



DESIGN ADVICE REQUEST 2

MARCH 19, 2015

HYATT REGENCY
OREGON CONVENTION CENTER

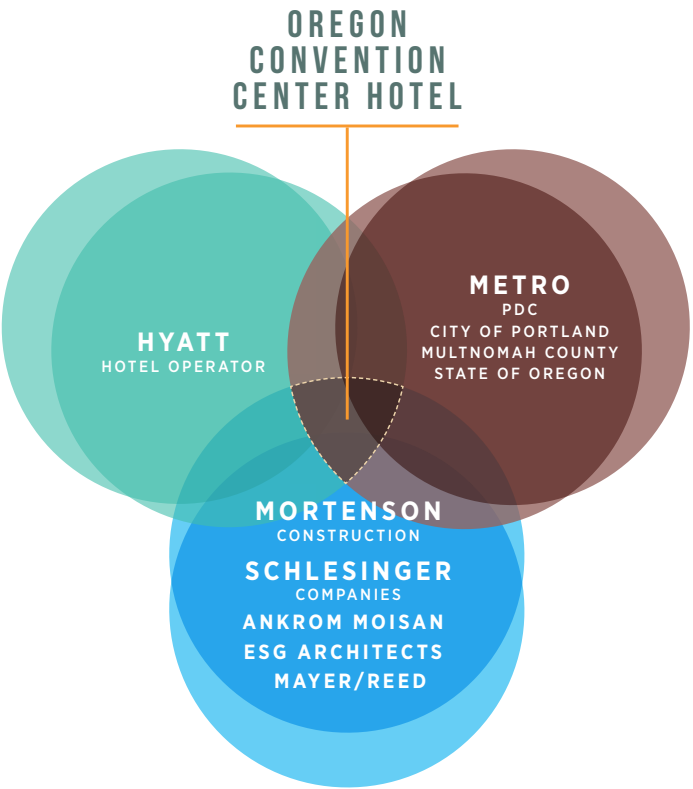


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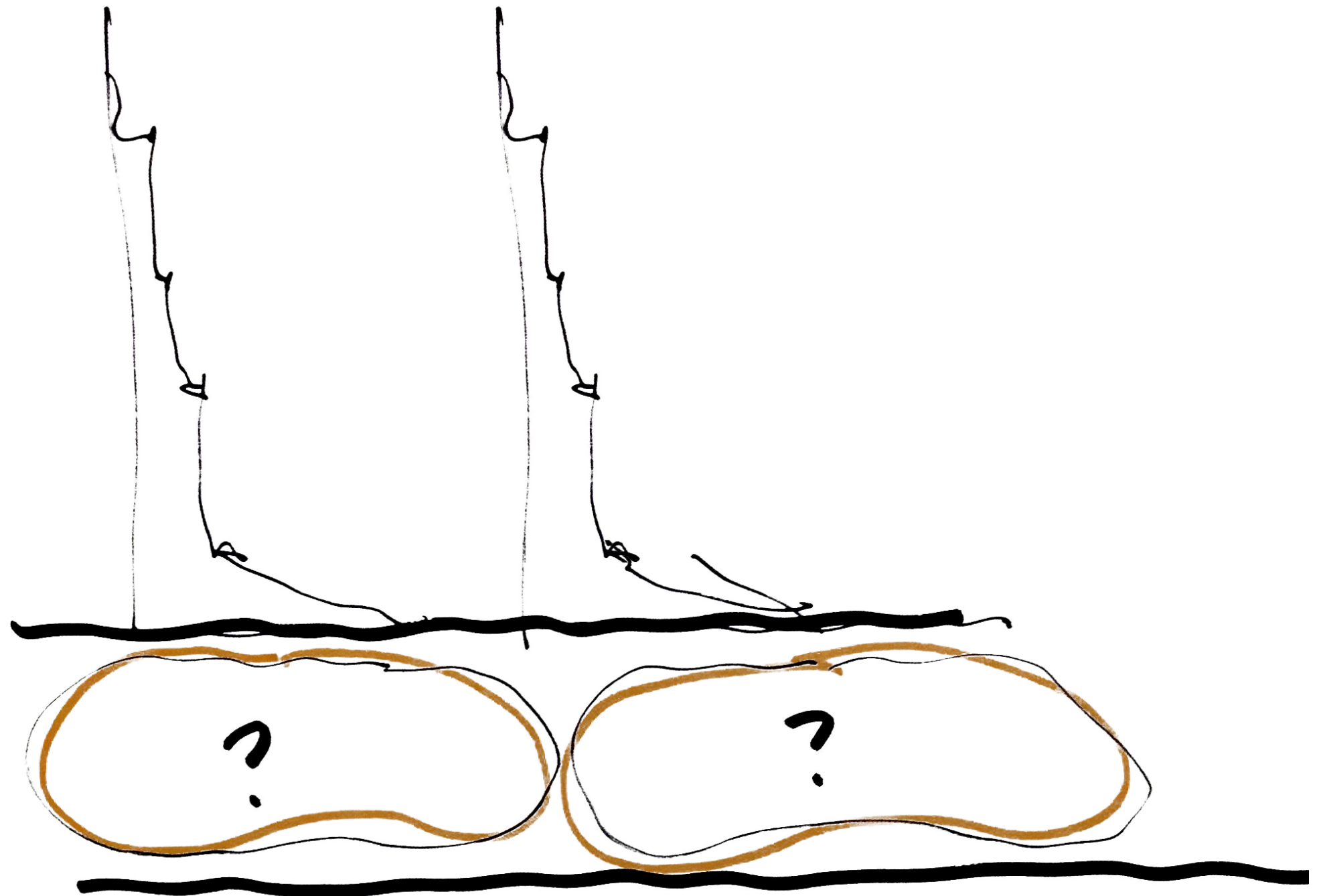
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PROJECT TEAM



DESIGN VISION

TO CREATE A
“THERE, THERE”



DESIGN VISION

TO CREATE A "THERE, THERE"

UNIQUELY PORTLAND HYATT REGENCY

- Improve the nature of the public realm.
- Focus our efforts on the first 40'feet and embrace the Portland Personality.
- Create relationships between hotel program and outdoor spaces.

SYMBIOSIS BETWEEN THE HOTEL AND CONVENTION CENTER

- Build a vibrant hotel that works.
- Be a catalyst.
- Increased visitor capacity.
- Provide complementary program.



DESIGN STRATEGIES

WHAT MAKES A UNIQUELY PORTLAND HYATT?
HOW TO CREATE SYMBIOSIS BETWEEN THE HOTEL AND OCC?

- Embrace the narrow proportions of the site to connect Hassalo and Holladay streets visually.
- Extend the hotel program to MLK Jr. Blvd to enhance urban edge.
- Public open space and hotel entrances co-located.
- Internal “street” connects primary entries.
- Reflect the scale of Portland’s unique 200’ block structure.
- Shift primary activity of the hotel to site edges.
- Quiet tower as backdrop to Convention Center spires.
- Hotel entrance on Holladay St. to provide easy connection to north OCC entry.
- Inspire and enhance the Holladay green street and OCC Plaza improvements.

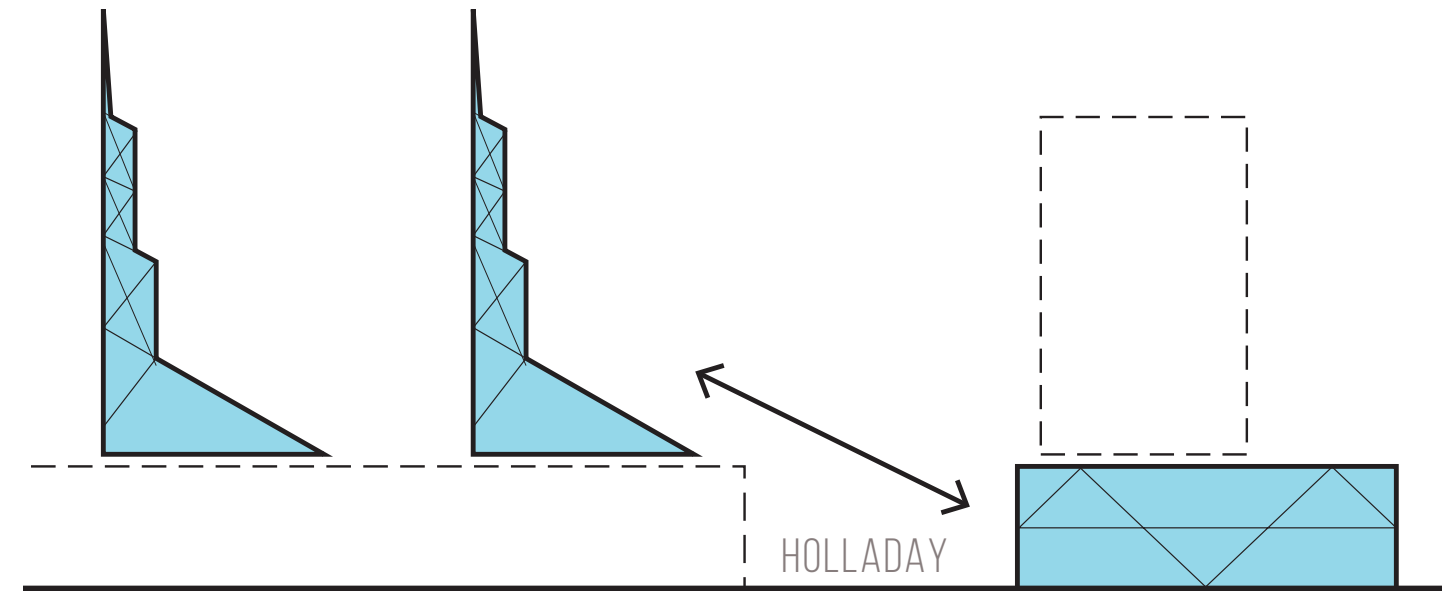


DESIGN STRATEGIES

A UNIQUELY PORTLAND HYATT

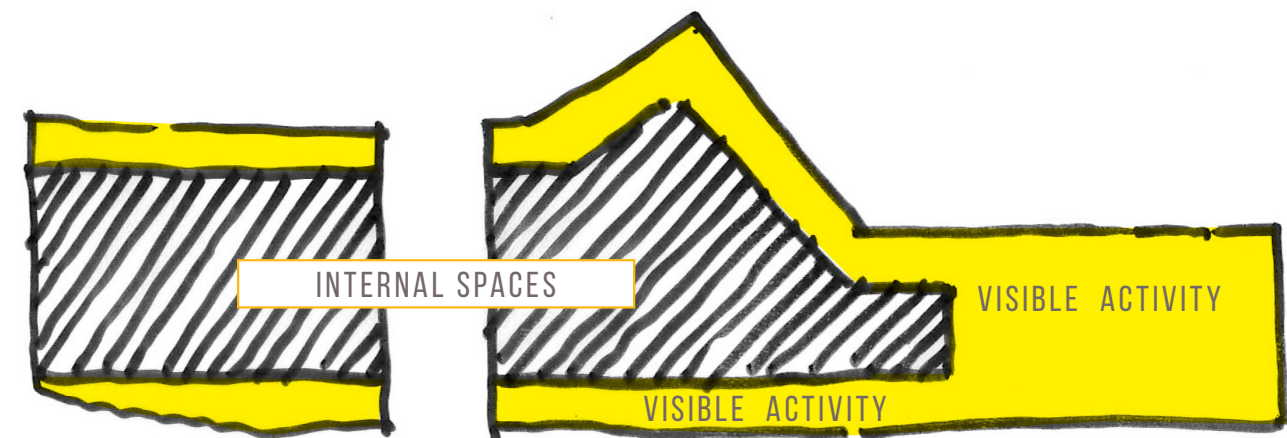
ITS ABOUT THE SHOES, NOT THE HAT

The twin spires of the Oregon Convention Center have become one of the most recognizable landmarks in the city. These distinctly Portland silhouettes contribute to the identity and character of Portland's skyline, but they do not mark a significant place in the city. Our aim for the Hotel is to legitimize the spires by designing a destination worth celebrating.



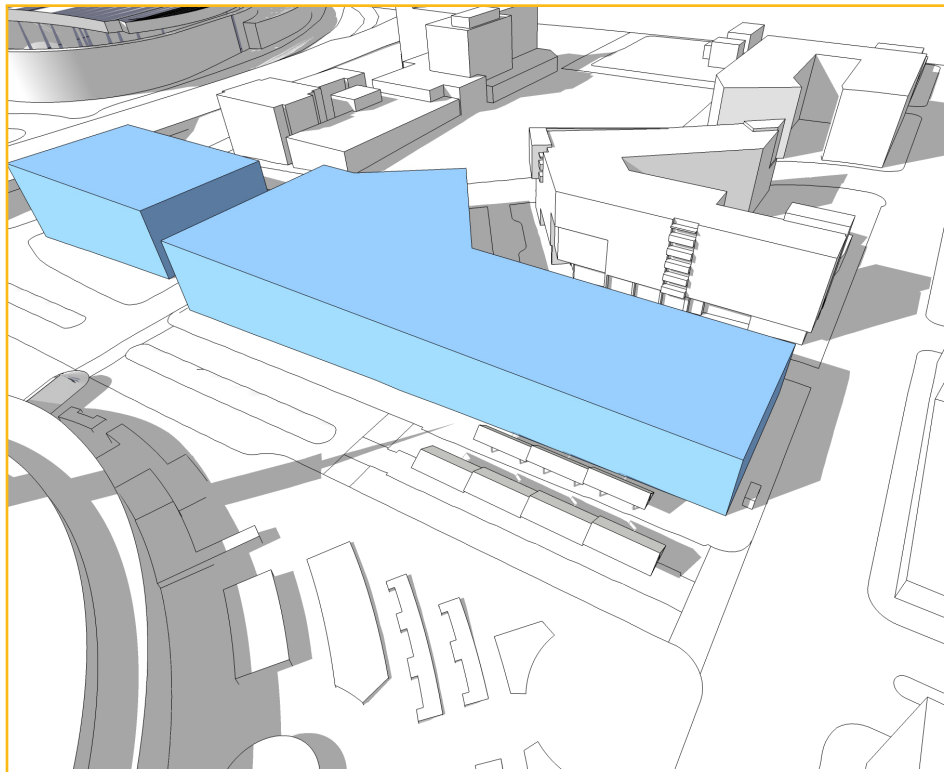
THE FIRST FORTY-FEET

Designing a place worth celebrating means understanding what makes Portland iconic... the first-forty feet. While our metropolitan counterparts focus on iconic towers with elaborate “hats”, Portland focuses on the people using active streets, safe pedestrian realms, public open spaces and strong safe connections between them.



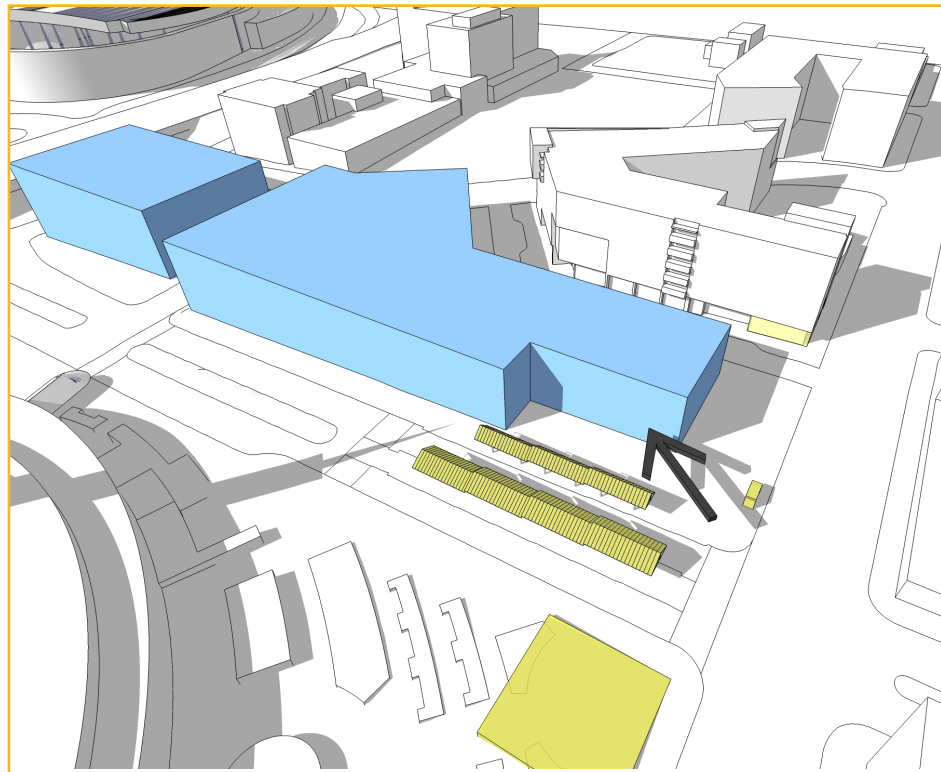
DESIGN STRATEGIES

MASSING EVOLUTION



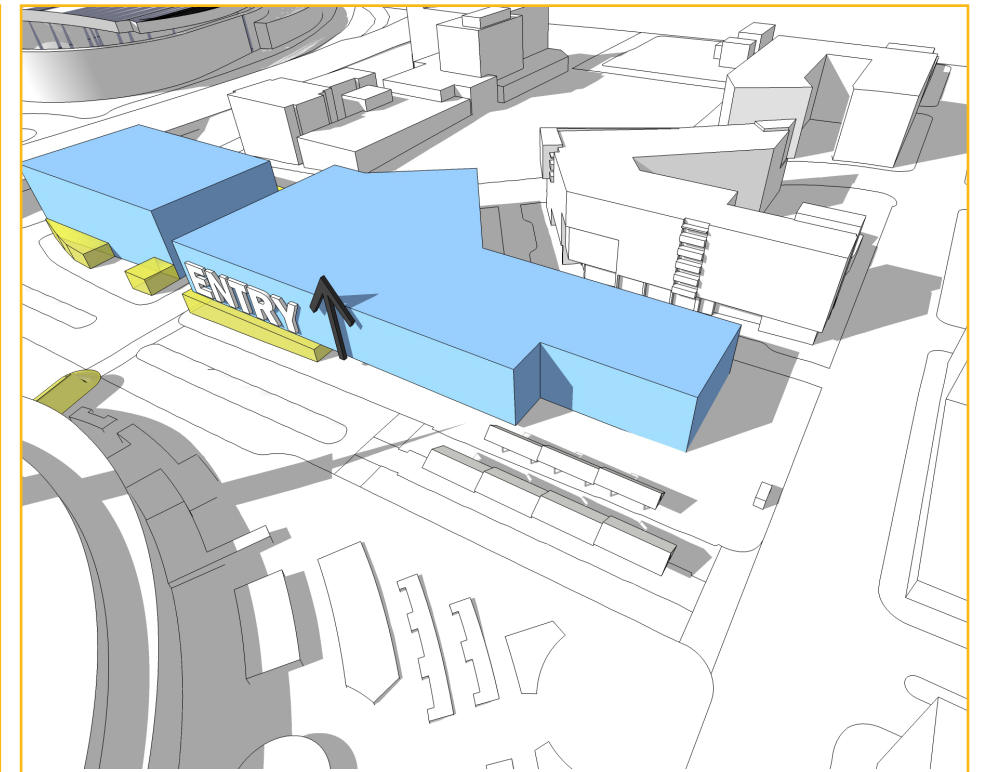
FIRST 40 FEET

The first 40 feet. The hotel's podium looks to enliven the neighborhood adjacent to the Oregon Convention Center, concentrating on bringing activity and dynamism to the pedestrian and public realms at its edges.



CREATE SPACE

At the high traffic junction of MLK and Holladay the podium pushes back to create breathing room and allow space for the edges to filter into the hotel.

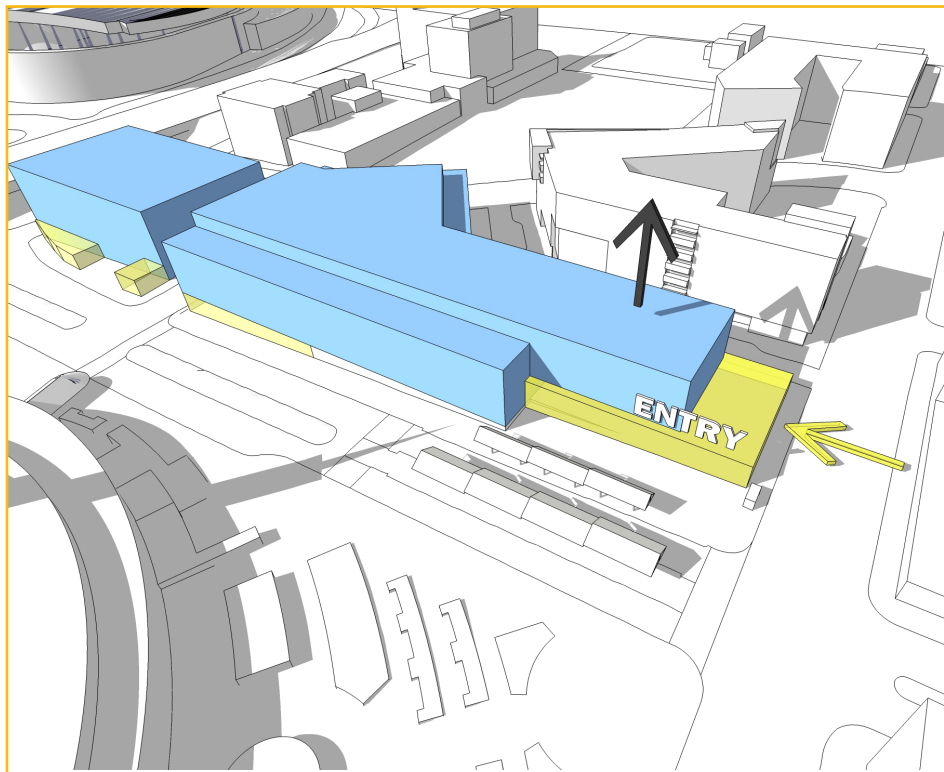


2ND STREET CONNECTION

The relationship between the OCC and the hotel is a significant one, so the podium lifts up and allows a conduit to be drawn between the OCC entrance at the junction of 2nd and Holladay and the hotel's.

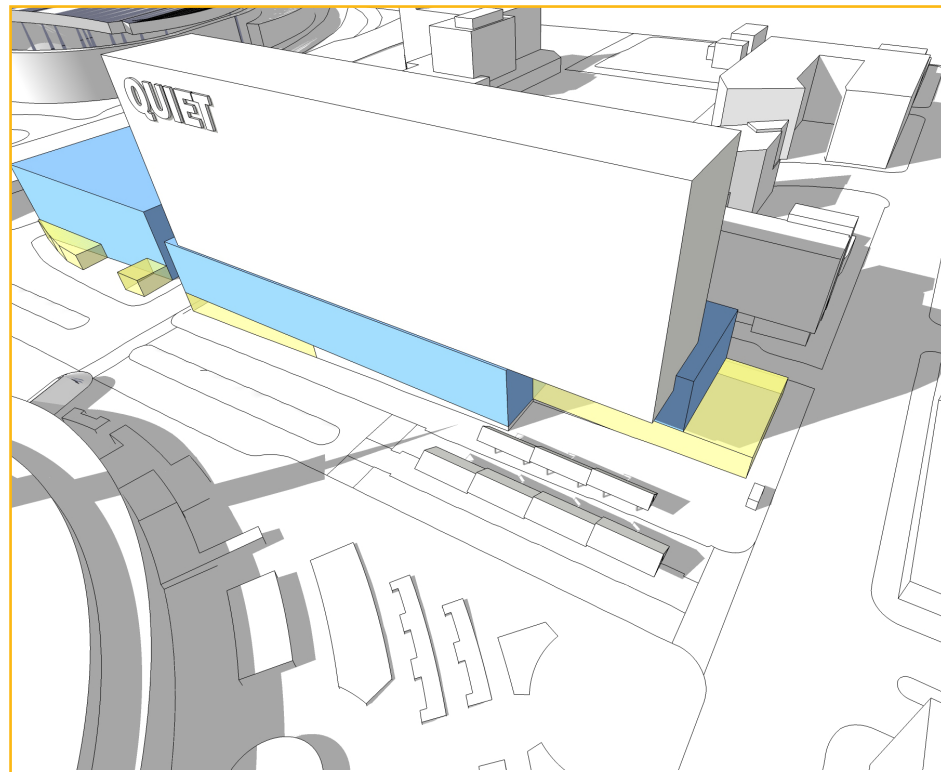
DESIGN STRATEGIES

MASSING EVOLUTION



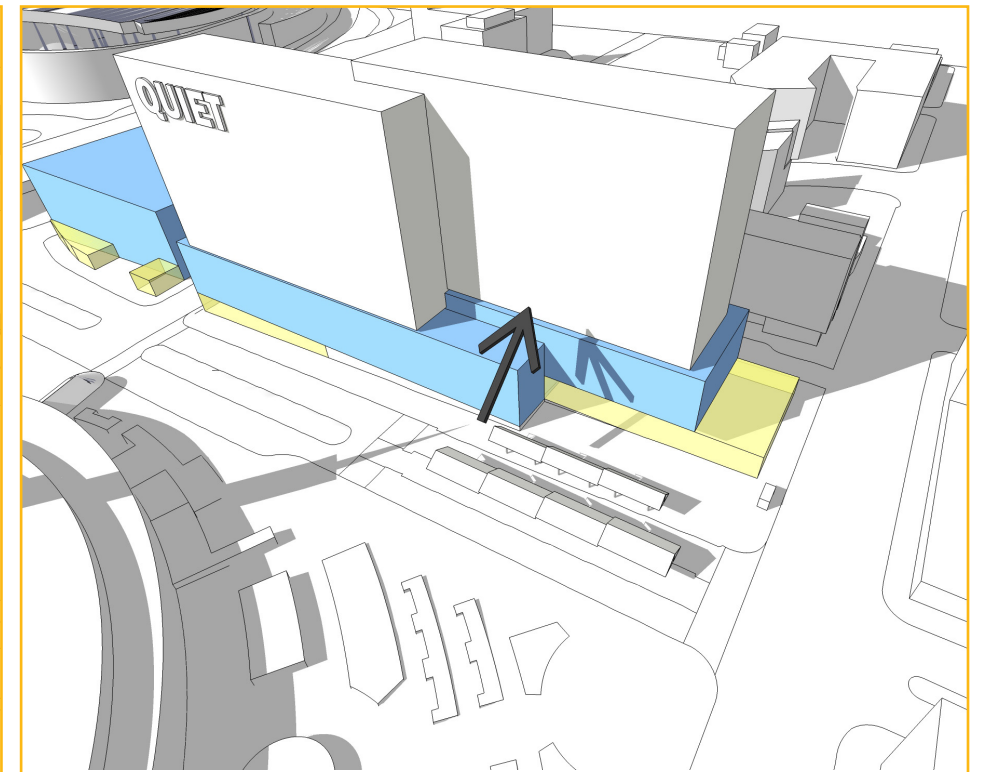
MLK CONNECTION

To address MLK more prominently the podium lifts up to allow an entrance to slide beneath. Prominent activity is also positioned to enliven and connect with MLK.



THE QUIET TOWER

The guest room tower of the hotel, is a backdrop to many views of the spires, it wants to be quiet and simple. The focus of the building holds strong on the street.



