge Pedestrian Obstacles.**

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

**B1 & B3:** An elevated dock creates a path along 13th where sidewalks are not allowed, protecting the pedestrian from automobile traffic and creating a visual elevation inviting pedestrians to explore, consistent with the character of the Pearl District.

Sidewalks are proposed to meet city standards on three street frontages with parking along the curb to provide a sense of pedestrian safety from traffic. Frontage zones on NW Overton, are shown to be planted with tree groupings to create both an entrance and a buffer to this semi-private realm.



**B4. Provide Stopping and Viewing Places.**

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

**B4:** At the retail corner (Pettygrove and 13th), the building is setback 3 feet on both frontages to allow outdoor bistro-style seating within the property line on this sunny western exposure.

Stormwater planters fronting 12th and at the southeast corner of Overton will include integrated seating for the enjoyment of the public.



**B5. Make Plazas, Parks and Open Space Successful.**

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.

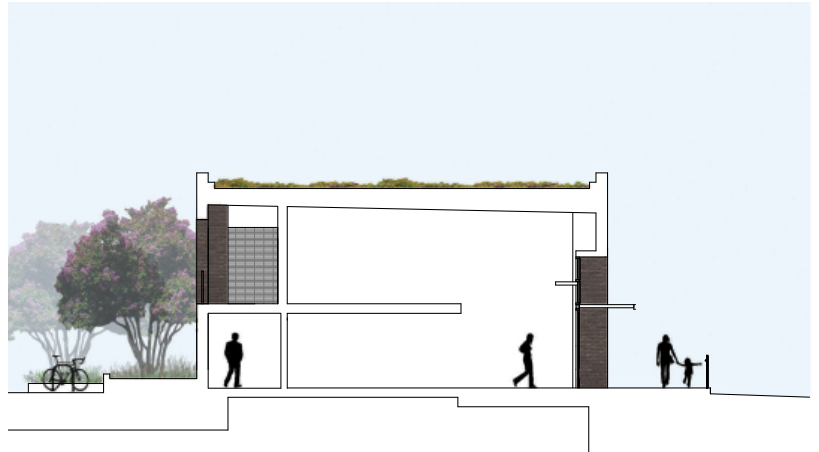
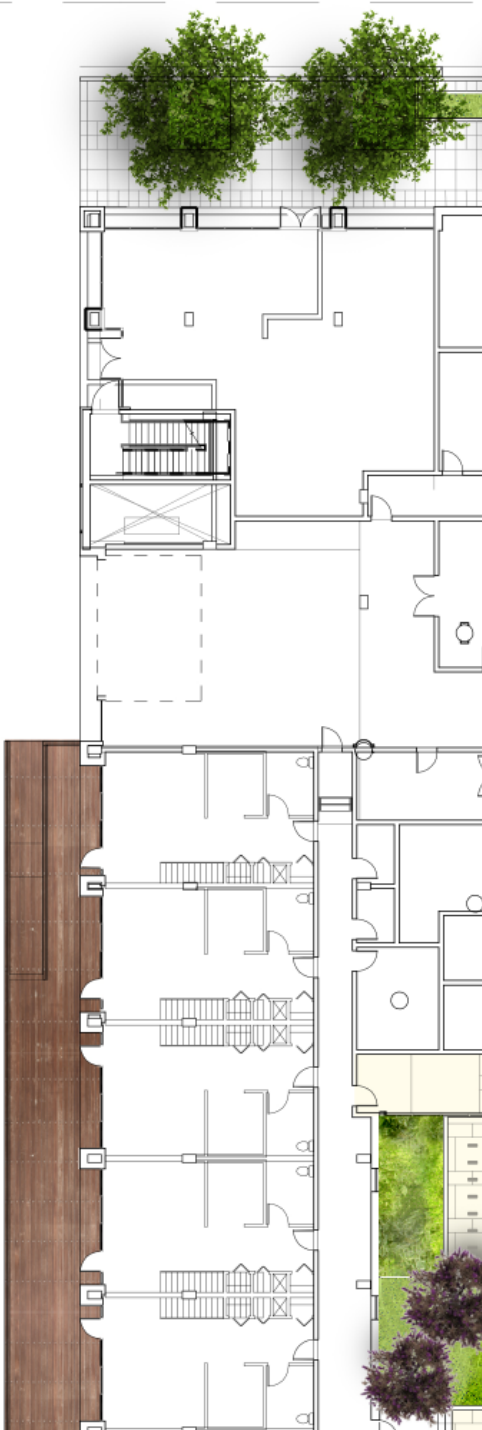
**B5-1. Recognize the Roles of the Tanner Creek Parks.**

Strengthen and enhance the Tanner Creek Parks as both a neighborhood park system and an extension of the North Park Blocks.

