

CITY OF PORTLAND, OREGON



**Bureau of
Development
Services** FROM CONCEPT
TO CONSTRUCTION

Staff Presentation to the Portland Design Commission

**Design Advice Request
EA 15-273235 DA**

PacWest Alterations

February 18, 2016



SITE DESCRIPTION

Site Area

Lot Area: 40,000 SF

Site Disposition

Sloped downward, SW to NE

Existing Condition

PacWest Center, built in 1984

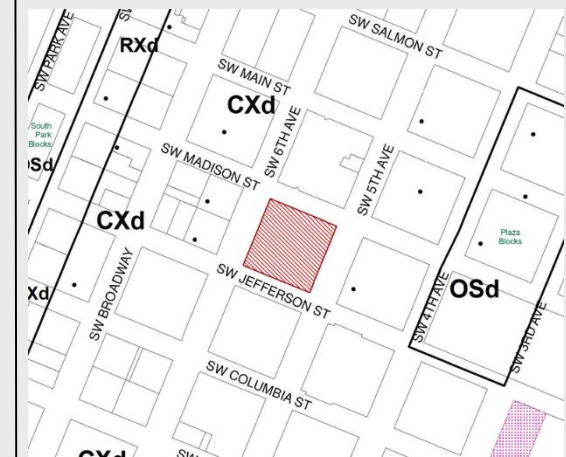
Street Frontages

SW 6th Ave – W
 SW Madison – N
 SW 5th Ave – E
 SW Jefferson - S

Plan Districts / *Approval Criteria*

Central City Plan District, Downtown SubDistrict

Central City Fundamental Design Guidelines





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Street Designation

SW 5th Ave – Regional Transit & Major Transit Priority Street, *City Walkway*

SW Jefferson – Transit Access Street, *City Bikeway*

SW 6th Ave – Regional Transit & Major Transit Priority Street, *City Walkway*,
City Bikeway

SW Madison – Major Transit Priority Street, *City Bikeway*, *City Walkway*

Transit

Max – on SW 5th & 6th Ave, Bus – on all Four streets



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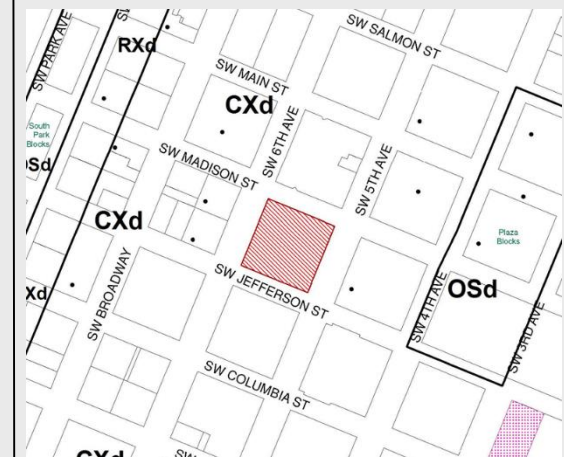
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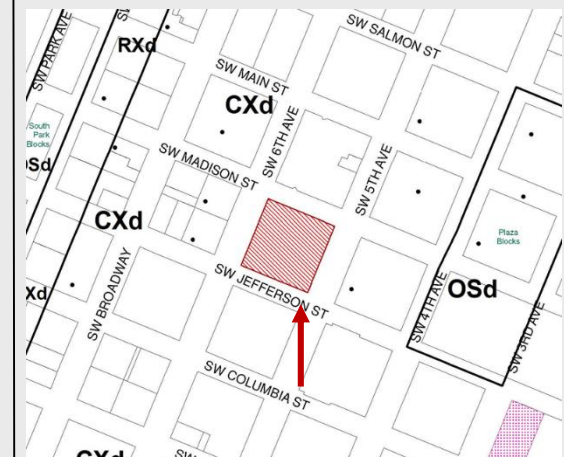
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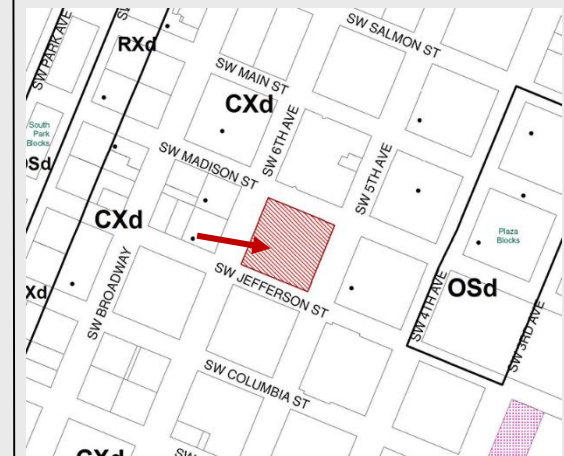
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CODE CONTEXT

ZONING:

CXd – Central Commercial
w/ Design overlay

FLOOR AREA RATIO

12:1 max. +bonuses

HEIGHT

300' max.

