



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

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MEMORANDUM

Date: July 30, 2012
To: Portland Design Commission
From: Staci Monroe, City Planner
503-823-0624, staci.monroe@portlandoregon.gov
Re: August 9, 2012 Design Advice Request
EA 12-152736 DA at 228 NE Broadway

Dear Design Commissioners:

Please find exhibits attached for the Design Advice Request for a mixed-use building on a full block site bounded by NE Broadway Street, NE Weidler Street, NE 2nd Avenue and NE 3rd Avenue. The potential proposal would include the following:

- 6 story, 75' tall building (100' allowed)
- FAR 4:1 (maximum allowed)
- 16,360 SF of retail on the ground level
- 29,525 SF of office on the 2nd level
- 99 residential units on the upper 4 levels
- 126 parking spaces within a basement and portion of 1st floor level
- Enclosed drive-thru with two mid-block access points on 2nd & 3rd

The building mass would be arranged in an L-shape with the tallest portion along NE Broadway and NE 3rd. An outdoor plaza and open space would occupy the rooftop of the 2nd floor at the southwest portion of the site. The block is currently developed with two, 2-story buildings on the north half (Broadway Furniture) with surface parking areas and two single family homes on the southern half. The current project would include removal of the two commercial structures and the two houses. Exterior building materials have not yet been determined, however, some ideas will be presented at the meeting for discussion.

Areas staff and the applicants would like feedback on include:

1. Re-purposing and adding to the existing two, 2-story buildings versus new construction
2. Drive-thru use in a pedestrian district:
 - a. Midblock access façade treatment
 - b. Possibility of existing houses to remain and affects on drive-thru screening
3. Contextual responses to Lloyd District including:
 - a. Building materials (masonry, light colors and transparent and sculptural surfaces - Guideline C10-1 through 3)
 - b. Design elements that enhance the existing Broadway/Weidler Corridor design themes (Guideline C3-1)
4. Pedestrian-oriented building elements such as signage type and size, canopy locations and height, and entry locations and design

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

FROM CONCEPT TO CONSTRUCTION