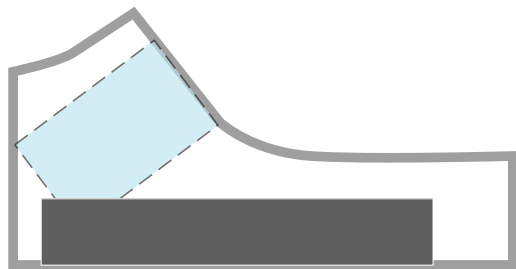
200 FOOT BLOCK

To create a better scale, the tower shifts back from Holladay to respect the spirit of Portland's 200ft block.

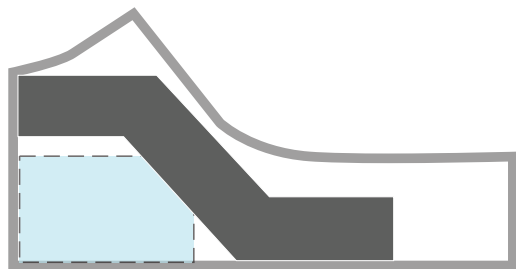
DESIGN STRATEGIES

BALLROOM VS. TOWER

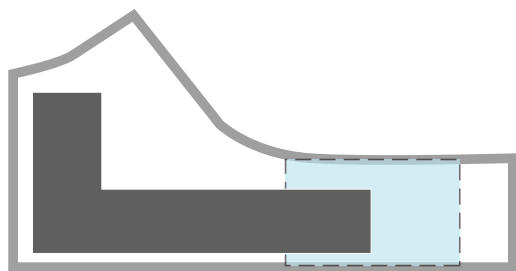
The hotel program includes a number of large spaces with specific dimensions and proportions. In example, the guest room tower and main ballroom configuration is challenging given the odd shape of the site.



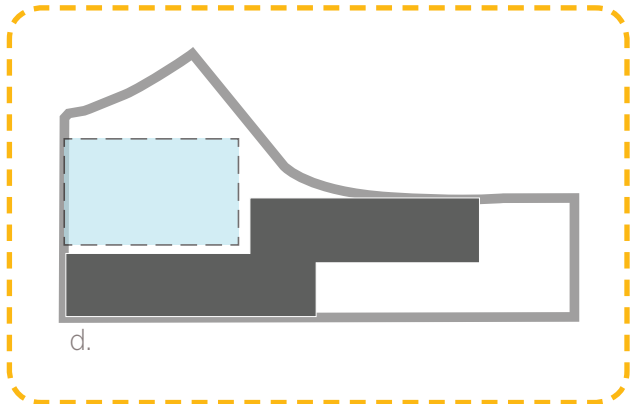
a.



b.



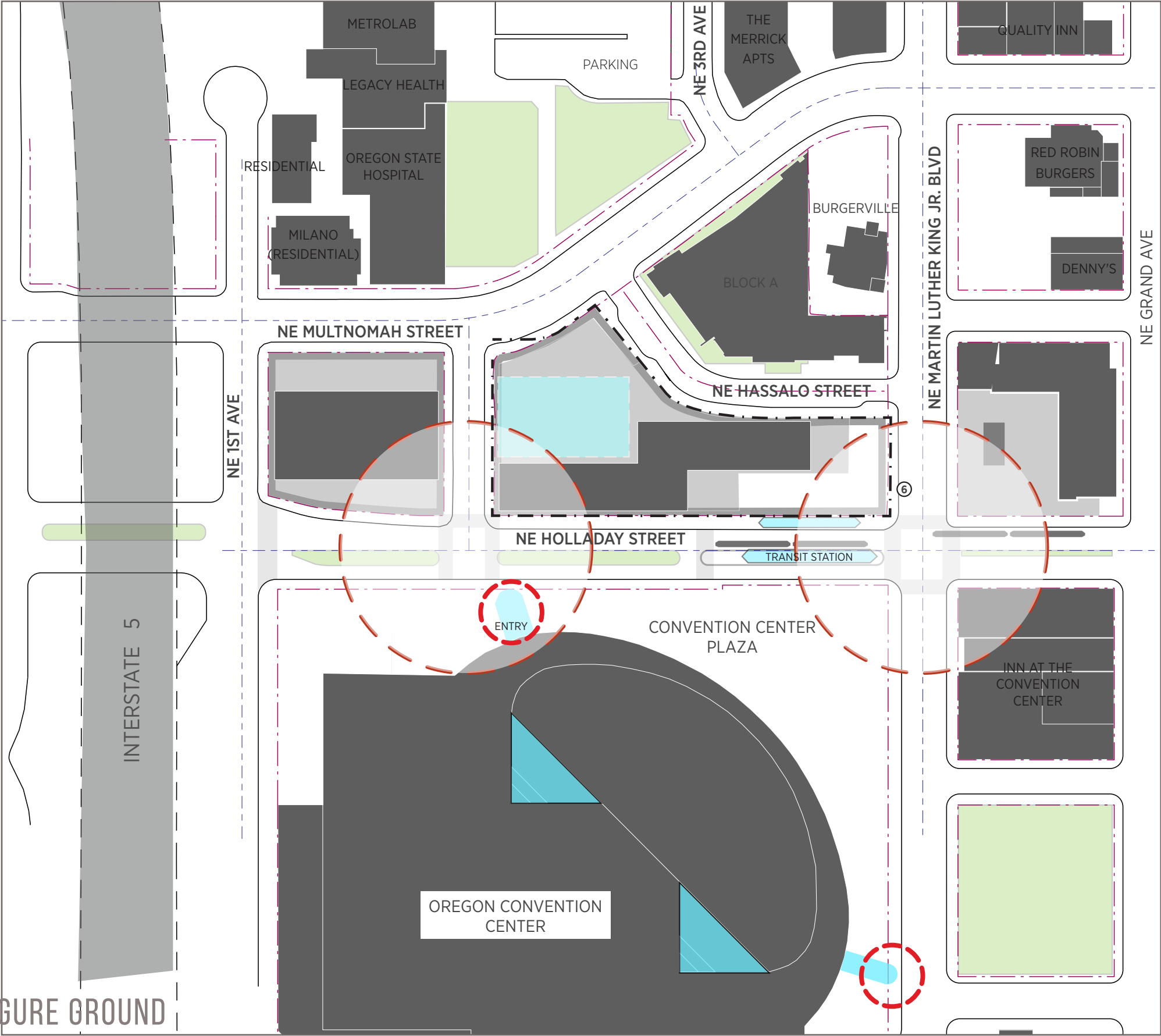
c.



d.



FIGURE GROUND

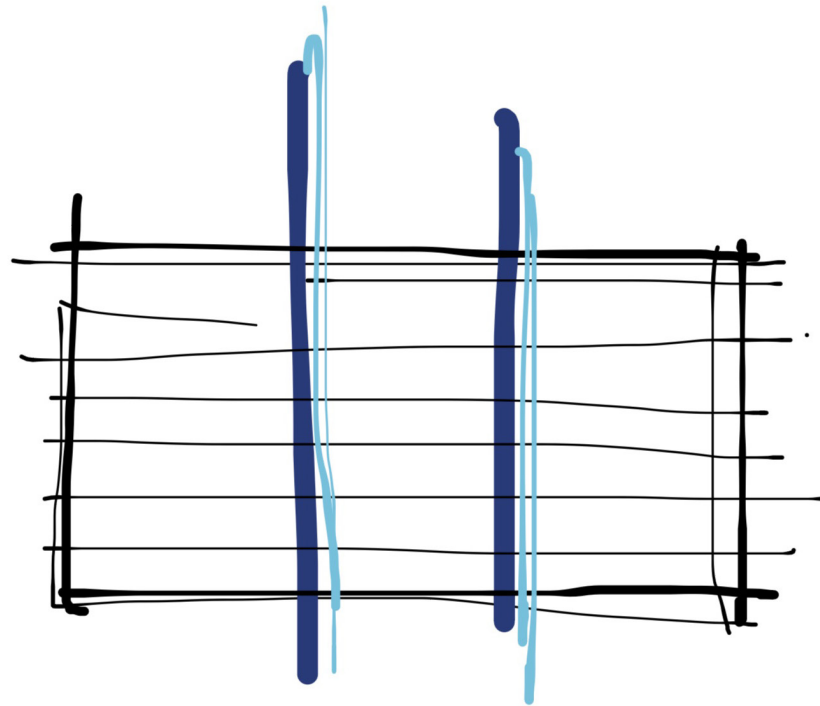


DESIGN STRATEGIES

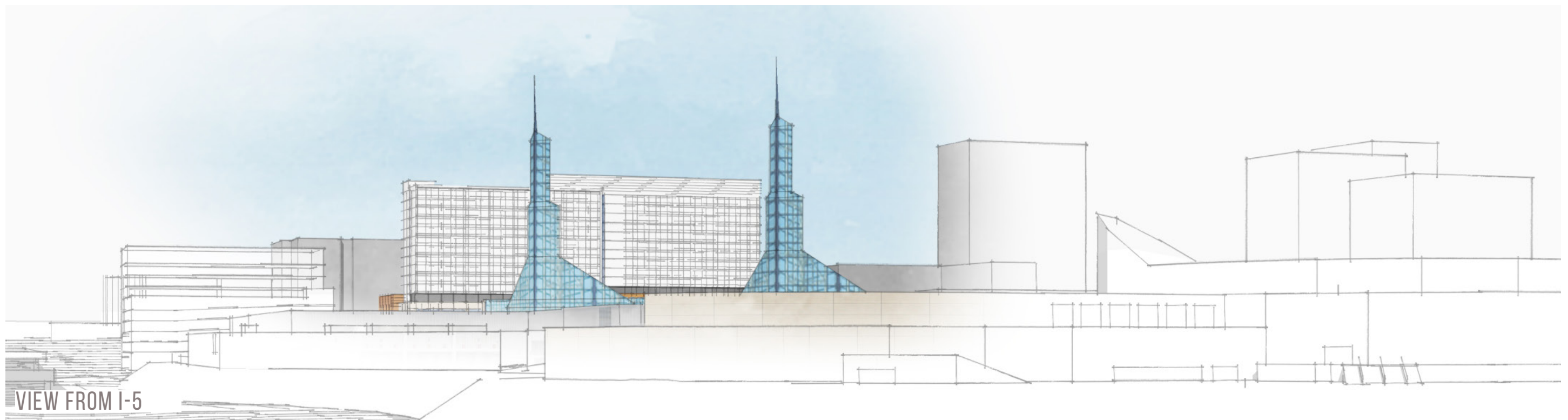
TOWER IN THE BACKGROUND

While the podium of the hotel or the “shoes” address the street edge, the tower must respect the unique silhouette of the Oregon Convention Center spires.

- LOW
- QUIET
- DICOTOMY
- JUXTAPOSITION
- BACKGROUND



VIEW FROM MLK



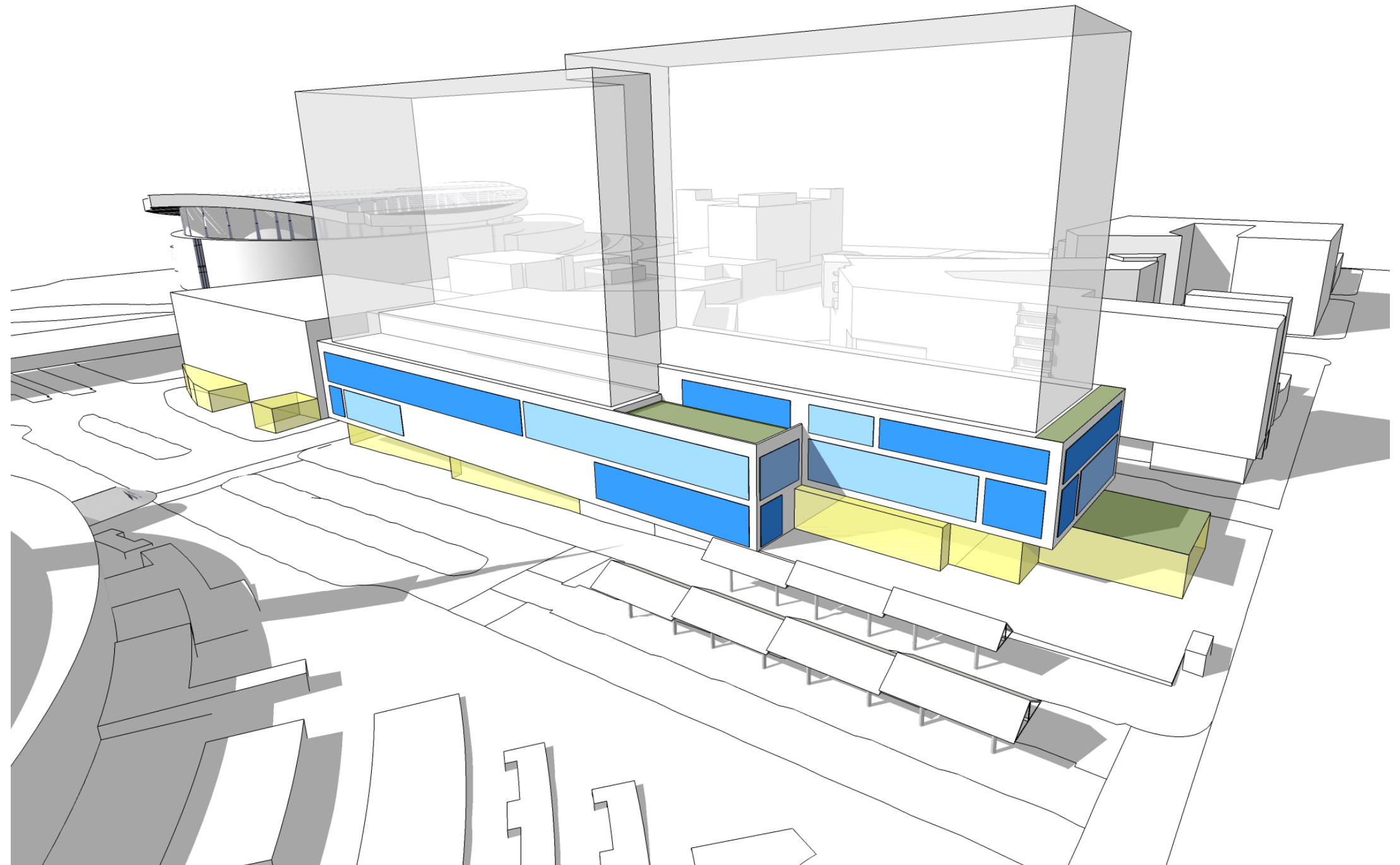
VIEW FROM I-5

DESIGN STRATEGIES

INSIDE TO OUTSIDE CONNECTIONS

Where possible the interior spaces of the hotel within the first forty feet attempt to connect visually or physically to the street edges.

- VIEW
- TRANSPARENCY
- ACTIVITY
- HIERARCHY
- INSIDE-OUTSIDE CONNECTION



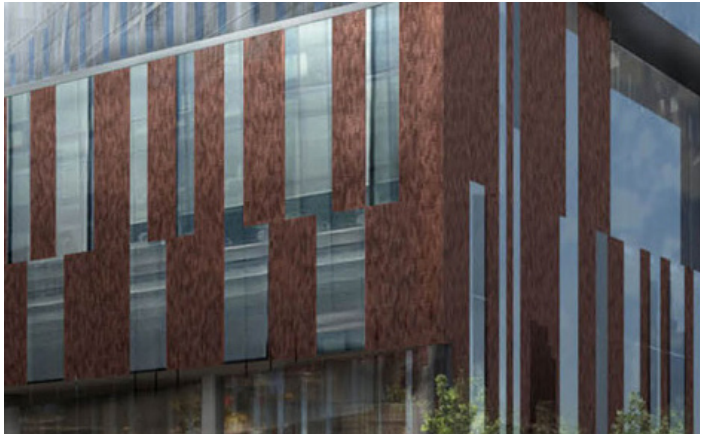
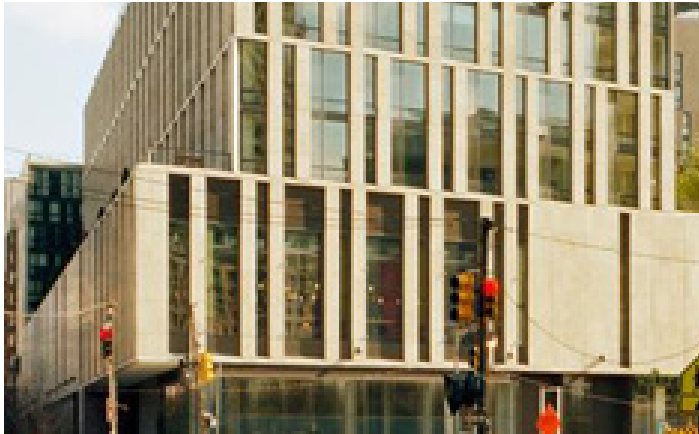
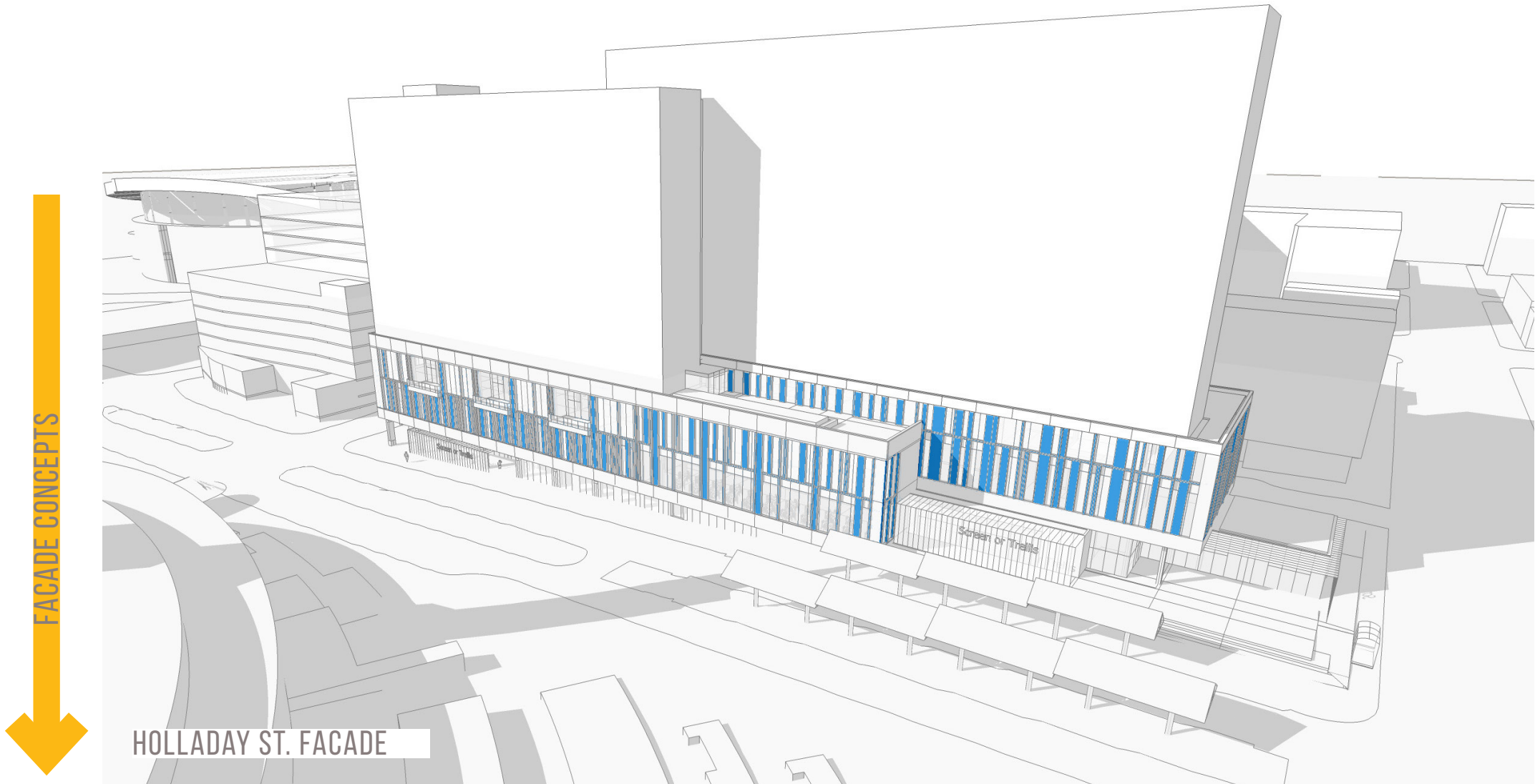
KEY

- FEATURE PROGRAM
- CONNECTOR SPACES
- PUBLIC CONNECTION

DESIGN STRATEGIES

NORTHWEST INSPIRATION

For many who stay at the hotel it will be they're first visit to the Rose City and maybe the Northwest.







SITE CONTEXT

VICINITY OPEN SPACE

-  ACCESSIBLE OPEN SPACE
-  PROJECT SITE



SITE CONTEXT

OREGON CONVENTION CENTER PLAZA & HOLLADAY GREEN STREET PLAN (BY OTHERS)

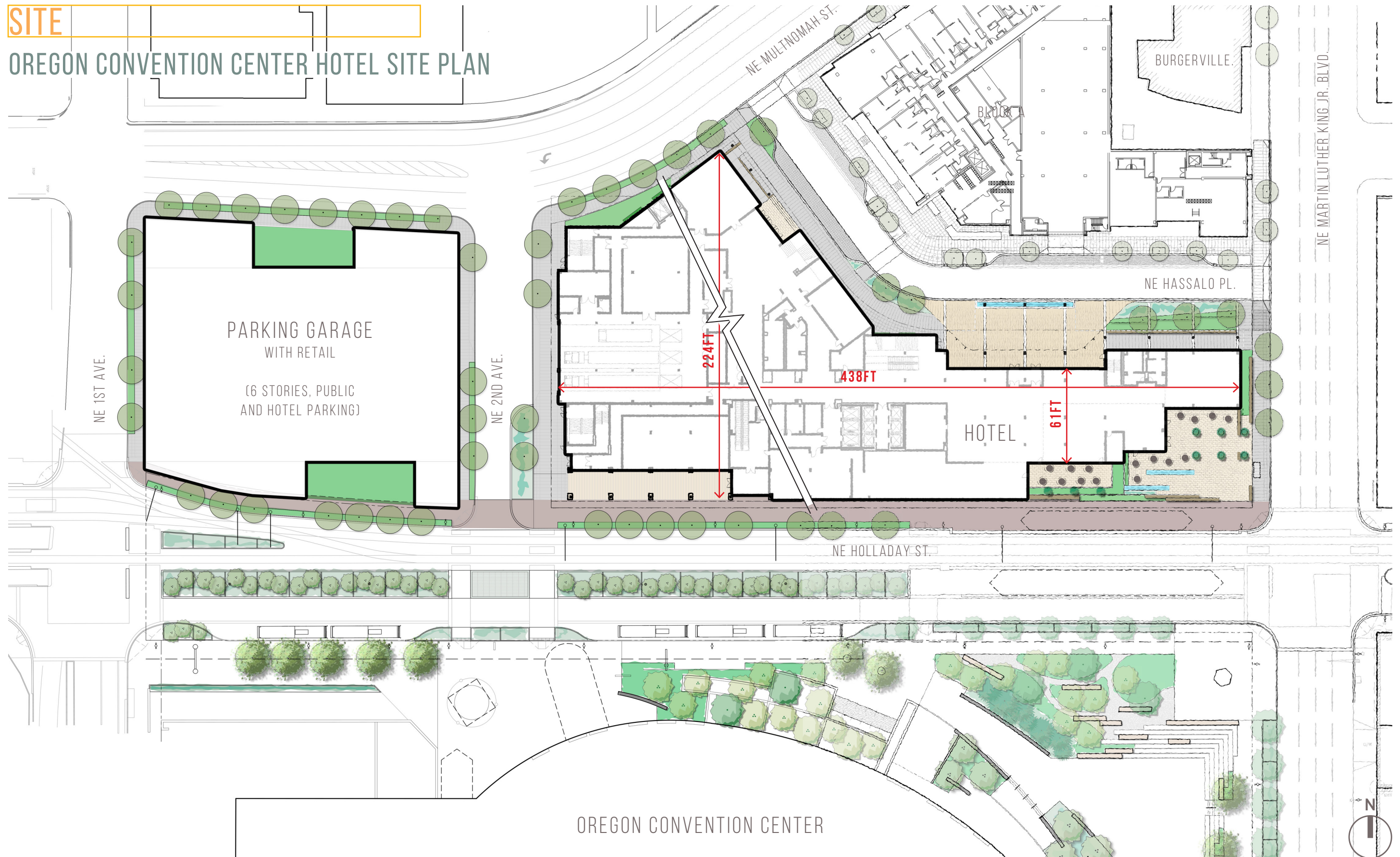
OCC Plaza Program

- Large, flexible space for public gatherings, events and displays
- Terraced seating
- Multiple locations for portable stage
- Hosted receptions or catered dinners adjacent to the Oregon Ballroom
- Fixed seating for daily small group or individual use
- Special paving
- Terraced, vegetated stormwater planters to reinforce EcoDistrict
- Native and ornamental plantings
- Street and shade trees
- Public art
- Illuminated identity and wayfinding markers
- Safety and special effects lighting
- Vehicular service and product access to the concourse
- Emergency exiting from ballrooms and lower level
- Tour bus loading/unloading on NE Holladay
- Street character



