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# BANFIELD LIGHT RAIL TRANSIT STATION AREA PLANNING PROGRAM HOLLADAY STREET SEGMENT



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## BANFIELD LIGHT RAIL TRANSIT STATION AREA PLANNING PROGRAM

## HOLLADAY STREET SEGMENT

## **ZONING AND DESIGN SUPPLEMENT**

**ACKNOWLEDGEMENTS** 

BUREAU OF PLANNING

MILDRED A. SCHWAB, COMMISSIONER-IN-CHARGE

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## INTRODUCTION

On May 25th and November 9th, 1982 the Planning Commission held public hearings and considered the Banfield Light Rail Transit Station Area Planning Program (TSAPP). At the Commission's November hearing they completed action on all segments of the Light Rail Corridor except Holladay Street. On the recommendation of the Bureau of Planning the Planning Commission deferred final action on zoning and design aspects of the Holladay Street Segment of TSAPP to give staff additional time to discuss some of these proposals with affected property owners. Over the intervening months the Land Use Section of the Bureau of Planning has met several times with concerned property owners in the area. This supplement on zoning and design issues in the Holladay TSAPP segment is the product of those meetings.

The document contains nine recommendations for zoning and design regulation within the Holladay Light Rail Planning area. These recommendations call for amendment of the TSAPP goals previously adopted by the Planning Commission to recognize both the importance of the superblock development pattern to the area's character and the potential problems unregulated superblock development could cause.

The area's zoning is largely proposed for conversion to C3 Local Commercial to reinforce transit orientation in future development. Additionally an amendment is proposed to the C3 zone to better support transit sensitive development patterns. This is comprised of a prohibition of curb cuts along the transit alignment and of surface parking close to Holladay Street.

Several streamlining improvements are also proposed as amendments to the zoning code. These relate to ground level use of parking structures, building orientation regulations for projects on full blocks and both height and bulk regulation amendments. The amendments dealing with height and bulk focus on the anomalous zoning pattern existing at the east end of the Lloyd Center shopping mall.

Additionally added to the list of proposals are regulations which address new superblock developments. These amendments to the zoning code will ensure adequate protection of light and air, address future open space deficiencies project to be associated with new high density office development and assure a safe and convenient link for pedestrians between new development and light rail facilities.

The final and most innovative recommendation addresses the issue of design review. At the Planning Commission's May 25th hearing on TSAPP the Planning staff recommended institution of a design zone in the planning area. The Commission directed that alternative patterns of mapping this design zone be explored and brought back. This alternative pattern analysis is contained in Appendix I. However, in the last months an additional alternative has been identified. Recommendation 9 of this document proposes establishment of an optional design review process.

Under this process a developer could chose between compliance with the prescriptive requirements of the zoning code or making application for design review. A project submitted for design review

would be exempt from the maximum building height, building orientation, open lot parking and superblock development regulations but would have to comply with design guidelines embodying the intent of these code provisions. There has been some interest in broadening this concept, particularly in regard to building orientation regulations, from individuals and groups outside the study area.

Because both the alternative design review and superblock regulations have the potential to affect areas outside the study area notification has been city wide.

## **NOTIFICATION**

The complete agenda of each Planning Commission meeting is published in the Friday edition of the Oregonian the Friday before the Tuesday meeting of the Planning Commission.

A listing of the items included on the agenda is also sent eight days prior to the Tuesday meeting to 27 local newspaper, radio, and television companies for inclusion in their individual public affairs programming. (This press list is available from the Secretary to the Planning Commission, the Portland Building, 1120 SW Fifth Avenue, 10th Floor.)

The complete agenda is also sent to the City of Portland Office of Neighborhood Associations for inclusion in its monthly calendar or newsletter, and copies of the agenda are sent to any neighborhood association so requesting.

A special letter of notification summarizing the recommendations of this supplemental report was sent to all property owners in the study area on May 17th. This notice was also sent to all neighborhood associations, business groups, environmental organizations and individuals who have indicated an interest in planning matters. In all, over 400 area property owners and over 300 special interest groups received this notice. Additional follow-up conversations explaining and discussing the recommendations were conducted with individuals or groups requesting them. Two of these conferences resulted in amendment of the staff recommendation.

For further information, please contact the Secretary to the Planning Commission, 796-7708.



## PORTLAND, OREGON

#### BUREAU OF PLANNING

Mildred A. Schwab, Commissioner Terry D. Sandblast, Director Room 1002, 1120 S.W. Fifth Avenue Portland, Oregon 97204-1966 (503) 796-7701

Code Administration 796-7700

Land Use 796-7700

Transportation 796-7700

Urban Design 796-7702

May 16, 1983

#### Dear Interested Person:

On June 14th, 1983, the Portland City Planning Commission will meet to review zoning and design review proposals for the Holladay Street segment of the Light Rail Transit area planning program and related code amendments. The code amendments proposed will have city wide implications. The public hearing phase of their meeting will begin at 12:30 p.m. The meeting will be held in Conference Room C on the second floor of the Portland Building, 1120 SW Fifth Avenue.

Several Bureau of Planning recommendations will be considered by the Commission. These are summarized as follows:

- 1. Much of the Holladay Transit Station area is proposed for rezoning to C3 Local Commercial. The C3 zone is much like the C2 zone except that no on-site parking is required and the amount of surface parking is restricted. Also some uses allowed in C2 are prohibited or limited in the C3 zone. Drive-in facilities are subject to special review and uses which generate high levels of automobile traffic are excluded; these include building contractors, bowling alleys, sale of new cars, tire sales and service, car washing, mortuaries and light manufacturing. Most retail and office uses are permitted as well as multi-family residential development (see attached map).
- 2. New open lot parking and access to parking would be precluded along Holladay Street where the light rail alignment runs down Holladay Street.
- 3. New standards are proposed to be added to the zoning code covering developments on superblocks. These require development of an internal circulation system for pedestrians and plazas.
- 4. As an alternative to compliance with design regulations such as the new superblock standards, building orientation provision or building height limit the developer may choose to go through an alternative design review process.
- Certain other minor clarifying and streamlining amendments are also proposed.

If you would like a copy of or clarification on these recommendations, please call me at 796-7700. The completed bureau report will be available on June 6th. The complete bureau recommendations are available now.\*

Very truly yours

Michael Harrison

Chief Planner/Land Use Planning

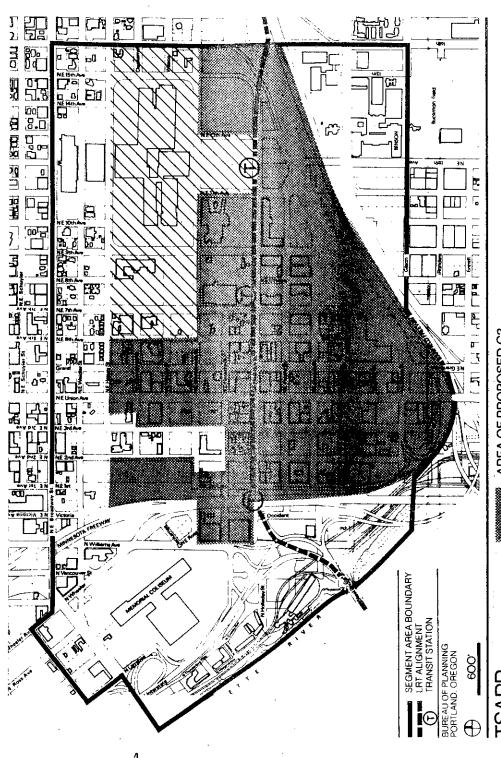
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\*Please note that the Bureau of Planning reserves the right to amend its

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CITY OF
PORTLAND, OREGON PLANNING



AREA OF PROPOSED C3 EXPANSION (ALSO PROPOSED IN 1980)

EXISTING C3 DESIGNATION

## **GOALS and OBJECTIVES**

Suggested new language is capitalized.

- 1. Strengthen the Holladay Street area as a major office and retail employment center, a regional shopping district and high density residential area. PROMOTE THE DEVELOPMENT OF THE AREA AS A SPECIAL DISTRICT WITH A CLEAR AND ENGAGING CHARACTER.
- 2. Promote residential development around each of the Holladay Street stations.
- 3. ENCOURAGE THE FORMATION OF NEW SUPERBLOCKS IN THE HOLLADAY SEGMENT IN ORDER TO REINFORCE THE CHARACTER EXISTING SUPERBLOCKS HAVE EMPARTED TO THIS AREA. NEW SUPERBLOCKS SHOULD BE LOCATED SO AS TO REINFORCE THE EXISTING PATTERNS OF SUPERBLOCKS IN THE VICINITY.
- 4. Increase the amount of developable land available by reducing parking requirements for new development, encouraging clustering of parking into structures AND BY ENCOURAGING THE FORMATION OF SUPERBLOCKS.
- 5. WHERE SUPERBLOCKS EXIST OR ARE FORMED, ENCOURAGE THE DEVELOPMENT OF INTERNAL, PLEASANT, CONVENIENT PEDESTRIAN PATHWAY AND OPEN SPACE SYSTEMS.
- 6. Provide a system of safe and convenient pedestrian connections THROUGHOUT THE DISTRICT LINKING LIGHT RAIL TRANSIT stations and commercial, office and residential centers AS WELL AS PROVIDING CONNECTIONS TO THE NORTH, SOUTH, EAST AND WEST OF THE AREA.

7. Improve auto, transit, pedestrian and bicycle access and circulation in the Holladay Street area to promote a balanced transportation system AND TO PROVIDE SAFE, PLEASANT AND CONVENIENT ACCESS TO LIGHT-RAIL TRANSIT FACILITIES.

#### LISTING OF RECOMMENDATION

Included in this report are recommendations addressing zoning and design issues. These areas of concern were referred back to staff by the Planning Commission for additional study at their November 9, 1982 hearing. At that hearing the Commission took action on recommendations for bicycle parking, capital improvements, traffic and Park 'N Ride monitoring in the Holladay Segment. Left unresolved were proposals to expand the area of C3 zoning and an appropriate mechanism to provide for design review. The Commission directed staff to undertake additional discussions and development of these proposals and bring them back for commission consideration in the Spring of 1983.



## SUPPLEMENTAL RECOMMENDATIONS

1. Supplemental Recommendation 1 - Amendment of Goals and Objectives

Amend the Goals and Objectives for the Holladay Street segment of the Banfield Light Rail Transit Station Area Planning Program to reflect the new language shown on page . New language is indicated by being fully capitalized.

2. Supplemental Recommendation 2 - C-3 Zone Expansion

Expansion of the existing local commercial designation and C3 zone. The expanded C3 zone would be as shown on Map 1 (page  $\checkmark$  ). Grant all uses, and buildings made non-conforming by this zone change pre-existing status. Amend the pre-existing use regulations, throughout the code, to change the time a pre-existing use site may be vacant without losing its pre-existing use status. Currently, a site may remain vacant for up to a year without loss of pre-existing status. Extend this time to two years and allow the Planning Director to grant an additional year if the director finds that the building (or buildings) are inappropriate for C3 type uses, are in good condition, and that the public interest would not be served by their premature removal.

3. Supplemental Recommendation 3 - C3 Zoning Code Amendment - Open Lot Parking and Access\*

PROHIBIT NEW OPEN LOT PARKING WITHIN 100 FEET OF EITHER EDGE OF THE HOLLADAY STREET RIGHT-OF-WAY. PROHIBIT NEW ACCESS TO ANY PARKING WITHIN 100 FEET OF THE ENDS OF THE

LIGHT RAIL TRANSIT STATION PLATFORM AND WITHIN 100 FEET OF THE CENTERLINE OF THE HOLLADAY STREET RIGHT-OF-WAY. NEW ACCESS TO PARKING WILL BE ALLOWED WHERE NO OTHER ACCESS IS AVAILABLE SO LONG AS IT IS PLACED AS DISTANT AS IS PRACTICAL FROM THE LIGHT RAIL ALIGNMENT. ALLOW EXCEPTION TO THESE REGULATIONS WHERE A DEVELOPER VOLUNTARILY APPLIES FOR DESIGN REVIEW AND WHERE THE DESIGN COMMISSION FINDS THAT THE PROJECT AS DESIGNED MEETS THE CRITERIA LISTED IN THE ALTERNATIVE DESIGN REVIEW SECTION OF THE C3 ZONE (PAGE 7).

4. Supplemental Recommendation 4 - Zoning Code Amendment - Building Orientation\* C2.238.472

AMEND THE BUILDING ORIENTATION REGULATIONS TO ALLOW AUTOMOBILE PARKING AND MANUEVERING LOCATED BETWEEN A STRUCTURE AND AN ABUTTING RIGHT-OF-WAY ON TWO OF THE FOUR SIDES OF THE STRUCTURE. THE REGULATION WOULD STILL REQUIRE THAT PARKING OR AUTO MANUEVERING NOT BE LOCATED BETWEEN NEW STRUCTURES AND ABUTTING RIGHTS-OF-WAY ON TWO SIDES OF EVERY STRUCTURE. THIS CHANGE ALLOWS GREATER DESIGN FLEXIBILITY ON SUPER BLOCKS. FURTHER AMEND THE BUILDING ORIENTATION REGULATIONS TO EXEMPT PROPOSED NEW DEVELOPMENT IF THE DEVELOPER VOLUNTARILY REQUESTS DESIGN REVIEW AND THE DESIGN COMMISSION FINDS THAT THE PROJECT MEETS THE GUIDELINES LISTED IN THE ALTERNATIVE DESIGN REVIEW SECTION OF THE C3 ZONE.

\*Supplemental Recommendation 9 allows exemption from these regulations through the design review process.

## 9. Supplemental Recommendation 9 - Zoning Code Amendment Alternative Design Review

ALLOW DEVELOPERS TO APPLY FOR DESIGN REVIEW AS AN ALTERNATIVE TO COMPLYING WITH THE FOLLOWING REQUIREMENTS OF THE ZONING CODE.

- a.) MAXIMUM BUILDING HEIGHT LIMITATION AT LOCATIONS MORE THAN 400 FEET FROM AN R1 OR MORE RESTRICTIVE ZONE.
- b.) BUILDING ORIENTATION REGULATIONS.
- LIMITATIONS WITHIN 100 FEET OF A LIGHT-RAIL TRANSIT CORRIDOR OR WITHIN 200 FEET OF A LIGHT-RAIL TRANSIT STATION.
- d.) SUPERBLOCK DEVELOPMENT REGULATIONS.

PERMIT THE DESIGN COMMISSION TO RELIEVE THE PROJECT FROM ANY OR ALL OF THESE REGULATIONS IF THEY FIND THAT THE FOLLOWING DESIGN OBJECTIVES OR GUIDELINES ARE MET.

- a.) ASSURE THAT NEW BUILDINGS DO NOT CAST SHADOWS THAT COVER MORE THAN HALF OF PARKS OR PLAZAS DURING DAYLIGHT HOURS IN SUMMER MONTHS.
- b.) PRESERVE THE VIEW OF MOUNT ST. HELENS AS SEEN FROM TERWILLIGER BOULEVARD VIEWPOINTS, AND THE VIEW OF MOUNT HOOD AS SEEN FROM THE WASHINGTON PARK ROSE GARDENS AREA.
- C.) PROPOSALS FOR SUPERBLOCK DEVELOPMENT AND NEW DEVELOPMENT PROVIDE A PLEASANT AND CONVENIENT PEDESTRIAN PATHWAY AND OPEN SPACE SYSTEM WITHIN THE BLOCK.

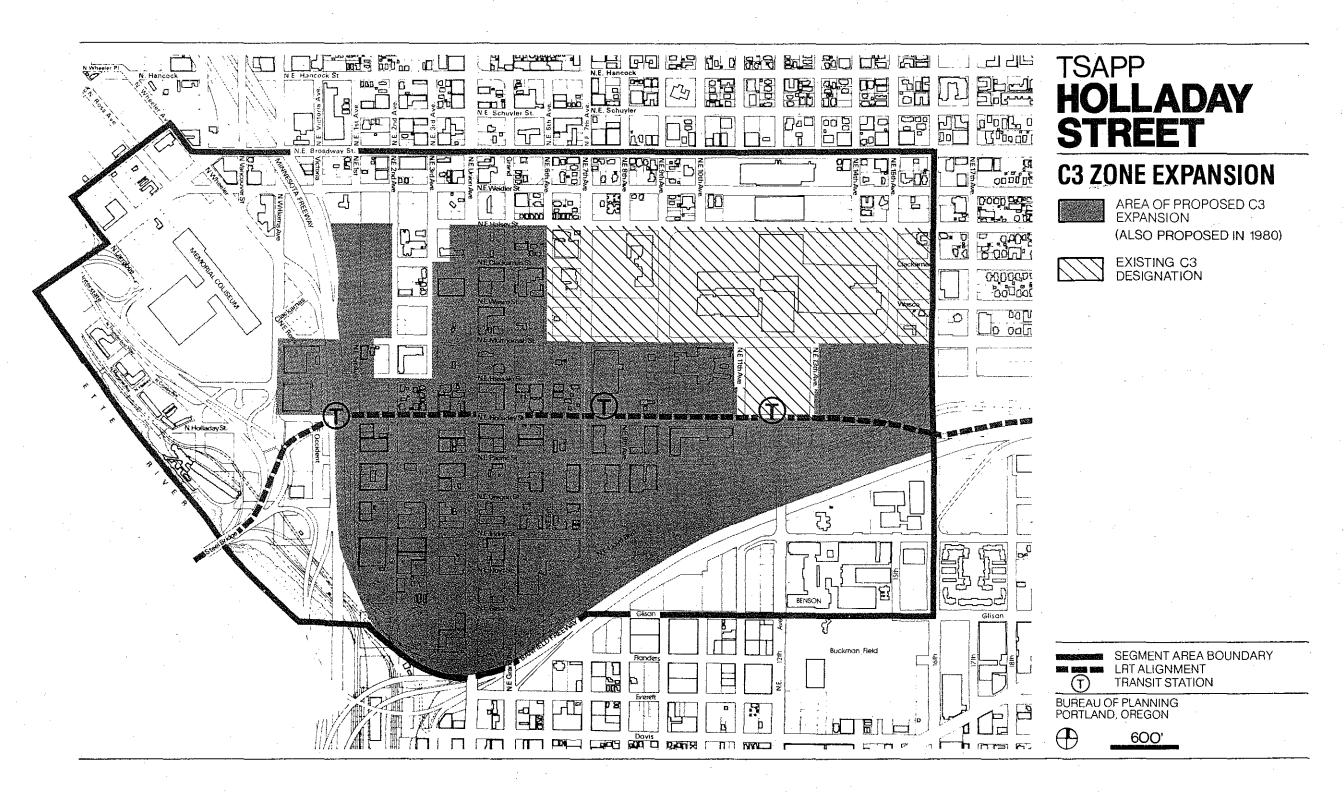
- d.) REINFORCE THE SPECIAL IDENTITY OF THE AREA BY CONSIDERING THE RELATIONSHIP OF PROPOSED NEW BUILDINGS TO SURROUNDING BUILDINGS, PLAZAS, MALLS, WALKWAYS AND OTHER MAJOR FACILITIES.
- e. ENCOURAGE A NETWORK OF PLAZAS AND OPEN SPACES THAT ARE CONNECTED ALONG MAJOR PEDESTRIAN AND/OR VEHICULAR TRAFFIC ROUTES. PLACE COMMON ELEMENTS IN OPEN SPACES THAT HELP TO UNIFY AREA OPEN SPACES. PLAZAS CREATED SHOULD RESPOND TO THEIR LOCATION AND SHOULD HAVE THEIR EDGES DEFINED BY AND RELATED TO SURROUNDING BUILDINGS OR PUBLIC IMPROVEMENTS.
- f. WHERE APPROPRIATE TO THE CHARACTER OF THE AREA LOCATE STRUCTURES ALONG THE STREET OR PEDESTRIAN CIRCULATION SYSTEM TO FOSTER A SENSE OF ENCLOSURE. AT OTHER LOCATIONS PROVIDE ADEQUATE LANDSCAPING TO CREATE OR REINFORCE A COMMERCIAL OR OFFICE PARK SETTING.
- g. ENCOURAGE THE DEVELOPMENT OF A STRONG POSITIVE CHARACTER IN THE AREA BY CREATING A SENSE OF GATEWAY AT APPROPRIATE TRANSITIONS WITHIN AND AT THE EDGES OF THE AREA.
- h. PROVIDE PLEASANT AND CONVENIENT ACCESS TO TRANSIT STATIONS FROM SURROUNDING ACTIVITY CENTERS AND GOOD LINKAGES TO THE CIRCULATION SYSTEM PROVIDED FOR PEDESTRIANS.

## **ISSUES**

- i. PROVIDE CLEAR, SAFE AND PLEASANT CONNECTIONS FOR PEDESTRIANS BETWEEN THE CIRCULATION SYSTEM PROVIDED FOR PEDESTRIANS AND BUILDING ENTRANCES.
- PROVIDE SCREENING, SETBACKS, AND SIGNIFICANT LANDSCAPING BETWEEN THE CIRCULATION SYSTEM ESTABLISHED FOR PEDESTRIANS AND AUTOMOBILE PARKING AND MANUEVERING AREAS WHEREVER THIS IS PRACTICAL.

The following issues bearing on zoning and design concerns in the Holladay TSAPP segment have been identified and are addressed in the Supplemental Recommendations.

- Disparate zoning patterns within the station area create potential conflicts between land uses. The recommended C3 Zone expansion reduces the potential for conflicts between land uses in the vicinity of the light rail alignment.
- The incomplete station area/pedestrian system fails to visually or physically connect activity centers with the transitway.
- Uses allowed in general commercial and industrial zones are not as responsive to service needs of pedestrians as those allowed in the C3 Zone.
- Some qualitative standards of the zoning code exist to protect the public from design solutions that impair the city's progress toward achieving its Goals and Policies. However, these specific qualitative standards are only one way to avoid negative design solutions. Other design solutions are possible which allow the achievement of the same ends. Providing a mechanism for project review which allows other methods to be approved would give new flexibility to project designers while assuring that new development is not disruptive of city objectives.



## MAP 1

## **EXPLANATION OF ZONING**

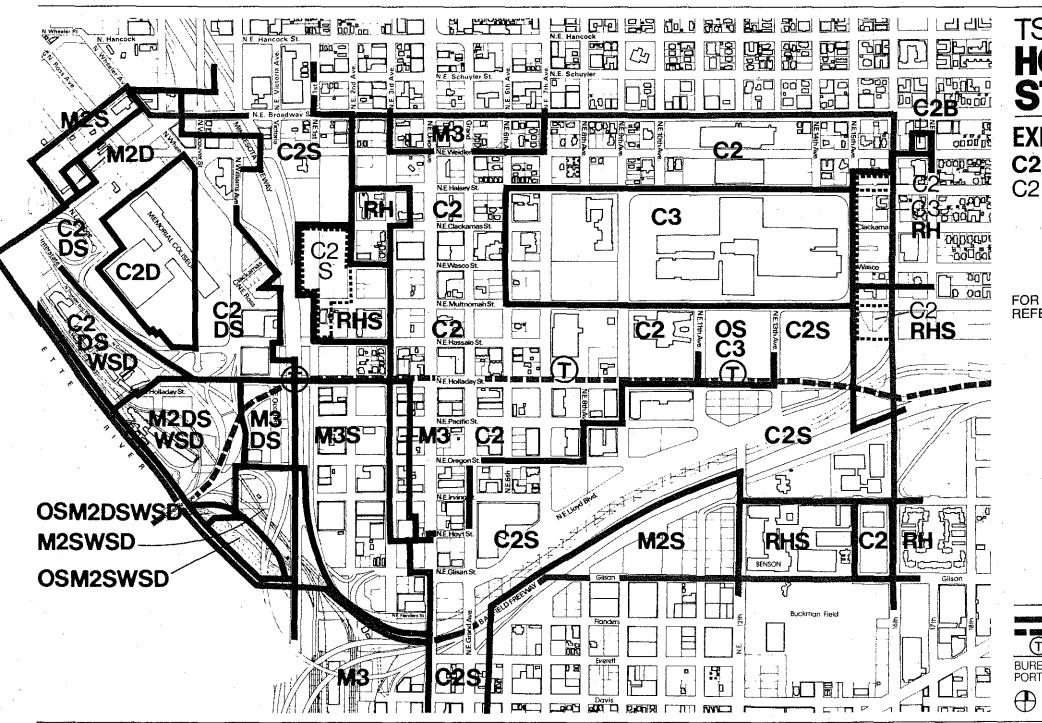
The following is not a complete list of zones in Portland, it is meant only to describe the zones appearing on the Existing Zoning Maps.

