



City of Portland Design Commission

Design Advice Request

SUMMARY MEMO

Date: December 10, 2021
To: Gary Golla, SERA Design and Architecture Inc.
From: Benjamin Nielsen, Design / Historic Review Team, BDS
(503) 865-6519, benjamin.nielsen@portlandoregon.gov
Re: EA 21-082922 DA – Choice Cambria Hotel
Design Advice Request Commission Summary Memo – October 21, 2021

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 21, 2021 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/14715652/>.

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 21, 2021. 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 me as you prepare your Type III Land Use Review Application.

Encl:
Summary Memo

Cc: Design Commission
Respondents

Executive Summary. Commissioners thought the proposal was evolving in the right direction and supported the idea of a central courtyard. Commissioners continued to push on developing a better contextual response and further simplification of the design of the building.

Commissioners Present: Julie Livingston, Brian McCarter, Jessica Molinar, Chandra Robinson, Zari Santher

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

CONTEXT

1. The Commission reiterated the importance of the site on the North Park Blocks and its value as a public asset, noting that buildings next to it need to glorify that space and not just try to make a statement about themselves.
2. Commissioners agreed that the proposal needs further simplification in its massing, a reduction in the number of different materials used, and more attention to critical details. One commissioner said the building should be something solid and “a simple reflection of the Park Blocks”.
 - a. Commissioners agreed that the idea behind the design concept was interesting, but that it shouldn’t take a verbal explanation to understand it.
3. Commissioners appreciated the move to have a central courtyard with two wings reaching out to the street at the corners. On that last note, most commissioners agreed that the building should extend to the property line at those corners and not remain setback slightly.
4. The overall building scale remains appropriate for the “civic scale” of the Park Blocks context.
5. Commissioners noted that window openings need to be regular and large to fit well into the North Park Blocks context.
6. Commissioners said the ground floor height should be increased to keep the building from feeling too compressed and better relate to the civic scale of the Park Blocks. One Commissioner specifically referred to the Couch St elevation as an example of where that compression was clearly visible.

PUBLIC REALM

1. Regarding landscaping in the courtyard area, commissioners thought that, if a raised planter will be proposed, additional study is needed, and that the height of the planter should be lower. One commissioner pointedly noted that the landscaping desired by the code is intended to create “truly lush landscape” and understory that is missing from the Park Blocks themselves, and she questioned if the proposed planter could accomplish that.
2. Commissioners agreed with a staff comment that additional canopies and windows should be extended along the NW Couch St frontage.
3. Commissioners remain impressed at the consolidation of the building’s inactive uses at the back side of the building, leaving room for active uses along the majority of all the street frontages.
4. Commissioners raised doubts about there being much activity in the proposed multi-function room at the northeast corner of the building and reiterated that the space needs to have characteristics that will draw in hotel guests. On that latter note, one commissioner suggested

a lounge with a fireplace or something softer with texture that people want to sit in as possible ideas for helping to draw activity into that space.

5. Public art is still missing, and the Commission reiterated that this needs to be provided to meet Guideline A5-4.

QUALITY & PERMANENCE

1. Massing & Articulation.

- a. Commissioners agreed that the overall building massing had become more coherent since the first DAR. One commissioner noted that the “barbell” scheme would be stronger if it had just one turn and no crenelation.
- b. Most commissioners agreed that the bay windows were complicating the coherency of the massing.

2. Materials.

- a. Most commissioners believed that the materiality of the design lacked coherency, with one noting that the “fussiness” of the various materials threw off the coherency of the massing. Commissioners said that the number and type of materials should be reduced. Another commissioner suggested that one material—preferably brick—would be best for this area.
- b. Commenting on the orange accents proposed around the windows, one commissioner said that would likely appear dated, and that the color palette should be desaturated for the Park Blocks context.
- c. Each commissioner touched on window patterning, and though each had a differing viewpoint on the details, all agreed that it was important to ensure that the patterning of the windows is regular and does not complicate the design.
- d. Regarding stucco, most commissioners thought it was not a good material choice for the Park Blocks context, citing the likely growth of mildew.
- e. The Commission agreed that the louvers detracted from the overall coherency of the building (as well as not being compatible with the North Park Blocks context).
- f. Commissioners also stressed the importance of landscape plants and materials (see “truly lush landscape” comment above), and the need for something with flowers in the spring and fall colors.

3. Detailing.

- a. The Commission stressed the importance of detailing on this building, given the Park Blocks context.
- b. Regarding images shown of the AC Hotel in Missoula, MT, commissioners appreciated the detailing of the brick and simpler expression of materials used in that project. Though they noted the high quality of the louvers used in that design, most still believe that they are not appropriate for the context of the Park Blocks.

4. One commissioner reiterated that repurposing and reusing the existing two brick buildings on the site (or even just the building at NW Park & Davis) would be the best design solution, with infill and additions as needed. She added that with the loss of those two buildings, any new building “needs to make a fantastic statement on the Park Blocks” and agreed with the comments presented by David Dysert representing the Pearl District Neighborhood Association.

Exhibit List

- A. Applicant's Submittals
 - 1. Original Drawing Set
 - 2. Revised Drawing Set
- B. Zoning Map
- C. Drawings
 - 1-9. *Not used.*
 - 10. Cover Sheet
 - 11. Sheet Index
 - 12. Project Summary – Team Information
 - 13. Program and Zoning Summary
 - 14. *Not used.*
 - 15. Aerial Site
 - 16. Existing Site Photos
 - 17. Area Amenities
 - 18. Neighborhood Context
 - 19. Neighborhood Context
 - 20. Utility Plan
 - 21. Site Plan
 - 22. Ground Floor Plan
 - 23. Typical Upper Floor Plan
 - 24. Roof Plan
 - 25. North Elevation - NW Davis St.
 - 26. East Elevation - Park Ave.
 - 27. South Elevation - NW Couch St.
 - 28. West Elevation
 - 29. Building Materials
 - 30. Landscape Plan and Axon
 - 31. Landscape - Materials and Perspectives
 - 32. NE Perspective
- D. Notification
 - 1. Posting instructions sent to applicant
 - 2. Posting notice as sent to applicant
 - 3. Applicant's statement certifying posting
 - 4. General information on DAR process included with e-mailed posting/notice
- E. Service Bureau Comments
 - 1. BES
 - 2. PBOT
- F. Public Comments
 - 1. Reza Farhoodi and David Dysert, PDNA, 10/29/2021
- G. Other
 - 1. Application form
 - 2. Staff memo to Design Commission
 - 3. Staff presentation to Design Commission



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PROJECT SUMMARY

Property ID: R140534, R140535, R140563
Address: 105 and 135 NW Park Avenue

The project site will be located on the half block (20,000 square feet) on NW Park Avenue, between NW Couch Street and NW Davis. The project site is currently occupied by two buildings and a vacant lot. The site will be cleared for the proposed project.

The proposed project is a new 6 story, 179 guest room hotel and a 1,750 square foot tenant improvement space. The first floor will contain the hotel lobby, restaurant and bar, meeting rooms, fitness space, back of house laundry, loading area, emergency generator, utility spaces and the tenant space. Floors two-six will contain guest rooms and hotel support spaces.

The building construction will be level 01 slab on grade with type IA construction. Level 02 will consist of a post-tensioned concrete deck with Type IIIB wood framing above level 02 deck through all the floors and roof.

The project is targeting 60% ecoroof for stormwater management on the main roof and level 02 roof areas. 12' deep sidewalk extensions will abut Park Avenue for 51% of the frontage and will contain landscape and hardscaped outdoor areas.

ANTICIPATED MODIFICATIONS:

The property is located in the CXd zone (Central Commercial with Design Overlay) and will be required to complete the city's Type III Design Review process. The project is requesting an adjustment to reduce the number of loading spaces from 2 to 1.,

33.510.215 Required Building Lines Design Standard requires that buildings must be set back at least 12' for a minimum of 75 percent of the lot line. The project is requesting an Adjustment to reduce the 75% requirement to approximately 50% and vary the setback between 12 to 15 feet. We are requesting this modification to better meet the intent of the setback purpose to bring varied outdoor spaces to the Park Blocks.

PROJECT DIRECTORY

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GUESTROOM SUMMARY							
	2	3	4	5	6		TOTAL
King	19	19	19	19	18		94
Double Queen	14	14	14	14	13		69
One Bedroom Suite	1	1	2	2	2		8
King ACC	1	1	1	1	1		5
Double Queen ACC	1	1					2
One Bedroom Suite ACC					1		1
Total	36	36	36	36	35		179

GUESTROOM MIX			
KEY SUMMARY		% designed	% proto
King	99	55%	52%
Double Queen	71	40%	44%
One Bedroom Suite	9	5%	4%

BUILDING SUMMARY					
LEVEL	FLOOR	Floor to Floor Height	Hotel SF	Hotel FAR	Keys
1	Ground Level	15.00 feet	17,550	17,550	
2	2nd Floor	10.00 feet	15,370	15,370	36
3	3rd Floor	10.00 feet	15,370	15,370	36
4	4th Floor	10.00 feet	15,370	15,370	36
5	5th Floor	10.00 feet	15,370	15,370	36
6	6th Floor	11.00 feet	15,370	15,370	35
	Parapet	3.00 feet			
	TOTAL	69.0 feet	94,400	94,400	179
	Height Limit	100.0 feet			

Square Foot Per Key	527 sf/key
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ALLOWED FAR		
Allowed FAR	6 :1	120,000 sf
Project FAR	4.72 :1	94,400 sf

ZONING SUMMARY

Site Description: The proposed Site is the half block bounded by NW Park Avenue, NW Couch, and NW Davis Street. The property addresses are 105 & 135 NW Park. The parcel measures 100'x 200' and is currently occupied by two existing buildings and a vacant lot.

Property ID: R140534, R140535, R140563
Total Site Area: 20,000 Square Feet

Zoning and Districts: The property is in the CXd Zone (Central Commercial) base zone, with a Design Overlay. It is within the Pearl sub district of the Central City Plan District. A Type III Design Review will be required.

Allowed Uses: A hotel is considered as “Retail Sales and Service” in the Portland Zoning Code and is allowed outright in the CX zone.

Historic Resource: Neither existing building is listed on Portland’s Historic Resource Inventory.

FAR: Base FAR for the site is 6:1. The current design is 4.68:1

Height: Base height allowed is 100’. The current design is 68’.

Parking: Parking is not required on the site for hotel use. Valet parking will be provided. A hotel valet drop-off will be requested.

Loading: The zoning requires two loading spaces for a hotel of this size. There is precedent for approval of an adjustment to the requirement from two spaces down to just one for similar projects. An Adjustment to one space will be requested.

Required Building Lines: Building form is based upon the requirements of 33.510.215.B.5

5. Standards for the Park Blocks. On sites with frontage on a street shown on Map 510-22, and on sites that are adjacent to an open area shown on Map 510-22, buildings must be set back at least 12 feet from the street or adjacent lot line along at least 75 percent of the length of the lot line. At least 50 percent of the space between the building and the street or adjacent lot line must be landscaped with ground cover plants and shrubs and contain one tree per 400 square feet. All plants must be selected from the Portland Tree and Landscaping Manual. This standard applies to the new development. Exterior walls of buildings designed to meet the requirements of this paragraph must be at least 15 feet height measured from the finished sidewalk at the building's edge.





NE CORNER, DAVIS & PARK



NW CORNER DAVIS, MID-BLOCK



SE CORNER, COUCH & PARK



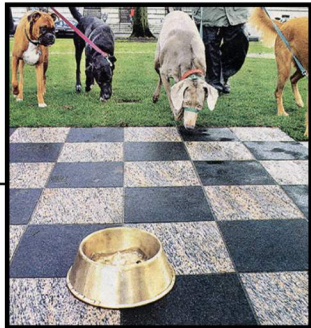
SW CORNER COUCH, MID-BLOCK



LMC PROJECT



PROJECT SITE



'DOG BOWL' ART / FOUNTAIN



STREET ART



BASKETBALL
AND BOCHI
COURT



FUTURE PARK CONCEPT



'MEMORY 99' (LEE KELLEY)



PNCA



HARLOW HOTEL



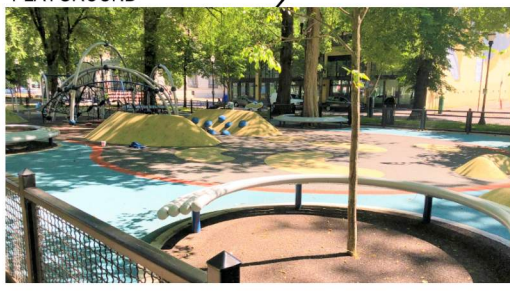
FLANDERS LOFTS



US CUSTOMS HOUSE



DAVIS ST
LIGHT
'NEPENTHES'
SCULPTURE
(LINK N. PARK
BLOCKS TO
WATERFRONT)



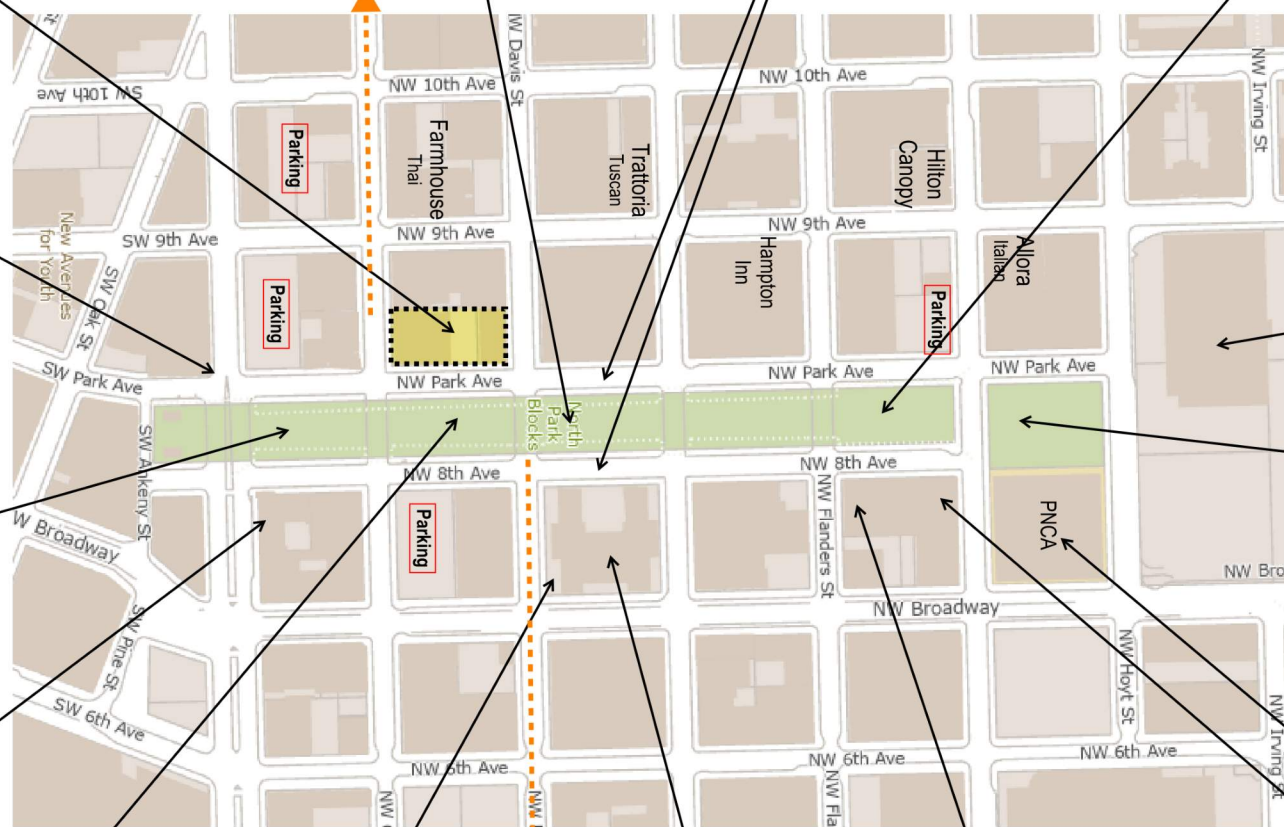
PLAYGROUND



'DA TUNG' BRONZE SCULPTURE



8 NW 8 HOUSING TOWER



TO
STREETCAR,
POWELS,
PROVIDENCE
PARK, FOREST
PARK

TO MAX,
WATERFRONT
PARK



MODERN MEDIA, NW CORNER DAVIS & PARK



GRAPHIC ART BUILDING, 9TH BETWEEN COUCH & DAVIS



LOMBARD AUTOMOBILE BUILDING, SE CORNER 8TH & DAVIS



ARTHOUSE, SW CORNER COUCH & PARK



MUSIC SHEET BUILDING, SW CORNER COUCH & 8TH



US CUSTOMHOUSE, 8TH AVE BETWEEN DAVIS & EVERETT



SW CORNER, PARK & EVERETT



HAMPTON INN, NW CORNER, PARK & EVERETT



NE CORNER, 8TH & EVERETT

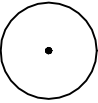
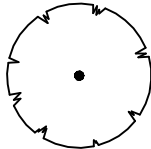


SW CORNER, PARK AND FLANDERS

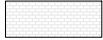



NE CORNER, 8TH & FLANDERS


LEGEND - SITE PLAN



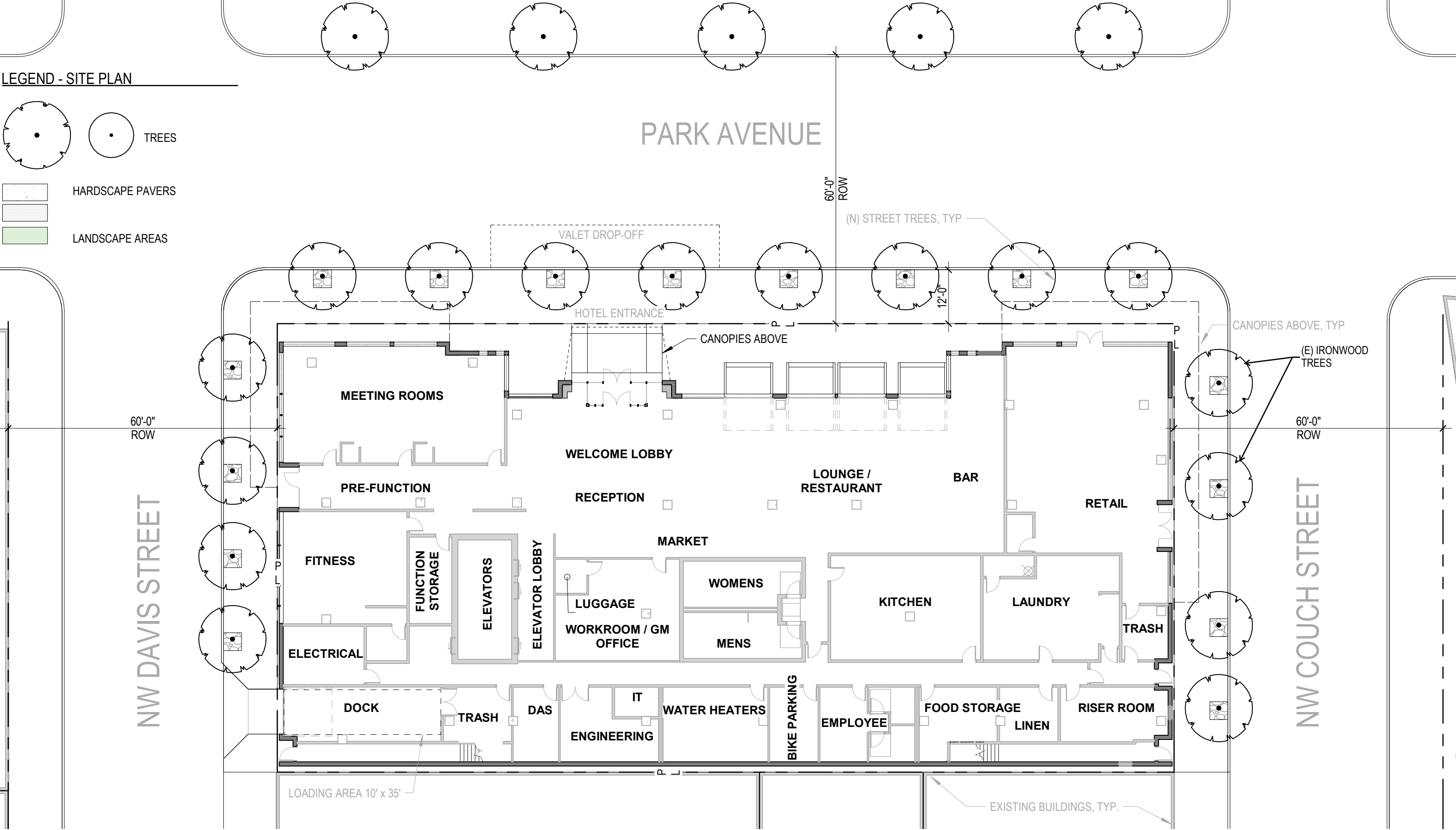
TREES

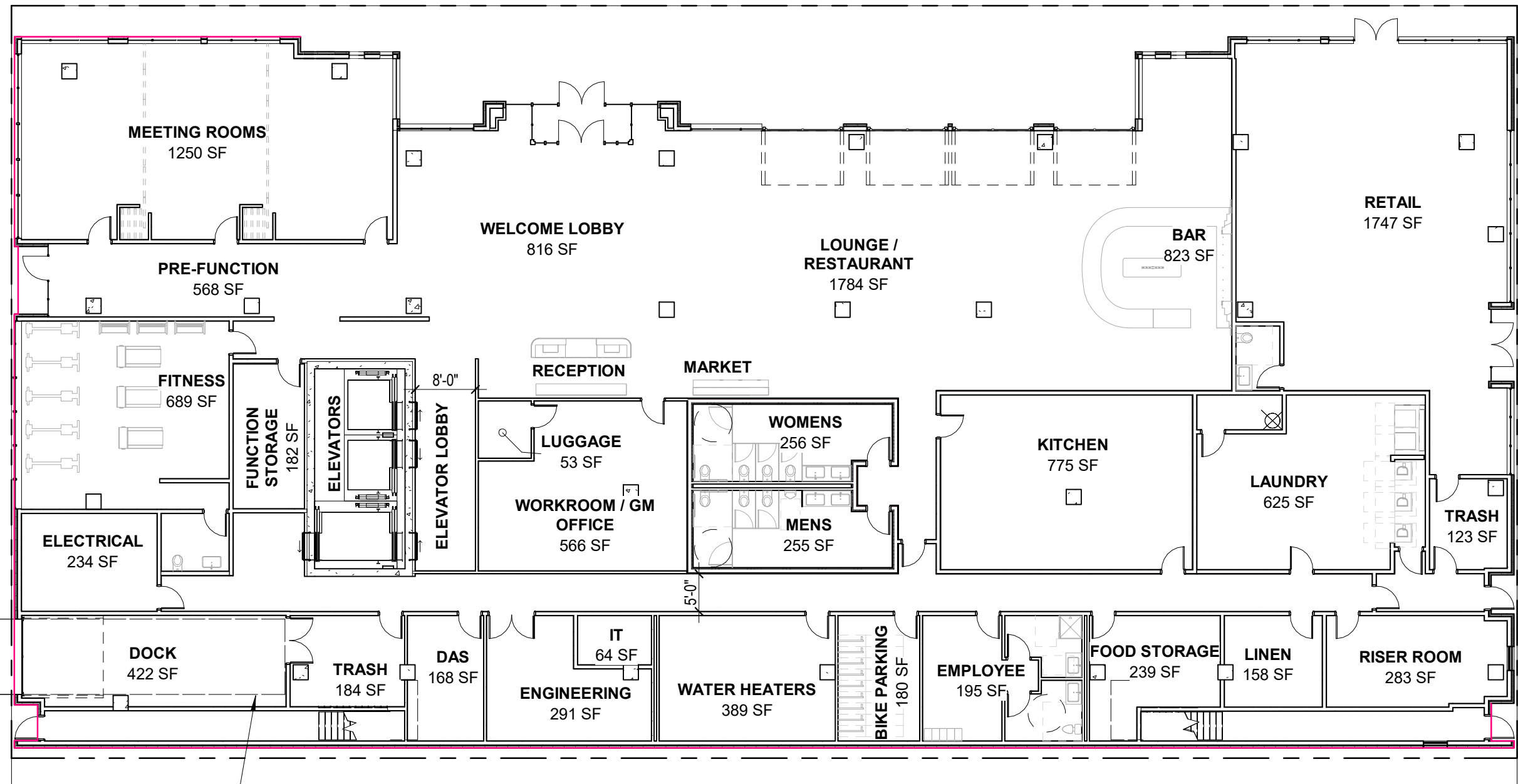


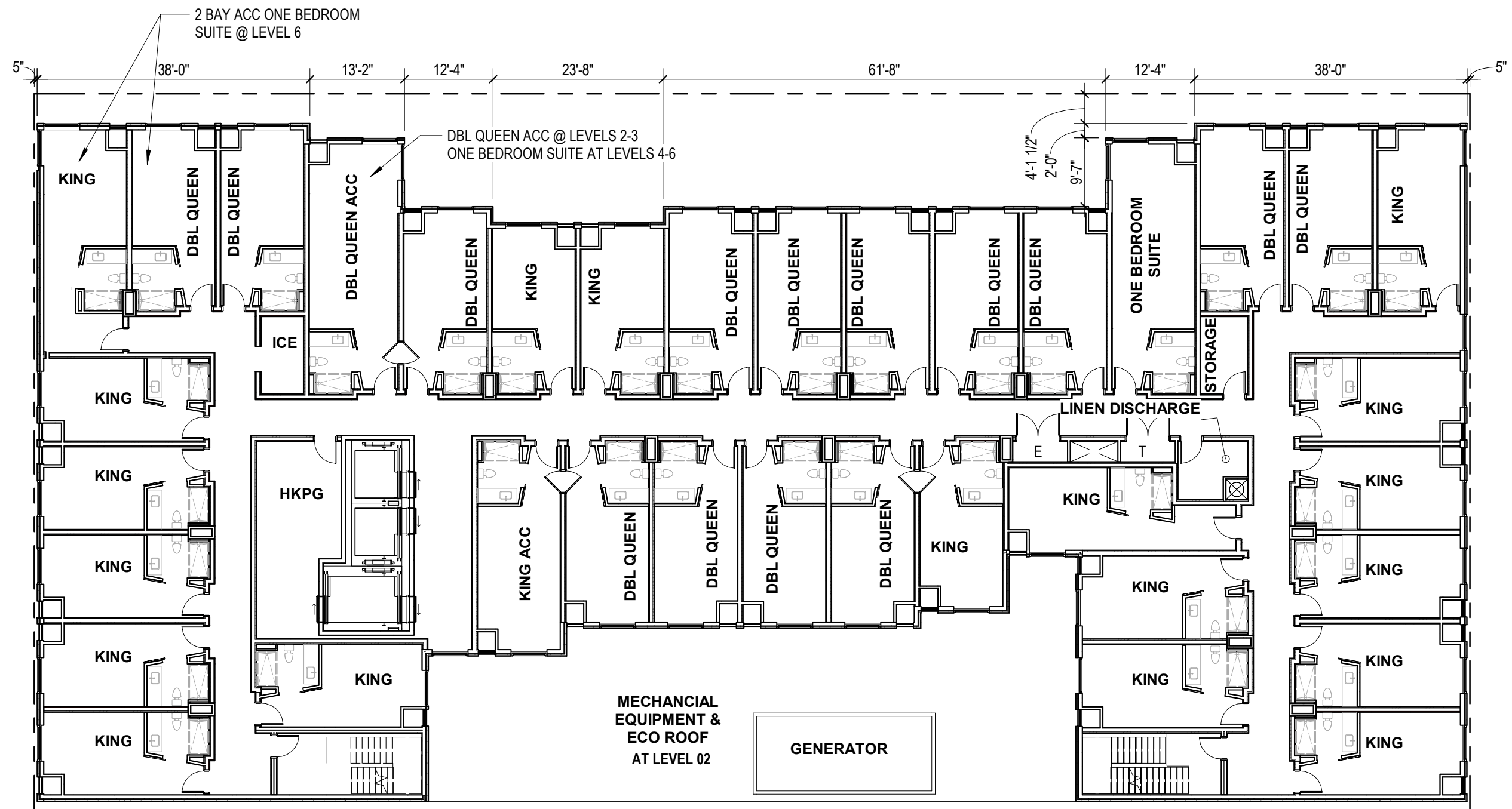
HARDSCAPE PAVERS

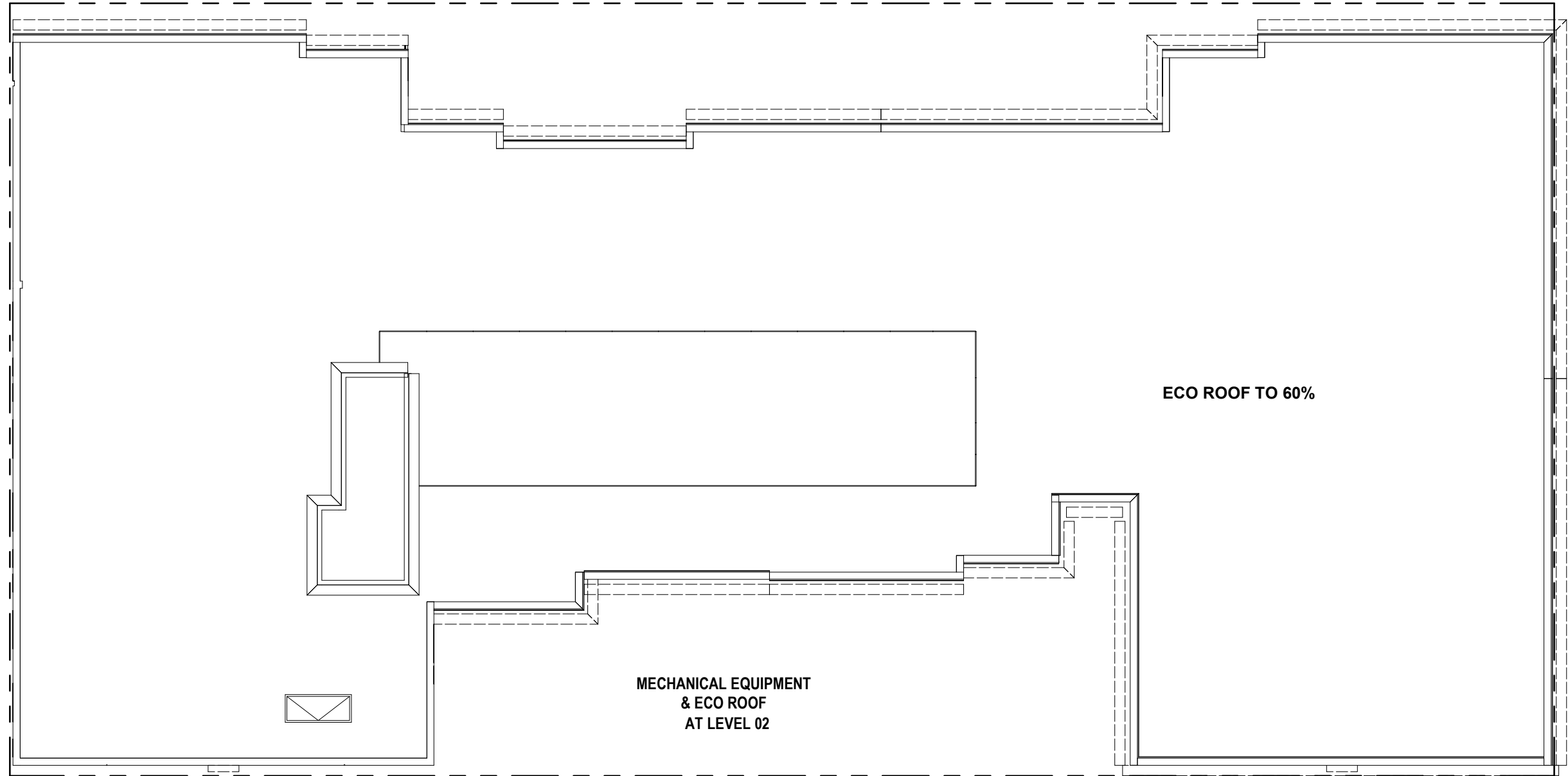


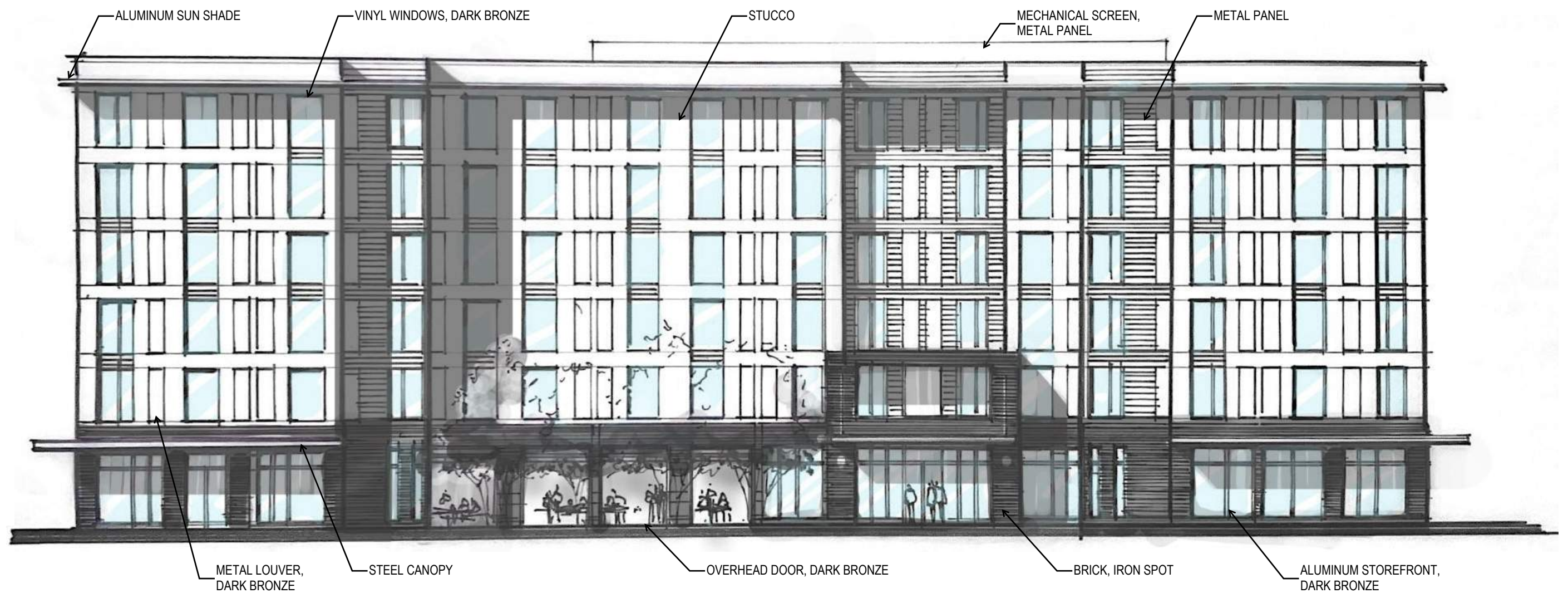
LANDSCAPE AREAS













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PROJECT SUMMARY

Property ID: R140534, R140535, R140563
Address: 105 and 135 NW Park Avenue

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The proposed project is a new 6 story, 178 guest room hotel and a 1,750 square foot tenant improvement space. The first floor will contain the hotel lobby, restaurant and bar, multi-purpose lounge, fitness space, back of house laundry, loading area, emergency generator, utility spaces and the tenant space. Floors 2 - 6 will contain guest rooms and hotel support spaces. The hotel's main entrance and active use areas will be located along Park Ave and at the Couch and Davis street corners and will be provided with landscape and outdoor spaces along Park Avenue where the face of the building is setback from the property line between 4' and 15'-6" for the full 200' frontage.

The building construction will consist of level 1 slab on grade with type IA construction. Level 2 will consist of a post-tensioned concrete deck with Type IIIB wood framing above the level 2 deck.

