

ENSO

MIXED USE DEVELOPMENT

OVERVIEW

ENSO is a mixed use development located within the Pearl District (1400 NW Marshall Street) on the edge of Portland's CBD. It has retail facing the main street frontages with five floors of apartments above (170 residential units in total).

PROJECT SUMMARY

ENSO occupies three-quarters of a city block, bounded by NW Marshall Street, NW 14 and 15 Ave and NW Lovejoy Street. The remainder of the city block is occupied by a heritage building, currently used as a commercial bank. The surrounding area consists primarily of other residential apartment blocks.

The development sits within easy walking distance of central Portland and is only 30m from the NW 13th & Lovejoy Tram stop, which provides access to the wider Portland Light Rail Service.

The residential units are arranged in a back-to-back (double-loaded) arrangement accessed from a central corridor. The lack of natural light access into the central corridor and the limited number of windows in many of the corner studio units are negative aspects of the development and should not be encouraged.



View north of the development and tram line on NW Lovejoy Street

PROJECT SUMMARY (CONT.)

The development includes studio units (59m²), one bedroom units (71m²) and two bedroom units (101m²). The outward facing units have views over the street, while the inwards facing units have views onto a first floor internal courtyard (above the retail and car parking elements), which also provides outdoor space for the occupiers of the residential units. Given the building does occupy most of the full city block, a number of the inward facing units also have street views.

The development takes full advantage of its location to a high level of services, with a walk score of 97.

Parking for residents is provided in a basement and ground floor garage accessed via a single access point off NW 14 Ave.



View of the corner of NW Lovejoy Street and NW 15 Ave

KEY PROJECT INFORMATION

PROJECT TYPE
MIXED USE

YEAR COMPLETED
2013

PRICE BAND
MEDIUM

SITE AREA
7,500 m² (APPROX)

FLOOR AREA
16,540 m²

RETAIL FLOOR AREA
947m²

ROHE / LOCATION
PORTLAND, OREGON (USA)

HOUSING TYPE
**3 STOREY RESIDENTIAL ABOVE GROUND FLOOR
RETAIL**

152 residential units ranging from 59-101m²; 4 Retail
tenancies.

Studios are 59m², one bedroom units range from 71-
73m² and two bedroom units range from 101-103m².

Balconies are limited to 6m² (not all units have a
balcony, which is a negative aspect of the
development)

DENSITY
473 DW/HA

PARKING
**BASEMENT AND AT GRADE– SINGLE ACCESS
POINT**

ARCHITECT
MYHRE GROUP ARCHITECTS

CLIENT/DEVELOPER
ALLIANCE RESIDENTIAL

UNDERSTANDING THE NEIGHBOURHOOD

- ✓ ENSO is situated in a mixed commercial/residential/office area on the fringe of the Portland CBD (the Pearl District); it is a significant part of the CBD Portland Brownfield Program.
- ✓ The area contains a range of building styles and typologies.
- ✓ The Pearl District has an active and lively street scene with dozens of restaurants, cafes and coffee shops, along with supermarkets and organic markets.
- ✓ The area is served by a tram system with three stops (two lines) within 200m.
- ✓ The area (and Portland's CBD) has a strong city block pattern of 61m (200 feet) by 6 m (200 feet) city blocks creating a high level of permeability throughout the area.



GETTING IT RIGHT PLACING THE BUILDINGS ON THE SITE

- ① The building abuts the street, with retail/commercial elements along the main street frontage.
- ② The building addresses the corner and occupies the whole three quarters of the city block.
- ③ The building height is consistent with the surrounding built environment.
- ④ The building provides a high level of modulation and variation within the streetscene, including the use of colours and the 'pop out' features.
- ⑤ The building size respects its relationship with the street.



View from the corner of NW Marshall Street and NW 15 Ave

GETTING IT RIGHT PLACING THE BUILDINGS ON THE SITE

- ① Natural light access is provided to the residential units facing on to the internal communal courtyard.
- ② Generous ground floor ceiling heights enable retail usage and continue their relationship with the adjoining sites.
- ③ While there is a significant height difference between ENSO and the adjacent heritage building, there are no rear windows on the smaller building and ENSO does not adversely affect the internal amenity of the heritage building.
- ④ The building provides interest on the party wall through the use of different building materials and colours, as opposed to a 'blank' wall.