#### ZONES

- RH Provides for mid-to-high density apartment oportunities in the city.
- C3 Provides for the establishment of retail and service uses that are supportive of transit services, and, to provide for a variety of residential and mixed-use opportunities.
- C2 Permits certain portions of major traffic streets, as designated by the Arterial Streets Policy, transit-oriented and auto-related commercial uses.
- M3 Provides for the continuation of areas of mixed-use character where they form buffers and where opportunities exist for creation of mixed use centers.
- M2 Permits all but the heaviest industrial activities, including a full range of warehousing and distribution uses.

#### OVERLAY ZONES

- Conserves and enhances the appearance of the city in areas of special interest and use by city residents and visitors, of cultural note or architectural merit and for the purpose of assisting property owners and public agencies to improve and maintain property in a manner supportive of adopted City policies.
- In locations where large numbers of advertising signs, business identification signs or outdoor advertising signs (billboards) would adversely affect traffic safety and the appearance and scenic outlook of the city, the control of such signs is accomplished by this zone.
- WSD Allows for use and development consistent with the underlying zoning while allowing for public use and enjoyment of the waterfront and enhancing the river's scenic qualities.
- OS A land use designation that does not correspond with a zoning classification. A Comprehensive Plan amendment would be necessary before and Open Space designated area could be redeveloped to a more intensive use.



## **TSAPP HOLLADAY** STREET

### **EXISTING ZONING**

**EXISTING ZONING** 

POTENTIAL UPZONING

MAPS REFLECT ZONING PATTERN AS DESIGNATED BY THE PORTLAND COMPREHENSIVE PLAN, EFFECTIVE JANUARY 1.

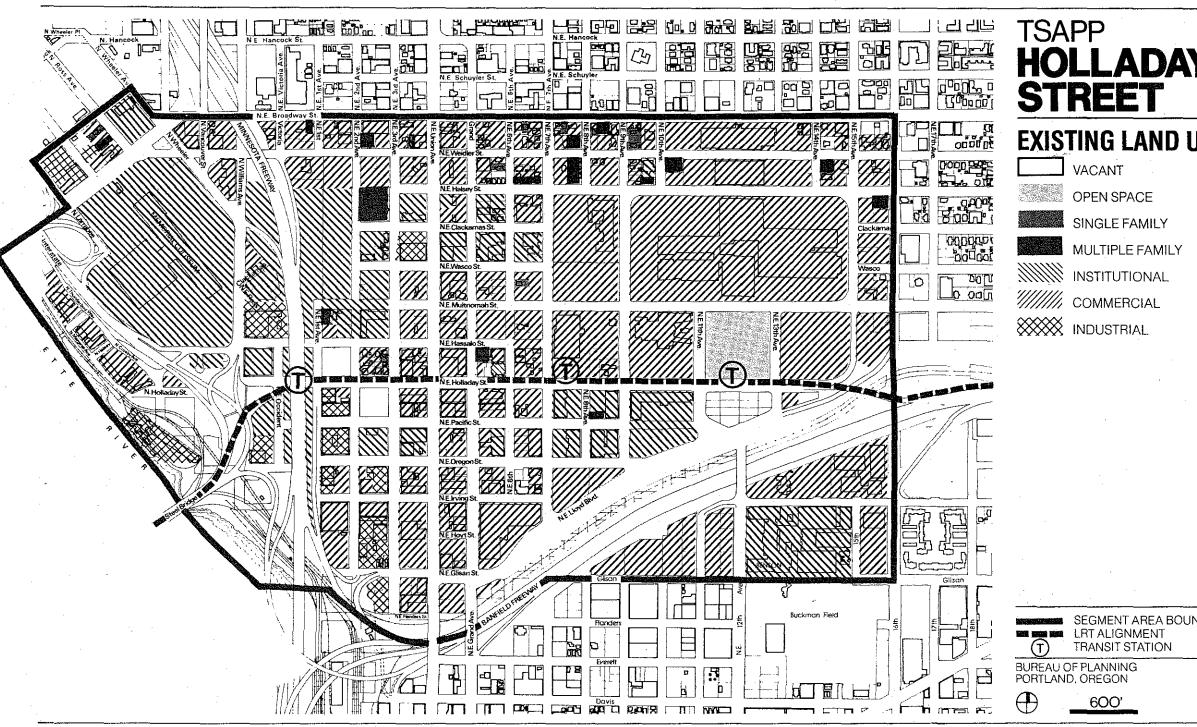
FOR EXPLANATION OF ZONES, PLEASE REFER TO FACING PAGE

SEGMENT AREA BOUNDARY LRT ALIGNMENT TRANSIT STATION

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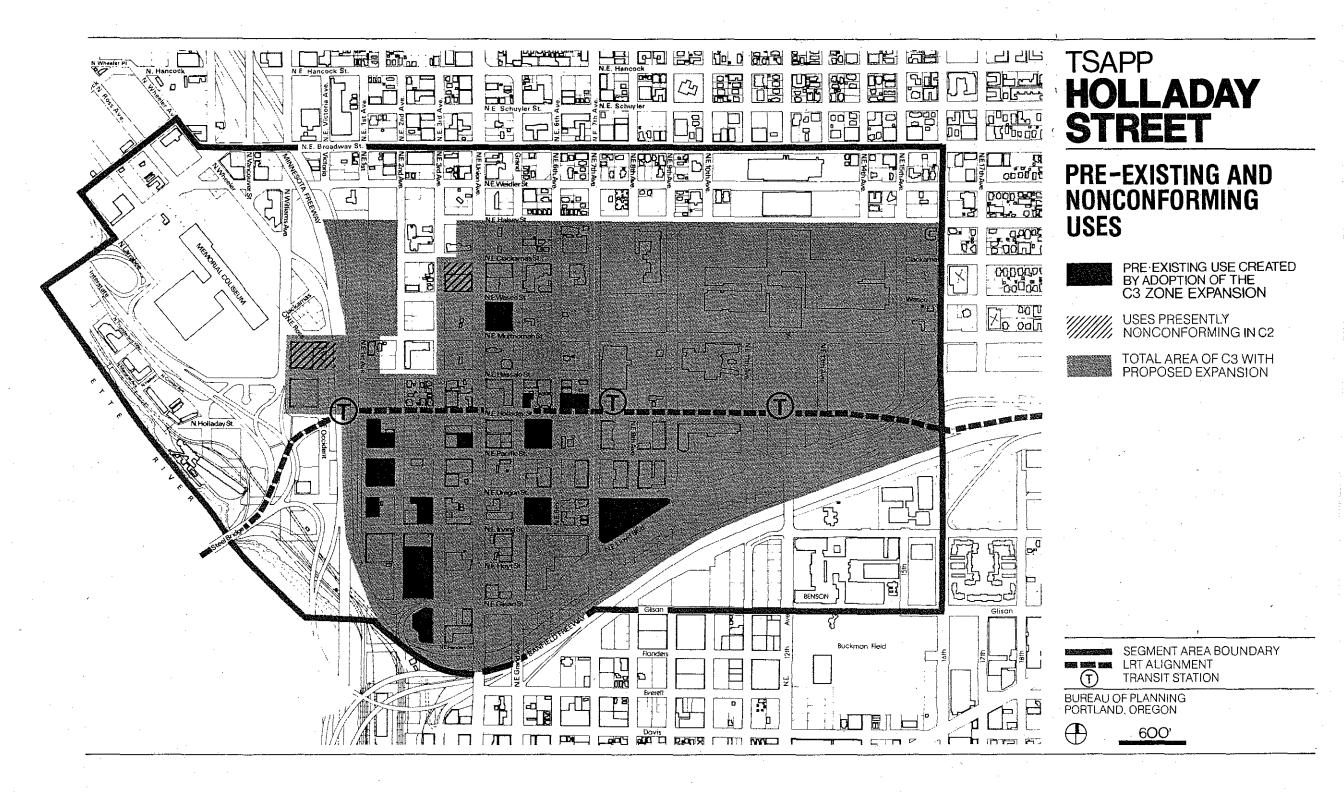


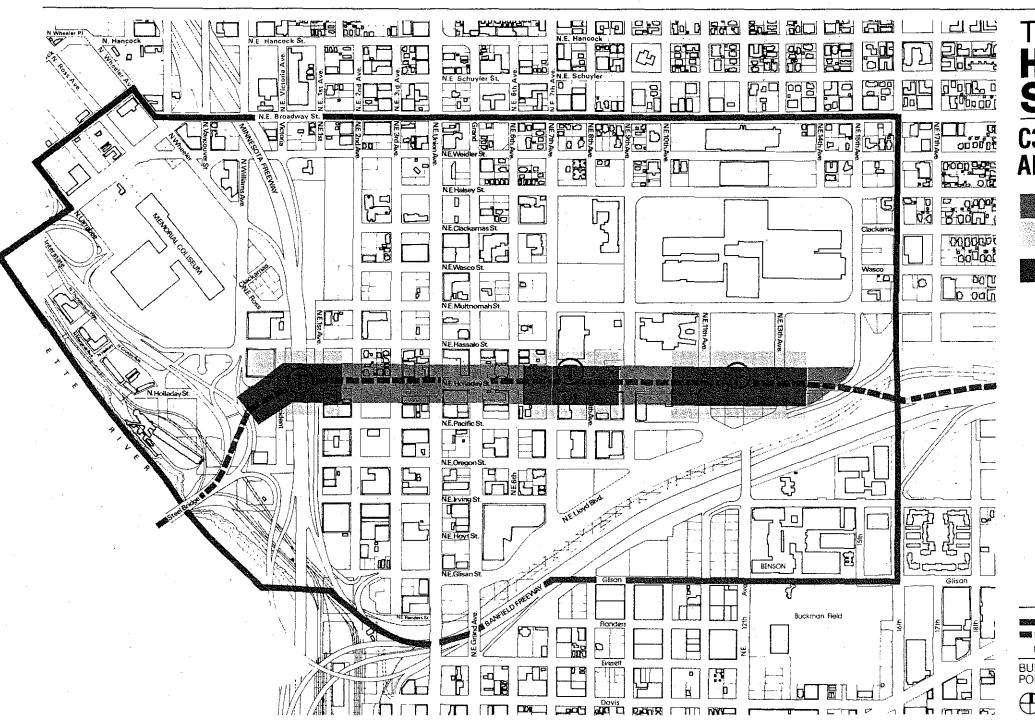
600'



## **EXISTING LAND USE**

SEGMENT AREA BOUNDARY





## **TSAPP** STREET

### C3 ZONING CODE **AMENDMENTS**



**PROHIBITIONS OF** NEW OPEN LOT PARKING **NEW ACCESS TO ANY** PARKING



**BOTH OF ABOVE APPLY** 



SEGMENT AREA BOUNDARY LRT ALIGNMENT TRANSIT STATION

BUREAU OF PLANNING PORTLAND, OREGON



600'

## MAP 5

## SUPPLEMENTAL RECOMMENDATIONS continued

5. Supplemental Recommendation 5 - Zoning Code Amendment - Ground Level of Parking Structures

AMEND THE LIMITATIONS ON USE SECTION (33.41.030) OF THE C3 ZONE WHICH CURRENTLY REQUIRES THAT THE GROUND LEVEL OF PARKING STRUCTURES BE EITHER DEVELOPED WITH 60% OF ITS AREA AS COMMERCIAL SPACE OR PROVIDED WITH A LANDSCAPED BUFFER. CHANGE THIS TO REQUIRE THAT THE GROUND LEVEL PERIMETER OF PARKING STRUCTURES BE EITHER DEVELOPED FOR COMMERCIAL USE OR PROVIDED WITH A LANDSCAPED BUFFER.

6. Supplemental Zoning Code Amendment - 6
Building Height Limitation\*

AMEND THE MAXIMUM BUILDING HEIGHT LIMIT REGULATIONS TO EXEMPT SITES MORE THAN 400 FEET FROM AN R1 OR MORE RESTRICTIVE ZONE FROM THE 250 FOOT LIMIT IN PROJECTS WHERE THE DEVELOPER HAS VOLUNTARILY REQUESTS DESIGN REVIEW AND FOR WHICH THE DESIGN COMMISSION FINDS THAT THE DEVELOPMENT MEETS THE GUIDELINES LISTED IN THE ALTERNATIVE DESIGN REVIEW SECTION.\* INCLUDE AN AMENDMENT ALLOWING HEIGHTS OF UP TO 250 FEET FOR PROJECTS ON SITES WITHIN 400 FEET OF AN R1 OR MORE RESTRICTIVE ZONE BUT SEPARATED ENTIRELY FROM THE R1 OR MORE RESTRICTIVE ZONING BY AN RH OR RX ZONE.

7. Supplemental Zoning Code Amendment - 7
Floor Area Ratio Anomaly\*

AMEND THE ZONING CODE TO ALLOW SITES LOCATED BETWEEN AREAS ZONED C2 OR C3, AND ALLOWED A FLOOR AREA RATIO (FAR) OF 12:1, AND AREAS ZONED RH OR RX TO BE DEVELOPED TO A FLOOR RATIO EQUAL TO THAT OF THE ABUTTING RESIDENTIAL ZONE, PLUS HALF THE DIFFERENCE BETWEEN THE RESIDENTIAL ZONE'S FAR AND 12:1.

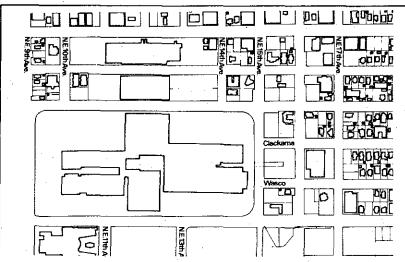
3. Supplemental Recommendation 8 - Zoning Code Amendment - Superblock Development\*

ADD NEW LANGUAGE TO THE ZONING CODE ADDRESSING SPECIAL CONCERNS PARTICULAR TO SUPERBLOCK DEVELOPMENTS. ALLOW A DEVELOPER TO BE EXEMPTED FROM THESE REQUIREMENTS IF THEY VOLUNTARILY APPLY FOR DESIGN REVIEW AND ARE FOUND BY THE DESIGN COMMISSION TO MEET ESTABLISHED CITY GUIDELINES FOR DESIGN ACCEPTABILITY.\*

INCLUDE IN THE NEW SUPERBLOCK REGULATIONS THE FOLLOWING PROVISIONS.

WHERE A SITE OF 80,000 SQUARE FEET OR MORE HAS BEEN MADE POSSIBLE BY THE VACATION OF PUBLIC RIGHT OF WAY THE SITE SHALL BE CONSIDERED A SUPERBLOCK AND THE FOLLOWING PROVISIONS SHALL APPLY.

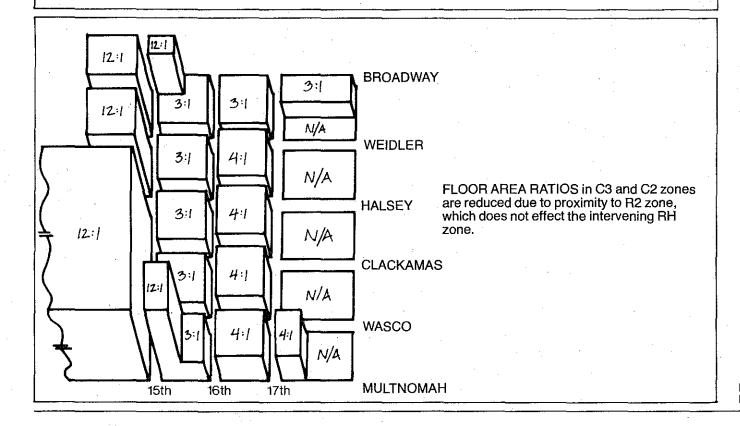
a.) SUPERBLOCK DEVELOPMENTS SHALL PROVIDE WALKWAYS, OPEN SPACES AND PLAZAS WITHIN THE SITE AT LEAST EQUAL IN AREA TO 50% OF THE AMOUNT OF VACATED RIGHT-OF-WAY INCORPORATED INTO THE SITE. MOTOR VEHICLE PARKING AND MANUEVERING AREAS MAY NOT BE COUNTED AS OPEN SPACE, PLAZAS OR WALKWAYS.



Location of "CANYON EFFECT," anomaly in C2 and C3 zone regulations.

#### THE PROBLEM:

Present regulations (TITLE 33, C2 and C3 zones) create an anomaly in development potential at the eastern edge of the HOLLADAY STREET SEGMENT: a "CANYON EFFECT" is created where the RH zone intervenes between C2 or C3 and an R2, or a more restrictive zone.



## TSAPP HOLLADAY STREET

## ZONING CODE INCONSISTENCY: CANYON EFFECT

FURTHER STUDY MAY RESULT IN THE IDENTIFICATION OF OTHER AREAS WHERE THE SAME OR VERY SIMILAR ANOMALIES EXIST.

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## MAP 6

- b.) WALKWAYS, OPEN SPACES AND PLAZAS MAY BE LOCATED ANYWHERE ON THE SITE THE DEVELOPER CHOOSES. HOWEVER, WHERE THE SITE CONTINUOUSLY RUNS BETWEEN TWO PARALLEL RIGHTS-OF-WAY, FORMERLY CONNECTED BY A VACATED RIGHT-OF-WAY, AN ACROSS THE BLOCK WALKWAY CONNECTION BETWEEN THE TWO PARALLEL RIGHTS-OF-WAY SHALL BE PROVIDED AS A SUBSTITUTION FOR THE VACATED RIGHT-OF-WAY. THE DEVELOPER NEED NOT LOCATE THESE PARALLEL WALKWAYS WITHIN THE ALIGNMENT OF THE VACATED RIGHTS-OF-WAY. WHERE OPEN SPACES OR PLAZAS ARE PROVIDED THEY SHALL BE LINKED WITH, AND ACCESSED FROM, REQUIRED PEDESTRIAN WALKWAYS EITHER BY CONNECTING WALKWAYS OR BY BEING LOCATED ADJACENT TO SUBSTITUTE WALKWAYS.
- c.) WITHIN THE SUPERBLOCK SITE, ONE OR MORE PUBLIC PLAZAS SHALL BE PROVIDED. AT LEAST ONE OF THESE PLAZAS SHALL HAVE AN AREA OF AT LEAST 5% OF THE TOTAL AREA OF THE SUPERBLOCK INCLUDING VACATED STREETS.
- d.) IT SHALL BE THE ONGOING RESPONSIBILITY OF THE PROPERTY OWNER TO MAINTAIN, REPAIR AND REPLACE, AS NECESSARY, THE LANDSCAPE AND DESIGN ELEMENTS PROVIDED IN THESE WALKWAYS, OPEN SPACES AND PLAZAS.
- e.) THE DIRECTOR OF PLANNING OR THE DIRECTOR'S DESIGNEE SHALL HAVE THE RESPONSIBILITY FOR INTERPRETATION OF THESE PROVISIONS AND FOR REVIEW OF PROSPECTIVE PLANS SUBMITTED FOR BUILDING PERMIT APPROVAL FOR COMPLIANCE WITH THESE PROVISIONS. IF THE DIRECTOR FINDS THE PROPOSED WALKWAY AND PLAZA DESIGN MEETS THE FOLLOWING CRITERIA THE PLANS SHALL BE APPROVED:

- 1.) The required amounts of walkways and plazas are provided.
- 2.) Walkways and plazas are designed at a level of quality similar to those found in other private walkways, plazas or malls located on superblocks in the vicinity and to which the walkway(s) connect.
- 3.) Walkway locations link in pleasant and convenient ways with those on other adjacent superblocks and, where appropriate, with public transit facilities.

THE DIRECTOR SHALL REVIEW AND APPROVE, APPROVE WITH CONDITIONS, OR DENY THE PERMIT. THE DIRECTOR'S DECISION SHALL BE FINAL UNLESS APPEALED. THE DIRECTOR SHALL NOTIFY THE APPLICANT OF THE DIRECTOR'S DECISION WITHIN 14 CALENDAR DAYS OF THE DATE OF APPLICATION. THE APPLICANT SHALL HAVE 14 CALENDAR DAYS IN WHICH TO FILE AN APPEAL OF A NEGATIVE DECISION OR ANY CONDITIONS IMPOSED BY THE DIRECTOR'S DECISION. ANY APPEALS WILL BE HEARD BY THE DESIGN COMMISSION AND PROCESSED AS A DESIGN REVIEW CASE.

- The design review process offers a ready means to achieve greater project design flexibility while reviewing for compliance for public objectives. For this process to be understandable to project designers and developers, clear guidelines for design acceptability need to be available.
- The greatest potential for vehicle and pedestrian conflicts exists at or near the light rail station where the number tof light rail patrons is largest.
- New open lot parking along the light rail alignment does not reinforce the growth of medium and high density office, retail and residential uses around the light rail stations and alignment.
- The building orientation requirements were added to the zoning code to prescribe a form of development that would improve the environment and movement system of pedestrians. These regulations were written broadly to cover a variety of potential situations. Broadly written regulations may be unnecessarily restrictive in some circumstances, particularly in the case of extremely large projects or sites. Greater flexibility can be allowed the individual designer if their design proposals are reviewed for compliance with the intent and purpose of the building orientation regulations. Allowing the developer to choose design review for compliance with the objectives of these regulations rather

than comply with the specific quantitative requirements of the code will assure compliance with the intent and objectives of the code while allowing greater flexibility to the designer. This flexibility will result in a more interesting environment, avoiding repetition of the prescriptive requirement of the code. It may also produce superior design solutions by allowing designers imaginative solutions to be substituted for the pattern of the code.

- Large site or superblock developments
   have difficulty complying with the
   prescriptive building orientation
   requirements of the code because of
   their large number of right-of-way
   abutting frontages.
- Superblocks can help define the identity of an area, promote efficient use of land resources, clarify the arterial system and provide developers with greater design flexibility. They also can reduce public access to light and air, interrupt the sidewalk movement network used by the pedestrian and overload scarce open space and park resources, particularly in areas of large scale commercial development.
- Superblocks, located in an area served by a regional public transit facility, could disrupt the pattern of sidewalk traffic, making it more difficult or unpleasant for the pedestrian, and consequently, discourage use of the regional transit facility.

- Portland has historically been blessed with generous amounts of light and air in built up areas because of our small block size. Superblock development could negatively impact the amount of light and air reaching the ground. In other cities where superblock sized blocks are standard setback and special open space requirements have been found necessary to preserve light and air.
- Most areas in Portland, where superblock development is present, have been identified as areas which will become "park deficient" as the areas develop. High density office areas create a demand for pleasant exterior parks and plazas where office workers can go for breaks and lunch to enjoy nice weather. Provision of public parks to meet this need is difficult in these areas.
- Height limits in the C3 zone at locations remote from residential zones are an expression of design concerns. The true control on the impact of new development is the allowable floor area ratio (FAR). Height limits simply dictate whether the building is tall and thin or short and wide. Two similarly oriented buildings of the same FAR, one tall, one short, will cast the same amount of shadow. Height regulations really address issues of compatibility and public view blockage. These concerns can be as well, or better. addressed through the design review process. The design review process will also provide those developers, wishing it, greater design flexibility.

• An anomaly exists in the code's maximum building height regulations in the Holladay segment. The blocks between N.E. 15th and 16th, designated zones C2 and C3, are within 400 feet of an R2 zone. The R2 zone starts on N.E. 17th. However, the blocks between 16th and 17th are zoned RH and have no effective height limit. As a consequence, the blocks between N.E. 15th and 16th are limited to a height of three stories, while the property both to the east and west is allowed to develop much higher.

