



ALPHABET (2000) + CENTRAL CITY FDG (2003) + GOOSE HOLLOW (1996)		PROJECT NAME: 17th Avenue Apartments		CASE NUMBER: LU 22-112912 HR	
DATE: July 11, 2022		PROJECT ARCHITECT: James Lawler, Milbrandt Architects		PROJECT VALUE: ~\$6.8 million	
CONTEXT	STAFF		COMMISSION		
	+ / -	Comments	+ / -	Comments	
<p><b>AHD 3. Hierarchy of compatibility.</b> Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a historic or conservation district, with the rest of the District. Where practical, compatibility will be pursued on all three levels. New development will seek to incorporate design themes characteristic of similar buildings in the Historic Alphabet District.</p>		<i>Met. See Page 5.</i>			
<p><b>A1: Integrate the River.</b> 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>		<i>Met. See Page 6.</i>			
<p><b>A2: Emphasize Portland Themes.</b> When provided, integrate Portland-related themes with the development's overall design concept.</p>		<i>N/A.</i>			
<p><b>GH A2-1:</b> Recognize the course of the historic Tanner Creek and emphasize the District's connection with the Creek on site developments of 20,000 square feet or more, including and immediately adjacent to the historic course of the Creek.</p>		<i>N/A.</i>			
<p><b>A3: Respect the Portland Block Structures.</b> Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built 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>		<i>Met. See Pages 6-7.</i>			

<p><b>A5: Enhance, Embellish &amp; Identify Areas.</b> 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.</p>		<p><i>Met. See Page 7.</i></p>			
	<p><b>GH A5-1:</b> <i>Strengthen the identity of Civic Stadium station area.</i></p>		<p><i>Met. See Pages 7-8.</i></p>		
	<p><b>GH A5-2:</b> <i>Strengthen identity of the Jefferson Street station area</i></p>		<p><i>N/A.</i></p>		
	<p><b>GH A5-3:</b> <i>Enhance West Burnside Street as a boulevard by extending and improving its boulevard treatment and its environment for pedestrians west of the Park Blocks.</i></p>		<p><i>Met. See Pages 8-9.</i></p>		
	<p><b>GH A5-4:</b> <i>Enhance SW Jefferson Street as a boulevard connecting Washington Park on the west to the Park Blocks in downtown.</i></p>		<p><i>N/A.</i></p>		

	<b>GH A5-5:</b> Incorporate water features or water design themes that enhance the quality, character, and image of the Goose Hollow District.		Met. See Page 9.		
	<b>GH A5-6:</b> Incorporate works of art or other special design features that increase the public enjoyment of the District.		Met. See Page 9.		
<b>A6: Re-use, Rehabilitate, Restore Buildings.</b> Where practical, reuse, rehabilitate, and restore buildings and/or building elements.			N/A.		
<b>A9: Strengthen Gateways.</b> Develop and/or strengthen gateway locations.			N/A.		
	<b>GH A9-1:</b> When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.		N/A.		
<b>C1: Enhance View Opportunities.</b> 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.			Met. See Page 12.		
	<b>GH C1-1:</b> Design surface parking and parking garage exteriors to visually integrate with their surroundings.		N/A.		
	<b>GH C1-2:</b> Integrate signs and awnings to be complementary and respectful of a building's architecture.		Met. See Page 13.		
<b>C4: Complement the Context of Existing Buildings.</b> Complement the context of existing buildings by using and adding to the local design vocabulary.			Met with COA. See Pages 13-14.		
<b>PUBLIC REALM</b>	<b>STAFF</b>			<b>COMMISSION</b>	
	<b>+ / -</b>	<i>Comments</i>		<b>+ / -</b>	<i>Comments</i>
<b>A4: Use Unifying Elements.</b> Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.			Met. See Page 7.		
<b>A7: Establish and Maintain a Sense of Urban Enclosure.</b> Define public rights-of-way by creating and maintaining a sense of urban enclosure.			Met. See Page 7.		

