

A PLACE TO BE

THE SKANNER HEADQUARTERS MUSIC AND COMMUNICATION CENTER



OPPORTUNITIES AND LIMITATIONS

- Max FAR: 4:1
- Max Height: 100 feet
- Min Building Setbacks: None
- From top of riverbank: 25 feet
- Max Building Setbacks: 10 feet (transit street)
- Building Coverage: No Limit
- Min Landscaped: None
- Parking: Not Required
- Street Facade: Ground Level 50% of length, 25% of area

ADVANTAGES

- can accommodate multi-story 30,000-60,000 sf building (total possible: 112,200 sf)
- views of the river and central city along entire southeast
- high visibility
- immediate proximity to two bus lines and their stops
- well within a quarter mile of stop for MAX red, blue, green, and yellow lines and streetcar stop
- bike and pedestrian access, located off N. Interstate Avenue
- opportunity to reclaim property from the displacement of the Rose Quarter

DISADVANTAGES

- at southernmost edge of the Albina neighborhoods
- located within the Rose Quarter, potential overpopulation of traffic during events
- removed from parks and commercial amenities
- under base of east bank of Broadway Bridge

INTERPRETIVE CONDITIONS

The site is adjacent to and a part of the Rose Quarter, the development of which displaced the communities once living there. While not in the heart of the Albina neighborhoods, the site is situated near an area of historic importance to the area and the demographics. While negative associations may come with the site, a chance to reclaim property that once belonged to the Albina neighborhoods and to most effectively present the culture and history of the area to a larger and wider audience exists.



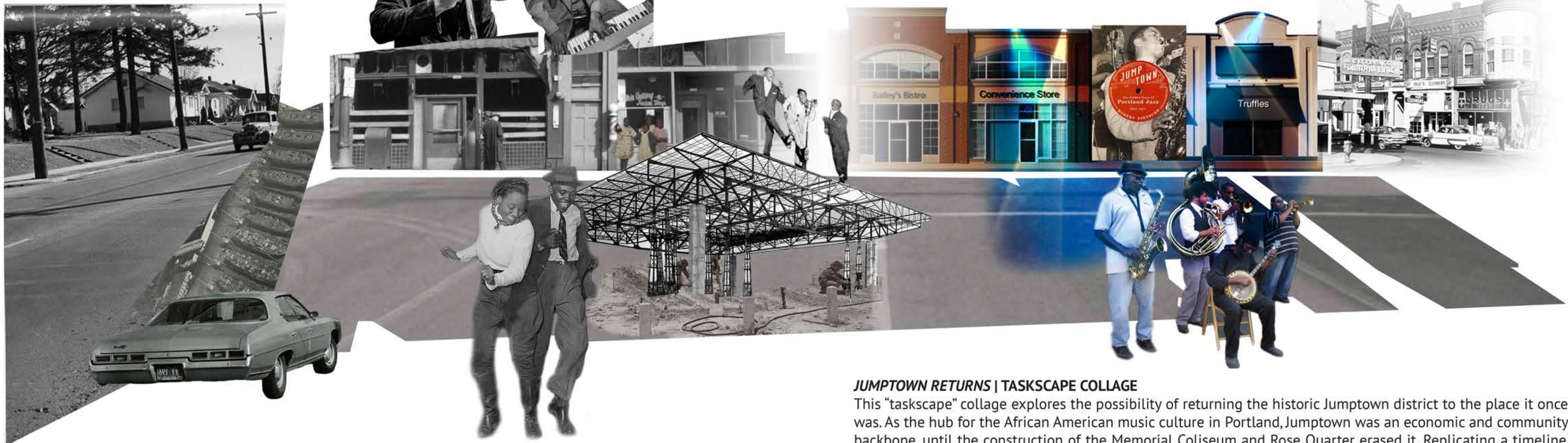
Pre Rose Quarter



Post Rose Quarter



Post Rose Garden



JUMPTOWN RETURNS | TASKSCAPE COLLAGE

This "taskscape" collage explores the possibility of returning the historic Jumptown district to the place it once was. As the hub for the African American music culture in Portland, Jumptown was an economic and community backbone, until the construction of the Memorial Coliseum and Rose Quarter erased it. Replicating a timeline, the collage gives the story of what once was, how it came to be displaced and resultantly ended, and proposes the question: *What could it look like if "the right to return" mindset was acted upon and the cultural activities behind Jumptown were once again brought to their original location and prominence?*

Performance Venues



Spaces for music performances create community engagement through cultural activities. Music brings all members of the community together through a shared language and experience.