## **FINDINGS**

The following findings have been identified in analysis of information relevant to design and zoning issues in the Holladay TSAPP segment.

- The Planning Commission adopted this recommended C3 Zone area in 1980 as part of their recommendations to Council for the City's Comprehensive Plan.
- The C3 Zone provides for commercial uses that are supportive of pedestrians and transit services.
- The C3 Zone does not require off-street parking and encourages structured parking.
- The C3 Zone, if amended as proposed, would limit vehicle access to new surface parking adjacent to the light rail stations.
- The C3 Zone, if amended as proposed, would prohibit new surface parking within 100 feet of the light rail alignment.
- The recommended C3 Zone expansion would create few pre-existing uses and would liberalize pre-existing use regulations.
- Uses which were legal in the C2 or M3
   Zone would become pre-existing uses in
   the C3 Zone allowing 100% expansion and
   change of use of equivalent intensity or
   less.

- Several of the regulations of the C3 zone are intended to implement public design objectives. These include aspects of building height, building orientation, superblock and parking lot location and access standards adjacent to regional transit facilities.
- These qualitative regulations are one way to achieve the public design objectives they address.
- While it is necessary to have a clear, objective qualitative standard with which a development can comply without special review processes, it is also desirable to have a review process available for projects which the designer believes meets the objectives of the code but which is not in conformance with the specific regulations of the code.
- The review of such alternative design solutions is most appropriately handled by a group with expertise in the field of design and design review.
- Portland's Design Commission is such a group. The Commission could adopt for Council approval, guidelines of acceptability, on which to base such a review.

- Guidelines of acceptability would need to address issues of shadow on open space, view blockage, enhancement of area character, provision of adequate open space, creation of a pleasant walking environment for pedestrians and coordination of automobile access and parking areas near regional transit improvements.
  - 1. Vehicle and pedestrian conflicts will be most frequent in the area where bus or rail passenger drop-off, transfer and boarding occurs.
  - 2. Existing C3 Zone regulations would allow open lot parking adjacent to light rail stations and the light rail alignment.
- Building orientation regulations were added to the zoning code to enhance the walking environment in commercial areas where walking, transit patronage or bicycling are encouraged by the city's Arterial Streets Classification Policy.
- Primarily building orientation regulations aim at avoiding situations where pedestrians find themselves walking down sidesalks with automobiles parked or moving on both sides of the sidewalk for extended lengths of the street. They also aim at providing a safer and more pleasant route between building entrances and sidewalks than walking across autombile parking lots.

- In order to meet these aims the building orientation regulations require that automobile parking be placed at the side and/or rear of new development and that the space between the building and abutting streets designated for pedestrian, transit patron or bicyclist usage be developed as an extension of the sidewalk or landscaping.
- Design review of projects for compliance with the purpose and intent of the building orientation regulations can achieve the objectives of these regulations as well or better than compliance with the prescriptive quantitative requirements of the zoning code.
- The building orientation regulations were drafted to address the most common situation, that of a new commercial development on a site of one-half acre or less. Well over half of all new commercial development outside of the downtown is on sites of under one-half acre.
- Full block and superblock developments having frontages on all sides have no rear yards, and side yards become front yards when they abut a right-of-way.
- In the extreme cases, a situation could arise where no acceptable location for parking exists under the building orientation requirements.

- The code accounts for such cases by allowing for variance of the building orientation provisions where a property hardship can be shown.
- However, the variance process focuses on consideration of ameliorating exceptions to the code rather than compliance with the intent of the regulations.
- The Design Commission is experienced with reviewing projects against the clearly stated intentions of such review. Their guidelines and process are built around review of the manner in which a given project meets the intent of their guidelines. They are also, because of their involvement in Downtown design issues, used to considering large scale projects.
- Superblock development offers benefits to both the public and private property owner in some areas.
- The Lloyd Center and the Hollywood District are two such areas.
- Superblock development also has the potential for creating problems for movement of pedestrians and for blocking of needed light and air.
- Large scale development of office space creates a demand for parks and plazas for office workers' use which is difficult for the public to meet.

- The developer of a superblock reaps a significant development bonus of additional land that was formerly public right of way.
- Both Hollywood and the Lloyd Center areas will be served by the Banfield Light Rail Transit facility now under construction.
- A pleasant, accessible and convenient movement system for the pedestrian, linked to the light rail station sites, is important to the success of the light rail facility.
- The public can be protected from the potential negative impacts of superblock development if pleasant, convenient routes for pedestrians are maintained throughout the development and additional open space is provided to compensate for lost light and air from street vacations.
- Superblock developers would still maintain the greater development potential and design flexibility inherent in superblock projects if they were required to provide public walkways, plazas and other open space at the ground level.
- Experience in other cities has shown that walkways and plazas which are not designed to include amenities are not utilized by the public, negating their potential positive contribution to the community.

- Particularly, the absence of adequate trees, seating and access to the sun, have been shown to discourage use.
- Where plazas form the principal route to a building entry, there is also reduced utilization.
- Plazas with a central focus, and or fountain, to screen background noise, have been shown to be more successful than those without these features.
- It is appropriate, then, to require the provision of amenities that protect the circulation system used by pedestrians, that provide needed light and air, and that meet the outdoor relaxation needs of office workers, on sites where vacation of public rights-of-way have been vacated to the advantage of the property owner and to the potential detriment of the public.
- At locations over 400 feet from low rise residential zones, the code establishes a cap on building height of 250 feet.
- This cap on building height is intended to address issues of compatibility, scale and protection of views from public view points.
- The blocks between N.E. 15th and 16th, designated C3, have a height limit of three stories which is much lower than the C3 limit to the west or the RH limitation to the east.

- Allowing prospective developers to go through a design review process, that examines proposed projects for their compliance with the intent of the regulations, would allow for better implementation of the objectives of the code, while permitting designers greater latitude.
- The zoning code limits FAR in C2 and C3 zones to 3:1 except at locations over 400 feet from R1 or less intense zones where the limit is 12:1.
- The floor area ratio limitations in RH and RX zones are variable, but may range up to 4:1 and 6:1 respectively.
- At locations where a narrow band of RH or RX zoning separates a C2 or C3 zone from a low rise residential zone, the FAR on the commercially zoned property could be more restrictively controlled than on the abutting high density residential property.
- This circumstance currently exists on the band of blocks between N.E. 15th, 16th, Broadway and Multnomah. The RH zoning to the east allows a FAR of 4:1 while the proximity to R2 zoning beyond N.E. 17th limits the commercially zoned property to a FAR of 3:1 east of N.E. 15th Avenue.

- It is appropriate to provide for a step down of intensity between high rise commercial and low rise residential areas.
- A reasonable step down would be one half the difference between the residential FAR and the Commercial 12:1 FAR.

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# DESIGN REVIEW ALTERNATIVE

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#### INTRODUCTION

The following discussion provides a synopsis of the land use and urban design issues and courses of action explored during the TSAPP work on the Holladay Street segment.

The discussion of quidelines and area of application for a D. Zone were considered at the same time to assure that workable and coherent regulations are constructed. The five options for area of application (see Page ) are a starting point for discussion of the appropriate D Zone coverage. In the same manner, the Holladay Street Segment Objectives are a starting point for discussion leading to quidelines for a Design Review Zone. Discussion and adoption of both guidelines and area of application will consider and be guided by criteria which property owners, tenants and building users may furnish for the control of their particular areas, as required by Section 33.62.030 of the the City of Portland's Zoning Code.

Pursuant to the first public review of this material, staff met with the representatives of property owners in the area. Out of this and subsequent discussions came the following conclusion. Rather than establish a new design zone, a superior solution would be to allow design review as an alternative process to meeting the exact qualitative standards of design based elements of the zoning code.

Additionally, specific requirements, addressing the issues which the design zone was originally planned to address, were reformated into qualitative requirements and proposed for incorporation into the zoning code. These new requirements are included in Recommendations 2, 3, 4, 5, 12 and 13.

#### **FINDINGS**

a. The level of public investment in the Holladay Street Segment warrants consideration of an increased level of public participation in development decisions.

Design review would help ensure a quality pedestrian environment and maximize the benefit from public transit improvements within the Holladay Street Segment.

Design review is currently applied to the Memorial Coliseum area at the west end of the Holladay Street Light Rail Alignment.

Review processes are also recommended for the Hollywood District as part of the recommended Historic District designation. Design Review of new development is currently required in the downtown. As the Holladay Street Lloyd Center area, becomes more clearly a part of the Downtown ("Downtown East") it is appropriate for the public to consider the design implications of new highrise construction in this area.

It is, however, desirable to have a development option available which minimizes the review process. The fixed qualitative standards of the zoning code provide such an option. Portland's traditional small 200 X 200' block development and frequent streets allows for safe and convenient pedestrian circulation and protects the public's access to light and air in

high density areas. Inconsistent street vacations, eliminating the traditional 200 x 200' block development, pose a possible threat to Portland's existing scale and character. Historic development patterns encourage the development of additional superblocks, through street vacation, in the Holladay Street Segment.

No consistent policy exists governing street vacations in this area. Under the design review process this aspect of planning and design could be reviewed.

b. The creation of superblocks through street vacation could results in a potential development mass and density not in keeping with the city's established scale and character. Historically, the city of Portland has displayed a "human" scale of development; the 200 x 200' block has often been recognized as a key ingredient in Portland's livability. These small blocks result in a more frequent incidence of pedestrian pathways development, as well as increasing the opportunity for light, and air.

The Lloyd Center area has tended toward the creation of superblocks, through street vacation, since 1954 when Lloyd Corporation, Ltd. first submitted plans to the City. The plans and concept were approved and no City action since has addressed the concept of superblock development in this location.

Presently, the Holladay Street Segment enjoys a 12:1 Floor Area Ratio (FAR), which limits the traditional 40,000 square foot block development to buildings of approximately the same scale as the Meier and Frank Building at S.W. 5th and Morrison. A four block area could, in principle, have four such buildings. However, the vacation of streets, to form a four-block superblock, dramatically increases the potential.

For instance the vacation of streets, to form a four-block superblock, allows the resulting development potential to be aggregated into a single building. In this instance a single structure (again considering a traditional 40,000 square foot base) could be built with an equivalent FAR of 48:1 or about the same bulk as three First Interstate Bank Towers combined into a single building.

In addition to the aggregated building potential of four blocks combined into a single superblock, the property owner receives additional floor area from the vacated streets. This additional development potential is the equivalent of the Georgia Pacific Building at S.W. 5th and Salmon. The total potential for a single building on a four-block superblock is then a perceived 63:1 FAR. In the case of four buildings, each would have the potential of nearly 16:1, more than the Georgia Pacific Building.

The result of street vacation forming superblocks is to effectively increase the development potential within this area by almost one-third over the potential without street vacation. Design review affords the public an opportunity for considering potential adverse impacts of development design decisions.

Portland, with only limited areas of design review is a minority, surrounded by jurisdictions imposing such review on all development except single-family dwellings.

The form design review takes presently in Portland is a combination of administrative review for minor improvements and quasi-judicial review for major improvements. Under a quasi-judicial system the Design Review Commission would review submissions and act to ensure that the guidelines were adhered to and grant exceptions when appropriate.

\* A comprehensive review of design review regulations in surrounding jurisdictions is included in Appendix II of this document.

Normally, an appeal of a design review decision goes to the next higher level of authority. An appeal of a minor case handled through administrative review is made to the Design Commission. An appeal of a quasi-judicial decision would be made to the to the body of elected officials (City Council).

Central to the process of design review are the design guidelines that are ultimately applied. Such guidelines are necessarily unique to a given area. Discussion and eventual adoption of goals, leading to guidelines, has begun with the Holladay Street Segment Objectives generated by TSAPP.

#### **PUBLIC/PRIVATE SECTOR NEEDS**

Present land use regulations do not provide for public review of new major developments in the Holladay Street Segment. As the level of public investment and civic involvement increases, so also does the public sector's interest in assuring that new private development activities are compatible with the public investment.

#### 1. Issue

The single most important issue is one of equity for public and private sector interests. Both have made firm, long-term commitments to this area. Put another way, the issue is how to protect and enhance the public interest and investment, while at the same time assuring opportunity for the private sector to maintain or improve economic viability.

To further the viability of the private sector one needs to protect, as much as possible, their ability to decide their own course of action. There are, however, circumstances when public interest and private interest should be coordinated. In such situations it is best to have a mechanism to resolve potential problems. Design review is such a mechanism, quantitative zoning regulations are another.

#### 2. Need For Discussion

The potential for problems in this area is spotlighted by the following three factors:

a. The major property owner here (Lloyd Corporation, Ltd.) has made a

considerable investment in Multnomah Street. The City is making a considerable investment in Holladay Street, two blocks south. Competition between the two streets serves no purpose, nor is it necessary to degrade one in favor of the other. By working together, as two parts of a system, these streets can more successfully serve the area.

- b. The Lloyd Center retail and office complexes benefit from easy and convenient auto access. Another emphasis, that of pedestrian access, has been identified as a necessary component of the success of light rail and the continued success of the area. These two emphases are compatible, but may be perceived as being at cross-purposes when planned for independently. Cooperative planning can accommodate and improve both forms of access.
- c. A commitment by the Lloyd Corporation to the concept of a concentrated shopping environment (Lloyd Center) could be identified as a potential obstacle to an active participatory street life along major transit streets. Again, a mutually beneficial solution is possible, but not without communication.

The potential for misfit development does not indicate that either the public or private sector must abandon their viewpoint in favor of the other. It does point out the need for a mechanism to identify and resolve potential misfits prior to construction.

The zoning regulations now in effect in this area do not provide a mechanism which can assure that such misfits are avoided.

#### **ALTERNATIVE LAND USE REGULATIONS**

A number of alternatives intended to provide protection from a misfit of development have been considered. The following is a brief summary of those:

#### 1. Existing Zoning

Present land use regulations in the Holladay Segment do not address the need for a coherent and intra-active district. They are too general to allow the kind of detailed review necessary if misfits between private development action and the publics investment in light rail are to be avoided.

#### 2. Addition of Circulation Plan

The formal adoption of a circulation plan, to assure adequate pedestrian access and minimize the potential for pedestrian - auto conflicts, would resolve many of the foreseeable public concerns. However, this rigid concept, imposing a one-time analysis and conclusion on the area, might fail to identify or resolve future problems. Even in conjunction with an expanded C3 Zone this mechanism is in general to provide detailed review for potential misfit situations.

#### 3. Change to C1 Central Commercial Zoning

The flexibility of the C1 Central Commercial Zone, with its inherent reliance on area specific development and design regulations, was sufficient to produce the desired public participation but was not considered appropriate zoning for areas outside of the downtown. The C1 zone was

written for the downtown and is not readily applicable to an area as different in character to the downtown as the Holladay Street Segment.

Two sets of overlay zones, in conjunction with the Cl. were considered in the attempt to create an acceptable "fit" to the area (design and development overlays similar to those in downtown and a specific transit development overlay). Neither overlay combination with the C1 was ultimately compatible with this unique area, particularly the need in this developing area to maintain flexibility. Unlike the downtown where most land is developed and most development can play off past patterns, most land in the Holladay Segment Area will be developed in the future. While there are many buildings, most are small, old (without significant historic quality) or inappropriate to the expected commercial pattern of growth.

#### 4. Expanded C3 Local Commercial Zoning

Consolidation of the underlying zoning, an important emphasis on pedestrian needs and no minimum parking requirements are some of the advantages (seen for this area) of the C3 Local Commercial Zone. However, in conjunction with a "T" Iransit Development Zone Overlay, primarily intended to encourage development to occur nearest the stations, and provide detail to the pedestrian needs, this option was felt to be unnecessarily rigid.

The underlying zones are not intended, in themselves, to be sophisticated enough to positively foster maturation of this segment into a special and unique urban environment. The addition of a design review function to the area augments normal zoning controls, allowing public review to become more responsive to the special needs and character of the area, while protecting both the public and private sectors from misfit between light rail and new projects. In this sense the application of design review is a logical extension encompassing this major inner-city commercial area, an area with an immediate impact on Portland's status as a "liveable city".

#### **AREA OF APPLICATION**

Consideration should be given to the area of Design Zone application in conjunction with consideration of guidelines to be used in that area.

The following briefly discusses five options for the application of a design zone within the Holladay Street Segment.

#### 1. Full Coverage

Include all existing and proposed C3, M3 and RH zoned areas (see Figure, Page) within the Holladay Street Segment in a design review zone.

#### Benefits

- a. Ensures compatibility between the entire station area/pedestrian network and the transit system.
- b. Help the entire area develop into a special unique and identifiable district of the city.
- c. Allows potential superblocks to be reviewed as a unit, establishing a consistent street vacation pattern for this area.

#### Potential Negative Impacts\*

- a. An additional public hearing before the Design Committee could cause delay in project development (currently this is rare in the downtown).
- b. Public scrutiny (by Design Committee) of public and private development

- projects could, at too late a stage, endanger the integrity of the project in the eyes of the designer/developer.
- c. Public and private project design would be subject to a changing Design Committee membership, making it difficult for the private or public developer to meet the stated design guidelines as they are interpreted by that committee.

#### 2. Transit Streets Only

Include designated transit streets, to 100 feet from either side of the public right-of-way, in a design review zone. Designated transit streets are N.E. Holladay Street, Broadway, Grand Avenue and N.E. 9th and 15th Avenues. (see Figure, Page)

#### Benefits

- a. Provides better opportunity to create a pedestrian network to serve the entire station area and correlate well with all transportation modes on these streets.
- b. Provides an opportunity to better relate the pedestrian and transit emphasis of these streets to new projects.
- \* The three potential negative impacts listed here (a,b, & c) reoccur for each of the five options but have only been listed in option one to better focus discussion on the differences between the options.

#### Potential Negative Impacts

- a. Provides only a lineal approach to design compatibility on transit streets, negating the need to connect these streets with surrounding areas.
- b. New development may be shifted away from the part of a block requiring design review to avoid that review. This would retard the development of a good pedestrian network producing just the opposite result than is desired.

#### 3. Superblocks

Include existing and potential superblocks along Holladay Street in a design review zone area encompassing all property between the center lines of N.E. Multnomah and Oregon Streets. (see Figure , Page )

#### **Benefits**

- a. Allows potential superblocks to be reviewed as a unit, establishing a consistent street vacation policy for this area.
- b. Allows coordination of the design relationship of new projects to both Holladay and its counterpart auto-oriented street Multnomah.
- c. Allows review on all street frontages and better coordination of overall project access, both vehicular and pedestrian.

#### Potential Negative Impacts

- a. May discourage development at locations close to the Holladay Street right-of-way within the Design Zone.
- b. There are major activity centers beyond this design review area which could be linked to the pedestrian and transit system but would not be subject to design review. This may cause a "split" in compatibility between similar uses within sub-areas, especially at edges of design zones across rights-of-way.

#### 4. Holladay Street (200 feet)

Include the Area between the Centerlines of N.E. Hassalo and Pacific Streets in a Design Review Area. (see Figure , Page )

#### Benefits

- a. Two hundred foot design review zone allows for review of projects within an area where greatest pedestrian activity is being focused.
- b. Review only those private and public developments which have significant impact on the light rail street frontage itself.
- c. Private and public projects are reviewed where the greatest public investment is made in pedestrian and transit improvements.

d. Allows review of some street vacations within the Design Zone and close to the light rail alignment.

#### Potential Negative Impacts

- a. Does not relate well to superblock development and access.
- b. May discourage development close to the Holladay Street right-of-way within the Design Zone.
- 5. Holladay Street (100 feet)

Include all property within 100 feet of the Holladay Street right-of-way in a Design Review Zone area. (see Figure , Page )

#### **Benefits**

- a. Reviews only those private and public developments which will have significant impact on the light rail alignment frontage.
- b. Private and public projects are réviewed where the greatest public investment is made in pedestrian and transit improvements.

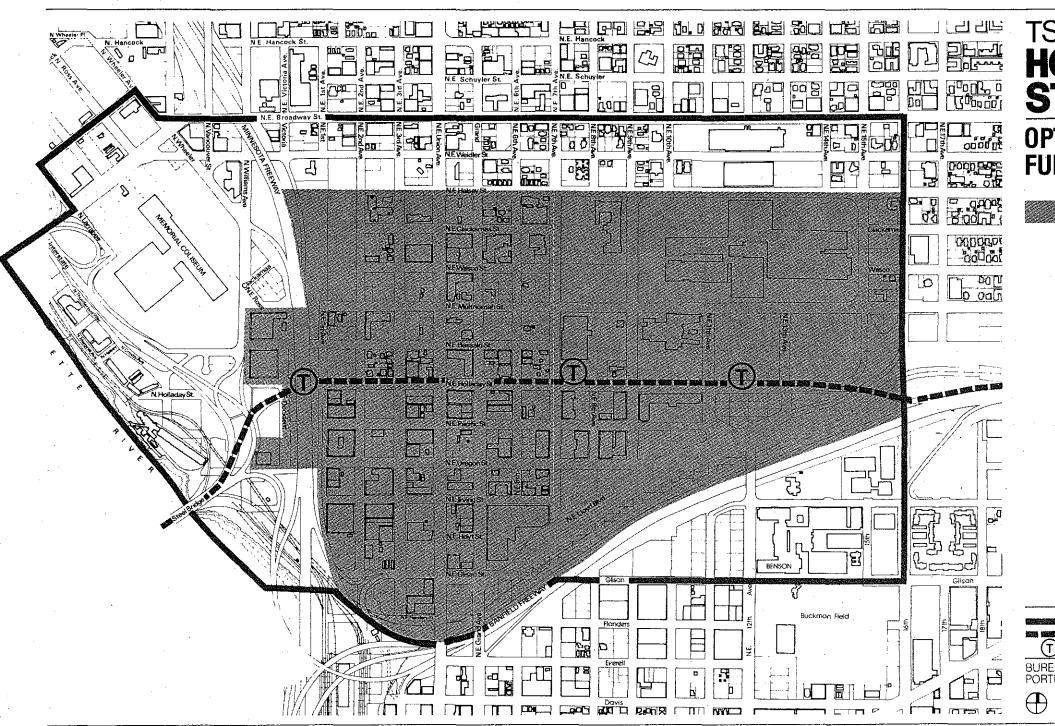
#### Potential Negative Impacts

- a. The limited scope of the zone does not address superblock or even full block development and access.
- b. May discourage development close to the Holladay Street right-of-way within the Design Zone.

