



City of Portland Design Commission

Design Advice Request

SUMMARY MEMO

Date: October 18, 2018
To: Li Alligood, Otak, Inc.
From: Jill DeCoursey, Design Review
503.823.7314 | Jill.DeCoursey@portlandoregon.gov
Re: EA 18-210300 DA – 350 NW 12th Avenue | Hyatt Place
Design Advice Request Commission Summary Memo – October 4, 2018

Thank you for taking advantage of the opportunity to hold a Design Advice Request regarding your project. I hope you find it informative and valuable as you continue with your project development. Following, is a summary of the comments provided by the Design Commission at the October 4, 2018 Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. To review those recordings, please visit: <https://efiles.portlandoregon.gov/Record/12123710/>.

These Design Commission comments are intended to guide you in further design exploration of your project. These comments may also inform City staff when giving guidance over the course of future related land use reviews. It should be understood that these comments address the project as presented on October 4, 2018. As the project design evolves, the comments, too, may evolve or may no longer be pertinent.

Design Advice Requests are not intended to substitute for other Code-required land use or legislative procedures. Please keep in mind that the formal Type III land use review process [which includes a land use review application, public notification and a Final Decision] must be followed once the Design Advice Request meetings are complete, if formal approval for specific elements of your project is desired.

Please continue to coordinate with staff as you prepare your Type III Land Use Review Application.

Encl:
Summary Memo

Cc: Design Commission
Respondents

Executive Summary. The commission was generally supportive of the project concept and scale but would like to see additional development of the project's massing and tower design. Commission supported moving the loading access to NW 12th Avenue. Commission was open to a variety of exterior materials if they are of high quality and well detailed.

Commissioners Present. Commissioner Clarke, Commissioner Molinar, Commissioner Rodriguez, Commissioner Santner, Commissioner Vallaster

Summary of Comments. Following is a general summary of Commission comments by design tenet.

CONTEXT

1. **Massing.** The Commission requested further study and development of the massing of the proposal. The Commission voiced general support for the height and density of the proposal but requested that a more sculpted and articulated tower be considered. One Commissioner voiced support for simple moves. One Commissioner stated that the building massing itself should respond to the neighborhood context.
 - a. **Balconies.** The Commission supported the incorporation of balconies in the proposal but requested that the balconies be better integrated with the building design. One Commissioner stated that the balconies should be more recessed. Commissioners agreed that the balconies should be approached creatively and could serve as a means for organizing and activating the façade.
 - b. **Top of tower.** Commissioners agreed that the top of the tower will be an important element given the building's height. Several Commissioners supported additional articulation.
 - c. **End wall.** One Commissioner stated that the end wall should include as much glazing as is feasible.
2. **Precedent setting.** Several Commissioners noted that given the location and height of the proposal, this development would establish precedent for future development in the area. Given this, it is critical that the tower be creatively and well designed.
3. **Importance of the ground floor.** Several Commissioners identified the ground floor as the most important part of the design in responding to context.