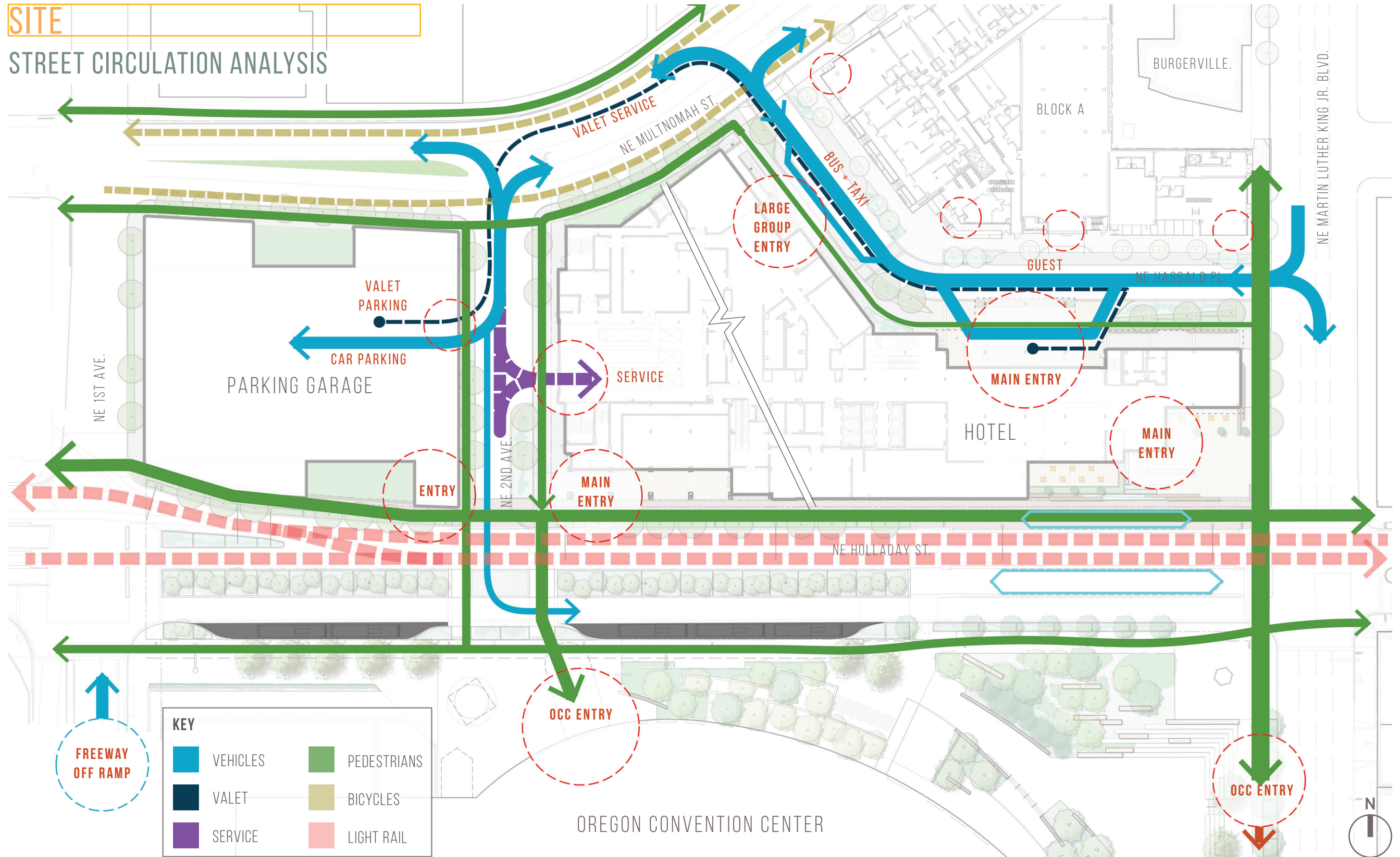
SITE

OREGON CONVENTION CENTER HOTEL SITE PLAN



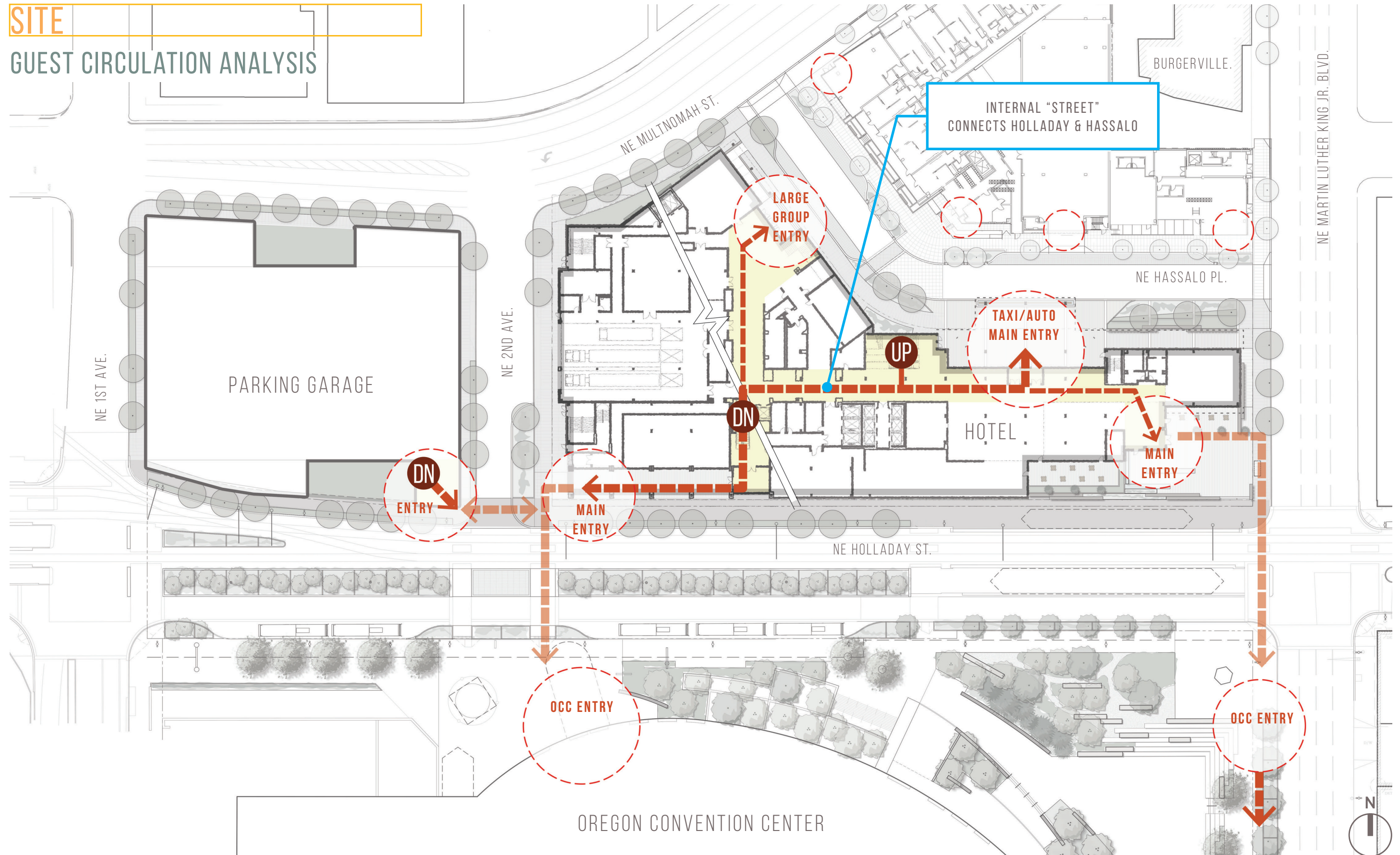
SITE

STREET CIRCULATION ANALYSIS



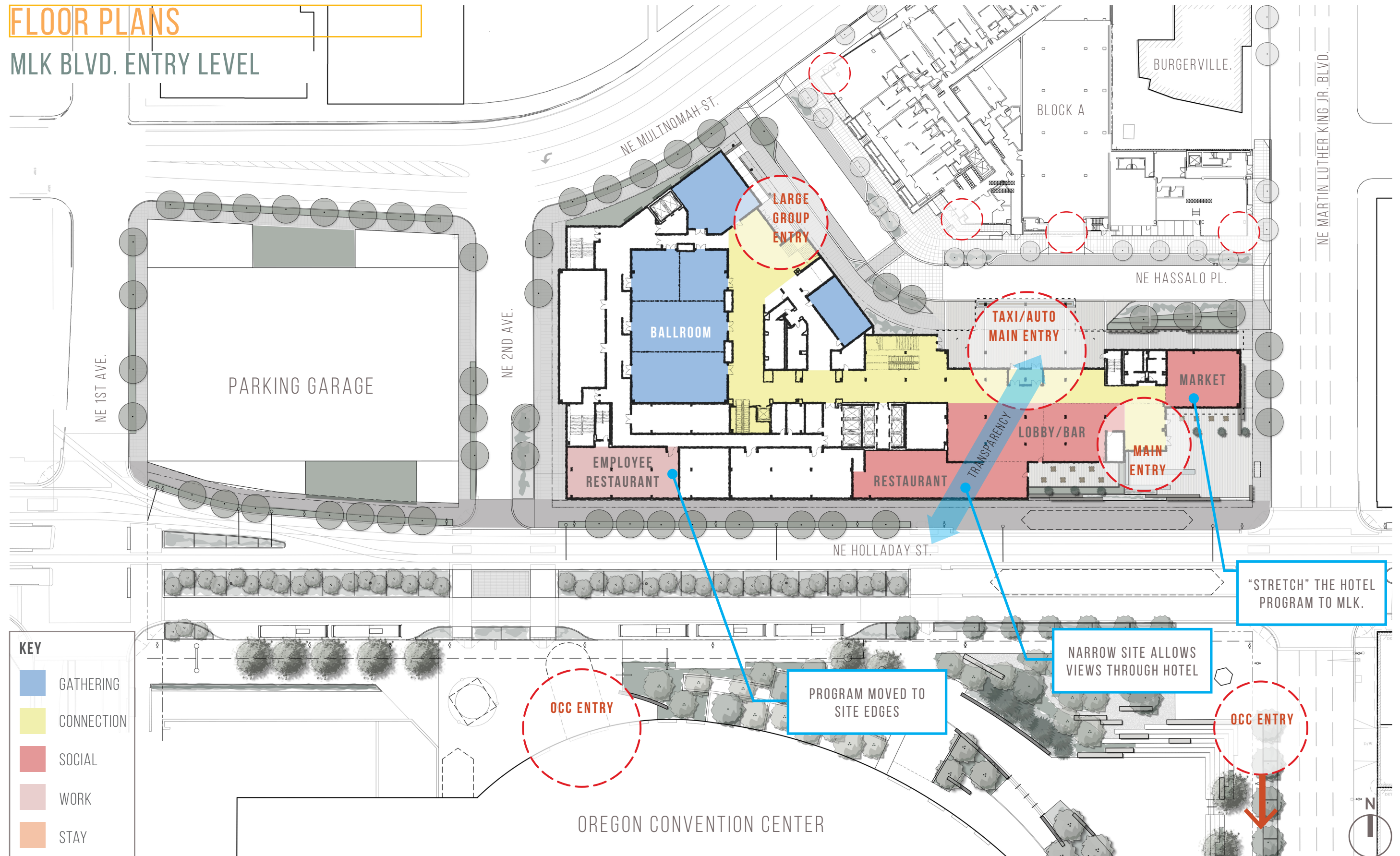
SITE

GUEST CIRCULATION ANALYSIS



FLOOR PLANS

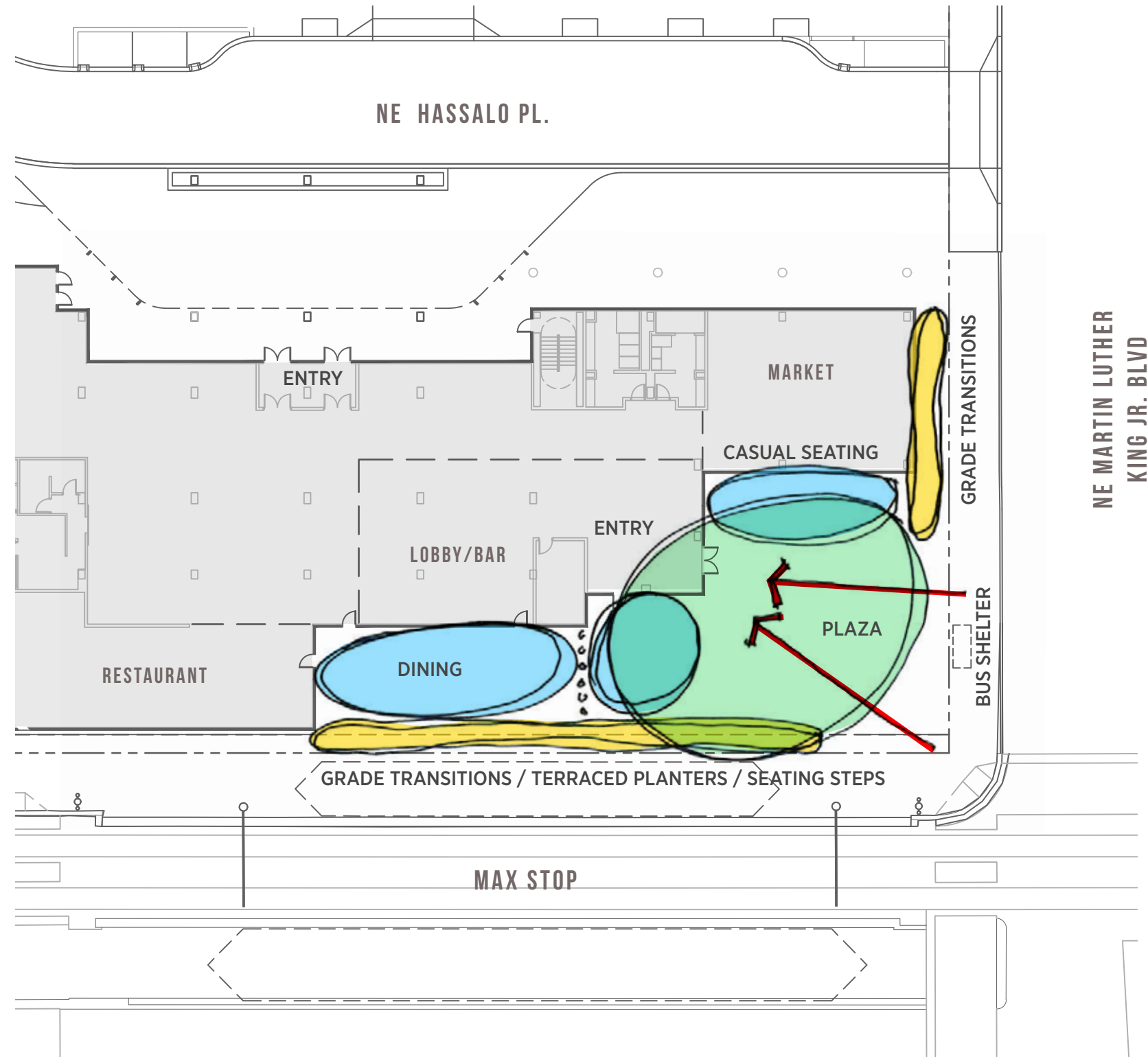
MLK BLVD. ENTRY LEVEL



FLOOR PLANS

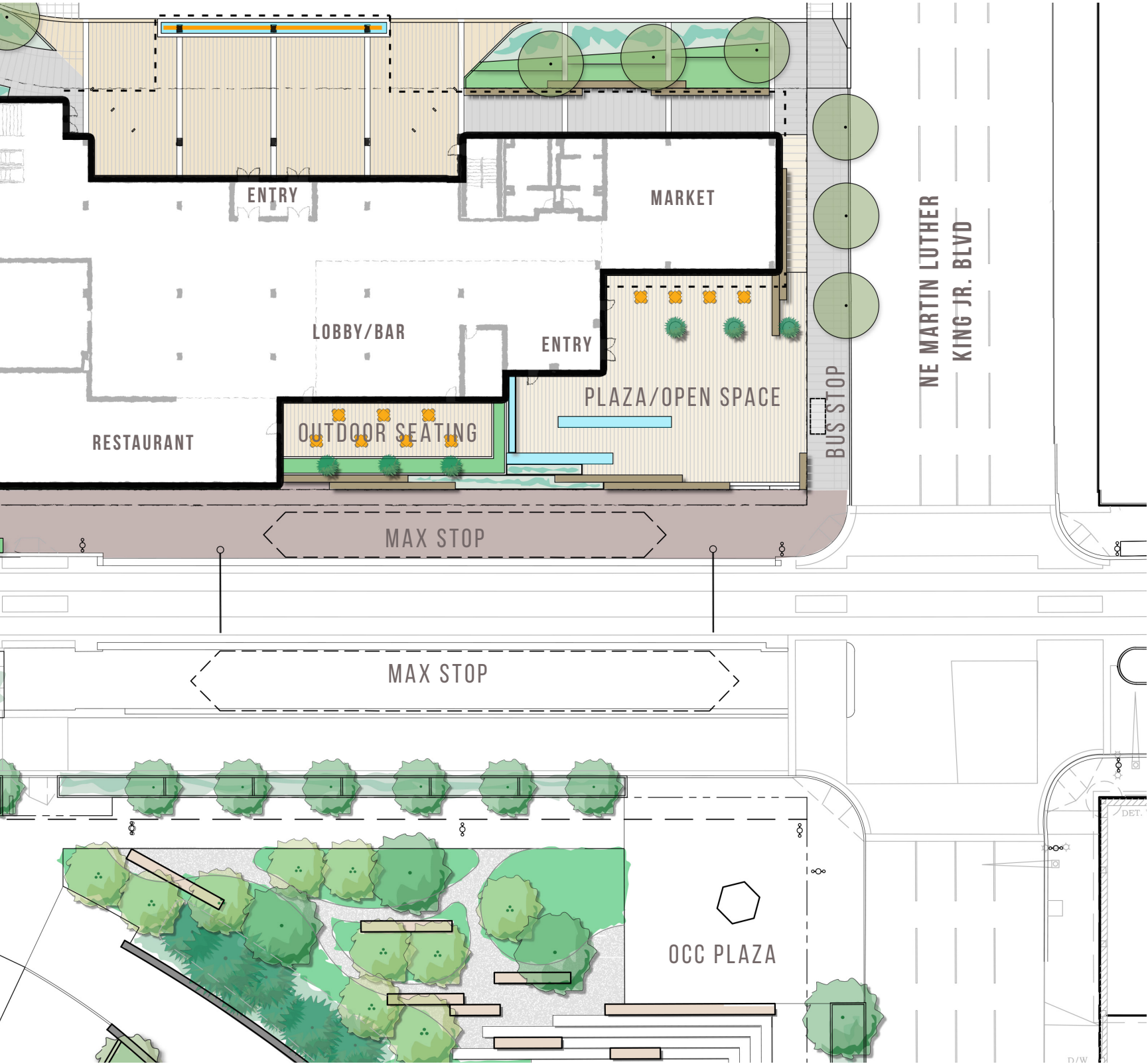
HOTEL PLAZA PROGRAM

- Main hotel entry at the district's "100% corner"
- Flexible space for small gatherings
- Loose cafe tables, seating and shade umbrellas for individual daily use
- Possible water feature
- Special paving
- Vegetated, terraced stormwater planters to reinforce EcoDistrict
- Hedges, cascading shrubs and flowering vines
- Terraced seating as transit user amenity
- Grade transitions to MLK and NE Holladay (4ft. dedication)
- Expanded sidewalk width on NE Holladay (4ft. dedication)
- Safety and special effects lighting
- Emergency exiting from tower