Music + Business Education Services



Spaces servicing all levels of music production, from instrument crafting and practice to recording studios and radio stations, provide everyone with appropriate amenities and aspirations.



Community Engagement

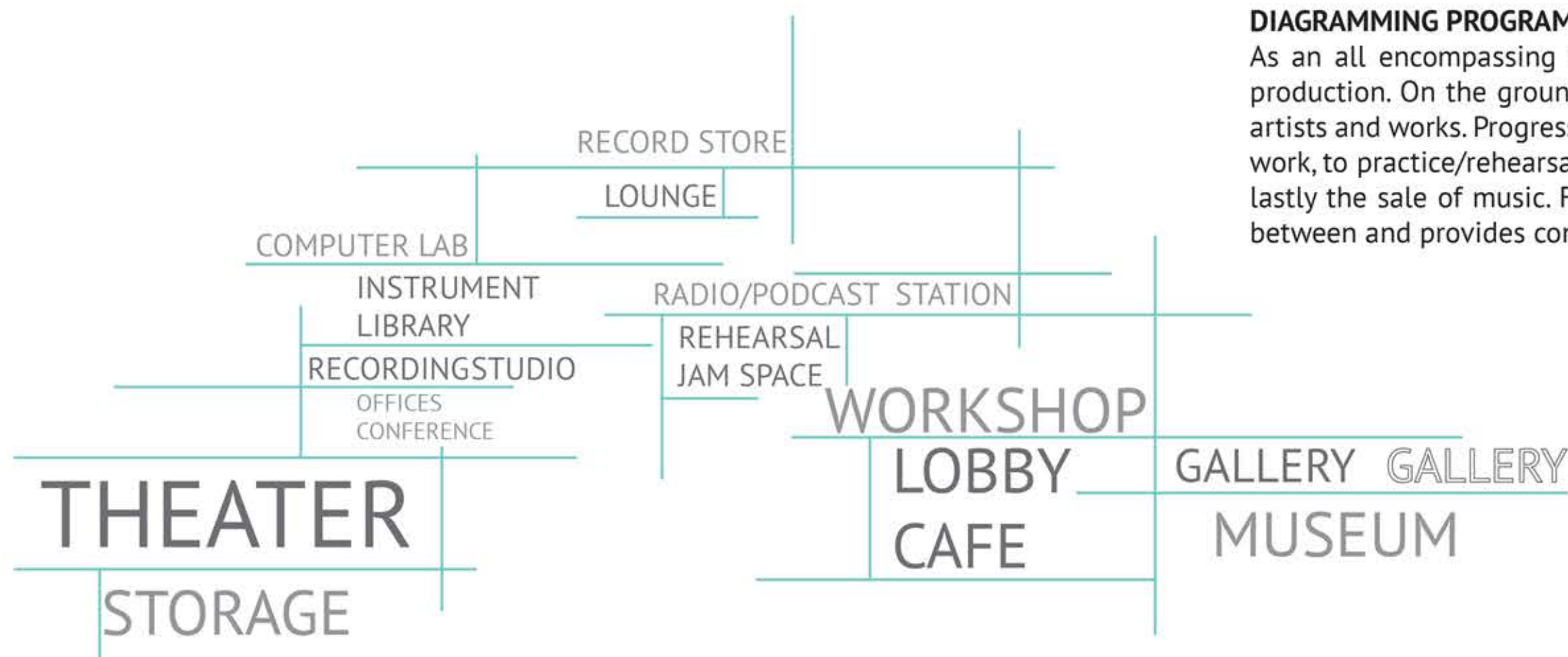


Facilities for musicians to give lessons allows for youth to connect to elderly and share conversation and dialogue through shared interest creating positive community interaction.

