



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

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REVISED STAFF REPORT AND RECOMMENDATION TO THE DESIGN COMMISSION

CASE FILE: LU 14-215153 DZ
Lloyd Center South Entry Remodel
PC # 14-155864
REVIEW BY: Design Commission
WHEN: April 2, 2015 at 1:30 PM
WHERE: 1900 SW Fourth Ave., Room 2500A
Portland, OR 97201

It is important to submit all evidence to the Design Commission. City Council will not accept additional evidence if there is an appeal of this proposal.

BUREAU OF DEVELOPMENT SERVICES STAFF: STACI MONROE / STACI.MONROE@PORTLANDOREGON.GOV

GENERAL INFORMATION

Applicant: Bill Bailey | Waterleaf Architecture | 419 SW 11th Avenue, Suite 200 | Portland, OR 97205

Owners: Capref Lloyd Center LLC | 2201 Lloyd Center | Portland, OR 97232
Travis Parker | Cypress Equities | 8343 Douglas Ave | Dallas TX 75255

Site Address: 2201 LLOYD CENTER

Legal Description: LOT 1, PARTITION PLAT 1999-146
Tax Account No.: R649795810
State ID No.: 1N1E35BA 00101
Quarter Section: 2931
Neighborhood: Lloyd District Community, contact Michael Jones at 503-265-1568.
Business District: Lloyd District Community Association, contact Gary Warren at 503-234-8271.

District Coalition: None
Plan District: Central City - Lloyd District
Zoning: CXd – Central Commercial zone with a Design overlay
Case Type: DZ – Design Review
Procedure: Type III, with a public hearing before the Design Commission. The decision of the Design Commission can be appealed to City Council.

Proposal:

The applicant seeks a Design Review approval for exterior renovations to the Lloyd Center Mall to accommodate improvements to pedestrian and vehicular entrances along Multnomah Street. A new pedestrian entrance and plaza are proposed between the Macy's building and the southwest parking structure. A portion of the parking structure will be removed for the new plaza and entry with the connection from the upper floor parking area to the Macy's 2nd floor entry restored via a

bridge that spans above the plaza. The plaza itself will include raised stormwater and landscape planters that also function as seating, paved open areas for programmed activities or other uses, and a screenwall between the plaza and truck ramp. A 3-story glass curtain wall and new entrance is proposed at the north end of plaza, which is intended to be the main access point to the mall from the south. New ground level storefronts are also proposed facing the plaza. Ground level retail will be added beneath the portion of the parking deck that will remain along the Macy's frontage that also includes a new south entrance into the Macy's building. Two new identity façade treatments that include signage are proposed above both garage access points on Multnomah that align with NE 11th and 13th Avenues. A 22' tall cooling tower is also proposed on top of the Macy's building with a metal screen.

An exterior alteration to existing development with a value that exceeds \$2,087,000 requires a Type III Design Review per Sections 33.420.045 and 33.825.025 of the Zoning Code.

Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria of Title 33, Portland Zoning Code. The applicable approval criteria are:

- Central City Fundamental Design Guidelines
- Lloyd District Design Guidelines

ANALYSIS

Site and Vicinity: The subject site is Lloyd Center, a shopping mall that opened in 1960. It is located on a super-block bounded by NE Multnomah Street, NE 9th Avenue, NE Halsey Street, and NE 15th Avenue in the Lloyd District neighborhood. When Lloyd Center first opened, it was one of the largest shopping malls in the United States. The mall was originally an open-air shopping environment. In the 1990s, it was renovated and fully enclosed. The mall contains over 100 retail tenants and is anchored by three major department stores. Structured parking and surface parking lots directly abut the mall on a portion of all four street frontages.

The immediately surrounding vicinity primarily contains retail, offices, and surface parking lots. The western edge of Lloyd Center abuts a portion of the neighborhood dominated by office towers. A skybridge connects Lloyd Center mall to Lloyd Center Tower, an office building located across NE 9th Avenue. Across NE Multnomah Street to the south, there is a multi-screen movie theater and associated surface parking lot. Holladay Park, the neighborhood's largest public space, is also located across NE Multnomah. North of the mall, there is a super-block bounded by NE Halsey Street, NE 10th Avenue, NE Weidler Street, and NE 15th Avenue. There is a north-south pedestrian path located near the mid-point of the super-block, where NE 12th Avenue would be located. The pedestrian path provides access between Lloyd Center Mall and the Broadway/Weidler commercial corridor. The path underwent major renovations in the early 2000s, when a distinct paving design, new street furniture, and public art pieces were installed.

The subject site is served well by public transportation. Stops for several TriMet bus routes are located on streets surrounding the site, and there is a station for the Metropolitan Area Express (MAX) light-rail train (Red, Blue, and Green Lines) located nearby at NE Holladay Street and NE 11th Avenue. The newly opened Central Loop line of the Portland Streetcar has two stops nearby: on NE 7th Avenue near Multnomah, and on NE 7th near Halsey.

The portion of the subject site where the proposed work will occur is located along the NE Multnomah Street frontage.

Zoning: The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect

Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together.

The Design (d) overlay zone promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. This is achieved through the creation of design districts and applying the Design overlay zone as part of community planning projects, development of design guidelines for each district, and by requiring design review. In addition, Design Review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area

Land Use History: City records indicate the following land use reviews at the site since 1991:

- LUR 91-00633 DZ (reference file # LU 91-008888 DZ): Design Review approval, with one condition, for vestibule alterations at a restaurant.
- LUR 91-727 DZ (reference file # LUR 91-008982 DZ): Design Review approval for an entry canopy.
- LUR 94-00508 DZ (reference file # LUR 94-011410 DZ): Design Review approval for a microwave antenna.
- LUR 94-00707 DZ (reference file # LUR 94-011609 DZ): Design Review approval for a new sign, decorative tile medallions above existing storefront windows, and a new merchandise pick-up area for customers.
- LUR 01-00084 DZ (reference file # LUR 01-007483 DZ): Design review approval for exterior alterations at north façade of mall, where it directly abuts public sidewalk on NE Halsey Street.
- LU 06-172317 DZM: Design Review approval for two new signs for Nordstrom department store. Approval of one Modification to allow each sign to exceed the 100-square-foot limit of the Sign Code (Title 32).
- LU 12-173249 DZ: Design Review approval for exterior alterations on the north façade, as follows: removal of existing decorative pilaster at west edge of mall entrance; new aluminum storefront system with stone veneer base; large aluminum storefront window at upper portion of façade; steel canopies with insets comprised of awning fabric; LED fixtures located at backside of canopies; three stainless steel decorative cornice elements; six rectangular planter boxes composed of steel or concrete; four aluminum light poles; double exit doors made of metal.
- LU 12-203941 DZ: Design Review approval for exterior alterations on the north façade as follows: Removal of the existing decorative pilaster at the east edge of the mall entrance, in order to restore an original terrazzo column; New system of automatic sliding doors with transom windows above; Metal panel cladding on the soffit of the recessed entry area; Entry canopy made of steel and etched or fritted glass; New decorative façade element consisting of etched or fritted glass panels, with a rose graphic; enclosed on the sides with metal panels; Two aluminum light poles; and Two rectangular concrete planter boxes.
- LU 14-169847 DZ: Design Review approval to remodel the north mall entry along NE Halsey directly under the bridge that extends from the block to the north.
- LU 14-190810 DZ: Design Review approval for new signs on the recently approved new entry element at the north entrance within the parking lot at the east end.

