

CITY OF PORTLAND, OREGON



**Bureau of
Development
Services** FROM CONCEPT
TO CONSTRUCTION

Staff Presentation to the
Portland Design Commission

Type III Design Review + Central City Master Plan Review
LU 15-281248

Broadway Tower

March 24, 2016

CODE CONTEXT

ZONING:

CXd – Central Commercial w/ Design overlay

RXd – Central Residential w/Design overlay (not within current development area)

FLOOR AREA RATIO

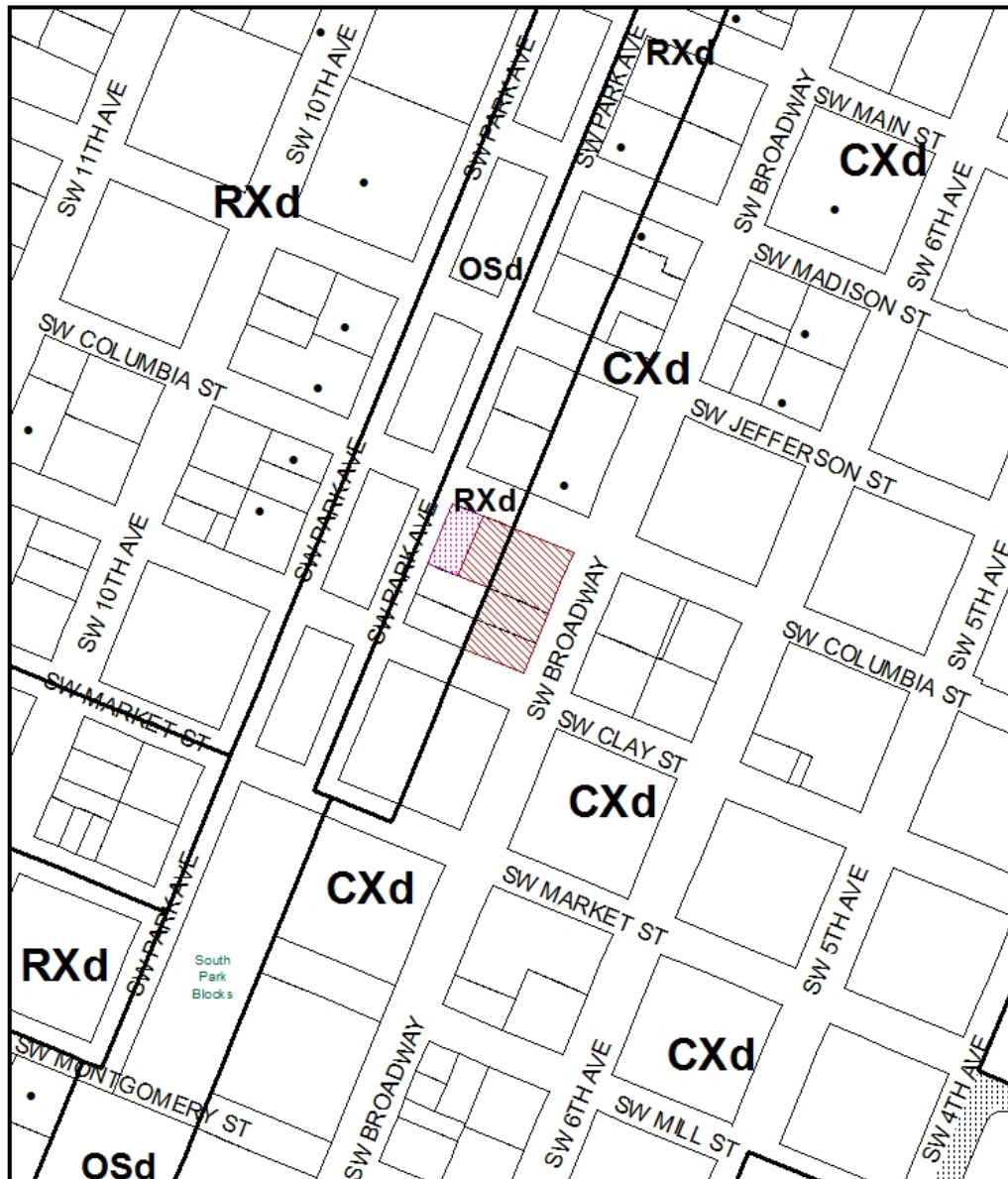
9:1 max. – CX + 3:1 bonus

6:1 max. - RX




HEIGHT

300' max. – CX

100' max. – RX



ZONING

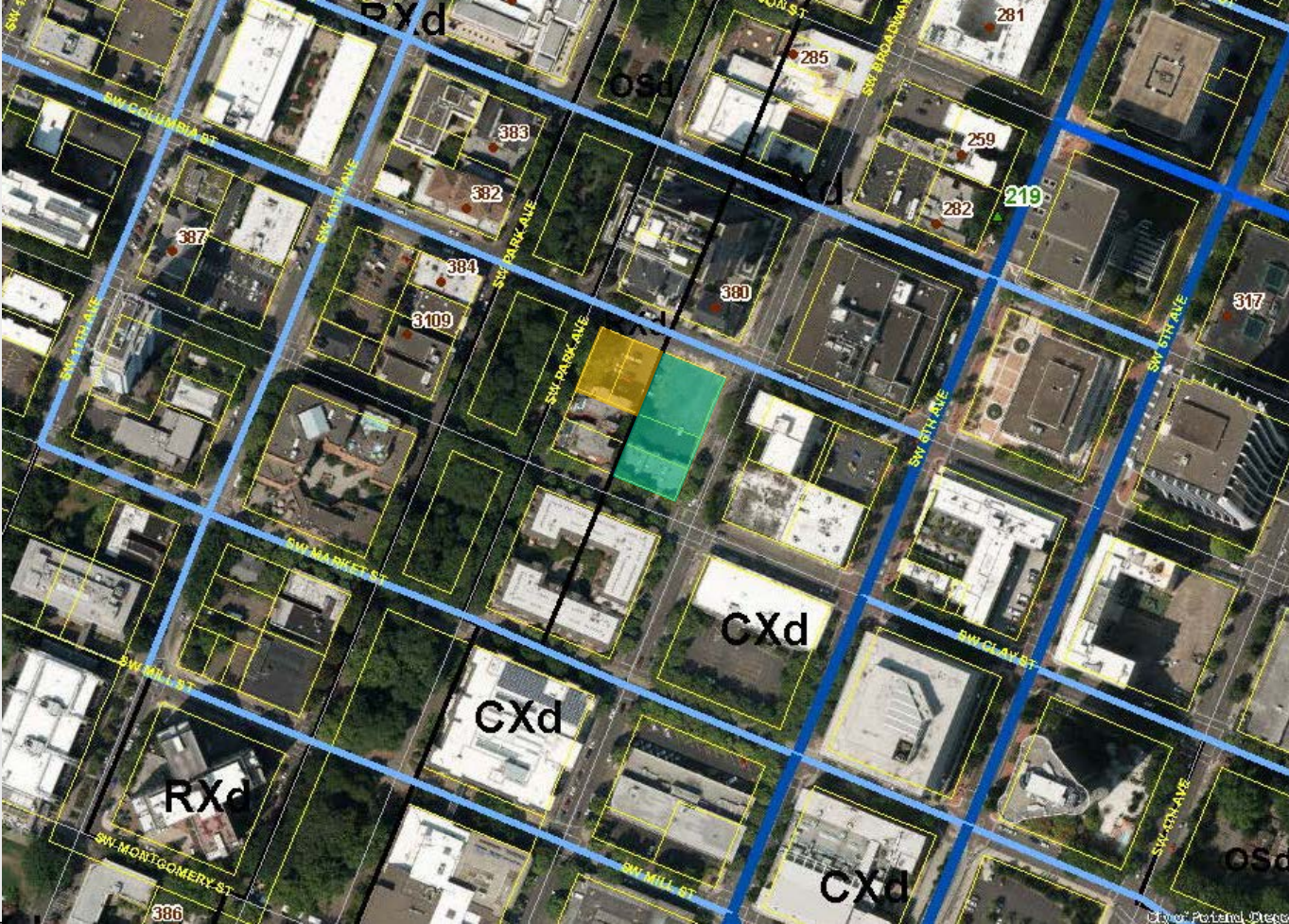
-  Site
-  Also Owned Parcels
-  Historic Landmark



