



Memorandum

To: City of McMinnville Planning Commission
From: Gary Reddick, Director of Design - Otak
Copies: Andrew Clark - Hugh Development
Garrett Stephenson – Schwabe Williamson & Wyatt
Date: March 9, 2023
Subject: Gwendolyn Hotel – Response to March 2, 2023 Planning Commission Comments
Project No.: 19914.000

McMinnville Planning Commission,

We are extremely grateful that we are in a continued conversation with the Planning Commission and with the others who care deeply about the future of McMinnville and the future of NE 3rd St. Some have asked, “Do we respect or care about the history of McMinnville...” Honestly, that question shook us a bit, because we knew as a team we did, back to our design team meetings in late 2021.

In a number of ways, the questions raised in last Thursday's hearing were telling us somehow that our regard for McMinnville was not coming through. The best architecture comes from precisely the kinds of conversations we are having with you. We believe that collaborating with all stakeholders throughout the design process leads to a successful project that can benefit both owners and the community. So, thank you for letting us have additional time to collaborate on the design of the Gwendolyn hotel building, and our process.

As we worked into the first few months of 2022, we were very engaged in the study of every single building along NE 3rd St. encompassed by the historic district. We first shared that study in a virtual, informal meeting with the Historic Landmarks Committee (reference attached HLC Presentation, 02.23.22 and exhibit A.1 provided and also included in the Land Use Application, dated 07.29.22). The feedback we received during the summer and fall of 2022 resulted in our making significant design changes to the NE 3rd St. facades.

Now, at this time in the process, we have been asked two questions:

1. In that we have referenced our research and inspiration from historic buildings along NE 3rd St., show examples of where your inspiration came from.
2. What are you specifically doing with the design of the Gwendolyn hotel building to honor the history and legacy of the three buildings 609, 611, and 619 NE 3rd St.

808 SW Third Avenue, Suite 800 | Portland, OR 97204 | Phone 503.287.6825 | otak.com

Design Inspiration:

We have compiled specific details of existing NE 3rd St. buildings, and in graphic A-2 (provided exhibit), we draw lines of connection from those specific design details to the design of the Gwendolyn. These include:

- Windows: pattern and spacing, vertical proportion. surrounds. sill detailing, head detail (square, round).
- Cornices: simple, complex, brackets, dentils, color.
- Materials: brick, stucco.
- Colors: predominantly earth tones.

It has never been our intent to replicate or copy the design of the existing older buildings, but it has always been our intent to fit in with designs that relate closely to those grand buildings.

Honoring the history of the buildings:

The history of the three buildings has less to do with the physical structures, than the story of what they were constructed for and the prominence of those who had them constructed. In honoring 609, 611, and 619 3rd St. we intend to do the following:

Owner profiles

At prominent places on the ground floor will be framed tributes to the original owners. Included with these displays may be an engraved plaque that tells the story of the automobile's arrival in McMinnville in the early 1900s and the role these buildings played.

Salvage of existing wood

As we have intended from the beginning, we will use great care to carefully dismantle and store any parts of the three buildings that can be repurposed for the interior. The structures were constructed to provide clear span work floors for ground floor automobile servicing, and large timber trusses were used for this clear span in the 609 and 619 buildings, reference Figure 1.

Some examples of this repurposing are:

- A colonnade in the hotel lobby, from the entry to the reception desk at the North End of the lobby.
- Close spaced ceiling beams as a feature in several public ground floor rooms and spaces, reference Figure 2.
- Consulting with a premier local wood craftsman to explore all the possibilities for wood expression throughout the project.
- Plaques at appropriate locations may identify source of wood.



Figure 1 - Existing beams from #609.



Figure 2 - Precedent Ceiling Treatment

Salvage of existing red brick

Installation of reclaimed brick on several walls throughout the building. Some examples include the ground floor lobby walls, the back wall of the bar, selective walls in the lounge and the private dining room, lobby café, and other spaces.

Naming of spaces

We have been compiling a list of people who were historically important to McMinnville and to the three buildings. As we move forward, we will identify those naming opportunities. As an example, the working name for the private dining room is The Odell.

Curated historic photographs

We have a growing collection of historic photos that we intend to carefully display throughout the building. These photos will be professionally matted and framed and displayed in public spaces at all floors of the building.

Exterior art

We have identified the garage entry gate along Ford St. and the opaque wall immediately adjacent to the south (see figure 1) of the entry as an opportunity to install an art element to provide additional interest at the pedestrian level. We intend to engage a local artist to create an artistic expression that speaks to and honors the history of downtown and the automotive history of 609, 611, and 619.



