

OREGON CONVENTION CENTER HOTEL

DESIGN ADVICE REQUEST



SEPTEMBER 18, 2014

PROJECT OVERVIEW

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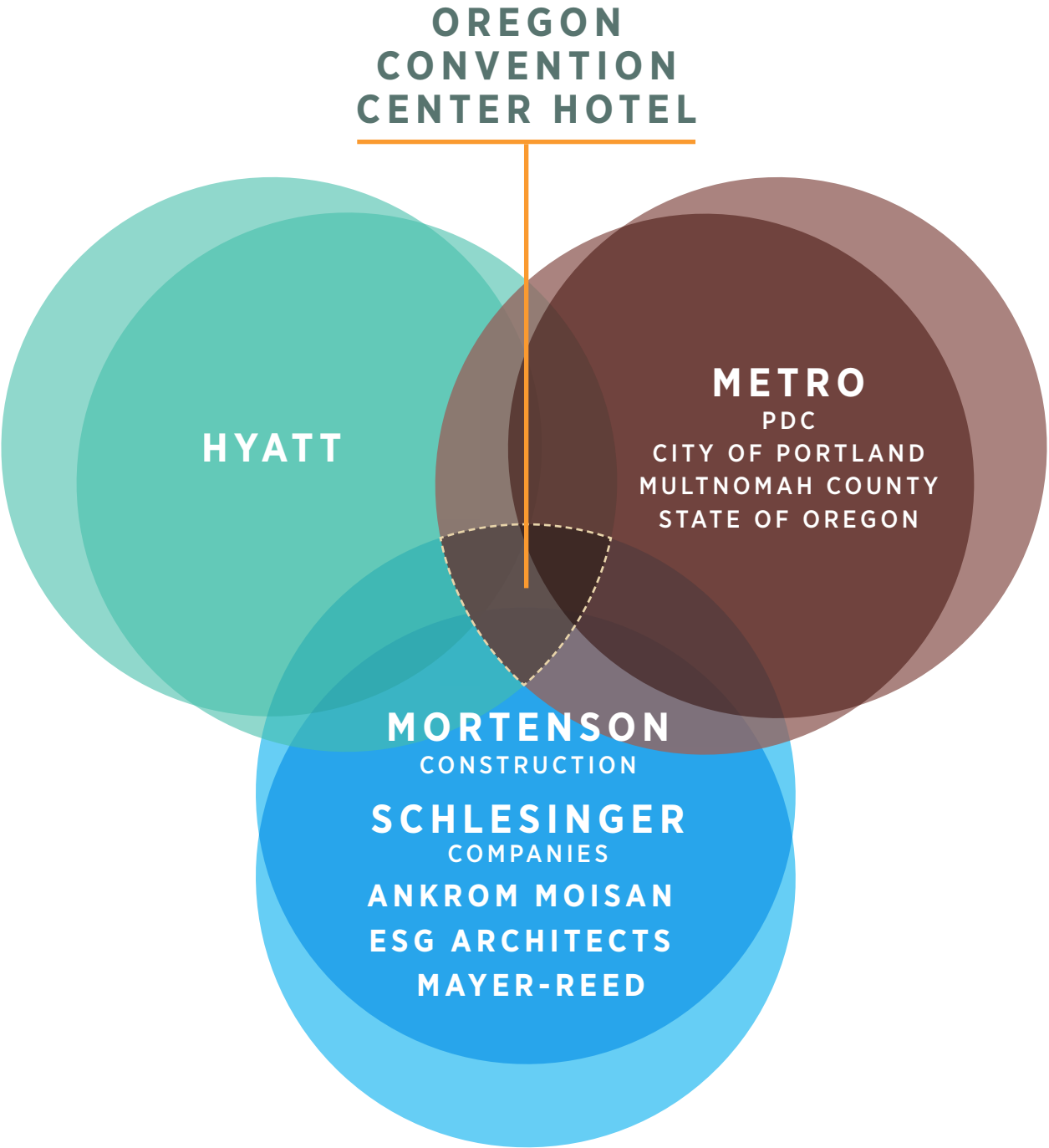
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PROJECT DESIGN TEAM



PROJECT OVERVIEW

SITE LOCATION

HOTEL SITE DESCRIPTION

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

Zoning: CXd – Central Commercial with Design Review overlay

Central City Plan District and Lloyd District sub-district

FAR: 12:1

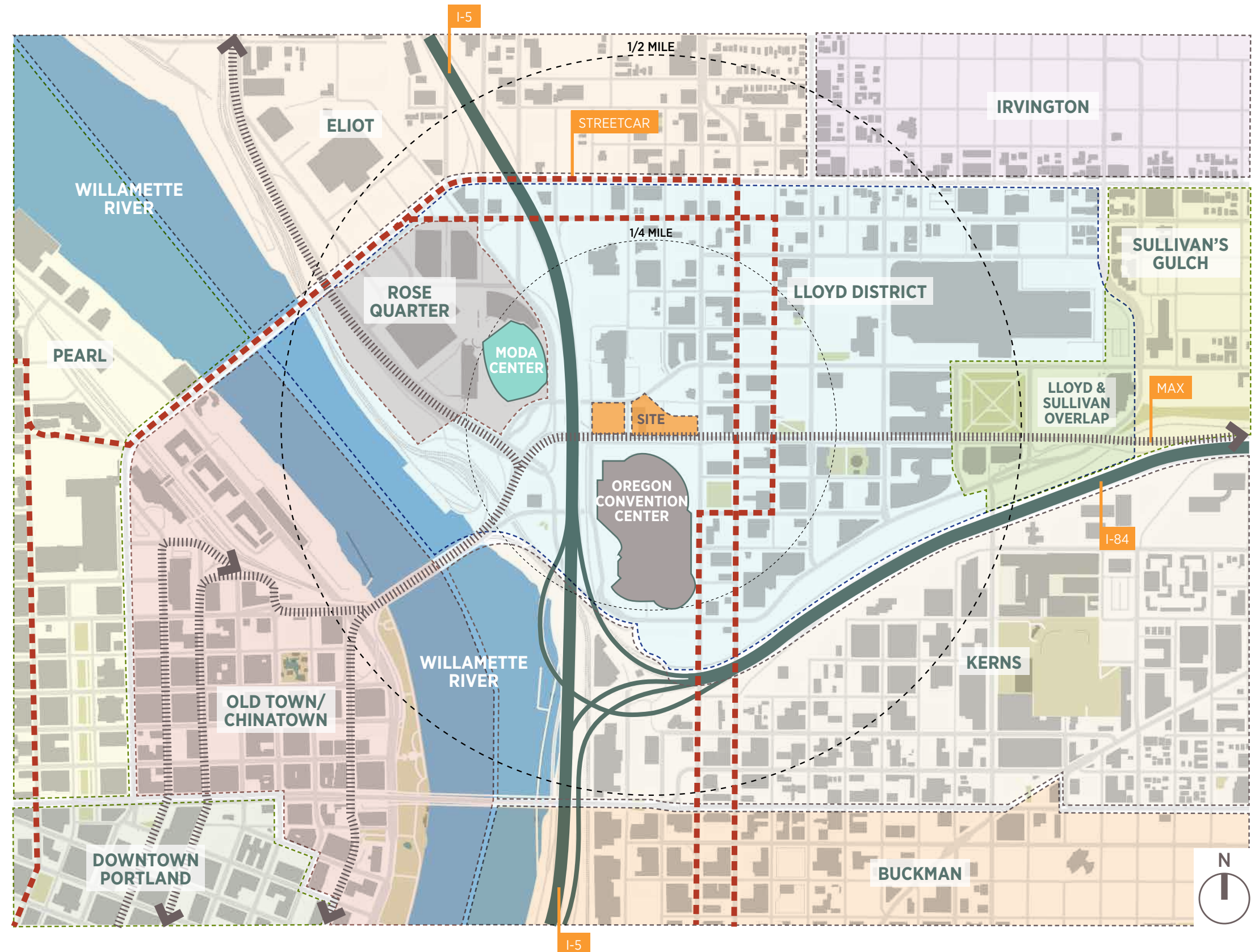
Height limit: 250'

REQUEST OF THE COMMISSION

The site for the Oregon Convention Center Hotel contains well over 5,000sf of vacated street (NE 3rd Ave), and is therefore subject to the superblock requirements of the zoning code (Chapter 33.293).

The intent of the superblock requirement is to “promote a pleasant and convenient walkway and open area system on the superblock that links to the adjacent buildings, to the public circulation system, and to any available public transit. The requirements also promote the maintenance of light, air and access that could be lost due to development on the vacated street.”

After analyzing the convention center hotel site, we propose that the best location for our superblock plaza is one that enhances the MLK and Holladay intersection, connects the hotel to the Convention Center plaza to the south, and harnesses the features of the surrounding neighborhood to produce a truly vital public space which will serve as a signature gateway to our city.



