



City of Portland
Bureau of Development Services
Land Use Services Division

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MEMORANDUM

Date: September 7, 2005
To: Jay Winfrey, HOLST Architecture
From: Kristen Minor, Development Review
Phone number 503-823-7972
Re: 05-141301 DA – Retail Building in the Alphabet Historic District
August 22, 2005 Design Advice Request Summary Memo

Thank you for taking advantage of the opportunity to hold a Design Advice Request regarding your project. I hope you find it informative and valuable as you continue with your project development. Attached is a summary of the comments provided by the Landmarks Commission at the August 22, 2005 Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. For a small fee we can provide you with copies of those recordings; to request copies, please call 503-823-7814.

These Landmarks Commission comments are intended to guide you in further design exploration of your project. These comments may also inform City staff when giving guidance over the course of future related land use reviews. It should be understood that these comments address the project as presented on August 22, 2005. As the project design evolves, the comments, too, may evolve or may no longer be pertinent.

Design Advice Requests are not intended to substitute for other Code-required land use or legislative procedures. Please keep in mind that the formal Type III land use review process [which includes a pre-application conference, a land use review application, public notification, a Staff Report and a public hearing] must be followed once the Design Advice Request meetings are complete, if formal approval for specific elements of your project is desired. Also note that Zoning Code Standards [such as FAR and height] must be met at the time of Historic Design Review Application submittal, or Adjustments and/or Modifications requested.

I am available to assist you in scheduling your next Design Advice Request or coordinating the submittal of your Type III Historic Design Review application.

Feel free to contact me directly at 503-823-7972.

Encl:
Summary Memo

Cc: Landmarks Commission
Those who testified at the hearing
Giustina Group, David Davini

This summary memo summarizes Landmarks Commission design advice provided at the August 22, 2005 Design Advice Request hearing.

1. Minimum FAR requirement & related Adjustment

- This Adjustment request is directly related to the expression of the façade.
- The minimum FAR requirement is meant to create an active second story.
- Design offers little to accommodate a future use or expansion to second level.
- Considering the likely expense of the land, it does not appear unreasonable to provide additional floor area to meet this requirement.
- Agree that parking is unreasonable on a 50 x 100 lot.

2. Proposed sign area

- The measurement of the sign area would be per Title 32, Sign Code, and include the area of a rectangle shape around the “apple” logo.
- This is a corporate structure that meets a corporate brand.

3. Ground floor storefront corner at NW 23rd and Glisan

- A corner entrance is not necessarily a requirement of an active storefront system; ground floor window views into interesting spaces would contribute to a positive pedestrian experience.
- High quality materials are expected.
- More human based metaphors are needed; additional pedestrian scale elements and details are needed.

4. Second story window requirement and related Adjustments/Modifications

- False windows or fake window patterning would not be appropriate.

5. Building skin, materials and detailing

- High quality materials are expected.
- Articulation of the materials is the main concern – at least two layers of scaled materials are needed between the “grain of the wood” and the volume of the overall massing.
- Less or no stainless steel/metal cladding would be more appropriate.
- The materials and scale are unfriendly to the pedestrian environment and the historic fabric of the Alphabet Historic District and could be more appropriate to a downtown location.
- The Modern style has many levels of scale from massing to joints that should be further explored in this design.
- Faux historicism would not be an appropriate solution.
- The Dosha building is wonderfully exuberant – this proposal is leaden. The constraint appears to come from the retail identity branding.

EXHIBITS
NOT ATTACHED UNLESS INDICATED

- A. Applicant's Design Advice Submittal
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. – 8. Design Evolution
 - 9. Site Vicinity Plan
 - 10. First Floor Plan
 - 11. East Elevation – NW 23rd Avenue
 - 12. North Elevation – NW Glisan Street
 - 13. South Elevation
 - 14. West Elevation
 - 15. View of NE corner
 - 16. View of SW corner
 - 17. Night view of NE corner
- D. Notification information:
 - 1. May 5, 2005 Notice of Potential Future Development
 - 2. Mailing List
- E. Agency Responses: [none]
- F. Correspondence:
 - 1. Jana Zeedyk, PH.D, facsimile response August 18, 2005
- G. Other:
 - 1. Original LU Application
 - 2. Site History Research
 - 3. Contacts
 - 4. August 12, 2005 Staff Memo to Portland Landmarks Commission
 - 5. August 22, 2005 PowerPoint presentation