

Key for matrix: *green – no concerns, orange –further discussion, red – major concerns.*

MACRO	STAFF		COMMISSION	
		Comments		Comments
NEW CONSTRUCTION				
A6-1i. Siting and Building Orientation.				
<p>1. In addition to meeting zoning requirements, siting and building orientation should be visually compatible with adjacent buildings and the District's architectural character.</p> <p>2. Buildings and additions should be built up to the sidewalk along major arterials and side streets. Buildings should front Grand Avenue or Martin Luther King Jr. Boulevard. Setbacks at ground level from major arterials and cross streets are discouraged as they break the traditional development pattern of the District and are counter to establishing a concentrated urban environment.</p> <p>3. Development along Martin Luther King Jr. Boulevard should be in harmony with and compatible in design and orientation with Grand Avenue.</p> <p>4. Building entrances should be located in a manner that re-establishes the traditional pattern in the District. Central entries were the most common along Grand Avenue. Corner entries were also used along the major arterials and side streets. Where buildings were oriented on the side streets, central, corner and off-center entries were common.</p> <p>a. On Grand, main central entries are encouraged, but some flexibility should be allowed for main corner entries where they are found to be compatible with the District.</p> <p>b. On Martin Luther King Jr. Boulevard, corner and central entries on the boulevard are encouraged. For buildings fronting the boulevard, main entries on cross streets or on the interior of the block are discouraged.</p>		<ul style="list-style-type: none"> - Building is built to the sidewalks and fronts Grand Avenue, which is a typical approach in the District. - A grand central entry reestablishes a traditional pattern of central entries common along Grand Avenue. - Other retail entries, with canopies also face Grand, rather than the side streets, to reinforce this major arterial. - Recess with windows has been added to the east façade to reduce impact of development facing to the east. - Are there other considerations about the remaining blank façade to the rear? 		
A6-1j. Parking.				
<p>1. Parking should be located behind buildings on Grand Avenue or Martin Luther King Jr. Boulevard.</p> <p>2. Parking lots should be accessible from the east-west cross streets, Third and Sixth Avenues.</p> <p>3. Design solutions should reduce visible surface parking along Grand Avenue and along Martin Luther King Jr. Boulevard.</p> <p>4. Parking lots located along King and Grand should provide a sense of edge along the street with a gateway, compatible fence, masonry wall or arcade located adjacent to the sidewalk.</p>		<ul style="list-style-type: none"> - Structured parking is accessed off SE Ash, an east-west cross street, and is located below grade to reduce any impact on Grand Avenue. 		
A6-1k. Scale and Proportion.				
<p>1. The scale, form, proportion, and detailing of the new building or addition should be compatible with adjacent historic buildings and the architectural character of the District. The relationship of voids to solids, the size and relationships of window bays, doors, entrance and other architectural elements should be of a scale and proportion that is visually compatible with the adjacent historic buildings and the District.</p> <p>2. New buildings should maintain the cornice and roof lines of adjacent historic buildings. This may be accomplished by setting back the taller building at the</p>		<ul style="list-style-type: none"> - Base, Middle, Top expressed. - Vertical banding at windows emphasizes vertical proportionality, as seen in the Weatherly. - Accentuated corners, large windows spanning multiple stories, and recessed main entry as seen in the US Laundry Building. 		

