



**City of Portland, Oregon**  
**Bureau of Development Services**  
**Land Use Services**  
FROM CONCEPT TO CONSTRUCTION

Amanda Fritz, Commissioner  
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[www.portlandoregon.gov/bds](http://www.portlandoregon.gov/bds)

**Date:** May 14, 2015  
**To:** Interested Person  
**From:** Tim Heron, Land Use Services  
503-823-7726 / [Tim.Heron@portlandoregon.gov](mailto:Tim.Heron@portlandoregon.gov)

## **NOTICE OF A TYPE II DECISION ON A PROPOSAL IN YOUR NEIGHBORHOOD**

The Bureau of Development Services has **approved** a proposal in your neighborhood. The mailed copy of this document is only a summary of the decision. The reasons for the decision, including the written response to the approval criteria and to public comments received on this application, are included in the version located on the BDS website <http://www.portlandonline.com/bds/index.cfm?c=46429>. Click on the District Coalition then scroll to the relevant Neighborhood, and case number. If you disagree with the decision, you can appeal. Information on how to do so is included at the end of this decision.

### **CASE FILE NUMBER: LU 14-234484 DZ ROSE HOTEL NORTH CANOPY**

#### **GENERAL INFORMATION**

**Applicant:** John Sargent/Sargent DesignWorks  
2525 NE Ceaser Chavez Blvd/Portland, OR 97212

**Owner:** Hotel Rose 1 LLC  
155 108th Ave NE #350/Bellevue, WA 98004

**Site Address:** 50 SW MORRISON ST

**Legal Description:** BLOCK 3 LOT 1&2 N 1/2 OF LOT 3&6 LOT 7&8, PORTLAND  
**Tax Account No.:** R667700370  
**State ID No.:** 1S1E03BA 00900  
**Quarter Section:** 3129  
**Neighborhood:** Portland Downtown, contact Rani Boyle at 503-725-9979.  
**Business District:** None  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.  
**Plan District:** Central City - Downtown  
**Zoning:** CXd – Central Commercial with Design overlay  
**Case Type:** DZ – Design Review  
**Procedure:** Type II, an administrative decision with appeal to the Design Commission.

#### **Proposal:**

The applicant seeks Design Review approval for exterior alterations to the Rose Hotel building in the Downtown Subdistrict of the Central City Plan District, to include the following:

- A new 25'-6" long x 4'-6" wide fritted glass and tube steel projecting canopy on the north part of the building at the main pedestrian entry between the parking area and lobby.

Design Review is required for exterior alterations to existing structures in the Central City Plan District design zones.

**Relevant Approval Criteria:**

In order to be approved, this proposal must comply with the approval criteria of Title 33, Portland Zoning Code. The relevant criteria are:

- 33.825 Design Review
- Central City Fundamental Design Guidelines

**ANALYSIS**

**Site and Vicinity:** The subject building occupies approximately the northerly two thirds of the block bounded by SW Naito Parkway, SW Morrison Street, SW First Avenue, and SW Yamhill Street. It has frontage on three streets, Naito, Morrison, and First, and its footprint, including the canted two-level parking structure, covers the entire parcel. Its one non-street edge, at the south, abuts neighboring properties with a full height, through-block, zero-setback firewall. The hotel is located in an area where a number of disparate uses and urban elements come together: historic district to the south; structured parking and small businesses to the west; the Morrison Bridge, its approaches, and surface parking to the north; and Waterfront Park and the Willamette River to the east.

The hotel was built within a decidedly automobile-oriented context in 1962. At that time, in addition to the six lanes of Front Street (Naito Parkway), a broad swath of what is now Waterfront Park was occupied by six lanes of limited-access “freeway” known as Harbor Drive. This roadway running along the Willamette River seawall, opened in 1954. It was designed to move traffic on US Highway 99 efficiently through the downtown area between SW Barbur Boulevard and the Steel Bridge. However, beginning in 1974, most of Harbor Drive was demolished and replaced with Waterfront Park, creating the much more pedestrian-oriented context in which the hotel stands today. Most recently, in 2007, extensive streetscape work with a strong emphasis on pedestrian improvements was completed on SW Naito Parkway.

