

**OPPOSE
APPEAL**

APPEAL OF GOOSE HOLLOW FOOTHILLS LEAGUE
THE PRESS BLOCKS- LU 16-273094 DZM AD

IF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)

ADDRESS AND ZIP CODE

Email

<i>spike</i> ✓ Margaret E. Schroeder	805 SW Broadway St. 1900 ^{Pdx} 97205	mes@bhlaw.com
✓ Chelsea Riedel	621 SW 19 th St 97205	CRiedel@thecivictaproome.com
✓ Tina Wyszynski		tina.wyszynski@gmail.com
✓ Thomas Carrier	1441 SW Clay St Apt 104 97201	tpcarrier@gmail.com
✓ Patty Gardner	1200 NW Marshall St 97209	pattyg57@gmail.com
✓ Whitney Woods	7416 SE 36 th Ave. 97202	whitneyannawoods@gmail.com
✓ TAD SAVINAR	Portland Design Commissioner	503.823.7726
✓ DAVID WARRIK	Portland Design Commissioner	503.823.7726

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✓ Scott Langley	1211 SW Fifth Ave Suite 2230	Slangley@langleyinvestments.com

**SUPPORT
APPEAL****APPEAL OF GOOSE HOLLOW FOOTHILLS LEAGUE**
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Email

Margaret Schneider	805 SW Broadway, Ste. 100 Portland 97205	me@bhlain.com
✓ Gerald Powell	1924 SW Madison St Portland 97205	jpowell@spiritone.com

8/10/2019

17 pages

Portland City Council
1221 SW 4th Avenue
Portland, Oregon 97204

RE: LU16-273094 DZM AD Press Blocks

Dear Mayor Wheeler and Councilors,

Thank you for your time today considering both the supporters and opponents of the Press Blocks project that will soon be located in the Goose Hollow neighborhood. It is this type of lively discourse that has made Portland what it is today, the best city in the country.

The most critical piece of information in this particular discussion is the fact that the project is being built within the zoning envelope that is allowed by code;

Both parcels have a base height of 250', with an additional 45' of General Bonus Height, and 30' of Housing Bonus Height, for a total height limit of up to 325'. This development proposal stays within the allocated base zoning height restriction.

These decisions about density, zoning, and height are under attack all across our city. As Portland becomes more and more "gentrified", we are faced with the new challenge of a well-financed population able to make the time to fight anything that they disagree with.

In my 8 years on the Design Commission, it was usually the folks that were losing their views, or a public parking space they thought was theirs, or the sunlight on their gardens, that were the most vociferous in their opposition to new projects. These folks are not at all considering the long ago agreed to vision of a dense urban core that is all about preserving our surrounding green spaces and parks for future generations. It is those surrounding green and open areas that are for *everyone's* benefit, not simply the wealthy or advantaged.

As a city, we need to stop listening to neighbors and start listening to neighborhoods.

Our city's long-term visionaries put so much effort into designing our public infrastructure and the adjoining zoning designations, to support these dense urban corridors and 20-minute neighborhoods. We *all* need to work together to preserve their vision and not succumb to the inevitable pressures that successful cities often fall prey to, which is the over regulation of available building sites.

Let's allow the checks and balances that are in place to work, as they are doing with this project. The Design Review process, together with the applicant's architect, has resulted in a very successful building that will be a great benefit to not only the Goose Hollow neighborhood, but the city as a whole, for generations to come.

Thank you for your time,

Benjamin Kaiser



Stadium District Business Group

TO: Tim Heron
FR: The Stadium District Business Group

DATE: 10/19/2016
RE: Oregonian Press Blocks - EA-186585

Dear Mr. Heron,

The Stadium District Business Group would like to indicate full support for the Oregonian Press Blocks, EA-186585. The proposed project not only recognizes the diverse nature of Goose Hollow, it embodies it by including buildings at different scales. It also recognizes the mixed use nature of the flats by including the incorporation of office, parking, retail, and housing. As a business group, from a safety and security perspective we are very interested in the ground floor uses. They will create a much safer pedestrian experience in a part of the neighborhood that has lacked "eyes on the street" for as long as the existing Oregonian building has been there.

We believe that the proposed heights of the buildings are in line with both with existing tall and short buildings that currently populate this area, as well as future new buildings. This district's base zoning allows for buildings to be as tall as 250' in height in the flats. This height will allow the growth in density in this area that the businesses welcome; and it will capitalize on the public investments of the MAX line by promoting dense urban development such as the proposed project.

Goose Hollow is an historic areas, and a good part of the businesses that make up our membership are located in this neighborhood, however it is a vital and integral district of the Central City. Promoting smart and well-crafted development with urban density is in alignment both with the past and future of Goose Hollow, and the surrounding areas it will impact and improve.

The mission of the Stadium District Business Group is to build community through economic development, and to help businesses stay alive and thrive. While the Stadium and the Timbers and Thorns are some of the biggest core elements in the area, many of our local businesses suffer the feast and famine of the Stadium in the off-season. Adding the strong residential component, as well as mixed use buildings, the public space, and the parking as proposed in the Oregonian Press Blocks project, the Stadium District Business Group feels this project will add value, and a positive impact that will benefit not only current residents and businesses, but those who could and will become future residents and business owners and operators.

In the words of a famous man, from a famous movie, with a common "stadium" theme—
"If you build it, they will come!"

Thank you for taking time to review this project and for all that you do. The Stadium District Business Group fully supports the Oregonian Press Blocks Project.

Best Regards,

Tina

Tina Wager Wyszynski
Founder | President
Stadium District Business Group
Stadiumdistrictpdx.biz

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Michelle Schulz

From: Heron, Tim <Tim.Heron@portlandoregon.gov>
Sent: Thursday, October 20, 2016 6:24 PM
To: Marcus Lima; Michelle Schulz
Subject: Fw: Press Blocks Building

FYI

Sent using OWA for iPhone

From: Rachel Clark <rachelclark67@gmail.com>
Sent: Thursday, October 20, 2016 2:19:54 PM
To: Heron, Tim
Subject: Press Blocks Building

Hi Tim,

I wanted to take a moment to express my general support for the press blocks plan, with some caveats centered around the parking use. A group that I am involved in had opposed it, and I'm not sure if my name was on it as a member, so I wanted to reach out and say that I'm not opposed. I think that the general design feels right for that particular part of the neighborhood. The walkway between the buildings is a great idea, and adding better lighting, trees and perhaps fountains to the area will bring a more vibrant, and presumably healthy, pedestrian presence to the area.

