

# REASONS FOR SUSTAINING PDNA APPEAL OF DESIGN COMMISSION'S APPROVAL OF FREMONT APARTMENTS PROPOSAL

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# 3 REASONS FOR SUSTAINING PDNA APPEAL OF DESIGN COMMISSION'S APPROVAL OF FREMONT APARTMENTS PROPOSAL

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# 3 REASONS FOR SUSTAINING PDNA APPEAL

Design Commission incorrectly applied Design Guidelines and Portland Zoning Code regulations. Specifically, it erroneously:

- Approved building modifications that degrade Design Review requirements;
- Set a dangerous precedent for the long-term development of the River District;
- Accepted the developer's miscalculation of site area for purposes of determining allowable building mass

# Planning Goals in Central City, River District and Willamette Greenway Design Guidelines

Enhance “Portland’s personality” by:

- emphasizing Portland themes
- integrating the river into the community
- supporting parks and public spaces
- enhancing and protecting views
- reinforcing special districts

# Emphasizing Portland Themes

“There are many themes unique to Portland’s culture and geography that promote the city’s identity and image. Examples of elements that identify Portland include roses,...*bridges*,...”

*Central City Fundamental Design Guidelines* (2003), p. 24.

# Integrating the River into the Community

“The Willamette River is the Central City’s most significant geographic feature. The *bridges* that cross the river reinforce the river’s role as the binding element of the Central City.”

*Central City Fundamental Design Guidelines* (2003), p.  
20.

# Supporting Parks and Public Spaces

“The Tanner Creek Parks (Jamison Square, Tanner Springs Park, and Fields Park) function as both a neighborhood park system and as *one of Portland’s primary promenades*, extending the North Park Blocks northward to the Willamette River...[thus we aim to] *strengthen and enhance the Tanner Creek Parks.*”

*River District Design Guidelines* (amended 2008), p.40.

# Enhancing and Protecting Views

“...Taking advantage of surrounding *view opportunities* increases the desirability of living, visiting, and working in the Central City.” [Thus we aim to]: “Size and place new buildings *to protect existing views.*”

*Central City Fundamental Design Guidelines* (2003), pp. 92, 94.



# Reinforcing Special Districts

“Design should acknowledge the *context* of its surroundings, with an approach that *responds to the character and identity of three blocks in every direction.*”

*River District Design Guidelines* (amended 2008), p. 16.

# 1. Design Commission Approved Building Modifications that Degrade Design Review Requirements

Zoning Code allows only modifications that will *both* “better meet applicable design standards” *and* be “consistent with the purposes of the standards in question.”

*Portland Zoning Code, Title 33 (2017), 33.825.040.*

# Purposes of Design Standards in North Pearl Subarea Waterfront

- “Increase access to sunlight along the greenway;”
- “...Facilitate *visual* and physical access to and along the riverfront;”
- “Create *expanded* opportunities for views of the river *as viewed from locations west of the [riverfront]*;”
- “Ensure *bonus height* granted to sites adjacent to the Fremont Bridge does not significantly affect views of or diminish the *aesthetic qualities of the bridge or its iconic stature in the Portland skyline.*”

*Portland Zoning Code, Title 33 (2017), 33.510.205.H.2.*

Design Commission Approved Modifications so  
that the Fremont Apartments could be Taller  
and Fatter than Permitted by Code

Will this **SUPERSIZED BUILDING** “better meet *and* be more consistent with purposes of design standards” ???



