RESPONSE TO CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES AND RIVER DISTRICT DESIGN GUIDLINES NW 14TH & RALEIGH, PORTLAND, OR 97209

A1. Integrate the River
A1-1. Link the River to the Community

This "gateway" site at the N-W corner of the Pearl District is connected to the Willamette River in multiple ways. By building on a vacant lot with family oriented housing the development will increase pedestrian movement to and from the river and parks, reinforcing the connections that are being established in the neighborhood. As residents head East on NW Raleigh they connect to Fields Park which has river views just three blocks away. As residents head North on NW 14th Street they connect under the 405 freeway to NW Thurman and NW Naito Parkway which is just four blocks away. The residential lobby has a main entry access on NW 14th because it is the main N-S connector street in the neighborhood. A connecting Bike Lobby accessed from NW Raleigh relates to the pedestrian path to The Fields Park.

A2. Emphasize Portland Themes

The development integrates an eco-roof with planting and solar water heating systems which will be visible from the elevated 405 freeway which surrounds the site. A commercial storefront located at the street corner is intended to be a coffee shop with space for people to meet and talk. In addition, see item A4 for the Bike Lobby theme which ties to Portland's Pearl District immigranthistory.

A3. Respect the Portland Block Structure

A3-1. Provide Convenient Pedestrian Linkages

The design holds the street edges and reinforces the 200 foot block pattern typical in Portland. The proposal provides linkages as described under item A1 and A1-1 above.

A4. Use Unifying Elements

Design inspiration for the NW 14th and Raleigh comes from architectural and cultural precedents as a way to rethink the building skin of a typical Portland quarter block (100 x 100 ft.). The use of repetitive alternating forms and strong colors allows the building take on a vernacular arts / textile quality commonly found in African, Asian and Latino communities. The two brightly colored, lightweight, horizontal bays also contrast with the heavy industrial infrastructure of the elevated 405 freeway that surrounds the site. These 'rotated' bays are accentuated by dropping out massing at the 12th floor for a roof deck facing S-E which will provide residents with dramatic views of Fields Park and the river beyond. Integral and visible from the street, through the West and South lobby storefront glass, will be a 'bike culture" artwork wall that wraps the lobby spaces. The artwork will be culturally specific to the breadth of communities that live in affordable housing, will help activate the street and provide a colorful point of interest along a key

Clerk hote: No page 1-4 pedestrian path to the Fields Park. In these ways the design speaks to the history of African American and Chinese immigrants who once lived in the Pearl District. It will also help redefine this edge of the Pearl District as an uplifting, inclusive place informed by the neighborhood's industrial character and diverse working class history. In addition, the proposal provides linkages as described under item A1, A1-1 and A2 above.

A5. Enhance, Embellish, and Identify Areas

By building on a vacant lot, providing new pedestrian entries on both NW 14th and NW Raleigh, and commercial space for a coffee shop, the development will greatly enhance right-of-way and character of the neighborhood. See item A2 above for more detail. New street trees and undergrounding of utilities on NW 14th will also clean up and improve the experience as one travels on NW 14th and NW Raleigh.

A5-1. Reinforce Special Areas

A5-1-1. Reinforce the Identity of the Pearl District Neighborhoods.

Like many buildings in this particular part of the Pearl District (near NW 14th Street and the elevated 405 freeway) the development integrates a metal building skin at the upper floors to reflect the industrial character of the neighborhood. The design also has flat facades with all windows stacking vertically, helping to express building structure that is found in urban warehouse neighborhoods. The base of the building is a mix of glass and brick; linking the design to historic uses of brick in the neighborhood and providing for a look into the vibrant, active uses at the corner. The top floor of the building is treated in a contemporary way (no cornice) in order to be consistent with metal clad warehouse building design styles.

A5-3. Incorporate Water Features

As part of the storm water management system the proposal incorporates an eco-roof with landscape planting and solar water heating systems that will be visible from the elevated 405 freeway which surrounds the site.

A5-4. Integrate Works of Art

See item A4 for the Bike Lobby which ties to the building design and the Pearl District's immigrant history.

A6. Reuse / Rehabilitate / Restore Buildings

N/A

A7. Establish and Maintain a Sense of Urban Enclosure

The 12 story design holds the 1/4 block form and street edges while embellishing the street corner with rotated horizontal bays. The top of the rotated horizontal bay at the 6th floor roughly aligns with the cornice of the Ramona (South of our site) and the Abigail (East of our site) and helps bring the building down to a pedestrian scale.

A8. Contribute to a Vibrant Streetscape

A8-1. Design Fences, Walls and Gateway to be Seen Over

The 1/4 block corner site (with 200 linear feet of frontage) has been designed with about 114 linear feet of storefront including a commercial space, entry lobby, Bike Lobby, and offices that will enhance the streetscape experience. Continuous storefront will be provided at the corner massing, giving the dynamic appearance that the massing above is 'floating'.

A9. Strengthen Gateways

A9-1. Provide a District Sense of Entry and Exit

N/A

B1. Reinforce and Enhance the Pedestrian System

B1-1 Provide Human Scale to Buildings Along Walkways.

One large awning wrapping the street corner protects the commercial space and West and South lobby entries, and ties into the vertical 'notch' in the massing above. The dynamic angled awning form will enliven the experience of users as they circulate around the site. Sconce lighting at the West lobby entry will be mounted on the adjacent brick pier. Additional entry sconce lighting at the commercial space and South lobby entries will be attached to the storefront door header. Signage will be incorporated on the storefront glass, and the building name (not yet chosen) will be designed with letters held off from the wall above the entry as shown in the main rendering.

B2. Protect the Pedestrian

The 114 linear feet of active storefront areas along the frontage will provide and improve safety of the streetscape. The majority of windows at the 2nd and 3rd floors are either living room or bedroom windows, providing many "eyes on the street" that will also enhance safety in the area.

B3. Bridge Pedestrian Obstacles

The proposal has one curb cut for the auto entry on NW Raleigh to limit interruptions of the sidewalk.

B4. Provide Stopping and Viewing Places

The residential entry to the building is setback three feet from the property line, and with its 'rotated' four foot awning provides over six feet of protected area for people to stop, view, socialize or rest. Similarly, the other portions of the awning serving the commercial space and Bike Lobby provide areas for people to stop, view, socialize or rest.

B5. Make Plazas, Parks and Open Space Successful

The main entry to the building is designed to be prominent and inviting. A rooftop terrace located at the SE corner of the 12th floor will provide residents with views of the Fields Park and Willamette River.

B6. Develop Weather Protection

One large awning wrapping the street corner massing will provide substantial protection as people enter and leave the building at multiple locations.

B7. Integrate Barrier-Free Design

Because the development is affordable housing, funded with local, state and federal funds, it will meet or exceed accessible standards well beyond what is normally required of privately funded residential buildings. All entries and common areas will be designed to provide accessible features that meet federal standards. 5 units will be fully accessible, and another 2 units will be designed for hearing and visually impaired residents.

C1. Enhance View Opportunities

C1-1. Increase River View Opportunities

The ground floor has about 114 linear feet of storefront facing the street that will enhance view opportunities for pedestrians. The development will have a shared roof deck with views of Fields Park; the deck is protected with a seven foot, glazed guardrail wall. The units with the rotated bays at the street corner will have enhanced views down NW Raleigh toward Fields Park, and down NW 14th toward downtown. Residential balconies were considered and deemed to be inappropriate to a building with small children.

C2. Promote Quality and Permanence in Development

Brick and storefront glass at the ground floor will provide a high-quality cladding material. Metal panels at the upper levels will be designed with high-quality finishes and profiles that will maintain their shape and quality over time.

C3. Respect Architectural Integrity

C3.1. Integrate Parking

C3 N/A

On-site parking will be contained within the building and accessed by a single curb cut and garage door on NW Raleigh to minimize its effect on the design and the public way.

C4. Complement the Context of Existing Buildings.

The proposed 12 story design holds the 1/4 block form typical in the Pearl District. A vertical notch in the building massing on NW 14th Street and on NW Raleigh street creates three vertical building elements (one facing West, one facing South, and one at the street corner) which is a similar and complimentary approach taken by other high-rise buildings in the Pearl District. Like many buildings near NW 14th Street and the elevated 405 freeway the development integrates a metal building skin at the upper floors, and regular stacking window fenestrations to reflect the industrial character of the neighborhood. The first floor base of the building uses brick as a main cladding material, reflecting the use of brick in the neighborhood. The proposed building adds to the local design vocabulary by creating a unique street corner with two large rotated bays, which picks up on the horizontal movement and scale of the surrounding elevated 405 freeway that dominates this part of the Pearl District and defines the "industrial" character of the site. The 6th floor roof of the lower rotated bay roughly aligns with the 6th floor cornices of the Ramona (South of our site) and the Abigail (East of our site) and helps reinforce the pedestrian scale of the surroundings. The underside of the bay at the 5th floor further lowers the scale down to a pedestrian level.

