

3RD & TAYLOR  
DESIGN ADVICE REQUEST  
#15-221480-EA

NOVEMBER 19TH, 2015



THIRD & TAYLOR  
DEVELOPMENT LLC

URMs make up a large portion of our historic building stock, though many are not officially designated as “historic.” These buildings are a key part of the character of our historic commercial corridors and industrial areas. They also embody significant energy in their materials, making their reuse a highly sustainable act. For these reasons, the HLC believes that reuse and upgrades should be heavily encourage and incentivized, rather than demolition, which would result in the loss of many historic resources and is environmentally wasteful.

**STATE OF THE CITY PRESERVATION REPORT**  
**HISTORIC LANDMARKS COMMISSION**  
ADOPTED BY CITY COUNCIL ON 18 NOV. 2015

# PROJECT TIMELINE

3RD & TAYLOR

INITIAL CLIENT CONTACT REGARDING THE SITE  
**03 NOVEMBER 2014**

OFFICIAL START OF DESIGN  
**15 JUNE 2015**

3D BUILDING SCANS  
**15-19 JUNE 2015**

FOUNDATION TESTING  
**01-15 JULY 2015**

PRELIM. LIFE SAFETY MEETING W/ CITY REGARDING TEMPLE CODE PATHS  
**10 AUG 2015**

FORENSIC INVESTIGATION TO VERIFY STRUCTURE ABOVE GRADE  
**AUG/SEPT 2015**

BUILDING CODE APPEAL FOR TEMPLE APPROVED.  
**02 SEPTEMBER 2015**



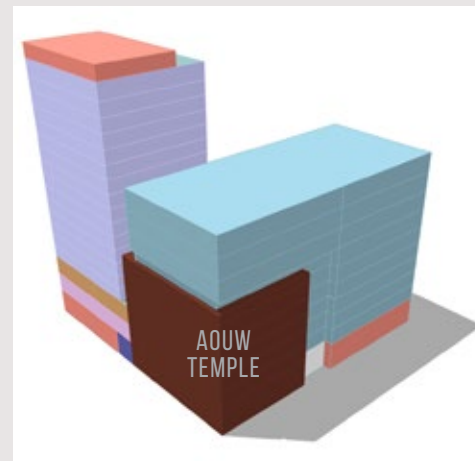
PUBLISHED SD SET  
**25 SEPT 2015**



SUBMIT PACKET SHOWING ALTERNATIVE DESIGN FOR DAR HEARING  
**04 NOVEMBER 2015**



ORIGINAL FEASIBILITY STUDY  
**19 NOV 2015**



CONCEPT DESIGN SET  
**17 JULY 2015**



SUBMITTED REQUEST FOR DAR HEARING  
**01 SEPT 2015**

PRE-APPLICATION CONFERENCE W/ CITY  
**22 SEPTEMBER 2015**

DECISION TO CONSIDER ALTERNATIVE DESIGN FOR THE OFFICE BUILDING  
**02 NOVEMBER 2015**

# OVERALL VIEWS

BOUTIQUE HOTEL

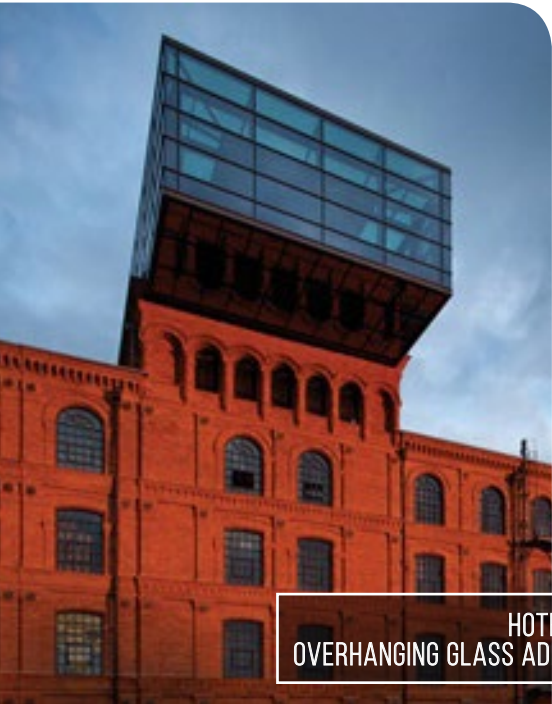
OFFICE BUILDING



# PRECEDENTS



FAHLE BUILDING RENOVATION - ESTONIA  
NEW GLASS ADDITION WITH INSET LEVEL BETWEEN



HOTEL LODZ  
OVERHANGING GLASS ADDITION TO HISTORIC BUILDING



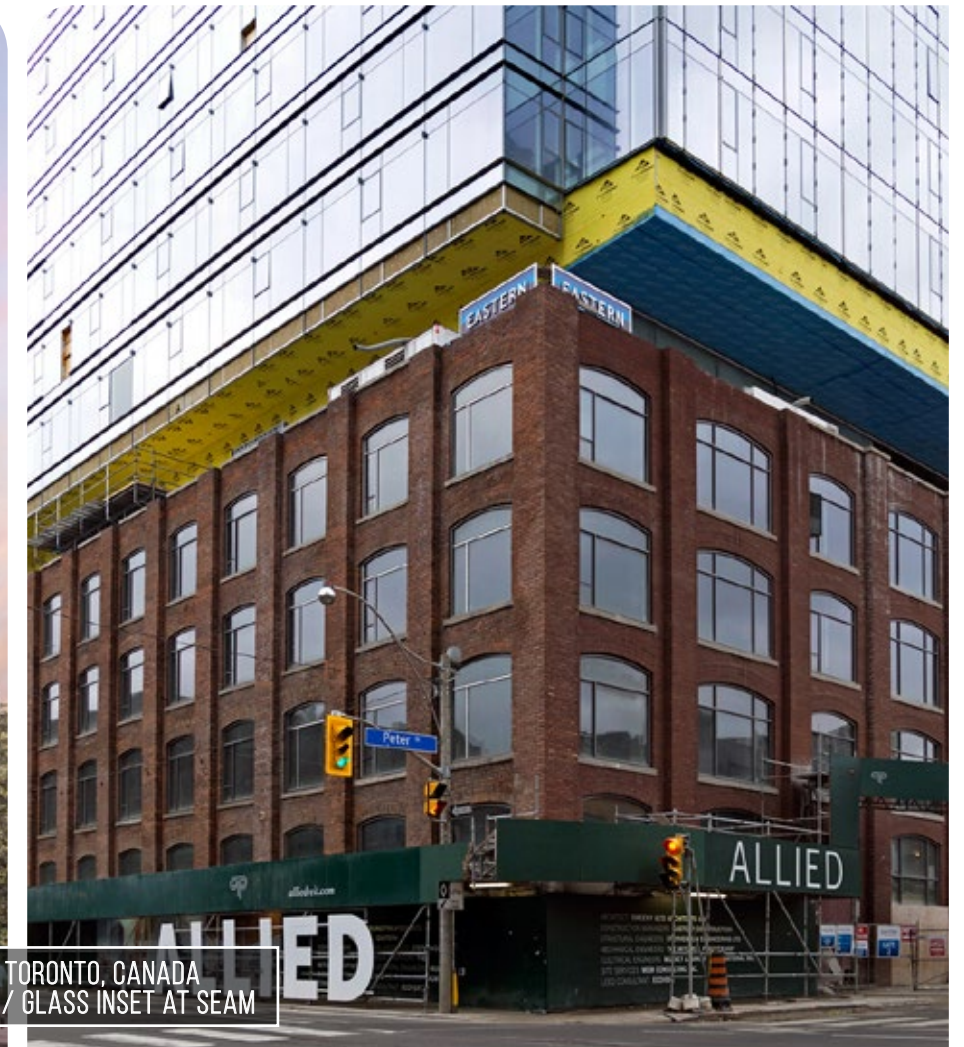
LIBERTY PLACE - AUSTRALIA



411 NW PARK



134 PETER STREET - TORONTO, CANADA  
LARGE SCALE ADDITION W/ GLASS INSET AT SEAM



METROPOLIS CENTER - BUCHAREST, ROMANIA  
SIGNIFICANT HISTORIC BUILDING WITH GLASS ADDITION



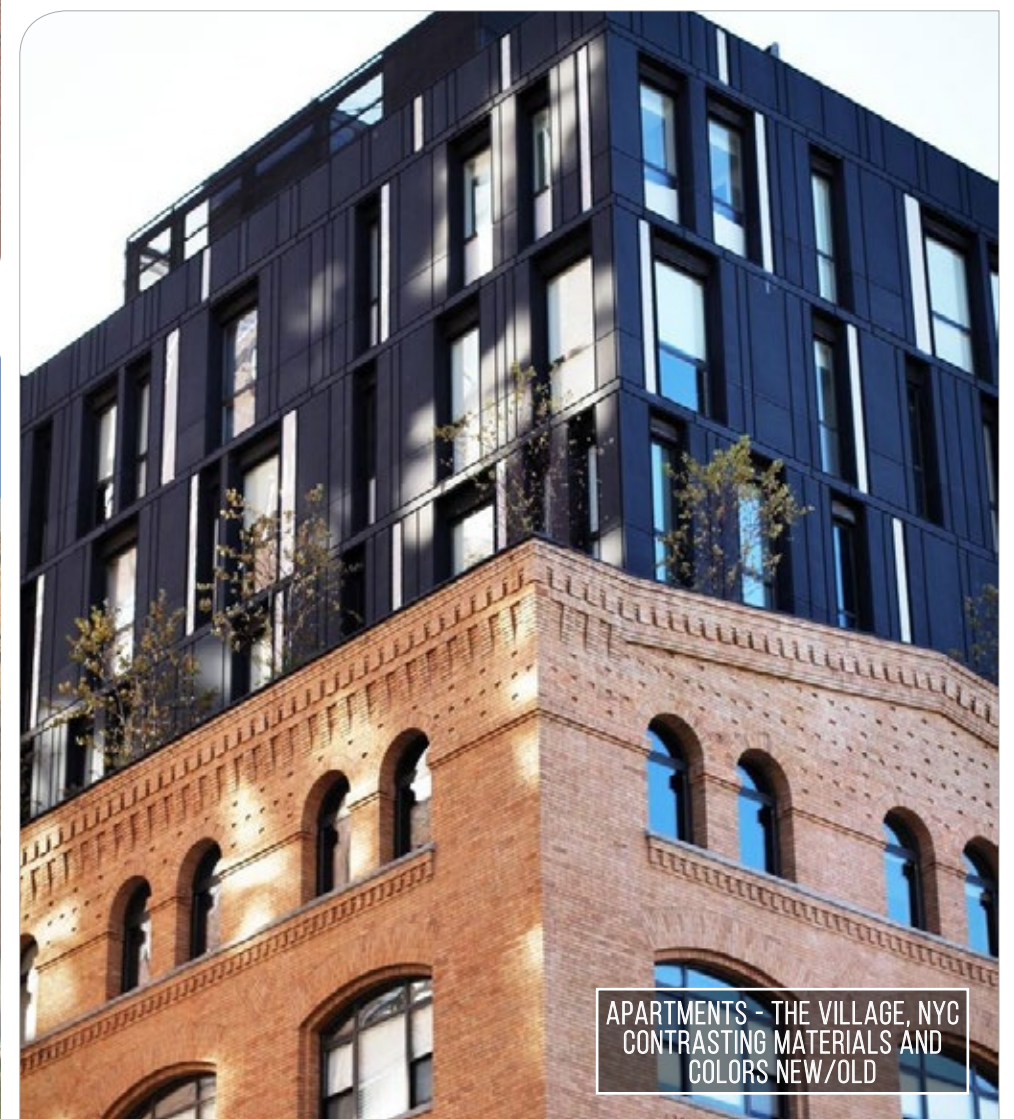
LARGE SCALE ADDITION TO HISTORIC  
BUILDING WITH INTERSTITIAL,  
EXTERIOR SPACE



REID SCHOOL OF THE ARTS - GLASGOW  
SMALLER HISTORIC BUILDING AT CORNER  
W/ LARGE SCALE ADDITION



MUSEUM OF NATURAL HISTORY - OTTAWA  
GLASS EXTRUSION LINING UP WITH  
EXISTING FORM



APARTMENTS - THE VILLAGE, NYC  
CONTRASTING MATERIALS AND  
COLORS NEW/OLD

# OVERALL VIEWS

BOUTIQUE HOTEL

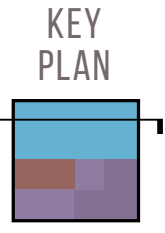
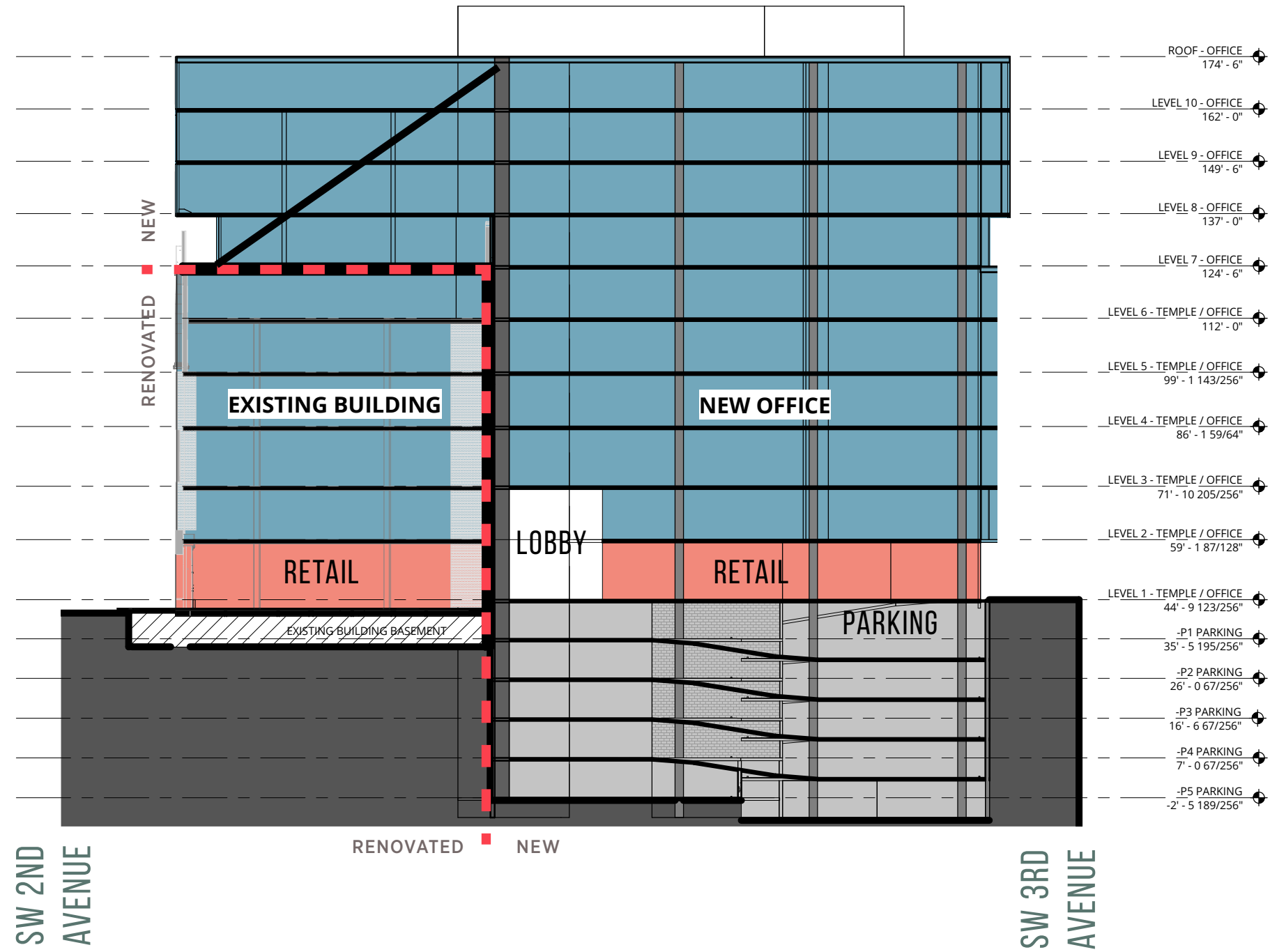
OFFICE BUILDING



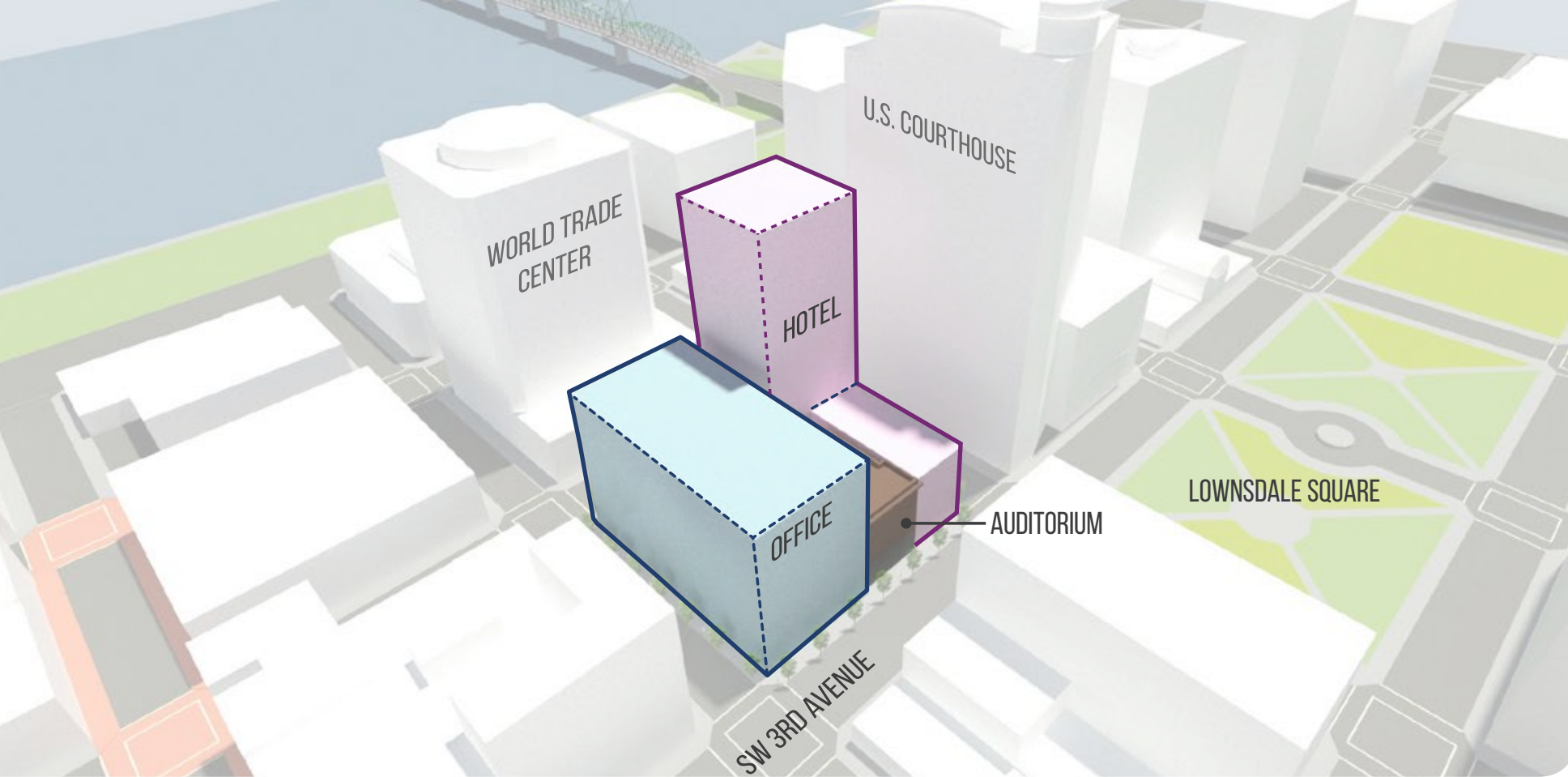
# SITE SECTIONS

OFFICE

1" = 50'-0"

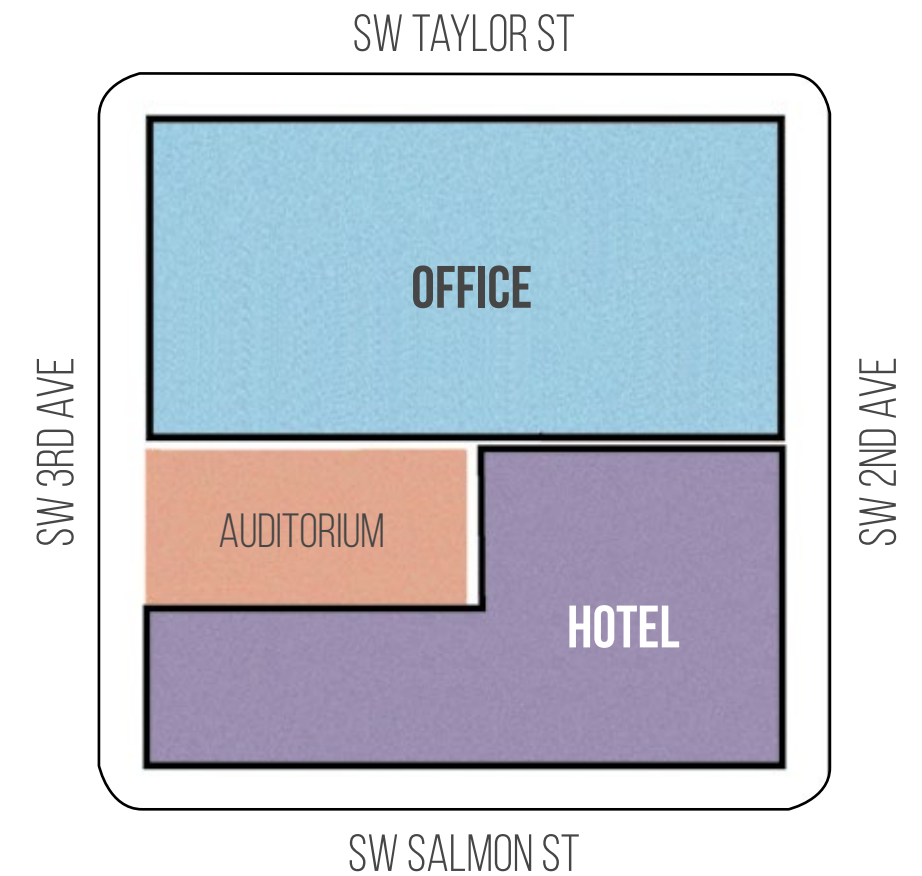






- HOTEL
- OFFICE
- EXISTING BUILDINGS

## PROGRAM SCENARIO



<b>HOTEL:</b>	161,698 SQ. FT.
<b>OFFICE:</b>	186,916 SQ. FT.
<b>TOTAL BUILDING AREA:</b>	348,614 SQ. FT.
<b>TOTAL SITE AREA:</b>	34,000 SQ. FT.

FAR 10.25 :1



ACTIVATE GROUND  
FLOOR - RETAIL  
ALONG TAYLOR

OFFICE ENTRY

ACTIVATE GROUND  
FLOOR - RETAIL ALONG  
TAYLOR AND 3RD AVE.

