



City of Portland Historic Landmarks Commission

Design Advice Request

SUMMARY MEMO

Date: May 29, 2025
To: Lauren Antolin, COLAB Architecture and Urban Design LLC
From: Benjamin Nielsen, Design & Historic Review Team
503-865-6519, benjamin.nielsen@portlandoregon.gov
Re: EA 25-023533 DA – James Beard Public Market
Design Advice Request Commission Summary Memo – May 5, 2025

Thank you for taking advantage of the opportunity to hold a Design Advice Request regarding your project. I hope you find it informative and valuable as you continue with your project development. Following, is a summary of the comments provided by the Historic Landmarks Commission at the May 5, 2025, Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. To review those recordings, please visit: <https://efiles.portlandoregon.gov/record/17300031/>.

These Historic Landmarks Commission comments are intended to guide you in further design exploration of your project. These comments may also inform City staff when giving guidance over the course of future related land use reviews. It should be understood that these comments address the project as presented on May 5, 2025. As the project design evolves, the comments, too, may evolve or may no longer be pertinent.

Design Advice Requests are not intended to substitute for other Code-required land use or legislative procedures. Please keep in mind that the formal Type III and Type II land use review processes, as described in your Pre-Application Conference notes and which include a land use review application, public notification, and a Final Decision, must be followed once the Design Advice Request meetings are complete, if formal approval for specific elements of your project is desired.

Please continue to coordinate with me as you prepare your Land Use Review Applications.

Encl:
Summary Memo

Cc: Historic Landmarks Commission
Respondents

Executive Summary. Commissioners expressed support for the overall design concept and design approach for both buildings. Commissioners would like to see more detail regarding proposed materials—particularly the embossed metal panels and metal tracery proposed on both buildings. The Commission also expressed interest in bringing in additional horizontality to the 622 SW Alder building and reducing its strong verticality to help it better complement the Selling Building. Commissioners also hope that the market can lead to opportunities for those who have been traditionally excluded from such spaces.

Commissioners Present. *Hannah Bronfman, Cleo Davis, Hugo Hamblin-Agosto, Peggy Moretti, and Susie Trexler.*

Summary of Comments. Following is a general summary of Commission comments by design tenet. Please refer to the attached Community Design Guidelines matrix for a summary of the concept's response to future approval criteria.

CONTEXT

1. Commissioners had little to say regarding context, other than that it was obvious that the proposal is contextual.

PUBLIC REALM

1. The Commission supported the proposed awning design and coverage of 4 feet over the sidewalk.
2. Commissioners asked about how loading and trash will be accommodated.
3. One commissioner asked if the development team has been thinking about how to welcome diverse communities and communities that have historically been excluded from cultural commons spaces and how to encourage food based storytelling, cultural exchange, and intergenerational engagement.

QUALITY & PERMANENCE

1. **Exterior materials.**
 - a. Regarding potential use of GFRC rather than terra cotta cladding on the second floor of the Selling Building, most commissioners indicated that while traditional glazed terra cotta would be best, they could consider well-designed and detailed GFRC panels as well.
 - i. One commissioner cautioned regarding the potential use of GFRC that, although the upfront cost compared to terra cotta is much more desirable, she had experienced issues with its ongoing maintenance, noting that it can be a little finicky and that it requires an additional, “particularly noxious” coating in damp environments. She also noted it was difficult to recycle or reuse, unlike terra cotta.
2. **Coherency.**
 - a. Commissioners generally found the design of the Selling Building to be coherent and provided no specific comments on the overall design approach.
 - b. Some commissioners expressed concerns about the relationship between the two buildings.

- i. Regarding staff comments on the vertical metal bays on the 622 SW Alder building, commissioners discussed the idea of having more continuity between that building and the Selling Building.
- ii. Building on this, another commissioner said it was as if the vertical gray columns on the 622 SW Alder building dominated the Selling Building and that it does not convey the image of a market to her.
- iii. A third commented that the large expanse of glass and overall verticality on the 622 SW Alder building did not convey a historic feeling and that more horizontal elements should be brought into the design.

HISTORIC COMPATIBILITY

1. Regarding proposed embossed metal panels, one commissioner advised to avoid the creation of faux historicism and suggested that tie-ins could be simplified versions of details that we know existed on the Selling Building. Another commissioner asked about how the embossed metal panels and glazed terra cotta balance the historic character while allowing for a contemporary identity and noted that age-old methods can still be reflected in a contemporary manner on the façade. Other commissioners asked to see details of what the embossed metal panels will look like, with one noting that the 1937 photo shows so much detail in the metalwork.
2. One commissioner asked that, if any historic material is found under existing non-historic cladding on the Selling Building, that the development team document it and bring it to the Commission, if possible.

MODIFICATIONS

1. Commissioners supported the likely Modifications that will be required to provide signage as shown on the drawings presented to the Commission. One commissioner noted that the signage “needs to make a statement.” Another said that the signage “brings back the multiple storefront feel” on the Selling Building.
2. Regarding a potential Modification to the bird-safe glazing standards, the Commission recommended exploring other design alternatives, such as UV bird-safe glazing. One commissioner said that the benefits of bird-safe glazing outweigh potential costs of the potential Modification.

Exhibit List

- A. Applicant’s Submittals
 1. Initial Drawing Set
 2. Revised Drawing Set
- B. Zoning Map
- C. Drawings
 1. Cover Page
 2. Site Plan
 3. Basement Floor Plan
 4. Ground Floor Plan
 5. Second Floor Plan
 6. Roof Floor Plan
 7. Existing Conditions Photos

8. Design Precedents and Proposed Façade Improvements – SW Alder St
9. Original Building Drawings and Proposed Façade Improvements – SW 6th Ave
10. Design Precedents and Proposed Façade Improvements – SW 6th Ave
11. Additional Renderings
12. Additional Renderings
- D. Notification
 1. Mailing list
 2. Mailed notice
 3. Posting instructions sent to applicant
 4. Posting notice as sent to applicant
 5. Applicant's statement certifying posting
- E. Service Bureau Comments
 1. Environmental Services Review Section of PP&D
 2. Transportation Review Section of PP&D
- F. Public Comments

No comments were received.
- G. Other
 1. Application form
 2. Staff memo to Historic Landmarks Commission, dated 4/29/2025
 3. Staff Presentation to Historic Landmarks Commission
 4. Email Correspondence

PROJECT NARRATIVE

OVERALL PROJECT NARRATIVE

THE JAMES BEARD PUBLIC MARKET (JBPM) IS A NEW PUBLIC MARKET CONCEPT SPANNING TWO EXISTING BUILDINGS IN DOWNTOWN PORTLAND: 622 SW ALDER (THE FORMER 'RITE-AID' BUILDING, TWO STORIES PLUS BASEMENT), AND THE RETAIL GROUND FLOOR OF 610 SW ALDER (THE SELLING BUILDING). THE PROJECT IS FOR THE DEVELOPMENT OF A MULTI-STORY MARKETPLACE LAYOUT AND TENANT FRAMEWORK/ARMATURE. THE ENTIRE FACADE OF 622 SW ALDER AND THE FIRST TWO STORIES OF 610 SW ALDER'S FACADE WILL BE RECONSTRUCTED TO PROVIDE NEW MARKET ENTRIES AND A COHESIVE MARKET PRESENCE (ALONG BOTH SW ALDER ST. AND SW 6TH AVE).

THE PRELIMINARY PROGRAM FOR THE JBPM CONSISTS OF VENDOR STALLS AND DAY TABLE AREAS, FOOD PRODUCTION VENDORS, PREPARED FOOD VENDORS, A RESTAURANT ANCHOR TENANT, A COOKBOOK STORE IN PARTNERSHIP WITH POWELL'S BOOKS, A TEACHING KITCHEN/COOKING SCHOOL, COMMON SPACE FOR COMMUNITY EVENTS, COMMON SEATING AREAS THROUGHOUT THE MARKET, TRASH/VENDOR STORAGE AND LOADING AREA, FACADE IMPROVEMENTS TO BOTH BUILDINGS, AND A ROOFTOP BAR, CATERING KITCHEN, COVERED SEATING AND GARDENS.

THE JBPM WILL ENCOMPASS A / M / S OCCUPANCY TYPES AND DESIGN WILL INCLUDE TENANT FRAMEWORK/ARMATURES, VERTICAL CIRCULATION, COMMUNICATING OPENINGS BETWEEN FLOORS, A CONNECTION PASS THRU AT GROUND FLOOR, ACCOMMODATIONS FOR FLOOR LEVEL CHANGES, NEW ROOFTOP OCCUPANCY, PUBLIC RESTROOMS, GENERAL MARKET LIGHTING, GENERAL MARKET FINISHES, COMMON MARKET SEATING, AND SELECT SEISMIC UPGRADES.

FACADE RENOVATION NARRATIVE

610 SW ALDER (THE SELLING BUILDING) WAS CONSTRUCTED IN 1910 IN THE CHICAGO ARCHITECTURAL STYLE (LATE 19TH AND 20TH CENTURY REVIVAL-ITALIAN RENAISSANCE) AND WAS PLACED ON THE NATIONAL REGISTER OF HISTORIC PLACES IN 1991. THE TWELVE STORY BUILDING CONSISTS OF A THREE STORY TERRA COTTA BASE WITH A SHAFT OF CREAM COLORED BRICK AND A TWO STORY CAPITAL OF TERRA COTTA. THE ORIGINAL STOREFRONTS WERE LARGE GLASS PANES WITH PRISM GLASS TRANSOMS ABOVE AND WROUGHT IRON TRIMS BELOW. IN 1934 ONE TENANT BAY OF THE STOREFRONT EAST OF THE MAIN ENTRY WAS REMODELED TO HAVE TRAVERTINE CLADDING WITH BRONZE STOREFRONT FRAMES AND TRIM. IN 1937 A REMODEL FOR LERNER SHOPS REPLACED THE REMAINING TERRA COTTA PILASTERS WITH DARK GRANITE AND REMOVED THE ORIGINAL PRISM GLASS STOREFRONT TRANSOMS IN FAVOR OF BACK PAINTED GLASS SIGN BANDS, METAL TRACERY TRIM, FABRIC AWNINGS AND OTHER ART DECO ELEMENTS. SUBSEQUENT MODERN REMODELS COMPLETELY TRANSFORMED THE LOWEST TWO LEVELS OF THE BUILDING REPLACING THE ORIGINAL SECOND FLOOR WINDOWS AND TERRA COTTA DETAILING WITH MODERN STRIP WINDOWS CUT INTO RED GRANITE CLADDING. NEW ALUMINUM STOREFRONTS WITH MODERN TRIMS WERE INTRODUCED AS WELL AS AN EYEBROW OVERHANG AT THE CORNER OF SW ALDER ST AND SW 6TH AVE.

622 SW ALDER (RITE-AID BUILDING) WAS ORIGINALLY THE HOME OF THE ORPHEUM THEATER IN THE 1890S. THE THEATER WAS FIRST REPLACED IN 1923 WITH THE TWO STORY TERRA COTTA AND CAST IRON UNGAR BUILDING, AND THEN LATER REPLACED WITH THE CURRENT AND MORE MODERN COMMERCIAL BUILDING STANDING TODAY.

THE RENOVATION OF THE LOWEST TWO LEVELS OF 610 SW ALDER'S FACADE AND THE ENTIRE FACADE OF THE 622 SW ALDER BUILDING SEEKS TO UNWIND DECADES OF PREVIOUS REMODELS BY REINTRODUCING MATERIALS AND FORMS THAT TAKE DESIGN INSPIRATION FROM THE ICONIC MERCANTILE STOREFRONTS OF DOWNTOWN PORTLAND IN THE 1930S. EMBOSSED METAL CLADDING, DARK GRANITE BASES AND PILASTERS, BACK PAINTED GLASS, METAL TRACERY TRIM AND FABRIC AWNINGS VISUALLY LINK THE GROUND FLOORS OF BOTH BUILDINGS TOGETHER AS THE NEW JAMES BEARD PUBLIC MARKET. THE RENOVATION OF 610 SW ALDER WILL ALSO INCLUDE REPLACING THE MORE MODERN GRANITE CLADDING AND ALUMINUM WINDOWS ON LEVEL 2 WITH TERRA COTTA CLADDING AND WOOD FRAMED WINDOWS TO MATCH THE EXITING BUILDING AND ORIGINAL DESIGN AS WELL AS REINTRODUCING THE ORIGINAL STOREFRONT RHYTHM OF PILASTERS AND WINDOWS ON THE GROUND FLOOR. PROPOSED SIGNAGE INCLUDES BACK PAINTED GLASS PANELS, A BLADE SIGN LOCATED AT THE CORNER OF SW ALDER AND SW 6TH AVE AS WELL AS A ROOFTOP SIGN ATOP 622 SW ALDER. A NEW LOADING ZONE FOR THE MARKET IS TO BE LOCATED ON SW ALDER ST.

THE PROJECT IS TO BE PHASED WITH PHASE 1 CONSISTING OF INSTALLING INTERIM SIGNAGE AND REPLACING THE EXISTING STOREFRONTS ALONG 610 SW ALDER'S FACADE. THE NEW STOREFRONTS WILL REQUIRE THE INSTALLATION OF TEMPORARY PILASTERS AT THE EXISTING CORNER ENTRY. THERE WILL BE NO EXTERNAL IMPROVEMENTS FOR PHASE 2. PHASE 3 WILL CONSIST OF REPLACING THE EXTERIOR FINISHES OF LEVELS 1 AND 2 OF 610 SW ALDER'S FACADE, THE REPLACEMENT OF 610 SW ALDER'S LEVEL 2 ALUMINUM WINDOWS, THE COMPLETE RENOVATION OF 622 SW ALDER'S FACADE, IMPROVEMENTS TO THE SIDEWALKS, AND THE REMOVAL OF THE INTERIM SIGNAGE/INSTALLATION OF THE FINAL SIGNAGE PACKAGE. SEE PHASING PLANS FOR ADDITIONAL INFORMATION.

VICINITY MAP



ZONING CODE SUMMARY

PROPERTY ID	622 SW ALDER ST	R246315
	610 SW ALDER ST	R246313
STATE ID	622 SW ALDER ST	1N1E34CC 8100
	610 SW ALDER ST	1N1E34CC 8000
APPLICABLE ZONING CODE	PORTLAND CITY CODE TITLE 33	
ZONE	CX - CENTRAL COMMERCIAL	
OVERLAY	D - DESIGN OVERLAY	
PLAN DISTRICT	CC - CENTRAL CITY DOWNTOWN	
HISTORIC RESOURCE	622 SW ALDER ST	N/A
	610 SW ALDER ST	HISTORIC LANDMARK
STREET DESIGNATIONS	SW ALDER ST	TRAFFIC ACCESS ST, TRANSIT ACCESS ST, MAJOR CITY WALKWAY, LOCAL SERVICE TRUCK ST
	SW 6TH AVE	LOCAL SERVICE TRAFFIC ST, REGIONAL TRANSIT/MAJOR TRANSIT PRIORITY, MAJOR CITY WALKWAY, LOCAL SERVICE TRUCK ST
REQUIRED BICYCLE PARKING	LONG TERM	APPROX: 11 SPACES
	SHORT TERM	APPROX: 15 SPACES (12 EXISTING SPACES ON SITE)
LOADING ZONE	SEE SHEET A1.00 FOR PROPOSED LOCATION	
FACILITIES PERMIT PROGRAM	610 SW ALDER IS A PART OF THE FACILITIES PERMIT PROGRAM	

SHEET LIST

- A0.00 PROJECT INFORMATION
- A1.00 PROPOSED SITE PLAN
- A2.00 PROPOSED BASEMENT FLOOR PLAN
- A2.01 PROPOSED GROUND FLOOR PLAN
- A2.02 PROPOSED SECOND FLOOR PLAN
- A2.03 PROPOSED ROOF FLOOR PLAN
- A3.00 EXISTING CONDITIONS - PHOTOGRAPHS
- A3.01 PROPOSED SW ALDER ST BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.02 PROPOSED SW 6TH AVE BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.03 PROPOSED SW 6TH AVE BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.04 ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET

PROJECT TEAM

OWNER:	JAMES BEARD PUBLIC MARKET P.O. Box 96313 Portland, OR 97296
	Jessica Elkan - Executive Director jessicafelkan@jamesbeardmarket.com
	Stanley Penkin - Project Manager stanleypenkin@gmail.com
ARCHITECT OF RECORD:	BCV ARCHITECTURE 1527 Stockton St. San Francisco, CA 94133
	Hans Baldauf baldauf@bcvarch.com
	Maureen Hardy hardy@bcvarch.com
LOCAL ARCHITECT:	COLAB ARCHITECTURE 1189 NW Pettygrove St. Portland, OR 97209
	Mark Engberg mark@colabarchitecture.com
	Lauren Antolin lauren@colabarchitecture.com

BCV

ARCHITECTURE + INTERIORS

1527 STOCKTON STREET, 4TH FLOOR
SAN FRANCISCO, CA 94133
415) 396-6538
info@bcvarch.com

BCVARCH.COM

COLAB

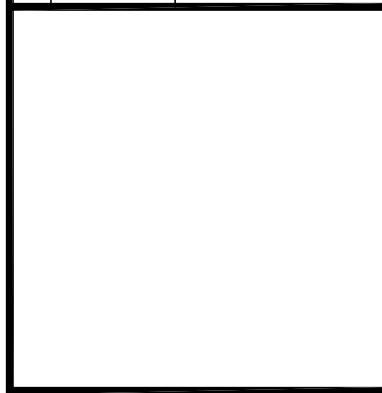
ARCHITECTURE + URBAN DESIGN

JAMES BEARD PUBLIC MARKET

610 AND 622 SW ALDER STREET, PORTLAND OREGON

BCV ARCHITECTURE + INTERIORS

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW



A0.00

BCV PROJECT NO. 24024

JAMES BEARD PUBLIC MARKET

















610 AND 622 SW ALDER STREET, PORTLAND OREGON

BCV ARCHITECTURE + INTERIORS

GENERAL PLAN NOTES

1. SITE PLAN HAS BEEN GENERATED BASED ON INFORMATION COMPILED FROM PORTLAND MAPS AND IS NOT A SURVEY.
2. CONTOURS PROVIDED FOR REFERENCE ONLY.
3. ALL CRITICAL DIMENSIONS TO BE VERIFIED IN FIELD.
4. SEE FLOOR PLANS AND ELEVATIONS FOR ADDITIONAL INFORMATION ON NEW ENTRANCES AND EXITS.

SITE PLAN LEGEND

	(E) MAINTENANCE HOLE
	(E) INLET
	(E) CLEANOUT
	(E) STORAGE
	(E) SEWER SERVICE / COMBINED SYSTEM
	(E) FIRE HYDRANT
	(E) WATER SERVICE
	(E) PROPERTY LINE
	(E) PLANTER
	(E) DRINKING FOUNTAIN
	(E) BICYCLE RACK
	(E) LAMP POST
	(E) PARKING METER
	(E) BUS STOP/SHELTER
	(E) STREET TREE
	PROJECT SITE

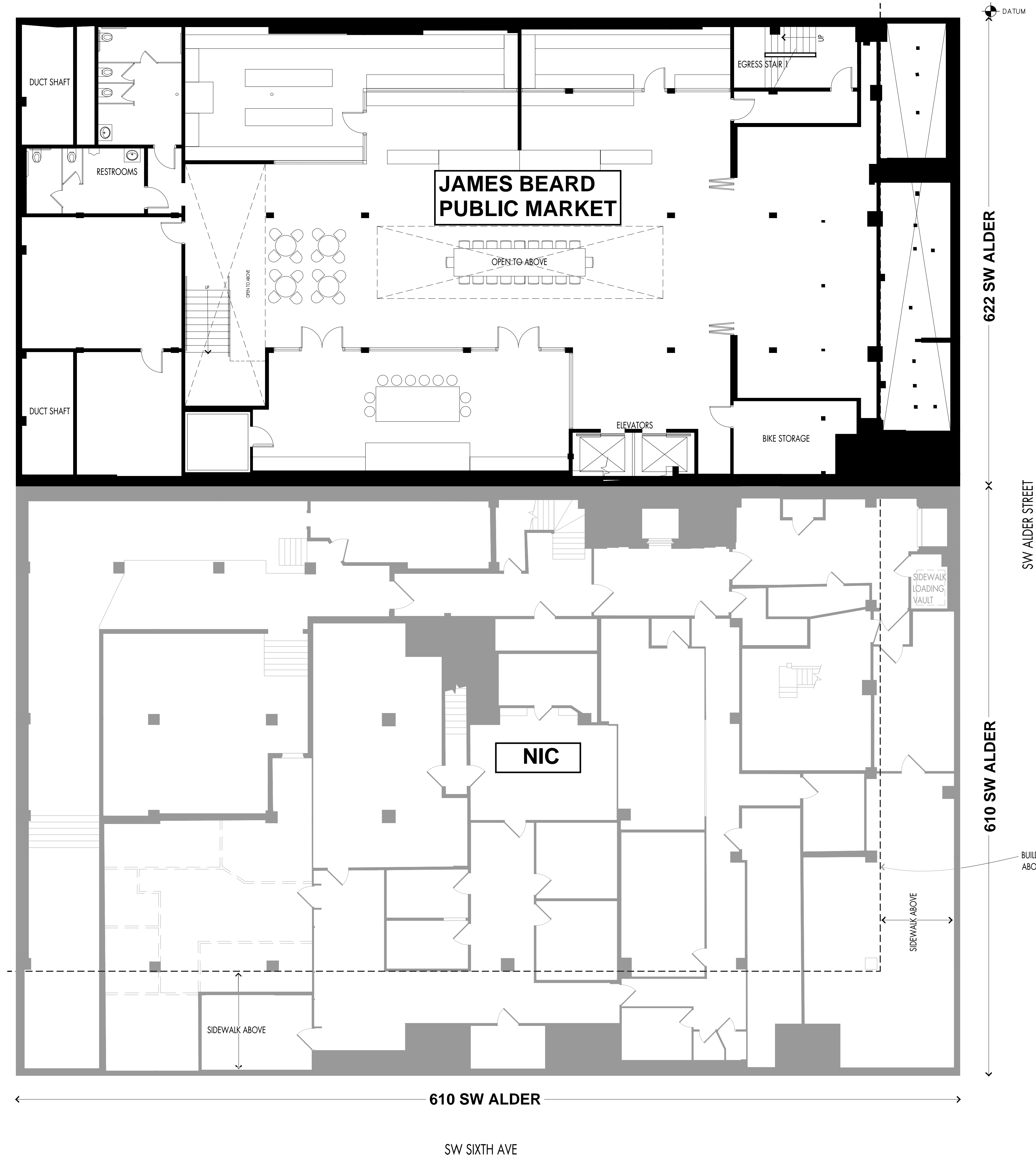


SITE PLAN



GRAPHIC SCALE:
0' 5' 10' 20'

A1.00



BASEMENT FLOOR PLAN

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

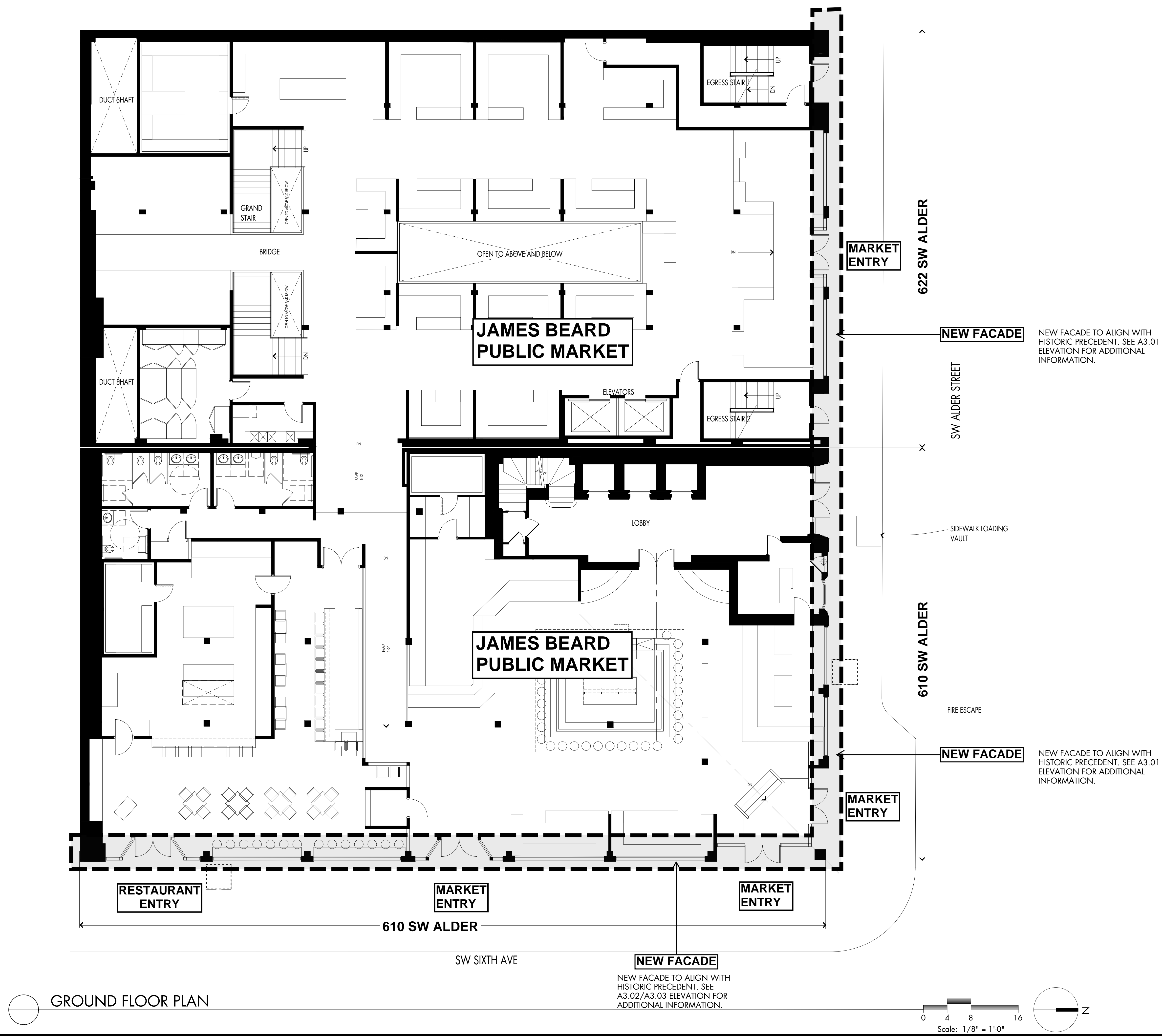
ISSUANCE

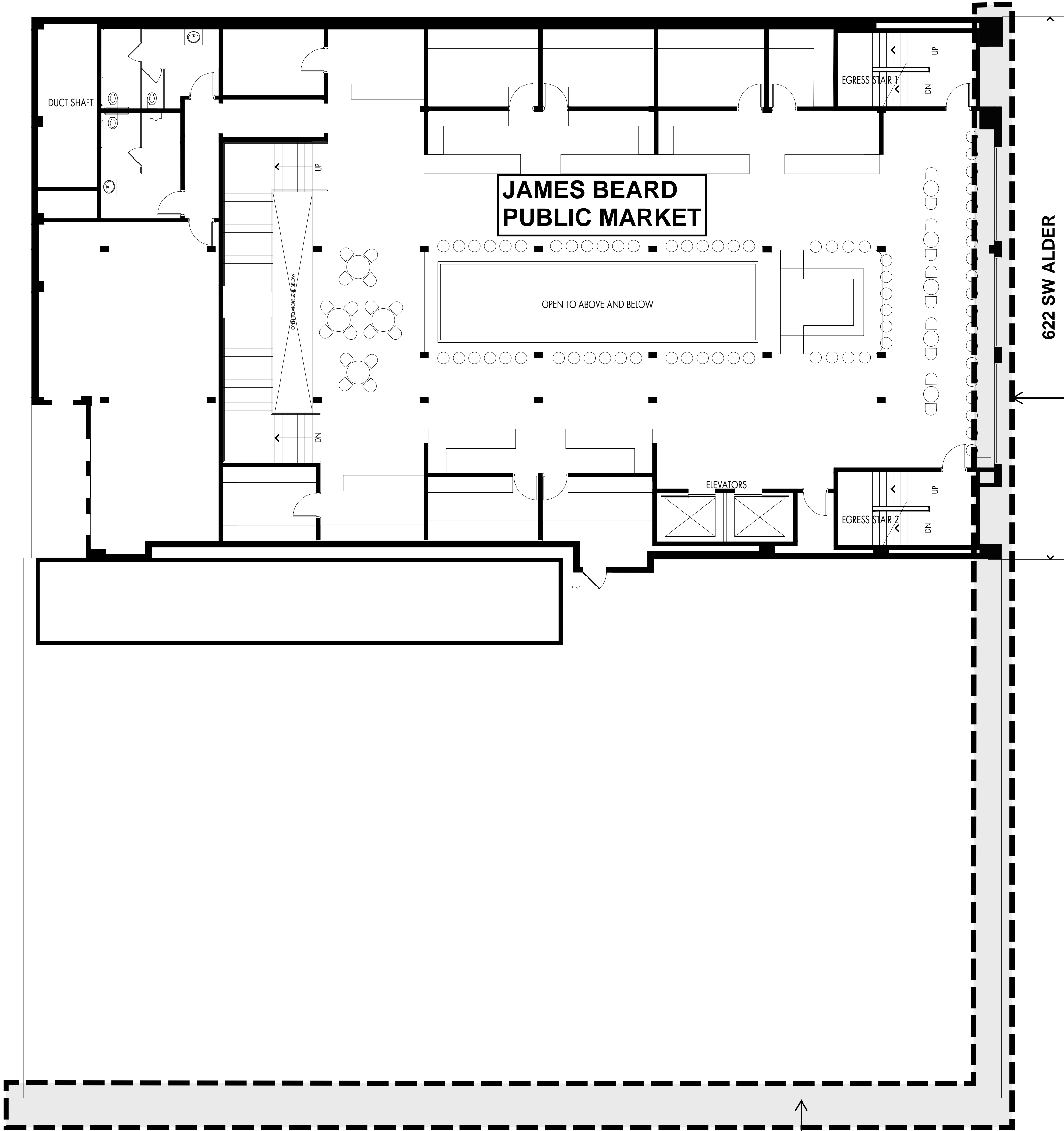
DESIGN REVIEW

REVISIONS

#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW

A2.01





NEW FACADE

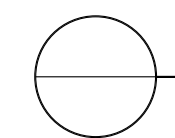
NEW FACADE TO ALIGN WITH HISTORIC PRECEDENT. SEE A3.01 ELEVATION FOR ADDITIONAL INFORMATION.

SW ALDER STREET

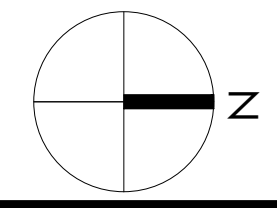
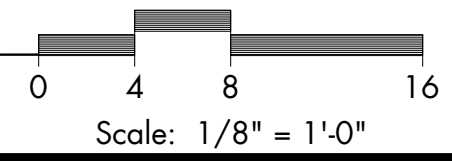
NEW FACADE

NEW FACADE TO ALIGN WITH HISTORIC PRECEDENT. SEE A3.02/A3.03 ELEVATION FOR ADDITIONAL INFORMATION.

SW SIXTH AVE



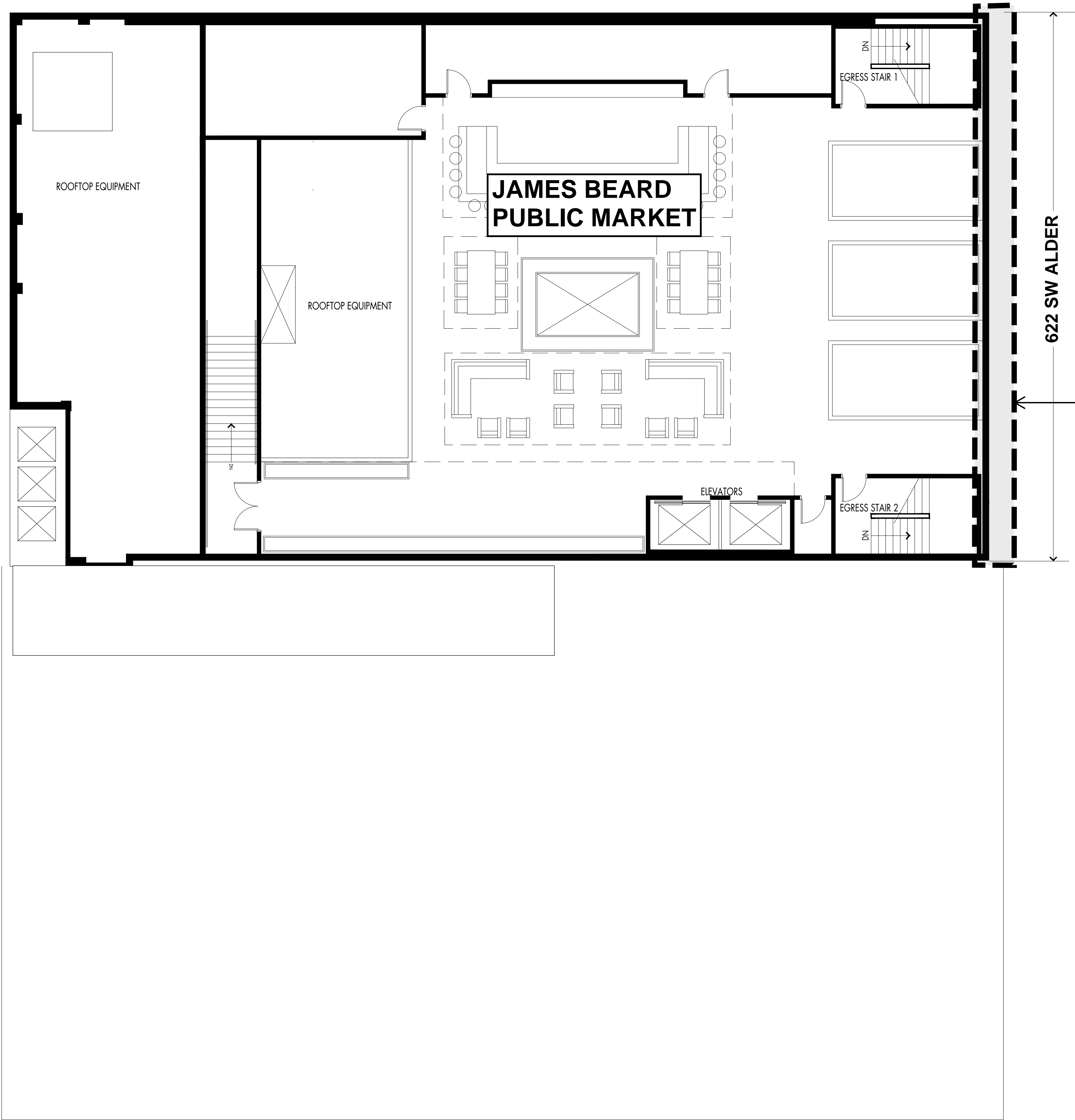
SECOND FLOOR PLAN



JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW

A2.02



622 SW ALDER

NEW FACADE
AND SIGNAGE

NEW FACADE TO ALIGN WITH
HISTORIC PRECEDENT. SEE A3.01
ELEVATION FOR ADDITIONAL
INFORMATION.

SW ALDER STREET

ELEVATORS

EGRESS STAIR 2
DN

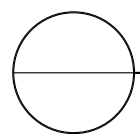
EGRESS STAIR 1
DN

JAMES BEARD
PUBLIC MARKET

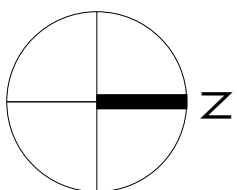
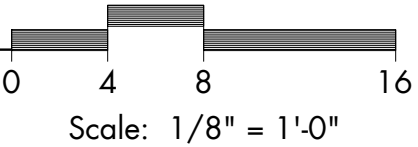
ROOFTOP EQUIPMENT

ROOFTOP EQUIPMENT

SW SIXTH AVE



ROOF FLOOR PLAN



JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW

A2.03

EXISTING RED
GRANITE CLADDING
PLANELS
EXISTING STRIP
WINDOWS

EXISTING ALUMINUM
STOREFRONT



610 SW ALDER



610 SW ALDER

EXISTING RED GRANITE
CLADDING PANELS

EXISTING STRIP
WINDOWS

EXISTING EYEBROW
AWNINGS

EXISTING ALUMINUM
STOREFRONTS

EXISTING CONDITIONS - SW 6TH AVENUE



EXISTING RED
GRANITE CLADDING
PLANELS
EXISTING STRIP
WINDOWS
EXISTING EYEBROW
OVERHANG
EXISTING ALUMINUM
STOREFORNT



610 SW ALDER



EXISTING CERAMIC TILE
CLADDING

EXISTING ALUMINUM
WINDOWS

EXISTING BRICK
CLADDING

EXISTING EYEBROW
OVERHANG

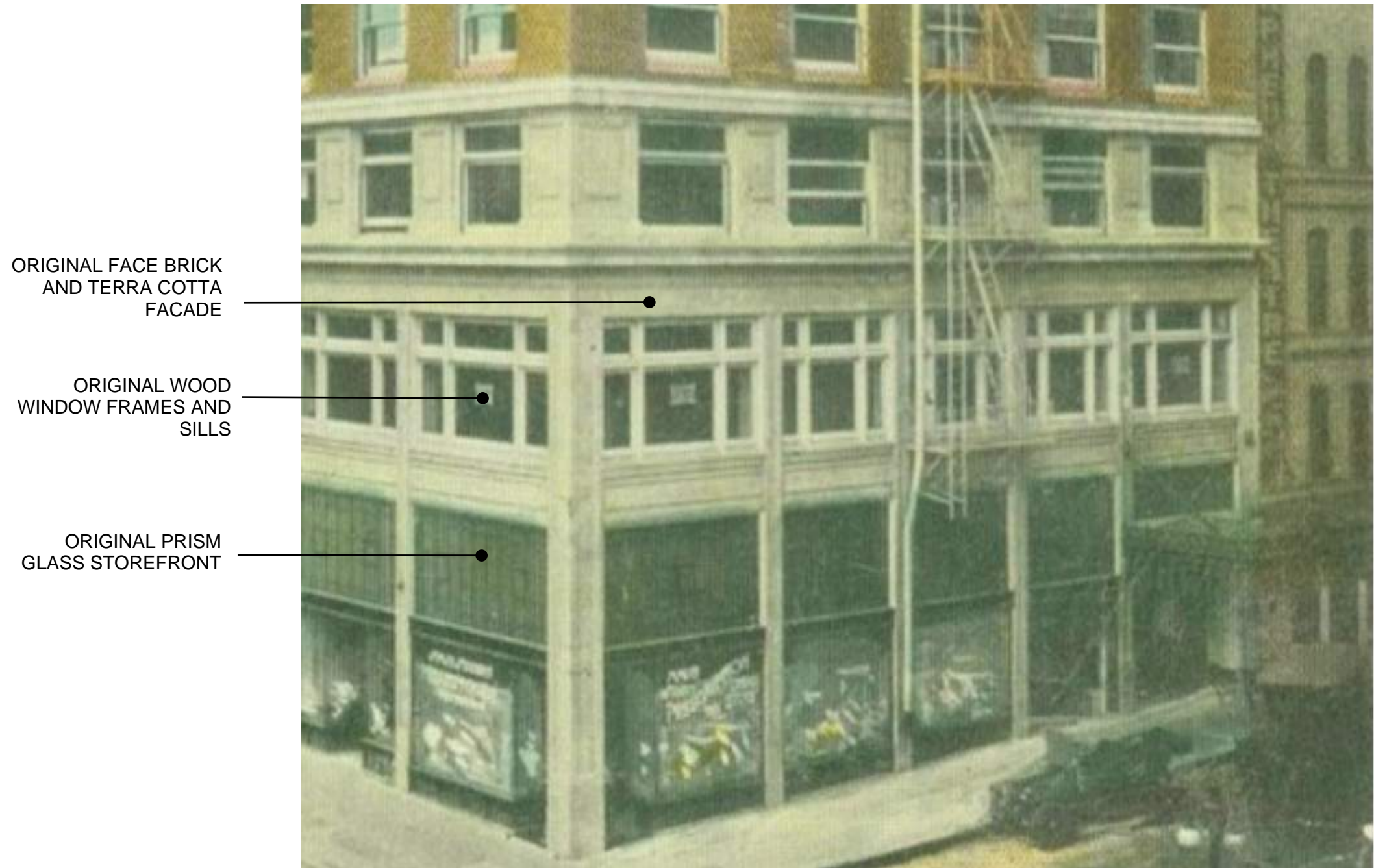
EXISTING ALUMINUM
STOREFRONT

EXISTING CERAMIC TILE
CLADDING

622 SW ALDER

EXISTING CONDITIONS - SW ALDER STREET

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW



610 SW ALDER - 1910 ORIGINAL BUILDING

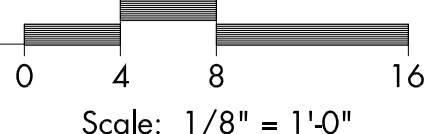


DOWNTOWN PORTLAND RETAIL - 1930s STOREFRONT

DESIGN PRECEDENTS - SW ALDER STREET



PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET
- SW ALDER ST





610 SW ALDER ORIGINAL 1910 ELEVATION

ORIGINAL BUILDING DRAWINGS - SW 6TH AVE



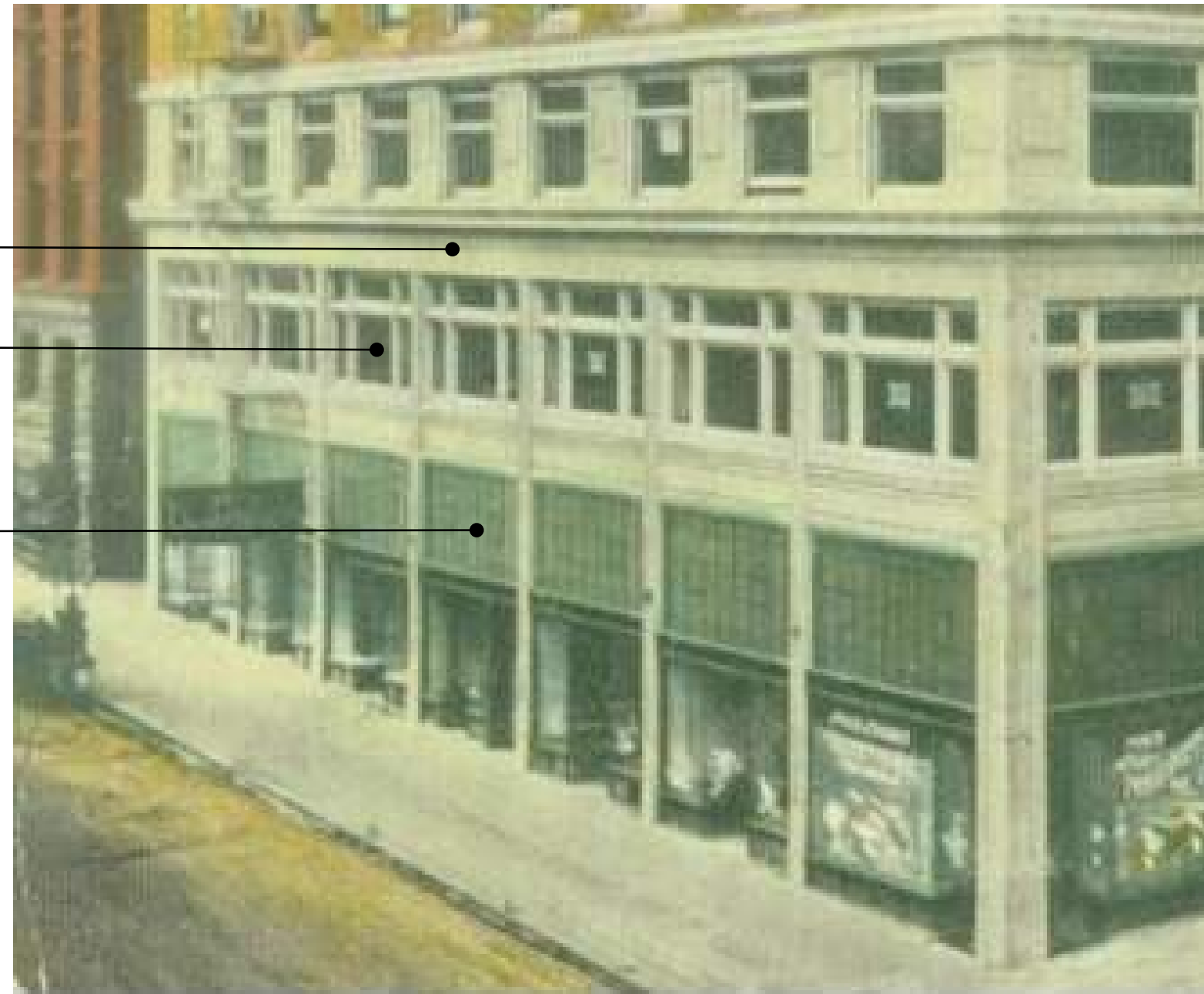
PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET - SW 6TH AVE
DESIGN INTENT TO BRING BACK THE ORIGINAL SELLING BUILDING'S FACADE RHYTHM



ORIGINAL FACE BRICK
AND TERRA COTTA
FACADE

ORIGINAL WOOD
WINDOW FRAMES
AND SILLS

ORIGINAL PRISM
GLASS STOREFRONT



610 SW ALDER - 1910



1930'S BACK-PAINTED
GLASS SIGN BAND

1930'S EMBOSSED METAL

1930'S FABRIC AWNING

1930'S POLISHED STONE
COLUMN BASE AND
CLADDING

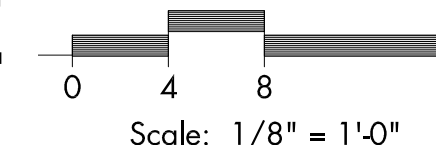
610 SW ALDER - 1937

DESIGN PRECEDENTS - SW 6TH AVENUE



PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET - SW 6TH AVE

DESIGN INTENT TO BRING BACK THE ORIGINAL SELLING BUILDING'S FACADE RHYTHM



ISSUANCE

DESIGN REVIEW

REVISIONS

DATE DESCRIPTION

1 02/19/25 DESIGN REVIEW

A3.03

BCV PROJECT NO. 24024

PROPOSED LOCATION FOR MURAL



SW ALDER STREET



SW 6TH AVE

ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW



PROJECT NARRATIVE

OVERALL PROJECT NARRATIVE

THE JAMES BEARD PUBLIC MARKET (JBPM) IS A NEW PUBLIC MARKET CONCEPT SPANNING TWO EXISTING BUILDINGS IN DOWNTOWN PORTLAND: 622 SW ALDER (THE FORMER 'RITE-AID' BUILDING, TWO STORIES PLUS BASEMENT), AND THE RETAIL GROUND FLOOR OF 610 SW ALDER (THE SELLING BUILDING). THE PROJECT IS FOR THE DEVELOPMENT OF A MULTI-STORY MARKETPLACE LAYOUT AND TENANT FRAMEWORK/ARMATURE. THE ENTIRE FACADE OF 622 SW ALDER AND THE FIRST TWO STORIES OF 610 SW ALDER'S FACADE WILL BE RECONSTRUCTED TO PROVIDE NEW MARKET ENTRIES AND A COHESIVE MARKET PRESENCE (ALONG BOTH SW ALDER ST. AND SW 6TH AVE).

THE PRELIMINARY PROGRAM FOR THE JBPM CONSISTS OF VENDOR STALLS AND DAY TABLE AREAS, FOOD PRODUCTION VENDORS, PREPARED FOOD VENDORS, A RESTAURANT ANCHOR TENANT, A COOKBOOK STORE IN PARTNERSHIP WITH POWELL'S BOOKS, A TEACHING KITCHEN/COOKING SCHOOL, COMMON SPACE FOR COMMUNITY EVENTS, COMMON SEATING AREAS THROUGHOUT THE MARKET, TRASH/VENDOR STORAGE AND LOADING AREA, FACADE IMPROVEMENTS TO BOTH BUILDINGS, AND A ROOFTOP BAR, CATERING KITCHEN, COVERED SEATING AND GARDENS.

THE JBPM WILL ENCOMPASS A / M / S OCCUPANCY TYPES AND DESIGN WILL INCLUDE TENANT FRAMEWORK/ARMATURES, VERTICAL CIRCULATION, COMMUNICATING OPENINGS BETWEEN FLOORS, A CONNECTION PASS THRU AT GROUND FLOOR, ACCOMMODATIONS FOR FLOOR LEVEL CHANGES, NEW ROOFTOP OCCUPANCY, PUBLIC RESTROOMS, GENERAL MARKET LIGHTING, GENERAL MARKET FINISHES, COMMON MARKET SEATING, AND SELECT SEISMIC UPGRADES.

FACADE RENOVATION NARRATIVE

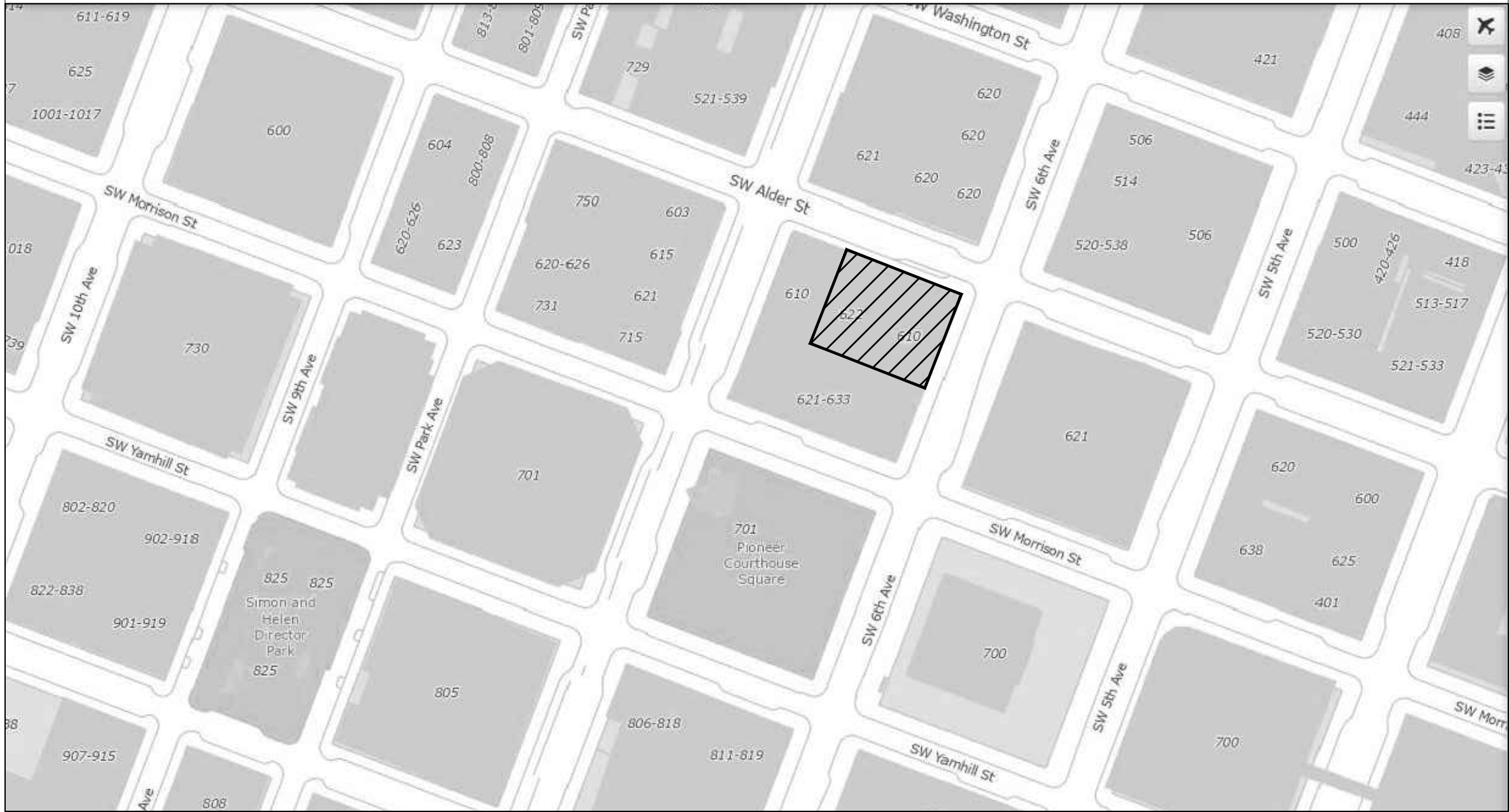
610 SW ALDER (THE SELLING BUILDING) WAS CONSTRUCTED IN 1910 IN THE CHICAGO ARCHITECTURAL STYLE (LATE 19TH AND 20TH CENTURY REVIVAL-ITALIAN RENAISSANCE) AND WAS PLACED ON THE NATIONAL REGISTER OF HISTORIC PLACES IN 1991. THE TWELVE STORY BUILDING CONSISTS OF A THREE STORY TERRA COTTA BASE WITH A SHAFT OF CREAM COLORED BRICK AND A TWO STORY CAPITAL OF TERRA COTTA. THE ORIGINAL STOREFRONTS WERE LARGE GLASS PANES WITH PRISM GLASS TRANSOMS ABOVE AND WROUGHT IRON TRIMS BELOW. IN 1934 ONE TENANT BAY OF THE STOREFRONT EAST OF THE MAIN ENTRY WAS REMODELED TO HAVE TRAVERTINE CLADDING WITH BRONZE STOREFRONT FRAMES AND TRIM. IN 1937 A REMODEL FOR LERNER SHOPS REPLACED THE REMAINING TERRA COTTA PILASTERS WITH DARK GRANITE AND REMOVED THE ORIGINAL PRISM GLASS STOREFRONT TRANSOMS IN FAVOR OF BACK PAINTED GLASS SIGN BANDS, METAL TRACERY TRIM, FABRIC AWNINGS AND OTHER ART DECO ELEMENTS. SUBSEQUENT MODERN REMODELS COMPLETELY TRANSFORMED THE LOWEST TWO LEVELS OF THE BUILDING REPLACING THE ORIGINAL SECOND FLOOR WINDOWS AND TERRA COTTA DETAILING WITH MODERN STRIP WINDOWS CUT INTO RED GRANITE CLADDING. NEW ALUMINUM STOREFRONTS WITH MODERN TRIMS WERE INTRODUCED AS WELL AS AN EYEBROW OVERHANG AT THE CORNER OF SW ALDER ST AND SW 6TH AVE.

622 SW ALDER (RITE-AID BUILDING) WAS ORIGINALLY THE HOME OF THE ORPHEUM THEATER IN THE 1890S. THE THEATER WAS FIRST REPLACED IN 1923 WITH THE TWO STORY TERRA COTTA AND CAST IRON UNGAR BUILDING, AND THEN LATER REPLACED WITH THE CURRENT AND MORE MODERN COMMERCIAL BUILDING STANDING TODAY.