Figure 3 – Proposed west façade art location.

Thank you.

STAMP

CONSULTANT

GWENDOLYN HOTEL
609 NE 3RD STREET, 611 NE 3RD STREET, 619 NE 3RD STREET
MCMINNVILLE, OREGON 97128

CONTEXT ELEVATIONS

TITLE

DATE DESCRIPTION

REVISIONS

Author Checker
DRAWN BY CHECK BY

STATUS

03/02/23

DATE

19914

PROJECT NUMBER

A.1

© 2022 OTAK, INC.
If this drawing is not 24" x 36", it has been reduced/enlarged. Scale accordingly.

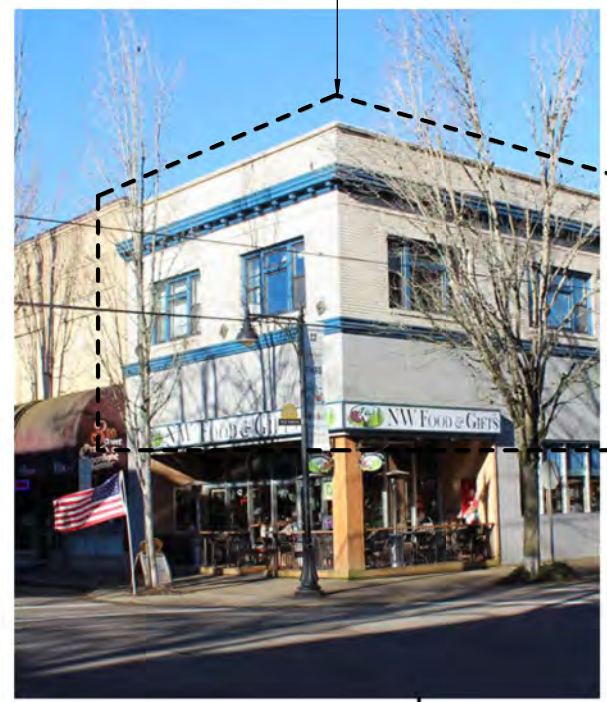
MONOCHROMATIC BUILDING PALETTE WITH COLORFUL GROUND LEVEL TREATMENTS



GROUPED UPPER WINDOWS



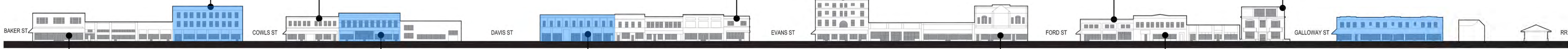
LIGHT COLORED BUILDING PALETTE WITH BOLD COLOR ACCENTS



STRONG DELINEATION OF BUILDING BASE



FABRIC AWNINGS WITH CONTRASTING COLOR



LEGEND

EXISTING BUILDINGS GREATER THAN 60 FEET WIDE

NORTH SIDE OF 3RD STREET

TRADITIONAL WOOD STOREFRONT DETAILING AND TRANSOM



CONTRASTING COLOR AT HEADER AND SILL BRICK DETAILS



GROUPED CORNICE BRACKETS



