



**MEMORANDUM**

**Date:** July 5, 2018  
**To:** Portland Design Commission  
**From:** Hannah Bryant, Development Review  
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**Re:** 18-180692 DA – Pepsi Plant Planned Development  
 Design Advice Request (DAR) - July 12, 2018 Agenda Item

Attached is a drawing set for the Design Advice Request for a Planned Development for the Pepsi Bottling Plant site on Sandy Blvd. The review criteria are Planned Development Review (33.854) and Community Design Guidelines, copies of which are attached.

**I. DEVELOPMENT TEAM BIO**

**Architect** Heidi Oien, Mithun  
**Owner’s Representative** Michael Nanney, Security Properties  
**Project Valuation** NA

**II. PROGRAM & ZONING OVERVIEW**

Redevelopment of the 4.97 acre Pepsi Bottling Plant site as a Planned Development consisting of:

- 5 new buildings (70’-120’ tall) and repurposing the existing bow-truss warehouse (aka Pavilion Building P) providing residential, retail, office, live-work space
- Two large public open spaces – one plaza and one park
- Woonerf running east-west midblock for pedestrians, bikes and one-way vehicle access.
- Below grade parking with access points identified on 3 of the street frontages

This is the first proposal to utilize the recently adopted Planned Development bonus height and FAR. This bonus requires:

- Housing comply with Inclusionary Housing requirements
- New buildings meet a higher energy efficiency standard than current building code requirements
- Minimum of 15% of the site is publicly accessible park and open space.
- Allows increased building heights from 65’ up to 120’ and FAR from 3:1 to 5:1 provided the development is well-integrated into the surrounding neighborhood.

**III. DAR DISCUSSION TOPICS**

The following is based on the Urban Design and Development Framework & Transportation System approval criteria of the Planned Development Review:

- **Overall Concept** – Three design concepts were explored (see pages 39-41). Of these three, the design proposal being pursued is responsive to the context of the surrounding area terms of existing transportation systems, surrounding activities and development, and building massing and locations. While the block structure is strong to the west and south of Sandy, the physical barrier of I-84 freeway to the north and diagonal nature of Sandy along the south allow for some deviation from the norm on this particular site.
- **Plaza / Park Design** – These publicly accessible spaces must be adjacent to a public street, with a minimum 50'x50' size. Building walls around the plaza/park must meet ground floor window standards. See page 47 for park and plaza locations.
  - The proposal is for a plaza, surrounding the existing Pepsi Pavilion building on Sandy Boulevard, and for a park in the center of the site. The internal park and woonerf are intended to build off the circulation energy from Pacific and the woonerf and the activity at the back of the Zipper development to the east. Opportunities to strengthen the physical and visual connections from surrounding areas to the park need to be explored.
  - The plaza projection at the intersection of Sandy and NE Oregon Street is currently a slip lane. The intention is to develop it as a public plaza extension to the plaza to the east of the Pavilion.
- **Woonerf** – See page 47. The intention for the woonerf is to provide a pedestrian and bicycle oriented east-west connection, that may also provide one-way vehicular access. This is not an appropriate location for back-of-house conditions, including parking or loading access. However, limited on-street loading may be proposed to meet the needs of commercial tenants at buildings without street frontage. The extent of the dedication of the woonerf as public street has not yet been determined by PBOT. Regardless, discussion of the activities within the space and the design expectations should be had at the upcoming meeting.
- **Parking/Loading Access** – For a large site, aggregating parking and loading and/or locating loading spaces in below grade parking garages that can be accessed from multiple buildings is appropriate. Four parking access points on the large block have been identified (see page 44). PBOT has stated loading should be focused on Holladay and 27<sup>th</sup> and parking access points will be determined once the queuing impacts on the street frontages are known.
- **Building Massing** – The taller buildings are proposed on the northern end with the lower buildings on the southern half of the site (see pages 55 & 36). This places the largest masses up near the freeway with the lower buildings along the south and west where the neighborhood scale is smaller. This arrangement of height also allows more opportunity for light to access the inner portions of the block and open spaces. The overall mass and footprint of the buildings are intended to be discussed at the 2<sup>nd</sup> DAR, however, the distribution of height on the site should had in conjunction with the open spaces discussion.

Please contact me with any questions or concerns.

Attachments: Planned Development Approval Criteria  
Community Design Standards Cheatsheet