



City of Portland  
**Bureau of Development Services**  
Land Use Services Division

1900 SW Fourth Ave., Suite 5000  
Portland, Oregon 97201  
Telephone: (503) 823-7300  
TDD: (503) 823-6868  
FAX: (503) 823-5630  
www.bds.ci.portland.or.us

## MEMORANDUM

**Date:** October 20, 2008  
**To:** Kurt Schultz, Sera Architects  
**From:** Noelle Elliott, Development Review  
Phone number 503-823-7812  
**Re:** 08-136009 DA – Wyndham Hotel at NW 14<sup>th</sup> Ave & NW Irving St  
Design Advice Request Summary Memo for October 2, 2008

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. Attached is a summary of the comments provided by the Design Commission at the October 2, 2008 Design Advice Request. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. For a small fee we can provide you with copies of those recordings; to request copies, please call 503-823-7814.

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 2, 2008. 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 pre-application, a land use review application, public notification, a Staff Report and a public hearing] 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 for your formal Type III Design Review application.

*Encl:*  
Summary Memo

*Cc:* Design Commission  
Respondents

This memo summarizes **Design Commission** design direction provided at the October 2, 2008 DAR.

Question from the beginning of the hearing:

- Have you considered filling the ground floor and moving the private amenity spaces to an upper floor?
- Do any Wyndham properties have restaurants or other retail amenities within their property?
- Have you considered having a valet service and/or drop off on 14<sup>th</sup> Ave?
- Please explain the need for individual heating units in the rooms using a louvered system, instead of a centralized heating system?
- What is the aversion to incorporating more traditional/publicly engaging retail in the building?
- Who will be using the seating outside of the sale's room, and are they loose seating elements?
- What is happening on the roof? Is an active area or green roof proposed?

**General comments**

- The program of the ground floor is problematic. It is too inward focused and does not relate to the spirit of the Pearl District, which is characterized by pedestrian activity. The pedestrian pathway is a great amenity and should be embraced, not barred at the ground level.
- There are two primary opportunities to address the building's ground floor issues: 1) Create a public courtyard that has active retail/commercial corners that activate the courtyard and the pedestrian walkway (potentially with a free-standing outward-focused structure in the courtyard), creating a draw for people to go there and supporting a critical mass of activity; or 2) Fill in the ground floor of the courtyard with commercial/retail spaces that activates the pedestrian walkway. In both scenarios, the more private functions of the courtyard, including the hot tub and private amenity spaces, should not be included in the courtyard or at the edge of the pedestrian way.
- Create a welcoming, active pedestrian "gateway" experience at both the east and west corners of Irving.
- The general movement to simplify the building has been positive. Further reduction in the number of cladding materials (eliminating stucco and just using brick), and simplifying the window bays with fewer breaks and mullions, would further improve the building's industrial character.
- Integrate bike rentals/ample bike parking, and alternative transportation in general. This is an important aspect of the Pearl District, and should be celebrated as an amenity, helping to inform the character and/or activity of the ground floor.

**Contextual Response/Pearl District Character**

- Connectivity, coherency and active ground floor use are cultural underpinnings of the Pearl District and Portland. The project needs to look to the Plan Area Guidelines and the Pearl District character in designing the building's urban relationships. Consider the hotel as rooms within the larger "resort", which is the urban environment of the Pearl District itself, and find ways to reach-out to the neighborhood.
- The proposal is an aberration of program and form in the Pearl District. The plan is not programmatically supportable. If you made the best outdoor space, but the internal spaces are the same, the project is not successful. Either re-program the existing building and make a great public and accessible garden, or follow a suggested alternate proposal and make a bold move with a full-site commercial ground floor.
- You are highly encouraged to look at more active commercial uses on the corners that faces the pedestrian way, perhaps with a free-standing structure that fills part of the courtyard and creates a need to go there. Currently it's a pedestrian way to nowhere. The project is destined to continue that. The site seems like such a huge opportunity and this project misses that opportunity.
- The windows appear too fussy, with too many breaks and mullions. Industrial sash windows tend to be simpler. The Avenue Lofts windows are good at appearing industrial, consider something similar, with a more industrial character.

