

YBA

LRS

GUARDIAN  
REAL ESTATE SERVICES LLC

BLOCK 290 DESIGN ADVICE REQUEST  
NO. 1  
FEBRUARY 2015

FA 15-125245 DAR



# application

PROPERTY: 1417 NW 20TH AVE. PORTLAND, OREGON  
RE: APPLICATION FOR DESIGN ADVICE REQUEST  
SUBMITTED: FEBRUARY 24, 2015

# project team

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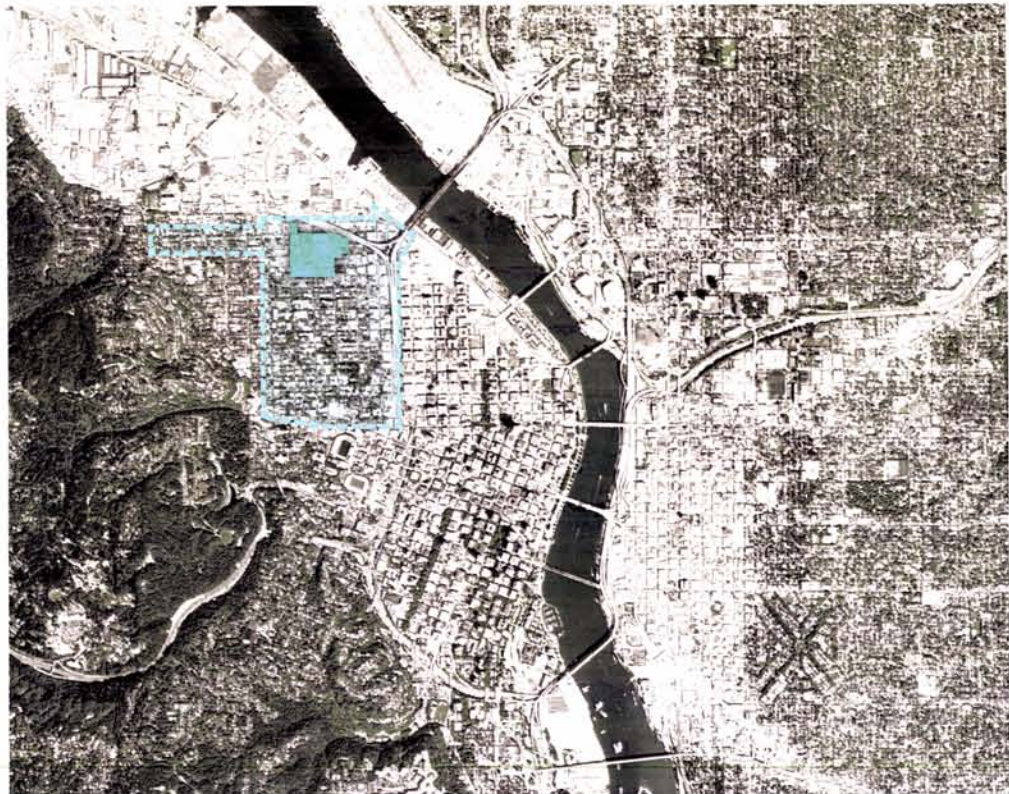
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# site location

B-290 is a mixed-use multifamily project proposed on a 257' x 260' site located in the Northwest Plan District within the Northwest Master Plan (highlighted at left).

The immediate neighborhood is described as a "Transition Area" within Appendix J of the Community Design Guidelines. It features larger industrial warehouse buildings, commercial office and institutional buildings (including Legacy Good Samaritan Hospital) and surface parking areas built in the post world war II era. There is less of the fine-grained potpourri of pre-war residential and mixed use buildings that typify much of the rest of the Northwest District. The area is on the verge of rapid transformation, however, and B-290 is emblematic of that change, featuring buildings that are of a higher density than many of the historic predecessors but which are more responsive to the pattern of diverse, smaller scale uses, frontages and building types that characterize the prevailing historic fabric of the greater District.



AERIAL OF THE CENTRAL CITY AREA WITH THE NORTHWEST PLAN DISTRICT OUTLINED



AERIAL OF THE IMMEDIATE SITE AREA WITH THE NORTHWEST MASTER PLAN OUTLINED



# site location



OVERHEAD PHOTO LOOKING NORTHEAST TOWARD THE FREMONT BRIDGE



# site history

| 1850s |

| 1870s |

| 1890s |

| 1910s |

| 1930s |

| 1950s |

| 1970s |



The site, now stradeling Slabtown, Nob Hill, the Pearl District to the east, and the Northwest Industrial District, was relatively undeveloped through the end of the end of the 1800s and early 1900s.

The area was home to farming Chinese immigrants, poor workers, and various industry. The primary industry of the area at the turn of the century were wood mills taking advantaged of the still forested Portland hills.

The slabs of wood that were discarded to make milled lumber were stacked in large bundles around slabtown for cheap firewood and industrial use. The large piles of slabwood is how slabtown got its name.



The turn of the century saw what has become defining features of the area. On top of Guilde's lake and the surrounding marshy area, to the north, was built an artificial island as the site of the 1905 Lewis and Clark Exposition. The lake was later permanently filled in to become the northwest industrial district.

Montgomery Ward built their now iconic Montgomery Park building just to the south of the industrial area, cementing northwest Portland's industrial and warehouse use.

The area also continued to be built up for single and shared housing for workers of the industrial area.



*Con-way*

Through the 1950s, the area continued to be a unique mix of warehouse industrial and varied types of housing. This is further evidenced by the historic victorian and multistoried houses that are still standing today.

In the 1970s, Con-way, formerly a Portland company called Consolidated Freightways, bought up land in the slabtown area and built the northwest branch of their headquarters.



vicinity map





# existing site context





# future site context



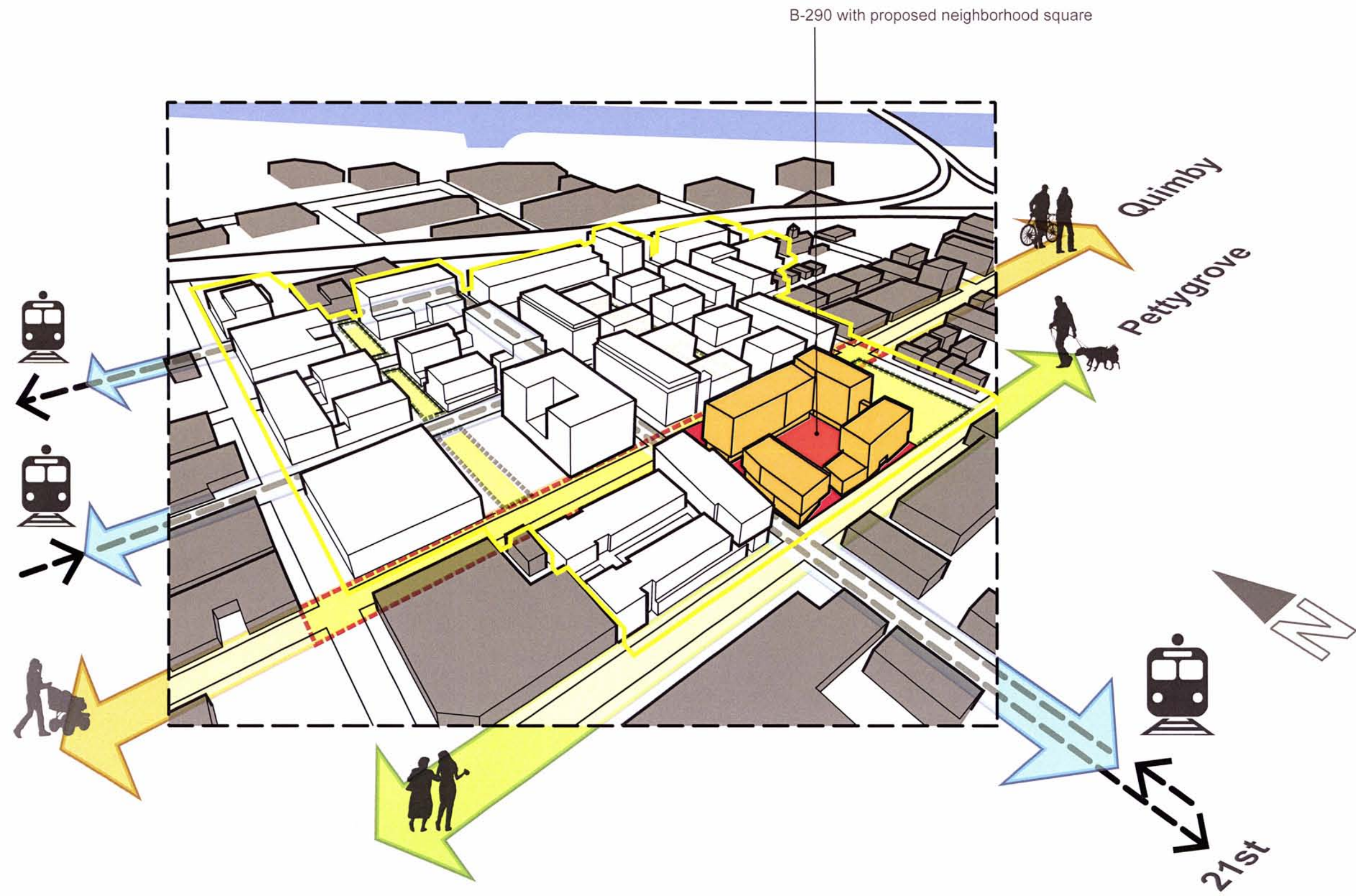


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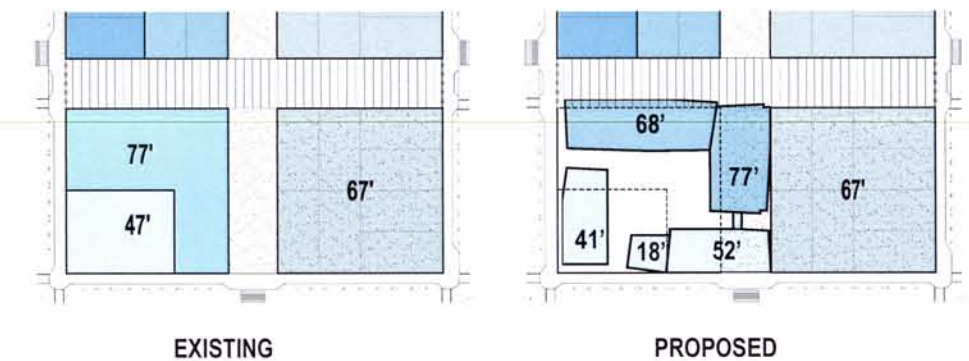
design concept | movement





The map displays a grid of streets in Northwest Portland, Oregon. The vertical streets (from west to east) are NW 22nd Ave, NW 21st Ave, NW 20th Ave, and NW 19th Ave. The horizontal streets (from north to south) are NW Thurman St, NW Xavier St, NW Raleigh St, NW Quimby St, NW Pettygrove St, and NW Overton St. A diagonal street, NW 30th Ave, runs from the top right towards the bottom right. A major road, NW 30th Ave, runs diagonally from the top right towards the bottom right, with 'WESTBOUND' and 'EASTBOUND' labels. A station building is located at the intersection of NW 21st Ave and NW Quimby St, with dimensions 59', 28', 59', and 79'. Various parcels are highlighted in blue and labeled with dimensions or 'EXISTING'. A specific parcel at the intersection of NW 21st Ave and NW Quimby St is outlined in black with dimensions 59', 28', 59', and 79'. The map also shows the location of the NW 21st Ave station and the NW 21st Ave station building.

In general, the heights proposed are less than the maximum heights allowed by the Master Plan to allow the development to transition from the immediate neighborhood to the south of the Master Plan. The shorter buildings along the south edge of the site are set at a height similar to the fabric of two and three-story townhouses and large detached houses that predominated in the District at the turn of the last century.

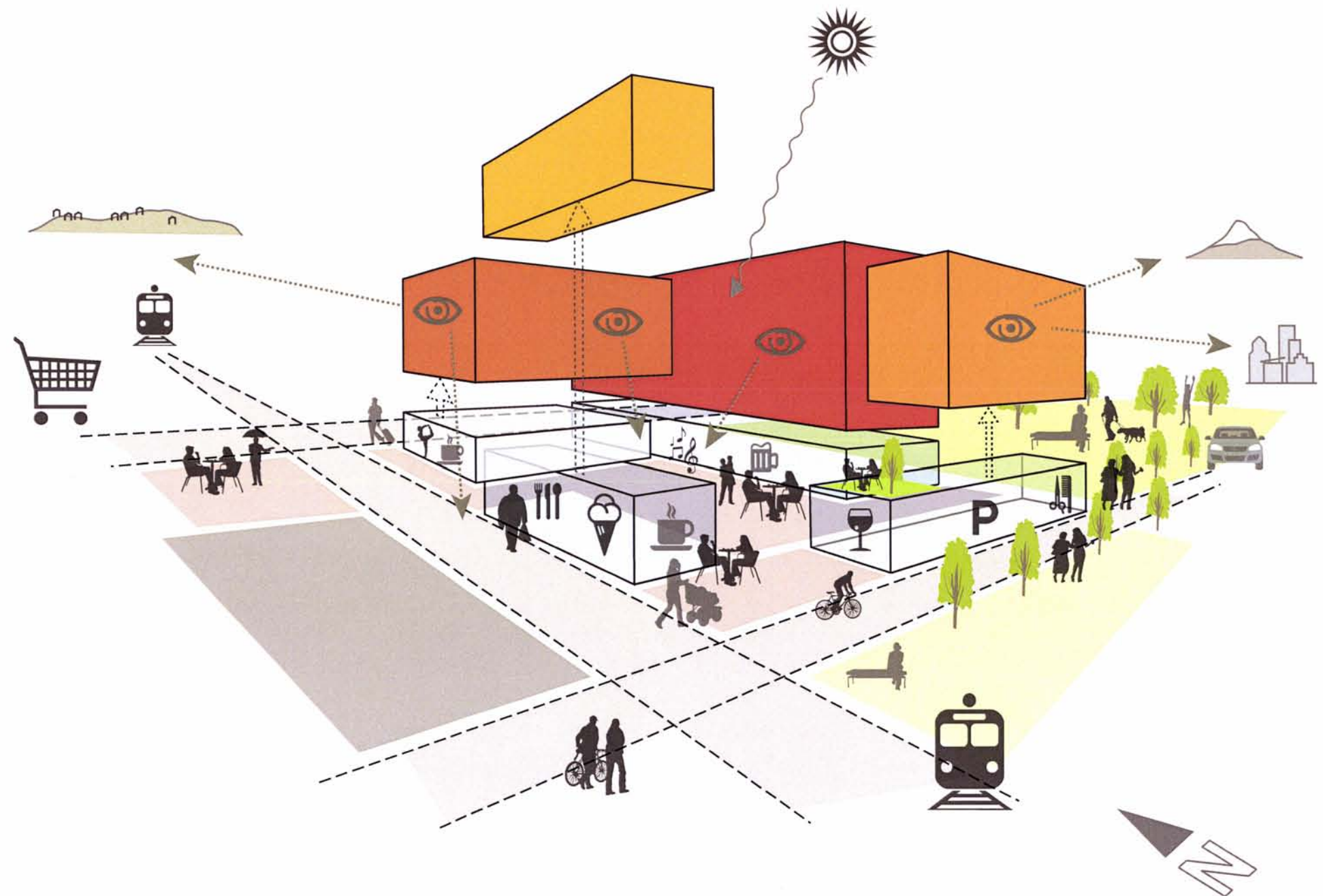




# design concept | uses + context

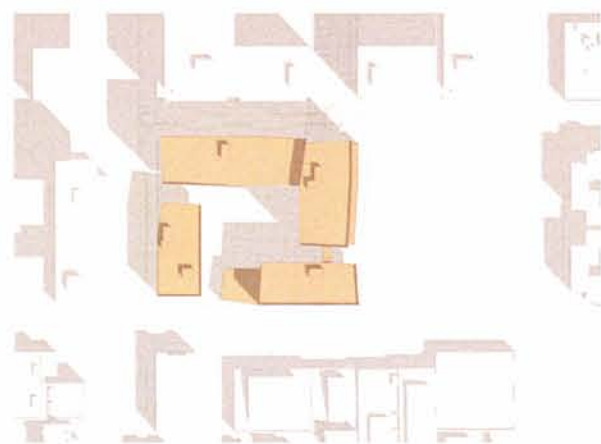
## GENERAL PRINCIPLES

- Locate uses at the street level appropriate to each frontage
  - Small scale thru-retail spaces with a tall floor to ceiling height along NW 21st and NW Pettygrove provide connection between the street and the neighborhood square
  - Each edge of the site has a unique entry to the square and an associated forecourt which responds to the local context and announces activity within the square
  - Retail and service space along NW Quimby respond to the Festival Street and pedestrian accessway to the North
  - Retail is provided along the park edge which connects the site to the existing neighborhood to the East
  - The residential lobby is located at the NE corner of the site on NW Quimby with access from the Festival Street, the pedestrian accessway, the park and the square
- Create a neighborhood square to increase the amount of retail frontage, break up the massing and create a memorable and iconic public space to add to the character of the emerging district
- Integrate an enclosed outdoor square in the middle of the scheme to juxtapose against the highly urban outer edges
- Locate the residential program above the commercial level at the busier frontages to establish a strong urban street edge
- Locate residential program above and along the edges of the square to activate the space and provide "eyes on the square"
- Take advantage of views to Mt. Hood, downtown and the west hills at high level
- Minimize parking and vehicular functions to the middle of the block on Pettygrove to maximize pedestrian-oriented frontage
- Provide recesses, alcoves and shallow setbacks along the retail frontages to animate the street experience
- Provide a covered space along the interior of the square to provide shade in the summer and cover in the winter