This site lies within the:
CENTRAL CITY PLAN DISTRICT
DOWNTOWN SUBDISTRICT

File No. LU 15-281248 DZM MS
 1/4 Section 3128
 Scale 1 inch = 200 feet
 State_Id 1S1E04AD 3500
 Exhibit B (Dec 31, 2015)





SITE DESCRIPTION

Site Area

Lot Area: **20,000 SF – CXd**
 10,000 SF - RXd

Site Disposition

Sloped down NW to SE

Existing Condition

Vacant, surface Parking Lots,
 Existing 2-story 1917 building

Street Frontages

- SW Columbia – N
- SW Broadway – E
- SW Clay – S
- SW Park - W

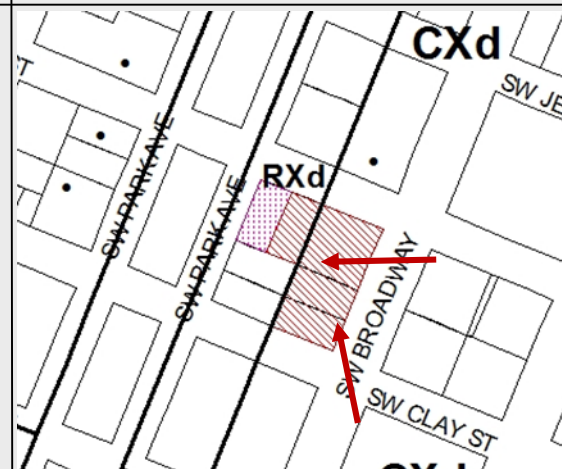
Plan Districts / Approval Criteria

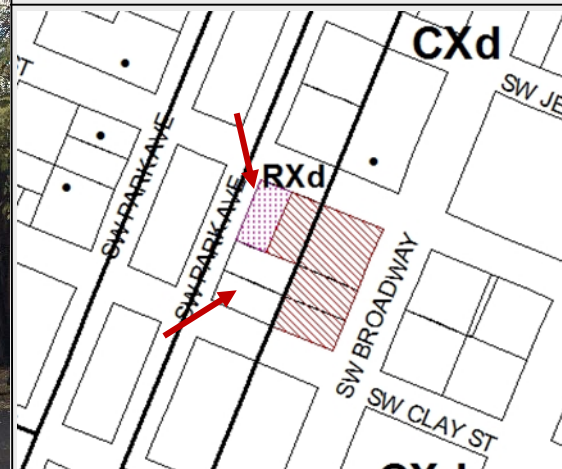
Central City Plan District, Downtown SubDistrict

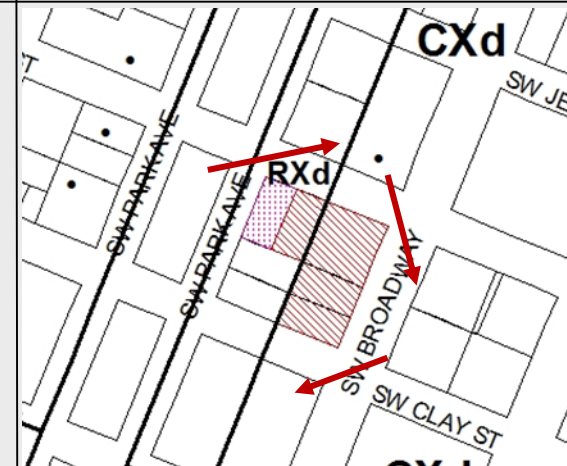
Central City Fundamental Design Guidelines