SW TAYLOR STREET



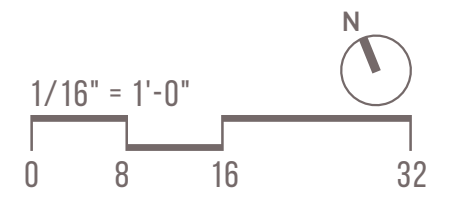
# RENDERINGS

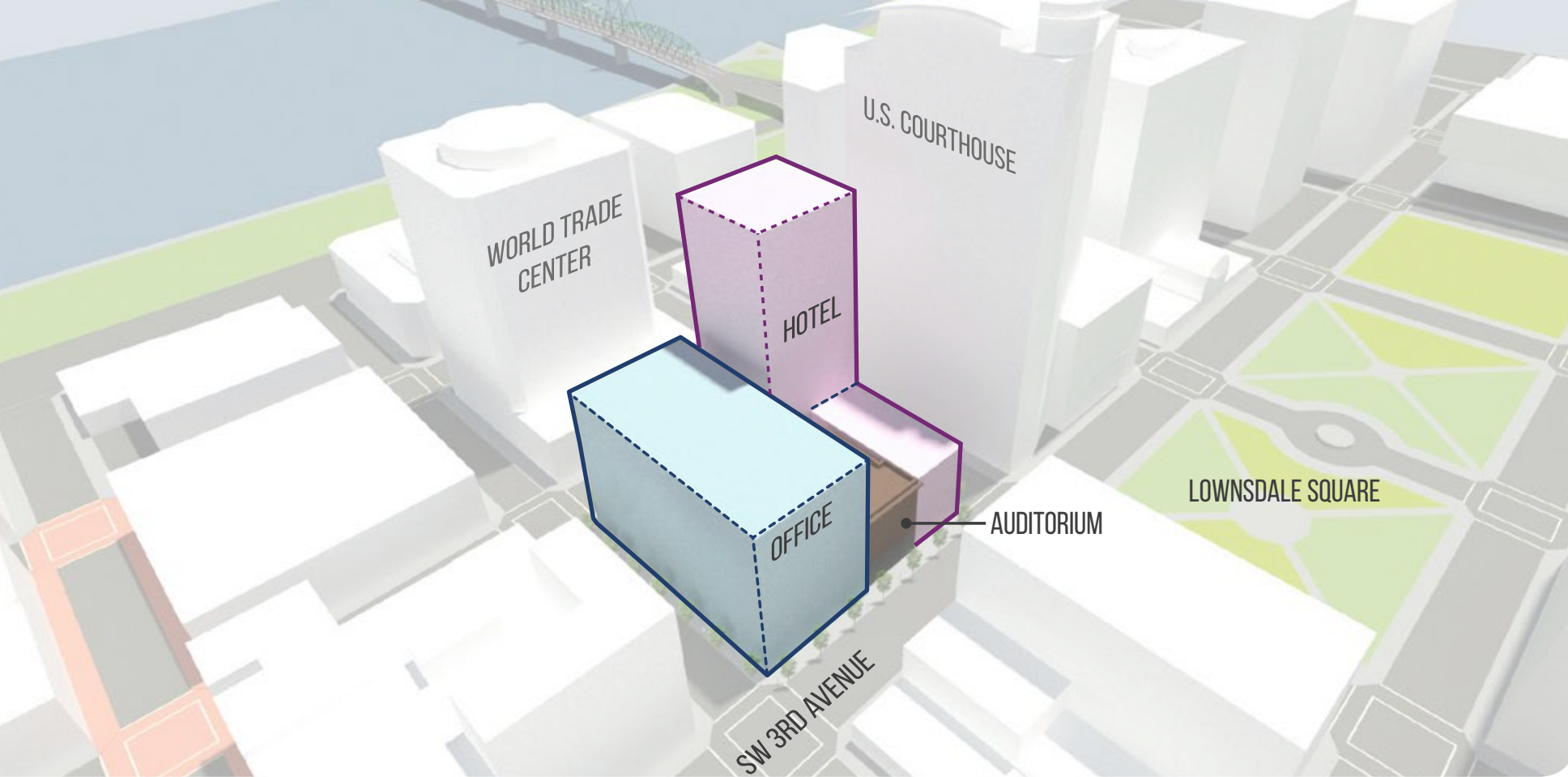
OFFICE MAIN ENTRANCE

# FLOOR PLANS



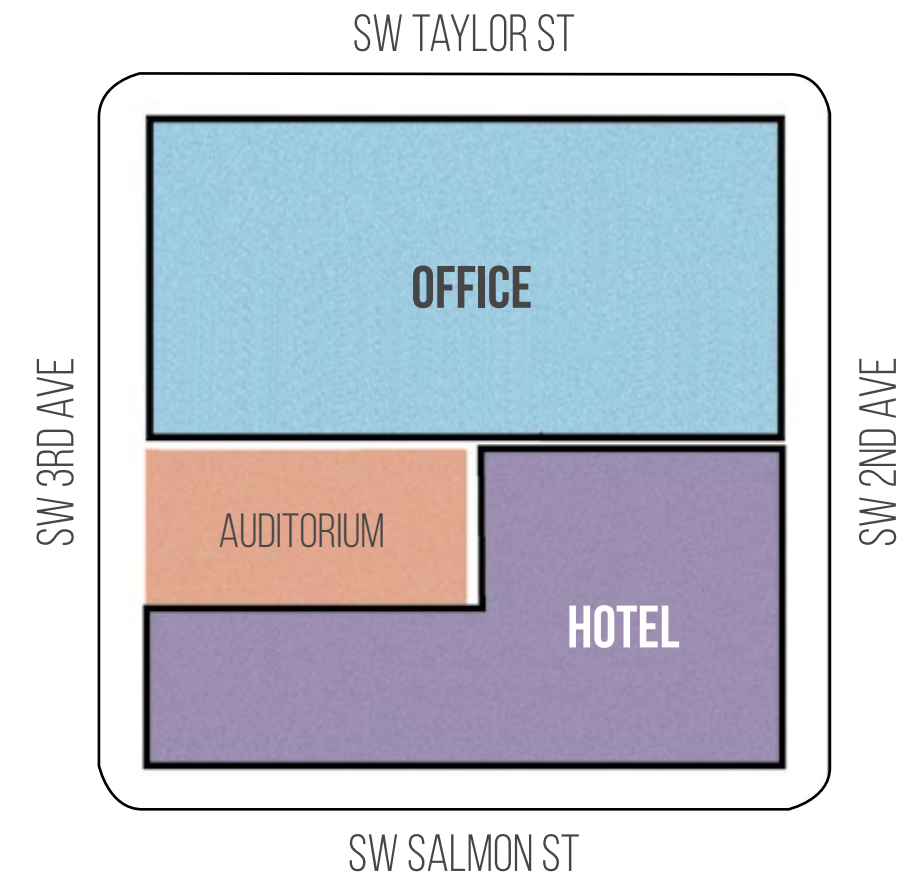
LEVEL 01





- HOTEL
- OFFICE
- EXISTING BUILDINGS

## PROGRAM SCENARIO



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FAR 10.25 :1



# RENDERINGS

AERIAL VIEW FROM SOUTHEAST



VIEWS TO  
LOWNSDALE SQUARE

ACTIVATE GROUND FLOOR  
RESTAURANT W/ OUTDOOR SEATING

SW 3RD AND SALMON STREET

URBAN DESIGN STRATEGIES



ACTIVATE EDGE WITH  
HOTEL BAR ENTRY

LOADING AND ROOFTOP  
BAR ENTRY

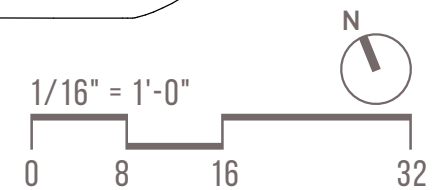
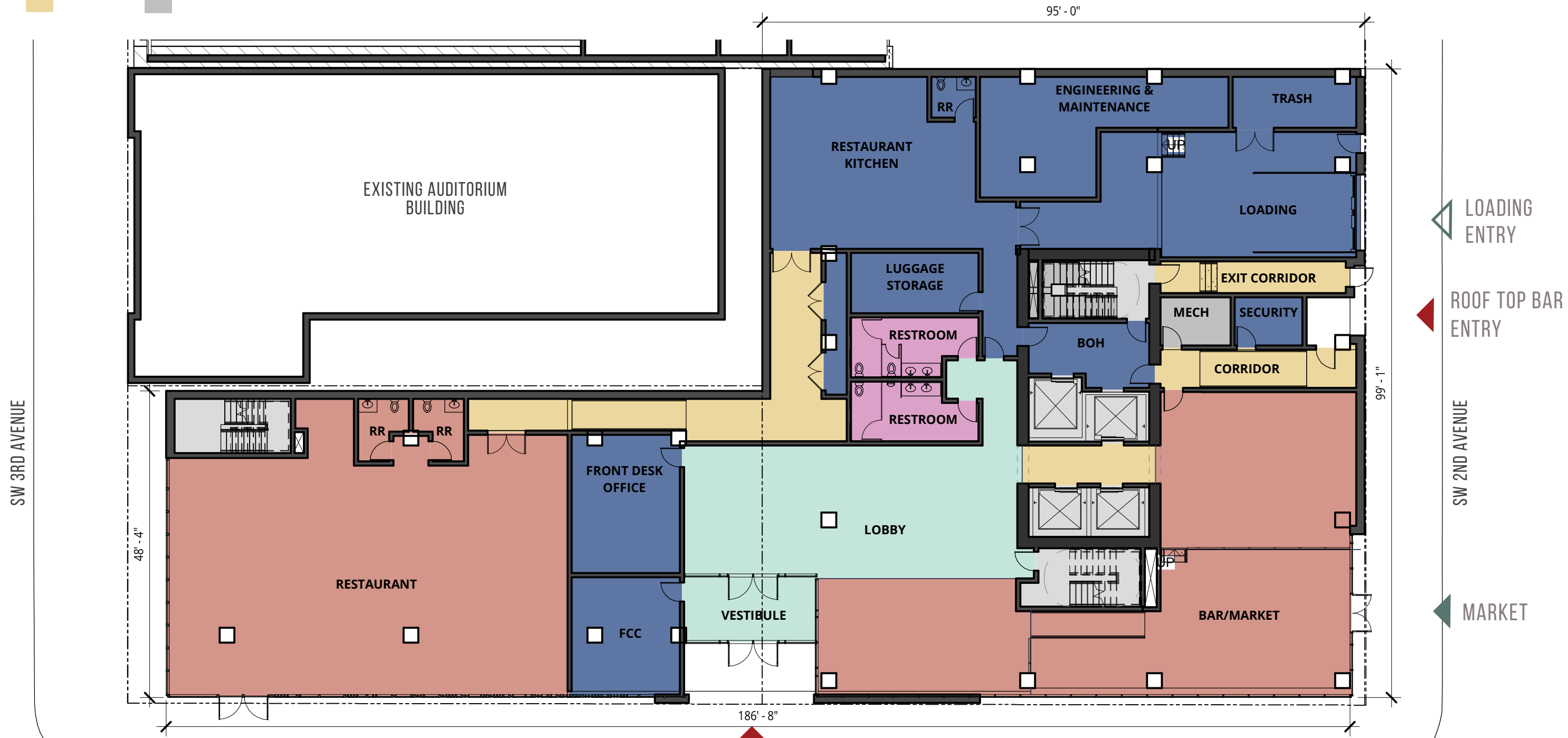
SW 2ND AND SALMON STREET



- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

# FLOOR PLANS

HOTEL



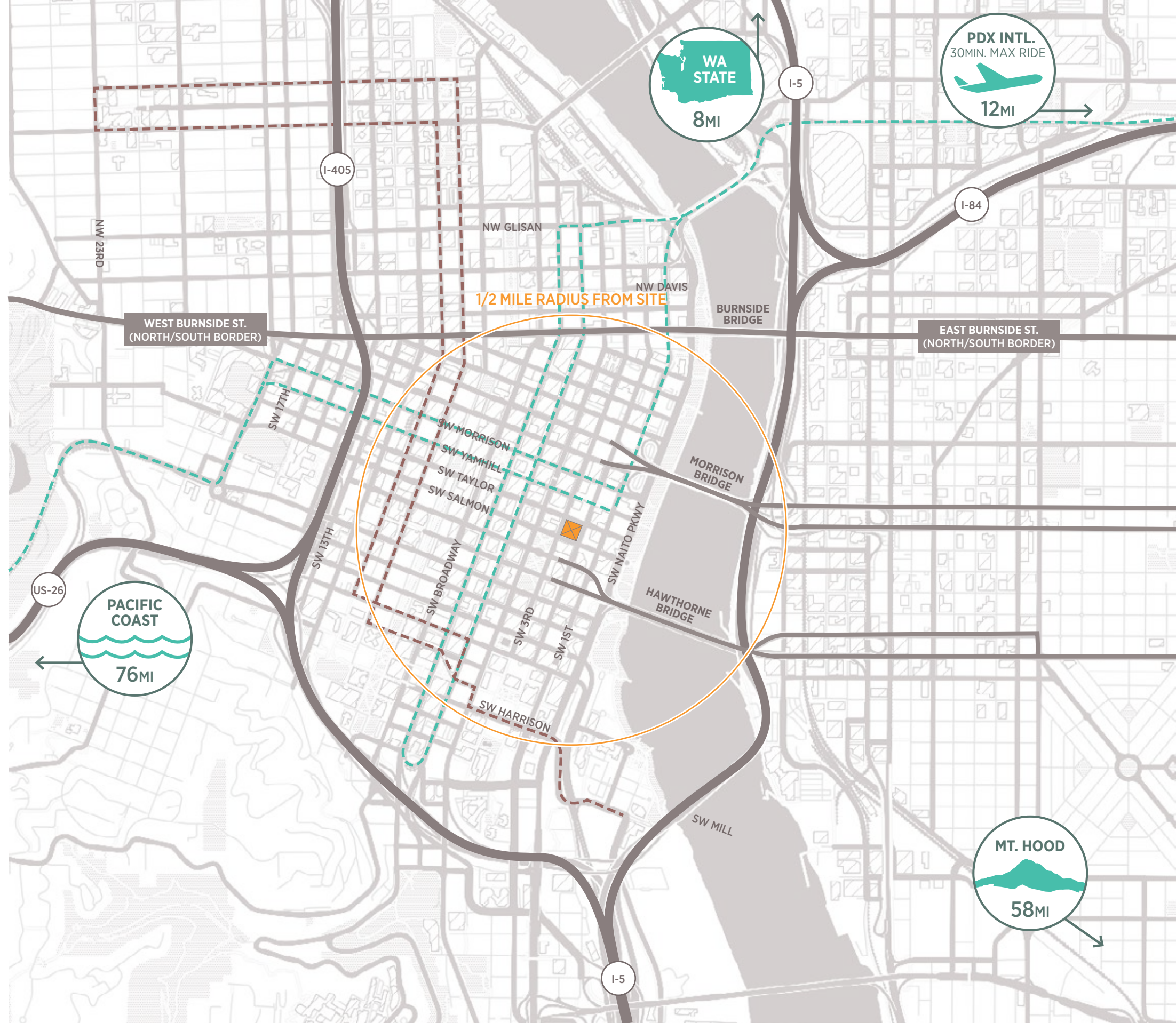


# APPENDIX

# VICINITY

## SITE LOCATION

Currently, the site is nestled between two of the city's most important districts—Portland's Yamhill Historic District and the Municipal Governance District and the unnamed area that contains the Federal Courthouse, the Portland Building, and many other centers of governance. We see a great opportunity for this block to blur the hard line between these divided neighborhoods, and inject more life into the streets. 3rd and Taylor has the potential to again play a central role in the city as we continue to activate and reconnect the site to city parks, waterfront, transportation and critical elements of the central city.



SITE BLOCK



MAX ROUTES



STREETCAR ROUTES



MAJOR FLOW OF TRAFFIC  
APPLICABLE TO SITE LOCATION



### ZONING & HISTORIC DISTRICT



### NEIGHBORHOOD

#### DIRECT SURROUNDINGS

Further analysis illustrates a clear change in the character of these two distinct neighborhoods. Our site is on the edge amongst the giants of the U.S. Courthouse, World Trade Center, One Main Place and Portland Police Bureau, and the Yamhill Historic District.

### DENSITY



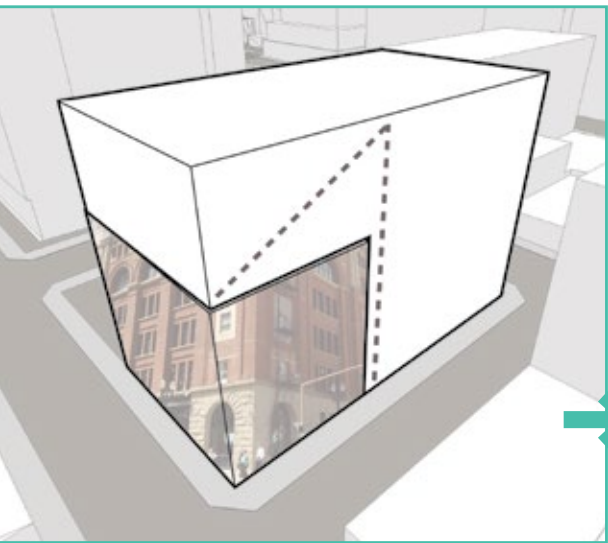
### GROUND FLOOR USES



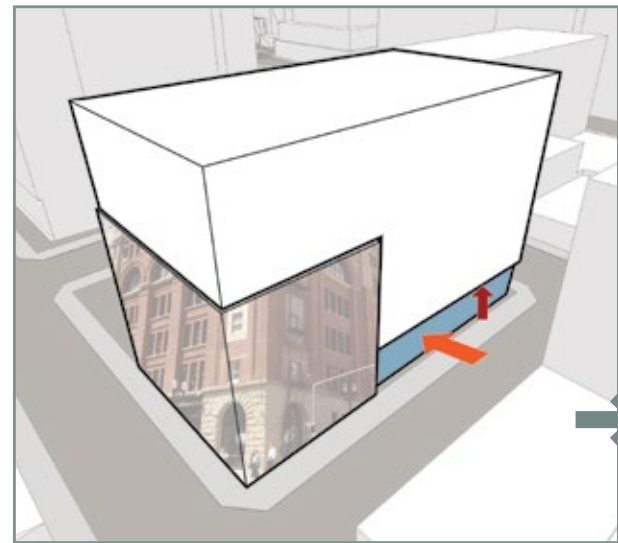
- HOTELS
- RESTAURANTS
- BARS + NIGHTLIFE
- RETAIL
- PARKING
- LANDMARKS & ATTRACTIONS
- OFFICES
- VENUES

# BUILDING EVOLUTION

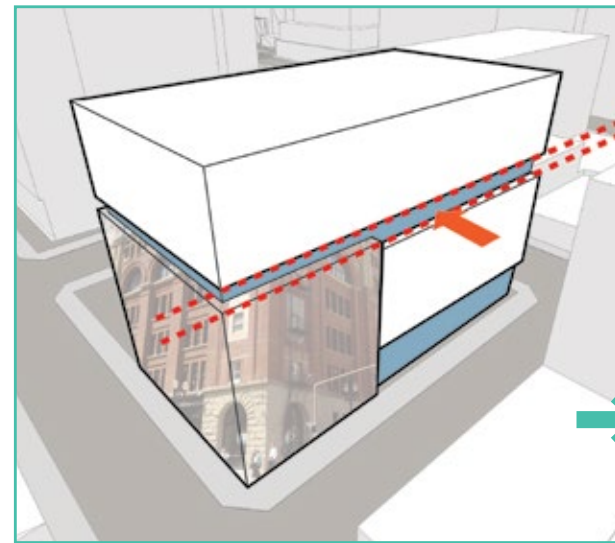
## OFFICE



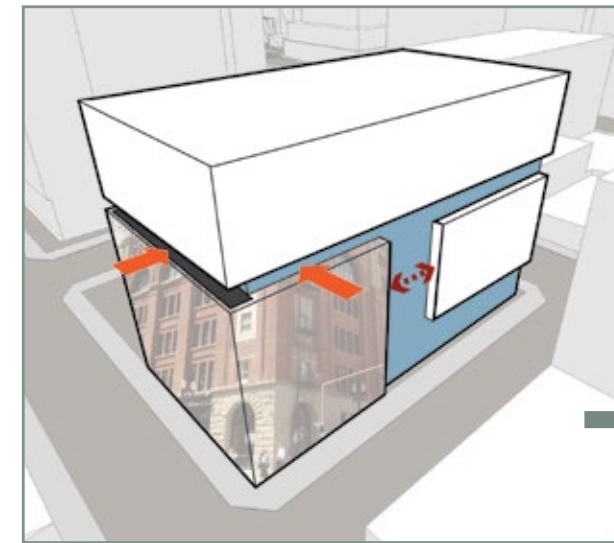
1. Maximize office floor plate size within the 130' height limit. Structurally cantilever the new over the Temple to not interfere with the existing gravity load structure of the Temple.



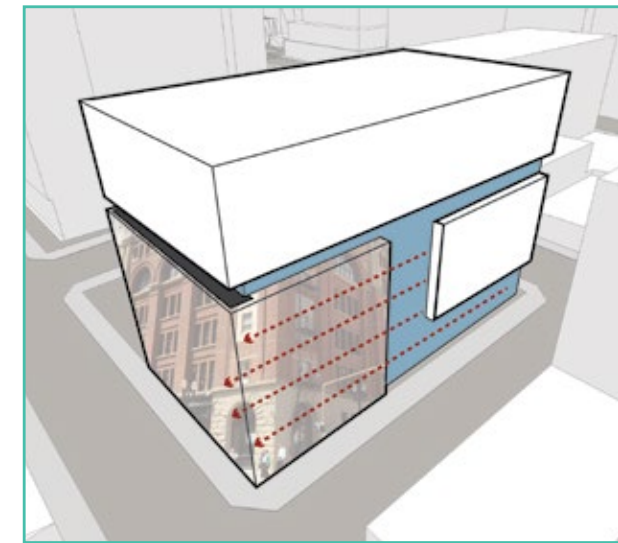
2. Introduce two-story retail setback from the sidewalk along Taylor and Third.



3. Align the seventh floor with the top of the Temple Building and set in to align with the retail glass below.



4. Push the 7th Floor in above the Temple, creating an outdoor deck on the east and north facades, and a glass "gasket" to set the Temple Building apart from the new. Create the same gasket vertically to mark the office entry.



5. Extend the new through the Temple tying the two together. Reveal the new within the old at the east Temple Building facade.

# BLOCK INTRODUCTION

## PROGRAM

After an in-depth examination of the site and its history, we have a broad understanding of the character of the area. Due to our program requirements and ownership scenario, we have a rare opportunity to create a dialogue with varying uses on the same block.

- BASE ZONE:** CX
- OVERLAY ZONES:** (d) Design Overlay (Chapter 33.420)
- PLAN DISTRICT:** Central City Plan District, Downtown subdistrict
- SITE AREA:** 34,000 sq. ft. (7/8 of the block)
- FAR:** 9:1 (12:1 max with bonuses and purchases)
- ALLOWED FLOOR AREA:** 306,000 sq. ft. @ 9:1 (408,000 sq. ft. @ 12:1)
- HEIGHT LIMIT:** 350' for the south block, eligible for general and housing height bonuses. 130' for the north block (across from Yamhill Historic District zoning requirements).

- Required building lines on all block faces (Map 510-6).
- Ground floor active use required on northern half of block (Map 510-7).
- No parking access restrictions (Map 510-9).





## SITE ANALYSIS

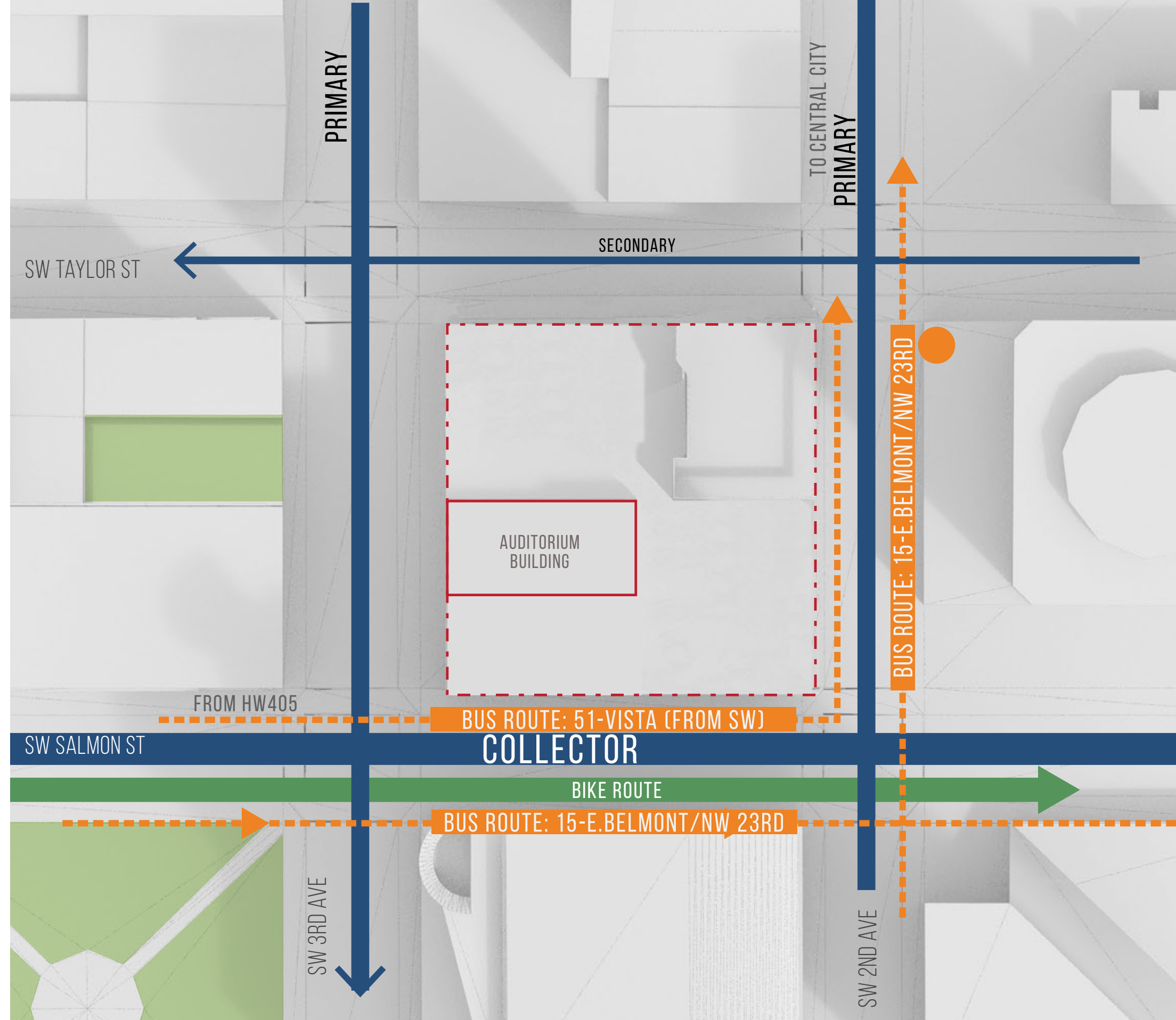
### EXISTING URBAN EDGES

The diagram renders visible the contrast of activity between north block versus south block. These uses contribute to the activity and character of the current street and reveal the missing pieces needed to create a vibrant place. Our aim is to understand the successes and shortfalls of the existing neighboring uses in order to fill the void and strengthen the life on the street. We see great potential in the World Trade Center Plazas, Lowndale Square connections and the secure walls of the U.S. Courthouse.

