



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

FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: May 5, 2016
To: Portland Design Commission
From: Benjamin Nielsen, Development Review, 503-823-7812
Re: 16-109581 DA – 7th & Burnside
Design Advice Request Summary Memo May 12, 2016

Attached is a revised drawing set for the Design Advice Request of for a new 11-story, mixed-use retail, office, and residential building in the Central Eastside Subdistrict of the Central City Plan District at 710 E Burnside Street.

Project Summary – The proposal, on an 11,300 square foot site at the southeast corner of the intersection of E Burnside and SE 7th Avenue, includes the following:

- **Zoning.** EXd – Central Employment with Design Overlay.
- **Height.** Currently proposed at 132'-10" to top of parapet. Maximum height allowed before bonuses = 100'. Height bonuses allow for up to an additional 45', and the proposal achieves the full bonus through the Residential Bonus Option.
- **FAR.** Currently proposed at 9:1 FAR. The base maximum FAR for this site is 6:1. With the residential FAR bonus, an additional FAR of 3:1 would be earned for a total allowed maximum FAR of 9:1.
- **Ground Floor.** The proposed building will occupy nearly the entire 113' x 100' site, replacing two existing parking lots and the single-story Farm café building. Two double-height retail spaces face E Burnside Street. A combined residential and office lobby and a portion of the retail space face SE 7th Avenue. At-grade and below-grade structured parking occupies the southern third of the site, accessed via a driveway off of SE 7th Avenue.
- **Upper Floors.** Long-term bike parking and residential storage uses occupy a mezzanine at level 2. Office uses occupy floors 3 and 4. Residential uses occupy floors 5 through 12, and a roof terrace is also provided at level 12.
- **Roof.** Mechanical equipment is enclosed in a screen (material undefined) at the northeast corner of the roof. A stair to the roof and an elevator overrun are located to the south of the mechanical enclosure.
- **Encroachments.** The revised proposal includes a variety of encroachments over E Burnside Street to respond to *Guideline A5-1*, including enclosed building projections, terraces, and planter projections. These extend out over the street with an irregular rhythm and at varying depths. The building projection on levels 3 and 4 relate their massing and data to the Bossanova/Le Pigeon building to the east (see sheets C.12, C.24, and C.25). A similar pattern is repeated entirely over the site on the south side of the building.

- **Loading.** One Standard “A” loading space is required, and one Standard “B” space is shown on the ground floor, immediately adjacent to the lobby.
- **Materials.** The building will be clad primarily in a palette of white emperor brick, glazing, dark metal spandrel panels, and concrete. Perforated metal is proposed at the garage door and possibly the gas meter niche along SE 7th. Okoskin and ribbed metal panels are shown as potential alternates for the white emperor brick.

Potential Modifications & Adjustments

- **Modification #1 – Transit Street Main Entrance (33.140.242)**
Required: For the portion of buildings that conform to the maximum building setback, at least one main entrance for each nonresidential tenant space on the ground floor must meet the standards of this section... The main entrance must: 1. Be within 25 feet of the transit street; 2. Allow pedestrians to both enter and exit the building; and 3. Either: a. Face the transit street; or b. Be at an angle of up to 45 degrees from the transit street...
Proposed: Locate the entry to the corner retail space on the west façade, approximately 5'-6" south of the property line along E Burnside.
- **Modification #2 – Short-term Bicycle Parking Location (33.266.220.A.2.b.(3).Bullet Point 2)**
Required: For a building with more than one main entrance, the bicycle parking must be along all facades with a main entrance, and within 50 feet of at least one main entrance on each façade that has a main entrance, as measured along the most direct pedestrian route.
Proposed: Provide all 8 required short-term bicycle parking spaces along the SE 7th Avenue facade.
- **Modification #3 – Size of Loading Spaces (33.266.310.D)**
Required: Standard A: The loading space must be at least 35 feet long, 10 feet wide, and have a clearance of 13 feet.
Proposed: One Standard B loading space at 18 feet long, 9 feet wide, and with a clearance of 10 feet.
- **Design Exception to Arcade Standards/Requirements** – The City-Wide Policy on Encroachments in the Public Right of Way, which covers Major Encroachments such as the proposed arcade, requires a minimum clearance of 17'-6" over the right of way. As such, a PBOT Design Exception will likely be required for both of the major encroachment options shown.
- **Design Exception for Garage Door Location** – The applicants will need to receive PBOT Design Exception approval to allow the garage door to be located closer than 20' from the property line.