Constructed as a highway-oriented “motor inn” with its own associated restaurant, bar, and parking structure, the hotel was designed in the then prevalent International Style. It is five stories tall and L-shaped in plan, essentially two double-loaded corridors fronting Morrison and Naito respectively, and converging above the restaurant and lobby at the corner. The wing along Morrison is built as four floors of guest rooms above parking, and the site plan leaves an open area within the “L” that is occupied by the upper deck of the canted parking structure. Access to this parking area is from Morrison. The lower level of the parking structure, open to view from the sidewalks along both First and Morrison, is accessed via a downward ramp from the west. Original plantings between the sidewalk and the structure are still partially in place.

Over the years, as tastes and the context changed, the hotel was “updated” several times with added features in different styles. The intent of the current proposal is to strip off these later additions and refresh the surfaces, returning to a more original character. The proposal also makes changes to respond better to the improved pedestrian and park environments that now surround the building.

**Zoning:** The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

**Land Use History:** In addition to a Zoning Confirmation Letter issued on October 17, 2007, the following land-use cases apply to this property:

- **LU 08-115133 DZ:** Approving exterior renovations and new signs.
- **LUR 99-00922 DZ:** Approving removal and replacement of two exterior wall signs on north and east elevations. Voided on 6/1/00.

- **LUR 96-00653 DZ:** Approving replacement of awnings, update to walls & addition of entrance signs.
- **DZ 2-88:** Approving a satellite dish.
- **DZ 38-86:** Approving a storefront remodel.
- **DZ 60-85:** Approving a proposal to repaint the building and install new signage and awnings for the Riverside West Hotel.
- **DZ 59-84:** Approving a satellite dish.
- **DZ 123-84:** Approving a boiler.
- **DZ 48-83:** Approving an awning.

**Agency Review:** A “Notice of Proposal in Your Neighborhood” was mailed on April 13, 2015. The following Bureaus have responded with no issues or concerns:

- Life safety Review Section of BDS (Exhibit E-1)

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on April 13, 2015. No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

## ZONING CODE APPROVAL CRITERIA

### Chapter 33.825 Design Review

#### Section 33.825.010 Purpose of Design Review

Design review ensures that development conserves and enhances the recognized special design values of a site or area. Design review is used to ensure the conservation, enhancement, and continued vitality of the identified scenic, architectural, and cultural values of each design district or area. Design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area. Design review is also used in certain cases to review public and private projects to ensure that they are of a high design quality.

#### Section 33.825.055 Design Review Approval Criteria

A design review application will be approved if the review body finds the applicant to have shown that the proposal complies with the design guidelines for the area.

**Findings:** The site is designated with design overlay zoning (d), therefore the proposal requires Design Review approval. Because of the site’s location, the applicable design guidelines are the Central City Fundamental Design Guidelines.

#### Central City Fundamental Design Guidelines

These guidelines provide the constitutional framework for all design review areas in the Central City.

The Central City Fundamental Design Guidelines and the River District Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and elements that reinforce and enhance Portland’s character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

#### Central City Plan Design Goals

This set of goals are those developed to guide development throughout the Central City. They apply within the River District as well as to the other seven Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City’s districts;
4. Promote the development of diversity and areas of special character within the Central

City;

5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

*Staff has considered all guidelines and has addressed only those guidelines considered applicable to this project.*

**A7. Establish and Maintain a Sense of Urban Enclosure.** Define public rights-of-way by creating and maintaining a sense of urban enclosure.

