

**MVA - SW Market Street at SW 11th Avenue,  
Portland OR  
LU 12 2155106 Land Use Review Narrative  
Revised JANUARY 18, 2013**

**CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES**



**BARRY R SMITH, PC Architect**

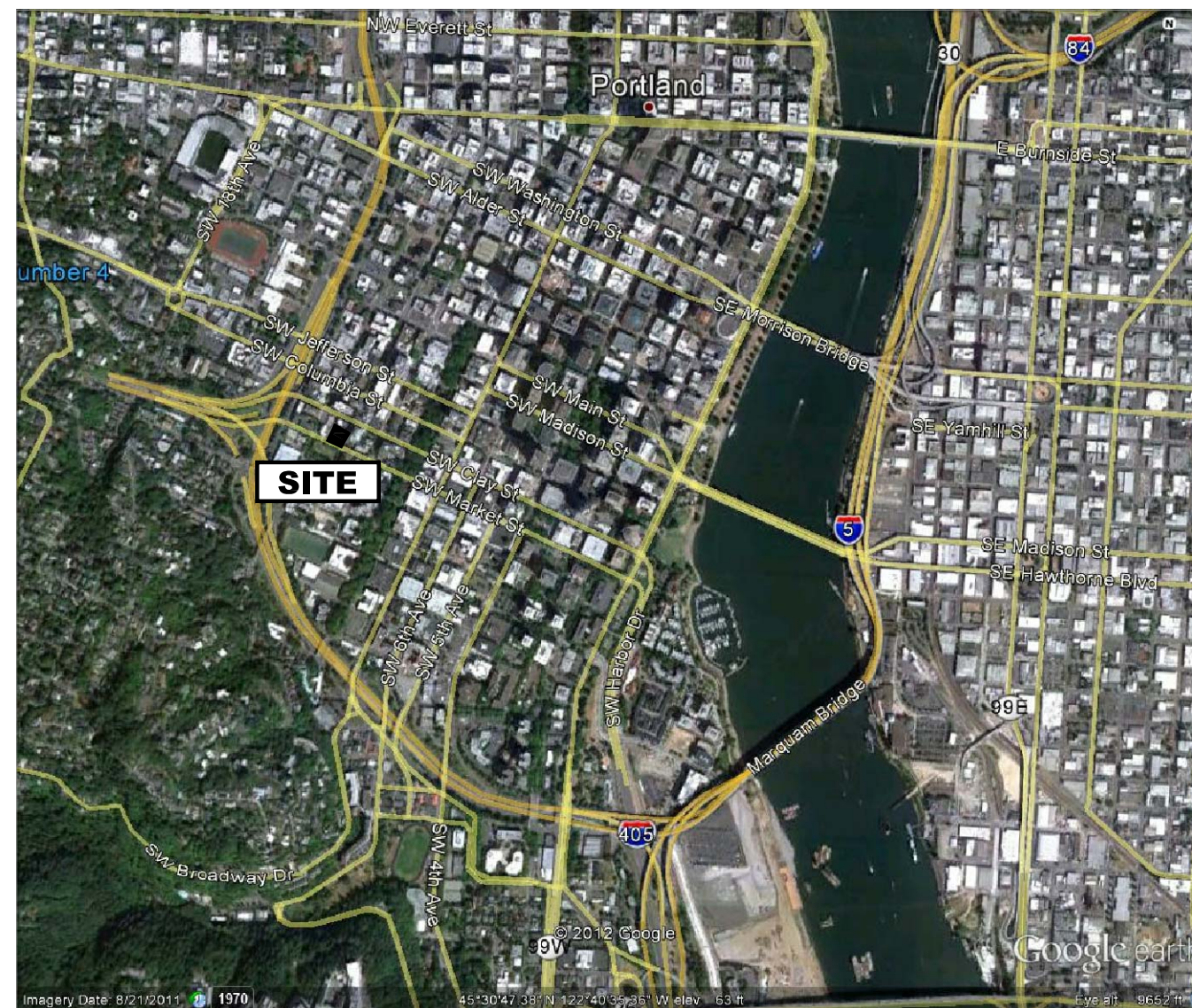
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*Guideline: Orient architectural and landscape elements including but not limited to lobbies, entries, balconies, terraces and outdoor areas to the Willamette River and greenway. Develop accessways for pedestrians that provide connections to the Willamette River and greenway.*

**Finding:** The project site is not adjacent to the Willamette River. The site is a part of the south of Burnside grid which orientates the building towards the river. The project respects this orientation with a large façade facing east with plenty of windows to capture any view available.

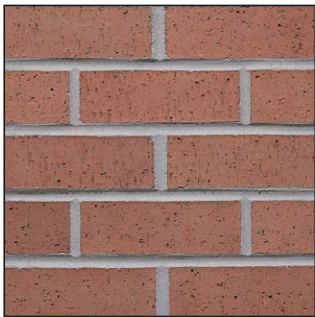




Guideline: When provided, integrate Portland-related themes with the development's overall design concept.



**Finding.** The work is an urban, in-fill project in Portland's downtown core. It is rendered in red and decorative brick, common to the early buildings in the south portion of the West End. The red brick is Columbia Red the ancestor of the red clay brick fired in Sellwood, the kiln that produced the majority of the red brick found in Portland in the late 19th and early 20th centuries. The top band is decorated using weaving themes found in the artifacts of the Consolidated Tribes of the Columbia River Valley. The outside corners of the red brick portion of the building are done in a traditional mason's weave detail.



Columbia Red  
[Wire Cut. Use for Main Body]

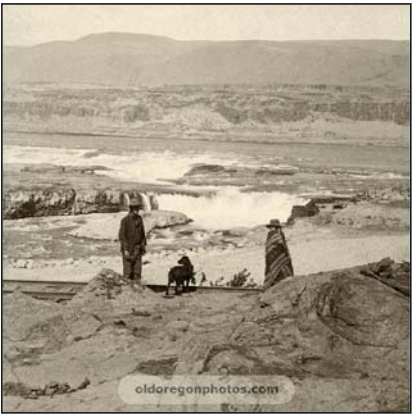


Ebony Granite Inca

Thin Set and Glazed. Used for top  
accent band in 3.5" squares

A2.1 Milwaukie-Selwood Commercial District; Oldtown, Portland brick

A2.2 Brick Selections



A2.3 Images from "People of the River"; Cornhusk bags and baskets; Cedar root and Bear Grass basket; Celilio Falls





A2.4.1

Brick and Roof Details at Upper Band



A2.4.2

Brick and Metal Details at Market Street Entrance



A2.4.3

View from SW 11th Avenue



*Guideline: 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.*

**Finding:** No change to the grid is proposed. The brick building provides an anchoring mass at the north/south transition of the Streetcar line from the south portion of the West End to the river run through the University District. The traditional Portland Block Structure is enhanced at a site that is currently a weak point in the grid. The swerve of the street car alignment wrecks the linear composition from interior space to transition space to pedestrian zone to street landscape to parking and traffic lanes. The projects massing will at least restore the building plane lost at the vacant lot.





*Guideline: Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.*

**Finding:** Brick was specifically selected to unify the transition from the West End [WE] to the University District [UD]. Where the UD is about the future, sustainability and inventive design, the WE is a hodgepodge of some of Portland's great brick structures, a few Queen Anne single family dwellings, new residential developments also rendered in brick and new urban high-rises. Since the project is limited by the Type III over Type I construction to six stories, the relatively low massive building lends itself to masonry. The red brick is a Portland Theme and is celebrated in the project unifying the building to the context.






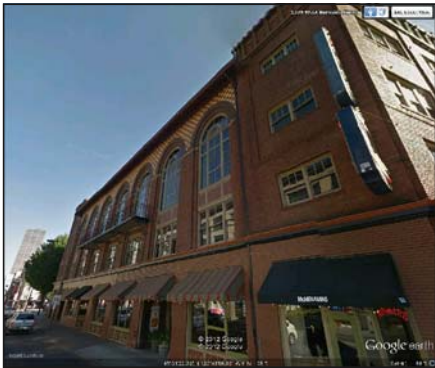
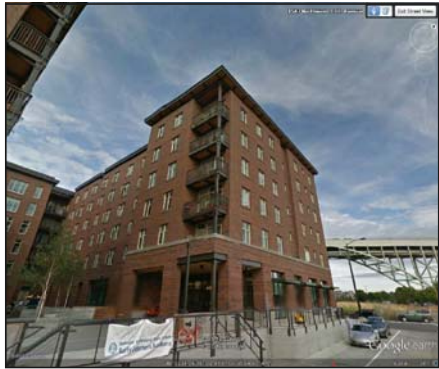
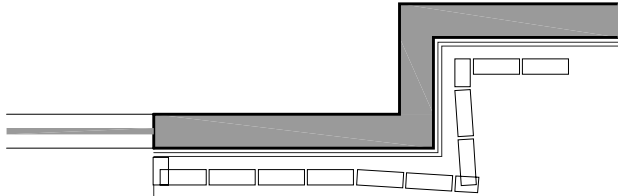


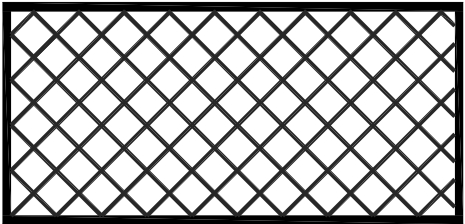
A4.1 SW Market Street Elevation





A4.2 SW 11th Avenue Elevation



8	Section A: PORTLAND PERSONALITY A5: ENHANCE, EMBELLISH and IDENTIFY AREAS			Exhibits: A5.1; A5.2; A5.3; A5.4
	<p><i>Guideline: 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.</i></p> 			<p><b>Finding:</b> The immediate character of adjacent properties save for the new Benson Tower is mid-rise brick veneer buildings and historic, unreinforced masonry buildings. The historic buildings are great examples of the decorative quality brick has. The new mid-rises not so much. This project takes a very modern approach to brick veneer with no decorative headers, quoins, cornices or carved elements. For the mechanical requirements, through wall vents are provided on the façade.</p> <p>But, unlike the newer buildings, the brick is celebrated. The weave corner is achieved by battering the last two bricks on an angle that makes a weave as the brick turns the corner. It gives the building face a three-dimensional, curved quality that beaks up the mass with unique shadow lines.</p> <p>Changing brick colors and arranging them in a pattern reminiscent of Columbia River tribes corn bags and baskets not only links the project to the City's river heritage but also creates a variety of color and texture not found in other modern projects. The combination helps embellish the architecture of the WE/UD transition.</p>
A5.1	Project in Context			
	   			   
A5.2	Examples of decorated top band	A5.3	Neighborhood Brickers	A5.4 Weave corner detail; Example; Decorative Vent; Board Formed Concrete



*Guideline: Where practical, reuse, rehabilitate and restore buildings and/or building elements.*

**Finding:** There are no existing buildings on the site.





*Guideline: Define public right-of-way by creating and maintaining a sense of urban enclosure.*



**Finding:** The urban enclosure is very compromised at the intersection of SW Market and SW 11th. The swing of the street car and the empty lots leave an undefined edge. The green space with its mature street trees do a good job of defining the termination of the north-south grid. By strictly defining the street edge the proposed building fills in a missing element to the urban corridors along SW Market Street and SW 11th Avenue. The urban enclosure is enhanced along this portion of the city block.