C5. Design for Coherency

Besides drawing upon cultural precedents and the local architectural / urban design character of the site (noted under items C4 and A5-1-1 above), , the ground floor integrates a canopy, entrances, signage and lighting (as noted under item B-1-1) in a contemporary way that is in character with the overall building design.

C6. Develop Transitions between Buildings and Public Spaces

The ground level, West lobby door entry will be recessed to provide transition from the private realm. All entries will be provided with a generous awning. The large glass walls at the main entry, commercial space and Bike Lobby will also help to transition between public and private.

C7. Design Corners that build Active Intersections

In terms of larger massing moves, the two large rotated bays create a unique corner design as previously discussed under item C4 above. In addition, the 12th floor roofline of the bay is expressed with a taller parapet and angled slope to create a contemporary roofline that maintains its industrial character. Also, as noted under Item A8 above, continuous storefront and an awning above will give a dynamic appearance that the massing above the ground floor is 'floating'.

C8. Differentiate the Sidewalk-Level of Buildings

The ground floor cladding is expressed in brick and storefront which differentiates it from the upper metal clad floors which have punched openings. The ground floor also has canopies, entrances, signage and lighting as discussed under item C5 above.

C9. Develop Flexible Sidewalk-Level Spaces

C9-1. Reduce the Impact of Residential Unit Garages on Pedestrians.

On the street corner is a commercial space to allow for a future coffee shop, and on NW Raleigh near the street corner is a Bike Lobby. Both spaces will activate the streetscape. Only one garage auto entry is provided at the SE corner of the site, directly opposite the existing garage entry to the Ramona Apartments.

C10. Integrate Encroachments

As noted under item C4 above: The two large rotated bays pick up on the horizontal movement and scale of the surrounding elevated 405 freeway that dominates this part of the Pearl District and defines the "industrial" character of the site. The 6th floor roof of the lower rotated bay roughly aligns with the 6th floor cornices of the Ramona (South of our site) and the Abigail (East of our site) and helps reinforce the pedestrian scale of the surroundings. The underside of the bay at floor of the 5th floor further lowers the scale down to a pedestrian level.

C11. Integrate Roofs and Use Rooftops

As part of the storm water management system the proposal incorporates an eco-roof with landscape planting and solar water heating system panels. The panels will help obscure the roof top mechanical equipment.

C12. Integrate Exterior Lighting

As noted under item B-1-1 above: Sconce lighting at the West lobby entry will be mounted on the adjacent brick pier. Additional entry lighting at the commercial space and South lobby entries will be recessed into the canopy soffit.

C13. Integrate Signs

As noted under item B-1-1 above: Signage will be incorporated on the storefront glass, and the building name (not yet chosen) with be designed with letters held off from the wall above the entry as shown in the main rendering.

KEY NOTES

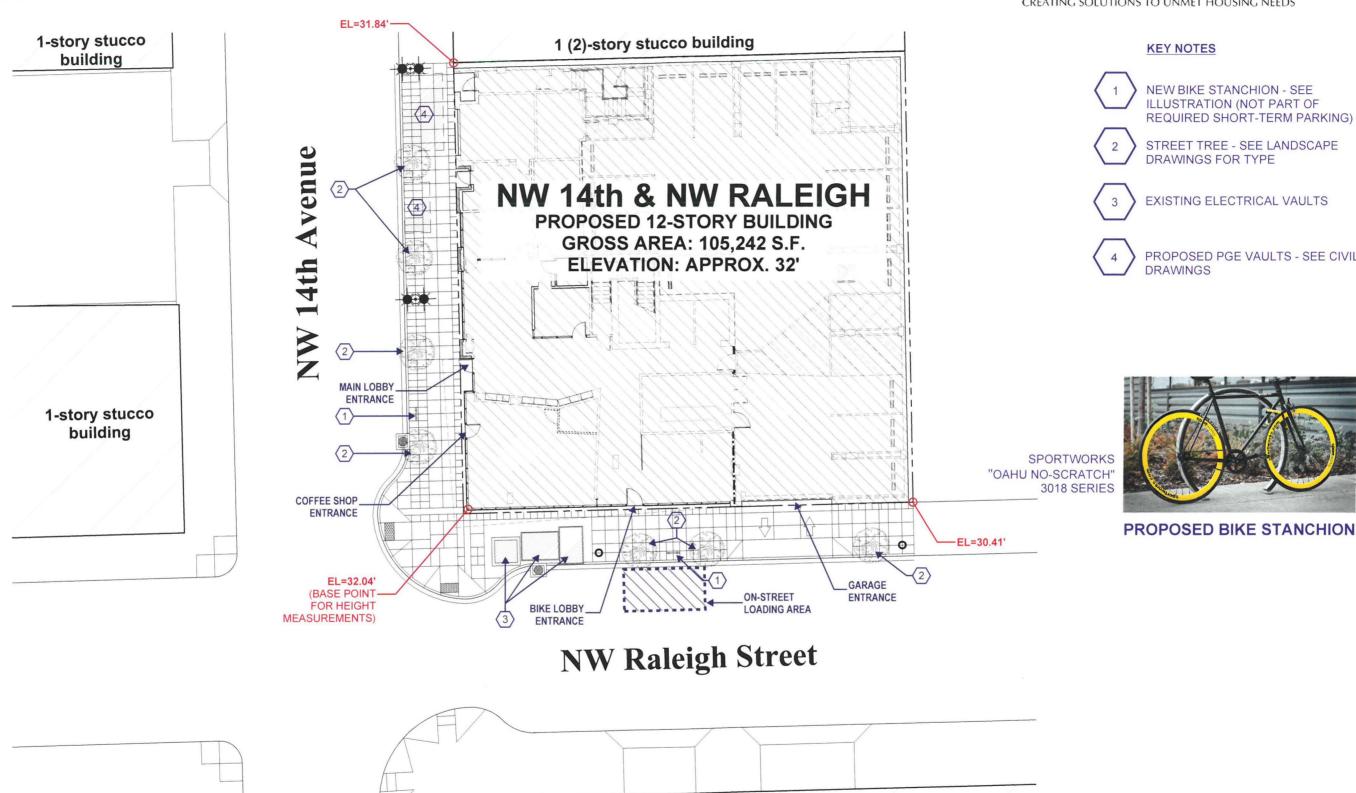
NEW BIKE STANCHION - SEE ILLUSTRATION (NOT PART OF REQUIRED SHORT-TERM PARKING)

