



Design Advice Request

DISCUSSION MEMO

Date: April 25, 2024
To: Portland Design Commission
From: Tim Heron, Design & Historic Review Team
503-823-7726, tim.heron@portlandoregon.gov
Re: EA 24-029290 DA – 901 NE Lloyd Center, Multi-Purpose Event Center
Design Advice Request Memo – May 2, 2024

This memo is regarding the upcoming **Design Advice Request (DAR)** on May 2, 2024, for the proposed Lloyd Center Multi-Purpose Event Center. The following supporting documents are available as follows:

- Drawings and Zone Map.
- Approval criteria matrix, PBOT DAR Response.
- Summary Memos from Lloyd Center Central City Master Plan [DAR 2 \[December 21, 2023\]](#) and [DAR 1 \[November 2, 2023\]](#)
- All documents can be accessed here ([Efiles - EA 24-029290 DA \(24/EF/4211\)](#) (portlandoregon.gov) Note, Commissioners who requested hard copies will receive the drawing set by courier.

I. PROGRAM OVERVIEW

DAR for a new 67,000 SF 2-story Multi-Purpose Event Center at the Lloyd Center. The proposal includes demolishing the former Nordstrom building and removing the NE 9th Avenue skybridge.

The proposed building includes a main event space, loading, lobbies, and a second-floor mezzanine that overlooks the main event space on the ground level. The project will also preserve the public plaza adjacent to NE Multnomah Street and the existing basement of the current structure for storage and back of house support areas.

Modifications to the required Ground Floor Windows & Eco-Roof Standards are being requested.

II. DEVELOPMENT TEAM BIO

Design Team Rep	Boris Kratzenberg, Works Progress Architecture
Owner's Representative	KREF Lloyd Center Owner, LLC
Project Valuation	\$21,600,000

III. FUTURE DESIGN REVIEW APPROVAL CRITERIA:

- [Central City Fundamental Design Guidelines](#)
- [Lloyd District Design Guidelines](#)
- [33.825.040.A, B and C – Modifications Considered through Design Review](#)

IV. POTENTIAL MODIFICATIONS

Two Modifications to the Zoning Code are being requested currently – Reduction of [33.510.220 Ground Floor Windows](#) area and Reduction of [33.510.243 Ecoroof](#) area.

These requests are subject to the following approval criteria.

Note – *A, B and C must be met to grant approval for each Modification.*

- A. Better meets design guidelines.** The resulting development will better meet the applicable design guidelines; and
- B. Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested; and
- C. Mitigation of impacts.** Any impacts resulting from the modifications are mitigated to the extent practical.

V. STAFF ANALYSIS & RECOMMENDED DAR DISCUSSION TOPICS

This development proposal is planning to be submitted prior to the completion of the larger site area's Central City Master Plan [CCMS] Land Use submittal. Therefore, this proposal has a unique challenge to be reviewed as an infill development [bordered to the west by NE 9th Avenue, to the south by the existing and to be retained public plaza, and to the north and east by the remaining Lloyd Center Mall] that may also front future Lloyd Center CCMS development, including publicly accessible streets and park.

For this reason, the Commission should also reflect on the previous CCMS Design Advice Request Meetings at Design Commission on [December 21, 2023](#) and [November 2, 2023](#), and consider how this project could positively contribute to this plan. For example, the future CCMS for Lloyd Center proposal presumes the north and east elevations will be fronting new streets and sidewalks. Adjacent to the proposed Multi-Purpose Event Center loading area would be the new extension of NE Clackamas Street. To the east of the proposed Event Center would be the CCMS proposed extension of NE 10th Avenue and an adjacent large public park within the heart of the CCMS.

