



To: Staci Monroe
Project: Lloyd Center Mall Early Design Assistance
Subject: Narrative of Proposed Work

From: Mark Mikolavich
Project No.: 8858.76
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Waterleaf Architecture and Cypress Equities, the owners of the mall, are seeking design advice regarding proposed new south and east mall entrances, as well as new identity treatments at pedestrian and vehicular entry points to the mall complex.

New Mall Entrances and Infill Retail

The new mall owners are interested in creating a stronger relationship to Holladay Park, as they believe that there can be a positive synergy between the mall and the park. A number of potential opportunities are being explored, including new mid-block crossings, new ground-level street-facing retail storefronts along the Multnomah Street frontage, and a new mall entrance adjacent to the west edge of the existing Macy's store. The new mall entrance is a response to the adjacency of the park, the light rail station at the opposite edge of the park, the high-trafficked Multnomah Street, and the well-used bus stops along Multnomah Street. While most existing mall entrances open on to parking structures or parking lots, the proposed new south entrance will be the third mall entrance to directly address a public street, and, along with the potential new Multnomah Street storefronts, represents a step toward re-orienting the mall to more fully engage the public realm. The proposed south mall entrance will respect the modern character of the original mall design, while adding new elements sympathetic to that character.

The proposed new east mall entrance, located between the Sears and Marshalls stores, is intended to continue the trend of making the mall more open and accessible. The entrance will serve mall users arriving from the neighborhoods and parking lots to the east and north. Opportunities to activate the entrance area by providing new storefront in place of the currently blank south wall of the Marshalls store may be explored. New storefront, where and when added, will be similar to the recently installed storefront at the ULTA Beauty tenant space, with an anodized aluminum-colored window system and a stone base.

Identity Treatments

In an effort to update the image of the mall, the new owners have embarked on a rebranding effort, and wish to express the new brand at the building interior, as well as the exterior. New exterior entrance treatments are proposed at each of the pedestrian entrances to the mall, as well as at the two garage entrances at NE 11th and 13th Avenues. The entrance elements will integrate wood, which is a core element of the brand, and will provide a visual link to significant wood features proposed for the mall interior. Wood, well-detailed and in thoughtful combination with other materials, has been used historically as an accent element in urban environments, as it will be here. The entrance features will generally be expressed as planar screen elements, and as such will be part of a larger family of features that have been used as markers at entrances, portals, and passages in the larger mall complex. The entry features will have vertical boards, spaced to lend a light, semi-transparent, modern touch sympathetic to the color and texture and scale of the mall brick. Used consistently, they will serve as a way-finding tool for mall users.

The corrugated concrete bulkhead/guard that extends almost the full length of the second floor parking deck along the Multnomah frontage is recognized as a strong unifying and organizing element along that façade. The integration of the spaced vertical boards into the corrugations at the garage entrances allows the line of the bulkhead to read as continuous, preserving the visual cohesion of the Multnomah Street façade.

