



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

FROM CONCEPT TO CONSTRUCTION

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**FINAL FINDINGS AND DECISION BY THE DESIGN**  
**COMMISSION RENDERED ON October 18, 2012**

**CASE FILE NUMBER: LU 12-134885 DZM**  
**PC # 11-112104 Stadium Fred Meyer**

**BUREAU OF DEVELOPMENT SERVICES STAFF:** Chris Caruso 503-823-5747 /  
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**GENERAL INFORMATION**

**Applicant:** Fred Meyer Stores Inc.  
3800 SE 22nd Avenue/Portland, OR 97202

**Representative:** Ryan Schera, Group Mackenzie  
1515 SE Water Ave Ste 100/Portland, OR 97214

**Architect:** Terry Krause, Group Mackenzie  
1515 SE Water Ave Ste 100/Portland, OR 97214

**Owner:** Fred Meyer Stores Inc.  
1014 Vine St., 7th Floor/Cincinnati, OH 45202

**Site Address:** 100 NW 20<sup>th</sup> Ave

**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 Patricia Fielder at 503-407-6163.

**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

**Plan District:** Central City - Goose Hollow

**Zoning:** CXd, Central Commercial with design overlay

**Case Type:** DZM, Design Review with Modifications

**Procedure:** Type III, with a public hearing before the Design Commission. The  
decision of the Design Commission can be appealed to City Council.

**Proposal:**

The applicant seeks design review approval for a Major Renovation and expansion to the existing Stadium Fred Meyer in the Goose Hollow Subdistrict of the Central City Plan District. The project includes the demolition of structured parking (two levels) and the construction of a 2-4 level store expansion comprised of retail on the ground level plus community rooms, offices, and retail with balconies on the upper levels. Exterior building materials include brick, concrete, aluminum storefront, aluminum windows and spandrel glass, steel accent channels, metal canopies, metal wall panels, metal railings, and multiple LED signs. An ecoroof and roof

deck is also proposed and non-conforming upgrades will be made to the site. The existing two Tri-Met bus stops will be combined into one stop that is integrated into the center of the W Burnside frontage.

Modifications requested include:

1. 33.510.220.B & 33.130.230.B.2 and B.3 Ground Floor Windows – To allow the amount of ground floor windows on the western façade to be less than 50% of the length and 25% of the wall area.
2. 33.510.215.D.2 Required Building Lines – To allow the colonnade along W Burnside to project 10 feet beyond the Special Building Line of a 10 foot setback along West Burnside.
3. 32.32.030 Sign Code Additional Standards in All Zones – To allow the three “Fred Meyer” blade signs to be greater than 30 SF in area, at 62 SF (2 signs) and 49.5 SF (1 sign) respectively. To allow the “Parking” blade sign to be greater than 30 SF in area, at 56 SF. *The request to project signs above the parapet more than the allowed 6” has been retracted.*
4. 33.266.220 Bicycle Parking Standards – To locate required short-term bicycle parking inside the parking garage, adjacent to lower level public entries instead of outside a building

A Type III Design Review is required for proposals in the Goose Hollow District with a value over \$1,932,750.

#### **Approval Criteria:**

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

- 33.825 Design Review
- 33.825.040 Modifications
- Central City Fundamental Design Guidelines
- Goose Hollow Design Guidelines

## **ANALYSIS**

**Site and Vicinity:** The 99,009 square foot site is located at the northwestern edge of the Central City Plan District and Goose Hollow Subdistrict and is bounded by West Burnside Street, SW 20<sup>th</sup> Avenue, and SW 20<sup>th</sup> Place. The site is also bounded on three sides by the southern edge of the Alphabet Historic District. Existing development includes a one-story Fred Meyer store with structured parking below and to the south of the store, a portion of which will be demolished and replaced as part of this proposal. There is a vacant 2-story commercial building at the corner of NW 20<sup>th</sup> Place and W. Burnside which will also be demolished as part of this proposal. The north portion of this large block is developed with residential structures. An accessory parking lot for Fred Meyer is located on the west side of NW 20<sup>th</sup> Place but is not part of this proposal. Nearby development includes a mix of high-rise apartments, smaller historic residential buildings, and retail development. The Jeld-Wen Field stadium is located to the southeast, across W Burnside Street.

The entire site is within the Central City Pedestrian District. West Burnside Street is classified as a Regional Main Street, Major City Traffic Street, Major Transit Priority Street, City Walkway, and City Bikeway. Southwest 20<sup>th</sup> Avenue and SW 20<sup>th</sup> Place are both classified as City Walkways and Local Service Bikeways.

**Zoning:** The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

The Design Overlay Zone [d] promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review. In addition, design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

The Central City Plan District implements the Central City Plan and other plans applicable to the Central City area. These other plans include the Downtown Plan, the River District Plan, the University District Plan, and the Central City Transportation management Plan. The Central City plan district implements portions of these plans by adding code provisions which address special circumstances existing in the Central City area. The site is within the Goose Hollow Subdistrict of this plan district.

**Land Use History:** City records indicate that prior land use reviews include:  
LU 01-008160 DZ – Approval for new canopies, paint, landscaping, and cornices.  
LUR 93-00070 – Withdrawn after an appeal to LUBA.  
LUR 93-00123 AD – Withdrawn.  
LUR 95-00565 DZ – Withdrawn.  
LUR 89-031696 VZ – Landscaping modification.

**Agency Review:** A “Notice of proposal in Your Neighborhood” was mailed **August 28, 2012**. The following Bureaus have responded with no issue or concerns:

- Life Safety Section of BDS (Exhibit E-1)
- Fire Bureau (Exhibit E-2)
- Site Development Section of BDS (Exhibit E-3)
- Water Bureau (Exhibit E-4)
- Bureau of Environmental Services (Exhibit E-5)
- Bureau of Transportation Engineering (Exhibit E-6)
- Bureau of Parks-Forestry Division (no Exhibit)

Tri-Met had the following comments (Exhibit E-7):

“The dimensions of the new canopy are acceptable to Trimet.”

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on **August 28, 2012**. One written response has been received at this time from either the Neighborhood Association or notified property owners in response to the proposal.

1. Thomas and Esther Nelson, September 5, 2012 – would like north landscaping to be no higher than adjacent fence.

*Staff Response: Landscape screening is required between loading/parking areas and residentially zoned properties. At the north property line, an evergreen screen that has the potential to reach 6 feet in height or 6 foot tall masonry wall is required. The applicant is proposing a 6 foot tall evergreen planting strip. Staff cannot guarantee that the plants will not eventually grow taller than this but would also not approve anything shorter than the requirement in order to protect the adjacent residence from offsite impacts of the non-residential use.*

## DEVELOPMENT STANDARDS

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of

Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

**Chapter 33.510 – Central City Plan District**  
**Chapter 33.130 – Central Commercial (CX) Zone**  
**Chapter 33.266 – Parking and Loading**  
**Chapter 33.825 – Design Review & Modifications**  
**Title 32 – Sign Code**

**FAR (33.510.200 Map 510-2 & 33.130.205)**

*Development Standard*

- Map 510-2 allows a maximum FAR of 4:1 or 396,036 SF based on total lot size of 99,009 SF (after dedications) for this site.
- Goose Hollow minimum FAR is 1 to 1 or 99,009 SF for this site.

*Proposal*

- The proposal provides 117,951 SF of building area (48,334 SF is new area) for an FAR of 1.15 to 1. *These standards are met.*

**Height (33.510.205 Map 510-3 & 33.130.210)**

*Development Standard*

- Map 510-3 indicates the Maximum Building Height is determined by the base zone and is 75 feet.

*Proposal*

- Proposed height of 55'-3" as measured from the highest finished grade. *This standard is met.*

**Minimum and Maximum Building Setbacks (33.130.215) and  
Required Building Lines (33.510.215)**

*Development Standard*

- Minimum building setbacks are 0'-0" from all street lot lines and a maximum of 10'-0" from all transit street lot lines (West Burnside).
- On West Burnside between 10<sup>th</sup> and 21<sup>st</sup> Avenues, the special building line is 10 feet from the street lot line along West Burnside. Where the site with frontage on a required building line street also has a special building line, new development or additions of floor area to the site must comply with either Subparagraphs a. or b. below. Exterior walls of buildings designed to meet the requirements of this paragraph must be at least 15 feet high.
  - a. The building must extend to the special building line for at least 75% of the street lot line; or
  - b. The building must extend to within 12 feet of the special building line for 75% of the street lot line and the space between the building and the street lot line must be designed as an extension of the sidewalk and committed to active uses such as sidewalk cafes, vendor's stands, or developed as "stopping places".

