



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

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## **STAFF REPORT AND RECOMMENDATION TO THE DESIGN COMMISSION**

CASE FILE: LU 23-004591 DZM  
PC # 21-105637  
Hollywood HUB Housing  
REVIEW BY: Design Commission  
WHEN: April 6, 2023 at 1:30 PM  
REMOTE ACCESS: Design Commission Agenda  
<https://www.portlandoregon.gov/bds/dcagenda>

**This land use hearing will be limited to remote participation via Zoom. Please refer to the instructions included with this notice to observe and participate remotely.**

**Bureau of Development Services Staff:** Tim Heron 503-823-7726 /  
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### **GENERAL INFORMATION**

**Representative:** Dave Otte, Holst Architecture, [dotte@holstarc.com](mailto:dotte@holstarc.com)  
123 NE 3rd Ave., #310  
Portland, OR 97232

**Applicant:** Tri-County Metro Trans Dist Of Oregon  
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Portland, OR 97202-3940

Fiona Lyon, Trimet  
1800 SW 1st Avenue, Suite 300  
Portland OR 97201

Masaye Hoshide, Portland Housing Bureau  
1900 SW 4th Ave., Ste 7007  
Portland, OR 97201

Sarah Schubert, Bridge Housing Corporation  
1631 NE Broadway Pmb #153  
Portland, OR 97232

**Site Address:** 4110 NE HALSEY ST

**Legal Description:** BLOCK 44 LOT 9-13, LAURELHURST  
**Tax Account No.:** R479107630, R479107630  
**State ID No.:** 1N1E36AA 00100, 1N1E36AA 00100

**Quarter Section:** 2934  
**Neighborhood:** Hollywood, contact Jo Schaefer at [jaschaef@comcast.net](mailto:jaschaef@comcast.net)  
**Business District:** Hollywood Boosters, contact [hollywoodboosters@gmail.com](mailto:hollywoodboosters@gmail.com)  
**District Coalition:** Central Northeast Neighbors, contact Alison Stoll at [alisons@cnncoalition.org](mailto:alisons@cnncoalition.org)  
**Plan District:** Hollywood - Subdistrict A  
**Zoning:** CM3d,m – Commercial-Mixed Use 3, design overlay, main street overlay  
  
**Case Type:** DZM – Design Review [DZ] with Modification Considered Through Design Review [M]  
**Procedure:** Type III, with a public hearing before the Design Commission. The decision of the Design Commission can be appealed to City Council.

### Proposal:

The applicant requests Design Review approval for a new 12-story, 224-unit, 223,000 SF affordable housing project. Building amenities will include community rooms, meetings spaces, resident services, bike and vehicular parking. The project incorporates a central courtyard which will be adjacent to the TriMet developed paseo/market street and new stairs and ramp access to the Hollywood Transit Station and pedestrian bridge I84 overpass. Building materials include brick, metal panel, concrete and aluminum storefront windows.

Resident parking and loading access [5 resident stalls and two Type Bs] are proposed from NE Halsey Street, adjacent to the existing Target retail store access.

### Modification considered through Design Review

1. 33.130.225 Landscaped Areas. Request to reduce the minimum required 15% landscape area to 8%. Mitigation proposed includes additional seating areas, turf for year-round playground use, varied paving, and colors.

Because the proposal is for new development in the design overlay zone, Design Review is required.

### Relevant Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria of Title 33. The relevant criteria are:

- [Portland Citywide Design Guidelines](#)
- [Modifications considered through Design Review \[PZC 33.825.040\]](#)

## ANALYSIS

**Site and Vicinity:** The site is located at the southern boundary of the Hollywood Pedestrian District and Plan District. The site is located on the south side of NE Halsey and bounded by the Target retail store the west, Banfield Freeway (I-84) to the south and the 24-hour fitness and office building to the east. The abutting rights-of-way are designated as follows:

- NE Halsey is a Major Transit Priority Street,
- I-84 is a Regional Transit Way, and
- NE 42<sup>nd</sup> Avenue [which is being vacated, City Council hearing May 10, 2023].

The site is on existing the Hollywood Transit Center where the proposed housing will be constructed [subject review], and the soon to be vacated NE 42nd Ave right-of-way on which the stramp and paseo will be constructed under separate applications [LU 23-003912 DZ and R/W #9263, VAC #10134].

The Hollywood Plan District provides for an urban level of mixed-use development including commercial, office, housing, and recreation. Specific objectives of the plan district include strengthening Hollywood's role as a commercial and residential center, and promoting the use of light rail, bus transit, and walking. These regulations: enhance business and economic vitality; promote housing and mixed-use development; discourage auto-oriented uses and developments and direct the placement of auto-oriented uses and developments away from the area of most intense activity; reinforce the connection between the Hollywood Transit Center and the business core of the Hollywood District; enhance the pedestrian experience; and enhance the character of buildings in the plan district.