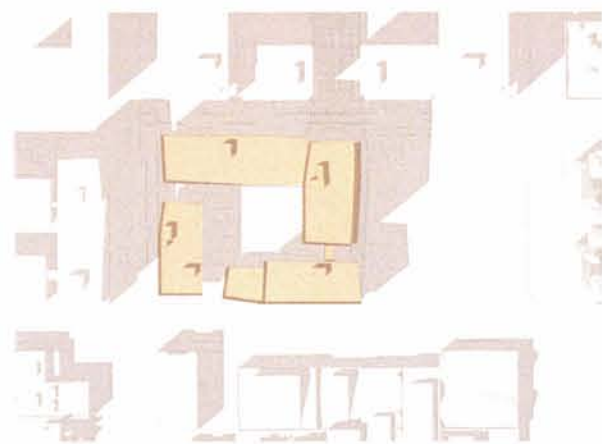
# shading studies



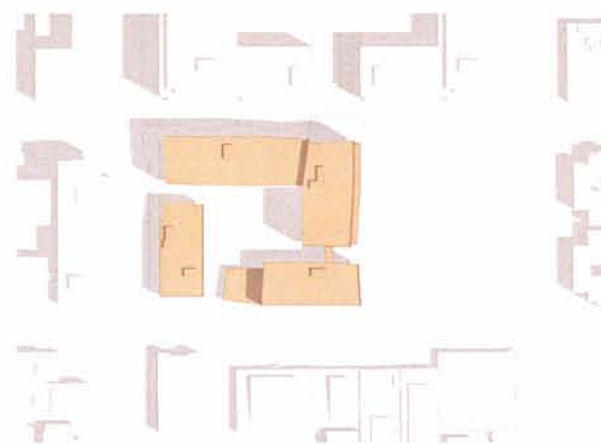
Equinox at 10:00 am



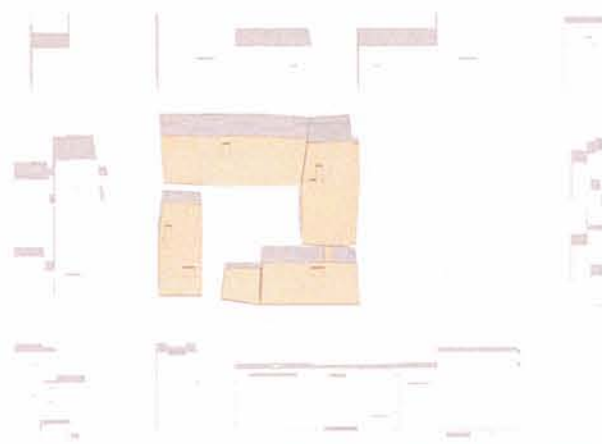
Equinox at 12:00 pm



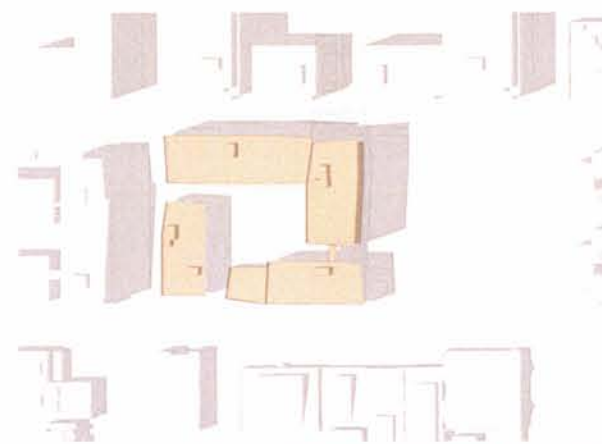
Equinox at 3:00 pm



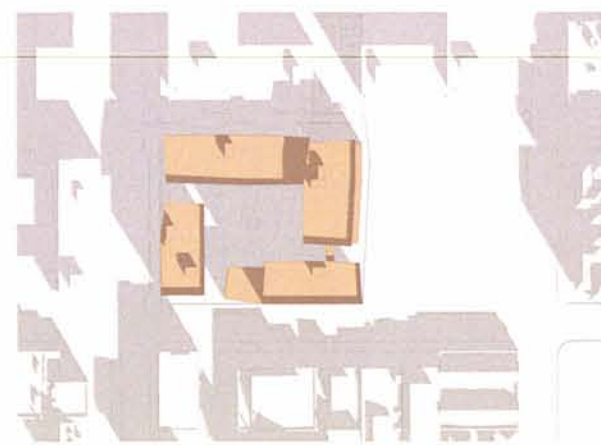
Summer Solstice at 10:00 am



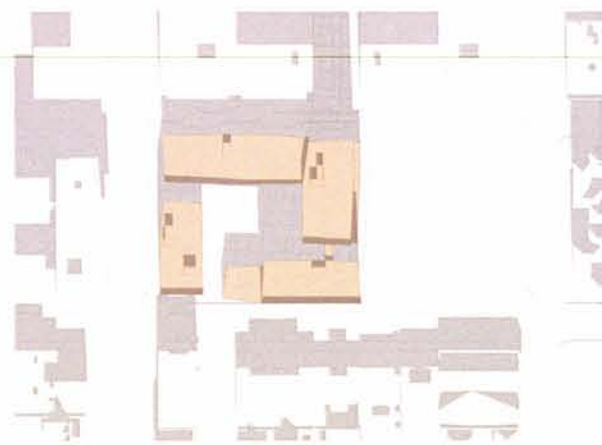
Summer Solstice at 12:00 pm



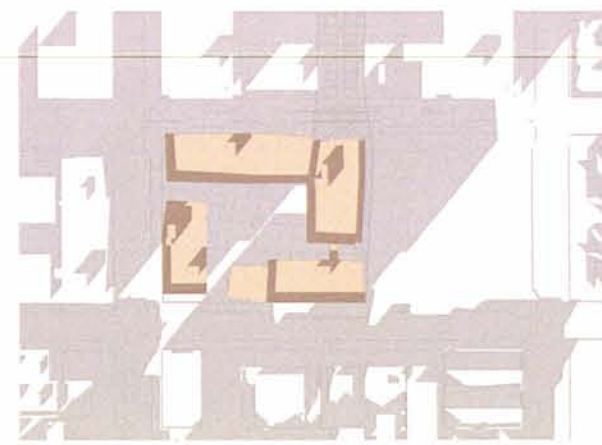
Summer Solstice at 3:00 pm



Winter Solstice at 10:00 am



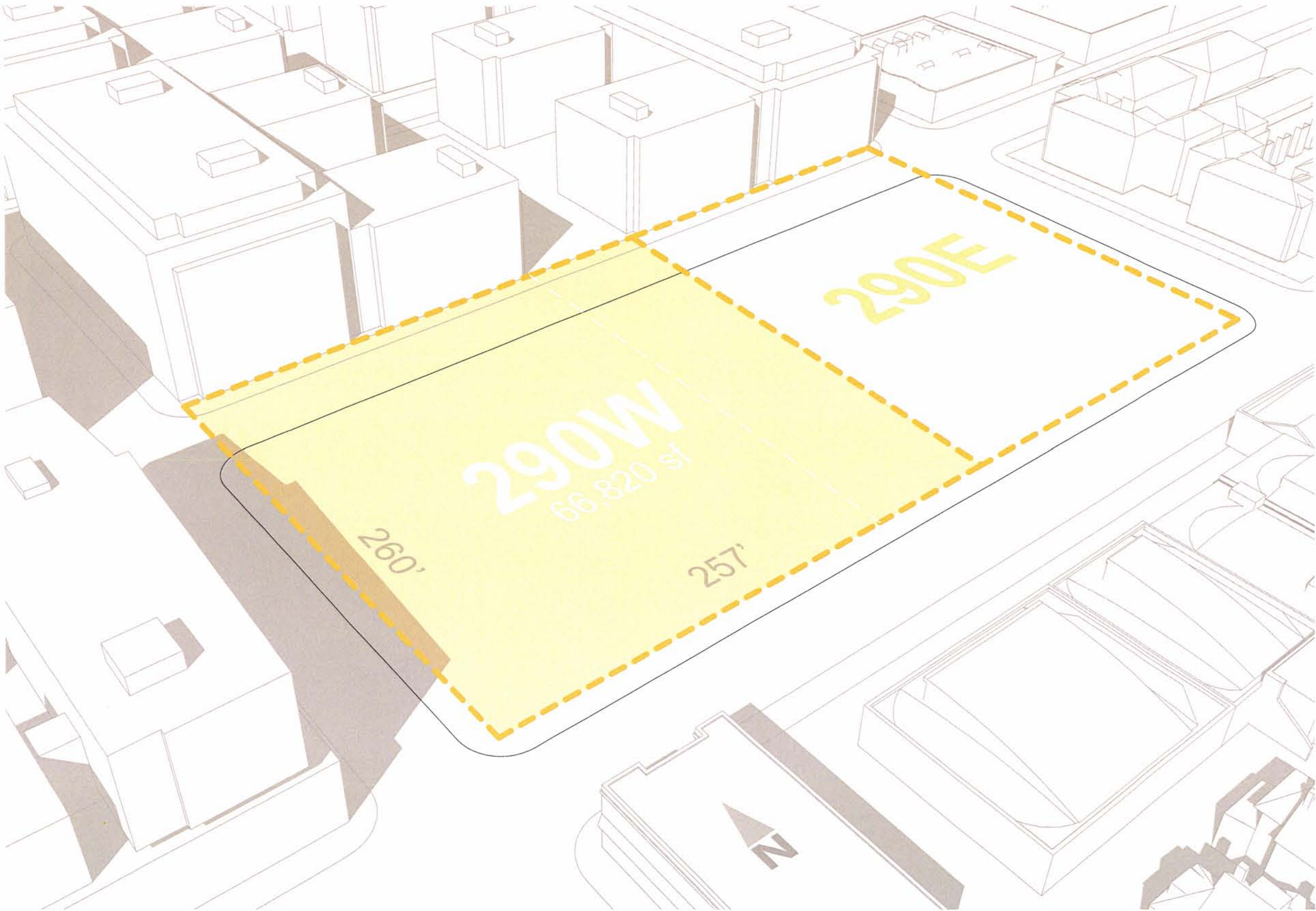
Winter Solstice at 12:00 pm



Winter Solstice at 3:00 pm



existing site

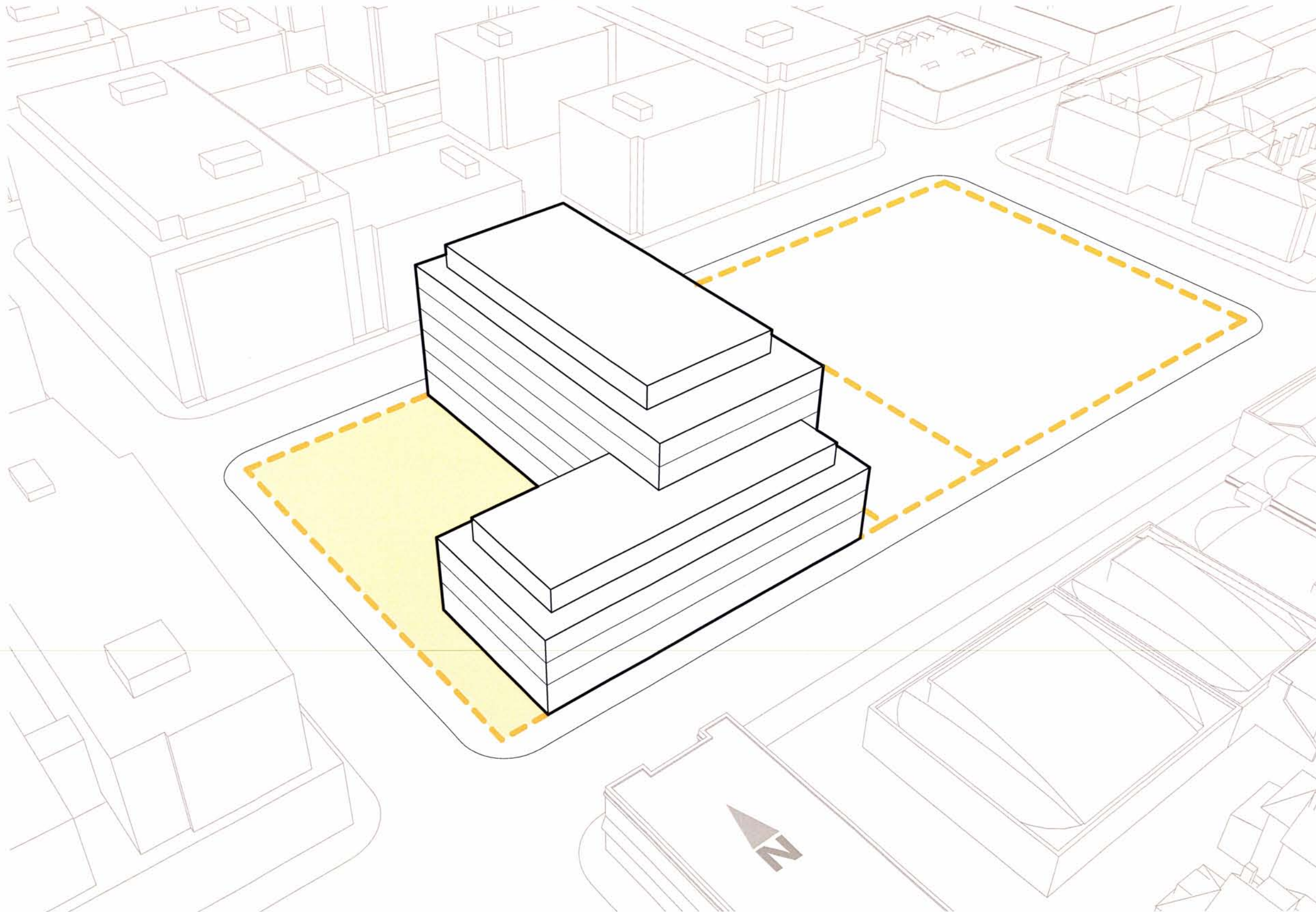


The 66,820 sf site includes the 60' Parcel which runs between the east and west portions of the 290 site.

The 257' X 260' sf site also extends from the north Pettygrove R.O.W. to include then entire 60' strip of NW Quimby.



