



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

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MEMORANDUM

Date: April 1, 2016
To: Schuyler Smith, Polyphon Architecture & Design, LLC
From: Benjamin Nielsen, City Planner, Land Use Services
Benjamin.nielsen@portlandoregon.gov, (503) 823-7812
Re: 16-109581 DA – 7th & Burnside
Design Advice Request Summary Memo March 24, 2016

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 March 24, 2016, 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/Record/8593113>.

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 March 24, 2016. 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 March 24, 2016.

Commissioners in attendance on March 24, 2016: David Wark (Chair), Tad Savinar (Vice-Chair), Julie Livingston, Jessica Molinar, Don Vallaster

General Comments.

- Need a total rethinking of the building, starting with the parking and extending to the arcade.
- The design guidelines really need to be addressed, especially A5-1 – Reinforce the Effect of Arcaded Buildings Fronting on East Burnside Street, A8 – Contribute to a Vibrant Streetscape, B6 – Develop Weather Protection, C1-1 – Integrate Parking, C2 – Promote Quality and Permanence in Development, C4 – Complement the Context of Existing Buildings, C5 – Design for Coherency, and C9 – Develop Flexible Sidewalk Level Spaces.

Parking

- Parking is driving a lot of the program and design to negative results. It's visually dominant and driving out active space.
- SE 7th Avenue is not a throwaway street. Why does commercial and residential parking need to be separated – a lot of condo buildings in the Pearl have shared parking between tenants.
- Only one driveway is needed (and supported by the Commission); it should be at the southwest corner of the building.
- Look at mechanical parking and consolidating the amount of parking area down.
- Parking also needs to be completely within the building—encapsulated by it and neither seen nor heard. It needs to be pushed inward.
- No expanded metal or other perforated metal should be used to screen the parking. It should be roofed over and mechanically ventilated.

Ground Floor

- Multiple uses with multiple lobbies are competing for a very limited amount of space. The ground floor plan needs to be thought through again; give yourself more breathing room and free up the program. This ties in with rethinking the parking as well, as the parking is taking up so much space that everything else is sacrificed, forcing everything else to be compressed.
- Active ground floor uses need to extend south along SE 7th Ave. Back-of-house uses and the parking need to be moved off the street frontage.
- One commissioner noted that one ground floor retail space in particular looks especially petite. Be sure to look at where the restrooms and other back-of-house uses will be as those really impact small spaces.
- The lobbies need to have a more graceful entry, especially the residential lobby.

Massing & Elevations

- The envelope design—the three boxes defined by the white brick—is architecturally very conservative, and doesn't sit well within this district. There seems to be a schizophrenic quality between what's happening with the boxes and what's happening at the lower level of the building. The building has an alien character to it; it needs to merge into the neighborhood more cohesively.
- The building is overly complicated for such a small site. It's broken down into so many pieces that they're competing with each other and it becomes fractured.
- The overall concept needs to be simplified and have a distinct expression of that concept. Right now the concept isn't clear—there's no organizing element to it. The program is just stacked.
- The stair tower is a dominant, severe vertical element that comes all the way to the ground and doesn't add anything to the pedestrian environment.
- Simplify the architecture significantly. Do one strong, bold move rather than an awkward massing of different elements.
- East Burnside is developing into one of the more interesting design districts in town, so there is also more carte blanche to explore architectural form here than in most parts of the city.
- The Commissioners agreed that the horizontal bar containing the office spaces does a great job of continuing the massing of the adjacent building.

Arcade

- The Commissioners are looking for an innovative interpretation of the arcade, but it has to be done in a meaningful way—it can't just be a gesture. It needs to “have some meat on the bones.” It doesn't necessarily have to be 12' deep or have columns, but it should be something that makes sense. If it comes out 8' or 9', it would avoid PBOT furnishings and could meet the arcade design guideline.
- The proposed angled arcade seems arbitrary. If there's an angle, it needs to have a reason to exist.
- The Design Commission is supportive of simplifying the arcade lease—they're working with PBOT to make it easier and less onerous.

Materials

- Commissioners agreed that brick can be a good choice, especially given the use of brick immediately adjacent to the site and on the landmark building across the street.
- One commissioner suggested exploring a few other options—interesting materials.
- Wood and expanded metal were specifically called out as not meeting the quality & permanence guideline.

Exhibit List

- A. Applicant's Submittals
 - 1. Original Drawing Set
 - 2. Revised Drawing Set, received 2/29/2016
- B. Zoning Map
- C. Drawings
 - 1-37. Revised Drawing Set, dated 3/24/2016
- 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. Portland Bureau of Transportation
- F. Public Testimony
 - No public testimony was received before or at the hearing on 3/24/2016.
- G. Other
 - 1. Application form
 - 2. Staff Presentation to the Design Commission on 3/24/2016
 - 3. Applicant's Presentation to the Design Commission on 3/24/2016