**C8. Differentiate the Sidewalk-Level of Buildings.** Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

**Findings for A7 & C8:** The new fritted glass and steel canopy will help reinforce the public hotel entrance by projecting out from the building over the sidewalk. This creates a visual link out to the public right-of-way. Maintaining the remainder of the strong building form at the property line maintains the sense of urban enclosure in this area which has suffered a general degradation of urban massing when the freeways were constructed decades ago. The new canopy helps differentiate the lower level from the upper stories continuing the design theme of large clear glazed panels around the ground level. *These guidelines are therefore met.*

**B2. Protect the Pedestrian.** Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.

**Findings:** Pedestrians will be better protected with the new glass canopy as it more clearly defines the location of the pedestrian walkway. This visual cue will help cars entering the adjacent parking area so the drivers are watching for people crossing over to the sidewalk. *This guideline is therefore met.*

**A6. Reuse/Rehabilitate/Restore Buildings.** Where practical, reuse, rehabilitate, and restore buildings and/or building elements.

**C2. Promote Quality and Permanence in Development.** Use design principles and building materials that promote quality and permanence.

**C3. Respect Architectural Integrity.** Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.

**C5. Design for Coherency.** Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

**Findings for A6, C2, C3 & C5:** The addition of the glass and steel projecting canopy improves the hotel guest experience which allows the building to remain in use as a successful business. The proposed materials of fritted glass and painted steel are durable and high quality materials proven to last in this type of urban environment. The new projecting canopy aligns with an existing pedestrian entry on the north side of the building. This new element will be visually light as it is made of glass and simple steel sections so that the original building design can still be experienced. Steel and glass are already used around the building which allows the new canopy to integrate into the overall design, creating a coherent composition. *These guidelines are therefore met.*

## DEVELOPMENT STANDARDS

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

## CONCLUSIONS

The design review process exists to promote the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. The new fritted glass and tube steel canopy fits into the overall building architecture and will provide much needed weather protection at this location. The proposal meets the applicable design guidelines and therefore warrants approval.

## ADMINISTRATIVE DECISION

Approval of Design Review for exterior alterations to the Rose Hotel building in the Downtown Subdistrict of the Central City Plan District, to include the following:

- A new 25'-6" long x 4'-6" wide fritted glass and tube steel projecting canopy on the north part of the building at the main pedestrian entry between the parking area and lobby.

Approved, per the approved site plans, Exhibits C-1 through C-9 signed and dated May 12, 2015, subject to the following conditions:

- A. As part of the building permit application submittal, each of the 4 required site plans and any additional drawings must reflect the information and design approved by this land use review as indicated in Exhibits C.1-C.9. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 14-234484 DZ. No field changes allowed."

**Staff Planner: Tim Heron**

**Decision rendered by:**  **on May 12, 2015**

By authority of the Director of the Bureau of Development Services

**Decision mailed: May 14, 2015**

**About this Decision.** This land use decision is **not a permit** for development. Permits may be required prior to any work. Contact the Development Services Center at 503-823-7310 for information about permits.

**Procedural Information.** The application for this land use review was submitted on November 5, 2014, and was determined to be complete on **April 9, 2015**.

*Zoning Code Section 33.700.080* states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on November 5, 2014.

ORS 227.178 states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be waived or extended at the request of the applicant. In this case, the applicant did not waive or extend the 120-day review period. Unless further extended by the applicant, **the 120 days will expire on: August 7, 2015.**

**Some of the information contained in this report was provided by the applicant.**

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. The Bureau of Development Services has

independently reviewed the information submitted by the applicant and has included this information only where the Bureau of Development Services has determined the information satisfactorily demonstrates compliance with the applicable approval criteria. This report is the decision of the Bureau of Development Services with input from other City and public agencies.

**Conditions of Approval.** If approved, this project may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

These conditions of approval run with the land, unless modified by future land use reviews. As used in the conditions, the term “applicant” includes the applicant for this land use review, any person undertaking development pursuant to this land use review, the proprietor of the use or development approved by this land use review, and the current owner and future owners of the property subject to this land use review.

**Appealing this decision.** This decision may be appealed to the Design Commission, which will hold a public hearing. Appeals must be filed **by 4:30 PM on May 28, 2015** at 1900 SW Fourth Ave. Appeals can be filed at the Development Services Center Monday through Wednesday and Fridays between 8:00 am to 3:00 pm and on Thursdays between 8:00 am to 12:00 pm. After 3:00 pm Monday through Wednesday and Fridays, and after 12:00 pm on Thursdays, appeals must be submitted at the reception desk on the 5<sup>th</sup> floor. **An appeal fee of \$250 will be charged.** The appeal fee will be refunded if the appellant prevails. There is no fee for ONI recognized organizations appealing a land use decision for property within the organization’s boundaries. The vote to appeal must be in accordance with the organization’s bylaws. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. Please see the appeal form for additional information.

