

PEARL NEIGHBORS FOR INTEGRITY IN DESIGN APPEAL OF HYATT PLACE

Appeal Case # LU 19-145295 DZM



Design Review must ensure that “infill development will be compatible with the neighborhood and enhance the area.”
ZC 33.825.010.

This criterion is implemented, in part, through the following Fundamental Design Guidelines:

- New construction must “reinforce,” “enhance,” “embellish” and “identify” special areas by “integrating them into the design.”
Guidelines A5 and C4.
- New construction must “complement the context of existing buildings by using and adding to the local design vocabulary.”
Guideline C4.

This is a case of First Impression – The Design Commission has never applied these guidelines to a proposal authorized by CC 2035 – This proposal demands the MAXIMUM height and FAR allowed under CC 2035.

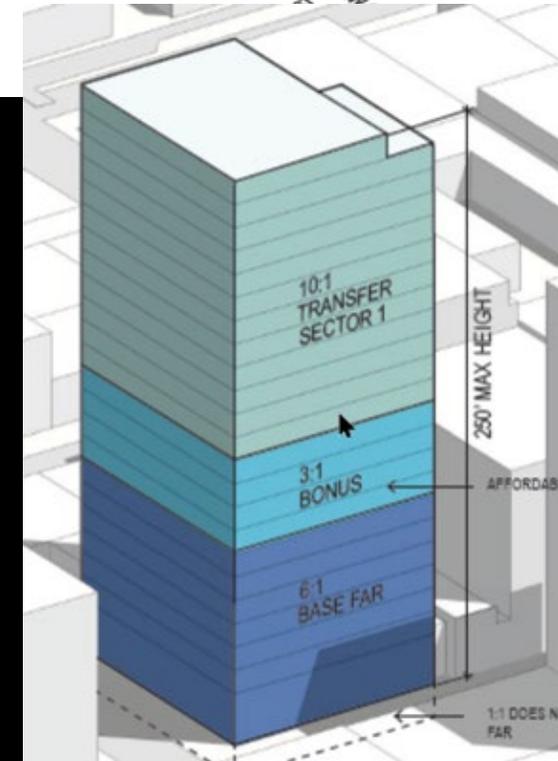
CC 2035 Allowed this Additional Development Intensity but with Limits:

Design Commissioners expressed dismay over the excessive height and FAR, but based on staff instruction that height was entitled, concluded that it lacked discretion to require reductions in height and FAR (massing).

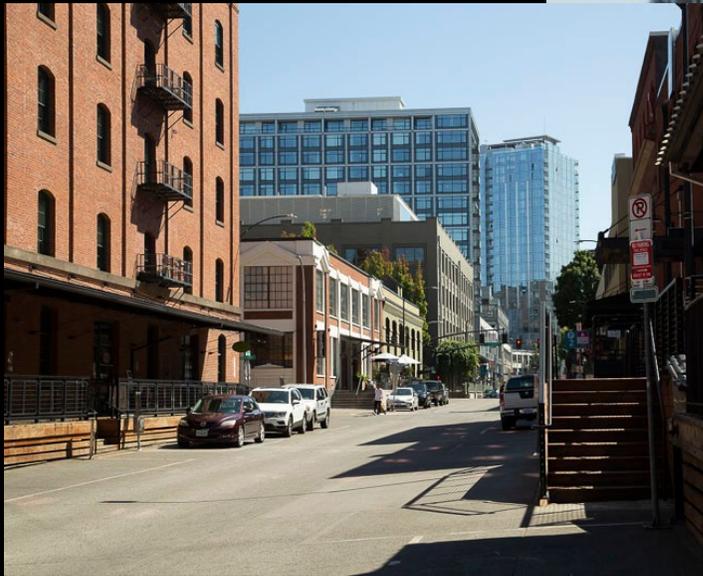
Last month, as part of the Central City 2035 remand, the City Council expressly held:

The building height “maps 510-3 and 510-4 are maximum allowances, not entitlements, subject to Historic Resource Review and/or other land use reviews.”

A reduction in building height and density was required in order to satisfy the Guidelines, but the Design Commission did not understand this was an option.