The project will provide 60% ecoroof on the main roof to meet the project's stormwater management requirements for detention and quality and will connect to existing 18" combined sewer in NW Davis or the existing 24" combined sewer in NW Couch. A new 4" water meter and a new 4" fire service will connect to existing 8" main in NW Couch; backflow preventers will be located inside the building. Electrical service will require a 11'/x40' below grade vault and will need approval via the city's UVE process.

PROJECT DIRECTORY

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GUESTROOM SUMMARY						
	2	3	4	5	6	TOTAL
King	19	19	19	18	18	93
Double Queen	14	14	14	13	13	68
Suite	1	1	2	2	2	8
King ACC	1	1	1	1	1	5
Double Queen ACC	1	1				2
One Bedroom Suite ACC				1	1	2
Total	36	36	36	35	35	178

GUESTROOM MIX			
KEY SUMMARY		% designed	% proto
King	98	55%	52%
Double Queen	70	39%	44%
One Bedroom Suite	10	6%	4%

BUILDING GROSS SQUARE FOOTAGE SUMMARY					
LEVEL	FLOOR	Retail SF	Hotel SF	Building FAR/sf	Keys
1	Ground Level	1,743	15,842	17,585	
2	2nd Floor		15,494	15,494	36
3	3rd Floor		15,494	15,494	36
4	4th Floor		15,494	15,494	36
5	5th Floor		15,494	15,494	35
6	6th Floor		15,494	15,494	35
	TOTAL	1,743	93,312	95,055	178

Square Foot Per Key	524 sf/key
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ZONING SUMMARY

Site Description: The proposed Site is the half block bounded by NW Park Avenue, NW Couch, and NW Davis Street. The property addresses are 105 & 135 NW Park. The parcel measures 100'x 200' and is currently occupied by two existing buildings and a vacant lot.

Zoning and Districts: The property is in the CXd Zone, Central City base zone with a Design Overlay. It is within the Pearl sub-district of the Central City Plan District. A Type III Design Review will be required.

Allowed Uses: A hotel is considered as “Retail Sales and Service” in the Portland Zoning Code and is allowed outright in the CX zone.

Historic Resource: Neither existing building is listed on Portland’s Historic Resource Inventory.

FAR: Base FAR for the site is 6:1 (120,000 SF). The current design is 4.75:1 (95,055 SF)

Height: Base height allowed is 100’. The current design is 69’.

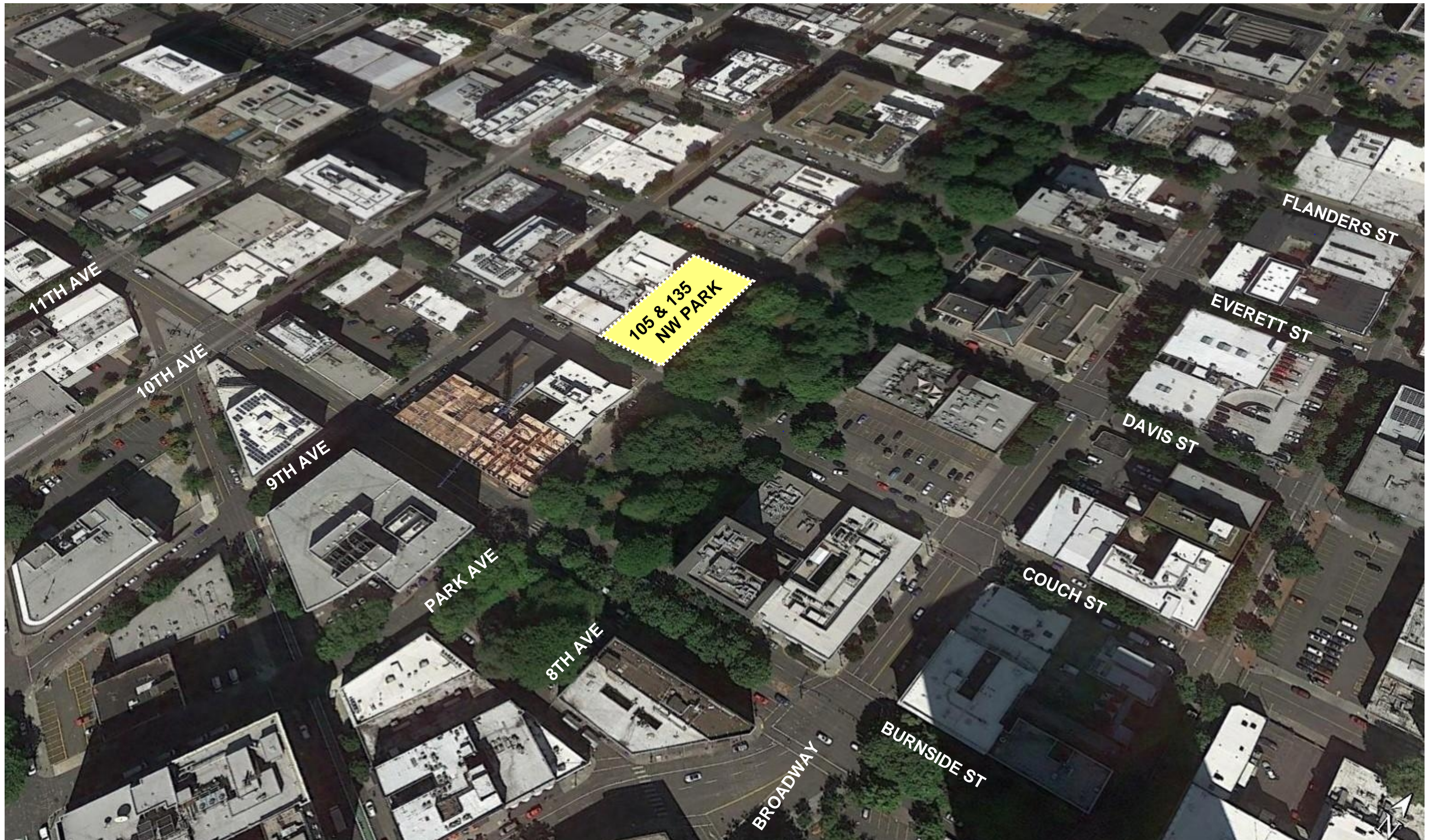
Parking: Parking is not required on the site for hotel use. Valet parking will be provided and a passenger loading area is proposed on NW Park

Loading: The zoning requires two loading spaces for a hotel of this size. There is precedent for approval of an adjustment to the requirement from two spaces down to just one for similar projects. An adjustment to one space will be requested.

Proposed Modifications:

The project is requesting an adjustment to reduce the number of Type A loading spaces from 2 to 1. A loading analysis will be provided demonstrating that a single loading space is sufficient to meet the needs for the project and will better meet other standards such as the need for ground floor active use spaces and ground floor window percentages.

The project is also requesting a modification to Required Building Lines Design Standard (33.510.215). The standard requires that buildings must be set back at least 12' for a minimum of 75 percent of the lot line. For our 200 foot Park Avenue lot line, 75% is 150 feet. We are requesting a modification to provide a setback along the entire Park Avenue lot line. The proposed setback will vary between approximately 4' and 15'-6" with the 15'-6" depth along approximately 50% of the lot line. The standard also includes a requirement for 50% of the setback to contain landscape with 1 street tree per 400 sf of landscape. We are proposing approximately 30% of the setback to be landscape with 1 tree per 65 sf.





NE CORNER, DAVIS & PARK



NW CORNER DAVIS, MID-BLOCK



SE CORNER, COUCH & PARK



SW CORNER COUCH, MID-BLOCK



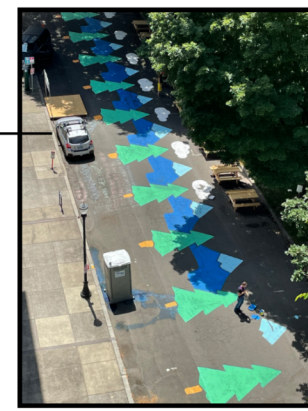
LMC PROJECT



PROJECT SITE



'DOG BOWL' ART / FOUNTAIN



STREET ART



BASKETBALL
AND BOCHI
COURT



FUTURE PARK CONCEPT



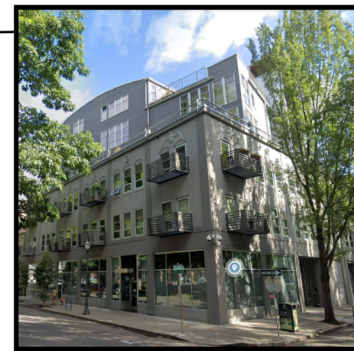
'MEMORY 99' (LEE KELLEY)



PNCA



HARLOW HOTEL



FLANDERS LOFTS



US CUSTOMS HOUSE



DAVIS ST
LIGHT
'NEPENTHES'
SCULPTURE
(LINK N. PARK
BLOCKS TO
WATERFRONT)



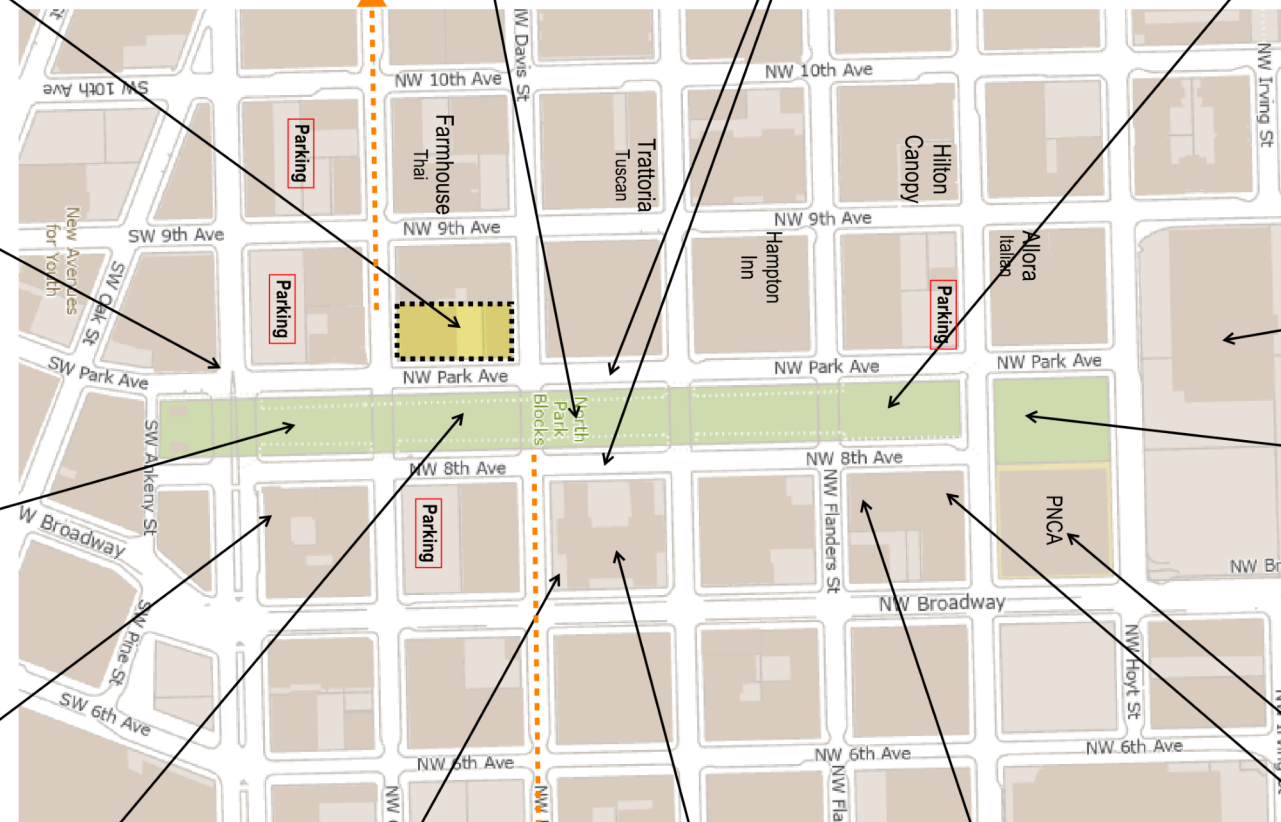
PLAYGROUND



'DA TUNG' BRONZE SCULPTURE



8 NW 8 HOUSING TOWER



TO
STREETCAR,
POWELS,
PROVIDENCE
PARK, FOREST
PARK

TO MAX,
WATERFRONT
PARK



MODERN MEDIA, NW CORNER DAVIS & PARK



GRAPHIC ART BUILDING, 9TH BETWEEN COUCH & DAVIS



LOMBARD AUTOMOBILE BUILDING, SE CORNER 8TH & DAVIS



ARTHOUSE, SW CORNER COUCH & PARK



MUSIC SHEET BUILDING, SW CORNER COUCH & 8TH



US CUSTOMHOUSE, 8TH AVE BETWEEN DAVIS & EVERETT



SW CORNER, PARK & EVERETT



HAMPTON INN, NW CORNER, PARK & EVERETT



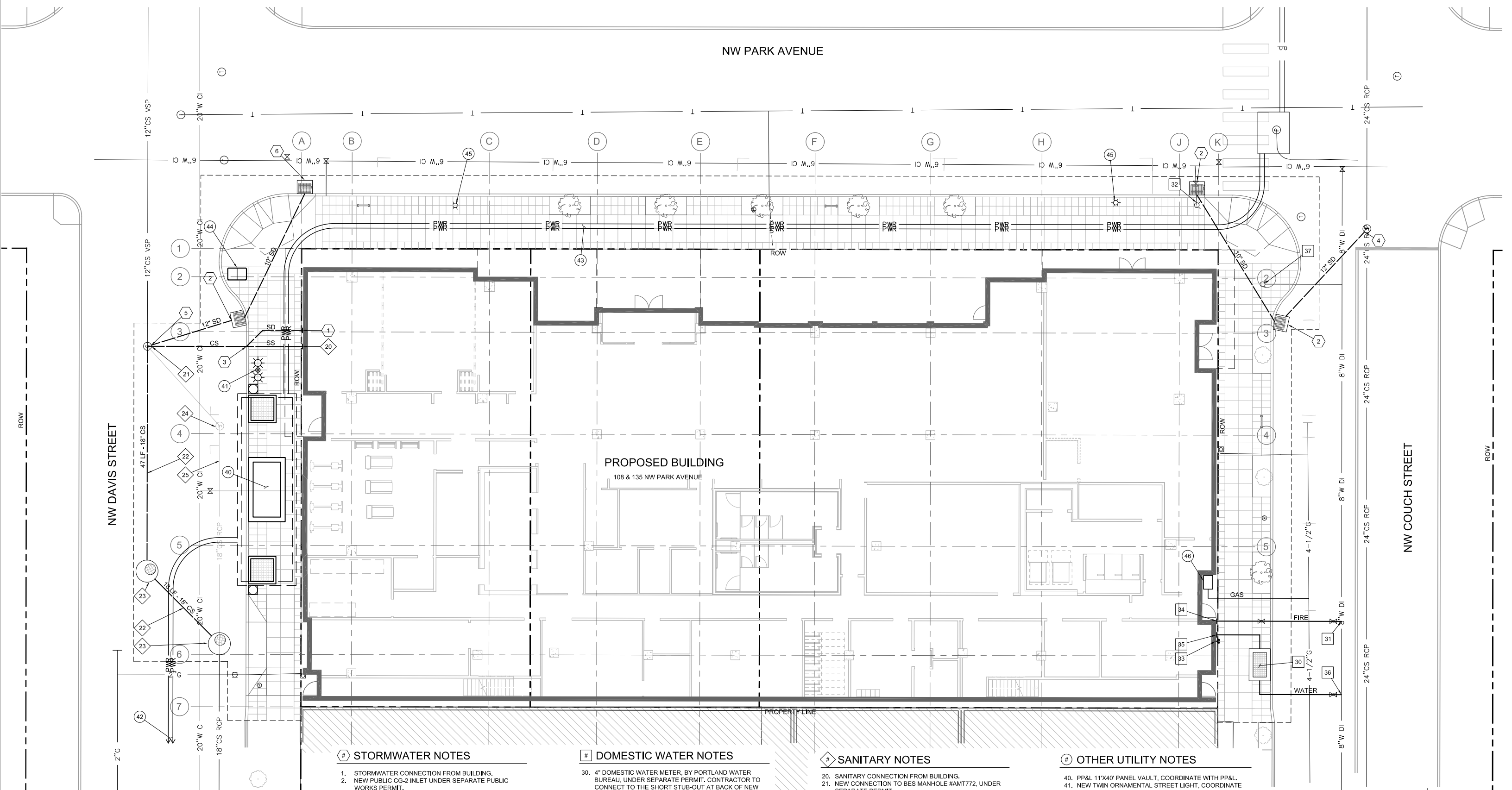
NE CORNER, 8TH & EVERETT



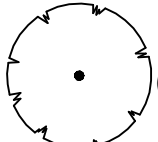
SW CORNER, PARK AND FLANDERS



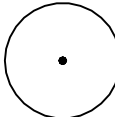
NE CORNER, 8TH & FLANDERS




LEGEND - SITE PLAN




(E) TREES



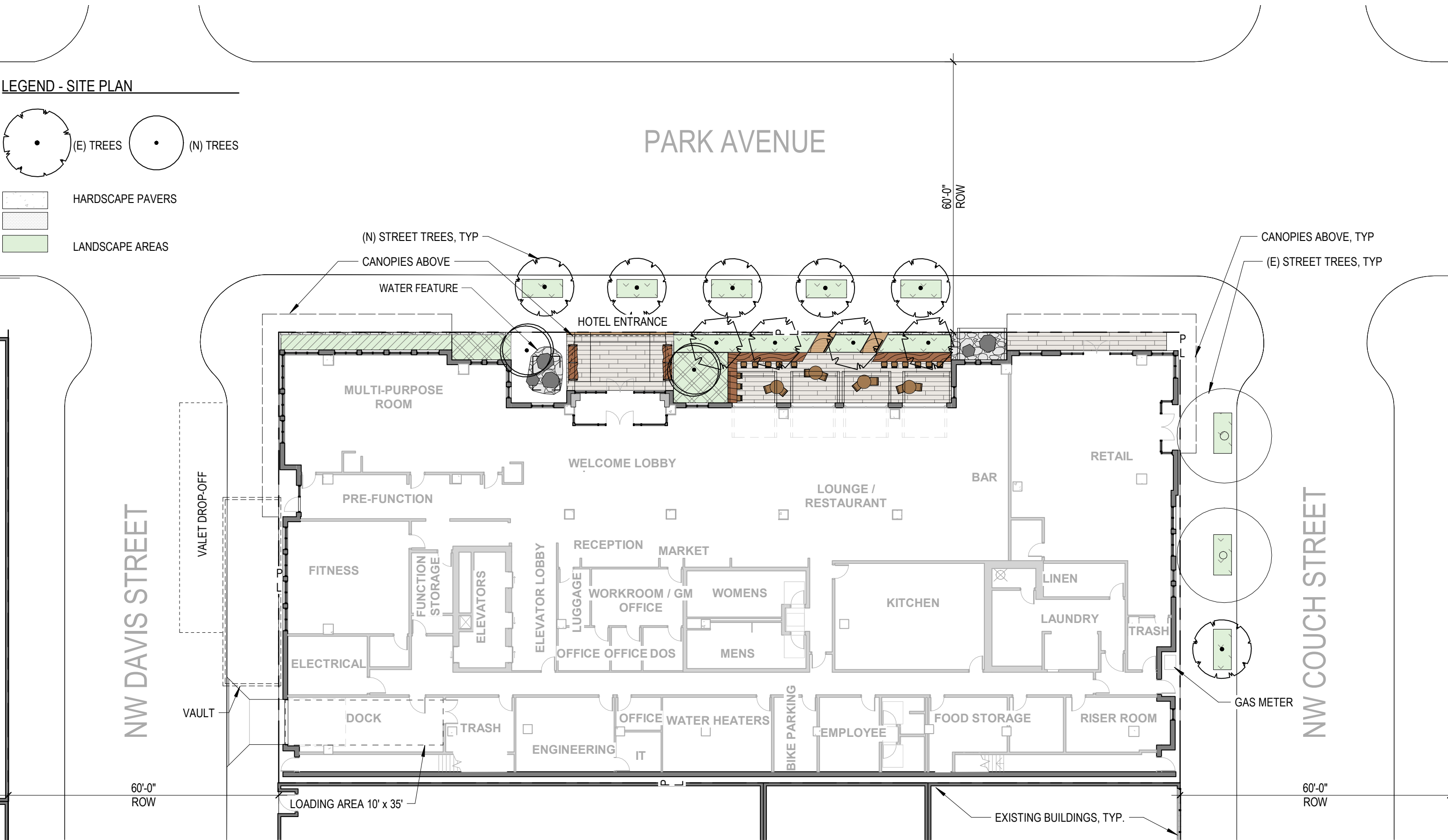
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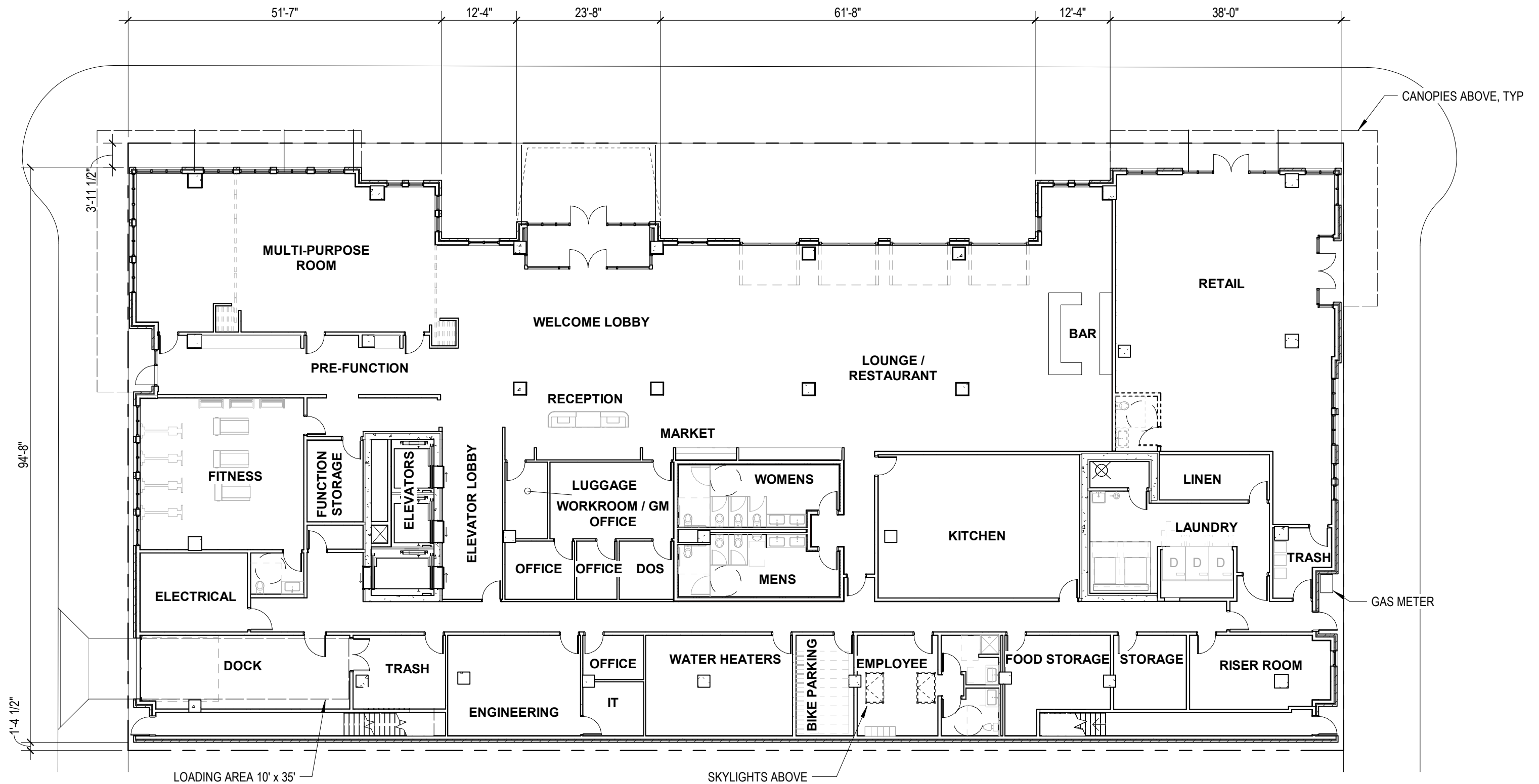