**B5 & B5-1:** Although this property is not directly on any of the Tanner Creek parks, the team recognizes and strives to strengthen the strong connections provided by this string of parks.

- The tower is rotated to align with the river’s shoreline, to reflect and acknowledge the importance of the river.
- The open plaza on the south side of the property is surrounded by various planting beds and creates a significant addition of open space to the community. The plaza is oriented toward Overton, which is a key bicycle, pedestrian and auto connector to the river.
- Green roof elements at the third level, above the podium and serving the amenity spaces, provide greenery and a connection to the parks from above.
- The treatment of storm water in rain gardens along 12th also reminds the pedestrian of the importance and presence of ground water in this urban environment.





**B6. Develop Weather Protection.**

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.

**B6:** Continuous integrated weather protection is provided along the retail at the corner of Pettygrove and 13th. This identifies the corner as a place of commerce, and will allow pedestrian protection as well as protection for outdoor seating.

Residents entering the building at the southern plaza in particular will be covered by a large overhang that creates a seamless indoor-outdoor entrance to the lobby.

Further south on 13th, the live-work spaces show weather protection above the door. This provides architectural definition for the door, without blocking either views or light from inside. We believe that, in this transitional use of live/work, continuous awning would cause confusion by improperly announcing a purely commercial space where none exists.

In addition, continuous weather protection along this frontage would block views from the second level. In the event the upstairs level is residential, 13th would benefit from having eyes on the street at all hours from those upstairs residents. In the case where the entire unit is commercial, the upstairs level would also benefit by having street views. However the owner is amenable to creating a continuous canopy should the space become commercial at a later date.

**B7. Integrate Barrier-Free Design.**

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

**B7:** Access for all is integrated into the building's design with ground-level exterior connections at all main entry points.



## C. PROJECT DESIGN

### C1. Enhance View Opportunities.

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 façades that create visual connections to adjacent public spaces.

**C1:** Placement of the point tower on this block carefully protects view corridors for other buildings, and by rotating the tower at an angle to the street grid, those view corridors are expanded and aligned to the river. Windows for the residents are now directed toward the river shoreline on the NE side, maximizing that experience for those occupants.

Residents of the other three sides will have spectacular river and city views as well. The Fremont Bridge and river will be viewed from the NW facade of the tower. The SW and the SE sides will have views of the Pearl District and the Central Business District and beyond to the south waterfront.

By rotating the tower, windows in the tower do not directly align with windows of any other building, so privacy is preserved within the tower and at adjacent properties. Their views are directed elsewhere rather than into another person's home.

Along 12th, the six townhomes' windows are slanted, three toward the north and three toward the south. These direct the views from within the units to the river for the northern three, and to the center of the Pearl District for the southern three.

The south-facing plaza is oriented to Overton Street, the key east/west pedestrian connection to the river, and provides integrated seating for pedestrians and bicyclists on that route.

### C1-1. Increase River View Opportunities.

Increase river view opportunities to emphasize the River District ambiance.

**C1-1:** This building is several blocks from the river itself and one block from the new Fields Park. It is located between a green street, Pettygrove, and a key bicycle, pedestrian and auto connector to the river, Overton Street. The building's large south-facing plaza will create open space relief and respite for bicyclists and pedestrians.

For the residents, the podium-roof amenities located on the third level will have close views of the river from a variety of both active and passive spaces, including indoor and outdoor seating, game areas and pathways. In the tower itself, residents will have spectacular views of the river and beyond as described in C1, and view corridors and privacy are protected for others by the angle of the tower in relation to the surrounding street grid.

