



City of Portland, Oregon
Bureau of Development Services
Inspection Services - Land Use Services
FROM CONCEPT TO CONSTRUCTION

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

MEMORANDUM

Date: October 16, 2015
To: Portland Landmarks Commission
From: Grace Jeffreys, Development Review
grace.jeffreys@portlandoregon.gov 503-823-7840
Re: 15-230303 DA – Seven Corners
Design Advice Request Summary Memo for October 26, 2015 Hearing

Attached is a drawing set for the Design Advice Request for a new 4-story commercial building located on a vacant lot located in the Ladd's Addition Historic District, comprised of 3 stories of office over ground floor retail and partially structured parking. Possible **Modifications** include Size of Loading Spaces - 33.266.310.D, and Loading Forward Motion - 33.266.310.F.1.

APPROVAL CRITERIA

The review criteria are the Historic Resource Reviews 33.846 and Ladd's Addition Conservation District Guidelines (LACDG, Summary chart attached).

LAND USE HISTORY

In 2007 the Landmarks Commission granted Historic Design Approval for a 4-story, mixed-use development on this same site. That proposal had a similar massing and arrangement of parking to this proposal. (LU 07-163511 HDZM Approval Decision, copy will be sent later this week via email)

ZONING

This site is zoned Storefront Commercial, with a Main Street Corridor Overlay. (PZC 33.460.300) The purpose of the Division Street regulations is to promote development that fosters a pedestrian- and transit-oriented main street and reinforces the pattern of older industrial, commercial, and residential buildings along the street. These regulations ensure that development:

- Activates Division Street corners and enhances the pedestrian environment;
- Steps down building heights to reduce the negative impacts of larger scale buildings on the adjoining single-dwelling zones;
- Is constructed with high quality materials in combinations that are visually interesting;
- Consists of retail that primarily serves the surrounding neighborhood, is small in scale and promotes pedestrian activity; and
- Provides neighbors with the opportunity to give early input to developers on significant projects.

DESIGN ADVICE TOPICS: Staff has identified the following for inclusion in the DAR discussion:

1. **Height and Massing:** Proposal is for a forty-five foot high, 4-story building with a 3-foot step-back at the street frontages to create an "attic" floor. At the rear of the building facing the residential zone the building massing steps back further, and there are two roof terraces proposed on the third floor rooftop. Previous LU decision (noted above) approved a proposal with similar massing and setbacks. In this current proposal, are the base three stories strong enough on their own to create a reading of a three-story building in a historic neighborhood with an attic floor? And how do the two vertical dark brick elements which break these facades affect this reading of the building?
LACDG's #5. Building Height. "...new buildings should not exceed three stories or forty five feet in height."

2. **Activate Corners & Enhance Pedestrian Environment:** This key site is an important corner at a main entrance into Ladd's Historic District.
- In response, the corner of building at the intersection of Division and Ladd has been beveled. Is this treatment enough to celebrate this location? Additionally, is the scale of the corner entry at ground floor generous enough?
 - At the intersection of Division and the alley the corner of the building is also beveled, and the ground floor at the corner and adjacent bus stop area are both blank facades. Can these locations be more engaging, especially at the very visible corner facing west down Division? (Refer to Dwg. 1/C16).
 - The corners at either end of the rear elevation are wrapped with brick cladding and large window bays, but the base of the last bay at the Ladd end does not reach the ground. (C17)
 - Inset terraces are proposed at second and third levels facing the residential area to the rear. Instead of these blank facing terraces, staff suggests considering adding street oriented balconies facing Division and Ladd.

LACDG's #12. Front Façade Detailing. "Primary entrances to buildings should be oriented to the street rather than to a rear yard or interior side yard. Front porches and projecting features such as balconies, bays and dormer windows are encouraged. Blank façades with no windows are discouraged."

3. **Transitional location.** This site is zoned Storefront Commercial, with a main street overlay. Additionally, the site borders an R5 residential neighborhood to the rear. Through programming and massing, the intention of the design is to address both its busy commercial street on SE Division as well as its adjacent residential neighbors to the rear. The parking and loading entrance has been located on Ladd due to site constraints, and the doors will remain fully open during the day. Access to the rear landscaped buffer beyond the parking will also be accessible. Does the commission have any concerns regarding daytime access to the garage and the fenced landscaped buffer? Additionally, the interior of the garage area will be visible from Ladd during the day and from the residential to the rear at all times. Does the commission have comments regarding the design of the garage to mitigate the daytime effect on Ladd, and 24 hour effect on the residential to the rear above fence level?

LACDG's #11. Development Impacts. "All new development should be designed and operated to minimize potential adverse impacts upon surrounding residences and to reduce conflicts with residential uses. Factors to be considered are traffic generation, deliveries, parking, noise, lighting, crime prevention, hours of operation and activity, visual effects and buffering."

4. **Materials.** Material choices include brick and stucco in ivory and ebony colors with black painted metal canopies, trims and railings, and aluminum storefront systems with operable windows and transoms at the ground level. Slatted Ipe is proposed for infill at storefront system and canopy soffits are to be wood. The mechanical penthouse cladding is not yet specified. Commission input on all materials welcome.

LACDG's #8. Exterior Siding Materials. "Materials used on new buildings should be consistent with predominant materials used on buildings of a similar use within the district... On commercial and multi-family residences: stucco or brick. The following materials are discouraged: plywood, used brick, shakes, exposed concrete block and metal."

LACDG's #13. Architectural Integrity. "Window sashes and doors should be wood frames and detailed with wood trim. For commercial buildings, storefront windows with large fixed panes below and smaller frames above are encouraged."

LACDG's #15. Color. "Earth tones and muted colors which are derived from natural materials, such as stone, brick and soil are encouraged."

5. **Other Items at Commissioner Discretion.**

Please contact me with any question or concerns: 503-823-7840, grace.jeffreys@portlandoregon.gov.

Attachments:

Ladd's Addition Conservation District Guidelines (LACDG's) summary chart