Agency Review: A "Request for Response" was mailed **November 6, 2014**. The following Bureaus have responded with no issues or concerns:

- Bureau of Environmental Services (Exhibit E-1)
- Bureau of Transportation Engineering and Development Review (no exhibit)
- Water Bureau (Exhibit E-3)
- Fire Bureau (Exhibit E-4)
- Plan Review Section of BDS (Exhibit E-5)

The Bureau of Environmental Services has reviewed the revised location and sizing of the stormwater planters as well as the revised report and is supportive of the change. See Exhibit E-6, Bureau of Environmental Services Addendum dated 3/25/15.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on November 26, 2014. No written responses were received from either the Neighborhood Association or notified property owners in response to the proposal prior to the first hearing on December 18, 2014.

Project History:

- The project has had two Design Advice Request (DAR) hearings before the Design Commission on February 27th and April 17th of 2014. Minor revisions and clarifications occurred in response to the initial DAR.
- The first Type III Design Review hearing occurred on December 18, 2014. At this hearing the Commission identified several design concerns related to weather protection and coherency.
- The second hearing occurred on January 15, 2015, that included revision to the project to address the Commission's concerns at the prior hearing. This Commission continued to express concerns related to coherency and the canopies.
- A third hearing occurred on February 19, 2015, that was more of a work-session to discuss revisions and consider 3 options for rain protection within the plaza. The Commission provided feedback, which have been addressed in the current proposal.

ZONING CODE APPROVAL CRITERIA

(1) DESIGN REVIEW – CHAPTER 33.825

Section 33.825.010 Purpose

Design review ensures that development conserves and enhances the recognized special design values of a site or area. Design review is used to ensure the conservation, enhancement, and continued vitality of the identified scenic, architectural, and cultural values of each design district or area. Design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area. Design review is also used in certain cases to review public and private projects to ensure that they are of a high design quality.

Section 33.825.055, Design Review Approval Criteria

A design review application will be approved if the review body finds the applicant to have shown that the proposal complies with the design district guidelines.

Findings: The site is designated with design overlay zoning (d), therefore the proposal requires Design Review approval. Because of the site's location, the applicable design guidelines are the Central City Fundamental and Lloyd District Special Design Guidelines.

Special Design Guidelines for the Design Zone of the Lloyd District of the Central City Plan and Central City Fundamental Design Guidelines

The Lloyd District is a unique, multi-dimensional neighborhood in the Central City, with special features and assets found nowhere else in Oregon.

With the recent completion of the Oregon Convention Center, the District now serves as the “front door for Oregon and our city.” The District as a whole is emerging as a special area in the state and the region, and the way it is developed will determine its comfort and continued use.

The purpose of design review is to carry out the urban design vision for the District by emphasizing unique district assets in a manner that is respectful, creative, supportive, and compatible with all its areas. Although the District is a complex urban environment, it can become a cohesive whole with the use of these design principles.

The Central City Fundamental Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and elements that reinforce and enhance Portland's character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

Lloyd District Design Goals

The following goals and objectives define the urban design vision for new development and other improvements in the Lloyd District

- Encourage the special distinction and identity of the Lloyd District;
- Integrate the sub-areas of the District for a visual and functional coherence of the whole; and
- Improve the safety, convenience, pleasure, and comfort of pedestrians.

Central City Plan Design Goals

This set of goals are those developed to guide development throughout the Central City. They apply within all of the Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

Staff has considered all guidelines and has addressed only those guidelines considered applicable to this project. Central City and Lloyd District Guidelines are addressed concurrently.

A2. Emphasize Portland Themes. When provided, integrate Portland-related themes with the development's overall design concept.

Findings: The remodel includes elements that emphasize several Portland themes. The City's theme of water and natural elements will be enhanced by the stormwater and landscape planters in the new entry plaza. The bridge from the parking structure to the second floor of Macy's alludes to Portland's bridge heritage and the Willamette River. The addition of bike racks in a prominent, covered location supports Portland's bicycle culture. *This guideline has been met.*

A3. Respect the Portland Block Structures. Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built space. Where superblocks exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.

A3-1. Support a Convenient Pedestrian Linkage Through the Superblocks Between the Convention Center and Lloyd Center. Provide and support a convenient pedestrian linkage through the superblocks between the Oregon Convention Center at NE Martin Luther King Blvd. and NE Oregon to the Lloyd Center at NE Multnomah and 9th.

A3-2. Make Superblock Plazas Inviting and Easily Accessible From Holladay Street. Make superblock plazas and public spaces in superblocks fronting on Holladay Street inviting and easily accessible from Holladay Street. Public spaces should be visually connected to Holladay Street.

Public/private spaces are also encouraged to be visually connected with adjacent public improvements.

B1. Reinforce and Enhance the Pedestrian System. Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.

A5-8. Integrate the Lloyd Center Shopping Center into the Lloyd District.

Through inviting pedestrian access and clear visual connections for both vehicles and people, integrate by linking the Lloyd Center with residential areas to the east and west, office areas along Multnomah Street, Holladay Park and Holladay Street transit stops. Improve and extend the Center's pedestrian access to the north. Establish pedestrian access through the shopping center that connects with development in surrounding subdistricts.

Findings for A3, A3-1, A3-2, B1 and A5-8: The new mall entrance creates a new connection into the heart of an existing Superblock. This new entry is near the intersection of Multnomah Street and 11th Avenue, and has the character and relative proportions of many of Portland's more intimate streets. While not precisely aligning with original rights-of-way, it nonetheless responds to and reinforces the concentration of pedestrian movement and building access near intersections and capitalizes on the existing crosswalk at the intersection. The new anchor tenant (Macy's) entrance aligning with vacated 12th Avenue on the NE Multnomah Street frontage emphasizes the orientation with Holladay Park and the symmetrical design of the pathways therein, supporting an eventual mid-block pedestrian crossing at that location.

The plaza creates new outdoor space where it did not previously exist, providing a sheltered respite for pedestrians and a goal oriented path consistent with the pedestrian flow from the MAX station, through Holladay Park, through Lloyd Center and aligning with the vacated 12th Avenue right-of-way at NE Halsey Street. The new plaza on Multnomah Street also enhances the pedestrian environment along a major connector between the Lloyd Center and Convention Center districts. The new plaza becomes another element in a string of open spaces along Multnomah Street, including Holladay Park, the Nordstrom forecourt, and the new open spaces at the Hassalo on Eighth development currently under construction. *These guidelines have been met.*

A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

A5. Enhance, Embellish, and Identify Areas. Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.

A5-1. Develop Identifying Features. Encourage the inclusion of features in the design of projects that give projects identity and a sense of place or significance within the District.

A5-3. Incorporate Works of Art. Incorporate works of art into development projects.

A5-4. Incorporate Water Features. Enhance the quality of major public spaces by incorporating water features.

