

LIFESTYLE BOUTIQUE HOTEL

EA 17-15506 - 539 SW 10TH AVENUE

CITY OF PORTLAND

DESIGN REVIEW - CONCEPT / LAND USE REVIEW

10.05.2017



Portland, Oregon

Owner/Developer: Graves Hospitality

Design: DLR Group

Project Valuation: \$30.5 Million

ACTIVATION



AUTHENTICITY



CONNECTION



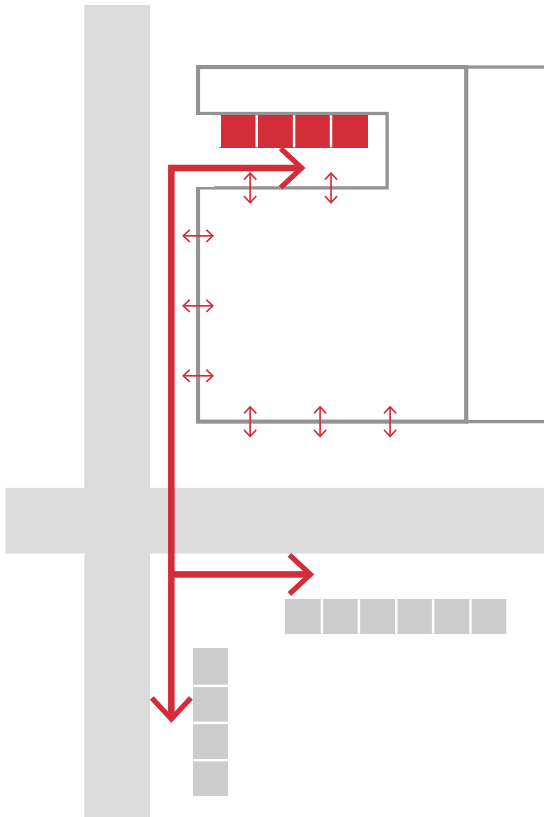
ACTIVATION



AUTHENTICITY



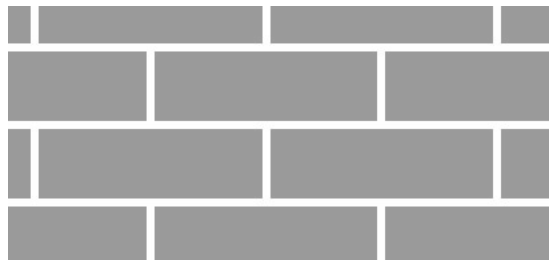
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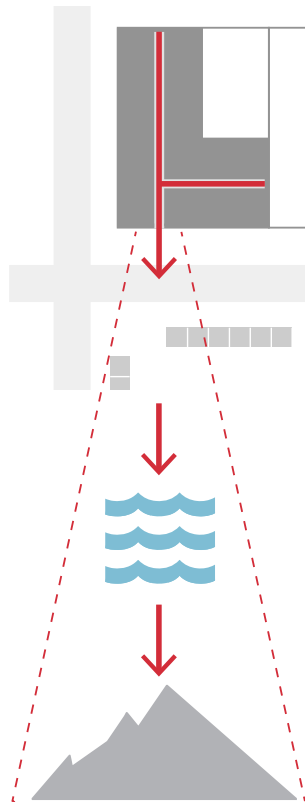
COLUMBIA RIVER BASIN



ROCK FORMATIONS



MATERIALITY / TOUCHPOINTS



HOTEL CORRIDORS

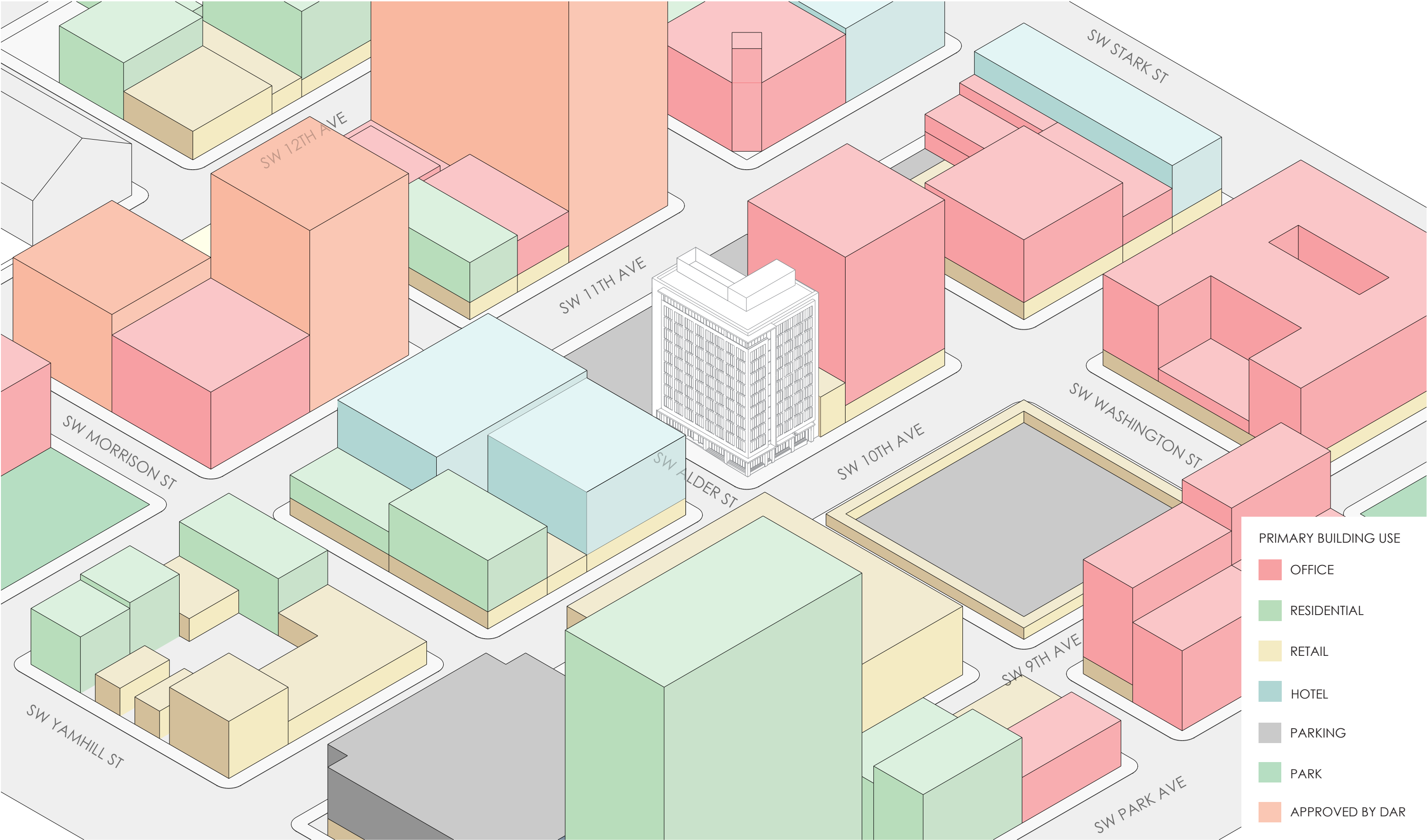
FOOD CARTS

WILLAMETTE RIVER

MOUNT HOOD







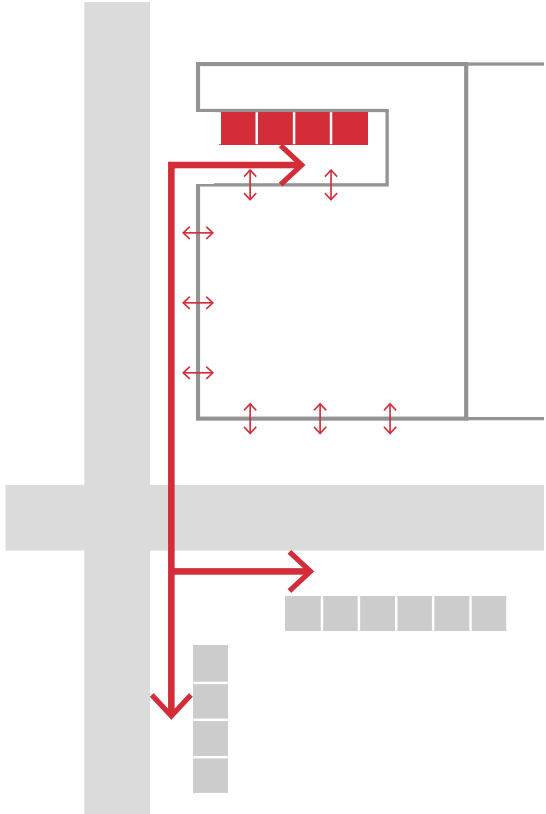
ACTIVATION



AUTHENTICITY



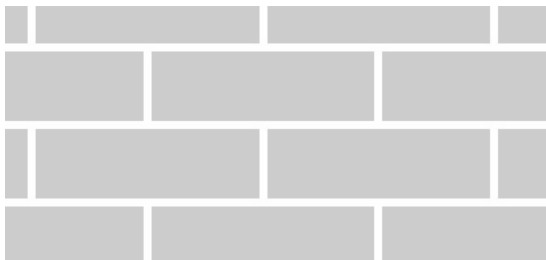
CONNECTION



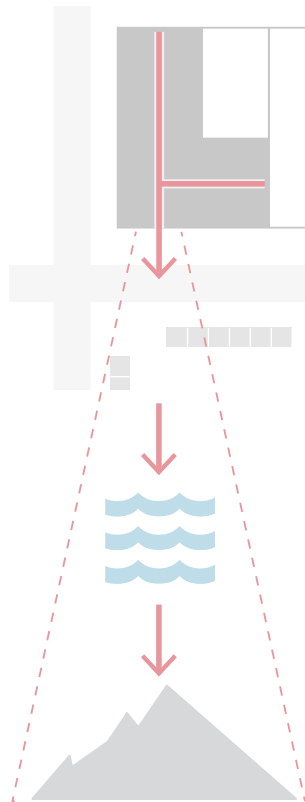
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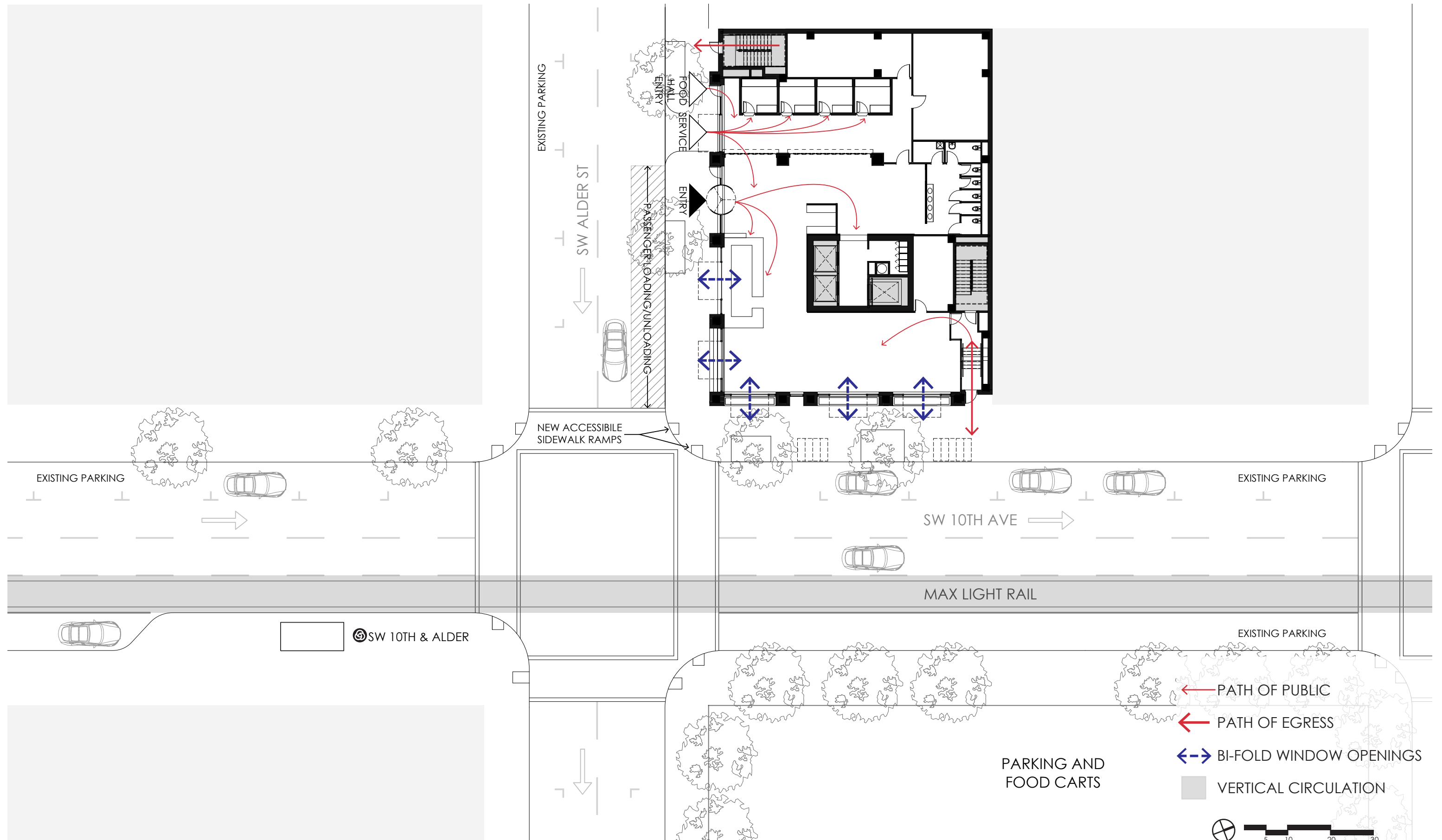
HOTEL CORRIDORS

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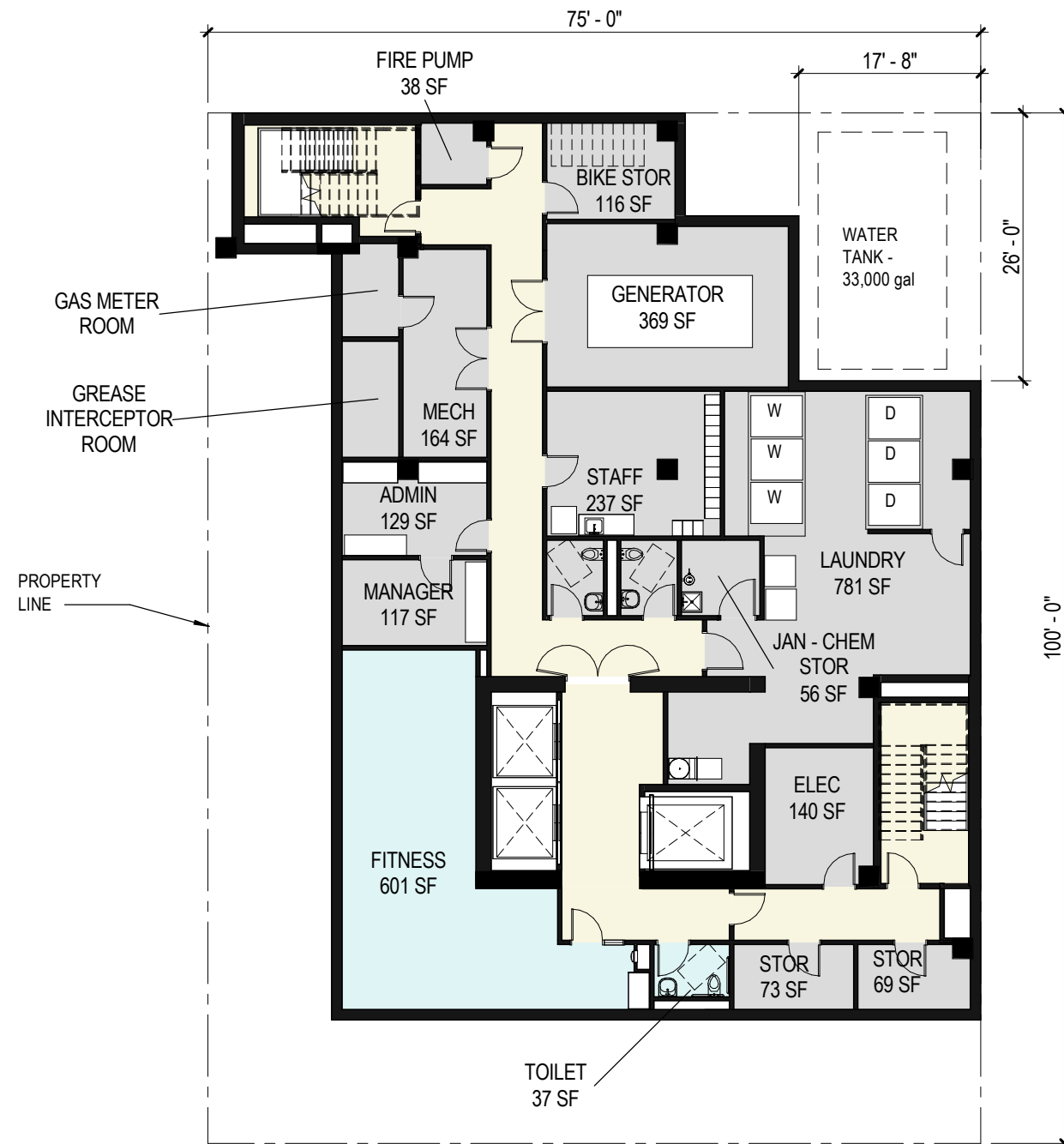
SITE PLAN AND CIRCULATION