STREET TREE - SEE LANDSCAPE

EXISTING ELECTRICAL VAULTS

PROPOSED PGE VAULTS - SEE CIVIL

DRAWINGS FOR TYPE





1-story stucco

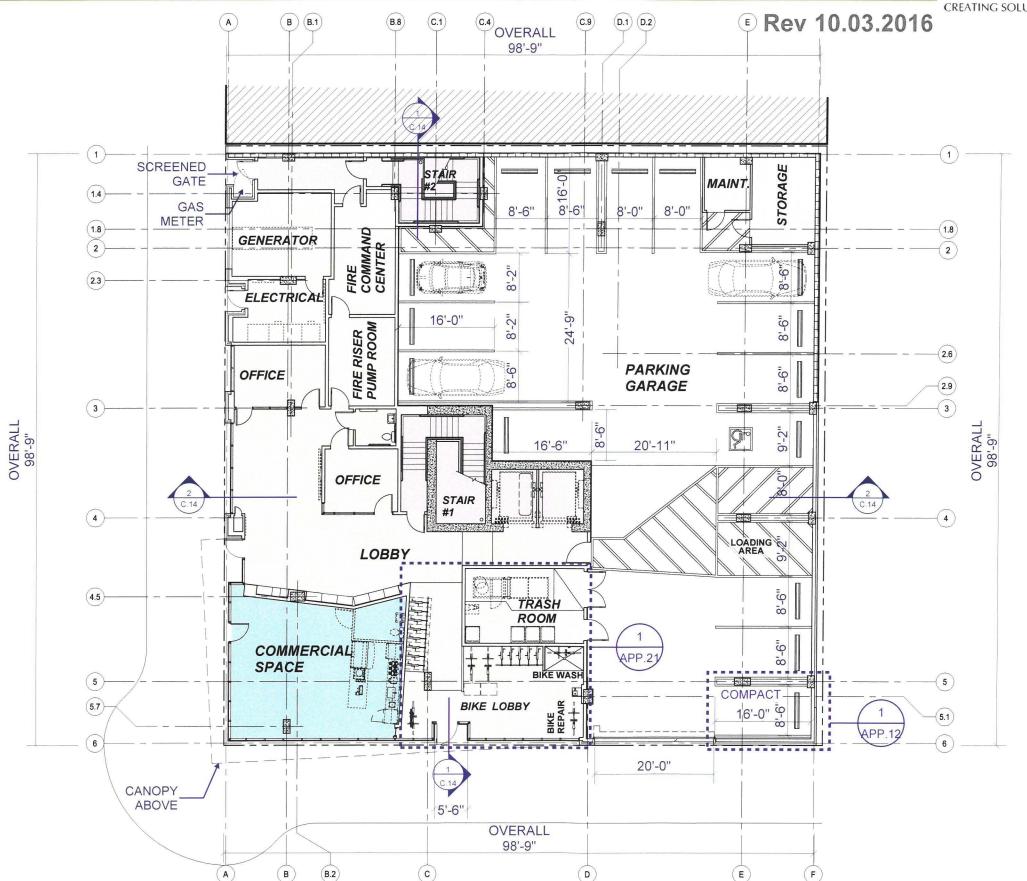
building



Ramona Apartments

6-story brick building





LEGEND

COMMON AREAS	
VERTICAL CIRCULATION	

BUILDING SERVICES AREAS

PARKING GARAGE

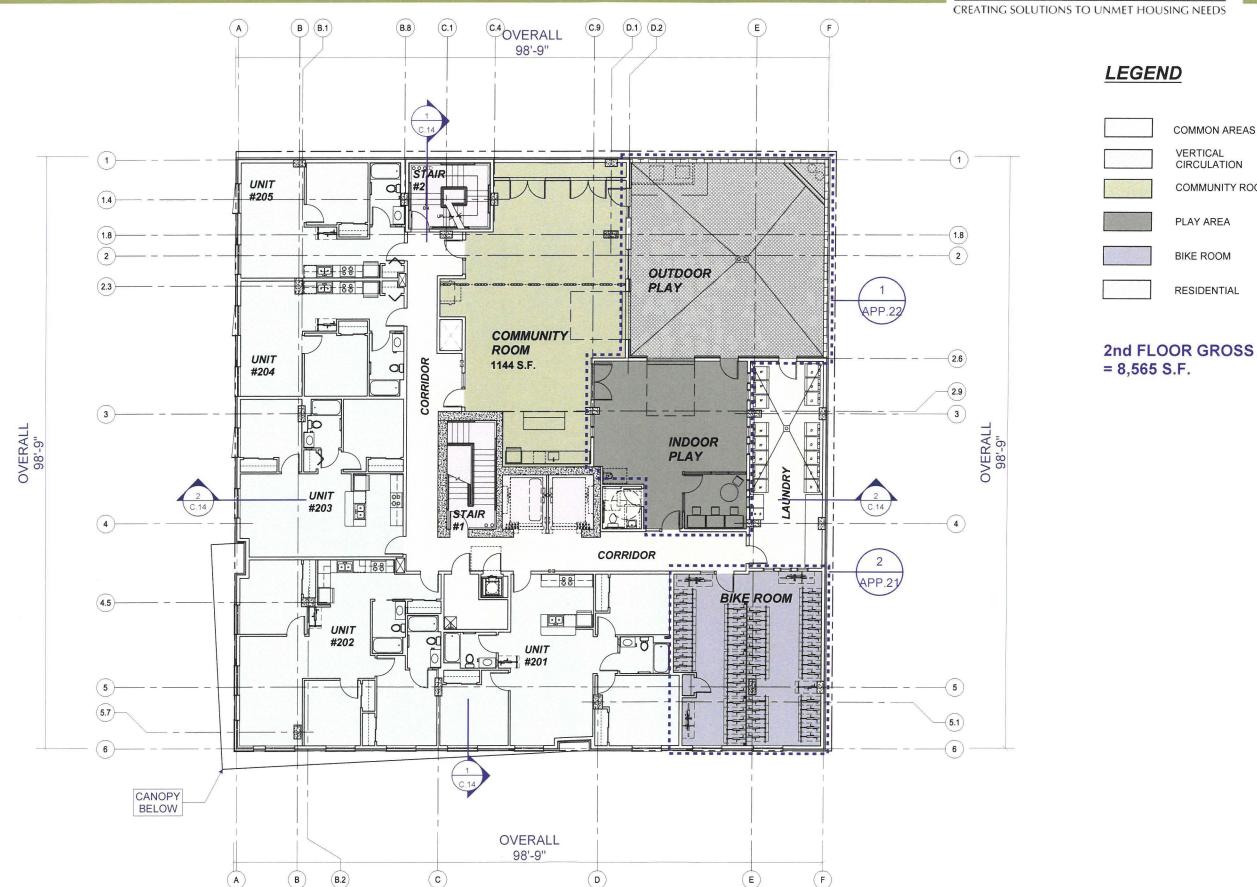
COMMERCIAL SPACE

GROUND FLOOR GROSS AREA = 9,538 S.F.

Building area & FAR summary

Floor	Gross built floor area	FAR	
34 100 100	(sq. ft.)		
Ground floor	9538	0.954	
2nd floor	8565	0.857	
3rd floor	8565	0.857	
4th floor	8565	0.857	
5th floor	8641	0.864	
6th floor	8641	0.864	
7th floor	8565	0.857	
8th floor	8565	0.857	
9th floor	8565	0.857	
10th floor	8641	0.864	
11th floor	8641	0.864	
12th floor	7699	0.770	
Total	103191	10.319	





