



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

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[www.portlandonline.com/bds](http://www.portlandonline.com/bds)

**Date:** April 12, 2011  
**To:** Interested Person  
**From:** Kara Fioravanti, Land Use Review  
Kara.Fioravanti@portlandoregon.gov 503-823-5892

**NOTICE OF A PUBLIC MEETING FOR POTENTIAL FUTURE  
DEVELOPMENT IN YOUR NEIGHBORHOOD**

**FILE:** **11-112110 DA DESIGN ADVICE REQUEST**  
100 NW 20<sup>th</sup> Avenue  
Stadium Fred Meyer Expansion

**REVIEW BY:** Design Commission  
**WHEN:** May 5, 2011 at 1:30 PM  
**WHERE:** 1900 SW Fourth Ave, Ste. 2500A Portland, OR 97201

A Design Advice Request has been submitted by the applicants listed below regarding potential future development in your neighborhood. The proposal, process, and information on how to respond to this notice are described below. A copy of the site plan, building elevations and zoning map are attached. I am the staff person handling the Design Advice Request. Please email or call me if you have questions regarding this process. Please contact the applicant if you have questions regarding any future development on the site.

**Applicant:** Jim Preston (503-797-3529)  
Fred Meyer Stores, Inc.  
3800 SE 22<sup>nd</sup> Avenue / Portland, OR 97202

**Representatives:** Ryan Schera & Terry Krause  
Group Mackenzie  
1515 SE Water Avenue, Suite 100 / Portland, OR 97214

**Site Address:** 100 NW 20TH AVENUE  
**Legal Description:** BLOCK 29 TL 14500, KINGS 2ND ADD; S 150' OF N 200' OF E 100' OF  
BLOCK 30, KINGS 2ND ADD  
**Tax Account No.:** R452304430, R452304780  
**State ID No.:** 1N1E33CA 14500, 1N1E33CA 13800  
**Quarter Section:** 3027  
**Neighborhood:** Northwest District, contact John Bradley at 503-313-7574.  
**Business District:** Nob Hill, contact Kay Wolfe at 503-227-0898.  
**Plan District:** Central City - Goose Hollow  
**Zoning:** CXd - Central Commercial with design overlay  
**Design District:** Central City - Goose Hollow  
**Case Type:** DA - Design Advice Request  
**Procedure:** A public meeting with the Design Commission to provide informal, advisory response for the applicants/owners to consider in preparation of a potential future land use review application.

**Proposal:**

The applicant seeks design advice on an expansion of the existing Stadium Fred Meyer building. The expansion will include the demolition of the former Hollywood Video building and sloped parking structure and the addition of new retail, a community room, and parking along W. Burnside Street. The remodeled/expanded Fred Meyer retail space will include two main entries – the existing midblock entry facing NW 20<sup>th</sup> Place, and a new entry at the corner of West Burnside and NW 20<sup>th</sup> Place. A separate 1,661 SF new retail space will be at the corner of West Burnside and NW 20<sup>th</sup> Avenue, with an entry facing Burnside. The new portion of the building will be topped with green roof areas and the existing building will receive new skylights.

The site is bounded by W. Burnside Street to the south, NW 20<sup>th</sup> Avenue to the east, NW 20<sup>th</sup> Place to the west. The site is also bounded on three sides by the Alphabet Historic District but is not within the District itself; the site includes an existing surface parking lot across NW 20<sup>th</sup> Place, which is within the Alphabet Historic District.

Public sidewalks will be improved, with a 4' dedication along West Burnside and NW 20<sup>th</sup> Avenue. The parking garage will be redesigned by closing the current vehicle access points at West Burnside and NW 20<sup>th</sup> Place, and moving/expanding the southern-most vehicle entry at NW 20<sup>th</sup> Avenue. As part of this garage access redesign the applicant seeks to allow left turns from eastbound W. Burnside at NW 20<sup>th</sup> Place. The TriMet bus shelter one block east of this site and the shelter at the SW corner of the site will be combined into one stop approx. midblock at the site's Burnside frontage.

The proposed project might not meet all required development standards of the Zoning Code, which would require Modifications to those development standards; at this preliminary design phase it appears the standards not met by the proposal include: ground floor windows, Special Building Line at Burnside, and maximum sign area projecting into the right-of-way.