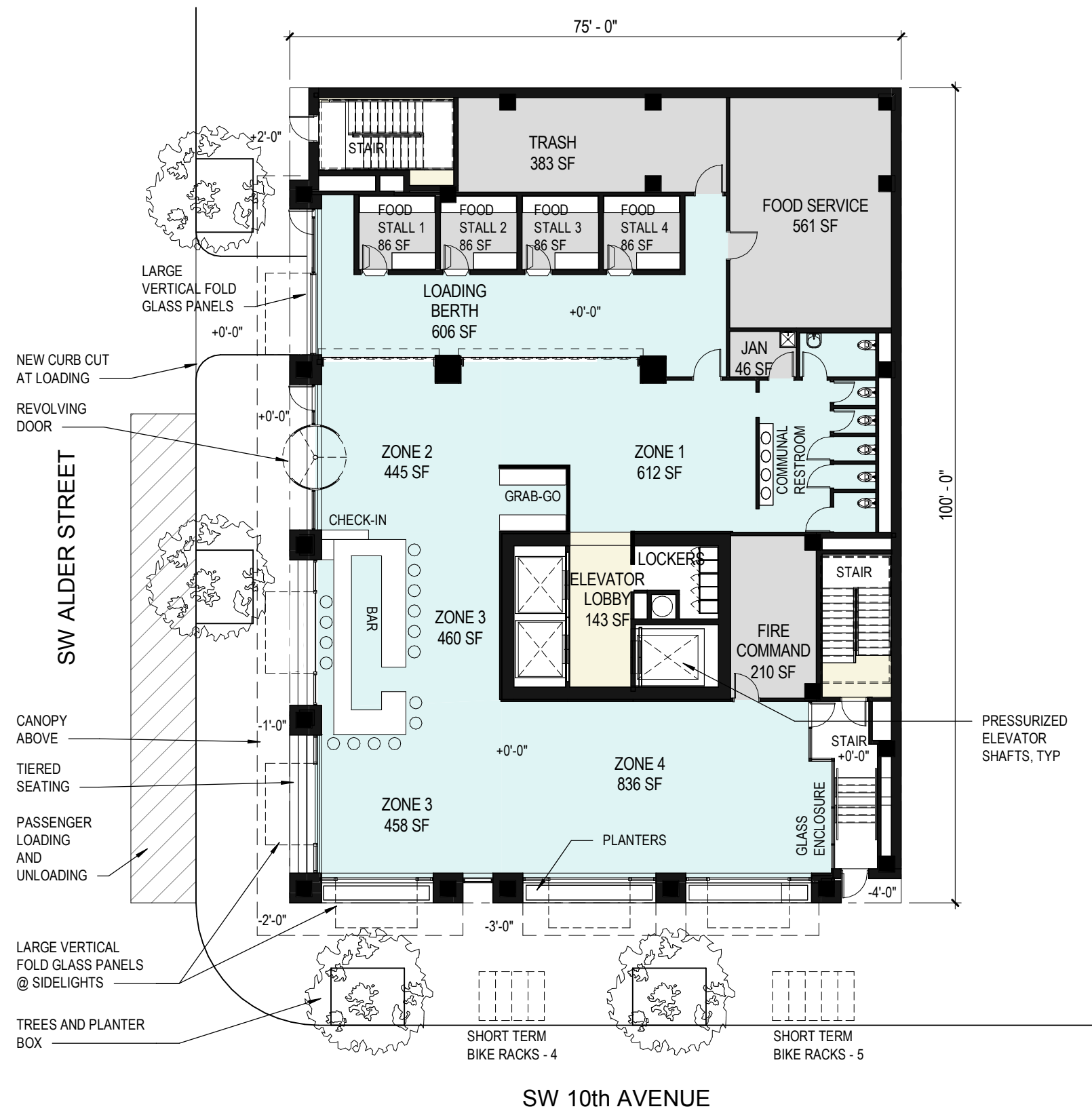




FLOOR PLANS



BASEMENT



GROUND FLOOR



FLOOR PLANS

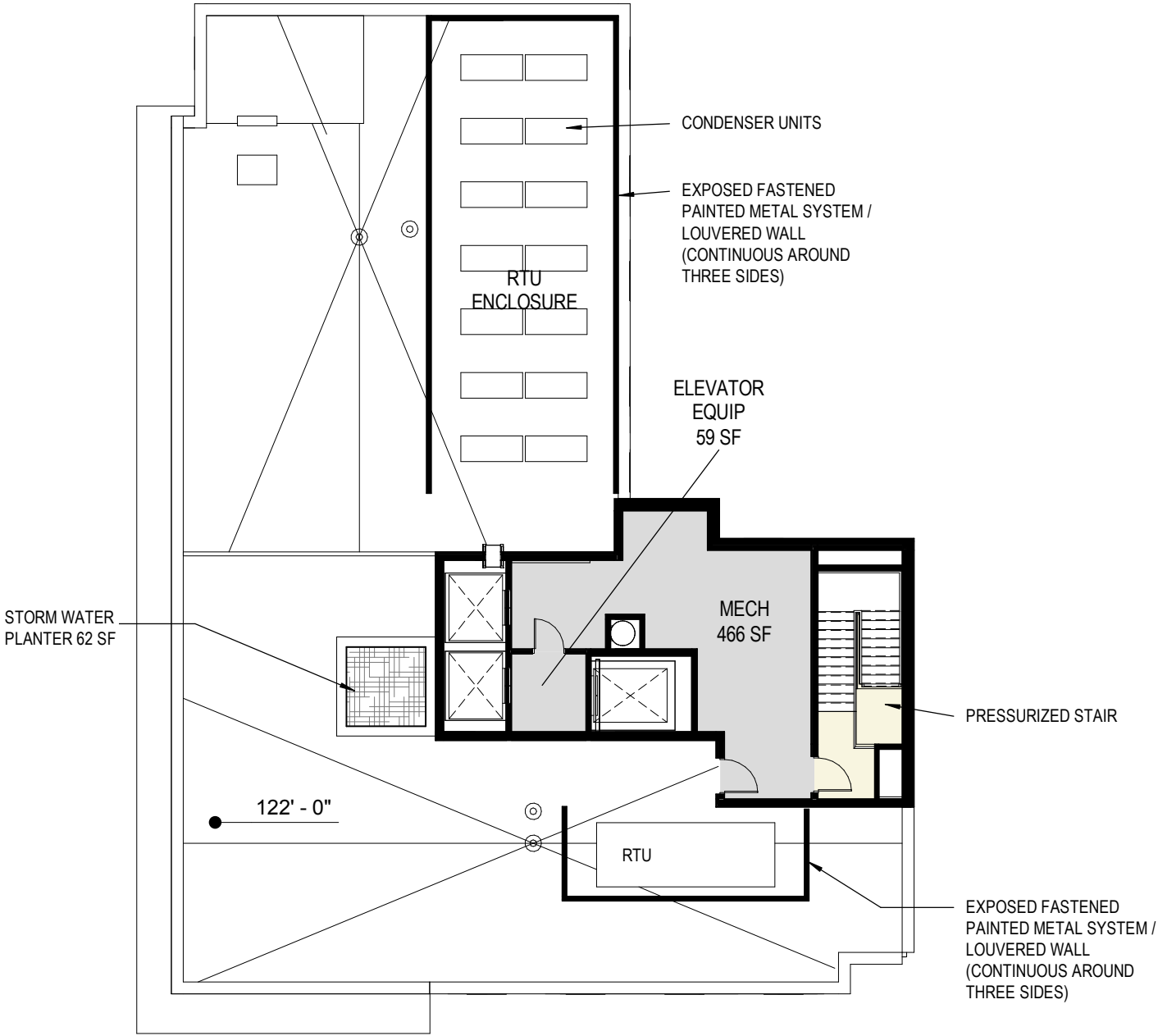


TYPICAL FLOOR

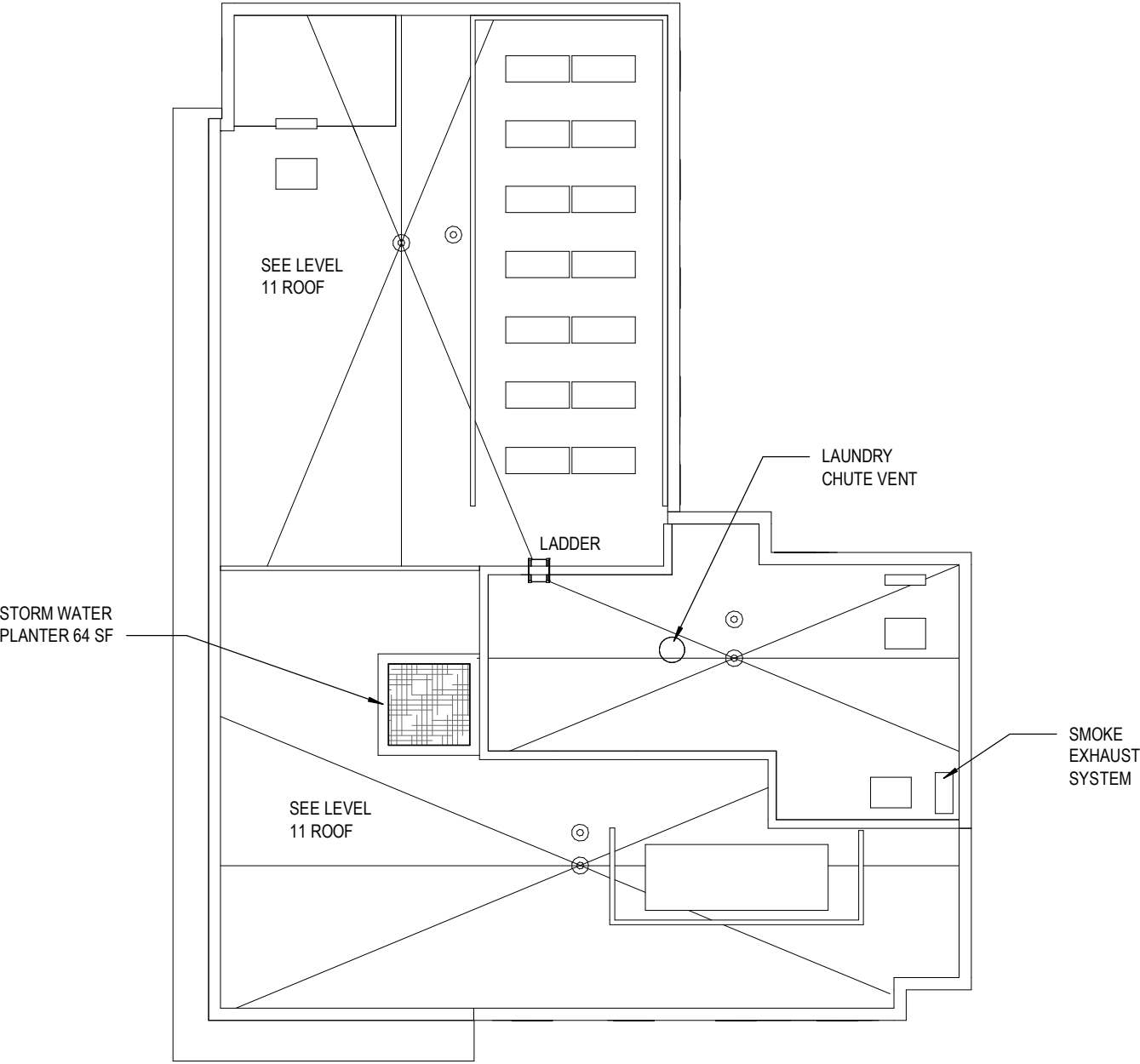


LEVEL 11





PENTHOUSE PLAN



ROOF PLAN



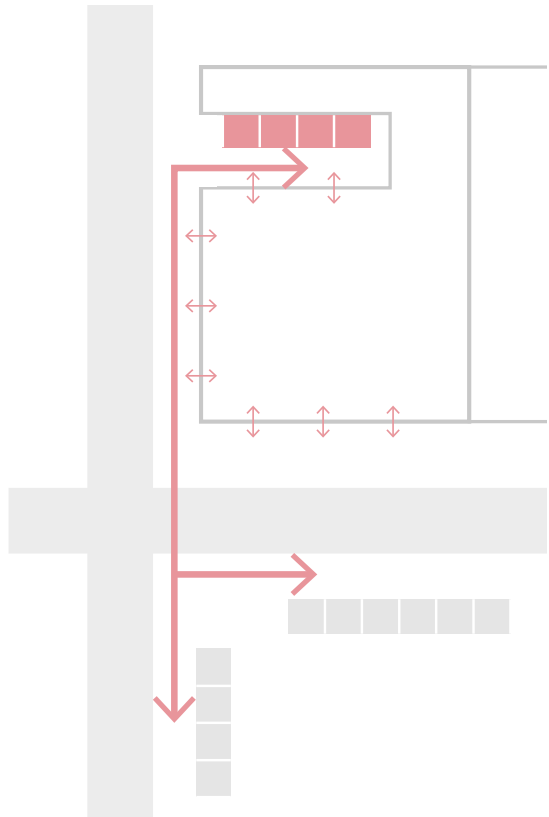
ACTIVATION



AUTHENTICITY



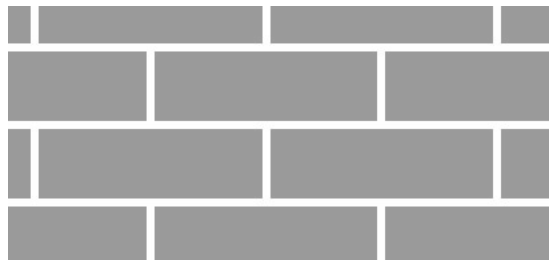