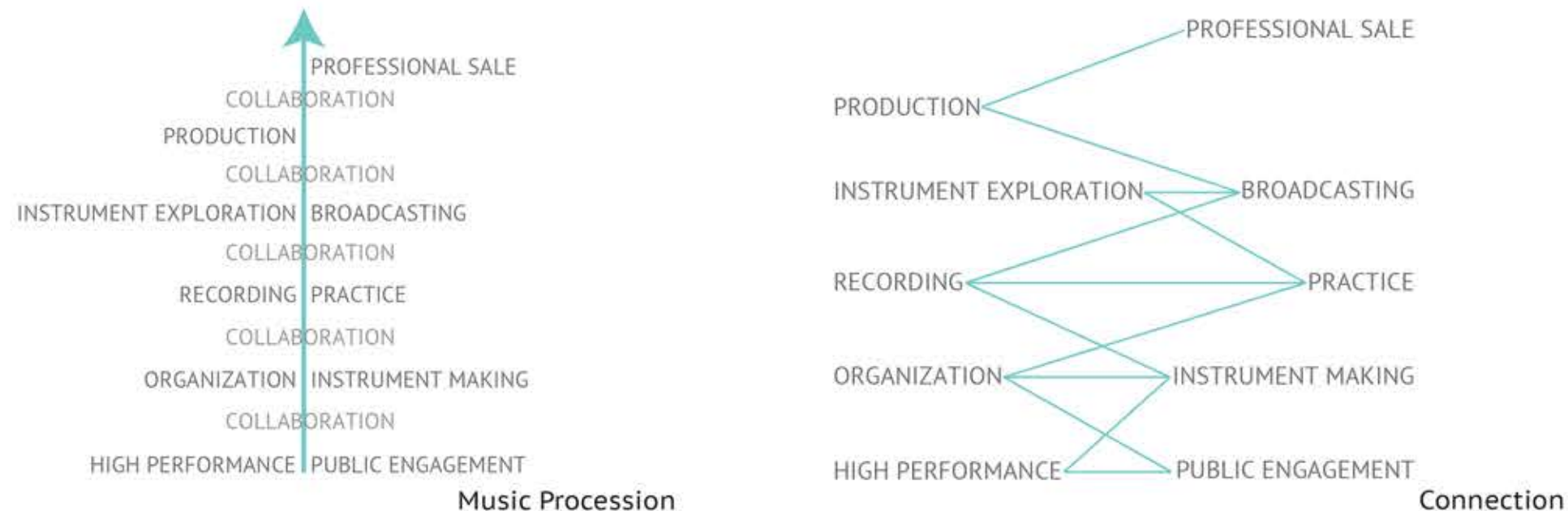


DIAGRAMMING PROGRAM

As an all encompassing music center, the building incorporates a multitude of spaces for the various levels of music experience and its production. On the ground floor, music engages with the public through performances and a museum and gallery for current and historical artists and works. Progressing upwards, the building tells the story of music as a business: from instrument making and office behind-the-scene work, to practice/rehearsal and professional recording, to radio and podcast broadcasting and instrument exploration, to final production, and lastly the sale of music. From beginner to professional, the building allows official and unofficial collaboration opportunities everywhere in between and provides connections of aspirations, reminders, and inspiration throughout.

