



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

FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: June 5, 2014
To: Portland Design Commission
From: Hillary Adam, Development Review
503-823-3581
Re: 14-138632 DA – 1501 SW Taylor
Design Advice Request Summary Memo June 19, 2014

Attached are drawings for the Design Advice Request of a proposed 6-story apartment building with 121 residential units, one corner retail space at SW 15th & Taylor, and below-grade loading and parking for 65 vehicles, accessed from SW 16th Avenue. Proposed exterior materials include stucco, fiber cement panels, black aluminum storefront, and black vinyl windows. Staff has not yet identified any potential Modifications or Adjustments. The review criteria are [Central City Fundamental Design Guidelines](#) and [Goose Hollow District Design Guidelines](#) (copies of the guidelines are included with this memo).

Areas for discussion on June 19, 2014:

- **Contextual Response.**
 - Exterior Materials. Staff notes that, while there are some stucco buildings in the neighborhood, the primary construction material for large-scale developments of quality in the area is brick. An earlier version of the building showed the primary building material to be brick, which staff believes is more appropriate than the currently proposed stucco.
 - Many of the older ¼ and ½ block apartment buildings have central courtyards, the majority of which open to the street. Some of the Goose Hollow Design Guidelines (A5-5 and A5-6) speak to the incorporation of water features and works of art which could be met if the courtyard was switched to be south-facing where it would have a positive effect on the public realm, rather than only be experienced by users of the building.
 - Staff notes that many ground-floor residential units in the neighborhood are either raised or sunken in relation to the adjacent grade. The proposal currently shows some ground floor residential units to directly access the sidewalk. Staff believes this may be more successful if each of these entries is further recessed or expanded to allow space for planters or other entry-softening features. Alternatively, these spaces may be more appropriate for commercial use, particularly since the ground floor residential units and the corner retail space are shown to have the same exterior treatment, which may be confusing. Generally, staff suggests that any commercial space should have greater visibility between the interior and exterior, while maintaining symmetry or a sense of order in the design, as well as to meet the ground floor windows requirement.
- **Articulation of the Façades.** Staff notes there are several guidelines that could be better met with additional embellishment and playfulness of the façade. A previous version showed balconies and stacked oriel windows projecting from the façade, as well as a more articulated cornice. Many of the older buildings in the area have projecting bays, articulated parapets or cornices, and other flourishes that lend to the character of the neighborhood. Staff believes that the proposed building requires additional articulation of the façade in order to better complement the context of existing buildings.
- **SW 16th Avenue Ground Level.** Staff notes that this façade is not required to meet the ground floor windows standard; however, glazing is shown at the trash room adjacent to the garage entry. Staff suggests that perhaps the trash area could be reduced in size, relocated, and/or accessed from the interior, thus allowing this area, directly adjacent to the sidewalk, to not be used as a trash area, which will provide better engagement with the sidewalk.

Please contact me with any questions or concerns.