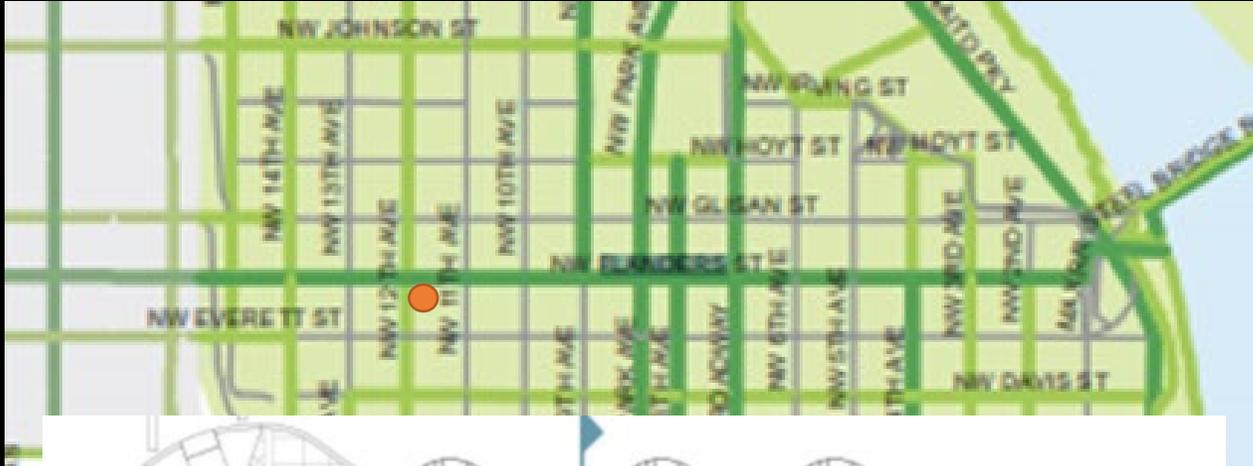
Proposal Fails to “Complement the Context of Existing Buildings” – C4



The Design Commission found the use of concrete paneling and setting the base 2' proud of the upper stories at the historic building datum satisfied this standard.

- The Hyatt will stand 19 stories taller than adjacent historic resources. Improvements to the building's base does nothing to mitigate or otherwise complement the shadow that this glass box will cast on the district.
- Concrete paneling and historic building datum line will not be visible from the historic district.
- No punched, multi-pane windows, material texture or variation to simulate brick on the upper stories that would serve to make the building “complementary.”

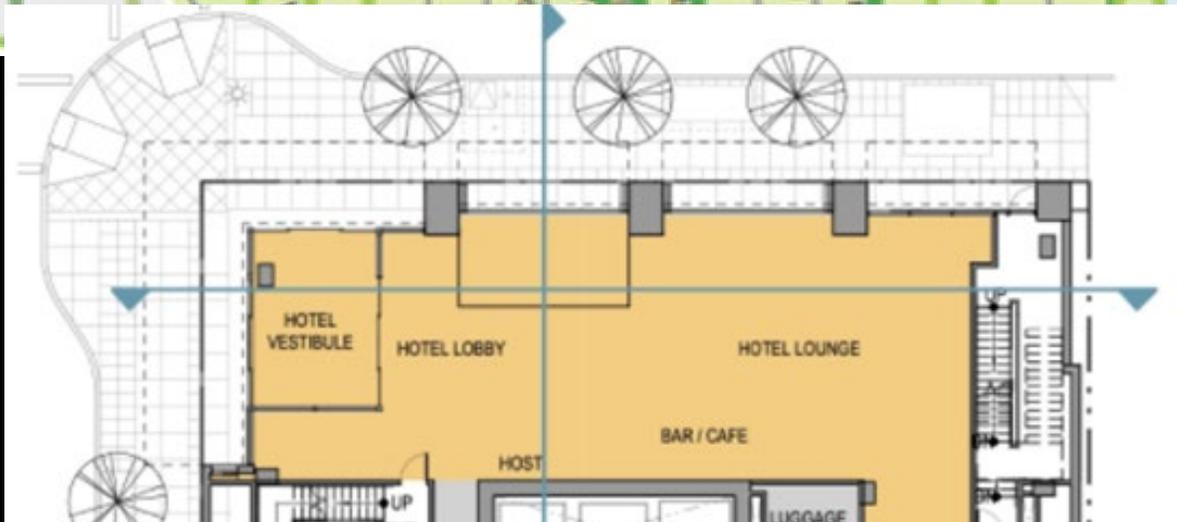
The Flanders Greenway is not “integrated” into this design – A5