# master plan massing option



## PROS:

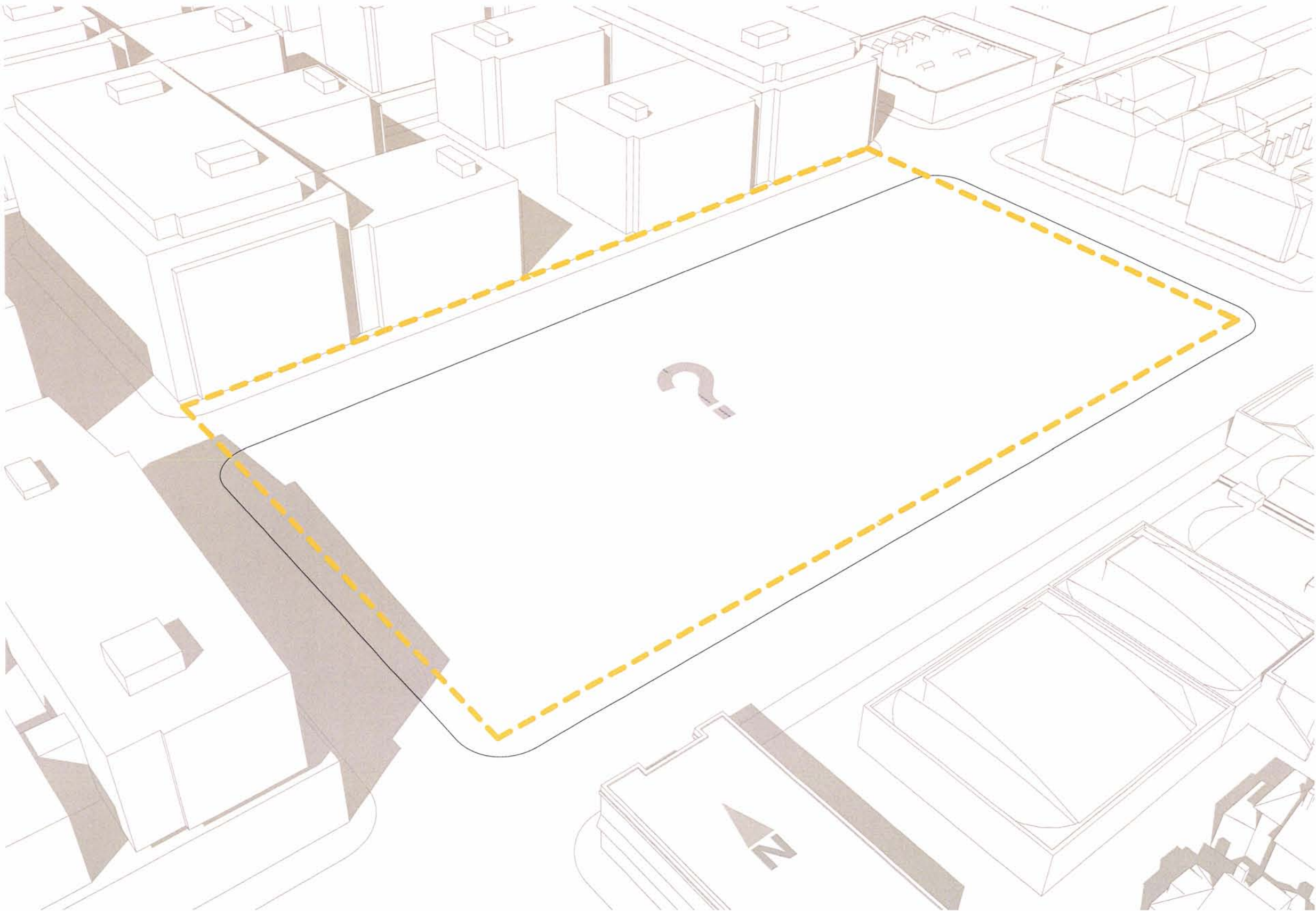
- The connection between park and the neighborhood square is provided via a breezeway running under the eastern building mass
- The majority of the building mass is located along the large expanse of the neighborhood park

## CONS:

- The neighborhood square is enclosed on only two edges by active ground level program
- The third edge of the square extends across NW Quimby to increase the area of the square
- The connection between the park and the neighborhood square is provided via a breezeway running under the seven story building mass.
- The four story building mass along the southern site edge limits solar exposure to the square
- The four story building mass along the southern site edge disconnects the square from the existing neighborhood to the south



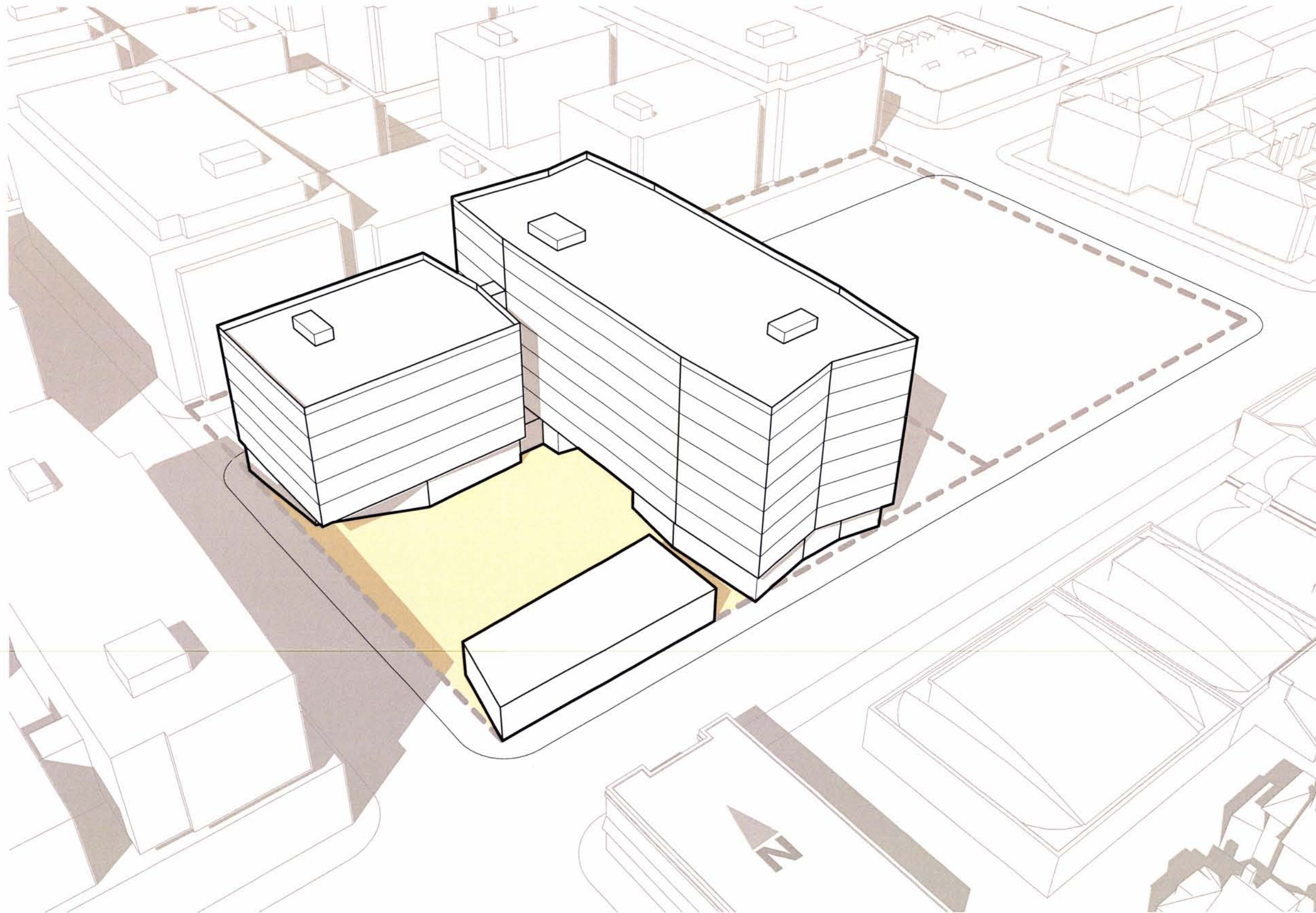
# massing options



The following massing schemes were developed over a number of months of meetings with the neighbors, at times on a weekly basis. The collaborative process sought to align the requirements of the NW Master Plan with the vision of the neighborhood. The following schemes illustrate the process which led to the current massing. The proposed scheme represents the meaningful synthesis of the diverse concerns of the neighborhood in relation to the 290 site.



# option 1 massing | 11|20|2014



## PROS:

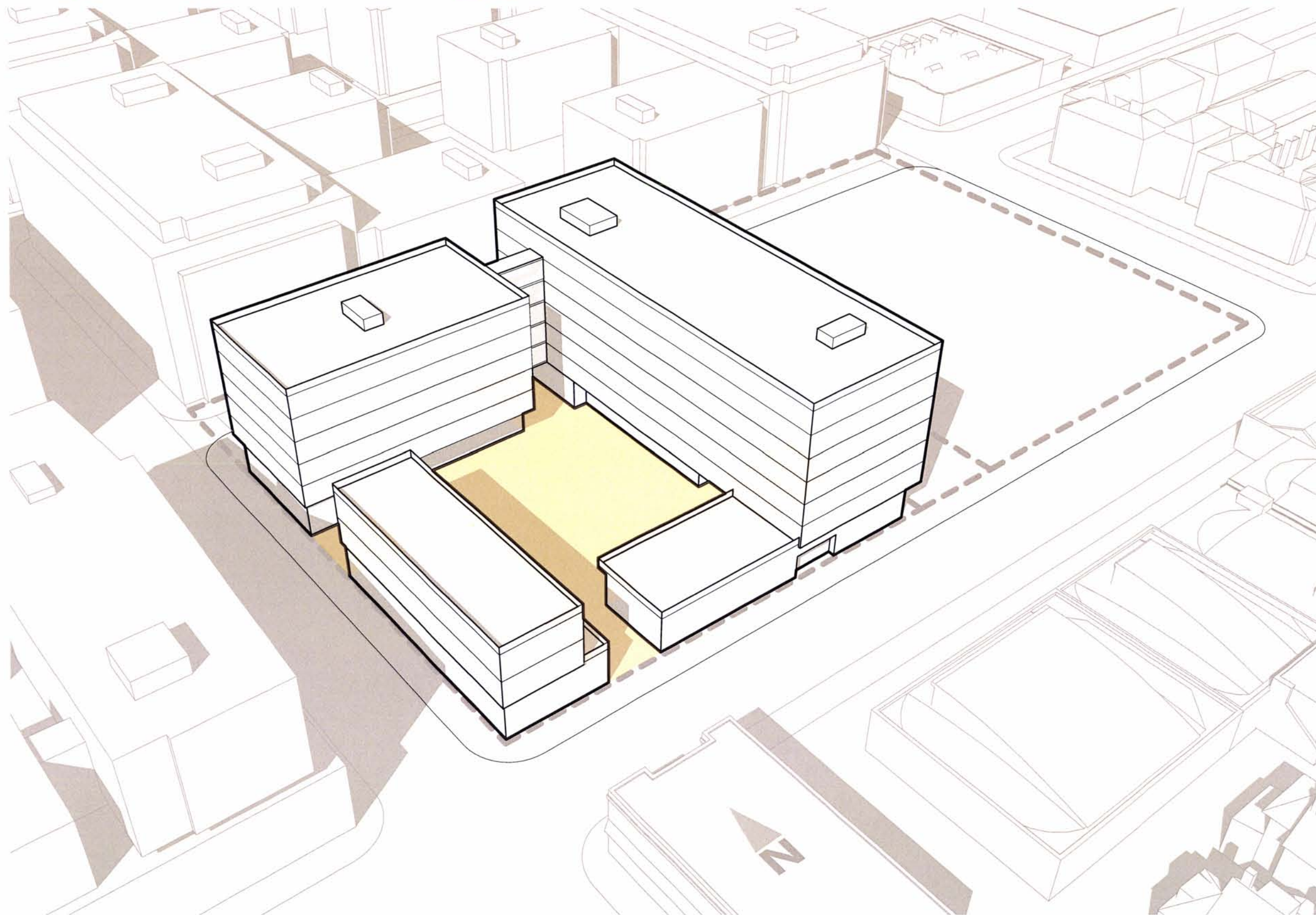
- Massing takes advantage of the height boundaries of the 290W site
- The mass is along the eastern and northern edges of the site which serves to maximize solar access to the square
- A pavilion building along NW Pettygrove acts as a gateway to the District and responds to the existing neighborhood scale to the south
- This pavilion building also provides the third edge of enclosure for the neighborhood square
- Connection between the park and the square is provided via a ground-level breezeway that cuts through the eastern building mass
- The mass of the project is situated along the large expanse of open-space at the park

## CONS:

- The fourth edge of the square is open to the noise and activity along NW 21st
- Access to the underground parking garage is located along the Festival Street (NW Quimby)
- The size of the neighborhood square is under the minimum area required by the NW Master Plan



# option 2 massing | 01|13|2015



## PROS:

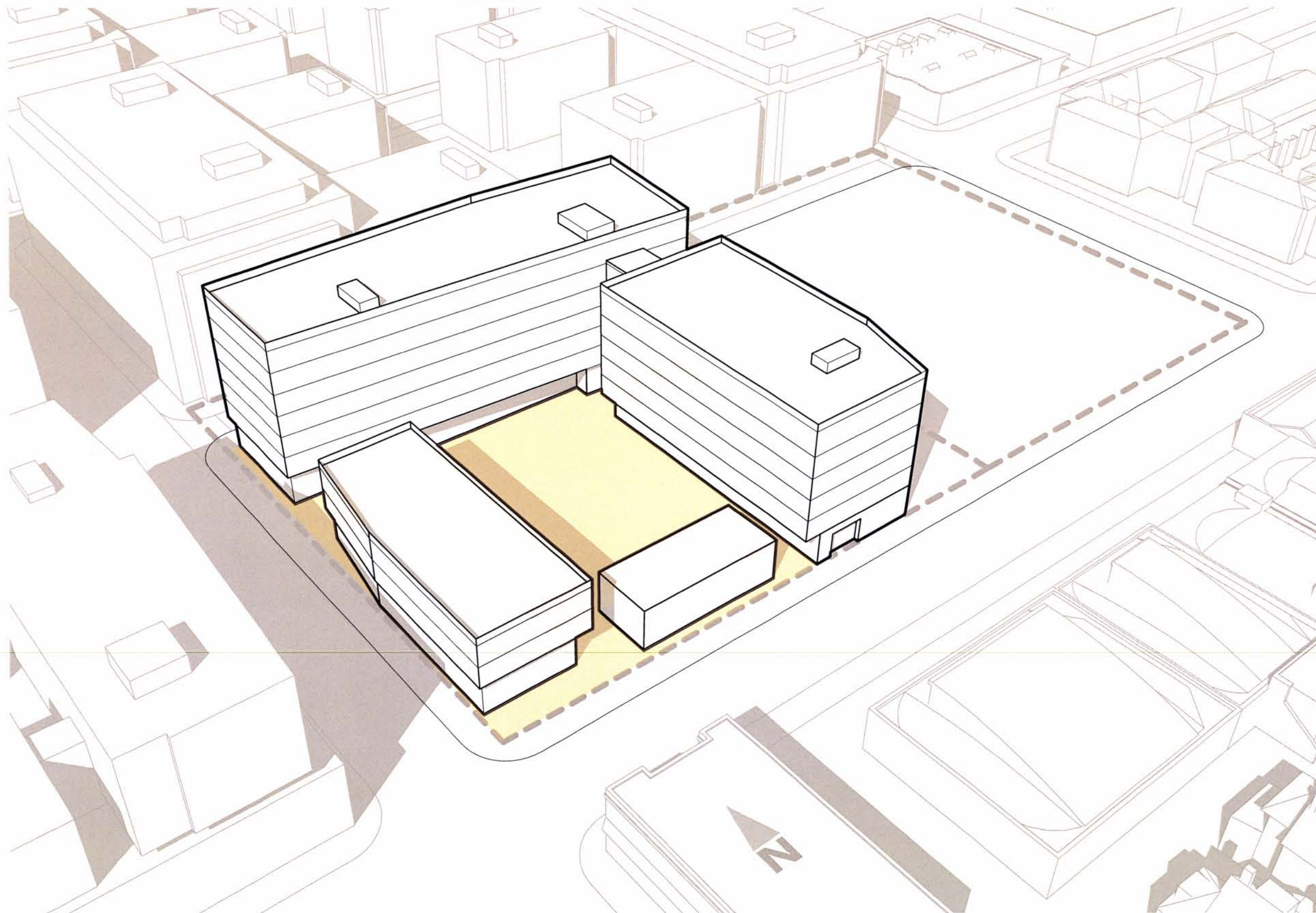
- Built enclosure on all four sides of the square, improving sense of place
- Urban edge maintained along NW 21st
- Four frontages of square allow for active program on the square itself
- The NW access to the square relates directly to the covered outdoor plaza space located across NW 21st at the Q21 project
- The NW access to the square connects to the vibrant activity generated by New Seasons Market
- Parking garage access has been moved to NW Pettygrove

