



City of Portland
Bureau of Development Services
Land Use Services Division

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MEMORANDUM

Date: March 8, 2012
To: Portland Design Commission
From: Kara Fioravanti, Senior City Planner – Design & Historic Review
Re: March 15, 2012 Design Commission Hearing
EA 11-199879 DA – Design Advice Request
Pioneer Place New Building

Design Commissioners:

The applicant seeks design advice on a potential redevelopment of the Centennial Mills wharf.

Located on the west bank of the Willamette River, Centennial Mills consists of 12 industrial flour milling structures built between 1910 and 1940. In the early 20th-century, the complex was a key component of Portland's working waterfront. This potential redevelopment proposal intends to strike a balance between historic preservation, open space, sustainability, and economic feasibility.

Shaped by the mills' historic use, this adaptive reuse concept focuses on creating new public space that celebrates Portland's agricultural, industrial, and maritime heritage, as well as its current standing as a culinary beacon within the country.

The plan centers on the conversion of 30% of the current mill complex to an open space wharf. The wharf will also draw connections to NW Naito Parkway, the Greenway Trail along the Willamette River and Pearl District's urban parks via a future pedestrian bridge across NW Naito Parkway. This public amenity will be bordered by retail space occupying the converted warehouses, grain bins, flour mill and feed mill.

Wharf and bridge level tenants will include local and non-franchised businesses, outdoor recreational retailers, green goods and services, healthy dining options, and wellness facilities while the upper level tenants of the Feed Mill, Flour Mill and the converted grain bin Elevators C & B will be likely be offices.

The current plan also accommodates the Mounted Police Unit maintaining their existing facility (with minor revisions), exterior paddock, horse corral, and parking. As this is the case, the existing Tanners Creek outlet will be maintained with minor riverbank to the south property line.

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 could include some or all of the following: 33.440, Greenway Review and Approval Criteria; 33.825, Design Review; the Central City Fundamental Design Guidelines; and the River sub-District 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.

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.

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.

Please feel free to contact me directly with any questions.

Encl: Zone Map, Site plan, Elevations, Renderings