THE RENOVATION OF THE LOWEST TWO LEVELS OF 610 SW ALDER'S FACADE AND THE ENTIRE FACADE OF THE 622 SW ALDER BUILDING SEEKS TO UNWIND DECADES OF PREVIOUS REMODELS BY REINTRODUCING MATERIALS AND FORMS THAT TAKE DESIGN INSPIRATION FROM THE ICONIC MERCANTILE STOREFRONTS OF DOWNTOWN PORTLAND IN THE 1930S. EMBOSSED METAL CLADDING, DARK GRANITE BASES AND PILASTERS, BACK PAINTED GLASS, METAL TRACERY TRIM AND FABRIC AWNINGS VISUALLY LINK THE GROUND FLOORS OF BOTH BUILDINGS TOGETHER AS THE NEW JAMES BEARD PUBLIC MARKET. THE RENOVATION OF 610 SW ALDER WILL ALSO INCLUDE REPLACING THE MORE MODERN GRANITE CLADDING AND ALUMINUM WINDOWS ON LEVEL 2 WITH TERRA COTTA CLADDING AND WOOD FRAMED WINDOWS TO MATCH THE EXITING BUILDING AND ORIGINAL DESIGN AS WELL AS REINTRODUCING THE ORIGINAL STOREFRONT RHYTHM OF PILASTERS AND WINDOWS ON THE GROUND FLOOR. PROPOSED SIGNAGE INCLUDES BACK PAINTED GLASS PANELS, A BLADE SIGN LOCATED AT THE CORNER OF SW ALDER AND SW 6TH AVE AS WELL AS A ROOFTOP SIGN ATOP 622 SW ALDER. A NEW LOADING ZONE FOR THE MARKET IS TO BE LOCATED ON SW ALDER ST.

THE PROJECT IS TO BE PHASED WITH PHASE 1 CONSISTING OF INSTALLING INTERIM SIGNAGE AND REPLACING THE EXISTING STOREFRONTS ALONG 610 SW ALDER'S FACADE. THE NEW STOREFRONTS WILL REQUIRE THE INSTALLATION OF TEMPORARY PILASTERS AT THE EXISTING CORNER ENTRY. THERE WILL BE NO EXTERNAL IMPROVEMENTS FOR PHASE 2. PHASE 3 WILL CONSIST OF REPLACING THE EXTERIOR FINISHES OF LEVELS 1 AND 2 OF 610 SW ALDER'S FACADE, THE REPLACEMENT OF 610 SW ALDER'S LEVEL 2 ALUMINUM WINDOWS, THE COMPLETE RENOVATION OF 622 SW ALDER'S FACADE, IMPROVEMENTS TO THE SIDEWALKS, AND THE REMOVAL OF THE INTERIM SIGNAGE/INSTALLATION OF THE FINAL SIGNAGE PACKAGE. SEE PHASING PLANS FOR ADDITIONAL INFORMATION.

VICINITY MAP



ZONING CODE SUMMARY

PROPERTY ID	622 SW ALDER ST	R246315
	610 SW ALDER ST	R246313
STATE ID	622 SW ALDER ST	1N1E34CC 8100
	610 SW ALDER ST	1N1E34CC 8000
APPLICABLE ZONING CODE	PORTLAND CITY CODE TITLE 33	
ZONE	CX - CENTRAL COMMERCIAL	
OVERLAY	D - DESIGN OVERLAY	
PLAN DISTRICT	CC - CENTRAL CITY DOWNTOWN	
HISTORIC RESOURCE	622 SW ALDER ST	N/A
	610 SW ALDER ST	HISTORIC LANDMARK
STREET DESIGNATIONS	SW ALDER ST	TRAFFIC ACCESS ST, TRANSIT ACCESS ST, MAJOR CITY WALKWAY, LOCAL SERVICE TRUCK ST
	SW 6TH AVE	LOCAL SERVICE TRAFFIC ST, REGIONAL TRANSIT/MAJOR TRANSIT PRIORITY, MAJOR CITY WALKWAY, LOCAL SERVICE TRUCK ST
REQUIRED BICYCLE PARKING	LONG TERM	APPROX: 11 SPACES
	SHORT TERM	APPROX: 15 SPACES (12 EXISTING SPACES ON SITE)
LOADING ZONE	SEE SHEET A1.00 FOR PROPOSED LOCATION	
FACILITIES PERMIT PROGRAM	610 SW ALDER IS A PART OF THE FACILITIES PERMIT PROGRAM	

SHEET LIST

- A0.00 PROJECT INFORMATION
- A1.00 PROPOSED SITE PLAN
- A2.00 PROPOSED BASEMENT FLOOR PLAN
- A2.01 PROPOSED GROUND FLOOR PLAN
- A2.02 PROPOSED SECOND FLOOR PLAN
- A2.03 PROPOSED ROOF FLOOR PLAN
- A3.00 EXISTING CONDITIONS - PHOTOGRAPHS
- A3.01 PROPOSED SW ALDER ST BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.02 PROPOSED SW 6TH AVE BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.03 PROPOSED SW 6TH AVE BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.04 ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET
- A3.05 ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET

PROJECT TEAM

OWNER:	JAMES BEARD PUBLIC MARKET P.O. Box 96313 Portland, OR 97296
	Jessica Elkan - Executive Director jessicafelkan@jamesbeardmarket.com
ARCHITECT OF RECORD:	BCV ARCHITECTURE 1527 Stockton St. San Francisco, CA 94133
	Hans Baldauf baldauf@bcvarch.com
LOCAL ARCHITECT:	Maureen Hardy hardy@bcvarch.com
	COLAB ARCHITECTURE 1189 NW Pettygrove St. Portland, OR 97209
	Mark Engberg mark@colabarchitecture.com
	Lauren Antolin lauren@colabarchitecture.com

JAMES BEARD PUBLIC MARKET
610/622 SW ALDER
PORTLAND, OR 97205

NOT FOR
CONSTRUCTION

PROJECT
INFORMATION

03/31/2025

A0.00

JAMES BEARD PUBLIC MARKET

610 AND 622 SW ALDER STREET, PORTLAND OREGON

BCV ARCHITECTURE + INTERIORS

GENERAL PLAN NOTES

- SITE PLAN HAS BEEN GENERATED BASED ON INFORMATION COMPILED FROM PORTLAND MAPS AND IS NOT A SURVEY.
- CONTOURS PROVIDED FOR REFERENCE ONLY.
- ALL CRITICAL DIMENSIONS TO BE VERIFIED IN FIELD.
- SEE FLOOR PLANS AND ELEVATIONS FOR ADDITIONAL INFORMATION ON NEW ENTRANCES AND EXITS.

SITE PLAN LEGEND

	(E) MAINTENANCE HOLE
	(E) INLET
	(E) CLEANOUT
	(E) STORAGE
	(E) SEWER SERVICE / COMBINED SYSTEM
	(E) FIRE HYDRANT
	(E) WATER SERVICE
	(E) PROPERTY LINE
	(E) PLANTER
	(E) DRINKING FOUNTAIN
	(E) BICYCLE RACK
	(E) LAMP POST
	(E) PARKING METER
	(E) BUS STOP/SHELTER
	(E) STREET TREE
	PROJECT SITE



SITE PLAN



GRAPHIC SCALE:
0' 5' 10' 20'

ISSUANCE

DESIGN REVIEW

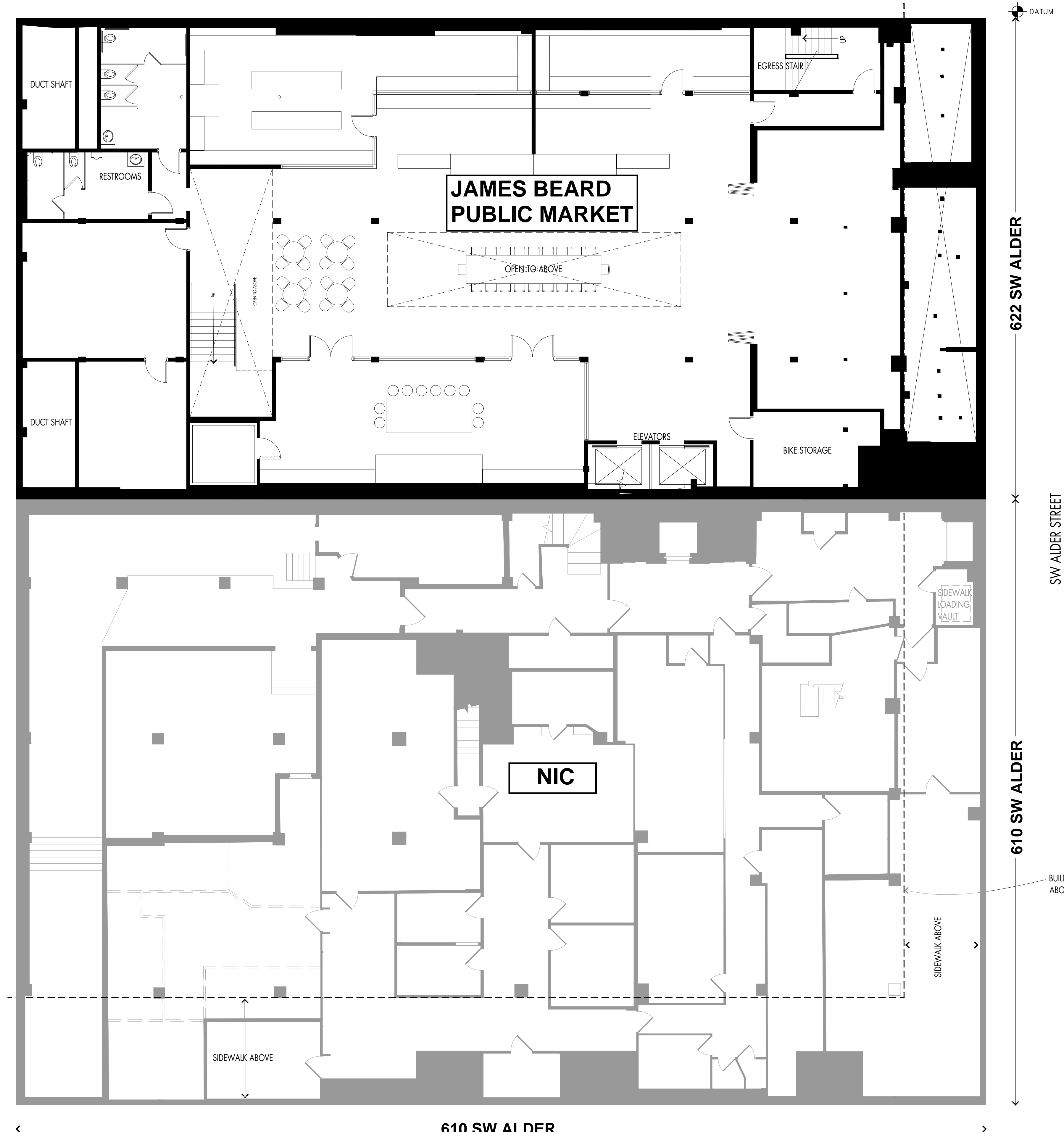
REVISIONS

DATE DESCRIPTION

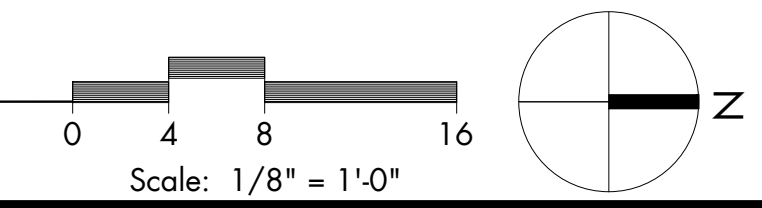
02/19/25 DESIGN REVIEW

A1.00

BCV PROJECT NO. 24024



BASEMENT FLOOR PLAN



JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

BCV ARCHITECTURE + INTERIORS

ISSUANCE

DESIGN REVIEW

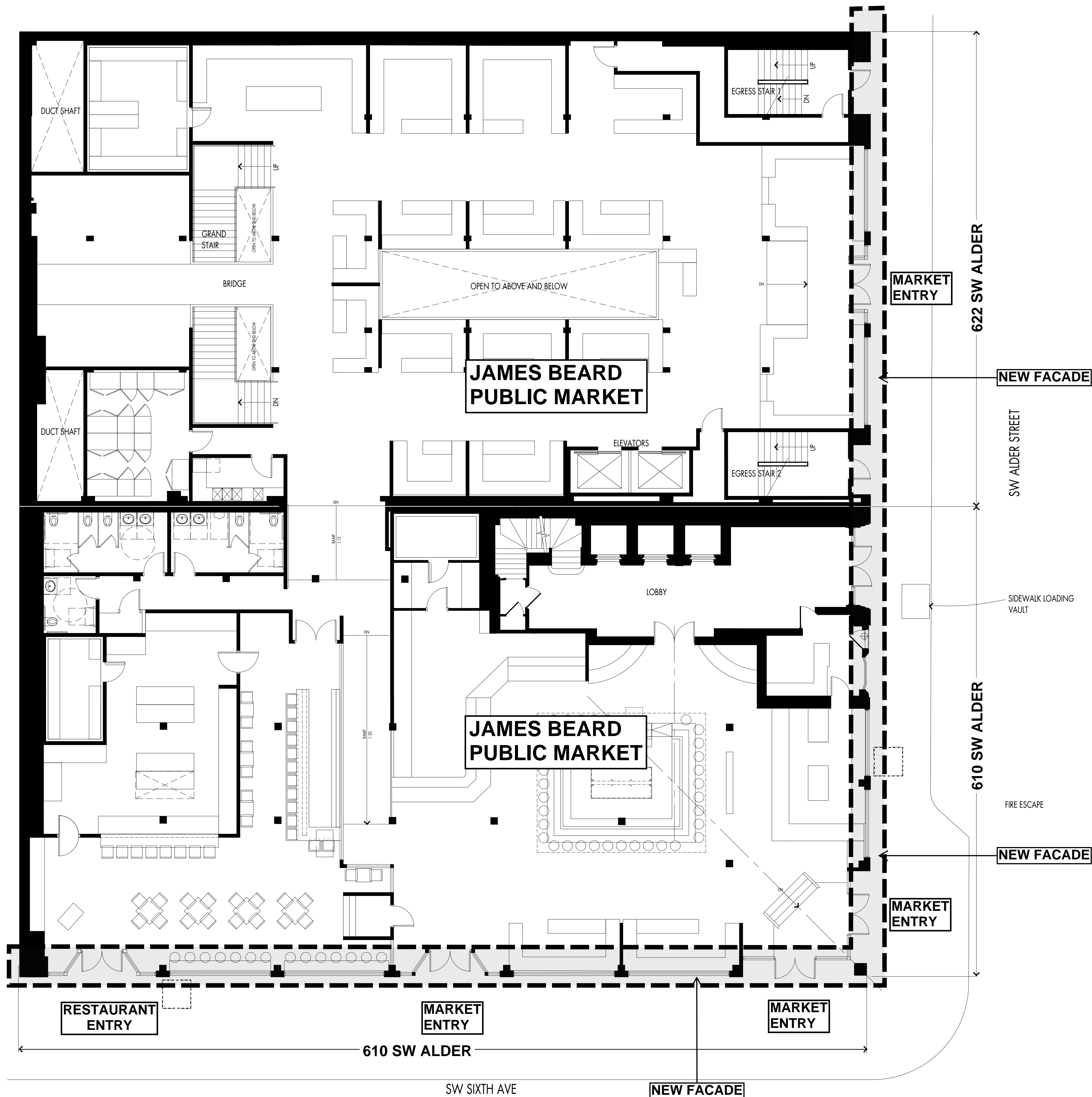
REVISIONS

DATE DESCRIPTION

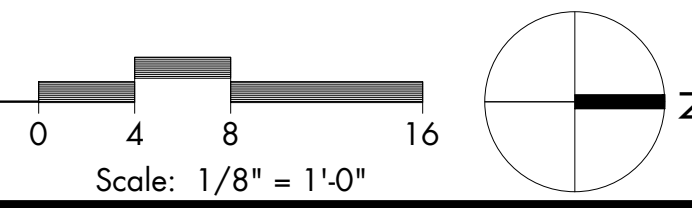
02/19/25 DESIGN REVIEW

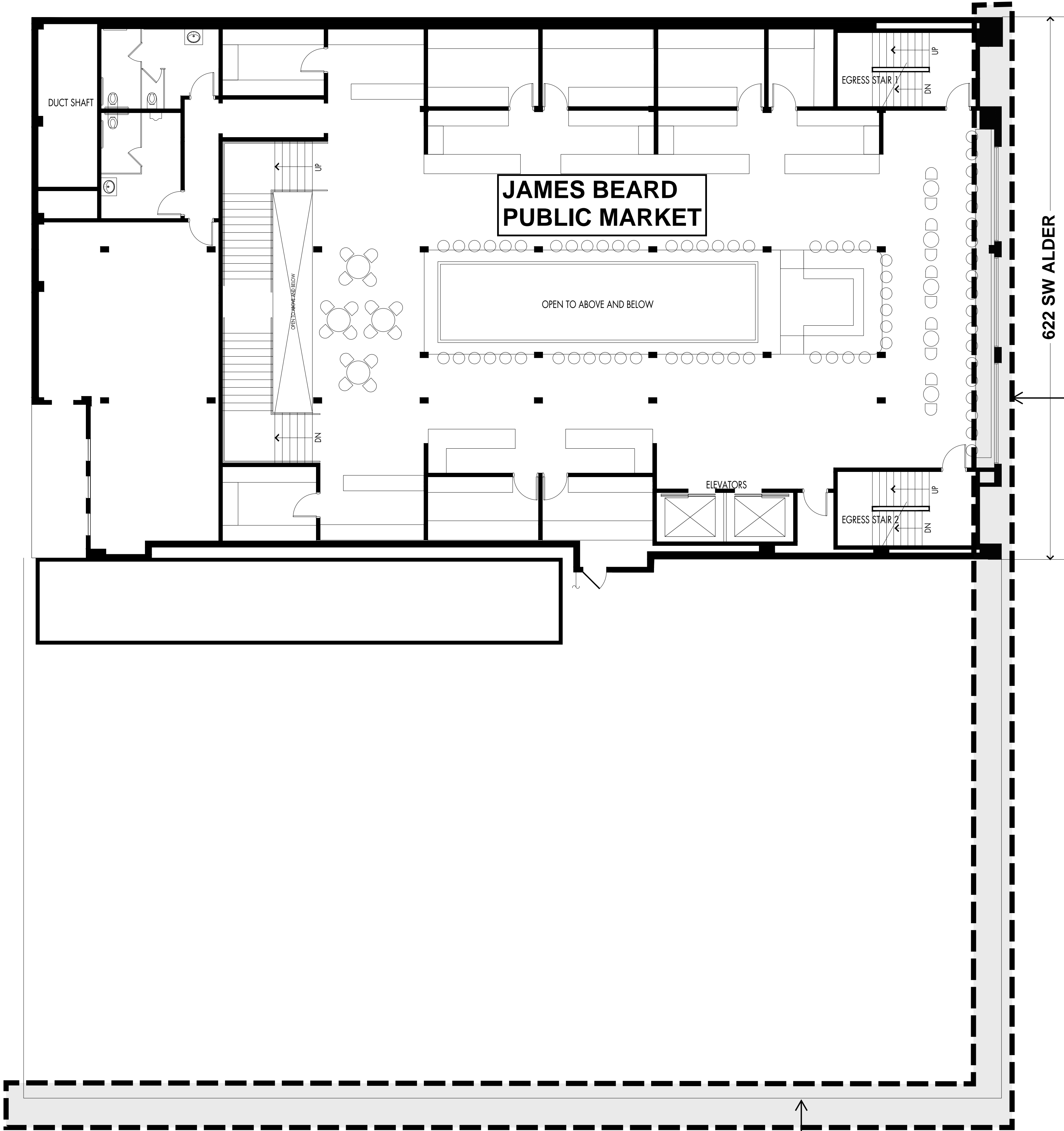
A2.01

BCV PROJECT NO. 24024



GROUND FLOOR PLAN





NEW FACADE

NEW FACADE TO ALIGN WITH HISTORIC PRECEDENT. SEE A3.01 ELEVATION FOR ADDITIONAL INFORMATION.

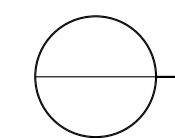
SW ALDER STREET

622 SW ALDER

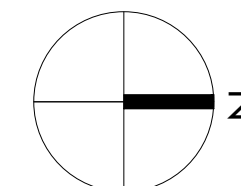
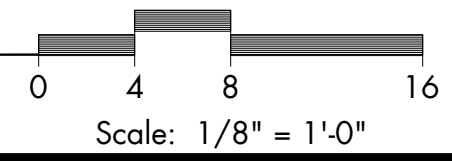
NEW FACADE

NEW FACADE TO ALIGN WITH HISTORIC PRECEDENT. SEE A3.02/A3.03 ELEVATION FOR ADDITIONAL INFORMATION.

SW SIXTH AVE



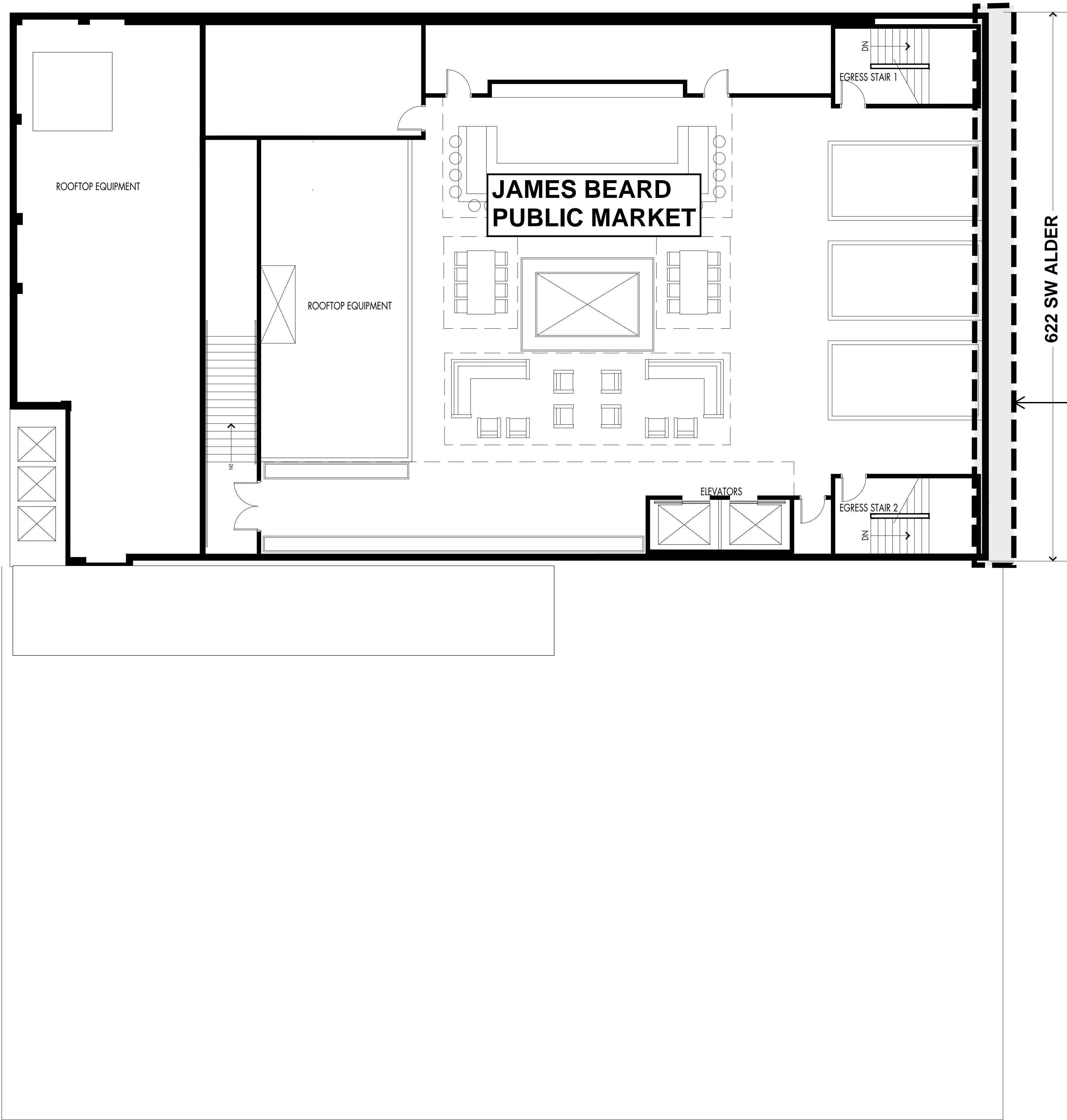
SECOND FLOOR PLAN



JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW

A2.02



NEW FACADE
AND SIGNAGE

NEW FACADE TO ALIGN WITH
HISTORIC PRECEDENT. SEE A3.01
ELEVATION FOR ADDITIONAL
INFORMATION.

SW ALDER STREET

622 SW ALDER

JAMES BEARD
PUBLIC MARKET

ROOFTOP EQUIPMENT

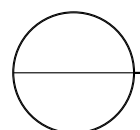
ROOFTOP EQUIPMENT

EGRESS STAIR 1

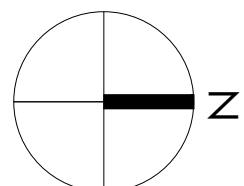
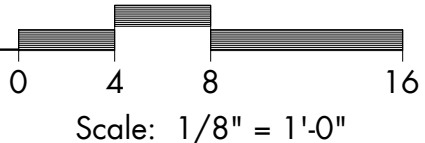
EGRESS STAIR 2

ELEVATORS

SW SIXTH AVE



ROOF FLOOR PLAN



BCV
ARCHITECTURE + INTERIORS
1527 STOCKTON STREET, 4TH FLOOR
SAN FRANCISCO, CA 94133
(415) 398-6538
info@bcvarch.com
BCVARCH.COM

COLAB
ARCHITECTURE + URBAN DESIGN

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

BCV ARCHITECTURE + INTERIORS

ISSUANCE

DESIGN REVIEW

REVISIONS

#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW

A2.03

BCV PROJECT NO. 24024

EXISTING RED
GRANITE CLADDING
PLANELS
EXISTING STRIP
WINDOWS

EXISTING ALUMINUM
STOREFRONT



610 SW ALDER



610 SW ALDER

EXISTING RED GRANITE
CLADDING PANELS

EXISTING STRIP
WINDOWS

EXISTING EYEBROW
AWNINGS

EXISTING ALUMINUM
STOREFRONTS

EXISTING CONDITIONS - SW 6TH AVENUE



EXISTING RED
GRANITE CLADDING
PLANELS
EXISTING STRIP
WINDOWS
EXISTING EYEBROW
OVERHANG
EXISTING ALUMINUM
STOREFORNT



610 SW ALDER



EXISTING CERAMIC TILE
CLADDING

EXISTING ALUMINUM
WINDOWS

EXISTING EYEBROW
OVERHANG

EXISTING BRICK
CLADDING

EXISTING EYEBROW
OVERHANG

EXISTING ALUMINUM
STOREFRONT

EXISTING CERAMIC TILE
CLADDING

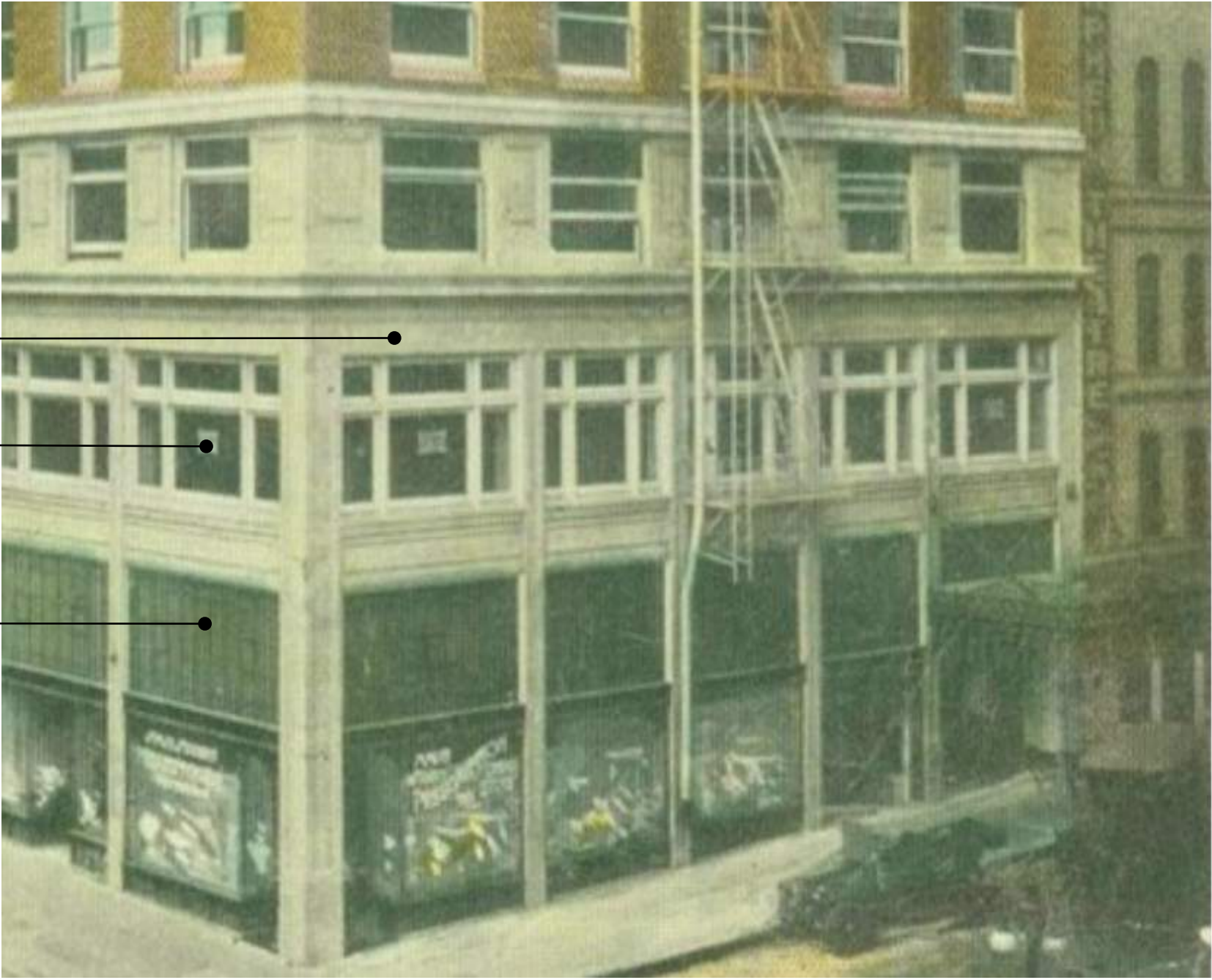
622 SW ALDER

EXISTING CONDITIONS - SW ALDER STREET

ORIGINAL FACE BRICK
AND TERRA COTTA
FACADE

ORIGINAL WOOD
WINDOW FRAMES AND
SILLS

ORIGINAL PRISM
GLASS STOREFRONT



610 SW ALDER - 1910 ORIGINAL BUILDING



1930'S BLACK POLISHED
STONE FACADE

1930'S EMBOSSED METAL

1930'S METAL TRACERY
AT STOREFRONT

1930'S FABRIC AWNING

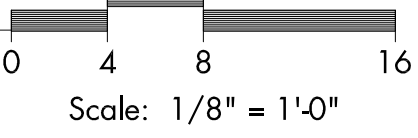
1930'S STONE COLUMN
BASE AND CLADDING

DOWNTOWN PORTLAND RETAIL - 1930s STOREFRONT

DESIGN PRECEDENTS - SW ALDER STREET



PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET
- SW ALDER ST



ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW



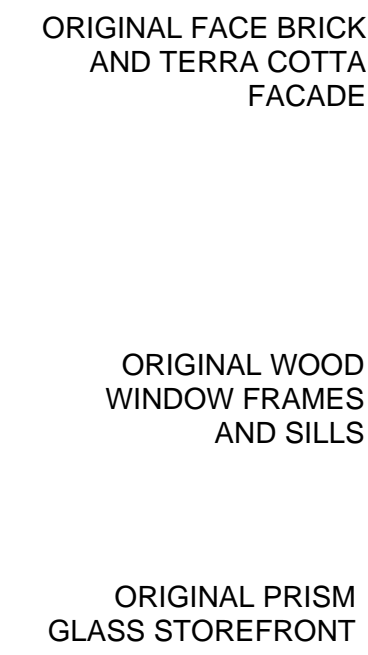
610 AND 622 SW ALDER STREET, PORTLAND OREGON

B C V A R C H I T E C T U R E + I N T E R I O R S

[illegible]

A3.02

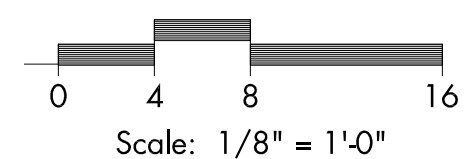
BCV PROJECT NO.	24024
-----------------	-------



ORIGINAL BUILDING DRAWINGS - SW 6TH AVE



PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET - SW 6TH AVE
DESIGN INTENT TO BRING BACK THE ORIGINAL SELLING BUILDING'S FACADE RHYTHM



ORIGINAL FACE BRICK
AND TERRA COTTA
FACADE

ORIGINAL WOOD
WINDOW FRAMES
AND SILLS

ORIGINAL PRISM
GLASS STOREFRONT



610 SW ALDER - 1910



610 SW ALDER - 1937

1930'S BACK-PAINTED
GLASS SIGN BAND

1930'S EMBOSSED METAL

1930'S FABRIC AWNING

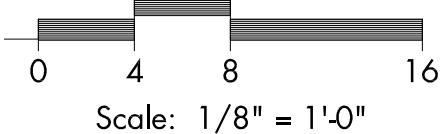
1930'S POLISHED STONE
COLUMN BASE AND
CLADDING

DESIGN PRECEDENTS - SW 6TH AVENUE



PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET - SW 6TH AVE

DESIGN INTENT TO BRING BACK THE ORIGINAL SELLING BUILDING'S FACADE RHYTHM



ISSUANCE

DESIGN REVIEW

REVISIONS

DATE DESCRIPTION

1 02/19/25 DESIGN REVIEW

A3.03

BCV PROJECT NO. 24024

PROPOSED LOCATION FOR MURAL



SW ALDER STREET



SW ALDER STREET

ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE	
DESIGN REVIEW	
REVISIONS	
#	DATE
1	02/19/25
DESIGN REVIEW	



SW 6TH AVE



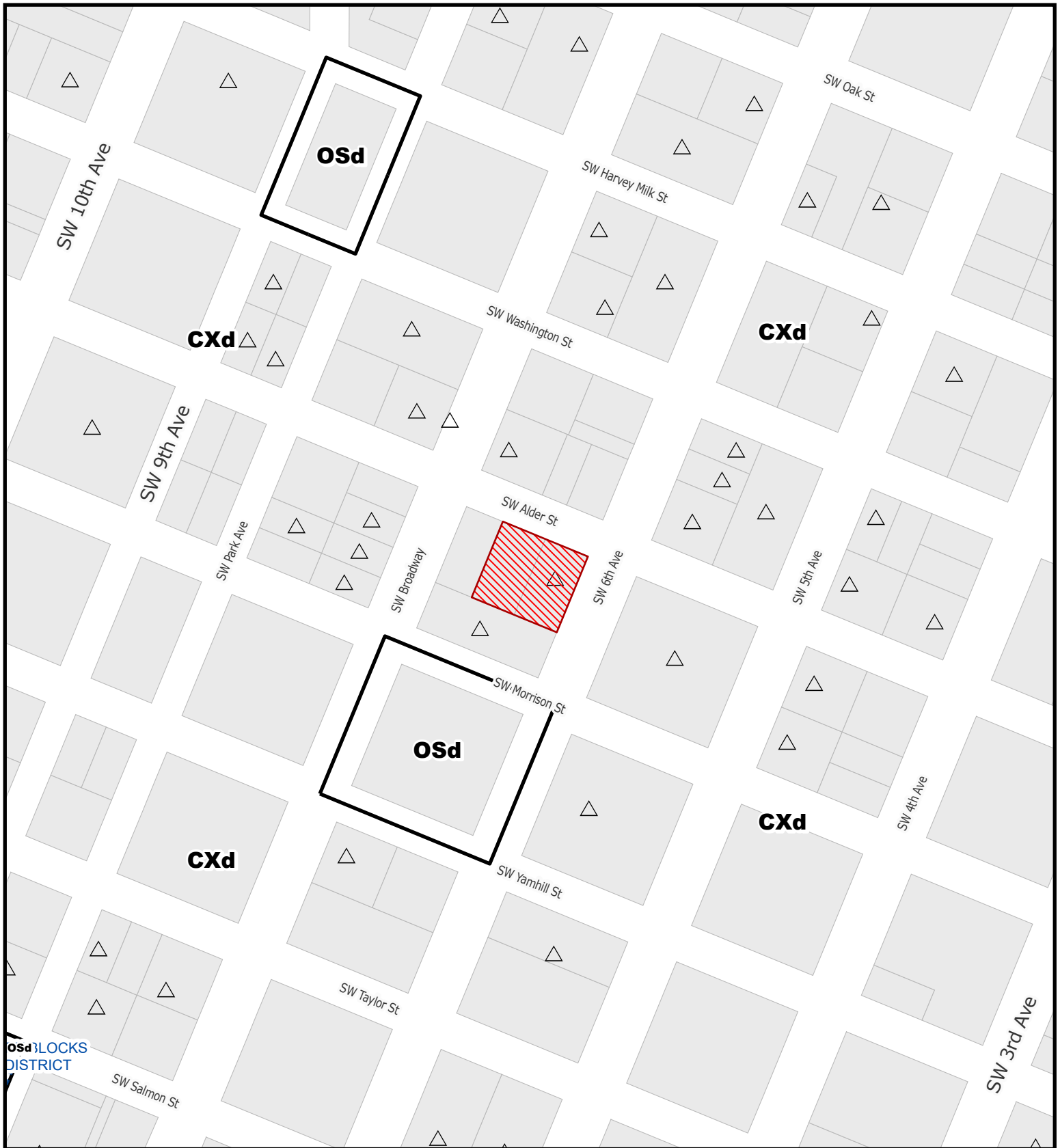
SW 6TH AVE

ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON



ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW





For Zoning Code in Effect Post October 1, 2024

ZONING 
 THIS SITE LIES WITHIN THE:
 CENTRAL CITY PLAN DISTRICT
 DOWNTOWN SUBDISTRICT

-  Site
-  Historic Landmark

File No.	<u>EA 25 - 023533 DA</u>
1/4 Section	<u>3029 & 3129</u>
Scale	<u>1 inch = 200 feet</u>
State ID	<u>1N1E34CC 8000</u>
Exhibit	<u>B</u> <u>Apr 11, 2025</u>

PROJECT NARRATIVE

OVERALL PROJECT NARRATIVE

THE JAMES BEARD PUBLIC MARKET (JBPM) IS A NEW PUBLIC MARKET CONCEPT SPANNING TWO EXISTING BUILDINGS IN DOWNTOWN PORTLAND: 622 SW ALDER (THE FORMER 'RITE-AID' BUILDING, TWO STORIES PLUS BASEMENT), AND THE RETAIL GROUND FLOOR OF 610 SW ALDER (THE SELLING BUILDING). THE PROJECT IS FOR THE DEVELOPMENT OF A MULTI-STORY MARKETPLACE LAYOUT AND TENANT FRAMEWORK/ARMATURE. THE ENTIRE FACADE OF 622 SW ALDER AND THE FIRST TWO STORIES OF 610 SW ALDER'S FACADE WILL BE RECONSTRUCTED TO PROVIDE NEW MARKET ENTRIES AND A COHESIVE MARKET PRESENCE (ALONG BOTH SW ALDER ST. AND SW 6TH AVE).

THE PRELIMINARY PROGRAM FOR THE JBPM CONSISTS OF VENDOR STALLS AND DAY TABLE AREAS, FOOD PRODUCTION VENDORS, PREPARED FOOD VENDORS, A RESTAURANT ANCHOR TENANT, A COOKBOOK STORE IN PARTNERSHIP WITH POWELL'S BOOKS, A TEACHING KITCHEN/COOKING SCHOOL, COMMON SPACE FOR COMMUNITY EVENTS, COMMON SEATING AREAS THROUGHOUT THE MARKET, TRASH/VENDOR STORAGE AND LOADING AREA, FACADE IMPROVEMENTS TO BOTH BUILDINGS, AND A ROOFTOP BAR, CATERING KITCHEN, COVERED SEATING AND GARDENS.

THE JBPM WILL ENCOMPASS A / M / S OCCUPANCY TYPES AND DESIGN WILL INCLUDE TENANT FRAMEWORK/ARMATURES, VERTICAL CIRCULATION, COMMUNICATING OPENINGS BETWEEN FLOORS, A CONNECTION PASS THRU AT GROUND FLOOR, ACCOMMODATIONS FOR FLOOR LEVEL CHANGES, NEW ROOFTOP OCCUPANCY, PUBLIC RESTROOMS, GENERAL MARKET LIGHTING, GENERAL MARKET FINISHES, COMMON MARKET SEATING, AND SELECT SEISMIC UPGRADES.

FACADE RENOVATION NARRATIVE

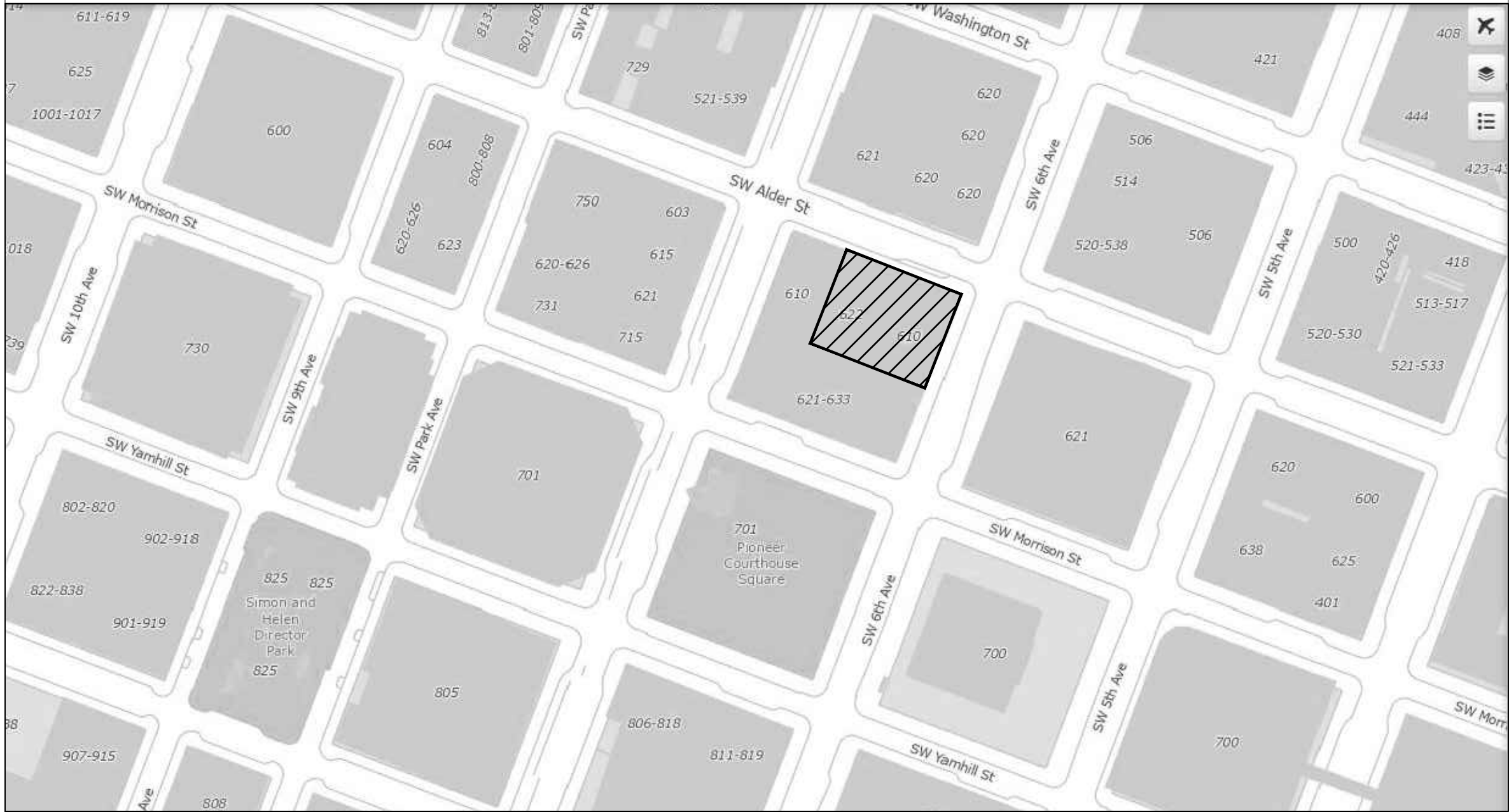
610 SW ALDER (THE SELLING BUILDING) WAS CONSTRUCTED IN 1910 IN THE CHICAGO ARCHITECTURAL STYLE (LATE 19TH AND 20TH CENTURY REVIVAL-ITALIAN RENAISSANCE) AND WAS PLACED ON THE NATIONAL REGISTER OF HISTORIC PLACES IN 1991. THE TWELVE STORY BUILDING CONSISTS OF A THREE STORY TERRA COTTA BASE WITH A SHAFT OF CREAM COLORED BRICK AND A TWO STORY CAPITAL OF TERRA COTTA. THE ORIGINAL STOREFRONTS WERE LARGE GLASS PANES WITH PRISM GLASS TRANSOMS ABOVE AND WROUGHT IRON TRIMS BELOW. IN 1934 ONE TENANT BAY OF THE STOREFRONT EAST OF THE MAIN ENTRY WAS REMODELED TO HAVE TRAVERTINE CLADDING WITH BRONZE STOREFRONT FRAMES AND TRIM. IN 1937 A REMODEL FOR LERNER SHOPS REPLACED THE REMAINING TERRA COTTA PILASTERS WITH DARK GRANITE AND REMOVED THE ORIGINAL PRISM GLASS STOREFRONT TRANSOMS IN FAVOR OF BACK PAINTED GLASS SIGN BANDS, METAL TRACERY TRIM, FABRIC AWNINGS AND OTHER ART DECO ELEMENTS. SUBSEQUENT MODERN REMODELS COMPLETELY TRANSFORMED THE LOWEST TWO LEVELS OF THE BUILDING REPLACING THE ORIGINAL SECOND FLOOR WINDOWS AND TERRA COTTA DETAILING WITH MODERN STRIP WINDOWS CUT INTO RED GRANITE CLADDING. NEW ALUMINUM STOREFRONTS WITH MODERN TRIMS WERE INTRODUCED AS WELL AS AN EYEBROW OVERHANG AT THE CORNER OF SW ALDER ST AND SW 6TH AVE.

622 SW ALDER (RITE-AID BUILDING) WAS ORIGINALLY THE HOME OF THE ORPHEUM THEATER IN THE 1890S. THE THEATER WAS FIRST REPLACED IN 1923 WITH THE TWO STORY TERRA COTTA AND CAST IRON UNGAR BUILDING, AND THEN LATER REPLACED WITH THE CURRENT AND MORE MODERN COMMERCIAL BUILDING STANDING TODAY.

THE RENOVATION OF THE LOWEST TWO LEVELS OF 610 SW ALDER'S FACADE AND THE ENTIRE FACADE OF THE 622 SW ALDER BUILDING SEEKS TO UNWIND DECADES OF PREVIOUS REMODELS BY REINTRODUCING MATERIALS AND FORMS THAT TAKE DESIGN INSPIRATION FROM THE ICONIC MERCANTILE STOREFRONTS OF DOWNTOWN PORTLAND IN THE 1930S. EMBOSSED METAL CLADDING, DARK GRANITE BASES AND PILASTERS, BACK PAINTED GLASS, METAL TRACERY TRIM AND FABRIC AWNINGS VISUALLY LINK THE GROUND FLOORS OF BOTH BUILDINGS TOGETHER AS THE NEW JAMES BEARD PUBLIC MARKET. THE RENOVATION OF 610 SW ALDER WILL ALSO INCLUDE REPLACING THE MORE MODERN GRANITE CLADDING AND ALUMINUM WINDOWS ON LEVEL 2 WITH TERRA COTTA CLADDING AND WOOD FRAMED WINDOWS TO MATCH THE EXITING BUILDING AND ORIGINAL DESIGN AS WELL AS REINTRODUCING THE ORIGINAL STOREFRONT RHYTHM OF PILASTERS AND WINDOWS ON THE GROUND FLOOR. PROPOSED SIGNAGE INCLUDES BACK PAINTED GLASS PANELS, A BLADE SIGN LOCATED AT THE CORNER OF SW ALDER AND SW 6TH AVE AS WELL AS A ROOFTOP SIGN ATOP 622 SW ALDER. A NEW LOADING ZONE FOR THE MARKET IS TO BE LOCATED ON SW ALDER ST.

THE PROJECT IS TO BE PHASED WITH PHASE 1 CONSISTING OF INSTALLING INTERIM SIGNAGE AND REPLACING THE EXISTING STOREFRONTS ALONG 610 SW ALDER'S FACADE. THE NEW STOREFRONTS WILL REQUIRE THE INSTALLATION OF TEMPORARY PILASTERS AT THE EXISTING CORNER ENTRY. THERE WILL BE NO EXTERNAL IMPROVEMENTS FOR PHASE 2. PHASE 3 WILL CONSIST OF REPLACING THE EXTERIOR FINISHES OF LEVELS 1 AND 2 OF 610 SW ALDER'S FACADE, THE REPLACEMENT OF 610 SW ALDER'S LEVEL 2 ALUMINUM WINDOWS, THE COMPLETE RENOVATION OF 622 SW ALDER'S FACADE, IMPROVEMENTS TO THE SIDEWALKS, AND THE REMOVAL OF THE INTERIM SIGNAGE/INSTALLATION OF THE FINAL SIGNAGE PACKAGE. SEE PHASING PLANS FOR ADDITIONAL INFORMATION.

VICINITY MAP



ZONING CODE SUMMARY

PROPERTY ID	622 SW ALDER ST	R246315
	610 SW ALDER ST	R246313
STATE ID	622 SW ALDER ST	1N1E34CC 8100
	610 SW ALDER ST	1N1E34CC 8000
APPLICABLE ZONING CODE	PORTLAND CITY CODE TITLE 33	
ZONE	CX - CENTRAL COMMERCIAL	
OVERLAY	D - DESIGN OVERLAY	
PLAN DISTRICT	CC - CENTRAL CITY DOWNTOWN	
HISTORIC RESOURCE	622 SW ALDER ST	N/A
	610 SW ALDER ST	HISTORIC LANDMARK
STREET DESIGNATIONS	SW ALDER ST	TRAFFIC ACCESS ST, TRANSIT ACCESS ST, MAJOR CITY WALKWAY, LOCAL SERVICE TRUCK ST
	SW 6TH AVE	LOCAL SERVICE TRAFFIC ST, REGIONAL TRANSIT/MAJOR TRANSIT PRIORITY, MAJOR CITY WALKWAY, LOCAL SERVICE TRUCK ST
REQUIRED BICYCLE PARKING	LONG TERM	APPROX: 11 SPACES
	SHORT TERM	APPROX: 15 SPACES (12 EXISTING SPACES ON SITE)
LOADING ZONE	SEE SHEET A1.00 FOR PROPOSED LOCATION	
FACILITIES PERMIT PROGRAM	610 SW ALDER IS A PART OF THE FACILITIES PERMIT PROGRAM	

SHEET LIST

- A0.00 PROJECT INFORMATION
- A1.00 PROPOSED SITE PLAN
- A2.00 PROPOSED BASEMENT FLOOR PLAN
- A2.01 PROPOSED GROUND FLOOR PLAN
- A2.02 PROPOSED SECOND FLOOR PLAN
- A2.03 PROPOSED ROOF FLOOR PLAN
- A3.00 EXISTING CONDITIONS - PHOTOGRAPHS
- A3.01 PROPOSED SW ALDER ST BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.02 PROPOSED SW 6TH AVE BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.03 PROPOSED SW 6TH AVE BUILDING ELEVATION AND DESIGN PRECEDENT
- A3.04 ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET
- A3.05 ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET

PROJECT TEAM

OWNER:	JAMES BEARD PUBLIC MARKET P.O. Box 96313 Portland, OR 97296
	Jessica Elkan - Executive Director jessicafelkan@jamesbeardmarket.com
ARCHITECT OF RECORD:	BCV ARCHITECTURE 1527 Stockton St. San Francisco, CA 94133
	Hans Baldauf baldauf@bcvarch.com
LOCAL ARCHITECT:	Maureen Hardy hardy@bcvarch.com
	COLAB ARCHITECTURE 1189 NW Pettygrove St. Portland, OR 97209
	Mark Engberg mark@colabarchitecture.com
	Lauren Antolin lauren@colabarchitecture.com

JAMES BEARD PUBLIC MARKET
610/622 SW ALDER
PORTLAND, OR 97205

NOT FOR
CONSTRUCTION

PROJECT
INFORMATION

03/31/2025

A0.00

JAMES BEARD PUBLIC MARKET

610 AND 622 SW ALDER STREET, PORTLAND OREGON

BCV ARCHITECTURE + INTERIORS

GENERAL PLAN NOTES

- SITE PLAN HAS BEEN GENERATED BASED ON INFORMATION COMPILED FROM PORTLAND MAPS AND IS NOT A SURVEY.
- CONTOURS PROVIDED FOR REFERENCE ONLY.
- ALL CRITICAL DIMENSIONS TO BE VERIFIED IN FIELD.
- SEE FLOOR PLANS AND ELEVATIONS FOR ADDITIONAL INFORMATION ON NEW ENTRANCES AND EXITS.

