

419 E Burnside

Design Advice Request No.2
EA 13-186674DA
March 20, 2014

Myhre Group Architects
Trinsic Acquisition Company, LLC



Neighborhood Character

“Workforce” “Refined” “Edgy”
 “Industrial Craftsmanship”
 “Entertainment” “Modern” “Gritty”

Section 1:

Site Forces & Neighborhood Context

The Central Eastside has long been a neighborhood with an *‘edge.’* Over time, the neighborhood has remained true to its roots, whether as a highly-functioning *industrial* neighborhood or an edgy *entertainment* district for those employed in the local industries.

While the existing industries located in the neighborhood are evolving due to transit constraints, property values, and access, opportunities are becoming more prevalent for new industries which do not require the infrastructure that existing industries did. An emphasis on small, locally owned manufacturing businesses (both physical & intellectual products) appears to be replacing larger manufacturing facilities.

In the past, individuals accepted a longer commute between their residence and their place of employment. This is no longer the case. Higher traffic volumes and costs of living have increased the demand for walkable neighborhoods that are within a short bike ride to employment opportunities. The Central Eastside is primed for this type of development.

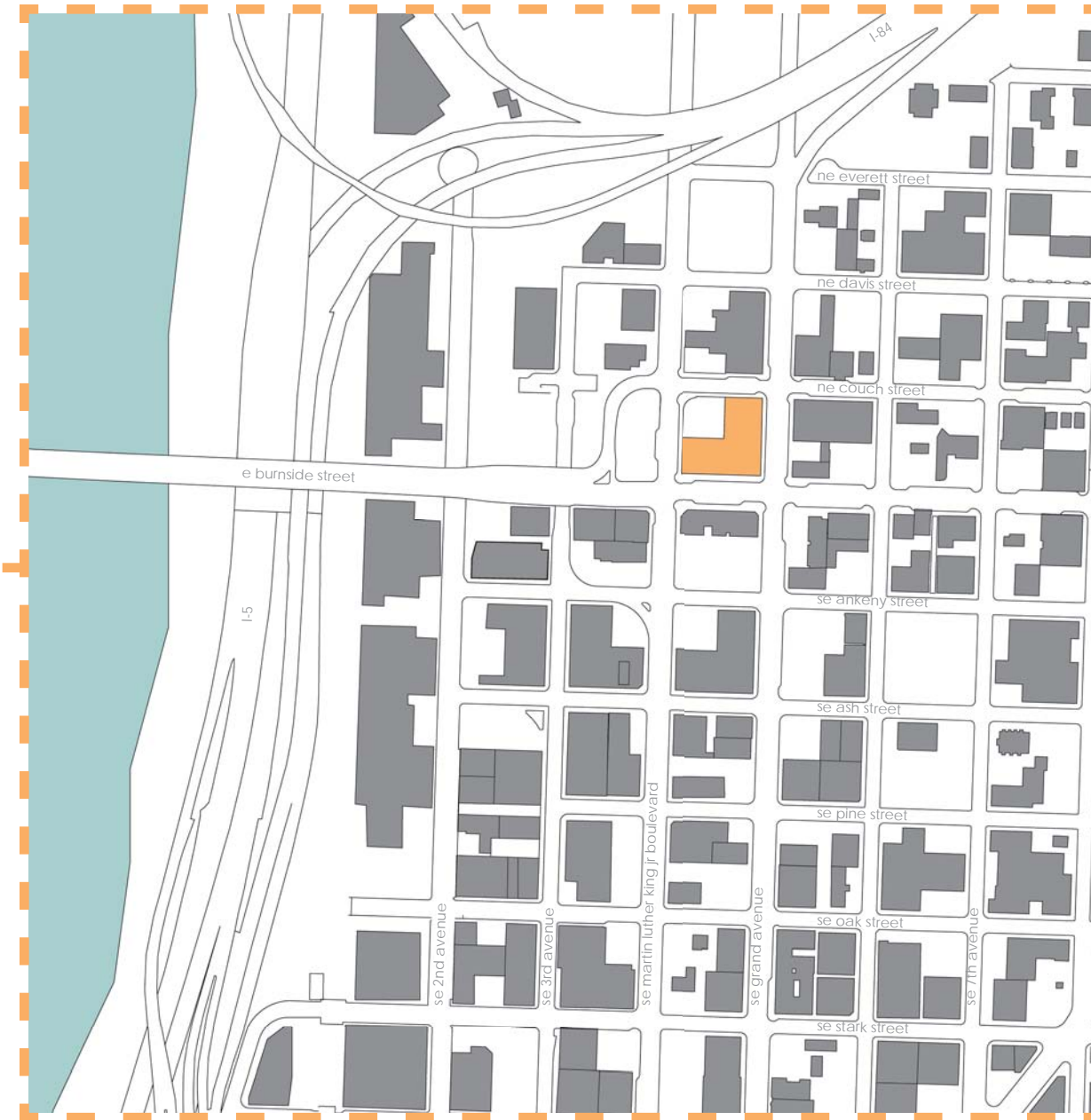
The neighborhood’s *industrial character* and *gritty charm* are maintained, and there are housing opportunities around the perimeter of the industrial core for those who work in the district, in areas such as the Burnside Bridgehead. Additional goods and services that reflect the unique and non-mainstream character of the east side will support the desire for walkable neighborhoods.



Vicinity Maps

Section 1:

Site Forces & Neighborhood Context



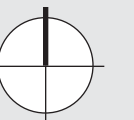
Legend

- Existing Building
- Proposed Project Site

The Burnside Bridgehead is one of the most critical pieces of real estate slated for redevelopment in Portland's Central City. The significance of the site derives mainly from its pivotal position at the intersection of the two elements that organize the City into four quadrants: Burnside Street, dividing north and south, and the Willamette River, separating the east and west sides. The establishment of the Streetcar Loop and the western terminus of the East Burnside/Couch couplet, both at the eastern edge of the site, promise to reinforce the site's identity as a center of urban activity. A recent emergence of restaurants, boutique retail and creative commercial and industrial start-ups along the lower Burnside corridor and throughout the Central Eastside points to the Burnside Bridgehead as a catalytic hub for similarly vibrant economic and cultural activity. The Burnside Bridgehead represents the opportunity to solidify the vitality of the Central Eastside Industrial District through a largely ground-up development that reinforces its character, scale, and economy.¹

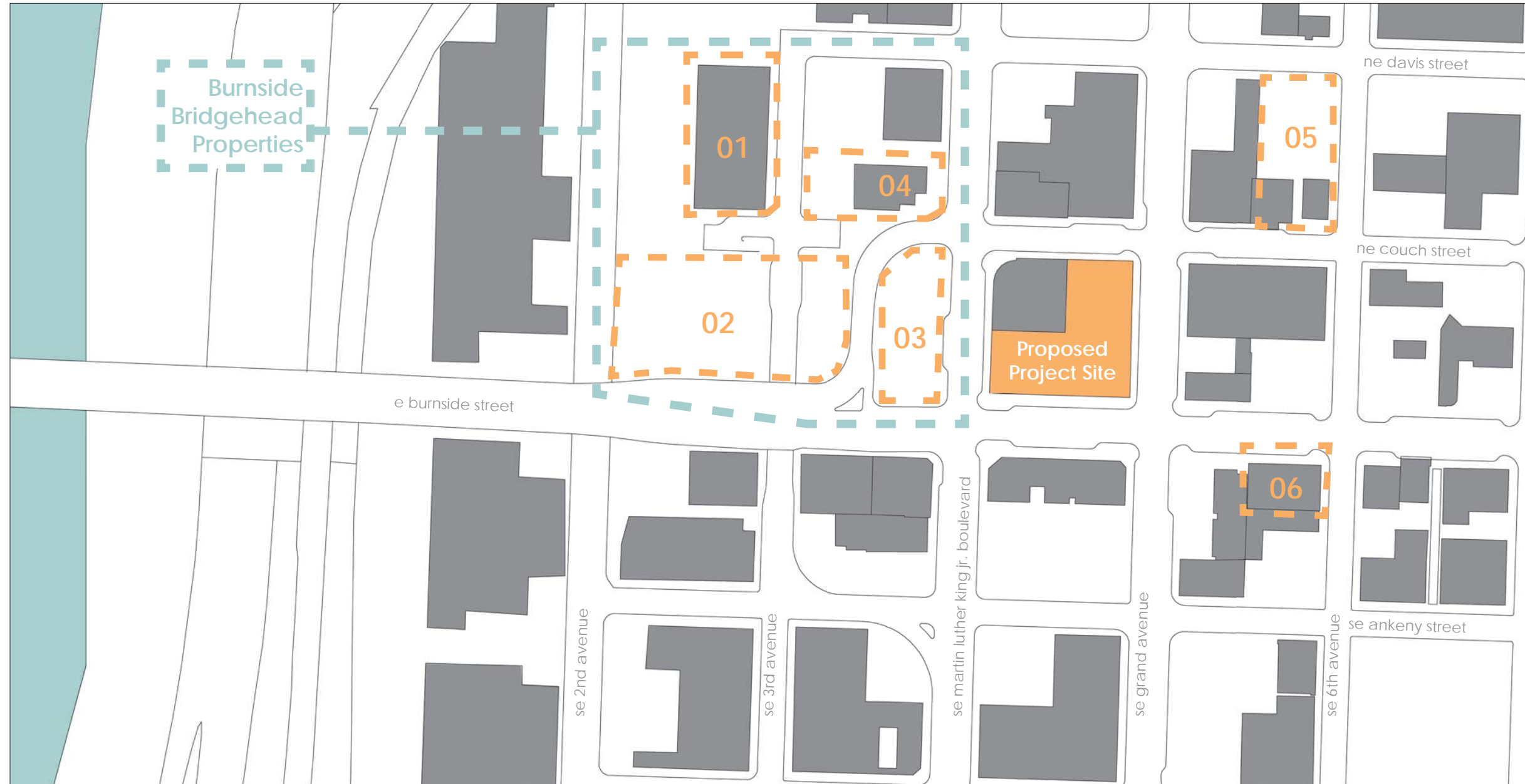
The redevelopment of the Burnside Bridgehead site offers enormous potential for developing an attainable, sustainable and productive community at a major center of urban life and commerce. The creation of highly flexible, attainable employment and living opportunities at the Burnside Bridgehead will reinforce pedestrian movement, alleviate pressure on transportation networks, and result in 24/7 vibrancy throughout the Central Eastside district.¹

Source: ¹Portland Development Commission Framework Plan, dated June 11, 2010



Section 1:

Site Forces & Neighborhood Context



The Burnside Bridgehead has historically been underdeveloped due to its topography and a challenging relationship with the surrounding street infrastructure.¹ However, recent and up-and-coming development appears to have broken this trend.

The redevelopment of the Burnside Bridgehead site offers enormous potential for developing an attainable, sustainable and productive community at a major center of urban life and commerce.¹ A diverse mix of project types, architectural styles, and uses, paired with an influx of housing, will help attain a prime tenet of the Burnside Bridgehead development plan.

Current and future development appears to be a mixture of contextually responsive 'background' buildings as well as progressive thinking 'foreground' buildings. In order to maintain the existing character of the neighborhood, a balance of both types will be equally important.

“Current and future bridgehead development...”



01 Block 68



02 Block 67



03 Block 76 (The Dumbbell)



04 Block 75



05 Central Eastside Lofts



06 bSide6

Source: ¹Portland Development Commission Framework Plan, dated June 11, 2010

Existing Site Conditions

“Existing Utility Challenges”
 “Central City Concern”
 “Transportation Amenities”

Section 1:

Site Forces &
 Neighborhood Context

The proposed project site is currently home to a used car lot on the southern property fronting E Burnside Street and a parking lot serving Central City Concern at the Northeastern portion of the site. The existing used car lot consists of two structures: a single story, open-air parking structure and a two-story administration building.

Central City Concern anchors the corner site to the northwest. Recently remodeled in 2011, and achieving LEED Gold status, this two-story building consists of both substance abuse care as well as short-term housing for recovering addicts.



SW Corner of Site 1



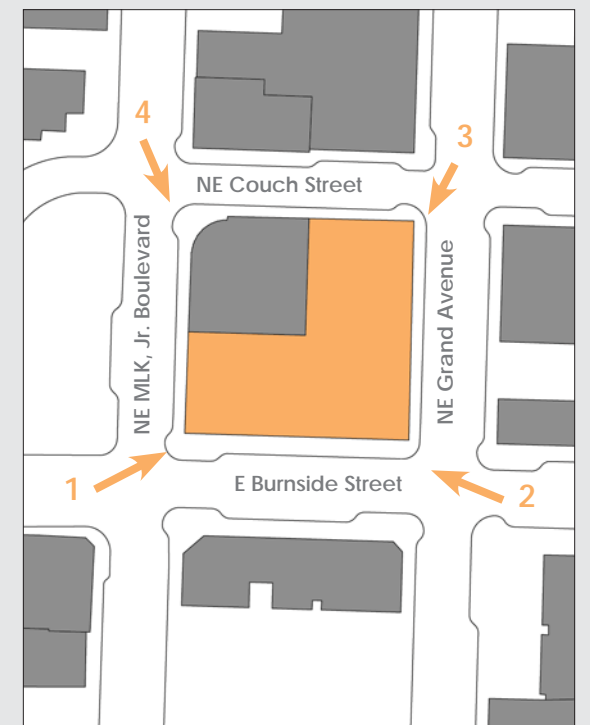
SE Corner of Site 2



NE Corner of Site 3



NW Corner of Site 4



“Streetcar, bus, pedestrian, bicycles...”
 “Walkable neighborhood..”

Section 1:

Site Forces & Neighborhood Context

At the geographic center in Portland’s city grid, the Burnside Bridge is a key connector between the east and west sides of the Central City.¹

The Burnside Bridgehead development should facilitate strong connections to surrounding pedestrian, bicycle, transit and vehicular linkages on all sides.¹

The proposed project site is poised to capitalize on its location at the nexus of major vehicular, streetcar, bus, bicycle, and pedestrian transit nodes.

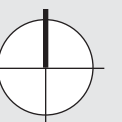
New street car stops on both Martin Luther King, Jr. Boulevard and Grand Avenue face the site and provide immense opportunities for ground level commercial and retail tenant exposure. The site’s adjacency to the streetcar lines, as well as the multiple bus routes on Burnside and Couch Streets, provide convenient opportunities for commuting.

For those who opt to live at this location and work nearby, dedicated bicycle and pedestrian paths provide convenient and safe avenues for a short walk or bike to work or leisure activities.



- Legend
- • • • Bicycle
 - Bus
 - ~ Pedestrian
 - - - Streetcar

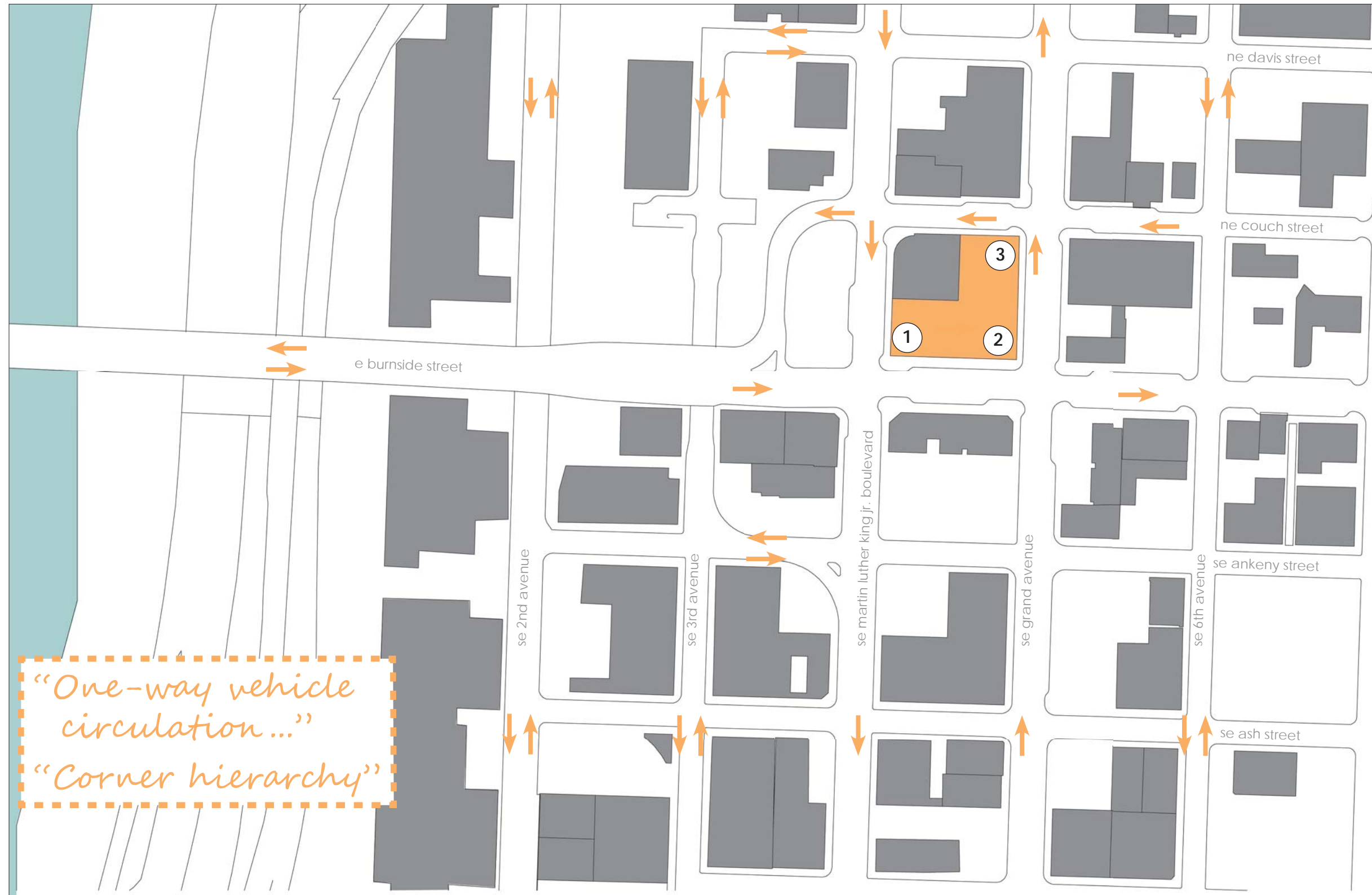
Source: ¹Portland Development Commission Framework Plan, dated June 11, 2010



Site Circulation - Vehicular

Section 1:

Site Forces & Neighborhood Context

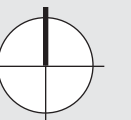


With Portland Bureau of Transportation's goals of both creating a stronger and more convenient link between SE 15th and NW 23rd Avenues along Burnside and to humanize a heavily travelled street, the new eastside Burnside-Couch couplet, completed in 2012, has radically altered the transit circulation around the proposed project site. Due to frequent accidents (both pedestrian and vehicular), inadequate on-street parking, and long pedestrian crossing distances as well as worsening traffic congestion, Burnside and Couch has been changed from a two-way traffic pattern to a one-way traffic pattern. Couch Street now provides vehicular access to the west while Burnside Street provides access to the east.