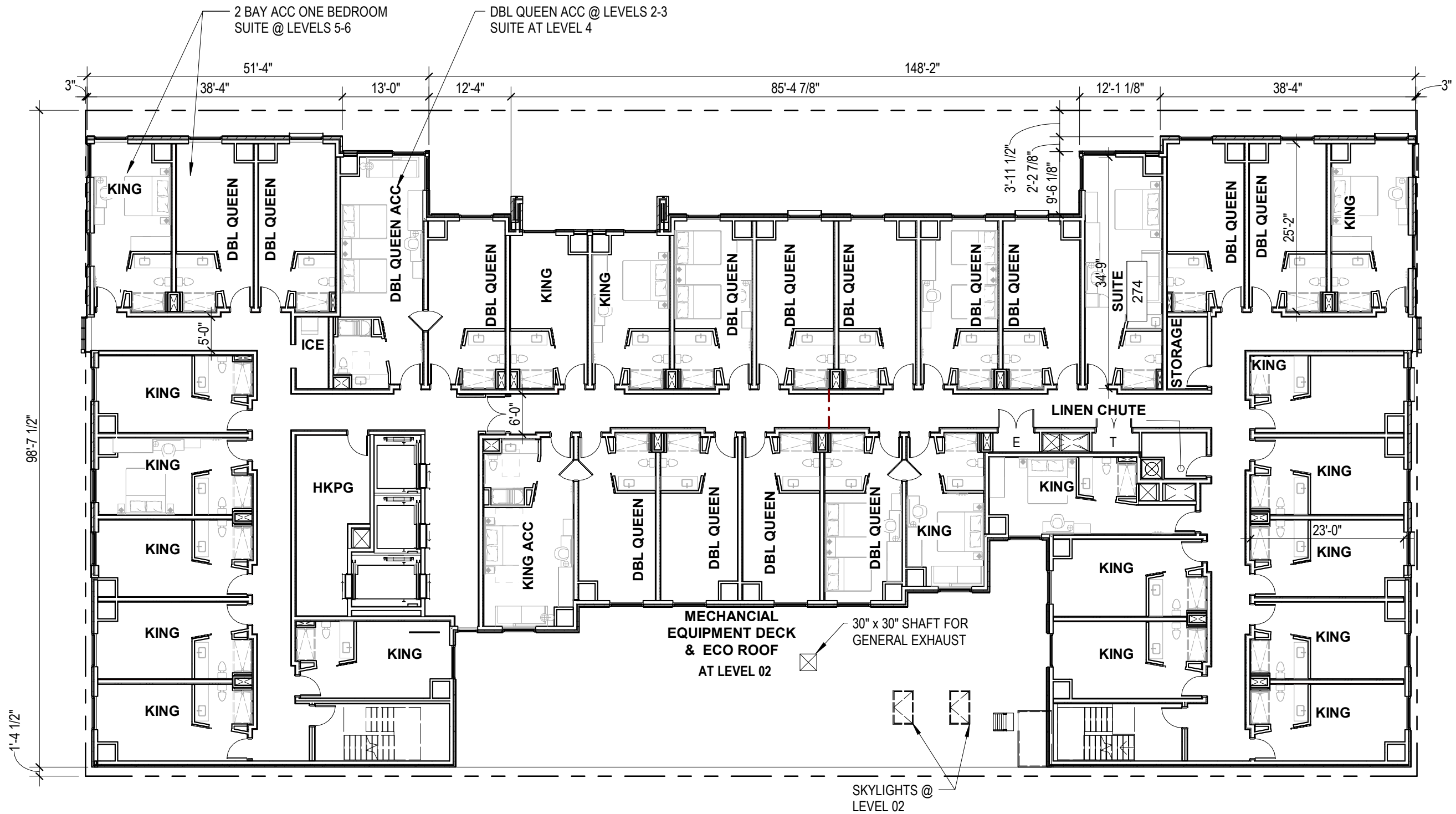
HARDSCAPE PAVERS

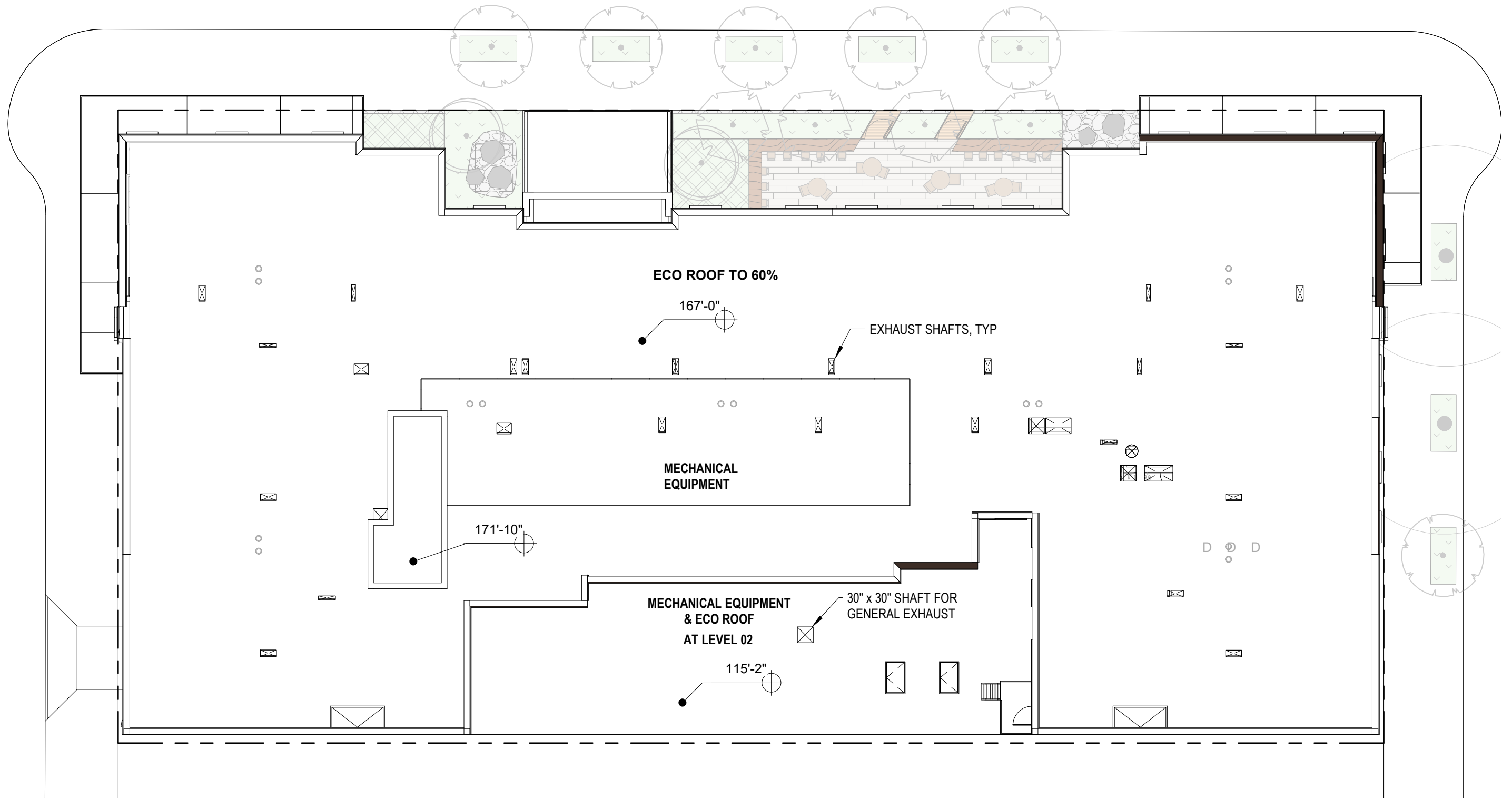


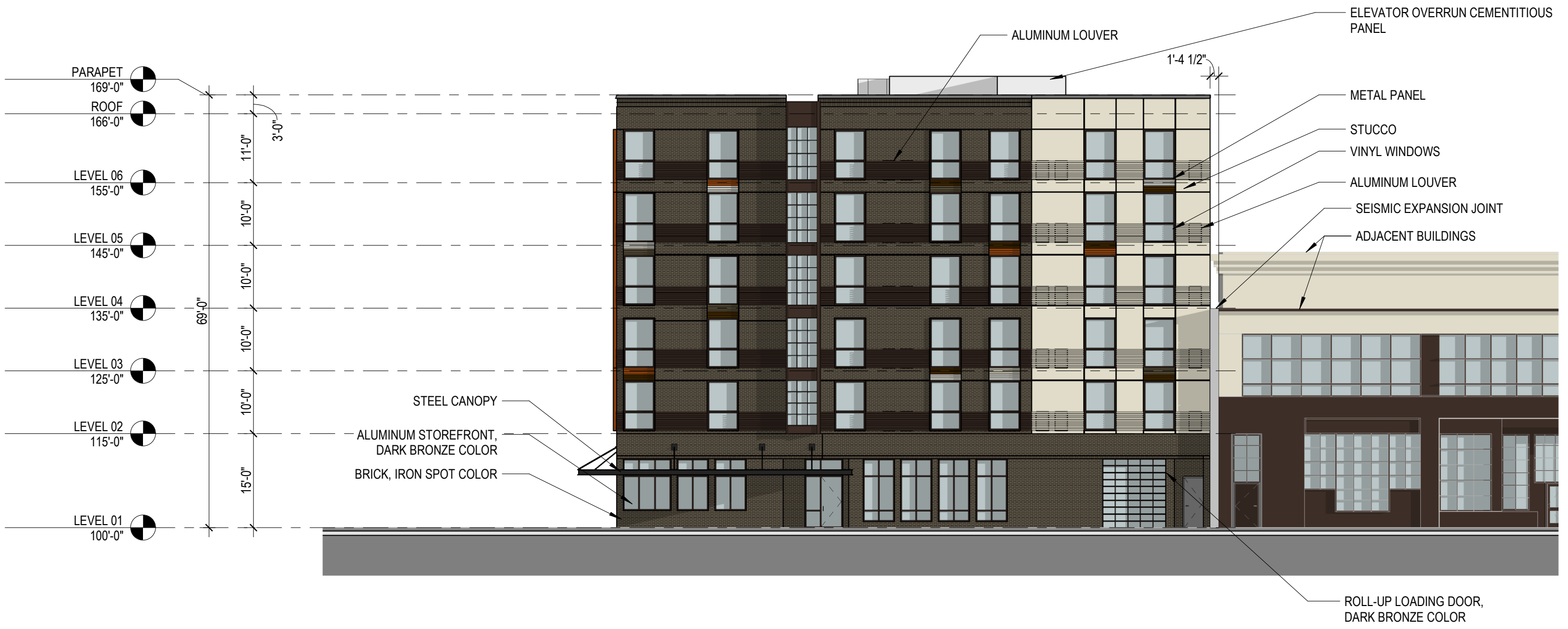
LANDSCAPE AREAS

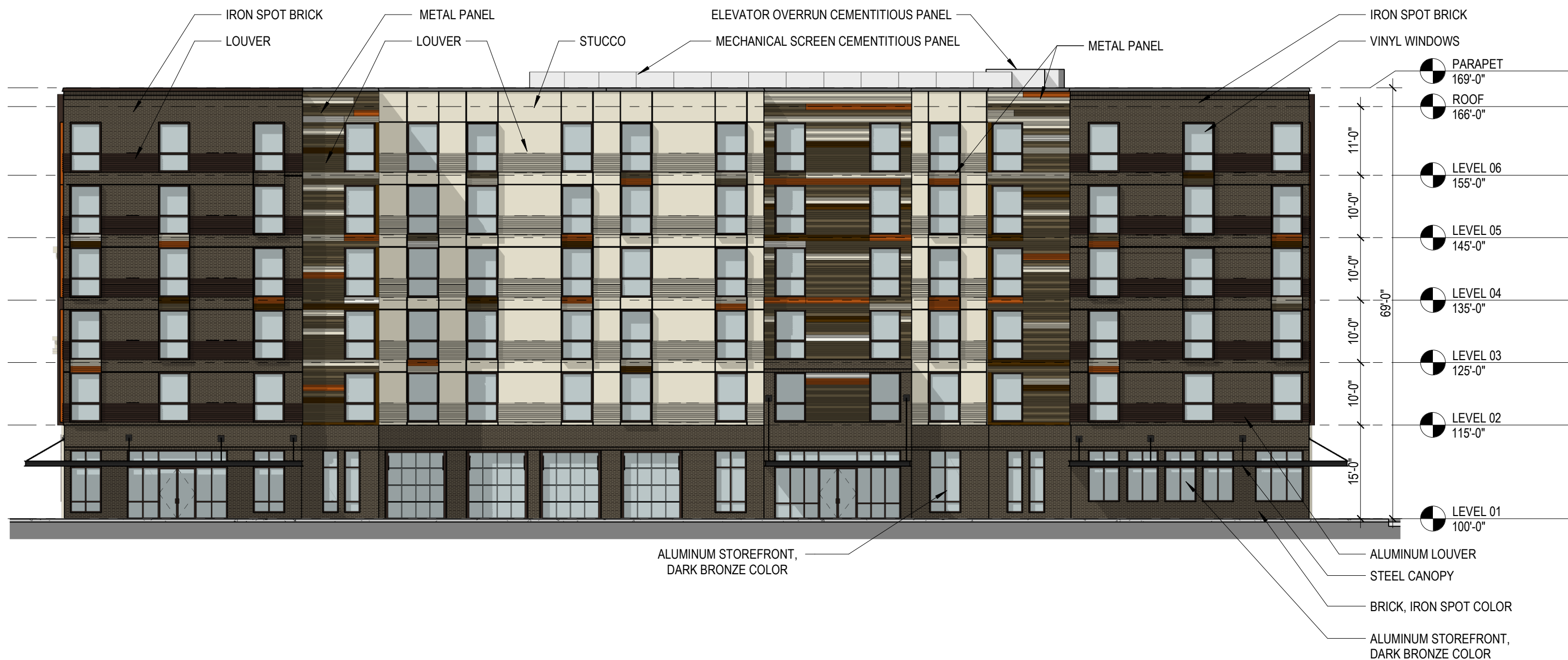










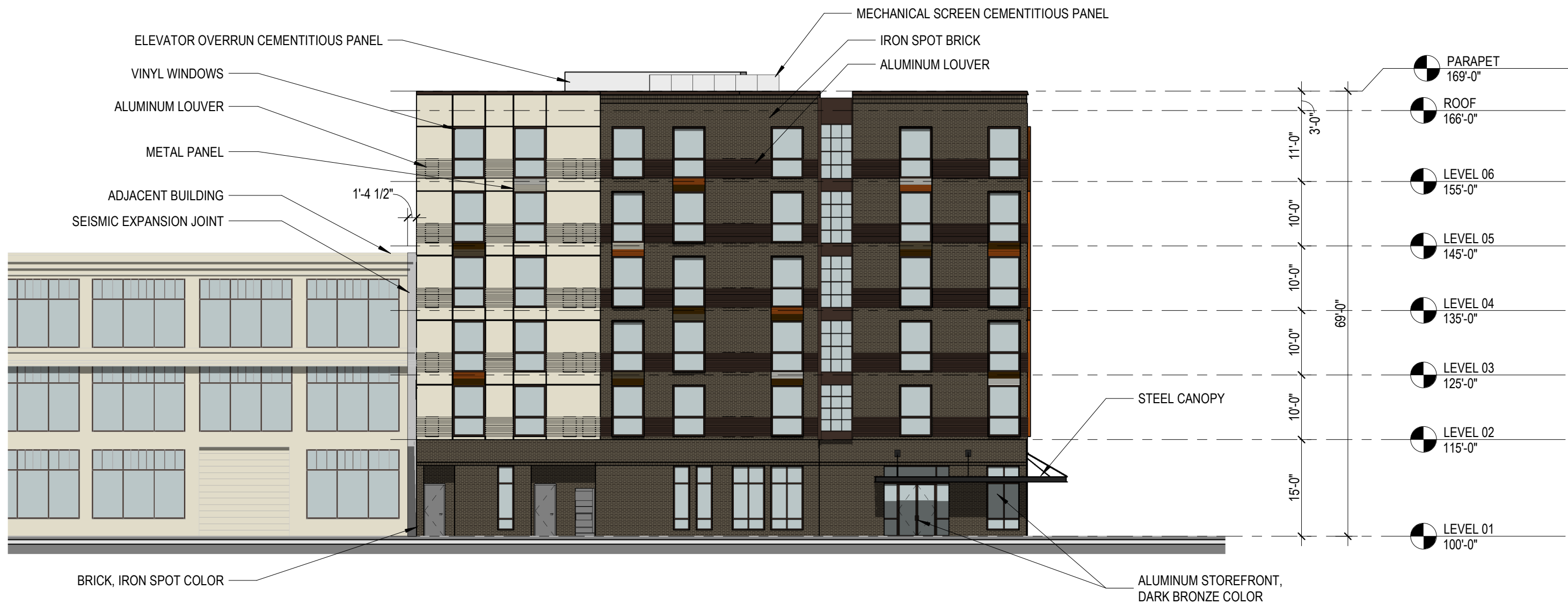


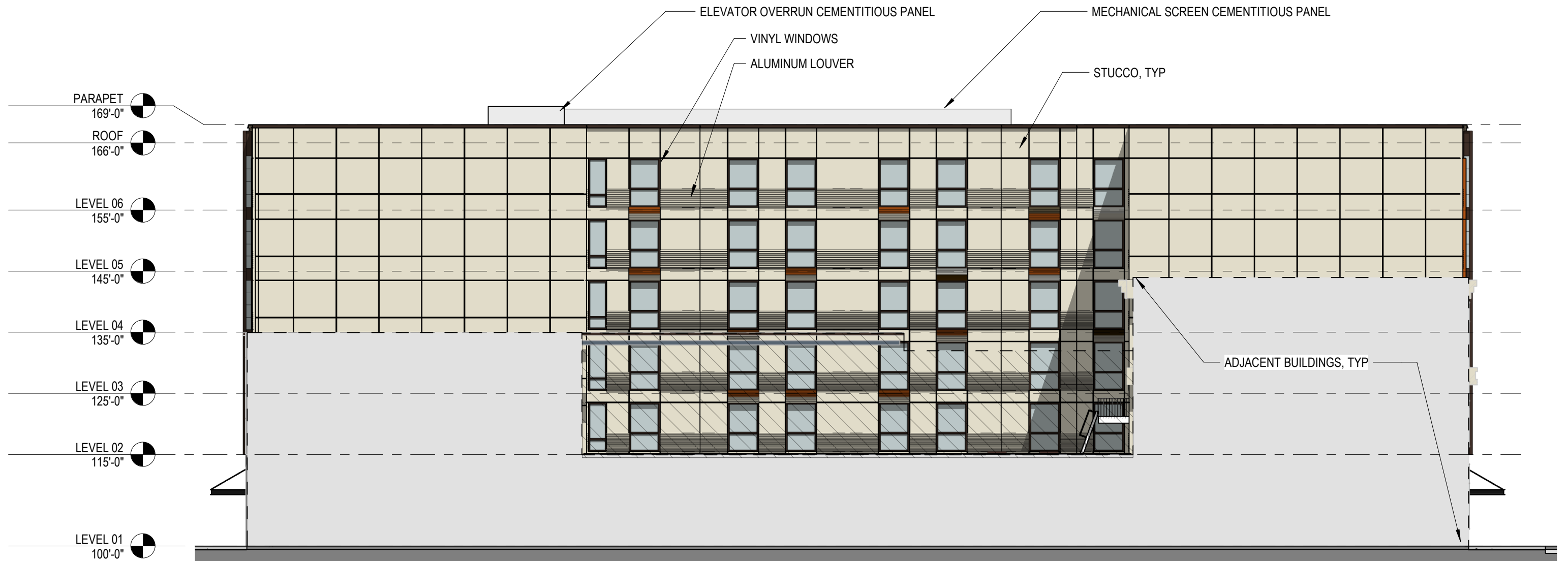
1/16" = 1'-0"

EA 21-082922 DA

EAST ELEVATION - PARK AVE. C26

EA 21-082922 DA - Exhibit A.2







ALUMINUM STOREFRONT DARK BRONZE



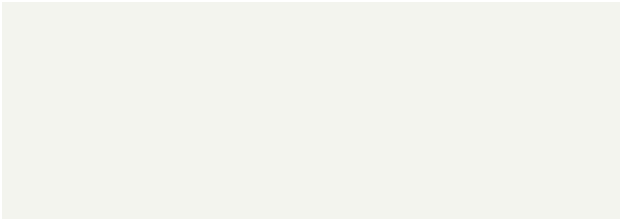
ROLL UP LOADING DOOR,
DARK BRONZE, FROSTED
GLAZING



COMMERICAL
VINYL WINDOWS,
VPI ENDURANCE,
DARK BRONZE



ARCHITECTURAL LOUVER
BAND



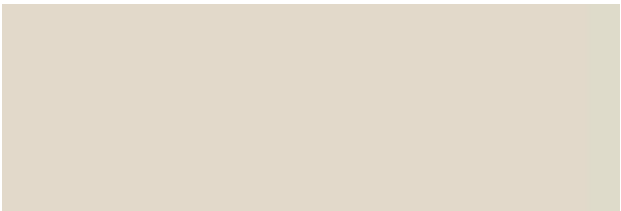
BONE WHITE



MENSARD BROWN



MEDIUM BRONZE



SANDSTONE



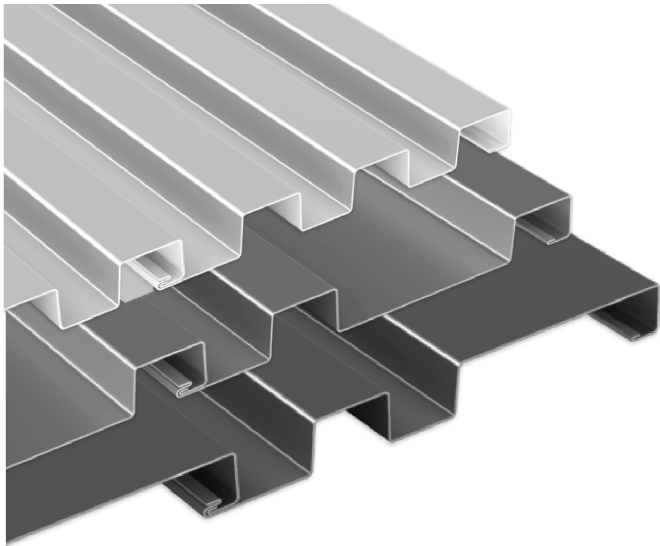
TERRA COTTA



BRICK IRON SPOT

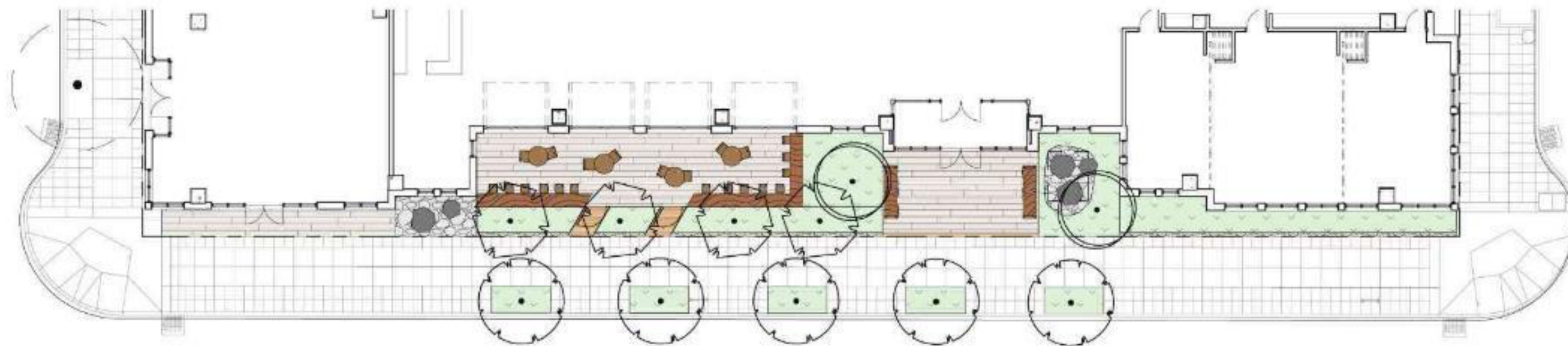


THREE COAT STUCCO, STANDARD FINISH, COLOR
TO MATCH METAL PANEL SANDSTONE



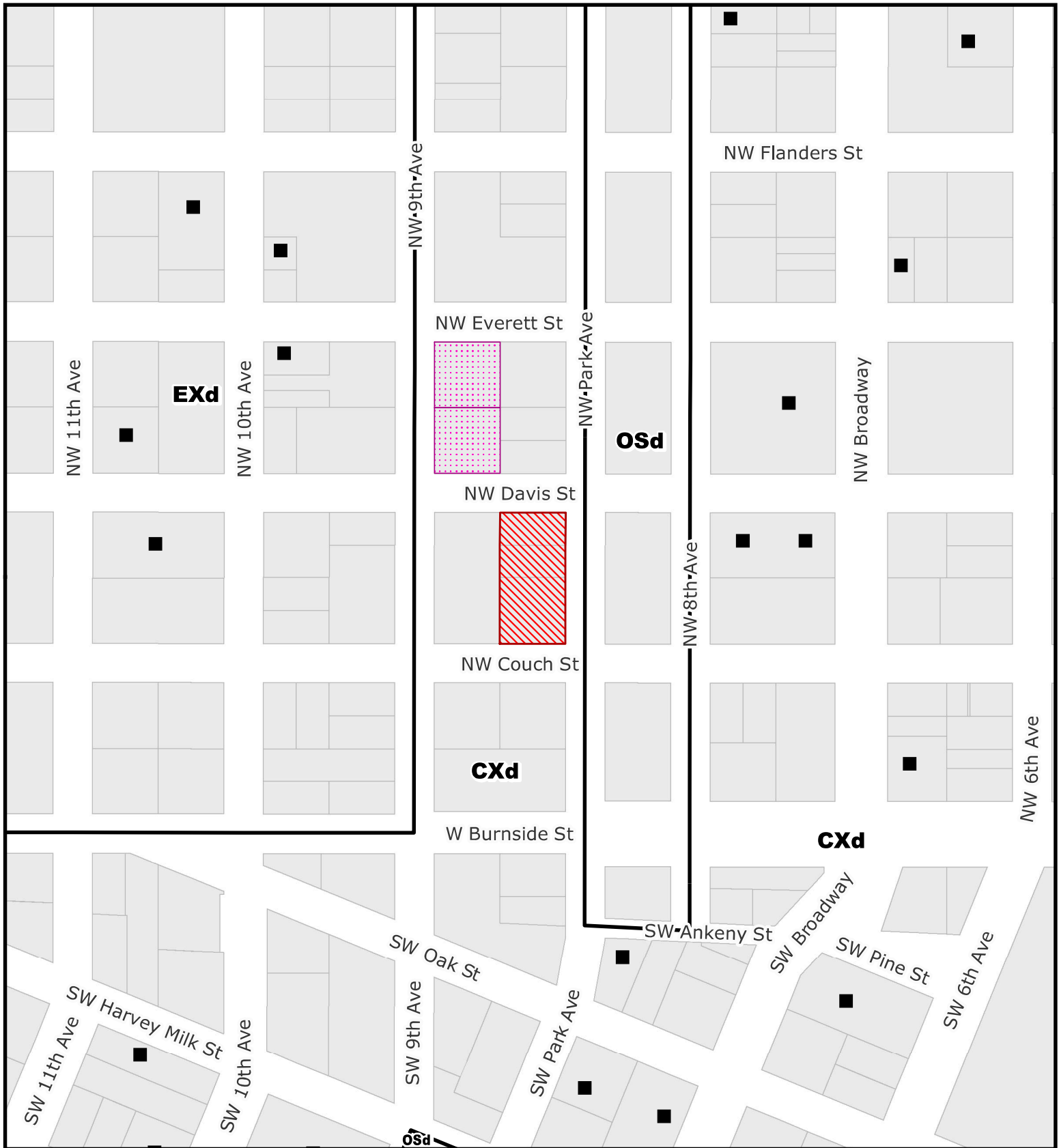
METAL PANEL BOX RIB - MULTIPLE PROFILES

METAL PANEL COLORS









ZONING



For Zoning Code in effect Post August 1, 2021

CENTRAL CITY PLAN DISTRICT
PEARL SUB DISTRICT



Site



Also Owned Parcels



Historic Landmark

File No.	EA 21 - 082922 DA
1/4 Section	3029
Scale	1 inch = 200 feet
State ID	1N1E34CB 8800
Exhibit	B Sep 03, 2021



DESIGN ADVICE REQUEST TABLE OF CONTENTS

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C17	AREA AMENITIES
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C20	SITE UTILITY PLAN
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C22	GROUND FLOOR PLAN
C23	TYPICAL UPPER FLOOR PLAN
C24	ROOF PLAN
C25	NORTH ELEVATION - NW DAVIS ST.
C26	EAST ELEVATION - PARK AVE.
C27	SOUTH ELEVATION - NW COUCH ST.
C28	WEST ELEVATION
C29	BUILDING MATERIALS
C30	LANDSCAPE- PLAN AND AXON
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PROJECT SUMMARY

Property ID: R140534, R140535, R140563
Address: 105 and 135 NW Park Avenue

The project site will be located on the half block (20,000 square feet) on NW Park Avenue, between NW Couch Street and NW Davis. The project site is currently occupied by two buildings and a vacant lot. The site will be cleared for the proposed project.

The proposed project is a new 6 story, 178 guest room hotel and a 1,750 square foot tenant improvement space. The first floor will contain the hotel lobby, restaurant and bar, multi-purpose lounge, fitness space, back of house laundry, loading area, emergency generator, utility spaces and the tenant space. Floors 2 - 6 will contain guest rooms and hotel support spaces. The hotel's main entrance and active use areas will be located along Park Ave and at the Couch and Davis street corners and will be provided with landscape and outdoor spaces along Park Avenue where the face of the building is setback from the property line between 4' and 15'-6" for the full 200' frontage.

The building construction will consist of level 1 slab on grade with type IA construction. Level 2 will consist of a post-tensioned concrete deck with Type IIIB wood framing above the level 2 deck.

The project will provide 60% ecoroof on the main roof to meet the project's stormwater management requirements for detention and quality and will connect to existing 18" combined sewer in NW Davis or the existing 24" combined sewer in NW Couch. A new 4" water meter and a new 4" fire service will connect to existing 8" main in NW Couch; backflow preventers will be located inside the building. Electrical service will require a 11'/x40' below grade vault and will need approval via the city's UVE process.

PROJECT DIRECTORY

OWNER
DEVELOPER: **Choice Hotels International**
1 Choice Hotels Circle
Rockville, MD 20850
TEL: (301) 628-4396

ATTN:
Casey Gemunder
casey.gemunder@choicehotels.com

ARCHITECT OF
RECORD: **SERA Architects**
338 NW Fifth Avenue
Portland, OR 97209
TEL: (503) 445-7372

ATTN: Jon McAuley
JonM@seradesign.com

CIVIL ENGINEER: **Vega Civil Engineering, Inc.**
1300 SE Stark Street, Suite 207
Portland, OR 97214
TEL: (503) 928-7082

ATTN: Martha Williamson
Martha@Vegacivil.com

LANDSCAPE
ARCHITECT: **SERA Architects**
1338 NW Fifth Avenue
Portland, OR 97209
TEL: (503) 445-7372

ATTN: Dan Jenkins
DanJ@seradesign.com

STRUCTURAL
ENGINEER: **KPFF**
111 SW 5th Avenue, Suite 2500
Portland, OR 97204
TEL: (503) 227-3251

ATTN: Ian Eikanas
Ian.Eikanas@KPFF.com

GUESTROOM SUMMARY						
	2	3	4	5	6	TOTAL
King	19	19	19	18	18	93
Double Queen	14	14	14	13	13	68
Suite	1	1	2	2	2	8
King ACC	1	1	1	1	1	5
Double Queen ACC	1	1				2
One Bedroom Suite ACC				1	1	2
Total	36	36	36	35	35	178

GUESTROOM MIX			
KEY SUMMARY		% designed	% proto
King	98	55%	52%
Double Queen	70	39%	44%
One Bedroom Suite	10	6%	4%

BUILDING GROSS SQUARE FOOTAGE SUMMARY					
LEVEL	FLOOR	Retail SF	Hotel SF	Building FAR/sf	Keys
1	Ground Level	1,743	15,842	17,585	
2	2nd Floor		15,494	15,494	36
3	3rd Floor		15,494	15,494	36
4	4th Floor		15,494	15,494	36
5	5th Floor		15,494	15,494	35
6	6th Floor		15,494	15,494	35
	TOTAL	1,743	93,312	95,055	178

Square Foot Per Key	524 sf/key
---------------------	------------

ZONING SUMMARY

Site Description: The proposed Site is the half block bounded by NW Park Avenue, NW Couch, and NW Davis Street. The property addresses are 105 & 135 NW Park. The parcel measures 100'x 200' and is currently occupied by two existing buildings and a vacant lot.

Zoning and Districts: The property is in the CXd Zone, Central City base zone with a Design Overlay. It is within the Pearl sub-district of the Central City Plan District. A Type III Design Review will be required.

Allowed Uses: A hotel is considered as “Retail Sales and Service” in the Portland Zoning Code and is allowed outright in the CX zone.

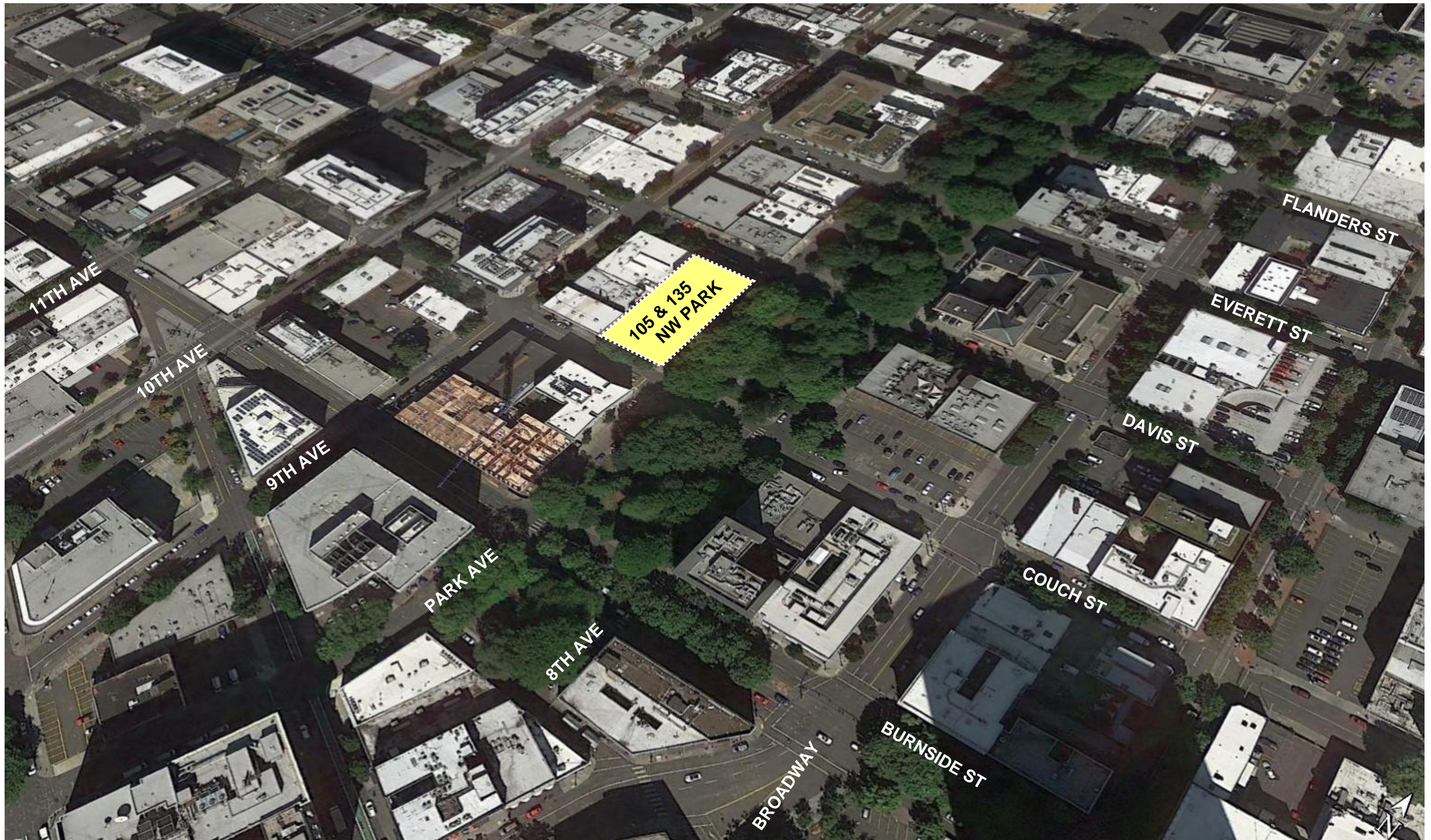
Historic Resource: Neither existing building is listed on Portland’s Historic Resource Inventory.

FAR: Base FAR for the site is 6:1 (120,000 SF). The current design is 4.75:1 (95,055 SF)

Height: Base height allowed is 100'. The current design is 69'.

Parking: Parking is not required on the site for hotel use. Valet parking will be provided and a passenger loading area is proposed on NW Park
Loading: The zoning requires two loading spaces for a hotel of this size. There is precedent for approval of an adjustment to the requirement from two spaces down to just one for similar projects. An adjustment to one space will be requested.

Proposed Modifications:
The project is requesting an adjustment to reduce the number of Type A loading spaces from 2 to 1. A loading analysis will be provided demonstrating that a single loading space is sufficient to meet the needs for the project and will better meet other standards such as the need for ground floor active use spaces and ground floor window percentages.
The project is also requesting a modification to Required Building Lines Design Standard (33.510.215). The standard requires that buildings must be set back at least 12' for a minimum of 75 percent of the lot line. For our 200 foot Park Avenue lot line, 75% is 150 feet. We are requesting a modification to provide a setback along the entire Park Avenue lot line. The proposed setback will vary between approximately 4' and 15'-6" with the 15'-6" depth along approximately 50% of the lot line. The standard also includes a requirement for 50% of the setback to contain landscape with 1 street tree per 400 sf of landscape. We are proposing approximately 30% of the setback to be landscape with 1 tree per 65 sf.





NE CORNER, DAVIS & PARK



NW CORNER DAVIS, MID-BLOCK



SE CORNER, COUCH & PARK



SW CORNER COUCH, MID-BLOCK



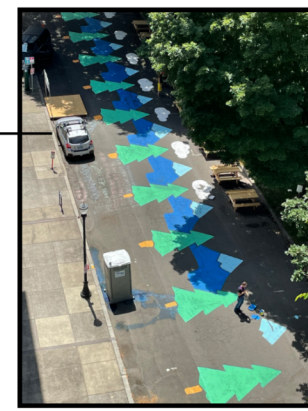
LMC PROJECT



PROJECT SITE



'DOG BOWL' ART / FOUNTAIN



STREET ART



BASKETBALL
AND BOCHI
COURT



FUTURE PARK CONCEPT



'MEMORY 99' (LEE KELLEY)



PNCA



HARLOW HOTEL



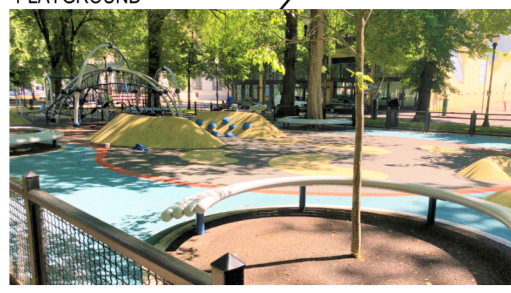
FLANDERS LOFTS



US CUSTOMS HOUSE



DAVIS ST
LIGHT
'NEPENTHES'
SCULPTURE
(LINK N. PARK
BLOCKS TO
WATERFRONT)