- Your contextual response of matching window lines and building heights to neighboring buildings, and simplifying the building lines, is successful.

### **Irving Pedestrian Street Frontage/Active Ground Floor**

- The building has a 20,000 SF footprint, with 400-ft of street frontage, and effectively (as it relates to the activity on the sidewalk), 250 ft of that frontage is dead to the world. This program has been dropped onto this site and is not relating to its context. Guidelines A8, B5, and C9 are not being met – at least 250 ft of the building in the current condition will never meet those standards and is not approvable. The design doesn't meet the spirit of the standards; it is not activating the corner or the pedestrian way.
- Consider filling in the light-well (courtyard) at ground level with commercial, outward focused program at the ground floor. You have the opportunity to become part of the Pearl District community and to address the public environment. The pedestrian walkway is an incredible public amenity that you are orienting units towards, but you're not giving anything back to the public space. It is segregated from the Pearl District. Your current design is doing a good job at excluding the public and separating the hotel from the Pearl District.
- The current program at the ground floor will likely never inject healthy activity into the pedestrian pathway. The location of the private amenities at the ground level hurt the public environment and the amenities themselves. The private amenity spaces in the courtyard are programmatically misplaced in the building; the hot tub doesn't belong in the courtyard or at the edge of a public pathway. The frontages of buildings within the Pearl District are regarded as part of the public realm. The private programs of this building should be on an upper level. Until the program is worked out, there will be significant problems with this proposal.
- You have two clear options, make a public courtyard, or make an active retail edge along Irving. If the courtyard stays, it should be a public garden courtyard, without a barrier, and the ground floor must incorporate substantial commercial space.
- The courtyard should be a public amenity, one that invites the public in and interfaces with the neighborhood – that is the spirit of Portland. The private courtyard suggests that guests want to look at, but not interact with the public. If you want the Pearl District to be your clients/community, then invite it in. Consider embracing the neighborhood, opening things up and allowing people to interact with the courtyard. It would be positive for the organization and the community if the design embraced the neighborhood. The Commission has made a very strong effort to open up courtyards in the Pearl District – there is an extensive history of this being met and working well. A private courtyard and a private ground floor effectively take the building off of the block as it relates to the pedestrian realm.
- The real-estate office will kill the corner at 14<sup>th</sup> and Irving because of its lack of significant activity and interactivity with the neighborhood.
- The courtyard should feel public, and any sort of screening element should not be perceived as a separation. Consider incorporating amenities such as a planter for people to sit against, or a water feature along the pedestrian pathway. The existing screening is reading too much as a buffer. When you come back, there should be a clear sense of openness between the two spaces.
- The building is not creating a gateway at the ground floor, as you intend. Could there be a canopy at the ground floor on the Pedestrian way that marks the Commission's requested active "retail" corner? An awning at 14<sup>th</sup> and Irving would be helpful to provide a gesture that indicates that this is a pedestrian gateway. The unfixed seating at 14<sup>th</sup> & Irving, isn't successful. Fixed seating would be a nice gesture to the neighborhood. Art would be another nice addition to the corner.
- The issue of a critical mass of retail activity is important, and necessary to generate successful retail and to shape the public realm. This relies on an adequate spatial allocation devoted to retail. This is most easily accomplished with a bold programmatic move.

### **Materials & Windows**

- The balcony at the 6<sup>th</sup> floor is awkward and feels applied, as it is not consistent with the architectural treatment and location of other balconies on the building. If it remains in that location, consider changing the architectural vocabulary, perhaps by using a brick or stucco railing.
- Incorporating brick on the building is very positive, but there are still six materials on the building. It is worth looking at adding more brick in the courtyard on the south façade of the

courtyard. Singular material buildings have a timeless quality, too many materials erodes this timeless quality. Brick cladding creates a more permanent building more akin to neighboring buildings. If the stucco went away altogether, and you relied on brick detailing to give the building character, it would help simplify the building and make it more contextually appropriate, which might be a very positive move.