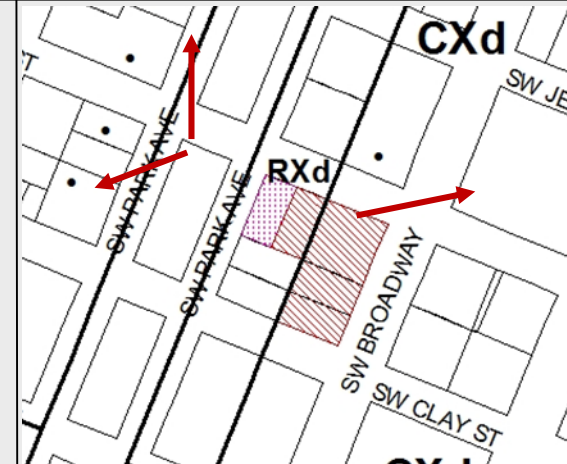
33.825.040 Modifications That Wil Better Meet Design Review Requirements

33.510.255.E [Central City Master Plan] Approval criteria









PROJECT OVERVIEW

New 19-story building w/
180 hotel rooms (6 floors)
175,000 sf office (10 floors)
Ground floor retail, lobbies, and
restaurant space
9:1 + 3:1 (bonus) = 12:1 FAR

Central City Master Plan Request
68,600sf (3.43:1 FAR) additional
for total 15.43:1 FAR
(to be transferred from one of
two Landmarks)

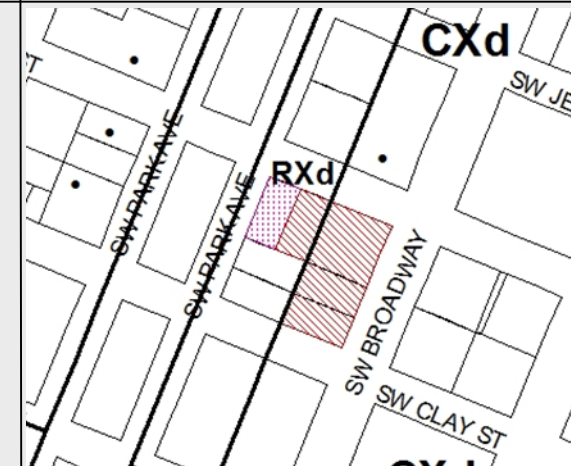
Height
130'

Exterior Materials
Glass Curtain Wall, Terra Cotta,
Composite Metal Panel



Modifications Requested

1. **33.266.310** – to reduce the size of one of the two required loading spaces from a Standard A to a Standard B; and
2. **33.266.220.C** – to reduce the width of all long-term bike parking spaces from 24” to 18”.



Option 1 – Contribute to Affordable Housing Fund and to Portland Parks

As described in Staff Report

- Developer to contribute \$500,000 to affordable housing fund by 12/31/16
- Developer to contribute \$250,000 to Parks by 6/1/17 for the purpose of creating a vegetation management plan to commence FY 2017/2018 + listing on the National Register

As currently proposed

- Developer to contribute \$625,000 to Affordable Housing Fund by 12/31/16
- Developer to contribute \$375,000 to Parks by 6/1/17 for the purpose of creating a vegetation management plan to commence FY 2017/2018; National Register listing removed from proposal

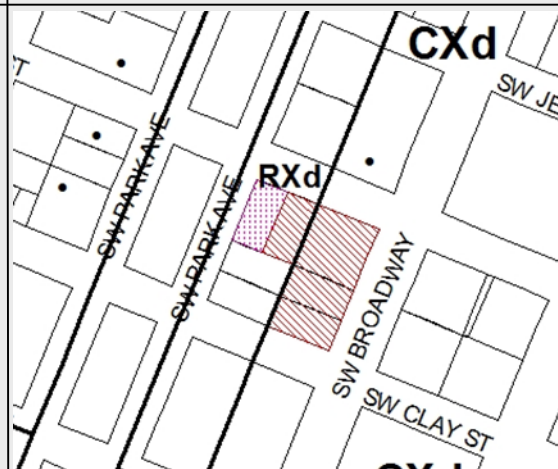
Central City Master Plan

Option 1

Contribution to Affordable Housing Fund & Contribution to Parks for vegetation management plan

