



City of Portland, Oregon
Bureau of Development Services
Land Use Services

FROM CONCEPT TO CONSTRUCTION

Amanda Fritz, Commissioner
Paul L. Scarlett, Director
Phone: (503) 823-7300
Fax: (503) 823-5630
TTY: (503) 823-6868
www.portlandoregon.gov/bds

Date: August 9, 2013
To: Interested Person
From: Kathleen Stokes, Land Use Services
503-823-7843 / Kathleen.Stokes@portlandoregon.gov

NOTICE OF A TYPE II PROPOSAL IN YOUR NEIGHBORHOOD

Development has been proposed in your neighborhood that requires a land use review. The proposal, review process, and information on how to respond to this notice are described below. Copies of the site plan, elevation drawings and zoning map are 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 28 days, **we need to receive your written comments by 5 p.m. on August 30, 2013.** Please mail or deliver your comments to the address at the bottom of the page, and include the Case File Number, LU 13-157857 AD, in your letter. It also is helpful to address your letter to me, Kathleen Stokes.

CASE FILE NUMBER: LU 13-157857 AD

Applicant: Reid Storm
Vancouver Sign Company Inc
2600 NE Andresen Rd, Suite 50
Vancouver, WA 98661

Owner: ROIC Oregon LLC
8905 Towne Centre Dr #108
San Diego, CA 92122-5608

Site Address: 16339 SE DIVISION ST

Legal Description: LOT 1, PARTITION PLAT 1992-163
Tax Account No.: R649729740
State ID No.: 1S3E06CC 02901
Quarter Section: 3247

Neighborhood: Centennial, Tom Lewis at 503-347-5715.
Business District: Midway, Bill Dayton at 503-252-2017. Gateway Area Business Association, Fred Sanchez at 503-256-3910.
District Coalition: East Portland Neighborhood Office, Richard Bixby at 503-823-4550.

Zoning: CG (General Commercial)

Case Type: AD (Adjustment to the Sign Code, Title 32)
Procedure: Type II, administrative decision with appeal to Adjustment Committee.

Proposal: The applicant is representing the, "Ross Dress For Less" store, which is proposing signage for a tenant space at this site. Two wall signs are proposed, including one over the main entrance on the south side of the building, which would have an overall area of about 188.3 square feet and one on the secondary, north-facing wall, which would have an overall area of about 69.6 square feet. The combined area of the two signs would be

about 258 square feet. There are also free-standing signs that are located along the frontages on SE Division Street and SE 162nd Avenue. In the CG zone, Title 32 allows a maximum sign area, per tenant, that is based on the length of the primary building wall for the lease space. The size allocation is one square foot, per one foot of primary building wall, if a freestanding sign is also on the same street frontage, and one and one-half square feet, per one foot of primary building wall, if there is no freestanding sign on the same street frontage.

In this case, the allowance is based on a primary building wall of 129 feet in length. Exceptions to this standard are allowed through Adjustment Review, if all of the relevant approval criteria are met or if the criteria can be met through conditions of approval. Therefore, the applicant is requesting approval of an Adjustment to Code Section 32.32.020 to allow the maximum size allocation for the proposed signage to be increased from 129 square feet to 258 square feet.

Relevant Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria of Title 32. The relevant criteria are:

Title 32 - 32.38.030 C. Sign adjustments will be approved if the review body finds that the applicant has shown that the criteria of Paragraph C.1. or 2, below are met.

1. Area enhancement. The applicant must meet criteria C.1.a. and b. and either C.1.c. or d.

a. The adjustment for the proposed sign will not significantly increase or lead to street level sign clutter, to signs adversely dominating the visual image of the area, or to a sign that will be inconsistent with the objectives of a specific plan district or design district; and

b. The sign will not create a traffic or safety hazard; and

c. The adjustment will allow a unique sign of exceptional design or style that will enhance the area or that will be a visible landmark; or

d. The adjustment will allow a sign that is more consistent with the architecture and development of the site.

2. Site difficulties. If there are unusual site factors that preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment will be granted to achieve the visibility standards of Sub-paragraph d, below. This adjustment is not intended to be used to make signs visible to other streets and rights of ways or to freeways. Site difficulties may include the sign face being blocked due to topography of the site, existing development or landscaping on the site, or from abutting development or landscaping. This set of adjustment criteria is generally intended for freestanding and projecting signs and allows greater flexibility in placement of the sign. The adjustment will be approved if all of the following criteria are found to be met:

a. There is no reasonable place on the site for an allowed sign without an adjustment to achieve the visibility standards of Subparagraph d, below;

b. If the proposed sign extends into the right-of-way, the sign will not create a traffic or safety hazard;

c. Of potential adjustments to meet the visibility standards of Subparagraph d., the request is the most consistent with the surrounding development and sign patterns; and

d. The adjustment is the minimum needed for a sign to meet the following visibility standards:

<u>posted road speed</u>	<u>visibility to travel lanes on the street in front of the site</u>
35 mph or less	200 feet
40-50 mph	300 feet
55 mph or more	400 feet

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 May 22, 2013 and determined to be complete on June 5, 2013. The case was placed on hold, from June 7 until August 7, 2013.

DECISION MAKING PROCESS

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

- Approve the proposal.

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

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.

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.

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.