Building History

Existing building approved, on appeal to City Council, for 14.2:1 FAR,
per Ordinance No. 150773, December 3, 1980.

City records indicate 14.9:1 existing FAR (596,161 sf total)





PROJECT OVERVIEW

Additional FAR

unknown; may be limited to 3,839sf; must be achieved through bonuses

Height

N/A

Exterior Alterations

Removal of original elements
New infill, canopies, landscaping, signage
Operable storefronts
Alterations within ROW

Legend

1. Raised Steel Planter with Signage
2. Wood Slab Bench
3. Bermed Entry Feature Planting Area
4. Specialty Concrete Paving to Match Lobby Paving
5. Flush Paving Entry To Starbucks Area
6. Raised Steel Planter with Bench
7. Light Rail Canopy
8. Bermed Entry Feature Planter
9. Sidewalk Level Planters
10. Secondary Entry Paving - Stone Pavers
11. Property Line

S.W. MADISON STREET

S.W. 6th AVENUE

S.W. 5th AVENUE

S.W. JEFFERSON STREET

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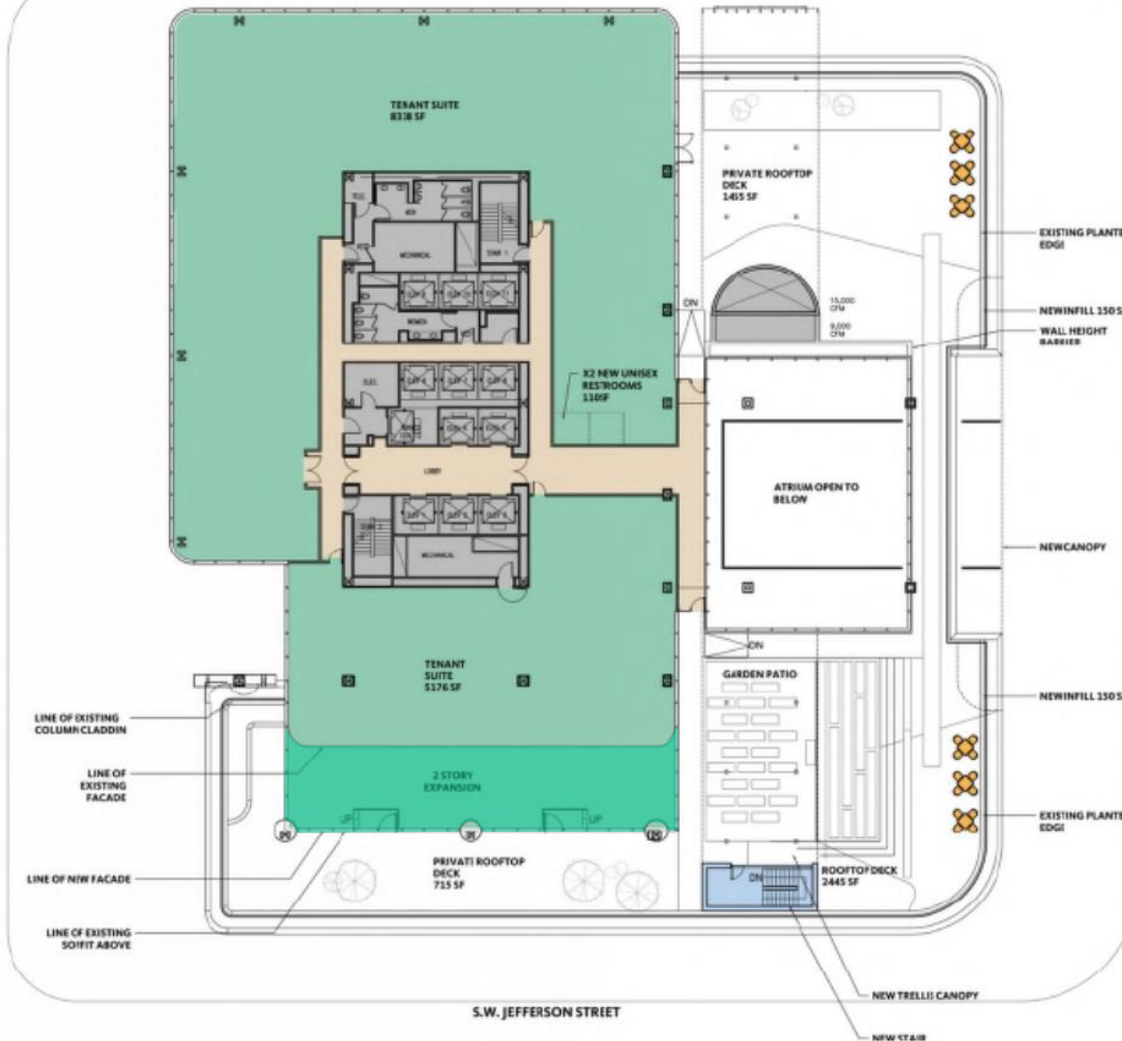
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AREAS FOR DISCUSSION