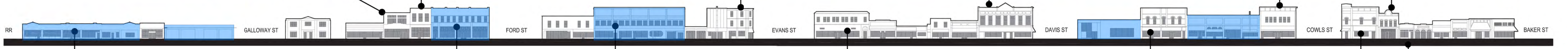
BRICK DETAILING AND RECESSES



BOLD CORNICE LINE



PLANTER BOXES AT UPPER WINDOWS



TRADITIONAL WOOD PILASTER DETAILING

2 STORY (35' HEIGHT) BUILDING SOUTH OF PROPERTY

USE OF COLOR TO DEFINE BUILDING BASE

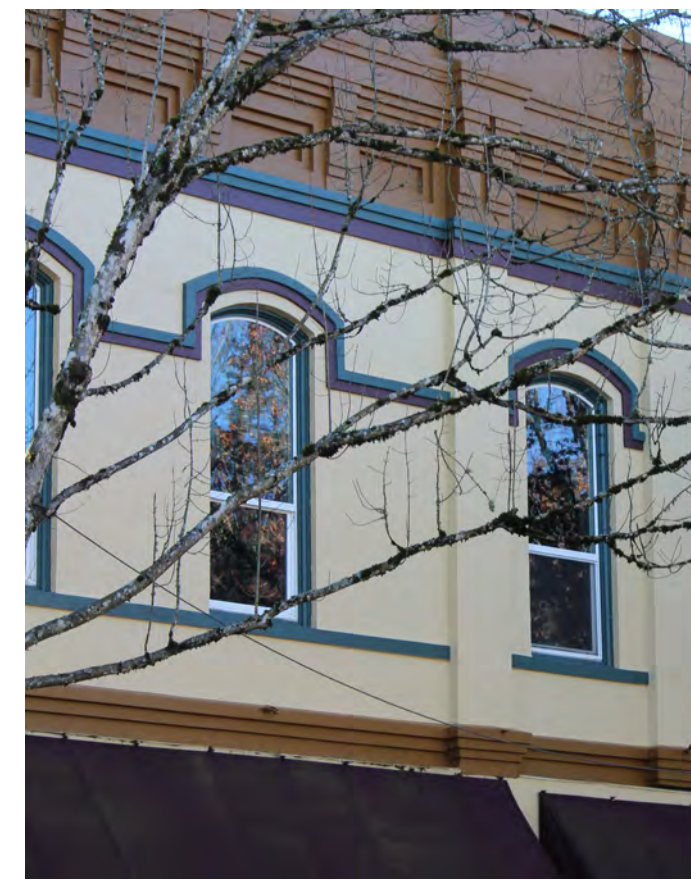
DETAILS INCORPORATED INTO CORNICE CAP

USE OF BOLD COLOR AT PEDESTRIAN LEVEL

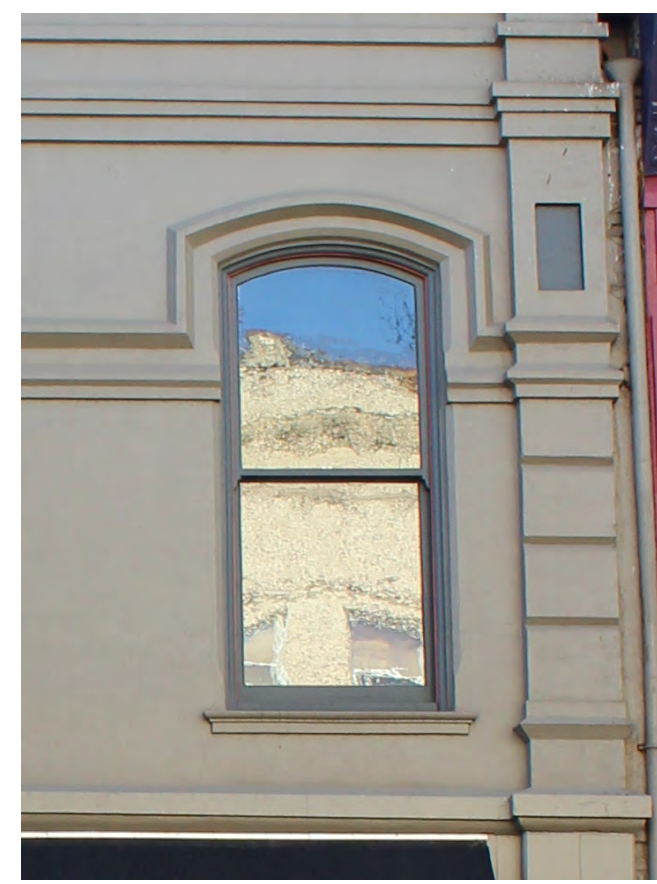
SOUTH SIDE OF 3RD STREET

Plot Date: 11/3/2022 10:18:15 AM

Revit File: A:\desk\Docs\19914 - Gwendolyn Hotel\19914-Gwendolyn Hotel-Arch-V22.rvt



B465 334 NE 3RD ST



A440 250 NE 3RD ST



KAOS BUILDING



B855 535-545 NE 3RD ST



A475 411-425 NE SRD ST

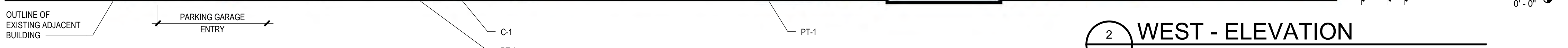


A439 238 NE 3RD ST

3RD ST. UPPER STORY ARCHED OPENINGS



CORNICES AND BRACKETS



2 WEST - ELEVATION



WOOD STOREFRONT AND TRANSOM DETAILING



UPPER LEVEL VERTICALLY PROPORTIONED PUNCHED WINDOWS



1 SOUTH - ELEVATION

SCALE: 3/32" = 1'-0"