SITE PLAN LEGEND

	(E) MAINTENANCE HOLE
	(E) INLET
	(E) CLEANOUT
	(E) STORAGE
	(E) SEWER SERVICE / COMBINED SYSTEM
	(E) FIRE HYDRANT
	(E) WATER SERVICE
	(E) PROPERTY LINE
	(E) PLANTER
	(E) DRINKING FOUNTAIN
	(E) BICYCLE RACK
	(E) LAMP POST
	(E) PARKING METER
	(E) BUS STOP/SHELTER
	(E) STREET TREE
	PROJECT SITE



SITE PLAN



GRAPHIC SCALE:
0' 5' 10' 20'

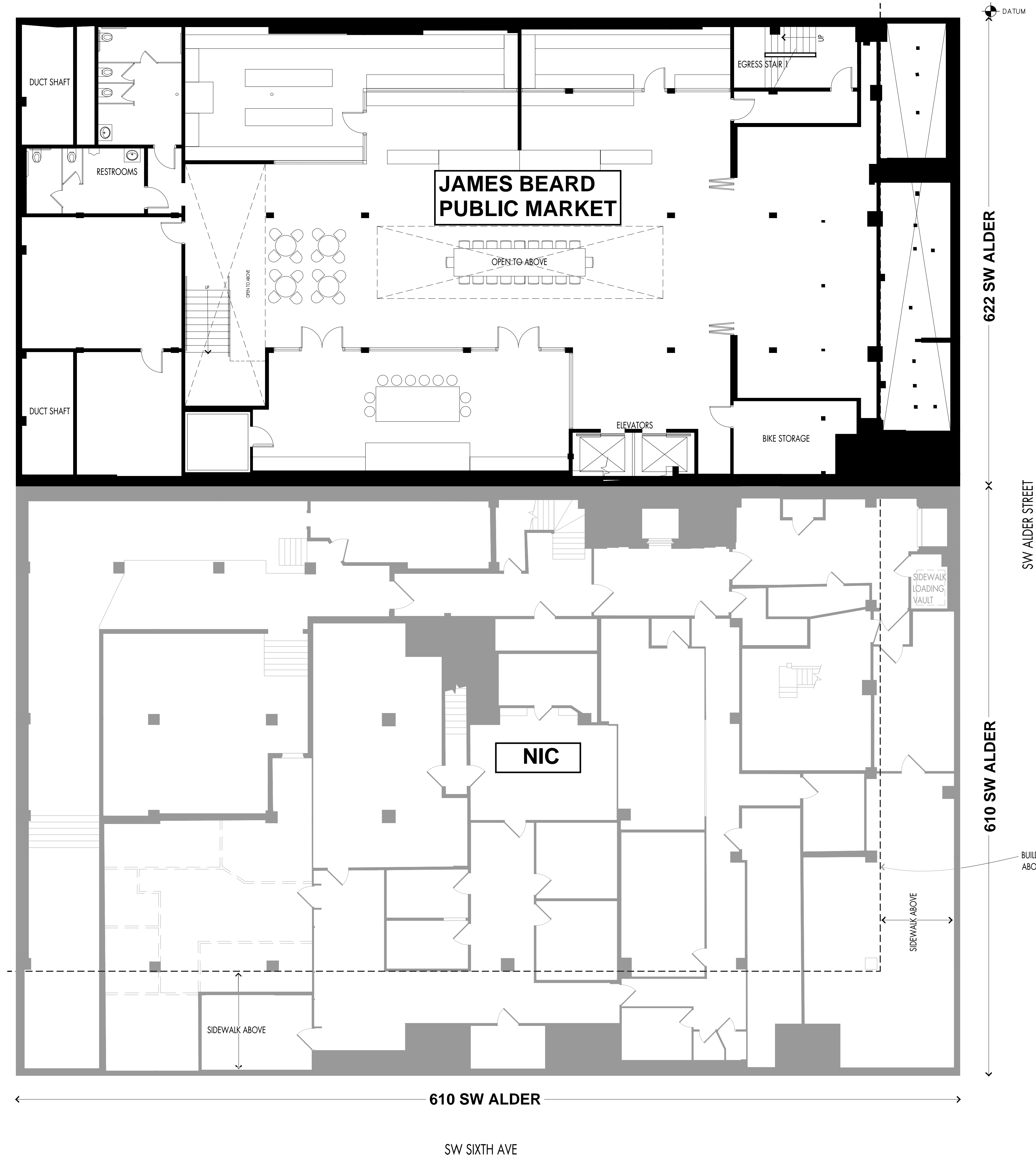
ISSUANCE

DESIGN REVIEW

REVISIONS

#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW

A1.00



BASEMENT FLOOR PLAN

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

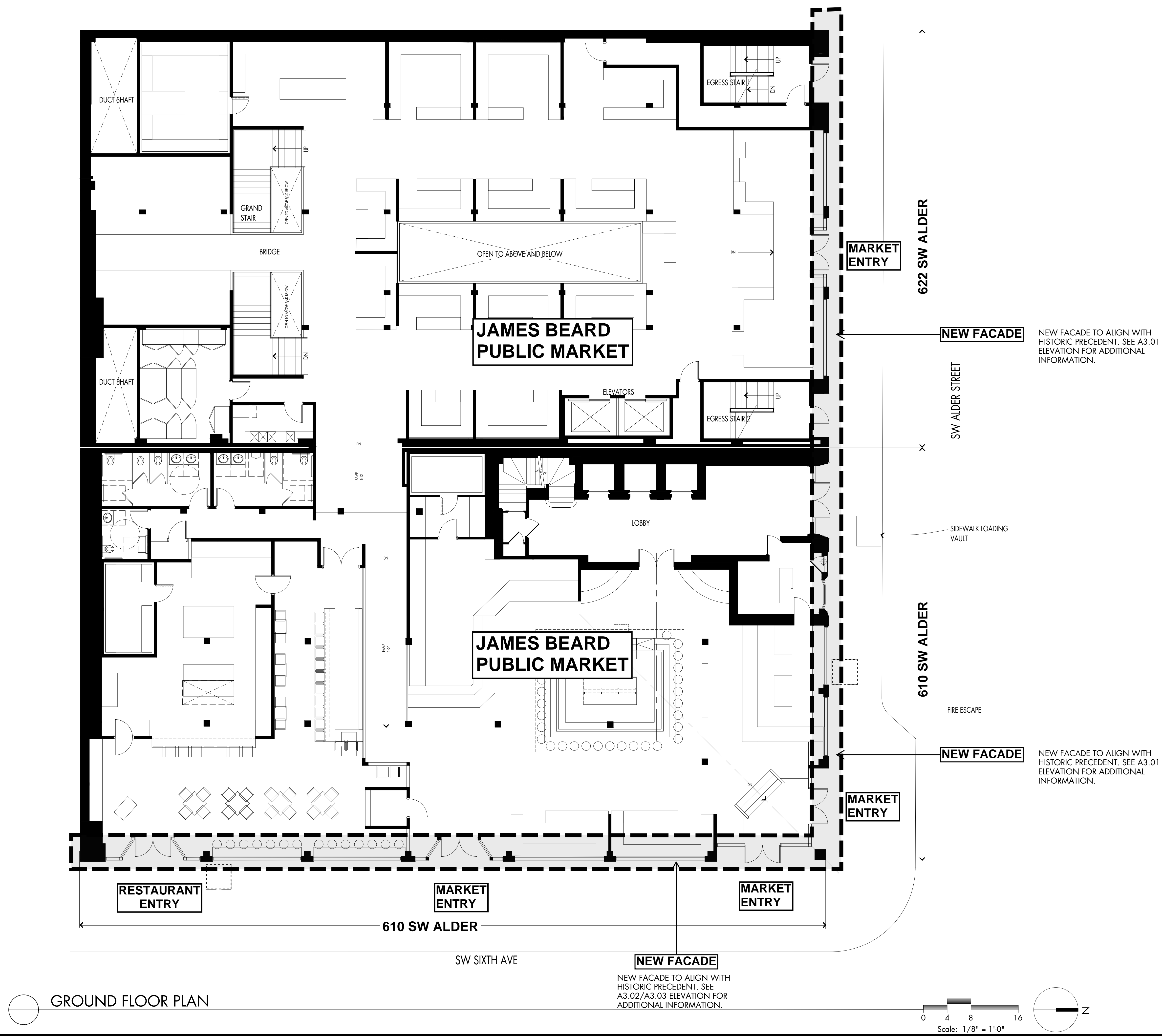
ISSUANCE

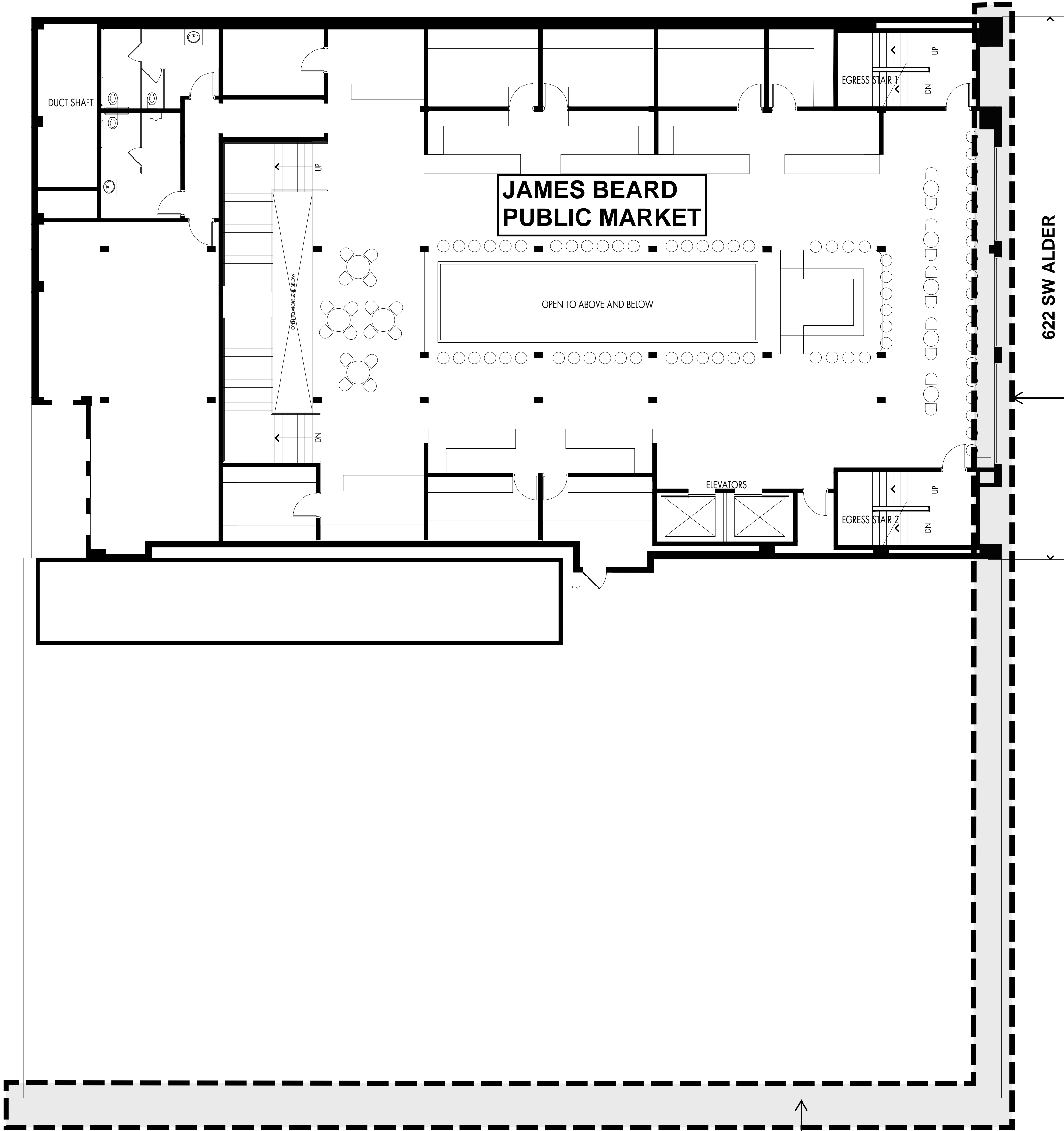
DESIGN REVIEW

REVISIONS

#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW

A2.01





NEW FACADE

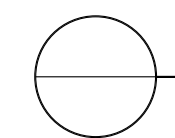
NEW FACADE TO ALIGN WITH HISTORIC PRECEDENT. SEE A3.01 ELEVATION FOR ADDITIONAL INFORMATION.

SW ALDER STREET

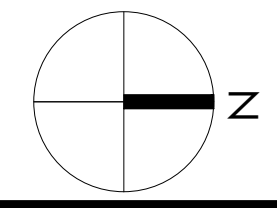
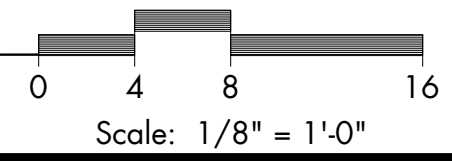
NEW FACADE

NEW FACADE TO ALIGN WITH HISTORIC PRECEDENT. SEE A3.02/A3.03 ELEVATION FOR ADDITIONAL INFORMATION.

SW SIXTH AVE



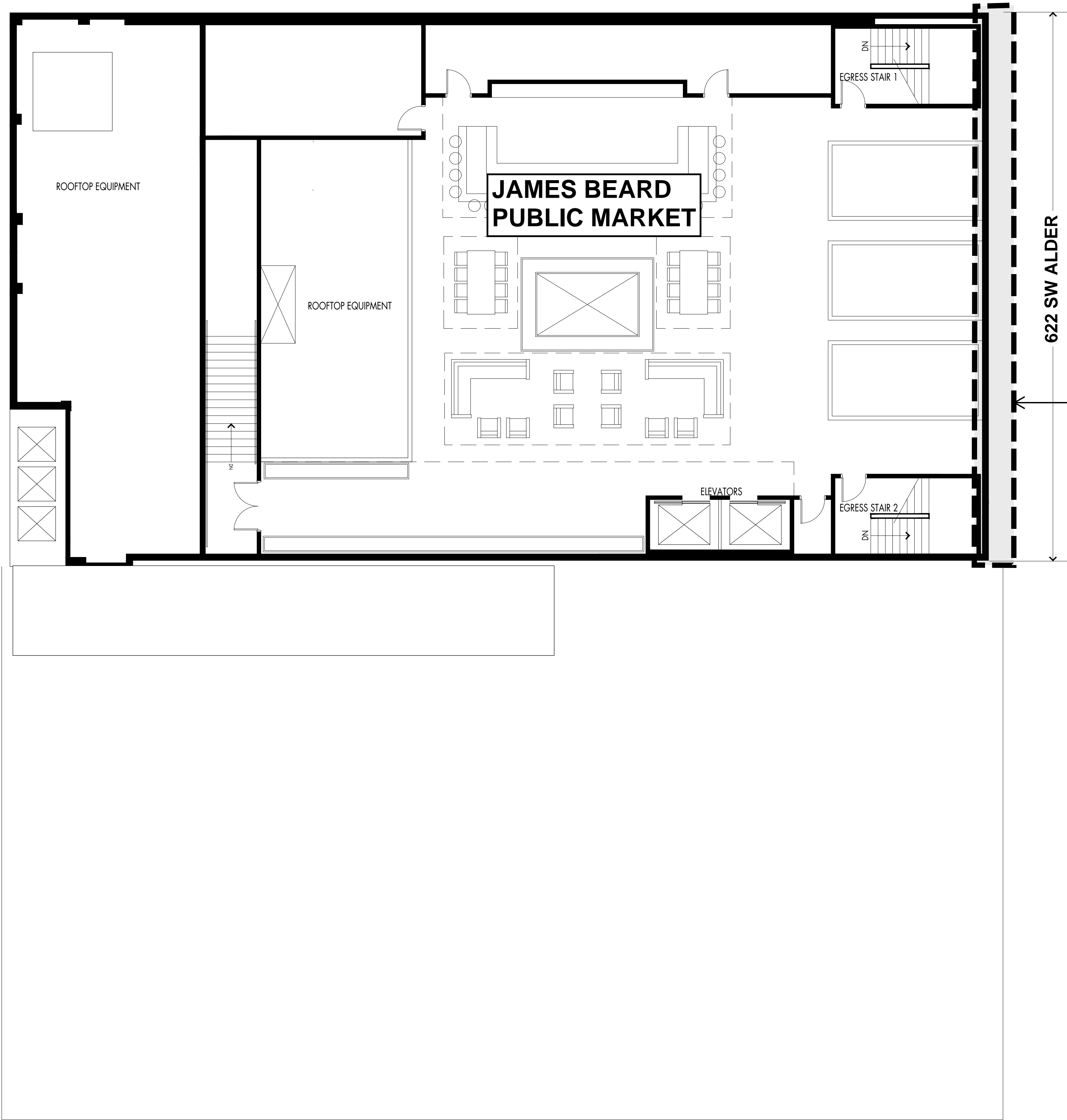
SECOND FLOOR PLAN



JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW

A2.02



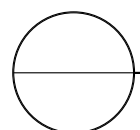
NEW FACADE
AND SIGNAGE

NEW FACADE TO ALIGN WITH
HISTORIC PRECEDENT. SEE A3.01
ELEVATION FOR ADDITIONAL
INFORMATION.

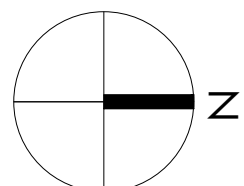
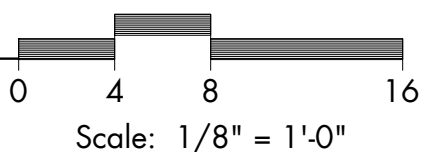
SW ALDER STREET

622 SW ALDER

SW SIXTH AVE



ROOF FLOOR PLAN



JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE

DESIGN REVIEW

REVISIONS

#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW

A2.03

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW

EXISTING RED
GRANITE CLADDING
PLANELS

EXISTING STRIP
WINDOWS

EXISTING ALUMINUM
STOREFRONT



610 SW ALDER

EXISTING RED GRANITE
CLADDING PANELS

EXISTING STRIP
WINDOWS

EXISTING EYEBROW
AWNINGS

EXISTING ALUMINUM
STOREFRONTS



610 SW ALDER

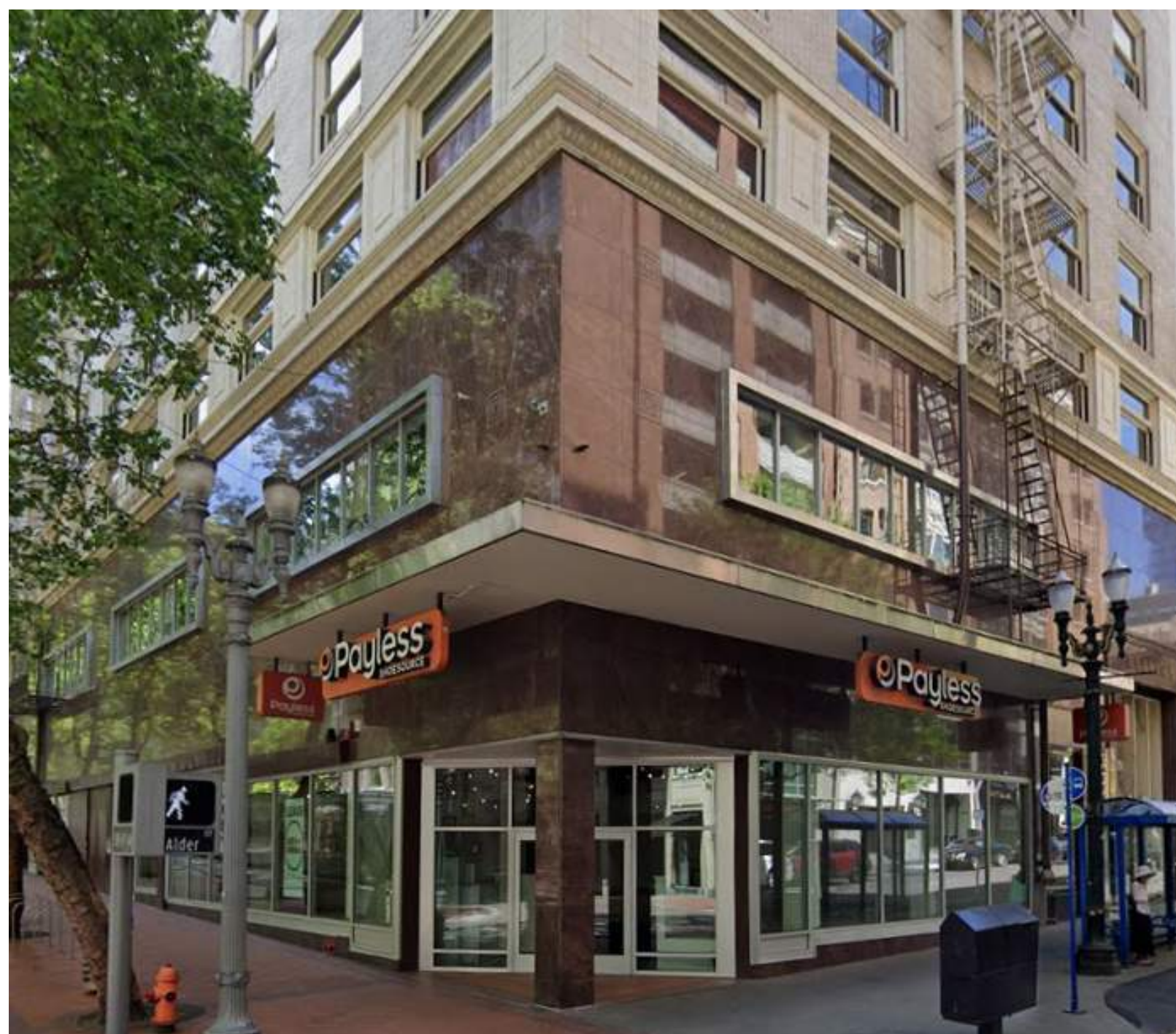
EXISTING CONDITIONS - SW 6TH AVENUE

EXISTING RED
GRANITE CLADDING
PLANELS

EXISTING STRIP
WINDOWS

EXISTING EYEBROW
OVERHANG

EXISTING ALUMINUM
STOREFORNT



610 SW ALDER

EXISTING CERAMIC TILE
CLADDING

EXISTING ALUMINUM
WINDOWS

EXISTING BRICK
CLADDING

EXISTING EYEBROW
OVERHANG

EXISTING ALUMINUM
STOREFRONT

EXISTING CERAMIC TILE
CLADDING



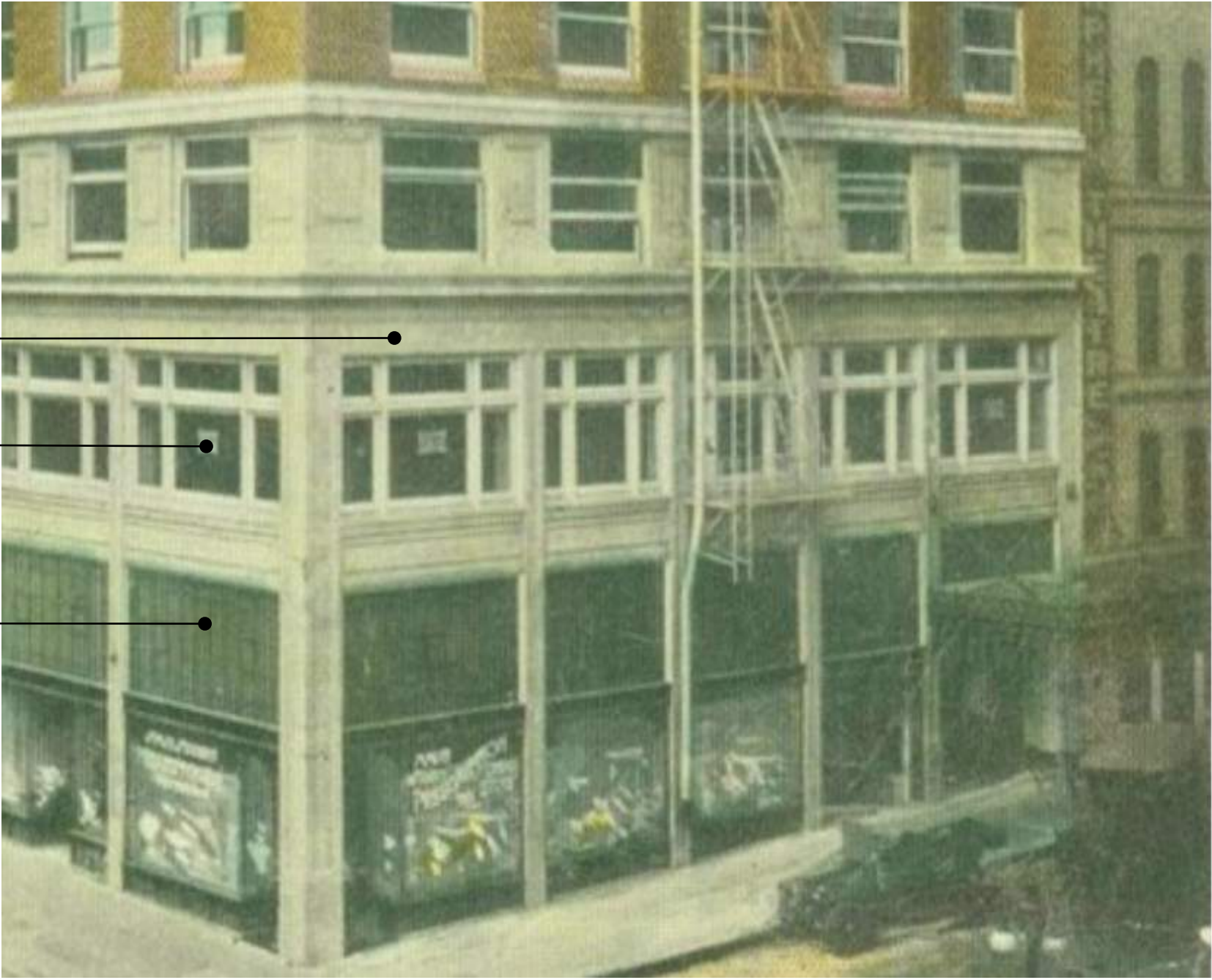
622 SW ALDER

EXISTING CONDITIONS - SW ALDER STREET

ORIGINAL FACE BRICK
AND TERRA COTTA
FACADE

ORIGINAL WOOD
WINDOW FRAMES AND
SILLS

ORIGINAL PRISM
GLASS STOREFRONT



610 SW ALDER - 1910 ORIGINAL BUILDING



1930'S BLACK POLISHED
STONE FACADE

1930'S EMBOSSED METAL

1930'S METAL TRACERY
AT STOREFRONT

1930'S FABRIC AWNING

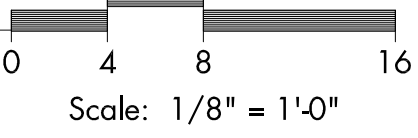
1930'S STONE COLUMN
BASE AND CLADDING

DOWNTOWN PORTLAND RETAIL - 1930s STOREFRONT

DESIGN PRECEDENTS - SW ALDER STREET



PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET
- SW ALDER ST



ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
1	02/19/25	DESIGN REVIEW



610 AND 622 SW ALDER STREET, PORTLAND OREGON

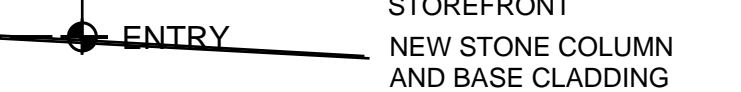
ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW

A3.02

NOT FOR CONSTRUCTION

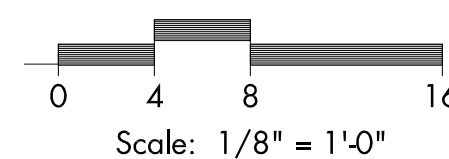


ORIGINAL BUILDING DRAWINGS - SW 6TH AVE



— **610 SW ALDER**
6th AVE FACADE

PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET - SW 6TH AVE
DESIGN INTENT TO BRING BACK THE ORIGINAL SELLING BUILDING'S FACADE RHYTHM



ORIGINAL FACE BRICK
AND TERRA COTTA
FACADE

ORIGINAL WOOD
WINDOW FRAMES
AND SILLS

ORIGINAL PRISM
GLASS STOREFRONT



610 SW ALDER - 1910



610 SW ALDER - 1937

1930'S BACK-PAINTED
GLASS SIGN BAND

1930'S EMBOSSED METAL

1930'S FABRIC AWNING

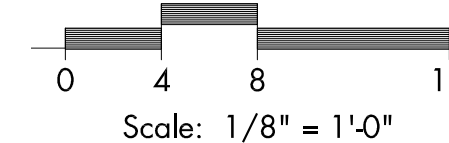
1930'S POLISHED STONE
COLUMN BASE AND
CLADDING

DESIGN PRECEDENTS - SW 6TH AVENUE



PROPOSED FACADE IMPROVEMENTS FOR THE JAMES BEARD MARKET - SW 6TH AVE

DESIGN INTENT TO BRING BACK THE ORIGINAL SELLING BUILDING'S FACADE RHYTHM



ISSUANCE

DESIGN REVIEW

REVISIONS

DATE DESCRIPTION

1 02/19/25 DESIGN REVIEW

A3.03

BCV PROJECT NO. 24024

PROPOSED LOCATION FOR MURAL



SW ALDER STREET



SW ALDER STREET

ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE	
DESIGN REVIEW	
REVISIONS	
#	DATE
1	02/19/25
	DESIGN REVIEW



SW 6TH AVE

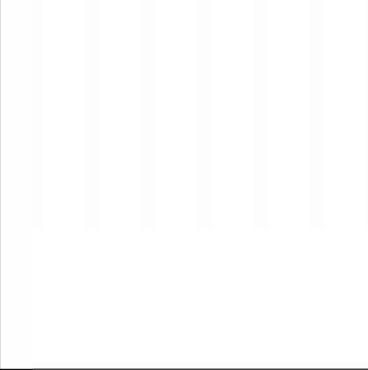


SW 6TH AVE

ADDITIONAL RENDERINGS FOR THE JAMES BEARD PUBLIC MARKET

JAMES BEARD PUBLIC MARKET
610 AND 622 SW ALDER STREET, PORTLAND OREGON

ISSUANCE		
DESIGN REVIEW		
REVISIONS		
#	DATE	DESCRIPTION
-	02/19/25	DESIGN REVIEW



	A	B	C	D	E	F
1	ENDORSEMENT	INFO1	INFO2	NAME	ADDRESS/IO ADDRESS	CITYSTATEZIP/ADDRESSEE
2	RETURN SERVICE REQUESTED		1N1E34CC 4000	TYR WOOD PRODUCTS INC	400 SW 6TH AVE STE 600	PORTLAND OR 97204
3	RETURN SERVICE REQUESTED		1N1E34CC 4000	BLOCK INC	1955 BROADWAY STE 600	OAKLAND CA 94612-2205
4	RETURN SERVICE REQUESTED		1N1E34CC 4000	BLT TECHNOLOGIES INC	500 CLINTON CENTER DR	CLINTON MS 39056
5	RETURN SERVICE REQUESTED		1N1E34CC 4000	ELECTRIC LIGHTWAVE INC	8100 NE PARKWAY DR #200	VANCOUVER WA 98662
6	RETURN SERVICE REQUESTED		1N1E34CC 4000	ENVIROISSUES INC	316 OCCIDENTAL AVE S#400	SEATTLE WA 98104-2874
7	RETURN SERVICE REQUESTED		1N1E34CC 4000	EPICODUS INC	17376 NE COUCH ST APT C111	PORTLAND OR 97230
8	RETURN SERVICE REQUESTED		1N1E34CC 4000	HCL AMERICA INC	PO BOX 60577	FORT MYERS FL 33906-6577
9	RETURN SERVICE REQUESTED		1N1E34CC 4000	CITY OF PORTLAND	1120 SW 5TH AVE STE 1204	PORTLAND OR 97204
10	RETURN SERVICE REQUESTED		1N1E34CC 4000	REEP-OFC ASPECT OR LLC	400 SW 6TH AVE #100	PORTLAND OR 97204-1609
11	RETURN SERVICE REQUESTED		1N1E34CC 4000	US DPT OF HOUSING & URBAN DEV	400 SW 6TH AVE #700	PORTLAND OR 97204
12	RETURN SERVICE REQUESTED		1N1E34CC 4100	MULTNOMAH COUNTY	421 SW 5TH AVE	PORTLAND OR 97204
13	RETURN SERVICE REQUESTED	1N1E34CC 4100	MULTNOMAH COUNTY JPMORGAN CHASE	BANK NA ATTN PROPERTY MANAGEMENT	401 N DIXON ST	PORTLAND OR 97227-1865
14	RETURN SERVICE REQUESTED		1N1E34CC 4100	MULTNOMAH COUNTY	421 SW 5TH AVE #600	PORTLAND OR 97204
15	RETURN SERVICE REQUESTED		1N1E34CC 4100	MULTNOMAH COUNTY	421 SW 5TH AVE #740	PORTLAND OR 97204
16	RETURN SERVICE REQUESTED		1N1E34CC 4100	TELENET COMMUNICATIONS	P O BOX 12913	SHAWNEE MISSION KS 66282-9696
17	RETURN SERVICE REQUESTED		1N1E34CC 4100	MULTNOMAH COUNTY	421 SW 5TH AVE #522	PORTLAND OR 97204
18	RETURN SERVICE REQUESTED		1N1E34CC 4100	JPMORGAN CHASE BANK NA	1111 POLARIS PKWY OH1-1086	COLUMBUS OH 43240
19	RETURN SERVICE REQUESTED		1N1E34CC 4300	COATES KOKES INC	421 SW 6TH AVE #700	PORTLAND OR 97204-1637
20	RETURN SERVICE REQUESTED		1N1E34CC 4300	DLR GROUP INC	6457 FRANCES ST #200	OMAHA NE 68106-2280
21	RETURN SERVICE REQUESTED		1N1E34CC 4300	GALOIS INC	421 SW 6TH AVE STE 300	PORTLAND OR 97204
22	RETURN SERVICE REQUESTED		1N1E34CC 4300	GOLDEN EAGLES LLC	422 SW BROADWAY	PORTLAND OR 97205
23	RETURN SERVICE REQUESTED		1N1E34CC 4300	KENNEDY JENKS CONSULTANTS INC	1500 NE IRVING ST #200	PORTLAND OR 97232
24	RETURN SERVICE REQUESTED		1N1E34CC 4300	NATIONAL FISH & WILDLIFE FOUNDATION	1133 15TH ST NW #1100	WASHINGTON DC 20005-2710
25	RETURN SERVICE REQUESTED		1N1E34CC 4300	NW ENERGY EFFICIENCY ALLIANCE INC	421 SW 6TH AVE STE 600	PORTLAND OR 97204-1819
26	RETURN SERVICE REQUESTED		1N1E34CC 4300	SHIELS OBLETZ JOHNSEN INC	421 SW 6TH AVE #750	PORTLAND OR 97204
27	RETURN SERVICE REQUESTED		1N1E34CC 4300	BUREAU OF HOUSING & COMMUNITY DEV	421 SW 6TH AVE #1100	PORTLAND OR 97204
28	RETURN SERVICE REQUESTED		1N1E34CC 4300	CELTRA INC	1101 SW MAIN ST	PORTLAND OR 97205-2008
29	RETURN SERVICE REQUESTED		1N1E34CC 4300	KONGREGATE INC	10620 TREENA ST STE 155	SAN DIEGO CA 92131
30	RETURN SERVICE REQUESTED		1N1E34CC 4300	RENEWABLE NORTHWEST PROJECT	421 SW 6TH AVE STE 1125	PORTLAND OR 97204-1629
31	RETURN SERVICE REQUESTED		1N1E34CC 4300	COLEHOUR + COHEN INC	1011 WESTERN AVE STE 702	SEATTLE WA 98109
32	RETURN SERVICE REQUESTED		1N1E34CC 4300	TIER1 IMPACT PBC INC	100 E RIVERCENTER BLVD #100	COVINGTON KY 41011
33	RETURN SERVICE REQUESTED		1N1E34CC 4300	COMMONWEALTH PROPERTY OWNER LLC	1 METLIFE WAY	WHIPPANY NJ 07981-1449
34	RETURN SERVICE REQUESTED	1N1E34CC 4300	MULTNOMAH COUNTY OREGON	C C & F/P S C C	421 SW 6TH AVE #1075	PORTLAND OR 97204
35	RETURN SERVICE REQUESTED		1N1E34CC 4300	NV5 GEOSPATIAL INC	200 S PARK RD STE 350	HOLLYWOOD FL 33021
36	RETURN SERVICE REQUESTED		1N1E34CC 4300	RWDI USA LLC	601 SW 2ND AVE STE 1140	PORTLAND OR 97204
37	RETURN SERVICE REQUESTED		1N1E34CC 4500	422 SW BROADWAY ASSOCIATES LLC	39 ARGONAUT	ALISO VIEJO CA 92656
38	RETURN SERVICE REQUESTED		1N1E34CC 4600	APPLE INC	12545 RIATA VISTA CIR MS 580-GL	AUSTIN TX 78727
39	RETURN SERVICE REQUESTED		1N1E34CC 4600	GREYCOURT & CO INC	2100 WHARTON ST STE 600	PITTSBURGH PA 15203
40	RETURN SERVICE REQUESTED		1N1E34CC 4600	IDB WORLDCOM SERVICES INC	500 CLINTON CENTER DR	CLINTON MS 39056
41	RETURN SERVICE REQUESTED		1N1E34CC 4600	JORGENSEN NEIL T	707 SW WASHINGTON ST STE 1100	PORTLAND OR 97205
42	RETURN SERVICE REQUESTED	1N1E34CC 4600	M B PARTNERSHIP & GENERAL PROP LLC	C/O MELVIN MARK CO	111 SW COLUMBIA ST #1380	PORTLAND OR 97201
43	RETURN SERVICE REQUESTED		1N1E34CC 4600	SUGARMAN DAHAB PC	101 SW MAIN ST STE 910	PORTLAND OR 97204
44	RETURN SERVICE REQUESTED		1N1E34CC 4600	DESIGN LLC ATTN TAX DEPT	PO BOX 28190	SCOTTSDALE AZ 85255
45	RETURN SERVICE REQUESTED		1N1E34CC 4600	INTEGRUS ARCHITECTURE PS	10 S CEDAR ST	SPOKANE WA 99201
46	RETURN SERVICE REQUESTED		1N1E34CC 4600	MASON BRUCE & GIRARD INC	707 SW WASHINGTON ST #1300	PORTLAND OR 97205
47	RETURN SERVICE REQUESTED		1N1E34CC 4600	OREGON ANESTHESIOLOGY GROUP PC	707 SW WASHINGTON ST STE 700	PORTLAND OR 97205
48	RETURN SERVICE REQUESTED		1N1E34CC 4600	TILDE INC	4394 LORDS LN	LAKE OSWEGO OR 97035-6530
49	RETURN SERVICE REQUESTED		1N1E34CC 4600	TRG OREGON AFFORDABLE HOUSING LLC	777 W PUTNAM AVE	GREENWICH CT 06820
50	RETURN SERVICE REQUESTED		1N1E34CC 4600	ELLIOTT OSTRANDER & PRESTON PC	707 SW WASHINGTON ST #1500	PORTLAND OR 97205
51	RETURN SERVICE REQUESTED		1N1E34CC 4600	EVERBANK NA	660 N CENTRAL EXPY STE 240	PLANO TX 75074
52	RETURN SERVICE REQUESTED		1N1E34CC 4600	KEELSON PARTNERS INC	707 SW WASHINGTON ST #1440	PORTLAND OR 97205-1440
53	RETURN SERVICE REQUESTED		1N1E34CC 4600	CONCERT GLOBAL NETWORKS (USA) LLC	11921 FREEDOM DR	RESTON VA 20190
54	RETURN SERVICE REQUESTED		1N1E34CC 4600	M C I TELECOMMUNICATIONS INC	707 17TH ST STE 4200	DENVER CO 80208
55	RETURN SERVICE REQUESTED		1N1E34CC 4600	OSU FOUNDATION	707 SW WASHINGTON ST STE 500	PORTLAND OR 97205
56	RETURN SERVICE REQUESTED	1N1E34CC 4600	QWEST COMMUNICATIONS CORP	TOM VIBBER	1801 CALIFORNIA ST STE 2500	DENVER CO 80202-2658
57	RETURN SERVICE REQUESTED		1N1E34CC 4600	ROMAIN FREESE LLC	6312 SW CAPITOL HWY	PORTLAND OR 97239-1938
58	RETURN SERVICE REQUESTED		1N1E34CC 4600	TIM JONES PC	888 SW 5TH AVE #1100	PORTLAND OR 97204
59	RETURN SERVICE REQUESTED		1N1E34CC 4600	WILLIAMS COMMUNICATIONS LLC	PO BOX 22067 MDC 14-F	TULSA OK 74121-2067
60	RETURN SERVICE REQUESTED		1N1E34CC 4600	XO COMMUNICATIONS INC	13865 SUNRISE VALLEY DR	HERNDON VA 20171-4661
61	RETURN SERVICE REQUESTED		1N1E34CC 6400	WOODLARK OWNER LLC	1640 NW IRVING ST	PORTLAND OR 97209
62	RETURN SERVICE REQUESTED		1N1E34CC 6400	LYFT BIKES & SCOOTERS LLC	185 BERRY ST STE 5000	SAN FRANCISCO CA 94107
63	RETURN SERVICE REQUESTED		1N1E34CC 6600	BORA ARCHITECTS INC	1705 SE 3RD AVE	PORTLAND OR 97214
64	RETURN SERVICE REQUESTED		1N1E34CC 6600	DOWL INC	222 N 32ND ST #700	BILLINGS MT 59101-1976
65	RETURN SERVICE REQUESTED		1N1E34CC 6600	DVQ CORP	1733 PEARL ST	EUGENE OR 97401

	A	B	C	D	E	F
66	RETURN SERVICE REQUESTED		1N1E34CC 6600	HAGGARD DENISE ET AL	PO BOX 16432	PORTLAND OR 97292
67	RETURN SERVICE REQUESTED		1N1E34CC 6600	KEARNS AND WEST INC	1800 K ST NW#1110	WASHINGTON DC 20006-2245
68	RETURN SERVICE REQUESTED		1N1E34CC 6600	MARGINALIA LLC	511 SW BROADWAY	PORTLAND OR 97205
69	RETURN SERVICE REQUESTED		1N1E34CC 6600	MICHAEL N GUTZLER PC	720 SW WASHINGTON ST STE 700	PORTLAND OR 97205-3564
70	RETURN SERVICE REQUESTED		1N1E34CC 6600	MILL CREEK RESIDENTIAL TRUST LLC	5910 N CENTRAL EXPY STE 1100	DALLAS TX 75206
71	RETURN SERVICE REQUESTED		1N1E34CC 6600	SAINT HONORE BAKERY INC	PO BOX 82182	PORTLAND OR 97282-0182
72	RETURN SERVICE REQUESTED		1N1E34CC 6600	URBAN RENAISSANCE GROUP LLC	720 SW WASHINGTON ST STE 640	PORTLAND OR 97205
73	RETURN SERVICE REQUESTED		1N1E34CC 6600	CONVERGENT WEALTH ADVISORS	12505 PARK POTOMAC AVE STE 400	POTOMAC MD 20854
74	RETURN SERVICE REQUESTED		1N1E34CC 6600	KKB WINES LLC	515 SW BROADWAY	PORTLAND OR 97205
75	RETURN SERVICE REQUESTED		1N1E34CC 6600	ROE PURVEYORS INC	3137 SE BROOKLYN ST	PORTLAND OR 97202
76	RETURN SERVICE REQUESTED		1N1E34CC 6600	ROSS CREATIONS INC	15008 TWIN FIR RD	LAKE OSWEGO OR 97035-3575
77	RETURN SERVICE REQUESTED		1N1E34CC 6600	24TH & MEATBALLS LLC	1271 NE HWY 99W #113	MCMINNVILLE OR 97128
78	RETURN SERVICE REQUESTED		1N1E34CC 6600	GPO MORGAN LLC	720 SW WASHINGTON ST STE 640	PORTLAND OR 97205
79	RETURN SERVICE REQUESTED		1N1E34CC 6600	NITA SILVIAN	515 SW BROADWAY #25	PORTLAND OR 97205
80	RETURN SERVICE REQUESTED		1N1E34CC 6600	THE CADMUS GROUP LLC	410 TOTTEN POND RD FL 4	WALTHAM MA 02451-2004
81	RETURN SERVICE REQUESTED		1N1E34CC 6600	TRICOL BIOMEDICAL INC	720 SW WASHINGTON ST STE 200	PORTLAND OR 97205
82	RETURN SERVICE REQUESTED		1N1E34CC 6600	URBANTOPIA LLC	728 SW WASHINGTON ST	PORTLAND OR 97205
83	RETURN SERVICE REQUESTED	1N1E34CC 6600	CAROLLO ENGINEERS INC	ATTN ACCOUNTS RECEIVABLE	4600 E WASHINGTON ST STE 500	PHOENIX AZ 85034
84	RETURN SERVICE REQUESTED		1N1E34CC 6600	DKS ASSOCIATES INC	1050 SW 6TH AVE STE 600	PORTLAND OR 97204
85	RETURN SERVICE REQUESTED		1N1E34CC 6600	DURHAM & BATES AGENCIES INC	1211 SW 5TH AVE STE 2800	PORTLAND OR 97204-3728
86	RETURN SERVICE REQUESTED		1N1E34CC 6600	L & L INVESTMENT PARTNERS LLC	3519 NE 15TH AVE #334	PORTLAND OR 97212
87	RETURN SERVICE REQUESTED		1N1E34CC 6600	THE SHUTTERBUG INC	2418 13TH ST SE	SALEM OR 97302
88	RETURN SERVICE REQUESTED		1N1E34CC 6700	PHP-PARK BUILDING LLC	808 SW ALDER ST #300	PORTLAND OR 97205
89	RETURN SERVICE REQUESTED		1N1E34CC 6700	IMELDA'S INC	717 SW ALDER ST	PORTLAND OR 97205
90	RETURN SERVICE REQUESTED		1N1E34CC 6700	ASPEN LODGING GROUP LLC	808 SW ALDER ST STE 300	PORTLAND OR 97205
91	RETURN SERVICE REQUESTED		1N1E34CC 6700	WISDOM FASHION INC	729 SW ALDER ST	PORTLAND OR 97205-3413
92	RETURN SERVICE REQUESTED		1N1E34CC 6800	ALTERNATIVE LEGAL SOLUTIONS INC	11080 CIRCLE POINT RD STE 200	WESTMINSTER CO 80020
93	RETURN SERVICE REQUESTED		1N1E34CC 6800	KASSAB JEWELERS INC	529 SW BROADWAY	PORTLAND OR 97205
94	RETURN SERVICE REQUESTED		1N1E34CC 6800	MMI ALDERWAY OWNER LLC	111 SW COLUMBIA ST #1380	PORTLAND OR 97201
95	RETURN SERVICE REQUESTED		1N1E34CC 6800	XANDR INC	1010 PINE ST9E-L-01	ST LOUIS MO 63101
96	RETURN SERVICE REQUESTED		1N1E34CC 7000	CRANELAW LLC	621 SW ALDER ST STE 600	PORTLAND OR 97205
97	RETURN SERVICE REQUESTED		1N1E34CC 7000	PROTOCOL SERVICES INC	5200 S MACADAM AVE STE 310	PORTLAND OR 97239
98	RETURN SERVICE REQUESTED		1N1E34CC 7000	CHASE LAW PC	2014 NE BROADWAY	PORTLAND OR 97232-1511
99	RETURN SERVICE REQUESTED		1N1E34CC 7000	ELECTRIC BUILDING LLC	621 SW ALDER ST #800	PORTLAND OR 97205
100	RETURN SERVICE REQUESTED		1N1E34CC 7000	KARPINSKI ALAN W	621 SW ALDER ST #600	PORTLAND OR 97205-3621
101	RETURN SERVICE REQUESTED		1N1E34CC 7000	MENASHE PROPERTIES INC	621 SW ALDER ST #800	PORTLAND OR 97205
102	RETURN SERVICE REQUESTED		1N1E34CC 7000	T-MOBILE USA INC	635 SW ALDER ST	PORTLAND OR 97205
103	RETURN SERVICE REQUESTED		1N1E34CC 7000	511 SW 10TH LLC	621 SW ALDER ST #800	PORTLAND OR 97205
104	RETURN SERVICE REQUESTED		1N1E34CC 7000	GOLDEN TORCH INC	2221 SW 1ST AVE #321	PORTLAND OR 97201
105	RETURN SERVICE REQUESTED		1N1E34CC 7000	KORN FERRY HAY GROUP INC	1900 AVE OF THE STARS #1500	LOS ANGELES CA 90067-4400
106	RETURN SERVICE REQUESTED		1N1E34CC 7000	OREGON HEALTH & SCIENCE UNIVERSITY	3181 SW SAM JACKSON PARK RD	PORTLAND OR 97239-3098
107	RETURN SERVICE REQUESTED		1N1E34CC 7000	PIXELPOOL INC	621 SW ALDER ST STE 300	PORTLAND OR 97205
108	RETURN SERVICE REQUESTED		1N1E34CC 7000	THE S GROUP INC	621 SW ALDER ST STE 900	PORTLAND OR 97205-3627
109	RETURN SERVICE REQUESTED		1N1E34CC 7000	CLARK/KJOS ARCHITECTS LLC	621 SW ALDER ST FL 7	PORTLAND OR 97205
110	RETURN SERVICE REQUESTED		1N1E34CC 7000	JONES ALAN	621 SW ALDER ST RM 840	PORTLAND OR 97205
111	RETURN SERVICE REQUESTED		1N1E34CC 7000	TYL W BAKKER LLC	621 SW ALDER ST #600	PORTLAND OR 97205-3621
112	RETURN SERVICE REQUESTED		1N1E34CC 7500	BPM ASSOCIATES (1995) LLC	610 SW ALDER ST #1221	PORTLAND OR 97205-3613
113	RETURN SERVICE REQUESTED		1N1E34CC 7600	WESTERN STATES CENTER INC	PO BOX 40305	PORTLAND OR 97240
114	RETURN SERVICE REQUESTED		1N1E34CC 7600	KIRK SALES INTERNATIONAL INC	8035 SE 140TH DR	PORTLAND OR 97236-6612
115	RETURN SERVICE REQUESTED		1N1E34CC 7600	CONFLUENCE CLINIC LLC	6042 SW 25TH AVE	PORTLAND OR 97239-2080
116	RETURN SERVICE REQUESTED		1N1E34CC 7600	506 WILCOX BUILDING LLC	621 SW ALDER ST #800	PORTLAND OR 97205
117	RETURN SERVICE REQUESTED		1N1E34CC 7600	BIZTEK PEOPLE INC	PO BOX 212757	ROYAL PALM BEACH FL 33421-2757
118	RETURN SERVICE REQUESTED		1N1E34CC 7600	LATOCKI RAYMOND	2629 SW 180TH TER	BEAVERTON OR 97006
119	RETURN SERVICE REQUESTED		1N1E34CC 7600	LIFEWORKS NW	14600 NW CORNELL RD	PORTLAND OR 97229
120	RETURN SERVICE REQUESTED		1N1E34CC 7700	FIFTH/ALDER ASSOCIATES L P	506 SW WASHINGTON ST	PORTLAND OR 97204
121	RETURN SERVICE REQUESTED		1N1E34CC 7700	HPT IHG-2 PROPERTIES TRUST	506 SW WASHINGTON ST	PORTLAND OR 97204
122	RETURN SERVICE REQUESTED		1N1E34CC 7800	TIME WARNER TELECOM OF OREGON LLC	10475 PARK MEADOWS DR	LITTLETON CO 80124
123	RETURN SERVICE REQUESTED		1N1E34CC 7800	BANK OF CALIFORNIA TR	PO BOX 64142	SAINT PAUL MN 55164-0142
124	RETURN SERVICE REQUESTED		1N1E34CC 7800	FUSION LLC	112 E PECAN ST #2315	SAN ANTONIO TX 78205-1562
125	RETURN SERVICE REQUESTED		1N1E34CC 7800	CITY CENTER PARKING (LP)	65 SW YAMHILL ST #200	PORTLAND OR 97204
126	RETURN SERVICE REQUESTED		1N1E34CC 7800	NTT DATA AMERICAS INC	PO BOX 802206	DALLAS TX 75380-2206
127	RETURN SERVICE REQUESTED		1N1E34CC 7900	RADAR LLC	520 SW 6TH AVE STE 200	PORTLAND OR 97204-1507
128	RETURN SERVICE REQUESTED		1N1E34CC 7900	AZUMANO COMPANY	192 BALLARD CT #200	VIRGINIA BEACH VA 23462
129	RETURN SERVICE REQUESTED		1N1E34CC 7900	KRAMER MARK	520 SW 6TH AVE #1010	PORTLAND OR 97204
130	RETURN SERVICE REQUESTED		1N1E34CC 7900	KUROTANI NORTH AMERICA INC	1050 SW 6TH AVE STE 1100	PORTLAND OR 97204

