

# HYATT PLACE | DESIGN ADVICE REQUEST

AUGUST 7, 2018 | PROJECT 18177 | EA 18-181375



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### OWNER

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Phone: 206.659.5750

### ARCHITECT

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### STRUCTURAL ENGINEER

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### GENERAL CONTRACTOR

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Seattle, Washington 98109  
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Phone: 206.900.8806

## PROJECT INTRODUCTION

The applicant proposes development of a 23-story building including 11 stories for a new Hyatt Place brand hotel with ground floor public uses and 12 stories for a new residential apartment community. Hyatt Place offers short to medium stay accommodation for business and casual travelers and an array of hospitality features also available for public use. The residential apartments will primarily be one bedroom and studio apartments. The site is 10,000 sq. ft. in area and is currently developed as a surface parking lot in a neighborhood of mixed building types of varying scales from one story to mid-rise to high-rise with equally varied material applications. Visually, the area celebrates its former prime use as an industrial district.

## PROJECT DATA

**SITE ADDRESS:** 350 NW 12th Avenue  
**LOCATION:** SE Corner of NW 12th and NW Flanders  
**STATE ID:** 1N1E33DA 2700  
**ASSESSOR ID:** R140647

## APPLICABLE STANDARDS

### ZONING

- EX zone with a (d) overlay

### DEVELOPMENT STANDARDS

- Central City Plan District, Pearl Sub-district - Map 510-1
- Maximum FAR of 6:1; bonus FAR of up to 3:1 - Map 510-2
- Base height of 100'; eligible for bonus height of up to 250' - Maps 510-3 and 510-4
- Subject to Ground Floor Active Use requirements - Map 510-9
- Parking Sector 4 - Map 510-10
- Floor Area Transfer Sector 1 - Map 510-23 Unlimited area transfer up to a 250' height limit

### BUILDING DESIGN STANDARDS

- Ground Floor Windows
- Windows above the Ground Floor
- Bird-safe Exterior Glazing
- Ground Floor Active Uses
- Eco roofs
- Low Carbon Buildings

## PROJECT GOALS

- Connect and contribute to the rich mix of street activity and uses that characterize this area of the Pearl District
- Relate to the industrial character of the district street scale and the industrial material palette
- Provide urban character city living with immediate access to the Pearl's active street life, one block access to the Streetcar line and easy connection to the public transportation network
- Benefit Community through increased activity, added population and public services and amenity
- Provide a unique hotel experience in an active and particularly interesting part of the Pearl
- Project High Quality and Sustainability

## PROJECT COMPONENTS

The current project program proposes:

- 250' height
- 11 stories of hotel use, 12 stories of residential use including shared use on level 23
  - 170 hotel rooms
  - 115 dwelling units
  - Ground Floor will be substantially active uses including lobbies, lounge spaces, a hotel bar and hospitality food service areas
  - Inclusionary housing: 10% of residential units affordable to households earning 60% MFI
- 180,200 sq. ft. of development above grade
- FAR to be achieved through:
  - 3:1 FAR inclusionary housing bonus
  - 9.7:1 FAR transfer from other sites within Sector 1
- 2 off-street loading spaces
- Bicycle Parking to meet standards
- Automobile parking is not required and none is proposed

## SITE ANALYSIS

### NEIGHBORHOOD ACTIVITY

The project is located in an extremely desirable corner of the Pearl. The immediate neighborhood is a mix of low and tall buildings, small footprint and large and with a variety of uses, restaurants, coffee shops, galleries, local retail shops, residential entries and lobbies and office space. The streets are continuously active; activity spills out on to the sidewalk in all but the most inclement weather. The proposed hotel/residential project expands and enhances the level of street activity by providing hotel bar/coffee bar, food service offerings, lobbies and lounging areas for nearly the full extent of the street facing frontages.

### SCALE AND MATERIALS

This micro zone exemplifies the industrial soul of the district with extensive reuse of industrial components and materials. We think of the Pearl as largely brick masonry but that is far from the fact. Concrete, painted plaster and stone in simple, bold forms and surfaces dominate this area. Brick can be found in larger, old loft buildings, some of the one story buildings, mostly along Everett, and several of the newer mid-rise, full block projects.

The project site has as immediate neighbors the 16 story Casey and the 14 story Gregory. These projects, especially the Casey, have made positive contributions to the immediate neighborhood in terms of activity, great street presence and mid-scale elements and good texture and color. The project takes advantage of the new CC2035 zoning to propose a building height of 250'. The small site footprint will produce a narrow tower, very active at the street that we believe can creatively be integrated into the urban fabric of the immediate neighborhood. This goal of connecting, contributing and relating to our neighborhood will be addressed through material choices, manipulation of the building volume and form, pushing and pulling of the façade and related building elements and particular attention to the mid-scale vocabulary.

## FIRST RESPONSES TO DESIGN GUIDELINES

The project goals of connecting to the neighborhood, making a strong contribution to activity and vibrancy at the street and relating to the personality and imagery of the immediate context of the Pearl shape the initial responses for the design. The neighborhood context provides the strongest influence on design. Response to the Portland Personality is a given. Guidelines that will clearly shape our response to the above goals include:

- A8** Contribute to a Vibrant Streetscape
- A4** Use Unifying Elements
- A5** Enhance, Embellish and Identify Areas
- A7** Establish and Maintain a Sense of Urban Enclosure
- B4** Provide Stopping and Viewing Places.
- B6** Develop Weather Protection
- C7** Design Corners that Build Active Intersections

The ground level of the project is all active use and is busy throughout the 24 hour day. This level will respond in terms of materials to the area's industrial character. Canopies will be provided along most of the street frontage. The street façade is set back from the property line by some three feet to provide more room along the public sidewalk for strolling, placement of outside tables and chairs, and opportunity to view into activity within the building. Street trees, too, will continue the strong sense of the mature green tree canopy of the immediate block.

The goals noted above also apply to the design of the building itself. The project is one of the first to be developed under the new Central City 2035 Plan. We are able to build to a height of 250' within a series of available transfers of FAR to the site. The building will be a tall tower but a narrow one due to the quarter block site. As mentioned earlier, the immediate neighborhood holds both a 16 story high-rise across the street and a 14 story mid-rise less than a block away. Building massing studies explore several strategies to delineate mid-scale elements to help knit the building into the context. Cutting away at the pure form of the tower particularly at the top and at street level, modulating the surfaces of the elevation planes, carving out of the building form are all tools being used to respond to specific guidelines aimed at relating to the immediate context.

The neighborhood offers many choices for materials and mid-scale delineation of architectural form. The tough industrial aesthetic is still the strongest influence to material and form in this part of the Pearl. The immediate context still contains many buildings built in earlier times that validate the power of its industrial character. Specific contextual influences on materials and form relevant to our design are provided including the beginnings of design solutions or attitudes for design solutions. We are exploring a range of materials for use in cladding the structure to focus our thinking and suitable response to the site context.

The ground level can be envisioned as a robust, industrial expression of columns, surfaces and distinct forms framing full glazing to link the street and building interiors and join interior and exterior activity. A subtle differentiation of the hotel and residential zones applied building elevations is under study. Portions of the tower can be carved away at the top to differentiate the building top and make the building profile increasingly slender as it reaches the top levels. In addition, a public events lounge may be provided at the top of the building with an exterior terrace connecting the project to the river and spectacular city, river and distant views. The building roof surfaces will incorporate at least the minimum 60% green roof cover and will serve storm water management.

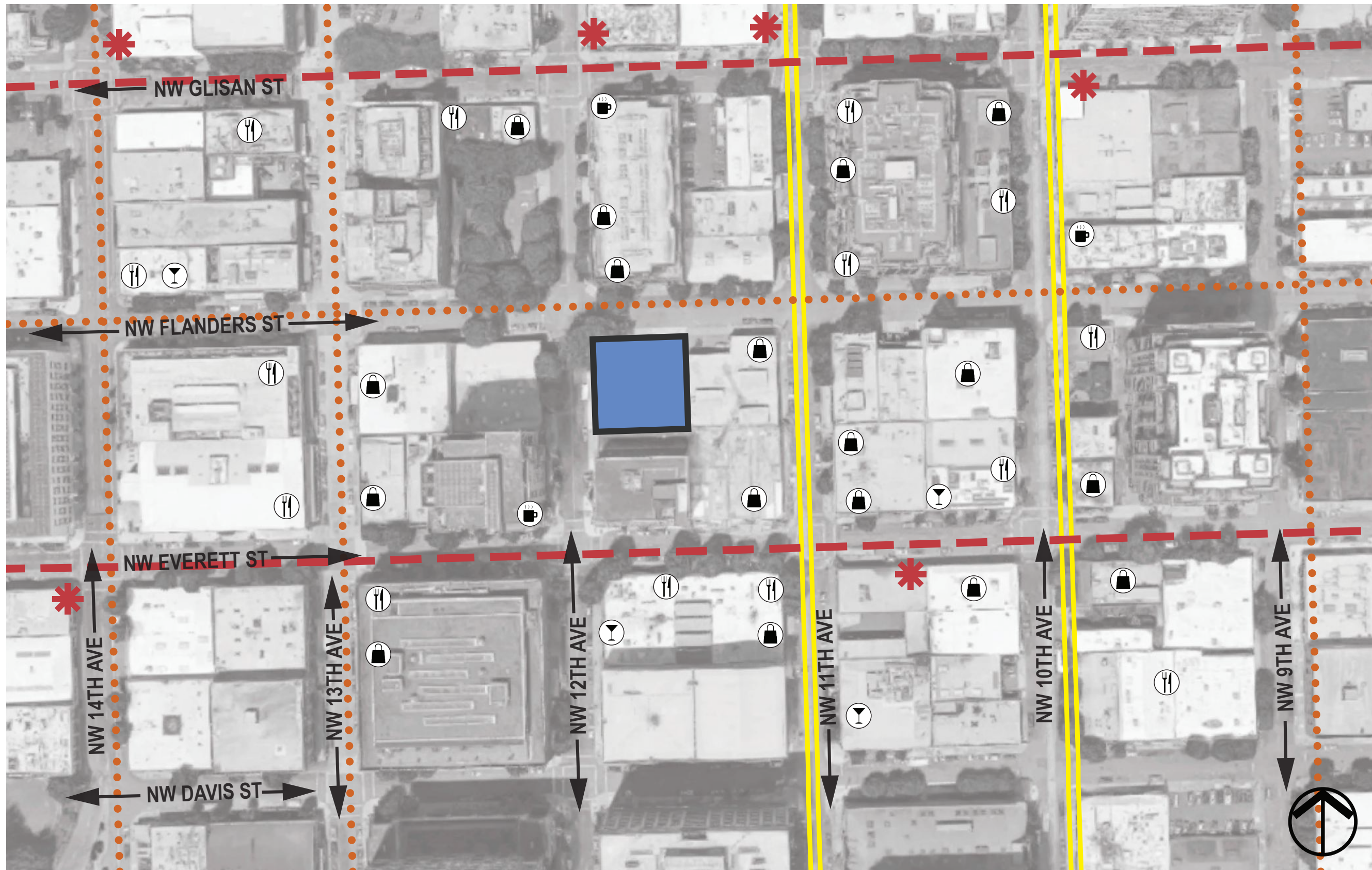
Specific guidelines that will require particular response in the design include:

- A5-1** Reinforce the identity of the Pearl District Neighborhood
- B1** Reinforce and Enhance the Pedestrian System
- C1** Enhance View Opportunities
- C6** Develop Transitions between Buildings and Public Spaces
- B1-1** Provide Human Scale to Buildings along Walkways
- C11** Integrate Roofs and Use Rooftops
- C10** Integrate Encroachments
- A5-3** Incorporate Water Features



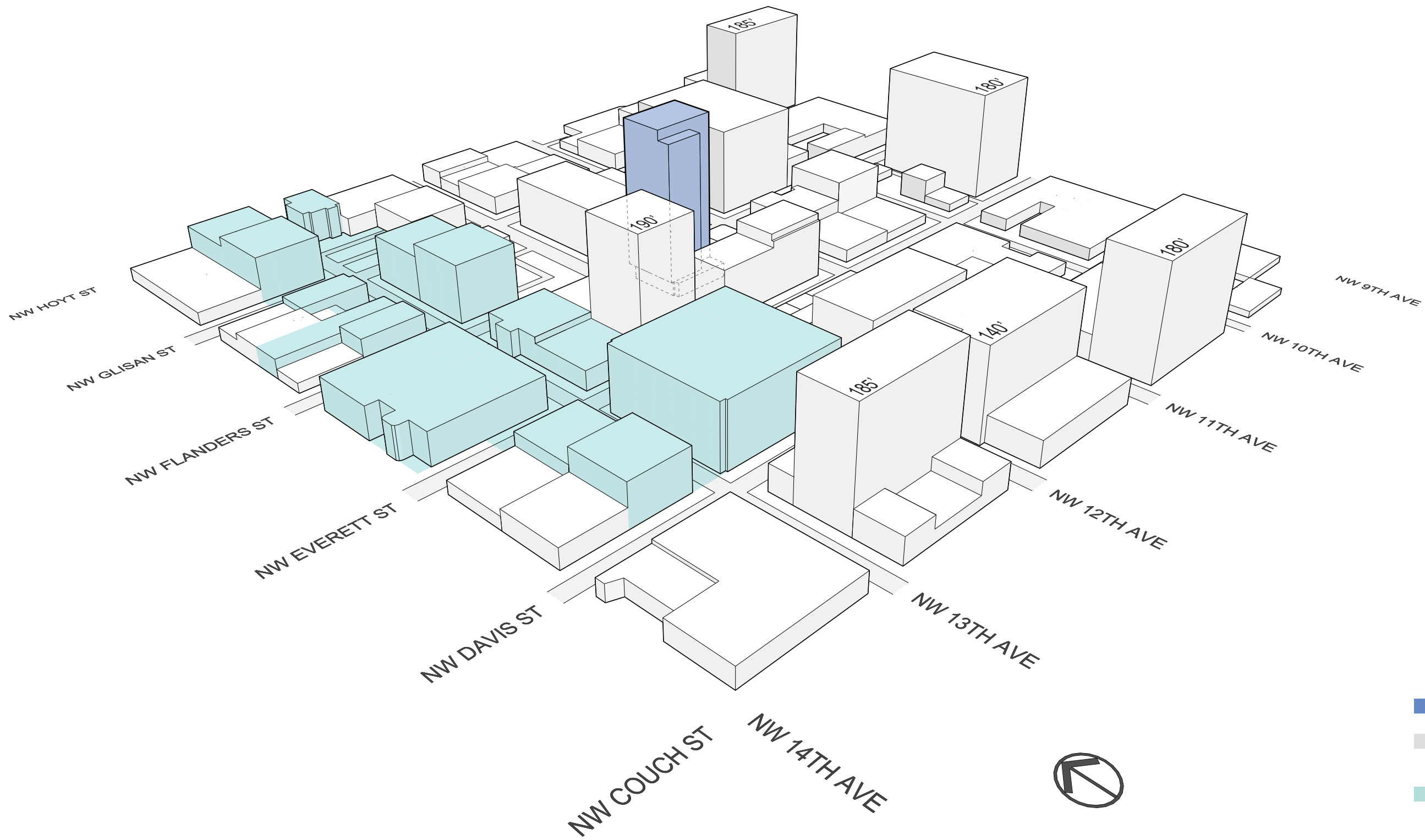
# HYATT PLACE | DESIGN ADVICE REQUEST | ZONING

