



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

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MEMORANDUM

Date: June 13, 2018
To: Portland Design Commission
From: Tanya Paglia, Development Review
503-823-4989, tanya.paglia@portlandoregon.gov
Re: June 21, 2018 Design Commission Hearing – Design Advice Request (DAR)
EA 18-180792 DA – 1515 SW Morrison St / ART Tower

Attached is a drawing set for a Design Advice Request (DAR) for a mixed-use residential and commercial tower on a half block site located in the Goose Hollow Subdistrict of the Central City Plan District.

Development Team Bio.

Architect/Developer	Valuation	Approximate Gross SF	Site Area (SF)
Ankrom Moisan Architects, LMC	\$80,000,000	305,000 (new tower)	40,000 SF

Proposal. The proposal is for a new 224 foot, twenty-story, mixed-use residential and commercial tower on a full block site located on SW Morrison between SW 15th Ave and SW 16th Ave in the Goose Hollow Subdistrict of the Central City Plan District. The proposal is for an approximately 305,000 SF building to include 304 housing units, 4,000 SF of ground-floor commercial space, 3 levels of below-grade parking with 215 spaces, and a penthouse amenity space. The residential lobby entrance will be located on SW Alder St. Residential parking access will be from SW 16th Ave, theater parking access from SW 15th Ave, and loading access from SW 15th Ave via a new midblock courtyard.

Currently the full-block site is owned by the Artist Repertory Theatre. The theater building spans 3/4 of the block, with the final 1/4 block occupied by surface parking. The project will involve a partial demolition of the existing structure to remove the third of the building that sits on the north half of the block. The theater will continue to occupy the entire southern half of the block with the new development occurring on the northern half. Alterations and improvements to the Artists Repertory Theatre structure that will remain on the south half of the block will be under a separate review/permit approval.

Zoning. Central Residential (RX) with Design overlay, and located in the Goose Hollow Subdistrict of the Central City Plan District.

FAR. Maximum base FAR is 6:1. This results in base square footage allowed of 240,000 SF. Max bonus FAR is 3:1 which allows 120,000 SF of bonus square footage. Max square footage allowed with bonus is 360,000 SF. 305,000 SF is proposed for the new building on the northern half of the block, leaving 55,000 SF available for the southern half of the block for possible future redevelopment.

Height. Max height allowed per Map 510-3 (3 of 3): 250'; and 224' is proposed.

Approval criteria of Title 33, Portland Zoning Code (PZC) are *Goose Hollow Design Guidelines* and *Central City Fundamental Design Guidelines*

Required Reviews Type III Design Review.

Modifications The applicant is requesting the following modification:

- Ground Floor Windows (33.510.220) – All Facades of the theater to remain

Required: Walls facing a street lot line, sidewalk, plaza, or other public open space or right-of-way must have windows that cover at least 50% of the length and 25% of the ground level wall area or pursue the optional artwork option (33.510.220.C).

Proposed: The theater building to remain does not currently meet this standard. The applicant is considering ways to address this and might pursue the artwork option which is described as follows in the zoning code: *Projects proposing to use artwork as an alternative to the ground floor window requirements may apply for this through the adjustment procedure. Projects may also apply for a modification through design review if they meet the following qualifications. Buildings having more than 50 percent of their ground level space in storage, parking, or loading areas, or in uses which by their nature are not conducive to windows (such as theaters), may be allowed to use the design review process. Artwork and displays relating to activities occurring within the building are encouraged. In these instances, the artwork will be allowed if it is found to be consistent with the purpose for the ground floor window standard.*

Potential Modification: A Ground Floor Window Modification to 33.120.232.B.2 may also be required for the proposed tower building facing the courtyard. This elevation was not resolved at the time of this memo, so the percent of length and ground level wall area occupied by windows is not known.

Review Scope: The theater building to remain may be redesigned in the future, and the applicant would like to focus this review on the northern half of the block where a new tower and courtyard are proposed. However, the two buildings will be permanently linked via FAR and connected parking with access provided to both buildings exclusively from the northern half of the block. Staff believes, at minimum, a conceptual level of design information for the theater's potential redesign will be important to the Type III land use review for the tower building. This is especially key to analyzing the courtyard space proposed to run between the two buildings. In addition, the tower construction will trigger the Ground Floor Window standard for the existing theater which will need to be addressed (via Modification) as part of this process.

Key discussion points

Staff advises you to consider the following among your discussion items on June 21, 2018:

1. Balconies

- The tower design does not fully reflect the building's primary use as a residential structure, and could be taken for an office building. Balconies would be an effective way to add a clearly residential sensibility to the building.
- In addition, balconies provide many other benefits. They can help create more lively and active façades by increasing activity and life on the building's exterior and providing outdoor areas where active uses can take place and signs of occupancy can take root, enriching the pedestrian experience for people passing by.
- Providing balconies could help in breaking down the building's mass and add human scale and articulation. The sawtooth ground floor expression could be carried up the building in the form of balconies, either in consistent columns or episodically.
- Balconies facing the courtyard space would create activation in that space, allow for interaction between residents and people walking through, and increase opportunities for "eyes on the street" for the public space, greatly increasing its safety.
- Balconies would provide view opportunities both to and from the building for pedestrians, enhancing the visual connection between the building and neighborhood. They would also provide visual interest to passengers riding the Max line westbound along SW Morrison.