	A	B	C	D	E	F
131	RETURN SERVICE REQUESTED		1N1E34CC 7900	LEGAL AID SERVICES OF OREGON	520 SW 6TH AVE STE 700	PORTLAND OR 97204
132	RETURN SERVICE REQUESTED		1N1E34CC 7900	WEAVER & TIDWELL LLP	2300 N FIELD ST STE 1000	DALLAS TX 75201
133	RETURN SERVICE REQUESTED		1N1E34CC 7900	FELTON PROPERTIES	6915 S MACADAM AVE	PORTLAND OR 97219-2398
134	RETURN SERVICE REQUESTED		1N1E34CC 7900	FELTON PROPERTIES INC	520 SW 6TH AVE STE 610	PORTLAND OR 97204
135	RETURN SERVICE REQUESTED		1N1E34CC 7900	GIBSON SUBWAY ENTERPRISES INC	11826 SW BARBER ST	WILSONVILLE OR 97070
136	RETURN SERVICE REQUESTED		1N1E34CC 7900	GNC HOLDINGS LLC	75 HOPPER PL STE 501	PITTSBURGH PA 15222
137	RETURN SERVICE REQUESTED		1N1E34CC 7900	DEATH WITH DIGNITY NATIONAL CENTER	520 SW 6TH AVE STE 1220	PORTLAND OR 97204
138	RETURN SERVICE REQUESTED		1N1E34CC 7900	NMQ DIGITAL US INC	610 SW ALDER ST #610	PORTLAND OR 97205-3625
139	RETURN SERVICE REQUESTED		1N1E34CC 7900	PORTLAND CASCADE BUILDING LLC	111 SW 5TH AVE RM 1250	PORTLAND OR 97204
140	RETURN SERVICE REQUESTED		1N1E34CC 8000	AHERN SHEILA K	610 SW ALDER ST RM 920	PORTLAND OR 97205
141	RETURN SERVICE REQUESTED		1N1E34CC 8000	BENJAMIN C WANG DMD PC	610 SW ALDER ST #1105	PORTLAND OR 97205
142	RETURN SERVICE REQUESTED		1N1E34CC 8000	BRIDGE CITY PERSONAL INJURY LAW LLC	610 SW ALDER ST #600	PORTLAND OR 97205
143	RETURN SERVICE REQUESTED		1N1E34CC 8000	DOWNTOWN FOOT CLINIC LLC	610 SW ALDER ST STE 506	PORTLAND OR 97205
144	RETURN SERVICE REQUESTED		1N1E34CC 8000	KOBIN CHARLES L	610 SW ALDER ST #1010	PORTLAND OR 97205-3611
145	RETURN SERVICE REQUESTED		1N1E34CC 8000	LEVI MERRITHEW HORST LLP	610 SW ALDER ST #415	PORTLAND OR 97205
146	RETURN SERVICE REQUESTED		1N1E34CC 8000	STAR PARK LLC	610 SW ALDER ST RM 515	PORTLAND OR 97205
147	RETURN SERVICE REQUESTED		1N1E34CC 8000	WINTEROWD & BROOKS LLC	610 SW ALDER ST #810	PORTLAND OR 97205
148	RETURN SERVICE REQUESTED		1N1E34CC 8000	CALHOUN & FISHBACK PC	610 SW ALDER ST RM 803	PORTLAND OR 97205
149	RETURN SERVICE REQUESTED		1N1E34CC 8000	LELAND CONSULTING GROUP INC	610 SW ALDER ST STE 1200	PORTLAND OR 97205
150	RETURN SERVICE REQUESTED		1N1E34CC 8000	WELLS FARGO BANK	PO BOX 2609	CARLSBAD CA 92018-2609
151	RETURN SERVICE REQUESTED		1N1E34CC 8000	ENGRED CHAI	610 SW ALDER ST STE 300	PORTLAND OR 97205
152	RETURN SERVICE REQUESTED		1N1E34CC 8000	KITTELSON & ASSOCIATES INC	851 SW 6TH AVE #600	PORTLAND OR 97204
153	RETURN SERVICE REQUESTED		1N1E34CC 8000	NARAL PRO-CHOICE OREGON	PO BOX 40472	PORTLAND OR 97240
154	RETURN SERVICE REQUESTED		1N1E34CC 8000	PEARL LAW LLC	333 SW TAYLOR ST STE 300	PORTLAND OR 97204-2446
155	RETURN SERVICE REQUESTED		1N1E34CC 8000	RALPH SCHLESINGER COMPANY LLC	610 SW ALDER ST #1221	PORTLAND OR 97205-3613
156	RETURN SERVICE REQUESTED		1N1E34CC 8200	CITIZEN'S UTILITY BOARD	610 SW BROADWAY #400	PORTLAND OR 97205
157	RETURN SERVICE REQUESTED		1N1E34CC 8200	DR MARTENS AIRWAIR USA LLC	616 SW BROADWAY	PORTLAND OR 97205
158	RETURN SERVICE REQUESTED		1N1E34CC 8200	610 BROADWAY LLC MENASHE R BARRY	621 SW ALDER ST #800	PORTLAND OR 97205
159	RETURN SERVICE REQUESTED		1N1E34CC 8200	STAFFING SOLUTIONS LLC	610 SW BROADWAY #500	PORTLAND OR 97205
160	RETURN SERVICE REQUESTED		1N1E34CC 8200	LUXOTTICA RETAIL NORTH AMERICA INC	PO BOX 331429	NASHVILLE TN 37206
161	RETURN SERVICE REQUESTED		1N1E34CC 8200	SLY RICHARD A	610 SW BROADWAY STE 405	PORTLAND OR 97205
162	RETURN SERVICE REQUESTED		1N1E34CC 8200	JOSEPH RHINEWINE PHD PC	610 SW BROADWAY #306	PORTLAND OR 97205-3404
163	RETURN SERVICE REQUESTED		1N1E34CC 8200	OREGON CVS PHARMACY LLC	PO BOX 1610	COCKEYSVILLE MD 21030
164	RETURN SERVICE REQUESTED		1N1E34CC 8200	PARRILLI RENISON LLC	610 SW BROADWAY STE 505	PORTLAND OR 97205
165	RETURN SERVICE REQUESTED	1N1E34CC 8300	COFFEE BEAN INTERNATIONAL INC	FARMER BROS COATTN TAX DEPARTMENT	14501 NORTH FREEWAY	FORT WORTH TX 76177
166	RETURN SERVICE REQUESTED		1N1E34CC 8300	DESIGN 10301 LLC	2401 S BAYVIEW ST	SEATTLE WA 98144
167	RETURN SERVICE REQUESTED		1N1E34CC 8300	NOUREDINE HADI DMD	11530 SW RIVERWOOD RD	PORTLAND OR 97219
168	RETURN SERVICE REQUESTED		1N1E34CC 8400	PARK MICHAEL	75 GLEN ALPINE RD	PIEDMONT CA 94611
169	RETURN SERVICE REQUESTED		1N1E34CC 8400	PROTEUS DISCOVERY GROUP LLC	155 E MARKET ST STE 400	INDIANAPOLIS IN 46204
170	RETURN SERVICE REQUESTED		1N1E34CC 8500	CANDI LLC & GM625 LLC	920 SW 6TH AVE #223	PORTLAND OR 97204-1207
171	RETURN SERVICE REQUESTED		1N1E34CC 8500	CAPITAL ONE NA C/O RYAN LLC	PO BOX 20117	ATLANTA GA 30325
172	RETURN SERVICE REQUESTED		1N1E34CC 8500	MORONES SERENA CPA	1455 SW BROADWAY ST 1750	PORTLAND OR 97201
173	RETURN SERVICE REQUESTED	1N1E34CC 8500	UNIVERSAL PROTECTION SERVICE LLC	ATN TAX DEPARTMENT	450 EXCHANGE	IRVINE CA 92602
174	RETURN SERVICE REQUESTED		1N1E34CC 8600	KEVIN W KEITHLEY CPA PC	715 SW MORRISON ST STE 700	PORTLAND OR 97205
175	RETURN SERVICE REQUESTED		1N1E34CC 8600	GOODMAN GEN III LLC & PIPAB LLC	920 SW 6TH AVE #223	PORTLAND OR 97204
176	RETURN SERVICE REQUESTED		1N1E34CC 8600	MEDIAMERICA INC	715 SW MORRISON ST STE 800	PORTLAND OR 97205
177	RETURN SERVICE REQUESTED		1N1E34CC 8600	PIONEER COURTHOUSE SQUARE INC	715 SW MORRISON ST #702	PORTLAND OR 97205
178	RETURN SERVICE REQUESTED	1N1E34CC 8600	WELLS FARGO FINANCIAL LEASING INC	PROPERTY TAX COMPLIANCE	PO BOX 36200	BILLINGS MT 59107-6200
179	RETURN SERVICE REQUESTED		1N1E34CC 8600	WESTERN ARTS ALLIANCE	333 NW PARK AVE	PORTLAND OR 97209
180	RETURN SERVICE REQUESTED		1N1E34CC 8600	AMERICAN INTERNATIONAL SUPPLY INC	575 INDEPENDENT RD	OAKLAND CA 94621
181	RETURN SERVICE REQUESTED	1N1E34CC 8600	GRIDWORKS LAB INC	HAMSTREET & ASSOCIATES	1 SW COLUMBIA ST #1575	PORTLAND OR 97204-4040
182	RETURN SERVICE REQUESTED		1N1E34CC 8600	SMITH BARRY R PC	1604 NW 15TH AVE	PORTLAND OR 97209
183	RETURN SERVICE REQUESTED		1N1E34CC 8700	MORRISON PARK PARTNERS LLC	824 NW ALBEMARLE TER	PORTLAND OR 97210
184	RETURN SERVICE REQUESTED		1N1E34CC 8800	PARK AVENUE FINE WINES LLC	PO BOX 387	OREGON CITY OR 97045
185	RETURN SERVICE REQUESTED		1N1E34CC 8800	NSHE LA MESA LLC	PO BOX 3269	OREGON CITY OR 97045
186	RETURN SERVICE REQUESTED		1N1E34CC 8900	PORTLAND HOTEL LLC	750 SW ALDER ST	PORTLAND OR 97205
187	RETURN SERVICE REQUESTED		1N1E34CC 9000	ATLAS INVESTMENTS LLC	808 SW ALDER ST #200	PORTLAND OR 97205
188	RETURN SERVICE REQUESTED		1N1E34CC 9000	ALDER PARK INVESTMENTS LLC	808 SW ALDER ST #200	PORTLAND OR 97205
189	RETURN SERVICE REQUESTED		1N1E34CC 90000	BROADWAY & WASHINGTON CONDO OWNERS	3445 PEACHTREE RD NE #700	ATLANTA GA 30326
190	RETURN SERVICE REQUESTED		1N1E34CC 90003	WB SUNSTONE-PORTLAND LLC	15 ENTERPRISE STE 200	ALISO VIEJO CA 92656
191	RETURN SERVICE REQUESTED		1N1E34CC 9100	GIGI LIFESTYLE SALON INC	PO BOX 16225	PORTLAND OR 97292
192	RETURN SERVICE REQUESTED		1N1E34CC 9100	GERASIMOV ANATOLIY	803 SW MORRISON ST #B	PORTLAND OR 97205
193	RETURN SERVICE REQUESTED		1N1E34CC 9100	INNOVATIVE KWVS LLC	219 NW 2ND AVE	PORTLAND OR 97209
194	RETURN SERVICE REQUESTED		1N1E34CC 9100	7-ELEVEN INC	PO BOX 4900	SCOTTSDALE AZ 85261-4900
195	RETURN SERVICE REQUESTED		1N1E34CC 9100	MICHAEL ALLEN'S INC	811 SW MORRISON ST	PORTLAND OR 97205-3118

	A			B		C		D		E		F	
196	RETURN	SERVICE	REQUESTED			1N1E34CC	9100	TK BEAUTY INC		803 SW MORRISON ST		PORTLAND OR	97205
197	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	MULTNOMAH DEFENDERS INC		522 SW 5TH AVE #1000		PORTLAND OR	97204
198	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	RALLY MARKETING GROUP		13127 66TH PL NE		KIRKLAND WA	98034
199	RETURN	SERVICE	REQUESTED	1N1E34CD	9600			FIRST-CITIZENS BANK & TRUST COMPANY	C/O RYAN LLC	PO BOX 460709		HOUSTON TX	77056
200	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	OREGON LAW CENTER		921 SW WASHINGTON ST STE 516		PORTLAND OR	97205
201	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	MARQUEE SEARCH INC		4931 SW CANTERBURY LN		PORTLAND OR	97219-3326
202	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	R J & L ENTERPRISES INC		2310 NW EVERETT ST @250		PORTLAND OR	97210
203	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	REVELATION INC		1173 IGNITION DR		SOUTH BEND IN	46601-2901
204	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	AUSUBEL JOAN E PHD		1327 SE TACOMA ST PMB 382		PORTLAND OR	97202-6639
205	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	DUII SANCTIONS PROJECT-OSHU		522 SW 5TH AVE STE 1022		PORTLAND OR	97204
206	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	GEOSYNTEC CONSULTANTS INC		900 BROKEN SOUND PKWY STE 200		BOCA RATON FL	33487
207	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	METAL TOAD MEDIA INC		522 SW 5TH AVE STE 400		PORTLAND OR	97204
208	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	NRCF YEON OWNER LLC		50 CALIFORNIA ST #3000		SAN FRANCISCO CA	94111-4774
209	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	NRCF YEON OWNER LLC		720 SW WASHINGTON ST #640		PORTLAND OR	97205
210	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	RELX GROUP		13155 NOEL RD #100		DALLAS TX	75240-5050
211	RETURN	SERVICE	REQUESTED			1N1E34CD	9600	WASHINGTON FEDERAL		425 PIKE ST		SEATTLE WA	98101
212	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	HANSEN PETER O		620 SW 5TH AVE #1210		PORTLAND OR	97204
213	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	KRAUSE DARCIA ATTY AT LAW		620 SW 5TH AVE #602		PORTLAND OR	97204
214	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	STATE OF OREGON		620 SW 5TH AVE RM 907		PORTLAND OR	97204
215	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	620 BUILDING & ANNEX LLC		620 SW 5TH AVE #300		PORTLAND OR	97204
216	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	AQUENT LLC		501 BOYLSTON ST 3RD FLR		BOSTON MA	02116
217	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	BASIC RIGHTS OREGON		PO BOX 40625		PORTLAND OR	97240
218	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	BRIAN MCGOWAN ATTORNEY AT LAW		PO BOX 11362		PORTLAND OR	97211
219	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	DAIN C PAXTON DMD MS LLC		8152 SW HALL BLVD		BEAVERTON OR	97008-6415
220	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	THE LIBRARY FOUNDATION INC		620 SW 5TH AVE RM 1025		PORTLAND OR	97204
221	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	BATTELLE MEMORIAL INSTITUTE		505 KING AVE		COLUMBUS OH	43201
222	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	CASCADE AIDS PROJECT		520 NW DAVIS ST #300		PORTLAND OR	97209
223	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	LAWYERS' CAMPAIGN FOR EQUAL JUSTICE		620 SW 5TH AVE STE 1225		PORTLAND OR	97204
224	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	MAC'S LIST INC		1400 SW 5TH AVE STE 255		PORTLAND OR	97201-5539
225	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	MULTNOMAH BAR ASSOCIATION INC		620 SW 5TH AVE #1220		PORTLAND OR	97204
226	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	OREGON CAMPUS COMPACT		620 SW 5TH AVE STE 800		PORTLAND OR	97204
227	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	UNITED LANGUAGE GROUP INC		10001 MASTIN ST#500		OVERLAND PARK KS	66210-1843
228	RETURN	SERVICE	REQUESTED			1S1E03BA	8400	INT SUMMERSTAYS/TALKING TRAVELER		620 SW 5TH AVE STE 625		PORTLAND OR	97204
229	RETURN	SERVICE	REQUESTED			1S1E03BB	100	NIKE RETAIL SERVICES INC		PO BOX 331029		NASHVILLE TN	37203
230	RETURN	SERVICE	REQUESTED			1S1E03BB	100	PEGG INVESTMENT CO		920 SW 6TH AVE #223		PORTLAND OR	97204
231	RETURN	SERVICE	REQUESTED			1S1E03BB	100	METROPOLITAN PUBLIC DEFENDER		630 SW 5TH AVE		PORTLAND OR	97204
232	RETURN	SERVICE	REQUESTED			1S1E03BB	1300	UNITED STATES OF AMERICA		1220 SW 3RD AVE #1616		PORTLAND OR	97204-2822
233	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	ALDRICH GOLDSTEIN PC		621 SW MORRISON ST STE 1050		PORTLAND OR	97205-3822
234	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	NELSON/NYGAARD CONSULTING ASSOC INC		410 N MICHIGAN AVE STE 1600		CHICAGO IL	60611
235	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	BLRB ARCHITECTS PS		PO BOX 178		BEND OR	97709-0178
236	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	E*TRADE FINANCIAL CORP		671 N GLEBE RD14TH FLOOR		ARLINGTON VA	22203
237	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	GREENLEAF JUICING COMPANY LLC		810 NW 12TH AVE		PORTLAND OR	97209
238	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	HOLLOWAY KELLI L		621 SW MORRISON ST STE 1000		PORTLAND OR	97205
239	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	REEVE KEARNS PC		PO BOX 13015		PORTLAND OR	97213-0015
240	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	SUSTAINABLE NORTHWEST		1130 SW MORRISON ST STE 510		PORTLAND OR	97205
241	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	ZERBE KATHRYN J MD		621 SW MORRISON ST STE 1000		PORTLAND OR	97205
242	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	BRISCHETTO STEPHEN L		1500 SW 1ST AVE STE 1000		PORTLAND OR	97201-3834
243	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	JUSTIN HICKOX STUDIO INC		621 SW MORRISON ST #150-M		PORTLAND OR	97205
244	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	LBJ ABB LLC		621 SW ALDER ST UITE 800		PORTLAND OR	97205
245	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	MARGOLIN PHILLIP M		28 SE 28TH AVE UNIT 311		PORTLAND OR	97214-1861
246	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	BUSSE & HUNT LLC		PO BOX 13540		PORTLAND OR	97213-0540
247	RETURN	SERVICE	REQUESTED			1S1E03BB	1800	PICKETT DUMMIGAN LLP		210 SW MORRISON ST #400		PORTLAND OR	97204
248	RETURN	SERVICE	REQUESTED			1S1E03BB	1900	SANDER OPERATING CO III LLC		8350 BROAD ST STE 2000		TYSONS VA	22102
249	RETURN	SERVICE	REQUESTED			1S1E03BB	1900	PORTLAND CITY OF (LEASED KGW-TV		1501 SW JEFFERSON ST		PORTLAND OR	97201
250	RETURN	SERVICE	REQUESTED			1S1E03BB	1900	REGIONAL GOVERNMENT TRIMET		701 SW 6TH AVE		PORTLAND OR	97204
251	RETURN	SERVICE	REQUESTED	1S1E03BB	1900			STARBUCKS CORPORATION	C/O RYAN TAX COMPLIANCE SVCS LLC	PO BOX 460849 DEPT 114		HOUSTON TX	77056
252	RETURN	SERVICE	REQUESTED			1S1E03BB	1900	OLYMPIA PROVISIONS SANDWICH	EATERY LLC	123 SE 2ND AVE		PORTLAND OR	97214
253	RETURN	SERVICE	REQUESTED			1S1E03BB	1900	BANK OF AMERICA NA	BUSINESS PERSONAL PROPERTY	PO BOX 32727		CHARLOTTE NC	28232
254	RETURN	SERVICE	REQUESTED			1S1E03BB	1900	PIONEER COURTHOUSE SQ OF PDX INC		701 SW 6TH AVE		PORTLAND OR	97204
255	RETURN	SERVICE	REQUESTED	1S1E03BB	1900			PORTLAND CITY OF STARBUCKS	COFFEE CO #401 PROP MGMT S-RE3	P O BOX 34067		SEATTLE WA	98124-1067
256	RETURN	SERVICE	REQUESTED			1S1E03BB	2000	MARIOS INC		806 SW BROADWAY STE 400		PORTLAND OR	97205
257	RETURN	SERVICE	REQUESTED			1S1E03BB	2000	RICHARD L GRANT PC		806 SW BROADWAY #800		PORTLAND OR	97205-3310
258	RETURN	SERVICE	REQUESTED			1S1E03BB	2000	CRP PROPERTIES INC		2900 STANDIFORD AVE FLR 1		MODESTO CA	95350
259	RETURN	SERVICE	REQUESTED			1S1E03BB	2000	REVELRY AGENCY LLC		806 SW BROADWAY #1000		PORTLAND OR	97205
260	RETURN	SERVICE	REQUESTED			1S1E03BB	2000	REYN M JOHNSON DC PC		806 SW BROADWAY STE 350		PORTLAND OR	97205

	A	B	C	D	E	F
261	RETURN SERVICE REQUESTED		1S1E03BB 2000	BANK OF THE WEST	PO BOX 5155	SAN RAMON CA 94583-5155
262	RETURN SERVICE REQUESTED	1S1E03BB 2100	DEKA USA PROPERTY FOUR LP	C/O JONES LANG LASALLE AMERICA INC	920 SW 6TH AVE #375	PORTLAND OR 97204
263	RETURN SERVICE REQUESTED		1S1E03BB 2100	M ARTHUR GENSLE JR & ASSOC INC	220 MONTGOMERY ST STE 200	SAN FRANCISCO CA 94104-3504
264	RETURN SERVICE REQUESTED		1S1E03BB 2100	OMBU INC	811 SW 6TH AVE STE 1000	PORTLAND OR 97204-1345
265	RETURN SERVICE REQUESTED	1S1E03BB 2100	COLLIERS INTERNATIONAL OR LLC	RYAN LLC DEPT 565	PO BOX 4900 DEPT 565	SCOTTSDALE AZ 85261-4900
266	RETURN SERVICE REQUESTED		1S1E03BB 2100	STATE OF OREGON	811 SW 6TH AVE #600	PORTLAND OR 97204
267	RETURN SERVICE REQUESTED		1S1E03BB 2100	STATE OF OREGON	811 SW 6TH AVE #1000	PORTLAND OR 97204
268	RETURN SERVICE REQUESTED		1S1E03BB 2100	TRC COMPANIES LLC	21 GRIFFIN RD N	WINDSOR CT 06095
269	RETURN SERVICE REQUESTED		1S1E03BB 2100	WATER AVENUE COFFEE LLC	PO BOX 18172	PORTLAND OR 97218
270	RETURN SERVICE REQUESTED		1S1E03BB 2100	INDUSTRIOUS POR 811 SW 6TH AVE LLC	228 PARK AVE SPMB 54351	NEW YORK NY 10003-1502
271	RETURN SERVICE REQUESTED		1S1E03BB 2100	WSP USA INC	4139 OREGON PIKE	EPHRATA PA 17522
272	RETURN SERVICE REQUESTED		1S1E03BB 4800	GUCCI AMERICA INC	150 TOTOWA RD	WAYNE NJ 07470
273	RETURN SERVICE REQUESTED		1S1E03BB 4800	NORDSTROM INC	PO BOX 21045	SEATTLE WA 98101
274	RETURN SERVICE REQUESTED		1S1E03BB 4800	PARR FINANCIAL OREGON LLC	16165 SW REGATTA LN #800	BEAVERTON OR 97006-8309
275	RETURN SERVICE REQUESTED	1S1E03BB 70000	SIX TWENTY ONE SW FIFTH AVENUE	BUILDING CONDO OWNERS' ASSN	7 W 7TH ST	CINCINNATI OH 45202
276	RETURN SERVICE REQUESTED		1S1E03BB 70001	BEAVERS OWNER LLC	4747 BETHESDA AVE STE 1100	BETHESDA MD 20814
277	RETURN SERVICE REQUESTED	1S1E03BB 70002	EOSII/SB PORTLAND LLC	ATTN CLINT COPULOS	800 NEWPORT CENTER DR #700	NEWPORT BEACH CA 92660
278	RETURN SERVICE REQUESTED	1S1E03BB 90000	GOLDEN GOOSE PORTLAND LLC	C/O RYAN LLC	PO BOX 20117	ATLANTA GA 30325
279	RETURN SERVICE REQUESTED	1S1E03BB 90000	ASSOCIATION OF UNIT OWNERS OF	PIONEER PLACE CONDO	700 SW 5TH AVE	PORTLAND OR 97204
280	RETURN SERVICE REQUESTED		1S1E03BB 90001	PIONEER PLACE LLC	PO BOX 101042	CHICAGO IL 60610-8900
281	RETURN SERVICE REQUESTED		1S1E03BB 90003	LIPT SW FIFTH AVE LLC	333 W WACKER DR #2300	CHICAGO IL 60606-1266
282	RETURN SERVICE REQUESTED	OWNER/AGENT 1N1E34CC 8100	HISTORIC PDX PUBLIC MARKET FNDTN	ELKAN JESSICA	PO BOX 96313	PORTLAND OR 97296
283	RETURN SERVICE REQUESTED	OWNER	1N1E34CC 8000	RALPH SCHLESINGER CO LLC	610 SW ALDER ST #1221	PORTLAND OR 97205
284	RETURN SERVICE REQUESTED	ARCHITECT	BCV ARCHITECTURE + INTERIORS	HARDY MAUREEN	1527 STOCKTON ST F14	SAN FRANCISCO CA 94133
285	RETURN SERVICE REQUESTED	APPLICANT	COLAB ARCHITECTURE & URBAN DESIGN	LLC ANTOLIN LAUREN	1189 NW PETTYGROVE ST	PORTLAND OR 97209
286	RETURN SERVICE REQUESTED		PORTLAND DOWNTOWN NA	DEBARDELABEN MARIAN	434 NW 6TH AVE SUITE 202	PORTLAND OR 97209
287	RETURN SERVICE REQUESTED		LAND USE CONTACT	DISTRICT 4 NEIGHBORHOOD COALITION	434 NW 6TH AVE SUITE 202	PORTLAND OR 97209
288	RETURN SERVICE REQUESTED		DOWNTOWN RETAIL COUNCIL	MEAD SYDNEY	121 SW SALMON ST STE 1440	PORTLAND OR 97204
289	RETURN SERVICE REQUESTED		LAND USE CONTACT	PIONEER COURTHOUSE SQ	715 SW MORRISON #702	PORTLAND OR 97205
290	RETURN SERVICE REQUESTED		LAND USE CONTACT	CENTRAL CITY CONCERN	232 NW 6TH AVE	PORTLAND OR 97209
291	RETURN SERVICE REQUESTED		LAND USE CONTACT	TRANSIT DEVELOPMENT	101 SW MAIN STREET SUITE 700	PORTLAND OR 97204
292					PROSPER PORTLAND LAND USE CONTACT	129/PROSPER

Design Advice Request

JAMES BEARD PUBLIC MARKET

CASE FILE	EA 25-023533 DA		
WHEN	Monday, May 5, 2025 @ 1:30 PM <i>(This is the hearing start time - see Commission agenda for estimated project start time)</i>		
WHERE	ONLINE: Meeting link will be listed on the agenda available at www.portland.gov/ppd/landmarks		
HOW	TO COMMENT: Follow instructions on the Historic Landmarks Commission agenda <u>or</u> email the planner at benjamin.nielsen@portlandoregon.gov		
REVIEW BY	Historic Landmarks Commission		
PROCESS	A Design Advice Request is a voluntary review process that allows the Commission to provide early feedback on a development proposal, prior to the required land use review		
PROPOSAL	Design Advice Request for proposed exterior alterations to the Historic Landmark Selling Building (610 SW Alder) and the existing building at 622 SW Alder for the James Beard Public Market. Proposed alterations at the Selling Building include removal of the existing storefronts and granite cladding on the ground and second floor and replacement with new storefronts, dark granite bases and pilasters, embossed metal cladding, back-painted glass sign bands, and awnings at the ground floor and new wood-framed windows and terra cotta cladding at the second floor. Similar alterations are proposed across the whole façade on the 622 SW Alder building. Modifications to Title 32 Sign Code standards are likely, and a Modification to the bird-friendly glazing standard might be requested at the 622 SW Alder building.		
REVIEW APPROVAL CRITERIA	Central City Fundamental Design Guidelines PZC 33.846.060.G: Other Historic Approval Criteria		
SITE ADDRESS	610 & 622 SW Alder St		
ZONING/ DESIGNATION	CXd – Central Commercial with Design and Historic Resource Overlays Historic Landmark (Selling Building)		
APPLICANT	Lauren Antolin, COLAB Architecture and Urban Design LLC	OWNER'S REP	Ralph Schlesinger Company LLC
QUESTIONS? PP&D CONTACT	Benjamin Nielsen, City Planner (503) 865-6519 / benjamin.nielsen@PortlandOregon.gov Portland Permitting & Development, 1900 SW 4 th Ave, Suite 5000, Portland, OR 97201		

Traducción e interpretación | Chuyển Ngữ hoặc Phiên Dịch | 翻译或传译 | Turjumida ama Fasiraadda | 翻訳または通訳 | ການແປພາສາ ຫຼື ການອະທິບາຍ
Письменный или устный перевод | Traducere sau Interpretare | 번역및통역 | الترجمة التحريرية أو الشفوية | Письмовий або усний переклад



503-823-7300



BDS@PortlandOregon.gov



www.PortlandOregon.gov/bds/translated

TTY: 503-823-6868
Relay Service: 711



City of Portland, Oregon

Portland Permitting & Development

Land Use Services

David Kuhnhausen, Interim Director
Phone: (503) 823-7300
TTY: 711
www.portland.gov/ppd

DESIGN ADVICE REQUEST PROCESS OVERVIEW

Purpose

Design Advice Requests (DARs) are a form of early assistance intended to provide a public forum for the preliminary discussion and exchange of information between the applicant, PP&D staff, the public, and the representative Commission. The feedback that results from a DAR is advisory and preliminary in nature. The DAR is not a land use review and decisions are not made in the DAR process.

An applicant may request advice from the Design Commission or Historic Landmarks Commission prior to submitting a land use review. In some cases, a DAR may be required by a provision of the Zoning Code. These requests do not substitute for required prescribed regulatory or legislative processes.

Public Participation

The public meeting with the Commission will provide an opportunity for parties to submit oral and written comment. The Commission relies on Portlanders to bring their perspective on their community. Portland has a strong design legacy that continues through this process. The public's early input on significant projects helps to make sure we get this right. Continued participation through the land use review is necessary for public comments to be part of the land use review record.

Meeting Order

The order of appearance for those attending the meeting is as follows:

- PP&D Staff Introduction
- Applicant Presentation
- City Staff Discussion Topics
- Public Comments
- Commission and Applicant Discussion

Guiding Criteria

Design Guidelines are used to guide the conversation during the DAR because they are the approval criteria used in the subsequent land use review. All feedback should relate to the concept's response to the Guidelines. Copies of the Design Guidelines are available online at portlandoregon.gov/designguidelines.

Outside DAR Scope

The Commissions only have the authority to influence elements of a project that relate to the approval criteria. For example, guidelines do not address private views. Here other resources for questions on issues that the Commissions cannot address:

Bureau of Planning and Sustainability (BPS)
503-823-7700 | portlandoregon.gov/bps

- Off-Street Parking Requirements
- Upcoming Legislative Projects on Zoning
- Zoning Allowances

Bureau of Transportation (PBOT) | 503-823-5185 | portlandoregon.gov/transportation

- On-Street Parking
- Construction Impacts on Streets & Sidewalks

Office of Community & Civic Life
503-823-4519 | portlandoregon.gov/civic

- Neighborhood Association Information
- Crime Prevention
- Noise Control Program
- Neighborhood Mediation



SW ALDER STREET



SW 6TH AVE

Applicant's Guide to Zoom Webinar Hearings for Design Commission and Landmarks Commission

Preparing for the Webinar

1. Test your set-up. The easiest way to make sure that you're all set for the Webinar is to try out Zoom's "[test meeting](#)". If your audio and video work on this test, you will be fine when you join the Webinar.
 - We recommend downloading Zoom to your desktop or phone ([Learn more about downloading Zoom](#)) so that you can make use of its full functionality. You can also download the [Zoom app](#) for easy entry into the Webinar.
 - Some helpful resources from Zoom: Check out these resources from Zoom: [FAQ](#) and [Zoom Video Tutorials](#).
2. We will open the Zoom Webinar 30 minutes before the hearing, so you can log on, say hi, do a sound check, try a few Zoom features such as raising hands, and get settled.
3. Review the agenda and know when your item will be coming up.
4. Turn off computer notifications so we don't hear them during the Webinar.
5. Please have all presentation materials prepared, open, and ready to go.
 - All other documents and windows should be closed. This will help facilitate easier transitions to screen-sharing.
6. Applicants will be on video, so check your background for distractions.
 - Try as much as possible to avoid distractions on your computers.
 - Always keep your mic muted unless you're presenting.

Getting into the Webinar

1. You can enter the Webinar before it starts to make sure your set-up is working. Please login about 20-30 minutes prior to the start time, so you can log in, say hi, do your sound check, and get settled.
2. To join the Webinar via computer, smartphone, or tablet, follow the link you receive. As Staff will be sharing their screens (documents or PowerPoint presentations), we highly encourage you use a computer so that the information is readable.
3. If you do have a slower internet connection, consider connecting to video via your computer and also connecting to audio via your cell phone, or consider turning off video if experiencing poor voice quality.

During the Webinar

1. The Webinar will be organized the following way:
 - **Hosts/ co hosts** [Clerks, Commission Leadership, Liaisons],
 - **Panelists** [Commissioners, Staff and Applicants], and
 - **Attendees** [public].
2. We ask that Commission members, presenters, and staff with a presenting or facilitating role to be on camera most of the time. We understand if you need to periodically turn off your camera to take care of what needs to be done.

3. When speaking, please remember to identify yourself for the Public and for Close Captioning.
4. When not speaking, please remember to mute your microphone.
5. Chat function – We will **not** be using the Chat function in Zoom for DC/ HLC hearings.
6. Breaks – We will be taking 15-minute breaks between cases.

Public participation in the Webinar:

1. After Staff and Applicant presentations, the Chair will announce public testimony is open, and will ask if anyone else would like to testify.
2. The following is instruction given to the Public so they can provide public comment in this Webinar in several ways:
 - If during registration you indicated you would like to testify, we will put your name in order of request.
 - Members of the public will be automatically muted except for when they are called by the Hearings Clerk for their public comment. During the Webinar, the Hearings Clerk will unmute participants in the order of Webinar Registrations received.
 - If you indicated in your registration that you did not want to testify but later changed your mind, when testimony is open:
 1. Click the “raise your hand” function in ZOOM, and the Hearings Clerk will add you to the list of testifiers.
 2. If you will be participating by call-in, raise your hand by pressing *9 – the Webinar host will see this notification.
 - When you are unmuted, your name will be announced by the Hearings Clerk. Please be prepared to provide testimony.
 - Each testifier is allotted 2 minutes of testimony.
 - Please manage your time when testifying, the Hearings Clerk will provide a 15 second warning.
3. We will enable video sharing only for Design and Landmarks Commission members, project teams, and staff participating in the Webinar.

Follow-up:

1. The Webinar will be recorded and uploaded to the City of Portland Auditors website, under the Case File Number, here: <https://efiles.portlandoregon.gov/Search>.

FAQs

How do I sign up for Zoom?

You can sign up for a free Zoom account at zoom.us/signup, but you don't have to sign up to join a Design Commission or Landmarks Commission Webinar Hearing.

How do I join a Zoom meeting?

You can join a meeting by clicking the meeting link or going to join.zoom.us and entering in the meeting ID. [Learn more about joining a meeting.](#)

I can't hear anything, what should I do?

On most devices, you can join computer/device audio by clicking Join Audio, Join with Computer Audio, or Audio to access the audio settings. [Learn more about connecting your audio.](#)

How do I use Zoom on my PC or Mac?

After downloading Zoom, [learn how to use the Zoom Desktop Client](#).

Why is there echo in the meeting?

Echo can be caused by many things, such as a participant connected to the meeting audio on multiple devices or two participants joined in from the same local. [Learn about common causes of audio echo](#).

Audio isn't working on my mobile device.

[Read tips on troubleshooting audio that isn't working on your iOS or Android device](#).

Audio isn't working on my laptop. What should I do?

You can dial in from your phone at the given meeting number.



City of Portland, Oregon
Portland Permitting & Development
Land Use Services

David Kuhnhausen, Interim Director
Phone: (503) 823-7300
TTY: 711
www.portland.gov/ppd

Date: April 8, 2025

To: Lauren Antolin, COLAB Architecture and Urban Design LLC

From: Benjamin Nielsen, Land Use Services, benjamin.nielsen@portlandoregon.gov

RE: Design Advice Request posting for EA 25-023533 DA – *James Beard Public Market*

Dear Lauren:

I have received your application for a Design Advice Request (DA) at 610 & 622 SW Alder St. Your case number is given above. The first meeting with the Historic Landmarks Commission is scheduled for **May 5, 2025**. I am the planner handling your case, and can answer any questions you might have during the process.

You are required to post notice on the site of your proposal 20 days before the hearing. The information below will help you do this. I am also enclosing instructions for making the required posting boards and the notice that should be placed on the signs.

- A. You must post one of these signs adjacent to each street frontage on the site.
- B. These signs must be placed within 10 feet of the street frontage line, and must be visible to pedestrians and motorists. You may not post in the public right-of-way.
- C. Because the meeting with the Historic Landmarks Commission for your case is scheduled for May 5, 2025 you must post the notice by April 15, 2025, 20 days before the hearing.
- D. A certification statement is enclosed, which you must sign and return. The statement affirms that you posted the site. It also confirms your understanding that if you do not post the notice by the date above, your hearing will be automatically postponed. You must return this statement to us by April 21, 2025, 14 days before the hearing.
- E. You should not remove the notice before the meeting, but it must be taken down within two weeks after the meeting. You may want to save the posting boards to use for the required site posting during the Type III land use review.

Encls: Posting Notice
Statement Certifying Posting
Additional Instructions for Posting Notice Signs

cc: Application Case File

- Design Reviews, Historic Resource Reviews, and Design Advice Requests

The overall board must be printed at its full 18-inch by 24-inch size. Templates for the 18-inch by 24-inch board are provided in Adobe Illustrator, Adobe InDesign, and PDF formats.

Materials:

The sign must be printed in color.

Signs may be attached to an existing building or structure, or mounted on posts, stakes, a fence, or other reasonable and sturdy structure that is fully accessible to the public.

To ensure that your sign is displayed at the correct height, the top of the sign when mounted should be no higher than 60" inches above grade and free from any obstruction. The bottom of the sign must be at least 24" above the ground.

An example image of the posting board layout is provided below:



NOTICE OF PUBLIC HEARING





Type III Land Use Review
LOT 5 STATION PLACE

CASE FILE	LU 20-067654 (DNM AD)
WHEN	THURSDAY, SEPTEMBER 24, 2020 @ 1:30 PM <small>(This is the hearing start time. Design Commission agenda will begin 15 minutes prior to the scheduled start time.)</small>
WHERE	ONLINE: Link to hearing is available at www.portlandoregon.gov/bds/icagenda
HOW	TO TESTIFY: Follow instructions on the Design Commission agenda pdf or email the planner at Benjamin.Nielsen@portlandoregon.gov
REVIEW BY	DESIGN COMMISSION
LAND USE	DESIGN REVIEW WITH RECOMMENDATIONS & ADOPTIVE PRELIMINARY REVIEW
DESIGN TYPE	Design: Multifamily with retail, office and commercial use; commercial floor area for a proposed 5-story commercial building consisting of ground floor retail, lobby, loading and support space, with 2 short stories of structured parking located above comprising 20 parking spaces. Above the ground floor retail and parking, 7 stories of office are proposed, with large roof terraces at the 6th and 7th floors that are not on the east-facing winging. One-use access to parking and loading is proposed at 900 Northrup Street. This multifamily are proposed, one above the height of the building height above 120' in height to the 4th to 10th story, one to allow long-term long parking access for the 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th and 11th floors (vertical access) along 100' Northrup Street.
PROPOSAL	
REVIEW APPROVAL CRITERIA	<ul style="list-style-type: none"> Central City Fundamental Design Guidelines Smart Growth Design Guidelines 31.05.040. Other approval criteria (Development Review) 31.05.040.04. Institutions that all same-scale urban design review requirements
SITE ADDRESS	900 SW 4th Ave, Northrup St
OWNER	Clark + Carter Commercial with Design Overlay
DEVELOPMENT	Central City Park District / Parcel Subdivision
FURTHER INFO	Available online at www.portlandoregon.gov/bds/publicagenda or contact the planner via email below at the Bureau of Development Services.
CONTACTS	Benjamin Nielsen, City Planner 503.242.7912 / Benjamin.Nielsen@portlandoregon.gov Bureau of Development Services, 900 SW 4th Ave, Suite 1000, Portland, OR 97201

Inclusion in agenda does not constitute a public hearing. For more information, please contact the planner via email below at the Bureau of Development Services.

503.423.7300
 Benjamin.Nielsen@portlandoregon.gov

www.portlandoregon.gov/bds/publicagenda

1.800.423.8800
Key Street 711

Lauren Antolin
COLAB Architecture and Urban Design LLC
1189 NW Pettygrove St
Portland, OR 97209

DATE: _____

TO: Benjamin Nielsen, benjamin.nielsen@portlandoregon.gov
Portland Permitting & Development
1900 SW Fourth Ave., Suite 5000
Portland, Oregon 97201

APPLICANT'S STATEMENT CERTIFYING DESIGN ADVICE REQUEST POSTING

Case File EA 25-023533 DA

This certifies that I have posted notice on my site. I understand that the meeting with the Historic Landmarks Commission is scheduled for **May 5, 2025**, at 1:30PM, and that I was required to post the property at least 20 days before the hearing.

The required number of poster boards, with the notices attached, were set up on _____(date). These were placed adjacent to each street frontage so that they were visible to pedestrians and motorists.

I understand that this form must be returned to Portland Permitting & Development no later than April 21, 2025, 14 days before the scheduled meeting. I also understand that if I do not post the notices by April 15, 2025, or return this form by April 21, 2025, my meeting will automatically be postponed.

In addition, I understand that I may not remove the notices before the meeting, but am required to remove them within two weeks of the meeting.

Signature

Print Name

Address

City/State/Zip Code

Design Advice Request

JAMES BEARD PUBLIC MARKET

CASE FILE	EA 25-023533 DA		
WHEN	Monday, May 5, 2025 @ 1:30 PM <i>(This is the hearing start time - see Commission agenda for estimated project start time)</i>		
WHERE	ONLINE: Meeting link will be listed on the agenda available at www.portland.gov/ppd/landmarks		
HOW	TO COMMENT: Follow instructions on the Historic Landmarks Commission agenda <u>or</u> email the planner at benjamin.nielsen@portlandoregon.gov		
REVIEW BY	Historic Landmarks Commission		
PROCESS	A Design Advice Request is a voluntary review process that allows the Commission to provide early feedback on a development proposal, prior to the required land use review		
PROPOSAL	Design Advice Request for proposed exterior alterations to the Historic Landmark Selling Building (610 SW Alder) and the existing building at 622 SW Alder for the James Beard Public Market. Proposed alterations at the Selling Building include removal of the existing storefronts and granite cladding on the ground and second floor and replacement with new storefronts, dark granite bases and pilasters, embossed metal cladding, back-painted glass sign bands, and awnings at the ground floor and new wood-framed windows and terra cotta cladding at the second floor. Similar alterations are proposed across the whole façade on the 622 SW Alder building. Modifications to Title 32 Sign Code standards are likely, and a Modification to the bird-friendly glazing standard might be requested at the 622 SW Alder building.		
REVIEW APPROVAL CRITERIA	Central City Fundamental Design Guidelines PZC 33.846.060.G: Other Historic Approval Criteria		
SITE ADDRESS	610 & 622 SW Alder St		
ZONING/ DESIGNATION	CXd – Central Commercial with Design and Historic Resource Overlays Historic Landmark (Selling Building)		
APPLICANT	Lauren Antolin, COLAB Architecture and Urban Design LLC	OWNER'S REP	Jessica Elkan, James Beard Public Market
QUESTIONS? PP&D CONTACT	Benjamin Nielsen, City Planner (503) 865-6519 / benjamin.nielsen@PortlandOregon.gov Portland Permitting & Development, 1900 SW 4 th Ave, Suite 5000, Portland, OR 97201		

Traducción e interpretación | Chuyển Ngữ hoặc Phiên Dịch | 翻译或传译 | Turjumida ama Fasiraadda | 翻訳または通訳 | ການແປພາສາ ຫຼື ການອະທິບາຍ
Письменный или устный перевод | Traducere sau Interpretare | 번역및통역 | الترجمة التحريرية أو الشفوية | Письмовий або усний переклад



503-823-7300



BDS@PortlandOregon.gov



www.PortlandOregon.gov/bds/translated

TTY: 503-823-6868
Relay Service: 711

Lauren Antolin
COLAB Architecture and Urban Design LLC
1189 NW Pettygrove St
Portland, OR 97209

DATE: 04.11.2025

TO: Benjamin Nielsen, benjamin.nielsen@portlandoregon.gov
Portland Permitting & Development
1900 SW Fourth Ave., Suite 5000
Portland, Oregon 97201

APPLICANT'S STATEMENT CERTIFYING DESIGN ADVICE REQUEST POSTING

Case File EA 25-023533 DA

This certifies that I have posted notice on my site. I understand that the meeting with the Historic Landmarks Commission is scheduled for **May 5, 2025**, at 1:30PM, and that I was required to post the property at least 20 days before the hearing.

The required number of poster boards, with the notices attached, were set up on 04.11.2025 (date). These were placed adjacent to each street frontage so that they were visible to pedestrians and motorists.

I understand that this form must be returned to Portland Permitting & Development no later than April 21, 2025, 14 days before the scheduled meeting. I also understand that if I do not post the notices by April 15, 2025, or return this form by April 21, 2025, my meeting will automatically be postponed.

In addition, I understand that I may not remove the notices before the meeting, but am required to remove them within two weeks of the meeting.



Signature

Lauren Antolin

Print Name

1189 NW Pettygrove Street

Address

Portland, OR 97209

City/State/Zip Code

A7

General Folder

610 & 622 SW ALDER ...

Q

🔔

?

Folder | Property(12) | People(5) | Info(18) | Fee(3) | Process(18) | Document(1) | Comment(4) | Attachment(7) | Correspondence(8)

📄 2025 023533 000 00 EA Early Assistance

Pending - EA

+ Land Use Services (6)

- Environmental Services (4)

BES Syst Dev - EA Response

Closed

BES Dev Srv - LU

No concerns

BES Source Ctrl - LU

No concerns

BES Watershed Srv - LU

No concerns

+ Transportation (2)

+ Parks Review (1)

+ Process Managment (3)

+ Status Change (2)

BES Syst Dev - EA Response (69013)

Closed

610 SW ALDER ST PORTLAND, Oregon, 97205, USA

Team

Assigned User

Cermak,Abigail

Baseline Start Date

Apr 30, 2025 00:00:00

Baseline End Date

Apr 30, 2025 08:47:24

To Start

Apr 30, 2025 00:00:00

To End

Apr 30, 2025 08:47:24

Sign Off User

Cermak,Abigail

Discipline

Started

May 05, 2025 08:59:52

Ended

May 05, 2025 08:59:52

Created By

Reference

People

Last Modified By

Cermak,Abigail

Display Order

800

Inspection Number

Last Modified

May 05, 2025 09:00:07

Comments

5/05/25: For BES-related requirements for this project, please see the PP&D - Environmental Services response under associated Pre-Applicaition Conference case #25-015340-EA. - ACermak

Days Elapsed

5



City of Portland, Oregon - Portland Permitting & Development

1900 SW Fourth Avenue • Portland, Oregon 97201 | 503-823-7300 | www.portland.gov/ppd

Transportation: Design Advice Request (DAR) Response

Date: May 5, 2025

To: Lauren Antolin, COLAB ARCHITECTURE
503-416-0148, lauren@colabarchitecture.com

From: Michael Pina, PBOT Development Review
503-823-4249, michael.pina@portlandoregon.gov

Case File: EA 25-023533

Location: 610 SW ALDER ST

R#: R246313, R246315, R246316, R246315, R246316

Proposal: HLC HEARING: The renovation of the lowest two levels of 310 SW Alder's facade and the entire facade of the 622 SW Alder building will reintroduce materials and forms that take design inspiration from the iconic mercantile storefronts of Downtown Portland in the 1930S. Embossed metal cladding, dark granite bases and pilasters, back painted glass, metal tracery trim and fabric awnings visually link the ground floors of both buildings together as the new James Beard Public Market. The renovation of 610 SW Alder will also include replacing the more modern granite cladding and aluminum windows on Level 2 with terra cotta cladding and wood framed windows to match the existing building and original design as well as reintroducing the original storefront rhythm of pilasters and windows on the ground floor. Proposed signage includes back painted glass panels, a blade sign located at the corner of SW Alder and 6th Ave as well as a rooftop sign atop 622 SW Alder. A new loading zone for the market is to be located on SW Alder St. 610 SW Alder is a Historic Landmark Building.

The following comments are in response to the applicant's Design Advice Request.

KEY ISSUES

1. Transportation does not have additional comments. Please see Transportation's pre-application response for 25-015340 PC for the site's remaining required frontage improvements, vehicular access standards, and land-use submission requirements.



City of Portland, Oregon - Portland Permitting & Development

1900 SW Fourth Avenue • Portland, Oregon 97201 | 503-823-7300 | www.portland.gov/ppd

Early Assistance Application

File Number: EA 25-023533 DA

Appt Date/Time: _____

FOR INTAKE, STAFF USE ONLY

Date Rec _____ by ejd

LU Reviews Expected HR

Related cases EA 25-005340 PC, PJ 24-074994

- ☐ Y ☒ N Unincorporated MC
- ☐ Y ☒ N Potential Landslide Hazard Area (~~LD & PD only~~)
- ☐ Y ☒ N Combined Flood Hazard Area
- ☐ Y ☐ N ~~DOGAMI (high)~~

Qtr Sec Map(s) 3029 & 3129 Zoning CXd

Plan District CC - Downtown

Historic and/or Design District Landmark + CC

Neighborhood Portland Downtown

District Coalition District 4

Business Assoc Downtown Retail Council

Neighborhood within 400/1000 ft None

APPLICANT: Complete all sections below. Email this application and supporting documents (listed on page 2) to: LandUseIntake@portlandoregon.gov.
Once the application is received, staff will contact you regarding payment and scheduling a date and time for your meeting, if you're requesting a meeting.

Site Address 610 SW Alder Street and 622 SW Alder Street

Site Size/Area 17,537 SF

Property ID(s) R 246313 R 246315 R R R R R

Short Project Description:

THE RENOVATION OF THE LOWEST TWO LEVELS OF 610 SW ALDER'S FACADE AND THE ENTIRE FACADE OF THE 622 SW ALDER BUILDING WILL REINTRODUCE MATERIALS AND FORMS THAT TAKE DESIGN INSPIRATION FROM THE ICONIC MERCANTILE STOREFRONTS OF DOWNTOWN PORTLAND IN THE 1930S. EMBOSSED METAL CLADDING, DARK GRANITE BASES AND PILASTERS, BACK PAINTED GLASS, METAL TRACERY TRIM AND FABRIC AWNINGS VISUALLY LINK THE GROUND FLOORS OF BOTH BUILDINGS TOGETHER AS THE NEW JAMES BEARD PUBLIC MARKET. THE RENOVATION OF 610 SW ALDER WILL ALSO INCLUDE REPLACING THE MORE MODERN GRANITE CLADDING AND ALUMINUM WINDOWS ON LEVEL 2 WITH TERRA COTTA CLADDING AND WOOD FRAMED WINDOWS TO MATCH THE EXISTING BUILDING AND ORIGINAL DESIGN AS WELL AS REINTRODUCING THE ORIGINAL STOREFRONT RHYTHM OF PILASTERS AND WINDOWS ON THE GROUND FLOOR. PROPOSED SIGNAGE INCLUDES BACK PAINTED GLASS PANELS, A BLADE SIGN LOCATED AT THE CORNER OF SW ALDER AND SW 6TH AVE AS WELL AS A ROOFTOP SIGN ATOP 622 SW ALDER. A NEW LOADING ZONE FOR THE MARKET IS TO BE LOCATED ON SW ALDER ST.

Design & Historic Review New development: list project valuation; Renovations: list exterior alteration value

\$ 2,000,000

Check the box that indicates which Early Assistance Type you are applying for and if you'd like a meeting or to receive written notes only.
Please choose one EA type per application.

Early Assistance Type	City Reviewers	On-line MS Teams meeting & written notes provided	No meeting, written notes provided
<input type="checkbox"/> Pre-application Conference This option is only for proposals that need a Type III or IV land use review. Check here if the proposal includes a street vacation <input type="checkbox"/>	Land Use Services, Transportation, Environmental Services, Water, Parks, others as needed	<input type="checkbox"/>	
<input checked="" type="checkbox"/> Design Advice Request Public Zoom meeting with Design Commission or Historic Landmarks Commission	Land Use Services and Design Commission or Historic Landmarks Commission		
<input type="checkbox"/> Zoning and Infrastructure Bureaus Check here if the proposal includes a street vacation <input type="checkbox"/>	Land Use Services, Transportation, Environmental Services, Water, Parks	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Zoning Only	Land Use Services	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Residential Infill & Middle Housing Land Divisions Discussion of options-no plans will be reviewed. The fee is \$776.	Land Use Services	<input type="checkbox"/>	
<input type="checkbox"/> Pre-Permit Zoning Plan Check	Land Use Services		<input type="checkbox"/>
<input type="checkbox"/> Public Works Inquiry for 1-2 housing units This option is only for proposals for 1-2 units that don't require a land use review or property line adjustment	Transportation, Environmental Services, Water		<input type="checkbox"/>

Contact Information of all Interested Parties (Include a separate sheet for additional parties, if needed.)

APPLICANT INFORMATION *Please check this box if the Applicant is also the Owner ☐

Name Lauren Antolin Company COLAB Architecture and Urban Design LLC
Mailing Address 1189 NW Pettygrove Street
City Portland State OR Zip Code 97209
Day Phone 503-416-0148 Email lauren@colabarchitecture.com

Check all that apply: ☐ Owner ☒ Owner's Representative ☐ Other (please list party's role) _____

Name Jessica Elkan Company James Beard Public Market
Mailing Address Historic Portland Public Market, P.O. Box 96313
City Portland State OR Zip Code 97296
Day Phone 503-704-4370 Email jessicafelkan@jamesbeardmarket.com

Check all that apply: ☐ Owner ☐ Owner's Representative ☒ Other (please list party's role) Architect of Record

Name Maureen Hardy Company BCV Architecture + Interiors
Mailing Address 1527 Stockton St. Fl4
City San Francisco State CA Zip Code 94133
Day Phone 415-655-2924 Email hardy@bcvarch.com

Please submit the following materials with your application to LandUseIntake@portlandoregon.gov

- ☒ Written project description, including proposed stormwater disposal system and additional property IDs, if not included on Page 1.
- ☐ List of questions to be discussed.
- ☐ If you've selected the Residential Infill / Middle Housing Land Division option, we will only accept this completed application & your list of questions (please don't submit anything else). If you want review of site plans for a residential infill option or middle housing land division, please be select either the Zoning Only or the Zoning and Infrastructure Bureaus option.
- ☒ Site plans & elevations, drawn to a measurable scale (with scale and scale bar identified). If the site is in a design overlay and you intend to meet community design standards, full-sized drawings are needed to confirm the standards are met.
- ☐ If the site is in a design overlay and you're planning to meet design standards, completed scorecards are required. Scorecards are available at <https://www.portland.gov/ppd/land-use-review-fees-and-types/design-standards>.

Note the following:

1. See the Land Use Services fee schedule for detailed fee information: www.portland.gov/ppd/current-fee-schedules.
2. Public notice (email and internet posting) is provided for Pre-application conferences and Design Advice Requests.
3. Only materials that are submitted with the original Early Assistance application will be addressed by City staff; we are unable to address any additional or edited materials submitted after the application is received.
4. Estimates for System Development Charges (SDCs) are not provided at Early Assistance Meetings. Please refer to [SDC information on the PP&D website](#).
5. Plans examiners (building code specialists) do not participate in Early Assistance in any capacity. For life safety and building code questions, consult with a plans examiner by [scheduling a 15-minute appointment](#) or applying for a [Life Safety Preliminary Meeting](#)



City of Portland, Oregon
Portland Permitting & Development
Land Use Services

David Kuhnhausen, Interim Director
Phone: (503) 823-7300
TTY: 711
www.portland.gov/ppd

Design Advice Request

DISCUSSION MEMO

Date: April 29, 2025
To: Historic Landmarks Commission
From: Benjamin Nielsen, Design & Historic Review Team
503-865-6519, benjamin.nielsen@portlandoregon.gov
Re: EA 25-023533 DA – James Beard Public Market
Design Advice Request Memo for May 5, 2025

This memo is regarding the upcoming DAR on May 5, 2025, for the James Beard Public Market. The following supporting documents are available as follows from this link:

<https://efiles.portlandoregon.gov/record/17265884>

- Drawings. Note, Commissioners who requested hard copies will receive the drawing set by courier.
- Guideline matrix
- National Register of Historic Places Registration for the Selling Building

I. PROGRAM OVERVIEW

Design Advice Request for proposed exterior alterations to the Historic Landmark Selling Building (610 SW Alder) and the existing building at 622 SW Alder for the James Beard Public Market. Proposed alterations at the Selling Building include removal of the existing storefronts and granite cladding on the ground and second floor and replacement with new storefronts, dark granite bases and pilasters, embossed metal cladding, back-painted glass sign bands, and awnings at the ground floor and new wood-framed windows and terra cotta cladding at the second floor. Similar alterations are proposed across the whole façade on the 622 SW Alder building. Modifications to Title 32 Sign Code standards are likely, and a Modification to the bird-friendly glazing standard might be requested at the 622 SW Alder building.

II. DEVELOPMENT TEAM BIO

Architect	Lauren Antolin, COLAB Architecture and Urban Design LLC
Owner's Representative	Jessica Elkan, James Beard Public Market
Project Valuation	\$ 2,000,000

III. FUTURE HISTORIC RESOURCE REVIEW APPROVAL CRITERIA:

- Central City Fundamental Design Guidelines (also applies to Design Review for the 622 SW Alder building)

- PZC Section 33.846.060.G: Other Historic Approval Criteria

IV. STAFF ANALYSIS & RECOMMENDED DAR DISCUSSION TOPICS

Staff advise you consider the following among your discussion items on May 5, 2025:

CONTEXT

1. **Policy.** The following summarizes key policy context as it applies to the subject site.

- a. **Plan – 2035 Comprehensive Plan.** Development of the James Beard Public Market is consistent with several goals identified in the Central City 2035 Plan.
 - Goal 1.A: Portland’s Central City is the preeminent regional center for commerce and employment, arts and culture, entertainment, tourism, education and government.
 - Policy 1.1 Regional image. Strengthen the roles of the Central City and Willamette River in enhancing a positive image for the city, region and state.
 - Policy 1.4 Tourism, retail and entertainment. Expand upon activities in the Central City that support tourism and complement economic success, vibrancy, and livability, with a special focus on retail, cultural events and institutions, public spaces, arts and entertainment, urban design, and transportation.
 - Goal 2.A: The Central City is a successful dense mixed-use center composed of livable neighborhoods with housing, services and amenities that support the needs of people of all ages, incomes and abilities.
 - Policy 2.1 Complete neighborhoods. Ensure Central City neighborhoods have access to essential public services, including parks, open space and recreation opportunities, senior centers community centers and spaces, family serving amenities such as public schools, urban canopy, grocery stores and other neighborhood-serving retail and commercial services that support sustainable and diverse community structure.
 - Policy 2.DT-2 Encourage evening and weekend activity. Encourage the development of uses that are active in the evenings and on weekends such as restaurants, galleries, retail stores and performance spaces. In particular, encourage evening activities within Governor Tom McCall Waterfront Park and along Naito Parkway.
 - Goal 5.B: The Central City is composed of diverse, high-density districts that feature high-quality spaces and a character that facilitates social interaction and expands activities unique to the Central City.
 - Policy 5.18: Rehabilitation and reuse. Encourage the use, preservation, and rehabilitation of historic buildings.
 - Policy 5.DT-5 Historic resources and districts. Protect historic resources throughout the district. In particular, protect the historic character and architecturally significant resources of the Yamhill Historic District.
- b. **Development Standards – CX base zone. Downtown Subdistrict of the Central City Plan District.** Though early in the design process, the proposal appears generally compliant with zoning code standards (allowed use, maximum setbacks, parking, loading, landscaping, windows, etc.). Potential Modifications are listed below.
- c. **Streets – TSP Designations.**
 - **SW 6th Ave:** Major City Walkway, Regional Transitway & Major Transit Priority Street, Neighborhood Main Street, Major Emergency Response Street. Local Service for all other modes.