CONNECTION



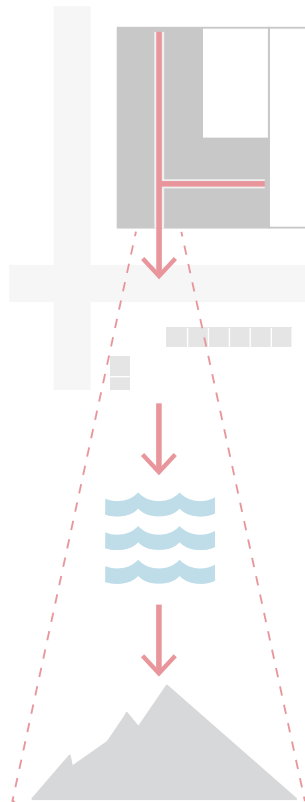
COLUMBIA RIVER BASIN



ROCK FORMATIONS



MATERIALITY / TOUCHPOINTS

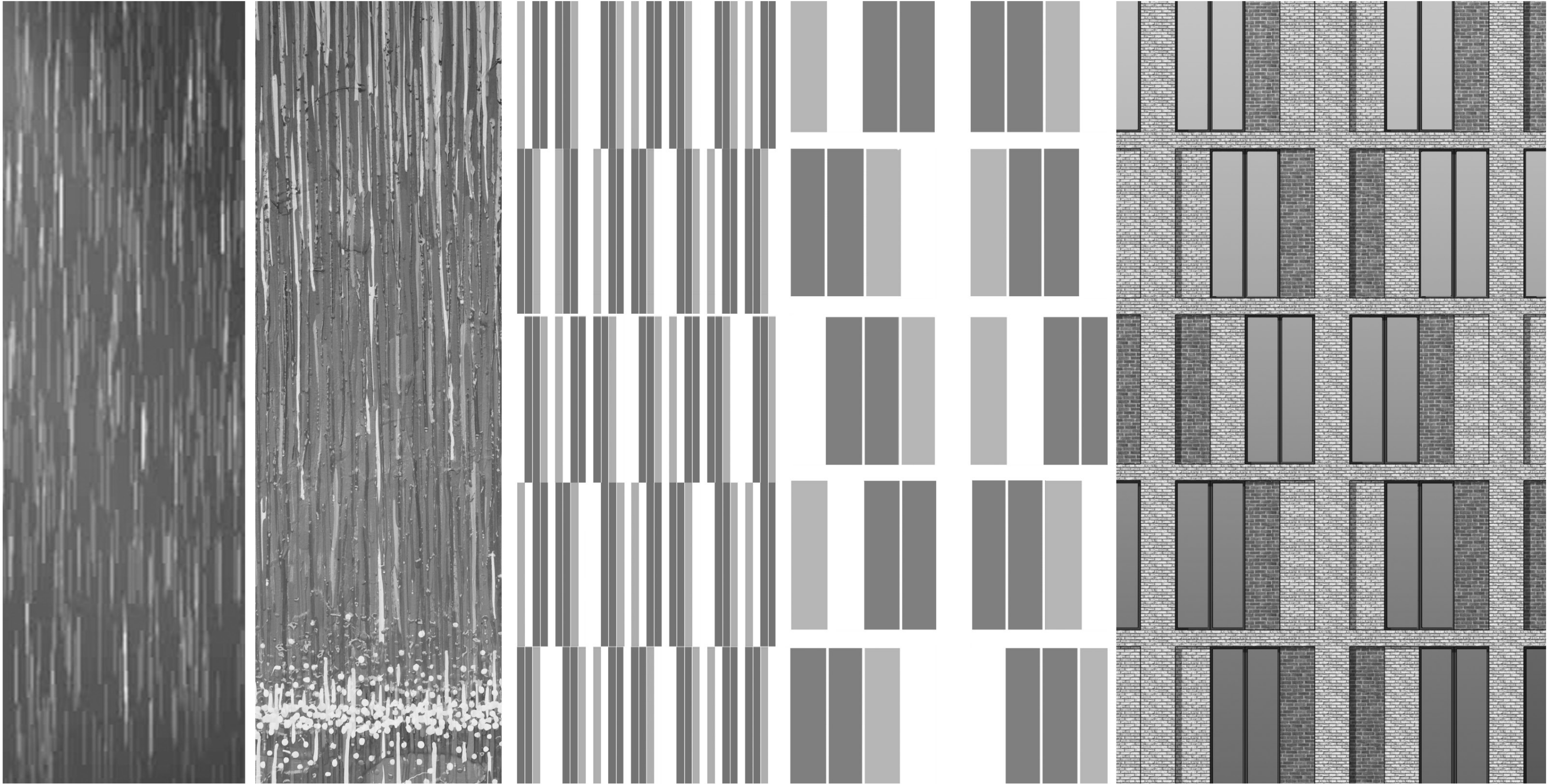


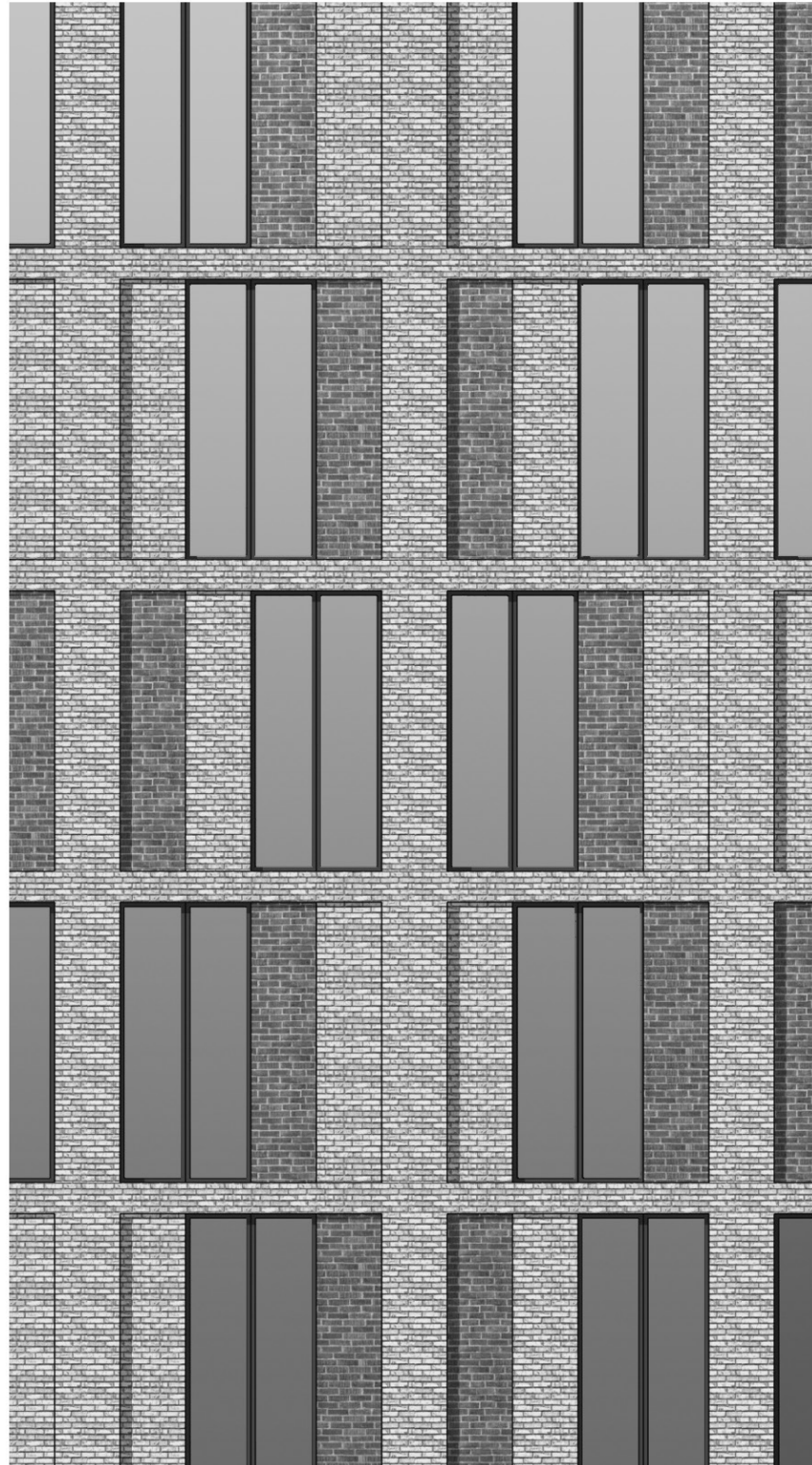
HOTEL CORRIDORS

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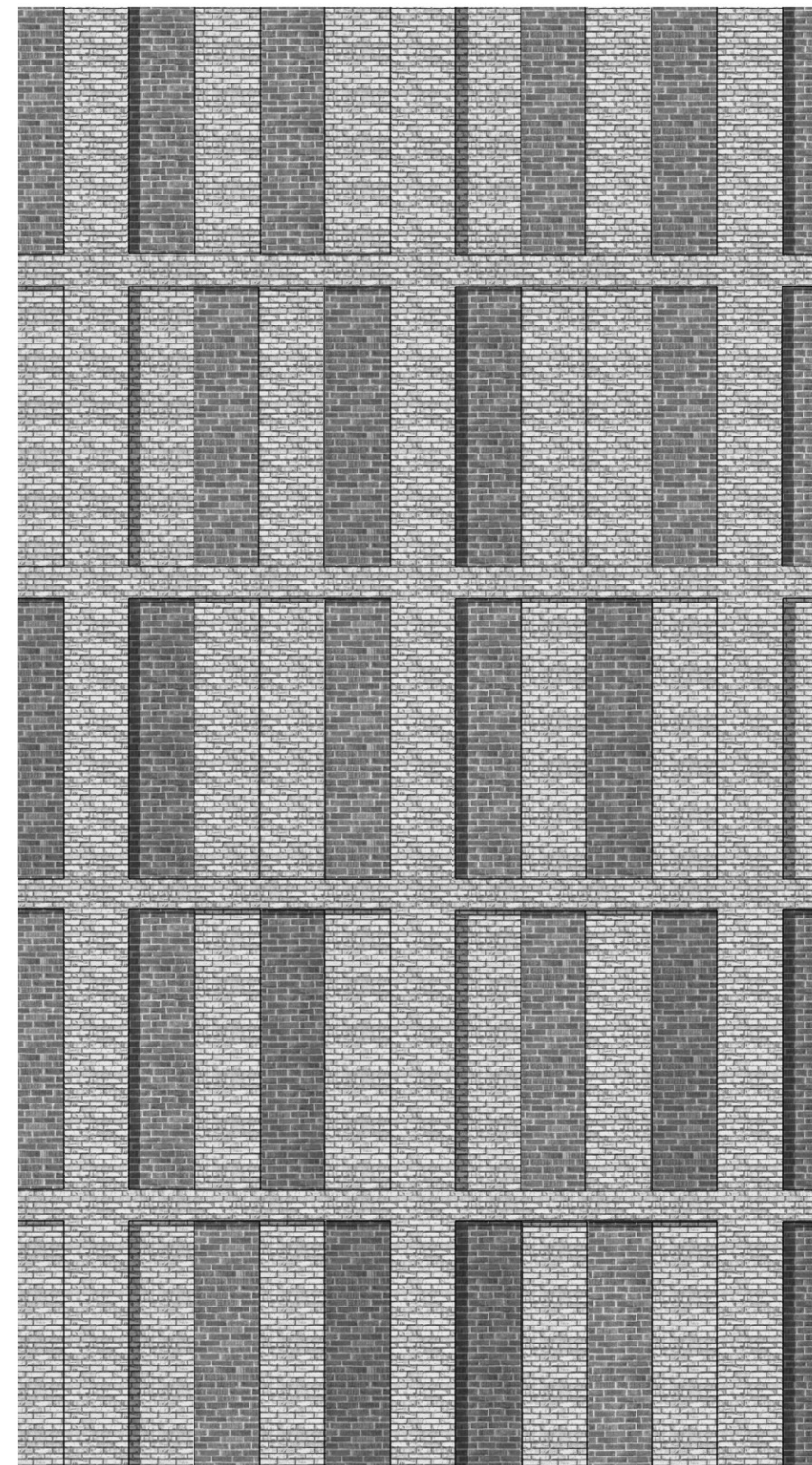
WILLAMETTE RIVER