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# HYATT PLACE | DESIGN ADVICE REQUEST | IMMEDIATE SITE CONTEXT

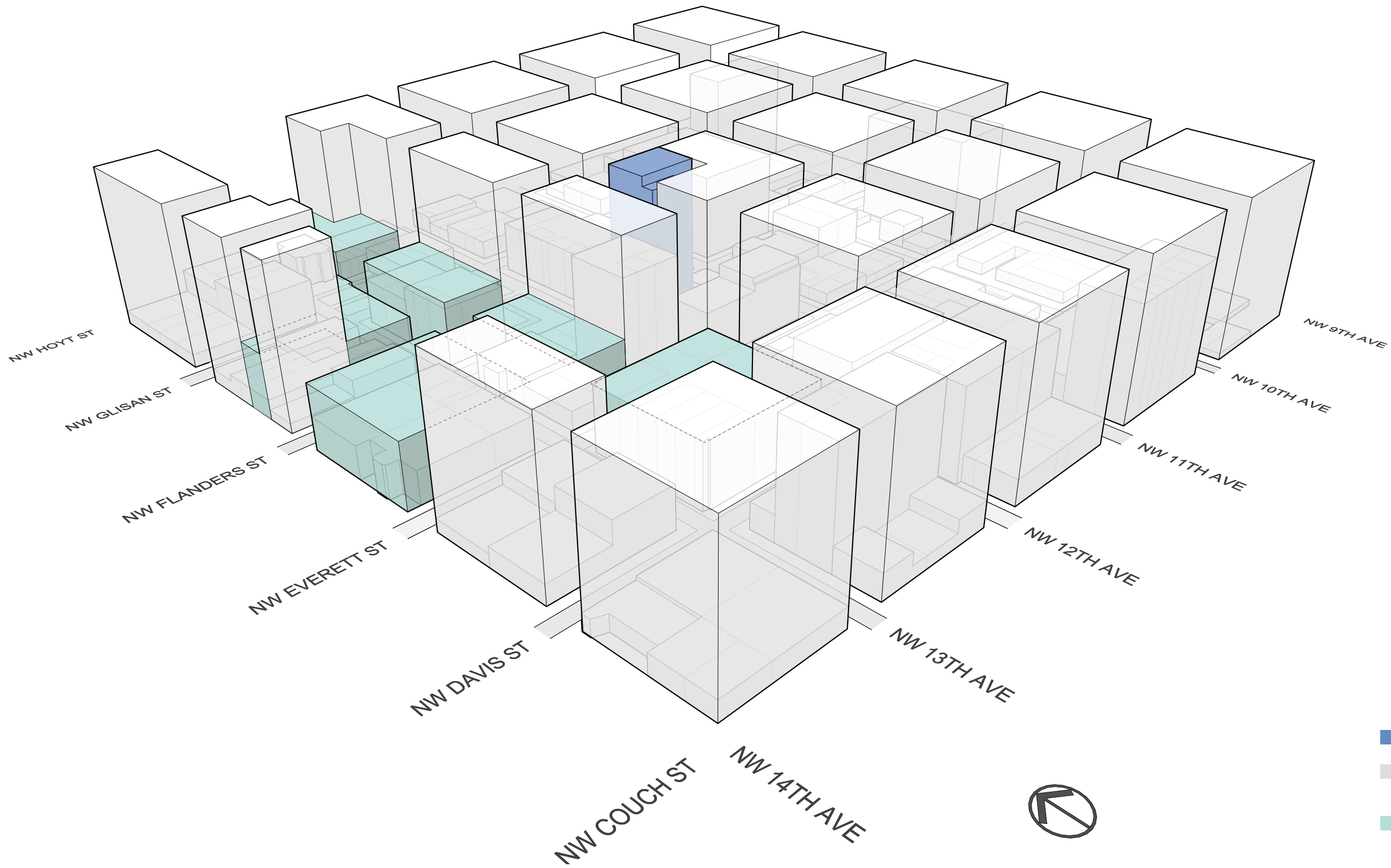
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- SITE
- (EXd) CENTRAL EMPLOYMENT ZONING & DESIGN OVERLAY
- (EXd-NW) CENTRAL EMPLOYMENT ZONING & DESIGN OVERLAY WITH NW 13TH AVE HISTORIC DISTRICT OVERLAY

# HYATT PLACE | DESIGN ADVICE REQUEST | EXISTING CONTEXT + HEIGHTS

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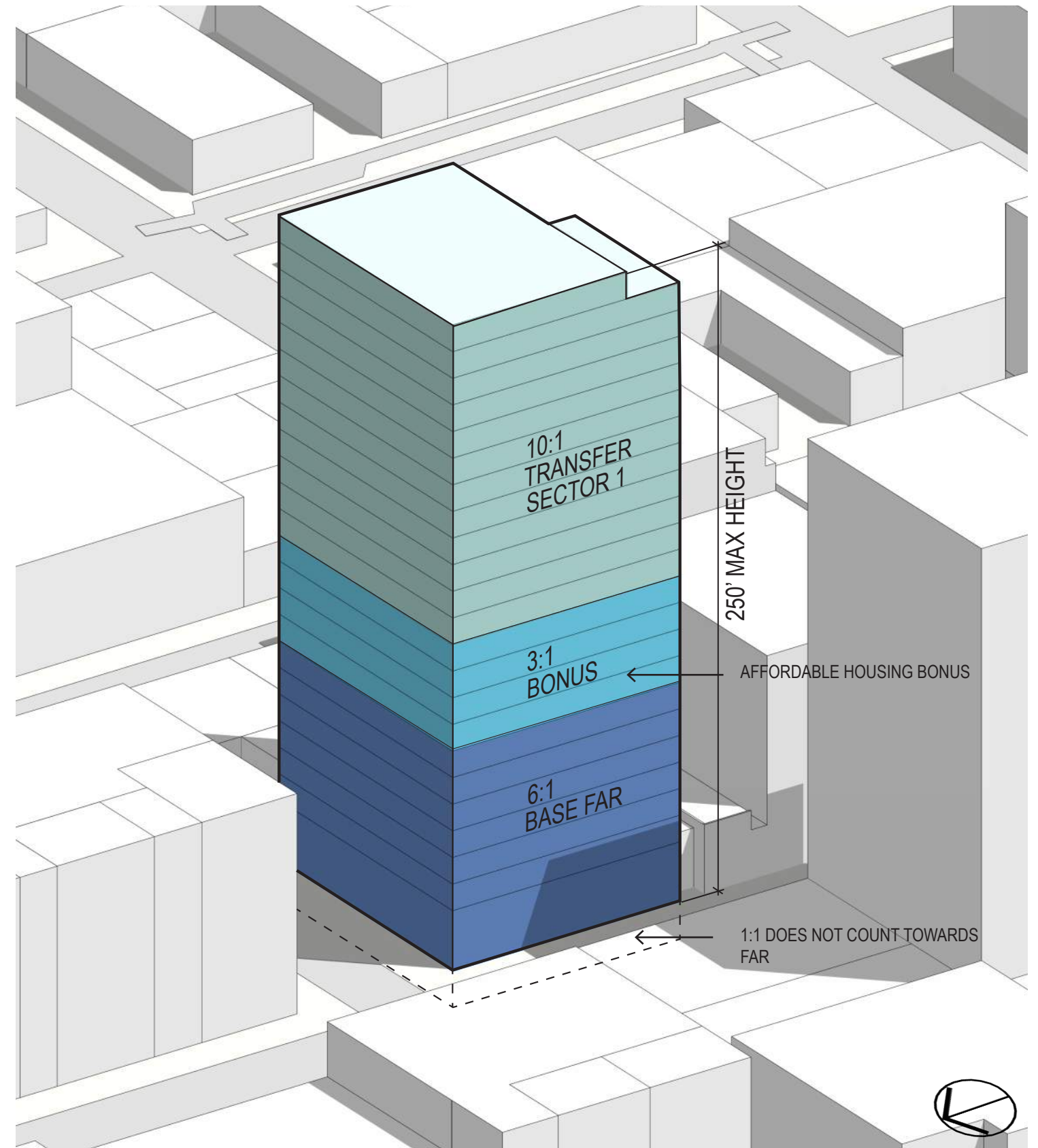
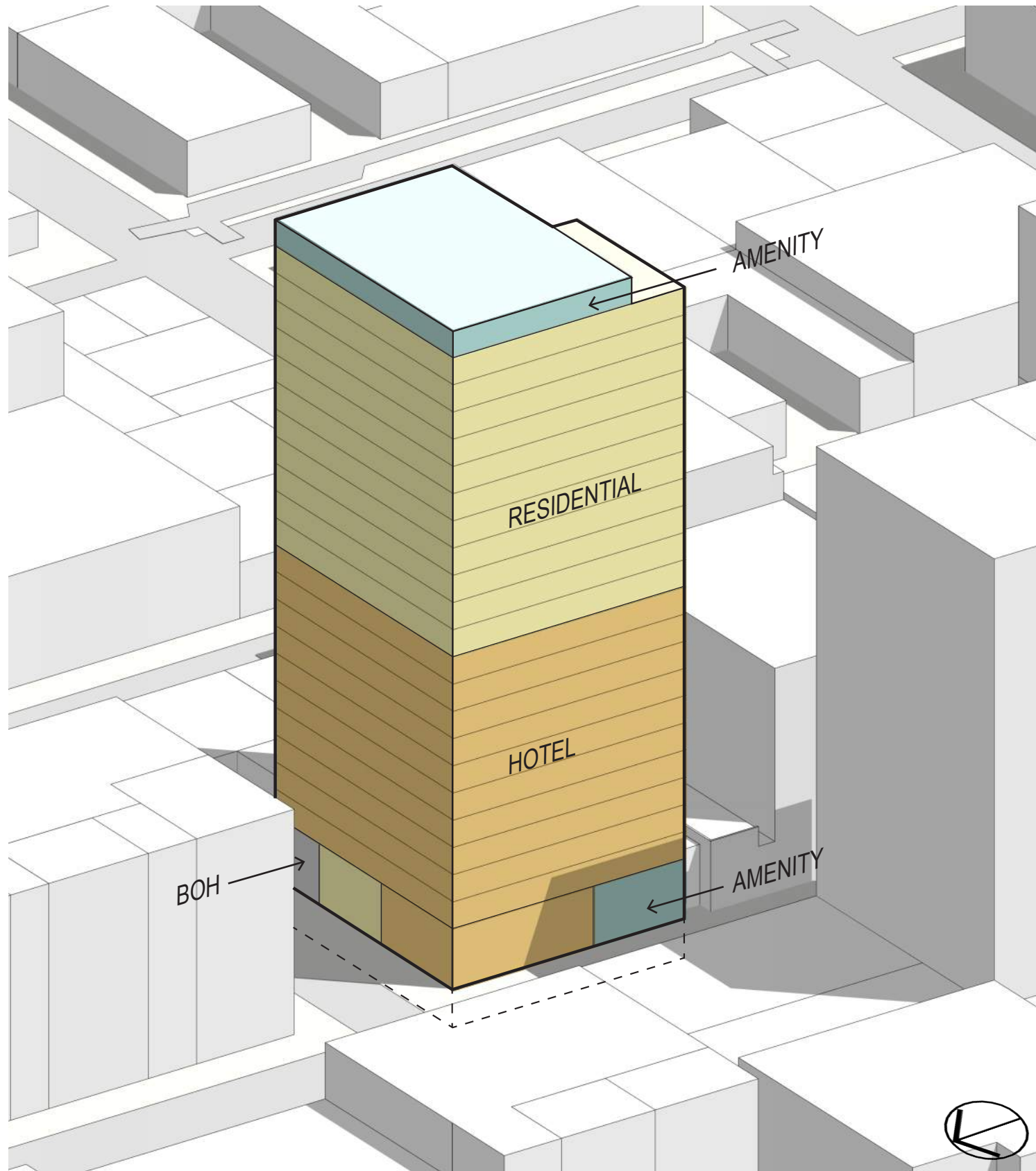


- SITE
- (EXd) CENTRAL EMPLOYMENT ZONING & DESIGN OVERLAY
- (EXd-NW) CENTRAL EMPLOYMENT ZONING & DESIGN OVERLAY WITH NW 13TH AVE HISTORIC DISTRICT OVERLAY

# HYATT PLACE | DESIGN ADVICE REQUEST | MAXIMUM ALLOWED HEIGHTS

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BUILDING 1 - MACKENZIE LOFTS