- **SW Alder St:** Major City Walkway, Transit Access Street, Neighborhood Main Street, Traffic Access Street. Local Service for all other modes.

2. **Built.**

- The proposed restoration of storefronts along SW 6th Ave and SW Alder St will support and reinforce the context of existing mixed-use development in the Downtown Subdistrict and the Transit Mall, specifically (CCGDG A4, A5, A6, & C4).
- Proposed signage on the building is both generally larger and more extensive than would typically be approvable for a retail project; however, since the market will serve as a major regional public attraction and catalyst for future development Downtown and celebrates Portland's food and beverage culture, staff believes the signage is contextually appropriate and also consistent with the style and period of significance for the Selling Building (CCFDG A2, A4, A5, A6, A8, C3, & C13, and OHAC 1, 8, 9, & 10).

PUBLIC REALM

1. **Ground Floor Activation.** The proposal appears to be maximizing the amount of active uses and glazing on the ground floor of both buildings. Please continue to ensure that active uses that are visible on the sidewalk continue to be the predominate feature on the ground floor (CCFDG A8).
2. **Ground level weather protection.** The awnings shown on the drawings are not deep enough to provide meaningful or useful cover from rain or sun for pedestrians passing by or visiting the market site. Deeper awnings should be provided (at least 4 feet deep), and awnings or canopies should be provided at the main entrances to the market both to provide weather protection for people entering and exiting the market and transitioning between the interior and public sidewalk, and to help define the entrances to the market (CCFDG A7, A8, B4, & B6).
3. **Utility Transformers.** If new utility transformers are needed at the ground level of the building, they should be located behind active uses and not on the street frontage (CCFDG A8). Ideally, since basement extensions into the public right-of-way already exist, any new transformers should be placed in the basement level of the buildings.

QUALITY & PERMANENCE

1. **Composition & Coherency.** The overall design interventions on both buildings appear to be well considered, restoring historic conditions on the Selling Building along with select contemporary interventions, and adding new character to the 622 SW Alder building (CCFDG A6, C3, & C5).
 - Staff believes that the overall proposed concept for the redevelopment of the 622 SW Alder St building is supportable, as it has no existing historic character and its current façade design is generally unremarkable. The proposed storefront renovation complements the character and integrates well with the proposed renovations on the Selling Building, and there is no prohibition or guidance against copying historic design elements from a different building on SW 6th Ave and applying them to a building without historic designation (CCFDG A4, A6, C3, & C5).
 - The vertical metal bays at either side of the 622 SW Alder building appear somewhat incongruous with the overall design of the façade on this building. Rather than extending embossed metal panels from the ground to the parapet here, staff suggests incorporating glazing (whether transparent or translucent) and dividing these bays to be more consistent with the adjacent storefronts in the center of the façade (CCFDG C5).

- The proposed roof deck area generally appears to incorporate all of its elements in a fashion that will maintain a cohesive overall composition when viewed from the street. It is unclear, however, how the two egress stair towers will appear in elevation. Ideally, the roofline for each should slope back away from the parapet to reduce or eliminate their appearance from the street (CCFDG C5 & C11).
2. **Exterior materials.** High quality, durable building materials (building skin, storefronts, windows, doors, canopies, signs, etc.), that respond to the context of the surrounding area or district, are expected. At ground level facades facing pedestrian areas, provide robust materials that ensure longevity (CCFDG C2, C4).
- Proposed embossed metal panels, in particular, need to be resilient and capable of surviving wear and impacts from pedestrians and goods being loaded into the market. For these reasons, the embossed metal panels should not extend all the way to the ground but should end at a more robust base/bulkhead.

HISTORIC COMPATIBILITY

1. Staff believes the proposal to restore the glazed architectural terra cotta cladding and three-part wood windows to the second floor is supportable. As well as can be done, the proposal should ensure that the new architectural terra cotta matches the existing glazed architectural terra cotta in color, finish, and appropriate detailing on the third floor. Staff notes that the National Register nomination states that the windows on this building are equally spaced across the façade and do not align with the structural columns, and the proposed window pattern on the second floor appears to closely match historic photos and drawings (OHAC 1, 2, 4, 8, 9, & 10).
2. The Art Deco-style renovations to the ground floor of the Selling Building in the 1930s, both for the Lerner Store and the Oregon Brass Works storefronts, are considered “historic alterations” according to the National Register nomination. While the former has since been removed, staff recommends supporting the retention of the remaining Brass Works storefront in the new renovation proposal. The proposal to restore the character of the Lerner Store storefronts is also supportable, particularly considering the photograph provided (and if additional documentary evidence can be found and provided, pending appropriate detailing and material quality (OHAC 1, 2, 4, 8, 9, & 10).
3. Title 4 Original Art Murals are prohibited on historic landmark buildings. Therefore, for the proposed mural on the Selling Building, adjacent to the roof deck on the 622 SW Alder building, staff has recommended that the applicants pursue the Public Art approval process with the Regional Arts & Culture Council. Approved Public Art (a term defined in Portland City Code 5.74) is exempt from Historic Resource Review approval. Regardless of the procedure required, staff believes that painting the unpainted brick on the sidewall of the Snelling Building will not diminish or affect its historic character.
4. Please ensure that you provide your thoughts on the overall direction of the proposal, specific material selections, and presumptive details.

V. POTENTIAL MODIFICATION WITH HISTORIC RESOURCE REVIEW

Subject to the following approval criteria:

- A. Better meets historic resource review approval criteria. The resulting development will better meet the approval criteria for historic resource review than would a design that meets the standard being modified; and

B. Purpose of the standard.

1. The resulting development will meet the purpose of the standard being modified; or
2. The preservation of the character of the historic resource is more important than meeting the purpose of the standard for which a modification has been requested.

Potential Modifications identified:

1. 32.32.020 Table 2, [Sign] Size Allocation. The total sign area for the site is 1.5 square feet per 1 foot of primary building wall. The combined total area of all signs proposed will likely exceed this limit.
 - As noted above, since the market will serve as a major regional public attraction and catalyst for future development Downtown and celebrates Portland's food and beverage culture, staff believes the signage is contextually appropriate and also consistent with the style and period of significance for the Selling Building.

VI. POTENTIAL MODIFICATIONS WITH DESIGN REVIEW

Subject to the following approval criteria (33.825.040):

- 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.

Potential Modifications identified:

1. 33.510.223, Bird-Safe Glazing. Bird-safe Glazing standards apply to new development and major remodels, and the proposed redevelopment of the 622 SW Alder building constitutes a major remodel. For major remodeling, these standards apply per façade when at least 75% of the façade is altered, and the altered façade has 30% or more glazing, including spandrel glazing, within the first 60 ft measured from the grade adjacent to the façade. These standards also apply to glazing located directly adjacent to an ecoroof, roof garden, or other vegetated or landscaped roof area. The standards do **not** apply to historic landmarks. At least 90% of windows and glazing must choose treatment patterns and application techniques from the [Portland Bird Safe Windows](#) List administrative rule
 - Staff believes that it may be difficult to approve a Modification to this standard; it would need to be demonstrated how the purpose of the standard will be met on balance. If the desire is to prevent the bird safe glazing from impeding views into the storefronts, staff recommends that the applicants consider using UV-coated bird-safe glazing methods as outlined in the Bird Safe Windows List admin rule.
2. 32.32.020 Table 2, Maximum Area Per Sign. The maximum area per sign allowed in the CX zone is 100 square feet. The proposed sign atop the 622 SW Alder St building is approximately 1,200 square feet.
3. 32.32.020 Table 2, [Sign] Size Allocation. The total sign area for the site is 1.5 square feet per 1 foot of primary building wall. The combined total area of all signs proposed will likely exceed this limit.
 - Since the market will serve as a major regional public attraction and catalyst for future development Downtown, staff believes these Modifications are supportable.



CENTRAL CITY FDG + 33.846.060.G

PROJECT NAME: *James Beard Public Market*

CASE NUMBER: EA 25-023533 DA

DATE: April 29, 2025

PROJECT ARCHITECT: COLAB and BCV

CONTEXT	STAFF		COMMISSION	
	+ / -	Comments	+ / -	Comments
A1: Integrate the River. Orient architectural and landscape elements including, but not limited to, lobbies, entries, balconies, terraces, and outdoor areas to the Willamette River and greenway. Develop accessways for pedestrians that provide connections to the Willamette River and greenway.	+	Although the Willamette River is not near the site, the market will likely draw visitors from the Waterfront Park and vice versa.		
A2: Emphasize Portland Themes. When provided, integrate Portland-related themes with the development's overall design concept.	+	The market and associated alterations build upon Portland's reputation as a culinary destination. Proposed storefront alterations incorporate historic details from past grocery stores in Downtown.		
A3: Respect the Portland Block Structures. Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built space. Where superblocks exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.	N/A			
A4: Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.	+	Proposed renovations on each building complement each other, and the overall renovation of storefronts in both buildings helps to unite these buildings with other mixed-use buildings Downtown.		
A5: Enhance, Embellish & Identify Areas. Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.	+	Proposed renovations on each building complement each other, and the overall renovation of storefronts in both buildings helps to unite these buildings with other mixed-use buildings Downtown.		
A6: Re-use, Rehabilitate, Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.	+	The rehabilitation of the lower two levels of the Selling Building and renovation of the 622 SW Alder building will facilitate the both buildings' reuse and restore architectural detailing appropriate to their original time periods.		
A9: Strengthen Gateways. Develop and/or strengthen gateway locations.	N/A			
C1: Enhance View Opportunities. Orient windows, entrances, balconies and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building façades that create visual connections to adjacent public spaces.	+	Proposed new storefront windows on the ground floors and restoration of the historic pattern of windows on the second floor of the Selling Building will help to enhance views into and from both buildings to the streetscapes outside, and vice versa.		
C4: Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.	+	Proposed renovations on each building complement each other, and the overall renovation of storefronts in both buildings helps to unite these buildings with other mixed-use buildings Downtown.		

D1: Park Blocks. Orient building entrances, lobbies, balconies, terraces, windows, and active use areas to the Park Blocks. In the South Park Blocks, strengthen the area’s emphasis on history, education, and the arts by integrating special building elements, such as water features or public art. In the Midtown Park Blocks, strengthen the connection between the North and South Park Blocks by using a related system of right-of-way elements, materials, and patterns. In the North Park Blocks, strengthen the area’s role as a binding element between New China/Japantown and the Pearl District.

N/A

D2: South Waterfront Area. Develop a pedestrian circulation system that includes good connections to adjacent parts of the city and facilitates movement within and through the area. Size and place development to create a diverse mixture of active areas. Graduate building heights from the western boundary down to the waterfront. Strengthen connections to North Macadam by utilizing a related system of right-of-way elements, materials, and patterns.	N/A			
D3. Broadway Unique Sign District. Provide opportunities for the development of large, vertically oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment. Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.	N/A			
D4. New China/Japantown Unique Sign District. Provide opportunities for the development of suitably ornate signs, using motifs, symbols, bright colors, and celebrative forms that add to the atmosphere and character of New China/Japantown. Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.	N/A			
PUBLIC REALM	STAFF		COMMISSION	
	+ / -	Comments	+ / -	Comments
A7: Establish and Maintain a Sense of Urban Enclosure. Define public rights-of-way by creating and maintaining a sense of urban enclosure.	+	Renovations of the storefronts on SW 6th Ave and SW Alder St will help to reinforce and enliven the sense of urban enclosure on both streets.		
A8: Contribute to a Vibrant Streetscape. Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.	+			
B1: Reinforce and Enhance the Pedestrian System. Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.	+			

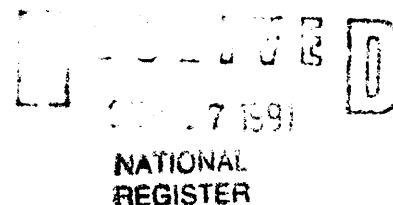
<p>B2: Protect the Pedestrian. Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.</p>	<p>?</p>	<p>No information is available yet in the drawings about any venting that may occur in or above the storefronts (though the development team has indicated that venting will be through the roof).</p> <p>No service areas are shown along street frontages.</p> <p>Loading will likely happen from the street, crossing public sidewalks. A thoughtful plan will be needed to ensure pedestrian safety.</p> <p>Lighting is proposed at most columns on both buildings which will help to increase pedestrian safety at night.</p>		
<p>B3: Bridge Pedestrian Obstacles. Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.</p>	<p>N/A</p>			
<p>B4: Provide Stopping and Viewing Places. Provide safe, comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.</p>				
<p>B5: Make Plazas, Parks & Open Space Successful. Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally-oriented pocket parks that incorporate amenities for nearby patrons.</p>	<p>N/A</p>			
<p>B6: Develop Weather Protection. Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.</p>	<p>+/-</p>	<p>Awnings are shown across both buildings, but they are only shown at approximately 2'-8" deep, which will not provide meaningful cover to pedestrians.</p>		
<p>B7: Integrate Barrier-Free Design. Integrate access systems for all people with the building's overall design concept.</p>	<p>+</p>	<p>Accessible entries are provided into both buildings.</p>		
<p>C6: Develop Transitions Between Buildings & Public Spaces. Develop transitions between private development and public open space. Use site design features such as movement zones, landscape elements, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.</p>	<p>+</p>	<p>Awnings are shown at each of the main entries into both buildings, which will help to denote the transition space between the public sidewalks and the buildings. Entries are also recessed, providing for additional physical space to transition into and out of the buildings.</p>		
<p>C7: Design Corners that Build Active Intersections. Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.</p>	<p>+</p>	<p>Large windows, active uses, several pedestrian entrances, and many signs all help to build an active intersection at SW 6th & Alder. Stairs are located away from the corner of the building.</p>		

C8: Differentiate the Sidewalk Level of Buildings. Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.	+	The proposed sidewalk level of the Selling Building is visually and materially distinct from the upper levels of the building. The sidewalk level of the 622 SW Alder building is differentiated with new storefronts and awnings.		
C9: Develop Flexible Sidewalk Level Spaces. Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.	+	Proposed sidewalk level spaces in each building are designed to be flexible and changeable to accommodate various tenants.		
C10: Integrate Encroachments. Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.	+	Proposed awnings encroach into the public right-of-way and appear to be well integrated into the overall design. The proposed projecting sign at the corner also extends into the public right-of-way and appears to be well integrated.		
QUALITY & PERMANENCE	STAFF		COMMISSION	
	+ / -	Comments	+ / -	Comments
C2: Promote Permanence & Quality in Design. Use design principles and building materials that promote quality and permanence.	?	Additional information and details are needed to ensure that the proposal will ensure high quality and permanence.		
C3: Respect Architectural Integrity. Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.	+	The proposal aims to restore an pre-existing historic condition on the Selling Building and does so in a way that respects and reinforces the architectural integrity of the building while restoring historic character. Proposed changes to the 622 SW Alder building need not respect the architectural integrity of that building since the entire existing facade, which is generally unremarkable and lacking in integrity itself, will be replaced.		
C5: Design for Coherency. Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.	+	The proposed storefront renovation of the 622 SW Alder building complements the character and integrates well with the proposed renovations on the Selling Building.		
C11: Integrate Roofs and Use Rooftops. Integrate roof function, shape, surface materials, and colors with the building's overall design concept. Size and place rooftop mechanical equipment, penthouses, other components, and related screening elements to enhance views of the Central City's skyline, as well as views from other buildings or vantage points. Develop rooftop terraces, gardens, and associated landscaped areas to be effective stormwater management tools.	+	The proposed rooftop uses at the 622 SW Alder building make good use of the rooftop as additional market space. Mechanical equipment is set far behind the parapet and will be screened, limiting its impact on the skyline.		
C12: Integrate Exterior Lighting. Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.	+	Exterior lighting is shown across both facades.		

<p>C13: Integrate Signs. Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.</p>	<p>+/-</p>	<p>Though numerous and in some cases very large, proposed signs are well integrated with the overall design concept of the building.</p> <p>The proposed large sign atop the 622 SW Alder building needs to be placed on a structure that is designed more as an extension of the facade of the building than as an armature atop of the roof.</p>		
HISTORIC PRESERVATION & COMPATIBILITY	STAFF		COMMISSION	
	+ / -	<i>Comments</i>	+ / -	<i>Comments</i>
<p>1. Historic character. The historic character of the landmark or contributing resource will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the landmark or contributing resource will be avoided.</p>	<p>+</p>	<p>The overall historic character of the Selling Building will be retained. The granite panels and storefront windows currently on the ground and second floor are not identified as historic materials.</p>		
<p>2. Record of its time. The landmark or contributing resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as adding conjectural features or architectural elements from other buildings will be avoided.</p>	<p>+</p>	<p>The proposed alterations to the Selling Building will retain the Brass Works storefront facing SW Alder, which was a 1930s era remodel identified as a historic alteration.</p> <p>The restoration of the second floor aims to return the building to its original condition on that floor, and the storefront design of the ground floor takes its design cues from an earlier 1930s replacement of the original storefront, both of which are considered historic storefronts for the Selling Building.</p>		
<p>3. Historic changes. Most properties change over time. Those changes that have acquired historic significance will be preserved.</p>	<p>+</p>	<p>The proposed alterations to the Selling Building will retain the Brass Works storefront facing SW Alder, which was a 1930s era remodel identified as a historic alteration.</p>		
<p>4. Historic features. Generally, deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement, the new feature will match the historic feature in design, color, texture, and other visual qualities and, where practical, in materials. Replacement of missing features must be substantiated by documentary, physical, or pictorial evidence.</p>	<p>+</p>	<p>The restoration of the second floor aims to return the building to its original condition on that floor, and the storefront design of the ground floor takes its design cues from an earlier 1930s replacement of the original storefront, both of which are considered historic storefronts for the Selling Building.</p>		
<p>5. Historic materials. Historic materials will be protected. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials will not be used.</p>	<p>?</p>			
<p>6. Archaeological resources. Significant archaeological resources affected by a proposal will be protected and preserved to the extent practical. When such resources are disturbed, mitigation measures will be undertaken.</p>	<p>N/A</p>			
<p>7. Differentiate new from old. New additions, exterior alterations, or new construction will not destroy historic materials that characterize a landmark or contributing resource. New work may be differentiated from the old if the differentiation does not diminish the character, features, materials, form, or integrity of the landmark or contributing resource and, if in a Historic District, the district as a whole.</p>	<p>?</p>	<p>The restoration of the second floor aims to return the building to its original condition on that floor, and the storefront design of the ground floor takes its design cues from an earlier 1930s replacement of the original storefront, both of which are considered historic storefronts for the Selling Building.</p>		

<p>8. Architectural compatibility. New additions, exterior alterations, or related new construction will be compatible with the resource's massing, size, scale, and architectural features of the landmark or contributing resource and, if in a district, the district as a whole. When retrofitting to improve accessibility for persons with disabilities or accommodate seismic improvements, design solutions will not compromise the architectural integrity of the landmark or contributing resource.</p>	+			
<p>9. Preserve the form and integrity of historic resources. New additions, exterior alterations, or new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the landmark or contributing resource and, if in a district, the district as a whole would be unimpaired.</p>	+			
<p>10. Hierarchy of compatibility. New additions, exterior alterations, or new construction will be designed to be compatible primarily with the landmark or contributing resource and, if located within a district, secondarily with contributing resources located within 200 feet and, finally, with the rest of the district. Where practical, compatibility will be pursued on all three levels.</p>	+			

1554

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Selling Building
other names/site number Oregon National Building

2. Location

street & number 610 SW Alder N/A ☐ not for publication
city, town Portland N/A ☐ vicinity
state Oregon code OR county Multnomah code 051 zip code 97205

3. Classification

Ownership of Property

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

Contributing	Noncontributing
<u>1</u>	<u> </u> buildings
<u> </u>	<u> </u> sites
<u> </u>	<u> </u> structures
<u> </u>	<u> </u> objects
<u>1</u>	<u>0</u> Total

Name of related multiple property listing:
N/A

Number of contributing resources previously
listed in the National Register N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this
☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the
National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. ☐ See continuation sheet.

James M. Hamrick
Signature of certifying official

August 15, 1991
Date

Oregon State Historic Preservation Office
State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. ☐ See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

- ☒ entered in the National Register.
☐ See continuation sheet.
☐ determined eligible for the National
Register. ☐ See continuation sheet.
☐ determined not eligible for the
National Register.

- ☐ removed from the National Register.
☐ other, (explain): _____

Entered in the
National Register

Melanie Byers

10/17/91

fu
Signature of the Keeper

Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

~~Commerce/Trade: business, professional~~
~~office building, physician and dentists'~~
~~offices~~

Current Functions (enter categories from instructions)

~~Commerce/Trade: business, office~~
~~building~~

7. Description

Architectural Classification

(enter categories from instructions)

~~Late 19th and Early 20th Century~~
~~American Movements: Commercial Style~~

Late 19th and 20th Century Revivals:
Italian Renaissance

Materials (enter categories from instructions)

foundation ~~concrete~~
walls ~~brick~~
roof ~~asphalt~~
other ~~terra cotta~~

Describe present and historic physical appearance.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 7 Page 2

SETTING

The Selling Building, located at 610 Southwest Alder Street, is located in the core of downtown Portland. Office buildings and retail store buildings are prevalent throughout the blocks surrounding the Selling Building. National Register properties in the immediate vicinity of the Selling Building include the Bedell Building, the Wilcox Building, Lipman, Wolfe & Co. Building, the Meier & Frank Company Building, and the Morgan Building.

THE DESIGN OF THE SELLING BUILDING

A.E. Doyle's 1910 design of the Selling Building was the first of the Downtown Portland office buildings executed in cream colored brick and white terra cotta. Whidden & Lewis's Wilcox Building followed in 1911, and the twin of the Wilcox, the Stevens Building in 1914. Whitehouse & Foulhoux's smaller Platt building was completed in 1913. Doyle's own Northwestern National Bank Building was built in 1914.

Most shared similar concepts, generally a two story terra cotta base, with a shaft of cream colored brick, capped by a two story capital of terra cotta. The terra cotta ornament of all except the Selling Building is typically of Classical motif.

The Selling Building differs, in the simplicity of the detailing of the terra cotta base, and in the use at the top of the building of arched, Florentine windows, the characteristic of which is the pair of round headed windows within the larger arched frame. It is possible that Doyle owed a debt to Louis Sullivan for this feature, which Sullivan employed on his 1898 Bayard Building in New York. In Portland, this detail was used again on the 1914 Broadway Telephone Office at S.W. Park and Oak Streets, designed by eastern architect Edwin V. Cobby.

The Selling Building design is also interesting for its wide, equally spaced windows, which do not reveal the structural frame, and are well adapted to the small offices of the medical and dental tenants, for whom the building was specially designed.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 7 Page 3

GLAZED TERRA COTTA

There are different types and uses of glazed terra cotta. The type of terra cotta used in Portland office buildings was architectural terra cotta. This type of terra cotta is a design of hollow blocks of baked clay which were pressed by hand into molds and used to decorate the exterior of buildings. Most of the terra cotta buildings are found around the downtown core of the city, but there are also residential and institutional buildings of glazed terra cotta architecture outside the city center. These buildings were constructed in Portland from 1905 to 1930 and the Selling Building is an excellent example of this type of building. The standard exterior structure of terra cotta buildings was a composition of four sections- the base, the attic, the shaft, and the cap. This exterior plan was common to most of Portland's terra cotta buildings. The use of architectural terra cotta in U.S. commercial and office buildings began in the 1890's. Use of terra cotta in Portland commercial buildings started around the same time. The period between 1907 and 1920 was the main period of building glazed terra cotta structures of the large commercial type in downtown Portland. The glazed terra cotta that was used on the Selling Building was made by Gladding, McBean & Co. This firm made most of the terra cotta ornamentation for Portland buildings. Gladding, McBean & Co. was based in California and they had supplied terra cotta ornaments in Portland as early as 1880.

The glazed terra cotta used in the Selling Building consisted of cream-colored glazed terra cotta facing on the lower three floors, glazed terra cotta on the columns and facings at the attic floor level, around the Florentine windows of the two highest stories and on the roof cornice. The original glazed terra cotta remains except for the cream-colored facing used on the ground floor.

EXTERIOR CHANGES

The Selling building is one of Doyle's best office buildings. Changes occurred in 1931 when the base of the building was remodeled for Lerner stores. The work was done by Pacific Coast Construction of Los Angeles, California. The remodeling was finished in the Art Deco style. Later, in 1937, Lerner remodeled and the original construction of the lower part of the building was covered with polished Carnelian granite. A bay east of the entrance remained unaltered by the remodeling; however, it had been remodeled in

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 7 Page 4

1934 when a storefront was added by Oregon Brass Works. They supplied the travertine facing, bronze lettering on the windows, window and door frames and the door. Both the 1934 and 1937 plans were designed by Portland architect Harry A. Herzog.

INTERIOR

The lobby entrance was tiled with decorative inlaid tiles and there was marble wainscoting and decorative plaster work. There were six store spaces available on the ground floor facing Sixth street.

The next floor--terrazzo--had marble stairs, cast-iron stair case, and corridors with marble wainscoting. The stair window was made of leaded glass. The lobby had three electric elevators which had bronze doors. These original interior details have been removed. In 1937 and 1939, the lobby and elevators were remodeled--both projects were designed by Herzog. In 1948 Lerner installed a ventilation system in the basement and first floor. Alterations were also made to the storefront. The work was completed by Karel Paarde-Kooper of Los Angeles. In 1957 the interior was given a complete facelift. The project was estimated as costing \$500,000 and the plans were designed by Skidmore, Owings, & Merrill. Automatic elevators were installed and the halls and public areas of the building were remodeled. New vinyl floors were installed and treated, the walls were treated, hardwood doors were installed, a suspended acoustical ceiling was installed, new restrooms with bronze hardware were added, and a new lounge for the tenants of the building was constructed.

In 1966 the building was sold to Ralph Schlesinger and a modernization plan began. The lobby was remodeled, as were the fifth and twelfth floors. In 1969 the storefront was remodeled, new steps were installed. Plans were designed by the Lerner shops architectural department in New York. The restrooms were remodeled in 1973. In 1985 the second, third, and fourth floors were remodeled. In 1986 the offices on the twelfth floor were remodeled and during the next year the eleventh floor was remodeled. In 1988 a sprinkler system was installed and the ninth and tenth floors were remodeled. In 1989 the fifth and sixth floors were remodeled and the storefront building received a suspended ceiling. It was during the 1980's remodeling that the exterior of the building was also painted.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

☐ nationally ☐ statewide ☒ locally

Applicable National Register Criteria ☐ A ☐ B ☒ C ☐ D

Criteria Considerations (Exceptions) ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G

Areas of Significance (enter categories from instructions)

Architecture

Period of Significance

1910

Significant Dates

1910

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

A. E. Doyle

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

☒ See continuation sheet

9. Major Bibliographical References

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____

☒ See continuation sheet

Primary location of additional data:

- ☐ State historic preservation office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Specify repository: _____

10. Geographical Data

Acreage of property 0.20 Portland, Oregon-Washington 1:24000

UTM References

A 10 525210 5040520
Zone Easting Northing

C

B
Zone Easting Northing

D

☐ See continuation sheet

Verbal Boundary Description

The nominated property is the easterly 70.3 feet of Lots 1 and 2 and the easterly 70.3 feet of the northerly 25 feet of Lot 3, Block 178, Portland Addition, Portland, Multnomah County, Oregon.

☐ See continuation sheet

Boundary Justification

The nominated area measuring 70 x 125 feet encompasses the urban tax lot occupied by the Selling Building since 1910.

☐ See continuation sheet

11. Form Prepared By

name/title John M. Tess, President, with Richard E. Ritz, FAIA

organization Heritage Investment Corporation date March 1, 1991

street & number 123 NW Second Avenue, Suite 200 telephone (503) 228-0272

city or town Portland state Oregon zip code 97207

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1

SUMMARY

The Selling Building, a twelve-story Commercial style office tower of steel frame construction with brick exterior, occupies a 70 x 125-foot site at the southwest corner of the intersection of Alder and Sixth Avenue in the heart of the central business district of Portland, Oregon. It was constructed for developers Ben Selling, C. S. Moore and Moses Blum in 1910 from plans by the local firm of Doyle and Patterson. This, the architects' first office tower, though not its first commercial building, is distinguished by fine detailing in the Florentine Renaissance manner that makes liberal use of cream-colored glazed terra cotta in trim elements.

The street facades are organized in the rational base-shaft-capital scheme that characterized commercial buildings inspired by the influential Chicago School. The building's vertical emphasis, the stacking of office compartments to a great height, clearly expresses the underlying function.

Originally, the base was composed of a terra cotta-clad retail floor with broad display windows superimposed by mezzanine levels. The fourth through the tenth stories, comprising the shaft, are demarcated at top and bottom by belt courses and by their frameless window openings. The topmost stories, enriched with terra cotta, are treated as a continuous two-story arcade in the Italian Renaissance mode capped by a full Classical entablature having a modillioned cornice. The deep red, rug-faced brick exterior of the shaft, regrettably, was painted after the historic period to match the creme-colored terra cotta entablature.

The Selling Building, together with such Doyle and Patterson retail blocks as the Meier and Frank Department Store Annex (1909), the Lipman and Wolfe Building (1910), and the Olds, Wortman and King Department Store (1910), represent a high point in the use of architectural terra cotta locally. AS an exemplar of technological type, and as the outstanding office building design from the had of one of Portland's leading architects, the Selling Building meets National Register Criterion C. In the early decades of the 20th Century, terra cotta was used widely for both cladding and decoration of commercial buildings because it was fire-resistant, lightweight and comparatively economical. A major supplier, Gladding McBean and Company, was located in northern California, at Lincoln, and was the supplier for this project.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1A

In the first of a series of renovations of later years, the retail base of the Selling Building was entirely remodeled in the Art Deco mode for the Lerner Store in the 1930s. Harry A. Herzog designed a small shop front produced by the Oregon Brass Works in 1934, and in 1937 the entrance and lobby were redesigned by Herzog and fitted with bronze fixtures, including the handsome elevator doors with their Zig Zag Moderne motifs. Subsequent alterations were carried out in 1958 and in 1966. Surviving elements of the Art Deco base may be considered historic alterations, whereas the later alterations are not.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 2

SETTING

During 1910 and 1911 the City of Portland was very active in building. In 1910 Portland was fifth in the United States in spending money for construction and in 1911 even more building took place. The Selling Building was one of the buildings built during this time and is significant as being the first office building designed by A. E. Doyle and one of Portland's glazed terra cotta buildings.

HISTORY OF BUILDING

The Selling Building was constructed in 1910 by Ben Selling & Associates. In May of 1909, Ben Selling, Charles Moore and Moses Blum made one of the most expensive land purchases in Portland. For \$350,000 they purchased the corner lot at Alder and Sixth from William Ladd. The 70 x 125 ft. lot was held by the Title Guarantee and Trust company, who originally held the entire block. Each person received a one-third interest in the property. The block between Sixth and Seventh, bordered by Morrison and Alder, was known as the Marquam block. Several well-known Portland buildings were built on this block. There were two office buildings, one facing Morrison between Sixth and Seventh, and the other on the corner of Sixth and Alder. The Marquam Opera House was located on Alder between Sixth and Seventh.

Selling wasted no time in making the deal. He offered Ladd \$300,000, but Ladd wanted more. After ten minutes the deal was made for \$350,000. Selling planned to build an office building on the lot. In January of 1910, the building was planned as a ten story structure for either offices or a department store. Tenants of the Old Marquam office building were given a 60 day notice to vacate the building. It was not until June of 1910 that work began. The new plan was a design for a twelve story steel structure with brick and terra cotta. The cost of constructing the building was estimated at \$400,000. The contractor for the project was James Steward & Co. The architectural plans were designed by Doyle & Patterson.

The exterior of the building was completed in December of 1910. The format of the building was unique. The first and second stories were to be used as commercial space, floors three through seven were to be used for general tenants, and the top five floors were reserved solely for physicians and dentists. The upper floor offices were designed to be large and 32 spaces were planned for each floor. Special features for the top five floors included compressed air and electrical outlets to operate medical equipment such

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 3

as gas, drains, machines, and water systems. The medical profession showed great interest in the building even before construction began and by early December one-half of the building was leased.

OWNERS

Ben Selling & Associates purchased the lot and financed the building project. Ben Selling was born in San Francisco California in 1852. He came to Portland with his father in 1862. He attended the Portland Academy, but left school six months before graduation in order to work. He worked at his father's merchandise store and started his own business in 1880. He sold boots and shoes and later opened a clothing store. By 1893 he had accumulated a fortune and retired. He travelled in Europe and the Orient and came back to Portland. He opened the Moyer Clothing Company in 1897. After 46 years in the clothing business, Ben Selling was well-known throughout the northwest as a merchant. He owned a considerable amount of real estate.

Selling was also active in politics and public affairs. He was on the Port of Portland Commission and was a member of the Portland Dock Commission for ten years. He served in the State Senate for eight years and he also served in the state legislature. He was a successful business man, but he gave more back to the community. He was involved in numerous charitable associations. He sponsored the Waverly baby home, started scholarship funds at state and out of state universities, established soup kitchens during the depressions of 1893 and 1907, and he raised money for relief work at home and abroad. Selling was aware and active in improving Portland's social problems. It has been said that he "probably gave away more money in proportion to his income than any Oregon citizen since the state was founded." In 1928, Selling was voted as Portland's leading citizen by the Portland Realty Board. He was the first individual to be designated as Portland's first citizen. Selling died in 1931. He left a will providing that his interest in the Selling building be retained and not disposed of until fifteen years after the death of his widow.

Norris, Beggs, & Simpson, a Portland property management firm, managed the building from 1932 until 1966. Norris occupied about 80% of the office space in the building by 1966. In 1967 the Selling Building was renamed the Oregon National Building for the new tenants of building-Oregon National Life Company. This firm was founded in Salem in 1964. They moved to the building and occupied the fifth floor and the basement.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 4

The original tenant of the ground floor was Nau's Modern Prescription Drug Store. Frank Nau was born in New York in 1863. He graduated from the Chicago College of Pharmacy and managed several drugstores in Milwaukee and New York City before moving west. He sailed to San Francisco in 1888 and came to Portland shortly thereafter. He worked for Woodard-Clarke Drug company and then opened his own drugstore in 1890 in the Portland Hotel. He established a good clientele and in 1911 he moved into the Selling Building. During the period that the store was located in the building, business grew to "large and gratifying proportions." Nau started the first 24 hour pharmacy business in Portland. This service lasted until 1958. The drugstore became noted for its motto "We never close." He was involved in developing the pharmacy industry in Portland and established himself as a progressive and prominent Portland merchant. Nau died in 1915 and the pharmacy was then managed by his son. The business stayed in the Selling building until 1931 when it moved to 364 Alder and then in 1935 it moved to 519 Alder where it remained until it closed in 1970. Three generations of the Nau family operated the 90-year old business. Nau's son was the first president of the Portland Retail Druggists' Association, Inc. and a president of the Oregon State Pharmaceutical Association.

Lerner store for womens' clothing occupied the ground floor from 1931-to at least 1969.

In 1934 Wegert's Pharmacy was in the building.

By 1932 the floors above the ground floor were occupied mostly by physicians and dentists. The Selling Building had become one of Portland's leading medical buildings. Other stores occupying the ground floor at this time were Stetson Show Company, Tommy Luke florist, Columbia Optical Company, and Lerner Stores Corporation. By 1938 the tenants were still largely professional-doctors and dentists predominating.

Currently the building houses AT & T and cake/dessert shop on the ground floor and office tenants including the Multnomah County Tax Assessors office on the upper floors.

A. E. DOYLE

The Selling Building was A. E. Doyle's first office building. Doyle started his profession as an intern in the Portland architectural firm of Whidden & Lewis. This firm controlled much of Portland's building design for two decades. Doyle worked there for 12 years and during this time the firm designed styles that were heavily influenced by European

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 5

and east coast designs. The firm supervised the plans for the 1905 Lewis & Clark Exposition, which Doyle participated on until he left Portland for New York. He studied at the School of Architecture at Columbia University and the American School of Architecture in Athens, Greece. By 1907, Doyle had returned to Portland and established his own office just in time to participate in the boom of commercial and industrial building that took place in Portland between 1905 and 1929. Before his death in 1928, Doyle designed, mostly by himself but also with partners W.B. Patterson and James G. Beach, a great number of buildings in Portland, including Selling, Meier & Frank 1910, Oregon Hotel (Benson) 1911, Central Public Library 1913, Northwest National Bank (American Bank) 1913, Pittock Block, 1914, U.S. National Bank, 1917 and 1923, Morgan Building, 1913, the Broadway, Bank of California, 1924, Pacific Building 1926, the Terminal Sales Building in 1926, the Public Service Building, 1928, buildings at Reed College and residential designs. Certainly Doyle's buildings are a significant part of downtown Portland and it has been said that "no one else has had such a lasting or widespread effect on the Portland cityscape" as A.E. Doyle.

HARRY A. HERZOG

Harry A. Herzog drew the plans for the 1934 and 1937 additions/changes to the Selling Building. He was born in Texas and moved to Portland in 1908 when he was 15. Herzog went to Washington high school and graduated from the University of Pennsylvania School of Architecture. He helped design the Temple Beth Israel with Whitehouse and Morris and he designed the Hollywood Theater, the old United Artist and Liberty theaters, the Marculis Jewelry stores, the Sandy Crest Apartments, and several buildings on the Oregon State University campus in Corvallis.

COMPARISON WITH OTHER OFFICE BUILDINGS OF ITS PERIOD

The Selling Building was A.E. Doyle's first office building. He did not repeat himself in the nearly twenty years of his very full career which followed. Likewise, his office buildings are distinctive among the designs of other architects during the period.

Although Doyle's office building designs were in the mainstream of office building design prevalent throughout the United States, and one can usually find a prototype somewhere for each building, Doyle treated each project as a unique creation. He incorporated

**United States Department of the Interior
National Park Service**

National Register of Historic Places Continuation Sheet

Section number 8 **Page** 6

special attention to detail and quality of construction, as well as unerring judgement on scale and proportion. These special qualities are what make Doyle's office buildings stand out from those of other architects of his day.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 2

BIBLIOGRAPHY

Carey, Charles Henry, History of Oregon, biographical, vol. II, 1922.

City of Portland, Historic Resource Inventory, 1983.

City of Portland Buildings Bureau microform and inspection card files.

Ferriday, Virginia Guest, Last of the Handmade Buildings-Glazed Terra Cotta in Downtown Portland, Mark Publishing Company, 1984.

Sanborn Insurance Maps.

Vaughan, Thomas and Virginia Guest Ferriday, Space, Style and Structure-Building in Northwest America, OHS Portland, 1974.

"A Tribute to a Strong Man," Portland Retail Druggists' Association, Inc., Frank L. Nau, 1962.

"Ben Selling Dies; City is Mourning," The Oregonian (January 16, 1931), p.6.

"Ben Selling is Always on Top," Post-Intelligencer (June 1).

"Ben Selling Will Filed," The Oregonian (February 21, 1931), p.7.

"Buildings Are Pushed," The Oregonian (December 4, 1910), p.10, sec.4.

"Corner at Alder and 7th Sold," The Oregonian (December 29, 1909), p.10.

"Fine Weather is Help to Builders," The Oregonian (December 18, 1910), p.10, sec. 4.

"New Managers Names," The Oregonian (May 22, 1932), p.2, sec.2.

"Plans Are Ready," The Oregonian (May 1, 1910), p.4, sec.4.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 3

"Portland Honors First Citizen of '28, Ben Selling," Daily Journal of Commerce
(January 7, 1929), p.1.

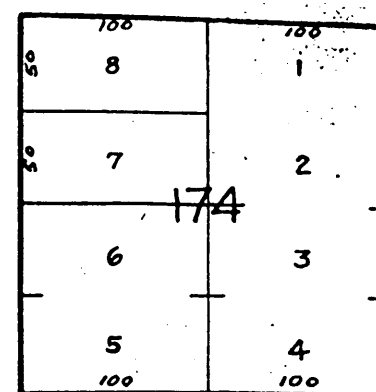
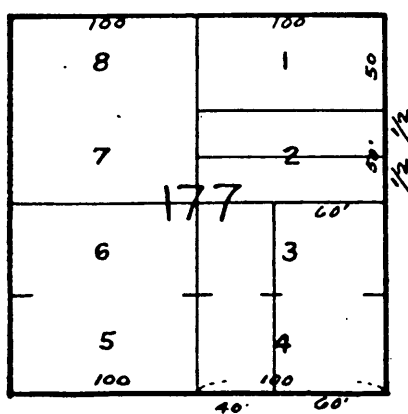
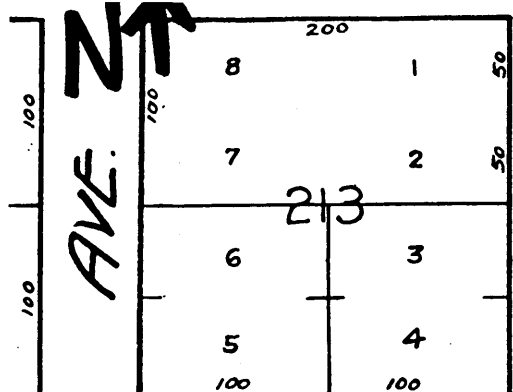
"Portland in 5th Place," The Oregonian (February 4, 1911), p. 2, sec. 5.

"Remodeling Due Building," The Oregonian (January 30, 1957), p.4, sec. 3, c.1.

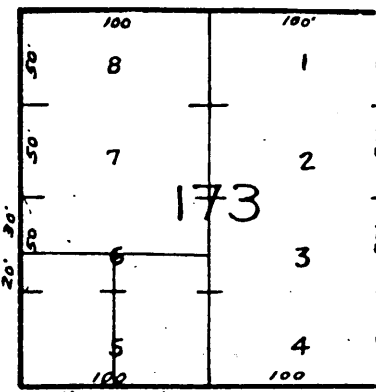
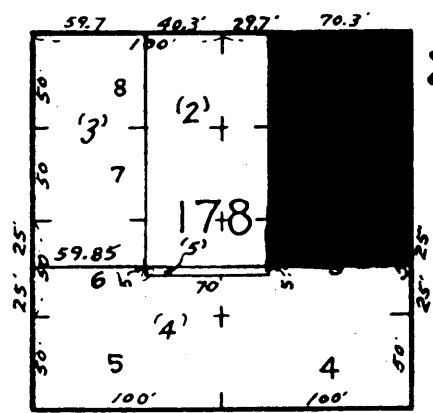
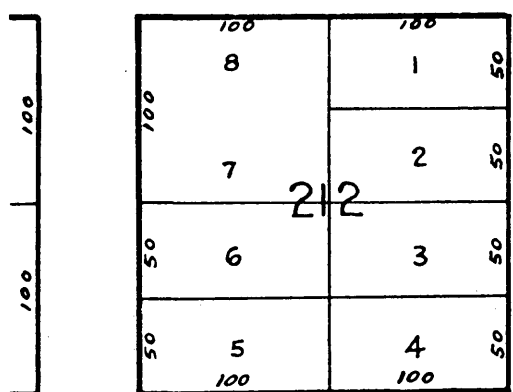
"Selling Building Renamed," The Oregon Journal (January 12, 1967), p.7, sec. 3, c.4.

"Selling Building Sold, Modernization Planned," The Oregon Journal (July 15, 1966) p.7,
sec.3, c. 4.

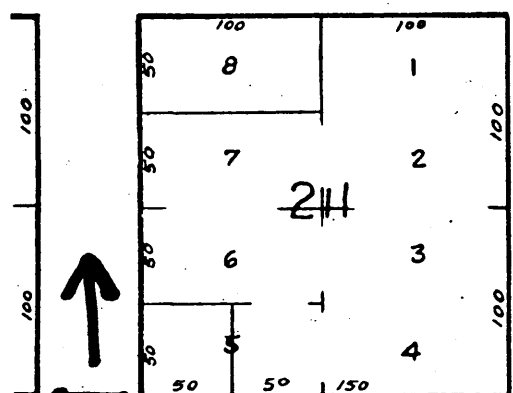
"Selling Building to Be Ten Stories," The Oregonian (January 16, 1910), p.8, sec. 4.



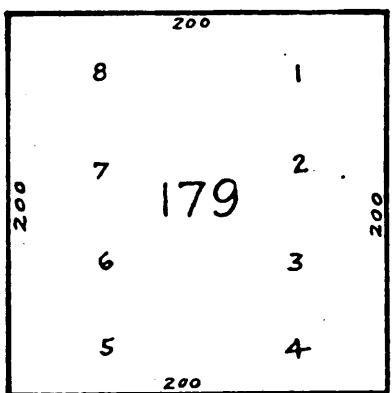
Alder



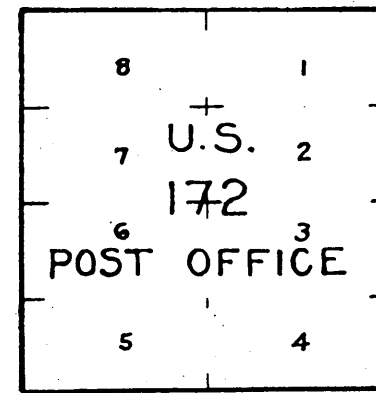
S.W.



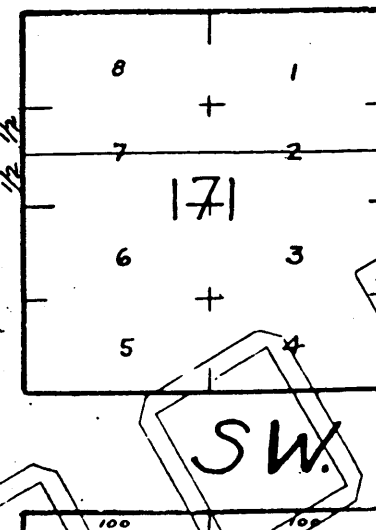
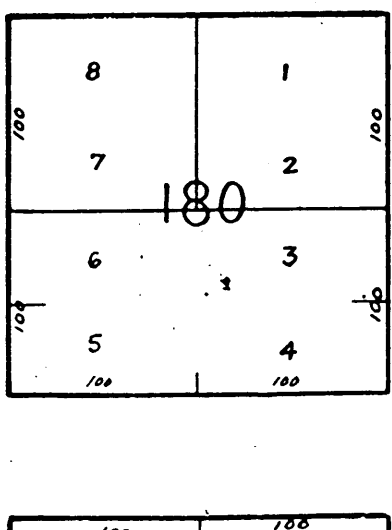
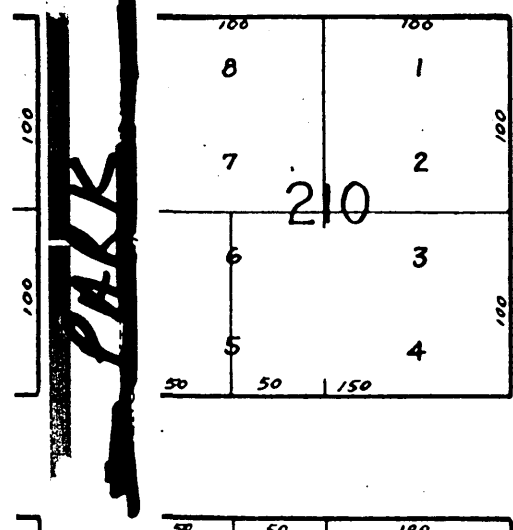
BROADWAY



6



S.W.



Historic
Resource
Inventory
CITY OF PORTLAND, OREGON

0-010-00610

610 S.W. Alder Street

Portland, Block 178, Lots 1-3
QUARTER SECTION MAP #: 3029.5
Downtown Community Association

ORIGINAL NAME: Selling Building
OTHER NAMES: Oregon National Building

ORIGINAL FUNCTION: Office, Retail

DATE BUILT: 1910

STYLE: Twentieth Century Classical, Twentieth Century Italian Renaissance

ARCHITECTURAL PLANS BY: Doyle and Patterson

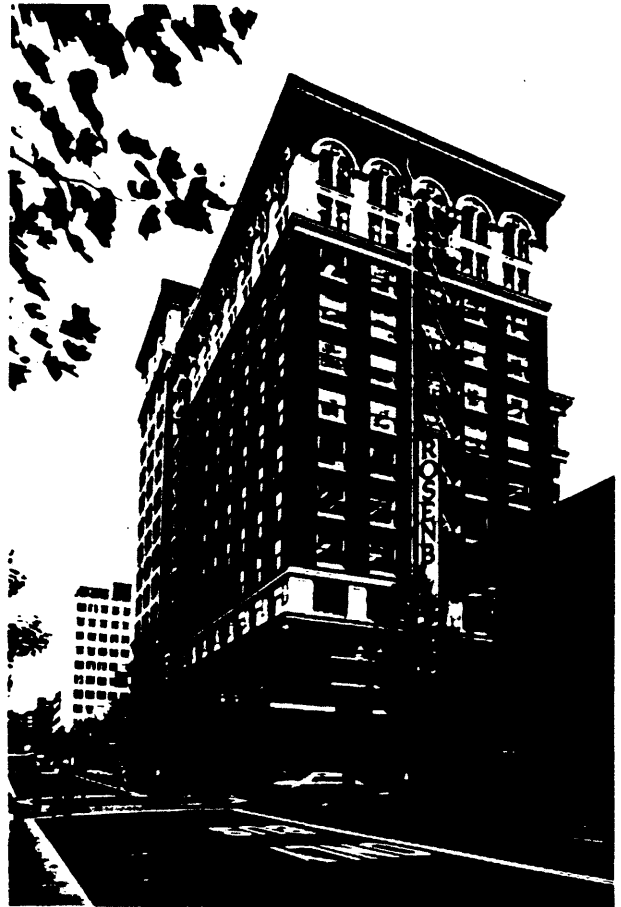
ORIGINAL OWNER: Selling, Ben, Moore, C.S., Moore, R.S., Blum, Moses
TENANTS: Nau's Modern Prescription Drug Store

TAX ASSESSOR'S ACCOUNT #: R-66771-8220
ZONING: C1Z

Rank II

HISTORIC DISTRICT: Glazed Terra Cotta (potential)

SPECIAL FEATURES AND MATERIALS:
Buff-colored brick with cream-colored glazed terra cotta decoration.
Florentine windows at upper two stories. Double hung windows with wood sash below. Decorative glazed terra cotta roof cornice with modillions.



SPECIAL F/M - ORIGINAL REMOVED:

Terra cotta facing at ground floor. Shop fronts with prism glass above transom bar, plate glass and wrought-iron grilles below. Cast-iron and glass entrance marquee decorated with light bulbs. Marble wainscotting, ornamental plaster work, cast-iron stair with marble treads, leaded glass window, bronze elevator doors, and bronze lighting. Fixtures in building lobby.

AREAS OF SIGNIFICANCE: Architecture

Architecture: Glazed terra cotta was used as an exterior sheathing material and for individual decorative elements in buildings in Portland from about 1900 to 1930. Terra cotta blocks (which are similar in size and configuration to concrete blocks but have decorative glazed faces) were made by pressing fine clay into plaster molds. The clay blocks were then glazed, dried, and fired.

Because terra cotta was fireproof, lightweight and, compared to carved stone, inexpensive to produce, it was the favored material for the large commercial structures built during Portland's era of rapid growth. However, cast stone ornament (concrete), developed in the late 1920s, was even less expensive, and gradually gained popularity over terra cotta. Later, with the introduction of mass-produced aluminum and glass-wall systems, the use of decorative masonry ceased altogether.

Although most glazed terra cotta buildings in Portland are found in and around the downtown retail core, there are numerous schools and apartment buildings with glazed terra cotta decoration scattered throughout the metropolitan area.

The Selling Building was the first office building designed by the architectural firm of Doyle and Patterson. On a 70' x 125' lot at the southwest corner of Alder and Sixth, it was originally flanked by two Richardsonian buildings, the Marquam Building to the south, and the Oregonian Building across the street to the north. Developers were Ben Selling, C.S. and R.S. Moore, and Moses Blum. James Stewart and Company were the general contractors. The terra cotta was supplied by Gladding, McBean and Company.

The basic structure is a riveted steel frame with a concrete slab. A light court runs along the west wall. Nau's Prescription Drug Store was the original ground-floor tenant. The original street level windows were divided into two parts: a large pane of glass below and a somewhat smaller area of prism glass above. Small awning-type windows were set into the upper portion. Below the sidewalk windows were wrought-iron grilles. Columns and spandrels on the lower three floors were faced with cream-colored glazed terra cotta. The main body of the building is faced with buff-colored Normandy brick. Florentine style windows at the upper two stories are also executed in terra cotta, as is the roof cornice.

An unusually attractive cast-iron and glass canopy, decorated with light bulbs and with a large "S" on its face hung over the main entrance. This canopy had by 1934 already been removed. As originally built the lobby included marble wainscotting, ornamental plasterwork, and a cast-iron stair with marble

treads. The stair window was of leaded glass. Elevator doors were bronze, and bronze fixtures with red and glass ball lights indicated the elevator's direction of travel.

The building's corridors were lined with marble wainscoting. Partitions had glass relights and transoms. The Phillipine mahogany was supplied by Hanford and Sutthoff of Seattle.

In 1931 the entire retail base was redone in the Art Deco mode for the Lerner store. A subsequent remodeling for the same tenant completely obliterated the original construction. The entance and lobby were first remodeled in 1937 under the direction of architect Harry A. Herzog. Herzog was also architect for the small 1934 shop front, produced by Oregon Brass Works, that is still in existance just to the left of the main entrance. In 1958 automatic elevators were installed and the corridors and other public spaces were renovated. The main entrance was remodeled again when the "modernization" was completed in 1966.

BIBLIOGRAPHY:

City of Portland Buildings Bureau microform and card files.

Multnomah County Tax Assessor records, microform, automated data files, and card files (Portland, 1980).

Gladding, McBean and Company job list, Gladding, McBean and Company Collection, Lincoln, California.

Portland Historical Landmarks Commission, inventory form.

Vaughan, Thomas and McMath, George, A CENTURY OF PORTLAND ARCHITECTURE (Portland, 1967).

Selling Building, alteration photograph, 1934, Oregon Brass Works Collection.

PORTLAND ARCHITECTURAL CLUB YEARBOOK, (1910, 1913).

Selling Building, exterior photographs, OHS Collection.

Doyle and Patterson, Selling Building working drawings, 1910, City of Portland Buildings Bureau Microfiche Collection.

OREGON JOURNAL, July15, 1966, sec. 5M, p. 7.

Herzog, Harry A., Alterations and Additions to Selling Building, working drawings, 1937, City of Portland Buildings Bureau Microfiche Collection.

