



# City of Portland Design Commission

## Design Advice Request

### DISCUSSION MEMO

**Date:** May 14, 2019  
**To:** Portland Design Commission  
**From:** Hannah Bryant, Design / Historic Review Team  
 503.823.5353 | Hannah.Bryant@portlandoregon.gov  
**Re:** EA 18-281575 DA – Pepsi Planned Development Phase One  
 Design Advice Request Memo – May 23, 2019

Attached is a drawing set for the Design Advice Request meeting scheduled on May 23, 2019. Please contact me with any questions or concerns.

#### I. PROGRAM OVERVIEW

DAR for a proposed first phase of a larger four and a half block Planned Development. The first phase includes: an eight-story, 85’ tall building containing approximately 200 residential units and 16,000 square feet of retail space; two levels of below-grade parking for over 200 vehicles and 260 bicycles; the restoration of the existing mid-century bow truss Pepsi pavilion building; a publicly accessible plaza and the design development of the NE Pacific Street woonerf; the removal of existing warehouses to facilitate the new public street.

#### II. DEVELOPMENT TEAM BIO

<b>Architect</b>	Amanda Bryan   Mithun
<b>Owner’s Representative</b>	Michael Nanney   Security Properties
<b>Project Valuation</b>	\$60-70 million

#### III. FUTURE DESIGN REVIEW APPROVAL CRITERIA: Community Design Guidelines; Planned Developments

#### IV. STAFF ANALYSIS & RECOMMENDED DAR DISCUSSION TOPICS

Staff advise you consider the following among your discussion items on May 23, 2019:

- Building Massing/Architectural Expression – The conceptual elevations for Building A show two large building masses of equal height and similar façade pattern, connected by open air bridges. Each building is approximately 150’-200’ long, with recessed balconies. Further differentiation of the two buildings, and exploration of ways to add articulation, may help mitigate the perceived flatness of the façade. *See Mixed Use Building Design Influences in the drawing submittal*
- Ground Floor Residential – The ground level floor plan shows both work/live units fronting the pedestrian mews and the NE Pacific Street woonerf, and town homes fronting the residential outdoor area between buildings A and B. The short- and long-term programs for these spaces

may dictate different responses, including entry sequence, location of sleeping areas, window sill height and ceiling height.

- Location of Loading Spaces – One Standard A space is proposed in the woonerf right of way. A Standard A space is required to be 35’ long, 10’ wide, and have 13’ clearance. One Standard B space is proposed immediately adjacent to the retail space and the parking garage entrance off Oregon Street. A Standard B space is required to be 18’ long, 9’ wide, and have a 10’ clearance. Staff has concerns that the Standard B location would block ground floor windows into a tenant space and reduce visibility for cars entering and exiting the parking garage. *See Ground Level Floor Plan; Site Plan Loading Access; Design Proposal NE Oregon St Garage on Passage in the drawing submittal*
- Materials and Details – Materials are not specified, but metal is indicated. This material was proposed and approved in the palette of options at the Planned Development review. Renderings show through-wall vents on upper stories fronting the plaza that are not integrated within window modules. Renderings do not indicate substantial canopy coverage at main entrances fronting the plaza.
- Modifications & Adjustments – the criteria for approving a Modification are:
  1. *Better meets design guidelines, and 2. Meets the purpose of the code standard.* The criteria for approving an Adjustment are: 1. *Equally or better meets the purpose of the code standard;* 2. *Is consistent with the classification of adjacent streets and desired character of the area, and 3. Impacts from the adjustment are mitigated.*
  - Transit Street Main Entrance (Modification) – The existing Pavilion building is more than 25’ from the transit street.
  - On-Site Loading (Adjustment) – Request to allow one Standard A loading space to be provided in the woonerf right-of-way instead of on-site. *Requires PBOT approval. PBOT indicates that it does not currently support this Adjustment request.*
  - Landscaping Around Loading Space (Modification) – a Standard B space is proposed between the parking garage entrance and the building off Oregon Street. This location does not have enough space to provide required landscaping.
  - Long-Term Bike Parking Spacing (Modification) – Reduce spacing between long-term bike racks.

## CONTEXT

1. **Policy.** The following summarizes key policy context as it applies to the subject site.
  - a. **2035 Comprehensive Plan** – Chapter 3 – Urban Form – states the City’s intent is to foster an equitable system of compact mixed use and commercial centers; to improve major corridors so they become vibrant urban places; to enhance the public realm and integrate nature in the city. This Sandy Blvd. proposal includes the redevelopment of an existing, iconic building into a commercial space and new mixed-use buildings bordering new public parks and plaza.
  - b. **Sandy Boulevard** – Sandy Boulevard began as a wagon road. In the 1920s, it had a trolley line, serving multiple town centers. After the trolley was discontinued, it became an auto-oriented environment, known for car dealerships, mechanics and other car-oriented sales and service. Current and future planning efforts include improvements to bicycle and pedestrian infrastructure, and a possible streetcar line up Sandy.

- c. **Streets** – Sandy Boulevard is a Major Transit Priority Street, a Major City Traffic Street, a City Walkway, a City Bikeway, a Main Truck Street and a Major Emergency Response Street.
2. **Built.** Sandy Boulevard is known for iconic, whimsical architecture including large signs (7-Up, Tik Tok, Hollywood Theater, Sandy Hut) and whimsical architecture (Steigerwald Dairy, at 37<sup>th</sup> & Sandy).

## **PUBLIC REALM**

1. **Circulation System.** Existing conditions, including I-84 to the north and no streets through this four-block site create barriers to neighborhood navigation. The proposed woonerf will create an alternative for bicyclists and pedestrians who are currently exposed to traffic and noise on Sandy. This may enhance the area connectivity and promote walking and biking.

## **QUALITY & PERMANENCE**

1. **Pepsi Pavilion.** The existing pavilion is listed in the Oregon Historical Sites database and is one of the few remaining character-defining buildings on Sandy Boulevard. While its current state requires extensive renovation to be suitable for a commercial tenant, exterior alterations should not diminish its recognizable features.