For the proposed project site, the new couplet has created new frontage exposure onto major arterials leading into and away from downtown. This additional exposure has provided the site with three primary corners, each fronting on-coming traffic.

After evaluating the site forces and major traffic patterns, the project team has assigned a hierarchy of corners in the following order (most important to least important):

1. NE MLK Boulevard and E Burnside Street
2. NE Grand Avenue and E Burnside Street
3. NE Grand Avenue and NE Couch Street



Section 1:

Site Forces &
Neighborhood Context

Site Opportunities and Constraints

The proposed project began with evaluating site, surrounding context, programmatic and architectural opportunities and constraints. The following items were identified:

Opportunities

1. **Larger development opportunity through an increased site** (earlier concepts illustrated a half-block concept which has subsequently grown to a three-quarter block project).
2. **Create an enhanced pedestrian experience along E Burnside Street** through the use of the arcade provision unique to this portion of the City.
3. Create a new vibrant mixed-use building that contributes to and enhances the existing urban fabric by providing **active ground floor uses** and future residents who will support and grow the new and existing local businesses.
4. Create a contextually-responsive project that addresses the **neighborhood's past, current, and future character**.
5. Reinforce the Bridgehead gateway with an active, high-density project.
6. Encourage **alternative means of transportation** through the use of public transportation (buses, streetcar). Provide ample space for bicycle parking and bicycle-related amenities. Provide shared vehicle opportunities (internal car share providers) for residents that choose to not have a vehicle.
7. **Support a walkable, pedestrian-oriented neighborhood** by providing goods and services readily available to new neighborhood residents.



Constraints

1. Maximizing density within the five floors of wood over post-tensioned concrete podium parameters.
2. **Meeting Central City Concern's programmatic and security requirements** as part of the purchase and sale agreement for the northeast parcel.
3. Assigning hierarchy to each of the three highly visible corners.
4. Making simple, bold massing moves that create an interesting and diverse building aesthetic, all the while creating a harmonious and consistent building language in a very eclectic district.
5. Maintaining an active ground floor while addressing competing utility requirements.

“Site constraints of existing building and vehicle circulation...”

Section 2:

Lessons Learned



What We Learned

- The project will be one of the first buildings seen when crossing over the bridge from downtown and will require high design.
- Any design must coalesce into an idea worthy of this site and not be a formulaic approach to the site.
- The building must reinforce the gateway experience.
- Produce a forward thinking project with simple, strong, and powerful concepts.
- **Edit down architectural moves to one or two strong ideas using a limited palette of materials, ultimately creating a unified building.**
- Create hierarchy of decision making.
- Concept should not be a graphic idea.
- Respond to the auto orientation, transportation, and circulation of the site forces.
- **Utilize the arcade provision unique to this area of Portland.**
- Create an identity for the lobby.
- **The entire ground floor should be commercial/retail.**
- Cover all parking.
- Sublimity is acceptable.
- Massing with metal panels should not be projecting boxes or complex shapes.
- Increase the distance from the adjacent building to the north and the western property lines at inside faces of the building to create a more desirable dwelling experience.

Target Demographic

Section 3:

Design Concept

Associate Professor of Architecture at Portland State University

Social Change Activist & Bicycle Mechanic

Brewmaster's Apprentice at a Local Brewery

Sous Chef by Day, Drummer by Night

Recent College Graduate and Digital Marketing Coordinator

Bartender

Stylist at Local Salon

Self-Employed Graphic Artist

Hostess at Local Restaurant

Sales Associate Wanting to Live Close to the City

Retired Empty Nesters Looking to Downsize & Spend More Time Traveling

CFO of a Tech Start-Up

• **Primary Age Demographic:** singles and couples aged 25-34.

• **Income Profile:** an overwhelming majority of households (70%) earn less than \$75,000 per year. We are designing our units to the highest efficiency which will ensure affordability for our demographic. It is key that we design a viable and constructible project that meets the needs of the target demographic, both spatially and aesthetically.

• **Design Preference & Precedence:** the Central Eastside community prefers to embrace the industrial heritage of the neighborhood while adding a modern spin with subtle yet noticeable moves. This is evident in many of the new restaurants and creative office spaces that have been constructed or rehabilitated in recent years, including Rontom's Bar, the Central Eastside Exchange, bSide6, and 107 SE Washington.

• **Why People Live Here:** (1) to be close to the hippest new restaurants and locally grown retail shops; (2) the neighborhood is still attainable from an affordability standpoint; and (3) it is within walking and biking distance to several of Portland's urban employment hubs.

Demographic data provided by Johnson Economics.

"I want to live close to downtown... but not in downtown..."

Project Vision

Section 3:

Design Concept

The new 419 E Burnside will respond to existing and planned adjacent development by incorporating a distinctive approach to the building's design while staying in character with surrounding architectural elements. Located at the **gateway to and from the Burnside Bridge**, the project site is located at one of the busiest traffic junctions in the Central Eastside. 419 E. Burnside will be an active contributor to the new bridgehead pedestrian epicenter, all the while responding to the beloved gritty and edgy character evident in the industrial and historic Burnside neighborhoods. Planned to be six stories tall, 419 E. Burnside is perfectly positioned to pay homage to the unique arcade character that is allowed only in this area of the City. Adopting this contextual and classic design element in combination with **simple and understandable urban forms** **will help unite the existing modern and historical fabrics of the neighborhood.**

At the ground level, tall ceilings and expansive storefront glazing, protected by a **generous arcade overhang along E. Burnside, will provide the opportunities for casual encounters as well as generating an active and energetic pedestrian experience.** Ground-floor spaces will include high-traffic corner retail, live-work lofts for start-up businesses, and ample bicycle parking to welcome pedestrian and non-motorized traffic to the site. Retail signage will be located on the exterior of the arcade to take advantage of the busy street traffic, as well as beneath the arcade to attract the pedestrian eye.

Entering the residential apartments from the ground level will be a unique and inviting experience. At night, tall, brightly lit windows will frame the residential lounge where an iconic fireplace feature will be the envy of passers-by. The hearth will be surrounded by comfortable lounge furniture and bold artwork, with ample lighting which can be adjusted to change the mood from coffee lounge in the morning to whiskey bar at night. This concept of gathering spaces centered around fireplaces will be carried throughout the amenity spaces of the building. No matter what the weather in the northwest may bear, we want the look and feel of our building to be industrial yet inviting from the outside, and comforting, warm and relaxing on the inside.

With a bevy of opportunities and constraints, 419 E. Burnside will attempt to harmonize a strata of existing site and neighborhood challenges and complexities by creating a building that brings people of all demographics together under one roof, to live, work and play in a new catalytic neighborhood, just steps away from downtown.



“Gateway project...”

“Contextual...”

“Active ground floor...”

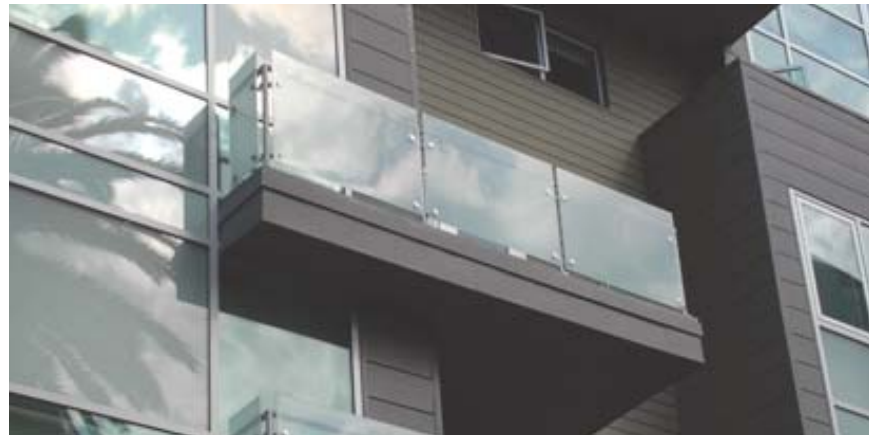
“Inviting lobby...”

Section 3:

Design Concept

Design Concepts

We envision the design of 419 E. Burnside will be a ***modern reflection of the Central Eastside's pragmatic, gritty and edgy character, both programmatically and aesthetically.*** As such, we've adopted the following juxtapositions as our guiding principles for the design of our project:



Modern + Industrial

Man-made products of the industrial revolution combined with clean lines, textures and patterns.



Refined + Gritty

Polished surfaces combined with rough, native earthen materials.



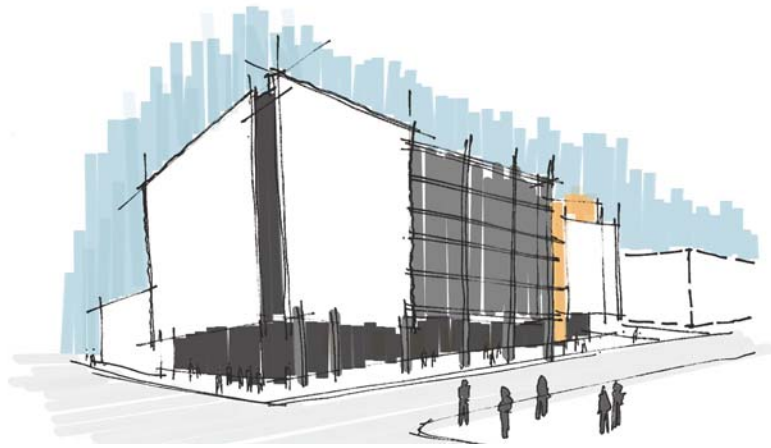
Light + Dark

Dark structural and decorative elements in contrast with bright, inviting hearth and white light.

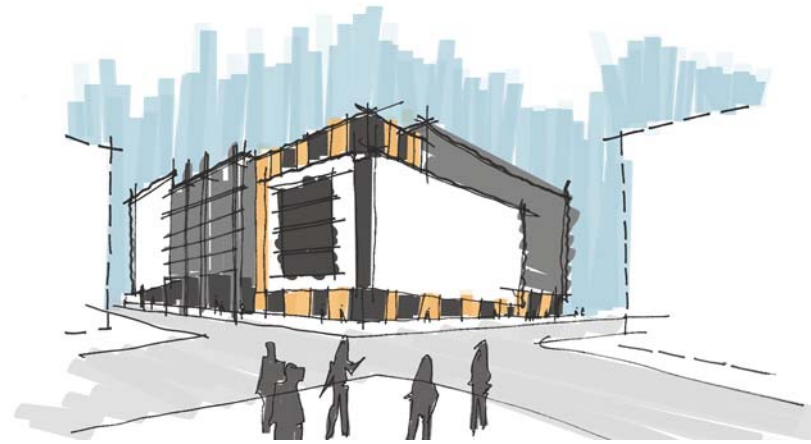


Diagrams - Early Conceptual Sketches

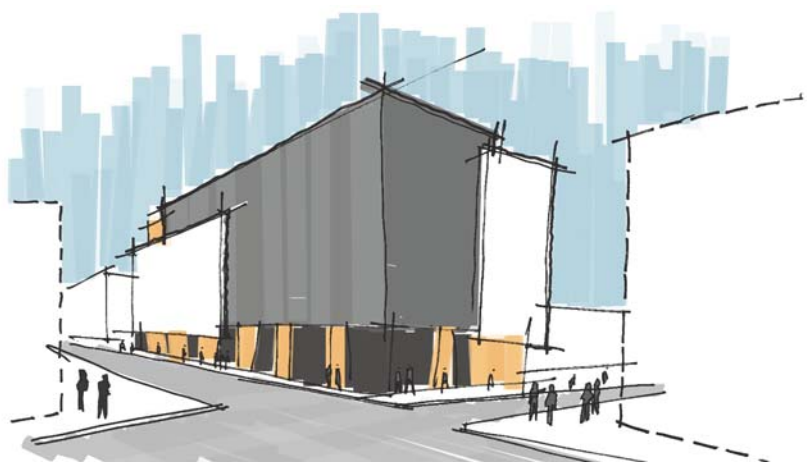
Section 3:
Design Concept



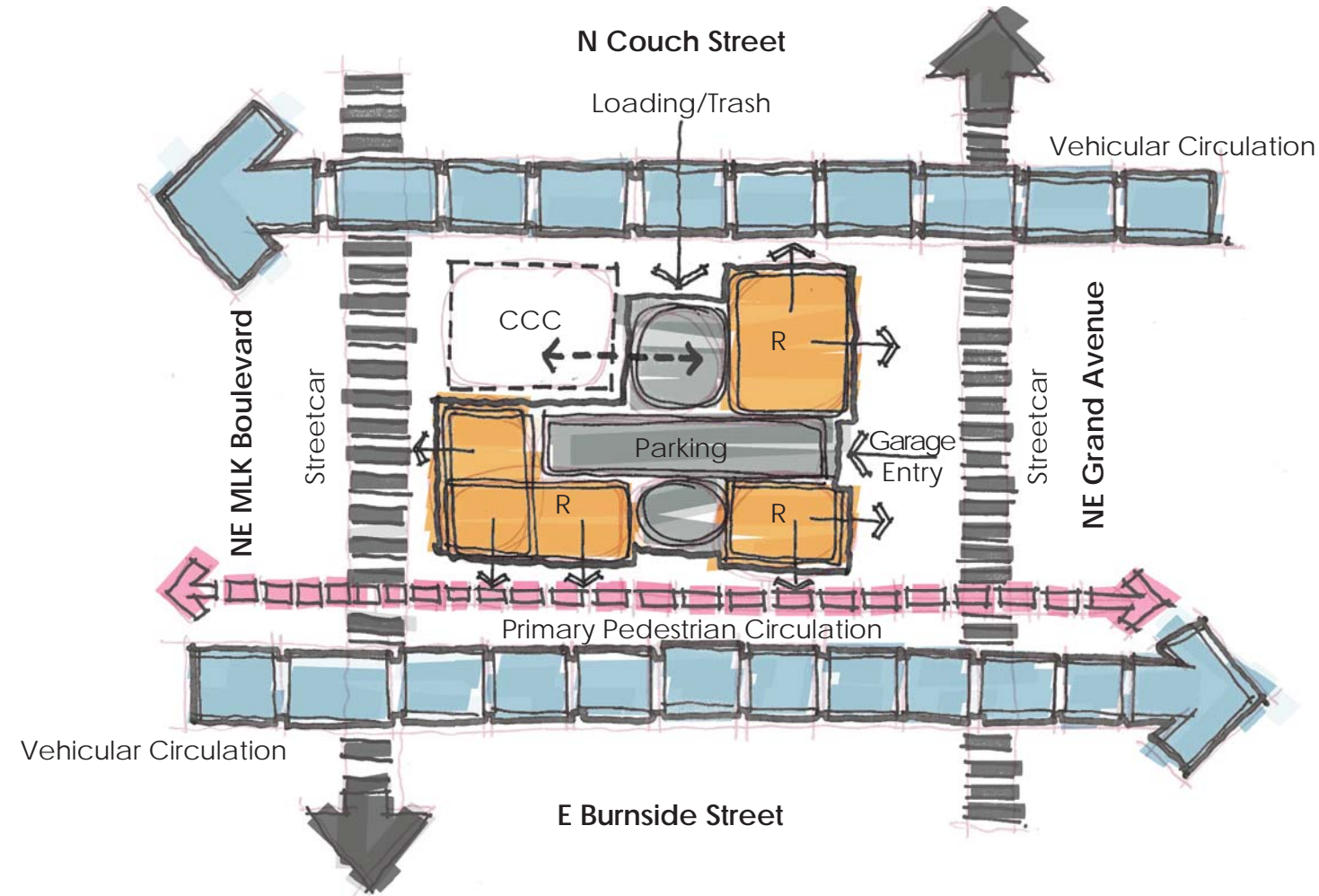
napkin sketch



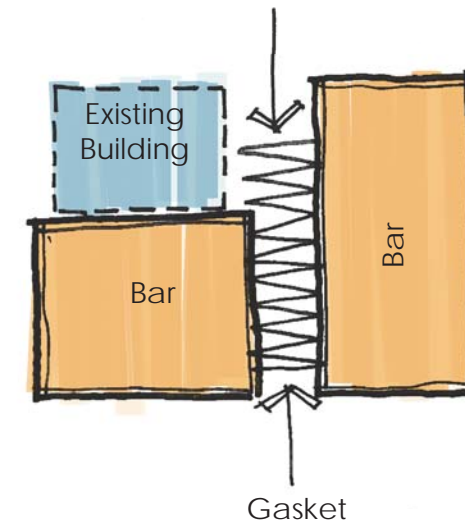
napkin sketch



napkin sketch



A simple parti diagram of the building, consisting of two programmatic bars separated by a gasket was the initial inspiration for the project. The gasket concept allows for flexibility in massing and material articulation, as well as creating a natural break in the building for functions such as entries and service functions. Feeling that E Burnside Street was the primary street frontage, the design team introduced a gasket towards the southeastern corner of the property, effectively creating a 2/3 - 1/3 proportion along E Burnside Street. This gasket is a natural location for the residential entry. The Grand Avenue and MLK Boulevard elevations will remain visually continuous at the pedestrian level to respond to the street car travel.