PROJECT OVERVIEW

SITE PLAN



STAKEHOLDERS

FINANCIAL SUPPORTERS

Metro
Portland Development Commission
City of Portland
Multnomah County
State of Oregon

COMMUNITY CONNECTORS

Tri Met
GoLloyd
Lloyd District Community Association

ADJACENT NEIGHBORS

Oregon Convention Center
Hotel Eastlund
Legacy Health Services
Inn at the Convention Center
Rembold Companies
Burgerville

DISTRICT SUPPORTERS

Urban Design Panel
Lloyd Ecodistrict
Travel Portland
Travel Oregon

NEARBY NEIGHBORS

Calaroga Terrace
Trailblazers
Crowne Plaza Hotel
Kaiser Permanente
American Assets Trust
Lloyd Mall

RELATED STUDIES

1990
CENTRAL CITY
FUNDAMENTAL
DESIGN
GUIDELINES

2004
LLOYD
CROSSING
URBAN
SUSTAINABLE
DESIGN &
CATALYST
PROJECT

2012
ROSE
QUARTER
DISTRICT
PLAN

2012
LLOYD
ECO-DISTRICT
ROAD MAP

2013
CONVENTION
DISTRICT
URBAN DESIGN
STUDY

1991
LLOYD
DISTRICT
SPECIAL
DESIGN
GUIDELINES

2006
DEVELOPMENT
VISION FOR
THE OREGON
CONVENTION
CENTER BLOCK

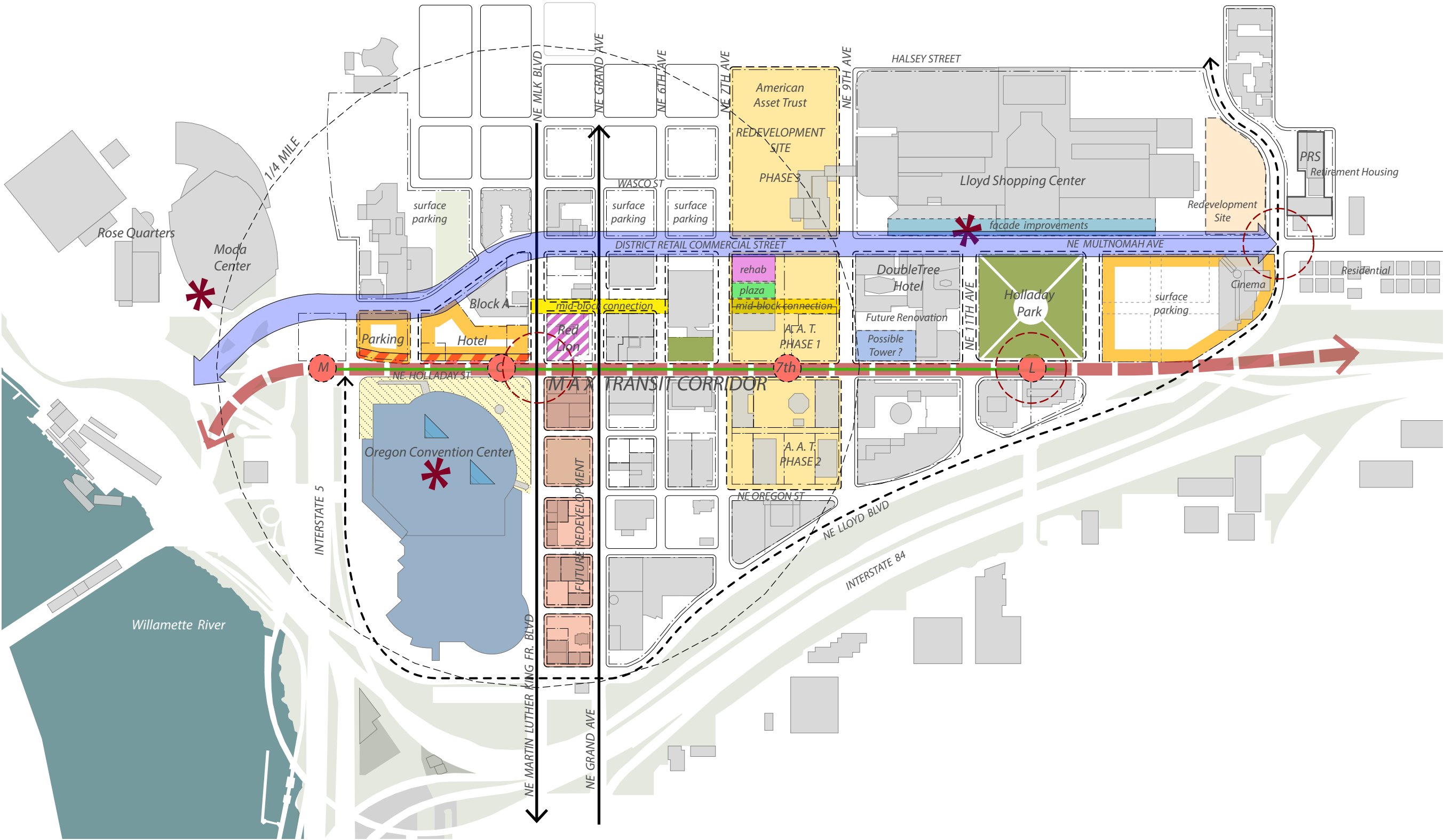
2012
NE HOLLADAY
GREEN STREET
CORRIDOR
PLAN

2012
N/NE
QUADRANT
PLAN

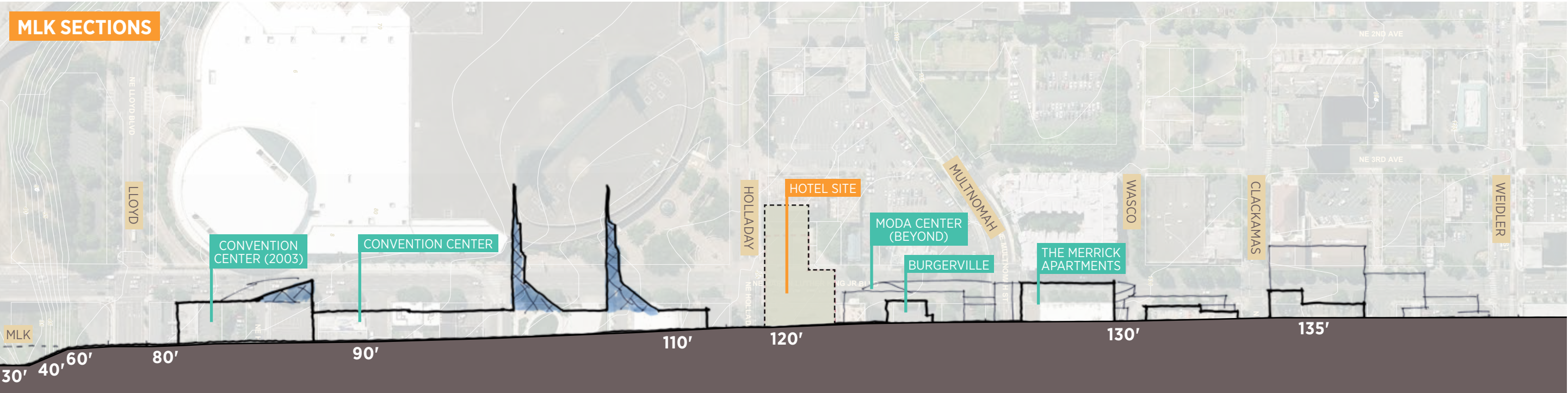
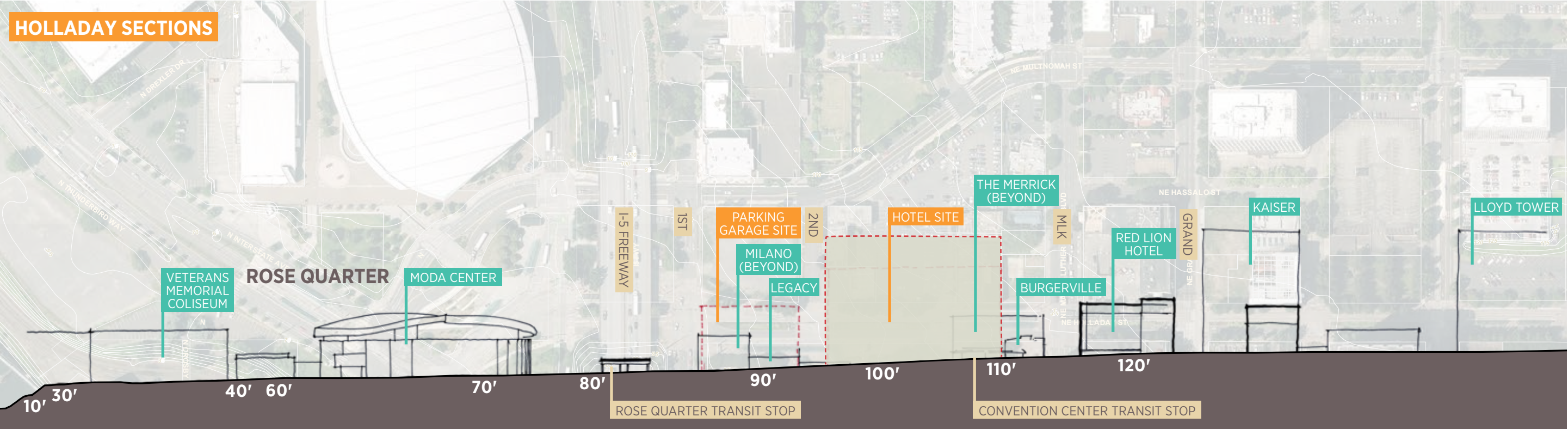
2014
LLOYD
ECO-DISTRICT
ENERGY
ACTION PLAN