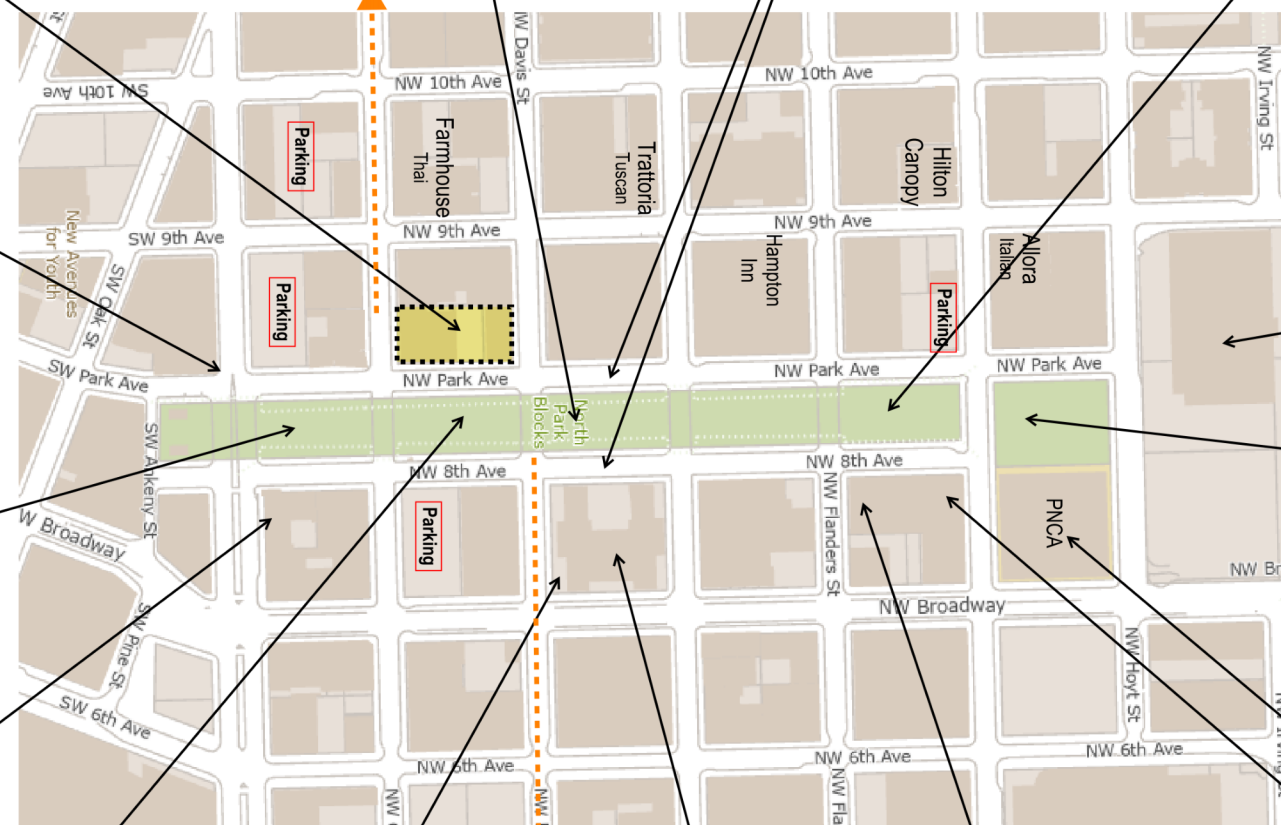
PLAYGROUND



'DA TUNG' BRONZE SCULPTURE



8 NW 8 HOUSING TOWER



TO
STREETCAR,
POWELS,
PROVIDENCE
PARK, FOREST
PARK

TO MAX,
WATERFRONT
PARK



MODERN MEDIA, NW CORNER DAVIS & PARK



GRAPHIC ART BUILDING, 9TH BETWEEN COUCH & DAVIS



LOMBARD AUTOMOBILE BUILDING, SE CORNER 8TH & DAVIS



ARTHOUSE, SW CORNER COUCH & PARK



MUSIC SHEET BUILDING, SW CORNER COUCH & 8TH



US CUSTOMHOUSE, 8TH AVE BETWEEN DAVIS & EVERETT



SW CORNER, PARK & EVERETT



HAMPTON INN, NW CORNER, PARK & EVERETT



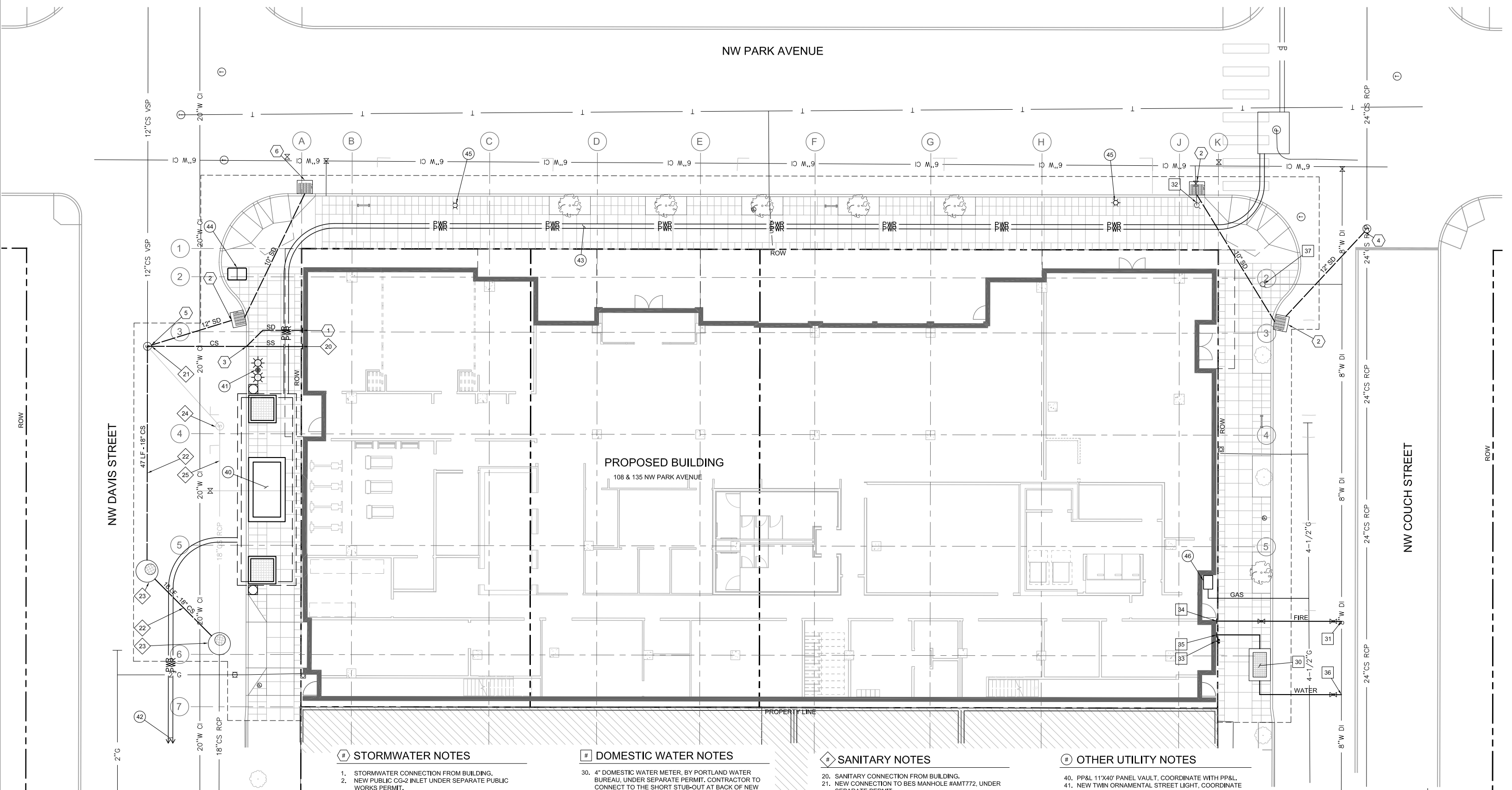
NE CORNER, 8TH & EVERETT



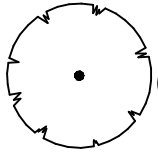
SW CORNER, PARK AND FLANDERS



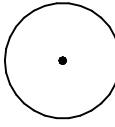
NE CORNER, 8TH & FLANDERS




LEGEND - SITE PLAN




(E) TREES



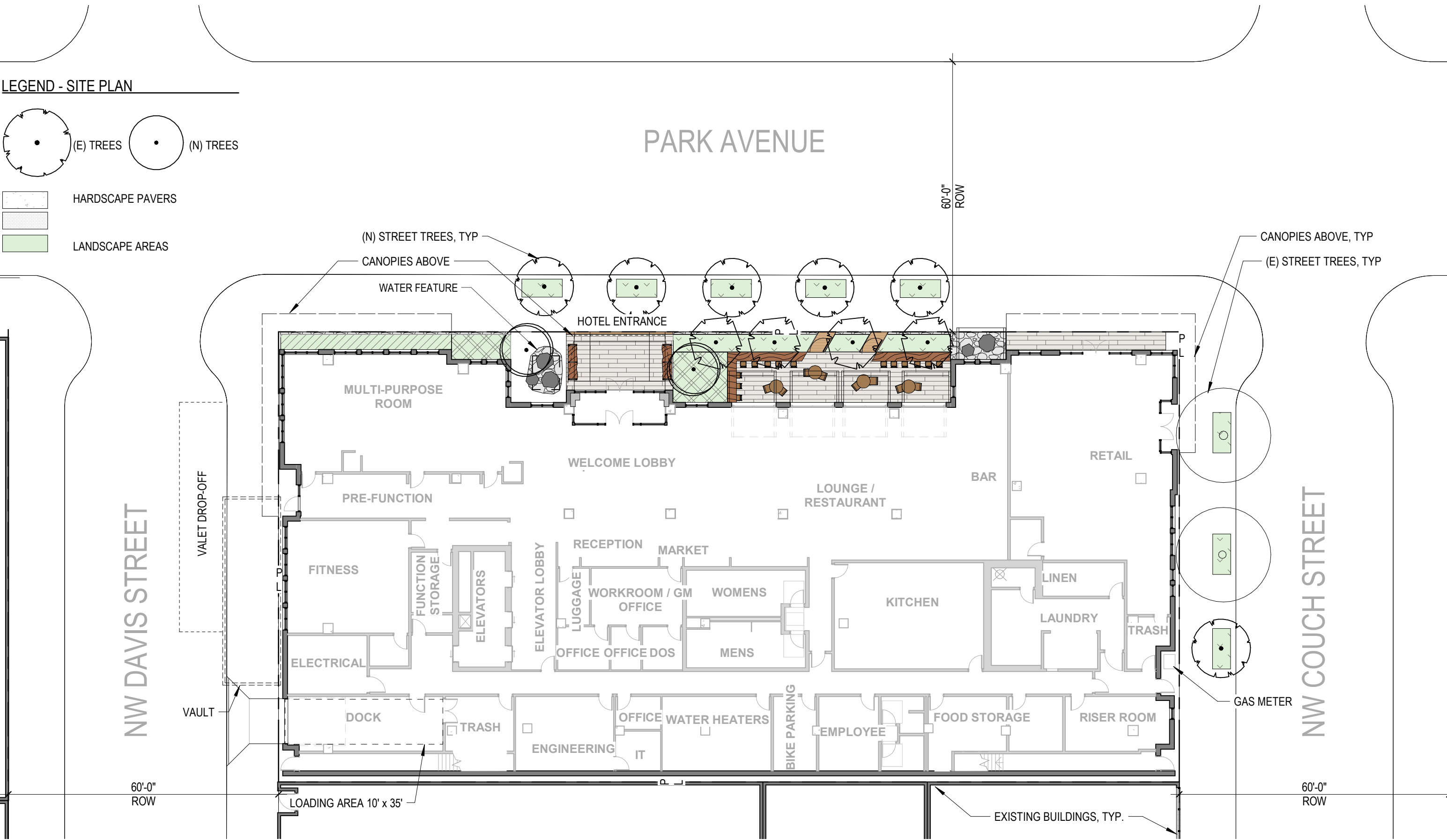
(N) TREES

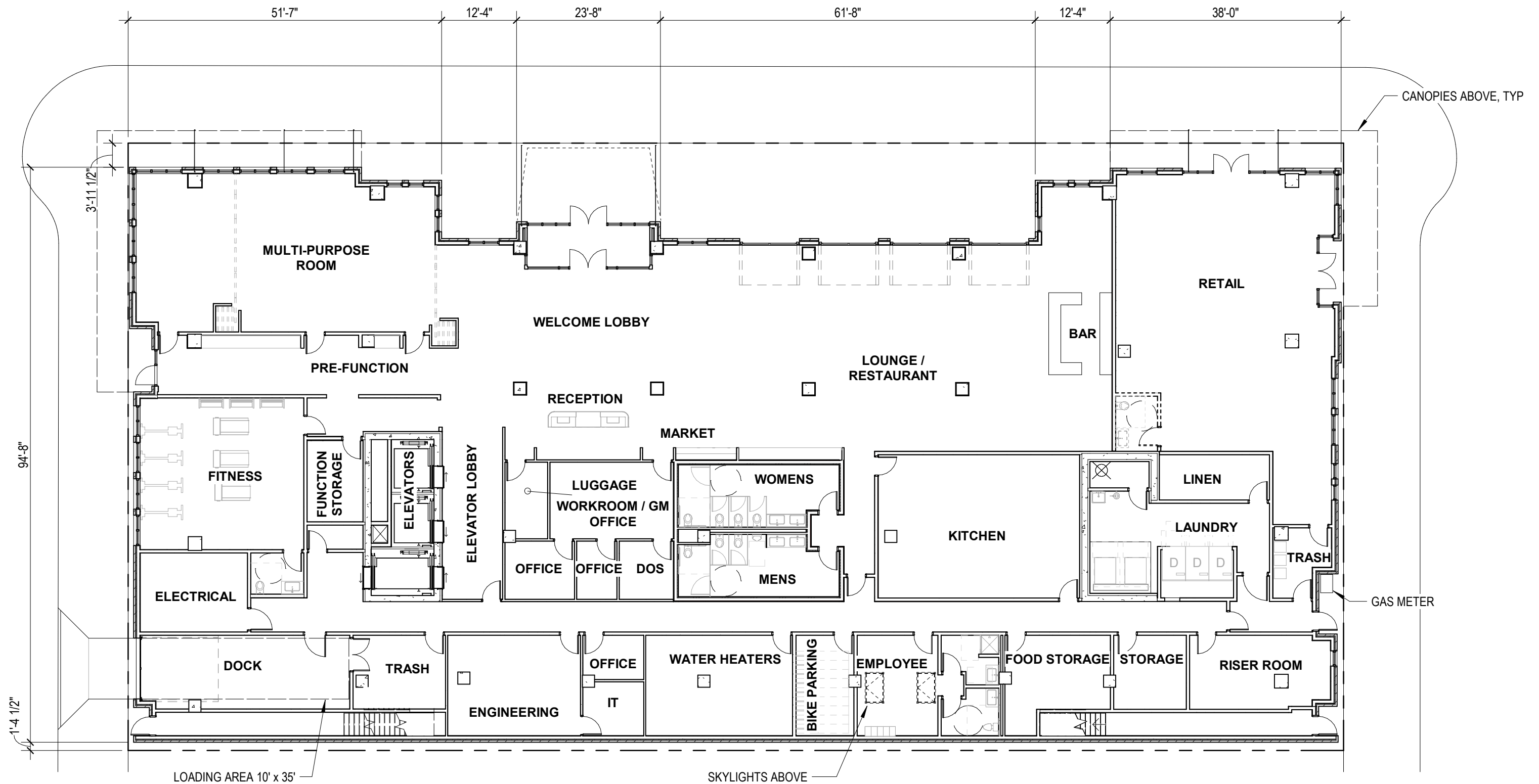


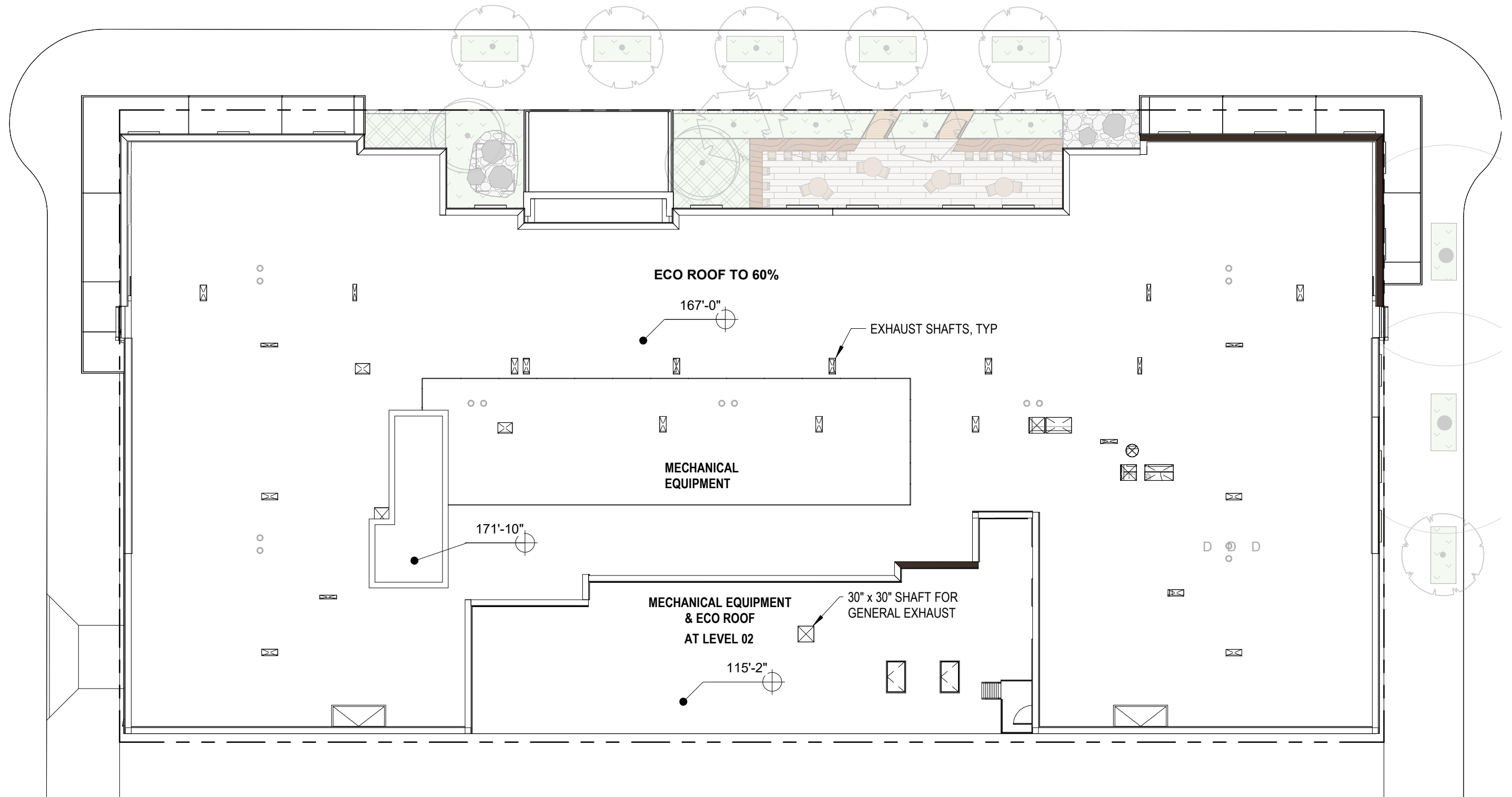
HARDSCAPE PAVERS

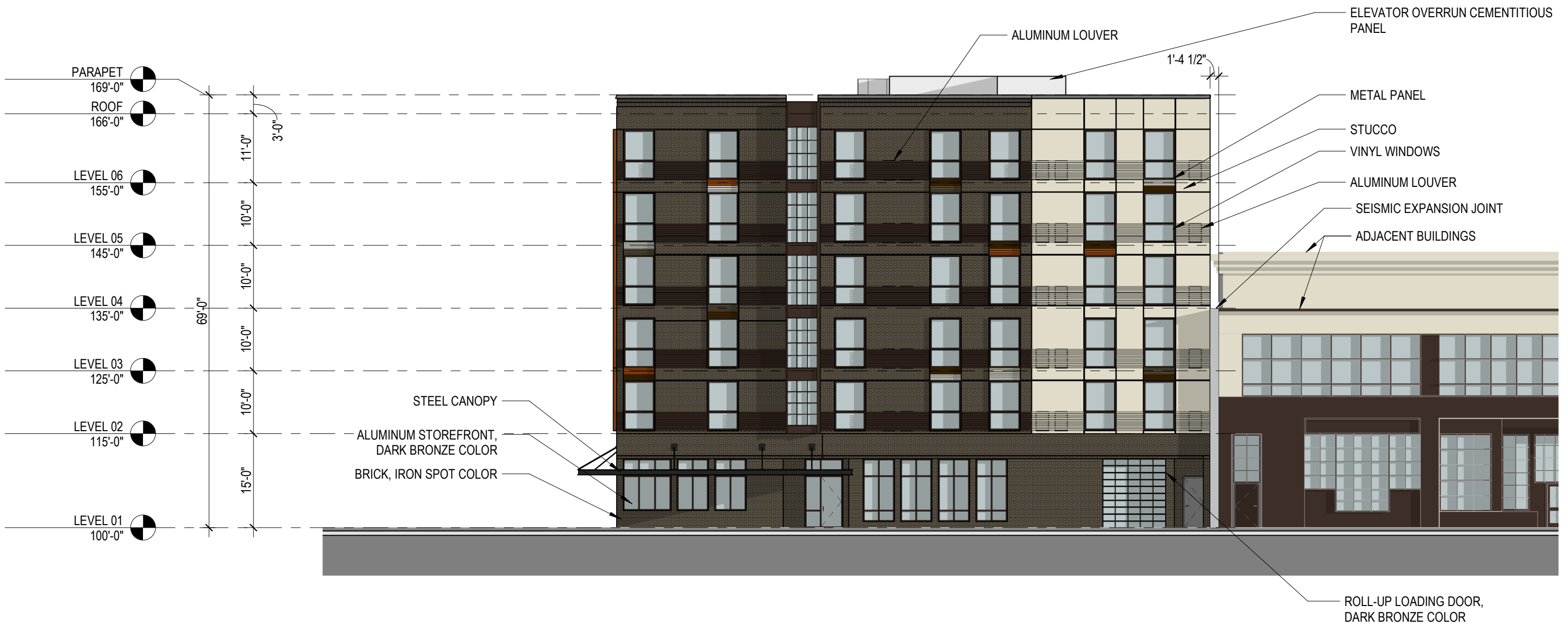


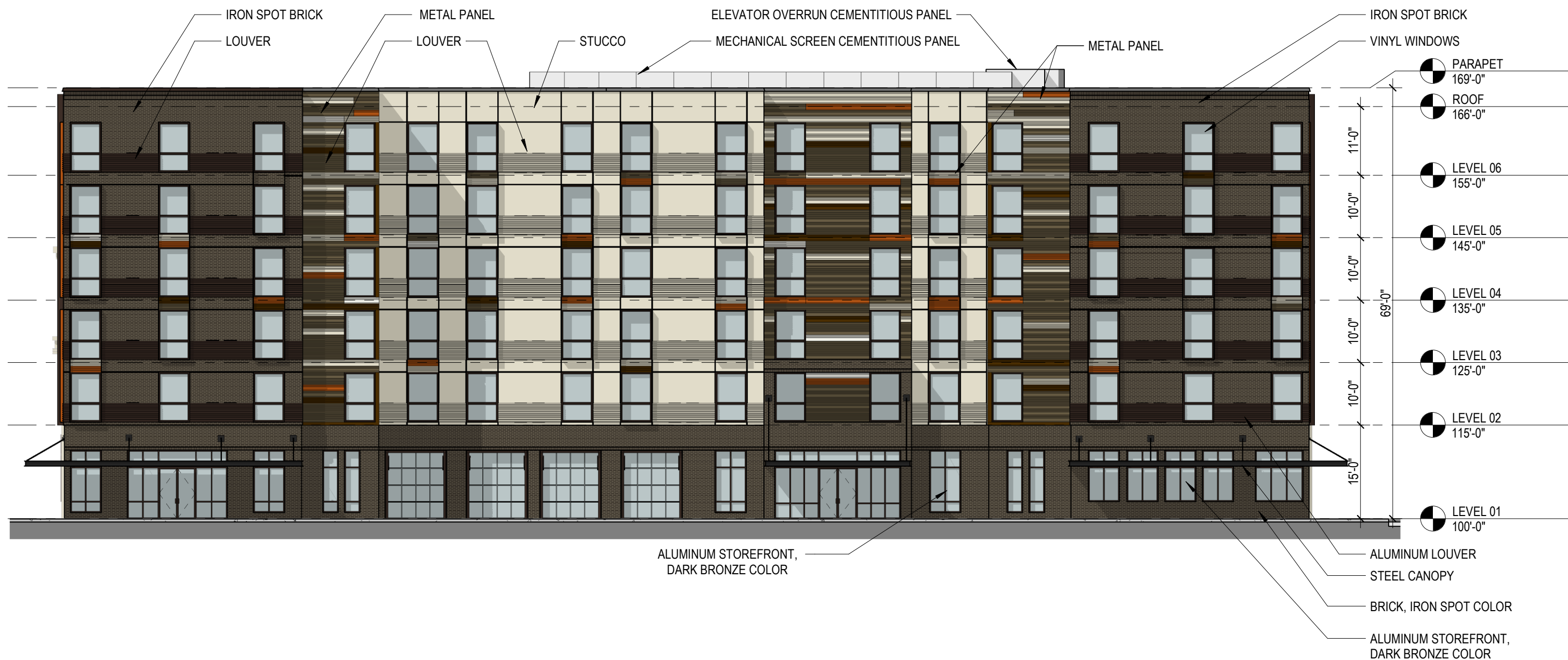
LANDSCAPE AREAS







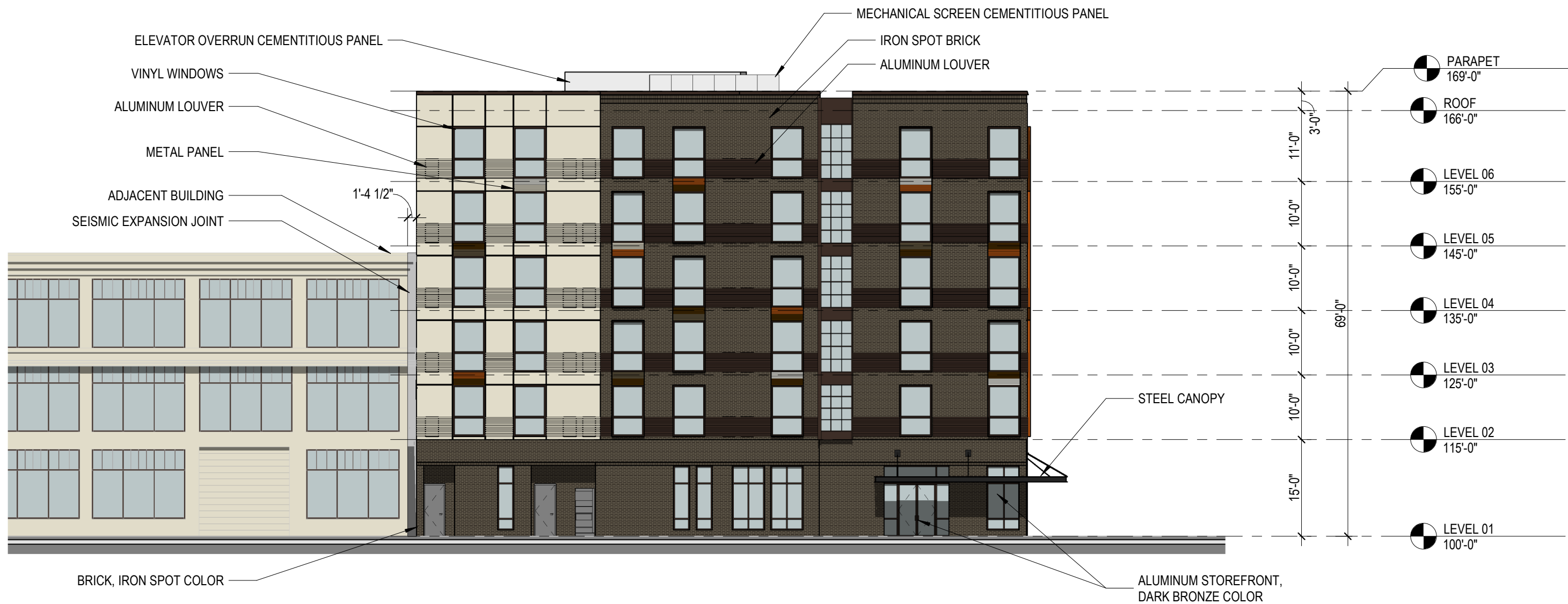


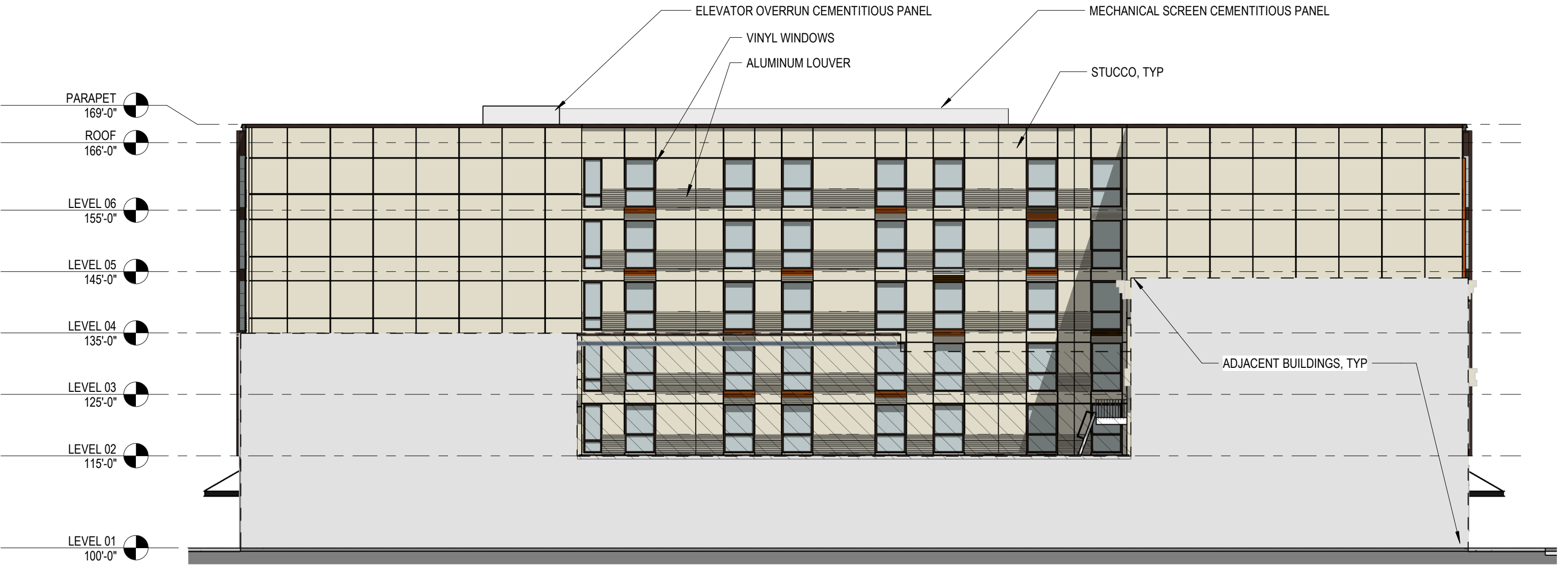


1/16" = 1'-0"

EA 21-082922 DA

EAST ELEVATION - PARK AVE. C26







ALUMINUM STOREFRONT DARK BRONZE



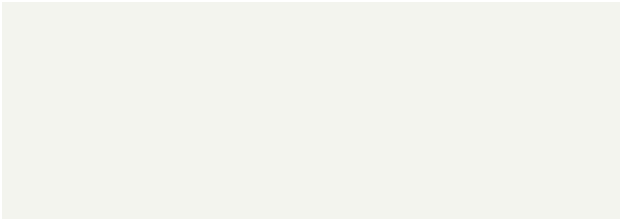
ROLL UP LOADING DOOR,
DARK BRONZE, FROSTED
GLAZING



COMMERICAL
VINYL WINDOWS,
VPI ENDURANCE,
DARK BRONZE



ARCHITECTURAL LOUVER
BAND



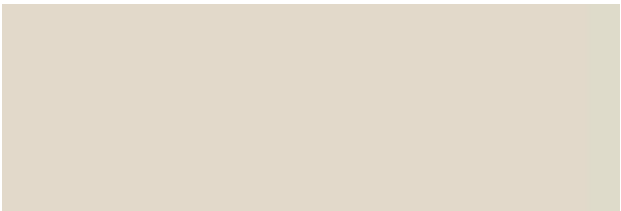
BONE WHITE



MENSARD BROWN



MEDIUM BRONZE



SANDSTONE



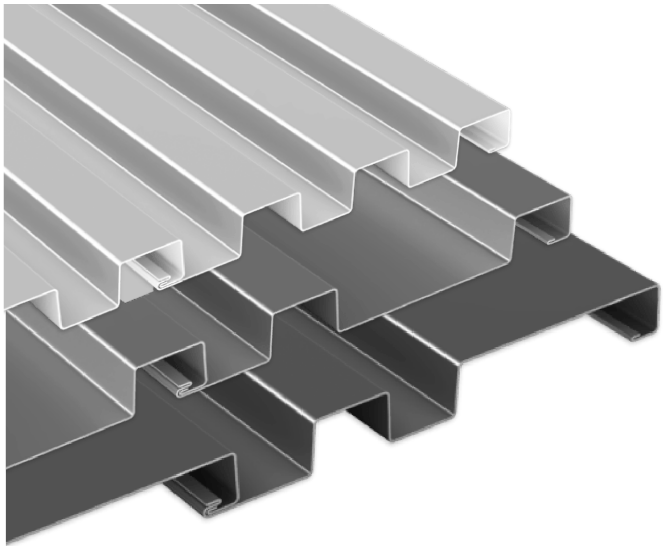
TERRA COTTA



BRICK IRON SPOT

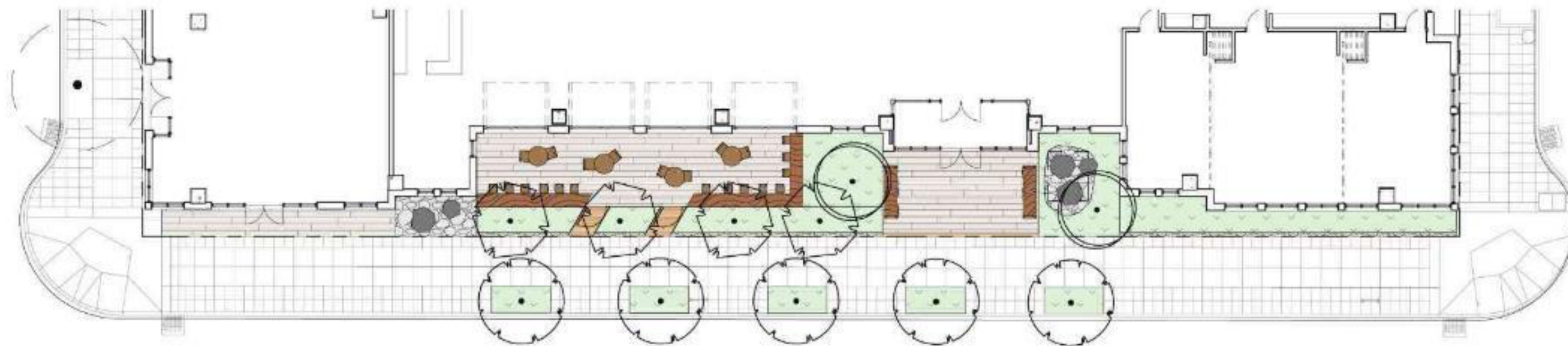


THREE COAT STUCCO, STANDARD FINISH, COLOR
TO MATCH METAL PANEL SANDSTONE



METAL PANEL BOX RIB - MULTIPLE PROFILES

METAL PANEL COLORS









City of Portland, Oregon
Bureau of Development Services
Land Use Services
FROM CONCEPT TO CONSTRUCTION

Dan Ryan, Commissioner
Rebecca Esau, Director
Phone: (503) 823-7300
Fax: (503) 823-5630
TTY: (503) 823-6868
www.portland.gov/bds

Date: September 23, 2021

To: SERA ARCHITECTS *GARY GOLLA* & SERA ARCHITECTS *JON MCAULEY*

From: Benjamin Nielsen, Land Use Services, Benjamin.Nielsen@portlandoregon.gov

RE: Design Advice Request posting for EA 21-068595 DA

Dear Jon and Gary:

I have received your application for a Design Advice Request (DA) at 105 & 135 NW PARK AVE. Your case number is given above. The first meeting with the is scheduled for . I am the planner handling your case, and can answer any questions you might have during the process.

You are required to post notice on the site of your proposal 21 days before the hearing. The information below will help you do this. I am also enclosing instructions for making the required posting boards and the notice that should be placed on the signs.

- A. You must post one of these signs every 600 feet, or fraction thereof, on each street frontage of the property. Because you have approximately 200 feet of street frontage on **NW Park Ave, you should post 1 sign**. Because you have approximately 100 feet of street frontage on **NW Couch St, you should post 1 sign**. Because you have approximately 100 feet of street frontage on **NW Davis St, you should post 1 sign**.
- B. These signs must be placed within 10 feet of the street frontage line, and must be visible to pedestrians and motorists. You may not post in the public right-of-way.
- C. Because the meeting with the for your case is scheduled for October 21, 2021, you must **post the notice by September 30, 2021**, 21 days before the hearing.
- D. A certification statement is enclosed, which you must sign and return. The statement affirms that you posted the site. It also confirms your understanding that if you do not post the notice by the date above, your hearing will be automatically postponed. You must return this statement to us by October 7, 2021, 14 days before the hearing.
- E. You should not remove the notice before the meeting, but it must be taken down within two weeks after the meeting. You may want to save the posting boards to use for the required site posting during the Type III land use review.

Encls: Posting Notice
Statement Certifying Posting

cc: Application Case File

Design Advice Request

CHOICE CAMBRIA HOTEL

CASE FILE	EA 21-082922 DA
WHEN	Thursday, October 21, 2021 @ 1:30 PM <i>(This is the hearing start time –see Commission agenda for estimated project start time.)</i>
WHERE	ONLINE: Meeting link will be listed on the agenda available at www.portland.gov/bds/design-commission
HOW	TO COMMENT: Follow instructions on the Design Commission agenda <u>or</u> email the planner at Benjamin.Nielsen@portlandoregon.gov
REVIEW BY	DESIGN COMMISSION
PROCESS	A Design Advice Request is a voluntary review process that allows the Commission to provide early feedback on a development proposal, prior to the required land use review
PROPOSAL	Design Advice Request for a proposed new 6-story (approx. 68 feet tall), 179 guest room hotel and approx. 1,750 square foot commercial/retail space. The building is proposed to be clad with brick at the ground floors and stucco on the upper stories. The ground floor will contain the hotel lobby, restaurant and bar, meeting rooms, fitness space, and the future commercial/retail space, as well as back of house areas. One Standard B loading space is proposed with access off NW Davis St, which will require an Adjustment to loading standards. A Modification to the Required Building Lines – Park Blocks standard will be needed.
REVIEW APPROVAL CRITERIA	Central City Fundamental Design Guidelines River District Design Guidelines Portland Zoning Code Section 33.805.040 – Adjustments Approval Criteria Portland Zoning Code Section 33.825.040 – Modifications That Will Better Meet Design Review Requirements
SITE ADDRESS	105 & 135 NW Park Ave
ZONING/ DESIGNATION	CXd – Central Commercial with Design Overlay Pearl Subdistrict of the Central City Plan District
FURTHER INFO	Available online at www.portland.gov/bds/design-commission or contact the planner listed below at the Bureau of Development Services.
QUESTIONS? BDS CONTACT	Benjamin Nielsen, City Planner (503) 865-6519 / Benjamin.Nielsen@PortlandOregon.gov Bureau of Development Services, 1900 SW 4 th Ave, Suite 5000, Portland, OR 97201

Traducción e interpretación | Chuyển Ngữ hoặc Phiên Dịch | 翻译或传译 | Turjumida ama Fasiraadda | 翻訳または通訳 | ການແປພາສາ ຫຼື ການອະທິບາຍ
Письменный или устный перевод | Traducere sau Interpretare | 번역및통역 | الترجمة التحريرية أو الشفوية | Письмовий або усний переклад



503-823-7300



BDS@PortlandOregon.gov



www.PortlandOregon.gov/bds/translated

TTY: 503-823-6868
Relay Service: 711

SERA ARCHITECTS *GARY GOLLA* & SERA ARCHITECTS *JON MCAULEY*
338 NW 5TH AVE PORTLAND, OR 97029 338 NW 5TH AVE PORTLAND OR 97209

DATE: 9/30/2021

TO: Benjamin Nielsen
Bureau of Development Services
1900 SW Fourth Ave., Suite 5000
Portland, Oregon 97201

APPLICANT'S STATEMENT CERTIFYING DESIGN ADVICE REQUEST POSTING

EA 21-082922 DA
Case File ~~EA 21-068595 DA~~

This certifies that I have posted notice on my site. I understand that the meeting with the is scheduled for at 1:30PM, and that I was required to post the property at least 21 days before the hearing.

The required number of poster boards, with the notices attached, were set up on 9/28/2021 (date). These were placed within 10 feet of the street frontage line so that they were visible to pedestrians and motorists.

I understand that this form must be returned to the Bureau of Development Services no later than , 14 days before the scheduled meeting. I also understand that if I do not post the notices by , or return this form by , my meeting will automatically be postponed.

In addition, I understand that I may not remove the notices before the meeting, but am required to remove them within two weeks of the meeting.


Signature

Jon McAuley, SERA Design and Architecture, Inc.

Print Name

338 NW 5th Ave

Address

Portland, OR 97209

City/State/Zip Code



On September 28, 2021 the DAR Hearing Notice was posted on 105/135 NW Park's Couch Street Frontage



On September 28, 2021 the DAR Hearing Notice was posted on 105/135 NW Park's Davis Street Frontage



On September 28, 2021 the DAR Hearing Notice was posted on 105/135 NW Park's Park Avenue Frontage

GENERAL INFORMATION ABOUT THE DESIGN ADVICE REQUEST PROCESS

Purpose of a Design Advice Request

Design Advice Requests are not intended to substitute for other Code-required land use or legislative procedures. Purposes served by Design Advice Requests might include the following:

- Early feedback on atypical building types or configurations unable to draw on other prior project approvals to assess approval potential.
- Projects which, for various reasons, anticipate including elements that do not appear to conform to design guidelines, and which may require a waiver of one or more design guidelines.
- Unique urban design schemes for which interest or support is sought prior to approaching other agencies.

Process

The Portland Zoning Code affords the opportunity for parties interested in bringing matters before the Design Commission outside of other prescribed regulatory or legislative processes. The relevant Code chapter reads as follows:

33.730.050 F. Other pre-application advice.

An applicant may request advice from the Design Commission or Historical Landmarks Commission prior to submitting a land use request that would be heard by these commissions. These requests are known as "Design Advice Requests". These requests do not substitute for a required pre-application conference with the BDS staff and other City urban service or technical representatives.

The general order of appearance for those attending the meeting is as follows: Bureau of Development Services introduction, applicant presentation, clarifying questions about the proposal by the Commission, public comment, informal discussion about the proposal between the Commission and the applicants, and Design Commission final comment. There will be no final decision about this proposal during this Design Advice Request process. At the request of the Commission, a submittal for a Design Advice Request may be continued to a future date for further discussion.