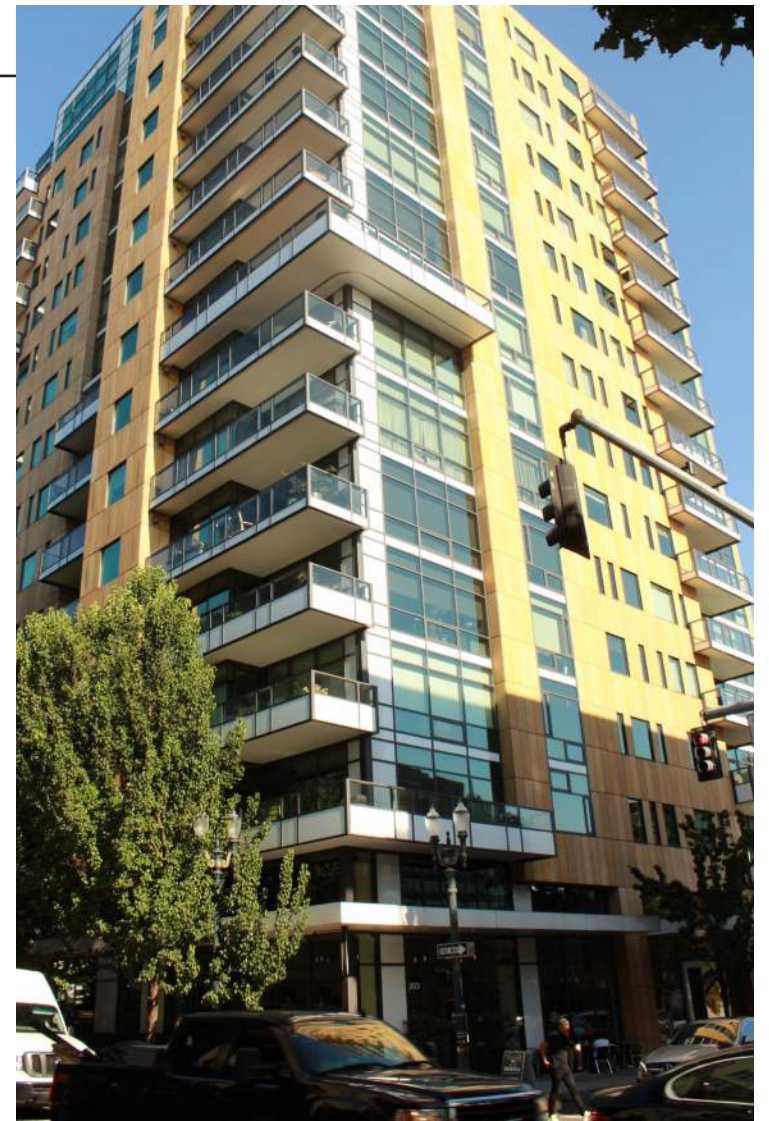
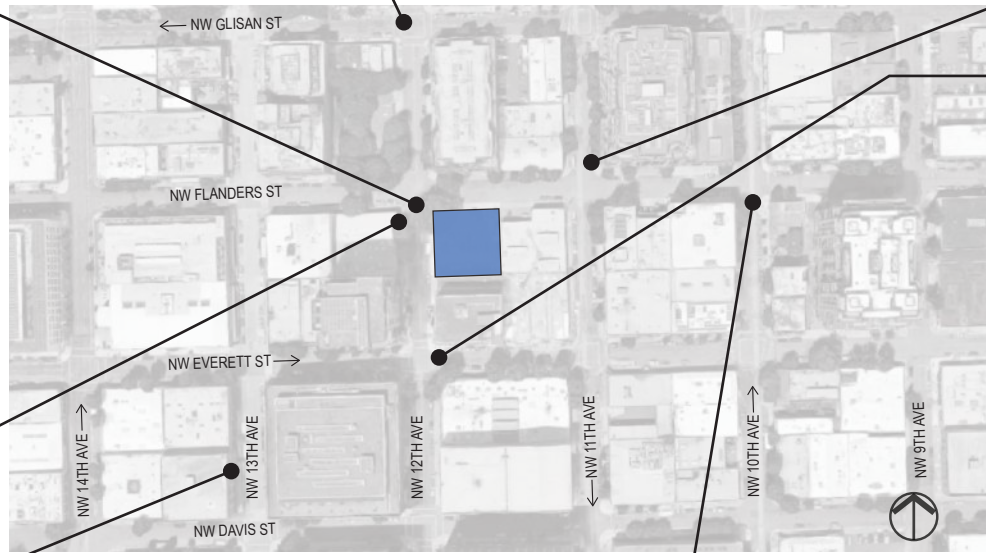
BUILDING 2 - THE CASEY CONDOMINIUMS



BUILDING 3 - CULTURED PEARL ANTIQUE STORE



BUILDING 4 - OAKWOOD



# HYATT PLACE | DESIGN ADVICE REQUEST | SITE CONTEXT - NEIGHBORHOOD BUILDINGS

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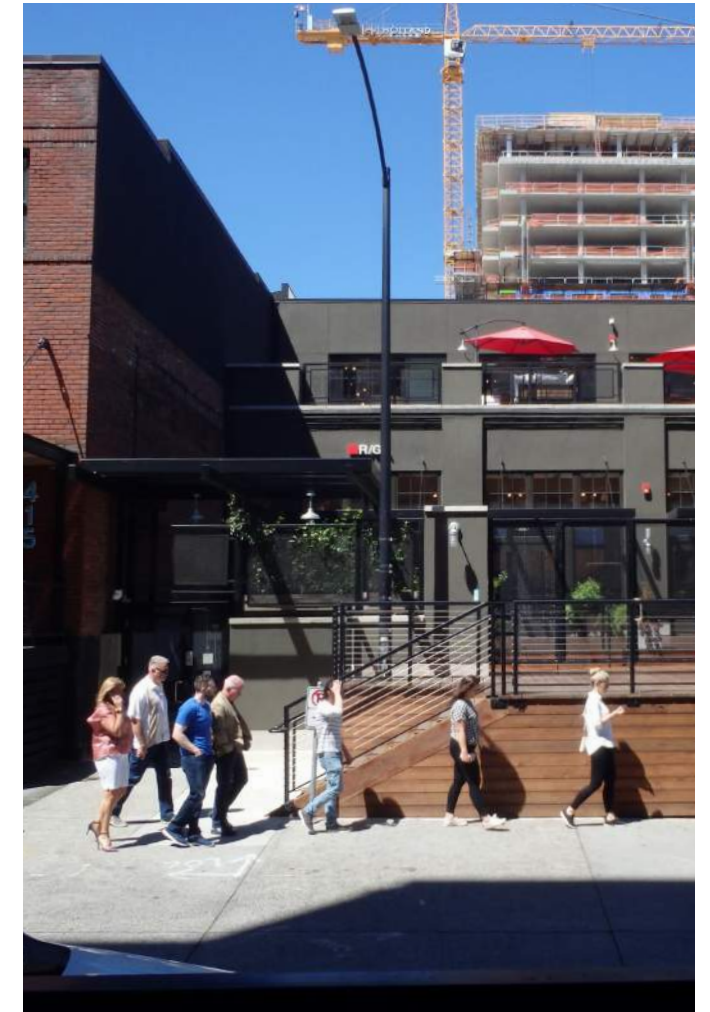
01 OUTDOOR SEATING AND WEATHER PROTECTION



02 OUTDOOR SEATING



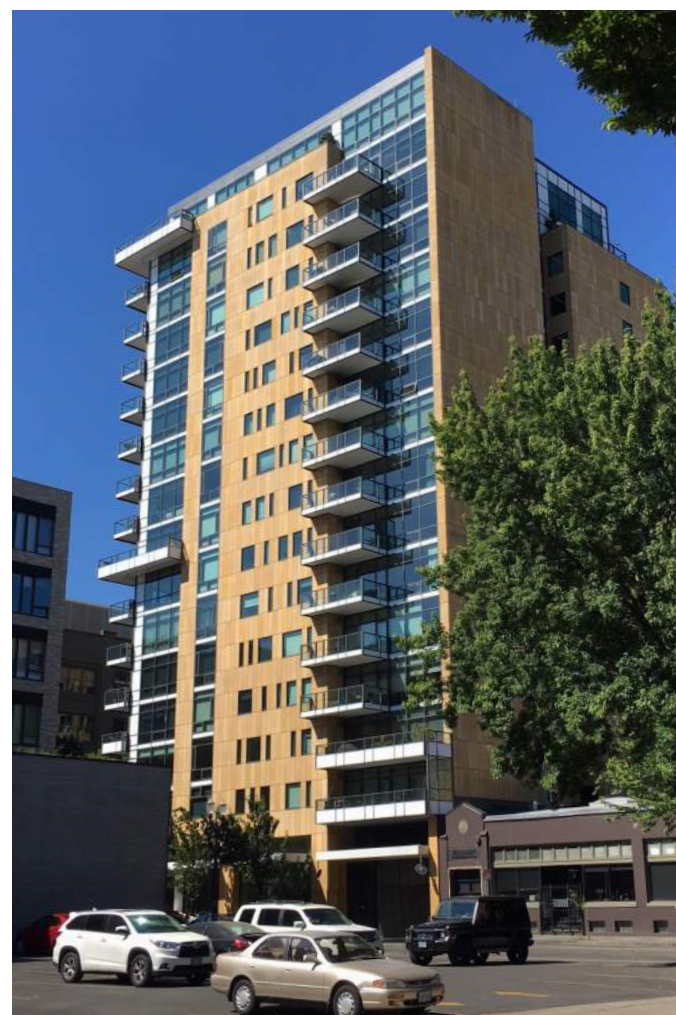
03 WEATHER PROTECTION



04 MULTI-TIERED PEDESTRIAN ZONE



01 937 CONDOMINIUMS



02 THE CASEY CONDOMINIUMS



03 THE LOUISA APARTMENTS

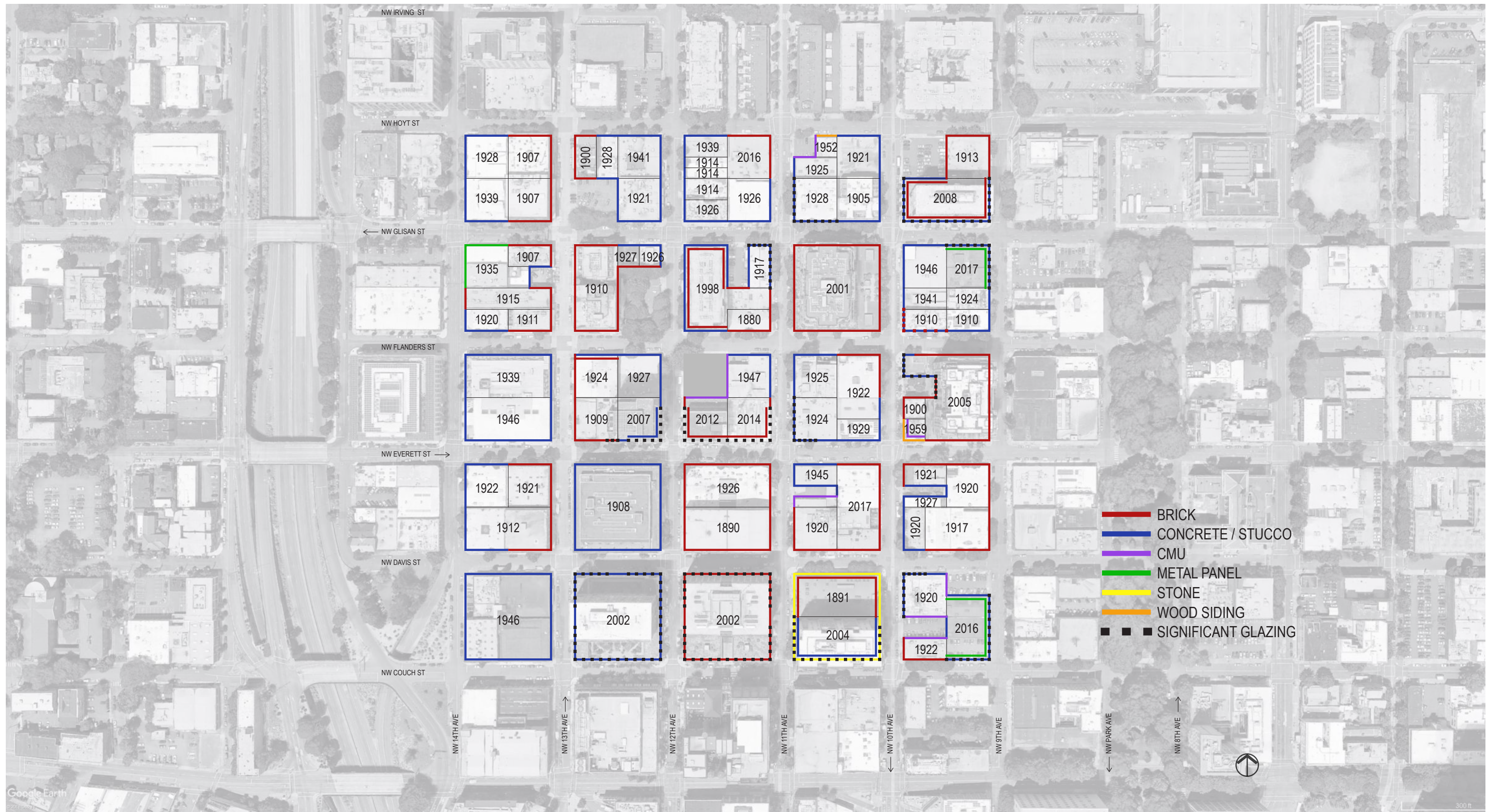


04 THE DIANNE APARTMENTS



# HYATT PLACE | DESIGN ADVICE REQUEST | SITE CONTEXT - MATERIALS

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# HYATT PLACE | DESIGN ADVICE REQUEST | SITE CONTEXT - MATERIALS + AGE