A7.1.1 Aerial View from Southeast

A7.1.3 Aerial View from Southwest

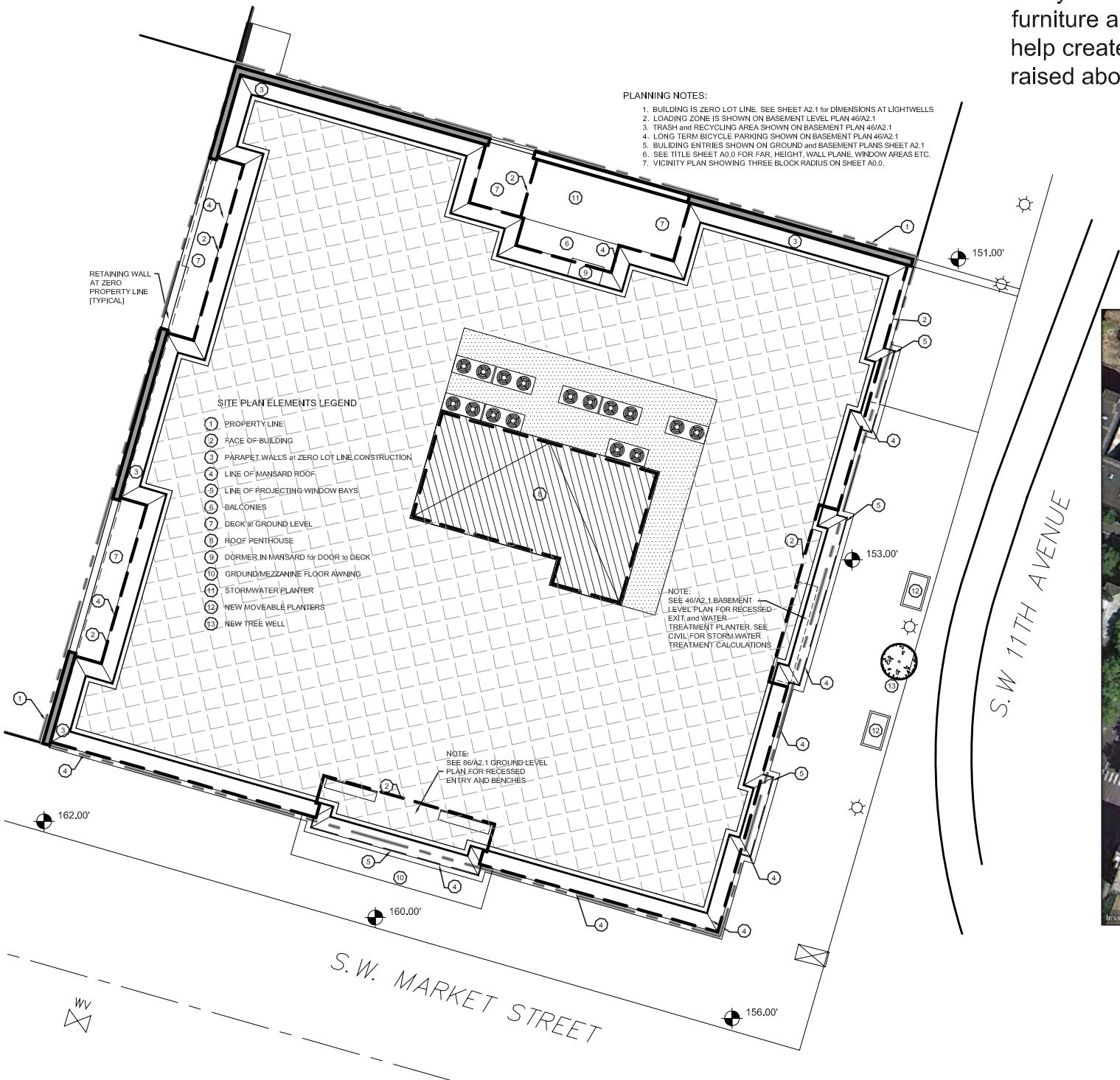


A7.1.2 Intersection of SW Market Street and SW 11th Avenue

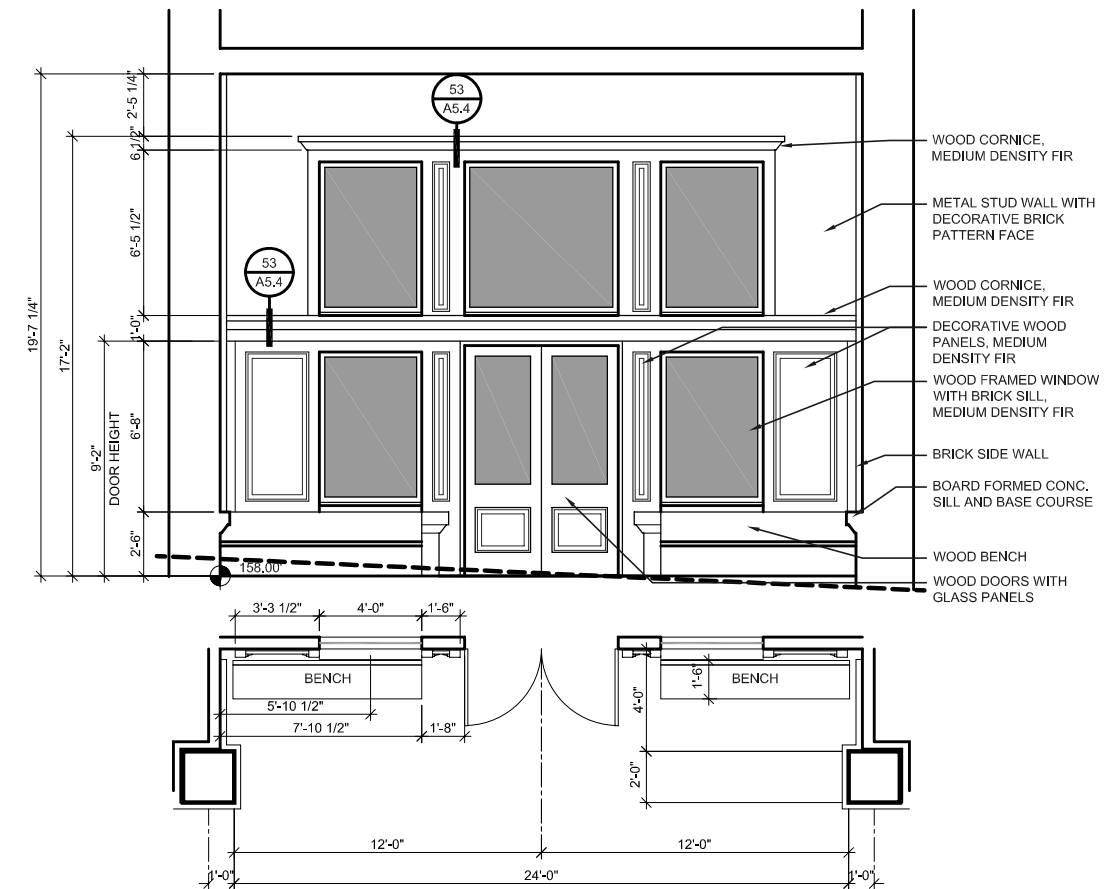


*Guideline: Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground level windows to reveal important interior spaces and activities.*

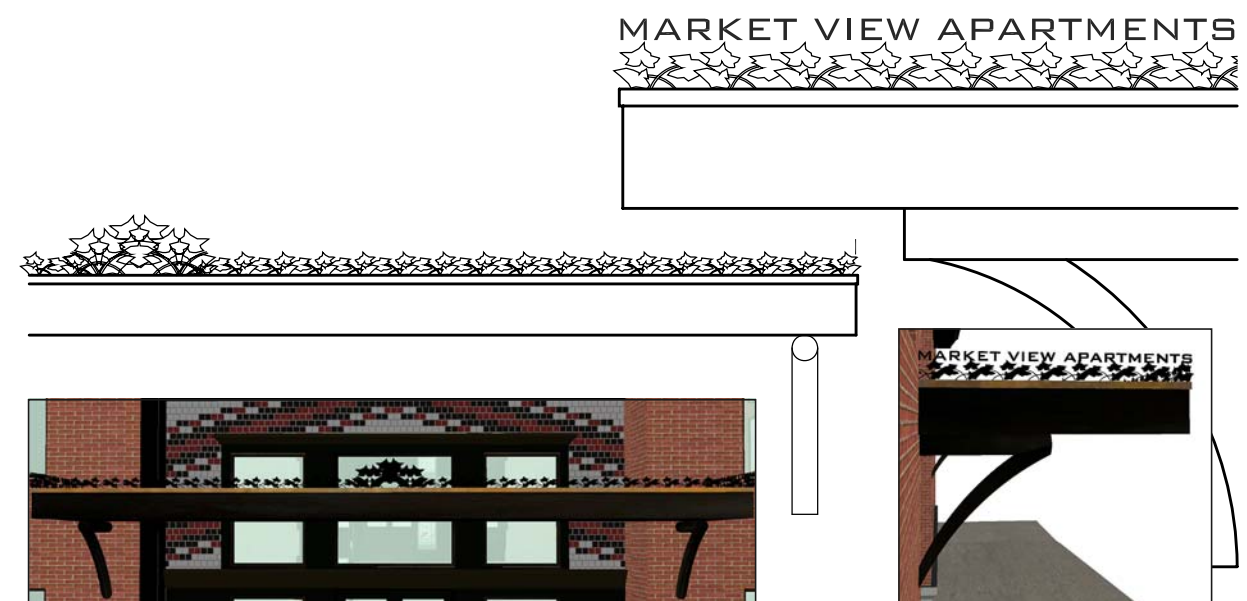
**Finding:** This half block development creates a traditional building entry on SW Market Street with a decorative awning and recessed entry way. The SW 11th streetscape is severely compromised by the Streetcar transition. Parking and bicycle lanes are obliterated by the radius in the tracks needed to negotiate the turn onto SW Market Street. The Pedestrian zone seems scary because of the close proximity of the big moving vehicle. Only furniture and planters in the furniture zone of the sidewalk can be utilized to help create a sense of safety. Active spaces along SW 11th Avenue are raised above the walk to also capture some sense of security.