Opportunity for Public Comment

The neighborhood association may take a position on the proposed development and may have scheduled an open meeting prior to providing comment to the Design Commission. Please contact the person listed as the neighborhood contact to determine the time and date of this meeting. The public meeting with the Design Commission will provide an opportunity for parties to submit oral and written comment on this matter

Design Advice Request Results

Design Advice Requests will provide informal, advisory response only. Responses received at the meeting may inform City staff when processing future land use reviews, but will not be considered a formal directive from the Commission. The Commission may offer future procedural or design direction, and may also offer a preliminary assessment against approval criteria that would apply were the proposal to be reviewed formally through the land use review process. Comment provided at the meeting will be documented by City staff, and will be available for further and future reference.

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2021 082922 000 00 EA Early Assistance **Pending - EA**

⬅

Back To List

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+ Land Use Services (7)

- Environmental Services (1)
- 🌲

BES Syst Dev - EA Response

Closed

🟢

- 👤

+ Transportation (1)
- 📁

+ Process Managment (3)

+ Status Change (2)

- 📍
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General

Memo(1)

Deficiency

Attachment

Attempt

+Attempt

Checklist

Info

BES Syst Dev - EA Response

⚙ Options ▾

(69013) closed 135 NW

PARK AVE , PORTLAND, Oregon, 97209, USA

Team

Team

▼

Assigned User

Cermak,Abigail

▼

Baseline Start Date

Sep 24, 2021 00:00:00

Baseline End Date

Oct 07, 2021 02:29:38

To Start

Sep 24, 2021 00:00:00

📅

To End

Oct 07, 2021 02:29:38

📅

Sign Off User

Cermak,Abigail

▼

Discipline

Started

Oct 04, 2021 18:00:38

📅

Ended

Oct 04, 2021 18:00:38

📅

Created By

Reference

Reference

People

Folder | Property(3) | People(6) | Info(17) | Fee(2) | Process(14) | Document | Comment(4) | Attachment(6) | Correspondence(8)

People

21

2021 082922 000 00 EA Early Assistance Pending - EA

Last Modified By

Cermak,Abigail

Display Order

800

Inspection Number

Inspection Number

Last Modified

Oct 04, 2021 18:00:46

Comments

10/04/21: SEE BES Response from associated EA case #21-058331-EA. Applicant must submit storm report with land use review. - ACermak

Days Elapsed

10

Save Process

Attempts

Options

Date	User	Result	Comment	Time	Overtime	Unit	Mileage	Expense
10/04/2021	Cermak,Abi...	Completed		0.1		H		

+ Add New Attempt

Checklist

Options

Process Info

Options

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+ Land Use Services (7)
- + Environmental Services (1)
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PBOT Dev Rev - EA Response

Closed

🔒
- 📁

+ Process Managment (3)
- + Status Change (2)
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General Memo(1) Deficiency Attachment

Attempt +Attempt Checklist Info

PBOT Dev Rev - EA Response ⚙️ Options ▾

(69017) closed 135 NW

PARK AVE , PORTLAND, Oregon, 97209, USA

Team

Team ▾

Assigned User

de Freitas,Fabio ▾

Baseline Start Date

Sep 24, 2021 00:00:00

Baseline End Date

Oct 07, 2021 02:29:38

To Start

Sep 24, 2021 00:00:00

📅

To End

Oct 07, 2021 02:29:38

📅

Sign Off User

de Freitas,Fabio ▾

Discipline

Started

Oct 14, 2021 16:30:06

📅

Ended

Oct 14, 2021 16:30:06

📅

Created By

Reference

Reference

People

Folder | Property(3) | People(6) | Info(17) | Fee(2) | Process(14) | Document | Comment(4) | Attachment(6) | Correspondence(8)

People

2021 082922 000 00 EA Early Assistance

Pending - EA

Last Modified By

de Freitas,Fabio

Display Order

900

Inspection Number

Inspection Number

Last Modified

Oct 14, 2021 16:31:23

Comments

See PBOT response prepared for associated Pre-application Conference 21-058331 for all pertinent transportation matters & requirements

Days Elapsed

20

Save Process

Attempts

Options

Date	User	Result	Comment	Time	Overtime	Unit	Mileage	Expense
10/14/2021	de Freitas...	Completed	See PBOT r...		H			

+ Add New Attempt

Checklist

Options

Process Info

Options

2257 NW RALEIGH ST.
PORTLAND, OR 97210



503.823.4288
WWW.PEARLDISTRICT.ORG

October 21, 2021

To: Benjamin Nielsen, BDS; Design Commission
Re: EA 21-082922 DA

The Pearl District Neighborhood Planning and Transportation Committee reviewed the Cambria Hotel project at its September 21, 2021 meeting in advance of the Design Advice Request on October 21. The following is a summary of thoughts reflecting the conversation at the committee meeting:

In general, the committee strongly felt that the design and materiality does not live up to the standard set by the project's prominent location along the North Park Blocks, one of the City's grand civic spaces. What was proposed is a rather bland building that lacks distinction, consisting of tan stucco, dark iron brick and metal that does not attempt to incorporate the site's historical elements in order to create a signature building. An adaptive reuse project could help justify seismically retrofitting one of the two existing brick buildings on the site, or at least preserving the building's facade.

There were also concerns about the design intention behind the articulation of the east façade and the random pattern of metal panels shown in the design concept, with one suggestion to group the metal panels with the window system to make the design more thoughtful in appearance. There was also a suggestion to add articulation to the north and south facades as well to create a more cohesive design, and to elevate the canopies as a celebratory gesture at the hotel entrance. However, there was positive feedback for building out to the corners and having a recessed entryway with outdoor seating, suggesting that the committee could potentially support modifying the Central City 2035 provision for a landscape setback if at least 75 percent of the building frontage is not built to the property line (which was originally added to support the Green Loop).

While the committee supports the independent retail space proposed at the southeast corner along Couch Street, concerns were raised that the proposed meeting rooms would not provide sufficient activation at the northeast corner, which is an issue as Davis Street lacks active street frontages in the area and the program could use an anchor at that corner to make the street feel safer for people walking and activate the North Park Blocks. The proposed hotel-operated bar/restaurant also raised concerns, as other nearby hotels had promised activation from their hotel-operated bars (such as the Marriott Residence Inn) but failed to deliver in activating the street.

As Park Avenue is the future home of the Green Loop and is identified in the Transportation System Plan as a north-south bicycle transportation corridor in the Pearl District, the project's proposed location of the valet zone on Davis Street is ideal to help avoid inducing additional vehicular traffic on Park Avenue to access the valet zone, and would reduce potential safety conflicts between modes along the future Green Loop.

Respectfully,

Reza Farhoodi and David Dysert
Co-Chairs, Planning and Transportation Committee
Pearl District Neighborhood Association



City of Portland, Oregon - Bureau of Development Services

1900 SW Fourth Avenue • Portland, Oregon 97201 | 503-823-7300 | www.portland.gov/bds



Early Assistance Application

File Number: EA 21-082922 DA

Appt Date/Time:

FOR INTAKE, STAFF USE ONLY

Date Rec 9/2/21 by Mary

LU Reviews Expected DZ

☐ Required ☒ Optional see previous DA 21-068595
& PC 21-058331

☐ Y ☒ N Unincorporated MC

☐ Y ☐ N Flood Hazard Area (LD & PD only)

☐ Y ☐ N Potential Landslide Hazard Area (LD & PD only)

☐ Y ☒ N 100-year Flood Plain

☐ Y ☒ N DOGAMI

Qtr Sec Map(s) 3029 Zoning CXd

Plan District CC- Pearl

Historic and/or Design District CC- Pearl

Neighborhood Pearl District

District Coalition NWNW

Business Assoc Downtown Retail Council & Pearl District

Neighborhood within 400/1000 ft Old Town & Portland Downtown

APPLICANT: Complete all sections below that apply to the proposal. Please print legibly.
Email this application and supporting documents to: LandUseIntake@portlandoregon.gov

Development Site

Address 105 & 135 NW Park Ave Cross Street Couch Site Size/Area 20,000

Tax account number(s) R 140534 R 140535 R 140536

Adjacent property in same ownership R _____ R _____ R _____

Short Project Description:

include proposed stormwater disposal methods. Attach additional sheets for a more detailed description, if needed.

New Hotel, 5 (Type IIIB) over 1 (Type IA), 94,000 square feet, 179 units, Adjustment to loading standards, and park block building Lines, ecoroof and flow through planter for onsite stormwater.

Design & Historic Review (New development: give project valuation. Renovation: give exterior alteration value) \$ 25,500,000

APPLICANT: Select an Early Assistance Type and check boxes for desired meeting/written notes options:

Early Assistance Type	City Reviewers	On-line MS Teams meeting & written notes provided ¹	No meeting, written notes provided
<input type="checkbox"/> Pre-application Conference² required for Type III and IV land use reviews	BDS Land Use Services, Transportation, Environmental Services, Water, Parks, others as needed	<input type="checkbox"/>	
<input checked="" type="checkbox"/> Design Advice Request² Public Zoom meeting or written notes only with Design Commission or Historic Landmarks Commission	BDS Land Use Services and Design Commission or Historic Landmarks Commission		
<input type="checkbox"/> Early Assistance - Zoning and Infrastructure Bureaus (including initial bureau responses for street vacations)	BDS Land Use Services, Transportation, Environmental Services, Water, Parks	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Early Assistance - Zoning Only	BDS Land Use Services	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Pre-Permit Zoning Plan Check <input type="checkbox"/> 1-2 housing units <input type="checkbox"/> All other development	BDS Land Use Services		<input type="checkbox"/>
<input type="checkbox"/> Public Works Inquiry for 1-2 housing units No land use review or property line adjustment expected	Transportation, Environmental Services, Water		<input type="checkbox"/>

¹Where a meeting is optional, an additional fee applies for the meeting in addition to written notes. Please see the Land Use Services fee schedule for detailed fee information: www.portland.gov/bds/documents/land-use-services-fee-schedule.

²Public notice (email and internet posting) provided for Pre-application conferences and Design Advice Requests.

Applicant Information For Early Assistance options that include a meeting, indicate who should be invited by BDS staff. A legible email address must be provided. Include separate sheet for additional names if needed.

PRIMARY CONTACT, check all that apply ☒ Applicant ☐ Owner ☐ Other _____
Invite to MS Teams Meeting?: ☒ Yes ☐ No
Name Gary Golla, Jon McAuley Company SERA Design and Architecture, Inc.
Mailing Address 338 NW 5th Ave
City Portland State OR Zip Code 97209
Day Phone 503-445-7372 email garyg@seradesign.com, jonm@seradesign.com

Check all that apply ☐ Applicant ☒ Owner ☐ Other _____
Invite to MS Teams Meeting?: ☒ Yes ☐ No
Name Casey Gemunder Company Choice Hotels
Mailing Address _____
City _____ State _____ Zip Code _____
Day Phone 301-628-4396 email casey.gemunder@choic-hotels.com

Check all that apply ☐ Applicant ☐ Owner ☒ Other Construction Management
Invite to MS Teams Meeting?: ☒ Yes ☐ No
Name Harris Griswold Company Highside Development
Mailing Address _____
City _____ State _____ Zip Code _____
Day Phone 720-402-9424 email griswold@highsidedevelopment.com

**Please submit this application via email with the following materials to
LandUseIntake@portlandoregon.gov:**

- ☒ Written project description
- ☒ Site plans drawn to a measurable scale, with scale and scale bar identified
- ☐ Building elevations drawn to a measurable scale (if appropriate), with scale and scale bar identified

Once the application is received, staff will contact you regarding payment and scheduling a date and time for your meeting.

Questions to be discussed:

Please include on a separate sheet of paper all questions you wish to be addressed.

Note:

1. Only material submitted with the original application will be addressed by City staff; we are unable to address any additional material that is submitted after the application is received.
2. For some proposals, such as those using the Community Design Standards, you will receive more detailed information if you provide full-sized plans.
3. Estimates for System Development Charges (SDCs) are not be provided at Early Assistance Meetings. Refer to SDC information on the BDS website.
4. Plans examiners do not participate in Early Assistance meetings and they do not provide written comments. For life/safety and building code questions, consult with a plans examiner in the Permit Center or schedule a Life Safety Preliminary Meeting (www.portland.gov/bds/documents/life-safety-preliminary-meeting-request-packet).

Following a pre-application conference, the summary report with web links to forms and handouts will be e-mailed to you. If you prefer to receive paper copies, please check this box. ☐



City of Portland, Oregon
Bureau of Development Services
Land Use Services
FROM CONCEPT TO CONSTRUCTION

Dan Ryan, Commissioner
Rebecca Esau, Director
Phone: (503) 823-7300
Fax: (503) 823-5630
TTY: (503) 823-6868
www.portland.gov/bds

Design Advice Request

DISCUSSION MEMO

Date: October 15, 2021
To: Portland Design Commission
From: Benjamin Nielsen, Design / Historic Review Team
(503) 865-6519, benjamin.nielsen@portlandoregon.gov
Re: EA 21-082922 DA – Choice Cambria Hotel
Design Advice Request – October 21, 2021

This memo is regarding the upcoming DAR on October 21, 2021 for the Choice Cambria Hotel. The following supporting documents are available as follows:

- Drawings may be accessed here <https://efiles.portlandoregon.gov/Record/14692898/>. Note, Commissioners who requested hard copies will receive the drawing set by courier.
- A Design Guidelines matrix is attached with staff comments, and I will send you a digital copy via email.

I. PROGRAM OVERVIEW

Design Advice Request for a proposed new 6-story (approx. 69 feet tall), 178 guest room hotel and approx. 1,750 square foot commercial/retail space. The building is proposed to be clad with brick at the ground floors and stucco on the upper stories. The ground floor will contain the hotel lobby, restaurant and bar, meeting rooms, fitness space, and the future commercial/retail space, as well as back of house areas.

One Standard B loading space is proposed with access off NW Davis St, which will require an Adjustment to loading standards.

A Modification to the Required Building Lines – Park Blocks standard will also be needed.

II. DEVELOPMENT TEAM BIO

Architect	Gary Golla & Jon McAuley, SERA Design and Architecture
Owner's Representative	Casey Gemunder, Choice Hotels
Project Valuation	\$ 25,500,000

III. FUTURE DESIGN REVIEW APPROVAL CRITERIA:

[Central City Fundamental Design Guidelines](#)
[River District Design Guidelines](#)

(see attached matrix)

IV. POTENTIAL ADJUSTMENT APPROVAL CRITERIA

The following Adjustment may be requested.

1. Number of Loading Spaces (33.266.310.C). Two Standard A spaces are required (35' x 10' with a clearance of 13'). Only one Standard A space is proposed.

The Adjustment would be subject to the following approval criteria (33.805.040 A-F.):

- A. Granting the adjustment will equally or better meet the purpose of the regulation to be modified; and
- B. If in a residential, C11, or IR zone, the proposal will not significantly detract from the livability or appearance of the residential area, or if in an OS, C, E, I, or C12 zone, the proposal will be consistent with the classifications of the adjacent streets and the desired character of the area; and
- C. If more than one adjustment is being requested, the cumulative effect of the adjustments results in a project which is still consistent with the overall purpose of the zone; and
- D. City-designated scenic resources and historic resources are preserved; and
- E. Any impacts resulting from the adjustment are mitigated to the extent practical; and
- F. If in an environmental zone, the proposal has as few significant detrimental environmental impacts on the resource and resource values as is practicable.

V. POTENTIAL MODIFICATION APPROVAL CRITERIA

The following Modification may be requested:

1. Required Building Lines, Standards for the Park Blocks (33.510.215.B.5). The standard requires a minimum 12-foot setback for at least 75% of the length of the NW Park Ave lot line. The lot line is 200 feet long, but only about 99.75 feet of the building is proposed to be set back (approximately 49% of the lot line length). The depth of the setback proposed, however, is approximately 15.75 feet.

The Modification would be subject to the following approval criteria:

- A. The resulting development will better meet the applicable design guidelines;
- B. On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested; and
- C. Any impacts resulting from the modifications are mitigated to the extent practical.
(****Commissioners: please note criterion C. is a new criterion adopted with DOZA.*)

VI. STAFF ANALYSIS & RECOMMENDED DAR DISCUSSION TOPICS

Staff advise you consider the following among your discussion items on October 21, 2021:

- *Background and discussion topics are organized according to the tenet of Context, Public Realm, and Quality & Permanence.*
- *See the attached matrix for additional staff comments and possible discussion topics.*

CONTEXT

1. **Policy.** The following summarizes key policy context as it applies to the subject site.
 - a. **Plan: Central City 2035.**
 - b. **Development Standards: CXd – Central Commercial with Design Overlay; Pearl Subdistrict of the Central City Plan District.** Though early in the design process, the proposal appears generally compliant with zoning code standards (allowed use, maximum setbacks, parking, loading, landscaping, windows, etc.), except as noted above.
 - c. **Streets: TSP Designations.** The site is located in the Pearl Bicycle District and Central City Pedestrian District.
 - i. NW Park Ave is classified as a Major City Bikeway and Major City Walkway. It has local service classifications for all other modes.
 - ii. NW Couch St is classified as a Traffic Access Street and Neighborhood Billings, MontanaWalkway. It has local service classifications for all other modes.
 - iii. NW Davis St is classified as a City Bikeway and Neighborhood Walkway. It has local service classifications for all other modes.
2. **Natural.** Generally flat site with few existing natural features. The North Park Blocks are the primary natural component of the nearby area.
3. **Built.** The site is located on the west side of the North Park Blocks, one story to the north of the ArtHouse. The site currently has two historic brick buildings (though they have no official historic designations or demolition protections), and these are separated by a surface parking lot.
4. **Discussion Topics.**
 - a. The building incorporates a setback/courtyard roughly in the middle of the east façade facing the North Park Blocks, taking a more-contextual approach towards addressing the Green Loop-related Required Building Lines standard. The building's massing could respond better by fully extending the north and south wings to the property line along the sidewalk edge, rather than setting these wings back by approximately 4 feet.
 - i. The current proposal includes a setback area with a depth of approximately 15.75 feet (the standard requires a 12-foot deep setback) and a width of approximately 98.75 feet, or 49.4% of the length of the street lot line (a setback extending for 75% of the lot line length, or 150 feet, is required by the standard). A Modification to the Required Building Lines standard will be needed.
 - b. The composition of the east façade incorporates a wide variety of materials, including brick, stucco, and metal panel, on the varying planes of the east elevation. Existing buildings facing the North Park Blocks, whether historic or contemporary in character, tend to incorporate a more unified palette of materials. In order to better complement the context of development facing the North Park Blocks, a cladding concept with one primary material plus one or two accent materials should be used.

PUBLIC REALM

1. **Site organization.** *Public uses generally face the street frontages of the site, and back-of-house uses are pushed towards the site's western edge.*
2. **Circulation System.** *Circulation on and around the site generally uses the public sidewalks.*
3. **Discussion Topics.**
 - a. Setback/courtyard area along NW Park Ave.
 - The overall design of the setback/courtyard area appears to be more functionally integrated with the interior building programming, and therefore, more likely to be used.
 - The main lobby entrance to the building has a generous area in front of it for visitors and guests transitioning to and from the public realm.
 - The setback area also includes a long patio-type space that appears to be designed to accommodate restaurant and bar style seating, which will help to activate the pedestrian realm in this area.
 - A short line of trees in the setback area along NW Park Ave could create a small allée along the sidewalk, providing a complement to the Park Blocks and strengthening the character of the Green Loop. These trees are likely to be smaller than the adjacent street trees or trees in the Park Blocks, however.
 - Proposed planters appear to be composed of weathering steel and raised above sidewalk grade, creating a visual barrier between the sidewalk and the patio and interior of the restaurant/bar area (see sheets C10 and C31). An at-grade planter, or possibly one with a lower height, would allow for better visual connections. A low fence may help to provide additional barrier/buffer, if needed.
 - At least one water feature (and possibly two) is indicated within the setback/courtyard area. It is unclear at this time what the character of these features will be, nor is it clear how they will integrate with and complement the courtyard space and its programming.
 - No works of art are indicated.
 - b. Canopies.
 - Wrap-around canopies are still proposed at each corner of the building on the building's east facade. They are approximately 6'-0" deep along the NW Park Ave frontage, and this depth is reduced to approximately 5'-0" on the NW Davis and NW Couch frontages.
 - Canopies have been lowered from the first DAR and appear to be at an appropriate height to provide weather protection.
 - The canopy at the northeast corner of the building largely covers a landscaped area and only provides 2'-0" of coverage for pedestrians on the sidewalk, which is not sufficient to meet Guideline B6.
 - At the southeast corner, the canopy mostly covers a paved setback area along NW Park Ave.

- Additional canopy coverage should be provided along NW Couch St for the length of the retail space, and along NW Davis St for the length of the fitness room. Staff does not believe that the canopies need to be continuous along these frontages. There could be breaks on either side of the entrances on these elevations, which would also help to mark these entrances.
- c. Ground level design and programming.
- The lobby and a lounge/restaurant space have considerable frontage facing the North Park Blocks, which will help to strengthen and activate the park and courtyard. Large, glazed overhead doors will also help activate the public realm.
 - The retail space remains at the southeast corner, which relates to the retail space across NW Couch St to the south, creating a small node of activity at this intersection. The public realm would benefit from additional windows on the NW Couch St frontage of this space, however.
 - A multi-purpose room occupies the northeast corner of the site. It appears that it is possible to open this space up to the lobby, which may allow it to have more activity than it otherwise might as a simple meeting room space. It remains unclear, however, how much activation this program will provide.
 - The amount of back-of-house uses facing NW Couch St and NW Davis St are fairly minimal and seem proportionally appropriate for a building of this scale.
- d. No street trees are indicated along NW Davis St. A large underground transformer may be interfering with tree placement there, but efforts should still be made to place trees in the planting strip on this street. Additional trees should be placed in the planting strip along NW Park Ave as well. Staff believes that the provision of additional trees here is more important than centering the street trees on the building setback/courtyard area.

QUALITY & PERMANENCE

1. **Exterior materials.** Brick, stucco, ribbed metal panels, and aluminum louvers are the primary cladding materials (see sheet C29 for material list). Metal fins (likely brake metal) and dark bronze vinyl windows comprise the typical window system on the upper floors.
2. **Coherency.**
 - a. The building's overall massing seems to be clear and generally contextual; however, the various cladding systems and details do not project a clear and unifying design intent.
 - A reduction in the number and type of materials proposed could help to unify the upper floors, as there appears to be a fairly regular rhythm of windows there.
 - Slightly projecting window bays on the north and south elevations add further complication to the design of the upper stories.
 - Window patterning at the ground level also appears inconsistent, and a more standardized approach could help to unify the ground level.

- b. Proposed vents on the upper stories still seem oversized and are a visually dominant on the building's exterior.

3. **Resilience.**

- a. With appropriate material selections and detailing, the building should be as enduring as other buildings along the North Park Blocks frontage.
- b. Proposed plant species are not yet indicated, but the Commission previously indicated that the quality and permanence of plants is a particularly high priority given the site's adjacency to the Park Blocks and Green Loop.

4. **Discussion Topics.** Please refer back to staff comments under "Coherency" and "Resilience" above.

CENTRAL CITY FDG (2003) + RIVER DISTRICT DG (2008)		PROJECT NAME: Choice Cambria Hotel		CASE NUMBER: EA 21-068595 DA	
DATE: 08/12/2021		PROJECT ARCHITECT: SERA Design & Architecture		PROJECT VALUE \$25,500,000	
CONTEXT		STAFF		COMMISSION	
		MET?	Comments	+ / -	Comments
A1: Integrate the River		Y			
	A1-1: Link the River to the Community	Y			
A2: Emphasize Portland Themes		?			
A3: Respect the Portland Block Structures		Y	The proposal maintains the existing block structure.		
	A3-1: Provide Convenient Pedestrian Linkages				
A5: Enhance, Embellish & Identify Areas		Y/N	See notes in A5-1-2 and C4, below.		
	A5-1: Reinforce Special Areas		See A5-1-2.		
	A5-1-1: Reinforce the Identity of the Pearl District Neighborhood	N/A	The subject site is not located in the "Pearl District Neighborhood" area shown on the "Special Areas Within the River District" map on page 7 of the River District Design Guidelines.		
	A5-1-2: Reinforce the Identity of the North Park Blocks Area	Y	The proposed building helps to fill out the street wall that defines the west edge of the park. The loading entry is located as far from the Park Blocks as possible. The central courtyard/setback area is likely the most contextual way to integrate the Green Loop building line standard into development on the North Park Blocks.		
		N	The north and south wings of the building should extend to the street lot line on the east to best continue to define the sidewalk edge and the "west wall" of the Park Blocks.		
	A5-1-3: Reinforce the Identity of Chinatown	N/A			
	A5-1-4: Reinforce the Identity of the Union Station Area	N/A			
	A5-1-5: Reinforce the Identity of the Waterfront Area	N/A			
	A5-2: Emphasize N.W. Broadway Bright Lights	N/A			
	A5-3: Incorporate Water Features	?	A water feature(s) is shown, but it is unclear how well it is integrated into the overall design concept.		
	A5-4: Integrate Works of Art	N	No works of art are yet indicated.		

A6: Re-use, Rehabilitate, Restore Buildings		N	<i>The subject site has two existing brick buildings which will be demolished under this proposal. (Demolition is allowed without Design Review approval.) Retaining, reusing, and restoring these buildings would give the proposal more character and interest and could better support and complement the North Park Blocks.</i>		
A9: Strengthen Gateways		N/A	<i>The site is not located at a gateway location.</i>		
	A9-1: Provide a Distinct Sense of Entry and Exit	N/A	<i>The site is not located at a gateway location.</i>		
C1: Enhance View Opportunities					
	C1-1: Increase River View Opportunities	Y	<i>There are likely very few views to the river from this site, but corner windows on the upper stories provide opportunities for views down NW Davis and Couch Streets.</i>		
C4: Complement the Context of Existing Buildings		Y	<i>Brick masonry buildings are typical in the North Park Blocks.</i> <i>The building's overall scale is consistent with other buildings in the North Park Blocks.</i> <i>The primary entrance for the building faces the North Park Blocks.</i>		
		N	<i>The composition of the east façade incorporates a wide variety of materials, including brick, stucco, and metal panel, on the varying planes of the east elevation. Existing buildings facing the North Park Blocks, whether historic or contemporary in character, tend to incorporate a more unified palette of materials. In order to better complement the context of development facing the North Park Blocks, a cladding concept with one primary material plus one or two accent materials should be used</i>		
D1: Park Blocks		Y	<i>The building's main lobby entrance, public facing program, and most of its hotel windows are oriented towards the Park Blocks.</i>		
D2: South Waterfront Area		N/A			
D3. Broadway Unique Sign District		N/A			
D4. New China/Japantown Unique Sign District		N/A			

PUBLIC REALM		STAFF		COMMISSION	
		MET?	Comments	+ / -	Comments
A4: Use Unifying Elements		?	The setback area along NW Park Ave will contain trees and planting areas, though the type, color, and size of plants are not yet clear enough to know how they will help to connect the site with the Park Blocks.		
A7: Establish and Maintain a Sense of Urban Enclosure		Y	The sense of enclosure is established along NW Couch and Davis Streets with building walls built to the edge of the sidewalk, deep canopies, and a recessed retail entry along NW Couch. The setback area along NW Park Ave contains trees and planters that will provide a sense of enclosure at this courtyard.		
		N	The north and south wings of the building should extend to the street lot line on the east to best continue to define the sidewalk edge and the "west wall" of the Park Blocks.		
A8: Contribute to a Vibrant Streetscape		Y	Active uses and storefront windows generally line all three street frontages. Back of house uses are pushed towards the interior lot line of the building.		
		N	The public realm would benefit from additional windows on the NW Couch St frontage of the retail space.		
	A8-1: Design Fences, Walls, and Gateways to be Seen Over	?	The raised planters at the setback/courtyard should be lowered or removed to improve visual connections between the sidewalk and courtyard area.		
B1: Reinforce and Enhance the Pedestrian System					
	B1-1: Provide Human Scale to Buildings Along Walkways	Y	The distinct ground level, storefront windows and doors, planters and trees, and canopies help to create human scale along the sidewalks.		
B2: Protect the Pedestrian		Y	The building's mechanical units are located on the building's roofs. Venting for hotel rooms occurs on upper stories.		
B3: Bridge Pedestrian Obstacles					
B4: Provide Stopping and Viewing Places		Y	A large patio area is proposed along the Park Blocks frontage for guest use. The large paved area in front of the main lobby entrance will create a good stopping place and transition zone for guests and visitors.		
B5: Make Plazas, Parks & Open Space Successful		Y	The building and its entries and outdoor patio/plazas are oriented to the North Park Blocks.		
	B5-1: Recognize the Roles of the Tanner Creek Parks	N/A			
	B5-2: Strengthen the Significance of the Classical Chinese Garden	N/A			

B6: Develop Weather Protection		Y	<p>Wrap-around canopies are still proposed at each corner of the building on the building's east facade.</p> <p>Canopies are shown at a height that will provide for protection from the rain.</p>		
		N	<p>The canopy at the northeast corner of the building largely covers a landscaped area and only provides 2'-0" of coverage for pedestrians on the sidewalk.</p> <p>At the southeast corner, the canopy mostly covers a paved setback area along NW Park Ave.</p>		
B7: Integrate Barrier-Free Design		Y			
	C3-1: Integrate Parking	N/A	No parking is proposed.		
C6: Develop Transitions Between Buildings & Public Spaces		Y	The main lobby entrance is setback from the sidewalk edge under a large canopy, which helps to define the transition zone between the building and the public sidewalk. The same is true at a smaller scale for the entry into the retail space at the SE corner.		
C7: Design Corners that Build Active Intersections		Y	<p>A retail space anchors the building's SE corner, supporting a small retain node at that intersection.</p> <p>Corner windows at the upper stories help to emphasize the corners at both intersections.</p>		
		N	A multi-purpose room occupies the northeast corner of the site, which may not provide much activity at this intersection.		
C8: Differentiate the Sidewalk Level of Buildings		Y	The sidewalk level of the building is defined by the use of brick, storefront windows, canopies, and simple banding details in the brick.		
C9: Develop Flexible Sidewalk Level Spaces		Y	<p>A retail space, restaurant/lounge, lobby, and multi-functional space are located along the building's sidewalks.</p> <p>Back of house uses are located mostly along the interior lot line at the west end of the site.</p>		
	C9-1: Reduce the Impact of Residential Unit Garages on Pedestrians	N/A			
C10: Integrate Encroachments					
C11: Integrate Roofs and Use Rooftops		Y	Mechanical units and ecoroof will be placed on both rooftops.		
C12: Integrate Exterior Lighting					
C13: Integrate Signs		?	Neon signage should be used along the North Park Blocks, per Guideline D1.		

QUALITY AND PERMANENCE	STAFF		COMMISSION	
	MET?	Comments	+ / -	Comments
C2: Promote Permanence & Quality in Design	Y	<p><i>Brick and stucco are traditional materials that are typically of high quality.</i></p> <p><i>Ribbed metal panels are often used in Portland development and have frequent enough ribbing to resist oil-canning or warping.</i></p>		
	?	<p><i>The type of stucco cladding is not yet specified.</i></p> <p><i>The vinyl window system is not specified.</i></p>		
C3: Respect Architectural Integrity	N/A	<i>No portions of the original two buildings are proposed to be reused.</i>		
C5: Design for Coherency	N	<i>The building's overall massing seems to be clear and generally contextual; however, the various cladding systems and details do not project a clear and unifying design intent</i>		



City of Portland
Design Commission

Design Advice Request

EA 21-082922 DA

Choice Cambria Hotel

October 21, 2021

Staff Presentation

Context

Location
Zoning
Future Approval Criteria
Context
Program Overview
Potential Modifications & Adjustments

Applicant Presentation

Discussion Topics

Context
Public Realm
Quality & Permanence

Public Comments

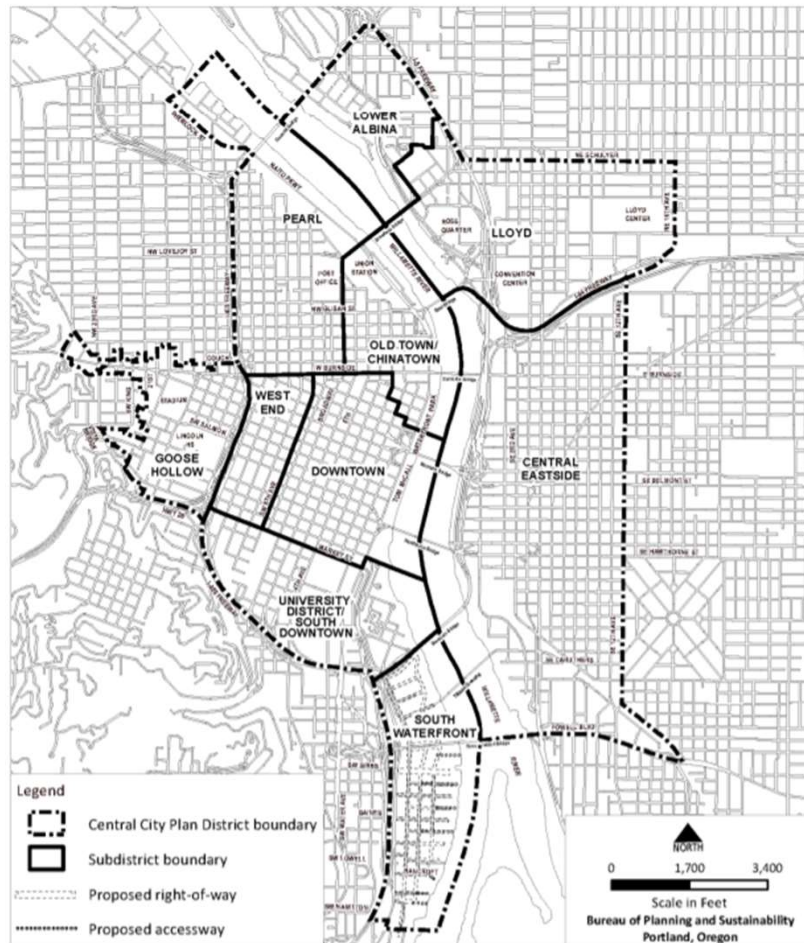
Commission Discussion

Context

Location

Central City Plan District

Pearl Subdistrict





Zoning

Base Zone:
CX, Central Commercial

Overlay:
Design Overlay

Floor Area Ratio:
6:1 base max FAR
2:1 min FAR

Height:
100' max



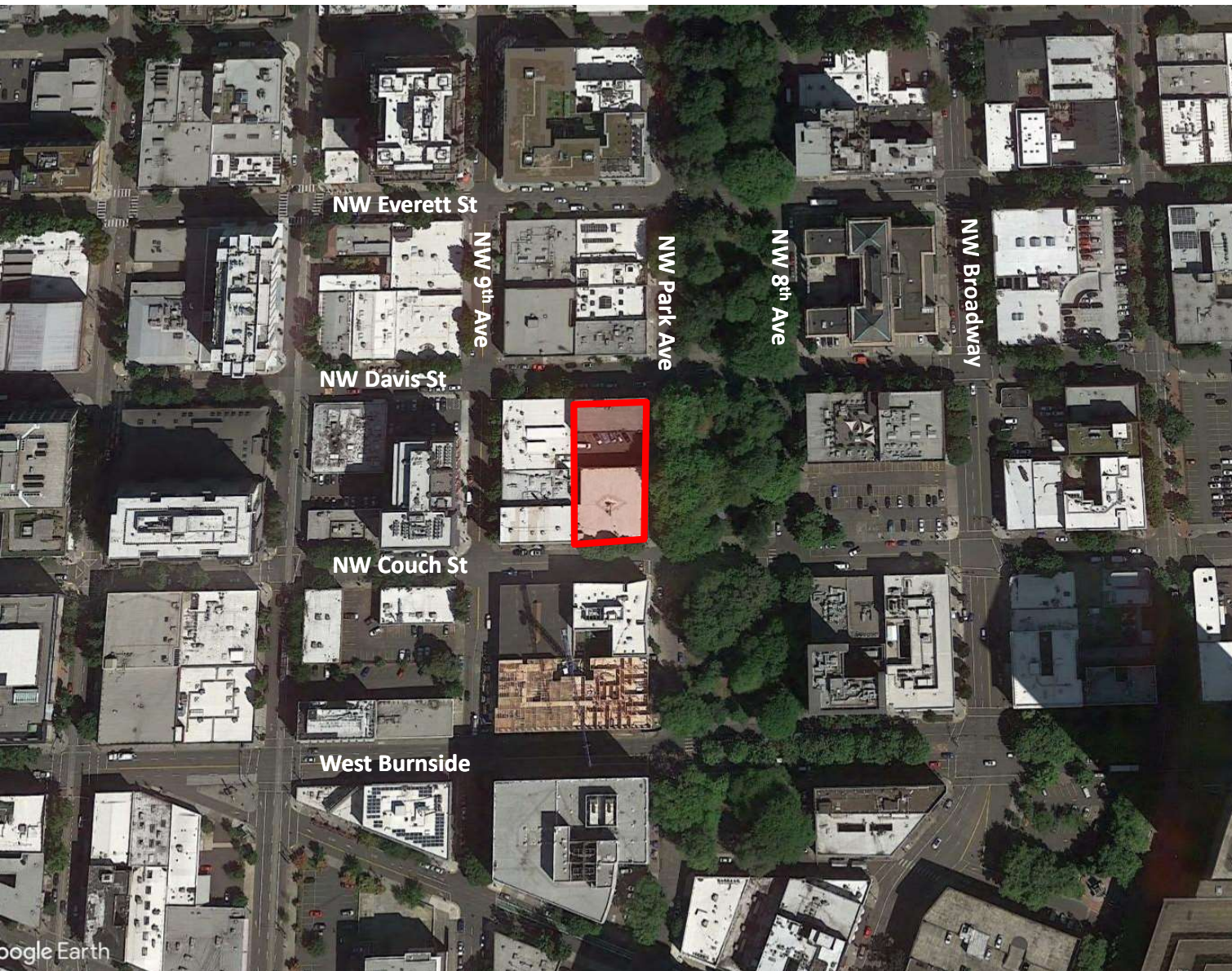
Approval Criteria

Central City Fundamental Design Guidelines

River District Design Guidelines

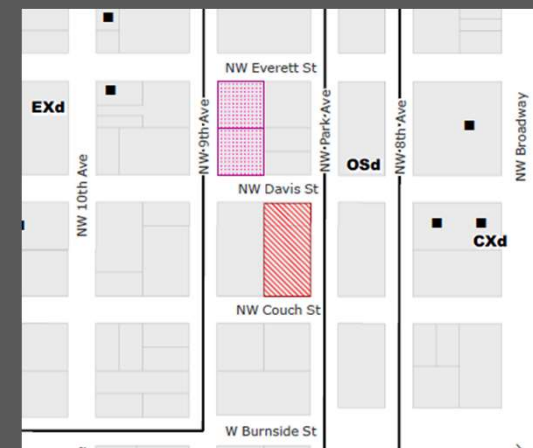
33.805.040 – Adjustments Approval Criteria