**Zoning:** The **Commercial/Mixed Use 3 (CM3)** zone is a large-scale zone intended for sites in high-capacity transit station areas, in town centers, along streetcar alignments, along civic corridors, and in locations close to the Central City. It is intended to be an intensely urban zone and is not appropriate for sites where adjacent properties have single-dwelling residential zoning. The zone allows a wide range and mix of commercial and residential uses, as well as employment uses that have limited off-site impacts. Buildings in this zone will generally be up to six stories tall unless height and floor area bonuses are used, or plan district provisions specify other height limits. Development is intended to be pedestrian-oriented, with buildings that contribute to an urban environment with a strong street edge of buildings. The scale of development is intended to be larger than what is allowed in lower intensity commercial/mixed use and residential zones.

The **Hollywood Plan District (PZC 33.526)** provides for an urban level of mixed-use development including commercial, office, housing, and recreation. Specific objectives of the plan district include strengthening Hollywood's role as a commercial and residential center, and promoting the use of light rail, bus transit, and walking. These regulations:

- Enhance business and economic vitality;
- Promote housing and mixed-use development;
- Discourage auto-oriented uses and developments and direct the placement of auto-oriented uses and developments away from the area of most intense activity;
- Reinforce the connection between the Hollywood Transit Center and the business core of the Hollywood District;
- Enhance the pedestrian experience; and
- Enhance the character of buildings in the plan district.

The **“d” overlay (PZC 33.420)** promotes the conservation and enhancement of areas of the City with special historic, architectural or cultural value. New development and exterior modifications to existing development are subject to design review. This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review. In addition, design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

**Land Use History:** City records indicate that prior land use reviews include the following:

- LUR 95-00388 AD: Approval to reduce the amount of lot coverage of the buildings to 20 percent and to increase the distance from the street property line (Halsey Street) to the front of the building to 130 feet.
- LU 05-104186 DZ AD: Approval of a mixed-use development including three structures with vehicle access from NE Halsey Street consisting of a four-story parking structure with 227 parking spaces, a three-story and a five-story office building; and Approval of Adjustment request to reduce the four required loading stalls to two.
- LU 05-166579 DZ: Approval of the signage proposal. The proposed signage included four new exterior wall mounted signs.
- LU 07-131430 DZ: Approval of new internally illuminated sign, located on-center of the eastern window bay of the office building.
- LU 16-182422 LC: Approval of a Lot Consolidation to create one parcel (Parcel 1) of historic block 45 (lots 1-4), block 46 (lots 1-6 and portion of Lot 7) of Laurelhurst and the vacated areas within NE Clackamas St.
- LU 17-253736 DZ: Approval of a new operator restroom and exterior additions at Hollywood Transit Center
- LU 23-003912 DZ: Approval of a new pedestrian and bicycle connection between NE Halsey and the ODOT pedestrian bridge accessing the Hollywood light rail station and the Laurelhurst neighborhood to the south. Approval includes a public plaza, a space to honor lives lost and all those impacted by the attacks on May 26, 2017 at the Hollywood MAX Station, and an accessway for the future Sullivan's Gulch Regional Trail access and maintenance vehicle access for the Bureau of Environmental Services.

**Agency Review:** A "Notice of proposal in Your Neighborhood" was mailed **March 17, 2023**. The following Bureaus have responded with no issue or concerns or added Conditions:

- The Bureau of Environmental Services responded with comments. Please see Exhibit E-1 for additional details.
- The Bureau of Transportation Engineering responded with comments and Conditions of Approval. Please see Exhibit E-2 for additional details. Conditions of Approval include:
  - The driveway is subject to the conditions of approval of Driveway Design Exception (DDE) in 22-197144 TR.
  - As a condition of building permit approval, the required dedications and street improvements associated with the City initiated street vacation of NE 42nd showed in public works plans TB0156 and TB0160, the dedications must have been completed and an indemnity agreement with PBOT ensuring the frontage improvements are constructed must be provided to the acceptance of the City Engineer.
  - As a condition of building permit approval, the applicant must have accepted the "off the shelf" TDM plan or receive approval of a custom TDM.
- The Fire Bureau responded with comments. Please see Exhibit E-3 for additional details.
- The Bureau of Parks-Forestry Division responded with comments. Please see Exhibit E-4 for additional details.

- The Life Safety Section of BDS responded with comments. Please see Exhibit E-5 for additional details.
- The Site Development Section of BDS responded with comments. Please see Exhibit E-6 for additional details.
- The Water Bureau responded with comments. Please see Exhibit E-7 for additional details.

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on **March 17, 2023**. No written response has been received from either the Neighborhood Association or notified property owners in response to the proposal.

**Procedural History:** The application was submitted on January 13, 2023 and the applicant requested it be deemed complete on February 16, 2023. The public hearing was scheduled for April 6, 2023, which is within 51 days of the complete date as required by Code.

## **ZONING CODE APPROVAL CRITERIA**

### **(1) Chapter 33.825 Design Review**

#### **Section 33.825.010 Purpose of Design Review**

Design review implements the Design overlay zone, strengthening these areas as places designed for people. Design review supports development that builds on context, contributes to the public realm, and provides high quality and resilient buildings and public spaces.

#### **Section 33.825.055 Design Review Approval Criteria**

A design review application will be approved if the review body finds the applicant to have shown that the proposal complies with the design guidelines for the area.

