

City of Portland, Oregon Bureau of Development Services

Land Use Services

FROM CONCEPT TO CONSTRUCTION

Charlie Hales, Mayor Paul L. Scarlett, Director Phone: (503) 823-7300 Fax: (503) 823-5630 TTY: (503) 823-6868

www.portlandoregon.gov/bds

Date: April 15, 2013 **To:** Interested Person

From: Staci Monroe, Land Use Services

503-823-0624 / staci.monroe@portlandoregon.gov

NOTICE OF A TYPE I PROPOSAL IN YOUR NEIGHBORHOOD

Development has been proposed in your neighborhood. The proposed development requires a land use review. The proposal, review process, and information on how to respond to this notice are described below. A copy of the site plan and zoning map is attached. I am the staff person handling the case. Please call me if you have questions regarding this proposal. Please contact the applicant if you have questions regarding any future development on the site.

Because we must publish our decision within 45 days, **we need to receive your written comments by 5 p.m. on May 15, 2013**. Please mail or deliver your comments to the address at the bottom of the page, and include the Case File Number, LU 13-111067 HDZ, in your letter. It also is helpful to address your letter to me, Staci Monroe.

CASE FILE NUMBER: LU 13-111067 HDZ -SIGNAGE AND BANNERS

Applicant: Melissa Hayden (sign contractor), 503-546-7114

Dennis Brockman / Security Signs Inc. 2424 SE Holgate Blvd / Portland, OR 97202

Deek Heykamp (tenant) / Next Adventure 426 SE Grand Avenue / Portland, OR 97214

Owner: Reach Community Development Inc.

4150 SW Moody Ave / Portland, OR 97239

Site Address: 420-438 SE GRAND AVE

Legal Description: BLOCK 121 LOT 3&4 EXC PT IN ST W 10' OF LOT 5&6 POTENTIAL

ADDITIONAL TAX, EAST PORTLAND

Tax Account No.: R226508200, R226508200

State ID No.: 1N1E35CC 12200, 1N1E35CC 12200

Quarter Section: 3031

Neighborhood: Buckman, contact Susan Lindsay at 503-725-8257.

Business District: Central Eastside Industrial Council, contact Peter Fry at 503-274-1415.

District Coalition: Southeast Uplift, contact Bob Kellett at 503-232-0010.

Plan District: Central City - Central Eastside

Other Designations: East Portland/Grand Avenue Historic District

Zoning: EXd – Central Employment zone with a Design overlay

Case Type: HDZ – Historic Design Review

Procedure: Type I, an administrative decision with appeal to the Oregon Land Use

Board of Appeals (LUBA).

Proposal:

The applicant seeks Historic Design review to add new signage and banners to a non-contributing building in the East Portland/Grand Avenue Historic District and the Central Eastside Subdistrict of the Central City Plan District. The proposal includes the following:

- Three 29 SF projecting signs attached to the storefront columns along the west and south façades. The projecting signs would be comprised of an internally illuminated, aluminum cabinet with pushed through acrylic letters mounted with two 4" square support arms to the wooden column frame.
- Two 8 SF wall signs attached to the fascia above the corner entry storefront bay on the west and south facades. The wall signs would be comprised of internally illuminated, aluminum channel letters with acrylic faces and attached to a 2" deep raceway.
- Four 8 SF fabric flags attached to the storefront columns along the west and south façades in between the projecting signs.

Based on the primary building wall (91.5'), which can be based on the building wall facing either street since a corner entry exists, the building is allowed 137 SF of signage. The total signage proposed is 135 SF. The signage that exists behind the transom windows is not included since it is not on the exterior of the building. Historic Design Review is required for signage and exterior alterations to buildings in a historic district.

Relevant Approval Criteria:

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

- East Portland/Grand Avenue Historic District Design Guidelines
- Central City Fundamental Design Guidelines
- Central Eastside Design Guidelines

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. This application was submitted on January 31, 2013 and determined to be complete on **April 11, 2013**.

DECISION MAKING PROCESS

The Bureau of Development Services will make a decision on this proposal. We will consider your comments, and either:

- Approve the proposal.
- Approve the proposal with conditions.
- Deny the proposal.