NE 3RD STREET INSPIRATION

STAMP

CONSULTANT

GWENDOLYN HOTEL
609 NE 3RD STREET, 611 NE 3RD STREET, 619 NE 3RD STREET
MCMINNVILLE, OREGON 97128

EXTERIOR ELEVATIONS

TITLE	#	DATE	DESCRIPTION

REVISIONS	Author	Checker

STATUS	DATE	PROJECT NUMBER
03/02/23	19914	

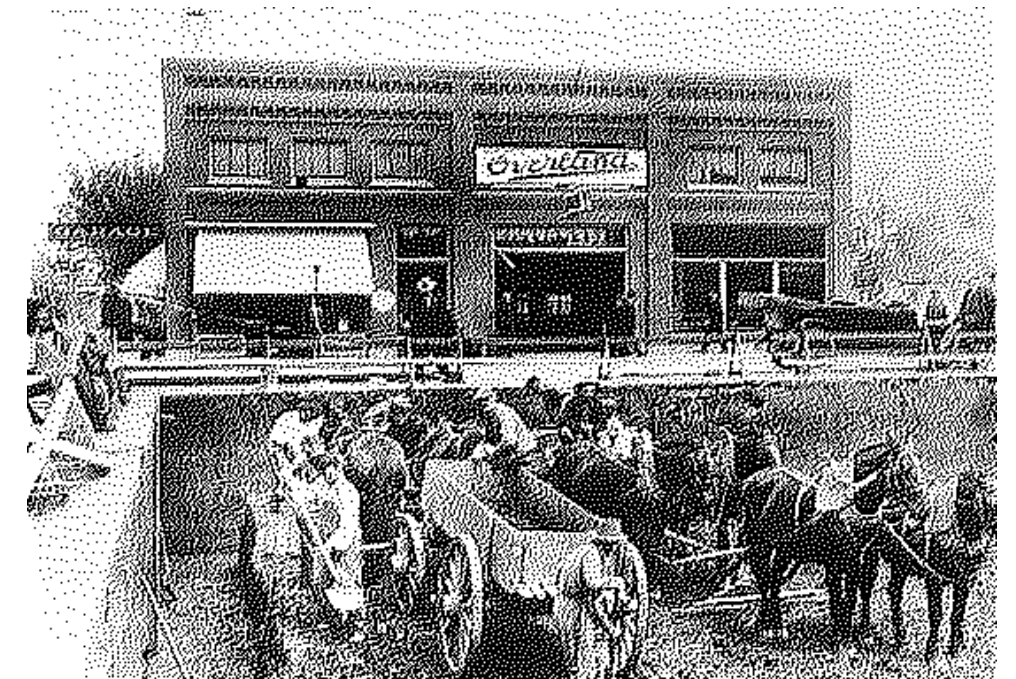
A.2



McMinnville Mixed Use | Massing Concept

February 23, 2022 • Project 19914





McMinnville Mixed Use | Massing Concept

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LEGEND

- +40' (4 stories)
- 30'-40' (2-3 stories)
- 25'-30' (2 stories)
- 16'-25' (1 story)

DOWNTOWN PLAN

McMinnville Mixed Use | Massing Concept

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NORTH SIDE OF 3RD ST (WEST END)



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NORTH SIDE OF 3RD ST (EAST END)



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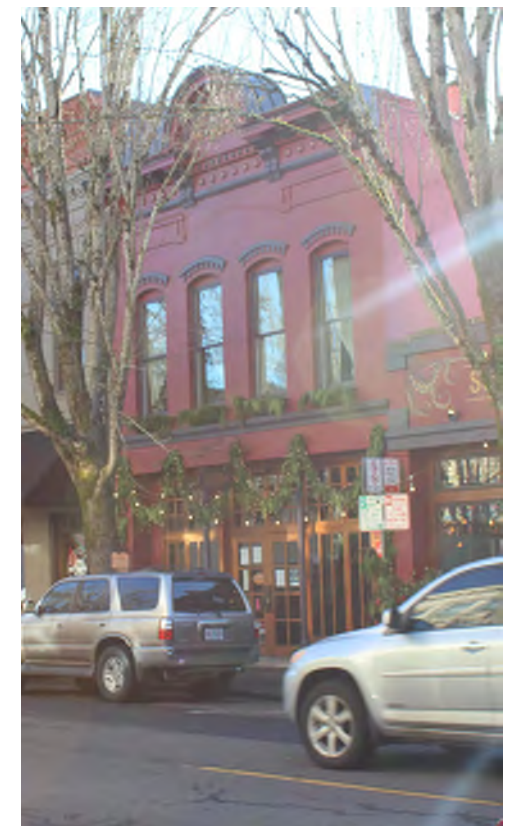
SOUTH SIDE OF 3RD ST (EAST END)