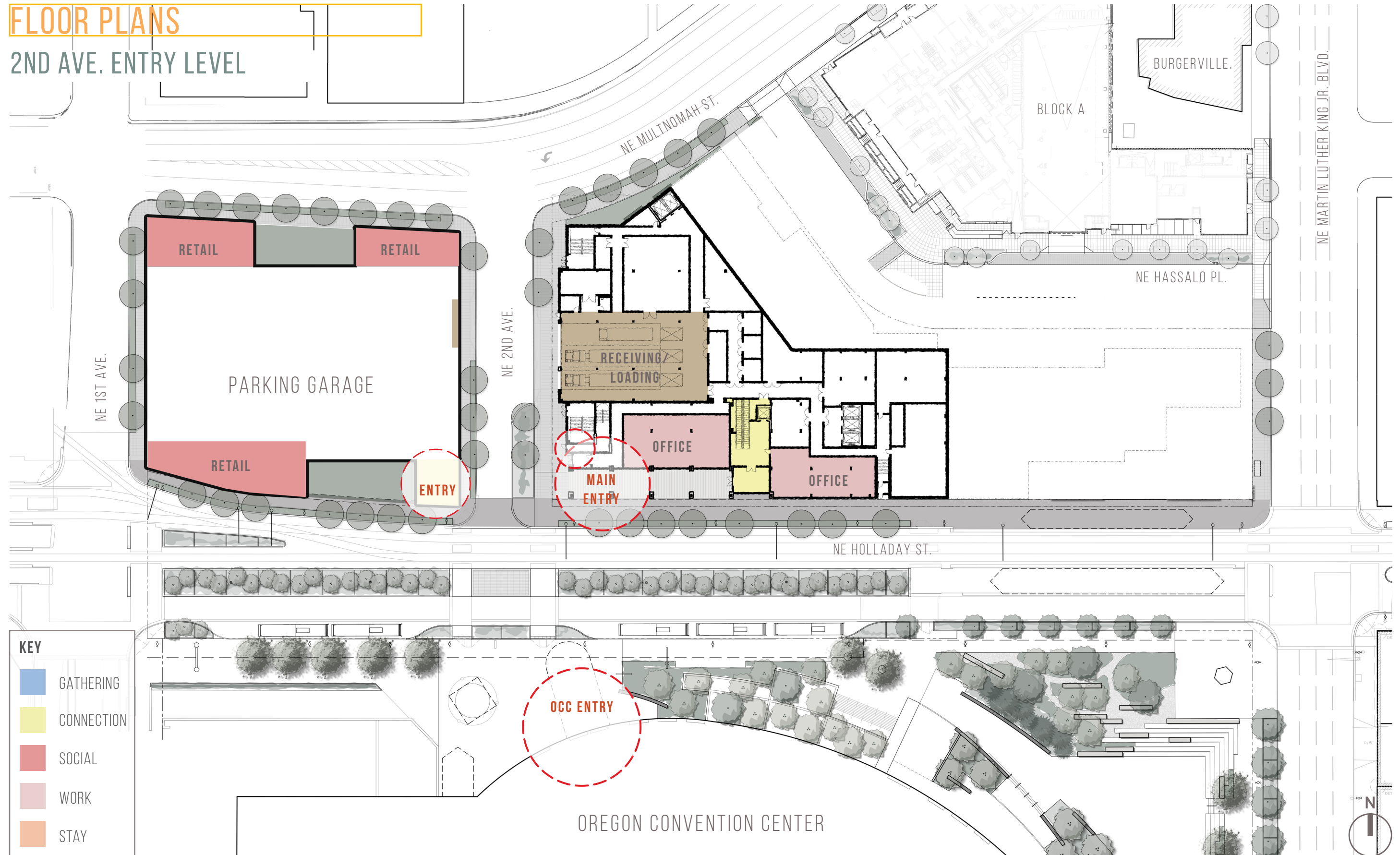
FLOOR PLANS

HOTEL PLAZA PLAN



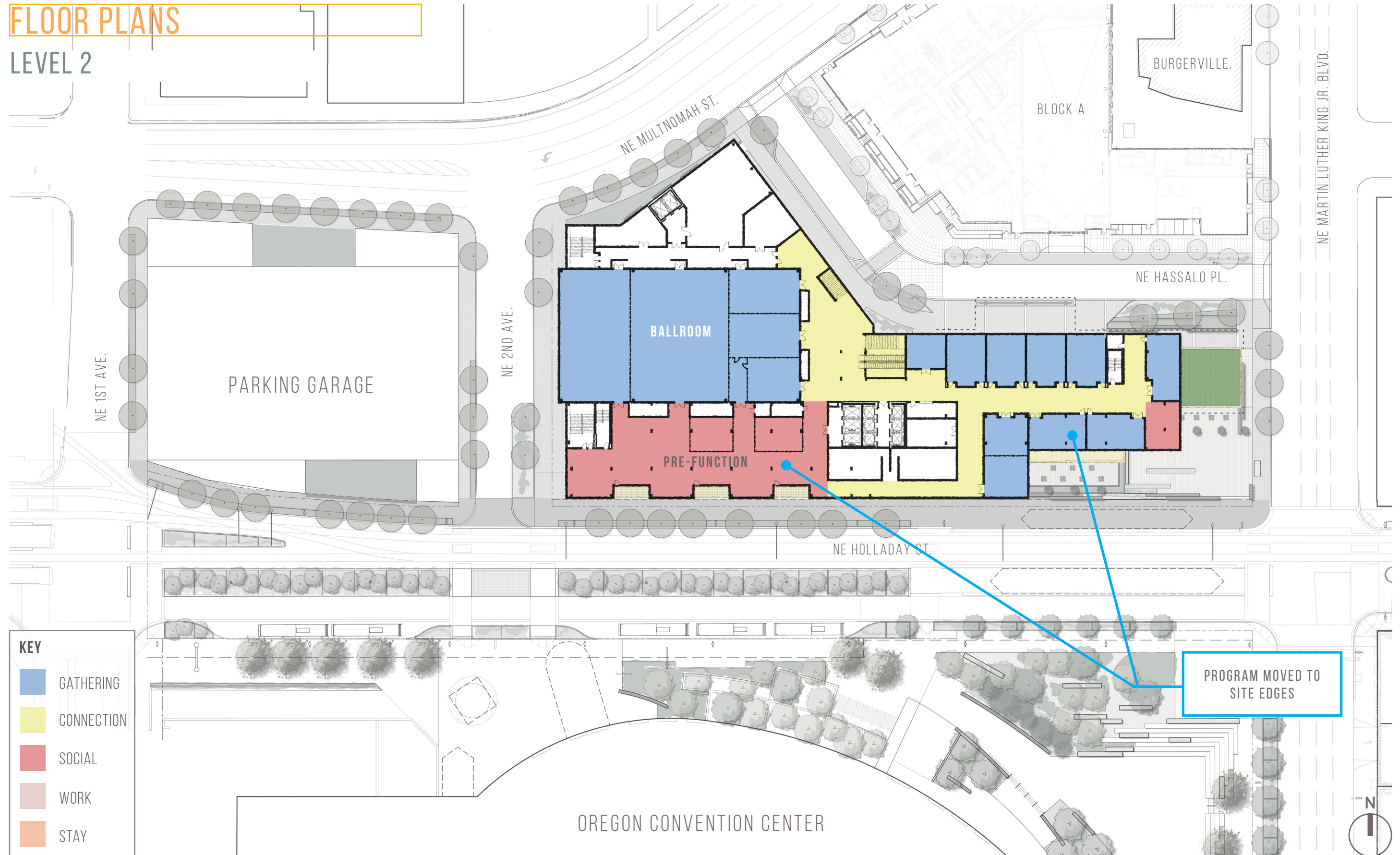
FLOOR PLANS

2ND AVE. ENTRY LEVEL



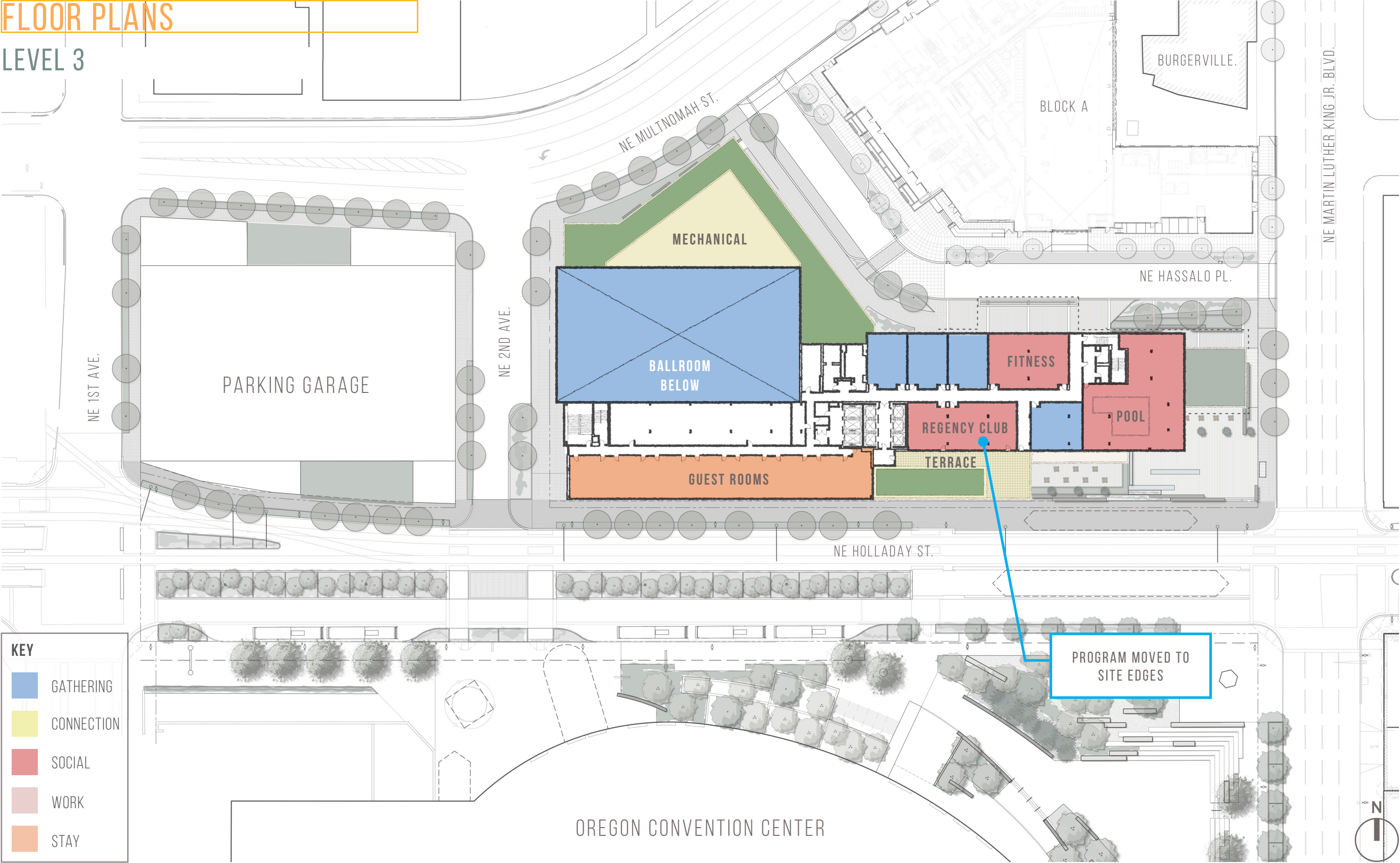
FLOOR PLANS

LEVEL 2



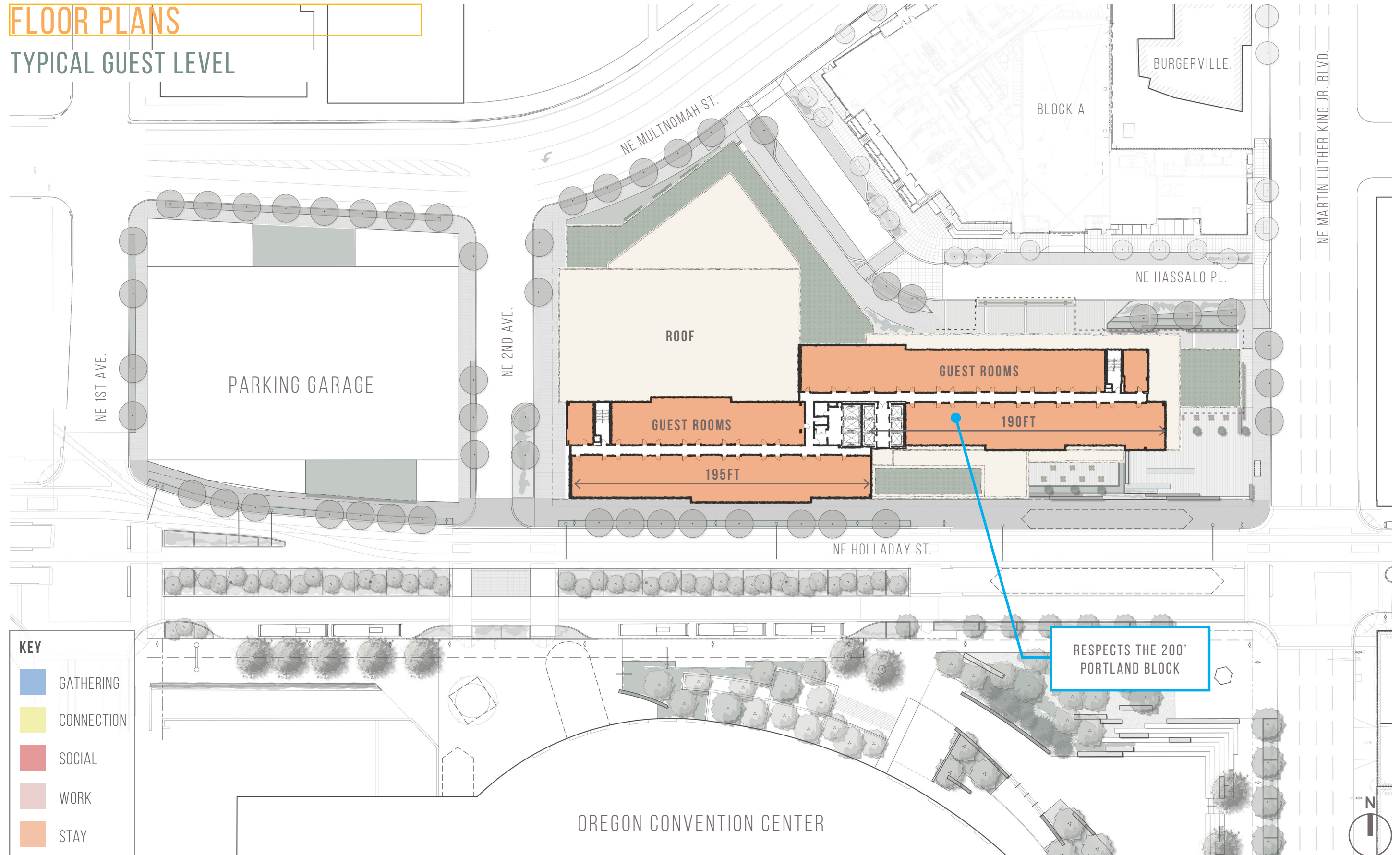
FLOOR PLANS

LEVEL 3



FLOOR PLANS

TYPICAL GUEST LEVEL



LOOKING EAST DOWN HOLLADAY ST.



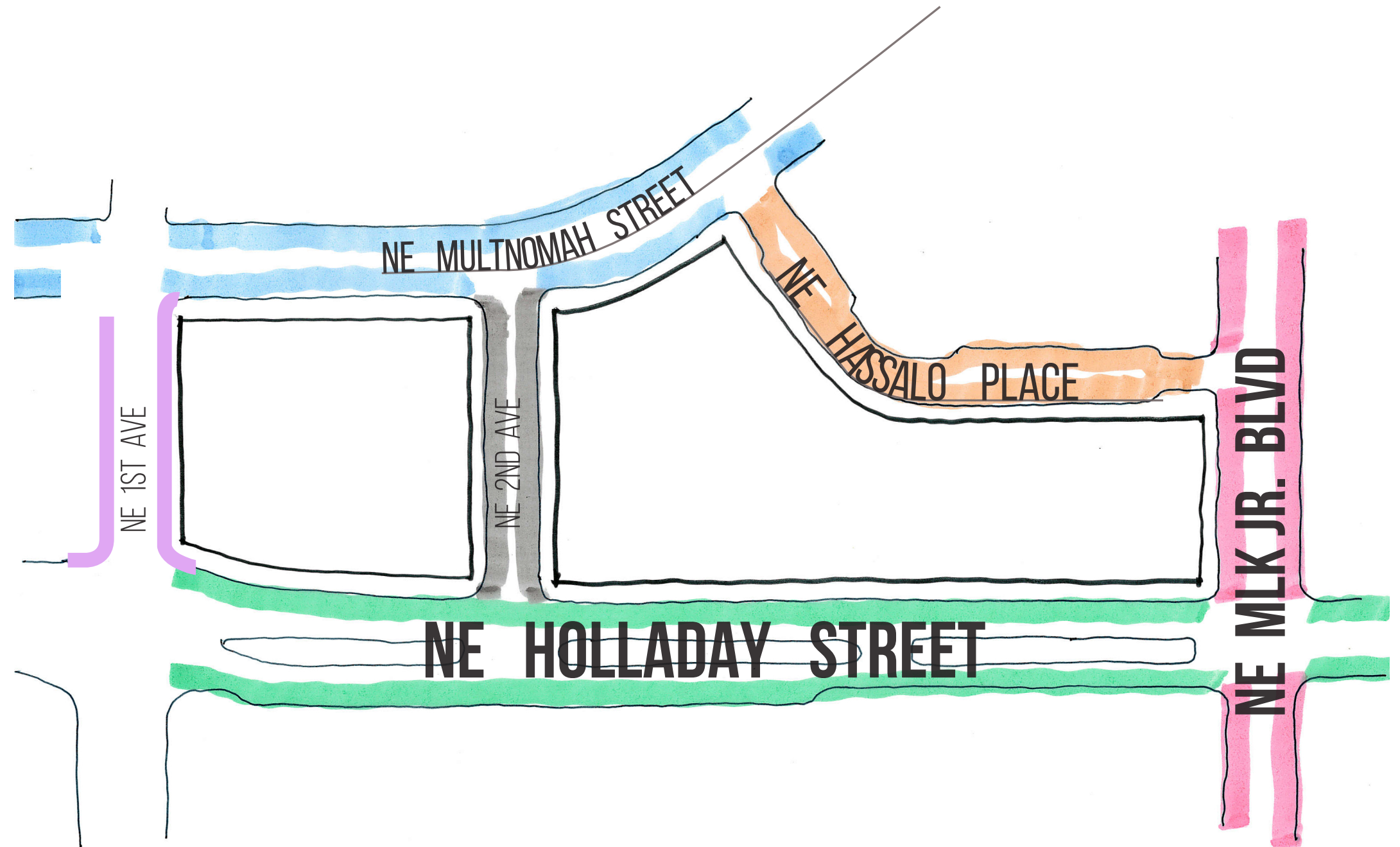
THE STREETS

HIERARCHY & CHARACTER

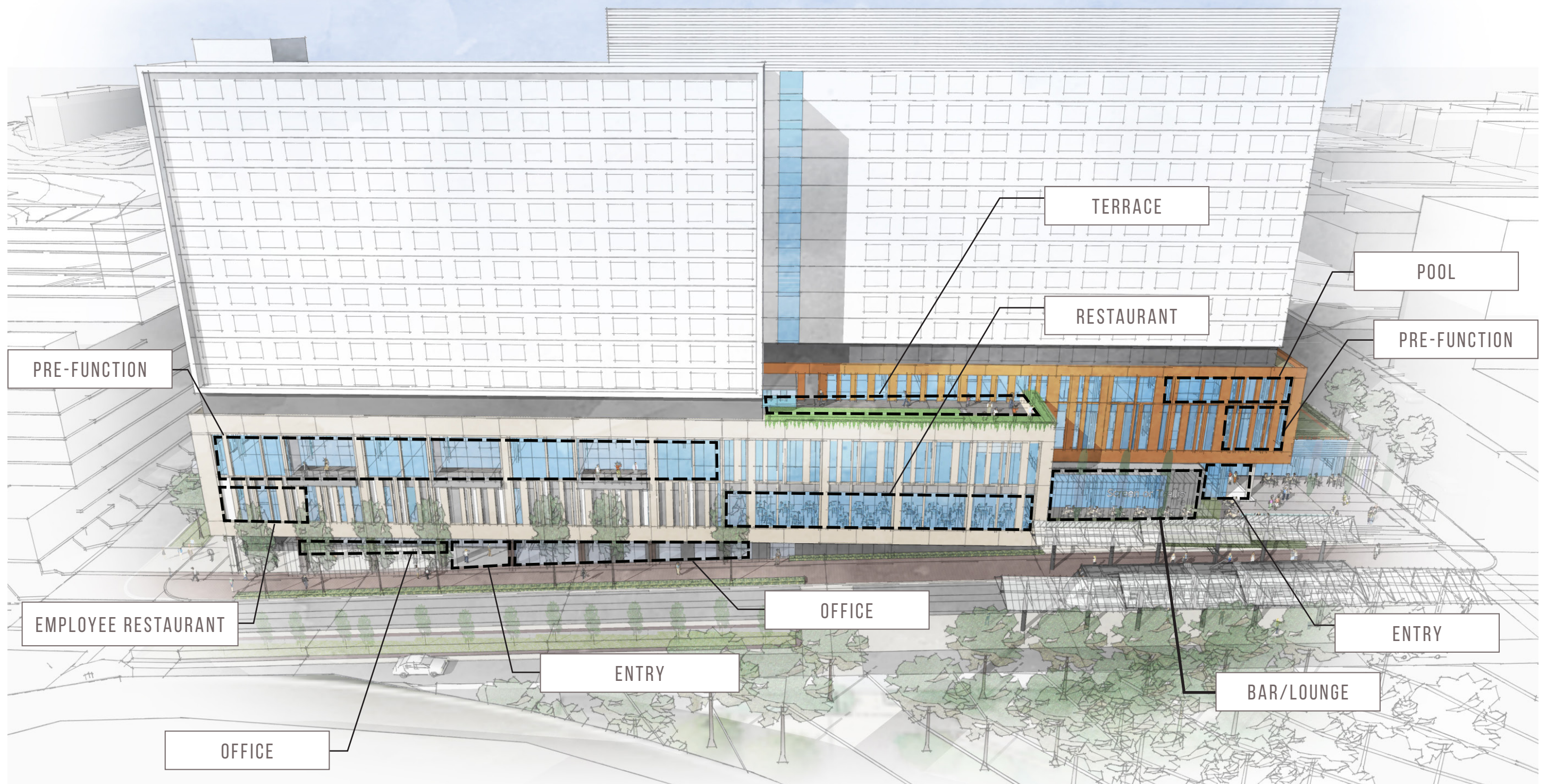
The site is bordered by five streets that vary in character, pace, function and adjacent uses. How the hotel interacts with these variables is reflected in much of the ground floor layout and circulation flow. Coupled with a site grade change from east to west of nearly 24 feet, establishing the front-of-house and back-of-house zones so critical to the hotel's function is challenging.

The differences of each street frontage and pedestrian environment are highlighted on the following pages, including elements that influence design decisions:

- Street character
- Street size and scale
- Street relationship to transit
- Street relationship to building facades
- Street character at intersections
- Street character at open spaces
- Street hierarchy
- Landscape elements
- Pedestrian activity
- Other distinguishing features

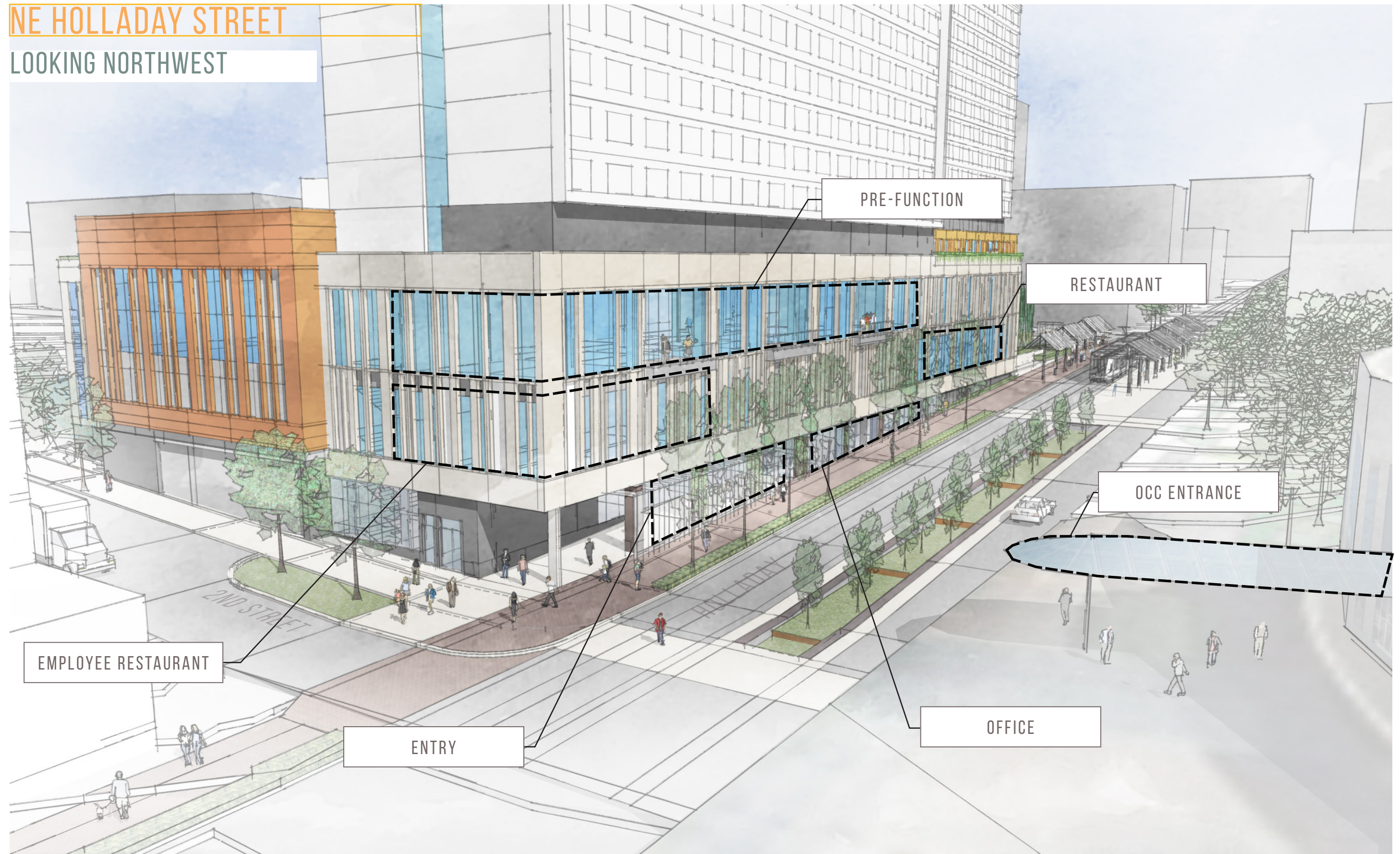


NE HOLLADAY STREET



NE HOLLADAY STREET

LOOKING NORTHWEST



NE HOLLADAY STREET

EXISTING CONDITIONS

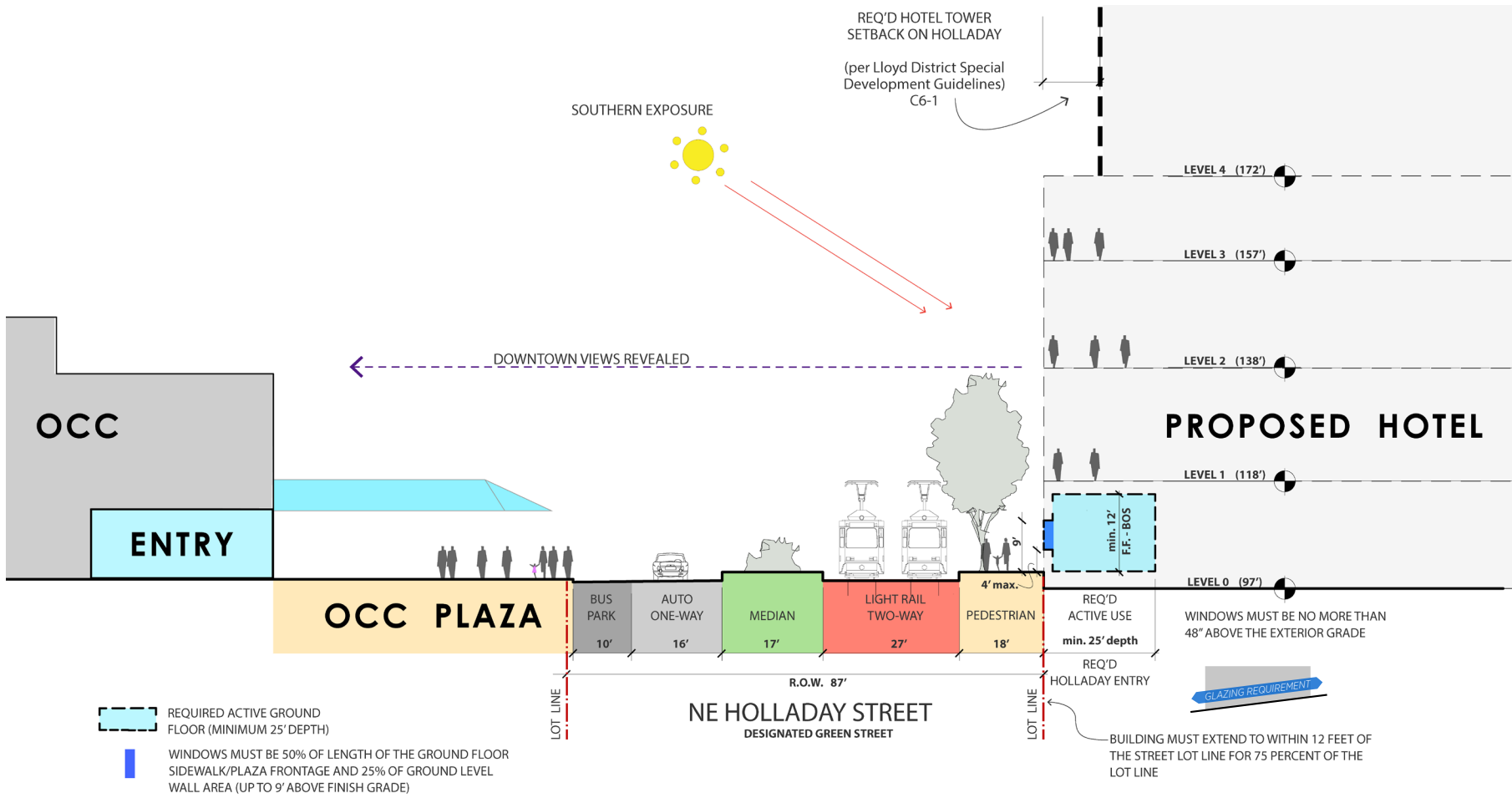
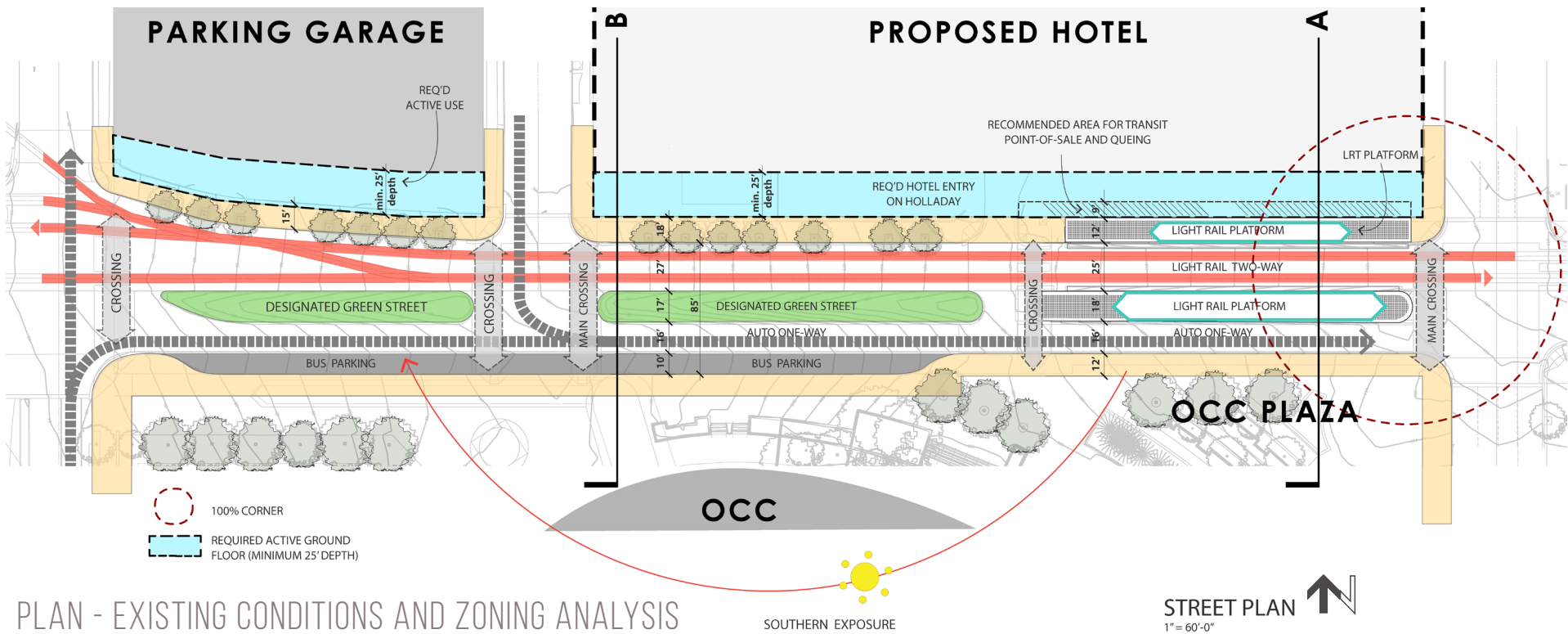
EXISTING FEATURES ON THIS STREET INCLUDE:

Light rail route with one east bound lane of one-way vehicle traffic. Framed by the Rose Quarter to the west and Lloyd Center to the east. Blocks with mature landscaping, but also blocks with virtually no landscaping. Oregon Convention Center at south side, major frontage. Bus and vehicle drop-off lane at Oregon Convention Center. Variety of allowed uses, including office, commercial and residential. Designated Green Street. Designated public corridor. Pedestrian users include locals, guests, conventioners, transit goers, walkers.

ACCESS RESTRICTED STREET

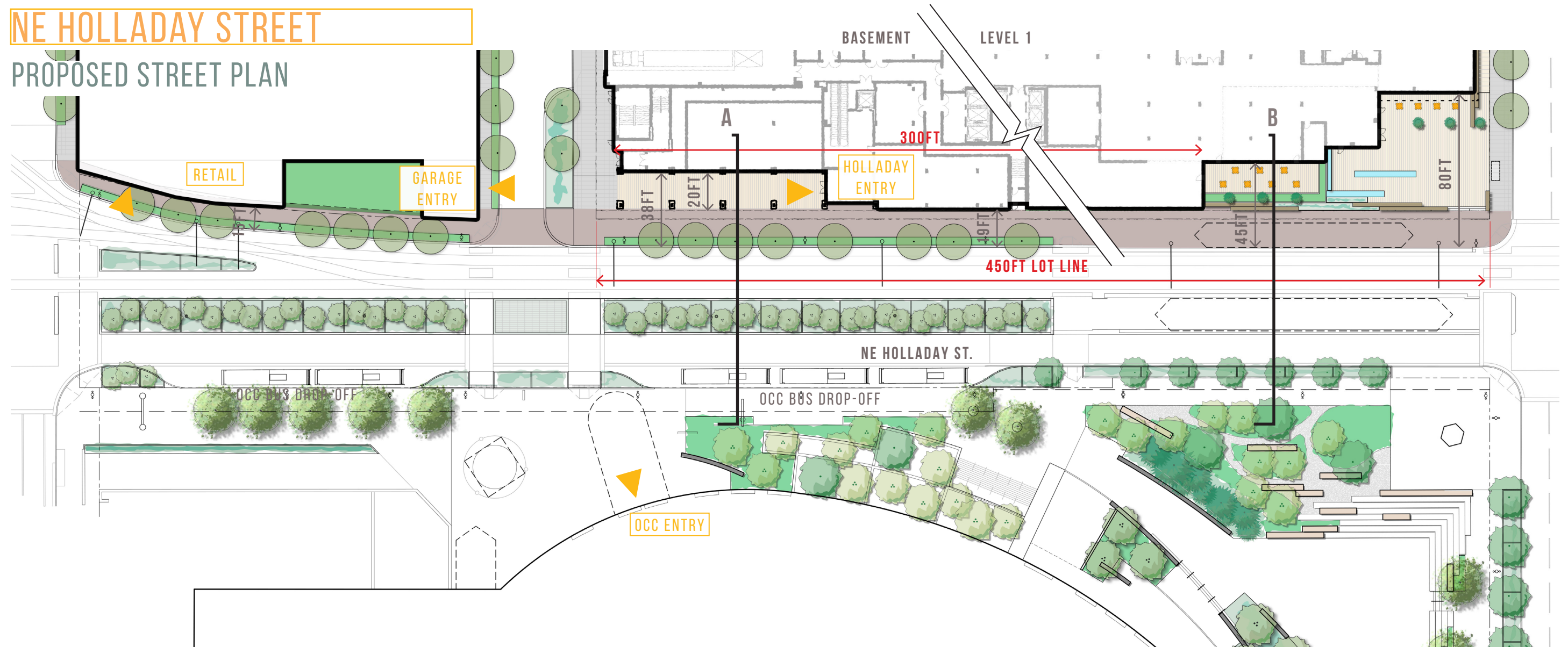
FUTURE CHARACTERISTICS PER THE N/NE QUADRANT PLAN INCLUDE:

Boulevard Street / District – Central to the quadrant with opportunities for distinctive corridors, offering specialized transit or other mobile facilities. A busy, continuous street with emphasis on access and flow that provides multi-modal access and circulation for vehicles, transit, bicycles and pedestrians. The streetscape includes visible green features, encouraging large canopy trees, swales and landscaping. Ground floor retail uses allowed and encouraged at key locations.