VERTICAL CIRCULATION

COMMUNITY ROOM

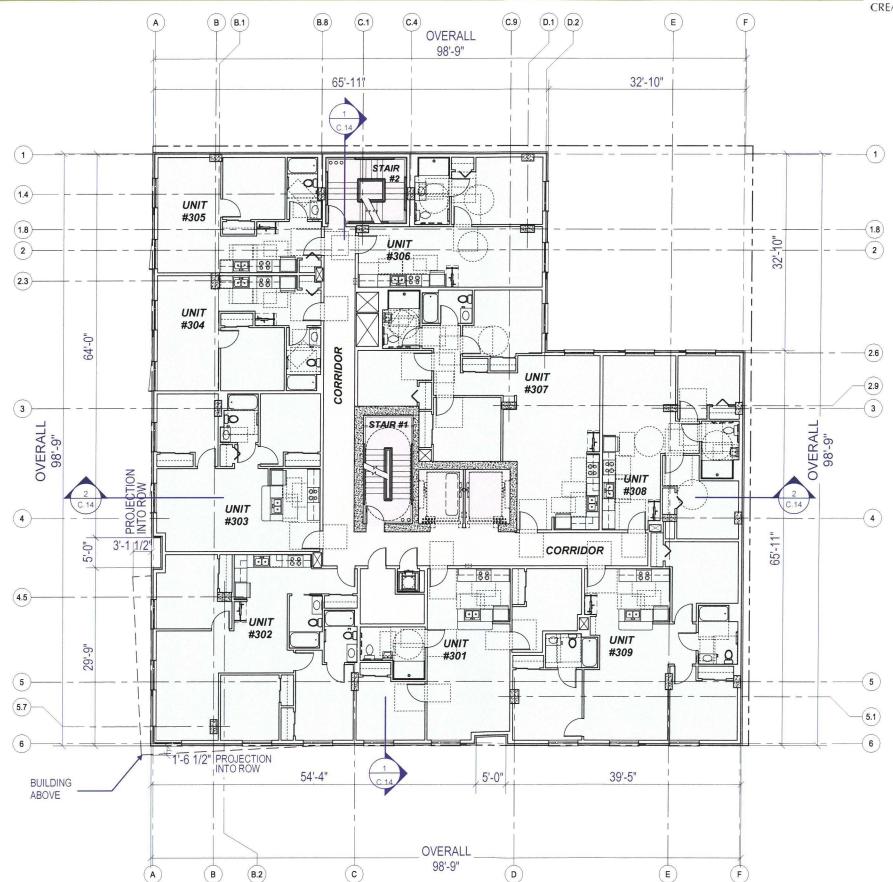
BIKE ROOM

RESIDENTIAL

2nd FLOOR GROSS AREA







LEGEND

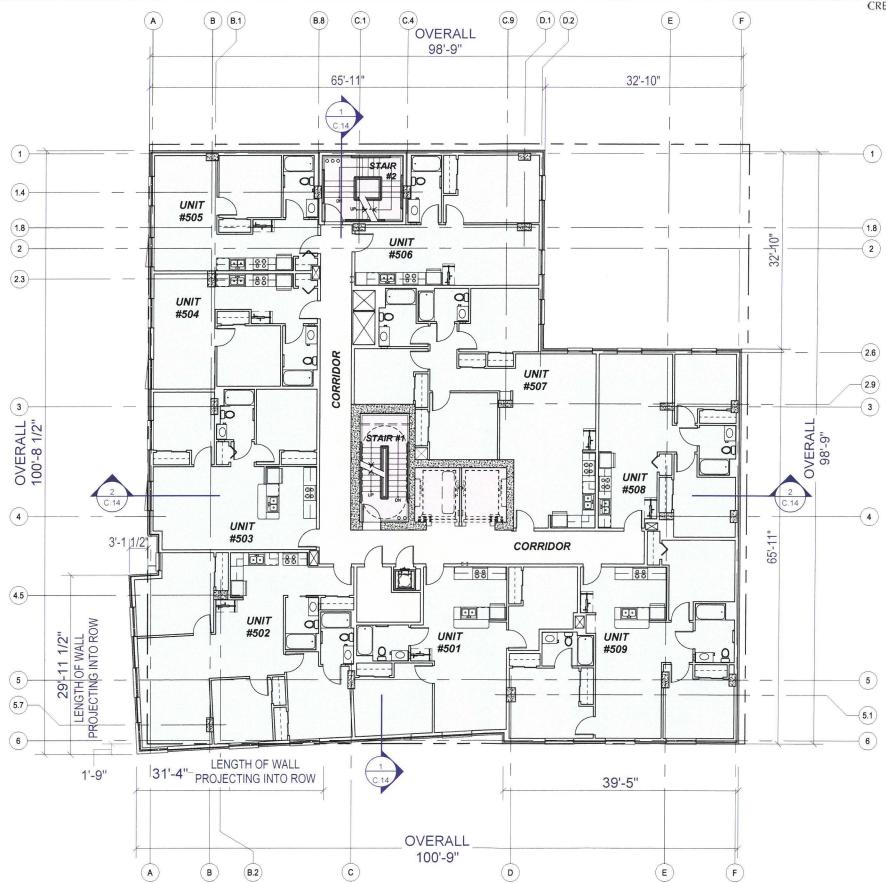
COMMON AREAS VERTICAL

CIRCULATION RESIDENTIAL

3rd, 4th, 7th, 8th and 9th FLOOR GROSS AREA = 8,565 S.F.







LEGEND

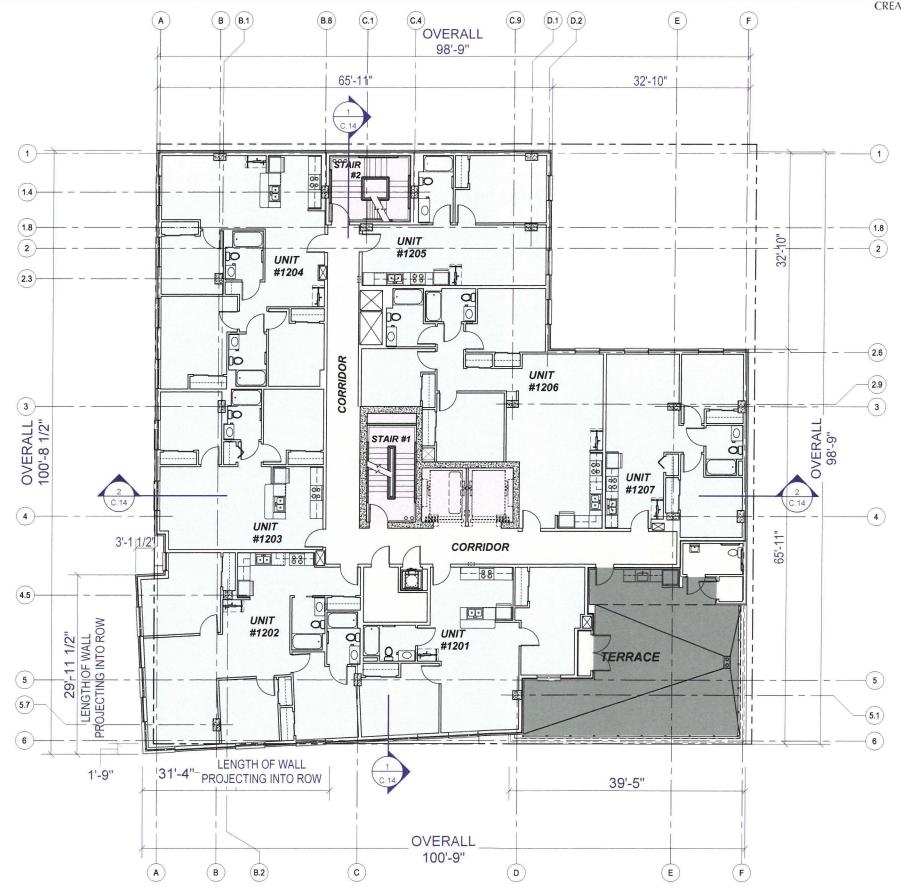
COMMON AREAS

VERTICAL CIRCULATION

RESIDENTIAL

5th, 6th, 10th and 11th FLOOR GROSS AREA = 8,641 S.F.