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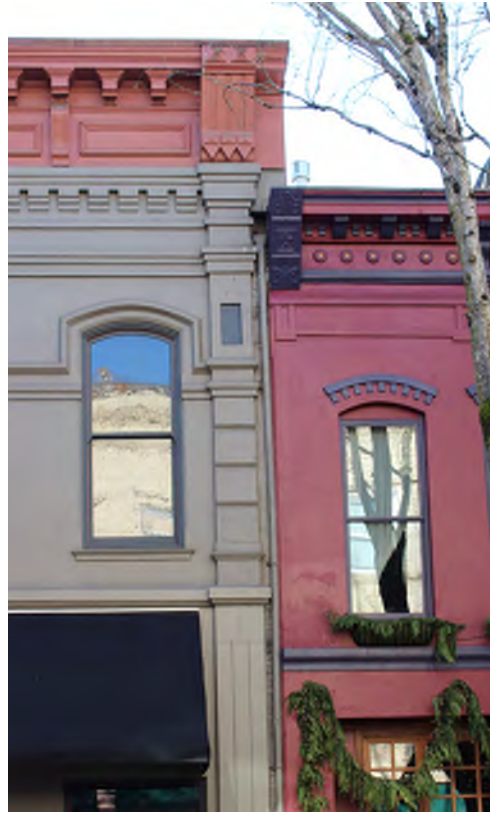
SOUTH SIDE OF 3RD ST (WEST END)



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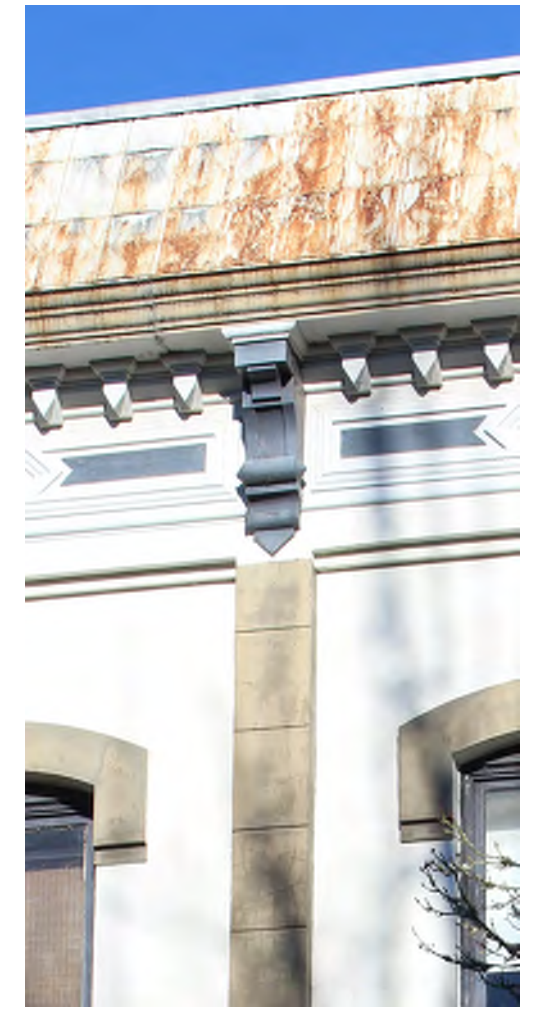