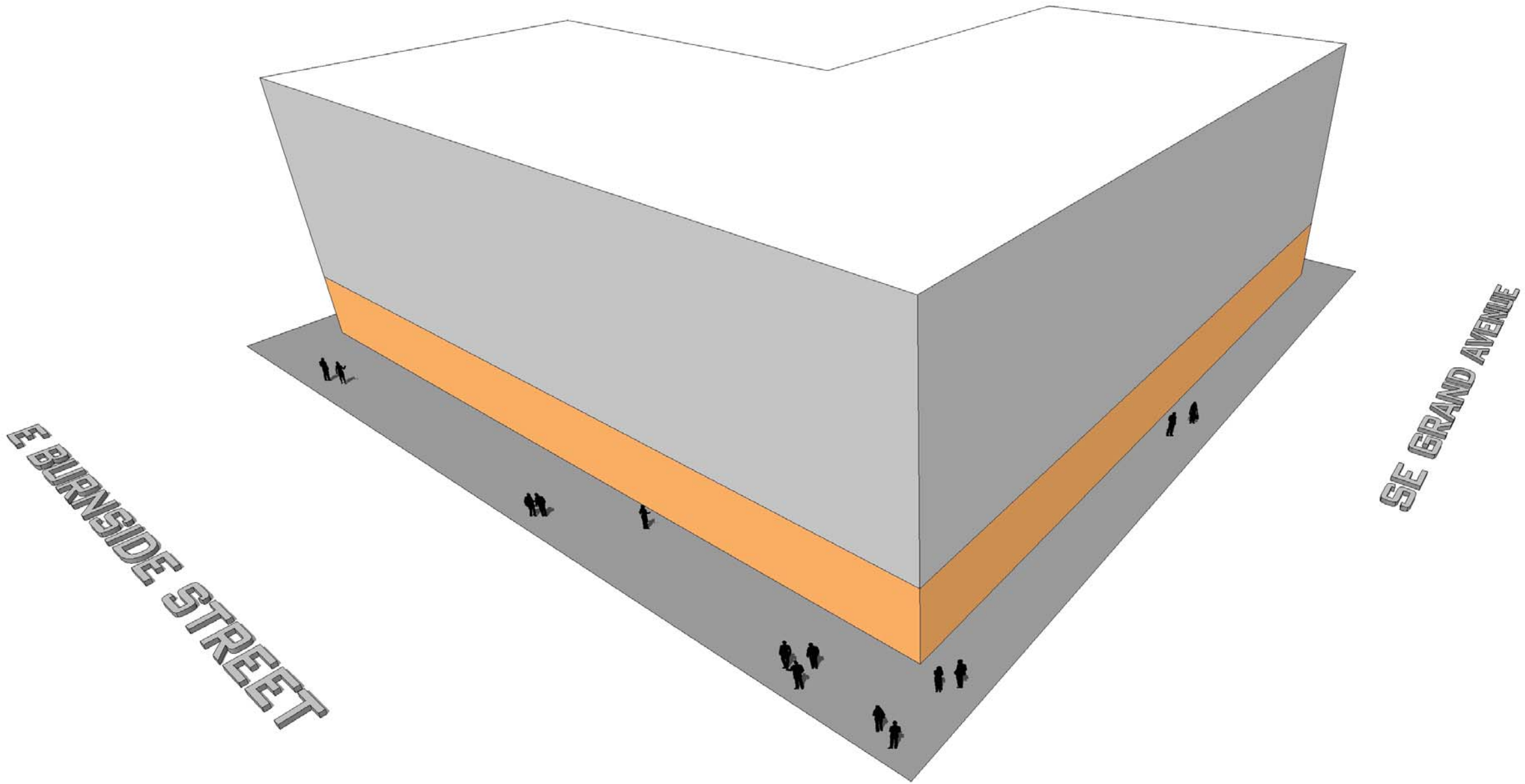
As part of the purchase and sale agreement to acquire the northeastern parcel (currently a parking lot serving Central City Concern's parking requirements and programming needs), the project is required to replace lost functions including:

- At-grade ambulance parking adjacent to existing eastern building entrance along NE Couch Street.
- At-grade trash and recycling facility adjacent to existing eastern building entrance along NE Couch Street.
- At-grade, secure sally port for police drop-off and pick-up, adjacent to existing eastern building entrance. Physical connection to existing building is required.
- Provide 12 parking stalls for Central City Concern staff. Access from parking should be at grade to their building.
- Provide second level outdoor terrace for treatment residents, with direct access to common spaces on eastern elevation. Size to be approximately 600 sf. Limited or no sight lines to new project from new terrace. Terrace must have both covered and open air spaces and view along NE Couch Street.

Section 3:

Design Concept

Diagrams - Massing



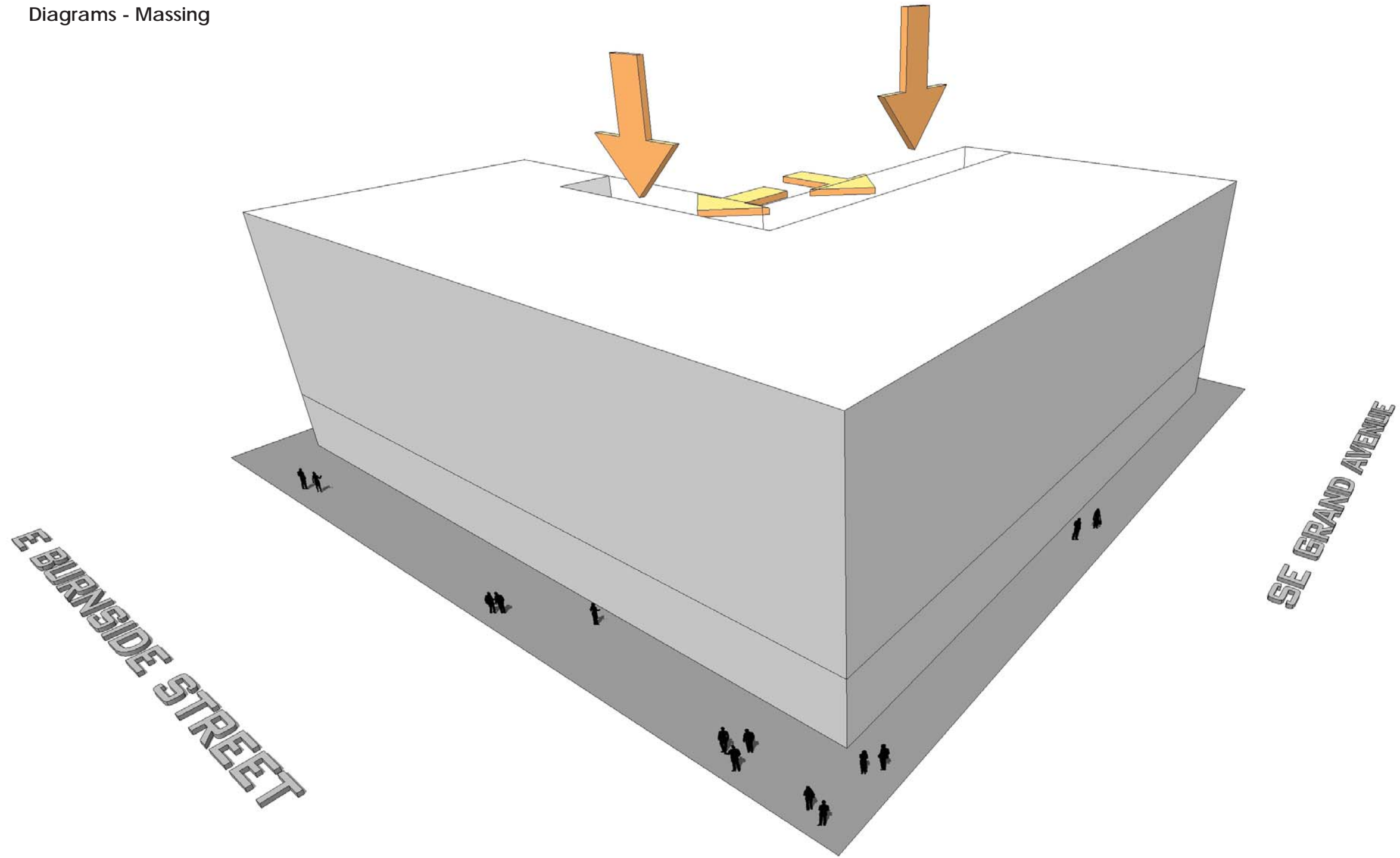
1

Extrusion of the buildable area to allowable height limit for wood construction. *Create active streetscape at pedestrian level.*

Section 3:

Design Concept

Diagrams - Massing



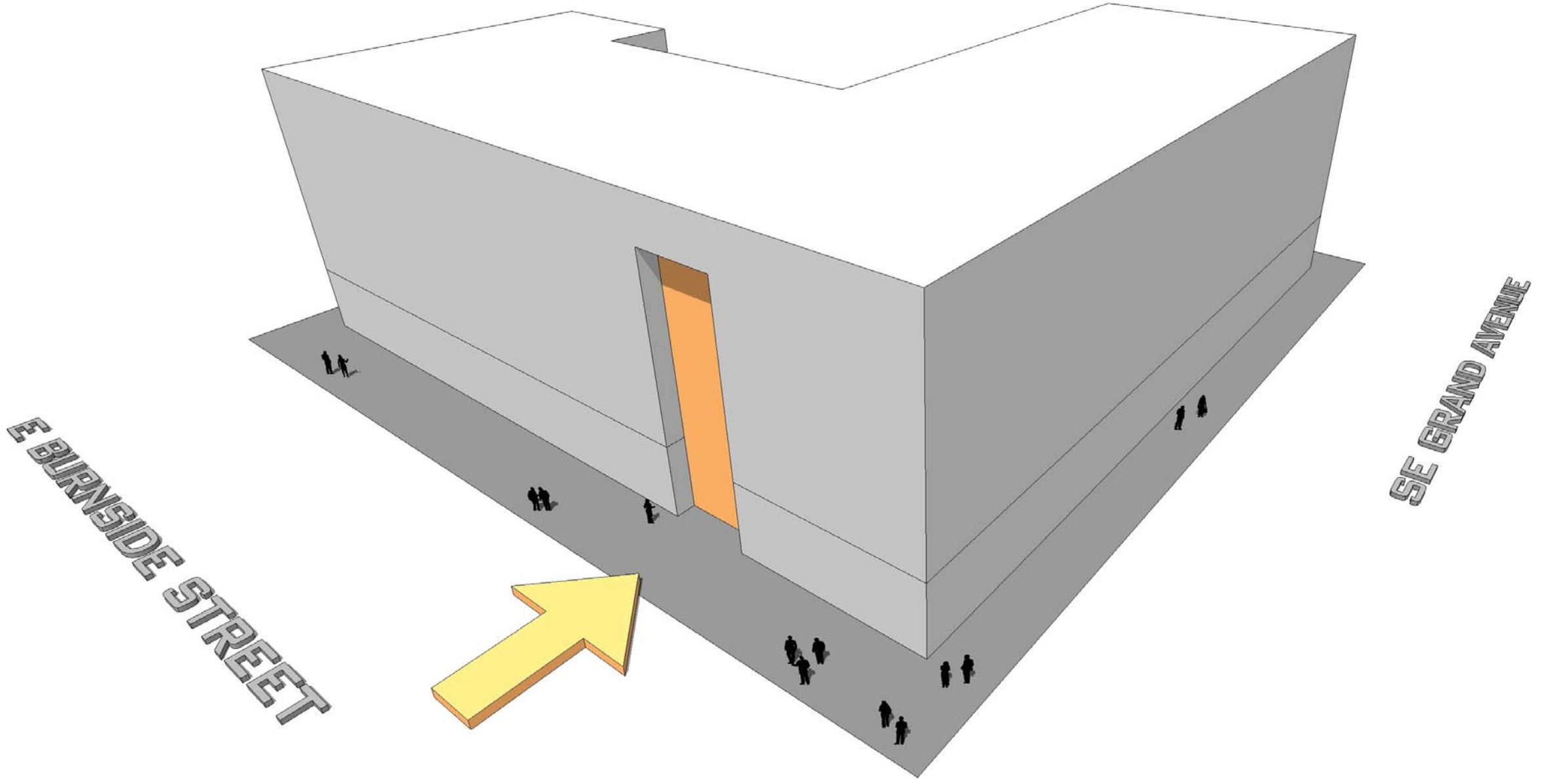
2

Subtract building mass at internal property lines to capitalize on views to the north and west with maximum amounts of glazing.

Section 3:

Design Concept

Diagrams - Massing

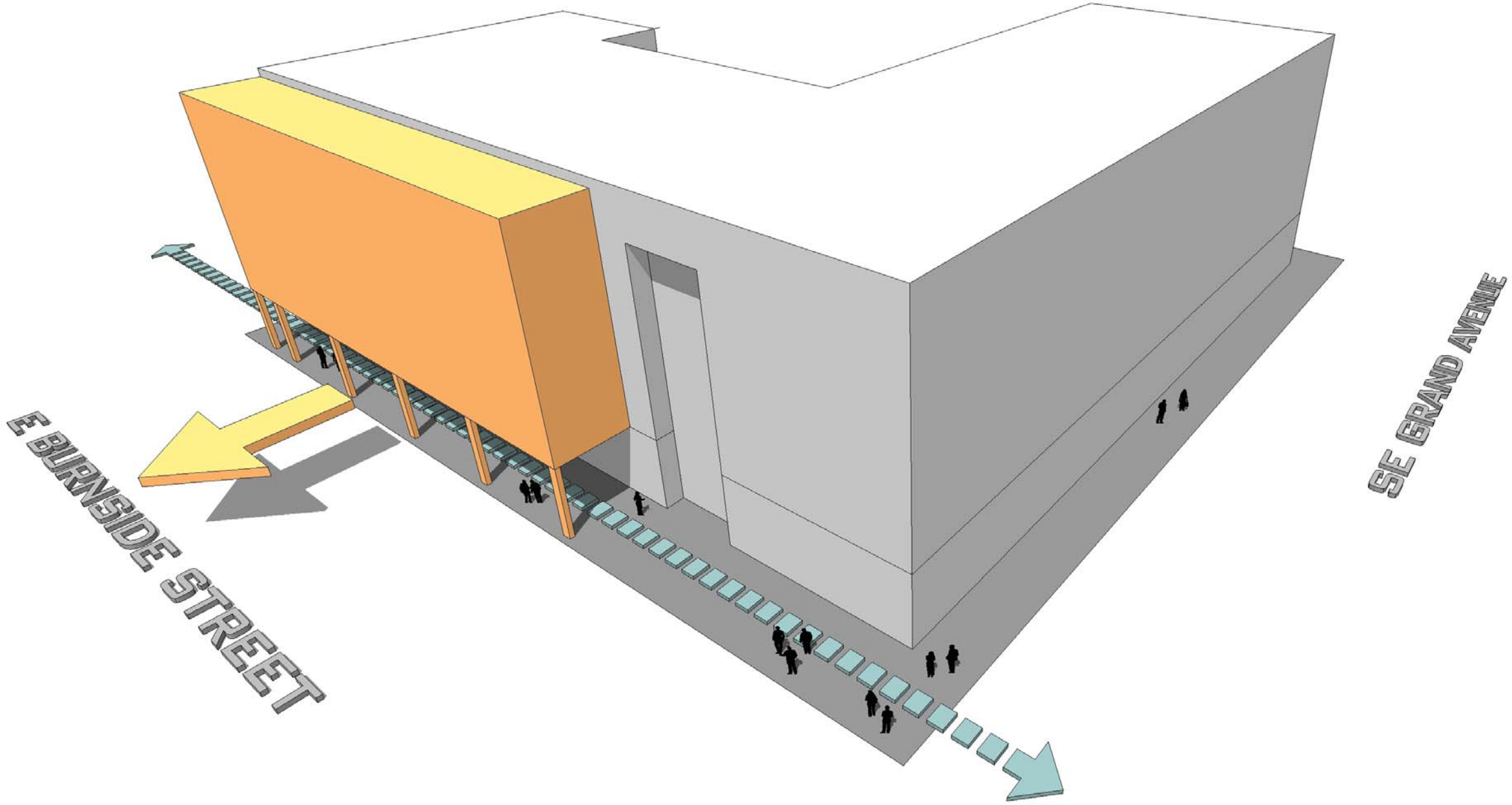


3

Divide primary elevation with a 'gasket.' *Gasket creates a unique and defined residential entrance that does not get lost under the arcade.*

Section 3: Design Concept

Diagrams - Massing



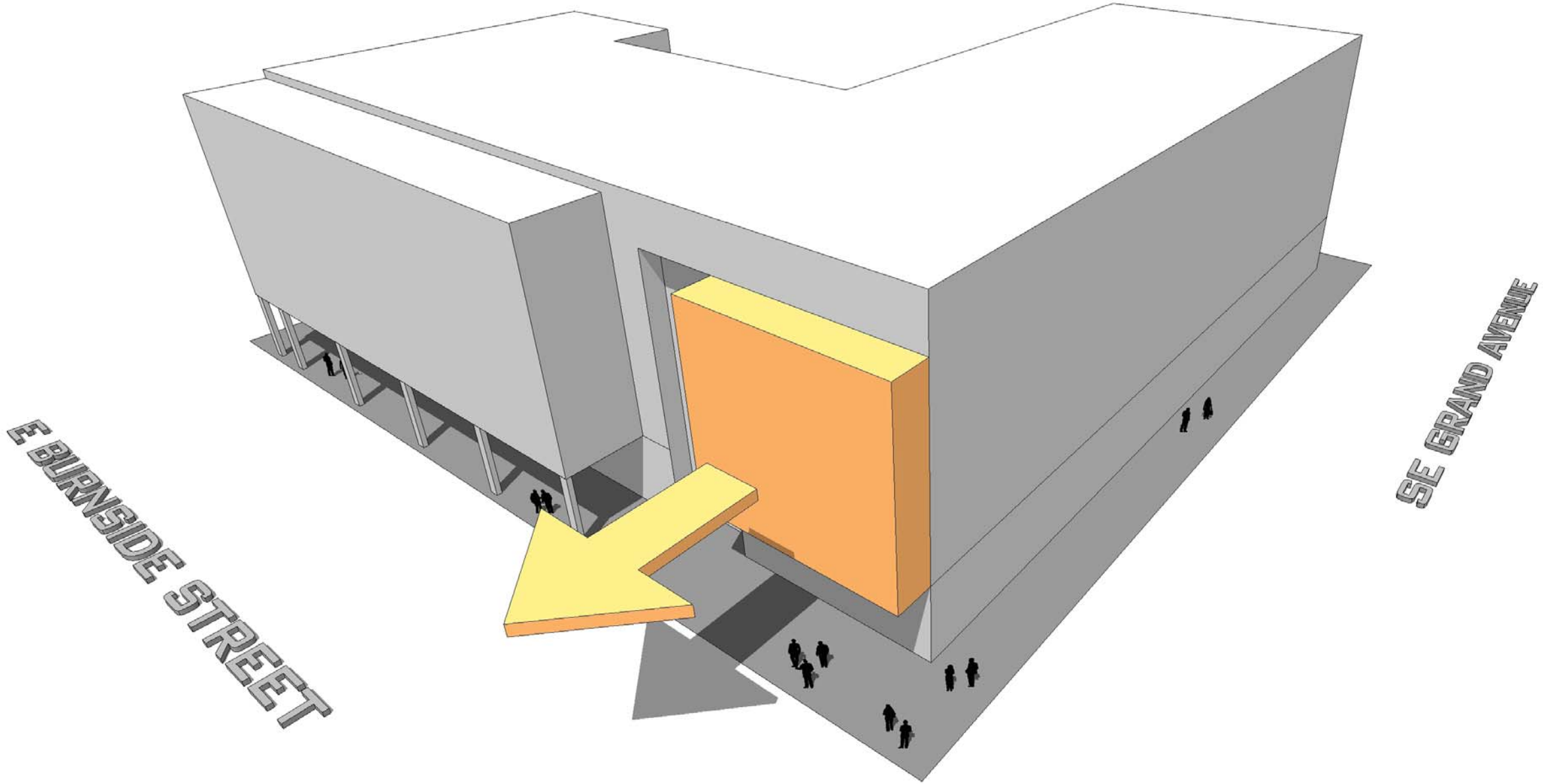
4

Capitalize on site's unique zoning and extrude building over the south right-of-way to maximize allowable overhand and create a historically responsive pedestrian arcade with vertical translation (e.g., columns) to the ground.