- Simplify the windows (see “contextual response” section for more information) and provide more details on the windows, louver system, and metal panels. When the proposal comes in for design review, it would be good to have a mock-up of the window system with integrated louvers.
- Future signage would be best integrated into a canopy structure. It doesn’t appear that other signage types would integrate well with the building.

### **HVAC System**

- The success of the louvered vents is all in the details, and the Commission requires more information on the units.
- The louvers are potentially more successful when they are singular. The north façade has them grouped and this is a problem, with too much louvered area they become a more dominant element on the facade.
- The windows already appear too busy. Simplifying the windows further to accept the addition of the louvers is important.
- Plan now for future venting needs for ground floor commercial uses.

### **NW 15<sup>th</sup> Ave Frontage**

- The intention of active ground floor corners is not accomplished on 15<sup>th</sup> Ave.
- Consider a canopy at the loading area, which is what traditionally happened along 15<sup>th</sup> Ave loading docks.
- Making the doors glass would create a better sense of pedestrian safety and openness.
- In rethinking the ground floor, consider commercial space or something more active happening on 15<sup>th</sup> Ave. Consider tucking a restaurant or commercial space into the 15<sup>th</sup> Ave façade, it might be a very dynamic location for a little restaurant.
- Bikes on 15<sup>th</sup> Ave might work well.
- A more flush approach to vehicular entrances on 15<sup>th</sup> Ave might be an improvement. Setting them back creates too much shadow.

### **Roofscape**

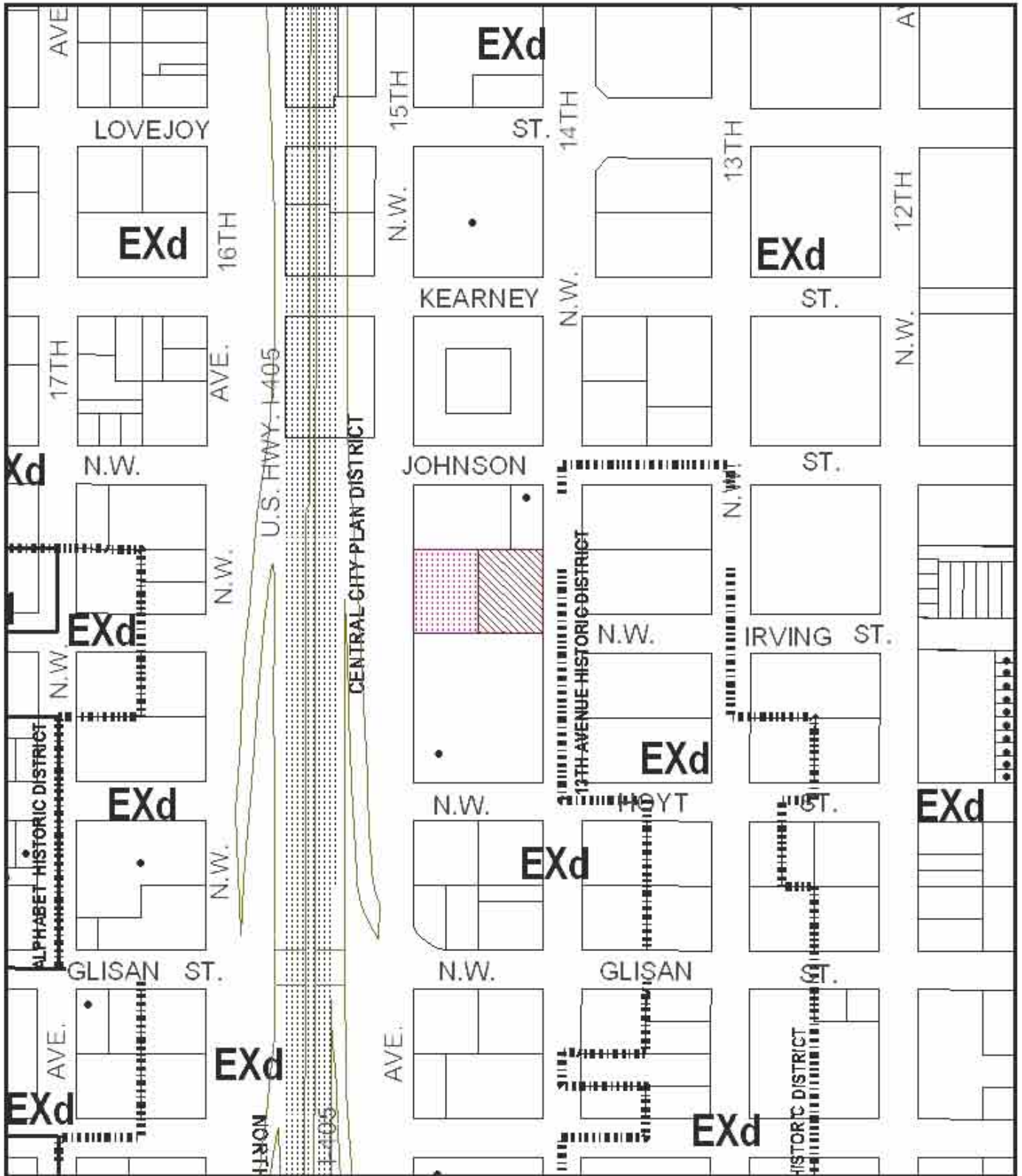
- Activating the rooftop is a good idea; there is so much to see from that location.
- The roof should be green if it can’t be activated. Much of the eco-roof work done in the District is exemplary. You are encouraged to do everything you can to do something with the roof, especially as you are striving for LEED certification.
- Your roofscape may be part of a solution that is coupled with the improving the ground floor frontage on the pedestrian way.