**Findings:** The site is designated with design overlay zoning (d), therefore the proposal requires Design Review approval. Because of the site's location, the applicable design guidelines are the Portland Citywide Design Guidelines.

#### **Portland Citywide Design Guidelines**

The Portland Citywide Design Guidelines consist of a set of guidelines for design cases in community planning areas outside of the Central City. The Portland Community Design Guidelines focus on three tenets: **Context**, balancing the aspirations of the future desired character with today's setting; **Public Realm**, strengthening a building and site's relationship with the public rights-of-way and open spaces; and **Quality And Resilience**, underscoring holistic site and building designs that benefit people and climate.

**CONTEXT GUIDELINES 01-03:** BUILD ON CONTEXT BY ENHANCING THE DISTINCTIVE PHYSICAL, NATURAL, HISTORIC AND CULTURAL QUALITIES OF THE LOCATION WHILE ACCOMMODATING GROWTH AND CHANGE.

#### **01: Build on the character, local identity, and aspiration of the place.**

Possible design approaches may include, but are not limited to:

- Community - Relating to the local community's identity, history, and cultural values and places.

- Architecture - Taking cues from desired character of existing architecture.
- Nature - Reflecting and enhancing local natural resources such as rivers, streams, buttes and vegetation.

**Findings:** The Hollywood Plan District strives to be an urban center of mixed-use development including commercial, office, housing, and recreation. It is both a commercial and residential center that promotes the use of light rail, bus transit, and walking. Hollywood is home to many small, comfortable pedestrian sanctuaries which give it a vibrant pedestrian experience.

The Hollywood HUB design builds on the site's character, local identity, and aspiration of this place within the Hollywood neighborhood. It improves accessibility and maneuverability for pedestrians and bikes with thoughtful public placemaking strategies. The program compliments existing services and transit options, upholds a prominent street wall along Halsey, provides additional active-use and retail, and strengthens the pedestrian realm with a series of appropriately scaled outdoor public spaces.

**Community:** This project will greatly enhance the experience of its occupants, visitors, and people passing through. Retail is located at the northeast corner along Halsey and 42nd Ave at the entry of the newly conceived TriMet public paseo. This retail location mirrors the existing condition of the adjacent 24hr fitness building and results in public space surrounded by active uses. The apartments at Hollywood HUB will be geared towards families earning between 30-60% AMI, and all will be affirmatively marketed to BIPOC families. Building amenities include community rooms, meetings spaces, resident services, bike and vehicular parking. The project incorporates a vegetated central courtyard that is inviting and connected to the adjacent paseo/market street (built by TriMet, approved per LU 23-003912 DZ). Together these urban amenities serve not just the immediate Hollywood HUB residents but the greater Hollywood and Portland communities.

**Architecture:** The design thoughtfully integrates contextual materials, colors, and geometry found around the Hollywood district. This includes warm toned brick and masonry, bright color accents, and large windows. This project transforms the site into a truly transit-oriented development that maximizes height and density and delivers on the promise to develop this historically underutilized site with affordable housing.

**Nature:** Along with the recently approved TriMet paseo and stramp project, the proposal enhances the character of buildings in the plan district and helps encourage alternatives to auto-oriented uses and developments. It also builds on Portland's citywide local identity and aspirations of place by providing an accessible courtyard and green space for residents to enjoy.

*This guideline is met.*

## **02: Create Positive Relationship with surroundings.**

Possible design approaches may include, but are not limited to:

- Building Massing - Developing effective placement and proportion of building massing toward adjacent lower-scale development and residential uses.
- Street Wall - Maintaining a vibrant street wall with continuous storefronts along historic main streets.
- Connectivity - Creating visual and physical links to adjacent pedestrian pathways and neighboring open spaces.
- Adjacent Historic Landmarks - Deferring to the neighboring historic landmark through massing and urban form.

**Findings:** The Hollywood HUB design creates positive relationships with the surrounding context by creating urban edges with an activated ground floor, consolidates parking and service access with the existing parking access for Target (on the west), and connects open spaces with open spaces.

By coupling the resident courtyard with the public paseo and stair/ramp structure (to the east), the open space is sited to maximize usability and benefit for both residents and community members accessing transit.

The building shape compliments this public space strategy with a C-shape plan that favors the primary mass towards the north/west/south on the site, which allows the public space east of the site to flow into a central courtyard.

The massing along Halsey incorporates a prominent street wall with significant ground floor glazing. Careful consideration was given to break up the tower with setbacks and material changes that help strengthen the main entry and give appropriate scale to the pedestrian experience.

The lobby connects through the building to amenity spaces and to the courtyard at a second entry, and ultimately to the TriMet public paseo and transit station.

*This guideline is met.*

**03: Integrate and enhance on-site features and opportunities to contribute to a location's uniqueness.**

Possible design approaches may include, but are not limited to:

- Natural Resources - Minimizing site disturbance and integrating topography and natural resources found on-site.
- Viewpoints - Integrating views to community points of interest.
- On-site Older Buildings and Historic Resources - Retaining existing older buildings and historic resources.
- Social and Cultural Significance - Incorporating a site's significant cultural or social history.