Section 3:

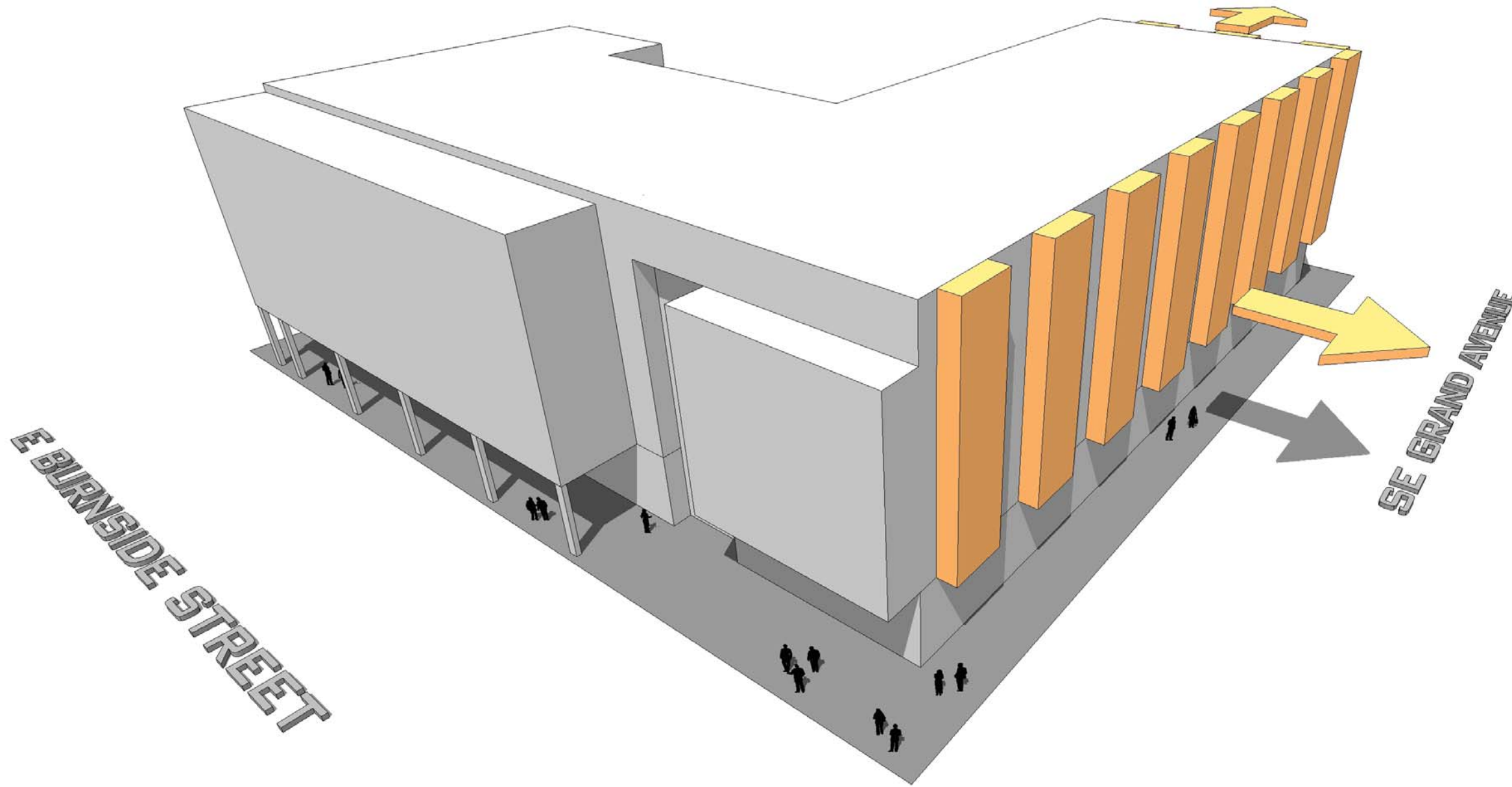
Design Concept

Diagrams - Massing



5

Extrude building corner element to reinforce corner massing, reinforce the spirit of the *arcade in a modern fashion* and create a bookend to the residential entrance, further defining the residential entrance.



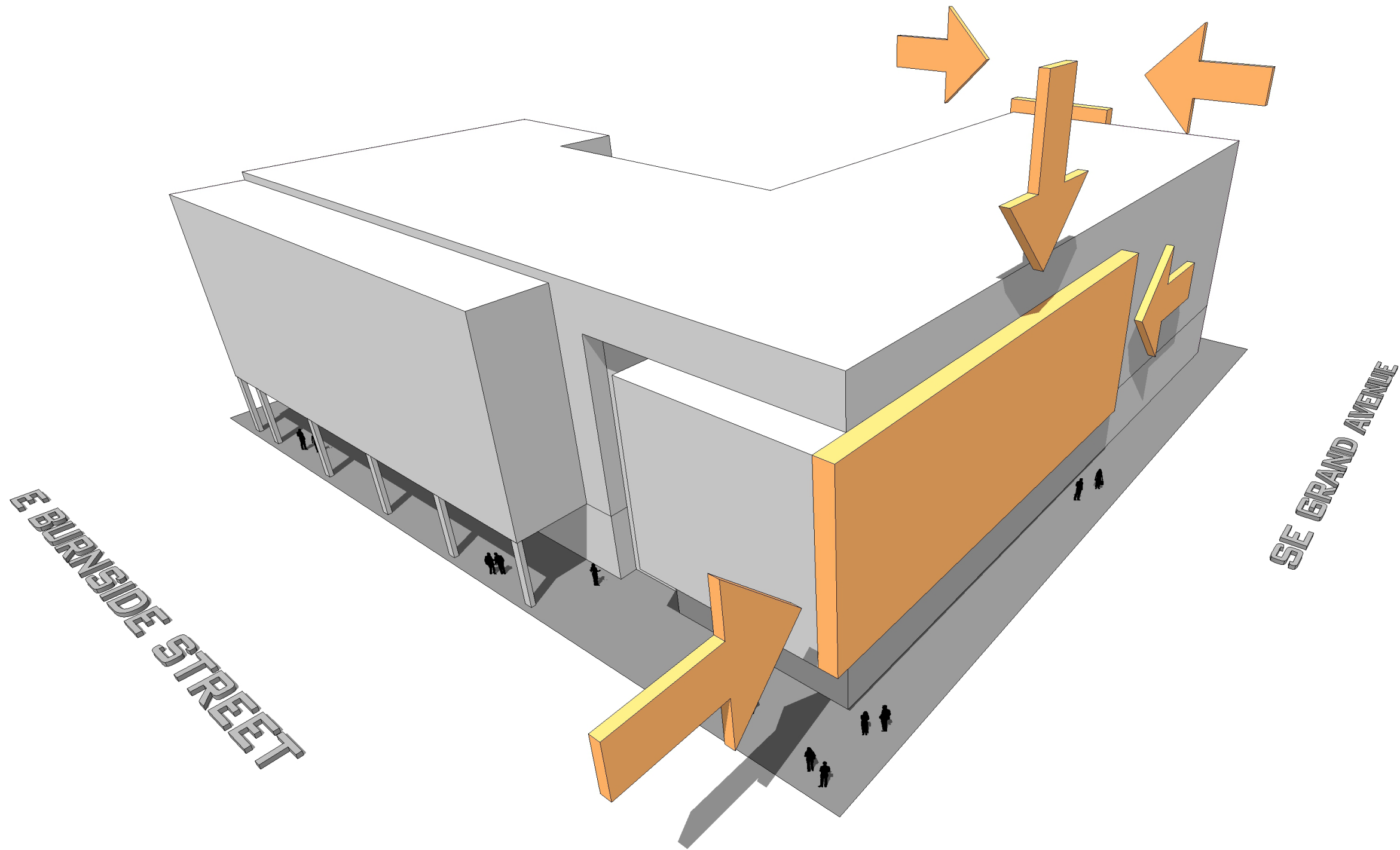
6

Extrude bays at east and north elevations to increase usable building area and to create more movement and visual interest in the facade. Up to 40% of the area of each facade is allowed to project up to 4'-0" per the oriel provision.

Section 3:

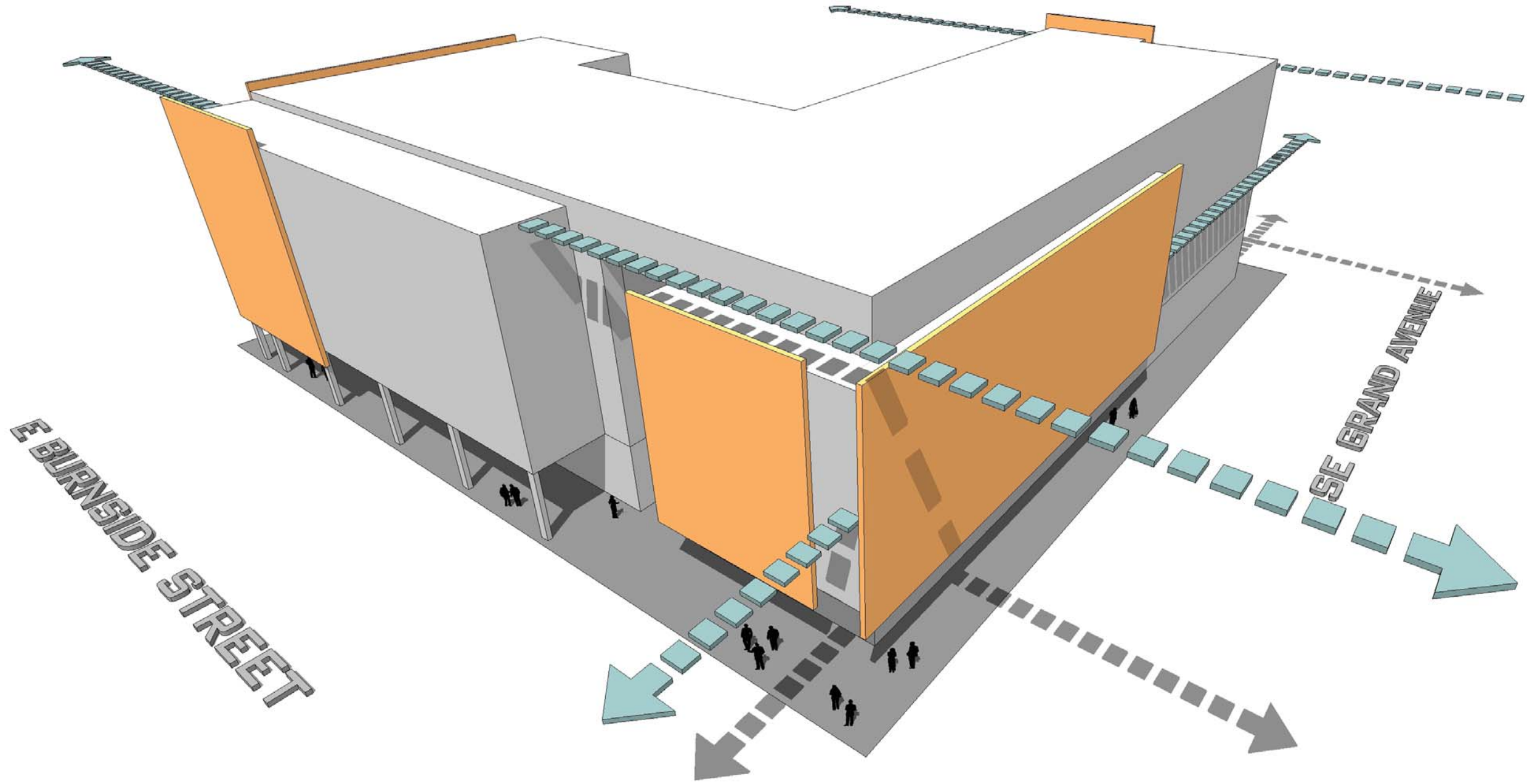
Design Concept

Diagrams - Massing



7

Combine multiple projections into single, harmonious masses at building corners, covering less than 40% of each facade. This continues the arcade theme around the corners of the building in spirit.



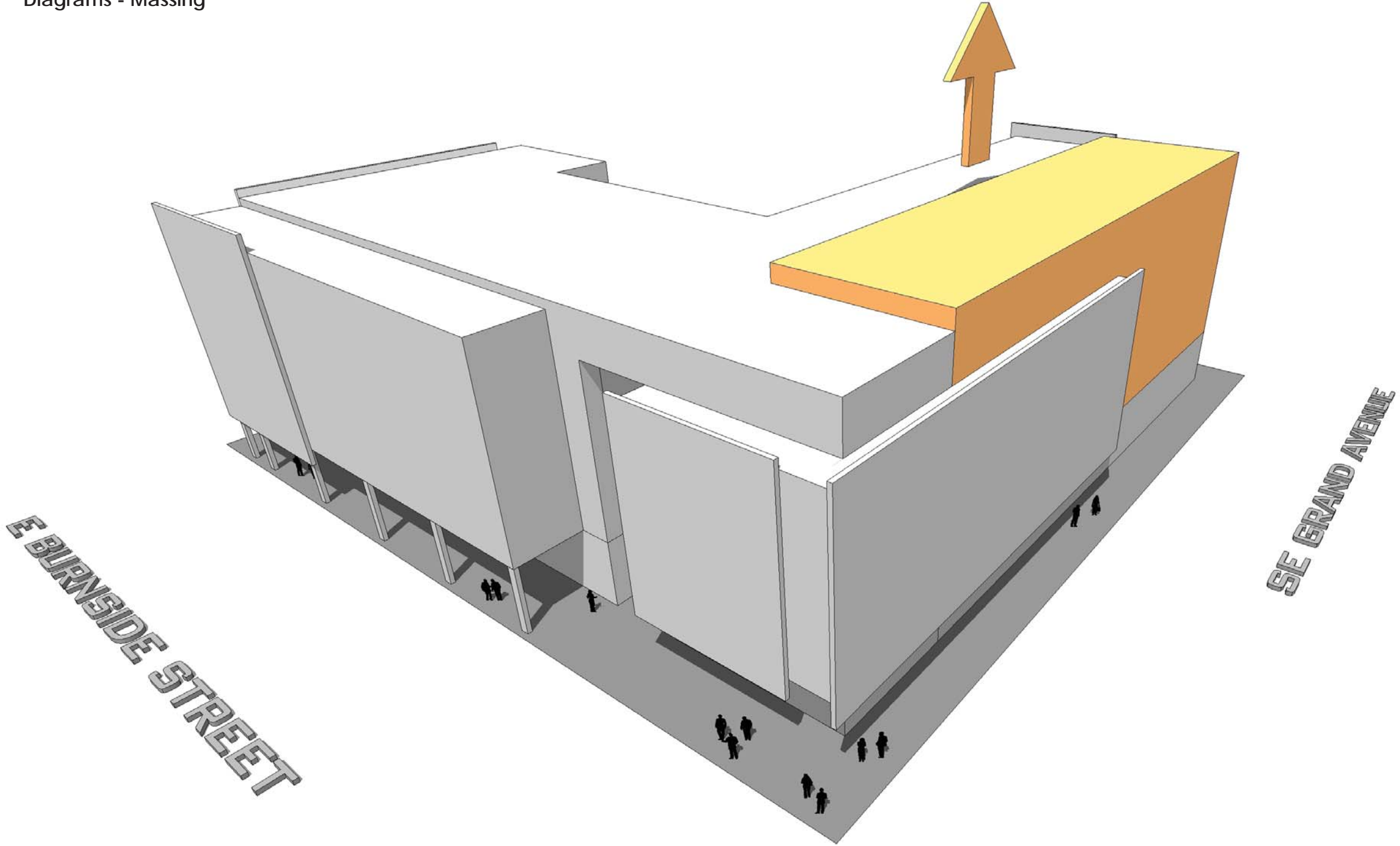
8

Create building planes at corners that both reinforce directional views of the neighborhood as well as create depth on the building's massing through layers and textures. Large 'picture frames' are created to allow the public views into life at 419 E. Burnside.