(per Memo)

#1: General Comments

#2: Curved Forms

#3: Privatization of Right-of-Way

#4: Canopies

#5: Wood

#6: Greenery

#7: Signage

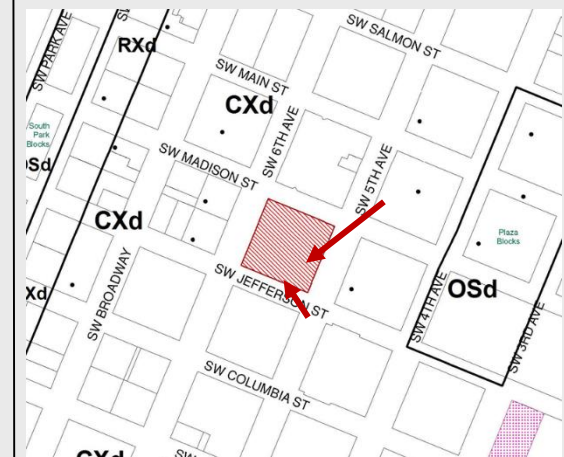
Iconic SOM building

Restrained Material Palette

Curved Forms, including NE corner glazing

Bull-nose Granite Stem Walls

Additional FAR needs to be acquired through bonuses, not yet identified





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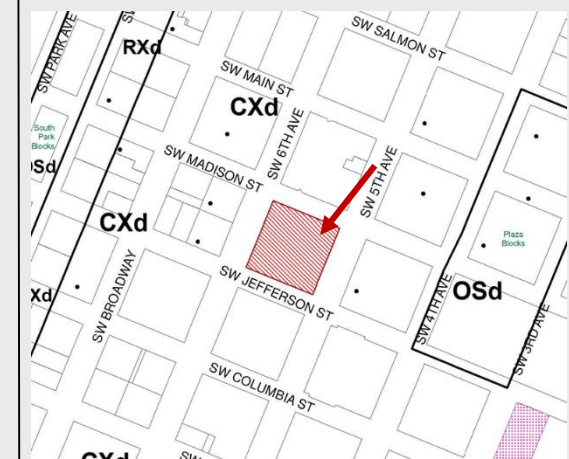
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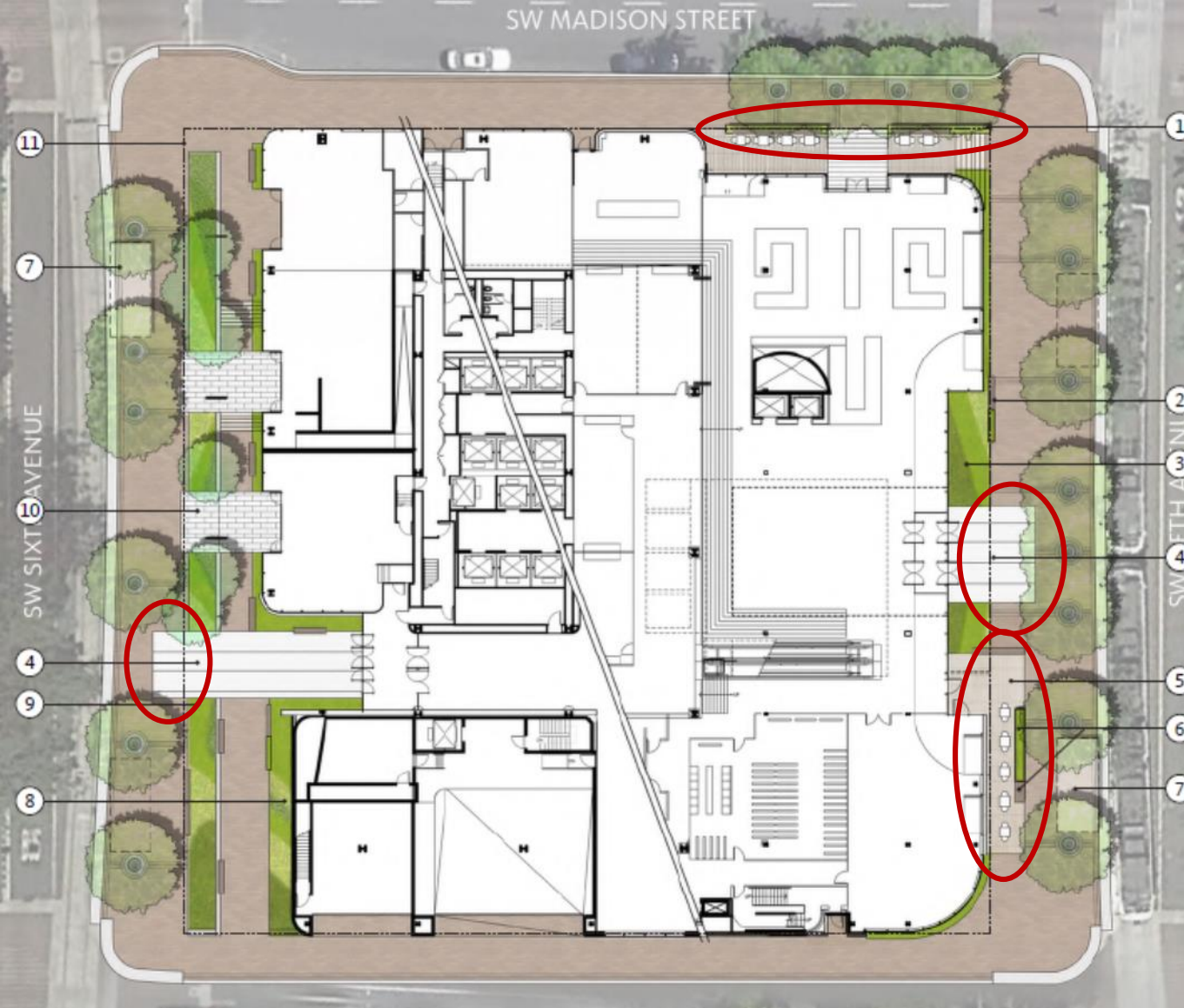