The file and all evidence on this case are available for your review by appointment only. Please call the Request Line at our office, 1900 SW Fourth Avenue, Suite 5000, phone 503-823-7617, to schedule an appointment. I can provide some information over the phone. Copies of all information in the file can be obtained for a fee equal to the cost of services. Additional information about the City of Portland, city bureaus, and a digital copy of the Portland Zoning Code is available on the internet at [www.portlandonline.com](http://www.portlandonline.com).

**Attending the hearing.** If this decision is appealed, a hearing will be scheduled, and you will be notified of the date and time of the hearing. The decision of the Design Commission is final; any further appeal must be made to the Oregon Land Use Board of Appeals (LUBA) within 21 days of the date of mailing the decision, pursuant to ORS 197.620 and 197.830. Contact LUBA at 775 Summer St NE, Suite 330, Salem, Oregon 97301-1283, or phone 1-503-373-1265 for further information.

Failure to raise an issue by the close of the record at or following the final hearing on this case, in person or by letter, may preclude an appeal to the Land Use Board of Appeals (LUBA) on that issue. Also, if you do not raise an issue with enough specificity to give the Design Commission an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

**Recording the final decision.**

If this Land Use Review is approved the final decision must be recorded with the Multnomah County Recorder. A few days prior to the last day to appeal, the City will mail instructions to the applicant for recording the documents associated with their final land use decision.

- *Unless appealed*, The final decision may be recorded on or after **May 29, 2015 – (the day following the last day to appeal)**.
- A building or zoning permit will be issued only after the final decision is recorded.

The applicant, builder, or a representative may record the final decision as follows:

- By Mail: Send the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to: Multnomah County Recorder, P.O. Box 5007, Portland OR 97208. The recording fee is identified on the recording sheet. Please include a self-addressed, stamped envelope.
- In Person: Bring the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to the County Recorder's office located at 501 SE Hawthorne Boulevard, #158, Portland OR 97214. The recording fee is identified on the recording sheet.

For further information on recording, please call the County Recorder at 503-988-3034  
For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

**Expiration of this approval.** An approval expires three years from the date the final decision is rendered unless a building permit has been issued, or the approved activity has begun.

Where a site has received approval for multiple developments, and a building permit is not issued for all of the approved development within three years of the date of the final decision, a new land use review will be required before a permit will be issued for the remaining development, subject to the Zoning Code in effect at that time.

**Applying for your permits.** A building permit, occupancy permit, or development permit may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