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# COMPARISON OF DESIGN REVIEW REGULATIONS

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## **TSAPP** STREET

#### **OPTION 1: FULL COVERAGE**

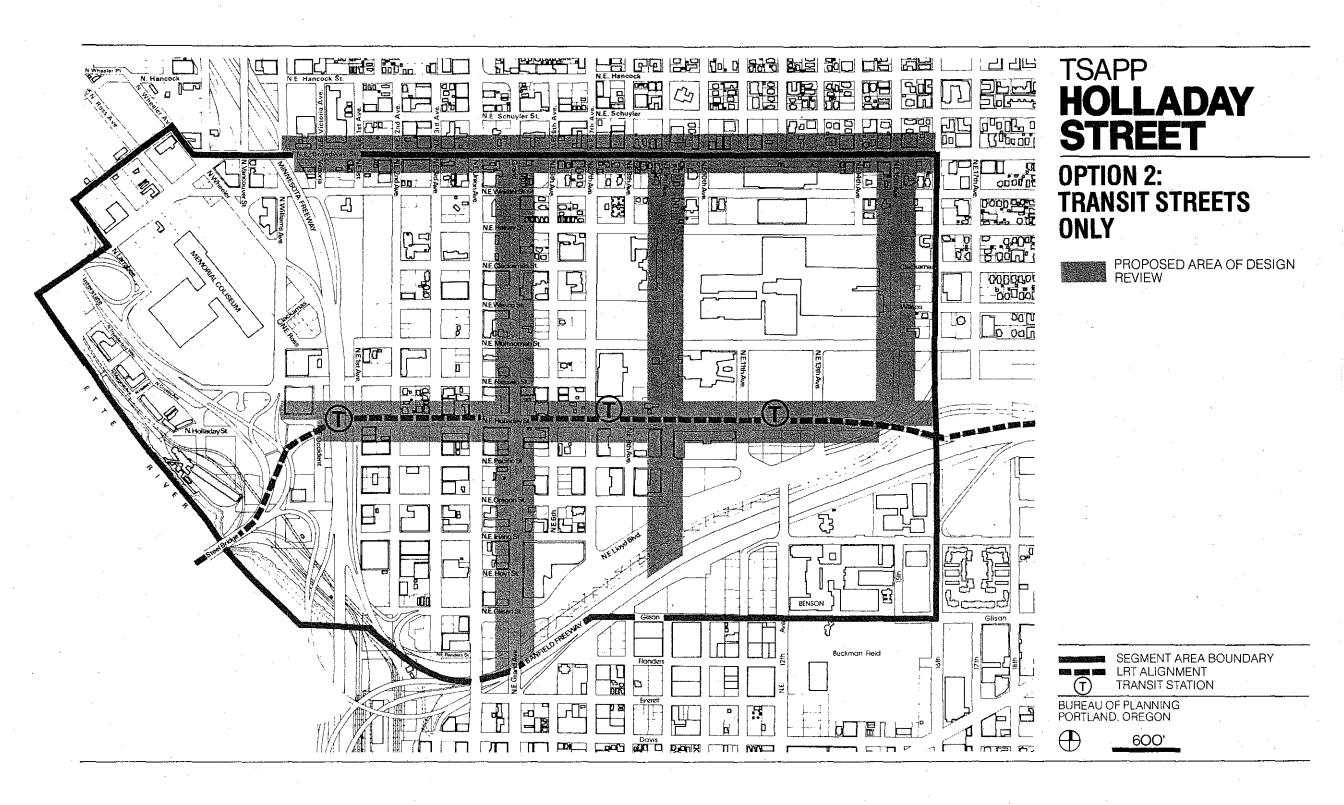


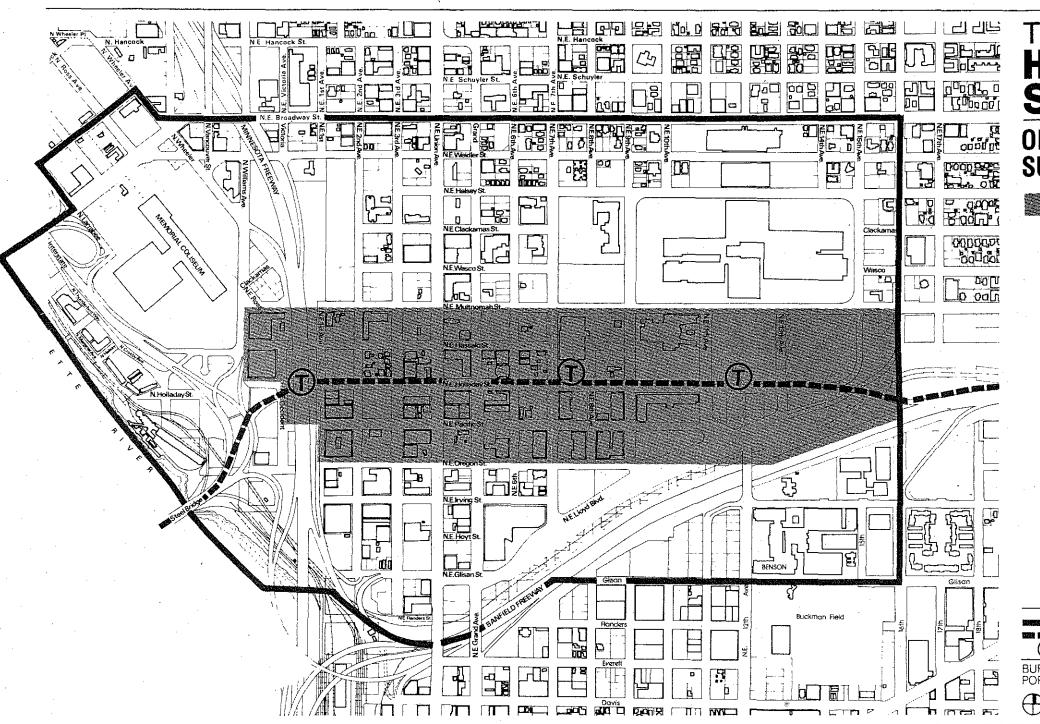


SEGMENT AREA BOUNDARY LRT ALIGNMENT TRANSIT STATION

BUREAU OF PLANNING PORTLAND, OREGON

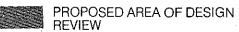
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## **TSAPP** STREET

#### **OPTION 3: SUPER BLOCKS**



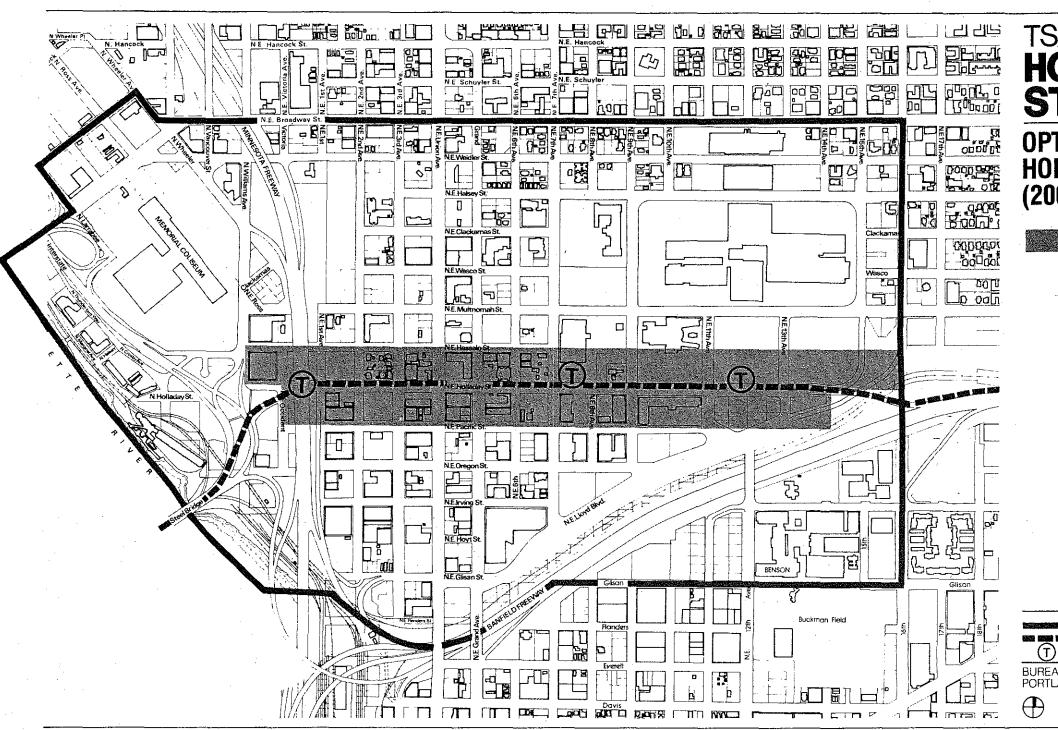


SEGMENT AREA BOUNDARY LRT ALIGNMENT TRANSIT STATION

BUREAU OF PLANNING PORTLAND, OREGON



600'



### TSAPP **HOLLADAY** STREET

#### **OPTION 4: HOLLADAY STREET** (200 FEET)



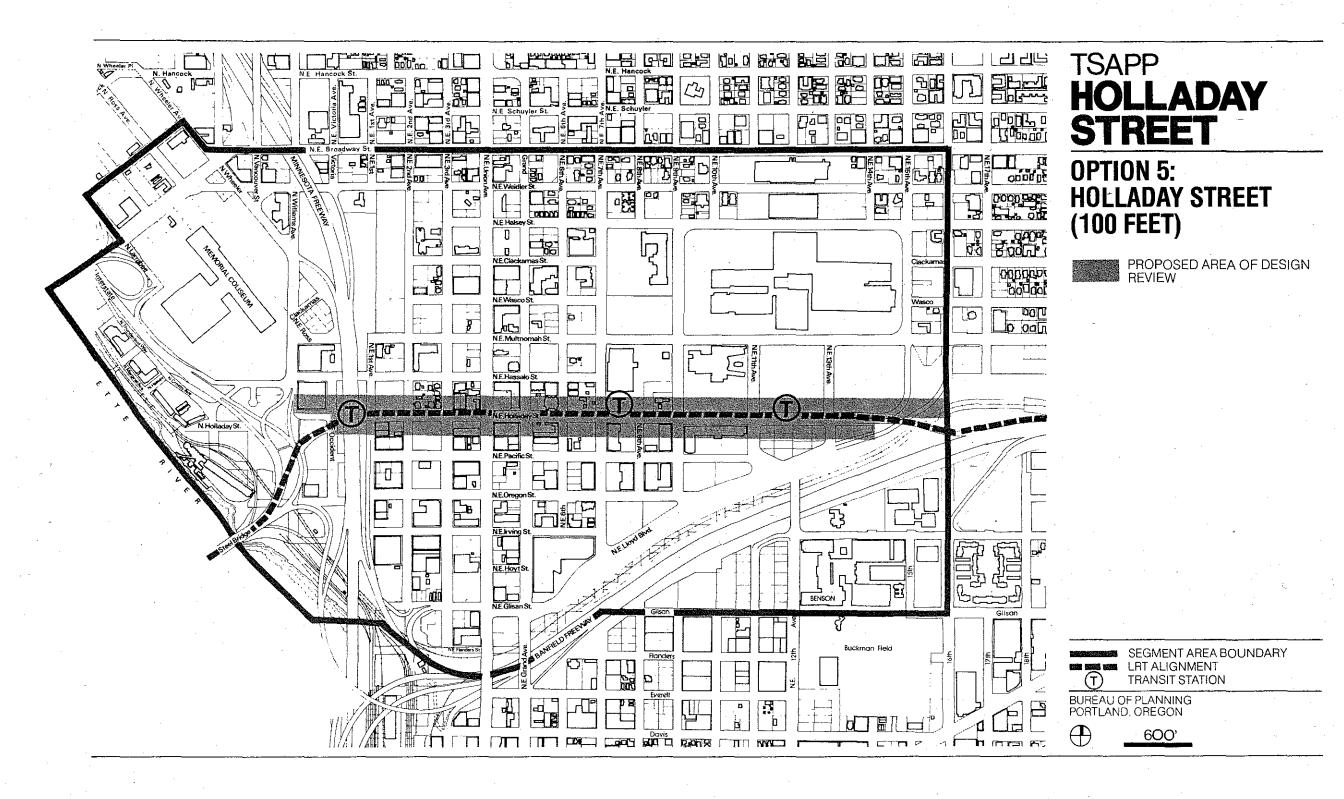
PROPOSED AREA OF DESIGN REVIEW



SEGMENT AREA BOUNDARY LRT ALIGNMENT TRANSIT STATION

BUREAU OF PLANNING PORTLAND, OREGON

600'



## **MAP 11**

#### **MEMORANDUM**

T0:

Michael Harrison

FROM:

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Mike Saba

SUBJECT:

A Comparative Analysis of Design Review Regulations of Various Portland

Area Jurisdictions

This memorandum describes the design review process employed by Multnomah and Washington Counties and the cities of Gresham, Beaverton, Lake Oswego and Oregon City\*. It is felt that these jurisdictions represent a fair cross section of communities in the metropolitan area in terms of geographic distribution and socio-economic make-up. Additionally, these jurisdictions represent the larger cities with planning and/or community development staff of sufficient size and expertise so that their procedures and experience may be relevant, within the framework of Oregon's land use law, to the City of Portland.

The design review process of each jurisdiction is briefly described with the following questions in mind:

- 1. What is the extent of control? That is, what land uses, zones or special districts are subject to design review? Is the design review process a codified procedure with the force of law or is it a less formal, advisory function?
- 2. Is the design review process administrative or quasi-judicial with notification and public testimony? Is it the job of a specially designated board or committee or the Planning Commission? Or is it a staff function? What is the process of appeal?
- 3. What form do the design review criteria take? Are they general guidelines or are they specific with regard to siting, materials, dimensions, architectural style, etc.?
- 4. What is the fee structure for design review?

In addition, I will raise other issues unique to each jurisdiction, especially problems encountered or advantages associated with one or more aspects of design review.

<sup>\*</sup>The City of Milwaukie was also contacted. However, their design review process was indefinitely suspended because of budget cutbacks.

Three overall conclusions after having researched this issue are: 1) that design review is utilized more extensively in the suburban areas than in the City of Portland, 2) it takes a variety of forms, and 3) it has not always alleviated the problems associated with time-consuming and controversial public hearings.

#### Multnomah County

In Multnomah County, every development proposal must undergo a preliminary and a final design review before building permits are issued. The only exceptions are detached single family dwellings and duplexes and mobile homes which are allowed outright in multi-family residential zones. General structural types and specific categories of land uses as well as all uses allowed in certain geographically designated zones are subject to design review.

By way of illustration, I have included a list of all of the actions, uses and zones in which design review is required in Multnomah County.

- By general building type: Apartment dwellings (3 or more units), Boarding lodging or rooming house, hotel or motel, business or professional office or clinic.
- By zone or district: Any use allowed in the Urban Business and Professional Office (BPO) District as well as any commercial or manufacturing zone, historic site or Special Plan Area District.
- includes the following:

- By specific land use or land use action: The Community Service use which Boat moorage, marina or boathouse moorage. Camp, campground or recreational vehicle park. Cemetary, crematory, mausoleum, mortuary or funeral home

> Group care facility Government building or use Hospital, sanitarium, rest or retirement home Kindergarten or day nursery Library Park, playground, sports arena, golf course or recreational use of similar character

Philantropic or eleemosynary institution Power substation or other public utility building or use

Private club, fraternal organization or lodge Racetrack

Radio or television station or tower Refuse dump or sanitary landfill Resort, dude ranch, hunting or fishing lodge Recycling collection center Riding academy or the boarding of horses for profit

School, private, parochial or public; educational institution
Transit station
Waste collection, transfer, processing or recovery facility
Accessory use to the above
All conditional uses in any zone
A change from one conditional use to another
Alteration of a pre-existing use

The Board of County Commissioners, Planning Commission and the Hearings Officer may require design review as a condition for the granting of any required permit.

Design review in Multnomah County is a two stage administrative process involving a preliminary and a final review. A preliminary plan showing site development and analysis diagrams, preliminary architectural drawings, landscape plans, and proposals for minor variances are submitted, after a pre-application conference, to the Planning Director (or designated staff) for advisement. Within ten working days of the preliminary filing, the Planning Director mails a response indicating the degree to which the preliminary plans meet the design criteria set forth in the zoning ordinance.

The applicant then submits a final plan containing all of the elements of the preliminary plan, drawn to scale, which address the findings of the Planning Director.

The Planning Director may approve, approve with conditions or deny a final design review plan. This decision is filed with the Director of the Department of Environmental Services and mailed to the applicant and other interested parties within ten days of filing of the final plan.

As noted above, design review in Multnomah County is an administrative function with no requirements for a public hearing or notification of affected parties. However, an appeal of the Planning Director's decision is brought before the County's Hearings Officer at which point public testimony is heard after affected parties are duly notified by mail.

Multnomah County's Design Review Criteria (Section 11.15.7850) provide both general guidelines and specific directives (notably in the case of multi-family structures).

Overall guidelines address the following social and environmental considerations:

- 1. Relation to the Environment. Phrases such as "relate harmoniously to the natural environment," "promote energy conservation," and "shall be on a human scale, inter-related, ...provide spacial variety and order" give a sense of direction but do not specify quantifiable standards to be met. This is true for the remaining Design Review Criteria.
- Safety and Privacy.
  - 3. Special Needs of Handicapped.
- 4. Preservation of Natural Landscape.

- 5. Pedestrian and Vehicular Circulation and Parking
- 6. Drainage
- 7. Buffering and Screening.
- 8. Utilities
- 9. Signs and Graphics

The next section, however, does specify Required Standards (Section 11. 15. 7855). These address the provision of storage and outdoor recreation areas in residential developments and required landscape areas for all development subject to design review.

The fee structure for design review is based on a \$75.00 charge or each \$100,000.00 or fraction thereof, of the estimated value of the project subject to review. The maximum fee is \$500.00; the minimum is \$75.00. The entire fee is paid at the time of filing for a preliminary review.

In a discussion with County staff regarding their process, the administrative structure of the review was seen as its major advantage. Placing the decision-making responsibility with the staff rather than with an independent citizens board provides a measure of continuity in the interpretation of fairly arbitrary design criteria. This helps to speed the process by providing a degree of predictability and by limiting the number of actors involved. Another distinction between the County's guidelines and those adopted by Portland's "D" zone is that the County's guidelines concentrate on function rather than the purely aesthetic elements of architectural style.

#### Washington County

In Washington County, design review is implemented through a Design Review District (Chapter 120 of the Zoning Ordinance) overlayed on Primary Districts which include all but the lowest density single family zones. All business and manufacturing zones are encompassed.

In addition, the Planning Commission or County Board of Commissioners may require design review as a condition of approval for a zone change, subdivision, or a conditional use.

Single family detached dwellings are exempt from design review.

After an informal, preliminary review with staff, the applicant files for a formal review which is routinely an administrative process conducted by planning staff. The applicant is offered the opportunity to revise plans in accordance with the staff review. Appeals are brought before the Planning Commission and are conducted after the notification of affected parties and with the opportunity for public testimony.

The exceptions to this administrative process include proposals for restaurants and any use proposed within the 185th East-West Study Area. These are routinely reviewed by the Planning Commissioner through a public hearing process.

The design review Standards and Criteria (Section 126-4) are general in nature and address Relationship to Neighborhood and Areas (124-4.1), Project Development (126-4.2) and Aesthetic Design (126-4.3). The publication of a separate document, "Design Plan Guidelines Handbook" details the design review process for the applicant but does not provide more specific design standards.

The Planning Director may recommend an assurance bond of up to \$50,000 as a condition for approval.

The fee structure of Washington County design review is relatively complex with different schedules for residential and opposed to commercial/industrial construction. The residential fee schedule counts dwelling units, while commercial/industrial fees are based on value of improvements. The minimum design review fee for a single family house is \$50.00 and \$10.00 for each additional unit in a subdivision, which may or may not be subject to design review. For apartments, the fee is \$50.00 for the first unit and \$10.00 for each additional unit with a maximum ceiling of \$2000.00.

The minimum fee of \$75.00 is charged for commercial/industrial development valued at less than \$75,000.00. The fee increases by \$50.00 increments apparently with no maximum limit, although fees increase by \$25.00 increments for construction valued at greater than \$175,000,000.00.

A Washington County staff member notes that design review has not entirely removed the issues of residential density or commercial development from the glare of public controversy. Even development allowed in Community Plans has been impeded through the design review appeals process.

#### City of Gresham

The City of Gresham has adopted a fairly specific set of site design criteria which must be met in addition to the requirements contained in the Gresham Development Standards Document, Volume IV.

Each area of the city falls into one of three kinds of development overlay districts: Established, Developing and Redeveloping. Development proposals in an established district are usually handled administratively, especially if the use proposed is the same as or similar to surrounding uses. Those in developing or redeveloping districts are often heard by the Planning Commission. In summary, whether a design review is conducted administratively or before the Planning Commission depends on the location and character of the proposal as well as the issues raised.

All development, except individual single family dwellings, are subject to design review. This includes mobile homes for which there are separate site design criteria.

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As noted above, Gresham's design criteria are quite specific in terms of, for example, requirements for landscaping for privacy, safety and energy conservation. Also addressed are the placement of windows and common laundry and recreational facilities in multi-unit developments. Standards of architectural style or guidelines for compatibility do not appear among Gresham's set of criteria.

Fees are simply calculated as 0.1% of the improvement value. One problem staff has noted is that the lack of a minimum fee results in inadequate compensation to the City for conducting reviews of small development proposals.

#### City of Beaverton

Beaverton has established both a facilities review committee and a Board of Site and Design Review. The facilities review committee consists of city staff members who review service availability at the site of a proposed development before the Board of Site and Design Review approves or disapproves the design elements of a proposal. The Board consists of seven members, one of whom represents the Planning Commission, one who is familiar with the commercial real estate business, two who are engaged in some type of business or industry, and three who are trained in architecture, landscape design or related graphic arts. Board members are appointed by the Mayor for two year terms. The Board meets twice a month unless there are no development plans to review. The Board conducts public hearings preceded by posted and mailed notification. The Board may approve plans with conditions and may grant variances within stated guidelines. The City Council reviews variances granted by the Board and may hold de novo hearings on the matter if it wishes.

All development proposals are subject to review by the Board of Site and Design Review except individual single family dwellings and duplexes which are not part of a larger development. Major alterations to existing structures (including exterior painting) are also reviewed.

Detailed site and building plans are submitted to the Board by the applicant. The plan must include architectural drawings finished to scale showing color and texture of materials to be used. Applications which are part of a larger development must include a masterplan indicating the type and phasing of development contemplated.

As noted above, the Board reviews proposals which have been previously approved by the facilities review committee for adequacy of services, right-of-ways, parking and drainage, conformance to building codes, etc. The guidelines followed by the Board of Site and Design Review address issues of aesthetics and compatibility with natural surroundings and nearby structures. In addition, the Board is empowered to devise technical standards to aid in the interpretation and implementation of the guidelines in the Zoning Ordinance (Section 141).

Appeals by either the applicant or another interested party are heard before the City Council <u>de novo</u> on only the contested issues of the Board decision.

A single fee of \$350.00 is charged for both reviews by the facilities review committee and the Board of Site and Design Review.

#### Oregon City

Design review in Oregon City is implemented in the multi-family residential, commercial and manufacturing zones as well as for all conditional uses and non-residential uses in all zones. The standards listed in the Zoning Ordinance (Section 11-9-4) pertain mostly to site layout and parking. However, published separately are architectural guidelines written for both new development and alterations of existing structures in the McLoughlin Conservation District, the Canemah Historic District and the Central Business District. These guidelines are primarily advisory although elements can be incorporated as conditions for site design approval. The financial burden imposed on the developer by these conditions is to be considered.

The reviewing agent is a person or persons chosen by the City Manager. Appeal by either the City Manager or the applicant is made to the Planning Commission and from there to the City Commission.

The design review fee schedule is based on improvement value, with a minimum of \$20.00 and a maximum of \$500.00 established.

#### City of Lake Oswego

Design review is incorporated in the Lake Oswego "Development Ordinance and Standards" to the extent that the 70 page Standards Document makes up over half of the Development Ordinance. Practically every aspect of site layout and structural design is addressed including the design compatibility of downspouts, mailboxes and weather vanes (pp 3-4).

Development is classified into three categories: exempt, minor and major. The first category is exempt from the regulations of the Standards Document. Minor development is handled administratively. Some minor development review requires 10 day notice to property owners within 200' of the affected site. Such minor development includes minor partitions or a duplex not located in a development approved for duplexes. The City Manager is the authority who approves or denies such application.

Major development is all development beyond a single family dwelling, a duplex, a minor partition or a condominium conversion. However, single family dwellings proposed in the Willamette Greenway are treated as major developments. Major development applications are submitted to appropriate city agencies and to the affected neighborhood association for review and comment. These comments are compiled by the planning staff and presented to the Development Review Board.

The Development Review Board consists of seven members appointed by the Mayor and is structured to be representative of business, real estate, civil engineering and architectural or related design interests. Proposals involving substantial land use issues may be forwarded by the Development Review Board to the Planning Commission for resolution before a final decision is reached by the Board.

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All meetings are conducted as public hearings with prior notification of affected parties. Appeals are heard by the City Council and may be initiated by the applicant or any participant in the case.