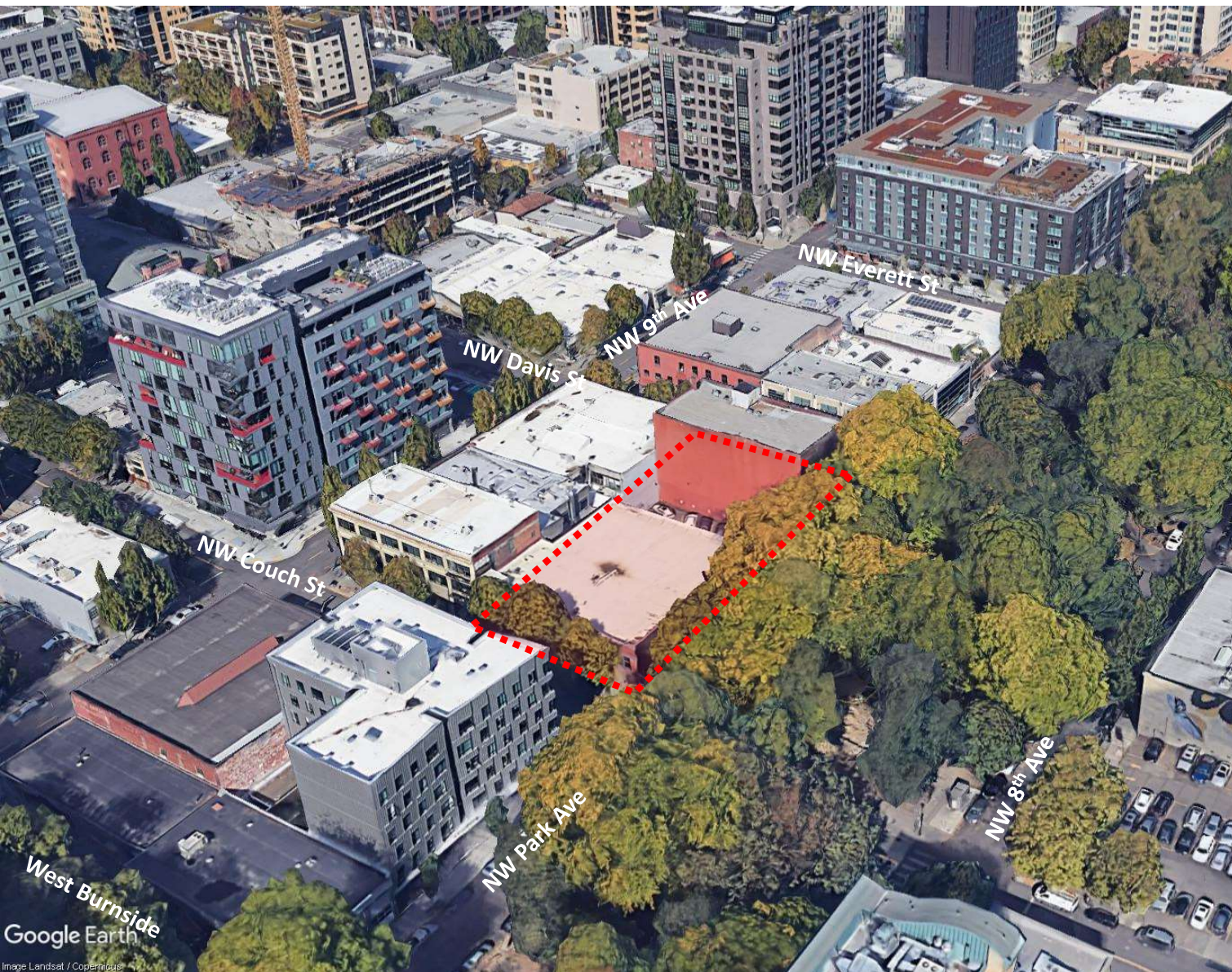
33.825.040 – Modifications That Will Better Meet Design Review Requirements



Context

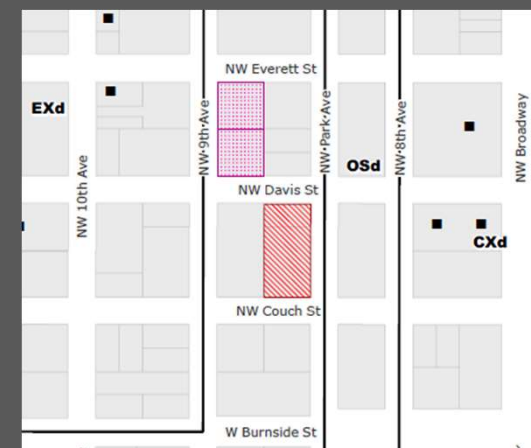
- Located along the west edge of the North Park Blocks
- Green Loop bicycle pathway will likely run along NW Park Ave past the site
- East edge of Pearl District
- Davis St connection to New China/Japantown





Context

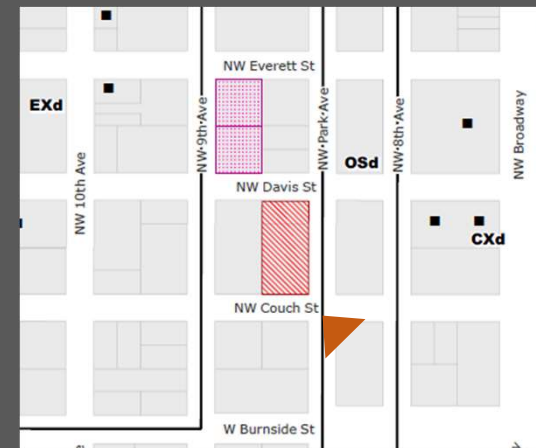
- Located along the west edge of the North Park Blocks
- Green Loop bicycle pathway will likely run along NW Park Ave past the site
- East edge of Pearl District
- Davis St connection to New China/Japantown





Context

- Existing 2-story brick building on south half of subject site





Context

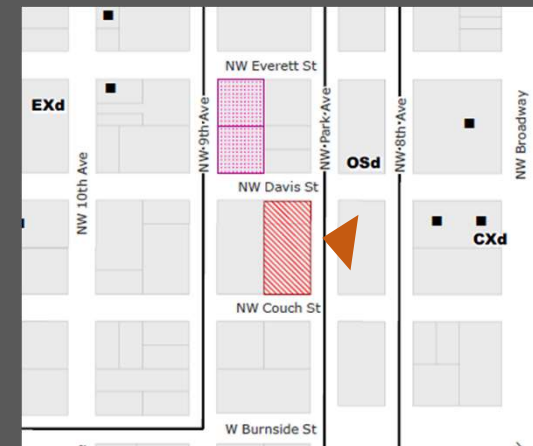
- Existing 2-story brick building on south half of subject site





Context

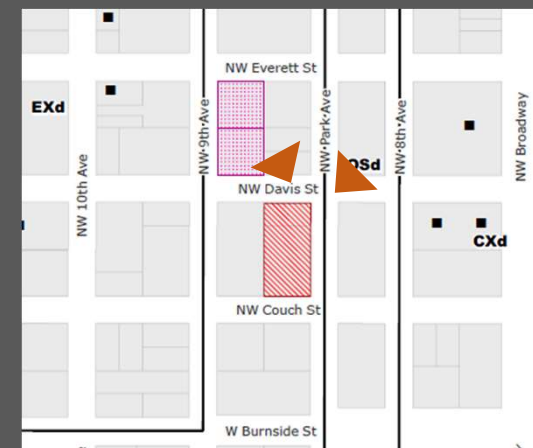
- Existing 5-story brick building and surface parking north half of subject site





Context

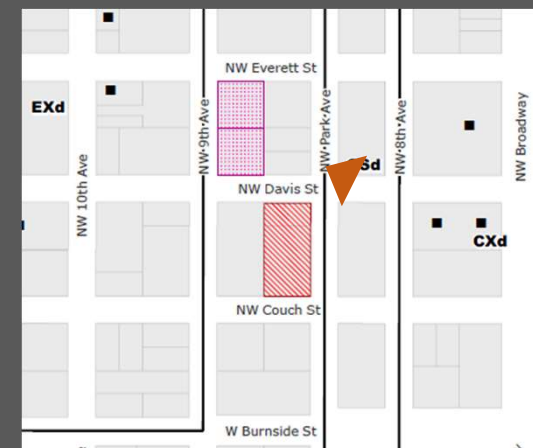
- Existing 5-story brick building and surface parking north half of subject site

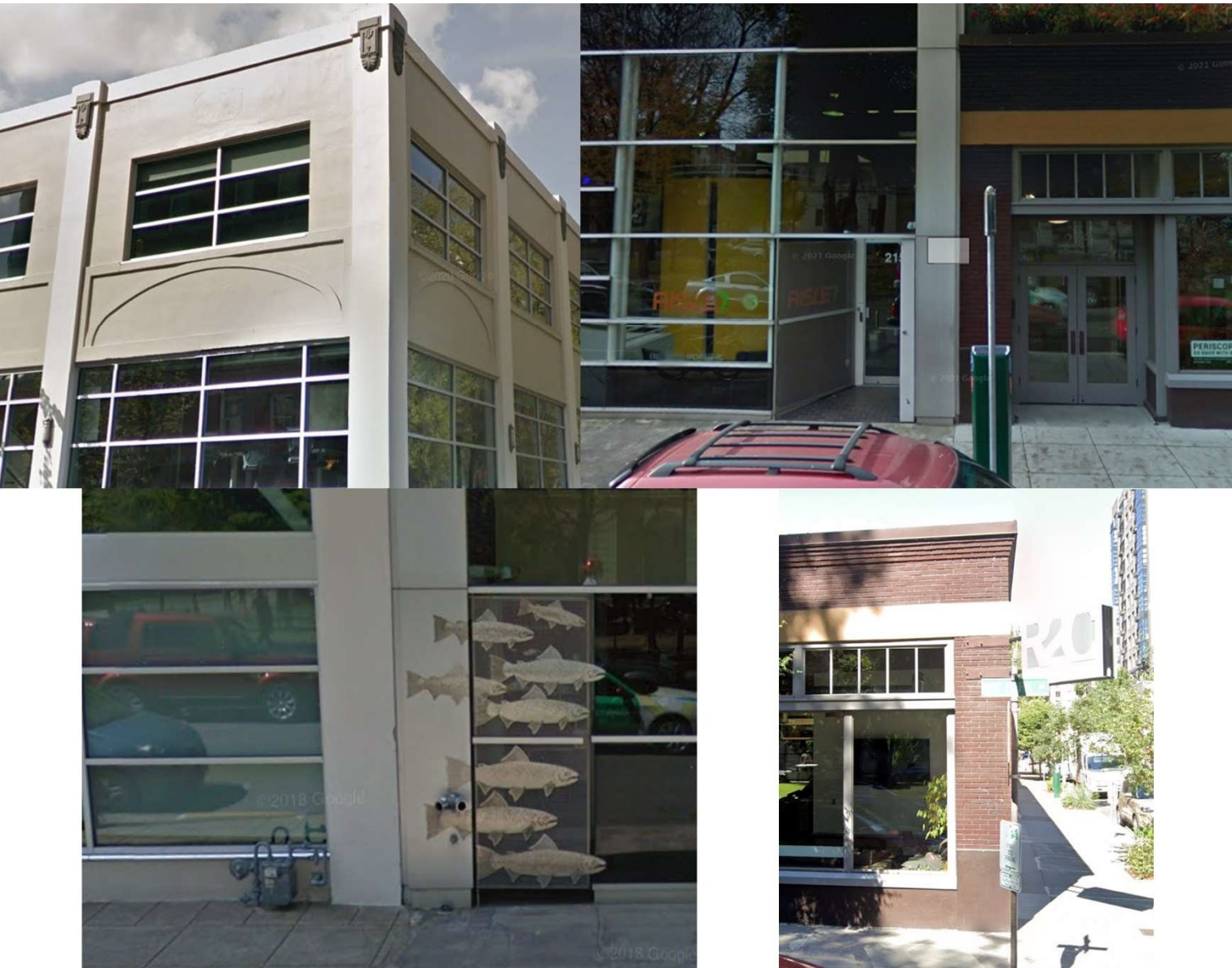




Context

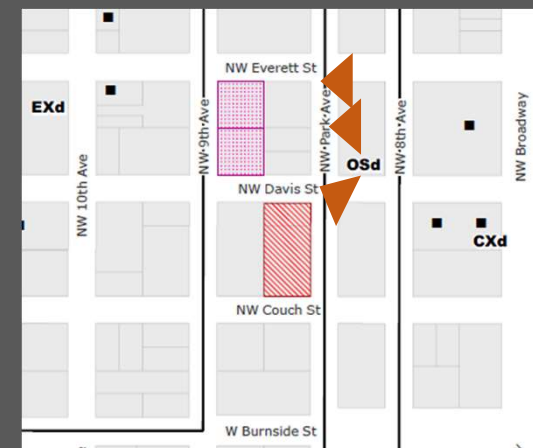
- View to buildings on north side of NW Davis St





Context

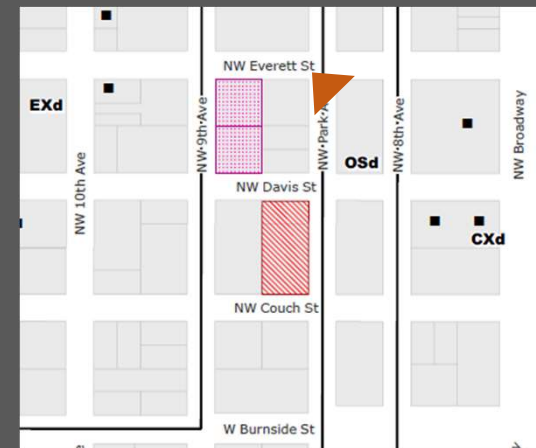
- View to buildings on north side of NW Davis St





Context

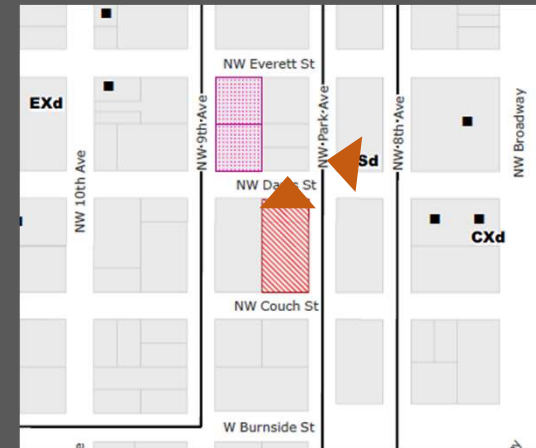
- Hampton Inn at NW Park & Everett





Context

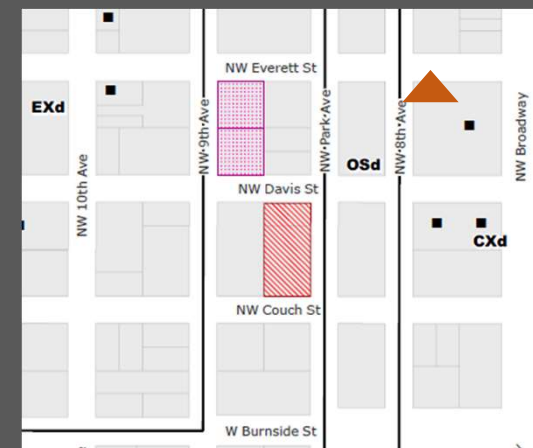
- Hampton Inn at NW Park & Everett





Context

- NW Everett & 8th Ave



Context

- US Custom House (landmark)

The map shows a grid of streets. NW 10th Ave, NW 9th Ave, NW 8th Ave, and NW Broadway run vertically. NW Everett St, NW Davis St, NW Couch St, and W Burnside St run horizontally. A pink hatched rectangle is located on NW 9th Ave between NW Davis St and NW Couch St. A red hatched rectangle is located on NW 8th Ave between NW Davis St and NW Couch St. An orange arrow points to NW 8th Ave between NW Davis St and NW Couch St, labeled OSd. Other labels include EXd, CXd, and a small black square on NW 8th Ave.

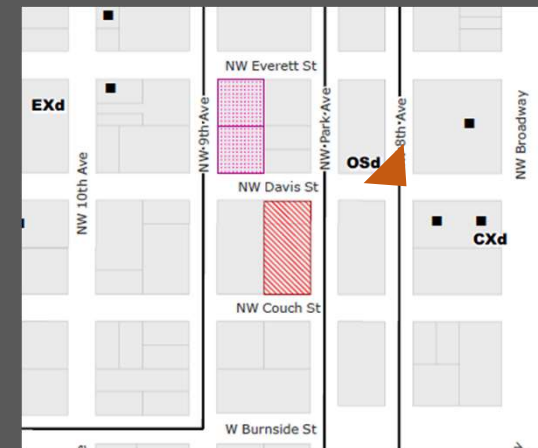
- # Context
- US Custom House (landmark)
-
- The map shows a grid of streets in downtown Portland, Oregon. The US Custom House is located at the intersection of NW 9th Ave and NW Davis St, highlighted with a red hatched pattern. Other streets shown include NW 10th Ave, NW 8th Ave, NW Broadway, NW Everett St, NW Couch St, and W Burnside St. Other labeled blocks include EXd, OSd, and CXd. An orange arrow points to the US Custom House block.





Context

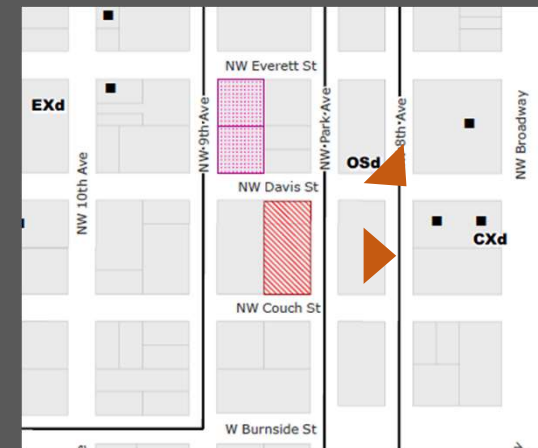
- Lombard Automobile Building (landmark) at NW Davis & 8th Ave





Context

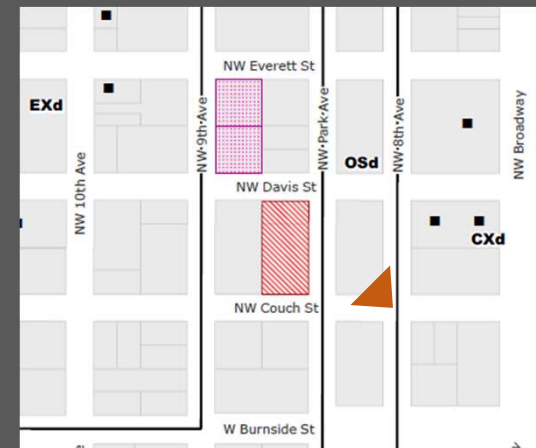
- Lombard Automobile Building (landmark) at NW Davis & 8th Ave

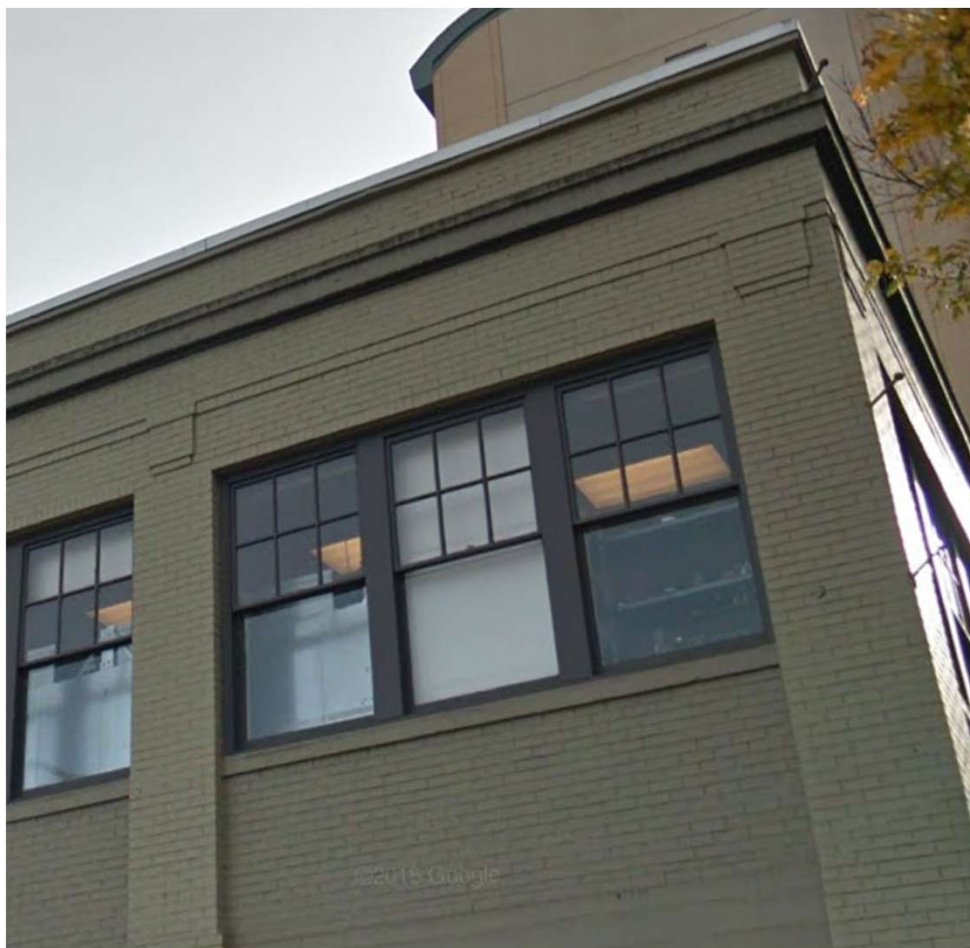




Context

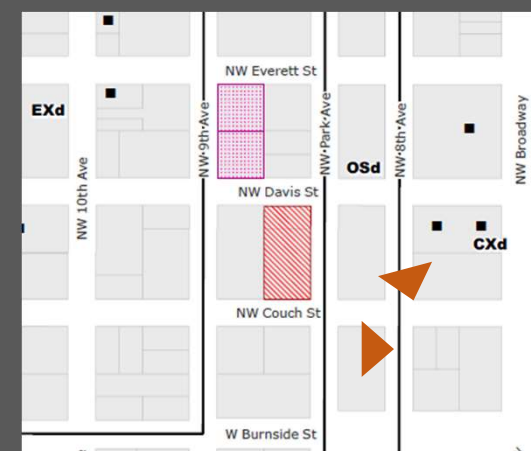
- Building at NW Couch & 8th Ave





Context

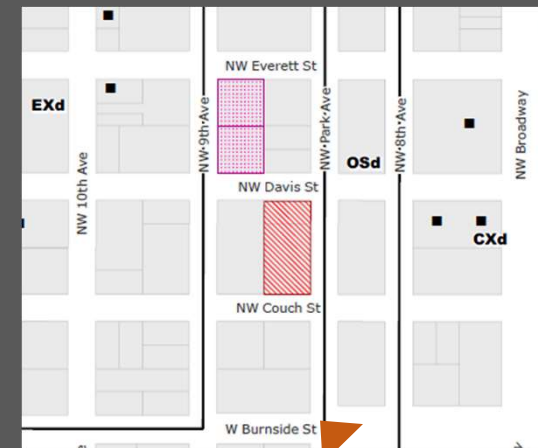
- Building at NW Couch & 8th Ave





Context

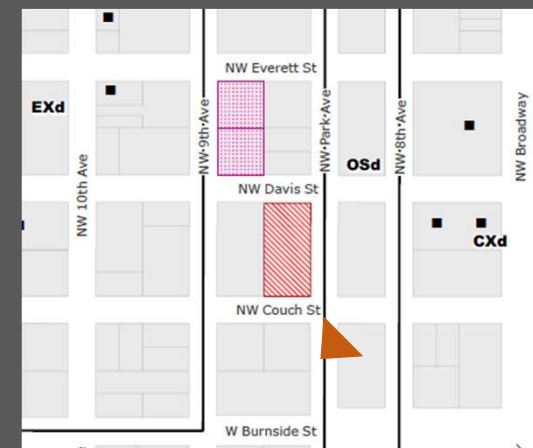
- New mixed-use building at corner of NW Park & Burnside

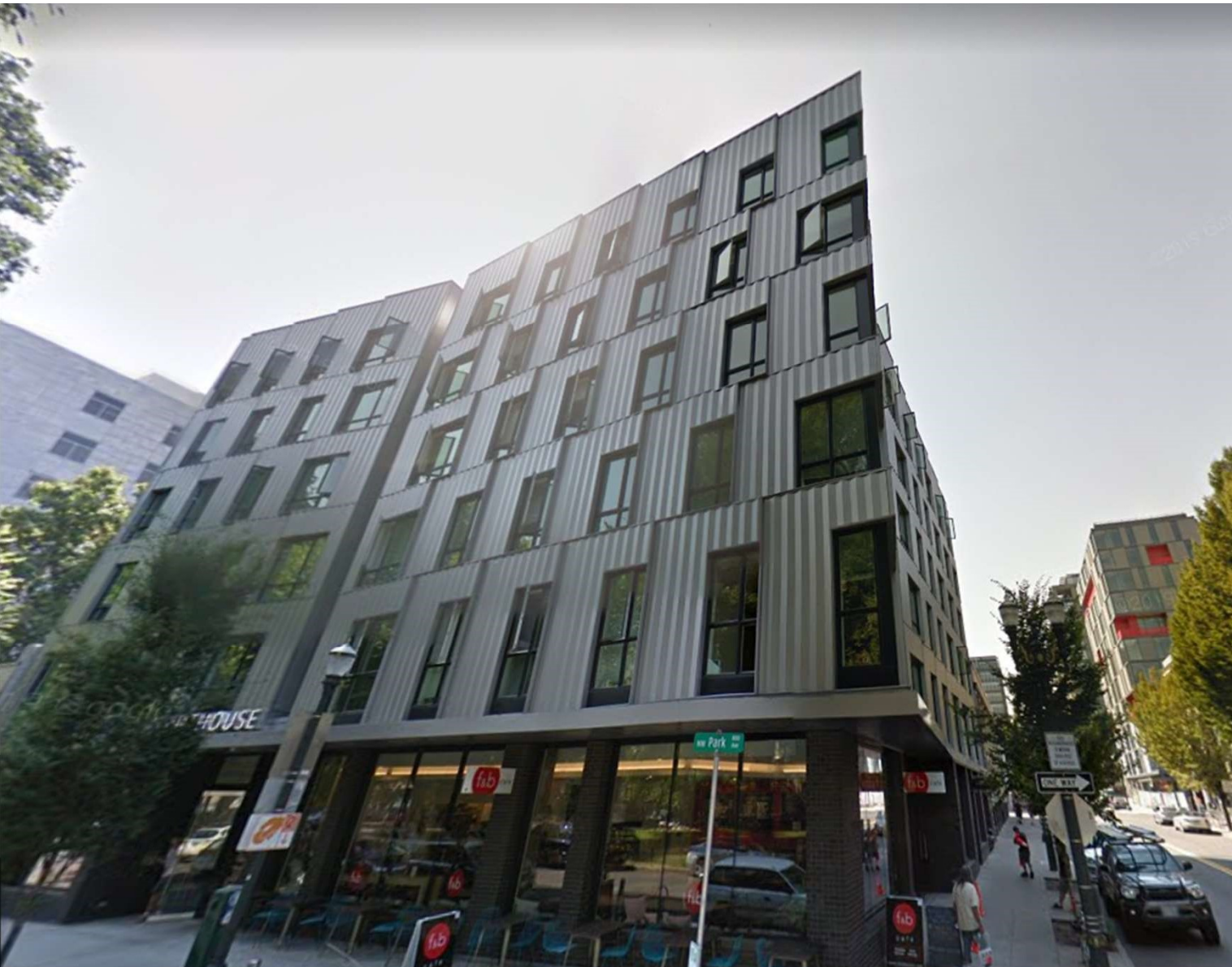




Context

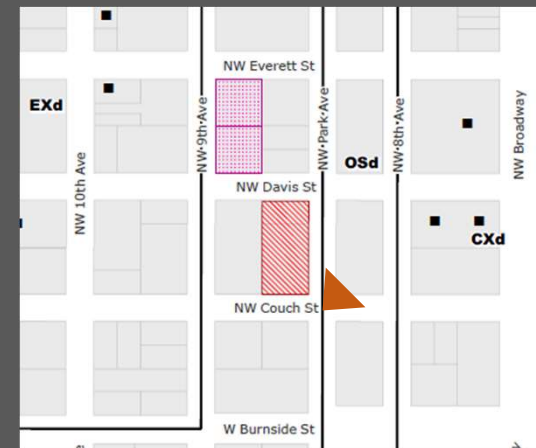
- New mixed-use building at corner of NW Park & Burnside

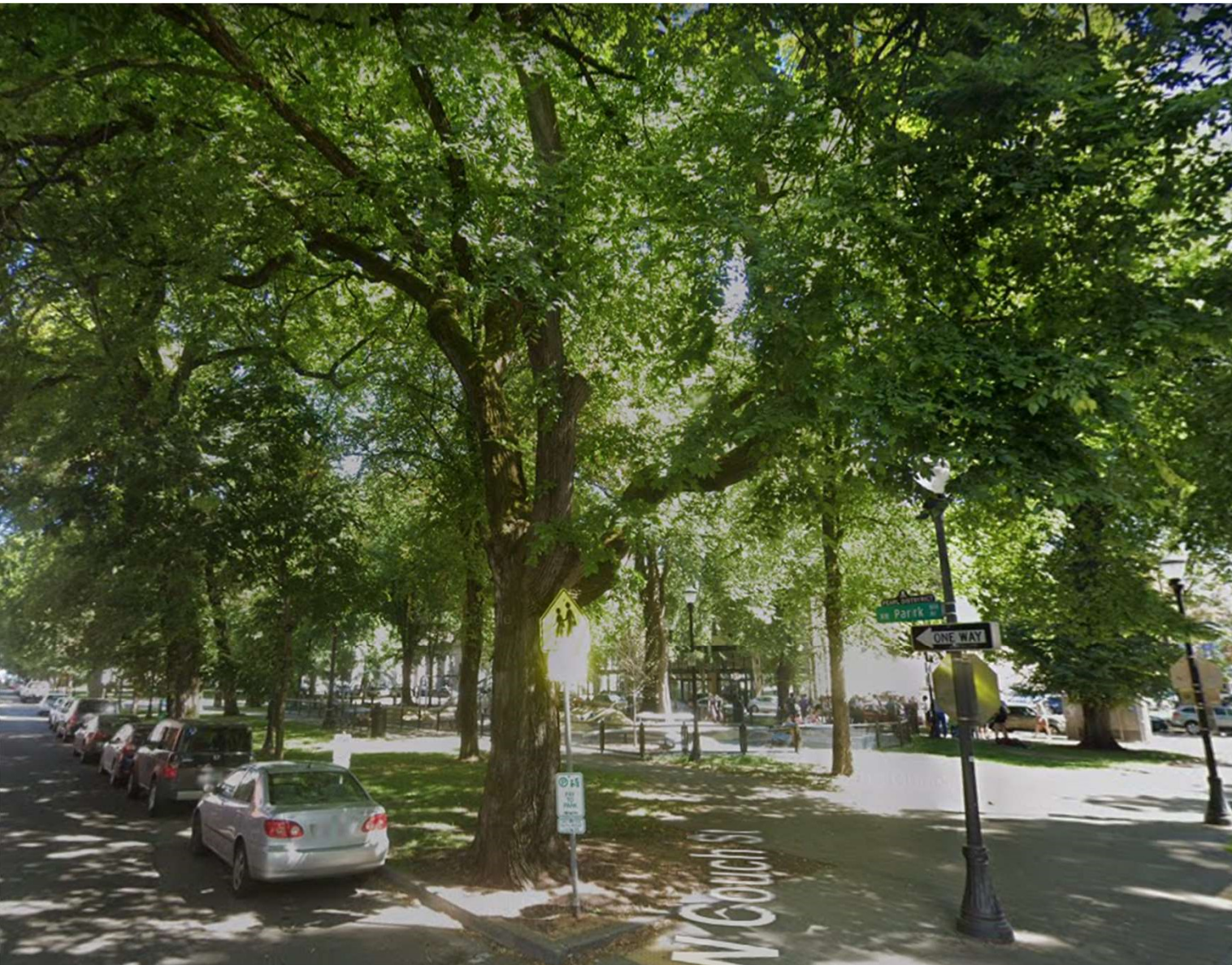




Context

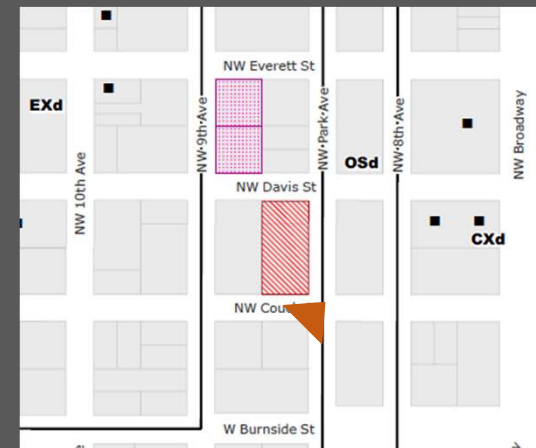
- Arthouse building just south of subject site at NW Couch & Park