Section 3:

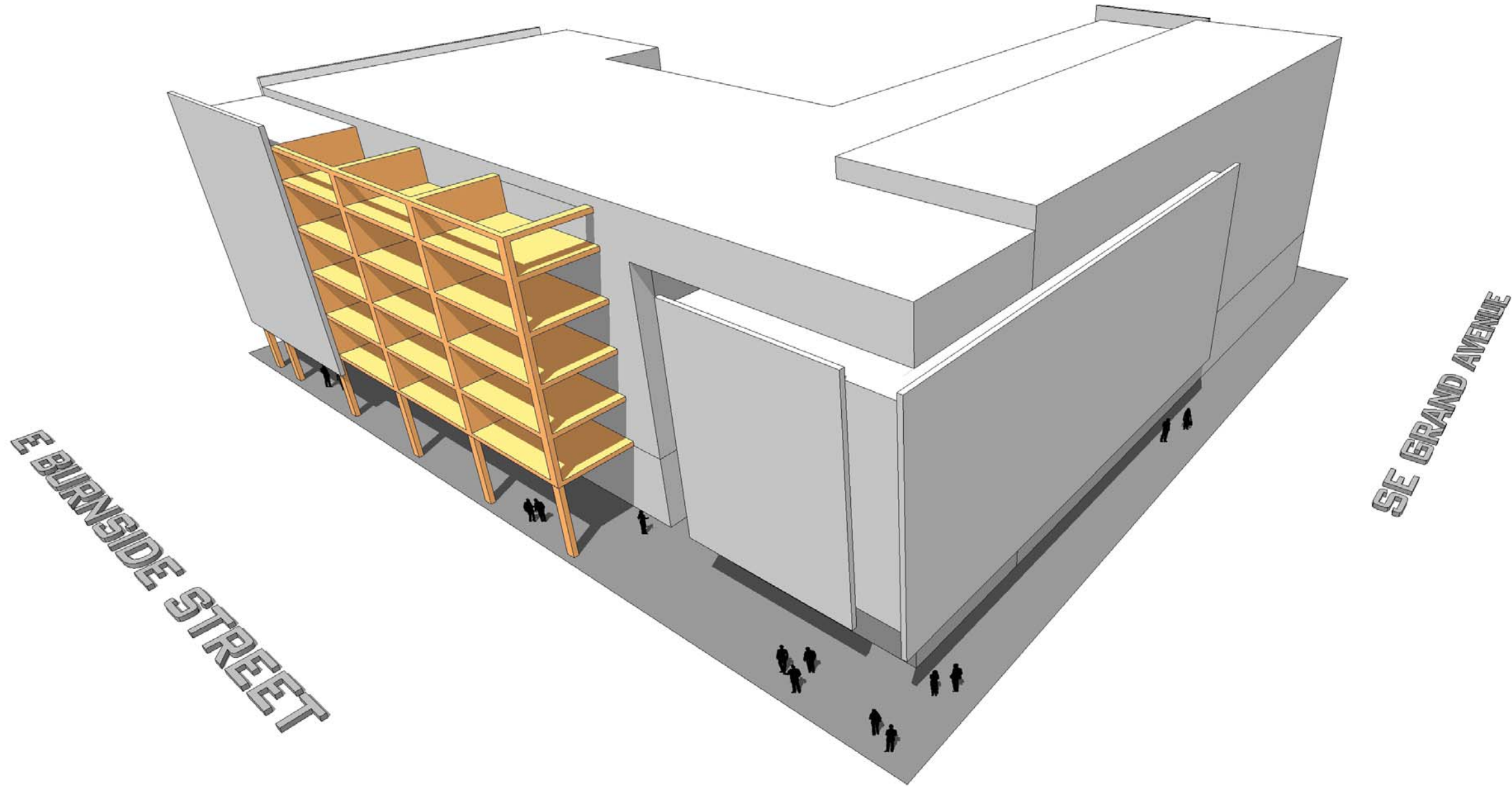
Design Concept

Diagrams - Massing



9

Extrude building mass to respond to loft units, maximizing views and natural light.



10

Perforate arcade to provide opportunities for both introverted and extroverted activities along pedestrian frontage. Arcade 'grid' will provide protection from the elements as well as create semi-private gathering spaces along the busy Burnside corridor.

Section 3:

Design Concept

Burnside Bridgehead Goals and Objectives

While the proposed project site is not directly located within the Burnside Bridgehead development opportunity area, as identified by the Portland Development Commission (PDC) - refer to previous maps, the project team feels that it is important to recognize and respond to the goals and objectives outlined by PDC in their Framework Plan, dated June 11, 2010. Located immediately east of to the Burnside Bridgehead sites, straddled on two frontages by the new streetcar lines and immersed within the E Burnside Street environment, we believe the proposed project location should be considered part of the E Burnside gateway, whether identified as part of the Bridgehead development area or not.

1. Encourage expanded opportunities for housing and jobs while retaining the character of established residential, neighborhood, and business centers.

RESPONSE: The proposed project includes a mixed-use program, providing active ground floor opportunities consisting of retail/commercial uses at the west and south elevations and live-work/retail uses at the east and north elevations. Ground level uses will complement the existing retail and commercial fabric present in the neighborhood. An increase of high-density housing in the neighborhood will be addressed with five levels of multi-family, market-rate apartments for individuals who desire urban living with an edge and work in the immediate neighborhood.

2. Improve the level, distribution and stability of jobs and income for resident industry, businesses and people.

RESPONSE: The new streetcar lines, coupled with the proposed ground level active uses, will provide additional opportunities and exposure for the neighborhood. By adding housing to the bridgehead, through our project and the other proposed projects, the neighborhood will gain a new active and 24-hour demographic that will require goods and services in the immediate area, providing additional stability for commercial/retail uses as well as existing and new office environments.

3. Enhance the Central Eastside as a near-in job center featuring a diverse industrial base with compatible, supportive and appropriately located commercial and residential activities.

RESPONSE: The proposed project will provide a range of housing opportunities for the growing demographics and employees of the industrial district, including young professionals, retirees, and everything in between. The housing provided will be an urban living experience alternative to the downtown experience, but with the same convenience.

4. Encourage the vitality of existing firms, provide an attractive climate for complementary ventures, and offer a positive environment for adjacent neighborhoods.

RESPONSE: Complementary active ground floor uses such as restaurants, entertainment venues, small retail shops or small businesses will extend the activity from the E Burnside corridor to the bridgehead as well as to the east. Additional housing in the neighborhood will create a new base for existing businesses to draw from.

5. Implement the Willamette River Greenway Plan to preserve a strong working river while promoting recreation, commercial and residential waterfront development south of the Broadway Bridge. Increase accessibility to the river, enhance greenway areas as a public resource, and improve the environmental quality of life for adjacent and nearby neighborhoods.

RESPONSE: Providing a pedestrian arcade along E Burnside Street strengthens the pedestrian experience from East to West, along the public streetscape, ultimately encouraging more connection to the bridgehead area, including the river.

“Compatibility with Burnside Bridgehead macro level goals and vision...”

Section 3:

Design Concept

Burnside Arcade Precedence

“Quarter and half-block arcade typology..”
“No existing full-block examples...”



Our project is proposing the allowed use of an arcade along E Burnside Street to respond to the unique and historical character already present within this neighborhood.

Currently, there are eight historical and modern examples of the use of an arcade along E Burnside Street. The current buildings are typically half or quarter block structures.

To respond to this typology, our project is proposing to employ a historical arcade application (e.g., vertical translation to the ground) for 2/3 of the Burnside elevation and a modern interpretation of the arcade (e.g., building cantilever but no vertical translation to the ground) for the remaining 1/3 of the Burnside elevation. The project team feels that breaking the elevation in this manner creates a more diverse streetscape that is contextually responsive in terms of building scale and massing, all the while maintaining the arcade character already evident along E Burnside.

This blend between historical and modern arcade applications will help anchor the bridgehead and create a threshold for the arcade character of E Burnside as one enters the neighborhood from the west and a strong closing statement as one leaves the neighborhood from the east.



1 524 E Burnside Street



2 612-616 E Burnside Street



3 723-737 E Burnside Street



4 722-738 E Burnside Street



5 811 E Burnside Street



6 930-938 E Burnside Street



7 1040 E Burnside Street



8 1111 E Burnside Street

Section 3:

Design Concept

Development Summary

Address(es): 419 E Burnside
 Zone Classification: EX (Central Employment)
 Applicable Overlay Zones: d (Design)
 Plan District: CC (Central City)
 Comprehensive Plan: EX (Central Employment)
 Zoning Map: 3031

DEFINITIONS

EX (Central Employment) Zone

This zone implements the Central Employment map designation of the Comprehensive Plan. The zone allows mixed-uses and is intended for areas in the center of the City that have predominantly industrial type development. The intent of the zone is to allow industrial, business, and service uses which need a central location. Residential uses are allowed, but are not intended to predominate or set development standards for other uses in the area. The development standards are intended to allow new development which is similar in character to existing development.

CC (Central City) Plan District

The Central City plan district implements the Central City Plan and other plans applicable to the Central City area. These other plans include the Downtown Plan, the River District Plan, the University District Plan, and the Central City Transportation Management Plan. The Central City plan district implements portions of these plans by adding code provisions which address special circumstances existing in the Central City area.

d (Design) Overlay

The Design Overlay Zone promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review or compliance with the Community Design Standards. In addition, design review or compliance with the Community Design Standards ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

DESIGN PARAMETERS

Maximum Floor Area Ratio Allowed: 9:1
 Proposed Floor Area Ratio: 5.75:1
 Maximum Building Height Allowed: 200ft max
 Proposed Building Height: Varies

SITE DATA

Site Area: ±25,150 sf

Landscape:

Required: None
 Provided: Urban Gardening At Roof

Parking:

Min. Required Residential Parking: None
Min. Required Commercial Parking: None
 Parking Provided: 78 (includes tandem stalls)
 Proposed Residential Parking Ratio: 0.33:1

BUILDING DATA

Gross Floor Areas:

Basement Level: ±20,845 gsf
 First Floor Level: ±24,550 gsf
 Second Floor Level: ±24,980 gsf
 Third Floor Level: ±24,610 gsf
 Fourth Floor Level: ±24,610 gsf
 Fifth Floor Level: ±24,610 gsf
 Sixth Floor Level: ±25,375 gsf
Subtotal: ±169,580 gsf

Net Floor Areas:

Commercial/Retail: ±8,335 nsf

Residential:

Second Floor Level: ±19,345 gsf
 Third Floor Level: ±20,855 gsf
 Fourth Floor Level: ±20,855 gsf
 Fifth Floor Level: ±20,855 gsf
 Sixth Floor Level: ±21,805 gsf
Subtotal: ±103,715 gsf

Unit Matrix

	Apartment	Live-Work
First Level	0	TBD
Second Level	27	----
Third Level	32	----
Fourth Level	32	----
Fifth Level	32	----
Sixth Level	29	----
TOTAL	153	

Average Unit Size ±680 nsf

Interior Spaces - Common Spaces

Section 2:

Design Concept



- Bike storage facility with bike wash and repair stand with tools.
- Club room with fireplace and gourmet kitchen.
- Reading nook with monthly subscriptions of popular magazines and travel books.
- For rent "Guest Suite" which can be rented by tenants for a nightly fee.
- Rooftop deck with raised fire-pits, grill stations and outdoor seating.
- Rooftop stage with power connections and stage lighting for community concerts and jam sessions.
- Rooftop projector and big screen for outdoor movie showings on warm summer nights.
- Urban gardens for residents to grow herbs and vegetables on the roof.

Section 2:

Design Concept



- Upgraded appliance package.
- Solid surface countertops and vanities.
- Full-size stack washer & dryer.
- Vinyl wood plank flooring.
- Carpet in sleeping areas.
- Tile backsplashes.
- Moveable and open kitchen storage.
- Farmhouse sinks.
- Upgraded lighting package – pendant lighting in kitchen.
- Warm and cool schemes.
- Patios & balconies on premium units.
- Sliding barn doors.
- Unique and customizable unit entry design.
- In-unit bike storage.

Section 3:

Design Concept

“Vehicle sharing programs...”



- Legend
- 1 Below grade structured parking
 - 2 Tandem parking
 - 3 Ramp
 - 4 Elevator lobby
 - 5 Mechanical room
 - 6 Fan room
 - 7 Water and fire control room
 - 8 Bike parking
 - 9 Proposed below grade electrical room

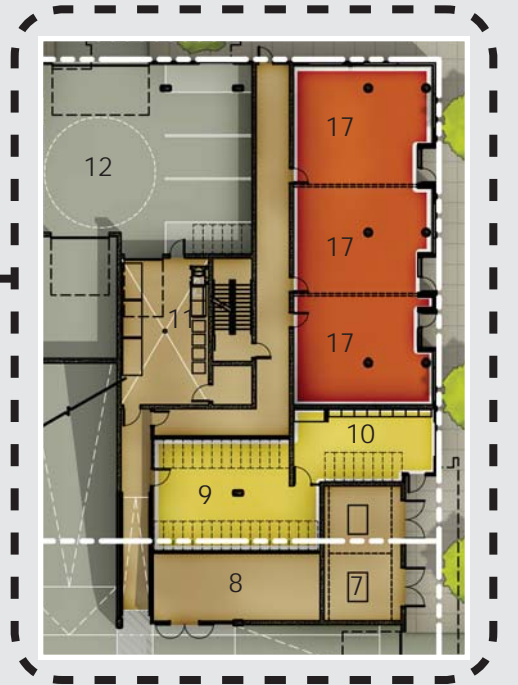


Floor Plan - First Floor

Section 3:
Design Concept

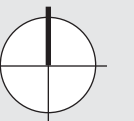


Alternate Ground Floor Configuration
(At-Grade Transformer Room)



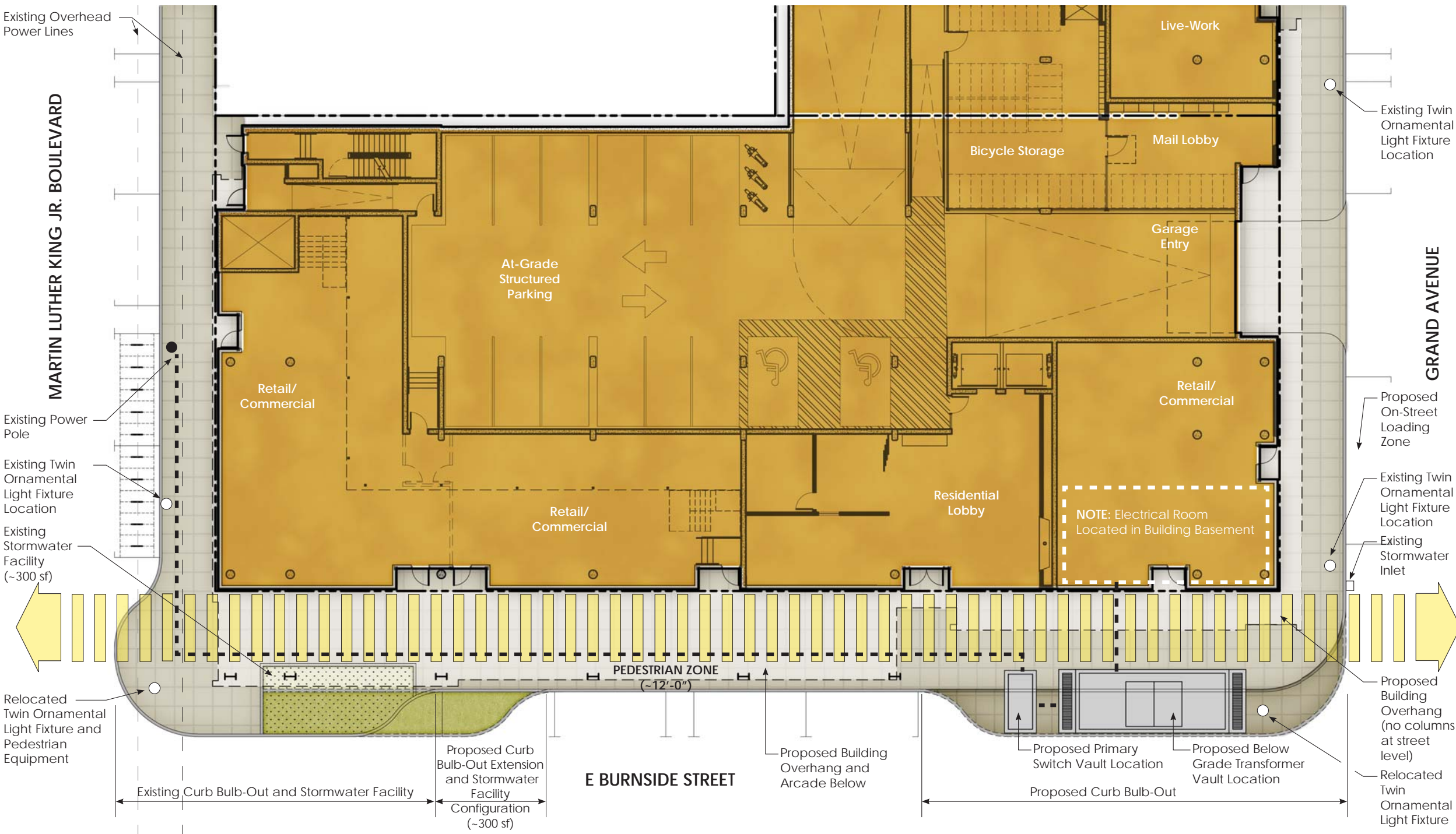
Legend

- 1 At-grade structured parking
- 2 Residential lobby
- 3 Retail/commercial
- 4 Arcade
- 5 Leasing
- 6 Garage entrance
- 7 Transformer vault
- 8 Electrical room
- 9 Bike storage
- 10 Bike and mail lobby
- 11 Trash/recycle room
- 12 Central City Concern loading
- 13 Central City Concern sally port
- 14 Awning above
- 15 Building above
- 16 Ramp
- 17 Retail/Live-work
- 18 Proposed transformer vault location



Transformer Vault - Option 1 (Preferred)

