



PEPSI BLOCKS PLANNED DEVELOPMENT

DAR APPLICATION UPDATE 6-26-2018

KEEP THE 'PAVILION'

Keep the existing bow-truss Pepsi warehouse building and repurpose as restaurant/retail. Create a larger Plaza at Sandy and 27th (by demolishing the smaller arched "sidecar" structure) to amplify the community gathering space at the Zipper and to showcase the iconic form of the Pavilion along Sandy Boulevard.

CONNECTIVITY

Rather than building a large above-grade podium, offer multiple on-grade pedestrian passages throughout the project that loosely obeys the Portland 200-foot block dimensions, allows phasing of the development, and allows occupancy of existing buildings on an interim basis.

VARIETY OF OPEN SPACE

Provide the required open space as three spaces — an urban Plaza on Sandy Boulevard, a centrally-located landscaped Park, and a Woonerf extension of Pacific Street linked to the Park.

BLOCK THE FREEWAY

Honor the east/west desire lines at Pacific Street and diminish the north/south paths to the freeway north of Pacific. Frame the renovated Pavilion and Plaza with a new backdrop (Building A), and provide a new Park protected from the freeway and bordered by buildings.

A RANGE OF BUILDING HEIGHTS

Increase building heights across the site, with the greatest height occurring along the freeway and to the east (nearest 28th Street). Provide a range of heights for each building to ensure flexibility to respond to the market in future phases.

WOONERF

Turn the extension of NE Pacific Street into a limited-use, slow-speed, shared street (woonerf) with planting and seating, that can also act as a fire lane with parallel parking to support active work/live uses along the Pacific Woonerf.

SERVICE ACCESS

Keep all parking and service access off the Woonerf. Instead, service the south blocks from Oregon Street and 25th, and the north blocks from Holladay.

Kerns Neighborhood Meeting - April 18, 2018

PARK/PLAZA AND STREETS

- Should be community builder.
- Would like pedestrian spaces in center of the development, even if it means sacrificing retail there
- Like Jamison Square's water feature. Could be inspired by the gulch
- An urban plaza may be more needed since Oregon Park is well used
- Outdoor seating should be buffered from Sandy Blvd
- Holladay at 28th is a dangerous intersection for cyclists

EXISTING BUILDINGS

- Ok with saving the Pavilion, but not necessarily passionate about it
- Ok to take away Pavilion's existing siding
- Most people did not like the "sidecar" barrel vaulted portion
- Program ideas include a less fancy market than Providor, a music venue, community center (community would need to come up with an operator), and a new location for the James Beard Memorial Market.
- Neighborhood already has enough food truck pods

HEIGHT

Put height on freeway side

STYLE

- Should be cohesive style for the development. Could pick up on patterns of the pavilion.
- Some don't like "Jetsons" feel for whole development, and neighborhood is not midcentury.
- One person liked the residentially-inspired office building across 25th
- Do not want a glass tower

OVERALL USES

- "Community mix", with mixed-use and mixed-incomes
- Senior housing, childcare, small retail, live/work, medical office building, maybe other office, music venue, community plays
- Not a grocery store or Target, but maybe a convenience store
- Don't need more bars
- Range of unit sizes
- Don't want NW Portland shopping center feeling (NW 21st/23rd)

Kerns Neighborhood Meeting - June 21, 2018

SANDY BOULEVARD

- Anything that lightens up Sandy, greens it up, is good
- Sandy is going through a metamorphosis and transforming

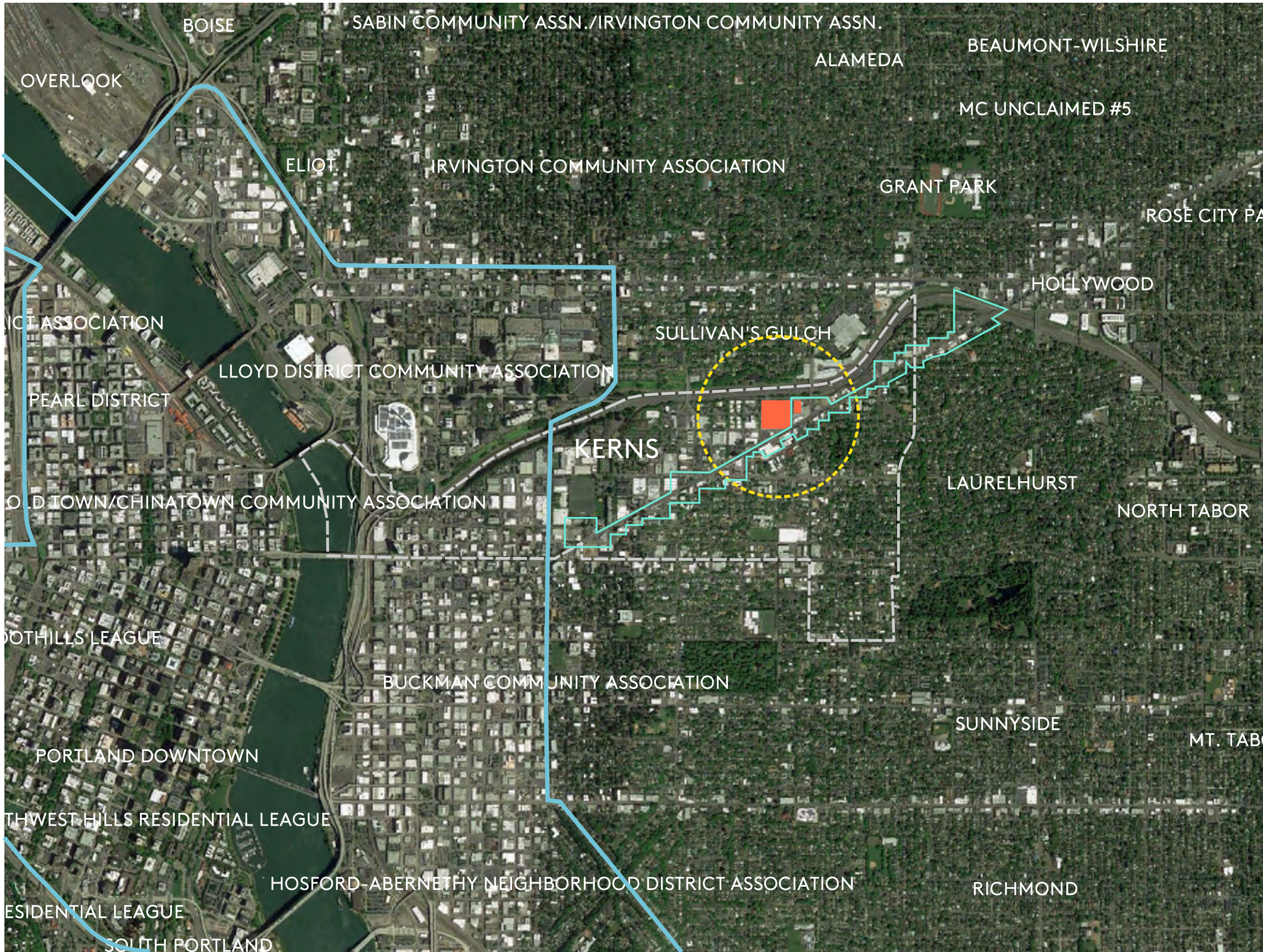
EXISTING BUILDINGS

- Support keeping the pavilion
- Curves are a nice contrast to typical rectangular architecture
- Low rise of pavilion brings nice variation to future build-out of Sandy

OVERALL USES

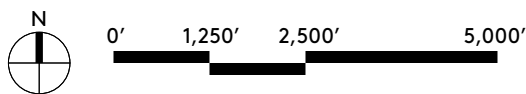
- Theater group or art co-op
- Community center or flexible community space, not just outdoors, place to gather when the weather is bad
- Food based retail (like Isabel's; Revolution Hall); maybe food carts or urban winery/brewery
- Childcare
- Very little for water play on the East side, would like to see something like a Jamison Square
- Would like to see more family units in the apartments

Urban Design Analysis—



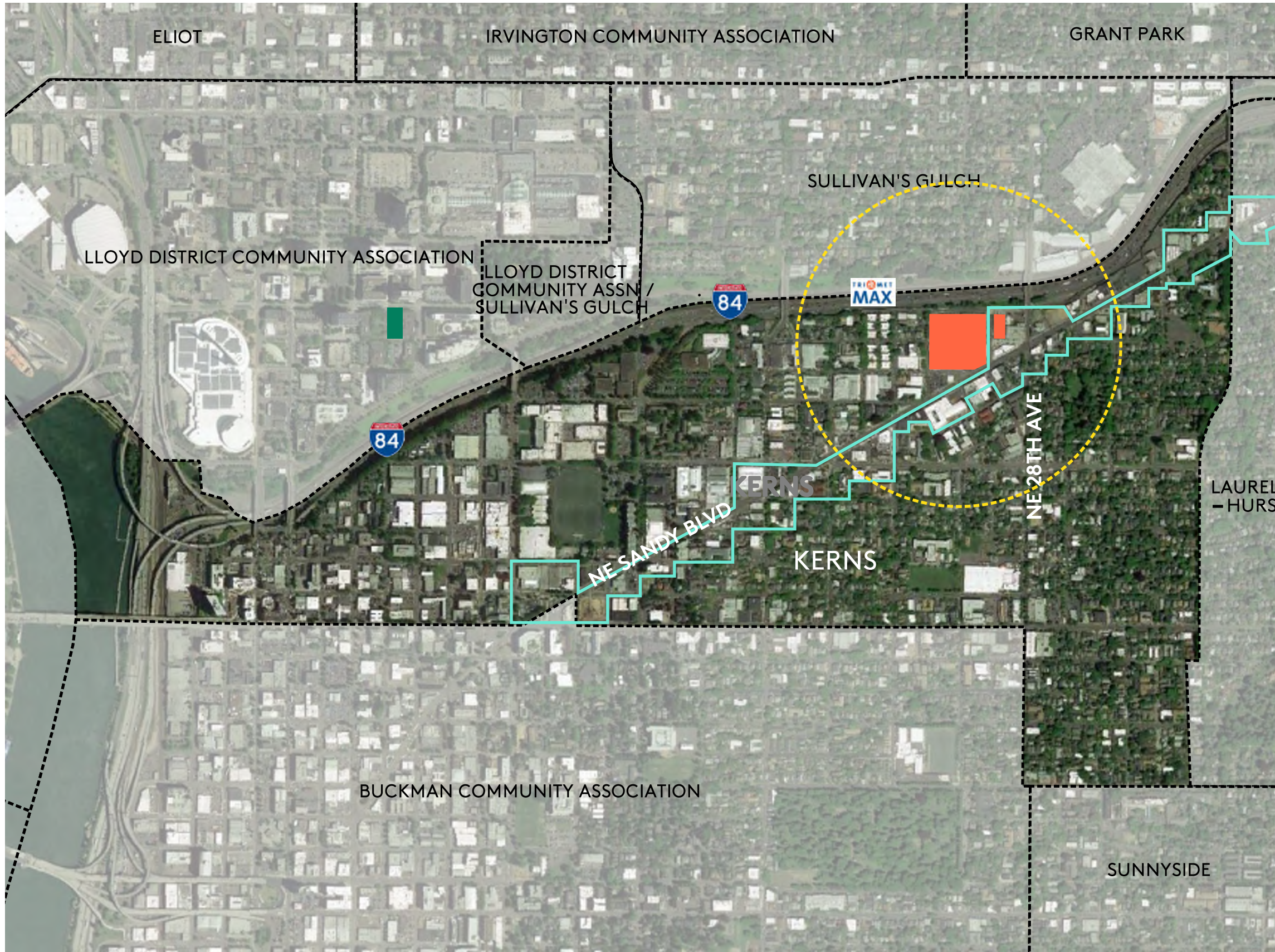
LEGEND

- SITE
- 1/4 MILE WALKING RADIUS
- CENTRAL CITY DISTRICT BOUNDARY
- SANDY BOULEVARD PLAN DISTRICT
- KERNS NEIGHBORHOOD BOUNDARY



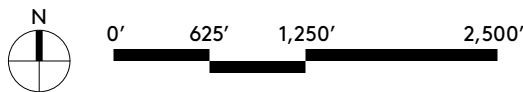
URBAN DESIGN ANALYSIS | LOCATION





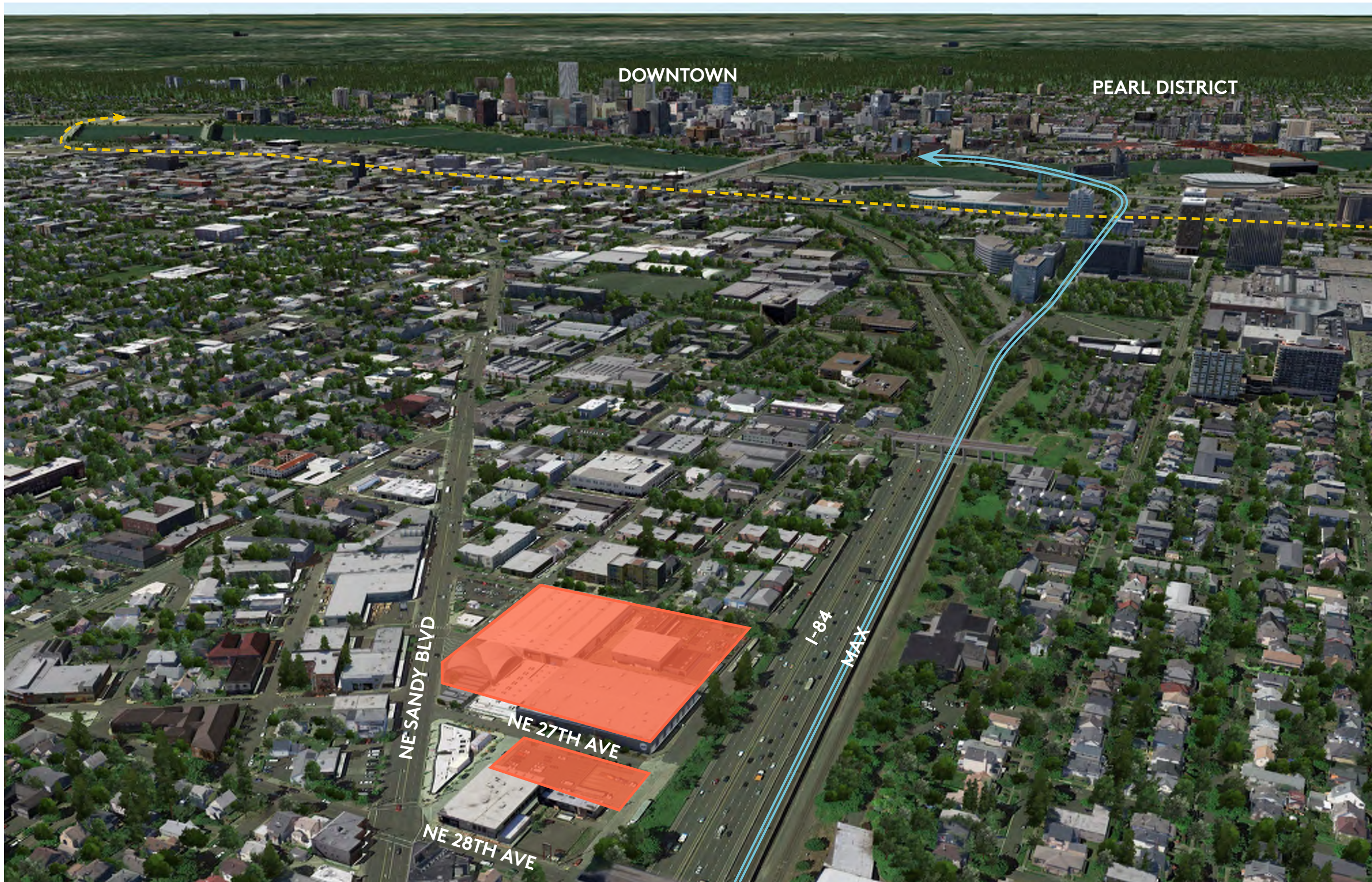
LEGEND

- SITE
- LLOYD'S FARMERS MARKET
- 1/4 MILE WALKING RADIUS
- NEIGHBORHOOD BOUNDARIES
- SANDY BOULEVARD PLAN DISTRICT



URBAN DESIGN ANALYSIS | NEIGHBORHOODS





LEGEND

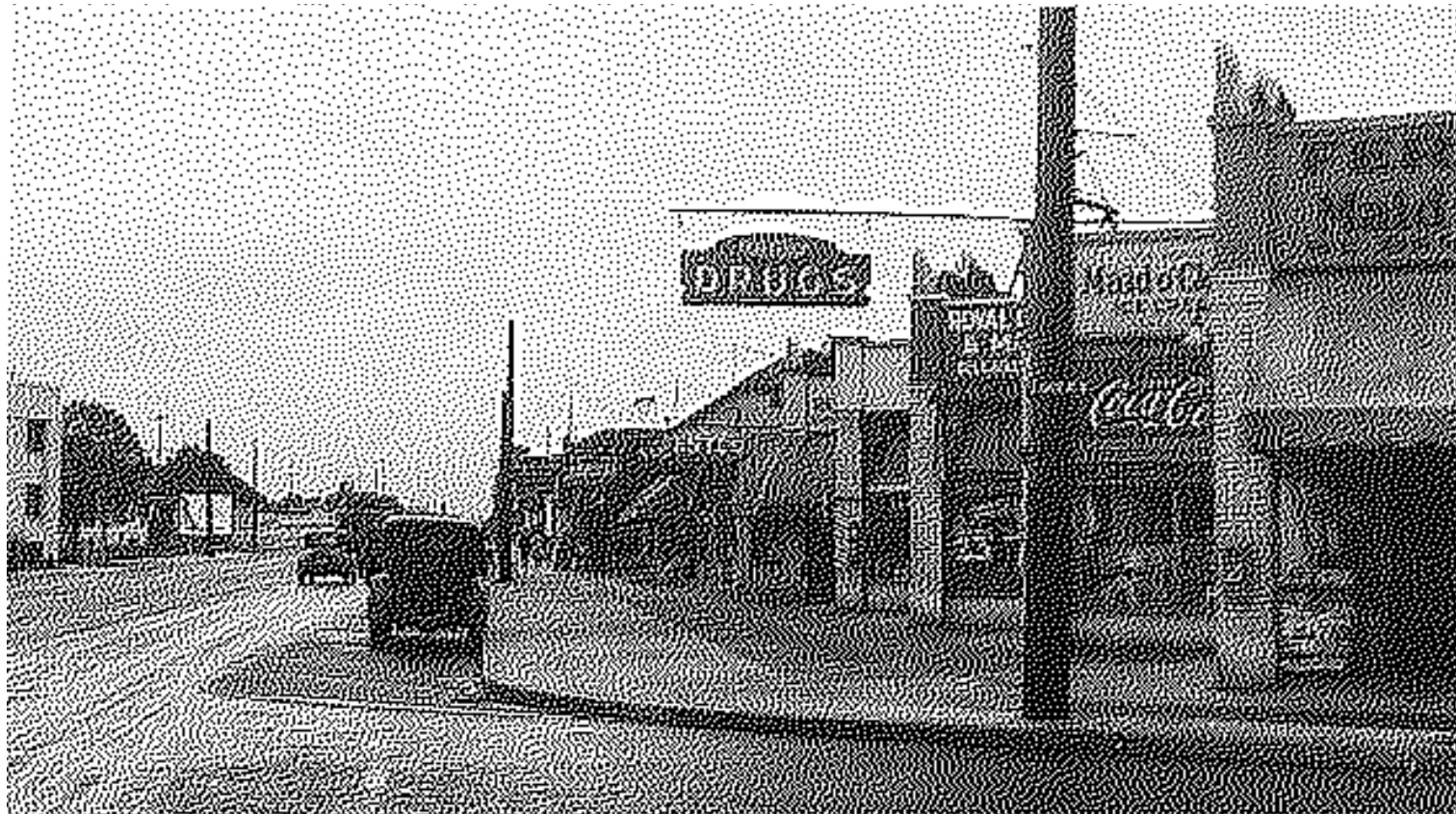
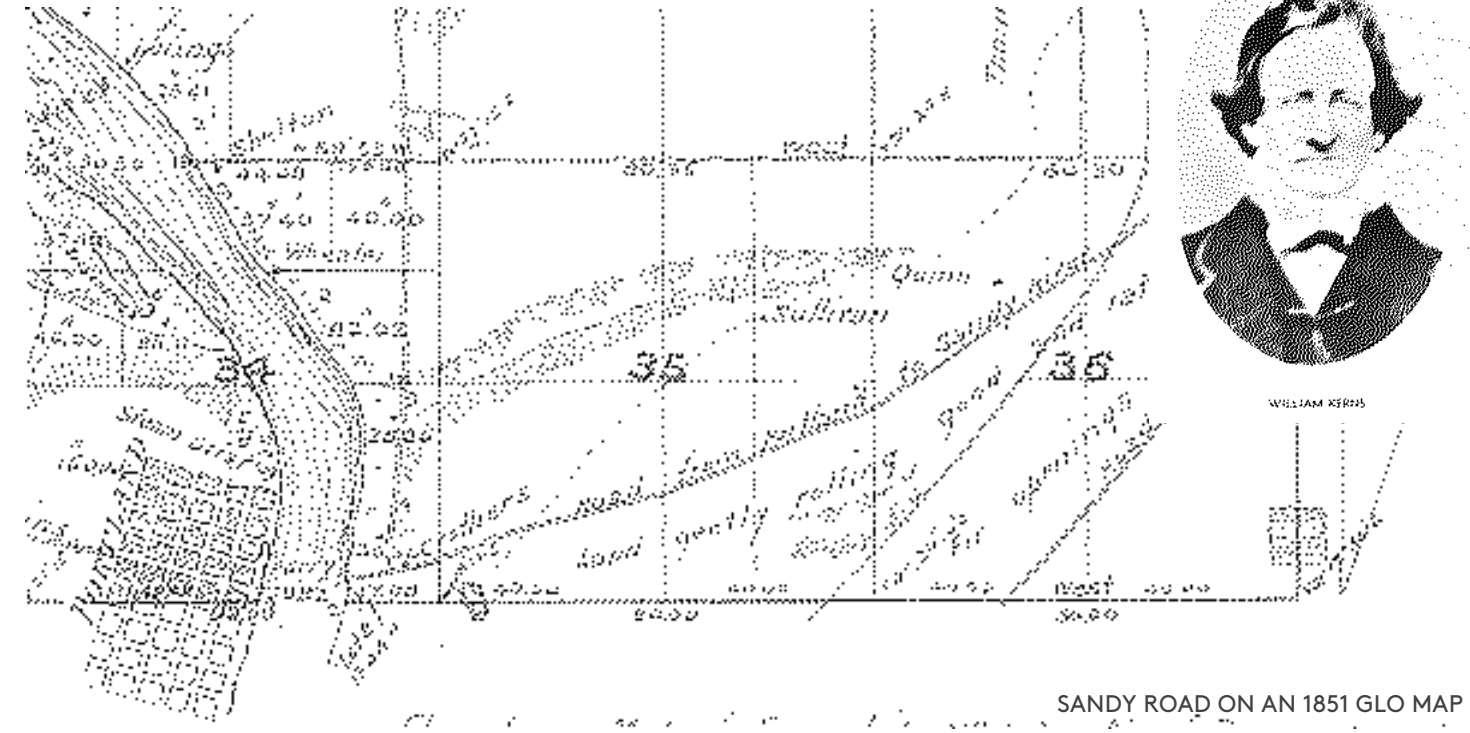
- SITE
- ▬ MAX LINE
- - - STREET CAR