We will mail you a copy of our decision only if you comment in writing to us at the City of Portland Bureau of Development Services, 1900 SW Fourth Ave., Suite 4500, Portland, OR 97201. There will be no public hearing.

The neighborhood association listed on the first page of this notice may take a position on this application. They may also schedule an open meeting prior to making their recommendation to the Bureau of Development Services. Please contact the person listed as the neighborhood contact to determine the time and date of this meeting.

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. You may also find additional information about the City of Portland and City Bureaus, as well as a digital copy of the Portland Zoning Code, by visiting the City's homepage on the Internet at www.portlandonline.com.

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 extended at the request of the applicant.

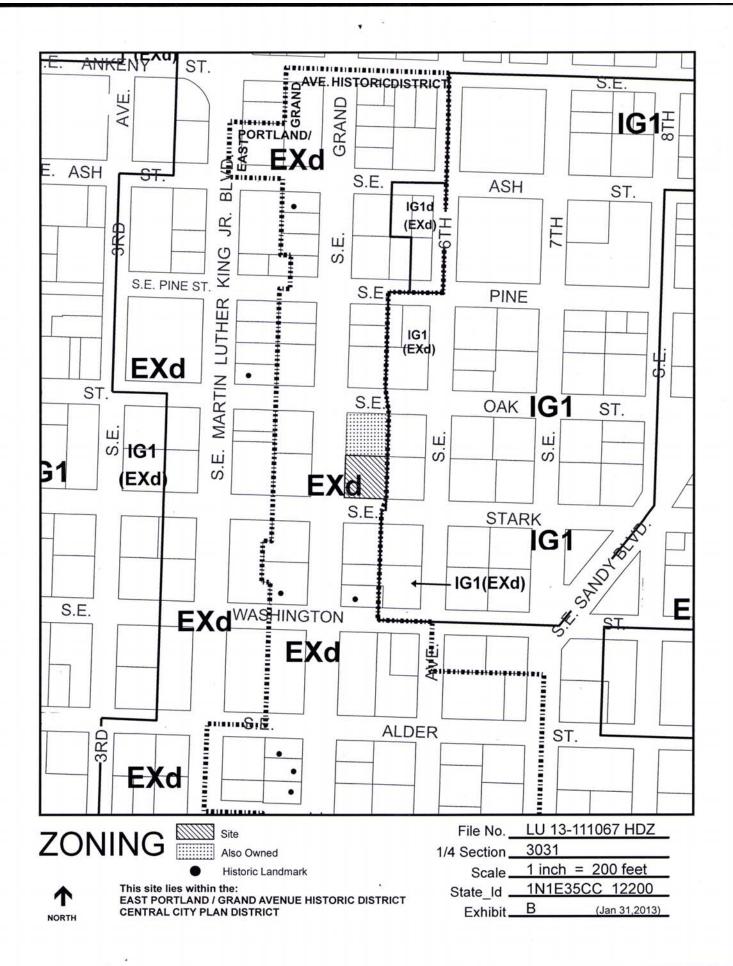
APPEAL PROCESS

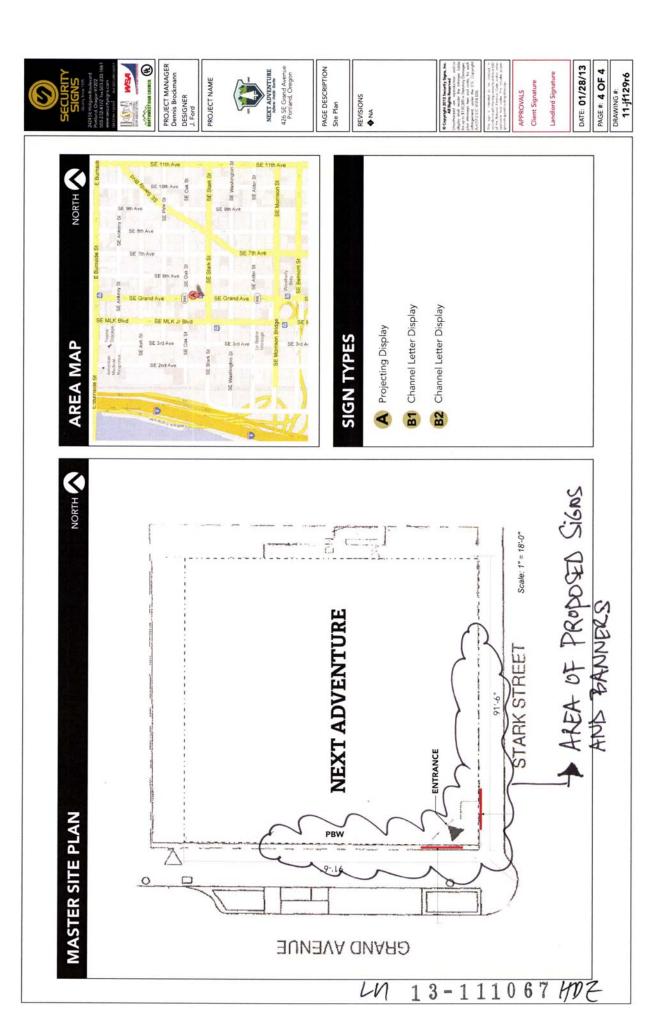
If you disagree with the Bureau of Development Services administrative decision, you can appeal the decision to the Oregon Land Use Board of Appeals (LUBA) at 550 Capitol St. NE, Suite 235, Salem, OR 97301. The phone number for LUBA is 1-503-373-1265. Issues which may provide the basis for an appeal to LUBA must be raised in writing before the deadline for comments, or you may not be able to raise that issue in an appeal. If you do not raise an issue with enough specificity to give the Bureau of Development Services an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

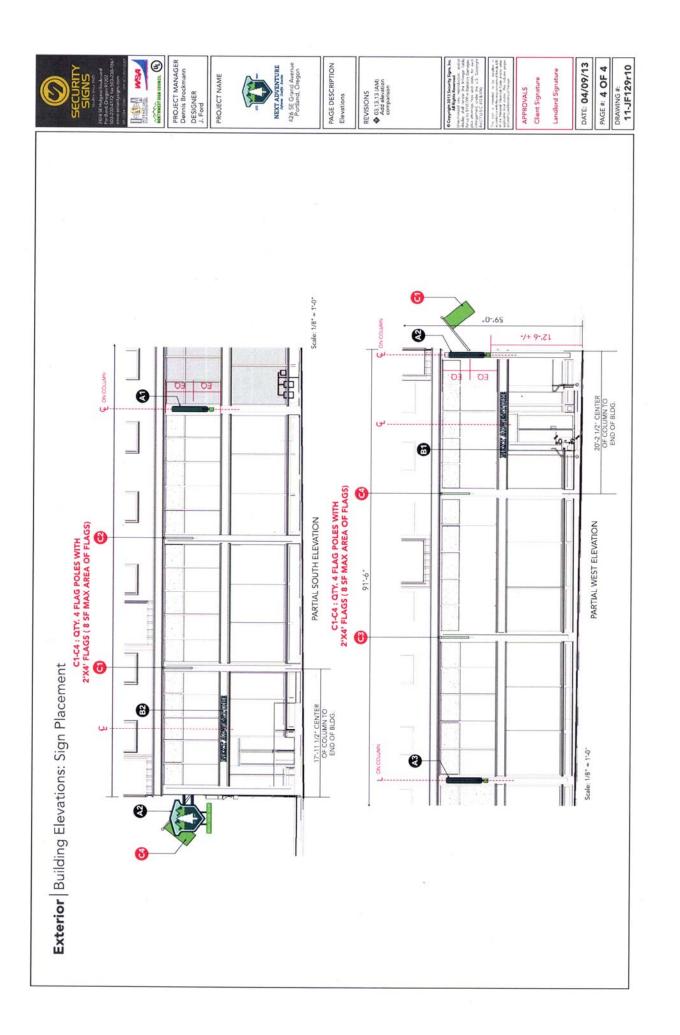
The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).