My primary concern is the parking plan. There is loads of parking below street level, which is great. However, on Timbers game nights, I'm concerned that those penthouse corners will fill up with party-goers who are going to take up valuable parking for the residents. We want those residents to count on those spots in the evening -- and for those party-goers to take MAX. As far as I know, that is a hope of the planners as well; however, the plan doesn't convince me that the reality will follow.

As a local business operator (Goose Hollow Inn, Inc.) and property owner (Whoop! Whoop!! LLC), I would like to see the parking concerns fully addressed and sorted out before the building is built and rented:)

Thank you for your time,

Rachel Clark

PROVENANCE

HOTELS

Mr. Tim Heron
City of Portland Design Commission
1900 SW 4th Ave, Room 2500A
Portland, OR

RE: Press Blocks Project – EA 16-186585

Dear Mr. Heron,

We support the proposed project for the Oregonian Press Blocks, as it is currently designed.

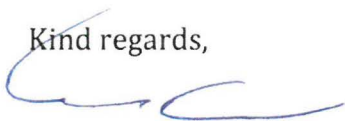
The project provides diversity by having buildings at different scales, as well as incorporating mixed use office space, parking, retail, and housing. The ground floor retail use is especially important as it will create a much safer pedestrian experience in a part of the neighborhood that has been plagued with street crime in the past.

The proposed heights of the buildings are in keeping with both with existing tall and short buildings within the district as well as future new buildings. The base zoning of the district allows for buildings to be as tall as 250' in height. This height capitalizes on the public investments of the MAX line, promoting a dense urban environment.

This new building, offering a mix of uses and housing types, will have a significant impact on the continued success of the district. It will also have a long term financial impact on the success of the hotel we own, Hotel deLuxe, just one block away from the proposed building.

We urge you to approve this project to proceed as planned.

Kind regards,



Bashar Wali

March 21, 2017

Dear Portland Design Commission,

This letter is in regards to LU16-273094 Oregonian Press Blocks. I am writing to state my strong support for this project as it is currently proposed to the Design Commission. I am a native Oregonian, a downtown Portland resident since 2004, and a current homeowner in Goose Hollow.

Goose Hollow (particularly *the flats*) has so much potential to be a dynamic, thriving, interesting downtown neighborhood. As it is – it feels stunted with very few cafes, restaurants, shops, etc. Case in point: Laughing Planet, a local restaurant chain, is opening new locations throughout Portland metro but recently closed their Goose Hollow location because of a severe lack of business opportunity in the neighborhood. Aside from when there are soccer games, no one goes to Goose Hollow.

The design of the Press Blocks is a very exciting project. The mixture of office, retail and apartments adds a much-needed boost to the core of the neighborhood. The ground level pedestrian design is particularly compelling because of the way it meets the street and creates an inviting and engaging place for people. Furthermore, the interplay of traditional retail spaces with the work-live spaces will bring round-the-clock life to an area that is currently a concrete eyesore.

Goose Hollow is made of a mix of old and modern, tall and short buildings. The design of each of the neighborhood buildings reflects the time they were built. There is no one style to this neighborhood. There is not one height to this neighborhood. The design of the Press Blocks is in keeping with that history of development. The varied heights of buildings reflect the mix of the overall neighborhood and add visual interest to the streets. This project will be an excellent addition to the neighborhood!

As a resident of Goose Hollow and an enthusiastic downtown Portland resident – I urge the Design Commission to approve this project. It is beautifully designed and will help to bring much needed dynamism to our neighborhood.

Sincerely,
Lacey Hinkle

1696 SW Montgomery Dr.
Portland, OR 97201

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March 22, 2017

Design Commission
RE: LU16-273094 Oregonian Press Blocks

Dear Design Commission:

Please find this letter in support of Urban Renaissance Group and Security Properties' design of the Press Blocks. Harsch Investment Properties has deep roots in Portland, with over 3.5 million square feet of creative, class A office, flex and multi-tenant industrial properties throughout the Portland metro area. We have a vested interest in design and development in the city, especially as it impacts our properties. Our 65-year-old, family-owned company has a strong commitment to managing our properties in a way that best serves the surrounding neighborhoods and market in general. With that in mind, we believe that the proposed development and design will be a benefit to our 5 properties neighboring the Press Blocks and add a dynamic energy and vibrancy to a tired and lackluster block in the heart of Goose Hollow.

As the city continues its trajectory of increased growth in the urban core, this development rewards the public investment that the region has put into the Max Line Alignment and the renovation of Providence Park. It will enable over 1500 people to work and live supported by light rail. It is a benefit to the neighborhood and the city that this site maximizes the public investment with as much density as possible, in keeping with the mixed character of Goose Hollow. We look forward to the growth and impact that the Press Blocks will bring to the area.

Harsch Investment Properties fully supports this project, as submitted, and asks that the Design Commission will grant it swift approval.

Respectfully,

Steve Roselli
Senior Vice President, Portland Regional Manager
Harsch Investment Properties

From: Dan Petrusich

Sent: Wednesday, March 22, 2017 8:49 PM

To: 'Jeffrey.Mitchem@portlandoregon.gov' <Jeffrey.Mitchem@portlandoregon.gov>

Cc: 'BDSHearingsClerk@portlandoregon.gov' <BDSHearingsClerk@portlandoregon.gov>

Subject: LU16-273094 Oregonian Press Blocks

Dear Design Commission:

I own several properties either adjacent to or across the street from the Press Blocks development.

I am a manager and member of the LLC that owns the building at 1705 SW Taylor, I am the sole member/manager of the LLC that owns the building at 1723 SW Taylor and the sole member/manager of the LLC that owns the building at 1710 SW Taylor.

I recently attended a Stadium District Business Group meeting at Providence Park where the Press Blocks development team presented their design for the redevelopment of the Oregonian Printing site. I was very impressed with the team which includes two very highly regarded architectural firms. The design incorporates what was envisioned in the many planning efforts that have taken place over the last 20 years dating back to the 1996 Goose Hollow Station Area Plan.