PROJECT OVERVIEW

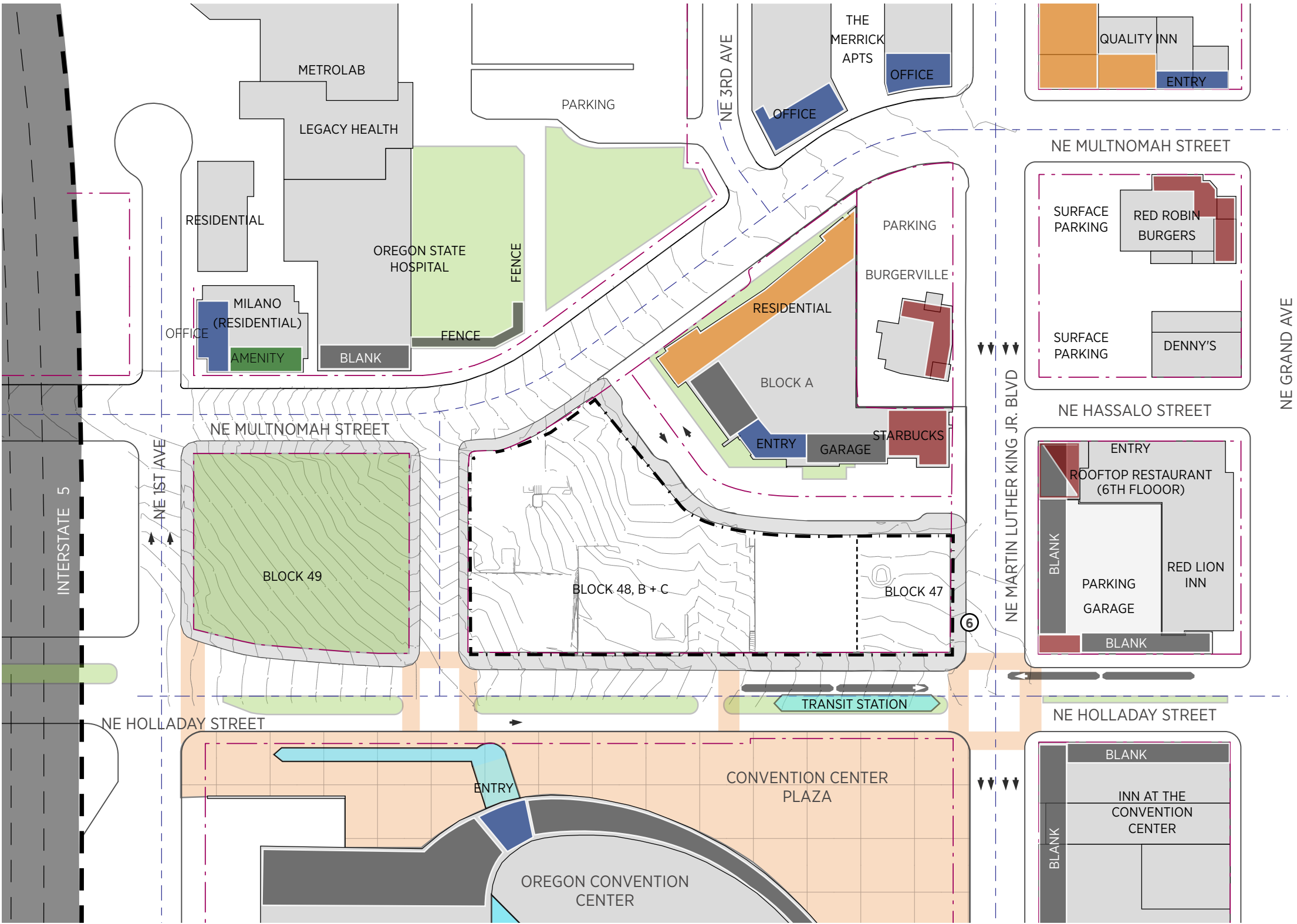
SITE INVESTIGATION / URBAN CONTEXT / CIRCULATION



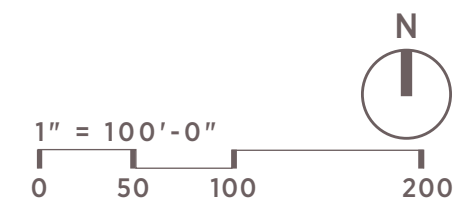
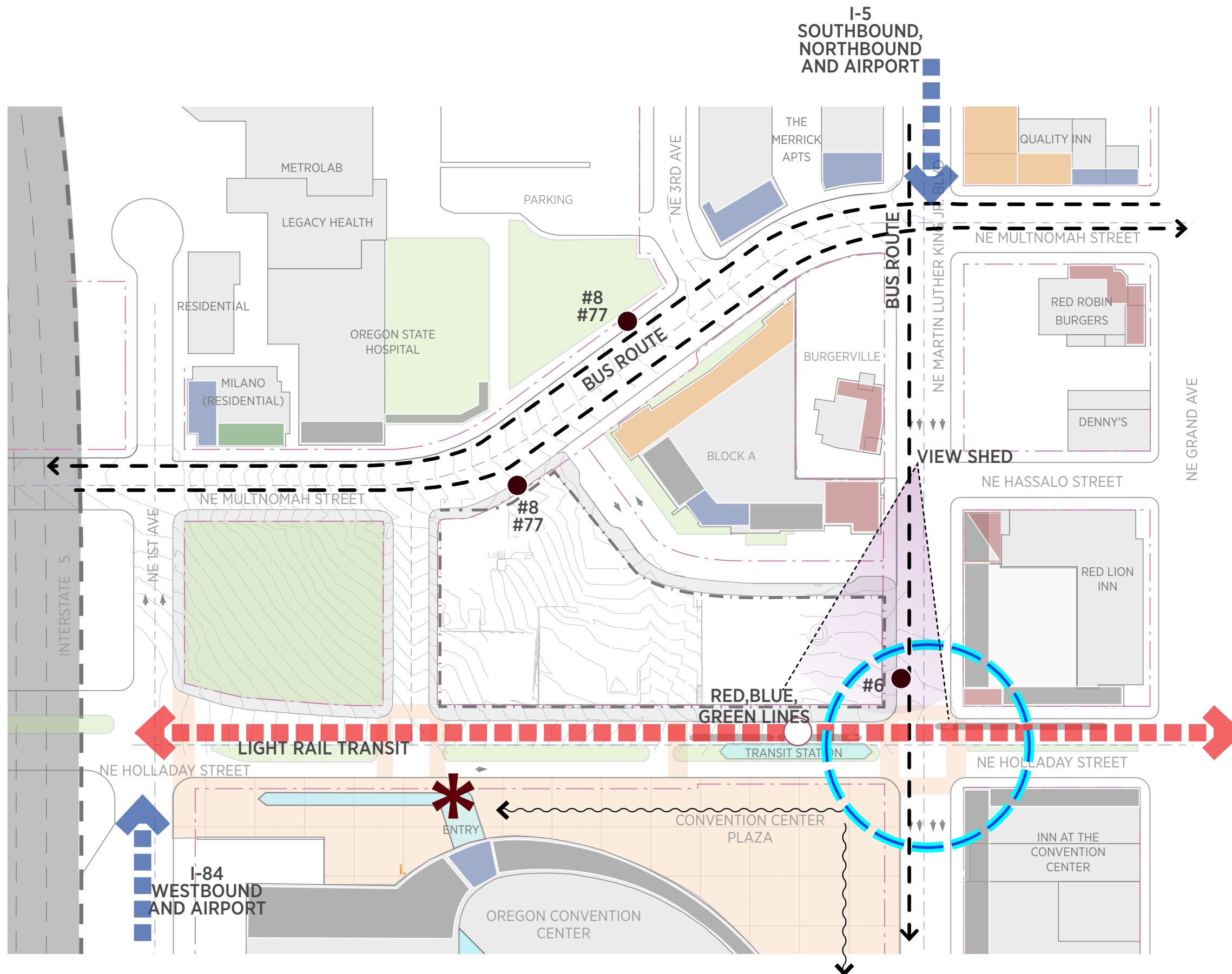
PROJECT OVERVIEW
SITE SECTIONS