*Proposal*

- The building is proposed at the street lot lines for all new exterior walls with the exception of the colonnade which will extend out beyond the special building line from 9'-7" to 10'-0". The existing 6 foot north façade setback will remain. *The standards for maximum building setbacks are met. A Modification to Required Building Lines is being requested.*

**Maximum Building Coverage (33.130.220)**

*Development Standard*

- The maximum building coverage for this site is 100%

*Proposal*

- The site is close to being fully built out. *This standard is met.*

### **Landscaping Area (33.130.225)**

#### *Development Standard*

- There is no minimum landscaping requirement for the CX zone.

#### *Proposal*

- 2,255 SF of ground level landscaping is being provided. *This standard is met.*

### **Ground Floor Windows (33.510.220 & 33.130.230)**

#### *Development Standard*

- In the RX, CX, and EX zones, all major remodeling projects must also meet the ground floor window standards of the base zone, or do the optional artwork standard.
- Along all street facing facades with non-residential floor area, including structured parking walls, 50% of the wall length and 25% of the wall area (up to 9'-0" in height) must contain clear transparent windows.

#### *Proposal*

- The south and west elevations will meet this standard. The north elevation will remain unaltered. The east elevation will have 4.4% (204 SF) of required window area and 6% (28.5 LF) of required window length. *The 204 SF area is a 0.4% (16 SF) increase from the original proposal. A Modification to this standard is being requested.*

### **Pedestrian Standards (33.130.240)**

#### *Development Standard*

- Requires straight line connections from one main entrance to the street, internal site connections between main entrances, hard-surfaced, 6'-0" wide and illuminated on-site circulation systems.

#### *Proposal*

- Walkways and paved extensions to public sidewalks are provided as required. *This standard is met.*

### **Transit Street Main Entrance (33.130.242)**

#### *Development Standard*

- All sites with at least one frontage on a transit street must have at least one main entrance for each tenant that is within 25 feet of the transit street, allows pedestrians to both enter and exit the building and either faces the transit street or is at an angle up to 45 degrees away from the transit street.

#### *Proposal*

- All main entries meet these requirements. *This standard is met.*

### **Minimum & Maximum Number of Parking Spaces (33.510.265)**

#### *Development Standards – in the GH1 section of the Central City Plan District*

- Minimum:
  - none
- Maximum:
  - 1 per 294 SF of Office space and 1 per 196 SF of Retail Sales and Service space for a total of 292 allowed parking spaces.

#### *Proposal*

- The project is removing 66 parking spaces for a total of 187 parking garage spaces. The 36 surface parking spaces on the nearby lot will remain. Due to the reduction in parking spaces, a Central City Parking Review is not required. *This standard is met.*

### **Parking Space and Aisle Dimensions (33.266.130.F)**

#### *Development Standard*

- For parking stalls at 90 degree angle a minimum dimension of 8'-6"x16' is required with a drive aisle width of 20'-0"

*Proposal*

- The drive aisle width and parking spaces meet the dimensional requirements. *This standard is met.*

**Bicycle Parking (33.266.210)***Development Standard*

- Long-term Office use requires 2 spaces. Long-term Retail Sales and Service use requires 9 spaces. Total of 11.
- Short-term Office use requires 2 spaces. Long-term Retail Sales and Service use requires 22 spaces. Total of 24.

*Proposal*

- Long-term spaces provided = 2 Office; 18 Retail Sales and Service. Total of 20.
- Short-term spaces provided = 2 Office; 22 Retail Sales and Service. Total of 24.
- An additional 26 short-term spaces provided in the three rights-of-way.  
*A Modification to the short-term bike parking location is being requested.*

**Loading (33.266.310)***Development Standard*

- Requires 2 loading spaces at 35' long, 10' wide and 13' vertical clearance for buildings with more than 50,000 SF of floor area.

*Proposal*

- The existing two full-sized loading spaces along NW 20<sup>th</sup> Avenue will remain and are in compliance. *This standard is met.*

**Signs (Title 32)***Development Standard*

- Signs projecting over the right-of-way must be 30 SF or less in area.
- Signs can only project above a parapet or roof line a maximum of 6 inches.

*Proposal*

- Three "Fred Meyer" blade signs at 62 SF (2 signs) and 49.5 SF respectively, and one "Parking" blade sign at 63.5 SF. *A modification to total projecting sign area >30SF each is being requested. The request to project signs above the parapet more than the allowed 6" has been retracted.*

**ZONING CODE APPROVAL CRITERIA****(1) DESIGN REVIEW (33.825)****33.825.010 Purpose**

Design Review ensures:

- That development conserves and enhances the recognized special design values of a site or area;
- The conservation, enhancement, and continued vitality of the identified scenic, architectural, and cultural values of each design district;
- That certain types of infill development will be compatible with the neighborhood and enhance the area; and
- High design quality of public and private projects.

**33.825.055 Design Review Approval Criteria**

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

It is important to emphasize that design review goes beyond minimal design standards and is viewed as an opportunity for applicants to propose new and innovative designs. The design

guidelines are not intended to be inflexible requirements. Their mission is to aid project designers in understanding the principal expectations of the city concerning urban design.

The review body conducting design review may waive individual guidelines for specific projects should they find that one or more fundamental design guidelines is not applicable to the circumstances of the particular project being reviewed.

The review body may also address aspects of a project design which are not covered in the guidelines where the review body finds that such action is necessary to better achieve the goals and objectives of design review in the Central City.

**Findings:** The site is designated with design overlay zoning (d). Therefore the proposal requires Design Review approval. Because the site is within the Goose Hollow Subdistrict of the Central City Plan District, the applicable approval criteria are listed in the Goose Hollow District Design Guidelines and the Central City Fundamental Design Guidelines.

### **Goose Hollow District Design Guidelines and Central City Fundamental Design Guidelines**

The Goose Hollow District is envisioned to be a predominantly urban residential, transit-oriented community located on the western edge of the Central City between Washington Park and Downtown Portland. When riding light rail through the West Hills tunnel to the Central City, it is the first neighborhood experienced before entering downtown Portland. The Urban Design Vision celebrates the sense of arrival from the west at Jefferson Street Station and Collins Circle, and from the north at the Civic Stadium Station and Fire Fighter's Park. This is done by integrating the history of the community with its special natural and formal (man-made) characteristics.

The Central City Fundamental Design Guidelines and the River District Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and elements that reinforce and enhance Portland's character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

### **Goose Hollow District Design Goals**

The Goose Hollow District Design Goals are specific to the Goose Hollow District. These urban design goals and objectives are to:

- Enhance mixed-use, transit-oriented development around the light rail stations to make it a pedestrian-friendly station community.
- Provide open spaces to accommodate active public life.
- Strengthen connections to adjacent neighborhoods through light rail, bike and pedestrian access and assure a safe and pleasant bike/pedestrian environment.
- Preserve and enhance the community's history and architectural character.

### **Central City Plan Design Goals**

This set of goals is those developed to guide development throughout the Central City. They apply within the Goose Hollow District as well as to the other seven Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;

5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

*Staff has considered all guidelines and has addressed only those guidelines considered applicable to this project.*

**A2. Emphasize Portland Themes.** When provided, integrate Portland-related themes with the development's overall design concept.

**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.

**Findings for A2 & A3:** The project continues green building themes established over the past decade by creating a very large eco-roof consisting of an extensive system of colorful sedums and tall grasses that can be viewed from adjacent roof decks as well as from taller buildings. Another theme present along Burnside Street is the use of arcade walks in front of many older buildings on the east side of the Willamette River. The proposal continues that theme in its design by providing a deep arcaded walkway across the entire Burnside frontage that can be accessed by the public at all hours as an extension of the pedestrian realm. Illuminated blade signs highlighting main retail entries are another feature seen in this area of downtown and the project provides a number of them, large and small.

A transit stop for buses is also provided within the Burnside façade, allowing for easy access to public transit which is an important Portland commitment. Numerous bicycle racks are located along all three street frontages which continue Portland's focus on providing options for alternative transportation. The building addition will be placed on the new property line so as to clearly delineate the traditional 200' wide city block. The longer north-south facades are broken up into smaller units by intermediate pedestrian entrances into the building, by upper story windows and spandrel panels, and by the alternating of materials from brick to metal panels to concrete. *These guidelines are therefore met.*

**A4. Use Unifying Elements.** Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

**A5. Enhance, Embellish, and 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.

**Findings for A4 & A5:** This area of West Burnside is a dense commercial corridor featuring an assortment of building types. The use of high quality materials such as masonry and metal finishes, the dynamic composition with the arcade, canopies, and signs, the upper story windows and spandrel panels, and the contextually appropriate massing that responds to nearby tall and low-rise district structures, all contribute to ensure the enhancement of, embellishment to, and identification with the neighborhood.

