

Planning and Urban Development Department

Planning Division



Subject: B7 Design Review – 20 Marginal Way

Written by: Caitlin Cameron, Urban Designer

Date of Review: Wednesday, June 10, 2015

On Wednesday, June 10, a design review according to the *City of Portland Design Manual Standards* was performed for the new construction proposal for redevelopment at 20 Marginal Way. The revisions were reviewed by Caitlin Cameron, Urban Designer, Jean Fraser, Planner, and Alex Jaegerman, Planning Division Director, Planning Division of the Department of Planning & Urban Development. The project was reviewed against the *B-7 Mixed Use Urban District Zone Design Principles & Standards* (Appendix 4 of the Design Manual).

Design Review Criteria:

The project must meet all *B-7 Design Principles & Standards*.

Findings of the Design Review:

Overall the proposal is close to meeting the B-7 Design Guidelines. The building is of a scale and orientation conducive to an urban, multi-modal, and on-peninsula site. The ground level provides an active frontage with storefront and street-facing entries. The project also provides a sustainable design employing solar panels.

The proposed design currently **does not pass** all of the criteria of the *B7 Design Guidelines* – please refer to comments below regarding Standards requiring response. The following information is needed before the final recommendation can be made:

- material types and finishes
- master signage plan

Principle A: Urban Design

A-5: Pedestrian Environment – *Development on public streets or public spaces shall . . . enhance the pedestrian environment through the use of elements at the first floor such as fully functioning entries oriented to the street; active windows and storefronts; awnings and weather protection; appropriately scaled streetlights; trees and landscaping; . . .*

- **Staff does not support the applicant’s waiver request for landscaping.**

A-7: Building Orientation – *The primary facades and entrances of buildings shall be oriented to streets, major pedestrian routes, or open spaces in order enhance the pedestrian-oriented environment. The primary facades and entrances of buildings shall not be oriented toward parking lots.*

- The project is oriented well, creating a street wall and includes street-facing entries at the sidewalk. In order to prevent the door swing from encroaching on the public right-of-way, the reviewers recommend recessing the entry.

Principle C: Parking, Loading and Service Areas

C-6: Surface Lots – Areas devoted to surface parking shall be screened from public rights of way and significant views through the use of design elements such as planting, fencing, grade changes, and/or walls. A landscaped border shall be created around all surface parking lots. Any parking lot containing ten (10) or more parking spaces shall include one (1) or more landscaped islands within the interior of the lot. There shall be at least one (1) island for every twenty (20) spaces.

- Staff does not support the applicant’s waiver request for landscaping at the surface parking lot.

Principle E: Architectural Design

E-1: Architectural Design – New development in Bayside may be a variety of architectural styles, . . . A respectful integration of contemporary design within the existing context shall complement, reinforce and enhance the prevailing patterns and proportions of adjacent buildings without requiring imitation or repetition.

- The proposed façade design facing the street is awkwardly proportioned and does not create a balanced façade composition. Staff proposes the composition be adjusted using the material and belt line placement as suggested in the attached sketches. This is one suggestion to adjust the façade proportions – the design team/applicant may propose other alternatives that achieve the same objective.

E-12: Materials – Facades visible from public rights of way shall use natural and authentic building materials that are expected to last at least 50 years. Predominant materials shall be brick, stone, precast concrete and other masonry products, wood, glass, and high quality metals such as steel, titanium and copper. . . . Materials such as thin gauge metal panels, exterior insulation and finish systems (EIFS), panelized “thin brick,” vinyl siding, or stucco on Styrofoam or a similar backing shall not be used on facades visible from the public rights of way. Fiber-cement clapboard and shingles may be used. Fiber cement panels shall only be used on portions of the building not visible from public rights of way. Public spaces shall be constructed of permanent, durable materials such as concrete, brick or stone.

- Submission of material types and finishes is required to evaluate the proposal.

E-13: Transparency – Windows that have daylighting application on all levels of the façade shall use glass with a visible transmittance (VT) value of .7 or greater, which looks clear. . . . Opaque, heavily tinted or reflective glass shall not be used at the pedestrian level unless it can be demonstrated that the building program precludes the use of transparent glass.

- VT of .7 or greater is required by the standard.

E-16: Signage – A master signage plan shall be required for all new construction as part of the site plan review process. Signage on new buildings shall be related to, and an integral part of, the design of the building. The master sign plan shall allow adaptability for changing tenants and uses over time. See Appendix 4 for additional signage standards.

- Submission of a master signage plan is required to evaluate the proposal.