Staff advise you consider the following among your discussion items on May 2, 2024:

CONTEXT/ QUALITY and RESILIENCE

1. Context – A Civic Building at the corner of a future Master Plan District

Site Development/ Public Context:

- a. Site within a larger planned Central City Master Plan site
 - Civic program, urban environment, less than 24/7 activity

- b. Building entry
 - Singular entry facing Lloyd Center Plaza to the south
- c. Vehicular entry points
 - Unenclosed large loading area north end of site
 - Future north frontage is the potential NE Clackamas Street extension
- d. Outdoor spaces/ programming
 - Public Art investment opportunities

2. Building Massing and Articulation

- a. Massing opportunities
 - Exterior/interior glazed balconies
 - Rooftop mechanical screening
 - 4-sided building with implementation of CCMS
- b. Two elevations highly visible now, all four elevations are planned to be in the future
 - Public Art investment
 - Sculptural opportunities for a civic building
- c. Plaza frontage
 - Current and future response
 - Public Art investment
- d. Materials
 - Concrete and metal panel, perforated metal panel, painted CMU block, polycarbonate panel

PUBLIC REALM

3. Site Circulation

- a. Modal: car, transit, bike, bike parking, pedestrian.
 - How many people come through here every day with consideration of existing mall use, proposed Event Center use, future CCMS development, transit, etc
- b. Entry and egress for an Event Center use

4. Building's Ground Floor Activation & Placemaking/ Public Realm: eyes on the spaces

- a. NE 9th Avenue [west]
 - Modification to Ground Floor Windows
 - Setback and landscaped frontages, appropriateness of ground level stormwater planters
 - Public Art investment
 - Lighting opportunities
- b. Plaza frontage [south]
 - Modification to Ground Floor Windows
 - Setback and landscaped frontages, appropriateness of ground level stormwater planters

- Main civic entry
 - Public Art investment
 - Lighting opportunities
- c. Loading area [north]
- Adaptability for future CCMS, facing NE Clackamas Street extension Mitigation measures
- d. Mall facing elevation [east]
- Adaptability for future CCMS, facing NE 10th Avenue extension and public park
 - Public Art investment
 - Massing and sculptural opportunities
 - Lighting opportunities

5. [Modifications to the Zoning Code \[33.825.040. A, B & C\]](#)

Approval criteria in 33.825.040:

- A. Better meets design guidelines.** The resulting development will better meet the applicable design guidelines; and
- B. Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested; and
- C. Mitigation of impacts.** Any impacts resulting from the modifications are mitigated to the extent practical.

Note – A, B and C must be met to grant approval for each Modification.

Modification 1: 33.510.220 Ground Floor Windows. The applicant requests to reduce the clear vision glass requirement to zero along both the west facing NE 9th Avenue and the south-facing Plaza frontage. Translucent polycarbonate panel is proposed at both frontages.

Purpose of the standard. *In the Central City plan district, blank walls on the ground level of buildings are limited in order to:*

- *Provide a pleasant, rich, and diverse pedestrian experience by connecting activities occurring within a structure to adjacent sidewalk areas;*
- *Encourage continuity of retail and service uses;*
- *Encourage surveillance opportunities by restricting fortress-like facades at street level;*
- *Avoid a monotonous pedestrian environment; and*
- *The plan district modifications to the base zone standards for ground floor windows are intended to promote ground floor windows in a larger number of situations than in the base zones and to provide additional flexibility in meeting the standard.*

Modification 2: 33.510.243 Ecoroofs. The applicant requests reduction from 60% roof coverage to 15%, proposing mitigation for lack of ecoroof with the ground level stormwater planters.

Purpose of the standard. *Ecoroofs provide multiple complementary benefits in urban areas, including stormwater management, reduction of air temperatures, mitigation of urban heat island impacts, air quality improvement, urban green spaces, and habitat for birds, plants and pollinators. The standards are intended to:*

- *Maximize the coverage of ecoroofs;*
- *Allow for the placement of structures and other items that need to be located on roofs; and*
- *Support the architectural variability of rooftops in the Central City.*

Attachments ([Efiles - EA 24-029290 DA \(24/EF/4211\) \(portlandoregon.gov\)](#))

- Zone Map
- Drawing Package Exh C1-51
- PBOT DAR Response [April 19, 2024]
- Summary Memos from Lloyd Center Central City Master Plan [DAR 2 \[December 21, 2023\]](#) and [DAR 1 \[November 2, 2023\]](#)
- Matrix of Approval Criteria, Applicant Response/ Staff Response