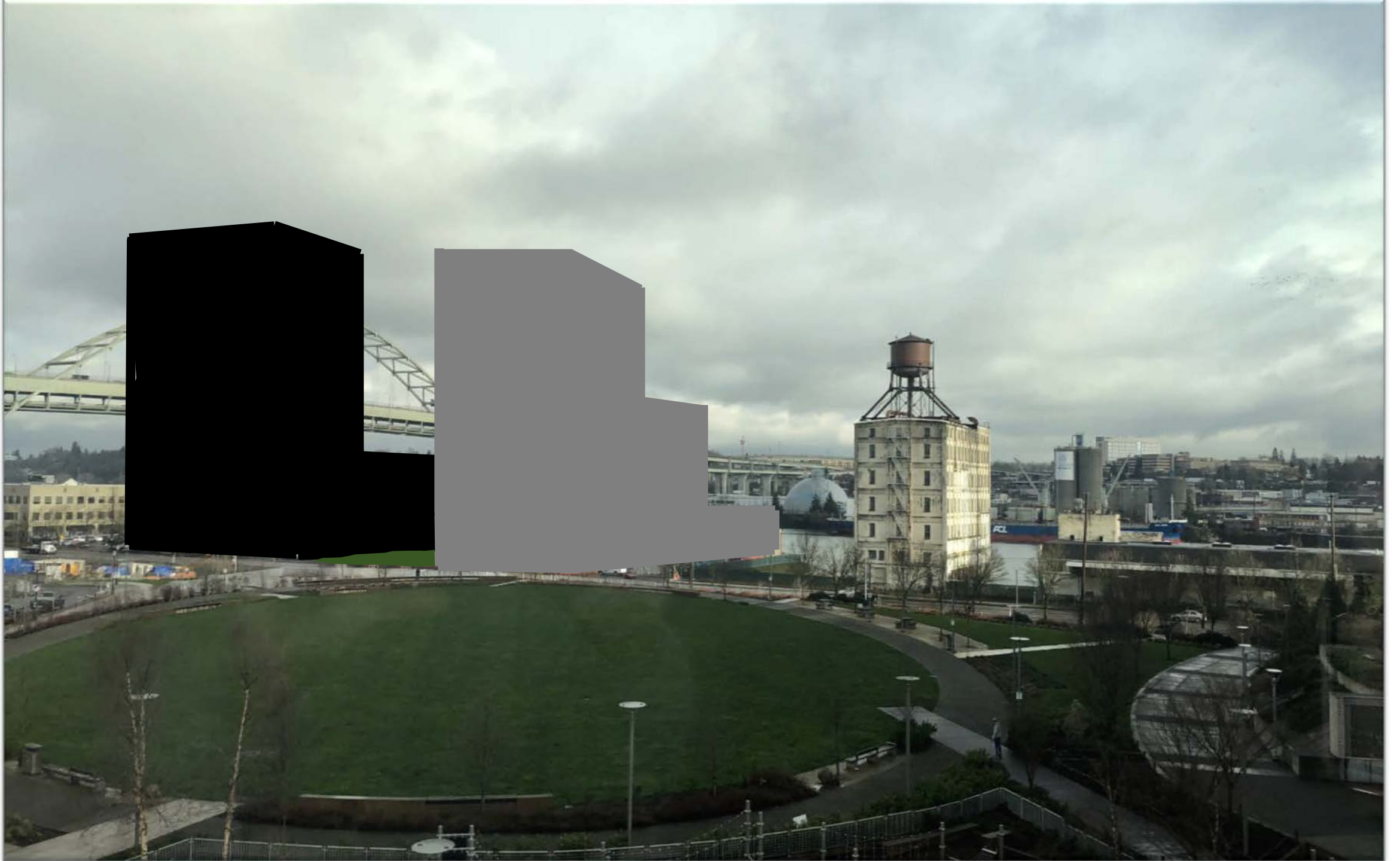
## 2. Design Commission Set Dangerous Precedent for Long-Term Development of River District

Future developers will expect that they, too, will be allowed to build as massively as the Fremont Apartments...











# Would this Enhance “Portland’s personality” ???

Emphasize Portland themes? **NO!**

Integrate the river into the community? **NO!**

Support parks and public spaces? **NO!**

Enhance and protect views? **NO!**

Reinforce special districts? **NO!**

***POISON PILL FOR THE PEARL***

### 3. Design Commission Accepted Developer's Miscalculation of Site Area for Purposes of Determining Allowable Building Mass

“...all measurements involving development standards are based on property lines and area of the site *after dedication of public rights of way* ...”

*Portland Zoning Code, Title 33 (2017), 33.930.025.*

**Developer exaggerated buildable site area by 70%!**

# Conclusion

The case of the Fremont Apartments represents a crucial decision point for Portland:

Will we hold fast to our duly adopted plans for a humane, livable, distinctive city? Or,

Will we build at all costs, including violating our own zoning codes?

***This is the wrong building for a special site!***

***OUR FUTURE? YOUR CHOICE!***