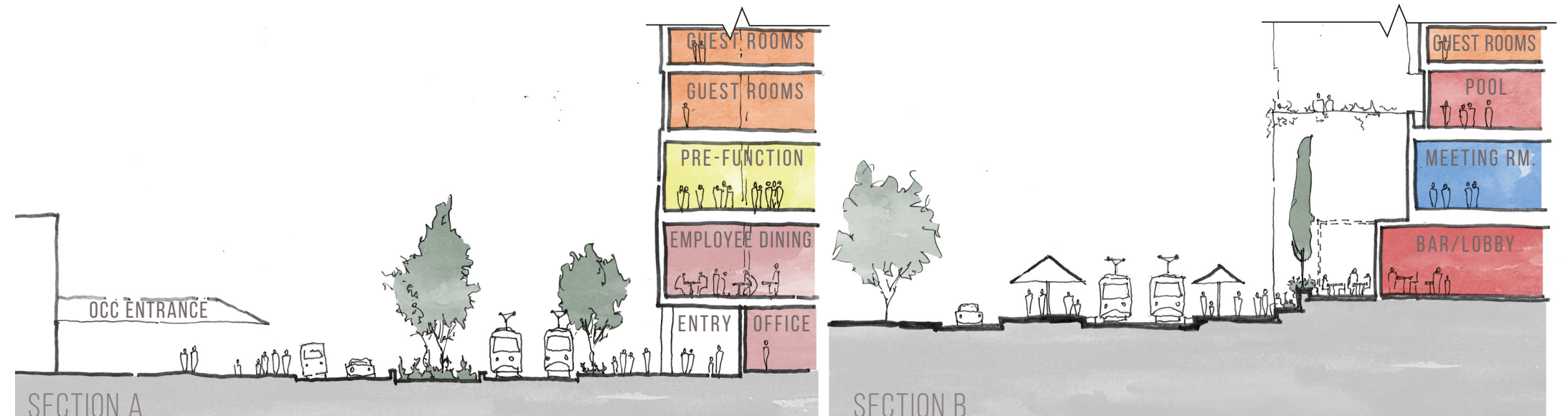


NE HOLLADAY STREET

PROPOSED STREET PLAN

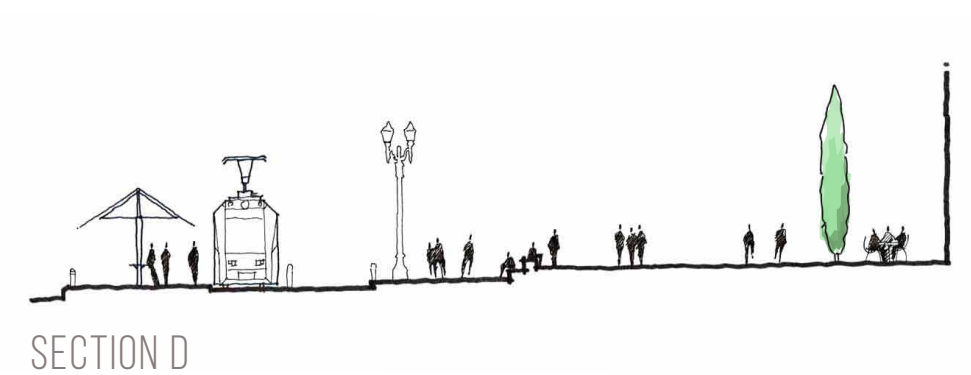
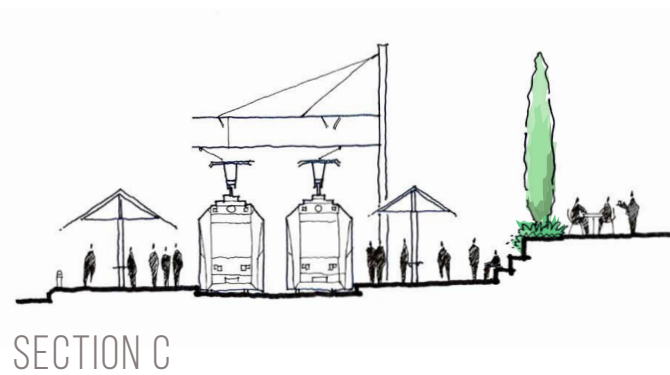
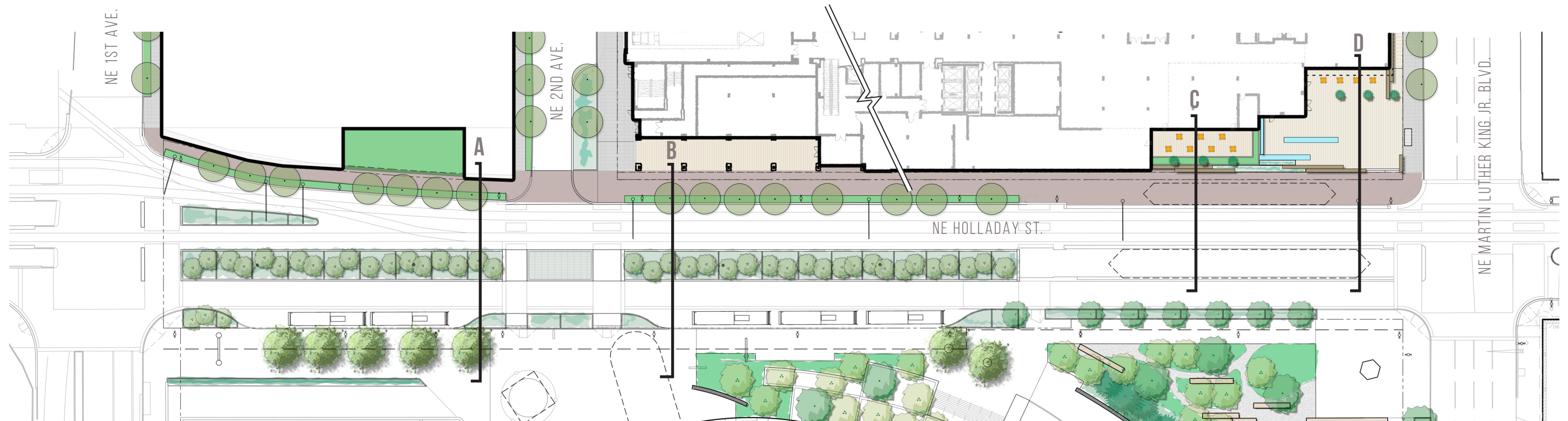


Holladay Street differentiates itself by offering the primary transit route through the Lloyd District. Access and flow are the hallmarks, coupled with significant sustainable upgrades planned by the City. The Hyatt Regency Oregon Convention Center Hotel will play a role in these upgrades, largely focused on landscaping elements integrated on its site for screening, detail and texture. The intent is to create a pleasant and pedestrian-scaled experience from MLK Jr. Blvd. To 1st Ave. This includes a plaza, dining terrace and setbacks for southwest and southeast hotel entries.



NE HOLLADAY STREET

PROPOSED STREET LANDSCAPE SECTIONS

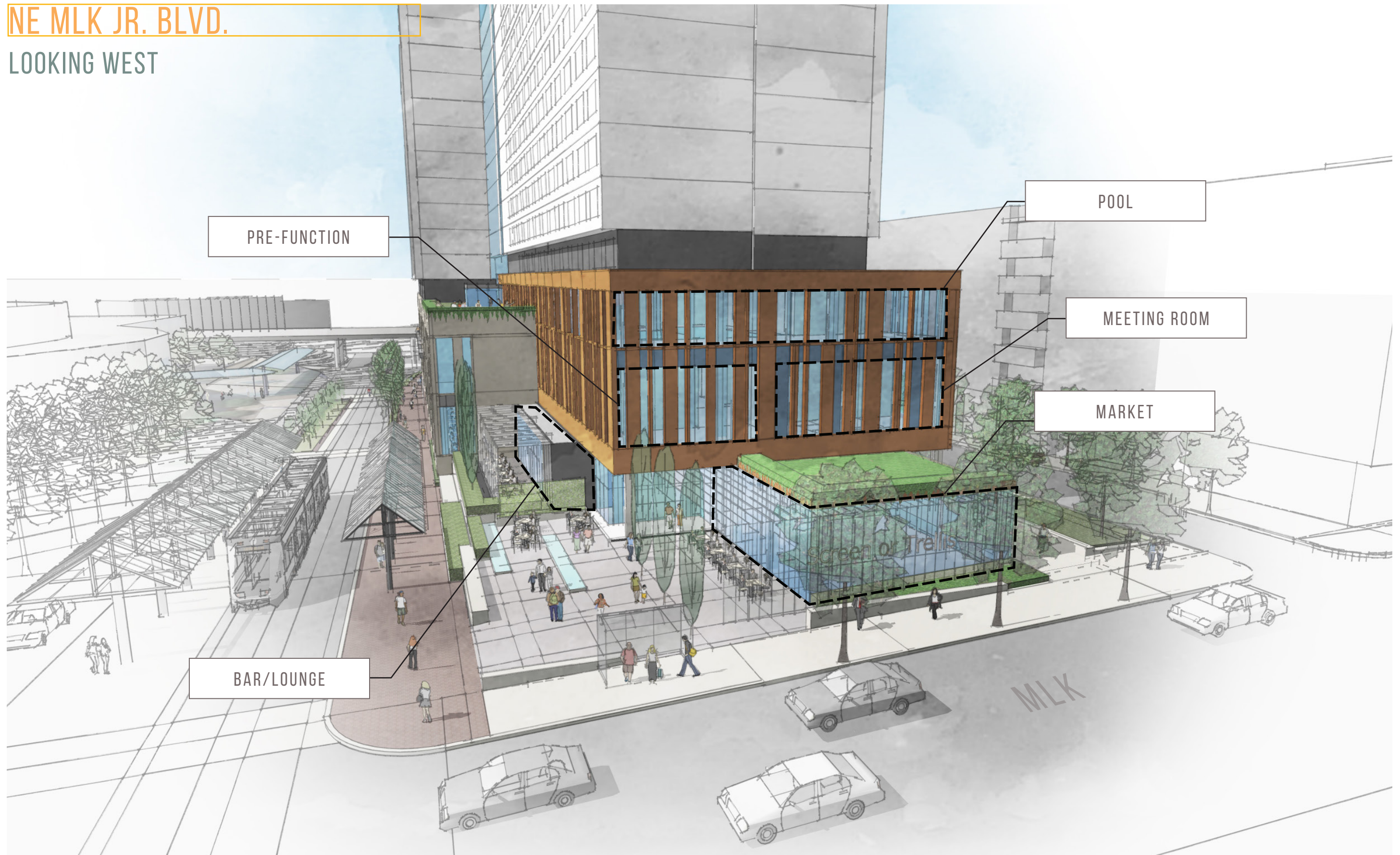


NE MARTIN LUTHER KING JR. BLVD.



NE MLK JR. BLVD.

LOOKING WEST



NE MLK JR. BLVD.

EXISTING CONDITIONS

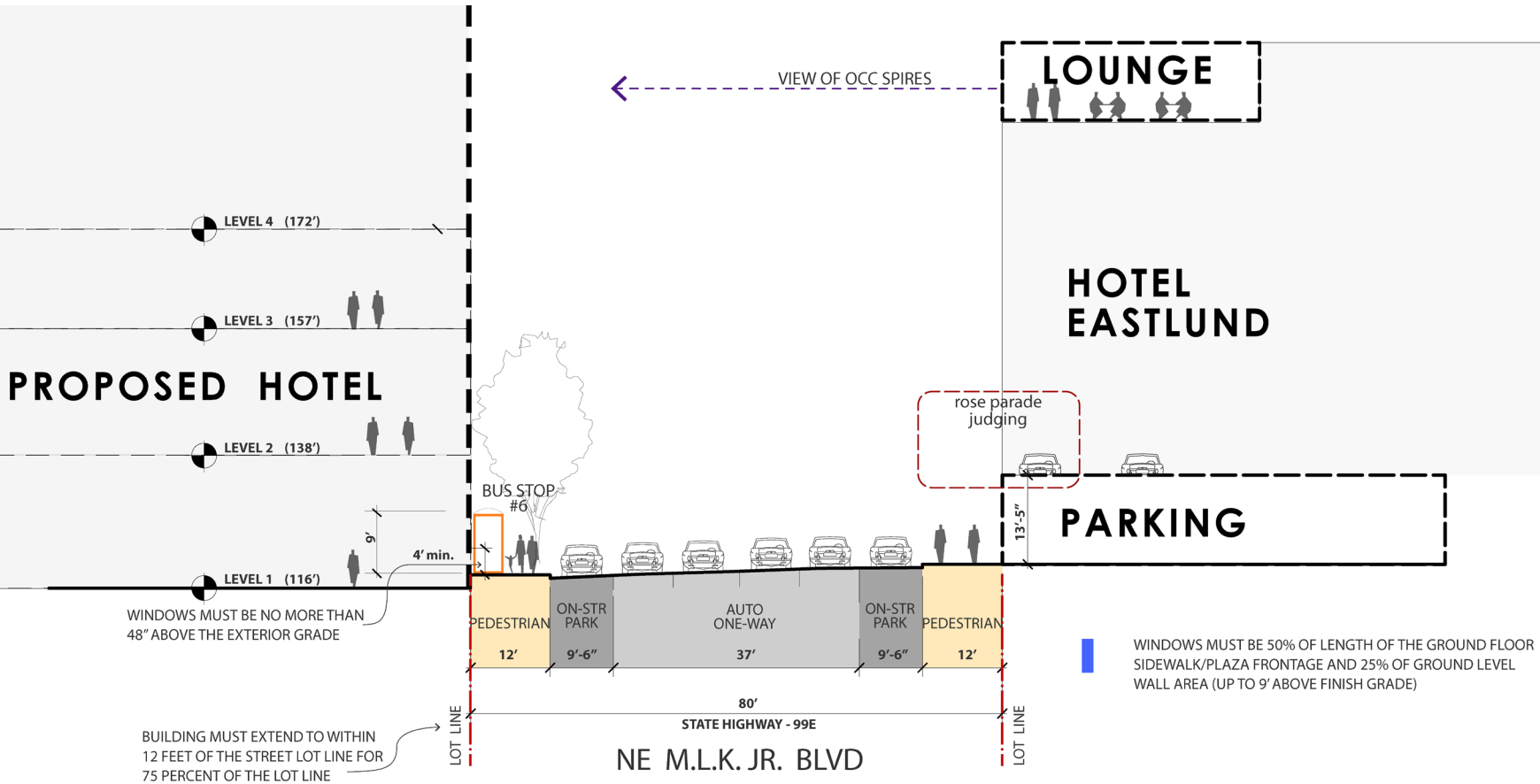
EXISTING FEATURES ON THIS STREET INCLUDE:

Four-lane, southbound vehicle traffic, parallel parking in selected areas. Blocks with mature landscaping, but also blocks with virtually no landscaping. Variety of uses, including office commercial and residential. State Highway 99E. Pedestrian users include locals, guests, conventioners, transit goers, walkers, commuters (cars)

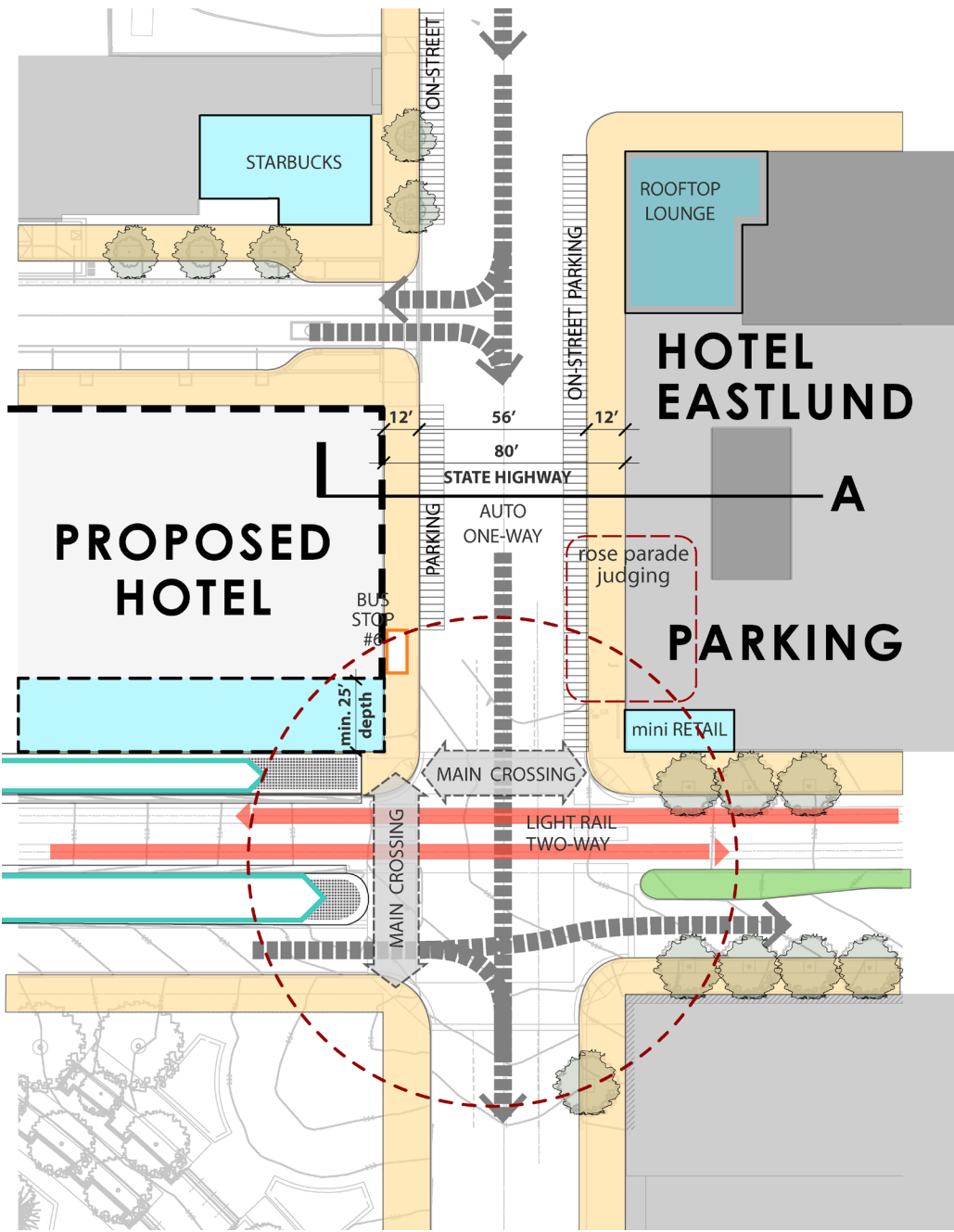
ACCESS RESTRICTED STREET

FUTURE CHARACTERISTICS PER THE N/NE QUADRANT PLAN INCLUDE:

Retail Commercial Street / Civic – High-volume city street with connections beyond the quadrant. A busy, continuous street with retail activity throughout the day, weekends and evenings that provide for multi-modal access for vehicles, transit, bicycles and pedestrians. Ground floor retail uses are required or strongly encouraged.



SECTION A - EXISTING CONDITIONS AND ZONING ANALYSIS

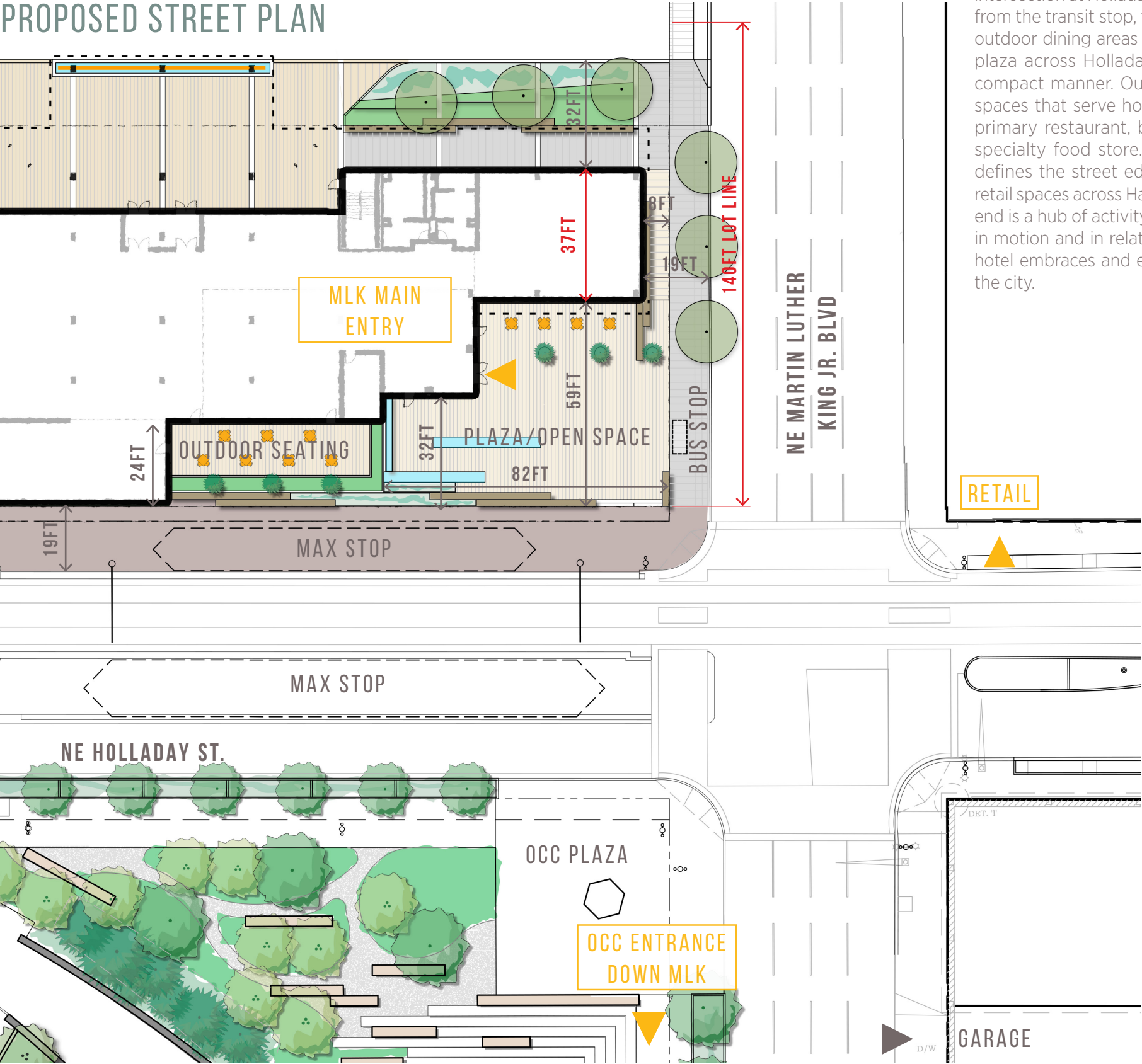


PLAN - EXISTING CONDITIONS AND ZONING ANALYSIS



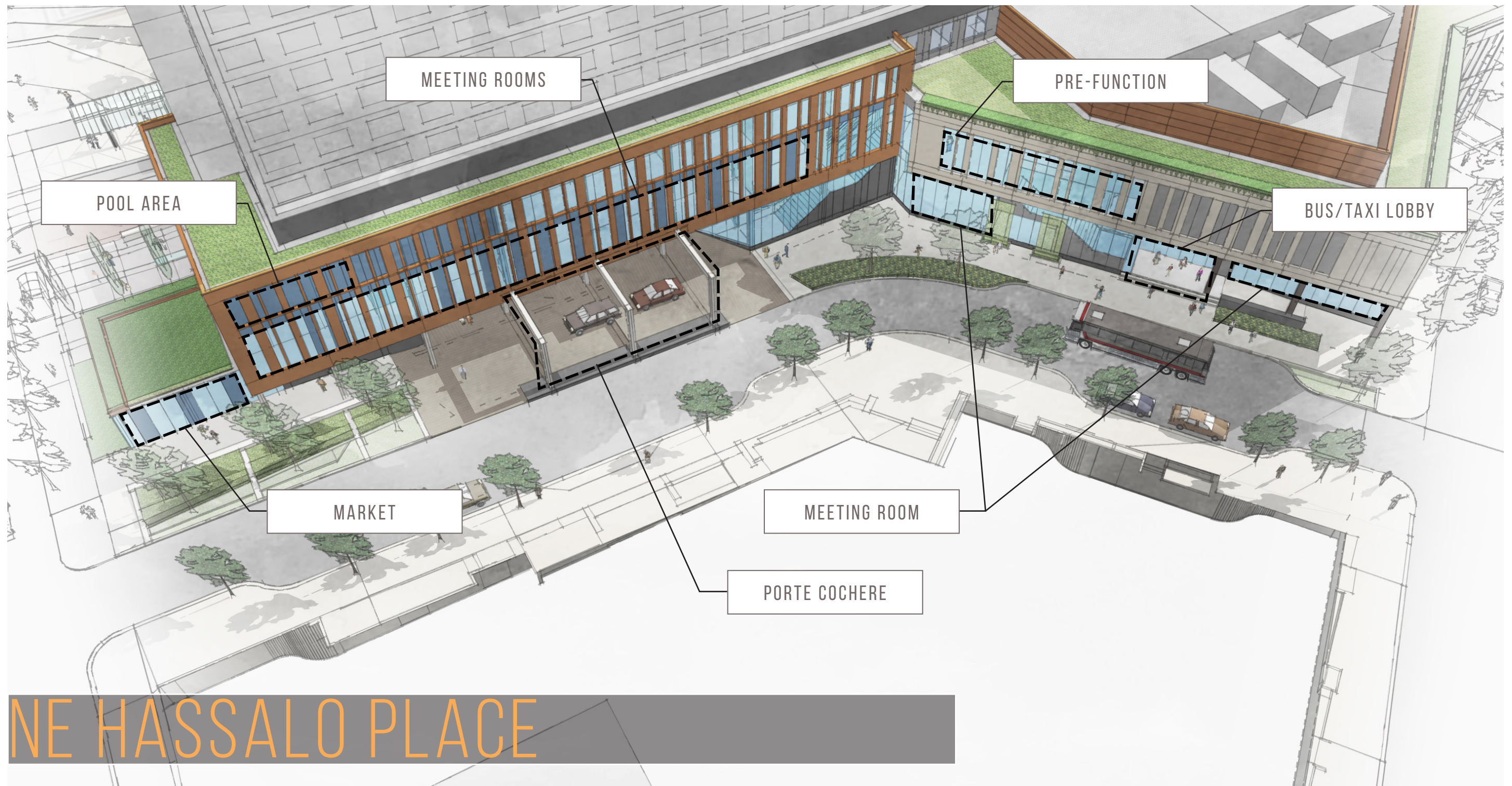
NE MLK JR. BLVD.