The fee schedule for development review is based on improvement value with a minimum set at \$52.00. Improvements valued at \$500,001.00 and up are charged \$350.00 plus  $35\phi$  for every additional \$1,000.00.

I have copies of all the material on which this report is based at my desk for your review.

MS:sa

## APPENDIX III PLANNING COMMISSION MINUTES

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#### PORTLAND CITY PLANNING COMMISSION

Minutes of the Meeting of May 25, 1982

A special meeting of the Portland City Planning Commission was held on Tuesday, May 25, 1982 at Yaw's Restaurant, 2001 N.E. 40th Avenue, for the purpose of considering the Banfield Light Rail Transit Station Area Planning Program (TSAPP).

Planning Commission Members Present Were: John Baily, John Bentley, Eugene Feltz, Mike Katz, and Joan Smith.

Bureau of Planning Staff Present Were: Terry Sandblast, Michael Harrison, Laurel Wentworth, Steve Gerber, and Everlee Flanigan.

The meeting was convened at 7:43 p.m. by Vice President John Bentley, in the absence of President Harold Bahls.

Mr. Bentley stated that the Commission had adopted a policy of holding meetings in neighborhoods whenever possible and thanked Yaw's Restaurant and the Hollywood Business Association for helping with the arrangements for the meeting. Mr. Bentley then introduced the members of the Commission and staff present.

Mr. Bentley noted that even though one commissioner had not arrived to complete the quorum, that the staff's presentation would begin. He stated that each segment of the study would be presented separately with public testimony taken on the segments after staff presentation.

Mr. Michael Harrison, Land Use Planning Section, stated that the meeting was the second one the Commission had held on the Banfield Transit Station Area Planning Program and that a little over a year ago the staff had presented the goals and objectives which were adopted by the Commission. He stated that during the evening they would present some minor modifications of the goals and objectives, along with individualized proposals for each transit station area. He stated the work program had originally been programmed to extend to December, 1982, but that the process was being cut short a number of months because of a cut in Tri-Met's funding for the project. He said the proposals before the Commission were complete but might not be at the level of detail they would have been able to achieve had the project continued to December.

Mr. Harrison stated there were four segments of the program to be considered: Downtown, Holladay, Hollywood, and 60th/82nd Avenue. (A copy of the report, Banfield Light Rail Transit Station Area Planning Program, is appended to the agenda of the meeting.) He stated that since the time the agenda had been printed and distributed, the staff had had a number of discussions with affected implementation organizations--PDC and HCD--and the Lloyd Corporation, concerning the report, and as a result a number of amendments were proposed. He stated the amendments were provided in a separate packet before the Commission. (A copy of the Revised Summary of Staff Recommendations to the Banfield Transit

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Station Planning Program, Amendments to the Banfield Transit Station Area Planning Program Document, and an Errata Sheet, are attached to the minutes of the meeting.) Mr. Harrison stated the staff was requesting action on over forty individual recommendations in the Revised Summary of Staff Recommendations and that the document in the agenda was support for the recommendations.

Mr. Harrison stated that Laurel Wentworth and Steve Gerber of the Land Use Planning Staff would be presenting the individual segments, and that Lyle Stewart and Vicki Pflaumer, consultants for the Hollywood Program, would be presenting the results of their study.

Mr. Baily inquired who had been involved in the meetings that had been conducted during the last week or so. Mr. Harrison stated the staff had met with property owners and implementing agencies regarding their concerns relative to the document in the Commission's agenda.

#### Downtown Segment

Mr. Steve Gerber, Land Use Planning Section, showed slides of the Downtown Segment of the TSAPP. He stated that in the Downtown Segment there would be seven stations and that all the stations would be at grade level. He stated there would be four twin stations on Morrison and Yamhill Streets, and three stations along First Avenue. He stated it was anticipated that the light rail would have the greatest impact along First Avenue.

Ms. Laurel Wentworth, Land Use Planning Section, stated that within the Downtown Segment the intent of the recommendations were three-fold: 1) to provide an active and interesting place for pedestrians, mainly along First Avenue; 2) that there is recognition of the importance to provide a sense of enclosure along pedestrian-ways to visually carry the pedestrian from one place to another; and 3) recognition of the importance that a better link between Waterfront Park and the retail core must also strengthen the Morrison Bridgehead as a gateway to the downtown and waterfront. She stated that based on those intentions, the recommendations for the Downtown Segement in the Revised Summary of Staff Recommendations were proposed for action by the Planning Commission.

Mr. Katz stated that it seemed that the staff was presenting a great many changes for action at the last minute and that he was having difficulty understanding what the changes were.

Mr. Baily asked if the Revised Summary was a replacement of the language on Page 15 of the document. Ms. Wentworth stated that the staff was requesting adoption of the language on Page 2 of the Revised Summary sheet in lieu of the language on Page 15. Mr. Katz stated that there were two revised Page 2's which talked about Page 15 of the document. Ms. Wentworth responded that there were two revised Summary Sheets—one which was the Revised Recommendations and the other which amended the document in the agenda as the Commission adopted the Revised Recommendations.

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Ms. Wentworth apologized for any inconsistencies between the two revised sheets and pointed out that the final document will contain the final amendments adopted by the Commission.

Ms. Wentworth went on to state that in the Downtown Segment the staff was requesting adoption of three recommendations: 1) an extension of the required retail uses along S.W. First Avenue between Morrison and Oak Street, and slightly to the west of that connecting with the retail core; 2) the extension of the required building line only on S.W. First Avenue between Morrison and Oak Street; and 3) that the incentives for provision of special landscaping treatment and/or public spaces be investigated as part of the Bureau's downtown height and bulk analysis for the area around the Morrison Bridgehead.

Mr. Baily asked why the recommendations stopped at Morrison when the easterly light rail alignment ran on Yamhill. Mr. Sandblast responded that there had already been an extensive review of the downtown light rail in the historic districts and that those areas had been covered in the conceptual plan that the Commission had reviewed and Council approved. He stated the area that had not been addressed was the bridgehead area between Morrison and Oak which was between the two historic districts.

Mrs. Smith asked why it was proposed that the policy be discussed further with the historic district advisory councils if the historic districts had already been addressed and if the recommendation was related to whether there should be discussion with the councils as to how the policy applied to them or how they felt about the area between Morrison and Oak. Ms. Wentworth responded that PDC had proposed the amendment as a result of their work with the historic districts because there had been questions raised as to whether it was wise to extend both the required retail uses and building lines to the two historic districts.

Mr. Bentley inquired how the Commission could determine what amendments had been made since their review of the document in the agenda. He stated that it was confusing to have the revised sheets reflect not only changes presented in the document as originally reviewed, but changes made since the document was distributed. Mr. Katz stated that if the Commission was confused, that perhaps also the public wishing to testify might also have some difficulty with their testimony and how it related to the changes.

(At 8:24 p.m., Mr. Eugene Feltz joined the meeting.)

There was no public testimony on the Downtown Segment of the Program.

### Holladay Segment

Mr. Gerber then showed slides of the Holladay Segment area. He stated that in the Holladay Segment there would be three stations, all at grade, and along Holladay Street at the I-5 Freeway, at the Union/Grand intersection, and at Holladay Park.

Ms. Wentworth stated that the intent of the recommendations for the Holladay Street Segment were: 1) to encourage pedestrian activity along the entire

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Holladay Street corridor, from Holladay Park to the waterfront and to provide a strong link between activity centers along it; 2) to provide continuous design treatment within the right-of-way along Holladay Street that repeats that of the station blocks to indicate the appropriate path between stations to pedestrians; 3) to provide visual cues to pedestrains at intersections that will guide persons readily or within a north/south path between buildings, activities and the light rail stations; and 4) to encourage near and intermediate term development close to the light rail line. She stated the proposed recommendations which may have the greatest impact were: the changing of the direction of traffic flow from one to two-way between N.E. 9th and N.E. 11th on N.E. Lloyd Boulevard; expansion of the existing C3 Local Commercial Zone to the entire Holladay Street Segment boundary except the area south of the Banfield Freeway; and a study to be conducted by the Bureau of Planning staff to develop design criteria and guidelines for a design review overlay zone for the existing and expanded C3 and RH zoned areas. She pointed out there was a new amendment on the Revised Sheets which was not in the document and was not directly related to the Transit Station Area Planning Program, but was an issue that needed to be resolved. She said that during their study it was pointed out that there existed anomalies within the Zoning Code which dealt with building orientation for superblocks and floor area ratios where a C3 and RH zone abut one another. She stated it was the staff's recommendation that the Planning Commission direct staff to return to the Commission with proposed amendments to the Code after an analysis of the effect of correcting the anomalies would have on other similarly zoned areas.

Mrs. Smith asked if the anomaly would exist even if the zone were C2. Ms. Wentworth responded there would still be a problem.

Mr. Bentley asked if the recommendation regarding design review meant that the staff was backing off the original design review recommendation. Ms. Wentworth said that was correct and that the new recommendation would give the staff and private property owners the opportunity to arrive at some consensus of what guidelines and criteria would suit all the parties involved.

Mr. Bentley asked if the design review criteria would be different than what is presently used. Ms. Wentworth said there already existed criteria for the downtown, that criteria was being established for the Terwilliger Design Zone, and because the Holladay area would be unlike those areas it would require its own design criteria.

Mr. Baily stated that the recommendations seemed vague and required additional study. He said he was not quite sure what the Commission was being asked to consider for action. Ms. Wentworth stated that the staff was requesting the Commission to recommend a number of things: 1) to further strengthen recommendations for capital improvements to be made along the Holladay Street corridor to reinforce the fact that it was a continuous system for pedestrians between the Willamette River and the Lloyd Center area; 2) that the C3 zone and the Comprehensive Plan designation area be extended to that area that was formerly adopted by the Planning Commission in the Comprehensive Plan process but changed by the Council to cover a smaller area in the pedestrian districts;

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and 3) to recommend that the Planning staff look more carefully at design review issues. She pointed out that if funding had been available for the original study period, they might have been able to complete the additional study on design review.

Mr. Katz asked if the difference between the C3 and C2 zone was that the C3 was more transit oriented. Ms. Wentworth responded that that was correct and clarified that the difference was the way the parking was treated and access to the parking. More specifically, she said, the Code required that in the C3 zone the uses within it are to be related to direct users, and that the minimum parking allowed in surface lots in the C2 zone would be the maximum allowed in the C3 zone. Mr. Bentley asked if the RH zoning in the area would remain. Ms. Wentworth replied that it would.

Mr. Bentley then asked for public testimony on the Holladay Segment.

Mr. Robert G. Cameron, Executive Vice President, Lloyd Corporation, 1050 Lloyd Building, 700 N.E. Multnomah, 97232, thanked the staff and Planning Commission for trying to lead them through the maze of confusion and explain it to them. He stated that he had seen the report for the first time that morning and that the consultant retained by the Lloyd Corporation had seen it only a few days earlier, and that they both had not received the amendments until the day of the hearing. He stated that although the staff had been very cooperative in dealing with them, they were still concerned because they didn't quite understand what was encompassed in the document.

Mr. Cameron stated that the Lloyd Corporation was adamently opposed to design review because the City would be imposing design review not on the area, but on Lloyd Corporation. He stated that the Lloyd Corporation took a great deal of pride in what they had accomplished in the area and didn't feel they needed design review.

Mr. Bentley asked Mr. Cameron if he saw any advantage of having design review in order to control other development around the Lloyd Corporation which might not be as concerned as the Lloyd Corporation in their design. Mr. Cameron stated they were concerned about what went on in their area and because they held a piece of almost every block in the area, they could control their own area pretty good and instill the same sense of pride to other developers. He said they had thus far been able to do that and therefore saw no merit to design review.

Mr. Katz pointed out that there would be substantial public investment from Tri-Met and the City, particularly along the transit corridor, and that while the recommendation for the design review area might encompass more area than necessary to protect the public monies invested, there should be some assurance that there would be no incompatible development which would frustrate the objective of enticing transit users.

Mr. Cameron stated that for the record he was opposed to design review, however, personally he was not that adament against design review along the corridor,

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depending on what the boundaries of the corridor were. Mr. Katz pointed out that there was an example in the area where a development was not treated with the sensitivity it should have been. Mr. Cameron stated that that particular example would never happen again.

Mr. Baily asked Mr. Cameron if he was concerned about the extenion of the C3 zone. Mr. Cameron replied that his consultant would respond to that but did say they had some concern about the extension if certain things weren't done. He said he couldn't tell from the document if those things were being done.

Mr. Howard McKee, Skidmore, Owings & Merrill, 900 S.W. Fifth Avenue, 97204, representing the Lloyd Corporation, presented the Commission with the Lloyd Corporation's written statement which addressed the revised recommendations (a copy of the statement is attached to the minutes of the meeting). He stated it would be helpful if a single document were prepared to consolidate the precise recommendations so that all parties involved would understand the intent of each proposal. He then read into the record the Lloyd Corporation's response to the Revised Summary of Staff Recommendation. He stated that the Lloyd Corporation supported the overall goals and objectives of TSAPP, as well as the amended objectives, but that their support was conditioned on the following: The Planning Commission's approval of the staff recommendation that anomalies in the building orientation restrictions on superblock sites and certain F.A.R. inconsistencies be resolved within six months; 2) that the Planning Commission withhold discussion and approval of the Development and Design Concepts until the affected property owners could assess the impacts of the specific concepts and prepare a well-considered response, and 3) opposition to any design review overlay.

Mrs. Smith stated she thoughtthe Development and Design Concepts were an expression of the staff's conception of what could happen in the area but that it had no real impact on what would actually happen. Mr. McKee stated that that was part of the lack of clarity as to what was intended. He stated there were some suggested circulation diagrams and proposals which were unclear as to what their implications were. Mrs. Smith commented that she thought the Development and Design Concepts were so conceptual as to be worth ignoring for their consideration, with the exception of making 9th and 13th two-way. She also noted surprise that the Lloyd Corporation was interested in expanding the C3 zone, given the discussions that took place during the Comprehensive Plan hearings. She stated she had come into the hearing opposed to the expansion for two reasons: that the district and the requirements laid out would work well enough with the zoning that existed; and that if the C3 were to be expanded she saw nothing in the document which explained what the effect would be on some of the existing land uses in the area.

Mr. McKee stated that their support for the C3 basically had to do with simplifying the rules and knowing precisely what the review procedures would be and, since it was all within the transit influenced area, they saw no great harm in terms of development if it were consolidated into a single zoning category.

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Mr. Harrison stated that the rationale for the consideration of the design zone concept had two bases: 1) recognition of the specialness of the Lloyd Center and the development activity going on there, and 2) the concern about the reinforcement of the pedestrian connection and the pedestrian system in the area and how it related to the light rail. He stated the design zone concept was a substitution for a number of previously suggested regulations considered which would have been very restrictive.

#### Hollywood Segment

Mr. Gerber showed slides of the Hollywood Segment area. Mr. Harrison stated that the bulk of the presentation on the Hollywood Segment would be made by the consultants retained to study the Hollywood area. He stated the staff recommendations which were not included in the consultants' work were basically the change in zoning which returned the original Planning Commission recommendation of an expanded C3 area in the Hollywood area; to consider the potential that the Hollywood District has for achieving historic conservation district status; and to consider the application of the new citywide sign regulations bright light district concept for part or all of the Hollywood District. He said another staff recommendation dealt with the recognition of the potential for an urban renewal district in the Hollywood area, and while the recommendation did not call for the creation of an urban renewal district, it would recognize that the area fits the state's criteria for such a designation.

Ms. Vicki Pflaumer, Region West Research Consultants, 520 S.W. 6th Avenue, Suite 1107, 97204, presented the market analysis completed for the Hollywood District. She stated that a survey of over 525 pedestrians was conducted in the area which was compared to the area's trade potential. She said the results indicated that there was the potential for the development of approximately 12,000 to 15,000 square feet of retail space, and that there was a need for magnet stores to bring people into the area. She stated the major potential in the area was for office space and that up to 200,000 to 250,000 square feet could be developed, which would help support the retail. She also stated that there was the potential for up to 100 units of housing, primarily for the elderly. Ms. Pflaumer said that most of the recommendations and findings of the analysis were centered on private action and private/public cooperation. She stated the principal problems that pedestrians found in the area were traffic, parking, building appearance and variety of shops; and that the greatest asset was the convenience to residences and downtown Portland.

Mr. Lyle Stewart, Patterson, Stewart & Associates, 45 Hawthorne, Medford, 97501, architect and planner retained by the City to assist in the development of the Hollywood Development Program (a copy of which is attached to the minutes), stated that the transit station will give the Hollywood area a shot in the arm which if taken advantage of by other public and private actions would provide attainment of the area's objectives. He stated parking was one of the major problems in the area, not that there weren't enough spaces in the area but that there was a perception that there was a problem. He stated that parking needed to be visable and easily accessible, and that after additional retail and office development in the area, up to three parking

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structures would be justified for workers and customers in the area. He stated if all the development opportunities were taken advantage of, it would create the potential for 1,500 new employees in the area.

Mr. Stewart stated that the implementation strategies for the program were outlined in the report before the Commission. He said one of the implementation strategies which raised the most eyebrows was the urban renewal question. He said the state law set forth the criteria for designating an area an urban renewal area. In their study, he said, they had looked at every building in the area and judged its condition, and although there were very few buildings in bad shape, there were a lot of them that needed rehabilitation. He stated the traffic problems and the parking problems also related to the criteria for qualification. In addition, he said, the diverse ownerships and the difficulty for any one person or business to implement a project without some public involvement could be very difficult and that the urban renewal designation was only one of many techniques that could be employed to bring the program about. He stated it was his judgment that the area qualified as an urban renewal area. He stated the bulk of the improvements needed in the area could be accomplished by creating local improvement districts, however there would be a need for assistance in assembling property. He said it was recommended that some of the City's capital improvements funding be concentrated in the area to provide street trees, sidewalk improvements and wheelchair ramps, as well as other amenities to enhance the area.

Mr. Bentley then asked for public testimony.

Mr. Terry Parker, 1527 N.E. 65th Avenue, 97213, testified that although he had not been involved in the planning for the Hollywood District, he had been a member of the Transit Citizens Advisory Committee for 4½ years. He was concerned there were not enough parking spaces at the Hollywood, 60th and 82nd Avenue transit stations because only three spaces were being provided for the drop off and pick up of passengers. He stated there was a need at one of the stations for a park 'n ride facility. His second concern was related to the Hollywood District and urged that the report address the issue of attracting local money rather than out of town development money for the rehabilitation of the area. His third concern was related to the proposed McDonald's in the Hollywood District and how it didn't seem to meet the objectives of the transportation and historical designation plan for the area. Mr. Sandblast stated that McDonald's had withdrawn their request to locate in the Hollywood area.

Mr. Paul Clark, President, Hollywood Boosters, 4035 N.E. Sandy Boulevard, 97216, stated that the Hollywood Boosters, along with the Hollywood Neighborhood Association, had spent nearly a year helping to develop the programs before the Commission. He stated that he felt the public investment which had already been committed to the area had increased development potential and that investment should be protected and capitalized upon. He said without a plan, development would be haphazard and there was a need for positive direction. He urged the Commission to approve the proposals so that the Hollywood area could achieve its potential in the future. He stated the staff's recommendation for the zone change from C2 to C3 had not been studied thoroughly

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by the area and they would like the opportunity to review its implications. He stated the Hollywood Program had been addressed using the existing zoning and that they would like a little more time to review the impact the C3 might have on the area. He said they should have the opportunity to talk on a one to one basis with the people who will be affected by the change.

Mrs. Smith stated that outside the establishment of a Local Improvement District or urban renewal designation, she didn't know how the public was going to be able to help implement the Plan, and that some of the ideas seemed personal to the district. Mr. Clark stated that it needed to be understood that the program was a directional instrument for public and private development.

Mr. Norman Stoll, 3830 N.E. Hancock Street, 97212, member of the Hollywood Boosters and Hollywood Neighborhood Association, expressed thanks to Mr. Stewart and Ms. Pflaumer and everyone else involved in the study. He stated that the plan was a good and equitable solution to the traffic problems. He stated more specifically that the neighborhood association and Boosters would like to suggest that there be consideration of the provision of a community room, which could also serve as the new Hollywood Senior Center, which could be located in the open area where the Tri-Met buses and the transit station met.

## 60th Avenue and 82nd Avenue Segment

Mr. Gerber showed slides of the 60th and 82nd station areas, and described the development potential for the areas. He stated the major problem with the two stations was the need for pedestrian connections because the stations were bisected by the Banfield Freeway.

Ms. Wentworth stated the intent of the recommendations for the 60th Avenue station area were: 1) intensify the residential uses existing; 2) encourage new neighborhood commercial concentrations adjacent to the light rail station; and 3) encourage better pedestrian/bicycle connections within the public right-of-way between employment areas, neighborhood commercial and residential areas. Ms. Wentworth then reviewed the recommendations contained in the Revised Summary for the 60th Avenue station area.

Mrs. Smith asked how neighborhood commercial uses were to be encouraged. She said zoning might be one of the ways but didn't see any zoning changes recommended. Ms. Wentworth stated that they were not looking at changing any of the zoning pattern or any of the comprehensive plan designations. She stated that they could encourage a potential developer, if he came to the City to ask about development plans in the area, to develop some kind of neighborhood commercial near the station rather than to develop an allowable use within the M3 zone adjacent to the station.

Ms. Wentworth stated the intent of the recommendations for the 82nd Avenue station area were basically the same as for the 60th Avenue station: 1) to concentrate commercial activity near the light rail transit station, and 2) to encourage better pedestrian/bicycle connections within the public right-of-way between employment areas, neighborhood commercial and residential areas. She then reviewed the recommendations contained in the Revised Summary.

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There was no public testimony on the 60th Avenue or 82nd Avenue station area recommendations.

Mr. Katz stated that because the Commission was a little bit frustrated by the difficulty they had had in trying to manage at least three different documents which did not link together as well as one might hope, that perhaps the appropriate thing to do was to have the staff put everything together in one document. He said that would also allow those people who were particularly affected by the recommendations an opportunity to look them over.

Mr. Sandblast asked that the Commissioners state their concerns and comments regarding the major issues in order to give direction to the staff for revising the document.

Mr. Bentley stated that he would like to see all the material pulled together so the Commission would have a final document to look at to make a decision.

Mr. Katz stated he liked the idea of extending the C3 zoning and indicated that the Lloyd Corporation's conditions seemed reasonable and should be considered. As to design review, Mr. Katz stated he was not in favor of extending design review over the entire area but was in favor of extending design review within 100 feet of the centerline in the corridor, which would be a half city block on each side. He said his reasons were that since there would be a substantial public investment in the corridor that there was the right to expect that treatment be compatible with the investment.

Mrs. Smith stated she agreed with Mr. Katz as far as the design review in the corridor area only. She said that it should be stipulated that within the corridor, public as well as private entities should be subject to design review because there was a whole wish list of capital improvements that needed to be coordinated.

Mr. Baily stated he looked with some favor on design review along the corridor but was adamently opposed to dividing it at the half block. He said if there was design review it should cover the full block area because half block would create problems for full block developments.

Mrs. Smith asked that the staff bring back to the Commission an analysis of what the impacts would be if there was only half block design review overlay so the Commission could determine if there was a reason for Mr. Baily's concern.

Mr. Katz stated he wasn't interested in design review for the full block because all he wanted to see happen was assurance that the public investment would not be imperiled or jeopardized by careless or reckless development along the corridor.

Mr. Bentley stated he agreed that there should be some design considerations along the corridor just to be sure that everything that was built along the

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corridor related to the public transit system. He stated the half block would be fine because his concern was along the side of the block that related to the corridor.

Mrs. Smith suggested that the design requirements could simply be the prohibition of blank walls along the light rail corridor.

Mr. Sandblast suggested that the staff provide a response to how it might be handled.

Mr. Baily asked if there was a time problem of when a decision needed to be made. Mr. Sandblast responded there was not a critical time problem but that they would like to get the program wrapped up before the end of the fiscal year. Mr. Baily stated he was more interested in having a complete report than he was in having a hurried report.