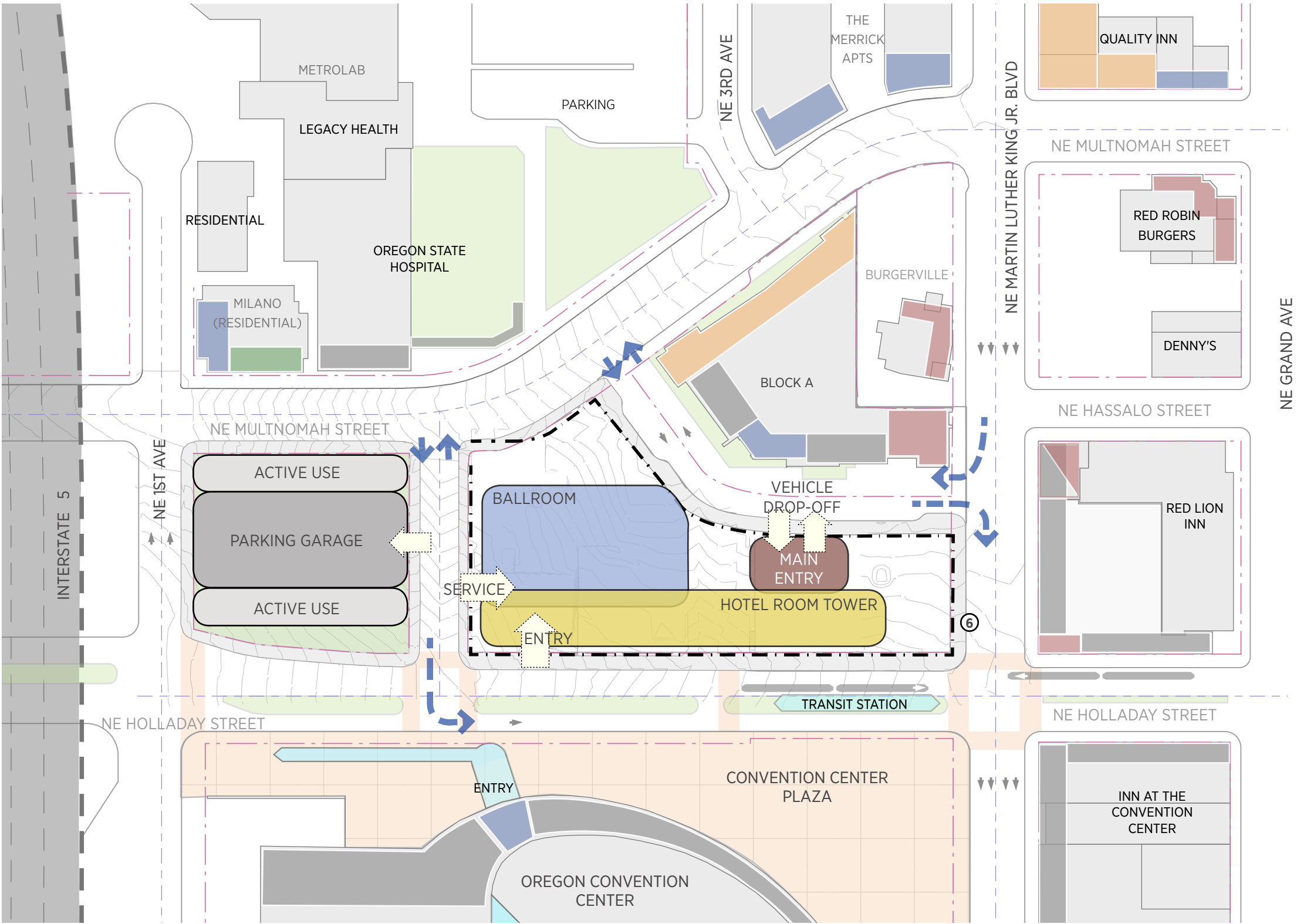
PROJECT ANALYSIS
ADJACENT LAND USES



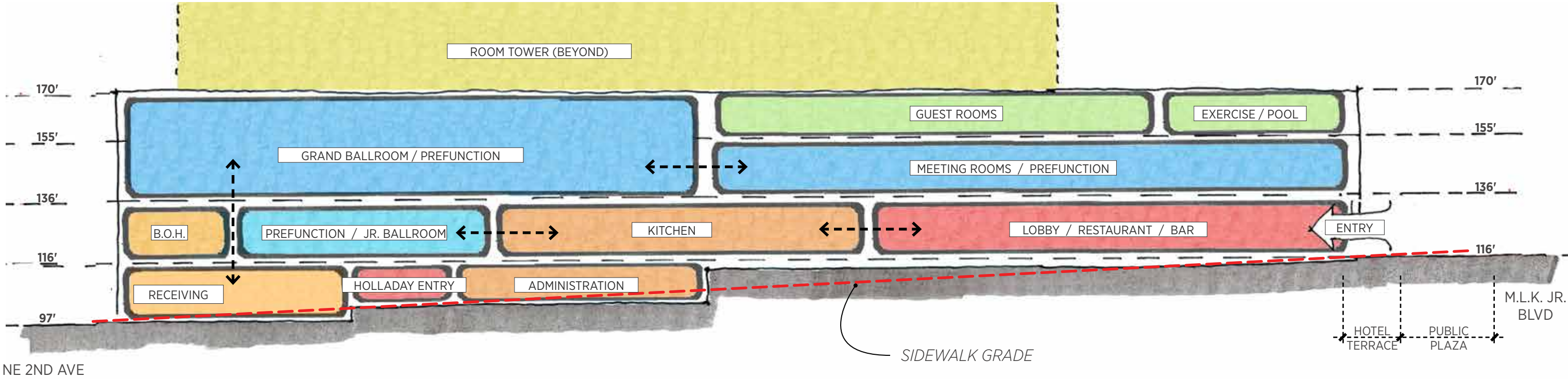
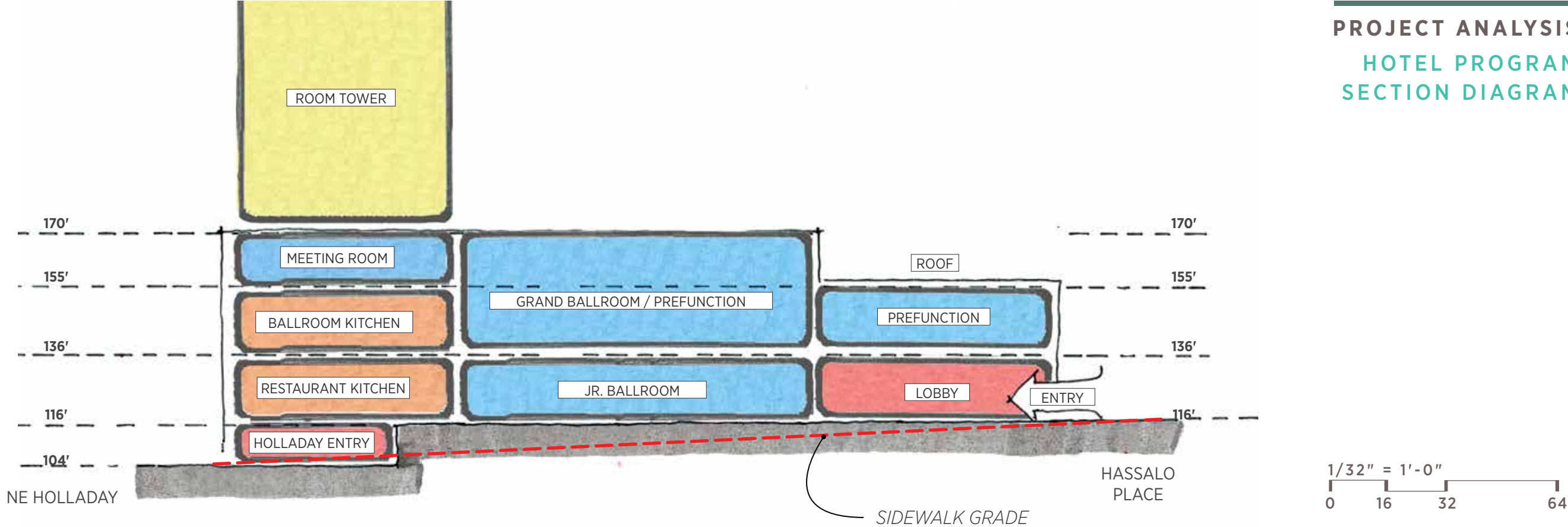
PROJECT ANALYSIS CIRCULATION + VIEW