MOUNT HOOD

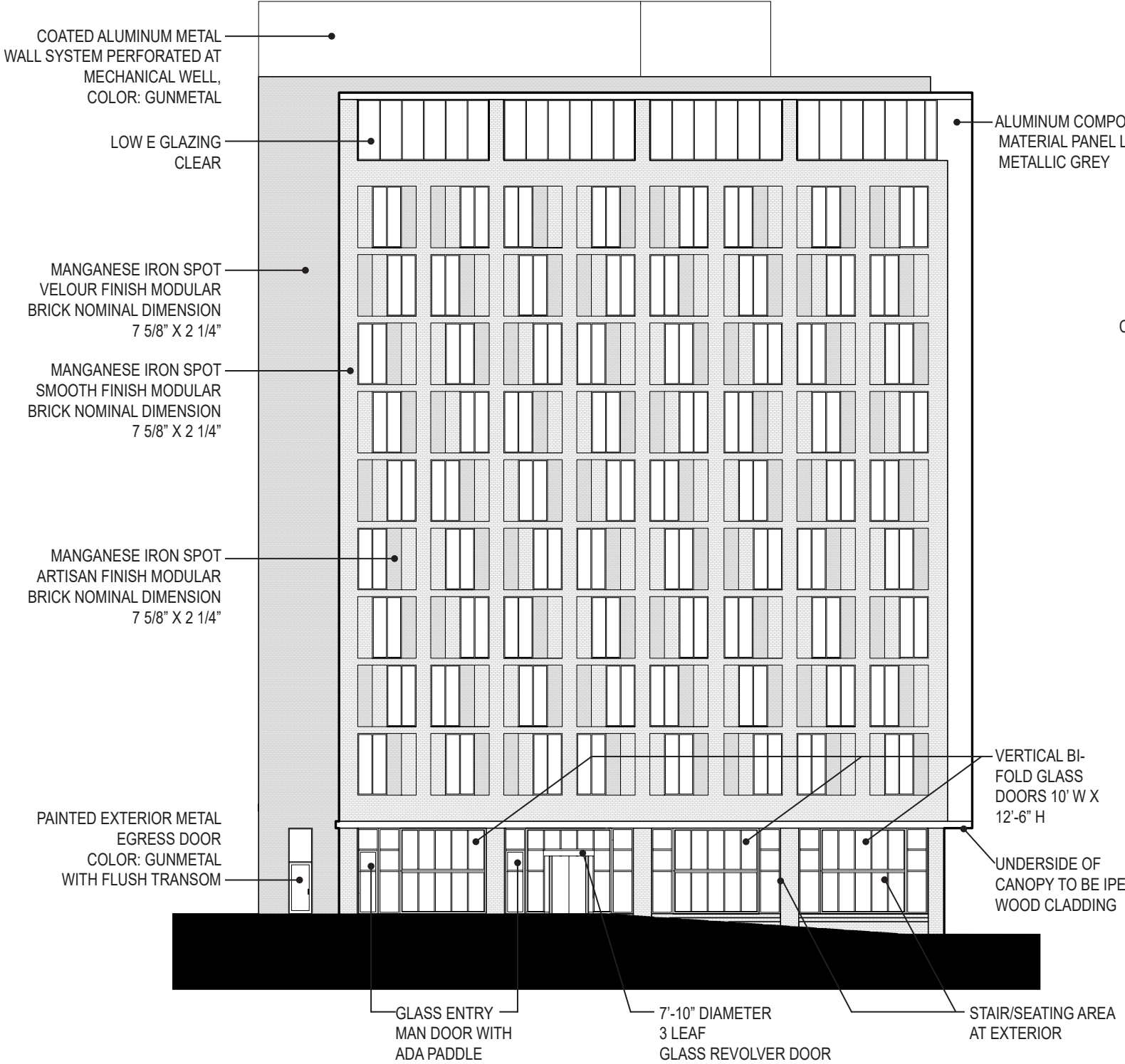




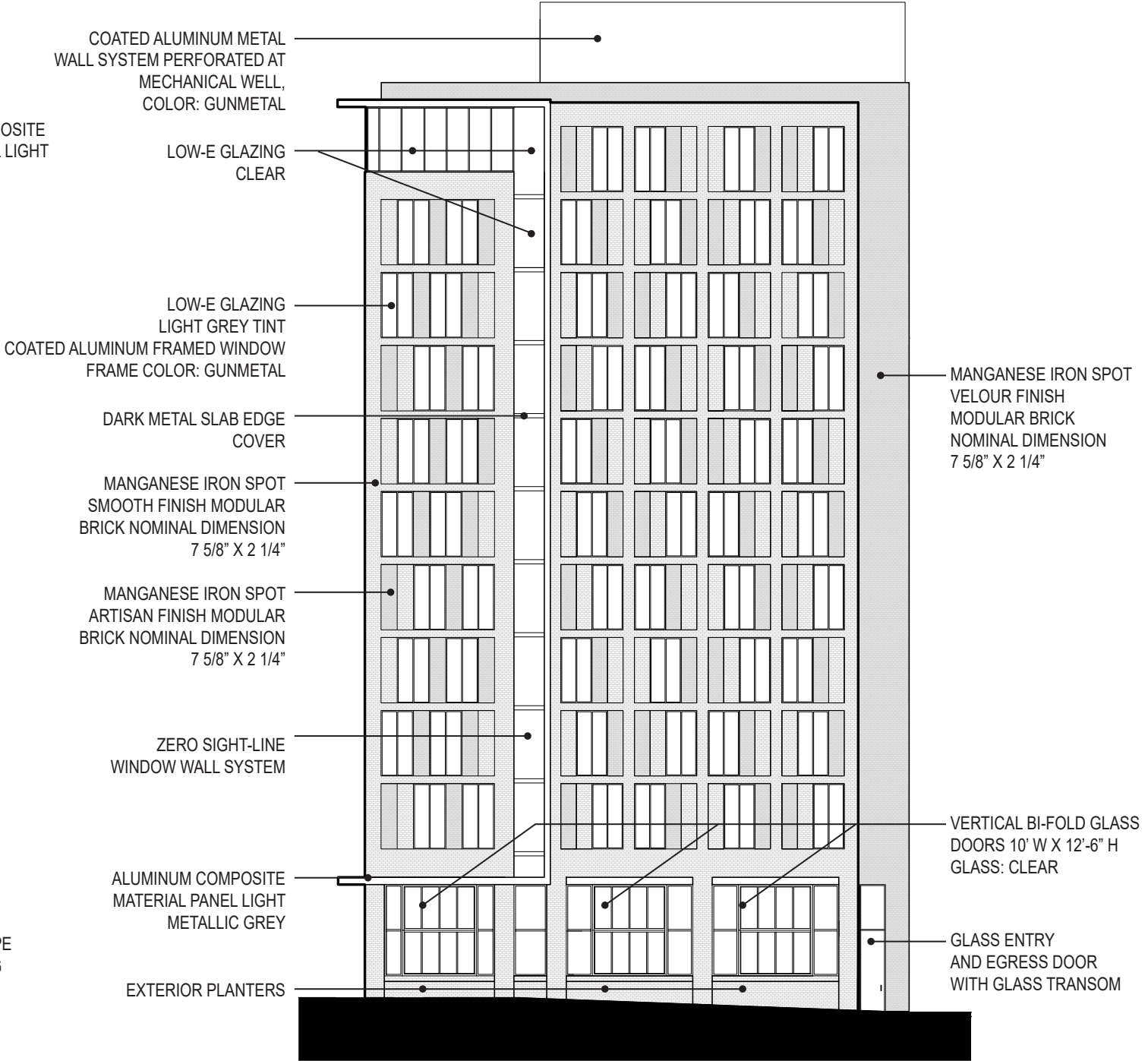
TYPICAL GUESTROOM FACADE



PARTY WALL FACADE

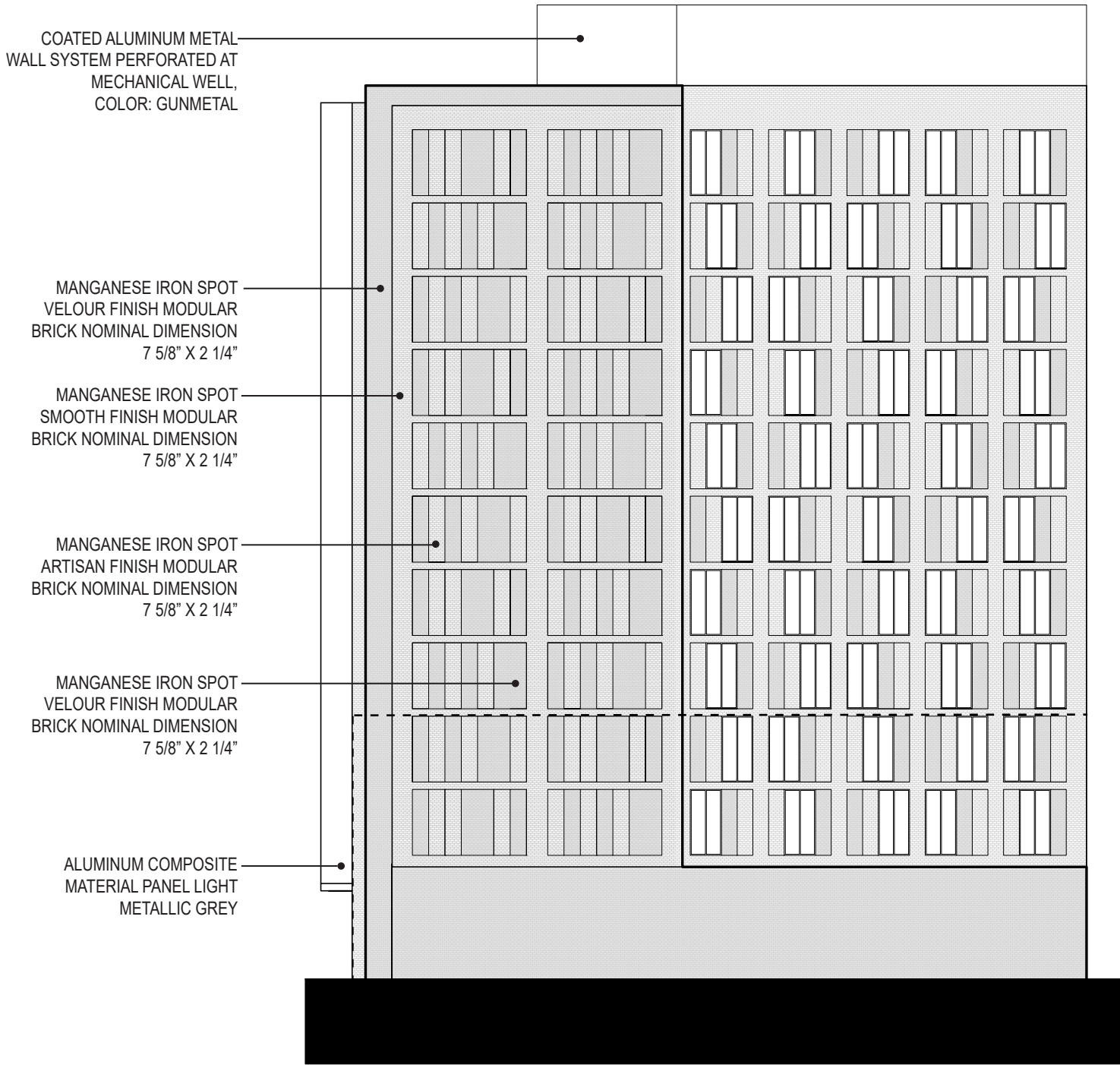


SOUTH ELEVATION

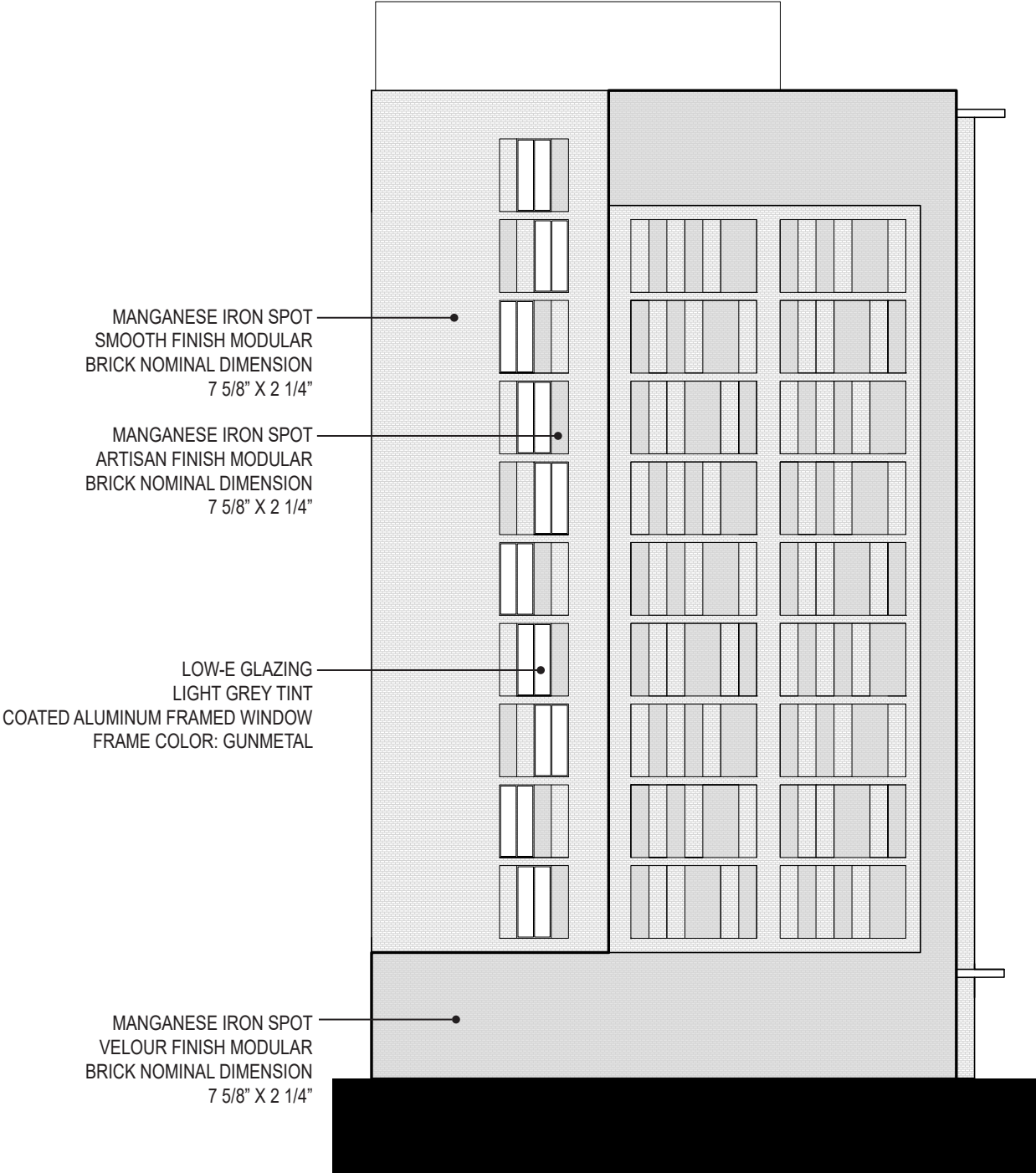


EAST ELEVATION





NORTH ELEVATION



WEST ELEVATION



FACADE COLOR INSPIRATION





MATERIAL PALETTE



IRON SPOT BRICK - SMOOTH



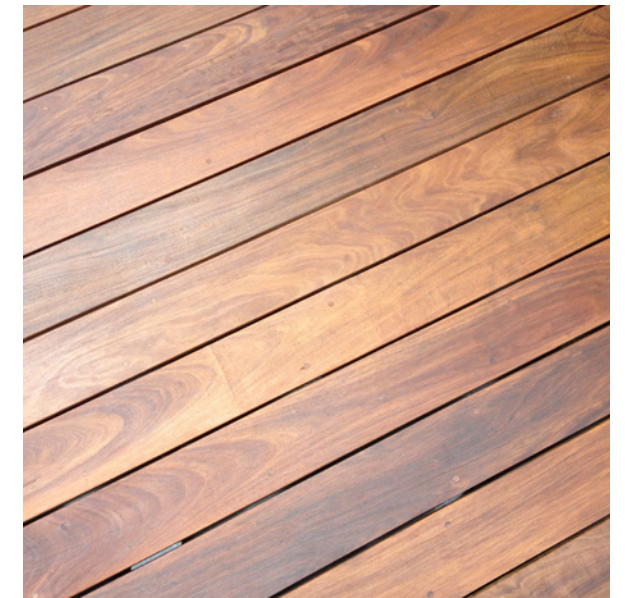