The Oregonian Printing Facility is universally disliked for many reasons including the lack of ground floor activity, the industrial use and the brutalist architecture. The Press Blocks design addresses all the Design Commission approval criteria and complies with the zoning for the site. I urge you to approve the Press Blocks design and allow this catalytic development to move forward without delay.

Sincerely,

Dan Petrusich



Dan Petrusich, President

D: [971-888-7534](tel:971-888-7534) | C: [503-784-7686](tel:503-784-7686)

dpetrusich@mmdccompany.com



FORTIS

CONSTRUCTION INC.

1705 SW TAYLOR STREET
SUITE 200
PORTLAND, OR 97205

P> 503+459+4477
F> 503+459+4478
CCB# 155766

March 23, 2017

Portland Design Commission
City of Portland

Jeffrey.Mitchem@portlandoregon.gov
BDSHearingsClerk@portlandoregon.gov

RE: LU16-273094 Oregonian Press Blocks

Dear Design Commission:

I am the President of Fortis Construction, Inc. Our 10,000 sf office is prominently adjacent to both buildings being proposed in this development. We have 40 employees who work, park, lunch and socialize in this neighborhood daily. If anyone were to feel the direct effects of this development, it is us. We think this is an excellent addition to our neighborhood and we will be proud to be its next-door neighbor.

Although not the contractors on this project, we are a building company and are used to the process of entitlement, design and construction. We work with dozens of world-class architects and touch hundreds of projects this size. We are impressed with the care and thought that have gone into the design.

We have no problem with its massing and height. We know that the architects have studied the streetscape and local vernacular. They have incorporated the variety of program elements, visual interest, articulation and high quality materials that I desire.

Please count us as ardent supporters of the scale, height, design and program for the Oregonian Press Blocks development.

Very truly yours,
Fortis Construction, Inc.

Jim Kilpatrick
President

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From: Adrienne [mailto:dhill167@comcast.net]

Sent: Thursday, March 23, 2017 11:56 AM

To: Heron, Tim <Tim.Heron@portlandoregon.gov>; Mitchem, Jeffrey <Jeffrey.Mitchem@portlandoregon.gov>; Adrienne <dhill167@comcast.net>

Subject: Press Blocks LU-16-273094 DZM - Letter of Support from Resident

Tim Heron

Senior City Planner, Urban Design

City of Portland

Case File: LU-16-273094 DZM

Dear Tim,

My name is Adrienne Hill. My husband David and I live at 2178 SW Kings Court in the Kings Hill Historic District of Goose Hollow. As 30 year residents of Goose Hollow, we strongly support the evolution and development of the "Flats" including this thoughtful proposal for the Press Blocks.

For too long, our neighborhood has languished without much needed reinvestment in residential and commercial development, while other areas of the city - the Pearl, South Waterfront and Alphabet District - have experienced a renaissance as new residents and services flock to these areas. We believe this project will create a dynamic cornerstone for our neighborhood and jump start much needed development. We support the proposed density, height and configuration of the buildings, and we appreciate the developer's attention to local design elements and open spaces, such as the mid-block pedestrian pass through. The Commission's proposed modifications to both bike parking and ground floor visibility are also appreciated. Taken altogether, this is a thoughtful mix of residential, office and retail - all of which we desperately need in Goose Hollow.

Please do not allow a handful of disgruntled GHFL board members to again crush a potentially transformative project in Goose Hollow. Their views are not representative of the majority of our neighbors, nor are they supportive of the future residents and business owners who are key to the continued vitality and livability of our neighborhood.

Thank you,

Adrienne and David Hill

2178 SW Kings Court

Portland, OR 97205

Dear City of Portland Design Commission,

I am writing to support the approval of the Press Blocks Project number EA 16-186585. As a business owner in the area and Portland City resident I am very excited about the redevelopment of the former Oregonian publishing buildings in Goose Hollow. I spend time in this area of Portland 5-7 days a week for work and leisure. I've been following the information and reviewed the designs by GBD Architects and Mithun. I am very impressed.

During the process, I have found the development team at Urban Renaissance Group and Security Properties to be open in sharing information and responsive to questions raised and inclusive in their outreach. I understand they have involved many different individuals in their process and considered a variety of aspects to positively impact this region of Portland. I feel it will set a high bar for future projects, which will only improve our changing neighborhood.

I ardently support the project for many reasons and here are a few for your consideration:

- This project being proposed fits with the neighborhood as I see it evolving. It is a real compliment to the mixed-use, diverse character of Portland.*
- It will be a welcome new addition replacing a current space that needs redevelopment. The design of the buildings with retail/commercial lease space and live/work space and service/support space is preferred over a massive single use spaces.*
- The design pays special attention to details that recognizes the diverse nature of Goose Hollow. The different scales of the buildings allow the design to blend with the existing with a progressive bent for the future.*
- Design details such as positioning the buildings in a way cast less shadow over the course of the day and differing heights to allow for air and light flow as well as visual interest.*
- This type of development is responsive to the ever-growing Portland area and supports urban density goals in the central city core. Portland will continue to grow and projects like this keep us ahead of the game and will support the vitality of the central city core.*
- The project addresses current needs of the Goose Hollow neighborhood with off-street parking and creating shared parking would be appreciated. Additional parking is needed in this area.*
- The development with the mixed-use nature would increase activity in the area thus creating a safer pedestrian experience through the ground floor use areas as well as a residential presence.*

I urge the commission to support the Press Blocks Project. It can't be overstated that Portland and this neighborhood desperately needs redevelopment. It makes sense to build in this area with access to the freeway, Max, Providence Park, bike lanes and many businesses. The design offered addresses many unique elements to support ongoing success of the district.

Most Respectfully,

Debbie Benschling
503-957-1164, debbensching@comcast.net

Subject:

Fwd: Marcus Portland gear letter

Letter from Portland Gear.