A8.3 Entry Details



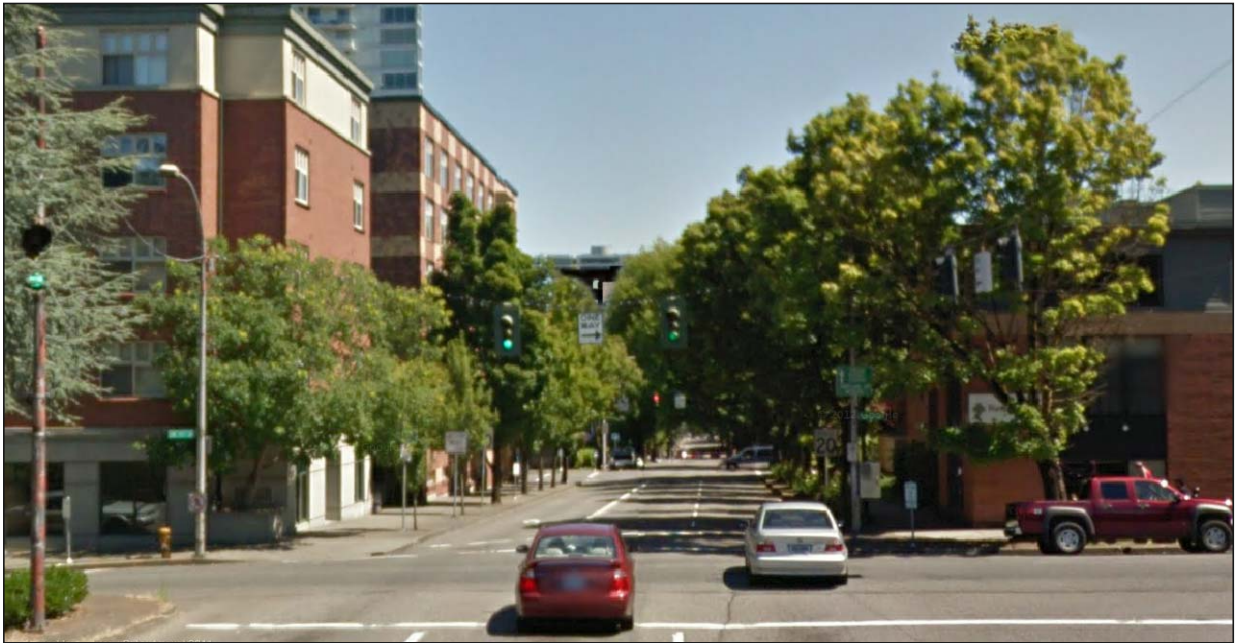
A8.2 SW Market Street Entry

A8.4 Decorative Canopy



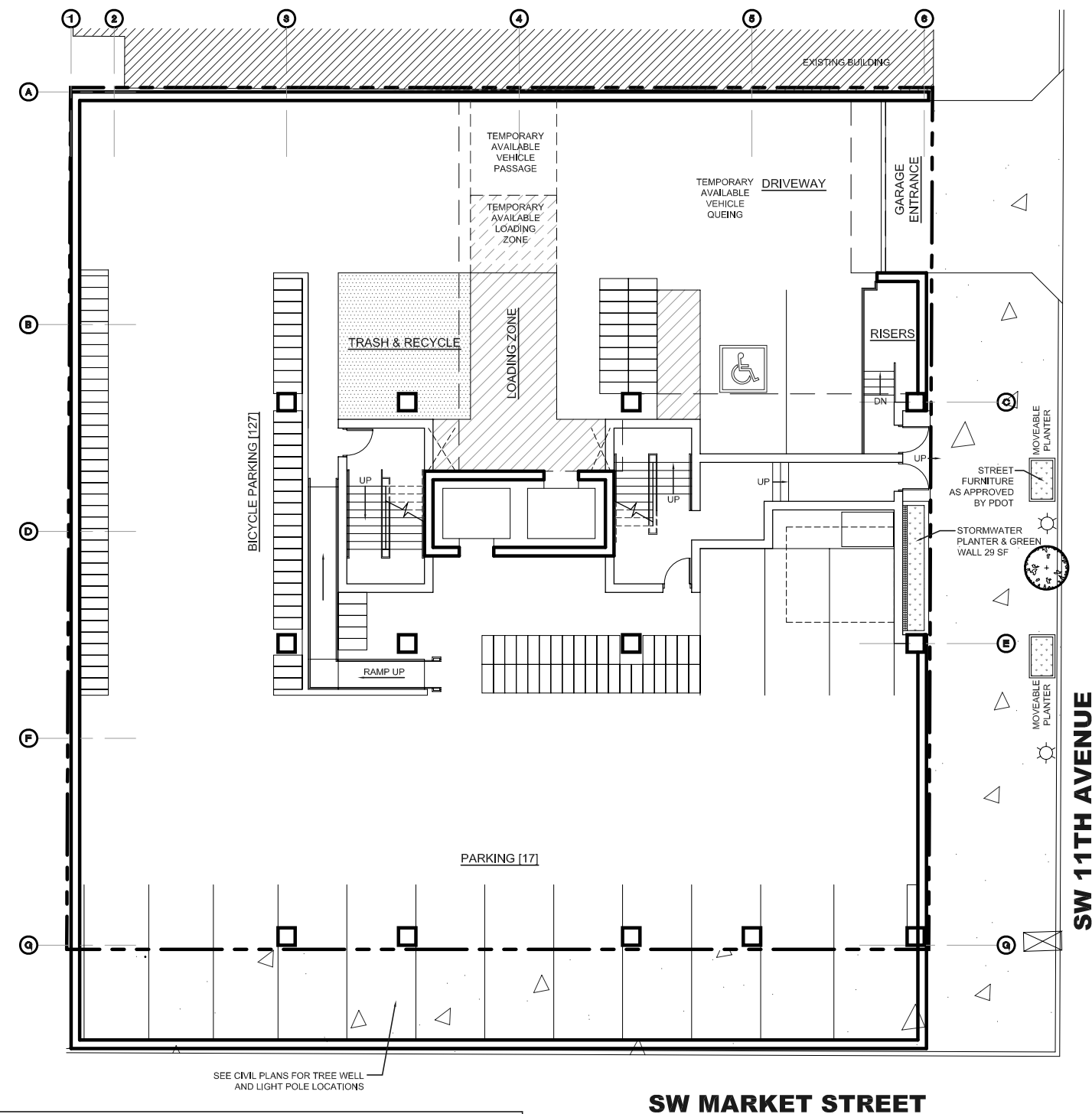
*Guideline: Develop and/or strengthen gateway locations.*

**Finding:** SW Market Street is the gateway to the Central City from the western suburbs along the Sunset Highway. The massing, materials and textures of the project add a calming effect to the transition from highway to city street. This is done by defining the edge, creating a stout mass that is rendered in traditionally permanent materials and by restoring the tree canopy.

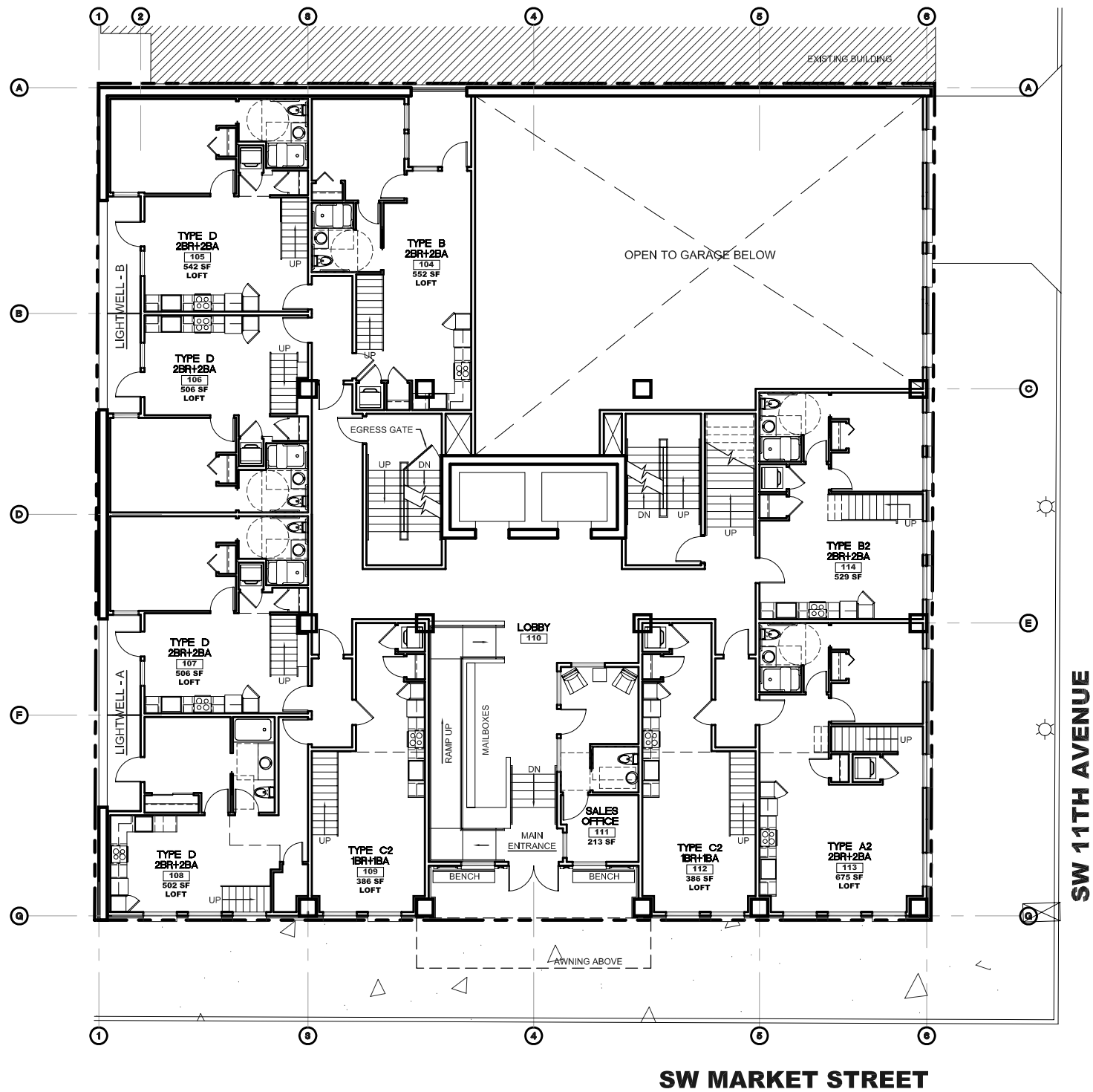


*Guideline: Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.*

**Finding:** The pedestrian zones are preserved and enhanced. There is no interruption of the accessible two way path of travel. Along SW Market, the temporary bicycle parking elements are placed in the street furniture zone. Along SW 11th Avenue, concrete planters are placed between the tree wells to provide a sense of protection from and buffer to the encroaching Streetcar alignment.