PROPOSED STREET PLAN



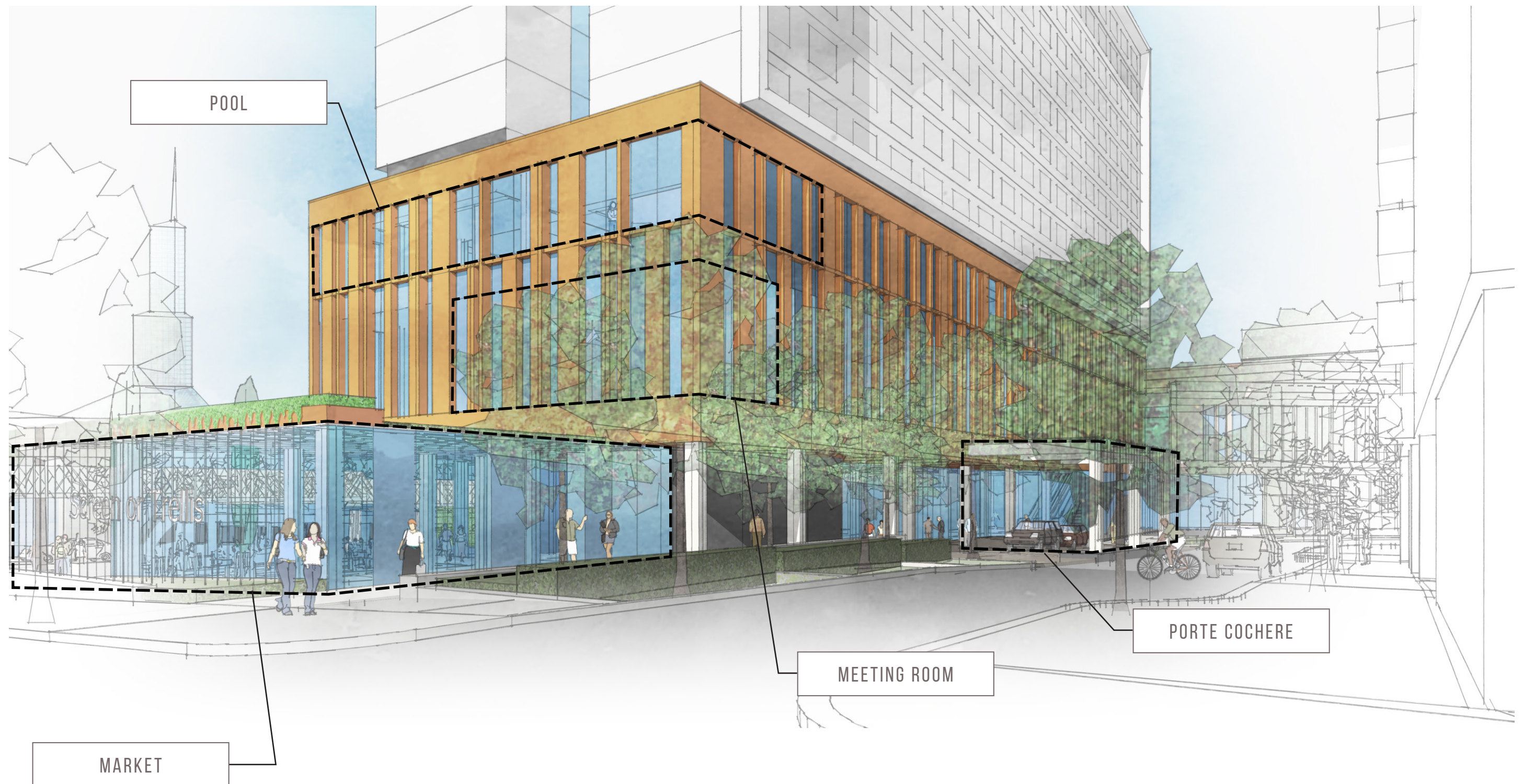
The Oregon Convention Center Hotel engages the street in a variety of ways, including the major intersection at Holladay and MLK Jr. Blvd. Set back from the transit stop, the hotel's public space and outdoor dining areas at MLK Jr. Blvd play off the plaza across Holladay, but in a more intimate, compact manner. Outdoor areas are framed by spaces that serve hotel guests and visitors: the primary restaurant, bar and the hotel's Market specialty food store. The Market's east façade defines the street edge and relates to the new retail spaces across Hassalo Place. The hotel's east end is a hub of activity, a steady stream of people in motion and in relationships. The design of the hotel embraces and encourages this lifeblood of the city.





NE HASSALO PLACE

VIEW FROM MLK



NE HASSALO PLACE

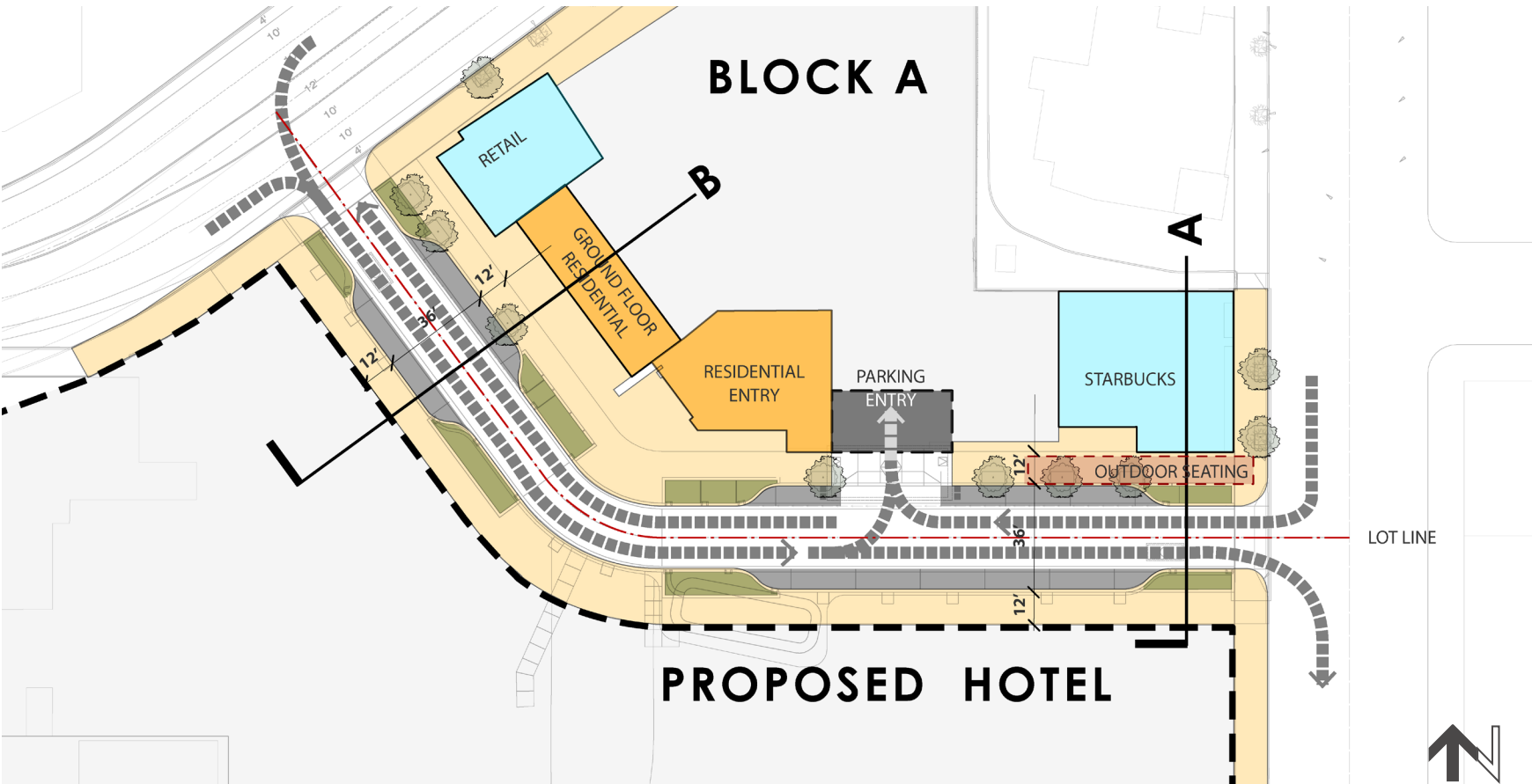
EXISTING CONDITIONS

EXISTING FEATURES ON THIS STREET INCLUDE:

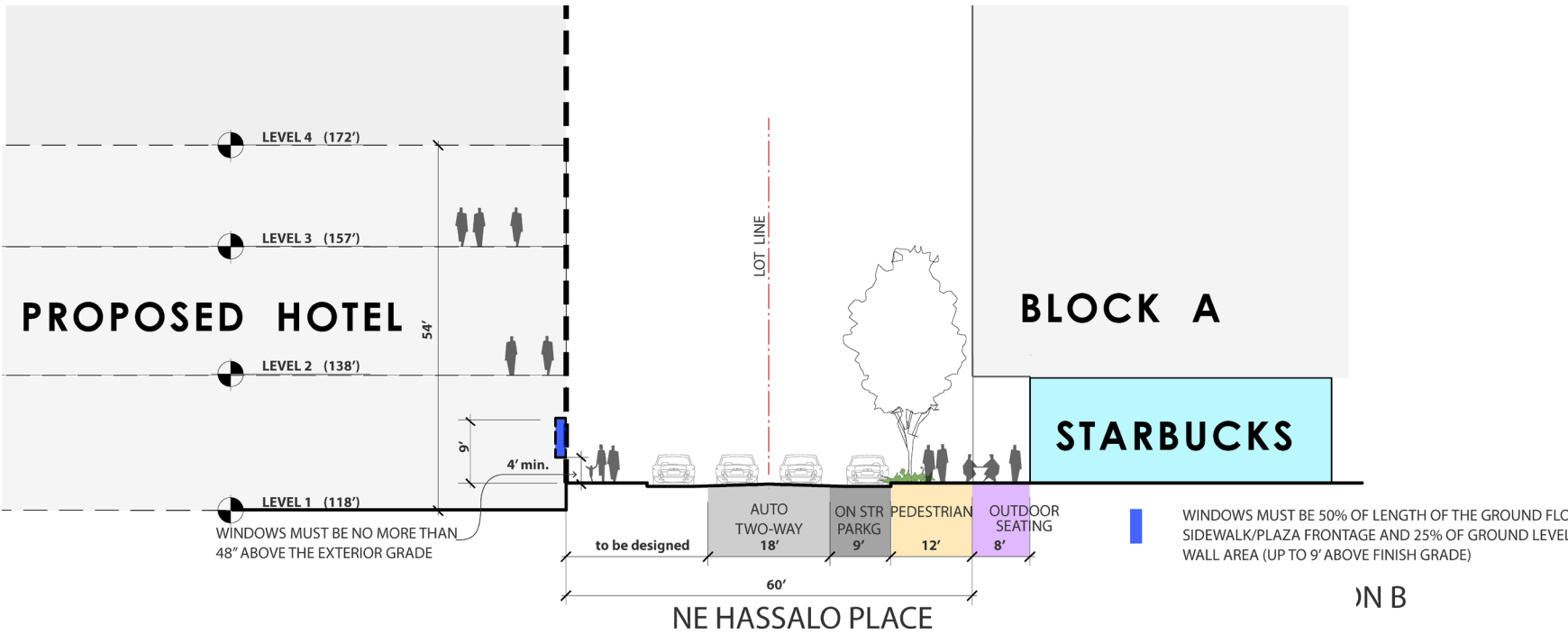
Private drive, two-way, two lane traffic, parallel parking. Landscaping per City Standards. Outdoor seating planned with commercial tenant. Pedestrian users include residents, conventioners and guests arriving by private car, taxi or bus.

FUTURE CHARACTERISTICS PER THE N/NE QUADRANT PLAN INCLUDE:

Future Street / Not Designated – This street has some qualities of Boulevard Street / Neighborhood (busy, emphasis on access and flow, circulation for vehicles, transit, bicycles and pedestrians, etc.), But not others (continuous, local streets with continuation of existing character and patterns). It is isolated from a continuous route, being sandwiched between MLK and Multnomah, with no relationship to streets beyond itself. Therefore, it qualifies to be designated Flexible Street / Connection, as is 2nd Avenue.



PLAN - EXISTING CONDITIONS AND ZONING ANALYSIS

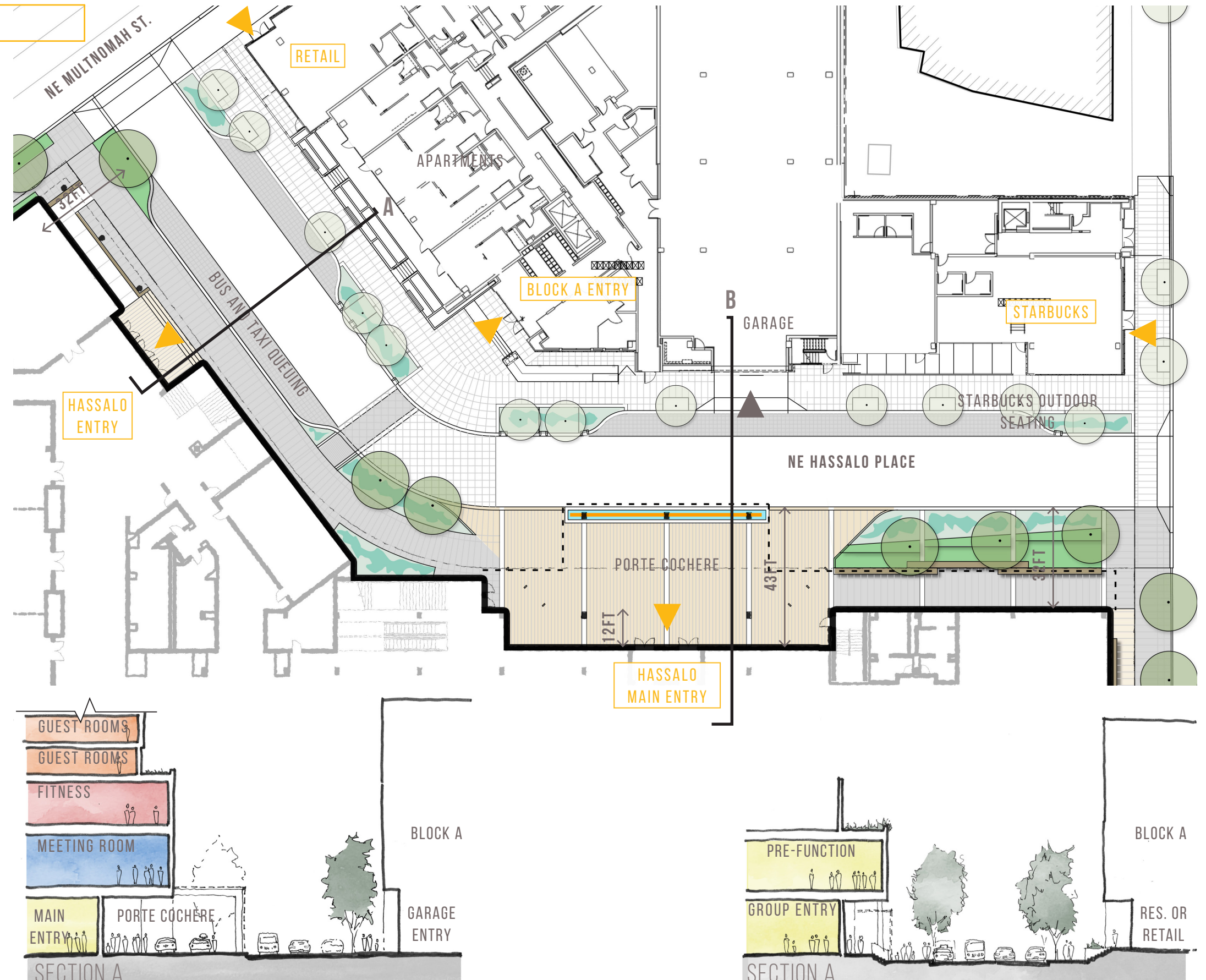


SECTION A - EXISTING CONDITIONS AND ZONING ANALYSIS

NE HASSALO PLACE

PROPOSED STREET PLAN

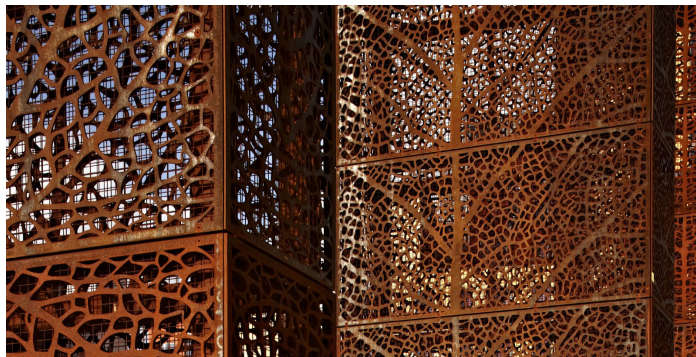
One of the newest streets in the city is NE Hassalo Place, a short connector between MLK Jr. Blvd. and Multnomah Street. Its length does not prevent its importance, for both a new 6-story apartment project and the Oregon Convention Center Hotel have primary entries there. The hotel's porte cochere, entry lobby and ballroom entry face Hassalo Place and while inherently vehicle-oriented, there is an opportunity to add detail to the street with special paving, landscaping, architectural screening and shelter. Other spaces that activate the street are the hotel's Market specialty store, main lobby and two meeting rooms.



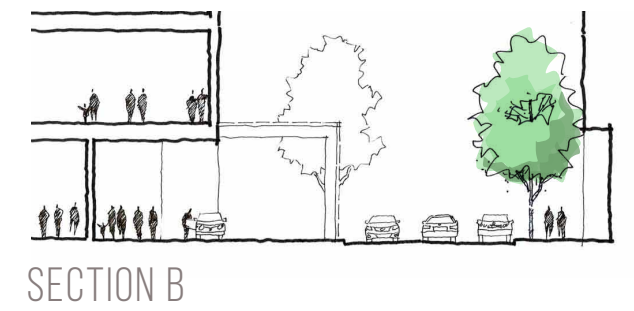
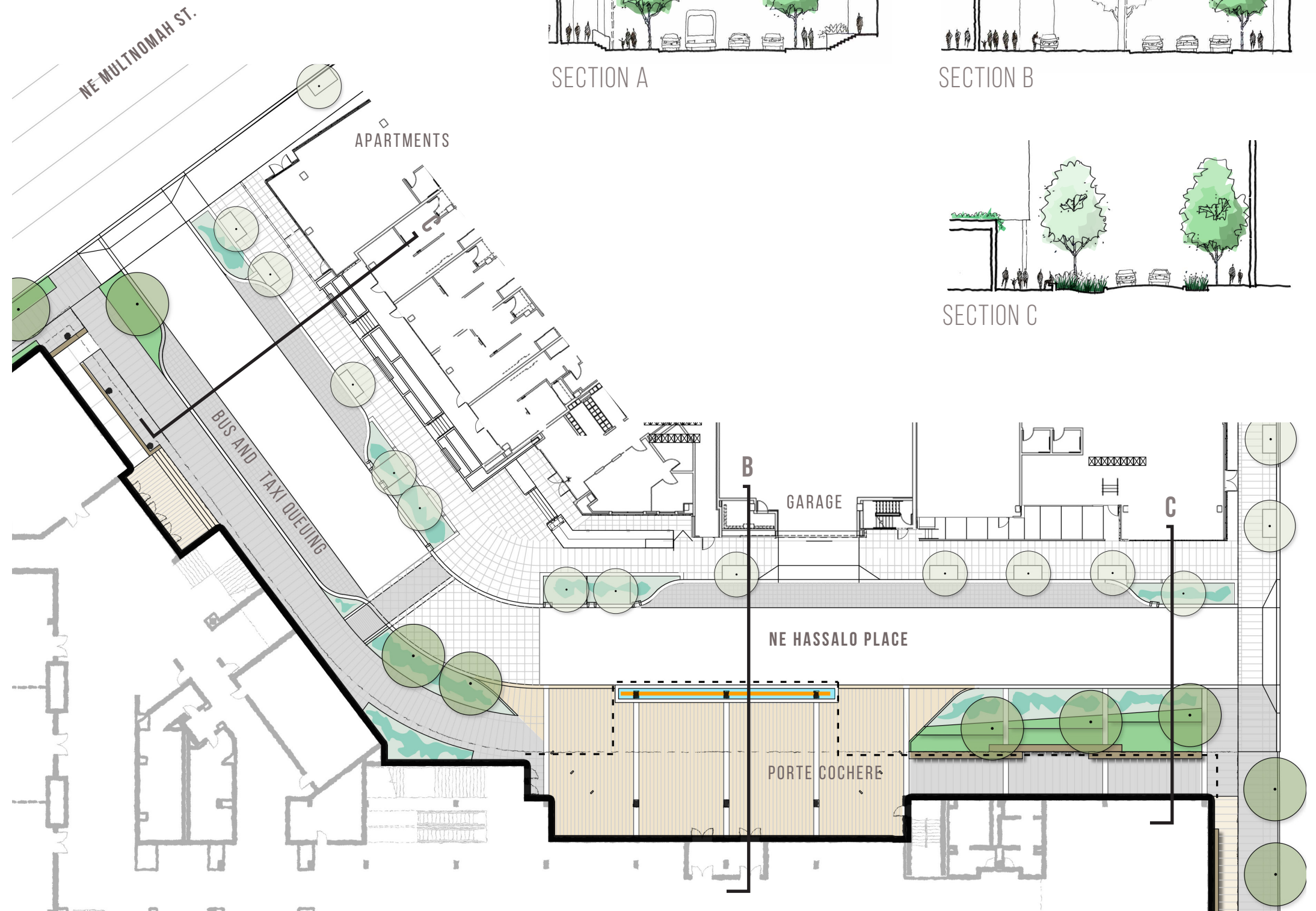
NE HASSALO PLACE

PROPOSED STREET LANDSCAPE SECTIONS

- Porte cochere/drop-off
- Artistic screen wall
- Bollards and special paving
- Possible water feature
- Terraced seating
- Bus and taxi zone
- Ballroom entry
- Accessible sloped sidewalk to entry
- Mid-block crossing
- Vegetated stormwater planters to reinforce EcoDistrict
- Native and ornamental plantings
- Street trees
- Safety and special effects lighting



Patel Taylor



NE MULTNOMAH STREET



NE MULTNOMAH STREET

EXISTING CONDITIONS

EXISTING FEATURES ON THIS STREET INCLUDE:

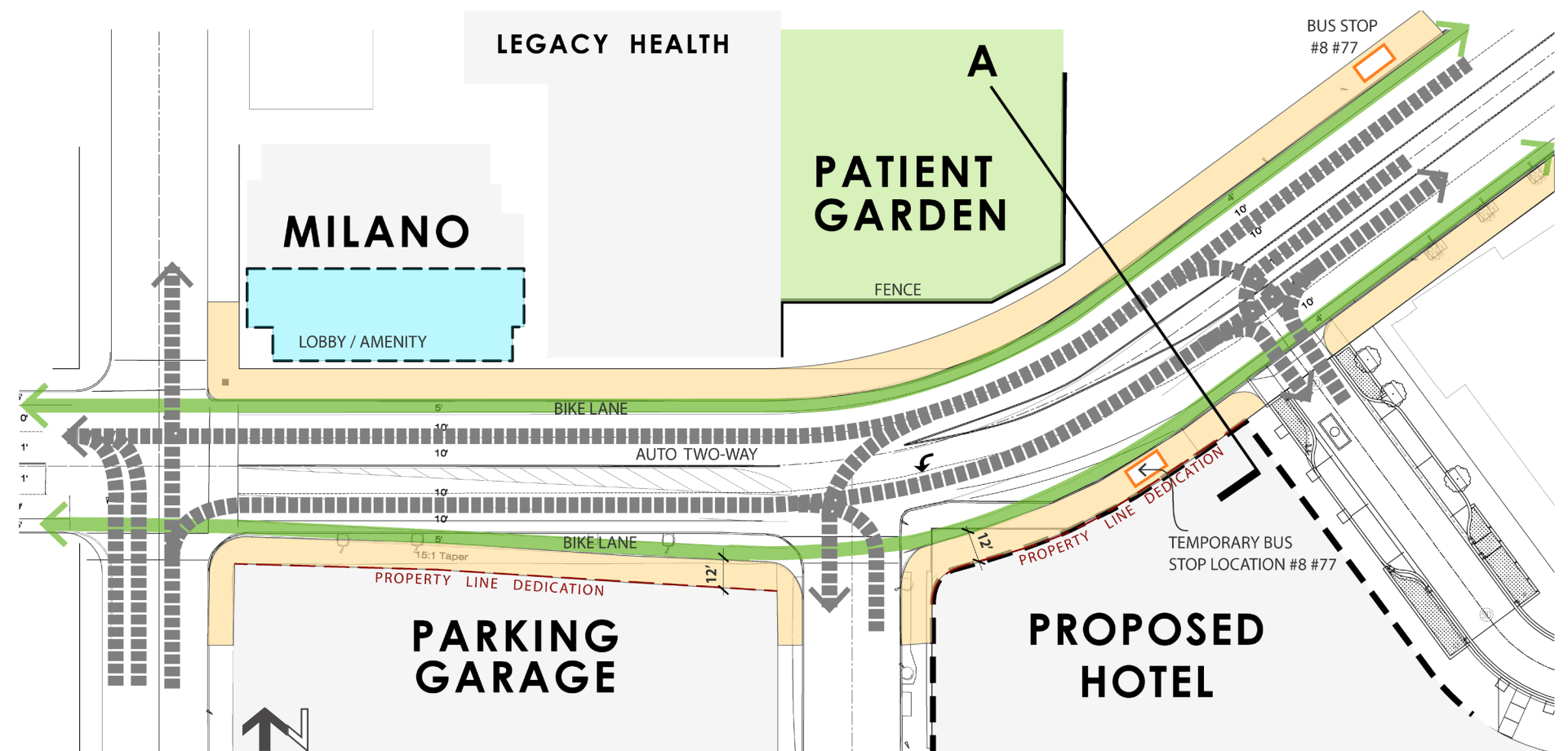
Two-lane, two-way traffic with center turn lane, bus lane, bike lane both sides. No parallel parking. Blocks with mature landscaping, but also blocks with virtually no landscaping. Pedestrian users include locals, guests, residents, walkers, commuters (cars).