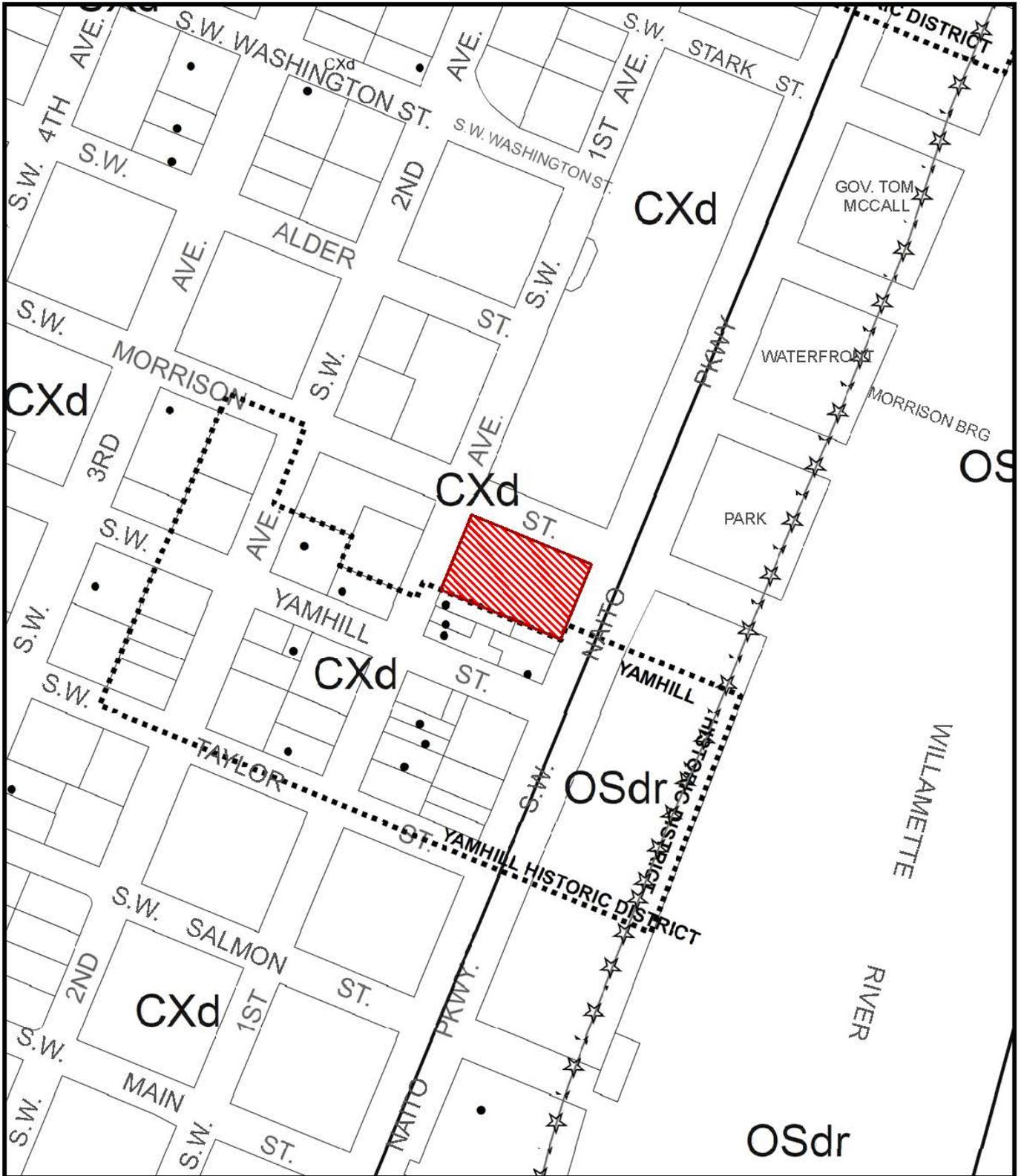
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

#### **EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
  1. Site Plan (attached)
  2. Enlarged Plan
  3. Elevations (attached)
  4. Details
  5. Rendering
  6. Rendering
  7. Rendering
  8. Rendering
  9. Glass Frit Pattern
- D. Notification information:
  1. Mailing list
  2. Mailed notice
- E. Agency Responses:
  1. Life Safety Review Section of BDS
- F. Correspondence: None
- G. Other:
  1. Original LU Application
  2. Incomplete Letter