**Findings:** The project is adjacent to the recently approved redevelopment of the existing stairs and ramp to the pedestrian bridge over I-84 and access to the Hollywood light rail station [LU 23-003912 DZ]. The Hollywood neighborhood in the vicinity of this project has wide sidewalks with large pedestrian landings at the intersections. The project's design uniquely tailors to the opportunities specific to this site while echoing high-quality pedestrian zones nearby on NE 41<sup>st</sup> between NE Sandy and NE Broadway. The architecture will provide more visual and physical continuity between adjoining properties and rights-of-way.

The Hollywood HUB design integrates and enhances on-site features and opportunities to contribute to this location's uniqueness by maximizing pedestrian and bike flow and view corridors. Carving away the corners of the building that front the new Transit Station paseo increases view angles through the site, adds visual interest, and provides weather protection in areas around the ground floor. The Hollywood HUB building further enhances the proposed pedestrian improved stair and ramp design (to be built by TriMet) by connecting the courtyard visually and physically, offering places to sit and watch, play, and gather. The design also utilizes existing site topography (that drops off towards the south) to provide a future connection to the Sullivan's Gulch Bike Trail. This multi-use public space design strategy enhances the Hollywood station as a whole and will foster a new era of public activity at the site.

*This guideline is met.*

**PUBLIC REALM GUIDELINES 04-06:** CONTRIBUTE TO A PUBLIC HUMAN-SCALED REALM THAT ENCOURAGES SOCIAL INTERACTION AND FOSTERS INCLUSIVITY

**04: Design the sidewalk level of buildings to be active and human scaled.**

Possible design approaches may include, but are not limited to:

- Ground Floor Heights - Designing buildings with taller, more adaptable ground floors.
- Multiple Entries and Windows - Offering more than one entrance along the ground floors of buildings to provide “eyes on the street” and avoid blank expanses of walls.
- Weather Protection - Providing protection from wind, rain, and sun.
- Lighting - Enhancing safety and visibility for pedestrians and highlighting special building features.
- Residential Setbacks - Creating soft transitions while separating private spaces from public spaces.

**Findings:** The Hollywood HUB sidewalk level of the building is designed to be active and human scaled. This is accomplished through several strategies, including active uses located directly adjacent to the public sidewalk. Examples of this include prominent retail frontage anchoring the northeast corner; lobby access from both Halsey and from the courtyard, community rooms, a bike hub, and resident support services all visually connected to the courtyard and paseo. Welcoming entries and carved corner elements will provide weather protection, opportunities for seating, and maximize views through the site. The ground floor facing Halsey, the paseo, and the courtyard offer high levels of visual permeability to make the surrounding public space feel safe and inviting.

The new building will knit the neighborhood streetscape together and make it a much more pedestrian friendly compared to the current condition. Exterior lighting is integrated into the building soffits and will enhance the carved spaces around the ground floor, the entrances, and at the bus stop on Halsey. The courtyard has a soft landscape buffer from the paseo which integrates seating and lighting to reinforce public and private space while feeling welcoming and inviting.

*This guideline is met.*

**05: Provide opportunities to pause, sit, and interact.**

Possible design approaches may include, but are not limited to:

- Seating - Providing a variety of seating types for passersby and building users.
- Integrate Bicycles - Designing open spaces that accommodate parking for bicycles.
- Art/Water - Designing spaces that can integrate opportunities for art, stormwater or water features.
- Enclosure - Offering a comfortable buffer and distinction from the public realm.
- Trees and Landscaping - Promoting health and wellness by helping to mitigate the effects of urban heat island.

**Findings:** The adjacent Paseo for the Hollywood Transit Center will provide eddy spaces for sitting, resting, eating, socializing, or experiencing city life. The Paseo is an intentional space allowing members of the public to move freely within the Paseo and between NE Halsey, and the Laurelhurst neighborhood via the stramp (stairs/ramp) and pedestrian bridge crossing I-84.



The Hollywood HUB design provides many opportunities to pause, sit and interact. A bus stop is integrated into the building mass overhang along Halsey adjacent to the main entry. The recessed ground floor tracks around the corners of the retail, paseo and courtyard to provide weather protection for pedestrians. These public and semi-public space elements create opportunities for fixed and flexible seating, buffers to define gathering spaces from through-ways and expand the sidewalk to provide moments of reflection and respite from the busy streetscape. The courtyard design has a variety of spaces for playing, gathering, viewing, and resting. A key area of note is the elevated patio that overlooks the south paseo where residents can view the public space and people passing through the paseo can sit along this edge on integrated benches.

*This guideline is met.*

**06: Integrate and minimize the impact of parking and building services.**

Possible design approaches may include, but are not limited to:

- Vehicles and Parking - Screening and buffering vehicle areas from pedestrians and integrating parking into the building design.
- Utilities, Trash and Recycling - Siting and screening utilities, trash, and recycling enclosures away from public realm.
- Vaults - Integrating and concealing vaults within open areas.
- Stormwater Planters - Integrating stormwater with multiple uses, such as buffering, placemaking, and seating opportunities.
- Long-Term Bicycle Parking - Designing bicycle parking to encourage use by adding bike lobbies and bike repair amenities.

