



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

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MEMORANDUM

Date: August 9, 2017
To: Portland Design Commission
From: Hannah Bryant, City Planner
503-823-5353, hannah.bryant@portlandoregon.gov
Re: 17-172442 DA – Boutique Lifestyle Hotel
Design Advice Request Summary Memo, August 17, 2017

Attached is a drawing set for the Design Advice Request of a 11-story lifestyle boutique hotel located at SW 10th & SW Alder street. The proposal includes:

- A large lobby, bar and lounge area at the ground floor and guest rooms above.
- The loading access is proposed to be located off SW Alder Street. The loading space is designed to be utilized for off-hours loading access, and to be converted to a publicly accessible seating area open to the lobby and adjacent food stalls during the day.
- Basement guest amenities including long-term bike parking, a fitness room and laundry, and administrative and service areas for hotel staff.
- Stormwater planters are located at the roof.

The applicant has identified one Modification and one Adjustment:

Modification #1: To reduce the spacing of long-term bike parking.

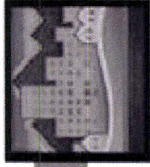
Adjustment #1: To reduce the loading spaces from two Standard A spaces to one Standard A. This adjustment will require PBOT approval of the applicant-provided loading analysis.

Areas for discussion on August 17, 2017:

1. Ground Floor Active Use - The current proposal indicates a single entrance at a recessed corner, with publicly-accessible bar and lounge areas, and street carts with seating at the north end of the site.
2. Materials and Façade Articulation – Proposed materials include brick endwalls, metal panel on street-facing facades, and steel accents. Endwalls are highly visible from public right-of-way. The corner is demarcated with a solid vertical bay and narrow windows facing SW 10th. Surrounding context is diverse, and includes terra cotta, brick, stucco, and glass curtain wall. Recently approved projects have emphasized active corners.
3. Loading – Food stalls lining the loading space allow for active use of this space. Opportunities to design this to support loading and service needs, while also facilitating highly visible and active use, accessible from the street and hotel lobby?
4. Massing Opportunities - This district has many recently-approved buildings with unique oriel projections and recessed areas at the street level. These elements enrich the facades and serve to activate the street level with more opportunity for spill-out.

The review criteria are Central City Fundamentals, Modification Criteria and Adjustment Criteria. (copies of the guidelines are included with this memo). Please contact me with any questions or concerns.

Attachments: Drawings date 8/17/2017; Zoning Map; Design Guidelines



CITY OF PORTLAND, OREGON - BUREAU OF DEVELOPMENT SERVICES

1900 SW Fourth Avenue, Portland, Oregon 97201, www.portlandoregon.gov/bds

CENTRAL CITY FDG (2003)

PROJECT NAME: *add here*

CASE NUMBER

DATE

PROJECT ARCHITECT: *add here*

PROJECT VALUE \$

A: PORTLAND PERSONALITY	STAFF		COMMISSION	
	+ / -	Comments	+ / -	Comments
A1: Integrate the River	-	Narrow windows facing east at corner minimize views toward river.		
A2: Emphasize Portland Themes	ok	Intending to create very permeable ground floor that engages with loading zone/food stalls, guest drop off and max light rail.		
A3: Respect the Portland Block Structures	+	Minimal loading zone that doubles as active public space.		
A4: Use Unifying Elements	-	Recessed corner entry and revolving door not typical for this area.		
A5: Enhance, Embellish & Identify Areas	ok	Massing is blocky. Other nearby proposals have street level step backs, oriel projections or other massing shifts.		
A6: Re-use, Rehabilitate, Restore Buildings	+	N/A - currently a surface parking lot		
A7: Establish and Maintain a Sense of Urban Enclosure	-	Holding the corner with building edge, and locating entries parallel to streets would better meet the guideline. Canopies are shallow and minimal.		
A8: Contribute to a Vibrant Streetscape	+	Street level lined with operable windows, active loading zone. Solid vertical corner bay facing SW 10th.		
A9: Strengthen Gateways	+	N/A		

B: PEDESTRIAN EMPHASIS	STAFF		COMMISSION	
	+ / -	Comments	+ / -	Comments
B1: Reinforce and Enhance the Pedestrian System	ok	allow for more spill-out space, deeper canopies needed.		
B2: Protect the Pedestrian	ok	deeper canopies needed. Oriel projections could further protect peds.		
B3: Bridge Pedestrian Obstacles		N/A		
B4: Provide Stopping and Viewing Places		N/A		
B5: Make Plazas, Parks & Open Space Successful		N/A		
B6: Develop Weather Protection	ok	deeper canopies needed. Oriel projections could further protect peds.		
B7: Integrate Barrier-Free Design	ok			
C: PROJECT DESIGN	STAFF		COMMISSION	
	+ / -	Comments	+ / -	Comments
C1: Enhance View Opportunities	ok	rooftop terraces and larger windows at the corner, looking down SW Alder toward the river.		
C2: Promote Permanence & Quality in Design	ok	proposed materials include standing seam metal siding and brick endwalls.		
C3: Respect Architectural Integrity	ok	no existing site context. Adjacent building is a very small two-story.		
C4: Complement the Context of Existing Buildings	ok	context is diverse, including recently approved glass towers, precast concrete, historic terra cotta and masonry. Other buildings utilize recessed street level bays and oriel projections to articulate facades and enhance massing.		

C5: Design for Coherency	ok	glass penthouse element may need to be set back to differentiate it and reduce its visibility.		
C6: Develop Transitions Between Buildings & Public Spaces	-	recessed corner entry and revolving doors do not indicate publicly-accessible bar/restaurant spaces.		
C7: Design Corners that Build Active Intersections	-	more windows, oriel projections or other special elements at corner would better meet this guideline.		

C8: Differentiate the Sidewalk Level of Buildings	+	lots of operable windows, canopies. No material changes at street level are shown.		
C9: Develop Flexible Sidewalk Level Spaces	+	intention to have bar seating along sidewalk, served from within; loading space doubles as flex seating for food stalls.		
C10: Integrate Encroachments		N/A		
C11: Integrate Roofs and Use Rooftops		no roof terrace currently proposed.		
C12: Integrate Exterior Lighting		N/A		
C13: Integrate Signs		N/A		
D1: Park Blocks		N/A		
D2: South Waterfront Area		N/A		
D3. Broadway Unique Sign District		N/A		
D4. New China/Jpaantown Unique Sign District		N/A		