**Approval Criteria:**

If a formal land use review application were submitted in the future for the proposed development, it would be reviewed in accordance with the relevant approval criteria of Title 33, Portland Zoning Code. The applicable approval criteria include: the Central City Fundamental Design Guidelines and the Goose Hollow Design Guidelines. If requested, Modifications would be reviewed against 33.825.040, Modifications That Will Better Meet Design Review Requirements. If requested, Adjustments would be reviewed against 33.805.040, Adjustment Approval Criteria.

*This application was submitted on February 10, 2011.*

**Purpose of a Design Advice Request**

Design Advice Requests are not intended to substitute for other Code-required land use or legislative procedures. Purposes served by Design Advice Requests might include the following:

- Early feedback on atypical building types or configurations unable to draw on other prior project approvals to assess approval potential.
- Projects which, for various reasons, anticipate including elements that do not appear to conform to design guidelines, and which may require a waiver of one or more design guidelines.
- Unique urban design schemes for which interest or support is sought prior to approaching other agencies.

**Process**

The Portland Zoning Code affords the opportunity for parties interested in bringing matters before the Design Commission outside of other prescribed regulatory or legislative processes. The relevant Code chapter reads as follows:

**33.730.050 F. Other pre-application advice.**

An applicant may request advice from the Design Commission or Historical Landmarks Commission prior to submitting a land use request that would be heard by these commissions. These requests are known as "Design Advice Requests". These requests do not

substitute for a required pre-application conference with the BDS staff and other City urban service or technical representatives.

The general order of appearance for those attending the meeting is as follows: Bureau of Development Services introduction, applicant presentation, clarifying questions about the proposal by the Commission, public comment, informal discussion about the proposal between the Commission and the applicants, and Design Commission final comment. There will be no final decision about this proposal during this Design Advice Request process. At the request of the Commission, a submittal for a Design Advice Request may be continued to a future date for further discussion.

### **Opportunity for Public Comment**

The neighborhood association, listed on the first page of this notice, may take a position on the proposed development and may have scheduled an open meeting prior to providing comment to the Design Commission. Please contact the person listed as the neighborhood contact to determine the time and date of this meeting.

The public meeting with the Design Commission will provide an opportunity for parties to submit oral and written comment on this matter. To comment, you may write to the Design Commission, 1900 SW Fourth Ave., Suite 5000 or FAX your comments to 503-823-5630; or you may attend the meeting to provide comment. Please refer to the file number when seeking information or submitting comment.

A Design Advice Request file is available for your review by appointment. Please contact the file review at 503-823-7617 to schedule a time. I can provide some information over the phone. Copies of all information in the file can be obtained for a fee equal to the cost for such services. You may also find additional information about the City of Portland and City Bureaus as well as a digital copy of the Portland Zoning Code, by visiting the City's homepage on the Internet at [www.ci.portland.or.us](http://www.ci.portland.or.us).

### **Design Advice Request Results**

Design Advice Requests will provide informal, advisory response only. Responses received at the meeting may inform City staff when processing future land use reviews, but will not be considered a formal directive from the Commission. The Commission may offer future procedural or design direction, and may also offer a preliminary assessment against approval criteria that would apply were the proposal to be reviewed formally through the land use review process. Comment provided at the meeting will be documented by City staff, and will be available for further and future reference.

### **Meeting Cancellation**

This public meeting will be cancelled if Portland Public Schools close due to inclement weather or other similar emergency. Check local television and radio reports for school closures. The meeting will be rescheduled for the earliest possible date. A renotification notice will not be sent. Please call the Bureau of Development Services at 503-823-7617, for immediate information regarding cancellations or rescheduling. To attend the meeting, public transportation is available. Tri-Met buses stop near the BDS building at SW Fifth or Sixth Ave. at SW Hall St. and SW Harrison St. Call Tri-Met at 503-238-7433 (or [www.tri-met.org/routes\\_times.htm](http://www.tri-met.org/routes_times.htm)) for routes and times. Hourly rated public parking is available a half block south of the building on Fourth Ave.

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

**Enclosures:** Zoning Map, Site Plan, Elevations