Seating along 12th integrated with the rain gardens, and along 13th at the retail space (Pettygrove and 13th) will have views up the avenues to the Fremont Bridge and, by extension, the river.





**C2. Promote Quality and Permanence in Development.**

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

**C2:** Building materials are primarily dark-colored, clinker-style brick at the podium, with commercial window systems, and glass window wall above, on the point tower. These are high-quality, timeless materials. Color variations being considered for the tower are understated and elegant to ensure they stand the test of time.

The building's design is simple yet dynamic, setting an architectural precedent in the area, by introducing a tower twisted 45 degrees on its podium to create new views and protect existing views.



**C3-1. Integrate Parking.**

Design parking garage exteriors to visually integrate with their surroundings.

**C3-1:** Parking is entirely below ground for autos, along with long-term bicycle parking for over 450 bicycles, and a bike-related locker room and shower in the garage. Short term bicycle parking is provided at street-level at both building entrances.

The garage entrance is from 12th, and the drive lane turns 90-degrees as it begins to ramp down into the building. In response to the Design Review Commission's feedback at DAR and staff's suggestion, vehicular traffic has been eliminated within the plaza, and the vehicular entrance further hidden in a covered passage with a sustainable eco-roof. The garage door is approximately 40' from the street behind a stormwater planter along Overton and the ramp is not visible from the street.



**C4. Complement the Context of Existing Buildings.**

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

**C4:** The North Pearl height opportunity area describes several goals for tower-style design. This tower meets a number of those desires. By angling the tower on the podium, it creates a visually permeable structure, celebrating views past and beyond the tower to other parts of the city, including to the Fremont Bridge, the Central Business District and beyond, and across I-405.

This same tower creates a singular and dynamic new form to the skyline, complementing and contrasting with other window wall towers in design or under construction. Its glassy exterior, because it is angled differently than other towers, will catch and bounce city lights and sunlight in ways its neighbors do not, adding a new and interesting element.

Surrounding new buildings that are under design or construction seem to have focused on light colored or fully glass exteriors. This building adds back the element of rustic, rich, dark brick to ground and balance the tower, and provide texture at the street level. The project effectively weaves together the warehouse-style form of nearby existing buildings and the planning objective to increase height in the opportunity area.





**C5. Design for Coherency.**

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.

**C5:** Careful articulation of the building into base, body and top results in a clarity and coherency of expression. The articulation of the window system at two corners adds verticality to the tower and delineates programmatic elements, while grounding the base.

The two main materials are dark, rich brick to establish the pedestrian experience, with a sleek window wall tower above. Integrated planters, setbacks at the retail corner, storm water planters and the 13th Avenue raising loading dock all provide human scale and a pedestrian welcome at street level.

Street lighting will utilize Pearl District standards, and plaza lighting will enhance the plaza and entrances.

**C6. Develop Transitions between Buildings and Public Spaces.**

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.

**C6:** The main lobby is envisioned as an indoor-outdoor room. It extends south from the building footprint, first as a covered plaza and then transitioning to an open plaza and on to the sidewalk at Overton. Enclosed by arms of the building and by extensive landscaping, this large outdoor room will serve as a transition and an event space.

This secondary entrance, on Pettygrove, will have its own more intimate plaza with seating and landscape, as a transition into the building from the north. Along 12th, which is more residential and quiet, a landscaped zone and storm water planters provide a graceful transition from fully private to public sidewalk.

The raised loading dock structure along 13th will serve as movement space for pedestrians to avoid vehicular traffic along 13th. At the retail corner of Pettygrove and 13th, private space between the sidewalk and building edge provide for bistro-style seating.



**C7. Design Corners that Build Active Intersections.**

Use design elements including, but not limited to, varying building heights, changes in façade 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.

**C7:** Two corners of this building are occupied by flexible retail; The NW corner, at 13th and Pettygrove, has an 1800 SF retail space wrapping the corner, with store-front window system, outdoor seating and high ceilings. This is not currently an active retail street, but it may become more so as the North Pearl develops.

The SW corner, at 13th and Overton, is defined by the raised loading dock walkway serving six live/work spaces. This arrangement is congruent with the docks found in the historic district to the south, and extends the vernacular northward. Both the main (south) lobby and the secondary (north) lobby are centered on the block. The south plaza, facing Overton, is enclosed at the southern edge by a series of planters that soften and enclose the plaza edge and provide a welcoming entrance to the semi-public space.