A5-5. Use Public Right-of-Way Design Criteria Established for the Lloyd District. Use the public right-of-way design criteria as established and administered by the City Engineer especially for the Lloyd District from the adopted Lloyd District Transportation Capital Improvements – District-Wide Design Criteria.

A5-6. Incorporate Landscaping as an Integral Element of Design. Incorporate landscaping as an integral element of design which is supportive of both the built and natural environment.

Findings for A4, A5 & A5-1, A5-3, A5-4, A5-5 and A5-6: The remodel includes the following elements that help to unify the large mall complex and strengthen the identity of the Lloyd Center:

- The proposed new entrance systems, façade and canopy elements, and light poles make a connection to similar features used elsewhere at Lloyd Center, and in the Broadway and Weidler shopping district.
- The use of brick masonry in colors, sizes, and patterns either matching or sympathetic to existing brick masonry at the Lloyd Center provides a unifying element and connects to the history of the Lloyd Center development.
- Window openings are often provided with larger-scaled framing elements, in a manner used on previous Lloyd Center projects, unifying the design of previous exterior storefront enhancements with the new work proposed.
- The introduction of highly finished concrete planters is consistent with the use of precast concrete planters used on recent Lloyd Center projects and with the precast concrete planter caps used at the remaining original planters east of the Sears building.
- Landscape planters and screenwall element are placed and developed to identify and enhance the plaza entrance. The extension of the battens up on the soffit of the garage deck combined with natural and proposed lighting will provide an enhanced visual interest as the character of this space adjusts from day to night. Existing art features at Lloyd Center will be maintained and highlighted.
- The flow-through storm-water planters will provide an event based water feature element as water is collected from the adjacent Macy's roof, which is then piped to a gutter above the planters and directed down through metal coil drapery to the planter below.
- Both the landscape and storm-water planters are: integrated into the design of the outdoor space to reflect the natural environs of Portland, link to the city park across the street and nearby open spaces, further integrate landscaping into Lloyd Center and the Lloyd District, soften the otherwise hardscape urban character of the plaza space, and enhance the pedestrian environment with the addition of seating. Landscape plantings will reinforce the planar character of the architecture.
- The replacement of a "cobra-head" street light with a relocated twin ornamental Portland standard street light adjacent to the NE Multnomah Street entrance.

These guidelines have been met.

A7. Establish and Maintain a Sense of Urban Enclosure. Define public rights-of-way by creating and maintaining a sense of urban enclosure.

Findings: The plaza is specifically developed to create a sense of urban enclosure by preserving and enhancing the existing wall of Macy's to anchor the composition on the east side of the plaza, adding a new building face on the west side of the plaza, providing a large-scale glass curtain wall above the new entrance, and by providing a screen element to frame the entrance to the plaza. The result is the creation of a strongly defined, publicly accessible new outdoor room abutting the NE Multnomah Street right-of-way.

The proposed new storefronts in front of the Macy's block create a new sense of urban enclosure and more defined street edge where a vacant void now exists. The street edge will be articulated with new storefront feature elements, signage, and retail entrances, while the existing parking deck bulkhead provides a strong unifying street edge element.

This guideline has been met.

A8. Contribute to a Vibrant Streetscape. Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and a

A8-1. Incorporate Active Ground Level Uses in Parking Structures. Incorporate active ground-level uses in parking structures.

C1. Enhance View Opportunities. Orient windows, entrances, balconies and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building façades that create visual connections to adjacent public spaces.

Findings for A8, A8-1 and C1: The new plaza and mall entrance will attract patrons by providing a visual connection into the buildings' active interior spaces from adjacent sidewalks and the public right-of-way. The abundant new window area of the three story lobby entrance at the terminus of the plaza will reveal the mall interior, including a spiral stair that will allow passers-by to see mall activities. The ground level and building exterior will be further activated with the integration of a glass façade and canopy elements and lighting that will highlight building entrance features. The plaza creates a new space for gathering and public use, with amenities that attract people to look, sit, and move into the mall. It provides a different type and scale of public environs than the park across the street, contributing to a diverse urban experience.

New storefronts beneath the parking deck and in front of the Macy's building will enliven the street edge at Multnomah. Retail storefronts will have ample glazing, include two options for display windows, and recessed entries that provide a more active and varied experience along the sidewalk. Infill strategies established by the proposed Multnomah Street retail can be applied to adjacent inactive open parking structures east and west of the proposed improvements. *These guidelines have been met.*

B1-2. Incorporate Additional Lighting. Incorporate project lighting in a manner that reinforces the pedestrian environment and which provides design continuity

C12. Integrate Exterior Lighting. Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.

Findings for B1-2 and C12: A diverse set of light fixtures will be incorporated into the plaza and new mall entrance that will enhance the pedestrian environment and make the entrance more prominent. Light poles installed in front of the storefront at the plaza will provide additional light at the walk surface. Light emanating from the interior through the building vestibule will also highlight the activity in the building and shed additional light onto the plaza at night. Landscape planters will have linear lighting in a reveal at the planter base, creating additional visual drama and leading the eye to the through the plaza to the mall entrance. *These guidelines have been met.*

B4. Provide Stopping and Viewing Places. Provide safe, comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.

B5. Make Plazas, Parks and Open Space Successful. Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.

C6. Develop Transitions between Buildings and Public Spaces. Develop transitions between private development and public open space. Use site design features such as movement zones,

landscape elements, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.

Findings for B4, B5 and C6: The plaza offers ample opportunity for stopping and viewing, while still allowing a broad movement zone through the plaza. Wide ledges on planters, steps, and ample space for movable furniture offer plenty of options for sitting and people-watching. Ground level commercial spaces and display windows create viewing opportunities.

The new plaza, south mall entrance and new Macy's entry are all oriented towards the existing Holladay Park across Multnomah Street. Enclosed on three sides, the new plaza creates a more intimate space than the adjacent Holladay park, adding to the diverse set of open spaces in the district. The new south mall entrance will open on to the plaza, ensuring lots of pedestrian activity in the plaza throughout the day. Further activation will be provided by informal as well as programmed functions, such as those that occur in Holladay Park. *These guidelines have been met.*

B6. Develop Weather Protection. Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.

B6-1. Provide Pedestrian Rain Protection. Rain protection is encouraged at the ground level of all new and rehabilitated commercial buildings located adjacent to primary pedestrian routes. In required retail opportunity areas, rain protection is strongly recommended.

Findings for B6 and B6-1: Weather protection within the new plaza and along the sidewalk will be provided in a number of ways. Along Multnomah Street, the existing parking deck that will remain projects several feet into the right-of-way, affording almost continuous weather protection of 4' along the storefronts and up to 12' at the entries for pedestrians. Within the plaza, the new pedestrian bridge that will connect the west parking garage to the Macy's 2nd floor entry will provide rain protection for those moving east to west. If crossing the bridge, a canopy at the 2nd floor Macy's entry will shelter this access point.