**The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).**



# ZONING



Site



Historic Landmark



Recreational Trail



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

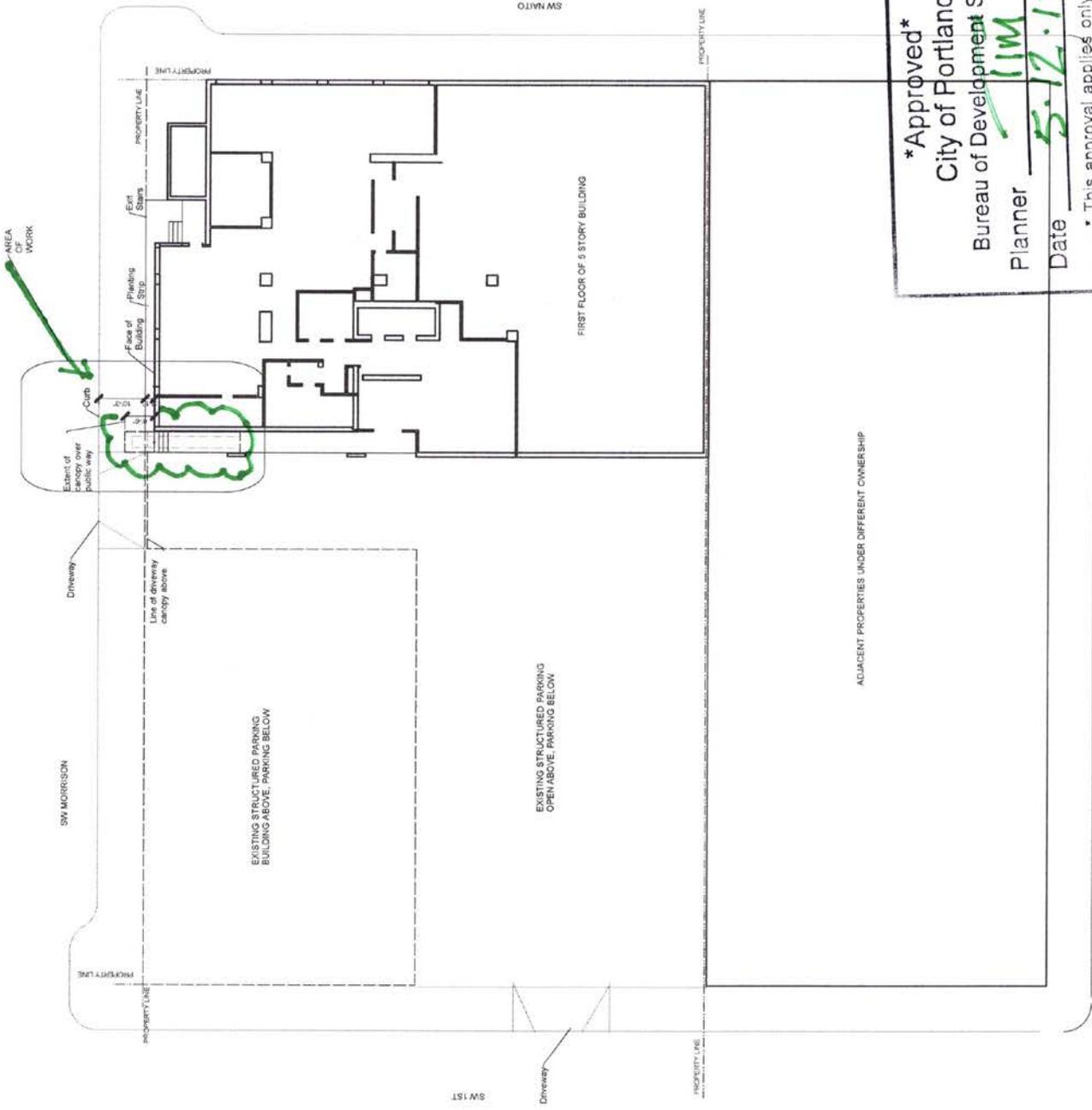
File No. LU 14-234484 DZ

1/4 Section 3129

Scale 1 inch = 200 feet

State\_Id 1S1E03BA 900

Exhibit B (Nov 06, 2014)



Hotel Rose  
50 SW Morrison  
Portland, Oregon  
SDW Project no. 13021.02  
DATE: 1 April 2015