GETTING IT RIGHT STREET TO THE FRONT DOOR

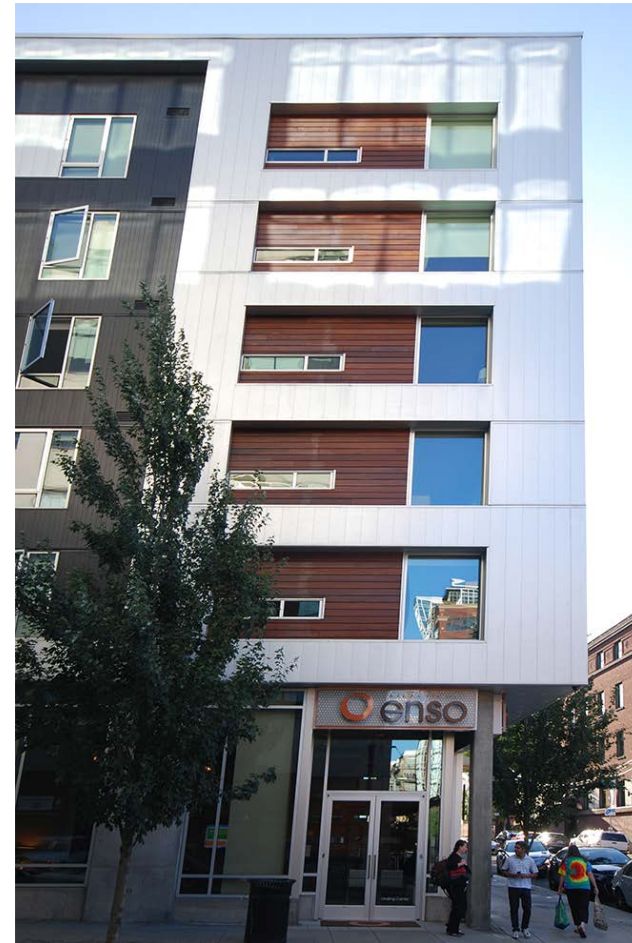
There are two entrance doors, one on Lovejoy and the other NW Marshall Street. Both have lobby openings providing for a more secure entrance. The entrances provide access to the secure lobby, with stairs and lifts to central corridors and mail boxes within the lobby.

①

A corner entrance to one of the ground floor retail units provides a strong relationship with the corner.

②

The building has a strong vertical emphasis on its corner.



View of the entrance from NW Lovejoy Street

GETTING IT RIGHT RETAIL INTERFACE

Three retail units face onto three of the street ground floor levels.

①

A high level of glazing creates an active frontage on all of the street frontages.



Retail shops on NW Lovejoy Street, with five floors of apartments above

GETTING IT RIGHT ACCOMMODATING THE CAR

Access is provided via remote security control to an at grade (sleeved with retail) and basement parking garage for all the residential units.

The internal ground floor car parking areas have rubbish storage areas for municipal collection; recycling bin storage areas are also provide internally.