<p><b>A8: Contribute to a Vibrant Streetscape.</b> 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.</p>		<p><i>Met. See Pages 9-10.</i></p>		
<p><b>B1: Reinforce and Enhance the Pedestrian System.</b> 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.</p>		<p><i>Met. See Pages 9-10.</i></p>		
	<p><i>GH B1-1: Provide human scale and interest to buildings along sidewalks and walkways.</i></p>	<p><i>Met. See Pages 10-11.</i></p>		
	<p><i>GH B1-2: Orient primary building entries at pedestrian circulation points which conveniently and effectively connect pedestrians with transit services.</i></p>	<p><i>Met. See Page 11.</i></p>		
<p><b>B2: Protect the Pedestrian.</b> 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 service areas in a manner that does not detract from the pedestrian environment.</p>		<p><i>Met. See Page 11.</i></p>		
<p><b>B3: Bridge Pedestrian Obstacles.</b> Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.</p>		<p><i>Met. See Pages 11-12.</i></p>		
<p><b>B4: Provide Stopping and Viewing Places.</b> Provide safe, comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.</p>		<p><i>Met. See Page 10.</i></p>		

<p><b>B5: Make Plazas, Parks &amp; Open Space Successful.</b> 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>		<p><i>Met. See Page 12.</i></p>			
	<p><i>GH B5-1: Design pocket parks in residential areas with a variety of experiences that encourage their use all year round.</i></p>		<p><i>Met. See Page 12.</i></p>		
<p><b>B6: Develop Weather Protection.</b> 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.</p>		<p><i>Met. See Pages 10-11.</i></p>			
	<p><i>GH B6-1: Provide outdoor lighting at a human scale to encourage evening pedestrian activity.</i></p>		<p><i>Met. See Pages 10-11.</i></p>		
<p><b>B7: Integrate Barrier-Free Design.</b> Integrate access systems for all people with the building's overall design concept.</p>		<p><i>Met. See Pages 11-12.</i></p>			
<p><b>C3: Respect Architectural Integrity.</b> 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.</p>		<p><i>N/A.</i></p>			
<p><b>C6: Develop Transitions Between Buildings &amp; Public Spaces.</b> Develop transitions between private development and public open space. Use site design features such as movement zones, landscape elements, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.</p>		<p><i>Met. See Page 10.</i></p>			

<p><b>C7: Design Corners that Build Active Intersections.</b> 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.</p>		<p><i>Met. See Page 10.</i></p>		
<p><b>C8: Differentiate the Sidewalk Level of Buildings.</b> 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.</p>		<p><i>Met. See Page 11.</i></p>		
<p><b>C9: Develop Flexible Sidewalk Level Spaces.</b> Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.</p>		<p><i>Met. See Page 14.</i></p>		
<p><b>GH C7-1:</b> <i>Reduce the impact on pedestrians from cars entering and exiting residential unit garages by locating garage access on alleys, whenever possible, and active spaces on ground floors that abut streets.</i></p>		<p><i>N/A.</i></p>		
<p><b>C10: Integrate Encroachments.</b> 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.</p>		<p><i>N/A.</i></p>		
<p><b>C11: Integrate Roofs and Use Rooftops.</b> 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.</p>		<p><i>Met. See Page 14.</i></p>		

<p><b>C12: Integrate Exterior Lighting.</b> 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.</p>		<p><i>Met. See Page 11.</i></p>		
<p><b>C13: Integrate Signs.</b> 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.</p>		<p><i>Met. See Pages 12-13.</i></p>		
<p><b>QUALITY AND PERMANENCE</b></p>	<p><b>STAFF</b></p>		<p><b>COMMISSION</b></p>	
	<p><b>+ / -</b></p>	<p><i>Comments</i></p>	<p><b>+ / -</b></p>	<p><i>Comments</i></p>
<p><b>AHD 1. Historic changes.</b> Most properties change over time; those changes that have acquired historic significance will be preserved.</p>		<p><i>N/A.</i></p>		
<p><b>AHD 2. Differentiate new from old.</b> New additions, exterior alterations, or related new construction will retain historic materials that characterize a property to the extent practicable. Replacement materials should be reasonable facsimiles of the historic materials they replace. The design of new construction will be compatible with the historic qualities of the district as identified in the Historic Context Statement.</p>		<p><i>Met. See Page 5.</i></p>		
<p><b>C2: Promote Permanence &amp; Quality in Design.</b> Use design principles and building materials that promote quality and permanence.</p>		<p><b><i>Met with COA. See Pages 13-14.</i></b></p>		
<p><b>GH C3-1:</b> <i>Locate &amp; shape buildings to provide for future infill development on surface parking areas.</i></p>		<p><i>Met. See Page 7.</i></p>		
<p><b>C5: Design for Coherency.</b> 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.</p>		<p><b><i>Met with COA. See Pages 13-14.</i></b></p>		