Section 3:
Design Concept

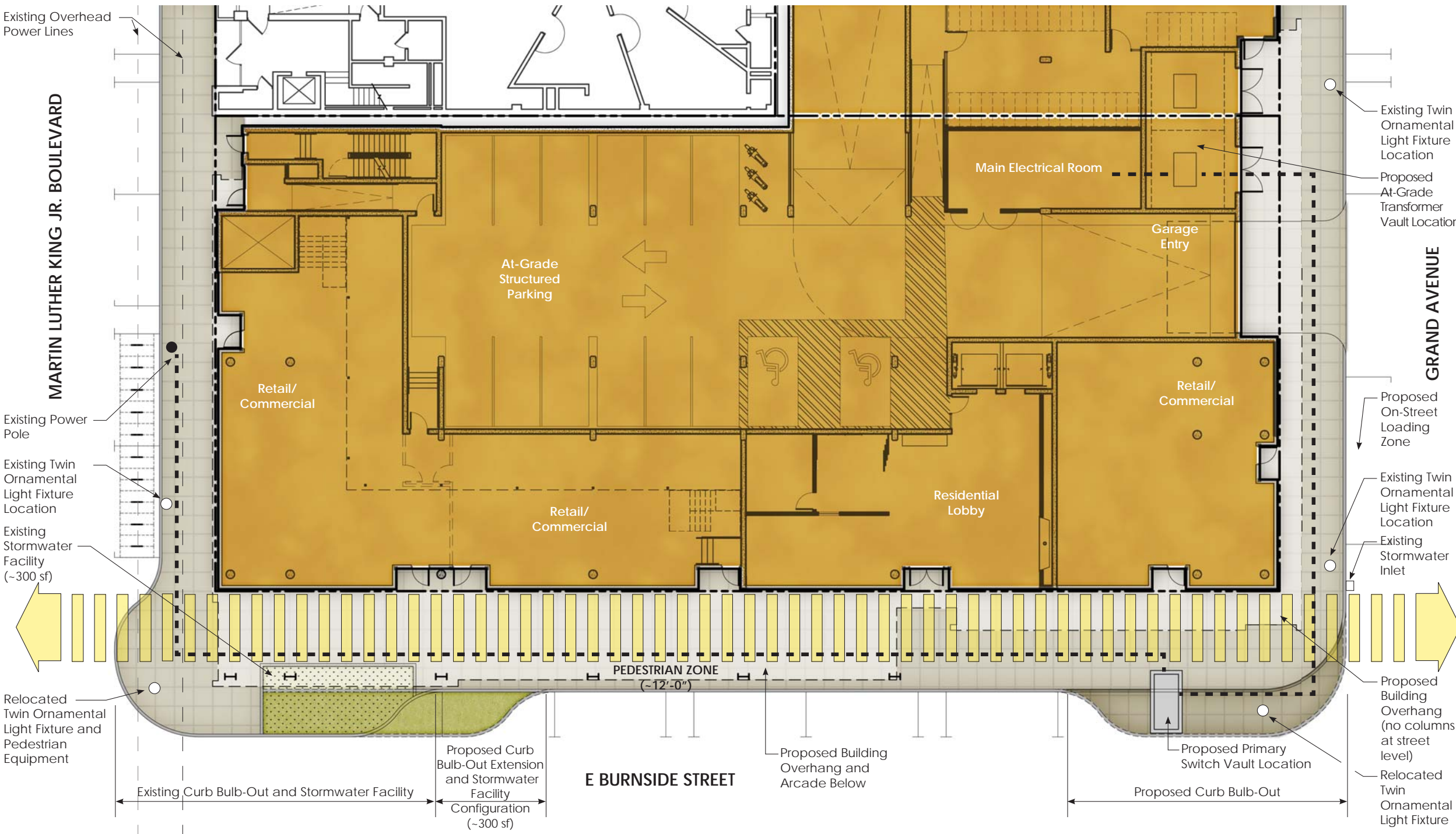


*Reconfiguration requirement to be confirmed with BES

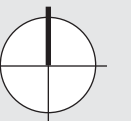


Transformer Vault - Option 2

Section 3:
Design Concept



*Reconfiguration requirement to be confirmed with BES

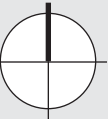


Active Ground Floor - Plan

Section 3:
Design Concept



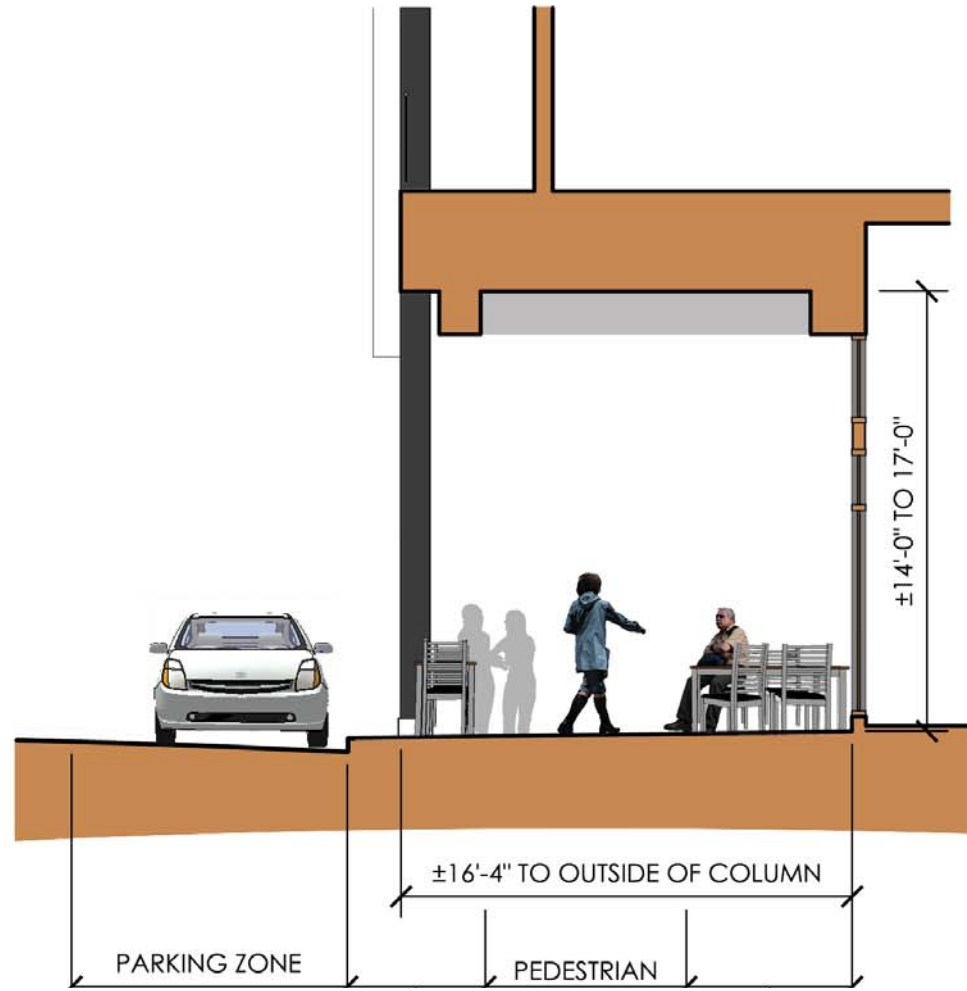
“Active pedestrian streetscape...”



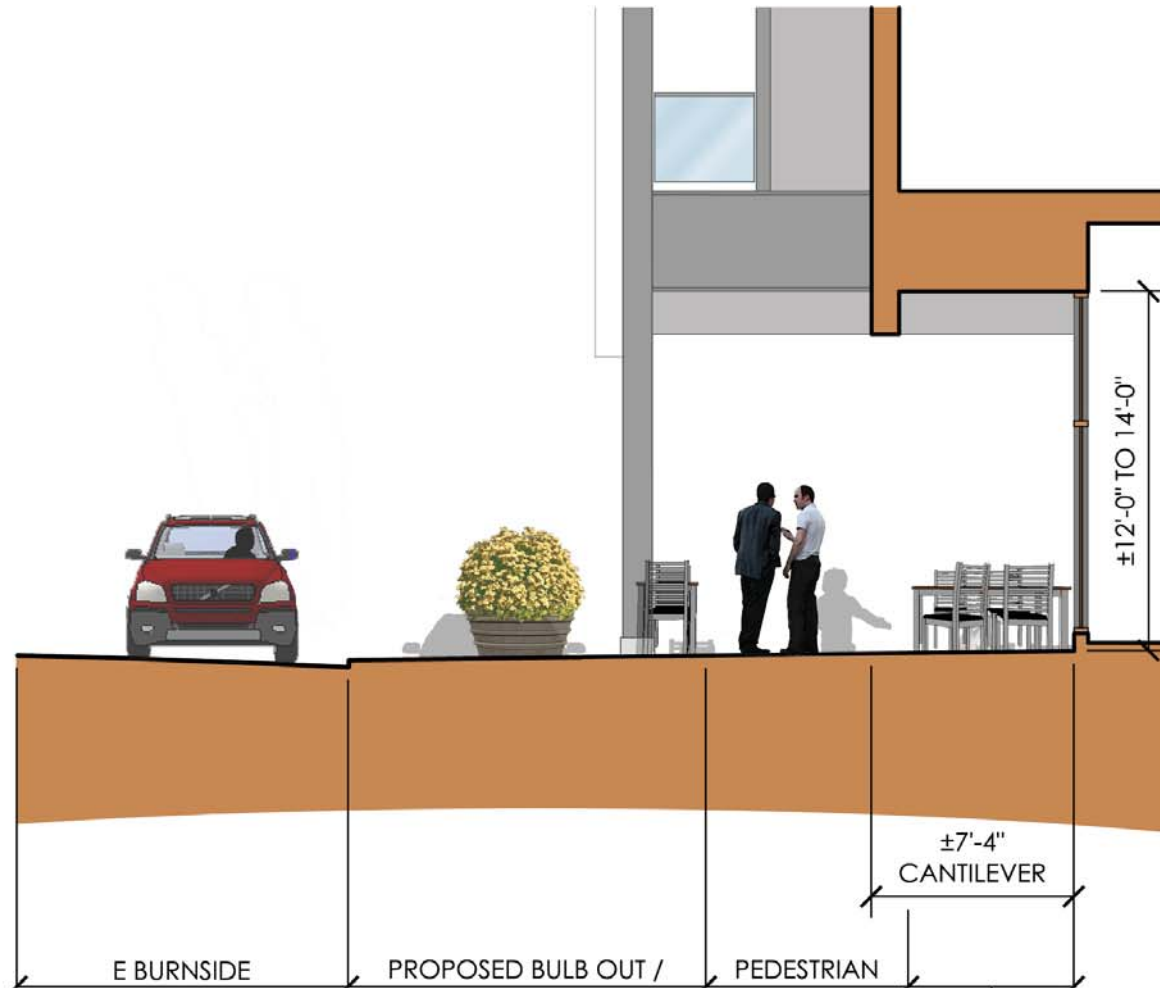
Section 3:

Design Concept

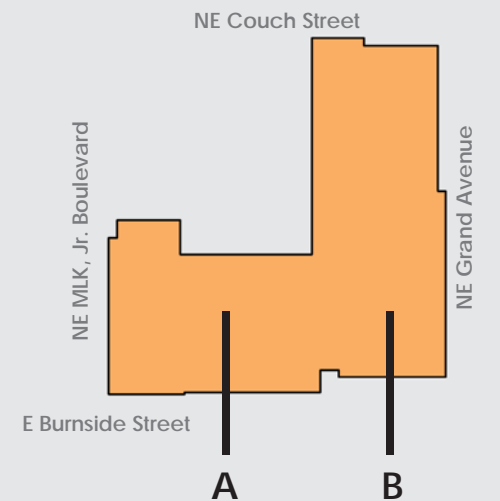
Active Ground Floor - Section



Section A: Through Arcade
(southwest corner)
"Historic"

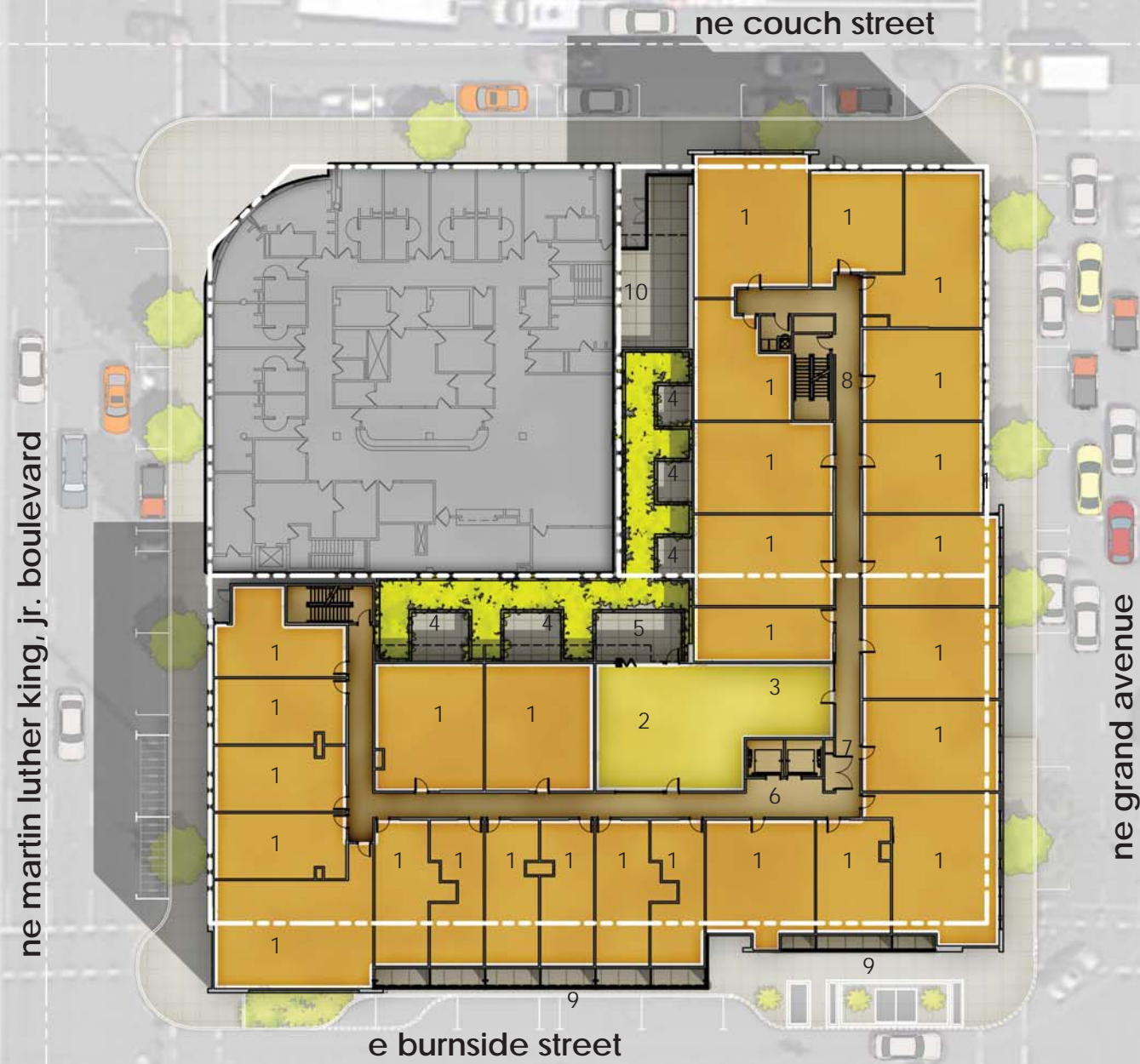


Section B: Through Cantilever
(southeast corner)
"Modern"



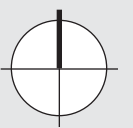
Floor Plan - Second Floor

Section 3:
Design Concept



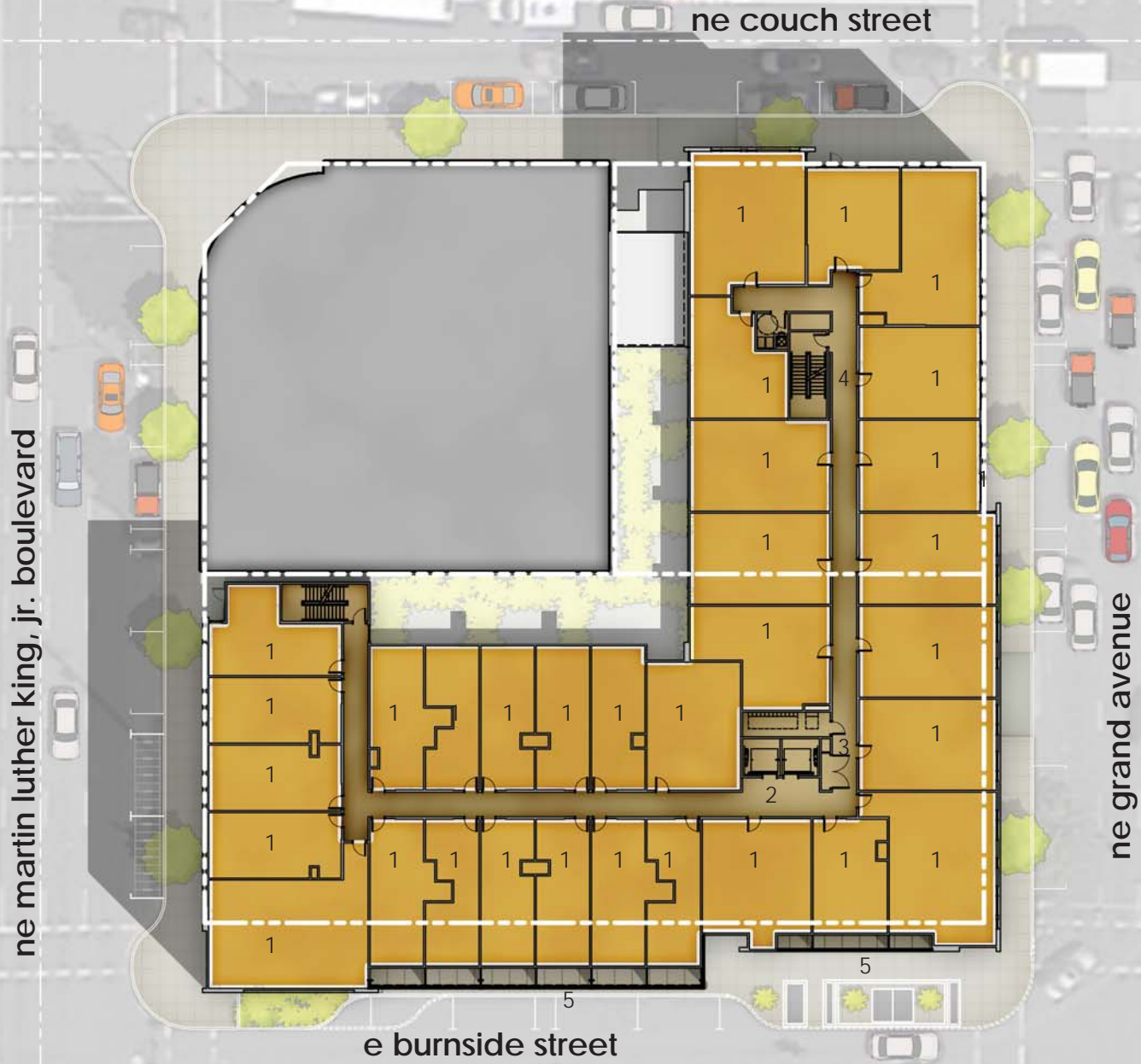
- Legend
- 1 Dwelling unit
 - 2 Club room
 - 3 Fitness
 - 4 Private patio
 - 5 Common patio
 - 6 Elevator lobby
 - 7 Meter/telecom room
 - 8 Trash room/chute
 - 9 Dwelling unit deck(s)
 - 10 Central City Concern private patio

“Second level open space...”