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Removal of Existing Oblong Granite Planter and other original Brick planters

New planters, fixed and café seating, and paving patterns proposed in ROW
 PBOT does not support alternate paving patterns in the Bus Mall ROW
 Revocable Encroachment Permit for proposed benches and planters in ROW





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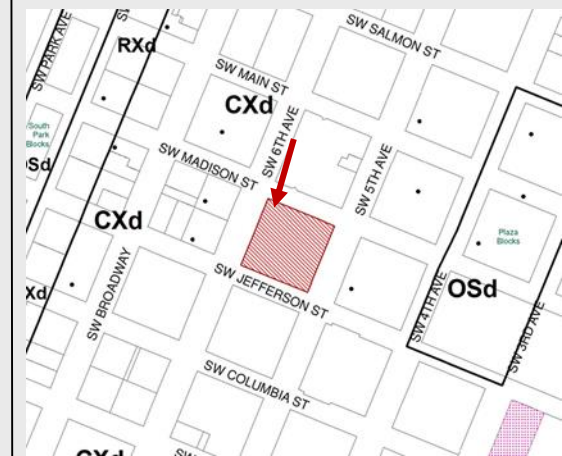
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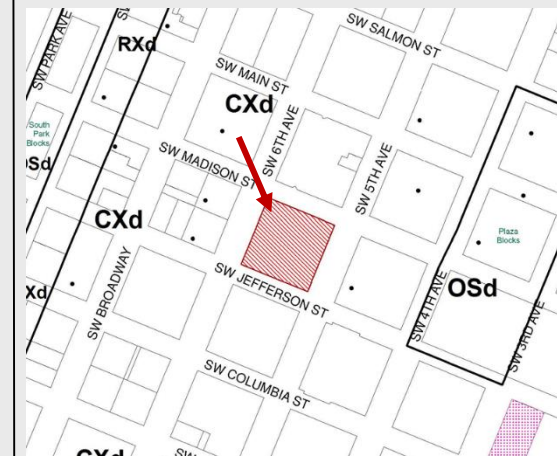
Removal of original canopies