## CONS:

- Enclosure on all four sides of the square raises concerns around the square feeling more like a private courtyard than a public space
- With four sides of built enclosure, the size of the neighborhood square is under the minimum area required by the NW Master Plan



# option 3 massing | 01|27|2015



## PROS:

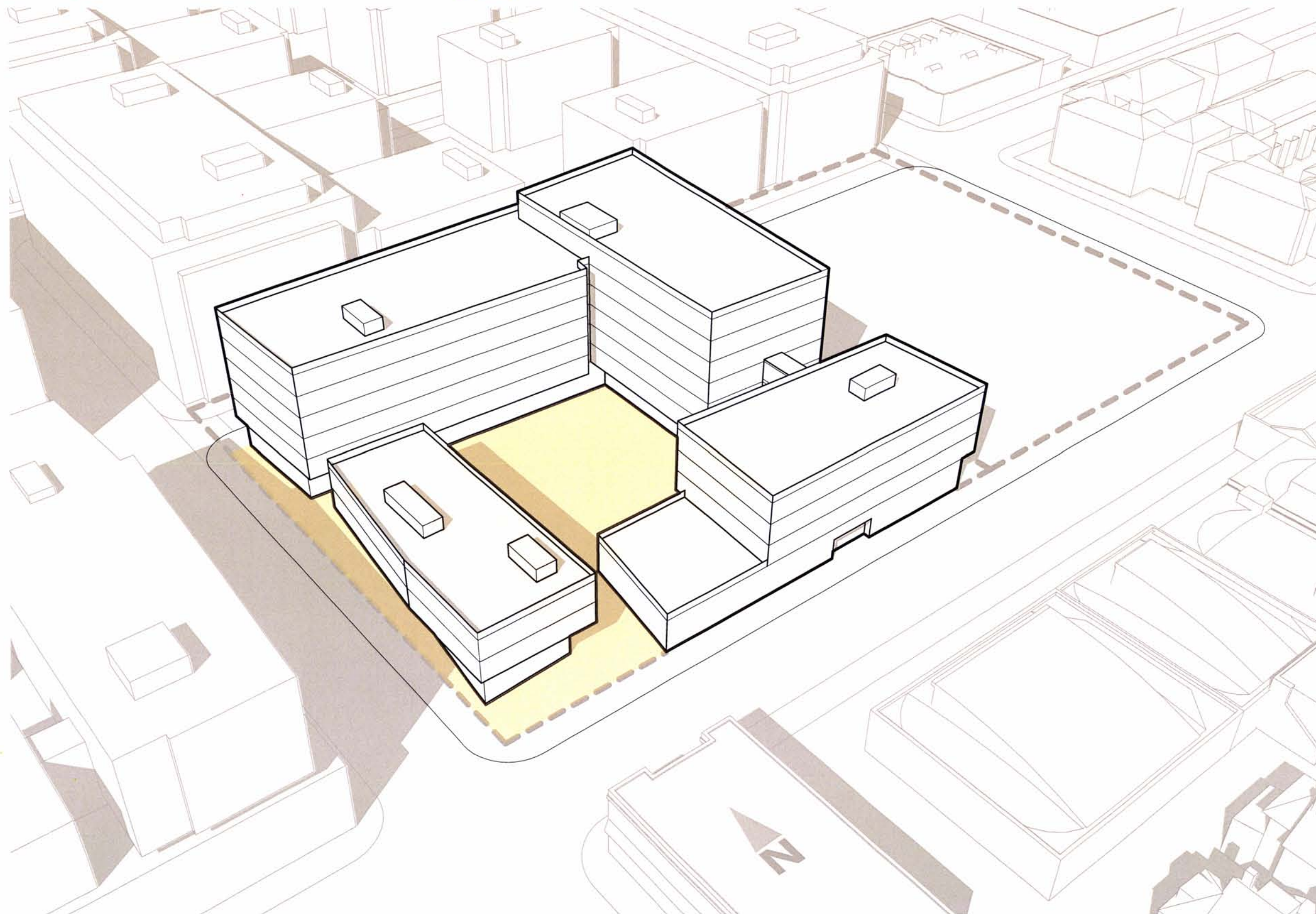
- A pedestrian street connects the square and the park with openings aligned along the southern face of the northern building mass
- The higher building mass has been located to the north edge of the site allowing more solar access to the square earlier in the day
- The building masses have been narrowed to provide more area for the neighborhood square
- A consistent 8' deep overhang at the ground level provides a covered perimeter at the square, providing shelter while increasing the area at ground level

## CONS:

- Pedestrian thru-street may place too much emphasis on passage rather than the square being a location to gather and rest
- Access points located at the corners of the square take away inside corners which are ideal locations to gather
- The size of the neighborhood square is still under the minimum area required by the NW Master Plan



# option 4 massing | 02|05|2015



## PROS:

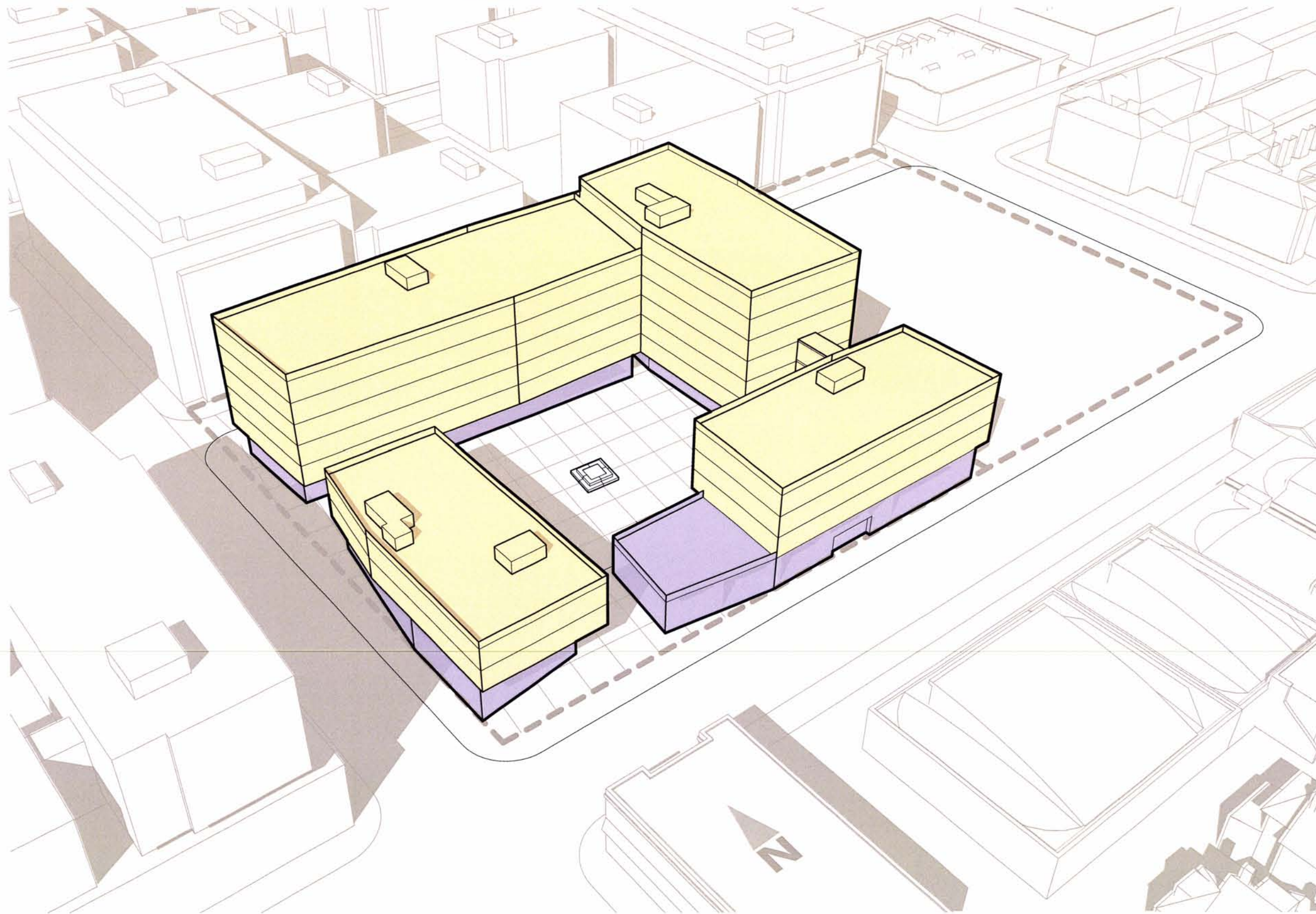
- Connections between the park and NW 21st and the square are shifted to opposite corners of the square
- While essentially a pinwheel layout, the fourth leg of access at the NE corner has been removed to address neighborhood desire to have a closed corner at this location
- The differentiation of building heights has been increased around the perimeter of the square
- The lowered building mass at the SE corner serves to maximize morning sunlight into the square
- The eastern building masses have pushed into the 60' parcel between the western and eastern halves of the 290 site to increase the area of the square

## CONS:

- Building masses being only partially pushed into the 60' parcel leaves an unresolved termination at the pedestrian accessway to the north
- While the area of the square has increased, it is still under the 16,000 sf minimum required by the NW Master Plan



# option 5 massing | current proposed design

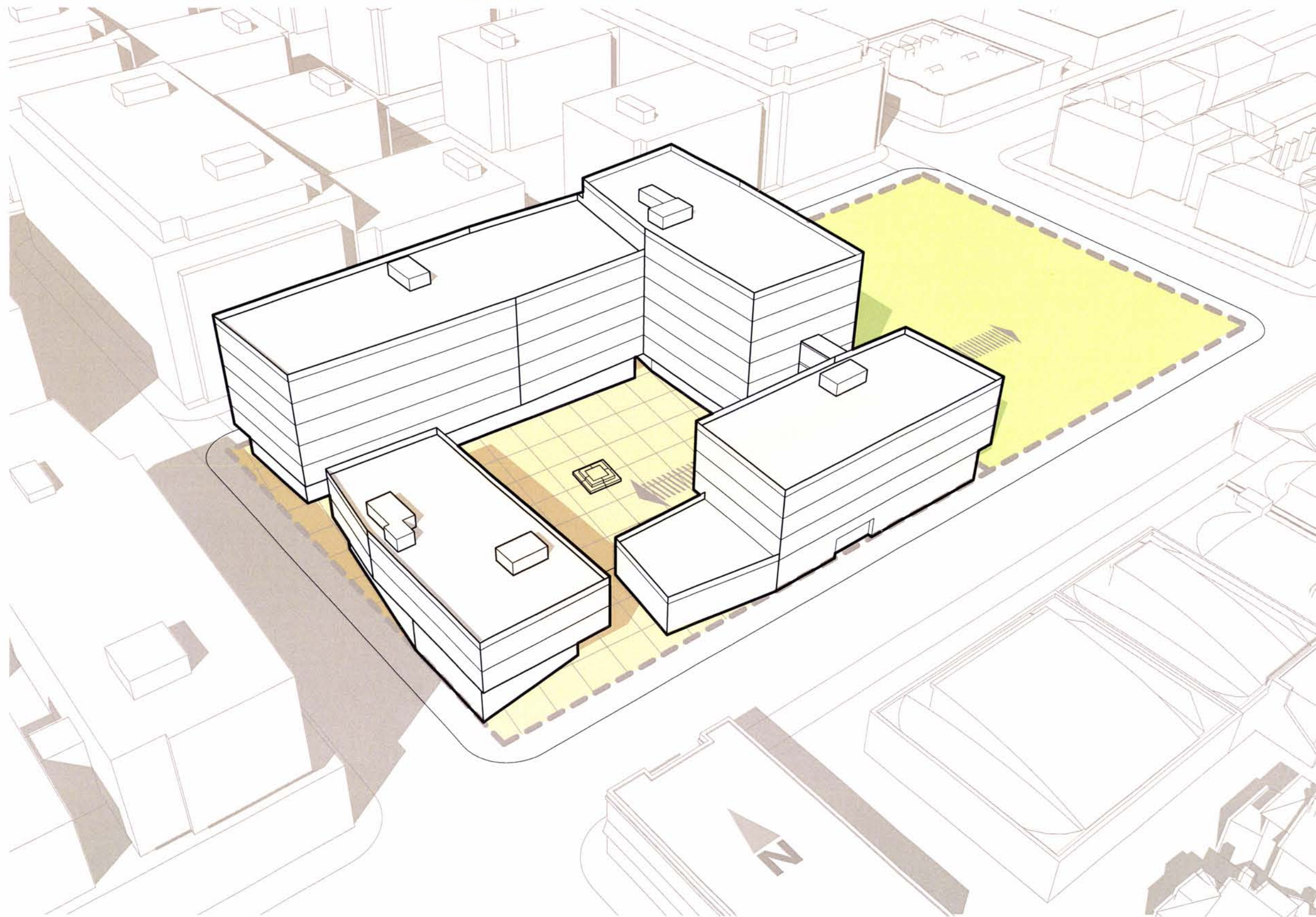


## PROS:

- Distinct entries to the square are provided on all frontages, which serve to connect the space of the neighborhood square to the surrounding context in all four directions
- A fourth entry to the square is provided to allow access to the neighborhood square from the North pedestrian accessway
- The northern building mass has pushed partially into the NW Quimby strip in order to increase the square-footage of the square
- Shifting the eastern building masses fully into the 60' parcel between 290 E and W, the square meets the minimum 16,000 sf requirement while still providing enclosure on all four sides of the square
- This shift also allows the northern face of the eastern building to act as a formal terminus to the pedestrian accessway to the north
- Balancing access, openness and enclosure, around the square seeks to make it an iconic outdoor place as well as a vibrant retail center for the NW neighborhood



# option 5 massing | park connection



The current massing scheme provides open and direct connections between the square and both NW 21st to the west as well as the park to the east.

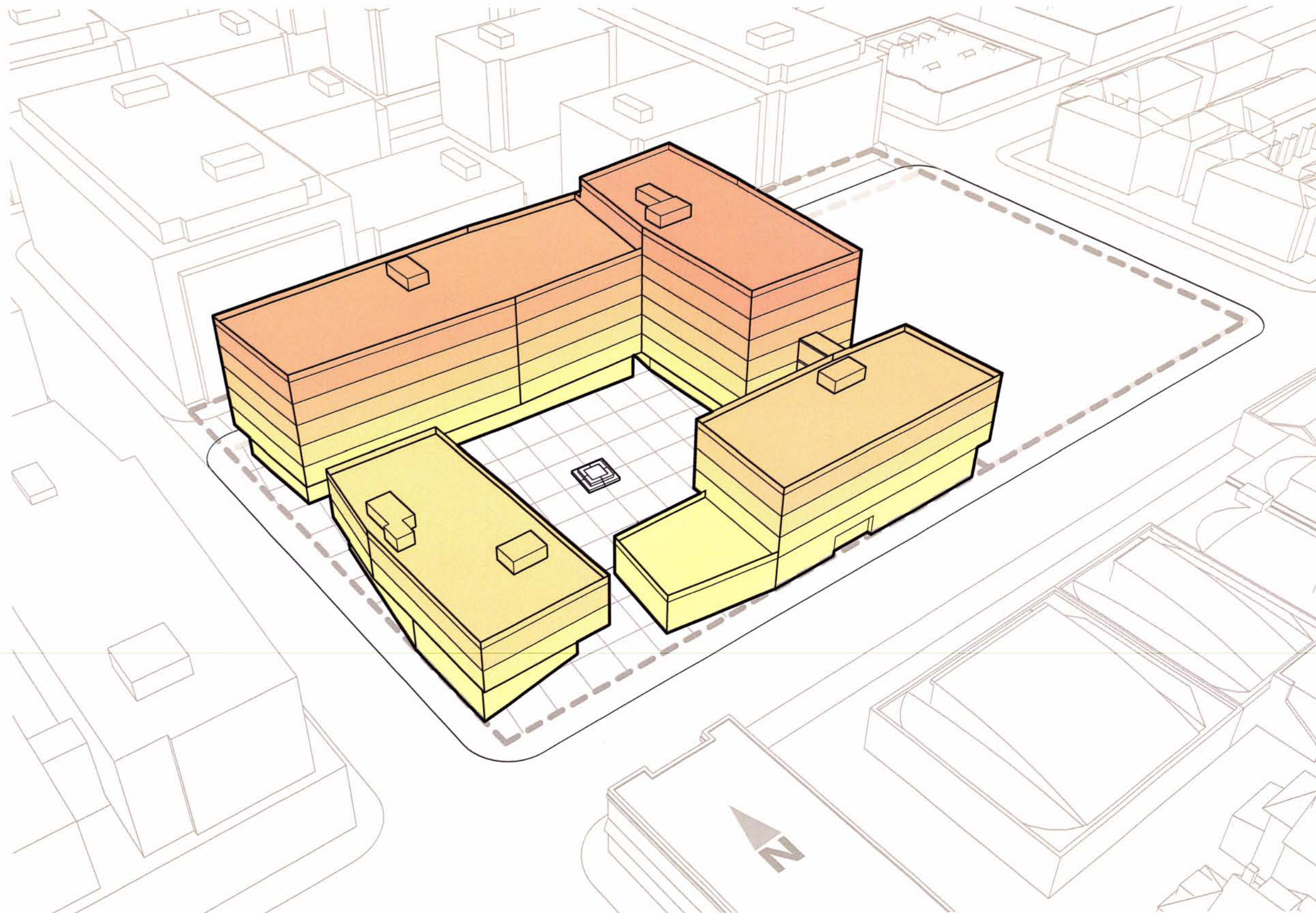
While prior designs had placed major emphasis on the access to the square from NW 21st, this version has also highlighted the connection to the park and the neighborhoods to the east of the site.