# SITE ANALYSIS

## CIRCULATION

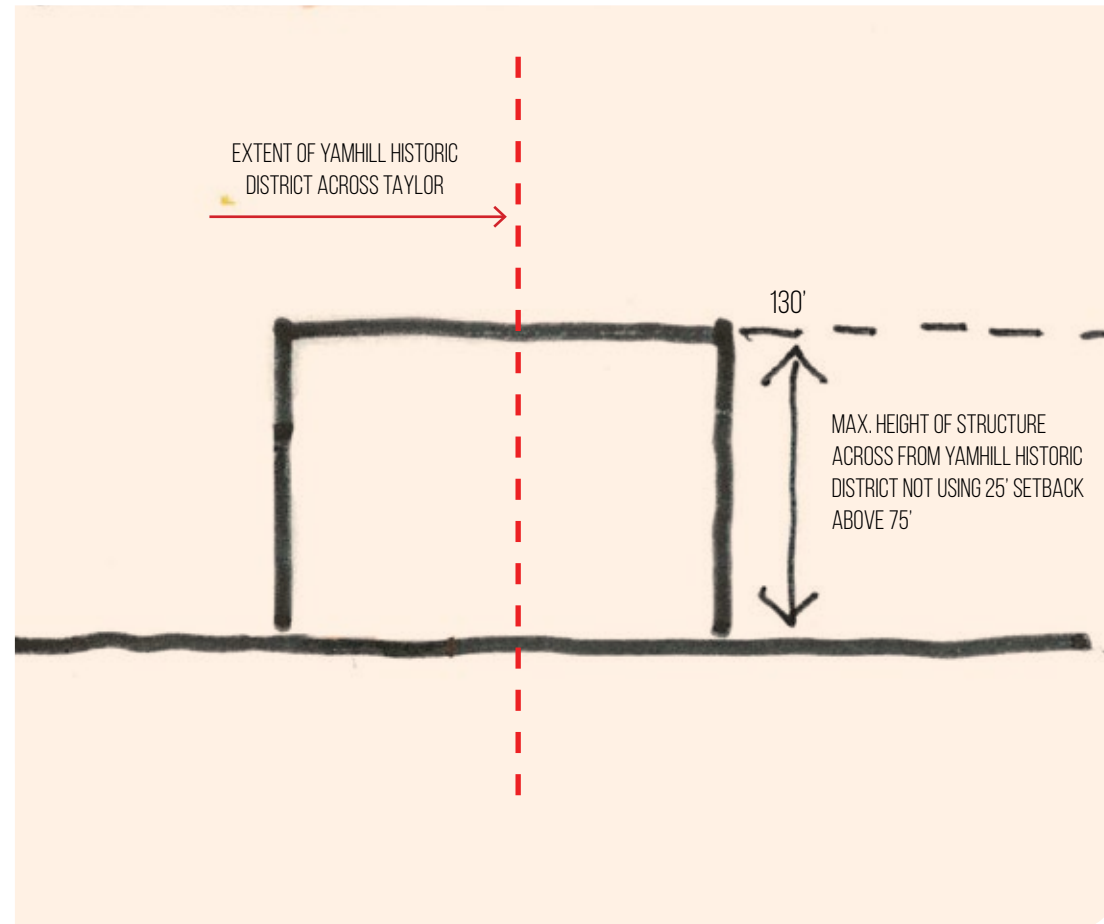
3rd and Taylor has all the beauty and character of a typical Portland block; however, its location and adjacent circulation and movements in the city sets it apart, offering the opportunity to cultivate interest and identity to the neighborhood. SW 3rd and SW 2nd are important because they connect the site to the Yamhill Historic District and major retail centers to the north. SW Salmon is a major collector route out of the Central City and contributes to the divide of our two neighborhoods. The nature of the circulation and the character of the street will inform design of ground floor activity, access, loading and walk-ability.



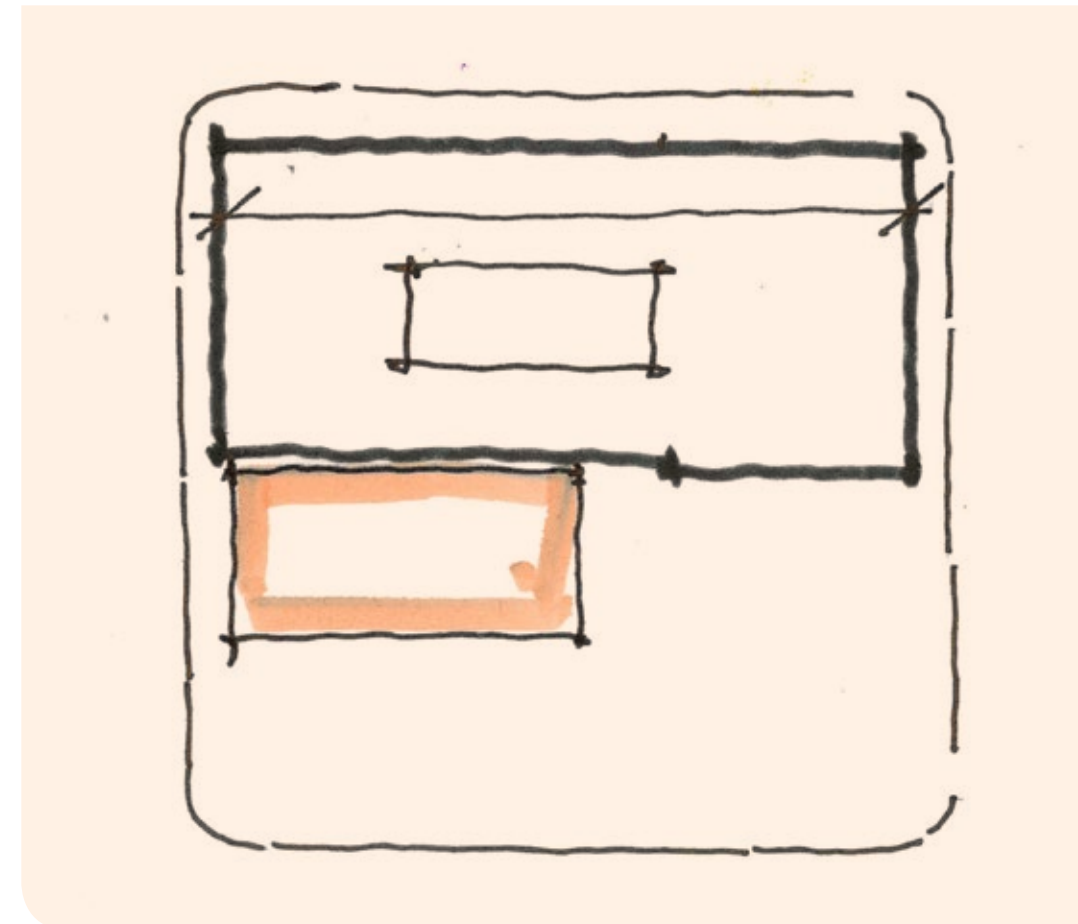


# CONCEPT

## OFFICE



**YAMHILL HISTORIC DISTRICT** The requirements within the Yamhill Historic District coupled with the demand for large office plates in the Central City provides very creative opportunities and relationships with surrounding context.

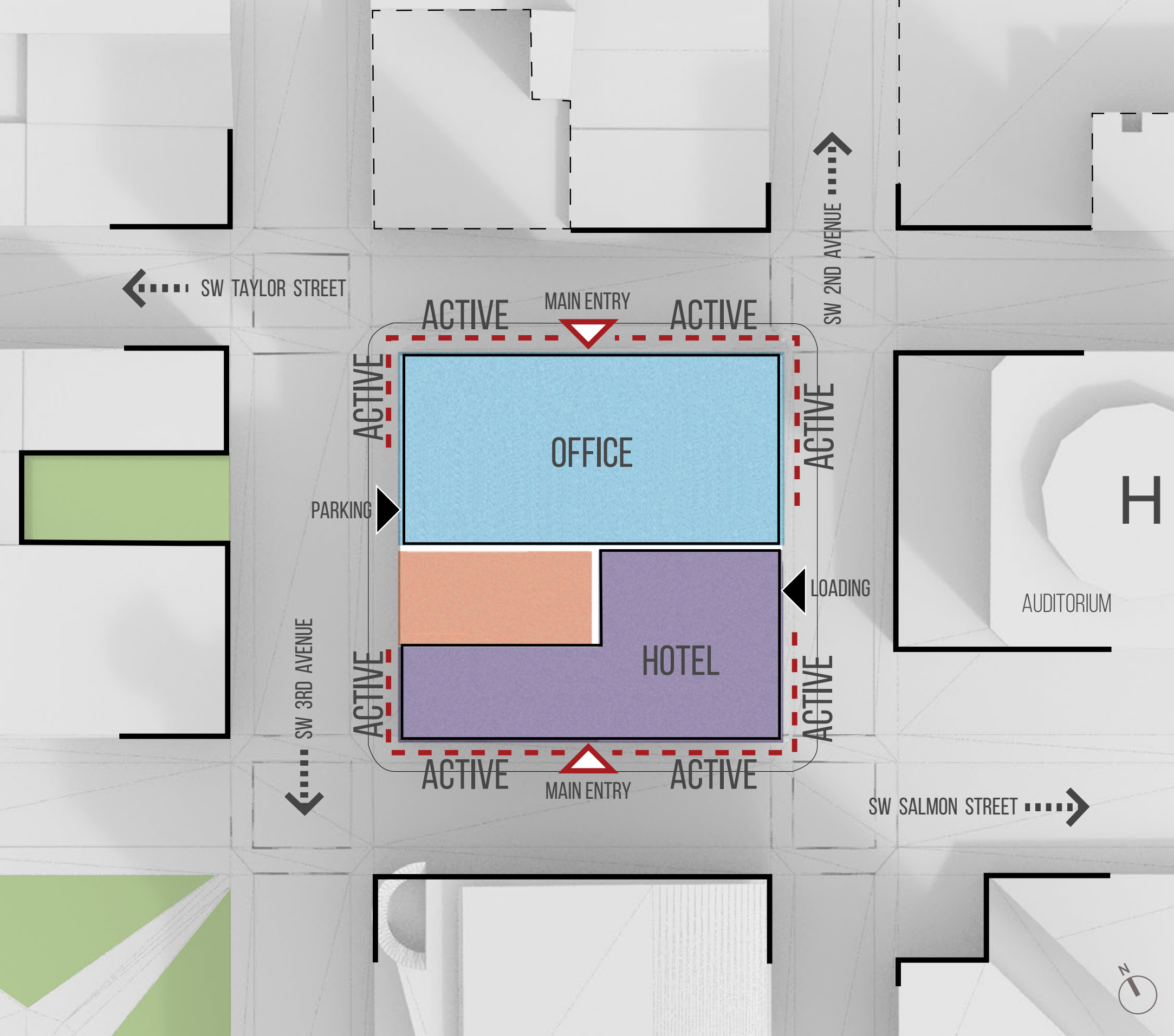


**LARGE OFFICE FLOOR PLATES** There is a demand for large office floor plates.

# SITE ORGANIZATION

## ACCESS

The ground floor environment up through the first forty-feet is critical for the success of any urban project. Urban edges, entries, active program, parking access and loading locations have been proposed and designed to increase the life on the street. The intent is to activate as much of the block as possible and minimize impacts from loading, servicing, parking and grade changes. We propose to push active uses from both the office program and hotel program to the forefront and utilize their inherent nature to activate the urban corners with retail, markets, and food and beverage.



# PUBLIC REALM

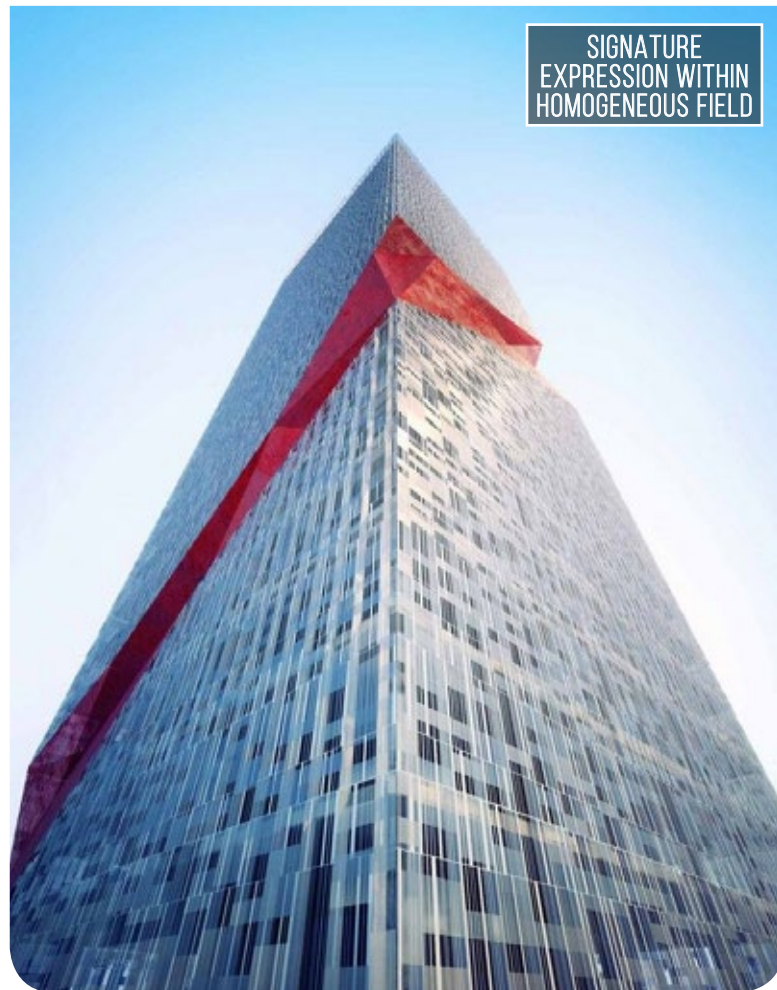
Our primary design goals for both the hotel and office focus on contributing to the public realm.

The proposed development provides several opportunities to enhance the pedestrian and guest experience and increase life on the street. The hotel locates a restaurant with outdoor seating on SW 3rd and Salmon to take advantage of connections to Lowndale Square. The hotel market and bar on SW 2nd and Salmon will provide opportunities to extend street activity beyond the 9-5 work hours.

A restaurant is envisioned within the ground floor of the office building with the opportunity to have spillout at the sidewalk along the existing setback at the main entry. The office building will also provide retail space at SW 3rd and Taylor to capture the pedestrian traffic from the Yamhill Historic District.



# PRECEDENTS



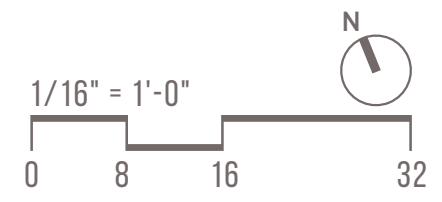
# FLOOR PLANS

OFFICE



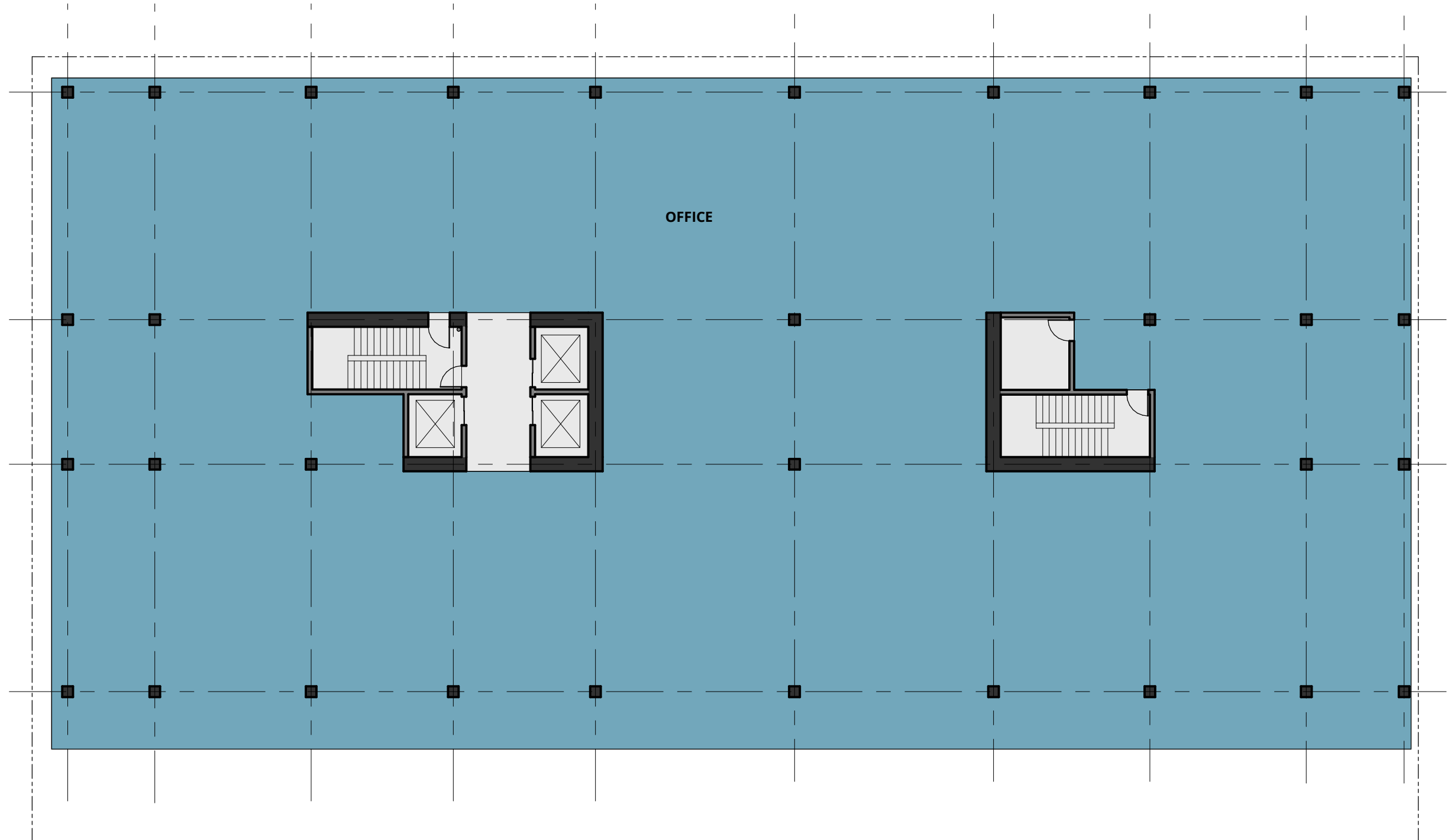
LEVEL P1

Level P2.5-P2 Sim.



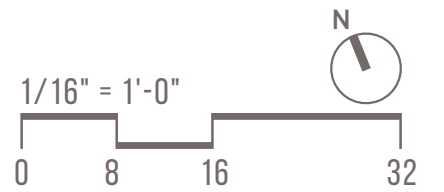
# FLOOR PLANS

OFFICE



LEVEL 03-10

*Level 2 Sim.*





ACTIVE SIDEWALK

SW 2ND AND TAYLOR STREET

URBAN DESIGN STRATEGIES



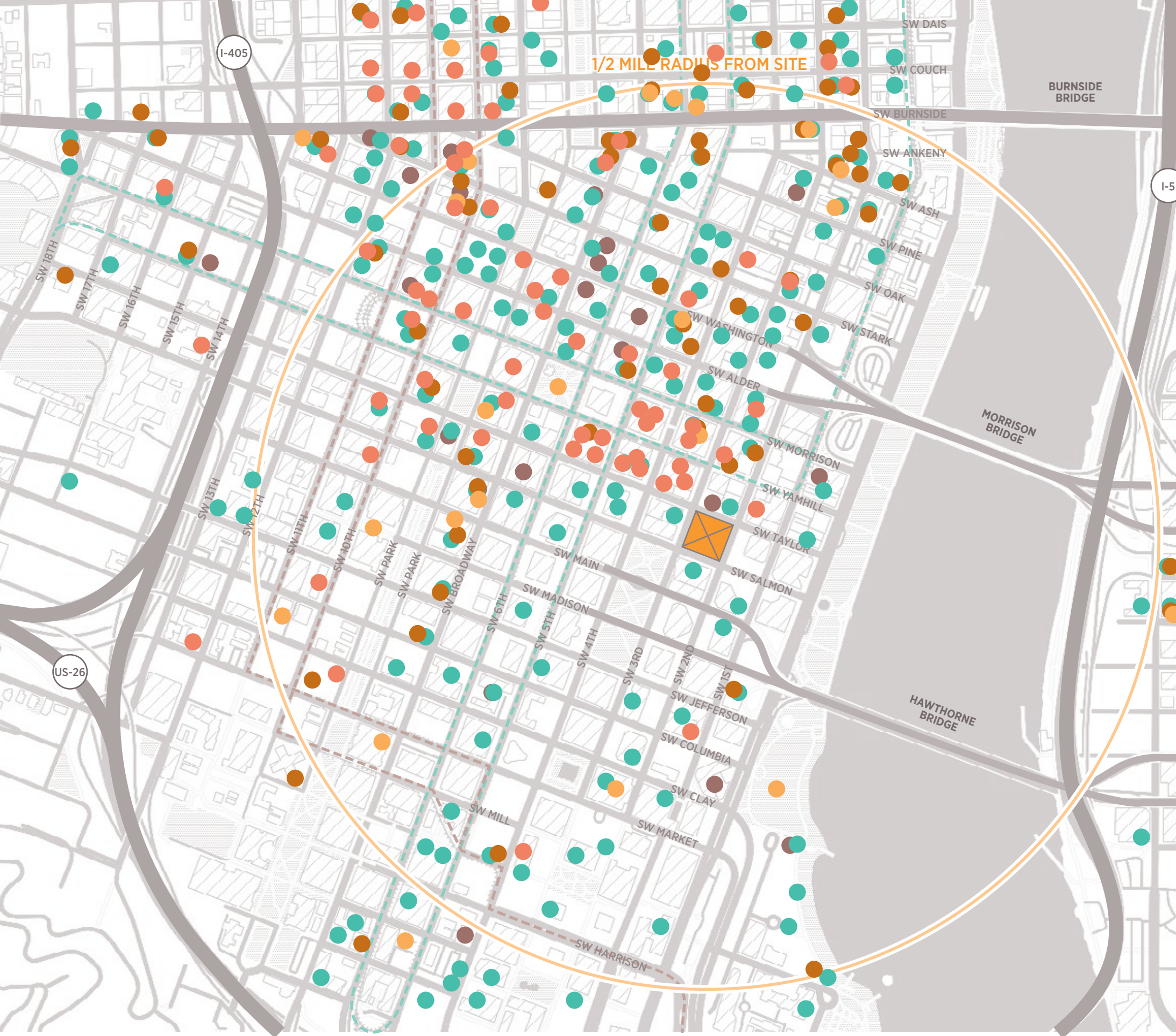
OFFICE PARKING  
GARAGE ENTRY

ACTIVATE GROUND  
FLOOR - RETAIL ALONG  
TAYLOR AND 3RD AVE.

SW 3RD AND TAYLOR STREET

URBAN DESIGN STRATEGIES





# QUADRANT ANALYSIS

## SITE INTRODUCTION

Our quadrant analysis illustrates how the activity from the Yamhill Historic District dissipates at 3rd and Taylor. The mapping exercise illustrates the extent of activity from these distinct areas, shaped by the Central City's 'Active Use Areas'. However, we are reaching beyond the current requirements due the extraordinary opportunities this block has to re-connect and re-activate the neighborhood. As urban designers, our aim to create a deliberate active node for all corners and edges of this block, sparking further connections and redevelopment of venues, retail, nightlife, hotels, restaurants and entertainment.

