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MEMORANDUM

Date: October 15, 2015
To: Portland Design Commission
From: Staci Monroe, City Planner – Urban Design
503-823-0624, staci.monroe@portlandoregon.gov
Re: October 22, 2015 – Design Advice Request (2nd Hearing)
EA 15-167229 DA – Lloyd Center Development

Please find revised plans attached for the 2nd Design Advice Request (DAR) for a potential mixed-use development on a Superblock site in the Lloyd sub district of Central City plan district. This proposal has been before the Commission once before on July 30, 2015 when it was intended to be developed as a single project comprised of three buildings of similar scale. At this first hearing, the Commission was generally supportive of the overall concept of the diagonal, multimodal path through the site. The feedback focused on 1) massing of the three buildings, 2) location and quality of the public and private open spaces, 3) uses along the ground floor, and 4) expectations of the exterior finishes and design details. A detailed summary of the comments from the July 30th has been attached for convenience.

The project is returning as a phased development with the easternmost building on the cinema lot not to be part of Phase 1 and instead occur at some point in the future. Beyond the phased approach, the revisions include the addition of a tower on the eastern lot (Phase 2 TBD), reduction in vehicle access points (from 4 to 3), a diagonal, multimodal path that is no longer covered by building above and more details regarding the composition of the buildings, exterior finishes and outdoor spaces.

DAR DISCUSSION - Staff has identified the following potential areas of discussion for the Oct. 22nd DAR:

1. **Massing and form** – Overall massing is similar to the previous concept, except for the tower on the eastern lot, which is not guaranteed as it has been identified as a future phase. Given the comments from the Commission at the July 30th hearing (relentless massing, more height to free up space at the ground), taller buildings would seem necessary on Phase I. The revised design also results in a long facade along the western frontage facing Holladay Park, which is a departure from the efforts to re-establish the 200' block structure in the district.
2. **Quality of public and private outdoor spaces** – The revisions improve the outdoor spaces with more light by removing some of the building cover and better access by shifting the plaza spaces to the edges rather than internalizing them. However, the widths of the some of the outdoor spaces, particularly at the southwest corner opposite Holladay Park, are still narrow.
3. **Façade Design & Materials** – Details of the façade have been provided in the revised plans. While the exterior finishes are not identified it should be noted that the Lloyd District design guidelines indicate buildings should use masonry type material, especially along the base or ground floor (C10-1) and light colors (C10-3). No images of the facades facing south or east were included, however, the design of these frontages are critical given the Gateway designation into the Central City. The above-grade, exposed parking along these frontages is of particular concern.
4. **NE 13th Avenue Frontage** – The revision retains a vehicle access mid-block along NE 13th Avenue. While the number of access points have been reduced (1 removed from Multnomah Street), this frontage was noted as the most important of the entire development at the July 30th hearing. As such, the covered driveway across from Holladay Park, a significant public park, does not seem like a suitable response and a more pedestrian-oriented design with active

ground floor and no vehicle access would be more appropriate. The length of the facade along this frontage is also noted as a concern in item #1 above.

Two public comments have been received since the hearing on July 30th (copies attached). They include concerns related to the phased approach, underdevelopment of the site, traffic, parking, utilities, aesthetics, amenities, and views.

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

Attachments: Revised Plans dated October 9, 2015
Summary of 1st DAR hearing dated August 13, 2015
Copies of two public comments