PUBLIC REALM

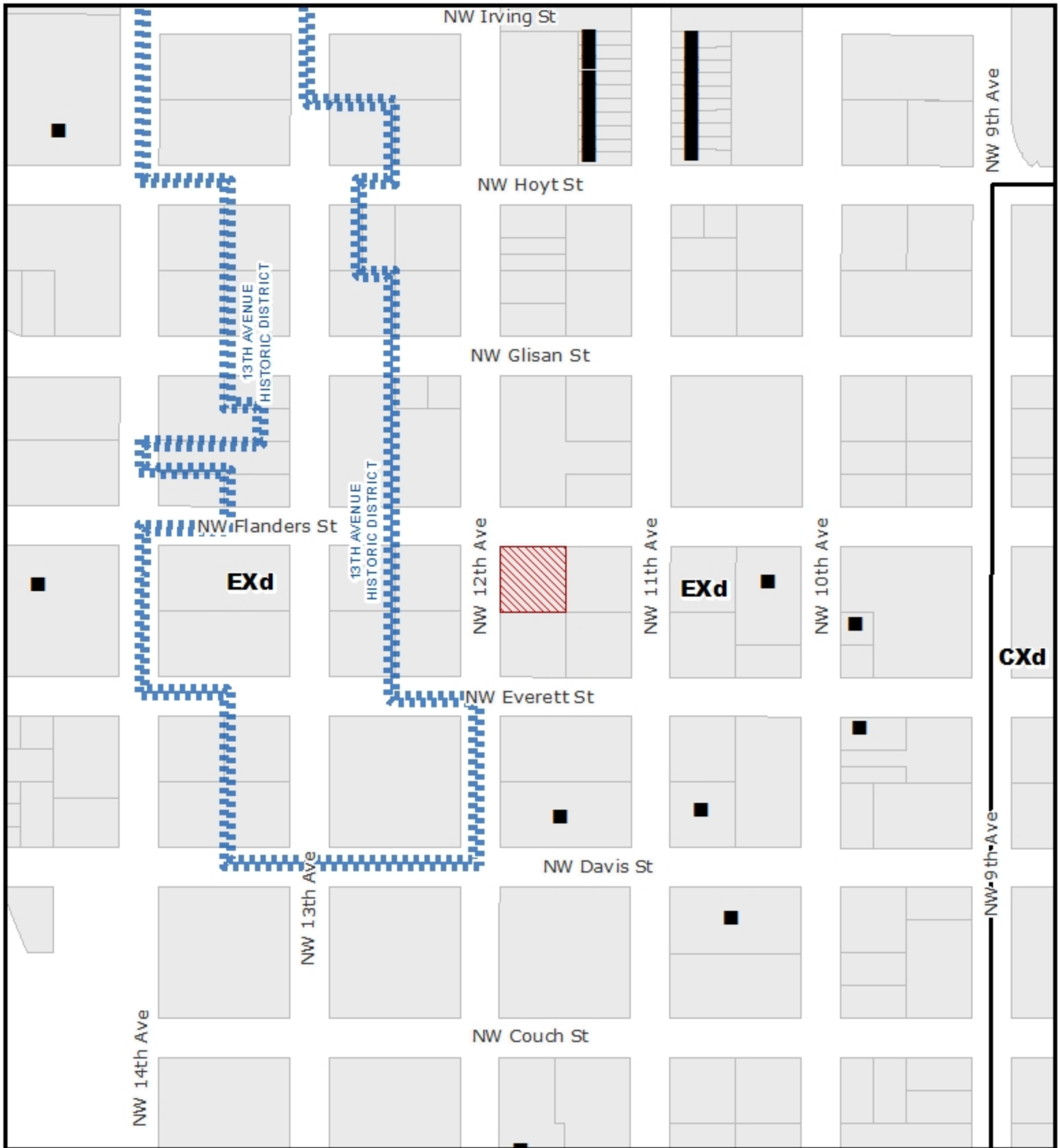
1. **Loading location.** The Commission supported moving the location of the loading to NW 12th Avenue due of future conflicts with the Flanders Greenway.
2. **Landscape.** One commissioner requested additional information demonstrating the feasibility or infeasibility of keeping the existing tree on site.
3. **Inactive areas.** The Commission agreed that minor inactive spaces should be moved away from the façade.
4. **Art and water features.** A response to the design guidelines related to public art, water features, and the incorporation of Portland themes, should be provided as part of the next concept. The Commissioners requested that these elements be comprehensively and creatively integrated into the site. Several Commissioners stated that the thoughtful incorporation of these elements could help the project provide a contextual response to the neighborhood.

QUALITY & PERMANENCE

- 1. Exterior materials.** Commission agreed that it is not necessary that this building be brick or masonry to respond to context and that a variety of materials could be appropriate. Several Commissioners noted the eclectic character of the Pearl District. Commissioners agreed that the emphasis for the cladding should be on quality and design rather than material type.