<p>cornice or roof-line level of the adjacent buildings.</p> <p>3. Rooftop additions should meet all of the above guidelines for scale and proportion and should be designed to have minimal visual impact on the original facades of the buildings either through simple or subdued detailing, through setbacks from the facades and/or simplicity of form and massing. Rooftop additions are discouraged if the size, scale, form or detailing of the proposed addition strongly compromise the integrity of the original building.</p> <p>4. The height to width and length relationships of adjacent and nearby buildings should be used as a guide in determining compatibility of new buildings. However, as a rule it is not intended that the height or bulk of buildings be kept below the floor area ratio and height limits permitted by Central City Plan. The critical consideration is the compatibility of the scale, proportion and form of the new building and the impact of such elements as shadows on the District's character.</p> <p>5. Along King Boulevard and Grand Avenue blank walls, architectural decoration or ornament is strongly discouraged on street facades in place of windows.</p>	<ul style="list-style-type: none"> - <i>There are no directly adjacent historic buildings to maintain cornice and roof lines.</i> - <i>Along Grand Avenue street facades are highly glazed with rhythmic bays and entries.</i> - <i>Form, proportionality, material quality, and level of detail used to reduce the impact of the scale of the proposal on the District.</i> - <i>Different penthouse treatments depending on massing below.</i> - <i>A ground level precedent study is needed to show how storefront treatment fits in the HD. Consider pilaster and windows widths, and transom expression</i> 		
CCFDG			
<p>A1: Integrate the River. Orient architectural and landscape elements including, but not limited to, lobbies, entries, balconies, terraces, and outdoor areas to the Willamette River and greenway. Develop accessways for pedestrians that provide connections to the Willamette River and greenway.</p>	<ul style="list-style-type: none"> - <i>Although a few blocks away from the river, the generously glazed Grand facade and high-level terrace provide opportunities for views towards the river.</i> 		
<p>A3: Respect the Portland Block Structures. Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to build space. Where superblocks exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.</p>	<ul style="list-style-type: none"> - <i>The traditional 200-foot block pattern is maintained.</i> 		
<p>A6: Re-use, Rehabilitate, Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.</p>	N/A		
<p>A7: Establish and Maintain a Sense of Urban Enclosure. Define public rights-of-way by creating and maintaining a sense of urban enclosure.</p>	<ul style="list-style-type: none"> - <i>Building is built to the sidewalks and maintains an urban enclosure.</i> 		
<p>A9: Strengthen Gateways. Develop and/or strengthen gateway locations.</p>	<ul style="list-style-type: none"> - <i>Although not a "G" gateway, this will serve as a gateway to the HD due to the scale of the proposal.</i> - <i>Proposal should reflect the character of the HD as it will mark the north edge of the HD.</i> 		
<p>B5: Make Plazas, Parks & Open Space Successful. Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.</p>	<ul style="list-style-type: none"> - <i>Generous entries and highly glazed building elements face outward towards the surrounding HD and the river beyond, to enhance the public open space of the sidewalks.</i> - <i>Currently no art or water features are proposed.</i> 		
	<ul style="list-style-type: none"> - <i>See B5 above</i> 		

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C1: Enhance View Opportunities. Orient windows, entrances, balconies and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building façades that create visual connections to adjacent public spaces.			
C3: Respect Architectural Integrity. Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.	N/A		
C4: Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.			
MID	STAFF		COMMISSION
	Comments		Comments
NEW CONSTRUCTION			
A6-1I. Materials, Colors, Textures. 1. Exterior materials, colors and textures used in new buildings should be visually compatible with adjacent buildings and the District's architectural character. 2. The use of traditional materials such as brick and concrete are encouraged. The use of non-traditional metal, wood and plastic as major exterior surfaces is discouraged.	- Brick, with some Pre-cast concrete. - Further level of detail will be needed to show compatibility of the storefronts.		
A6-1o. Awnings, Canopies and Marquees. 1. Awnings, Canopies, and Marquees should enhance the character-defining features of the building. 2. Awnings, Canopies, and Marquees should orient to the building's main entry. 3. Two-story awnings, extremely long horizontal awnings and highly unusually shaped awnings were not part of the traditional character of the District and generally are not in harmony with the District.	- Canopy coverage added along SE Grand. - Canopies are needed on Ash and Pine as well.		
CCFDG			
A4: Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.			
A8: Contribute to a Vibrant Streetscape. Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.	- Highly glazed base with entries, recessed main entry, and canopies.		
B1: Reinforce and Enhance the Pedestrian System. Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.	- See A8 above		
B2: Protect the Pedestrian. Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or	- On Grand, glazing offers light spill out and views. - Services kept away from Grand to the east side of building.		