**C8. Differentiate the Sidewalk-Level of Buildings.**

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.

**C8:** The scale and proportion of the brick base relates to surrounding urban streetscape and to the traditional brick warehouse style. Retail and residential facades of the building at sidewalk level are punctuated by a carefully proportioned glazed window system.

The tower changes to a glassy window wall with strong verticality in its design elements. At the transition between podium and tower, a subtle fully glazed setback creates the perception that the tower hovers lightly above the podium.

**C9. Develop Flexible Sidewalk-Level Spaces.**

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

**C9:** The key flexible space is the south-facing plaza. As envisioned, it will accommodate pedestrian traffic, passive and active uses such as food and wine events, farmer's market, parties, or simple chairs and tables for resident and public uses. Setbacks at the retail corner on Pettygrove and 13th will allow outdoor movable furniture to activate and occupy the space.

**C9-1. Reduce the Impact of Residential Unit Garages on Pedestrians.**

Reduce the impact on pedestrians from cars entering and exiting residential unit garages by locating garage access on alleys, and active spaces on ground floors that abut streets. This guideline may be accomplished by:

**C9-1:** A simple, hidden approach to the parking reduces the impact of parking. The single entry into the parking garage is screened with landscaping and differentiated with paving to prioritize the pedestrian experience.



**C11. Integrate Roofs and Use Rooftops.**

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

**C11:** Extensive eco-roofs rooftops integrated the podium roof provide panoramas of the district, and become sustainable features to manage stormwater. The extensive use of green roofs and paving elements will also improve the view of the podium rooftop from other buildings.

Uses are both active and passive, with indoor amenity spaces opening to gardens, paths, grilling stations with tables and chairs, children's play areas and more. These outdoor amenity spaces extend to the parapet at some locations, providing views over the close-in streetscape and further to the river and District views. Some landscaping will be visible from the street, providing warmth and connection to the street.

**C12. Integrate Exterior Lighting.**

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.

**C12:** Lighting will enhance the architecture and provide pedestrian safety and wayfinding. The design team values a dark sky, and strives to balance safety to concerns for impacts on the night skyline.

**C13. Integrate Signs.**

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.

**C13:** Signage will be pursued separately, most likely within the 32-square foot exemption for design review, or through the design review process for larger signage. The intent is to integrate signage with the building's architectural language.

**DESIGN MODIFICATIONS**

**33.825.040 Modifications That Will Better Meet Design Review Requirements:**

**The following Modification is requested:**

Bike Parking PCC 33.266.220C. This standard requires bike rack parking spaces to be 2' wide x 6' long. We request to reduce the dimensional standard for width by 6 inches so that 467 of the 473 long term bike parking spaces are accommodated by a wall-hung vertical rack system that provides parking that is spaced 18 inch on center, with a 6 inch stagger. Four (4) long term bike spaces will be in horizontal racks that meet the standard. No modification to the number of required bicycle parking spaces is sought.

In addition to the 471 residential and 2 retail long term spaces the project is providing 17 short term spaces for a project total of 490 spaces.

**Modification Specifics:**

A. Better meets design guidelines. The resulting development will better meet the applicable design guidelines

**Response:**

The project includes 473 total long term bicycle parking spaces (residential and retail), which are comprised of the required 430 long term spaces plus an additional 43 spaces (10%) required to achieve the locker room FAR bonus bringing the total long term space requirement to 473. Accommodating 473 bicycle parking spaces in a horizontal rack would consume considerable floor area (5,652 sf + maneuvering area). Relying upon a vertical/wall hanging bike rack is a more efficient use of space (1,760 sf), and is identical to the parking system recently approved in the Pearl Block 17 project (LU 13-178392). The proposed functional and space efficient system better meets the design guidelines because it eases floor plan demands and results in active uses at the street, such as commercial use, lobbies and residential units.