> Begin forwarded message:

>

>

> Design Commision: LU16-273094 Oregonian Press Blocks

>

> My name is Marcus Harvey and I'm the owner of Portland Gear apparel brand located at 627 SW 19th ave right across from Providence park as well as Goose Hollow resident. I along with my team of 5 are in full support of the Press Blocks project to take place in our beloved Goose Hollow. This project meets all of the design requirements and will bring a much needed activation to the Oregonian blocks site.

> I believe this project will give back to not only the community who reside in this area but all of the suburb workers who commute down to the max stations as well as Providence park sporting events. Adding this many bodies to the neighborhood will create a huge economical impact on small business like my own and will add lots of new eyes and bodies to our streets. Residents and shoppers will now have a reason to spend more time in Goose hollow rather than going to other parts of town to seek food, drink and entertainment.

> Adding the Press Blocks project will start to make Goose Hollow more of a destination outside of just Timbers and Thorns games. Many small businesses around here can not sustain off of these infrequent game days so having a everyday workforce and population will help everyone within the surrounding area.

> The Goose Hollow neighborhood will inevitably have to grow and expand just like the rest of the city and I believe a project like this will a great cornerstone for that renovation.

>

> Marcus Harvey

>

> Sent from my iPhone

From: Holzgang, Mike [mailto:Mike.Holzgang@colliers.com]
Sent: Thursday, March 23, 2017 10:04 AM
To: Mitchem, Jeffrey <Jeffrey.Mitchem@portlandoregon.gov>
Subject: Press Blocks

Jeffrey,

It came to my attention that the Design Commission is reviewing the Subject project today. What an exciting new addition to the district to support this neighborhood bringing vibrancy and a walking/biking and transit friendly culture to an otherwise auto connected neighborhood. Providence Park, Artists Repertory Theatre, Gracies Restaurant & Hotel deLuxe and other attractors will be sustained and new, convenient services will emerge to support the neighborhood. Personally, my wife and I will be downsizing and moving from Cedar Mill and this would be one of my most favored locations to relocate.

I am a life long Oregonian and have been in the CBD Commercial Real Estate Advisory Services business for 38 years handling many transformational projects along the way. This Press Blocks project I believe will have the kind of impact that the original Brewery Blocks had in the ninety's. I hope you find this information useful and would be available to discuss with any of your esteemed colleagues. All the best, Mike

Mike Holzgang

Senior Vice President
Tenant Representation Services
Occupier Services Group
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mike.holzgang@colliers.com [Download vCard](#)

Colliers International

851 SW Sixth Avenue, Suite 1200 | Portland, OR 97204 | USA
www.tenantrep-pdx.com

Named one of Oregon's **Most Admired Companies** by the Portland Business Journal.

Mr. Heron,

I read an article yesterday about the press blocks development and wanted to quickly share my thoughts.

I am a resident of Goose Hollow and, unlike my neighborhood association, I strongly support this project at the full height and density allowed by law. There are few places in the city where a site immediately adjacent to MAX and a short walk to downtown, northwest, and the pearl district can provide a high concentration of both housing and jobs, and as this city grows, we should not be discouraging or downsizing development such as this.

Done right, a tall building here could complement the nearby Civic building and provide an excellent addition to the skyline from Washington Park while bringing a host of new people in to support local businesses.

Please keep in mind that the reps from the Goose Hollow Foothills League do not speak for all of us, and that some of us in the neighborhood would welcome the benefits that would come from a developer maximizing the potential of this location.

Thank you for your time,
Alex Oreschak
1234 SW 18th Ave
Portland, OR 97205

Date 10/19/2016

RE: Oregonian Press Blocks

Dear Tim Heron and Design Commission:

This letter is to let you know that I fully support the proposed project for the Oregonian Press Blocks, EA-186585

with taller tower and the smaller mixed use building that will activate the space. I was the Livability and Safety Chair for the Neighborhood Association in Goose Hollow (GHFL) for 4 years and I feel that this project is just what this neighborhood needs.

Goose Hollow has a very diverse nature and make up of residents and I feel that the proposed project recognizes this in a distinct way. It also recognizes the mixed use nature of the "flats" area by incorporating office, parking, retail, and housing. The ground floor uses are particularly very exciting to see, as they will create a much safer pedestrian experience in a part of the neighborhood that currently has no eyes on the street. This type of active space and "eyes on the street" is what we have been striving for over the course of the last 9 plus years that I have been here.

The proposed heights of the buildings are in keeping with both with existing tall and short buildings that currently exist in this area, as well as future new buildings. The base zoning of the district allows for buildings to be as tall as 250' in height in the flats. This height is a smart solution to capitalize on the public investments of the MAX line by promoting dense urban development such as this proposed project; and as someone who utilizes the MAX line every day, I can tell you it would be welcome to many who cannot find housing in this area.

Goose Hollow, while unique in many ways, still is an integral district of the Central City. Superb development with urban density is in alignment both with the past and future of Goose Hollow, and I see it as a need for future growth and residential potential.

Goose Hollow needs housing for families as well as individuals. From my kitchen window, I have a view of bus stop for the elementary school (Chapman) which most children in Goose Hollow attend. The numbers of children, particularly younger children living here and attending school has mushroomed. These people need places to live that are not dated and antiquated student housing structures. A new building that offers a mix of housing to the core of Goose Hollow will make a big difference to the continued success of the neighborhood, diversity of the population and the growth of our businesses and community in general. The parking provided by this project will also be a very welcome element and addition to the neighborhood. Especially if the ability to do the shared parking works out as well as it sounds like it might.

In closing, I would like to thank you for taking time to read this letter, and I urge you to support the Oregonian Press Blocks Project.

Sincerely,

Randy Wyszynski

(FORMER Chair of Livability and Safety, Goose Hollow Neighborhood) (GHFL)

1711 SW Clay St. Portland, OR 97201

rwyszy@gmail.com

August 9, 2017

To: Mayor Ted Wheeler
Portland City Commissioners

Subject: LU 16-273094 DZM AD, The Press Blocks – GHFL Appeal – Please Deny

Dear Mr. Mayor and Commissioners,

In his official letter to members of the Portland Design Commission (April 3rd), Jerald Powel, Planning Chair for the Goose Hollow Foothills League, states:

While we readily concede that the balance of this project easily meets the objectives of the two applicable sets of design guidelines, and that elements of the Residential Tower are well thought out and admirably executed... the building as a whole, in our opinion, by inappropriately adhering to a questionable design concept, *fails*, and should be rejected by the design commission.