- HOTELS
- RESTAURANTS
- BARS + NIGHTLIFE
- VENUES
- RETAIL
  
- ⊠ SITE BLOCK
- - - MAX ROUTES
- - - STREETCAR ROUTES
  
- MAJOR FLOW OF TRAFFIC APPLICABLE TO SITE LOCATION

# QUADRANT ANALYSIS

SITE INTRODUCTION

- LANDMARKS & ATTRACTIONS
- OFFICES

■ SITE BLOCK

--- MAX ROUTES

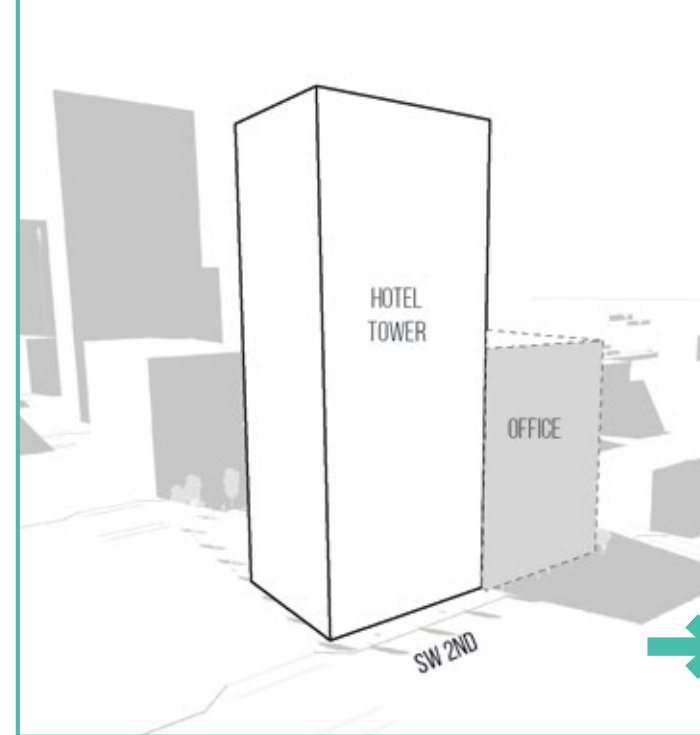
--- STREETCAR ROUTES

MAJOR FLOW OF TRAFFIC  
APPLICABLE TO SITE LOCATION

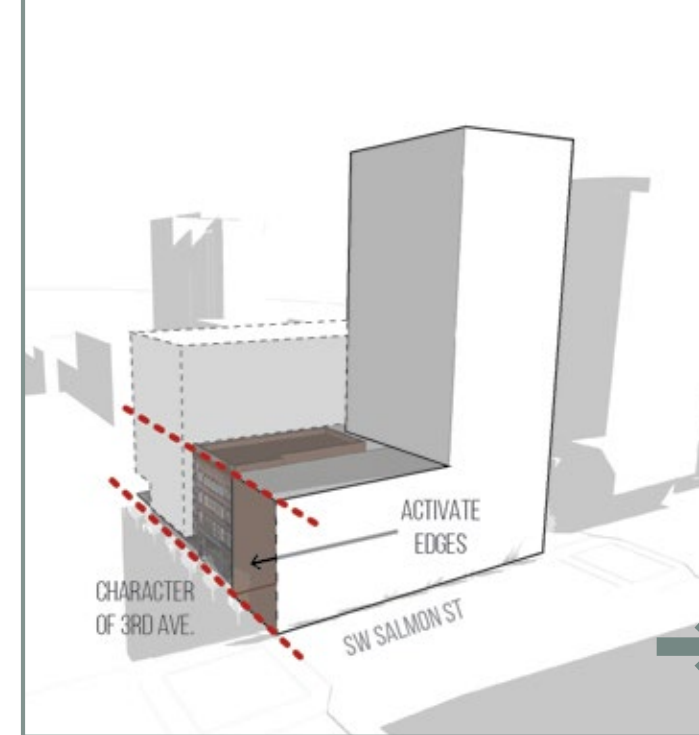


# BUILDING CONCEPT EVOLUTION

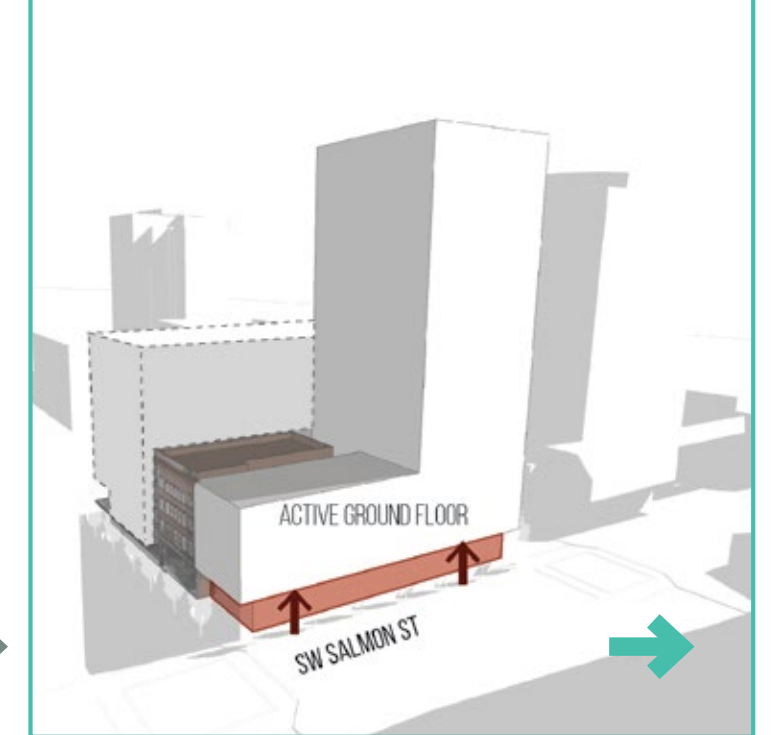
HOTEL



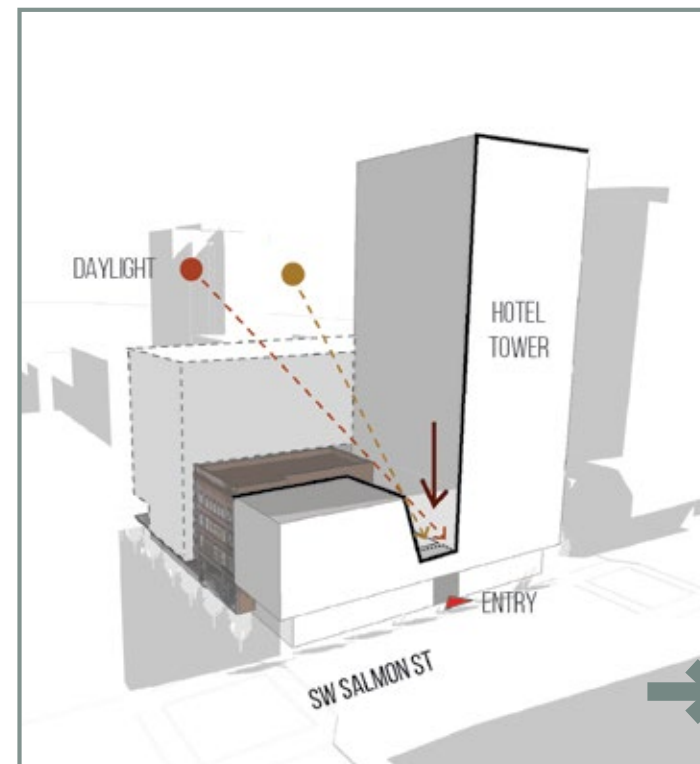
1. The extent of the boutique hotel massing in relation to the adjacent creative office space.



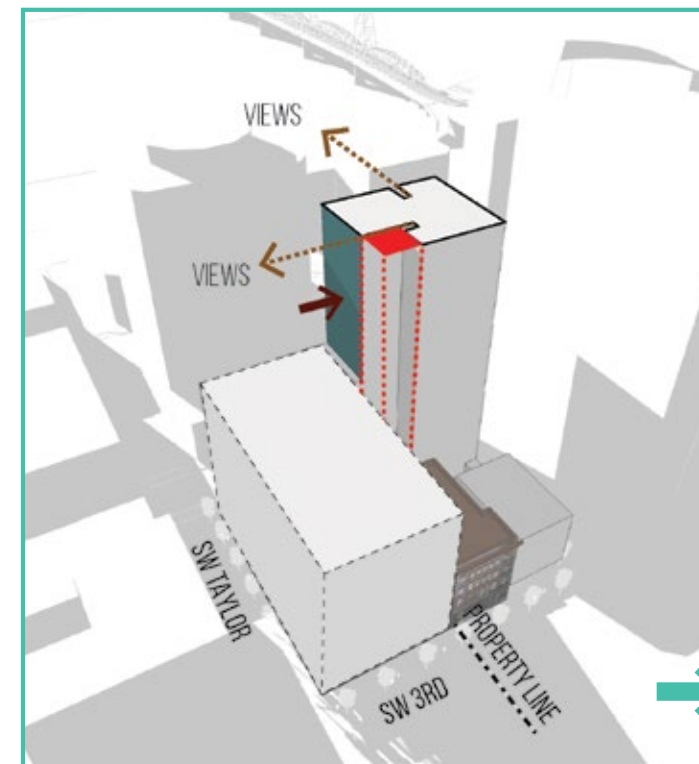
2. Address the scale and proportion of SW 3rd and SW Salmon in regards to the street frontage and datum heights of the adjacent new office and historic Auditorium Building



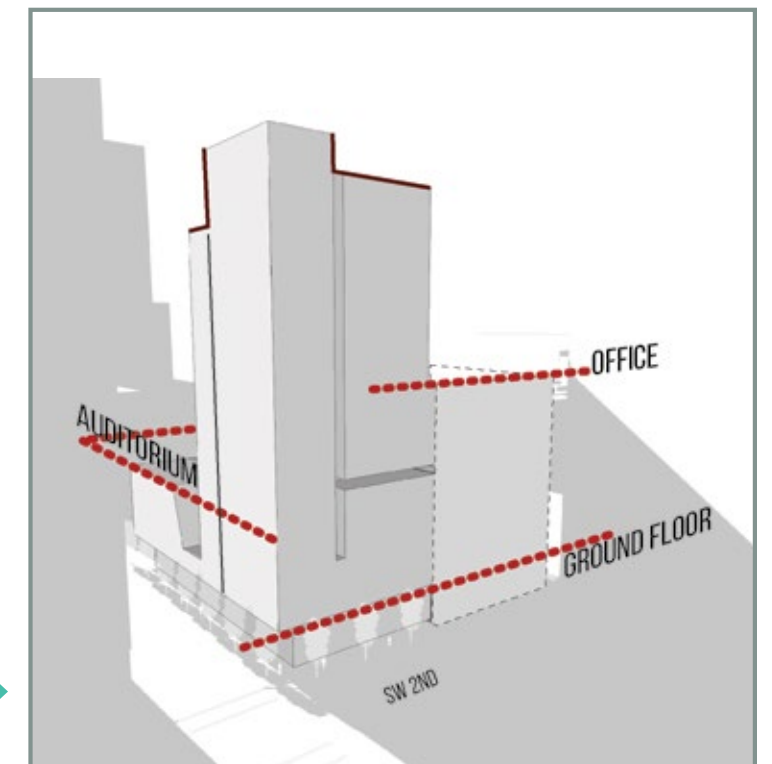
3. Activate the entire length of SW Salmon by pulling up the ground plane to accommodate a double height lobby, restaurant and market/bar.



4. Carve out the mid-block to provide daylight into the hotel entry lobby while establishing a clear entry for hotel guests



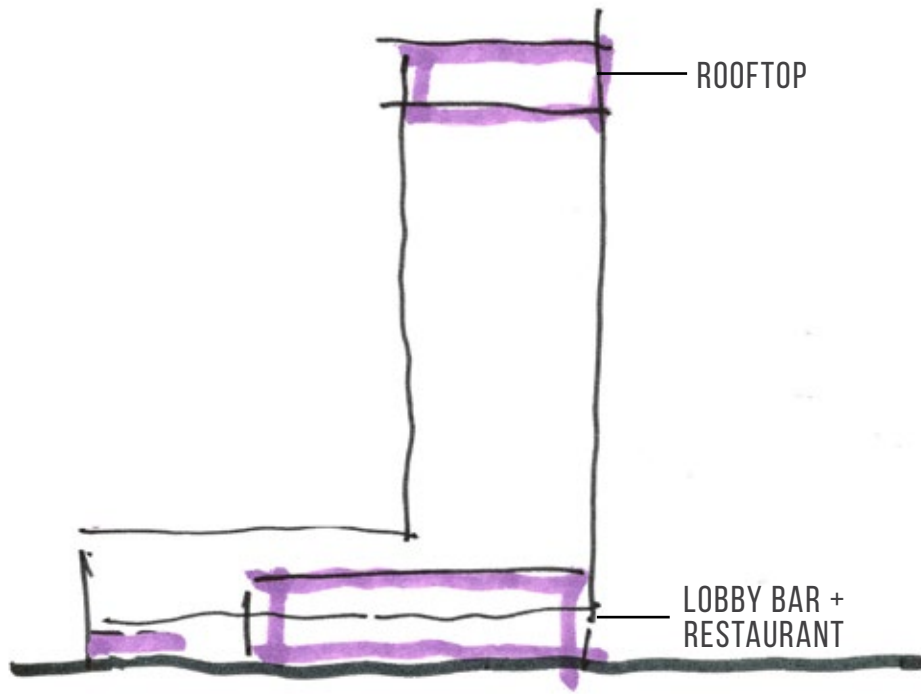
5. Shape the tower and core to leverage the site's views and access to daylight. Carve the NW corner of the hotel to improve the quality of the guest rooms



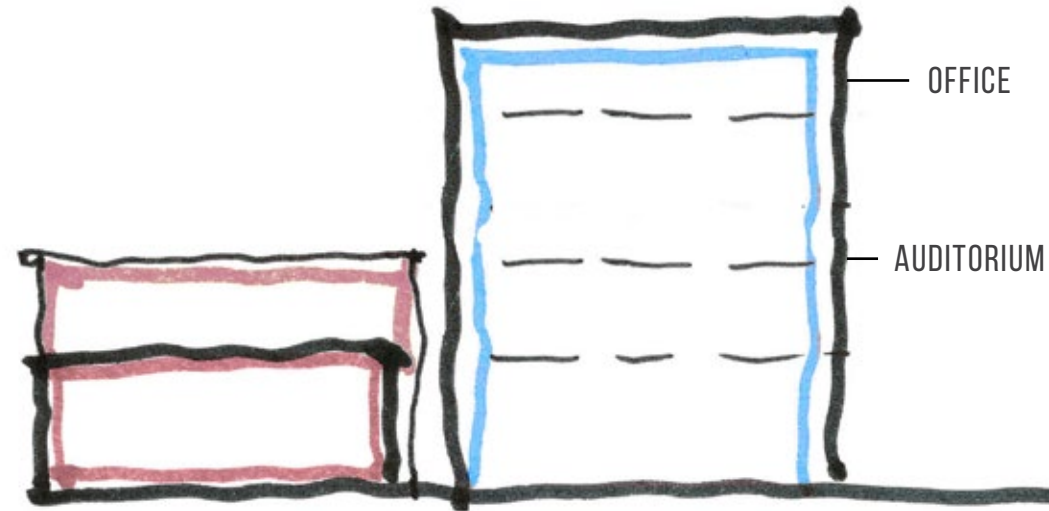
6. Respond to site datums from the new office and Auditorium.

# CONCEPT

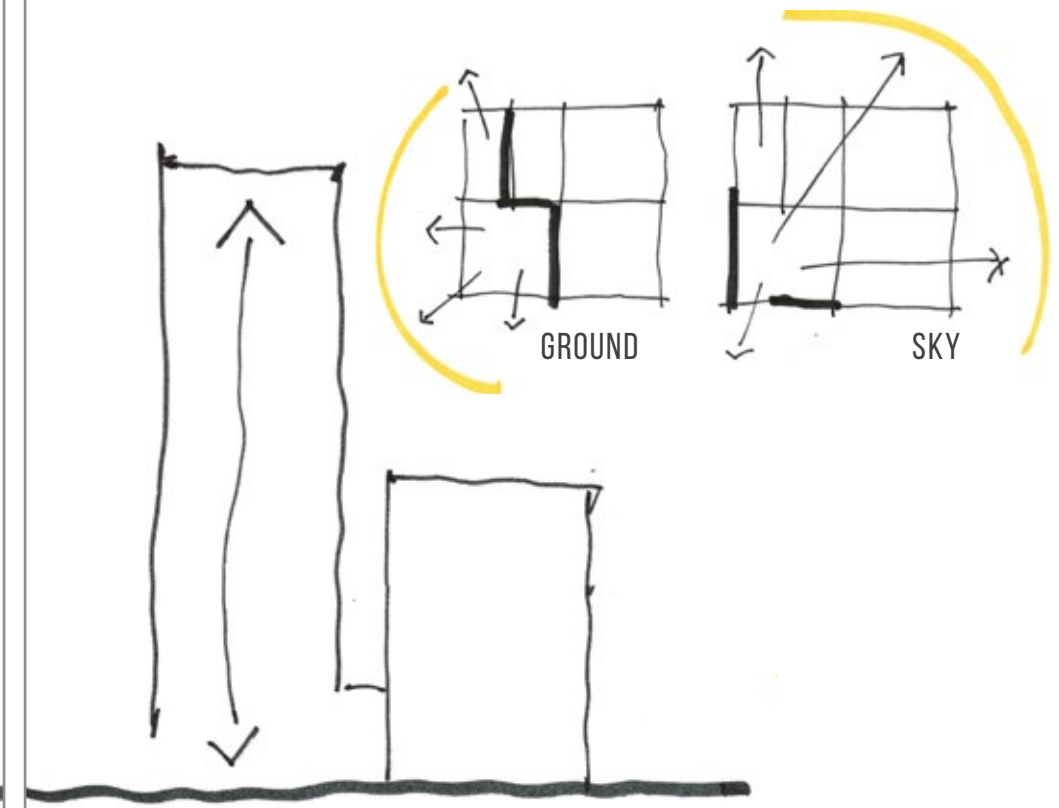
## HOTEL



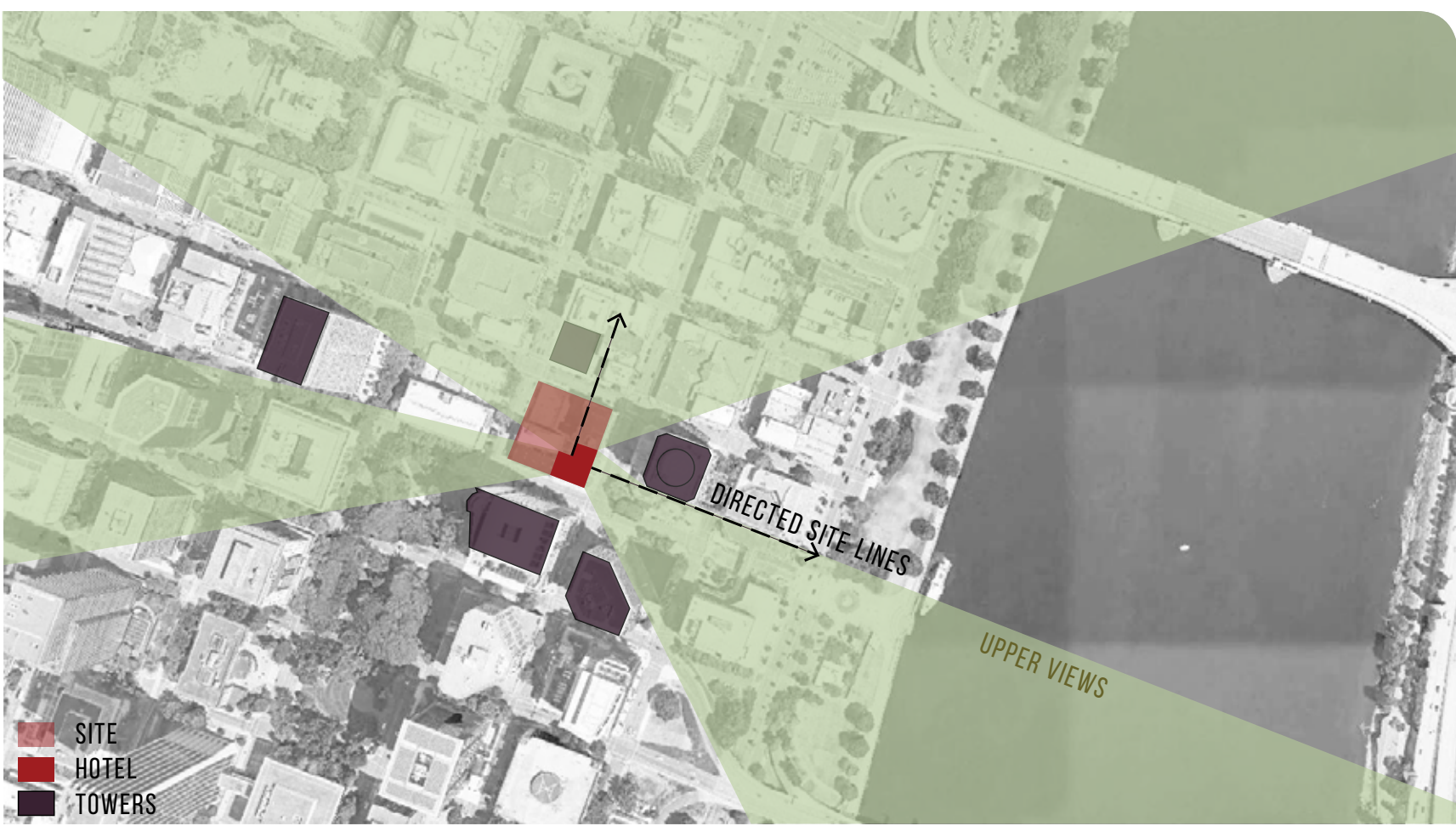
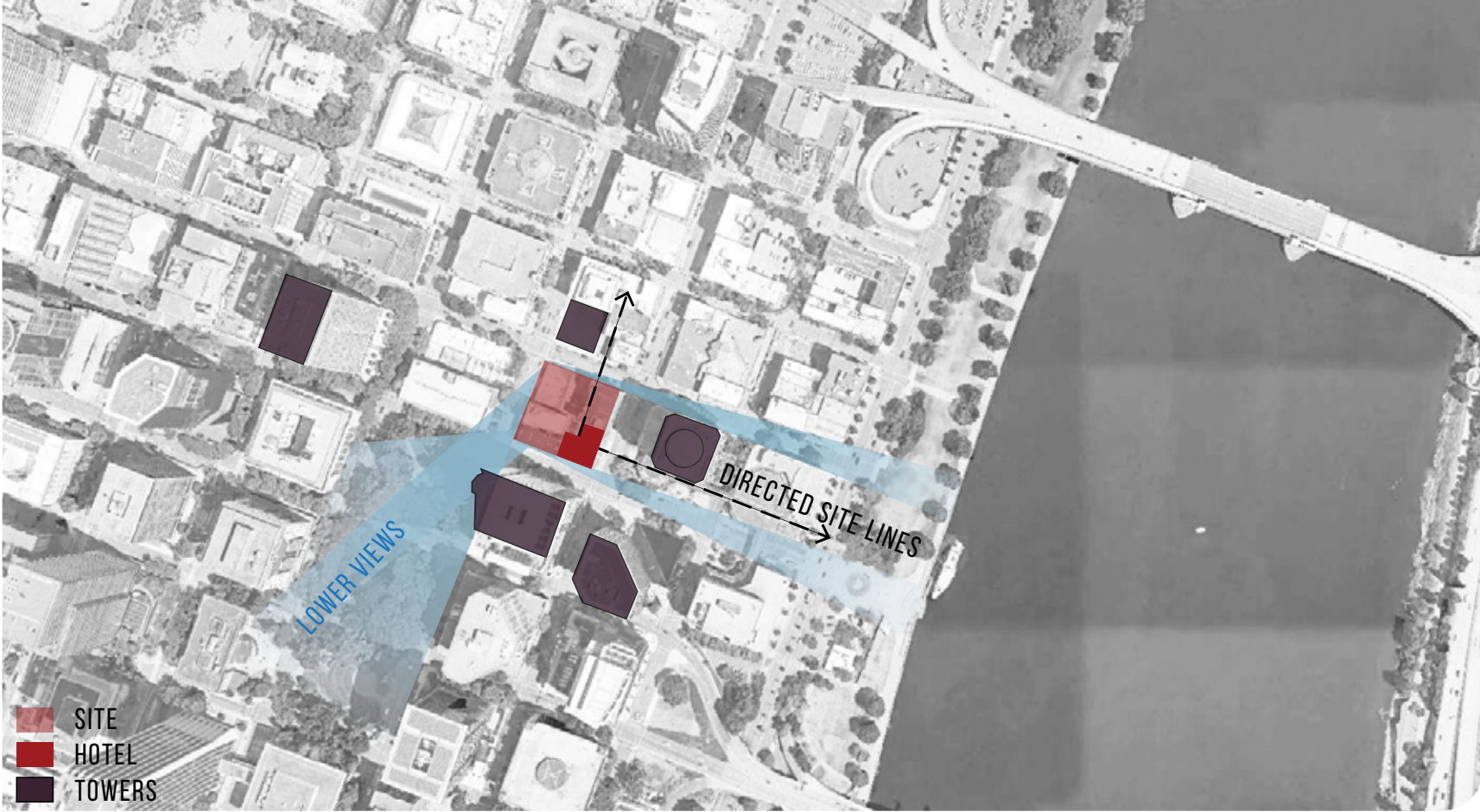
**GUEST EXPERIENCE** The guest experience and rich amenities will be the main driving forces in the design of the hotel. Working from the inside-out and outside-in is a compelling design approach and puts the priority on creating an extraordinary guest experience. It will also allow the unique program to influence the ground plane, gardens, terraces and rooftop amenities.



**DESIGN DATUMS** A unique design driver for the hotel concept relies on the block's site datums. The development of the hotel will respond, with care, to the extraordinary buildings adjacent to our parcel.

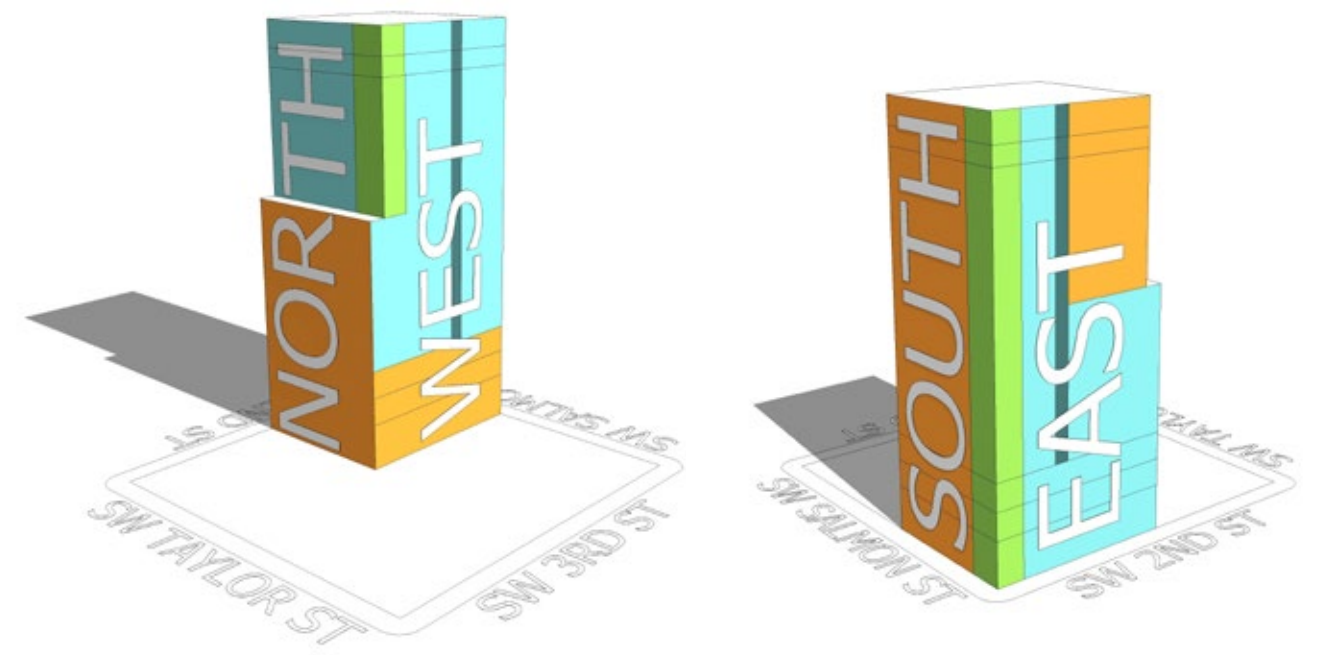


**GROUND VS. SKY** Our goal for the hotel design is to connect the dynamic aspects of the ground plane to the top of the tower. These fluctuations will guide the creative response to how we articulate the first forty feet and how the hotel contributes to the Portland skyline.



