



**City of Portland, Oregon**  
**Bureau of Development Services**  
**Land Use Services**  
**FROM CONCEPT TO CONSTRUCTION**

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# MEMORANDUM

**Date:** July 11, 2017  
**To:** Portland Design Commission  
**From:** Staci Monroe, Design Review  
503-823-0624 | [Staci.Monroe@portlandoregon.gov](mailto:Staci.Monroe@portlandoregon.gov)  
**Re:** EA 17-178014 DAR - Oregon Square Alternatives  
Design Advice Request Commission Memo - July 13<sup>th</sup> Hearing Date

Attached is a drawing set for the Design Advice Request for the above referenced case. The review criteria are the Central City Fundamental and the Lloyd District Design Guidelines (cheat sheet included with this memo). Please contact me with any questions or concerns.

## I. DEVELOPMENT TEAM BIO

**Architect** Kyle Andersen, GBD Architects  
**Owner's Representative** Wade Lange & Jerry Gammieri, American Assets Trust  
**Project Valuation** \$119M

## II. PROGRAM OVERVIEW

The Applicant seeks design advice for several alternative schemes to the previously approved Oregon Square Superblock project. The project was approved in 2016 as a two-phased development (1<sup>st</sup> phase - western two buildings and the majority of the public plaza, 2<sup>nd</sup> phase - eastern two buildings and rest of plaza). The applicant is considering the following alternatives to southeastern building (Block 103), previously approved as a 325' tall residential tower:

- Scheme 1 - office tower, 16-story, 233' tall
- Scheme 2 - office & residential tower, *large* floor plate, either 21 or 28 stories (250' or 325' tall)
- Scheme 3 - office & residential tower, *small* floor plate, either 19 or 27 stories (250' or 325' tall)

In addition to the change in building type and use, the ground floor would introduce a garage entry to the below grade parking (either off NE Oregon or SE 9<sup>th</sup> depending on scheme) and changes to the plaza area adjacent to the building.

## III. DAR DISCUSSION TOPICS

Given the conceptual state of the schemes the focus of the DAR should be on massing and the public realm, both along the street edge and within plaza. Staff has provided comments in the attached design guideline matrix to guide the discussion. The applicant is also considering altering the phases of the project (1<sup>st</sup> phase - three buildings and majority of plaza including art and water feature, 2<sup>nd</sup> phase - northeastern building and remainder of plaza).

Attached: Approval Criteria Cheatsheet for CCFDG & LLDG

CENTRAL CITY FDG (2003) + LLOYD SDG (1991)							Oregon Square	17-178014 DA
July 11, 2017							Kyle Andersen, GBD Architects	\$119 M
A: PORTLAND PERSONALITY		STAFF			COMMISSION			
		+ / -	Comments	+ / -	Comments			
A1: Integrate the River								
	A1-1: Connect Public Facilities to the River							
A2: Emphasize Portland Themes								
A3: Respect the Portland Block Structures			All 3 schemes align the 200'x200' block structure					
	A3-1: Support a Convenient Pedestrian Linkage Through the Superblocks Between Convention Center and Lloyd Center		No change to four portals or access thru superblock					
	A3-2: Make Superblock Plazas Inviting and Easily Accessible from Holladay Street		No change to plaza access from Holladay					
A4: Use Unifying Elements								
A5: Enhance, Embellish & Identify Areas								
	A5-1: Develop Identifying Features							
	A5-2: Accommodate or Incorporate Underground Utility Service							