Option 2

Construction of 60-unit building with 33% affordable at 80% MFI, entitlements prior to C of O, and to be completed by 6/30/20 & Contribution to Parks for vegetation management plan



Option 2 – Construct Affordable Housing and Contribute to Portland Parks

As described in Staff Report

- Developer to construct a minimum 60-unit multi-dwelling structure with 33% of all units to be affordable at 80% MFI, with entitlements and permits secured prior to C of O for Broadway Tower and substantially completed by 6/30/20
- Developer to contribute \$250,000 to Parks by 6/1/17 for the purpose of creating a vegetation management plan to commence FY 2017/2018 + listing on the National Register

As currently proposed

- Developer to construct a minimum 60-unit multi-dwelling structure with 33% of all units to be affordable at 80% MFI, with entitlements and permits secured prior to C of O for Broadway Tower and substantially completed by 6/30/20
- Developer to contribute \$375,000 to Parks by 6/1/17 for the purpose of creating a vegetation management plan to commence FY 2017/2018; National Register listing removed from proposal

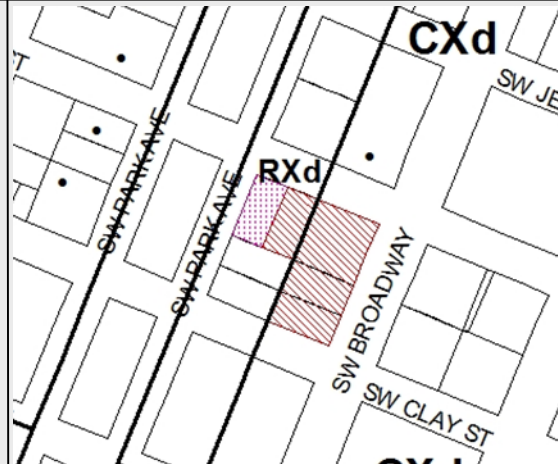
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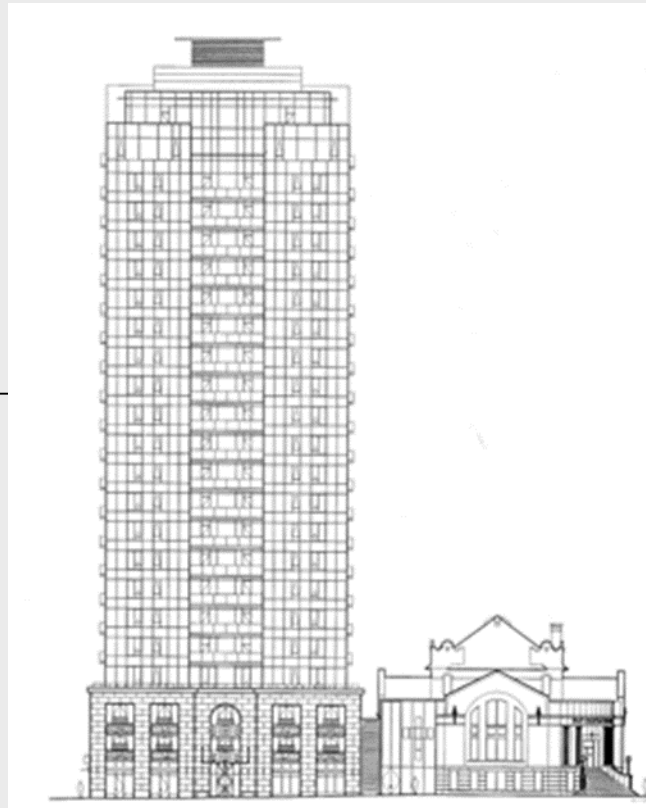
The Allegro 2006

- Transfer 155,000 SF from two properties
- By right 6:1 base with 3:1 residential bonus
- Increased FAR from 9:1 to 13.3:1
- 21- & 16-story tower at 250' in height
- CCMP denied by City Council (upheld an appeal) stating design merit alone was not a public benefit to justify the large transfer of FAR



Ladd Tower 2007

- By right 6:1 base with 3:1 bonus FAR
- Increased FAR in RX to 8.78:1 and in CX to 9.22:1
- 23-story tower at 240' in height
- CCMP approved with the Ladd Carriage House restoration.