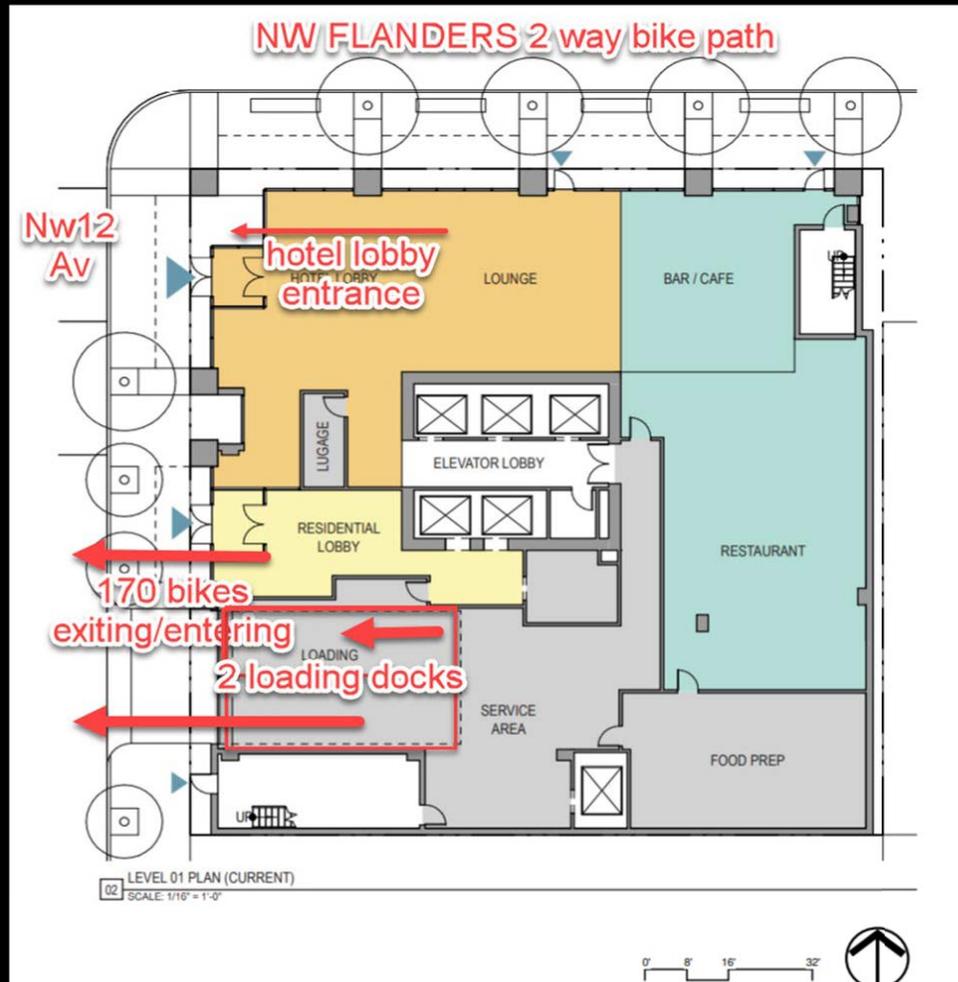
The ONLY engagement with the Greenway identified by the Design Commission is the use of “large operable fully glazed storefront systems and retail area.”

- No ground-floor retail; it is a hotel lobby and café – not retail.
- No off-street, on-site short-term bicycle parking or other public amenities catering to bicyclists.

This design turns its back on the Greenway rather than “enhancing” or “reinforcing it.” Guideline A5