ORIGINAL BUILDING PERMIT #: 22710

0-010-00610

MAJOR ALTERATIONS: 1931

1934/Harry A. Herzog

1935/230987

1937/247148/Harry A. Herzog

Present owners, as of May 1980: Ralph D. and Bernice W. Schlesinger
MAILING ADDRESS: 01425 S.W. Mary Failing Drive, Portland 97219

No Preservation Funding

Negative: 122-19

Score - Design/Construction: 14

Score - Historical: 3

Score - Rarity:

Score - Environment: 8

Score - Integrity: 8

Score - Intrinsic: 17

Score - Contextual: 16

Score - Total: 75.5



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

1 of 9

North and east elevations looking Southwest



Selling Building
610 S.W. Alder
Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991
HERITAGE INVESTMENT CORPORATION
123 NW Second Avenue, # 200
Portland, Oregon 97209

2 of 9

North and east elevations looking Southwest



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

3 of 9

Ground Floor Level Detail Looking Southwest



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

4 of 9

Exterior Detail Looking Southwest



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

5 of 9

Exterior Terra Cotta Detail North Elevation



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

6 of 9

Exterior Terra Cotta Detail Northeast Corner



THIS CAR UP

THIS CAR UP

THIS CAR UP

Selling Building

610 S.W. Alder

Portland. Multnomah County. Oregon 97205

John M. Tess Photographer. 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue. # 200

Portland. Oregon 97209

1 of 9

Lobby Detail



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

8 of 1

Historic Interior Stair Detail



Selling Building

610 S.W. Alder

Portland, Multnomah County, Oregon 97205

John M. Tess Photographer, 1991

HERITAGE INVESTMENT CORPORATION

123 NW Second Avenue, # 200

Portland, Oregon 97209

1 of 1

Interior historic stair detail



SW ALDER STREET



City of Portland
Historic Landmarks
Commission

Design Advice Request

EA 25-023533 DA

James Beard Public Market

May 5, 2025

Staff Presentation

Context

Location

Zoning

Approval Criteria

Context

Program Overview

Applicant Presentation

Discussion Topics

Context

Public Realm

Quality & Permanence

Historic Compatibility

Potential Modifications

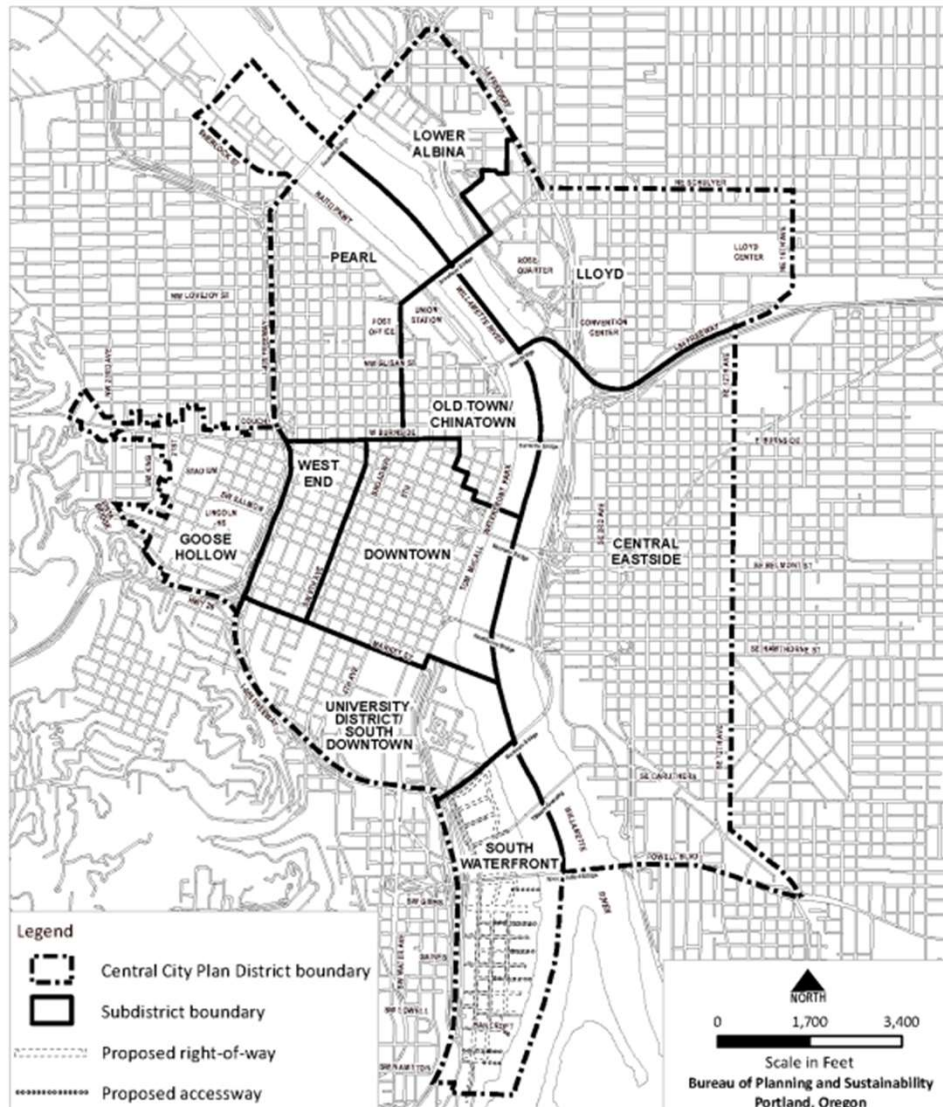
Public Comments

Commission Conversation

Context

Location

Downtown Subdistrict of the
Central City Plan District





Zoning

Base Zone:
CX, Central Commercial

Overlay:
Design Overlay
Historic Resource Overlay
(Historic Landmark Selling Building)

Floor Area Ratio:
12:1 base

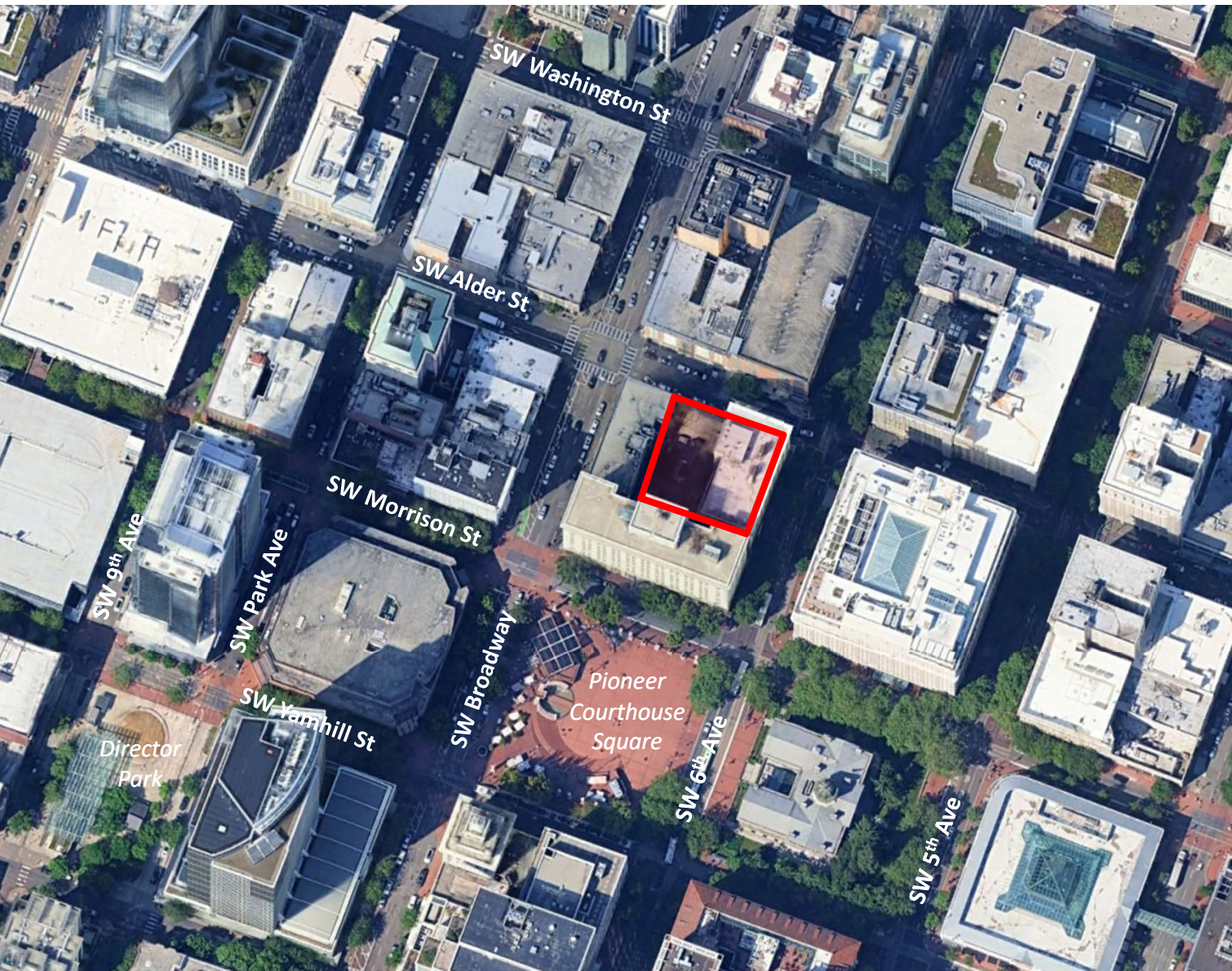
Height:
460' max



Approval Criteria

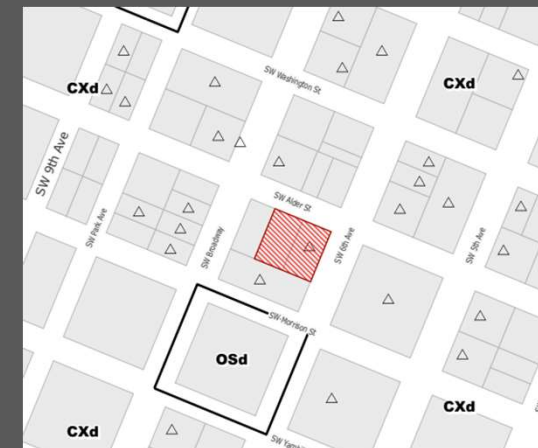
Central City Fundamental Design Guidelines (applies to both buildings)

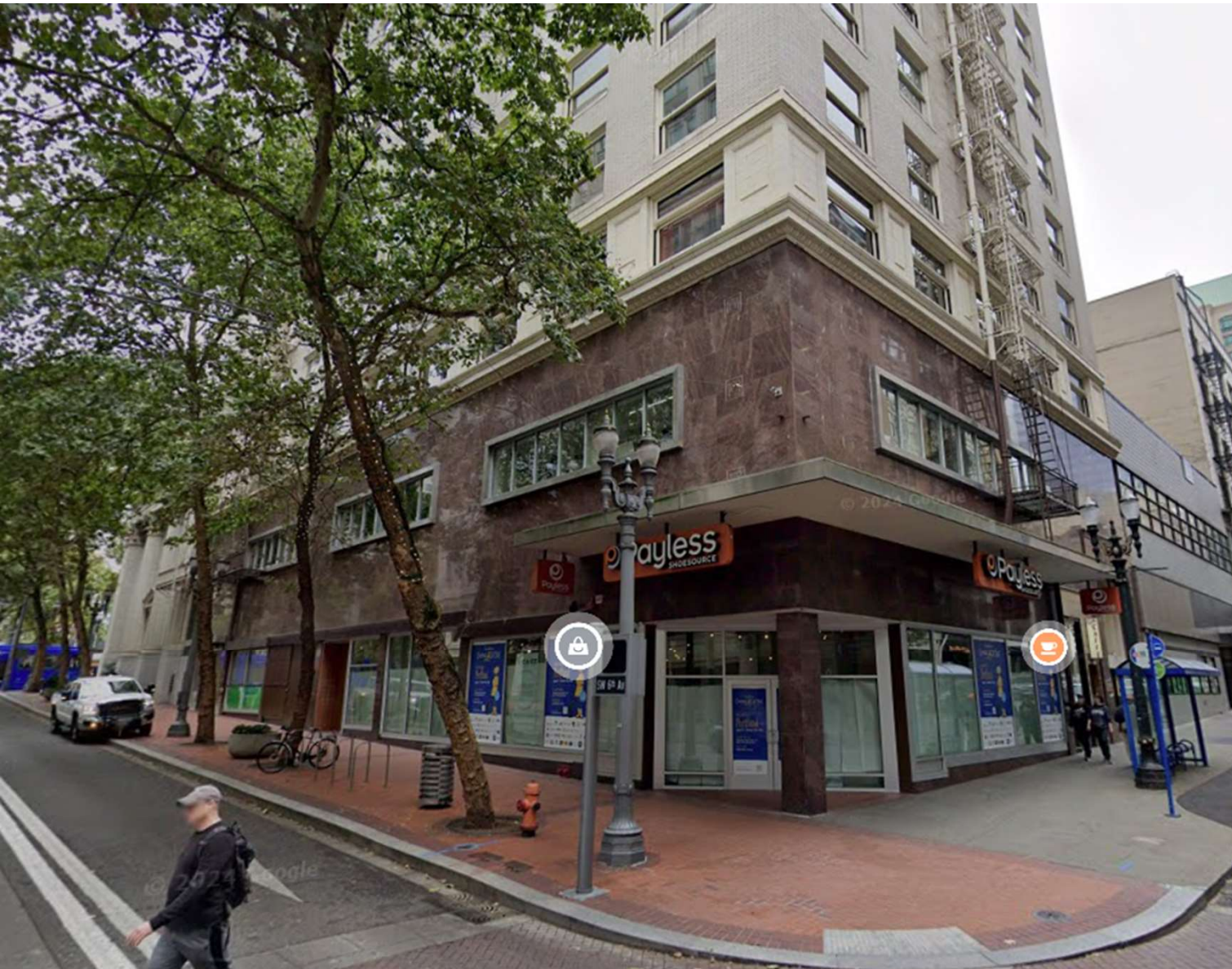
PZC 33.846.060.G, Other Historic Approval Criteria (applies only to the Selling Building)



Context

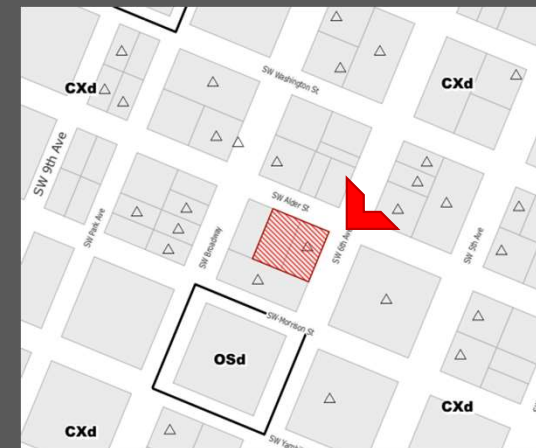
- Central Downtown
- Close proximity to Pioneer Courthouse Square and Director Park
- Darcelle XV Plaza and Flock Food Hall are a few blocks to the northwest
- Midtown Beer Garden is a few blocks to the northeast





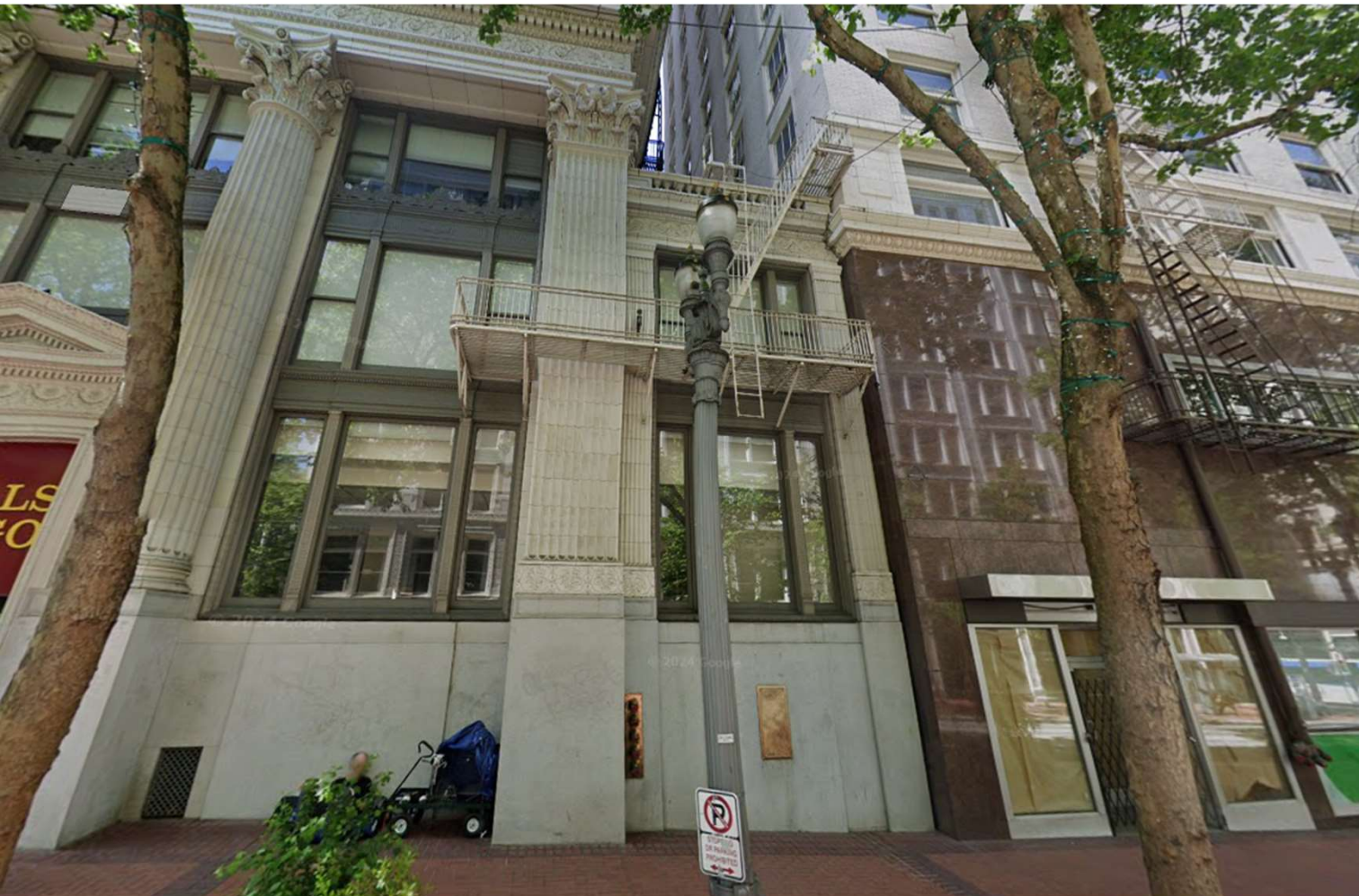
Context

- Historic Landmark Selling Building
- SW corner of SW 6th & Alder





-
- A map of a residential neighborhood showing streets and lots. A red arrow points to a lot at the intersection of SW Alder St and SW Harrison St. The lot is shaded with red diagonal lines. Other lots are labeled with 'CXd' or 'OSd'. A thick black line outlines a larger area containing the 'OSd' lot.



Context

- Historic Landmark Selling Building (r) and Historic Landmark Northwest National Bank Building (l)





Context

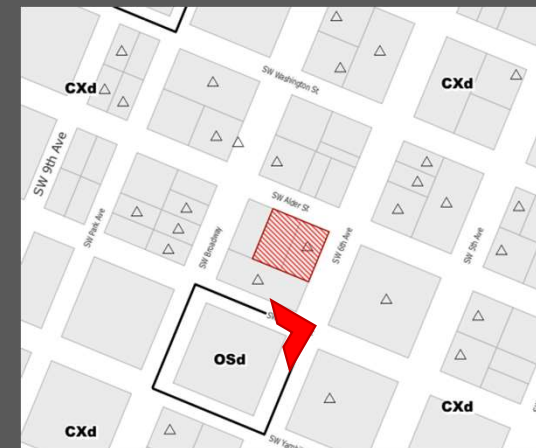
- Pioneer Courthouse Square

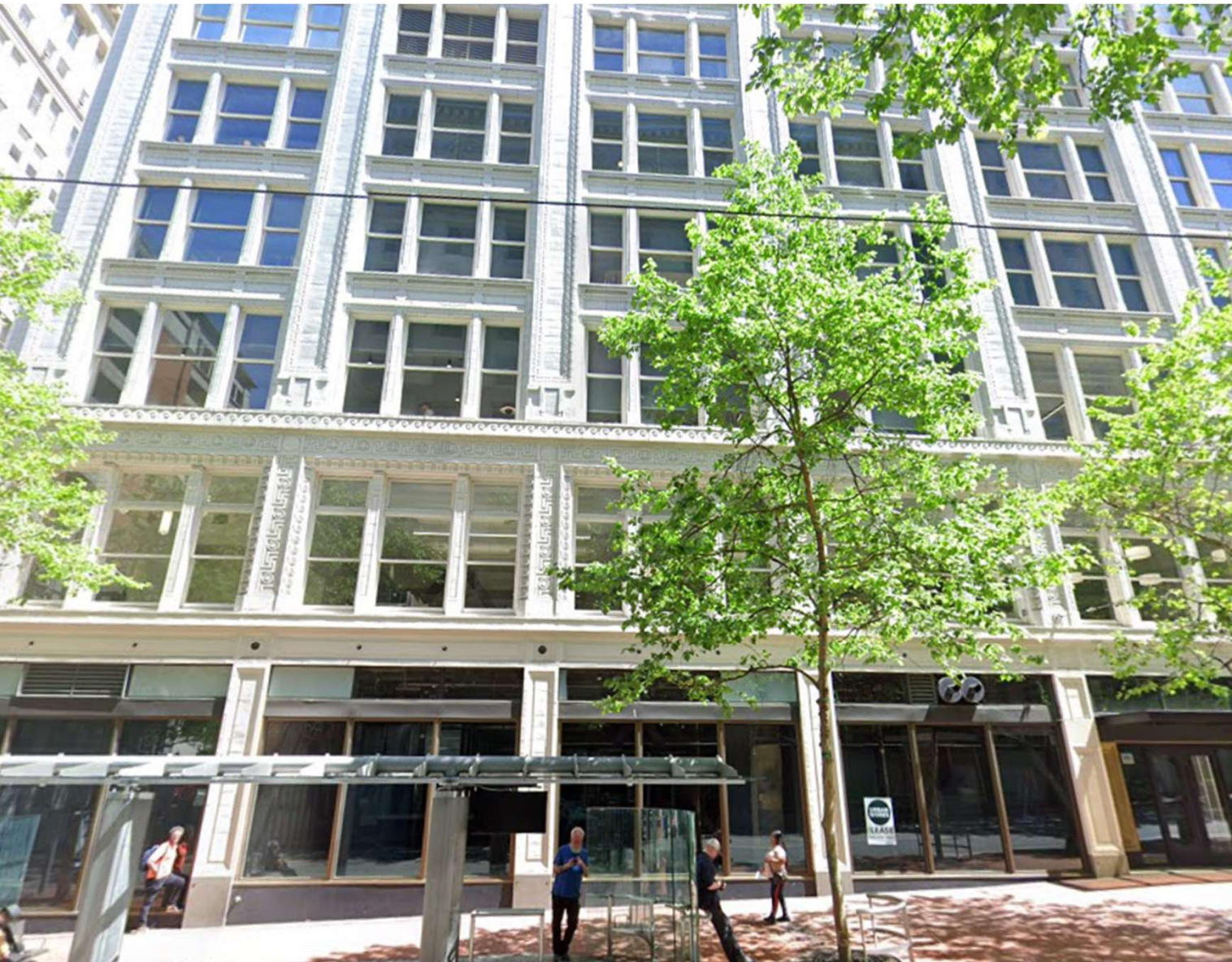




Context

- Historic Landmark Meier & Frank Building





Context

- Historic Landmark Meier & Frank Building



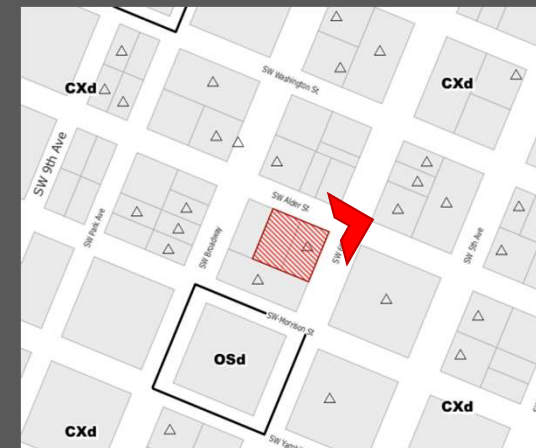


-



Context

- Historic Landmark Bedell Building





Context

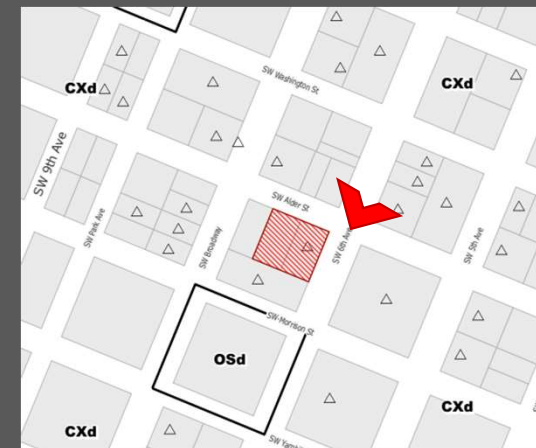
- Historic Landmark Bedell Building (r) and Historic Landmark Olds & Kings Store building (l)

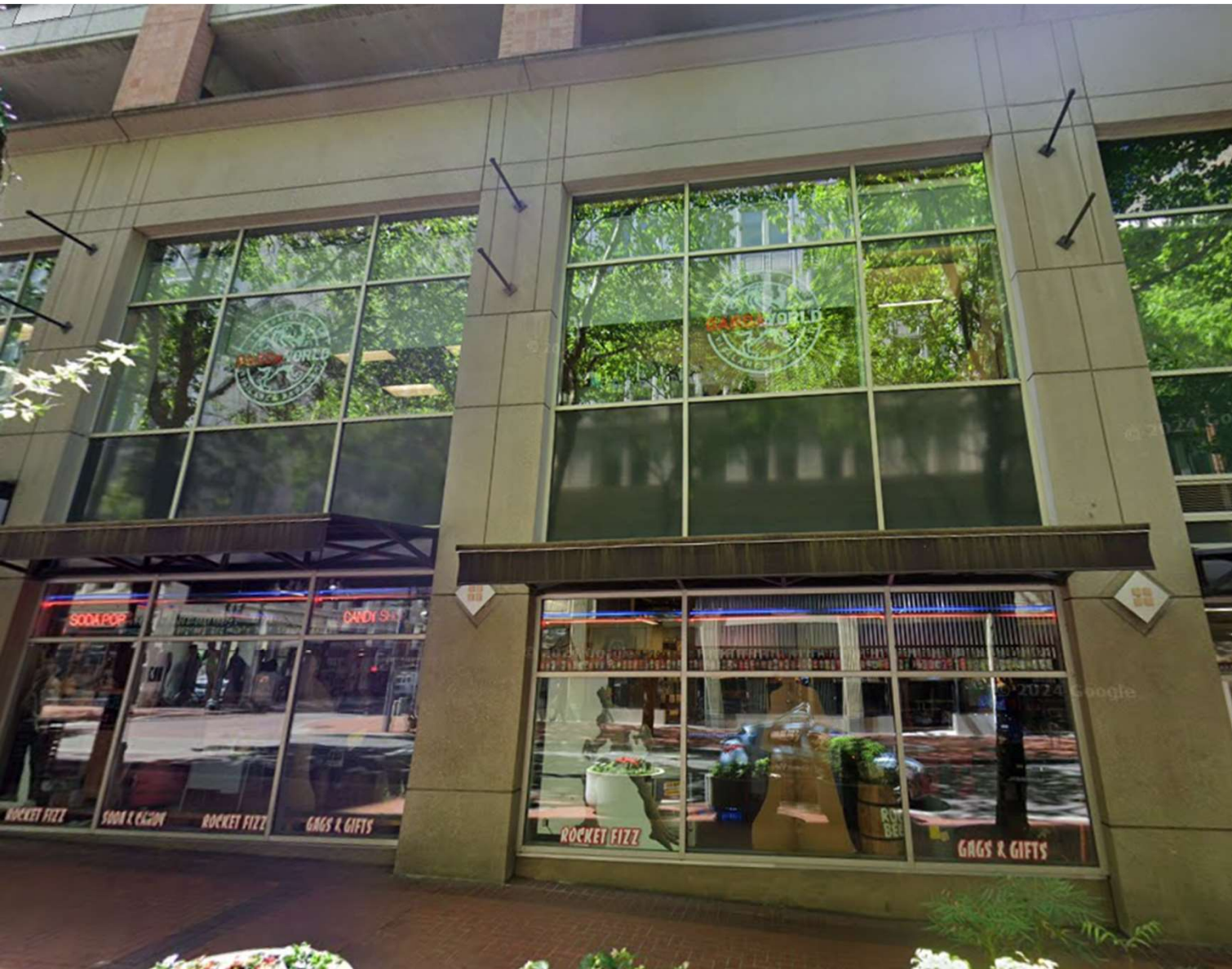




Context

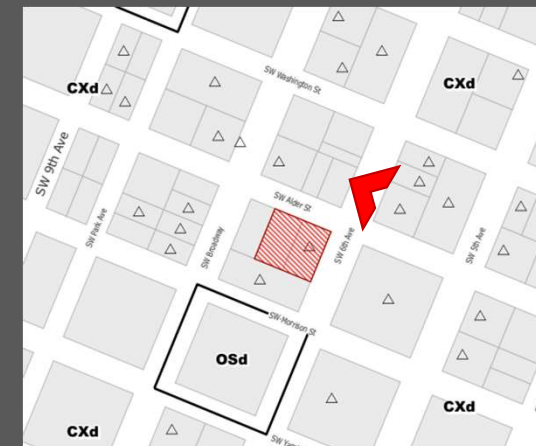
- Transit Mall

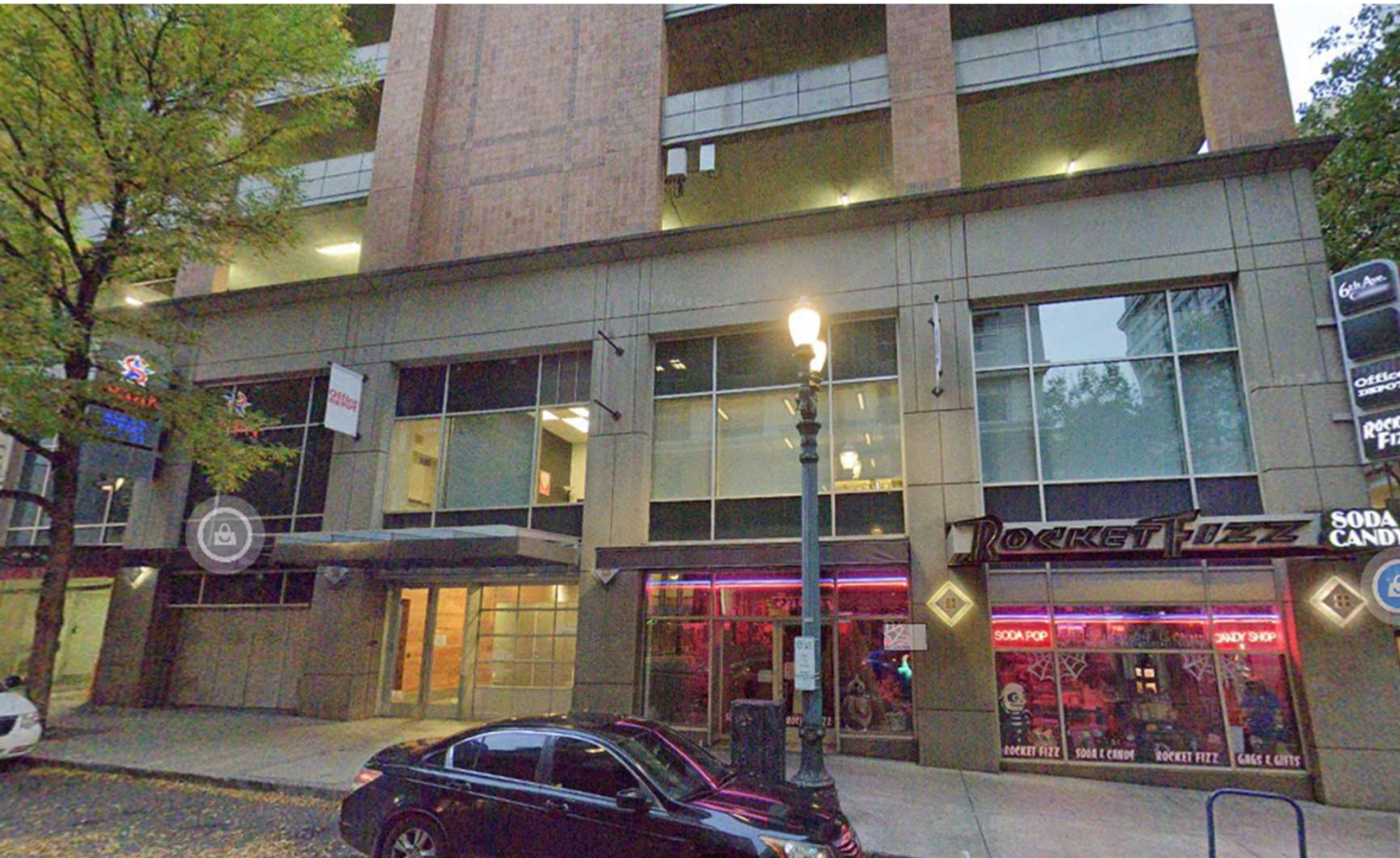




Context

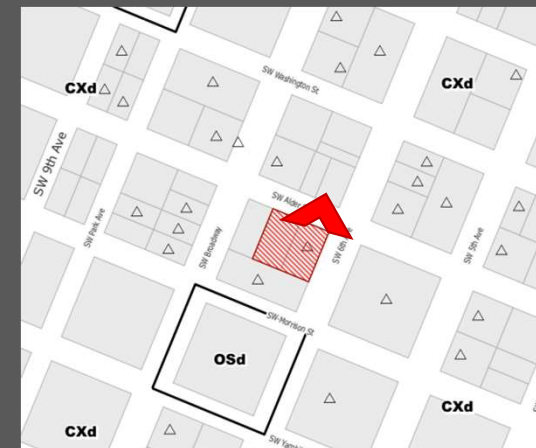
- 6th Ave Center parking garage and shops at the northwest corner of SW 6th & Alder





Context

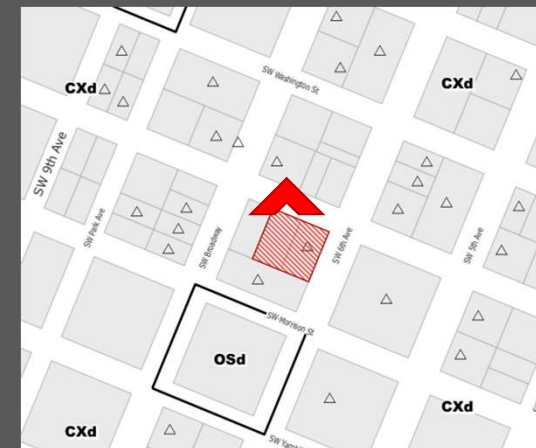
- 6th Ave Center parking garage and shops at the northwest corner of SW 6th & Alder





Context

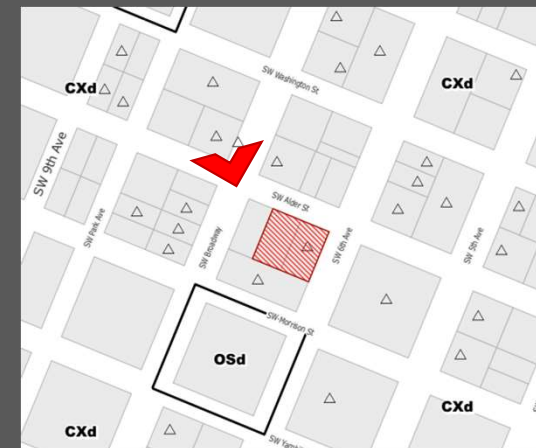
- Historic Landmark Electric Building





Context

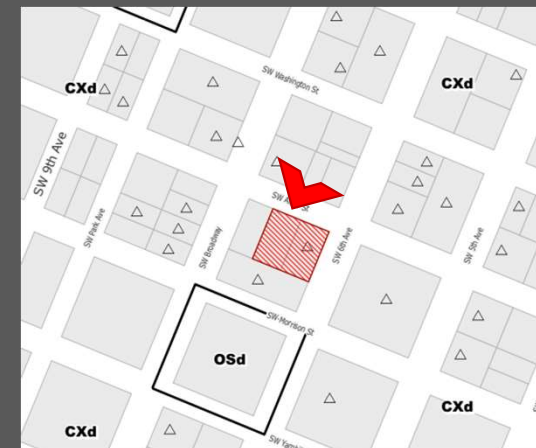
- 610 SW Broadway building





Context

- 622 SW Alder St building





Context

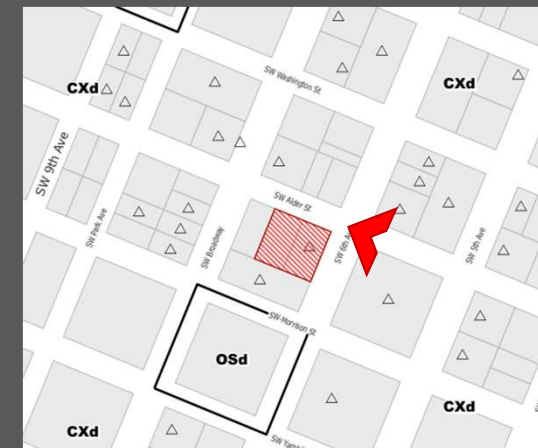
- 622 SW Alder St building (r) and Historic Landmark Selling Building (l)

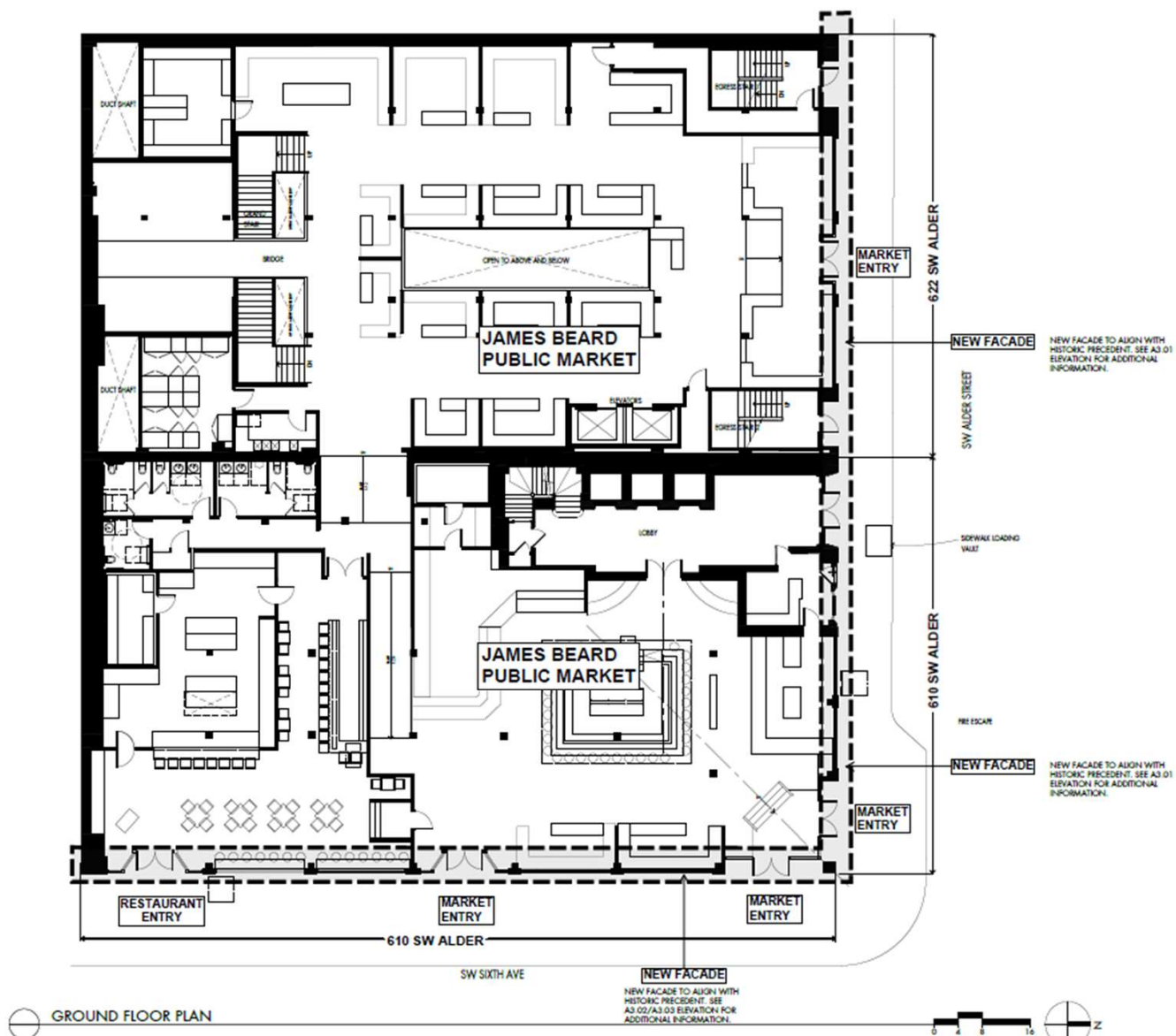




Context

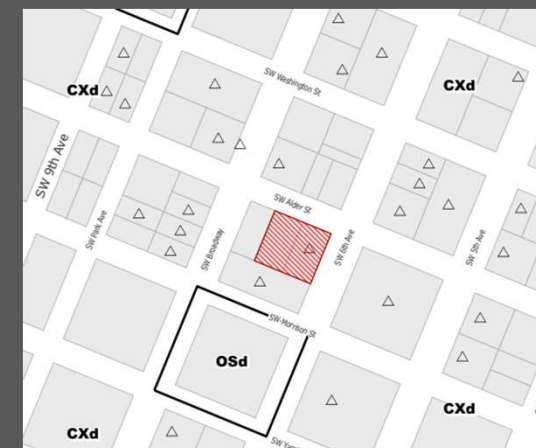
- View to northwest along SW Alder St





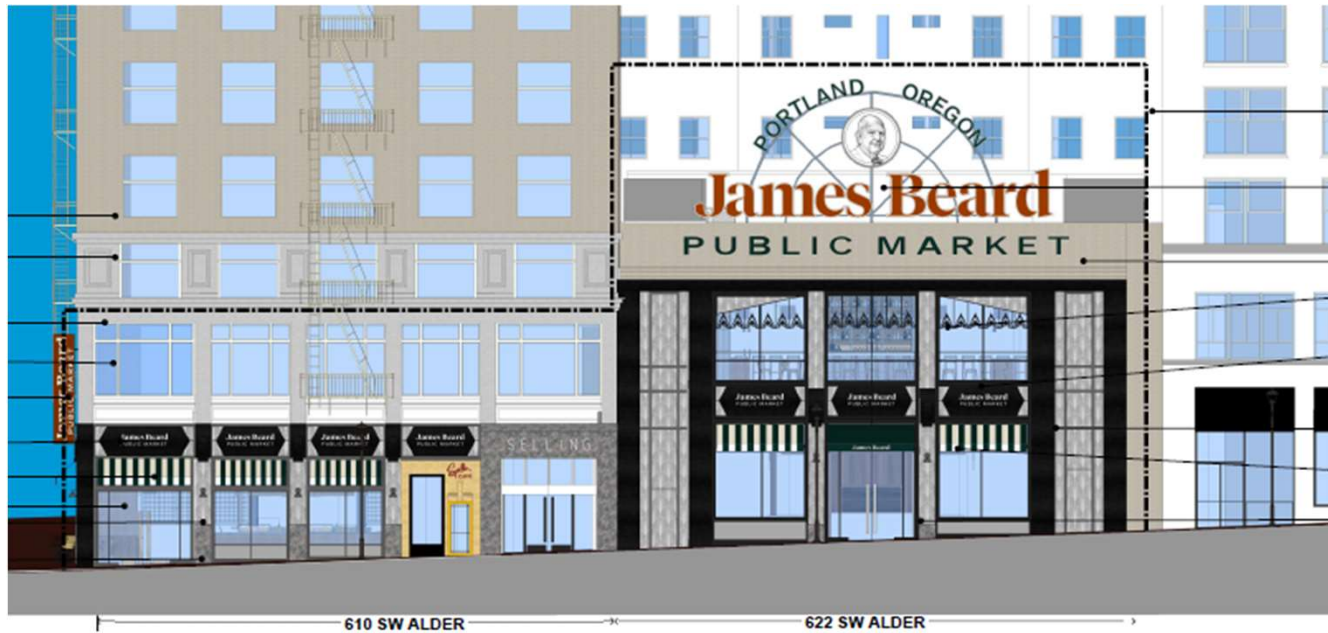
Program Overview

- Exterior renovation of the ground and second floor of the Historic Landmark Selling Building and the entire north elevation of the 622 SW Alder building
- Interior renovation of ground floor of both buildings and 2nd floor and roof deck of 622 SW Alder



Applicant Presentation

Discussion Topics



Context

The proposed restoration of storefronts along SW 6th Ave and SW Alder St will support and reinforce the context of existing mixed-use development in the Downtown Subdistrict and the Transit Mall.

Signage is contextually appropriate and also consistent with the style and period of significance for the Selling Building.



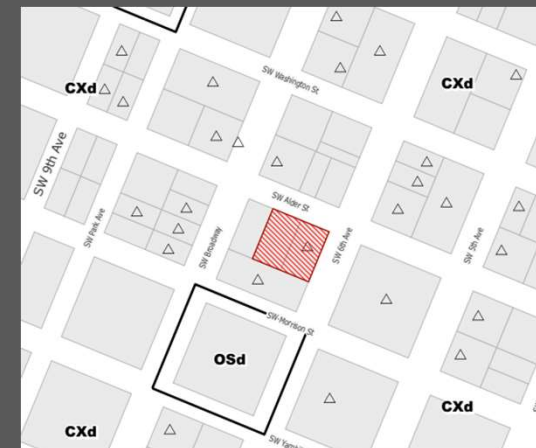


Ground Floor Activation

The proposal appears to be maximizing the amount of active uses and glazing on the ground floor of both buildings.

Public Realm

1. Ground Floor Activation
2. Weather Protection
3. Utility Transformers



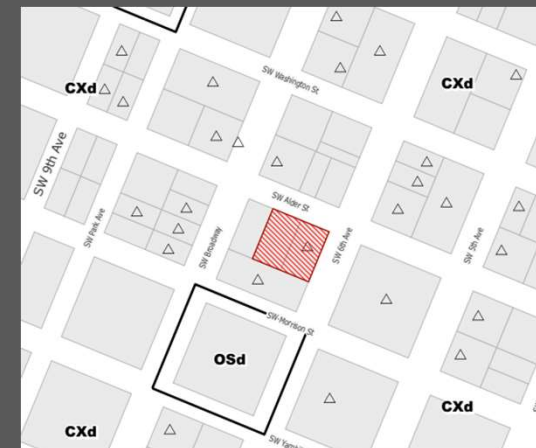


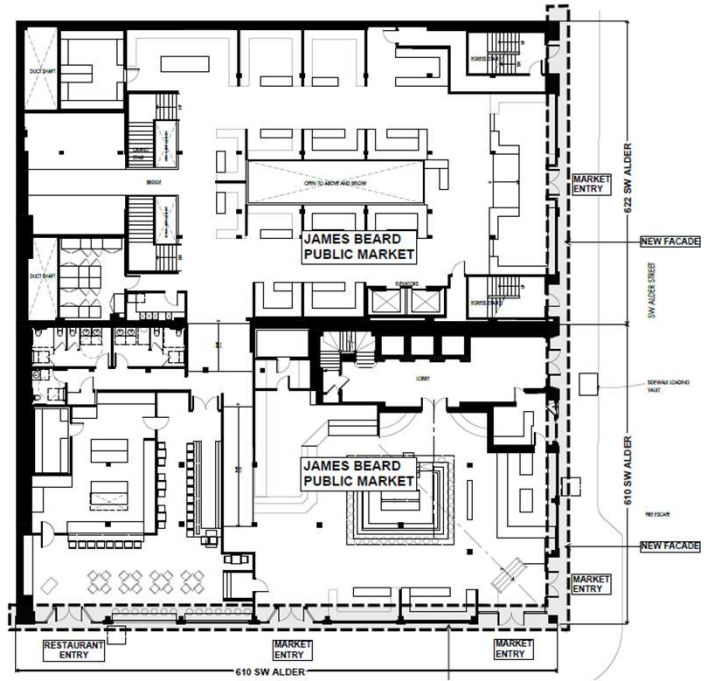
Weather Protection

The awnings shown on the drawings are not deep enough to provide meaningful or useful cover from rain or sun for pedestrians passing by or visiting the market site. Deeper awnings should be provided (at least 4 feet deep), and awnings or canopies should be provided at the main entrances to the market both to provide weather protection for people entering and exiting the market and transitioning between the interior and public sidewalk, and to help define the entrances to the market.

Public Realm

1. Ground Floor Activation
2. Weather Protection
3. Utility Transformers



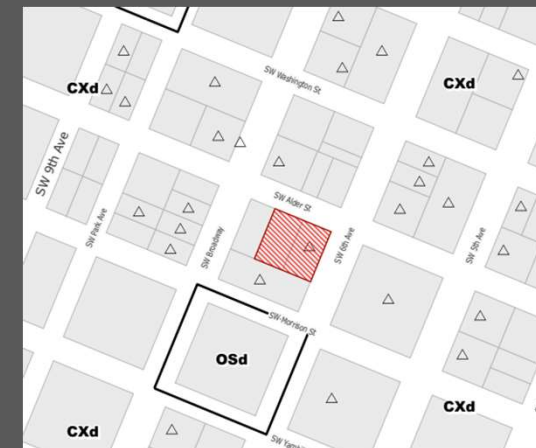


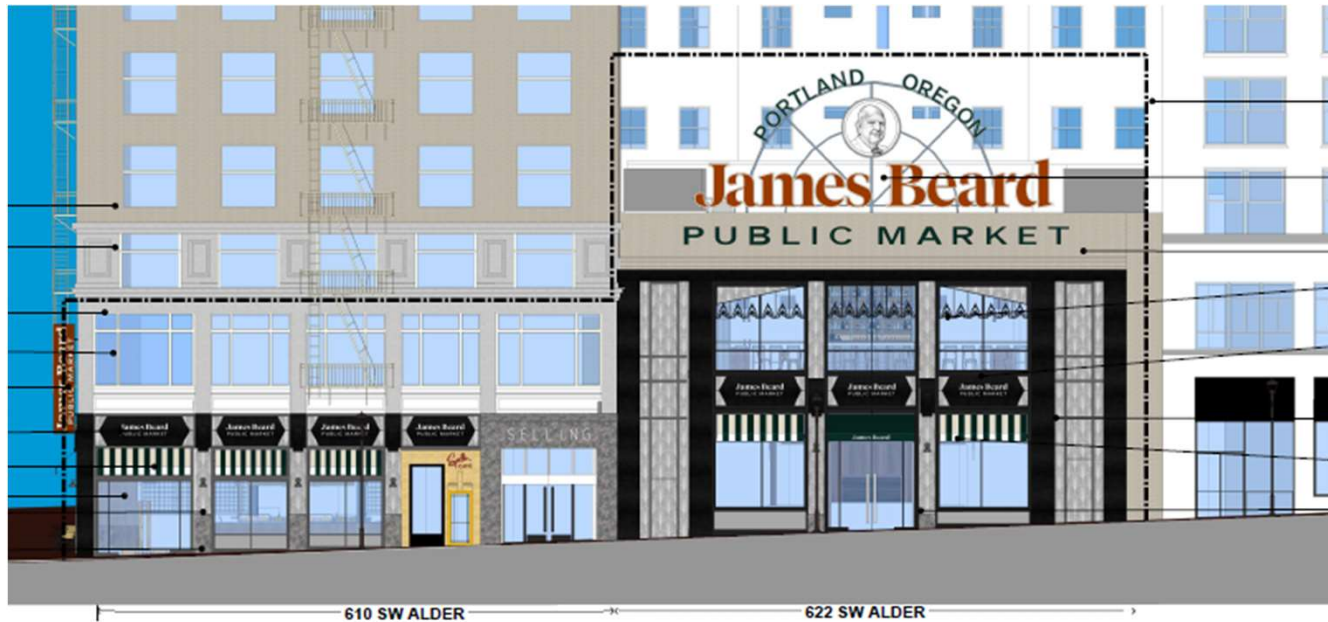
Utility Transformers

If new utility transformers are needed at the ground level of the building, they should be located behind active uses and not on the street frontage. Ideally, since basement extensions into the public right-of-way already exist, any new transformers should be placed in the basement level of the buildings.

Public Realm

1. Ground Floor Activation
2. Weather Protection
3. Utility Transformers



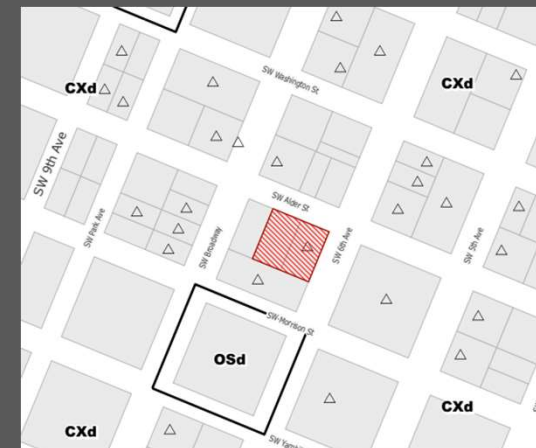


Quality & Permanence

1. Composition & Coherency
2. Exterior Materials

Composition & Coherency: 622 SW Market

The overall proposed concept for the redevelopment of the 622 SW Alder St building is supportable, as it has no existing historic character, and its current façade design is generally unremarkable. The proposed storefront renovation complements the character and integrates well with the proposed renovations on the Selling Building.





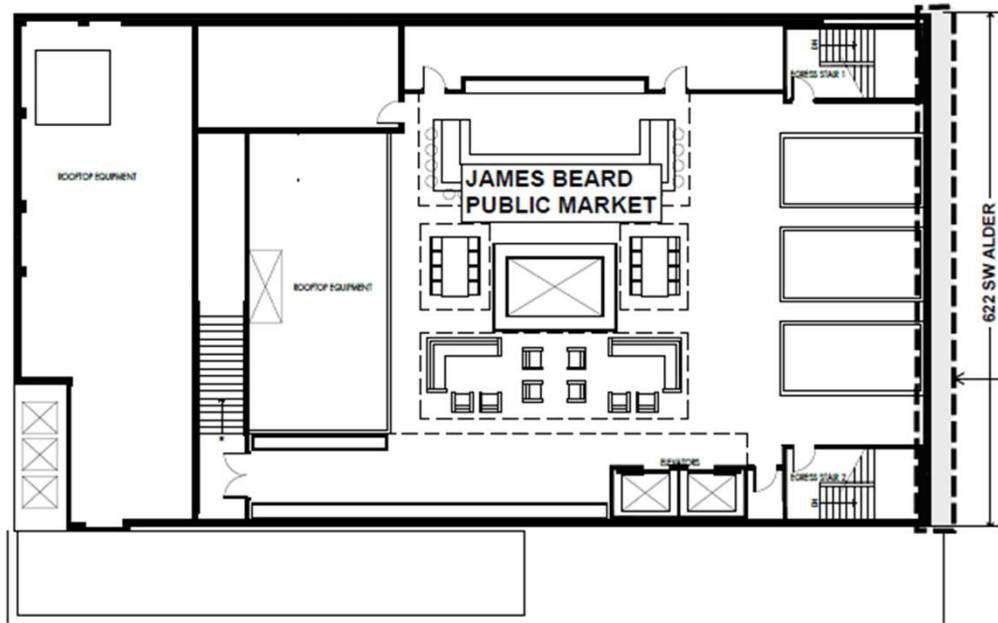
Quality & Permanence

1. Composition & Coherency
2. Exterior Materials

Composition & Coherency: Vertical metal bays

The vertical metal bays at either side of the 622 SW Alder building appear somewhat incongruous with the overall design of the façade on this building. Rather than extending embossed metal panels from the ground to the parapet here, staff suggests incorporating glazing (whether transparent or translucent) and dividing these bays to be more consistent with the adjacent storefronts in the center of the façade.