FUTURE CHARACTERISTICS PER THE N/NE QUADRANT PLAN INCLUDE:

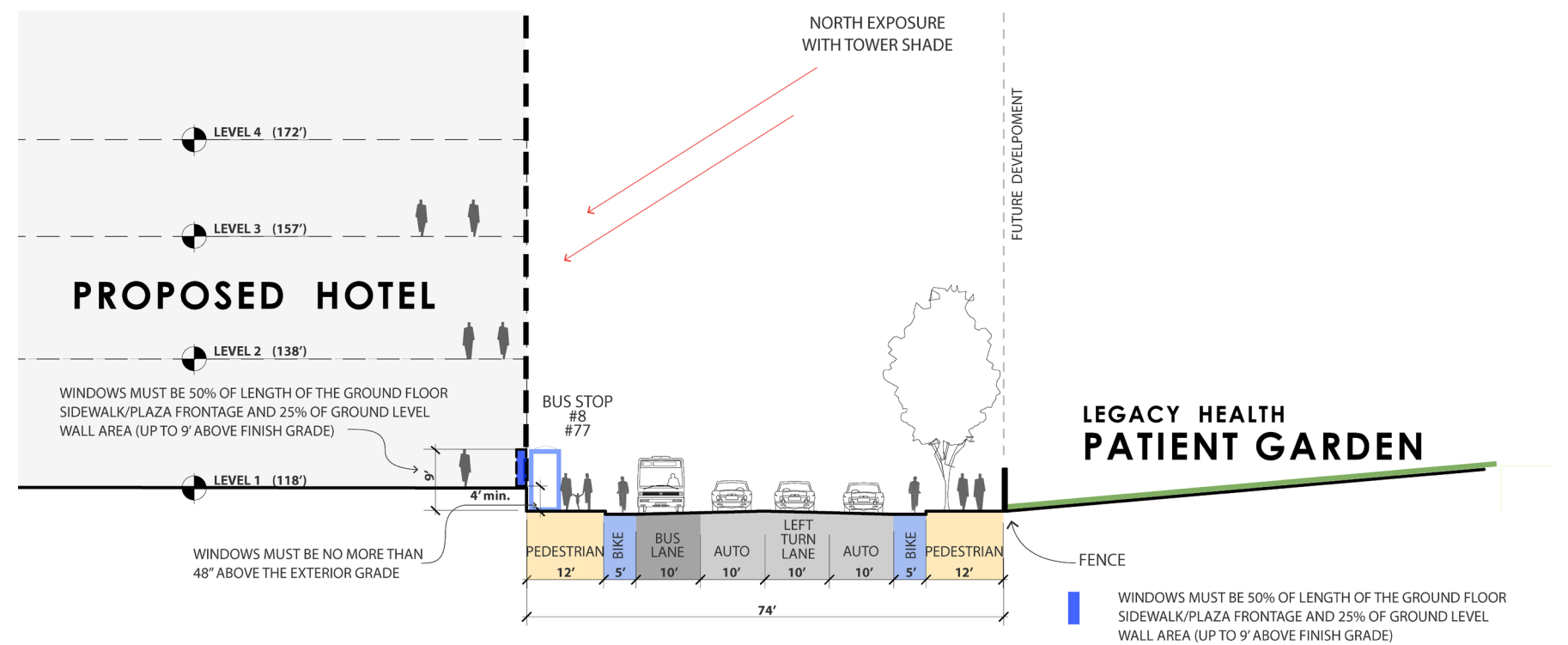
Retail Commercial Street / District – Central to the quadrant with opportunities for new community activity centers.

A busy, continuous street with retail activity throughout the day, weekends and evenings that provide for multi-modal access for vehicles, transit, bicycles and pedestrians.

Ground floor retail uses are required or strongly encouraged.



PLAN - EXISTING CONDITIONS AND ZONING ANALYSIS

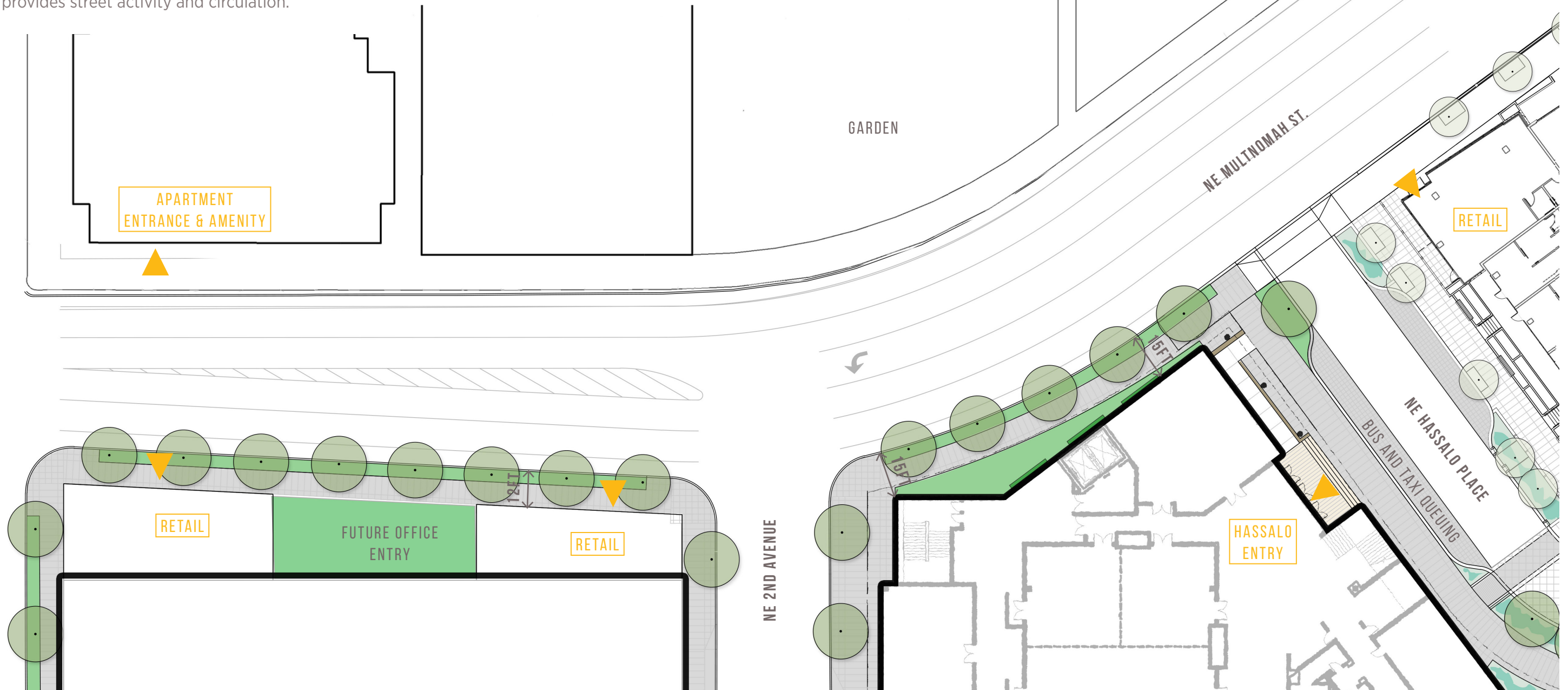


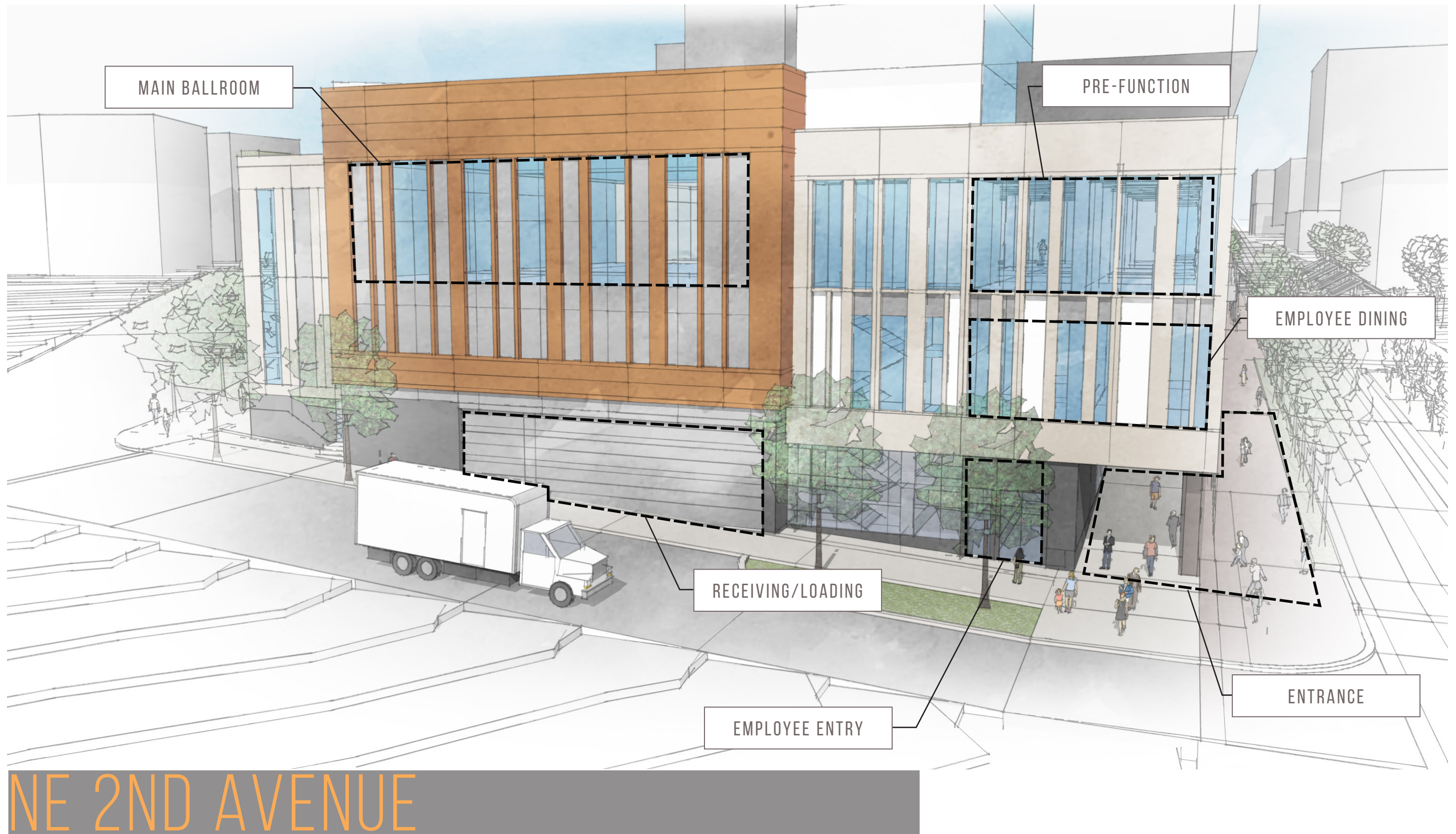
SECTION A - EXISTING CONDITIONS AND ZONING ANALYSIS

NE MULTNOMAH STREET

PROPOSED STREET PLAN

A major east-west route through the Lloyd District, NE Multnomah feeds commercial and circulation needs in increasing numbers. The Oregon Convention Center Hotel's site has its smallest frontage on this street, but it is an important corner for guests and visitors attending events in the ballrooms. A divisible meeting room faces Multnomah, and vertical circulation from the podium levels to the street provides street activity and circulation.





NE 2ND AVENUE

EXISTING CONDITIONS

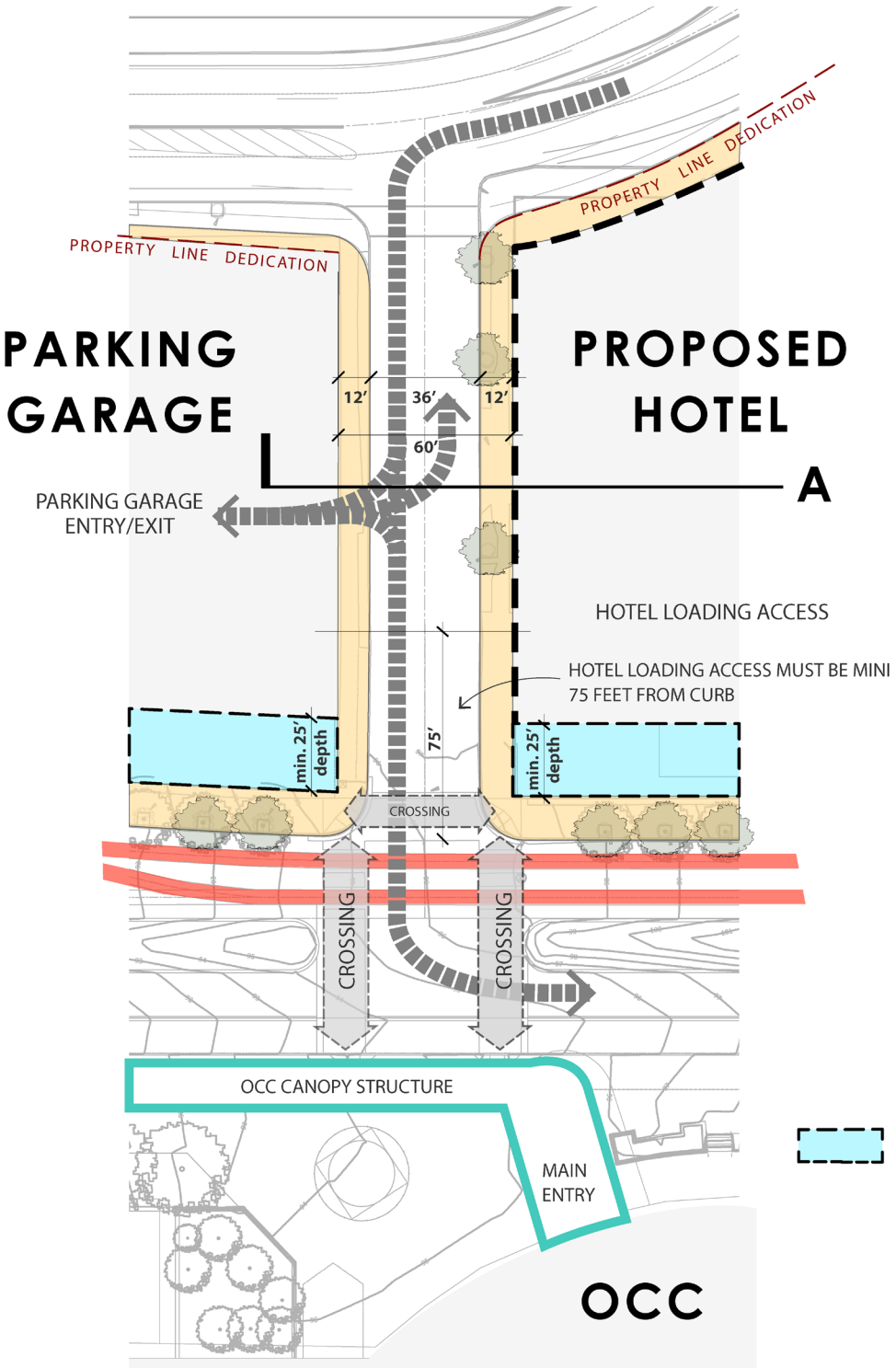
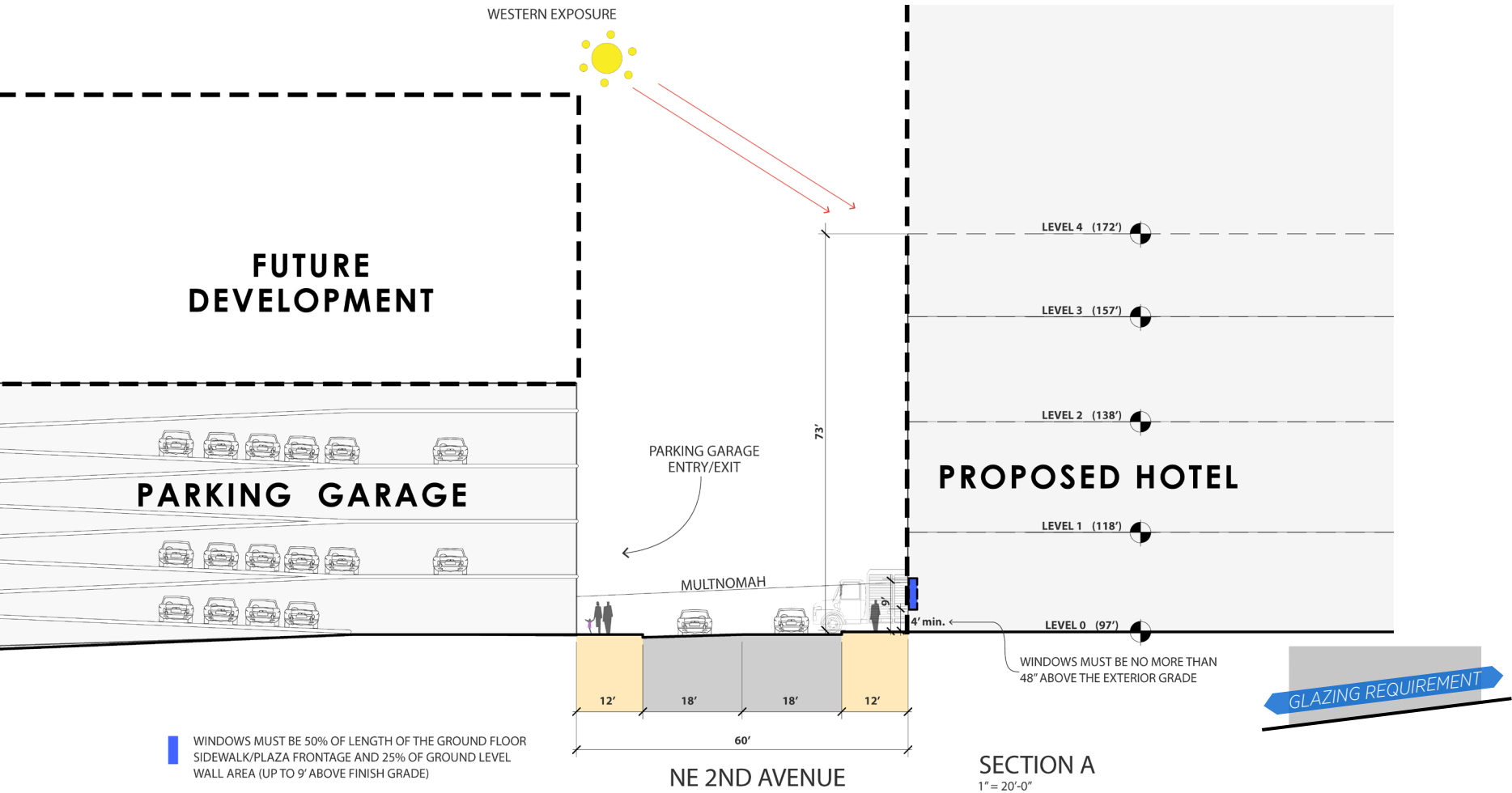
EXISTING FEATURES ON THIS STREET INCLUDE:

Two-way, two lane traffic, parallel parking each side
Trees on east side, grass only on west side. No through traffic, spans from Holladay to Multnomah only. Pedestrian users include Convention Center visitors (from parking garage), hotel service personnel, and visitors who service, visitors who park (guests, convention, events)

ACCESS RESTRICTED WITHIN 75FT OF HOLLADAY

FUTURE CHARACTERISTICS PER THE N/NE QUADRANT PLAN INCLUDE:

Flexible Street / Connection – Pedestrian and bicycle connections on existing public streets to open spaces, key destinations within and beyond the quadrant.
Highly specialized localized street designs responsive to community needs and adjacent land uses and development that could be in public or private ownership.
Key public features include low volume, low speed quiet streets that are part of a connected, primarily pedestrian and local bicycle network.
Visible green features are encouraged.



NE 2ND AVENUE

PROPOSED STREET PLAN

This one-block non-continuous north to south connector street provides the location for services and delivery, critical for a major hotel of this size, and acts as the adjacent parking garage entry. This street spans between NE Multnomah and NE Holladay, is low volume and primarily serves local traffic. As a service street, it will allow vehicles that need a slower pace to operate, but still allow pleasant pedestrian access. On the Holladay side, the southwest entry of the hotel provides two routes into the podium levels: one facing NW 2nd that leads to the second level pre-function lobby, and a sheltered arcade of the south entry that leads to the main lobby.



NE 1ST AVENUE



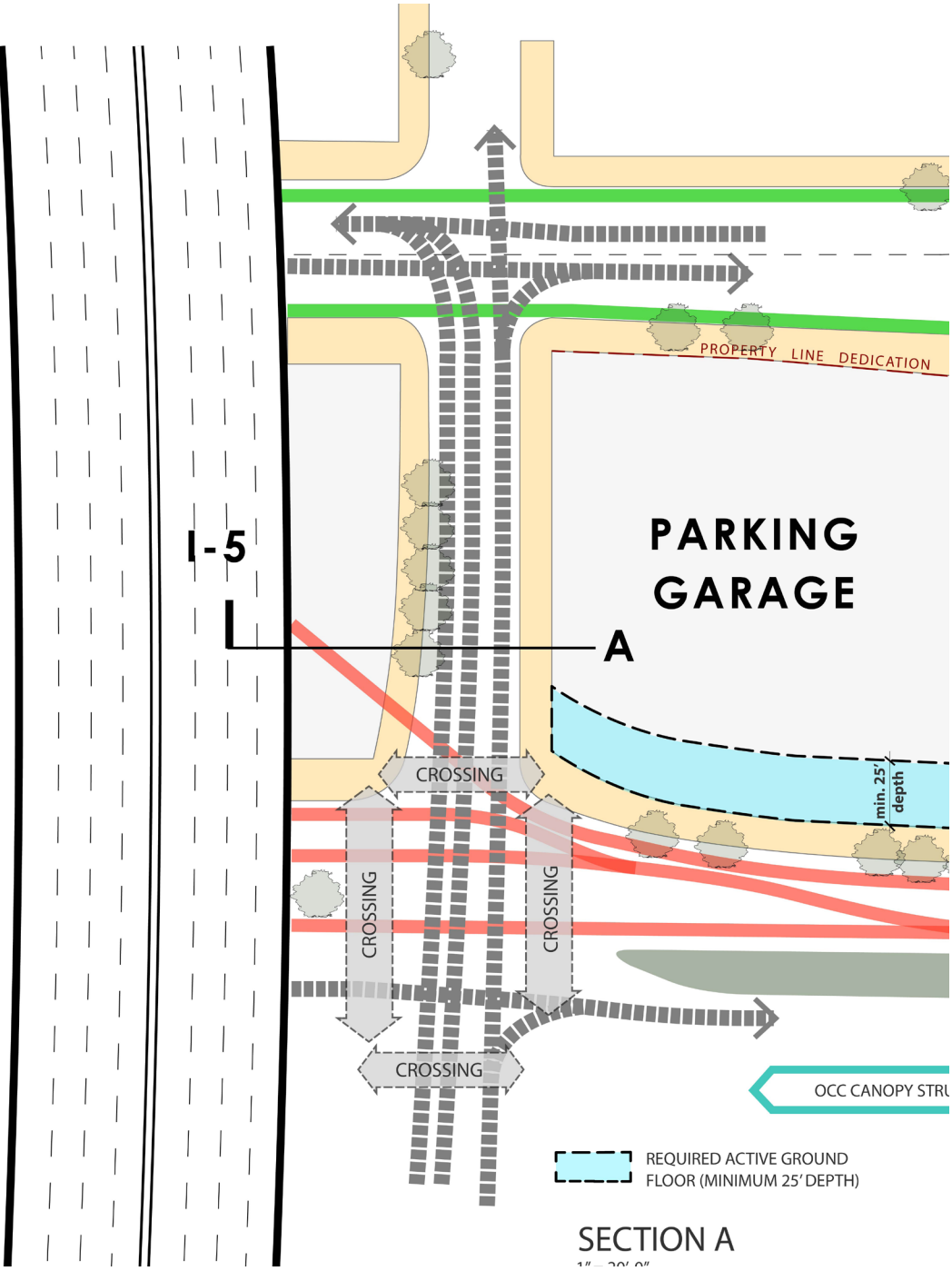
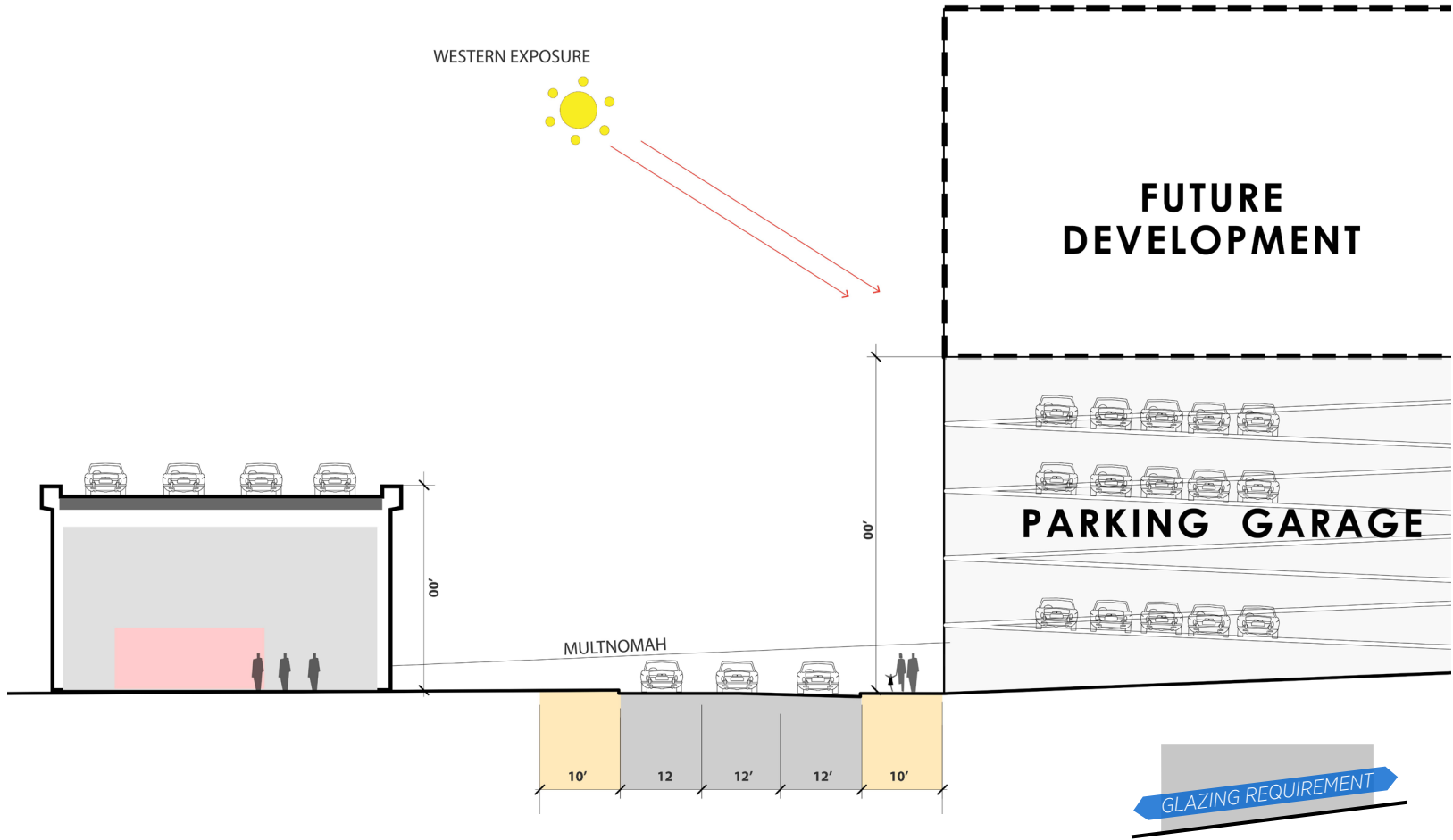
NE 1ST AVENUE

EXISTING CONDITIONS

EXISTING FEATURES ON THIS STREET INCLUDE:

ACCESS RESTRICTED WITHIN 75FT OF HOLLADAY

FUTURE CHARACTERISTICS PER THE N/NE QUADRANT PLAN INCLUDE:



NE 1ST AVENUE

PROPOSED STREET PLAN

Parallel to the elevated I-5 Freeway, NE 1st Avenue is the west edge of the proposed parking garage and future office building. NE 1st receives considerable traffic from eastbound traffic turning north, links NE Holladay to Multnomah, and bounds the Rose Garden Transit Stop. The parking garage is framed by retail spaces that face Holladay and Multnomah, complimented by open landscaped areas. The corner at Holladay will act as a gateway moment from the transit stop to the east. The corner at Multnomah will feature retail space across from the Milano apartments, another gateway moment east of the Moda Center.