WILLIAM KERNS, NEIGHBORHOOD FOUNDER

- 1850s wood manufacturing, specializing in wood shingles and shakes
- History of clearing trees, particularly along sandy road (now Sandy Boulevard)

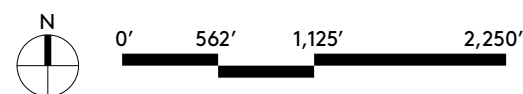
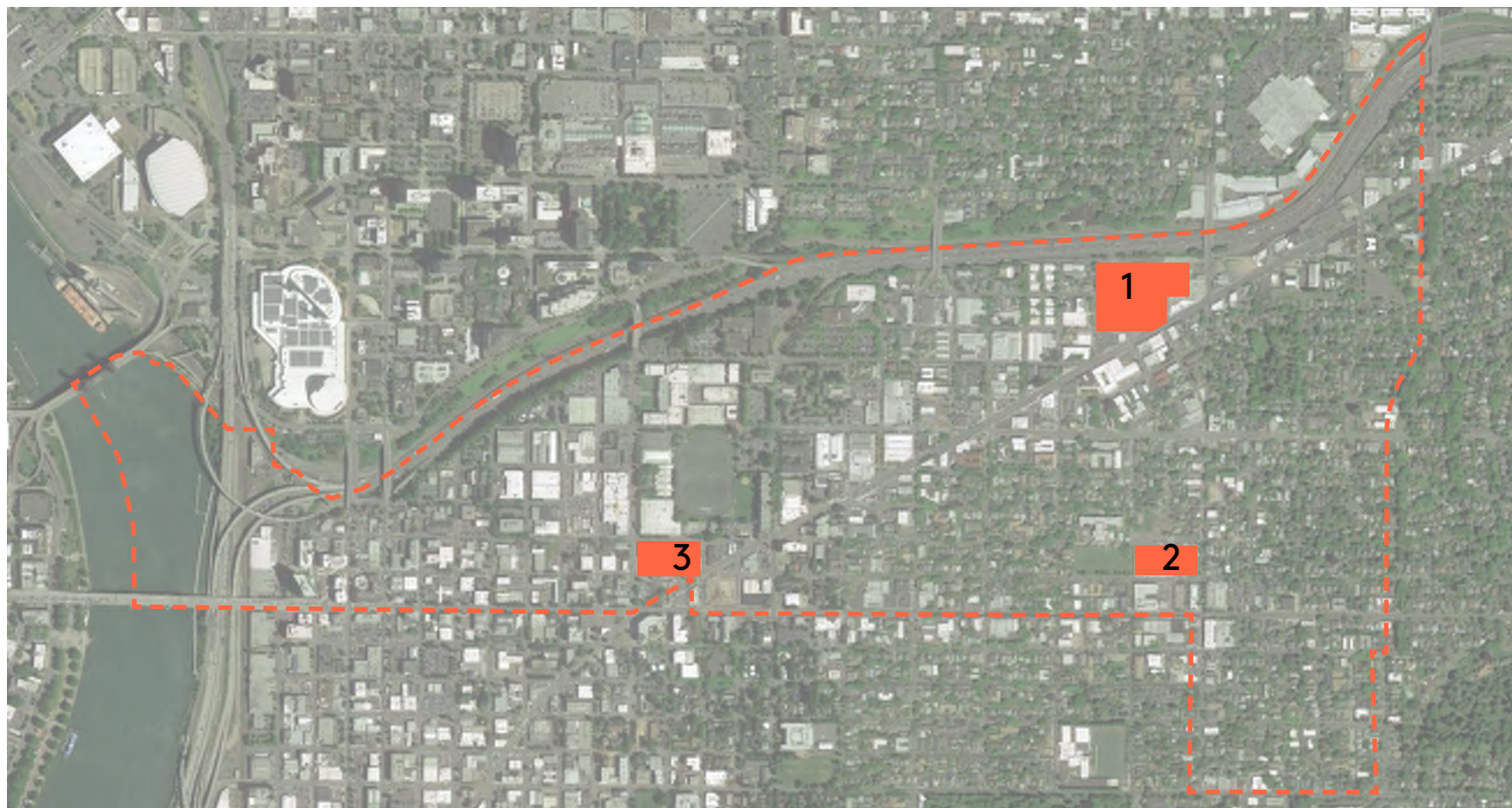
SANDY BOULEVARD, ONE OF PORTLAND'S OLDEST ROADS

- Native American trail route connecting from Willamette to Chinook villages along the Columbia River
- Became final road to Portland from Willamette Valley for emigrants migrating via the Columbia River Gorge
- Early 1900s street car line



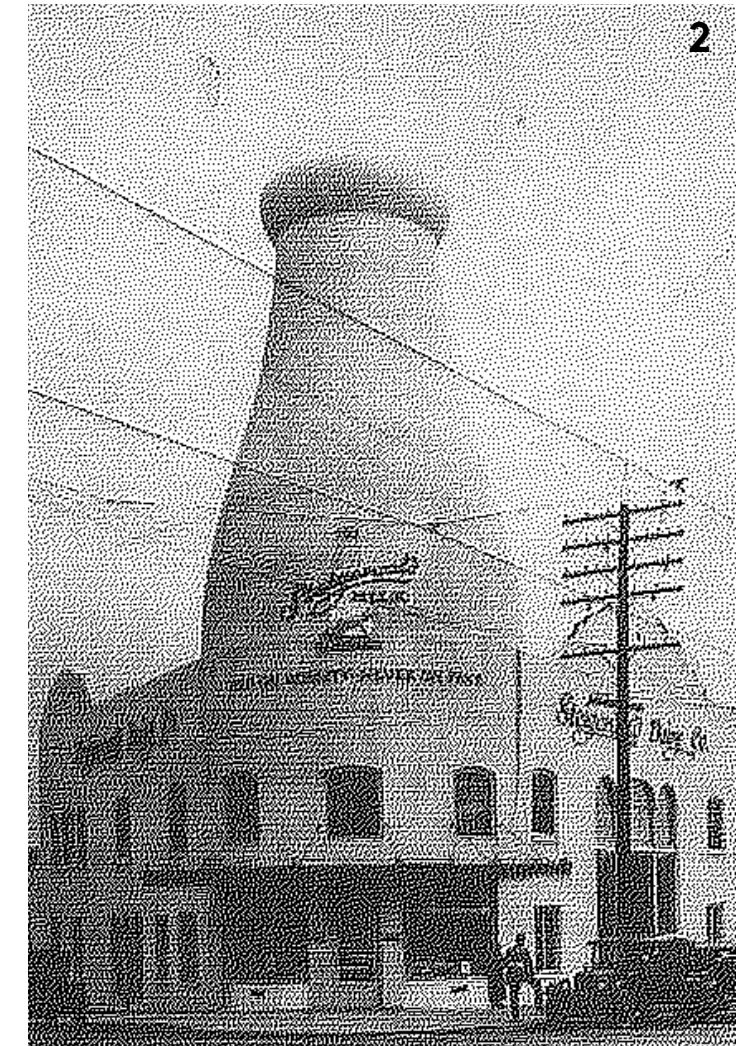
LOCAL SOFT DRINK BOTTLING PLANTS

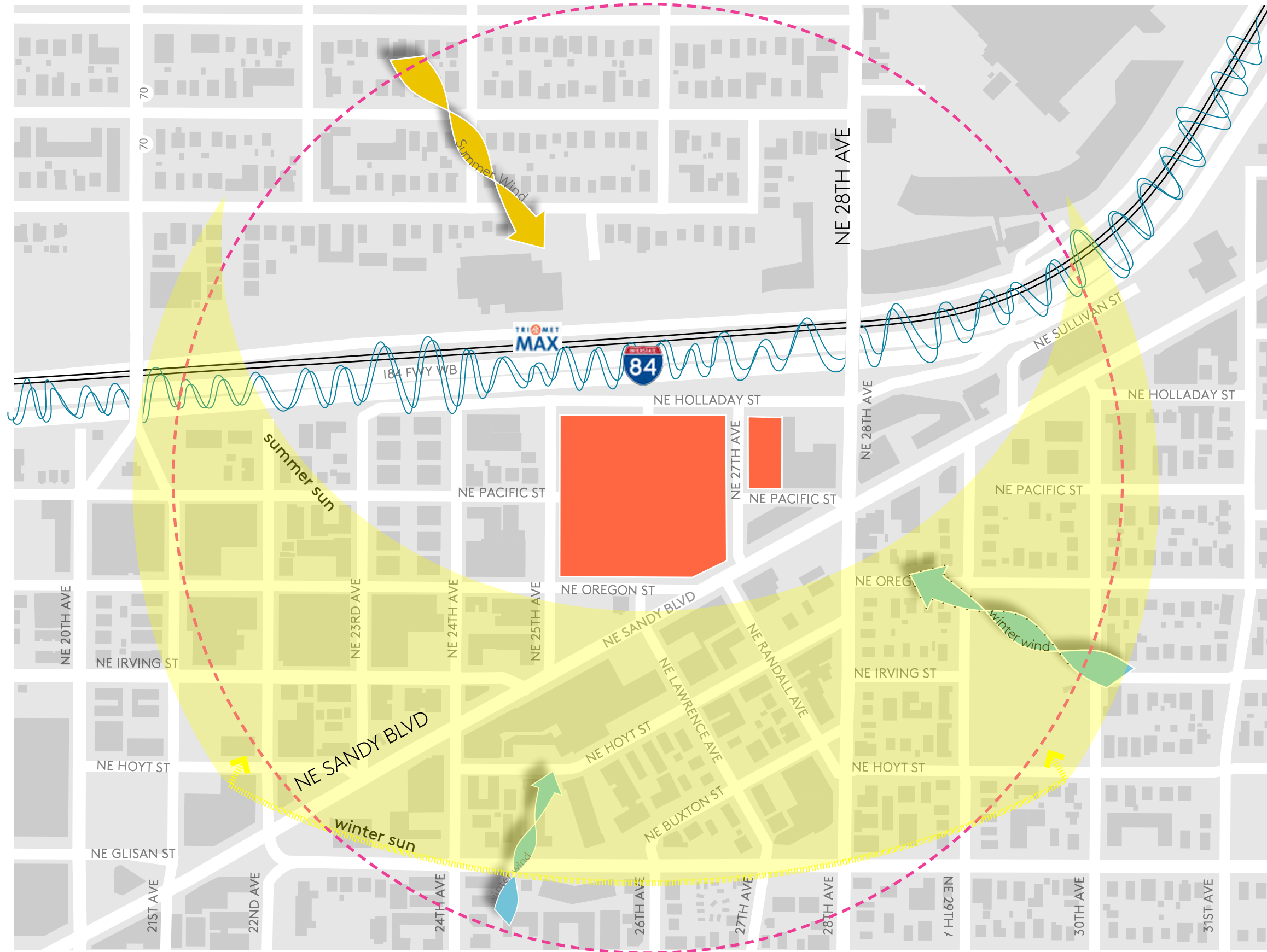
- 1. PEPSI-COLA BOTTLING COMPANY 1950
- 2. COCA-COLA BUILDING 1941
- 3. PORTLAND BOTTLING COMPANY 1941
Originally produced 7-Up, RC Cola and other brands. Rebranded as Guayaki Yerba Mate Beverage in 2010



SANDY BOULEVARD ARCHITECTURE

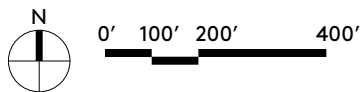
1. ART DECO: SANDY PLAZA BUILDING, THEATER
- Originally Salvation Army Building 1943
2. NOVELTY ARCHITECTURE: THE MOUNTAIN SHOP
- Formerly 7-Up Building
- Originally Steigerwalk Dairy Co. 1926
3. NOVELTY ARCHITECTURE: PIRATE'S COVE
- Formerly Sandy Jug & Soda & Luncheonette Shop
- Originally a tire shop 1920s
4. SPANISH COLONIAL: HOLLYWOOD THEATRE 1926
- National Register of Historic Places 1983