The ground floor of this building will have storefront windows that help activate the sidewalk and improve the pedestrian experience along the streets. The project will increase the sidewalk on Burnside to a uniform City-standard width, with street trees and bike racks along the furnishing zone, as well as provide space for other urban elements such as trash receptacles, street lights, and a transit stop. The arcade walkway opens up towards West Burnside, creating a vibrant urban space that acts as an extension of the sidewalk.

New metal art panels, sidewalk illumination, replacement parking garage grilles that match proposed railing system, and upper story punched window openings along NW 20<sup>th</sup> Avenue will help enliven this stretch of sidewalk by providing a more pleasing visual aesthetic that provides nighttime security and new views into active spaces. A new 6 foot wide northern pedestrian entrance off of NW 20<sup>th</sup> Avenue, with directional signage, creates a more energized street frontage near the northeastern building corner by connecting pedestrians and bicyclists to an entrance into the building at an additional location. All of the above elements contribute to unify the various components of this project with its urban surroundings. *These guidelines are therefore met.*

**A5-3. Enhance West Burnside Street.** Enhance West Burnside Street as a boulevard by extending and improving its boulevard treatment and its environment for pedestrians west of the Park Blocks. This guideline may be accomplished by any or all of the following:

- a. Buffering and separating the sidewalk from vehicular traffic by introducing street trees, plantings and protective bollards;
- b. Enhancing the pedestrian promenade along Burnside and making it a linear focus for safe pedestrian activity by widening the space used by pedestrians and locating sidewalk cafes and food vendors in the wider pedestrian space;
- c. Maintaining visual contact and surveillance between the inside of buildings and the adjacent public right-of-way space of West Burnside Street;
- d. Punctuating ground floors of buildings with many destination points such as entries for pedestrians and display windows;
- e. Locating driveways and garage entrances on side streets where feasible, rather than crossing sidewalks along West Burnside; or
- f. Providing pedestrian scale to buildings fronting the street by using awnings and/or balconies along the street.

**Findings for A5 & A5-3:** The sidewalk will be widened and will incorporate street trees, bike racks, and other urban furnishings. The arcaded walkway creates an even wider public area along West Burnside Street that serves as a pedestrian promenade, making it a linear focal point. The storefronts that wrap the ground floor onto both side streets have windows that go all the way to ground thereby activating the sidewalk and creating a visual connection between the street and areas within the building. New public entrances near the two West Burnside corners create destination points that further activate the surrounding sidewalks. No vehicular entrances will be located on West Burnside Street, thus the sidewalk will not be interrupted by curb cuts. One vehicular entrance and two loading entrances are located on NW 20<sup>th</sup> Avenue which has lower pedestrian traffic. Balconies and canopies are provided in different areas along all three street frontages. The size and proportion of the storefront windows, as well as the arcade and canopies located above them will contribute human scale elements to the sidewalk experience. *These guidelines are therefore met.*

**A5-5. Incorporate Water Features.** Incorporate water features or water themes which enhance the quality, character, and image of the Goose Hollow District.

**Findings for A5 & A5-5:** A raised stormwater planter located between the stairs and the public sidewalk along West Burnside Street is incorporated into the pedestrian corridor. A

metal scupper/spout fixture on the side of the terrace wall will provide pedestrians an opportunity to view rainwater from the canopies being discharged into the landscape planter. *This guideline is therefore met.*

**A5-6. Incorporate Works of Art.** Incorporate works of art or other special design features that increase the public enjoyment of the District.

**Findings for A5 & A5-6:** The east façade incorporates a number of metal art panels in two areas along its length. These art panels provide visual interest to pedestrians on NW 20<sup>th</sup> Avenue. *This guideline is therefore met.*

**A6. Reuse/Rehabilitate/Restore Buildings.** Where practical, reuse, rehabilitate, and restore buildings and/or building elements.

**Findings:** The proposal renovates and expands an existing building so it can be reused by the current occupant. *This guideline is therefore met.*

**A7. Establish and Maintain a Sense of Urban Enclosure.** Define public rights-of-way by creating and maintaining a sense of urban enclosure.

**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.

**Findings for A7 & A8:** The expansion of the existing building to the property line along West Burnside will create a strong building edge where there is currently not one now. The scale and design of the building is consistent with the neighborhood fabric and the arterial nature of West Burnside. The arcade walkway that creates a wider pedestrian area along this congested right-of-way will enhance the streetscape by providing areas for outdoor seating, viewing, and gathering. This enhanced streetscape experience continues along both NW 20<sup>th</sup> Ave and NW 20<sup>th</sup> Place through the use of clear glazed ground level storefront, public entries into the building, and art panels along the east facade. Additional views into upper story active areas along NW 20<sup>th</sup> Avenue are provided by clear glazed windows in the front addition as well as by new punched openings into the existing building. *These guidelines are therefore met.*

**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.

**B1-1. Provide Human Scale to Buildings along Walkways.** Provide human scale and interest to buildings along sidewalks and walkways.

**Findings for B1 & B1-1:** The pedestrian system will be reinforced and enhanced by several elements in the design. These elements include the sidewalk improvements and bike racks, the large ground floor windows, protective canopies, metal art panels, new garage opening grilles, and the arcaded walkway. All sidewalks and the new curb extension along NW 20<sup>th</sup> Place will be designed to city sidewalk standards and will also include bicycle racks. The facades of the building will have clear storefront windows and doors along West Burnside that wrap around to NW 20<sup>th</sup> Ave and NW 20<sup>th</sup> Place.

All main entrances and portions of each of the three primary facades will have protective canopies or arcade projections above them. The masonry and storefront materials along

the ground level are finely-scaled and reflect traditional elements of commercial structures seen throughout the city. Retail storefront glazing will be full-height and clear, allowing views into and out of active interior spaces. The canopies are appropriately located above sidewalks so they do not feel monumental. A new pedestrian and bicycle entry will be provided near the northeastern end of the existing parking garage. The metal art panels and parking garage grilles along NW 20<sup>th</sup> Avenue are located at the ground level and are also scaled for human interaction. All of these elements provide a human scale to the sidewalks and the arcade walkway, and allow for interaction between the inside and outside of the building. *These guidelines are therefore met.*

**B1-2. Orient Building Entries to Facilitate Transit Connections.** Orient primary building entries at pedestrian circulation points which conveniently and effectively connect pedestrians with transit services.

**Findings for B1 & B1-2:** The site is very well served by public transit. Two existing transit stops along this portion of West Burnside Street are being consolidated into a central transit stop mid-block. This stop will be built into the new front façade of the building addition. Public entries are located nearby at either end of the building from the transit stop. The widened sidewalk and arcade walkway will further enhance the connectivity of the area to transit opportunities. Thirteen bicycle racks located along the three primary frontages will encourage another transit option for store patrons as will the number of weather-protected bike parking spaces adjacent to the below-grade store entries. *This guideline is therefore met.*

**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.

**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.

**B7. Integrate Barrier-Free Design.** Integrate access systems for all people with the building's overall design concept.

**Findings for B2, B3 & B7:** The widening of the sidewalk on West Burnside Street with the addition of new street trees and bicycle racks will provide the first line of protection for the pedestrian. The clear views into the pedestrian street, the clear views into the retail areas, plus the canopies and arcade will provide additional pedestrian protection from vehicles and weather. Vehicular movement is restricted to two curb cuts along NW 20<sup>th</sup> Avenue, a less traveled street. Parking signs provide a visual clue for pedestrians that there may be vehicles crossing the sidewalk at these locations.

The existing center pedestrian walkway from NW 20<sup>th</sup> Avenue into the parking garage will be widened and marked with patterned concrete and bollards to create a separate area for pedestrians accessing the lower level retail entries. A new 6 foot wide pedestrian entry near the northeast corner of the building with bicycle gutters and directional signage will create a safer entry from the northern neighborhood areas in lieu of the parking ramp that is currently used by pedestrians and bicyclists. All mechanical equipment and venting are either on the roof or above the ground level and will not impact pedestrians. The front addition, and the renovated parking garage and existing store will meet all ADA codes and requirements. *These guidelines are therefore met.*

**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.

**C6. Develop Transitions between Buildings and 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.

**C9. Develop Flexible Sidewalk-Level Spaces.** Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.

**Findings for B4, C6 & C9:** The arcade walkway along West Burnside Street, the full-height ground level windows, side-street canopies, and metal art panels provide a variety of public stopping and viewing opportunities. Rooftop decks and upper level balconies provide gathering places and view opportunities to building occupants and guests. The skin of the three retail areas is a regular system of aluminum storefront that can be adjusted in the future to accommodate changing retail needs. The arcade walkway provides a transition space with seating opportunities, gathering spaces, and landscape elements between the sidewalk on West Burnside Street and all the entrances that are located along it. *These guidelines are therefore met.*

**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.

**B6-1. Provide Outdoor Lighting at Human Scale.** Provide outdoor lighting at a human scale to encourage evening pedestrian activity.