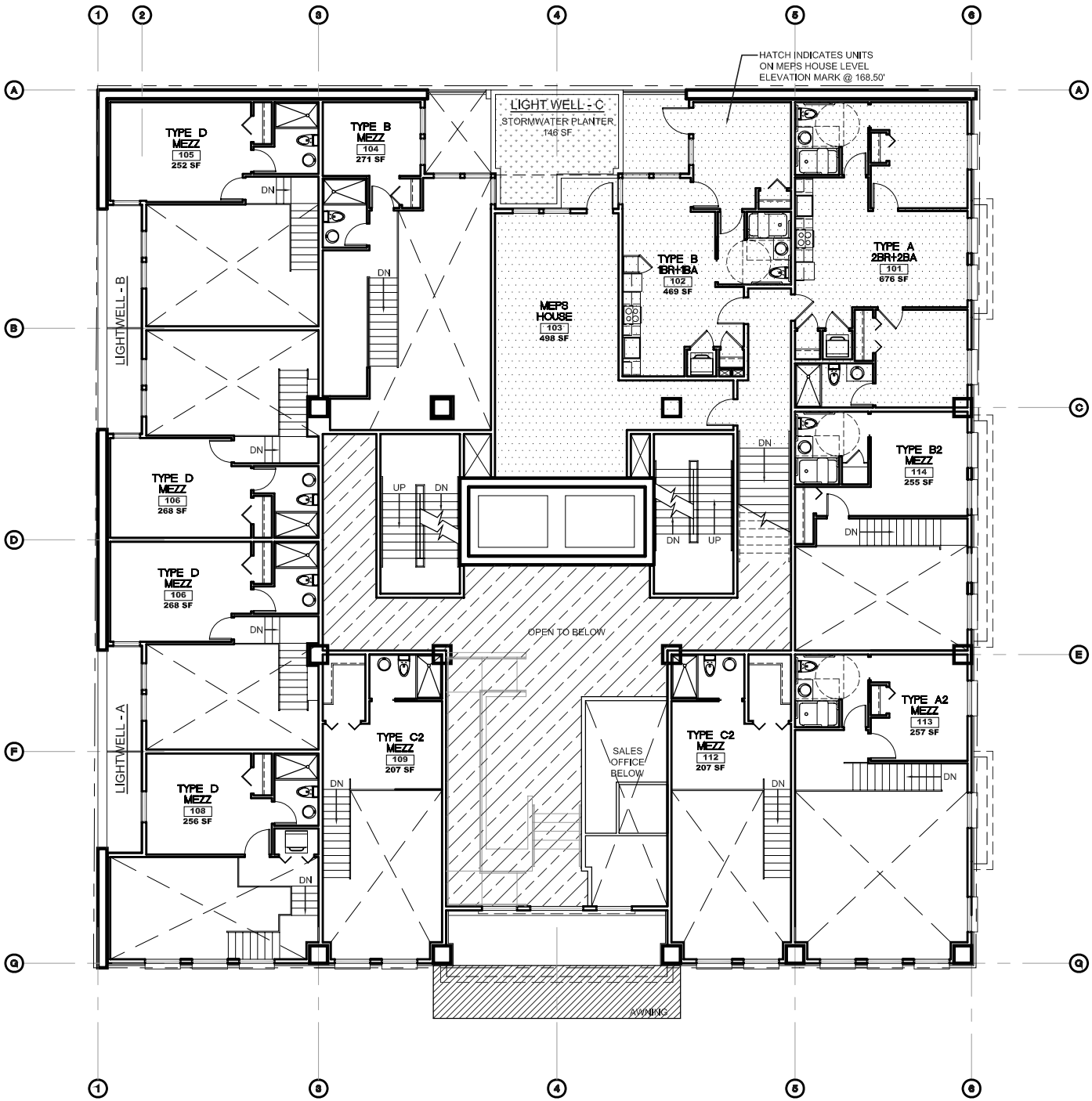


B1.2 Ground Level Plan

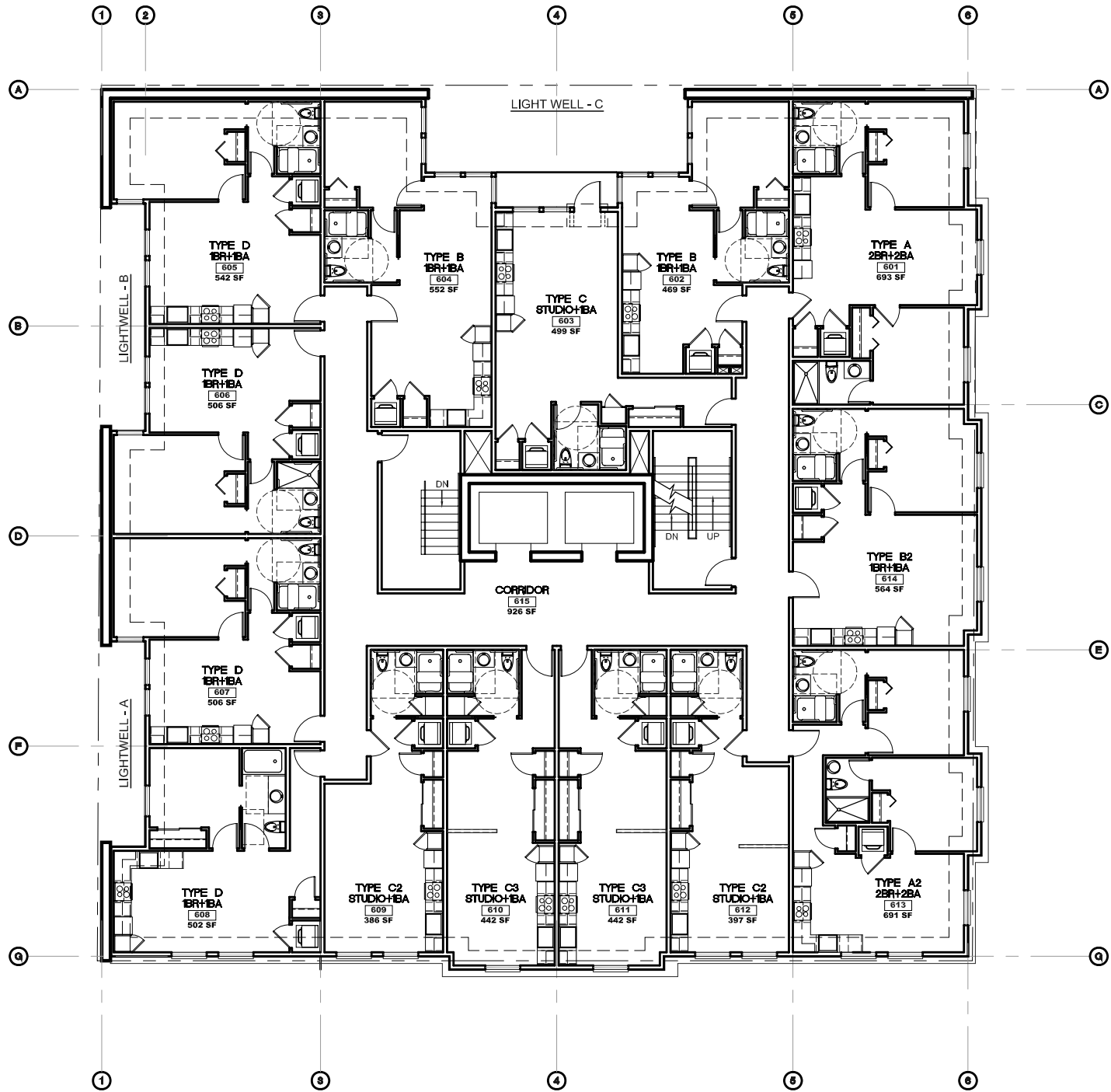


*Guideline: Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign and sidewalk oriented night-lighting systems that offer safety, interest and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems and/or service areas in a manner that does not detract from the pedestrian environment.*

**Finding:** The rhythm of the pedestrian zone as defined by the alternating materials, projecting bays, recessed entries and awnings defines areas for pedestrian safety. Doors do not swing into the right of way. Exhausts are well above head height. Lighting in the awning creates pools of safe areas. The recessed entrance is textured as is the loading zone driveway that crosses the sidewalk in order to announce attention needs to be paid.



B2.1 Mezzanine Level Plan showing top floor of loft and townhouse units



B2.2 Typical Floor Plan with 6th floor setback shown



*Guideline: Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.*

**Finding:** There are no pedestrian obstacles. Recessed entrances are textured as is the loading zone driveway that crosses the sidewalk in order to announce attention needs to be paid.



B4 Provide Stopping and Viewing Places

*Guideline: Provide comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.*

**Finding:** The project is too small for any significant stopping place. The rhythm of the brick sections with the metal canopy with the recessed entry on SW Market Street does provide a sense of a stopping and waiting area, one of the desired effects.

B5 Make Plazas, Parks and Open Spaces successful

*Guideline: 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.*

**Finding:** Contrary to the transit classification, the busy street that is an off ramp for a Westside highway, SW Market Street has the more desirable orientation. The building faces south. There is a large green space across the street. The green space is lined with mature trees. The project entrance on Market is placed to take advantage of the calming green zone. No new parks are proposed on the small site.



B4.1 SW 11th Avenue Pedestrian zone

B6 Develop Weather Protection

*Guideline: 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.*

**Finding:** This requirement is specifically met with the recessed exit and covered entry spaces. The maturing street trees also provide protection.

B7 Integrate Barrier-Free Design

*Guideline: Integrate access systems for all people with the buildings overall design concept.*

**Finding:** The common areas and multifamily spaces are 100% accessible and adaptable. The project meets the Department of Justice 2010 requirements for barrier free design..