**Findings:** The Hollywood HUB design integrates and minimizes the impact of parking and building services by combining the location of these program elements with the existing Target parking ramp. The parking garage entry uses as little building frontage as possible, and is sited in the least impactful portion of the site adjacent the Target parking ramp, mostly hidden from view. Trash and loading happen internally and share this same driveway. Building services are thoughtfully integrated to minimize impact on the pedestrian realm. The required water room and backflow preventer create a narrow band of brick to separate and buffer the driveway from the active-use glazed facades of the project. The required electrical transformer is located in a below-grade vault deep in the site and paired with the adjacent paseo project to maximize efficiencies and minimize impact to the pedestrian experience. Long term bike parking is situated at the intersection of the future bike trail access point and the paseo – the ideal location for bike commuters and transit riders alike.

*This guideline is met.*

**QUALITY AND RESILIENCE GUIDELINES 07-09: PROMOTE QUALITY AND LONG-TERM RESILIENCE IN THE FACE OF CHANGING DEMOGRAPHICS, CLIMATE AND ECONOMY**

**07: Support the comfort, safety, and dignity of residents, workers, and visitors through thoughtful site and building design.**

Possible design approaches may include, but are not limited to:

- Internal Open Spaces - Offering a variety of multi-functional spaces such as balconies, stoops, plazas, play areas, and passive sitting areas.
- Internal Connections - Creating safe and visible pedestrian circulation through sites.
- Vehicles Areas - Ensuring that vehicle areas do not impair the usability and enjoyment of the site.
- Solar Access - Providing solar access to open areas.

- Windows and Entries - Orienting windows and entries toward on-site circulation and open areas.

**Findings:** The site is designed to maintain comfort, safety, and dignity for all users through welcoming, accessible design. The Hollywood HUB design supports the comfort, safety, and dignity of residents, workers, and visitors through thoughtful site and building design.

The courtyard (internal open space) and paseo (external open space) provide a variety of multi-functional spaces for sitting, playing, and gathering. The internal open space includes a turf play area surrounded by curving benches and a soft canopy of trees to buffer it. This area is connected to seating areas and amenity spaces for gathering and hosting events. The internal open space (courtyard) is connected via a pathway to the external open space (paseo) where public seating is incorporated along the landscape buffer for the courtyard. This seated landscape buffer softens the edge and reinforces public and private space while feeling welcoming and inviting.

Windows and entries are oriented toward on-site circulation and open areas, and comfortable access through the site is provided with wide walkways, and multiple windows that will be well lit and active to feel welcoming and safe. Resident amenity and community spaces are linked by the courtyard, an outdoor amenity that includes seating, planters and trees, with multiple vantage points for visibility and legibility. The central public courtyard allows for eyes on the space and will act as an outdoor lounge. The courtyard connects directly to the paseo and TriMet ramp as well as through the lobby to Halsey. These active frontages are made possible by locating vehicle access and support services along the west and south edges of the site, as to not impede the active connections along Halsey and the adjacent paseo.

*This guideline is met.*

#### **08: Design for quality, using enduring materials and strategies with a coherent approach.**

Possible design approaches may include, but are not limited to:

- Unity - Expressing a clear and coherent design approach to unify building.
- Articulation - Highlighting function, hierarchy, or spaces through small breaks in form.
- Application of Exterior Materials - Expressing the building design with hierarchy, shifts or repetition.
- Quality of Materials - Providing quality, resilience, and durability in construction and execution of details.
- Building Openings - Offering permeability, depth, and texture.

**Findings:** The Hollywood HUB proposal is designed for quality and uses enduring materials and strategies with a coherent approach, while also being visually striking and unique. The proposed building form is a modern angular design while using time-tested materials like brick and metal to evoke quality and resilience. This is accentuated with deep overhangs to provide massing relief and visual contrast. The base of the project is carved away and glazed to accentuate and highlight the building's public edges. These elements are celebrated with glass and unique materials not used on the residential floors of the tower, such as dark brick and tall storefront glazing. On a large scale, this creates a visual contrast that draws your eye towards entrances and areas of activity at the ground level.

The tower facades employ a window pattern that implies movement, a reference to the kinetic nature of the site's location adjacent to the I-84 corridor and Union Pacific

Railroad and TriMet MAX transit lines. The massing moves are simple but bold, the c-shape plan follows the general shape of the site, and the specific massing moves amplify the angular qualities and increase views through the site and giving the building a unique character. The brick used on the tower relates to the light and warm tones of masonry found around Hollywood. The details of the windows offer depth and include an angular metal accent panel to bring color and vibrancy found in the public paseo vertically onto the facades.

*This guideline is met.*

**09: Design for resilience, health, and stewardship of the environment, ensuring adaptability to climate change and the evolving needs of the city.**

Possible design approaches may include, but are not limited to:

- Adaptable Buildings - Providing flexibility in building programming, floor.
- Resource Conservation - Prioritizing the use of existing structures or reclaimed and recycled materials.
- Native Landscaping - Integrating native landscaping and large canopy trees to address heat island and provide for pollinators.
- Ecoroofs - Providing and integrating ecoroofs for pollinators and people.
- Bird-Safe - Reducing bird strikes through careful design.
- Daylight and Air - Providing daylight and ventilation and improving indoor air quality.
- On-Site Stormwater - Allowing rain to soak into the ground and filter through lush vegetation and landscaping.