Central City Master Plan Precedents

Park Avenue West Tower 2007

- Transfer 117,100 SF from Park Block 5
- By right 9:1 base with 3:1 bonus FAR
- Increase FAR from 12:1 to 23.7:1
- 33-story tower at 460' in height
- CCMP approved with the donation of Park Block 5 for the new Director Park, which was deemed a significant public benefit.



University Pointe 2010

- Transfer 79,245 SF from Trimet's South Terminus
- By right 6:1 base with 3:1 bonus FAR
- Increased FAR from 8:1 to 10.19:1
- 16-story tower at 168' in height
- CCMP approved with several physical & visual public benefits beyond the development itself, including RACC art and landscape treatments.



Central City Master Plan Precedents

11th & Hoyt 2015

- Transfer 20,000 SF from property to east across 11th
- By right 6:1 base with 3:1 bonus FAR
- Increased FAR from 9:1 to 11:1
- CCMP approved with provision of public art equal to 1% of project value (total \$160,000 of \$16 million)



Staff recommends Approval with Conditions:

- A.** As part of the building permit application submittal, the following development-related conditions (B through F) must be noted on each of the 4 required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE - Case File LU 15-281248." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."
- B.** Any original materials, or materials of good quality, that can be salvaged from the existing building, shall be salvaged.
- C.** The interior side walls of the garage recess shall be clad with either terra cotta or metal and the metal panel at the face of the garage recess shall be clad with terra cotta.
- D.** The applicant shall provide a letter from Portland Parks and Recreation indicating support for the proposed \$250,000 contribution and addressing the proposal regarding allocation of SDC fees.
- E.** Option 2 shall be fulfilled in order to meet Master Plan approval criteria.
- F.** Entitlements and permits for the residential structure on the RX-zoned ¼ block portion of the property shall be secured prior to obtaining a certificate of occupancy for Broadway Tower.