Enclosures:

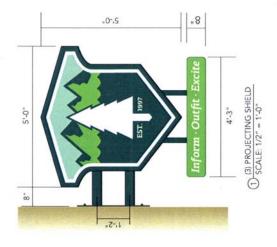
Zoning Map Site Plan Building Elevations Sign Details

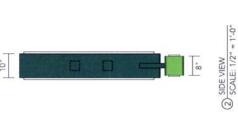


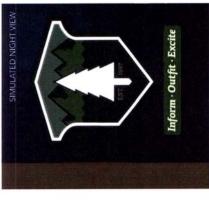


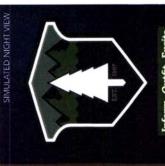


Exterior | Building Identification Option 1 - Projecting Display









Projecting Display

Illuminated Manufacture and install three (3) D/F Projecting Displays

MONTHWEST SARA COUNCIL (U) PROJECT MANAGER Dennis Brockmann PSM 1

Face: .090 routed aluminum with painted finish, mountain, sky and 'est. 1997 painted graphics, 3/4" push-thru clear acrylic pine tree and border with White PSV 1st surface and white diffuser. 2nd surface.

Construction: fabricated aluminum w/painted finish, sky, mountains and 'EST. 1997'

Cabinet

PROJECT NAME

DESIGNER J. Ford Illumination: White LEDs

Tagline

Construction: fabricated aluminum cabinet painted light green

Face: .090 routed aluminum with 1/2" push-thru clear acrylic copy with White PSV 1st surface and white diffuser 2nd surface

Illumination: White LEDs

NEXT ADVENTURE

426 SE Grand Aven Portland, Oregon

Installation

Wall Type: wood column over steel beam

PAGE DESCRIPTION

Projecting Display

REVISIONS ♦ NA

Supports: (2) 4" sq. tubes

Mounting: plate mount to building. Paint plate Matthews 37B-3D Glitter Gold TM building, see engineering

Colors

existing wood column frame

-existing steel beam

-3/8" plate mount paint TM bulding

-4" so tube support

electrical conduit to

run inside sq tube

-threaded rod drilled and

tapped to steel beam

3 SCALE: 1" = 1'-0"



Light Green

Light Blue

Client Signature APPROVALS

Landlord Signature

DATE: 04/09/13

PAGE #: 2 OF 4

DRAWING #:
11-JF129r10

PROJECTING DISPLAY - 29.17 SQ FT Scale: as noted

Exterior Building Identification - FCOs



(1) CHANNEL LETTERS (QTY. 2) SCALE: 1/2" = 1'-0"

Channel Letters

Illuminated Manufacture and install two (2) sets of internally illuminated channel letters on raceway

"NEXT ADVENTURE"

Faces: 3/16" White acrylic

Trim Cap: 1" Black Jewelite

Returns: .040 aluminum, 5" deep, stock Black Backs: .040 aluminum, pre-coat white

MORTHWEST SIGN COUNCIL (U)

NSM I

PROJECT MANAGER Dennis Brockmann

DESIGNER J. Ford

PROJECT NAME

Illumination: White LEDs

Background Panel: .090 routed aluminum

Wireway

Construction: 8"x2" paint TM wall

Wall Type: wood

Installation

Mounting: 3/8" lag bolts through top of raceway into studs

NEXT ADVENTURE

426 SE Grand Avenue Portland, Oregon

PAGE DESCRIPTION

Wall Display

Transformers: remote mounted Primary: 120V

Colors

White Acrylic



Paint TM Bldg.

Dark Blue

REVISIONS NA

Landlord Signature

Client Signature

APPROVALS

DATE: 04/09/13

PAGE #: 3 OF 4

DRAWING #:
11-JF129r10

SIDE VIEW SCALE: 1/2" = 1'-0" 3" 2" .090 routed aluminum painted Dark Blue 3" deep PCLs, LED illumination wireway painted TM 8 1/2* section of sign band, power connection to-run from wireway to power supplies remotely located inside building

CHANNEL LETTERS ON A RACEWAY (QTY. 2) - 7.71 SQ FT EA Scale: 1/2" = 11-0"