LEGEND

COMMON AREAS

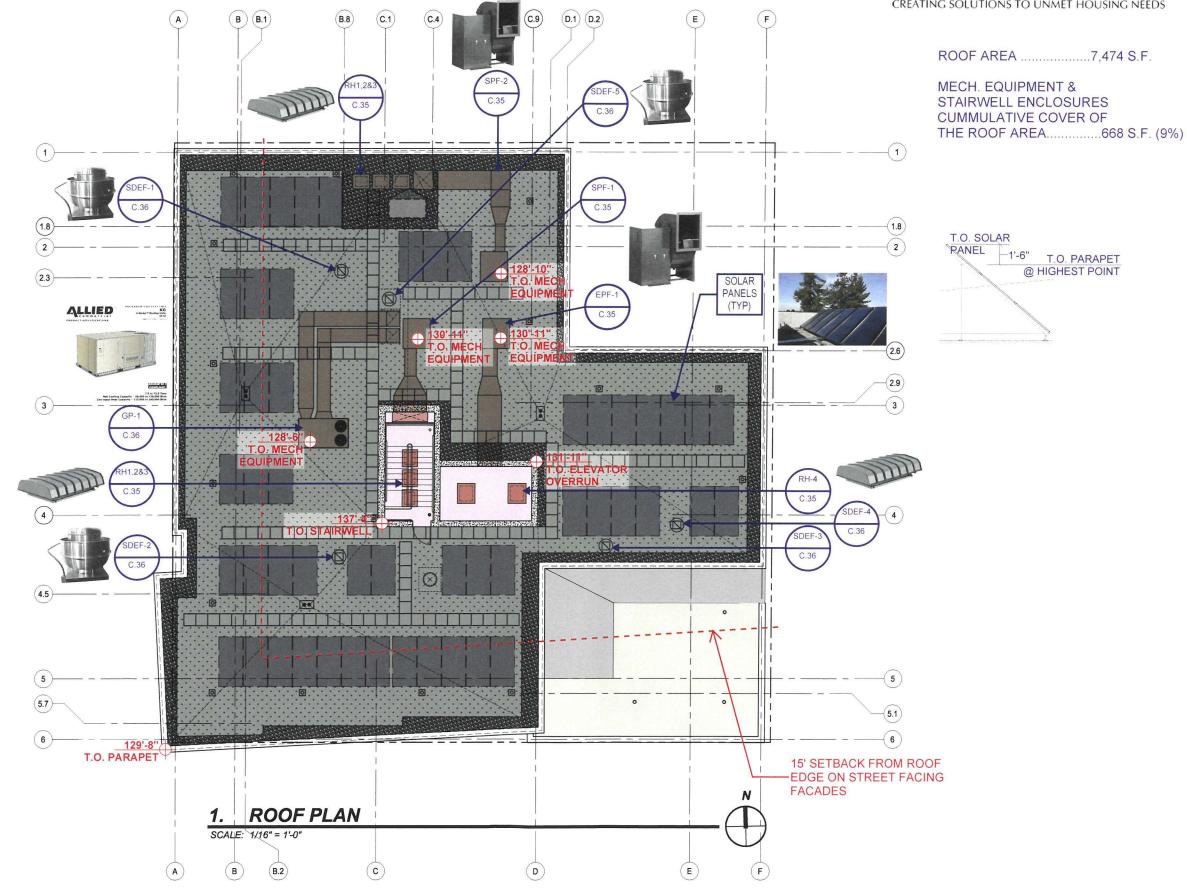
CIRCULATION

RESIDENTIAL

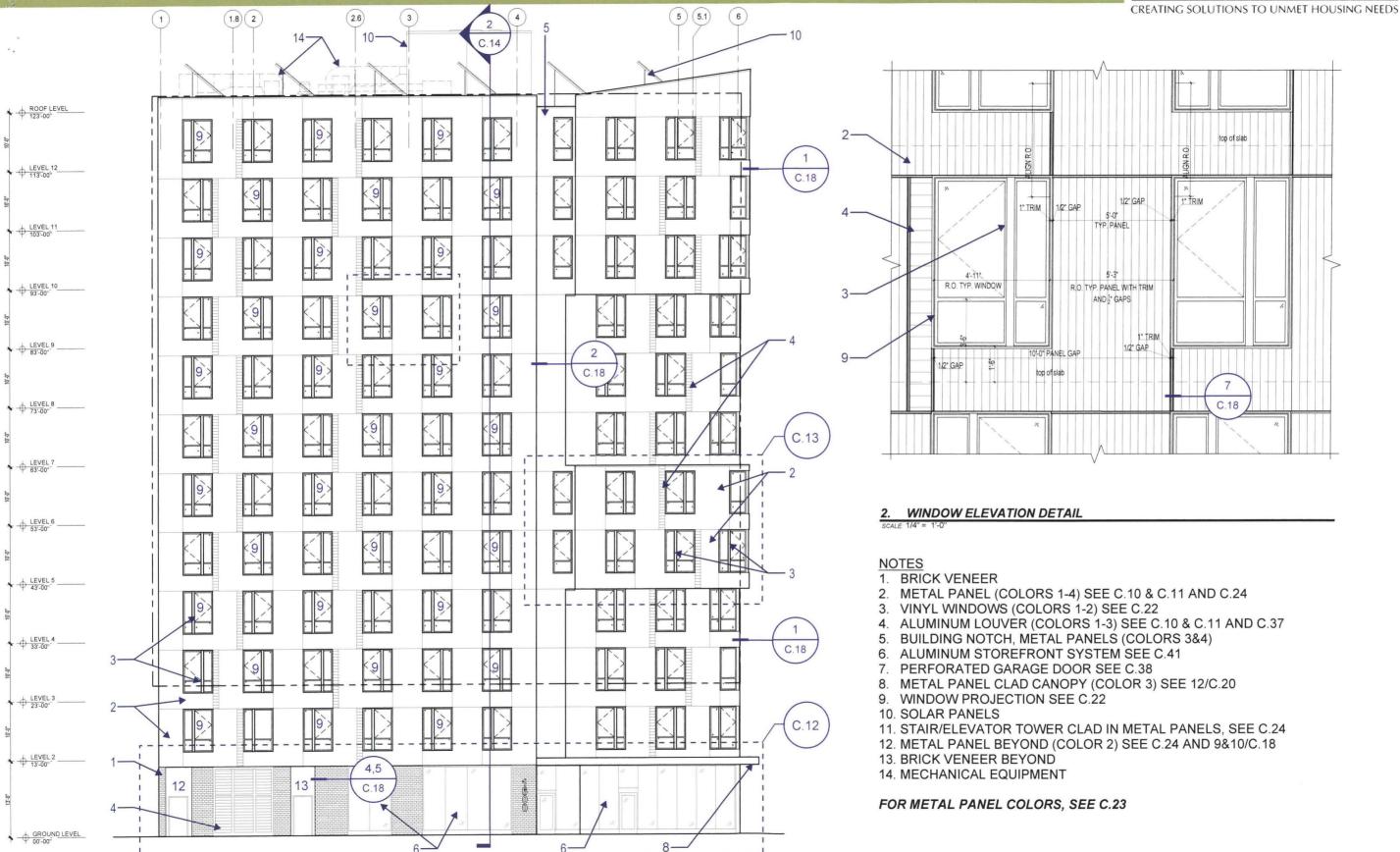
TERRACE

12th FLOOR GROSS AREA = 7,699 S.F.



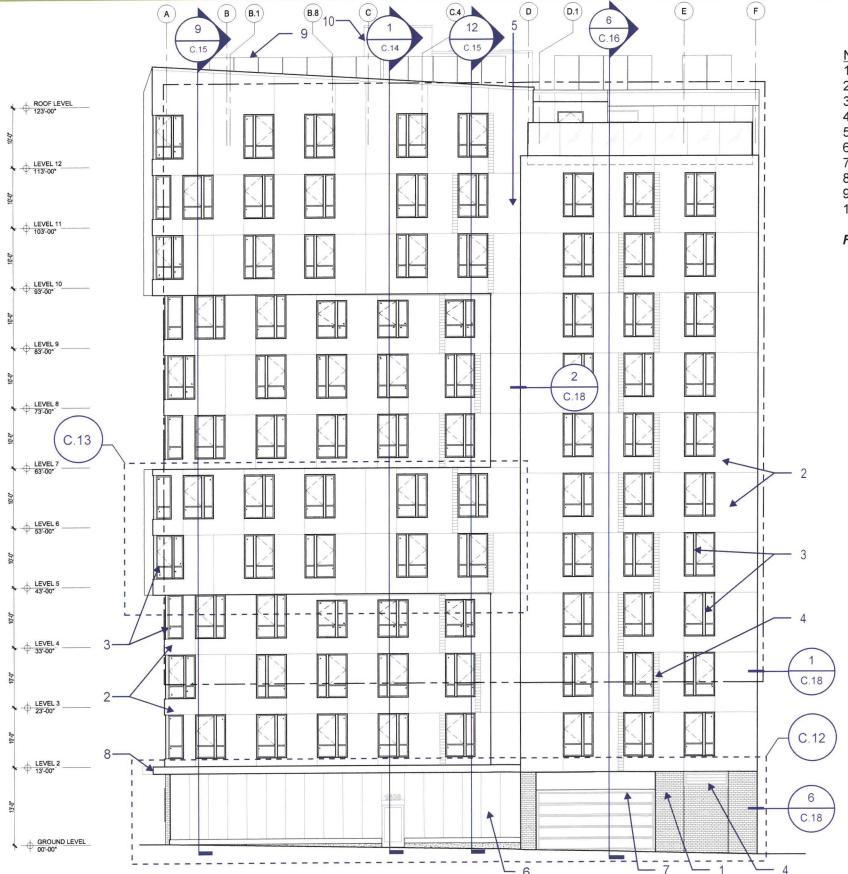






1. WEST ELEVATION





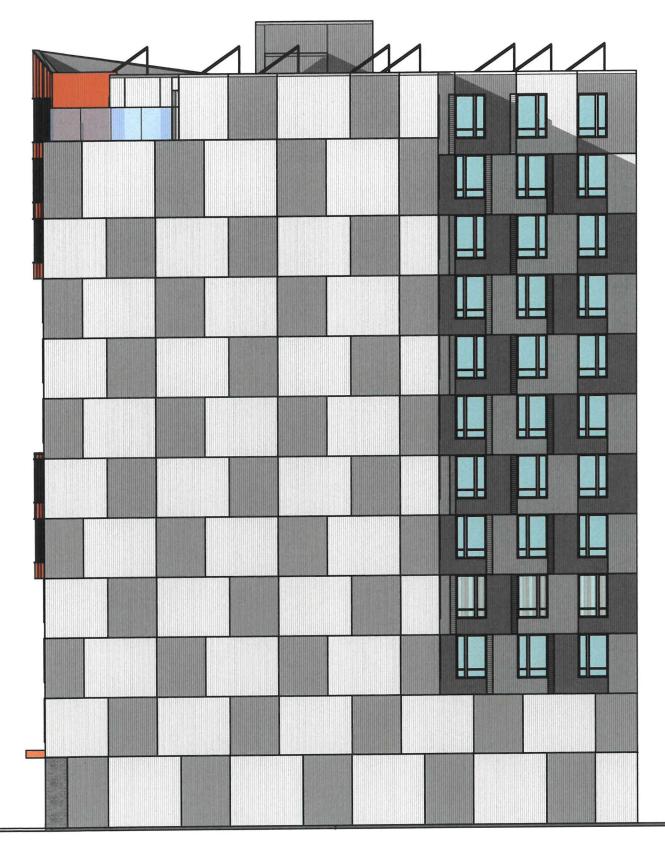
NOTES

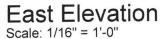
- 1. BRICK VENEER
- 2. METAL PANEL (COLORS 1-4) SEE C.10 & C.11 AND C.24
- 3. VINYL WINDOWS (COLORS 1-2) SEE C.22
- 4. ALUMINUM LOUVER (COLORS 1-3) SEE C.10 & C.11 AND C.37
- 5. BUILDING NOTCH, METAL PANELS (COLORS 3&4)
- ALUMINUM STOREFRONT SYSTEM SEE C.41
- 7. PERFORATED GARAGE DOOR SEE C.38
- 8. METAL PANEL CLAD CANOPY (COLOR 3) SEE 12/C.20
- 9. SOLAR PANEL
- 10. STAIR/ELEVATOR TOWER CLAD IN METAL PANELS, SEE C.24

