



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

FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: September 15, 2014
To: Portland Design Commission
From: Jeff Mitchem, Development Review
503-823-7011
Re: 14-199507 DA – AC HOTEL by MARRIOTT
Design Advice Request Summary Memo September 25, 2014

Attached are exhibits and a drawing set for the Design Advice Request for the **AC Hotel by Marriott** located on a 1/4-block site at SW 3rd and Taylor Street (820-838 SW 3rd Ave). The proposal includes the following:

- Hotel of 13 stories and 204 guest rooms.
- Ground floor uses include kitchen, breakfast room, bar, lounge, lobby and related back of house.
- Approximate building square footage is 115,000, FAR is 11:1 and building height is 130'.

In the way of context, the site abuts the western boundary of the Yamhill Historic District, is 2 ½ blocks from Waterfront Park, one block south of the Yamhill MAX Station and Pioneer Place, and one block north of the Plaza Park Blocks. Additionally, the site occupies a unique pivot point between two distinctly different patterns of development – the finer grain character of the Yamhill Historic District to the east and the more single-block bulk of the central city.

According to an Oregonian Article (8/26/2014), “Marriott International *imported the upper-moderate AC Hotel brand from Europe* last year in an effort to expand its reach among younger business travelers. The Hotels are usually located in urban centers and follow a recent trend of seeking to *take on a local flavor*. Marriott indicated that it plans to open more than 30 AC Hotels over three years in North and South America.”

Staff has identified the following Adjustment and Exception:

Adjustment: Loading (33.266.310 C.2.c.)
Required: Two (2) Standard A Loading Spaces
Proposed: One (1) Standard A Loading Space

Exception: Oriel Window Code Guide, F. Max. Width of Projecting Window Element
Allowed: maximum allowed width – 12' | 40% wall area limit / 50% wall length limit
Proposed: width – 26' | 30% of wall area / 32% of wall length

Staff has identified the following topics for inclusion in the DAR discussion on September 25, 2014:

- **Building Branding & District Identity.** How is the project reconciling the “importing of the AC brand” with “taking on local flavor?”
- **gateway** (small “g”). Though not a designated “Gateway” per the Central City Plan, the site lies at a threshold to the Yamhill Historic District. This presents a design opportunity to signify entry or express transition from one part of the central city to another.

FROM CONCEPT TO CONSTRUCTION

- The review standards and criteria are the Central City Plan District (Chapter 33.510) and Central City Fundamental Design Guidelines (tabular summaries of which are attached to this memo). Please contact me with any questions or concerns – 503.823.7011 | jeffrey.mitchem@portlandoregon.gov.

Attachments: List of Discussion Topics
Code / Design Guidelines Tabular Summary

Building Branding & District Identity

How is the project reconciling the “importing of the AC brand” with “taking on local flavor?”

gateway (small “g”)

Though not a designated “Gateway” per the Central City Plan, the site lies at a threshold to the Yamhill Historic District. This presents a design opportunity to signify entry or express transition from one part of the central city to another.

Color/Materiality Shifts

Is reconciling the contextual distinction between SW 3rd Street and SW Taylor Street with a “two-building” look (colored metal panel facing 3rd St / Brick facing Yamhill Historic District) appropriately resolved?

Connections

Visual (2nd floor Terrace views to River / Mountains – Are there other opportunities?), *Physical* (singular lobby entrance vs multiple spill-out areas), *Cultural* (Europe-Portland-Yamhill Historic District-Waterfront-Central City) How are these connections expressed?

ZONING CODE STANDARDS REVIEW SUMMARY

Central City Plan District, Chapter 33.510

Case#: EA 14-199507 DAR / AC Hotel by Marriott

Address: SW 3rd & Taylor St

Intake Date: August 15, 2014

Zone: CXd, Central Commercial

Plan District: Central City Plan

DEVELOPMENT STANDARDS

Site Area: 10,000sf

			NOTES	
			ADJ (A) / MOD (M) / MORE INFO (I) / BONUS (B)	
Floor Area Ratio (33.510.200) Allowed sf: 120,000 / Proposed: 109,640	Max Allowed 12:1	Proposed 11:1		
Height (33.510.205) Base Point 1	Max Allowed 130'	Proposed 130'		
Projections Allowed above Max Height (33.130.230)	Roof Access Mechanical	?		I
Building Lines (33.510.215) Map 510-6	Special Building Line -- 75% frontage	100%		
Ground Floor Windows (33.130.230)	Allow views in. 50%L / 25%A	?		I
Minimum Active Floor Area (33.510.226) C. 1-11	Min Req'd 50%	Proposed 100%		Hotel = retail
Parking and Access (33.510.261)	Min spaces	Proposed		
33.510.261 B. Parking Type	5. Residential /Hotel	QTY ? Where?		I I
33.510.263 Parking Sector	DT2			
33.510.263 E. Residential/Hotel Parking 2. Minimum Required Parking	No min in CX	None on site.		