Staff Recommendation

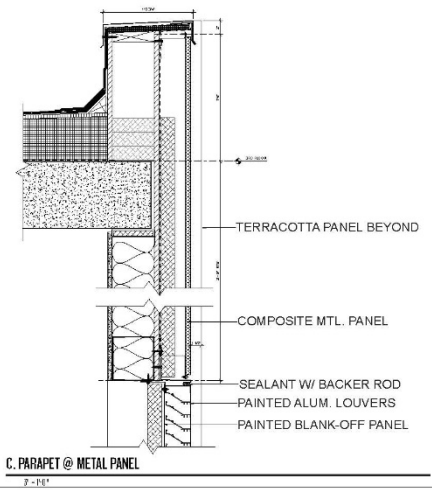
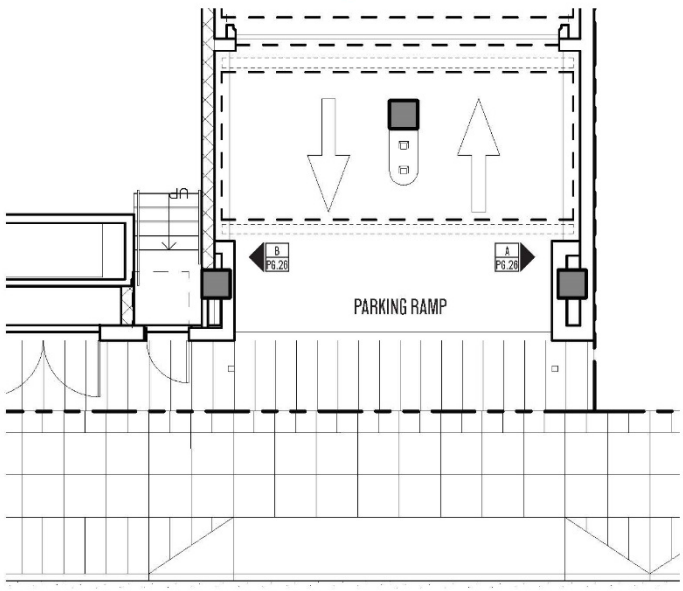
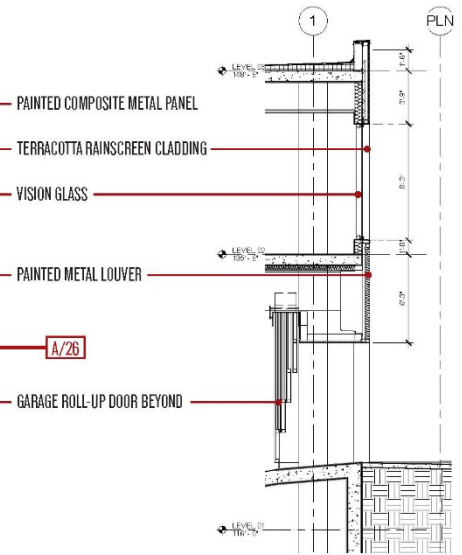
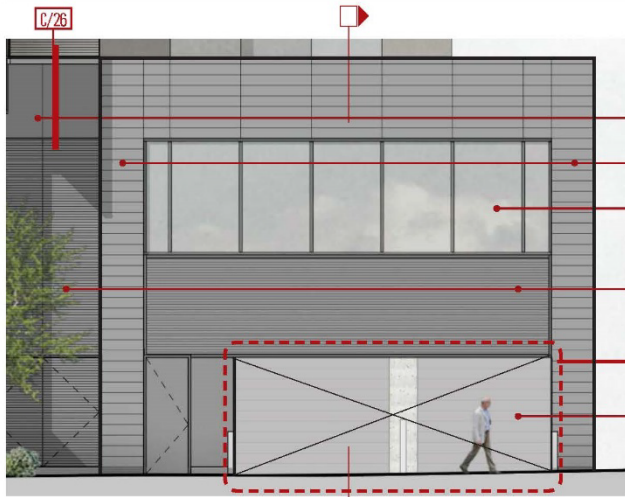
(per Staff Report)



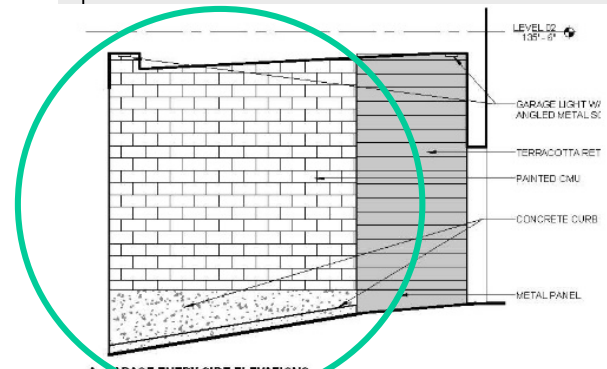
Recommended Conditions

(per Staff Report)

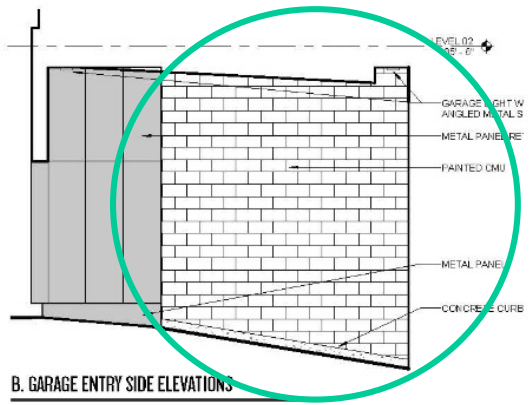
B. Any original materials, or materials of good quality, that can be salvaged from the existing building, shall be salvaged. (A3, A6, A7, C3)



Recommended Conditions
(per Staff Report)



A. GARAGE ENTRY SIDE ELEVATIONS



B. GARAGE ENTRY SIDE ELEVATIONS

C. The interior side walls of the garage recess shall be clad with either terra cotta or metal and the metal panel at the face of the garage recess shall be clad with terra cotta.