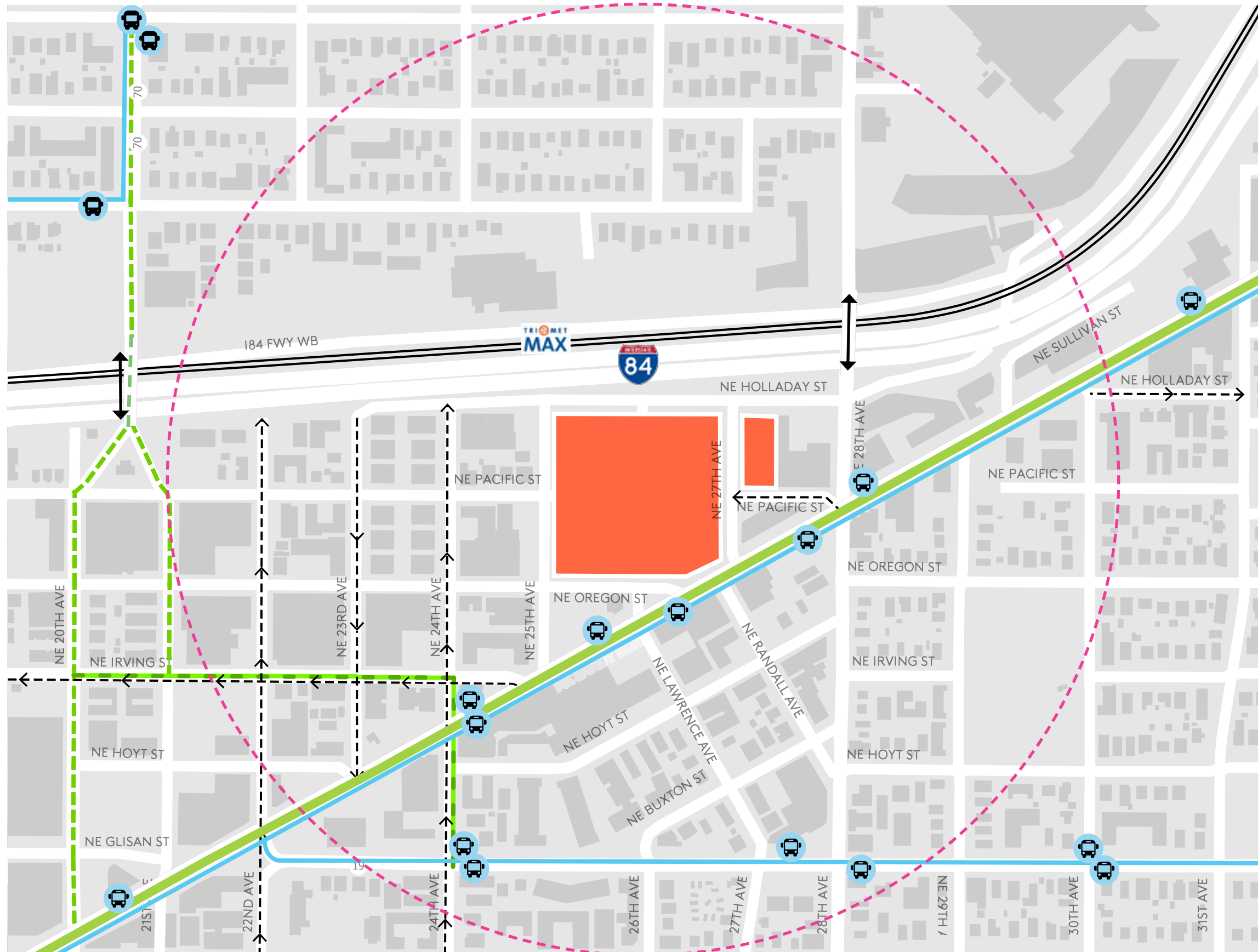
LEGEND

- SITE
- ⋯ 1/4 MILE WALKING RADIUS
- ▨ SOLAR PATH
- SUMMER WIND
- WINTER WIND
- ~ NOISE



URBAN DESIGN ANALYSIS | ENVIRONMENTAL FACTORS





LEGEND

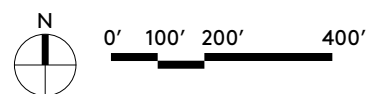
- SITE
- 1/4 MILE WALKING RADIUS

TRANSIT DESIGNATION

- COMMUNITY TRANSIT STREET
- MAJOR TRANSIT PRIORITY STREET
- TRANSIT ACCESS STREET
- ONE-WAY STREET
- FREEWAY CROSSING

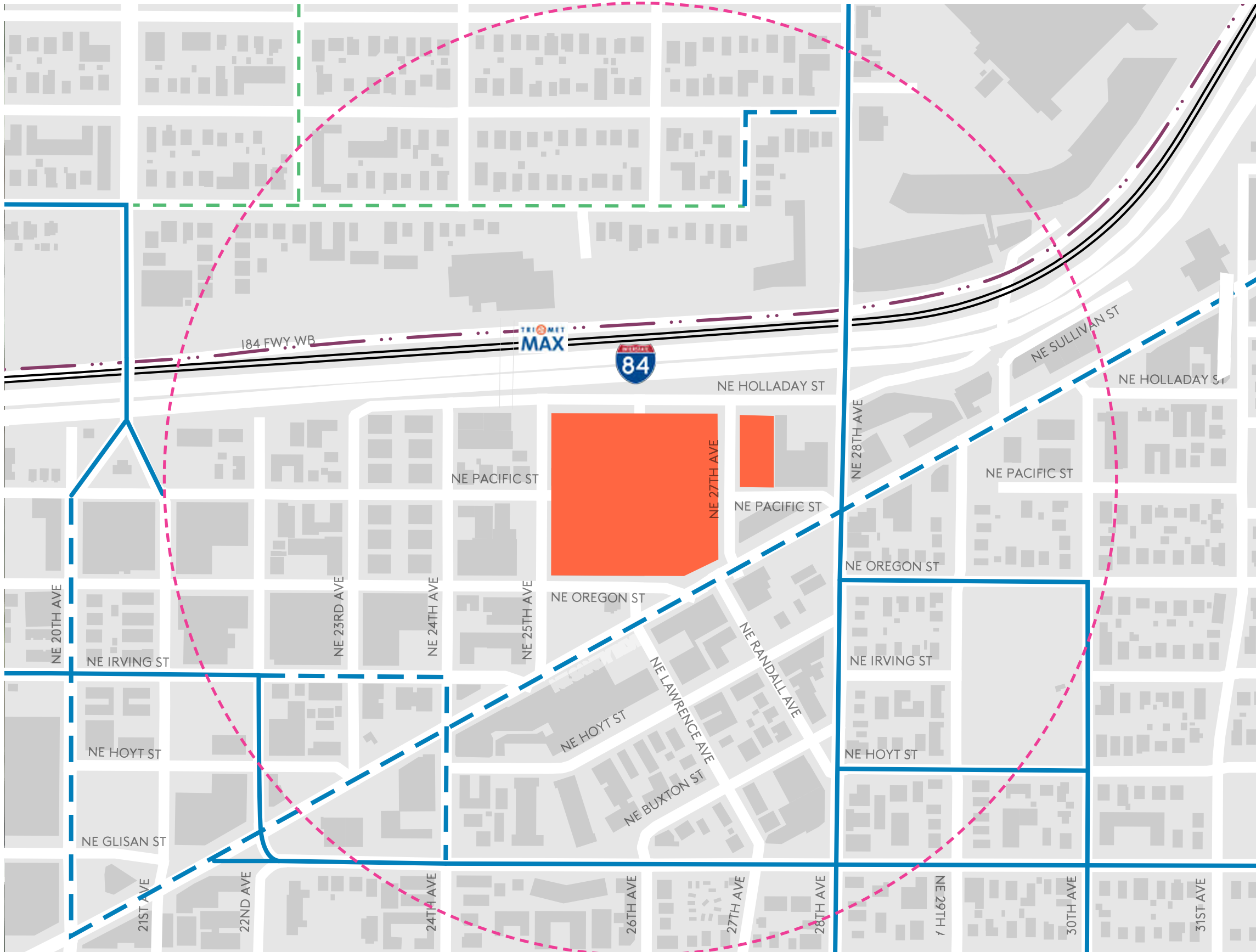
TRI-MET ROUTES

- BUS ROUTE
- BUS BUS STOPS
- LIGHT RAIL



URBAN DESIGN ANALYSIS | TRANSPORTATION AND CIRCULATION



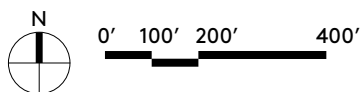


LEGEND

- SITE
- 1/4 MILE WALKING RADIUS

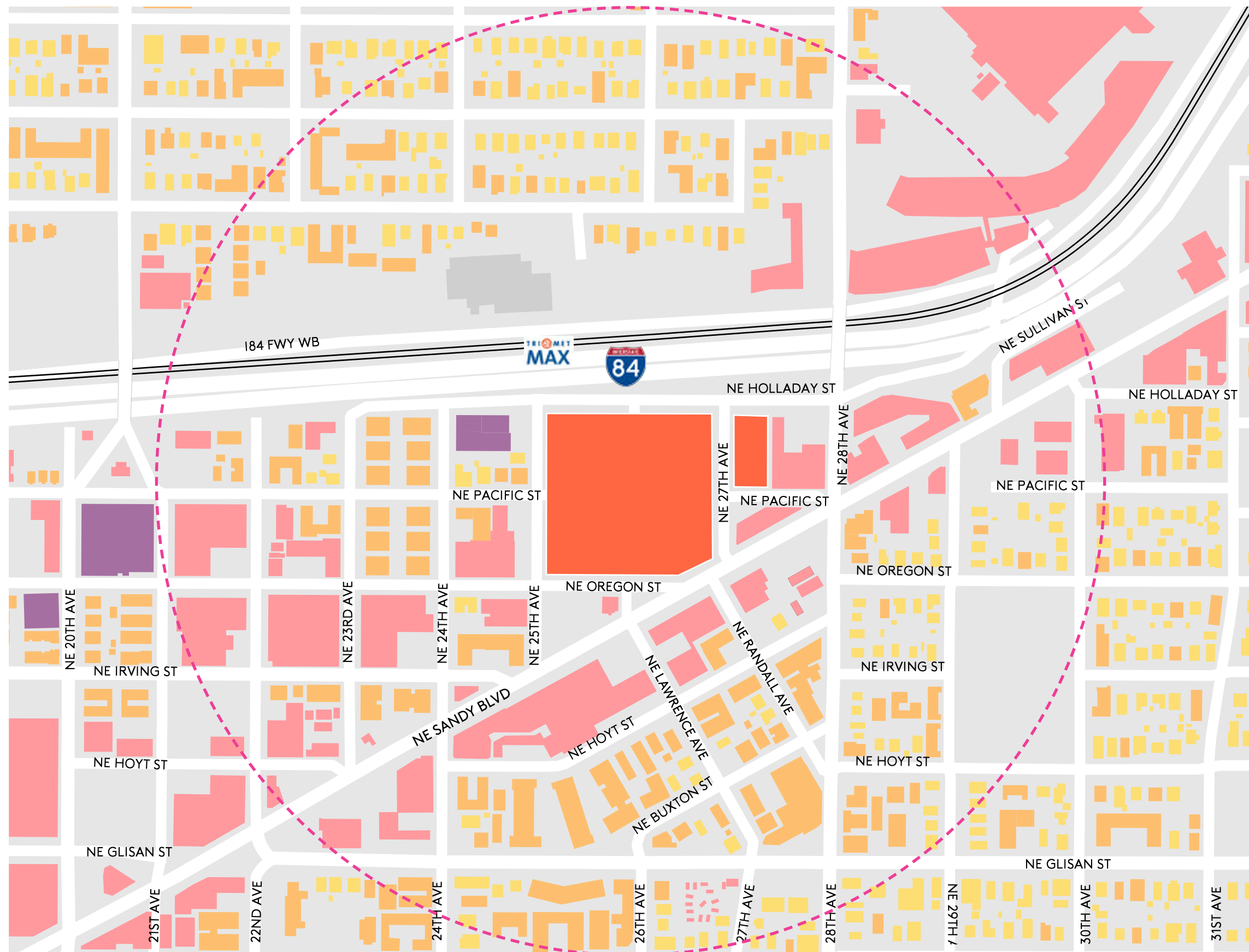
BIKE

- FUTURE TRAIL (SULLIVAN'S GULCH)
- EXISTING SEPARATED IN ROADWAY
- FUTURE SEPARATED IN ROADWAY
- FUTURE BIKE BOULEVARD



URBAN DESIGN ANALYSIS | BIKE CIRCULATION



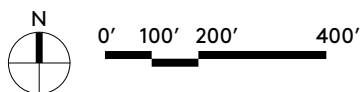


LEGEND

- SITE
- 1/4 MILE WALKING RADIUS

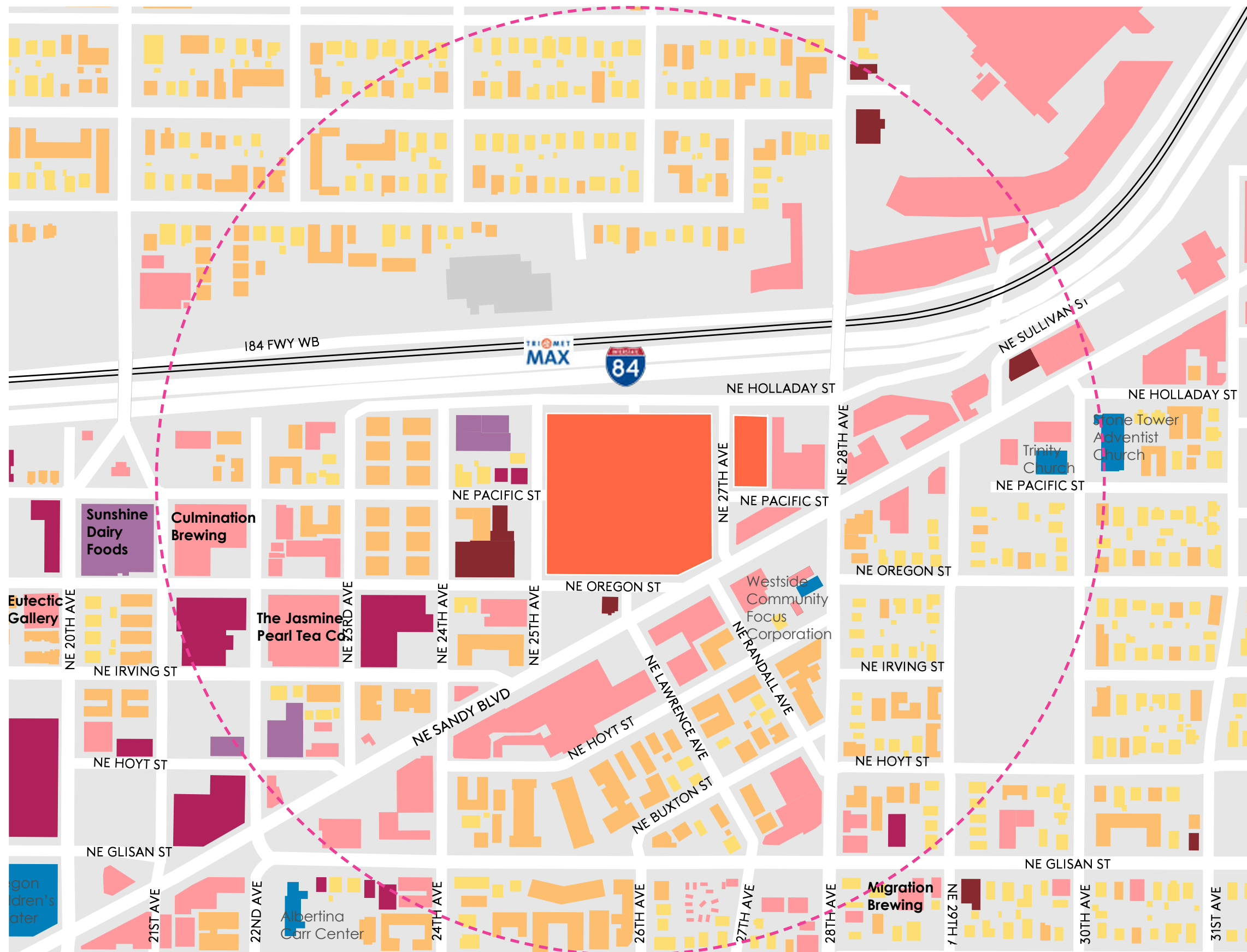
LANDUSE

- COMMERCIAL
- SINGLE FAMILY RESIDENTIAL
- MULTI FAMILY RESIDENTIAL
- INDUSTRIAL
- VACANT



URBAN DESIGN ANALYSIS | LAND USE



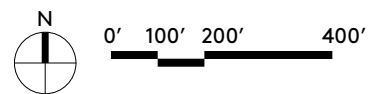


LEGEND

- SITE
- 1/4 MILE WALKING RADIUS

LANDUSE

- RESTAURANT / RETAIL
- OFFICE
- MEDICAL OFFICE
- SINGLE FAMILY RESIDENTIAL
- MULTI FAMILY RESIDENTIAL
- COMMUNITY
- INDUSTRIAL
- VACANT



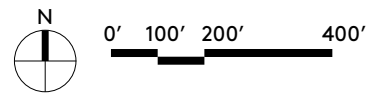
URBAN DESIGN ANALYSIS | GROUND FLOOR USE





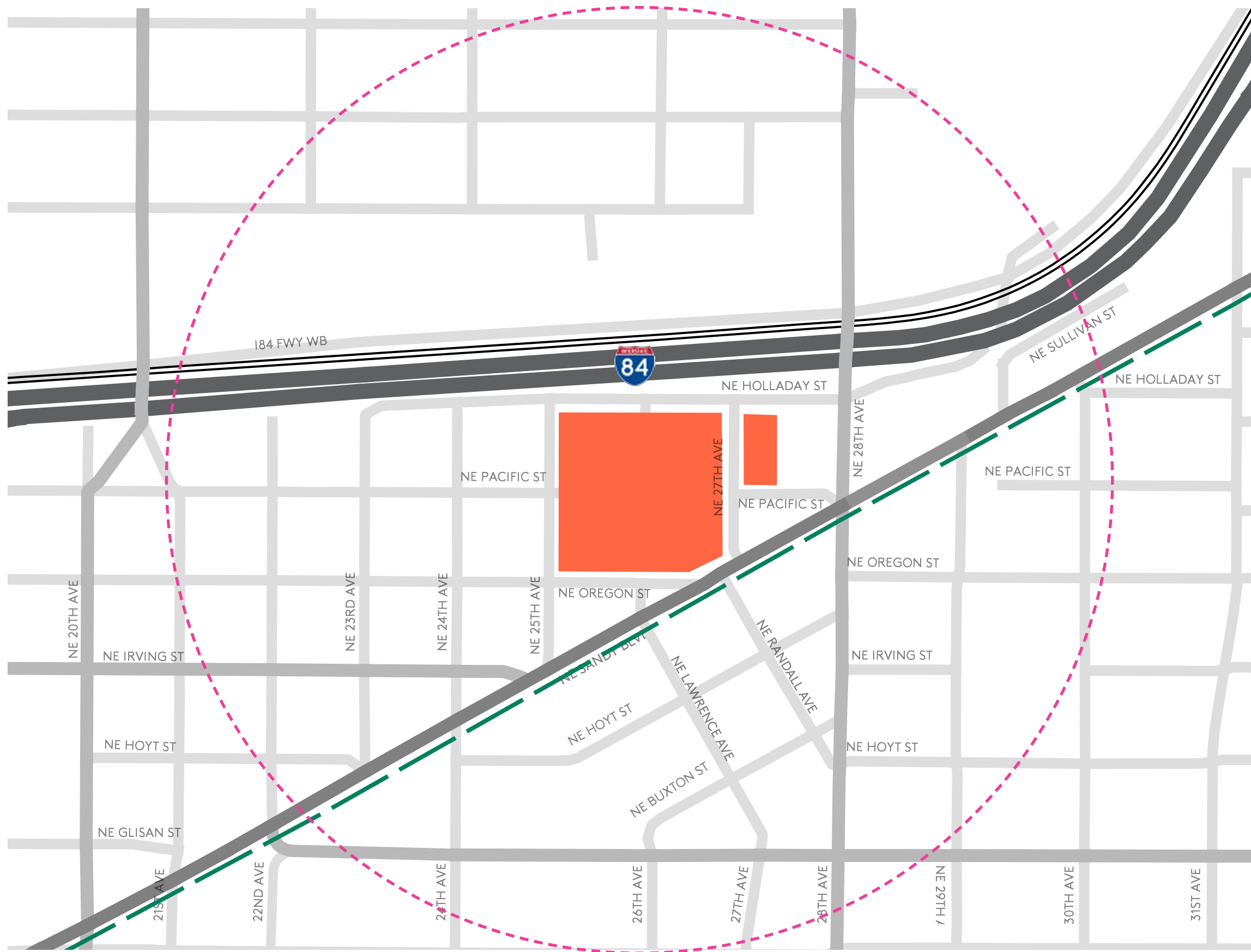
LEGEND

- SITE
- BUILDING
- 1/4 MILE WALKING RADIUS



URBAN DESIGN ANALYSIS | FIGURE GROUND





LEGEND

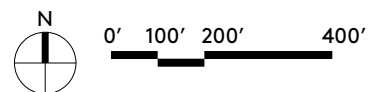
- SITE
- 1/4 MILE WALKING RADIUS

STREET TYPES

- LOCAL SERVICE
- DISTRICT COLLECTOR
- MAJOR CITY TRAFFIC STREET
- REGIONAL TRAFFICWAY

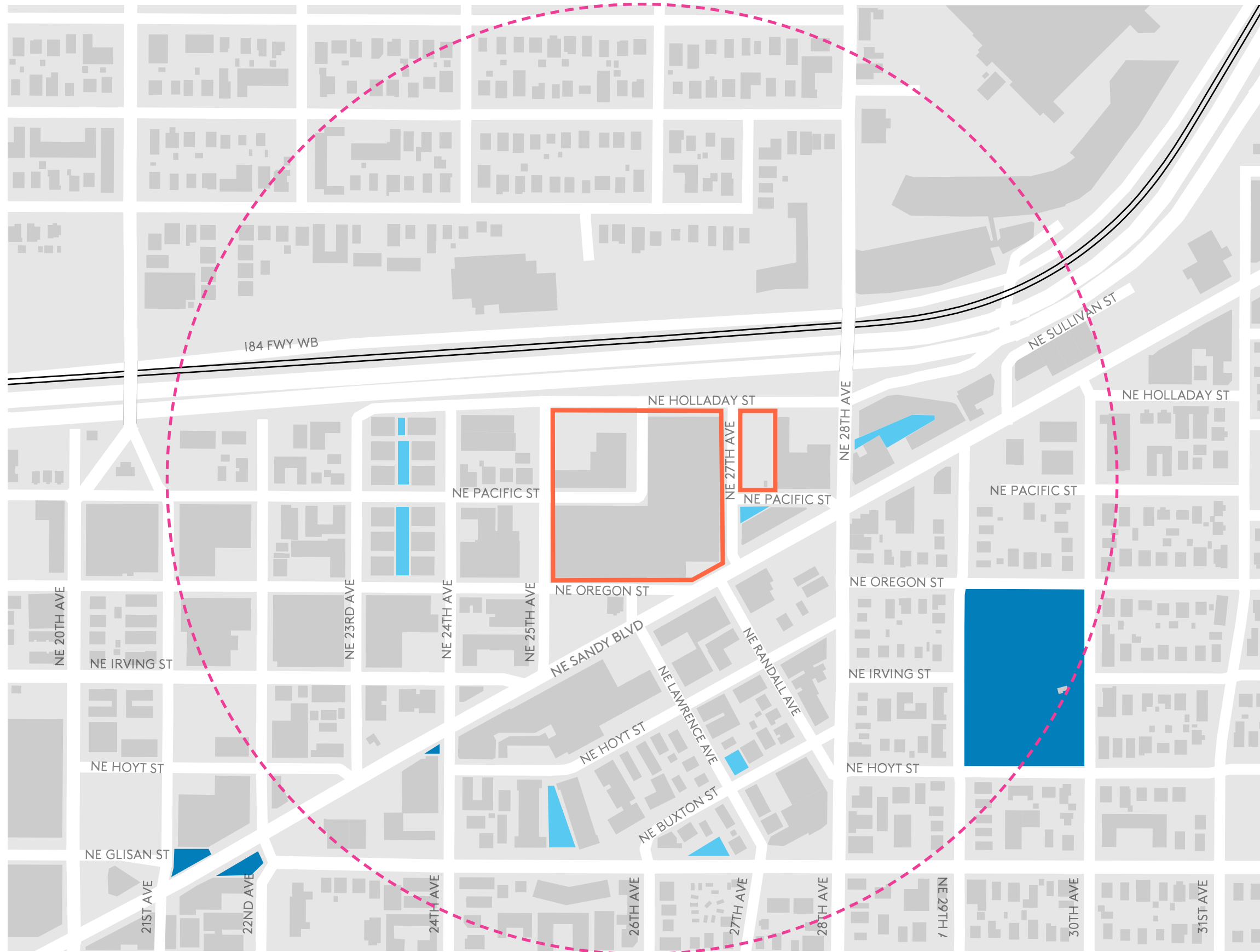
FREIGHT

- PREFERRED CITY TRUCK ROUTE



URBAN DESIGN ANALYSIS | GRID DIAGRAM



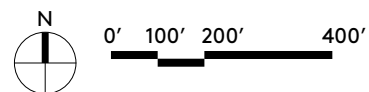


LEGEND

- SITE
- 1/4 MILE WALKING RADIUS

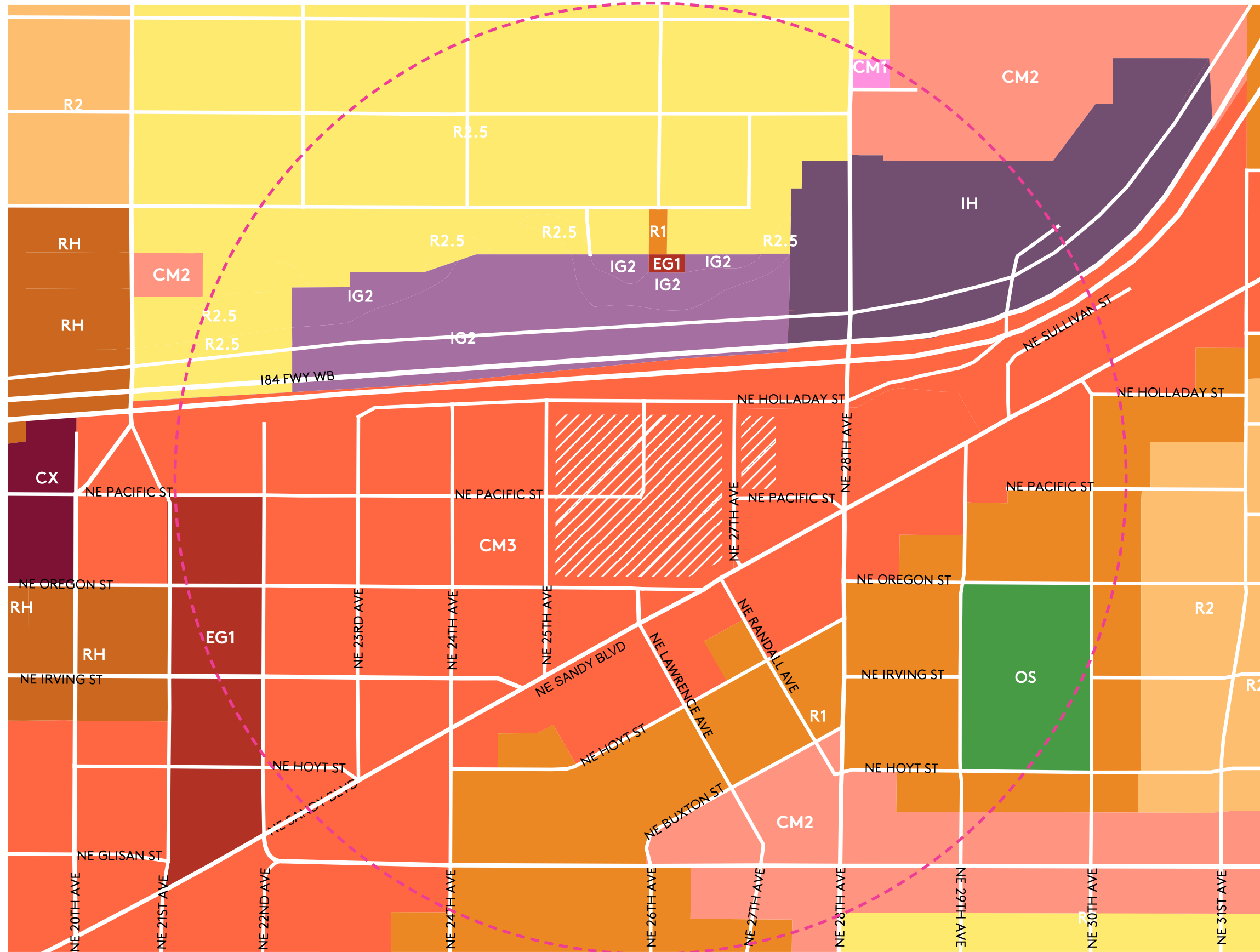
LANDUSE

- PUBLIC OPEN SPACE
- OPEN SPACE ON PRIVATE PROPERTY



URBAN DESIGN ANALYSIS | OPEN SPACE





ZONING SUMMARY

Zone	CM3d
Base FAR	3 to 1
Max FAR	5 to 1 using PD Bonus
Base Height	65'
Max Height	120' using PD Bonus
Site considered "close to transit"	