FOR METAL PANEL COLORS, SEE C.23

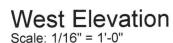
1. SOUTH ELEVATION

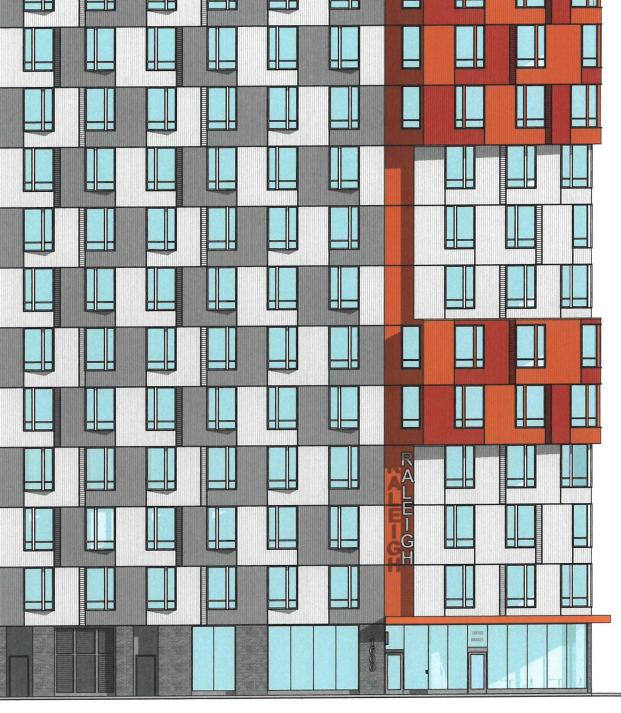






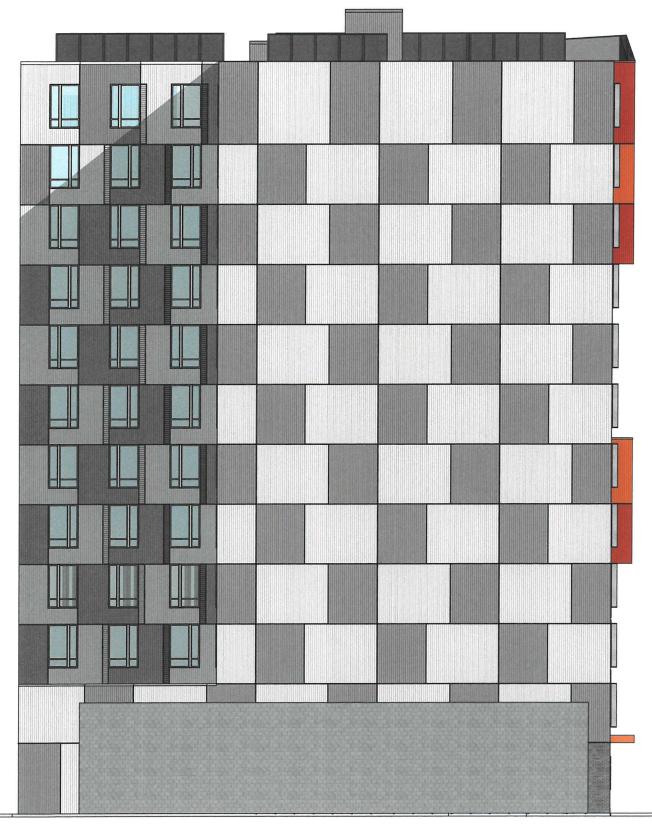


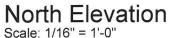


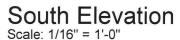


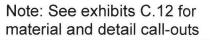
Note: See exhibits C.11 for material and detail call-outs















- .1. METAL PANEL (COLOR 3) SEE C.24
- 2. METAL PANEL (COLOR 4) SEE C.24
- 3. VINYL WINDOW (COLOR 1) SEE C.22
- 4. VINYL WINDOW (COLOR 2) SEE C.22
- 5. LOUVER (COLOR 2) SEE CS1-2/C.37
- 6. LOUVER (COLOR 3) SEE CS-2/C.37
- 7. BUILDING NOTCH, METAL PANEL (COLORS 3 & 4)



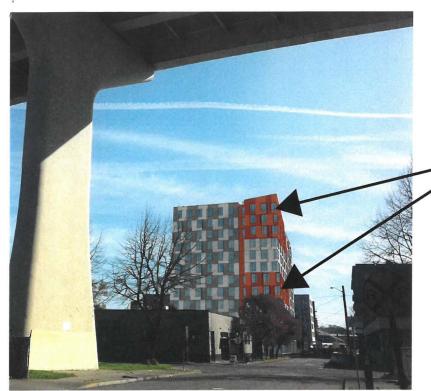
Enlarged Oriel & Niche - South Elevation

Scale = 1/8" = 1'-0"



Enlarged Oriel & Niche - West Elevation

Scale = 1/8" = 1'-0"



VIEW ON NW RALEIGH FROM UNDER FREEWAY 405 A GATEWAY INTO THE PEARL DISTRICT

The vertical corner massing and height of the residential building provides a strong visual "gateway" link connecting the residential neighborhood West of the 405 freeway to the Pearl District and the Fields Park.

The proposed building adds to the local design vocabulary by creating a unique street corner with two large rotated bays, which picks up on the horizontal movement and scale of the surrounding elevated 405 freeway that dominates this part of the Pearl District and defines the "industrial" character of the site.



VIEW SOUTH FROM SW 14TH ST.

The top of the rotated horizontal bay at the 6th floor roughly aligns with the cornice of the Ramona (South of our site) and helps bring down the scale of the building to a pedestrian scale.

The underside of the bay at the 5th floor lowers the scale down to a pedestrian level.

VERTICAL MASSING 1

VERTICAL

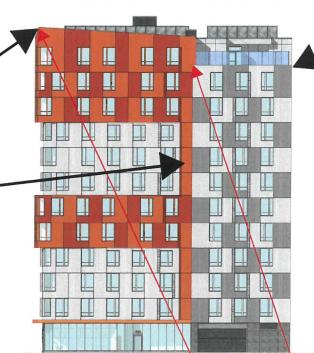
MASSING 2

The proposed 12 story design holds the 1/4 block form typical in the Pearl District.

The 12th floor roof line of the bay is expressed with a taller parapet and angled slope to create a contemporary roofline that maintains its industrial character.

A vertical notch in the building massing on NW 14th Street and on NW Raleigh street creates three vertical building elements (one facing West, one facing South, and one at the street corner) which is a similar and complimentary approach taken by other high-rise buildings in the Pearl District.

VERTICAL MASSING 2



VERTICAL MASSING 3

> form (Vertical Massing 2) is accentuated by dropping out massing at the 12th floor for a roof deck facing S-E which will provide residents with dramatic views of Fields Park and the river beyond.