IRON SPOT BRICK - VELOUR



IRON SPOT BRICK - ARTISAN



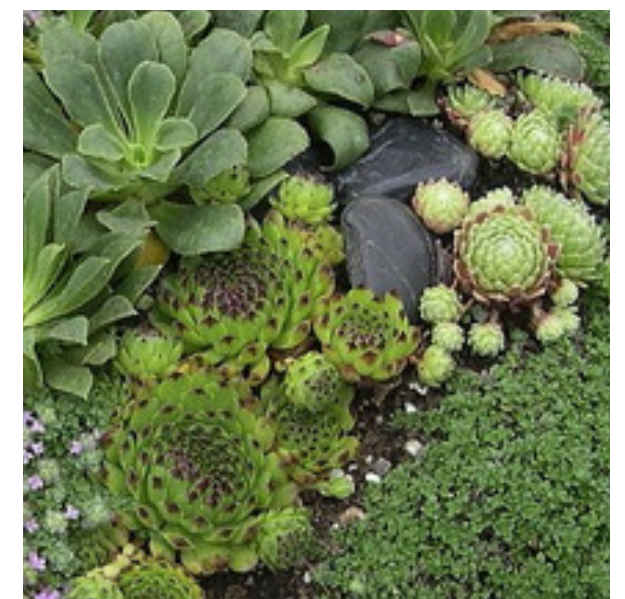
ACM PANEL



IPE WOOD



LOW-E GLAZING: LIGHT GREY



PLANTERS AT BUILDING BASE







APPENDIX

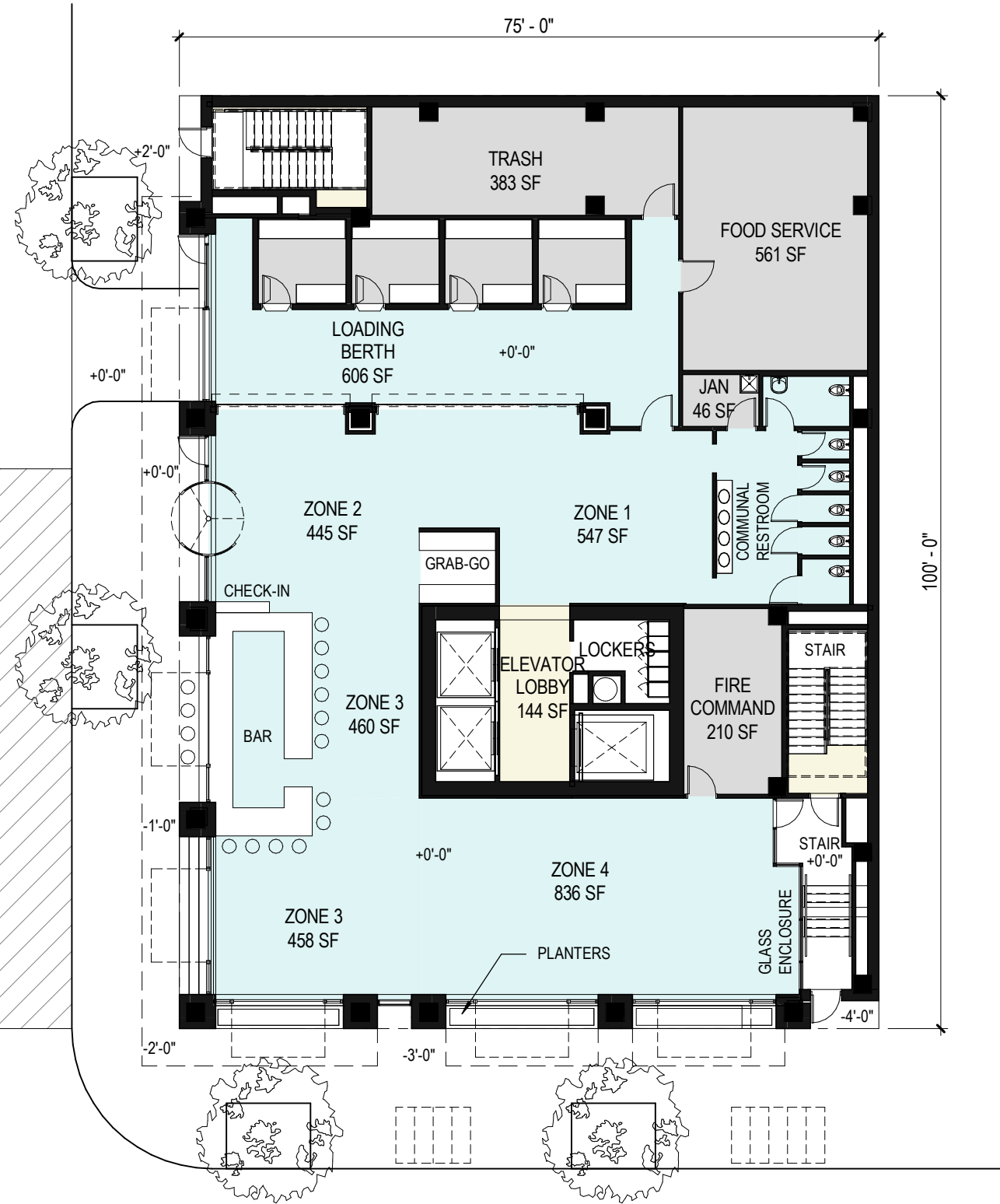
EA 17-15506 - 539 SW 10TH AVENUE

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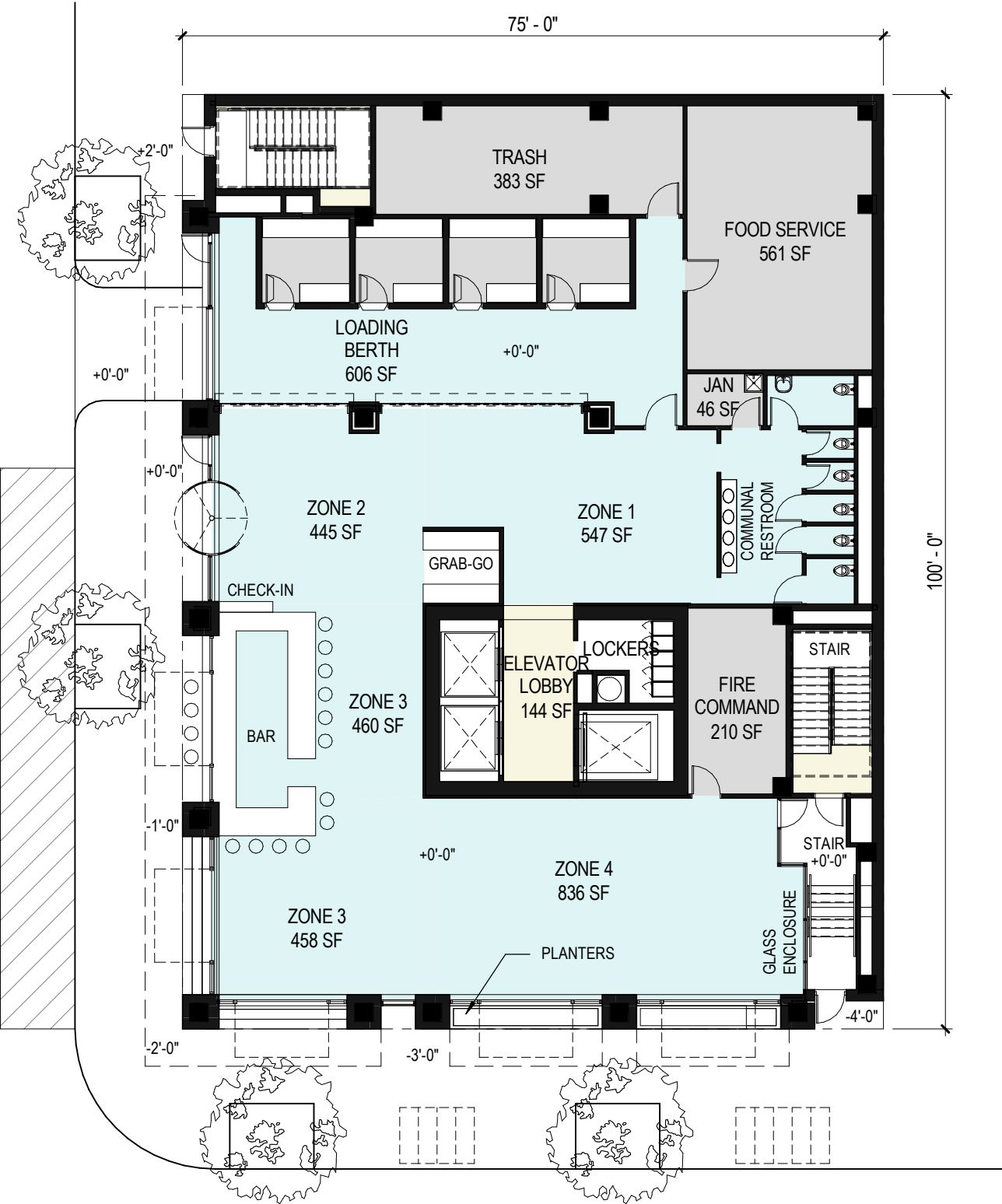
DESIGN REVIEW - CONCEPT / LAND USE REVIEW