At the prior hearings, extensive discussion occurred regarding the appropriate location and design of the canopies to provide continuous protection from Multnomah Street to the new entry at the north end of the plaza. Several options were presented at the most recent hearing on February 19th. The current proposal responds to the direction provided by the Commission for the canopies: on the west side of the plaza of a more planar design. Two 4'-0" deep canopies comprised of steel and plaster along the west side of the plaza connect to a 5'-0" deep canopy at the northern end near the entrance. These revisions, combined with the extension of the covered area within the parking deck and the shifting of the entry vestibule to a more central location, provides for ample weather protection within the plaza and direct connection to the mall entrance. The extended plaza area underneath the parking deck will also provide cover for programmed events intended for this new outdoor space. *As revised, these guidelines have been met.*

C10. Integrate Encroachments. Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.

Findings: The existing parking deck encroaches several feet into the public right-of-way, and, with ample clearance above the sidewalk, provides pedestrians protection from the weather. The corrugated concrete bulkhead is a strong visual element, unifying the long Multnomah Street elevation. As discussed in detail in the findings below, the new garage

entry façade elements attached the parking deck concrete bulkhead are designed to be light elements that provide interest along the pedestrian environment. *These guidelines have been met.*

B7. Integrate Barrier-Free Design. Integrate access systems for all people with the building's overall design concept.

Findings: Grade changes in the plaza between the right-of-way and the new mall entrance will be accomplished with gentle slopes in the plaza surface with no stairs or barriers. The new entrance will incorporate auto-operated doors. *This guideline has been met.*

C1-1. Integrate Parking. Integrate parking in a manner that is attractive and complementary to the site and its surroundings. Design parking garage exteriors to visually respect and integrate with adjacent buildings and environment

Findings: Existing parking is better integrated by the design, which provides a clear separation from the pedestrian environment and the adjacent open parking structures. The parking deck that extends in front of Macy's to connect the garages at the east and west ends will be partially removed to allow the new south entry and plaza, thereby eliminating some of the vehicular activity looming directly above and at the edge of the sidewalk. Connectivity to the existing second story parking deck is enhanced by internal ramps, the bridge to Macy's second floor, and the open staircase. *This guideline has been met.*

C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.

Findings: The use of brick masonry, glass, aluminum, and painted metal elements complements the existing material design vocabulary of the Lloyd Center Mall as well as of other retail buildings in the Lloyd District. The use of these materials as planar elements, and the use of proportions that complement those of the existing mall buildings, further integrates the remodel with the existing context. *This guideline has been met.*

C1-2. Integrate Signs. Carefully place signs and sign supports on and for buildings to integrate with the scale, color and articulation of the building design. Avoid large, excessively illuminated or freestanding signs that contribute to visual clutter. Demonstrate how signage is one of the design elements of a new or rehabilitation project and has been coordinated by the project designer/architect. Submit a master signage program as a part of every Design Review application. Incorporate signage that compliments and supports the pedestrian scale and use of the Broadway/Weidler Corridor and Holladay Street. While recognizing the dimensional provisions in the Code, size and scale of signs should be moderated in these pedestrian-oriented areas.

C2. Promote Quality and Permanence in Development. Use design principles and building materials that promote quality and permanence.

C5. Design for Coherency. Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

C10-1. Use Masonry Materials. Except for window glazing, use masonry types of materials as the predominant exterior material for building walls. Use modular stone or masonry materials on the building base or first floor of buildings whenever possible.

C10-2. Design Exterior Building Walls that are Transparent in Glazed areas and Sculptural in Surface. Design exterior building walls that are transparent or translucent in the glazed areas and which are textural, sculptural and articulated in surface character.

C10-3. Use Light Colors. The use of light color values is preferred for the predominant exterior building materials. Darker value materials should be used to accent or articulate the design.

C13. Integrate Signs. Integrate signs and their associated structural components with the

building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.

Findings for C1-2, C2, C5, C10-1, C10-2, C10-3 and C13: High quality materials from the original construction will be incorporated and enhanced by the proposed design. Materials will consist of brick masonry compatible with existing colors and patterns; aluminum and glass curtain wall and entrance systems; natural stone panels below storefronts; stone column covers; metal and plaster canopies; cast-in-place concrete planters with a refined architectural finish; and concrete paving with a high quality finish. Together, these materials and the manner in which they are put together will be durable and will impart a high degree of quality. Green-wall development quality and permanence will be provided through a long-term maintenance contract, insuring long-term support to the active living plants provided within.

Coherency is achieved by utilizing this palette of materials that are consistent with those that exist and that were used in the original construction of the mall. The red brick and black granite that is original and remains on the Macy's building will be incorporated on the new facades facing the plaza and flanking the new Macy's south entry. Although dark, the use of the black granite will be limited as an accent on the new storefront along Multnomah only. The finish and color (clear anodized) of the new aluminum storefronts and display cases will match the more recent storefronts remodel around the mall as well as the precast stone base. Coherency is further achieved by continuing with design themes used in the original development of the mall, including the use of layered planar forms and surfaces, strong rectilinear geometries, and compositions of horizontal and vertical elements.

A consistency in the design and integration of the garage entry and signs elements also occur on the corrugated concrete bulkhead of the parking deck. The spacing of the vertical wood and steel members lightens the elements and corresponds with the recesses of the corrugation of the bulkhead. As mentioned by the Design Commission at the 2nd hearing, the size of the signs and entry elements are appropriate given the environment and the regional draw of the center. The use of back-lit halo-style letters with indirect light source enhances the signs without becoming a direct source of glare.

Feedback provided at prior hearings have limited the use of wood to the mall sign logo, which is consistent with the application of wood elsewhere at the mall. The wood screen element between the plaza and truck ramp has been changed to painted steel vertical battens, which has also been incorporated on the new garage entry façade elements and on a sun-shade trellis atop the parking deck at the north end of the mall.

As revised, these guidelines have been met.

C8. Differentiate the Sidewalk-Level of Buildings. Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

Findings: The proposed design differentiates the sidewalk level at Multnomah Street by using different materials than the upper stories of the building, incorporating glass, aluminum, and stone. The sidewalk level is also differentiated by the strong horizontal of the parking deck bulkhead, and by the setback upper stories. *This guideline has been met.*

C9. Develop Flexible Sidewalk-Level Spaces. Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.

Findings: The high ceilings, regular structural bays, and storefronts with ample glazing along the Multnomah Street right-of-way will accommodate a wide range of active building

uses. The “kit-of-parts” approach for the infill storefronts at Macy’s (one entrance type, one window type and two infill alternatives for display) will promote flexibility in that parts and pieces may change over time to reflect the needs of the tenant, while working in a consistent design aesthetic supporting the integrity of the building. *This guideline has been met.*

B2. Protect the Pedestrian. Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.

C11. Integrate Roofs and Use Rooftops. Integrate roof function, shape, surface materials, and colors with the building’s overall design concept. Size and place rooftop mechanical equipment, penthouses, other components, and related screening elements to enhance views of the Central City’s skyline, as well as views from other buildings or vantage points. Develop rooftop terraces, gardens, and associated landscaped areas to be effective storm water management tools.

Findings: The character of rooflines at the existing mall is one of clean horizontal lines. That character will be incorporated into the new roof parapets at the south entry. The new 22’ cooling tower proposed atop the Macy’s building would sit upon a 4’ tall platform for an overall height of 26’. This height combined with a footprint of 53’-5” x 33’-8” will result in a rather large mass that would be visible from multiple vantage points along and across NE Multnomah Street. A metal coil fabric screen is proposed to surround the cooling tower. The applicant has stated they prefer the proposed screen for numerous reasons: high quality appearance, its diaphanous character, finer scale of the weave, the minimal structure needed to support the mesh.