Main entries must face the Flanders Greenway as a recreational “open space” – B5

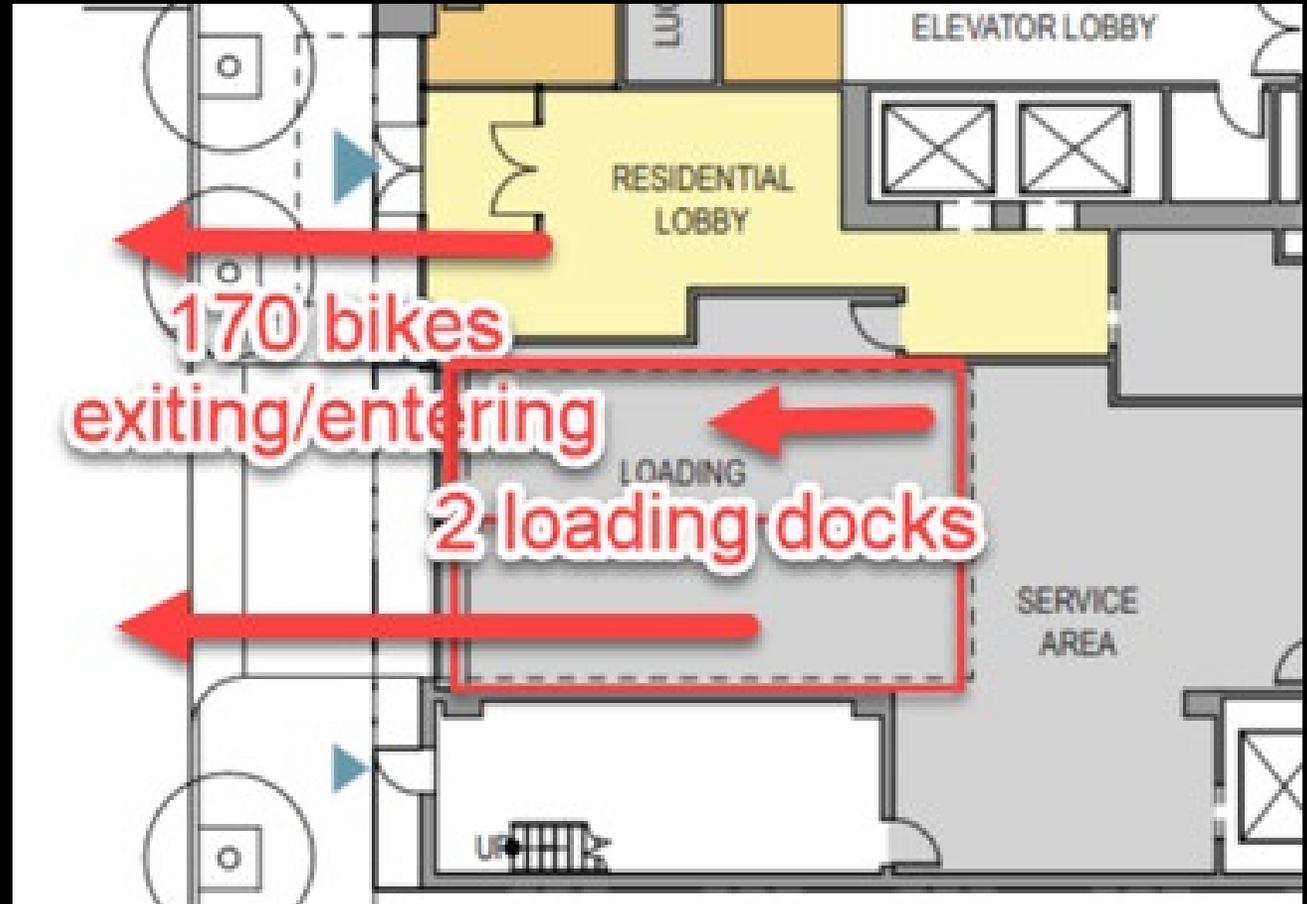


- Access to the long-term bicycle parking along with the residential entrance faces NW 12 Ave and not the Greenway.

Fails to “Protect the Pedestrian from Vehicle Movement” – B2

“Building service areas for large vehicle access should also be located where they will not negatively impact the pedestrian environment.”

- The loading area is immediately adjacent to the sole entry to 113 dwelling units and 170 long-term bicycle spaces “negatively impacting the pedestrian environment.”



Conclusion: The Character and Special Features of the Pearl are not Protected

The South Pearl District and this site features:

- a heightened level of pedestrian amenities and circulation,
- an adjacent, long-planned, protected bicycle greenway, and
- Proximity to the 13th Ave Historic District.

Rather, than respond to these requirements, this approved development:

- includes a high-vehicle generating rather than bicycle focused use
- compromises pedestrian and bicycle safety
- an unremarkable tower design that does not reflect the character of the South Pearl District or the NW 13th Avenue Historic District.

For these reasons, this application should be denied.