**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.

**Findings for B6, B6-1 & C12:** The building will have a series of arcade projections and metal canopies that provide weather protection for pedestrians along all three frontages. Recessed lighting is provided in the arcade and canopies, and wall sconces are provided along the ground level sidewalks. City street lights and internal retail lighting will further illuminate the area for pedestrians, creating a vibrant and secure nighttime experience. The buildings are not proposed to have up-lighting or building lighting above the second floor level. Parking garage lighting will be updated to new fixtures that do not project light off-site and provide an adequate level of security to garage users. Lighting along NW 20<sup>th</sup> Avenue and at the new northern pedestrian entry will be replaced with new canopy-mounted fixtures that will provide increased nighttime illumination along the sidewalk. Large LED projecting tenant signs, located on architecturally prominent building features provide an additional layer of interesting nighttime illumination. *These guidelines are therefore met.*

**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.

**C1-1. Integrate Parking.** Design surface parking and parking garage exteriors to visually integrate with their surroundings. This guideline may be accomplished by any or all of the following:

- a. Designing street facing parking garages to not express the sloping floors of the interior parking;
- b. Designing the sidewalk level of parking structures to accommodate active uses, display windows, public art or other features which enhance the structure's relationship to pedestrians; or
- c. Accommodating vending booths along sidewalks adjacent to parking facilities when active ground level uses are not possible.

**Findings for C1 & C1-1:** The transparent storefront at the ground floor and upper story windows create visual and physical connections between active inside areas and public spaces. Upper story windows, balconies, and roof decks provide additional view opportunities of the surrounding area to building occupants. The existing parking area along West Burnside is being demolished and replaced with active retail space. The remaining parking garage wall that opens to NW 20<sup>th</sup> Avenue will have an enhanced, wider pedestrian entrance at the vehicle entrance, a new northern pedestrian/bicycle entrance, new metal art panels, and redesigned garage grilles that will all enhance the structure's relationship to pedestrians. *These guidelines are therefore met.*

**C2. Promote Quality and Permanence in Development.** Use design principles and building materials that promote 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.

**C4. Complement the Context of Existing Buildings.** Complement the context of existing buildings by using and adding to the local design vocabulary.

**Findings for C2, C3 & C4:** The materials used for this project will all be high-quality materials used in similar buildings in this area and will include aluminum storefront and windows, spandrel glass, cast-in-place concrete bases, brick veneer and metal wall panels, metal canopies and art panels, custom metal railings and grilles, steel building accents, concrete and metal planters and furnishings, and metal and acrylic projecting signs, all of which promote quality and permanence.

The existing smaller retail structure and front parking garage will be completely demolished and replaced with the new multi-story front addition. The remaining portion of the building to the north will become secondary to the new taller front addition and will be integrated as an extension of the new addition through the continuation of metal canopies, masonry and metal wall finishes, the repetition of existing structural bay dimensions, new punched window openings along NW 20<sup>th</sup> Avenue, and a comprehensive color palette.

The neighborhood context at the location of this site is a diverse mix of historic masonry apartment buildings, concrete commercial buildings from different eras, surface parking lots, and new high-rise structures. The design response to this urban context is a multi-story retail building that uses design elements common to the area such as brick, metal, canopies, storefront, and upper story windows. These elements express the building's structural system, as does the multi-story arcade, while utilizing a material palette that is familiar to the area. This contemporary expression of traditional materials was chosen because it reflects and complements the neighborhood's existing structures. The ground level storefront and clear delineation of the upper stories and building cap creates a modern interpretation of a traditional tripartite organization of base, middle, and top while clearly being a contemporary building. *These guidelines are therefore met.*

**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.

**Findings:** Design coherency is achieved through the mix of materials and design elements that create distinct visual patterns around the building. Vertical and horizontal masonry elements create a regular pattern of solid and void bays that are filled in by either regular metal panels or glazing. The entire building is wrapped with black steel accent channels that break the height of the building down into individual floors and also pick up on the black railings and canopies. Glazing and spandrel panels that mimic

glazing, is concentrated along the major ground level retail areas as well as at the prominent southeastern corner, creating a focal point at this important intersection. The simple, repetitive geometry and minimal material palette are unified into a coherent architectural composition. *This guideline is therefore met.*

**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.

**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.

**Findings for C7 & C8:** Both corners of the new addition along West Burnside Street will contain large fully glazed windows with views into active areas and main entrances near each corner that are either below an arcade ceiling or separate canopy. The building walls along this façade are pulled back from the sidewalk to create flexible sidewalk-level spaces. There will also be two large projecting signs at or near both building corners. Upper floor access points are located closer to the middle of the block. All of these design elements highlight the corners and help create active intersections. The ground level is differentiated from the upper levels by the use of continuous storefront glazing with a strong horizontal transom band and wall sconces. The upper floors are differentiated by the use of metal panels, spandrel glass and punched window openings, and projecting blade signs. *These guidelines are therefore met.*

**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.

**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.

**Findings for C10 & C13:** The projecting blade signs around the building exterior and metal canopies are the only features encroaching into the rights-of-way. These elements help create a rhythm on the façade that will visually enhance the pedestrian environment but does not hinder movement along the sidewalks. The signs are simple rectangular designs that reflect the rectilinear geometry of the building's architecture. The signs are in keeping with the overall scale of the building and do not dominate the façade or the city skyline. *These guidelines are therefore met.*

**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.

**Findings:** A landscaped eco-roof and roof decks are provided on top of the building for the use of employees, tenants, and guests. The eco-roof will provide a green refuge as well as stormwater management and will be a pleasant design feature as viewed from nearby taller buildings. All rooftop mechanical is aligned and well organized and will be somewhat screened by the surrounding eco-roof plantings. The rooftop equipment is set back from roof edges and will not be visible from West Burnside Street. *This guideline is*

*therefore met.*

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

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

The review body may consider modification of site-related development standards, including the sign standards of Chapters 32.32 and 32.34 of the Sign Code, as part of the design review process. These modifications are done as part of design review and are not required to go through the adjustment process. Adjustments to use-related development standards (such as floor area ratios, intensity of use, size of the use, number of units, or concentration of uses) are required to go through the adjustment process. Modifications that are denied through design review may be requested as an adjustment through the adjustment process. The review body will approve requested modifications if it finds that the applicant has shown that the following approval criteria are met:

- A. Better meets design guidelines.** The resulting development will better meet the applicable design guidelines; and
- B. Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

The following modifications are requested:

1. **33.510.220.B & 33.130.230.B.2 and B.3 Ground Floor Windows** – To allow the amount of ground floor windows on the western façade to be less than 50% of the length and 25% of the wall area.

**Purpose:** In the Central City and the C zones, blank walls on the ground level of buildings are limited in order to:

- Provide a pleasant, rich, and diverse pedestrian experience by connecting activities occurring within a structure to adjacent sidewalk areas;
- Encourage continuity of retail and service uses;
- Encourage surveillance opportunities by restricting fortress-like facades at street level; and
- Avoid a monotonous pedestrian environment.

**Findings:** The existing portion of the building along NW 20<sup>th</sup> Ave and NW 20<sup>th</sup> Place will remain as currently designed. This includes the wall with the parking garage openings on NW 20<sup>th</sup> Avenue. The new front addition does provide large full-height windows along NW 20<sup>th</sup> Avenue at 4.4% (204 SF) of required window area and 6% (28.5 LF) of required window length, bringing the site closer to conformance. The project proposes to provide metal art panel screens in two areas along this façade, upper story clear and spandrel glazing, and punched window openings. The art panels will provide a rich and diverse pedestrian experience with their visual and tactile qualities while the new upper story windows and spandrel glazing provides some additional views into other areas of the building. The continuity of retail services is increased with the addition of more retail area at the front of the parking garage and the new full-height windows in the addition allow for sidewalk surveillance from occupied portions of the building.

The art panel patterning, new full-height storefront windows, spandrel glazing, upper story windows, and existing metal canopies along NW 20<sup>th</sup> Avenue provide texture along the building façade, creating a visually interesting pedestrian experience, and thus meeting the intent of the standard that results in a coherent composition, better meeting Design Guidelines A5-6. Incorporate Works of Art; A7 Establish and Maintain a Sense of Urban Enclosure; B1 Reinforce and Enhance the Pedestrian System; B1-1

Provide Human Scale to Buildings along Walkways; and C8 Differentiate the Sidewalk-Level of Buildings. *This Modification therefore merits approval.*

2. **33.510.215.D.2 Required Building Lines** – To allow the colonnade along W Burnside to project 10 feet beyond the Special Building Line. On West Burnside between 10<sup>th</sup> and 21<sup>st</sup> Avenues, the special building line is 10 feet from the street lot line along West Burnside.