PROJECT ANALYSIS
PROGRAM REQUIREMENTS



PROJECT ANALYSIS
HOTEL PROGRAM
SECTION DIAGRAM



PROJECT ANALYSIS



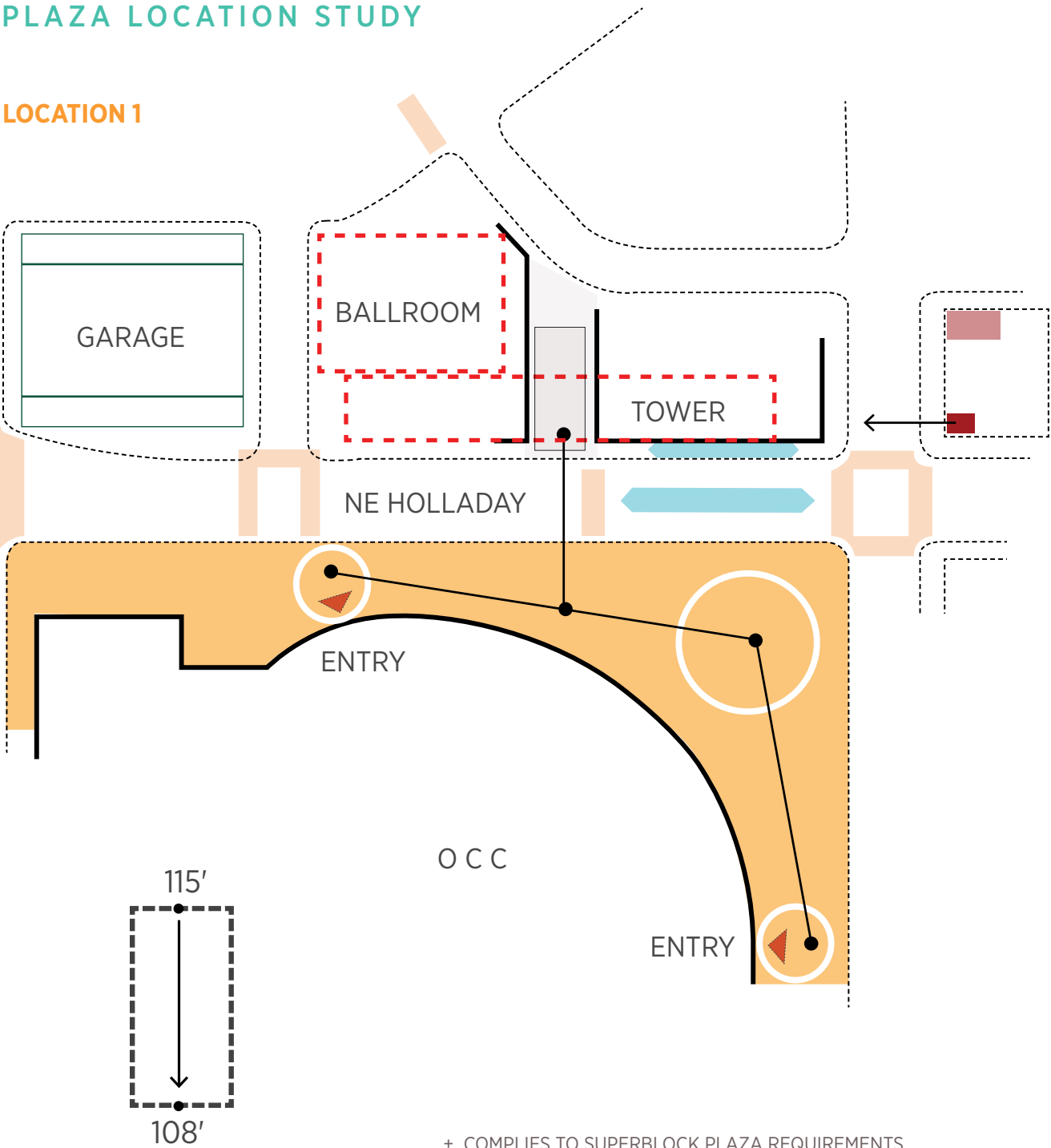
PROJECT ANALYSIS

PLAZA LOCATION / GRADING STUDY



PROJECT ANALYSIS
PLAZA LOCATION STUDY

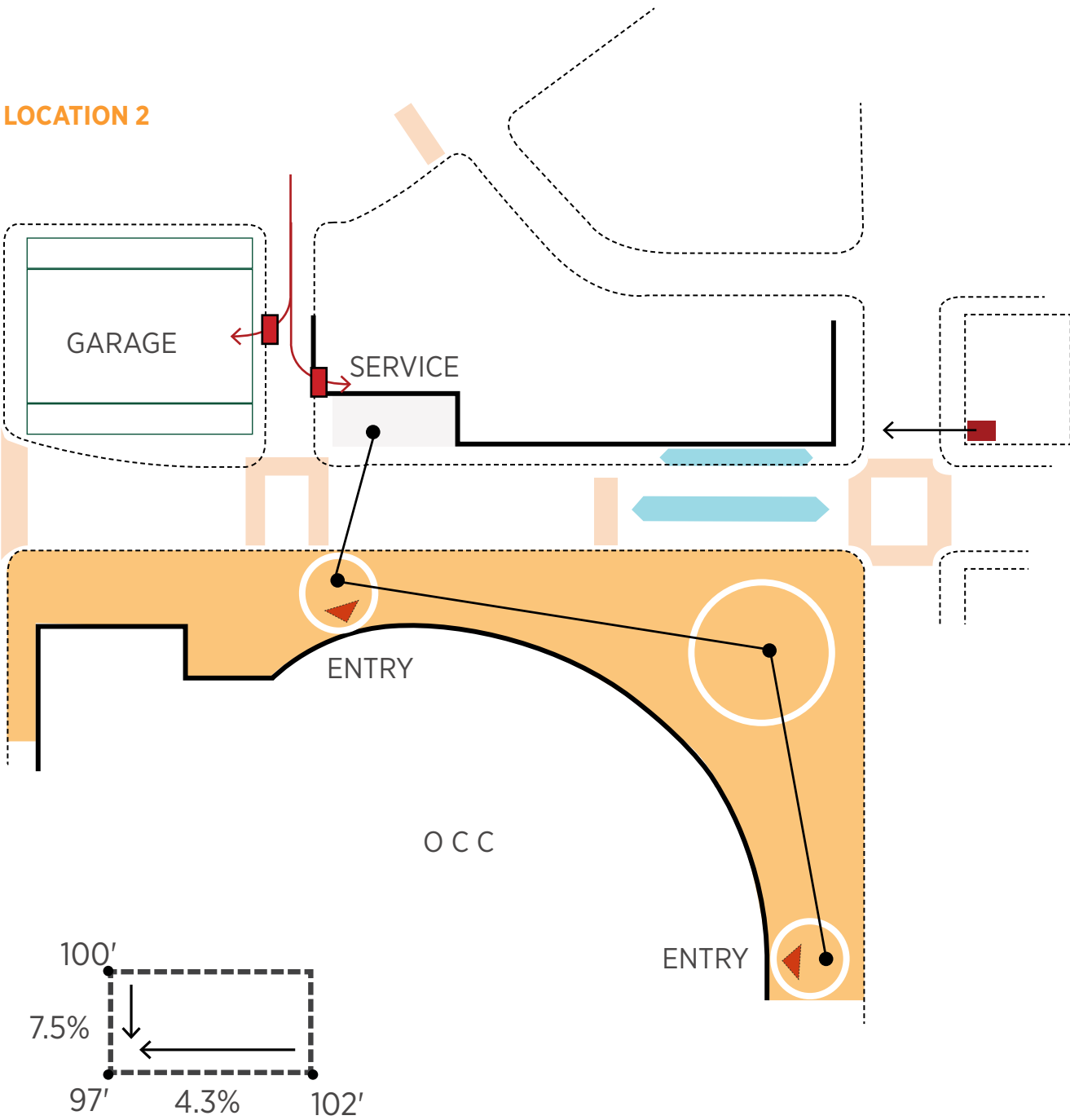
LOCATION 1



PLAZA = 4,600 SF
SLOPE = 6.1%

- + COMPLIES TO SUPERBLOCK PLAZA REQUIREMENTS
- PROHIBITS PROPER HOTEL FUNCTION
- SLOPE GREATER THAN 1:20, HANDRAILS + RAMP WILL BE REQUIRED
- LIMITED EYES ON PLAZA
- LIMITED ACCESS TO DAYLIGHT (BUILDING WILL BE OVERHEAD)
- DOES NOT DIRECT PEOPLE TO OCC ENTRANCE
- OPENS INTO HOTEL DROP-OFF AREA
- DOES NOT RELIEVE CONGESTION AT BUS/MAX STOP