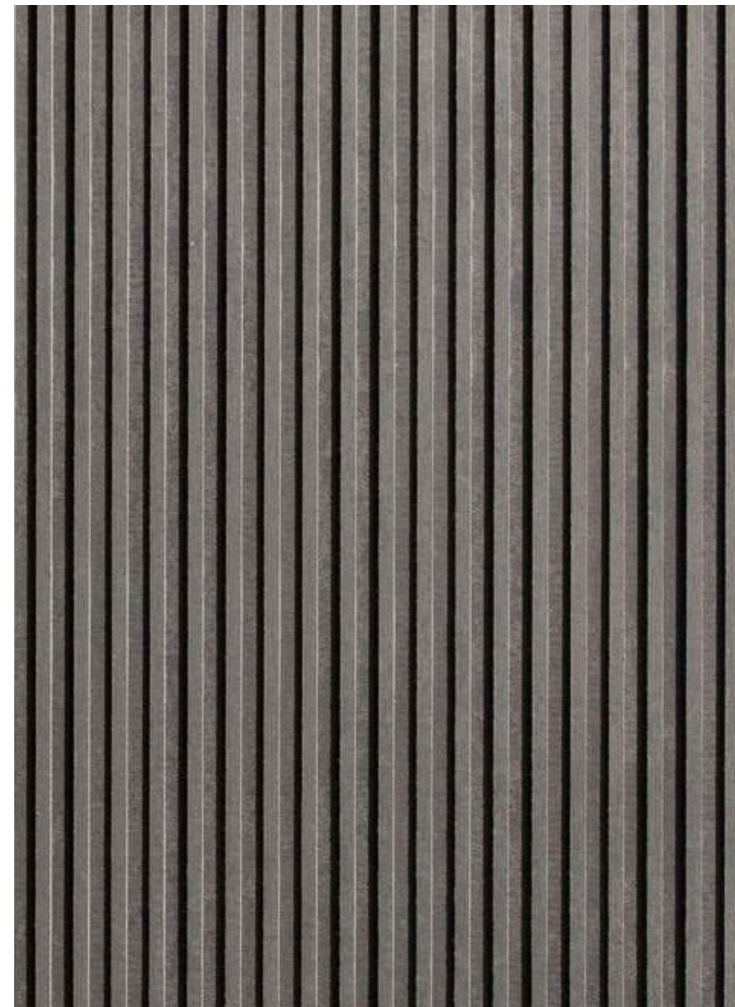
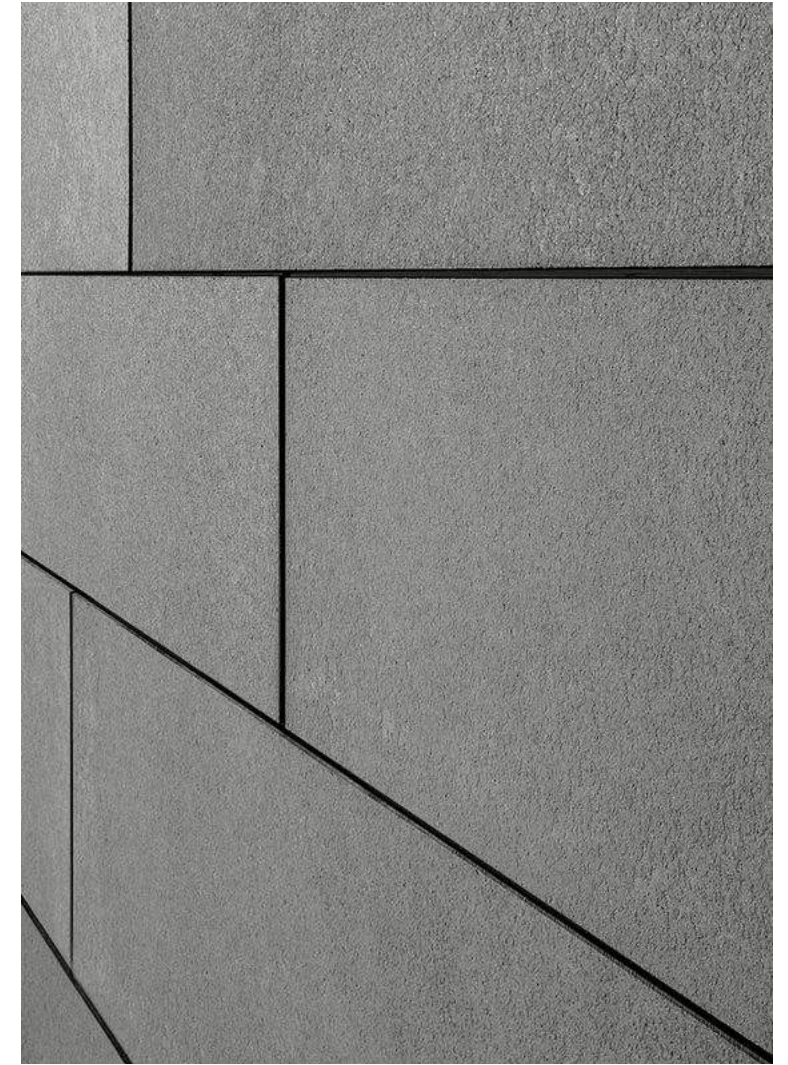
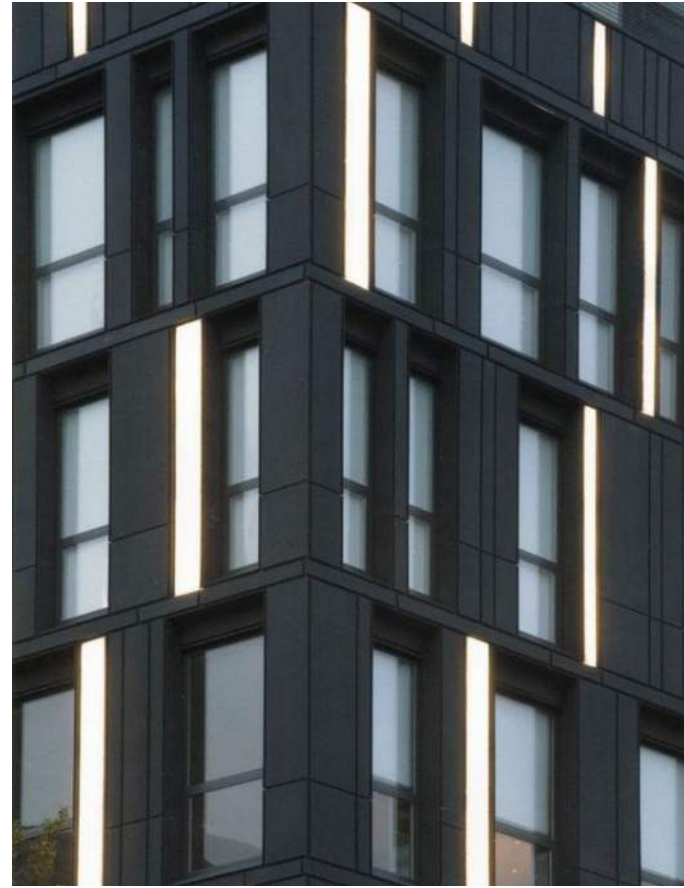
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**HYATT PLACE | DESIGN ADVICE REQUEST | SITE CONTEXT - STRONG GROUND LEVEL MATERIALS**

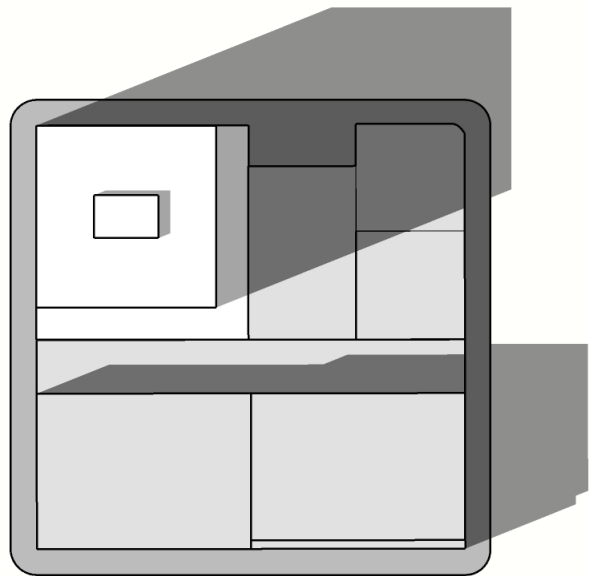
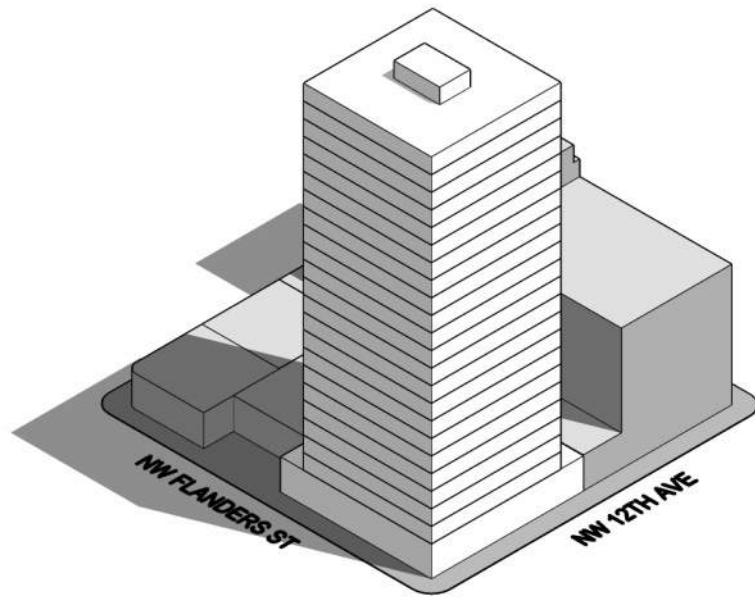
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**HYATT PLACE** | DESIGN ADVICE REQUEST | POTENTIAL BUILDING MATERIAL PALETTE

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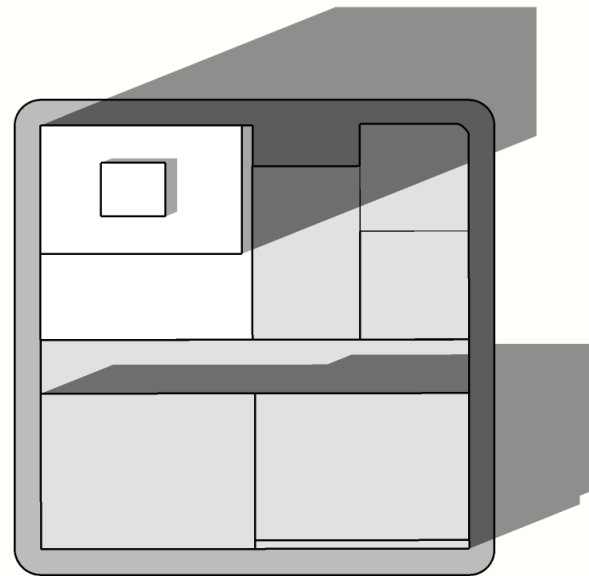
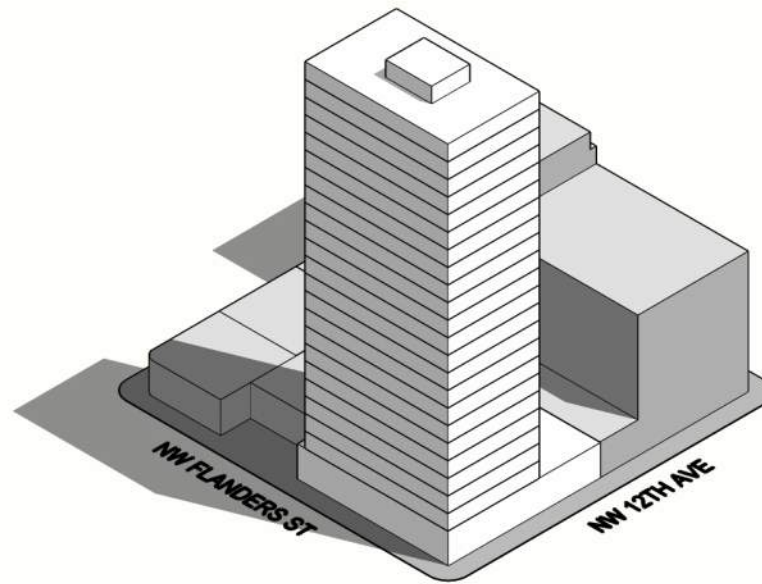
**ADVANTAGES**

- Large floor plates

**DISADVANTAGES**

- Inefficient floor plan
- Large scale is overwhelming

01 MASSING OPTION 1 - FULL BLOCK



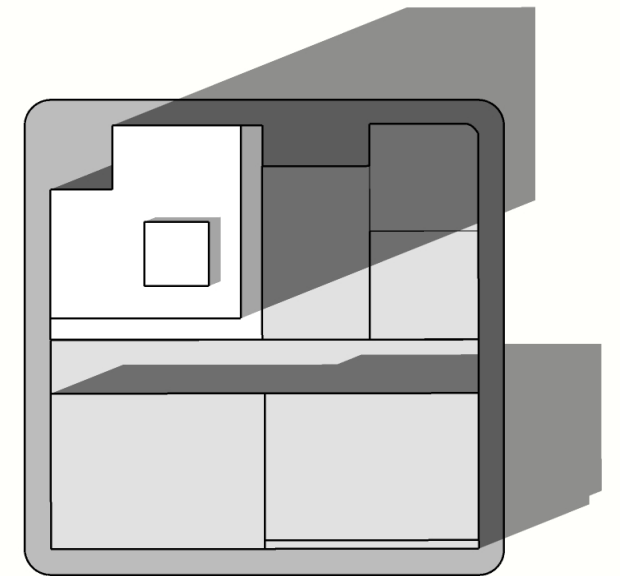
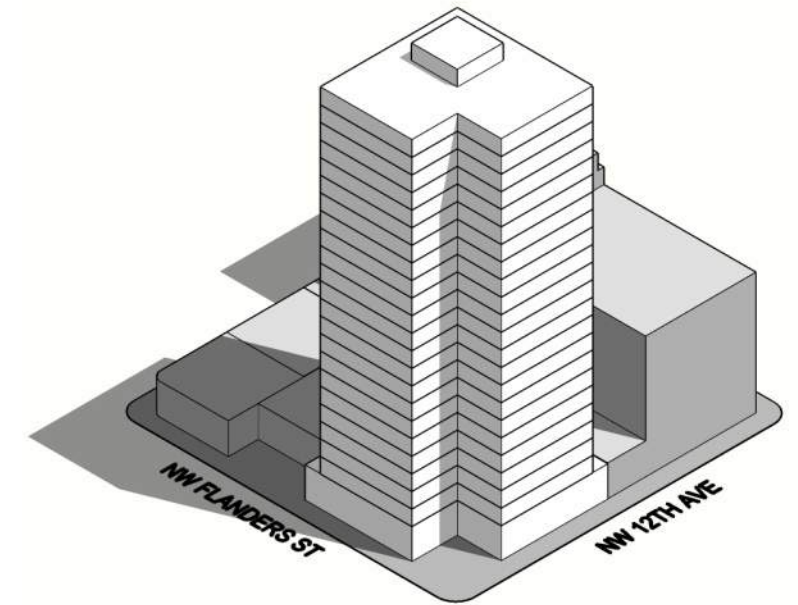
**ADVANTAGES**