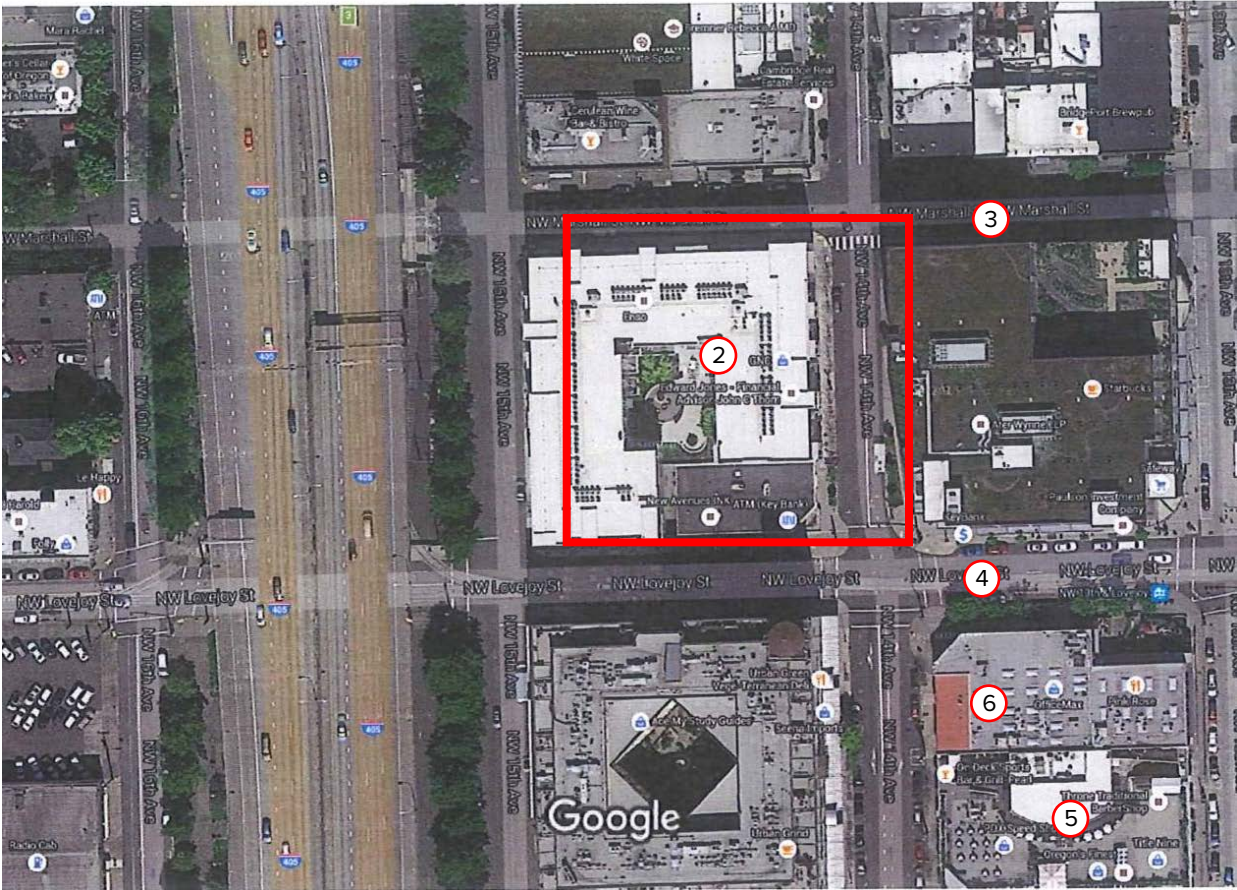
Separate loading spaces are provided for retail units.



GETTING IT RIGHT SITE PLAN

ENSO site marked in red

- ① Internal communal court yard, with landscaping features
- ② NW Marshall Street
- ③ NW Lovejoy Street
- ④ Pearl District
- ⑤ Supermarket



Location & Site Plan (Google Maps)