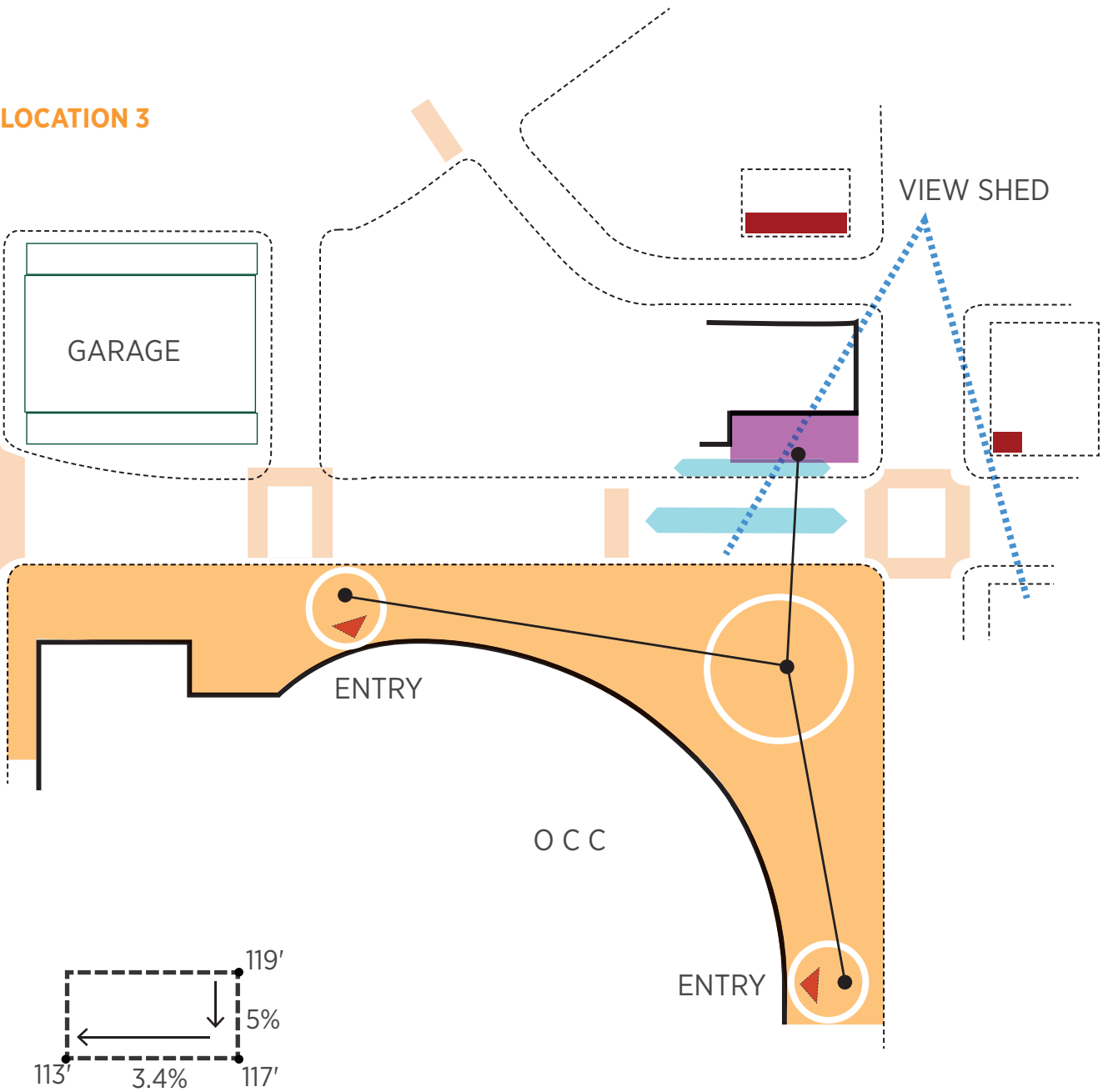
LOCATION 2



PLAZA = 4,600 SF
SLOPE =
7.5% @ NE 2ND AVE
4.3% @ HOLLADAY

- + SLOPE SHALLOWER THAN W/LIMITED RETAINING WALLS ON NE 2ND
- PROHIBITS PROPER HOTEL FUNCTION
- CLOSE PROXIMITY TO HOTEL SERVICING AND LOADING
- + CLOSE PROXIMITY TO CONVENTION CENTER ENTRY
- + CLOSE PROXIMITY TO PARKING GARAGE ENTRY PLAZA - TOUR BUS SHELTERS
- + SOUTH FACING PLAZA
- DOES NOT RELIEVE CONGESTION AT BUS/MAX STOP

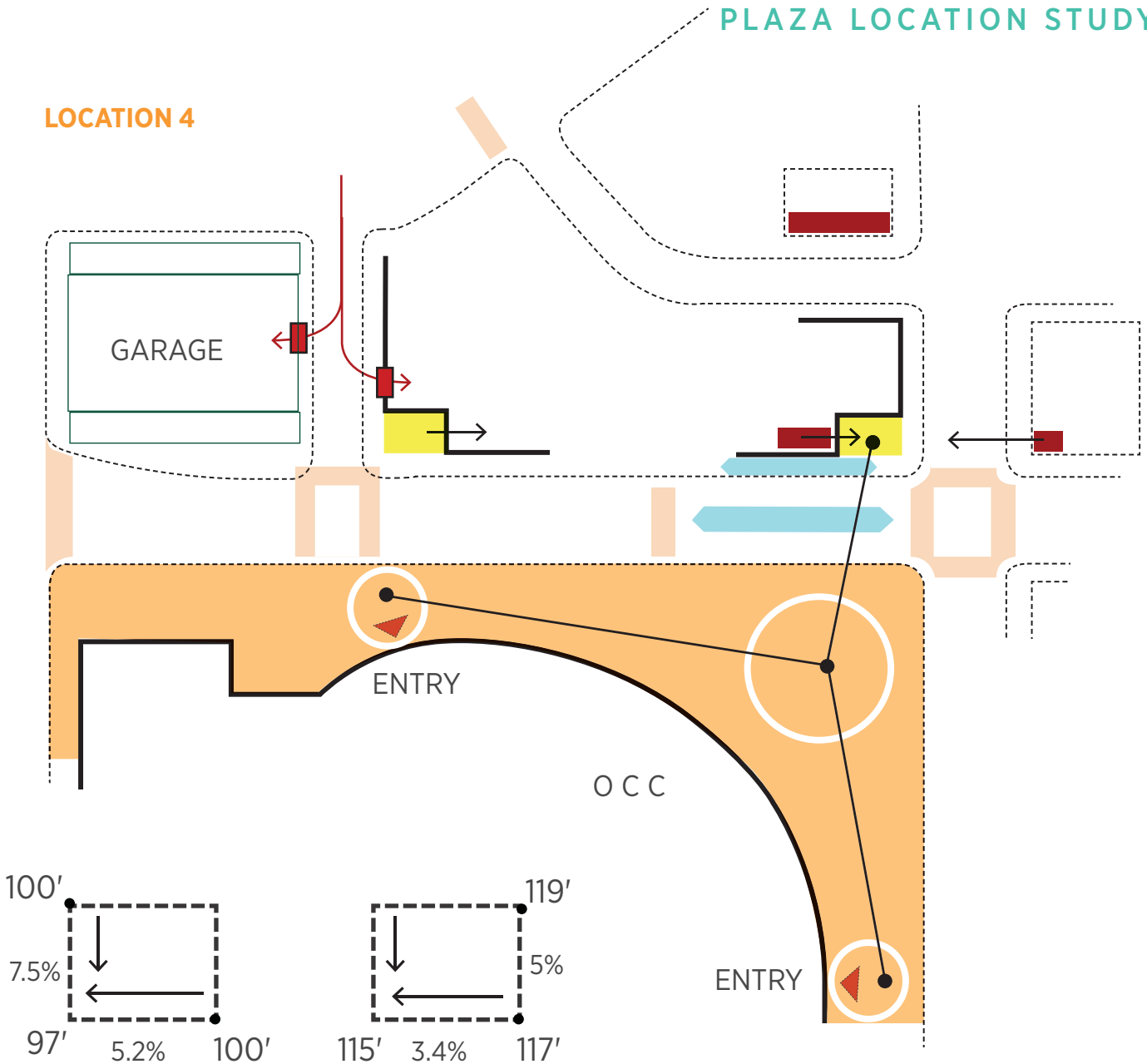
LOCATION 3



PLAZA = 4,600 SF
SLOPE =
5% @ MLK
3.4% @ HOLLADAY

- + SLOPE SHALLOWER THAN 1:20
- IMPEDES FUNCTIONALITY OF HOTEL
- +/- HOTEL @ NE MLK PROPERTY LINE, BLOCKS MAJOR VIEW TO OCC
- + RELIEVES CONGESTION @ BUS AND MAX STOPS
- + SOUTH FACING PLAZA

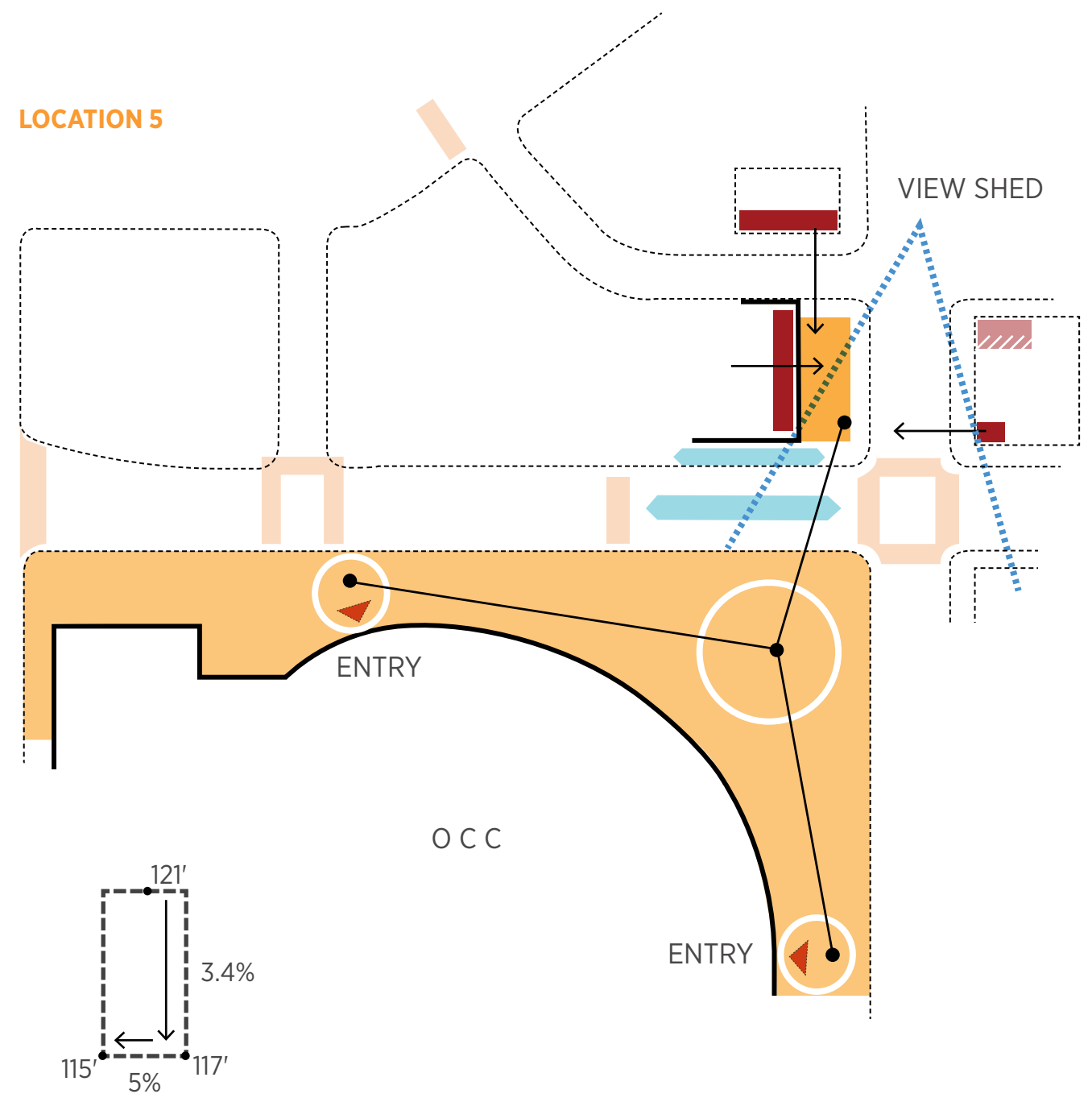
LOCATION 4



PLAZAS = 2,300 SF /EACH
SLOPE =
3.4% @ MLK
5.0% @ HOLLADAY

- + SLOPES GENERALLY SHALLOWER THAN 1:20
- +/- EAST PLAZA WORKS WELL WITH HOTEL FUNCTION, BUT WEST PLAZA DOES NOT
- SMALL SIZE LIMITS CAPACITY FOR PUBLIC, HOTEL, AND TRANSIT FUNCTIONS