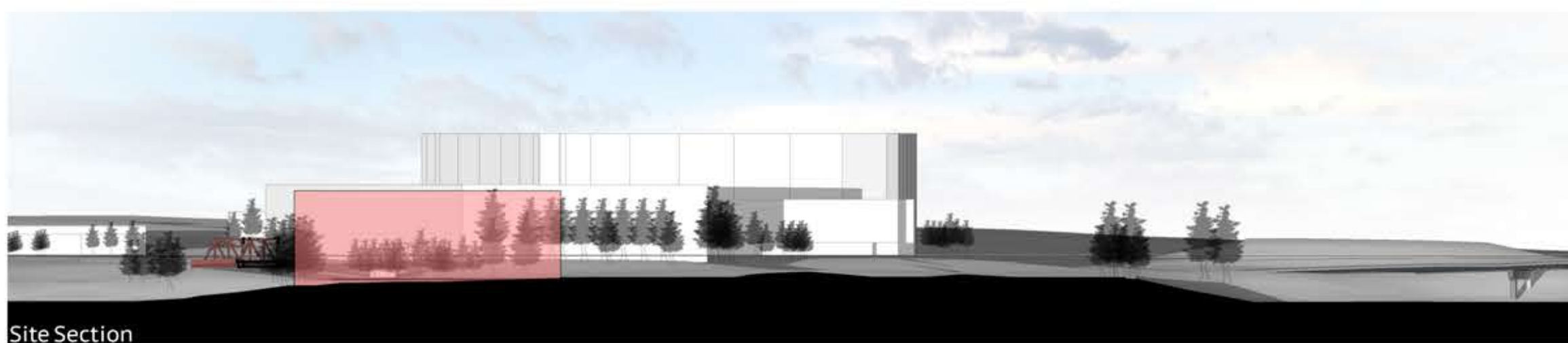


Spatial Intentions



REGULATORY CONDITIONS

Zoned CXdg (central commercial with design overlay and greenway overlay designations) the site's development is heavily regulated. The design overlay requires design review for any significant development and the greenway overlay (subcategorized as "river general") "allows for uses and development which are consistent with the base zoning, which allow for public use and enjoyment of the waterfront, and which enhance the river's natural and scenic qualities." The primary requirement of this overlay zone is for a 25' greenway setback inwards from the top of the river bank. This reduces the size of the site available to build upon to roughly 320 ft by 75 ft, resulting in a ground floor square footage maximum of approximately 28,050 sf. The site is also located within the central city plan district, which allows for a maximum building height of 100 ft (overruling the 75 ft limit of the central commercial zone) and has no minimum setback (but being located on a transit street restricts a maximum 10 ft setback), no building coverage limit, no minimum landscaped requirement, and requires the ground level street facing facade to be 50% windows in length and 25% windows in area. Additionally, being within the central city plan district, several regulations of the greenway overlay are overruled, such as the FAR of 2:1. With an FAR of 4:1, the max square footage of a potential building is 112,200 sf.



Site Section

COMBATING THE ROSE QUARTER

While the site allows for a maximum of 100 feet, the 4:1 FAR significantly limits the actual height of the building. In returning the once history and culture of the area, the building needs to make an impact and speak loudly. Adjacent to the Memorial Coliseum, Moda Center, and Broadway Bridge, the building must take full advantage of the allowable 100 feet in order to avoid being overshadowed. Massing models explore how to reach 100 feet while creatively following the 4:1 FAR, simultaneously creating a unique, high-end and state-of-the-art modern architecture.