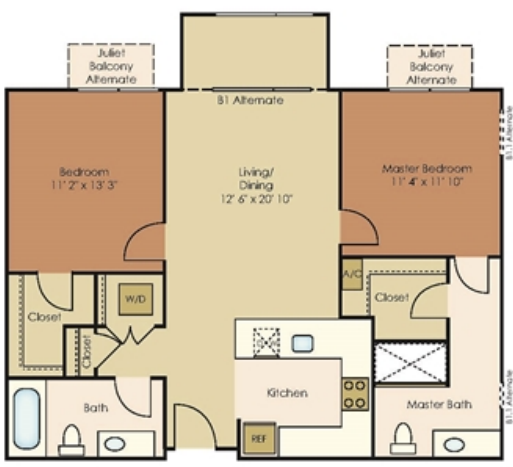
GETTING IT RIGHT FLOOR PLANS



59m² **studio** residential unit



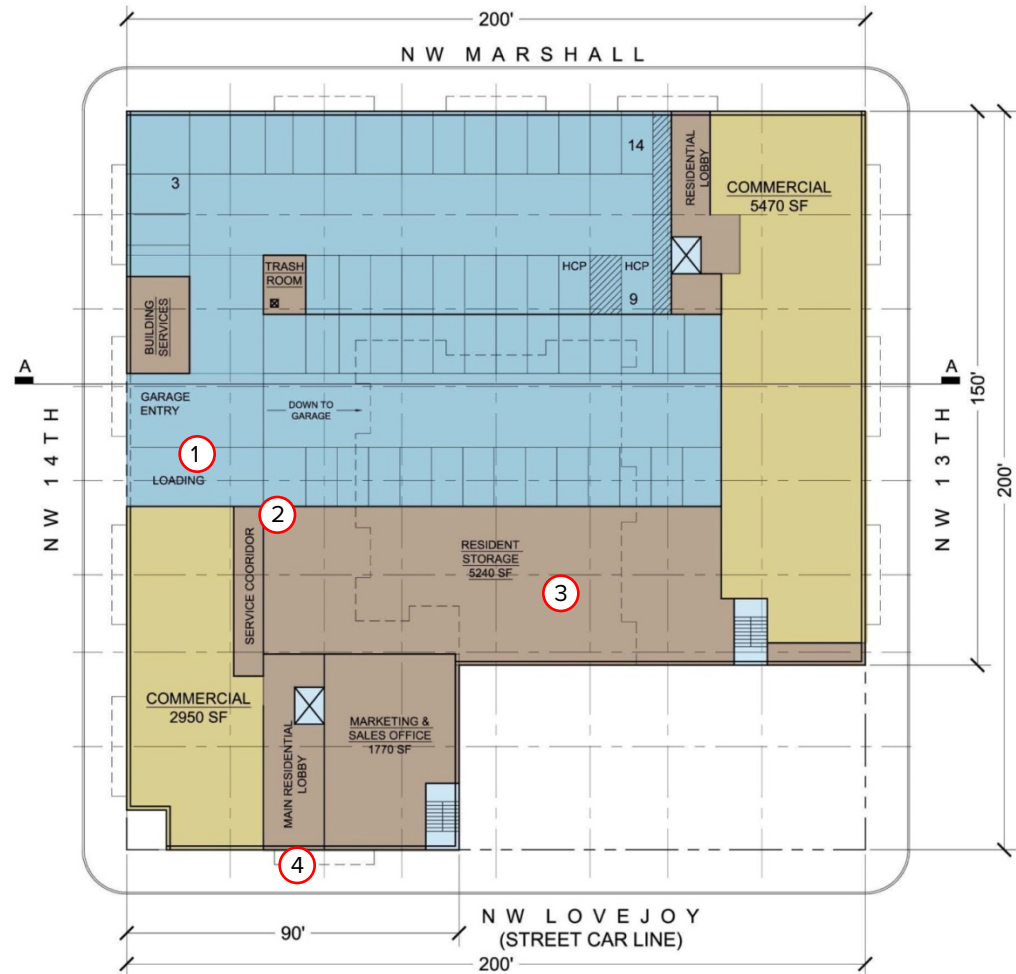
Typical **one bedroom** residential unit



Typical **two bedroom** residential unit

GETTING IT RIGHT FLOOR PLANS

- ① Single vehicle entry point
- ② Loading area for retail units
- ③ Residential unit storage areas
- ④ Residential apartment entry areas, with lobby



GETTING IT RIGHT FLOOR PLANS

Double loaded residential units, all of which are a generous size. Internal units have views into the internal court yard, while external residential units have street views.

- ① Long corridors with no light access (this is a negative aspect of the development)
- ② A number of the studio units on the internal 'corners' lack adequate privacy and light access – a better design solution would have been to combine these units with those adjacent to create two (or three) bedroom units with higher levels of internal amenity





The Auckland Design Manual is a fantastic free resource that's been created to help you through your design concept and development phase. It's a practical guide that sits alongside the Unitary Plan. If the Unitary Plan is your rule book, think of the Design Manual as your how to guide - helping you to visualise what you can build in Auckland.

The Design Manual will help you to avoid expensive mistakes by giving you the information you need up front, so that you are well-informed and know how to ask the right questions.

The Design Manual can support you at the following key stages in your development process:

- Inspiration for what you could build on your site
- Understanding the rules
- Writing your brief
- Developing a design
- Hiring your design and build team

Go to aucklanddesignmanual.co.nz to find out more