ON SITE INCLUSIONARY HOUSING (pre 1/1/19):

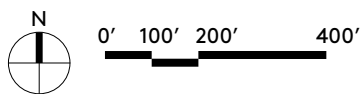
- 8% of units or bedrooms at 60% AMI
- 15% of units or bedrooms at 80% AMI

PARKING

	MINIMUM PARKING	LONG TERM BIKE MIN.
Residential	.33/unit	1.1/unit
Live/Work	.33/unit	1.1/unit
Affordable Housing	-	1.1/unit
Retail/Makers Space	-	1/12,000 sf
Restaurant/Bar	-	1/12,000 sf
Office	-	1/10,000 sf

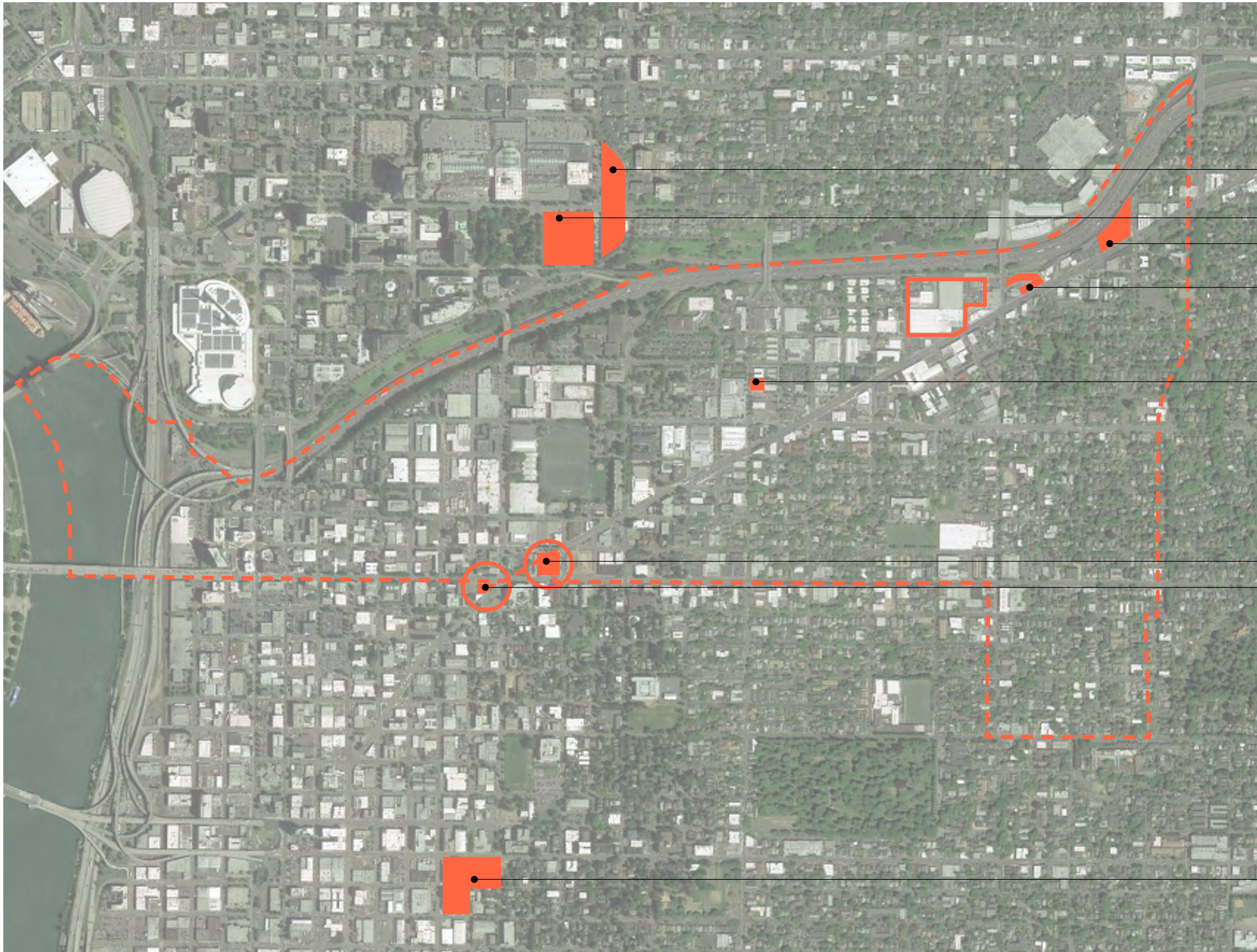
LEGEND

- SITE
 - 1/4 MILE WALKING RADIUS
- LANDUSE**
- CM2 - COMMERCIAL MIXED USE 2
 - CM3 - COMMERCIAL MIXED USE 3
 - CM1 - COMMERCIAL MIXED USE 1
 - CX - CENTRAL COMMERCIAL
 - EG1 - GENERAL EMPLOYMENT 1
 - R 2.5 - SINGLE FAMILY RESIDENTIAL
 - R2 - LOW DENSITY MULTI FAMILY RESIDENTIAL
 - R1 - MEDIUM DENSITY MULTI FAMILY RESIDENTIAL
 - RH - CENTRAL MULTI FAMILY RESIDENTIAL
 - IG2 - GENERAL INDUSTRIAL
 - IH - HEAVY INDUSTRIAL
 - OS - OPEN SPACE



URBAN DESIGN ANALYSIS | UPDATED ZONING





1510 NE MULTNOMAH

1400 NE MULTNOMAH

LEXUS OF PORTLAND

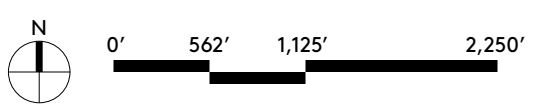
FAIRFIELD RESIDENTIAL

HOYT20 APARTMENTS

BROADSTONE BURNSIDE

BURNSIDE DELTA

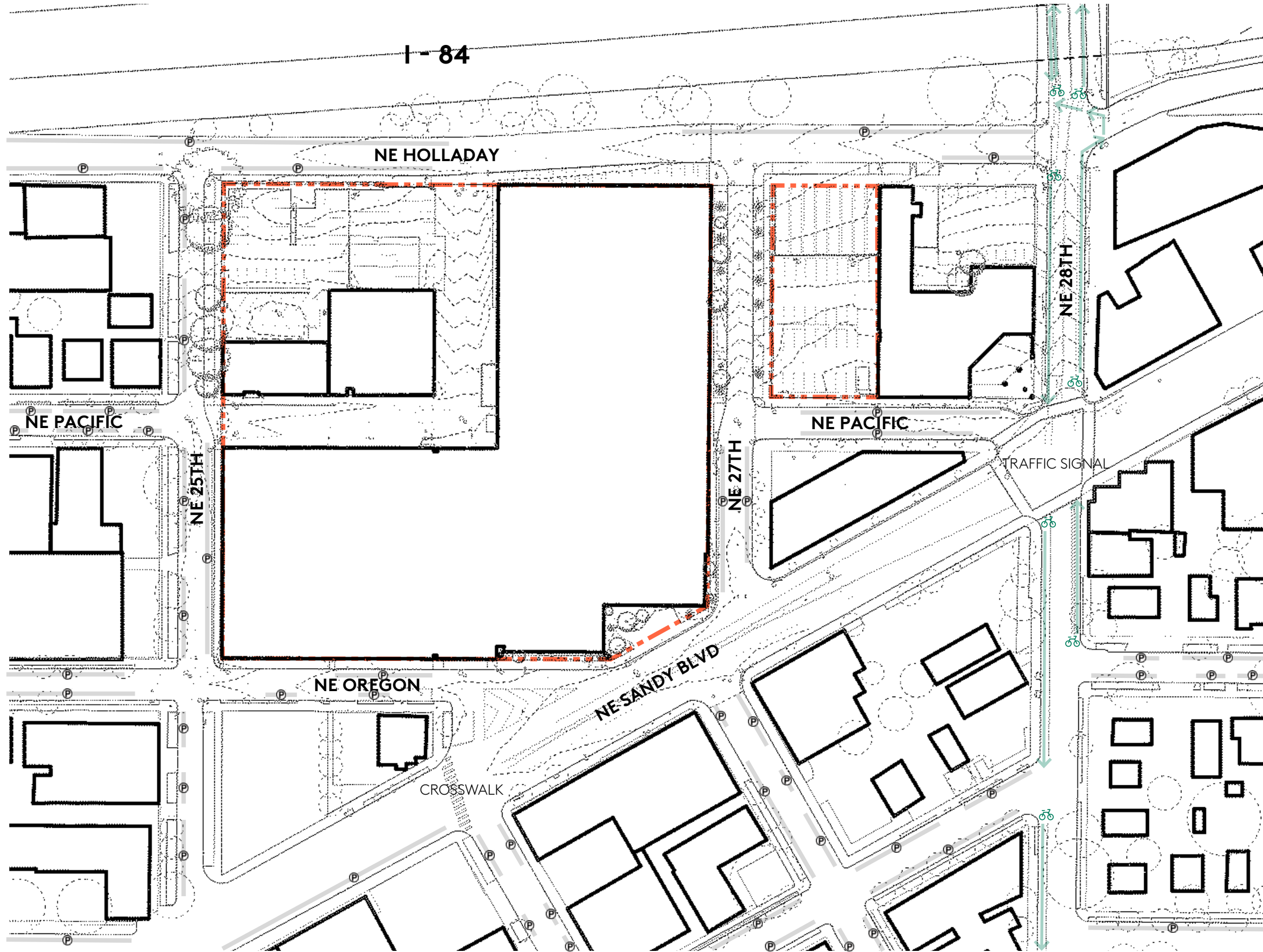
LOCA @ THE GOAT BLOCKS



URBAN DESIGN ANALYSIS | CURRENT PROJECTS

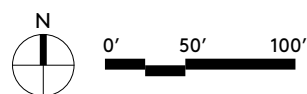


Site Analysis—



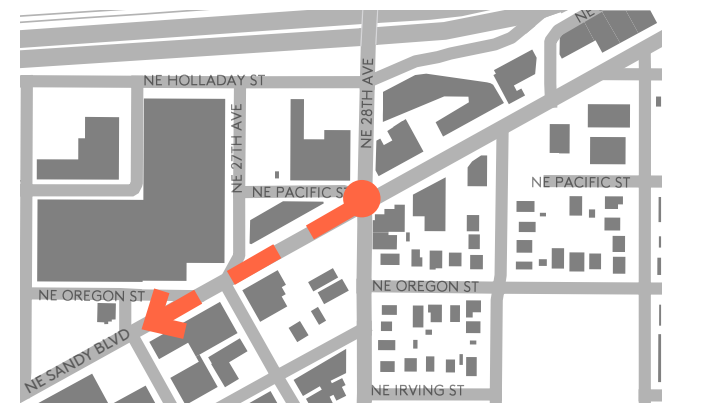
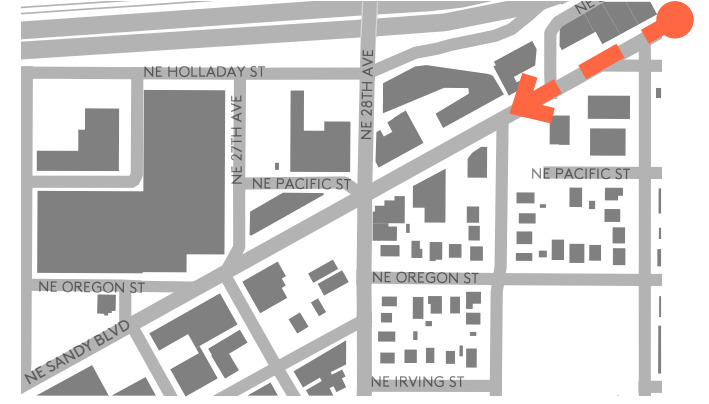
LEGEND

- P PARKING
- 🚲 BIKE LANE



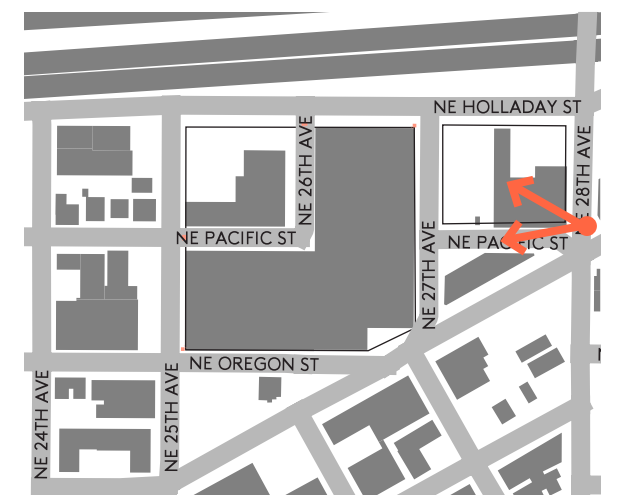
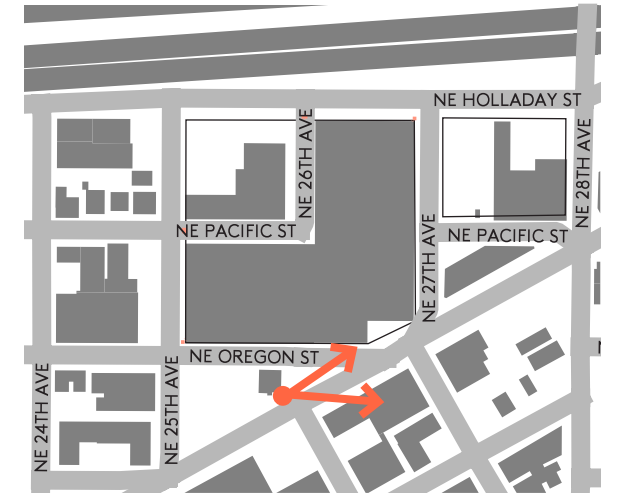
SITE ANALYSIS | EXISTING STREETSCAPE