Context

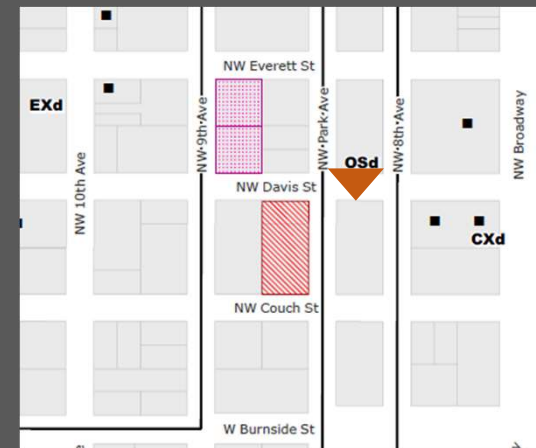
- North Park Blocks – directly east of subject site





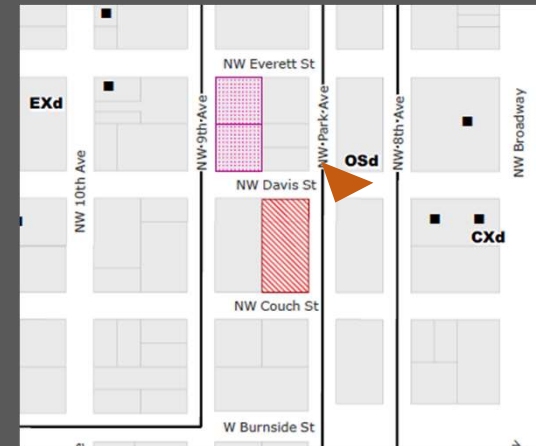
Context

- North Park Blocks – directly east of subject site



Program Overview

- 95,000 SF, 6 stories
- 178 hotel guest rooms
- Ground floor retail (1750 SF)
- Ground floor lobby, restaurant/bar, multi-purpose room, and fitness space
- No on-site parking
- One Standard B loading space





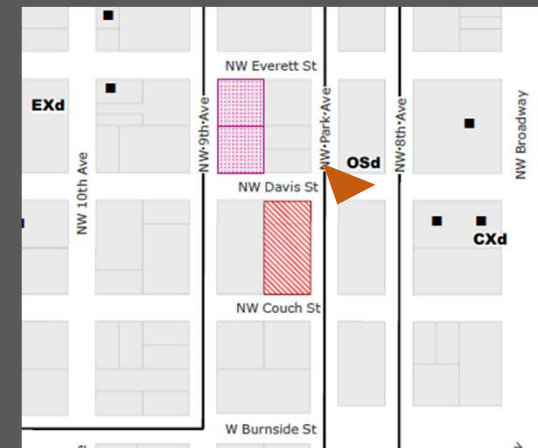
Aug 19

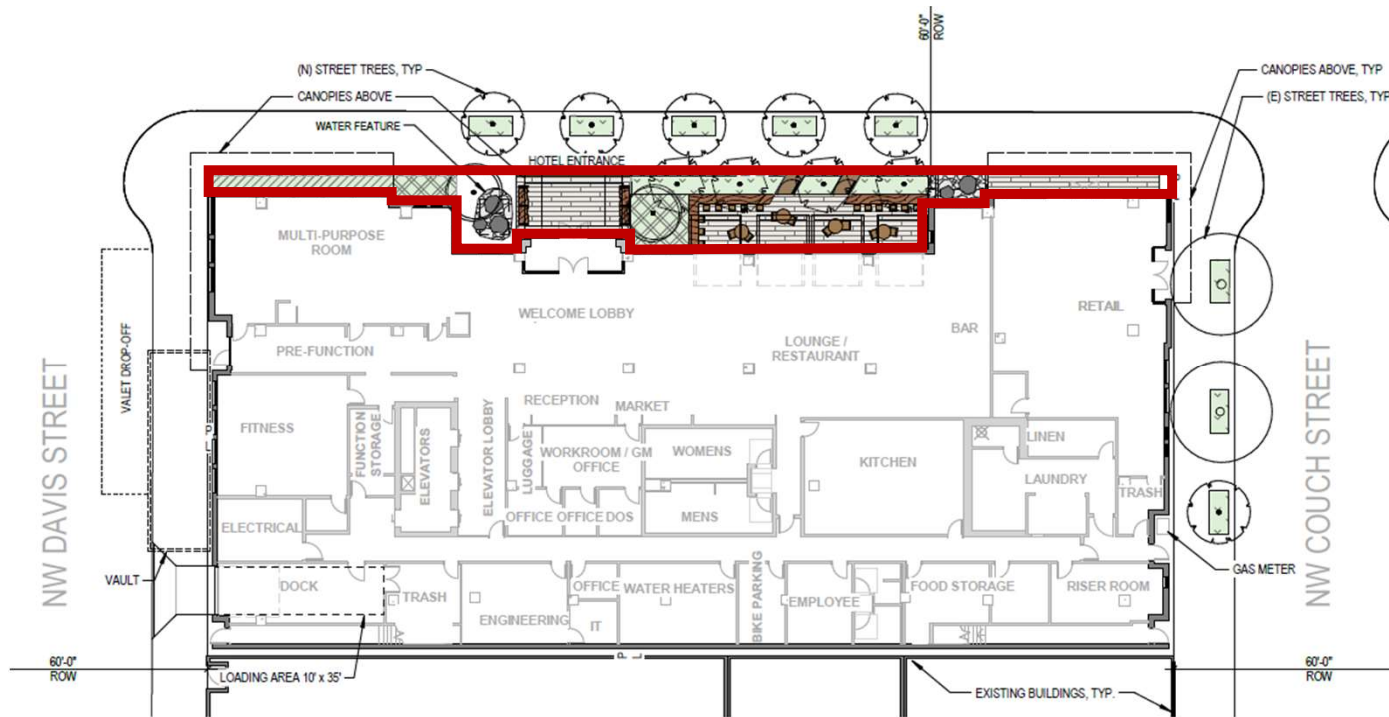


Today

Program Overview

- August 19, 2021 vs today



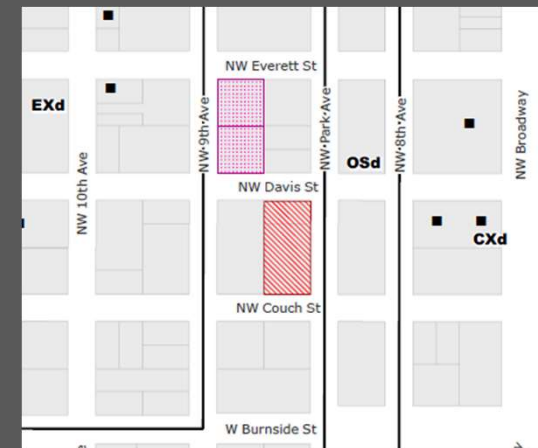


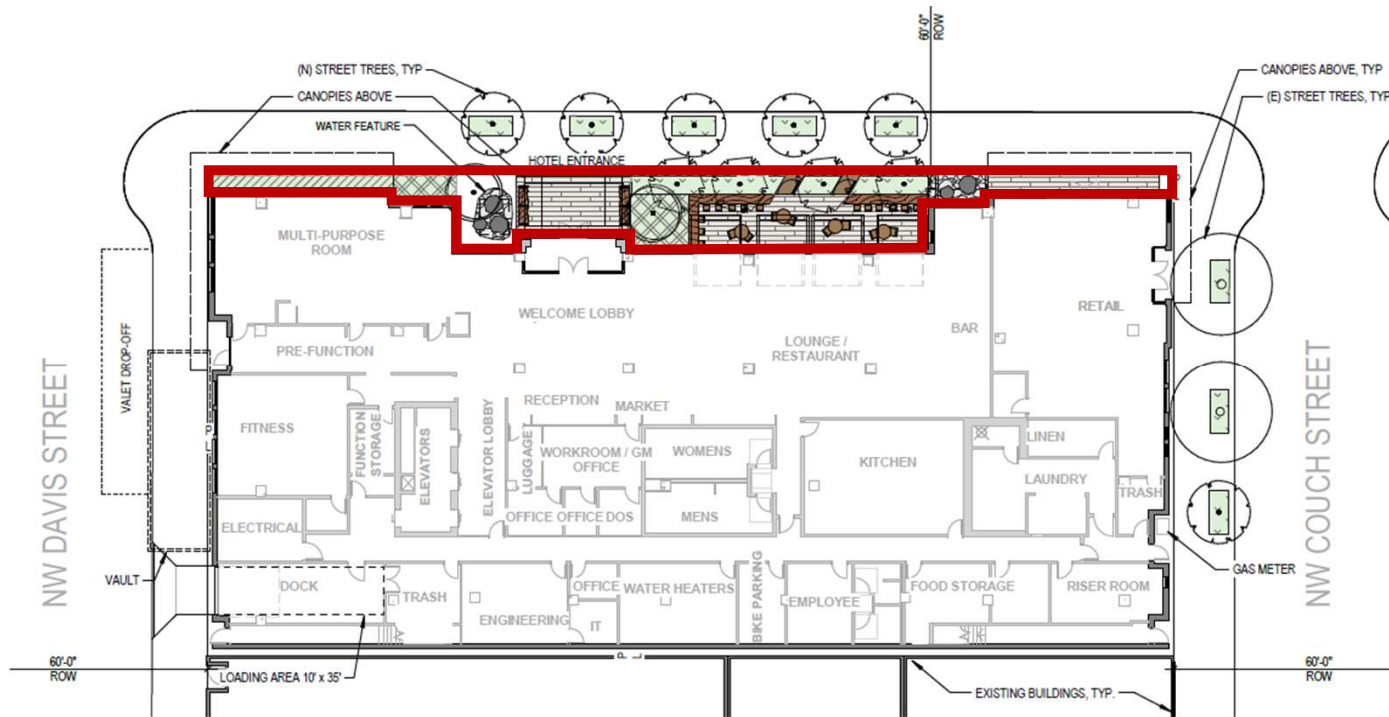
Required Building Lines, Standards for the Park Blocks

The Standard: Buildings must be set back at least 12 feet from the street or adjacent lot line along at least 75 percent of the length of the lot line. At least 50 percent of the space between the building and the street or adjacent lot line must be landscaped with ground cover plants and shrubs, and contain one tree per 400 square feet. All plants must be selected from the Portland Tree and Landscaping Manual.

Modification

1. Required Building Lines (33.510.215.B.5)



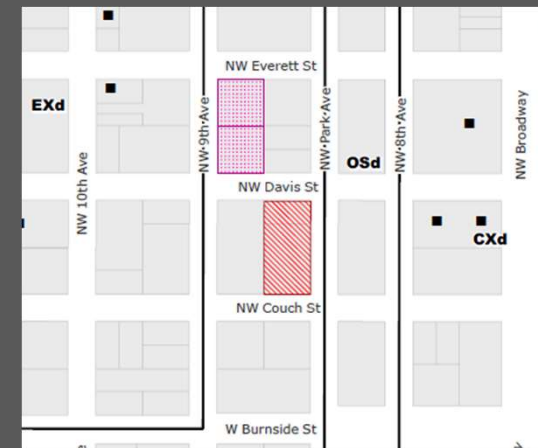


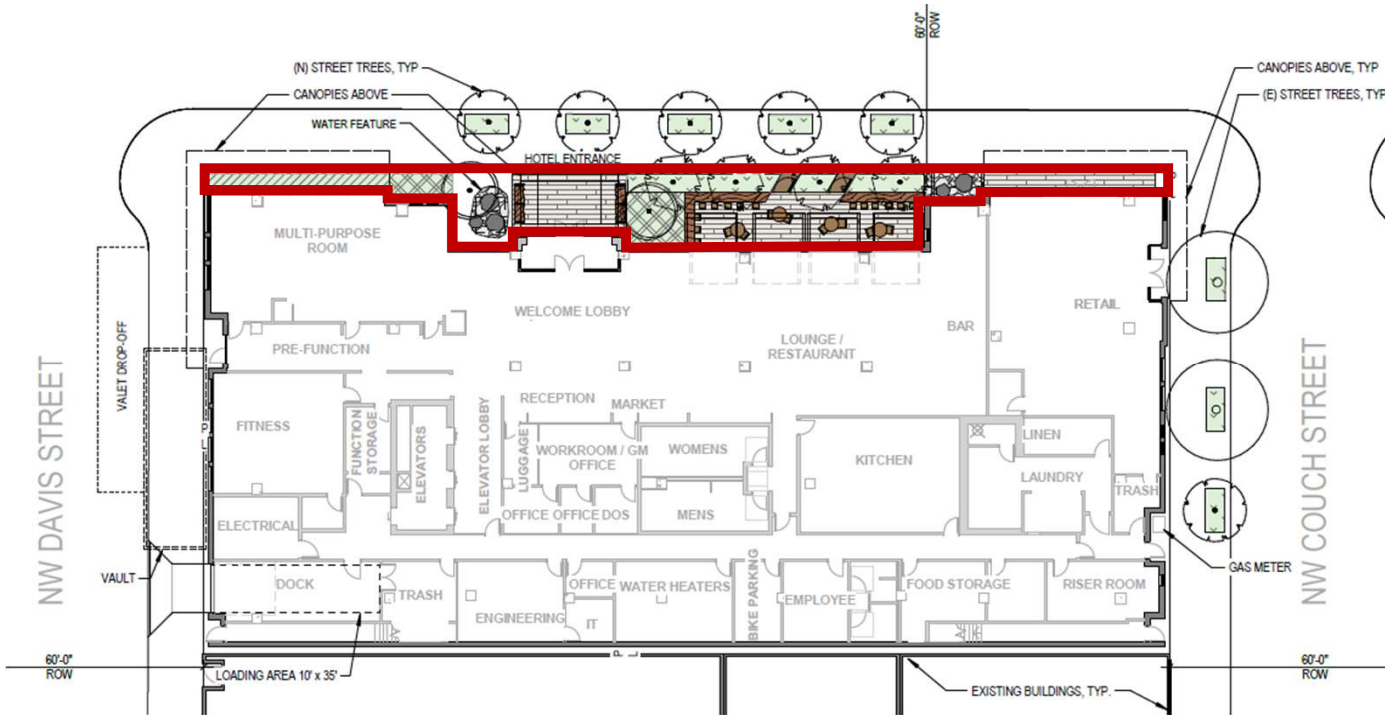
Required Building Lines, Standards for the Park Blocks

The Purpose: The required building line standards ensure that buildings in certain parts of the Central City are built to the sidewalk's edge unless landscaping or an extension of the sidewalk is provided. The standards support the street and development character objectives of the Central City 2035 Plan by creating diverse street character, promoting active uses, pedestrian movement, and opportunities for stopping and gathering. Extensions of the sidewalk may incorporate trees, landscape planters, groundcover, and areas for stormwater management between the building and the sidewalk.

Modification

1. Required Building Lines (33.510.215.B.5)



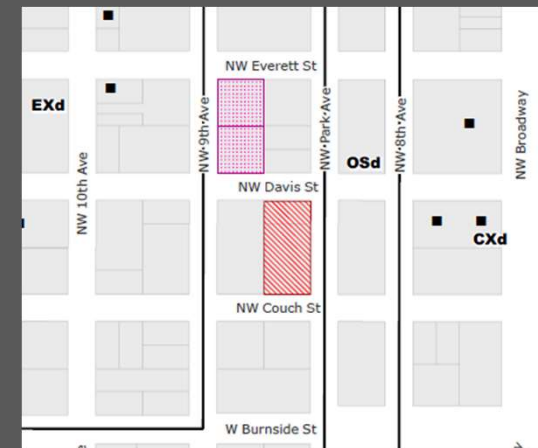


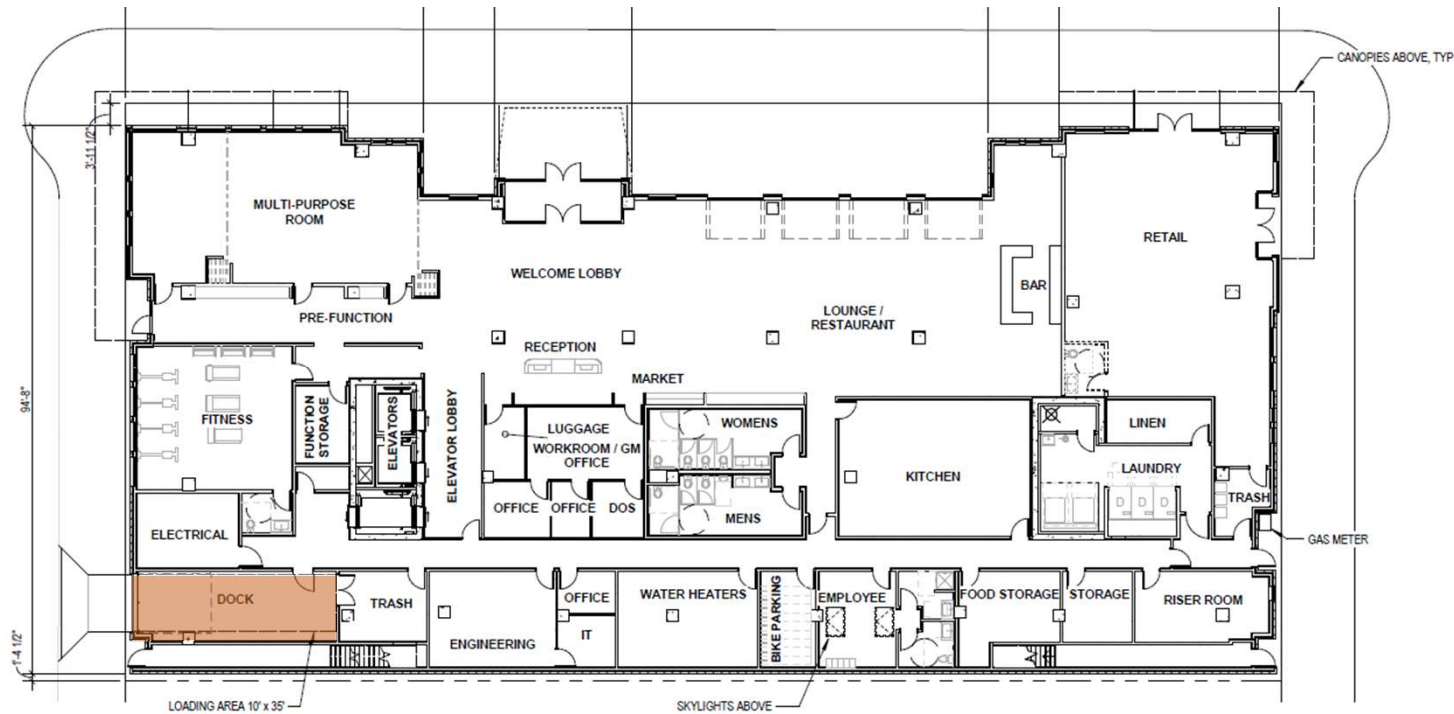
Required Building Lines, Standards for the Park Blocks

The Proposal: The lot line is 200 feet long, but only 99.75 feet of the building is proposed to be set back (approximately 49% of the lot line length). The depth of the setback proposed, however, is approximately 15.75 feet.

Modification

1. Required Building Lines (33.510.215.B.5)





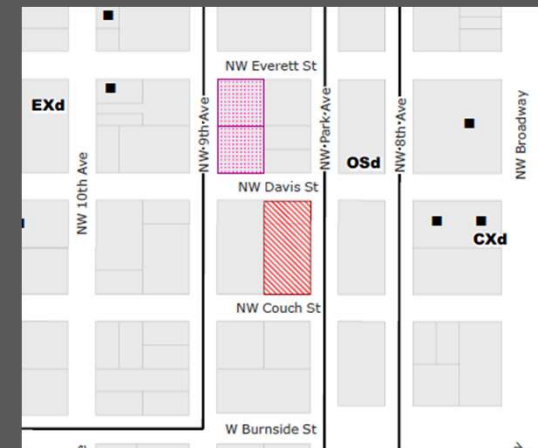
Number of Loading Spaces

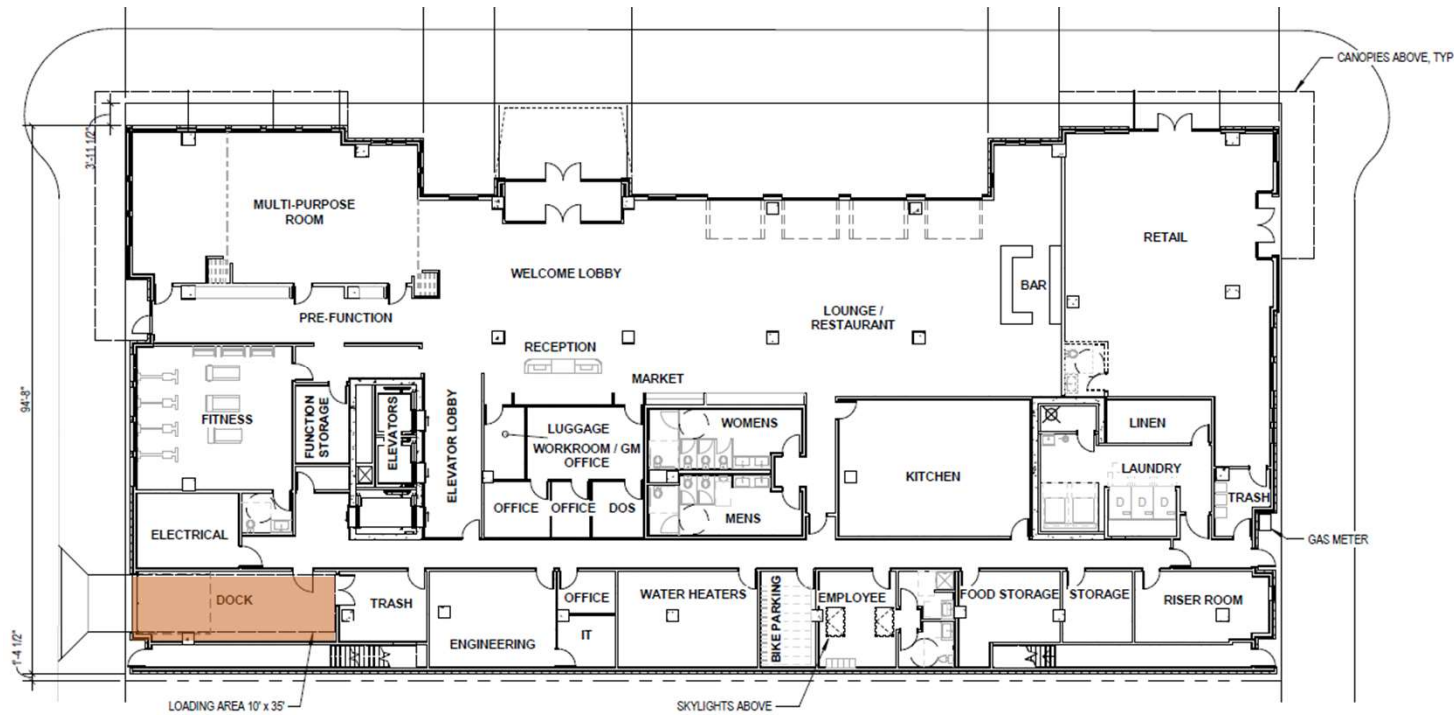
The Standard: Two loading spaces meeting Standard A (35' x 10' x 13') are required for buildings with more than 50,000 square feet of net building area in uses other than Household Living.

The Purpose: A minimum number of loading spaces are required to ensure adequate areas for loading for larger uses and developments. These regulations ensure that the appearance of loading areas will be consistent with that of parking areas. The regulations ensure that access to and from loading facilities will not have a negative effect on the traffic safety or other transportation functions of the abutting right-of-way.

Adjustment

1. Number of Loading Spaces (33.266.310.C)



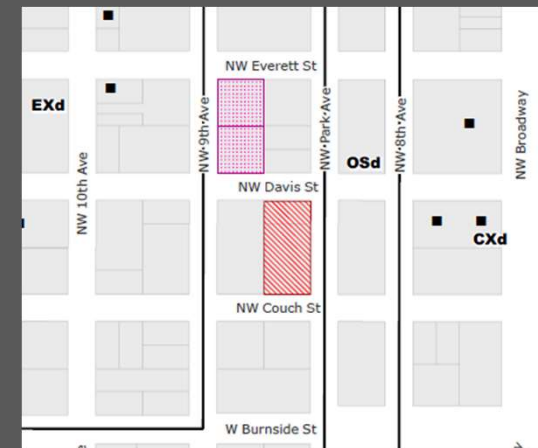


Number of Loading Spaces

The Proposal: One Standard B loading space (18' x 9' x 10').

Adjustment

1. Number of Loading Spaces (33.266.310.C)

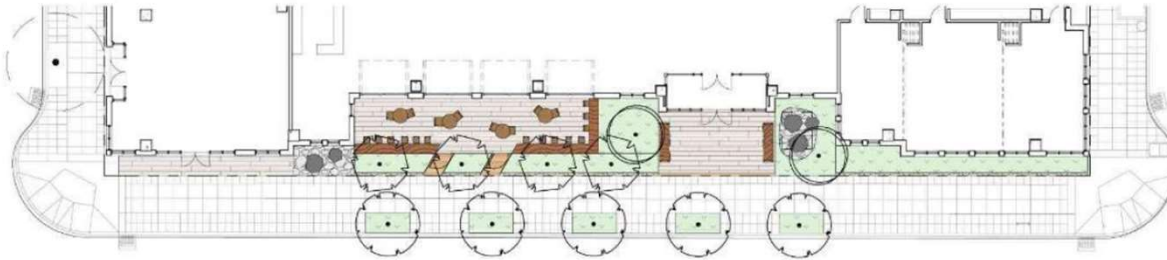


Applicant Presentation

Discussion Topics

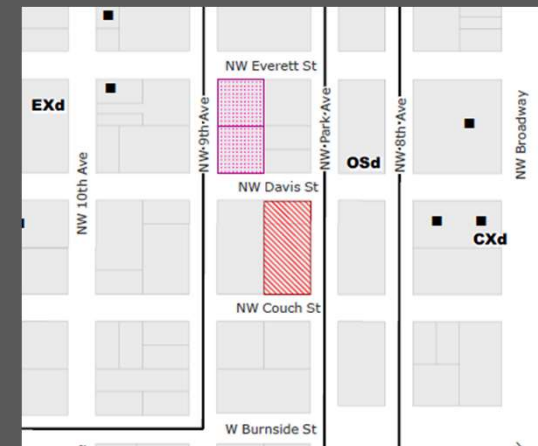
Context

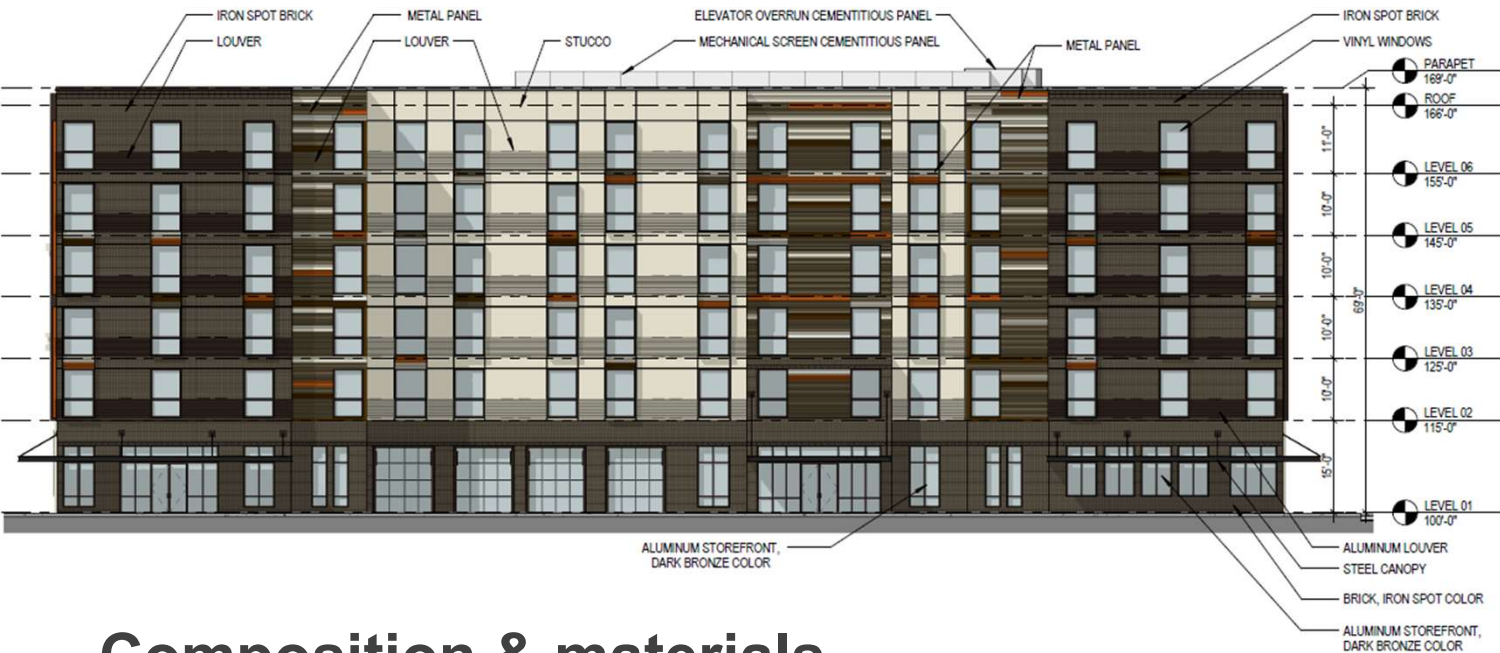
1. Setback & massing
2. Composition & materials



Setback & massing

The building incorporates a setback/courtyard roughly in the middle of the east façade facing the North Park Blocks, taking a more-contextual approach towards addressing the Green Loop-related Required Building Lines standard. The building's massing could respond better by fully extending the north and south wings to the property line along the sidewalk edge, rather than setting these wings back by approximately 4 feet.



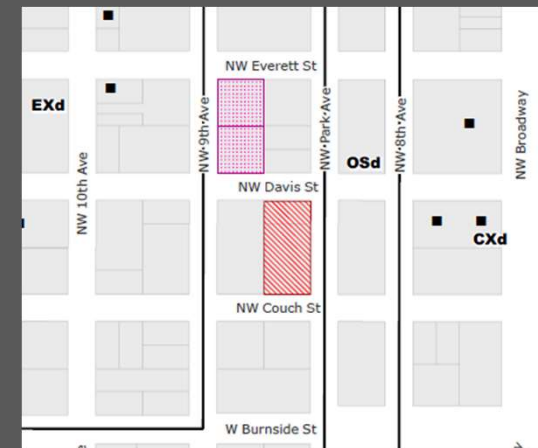


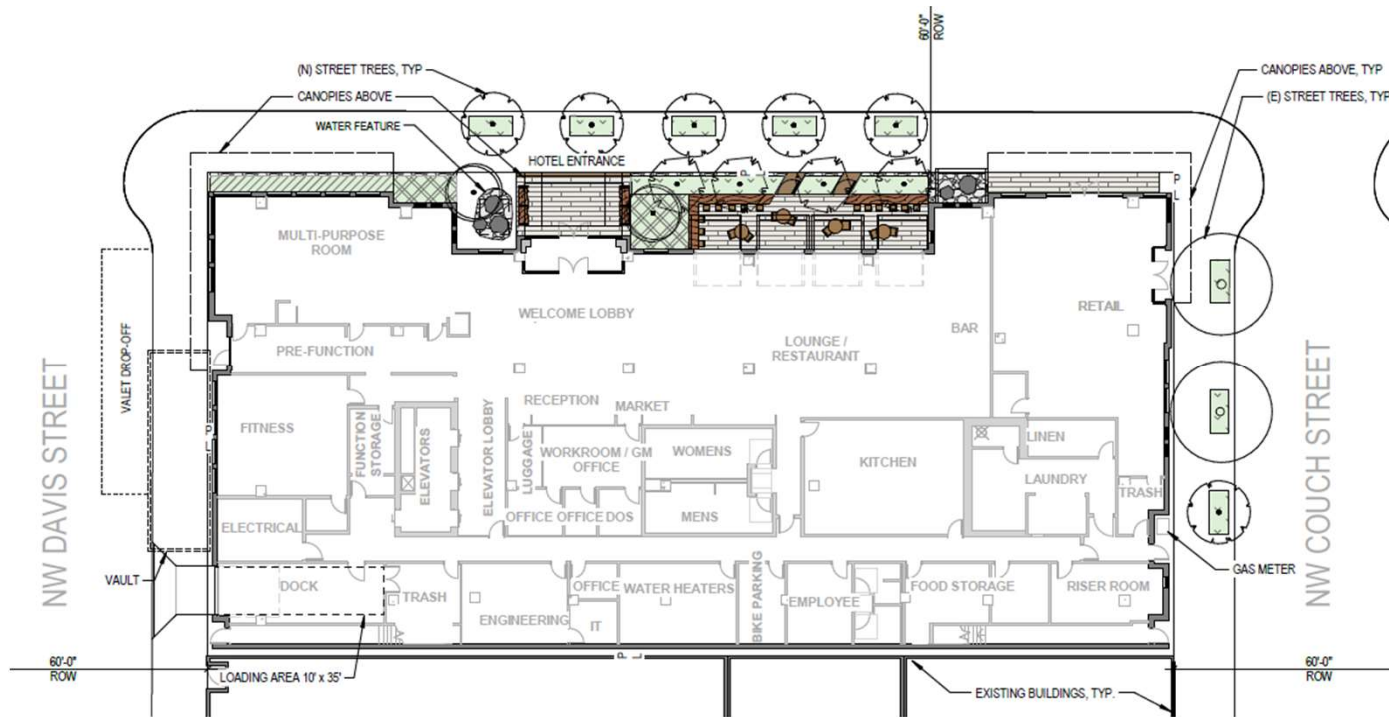
Composition & materials

The composition of the east façade incorporates a wide variety of materials, including brick, stucco, and metal panel, on the varying planes of the east elevation. Existing buildings facing the North Park Blocks, whether historic or contemporary in character, tend to incorporate a more unified palette of materials. In order to better complement the context of development facing the North Park Blocks, a cladding concept with one primary material plus one or two accent materials should be used.

Context

1. Setback & massing
2. Composition & materials





Setback/courtyard

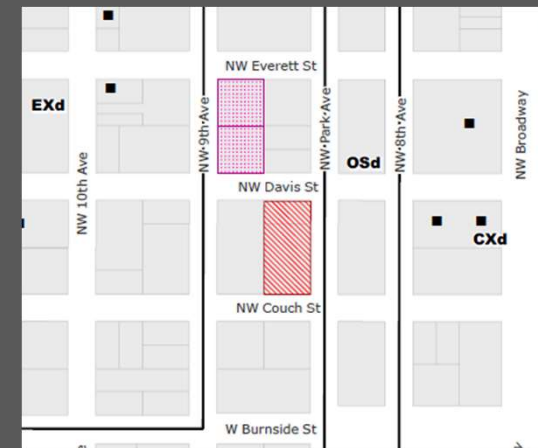
The overall design of the setback/courtyard area appears to be more functionally integrated with the interior building programming, and therefore, more likely to be used.