August 20, 2020 City Council Meeting

675 **TIME CERTAIN: 2:00 PM** – Consider appeal of the Pearl Neighbors for Integrity in Design against the Design Commission’s decision to approve, with conditions Hyatt Place, a 23-story mixed use building at 350 NW 12th Ave in the Pearl Sub-District of the Central City Plan District (Hearing introduced by Mayor Wheeler; LU 19-145295 DZ) 3 hours requested

Video presented by Carrie Richter: <https://vimeo.com/shieldsfilms/review/449115110/59dce64ef7>



Pearl Neighbors for Integrity in Design

Portland City Council
Jan. 14, 2021

LU 19-145295

View looking east with the NW 13th Ave. Historic District in the foreground

The Hyatt Place tower could find its home anywhere but the South Pearl:

Benson Tower – 1500 SW 4th Ave



- Rectilinear 4-sided form
- Sculpted tripartite design
- Extensive balconies to create activity
- Rhythmic, vertical use of glazing and metal paneling

Use of substantially similar design features on the Benson Tower suggests that these same features on Hyatt Place are not adequate to reflect the special design characteristics unique to the South Pearl District.

Hyatt Place



Depth of the middle setback is not reflective of towers near the NW 13th Ave Historic District



THE LOUISA



THE GREGORY



BREWERY BLOCKS

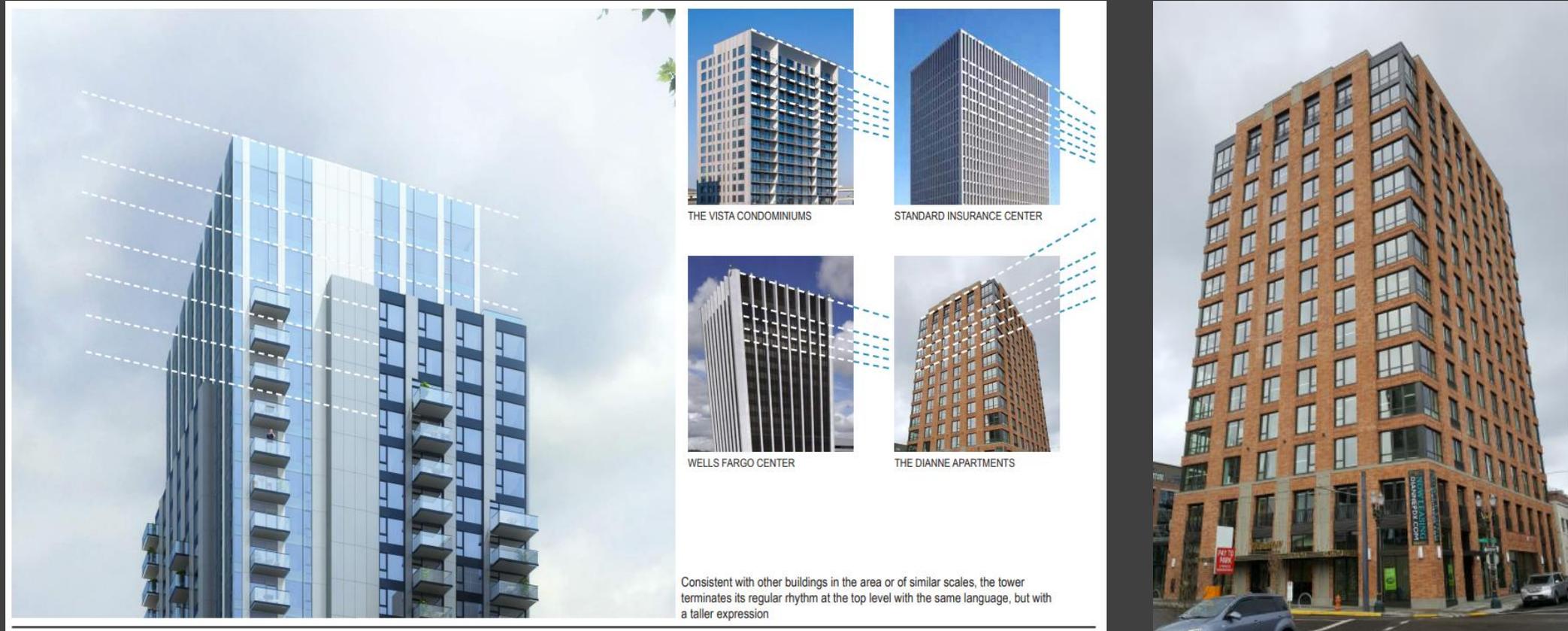


THE ELIZABETH



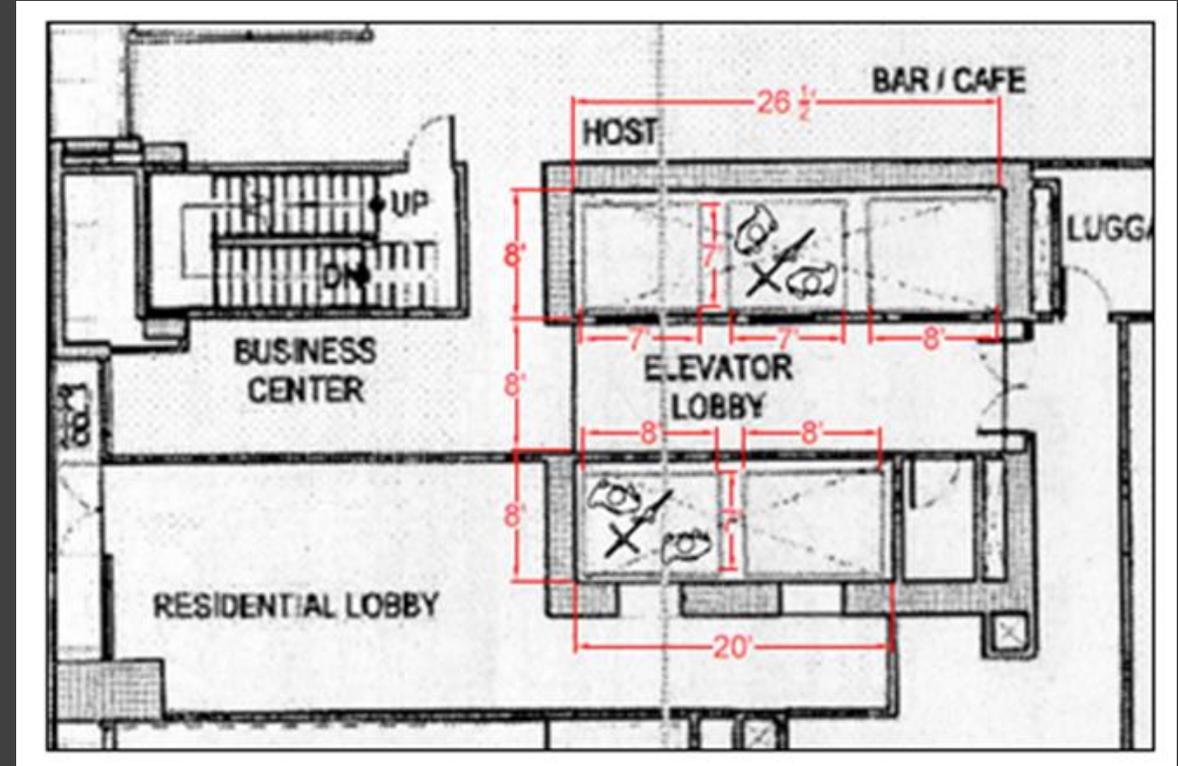
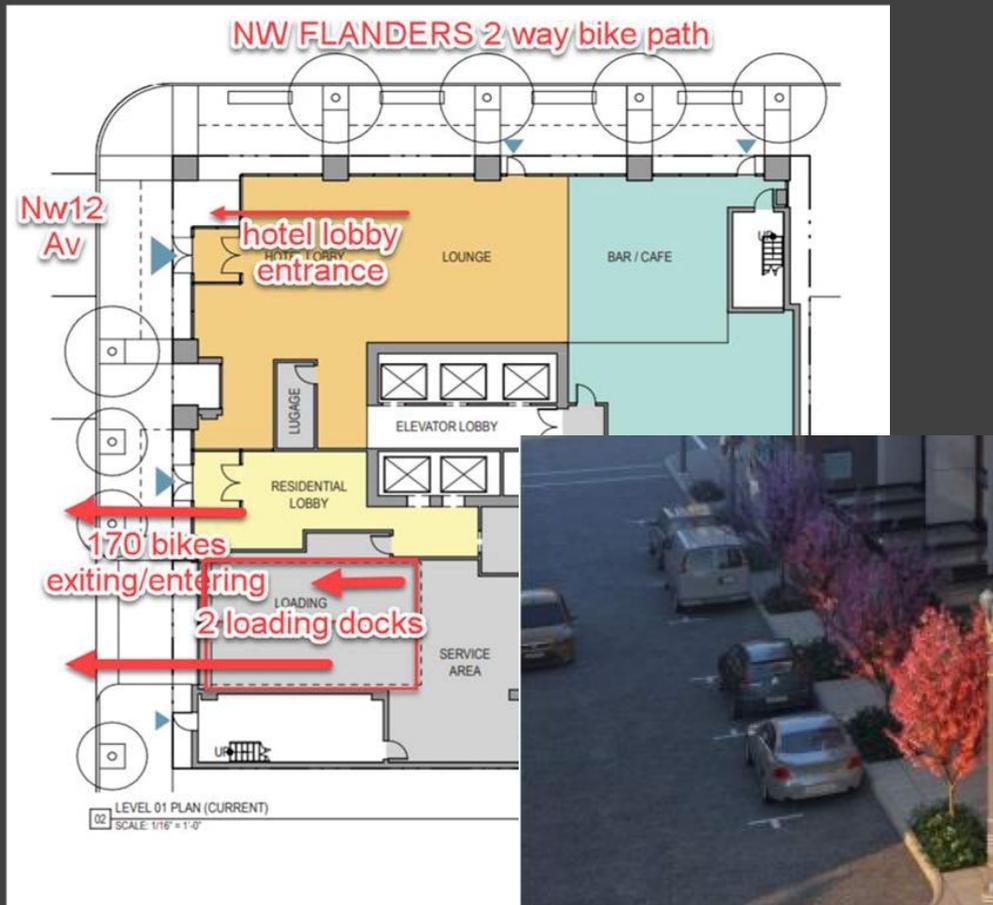
A 3-foot transition from middle to top is not sufficient as evidenced by setbacks on other towers, even those presented by the applicant. Other building setbacks are wide enough to accommodate tables.