lloyd center

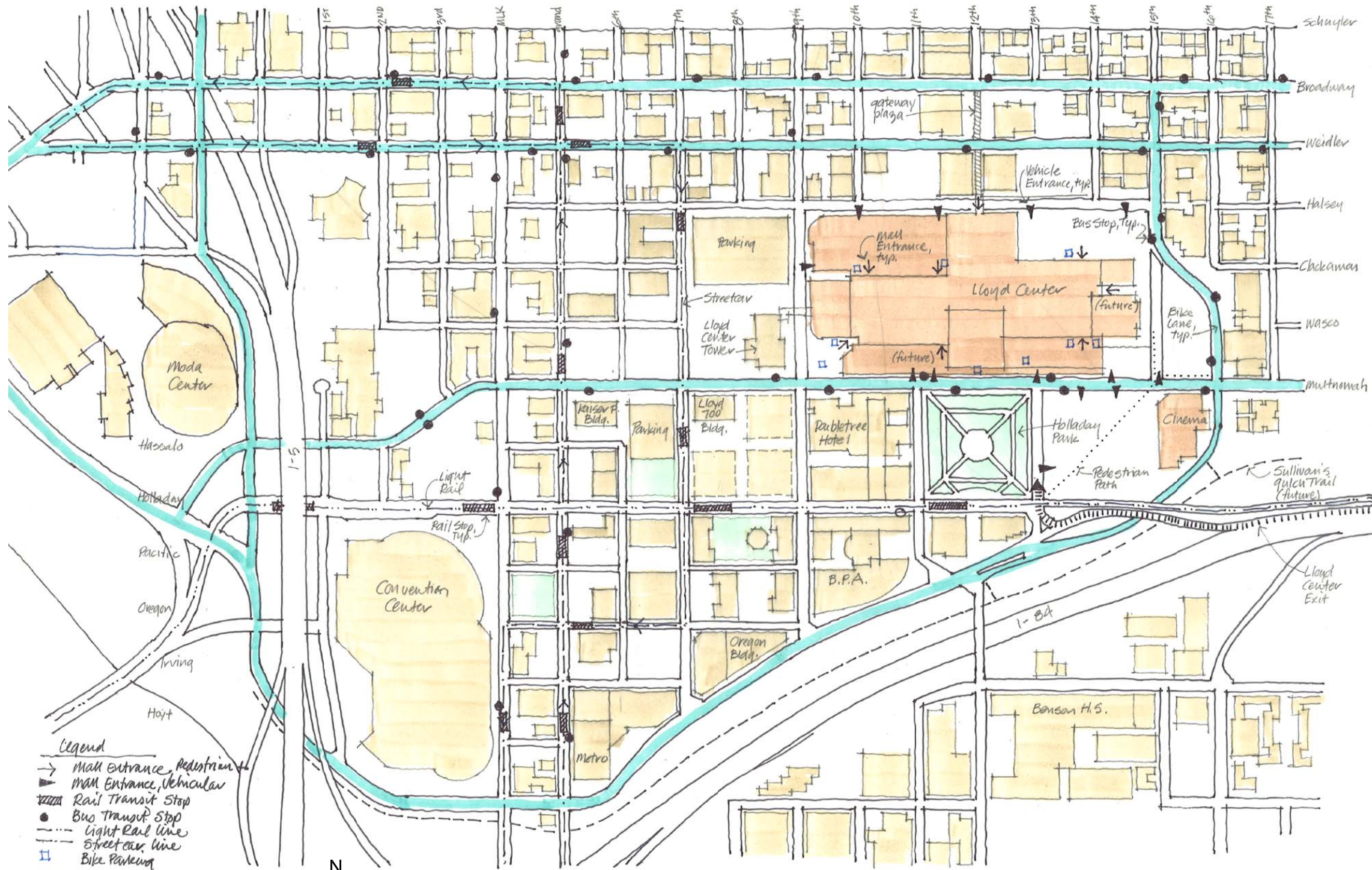
early design assistance presentation

april 17, 2014



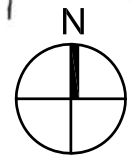
waterleaf





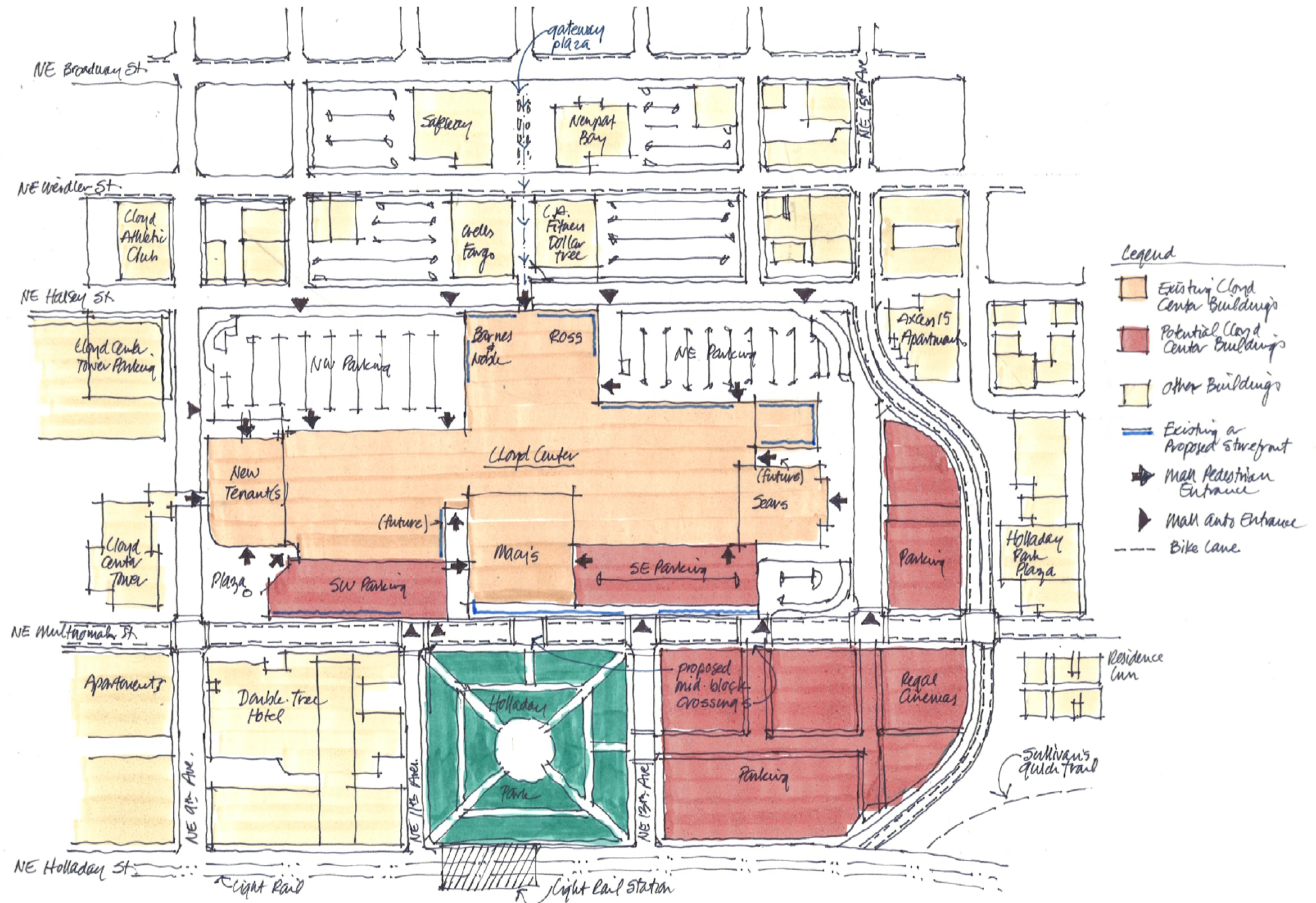
- Legend
- Mall Entrance, Pedestrian
 - ▶ Mall Entrance, Vehicular
 - ▨ Rail Transit Stop
 - Bus Transit Stop
 - Light Rail Line
 - - - Streetcar Line
 - Bike Parking