B. Purpose of the standard. On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

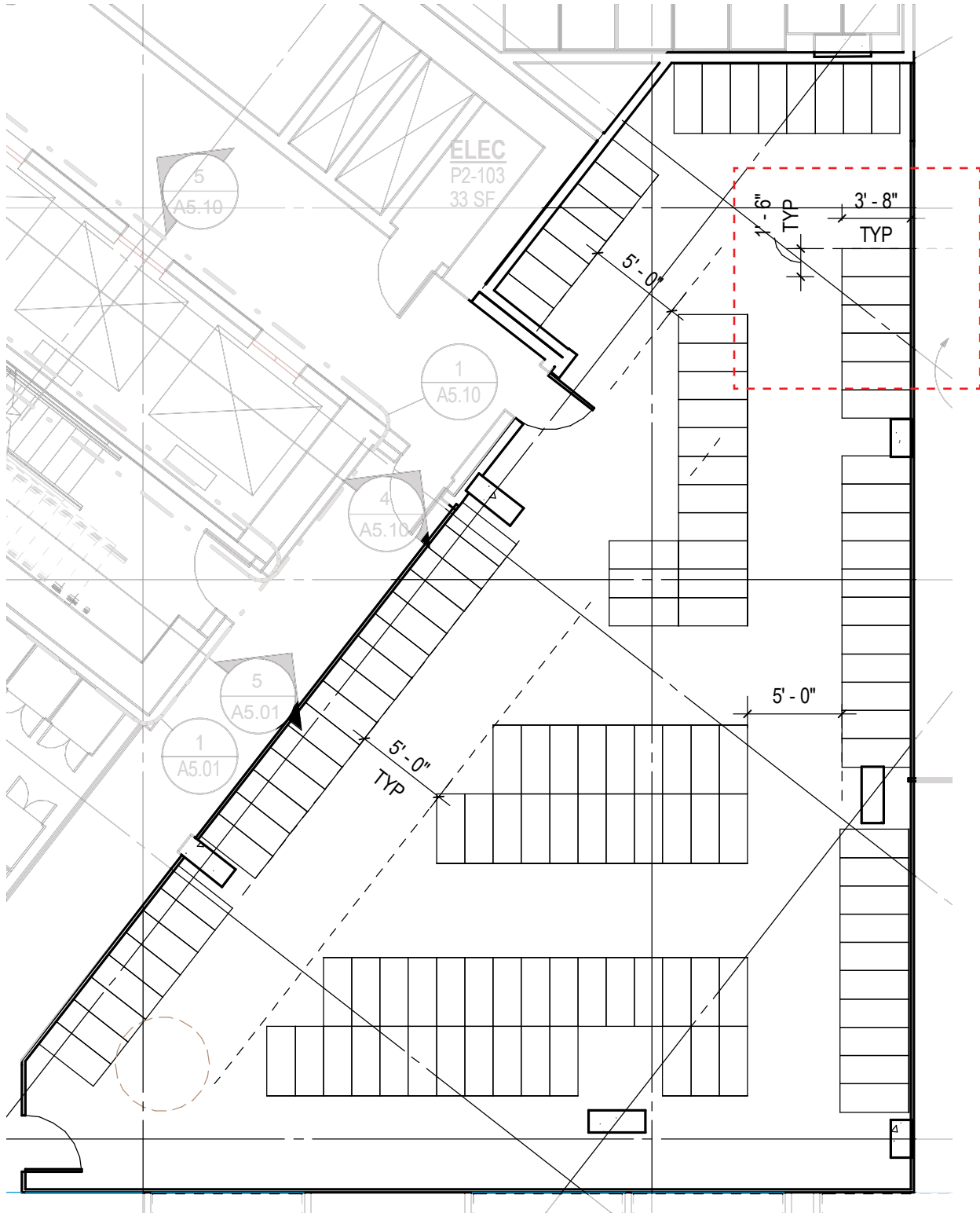
The purpose of the bike parking standards is:

PCC 33.266.220.C These standards ensure that required bicycle parking is designed so that bicycles may be securely locked without undue inconvenience and will be reasonably safeguarded from intentional or accidental damage.