# VIEW SHED ANALYSIS

HOTEL



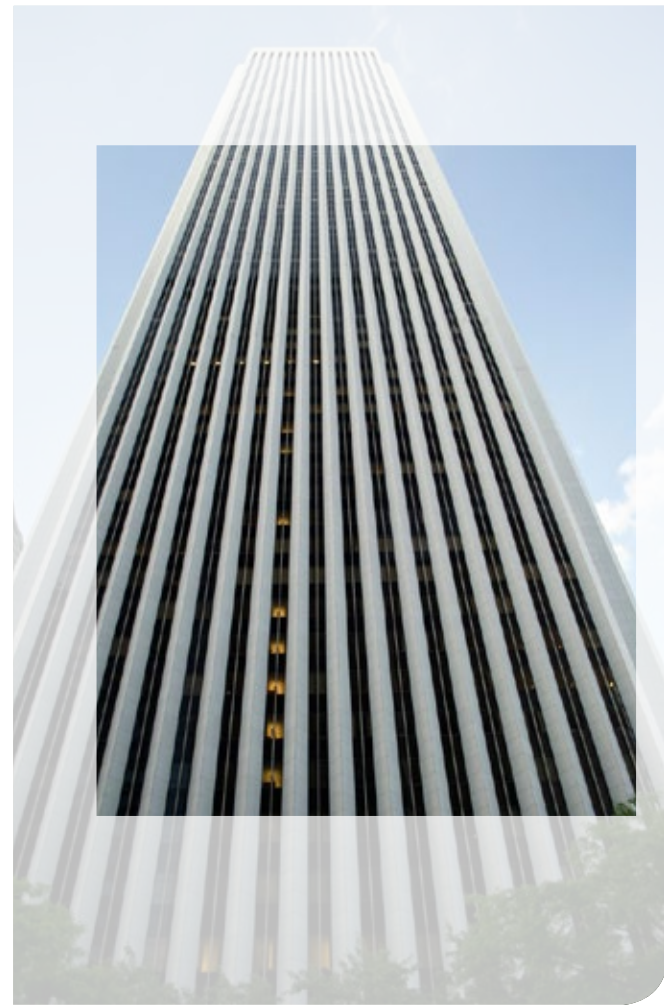
- HIGH QUALITY VIEWS
- MEDIUM QUALITY VIEWS
- LOWER QUALITY VIEWS

# PRECEDENTS

HOTEL



REVEAL AND SCREEN THE INTERIOR



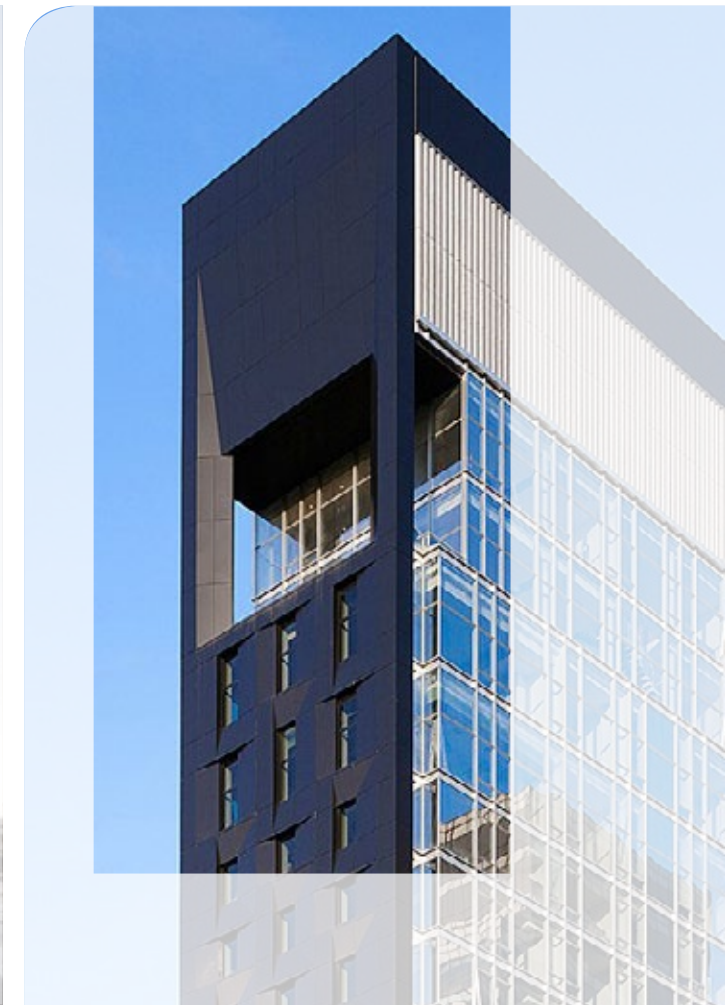
SCALE



FOCUSED VOLUMETRIC EXPRESSION



DESIGN FROM THE INSIDE-OUT

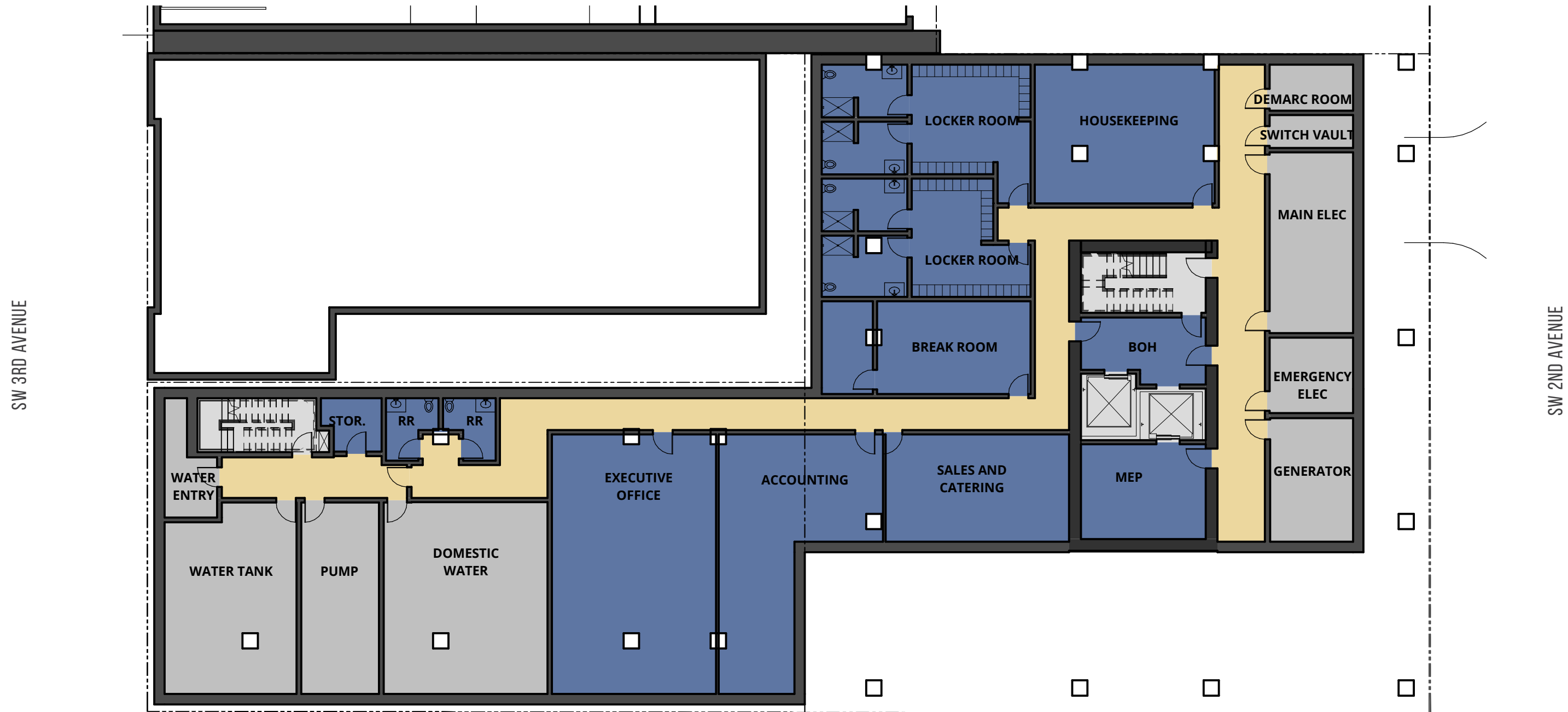


GUEST EXPERIENCE AND AMENITY

- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

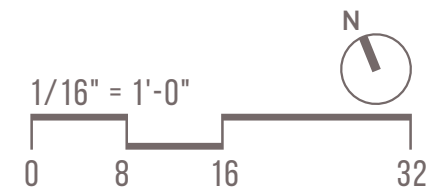
# FLOOR PLANS

HOTEL



SW SALMON STREET

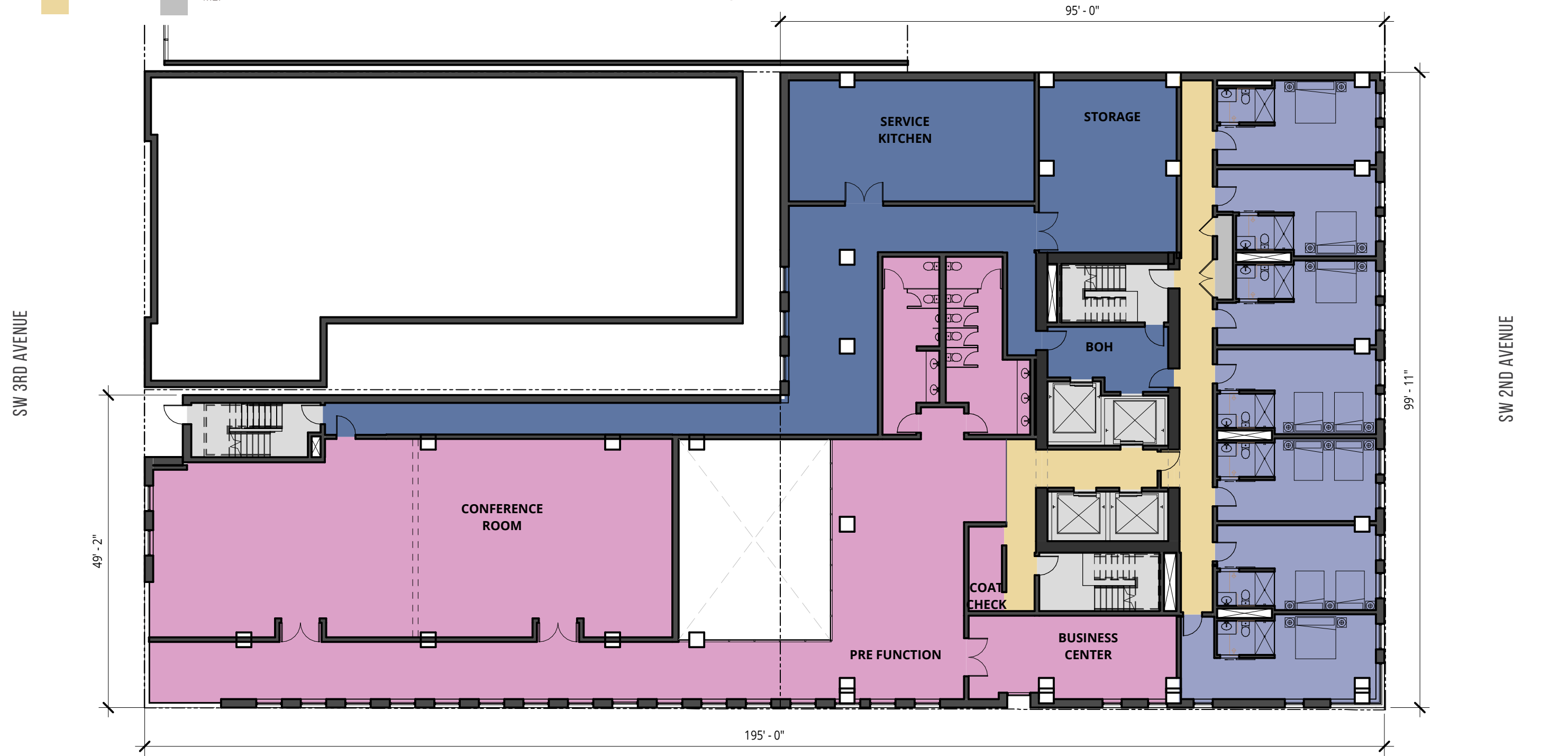
LEVEL B1



- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

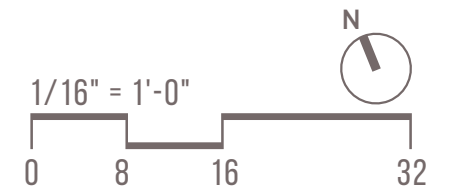
# FLOOR PLANS

HOTEL



SW SALMON STREET

LEVEL 2

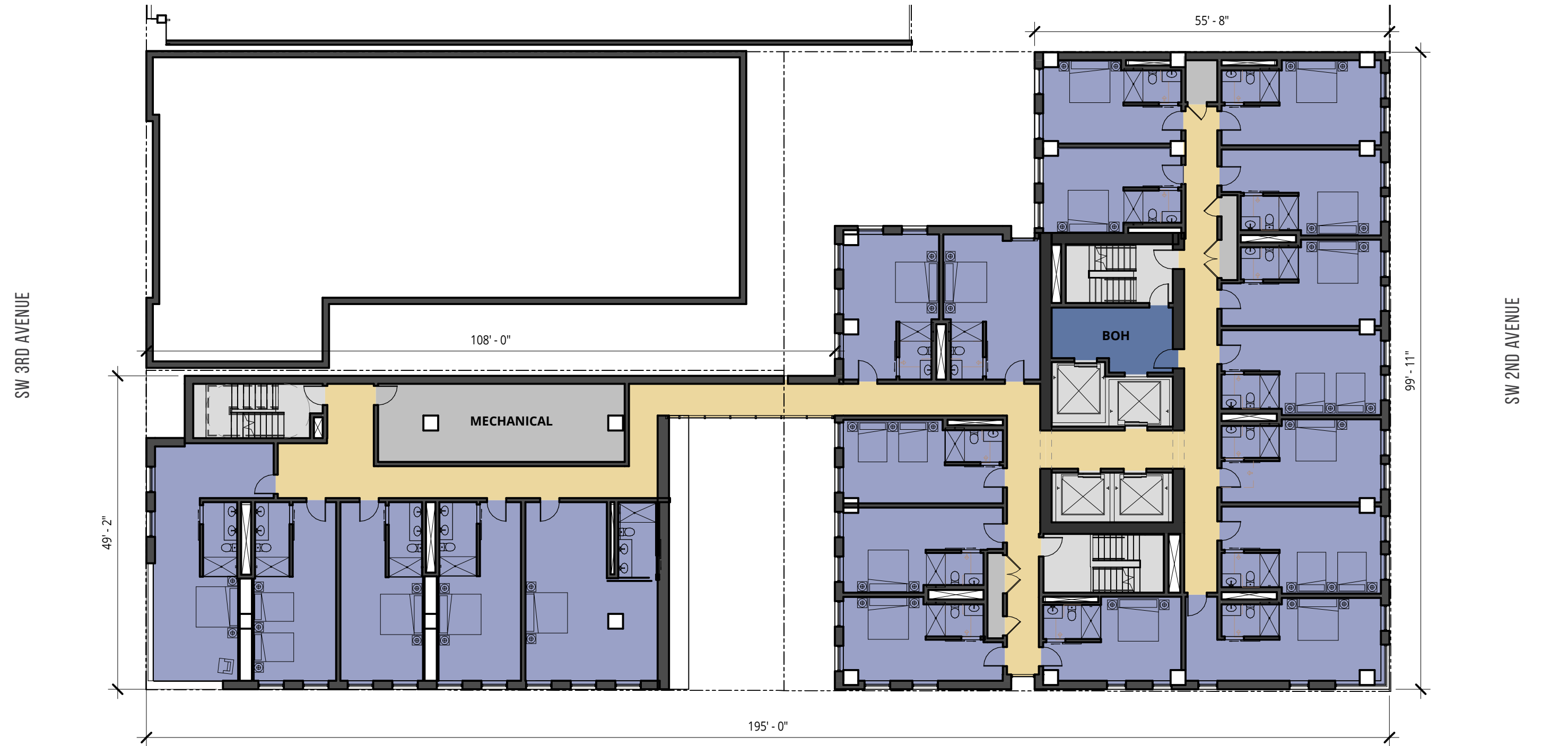




- LOBBY
- OUTDOOR AMENITY
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- GUEST ROOMS
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- MEP

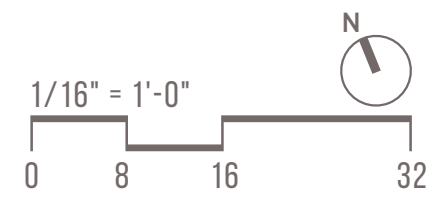
# FLOOR PLANS

HOTEL



SW SALMON STREET

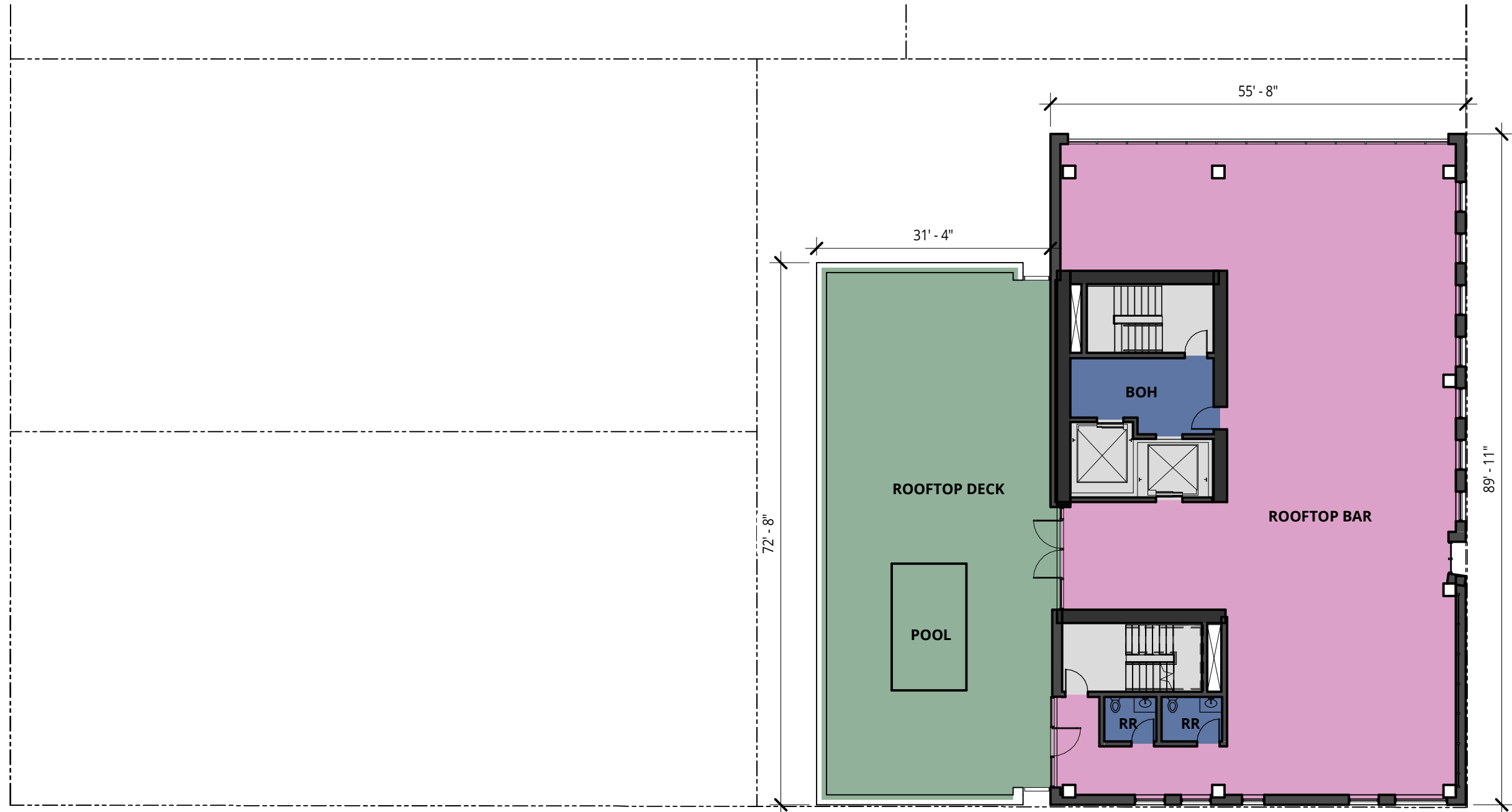
LEVEL 4



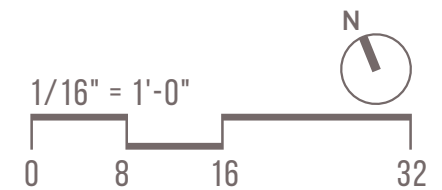
- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

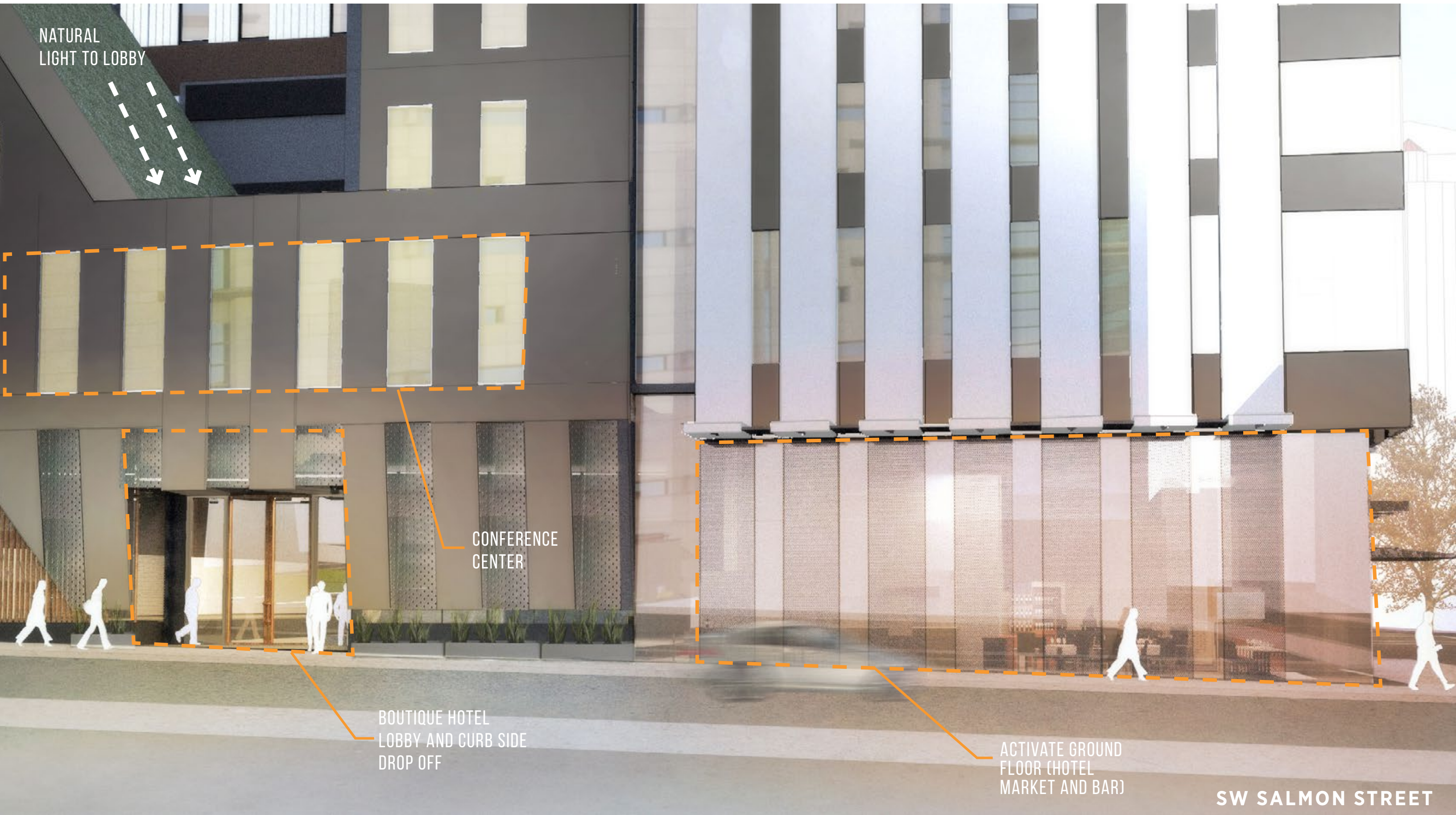
# FLOOR PLANS

HOTEL



LEVEL 20





NATURAL LIGHT TO LOBBY

CONFERENCE CENTER

BOUTIQUE HOTEL LOBBY AND CURB SIDE DROP OFF

ACTIVATE GROUND FLOOR (HOTEL MARKET AND BAR)