At the hearing on December 18th, the Commission requested the applicant explore using a screening material that better matches existing screening element found at the mall rather than introduce a new mesh type. In response, the cooling tower screen has been revised to utilize the same corrugated perforated material that screens the truck ramp atop the Dollar Tree along Halsey. This revision provides coherency among the screening elements throughout the mall and softens the visual impact of the new rooftop unit. *These guidelines have been met.*

DEVELOPMENT STANDARDS

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

CONCLUSIONS

The proposed alterations to this regional mall will significantly improve the pedestrian experience along, and access to, the Lloyd Center. The project has evolved and been responsive to the Design Advice process and the recent revisions made since the formal Design Review hearing on December 18th that increase the coherency of the overall design and building elements and provide more weather protection within the plaza. These revisions address the concerns of the Design Commission and therefore warrant approval.

TENTATIVE STAFF RECOMMENDATION

(May be revised upon receipt of new information at any time prior to the Design Commission decision)

Staff recommends approval of the exterior renovations to the Lloyd Center Mall in the Lloyd Sub District of the Central City Plan District that includes a new entry plaza, addition of retail below the parking deck in front of Macy's, and new entry façade and sign elements above both parking garage entrances on Multnomah Street.

When the project is approved, staff recommends the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B) must be noted on each of the 4 required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE - Case File LU 14-215153 DZ." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."
- B. No field changes allowed.

Procedural Information. The application for this land use review was submitted on September 19, 2014, and was determined to be complete on November 4, 2014.

Zoning Code Section 33.700.080 states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on September 19, 2014.

ORS 227.178 states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be waived or extended at the request of the applicant. In this case, the applicant extended the 120-day review period for 35 days (see Exhibit G-8). Another extension was requested for an additional 42 day (see Exhibit H-6). Unless another extension is requested by the applicant, the 120-day review period will expire on May 20, 2015.

Some of the information contained in this report was provided by the applicant.

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. The Bureau of Development Services has independently reviewed the information submitted by the applicant and has included this information only where the Bureau of Development Services has determined the information satisfactorily demonstrates compliance with the applicable approval criteria. This report is the recommendation of the Bureau of Development Services with input from other City and public agencies.

Conditions of Approval. If approved, this project may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

These conditions of approval run with the land, unless modified by future land use reviews. As used in the conditions, the term "applicant" includes the applicant for this land use review, any

person undertaking development pursuant to this land use review, the proprietor of the use or development approved by this land use review, and the current owner and future owners of the property subject to this land use review.

This report is not a decision. The review body for this proposal is the Design Commission who will make the decision on this case. This report is a recommendation to the Design Commission by the Bureau of Development Services. The review body may adopt, modify, or reject this recommendation. The Design Commission will make a decision about this proposal at the hearing or will grant a continuance. Your comments to the Design Commission can be mailed c/o the Design Commission, 1900 SW Fourth Ave., Suite 5000, Portland, OR 97201 or faxed to 503-823-5630.

You will receive mailed notice of the decision if you write a letter received before the hearing or testify at the hearing, or if you are the property owner or applicant. This Staff Report will be posted on the Bureau of Development Services website. Look at www.portlandonline.com. On the left side of the page use the search box to find Development Services, then click on the Zoning/Land Use section, select Notices and Hearings. Land use review notices are listed by the District Coalition shown at the beginning of this document. You may review the file on this case at the Development Services Building at 1900 SW Fourth Ave., Suite 5000, Portland, OR 97201.

Appeal of the decision. The decision of the Design Commission may be appealed to City Council, who will hold a public hearing. If you or anyone else appeals the decision of the Design Commission, only evidence previously presented to the Design Commission will be considered by the City Council.

Who can appeal: You may appeal the decision only if you write a letter which is received before the close of the record for the hearing, if you testify at the hearing, or if you are the property owner/applicant. Appeals must be filed within 14 days of the decision. **Appeals must be filed within 14 days of the decision. An appeal fee of \$5,000.00 will be charged (one-half of the BDS application fee, up to a maximum of \$5,000).**

Appeal Fee Waivers: Neighborhood associations recognized by the Office of Neighborhood Involvement may qualify for a waiver of the appeal fee provided that the association has standing to appeal. The appeal must contain the signature of the Chair person or other person authorized by the association, confirming the vote to appeal was done in accordance with the organization's bylaws.

Neighborhood associations, who wish to qualify for a fee waiver, must complete the Type III Appeal Fee Waiver Request for Organizations Form and submit it prior to the appeal deadline. The Type III Appeal Fee Waiver Request for Organizations Form contains instructions on how to apply for a fee waiver, including the required vote to appeal.

Recording the final decision.

If this Land Use Review is approved the final decision must be recorded with the Multnomah County Recorder. A few days prior to the last day to appeal, the City will mail instructions to the applicant for recording the documents associated with their final land use decision.

- A building or zoning permit will be issued only after the final decision is recorded.

The applicant, builder, or a representative may record the final decision as follows:

- By Mail: Send the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to: Multnomah County Recorder, P.O. Box 5007, Portland OR 97208. The recording fee is identified on the recording sheet. Please include a self-addressed, stamped envelope.

- In Person: Bring the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to the County Recorder's office located at 501 SE Hawthorne Boulevard, #158, Portland OR 97214. The recording fee is identified on the recording sheet.

For further information on recording, please call the County Recorder at 503-988-3034
For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

Expiration of this approval. An approval expires three years from the date the final decision is rendered unless a building permit has been issued, or the approved activity has begun.

Where a site has received approval for multiple developments, and a building permit is not issued for all of the approved development within three years of the date of the final decision, a new land use review will be required before a permit will be issued for the remaining development, subject to the Zoning Code in effect at that time.

Zone Change and Comprehensive Plan Map Amendment approvals do not expire.

Applying for your permits. A building permit, occupancy permit, or development permit may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