### **Bicycles & Alternative Transportation**

- Consider ways of significantly incorporating bikes into the project. They are a large part of Portland culture, and should be emphasized as an opportunity and an amenity. Consider ways to integrate bicycles at the ground floor so that they become an event, and add another layer of richness to the pedestrian way.
- Locating bikes on 15<sup>th</sup> Ave might work well, and your generously sized lobby has room to house bikes for guests to borrow.
- Alternative transportation in general should be well integrated with the project, and viewed as an amenity – it is a large part of Portland and Pearl District character.

**Exhibit List**

- A. Applicant's Submittals
  - 1. original drawings
  - 2. revised drawings
- B. Zoning Map
- C. Drawings [19 pages presented at the hearing]
- D. Notification
  - 1. Mailing list
  - 2. Mailed notice
- E. Public Testimony:
  - 1. Letter received September 26, 2008, Patricia Gardner with the Pearl District Neighborhood Association, in opposition to the proposed design.
- F. Other
  - 1. Application form
  - 2. Staff presentation
  - 3. Staff hearing notes
  - 4. Discussion topics for hearing



# ZONING

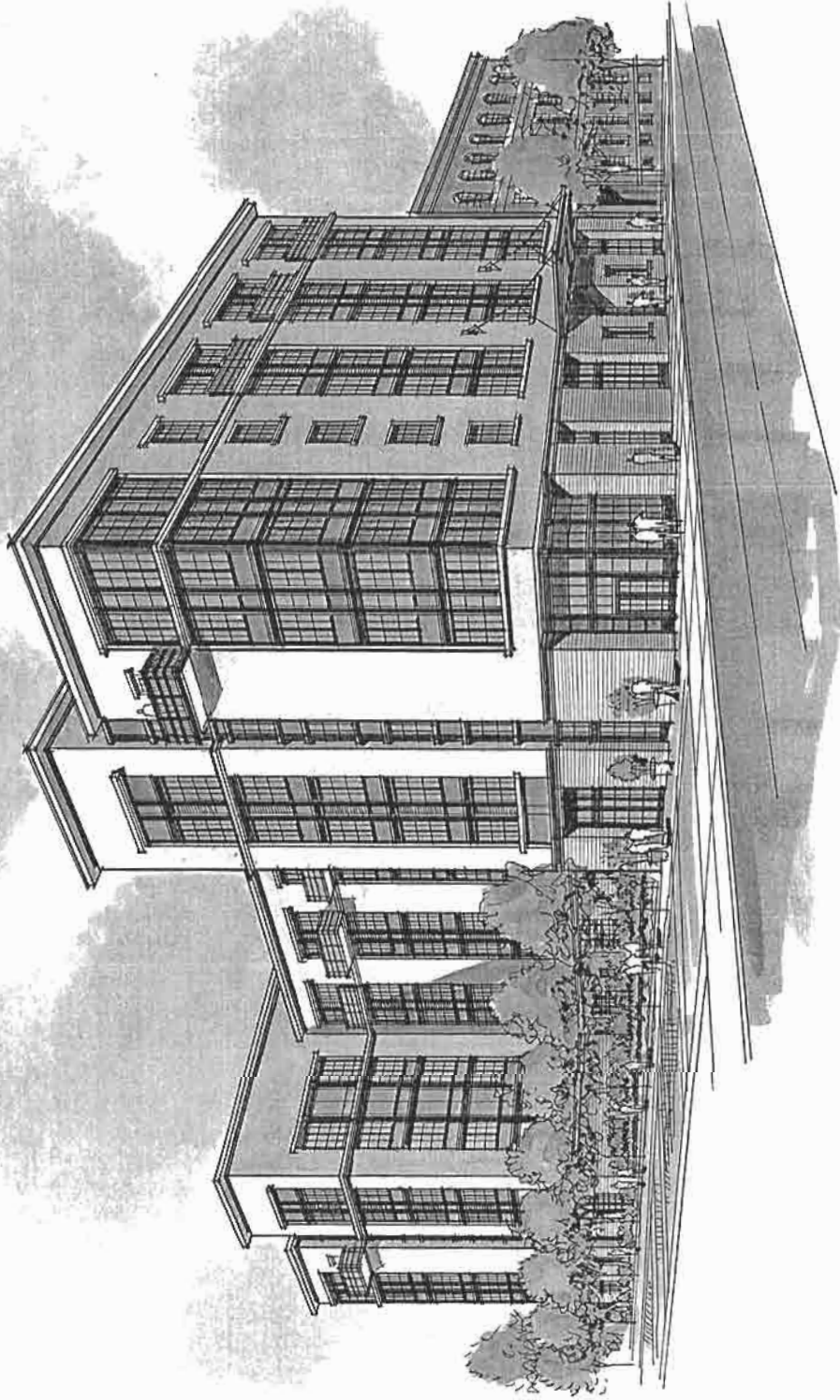
-  Site
-  Also Owned
-  Historic Landmark