**Purpose:** Required building lines are intended to enhance the urban quality of the Central City plan district.

**Findings:** The setback requirement on West Burnside Street is 10-feet measured from the property line. This setback is measured from the property line after the sidewalk dedication of 7-feet required by PDOT. This would require the building line be 25-feet from the current curb line. The intent of this requirement was to set buildings back along the West Burnside corridor between 10<sup>th</sup> and 21<sup>st</sup> Avenue due to the lack of, and in anticipation of, a future Burnside Plan which has yet to be developed. The Burnside Plan was calling for sidewalk widths at least 15-feet along the above mentioned corridor. Additionally, this widening of the sidewalk could, in the completed Burnside Plan, include narrowing the drive lanes to add 2-feet along the whole Burnside corridor.

The intent of the building line requirement will be better served by the proposal for an arcade along the special building line. This allows the pedestrian realm to be expanded onto the subject property as an extension of the sidewalk but also creates an urban edge that anchors this section of the street edge. To fully comply with the special building line requirement would create an anomalous urban condition along this section of Burnside: a 25-foot setback for this frontage along West Burnside. The development's addition of the pedestrian walkway to the urban environment will also enhance the pedestrian experience, resulting in a safe and conflict-free environment, which is the underlining goal of this regulation.

The proposed configuration will better meet the design review guidelines A5-3 Enhance West Burnside Street; A7 Establish and Maintain a Sense of Urban Enclosure; A8 Contribute to a Vibrant Streetscape; B1 Reinforce and Enhance the Pedestrian System; C6 Develop Transitions between Buildings and Public Spaces; and C8 Differentiate the Sidewalk-Level of Buildings, and will, on balance, be consistent with the purpose of the applicable standards. *This Modification therefore merits approval.*

3. **32.32.030 Sign Code Additional Standards in All Zones** – To allow the three “Fred Meyer” blade signs to be greater than 30 SF in area, at 62 SF (2 signs) and 49.5 SF respectively. To allow the “Parking” blade sign to be greater than 30 SF in area, at 56 SF.

**Findings:** Allowing the four signs to exceed the 30 sq. ft. limit within the right-of-way allows the signs to complement the architecture by placing an appropriately-sized object within the framework created by the building's scale and vertical and horizontal definitions. At a smaller scale, these features would not seem genuine. Additionally, the overall impact of the signs on the building is minimal due to their locations spread across the full-block facades and by their vertical orientation which leaves a majority of the façade visible. The multi-dimensional sign lighting on very simple shapes work with the regular geometry of the building and the commercial character of this section of Goose Hollow. The proposed configuration will better meet the design review guidelines A5-3 Enhance West Burnside Street; A8 Contribute to a Vibrant Streetscape; and C13 Integrate Signs, and will, on balance, be consistent with the purpose of the applicable standards. *This Modification therefore merits approval.*

4. **33.266.220 Bicycle Parking Standards** – To locate short-term bicycle parking inside the parking garage, adjacent to lower level public entries. To provide additional short-term bicycle parking in the public right-of-way on all three street frontages. Required short-term bicycle parking is supposed to be located outside of a building.

**Purpose:** Bicycle parking is required for most use categories to encourage the use of bicycles by providing safe and convenient places to park bicycles. These regulations ensure adequate short and long-term bicycle parking based on the demand generated by the different use categories and on the level of security necessary to encourage the use of bicycles for short and long stays. These regulations will help meet the City's goal that 10 percent of all trips are made by bicycle.

**Findings:** The City's goals for increased bicycle parking and usage are maintained with this proposal as the required number of short-term bicycle parking spaces are still being provided for the proposed building, adjacent to public entries. The proposed location of the short-term bicycles within the parking garage allows the new addition to provide an arcaded walkway with multiple levels of outdoor areas, and a transit stop waiting area along a very congested sidewalk. These open areas along the West Burnside Street frontage create the foundation of the overall building patterning, maintaining an interesting and well-composed design. The additional thirteen bicycle racks located on all three street frontages provide even more short-term bicycle parking for the development and are easily accessed from the main retail entries. The resulting development will better meet the applicable design guidelines *A5-3 Enhance West Burnside Street; A7 Establish and Maintain a Sense of Urban Enclosure; B1 Reinforce and Enhance the Pedestrian System; B1-2 Orient Building Entries to Facilitate Transit Connections; and C9 Develop Flexible Sidewalk-Level Spaces*. The overall solution is consistent with the purpose of short-term bicycle parking standards. *This Modification therefore merits approval.*

## CONCLUSIONS

The design review process exists to promote the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. The Design Commission directed the applicant to provide additional mitigation for the ground floor window modification request beyond the metal art panels. This included adding upper story windows and spandrel glass panels to the entire length of the east façade, and lowering the storefront sills to the ground at the southeast corner retail space. With these additional mitigation efforts, the overall design results in a coherent composition that is interesting to view and is both reflective and supportive of its urban environment. Building elements and site design features such as the arcade walkway, eco-roof, and metal art panels create environments that enhance the pedestrian and building tenant experience. The requested modifications contribute to improving the overall building design and creating a building that better serves the District. The proposal meets the applicable design guidelines and modification criteria and therefore warrants approval.

## DESIGN COMMISSION DECISION

It is the decision of the Design Commission to approve Design Review for a Major Renovation and expansion to the existing Stadium Fred Meyer in the Goose Hollow Subdistrict of the Central City Plan District. The approval includes the demolition of structured parking (two levels) and the construction of a 2-4 level store expansion comprised of retail on the ground level plus community rooms, offices, and retail with balconies on the upper levels. Approved exterior building materials include brick, concrete, aluminum storefront, aluminum windows and spandrel glass, steel accent channels, metal canopies, metal wall panels, metal railings,

and multiple LED signs. An ecoroof, roof deck, non-conforming upgrades to the site, and a new TriMet bus stop along W Burnside are also approved.

Approval of the following Modification requests:

1. 33.510.220.B & 33.130.230.B.2 and B.3 Ground Floor Windows – To allow the amount of ground floor windows on the western façade to be less than 50% of the length and 25% of the wall area.
2. 33.510.215.D.2 Required Building Lines – To allow the colonnade along W Burnside to project 10 feet beyond the Special Building Line of a 10 foot setback along West Burnside.
3. 32.32.030 Sign Code Additional Standards in All Zones – To allow the three “Fred Meyer” blade signs to be greater than 30 SF in area, at 62 SF (2 signs) and 49.5 SF (1 sign) respectively. To allow the “Parking” blade sign to be greater than 30 SF in area, at 56 SF. *The request to project signs above the parapet more than the allowed 6” has been retracted.*
4. 33.266.220 Bicycle Parking Standards – To locate required short-term bicycle parking inside the parking garage, adjacent to lower level public entries instead of outside a building

Approvals per Exhibits C.1-C-28, H-8, and H-12-H-17 signed, stamped, and dated October 18, 2012, subject to the following conditions:

**A.** As part of the building permit application submittal, the following development-related conditions (A – B) must be noted on each of the 4 required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled “ZONING COMPLIANCE PAGE - Case File LU 12-134885 DZM. All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled “REQUIRED.”

**B.** No field changes allowed.

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By: \_\_\_\_\_

Guenevere Millius, Design Commission Chair

Application Filed: April 26, 2012  
Decision Filed: October 19, 2012

Decision Rendered: October 18, 2012  
Decision Mailed: October 22, 2012

**About this Decision.** This land use decision is **not a permit** for development. Permits may be required prior to any work. Contact the Development Services Center at 503-823-7310 for information about permits.

**Procedural Information.** The application for this land use review was submitted on April 26, 2012, and was determined to be complete on **August 3, 2012**.

*Zoning Code Section 33.700.080* states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on April 26, 2012.

ORS 227.178 states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be

waived or extended at the request of the applicant. In this case, the applicant did not waive or extend the 120-day review period.

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

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. This report is the final decision of the Design Commission with input from other City and public agencies.

**Conditions of Approval.** This approval may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

These conditions of approval run with the land, unless modified by future land use reviews. As used in the conditions, the term “applicant” includes the applicant for this land use review, any person undertaking development pursuant to this land use review, the proprietor of the use or development approved by this land use review, and the current owner and future owners of the property subject to this land use review.