	A5-3: Incorporate Works of Art			Including Block 103 in phase 1 provides for most of the public plaza & allows the required art & interactive water feature to be more integrated. Discuss water feature & art location.		
	A5-4: Incorporate Water Features					
	A5-5: Use Public Right-of-Way Design Criteria Established for the Lloyd District					
	A5-6: Incorporate Landscaping as an Integral Element of Design					
	A5-7: Integrate the Civic Campus into the Lloyd District					
	A5-8: Integrate the Lloyd Shopping Center into the Lloyd District					
	A6: Re-use, Rehabilitate, Restore Buildings					
	A7: Establish and Maintain a Sense of Urban Enclosure					
	A8: Contribute to a Vibrant Streetscape			All 3 schemes include active ground floor uses with retail & lobbies. Retail & lobby entry locations should be discussed. A separate lobby for residential should be considered in Scheme 2 to better activate the street frontage.		
	A8-1: Incorporate Active Ground Level Uses in Parking Structures					

A9: Strengthen Gateways						
A9-1: <i>Provide a Distinct Sense of Entry and Exit</i>						
<b>B: PEDESTRIAN EMPHASIS</b>	<b>STAFF</b>		<b>COMMISSION</b>			
	<b>+ / -</b>	<i>Comments</i>	<b>+ / -</b>	<i>Comments</i>		
B1: Reinforce and Enhance the Pedestrian System						
B1-1: <i>Protect Pedestrian Areas from Mechanical Exhaust</i>						
B1-2: <i>Incorporate Additional Lighting</i>						
B1-3: <i>Design Projects to Attract Pedestrians to the Broadway/Weidler Corridor</i>						
B2: Protect the Pedestrian						
B3: Bridge Pedestrian Obstacles						
B3-1: <i>Provide Pedestrian Crossings Spaced at Traditional One-Block Intervals</i>						
B3-2: <i>Improve Pedestrian Crossings on NE Broadway</i>						
B4: Provide Stopping and Viewing Places						

B5: Make Plazas, Parks & Open Space Successful			Each block has its own character along the plaza frontage. Plaza area & portals adjacent to Block 103 should be responsive to the ground floor program as well as integrated into the overall character of the plaza. Concepts should be discussed.		
B6: Develop Weather Protection					
B6-1: Provide Pedestrian Rain Protection					
B7: Integrate Barrier-Free Design					
C: PROJECT DESIGN			STAFF		COMMISSION
C1: Enhance View Opportunities					
C2-1: Maximize View Opportunities					
C2: Promote Permanence & Quality in Design					
C10-1: Use Masonry Materials			glazed curtain wall and precast concrete are being considered. Colors could be discussed.		
C10-2: Design Exterior Building Walls That Are Transparent in Glazed Areas and Sculptural in Surface					
C10-3: Use Light Colors					

C3: Respect Architectural Integrity					
	C1-1: Integrate Parking			<i>new garage access &amp; loading bay should be minimum width necessary. Discuss where 3rd garage access will be eliminated on superblock and in its place.</i>	
	C1-2: Integrate Signs				
	C4: Complement the Context of Existing Buildings			<i>scheme 3 (smaller floorplate) better complements the podium footprints of the 3 other buildings on the superblock &amp; massing of the half-block towers in the district. The massing in schemes 1 &amp; 2 is more articulated similar to newer towers in district. Applicant seeks clear direction on which scheme meet the guidelines.</i>	
	C5: Design for Coherency				
	C3-1: Design to Enhance Existing Themes in the Broadway/ Weidler Corridor				
	C3-2: Orient Development Along the Lloyd District's Eastern Edge Toward Adjacent Neighborhoods				
	C6: Develop Transitions Between Buildings & Public Spaces			<i>The plaza area &amp; portals adjacent to Block 103 should be responsive to the ground floor program as well as integrated into the overall character of the plaza.</i>	
	C7: Design Corners that Build Active Intersections			<i>retail is shown on all 3 schemes at the SE corner. Should be activated with entries.</i>	

C8: Differentiate the Sidewalk Level of Buildings					
C6-1: Step-Back Upper Building Floors Along Holladay Street					
C9: Develop Flexible Sidewalk Level Spaces					
C10: Integrate Encroachments					
C11: Integrate Roofs and Use Rooftops			Schemes over 250' in height will need a height bonus & should include well-designed & integrated rooftops		
C12: Integrate Exterior Lighting					
C13: Integrate Signs					