Mrs. Smith said she'd like to make a few comments about the different segments. In the Hollywood Segment, she said if the C3 was to be extended throughout the district that it should be done in consultation with the interested parties in the area. She said that as far as the market report and development plan for the district, it was a commendable report but she wasn't sure what the public role might be except to encourage that certain things happen.

Mrs. Smith stated she had some serious concerns about the Downtown Segment. She stated the additional wording in the report under Segment Objectives was either redundant or ridiculous and gave the example that the additional wording "along the light rail corridor" was unnecessary because all the downtown goals and guidelines said strengthen the downtown as a strong commercial, retail, service, cultural and high density housing center. She said her comments also appplied to the Goose Hollow Neighborhood statement. She said it was already zoned high residential in the Comprehensive Plan and there was the possibility of misleading other public jurisdictions with the statements related to the light rail. As to the requirement for retail between Morrison and Oak, she said retail was an emphasis in downtown and would rather see the marketplace exert the discipline in that area. She noted that it was interesting that the Morrison Street development impact was not cited in the document even though vague references were made to it.

Ms. Wentworth responded that it was the opinion of the economic consultant that the light rail would have a definite impact in downtown and that the bulk of the impact would be primarily along First Avenue rather than on Morrison and Yamhill. Mrs. Smith asked if the consultant had analyzed whether requiring retail along First Avenue might not bleed retail out of the rest of the core. She said retail had not been an easy thing to develop in downtown even with their encouragement, and thought it was imposition on developers to put a constraint on them.

Mr. Baily stated that it seemed to him they were getting into an area they couldn't control because it depended on private development what would be

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developed there. Ms. Wentworth said that in terms of extending the retail core functions it could be controlled. Mr. Baily said if nobody wanted to go down and develop along Frist they couldn't be forced. Ms. Wentworth stated the intent was to establish specialty retail and restaurants along First Avenue to provide, over the long term, a very active and interesting place, especially between the two historic districts where there now existed a void. Mr. Baily stated he had some personal concern that there may not be any demand for additional retail space downtown, and felt that the day of the specialty shop downtown was very limited.

The meeting was adjourned at 10:44 P.M.

Respectfully submitted,

Terry D. Sandblast, Director Bureau of Planning

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## Transit Station Area Planning Program (TSAPP)

Mr. Michael Harrison, Land Use Planning, was in attendance to present the staff report and recommendation. Mr. Harrison explained that this document was last heard by the Portland City Planning Commission, May 25, 1982 and has been reformatted to clarify and delineate goals and objectives, recommendations, findings and measures implementing the program recommendations.

He summarized the background of the Transit Station Area Planning Program (TSAPP), the purpose, what the format was and a quick summary of the recommendations. The purpose of the study was to prepare detailed land use plans, determine development potential and to specify implementation measures for each of the light rail stations located within the City of Portland. This program was initiated to ensure that public investments in light rail and private investments were coordinated.

He explained the format of the report was divided into four separate documents for each segment of the Banfield Light Rail Alignment plus an appendix. (See proposed documents appended to these minutes.) These reports included: the Downtown Segment, Holladay Street Segment and the Hollywood Station Area. The 60th and 82nd Avenue Station Areas were combined into one document. The appendix follows the station area reports and included a summarization of the 20 year market demand information, technical and citizen advisory committee meeting dates and an evaluation matrix of land use alternatives investigated for each station area, design review methods in other jurisdictions and a summary of zones and capital improvements in the station areas.

Mr. Harrison explained that the staff recommends the Planning Commission review and adopt:

- 1. The revised goals and objectives for the Downtown and Holladay Street Segments, 60th Avenue and 82nd Avenue Station areas (in capital letters).
- 2. Goals and objectives prescribed for the Hollywood Station Area which have not previously been adopted by the Planning Commission. These goals and objectives were formulated as a part of the Hollywood Development Program process. One amendment to the TSAPP objectives adopted by the Planning Commission for the Hollywood Station Area is also recommended.
- 3. Recommendations listed for each station area, as shown in capital letters.

He explained that the support information and implementation measures were not before the Commission at this time for adoption, but to use as background.

Mr. Harrison reviewed each document and explained each transit station recommendation. These recommendations included:

# Downtown Segment

- Required Retail Uses
- 2. Required Building Lines
- 3. Incentive for Special Cityscape Treatment (recommendation for additional study to incorporate into the Downtown Height and Bulk Study)

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# Holladay Street Segment

Expansion of the Existing C3 Local Commercial Zone

C3 Zoning Code Amendments - Open Lot Parking and Access C3 Zoning Code Amendments - Bicycle Parking

3.

Zoning Code Amendments - Covered Bicycle Parking

Public Capital Improvements - City Responsibilities: Coliseum Station Area Pedestrian Connection

Holladay Park Station Area Traffic Flow 6.

Coliseum Station Area Design Zone Guidelines

Park 'n Ride Monitoring Program 8.

- Special Related Amendments Building Orientation and Floor Area Code Inconsistencies
- 10. Design Review Discussion and Recommendation

Mr. Harrison stated that of the ten recommendations, staff suggested that the Planning Commission take action and approve Recommendations 3, 4, 5, 6, 7, 8, and 10 and that the Planning Commission defer action on Recommendations 1 and He explained that those recommendations called for expansion of the C3 zone and for amendment of the C3 zone to provide additional regulations and location of parking access and open lot parking in proximity to a light rail alignment or a light rail station. It is the staff's recommendation that consideration of these recommendations be postponed and reviewed in conjunction with the produce of Recommendations 7 and 10. The staff's reason for this is to allow issues raised by recommendations 1 and 2, concerning the zoning boundaries, access, building orientation, pedestrian improvements, to be looked at in context of Design Review. Deferring action on these recommendations until they can be considered in concert with respect to design guidelines and design review mechanisms to meet the circumstances in the Holladay Segment should produce more understandable regulations.

Mr. Bahls pointed out that it might be determined that specific regulations could do the job rather than a committee system of design review and should be investigated.

# Hollywood Station Area

- Endorsement of the Concept of a Development Program in the Hollywood District
- Public Capital Improvements City Responsibilities: Endorse the Continued High Priority of Capital Improvement Programming of District-Wide Street Lighting, Street Trees and Curb Ramps

3. C3 Zone Expansion

- Historic Conservation or Historic District and Bright Light Sign District
- Park 'n Ride Monitoring Program

# 60th and 82nd Avenue Station Areas

## 60th:

- Private Capital Improvements: Pedestrian Connections
- Public Capital Improvements: Pedestrian Connections 2.
- Park 'n Ride Monitoring Program

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Private Capital Improvements: Pedestrian Connections

Park 'n Ride Monitoring Program

Mr. Bahls thanked Mr. Harrison for his presentation and asked for public testimony.

Robert Cameron, 700 N.E. Multnomah Avenue, Vice-President of the Lloyd Corporation, testified on behalf of the Lloyd Corporation stating that he wanted to remind the Planning Commission that the Lloyd Corporation had a unique position in the city; in the heart of the city but not really part of the city. He explained that the Lloyd Corporation had no means of receiving public funds to develop, and that all developments are private enterprises and all improvements are done at their expense. He supported the decision to defer action on recommendations 1 and 2 in the Holladay Street Segment. However, he respectfully requested that by deferral, the Planning Commission does not get involved in another never ending study.

He continued that the Lloyd Corporation was willing to discuss the feasibility of Design Review as it related to transit in the immediate vicinity of the light rail line. He stated that the discussion presented in staff's report covers issues that are not transit related and extend beyond areas impacted by the LRT. Therefore, Lloyd Corporation opposed the current recommendation because it reopened issues that were resolved a year ago with the adoption of the Comprehensive Plan. Furthermore, he stated, the wording failed to make clear that the Planning Commission was not endorsing a Design Review procedure but recommending a study to determine its merit. (Mr. Cameron submitted a written statement which is appended to these minutes.)

Mr. Katz commented that it was his recollextion at the May 1982 meeting on the matter that some members of the Planning Commission did not favor design review penetrating throughout the entire Lloyd Center complex, but only along Holladay Street. Mr. Harrison recollected that it was the Commission's directive to staff to investigate options and present that to the Planning Commission; advantages and disadvantages of the different options.

Mr. Katz wanted the record to reflect that his recollection at the May hearing was that he did not think it was useful for the Planning Commission to superimpose design review, but, the point that was made was that there was a very substantial public investment being put in place along Holladay Street and that there should be public protection along the areas where public money would be

<u>Vittz Ramsdell</u>, 550 N.E. Columbia Blvd., representing Roberts Motors, testified that he wished to address two items relative to Holladay Street. He wanted to recommend for Recommendation 2 that action include a change in the first line to read: "Prohibit  $\underline{\text{new}}$  open lot parking in the C3 zone within 100' of either edge of Holladay Street." He recommended, also, that the open lot parking and access restrictions apply only to the C3 zones as outlined, not to M3. The reason for the request was because the current parking availability which he had on his lot was less than a quarter of what the minimum now required under M3. The only way he felt he could get additional parking would be to pick a 30 year or older building and remove it to provide for parking, and that there was no other way to meet parking needs.

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Paul Clark, 5734 S.E. 39th, President of the Hollywood Boosters, testified that the Hollywood business community encouraged the adoption of the staff recommendation. He was concerned about the proposed zone change in the area east of the transit station, south of Halsey which was currently zoned C2. He explained that the Hollywood Development Plan identified the area as C2 and recommended that this zone was appropriate for future development. He requested that the area known as Copeland Lumber Yard, which was approximately 75,000 feet, be taken into consideration, and retain that portion east of the transit station as C2 and not the recommended C3 zone.

<u>Allen Peters</u>, 221 N.E. Holladay Street, testified that he was concerned about the limited parking in the area as it now exists and questioned what would happen when the light rail transit station was built and traffic increased.

There was no further testimony.

Ms. Finch-Tepper asked why design review was only being requested at the Holladay Street Segment. Mr. Katz responded that it was felt that design review was needed, at least with respect to the Lloyd Corporation, because there was a large public investment going in place and the Lloyd Corporation had just completed the Red Lion Inn Building facing on Holladay Street which was not aesthetically pleasing and faced on the superblock. The public has a right to protect their interests when there is such a large public investment.

Ms. Finch-Tepper felt that all areas should require design review or not at all. Mr. Harrison explained that all options would be looked at during the study.

Mr. Sandblast stated that the Portland Development Commission had submitted a letter of comments in regards to the Hollywood Station Area TSAPP recommended program (appended to these minutes). He explained that the PDC was agreeing with the concept of the Hollywood Development scheme that was being recommended, generally. They were concerned with some of the objectives which related to the use of public resources which were not currently available and that may be minimal in the future. They stated that they would work with the Hollywood District in terms of the transportation area and the area between Halsey and Sandy which were portions of the concept plan.

MOTION: Ms. Finch-Tepper moved approval of the staff recommendation as amended by staff. Mr. Feltz seconded.

The Vote Was: Ayes--Baily, .\_Itz, Finch-Tepper, Katz, Running, Bahls Nays--None.

## Consent Agenda

(Mr. Feltz declared a conflict of interest in this case.)

V 24-82: Vacation of N.W. 17th Avenue between N.W. Couch and N.W. Davis

Ms. Cary Pinard was in attendance to present the staff report and recommendation. Ms. Finch-Tepper asked that this item be set aside for two reasons. She felt that the rationale was to close the street to make it easier for the St. Mary's Catholic School staff to park and did not think that was a valid rationale to close the street.

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# APPENDIX IV PARTIES NOTIFIED

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Lloyd Corp by Wallace, Helen
Mobil Oil Corp - 1503 NE 7th
Ad Valorem Tax Dept. Portland, OR 97220 Del Monty Corp. 1425 NE Irving Lloyd Plaza #205 612 S. Flower St. Portland, OR 97232 San Francisco, CA 90054 Oliphant & Bates Ins. Kenneth V. Allison 6445 NE Union Ave. Portland, OR 97211 Shell Oil Co. 35 NE Weidler 1425 NE Irving Portland, OR 97232 Lloyd Plaza #222 Portland, OR 97232 C.I.M. Insurance Corp. 1425 NE Irving Lloyd Plaza #309 Johnston Brothers Wirtz, Harry G. to R. & M. Secolo 51 NE Weidler Portland, OR 97232 3621 SE Insley Portland, OR 97232 Portland, OR 97202 Panek, C. & A. By Ed Lemar's Arco Motors Insurance Corp. Union Oil Co. 1425 NE Irving Lloyd Plaza #309 84 NE Weidler Attn. Property Tax Division Portland, OR 97232 P.O. Box 7600 Portland, OR 97232 Los Angeles, CA 90051 Ameritone Paint & Wall Cover General Motors Acceptance Corp Driever, A. & M. 1425 NE Irving 1012 NE Weidler 121 NE Weidler Portland, OR 97232 Portland, OR 97232 Lloyd Plaza #311 Portland, OR 97232 Albert F. Hodgin 203 NE Weidler Lloyd Crop. to US Bur. of Indian Affairs 1425 NE Irving Canadian Imperial Bank of Lloyd Plaza #400 Portland, OR 97232 Commerce 905 NE Halsey Portland, OR 97232 Portland, OR 97232 83 Berenson, M.; Galton, C.; Love's Wood Pit Barbecue Holden, R & D. By Galton, Z. 220 NE Weidler Portland, OR 97232 Portland, OR 97201 Lloyd Corp. To. Skippers Inc. #156 14450 NE 29th Pl. #200 City of Portland 1700 SW 4th A.A. Ambulance Service
401 NE Weidler Portland, OR 97204 Portland, OR 97232 Bellevue, WA 98007 Carpenter, W. TR. & Soley, L. & King, J. TR. 411 NE 22nd Burger King Barbara D. Frye 730 NE Weidler, #1 632 NE Weidler Portland, OR 97232 Portland, OR 97232 Portland, OR 97232 Stephenson, FD/Olson, AL et al To Stark, B.K. Corp. Skippers Fish & Chips Tracy M. Howell cto Joseph Angel 730 NE Weidler, #2 701 NE Weidler 1523 NE 6th Portland, OR 97232 Portland, OR 97232 Portland, OR 97232 Restaurant Management N.W. Inc. Grace Memorian Episcopal Churches Fried Chicken 1523 NE 6th Church 1535 NE Weidler 706 NE Weidler Portland, OR 97232

Portland, OR 97232

Portland, OR 97232

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	Oregon Dump Truck Assn. 123 NE Oregon Portland, OR 97232	Ponderosa Enterprises 128 NE Pacific Portland, OR 97232	Archie Bullis 730 NE Pacific #9 Portland, OR 97232
	Custom Hospital Products 208 NE Oregon St. Portland, OR 97232	Sun Light Energy Systems 123 NE Pacific Portland, OR 97232	Mrs. Joan B. Perry 730 NE Pacific, #10 Portland, OR 97232
	Custom Hospital Products 210 NE Oregon Portland, OR 97232	Green Tree Development 123 NE Pacific Portland, OR 97232	Sears Roebuck & Co. 537 NE Irving Portland, OR 97232
	State Adult-Family Svs. Div. 311 NE Oregon Portland, OR 97232	Alternate Energy 123 NE Pacific Portland, OR 97232	US Bur. of Indian Affairs 1425 NE Irving Lloyd Plaza, #10 Portland, OR 97232
	Rustler Steak House 425 NE Oregon Portland, OR 97232	Bonneville Power Adm. 630 NE Pacific Portland, OR 97232	US Geological Survey 1425 NE Irving Lloyd Plaza, #100 Portland, OR 97232
84	US Bur. of Land Management 729 NE Oregon Portland, OR 97232	Francis I. Northrup 730 NE Pacific, #2 Portland, OR 97232	Carl T. Clark Insurance 1425 NE Irving Lloyd Plaza, #102 Portland, OR 97232
-	US Dept. of Interior 729 NE Oregon Portland, OR 97232	Mrs. Lavon Jensen 730 NE Pacific, #3 Portland, OR 97232	Paul W. King Insurance 1425 NE Irving Lloyd Plaza, #102 Portland, OR 97232
	Clifford Menning Snack Bar 811 NE Oregon Portland, OR 97232	Perle E. Husted 730 NE Pacific, #4 Portland, OR 97232	Hugh McCredie III Acct. 1425 NE Irving Lloyd Plaza, #103 Portland, OR 97232
	U.S. Dept. of Energy 811 NE Oregon Portland, OR 97232	Maureen L. Trullinger 730 NE Pacific, #5 Portland, OR 97232	Seapool Inc. 1425 NE Irving Lloyd Plaza, #104 Portland, OR 97232
	US National Marine Fisheries 811 NE Oregon Portland, OR 97232	James L. Hall 730 NE Pacific, #6 Portland, OR 97232	US Bur. Indian Affairs 1425 NE Irving Lloyd Plaza, #105 Portland, OR 97232
	Far West Energy Savers 123 NE Pacific Portland, OR 97232	Rose H. Smith 730 NE Pacific #7 Portland, OR 97232	US Dept. of Interior 1425 NE Irving Lloyd Plaza, #112 Portland, OR 97232
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Sandra Blalock 730 NE Weidler, #15 Portland, OR 97232	Fred W. Kiddle 730 NE Weidler, #28 Portland, OR 97232	City Fire Bur. Engine No. 13 926 NE Weidler Portland, OR 97232
Mary L. Langton	Donald D. Warndahl	Marie J. Driever
730 NE Weidler, #16	731 NE Weidler	1010 NE Weidler
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
James A. Patton	Engine House Pizza Co.	Mrs. Marie G. Driever
730 NE Weidler, #17	825 NE Weidler	1012 NE Weidler
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
Mrs. Ruth F. Tompkins	Irwin Brokenshire	Edw. A. Reisinger
730 NE Weidler, #18	1410 NE Weidler, #1	1016 NE Weidler
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
Karen Freemantle	Lorriane N. Mattingly	Mrs. Mary D. Goetsch
730 NE Weidler, #20	1410 NE Weidler, #2	1410 NE Weidler, #22
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
Geo. F. Lovell	Axel Carlson	Mr. John J. Murphy
730 NE Weidler, #21	1410 NE Weidler, #3	1410 NE Weidler, #23
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
85		
Patk. Curry	Robt. R. Cubic	Vincent F. Wolfenden
730 NE Weidler, #22	1410 NE Weidler, #4	1410 NE Weidler, #24
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
Gloria Lusby	Mrs. Mamie Lake	Gaylord W. Staffen
730 NE Weidler, #24	1410 NE Weidler, #5	1410 NE Weidler, #25
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
Eliz. I. Pederson	Deette Dockendorf	Mrs. Dorcas M. Gabriel
730 NE Weidler, #25	1410 NE Weidler, #6	1410 NE Weidler, #26
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
Darrell C. Brand	G. Hammerstad	Mrs. Kath. Miller
730 NE Weidler, #26	1410 NE Weidler, #7	1410 NE Weidler, #27
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232
Mark A. Moore	Edw. P. Macaisak	Lloyd Center Union Svs.
730 NE Weidler, #27	1410 NE Weidler, #21	1434 NE Weidler
Portland, OR 97232	Portland, OR 97232	Portland, OR 97232

Reliance Management Corp. 500 NE Multnomah Lloyd Five Hundred Bldg. Portland, OR 97232

B. Drake D-Willock Co. 500 NE Multnomah Lloyd Five Hundred Bldg. 13th Fl. Portland, OR 97232

The Austin Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #1400 Portland, OR 97232

Dean Witter Reynolds Inc. 500 NE Multnomah Lloyd Five Hundred Bldg. #1403 Portland, OR 97232

US Fish & Wildlife Svs. 500 NE Multnomah Lloyd Five Hundred Bldg. 15th Fl. Portland, OR 97232

U.S. Fish & Wildlife Svs. 500 NE Multnomah Lloyd Five Hundred Bldg. 16th Fl. Portland, OR 97232

General Electric Info. Svs. 500 NE Multnomah Lloyd Five Hundred Bldg. #1450 Portland, OR 97232

U.S. Fish & Wildlife Svs. 500 NE Multnomah Lloyd Five Hundred Bldg. #1490 Portland, OR 97232

U.S. Dept of the Interior 500 NE Multnomah Lloyd Five Hundred Bldg. #1490 Portland, OR 97232

Northwest Orient Airlines Inc. 700 NE Multnomah Lloyd Bldg., #120 Portland, OR 97232

Oregon Mutual Savings Bank 700 NE Multnomah Lloyd Bldg., #140 Portland, OR 97232 Pacific Power & Light 700 NE Multnomah Lloyd Building, #190 Portland, OR 97232

Mutual Life Ins. Co. of New York 700 NE Multnomah Lloyd Bldg., #200 Portland, OR 97232

Electrical Contractors Bid Reg. 700 NE Multnomah Lloyd Bldg., #256 Portland, OR 97232

West Coast Orient Co. 700 NE Multnomah Lloyd Bldg., #256 Portland, OR 97232

Harbor Administrators Group 700 NE Multnomah Lloyd Bldg., #284 Portland, OR 97232

San Joaquin Admin. Inc. 700 NE Multnomah Lloyd Bldg., #284 Portland, OR 97232

Mutual of New York 700 NE Multnomah Lloyd Bldg., #296 Portland, OR 97232

Tiffany Food Svs. #17 700 NE Multnomah Lloyd Bldg., 3rd Fl. Portland, OR 97232

Print Right Copy Ctr. 700 NE Multnomah Lloyd Bldg., # 300 Portland, OR 97232

GMF General Ins. Co. 700 NE Multnomah Lloyd Bldg., #325 Portland, OR 97232

Lloyd Bldg. Barbur Shop 700 NE Multnomah Lloyd Bldg., #329 Portland, OR 97232 Stauffer Chem Co. 700 NE Multnomah Lloyd Bldg., #330 Portland, OR 97232

Crawford Rehab. Svs. Inc. 700 NE Multnomah Lloyd Bldg., #380 Portland, OR 97232

Medical Personnel Pool 700 NE Multnomah Lloyd Bldg., #390 Portland, OR 97232

Ray Brownridge Agency 700 NE Multnomah Lloyd Bldg., #396 Portland, OR 97232

Insurance Planning Svs. 700 NE Multnomah Lloyd Bldg., #396 Portland, OR 97232

Lloyd's Agency Inc. 700 NE Multnomah Lloyd Bldg., #396 Portland, OR 97232

New York Life Ins. Co. 700 NE Multnomah Lloyd Bldg., #400 Portland, OR 97232

Penn Mutual Ins. 700 NE Multnomah Lloyd Bldg., #450 Portland, OR 97232

BPA 700 NE Multnomah Lloyd Bldg., #464 Portland, OR 97232

Nichel Co. Ltd. 700 NE Multnomah Lloyd Bldg., #467 Portland, OR 97232

Sea-Land Svs. Inc. 700 NE Multnomah Lloyd Bldg., #468 Portland, QR 97232 Richard T. Clarke, Lawyer 1525 NE Weidler Portland, OR 97232

Farrell's Ice Cream Parlour 1613 NE Weidler

Donald Weston, Psychologist

1525 NE Weidler

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500 NE Multnomah Lloyd Five Hundred Bldg. #250 Portland, OR 97232

American Appraisal Co.