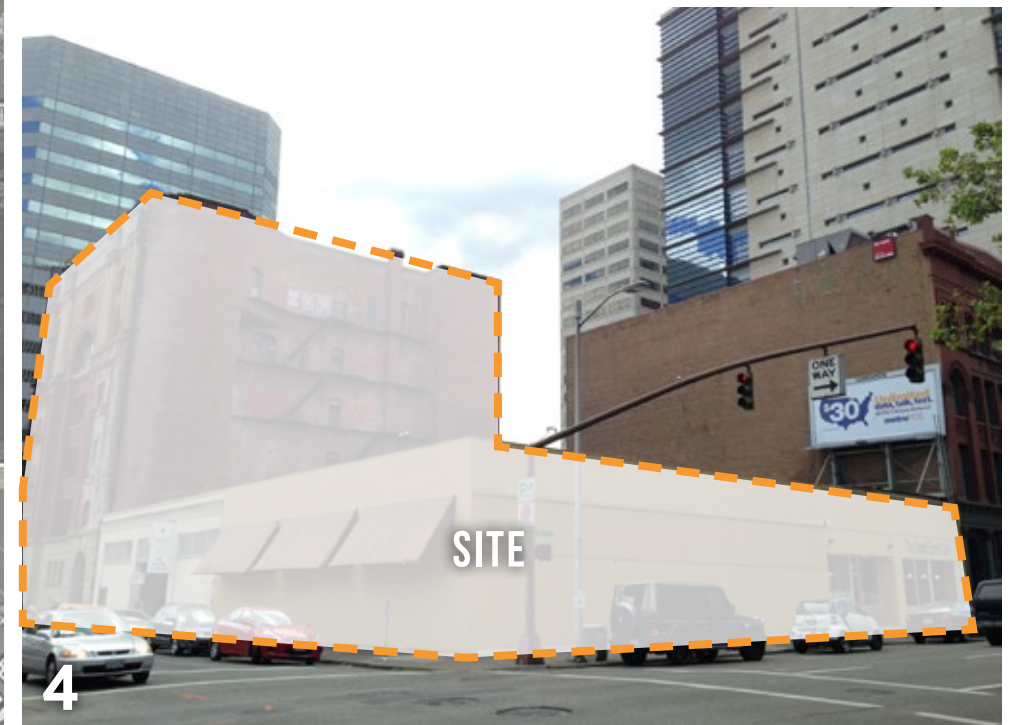
SW SALMON STREET

# RENDERINGS

SW 2ND



# SITE CORNERS



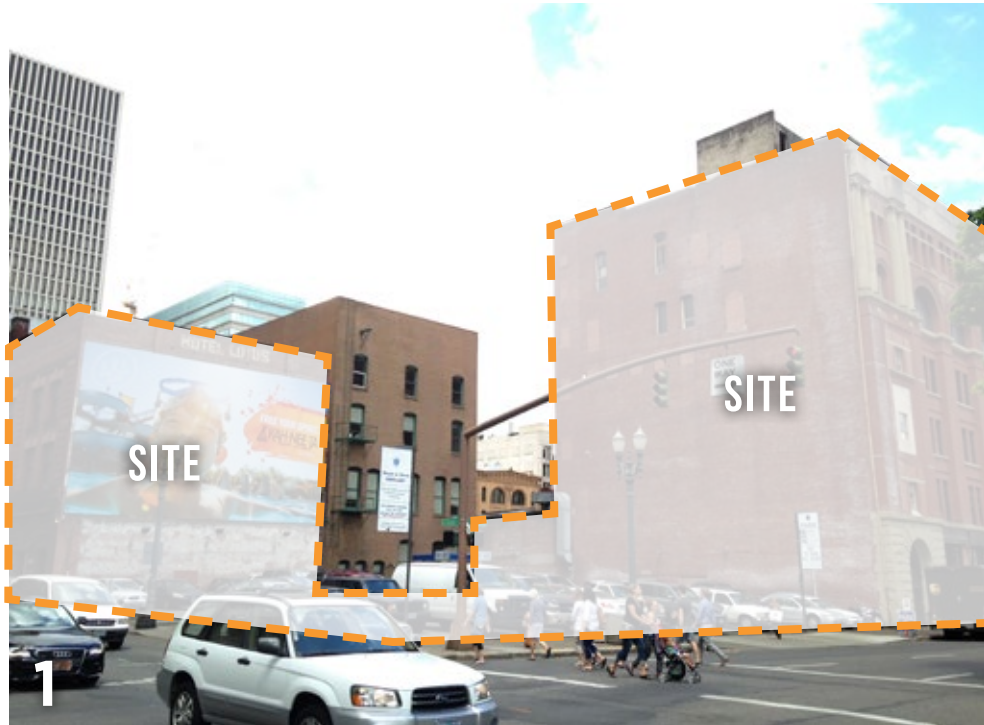
# SITE CORNERS



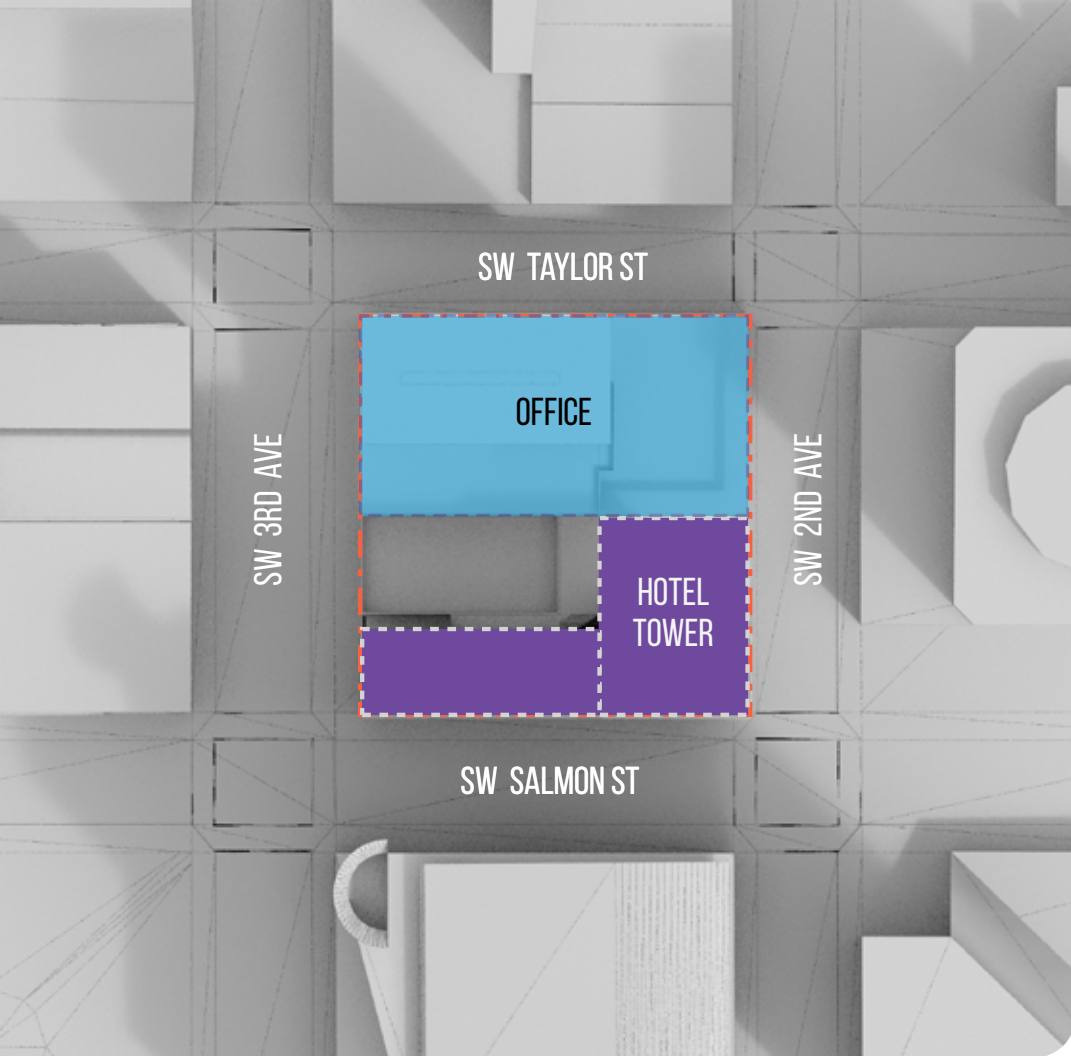
# SITE CORNERS



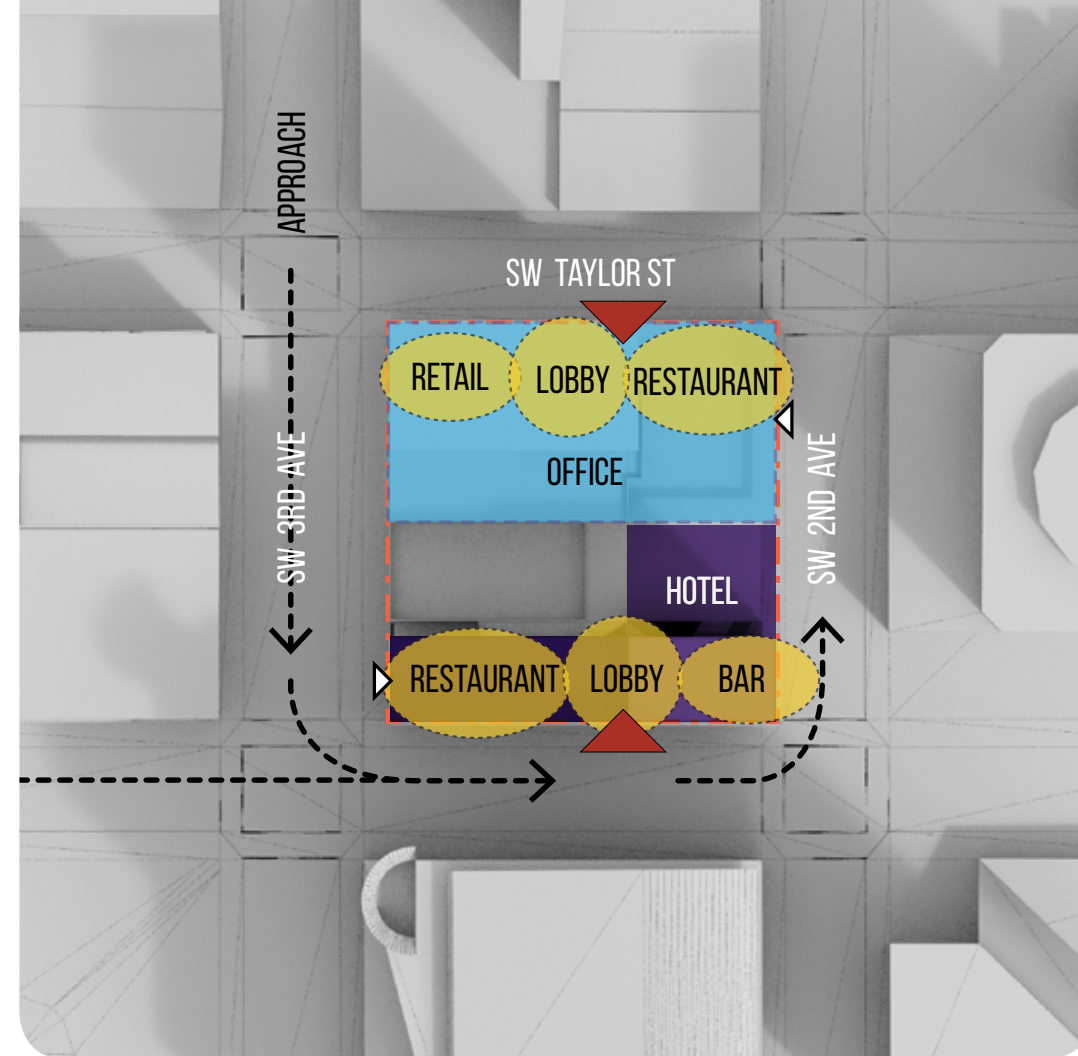
# SITE CORNERS



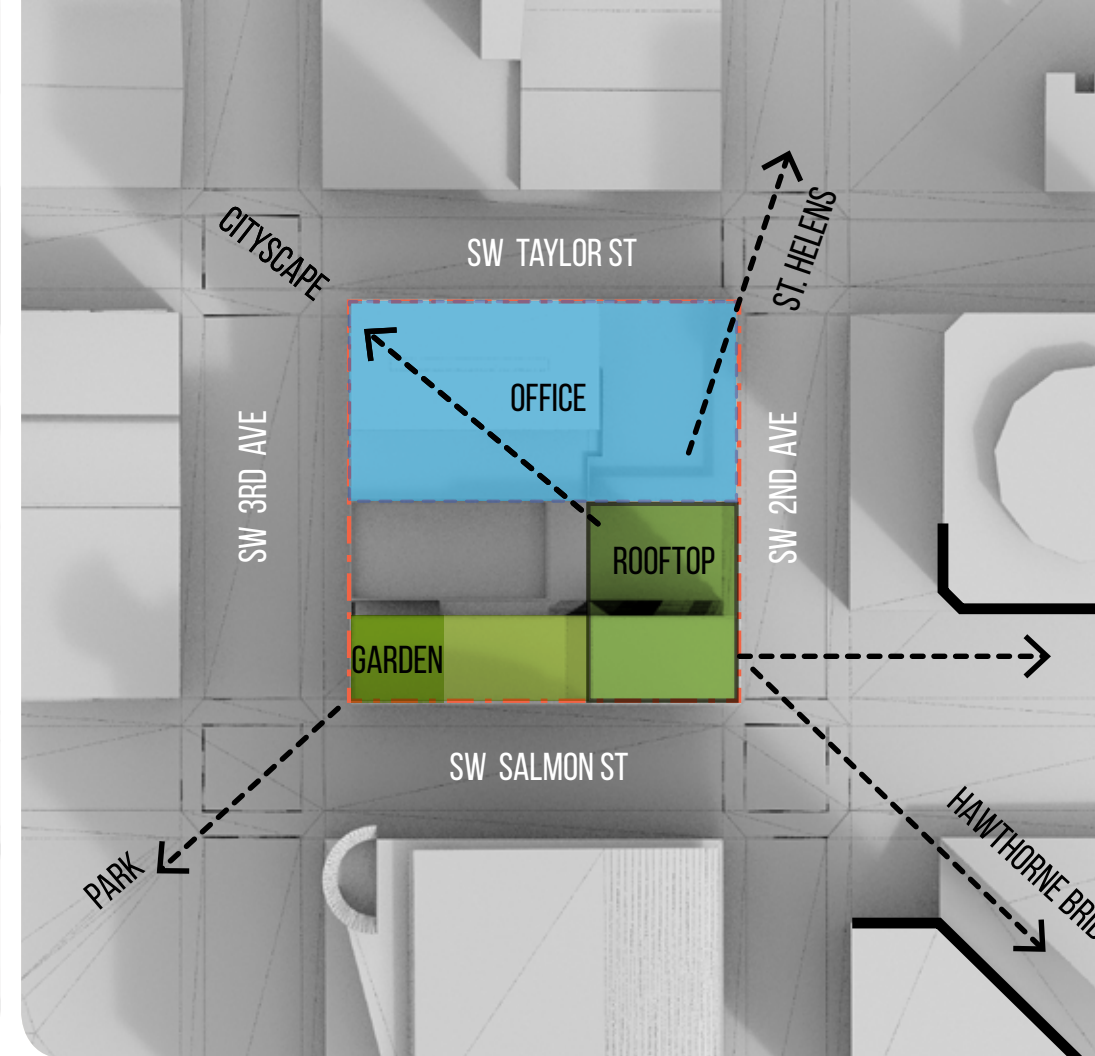




**SCALE** This site exists on two scales: the block/ the overall neighborhood scale and the buildings themselves. The two scales overlap in our concept, illustrating the incredible opportunity to create a vibrant place in the heart of downtown. The block has a mysterious past, providing opportunity to tell a truly unique Portland story. The concept is a modern gesture that is both reverential and bold. Our goal is to unify the block--both the office and the hotel--telling a coherent story that requires all the components to be successful.



**EXPERIENCE** The experience of this place begins on the approach, with the hotel perched on the southeast corner of the site, leveraging exposure on 3 separate facades. The office on the north will compliment the block in scale and use, both acting as an anchor between SW 3rd and SW 2nd Ave and introducing a new identity for the district.



**CONNECTED** Diverse outdoor experiences are arranged at various levels and designed to focus on existing city amenities. The hotel provides opportunities for view to the Willamette River, cityscapes to the North/Northwest, and connections to Lowndale Square at the Southwest. The office allows greater access to daylight and direct visual connections to the city's central core.