**Response:**

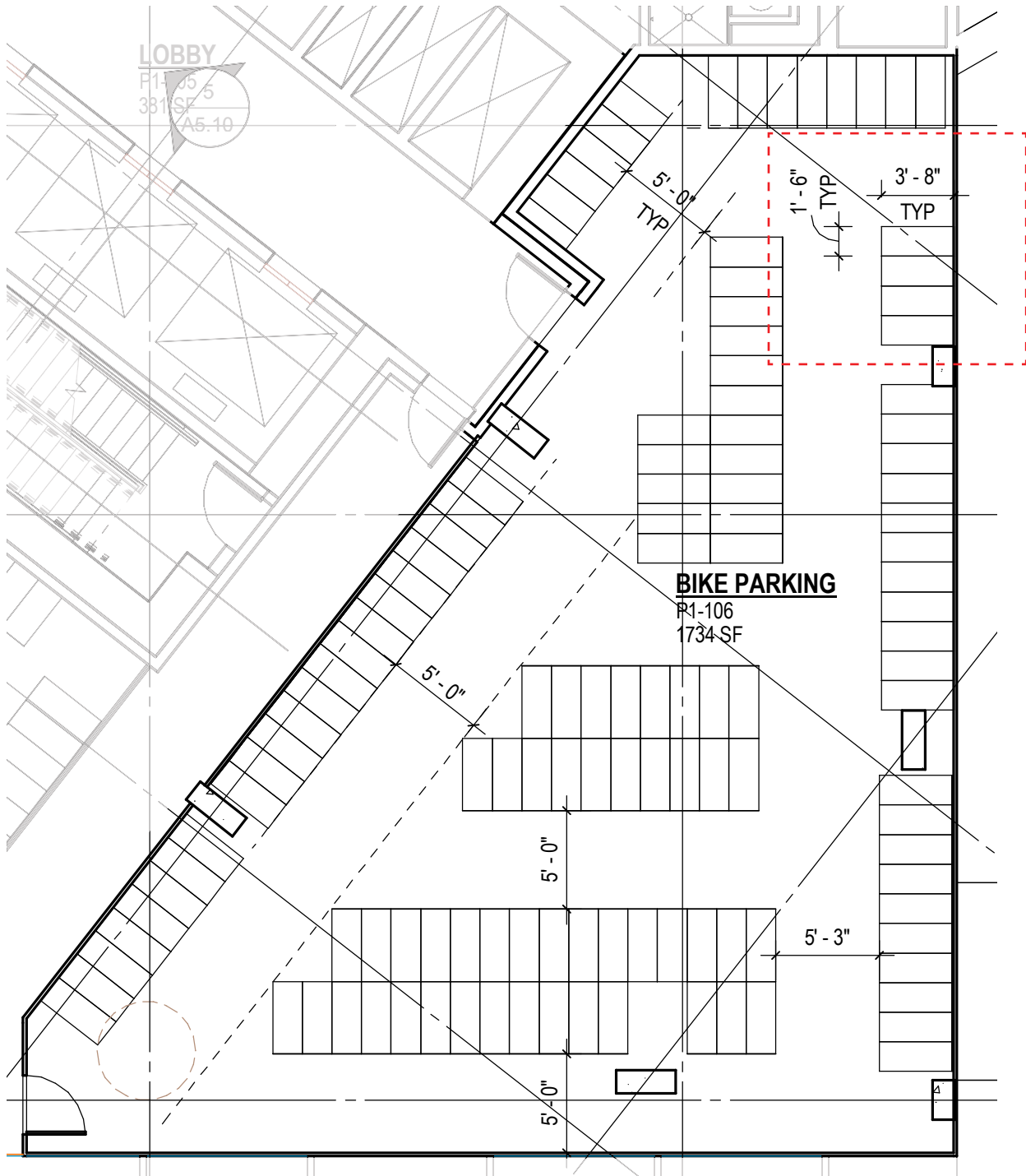
The proposed DERO Bike Rack system is engineered to stagger bikes vertically to allow the handle bars to overlap. This allows the racks to provide the same level of service that would be provided by a standard 24 inch on center spacing within an 18 inch space. The staggered clearance between adjacent bikes and allowance for sliding hangers ease the hanging and locking of a bike. Additionally the loops, to which the bikes are hung, project out of the wall 27 inches to further ease hanging and locking bikes. A 5 foot minimum aisle is still provided behind each bicycle rack. The rack system will be located within a secure bike storage enclosure within the parking garage. The bicycle parking system is safe and secure, located in a convenient area, and is designed to avoid initial or accidental damage to bicycles, so the proposal is consistent with the purpose statement of the bicycle parking standards.