- Efficient floor plan layout

**DISADVANTAGES**

- Not enough square footage for program

02 MASSING OPTION 2 - NORTH BAR BUILDING



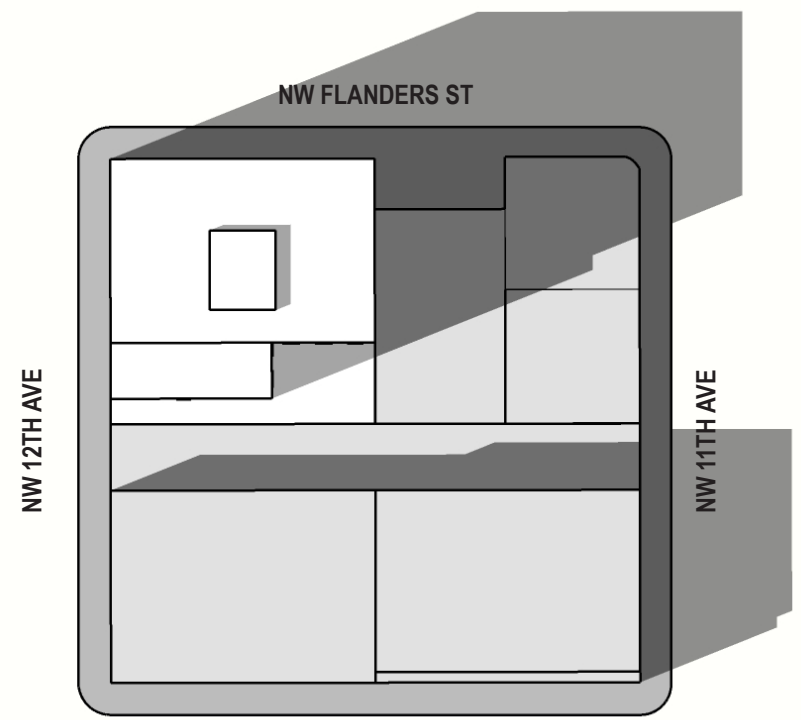
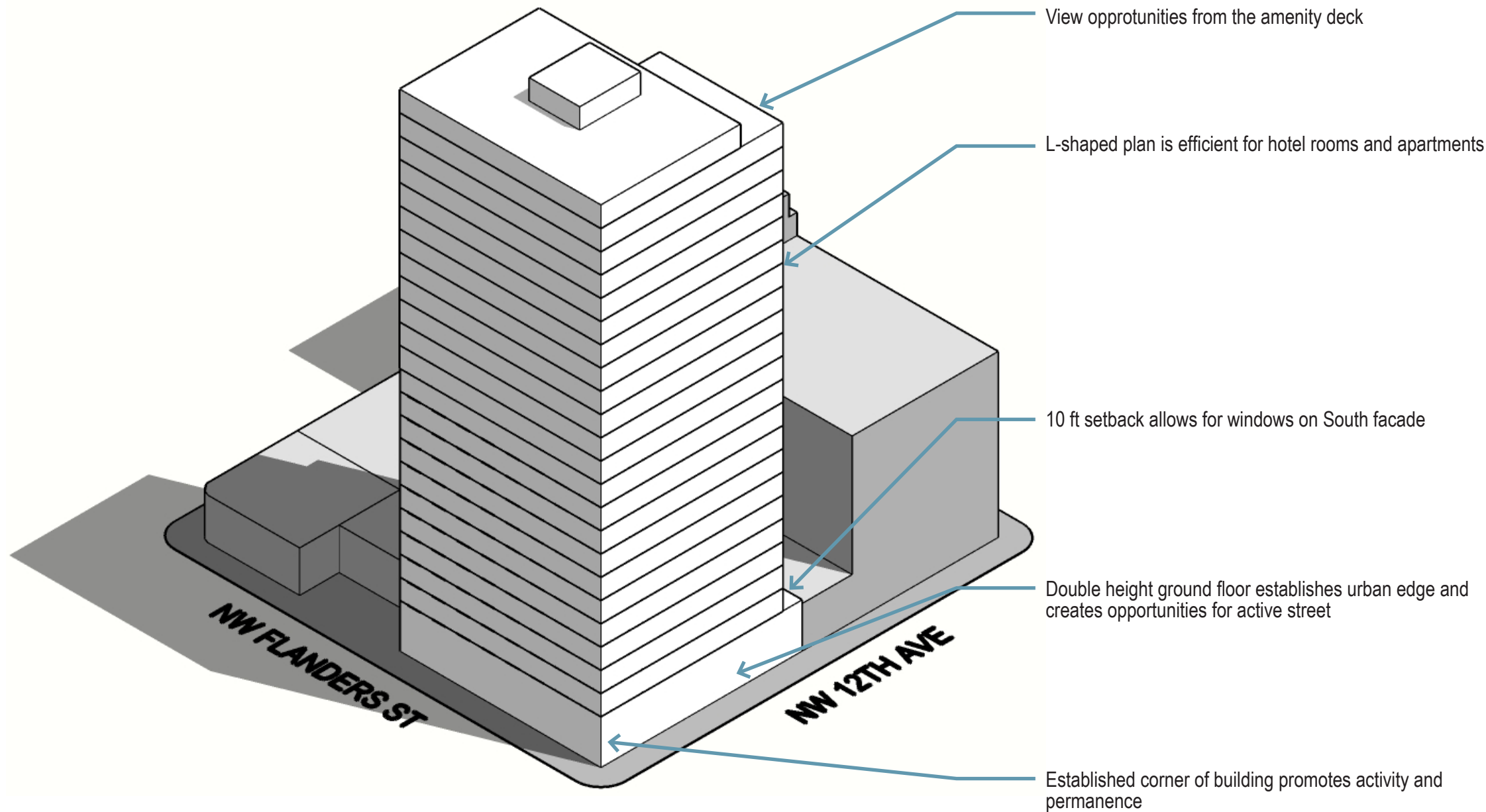
**ADVANTAGES**