DAR Discussion Items

1. Building Design, Massing, & Arcade Projections

- The design and massing of the building has been completely revised since the first DA hearing on March 24, 2016. The revised proposal incorporates a “strata” parti which serves as the organizing principle for building projections over E Burnside (as well as projections on the south side of the building). These projections are more responsive to Guideline A5-1 – Reinforce the Effect of Arcaded Buildings..., and the overall building concept is much more unified than the previous design. Please confirm that the applicants are on the right track, and comment on the success of the concept for the building projections. Does the fractured/eroded nature of the building projections and balconies create the same effect as an arcade projection?
- The arcade projections on the third and fourth floors continue to relate in scale and with datum lines to the arcaded building immediately to the east, though the

projection is further divided between the third and fourth floors, with the fourth extending another 2'+ beyond.

- The ground floor of the building is setback by 6' along SE 7th Avenue, providing an arcade-like projection along this street as well. This setback helps to provide weather protection at the retail and lobby entries and seems well-integrated into the design concept.
- As stated above, some projections are fully enclosed interior space, some are terraces, and some are planters. Do all three kinds of projection meet the arcade guideline? Do they work to form a cohesive building composition on the north and south facades?
- Similar to the previous concept, one stair corridor is expressed as a vertical mass on the south side of the building (as opposed to the east and west sides, previously). This could be read as providing an incongruous break in the strata concept or as a visual rest, depending on one's perspective. Is this successfully integrated or should the stair be incorporated within the building, allowing the "strata" to be fully-expressed on the south façade?

2. Ground Floor & Parking Garage

- The ground floor has been completely redesigned as well, and still presents a strong, active edge towards E Burnside Street with tall storefront windows oriented to the street.
- Staff believes that a door into the corner retail space should still be provided on the north façade, perhaps in addition to the door provided on the east façade.
- The lobby entrances have been combined into one, larger lobby on the west façade. This seems to respond well to previous comments about creating a more generous lobby as well as consolidating the ground floor program.
- The parking garage has also been consolidated, and most of it has been moved underground. Its presence on the street has been greatly reduced, and it now, along with a mechanical room and gas meters, occupies only the southern third of the west façade, and a Modification to the ground floor windows standard is no longer required here.

3. Materials

- The materials palette has been significantly reduced since the last hearing.
- Several material alternatives are presented, and all seem to be of a high quality and potentially appropriate choices for this area. Please provide direction to the applicants on which materials seem like the correct choice for this design concept and for the character of the E Burnside arcade district.
- The perforated metal at the garage door and gas meter niche break from the highly-glazed ground floor. The material cladding the mechanical room does not appear to be defined yet, though may be concrete. Would a glass garage door be preferred here? If gas meters were moved to the interior of the building, should some other expression be given to the mechanical room, such as display windows?
- No energy calculations have been submitted to staff yet, but it is possible that more spandrel panels may be necessary on the upper stories.
- Staff believes the soffit material should match the color of the "strata" elevations, rather than appear as a dark color against the white brick.

Approval Criteria

The Design Review approval criteria for this site are the Central City Fundamental Design Guidelines and the Special Design Guidelines for the Design Zone of the Central Eastside District of the Central City Plan. The Modifications approval criteria are listed in Section 33.825.040 of the zoning code. Please contact me with any questions or concerns.

Attachments: Zone Map

Design Advice Summary Memo from the March 24, 2016 Hearing

Central City Fundamental Design Guidelines
(<https://www.portlandoregon.gov/bps/34250>)

Special Design Guidelines for the Design Zone of the Central Eastside District of the
Central City Plan

Central City Fundamental Design Guidelines/Central Eastside Design Guidelines
Matrix (<https://www.portlandoregon.gov/bps/article/58819>)