The "questionable design concept" to which the building adheres, according to my GHFL Planning Chair, is "a folded newspaper - not unlike the many kitsch designs drawn from a present reality that is destined to become anachronistic in a matter of months...." Say, something akin to the folded design of the Legends Condominium tower, where three of nine current GHFL Directors reside?

Come on.

Never in the development history of Portland have the needs and desires of so many residents been held hostage to the vagaries of so few. The GHFL Board - which claims to represent the desires of myself and my neighbors - coddles only itself in its ongoing campaign to stall development (including that which is "well thought out and admirably executed") and maintain the views of its Board members. While Mr. Powell claims that the proposed development "blocks views of the west hills from nearly every west facing building downtown," he conveniently fails to mention that the proposed building would most likely block the views of Mt. St. Helens for several current GHFL Board members - a fact they have been uneager to disclose.

In fact, in an email dated August 2nd to GHFL members, Mr. Powell writes, in reference to the GHFL's testimony today before Council: "Our position is a nuanced one, generally *supporting the project* with the exception of the massiveness of the largest building, the apartment tower." So in other words, they love the building, if only it could be just a little more squatty so it doesn't block their views...seriously? Urban Growth Boundary? PBOT's PedPDX initiative? Anyone?

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How much longer will the residents of Goose Hollow be forced to wait for thoughtful, job-providing, housing-rich development while a handful of individuals run roughshod over the Council's own professional planning staff? Enough truly is enough. In the words of the GHFL Planning Chair, this is an admirably executed project that easily meets the design guidelines. As 30 year residents of Goose Hollow and the historic Kings Hill neighborhood, we urge you to support this wonderful project and deny the GHFL's appeal – again. Now is the time.

Thank you,

Adrienne Hill
SW Kings Court
Portland

jeffrey.mitchem@portlandoregon.gov



June 29, 2017

Council Clerk
1221 SW Fourth Avenue, Room 130
Portland, OR 97204

VIA ELECTRONIC MAIL: CCTestimony@portlandoregon.gov

Re: Appeal of LU16-273094 - Press Blocks Development at 817 SW 17th Ave.

Dear Mayor Wheeler, Commissioner Eudaly, Commissioner Fish, Commissioner Fritz, and Commissioner Saltzman:

The Multnomah Athletic Club is in full support of the currently proposed Press Blocks development in the Goose Hollow neighborhood. Since the current buildings on the block are sitting vacant, re-activating that space will be a great benefit to both the neighborhood and the Central City by creating new jobs, housing, and commercial uses. The location's access to mass transit and being close-in to downtown will add to the desirability and ultimate demand for the spaces being created.

We find the design to be aesthetically pleasing and are in full support of its scale and massing. The active uses and pedestrian amenities that have been planned will enhance and build upon the vibrant nature of the neighborhood, add to its safety, and bring new life to the streets surrounding it.

The level of investment being made by Urban Renaissance Group and Security Properties says a great deal about the future of our neighborhood and we look forward to continued investment and interest in this great little part of the Central City.

Very truly yours,

Robert Radler
President of the Board of Trustees

Norm Rich
General Manager

Cc: Jeff Mitchem, AIC
City of Portland Bureau of Development Services

August 9, 2017

To: Mayor Ted Wheeler
Portland City Commissioners

Subject: LU 16-273094 DZM AD, The Press Blocks – GHFL Appeal – Please Deny

Dear Mr. Mayor and Commissioners,

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Come on.

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How much longer will the residents of Goose Hollow be forced to wait for thoughtful, job-providing, housing-rich development while a handful of individuals run roughshod over the Council's own professional planning staff? Enough truly is enough. In the words of the GHFL Planning Chair, this is an admirably executed project that easily meets the design guidelines. As 30 year residents of Goose Hollow and the historic Kings Hill neighborhood, we urge you to support this wonderful project and deny the GHFL's appeal – again. Now is the time.

Thank you,

Adrienne Hill
SW Kings Court
Portland

jeffrey.mitchem@portlandoregon.gov

Jerry Powell
10

To the Council:

Council Hearing, August 8, 2017

RE: LU 16-273094 DZM AD.

