



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

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## MEMORANDUM

**Date:** November 22, 2017  
**To:** Portland Design Commission  
**From:** Staci Monroe, City Planner – Design/Historic Review Team  
(503) 823-0624, [staci.monroe@portlandoregon.gov](mailto:staci.monroe@portlandoregon.gov)  
**Re:** November 30, 2017 Agenda Item – Design Advice Request (DAR)  
EA 16-291429 DA – Three Mixed Use Buildings in Lloyd

Attached is a drawing set for a 2<sup>nd</sup> DAR for three 7-story buildings proposed on both sides of NE Multnomah at 16<sup>th</sup> Avenue in the Lloyd sub district of Central City. The proposal redevelops the property currently occupied by the Lloyd Cinemas and the surface parking lot adjacent to the Sears building in the Lloyd Center mall.

### PROJECT HISTORY

First DAR occurred on February 16<sup>th</sup>, 2017. The primary feedback provided by the Commission focused on:

- Breaking up the 5 over 1 massing with more variety in height and articulation.
- Proximity to Sullivan's Gulch should inform the massing, design and pedestrian realm.
- A lot of sameness in the architecture. Should be thought of as 3 separate blocks & buildings.
- Ground floor of all the buildings needs attention to ensure active frontages.
- Pedestrian circulation & open space configuration needs more clarity.

### REVISED PROPOSAL

- Three, 7-story buildings – *increased by 1 floor*
- 85' height (base 150' + 75' bonus allowed) – *increase by 10'*
- 3.75:1 FAR proposed across site (4:1 base + 3:1 bonus allowed) – *increased from 3.67:1*
- 560 residential units total – *increased by 40 units*
- ~26,000 SF of retail and residential townhouse units on the ground floors
- Below-grade parking for northern buildings - *above-grade parking removed from southern building*
- Several plaza and open spaces on the ground floor and rooftop amenity spaces for residents
- No Modifications or Adjustments to standards identified to-date.

### DEVELOPMENT TEAM BIO

Architect	Dave Otte   HOLST Architecture – Portland, OR
Owner/Developer	Portland Lloyd Center Community LLC - Portland, OR
Project Valuation	\$75,000,000

*Flip over DAR discussion topics*

## DAR TOPICS

Staff advises you consider the following among your discussion items on November 30<sup>th</sup>:

Context – Revisions to the massing and variety in height is very successful and responsive to both the Sullivan's Gulch and Lloyd District neighborhoods. Utilizing a 5 over 2 construction type provides more flexibility and creativity in addressing the previous stagnant height concern while not impacting unit count. **Further discussion about the massing changes is encouraged.**

### Public Realm –

- Revisions strengthen the pedestrian linkage from Sullivan's Gulch to the Lloyd District (across 16<sup>th</sup>) and better align with pedestrian movement from the west (Phase 1 and Holladay Park).
- Revisions to the Ground floor program is significant. Active uses now abut sidewalks, plaza/open spaces and opposing access points to the Mall. Above-grade parking was replaced with residential units in southern building facing 16<sup>th</sup>. Garage entry in northern buildings was shifted closer to Multnomah to get cars off the pedestrian system sooner. Active building edges now occupy all prominent corners and intersections. **The character of the residential walk-up units, to ensure they contribute to the public realm, should be discussed.**
- Public spaces and plazas are now identified as focal points that respond to opposing conditions and activities. The primary plaza between the two northern buildings is now more meandering versus a large scale plaza, which are beginning to dominate the district. **The character of these public spaces should be further discussed.**

### Quality & Permanence -

- Architecture – While the interlocking forms and materials result in some dynamic architecture and occupiable spaces the design concept appears uniform throughout the site. Given that the Commission indicated they should have three distinct buildings, **more discussion about the individual qualities of the buildings is encouraged.**
- Materials – The larger scale, light color materials combined with the more finer-scaled brick works well in responding to both neighborhoods. **More discussion about the materials being considered and color shifts in brick are encouraged.**

Approval criteria are the Central City Fundamentals and Lloyd District Design Guidelines. Please contact me at (503) 823.0624 with any questions or concerns.

Attachments: Drawings dated 11/20/17  
1<sup>st</sup> DAR Summary dated March 23, 2017  
Central City Fundamental & Lloyd District Design Guidelines Cheatsheet *(to be provided at the hearing)*