The NW Pettygrove entry ensures the neighborhood square can be easily accessed from the established NW neighborhood to the south.

With connections in all four directions, the square has the potential to provide a vibrant central outdoor space for the NW neighborhood, becoming the heart of not only the Con-way district, but the larger community as well.



## option 5 massing | stepping heights



The current scheme responds to the height limits established by the Northwest Master Plan with the tallest building mass situated in the NE corner along the park.

The massing of the current scheme steps down to the south and the west in order to maximize solar access to the square.

The lowered massing at the southern edge also relates to the fabric of two and three-story buildings that predominate the neighborhood to the south.

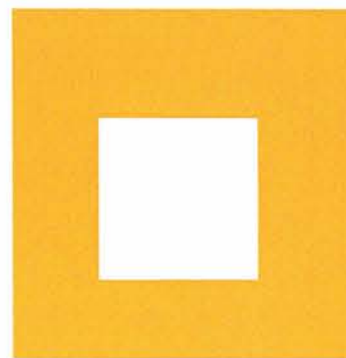


# diagrams



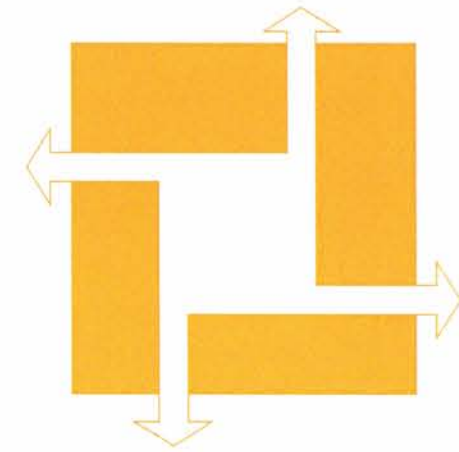
CITY BLOCK AS SITE

The 200' x 200' square Portland block is the starting point for the conceptual organization



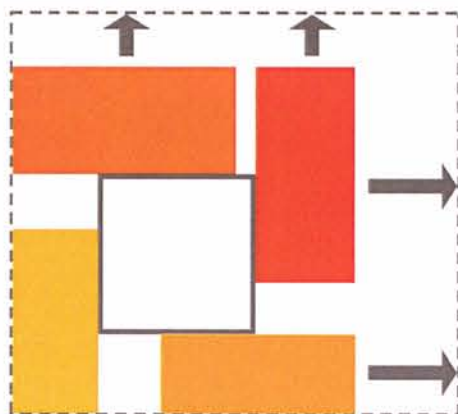
INSCRIBED SQUARE

Enclosed on four sides, open space in the middle of the block provides unique opportunities for the gathering of multiple programs



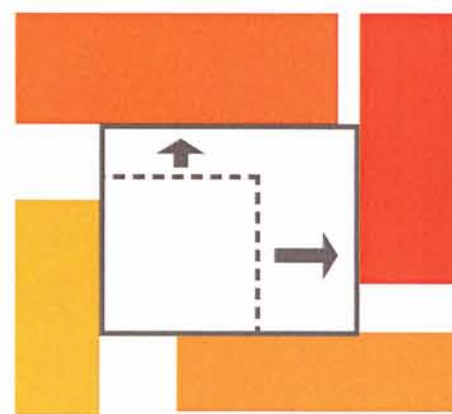
CONNECTION

Openings, organized in a pinwheel configuration, connect the open space within the block to the public realm on each of the four frontages



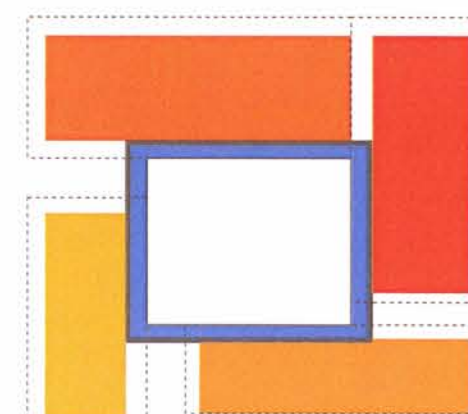
SITE EXPANSION

The extents of the existing superblock site provides opportunity for the site perimeter to expand. **This expansion allows the area of the square to meet the minimum space requirements of the NW Master Plan**



SQUARE EXPANSION

Expanding the site perimeter allows the square to grow to adequate size while maintaining four-sided enclosure. **This expansion allows the area of the square to meet the minimum space requirements of the NW Master Plan**

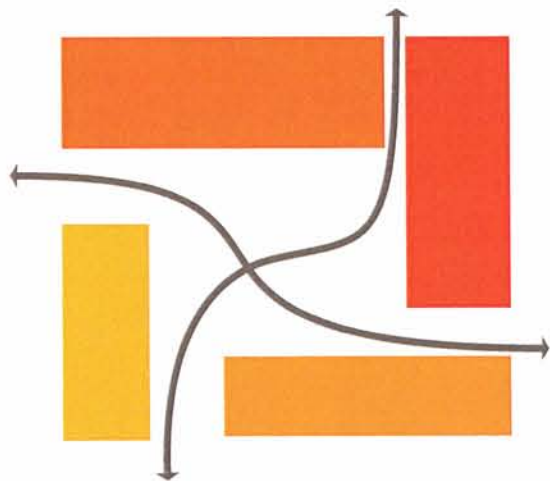


COVERED EDGE

The boundary of the square extends under building masses at the ground level which provides a continuous sheltered perimeter

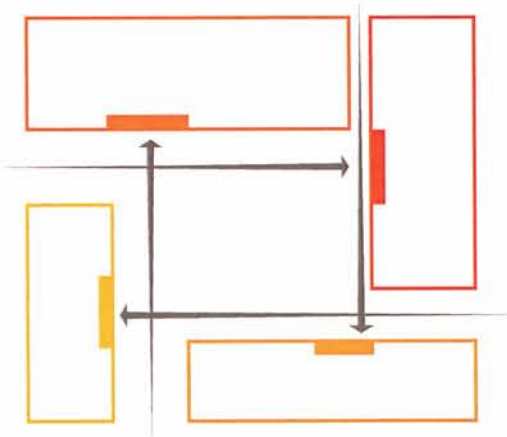


# diagrams



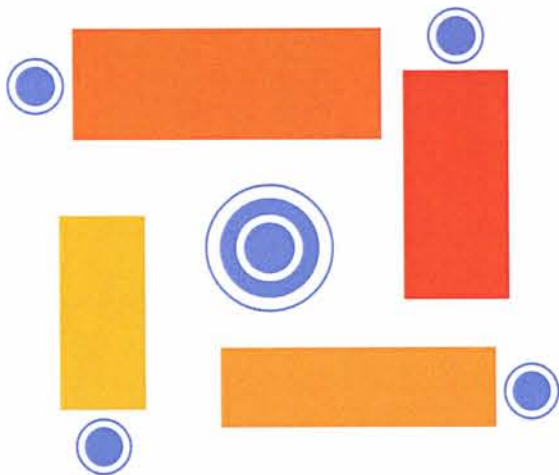
DESIRE LINES

The pinwheel organization also facilitates pedestrian movement across the square reinforcing primary diagonal movement across the site



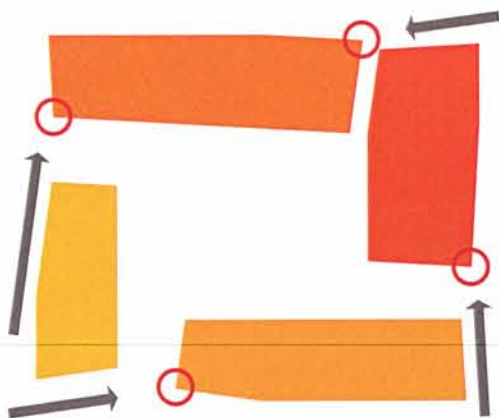
BUILDING FACES

Openings into square highlight views to building faces across the open space, providing a destination and encouraging entry



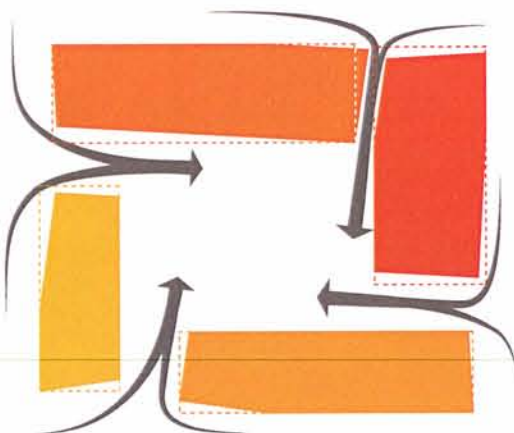
FORECOURTS

Building masses are set back adjacent to each entry point to provide places for gathering and activity. These forecourts announce the activity occurring in the larger central space



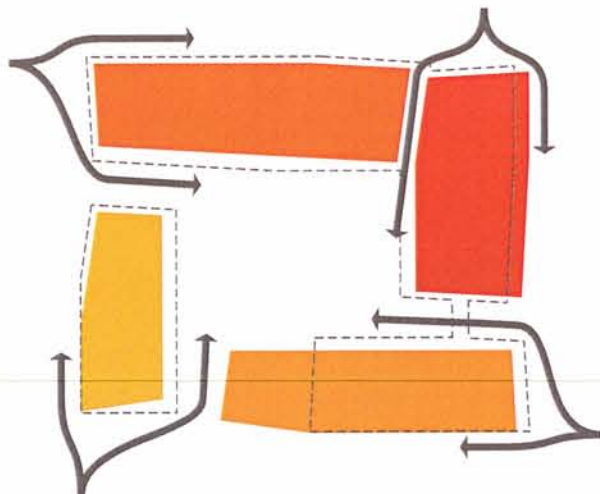
CORNERS

Building masses are angled at the exterior faces to emphasize corners, which mark entries into the square



TAPERED MASSES

Tapering the building masses at the entry points facilitates entry into the square from each frontage

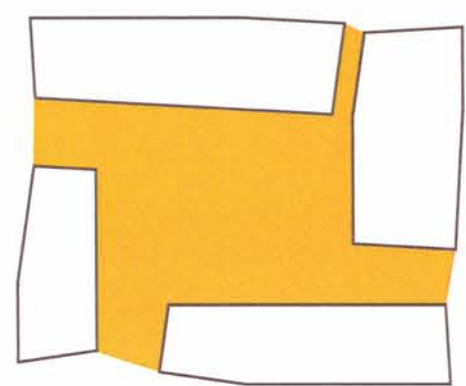


FLOWS

At each perimeter edge of the square, the narrowed building ends direct pedestrian movement and views both into the square and along the exterior street edge

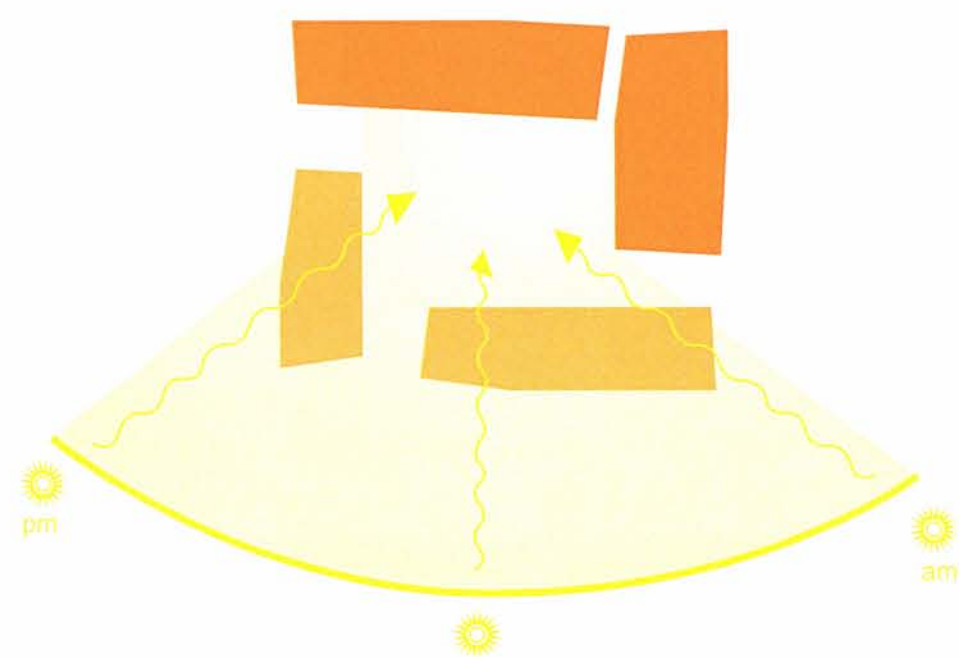


# diagrams



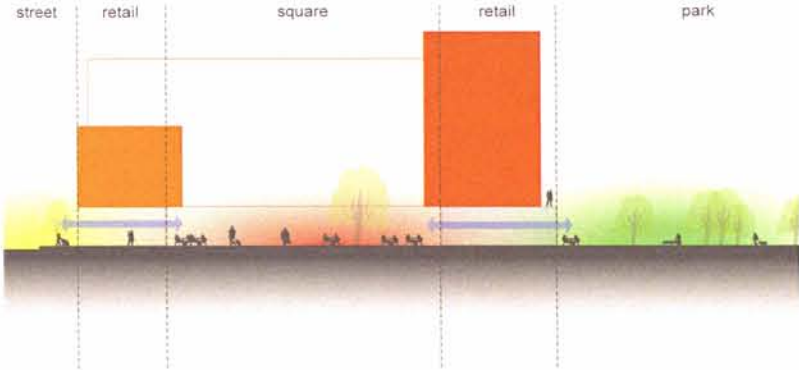
SQUARE EXTENSION

The area of the square extends out to the site perimeter through the four entries which increases the area of the square and exposure to activity at the block perimeter



SOLAR ACCESS

The building masses along western, southern and southeastern edges of the site are lowered in order to maximize solar access to the square