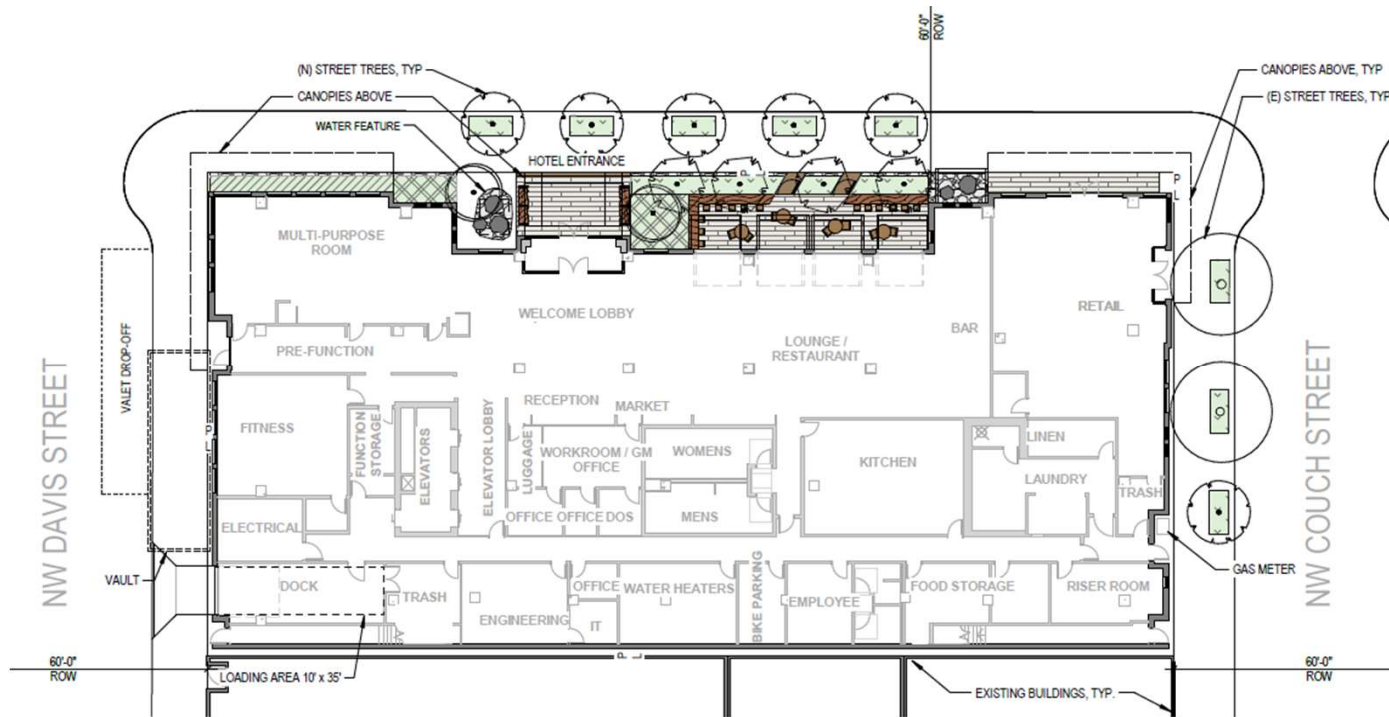
The main lobby entrance to the building has a generous area in front of it for visitors and guests transitioning to and from the public realm.

The setback area also includes a long patio-type space that appears to be designed to accommodate restaurant and bar style seating, which will help to activate the pedestrian realm in this area.

Public Realm

1. Setback/courtyard
2. Canopies
3. Ground level design & programming
4. Street trees



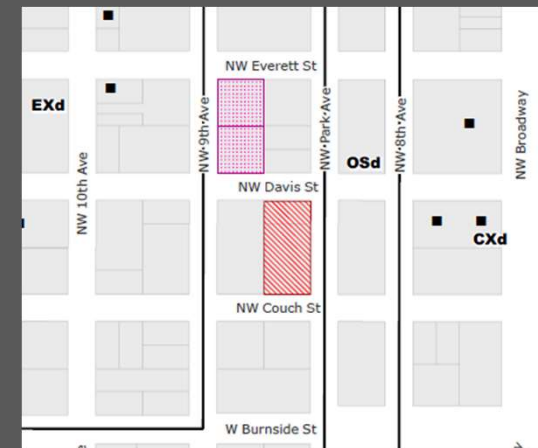


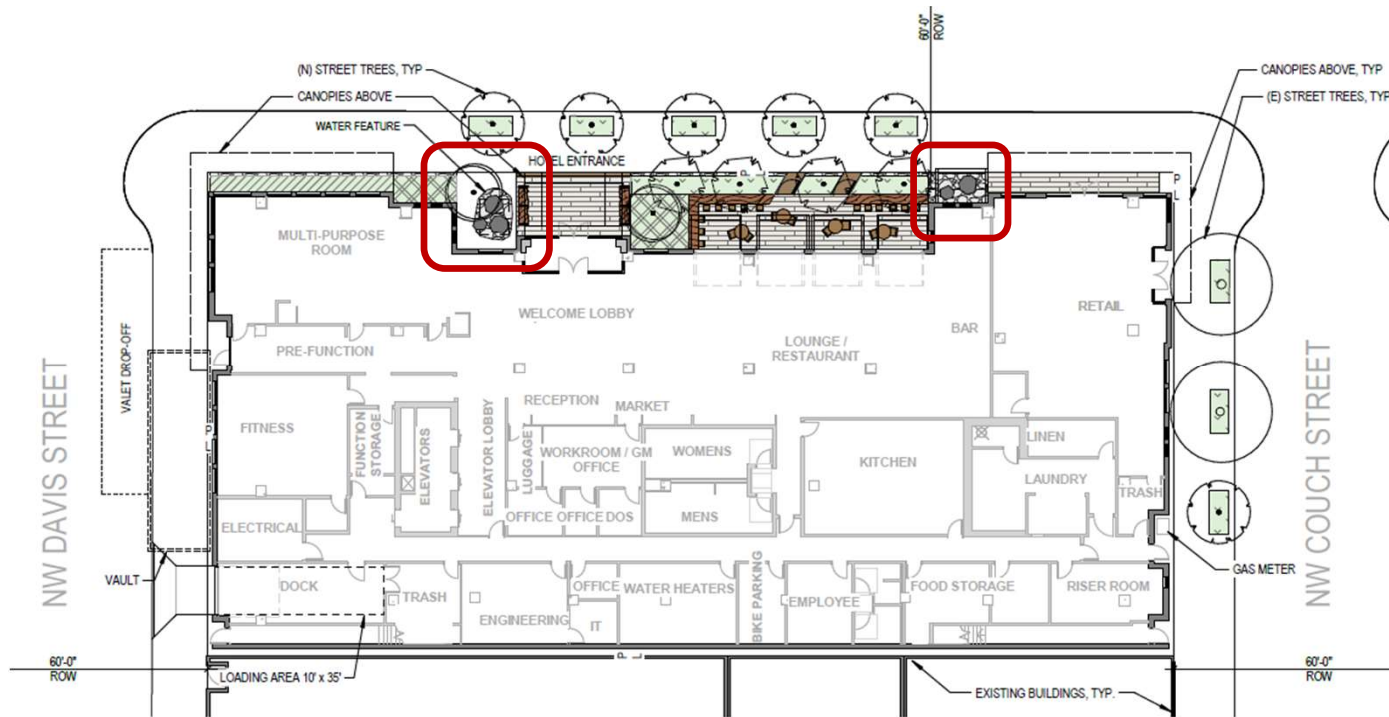
Setback/courtyard

A short line of trees in the setback area along NW Park Ave could create a small allée along the sidewalk, providing a complement to the Park Blocks and strengthening the character of the Green Loop. These trees are likely to be smaller than the adjacent street trees or trees in the Park Blocks, however.

Public Realm

1. Setback/courtyard
2. Canopies
3. Ground level design & programming
4. Street trees



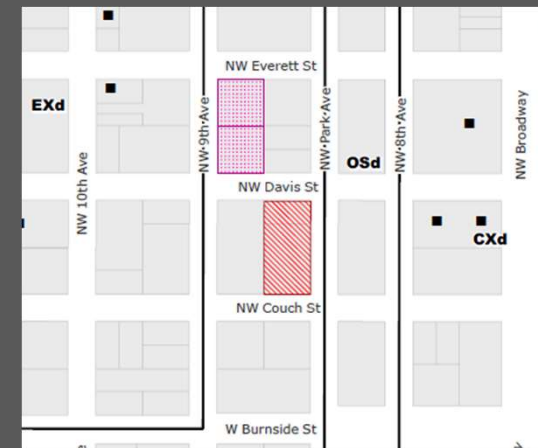


Setback/courtyard

At least one water feature (and possibly two) is indicated within the setback/courtyard area. It is unclear at this time what the character of these features will be, nor is it clear how they will integrate with and complement the courtyard space and its programming. No works of art are indicated.

Public Realm

1. Setback/courtyard
2. Canopies
3. Ground level design & programming
4. Street trees



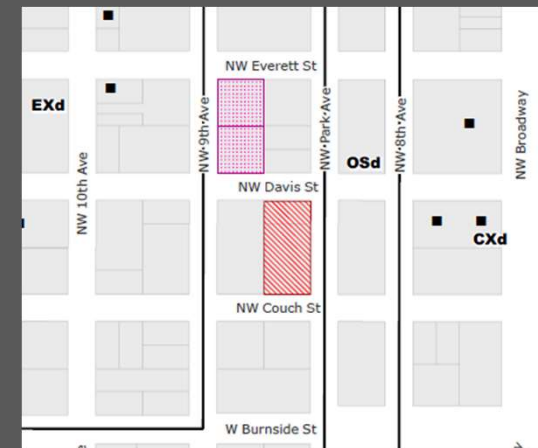


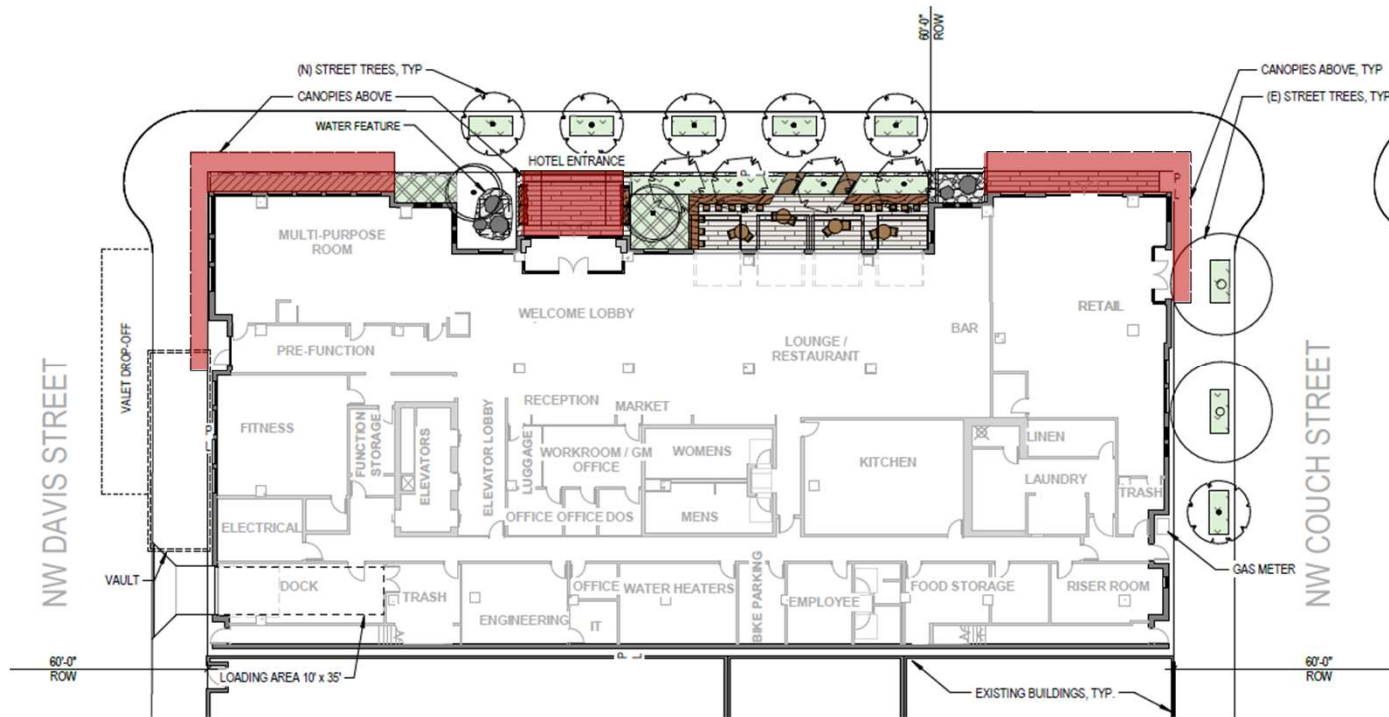
Setback/courtyard

Proposed planters appear to be composed of weathering steel and raised above sidewalk grade, creating a visual barrier between the sidewalk and the patio and interior of the restaurant/bar area (see sheets C10 and C31). An at-grade planter, or possibly one with a lower height, would allow for better visual connections. A low fence may help to provide additional barrier/buffer, if needed.

Public Realm

1. **Setback/courtyard**
2. Canopies
3. Ground level design & programming
4. Street trees





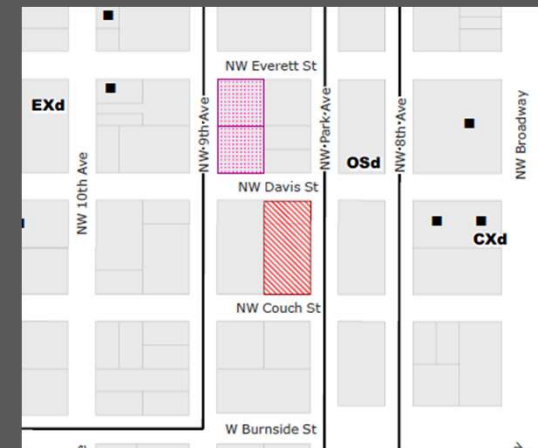
Canopies

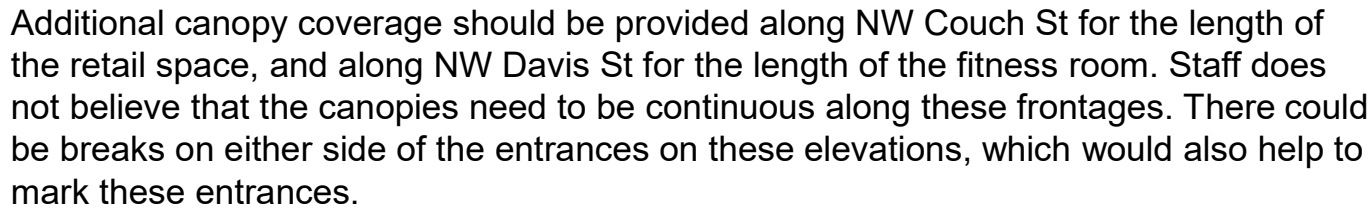
Wrap-around canopies are still proposed at each corner of the building on the building's east facade. They are approximately 6'-0" deep along the NW Park Ave frontage, and this depth is reduced to approximately 5'-0" on the NW Davis and NW Couch frontages.

The canopy at the northeast corner of the building largely covers a landscaped area and only provides 2'-0" of coverage for pedestrians on the sidewalk, which is not sufficient to meet Guideline B6.

Public Realm

1. Setback/courtyard
2. Canopies
3. Ground level design & programming
4. Street trees





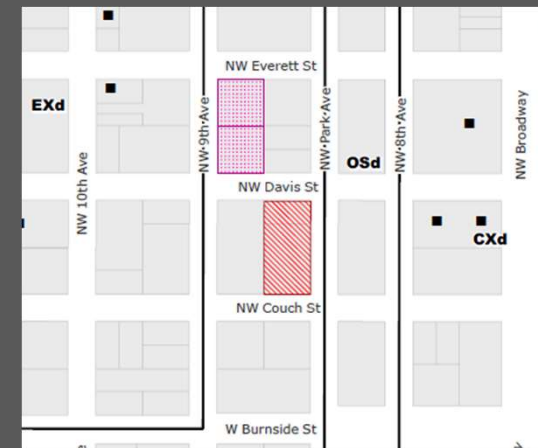


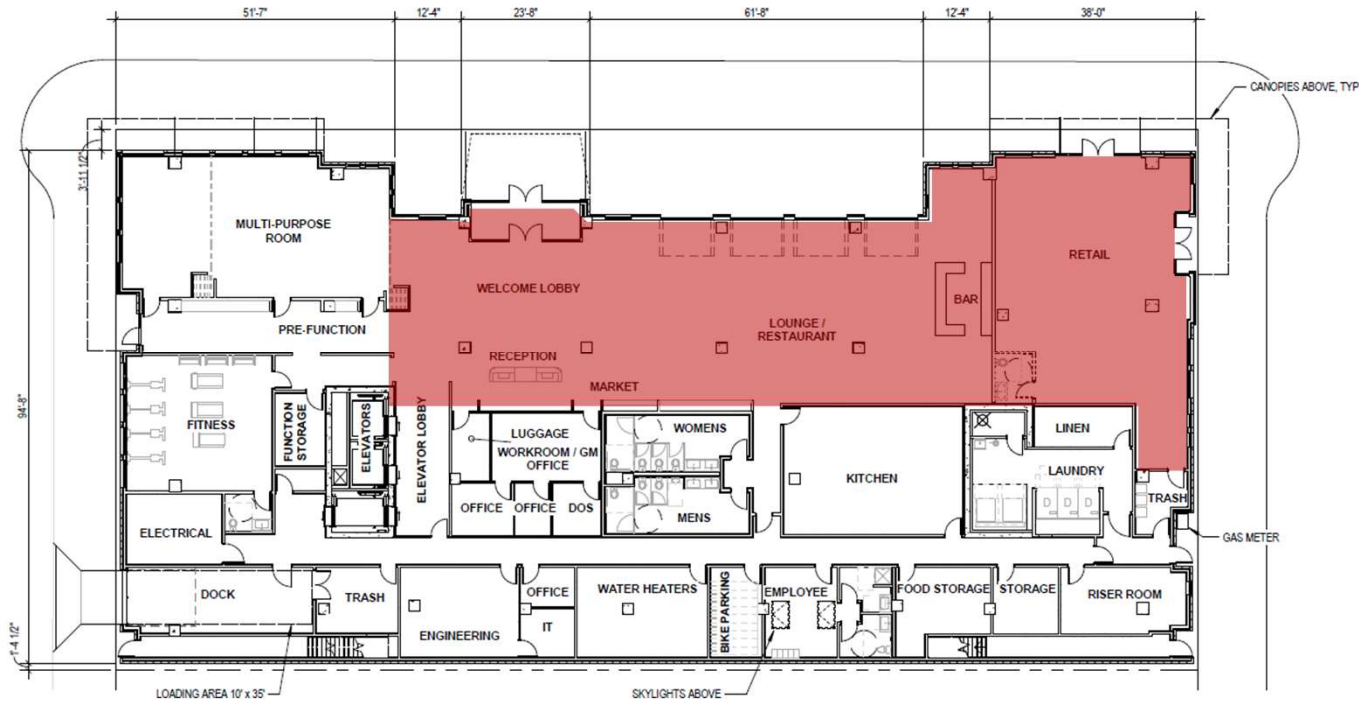
Canopies

Canopies have been lowered from the first DAR and appear to be at an appropriate height to provide weather protection.

Public Realm

1. Setback/courtyard
2. **Canopies**
3. Ground level design & programming
4. Street trees





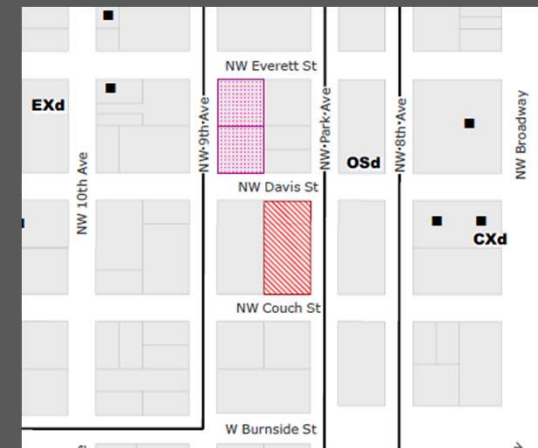
Ground level design & programming

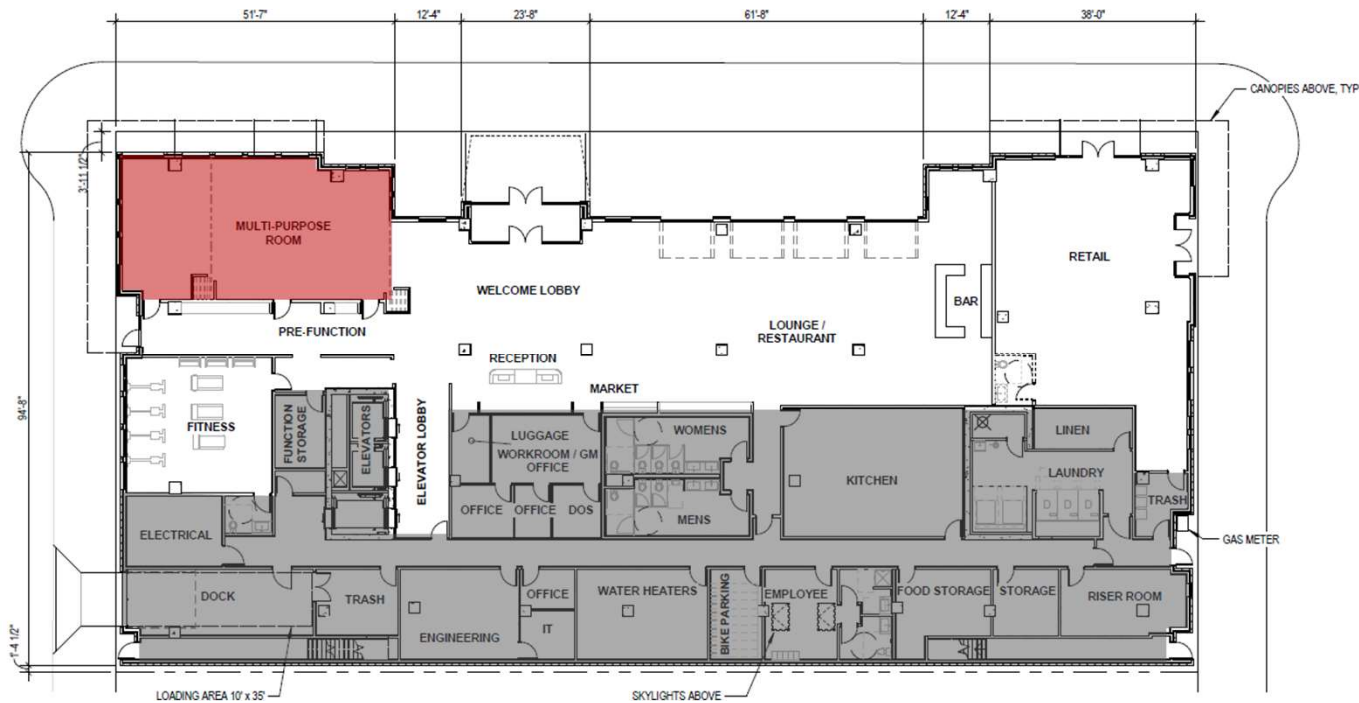
The lobby and a lounge/restaurant space have considerable frontage facing the North Park Blocks, which will help to strengthen and activate the park and courtyard. Large, glazed overhead doors will also help activate the public realm.

The retail space remains at the southeast corner, which relates to the retail space across NW Couch St to the south, creating a small node of activity at this intersection. The public realm would benefit from additional windows on the NW Couch St frontage of this space, however.

Public Realm

1. Setback/courtyard
2. Canopies
3. Ground level design & programming
4. Street trees





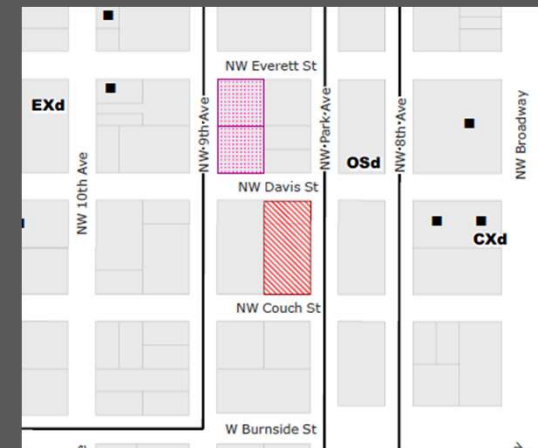
Ground level design & programming

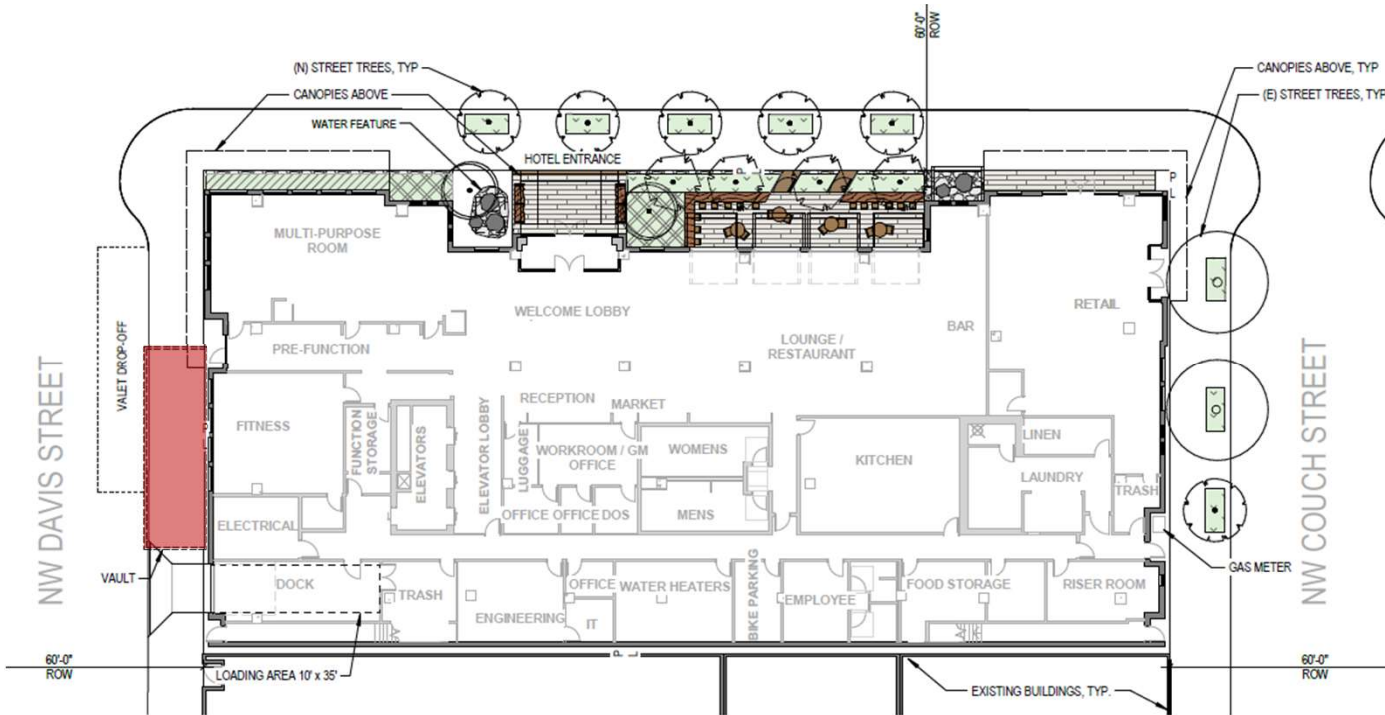
A multi-purpose room occupies the northeast corner of the site. It appears that it is possible to open this space up to the lobby, which may allow it to have more activity than it otherwise might as a simple meeting room space. It remains unclear, however, how much activation this program will provide.

The amount of back-of-house uses facing NW Couch St and NW Davis St are fairly minimal and seem proportionally appropriate for a building of this scale.

Public Realm

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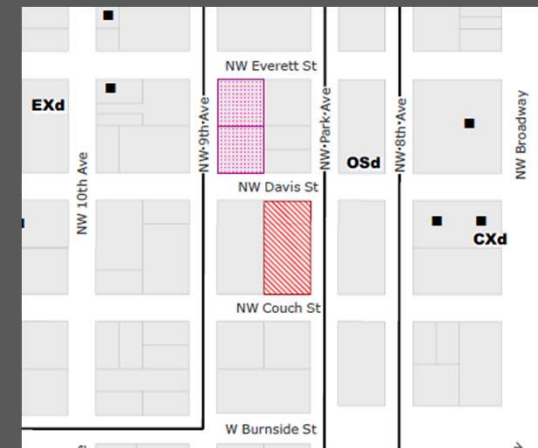
Street trees

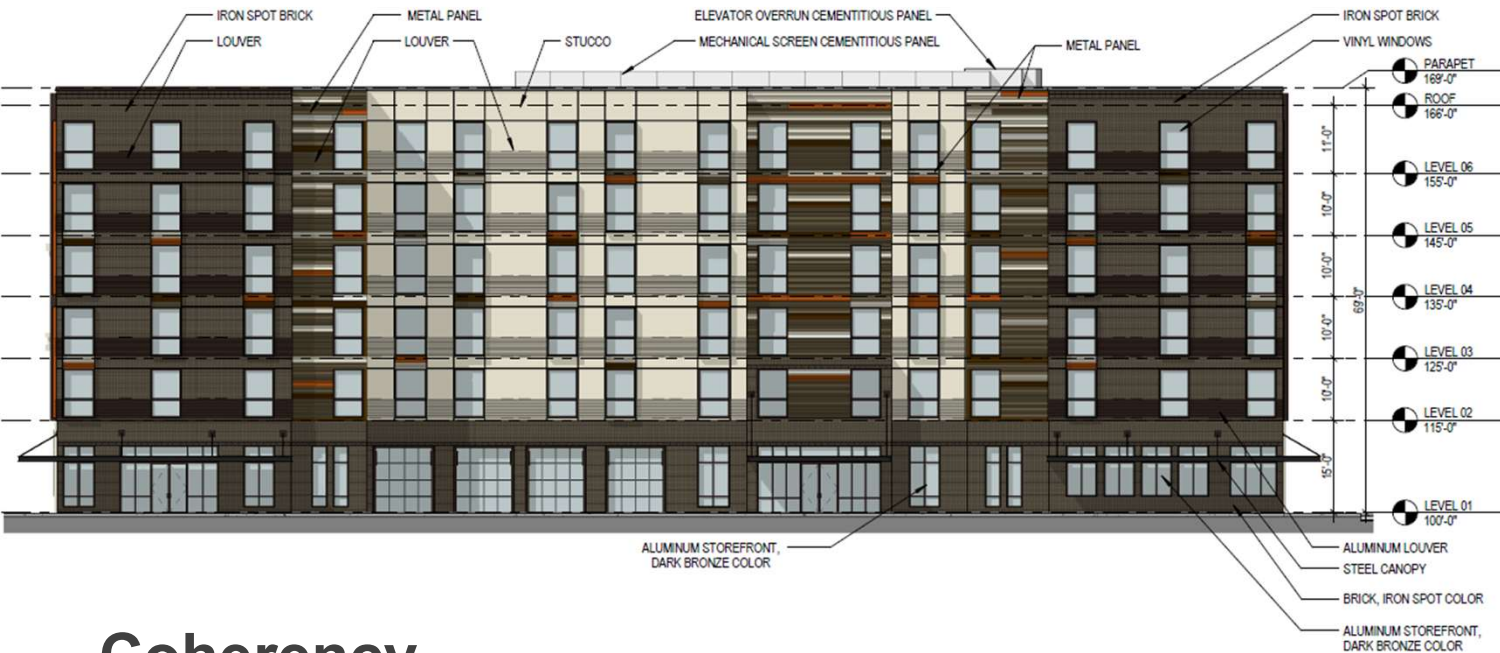
No street trees are indicated along NW Davis St. A large underground transformer may be interfering with tree placement there, but efforts should still be made to place trees in the planting strip on this street.

Additional trees should be placed in the planting strip along NW Park Ave as well. Staff believes that the provision of additional trees here is more important than centering the street trees on the building setback/courtyard area.

Public Realm

1. Setback/courtyard
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Coherency

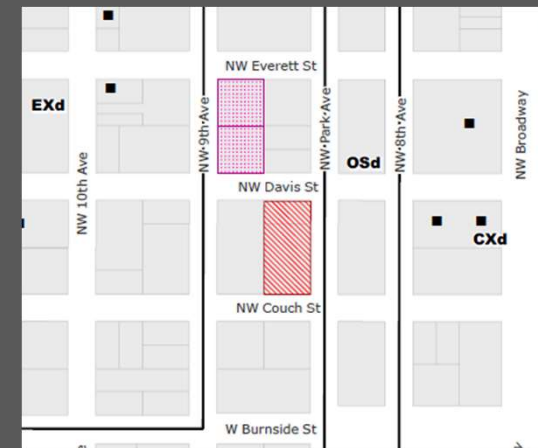
The building's overall massing seems to be clear and generally contextual; however, the various cladding systems and details do not project a clear and unifying design intent.

A reduction in the number and type of materials proposed could help to unify the upper floors, as there appears to be a fairly regular rhythm of windows there.

Window patterning at the ground level also appears inconsistent, and a more standardized approach could help to unify the ground level.

Quality & Permanence

1. Coherency
2. Resilience



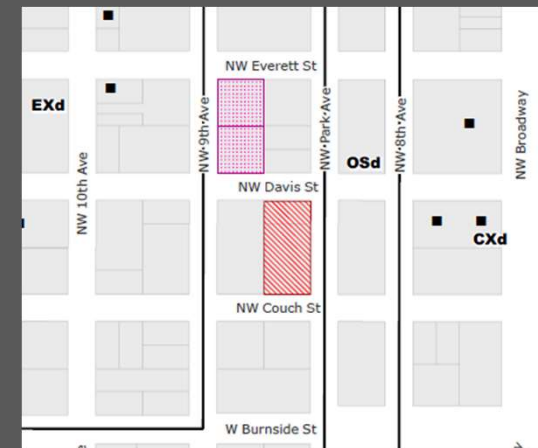


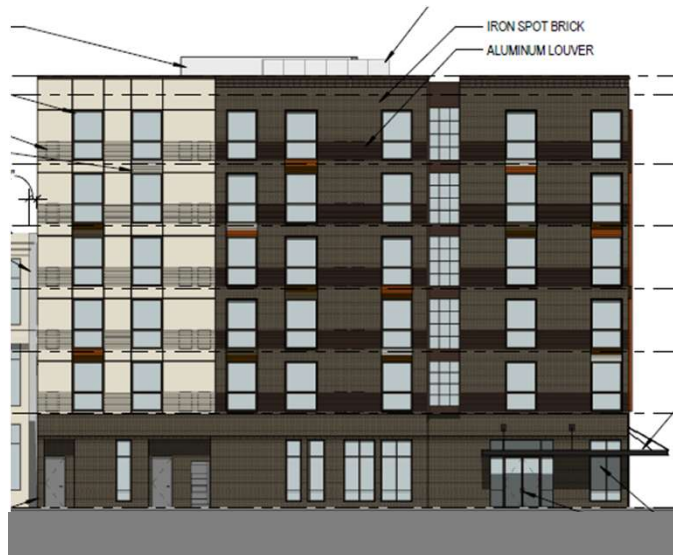
Coherency

Proposed vents on the upper stories still seem oversized and are a visually dominant on the building's exterior.

Quality & Permanence

1. Coherency
2. Resilience



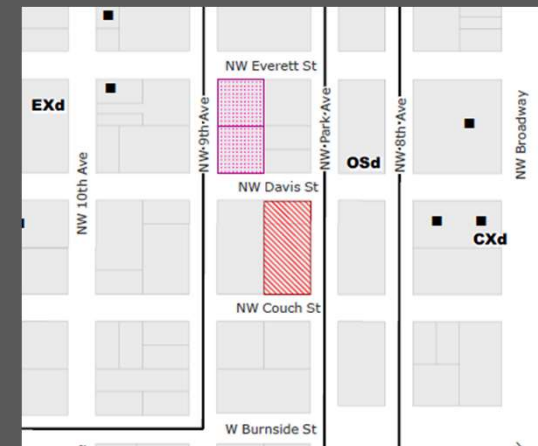


Quality & Permanence

1. Coherency
2. Resilience

Coherency

Slightly projecting window bays on the north and south elevations add further complication to the design of the upper stories.



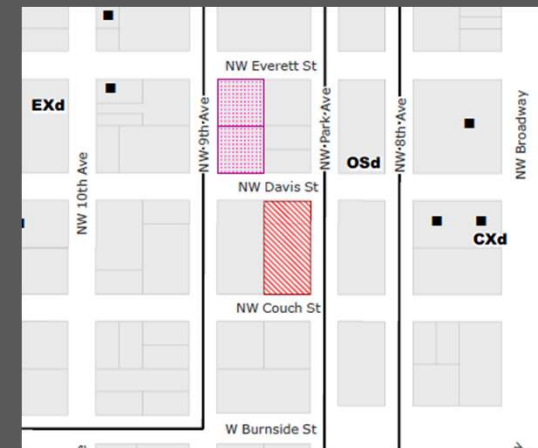


Resilience

Proposed plant species are not yet indicated, but the Commission previously indicated that the quality and permanence of plants is a particularly high priority given the site's adjacency to the Park Blocks and Green Loop.

Quality & Permanence

1. Coherency
2. Resilience



Questions