This site lies within the:  
**CENTRAL CITY PLAN DISTRICT**

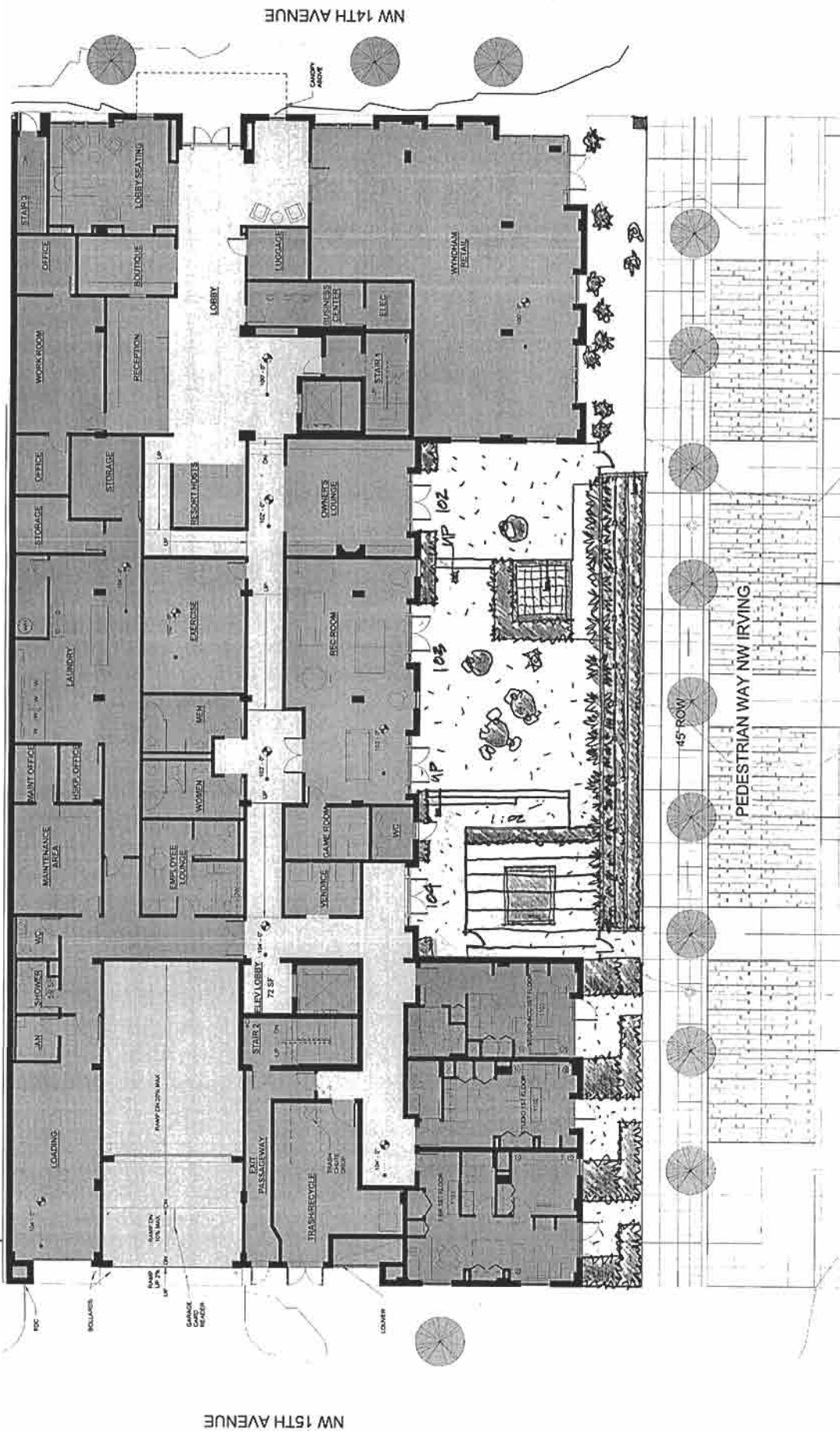
File No.	EA 08-136009 DAR
1/4 Section	2928
Scale	1 inch = 200 feet
State_Id	1N1E33AD 2300
Exhibit	B (Jun 17, 2008)