Exhibit List

- A. Applicant's Submittal
 1. Original Drawings/DAR Submittal Package
 2. Revised Drawings/DAR Submittal Package, received 8/7/18
 3. Basement and Mezzanine Draft Plans, received 8/8/18
 4. Revised Drawings/DAR Submittal Package, received 9/18/18
 5. Final Drawings/DAR Submittal Package, 9/24/18
 6. Applicant Presentation to the Commission, 10/4/18
- B. Zoning Map (attached)
- C. Drawings
 - 1-34. See Exhibit A.5 (exhibits C.27 & C.33 attached)
- D. Notification
 1. Posting instructions sent to applicant
 2. Posting notice as sent to applicant
 3. Applicant's statement certifying posting
 4. Revised posting instructions sent to applicant
 5. Revised posting notice as sent to applicant
 6. Applicant's statement certifying posting (re-notice)
 7. General information on DAR process included with e-mailed posting/notice
- E. Service Bureau Comments
 1. Bureau of Environmental Services
 2. Bureau of Transportation
- F. Public Comments
 1. Comment sign-in sheet from 10/4/18
 2. Elizabeth Hawthorne, 9/6/18, concerns with proposal
 3. Marc Bellerive, 9/8/18, concerns with proposal
 4. Pearl District Neighborhood Association, 9/28/18, comments on proposal
- G. Other
 1. Application Form
 2. Email Correspondence
 3. Staff Memo to the Design Commission
 4. Staff Presentation to the Design Commission, 10/4/18



ZONING

NORTH

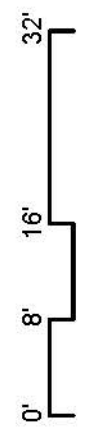
THIS SITE LIES WITHIN THE:
CENTRAL CITY PLAN DISTRICT
PEARL SUBDISTRICT

-  Site
-  Historic Landmark

| | |
|-------------|-------------------|
| File No. | EA 18-210300 DA |
| 1/4 Section | 3028 |
| Scale | 1 inch = 200 feet |
| State ID | 1N1E33DA 2700 |
| Exhibit | B Aug 02, 2018 |