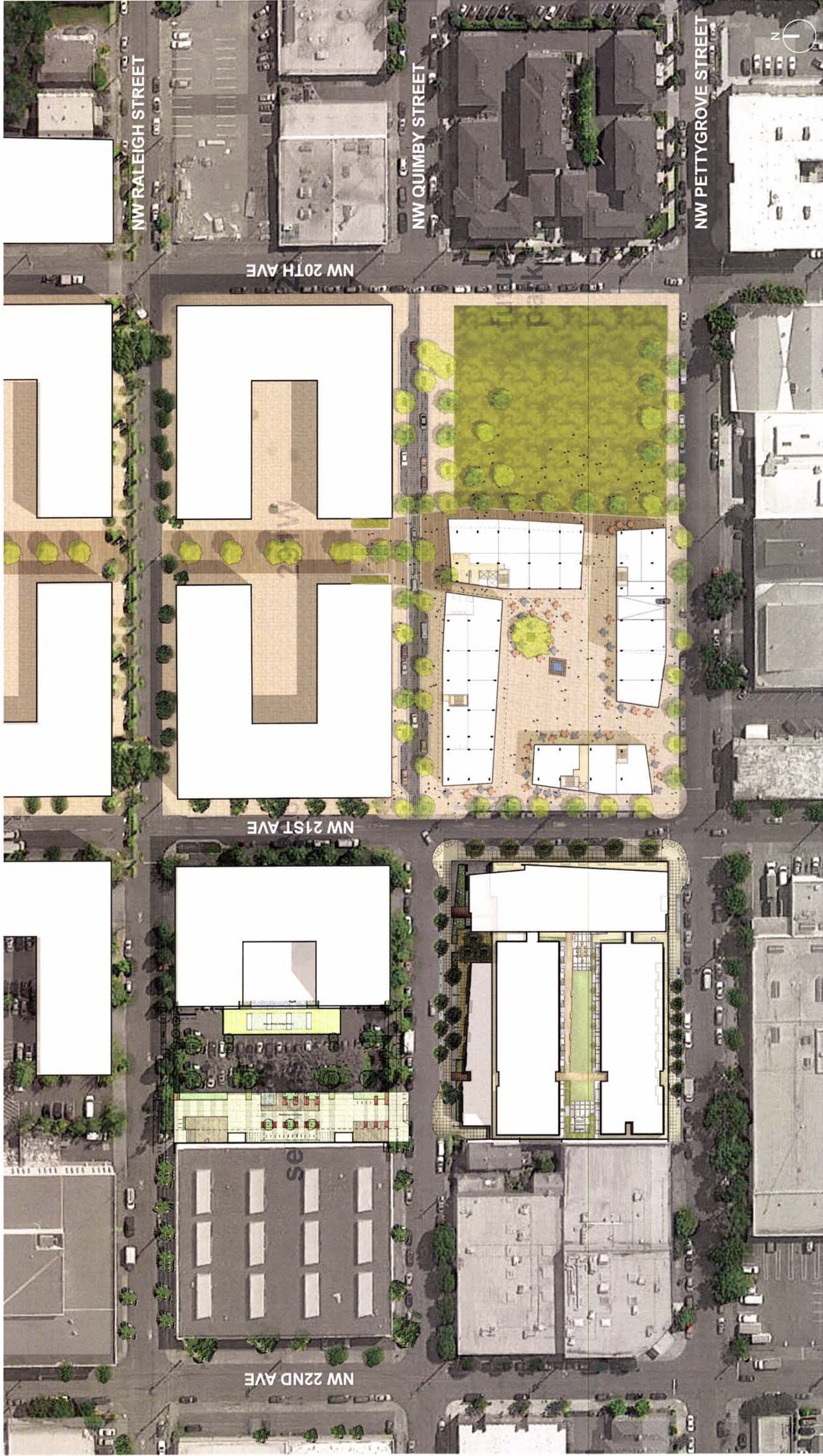


SITE SECTION

Ground floor retail program activates the edges around the perimeter of the block as well as the perimeter inside the square and serves to connect the distinct environments of the street, the square and the park

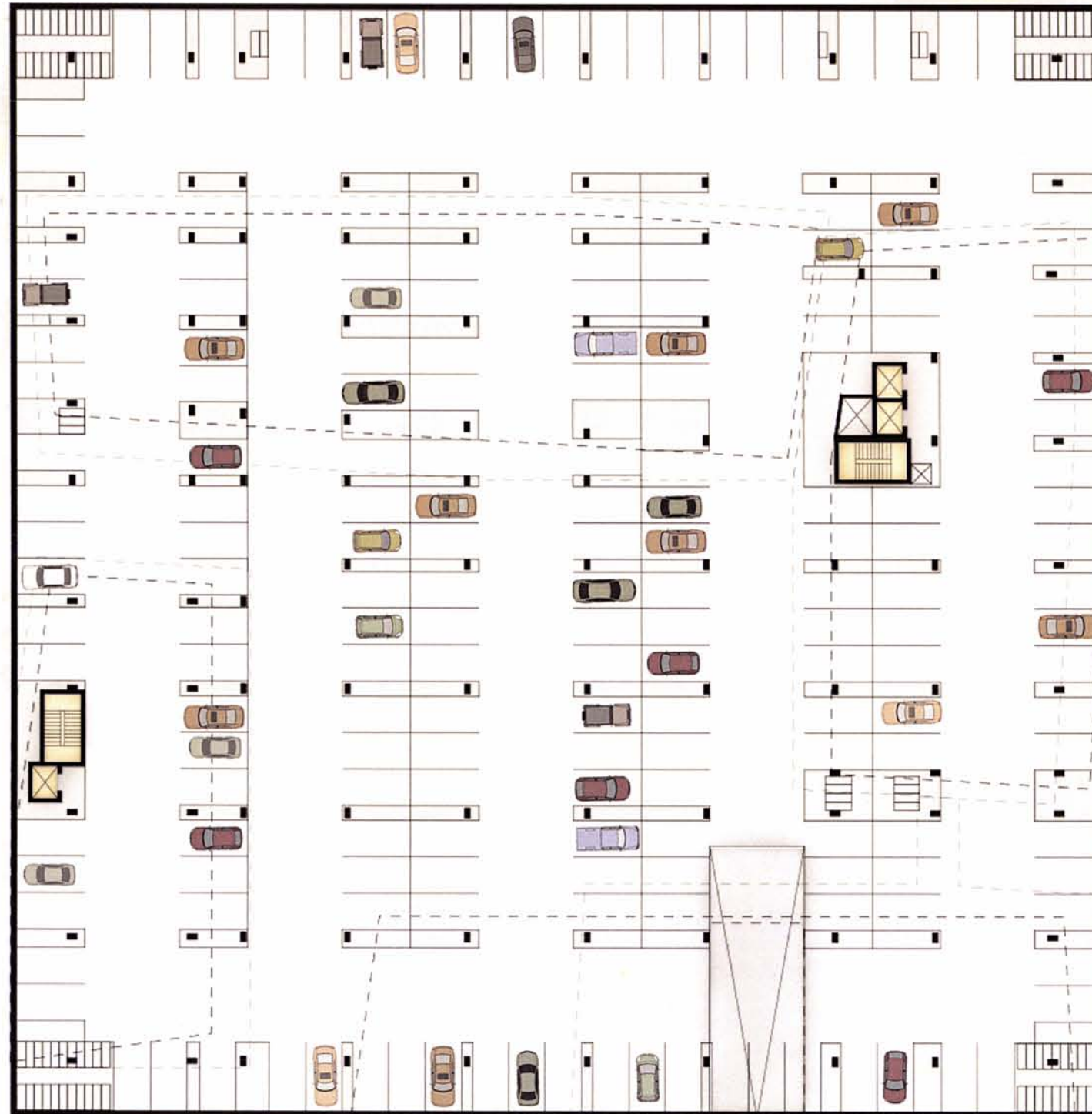


# site plan





# basement plan



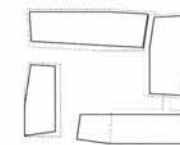


# ground floor plan



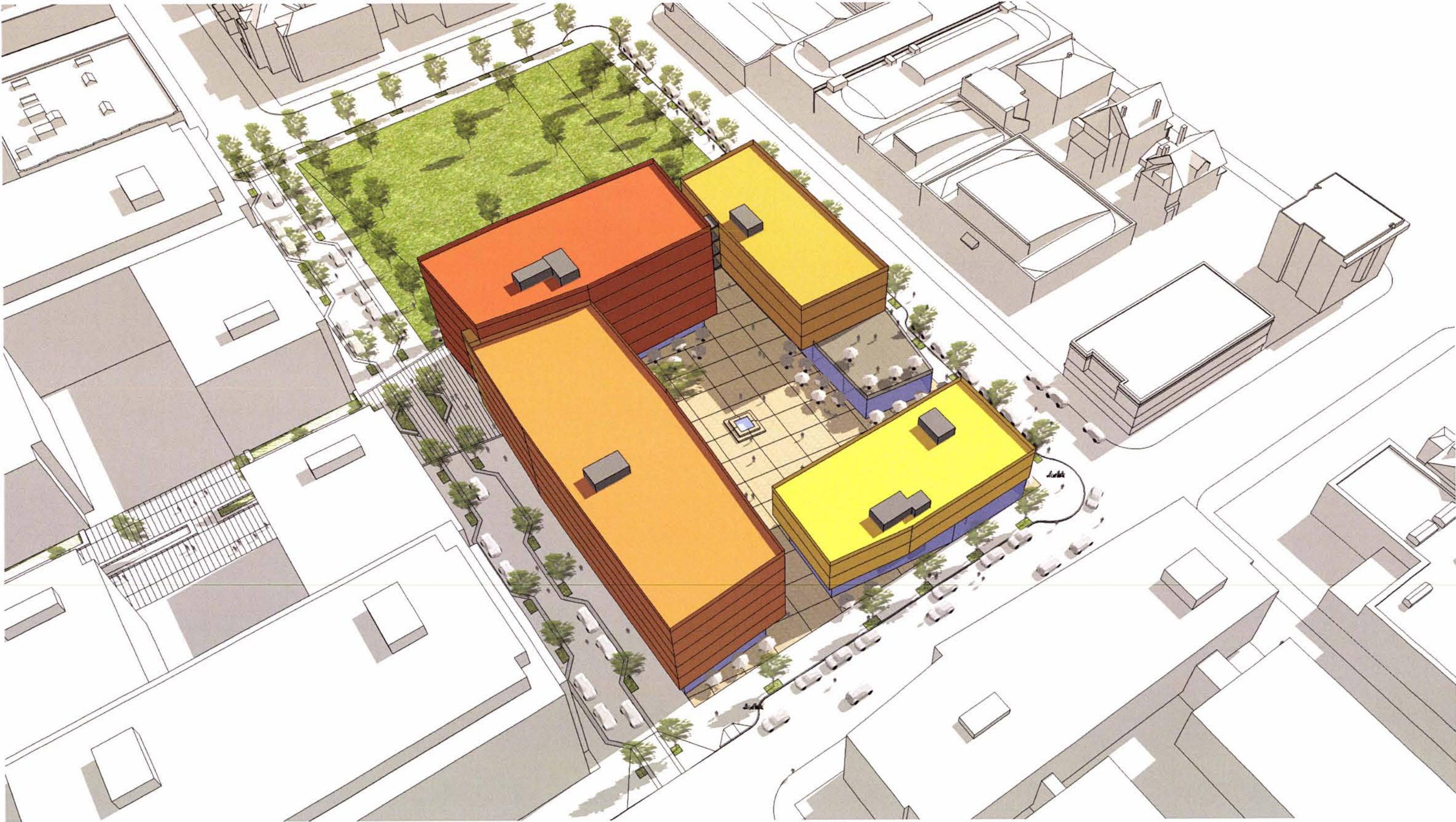
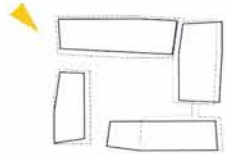


# perspective | roof plan



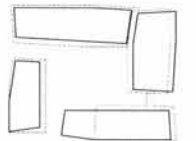


perspective | southeast



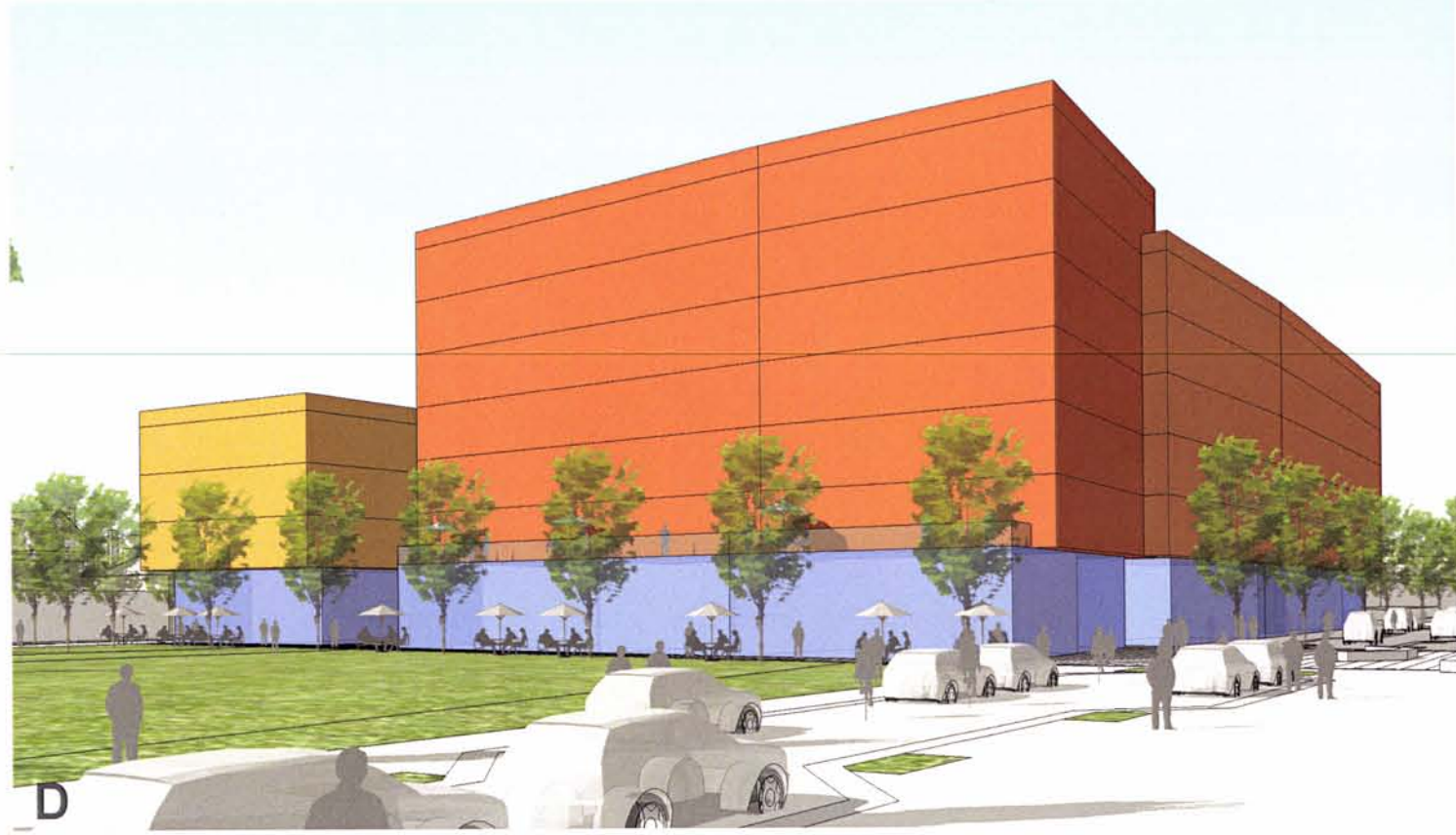
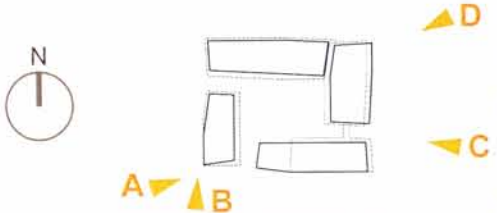