Dwg: Site plan

**\*Approved\***  
City of Portland  
Bureau of Development Services  
Planner LM  
Date 5.12.15

This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

1  
SK-02-5

Hotel Rose SW Morrison Canopy

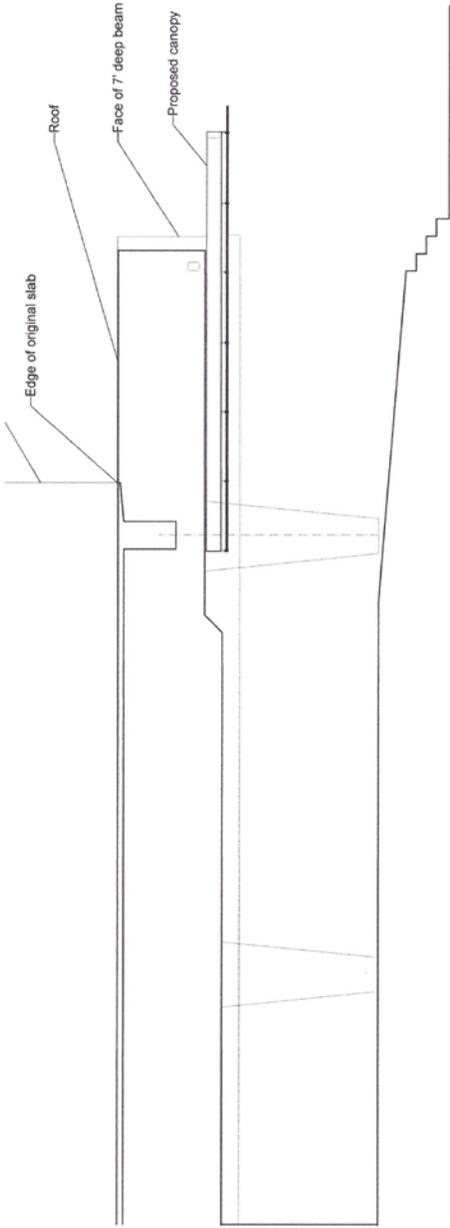
1/16" = 1'-0"

SW YAMHILL

LU 14-234484 v2

EXH.C-1

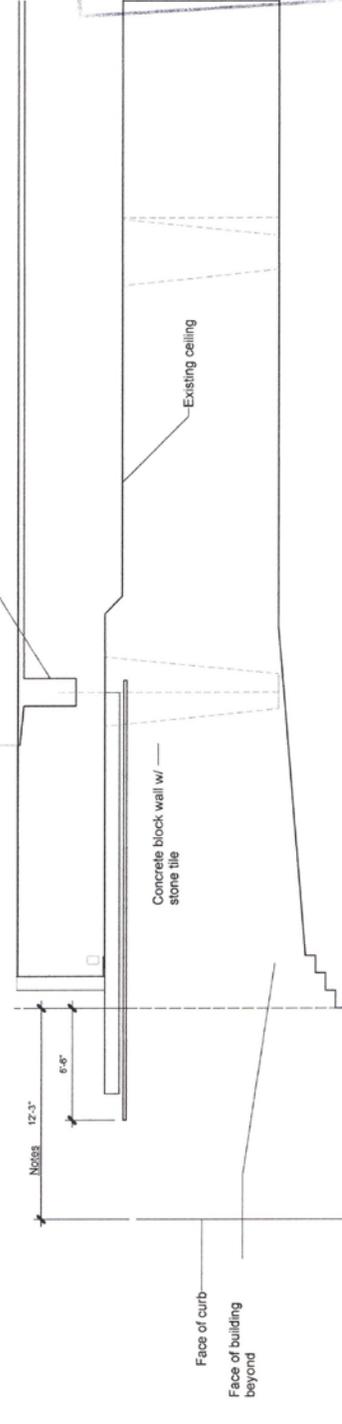
**SK.02-5**  
Copyright 2015 SJD Architects  
Architects-Interior, LLC



Hotel Rose SW Morrison Canopy  
Looking West

1  
SK.02-7

1/4" = 1'-0"



Hotel Rose SW Morrison Canopy  
Looking East

2  
SK.02-7

1/4" = 1'-0"

**\* Approved \***  
 City of Portland  
 Bureau of Development Services  
 Planner **JIM**  
 Date **5.12.15**

\* This approval applies only to the reviews requested and is subject to all conditions of approval.  
 Additional zoning requirements may apply.

**SDA**

Hotel Rose  
 50 SW Morrison  
 Portland, Oregon  
 SW Project No. 13021.02  
 DATE 2 April 2015

Dwg: Sections

**SK.02-7**

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