SEP 19 2008



*SE Perspective Rendering  
EA 08-136009 DAR  
2nd DAR hearing*

WYNDHAM VACATION OWNERSHIP PROJECT TO AC-14-10 09.19.2008 SEE PLAN BOOK PAGES

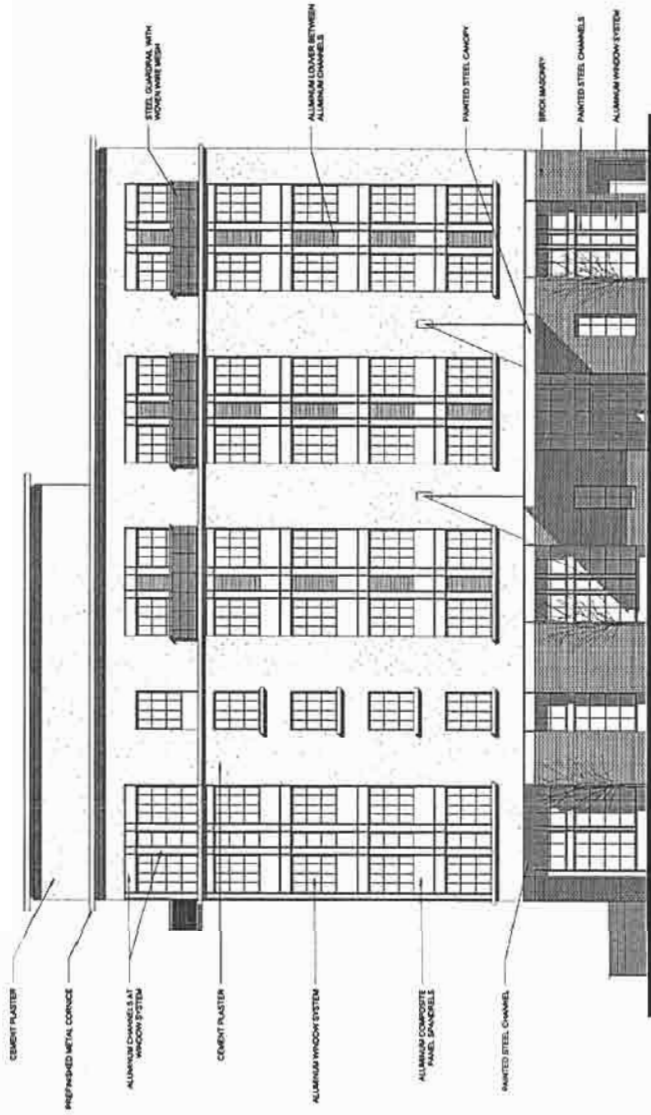


WYNDHAM VACATION OWNERSHIP



*Site Plan*  
*EA 08-136009 DAR*  
*2nd DAR hearing*

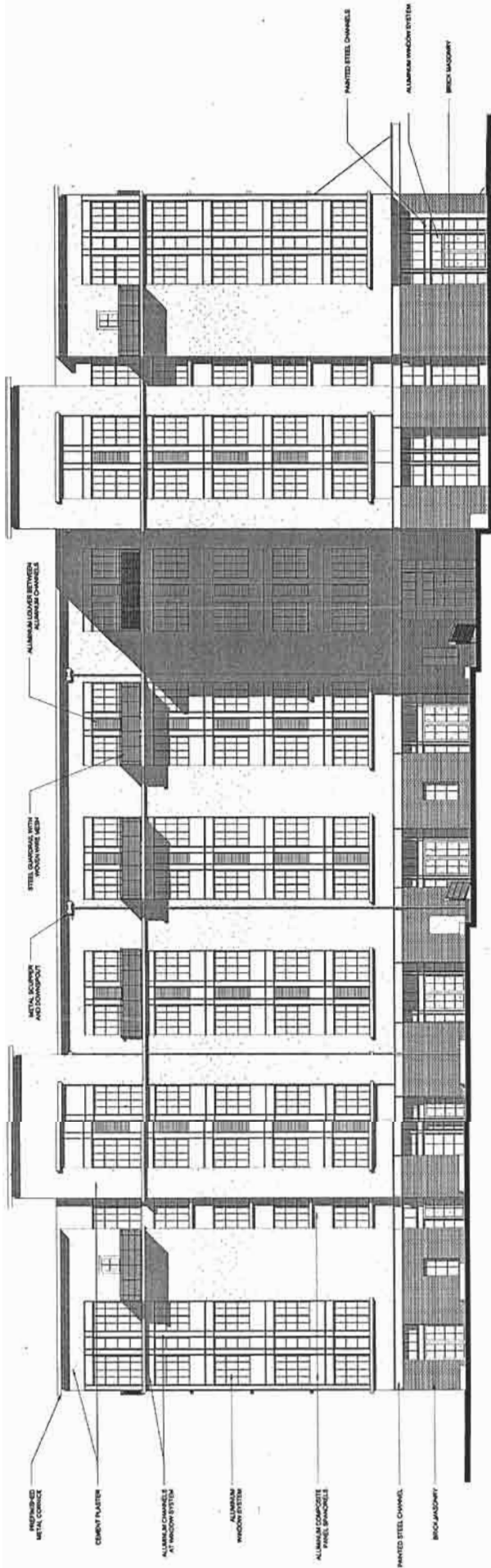




*East Elevation  
 (facing NW 14th Ave)  
 EA 08-136009 DAR  
 2nd DAR hearing*