- Preserves tree on corner of lot

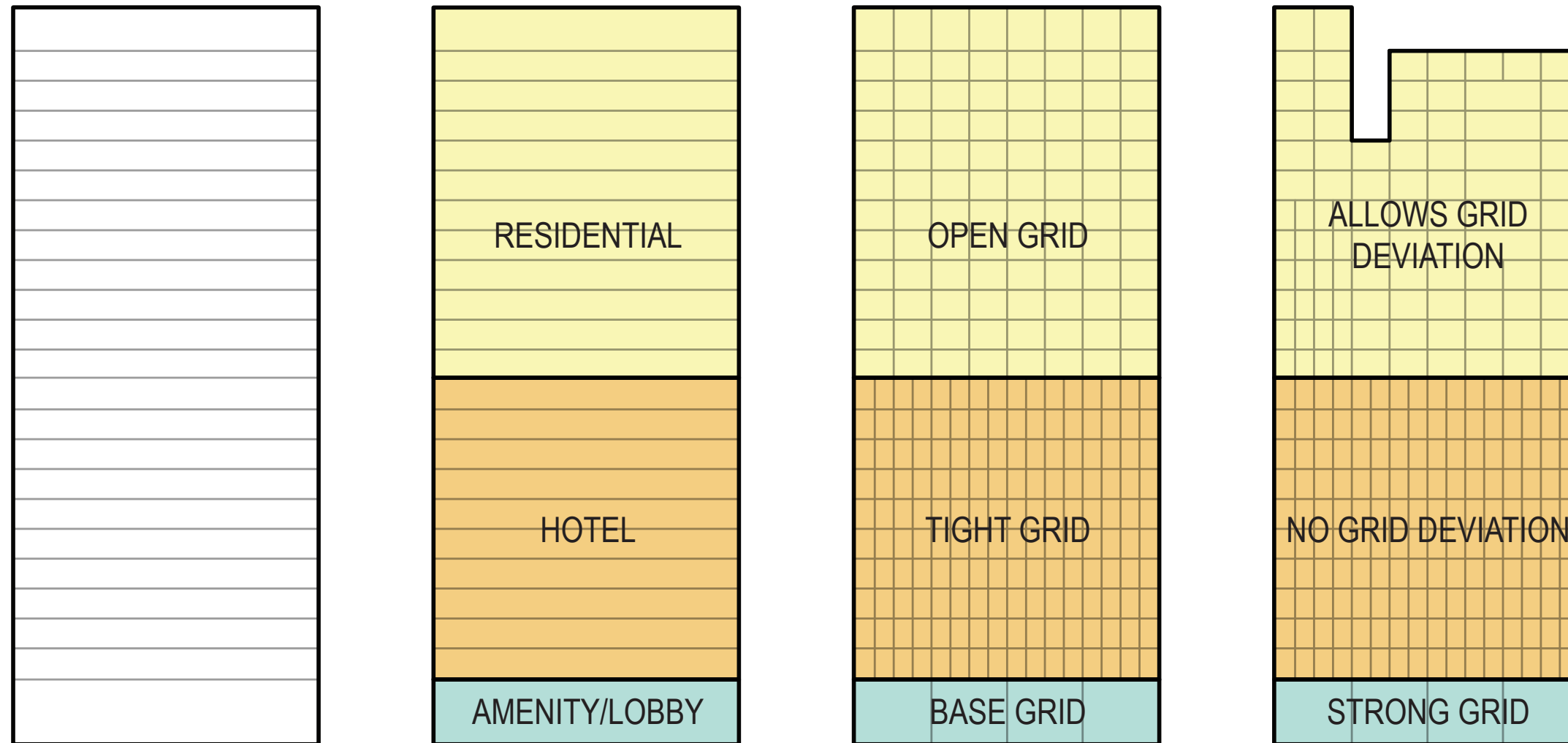
**DISADVANTAGES**

- No active corner of building
- Limited openings on South and East facades

03 MASSING OPTION 3 - REVERSE L-SHAPE



01 MASSING OPTION 1 - FULL BLOCK

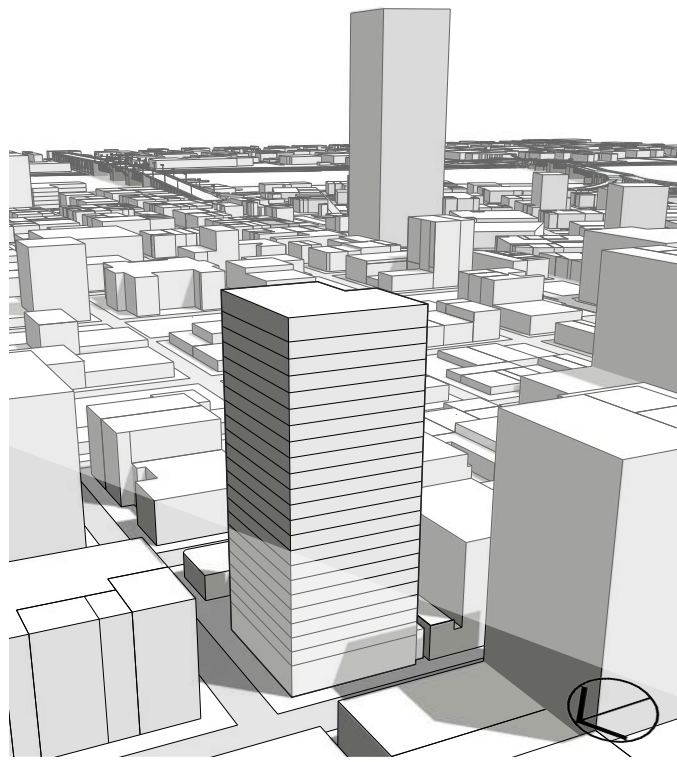


01 FLOOR LEVELS

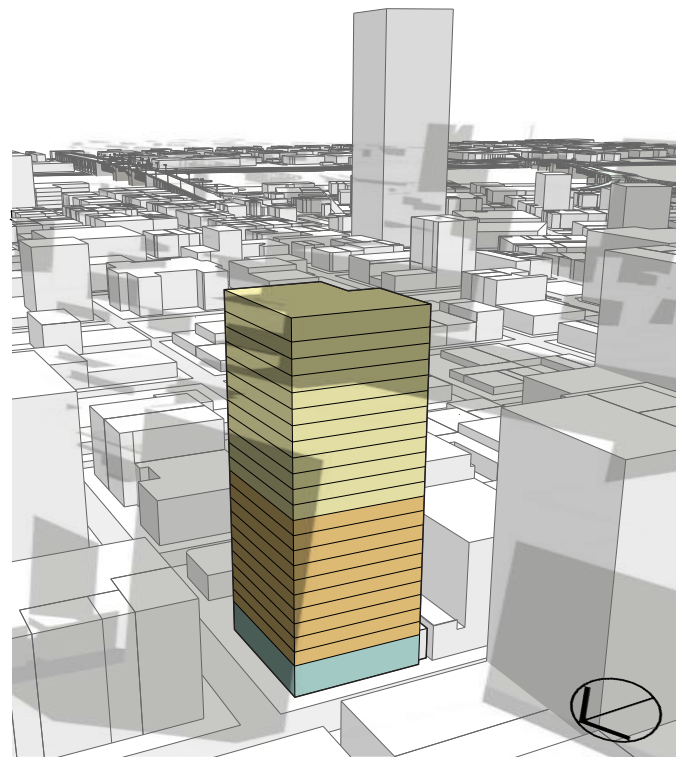
02 PROGRAM

03 GRID INTRODUCTION

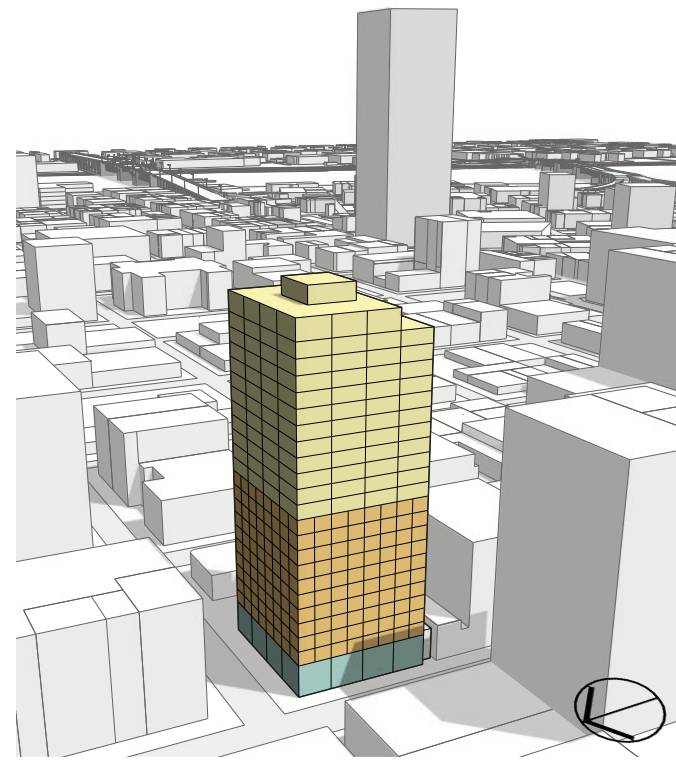
04 GRID MANIPULATION



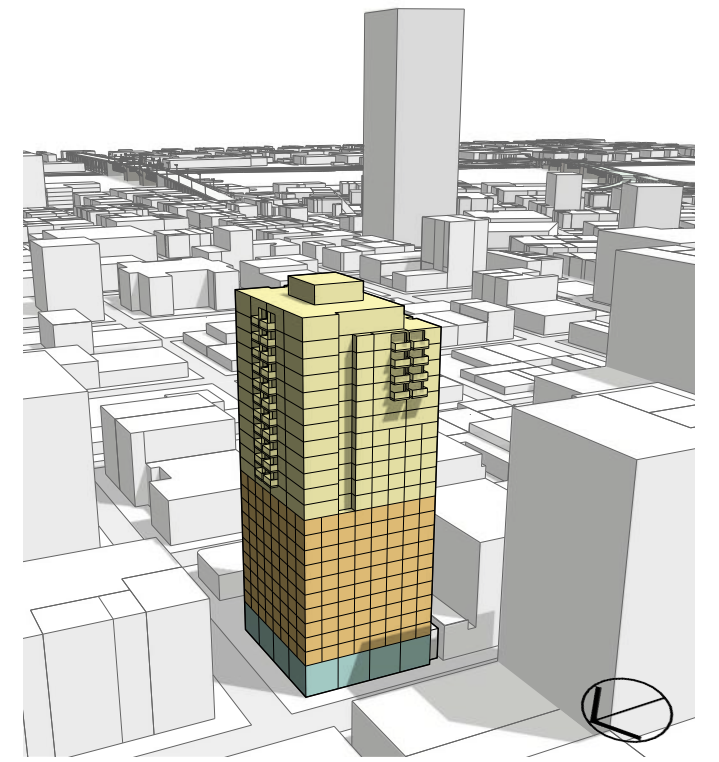
01 FLOOR LEVELS



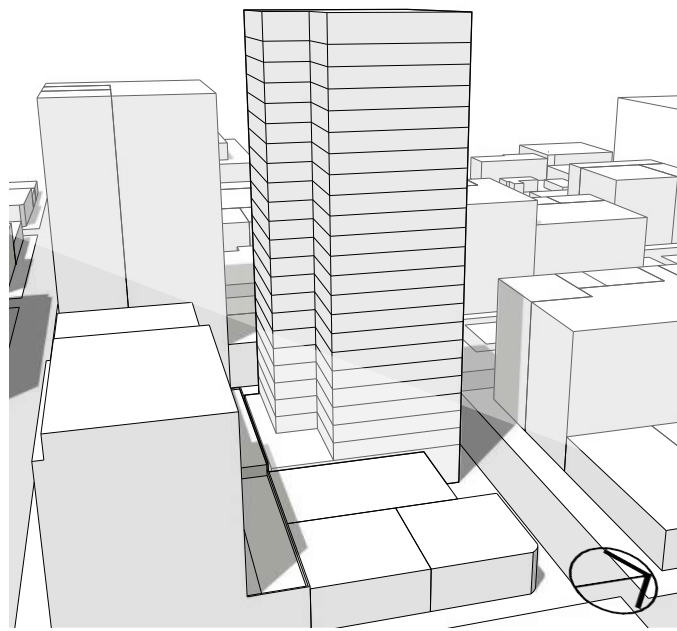
02 PROGRAM



03 GRID INTRODUCTION



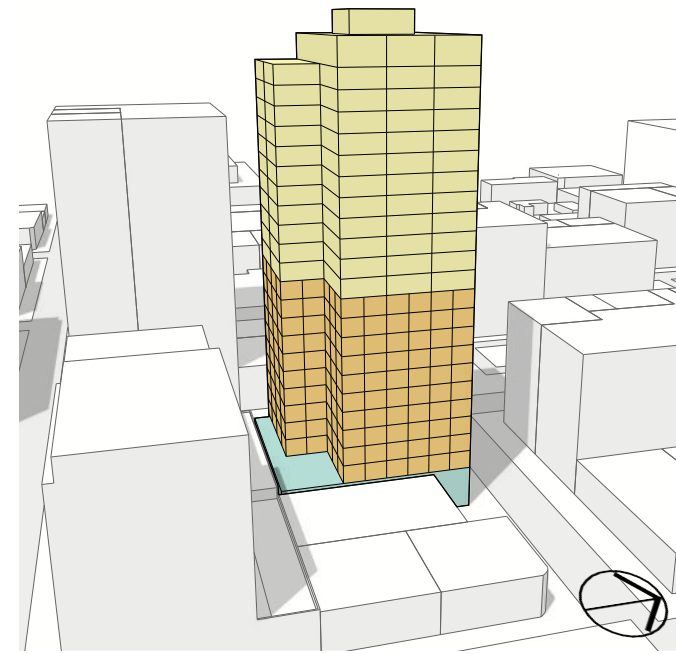
04 GRID MANIPULATION



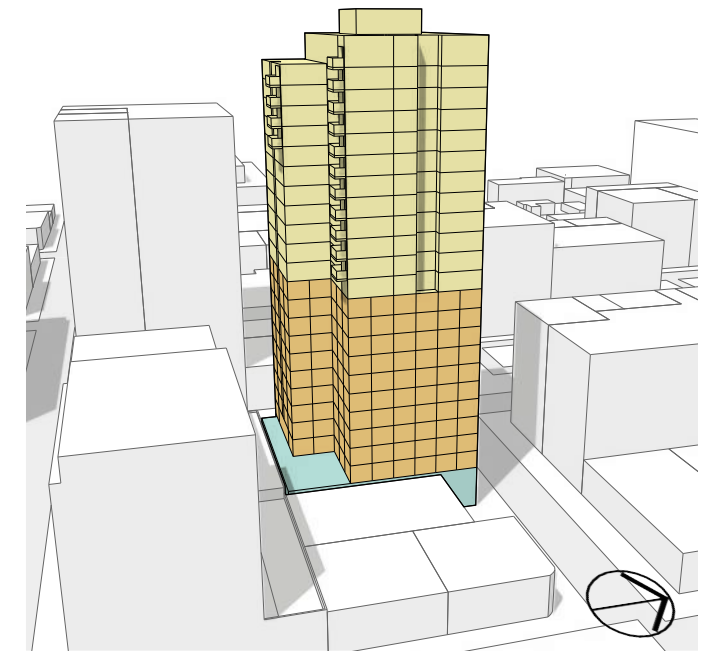
01 FLOOR LEVELS



02 PROGRAM



03 GRID INTRODUCTION



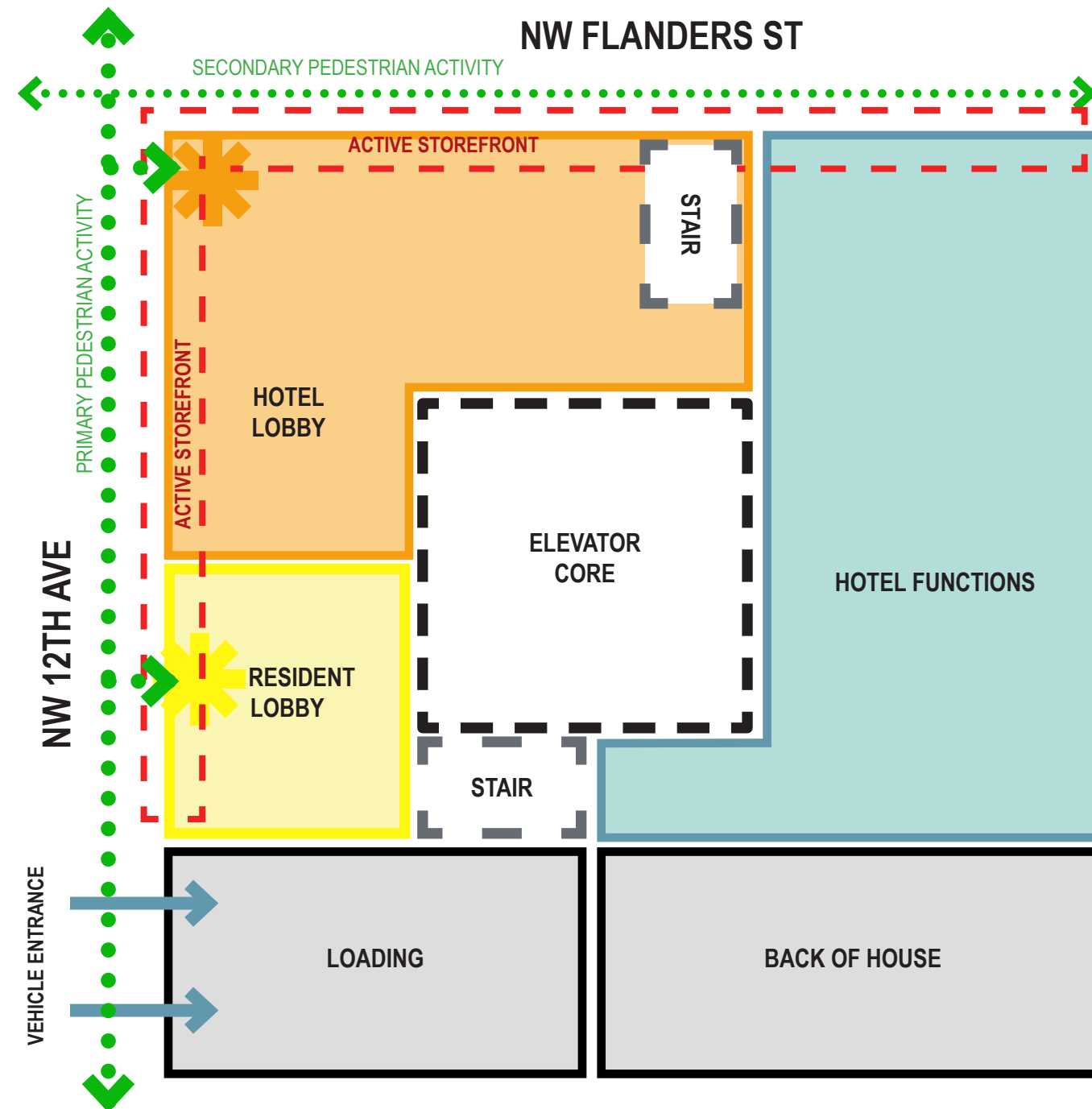
04 GRID MANIPULATION

LOADING ON NW 12TH AVE PUTS (3)  
 VEHICULAR LOADING AREAS AT MID-BLOCK

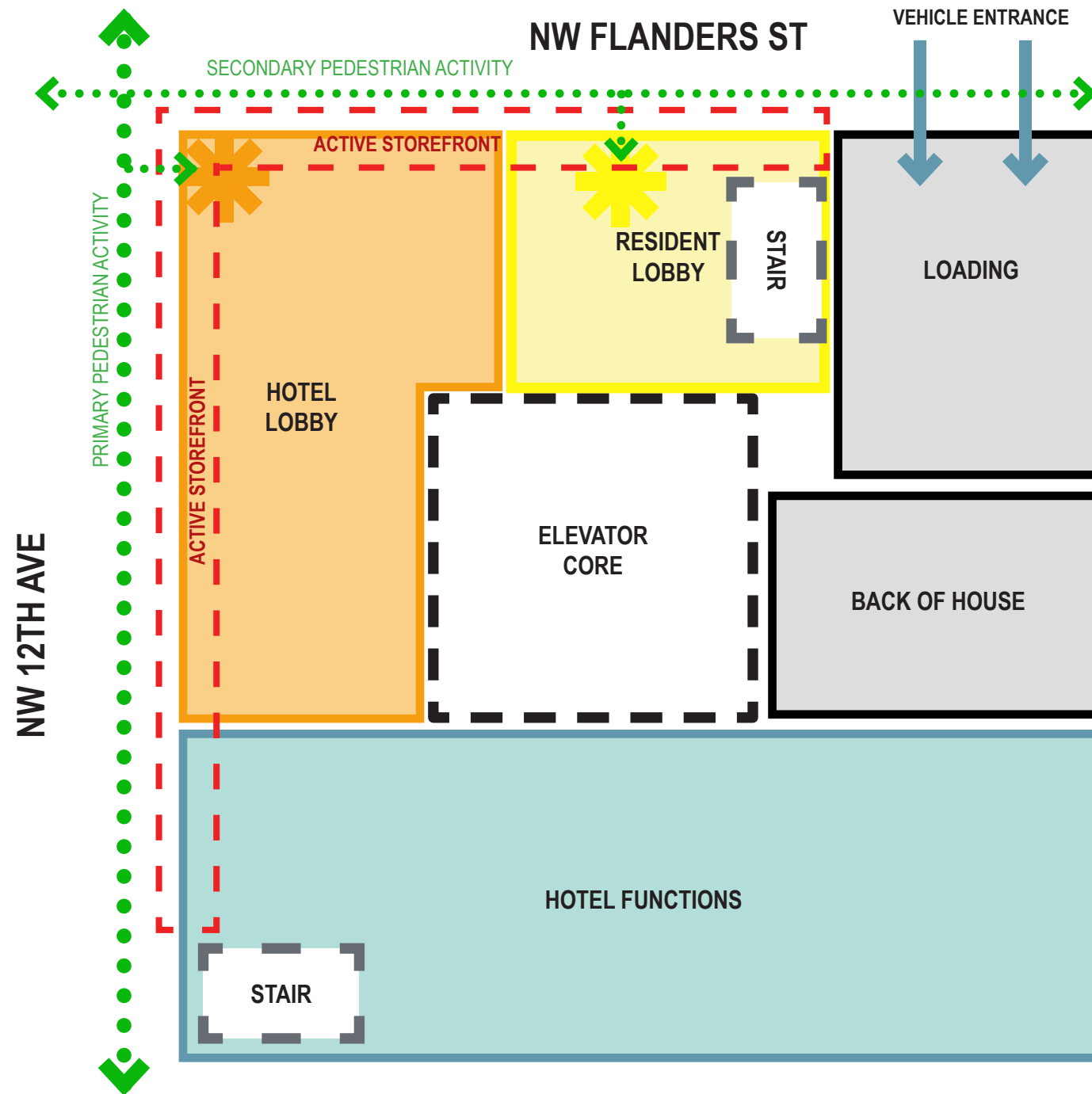
DISRUPTS THE SIDEWALK ACTIVITY LEVEL  
 ALONG NW 12TH AVE

HOSPITALITY FUNCTIONS FACE NORTH WITH  