**Findings:** The Hollywood HUB proposal is designed for resilience, health, and stewardship of the environment, ensuring adaptability to climate change and the evolving needs of the city. The design achieves this through several strategies, including a flexible ground floor that can adapt over time, incorporating native landscaping and large canopy trees to address heat island and provide for pollinators, providing daylight and ventilation to improve indoor air quality.

Additionally, the applicant proposes to meet the Portland Housing Bureau Green Building Standards and providing high-efficiency air conditioning (ERV) for all residents to help combat rising temperatures and wildfire smoke while also being more energy efficient than conventional systems. The project is seeking Earth Advantage certification and will be seeking PCEF funding for sustainable strategies. The low-roof at the courtyard (level 2) will be vegetated to reduce heat island and help slow storm water release. High performing windows and envelope detailing also help to mitigate the surrounding acoustics and improve energy performance.

*This guideline is met.*

**(2) MODIFICATION REQUESTS (33.825)**

**Section 33.825.040 Modifications That Will Better Meet Design Review Requirements**

The review body may consider modification of site-related development standards, including the sign standards of Chapters 32.32 and 32.34 of the Sign Code, as part of the design review process. The review body may not consider modifications to standards for which adjustments are prohibited. Modifications are done as part of design review and are not required to go through the adjustment process. Adjustments to use-related development standards (such as floor area ratios, intensity of use, size of the use, number of units, or other standards that are calculated based upon the size or intensity of the use such as the quantity of parking and loading spaces) are required to go through the adjustment process. Modifications that are denied through design review

may be requested as an adjustment through the adjustment process. The review body will approve requested modifications if it finds that the applicant has shown that the following approval criteria are met:

- A. Better meets design guidelines.** The resulting development will better meet the applicable design guidelines;
- B. Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested; and
- C. Mitigation of impacts.** Any impacts resulting from the modifications are mitigated to the extent practical.

Modification considered through Design Review

- 33.130.225 Landscaped Areas. Request to reduce the minimum required 15% landscape area to 8%. Mitigation proposed includes additional seating areas, turf for year-round playground use, varied paving, and colors.

**Purpose:** *Landscaping is required in some zones because it is attractive, and it helps to soften the effects of built and paved areas. Landscaping also helps cool the air temperature, intercept rainfall and reduce stormwater runoff by providing unpaved permeable surface. Landscaping can also provide food for people and habitat for birds and other wildlife. As an alternative to conventional landscaping, a range of urban green options are provided in the CM2 and CM3 zones in the Inner Neighborhoods pattern area to reflect this area's more urban development patterns and historic storefront commercial characteristics. Landscaping is required for all commercial/mixed use-zoned lands abutting R zoned lands and as screening for parking lots (see Chapter 33.266) to provide buffering and promote livability.*

**Findings:** The Hollywood HUB affordable housing development aims to realize the full potential of this Transit Oriented Development site for quality affordable housing and support services, resulting in 64% of site area being devoted to building area. The exterior space has additional requirements beyond landscape elements which include hardscape for essential programming for residents and some vehicle and maintenance circulation.

The project has maximized landscaped areas as possible on the site to benefit residents and community users and results in roughly 8% of the site defined as Landscape Area per Title 33 section 33.130.225. Given the dense urban nature and high-traffic volume of the site, prioritizing usable open space for pedestrians enhances the public realm and is consistent with the intent of the 3 tenets of the Portland Citywide Design Guidelines.

In addition, the adjacent Paseo [Approved per LU 23-003912 DZ] will become a part of the site once the NE 42<sup>nd</sup> Avenue Street Vacation is completed [R/W #9263, VAC #10134] and provide space for heavy pedestrian and bicycle circulation between Halsey, the pedestrian bridge, and the building. These outdoor spaces must also accommodate 1) fire truck access for the 24-hour fitness building and the new Hollywood HUB affordable housing building, which is a 26ft wide clear area for half the length of the site, 2) separate transformer vaults for the new Bridge affordable housing building and the TriMet station, along with large boom truck access for both electrical vaults located west of the stramp, and 3) BES vacuum truck access through the paseo and maintenance area to a sewer manhole in the UPRR right-of-way.

While day-to-day TriMet maintenance access is being provided through the HUB building directly to the maintenance area to avoid maintenance vehicle presence in the paseo, these large truck driving and turning movements require large areas of pavement within the site. The eddy spaces are paved with pavers with tree grates around the seat

walls and trees to maximize the flexibility of use and long-term durability. This is also to benefit the adjacent retail businesses that may provide movable furniture and Hacienda CDC, the services provider of the HUB building, who intends to host regular food pantries and pop-up clinics in the paseo.

Purpose of the standard is met by an attractive design that softens the effects of built and paved areas using varying paver types, plane changes and seating opportunities to help create an attractive and pedestrian friendly environment. Additional strategies that help soften space: green roof, turf area, use of built elements that highlight colors and textures. To reduce heat-island effect and help cool the air temperature, the non-landscaped area is comprised of light and/or high-reflective materials. This includes light-colored concrete, pavers, vegetated roof and white roof. The 'C-parti' shape of the building formed around the courtyard provides shade to the courtyard in the hottest times of day.