THE OVERTON  
DESIGN MODIFICATIONS



Example P2 Bike Storage 1/8" = 1'-0"  
Typical Dimension: 18"x44"  
Typical Aisle: 5'-0"

THE OVERTON  
DESIGN MODIFICATIONS

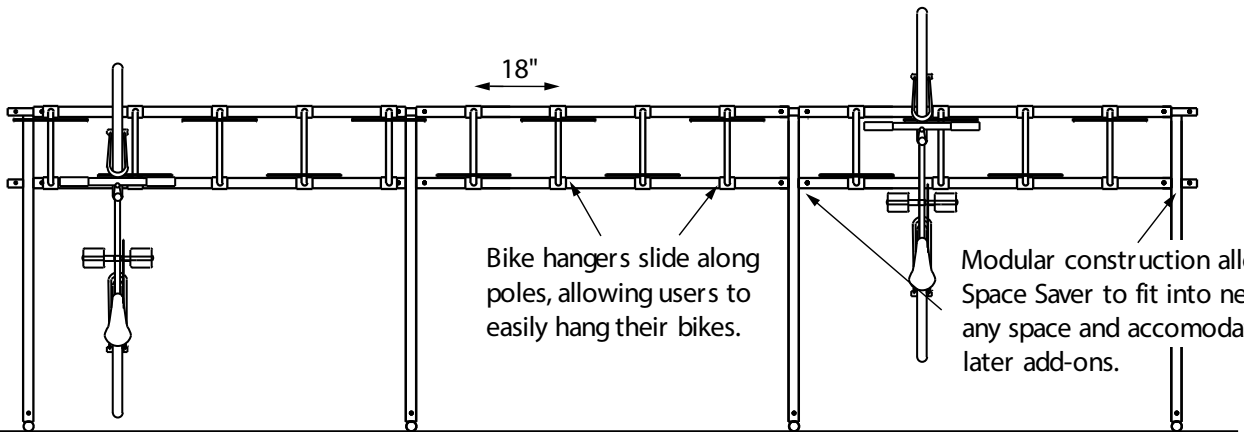
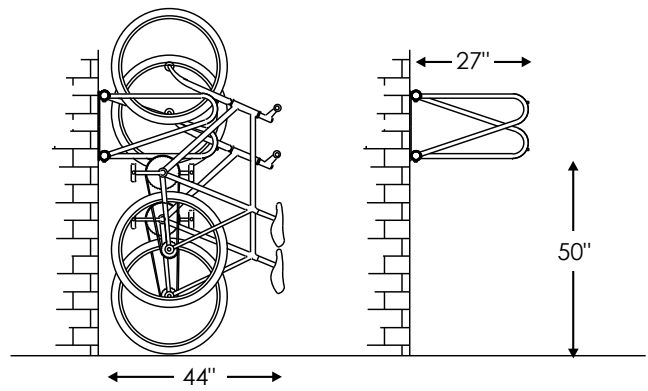
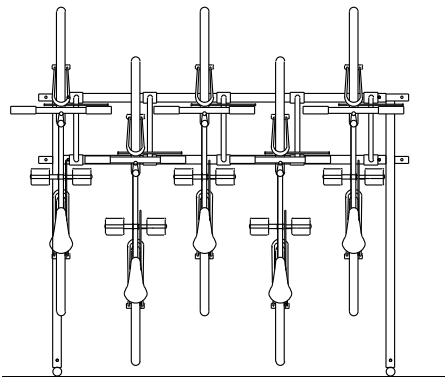


Example P1 Bike Storage 1/8" = 1'-0"  
Typical Dimension: 18"x44"  
Typical Aisle: 5'-0"

THE OVERTON  
**DESIGN MODIFICATIONS**



DERO Ultra Space Saver



Bike hangers slide along poles, allowing users to easily hang their bikes.

Modular construction allows Space Saver to fit into nearly any space and accomodates later add-ons.