**Appeal of this decision.** This decision is final unless appealed to City Council, who will hold a public hearing. **Appeals must be filed by 4:30 pm on November 5, 2012** at 1900 SW Fourth Ave. Appeals can be filed Tuesday through Friday on the first floor in the Development Services Center until 3 p.m. After 3 p.m. and on Monday, appeals must be submitted to the receptionist at the front desk on the fifth floor. Information and assistance in filing an appeal is available from the Bureau of Development Services in the Development Services Center or the staff planner on this case. You may review the file on this case by appointment at, 1900 SW Fourth Avenue, Suite 5000, Portland, Oregon 97201.

If this decision is appealed, a hearing will be scheduled and you will be notified of the date and time of the hearing. The decision of City Council is final; any further appeal is to the Oregon Land Use Board of Appeals (LUBA).

Failure to raise an issue by the close of the record at or following the final hearing on this case, in person or by letter, may preclude an appeal to City Council on that issue. Also, if you do not raise an issue with enough specificity to give City Council an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

**Who can appeal:** You may appeal the decision only if you have written a letter which was received before the close of the record at the hearing or if you testified at the hearing, or if you are the property owner or applicant. Appeals must be filed within 14 days of the decision. **An appeal fee of \$5,000.00 will be charged (one-half of the application fee for this case).**

Neighborhood associations may qualify for a waiver of the appeal fee. Additional information on how to file and the deadline for filing an appeal will be included with the decision. Assistance in filing the appeal and information on fee waivers are available from the Bureau of Development Services in the Development Services Center, 1900 SW Fourth Ave., First Floor. Fee waivers for neighborhood associations require a vote of the authorized body of your association. Please see appeal form for additional information.

**Recording the final decision.**

If this Land Use Review is approved the final decision must be recorded with the Multnomah County Recorder. A few days prior to the last day to appeal, the City will mail instructions to the applicant for recording the documents associated with their final land use decision.

- *Unless appealed*, The final decision may be recorded on or after **November 6, 2012**.
- A building or zoning permit will be issued only after the final decision is recorded.

The applicant, builder, or a representative may record the final decision as follows:

- By Mail: Send the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to: Multnomah County Recorder, P.O. Box 5007, Portland OR 97208. The recording fee is identified on the recording sheet. Please include a self-addressed, stamped envelope.
- In Person: Bring the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to the County Recorder's office located at 501 SE Hawthorne Boulevard, #158, Portland OR 97214. The recording fee is identified on the recording sheet.

For further information on recording, please call the County Recorder at 503-988-3034  
For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

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

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

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

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

Chris Caruso  
October 18, 2012

**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).**

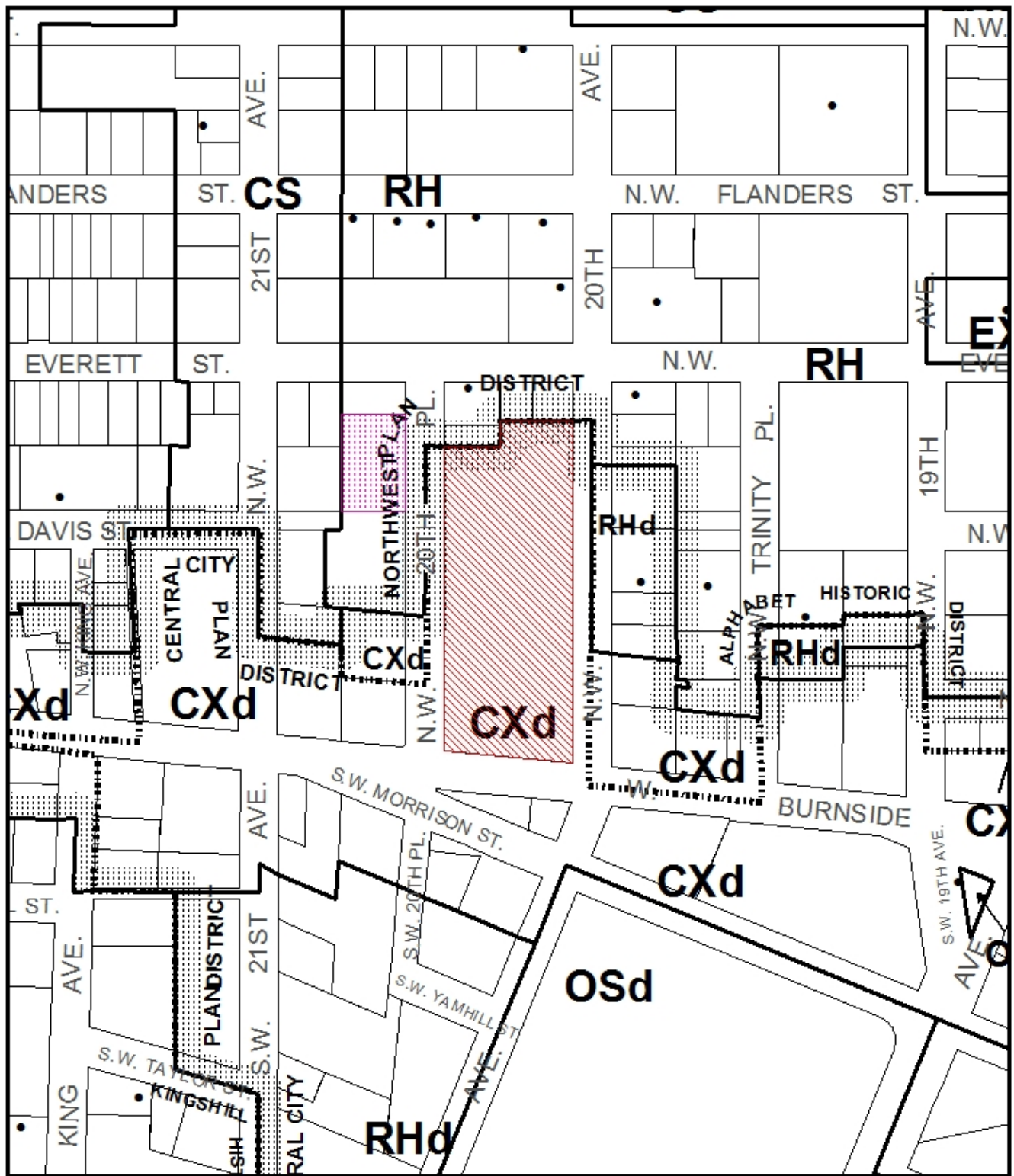
**EXHIBITS – NOT ATTACHED UNLESS INDICATED**

- A. Applicant's Information
  - 1. Narrative memo
- B. Zoning Map (attached)
- C. Plan & Drawings
  - 1. Stormwater Treatment Plan
  - 2. Office Level Floor Plan
  - 3. Roof Plan
  - 4. Building Section A-A
  - 5. Building Section B-B

6. Wall Section and Perspective at South Colonnade
7. Wall Section and Perspective at South Store Entry
8. Wall Section and Perspective at West Store Entry
9. Sections
10. East and West Building Elevations (attached)
11. Enlarged Building Elevations
12. Enlarged Building Elevations
13. Partial East Elevations and Artwork
14. SW Corner at W Burnside and 20<sup>th</sup> Place
15. SE Corner at W Burnside and 20<sup>th</sup> Ave
16. Perspective Views
17. Landscape Details and Information
18. Overall landscape Plan
19. Green Roof Plan
20. Stormwater Facility Sections
21. Modifications
22. Exterior Building Signage
23. Exterior Building Signage Sections
24. Typical Canopy and Railing
25. Building Materials
26. Bus Stop Diagram
27. Stormwater Report
28. Cutsheets (bound booklet)
- D. Notification information:
  1. Request for response
  2. Posting letter sent to applicant
  3. Notice to be posted
  4. Applicant's statement certifying posting
  5. Mailed notice
  6. Mailing list
- E. Agency Responses:
  1. Life Safety Review Section of BDS
  2. Fire Bureau
  3. Site Development Review Section of BDS
  4. Water Bureau
  5. Bureau of Environmental Services
  6. Bureau of Transportation Engineering and Development Review
  7. Tri-Met
- F. Letters
  1. Thomas and Esther Nelson, September 5, 2012, landscaping concern.
- G. Other
  1. Original LUR Application
  2. Site History Research
  3. Incomplete Letter
  4. Staff memo August 3, 2012
  5. Request for Completeness Review
  6. DAR summary notes August 19, 2011
  7. DAR summary notes July 21, 2011
  8. Pre-Application Conference summary memo June 1, 2011
  9. Staff Report September 10, 2012
- H. (Received at the 1<sup>st</sup> Hearing)
  1. Walter McMonies email, September 18, 2012
  2. Steve Pinger email, September 19, 2012
  3. Lane Powell letter, September 19, 2012
  4. Staff memo to Commission, September 10, 2012