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GROUND FLOOR DESIGN OPTIONS



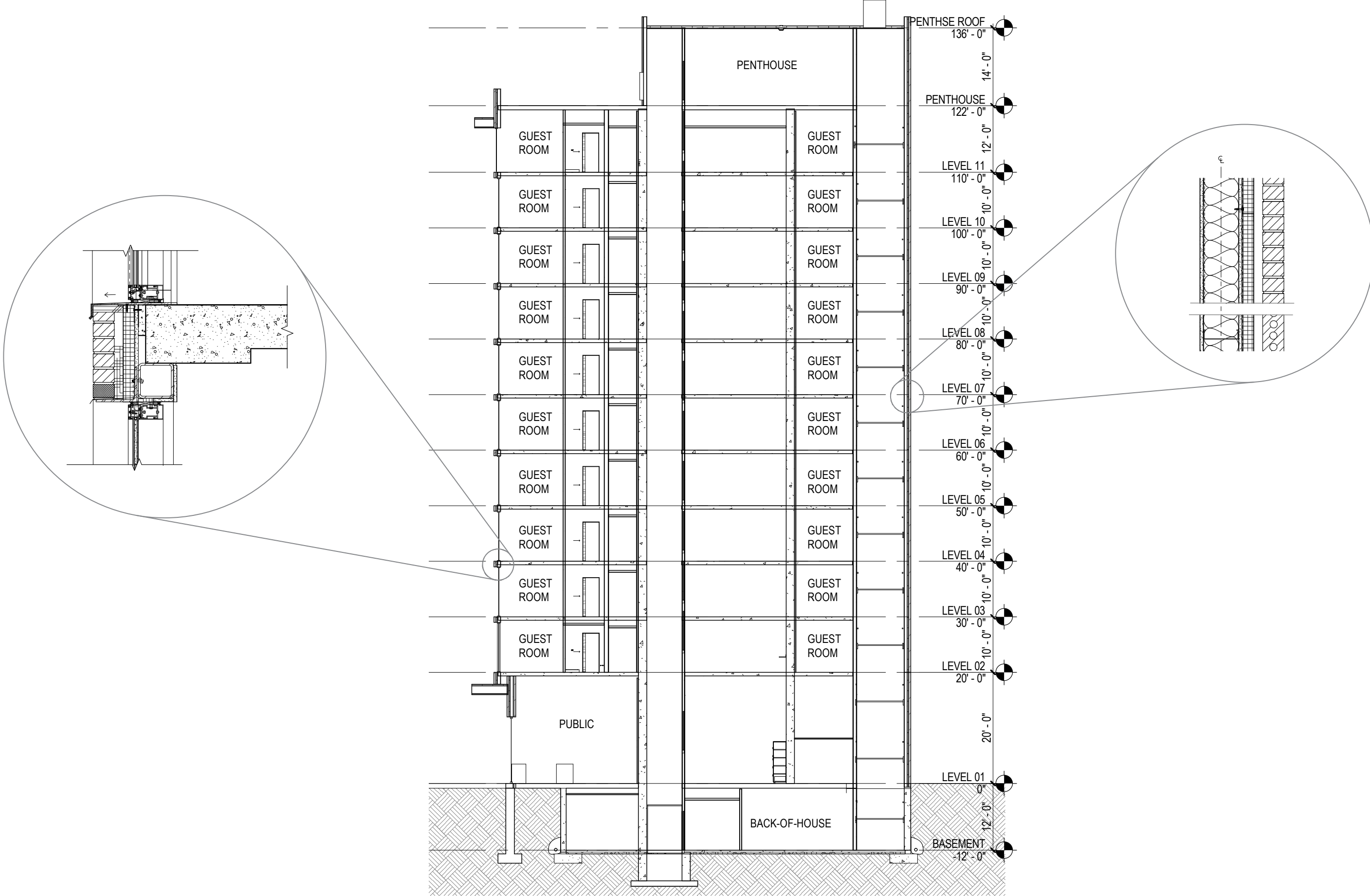
GROUND FLOOR | OPTION A



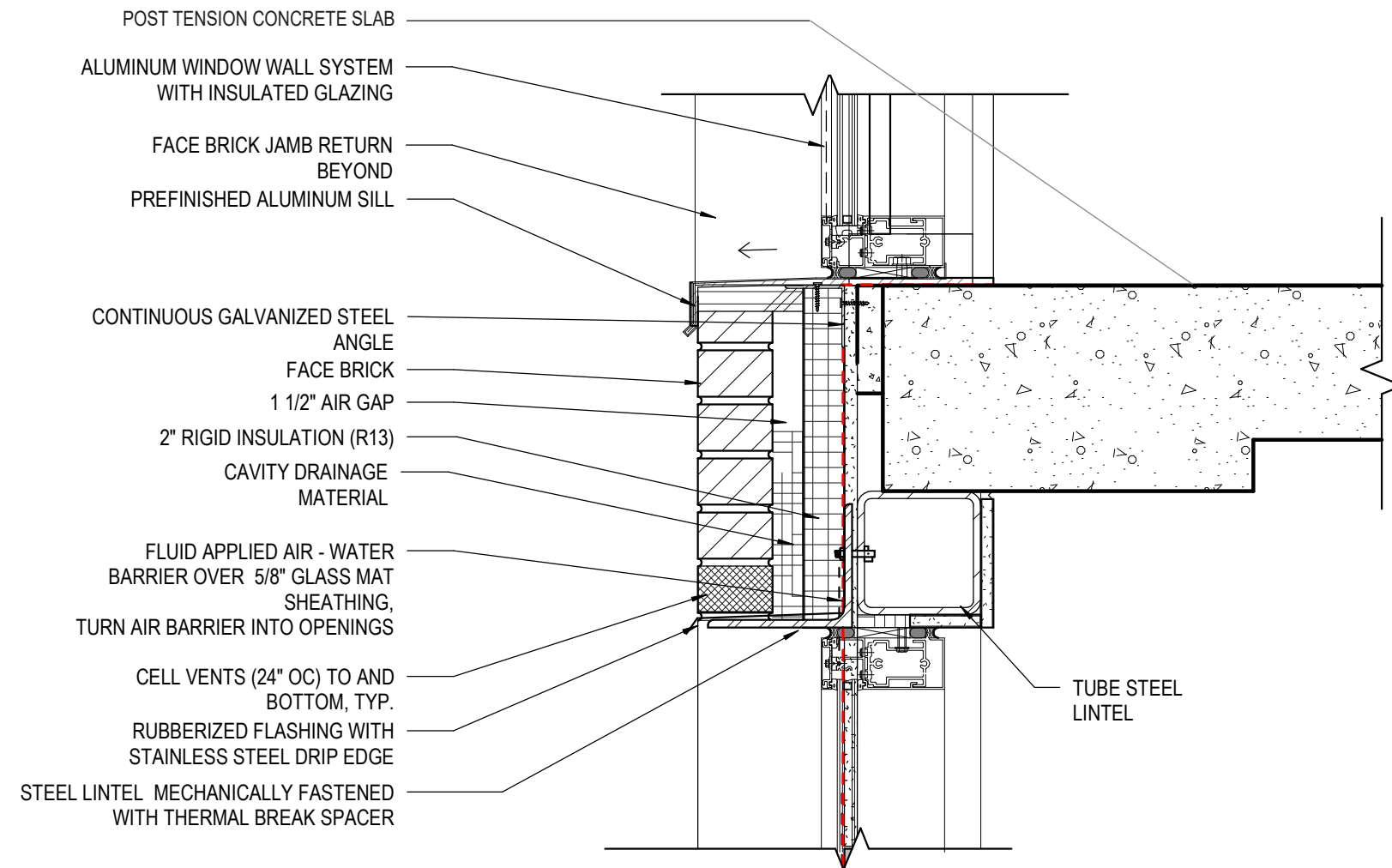
GROUND FLOOR | OPTION B



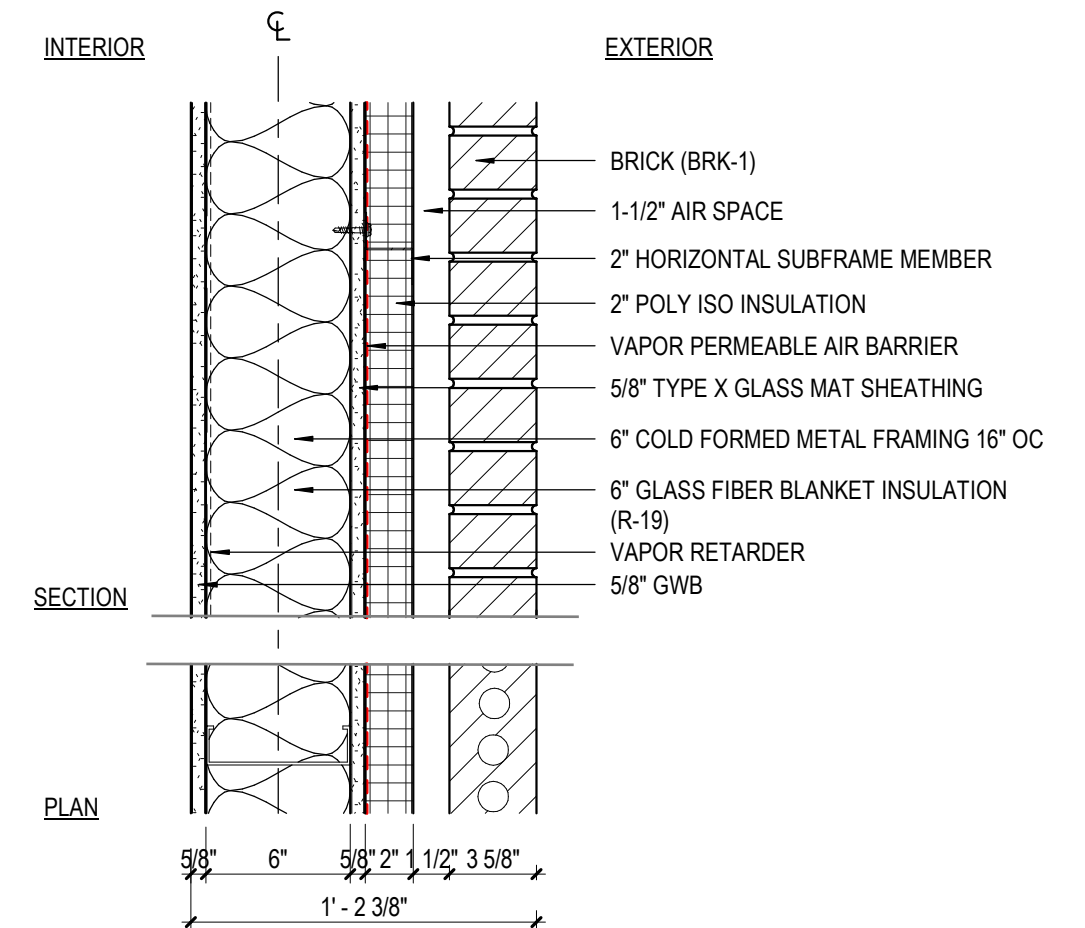
BUILDING SECTION



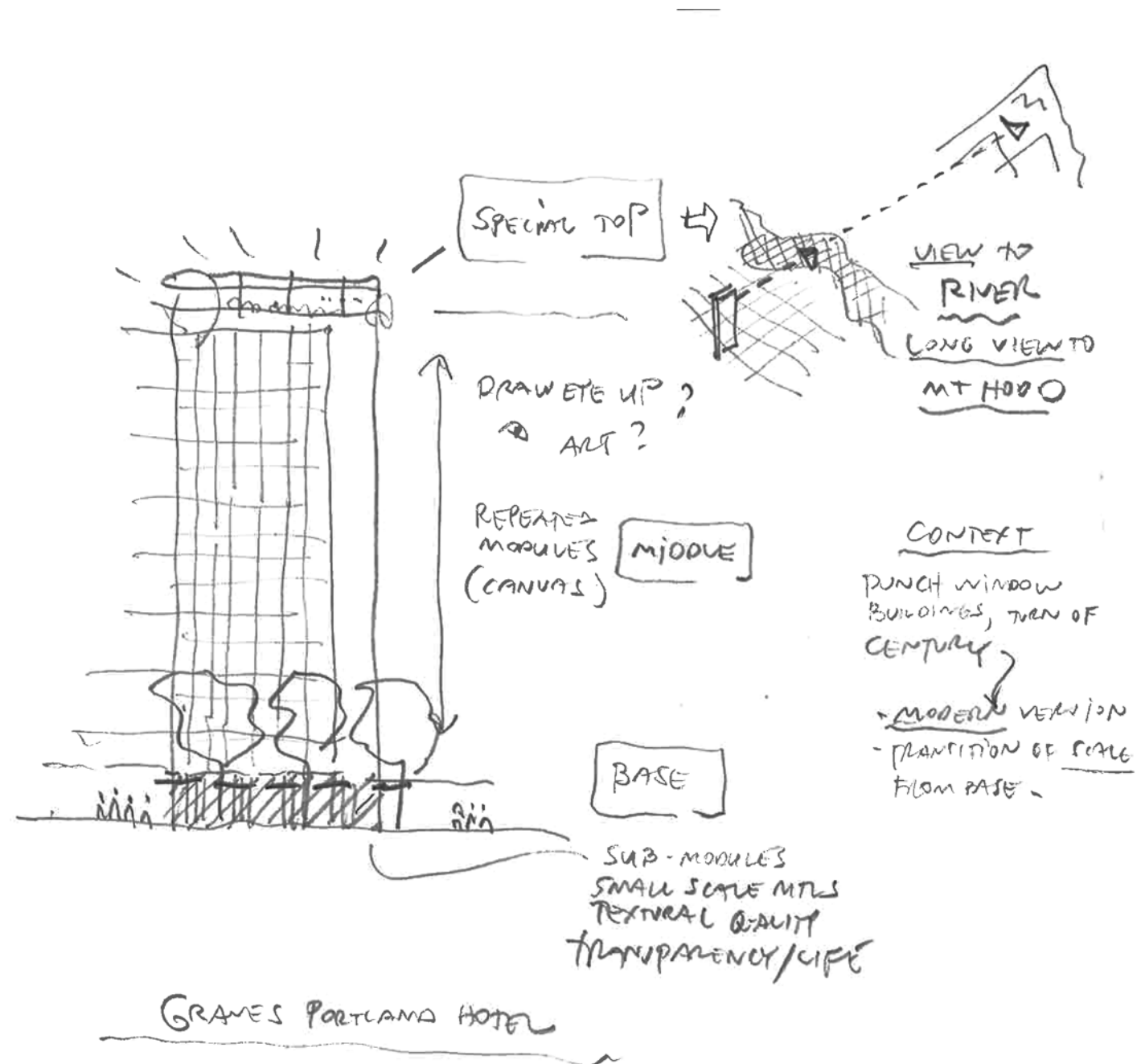
WALL ASSEMBLY



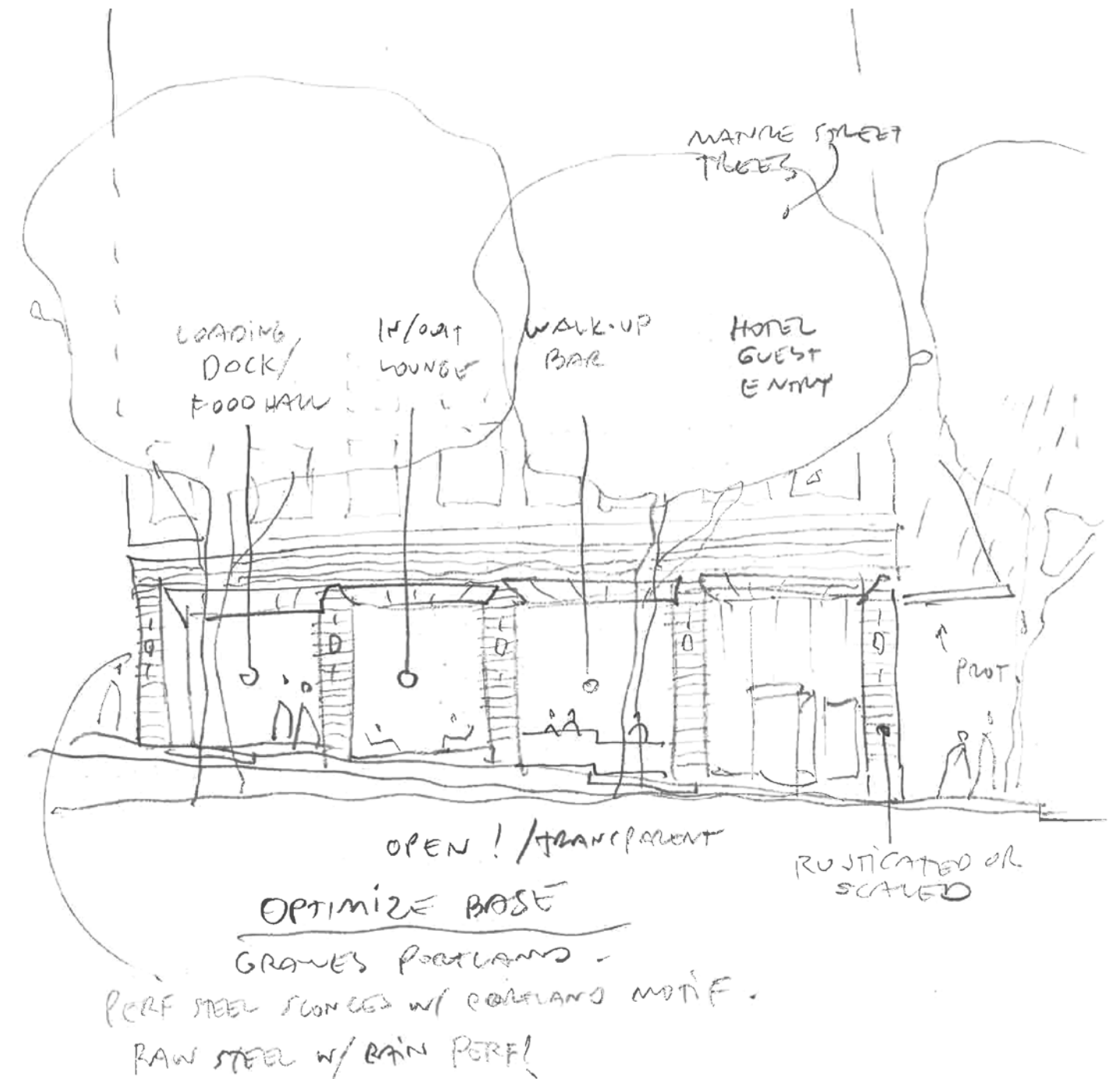
STOREFRONT/FLOOR EDGE DETAIL



EXTERIOR BRICK ASSEMBLY DETAIL



BASE-MIDDLE-TOP



PEDESTRIAN EXPERIENCE

RESPONSE TO APPROVAL CRITERIA

DESIGN GUIDELINES

A PORTLAND PERSONALITY	GUIDELINE	RESPONSE
A 1 Integrate the River	Orient views to Willamette River.	A floor-to-ceiling window facing the river is designed into the guestroom floor corridor so that all hotel guests (not just the ones with east-facing rooms) can capture the view to the Willamette River
A 2 Emphasize Portland Themes	When provided, integrate Portland-related themes with the overall design concept.	The building façade concept is rooted in Portland themes. The color concept of the masonry walls is derived from the unique volcanic rock color tones present in the Columbia River Basin. The façade geometry is rooted in a graphic abstraction of rainfall. The underside of the street-level canopy celebrates stumptown with a wood finish, where it can be integrated with minimal maintenance exposure.
A 3 Respect the Portland Block Structures	Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built space.	N/A
A 4 Use Unifying Elements	Integrate unifying elements that help unify and connect buildings and different areas.	Existing street trees, to remain. We are incorporating a canopy above the ground floor that relates strongly to the projecting belt - course of the historic hotel building directly across Alder.
A 5 Enhance, Embellish and Identify Areas	Enhance an area by reflecting the local character within the right-of-way.	Operable walls, integrated food hall concept
A 6 Re-Use / Rehabilitate / Restore Buidings	Where practical, reuse, rehabilitate, and restore buildings and/or building elements.	N/A
A 7 Establish and Maintain a Sense of Urban Enclosure	Define public right-of-ways by creating and maintaining a sense of urban enclosure.	Holds street wall, keeps walk tight/alive, building base is activated and articulated with recesses and projections, and human scale materials.
A 8 Contribute to a Vibrant Streetscape	Use architectural elements to reveal important interior spaces and activities.	Sidewalk is activated further to include large operable glass walls, and a public entry beyond the hotel guest entry.
A 9 Strengthen Gateways	Develop and/or strengthen gateway locations.	N/A
B PEDESTRIAN EMPHASIS		
B 1 Reinforce and Enhance the Pedestrian System	Develop and define the different zones of the sidewalk.	Indoor/outdoor experience articulation at base, seating, planting, street trees, canopy
B 2 Protect the Pedestrian	Develop integrated signage and lighting to offer diversity, safety and interest to the pedestrian.	Lighting and canopies integrated at base, recessed guest entry, brand-approved hotel + food + beverage signage.
B 3 Bridge Pedestrian Obstacles	Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.	N/A
B 4 Provide Stopping and Viewing Places	Provide safe, comfortable places where people can stop, view, socialize and rest.	Seating and planters under canopy.
B 5 Make Plazas, Parks and Open Space Successful	Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces.	N/A
B 6 Develop Weather Protection	Awnings along the streetscape to protect the pedestrian from rain and other environmental factors.	Recessed entry and canopies.
B 7 Integrate Barrier-Free Design	Integrate access systems for all people with the building's overall design concept.	Accessible entries to both sides of building, directly to both ground floor levels.
C PROJECT DESIGN		
C 1 Enhance View Opportunities	Orient windows and balconies towards surrounding points of interest and activity.	Hotel rooms afford views across city, view to Willamette, long view to Mt. Hood, project first floor has large operable windows that allow direct connection to street activity. Guestroom corridor window connects guests to street, view to food carts across street, Willamette River and Mount Hood beyond.
C 2 Promote Permanence and Quality in Development	Use design principles and building materials that promote quality and permanence.	High quality and perminant materials are used. Facades are primarily brick, with large operable glass walls at the street level.
C 3 Respect Architectural Integrity	Respect the original character of an existing building when modifying its exterior.	N/A - new construction
C 4 Complement the Context of Existing Buildings	Complement the context of existing buildings by using or adding to the local design vocabulary.	Structural bay rhythm, sophisticated, modern interpretation of masonry punched opening context, scale of materials.
C 5 Design for Coherency	Integrate different design elements to achieve a coherent composition.	Base, middle, top. Vertical emphasis on middle, articulated piers at base reveal structural rhythm.
C 6 Develop Transitions Between Buildings and Public Spaces	Develop transitions between private development and public open space.	Active use, entries at two grades, punched in hotel entry, operable walls at grade.
C 7 Design Corners that Build Active Intersections	Locate stairs, elevators, and other upper floor building access points toward the middle of the block.	Corner is celebrated with operable glass walls activating the corner.
C 8 Differentiate the Sidewalk-Level of Buildings	Differentiate base, middle, and top of the building by use of different materials, awnings, windows, etc.	Differentiate base-middle-top using scale and material changes.
C 9 Develop Flexible Sidewalk-Level Spaces	Develop flexible spaces at sidewalk-level of buildings to accommodate a variety of active uses.	Sidewalk level uses include hotel lounge, bar, and public food hall/food cart concept.
C 10 Integrate Encroachments	Place encroachments in public right-of-way to enhance the pedestrian environment.	Canopies, signage, outdoor seating and street trees are incorporated
C 11 Integrate Roofs and Use Rooftops	Integrate roof function to overall design, and screen rooftop equipment.	Rooftop equipment is screened.
C 12 Integrate Exterior Lighting	Use exterior lighting to highlight the building's architecture.	Sconces placed on brick piers at base to uplight wood soffit. Glow of hotel guestroom lighting creates mosaic pattern at night, consistent vertical glow from guestroom corridor window.
C 13 Integrate Signs	Integrate signs and other components to fit the building's overall design concept.	The signage will be fully integrated. The Moxy brand has developed a subtle script logo which will be incorporated within the constraints of the downtown Portland signage design standards.