Composition & Coherency: Roof deck

The proposed roof deck area generally appears to incorporate all of its elements in a fashion that will maintain a cohesive overall composition when viewed from the street.

Quality & Permanence

1. Composition & Coherency
2. Exterior Materials





Exterior Materials

High quality, durable building materials (building skin, storefronts, windows, doors, canopies, signs, etc.), that respond to the context of the surrounding area or district, are expected. Materials at the ground level facades facing pedestrian areas should be robust and ensure longevity.

Proposed embossed metal panels, in particular, need to be resilient and capable of surviving wear and impacts from pedestrians and goods being loaded into the market. For these reasons, the embossed metal panels should not extend all the way to the ground but should end at a more robust base/bulkhead.

Quality & Permanence

1. Composition & Coherency
2. Exterior Materials



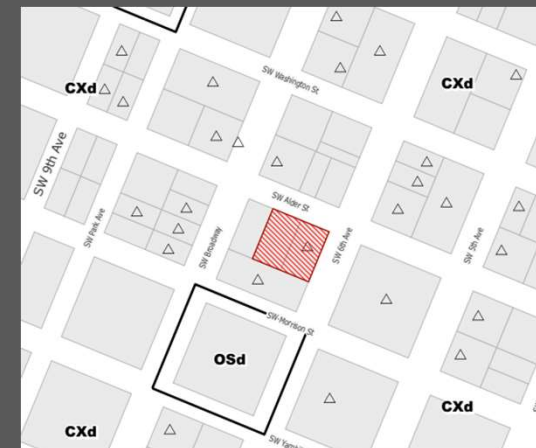


Glazed Terra Cotta

The proposal to restore the glazed architectural terra cotta cladding and three-part wood windows to the second floor is supportable. As well as can be done, the proposal should ensure that the new architectural terra cotta matches the existing glazed architectural terra cotta in color, finish, and appropriate detailing on the third floor. Staff notes that the National Register nomination states that the windows on this building are equally spaced across the façade and do not align with the structural columns, and the proposed window pattern on the second floor appears to closely match historic photos and drawings.

Historic Compatibility

1. Glazed Terra Cotta
2. Art Deco-style Renovations
3. Mural





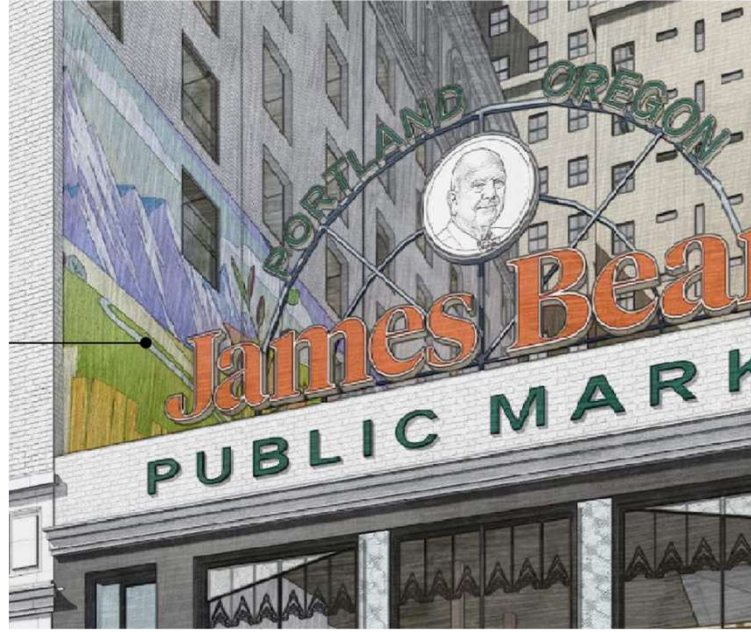
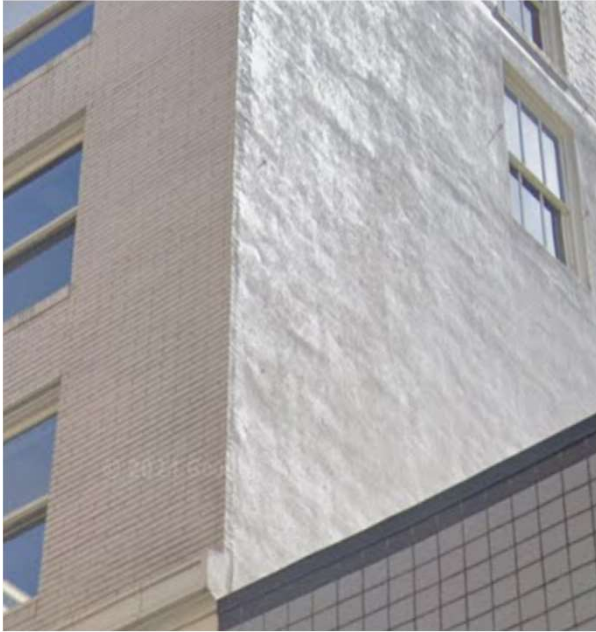
Art Deco-style Renovations

The Art Deco-style renovations to the ground floor of the Selling Building in the 1930s, both for the Lerner Store and the Oregon Brass Works storefronts, are considered “historic alterations” according to the National Register nomination. While the former has since been removed, staff recommends supporting the retention of the remaining Brass Works storefront in the new renovation proposal. The proposal to restore the character of the Lerner Store storefronts is also supportable, particularly considering the photograph provided (and if additional documentary evidence can be found and provided, pending appropriate detailing and material quality .

Historic Compatibility

1. Glazed Terra Cotta
2. Art Deco-style Renovations
3. Mural





Mural

Title 4 Original Art Murals are prohibited on historic landmark buildings. Therefore, for the proposed mural on the Selling Building, adjacent to the roof deck on the 622 SW Alder building, staff has recommended that the applicants pursue the Public Art approval process with the Regional Arts & Culture Council. Approved Public Art (a term defined in Portland City Code 5.74) is exempt from Historic Resource Review approval. Regardless of the procedure required, staff believes that painting the plaster cladding on the sidewall of the Snelling Building will not diminish or affect its historic character.

Historic Compatibility

1. Glazed Terra Cotta
2. Art Deco-style Renovations
3. Mural





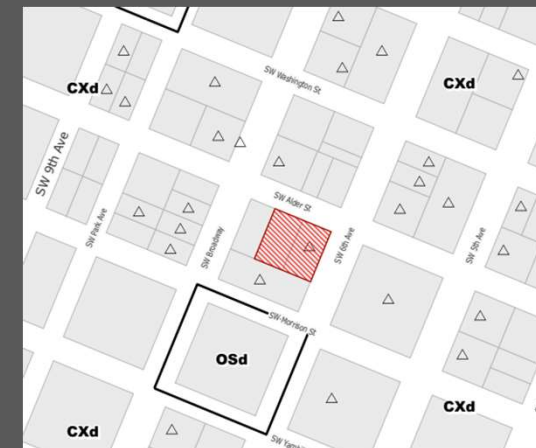
Sign Size Allocation (Mod. w/ HRR & DR)

32.32.020 Table 2, [Sign] Size Allocation. The total sign area for the site is 1.5 square feet per 1 foot of primary building wall. The combined total area of all signs proposed will likely exceed this limit.

Since the market will serve as a major regional public attraction and catalyst for future development Downtown and celebrates Portland's food and beverage culture, staff believes the signage is contextually appropriate and also consistent with the style and period of significance for the Selling Building.

Potential Modifications

1. Sign Size Allocation
2. Bird-Safe Glazing
3. Maximum Area Per Sign





Bird-Safe Glazing (Mod. w/ DR only)

33.510.223, Bird-Safe Glazing. Bird-safe Glazing standards apply to major remodels, and the proposed redevelopment of the 622 SW Alder building constitutes a major remodel. These standards apply per façade when at least 75% of the façade is altered, and the altered façade has 30% or more glazing, including spandrel glazing, within the first 60 ft measured from the grade adjacent to the façade. These standards also apply to glazing located directly adjacent to an ecoroof, roof garden, or other vegetated or landscaped roof area. The standards do not apply to historic landmarks. At least 90% of windows and glazing must choose treatment patterns and application techniques from the Portland Bird Safe Windows List administrative rule.

Potential Modifications

1. Sign Size Allocation
2. Bird-Safe Glazing
3. Maximum Area Per Sign



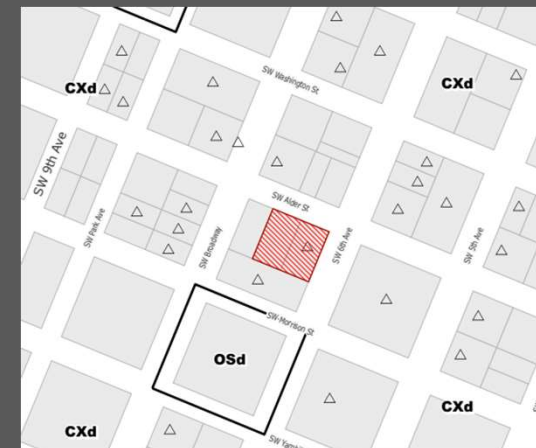


Bird-Safe Glazing (Mod. w/ DR only)

Staff believes that it may be difficult to approve a Modification to this standard; it would need to be demonstrated how the purpose of the standard will be met on balance. If the desire is to prevent the bird safe glazing from impeding views into the storefronts, staff recommends that the applicants consider using UV-coated bird-safe glazing methods as outlined in the Bird Safe Windows List admin rule.

Potential Modifications

1. Sign Size Allocation
2. Bird-Safe Glazing
3. Maximum Area Per Sign





Maximum Area per Sign (Mod. w/ DR only)

32.32.020 Table 2, Maximum Area Per Sign. The maximum area per sign allowed in the CX zone is 100 square feet. The proposed sign atop the 622 SW Alder St building is approximately 1,200 square feet.

Since the market will serve as a major regional public attraction and catalyst for future development Downtown, staff believes this Modification is supportable.

Potential Modifications

1. Sign Size Allocation
2. Bird-Safe Glazing
3. Maximum Area Per Sign



Next Steps

Next Steps

Historic Resource Review & Design Review

The proposed alterations to the Historic Landmark Selling Building require a Type III Historic Resource Review, which will be heard before the Historic Landmarks Commission.

The proposed alterations to the 622 SW Alder St building require a Type II Design Review. The development team may opt to combine this review with the Historic Resource Review, or they may opt to have the two reviews run concurrently, but separately.

Questions



SW ALDER STREET



City of Portland
Historic Landmarks
Commission

Design Advice Request

EA 25-023533 DA

James Beard Public Market

May 5, 2025

Staff Presentation

Context

Location

Zoning

Approval Criteria

Context

Program Overview

Applicant Presentation

Discussion Topics

Context

Public Realm

Quality & Permanence

Historic Compatibility

Potential Modifications

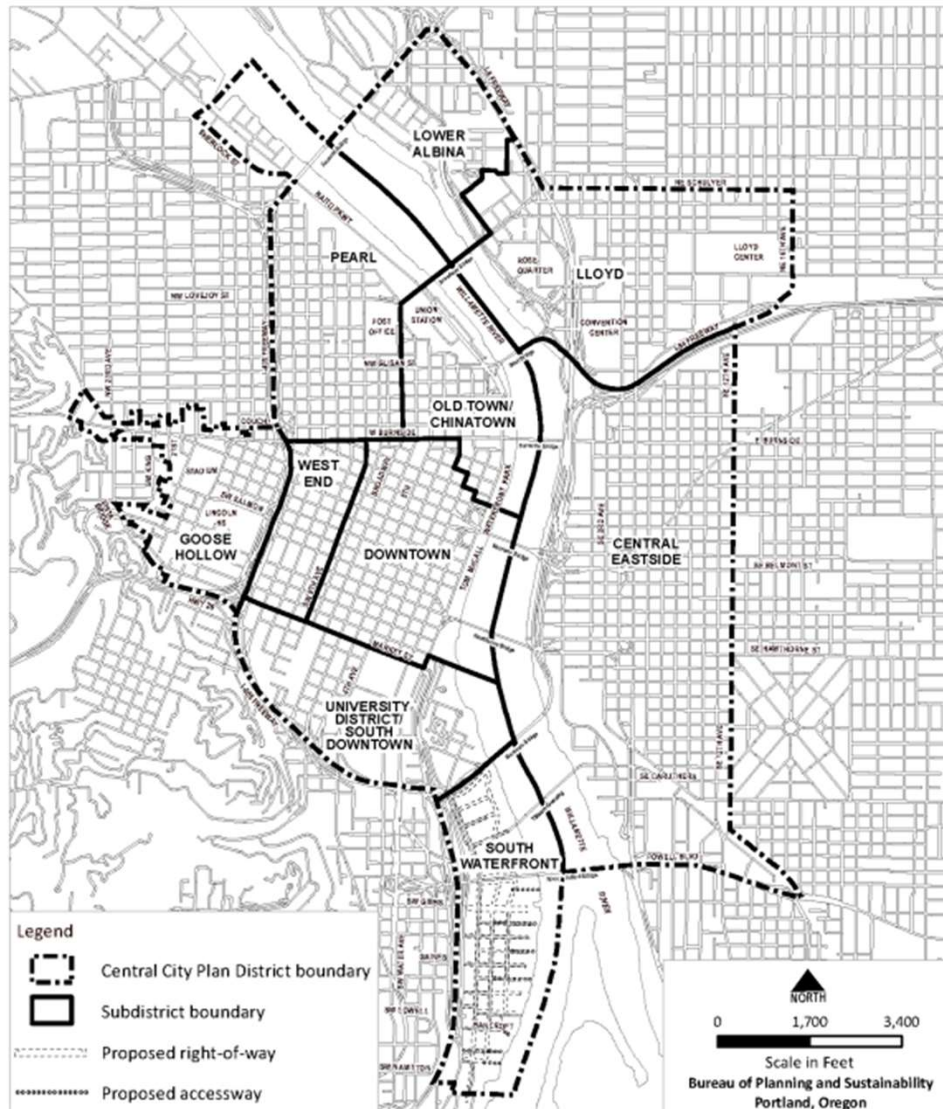
Public Comments

Commission Conversation

Context

Location

Downtown Subdistrict of the
Central City Plan District





Zoning

Base Zone:
CX, Central Commercial

Overlay:
Design Overlay
Historic Resource Overlay
(Historic Landmark Selling Building)

Floor Area Ratio:
12:1 base

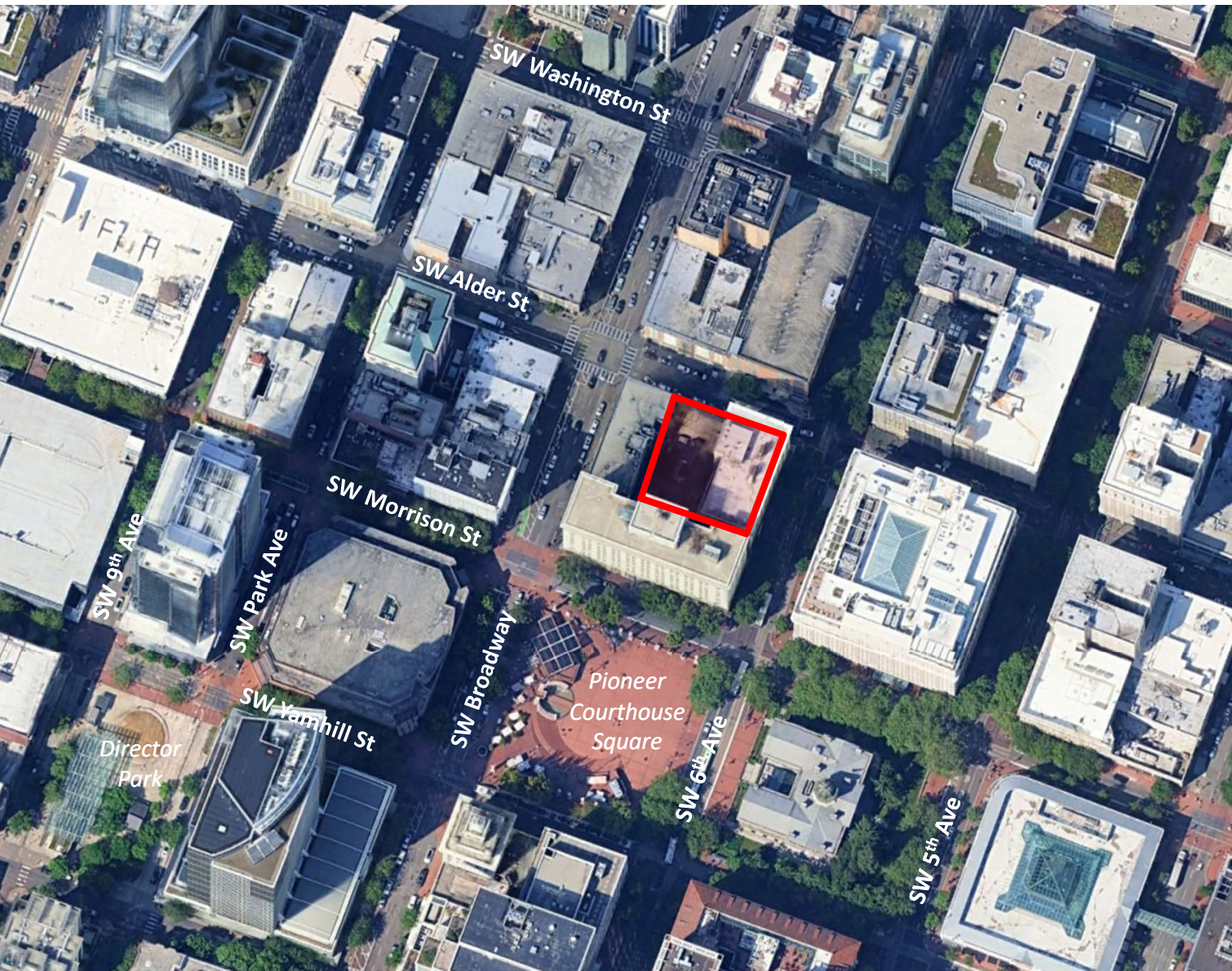
Height:
460' max



Approval Criteria

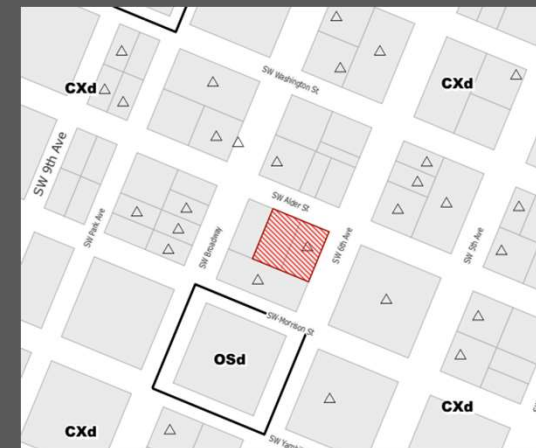
Central City Fundamental Design Guidelines (applies to both buildings)

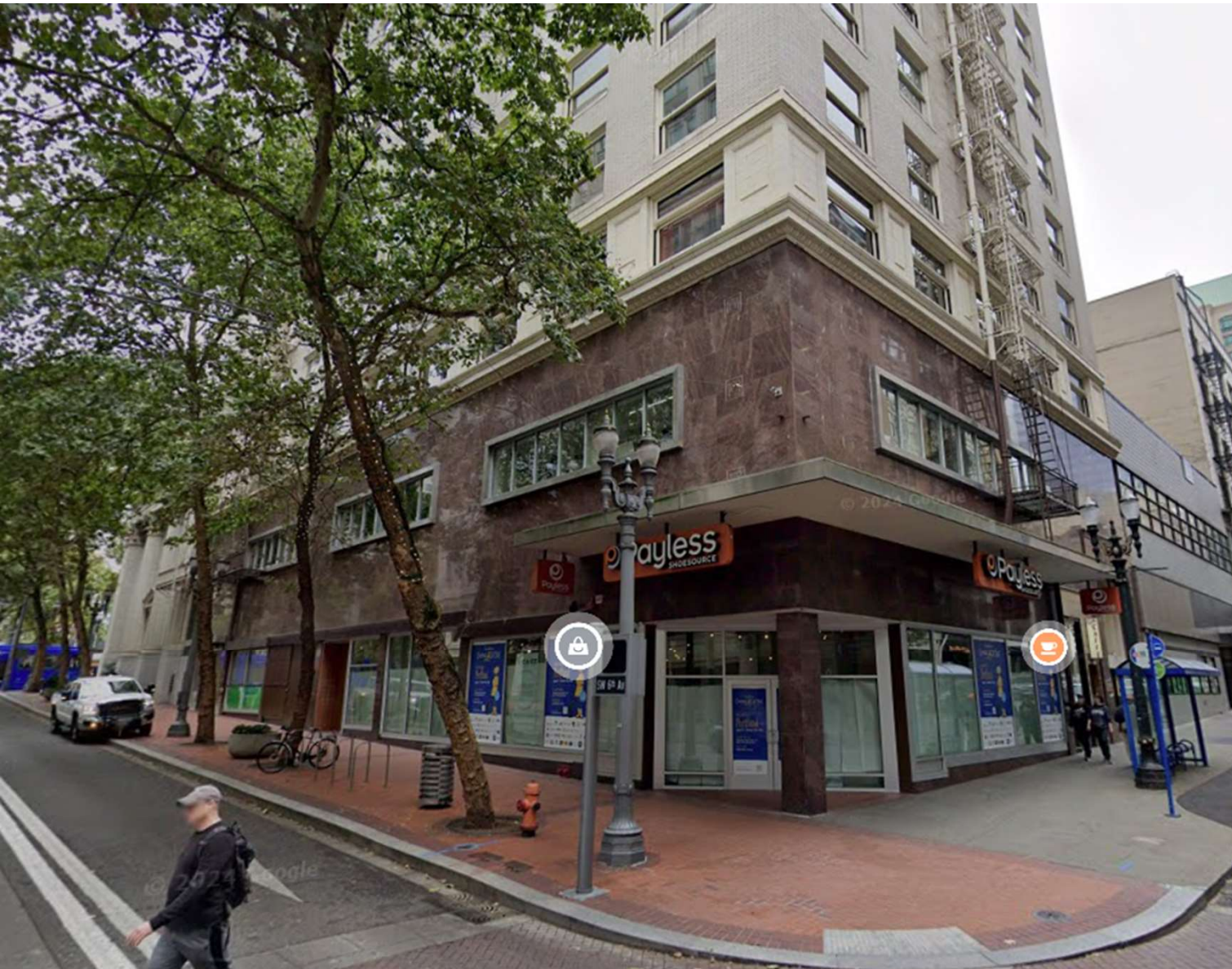
PZC 33.846.060.G, Other Historic Approval Criteria (applies only to the Selling Building)



Context

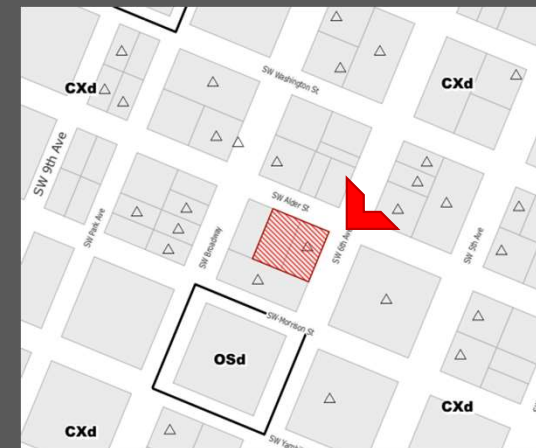
- Central Downtown
- Close proximity to Pioneer Courthouse Square and Director Park
- Darcelle XV Plaza and Flock Food Hall are a few blocks to the northwest
- Midtown Beer Garden is a few blocks to the northeast

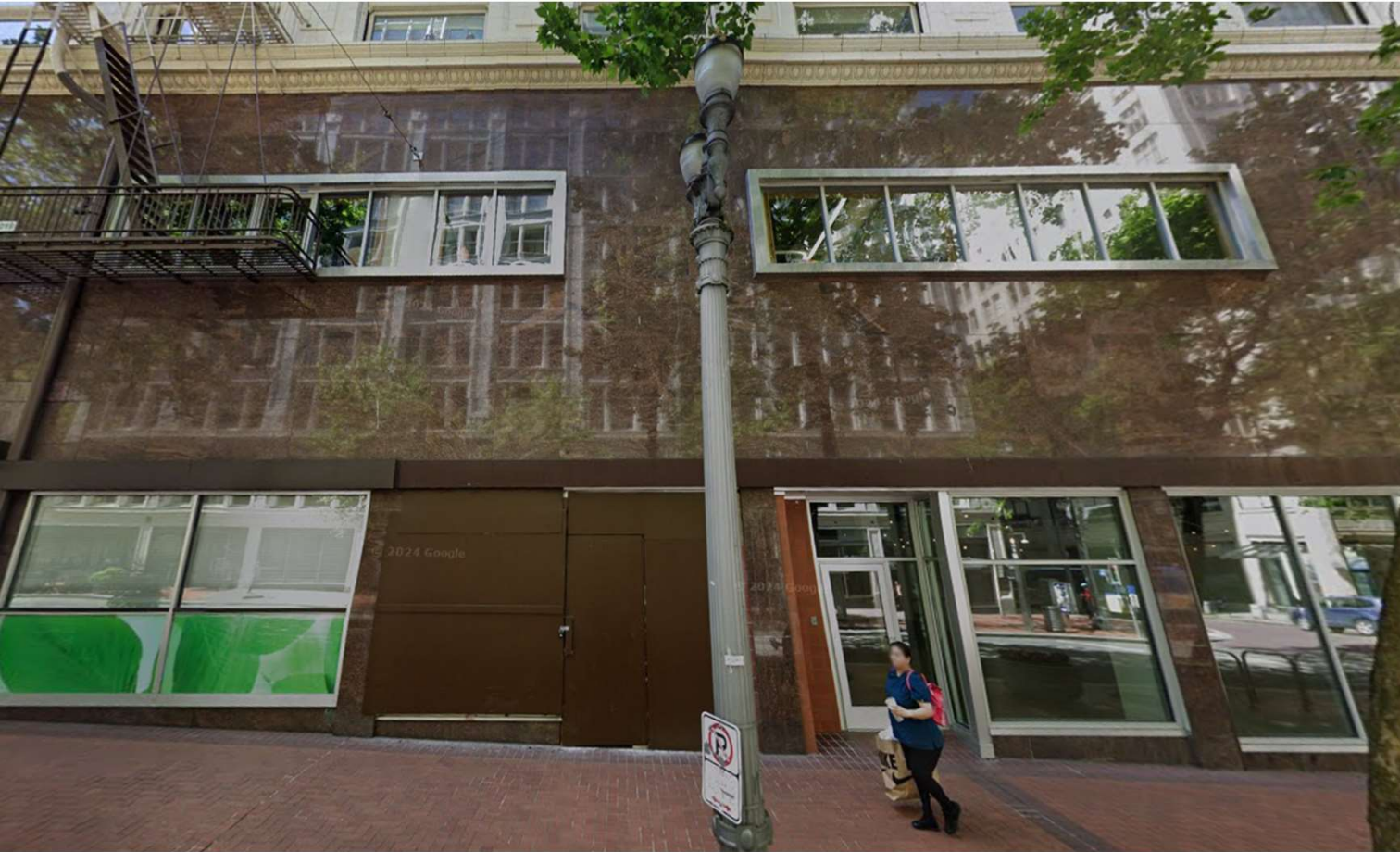




Context

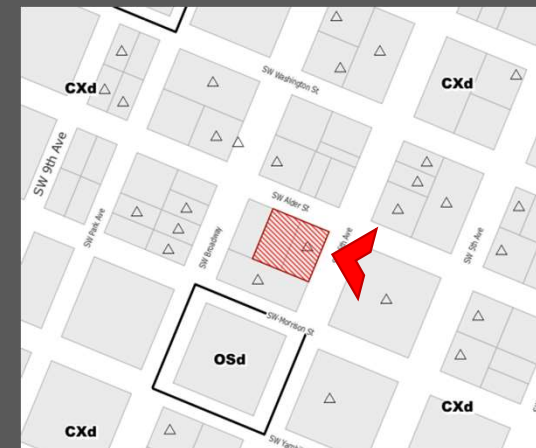
- Historic Landmark Selling Building
- SW corner of SW 6th & Alder

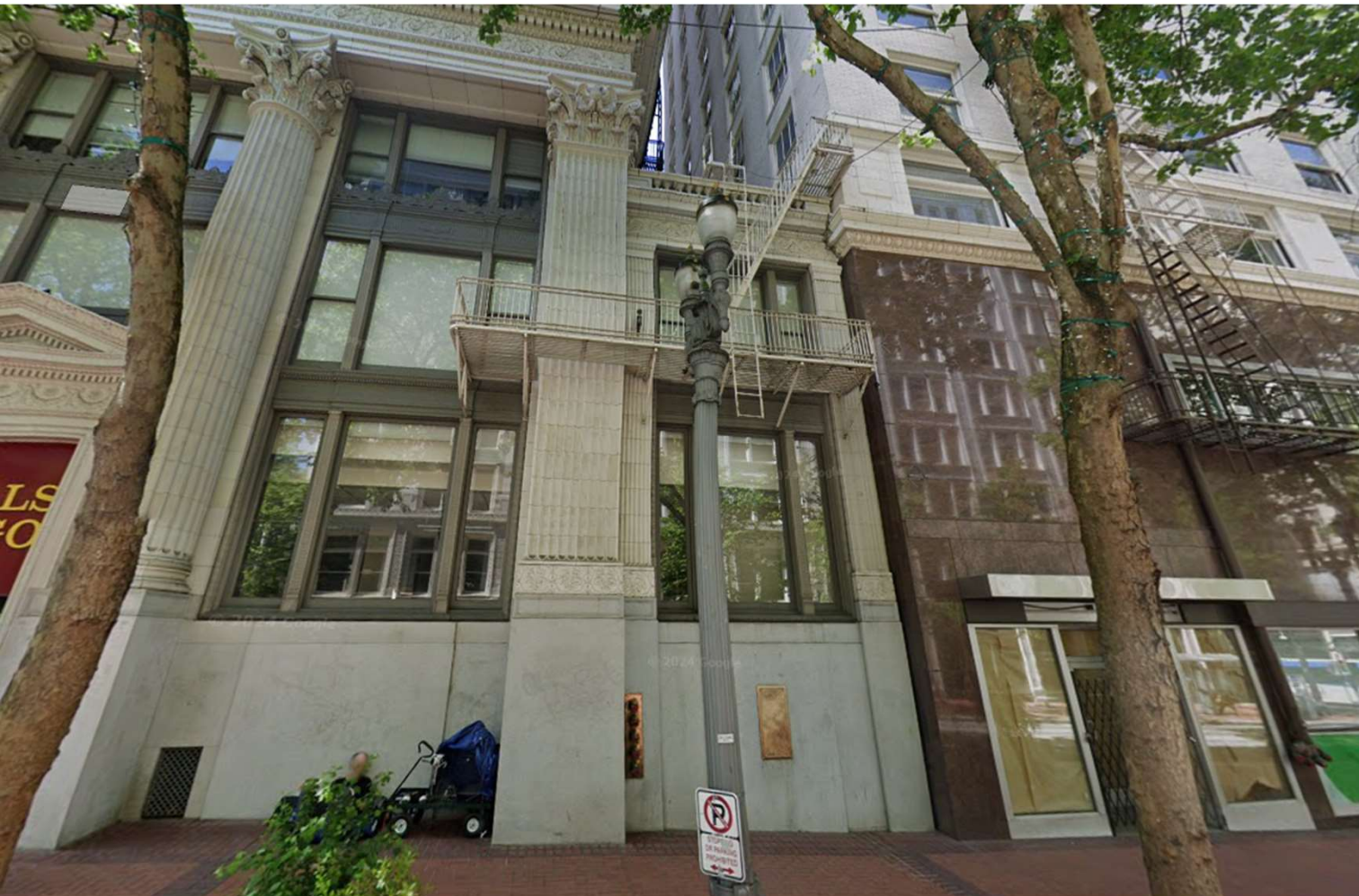




Context

- Historic Landmark Selling Building





Context

- Historic Landmark Selling Building (r) and Historic Landmark Northwest National Bank Building (l)





Context

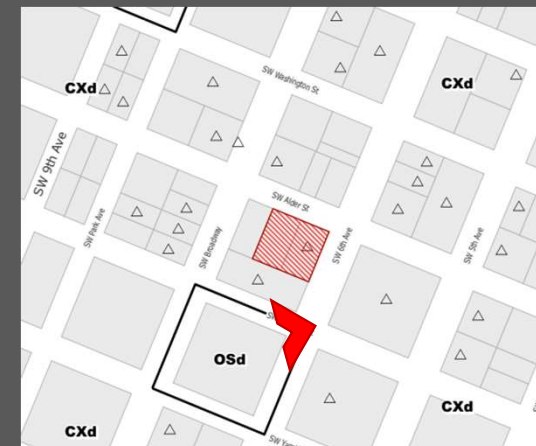
- Pioneer Courthouse Square

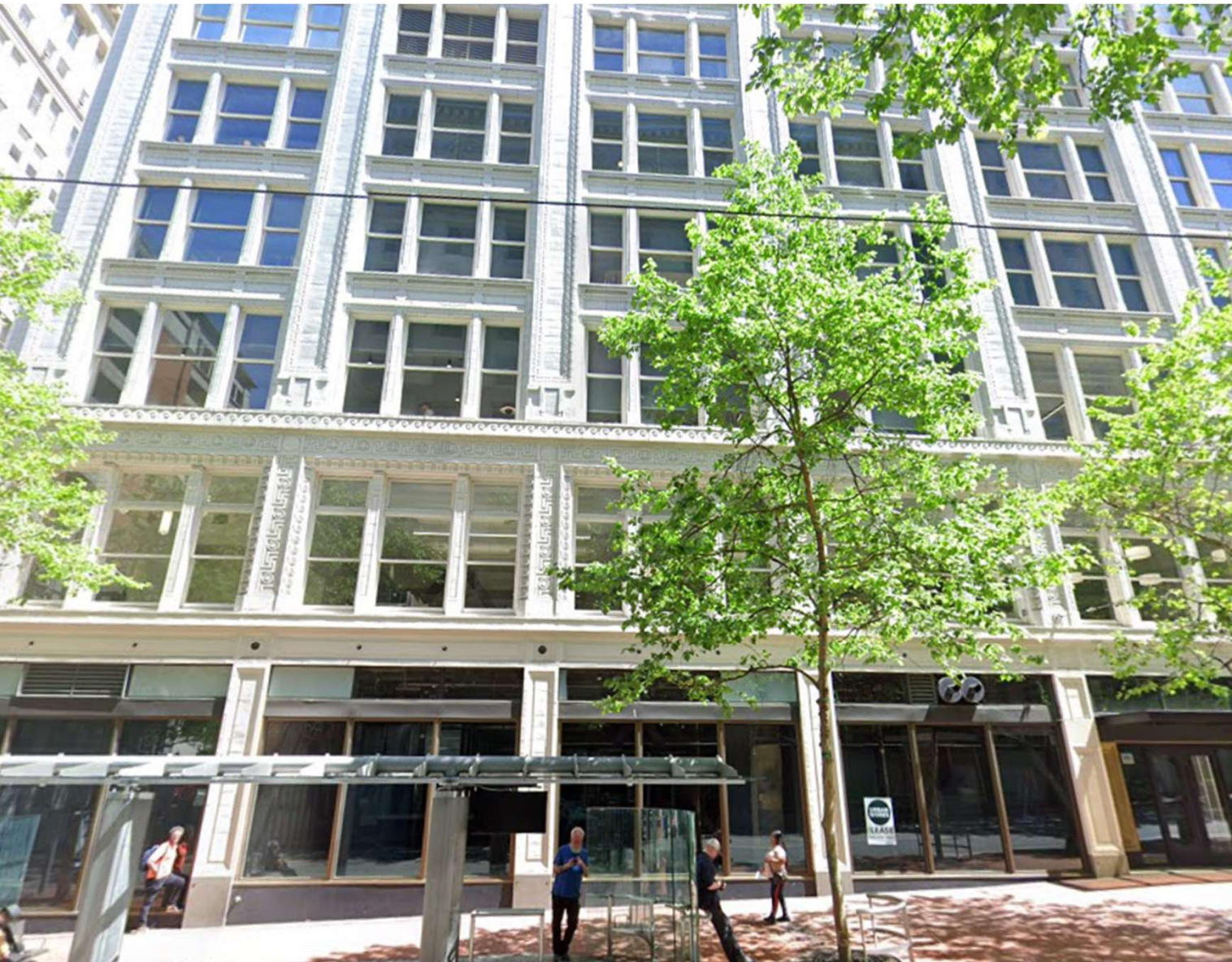




Context

- Historic Landmark Meier & Frank Building





Context

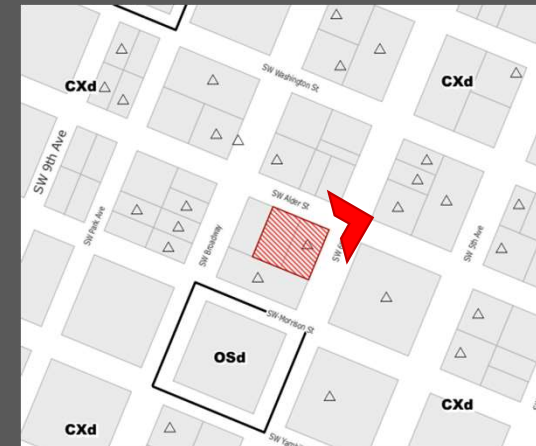
- Historic Landmark Meier & Frank Building





Context

- Historic Landmark Bedell Building





Context

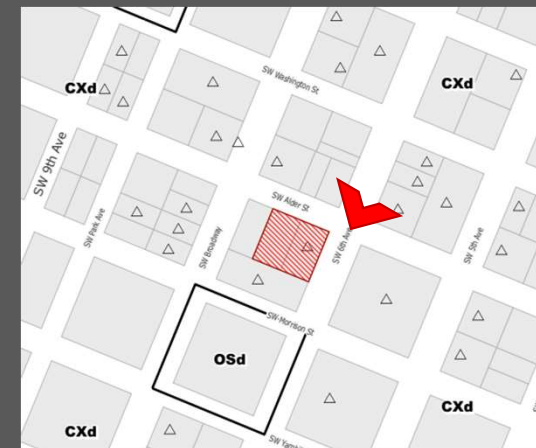
- Historic Landmark Bedell Building (r) and Historic Landmark Olds & Kings Store building (l)

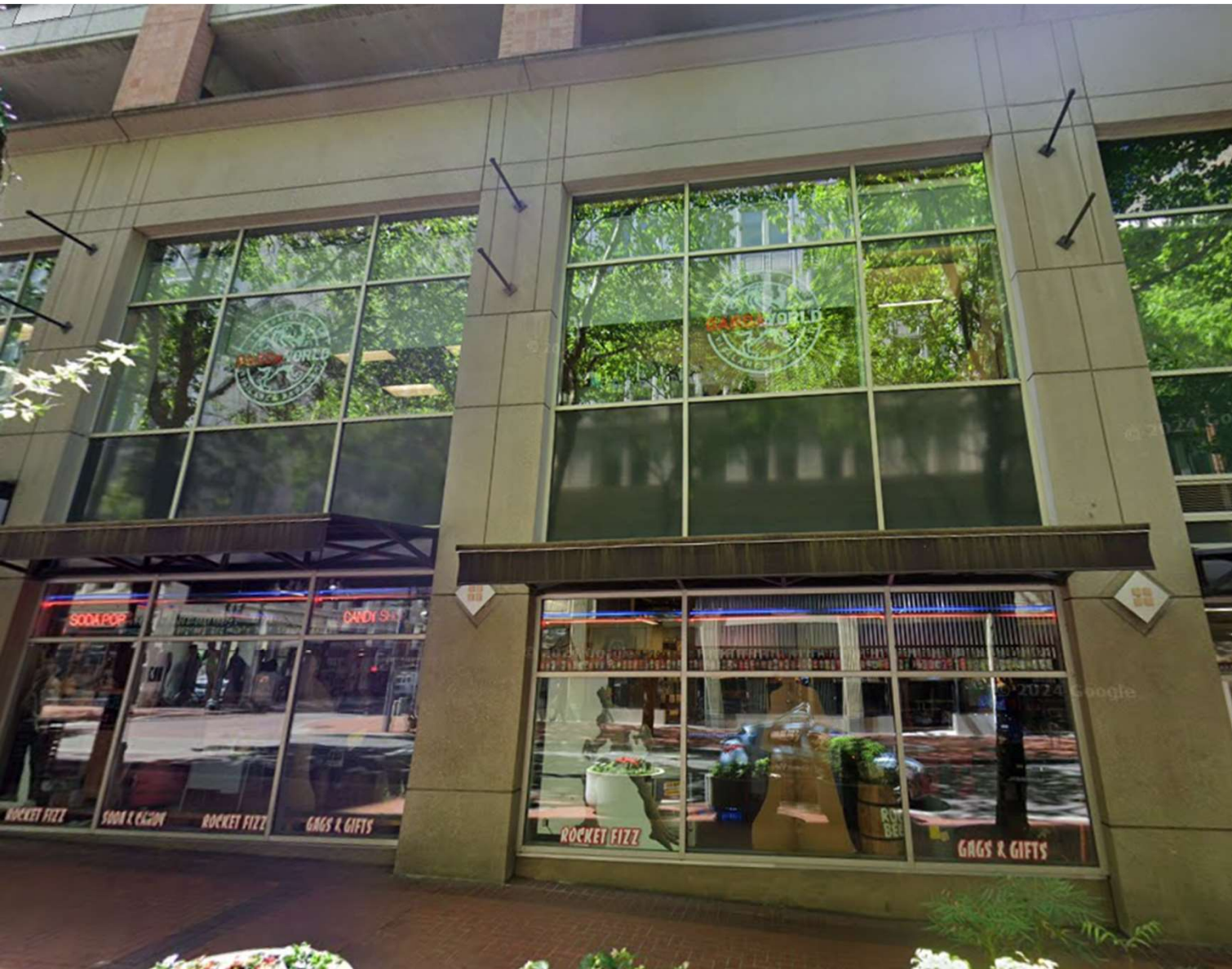




Context

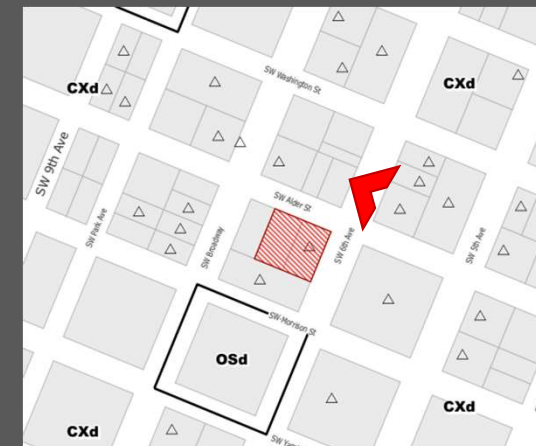
- Transit Mall

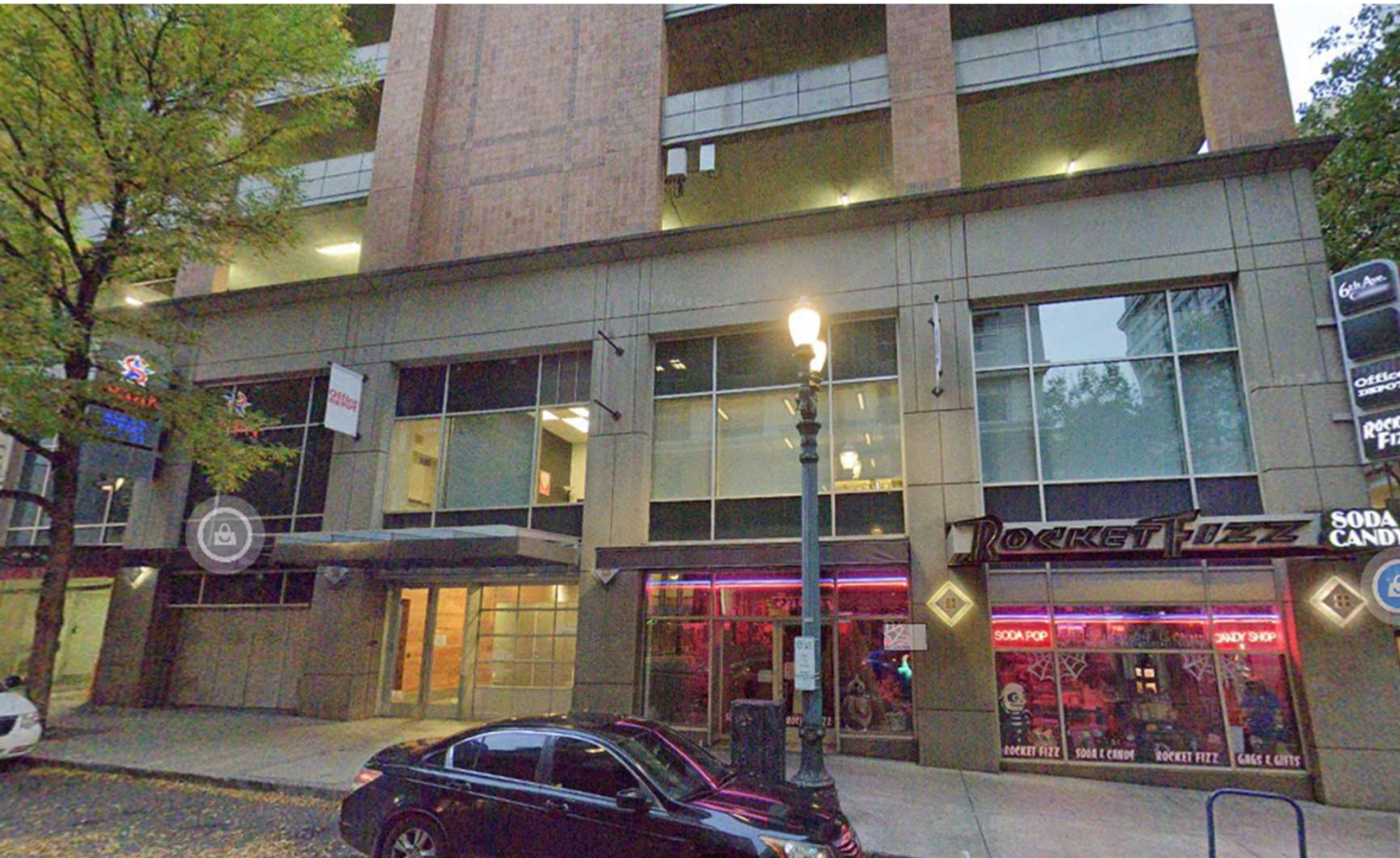




Context

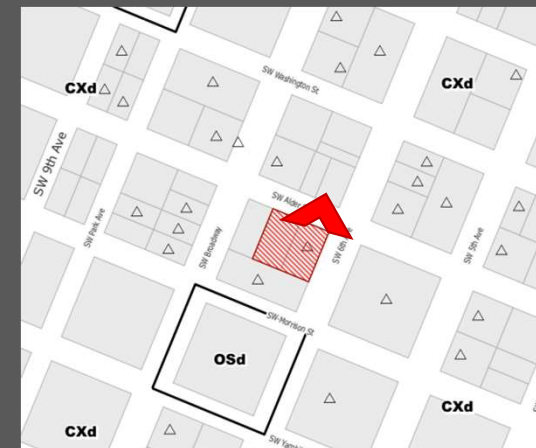
- 6th Ave Center parking garage and shops at the northwest corner of SW 6th & Alder





Context

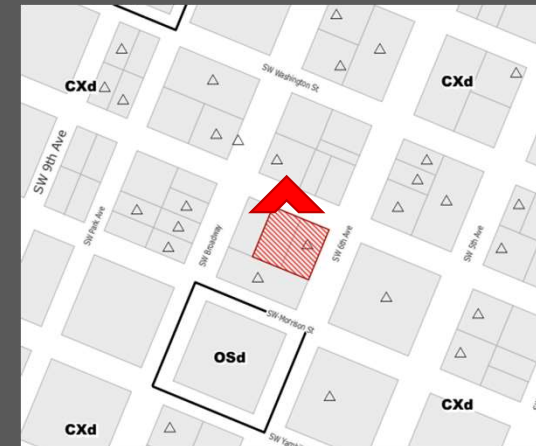
- 6th Ave Center parking garage and shops at the northwest corner of SW 6th & Alder





Context

- Historic Landmark Electric Building





Context

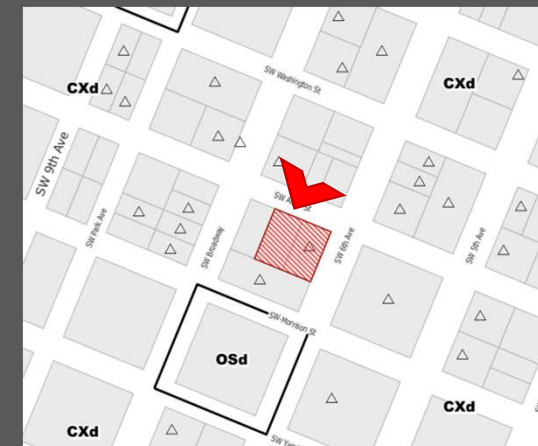
- 610 SW Broadway building





Context

- 622 SW Alder St building





Context

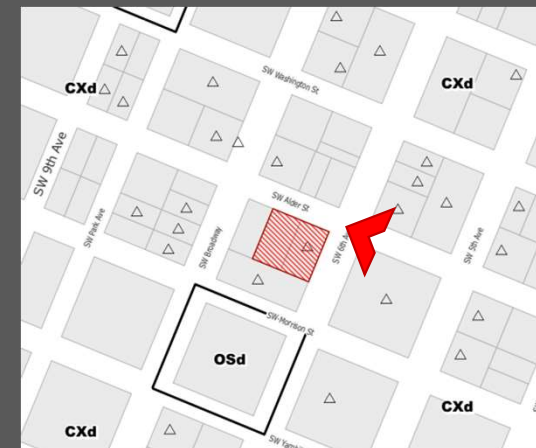
- 622 SW Alder St building (r) and Historic Landmark Selling Building (l)





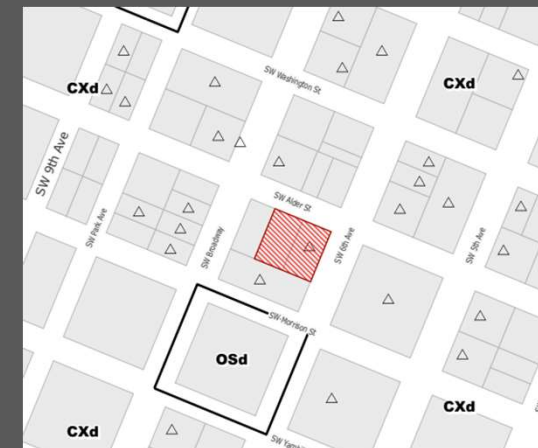
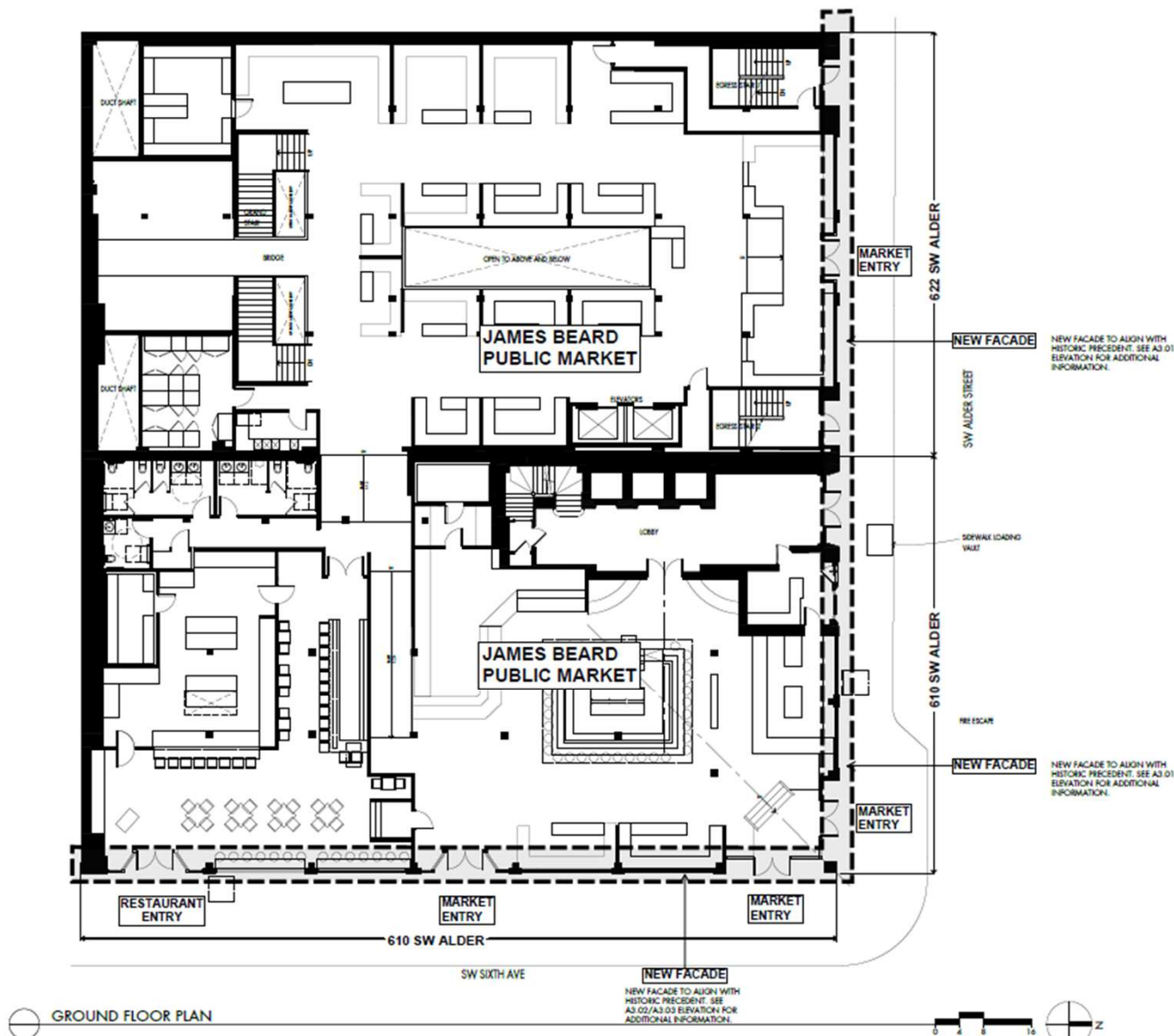
Context

- View to northwest along SW Alder St



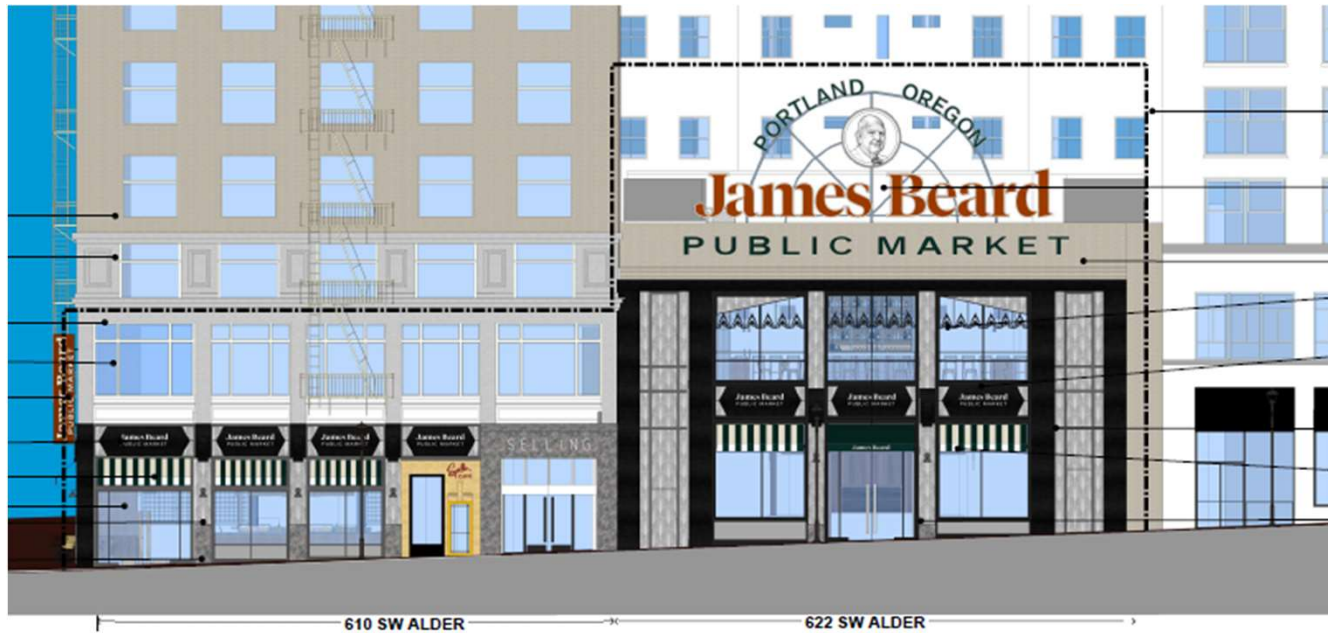
Program Overview

- Exterior renovation of the ground and second floor of the Historic Landmark Selling Building and the entire north elevation of the 622 SW Alder building
- Interior renovation of ground floor of both buildings and 2nd floor and roof deck of 622 SW Alder



Applicant Presentation

Discussion Topics



Context

The proposed restoration of storefronts along SW 6th Ave and SW Alder St will support and reinforce the context of existing mixed-use development in the Downtown Subdistrict and the Transit Mall.