Section 3:

Design Concept



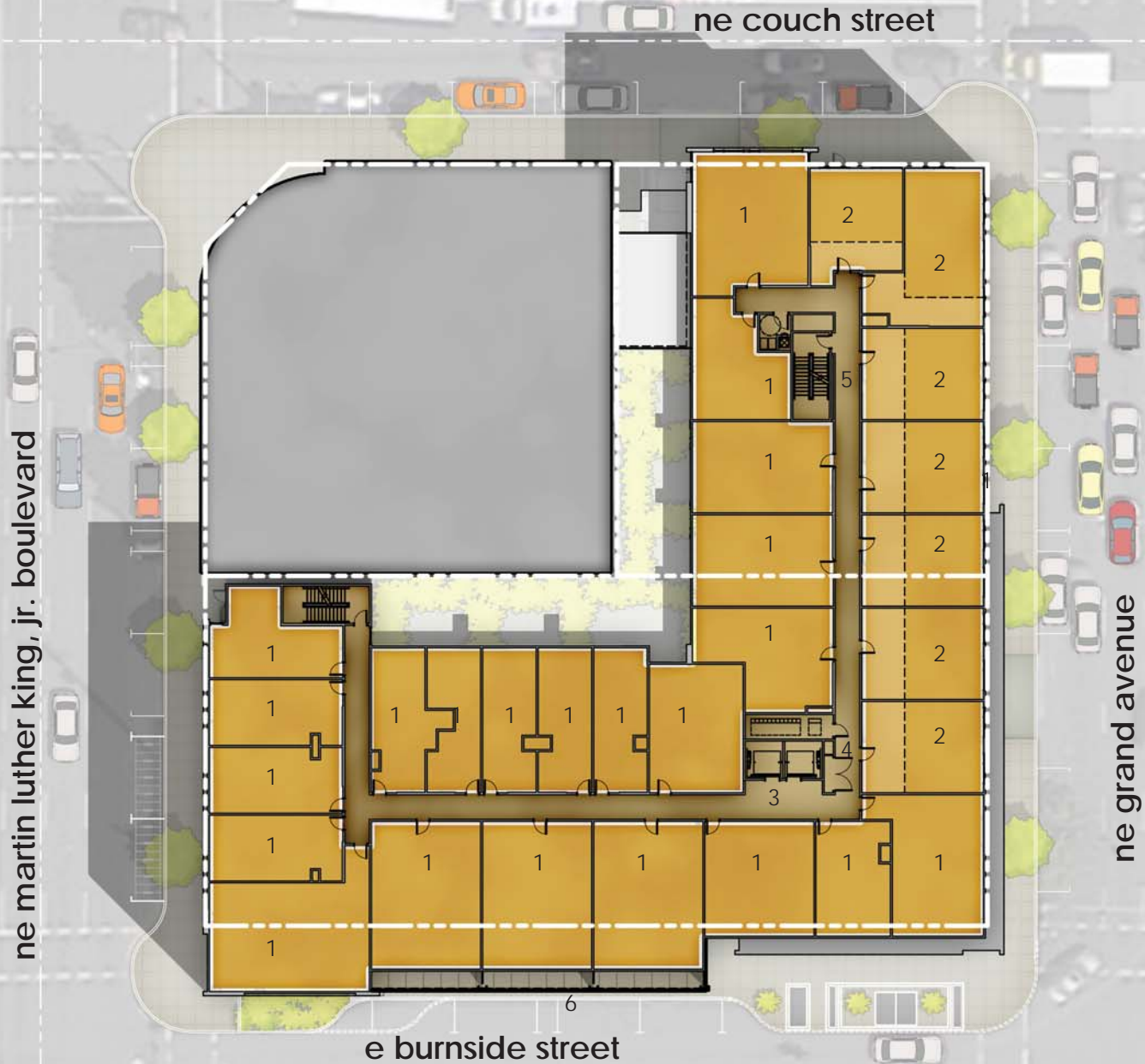
Legend

- 1 Dwelling unit
- 2 Elevator lobby
- 3 Meter/telecom room
- 4 Trash room/chute
- 5 Dwelling unit deck(s)



Section 3:

Design Concept



Legend

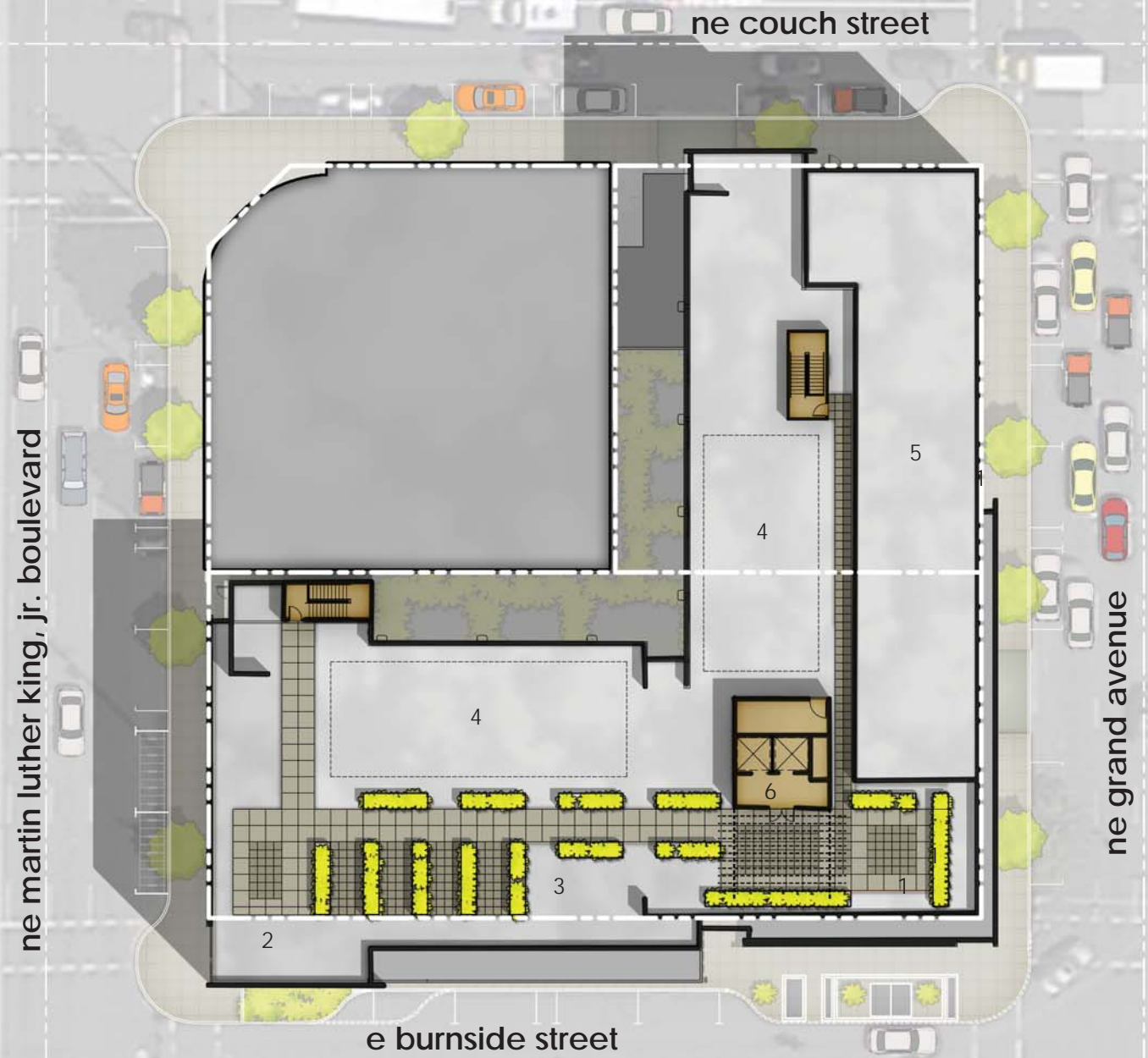
- 1 Dwelling unit
- 2 2-story loft dwelling unit
- 3 Elevator lobby
- 4 Meter/telecom room
- 5 Trash room/chute
- 6 Dwelling unit deck(s)

“Double height loft units...”



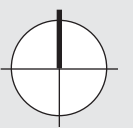
Section 3:

Design Concept



- Legend
- 1 Roof terrace
 - 2 View terrace
 - 3 Urban garden
 - 4 Screened roof mechanical equipment
 - 5 Raised roof
 - 6 Elevator lobby

*“Active and passive
roofscape...”*



Section 3: Design Concept

Exterior Elevation - South

- Horizontal Metal Sun Shade
- Architectural Metal Panel (Accents)
- Architectural Metal Panel
- Perforated Metal Guardrail
- Arcade (Metal Frame)
- Covered Balconies
- Weathered Steel
- Glass Guardrail
- Architectural Metal Panel



- T.O. Parapet ±70'-0"
- T.O. Sixth Floor (Mezzanine) ±54'-6"
- T.O. Fifth Floor ±44'-10"
- T.O. Fourth Floor ±35'-2"
- T.O. Third Floor ±25'-6"
- T.O. Second Floor ±15'-10"
- T.O. First Floor ±-0'-6"

Metal Awning

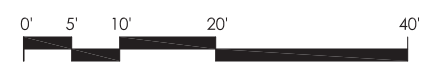
Arcade (with columns)

Arcade (without columns)

Storefront Glazing

Residential entry 'gasket'

"Glass vs. Steel"
"Smooth Panel vs. Weathered Panel"
"Light vs. Dark"



Section 3: Design Concept

Exterior Elevation - East

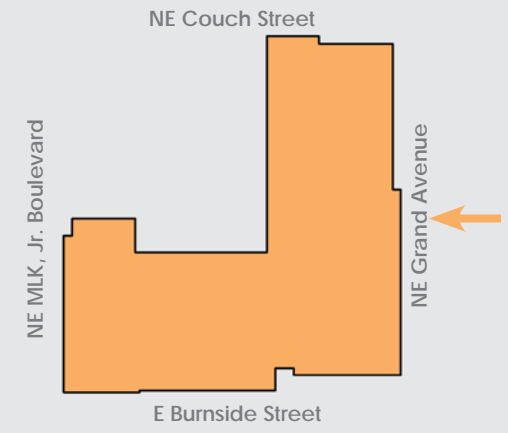
“Simple, Bold Moves”
“Combining Oriel Windows”
“Active Storefront”



- T.O. Parapet ±75'-6"
- T.O. Sixth Floor (Mezzanine) ±54'-6"
- T.O. Fifth Floor ±44'-10"
- T.O. Fourth Floor ±35'-2"
- T.O. Third Floor ±25'-6"
- T.O. Second Floor ±15'-10"
- T.O. First Floor ± 1'-0"



Alternate Ground Floor Elevation (with transformer vault at grade)



Section 3: Design Concept

Exterior Elevation - North

Architectural Metal Panel (Accents)
Architectural Metal Panel (Accents)



Storefront Glazing

Weathered Steel

Central City Concern Loading and Emergency Vehicle Access

Outdoor Terrace

Existing Central City Concern Building

T.O. Parapet ±70'-0"

T.O. Sixth Floor (Mezzanine) ±54'-6"

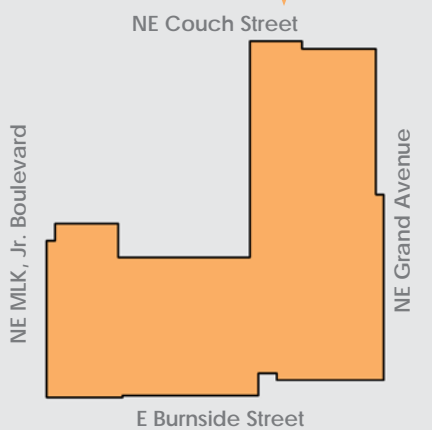
T.O. Fifth Floor ±44'-10"

T.O. Fourth Floor ±35'-2"

T.O. Third Floor ±25'-6"

T.O. Second Floor ±15'-10"

T.O. First Floor Varies

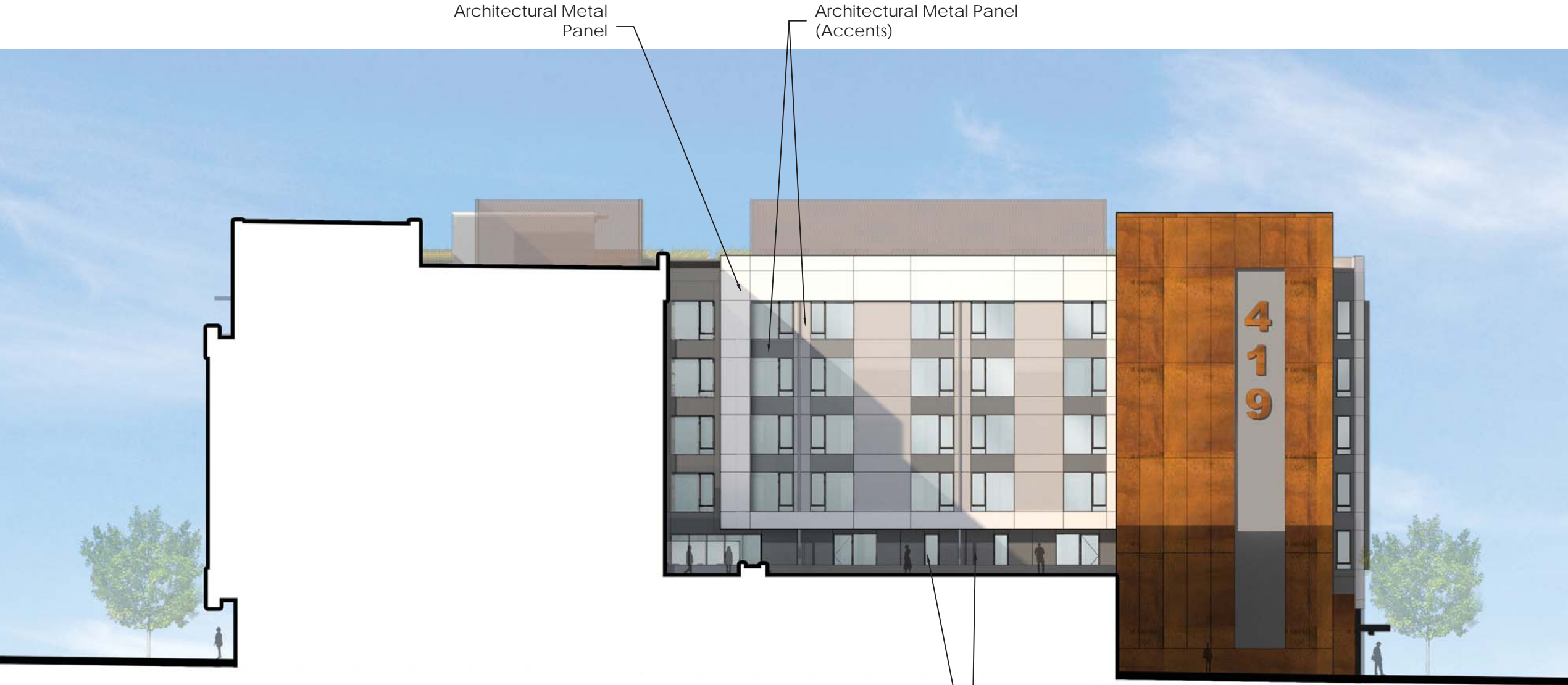


“Simple Material and Color Palette”
“Central City Concern Connection”

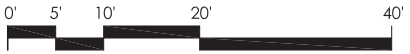
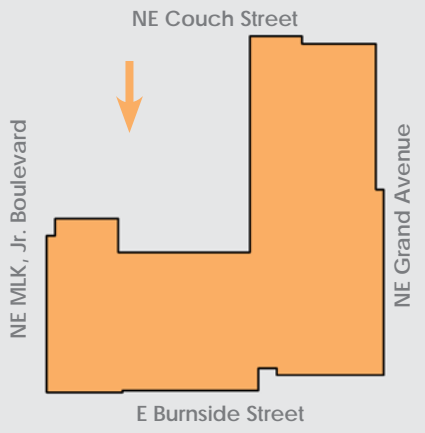


Exterior Elevation - North (Courtyard)

Section 3:
Design Concept



- T.O. Parapet ±70'-0"
- T.O. Sixth Floor (Mezzanine) ±54'-6"
- T.O. Fifth Floor ±44'-10"
- T.O. Fourth Floor ±35'-2"
- T.O. Third Floor ±25'-6"
- T.O. Second Floor ±15'-10"
- T.O. First Floor Varies



Exterior Elevation - West

Section 3:
Design Concept



Weathered Steel Vertical Solar Shading (Perforated Metal) Architectural Metal Panel Architectural Metal Panel (Accents)

Existing Central City Concern Building

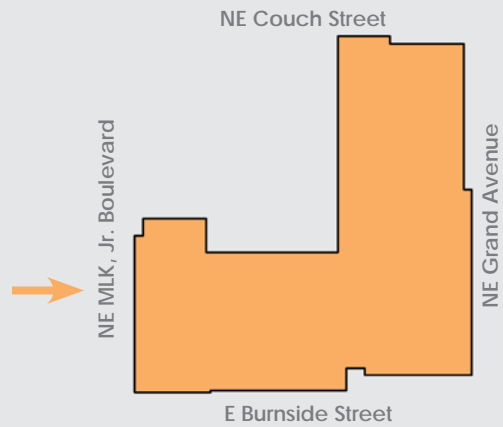
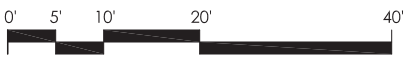
Storefront Glazing