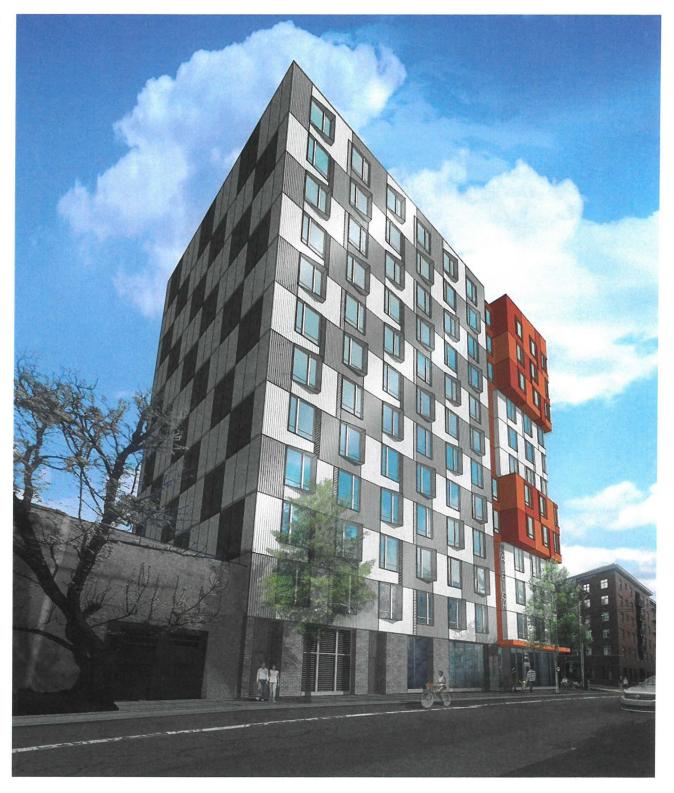
The street corner bay

SOUTH ELEVATION

WEST ELEVATION







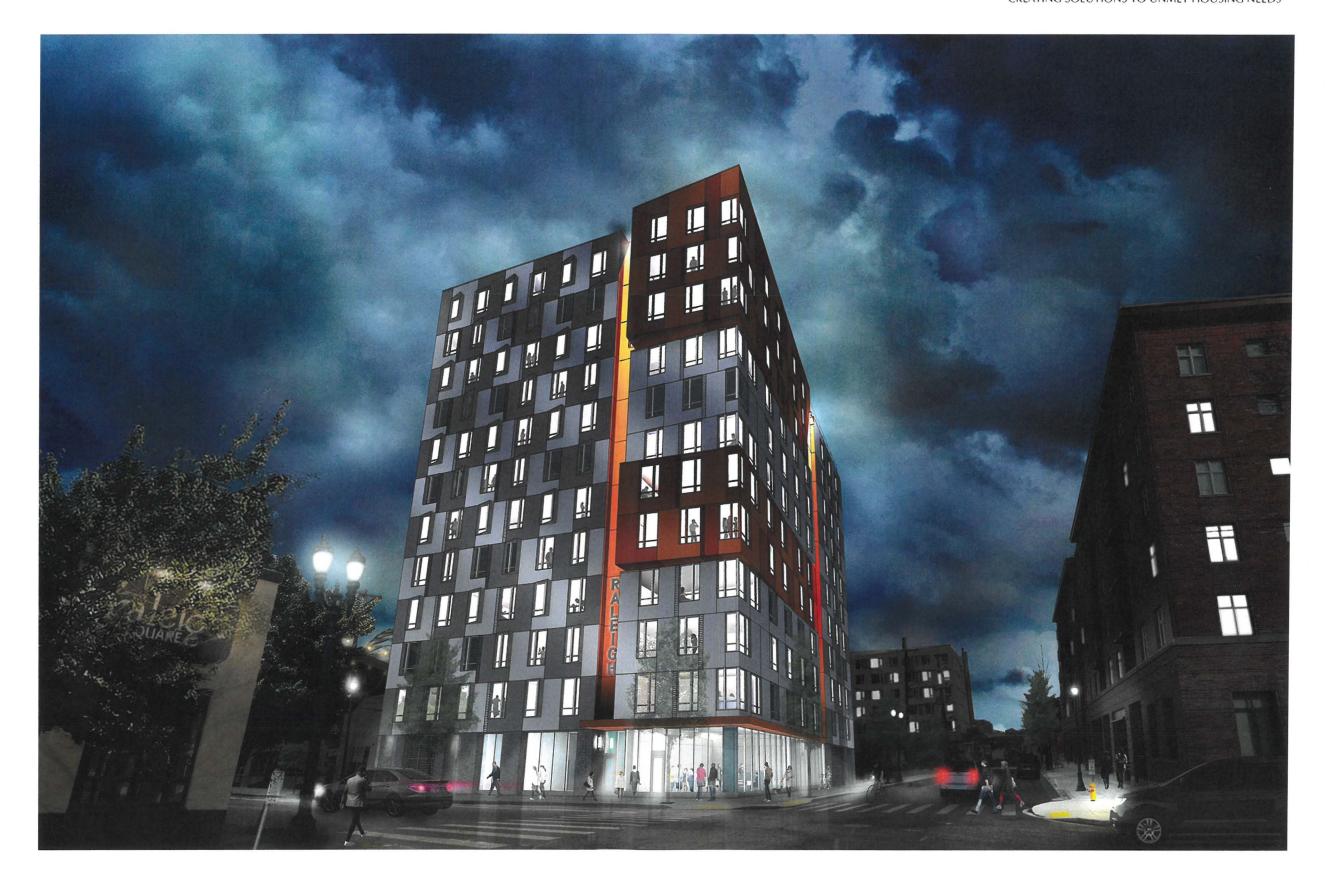
VIEW FROM STREET CORNER





VIEW FROM SE STREET CORNER









The design team believes that the building, as designed, better meets the guidelines for contextual response and coherency than it does with Design Commission's Conditions for Approval, C.1-2. We believe that the two bay version of the building better relates to the double level 405 freeway element, and better expresses the energy and dynamic changing nature of the district, its industrial and cultural history, and its vibrant future.

The configuration of design elements, individually determined to be consistent with design guidelines by Design Commission, is subjective and should be left to the project's design team.



BUILDING WITH DESIGN COMMISSION'S CONDITIONS

We believe it was inappropriate for planning staff to take a professionally produced rendering, PhotoShop a series of element changes, and present a menu of options for Design Commission to vote on in the hearing, essentially redesigning the building by committee. Redesigning the building to meet the conditions imposed by Design Commission will add time and cost, delaying the start of an affordable housing development that is critically needed by our City.

We respectfully request that City Council grant our appeal to remove conditions C.1-2 and allow us to proceed with the building as designed.





VIEW FROM STREET CORNER



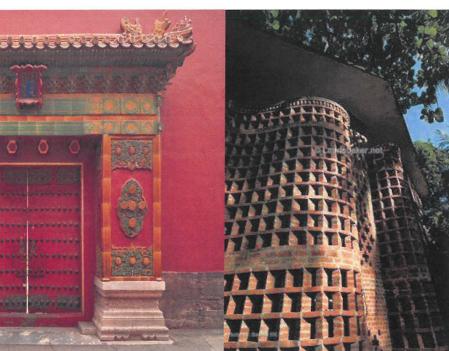




Design inspiration for the NW 14th and Raleigh development comes from architectural and cultural precedents as a way to rethink the building skin of a typical Portland quarter block (100 x 100 ft). The use of repetitive alternating forms and strong colors recalls vernacular arts / textile qualities commonly found in Asian, African and Latino communities. This theme will be carried out through the interiors with artwork that reflects the diversity of residents who live in affordable housing, including African American and Asian working class communities that once lived in and around the Pearl District.

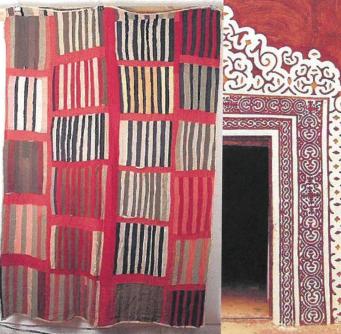


Mid Century Japanese Kimono



Vernacular Chinese building Center for Development Studies, Trivandrum, India. Architect: Laurie Baker

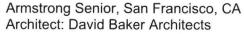
Design Inspiration

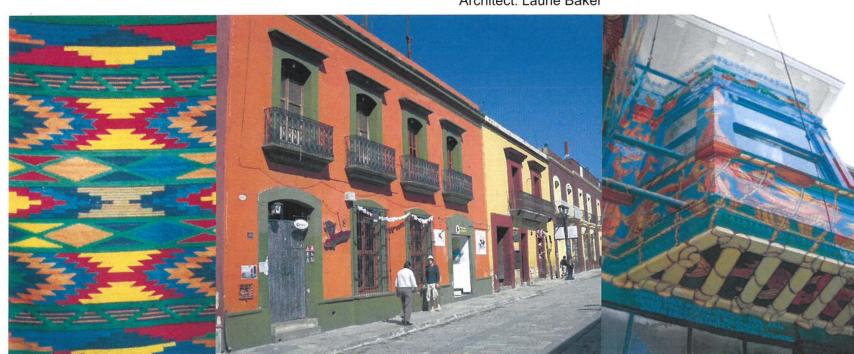


African American Vintage Quilt

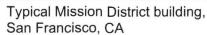


Vernacular North African building





Andean Indian Textiles, Ecuador Vernacular buildings in Oaxaca, Mexico



Plaza Reforma, Mexico City Architect: Legorreta





The Pearl District (formerly called the North West Industrial Triangle) has had a cyclical history full of diversity; from family housing to rail yards, industry and commercial spaces, to blighted community and now back to an active housing and commercial district. It was originally platted as part of Couch's Addition in 1869 and was developed mostly of single family homes for typically blue-collar European immigrant workers.

