

# HYATT PLACE AND LAWSON RESIDENCES

CITY COUNCIL APPEAL HEARING | LU 19-145295 DZM | AUGUST 20, 2020





# DESIGN PROCESS HISTORY

## PDNA LU+TC

- 2 presentations to introduce the project
- 3 work sessions with committee leadership
- 1 final presentation prior to Design Review Hearing #2

## CITY PLANNING STAFF

- 2 Design Advice Request hearings
- Design Review Hearing #1
- 6 work sessions to responsively comply with all Design Guidelines
- Recommendation of approval for Design Review Hearing #2

## DESIGN COMMISSION

- 2 Design Advice Request hearings
- Design Review hearing #1
- Design Review hearing #2
- Unanimous Design Commission approval of project design







NORTHWEST CORNER





BASE



MIDDLE



TOP





DESIGN AT HEARING #1



DESIGN AT HEARING #2 - APPROVED









THE LOUISA



THE GREGORY



BREWERY BLOCKS



THE ELIZABETH







NORTHWEST CORNER

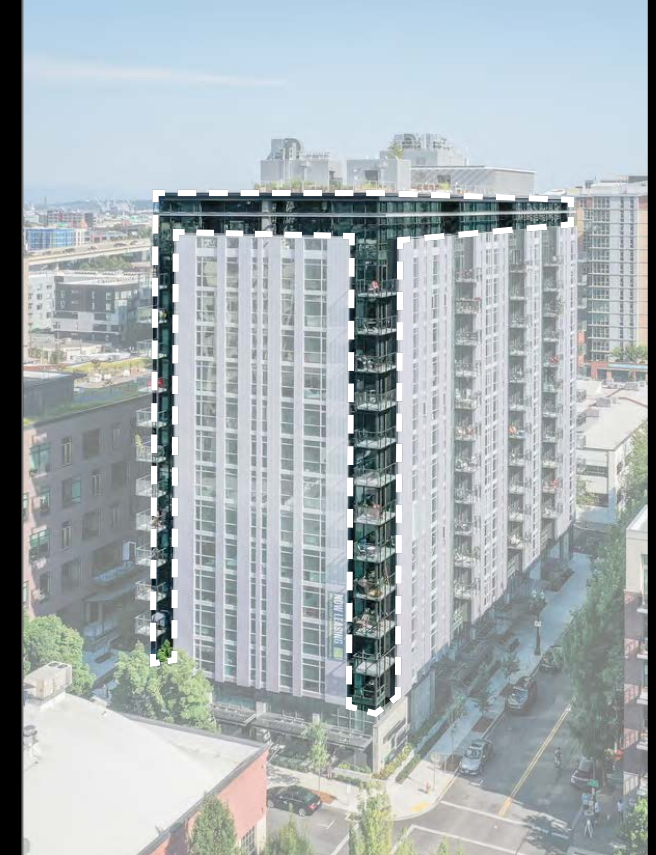




CORNER EXPRESSION



THE CASEY CONDOMINIUMS



HEARTLINE APARTMENTS



THE HENRY CONDOMINIUMS





WEST FACADE



EAST FACADE





SOUTH FACADE



TOP OF TOWER





NORTHWEST CORNER













PRECEDENT - VERTICALLY TEXTURED



PRECEDENT - HORIZONTALLY TEXTURED











NORTHWEST CORNER







# HYATT PLACE | CITY COUNCIL APPEAL HEARING

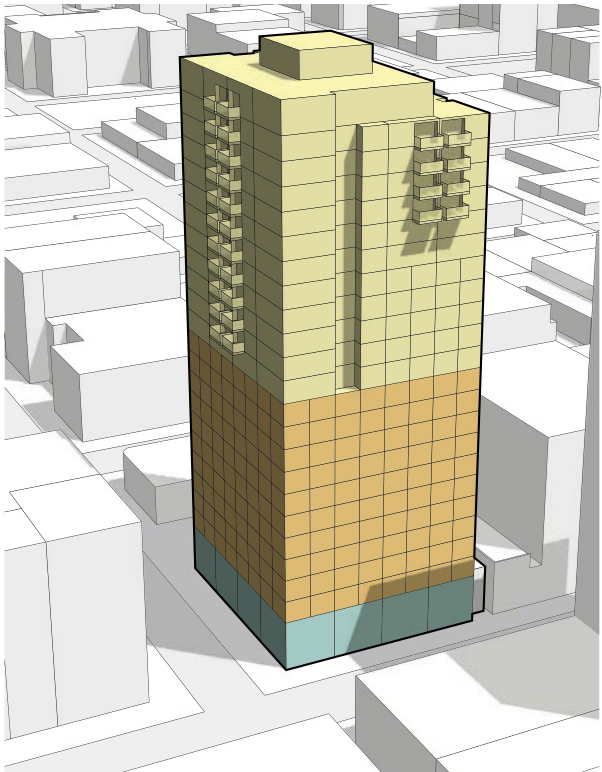
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# WHERE WE'VE BEEN

EARLY ASSISTANCE 1	6/27/18
EARLY ASSISTANCE 2	8/7/18
PDNA 1	8/7/18
DAR 1	10/4/18
PDNA 2	11/20/18
DAR 2	01/03/19
DZ HEARING 1	7/18/19
PDNA 3	11/5/19
DZ HEARING 2	11/21/19
DZ HEARING 3	1/09/20
DZ HEARING 4	1/16/20
CITY COUNCIL APPEAL 1	8/20/20
CITY COUNCIL APPEAL 2	9/16/20
DZ REMAND 1	10/22/20
DZ REMAND 2	11/12/20
CITY COUNCIL APPEAL 3	1/14/20



DAR 1



DAR 2



DZ SUBMITTAL 1



DZ HEARING 1



DZ APPROVAL 1



DZ APPROVAL 2





## WHAT WE HEARD City Council Hearings 1 + 2

City Council directed us to consider the following:

- Further Setbacks - Middle and Top
- Consider Massing - Middle and Top
- Improvements to Public Realm
- Address specific guidelines
  - Neighborhood Context - Industrial Character - Historic District
  - Pedestrian Safety, Protection and Use of Public Realm

## WHAT WE DID Design Review Remand Hearing #1

Responded directly to each Council directive by creating 3 schemes exploring:

- Context (Setbacks)
- Massing
- Public Realm