WYNDHAM VACATION OWNERSHIP  
 DELAWARE, INC. (VA)  
 1500 WYNDHAM DRIVE, SUITE 1000, WYNDHAM, VA 23095



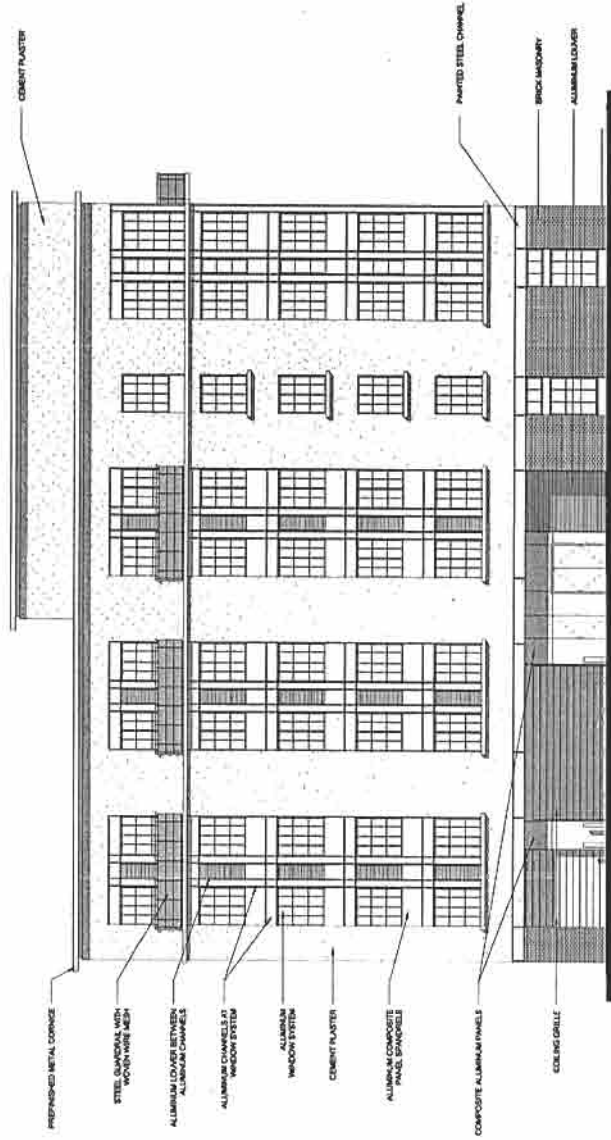


*South Elevation  
(facing Irving Pedestrian Pathway)*

*EA 08-136009 DAR  
2nd DAR hearing*

WYNDHAM VACATION OWNERSHIP





WYNDHAM VACATION OWNERSHIP  
 2187 BRACKEN RD, WY  
 02886-0000 (508) 891-2500



*West Elevation  
 (facing NW 15th Ave)  
 EA 08-136009 DAR  
 2nd DAR hearing*