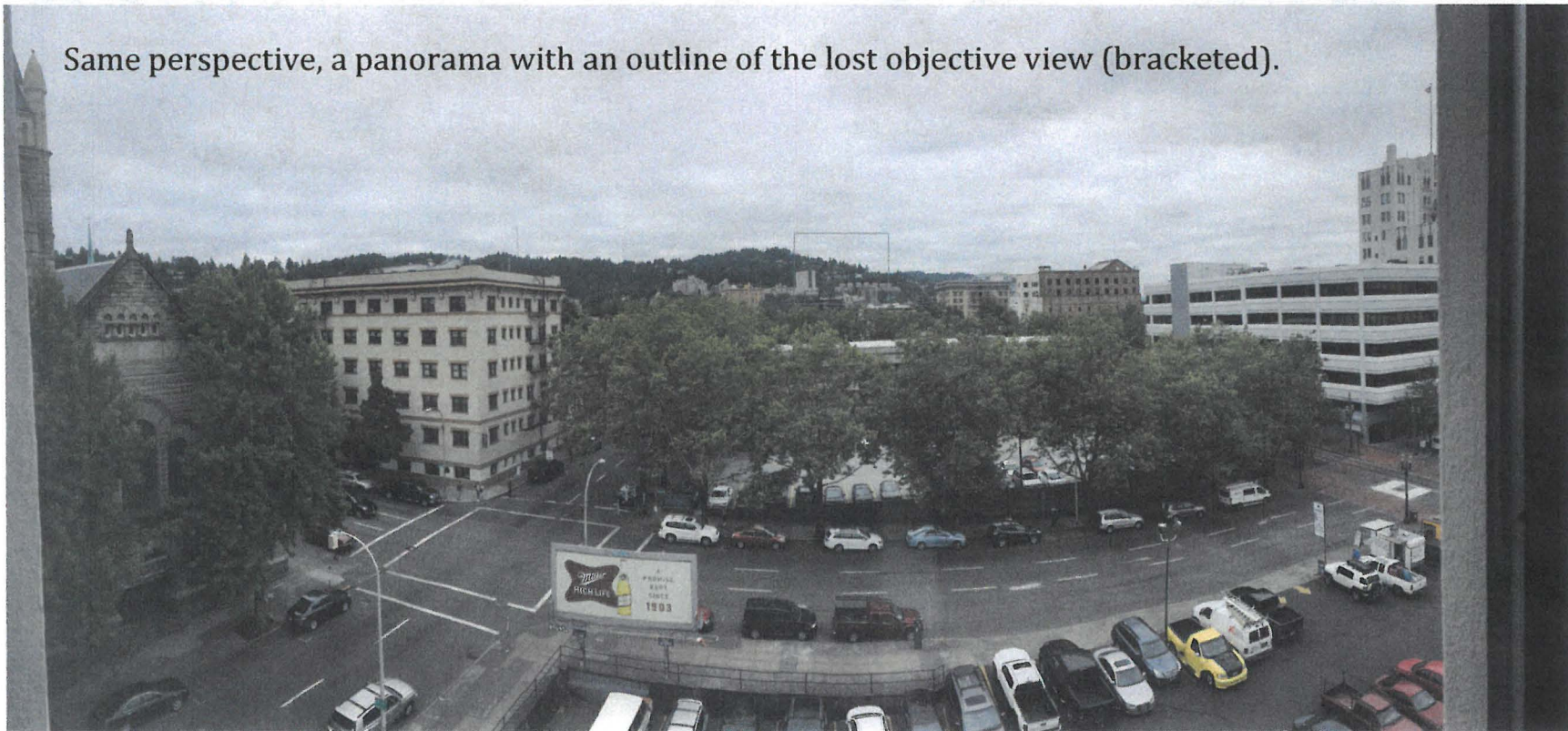
The Goose Hollow Foothills League's appeal of The Portland Design Commission's Approval of the Press Blocks Project... particularly, the compatibility and context of the proposed Residential Tower.

The GHFL brings this appeal to the council in our belief that the Design Commission erred in its failure to adequately consider the importance of neighborhood context, permanence in design concept, and the impact of the proposed development on the very most fundamental goals of both the Central City Fundamental and the Goose Hollow Design Guidelines. Arguably, it's to protect a Portland Personality. Hard to define, but it does involve elements of not just the built environment, but the natural environment and our community, our social environment.

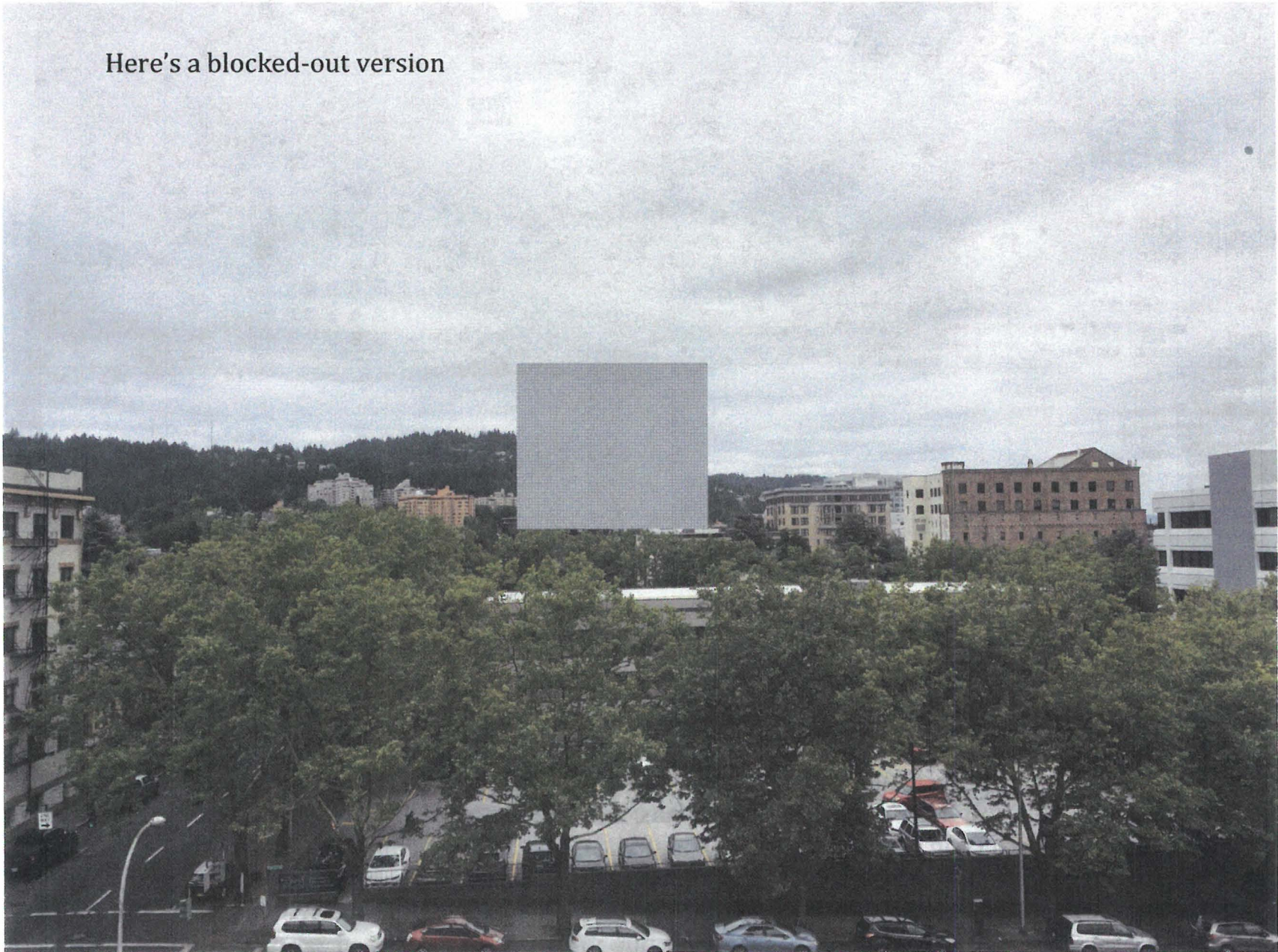


The Proposed Residential Tower is 250' in height and 200 ' wide at the East and West Elevations. The nearby buildings range from 40' or less to about 75 feet in height at their parapets setting an effective base from which the proposed residential tower protrudes at around fifty feet. The East elevation in particular will be a very large mass, about 200 feet square (or about the size of a city block on its edge) . A Design Commission member, commenting on the Neighborhood's contention that the building failed to respond to the neighborhood context, sniffed that the commission needed to be more aware of the *future* context of the project (I e, a neighborhood of much larger buildings). It's the neighborhood's opinion that there's little evidence that a building mass like that proposed here will be realized in decades. None of the six buildings under construction or already approved through Design Review are taller than 100 feet, and each pays more attention to Human scale and context

Same perspective, a panorama with an outline of the lost objective view (bracketed).