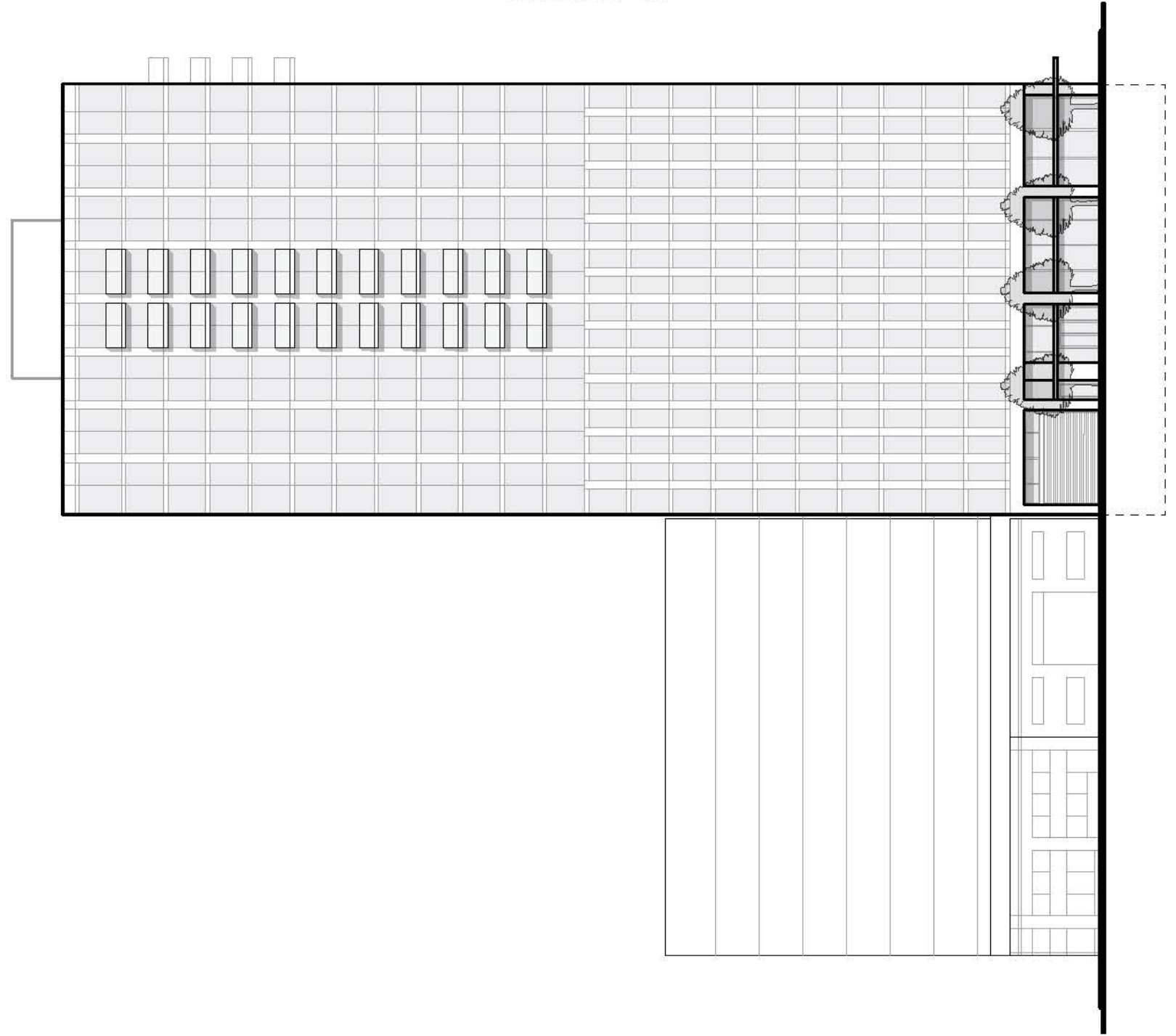
- HOTEL
- RESIDENTIAL
- AMENITY
- BACK OF HOUSE