One large new canopy at west primary entrance

New canopies proposed at west façade retail entries

One linear canopy proposed at north seating area

Possible loss of total coverage





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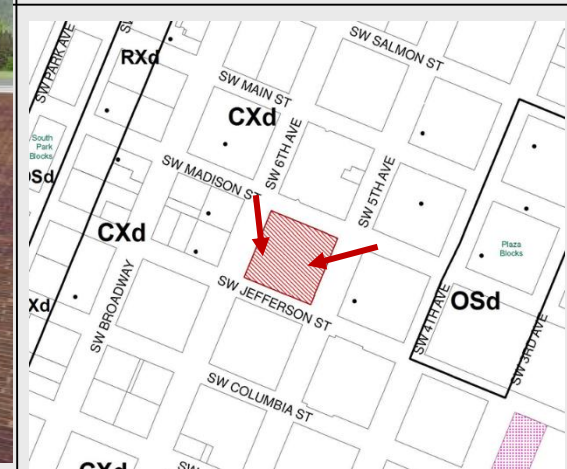
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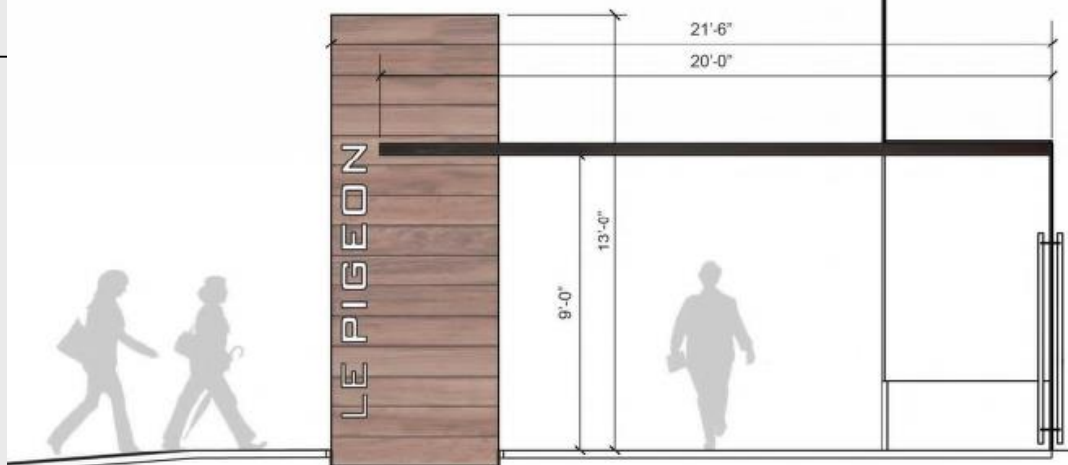
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Face of Existing Building





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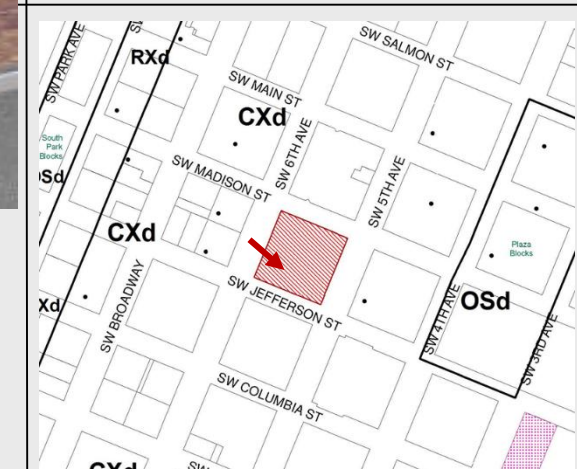
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Wood – proposed at benches, signage, trellises, main canopy, and interior

Foreign material with regard to existing material palette

Concerns about maintenance, wear from weather, vandalism in high-traffic areas

Vertical landscapes – long-term maintenance, use as architectural treatment

Horizontal landscape elements – berms, in ground planters at building and street edge



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Signage – Limited to 100 sf per sign, larger would require a Modification
 Signs at the street level are rarely approved above 50 sf



DoCoMoMo US, Oregon Chapter, received February 17, 2016

Iconic 20th Century Building, built by Hugh Stubbins & Associates of Cambridge and SOM, last of a series of skyscrapers built in the south end of Downtown Portland in the 1960s-80s

Strong concerns, noting rigorous language of ribbon windows and character-defining curved corners; loss of curves at main entry for minimal gain in floor area is undesirable

Any new material should complement restrained palette of glass and aluminum; few examples of successful green walls – would be regrettable to lose original canopies for such features

Encourages additional study and more respect for the original building

Public Comments



questions