district plan

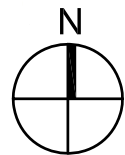


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site plan

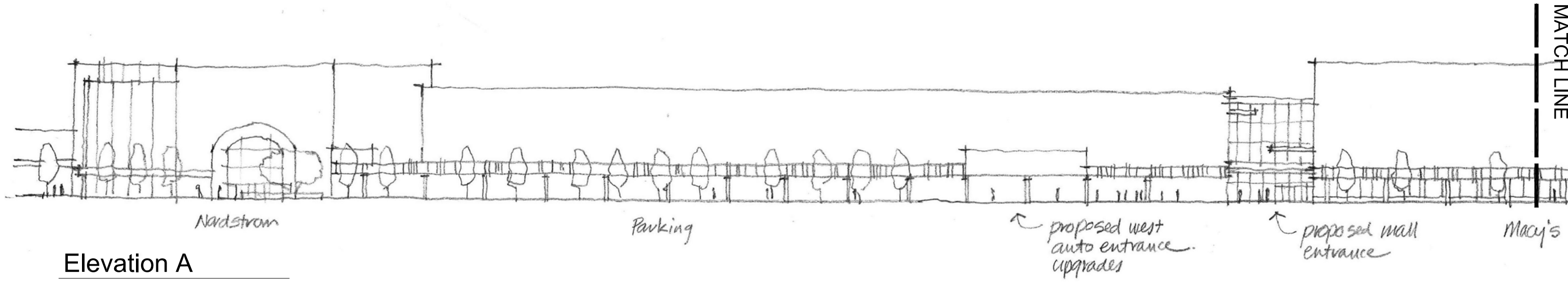
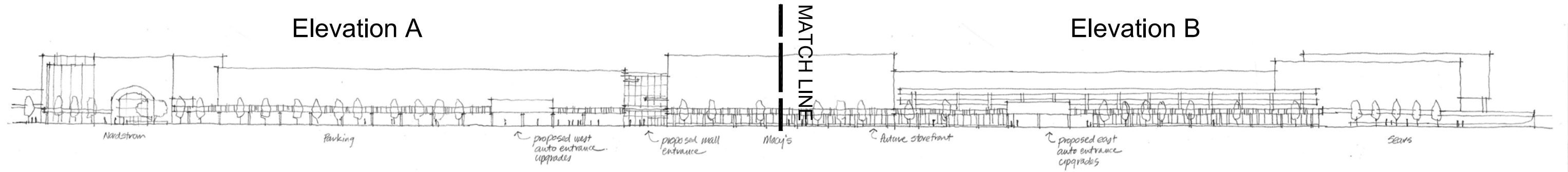


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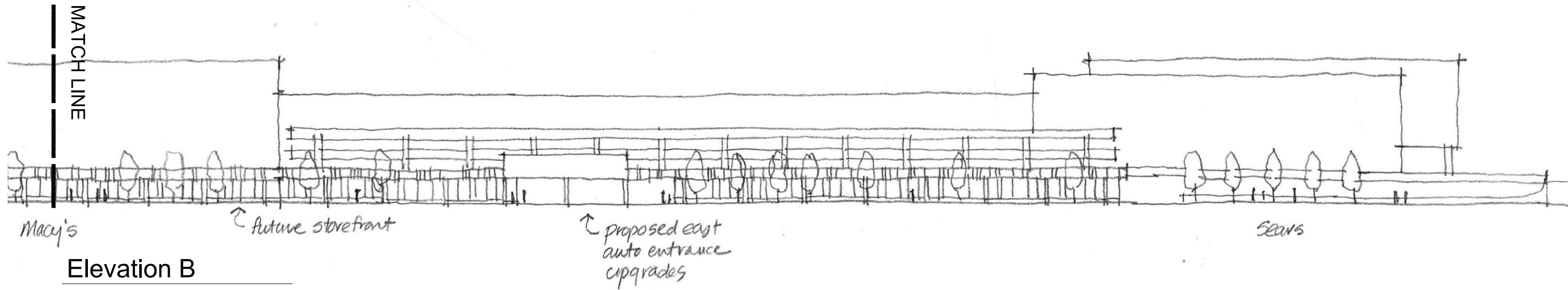
Elevation A