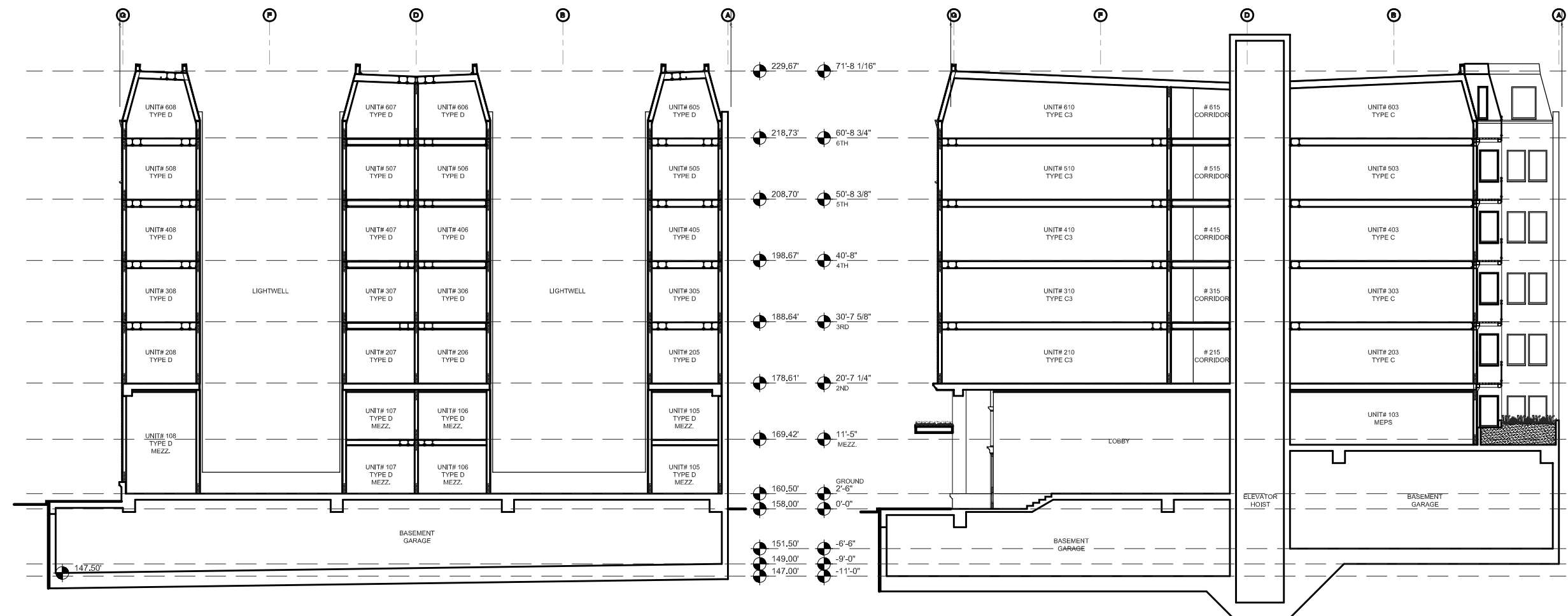


B6.1 SW Market Street Pedestrian zone



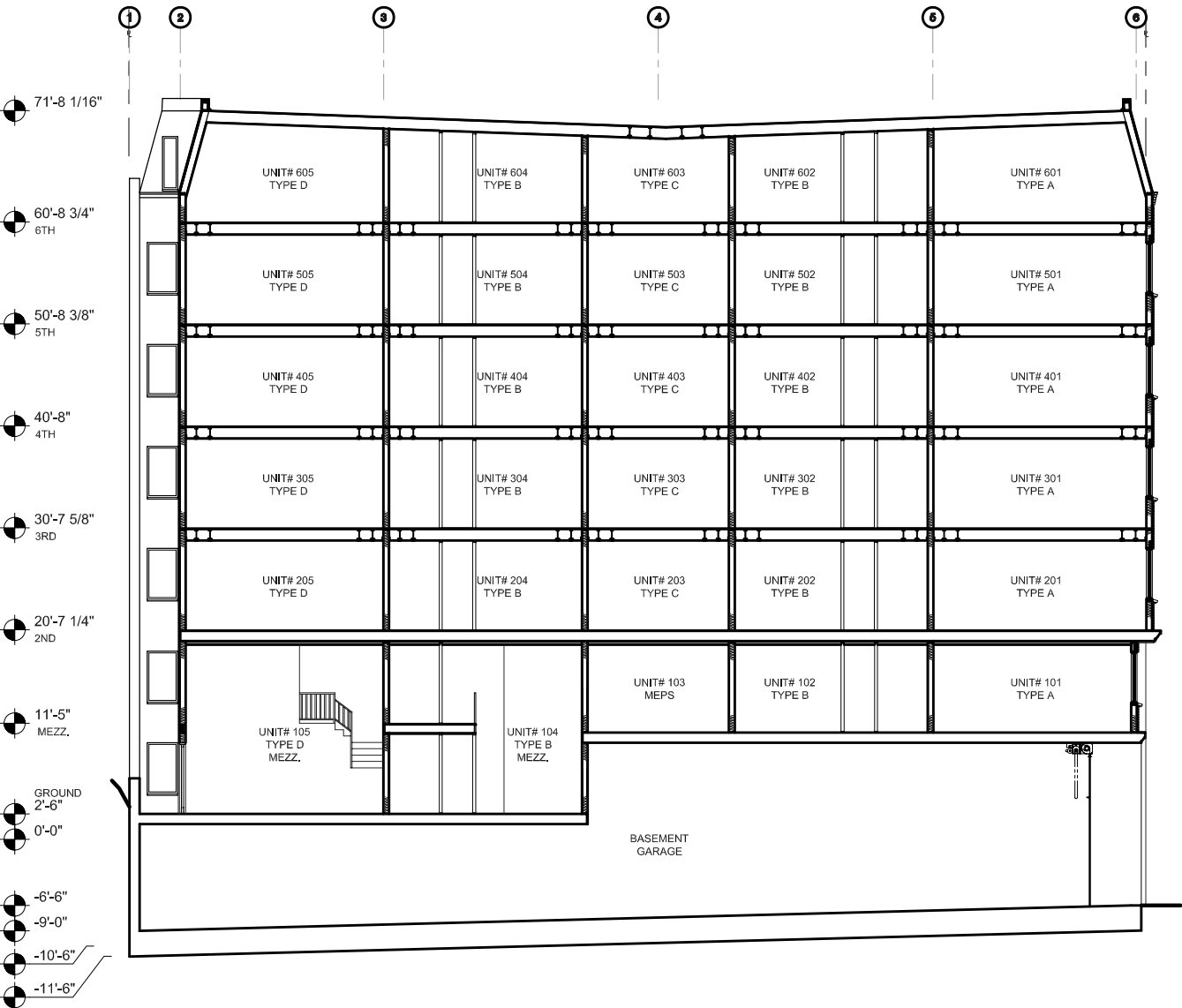
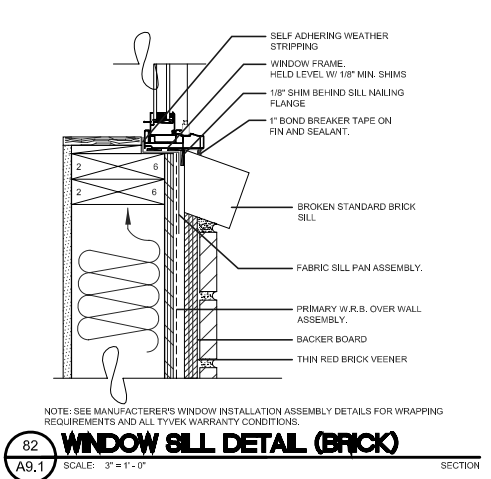
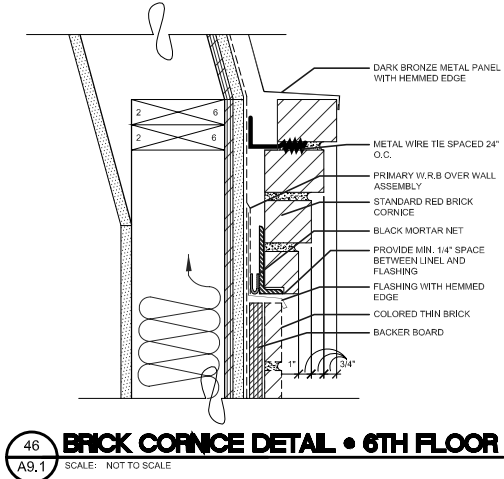
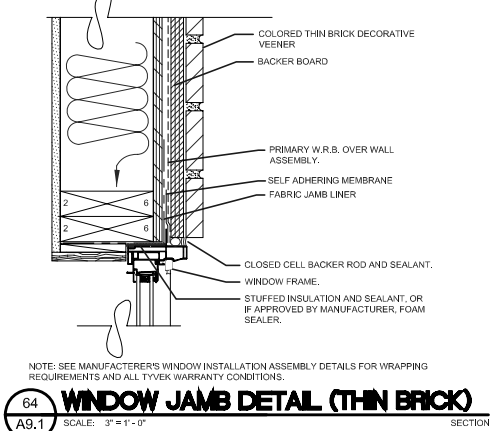
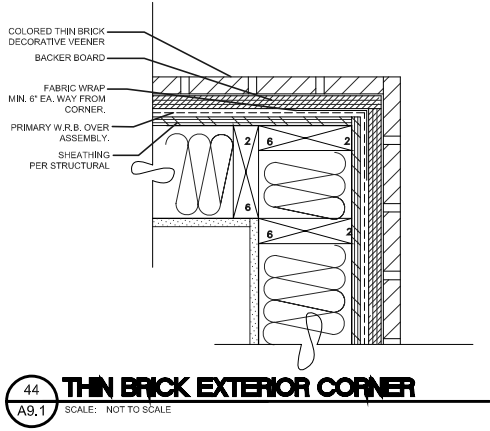
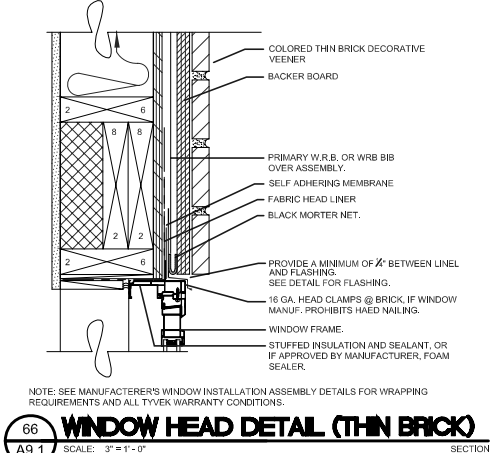
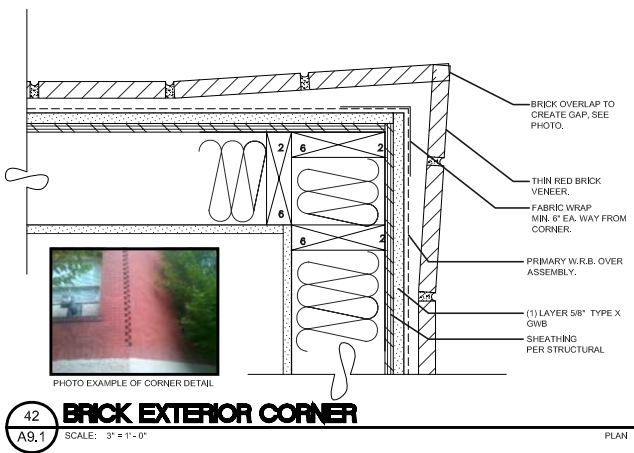
*Guideline: Orient windows, entrances, balconies and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building facades that create visual connections to adjacent public spaces.*

**Finding:** View opportunities surround the project. To the west, the West Hills and sunset corridor will be visible as long as no other building is constructed. To the north, views are obstructed by the adjacent neighboring building. The river and mountains to the east and the UD to the south provide views that are enhance by the over sized awning windows.



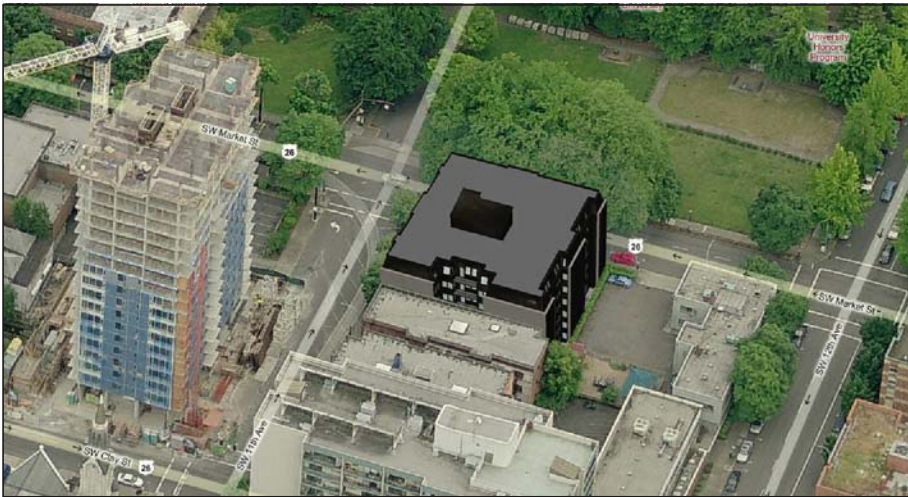
Guideline: Use design principles and building materials that promote quality and permanence.