PROJECT ANALYSIS
PLAZA LOCATION STUDY

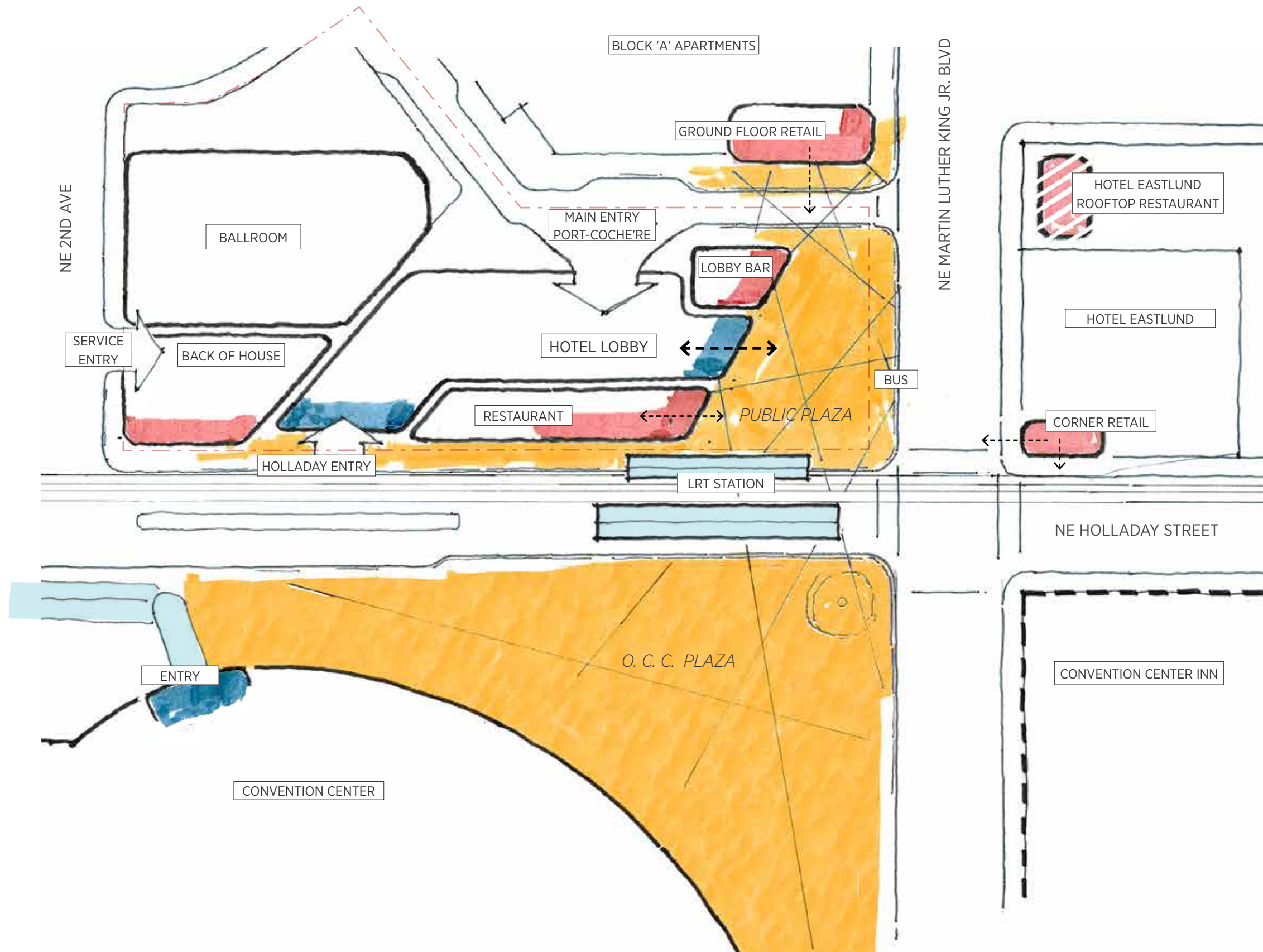


PLAZA = 4,600 SF
SLOPE =
3.4% @ MLK
5.0% @ HOLLADAY

- + SLOPE SHALLOWER THAN 1:20
- + WORKS WELL WITH HOTEL FUNCTION
- +/- LONG FACE ON BUSY ARTERIAL ROUTE, LOTS OF EYES ON PLAZA
- + RELIEVES CONGESTION @ BUS AND MAX STOPS
- + EAST FACING PLAZA