# perspective | northwest



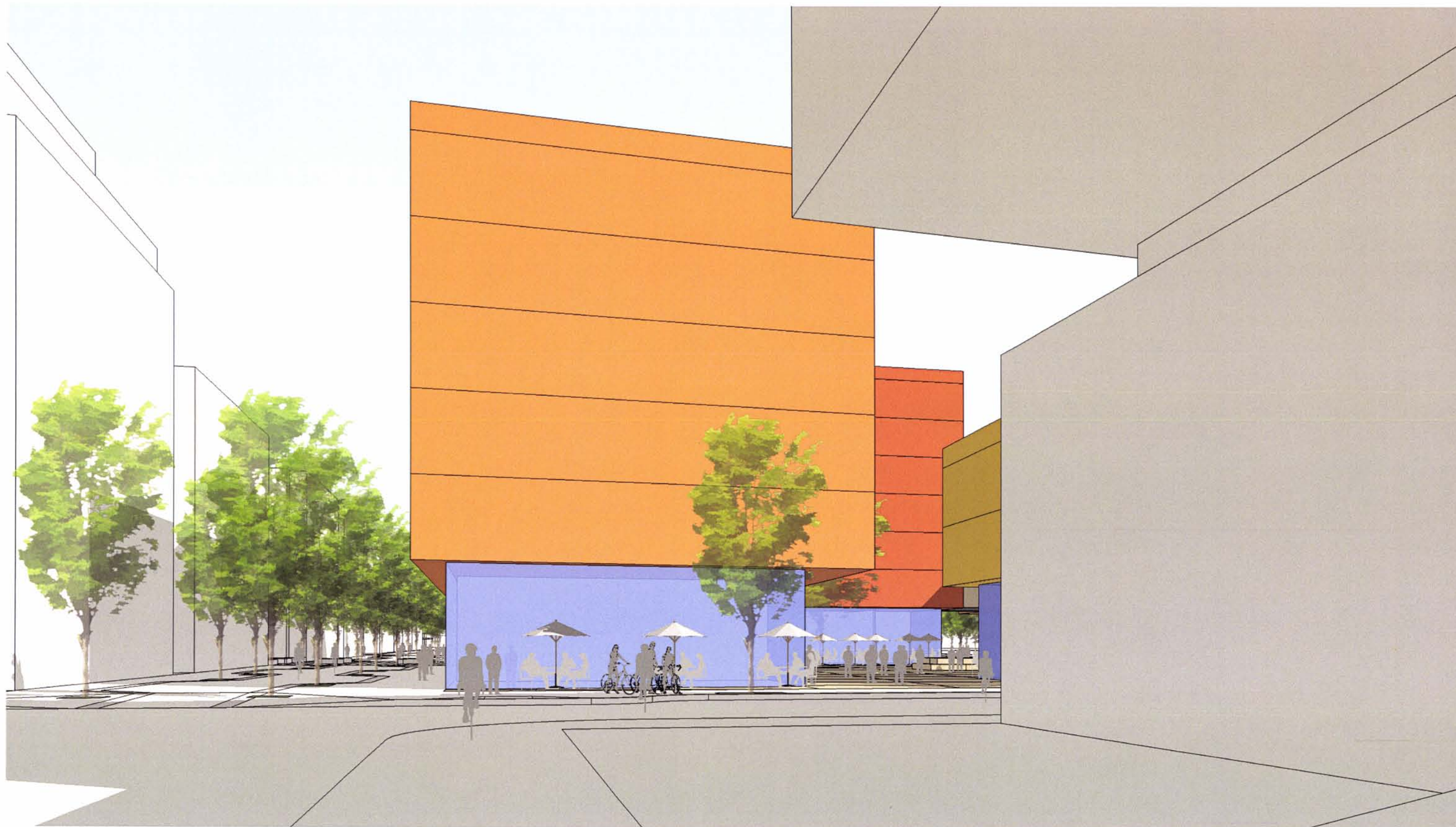
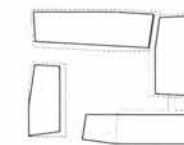


perspectives



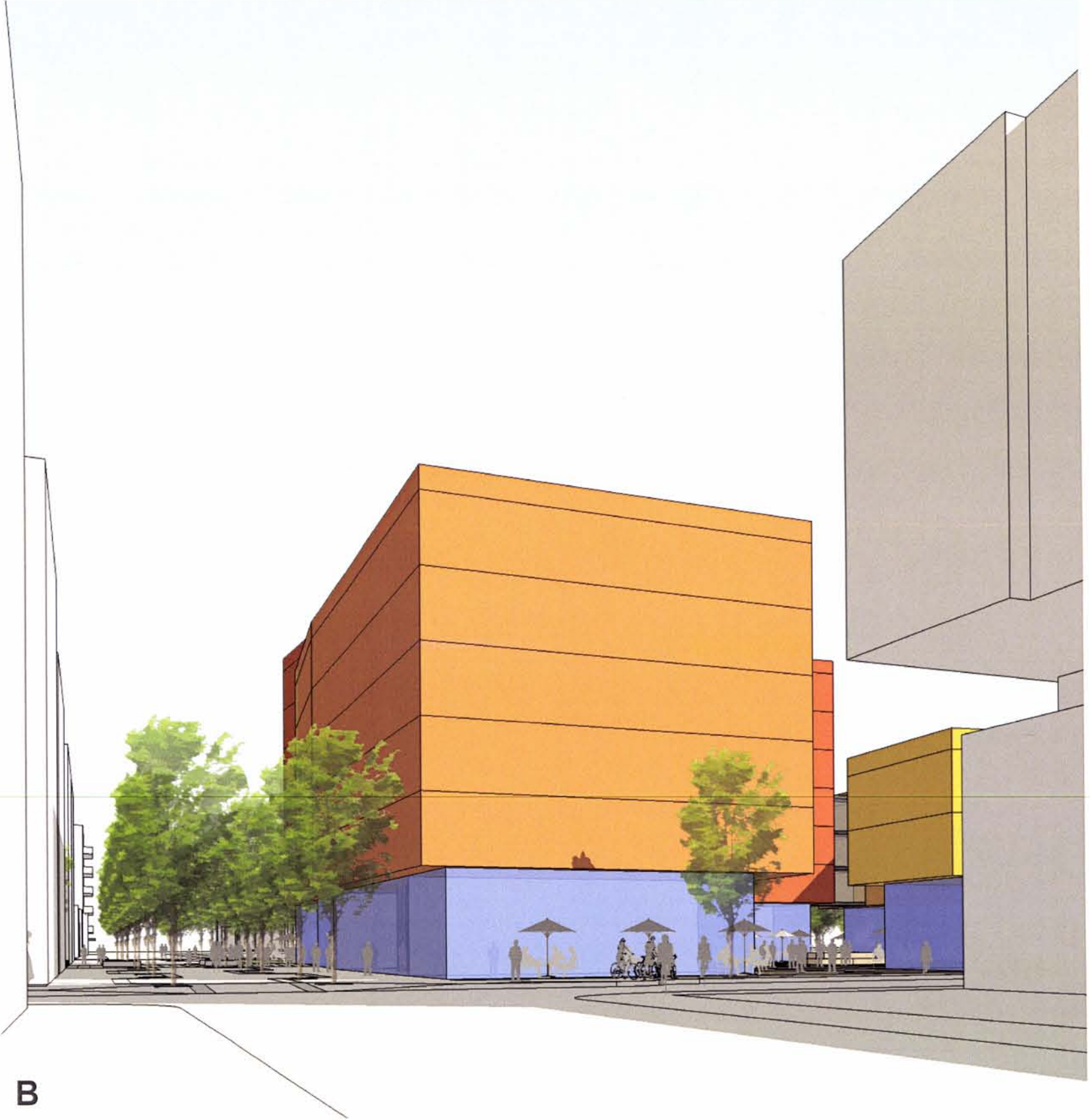


# perspective | east from new seasons



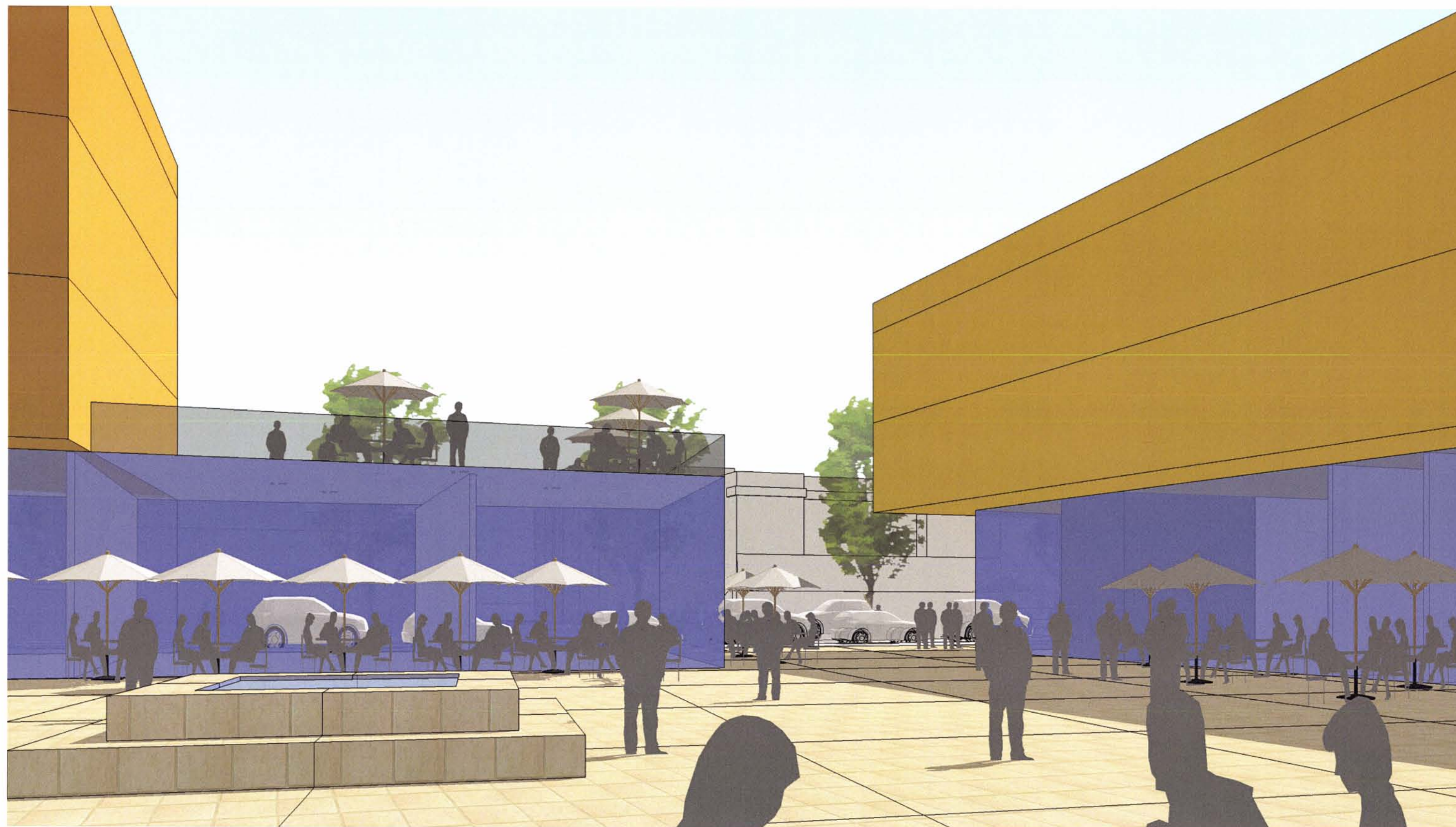
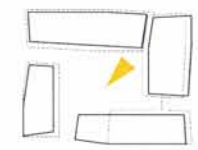


perspectives



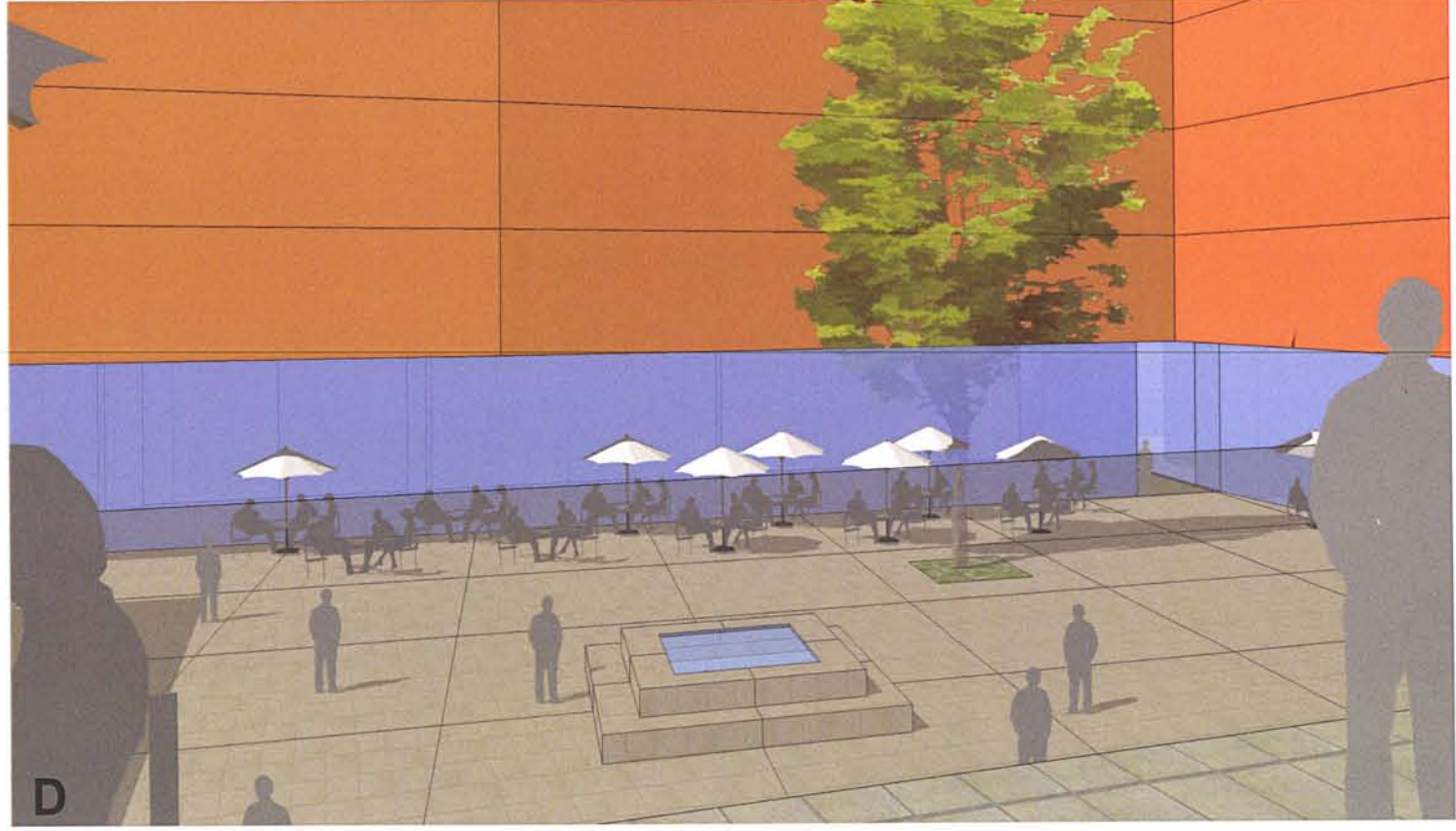
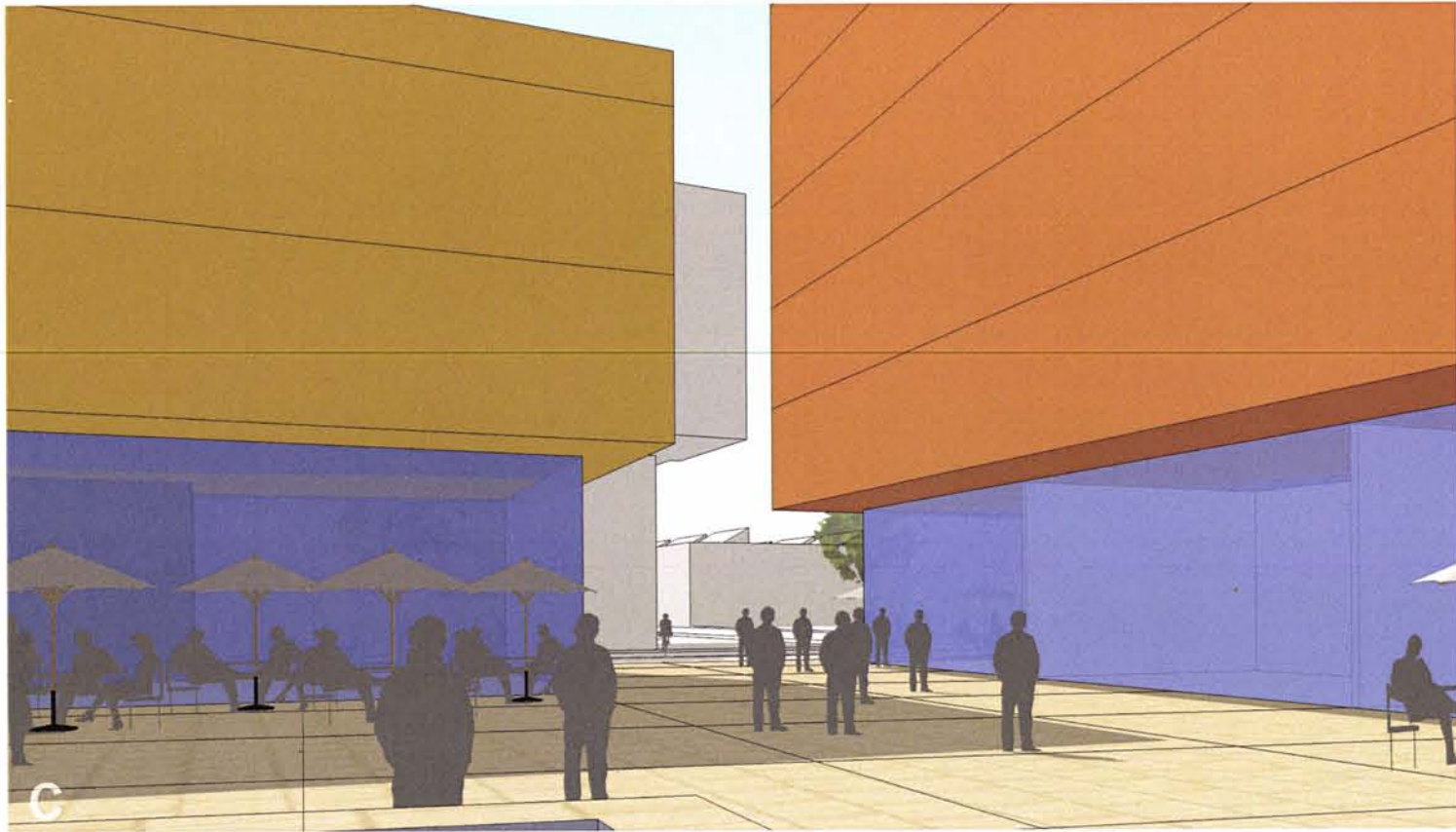
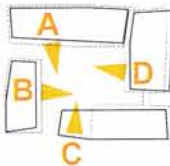