Planner's Name: Staci Monroe

Date: March 26, 2015

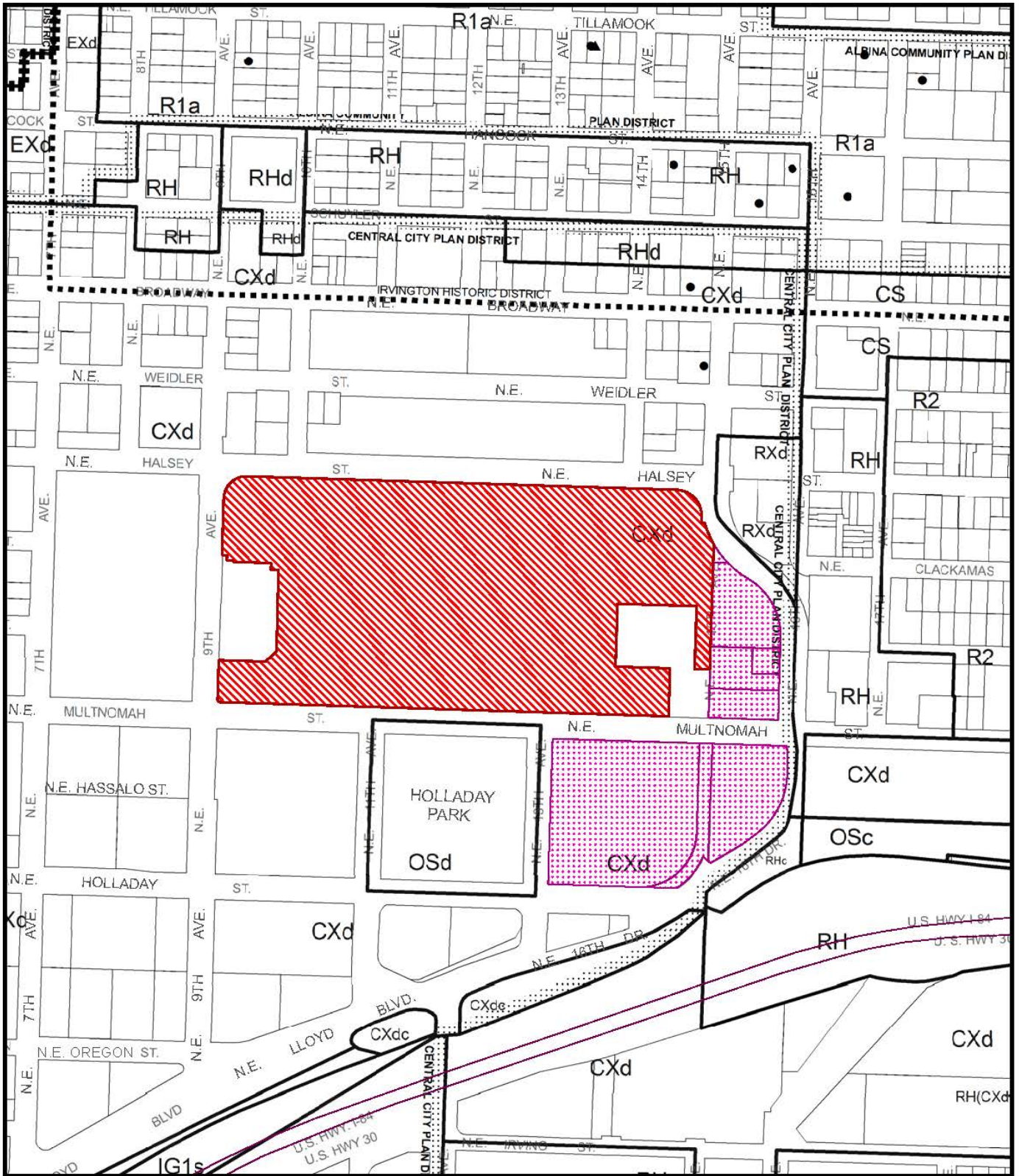
EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement:
1. Project narrative & responses to standards and approval criteria dated 9/17/14
 2. Revised project narrative & responses to standards and approval criteria dated 10/31/14
 3. Lloyd Center Sign area survey & analysis as of Summer 2014
 4. Stormwater Report dated 9/16/14
 5. Letter from applicant dated 10/31/14 responding to Staff's letter of incomplete
 6. Email from applicant dated 12/2/14 responding to Staff email regarding concerns/comments on complete submittal.
 7. Memo from Applicant summarizing changes dated 1/12/15
 8. Memo from Applicant summarizing changes dated 2/9/15
 9. Memo from Applicant summarizing changes dated 3/25/15
 10. Revised Stormwater Report dated 3/25/15
- B. Zoning Map (attached):
1. Zoning Map
- C. Plans & Drawings:
1. through 98 (C12, C21, C27, C61, C73 attached)
- D. Notification information:
1. Request for response

2. Posting letter sent to applicant
 3. Notice to be posted
 4. Applicant's statement certifying posting
 5. Mailing list
 6. Mailed notice
- E. Agency Responses:
1. Bureau of Environmental Services
 2. Bureau of Transportation Engineering and Development Review
 3. Water Bureau
 4. Fire Bureau
 5. Plan Review Section of BDS
 6. Bureau of Environmental Services Addendum dated 3/25/15
- F. Letters: none before 1st hearing
- G. Other:
1. Original LUR Application
 2. Incomplete Letter dated 10/17/14
 3. Pre-Application Conference Summary dated 7/16/2014
 4. Staff email to applicant dated 11/21/14 with comments/concerns of complete submittal
 5. Staff Memo to Design Commission dated 12/10/14
 6. Staff Report and Recommendation to the Design Commission dated 12/8/14
 7. Copy of Staff's PowerPoint Presentation from 12/18/14 hearing
 8. Signed 120-day Extension Form
 9. Written comment from Frank Hilton (representing Fontaine Condo HOA), 12/16/14, requesting mandatory screening of cooling tower.
 10. Two testifier cards (yellow) from 12/18/14 hearing
- H. Post First Hearing
1. Staff Memo to Design Commission dated 1/14/15
 2. Staff Report and Recommendation to the Design Commission dated 1/14/15
 3. Copy of Staff's PowerPoint Presentation from 1/22/15 hearing
 4. Staff Memo to Design Commission dated 2/10/15
 5. Copy of Staff's PowerPoint Presentation from 2/19/15 hearing
 6. Signed 120-day Extension Form
 7. Staff Memo to Design Commission dated 3/26/15

The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).