Elevation B



Elevation A

Elevation B



ne multnomah street elevation



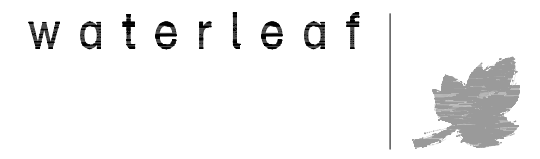


south entrance existing

Lloyd Park
Portland, OR 97232 – approximate address
STREET VIEW



south entrance existing





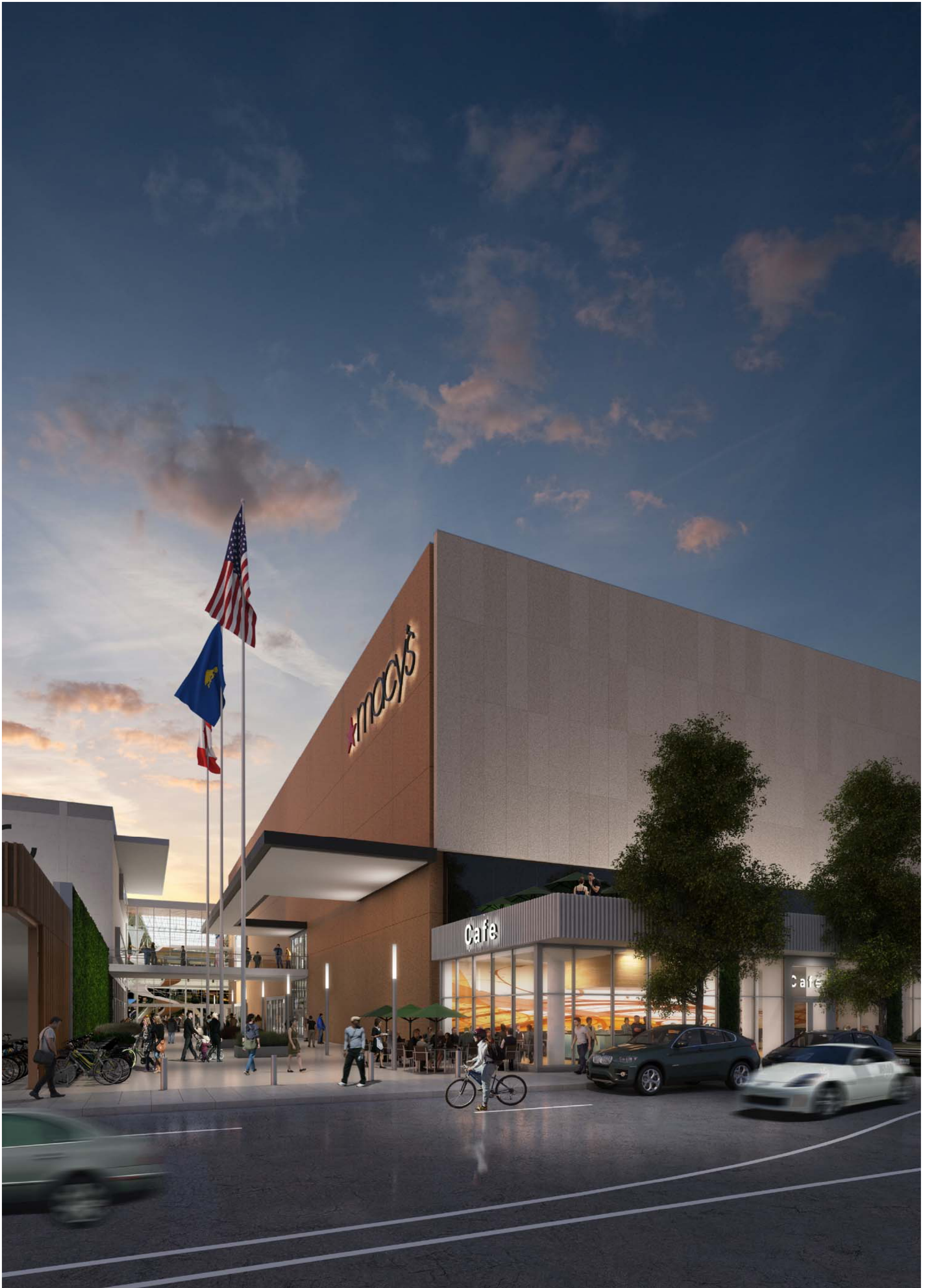
south entrance existing





south entrance





south entrance





south entrance





south entrance aerial



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screen elements



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screen elements



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screen elements



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screen elements



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NE multnomah street auto entrance



ne multnomah street auto entrance view 1



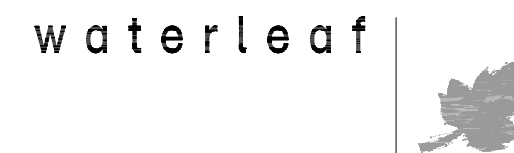


NE multnomah street auto entrance



wood screen

ne multnomah street auto entrance view 2





ne multnomah street



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ne multnomah street



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ne multnomah street auto entrance view 3





wood



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wood



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north mall entrance existing





north mall entrance existing





north mall entrance view 1





north mall entrance view 2





east mall entrance



east mall entrance existing





east mall entrance





mall entrance from parking existing



mall entrance from parking