Imanta Osis, Lawyer 1525 NE Weidler Portland, OR 97232

Portland, OR 97232

New Hampshire Ins. Group 500 NE Multnomah Lloyd Five Hundred Bldg. #275 Portland, OR 97232

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International House of Pancakes 422 NE Multnomah Portland, OR 97232

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Hyatt Lodge 431 NE Multnomah Portland, OR 97232

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James T. Fitting, Lawyer 1525 NE Weidler Portland, OR 97232

Lawrence Leonardi 431 NE Multnomah Portland, OR 97232 Babb & Clarkson Inc. 500 NE Multnomah Lloyd Five Hundred Bldg. #329 Portland, OR 97232

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Philip G. Skofstad, Lawyer 1525 NE Weidler

The Oregon Bank 500 NE Multnomah Lloyd Five Hundred Bldg. Portland, OR 97232

Douglas Hunter & Assoc. 500 NE Multnomah Lloyd Five Hundred Bldg. #337 Portland, OR 97232

Graham Mortgage Corp. 500 NE Multnomah Lloyd Five Hundred Bldg. Portland, OR 97232

Berg of Northwest 500 NE Multnomah Lloyd Five Hundred Bldg. #340 Portland, OR 97232

John J. Pefley, Lawyer 1525 NE Weidler

Portland, OR 97232

Portland, OR 97232

Pacific NW Fed. Cr. Un. 500 NE Multnomah Lloyd Five Hundred Bldg. #140 Portland, OR 97232

Johnson Mortgage Corp. 500 NE Multnomah Lloyd Five Hundred Bldg. #341 Portland, OR 97232

Peggy Hackenbruck, Physician 1525 NE Weidler Portland, OR 97232

Contractors Daily 500 NE Multnomah Lloyd Five Hundred Bldg. #200 Portland, OR 97232

Johnson Publishing Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #341 Portland, OR 97232

Anita A. Lohman, Phychologist 1525 NE Weidler Portland, OR 97232

Data & Staff Service Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #200 Portland, OR 97232

Amfac Mortgage Corp. 500 NE Multnomah Lloyd Five Hundred Bldg. #380 Portland, OR 97232

Larry W. Thornton-Jones 1525 NE Weidler Portland, OR 97232

Massachusetts Mutual Life Ins. 500 NE Multnomah Lloyd Five Hundred Bldg. #230 Portland, OR 97232

Sandwell International Inc. 500 NE Multnomah Lloyd Five Hundred Bldg. #400 Portland, OR 97232

Metropolitan Life Ins. 500 NE Multnomah Lloyd Five Hundred Bldg. #500 Portland, OR 97232

Associates Commercial Corp. 500 NE Multnomah Lloyd Five Hundred Bldg. #582 Portland, OR 97232

Seafirst Leasing Corp. 500 NE Multnomah Lloyd Five Hundred Bldg. #596 Portland, OR 97232

Bromar Inc. 500 NE Multnomah Lloyd Five Hundred Bldg. #600 Portland, OR 97232

Columbia Tree Farms 500 NE Multnomah Lloyd Five Hundred Bldg. #603 Portland, OR 97232

U.S. Dept of the Interior 500 NE Multnomah Lloyd Five Hundred Bldg. #607 Portland, OR 97232

B.I.C. Financial Services 500 NE Multnomah Lloyd Five Hundred Bldg. #639 Portland, OR 97232

Phoenix Mutual Life Ins. 500 NE Multnomah Lloyd Five Hundred Bldg. #650 Portland, OR 97232

McDonnell-Douglas Automation 500 NE Multnomah Lloyd Five Hundred Bldg. #650 Portland, OR 97232

Wall & Wall, Lawyers 500 NE Multnomah Lloyd Five Hundred Bldg. #686 Portland, OR 97232

St. Paul Mercury Insurance 500 NE Multnomah L loyd Five Hundred Bldg. #700 Portland, OR 97232

garage programme.

Occidental Life Ins. 500 NE Multnomah Lloyd Five Hundred Bldg. #800 Portland, OR 97232

Peoples Mortgage Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #837 Portland, OR 97232

Peoples Mortgage Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #850 Portland, OR 97232

Business Men's Assurance Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #852 Portland, OR 97232

Northwest Acceptance Corp. 500 NE Multnomah Lloyd Five Hundred Bldg. #876 Portland, OR 97232

Pennwalt Corp. 500 NE Multnomah Lloyd Five Hundred Bldg. #880 Portland, OR 97232

Hayes & Schiewe 500 NE Multnomah Lloyd Five Hundred Bldg. #892 Portland, OR 97232

Columbia Trading Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #900 Portland, OR 97232

Coca Cola Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #933 Portland, OR 97232

Swan Wooster Engineering Inc. 500 NE Multnomah Lloyd Five Hundred Bldg. #950 Portland, OR 97232

Nicolai Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #1007 Portland, OR 97232 Avco Financial Services 500 NE Multnomah Lloyd Five Hundred Bldg. #1037 Portland, OR 97232

Pacific Mutual Life Ins. 500 NE Multnomah Lloyd Five Hundred Bldg. #1050 Portland, OR 97232

Mays, Esterholdt, Stanton Co. 500 NE Multnomah Lloyd Five Hundred Bldg. #1080 Portland, OR 97232

International Business Machine 500 NE Multnomah Lloyd Five Hundred Bldg. #1100 Portland, OR 97232

Whitaker, Lipp & Healea 500 NE Multnomah Lloyd Five Hundred Bldg. #1200 Portland, OR 97232

Fidelity & Deposit of Maryland 500 NE Multnomah Lloyd Five Hundred Bldg. #1201 Portland, OR 97232

John Curtin Travel & Tours 500 NE Multnomah Lloyd Five Hundred Bldg. #1205 Portland, OR 97232

De Lap, White & Raish 500 NE Multnomah Lloyd Five Hundred Bldg. #1229 Portland, OR 97232

Pacific Mutual Group Ins. 500 NE Multnomah Lloyd Five Hundred Bldg. #1250 Portland, OR 97232

Intercompany Pool 500 NE Multnomah Lloyd Five Hundred Bldg. #1252 Portland, OR 97232

K. L. & K. Assoc. Inc. Ins. 500 NE Multnomah Lloyd Five Hundred Bldg. #126. Portland, OR 97232 Tymshare Inc. 700 NE Multnomah Lloyd Bldg., #478 Portland, OR 97232

Chubb Pacific Indemnity Grp. 700 NE Multnomah Lloyd Bldg., #500 Portland, OR 97232

Ebasco-Svs. Inc. 700 NE Multnomah Lloyd Bldg., #533 Portland, OR 97232

Janney Wathen & Co. 700 NE Multnomah Lloyd Bldg., #541 Portland, OR 97232

U.S. Fish & Wildlife Svs. 700 NE Multnomah Lloyd Bldg., #550 Portland, OR 97232

United Pacific Relians Ins. 700 NE Multnomah Lloyd Bldg., #600 Portland, OR 97232

Automatic Data Processing 700 NE Multnomah Lloyd Bldg., #700 Portland, OR 97232

Transamerica Ins. Group 700 NE Multnomah Lloyd Bldg., #800 Portland, OR 97232

Arthur B. Baines, Lawyer 700 NE Multnomah Lloyd Bldg., #854 Portland, OR 97232

Automatic Data Processing 700 NE Multnomah Lloyd Bldg., #880 Portland, OR 97232

Continental Assurance & Financial Methods Inc. 700 NE Multnomah Lloyd Bldg., #896 Portland. OR 97232

Assurance & Financial Methods 700 NE Multnomah Lloyd Bldg., #896 Portland, OR 97232

Continental Assurance Co. 700 NE Multnomah Lloyd Bldg., #896 Portland, OR 97232

Retirement Plans Inc. 700 NE Multnomah Lloyd Bldg., #896 Portland, OR 97232

Occidental Life Ins. Co. of California 700 NE Multnomah Lloyd Bldg., #911 Portland, OR 97232

NW Acceptance Corp. 700 NE Multnomah Lloyd Bldg., #933 Portland, OR 97232

Portland Trail Blazers Club 700 NE Multnomah Lloyd Bldg., #950 Portland, OR 97232

Automatic Date Processing 700 NE Multnomah Lloyd Bldg., #984 Portland, OR 97232

Portac Forest Products Inc. 700 NE Multnomah Lloyd Bldg., #1025 Portland, OR 97232

Greater Oregon Health Svs. 700 NE Multnomah Lloyd Bldg., #1029 Portland, OR 97232

N. American Life & Casualty 700 NE Multnomah Lloyd Bldg., #1033 Portland, OR 97232

United Emeployer Benefit Corp. 700 NE Multnomah Lloyd Bldg., #1033 Portland, OR 97232 Lloyd Corp. Ltd. 700 NE Multnomah Lloyd Bldg., #1050 Portland, OR 97232

Automated Ins. Assoc. Inc. 700 NE Multnomah Lloyd Bldg., #1076 Portland, OR 97232

Lomas & Nettleton Co. 700 NE Multnomah Lloyd Bldg., #1078 Portland, OR 97232

Port of Portland 700 NE Multnomah Lloyd Bldg., 11th Fl. Portland, OR 97232

Nygaard, Mims & Hoffman 700 NE Multnomah Lloyd Bldg., #1200 Portland, OR 97232

US. Dept. of Interior 700 NE Multnomah Lloyd Bldg., #1250 Portland, OR 97232

New York Life Insurance 700 NE Multnomah Lloyd Bldg., #1405 Portland, OR 97232

Radiology Specialists 700 NE Multnomah Lloyd Bldg., #1415 Portland, OR 97232

County Tax Supervising & Conservation Comn
700 NE Multnomah
Lloyd Bldg., #1429
Portland, OR 97232

Harris Data Communications 700 NE Multnomah Lloyd Bldg., #1433 Portland, OR 97232

Security Pacific Mtge Corp. 700 NE Multnomah Lloyd Bldg., #1437 Portland, OR 97232 Beef Unlimited 424 NE Halsey Portland, OR 97232 Walter Suhl 1634 NE Halsey Portland, OR 97232 Eddy Dean 337 NE Holladay Portland, OR 97232

Pacific Power & Light 500 NE Halsey Portland, OR 97232

Rev. Paul Duffner Holy Rosary Church 375 NE Clackamas Portland, OR 97232 Kings Way Inn 420 NE Holladay Portland, OR 97232

Mrs. Eunice I. Jacroux 603 NE Halsey Portland, OR 97232

Kentucky Fried Chicken 425 NE Clackamas Portland, OR 97232 Imperial Four Hundred Motel 518 NE Holladay Portland, OR 97232

James F. Copley 617 NE Halsey Portland, OR 97232 Frank W. Nakata 523 NE Clackamas Portland, OR 97232

Second Church of Christ Scientist 531 NE Holladay Portland, OR 97232

Rose Brogna 619 NE Halsey Portland, OR 97232 Temple Baptist Church 620 NE Clackamas Portland, OR 97232 Lloyd Center Texaco Service 619 NE Holladay Portland, OR 97232

Restaurant Management Northwest 627 NE Halsey Portland, OR 97232 Pacific Northwest Bell 445 NE Wasco Portland, OR 97232 US Bur. of Land Management 710 NE Holladay Portland, OR 97232

Lloyd Center Tower 815 NE Halsey Portland, OR 97232

Denny's Restaurant 425 NE Hassalo Portland, OR 97232 Bonneville Power Admn. 830 NE Holladay Portland, OR 97232

Engineered Control Products 110 NE Holladay Portland, OR 97232

Mrs. Anna M. Mentzer 1608 NE Halsey Portland, OR 97232

Juke Box Service 116 NE Holladay Portland, OR 97232 Truck & Industrial Equip. Co 7 NE Oregon Portland, OR 97232

Edwin Cornwall 1609 NE Halsey Portland, OR 97232 Pacific Indian Pre-School Education 221 NE Holladay Portland, OR 97232 Service Tire Co. 106 NE Oregon Portland, OR 97232

Gerald C. Gregorius 1633 NE Halsey Portland, OR 97232 Selby Martin Inc. 233 NE Holladay Portland, OR 97232 Columbia Body & Equip. 123 NE Oregon Portland, OR 97232

C. & V. Hunter 2639 SE Stephens Courtemanche, C. Roberts Motors Co. 2469 Avenioa De La Playa 550 NE Columbia Portland, OR 97211 La Jolla, CA 92037 Portland, OR 97214 Kalberer Hotel Supply Temple Baptist Church of Oregon St. Realty Co. 234 NW 5th Portland 917 SW Oak Portland, OR 97209 1319 NE 7th Portland, OR 97205 Portland, OR 97232 School Dist. #1 to Columbia Third St. Realty Co. Wentworth, N. Western Investment Co. 917 SW Oak St. 73 Condolea Way Lk. Oswego, OR 97034 1908 NE 82nd Portland, OR 97205 Portland, OR 97220 Platt, R. & M. To Finzer R. et. al. Temple Baptist Church Columbia Body & Equipment 1327 NE 7th 123 NE Oregon 310 SE Stephens Portland, OR 97232 Portland, OR 97232 Portland, OR 97214 Venetian Blind Co. Temple Baptist Church Truck & Industrial Equipment 707 NE Union 1329 NE 7th 7 NE Oregon Portland, OR 97232 Portland, OR 97232 Portland, OR 97232 Gattuccio, L. & J. Linoleum Oogie by Murty, A. & B. 906 NE 3rd Gobbi, R. Oregon Bank 1224 NE 6th 319 SW Washington Portland, OR 97232 Portland, OR 97232 Portland, OR 97204 Dowsett, M. 3045 SW 66th Ct. Janz, M. & Slade, E. 11734 SW Riverwood Rd. Lloyd Corp. to Texaco Inc. 3350 Wilshire Blvd. Portland, OR 97210 Los Angeles, CA 90005 Portland, OR 97219 NW Interior Fed. Cr. Un. Arnesberg, H. Ohlgren, P. 500 NE Multnomah, Suite 140 7572 SW Clear Hills Dr. 3615 Wasatch Portland, OR 97232 Portland, OR 97225 Los Angeles, CA 90066 Lee, Toni To U.S. Nat'l Bank & McKenzie, M. P.O. Box 3168 Grant, L. & B. Crum, I. & Ferguson, J. Pittville Rd. 3720 NE Davis Portland, OR 97232 McArthur, CA 96056 Portland, OR 97208

Oregon & Washington RR &

Salt Lake City, UT 84101

c/o Union Pacific RR

Evergreen Investment

Milwaukie, OR 97222

Navitation Co.

10 S. Main St.

1776 SE Milport

Panagula Investment Co.

1211 NE Stanton

Portland, **OR 972**12

Auto Dealers Assn. of Oregon

777 NE 7th Ave.

U.S. Courthouse

Portland, OR 97205

620 SW Main

Portland, OR 97232

United States of America

Hinds International Inc. 700 NE Multnomah Lloyd Bldg., #1450 Portland, OR 97232

Sause Bros. Ocean Towing 700 NE Multnomah Lloyd Bldg., #1480 Portland, OR 97232

Acadia Mutual Life Ins. 700 NE Multnomah Lloyd Bldg., #1496 Portland, OR 97232

Hyster Co. 700 NE Multnomah Lloyd Blvd., 15th Fl. Portland, OR 97232

Red Lion Motor Inn 1000 NE Multnomah Portland, OR **97**232

Citicorp Person-to-Person 1022 NE Multnomah Portland, OR 97232

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Lloyd Travel Service 1026 NE Multnomah Portland, OR 97232

United Air Lines 1028 NE Multnomah Portland, OR 97232

Helen R. Churich 1023 NE 3rd Portland, OR 97232

Jens H. & Marie Glennen To Alan C. Peters 233 NE Holladay Portland, OR 97232

To Alius Feves Joseph A. Williams 4040 NW Thurman Portland, OR 97210 Oregon Orthopedic Clinic To S. King & S. Zabloudil 11770 SW Ann St. Tigard, OR 97223

Lewis A. Williams & Holladay Pk. Hospital 1225 NE 2nd Portland, OR 97232

Lloyd Corp. to Consol. Food Corp. Attn.: Gary Mayes 1165 Triton Dr. Foster City, CA 94404

Upjohn Co. Attn.: Tax Unit Kalamazoo, MI 49001

Lloyd Corp. to Speck Enterprises P.O. Box 92092 Los Angeles, CA 90009

Lloyd Corp. to Pac. NW Bell 1915 Terry Ave. Seattle, WA 98101

Lloyd Corp. Ltd. 202 E. Fremont St. Las Vegas, Nev. 89101

Powell, V & B c/o Denny's Inc. 14256 E. Firestone Blvd. La Marada, CA 90637

Claremont Mgmt. Co. c/o UTAH International Inc. 550 Calif. St. San Francisco, CA 94104

Holy Rosary Church To Hemstreet, Mark 11600 SW Barnes Rd. Portland, OR 97225 Holladay Pk. Hosp. c/o Hocks, Ruth 220 NE Multnomah Portland, OR 97232

Ivan King 1306 NE 2nd Portland, OR 97232

Edgar Lee 1303 NE 3rd Portland, OR 97232

Konko-Kyo Church of Portland To R. & J. Applegate 1618 SW Carson Portland, OR 97219

Confraternity of the Most Holy Rosary 375 NE Clackamas Portland, OR 97232

Joint Council of Teamsters No. 37 Bldg. Assn. Inc. 1020 NE 3rd Portland, OR 97232

V. B. Powell 226 NE Grand Portland, OR 97232

Summit Holdings Co. 111 SW Columbia Portland, OR 97201

Pacific Power & Light 920 SW 6th Portland, OR 97204

John Mosser Tr. 1001 SW 5th, Suite 1300 Portland, OR 97204

Nakata, F. & R. 523 NE Clackamas Portland, OR 97232

in the state of th		*
	Colonna, R. To Colosuonno, L. 1507 SE Clinton Portland, OR 97202	De Bauw, W. & V. 9260 SW View Terr. Tigard, OR 97223
Reider, E. & J. 2171 Clubhouse Dr. West Linn, OR 97068	Boyce, Floyd To Rambo, R. & D. 307 NE Broadway Portland, OR 97232	Smith, J. & J. Symons, R. & B. 2222 SW Broadway Portland, OR 97201
McMonies, Walter By Metzger Parker Co. 2500 NE Sandy Blvd. Portland, OR 97232	Hartman, Clare To Sydnor G. 1810 NE 15th Portland, OR 97212	Town Concrete Pipe P.O. Box 11204 Portland, OR 97211
Hanna, Daniel P.O. Box 3736 Portland, OR 97208	Allied Safe & Vault 425 W. Second Ave. Spokane, WA 99204	Collins Foods Int'l 12731 W. Jefferson Blvd. Los Angeles, CA 90066
Archdiocese of Portland in Ore. Tr. c/o Shell Oil Co. P.O. Box 4848 Anaheim, CA 92803	Johnston, A. To. Shelton, M. P.O. Box 5545 Portland, OR 97228	Crommie, R. 11756 SE Dorset Ln. Portland, OR 97266
Holy Rosary Church To Love's Enterprises Inc. 6837 Lankershim Blvd. N. Hollywood, CA 91605	Davis, J. P.O. Box 14307 Portland, OR 97214	Moore, O. & Bryant, D. 7810 SW 51st Ave. Portland, OR 97219
Holy Rosary Church To Mark Hemstreet 11600 SW Barnes Rd. Portland, OR 97225	Nelson, C 7256 SW Nevada Terr. Portland, OR 97219	Lloyd Corp. To Magic Pan Attn. Ms. Gerry Long 50 Francisco St. San Francisco, CA 94133
Purvis, C. & I. 3320 SW Vermont Portland, OR 97219	Lorenzini, G. & Sunseri, P. Waltz, R. 1621 NE Grand Portland, OR 97232	Lee, F. By Lee, V. 822 NE Broadway Portland, OR 97232
Straka, P. & I. To Johnston, G. & A. 11795 SW Katherine St. Portland, OR 97223	First Nat'l Bank of Ore. Bank & Trust Division P.O. Box 3131 Portland, OR 97208	Bank of Calif. Tr64.3 Maddox, E & Zetter, M. P.O. Box 3121 Portland, OR 97208
Hutchinson, S. 3311 Evergreen Pt. Rd. Bellevue, WA 98004	Nepom, M. & L. 4300 SW Downsview Ct. Portland, OR 97221	Matschiner, K & A. To Rulli, E. & I. 914 NE Tillamook Portland, OR 97212
Schleiffer, H. 218 NE Broadway Portland, OR 97232	Schenck, G. 612 NE Broadway Portland, OR 97232	Schmitz, F. 5718 SE Seymour Portland, OR 97221

Smith, S. & Matheson, J. 1606 NE 9th Portland, OR 97232

Roth, J. & M. To Village Pancake House 1621 NE 10th Ave. Portland, OR 97232

Elkins, Ernest 1915 NE 56th Portland, OR 97213

Purvine, M. 1640 NE Irving #74 Portland, OR 97232

McGrath, E.& Clapperton A. To Bullier & Bullier 707 SW Washington Portland, OR 97205

Willis Marian et. al. To Medical Specialties 2249 N. Williams Portland, OR 97227

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Hittner, J. et. al. U.S. Bank of Oregon Tr. P.O. Box 3168 Portland, OR 97208

Miller, L. To Macho, A. 1616 NE 15th Portland, OR 97232

Solyan, J. & B. To McGill, C. & B. 1525 NE Weidler Portland, OR 97232

Fisher, L. To. Hoffinger, R. 1650 NE 16th Portland, OR 97232

Clark, K & Condit, G. c/o Crum Camplan Co. 1336 San Julian Ln. Lake San Marcos, CA 92069 Lloyd Corp. To Marriott Corp. #F13 Tax Dept. Marriott Dr. Washington D.C. 20058

Fick, A. Wayne, D. 7095 SW Montclair Dr. Portland, OR 97225

Anzen Pacific Corp P.O. Box 11407 Portland, OR 97211 West Coast Land Co. 1030 NE Union Portland, OR 97232

Sears Roebuck 900 S. Fremont Ave. Alhambra, CA 91802 Teamster Bldg. Assoc. Inc. 1020 NE 3rd Portland, OR 97232

Oregon Orthopedic Clinic PC Profit Sharing To King, S.H. & Zabloudil, S. 11770 SW Ann St. Tigard, OR 97223

これを大きないる場合といますことの かっちゃ

Lloyd Corp. 9441 Olympic Blvd. Beverly Hills, CA 90212 Christie, Chris & Christine 2111 N. Skidmore Portland, OR 97217

> Ben E. Cong 730 NE Weidler, #3 Portland, OR 97232

Forum Investors Ltd. 855 High St. Eugene, OR 97401

Ehr, Richard F. TR Morrell, Angeline L. TR Ehr, Jewell R. 1023 NE Union portland, OR 97232

Wilber W. Welles

B.J. & M.D. Haley To S. Gina Inc. 215 Church Rd. King of Prussia, PA 19406

Holladay Pk, Prof. Bldg. Co. 1616 SW Sunset Blvd. Portland, OR 97201

730 NE Weidler, #4 Portland, OR 97232

Royal Portland Investors c/o William Blair Inc. P.O. Box 2517

Byrne, Harold J. 1006 NE 2nd Portland, OR 97232 Cynthia Craine 730 NE Weidler, #5 Portland, OR 97232

Yakima, WA 98907

Peters, Alan C. 233 NE Holladay Portland, OR 97232 Mary E. Miller 730 NE Weidler, #6 Portland, OR 97232

Lloyd Corp. Ltd. To Imperial 400 National Inc. 1830 N. Nash Arlington, VA 22209

Church, Helen R. 1023 NE 3rd Portland, OR 97232 Michl Baker 730 NE Weidler, #10 Portland, OR 97232

Henry TR. Wolf U.S. Nat. Bank of Oregon To Taylor, P.W. & J.I. Rt. 2, Box 601 Gresham, OR 97030

531 NE Holladay

811 NE Union

Portland, OR 97209

Glennen, Jens H. & Marie To Peters, Alan C. 233 NE Holladay Portland, OR 97232

Mrs. Georgie Battersby 730 NE Weidler, #11 Portland, OR 97232

Portland, OR 97232

Northwest Baptist Convention Inc.