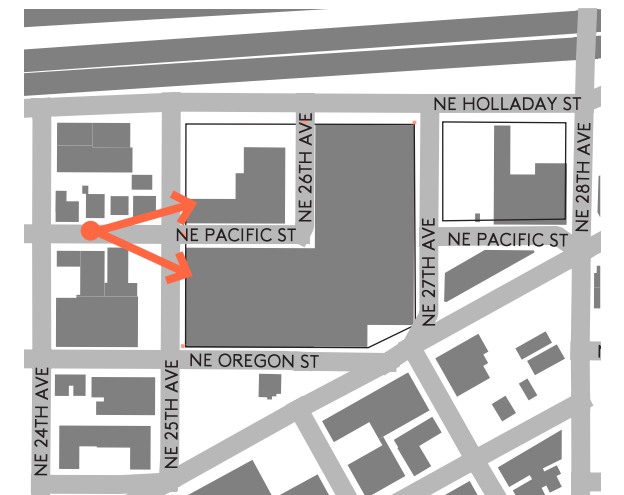




SITE ANALYSIS | PHOTOGRAPHS ON SANDY BLVD

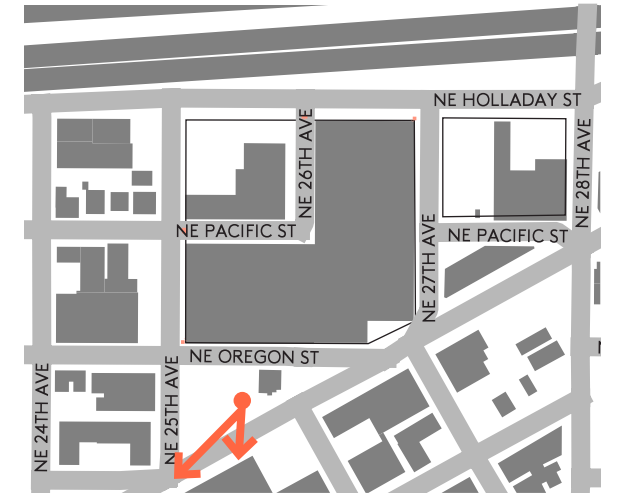






SITE ANALYSIS | SITE PHOTOGRAPHS





SITE ANALYSIS | SITE PHOTOGRAPHS





SITE ANALYSIS | PAVILION PHOTOGRAPHS





SITE ANALYSIS | PAVILION PHOTOGRAPHS



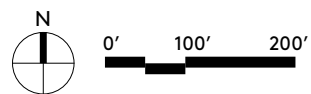


Design Proposal—



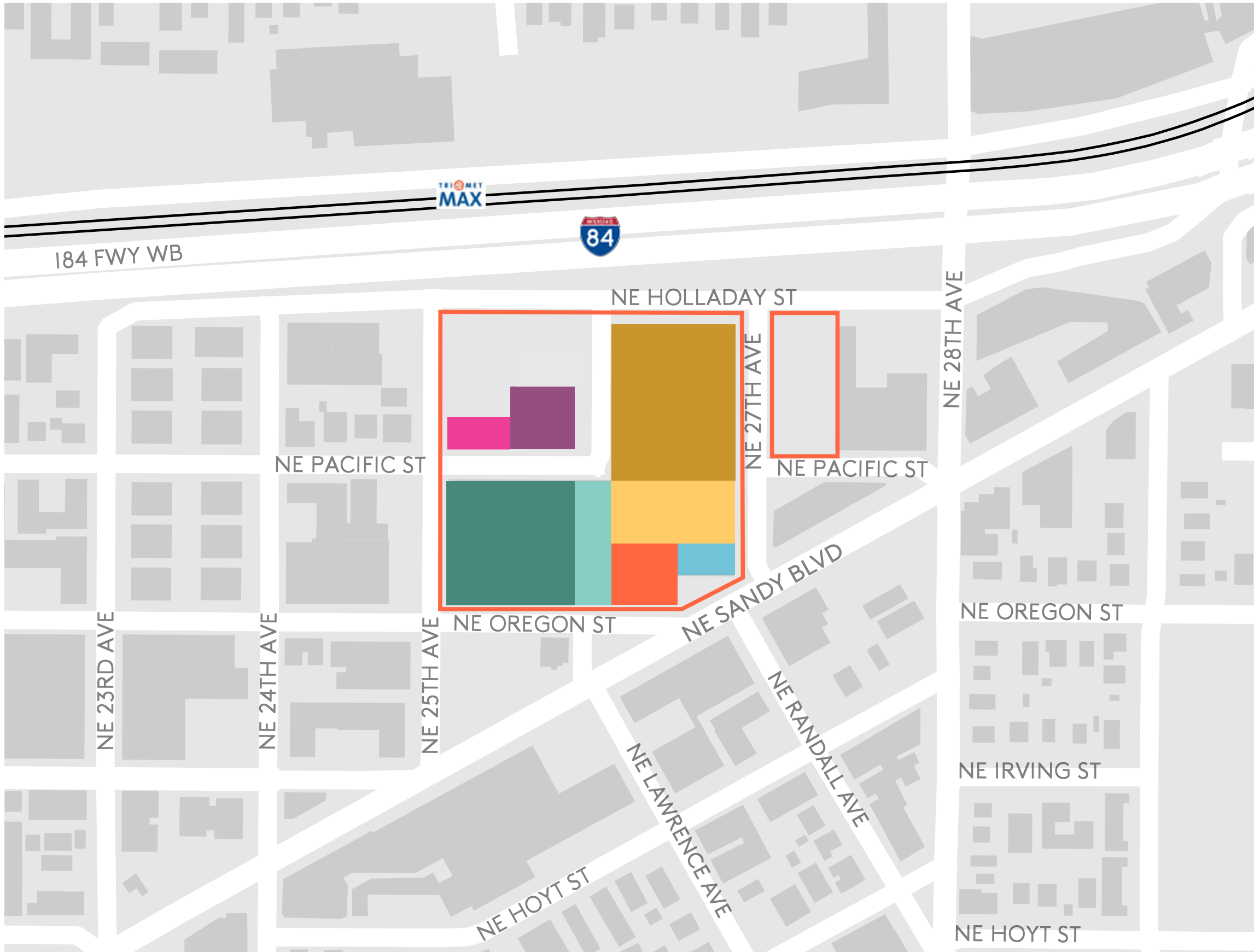
LEGEND

□ SITE



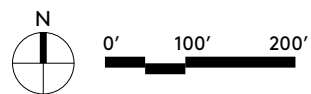
DESIGN PROPOSAL | SITE AERIAL





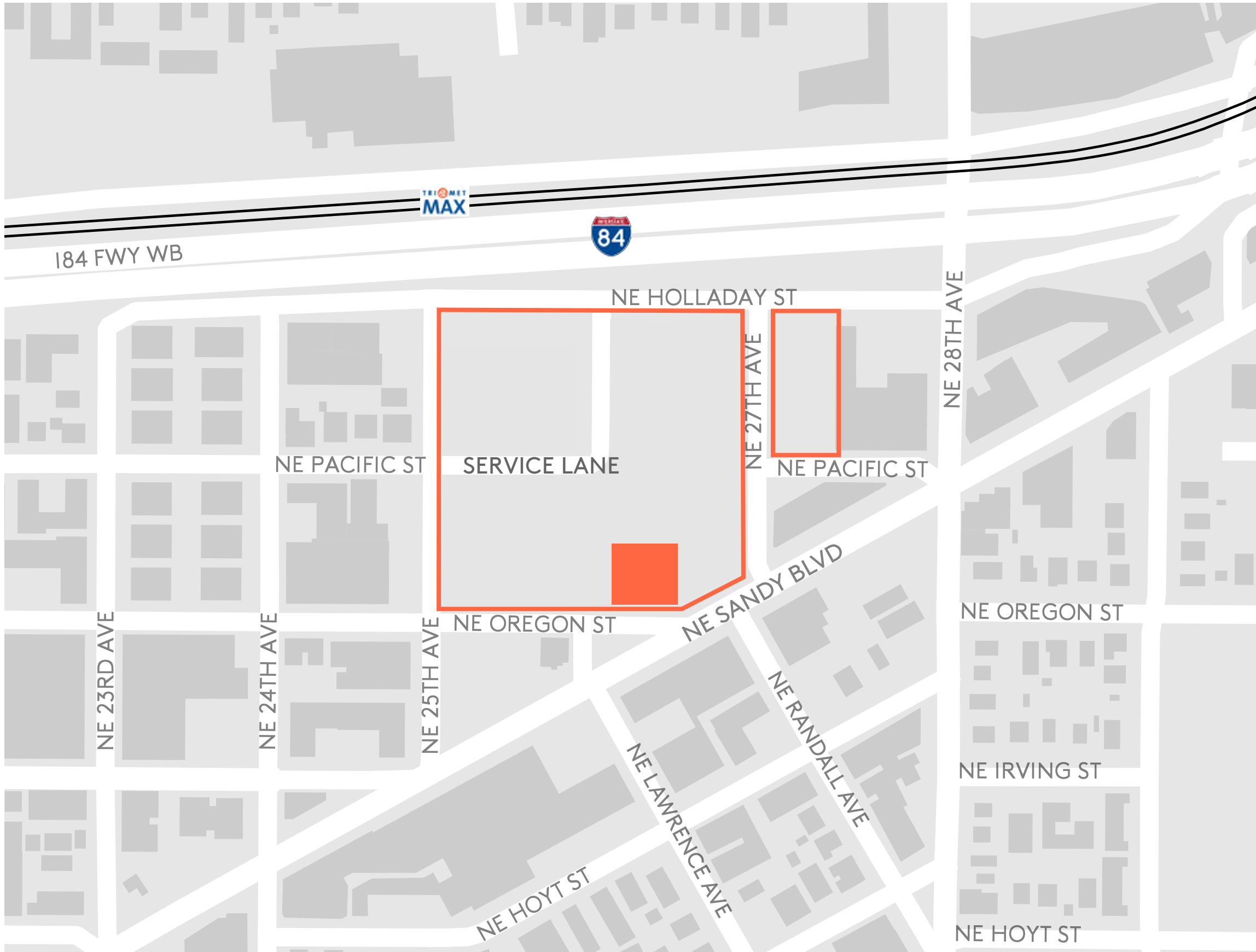
LEGEND

-  SITE
-  PAVILION



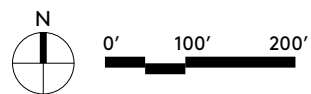
DESIGN PROPOSAL | EXISTING BUILDINGS





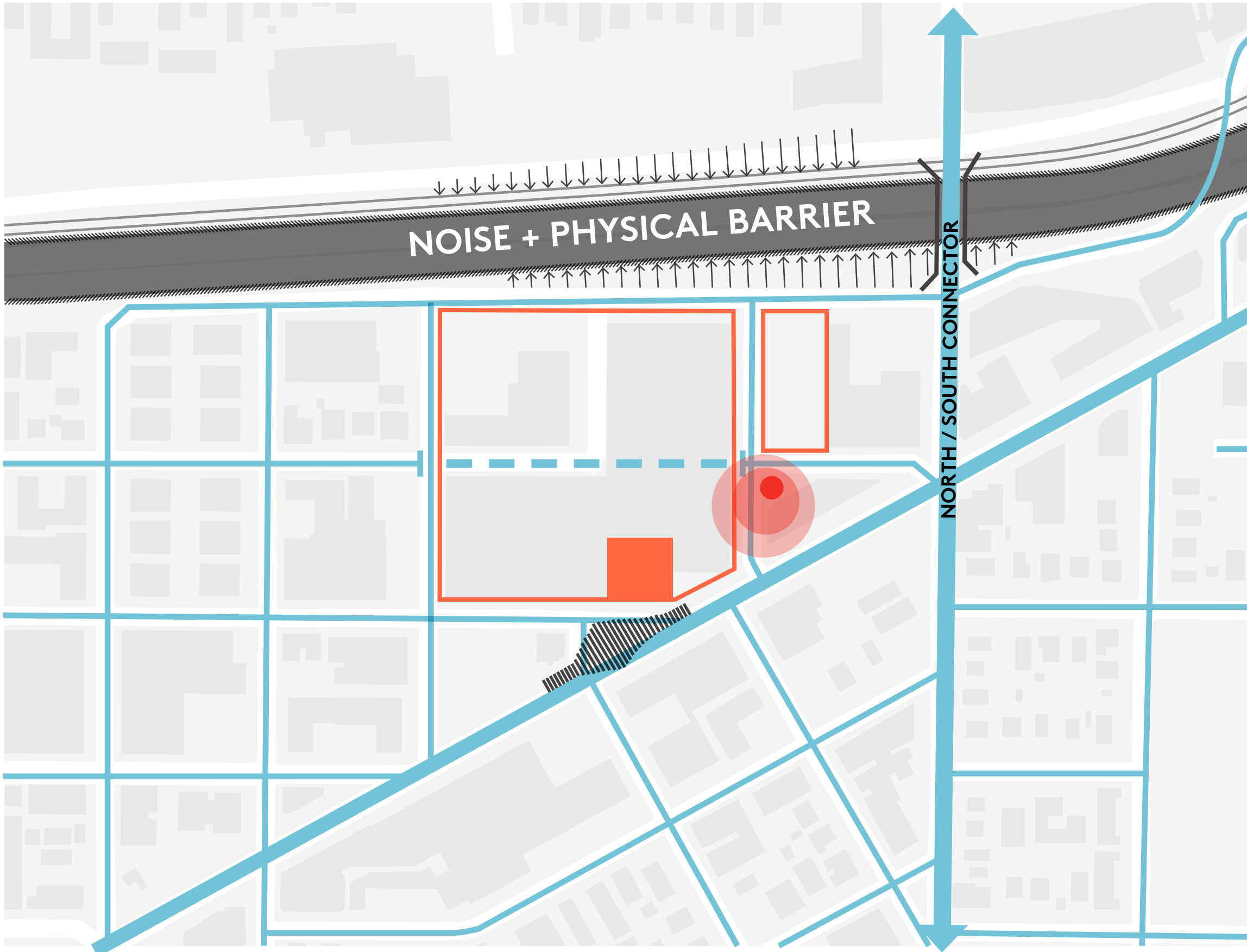
LEGEND

- SITE PAVILLION



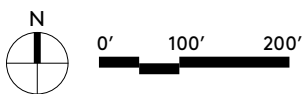
DESIGN PROPOSAL | PAVILION





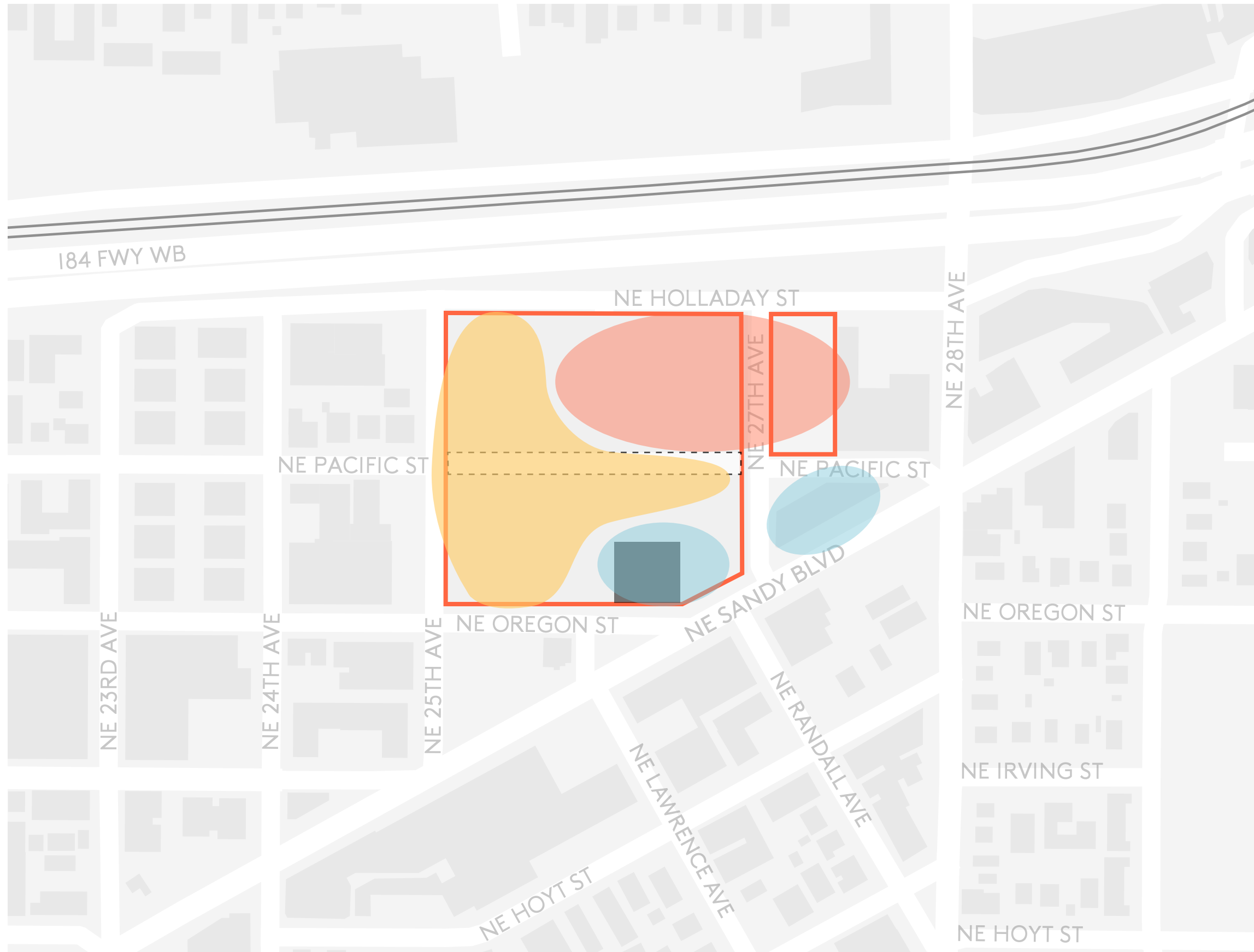
LEGEND

- SITE
- PAVILLION
- NOISE + PHYSICAL BARRIER
- NEIGHBORHOOD GATHERING
- EXISTING STREETS
- - - POTENTIAL ROUTES
- ▨ DANGEROUS PEDESTRIAN CROSSING
- TOPOGRAPHY