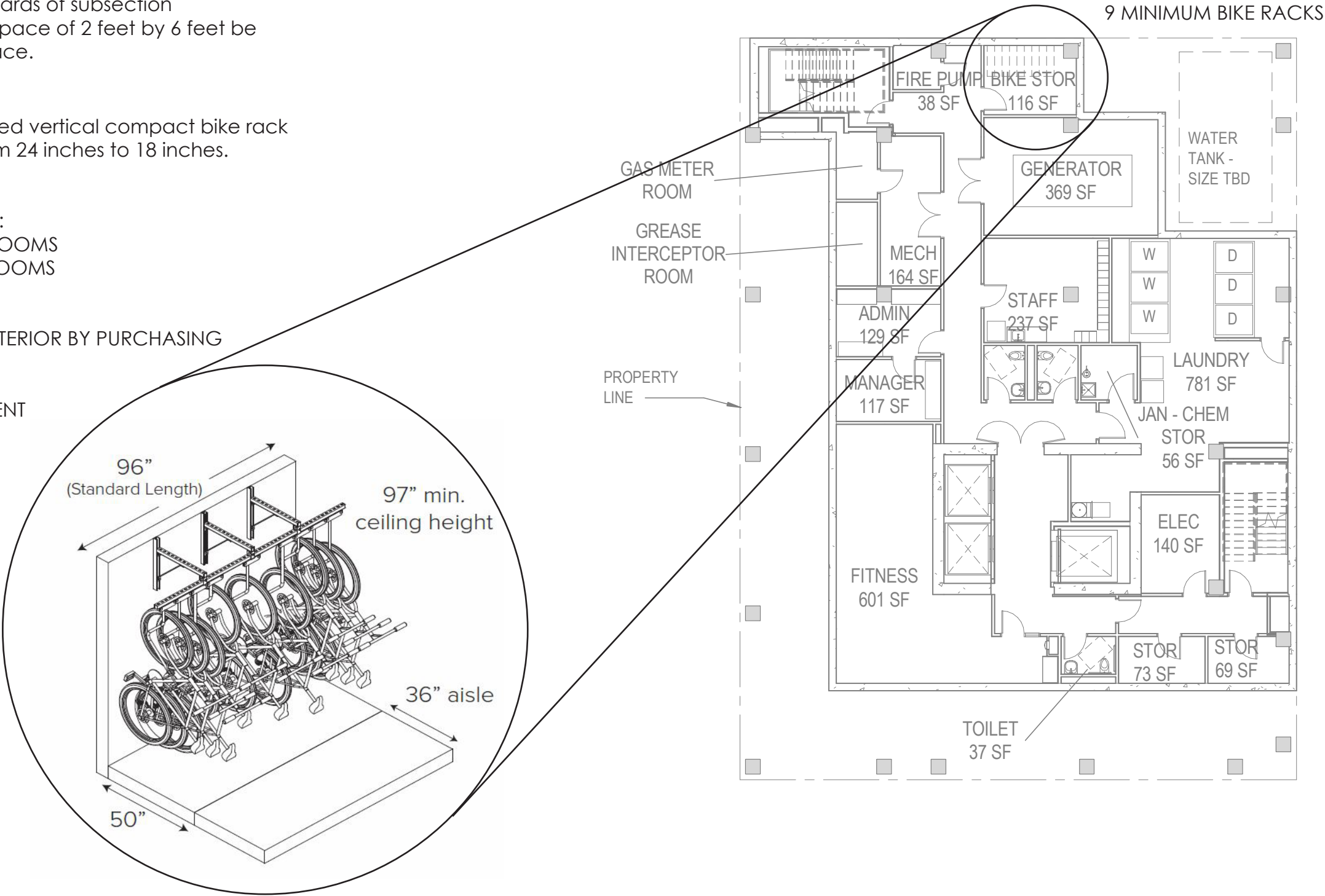
Modification Request #1

Standard:
Bike parking racks must meet the standards of subsection 33.266.220.C. Standard 3.c. requires a space of 2 feet by 6 feet be provided for each required bicycle space.

Request:
We request installation of a wall-mounted vertical compact bike rack system reducing space per bicycle from 24 inches to 18 inches.

BICYCLE PARKING CODE REQUIREMENT:
SHORT TERM: 2 OR 1 PER 20 RENTABLE ROOMS
LONG TERM: 2 OR 1 PER 20 RENTABLE ROOMS

179 RENTABLE ROOMS TOTAL:
9 SHORT TERM SPACES PROVIDED AT EXTERIOR BY PURCHASING FROM THE CITY
9 LONG TERM SPACES PROVIDED TO EMPLOYEES AND GUESTS IN THE BASEMENT



BASEMENT

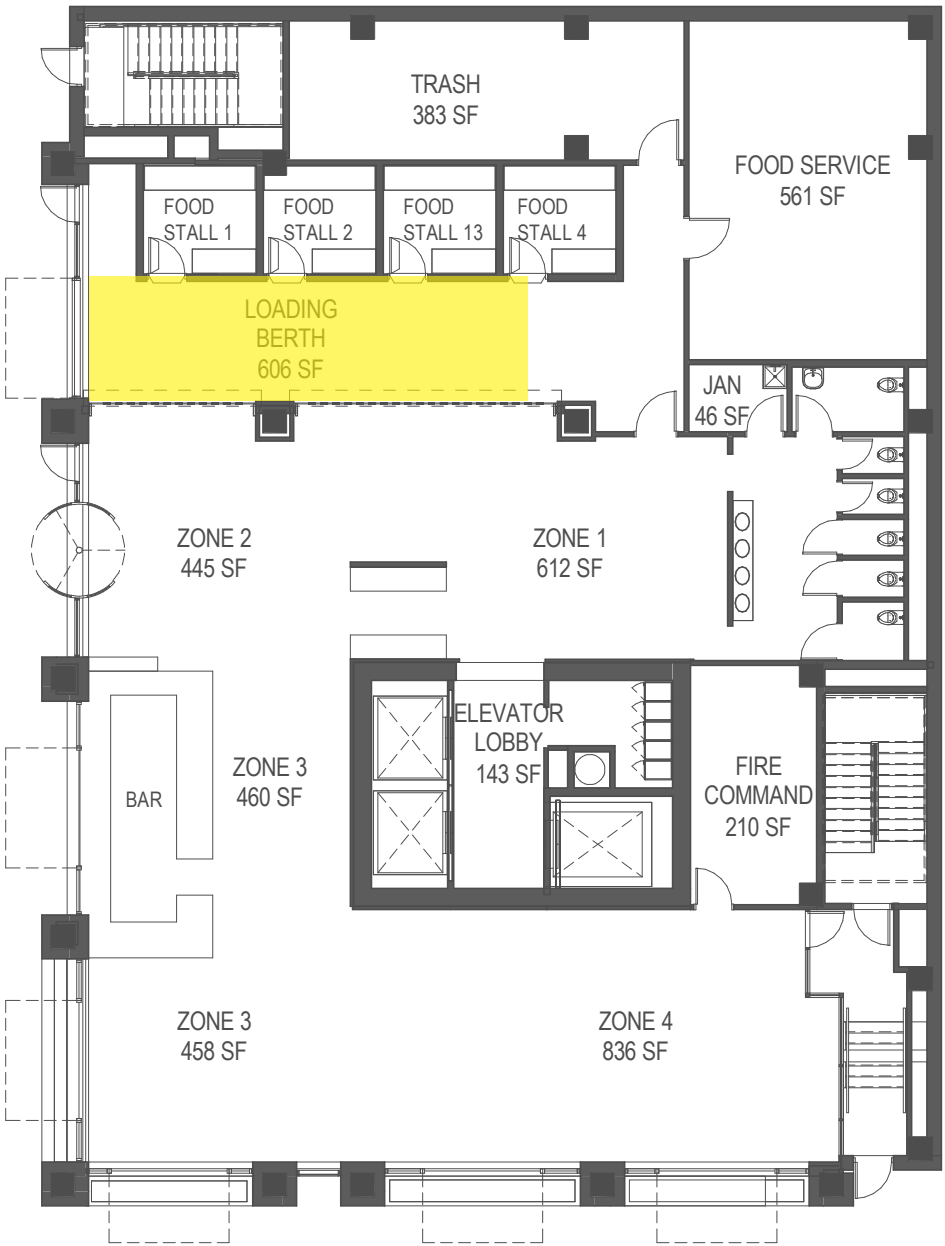
Modification Request #2

Standard:
Size of loading is described in 33.266.310D. (2) Standard A loading spaces are a minimum 35 feet long, 10 feet wide and have minimum 13 foot vertical clearance. Standard B loading spaces are a minimum 18 feet long, 9 feet wide, and have minimum 10 foot vertical clearance.

Request:
We request reduction of the required (2) Standard A loading spaces to (1) Standard A loading space.

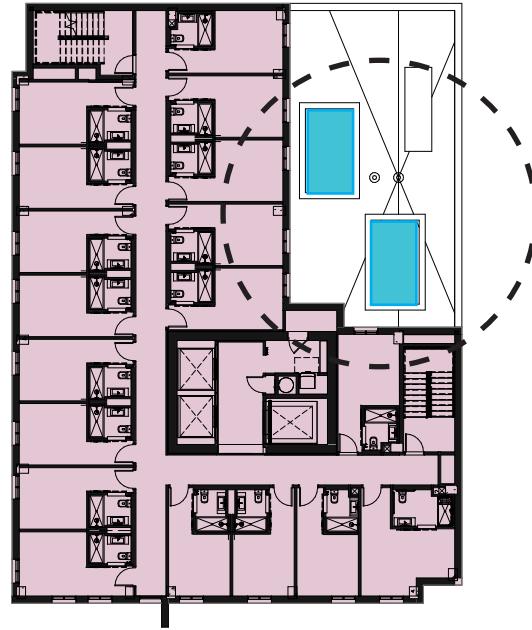
Weekly Delivery Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 AM	Garbage Pick-up		Garbage Pick-up		Garbage Pick-up		
7:00 AM	Sysco/US Foods			Sysco/US Foods			
8:00 AM	Liquor/Beer/Wine		Liquor/Beer/Wine		Liquor/Beer/Wine		
9:00 AM			Pepsi				
10:00 AM							
11:00 AM							
12:00 PM	FOOD HALL OPEN	FOOD HALL OPEN	FOOD HALL OPEN	FOOD HALL OPEN	FOOD HALL OPEN	FOOD HALL OPEN	FOOD HALL OPEN
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							