Here's a blocked-out version



Context, Massing, and Scale

It's clear that the residential building massing shown here is out of scale with its immediate context. The impact of this alteration in scale is no less problematic than are the Oregonian Publishing Company's concrete bunkers that have created a "dead zone" in the center of this heavily commercial part of our neighborhood. But there's a more troubling side to this issue of scale. There are few buildings of this loft and local impact that have so much impact on the intermediate scale of Portland's Central City. To be sure, large scale development is creeping westward from Downtown's mid-century core. The residential Tower, most subject of this appeal, in ignoring not only the history but even the contemporary development context of this important block in the middle of our neighborhood rides rough-shod over the very principles that the Design Guidelines are supposed to preserve. The uniquely Portland nature of our design guidelines is to consider carefully how a building proposal is likely to work in its natural *and* built environment of old and new buildings. How, in other words, it's to work in its community.

But this building, sucks the air out of not just its immediate setting, but also threatens its larger setting... a uniquely *Portland* Central City context. From every downtown building one gets a bit of relief from the glass and spandrel of its nearest neighbors. That relief is in the terms of visual access to the west hills on the west and the green commercial and residential neighborhoods to the East. That context has value. It's what attracts many to our downtown when shops and offices in many other similar sized cities have big vacancy rates and the new business locations are adjacent to shopping malls. Sure, that's hard to quantify, but does have a value. A dollar value. And that dollar value belongs to the public. This building will inevitably privatize and capture some of that value. That's OK, the very nature of urban development adds value to the community provide a future return to the community.

But there's also impact. That impact is addressed by applicable Design guidelines that constrain design decisions that violate the public's commons. The project fails to meet several of the applicable guidelines, particularly with respect to the scale and massing of the large, slab sided residential tower. Goose Hollow Guidelines in policies **A5-1**, **B1-1**, and Central City Fundamental Design Guidelines **A2** (see commentary on "design concept"), **C4** (see "context") and **C2** (see above with respect to the anachronistic design concept) each address this from different perspectives, and we would maintain, fail to be appropriately addressed.

Some of the impact that must be mitigated by that future return can be avoided by affirming the neighborhood's appeal and sending this project back for some significant revision.

Stepping the building in at the North and South elevations enough to half the width of the tower by the time it passes through the horizon to its West as viewed from Downtown would significantly reduce the impact of the building on the economic value of its setting to the City of Portland's central city. Done sensitively, the building wouldn't have to lose much floor area and may well gain a premium price per square foot for those apartments or condos that gain outdoor living space at each place the building steps in.

Scaling the building back in such a manner would favor the neighborhood building by reducing the "loom" factor thereby emphasizing the lowest floors of the building... particularly at the sidewalk level.

We have previously made these arguments in the course of the several design hearings. We feel the Design Commission reached the wrong conclusion in this case, undervaluing concepts of compatibility and neighborhood (even nearby neighborhood) impact. Respectfully, we want to give the council the opportunity to visit the policy implications of this project with respect to development impact and perhaps reiterate the council's support for a collegial and cooperative development atmosphere.

Embedded throughout the Goose Hollow Design Guidelines as well as Portland's Fundamental Design Guidelines is the overarching principle that any modification of the community's built environment must work *within its context* to improve the experience of those who use that environment. Simply, a building must contribute to the place, and the action, as well the environment.

Implicit in that principle is that our "view-shed" is a commons, and no one is entitled to privatize that commons to an extent that diminishes others rights to it. Staff's contention the symbolism the architect intends by design outweighs the neighborhood's objection to the mass of the building relative to the Goose Hollow neighborhood's context (as well as its relationship to the overall Central City) is well taken, but requires one to embrace an anachronistic, kitschy design concept.

That concept really bears little relationship to Goose Hollow. The present, forgettable, industrial building was imposed on the neighborhood when it was in transition from a residential neighborhood of frame dwellings and a westward expansion of downtown. The City ultimately capitulated to the dominance of two

Federal Highways (US26 and US30) to designate block of Goose Hollow adjacent those highways "light industrial". Other than the Oregonian's printing plant, no such development happened as a result.

The "Press Blocks" tower is a massive structure more than it's a tall one. At 200' in length and with nearly 200' of its height exposed above neighboring buildings, it blocks views of the west hills from nearly every west facing building in Downtown. Now there's no implicit "right" to a private view... but there is a public right to light and air. In Portland, visual access to our superlative natural setting is a public good as much as it is a private one, and by actively and adamantly prosecuting its forlorn "design concept", this architect has adopted blinders to his responsibility to produce a building that contributes to the public realm. Like the views into downtown from the Willamette Bridges, it's important that there be texture to the viewer's experience. Here there's none save two randomly placed dark rectangles and the equally random miniature balconies... none of which contributes to "reading" the building, and rather offers a badly contextualized bumpiness to the larger, otherwise flatter East and West facades.

The far too glib "design concept" of a folded newspaper is not unlike the many kitschy designs drawn from a present (or in this case, past) reality that is destined to become anachronistic in a matter of months, let alone years or decades. This building will be built to last for decades, yet the image of a folded newspaper will be as dated an image as the dial telephone or an office typewriter.