5. Staff PowerPoint, September 20, 2012  
(Received After the 1st Hearing)
6. Lane Powell letter, September 24, 2012
7. Melody Dobbie, September 25, 2012
8. Sheet 47 North parking garage entrance
9. Staff memo to Commission, October 8, 2012
10. Hearing summary notes, September 26, 2012
11. Amended Staff Report October 8, 2012
12. Canopy light fixture cut-sheet
13. Site Plan (attached)
14. Lower Level Floor Plan
15. Sales Level Floor Plan
16. W. Burnside Frontage Plan
17. South Building Elevation (attached)

cc: Applicants and Representatives  
Neighborhood Associations  
Those who testified, orally or in writing  
City Auditor's Office  
Development Services Center  
BDS Staff for Bureau of Buildings  
BDS Staff for Commission Book

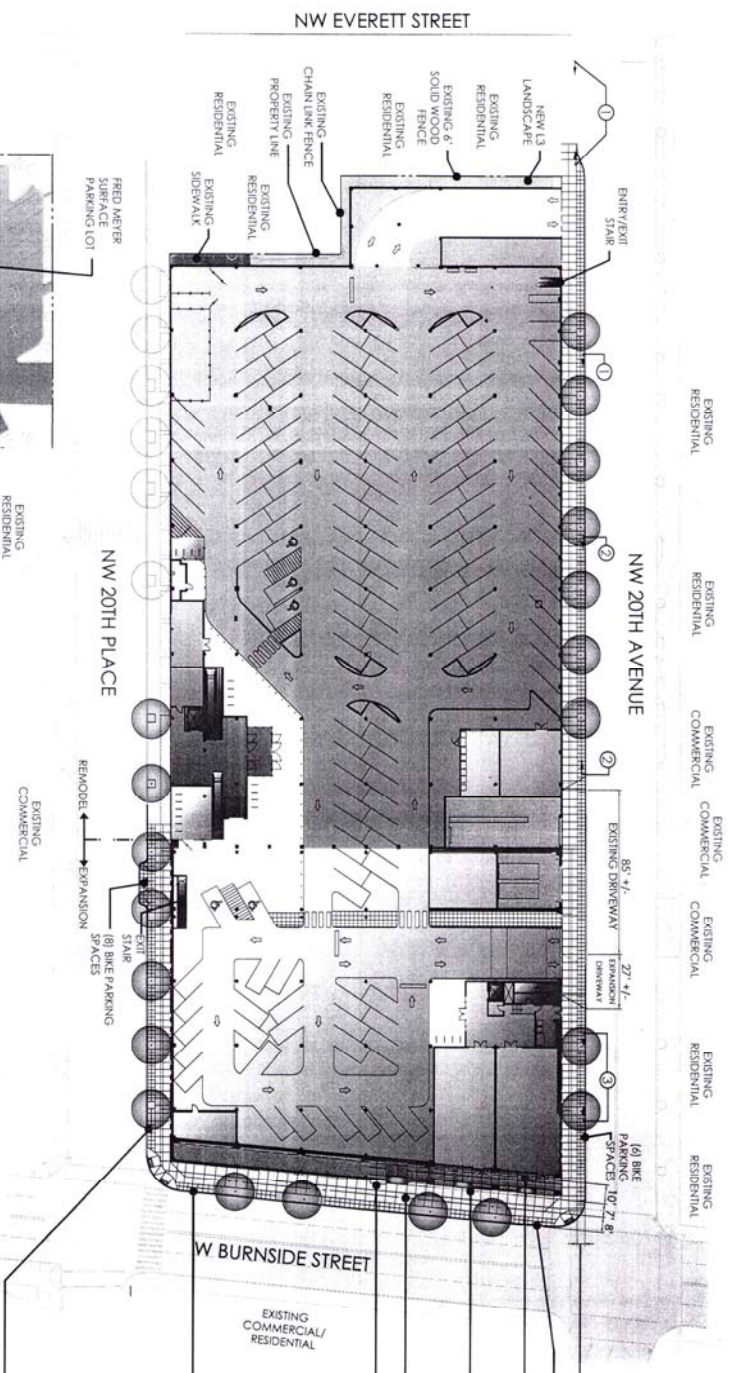


# ZONING

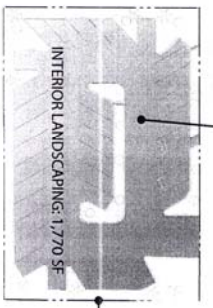
- Site
- Also Owned
- Historic Landmark



File No. LU 12-134885 DZM  
 1/4 Section 3027,3028  
 Scale 1 inch = 200 feet  
 State\_Id 1N1E33CA 14500  
 Exhibit B (Apr 27,2012)



C3.1 LOCATE BUILDINGS TO PROVIDE FOR FUTURE INFILL ON SURFACE PARKING LOTS  
The proposed store expansion is replacing the existing surface parking and structured parking located on the south portion of the site.



**PARKING**

EXISTING CONDITION:	
EXISTING SURFACE PARKING:	36 (2 HC)
EXISTING LOWER LEVEL PARKING:	253 (3 HC)
PROPOSED:	
PROPOSED SURFACE PARKING:	36 (NO CHANGE)
PROPOSED LOWER LEVEL PARKING:	187 (2 HC)
TOTAL:	223 (7HC) (-66)

**BUILDING**

BUILDING AREA - NON-PARKING	
LOWER LEVEL FLOOR:	
ENTRY VESTIBULE:	3,312 SF
TENANT & LOBBY:	5,580 SF
MISCELLANEOUS:	2,277 SF
SALES FLOOR:	92,448 SF
MEZZANINE FLOOR:	5,740 SF
OFFICE FLOOR:	8,594 SF
TOTAL:	117,951 SF

- KEYNOTES AND LEGEND**
- PARKING & LOADING SIGNAGE
- ① 90 MIN. VISITOR PARKING EXCEPT BY ZONE L PERMIT
  - ② NO PARKING
  - 30 MIN. LOADING ZONE
  - 7-11AM MON-FRI
  - 90 MIN. VISITOR PARKING EXCEPT BY ZONE L PERMIT
  - ③ NO PARKING
  - 30 MIN. LOADING ZONE
  - 7-11AM MON-FRI

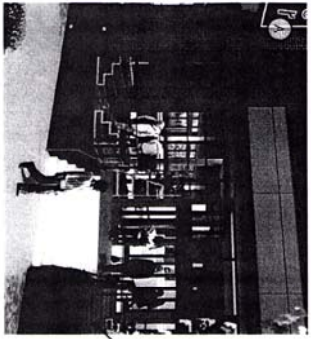
**\*Approved\***  
 City of Portland  
 Bureau of Development Services  
 Planner *C. Mackenzie*  
 Date *10/18/12*

\* This approval applies only to the reviews requested and is subject to all conditions of approval.  
 Additional zoning requirements may apply.