Relevant Guidelines: Goose Hollow District Design Guidelines: B1-1 – Provide human scale and interest to buildings along sidewalks and walkways; and Central City Fundament Design Guidelines: A5 – Enhance, Embellish, and Identify Areas, A7 – Establish and Maintain a Sense of Urban Enclosure, A8 – Contribute to a Vibrant Streetscape, A9 – Strengthen Gateways, B5 – Make Plazas, Parks and Open Space Successful, C1 – Enhance View Opportunities, C5 – Design for Coherency, C6 – Develop Transitions between Buildings and Public Spaces, D1 – Park Blocks.

2. Parking/Loading:

- The current proposal has three parking and loading entry points on the half block tower building. Each of these brings an affiliated curb cut. This presents a pedestrian condition that is not meeting guidelines. A single point of access to both the theater and tower parking areas would be approvable. This could be a single ramp into the building that splits to serve the two different parking zones (theater and residential) with appropriate security through key cards or other viable methods.
- Locating the loading inside the building's parking area so that access is from the same entry point as other vehicles would also better meet guidelines as the loading point takes away active use opportunities from the courtyard frontage.
- If loading remains on the courtyard, finding ways to reduce the size and impact of doors on the façade should be explored.

Relevant Guidelines: Goose Hollow District Design Guidelines: A9 – Provide a Distinct Sense of Entry and Exit, B1-1 – Provide Human Scale to Buildings along Walkways, B1-2 – Orient primary building entries at pedestrian circulation points which conveniently and effectively connect pedestrians with transit services, C1-1 – Integrate Parking; and Central City Fundament Design Guidelines: A5 – Enhance, embellish & Identify Areas; A8 – Contribute to a Vibrant Streetscape, A9 – Strengthen Gateways, C6 – Develop Transitions between Buildings and Public Spaces, C7 – Design Corners that Build Active Intersections.

3. Midblock Courtyard

- The inclusion of a new public open space is very responsive to guidelines. One of the four primary Design Goals outlined at the beginning of the Goose Hollow District Design Guidelines is the provision of open space to accommodate active public life.
- The goal language notes that urban plazas with art work and pedestrian-friendly amenities are desirable. Seating, landscaping, creative paving, and other design features that promote a vibrant public plaza should be included.
- To create a vibrant and safe plaza space, the building's ground level spaces along the courtyard should be occupied with active uses such as retail. The ground level façade facing the plaza should be punctuated with many destination points such as entries for pedestrians and large display windows looking onto the courtyard.
- Generally, the tower should be considered a four-sided building, including the ground floor, and the courtyard frontage should not be treated like a back of house area.
- Ideally active uses and windows would populate both sides of the courtyard including the tower as well as the theater frontages. The applicant has expressed a need to locate a fire wall for the theater along this frontage. Despite potential building code issues, Ground Floor Window standards apply to the courtyard façades of both the theater and the new tower. If the theater cannot meet the standards due to locating a firewall along this edge, the artwork option to the Ground Floor Window standard may be an avenue to receive a Modification. This option encourages "artwork and displays relating to activities occurring within the building."

- Balconies and large windows on upper levels overlooking the courtyard would also help provide activation and safety to the area.
- The guidelines in this district encourage incorporating water features (GHDG A5-5 – Incorporate Water Features) and art (GHDG A5-6 – Incorporate Works of Art), both of which could contribute greatly to activating this plaza. As stated in the Goose Hollow District Design Guideline Goal number four “consider using % for art funds for promoting art work related to the community’s history and special design elements to emphasize gateways to the district and important centers and landmarks.”
- The historic course of Tanner Creek touches the northwest corner of the subject block. Goose Hollow Guideline A2-1 advises that developments of 20,000 sq. ft. or more including or immediately adjacent to the historic course of the Tanner Creek should recognize it in one of the following ways: exposing the Creek using water features and fountains; or incorporating interpretive trails, art work, murals or sculptures that describe and symbolize the relation between the district and the history of Tanner Creek. Strong consideration should be given to introducing a water feature on the site or celebrating the Creek in some other form.
- A green wall is shown in the preliminary renderings. While this could be a nice feature, detailed information on the installation and maintenance and likelihood of survival would need to be provided.

Relevant Guidelines: Goose Hollow District Design Guidelines: A2-1 – Recognize the Historic Tanner Creek Theme, A2 – Emphasize Portland Themes, A5 – Enhance, Embellish, and Identify Areas, A5-1 – Strengthen the Identity of the Civic Stadium Station Area, A5-5. Incorporate water features or water design themes that enhance the quality, character, and image of the Goose Hollow District, A5-6. Incorporate works of art or other special design features that increase the public enjoyment of the District, B1-1 – Provide Human Scale to Buildings along Walkways, B5-1 – Enhance the Design of Pocket Parks, B6-1 – Provide Outdoor Lighting at Human Scale; and Central City Fundament Design Guidelines: A2 – Emphasize Portland Themes, A5 – Enhance, Embellish and Identify Areas, A8 – Contribute to a Vibrant Streetscape, A9 – Strengthen Gateways, B1. Reinforce and Enhance the Pedestrian System; B2 – Protect the Pedestrian, B4 – Provide Stopping and Viewing Places, C1 – Enhance View Opportunities, C2 – Promote Quality and Permanence in Development, C6 – Develop Transitions between Buildings and Public Spaces, C8. Differentiate the Sidewalk-Level of Buildings, C9 – Develop Flexible Sidewalk-Level Spaces, C12 – Integrate Exterior Lighting

Please contact me with any questions or concerns.

Attachments: Drawings dated 6/21/2018; Goose Hollow Design Guidelines & Central City Fundamental Design Guidelines Matrix