Metal Awning

Arcade

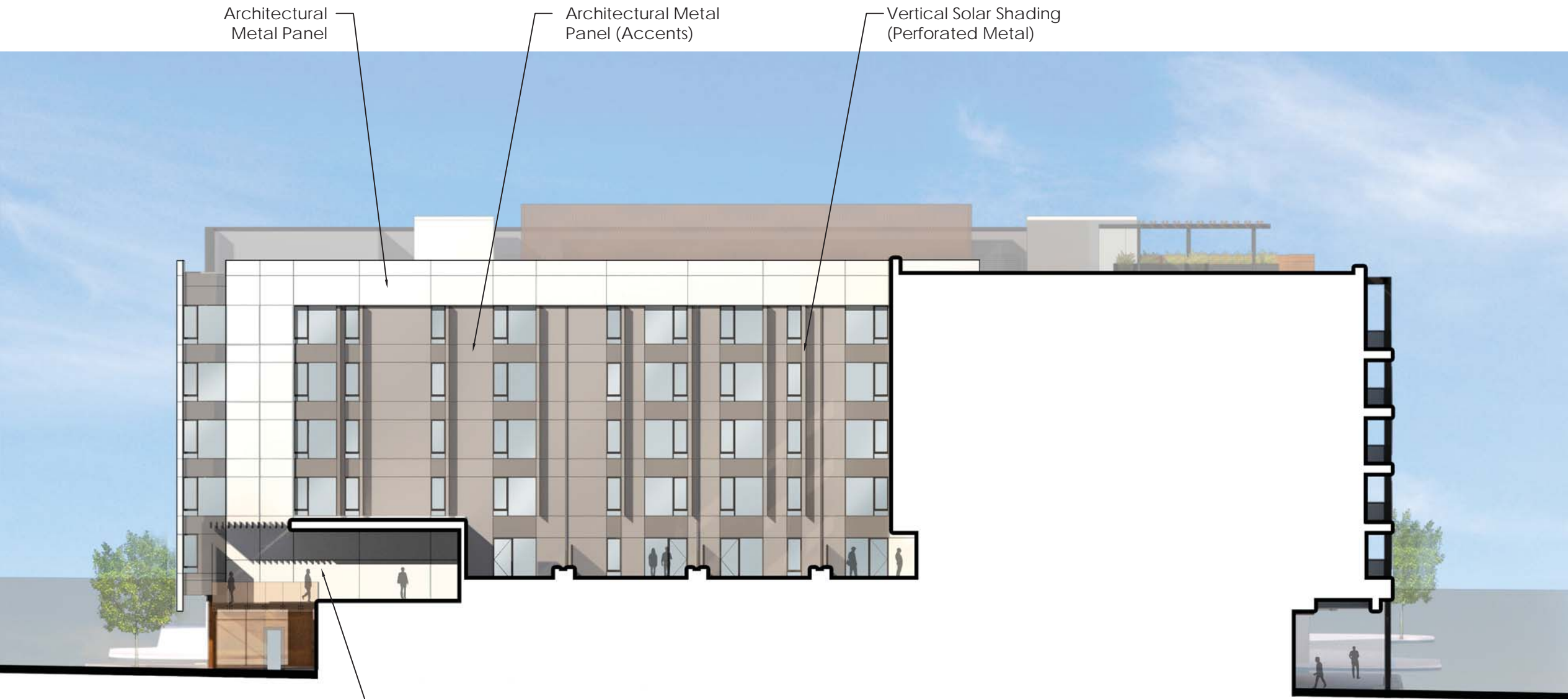
SIGNAGE

- T.O. Parapet ±70'-0"
- T.O. Sixth Floor (Mezzanine) ±54'-6"
- T.O. Fifth Floor ±44'-10"
- T.O. Fourth Floor ±35'-2"
- T.O. Third Floor ±25'-6"
- T.O. Second Floor ±15'-10"
- T.O. First Floor ±-3'-6"

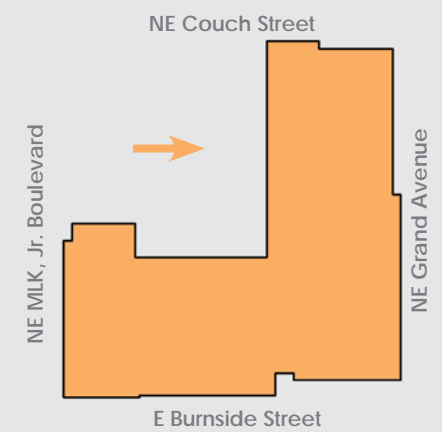


Exterior Elevation - West Courtyard

Section 3:
Design Concept



- T.O. Parapet
±70'-0"
- T.O. Sixth Floor (Mezzanine)
±54'-6"
- T.O. Fifth Floor
±44'-10"
- T.O. Fourth Floor
±35'-2"
- T.O. Third Floor
±25'-6"
- T.O. Second Floor
±15'-10"
- T.O. First Floor
±-3'-6"



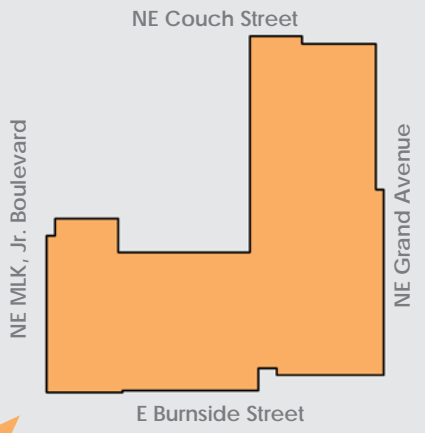
Exterior Perspective

Section 3:

Design Concept



*“Active
roofscape...”*
*“17’-0” arcade
extension...”*

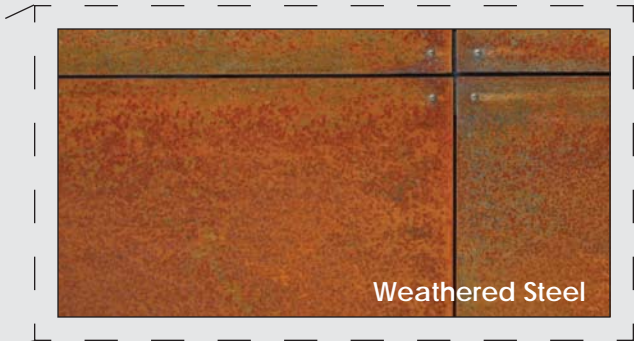


Exterior Perspective

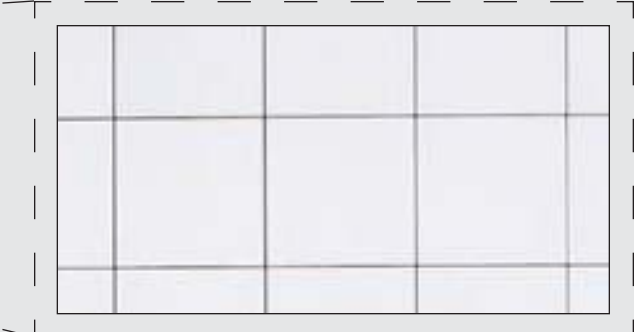


Section 3:

Design Concept



Weathered Steel



Smooth Architectural Metal Panel

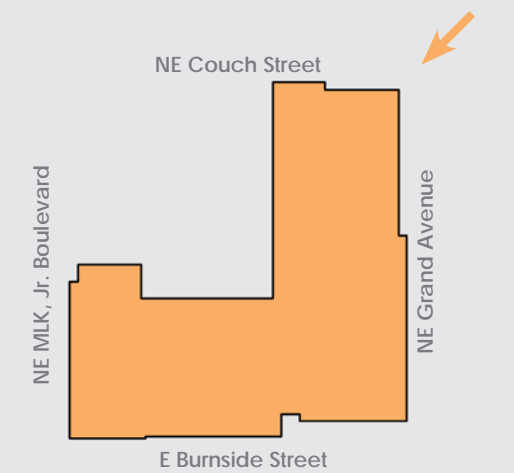
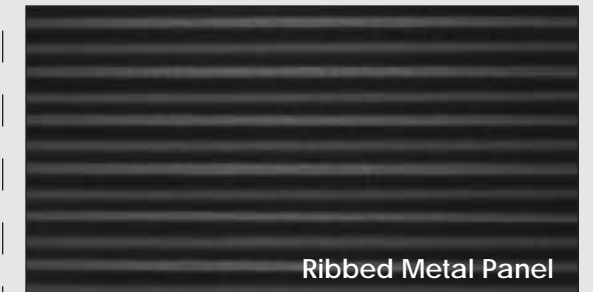


Exterior Perspective



Section 3:
Design Concept

Material Options



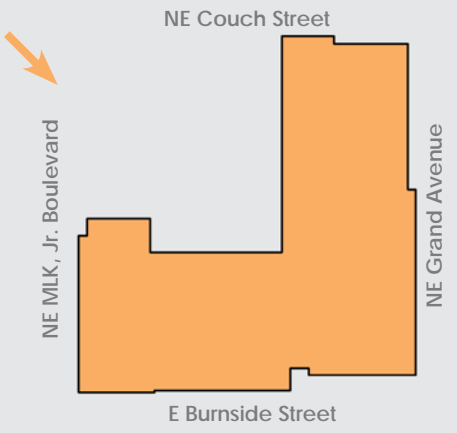
Exterior Perspective

Section 3:

Design Concept



“Exterior second floor patios...”
“Mechanical unit screening”



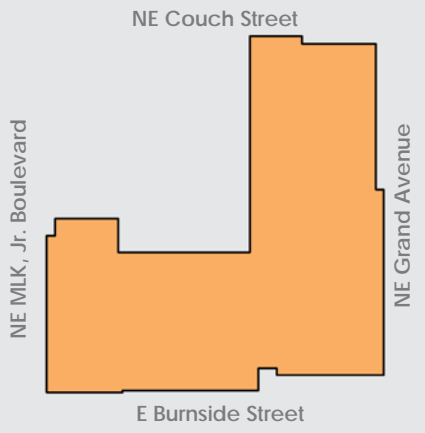
Exterior Perspective

Section 3:

Design Concept



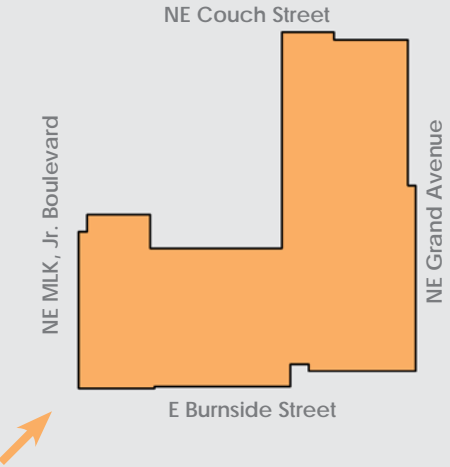
*“Future Block
67 and
Dumbbell
buildings...”*



Exterior Perspective

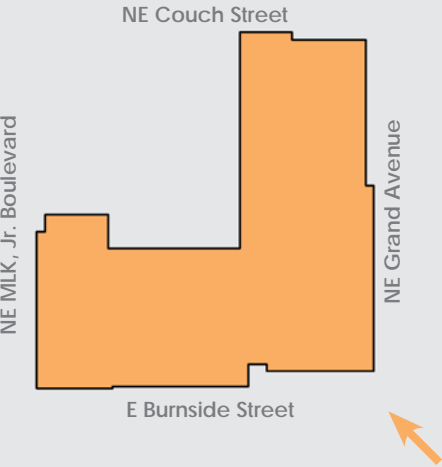
Section 3:

Design Concept



Exterior Perspective

Section 3:
Design Concept

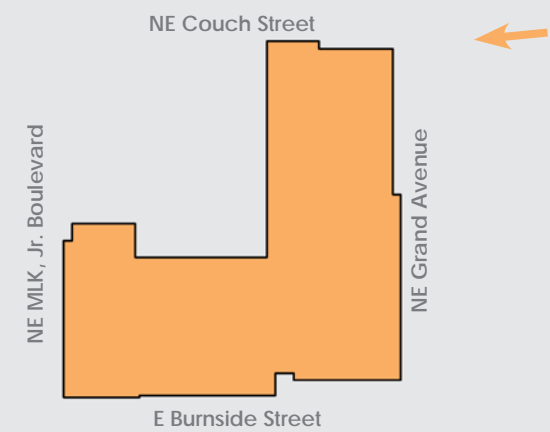


Exterior Perspective

Section 3:
Design Concept



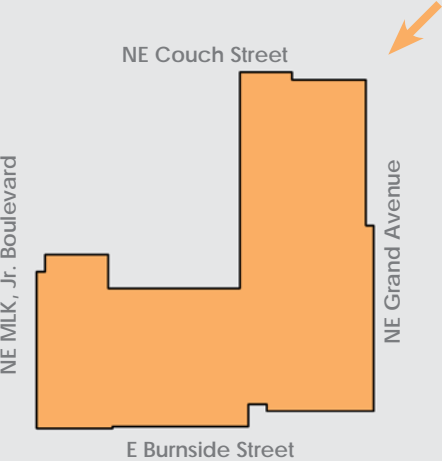
“Future Block 67 and Dumbbell buildings in background...”



Exterior Perspective

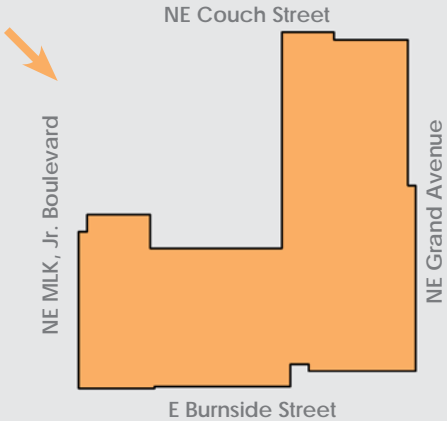
Section 3:

Design Concept



Exterior Perspective

Section 3:
Design Concept



- ✓ **Comment:** *The project will be one of the first buildings seen when crossing over the bridge from downtown and will require high design.*
Response: The new design responds to the site's high visibility from the Burnside Bridge by utilizing the allowed arcade provision. This provision, unique to only this portion of the City, enables to the building to gain approximately 18'-0" of additional visibility and prominence when viewed from the west looking east.
- ✓ **Comment:** *Any design must coalesce into an idea worthy of this site and not be a formulaic approach to the site.*
Response: The new design has been simplified into fewer, but larger architectural moves, responding to the multiple architectural, contextual and social 'layers' already present in the neighborhood. Simple and understandable geometries and forms respond to the industrial character of the neighborhood in a contemporary manner. The arcade along E Burnside further anchors the project into the neighborhood fabric.
- ✓ **Comment:** *The building must reinforce the gateway experience.*
Response: The revised design, with the addition of the arcade, extends the arcade character west towards the bridgehead. The arcade, coupled with the larger proposed building, will create a much stronger gateway project for the neighborhood.
- ✓ **Comment:** *Produce a forward thinking project with simple, strong, and powerful concepts.*
Response: The revised design is a contemporary response to the historical, industrial character of the neighborhood. The project's focal point, the arcade, is interpreted in two ways: the classic application with vertical translation, as well as a more contemporary interpretation that includes no vertical translation but with cantilevered projection. Furthermore, the revised design proposes the use of high contrast materials, both in color (dark vs. light) and in texture (smooth metal panel vs. weathered steel).
- ✓ **Comment:** *Edit down architectural moves to one or two strong ideas using a limited palette of materials, ultimately creating a unified building.*
Response: The revised design has been edited to include three simple massing elements, separated by 'gaskets.' Oriel windows have also been merged into two cantilevered masses, simplifying both the east and north elevations. Materials and fenestrations have also been edited down to include metal panels (three basic colors), weathered steel panels, and two typical window sizes/configurations.



- ✓ **Comment:** *Create hierarchy of decision making.*
Response: The proposed site has the challenge of being located on one of the City's major thoroughfares (E Burnside) and on two street car lines (MLK and Grand Avenue), as well as on the newly formed Couch couplet, which is the primary route into downtown. As such, **the site has three very important frontages to which the building must respond**. Hierarchy has been assigned to the three corners of the site via architectural size, scale and color. The project team believes the southwest corner of the site is the most important corner, followed by the southeast corner, and lastly, the northeast corner. The southwest and southeast corners are articulated similarly (vertical planes revealing a slit of windows, allowing for views up and down the corresponding streets), while the northwest corner is articulated as a 'calming' presence, redirecting the focus to the south elevation.
- ✓ **Comment:** *Concept should not be a graphic idea.*
Response: The revised **design employs simple geometries, textures, color, and massing** to convey a contemporary version of a contextual building.
- ✓ **Comment:** *Respond to the auto orientation, transportation, and circulation of the site forces.*
Response: Several site forces exist on and around the project site. An arcade has been added to the south part of the site, fronting E Burnside, to respond to the active pedestrian and commercial/retail character of E Burnside Street. Active ground floor uses such as commercial/retail and live-work have been added to the two frontages that face the new street car lines (MLK Boulevard and Grand Avenue), allowing them to capitalize on the added exposure of individuals entering and leaving the neighborhood via public transportation. Building services have been located either in 'gaskets,' adjacent to the existing building at the northwest corner of the site (facing Couch Street), or mid-block (the least desirable commercial/retail location) on Grand Avenue.
- ✓ **Comment:** *Utilize the arcade provision unique to this area of Portland.*
Response: **Both a historical version** (with vertical translation) **and a contemporary version** (horizontal cantilever with no vertical translation) **have been added to E Burnside Street.**



- ✓ **Comment:** Create an identity for the lobby.
Response: *The residential lobby has been relocated from the southwest corner of the site to the southeast corner fronting Burnside.*
 This enabled the retail/commercial uses at the southwest corner to grow in size and respond to the highly visible nature of the bridgehead and adjacent streetcar line. The new residential lobby is located in a 'gasket' between the historical and contemporary arcade interpretations and will include a generous lobby and common area, complete with a lounge for residents, fireplace and industrial-inspired art.
- ✓ **Comment:** The entire ground floor should be commercial/retail.
Response: *The revised design includes multiple active ground floor uses.* Uses will depend on market demand, but will likely include commercial/retail and/or live-work units.
- ✓ **Comment:** Cover all parking.
Response: *All parking has been covered.*
- ✓ **Comment:** Sublimity is acceptable.
Response: *The revised design has been simplified* in great detail to reflect clear architectural intent.
- ✓ **Comment:** Massing with metal panels should not be projecting boxes or complex shapes.
Response: Architectural massing and corresponding material selections *have been simplified.* Complex shapes have been removed and replaced with clear and understandable forms.
- ✓ **Comment:** Increase the distance from the adjacent building to the north and the western property lines at inside faces of the building to create a more desirable dwelling experience.
Response: *The design has been revised to include 15'-0" + clearances between the north and northwest interior faces of the proposed building.* Dwelling units facing west and north have been simplified to enhance the living experience.