- Prepared a Preferred Scheme addressing all council comments and directives.





Following two hearings with specific direction from Design Commission:

- Middle of building set back 3 feet from PL (previously 2 feet)
- Top + NW corner of building set back 7 feet from PL (previously 5 feet)
- Middle of building cornice line dropped one floor from previously approved design
- All canopies extended to 6 feet from PL (previously between 4 and 5 feet)
- Storefront remains set back at 3'-6" from PL
- Storefront mullion design remains the same as previously approved design
- Hotel entrance at NW corner is set back 7 feet from PL (previously 5 feet)





















**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 1 - PREVIOUS DESIGN

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 1 - CURRENT DESIGN

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 2 - PREVIOUS DESIGN

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 2 - CURRENT DESIGN

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 3 - PREVIOUS DESIGN

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 3 - CURRENT DESIGN

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 4 - PREVIOUS DESIGN

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## HYATT PLACE | CITY COUNCIL APPEAL HEARING | VIEW 4 - CURRENT DESIGN

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THE LOUISA



THE GREGORY



BREWERY BLOCKS



THE ELIZABETH



Base of building is at a datum line consistent with the relative datum line of other bases of buildings in the area





THE CASEY CONDOMINIUMS



THE HENRY CONDOMINIUMS



HEARTLINE APARTMENTS

The carving of the massing of the building is consistent with other buildings in the area in that it has carving of the primary mass through the middle and sets back at the top of the building





**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | PUBLIC REALM

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 4 - CURRENT DESIGN

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## HYATT PLACE | CITY COUNCIL APPEAL HEARING | VIEW 4 - CURRENT DESIGN

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 5 - CURRENT DESIGN

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**HYATT PLACE** | CITY COUNCIL APPEAL HEARING | VIEW 6 - CURRENT DESIGN

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