 NO SUNLIGHT AND NO APPRECIABLE ACTIVE  
 STREET ALONG NW FLANDERS

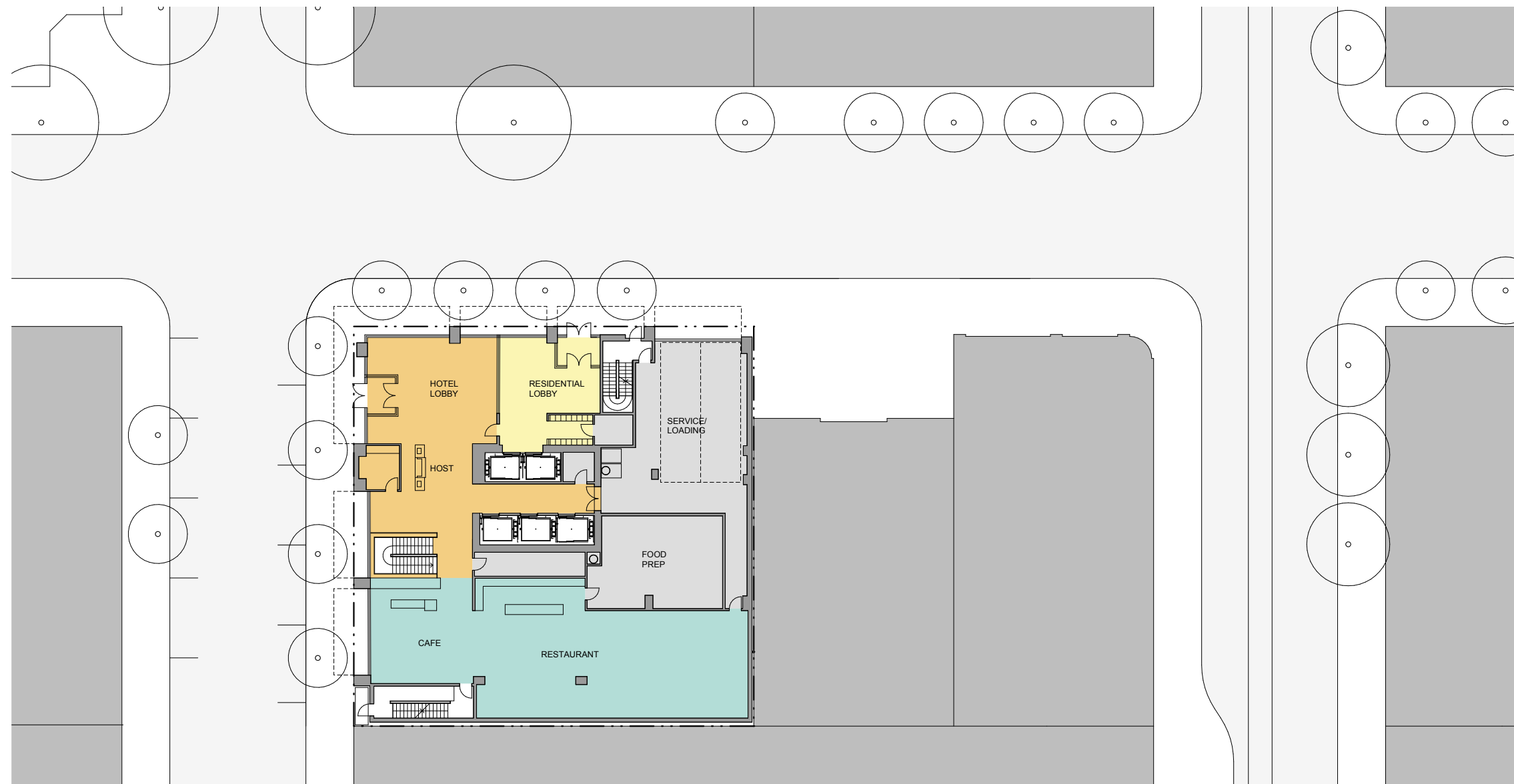
INTERNAL PLANNING COMPROMISED BY  
 HAVING RESIDENTIAL LOADING ENTRANCE  
 ON WEST SIDE



- MOST ACTIVE STREET ON 12TH AVE
- EXTENDS ACTIVE STREET NORTH TO MCKENZIE BLOCK
- COMPLEMENTS SIDEWALK ACTIVITY OF CAFFE UMBRIA
- LOADING SPACES ON NW FLANDERS ST ARE ACROSS FROM EXISTING PARKING ACCESS
- HOSPITALITY ON WEST FOR BETTER NATURAL LIGHT EXPOSURE
- PARKING ACCESS FOR JANEY IS ON 12TH SOUTH OF SITE

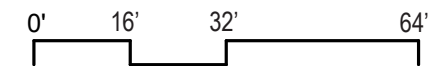


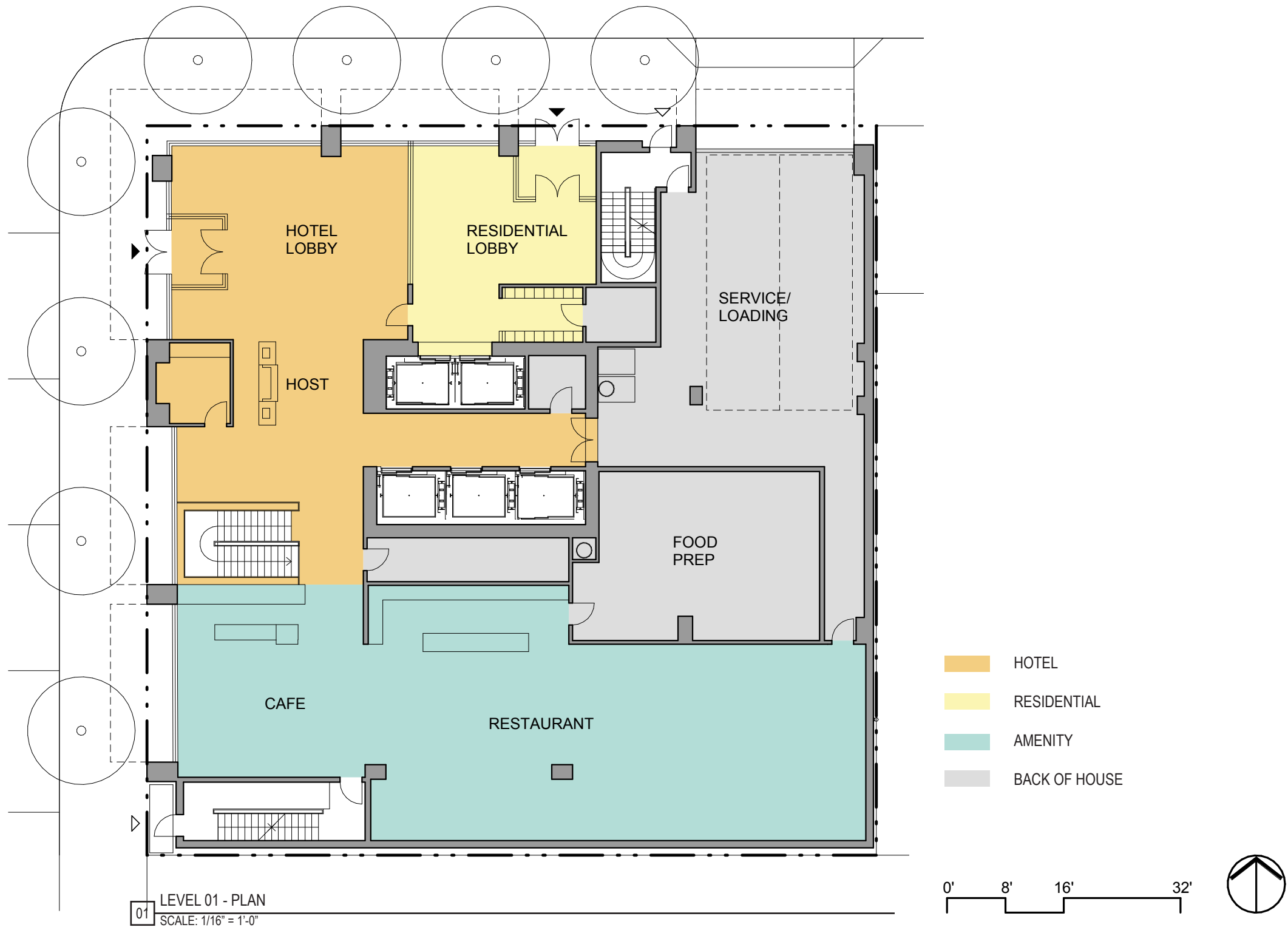




- HOTEL
- RESIDENTIAL
- AMENITY
- BACK OF HOUSE

01 SITE PLAN  
SCALE: 1/32" = 1'-0"

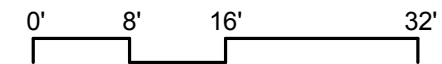


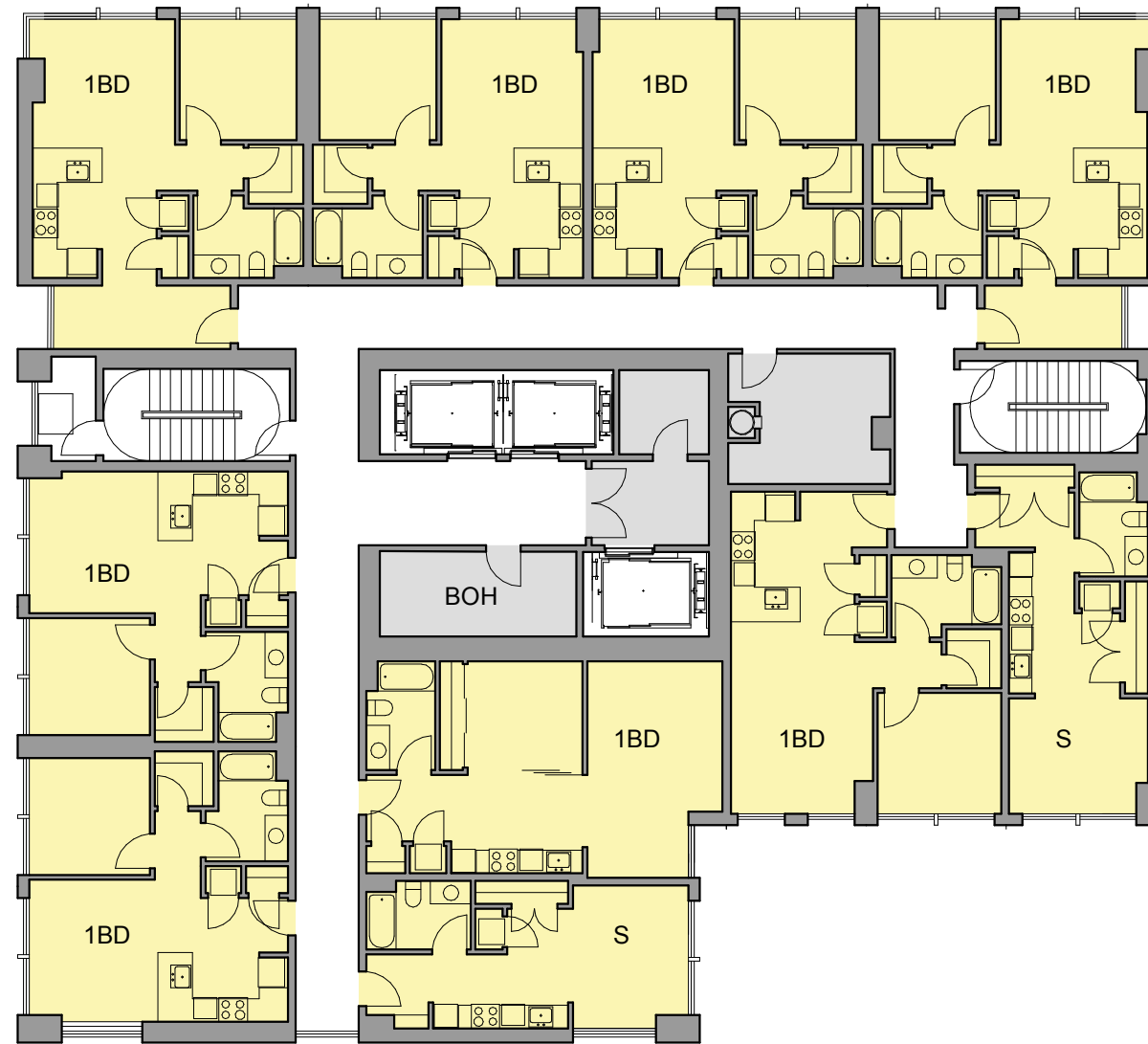




- HOTEL
- RESIDENTIAL
- AMENITY
- BACK OF HOUSE

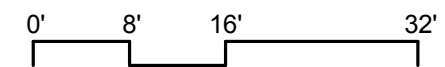
01 LEVELS 02 - 11 - PLAN  
SCALE: 1/16" = 1'-0"





- HOTEL
- RESIDENTIAL
- AMENITY
- BACK OF HOUSE

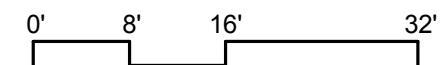
01 LEVELS 12 - 22 - PLAN  
SCALE: 1/16" = 1'-0"

