



**City of Portland, Oregon**  
**Bureau of Development Services**  
**Land Use Services**

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## MEMORANDUM

**Date:** February 24, 2014  
**To:** Portland Design Commission  
**From:** Staci Monroe, City Planner  
503-823-0624, [staci.monroe@portlandoregon.gov](mailto:staci.monroe@portlandoregon.gov)  
**Re:** March 6, 2014 Design Advice Request  
EA 14-102814 DA – Lloyd Center Remodel

Please find exhibits attached for the Design Advice Request for a potential renovation of the Lloyd Center Mall that adds new retail floor area and improves and updates the pedestrian and vehicular entrances. The proposal includes the following:

- Infill covered canopy area in front of Macy's facing NE Multnomah to provide a single level, shallow-depth retail opportunity to serve smaller vendors.
- Remove the elevated drive aisle in front of Macy's along NE Multnomah that connects the east and west parking structures.
- Provide a new pedestrian entry on the south façade between the west parking garage and Macy's and re-establish an original pedestrian entry at the east end between Sears and Marshalls.
- Provide new storefront systems, façade treatment that consists of vertically oriented reclaimed wood panels blended with a green-wall system, and signage at new and existing pedestrian entrances.
- Provide similar façade treatments to the parking garage access points along Multnomah and the bridge at the north end.

While infill of the two parking garages along NE Multnomah is not currently proposed, the structures are being evaluated for the highest and best use for future development, whether it be infill or new development with retail or mixed uses.

### **Areas Staff and the applicants would like feedback on include:**

1. Consistency in the visual queues that distinguish pedestrian and vehicles access points.
2. Cohesion of proposed and existing finishes and elements throughout the property, such as:
  - Storefront systems, green wall frames, etc.
  - Lighting, signage, etc.
3. Potential concerns with long-term maintenance and viability of green walls given the size and locations proposed.
4. Appropriateness of the new large signs in this pedestrian district.
5. Integration of new retail, and potential future, floor area.

In this case, the design review criteria are the Central City Fundamental Design Guidelines and the Lloyd District Design Guidelines. Please contact me at 503.823.0624 with any questions or concerns.

Attachments: List of Discussion Items Cheat Sheet  
Applicable Design Guidelines