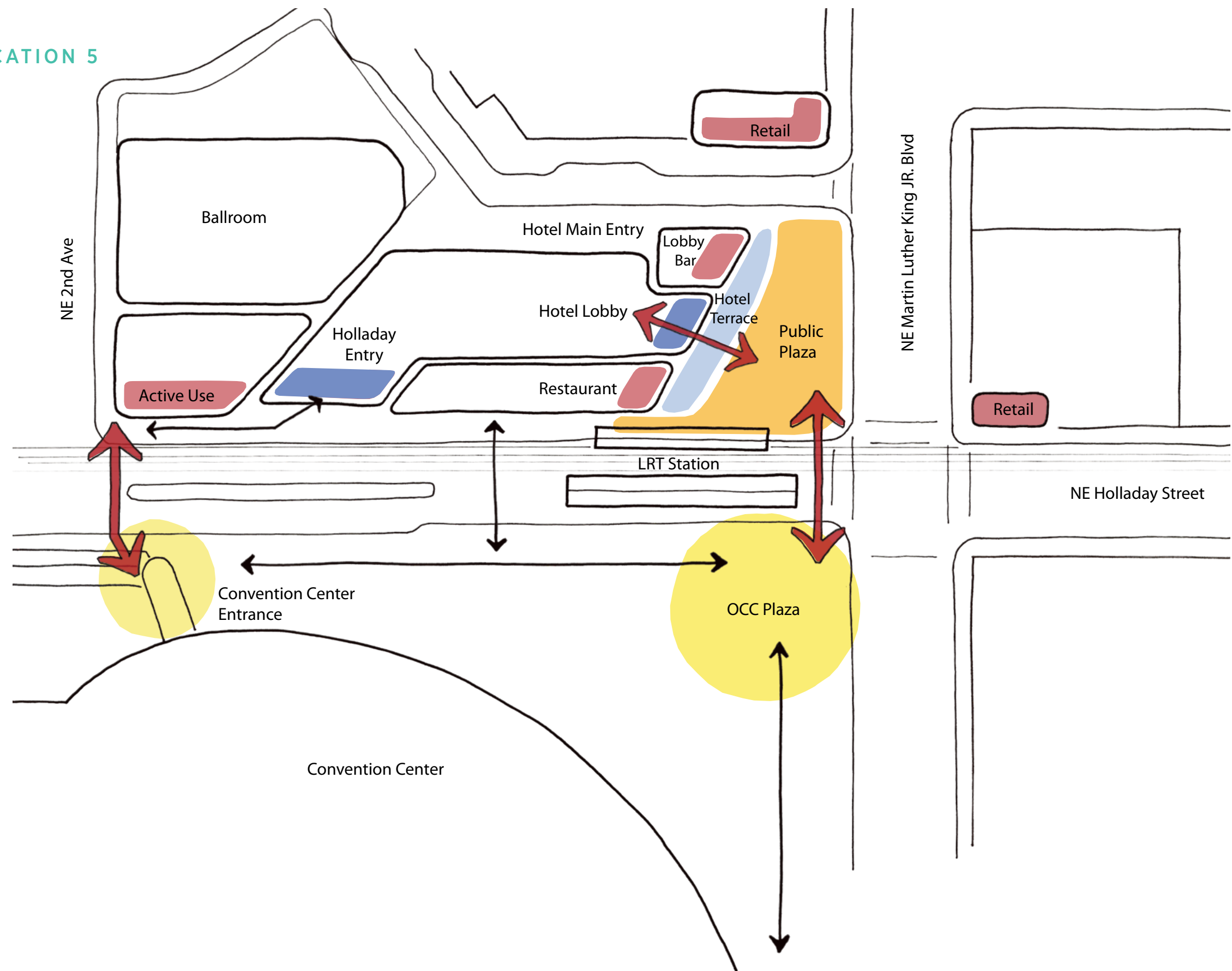
PROJECT ANALYSIS

SITE PLAN OF LOCATION 5

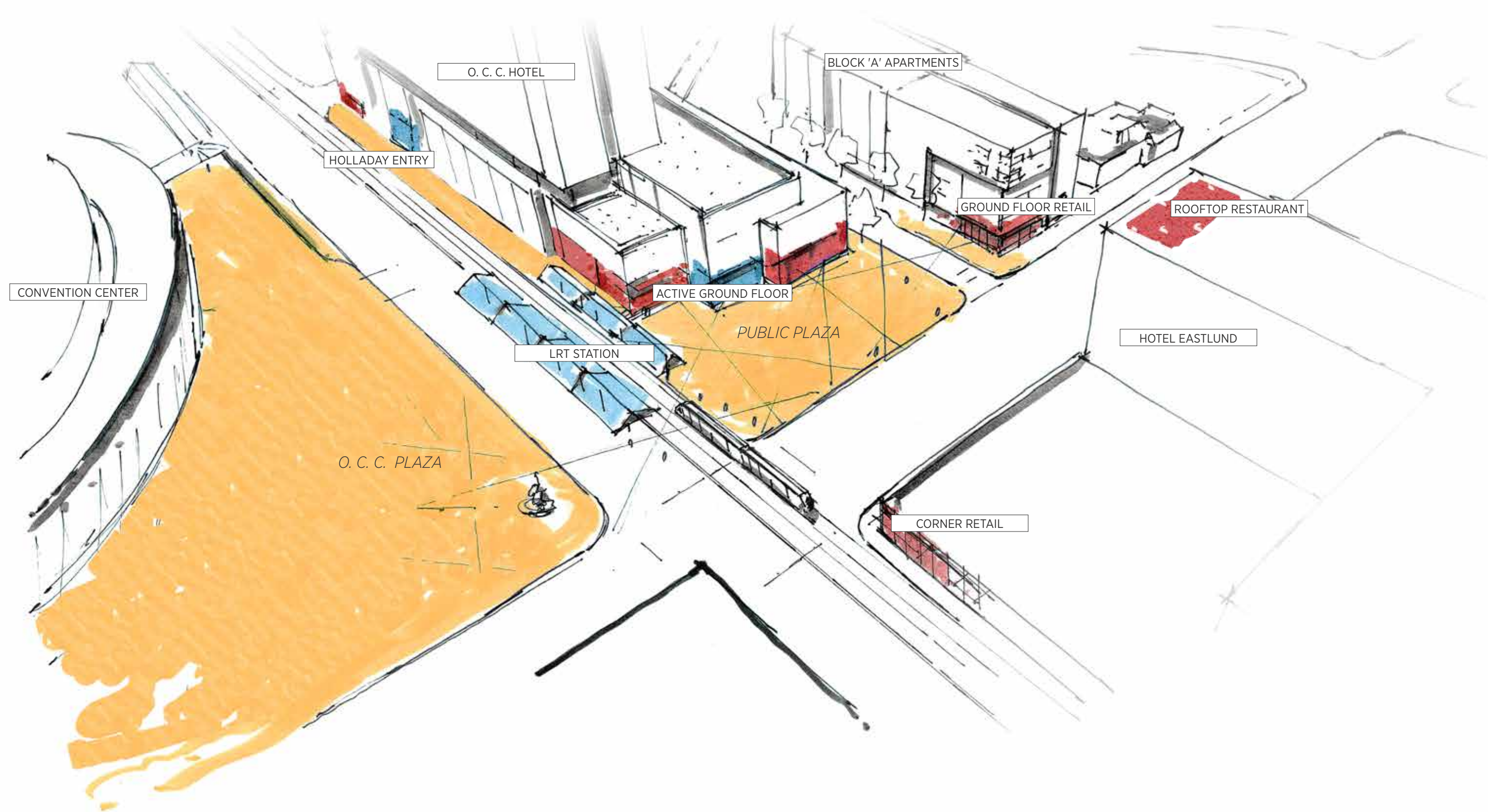


- + PROVIDES A SEQUENCE OF VIEWS ACROSS THE CORNER FROM MLK TOWARD THE OCC SPIRES
- + STRONG PHYSICAL LINK TO OCC PLAZA AT THE 100% CORNER.
- + PROVIDES SPACE FOR PEDESTRIANS AROUND THE WEST-BOUND LRT PLATFORM THAT OCCUPIES THE WHOLE SIDEWALK.
- + GREAT POTENTIAL FOR EDGE DEFINITION AND ACTIVATION, AND TRANSPARENCY FROM WITHIN THE LOBBY
- + PLAZA CAN BE ZONED FOR VARIOUS USES, FROM HOTEL TO PUBLIC TO TRANSIT-ORIENTED USES.
- + GRADES ARE FAVORABLE FOR TERRACING AND ZONING THE SPACE. THEY TIP IN THE RIGHT DIRECTION.
- + SOUTH AND EAST ORIENTATION, WITH AFTERNOON SHADING
- + PRESERVES VIEWS OF THE OCC SPIRES FROM THE HOTEL EASTLUND GUEST ROOMS AND PUBLIC SPACES.
- + ADJACENT RETAIL CONTRIBUTES TO PLAZA ACTIVITY (BLOCK A AND HOTEL EASTLUND)

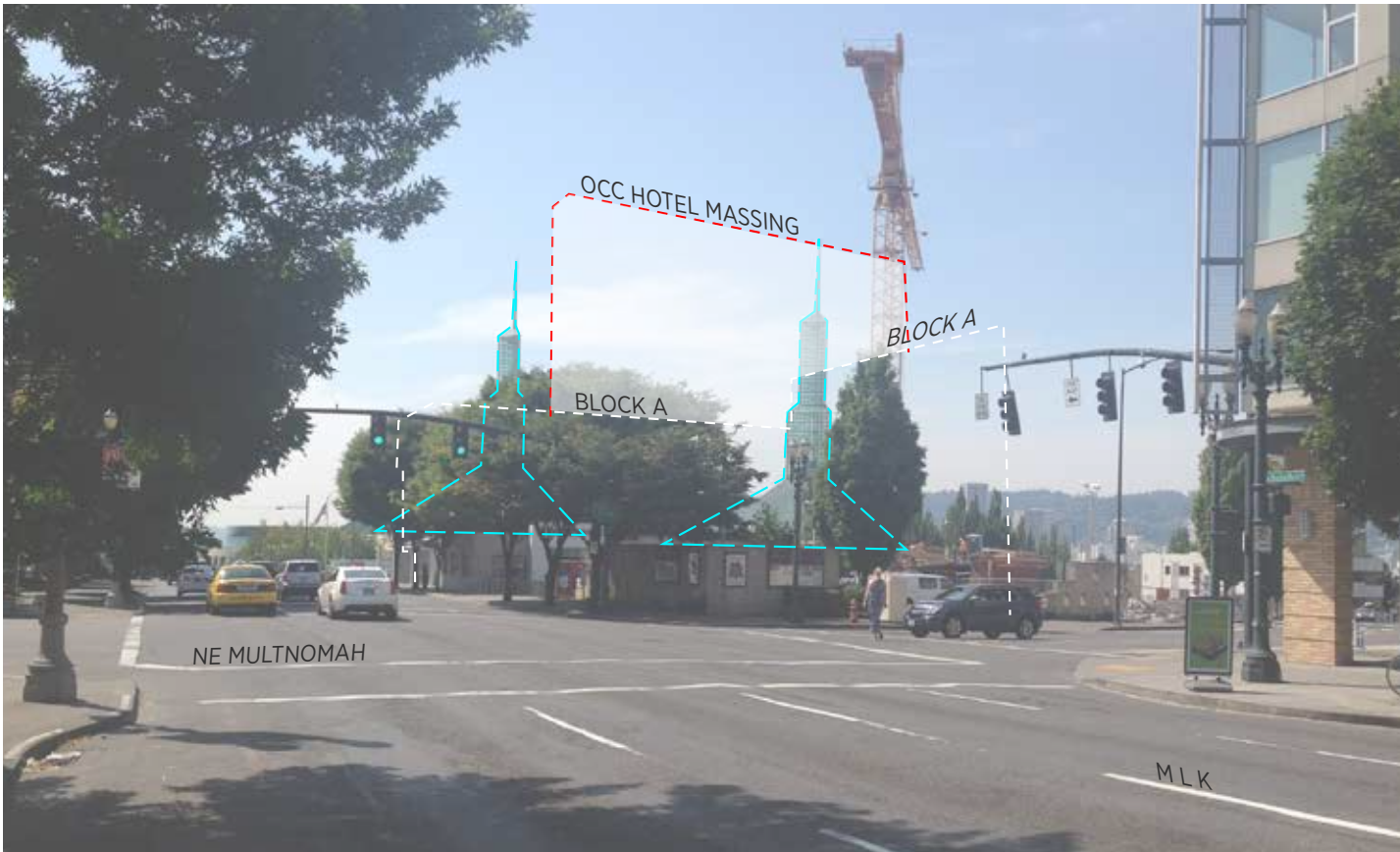
PROJECT ANALYSIS
PLAZA PROGRAM AND
SITE CIRCULATION OF LOCATION 5



PROJECT ANALYSIS
MASSING VIEW OF LOCATION 5



PROJECT ANALYSIS
VIEW STUDY OF LOCATION 5



SOUTH VIEW FROM M.L.K. / MULTNOMAH



SOUTH VIEW FROM M.L.K. / HOLLADAY

PROJECT ANALYSIS DISTRICT MASSING VIEW



VIEW FROM MARQUAM BRIDGE LOOKING NORTH



VIEW FROM FREMONT BRIDGE LOOKING SOUTHEAST



VIEW FROM DOWNTOWN LOOKING EAST



VIEW FROM ABOVE INTERSTATE 84 LOOKING WEST

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