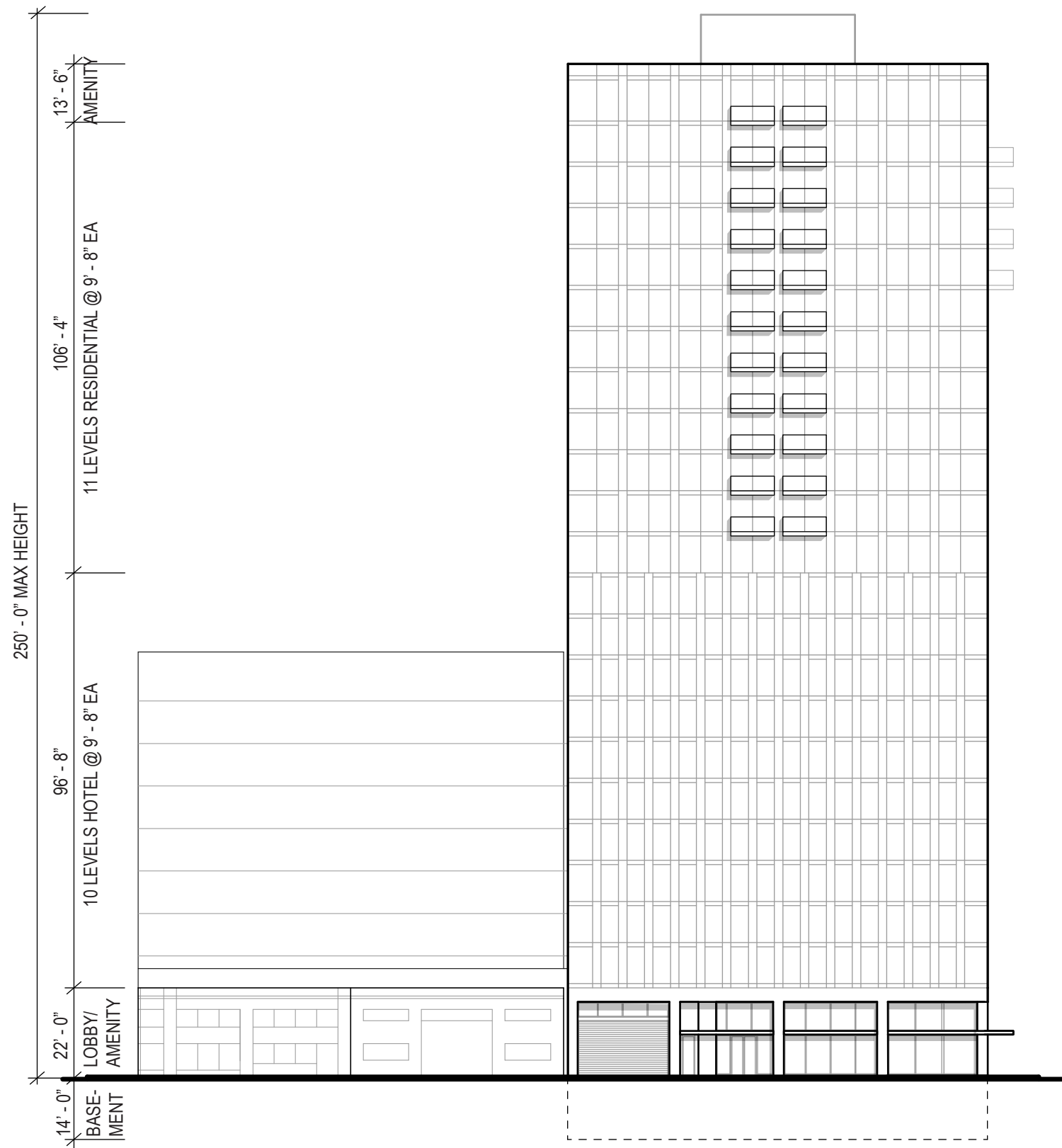




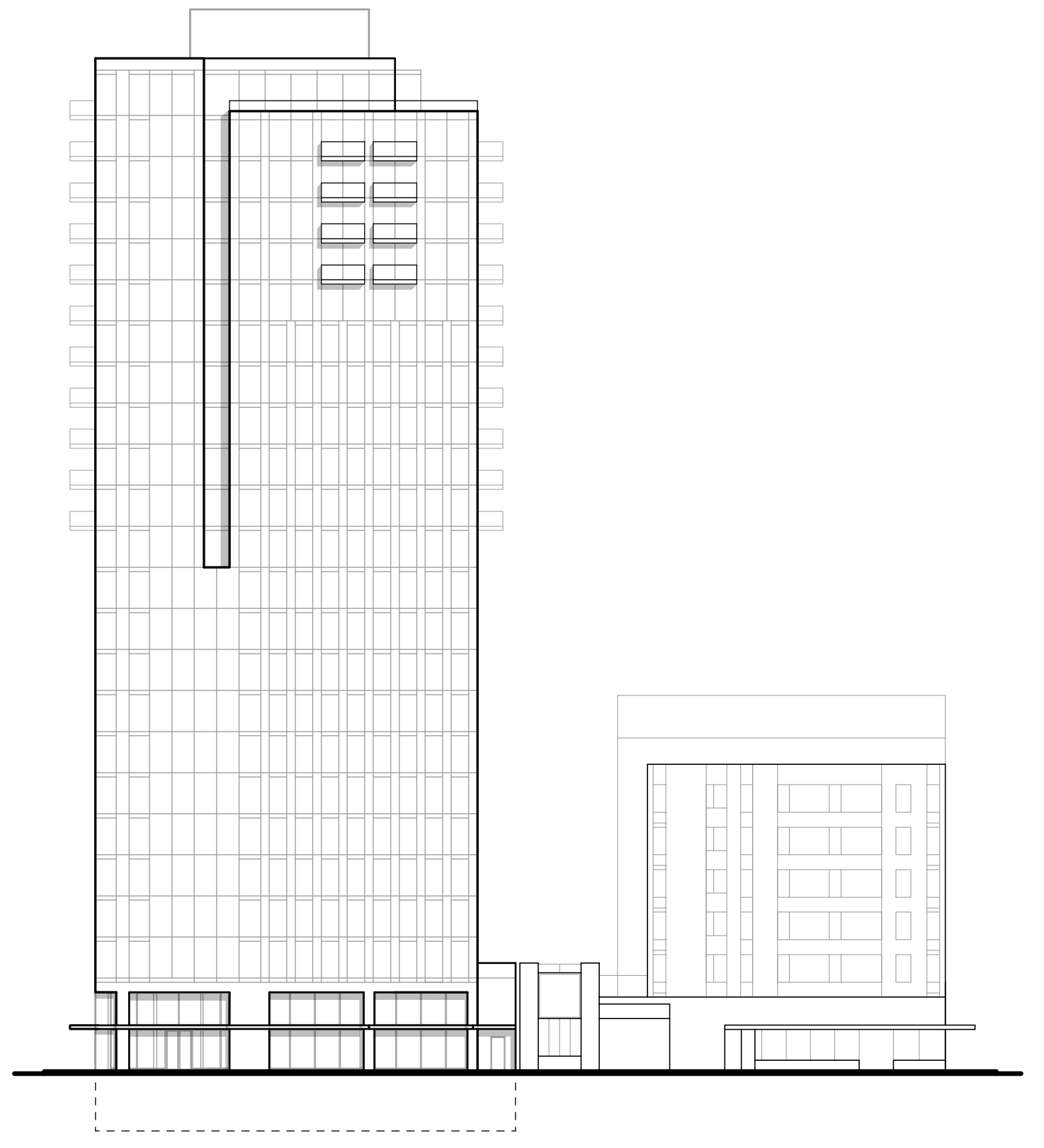
- HOTEL
- RESIDENTIAL
- AMENITY
- BACK OF HOUSE

01 LEVELS 23 - PLAN  
SCALE: 1/16" = 1'-0"





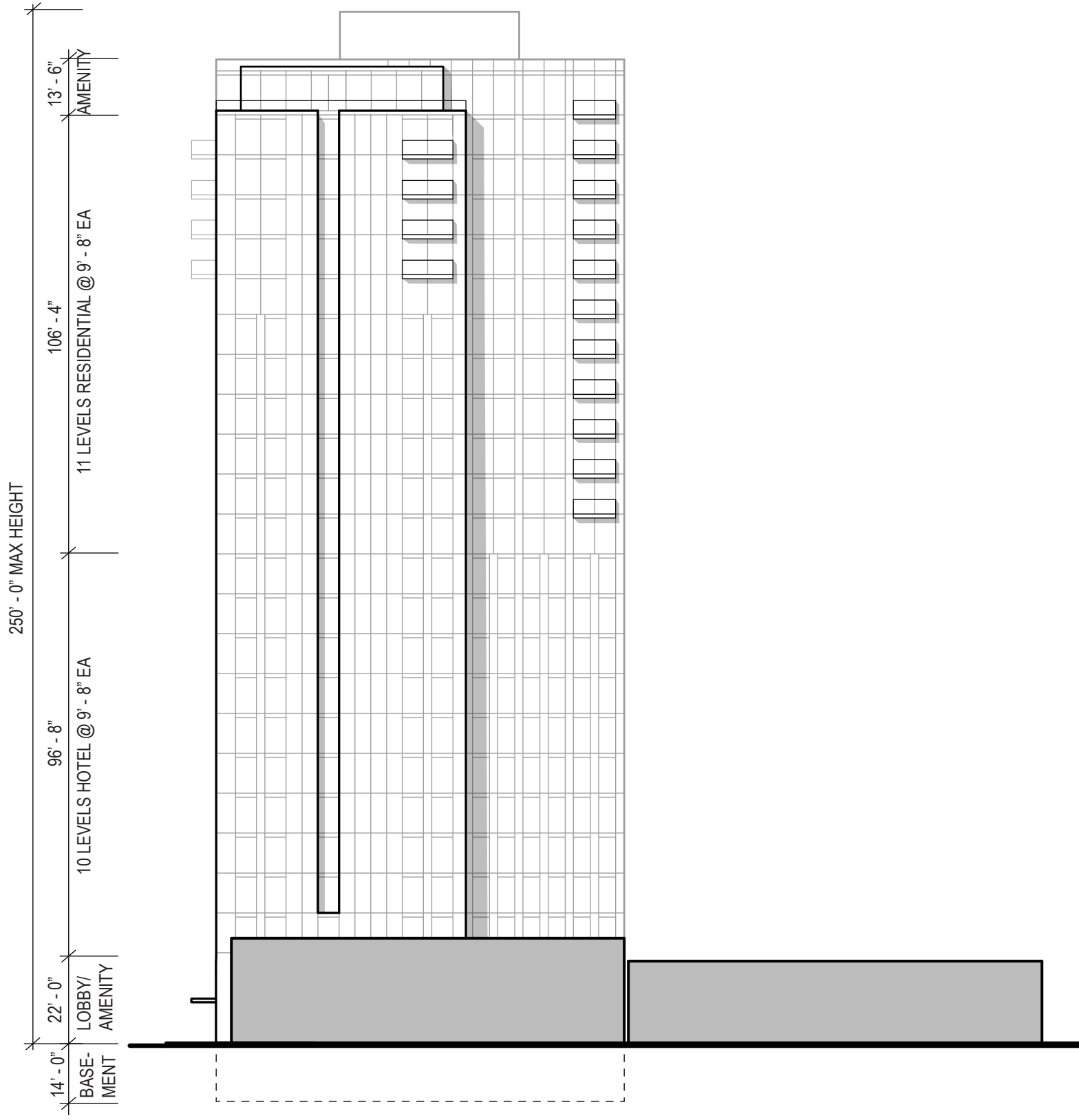
01 ELEVATION - NORTH  
SCALE: 1/32" = 1'-0"



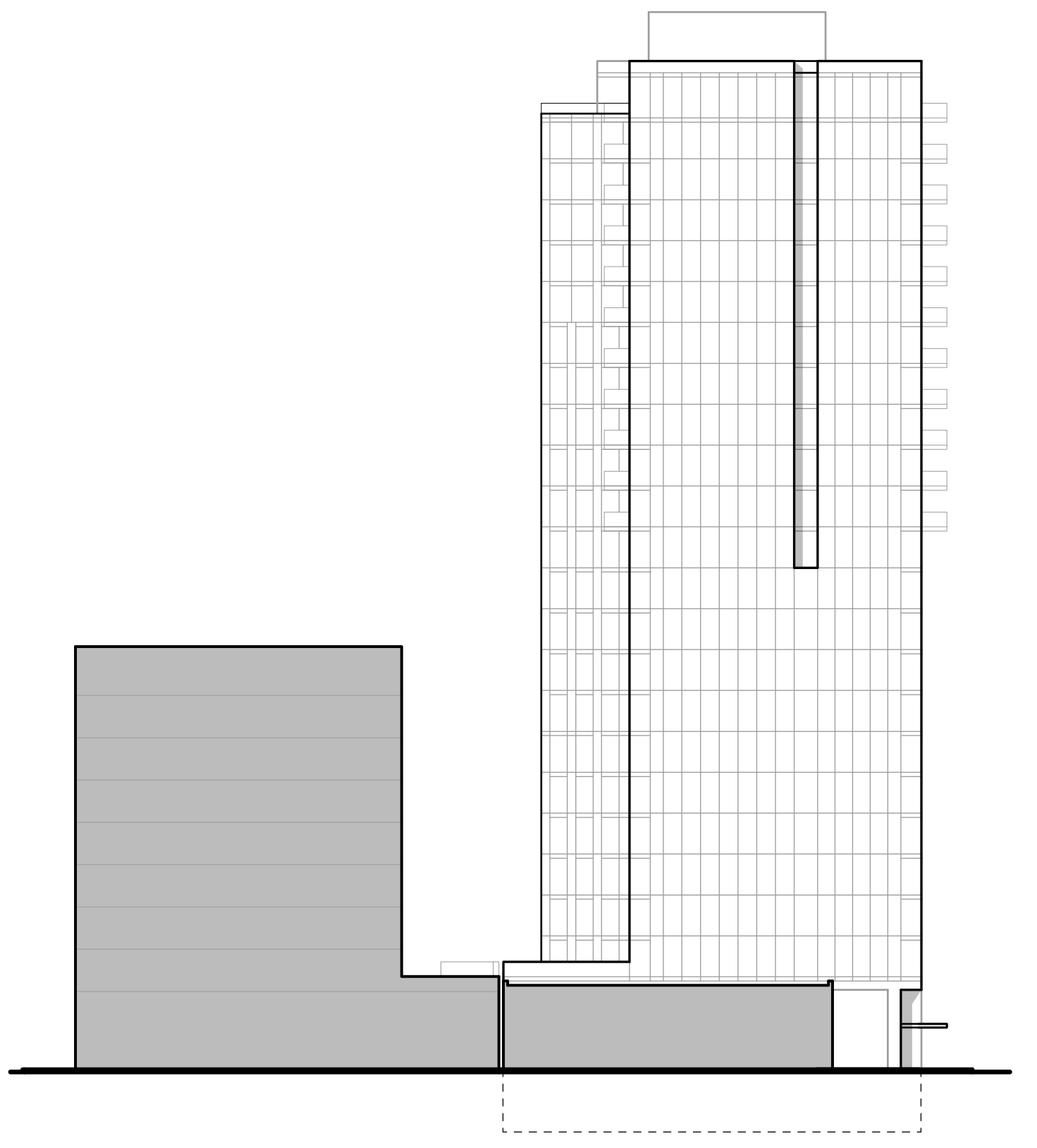
01 ELEVATION - WEST  
SCALE: 1/32" = 1'-0"

# HYATT PLACE | DESIGN ADVICE REQUEST | ELEVATIONS

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01 ELEVATION - SOUTH  
SCALE: 1/32" = 1'-0"



01 ELEVATION - EAST  
SCALE: 1/32" = 1'-0"

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