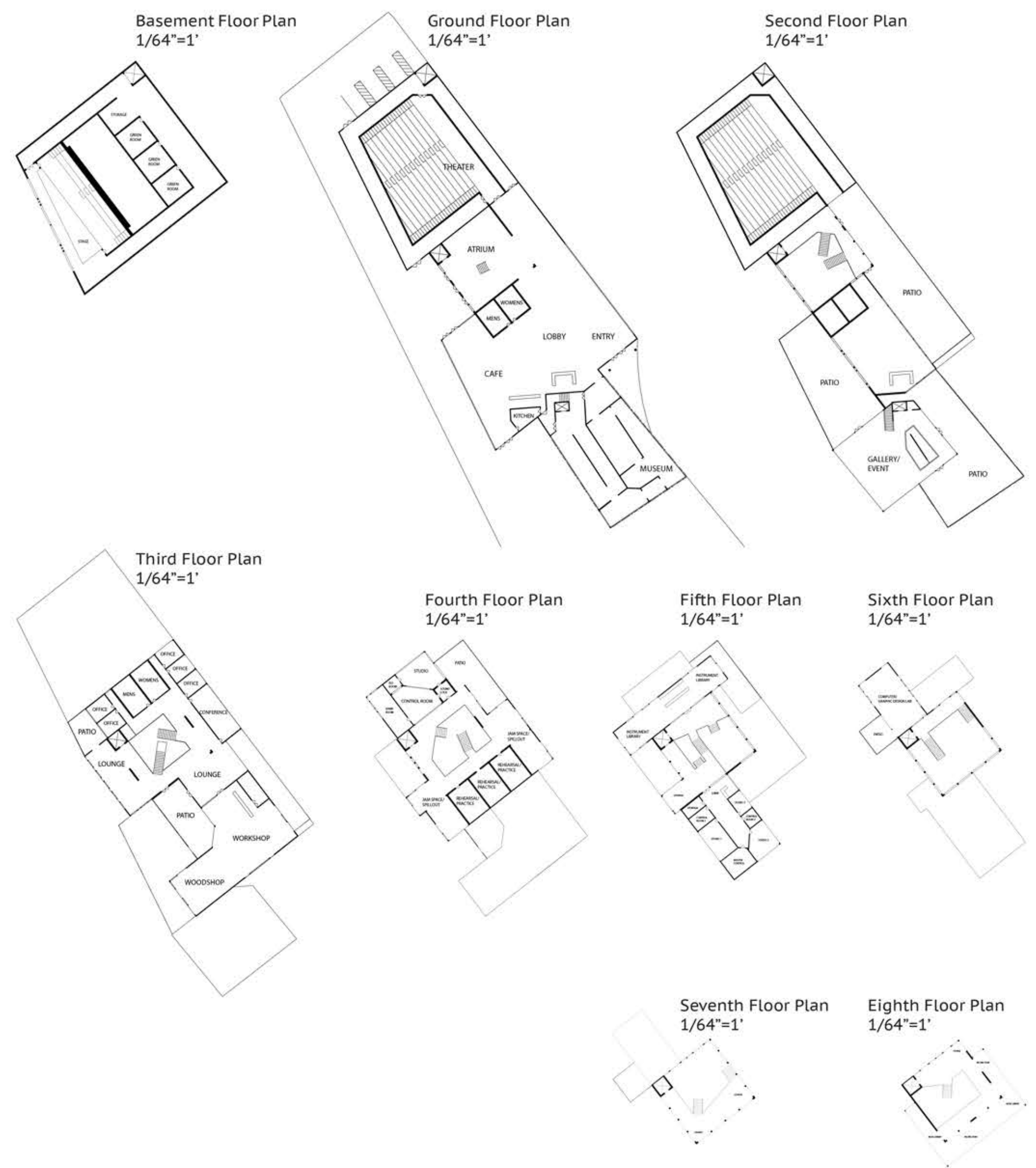
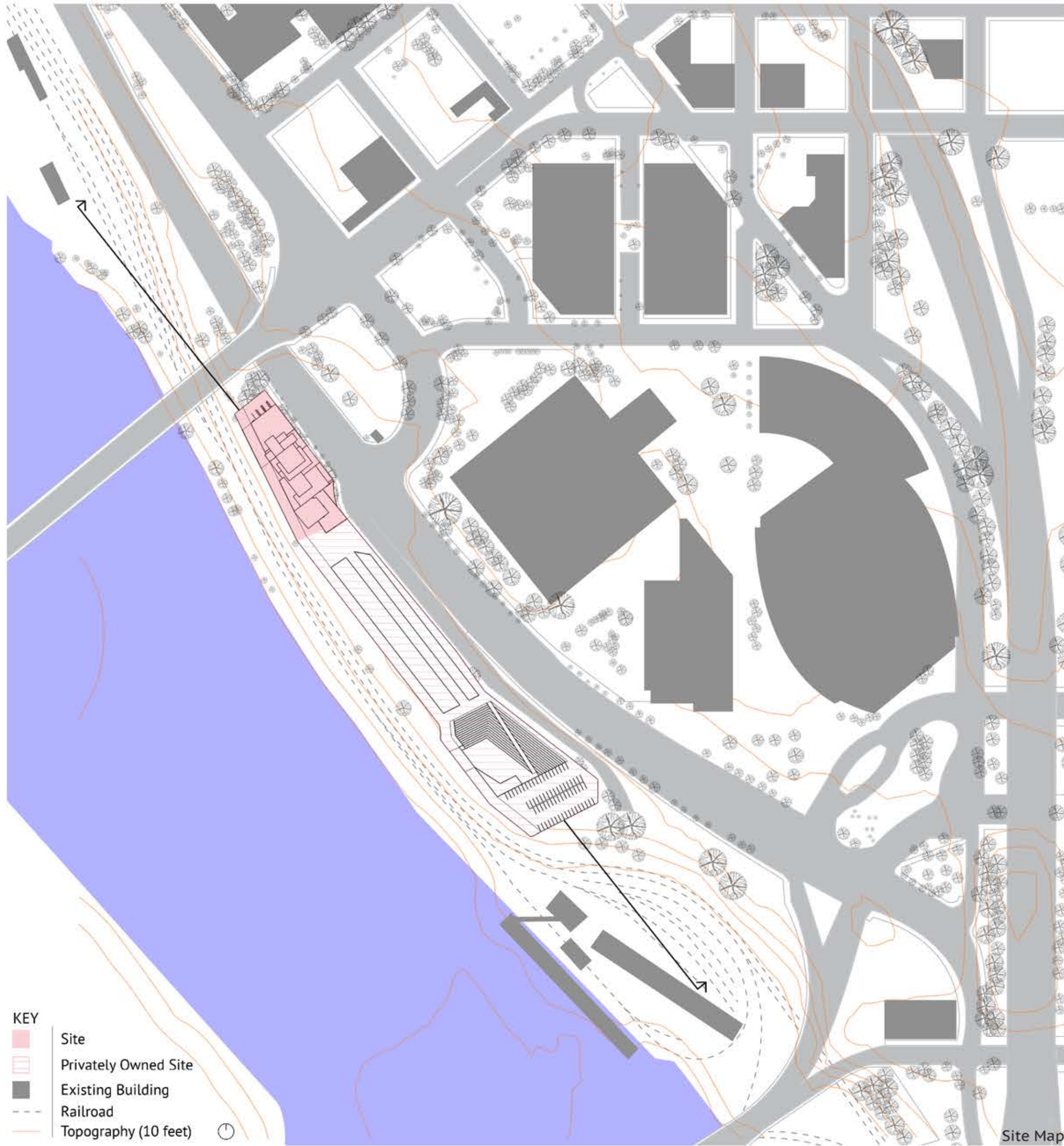