Recommended Conditions

(per Staff Report)

Design Advice Hearing – November 5, 2015, re. “public benefit”

- Needs to be comparable to FAR request, permanent, tangible, free and accessible to all, and within the area most affected by the proposed hotel/office tower (possibly on RX lot);
- Not necessarily measured in dollar value, but bigger and more meaningful than public art;
- Suggested working with Parks with regard to needs of the South Park blocks; questioned whether affordable housing was the right solution;
- Noted that purchase of FAR from a privately-operated Landmark does not constitute a public benefit on its own.

D. The applicant shall provide a letter from Portland Parks and Recreation indicating support for the proposed \$250,000 contribution and addressing the proposal regarding allocation of SDC fees.

E. Option 2 shall be fulfilled in order to meet Master Plan approval criteria.

F. Entitlements and permits for the residential structure on the RX-zoned ¼ block portion of the property shall be secured prior to obtaining a certificate of occupancy for Broadway Tower.

Portland Parks & Recreation has provided a letter.

The letter indicates support for the contribution of \$375,000 for the purpose of a master plan process to commence in fiscal year 2017/2018 that results in the development of a vegetation management plan (with special consideration given to the historic trees in the park), restorative improvements and expanded use of the Park.

**Recommended
Conditions**

(per Staff Report)

~~D. The applicant shall provide a letter from Portland Parks and Recreation indicating support for the proposed \$250,000 contribution and addressing the proposal regarding allocation of SDC fees.~~

Recommended Conditions

(per Staff Report)

Regarding Option 1 – Housing component

- Current Central City Plan District bonus allows for 1 square foot of additional floor area (over base) for each \$22.10 contributed to the Affordable Housing Replacement Fund. Maximum 3:1 bonus is allowed.
- This would equal \$1,516,060 for the 68,600sf requested.
- Applicant is proposing a total of \$1,000,000 in financial contributions for FAR over the maximum base + bonus allowed. (Was previously proposing a total of \$750,000 at time of staff report.)
- Proposed contribution is relatively immediate (December 31, 2016) but could be distributed anywhere

E. Option 2 shall be fulfilled in order to meet Master Plan approval criteria.

F. Entitlements and permits for the residential structure on the RX-zoned ¼ block portion of the property shall be secured prior to obtaining a certificate of occupancy for Broadway Tower.

Recommended Conditions

(per Staff Report)

Regarding Option 2 – Housing component

- Anticipated Central City Plan District amendments (expected in 2018) indicate a preference for affordable housing and historic preservation with potential bonuses up to 3:1 FAR and unlimited Landmark FAR transfers within height limits. Theoretically, if this project was proposed in 2018, it could achieve the proposed FAR through Landmark transfer alone, provided the Landmark is retrofitted.
- Anticipated CCPD 2018 amendments would require 25% of bonus floor area (17,150sf) to be affordable at 80% MFI with a 60-year covenant.
- This appears to be approximately equal to 33% of proposed units of a ~60,000sf building in Option 2; *however*, the MULTE program is limited to 10-year tax exemption with the potential to renew.
- Proposed contribution is less immediate (online June 30, 2020) but housing needs are expected to continue.
- Option 2 ensures residential development on a long-vacant parcel of land.

E. Option 2 shall be fulfilled in order to meet Master Plan approval criteria.

F. Entitlements and permits for the residential structure on the RX-zoned ¼ block portion of the property shall be secured prior to obtaining a certificate of occupancy for Broadway Tower.

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- F.** Entitlements and permits for the residential structure on the RX-zoned ¼ block portion of the property shall be secured prior to obtaining a certificate of occupancy for Broadway Tower.

Options:

- 1. Approve the proposal with conditions, as recommended;**
- 2. Approve the proposal with revised conditions;**
- 3. Reject the staff report, request applicant return with revisions.**

Staff Recommendation

(per Staff Report)



END

questions