DERO Ultra Space Saver Specs



**DESIGN MODIFICATIONS**

**33.825.040 Modifications That Will Better Meet Design Review Requirements:**

**The following Modification is requested:**

The project seeks additional height above the maximum height limits shown on Map 510-3. Height limit indicated on Map 510-3 is 100' and the proposed height is 250'. The site is located within the height opportunity area shown on Map 510-16. This additional height is proposed to be achieved through FAR bonus with tower floor areas less than 12,500 sf and facade lengths less than 120 ft.

**Modification Specifics:**

**A. Better meets design guidelines.** The resulting development will better meet the applicable design guidelines

**Response:** The North Pearl Subarea is designated as a height opportunity area to support the goals of the North Pearl Plan. Leveraging the height opportunity allows the creation of this dynamic and vital urban form grounded in the historic context of this unique neighborhood. The specific design guidelines that are better met with the increased height include:

- A1-1 Link the River to the Community
- A8 Contribute to a Vibrant Streetscape
- C1 Enhance View Opportunities
- C1-1 Increase River View Opportunities

**B. Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

The purposes of the North Pearl Subarea height opportunity area are: *(italicized)*

- *Promote the use of development bonus and transfer provisions to create and support a range of community amenities to serve the diversity of residents and employees of the Central City;*

**Response:** The additional height is proposed to be achieved through FAR bonus. Selected FAR bonus options include; Residential Housing, Efficient Family Units, Locker Room, and Eco-roof. These bonus paths will increase the community diversity and amenities in the neighborhood.

- *Create a skyline and urban form that is visually permeable by providing visual access to locations within and beyond the subarea;*

**Response:** Placement of the point tower on this block carefully protects view corridors for other buildings, and by rotating the tower at an angle to the street grid, those view corridors are expanded and aligned to the river. Windows for the residents are now directed toward the river shoreline on the NE side, maximizing that experience for those occupants.

Residents of the other three sides will have spectacular river and city views as well. The Fremont Bridge and river will be viewed from the NW facade of the tower. The SW and the SE sides will have views of the Pearl District and the Central Business District and beyond to the south waterfront.

**DESIGN MODIFICATIONS**

- *Encouraging the development of taller buildings that may accommodate a range and diversity of land uses;*

**Response:** The buildings primary use is residential. With an increased number of neighborhood residents comes an increased demand for a variety of supporting amenities. Live/Work lofts along 13th Ave provide dynamic and flexible spaces that can transition from residential to commercial as needed. Additionally the retail space at the corner of 13th and Pettygrove is flexible and can transform to support both the residents and their neighbors.

- *Result in a dynamic and varied skyline and urban form that contributes to the health, vibrancy, and livability of urban living;*

**Response:** The 250' tall residential point tower is centrally placed on the site to extend the view zone between the building and its neighbors. The tower's alignment is rotated off the urban grid and optimized to further increase views and daylight opportunities for residents. The podium is firmly grounded to maintain the urban grid. This alignment is significant in defining the dialogue between the building and the river as it parallels the Willamette's edge. This rotated plan will increase residents' privacy and minimize direct viewing into neighboring tower's residential spaces. Light and airy, the tower rises above the podium to brighten the skyline with window wall and painted metal panel facades.

- *Shape building massings that allow light and air to penetrate to the street level, enhance pedestrian scale, and create a pleasant, versatile, and active public realm;*

**Response:** The floorplates of the tower are less than 12,500 sf and the tower footprint is pulled in towards the center of the block to allow space, light, and air to circulate around the building and permeate the lower levels. The north and south entry plazas provide an opening at street level that further draws air and light into the building core. The podium anchors the building to the neighborhood. It is grounded with richly hued masonry walls punctuated by glazed and unglazed openings. Drawing on influences reminiscent of the warehouse district, it incorporates an elevated sidewalk / dock amenity and will be designed to accommodate flexibility.

- *Provide flexibility to allow a range of uses and building types to be developed in a manner that fulfills the design objectives of this purpose statement.*

**Response:** The buildings primary use is residential. With an increased number of neighborhood residents comes an increased demand for a variety of supporting amenities. Live/Work lofts along 13th Ave provide dynamic and flexible spaces that can transition from residential to commercial as needed. Additionally the retail space at the corner of 13th and Pettygrove is flexible and can transform to support both the residents and their neighbors.