APPENDIX

Zoning Information **P54**

Urban Context **P55**

Public Open Space Areas **P56**

Active Glazing Diagrams **P57**

Potential Modifications and Adjustments **P59**

APPENDIX

ZONING INFORMATION

Site area: 82,312sf (includes Block 47)

Zoning: CXd – Central Commercial with Design Review overlay

Parking Garage / 35,730 SF

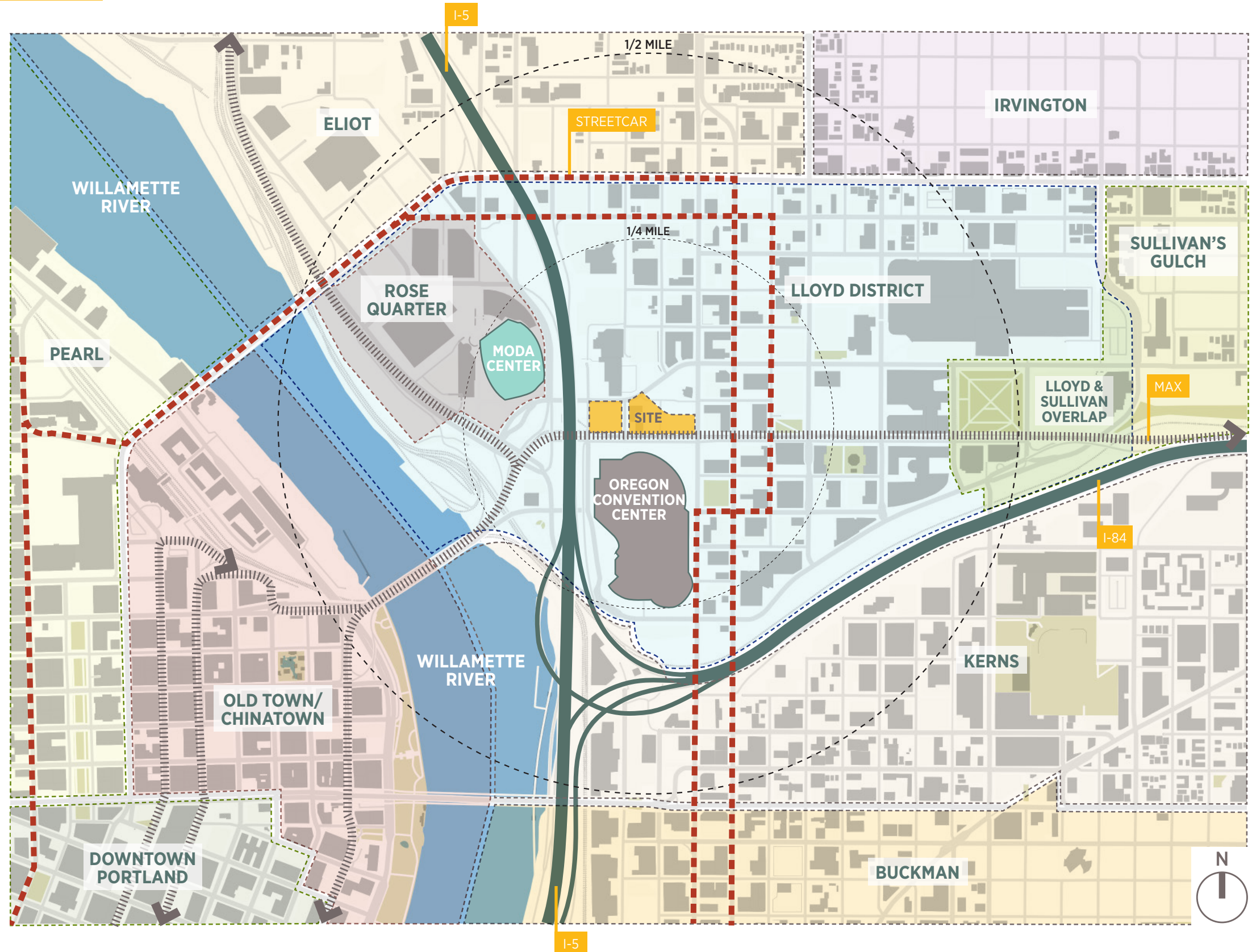
Central City Plan District and Lloyd District sub-district

FAR: 12:1

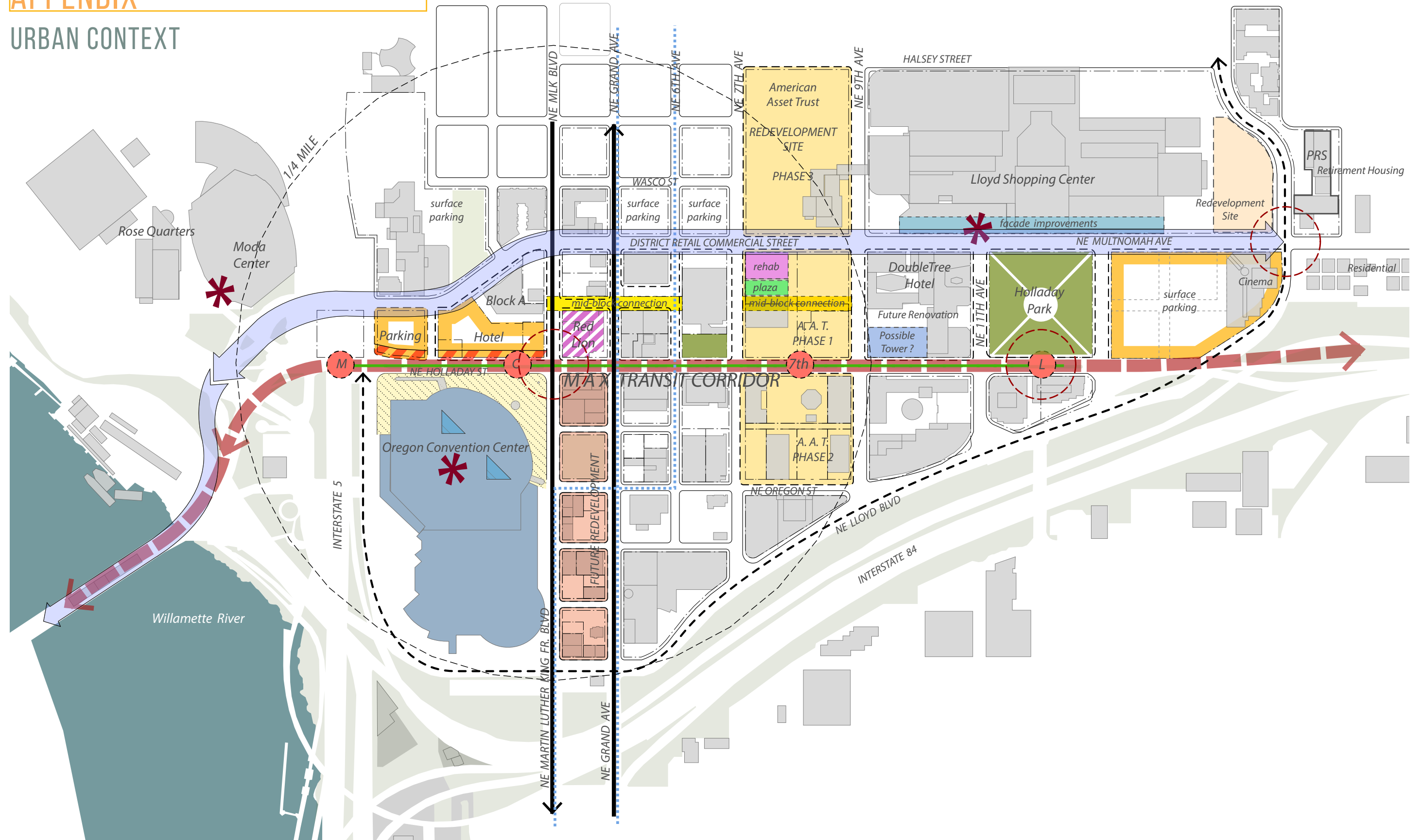
Height limit: 250'

The site for the Hyatt Regency Oregon Convention Center Hotel and associated Parking Garage was reviewed on September 18, 2014 by the Design Commission. The focus of the initial Design Advice Request was to solicit comments regarding superblock requirement in the zoning code and how they impacted plaza and open space requirements on the site. After reviewing a thorough analysis of the plaza location options, the Design Commission concluded that improving the pedestrian experience on the subject streets did not necessarily depend on a plaza. This could be achieved by well-design street frontages and great public spaces, not literal compliance with superblock requirements.

The intent of this document, and the corresponding Design Advice Request No. 2 hearing, is to respond to the Design Commission's directive that includes, but is not limited to: developing the ground level pedestrian experience, providing engaging public spaces, paying particular attention to the street character of the new Hassalo Place, and designing the hotel to truly belong in its unique location in the Lloyd District and Portland at large. We value the Design Commission's input, and trust you find these responses appropriate and will lend your support to the proposed design for the hotel.



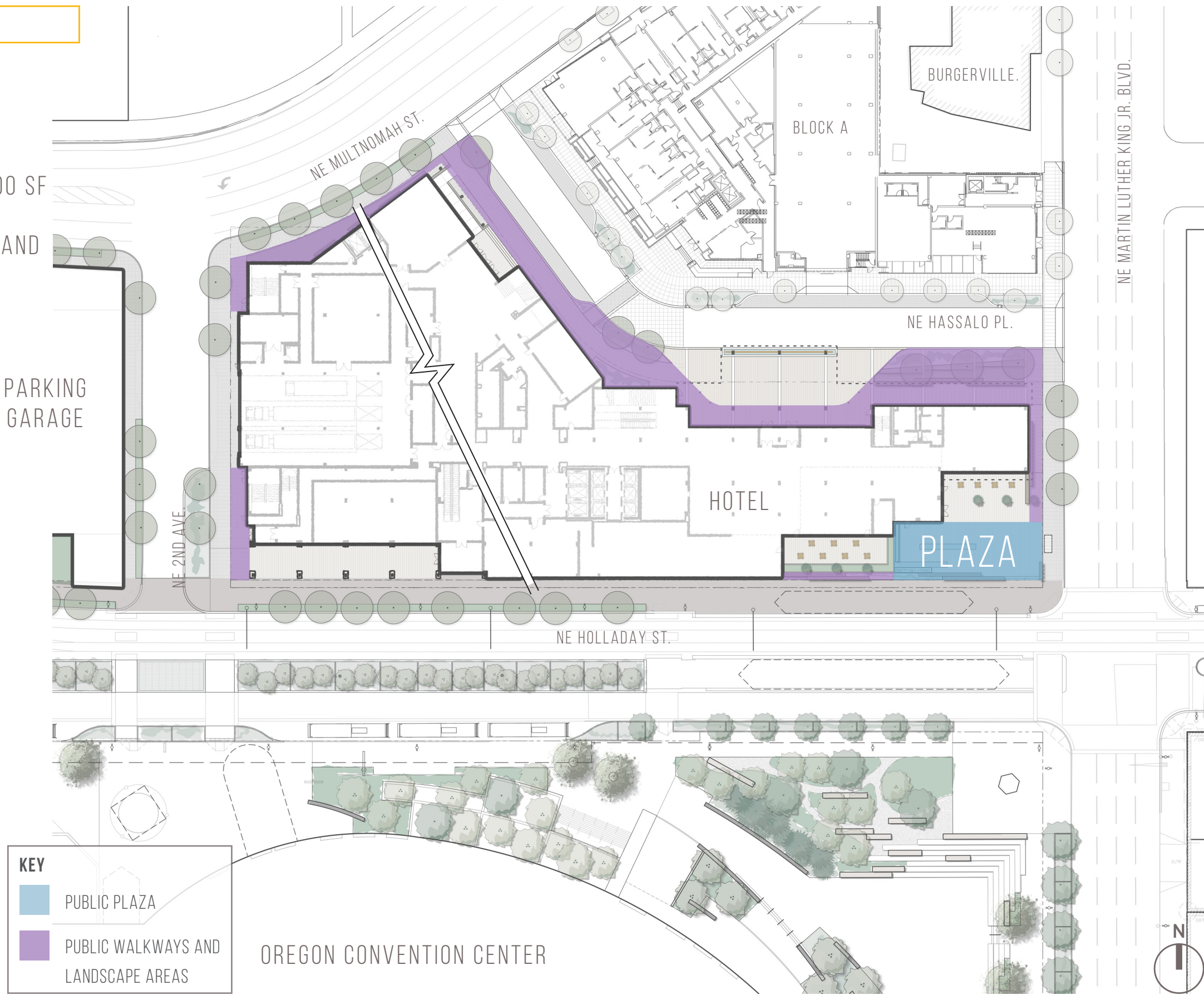
URBAN CONTEXT



SITE ANALYSIS

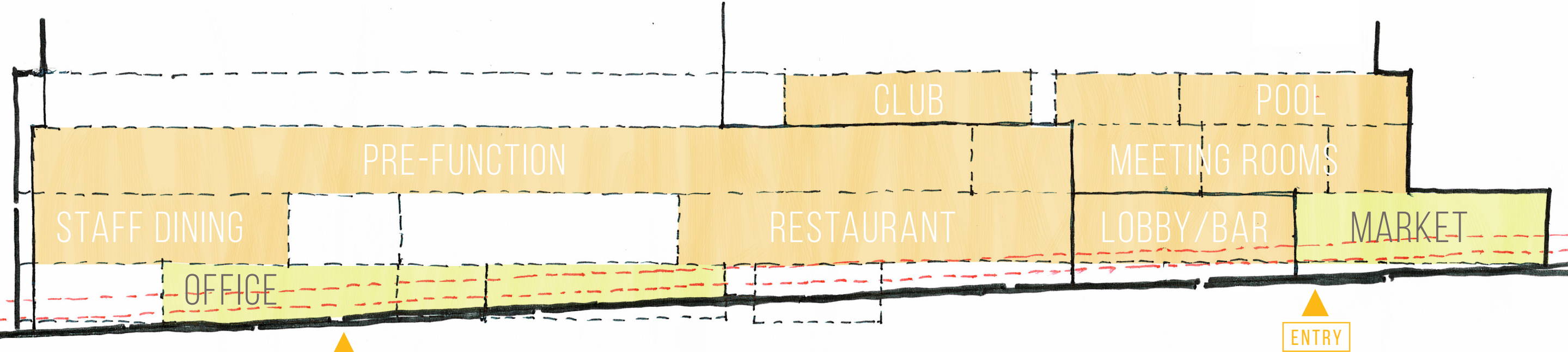
PUBLIC OPEN SPACE AREAS

PUBLIC PLAZA AREA = 2,600 SF
PUBLIC WALKWAYS & LANDSCAPE = 8,400 SF
TOTAL WALKWAYS, LANDSCAPE, PLAZA AND
ATRIUM AREA = **11,000 SF**

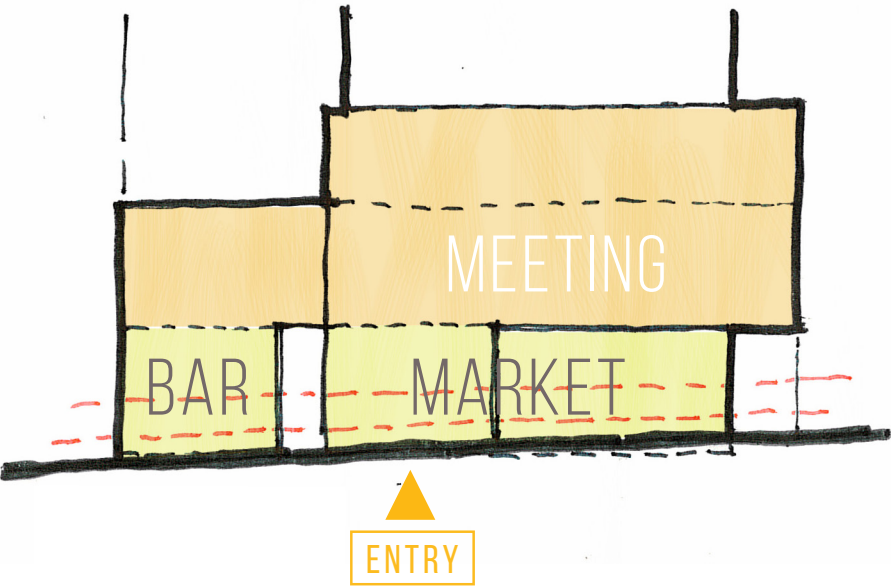


APPENDIX

ACTIVE GLAZING DIAGRAMS



NE HOLLADAY ST.
Total facade length = 438'
Active Glazing length = 233' (53%)

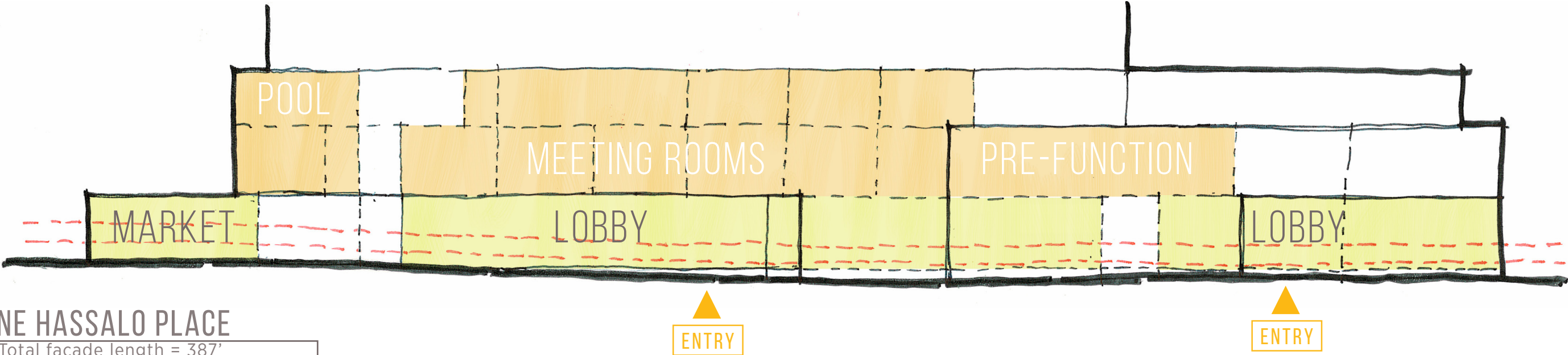


NE MLK JR. BLVD.
Total facade length = 106'
Active Glazing length = 89' (84%)

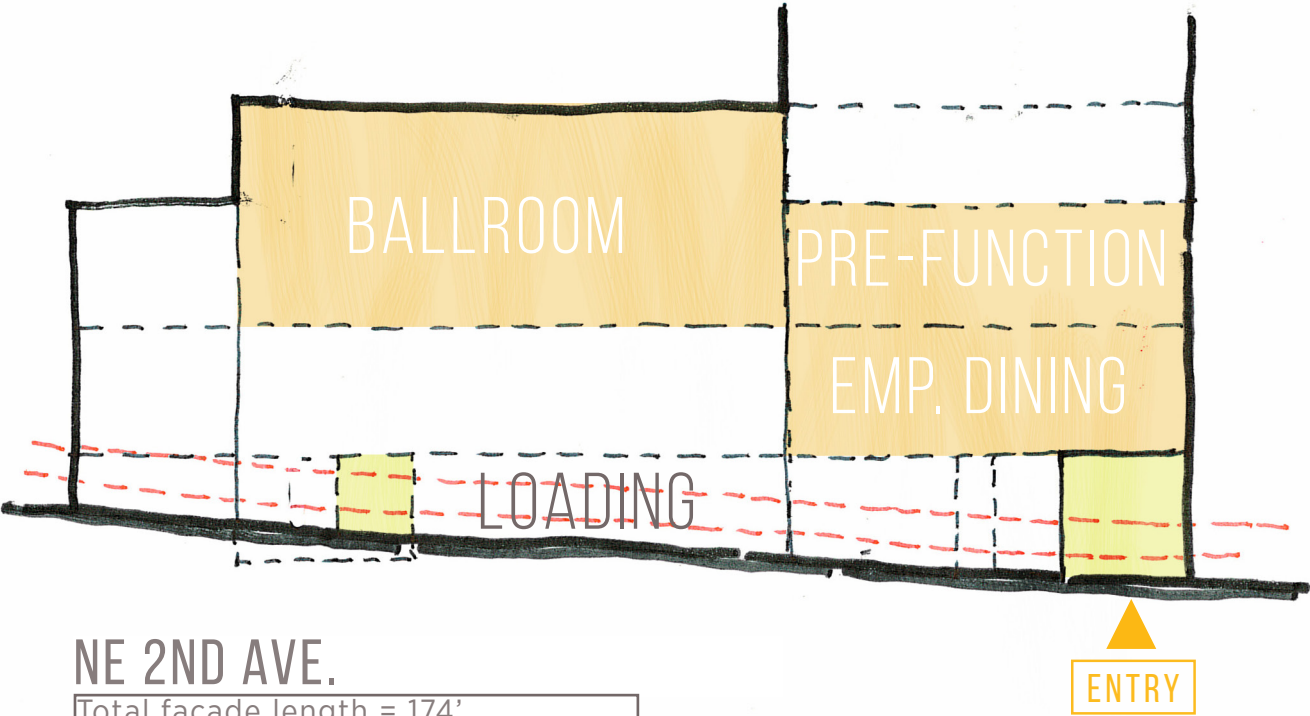
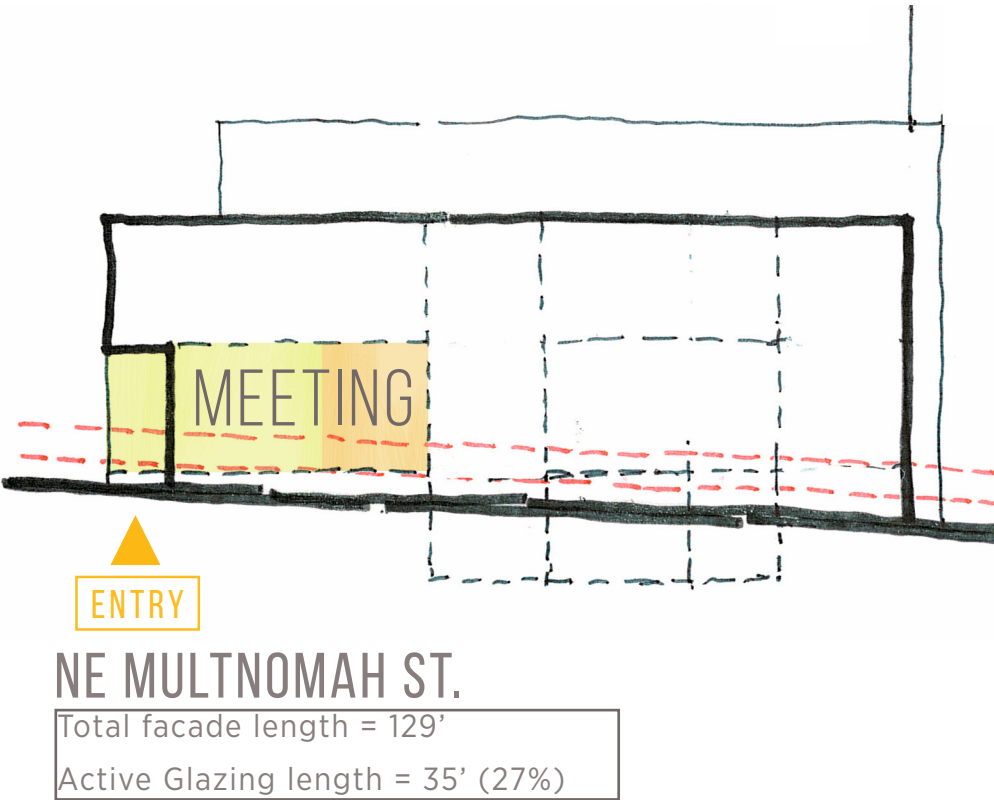
- KEY
- GROUND FLOOR ACTIVE USE GLAZING
 - ACTIVE USE GLAZING ABOVE 4FT SILL

APPENDIX

ACTIVE GLAZING DIAGRAMS



- KEY
- GROUND FLOOR ACTIVE USE GLAZING
 - ACTIVE USE GLAZING ABOVE 4FT SILL



APPENDIX

POTENTIAL MODIFICATIONS AND ADJUSTMENTS

The regulations identified below are based on the information in the current set of plans and some assumptions were made where information was not clear. The potential modifications/adjustments should be identified in the plans so the Commission can provide feedback on the request. These could be summarized and shown at the end of the set for clarity.

- Required Building Lines (PZC Section 33.510.215) – required on MLK Jr. & Holladay. (Modification)
- Ground Floor Windows (33.510.220 & 33.130.230) – required along on frontages, including Hassalo, on both blocks. Cannot use landscaped setback exception for parking garage per 33.510.264.F.5. (Modification).
- Ground Floor Active Uses ((PZC Section 33.510.225) – required along all of Holladay & 100’ north up on 1st, 2nd and MLK Jr. (Modification)
- Central City Parking Review (PZC Section 33.510-264) – required if any visitor parking is provide and if Growth parking type for retail or commercial provided that exceeds 60 spaces or 2 spaces /1000 SF
- Parking Garage Street Facades (PZC Section 33.510.264.F.5) – requires 100’ on all 4 frontages of parking garage block to meet Ground Floor Active Use Stds of 33.510.225 (Modification)
- Access Restricted Streets (PZC 33.510.264.F.6) - No vehicle access from MLK Jr. or Holladay & no access on NE 1st or 2nd within 75’ of Holladay (Adjustment)
- Superblock Requirements (PZC Section 33.293) – plaza size, 3:1 (length:width) ratio, 12’ walkway along Hassalo near porte-cochere, plazas not connected to walkway in Hassalo (Modification)
- Transit Street Main Entrance (PZC Section 33.130.242) – applies to MLK Jr., Holladay and Multnomah only (Modification)