## SITE ORGANIZATION

PROGRAM

# RENDERINGS

SW 3RD AND SALMON

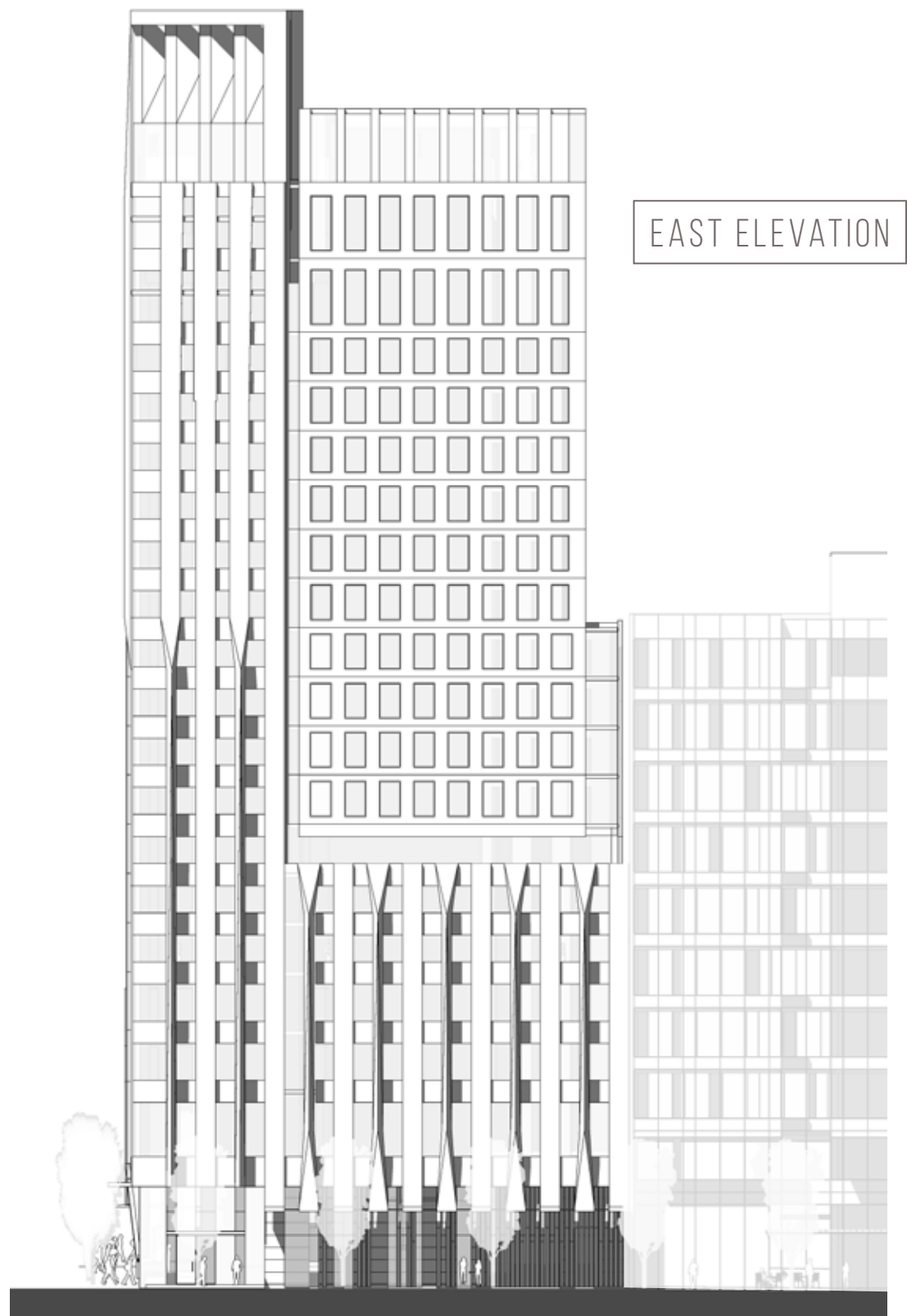


# RENDERINGS

SW SALMON

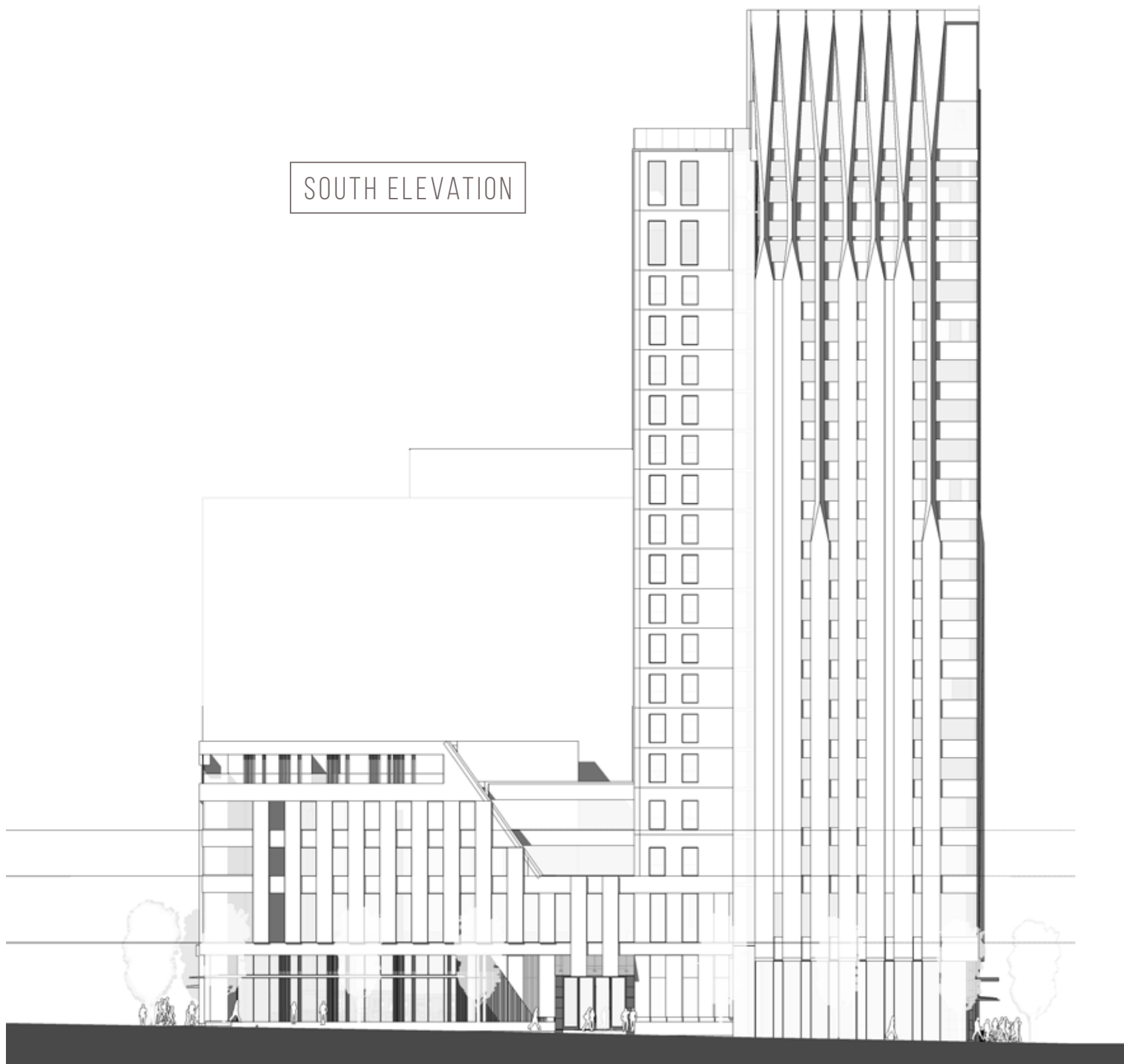


# ELEVATIONS



EAST ELEVATION

← HOTEL → ← OFFICE →



SOUTH ELEVATION

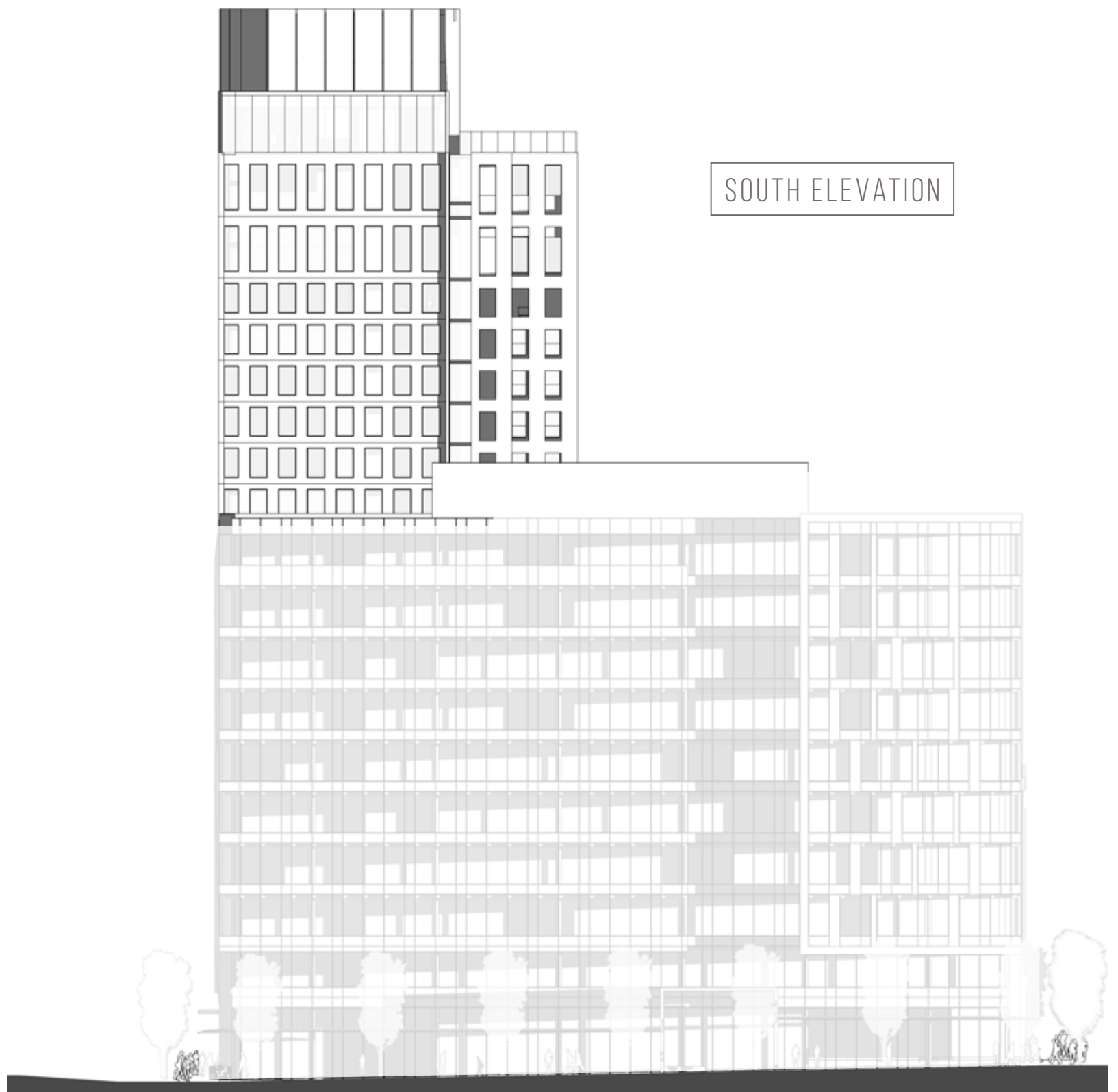
1/16" = 1'-0"  
0 8 16 32

# ELEVATIONS

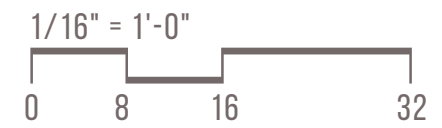
WEST ELEVATION



SOUTH ELEVATION



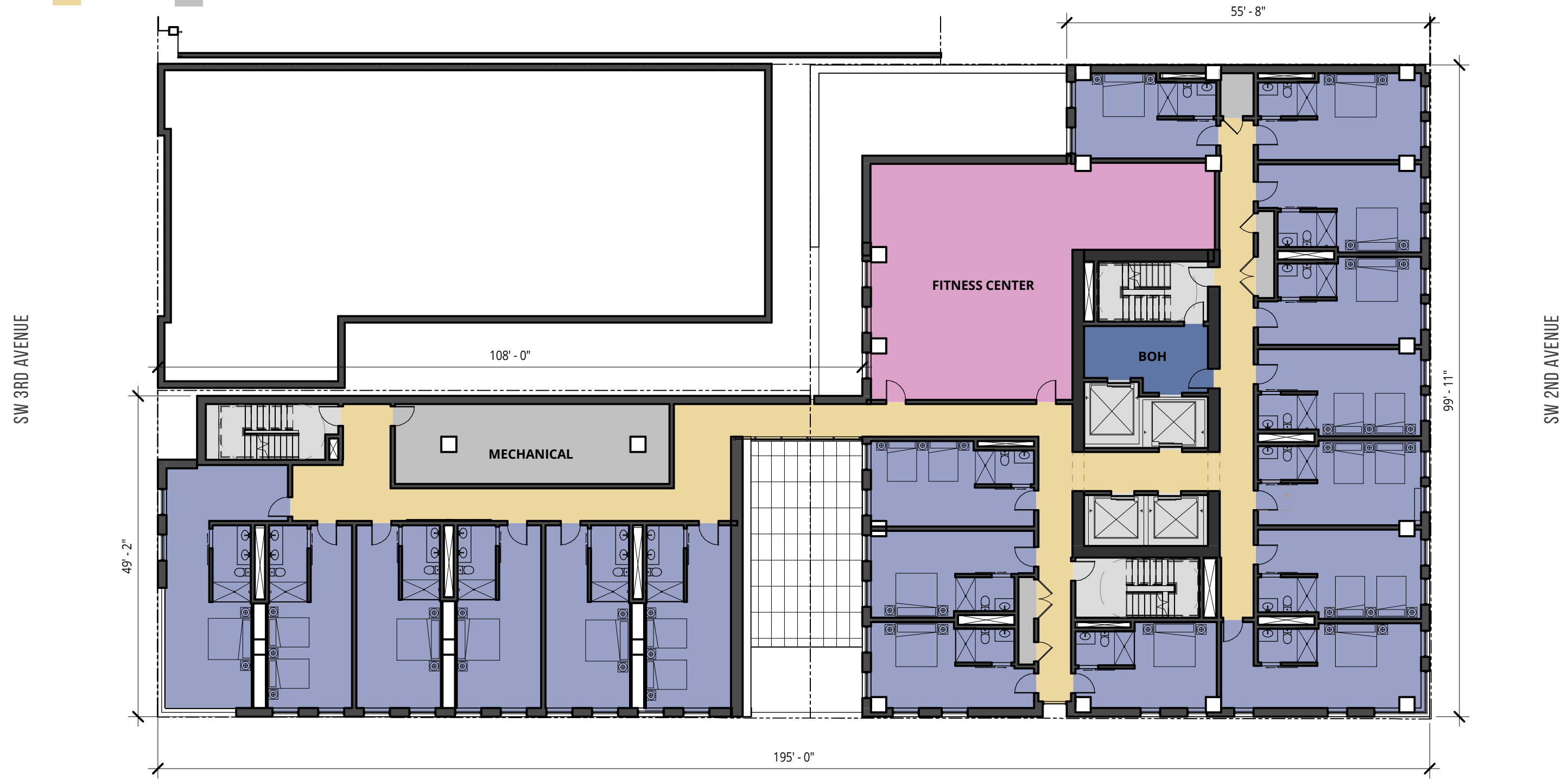
OFFICE → AUDITORIUM ← HOTEL



- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

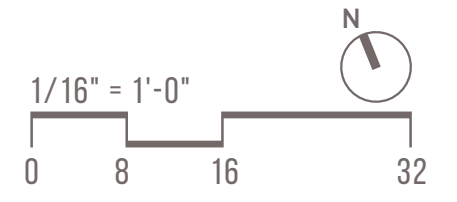
# FLOOR PLANS

HOTEL



SW SALMON STREET

LEVEL 3



- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

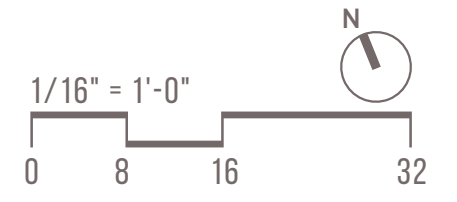
# FLOOR PLANS

HOTEL



SW SALMON STREET

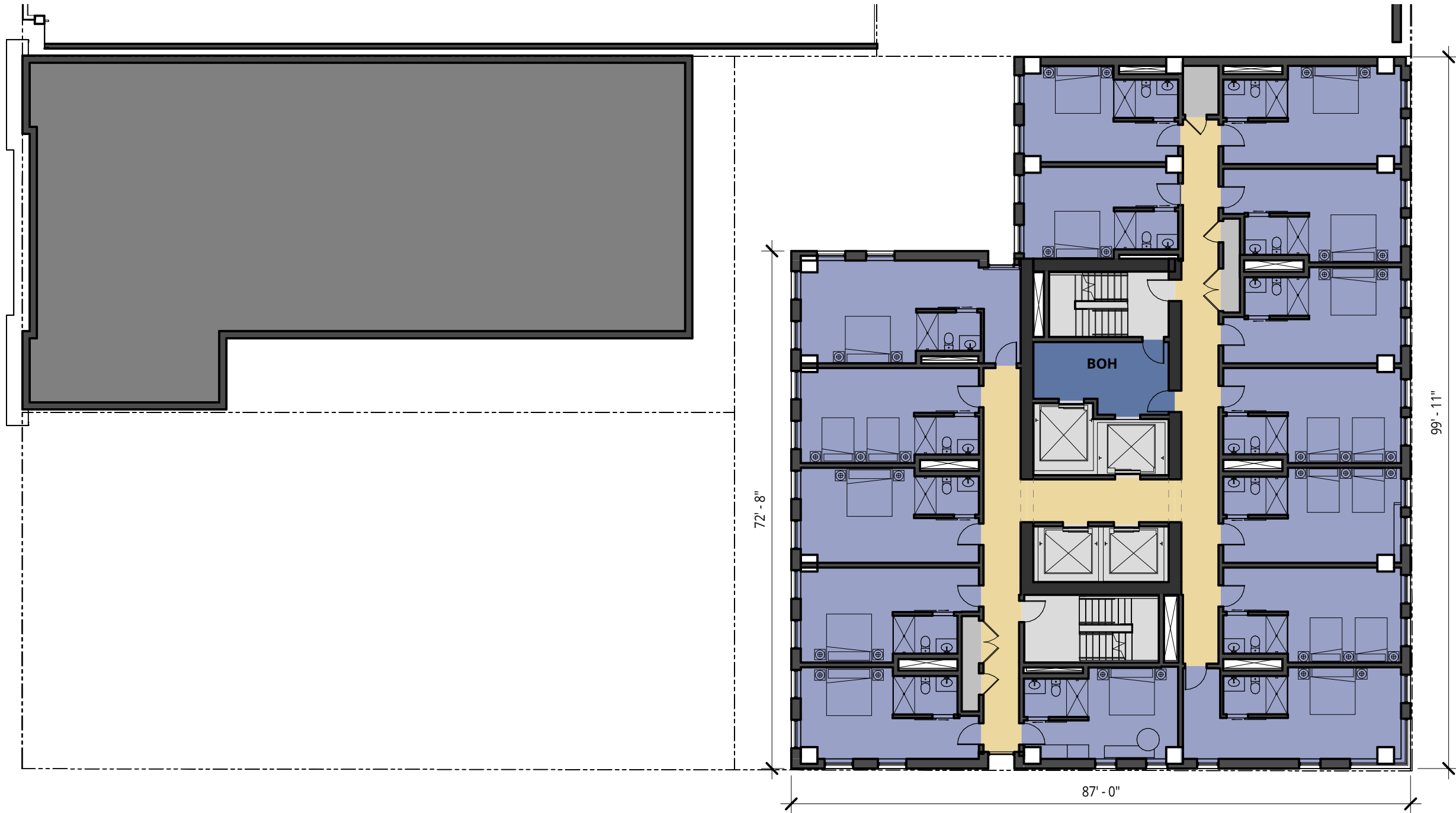
LEVEL 5



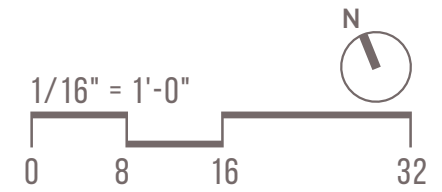
- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

# FLOOR PLANS

HOTEL



LEVEL 6

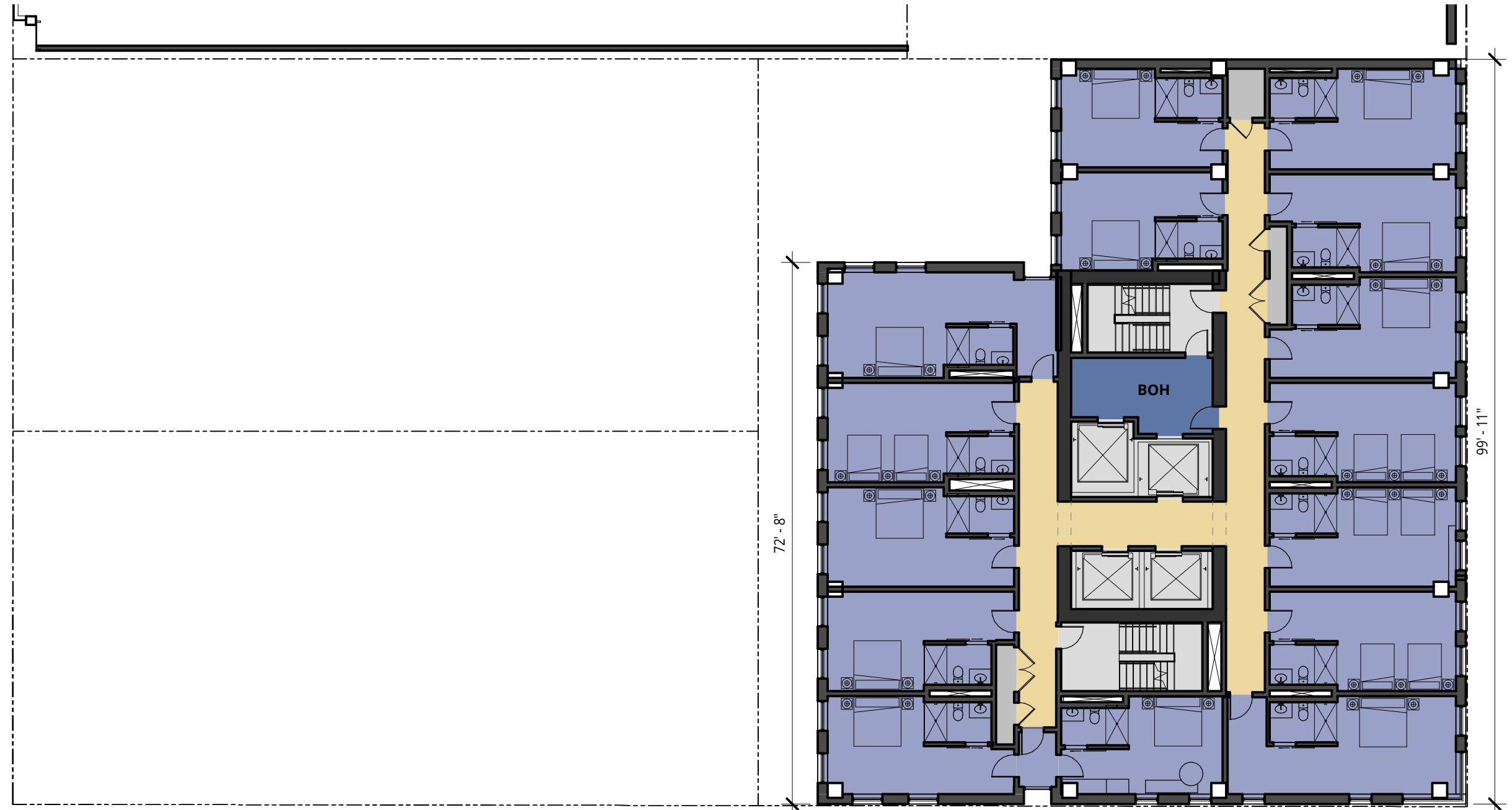




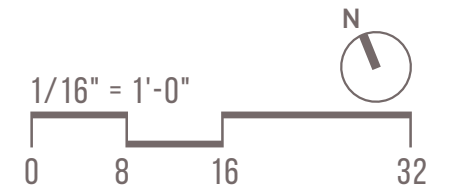
- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

# FLOOR PLANS

HOTEL



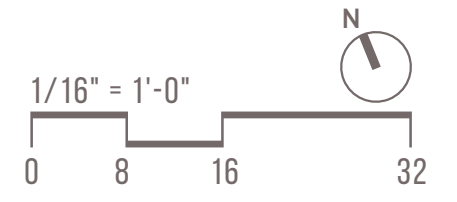
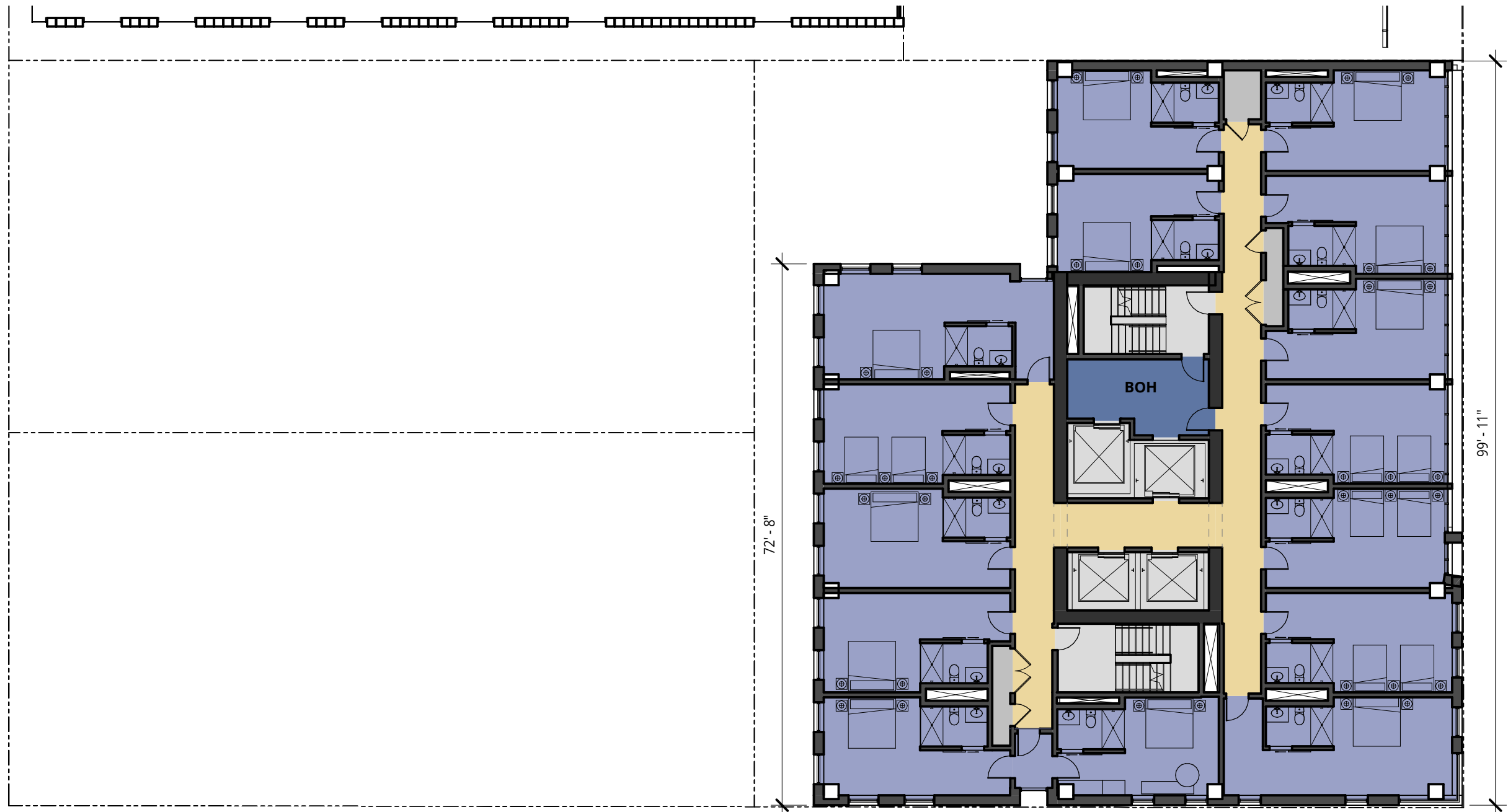
LEVEL 7



- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

# FLOOR PLANS

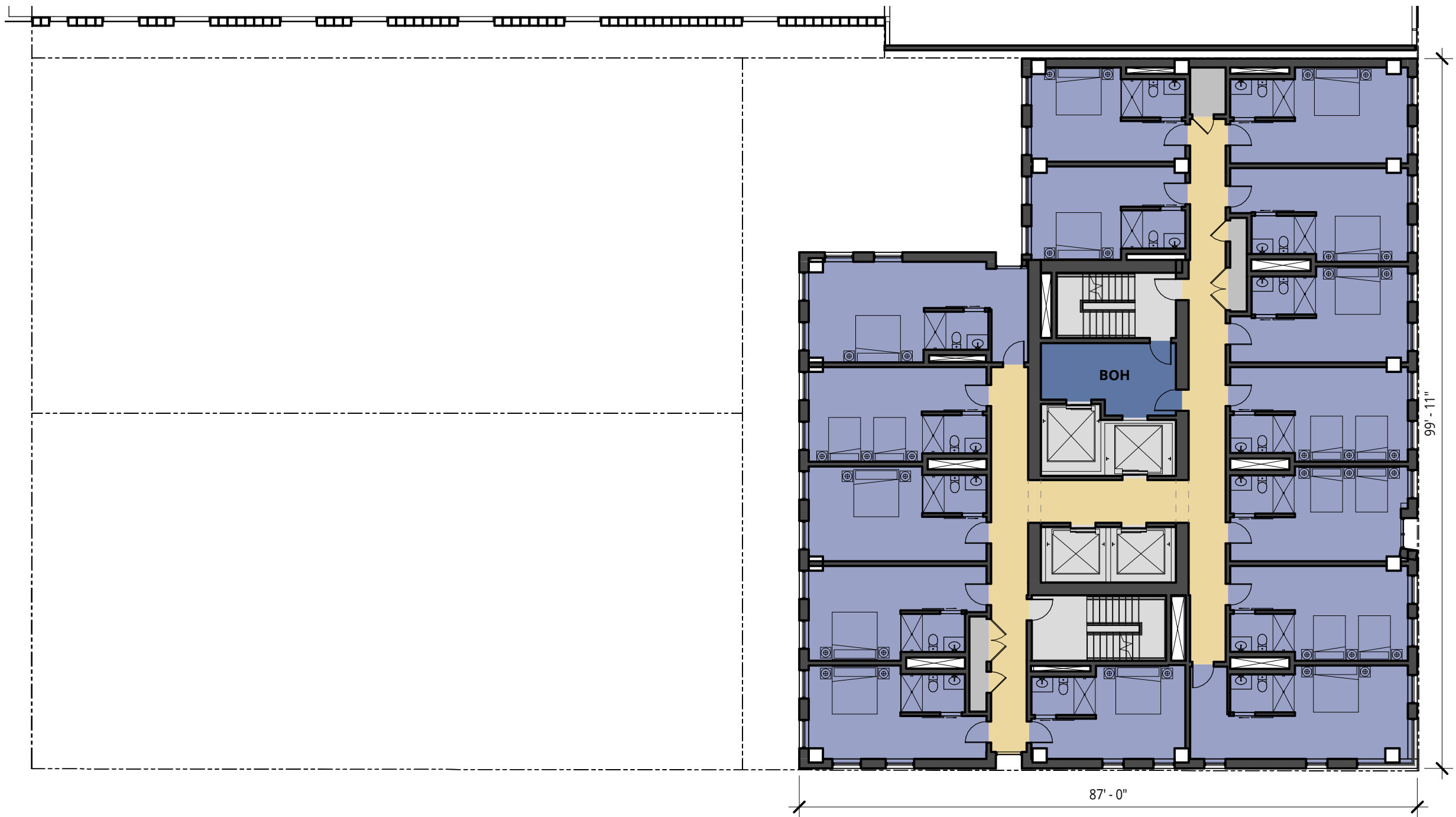
HOTEL



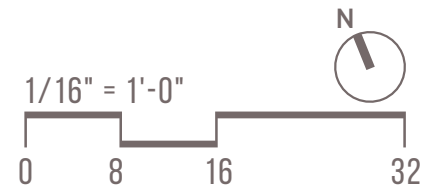
- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