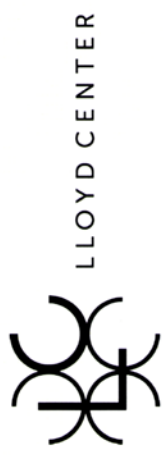
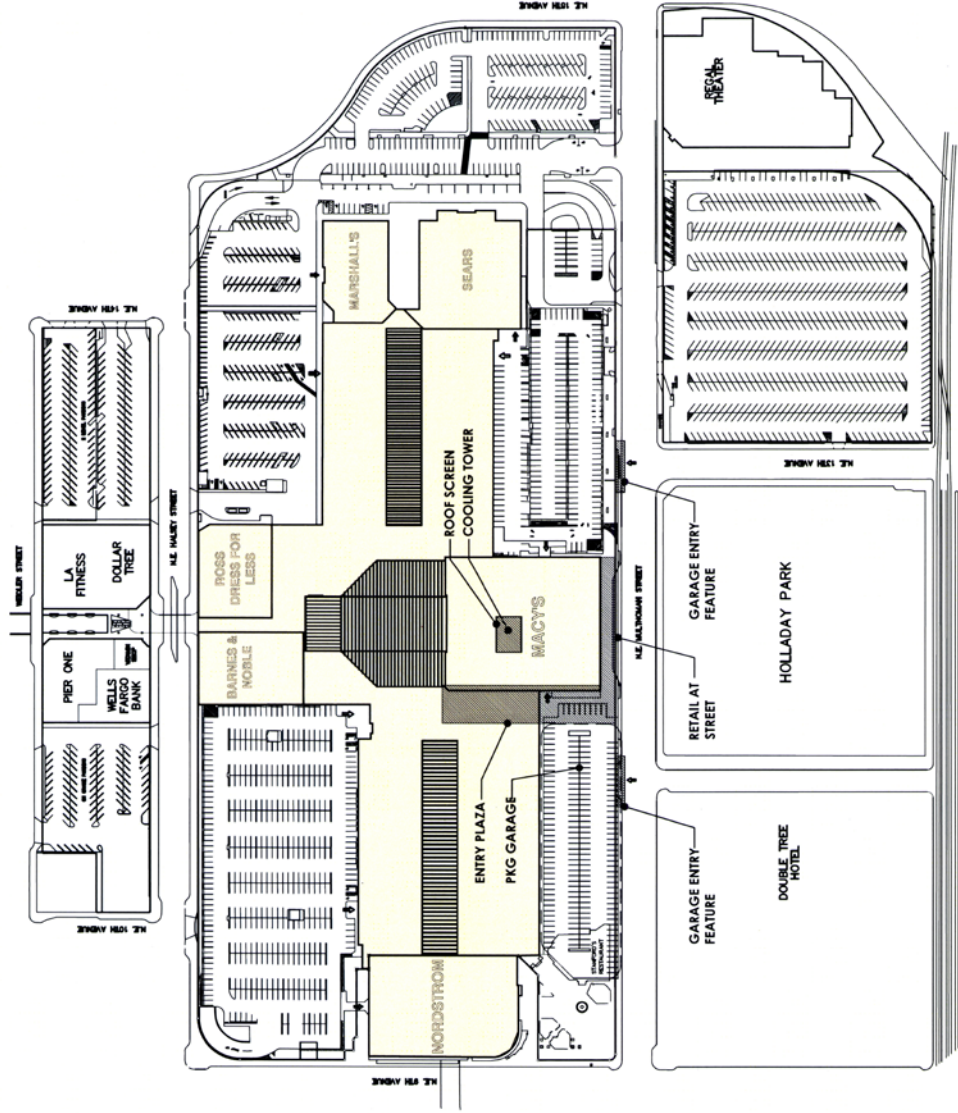
ZONING

-  Site
-  Also Owned
-  Historic Landmark



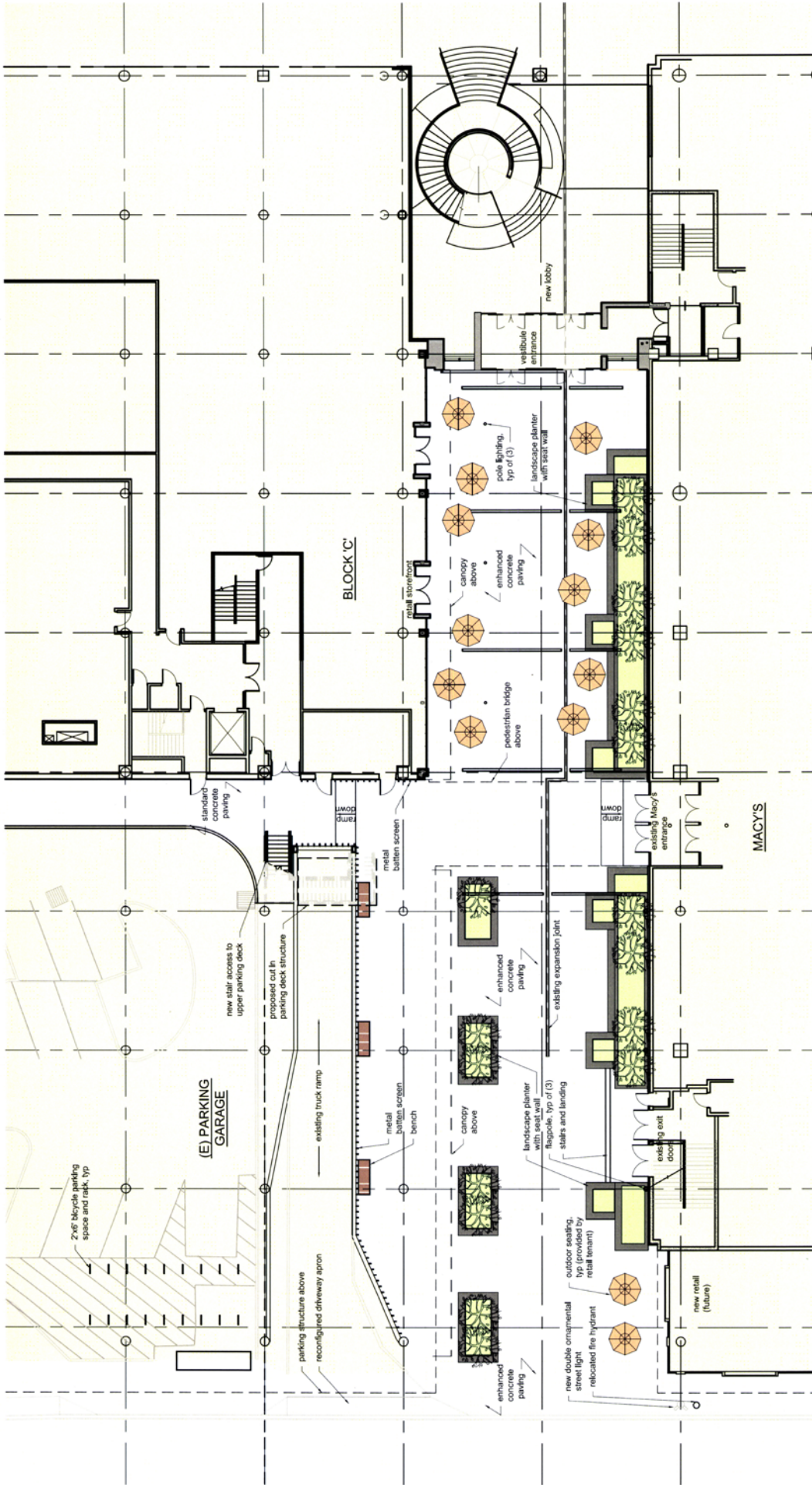
This site lies within the:
CENTRAL CITY PLAN DISTRICT
LOYD DISTRICT

File No. LU 14-215153 DZ
 1/4 Section 2931,2932
 Scale 1 inch = 400 feet
 State_Id 1N1E35BA 101
 Exhibit B (Sep 22,2014)