Signage is contextually appropriate and also consistent with the style and period of significance for the Selling Building.



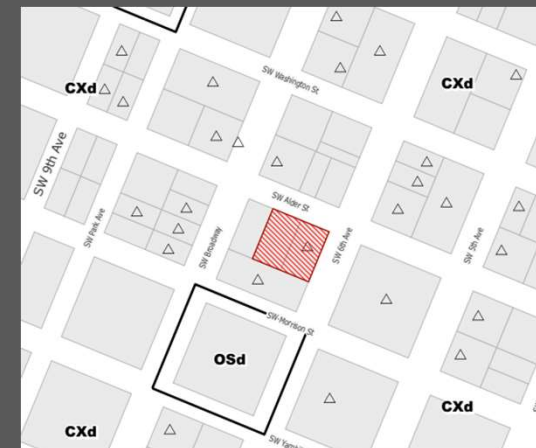


Ground Floor Activation

The proposal appears to be maximizing the amount of active uses and glazing on the ground floor of both buildings.

Public Realm

1. Ground Floor Activation
2. Weather Protection
3. Utility Transformers



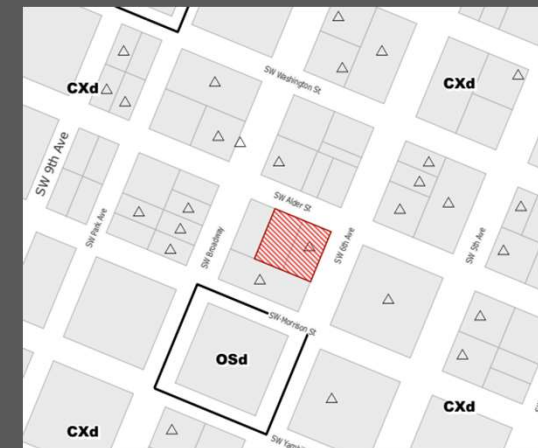


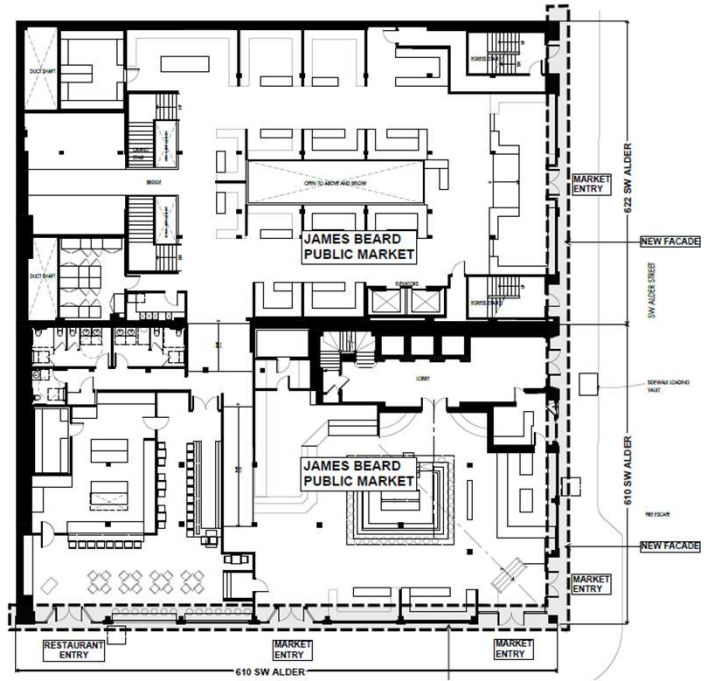
Weather Protection

The awnings shown on the drawings are not deep enough to provide meaningful or useful cover from rain or sun for pedestrians passing by or visiting the market site. Deeper awnings should be provided (at least 4 feet deep), and awnings or canopies should be provided at the main entrances to the market both to provide weather protection for people entering and exiting the market and transitioning between the interior and public sidewalk, and to help define the entrances to the market.

Public Realm

1. Ground Floor Activation
2. Weather Protection
3. Utility Transformers



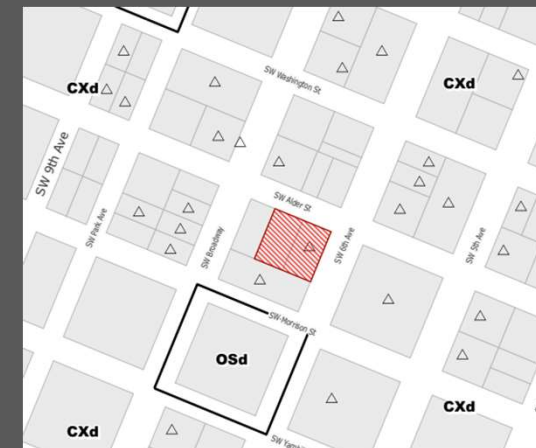


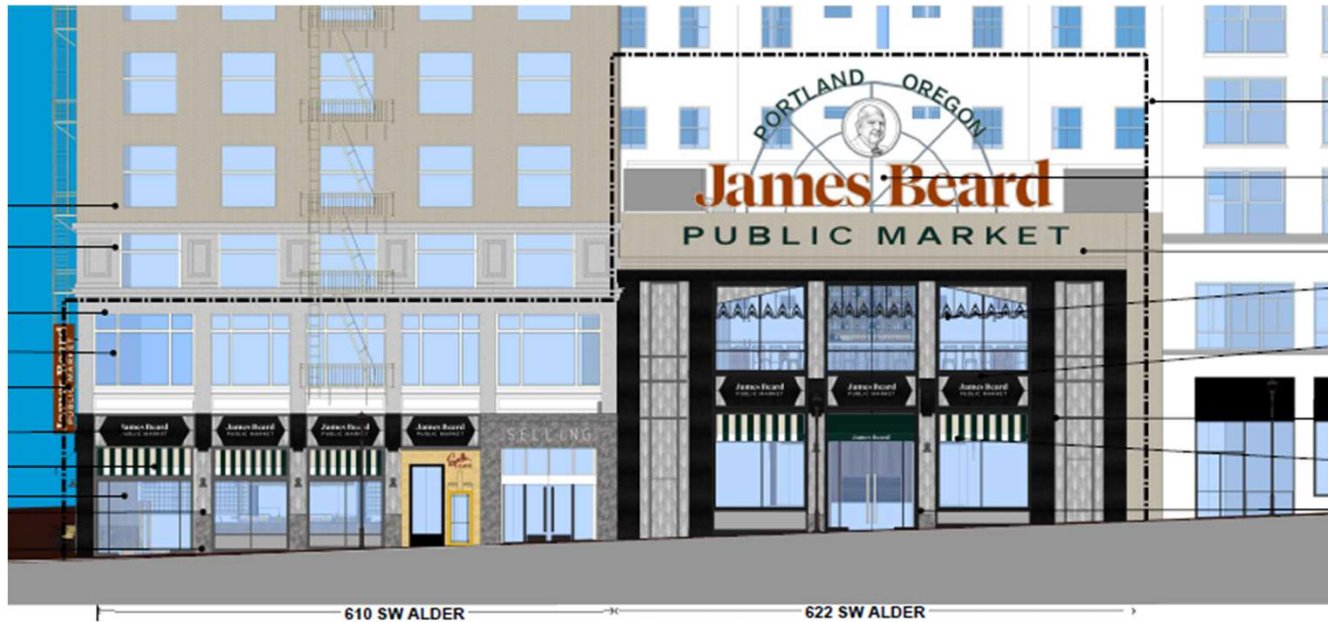
Utility Transformers

If new utility transformers are needed at the ground level of the building, they should be located behind active uses and not on the street frontage. Ideally, since basement extensions into the public right-of-way already exist, any new transformers should be placed in the basement level of the buildings.

Public Realm

1. Ground Floor Activation
2. Weather Protection
3. Utility Transformers



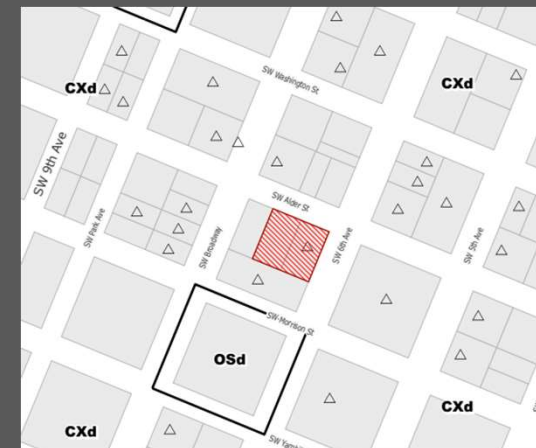


Quality & Permanence

1. Composition & Coherency
2. Exterior Materials

Composition & Coherency: 622 SW Market

The overall proposed concept for the redevelopment of the 622 SW Alder St building is supportable, as it has no existing historic character, and its current façade design is generally unremarkable. The proposed storefront renovation complements the character and integrates well with the proposed renovations on the Selling Building.





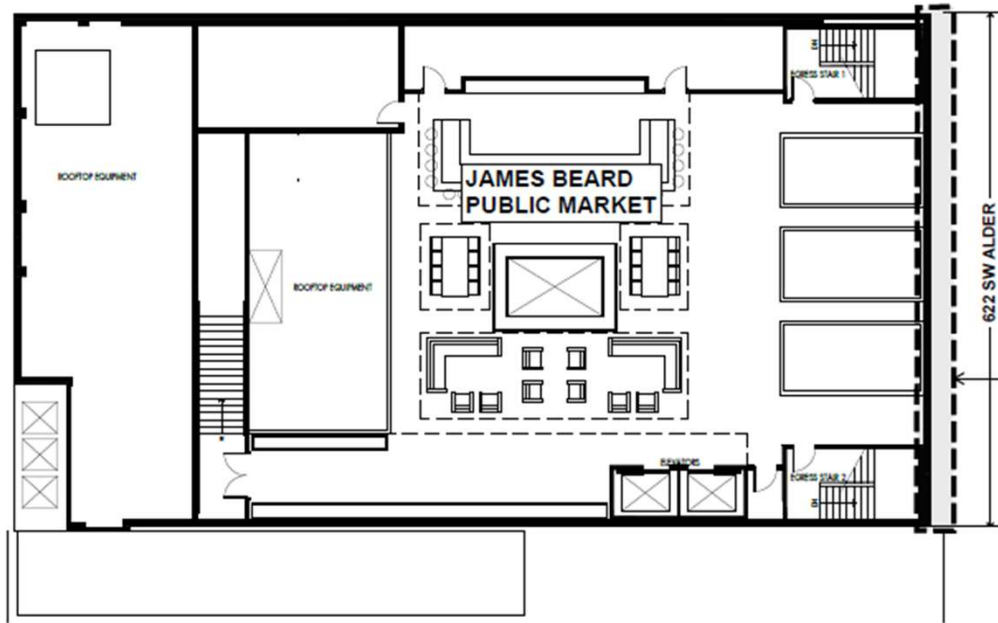
Composition & Coherency: Vertical metal bays

The vertical metal bays at either side of the 622 SW Alder building appear somewhat incongruous with the overall design of the façade on this building. Rather than extending embossed metal panels from the ground to the parapet here, staff suggests incorporating glazing (whether transparent or translucent) and dividing these bays to be more consistent with the adjacent storefronts in the center of the façade.

Quality & Permanence

1. Composition & Coherency
2. Exterior Materials



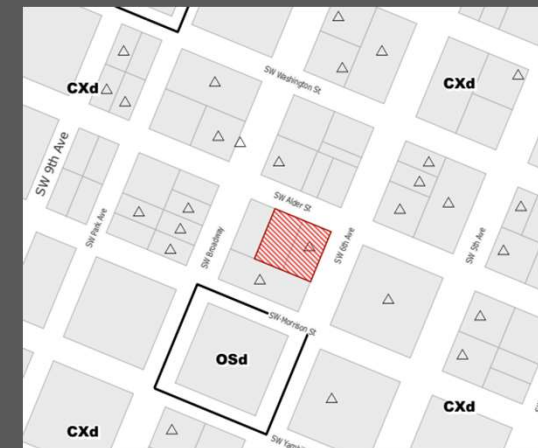


Composition & Coherency: Roof deck

The proposed roof deck area generally appears to incorporate all of its elements in a fashion that will maintain a cohesive overall composition when viewed from the street.

Quality & Permanence

1. Composition & Coherency
2. Exterior Materials





Exterior Materials

High quality, durable building materials (building skin, storefronts, windows, doors, canopies, signs, etc.), that respond to the context of the surrounding area or district, are expected. Materials at the ground level facades facing pedestrian areas should be robust and ensure longevity.

Proposed embossed metal panels, in particular, need to be resilient and capable of surviving wear and impacts from pedestrians and goods being loaded into the market. For these reasons, the embossed metal panels should not extend all the way to the ground but should end at a more robust base/bulkhead.

Quality & Permanence

1. Composition & Coherency
2. Exterior Materials



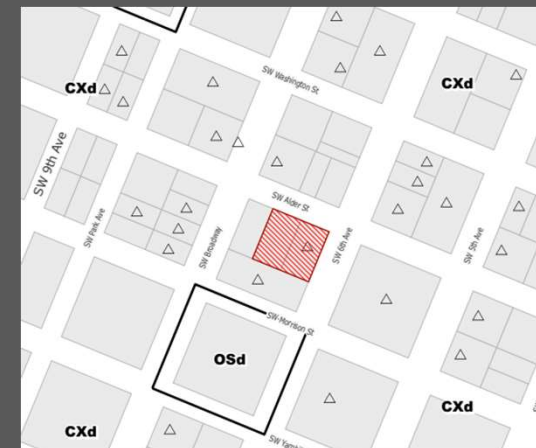


Glazed Terra Cotta

The proposal to restore the glazed architectural terra cotta cladding and three-part wood windows to the second floor is supportable. As well as can be done, the proposal should ensure that the new architectural terra cotta matches the existing glazed architectural terra cotta in color, finish, and appropriate detailing on the third floor. Staff notes that the National Register nomination states that the windows on this building are equally spaced across the façade and do not align with the structural columns, and the proposed window pattern on the second floor appears to closely match historic photos and drawings.

Historic Compatibility

1. Glazed Terra Cotta
2. Art Deco-style Renovations
3. Mural





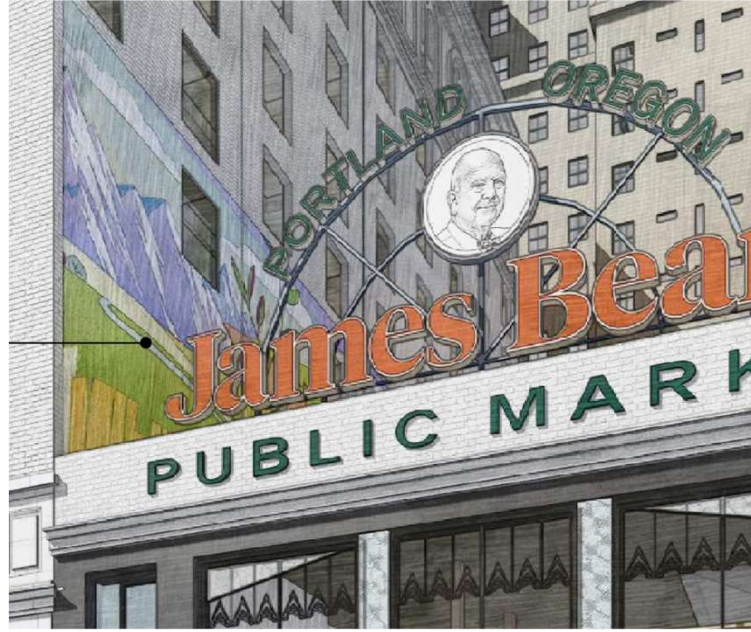
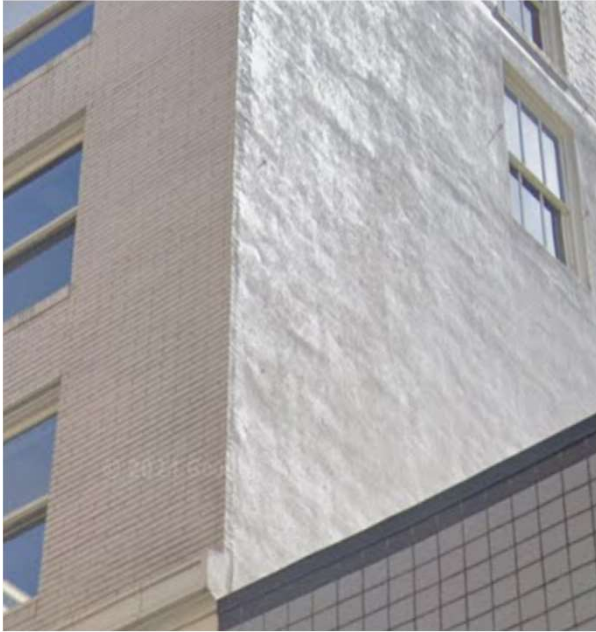
Art Deco-style Renovations

The Art Deco-style renovations to the ground floor of the Selling Building in the 1930s, both for the Lerner Store and the Oregon Brass Works storefronts, are considered “historic alterations” according to the National Register nomination. While the former has since been removed, staff recommends supporting the retention of the remaining Brass Works storefront in the new renovation proposal. The proposal to restore the character of the Lerner Store storefronts is also supportable, particularly considering the photograph provided (and if additional documentary evidence can be found and provided, pending appropriate detailing and material quality .

Historic Compatibility

1. Glazed Terra Cotta
2. Art Deco-style Renovations
3. Mural





Mural

Title 4 Original Art Murals are prohibited on historic landmark buildings. Therefore, for the proposed mural on the Selling Building, adjacent to the roof deck on the 622 SW Alder building, staff has recommended that the applicants pursue the Public Art approval process with the Regional Arts & Culture Council. Approved Public Art (a term defined in Portland City Code 5.74) is exempt from Historic Resource Review approval. Regardless of the procedure required, staff believes that painting the plaster cladding on the sidewall of the Snelling Building will not diminish or affect its historic character.

Historic Compatibility

1. Glazed Terra Cotta
2. Art Deco-style Renovations
3. Mural





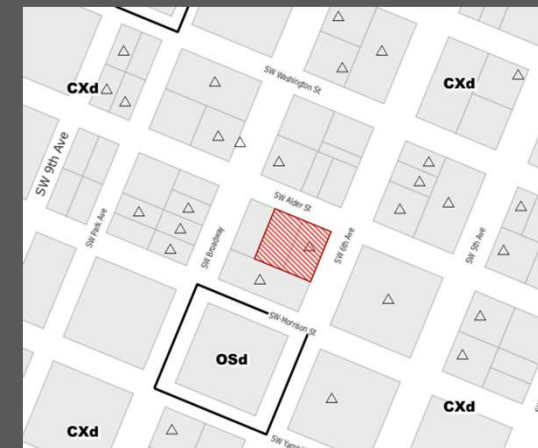
Sign Size Allocation (Mod. w/ HRR & DR)

32.32.020 Table 2, [Sign] Size Allocation. The total sign area for the site is 1.5 square feet per 1 foot of primary building wall. The combined total area of all signs proposed will likely exceed this limit.

Since the market will serve as a major regional public attraction and catalyst for future development Downtown and celebrates Portland's food and beverage culture, staff believes the signage is contextually appropriate and also consistent with the style and period of significance for the Selling Building.

Potential Modifications

1. Sign Size Allocation
2. Bird-Safe Glazing
3. Maximum Area Per Sign





Bird-Safe Glazing (Mod. w/ DR only)

33.510.223, Bird-Safe Glazing. Bird-safe Glazing standards apply to major remodels, and the proposed redevelopment of the 622 SW Alder building constitutes a major remodel. These standards apply per façade when at least 75% of the façade is altered, and the altered façade has 30% or more glazing, including spandrel glazing, within the first 60 ft measured from the grade adjacent to the façade. These standards also apply to glazing located directly adjacent to an ecoroof, roof garden, or other vegetated or landscaped roof area. The standards do not apply to historic landmarks. At least 90% of windows and glazing must choose treatment patterns and application techniques from the Portland Bird Safe Windows List administrative rule.

Potential Modifications

1. Sign Size Allocation
2. Bird-Safe Glazing
3. Maximum Area Per Sign



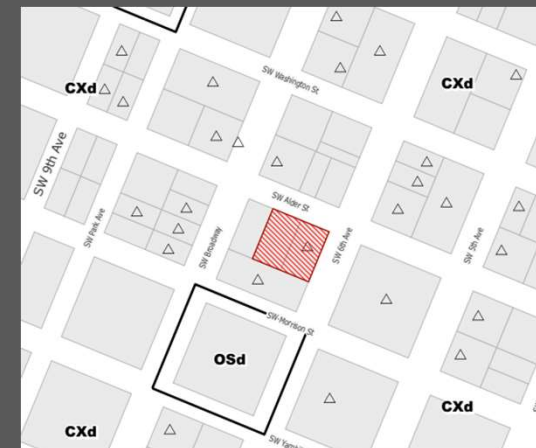


Bird-Safe Glazing (Mod. w/ DR only)

Staff believes that it may be difficult to approve a Modification to this standard; it would need to be demonstrated how the purpose of the standard will be met on balance. If the desire is to prevent the bird safe glazing from impeding views into the storefronts, staff recommends that the applicants consider using UV-coated bird-safe glazing methods as outlined in the Bird Safe Windows List admin rule.

Potential Modifications

1. Sign Size Allocation
2. Bird-Safe Glazing
3. Maximum Area Per Sign





Maximum Area per Sign (Mod. w/ DR only)

32.32.020 Table 2, Maximum Area Per Sign. The maximum area per sign allowed in the CX zone is 100 square feet. The proposed sign atop the 622 SW Alder St building is approximately 1,200 square feet.

Since the market will serve as a major regional public attraction and catalyst for future development Downtown, staff believes this Modification is supportable.

Potential Modifications

1. Sign Size Allocation
2. Bird-Safe Glazing
3. Maximum Area Per Sign



Next Steps

Next Steps

Historic Resource Review & Design Review

The proposed alterations to the Historic Landmark Selling Building require a Type III Historic Resource Review, which will be heard before the Historic Landmarks Commission.

The proposed alterations to the 622 SW Alder St building require a Type II Design Review. The development team may opt to combine this review with the Historic Resource Review, or they may opt to have the two reviews run concurrently, but separately.

Questions

From: [King, Sarah](#)
To: [Duncan, Elizabeth](#)
Cc: [PPD LUS Team Tech](#); [Nielsen, Benjamin](#); [Lauren Antolin](#)
Subject: Re: James Beard case #EA25-023533 DA
Date: Wednesday, April 2, 2025 2:21:45 PM

Thank you so much, Elizabeth.

I appreciate you keeping their case open. I will alert you as soon as we are able to disburse those funds. Likely, the Wednesday after next.

Hello Ben and team!

I will reach out in a separate email.

Thanks to you all for all you do,
Sarah

From: Duncan, Elizabeth <Elizabeth.Duncan@portlandoregon.gov>
Sent: Wednesday, April 2, 2025 11:32:19 AM
To: King, Sarah <kingsh@prosperportland.us>
Cc: PPD LUS Team Tech <PPDLUSTeamTech@portlandoregon.gov>; Nielsen, Benjamin <bnielsen@portlandoregon.gov.mail.onmicrosoft.com>; Lauren Antolin <lauren@colabarchitecture.com>
Subject: RE: James Beard case #EA25-023533 DA

Hello Sarah.

Thank you for reaching out to me. We can definitely hold this case open until payment has been received. The tricky thing about Early Assistance, Design Advice is the timing between the date that the fees are paid and the date that a Design Hearing can be scheduled. I've copied the Planner, Benjamin Nielsen on this email as he is coordinating the scheduling of the Design Hearing which are scheduled 5-8 weeks out. I hope that this won't affect the timeline for this project.

I'll leave the floor open for either Ben or my colleague, Mary to respond as I know they've been involved from the beginning of the conversation regarding the James Beard Market Place.

Best,

Elizabeth Duncan, (She/Her)

Development Services Technician II
City of Portland – Portland Permitting & Development
Land Use Services Division, Records Management-Design & Historic Team
1900 SW 4th Avenue, Suite 5000
Portland, OR 97201
elizabeth.duncan@portlandoregon.gov
Phone: 503.823.7198
Office Hours: 7:00am – 3:30pm

From: King, Sarah <kingsh@prosperportland.us>
Sent: Wednesday, April 2, 2025 10:58 AM
To: Duncan, Elizabeth <Elizabeth.Duncan@portlandoregon.gov>
Subject: James Beard case #EA25-023533 DA

You don't often get email from kingsh@prosperportland.us. [Learn why this is important](#)

Hello Elizabeth,

I was forwarded the email below, by Jessica Elkan. I am currently completing a grant process here at Prosper for the JBPM, and a portion of that grant will be covering the \$7,104.00. I plan to have the funding disbursed in the next two weeks and I am hoping that you can grant an extension for their case.

Please let me know if there is anything you need for me, and I sincerely appreciate your patience and consideration!

Best,



Sarah King
Oldtown Project Manager
Prosper Portland
503-823-7944
kingsh@prosperportland.us

*We have now entered your application in our electronic permitting system. Your case file # is EA 25-023533 DA. **Your IVR# is 5137544 (you will need your IVR# to pay your fees).** Attached you will find your Billing Statement, which reflects a balance of \$7,104.00. Fees are due immediately and intake is not complete until all fees are paid-in-*

full. If your fees aren't paid within 5 business days, your case will be cancelled in the system and you will need to re-apply for your review, by emailing your submittal to LandUseIntake@portlandoregon.gov. Please let us know if you won't be able to pay this fee right away so we can update our system as soon as possible.

Please pay this fee online through on our online portal [DevHub](#), with a card or an electronic check.

I've attached some step-by-step instructions for paying online.

You will need to log into your portlandoregon.gov account and find your bill using your IVR#, 5137544.

Payment receipt is your confirmation that intake is complete.

Once payment is made, your submittal will be passed on to a supervisor for planner assignment. Let us know if you have any questions.

From: [King, Sarah](#)
To: [Nielsen, Benjamin](#)
Subject: James Beard case check-in
Date: Wednesday, April 2, 2025 2:24:26 PM

Hi Ben!

As you saw in the previous email exchange, JBPM is waiting on forthcoming grant funds from Prosper that will cover the fees for the next assistance meeting with your team. I should have those funds disbursed in the next two weeks.

I would like to advocate for the JBPM team to be in the cue for their meeting with you even though payment has not yet been submitted. We are a little behind schedule over here getting those funds out.

Let me know what you think!

Best,



Sarah King
Oldtown Project Manager
Prosper Portland
503-823-7944
kingsh@prosperportland.us

From: [Nielsen, Benjamin](#)
To: [Lauren Antolin](#); [Jessica Elkan](#); [Maureen Hardy](#)
Cc: [King, Sarah](#)
Subject: James Beard Public Market (EA 25-023533 DA) - possible Landmarks Commission dates
Date: Thursday, April 3, 2025 10:22:00 AM

Hello everyone:

Now that we have worked out how/when the payment for the Design Advice Request will be made, I am able to schedule your DAR with the Landmarks Commission. I have a couple possible dates for you:

- April 28
- May 5

For the April 28 date, please be aware that I will be out of the office, and another planner will help facilitate the DAR with the Landmarks Commission in my absence. I will do all the work leading up to that hearing date. The site would need to be posted by 4/8 (I will provide posting materials for you to print), and I will need to know today if you want this date so that I can mail out the public notice on time.

I will be back in the office for the May 5 date, and if you choose this date, the site will need to be posted by 4/14.

Thanks,

Benjamin Nielsen (he/him)

City Planner

Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland

1900 SW Fourth Ave., Suite 5000

Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.

503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere

și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या

From: [King, Sarah](#)
To: [Nielsen, Benjamin](#); [Lauren Antolin](#); [Jessica Elkan](#); [Maureen Hardy](#)
Subject: RE: James Beard Public Market (EA 25-023533 DA) - possible Landmarks Commission dates
Date: Thursday, April 3, 2025 11:10:00 AM

Thank you al so much for this support. Once a date is selected, I would love to be able to join the meeting.

Best,
Sarah

From: Nielsen, Benjamin <Benjamin.Nielsen@portlandoregon.gov>
Sent: Thursday, April 3, 2025 10:23 AM
To: Lauren Antolin <lauren@colabarchitecture.com>; Jessica Elkan <jessicafelkan@jamesbeardmarket.com>; Maureen Hardy <hardy@bcvarch.com>
Cc: King, Sarah <kingsh@prosperportland.us>
Subject: James Beard Public Market (EA 25-023533 DA) - possible Landmarks Commission dates

Hello everyone:

Now that we have worked out how/when the payment for the Design Advice Request will be made, I am able to schedule your DAR with the Landmarks Commission. I have a couple possible dates for you:

- April 28
- May 5

For the April 28 date, please be aware that I will be out of the office, and another planner will help facilitate the DAR with the Landmarks Commission in my absence. I will do all the work leading up to that hearing date. The site would need to be posted by 4/8 (I will provide posting materials for you to print), and I will need to know today if you want this date so that I can mail out the public notice on time.

I will be back in the office for the May 5 date, and if you choose this date, the site will need to be posted by 4/14.

Thanks,

Benjamin Nielsen (he/him)
City Planner
Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland
1900 SW Fourth Ave., Suite 5000
Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.

503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या

From: [Lauren Antolin](#)
To: [Nielsen, Benjamin](#); [Jessica Elkan](#); [Maureen Hardy](#)
Cc: [King, Sarah](#)
Subject: Re: James Beard Public Market (EA 25-023533 DA) - possible Landmarks Commission dates
Date: Thursday, April 3, 2025 11:38:18 AM

Hi Ben,

The team would like to schedule May 5th for the DAR.

We all truly enjoy working with you and are very appreciative of your efforts in helping us navigate the land use processes.

Thank you!

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: Nielsen, Benjamin
Sent: Thursday, April 3, 2025 10:22 AM
To: Lauren Antolin; Jessica Elkan; Maureen Hardy
Cc: King, Sarah
Subject: James Beard Public Market (EA 25-023533 DA) - possible Landmarks Commission dates

Hello everyone:

Now that we have worked out how/when the payment for the Design Advice Request will be made, I am able to schedule your DAR with the Landmarks Commission. I have a couple possible dates for you:

- April 28
- May 5

For the April 28 date, please be aware that I will be out of the office, and another planner will help facilitate the DAR with the Landmarks Commission in my absence. I will do all the work leading up to that hearing date. The site would need to be posted by 4/8 (I will provide posting materials for you to print), and I will need to know today if you want this date so that I can mail out the public notice on time.

I will be back in the office for the May 5 date, and if you choose this date, the site will need to

be posted by 4/14.

Thanks,

Benjamin Nielsen (he/him)

City Planner

Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland

1900 SW Fourth Ave., Suite 5000

Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.

503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या

From: [Nielsen, Benjamin](#)
To: [Lauren Antolin](#); [Jessica Elkan](#); [Maureen Hardy](#)
Cc: [King, Sarah](#)
Subject: RE: James Beard Public Market (EA 25-023533 DA) - possible Landmarks Commission dates
Date: Thursday, April 3, 2025 1:55:00 PM

Thanks, Lauren. I'll get that scheduled and send you posting board information soon.

If you will want to submit any revised drawings for the Landmarks Commission to review ahead of the DAR, please send those to me by 4/21.

Thanks,

Benjamin Nielsen (he/him)

City Planner

Land Use Services Division, Design & Historic Resource Review Team

From: Lauren Antolin <lauren@colabarchitecture.com>
Sent: Thursday, April 3, 2025 11:38 AM
To: Nielsen, Benjamin <Benjamin.Nielsen@portlandoregon.gov>; Jessica Elkan <jessicafelkan@jamesbeardmarket.com>; Maureen Hardy <hardy@bcvarch.com>
Cc: King, Sarah <kingsh@prosperportland.us>
Subject: Re: James Beard Public Market (EA 25-023533 DA) - possible Landmarks Commission dates

Hi Ben,

The team would like to schedule May 5th for the DAR.

We all truly enjoy working with you and are very appreciative of your efforts in helping us navigate the land use processes.

Thank you!

LAUREN ANTOLIN

COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.

1189 NW Pettygrove Street

Portland, OR 97209

Direct: 503.416.0148

Email: lauren@colabarchitecture.com

From: Nielsen, Benjamin

Sent: Thursday, April 3, 2025 10:22 AM

To: Lauren Antolin; Jessica Elkan; Maureen Hardy

Cc: King, Sarah

Subject: James Beard Public Market (EA 25-023533 DA) - possible Landmarks Commission dates

Hello everyone:

Now that we have worked out how/when the payment for the Design Advice Request will be made, I am able to schedule your DAR with the Landmarks Commission. I have a couple possible dates for you:

- April 28
- May 5

For the April 28 date, please be aware that I will be out of the office, and another planner will help facilitate the DAR with the Landmarks Commission in my absence. I will do all the work leading up to that hearing date. The site would need to be posted by 4/8 (I will provide posting materials for you to print), and I will need to know today if you want this date so that I can mail out the public notice on time.

I will be back in the office for the May 5 date, and if you choose this date, the site will need to be posted by 4/14.

Thanks,

Benjamin Nielsen (he/him)
City Planner

Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland
1900 SW Fourth Ave., Suite 5000
Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.

503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या

From: [Nielsen, Benjamin](#)
To: [PPD Hearings Clerk](#)
Cc: [PPD LUS Design and Historic Team](#)
Subject: May 5, 2025 Landmarks Commission agenda item
Date: Tuesday, April 8, 2025 2:25:43 PM

Please schedule a hearing with the Landmarks Commission on **May 5, 2025**.

EA 25-023533 DA – James Beard Public Market

Applicant: Lauren Antolin, COLAB Architecture and Urban Design LLC

Address: 610 & 622 SW Alder St

Narrative: Design Advice Request for proposed exterior alterations to the Historic Landmark Selling Building (610 SW Alder) and the existing building at 622 SW Alder for the James Beard Public Market. Proposed alterations at the Selling Building include removal of the existing storefronts and granite cladding on the ground and second floor and replacement with new storefronts, dark granite bases and pilasters, embossed metal cladding, back-painted glass sign bands, and awnings at the ground floor and new wood-framed windows and terra cotta cladding at the second floor. Similar alterations are proposed across the whole façade on the 622 SW Alder building. Modifications to Title 32 Sign Code standards are likely, and a Modification to the bird-friendly glazing standard might be requested at the 622 SW Alder building.

Estimated Time: 90 minutes

5 weeks from intake date: April 30, 2025

7 weeks from intake date: May 14, 2025

PHB/IH Component: No

Please also complete the following for tracking purposes:

Architect/Developer	Valuation	Approximate Gross SF	Site Area (SF)
Lauren Antolin, COLAB Architecture and Urban Design / Jessica Elkan, James Beard Public Market	\$2,000,000	N/A	17,537 SF

Benjamin Nielsen (he/him)

City Planner

Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland

1900 SW Fourth Ave., Suite 5000

Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.


503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या

From: [Lauren Antolin](#)
To: [Nielsen, Benjamin](#)
Subject: Re: James Beard PM (EA 25-023533 DA) - DAR posting
Date: Thursday, April 10, 2025 2:20:36 PM
Attachments: [image.png](#)


Hi Ben,



Can we place two renderings, one showing 6th and one showing Alder, on the sign? (see below).

Also, does the sign have to be mounted outside? Can it be placed in the storefront windows as an alternative?



NOTICE OF PUBLIC HEARING





Design Advice Request

JAMES BEARD PUBLIC MARKET

CASE FILE	EA 25-023533 DA
WHEN	Monday, May 5, 2025 @ 1:30 PM <small>(This is the hearing start time - see Commission agenda for estimated project start time)</small>
WHERE	ONLINE: Meeting link will be listed on the agenda available at www.portland.gov/bpd/landmarks
HOW	TO COMMENT: Follow instructions on the Historic Landmarks Commission agenda or email the planner at benjamin.nielsen@portlandoregon.gov
REVIEW BY	Historic Landmarks Commission
PROCESS	A Design Advice Request is a voluntary review process that allows the Commission to provide early feedback on a development proposal, prior to the required land use review.
PROPOSAL	Design Advice Request for proposed exterior alterations to the Historic Landmark Selling Building (610 SW Alder) and the existing building at 622 SW Alder for the James Beard Public Market. Proposed alterations at the Selling Building include removal of the existing storefronts and granite cladding on the ground and second floor and replacement with new storefronts, dark granite bases and pilasters, embossed metal cladding, back-painted glass sign bands, and awnings at the ground floor and new wood-framed windows and terra cotta cladding at the second floor. Similar alterations are proposed across the whole facade on the 622 SW Alder building. Modifications to Title 32 Sign Code standards are likely, and a Modification to the bird-friendly glazing standard might be requested at the 622 SW Alder building.
REVIEW APPROVAL CRITERIA	Central City Fundamental Design Guidelines PZC 33-846.060, C Other Historic Approval Criteria
SITE ADDRESS	610 & 622 SW Alder St
ZONING/ DESIGNATION	CDX - Central Commercial with Design and Historic Resource Overlays Historic Landmark (Selling Building)
APPLICANT	Lauren Antolin, COLAB Architecture and Urban Design LLC
OWNER'S REP	Jessica Elkan, James Beard Public Market
QUESTIONS? PRAD CONTACT	Benjamin Nielsen, City Planner (503) 865-6519 / benjamin.nielsen@portlandoregon.gov Portland Planning & Development, 1900 SW 4th Ave, Suite 5000, Portland, OR 97201

Traducción e interpretación (Ukrainian) / 1900 SW 4th Ave, Suite 5000, Portland, OR 97201
Текст українською мовою / 1900 SW 4th Ave, Suite 5000, Portland, OR 97201

503-823-7300 805@PortlandOregon.gov www.PortlandOregon.gov/bdu/translation TTY: 503-423-4868 Relay Service: 711

Bests,

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: Nielsen, Benjamin

Sent: Tuesday, April 8, 2025 2:40 PM

To: Lauren Antolin

Cc: Jessica Elkan; Maureen Hardy

Subject: James Beard PM (EA 25-023533 DA) - DAR posting

Hi Lauren:

I have scheduled your DAR for May 5, 2025. The Landmarks Commission agenda will be updated shortly.

Attached are materials, templates, and instructions for the required DAR posting of the site. City staff will send out the required mailed notice.

Please let me know if you have any questions.

Thanks,

Benjamin Nielsen (he/him)

City Planner

Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland

1900 SW Fourth Ave., Suite 5000

Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.

503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या

From: [Nielsen, Benjamin](#)
To: [Lauren Antolin](#)
Subject: RE: James Beard PM (EA 25-023533 DA) - DAR posting
Date: Thursday, April 10, 2025 2:23:00 PM
Attachments: [image001.png](#)

Yes, this is absolutely ok. You can place the signs inside the windows. I think that will help keep them from damage and vandalism.

Benjamin Nielsen (he/him)

City Planner


Land Use Services Division, Design & Historic Resource Review Team

From: Lauren Antolin <lauren@colabarchitecture.com>
Sent: Thursday, April 10, 2025 2:20 PM
To: Nielsen, Benjamin <Benjamin.Nielsen@portlandoregon.gov>
Subject: Re: James Beard PM (EA 25-023533 DA) - DAR posting


Hi Ben,



Can we place two renderings, one showing 6th and one showing Alder, on the sign? (see below).

Also, does the sign have to be mounted outside? Can it be placed in the storefront windows as an alternative?



NOTICE OF PUBLIC HEARING










Design Advice Request

JAMES BEARD PUBLIC MARKET

CASE FILE	EA 25-023533 DA
WHEN	Monday, May 5, 2025 @ 1:30 PM <small>(This is the hearing start time - see Commission agenda for estimated project start time)</small>
WHERE	ONLINE: Meeting link will be listed on the agenda available at www.portland.gov/ppd/landmarks
HOW	TO COMMENT: Follow instructions on the Historic Landmarks Commission agenda or email the planner at benjamin.nielsen@portlandoregon.gov
REVIEW BY	Historic Landmarks Commission
PROCESS	A Design Advice Request is a voluntary review process that allows the Commission to provide early feedback on a development proposal, prior to the required land use review
PROPOSAL	Design Advice Request for proposed exterior alterations to the Historic Landmark Selling Building (610 SW Alder) and the existing building at 622 SW Alder for the James Beard Public Market. Proposed alterations at the Selling Building include removal of the existing storefronts and granite cladding on the ground and second floor and replacement with new storefronts, dark granite bases and pilasters, embossed metal cladding, back-painted glass sign bands, and awnings at the ground floor and new wood-framed windows and terra cotta cladding at the second floor. Similar alterations are proposed across the whole facade on the 622 SW Alder building. Modifications to Title 32 Sign Code standards are likely, and a Modification to the bio-friendly glazing standard might be requested at the 622 SW Alder building.
REVIEW APPROVAL CRITERIA	Central City Fundamental Design Guidelines PZC 33.946.060.G: Other Historic Approval Criteria
SITE ADDRESS	610 & 622 SW Alder St
ZONING/ DESIGNATION	CKD - Central Commercial with Design and Historic Resource Overlays Historic Landmark (Selling Building)
APPLICANT	Lauren Antolin, COLAB Architecture and Urban Design LLC
OWNER'S REP	Jessica Elkan, James Beard Public Market
QUESTIONS? / PPD CONTACT	Benjamin Nielsen, City Planner (503) 943-6219 / benjamin.nielsen@portlandoregon.gov Portland Permitting & Development, 1900 SW 4th Ave, Suite 5000, Portland, OR 97201

Traducción e interpretación: Чужде нег баче Филд Дик / 翻譯及解釋: 蘇丹尼安 佩拉達 / 翻訳及解釈: 田中 大輔 / 通訳・通訳員: 田中 大輔
 Переклад і інтерпретація: Чужде нег баче Филд Дик / 翻譯及解釋: 蘇丹尼安 佩拉達 / 翻訳及解釈: 田中 大輔 / 通訳・通訳員: 田中 大輔

 503-823-7300
  805@PortlandOregon.gov
 www.PortlandOregon.gov/hds/translation
 TTY: 503-431-6868
 Relay Service: 711

Bests,

LAUREN ANTOLIN

COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.

1189 NW Pettygrove Street

Portland, OR 97209

Direct: 503.416.0148

Email: lauren@colabarchitecture.com

From: Nielsen, Benjamin

Sent: Tuesday, April 8, 2025 2:40 PM

To: Lauren Antolin

Cc: Jessica Elkan; Maureen Hardy

Subject: James Beard PM (EA 25-023533 DA) - DAR posting

Hi Lauren:

I have scheduled your DAR for May 5, 2025. The Landmarks Commission agenda will be updated shortly.

Attached are materials, templates, and instructions for the required DAR posting of the site. City staff will send out the required mailed notice.

Please let me know if you have any questions.

Thanks,

Benjamin Nielsen (he/him)
City Planner

Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland

1900 SW Fourth Ave., Suite 5000
Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.

503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या

From: [Lauren Antolin](#)
To: [Nielsen, Benjamin](#)
Cc: [Mark Engberg](#)
Subject: Re: James Beard PM (EA 25-023533 DA) - DAR posting
Date: Monday, April 14, 2025 3:18:45 PM
Attachments: [image001.png](#)
[JAMES BEARD PUBLIC MARKET CERTIFICATION OF DAR POSTING 4.11.2025.pdf](#)

Hi Ben,

The signs have been installed. Please see attached signed certification.

Bests,

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: Nielsen, Benjamin
Sent: Thursday, April 10, 2025 2:23 PM
To: Lauren Antolin
Subject: RE: James Beard PM (EA 25-023533 DA) - DAR posting

Yes, this is absolutely ok. You can place the signs inside the windows. I think that will help keep them from damage and vandalism.

Benjamin Nielsen (he/him)
City Planner
Land Use Services Division, Design & Historic Resource Review Team

From: Lauren Antolin <lauren@colabarchitecture.com>
Sent: Thursday, April 10, 2025 2:20 PM
To: Nielsen, Benjamin <Benjamin.Nielsen@portlandoregon.gov>
Subject: Re: James Beard PM (EA 25-023533 DA) - DAR posting

Hi Ben,

Can we place two renderings, one showing 6th and one showing Alder, on the sign? (see below).

Also, does the sign have to be mounted outside? Can it be placed in the storefront windows as an alternative?

JAMES BEARD PUBLIC MARKET

CASE FILE | FA 25-023533 DA

WHEN	Monday, May 5, 2025 @ 1:30 PM
------	-------------------------------

(This is the hearing start time - see Commission agenda for estimated project start time)

WHERE	ONLINE: Meeting link will be listed on the agenda available at www.portland.gov/ppd/landmarks
-------	---

HOW	TO COMMENT: Follow instructions on the Historic Landmarks Commission agenda <u>or</u> email the planner at benjamin.nielsen@portlandoregon.gov
-----	---

REVIEW BY	Historic Landmarks Commission
-----------	-------------------------------

PROCESS	A Design Advice Request is a voluntary review process that allows the Commission to provide early feedback on a development proposal, prior to the required land use review
---------	---

PROPOSAL

Design Advice Request for proposed exterior alterations to the James Landmark Seating Building (610 SW Alder) and the existing building at 622 SW Alder for the Historic Landmark Seating Building. Proposed alterations at the Seating Building include removal of the existing storefronts and granite cladding on the ground and second floor and replacement with new storefronts, dark granite base and pilasters, embossed metal cladding, back-painted glass sign bands, and awnings at the ground floor and new wood-framed windows and terra cotta cladding at the second floor. Similar alterations are proposed for the existing building at 622 SW Alder. The proposed alterations at the Title 32 Sign Code standards are likely, and a Modification to the third-party glazing standard might be requested at the 622 SW Alder building.

REVIEW APPROVAL	Central City Fundamental Design Guidelines PZC 33.846.060.G: Other Historic Approval Criteria
-----------------	--

CITE/REG	610 & 622 SW Alder St
----------	-----------------------

ZONING/ DESIGNATION	CXd – Central Commercial with Design and Historic Resource Overlay Historic Landmark (Selling Building)
------------------------	--

APPLICANT	Lauren Antolin, CO Urban Design LLC
-----------	--

OWNER'S REP	Jessica B Market
----------------	---------------------

**QUESTIONS?
PP&D CONTACT** Benjamin Nielsen, City Planner
(503) 865-6519 / benjamin.nielsen@portlandoregon.gov
Portland Permitting & Development, 1

Traducción e interpretación | Chuyển ngữ hoặc Phiên dịch | Targumada ama Faslaadada | 翻訳家または通訳 | Преводчик или переводница
Письменным или устным переводом | Traducere sau interpretare | 번역 및 통역 | الترجمة التحريرية أو الشفوية | Письменный або усний переклад

503-823-7300 @ BDS@PortlandOregon.gov www.PortlandOregon.gov/bds/translated TEL: 503-823-6666
TTY: 503-823-4444
Relay Service: 1-800-735-2241

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

Subject: James Beard PM (EA 25-023533 DA) - DAR posting

Attached are materials, templates, and instructions for the required DAR posting of the site. City staff will send out the required mailed notice.

Please let me know if you have any questions.

Thanks,

Benjamin Nielsen (he/him)

City Planner

Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland

1900 SW Fourth Ave., Suite 5000

Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.

503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या

From: [Lauren Antolin](#)
To: [Nielsen, Benjamin](#)
Subject: Re: James Beard Public Market - Updated DAR Package
Date: Thursday, April 24, 2025 1:49:19 PM

Hi Ben,

I wanted to confirm receipt of yesterday's deliverables, please let me know.

Bests,

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: Lauren Antolin
Sent: Wednesday, April 23, 2025 3:27 PM
To: Nielsen, Benjamin
Cc: Mark Engberg; Maureen Hardy
Subject: James Beard Public Market - Updated DAR Package

Hi Ben,

Please see the attached updated DAR package for the James Beard Public Market. Please let me know if you need anything else at this time.

Bests,

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: [Lauren Antolin](#)
To: [Nielsen, Benjamin](#)
Cc: [Mark Engberg](#); [Maureen Hardy](#)
Subject: James Beard Public Market - Updated DAR Package
Date: Wednesday, April 23, 2025 3:28:03 PM
Attachments: [JAMES BEARD PUBLIC MARKET DESIGN ADVICE REQUEST SUBMITTAL DOCUMENTS 4 23 2025.pdf](#)

Hi Ben,

Please see the attached updated DAR package for the James Beard Public Market. Please let me know if you need anything else at this time.

Bests,

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: [Lauren Antolin](#)
To: [Nielsen, Benjamin](#)
Subject: James Beard Public Market Updated DAR Package
Date: Wednesday, April 23, 2025 1:27:29 PM

Hi Ben,

I just wanted to give you a heads up that we have experienced a few technical issues but are still on track to get you the updated DAR package today.

Bests,

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: [Lauren Antolin](#)
To: [Nielsen, Benjamin](#)
Cc: [Mark Engberg](#); [Maureen Hardy](#)
Subject: James Beard Public Market - DAR Questions
Date: Tuesday, April 22, 2025 12:09:31 PM

Hi Ben,

Are you available either tomorrow or Thursday to have a quick discussion over zoom about the DAR? We are hoping to gain clarity on what to expect during the meeting, such as what discussion topics we should expect to be raised, and how to best structure the presentation.

Bests,

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: [PPD Hearings Clerk](#)
To: [Nielsen, Benjamin](#)
Cc: [PPD Hearings Clerk](#); [Fioravanti, Kara](#); [Monroe, Staci](#)
Subject: 5/5/25 LANDMARKS COMMISSION PANELISTS INVITED
Date: Monday, April 28, 2025 12:29:33 PM

Hello,

Panelists from A7 have been invited. If additional invites are needed, please send me name and email.

[EA 25-023533 DA – James Beard Public Market](#)

MAUREEN HARDY
JESSICA ELKAN
LAUREN ANTOLIN

Thanks,

Laura DuVall

PPD Hearings Clerk
Land Use Services Division - Records Management

Portland Permitting & Development – City of Portland

1900 SW Fourth Ave. Suite 5000
Portland, OR 97201

PPDHearingsClerk@portlandoregon.gov

M-TH, 6:00 AM to 3:30 PM, Friday Flex
503-823-7586

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. To request these services, contact 311 (503-823-4000), for Relay Service & TTY: 711.

Traducción e Interpretación | Biên Dịch và Thông Dịch | अनुवादन तथा व्याख्या
口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad
Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas

Translation and Interpretation: **503-823-4000**

From: [Lauren Antolin](#)
To: [Nielsen, Benjamin](#)
Subject: Re: JBPM (EA 25-023533 DA) - pdf page 12 error
Date: Thursday, May 1, 2025 9:06:13 AM
Attachments: [PG 11 JAMES BEARD PUBLIC MARKET DESIGN ADVICE REQUEST SUBMITTAL DOCUMENTS 4 23 2025 PDF.pdf](#)

Hi Ben,

See attached. Please let me know if this works.

Bests,

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: Nielsen, Benjamin
Sent: Wednesday, April 30, 2025 5:26 PM
To: Lauren Antolin
Subject: RE: JBPM (EA 25-023533 DA) - pdf page 12 error

Hi Lauren:

Sorry. I think I asked for the wrong page. It is page 11 that is giving us the trouble. ☹

emailed the BCV team to see if they can reproduce the page if this does not work.

From: Nielsen, Benjamin <Benjamin.Nielsen@portlandoregon.gov>

Sent: Wednesday, April 30, 2025 4:38 PM

To: Lauren Antolin <lauren@colabarchitecture.com>

Subject: RE: JBPM (EA 25-023533 DA) - pdf page 12 error

Hi Lauren:

The new PDF page is still not printing properly. Can you try another method and resend?

Thanks,

Benjamin Nielsen (he/him)

City Planner

Land Use Services Division, Design & Historic Resource Review Team

From: Lauren Antolin <lauren@colabarchitecture.com>

Sent: Wednesday, April 30, 2025 4:19 PM

To: Nielsen, Benjamin <Benjamin.Nielsen@portlandoregon.gov>

Subject: Re: JBPM (EA 25-023533 DA) - pdf page 12 error

Hi Ben,

I extracted the page, reduced the file size and was able to print the attached file. Please let me know if it still does not work on your end.

Bests.

LAUREN ANTOLIN
COLAB ARCHITECTURE + URBAN DESIGN, L.L.C.
1189 NW Pettygrove Street
Portland, OR 97209
Direct: 503.416.0148
Email: lauren@colabarchitecture.com

From: Nielsen, Benjamin

Sent: Wednesday, April 30, 2025 4:07 PM

To: Lauren Antolin

Subject: JBPM (EA 25-023533 DA) - pdf page 12 error

Hi Lauren:

We're encountering an error properly displaying PDF page 12, and it's also unable to be printed.

Can you take a look at your PDF set and see what the problem is and send a fixed version to me as soon as possible.

Thanks,

Benjamin Nielsen (he/him)

City Planner

Land Use Services Division, Design & Historic Resource Review Team

Portland Permitting & Development – City of Portland

1900 SW Fourth Ave., Suite 5000

Portland, OR 97201

503-865-6519 (Office/Cell)

Benjamin.Nielsen@portlandoregon.gov

www.portland.gov/ppd

Work Hours: M-F, 9am-6pm PT

The City of Portland ensures meaningful access to City programs, services, and activities to comply with Civil Rights Title VI and ADA Title II laws and reasonably provides: translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids and services. Request these services [online](#) or call 503-823-4000, Relay Service: 711.

503-823-4000 Traducción e Interpretación | Biên Dịch và Thông Dịch | 口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad | Письмовий і усний переклад | Traducere și interpretariat | Chiaku me Awewen Kapas | अनुवादन तथा व्याख्या