# perspective | in square looking southwest





perspectives | in square





# quantum + FAR

## Building Area Summary

Gross Floor Area (1)	Level	Parking Garage**	Building 1	Building 2	Building 3	Building 4		Total
	Basement	66,820	0	0	0	0	0	0
	1	0	11,618	8,785	8,798	6,445	0	35,646
	2	0	11,865	8,785	6,815	6,445	0	33,910
	3	0	11,865	8,785	6,815	6,445	0	33,910
	4	0	11,865	8,785	6,815	0	0	27,465
	5	0	11,865	8,785	0	0	0	20,650
	6	0	11,865	8,785	0	0	0	20,650
	7	0	0	8,785	0	0	0	8,785
	TOTAL	66,820	70,943	61,495	29,243	19,335	0	181,016

Project sprinklered throughout per NFPA 13.

\*\*Garage area not included in total area or FAR calculations

## Podium (Retail, Services & Parking)

Commercial Level (conditioned space)	Area
Leasable Retail	24,190
Leasable Common Area (corridor, RR, trash)	500
Residential Lobby	1,335
Tenant Storage (12 stalls at ~40 sf + circ)	0
Balance (circulation, plant/services, etc)	9,621
Subtotal	35,646

Parking (Unconditioned Space)	
Bike Parking (204 secure spaces)	3,468
Parking & Balance (at grade)	0
Parking (garage)	63,352
Subtotal	66,820

### Notes:

(1) Includes all built area, including all parking areas and unconditioned spaces

(2) site area assumes a 3' dedication along NW 21st, includes all of NW Quimby and includes the 60' parcel between 290 E and W.

(3) N/A

(4) Residential FAR = maximum base FAR - non-residential floor area

(5) Unit areas in this column are the approximate average of all units that unit type. Variations in the exterior wall result in slight differences between this amount and the typical unit area indicated on the Enlarged Unit Plans.

(6) Construction to be PT Concrete.

## FAR Summary

Proposed FAR	Area	FAR
Parking Garage	66,820	0.00
Buildings 1, 2, 3 & 4	181,016	2.71
	0	0.00
Total Proposed Floor Area	181,016	2.71

Allowable FAR	Area	FAR
Site Area (2)	66,820	1.00
Base FAR (3:1)	200,460	3.00
Allowable FAR	200,460	3.00

Difference (unutilized FAR)	19,444	0.29
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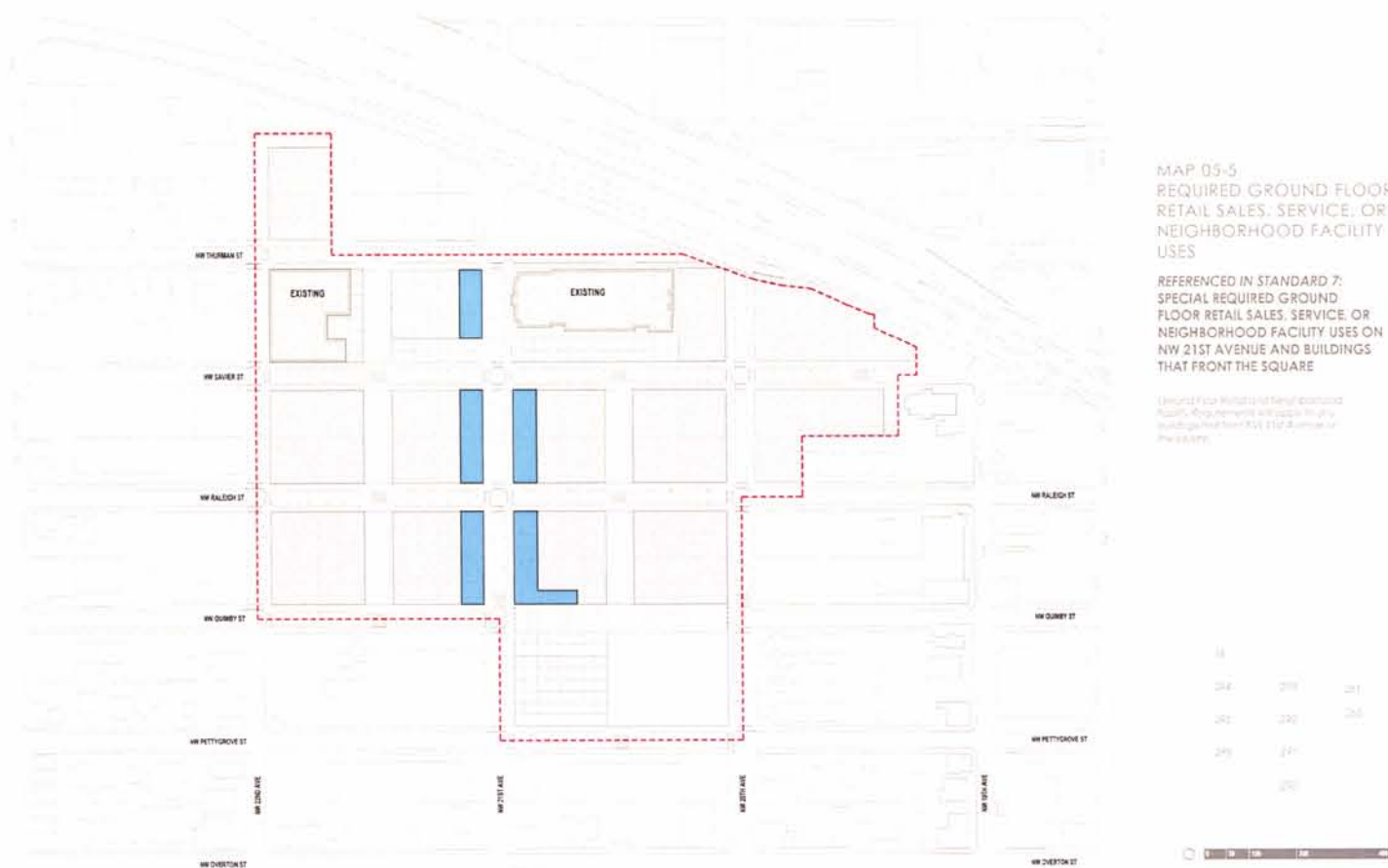
## Parking

Res. Spaces*	193		
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\*Garage: 181 singles + 6 tandems



# NW master plan | modifications, adjustments and amendments



## CLARIFICATION AND/OR MODIFICATION:

### NW MASTER PLAN DEVELOPMENT AND DESIGN STANDARDS

#### 7. SPECIAL REQUIRED GROUND FLOOR RETAIL SALES, SERVICE, OR NEIGHBORHOOD FACILITY USES ON NW 21ST AVENUE AND BUILDINGS THAT FRONT THE SQUARE

7.D.2 The area must be at least 50 feet deep, measured from the street facing façade (building services, vertical shafts, and underground garage entrances may intrude up to 10 percent of the required area;

- MAP 05-5 shows the location for Design Standard 7, but does not graphically indicate the standards apply to 290W. Text in the document and on the MAP references "buildings that front the square." Are the "buildings that front the square" solely indicated with graphics from Map 05-5 on the southwest corner of NW Quimby and 21st, or does Design Standard 7 apply to all buildings that front the square, including those on Block 290W?
- In the proposed scheme, ground floor retail spaces on the southern and eastern edges of the site along NW 21st and NW Pettygrove are around 47' deep, measured from the street facing facade. This is less than 50 feet deep required by the NW Master Plan. Retail spaces along these two site edges will have thru-retail, connecting the retail space to both the street side and the square side.



## CLARIFICATION AND/OR MODIFICATION:

### NW MASTER PLAN DEVELOPMENT AND DESIGN STANDARDS

#### 8. STANDARDS ON STREETS AND OPEN SPACES

8.F. Buildings. The top floor of all buildings taller than 75 feet shall be setback a minimum of 5 feet.

- In the proposed scheme, the height of the building mass along the eastern edge of the park is seven stories, with a maximum height that is at or under the 77' height limit allowed by the NW Master Plan. The massing currently does not show a setback at the upper floor. The diagram in MAP 05-6 shows a portion in which Standard 8 applies along the western edge of the 60' parcel between the 290E and 290W. Now that the site area includes this 60' wide parcel, does this Master Plan requirement apply to building masses that extended into the 60' parcel and front the park?



# NW masterplan | modifications, adjustments and amendments



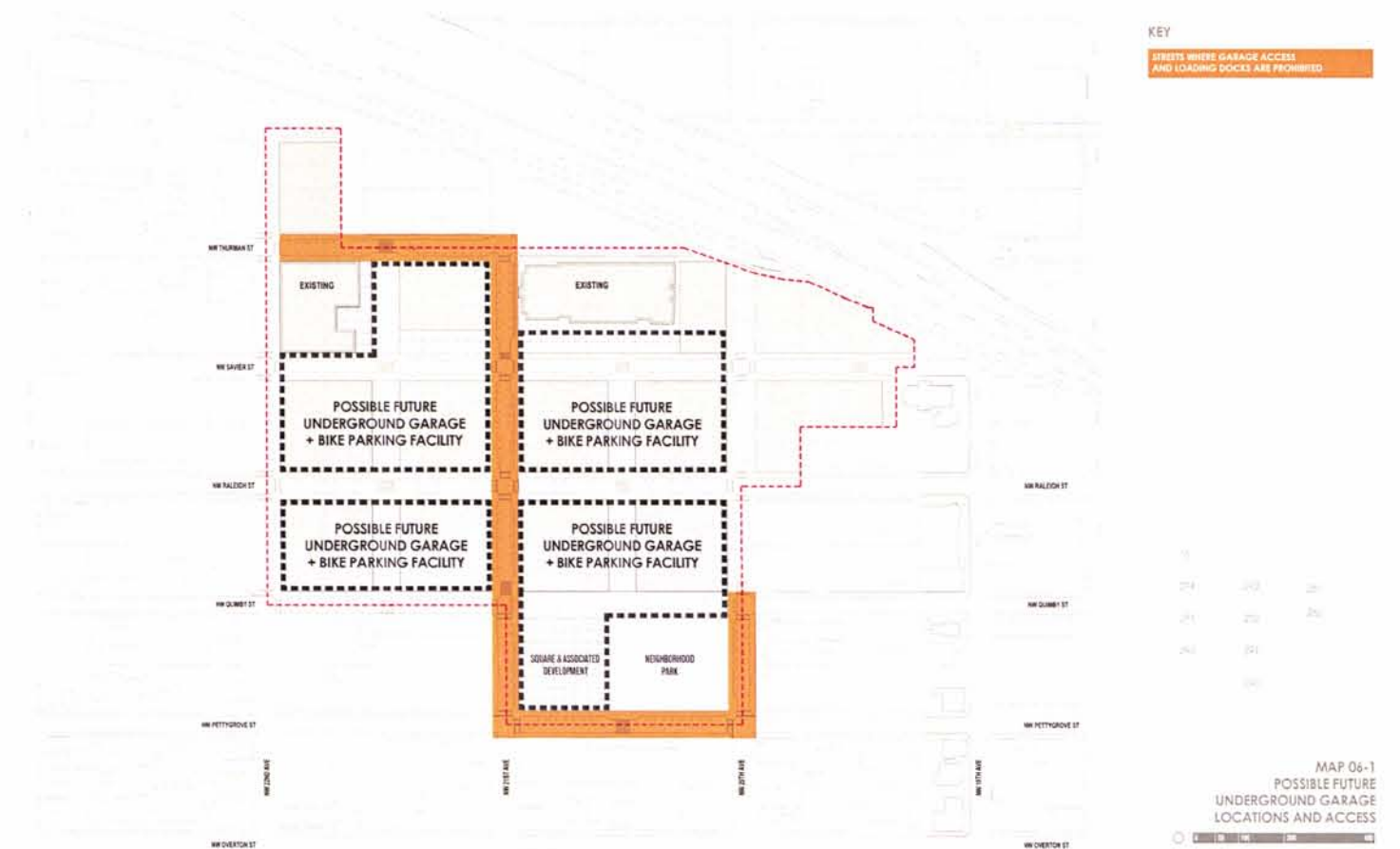
## CLARIFICATION AND/OR MODIFICATION:

### NW MASTER PLAN DEVELOPMENT AND DESIGN STANDARDS

#### 10. SQUARE STANDARDS

10.C Ground plane connection between the square and neighborhood park shall be a minimum of 30-feet-wide, and if included within a building, shall have a clear height of at least 25 feet.

- This connection between the square and the park is open to the sky except for a 10' deep covered portion that is 20' in height. This 20' high connection runs below a portion of the second story of the eastern building on the site.
- The 66,820 sf site area of 290W includes the 60' wide parcel between 290W and 290E and also includes the 60' wide parcel of NW Quimby. In order to provide the enclosure at the square that the neighbors desire as well as provide the minimum 16,000 sf area of the square required by the NW Master Plan, the east and north buildings extend into these parcels. The eastern building masses fully occupy the 60' wide parcel between 290W and 290E. The north building masses shift into NW Quimby 15', which reduces the space between the north edge of the buildings and the property line to the north to 45' wide. No height limitations are shown in the Master Plan for the strip between the square and the park and the festival street to the north of the 290W site. Does the 77' height limitation shown for 290W on the NW Master Plan Map extend into the NW Quimby parcel and the 60' parcel between 290W and 290E?



## AMENDMENT IN PROCESS BY OTHERS AND/OR BLOCK 290W MODIFICATION:

### NW MASTER PLAN TRANSPORTATION

#### MAP 06-1 POSSIBLE FUTURE UNDERGROUND GARAGE LOCATIONS AND ACCESS

The NW Master Plan assumes underground parking on the 290W site but per MAP 06-1 access to underground garages are prohibited on NW 21st, NW Pettygrove, and the 60' parcel between the 290W and 290E is not a feasible location for underground parking access. Per the NW Master Plan, NW Quimby is designated as a Festival Street and envisioned to carry limited vehicular traffic. Underground garage access is essentially prohibited on all four sides of the 290W site. An amendment to the NW Master Plan is currently in process (by others) to provide access to the garage under 290W and other areas located in the Master Plan. The current massing scheme shows access to the underground garage under 290W located on NW Pettygrove.