



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

FROM CONCEPT TO CONSTRUCTION

Amanda Fritz, Commissioner
Paul L. Scarlett, Director
Phone: (503) 823-7300
Fax: (503) 823-5630
TTY: (503) 823-6868
www.portlandoregon.gov/bds

MEMORANDUM

Date: March 10, 2014
To: Phillip Beyl, GBD Architects
Charles, Dorn, THA Architecture
From: Staci Monroe, Development Review
Re: 13-240525 DA – Pearl West
Design Advice Request Summary Memo February 27, 2014

Thank you for taking advantage of the opportunity to hold a Design Advice Request regarding your project. I hope you find it informative and valuable as you continue with your project development. Attached is a summary of the comments provided by the Design Commission at the February 27, 2014 Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. To review those recordings, please visit:

http://efiles.portlandoregon.gov/webdrawer/search/rec?sm_class=uri_7547&count&rows=50

These Design Commission comments are intended to guide you in further design exploration of your project. These comments may also inform City staff when giving guidance over the course of future related land use reviews. It should be understood that these comments address the project as presented on February 27, 2014. As the project design evolves, the comments, too, may evolve or may no longer be pertinent.

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

Please continue to coordinate with me as you prepare your formal land use application, or if you desire another Design Advice Request meeting with the Commission.

Encl:
Summary Memo

Cc: Design Commission
Respondents

This memo summarizes **Design Commission** design direction provided on February 27, 2014.

Building Design

- A stunning building.
- A thoughtful and creative interpretation of what's there today.
- All Commissioner's present expressed concern with the use of metal on the north façade. The preference is all brick. If brick is not feasible, it needs to be a *real*, and high quality material, not a painted finish metal panel.
- The metal panel is prevalent. The type of metal (painted finish versus true metal) needs to be considered with the realness of the brick. A painted panel may not be appropriate.
- Considerable discussion of the canopy at the southeast corner in terms of material (metal versus glass), height and location:
 - Comment to extend the canopy along the entire southern and eastern facades to provide cover along the sidewalk for users in the plaza area and for bicyclists accessing the bike room off of NW 15th.
 - If canopy is extended, it could be placed higher on the facade above the main lobby to demarcate the entry.
 - Support from several Commissioner's for limiting the canopy to the southeast corner. In this location it punctuates the corner and signifies the entry to the site and building.
- Feedback on the loggia at the ground level of the southeast corner:
 - Concern regarding the success of a loggia in this environment and climate.
 - Possible conflicts with other uses, such as proximity to residential and building services such as trash.
 - Cool concept but needs to be usable. The 10' depth may be too narrow and not practical.
 - If it could be an indoor and outdoor space it could be successful.
- Watch the depth of the alcoves on NW 15th, particularly for the stair exist. Too deep can be an invitation for illicit activities.
- Consider lightening up the ground level with more glass in the openings and for the canopy.
- Decks on the upper floors at the east end are an anomaly. Explore extending the decks along the entire upper floor for a more continuous element that is in keeping with the regularized pattern of the building. The depth could be reduced if size is an issue for code requirements.
- Start considering signage for this elegant building.
- In response to the neighbor's concern with the building color:
 - Lighter colored buildings can produce a glare and appear reflective on bright, sunny days.
 - The right balance is needed between the tone of the brick and it's reflective quality.
 - Explore using the lightest brick within your palate that you think is acceptable, sort of approaching silver metallic so not so dark as black.

NW Irving Design

- Support from all Commissioners present to have NW Irving remain a pedestrian only plaza that does not include vehicle access.
- NW Irving is an entirely new space and should be designed accordingly.
- Emphasis should be on the shared space between both buildings. Focus on the eastern half between the building entries and NW 14th. Design the space for a pedestrian who is entering off of NW 14th.
- The east and west portions of NW Irving can be different.
- Roughness & elegance of the building could be translated down into the plaza area, such as the roughness of the cobblestones and a refined contrasting pavement.
- Western half could be more garden-like space and the eastern portion could be more plaza-like space with north-south "rooms" that respond to the adjacent conditions that people can pass through.
- Need to strike a balance with the landscaping; enough to buffer the freeway, but not so dense that it can feel unsafe.
- Do not use the planter on the east end of the plaza as stormwater, but rather plant something there that is an invitation into the plaza that adds seasonal color and excitement as opposed to "mud pits with black gravel".
- Vault should be underground with concrete lids, or preferably lids that match the surrounding material.

Commissioners in attendance on February 27, 2014:
Gwen Millius
Tad Savinar
David Wark
Jane Hansen

Exhibit List

- A. Applicant's Submittals
 - 1. Original drawing set dated January 30, 2013
 - 2. Emails from Phil Beyl regarding Parking and CCPR regulations (2)
- B. Zoning Map
- C. Drawings dated February 27, 2014 (C.1 through C.25)
- D. Notification
 - 1. Posting instructions sent to applicant
 - 2. Posting notice as sent to applicant
 - 3. Applicant's statement certifying posting
 - 4. General information on DAR process included with e-mailed posting/notice
- E. Service Bureau Comments
 - 1. Bureau of Environmental Services
 - 2. Bureau of Transportation (2)
- F. Public Testimony
 - 1. Samuel Wilson, testified at hearing.
 - 2. William F. Scheumann III, testified at hearing.
 - 3. Denny Shlefer, testified at hearing
- G. Other
 - 1. Application form
 - 2. Staff's Memo to Commission dated February 14, 2014
 - 3. Copy of Staff's PowerPoint Presentation for February 27, 2014 hearing
 - 4. BDS LUS Planner Response dated January 17, 2014 for Pre-App (13-240521 PC)
 - 5. LU 03-106858 HDZM Final Findings & Decision
 - 6. LU 03-154236 HDZ Decision of Approval
 - 7. Summary Memo dated 7/31/08 from EA 08-136009 DAR Design Commission hearing
 - 8. Summary Memo dated 10/20/08 from EA 08-136009 DAR Design Commission hearing