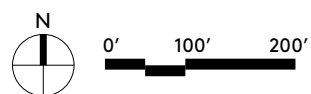
DESIGN PROPOSAL | DESIGN INFLUENCES





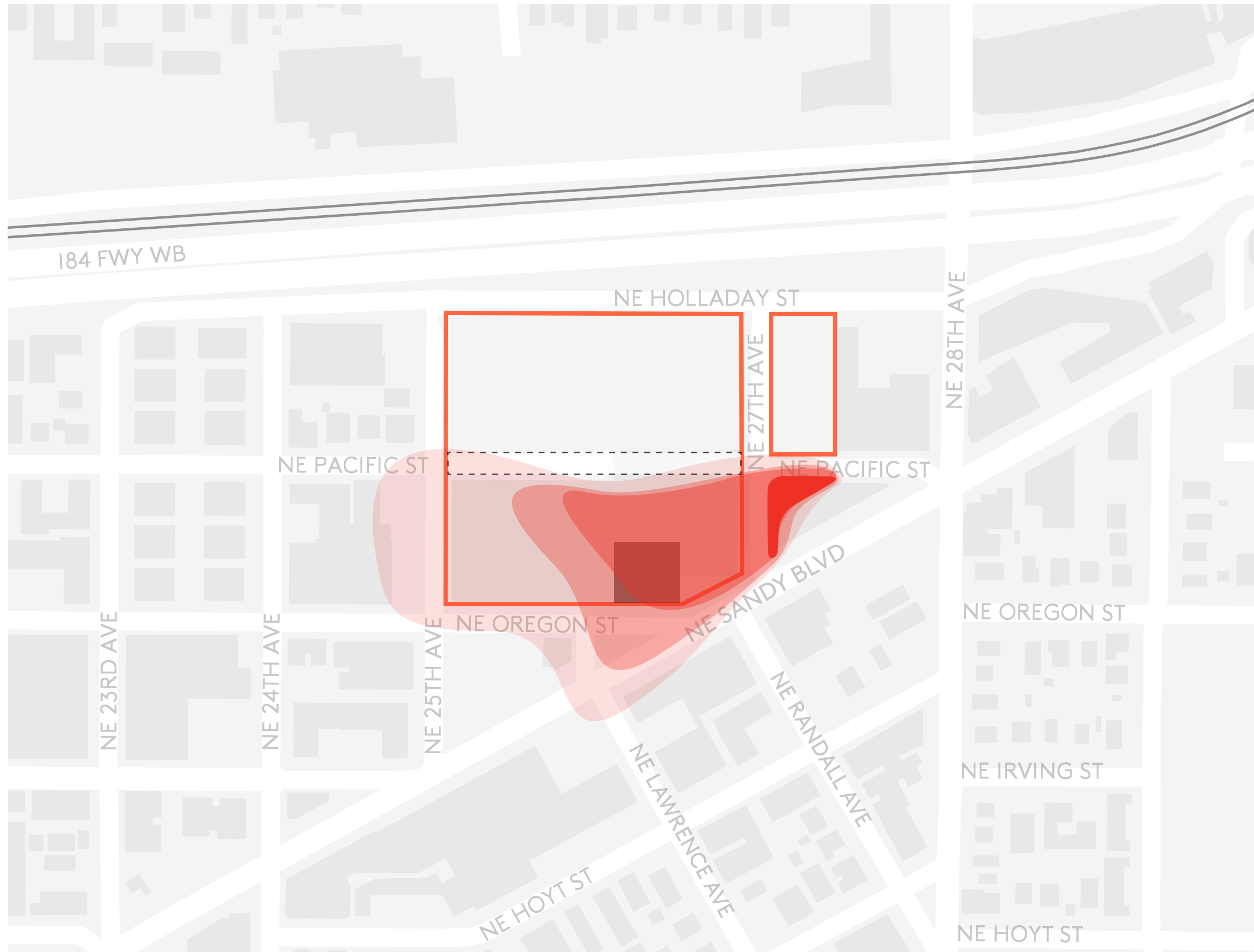
LEGEND

- SITE
- WOONERF
- PAVILION
- TALL
- MEDIUM
- SHORT



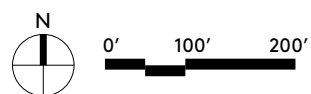
DESIGN PROPOSAL | HEIGHT RANGE





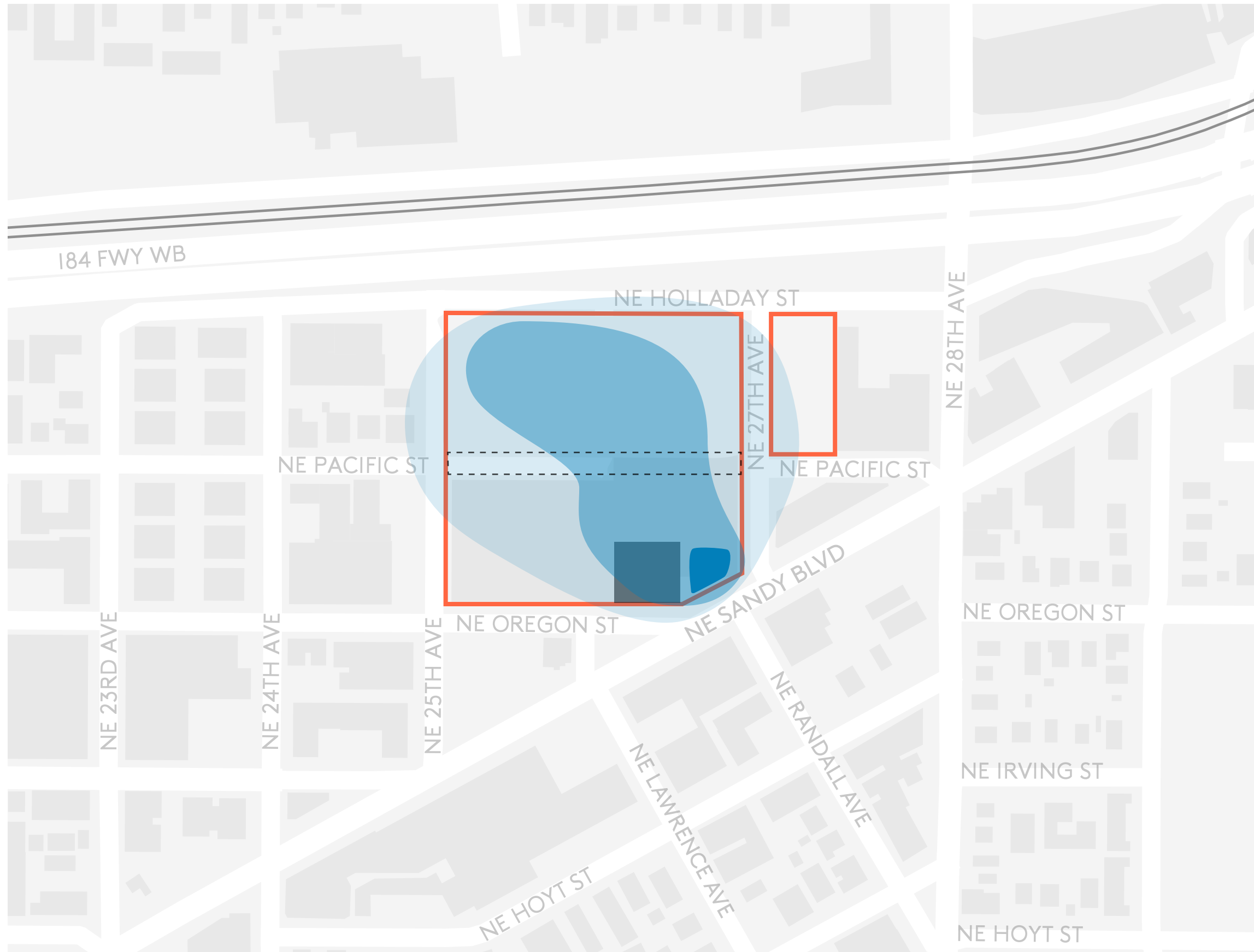
LEGEND

- SITE
- OPEN SPACE INFLUENCE
- WOONERF
- PAVILION



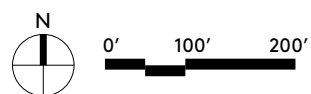
DESIGN PROPOSAL | DESIGN INFLUENCES





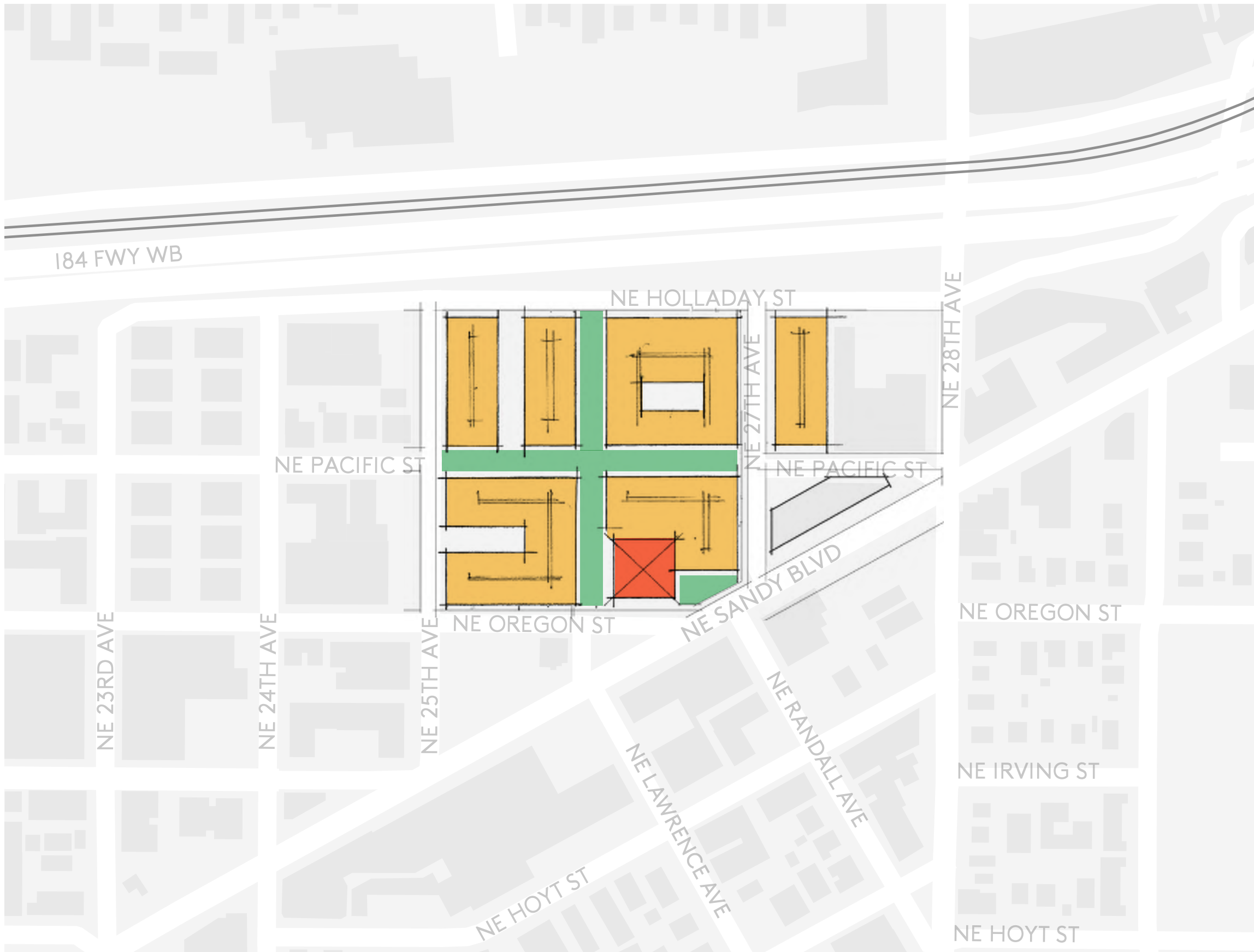
LEGEND

- SITE
- OPEN SPACE INFLUENCE
- WOONERF
- PAVILION



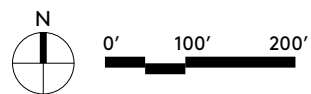
DESIGN PROPOSAL | DESIGN INFLUENCES





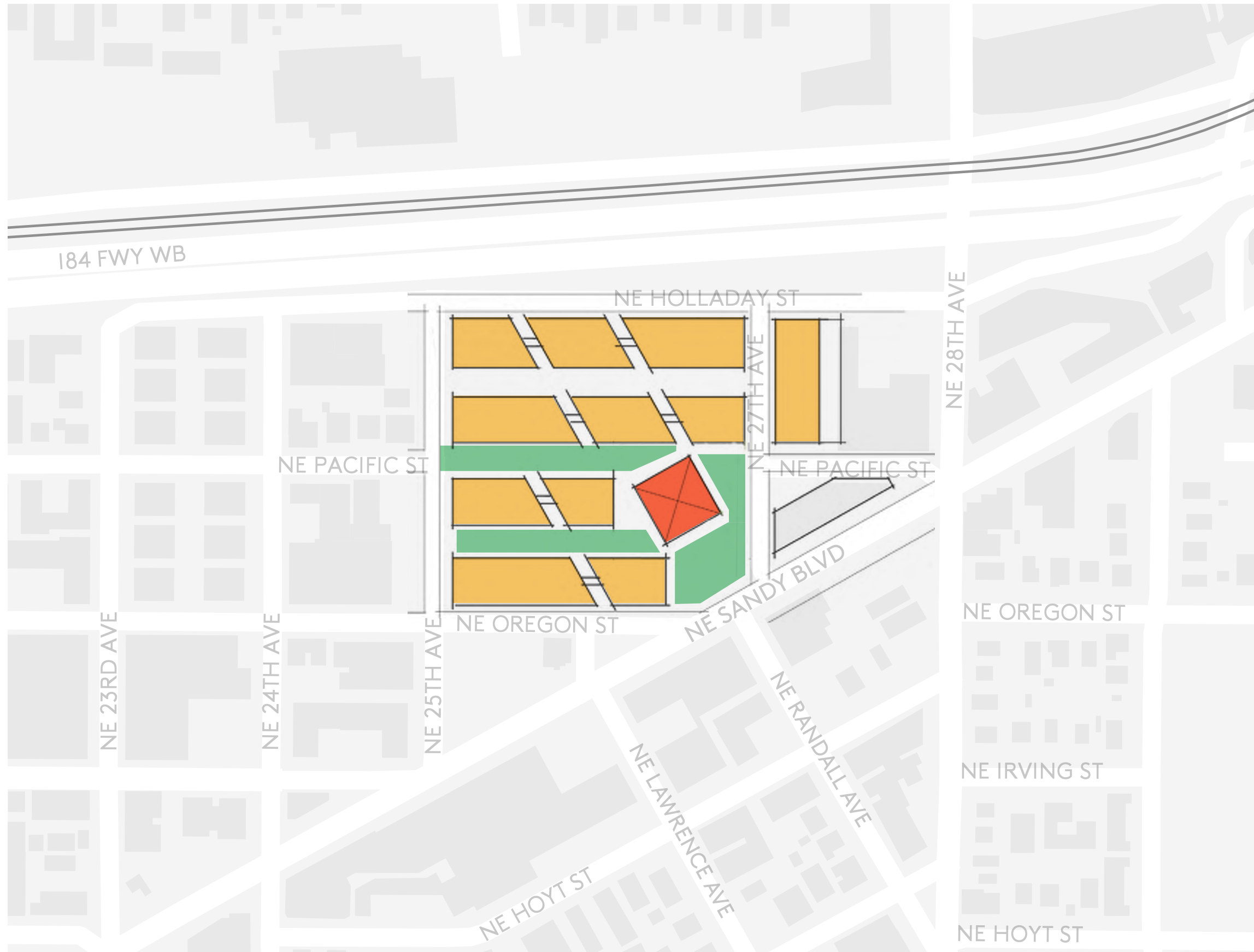
LEGEND

- RESIDENTIAL OR OFFICE
- PAVILION
- OPEN SPACE



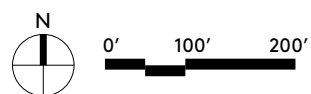
DESIGN PROPOSAL | FOUR PORTLAND BLOCKS





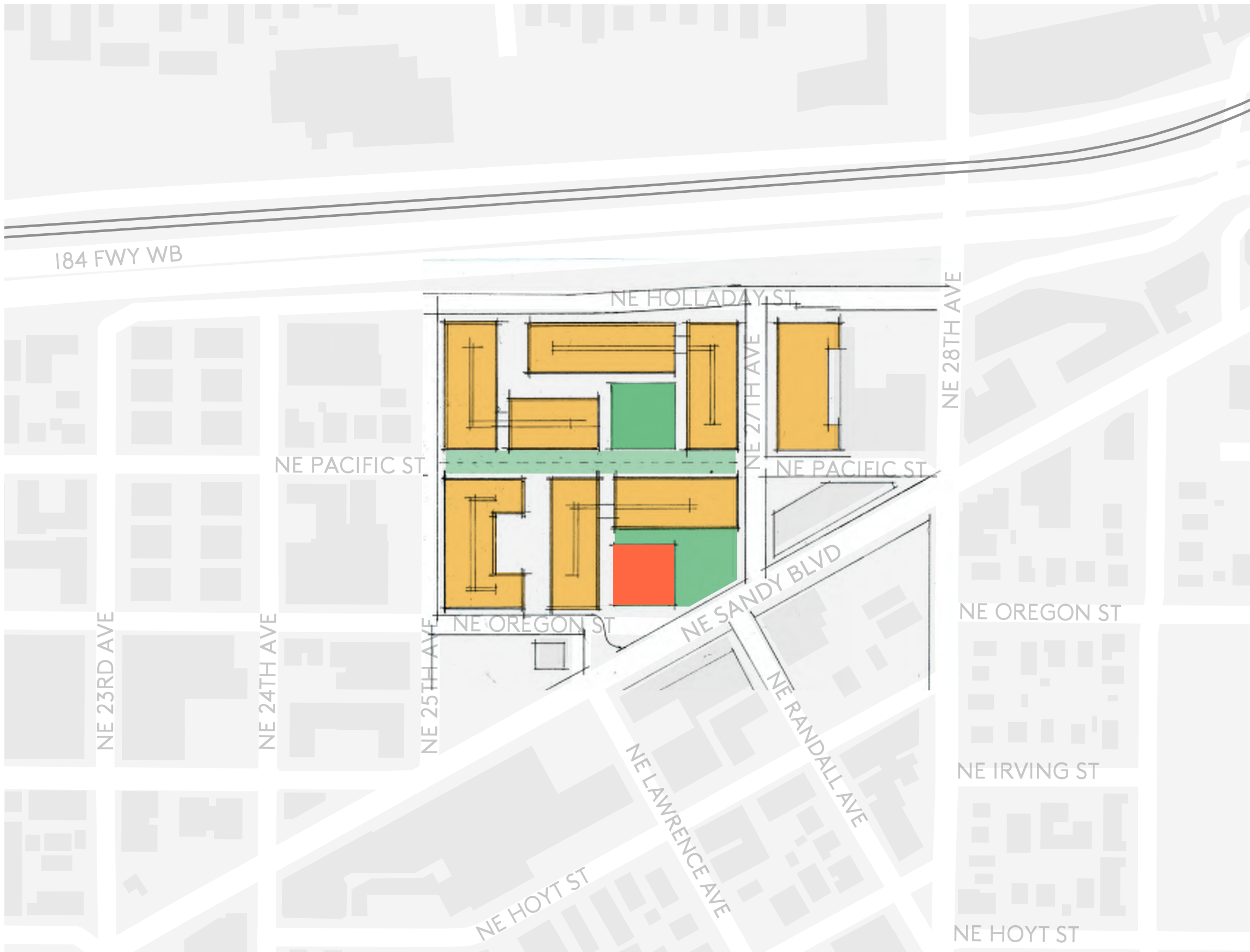
LEGEND

- RESIDENTIAL OR OFFICE
- PAVILION
- OPEN SPACE



DESIGN PROPOSAL | CAMPUS AND MOVE PAVILION



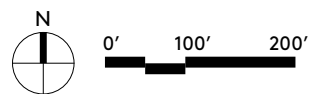


LEGEND

- RESIDENTIAL OR OFFICE
- PAVILION

OPEN SPACE

- PARK
- WOONERF
- PLAZA



DESIGN PROPOSAL | PARK, PLAZA AND WOONERF



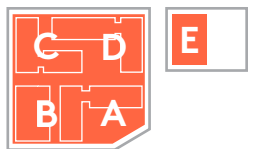


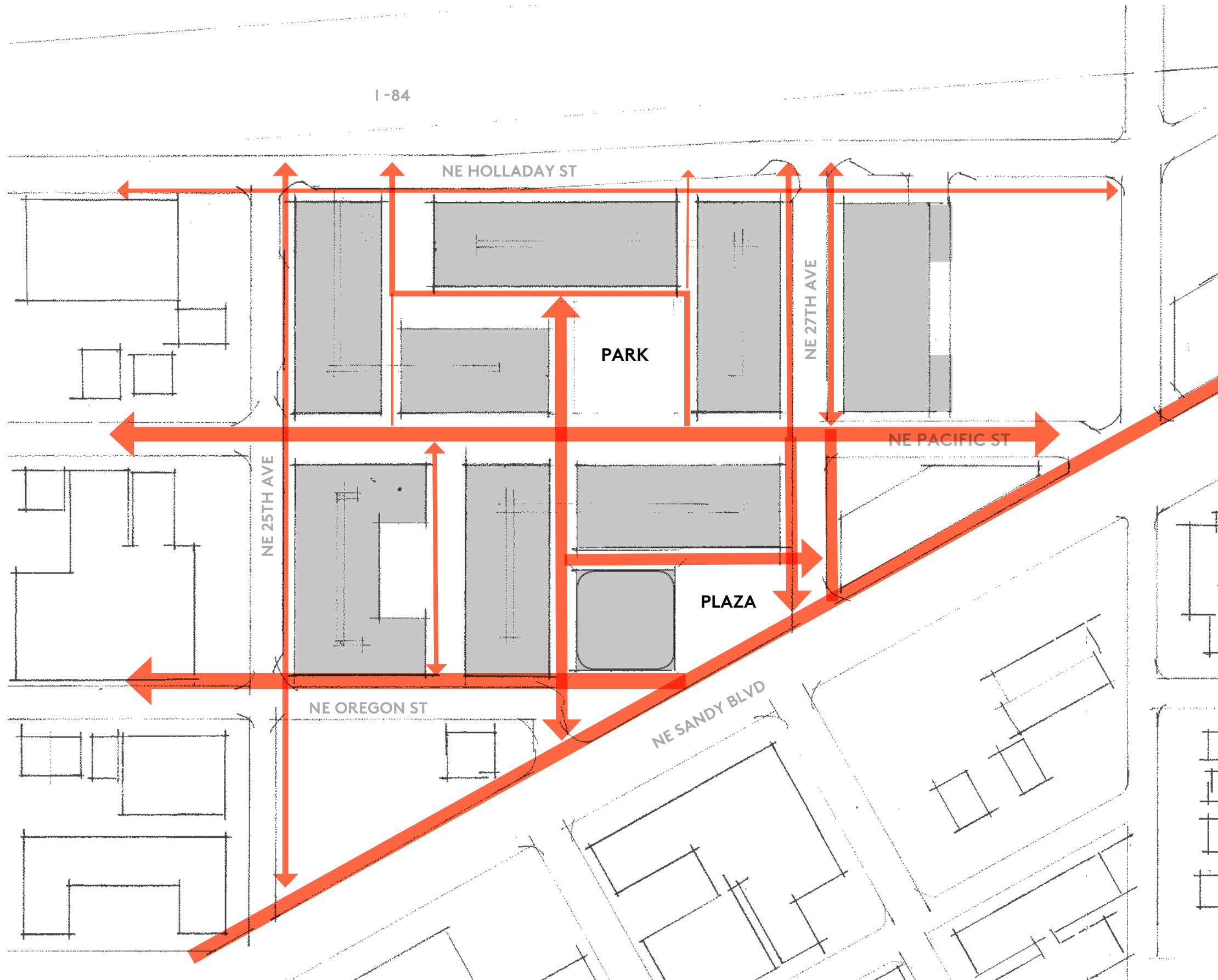
LEGEND

- OPEN SPACE
- PARK
- PLAZA
- WOONERF
- RESIDENTIAL OR OFFICE
- PAVILION





DESIGN PROPOSAL | PLAN



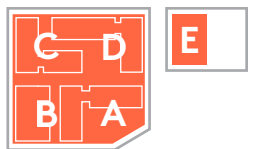


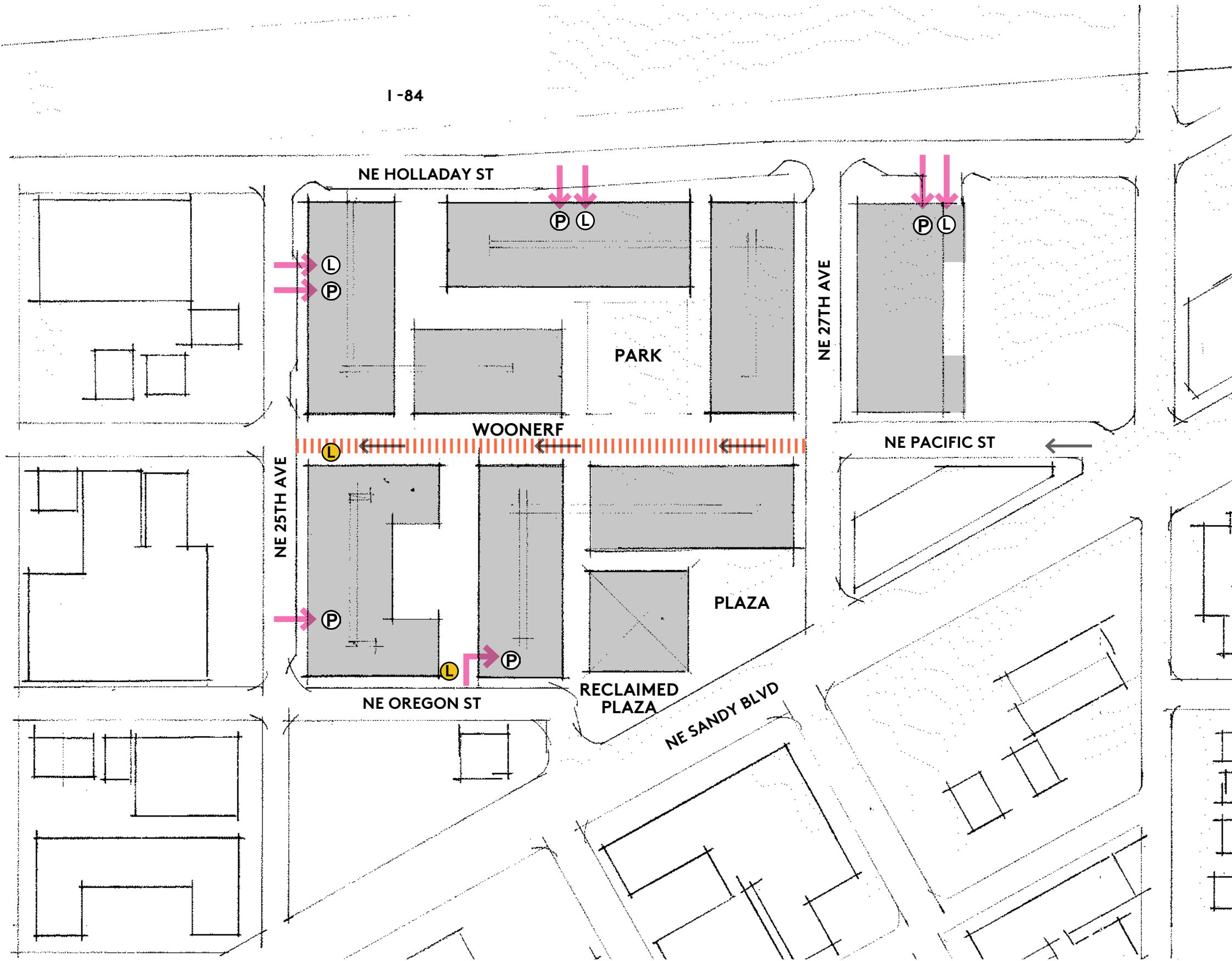
LEGEND

-  CIRCULATION
-  BUILDING



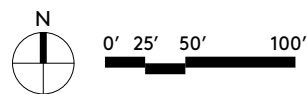
DESIGN PROPOSAL | PEDESTRIAN CIRCULATION



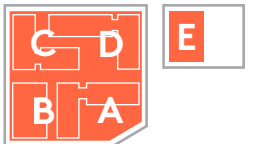


LEGEND

- PARKING
- PARKING GARAGE ENTRANCE
- LOADING ACCESS AT GRADE
- LOADING ACCESS AT GARAGE
- VEHICULAR, BIKE, PEDESTRIAN ON WOONERF
- ONE WAY TRAFFIC



DESIGN PROPOSAL | CIRCULATION, PARKING & LOADING





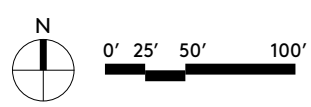
LEGEND

- OFFICE
- WORK LIVE
- RETAIL
- MAKER
- TOWNHOUSE
- AMENITY

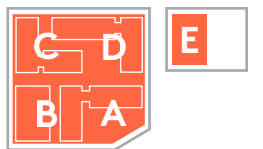
- ➔ PARKING GARAGE ENTRANCE
- ✱ ENTRANCE