# FLOOR PLANS

HOTEL



LEVEL 9-12

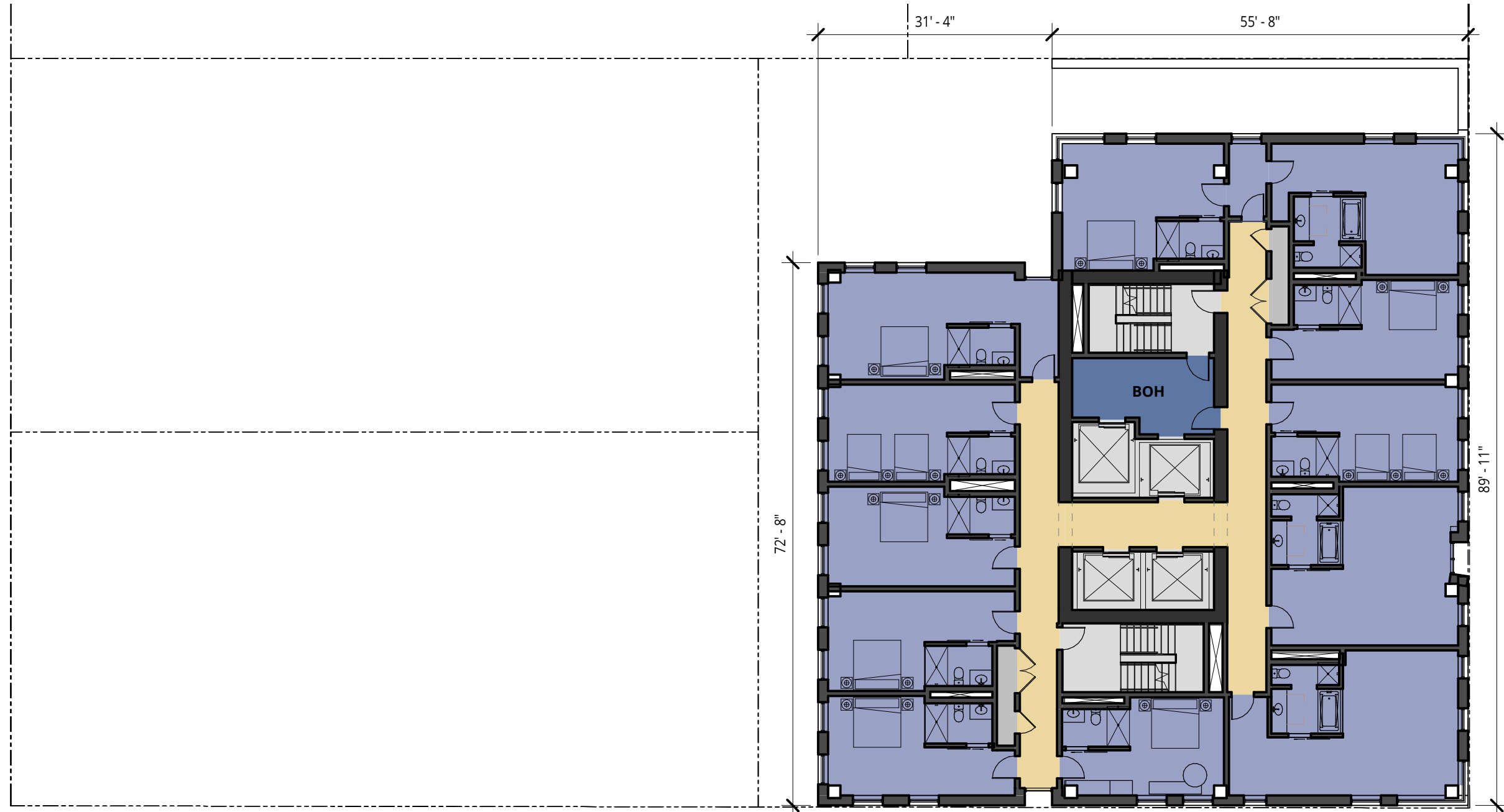


- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

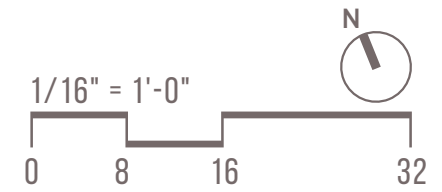
# FLOOR PLANS

## HOTEL



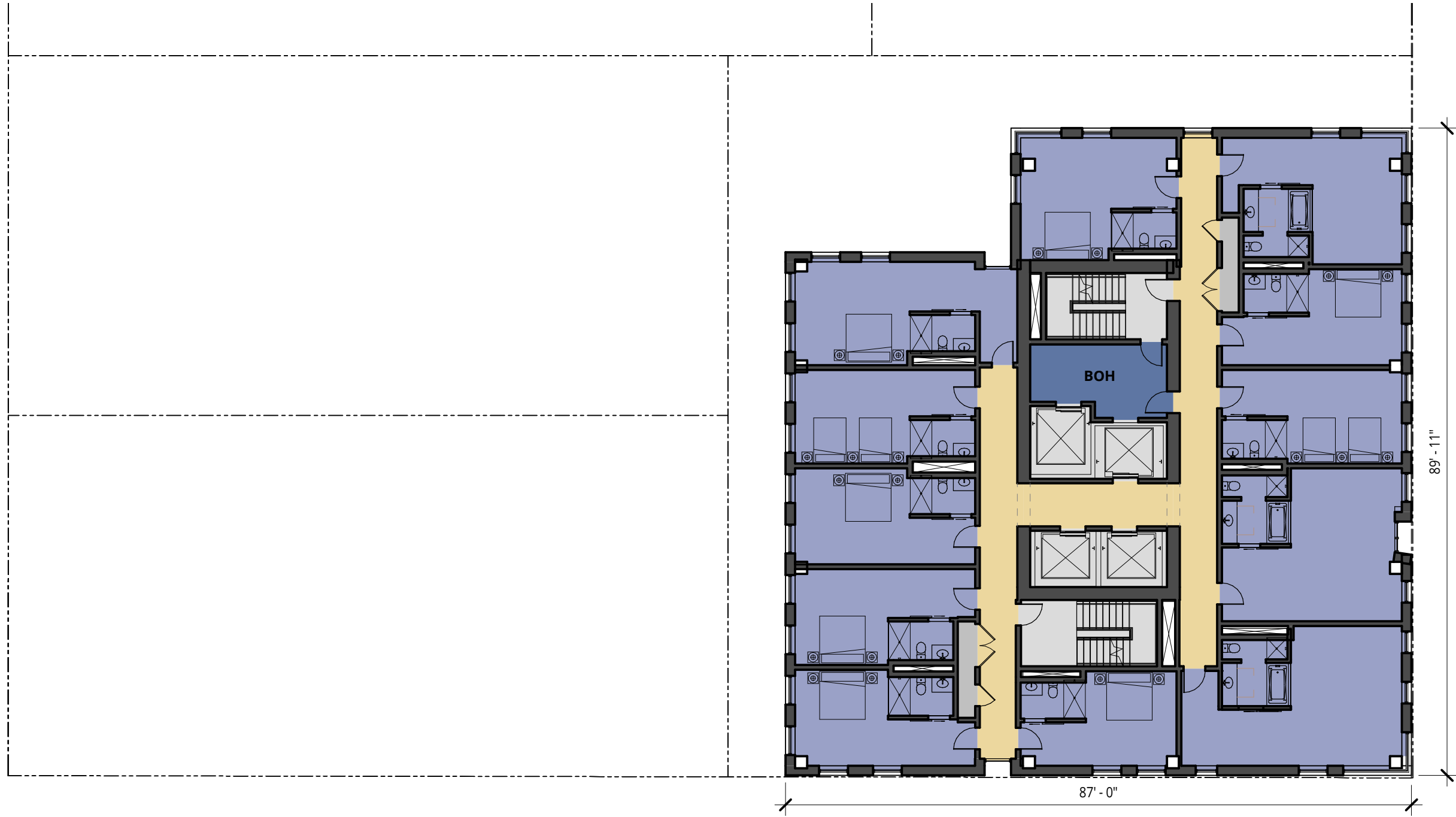
LEVEL 13



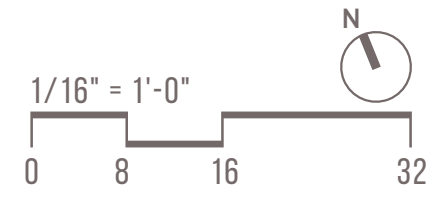
- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

# FLOOR PLANS

HOTEL



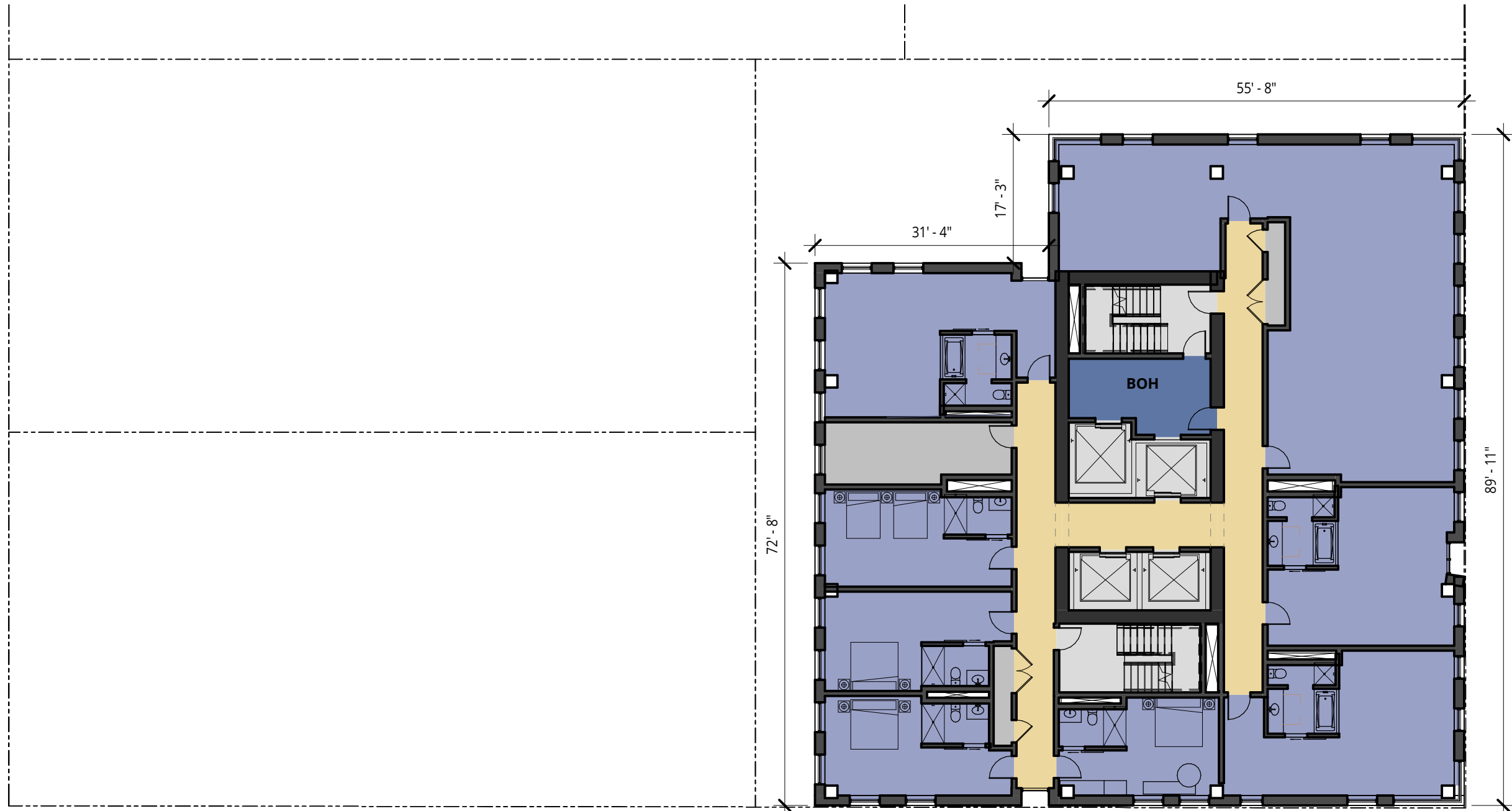
LEVEL 14-18



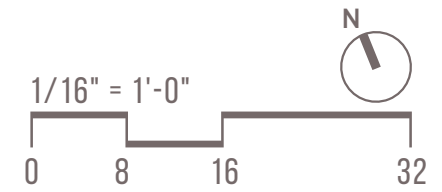
- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

# FLOOR PLANS

HOTEL



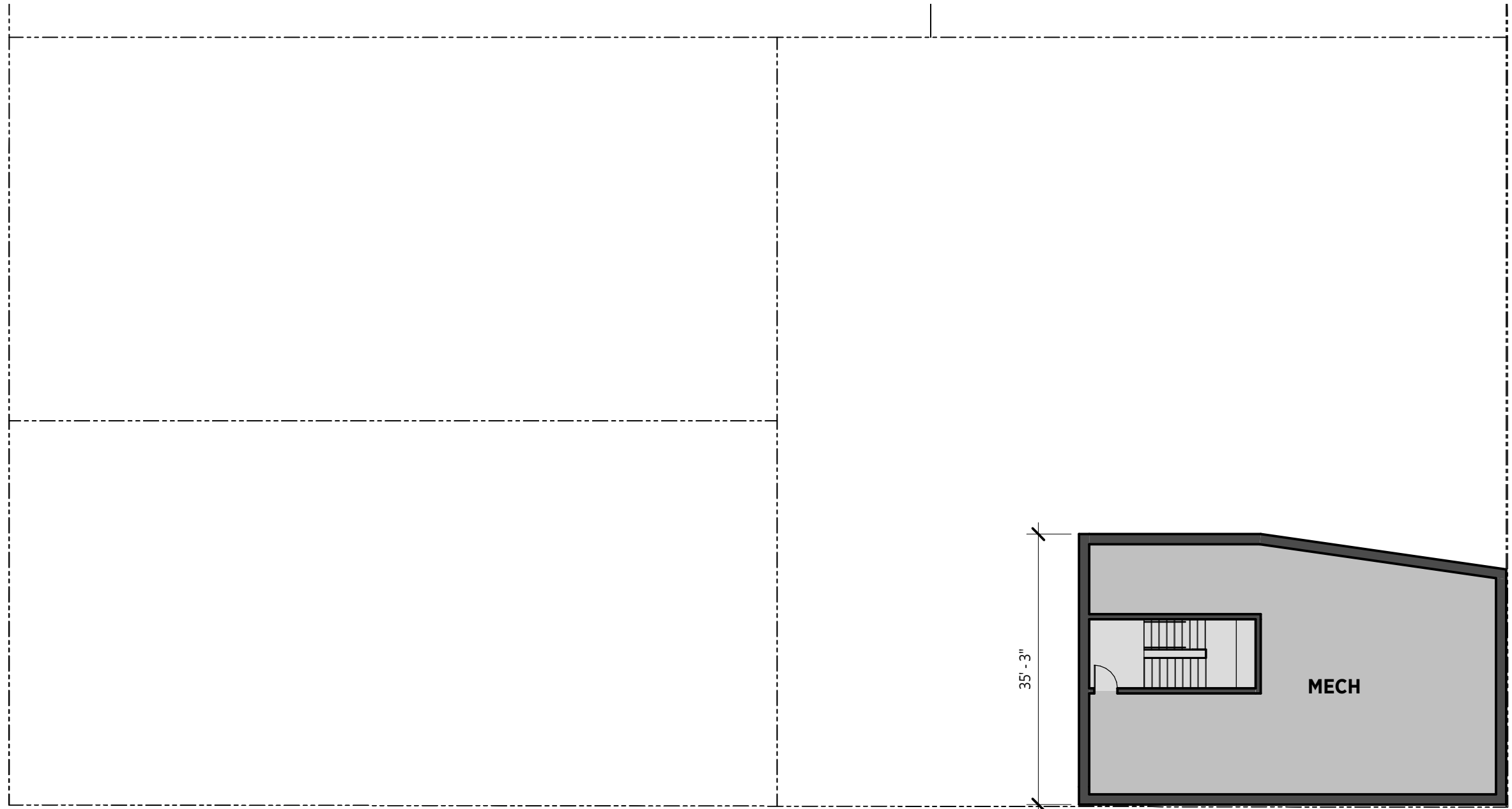
LEVEL 19



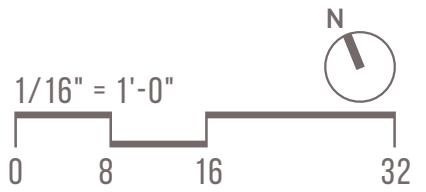
- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

# FLOOR PLANS

HOTEL



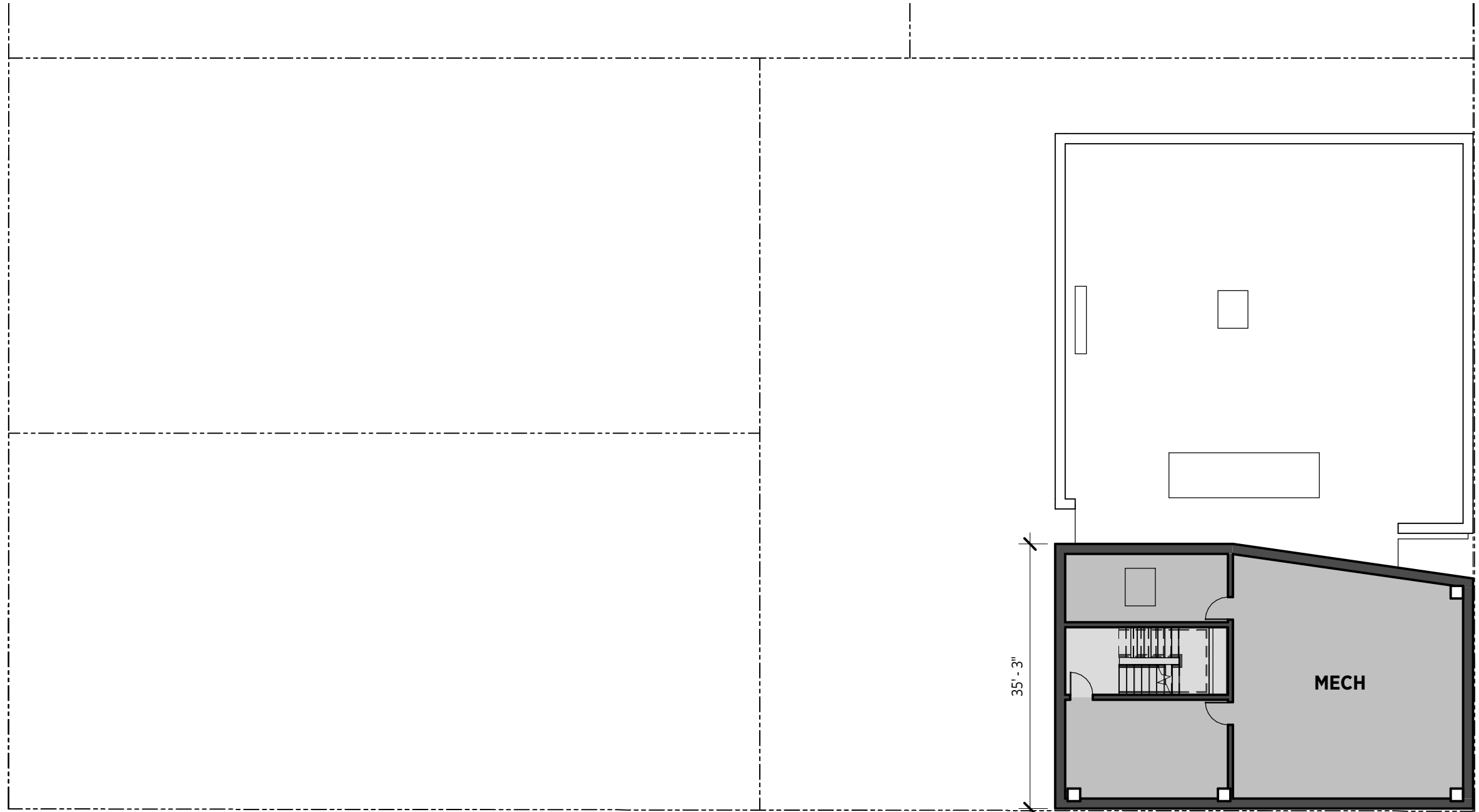
## ROOF 2 - PENTHOUSE



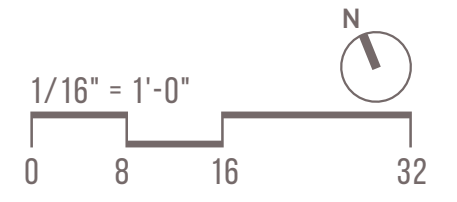
- LOBBY
- GUEST ROOMS
- AMENITY
- OUTDOOR AMENITY
- SUPPORT
- CORRIDOR
- RETAIL
- VERTICAL CIRCULATION
- MEP

# FLOOR PLANS

HOTEL



## ROOF - HOTEL





- LOBBY
- OUTDOOR AMENITY
- RETAIL
- GUEST ROOMS
- SUPPORT
- VERTICAL CIRCULATION
- AMENITY
- CORRIDOR
- MEP

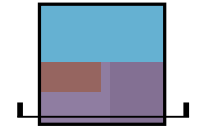
# SITE SECTIONS

HOTEL

EAST WEST  
1" = 50'-0"

NORTH SOUTH  
1" = 50'-0"

KEY PLAN

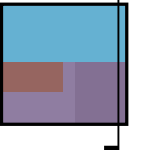


PARKING GARAGE

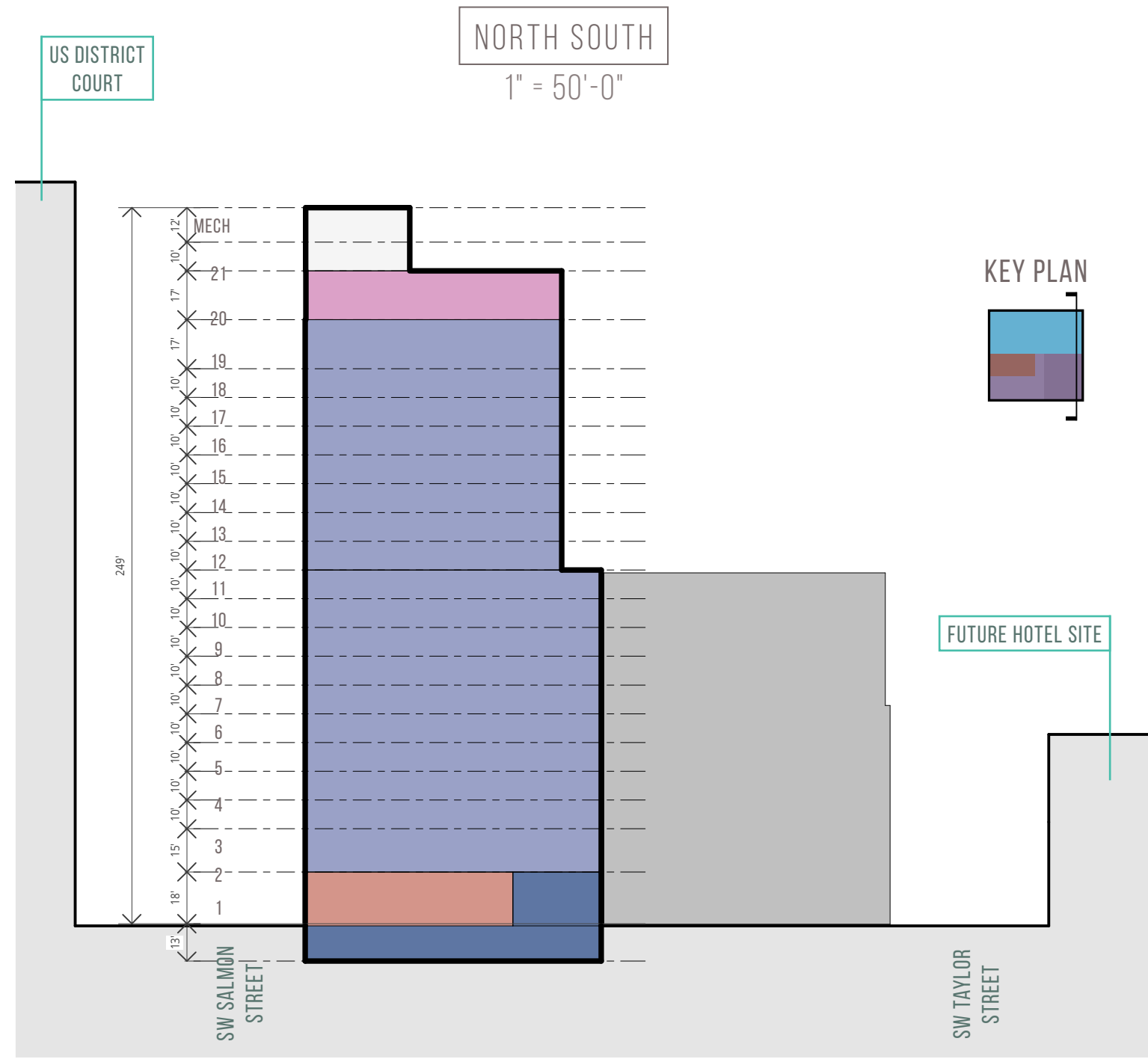
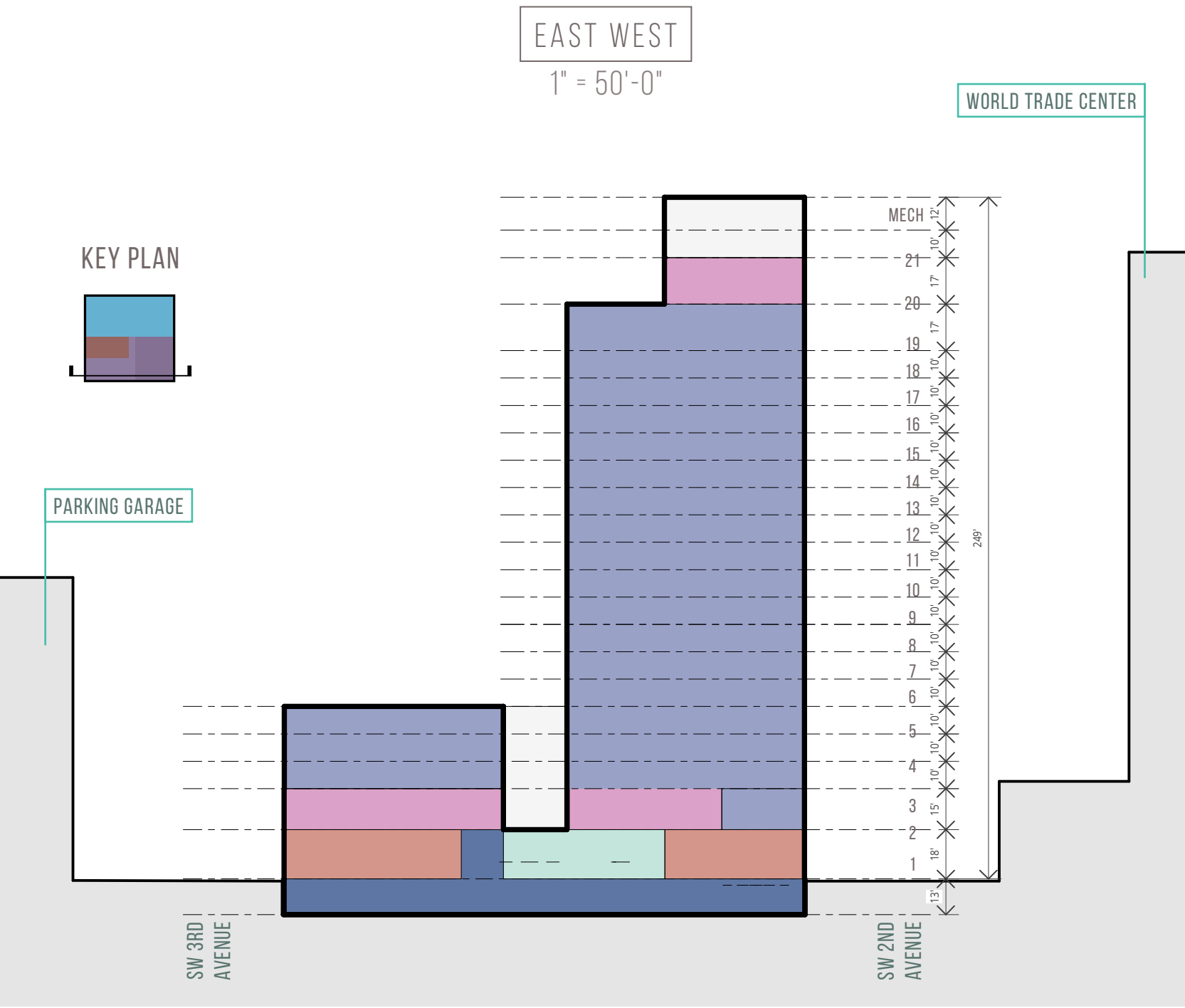
WORLD TRADE CENTER

US DISTRICT COURT

KEY PLAN



FUTURE HOTEL SITE



3RD & TAYLOR  
DESIGN ADVICE REQUEST  
#15-221480-EA

NOVEMBER 19TH, 2015



THIRD & TAYLOR  
DEVELOPMENT LLC