



City of Portland, Oregon
Bureau of Development Services
Land Use Services
FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: August 30, 2018
To: Portland Design Commission
From: Hannah Bryant, Development Review
Hannah.Bryant@portlandoregon.gov | 503.823.5353
Re: 18-180692 DA – Pepsi Plant Planned Development
Design Advice Request (DAR) – September 6, 2018 Agenda Item

Attached is a drawing set for the second Design Advice Request for a Planned Development for the Pepsi Bottling Plant site on Sandy Blvd. The first DAR occurred on July 12, 2018 where the Design Commission provided feedback on preliminary height, massing, ground floor programming, open space, circulation, parking & loading access, and the woonerf concept. The summary of Commission comments from the July 12 meeting are attached. 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 & Dorothy Faris, 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 publicly accessible open spaces – one plaza and one park.
- New public woonerf-street to reconnect NE Pacific street for pedestrians, bikes and one-way vehicle travel, parking and loading.
- 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. This is in addition to any other landscape or outdoor space code requirements.
- 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.

Design Commission Memo

III. DAR DISCUSSION TOPICS

The following is based on the Urban Design and Development Framework & Transportation System approval criteria of the Planned Development Review. Some of these topics are in response to comments from the previous DAR, and others are issues the applicant would like to discuss in preparation for the land use submittal.

- **Open Space Character** – At the previous DAR, the Commission noted the park and plaza need to feel inviting to the public while serving the businesses and residents of this new development. Adjacent ground floor uses should facilitate active edges. Further exploration of plaza treatment should focus on providing scale and identity to the space. The current proposal includes a water feature in the plaza. Ground floor uses around the plaza include retail and a residential lobby entrance.
- **Woonerf Design** – At the previous DAR, the extent of the required street dedication from PBOT was not yet known. At this point, PBOT has indicated it would like a 50' wide dedication and will support the woonerf design as a non-standard public street. It is proposed to have pedestrian paths on both sides, with a single shared bike/car lane. Material changes indicate a meandering path, however planar changes with rolled curbs may better ensure slow vehicle traffic. Entries to the woonerf, particularly the entry at the NE 27th intersection, should feel welcoming to the neighborhood.
- **Massing** – At the previous DAR, the Commission supported the conceptual building heights, but did not discuss the massing. To respond to guidelines, building design should relate to the surrounding context; support pedestrian connections through the site, and provide views of the park and plaza to ensure they are welcoming to the public. The proportions of the pedestrian spaces, particularly the Mews as it passes beneath the building overhead, are critical. Most bikers and pedestrians will be traveling along NE Pacific to/from the signaled intersections at NE 28th. Therefore, sculpting the buildings along the NE 27th/woonerf intersection may provide views of the plaza and park, enhance the commercial spill-out space at the sidewalk level, and encourage exploration of the site.
- **Ground Floor Uses** – At the previous DAR, the applicant was asked to explore ground floor uses, particularly near NE Holladay. The current proposal has flexible maker spaces and work/live units. The applicant seeks feedback on these proposed uses for this location and has provided sections and street elevations.
- **Materials and Architecture** – The context studies included in the submittal demonstrate that NE Sandy has a wide range of materials, but most buildings are of a single predominant material. The architecture of this area includes utilitarian industrial/warehouse buildings as well as iconic and playful buildings. The applicants would like to discuss how to address materials and architecture at the Planned Development stage to both provide structure and coherency for the development while ensuring flexibility for future design.

Please contact me with any questions or concerns.

Attachments: *Planned Development Approval Criteria*
Community Design Guidelines
Drawing Set dated September 6, 2018
DAR Summary dated July 26, 2018