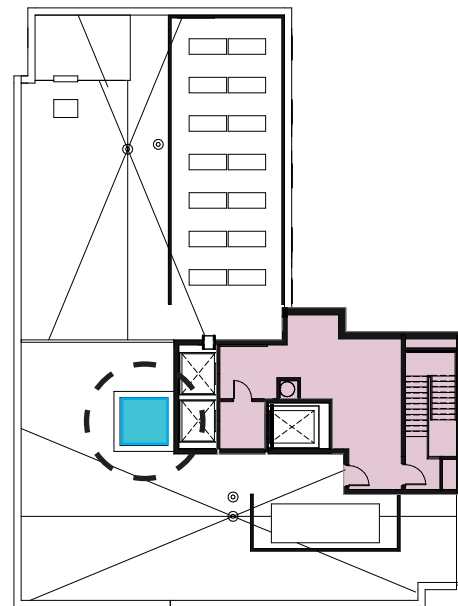


GROUND FLOOR

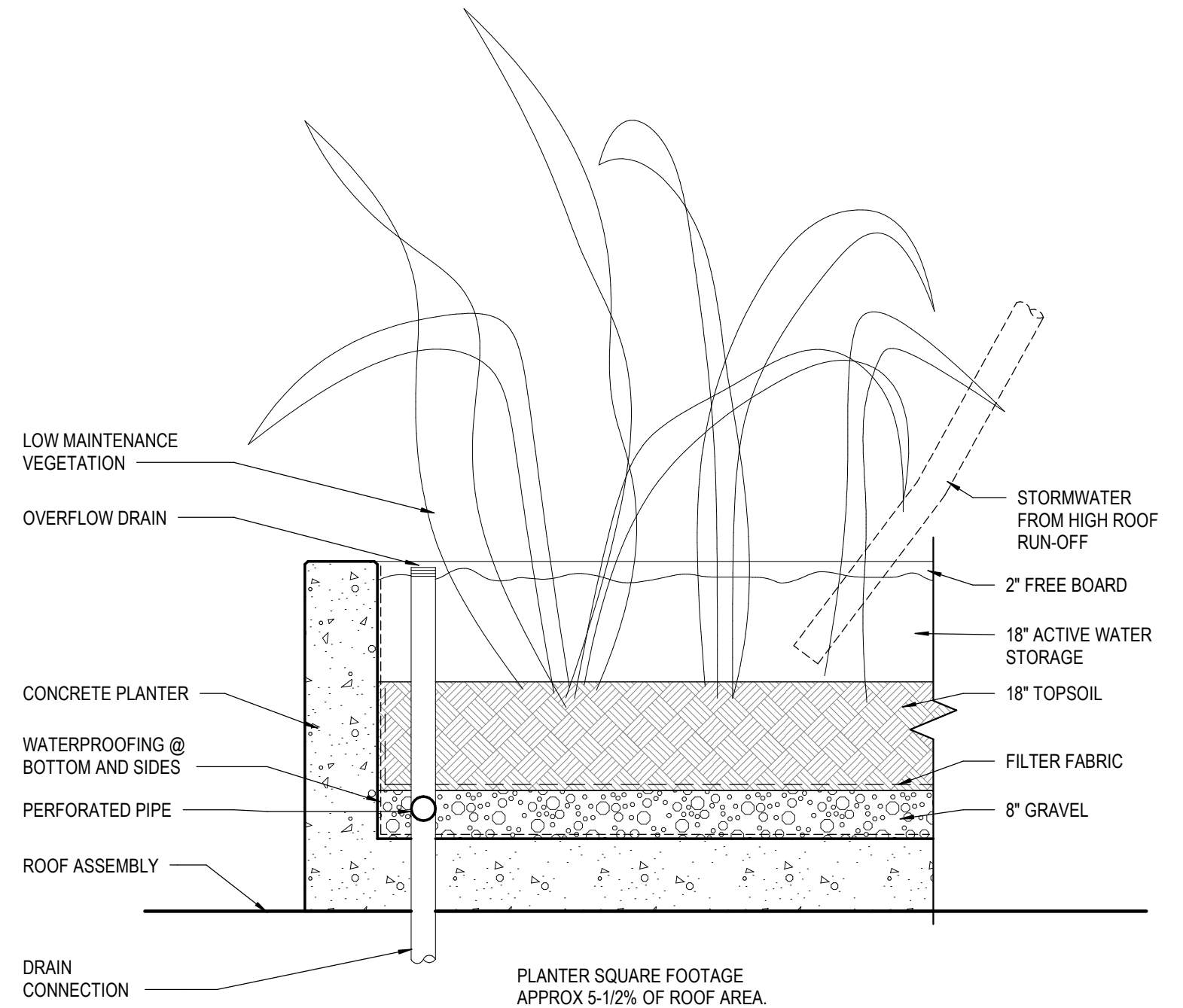
STORMWATER RETENTION PLANTERS



LEVEL 2 ROOF
300 SF collection area for Level 11 roof

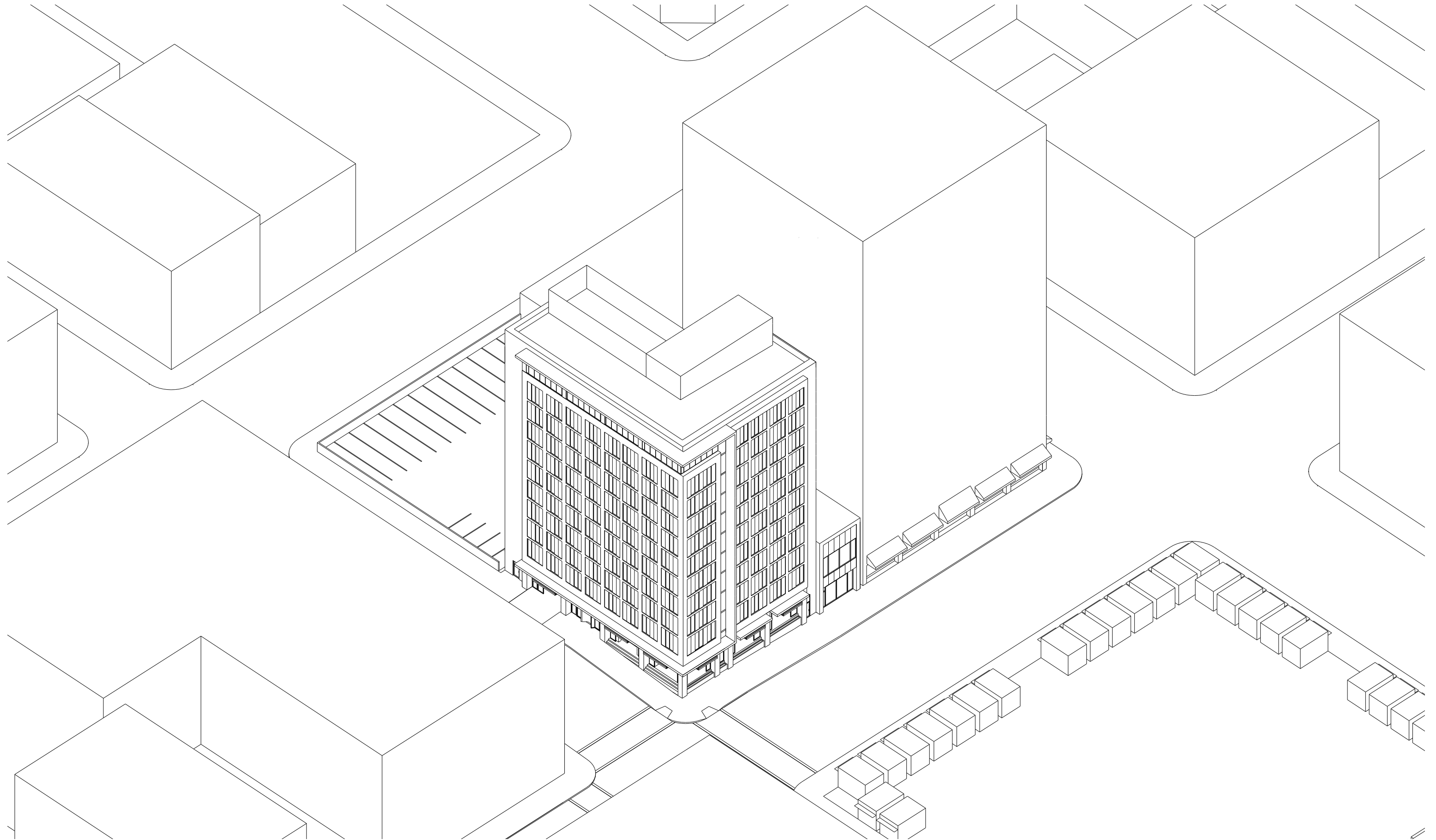


LEVEL 11 ROOF
62 SF collection area for Penthouse roof



PLANTER DETAIL

BLOCK MASSING DIAGRAM





SOUTHEAST



SOUTHWEST

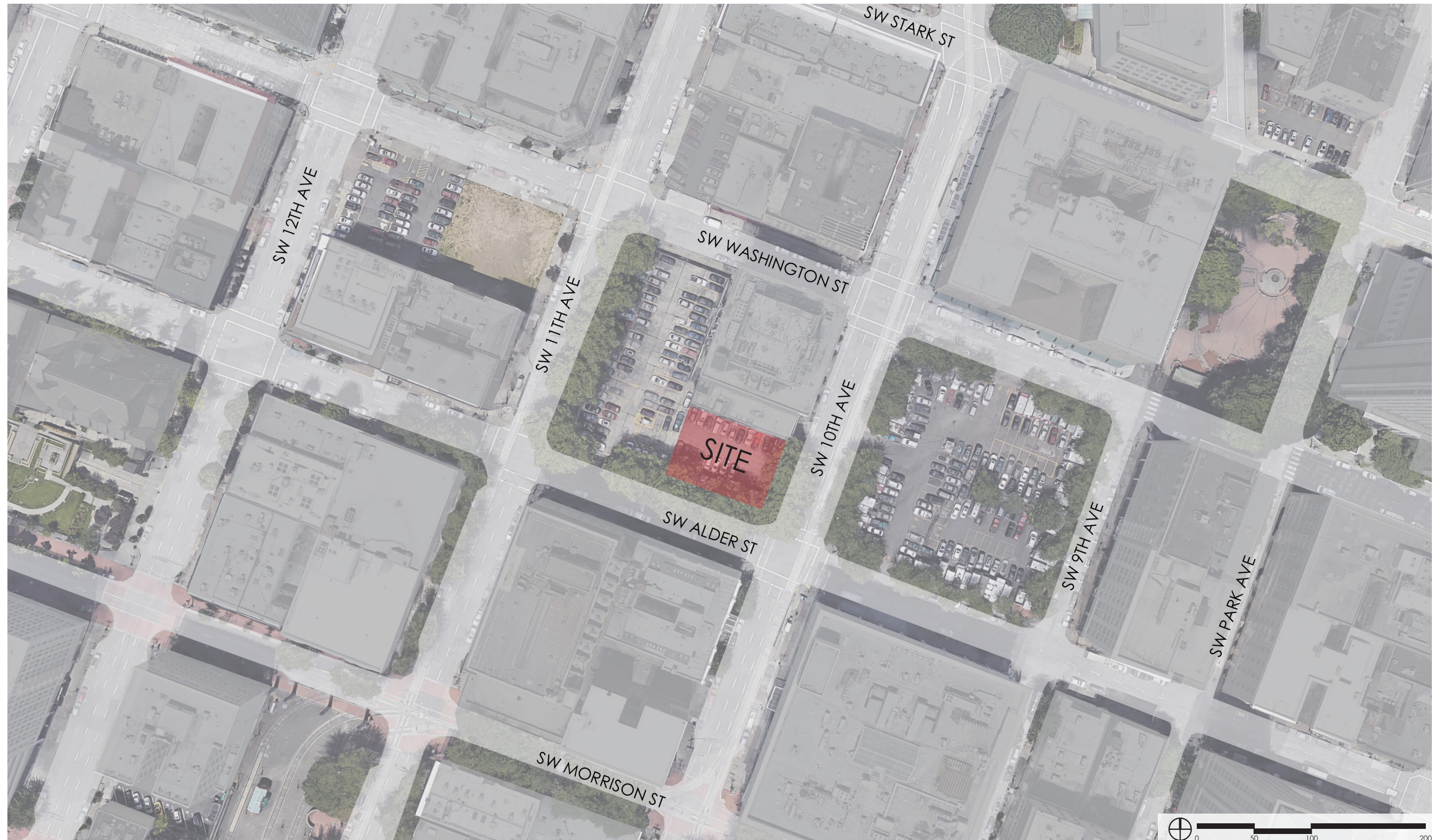


NORTHEAST



NORTHWEST

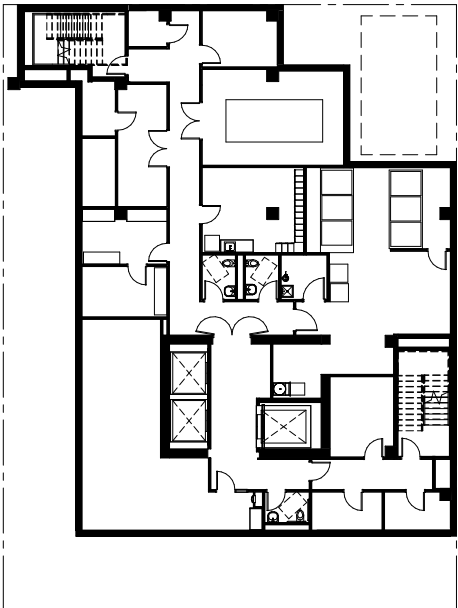
SITE VICINITY PLAN





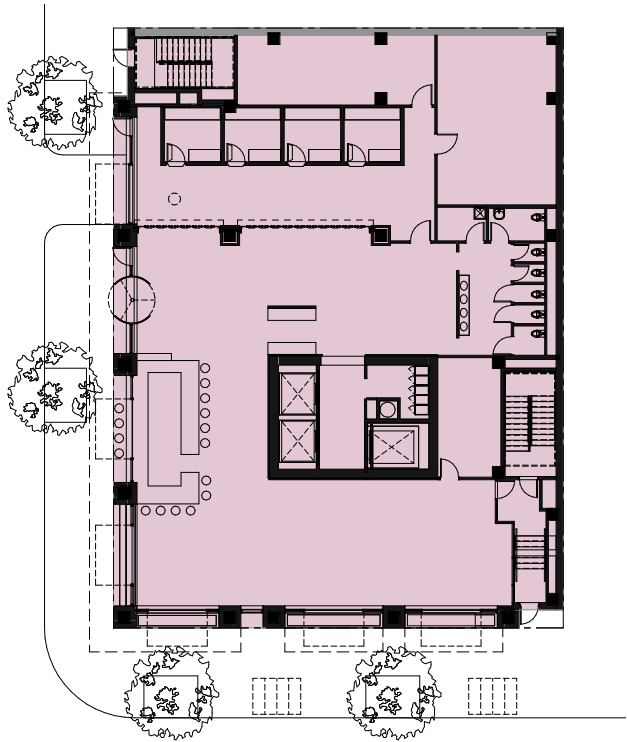
		C1.1	Title Sheet
		C1.2	Sheet Index
		C1.3	Floor Area Ratio Calculation
		C1.4	Zoning Summary
		C2.1	Development Program : Building Area Tabulation
		C2.2	Development Program : Site Photos
		C2.3	Development Program : Site Plan Circulation
		C3.1	Site Vicinity Plan
		C3.2	Surrounding Block Entries
		C3.3	Site Context
		C3.4	Unbuilt Site Context
		C4.1	Massing Diagrams : Community
		C4.2	Massing Diagrams : Block
		C4.3	Google Earth Views
		C4.4	Concept
		C4.5	Concept Diagrams
		C4.6	Street Activation Rendering
		C4.7	Interior Activation Section
		C5.1	Floor Plans : Basement and Ground Floor Plan
		C5.2	Floor Plans : Ground Floor Design Options
		C5.3	Floor Plans : Typical Floor and Level 11
		C5.4	Floor Plans : Penthouse Plan and Roof Plan
		C6.1	Conceptual : Facade Design Inspiration
		C6.2	Conceptual : Party Wall Facade
		C6.3	Conceptual : Elevations
		C6.4	Conceptual : Elevations
		C6.5	Conceptual : Facade Color Inspiration
		C6.6	Conceptual : Facade Color Inspiration
		C6.7	Conceptual : Material Palette
		C6.8	Building Images - Day with trees
		C6.9	Building Images - Day without trees
		C6.10	Building Images - Night
C6.11	Conceptual : Section		
C6.12	Conceptual : Wall Assembly		
C7.1	Guiding Design Principles (parti)		
C7.2	Response to Approval Criteria - Matrix		
C7.3	Special Considerations (MOD/ADJ/etc)		
C7.4	Special Considerations (MOD/ADJ/etc)		
C11.1	Stormwater Retention Planters		

FLOOR AREA RATIO CALCULATION



BASEMENT

ACTUAL : 5,109 SF
COUNTED TOWARD FAR : 0 SF



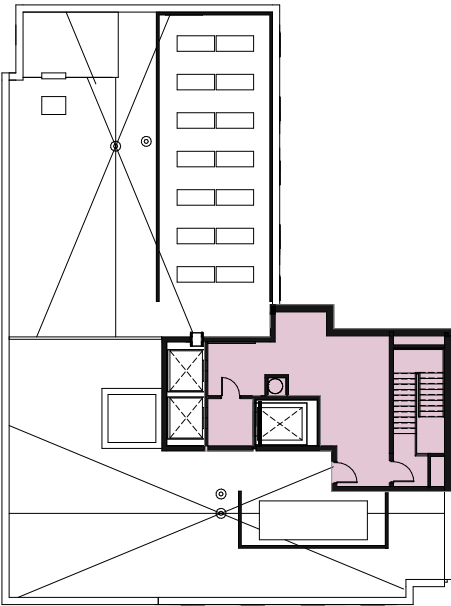
GROUND FLOOR

ACTUAL : 7,500 SF
COUNTED TOWARD FAR : 3,740 SF



TYPICAL FLOOR

ACTUAL : 5,784 SF
COUNTED TOWARD FAR : 5,784 SF



MECH. PENTHOUSE

ACTUAL : 783 SF
COUNTED TOWARD FAR : 783 SF

ASSUMPTIONS:

Floor area is defined as per 33.910 the total floor area of the portion of a building that is above ground. Floor area is measured from the exterior faces of a building or structure. Floor area includes the area devoted to structured parking that is above ground level. Floor area does not include the following:

- Areas where the elevation of the floor is 4 feet or more below the lowest elevation of an adjacent right-of way;
- Roof area, including roof top parking;
- Roof top mechanical equipment; and:
- Roofed porches, exterior balconies, or other similar areas, unless they are enclosed by walls that are more than 42 inches in height, for 50 percent or more of their perimeter.

Bonus Target Area - Retail Use, 33.510.210.C.4, Map 510-4. In the retail use bonus target area, shown on Map 510-4, projects providing retail uses receive bonus floor area. To qualify for this bonus option, floor area equal to at least 1/2 of the site area must be committed to retail space. For each square foot of retail space over this amount, one additional square foot of floor area is earned. [...] (Hotel is classified as a retail use. For a 7,500 site, retail space over 3,740 SF would earn this bonus. Since the proposal shows a 7,360 SF ground floor that is accessory to the hotel, therefore considered retail use, 3,620 SF of additional bonus floor area is earned.)

FLOOR AREA CALCULATIONS

Level	SF Towards FAR	Level	SF Towards FAR
BF	0	L8	5,784
L1	3,740	L9	5,784
L2	5,784	L10	5,784
L3	5,784	L11	5,784
L4	5,784	MP	783
L5	5,784	ROOF	0
L6	5,784		
L7	5,784		

TOTAL

FAR = 62,363 / 7,500 = 8.3

	REQUIREMENTS	PROJECT CONDITIONS
ZONING DISTRICT	Base Zone CX-d Central Commercial - Design Overlay	
PLAN DISTRICT	Plan District CC - Central City Plan - West End Suburbea	
LOT AREA		7,500 square feet
MAXIMUM FLOOR AREA RATIO	9.0 allowed (Central City Plan District)	8.3 actual
TOTAL BUILDING AREA	67,500 sf maximum (base FAR)	70,836 total SF, 62,449 SF towards FAR
BUILDING HEIGHT - NUMBER OF FLOORS	460' maximum height	136'-0"
REQUIRED YARDS (SETBACKS)		
OFF STREET PARKING REQUIREMENTS	Minimum setback = 0', Maximum set back = 10' - building extends to street lot at least 75% of lot line No minimum (DT2 parking sector)	0' set back None provided
OFF STREET LOADING REQUIREMENTS	(2) loading spaces 10' wide by 35' long by 13' clear height	(1) loading space provided 10' wide by 35' long by 16' clear height
LANDSCAPING	No minimum landscaping area	Street trees to remain, flow thru stormwater planters provided on roofs
GLAZING	Minimum 50% must be active uses at ground floor 15% minimum glazing above ground floor on street facing facades	Ground floor Glazing = South Elevation 71% / East Elevation 56% Above ground floor glazing: East façade = 33% , South façade = 27%
MECHANICAL SCREENING	required	Mechanical units are screened at roof
BIKE PARKING	Short term 2 or 1 per 20 rentable rooms; Long term 2 or 1 per 20 rentable rooms	9 long term parking spots provided at basement, 9 short term parking spots (2 exterior bike racks at public right of way by contributing to the bicycle parking fund)
MINIMUM REQUIRED AND MAXIMUM ALLOWED PARKING SPACES	minimum - None maximum - 1.5 per rentable room	None provided

BUILDING AREA TABULATION

PROJECT GROSS SQUARE FOOT BREAKDOWN

	GSF/SPACE	TOTAL GSF
BASEMENT		
		5,109
Mechanical	203	
Fitness	601	
Bike Storage	116	
Administrative	246	
Staff - Break room	237	
Staff Toilet	100	
Laundry	837	
Generator	369	
Storage	142	
Electrical	140	
FIRST FLOOR		
		7,500
Loading Berth (Standard A)	611	
Trash	383	
Kitchen	561	
Food Stalls	344	
Zone 1 - Library	612	
Zone 2 - Check in	450	
Zone 3 - Bar	932	
Zone 4 - Lounge	836	
Restrooms	164	
Fire Control Room	210	
TYPICAL GUEST ROOM FLOOR (10 floors)		
		5,784
King Guest room (Qty 14 + 13 @ L11)	195 each	
Queen Guest room (Qty 3)	184.5 each	
Accessible Guest room (Qty 1)	288 each	
Hospitality Suite (L11)	425 each	
MECHANICAL PENTHOUSE		
		783
Stair		
Elevator Equipment Room		
Elevator Overrun		
Mechanical room		
		71,232 TOTAL GSF
GUESTROOM BREAKDOWN		
King Guestrooms	138	
Queen Guestrooms	30	
Accessible Guestrooms	10	
Guest Hospitality Suite	1	
TOTAL ROOM COUNT	179	