Treatment of top of the tower is most visible from the 13th Ave Historic District and entirely out of context



The applicant's top-of-tower context study admits the design mirrors that of buildings outside the district. The Dianne, the only example in the Pearl, depicts a completely distinguishable modern take on art deco, masonry structure with an articulated cap acknowledging the Historic District.

Design fails to integrate the Flanders Bikeway and does not encourage cycling



Applicant's rendering of NW Flanders does not suggest any consideration of bicyclists.

No out-of-traffic curb cut along NW 12th to unload, a shared resident and bicycle entrance, elevator-only access to long-term bike parking and no short-term parking – all conditions resulting from this design.

No off-street parking or loading forces valet, ride-share and deliveries to block traffic creating dangerous conditions for pedestrians



- Existing nighttime traffic levels on NW 12th Ave – measured at 1900 vehicles per day.
- Vehicular demands were evaluated as part of the Pearl Marriott Residence Inn, why not here?
- Applicant's rendering does not indicate any consideration of cyclists, does not include the loading dock, and three parked cars leaves no room for short-term unloading or deliveries.



No public places to stop, view, socialize and rest as with other South Pearl towers– A8 and B4



- Modera Akoya, a 291unit 12-story building on NW 14th and Glisan includes expansive public gathering space
- Crown Loft Parking Area public bench at NW 12th and Flanders
- The Heartline, a 218-unit, 12-story structure on NW 12th and Kearney includes expansive public gathering space
- Hyatt Place – 23-stories, 160 hotel rooms and 111 dwelling units and not a single out-of-traffic public gathering place or seating

The Hyatt Place project imposes too much on a site that lacks the capacity to accommodate it



The future of the South Pearl if this precedent-setting tower is allowed

- Unremarkable tower design does not reflect the character of the three blocks surrounding the site or the NW 13th Avenue Historic District.
- Project fails to encourage use of the Flanders Bikeway or to provide safe access for cyclists, scooter users or pedestrians.
- A lack of valet parking or short-term curbside parking for pick up/drop off, taxi, Uber, Lyft, tour buses, regular UPS, grocery, Amazon and restaurant deliveries will dangerously obstruct vehicle in the travel lane.
- All building access for 271 units – including 2-bay loading docks – condensed into single 100-foot building frontage.
- No out-of-traffic publicly-available seating or resting places

Protect the Architectural Integrity of the Pearl - DENY this application.