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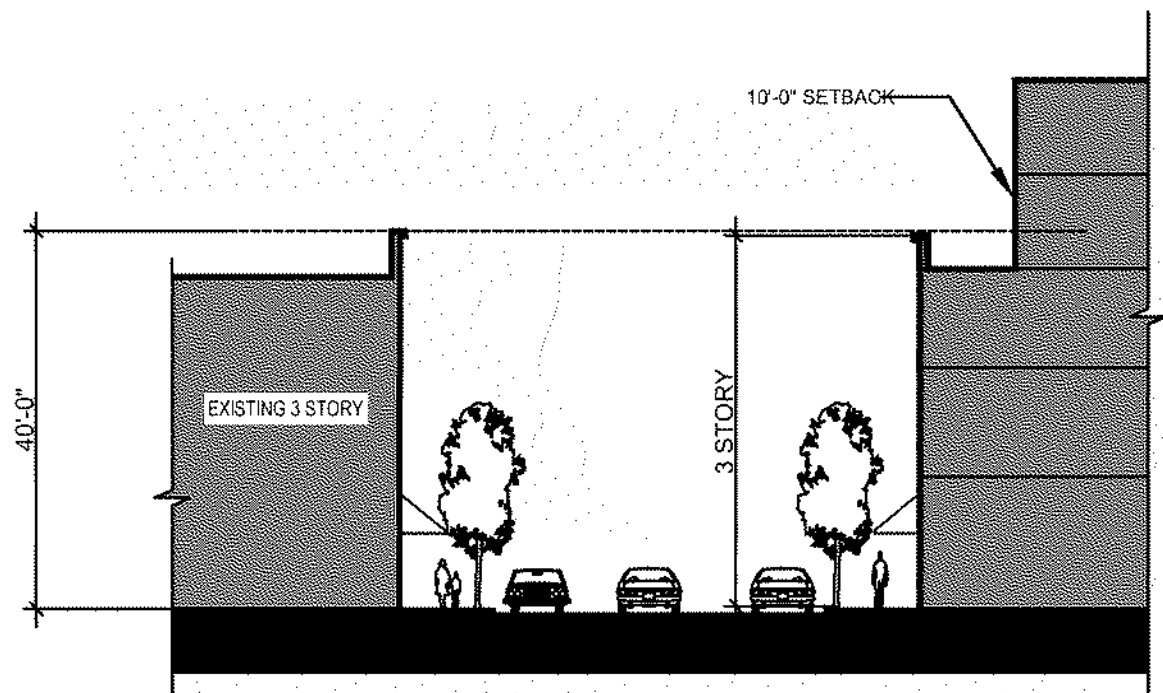




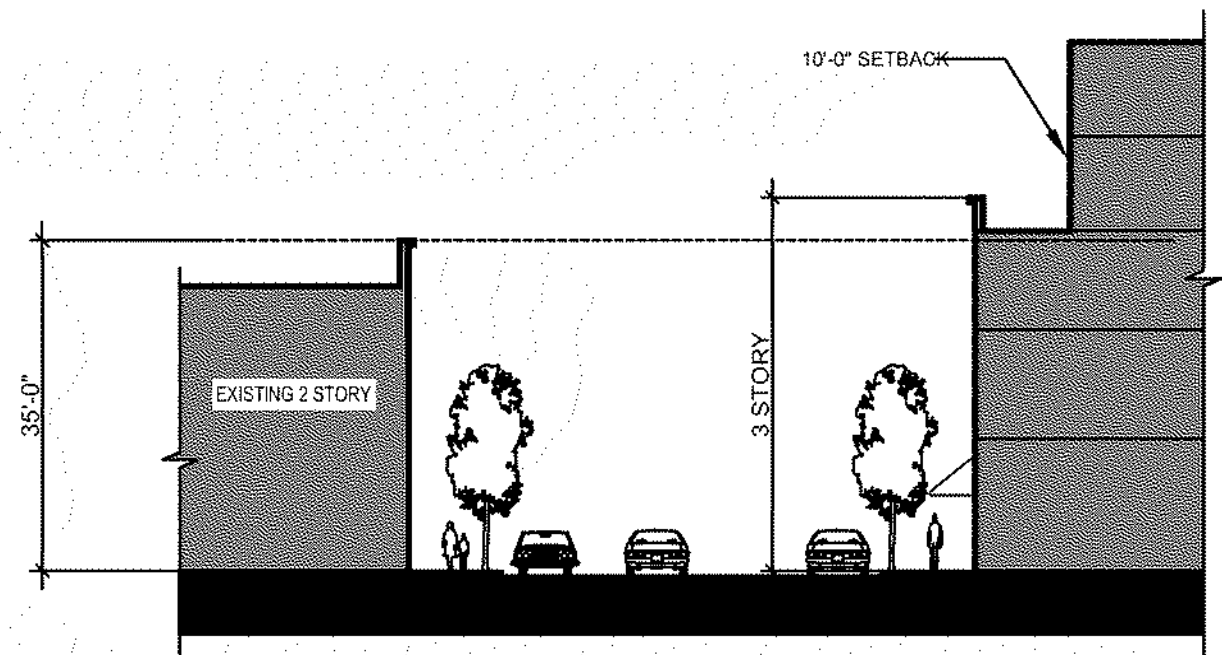
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FORD ST



THIRD ST



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