Second Church of Christ Scientist

Paul Soriaino 730 NE Weidler, #12 Portland, OR 97232

Beverly A. Siemana 730 NE Weidler, # 14

Northwest/Southwest Portland - Interested Parties (3/2/82)	Northwest District Assoc. 2065 NW Flanders Portland, Oregon 97209	2433. <b>W</b> W Northrup Portland, Oregon 97210
Portland Industrial Rotary Club Walker Edens PO BOX 10617 Portland, Oregon 97210	John Hart Goose Hollow Foothills League 1807 SW Market Street Portland, Oregon 97201	Susan Hathaway-Marxer NW Industrial Neighborhood 2136 NW 22nd Portland, Oregon 97212
Margaret Haase 2846 NW Cumberland Portland, Oregon 97210	Todd Norvell 817 NW 23rd Portland, Oregon 97210	Robert Martin Goose Hollow Foothills 3232 First National Bank Tower Portland, Oregon 97201
Roger Eddy 2582 NW Lovejoy Portland, Oregon 97210	Steve Kanter 3142 SW Fairview Blvd. Portland, Oregon 97201	Rob Phillips 1710 NW Hoyt Portland, Oregon 97209
Nancy Wood, Director NW Senior Service Ctr. 1956 NW Everett Portland, Oregon 97209	NW Ind. Neighborhood Assoc. Bruce Harmon PO BOX 3616 Portland, Oregon 97208	Janet Baumhover 2512 NW Marshall Portland, Oregon 97210
Citizens for Hillside Ctr. 2814 NW Cumberland Portland, Oregon 97210	Ken Elliott NW District Association 714 NW 24th, #7 Portland, Oregon 97208	Beth Normand 2379 NW Overton Portland, Oregon 97210
Linnton Community Ctr. 101614 NW St. Helens Road Portland, Oregon 97231	Nora Lehnhoff Northwest District Assoc. 1634 NW 32nd Portland, Oregon 97210	Martin Davis 2248 NW Johnson Portland, Oregon 97210
Friends of Ten Oregonians for Housing Options Terry Chadwick/Ed Sullivan 1944 NW Johnson Portland, Oregon 97209	Neighborhoods West/Northwest 817 NW 23rd Portland, Oregon 97210	Lou Himes 2316 NW Quimby Portland, Oregon 97210
Western Lumber Marketing 2445 NW Irving Portland, Oregon 97210	NW Merchants Association Mike Ryerson Box 10889 Portland, Oregon 97210	Carl Gohs 2367 NW Kearney Portland, Oregon 97210

Vera Katz

2068 NW Johnson Portland, Oregon 97209

Stephanie Allman Northwest District Assoc.

Northwest/Southwest

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Edgar Waehrer 2812 NW Thurman Portland, Oregon 97210 Northwest/Southwest
Portland - Interested
Parties (3/2/82)

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Kathy Sharp 814 NW 22nd Avenue Portland, Oregon 97210

Margery Newhouse 1129 NW 26th Portland, Oregon 97210 Page 3 Civic/Service/Women Minority Groups 3/2/82

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Misc. Interested Parties

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Mary Ann Schwab 605 SE 38th Portland, Oregon 97214

Terry Hofferber Planning Commission Secretary

John Bradley PO BOX 5487 Portland, Oregon 97228

Barbara Page SWIRL 2830 SW Fairmount Blvd. Portland, Oregon Civic/Service/Women/ Minority Groups 3/2/82

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Albina Multi-Service Ctr. 5022 N. Vancouver Avenue Portland, Oregon 97217

Albina Women's League 8 NE Killingsworth Portland, Oregon 97211

American Assoc. of Retired Persons 711 SW Alder Portland, Oregon 97205

> American Assoc. of Univ. Women Lucille Lukens 1000 SW Vista #303 Portland, Oregon 97205

American Civil Liberties Union 534 SW 3rd Avenue Portland, Oregon 97204

American Friends Service Comm. 4312 SE Stark Portland, Oregon 97215

Architectural Barriers Comm. 117 SW Front Portland, Oregon 97204 Black United Front Ron Herndon 4919 NE 17th Portland, Oregon 97211

Burnside Projects Tina Frost 314 NW 6th Portland, Oregon 97209

Center for Urban Education 0245 SW Bancroft Portland, Oregon 97201

Chinese Consolidated Benevolent Association 315 NW Davis Portland, Oregon 97209

Citizens for Hillside Ctr. 2814 NW Cumberland Portland, Oregon 97210

City Club of Portland 730 SW 1st Portland, Oregon 97204

Committee for Progress Through Law 2642 SE Tibbetts Portland, Oregon 97204

Community Information Center 113 SW Front Portland, Oregon 97204

Gray Panthers 4242 NE Failing Portland, Oregon 97213

H E L P Mr. Louis Osborne 520 SW 6th Portland, Oregon 97204 Highland Community Ctr. 4635 NE 9th Avenue Portland, Oregon 97211

Institute on Aging Donna Wagner PO BOX 751 Portland, Oregon 97207

League of Women Voters 670 Dekum Building 519 SW 3rd Portland, Oregon 97204

Legal Aid Service Louis Savage 310 SW 4th Portland, Oregon 97204

Linnton Community Center 10614 NW St. Helens Road Portland, Oregon 97231

Lloyd Center Optimists c/o Mr. John Purdy 1235 Lloyd Center Portland, Oregon 97232

Metropolitan Human Relatio 430 SW Morrison - Rm. 312 Portland, Oregon 97204

Multnomah Bar Association Multnomah County Court House Portland, Oregon 97205

Multnomah County Community Action Agency 4420 SE 64th Avenue Portland, Oregon 97206

Multi-Family Housing Counc 3140 NE Broadway Portland, Oregon 97232

Page 2 Civic/Service/Women Minority Groups 3/2/82	Oregon Consumer League 519 SW 3rd, Room 412 Portland, Oregon 97204	Portland Sorosis Mrs. Arthur Richert 3215 NE 16th Portland, Oregon 97212
N.A.A.C.P. 2752 N. Williams Portland, Oregon 97212	Oregon Fair Share 519 SW 3rd Portland, Oregon 97204	Salvation Army 1200 SE 7th Avenue Portland, Oregon 97214
National Organization for Women 408 SW Second, #330 Portland, Oregon 97204	Oregon Heart Ministries 2952 NE Hoyt Portland, Oregon 97232	Senior Citizens Serv. Ctr. 726 SE Ash Street Portland, Oregon 97214
Neighborhood House 3030 SW 2nd Portland, Oregon 97201	J.R. Long Over-60 Club 2620 NE Fremont Portland, Oregon 97212	SE Senior Service Ctr. 3588 SE Division Portland, Oregon 97202
North Area Agency Council Mr. Ike Lacefield 8916 N. Woolsey Portland, Oregon 97203	Peninsula Action Corp. 8915 N. Lombard Portland, Oregon 97203	Sertoma International Don Parks 3033 NE Knott Portland, Oregon 97212
David Bibus North Community Action Council 6965 N. Fessenden Portland, Oregon 97203	Peninsula Project Able 7640 N. Jersey Portland, Oregon 97203	Tri-County Community Counc 718 W. Burnside Portland, Oregon 97209
Northeast Hotline 6329 NE Union Avenue Portland, Oregon 97211	Portland Rehabilitation Ctr. 3829 SE 74th Portland, Oregon 97206	1000 Friends of Oregon 519 SW 3rd Portland, Oregon 97204
Northwest Pilot Project 110 NW 3rd Portland, Oregon 97209	Portland Opportunities Industrialization Center 5329 NE Union Portland, Oregon 97211	Urban Indian Council 1634 SW Alder Portland, Oregon 97205
Nancy Wood, Director NW Senior Service Center 1956 NW Everett Portland, Oregon 97209	Portland Rehabilitation Ctr. Robert Stuva, Exec. Dir. 3829 SE 74th Avenue Portland, Oregon 97206	Urban League Field Office 5329 NE Union Portland, Oregon 97211

Portland Soroptimists Intern'l

Benson Hotel - 309 SW Broadway Portland, Oregon 97205

Erin O'Born

Urban League of Portland 718 W. Burnside

Portland, Oregon 97209

Oregon Common Cause 519 SW 3rd Avenue Portland, Oregon 97204

Northwest/Southwest Portland - Interested Parties (3/2/82) Page 3

Chuck Duffy 2066 NW Irving Portland, Oregon 97209

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Bill Hadley 12448 SW 62nd Portland, Oregon 97219

Rob Hertert 6210 SW Haines Portland, Oregon 97219

Kenneth Magnuson 6356 SW Capitol Highway Portland, Oregon 97201

Nate Pool 8748 SW Hall Blvd. Portland, Oregon 97233

Ed Newkirk 2740 SW 2nd Avenue Portland, Oregon 97201

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Portland Automotive Trades Oregon Motor Hotel Assn. Business/Trade Organiza-3331 SE Milwaukie 12724 SE Stark tions 3/2/82 Portland, Oregon 97202 Portland, Oregon 97233 Consulting Engineers Council Portland Board of Realtors Oregon Railroad Assn. 5430 SW 90th Court 620 SW Fifth, Room 918 321 SW Fourth Portland, Oregon 97225 Portland, Oregon 97204 Portland, Oregon 97204 Contractors Management Assn. Portland Retail Trade Burea Oregon Remodelers Assoc. Inc. 3933 NE Union 334 SE 82nd 824 SW Fifth Portland, Oregon 97212 Portland, Oregon 97216 Portland, Oregon 97204 Society of Industrial Oregon Restaurant and Assoc. Buildings and Con-Beverage Association Realtors tractors 2573 12th Street, SE 133 SW Second 201 SW Arthur Salem, Oregon 473032 Portland, Oregon 97204 Portland, Oregon 97201 Western Environmental Assoc. General Contractors Trade Association of America 333 SW Fifth, Suite 618 1008 NE Multnomah Portland, Oregon 97204 Portland, Oregon 97201 Western Lumber Marketing Oregon State Bar Assn. Home Builders Association 1776 SW Madison 2445 NW Irving Burton Weast Portland, Oregon 97205 Portland, Oregon 97210 15555 SW Bangy Road Lake Oswego, Oregon 97034 102 NWA Independent Contractors Oregon Assoc. of Recyclers 1615 NW 23rd, Suite 1 Oregon Trucking Association 1500 NE Irving, Suite 400 Association PO BOX 14705 Portland, Oregon 97232 Portland, Oregon 97210 Portland, Oregon 97214 Pacific Maritime Association Oregon Homeowners Assoc. Oregon Apartment Association 101 SW Main, Suite 330 8435 SE 17th 310 S.W. 4th Avenue Portland, Oregon 97204 Portland, Oregon 97202 Portland, Oregon 97204 Central Eastside Industria Portland Advertising Fed. Oregon Draymen and Warehouse-PO BOX 14067 Council men's Association Portland, Oregon 97214 PO BOX 14251 Jack Stewart Portland, Oregon 97214 1444 SE Hawthorne Portland, Oregon 97215 Portland Assoc. of Building Oregon Hotel and Motel Assn. 12724 SE Stark Owners and Managers 520 SW Yamhill, Suite 941 Portland, Oregon 97233

Portland, Oregon 97204

Business Trade Organizations 3/2/82 Page 2

Central Eastside Boosters Rollie Gallagher 2305 SE 50th Portland, Oregon 97215

Assoc. for Portland Prog. Bill Wyatt 520 SW 6th - Room 1000 Portland, Oregon 97204

Commercial Club of Portland Bertha Guptill 710 NE 21st Portland, Oregon 97232

Industrial Dev. Committee Lou Growney, Chairman Pacific Power and Light 920 SW 6th Portland, Oregon 97204

Chamber of Commerce Harrison King 824 SW 5th Portland, Oregon 97204

Alberta Street Businessmen Association Byron Ratty (Media West) 2828 NE Alberta Portland, Oregon 97211

Eastside Business Alliance Spencer Vail, President Land Planners Northwest 328 SE 82nd Avenue Portland, Oregon 97216

Hillsdale Business and Professional Association Dr. Clayton Gross 6256 SW Capitol Highway Portland, Oregon 97201 Kenton Businessmen's Assoc. Dick Eastman 8131 N. Denver Portland, Oregon 97207

Lower Albina Council c/o Ray F. Becker Co. 2345 N. Ross Portland, Oregon 97227

NW Ind. Neighborhood Assn. Bruce Harmon PO BOX 3616 Portland, Oregon 97208

Woodstock Business Assoc. Tim Johnson 4739 SE 41st Portland, Oregon 97202

St. Johns Boosters John Baxter PO Box 03225 Portland, Oregon 97203

Moreland Business Association Dick Curtis 6434 SE Milwaukie Avenue Portland, Oregon 97202

NW Merchants Association Mike Ryerson PO Box 10889 Portland, Oregon 97210

Mt. Tabor Village Assoc. c/o Oday Office Supplies 848 SE Stark Portland, Oregon 97215

SW Business Association Ken Mead 10175 SW Barbur Blvd. Portland, Oregon 97219

Old Town Merchants Assoc. Doug Campbell 55 W. Burnside Portland, Oregon 97201 Metropolitan Businessmen's Association 2177 SW Main Portland, Oregon 97201

Yamhill Advisory Council Dick Norman 730 SW First Portland, Oregon 97204

Montavilla Boosters 7937 SE Stark Portland, Oregon 97215

Southeast Business Assoc. Ken Mead 10175 SW Barbur Portland, Oregon 97219

Yamhill Historic District John Descamp 33 NW First Portland, Oregon 97209

Kenton Businessmen's Assoc. Dick Eastman (Tiny's Cafe) 8131 N. Denver Portland, Oregon 97217

St. Johns Improvement Doug Grandquist 8525 N. Lombard Portland, Oregon 97203

Multnomah Businessmens Asso Auntie's Attic 7807 SW Capitol Highway Portland, Oregon 97219

St. Johns Boosters John Baxter PO Box 03225 Portland, Oregon 97203

Fred Jubitz PO BOX 11264 Portland, Oregon 97211 Business Trade Organizations 3/2/82 Page 3

METRO Joe Cortright 527 SW Hall Portland, Oregon 97201

Smith-Ritchie Richard Porn 133 SW 2nd Portland, Oregon 97204 Port of Portland Peggy Hereford 700 NE Multnomah Portland, Oregon 97208

Sellwood Antique Assoc. Austin's Place 8209 SE 13th Portland, Oregon 97202 LCDC Linda Macpherson 320 SW Stark - #530 Portland, Oregon 97204

Moreland Commercial Club Jim Elliott 6805 SE Milwaukie Portland, Oregon 97202 Housing Authority of Portland L.R. Musolf 1605 NE 45th Avenue Portland, Oregon 97213

American Inst. of Architects Portland Chapter 519 SW Third, Room 200 Portland, Oregon 97204 Port of Portland Louise Engel PO BOX 3529 Portland, Oregon 97208

Oregon Executives John Emmett 1137 SW Yamhill Portland, Oregon 97205

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Oregon Savings League 1201 S.W. 12th, Suite 200 Portland, Oregon 97205

Portland Board of Realtors 321 SW 4th Portland, Oregon 97204

KSCI XXXXXXISHN XXZUXKKXZOG CXAGCU XZXXXXGX XIXAGGUA Rivergate Industrial Assoc. PO Box 03124 Portland, OR 97203

Government Agencies

Tri-Met Planning Dept. Steve Fisher 4012 SE 17th Portland, Oregon 97202

page

Robert Cameron, Vice-President Lloyd Corporation 700 NE Multnomah Portland, OR 97232

Vittz Ramsdell Roberts Motor Company 550 NE Columbia Blvd Portland, OR 97211

Paul Clark Hollywood Boosters 1901 NE 42nd Portland, OR 97213

Roger L. Staver Plaid Pantry 2540 NE Riverside Way Portland, OR 97211

Mike Kalberer 234 NW 5th Avenue Portland, OR 97209

Ted Millar Oak Hill Investment Corp. 7941 SE Johnson Creek Blvd Portland, OR 97206

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## APPENDIX V LETTERS

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## PORTLAND, OREGON BUREAU OF PLANNING

Mildred A. Schwab, Commissioner Terry D. Sandblast, Director Room 1002, 1120 S.W. Fifth Avenue Portland, Oregon 97204-1966 (503) 796-7701

Code Administration 796-7700

Land Use 796-7700

Transportation 796-7700

Urban Design 796-7702

May 3, 1983

Mr. Vittz-James L. Ramsdell Roberts Motor Company 550 N.E. Columbia Boulevard Portland, Oregon 97211

Dear Mr. Ramsdell:

Attached you will find a copy of the Preliminary Draft Zoning and Design Supplement for the Holladay Street segment of the Banfield Transit Station Area Planning Program. This document contains the revised draft staff recommendations for the Holladay Street area. We are tentatively planning to take these recommendations to the Planning Commission on June 14th of this year. Our final recommendation must be done by June 3 of this year. If you have any comments you would like considered in the final recommendations please communicate them to me by May 27th.

Should you have questions concerning these recommendations or wish to discuss them with me please call me at 796-7700.

Very truly yours

Michael Harrison

Chief Planner, Land Use Planning

MH:sw

cc: Terry Sandblast

MAY 2 1983

City of Ameliand Sureau or Hanning

April 29, 1983

Mr. Terry D. Sandblast, Director City of Portland Planning Bureau 1120 S. W. Fifth Avenue, Room 1002 Portland, Oregon 97204

Dear Mr. Sandblast,

At the November 9, 1982, Planning Commission public hearing on the Transit Station Area Planning Program, we and other property owners testified on the recommendations for the Holladay Street segment. After the objections, concerns, and suggested changes to the proposals had been expressed, a member of the planning staff assured the Planning Commission that the staff would meet with property owners to address the issues raised. We now understand that a revised set of TSAPP recommendations is nearly complete, but we as yet have not been contacted to discuss our concerns. We would request that we have an opportunity to become involved in the revision process before the planning staff has finalized the recommendations.

Thank you.

Yours truly,

ROBERTS MOTOR COMPANY

Vatz Jame L Romedell Vittz-James L. Ramsdell

Vice President

VJLR:1as

EUGENE, OREGON 97402 2380 WEST SEVENTH AVENUE P.O. BOX 2609 503-485-1191



MEDFORD, OREGON 97501 3230 NORTH PACIFIC HIGHWAY P.O. BOX 909 503-772-5211

CITY OF

## PORTLAND, OREGON

BUREAU OF PLANNING

Mildred A. Schwab, Commissioner Terry D. Sandblast, Director Room 1002, 1120 S.W. Fifth Avenue Portland, Oregon 97204-1966 (503) 796-7701

Code Administration 796-7700

Land Use 796-7700

Transportation 796-7700

Urban Design 796-7702

April 29, 1983

Mr. Robert G. Cameron Executive Vice President Lloyd Corporation Ltd. Suite 1050 Lloyd Building 700 NE Multnomah Portland, OR 97232

Dear Bob:

Attached you will find four copies of the draft Planning Bureau recommendations on zoning and design issues in the Holladay Street area. My staff has worked to develop a set of recommendations which in addition to addressing public concerns also respect the development flexibility needed by property owners in the area. We have met frequently with your architectural representatives at Skidmore, Owings & Merrill who have suggested numerous changes to various early drafts of these recommendations. Nearly all of their suggestions have been incorporated into the attached document.

Planning Commission consideration of these supplemental TSAPP recommendations is tentatively scheduled for June 14th. I understand that you will wish to review these recommendations with your Board and that scheduling difficulties may arise. Should the June 14th date allow insufficient time for your review, please let me know by May 13th so that we can reschedule. The next available date for Planning Commission consideration would be August 9th of this year.

If you have questions on these recommendations, please contact Michael Harrison or myself at 796-7700.

Very truly yours,

Terry \$andblast, Director

Bureau of Planning

TS:MH:mh

cc: Michael Harrison, Chief Planner, Land Use Planning Howard McKee, Skidmore, Owings & Merrill

Attachments

General Offices:

2540 N.E. Riverside Way,

Portland, Oregon

97211 • 503-288-9216



MAY 2 4 1983

May 20, 1983

CIT | OF FORTLAND BUREAU OF PLANNING

Planning Commission City of Portland 1120 S.W. Fifth Avenue Portland, OR 97204

Attention: Sandy Anctil

It is my understanding that on May 24, 1983 you will be reviewing an application for variance from the Building Orientation Section of the Zoning Ordinance. I want to take this opportunity, first to support the variance and second to state some of the problems this ordinance has created for Plaid Pantries.

- 1. Adhering to the ordinance requires our building to face into the property with a blank concrete block wall against the sidewalk facing onto the street. We consider this site design aesthetically inferior.
- 2. Pilferage and shoplifting prevent us from having two entries.
  Any pedestrians entering the building would have to walk around from the sidewalk into the parking area to get access, so the intent of the ordinance is really not met.
- 3. In many areas we find our locations adjacent to residential property. Placing the parking areas between that property and our building creates noise and late evening light problems for surrounding home owners or tenants. This would be avoided were we allowed to park between the building and sidewalk.
- 4. Placing the building at the sidewalk, forcing vehicular traffic to drive around the building, creates a hazard for pedestrians on the sidewalk. Sight distances become extremely restricted and in many cases the front 6' or 8' of a vehicle must be into the sidewalk area before the driver can see out onto the street to safely enter existing traffic patterns.
- 5. Parking behind the building or even to the side of it creates areas which cannot be observed from the street and invites increased incidents of theft and vandalism.

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- 6. Having the building entry away from the street creates problems for police in response to reports of robberies and would reduce the effectiveness of fire crews in their response to an incident.
- 7. From the marketing point of view, a site plan designed under the guidelines of this ordinance would be far less desirable to having the parking in front of the building. This "standard" plan has been readily accepted for many years. We feel, with appropriate landscaping, building design and colors, can be very attractive and pleasant places to shop for both pedestrian and automobile customers.
- 8. There would most certainly be some negative impact on building signing or upon the neighborhood because of building signing being as close to the street as would be necessitated by this ordinance.
- 9. As with many businesses who would lease or own property developed under the guidelines of the building orientation ordinance, we have many children both walking and on bicycles as our customers. We feel very strongly that a development plan such as is outlined by this ordinance would create an extremely hazardous situation for these youngsters. Children are sometimes more careless than adults and, because of their stature, are more difficult to see from within an automobile.
- 10. Because existing developments are predominantly located away from the street with parking between the street and the sidewalk, this ordinance will create a "saw-tooth effect" where one project will be on the street and the next two or three will be back 50' to 70'.

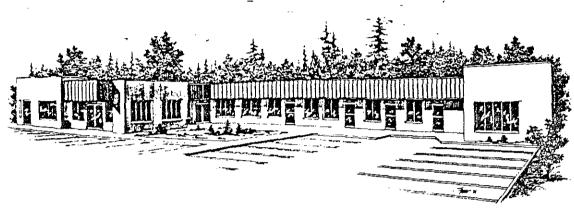
There have been many variances granted to this ordinance. It seems that, in itself, is reason enough to suspend further enforcement of the ordinance until a review or rewriting might be accomplished. We believe this ordinance has strong negative impact on development of commercial property in the city. Not only are we reluctant to acquire or develop property without the necessary variances but others in our industry as well as other commercial users and developers have expressed the same opinion.

We believe it is truly in the best interest of economic progress within the city to reconsider the building orientation portion of Title 33. Thank you for taking time to read this letter and consider its contents. I am available for question at any time.

Very truly yours,

Roger L. Staver Director of Real Estate

RLS/pg



Milger Properties

6688 S.W. Capitol Highway • Portland, Oregon 97219 • (503) 246-4556

May 6, 1983

Mr. Gary F. Oxley The Southland Corp 10250 SW Greenburg Rd Suite 102B Portland, Or 97223

Re: 6690 SW Capitol Highway

Dear Gary:

Both the past president of the Multnomah Neighborhood Association and the new president of the same community organization have told me, and the others of the Association at their last meeting, that they "stabbed themselves in the back" when voicing objection to the original plan you submitted for a new store at this location.

It seems probable that this group will make a decision at their next meeting May 11 to reverse themselves on their objections to your store, as stated earlier, asking the City Council to approve the first plan for locating the building in the center of the land rather than on the east edge. They now admit that since there will be a building there anyhow it might as well be more sensibly situated on the property.

If you would like me to encourage them to make this decision and proceed on this course please get me a copy of the original site plan prepared by your architect -- the one approved by the Citizens Advisory Committee. If you want the matter left as it is please tell me so. The president of the association was here today for an hour and the former president, who spoke before the City Council, has also expressed regret that the final plan is less advantageous to the community and the store than the original proposal.

Very truly yours,

Roger M. Minthorne

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