Fred Meyer

SITE PLAN

OCT 18TH, 2012



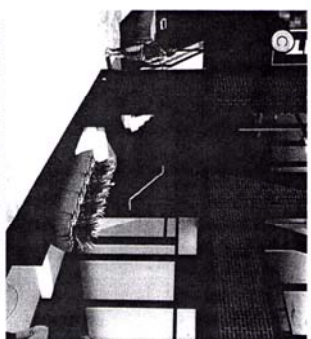
STEPS AT SOUTHWEST ENTRY

SEE SHEET 44 FOR  
RAILING DETAILS

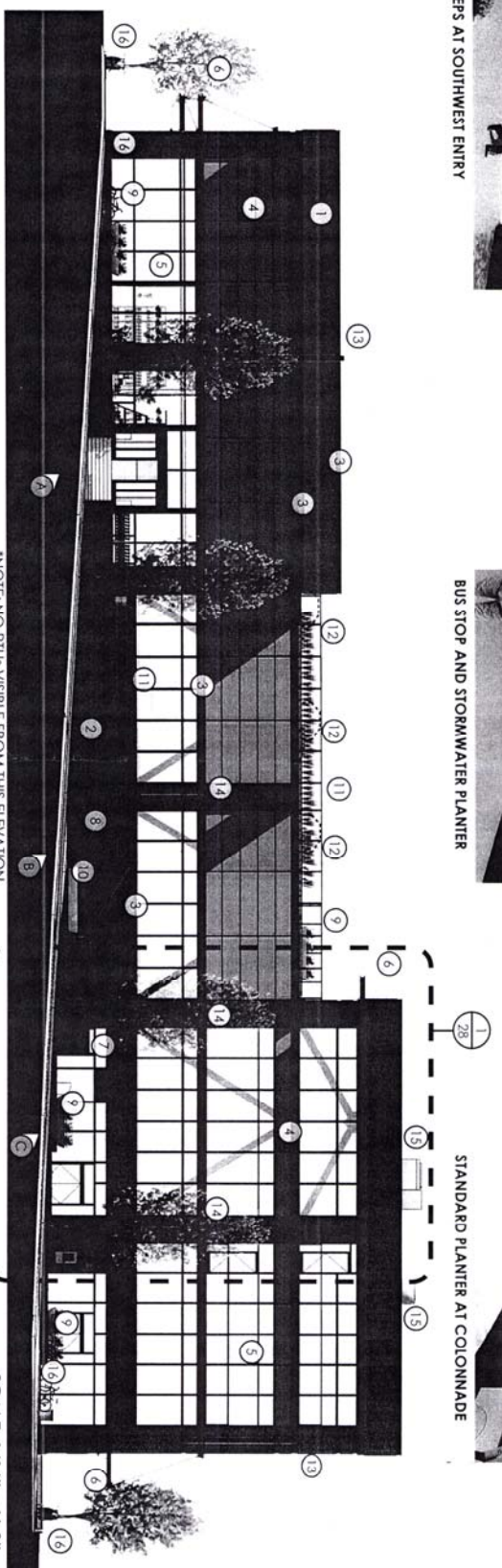


BUS STOP AND STORMWATER PLANTER

SEE SHEET 44 FOR  
RAILING DETAILS



STANDARD PLANTER AT COLONNADE



# SOUTH ELEVATION

\*NOTE: NO RTUS VISIBLE FROM THIS ELEVATION

SCALE: 1/16" = 1'-0"

## MATERIALS KEYNOTES

- 1 - BRICK (NORMAN RED BLEND)
- 2 - BRICK (NORMAN GREY BLEND)
- 3 - STEEL CHANNEL
- 4 - METAL PANEL SYSTEM
- 5 - ALUMA. STOREFRONT GLAZING SYSTEM
- 6 - STEEL CANOPY
- 7 - METAL LOUVERS
- 8 - BUS STOP CANOPY/BENCH
- 9 - PLANTER
- 10 - STORMWATER PLANTER
- 11 - CABLE GUARDRAIL
- 12 - SKYLIGHT (BEYOND)
- 13 - FM SIGNAGE
- 14 - TENANT SIGNAGE
- 15 - ROOF TOP MECHANICAL EQUIPMENT
- 16 - BICYCLE PARKING

## GROUND FLOOR WINDOW CALCULATIONS

- SOUTH**
- GROUND LEVEL WALL AREA: 1,475 SF
  - GROUND LEVEL WINDOW AREA: 842 SF (368 SF REQUIRED)
  - BUILDING LENGTH: 200'-0"
  - WINDOW LENGTH: 136'-0" (100'-0" REQUIRED)
- WEST**
- GROUND LEVEL WALL AREA: 4,048 SF
  - GROUND LEVEL WINDOW AREA: 2,185 SF (1,012 SF REQUIRED)
  - BUILDING LENGTH: 449'-10"
  - WINDOW LENGTH: 226'-0" (225'-0" REQUIRED)
- EAST**
- GROUND LEVEL WALL AREA: 4,185 SF
  - GROUND LEVEL WINDOW AREA: 204 SF (1,046 SF REQUIRED)
  - BUILDING LENGTH: 465'-0"
  - WINDOW LENGTH: 28'-6" (232'-6" REQUIRED)

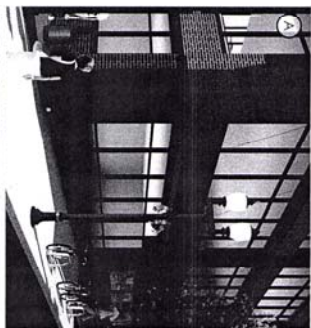
**\*Approved\*** and cost share masonry, metal panel systems and wire guardrails, steel canopies, aluminum storefront window systems, and scored concrete walkways, to create building facades that provide a range of visual experiences and promote a sense of permeance. These materials are proposed to be integrated into the existing store facades in order to create a cohesive relationship between the old and new segments.

Bureau of Development Services  
City of Portland  
Date: 10/18/12  
By: [Signature]  
Title: [Title]

**PROMOTE QUALITY AND PERMANENCE IN DEVELOPMENT**

**RESPECT ARCHITECTURAL INTEGRITY**

This approval applies to the existing store does not feature facade elements desired to be extended to the adjacent Burnside Street. In response, the design for the expansion incorporates elements and materials prevalent within the surrounding area, integrating these into both the old and new segments of the store to encourage an architectural integrity respectful of the neighborhood.

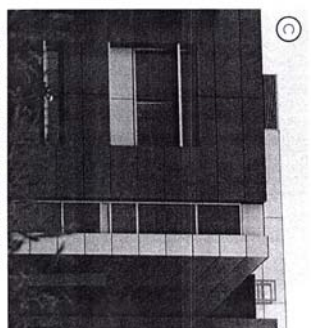


SIDEWALK AT SOUTHEAST CORNER

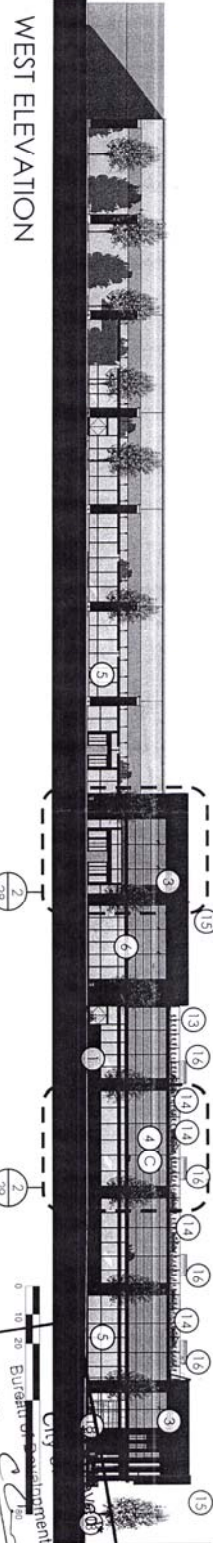
ETCHED STAINLESS STEEL  
PANEL, SEE SHEET 30



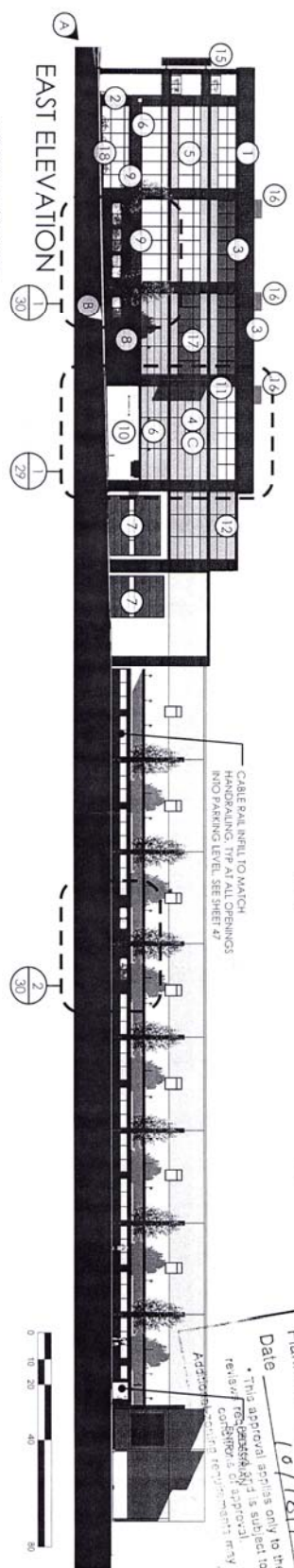
SIGN AT PARKING LEVEL ENTRANCE



CONCEPT - METAL PANEL SYSTEM



WEST ELEVATION



EAST ELEVATION

- MATERIALS KEYNOTES**
- 1 - BRICK (NORMAN RED BLEND)
  - 2 - BRICK (NORMAN GREY BLEND)
  - 3 - STEEL CHANNEL
  - 4 - METAL PANEL SYSTEM
  - 5 - ALUM. STOREFRONT GLAZING SYSTEM
  - 6 - STEEL CANOPY
  - 7 - METAL COILING DOOR W/ WINDOWS
  - 8 - HM DOOR
  - 9 - METAL LOUVERS
  - 10 - PARKING LEVEL ENTRANCE
  - 11 - PARKING SIGNAGE
  - 12 - NEW PARAPET
  - 13 - CABLE GUARDRAIL
  - 14 - SKYLIGHTS (BEYOND)
  - 15 - FM SIGNAGE
  - 16 - ROOF TOP MECHANICAL EQUIPMENT
  - 17 - SPANDREL GLAZING SYSTEM
  - 18 - BICYCLE PARKING

**FredMeyer**

EAST AND WEST BUILDING ELEVATIONS

OCT 18TH, 2012