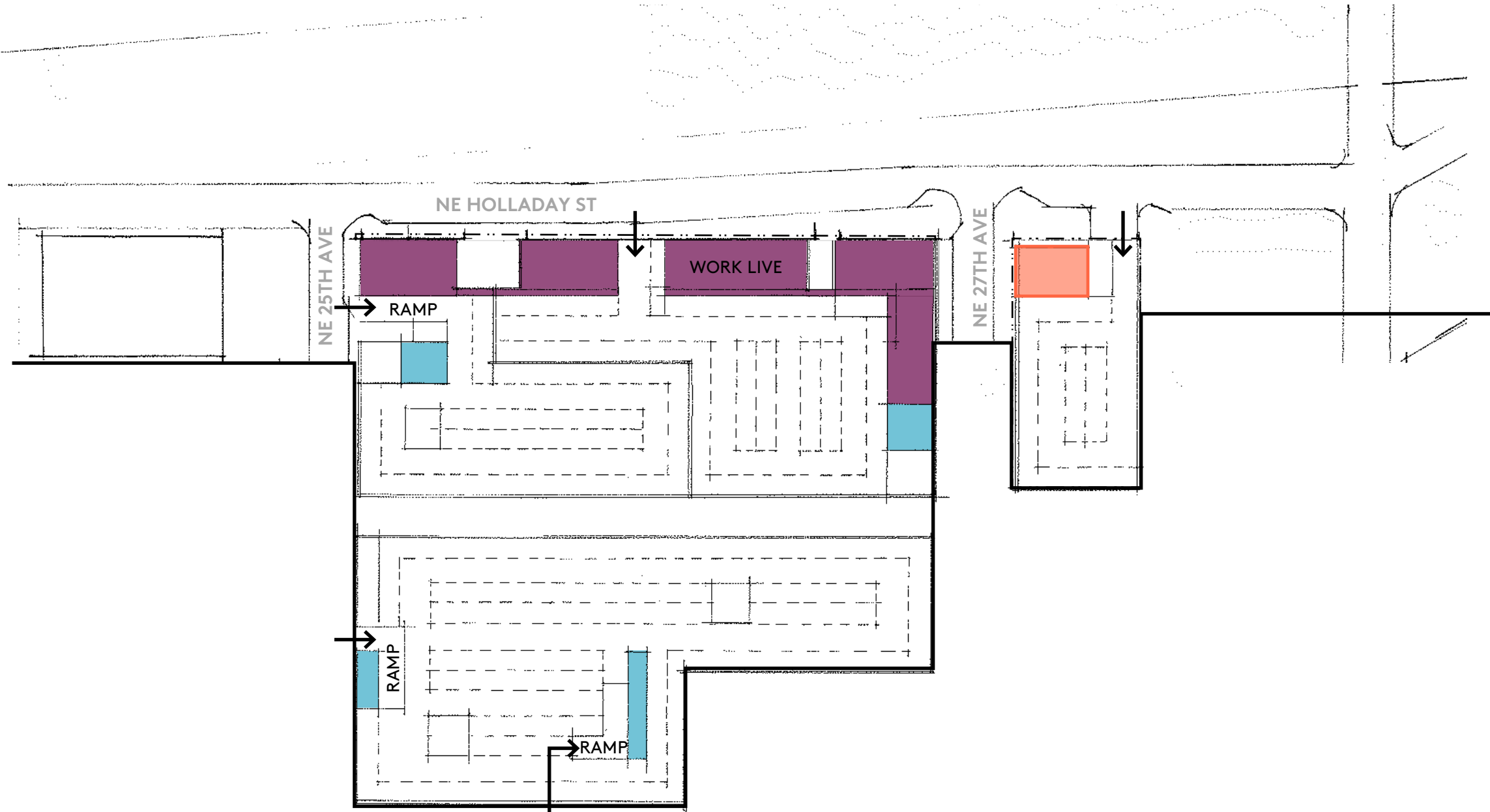
AMENITY

- 1 LOBBY
- 2 FITNESS
- 3 LEASING
- 4 CYCLING LOUNGE

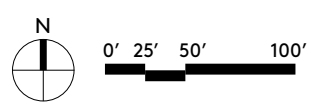


DESIGN PROPOSAL | GROUND LEVEL USE

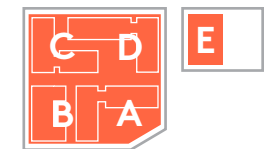


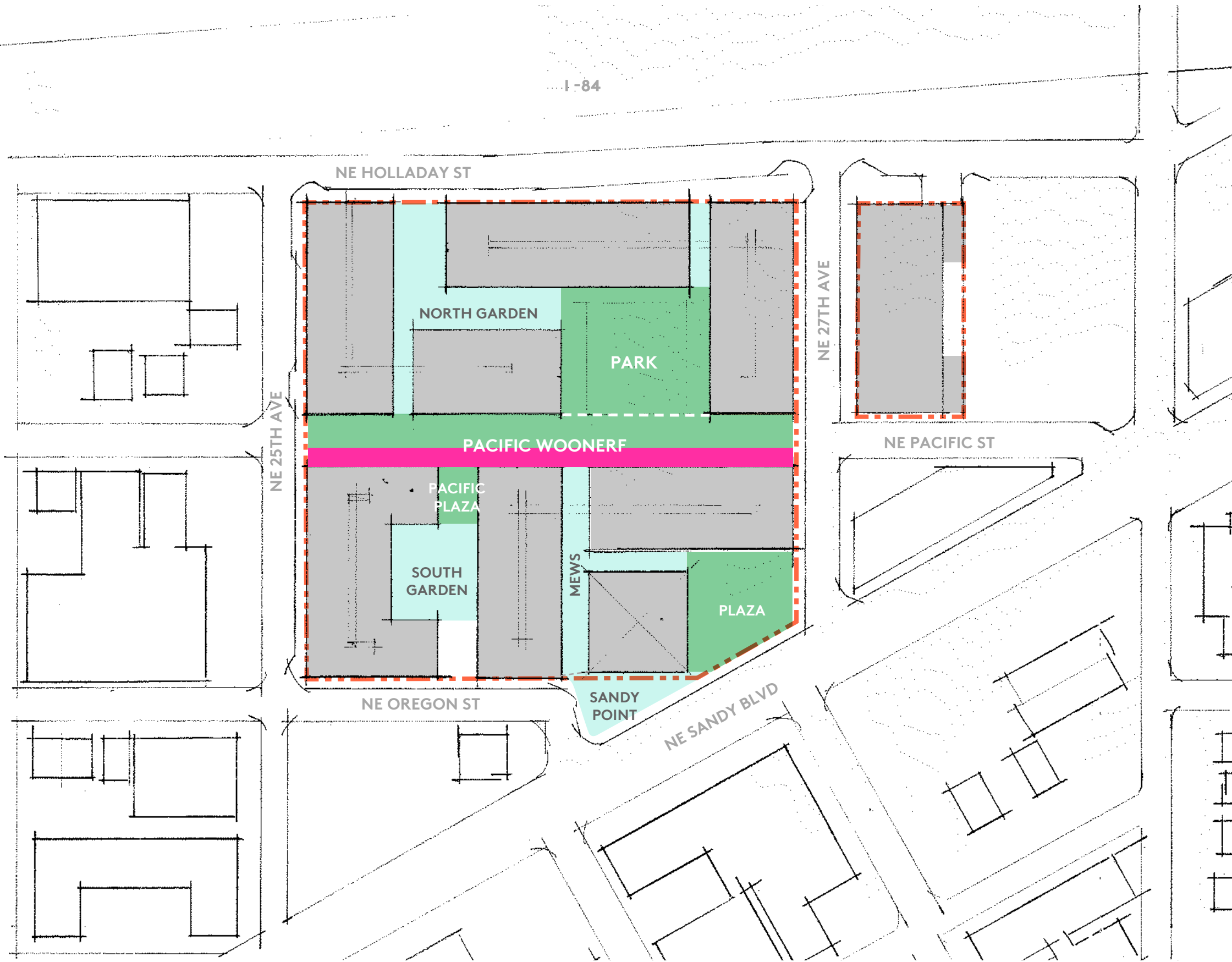


- LEGEND**
- SITE
 - BIKE STORAGE
 - WORK LIVE
 - MAKER
 - PARKING GARAGE ENTRANCE



DESIGN PROPOSAL | PARKING LEVEL USE





OPEN SPACE

216,620 SITE AREA
32,493 OPEN SPACE REQUIRED FOR PD
41,300 OPEN SPACE PROVIDED FOR PD

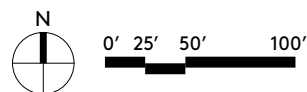
30,800 ADDITIONAL OPEN SPACE
72,100 TOTAL OPEN SPACE

20,200 PARK
13,200 NORTH GARDEN
10,300 PACIFIC WOONERF
1,800 PACIFIC PLAZA
8,700 SOUTH GARDEN
8,900 MEWS
9,000 PLAZA

5,000 SANDY POINT

LEGEND

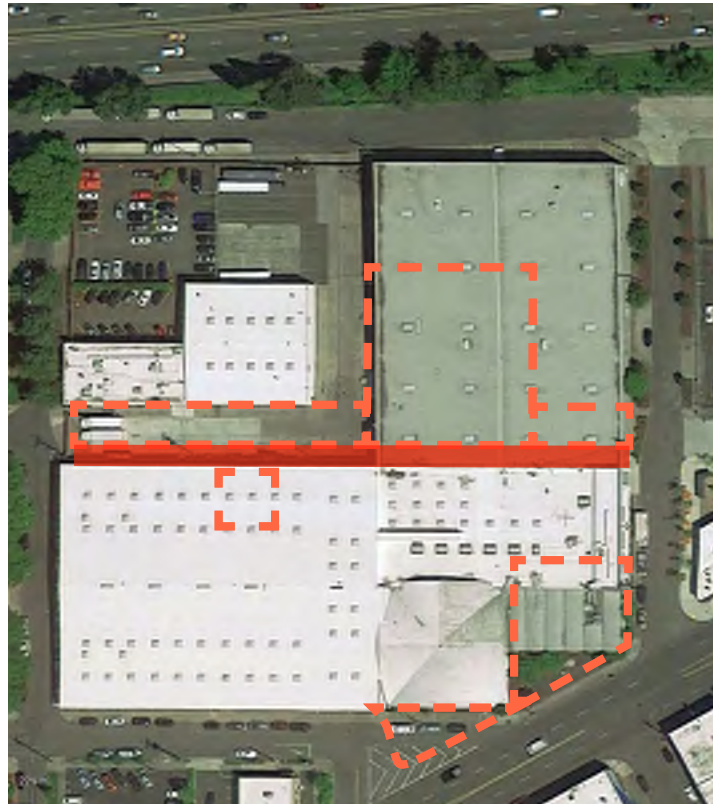
- PUBLICLY ACCESSIBLE OPEN SPACE
- REQUIRED PUBLICLY ACCESSIBLE PARK OR PLAZA
- PEDESTRIAN DEDICATION WITHIN VACATED PACIFIC STREET, EXACT LOCATION TO BE DETERMINED



DESIGN PROPOSAL | OPEN SPACE



PEPSI BLOCKS



PARK



TANNER SPRINGS PARK

WOONERF / PARK + WOONERF



PELTON APARTMENTS

PLAZA



DIRECTOR PARK

POINT



SE SANDY BLVD + SE OAK ST



PIONEER SQUARE



NW IRVING STREET



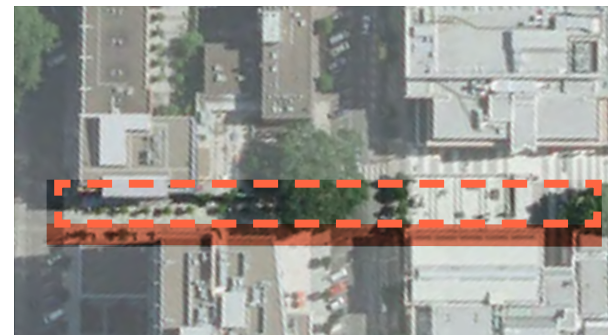
HOLMAN POCKET PARK



NE SANDY BLVD + NE 21ST AVE



JAMISON SQUARE



SW MADISON STREET



IVON STREET PARK



NE SANDY BLVD + NE 24TH ST



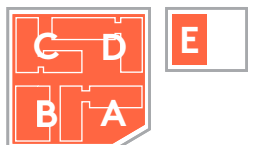
PSU URBAN CENTER PLAZA

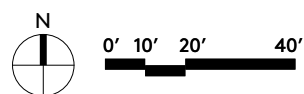
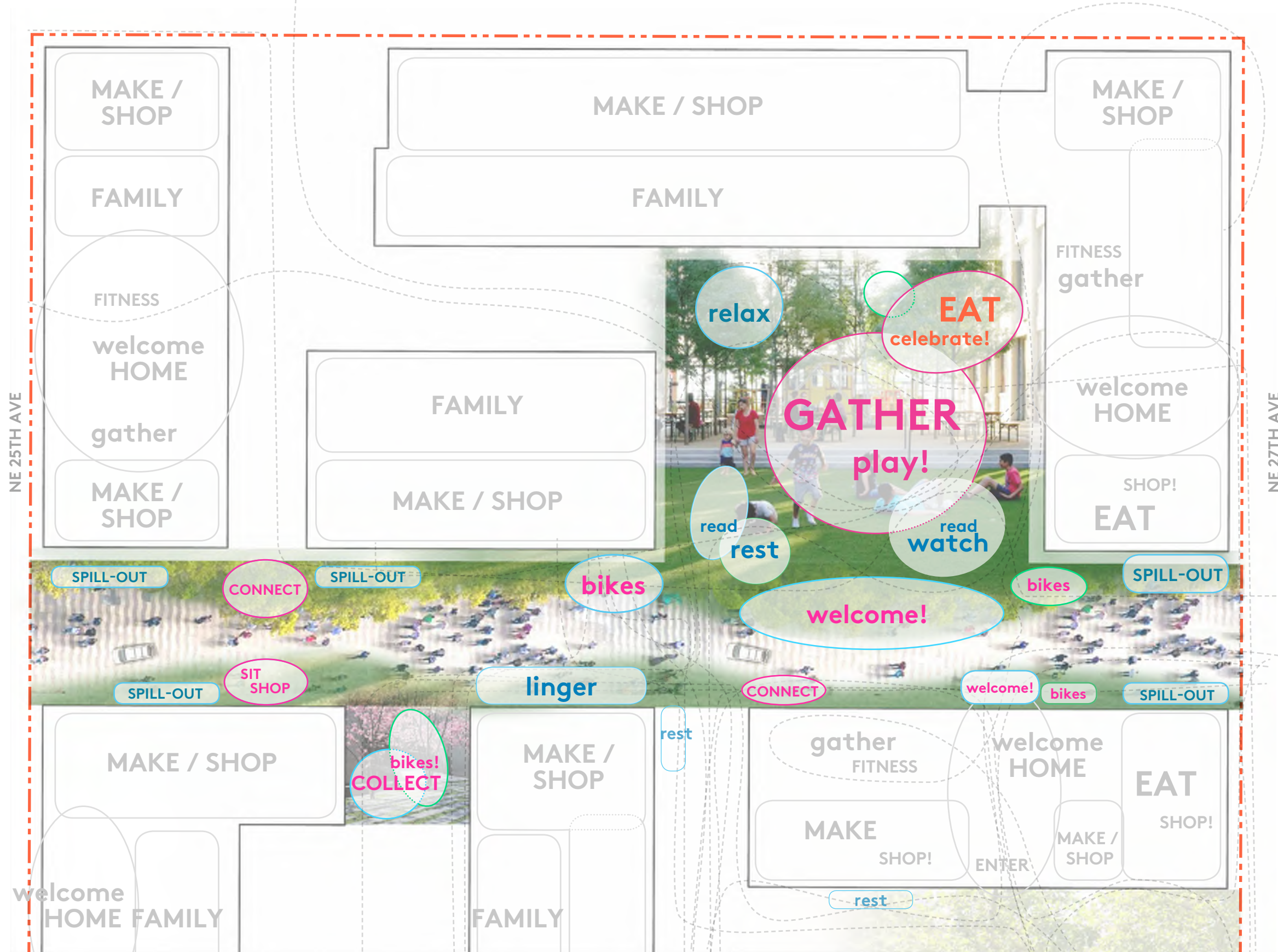


SW PENNOYER GREEN STREET



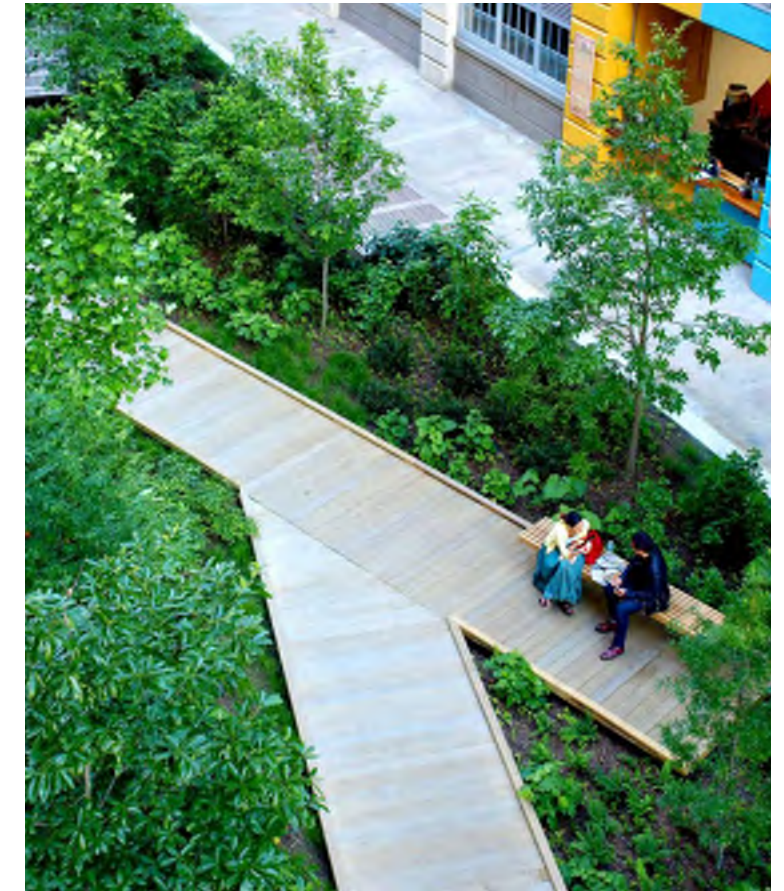
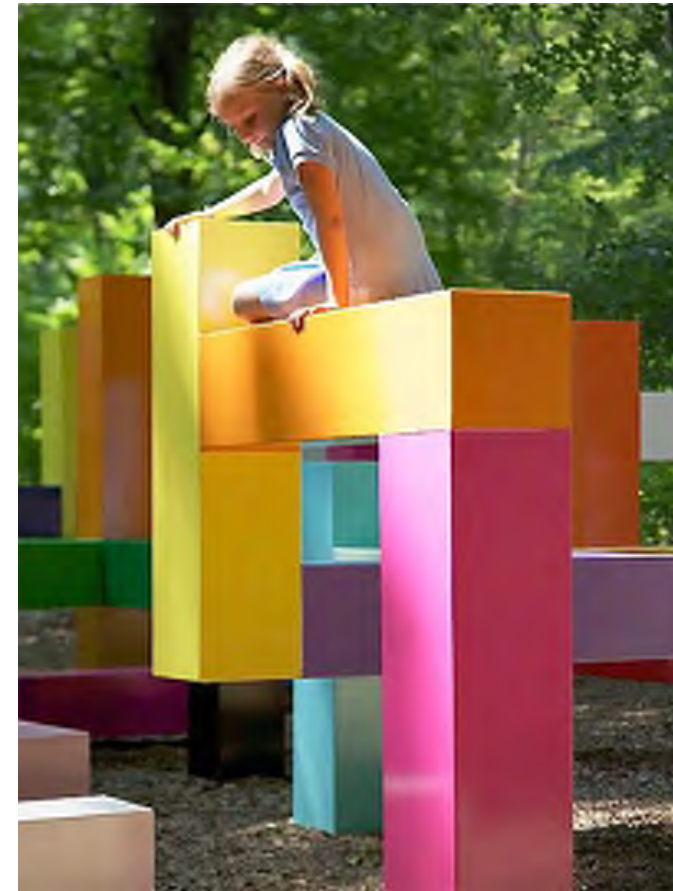
PEARL PLAZA ON 10TH



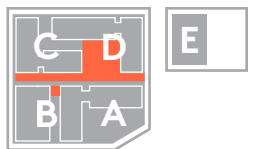


DESIGN PROPOSAL | OPEN SPACE WOONERF + PARK PROGRAM





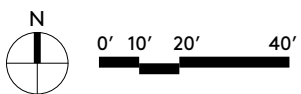
DESIGN PROPOSAL | PRECEDENTS - PARK





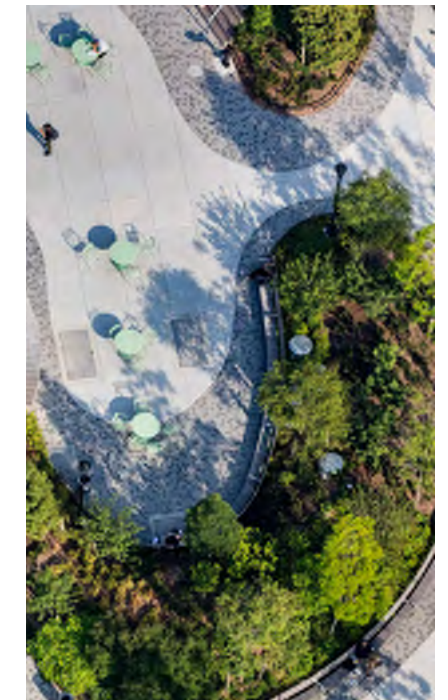
DESIGN PROPOSAL | OPEN SPACE PRECEDENTS - WOONERF