The mitigation of impacts includes seating areas concentrated around landscape to engage pedestrians with nature while allowing the high traffic uses to function as intended; the green Roof adjacent to the courtyard (located over community room); turf in the courtyard to allow year-round use for children and others; varied paving techniques; and use of color/texture in the courtyard design.

The proposed landscaped and hardscaped areas, additional seating areas, turf for year-round playground use, varied paving, and colors combine to better meet the applicable design guidelines, the purpose of the standard, and mitigate the request for reduced actual landscape area with a high quality well designed outdoor courtyard features and amenities.

*The approval criteria are met for this modification.*

## **DEVELOPMENT STANDARDS**

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

## **CONCLUSIONS**

The design review process exists to promote the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. As demonstrated in the findings above, the proposal meets the applicable design guidelines and therefore warrants approval.

## **TENTATIVE STAFF RECOMMENDATION**

(May be revised upon receipt of new information at any time to the Design Commission decision)

**Approval** for a new 12-story, 224-unit, 223,000 SF affordable housing project.

**Approval** for Modification to 33.130.225 Landscaped Areas to reduce the minimum required 15% landscape area to 8%.

**Approval** per Exhibits C-1 through C-52, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through F) must be noted on each of the 4 required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE - Case File LU 23-004591 DZM". All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."
- B. At the time of building permit submittal, a signed Certificate of Compliance form (<https://www.portlandoregon.gov/bds/article/623658>) must be submitted to ensure the permit plans comply with the Design/Historic Resource Review decision and approved exhibits.
- C. No field changes allowed.
- D. The driveway is subject to the conditions of approval of Driveway Design Exception (DDE) in 22-197144 TR.
- E. As a condition of building permit approval, the required dedications and street improvements associated with the City initiated street vacation of NE 42nd shown in public works plans TB0156 and TB0160, the dedications must have been completed and an indemnity agreement with PBOT ensuring the frontage improvements are constructed must be provided to the acceptance of the City Engineer.
- F. As a condition of building permit approval, the applicant must have accepted the "off the shelf" TDM plan or receive approval of a custom TDM.

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**Procedural Information.** The application for this land use review was submitted on January 13, 2023, and was determined to be complete on **February 16, 2023**.

*Zoning Code Section 33.700.080* states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on **January 13, 2023**.

*ORS 227.178* states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be waived or extended at the request of the applicant. In this case, the applicant did not waive or extend the 120-day review period. Unless further extended by the applicant, **the 120 days will expire on: June 13, 2023**

**Some of the information contained in this report was provided by the applicant.**

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. The Bureau of Development Services has independently reviewed the information submitted by the applicant and has included this information only where the Bureau of Development Services has determined the information satisfactorily demonstrates compliance with the applicable approval criteria. This report is the recommendation of the Bureau of Development Services with input from other City and public agencies.

**This report is not a decision. The review body for this proposal is the Design Commission who will make the decision on this case.** This report is a recommendation to the Design Commission by the Bureau of Development Services. The review body may adopt, modify, or reject this recommendation. The Design Commission will make a decision about this proposal at the hearing or will grant a

continuance. Any new written testimony should be emailed to Tim Heron at [Tim.Heron@PortlandOregon.gov](mailto:Tim.Heron@PortlandOregon.gov). If you cannot email comments and must mail comments via USPS mail, your comments to the Design Commission can be mailed c/o the Design Commission, 1900 SW Fourth Ave., Suite 5000, Portland, OR 97201.

**Please note regarding USPS mail:** USPS mail is only received a couple times a week, and testimony must be received before the close of the record. Therefore, please mail testimony well in advance of the hearing date.

If you are interested in viewing information in the file, please contact the planner listed on this decision. The planner can provide information over the phone or via email. Please note only digital copies of material in the file are available for viewing. A digital copy of the Portland Zoning Code is available on the internet at <http://www.portlandoregon.gov/zoningcode>.

You will receive mailed notice of the decision if you write a letter received before the hearing or testify at the hearing, or if you are the property owner or applicant. This Staff Report will be posted on the Bureau of Development Services website. Look at [www.portlandonline.com](http://www.portlandonline.com). On the left side of the page use the search box to find Development Services, then click on the Zoning/Land Use section, select Notices and Hearings. Land use review notices are listed by the District Coalition shown at the beginning of this document. You may review the file on this case at the Development Services Building at 1900 SW Fourth Ave., Suite 5000, Portland, OR 97201.

**Appeal of the decision.** The decision of the Design Commission may be appealed to City Council, who will hold a public hearing. If you or anyone else appeals the decision of the Design Commission, City Council will hold an evidentiary hearing, one in which new evidence can be submitted to them. Upon submission of their application, the applicant for this land use review chose to waive the 120-day time frame in which the City must render a decision. This additional time allows for any appeal of this proposal to be held as an evidentiary hearing.