Finding: The effort to provide as much livable space within the confines of the construction type [six story limit] makes the building by nature bulky and massive. Instead of fighting this one, the decision to use brick veneer in a simple, straight forward manner promotes a sense of permanence in the development. Brick is hardy and long lasting and consider a lifetime material.





*Guideline: Complement the context of existing buildings by using and adding to the local design vocabulary.*



**Finding:** This portion of the WE is decidedly rendered in brick. So it is the theme of the building. Old brick, new brick, modern and neo-traditional are all present. The new towers, Benson and Mosaic are anomalies. The brick being used is the modern version of the red brick used in most of the early buildings in the area. The decorative brick band is a marker of symbols and patterns from the native tribes of the Columbia River basin. The weave corners are a celebration of what brick can be and are a technique invented for this project to give e the corners texture and the bays a curved effect. The resulting shadows should be very cool.

C4.1 View From North

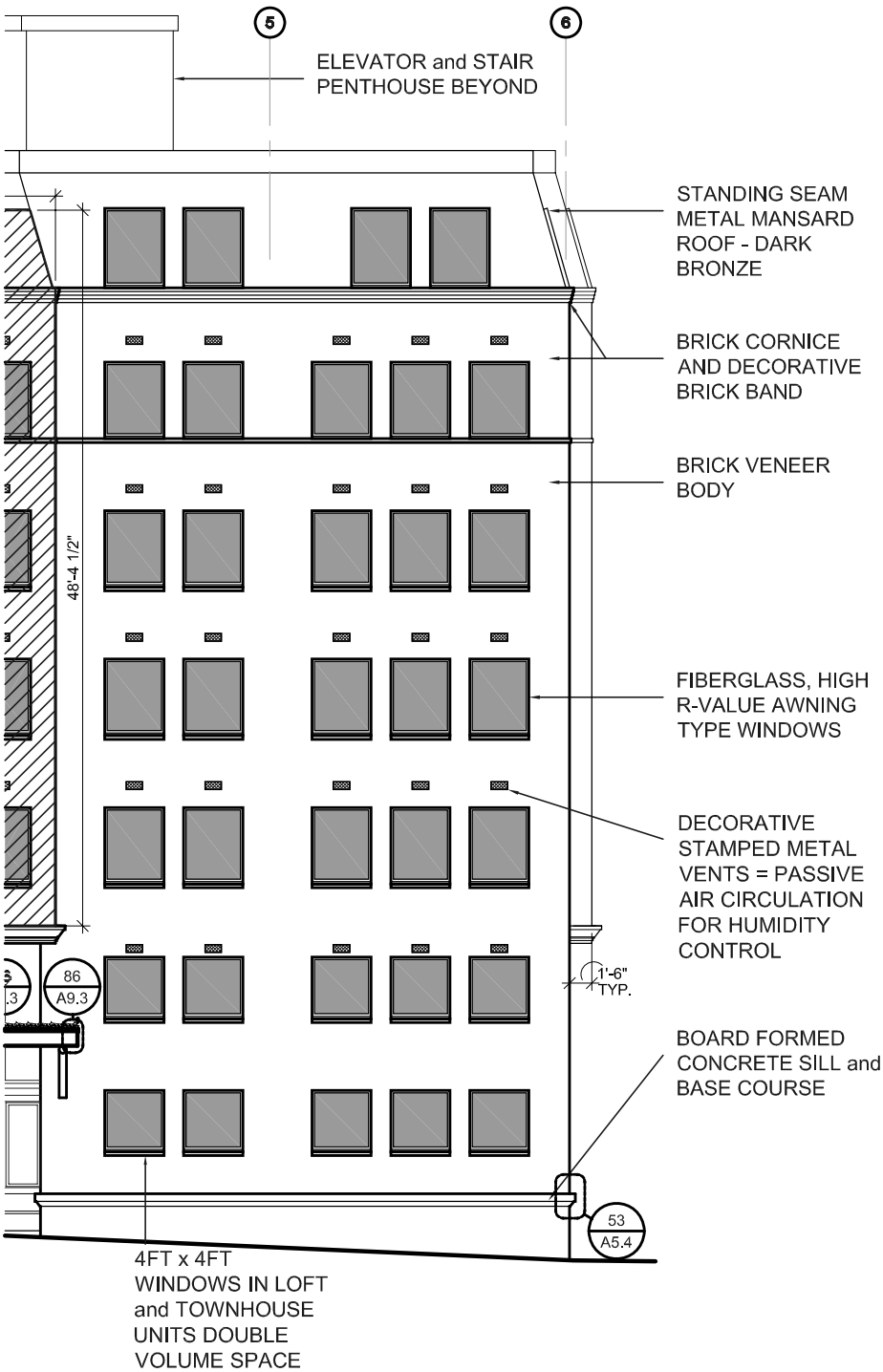
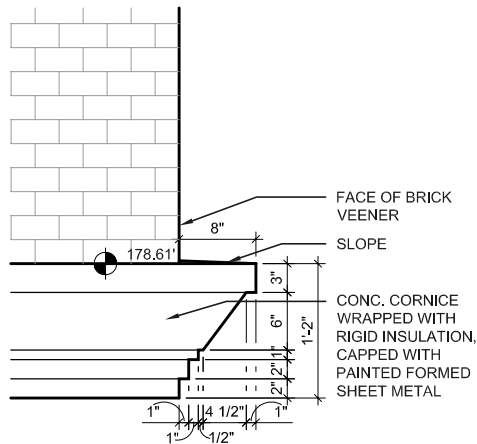


C4.1 View From East

C4.4 Full View

*Guideline: Integrate different 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.*

**Finding:** The building has a base course of board formed concrete with a kerfed drip edge, a large brick body with projecting bays, the bays with the same concrete detailing as the base, an upper band of decorative brick and a metal mansard roof. The roof and upper band work together giving the building a traditional tripartite theme known empirically for coherency.

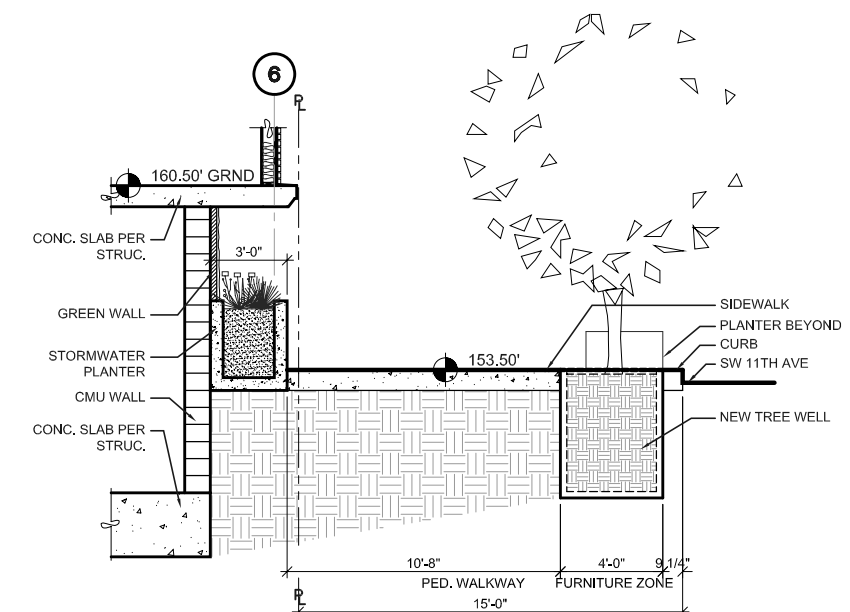
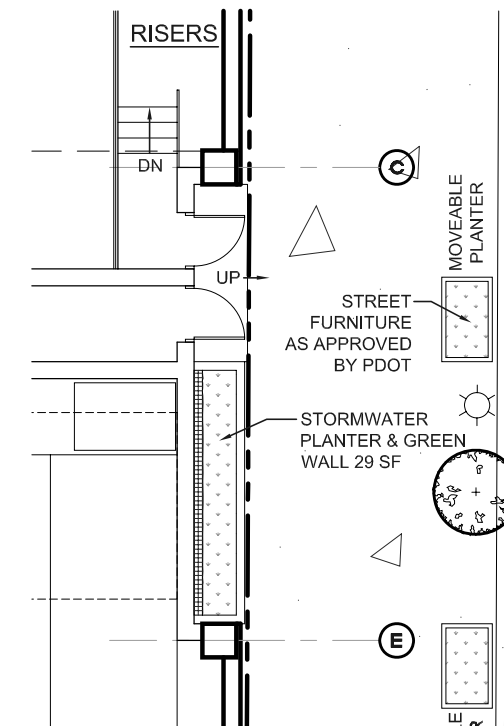
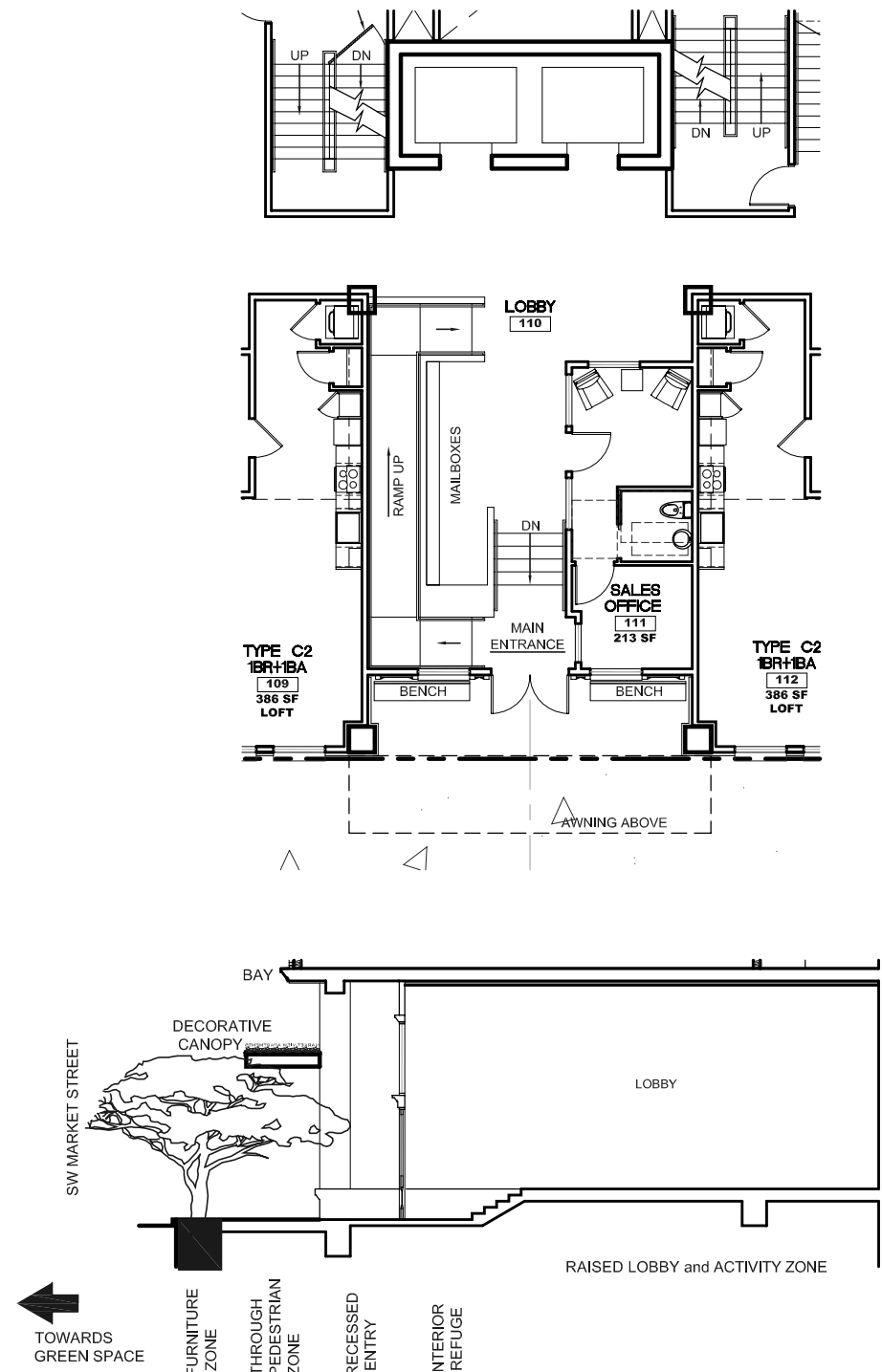