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PHYSICAL CONDITIONS

The site is a relatively flat, paved parking lot with a slight downslope from northeast to southwest. It is an irregularly shaped site, roughly 320 ft by 100 ft totaling an area of approximately 38,250 sf. Situated under the south side of the east bank of the Broadway Bridge, the immediate adjacencies are the Veterans Memorial Coliseum to the east and a larger, similarly narrow parking lot to the southeast. The site sits at the top of a steep bank down to the Willamette River (25% slope) with a significant number of railroad lines 20 ft below to the southwest. Bordered on the northeast by a significant number of trees running along the road, the site and its adjacent sidewalk are relatively buffered from automobile traffic.



MASTER PLANNING

While the government owned site is constrained to the lot closest to the Broadway Bridge, it is important to look ahead and master plan the entire length of the parking lot so to avoid unwanted development in the future. In seeking to turn the music center into a destination, a master plan for the entire site could become one which incorporates an open-air amphitheater, various retail and restaurant destinations supporting the music culture, such as instrument and music stores and jazz clubs. By keeping parking at the southernmost end, the master plan takes advantage of the required greenway setback allowing for pedestrian friendly walking and sitting along the riverbank, moving from amenity to amenity along the way.



MOVEMENT PATTERNS

The site sits on N. Interstate Avenue, with the MAX yellow line running along it and bus lines 35 and 85. There is a bus stop for both lines at the east corner of the site and another stop for line 35 across Interstate, with access via a signaled intersection crosswalk. The closest MAX stop is the Interstate/Rose Quarter station .2 miles to the southeast and supporting both the yellow and blue lines. Another .1 miles to the east is the Rose Quarter TownCenter station supporting the blue, red, and green lines. To the north, within .2 miles, is the NE Broadway and Ross streetcar stop. Interstate is heavily populated with automobile traffic as well as bike traffic, with bike lanes on both sides. Pedestrian activity is minimal, but during events at the Rose Quarter the area is much more heavily populated by auto and pedestrian traffic.

CHANGING THE INFRASTRUCTURE

The close proximity to a wide range of public transportation stops as well as the number of people at the Rose Quarter for events equates to high pedestrian and bicycle traffic. However, the infrastructure and high-speed automobile traffic along N. Interstate Avenue is not the most conducive and safe for such modes of travel. Therefore, in the efforts to become a destination, the master plan would set out to create a safer pedestrian environment. This would be done through traffic changes and more crosswalks, as currently there are only two along the length of the entire site. One strategy would be a pedestrian-priority intersection at the main entrance/approach to the music center (as seen below) in which the promenade of the site spills into the street.