**Who can appeal:** You may appeal the decision only if you write a letter which is received before the close of the record for the hearing, if you testify at the hearing, or if you are the property owner/applicant. **Appeals must be filed within 14 days of the decision. An appeal fee of \$5,789.00 will be charged.**

Additional information on how to file and the deadline for filing an appeal will be included with the decision. Assistance in filing the appeal and information on fee waivers are available from the Bureau of Development Services website: <https://www.portlandoregon.gov/bds/article/411635>. Neighborhood associations recognized by the Office of Neighborhood Involvement may qualify for a waiver of the appeal fee provided that the association has standing to appeal. The appeal must contain the signature of the Chair person or other person authorized by the association, confirming the vote to appeal was done in accordance with the organization's bylaws.

Neighborhood associations, who wish to qualify for a fee waiver, must complete the Type III Appeal Fee Waiver Request for Organizations Form and submit it prior to the

appeal deadline. The Type III Appeal Fee Waiver Request for Organizations Form contains instructions on how to apply for a fee waiver, including the required vote to appeal.

**Recording the final decision.**

If this Land Use Review is approved the final decision will be recorded with the Multnomah County Recorder.

- *Unless appealed*, the final decision will be recorded 14 days after the final decision is mailing by the Bureau of Development Services.

The applicant, builder, or a representative does not need to record the final decision with the Multnomah County Recorder.

For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

**Expiration of this approval.** An approval expires three years from the date the final decision is rendered unless a building permit has been issued, or the approved activity has begun.

Where a site has received approval for multiple developments, and a building permit is not issued for all of the approved development within three years of the date of the final decision, a new land use review will be required before a permit will be issued for the remaining development, subject to the Zoning Code in effect at that time.

Zone Change and Comprehensive Plan Map Amendment approvals do not expire.

**Applying for your permits.** A building permit, occupancy permit, or development permit must be obtained before carrying out this project. At the time they apply for a permit, permittees must demonstrate compliance with:

- All conditions imposed here.
- All applicable development standards, unless specifically exempted as part of this land use review.
- All requirements of the building code.
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations of the city.

**The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).**

Tim Heron  
March 24, 2023

**EXHIBITS – NOT ATTACHED UNLESS INDICATED**

- A. Applicant's Statement
  1. Original Submittal
  2. 120 Day Waiver
  3. Certification of Neighborhood Contact
  4. Revised Submittal
  5. Final Appendix Drawings
- B. Zoning Map (attached)



**C. Plan & Drawings**

Site Diagram	C.1	Overall Landscape Site Plan	C.29
Site Plan - Context	C.2	Landscape Programming Diagram	C.30
Site Plan	C.3	Courtyard Materials Plan	C.31
Basement - Ground Floor Plans	C.4	Landscape Site Elevation - Phase 1	C.32
Levels 2-3 Floor Plans	C.5	Landscape Site Elevation - Phase 2	C.33
Levels 4-12 Floor Plans	C.6	Landscape Site Elevations - Courtyard	C.34
Roof Plan	C.7	Landscape Site Elevations - Halsey St	C.35
Elevation - Rendered - North	C.8	South Paseo Perspective View	C.36
Elevation - Rendered - East	C.9	Courtyard Perspective View	C.37
Elevation - Rendered - South	C.10	Planting Plan	C.38
Elevation - Rendered - West	C.11	Site Grading Diagram	C.39
Elevation - Rendered - Courtyard North	C.12	Site Material Cutsheets	C.40
Elevation - Rendered - Courtyard South	C.13	Site Material Cutsheets	C.41
Elevation - Black & White - North	C.14	Site Material Cutsheets	C.42
Elevation - Black & White - East	C.15	Site Material Cutsheets	C.43
Elevation - Black & White - South	C.16	Site Lighting Plan	C.44
Elevation - Black & White - West	C.17	Lighting Cutsheets	C.45
Elevation - Black & White - Courtyard North	C.18	Lighting Cutsheets	C.46
Elevation - Black & White - Courtyard South	C.19	Lighting Cutsheets	C.47
Building Section - North/South	C.20	Lighting Cutsheets	C.48
Building Section - East/West	C.21	Lighting Cutsheets	C.49
Enlarged Details: Wall Assemblies	C.22	Lighting Cutsheets	C.50
Enlarged Details: Wall Assemblies	C.23	Civil Plan	C.51
Enlarged Details: Halsey St. Canopy	C.24	Utility Plan	C.52
Enlarged Details: Soffit Conditions	C.25		
Enlarged Details: Parapet & Transitions	C.26		
Material Cutsheets	C.27		
Material Cutsheets	C.28		

**D. Notification information:**

1. Request for response
2. Posting letter sent to applicant
3. Notice to be posted
4. Applicant's statement certifying posting
5. Mailed notice
6. Mailing list

**E. Agency Responses:**

1. Bureau of Environmental Services
2. Bureau of Transportation Engineering and Development Review
3. Bureau of Parks, Forestry Division
4. Fire Bureau
5. Life Safety Review Section of BDS
6. Site Development Review Section of BDS
7. Water Bureau

**F. Letters [none received]****G. Other**

1. Original LUR Application
2. Incomplete Letter

# ZONING

THIS SITE LIES WITHIN THE:  
HOLLYWOOD PLAN DISTRICT  
SUBDISTRICT A SUB DISTRICT