C5.1 Elevation Detail with call outs and top view, 2nd Floor Bay Cornice Detail



*Guideline: 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 open space.*

**Finding:** There are no adjacent public open spaces. The sidewalk zone is public and there is a temporary green space south of the site on PSU property. The main entry is oriented to the green space. The entry sequence from parking zone to street landscape zone to public pedestrian way to covered awning to recessed entry to raised lobby is a traditionally Portland method of transition.





*Guideline: Use 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.*

**Finding:** The corner celebration is limited in this building. The nuisance of the Streetcar prevents the corner from being able to be developed as an attractive zone for people. Instead the stopping and transition space is moved to the center of the building block for protection from the nuisance. This means the corner is square with with only particular emphasis on detailing. This is intentional to try to use the building mass, color and texture to help calm SW 11th Avenue. That would not happen if the corner became overly addressed in this case.



C7.1 Corner view



C8 Differentiate the Sidewalk-Level of Buildings

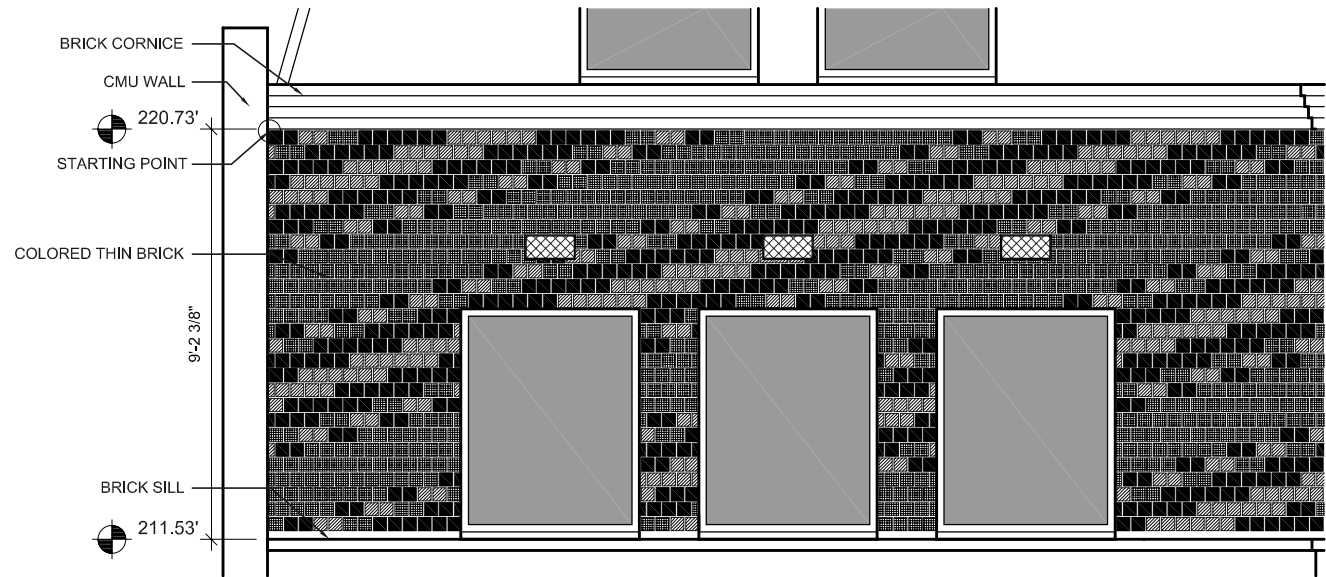
Guideline: Differentiate the sidewalk-level of the building from the middle and top by using elements including but not limited to, different exterior materials, awnings, signs and large windows.

Finding: All of the techniques in this Guideline are employed.

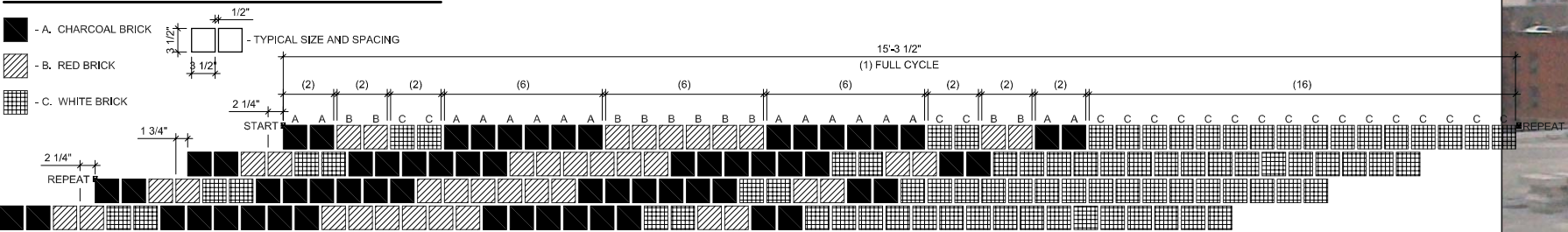
C9 Develop Flexible Sidewalk-Level Spaces

Guideline: Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.

Finding: The sidewalk level includes lobby, service area and living spaces. The nature of this zone in the West End is not one that encourages active integration between ground level activities and the public way. It is a highway off ramp and a mass transit terminus. The calming effect of the residential spaces on the ground level is preferred.



COLORED THIN BRICK DESIGN KEY:



C10 Integrate Encroachments

Guideline: Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted sky bridges toward the middle of the block and where they will be physically unobtrusive.

Finding: Encroachments in this small composition are limited to the canopy and the projecting bays. The bays will be discussed in the Modifications section below regarding the City's oriel window standard. The bays are used specifically to enhance the quality of the structure by adding three dimensional elements and shadows to the building plane.

C11 Integrate Roofs and use Rooftops

Guideline: Integrate roof function, shape, surface materials and colors with the buildings 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 landscape areas to be effective stormwater management tools.

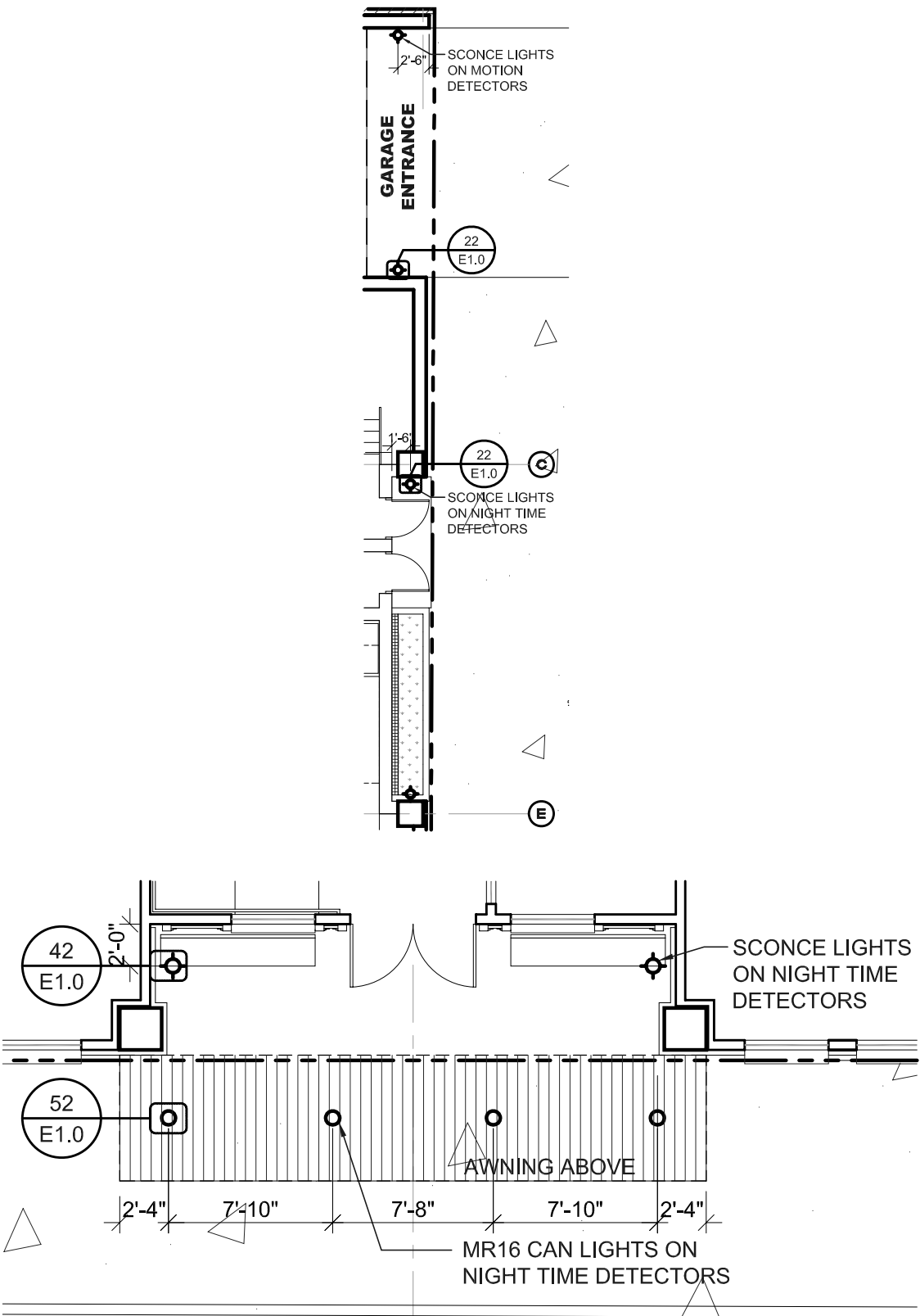
Finding: The roof continues the traditional approach to the earlier brick buildings in the area. Mansard roof types are found in Portland starting in the 1880's. One sees homage to the mansard in renderings of top floors with roof type materials. See the new addition to the child care center on SW Market at SW 12th Avenue. Besides the three dimensional quality of the battered roof, the interior space with the laid back windows will be quite dynamic.








