



City of Portland, Oregon
Bureau of Development Services
Land Use Services

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MEMORANDUM

Date: August 19, 2011
To: Ryan Schera, Group Mackenzie
From: Kara Fioravanti, Development Review
Phone number 503-823-5892
Re: 11-112110 DA – West Burnside Fred Meyer Expansion and Renovation
Design Advice Request Summary Memo August 4, 2011

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. Attached is a summary of the comments provided by the Design Commission at the August 4, 2011 Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. For a small fee we can provide you with copies of those recordings; to request copies, please call 503-823-7814.

These Design 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 August 4, 2011. 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 land use review process [which includes a pre-application, a land use review application, public notification, a Staff Report and a public hearing] must be followed once the Design Advice Request meetings are complete, if formal approval for specific elements of your project is desired.

At the end of the hearing, it was understood that you may return for a second Design Advice Request. Please continue to coordinate with me as you continue your design work.

Encl:
Summary Memo

Cc: Design Commission
Respondents

This memo summarizes **Design Commission** design direction provided at the August 4, 2011 DAR.

- Thank you for rethinking the design. Great improvements. Moving in the right direction.
- Colonnade: It is rational and responsive. It works here because there will be so much activity. But, there is a concern about a deep overhang making the spaces dark and presenting difficulty connecting inside and outside. How do you counteract dark spaces?
- What are the details of the brick piers? How do they end at both the bottom and the top?
- Brick is a good material.
- The lighter brick framework is reminiscent of the industrial sash buildings.
- Look closely at the details of where the curtain wall and the piers interact – there should be depth and shadow.
- The colonnade idea holds the historic building line while still giving active outdoor space to the public. Reminiscent of the East Burnside condition. It meets the spirit of the setback standard.
- The detailing of the building is so important for its success. If you succeed with quality materials (including the type of glass) and quality details the project could sing. It could change the shopping experience.
- The roof in the colonnade should be high. The roof in the middle part seems low – do you remove it?
- It will be a challenge to figure out how to turn this aesthetic to the east and west elevations.
- Can you carve out more at the east and west?
- The spaces could be appealing enough where they can be meeting points for patrons of the games.
- This integrates into the urban fabric.
- An active community room could be a beacon when used.
- A walk-up coffee counter is great.
- Important to integrate the TriMet shelter. Thank you.
- Some parts of the façade seem out of scale. You need more study with proportions. Community room balcony, height and width of the brick piers, what is solid vs. void, etc.?
- Pay special attention to how all the pieces come together – focus on continuity. Everything needs to coalesce better.
- Don't sawtooth the entry pavilion.
- 10' at the coffee shop isn't enough of a setback. Though, consider how deep a setback you provide because you don't want to create dark spaces.
- Maybe the colonnade doesn't run the whole length of the building? Should it stop at the coffee shop? The coffee shop could be a little jewel box.
- It is OK for the SE corner to be a tenant separate from the store. It will still be active.
- The main entry location in this scheme is better than the previous location.
- Try to get the arcade and the sidewalk at the same grade at the SE corner.
- The landscaping in the front needs more thought – it seems scrappy and leftover.
- Delete the steel band between the first and second floors.
- Move the big blade sign. It seems to be too tacked on where it is. The sign should be better than a big lit box. Make it a good corner element.
- Next time it will be helpful for you to present the ideas you had but didn't take further.
- How is bike parking being accommodated?
- Think about mechanical units and vents – where does it all happen and make sure it is integrated.
- Are you thinking about lights at the underside of the canopies?
- You incorporated good uses at the street level.
- Be careful of using white.

Exhibit List

- A. Applicant's Submittals
 - 1. Original submittal
 - 2. Drawings submitted on 4-7-11
 - 3. Stormwater Report
 - 4. Photos of existing conditions
 - 5. Additional drawings and revisions submitted for 7-7-11 DAR
 - 6. Drawings and revisions submitted for 8-4-11 DAR
- A. Zoning Map
- C. *not used*
- D. Notification
 - 1. Mailing list for 7-7-11 DAR
 - 2. Mailed notice for 7-7-11 DAR
- E. Agency Comments
 - 1. TriMet, 3-16-11
 - 2. TriMet, email from 8-8-11
- F. Public Testimony
 - 1. Richardson, 4-26-11
- G. Other
 - 1. Application form
 - 2. Land use history
 - 3. 4-26-11 Memo to Commission
 - 4. 6-7-11 Memo to Commission
 - 5. Staff notes from 6-16-11 DAR
 - 6. Staff presentation from 6-16-11 DAR
 - 7. Summary notes from 6-16-11 DAR
 - 8. 8-4-11 Memo to Commission
 - 9. Staff notes from 8-4-11 DAR