



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

Chloe Eudaly, Commissioner
Rebecca Esau, Interim Director
Phone: (503) 823-7300
Fax: (503) 823-5630
TTY: (503) 823-6868
www.portlandoregon.gov/bds

MEMORANDUM

Date: August 28, 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 #2, October 5, 2018

The 10th & Alder hotel had its first DAR on August 17, 2017. At that DAR, Commission comments focused on the following issues:

- **Materials & Façade Articulation** – Should be a timeless façade, not reliant on stylistic elements or materials that will date the building. Needs richer detailing throughout, including end walls.
- **Massing** – Massing was too staid. New buildings in this area have more dynamic massing moves. Glass penthouse should wrap around to the east side to help the top read as its own element. Oriels, canopies and penthouse can add visual interest.
- **Ground Floor** – Recessed corner entrance not yet successful. Incorporation of food carts is interesting, but needs to be a driving concept, not a token gesture.

Areas for discussion on October 5, 2017:

1. Entrance Locations – The applicant has provided two ground floor options, exploring different entrance locations. The proposed loading zone on SW Alder has not yet been approved by PBOT. If it is not approved, does that impact Commission's preferred entrance location?
2. Ground Floor Height on SW 10th Frontage – To facilitate an entrance off SW Alder, the ground floor height has been raised, and is now approximately 3' above the sidewalk on SW 10th Avenue. Are large, operable windows on this frontage enough to mitigate the difference in levels between interior and exterior.
3. Materials and Façade Articulation – The proposal has a less rigid façade pattern, with paired windows offset and accentuated by bays of contrasting brick. Does this create sufficient articulation, or are additional massing moves necessary?
4. Treatment of the Corner – The vertical expression of a unique corner module facing SW 10th is strong and breaks up that façade, whereas the SW Alder façade is very regular. Does that elevation need a strong gesture also, or is just one big gesture sufficient on this size building?

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 10/5/2017; Zoning Map; Design Guidelines