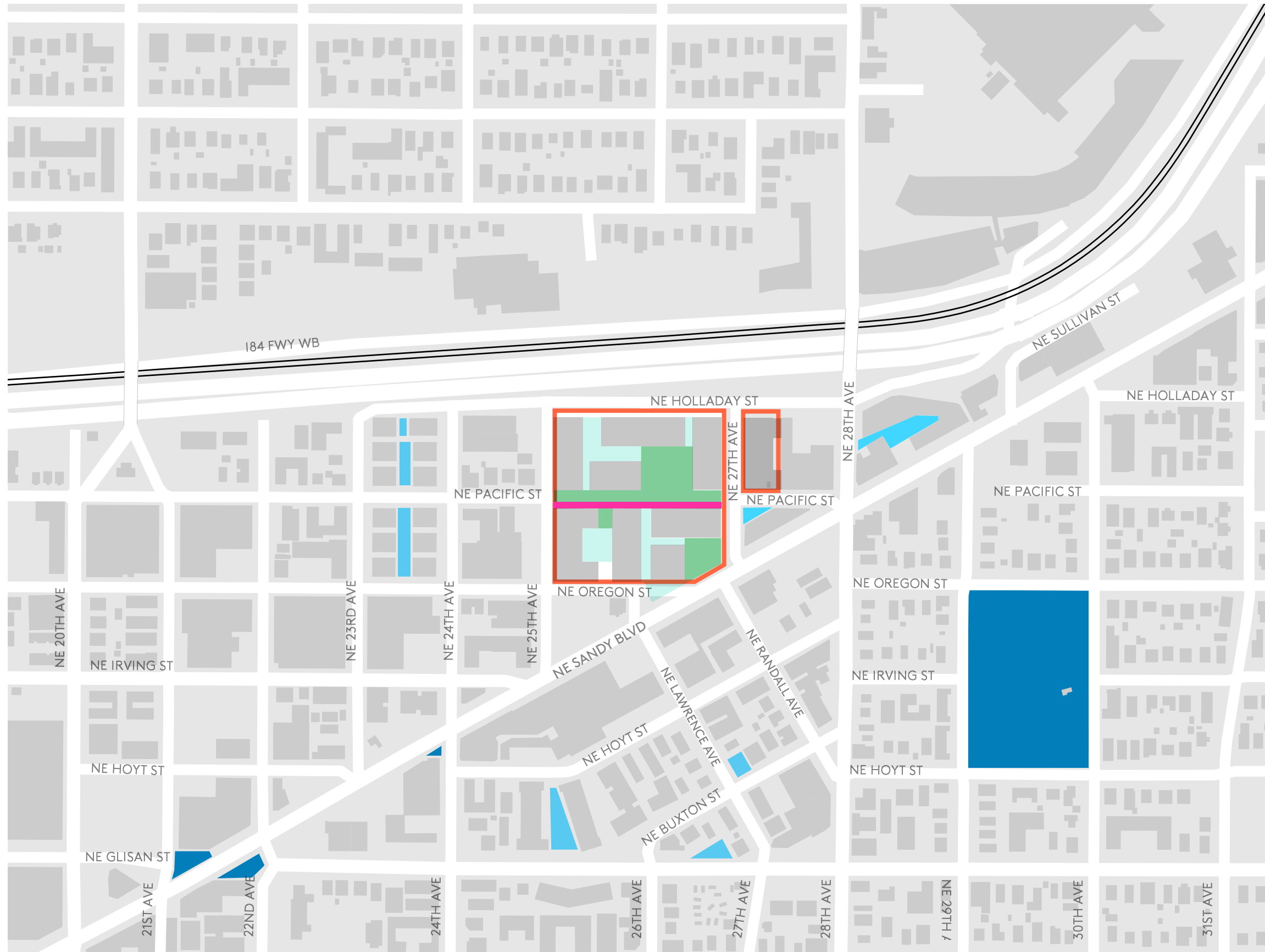
DESIGN PROPOSAL | OPEN SPACE PLAZA PROGRAM





DESIGN PROPOSAL | PRECEDENTS - PLAZA





LEGEND

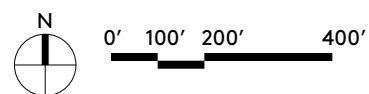
□ SITE

LANDUSE

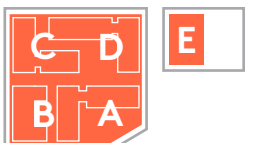
- PUBLIC OPEN SPACE
- OPEN SPACE ON PRIVATE PROPERTY

OPEN SPACE

- PUBLICLY ACCESSIBLE OPEN SPACE
- REQUIRED PUBLICLY ACCESSIBLE PARK OR PLAZA
- PEDESTRIAN DEDICATION WITHIN VACATED PACIFIC STREET, EXACT LOCATION TO BE DETERMINED



DESIGN PROPOSAL | OPEN SPACE





MAXIMUM DEVELOPMENT CAPACITY

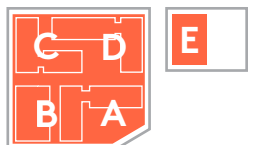
1,083,100 TOTAL ABOVE GRADE GSF
 1,083,100 ALLOWABLE AREA
 216,620 SITE AREA
 5.0 FAR

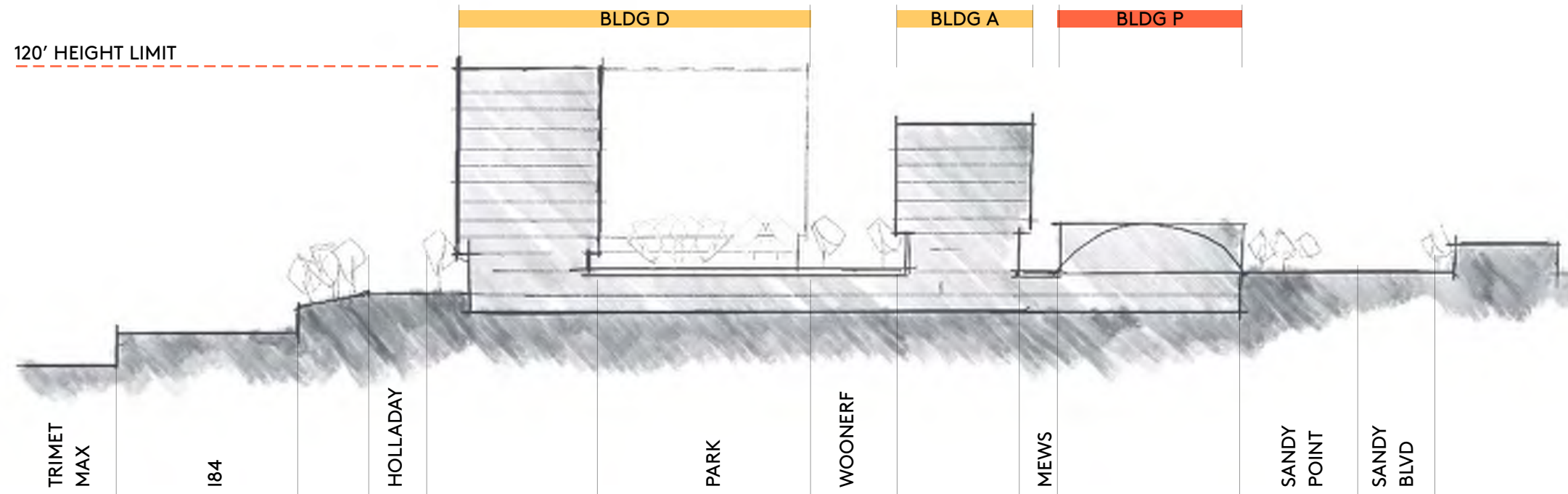
MINIMUM DEVELOPMENT CAPACITY

780,700 TOTAL ABOVE GRADE GSF
 1,083,100 ALLOWABLE AREA
 216,620 SITE AREA
 3.60 FAR

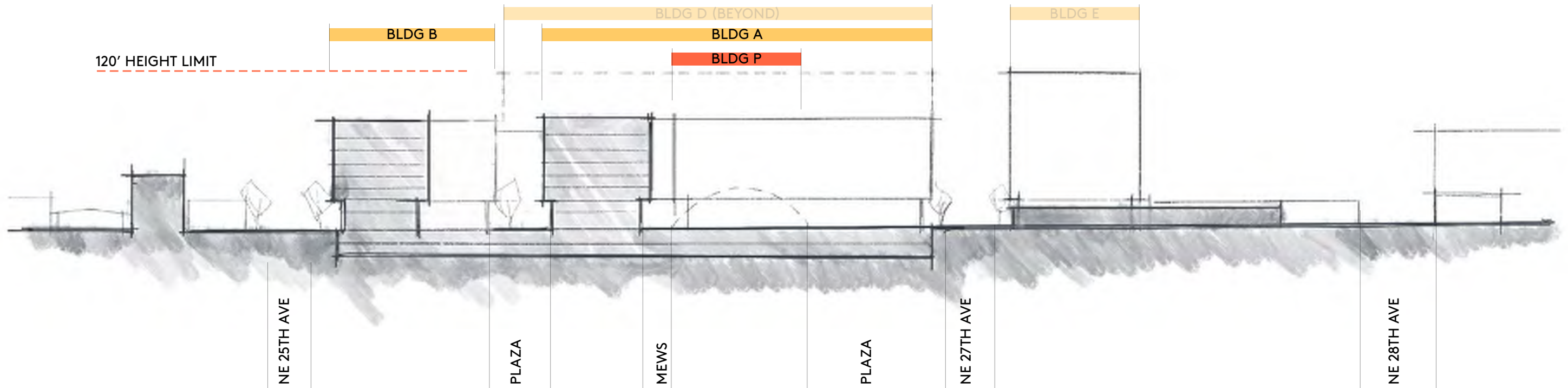
LEGEND

- 70' - 87'
- 85' - 120'

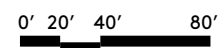




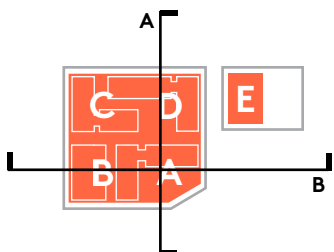
SECTION A: NORTH SOUTH

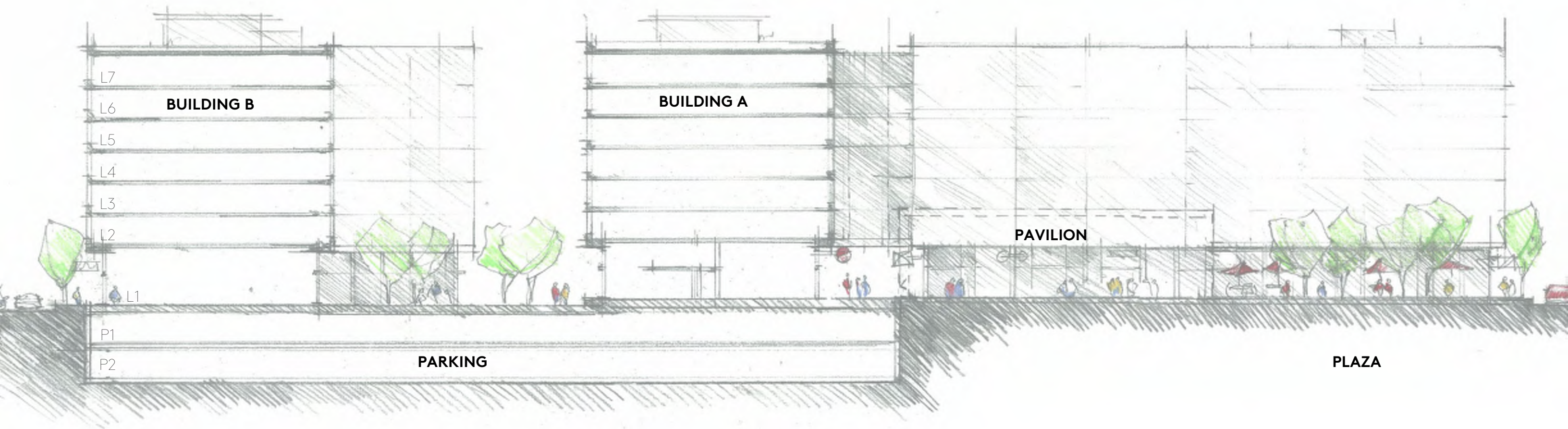


SECTION B: EAST WEST

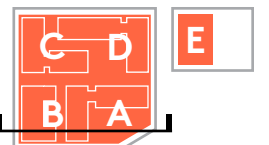


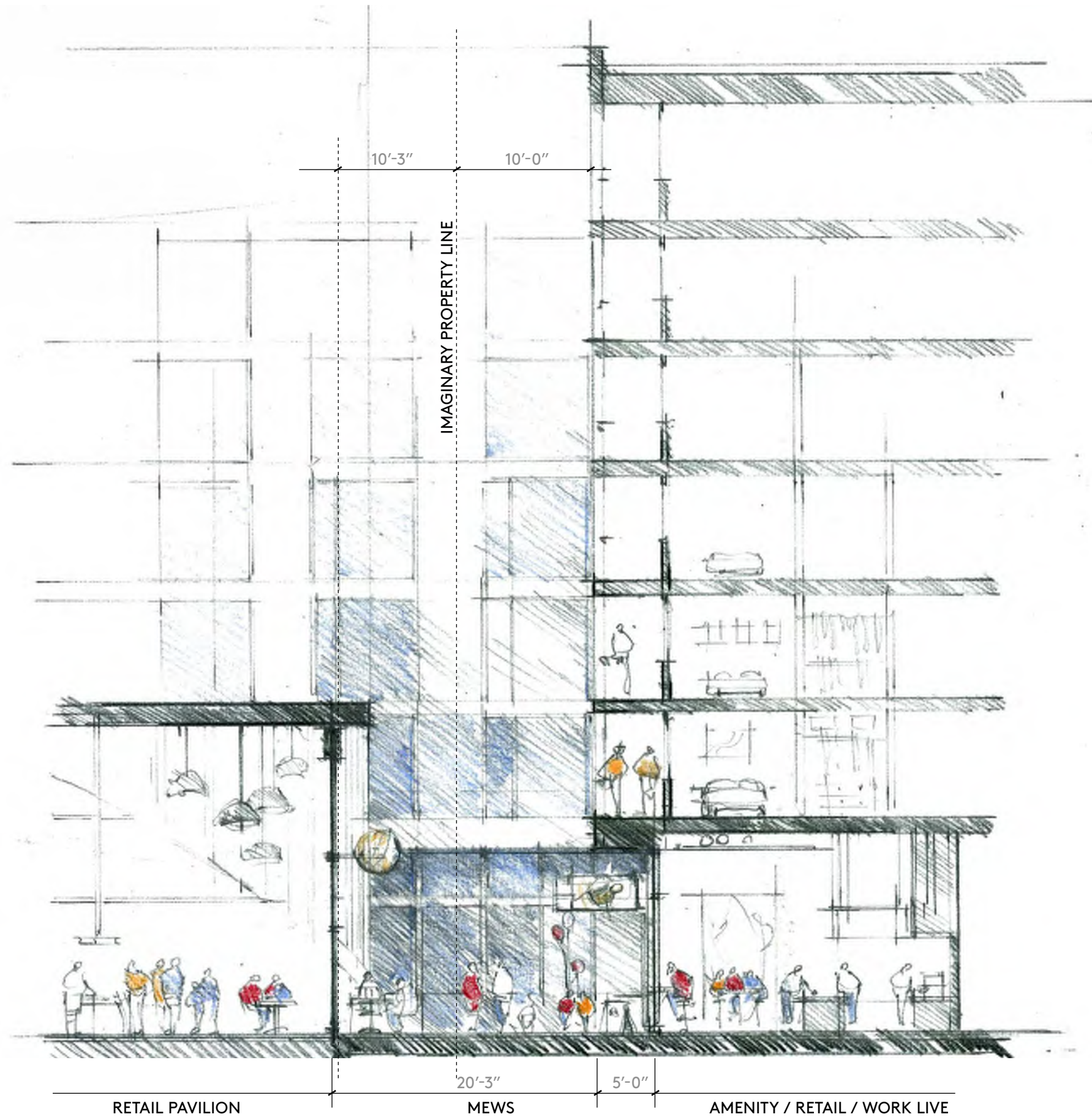
DESIGN PROPOSAL | SITE SECTIONS



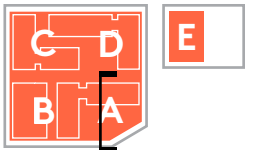


DESIGN PROPOSAL | SANDY SOUTH SECTION



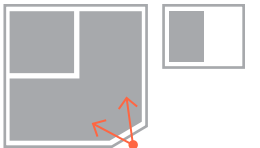


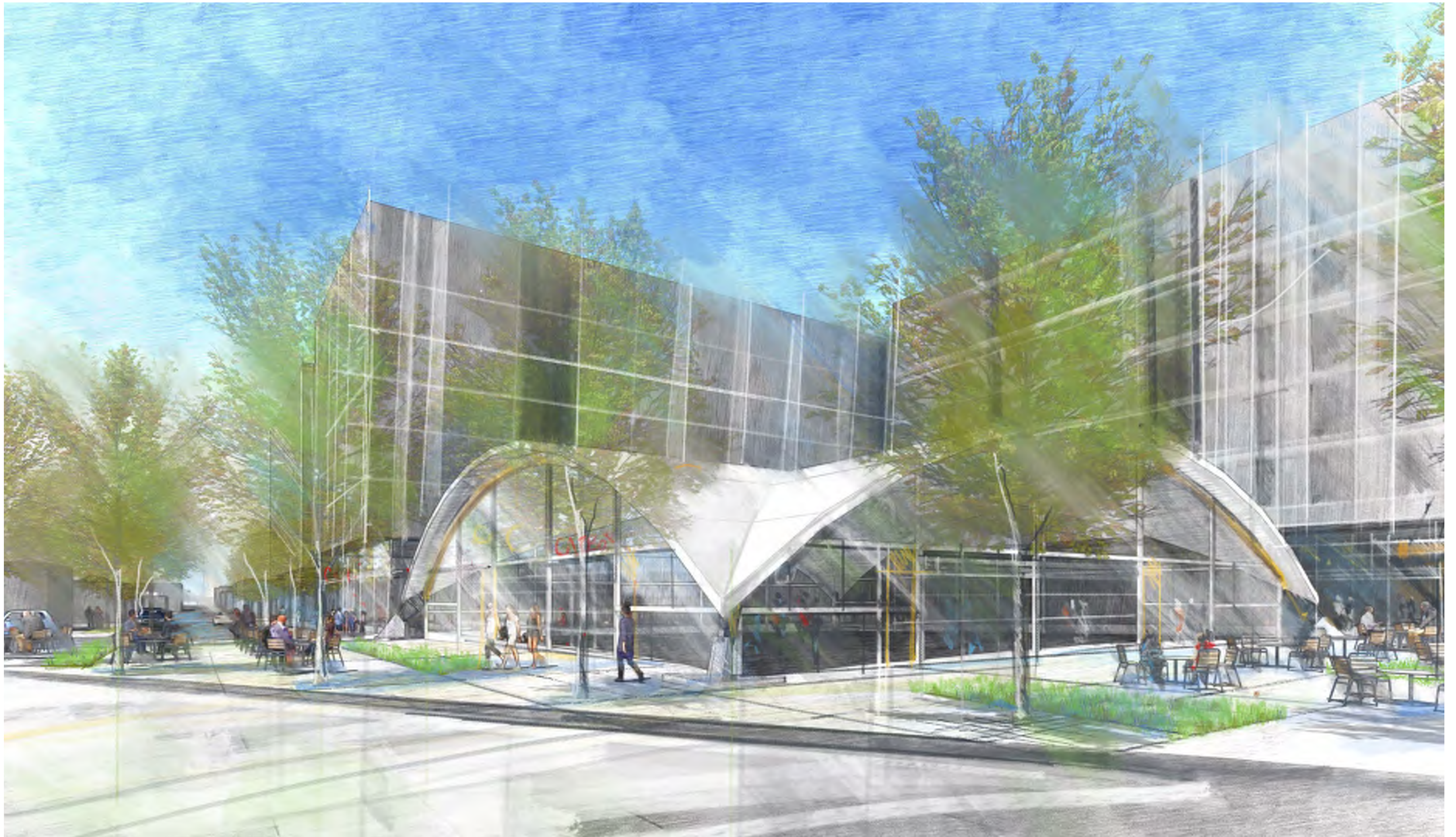
DESIGN PROPOSAL | PAVILLION SECTION



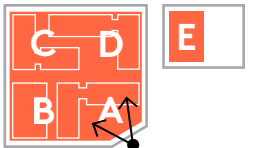


DESIGN PROPOSAL | PAVILION - BEFORE



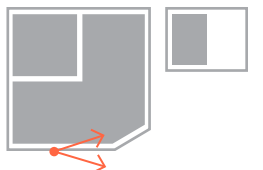


DESIGN PROPOSAL | PAVILION - AFTER



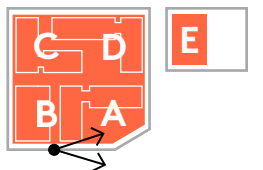


DESIGN PROPOSAL | OREGON STREET - BEFORE



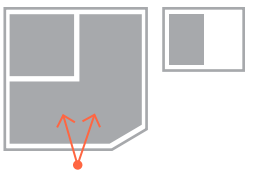


DESIGN PROPOSAL | OREGON STREET - AFTER



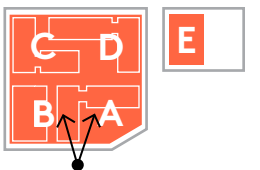


DESIGN PROPOSAL | CONNECTOR - BEFORE



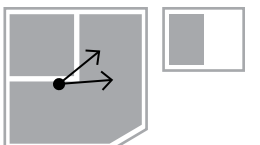


DESIGN PROPOSAL | CONNECTOR - AFTER





DESIGN PROPOSAL | WOONERF - BEFORE



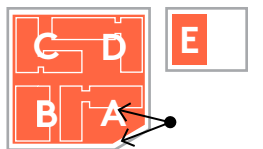


DESIGN PROPOSAL | WOONERF - AFTER



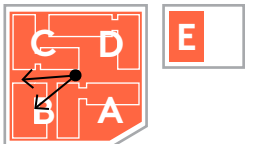


DESIGN PROPOSAL | PLAZA AT 25TH AVE



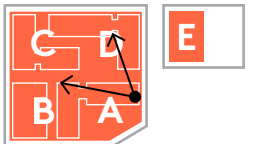


DESIGN PROPOSAL | OPEN SPACE AT WOONERF



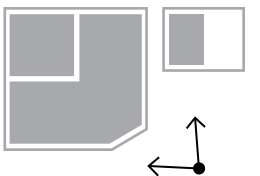


DESIGN PROPOSAL | PARK AERIAL





DESIGN PROPOSAL | AERIAL - BEFORE





DESIGN PROPOSAL | AERIAL - AFTER