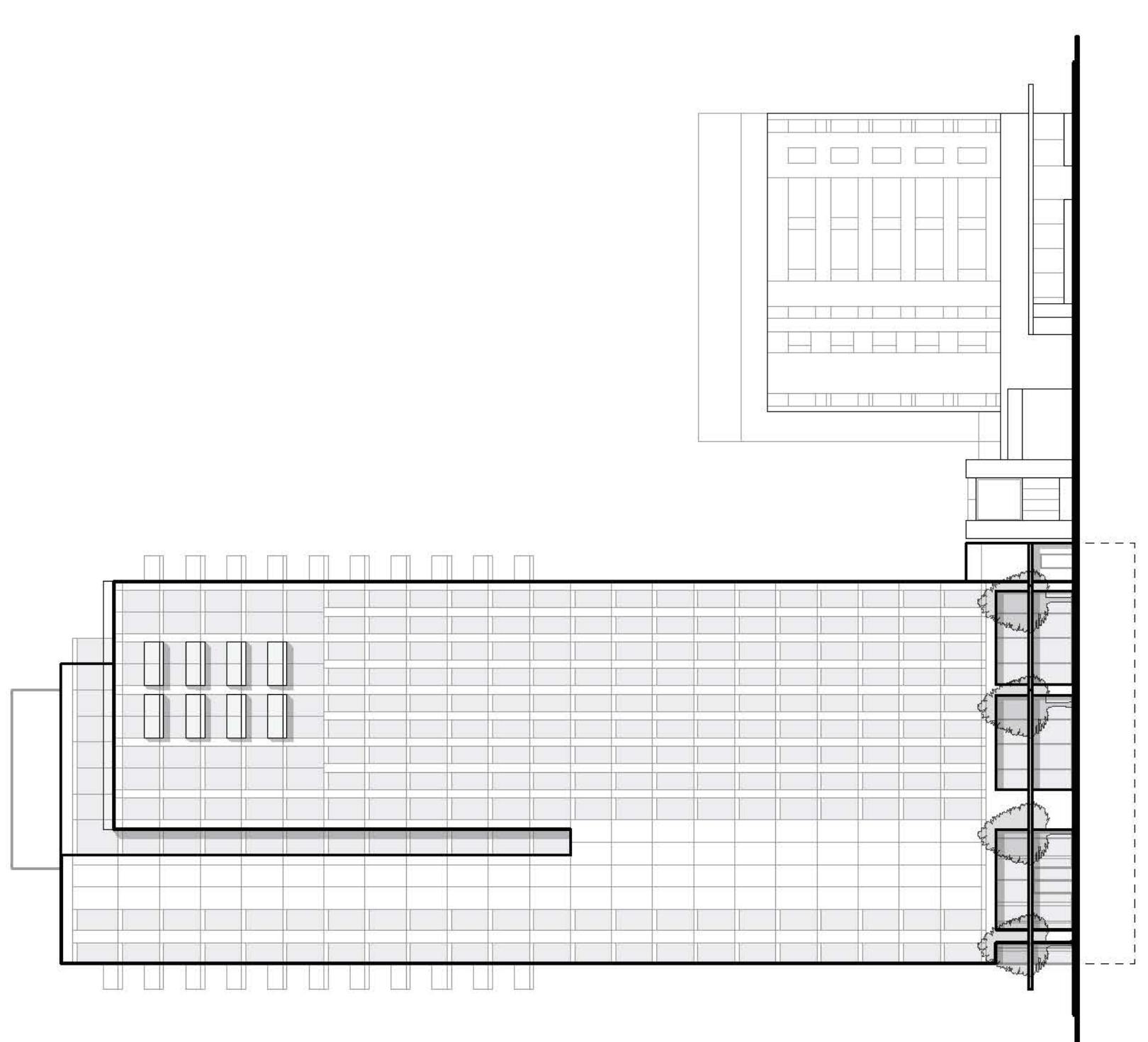
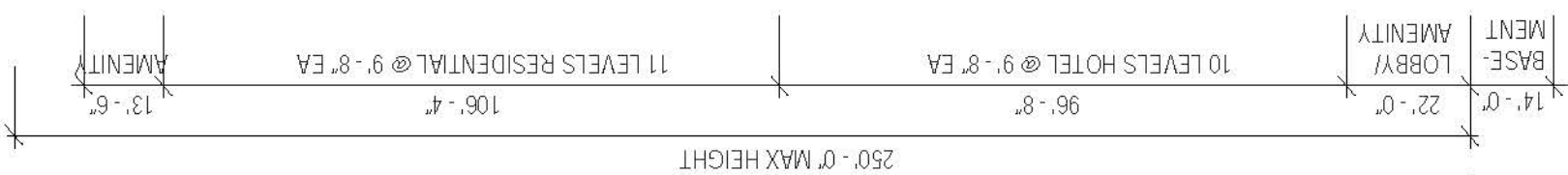
01 LEVEL 01 - PLAN
SCALE: 1/16" = 1'-0"

HYATT PLACE | DESIGN ADVICE REQUEST | FLOOR PLANS

OCTOBER 4, 2018 | PROJECT 18177 | EA.18-181375



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



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

HYATT PLACE | DESIGN ADVICE REQUEST | ELEVATIONS - CONCEPTUAL

OCTOBER 4, 2018 | PROJECT 18177 | EA.18-181375