Union Station, at the end of the Park Blocks and in the Pearl District, was surrouned by industrial areas, where workers from various communities participated in the railroad and business activities. African Americans lived and worked in the areas around Union Station in Old Town and the Pearl District. Chinese immigrants, in the 3rd location of Chinatown, settled on the edge of the Pearl, with some land holdings as far West as NW Broadway. Chinese immigrants worked in the railroad and other industries although they were restricted to living in Chinatown. Japantown developed later, as Chinese immigrant workers were restricted from coming into the US. One of the first Japanese churches in Portland was the Epworth United Methodist Church at the corner of NW 15th and Glisan, and they expanded with a dance hall at NW 16th.

The Lewis and Clark Exposition in 1905 was such a success that the population in Portland grew quickly, providing demand for the expansion of the railway and stopping housing growth in the neighborhood. The Pearl District transitioned to commercial and industrial uses, and by 1910 most buildings were either multistory warehouses or commercial buildings. This area flourished with a passenger depot serving luxury trains until 1931.

During these formative years the areas around the rail yard were quite diverse. However, racially biased laws and actions displaced African American, Chinese and Japanese families. With the passage of Chinese Exclusion Acts at the turn of the century, Japanese immigrant workers became increasingly sought after and a Japantown developed along Chinatown, but the bombing of Pearl Harbor in 1941 ended Japantown's prosperity as families were forced to abandon their homes and businesses, and were moved into internment camps.

In 1970 the Hoyt Street Rail yards were sold to Burlington Northern Railroads which mostly moved freight. Over the next 20 years the area slowly deteriorated. The neighborhood conditions of low rents near the city center eventually drew a diverse community of startup businesses and artists.

The Pearl started to attract investors and by the 1990's the Lovejoy ramp was taken down and development increased exponentially. In order to help those with limited means the goal of providing 35% affordable housing was adopted in 1999. In 2008, the North Pearl District Plan laid out multiple goals for the future of this specific area of the Pearl District. One of the main goals was to create more diverse housing opportunities especially those which serve families. In the spring of 2015 the Portland Housing Bureau and private developer Hoyt Street Properties determined that the area was falling short of the 35% affordable housing goal. This paved the way for the Portland Housing Bureau to purchase the site at NW Raleigh Street for affordable housing.

Our design at NW 14th and NW Raleigh, being developed by Innovative Housing Inc., draws on the rich history of the Pearl District as an ethnically diverse working class community. The building is designed to celebrate the diversity of building types, classes and cultures that help define the Pearl District.

http://www.museumofthecity.org

https://oregonencyclopedia.org/articles/chinese_americans_in_oregon/#.V6z5pygrLcs

http://explorethepearl.com/about-the-pearl/history-of-the-pearl-district/

https://www.portlandoregon.gov/transportation/article/520815

http://www.oregonlive.com/history/2015/02/throwback thursday portlands p.html

https://oregonhistoryproject.org/articles/railroads-race-and-the-transformation-of-oregon/#.V6j6GUbTMpk

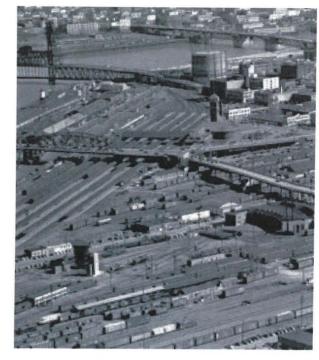
http://www.portlandoregon.gov/PHB/article/527337?archive=2015-04

https://www.nps.gov/nr/travel/asian_american_and_pacific_islander_heritage/Portland-New-Chinatown-Japantown-Hist

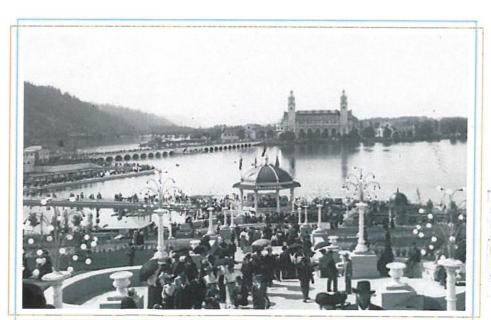
http://we b.stanford.edu/group/chineserailroad/cgi-bin/wordpress/timeline



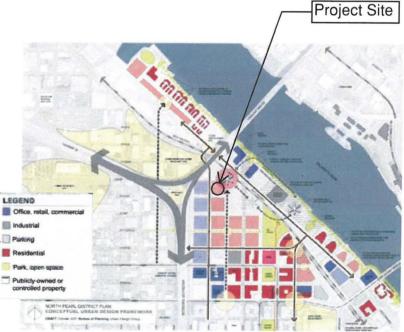
Couch's Addition - Taken from the website Explore the Pearl



Ariel View - Taken from the website Museum of the City



Lewis and Clark Exposition - Taken from the website Museum of the City



Conceptual Urban Design - Taken from the North Pearl District Plan





VIEW FROM STREET CORNER



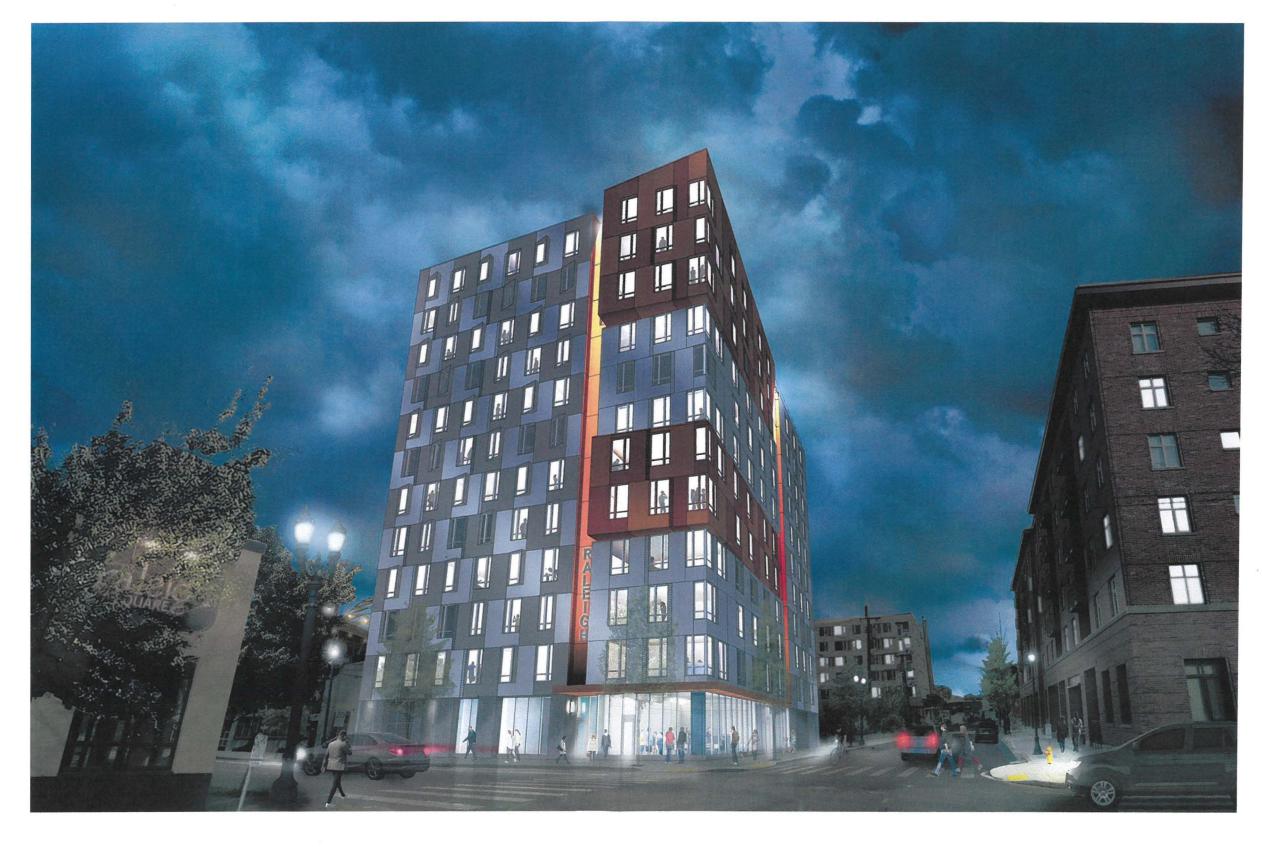




VIEW FROM SE STREET CORNER







SALAZARCHITECT





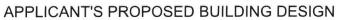
ORIGINAL APPLICANT'S BUILDING DESIGN



FINAL APPLICANT'S BUILDING DESIGN









BUILDING WITH DESIGN COMMISSION'S CONDITIONS





VIEW FROM STREET CORNER

VIEW FROM NW STREET CORNER