Discussion Memo

service areas in a manner that does not detract from the pedestrian environment.		<ul style="list-style-type: none"> - <i>Parking access off Pine, a side street.</i> - <i>No info yet on façade venting.</i> 		
B3: Bridge Pedestrian Obstacles. Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.		<ul style="list-style-type: none"> - <i>No obstacles shown</i> 		
B7: Integrate Barrier-Free Design. Integrate access systems for all people with the building's overall design concept.		<ul style="list-style-type: none"> - <i>No detail info yet.</i> 		
C2: Promote Permanence & Quality in Design. Use design principles and building materials that promote quality and permanence.		<ul style="list-style-type: none"> - <i>No detail info yet.</i> 		
C5: Design for Coherency. Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.		<ul style="list-style-type: none"> - <i>Consistent architectural approach.</i> - <i>No detail info yet.</i> 		
C7: Design Corners that Build Active Intersections. Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.		<ul style="list-style-type: none"> - <i>Highly glazed and activated corners.</i> 		
C8: Differentiate the Sidewalk Level of Buildings. Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.		<ul style="list-style-type: none"> - <i>Strong base with highly glazed storefronts, recessed main entry, and canopies.</i> 		
C10: Integrate Encroachments. Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.		<ul style="list-style-type: none"> - <i>None shown</i> 		
MICRO	STAFF		COMMISSION	
	+ / -	Comments	+ / -	Comments
NEW CONSTRUCTION				
A6-1m. Rear and Side Walls. Side walls and rear walls should be compatible with building facades or public street elevations but can be simple and basically blank.		<ul style="list-style-type: none"> - <i>Recess with windows added to the east to reduce impact of development facing to the east.</i> 		
A6-1n. Signs, Lighting, Etc. 1. Exterior building signs and lighting and other site embellishments, such as flagpoles, fences, walls and landscaping features, should be visually compatible in size, scale, proportion, color and materials with the character of the building and District. 2. A variety of signs within the District are encouraged. Signs should incorporate excellence in design, color coordination with the building, and mounting which does not distract from the building's design. Large signs that are creative yet compatible with the building and the District are encouraged, particularly on simple concrete		<ul style="list-style-type: none"> - <i>No detail info yet.</i> 		

buildings. 3. Plastic signs and back-lit plastic signs are generally not acceptable.			
CCFDG			
A2: Emphasize Portland Themes. When provided, integrate Portland-related themes with the development's overall design concept.	- <i>Most important is to respond to the HD.</i>		
A5: Enhance, Embellish & Identify Areas. Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.	- <i>Recessed main entry on Grand, highly activated frontages.</i>		
B4: Provide Stopping and Viewing Places. Provide safe, comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.	- <i>Recessed main entry on Grand</i>		
B6: Develop Weather Protection. Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.	- <i>Canopies over entries.</i> - <i>Canopies are needed the length of the frontages.</i>		
C9: Develop Flexible Sidewalk Level Spaces. Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.	- <i>Glazed retail on Grand offers activation.</i> - <i>Services away from Grand to the east side of building.</i>		
C11: Integrate Roofs and Use Rooftops. Integrate roof function, shape, surface materials, and colors with the building's overall design concept. Size and place rooftop mechanical equipment, penthouses, other components, and related screening elements to enhance views of the Central City's skyline, as well as views from other buildings or vantage points. Develop rooftop terraces, gardens, and associated landscaped areas to be effective stormwater management tools.	- <i>Screens provided for rooftop mechanical.</i> - <i>Intent to integrate mech screen with overall design.</i> - <i>Is design as shown with second tier of step backs successful for the streetscape environment?</i>		
C12: Integrate Exterior Lighting. Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.	- <i>No detail info yet.</i>		
C13: Integrate Signs. Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.	- <i>No detail info yet.</i>		

Attachments:

Drawings
Applicant's Criteria matrix