



## Design Advice Request

### DISCUSSION MEMO

**Date:** September 12, 2019  
**To:** Portland Design Commission  
**From:** Hannah Bryant, Design Review Team  
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**Re:** EA 19-201292 – Portland Proper Hotel  
Design Advice Request Memo – September 19, 2019

Attached is a drawing set for the Design Advice Request meeting scheduled on September 19, 2019. Please contact me with any questions or concerns.

#### I. PROGRAM OVERVIEW

DAR for a proposed 9-story, 131' tall hotel with one floor of below grade parking and rooftop amenity space. One Adjustment to loading is proposed, to reduce the loading requirement from two on-site Standard A spaces to one Standard A space.

#### II. DEVELOPMENT TEAM BIO

**Architect** Julie Bronder | ZGF  
**Project Valuation** \$ 50 million

#### III. FUTURE DESIGN REVIEW APPROVAL CRITERIA: Central City Fundamental Design Guidelines and the River District Design Guidelines

#### IV. POTENTIAL ADJUSTMENT & MODIFICATION

The following Adjustment will be requested:

1. On-Site Loading – 33.266.310 - Two Standard A spaces are required. The applicant proposes one Standard A on-site and one Standard A to be provided in the right-of-way, adjacent to the 13<sup>th</sup> Avenue loading dock.

*BDS supports the proposed Adjustment, pending PBOT input.*

The following Modification may be requested:

1. Ground Floor Windows – 33.510.220.B – A minimum of 40% of the ground floor along the NW 12<sup>th</sup> Ave elevation must have windows with views into work areas, lobbies, or pedestrian entrances. This standard does not appear to be met.

## V. STAFF ANALYSIS & RECOMMENDED DAR DISCUSSION TOPICS

Staff advise you consider the following among your discussion items on September 19, 2019:

### CONTEXT

1. Arches at ground floor – Arches are proposed on the NW Irving (north) frontage, while the east and west facades are primarily rectilinear ground floor fenestration patterns. More consistency on the ground level will strengthen the design. *C.5 – Design for Coherency, C.8 – Differentiate the Sidewalk Level of Buildings, C.4 – Complement the Context of Existing Buildings.*
2. Architectural style – The upper stories have a strong warehouse character, while the ground floor architecture relates more to historic downtown hotels. Further unification is needed to create a single strong building. *C.5 – Design for Coherency, A.5 – Enhance, Embellish and Identify Areas, A.4 – Use Unifying Elements.*

### PUBLIC REALM

1. Loading Dock.
  - a. The loading dock on NW 13<sup>th</sup> Avenue is adjacent to, but not in, the 13<sup>th</sup> Avenue Historic District. It is proposed to be spill-out space for dining areas. Since the dock is in the right-of-way, it will need to be publicly accessible and not taken over by building-related uses. An Adjustment to loading requirements is also requested to locate one loading space in the right-of-way beside the pedestrian-focused loading dock. Care must be given to how loading uses and pedestrian movement will interface on the dock. *C.6 – Develop Transitions Between Buildings and Public Spaces, C.9 – Develop Flexible Sidewalk Level Spaces, B.4 – Provide Stopping and Viewing Places.*
  - b. The dock also has one accessible ramp to transition from street level to the dock level, located towards the middle of the block. The adjacent building has a dock with a ramp at its south end (at NW Hoyt St). Moving the location of the ramp to the north side of the dock would better meet *B.2 – Protect the Pedestrian and B.7 – Integrate Barrier-Free Design.*
2. NW 12th Avenue Frontage. Almost two thirds of this frontage is dedicated to parking garage entry, loading entry and utility areas, which is not appropriate for the pedestrian environment and will also likely require a modification to the Ground Floor Windows standard, which staff does not support. *A.8 – Contribute to a Vibrant Streetscape, B.1 – Reinforce and Enhance the Pedestrian System, C.1 – Enhance View Opportunities, C3-1 Integrate Parking, C.9 – Develop Flexible Sidewalk-Level Spaces.*
3. Canopy Coverage. Canopy coverage appears limited to the loading dock and the main building entry. In such a high pedestrian area, all street frontages must have canopy coverage for pedestrians. *B.6 – Develop Weather Protection, B.2 – Protect the Pedestrian.*
4. River District Guidelines. The proposal does not yet demonstrate a strong response to guidelines *A.5-3 – Integrate Water Features* or *A.5-4 – Integrate Works of Art.*

### QUALITY & PERMANENCE

1. Exterior materials. Two patterns of brick are proposed. The warehouse character of the design, coupled with high-quality brick materials, provide strong contextual responses to the 13<sup>th</sup> Avenue Historic District and historic Pearl context. *C.2 – Promote Quality and Permanence in Development, A.4 – Use Unifying Elements, A5-1-1 Reinforce the Identity of the Pearl District Neighborhood.*

2. Coherency. Penthouse and rooftop elements need further integration. Penthouse does not relate to the window patterning below but is not set back or differentiated from the rest of the building. Rooftop mechanical elements should be grouped within a single screened area. *C.11 – Integrate roofs and use rooftops, C.5 – Design for Coherency*