LU-14-215153D2M
N

holladay park entrance
design review
site plan- scope of work
april 02, 2015





existing Block C building

flagpoles
curtainwall
bridge
signage: 18" tall
dimensional
letters with
back-lit halo
lighting

stormwater
gutter
stormwater
feature

concrete paving

concrete planter/seatwall
metal screenwall
concrete bulkhead

stormwater planter
storefront (future)

holladay park entrance
design review
plaza looking north
april 02, 2015

LU-14-215153D2M

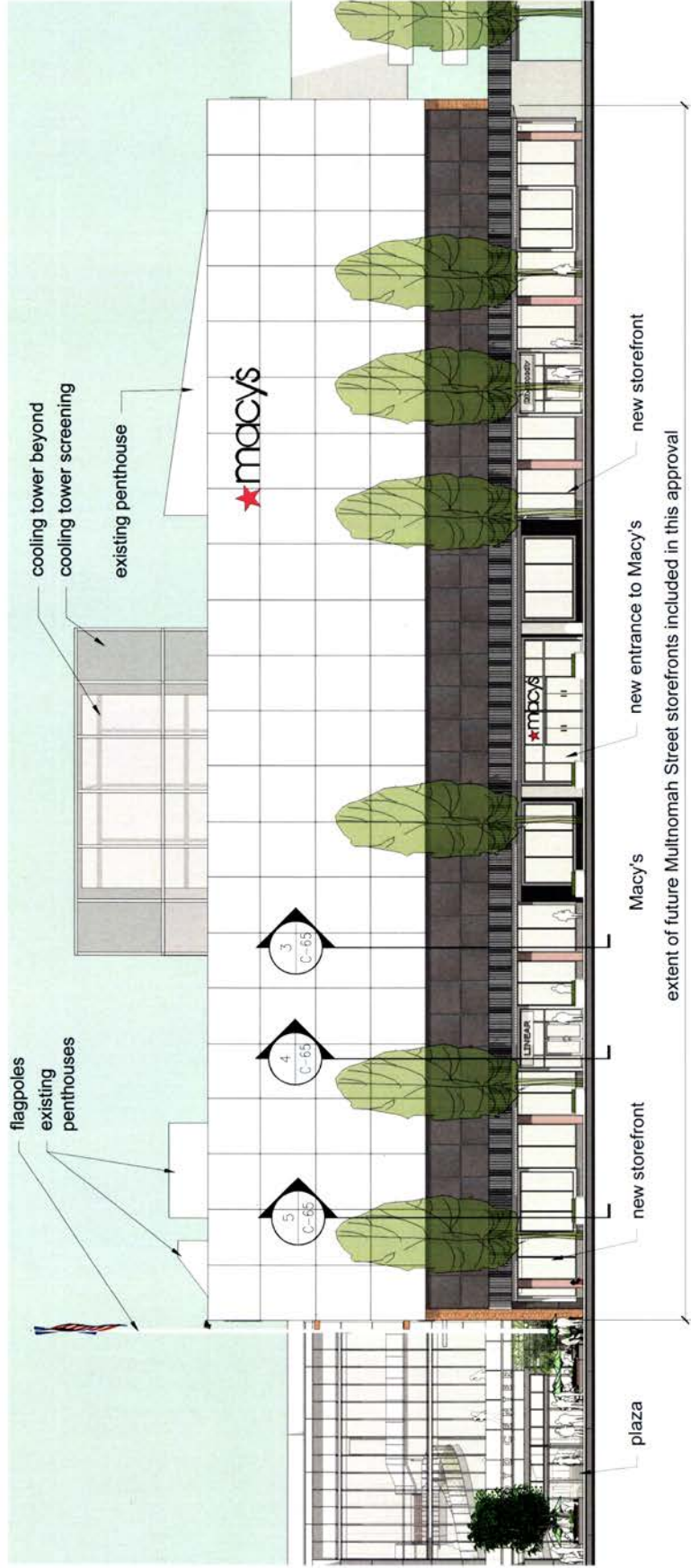


LLOYD CENTER

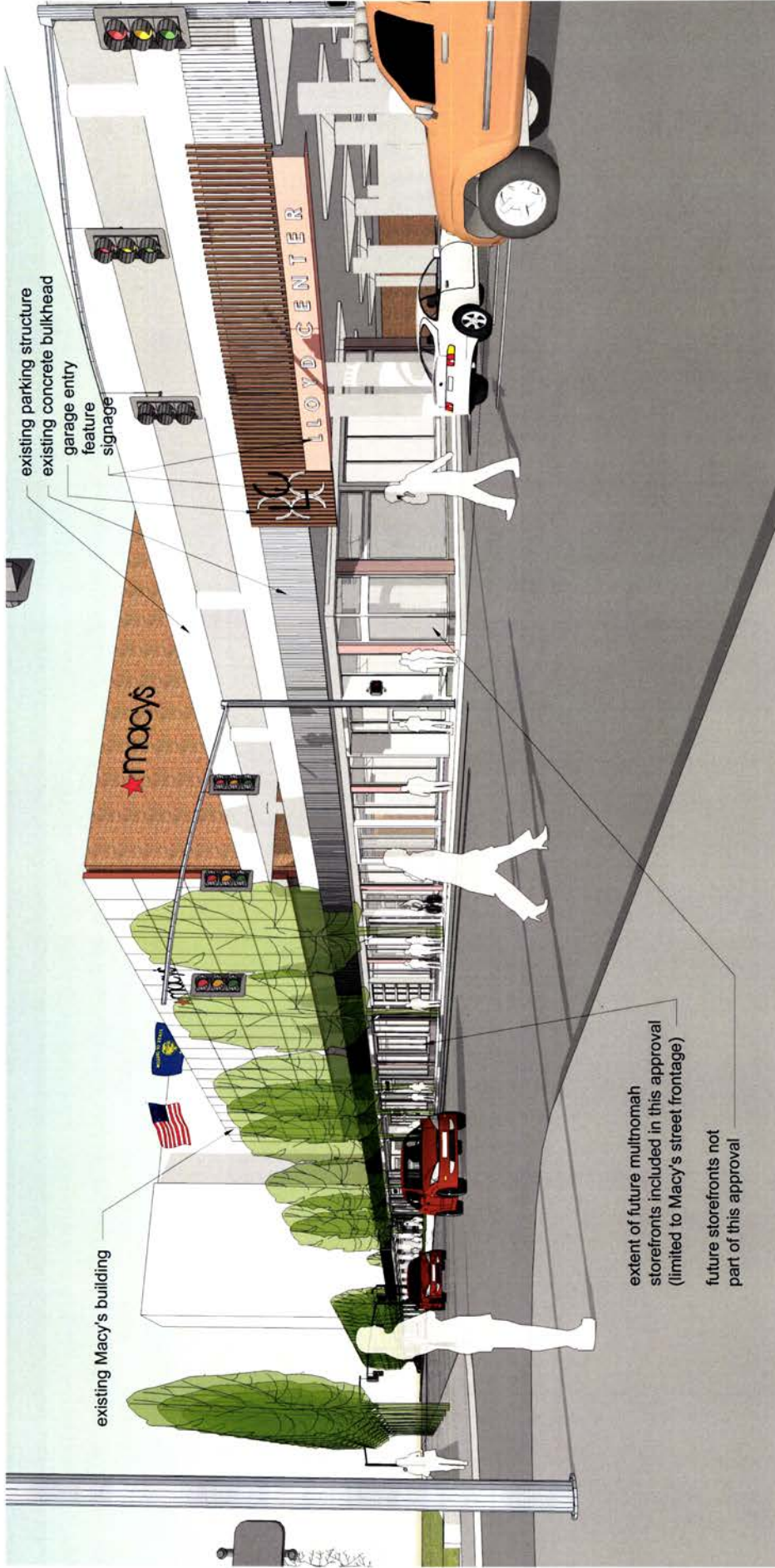
waterleaf
architecture, interiors & planning



C-27



holladay park entrance
design review
multnomah street enlarged elevation
april 02, 2015
LU-14-215153D2M



holladay park entrance
 design review
 multimomah street looking west from 13th avenue
 april 02, 2015

LU-14-215153D2M