For the reasons expressed above, The Goose Hollow Foothills League objects to the massive East and West elevations of the proposed residential tower, finding that it violates Goose Hollow's design guidelines with respect to preservation and enhancement of the community's history and architectural character, and the Central City Fundamental Design Guidelines with respect to Design Excellence and recognition of "place" with respect to the Goose Hollow sub district of the Central City. As such, the design as discussed in the hearing of 23 March, violates guideline A2 (see above commentary on "design concept"), C4 (see above, the building is completely without context) and C2 (see above with respect to the anachronistic design concept)

While we readily concede that the balance of this project easily meets the objectives of the two applicable sets of design guidelines, and that particularly the sidewalk level elements of the Residential Tower are well thought out and admirably executed... the building as a whole, in our opinion, by inappropriately adhering to a questionable design concept, fails. We ask that the council affirm our appeal, and return the project to the Design Commission for further review

August 9, 2017

To: Mayor Ted Wheeler
Portland City Commissioners

Subject: LU 16-273094 DZM AD, The Press Blocks – GHFL Appeal – Please Deny

Dear Mr. Mayor and Commissioners,

In his official letter to members of the Portland Design Commission (April 3rd), Jerald Powel, Planning Chair for the Goose Hollow Foothills League, states:

While we readily concede that the balance of this project easily meets the objectives of the two applicable sets of design guidelines, and that elements of the Residential Tower are well thought out and admirably executed... the building as a whole, in our opinion, by inappropriately adhering to a questionable design concept, *fails*, and should be rejected by the design commission.

The "questionable design concept" to which the building adheres, according to my GHFL Planning Chair, is "a folded newspaper - not unlike the many kitsch designs drawn from a present reality that is destined to become anachronistic in a matter of months..." Say, something akin to the folded design of the Legends Condominium tower, where three of nine current GHFL Directors reside?

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Thank you,

Adrienne Hill
SW Kings Court
Portland

jeffrey.mitchem@portlandoregon.gov

Case No LU16-273094 DZM AD (The Press Blocks).

709 SW 16th Av Unit 405

Portland OR 97205

(503) 866-1252

cwenham@earthlink.net

7.15.2017

Letter in support of Appeal by The Goose Hollow Foothills League

Dear City Council.

I objected to the Proposal based upon the size, design and mass as inappropriate to the 1920's structures and restrictions in all of the adjacent RXd zones. I specifically support the Goose Hollow Foothills League Appeal as follows:

1. Both B1 and B6 are designed to incorporate a more human feel to new construction. A step back with a lower tower on the corner of SW Taylor and SW 17th with an 8 story 'wrap-around' would mitigate the effect of the tower looming over the adjacent buildings.
2. C4. Here I can only strongly support the comments from Mr. Mehaffy, President of the Goose Hollow Foothills League.
 - i. The proposed tower would be completely out of keeping with the surrounding area. This is one of the oldest parts of Portland with wonderful 1920's buildings and I urge the Council to come and visit the neighborhood for themselves and imagine what an effect such a massive slab would have on the neighborhood. This is very different in character from say the North Pearl, where no such considerations would be necessary.
 - ii. The Design Commission approved, with City Council support, the widely panned Yard building at the east end of the Burnside bridge. The height of the tower of the Press Blocks would similarly be inappropriate to the neighborhood, and an eye sore as seen from down-town. I refer you to the letter from Co-chair of the Goose Hollow Planning Committee Jerald Powell in his paragraph starting..."The Press Blocks tower...." If the City Council were to approve the Press Blocks as is, the same mistake would be evident. Design Goal 4 has been ignored.

I fully support the redevelopment of the Press Blocks as a boon to the neighborhood, but in a revised form.

I urge the Council therefore to send LU 6-273094 DZM AD back to the Design Commission with instructions to lower the height of the Tower Block to be more keeping with it's surroundings, have a step-back from the street rather than just a slab, and have the project be more harmonious with the vista of the city as a whole. And indeed with the vision of the planners who helped create this wonderful city that we have today.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Chris Wenham', with a stylized, flowing script.

Chris Wenham

Cc The Goose Hollow Foothills League



June 29, 2017

AUDITOR 07/03/17 AM 11:33

Council Clerk
1221 SW Fourth Avenue, Room 130
Portland, OR 97204

VIA ELECTRONIC MAIL: CCTestimony@portlandoregon.gov

Re: Appeal of LU16-273094 - Press Blocks Development at 817 SW 17th Ave.

Dear Mayor Wheeler, Commissioner Eudaly, Commissioner Fish, Commissioner Fritz, and Commissioner Saltzman:

The Multnomah Athletic Club is in full support of the currently proposed Press Blocks development in the Goose Hollow neighborhood. Since the current buildings on the block are sitting vacant, re-activating that space will be a great benefit to both the neighborhood and the Central City by creating new jobs, housing, and commercial uses. The location's access to mass transit and being close-in to downtown will add to the desirability and ultimate demand for the spaces being created.

We find the design to be aesthetically pleasing and are in full support of its scale and massing. The active uses and pedestrian amenities that have been planned will enhance and build upon the vibrant nature of the neighborhood, add to its safety, and bring new life to the streets surrounding it.

The level of investment being made by Urban Renaissance Group and Security Properties says a great deal about the future of our neighborhood and we look forward to continued investment and interest in this great little part of the Central City.

Very truly yours,

Robert Radler
President of the Board of Trustees

Norm Rich
General Manager

Cc: Jeff Mitchem, AIC
City of Portland Bureau of Development Services

Moore-Love, Karla

From: Stuart Baxter <markstart@comcast.net>
Sent: Monday, June 05, 2017 2:05 PM
To: Moore-Love, Karla
Subject: The Press Blocks and the appeal by the Goose Hollow Foothills League

To Whom it May Concern,

The proposed 3 buildings at the Oregonian Publishing buildings, deemed the Press Blocks would be a welcome addition to the neighborhood and remove the worst eye sores (Oregonian Publishing buildings) in the neighborhood. These buildings would provide much needed housing and office space directly on MAX lines. I see no need to appeal the approved design. There are at least 2 comparable apartment buildings and several others which are nearly comparable within blocks of this site. This new project blends well with them and would contribute to the fabric of this specific part of the neighborhood

Sincerely,

Stuart Baxter
1902 SW Cable Ave
Portland 97201