C12 Integrate Exterior Lighting

*Guideline: Integrate exterior lighting and its staging or structural components with the buildings overall design concept. Use exterior lighting to highlight the buildings architecture, being sensitive to its impact on the skyline at night.*

**Finding:** Exterior lighting is limited to the entry canopy and the exit and driveway recesses. With abundant street lighting in the area and the residential nature of the use, additional building lighting is not necessary or desirable.





28	Guideline: Goal:	Exhibits:
	<p><b>C12 Integrate Exterior Lighting</b></p> <p><i>Guideline: Integrate exterior lighting and its staging or structural components with the buildings overall design concept. Use exterior lighting to highlight the buildings architecture, being sensitive to its impact on the skyline at night.</i></p> <p><b>Finding:</b> Exterior lighting is limited to the entry canopy and the exit and driveway recesses. With abundant street lighting in the area and the residential nature of the use, additional building lighting is not necessary or desirable.</p> <p><b>C13 Integrate Signs</b></p> <p><i>Guideline: Integrate signs and their associated structural components with the building's overall design concept.</i></p> <p><b>Finding:</b> The proposal will only have signage on the entry lock for the north face of building. A detail is provided as a guideline for retailers to be approved at this time. Any other signage proposals would require a separate review.</p> <div data-bbox="916 1024 1383 1437">  </div> <div data-bbox="379 1505 1507 1828">  </div>	<p><b>VII ADJUSTMENT NARRATIVE</b></p> <p><b>A.</b> Granting the adjustment will equally or better meet the purpose of the regulation to be modified; and</p> <p><b>Finding:</b> Both SW 11th Avenue and SW Market Streets are extremely high classifications and configurations. The goal is to improve mobility, promote the use of alternative modes, support existing and new economic development, maintain air quality, and enhance the urban form of the Central City. In this regard, preserving the parking lanes along SW Market Street and keeping parking and loading area traffic away from the high traffic on Market is equally as important as not having access along the Streetcar line.</p> <p>Additionally, the loading zone and parking areas are only for residential use. Car parking is limited to 17 spaces. The loading zone will be managed for residents use when moving and for trash and recycling removal. This is very limited and can be coordinated to not interfere with Streetcar traffic. The size of vehicles is limited by the turning maneuverability provided in the garage.</p> <div data-bbox="1622 1338 1898 1616">  </div> <div data-bbox="1616 1649 1911 1685"> <p><u>Garage Entrance/Exit</u></p> </div> <div data-bbox="1964 1338 2200 1622">  </div> <div data-bbox="1986 1649 2191 1685"> <p><u>Main Entrance</u></p> </div> <div data-bbox="2259 1338 2713 1622">  </div> <div data-bbox="2346 1649 2620 1685"> <p><u>Awning MR16 Cans</u></p> </div>
C13.1	Building Sign	C12.3 Lighting Fixtures

ZONING:   RXd

FAR: 6:1   —  10,000 SF SITE

ALLOWED:	PROPOSED:
60,000 SF	69,392 SF [FAR 58,100 SF]

HEIGHT:	
ALLOWED:	PROPOSED:
250 ft.	72’—4”

COVERAGE:	
ALLOWED:	PROPOSED:
100%	10,000 SF = 100%

SETBACKS:	
REQUIRED:	PROPOSED:

SW 11H AVE	0 ft.	0 ft.
SW MARKET	0 ft.	0 ft.
NORTH	0 ft.	0.5 ft.
WEST	0 ft.	0.5 ft.
GARAGE	5—18 ft	5 ft

GROSS FLOOR AREA:	
BASEMENT	10,954 SF
1ST FLOOR:	7,219
MEZZANINE	4,594
2ND FLOOR:	9,325
3RD FLOOR:	9,325
4TH FLOOR:	9,325
5TH FLOOR:	9,325
6TH FLOOR:	9,325

TOTAL:               69,392 SF

NET FLOOR AREA:			
1ST FLOOR:	6,825 SF	STUDIOS	25
2ND FLOOR:	7,182	1+1	37
3RD FLOOR:	7,182	2+2	11
4TH FLOOR:	7,182	1+1 TH	2
5TH FLOOR:	7,182	2+2 TH	6
6TH FLOOR:	7,182	TOTAL UNITS	81
		TOTAL BEDS	95

TOTAL:               42,735 sq. ft.

VEHICULAR PARKING:

REQUIRED:       PROPOSED:

COMPACT	0	16
ADA	1	1

BIKE PARKING:

REQUIRED:       PROPOSED:

LONG TERM	121	127
SHORT TERM	4	0 (PAY INTO BIKE FUND)

LOADING ZONE       10FT X 32FT   [OK]

**33.510.225 Ground Floor Active Uses**  
**A. Purpose.** The ground floor active use standards are intended to reinforce the continuity of pedestrian—active ground—level building uses. The standards are also to help maintain a healthy urban district through the interrelationship of groundfloor building occupancy and street level accessible public uses and activities.  
**Active uses include but are not limited to:** lobbies, retail, residential, commercial, and office.  
**B. Sites and development subject to the ground floor active use standard.** Ground floor active use areas are shown on Map 510—7 at the end of this chapter.  
**On identified sites, all new development and all major remodeling projects must meet the standard below.**

**Finding:** Map 510-7 shows the site in as a Minimum Active Space designation. Staff's position is: *that since the zoning code does not define ground floor, they are directed to use the dictionary definition which is "the floor of a building that is at or nearest to the level of the ground". The code states that walls facing sidewalks and public ways are supposed to contain active uses. The intent of the code is to create active pedestrian ways along street frontages. This means that the parking wall facing SW 11th Ave is supposed to be designed as a Ground Floor Active Use or request a Modification to not provide this type of structural design and provide adequate mitigation that equally meets the purpose of the code section and better meets the applicable design guidelines.*

MODIFICATION NARRATIVE

**33.825.040 Modifications that will better meet Design Review Requirements.**

**A. Better meets design guidelines.** The resulting development will better meet the applicable design guideline.

**Finding:** Three components about the site and its context drive the design resulting in the guideline being improved by accepting the Modification:

1. The alignment and conditions presented by the Streetcar make the alignment of the active spaces more desirable along SW Market Street;
2. The moderate site slope reveals portions of the basement used for parking that is not considered active space; and,
3. The SW 11th Avenue traffic classification is deemed higher than the SW Market Street classification where urban design considerations make SW Market Street a higher design priority than SW 11th Avenue.

Based on these considerations, aligning the Ground Floor at an accessible SW Market Street entrance better meets the Guideline. Please see the discussion below for an amplified argument.

**B. Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

**Finding:** The standard is intended to create active street level public uses. The proposal is consistent with the standards as follows:

1. **Streetcar Alignment:** The Portland Streetcar is an excellent, sustainable and efficient people mover through Central City linking South Waterfront and the Northwest District. The standard is set to have development be most active along Streetcar alignments to invigorate public spaces and activities.

In reality, the Streetcars are big, noisy and intimidating. Development of the Streetcar was pushed by an administration without general public support. Funding was limited and the associated paving, shelters and street furniture are not up to the standards set by the first light rail development in Central City.

At this site, the Streetcar maneuvers from the north/south route to the east/west route. It makes a wide arc wiping out the bicycle and parking lanes. The public realm along SW 11th needs calming and protection from the Streetcar instead of an open embrace.

The Ground Floor is determined by the SW Market Street accessible entrance winding up above grade at the SW 11th Avenue corner. There is active space meeting the standard along SW 11th Avenue but it is not directly at grade due to the desire to protect the Household Living spaces from the Streetcar nuisance.

1. **Site Slope:** The site is part of the transition from Portland's West Hills to the Riverfront. It slopes nine feet [9 FT] from the southwest corner on SW Market Street to the northeast corner on SW 11th Avenue. Staff does not need to defer to a dictionary definition of Ground Floor. Both Portland's Zoning Code and the Oregon Structural Specialty Code [OSSC] are clear on the definition of floor area.

The Zoning Code exempts area that is four or more feet below grade from being considered floor area. That means the first level of floor area is the Ground Floor. The OSSC defines the Ground Floor as the first floor of space within six feet of grade. These two Code definitions trump a non-adopted dictionary definition.

The resulting condition is that there is more than 50% of active space along the SW 11th Avenue frontage that meets these two definitions of Ground Floor. The standard is actually met.

2. **Traffic Classification:** The Zoning Code defers to the City Engineers street classifications to establish priority for certain design standards. The idea is to encourage active public activity on the most important streets.

The Portland Bureau of Transportation defaults to Streetcar alignments for its highest street classifications. This does not always jive with urban design principles. As in the Adjustment for the driveway approach on SW 11th Avenue, the SW Market Street orientation is more desirable. Please see the Adjustment narrative and accompanying traffic engineer's letter.

In certain cases the active orientation, like the location of the main entrance and lobby, is more desirable on the street with a lower classification. Along the Streetcar alignment this is the case at West Burnside and NW Lovejoy. Due to the breakdown of the street zone caused by the arc of the Streetcar alignment and the importance of SW Market Street as a gateway to Central City, this is also the case at this site.

The purpose of the standard is to focus active spaces towards the most desirable public realm and the more desirable main entrance location on SW Market Street creates the differences in the project from the standard. Since the standards can not anticipate all conditions, the modification is warranted.

VIII. MODIFICATION NARRATIVE

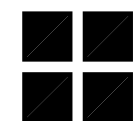
**Code Guide for Window Projections Into Public Right of Way IBC/32#1:**

**A. Better meets design guidelines.** The resulting development will better meet the applicable design guideline.

**Finding:** The Width and Separation requirements do not support the Community Design Guidelines for C2 Quality and Permanence, C4 Context and C5 Coherency when it comes to brick structures. Brick buildings in the area have more massive forms when rendered in brick, more traditional rhythms and dimensions. The internal logic of the plans only supports narrow projections on the SW 11th Avenue elevation. Typically these would be rendered as wood or glass bays. But in order to maintain the quality of the brick, respect the context and maintain coherency within the design all projecting window bays are brick veneer. The more massive projections are more in keeping with the brick theme where the 12 FT bays separated by 12 FT are more Machine Age in character. Guidelines that support complementing the existing brick structures in the immediate neighborhood are better met.



# MARKET VIEW APARTMENTS



**BRSA**

