



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

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MEMORANDUM

Date: April 25, 2018
To: Portland Design Commission
From: Hannah Bryant, Development Review
Hannah.bryant@portlandoregon.gov | 503.823.5353
Re: 18-131834 DA – Lloyd Center Plaza and West Anchor Remodel
Design Advice Request Summary Memo May 3, 2018

Attached is a drawing set for the Design Advice Request of the Lloyd Center West Anchor and Plaza remodel. The review criteria are Central City Fundamental Design Guidelines and Lloyd District Design Guidelines (copies of the guidelines are included with this memo). Please contact me with any questions or concerns.

I. DEVELOPMENT TEAM BIO

Architect Waterleaf Architecture | 505 Design
Ownership Kirk Williams | Cypress Equities
Project Valuation \$9 Million

II. PROGRAM & ZONING OVERVIEW

The building program has changed since two 2017 DARs. The former Nordstrom anchor tenant space will be a live event venue on the third floor, capable of hosting two live music events simultaneously. First and second floors will be food service and retail uses. The theater use requires new interior structure, additional height, and a major seismic upgrade. To facilitate the seismic upgrade, the existing brick will have to be removed, and the applicant would like to discuss alternative cladding materials to replace it.

The adjacent public plaza has been the primary point of discussion at the 2017 DARs. The 28,000-square foot public plaza serves as one component of the required public space per a 1989 agreement that was created when the open-air mall was enclosed. At previous DARs, the Design Commission directed the applicant to create a 'place' with a strong and unique identity in the plaza. It should create a clear entrance to the mall while also being a public space that serves those who are not engaging with the mall.

Areas for discussion on May 3, 2018:

1. Plaza Programming

- Public Space. The space needs to be welcoming to all, at all times of year. Diagrams showing how space will be used by individuals, large groups, those coming to eat lunch outside and those coming to enter the mall will provide clarity.
- Public Realm. The proposal shows deep landscaped borders between sidewalk and plaza. Other nearby urban plazas are not separated from the public right-of-way. (Guidelines A5-8, A7, and C3)

- Contextual Materials. Plaza hardscape materials, seating, plantings can reference other district plaza spaces and serve to unify the network of public open space through the district. (Guidelines A5-6, C10, and C3)
- Path Direction. The diagonals reinforce the previous corner entry that is being removed. (Guidelines C1, C3, C4 and B1)
- Art. The existing public art is proposed to remain, without the existing pool at its base. It is intended to be viewed in the round, and may need a path or curved planter to allow viewers to interact with it. (Guideline 5-3)

2. Building

- Simplify. The submittal includes two options for new material palettes, including brick and fiber cement panels. Lloyd District guidelines direct applicants to Use Masonry Materials and Use Light Colors. The materials of the building should express the horizontality of this building element, foster unity with the rest of the Lloyd Center mall, and provide a coherent backdrop for the plaza. (Guidelines C10-1; C10-3)
- Entrance and Exit Sequencing. More information is needed to understand how visitors will arrive and leave from the first-floor restaurants, the second-floor retail and the third-floor concert venues from existing mall parking garages, nearby transit stops, and the thousands of new residential units existing and approved on the south side of Multnomah Blvd. (Guideline A3-1, A9-1, C4)

Attachments:

Drawing package dated May 3, 2018