Loading (33.266.310 C.2.c.) >50,000sf non-residential floor area	2 Std A	1 Std A	Programmatic justification for one (1)?
33.266.100 F. Valet Parking	Attendant req.		
Required Bicycle Parking (33.266.210 and Table 266-6)	Min	Proposed	
Short-term spaces (1/20,000sf net)	11	?	
Long-term spaces (1/20,000sf net) (18'x20' = 12 spaces)	11	? room large enough	?
Location standards met for all spaces 50' from main entrance		?	?
Oriel Window Stds	W ~ 12' max D ~ 4' max	26' 2'6"	Exception

NOTES

CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES

Case#: EA 14-199507 DAR / AC Hotel by Marriott

Address: SW 3rd & Taylor St

Intake Date: August 15, 2014

Zone: CXd, Central Commercial

Plan District: Central City Plan

GUIDELINE	MEETS	COULD DO BETTER	NON-STARTER
A1. Integrate the River. Orient architectural and landscape elements including, but not limited to, lobbies, entries, balconies, terraces, and outdoor areas to the Willamette River and greenway. Develop accessways for pedestrians that provide connections to the Willamette River and greenway.			
A2. Emphasize Portland Themes. When provided, integrate Portland-related themes with the development's overall design concept.			
A3. Respect the Portland Block Structures. Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built space. Where superblock exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.			
A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.			
A5. Enhance, Embellish, and Identify Areas. Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.			

A6. Reuse/Rehabilitate/Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.		
A7. Establish and Maintain a Sense of Urban Enclosure. Define public rights-of-way by creating and maintaining a sense of urban enclosure.		
A8. Contribute to a Vibrant Streetscape. Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.		
A9. Strengthen Gateways. Develop and/or strengthen gateway locations.		
B1. Reinforce and Enhance the Pedestrian System. Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.		
B2. Protect the Pedestrian. Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.		

B3. Bridge Pedestrian Obstacles. Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.			
B4. Provide Stopping and Viewing Places. Provide safe, comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.			
B5. Make Plazas, Parks and Open Space Successful. Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.			
B6. Develop Weather Protection. Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.			
B7. Integrate Barrier-Free Design. Integrate access systems for all people with the building's overall design concept.			
C1. Enhance View Opportunities. Orient windows, entrances, balconies and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building façades that create visual connections to adjacent public spaces.			

C2. Promote Quality and Permanence in Development. Use design principles and building materials that promote quality and permanence.			
C3. Respect Architectural Integrity. Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.			
C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.			
C5. Design for Coherency. Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.			
C6. Develop Transitions between Buildings and Public Spaces. Develop transitions between private development and public open space. Use site design features such as movement zones, landscape element, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.			
C7. Design Corners that Build Active Intersections. Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.			

C8. Differentiate the Sidewalk-Level of Buildings. Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.			
C9. Develop Flexible Sidewalk-Level Spaces. Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.			
C10. Integrate Encroachments. Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.			
C11. Integrate Roofs and Use Rooftops. Integrate roof function, shape, surface materials, and colors with the building's overall design concept. Size and place rooftop mechanical equipment, penthouses, other components, and related screening elements to enhance views of the Central City's skyline, as well as views from other buildings or vantage points. Develop rooftop terraces, gardens, and associated landscaped areas to be effective stormwater management tools.			
C12. Integrate Exterior Lighting. Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.			
C13. Integrate Signs. Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.			

D1. Park Blocks. Orient building entrances, lobbies, balconies, terraces, windows, and active use areas to the Park Blocks. In the South Park Blocks, strengthen the area's emphasis on history, education, and the arts by integrating special building elements, such as water features or public art. In the Midtown Park Blocks, strengthen the connection between the North and South Park Blocks by using a related system of right-of-way elements, materials, and patterns. In the North Park Blocks, strengthen the area's role as a binding element between New China/Japantown and the Pearl District.			
D2. South Waterfront Area. Develop a pedestrian circulation system that includes good connections to adjacent parts of the city and facilitates movement within and through the area. Size and place development to create a diverse mixture of active areas. Graduate building heights from the western boundary down to the waterfront. Strengthen connections to North Macadam by utilizing a related system of right-of-way elements, materials, and patterns.			
D3. Broadway Unique Sign District. Provide opportunities for the development of large, vertically oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment. Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.			
D4. New China/Japantown Unique Sign District. Provide opportunities for the development of suitably ornate signs, using motifs, symbols, bright colors, and celebrative forms that add to the atmosphere and character of New China/Japantown. Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.			