

DJC presents fresh approach! Read all about it!

Dear readers,

I'd like to welcome you to the new-look DJC newspaper.

The redesign of our print edition was born out of one simple idea: to better show off the amazing, visually compelling projects that our readers are building every day. But if you look beyond the new front page, you'll realize that the addition of a large cover photo is not the only change – and we are confident that these changes will make our content more useful to our readers than ever.

Much like the industries we cover, print media is changing. While the appetite for fresh, reliable content is greater than ever – how, when and where we consume that content has changed significantly. Moreover, the type of content we're looking for changes depending on when and where we're looking for it.

Each print edition – still arriving on your



THE PUBLISHER'S
MAILBOX

doorstep every Monday, Wednesday and Friday – will feature one showcase story that dives deep into an issue or project that has significance to the regional A|E|C industries. Sometimes that story will be comprised of several smaller stories with a consistent theme, and other times it will focus on one topic, providing industry-specific detail that no other publication in the area can offer.

We'll surround that showcase piece with other news items, expert commentaries, bid opportunities and public notices carefully curated to help our readers grow their businesses.

In addition to these changes, we're

renewing our focus on our website, daily e-newsletters, social media and marketing opportunities. We'll funnel our breaking news immediately to social media and the website, and use the newspaper to expand on those issues, providing the level of depth the A|E|C industries require. As always, all of our content will be available on our website so you can access it anywhere, anytime.

While we remain committed to offering great marketing opportunities in the paper, on the website and at our events, we're also rolling out a whole new set of digital marketing capabilities through our sister company, Propel Marketing.

Our account managers can now assist our clients in: building websites, social media pages and customized email campaigns; ranking higher on Google; advertising on websites like ESPN, OregonLive, KGW and Forbes; and taking advantage of several other digital marketing opportu-

nities able to help you build and maintain your online presence.

These changes are a big step in the direction the DJC is heading, but we aren't done yet. Over the coming months we will work to improve the layout of the inside of the paper, roll out new recurring features, improve the format of our online plan center and build out an all-encompassing, online contractor directory.

We are fully committed to providing the best product to our readers. We plan to engage several focus groups throughout 2016 to make sure we are meeting your needs. In the meantime, if you ever want to discuss what we can do better, don't hesitate to call me at 503-802-7214 or email me at nick.bjork@djcOregon.com.

Sincerely,

NICK BJORK
Publisher

Designing a space to let water 'do its thing'

Site's floodplain designation complicates auto dealership project

BY BEVERLY CORBELL
beverly.corbell@djcOregon.com

When the owners of Sunset Porsche Audi in Beaverton decided they needed more space, they bought a former Saturn dealership nearby with plans to establish a new home. They didn't know it sat on a 100-year floodplain, which almost scuttled their relocation.

Soon after LRS Architects began designing the dealership, senior associate Byron Balogh said, the firm found out that the Federal Emergency Management Association had changed 100-year flood levels all over the country, especially after Hurricane Katrina in 2005.

Some cities' officials weren't taking FEMA rules about floodplain construction seriously, Balogh said. Then they were told it could affect future federal funding, so officials in cities like Hillsboro and Beaverton "got serious," he added.

So even though no body of water is visible (an existing creek is confined to an underground culvert) on the planned Sunset Porsche Audi construction site at 4350 N.W. 139th Way, it nevertheless qualified for floodplain status and subsequently fell under FEMA regulations.

"The very first hurdle was that the existing finish floor was now below the new 100-year flood level," said Balogh, who noted that he has done a lot of work in Seaside and become familiar with design



Courtesy of LRS Architects
Construction of the new Sunset Porsche Audi building in Beaverton is expected to require about a year.

issues caused by flood potential. "It got expensive real fast trying to figure out how to take an old building and make it flood-proof."

The alternative – construction of a new building – also would be expensive, Balogh said. But after a six-month delay, the owners decided to do just that.

Several ideas – putting the building on stilts, elevating it with fill dirt or digging a big hole under it – were rejected by FEMA, so the plans were again revised.

Balogh said FEMA agreed to allow "subtle mounding and gentle contouring" of soil already at the site, as long as it didn't have the potential to increase flooding on neighboring properties.

The floor of the building had to be a foot above the floodplain, so the LRS team came up with the idea of creating a 30-inch crawl space under the first floor with vents all around the base of the building.

Nothing can be put in the crawl space, Balogh said, and the vents will open only in case of a flood to allow water to enter the crawl space and flow through the building.

But first, Tigard-based Westlake Consultants, the project's civil engineer, had to make some complex calculations after Perlo Construction, the general contractor, regraded the contours of the site, Balogh said.

"When we drop this building down on top of (the site), they had to prove it is not displacing any water at all, but letting the water do its thing – and they had to do the calculations in one-foot increments, which is kind of crazy," he said.

Construction of the new building began about a month ago and should finish in about a year, Balogh said. But jumping through all the regulatory hoops tied to the floodplain required three years of planning. The owners also were required

Sunset Porsche Audi dealership

Location: 4250 S.W. 139th Way, Beaverton

Construction start date: January 2016

Anticipated construction completion date: January 2017

Owner and developer: Sunset Porsche Audi

Architect: LRS Architects

Civil engineer: Westlake Consultants

Structural engineer: WDY Inc.

Landscape architect: Christopher Freshley Landscape Architects

Floodplain manager: Amec Foster Wheeler

General contractor: Perlo Construction

to have their plans certified by a floodplain manager.

The new two-story building, at 36,000 square feet, will be double the size of the old dealership a block away, project architect Ben Riemer said.

"It's the only Porsche dealership in the region and it will have tile floors and spectacular LED lighting," Riemer said. "They'll also have the room to be able to cater events on the weekend, which they like to do."



Ready where you are

Log in to the new responsive djcoregon.com for the latest regional built environment news

DJC Oregon
Oregon's Building Connections

www.djcoregon.com | 503.226.1311