APPEAL PROCESS

If you disagree with the Bureau of Development Services administrative decision, you can appeal the decision to the Adjustment Committee. This review body will hold a public hearing for the appeal. When the decision is mailed, the criteria used to make the decision and information on how to file an appeal will be included. If you do not send any comments, you can still appeal the decision. There is a 14-day deadline to file an appeal beginning on the day the decision is mailed. The reason for the appeal must be specifically defined in order for the review body to respond to the appeal. If an appeal is filed, you will be notified of the time and location of the appeal hearing.

There is a fee charged for appeals. Recognized neighborhood associations may qualify for an appeal fee waiver.

APPEAL OF THE FINAL CITY DECISION

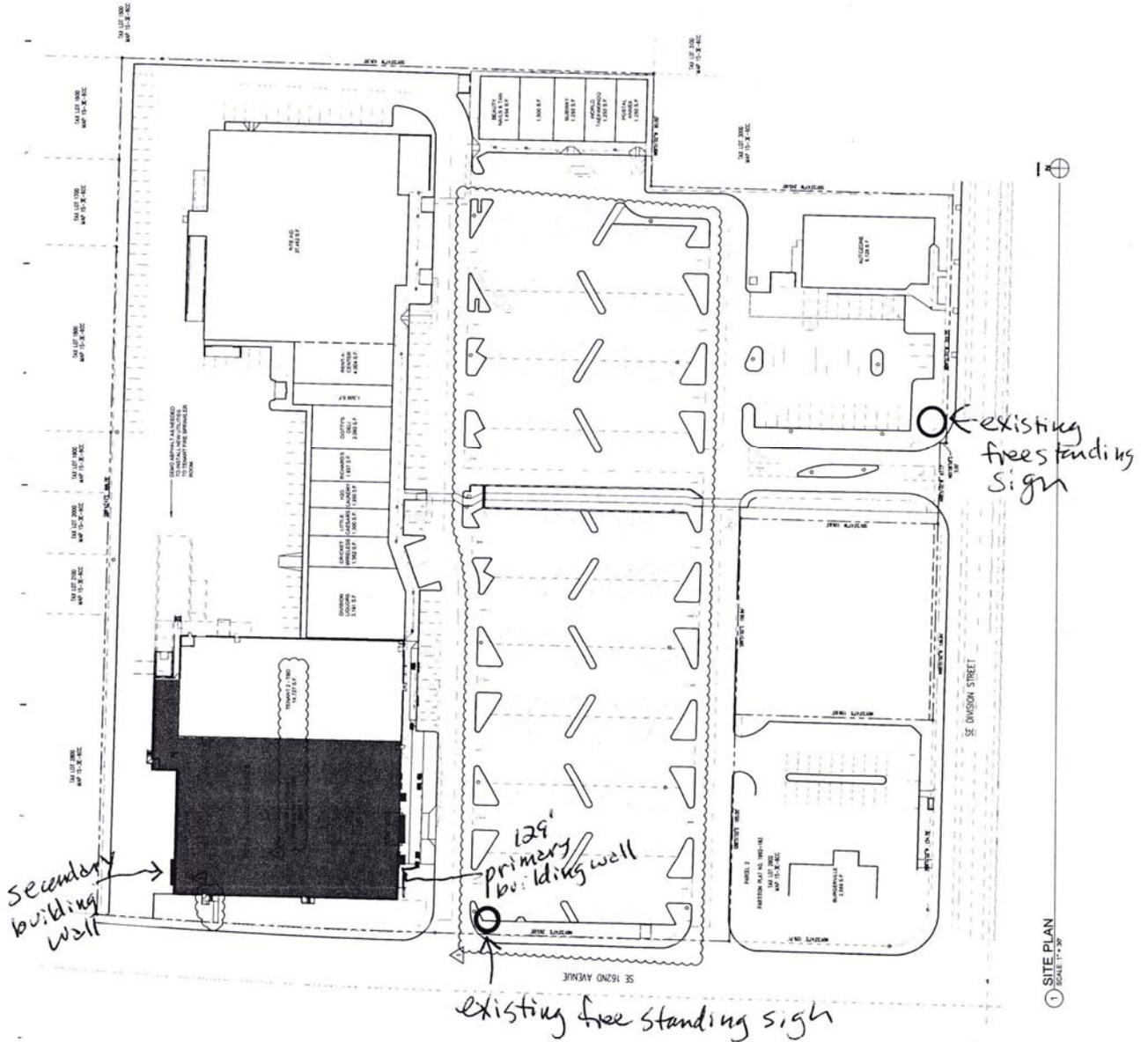
After an appeal hearing, the review body decision may be appealed to the Oregon Land Use Board of Appeals (LUBA) at 775 Summer St NE, Suite 330, Salem, OR 97301-1283. The phone number for LUBA is 1-503-373-1265. Issues that may provide the basis for an appeal to LUBA must be raised prior to the comment deadline or prior to the conclusion of the hearing if a local appeal is requested. If you do not raise an issue with enough specificity to give the Bureau of Development Services an opportunity to respond to it, that may also 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, Elevation Drawings

DIVISION CROSSING SHELL 8338 SE DIVISION ST. #1 15345 SE DIVISION ST. PORTLAND, OR 97236	ROIC OREGON, LLC 1000 NE 10TH AVE. SUITE 200 PORTLAND, OR 97232 503.281.1234	 3155 NE WISCONSIN PORTLAND, OR 97232 503.281.1234	DRAWN BY: [] CHECKED BY: [] DATE: []
			PERMIT SET SCALE: 1" = 30'
REVISIONS NO. DATE DESCRIPTION 1 11/11/11 PERMIT SET			SHEET A101 SITE PLAN

NORTH ←

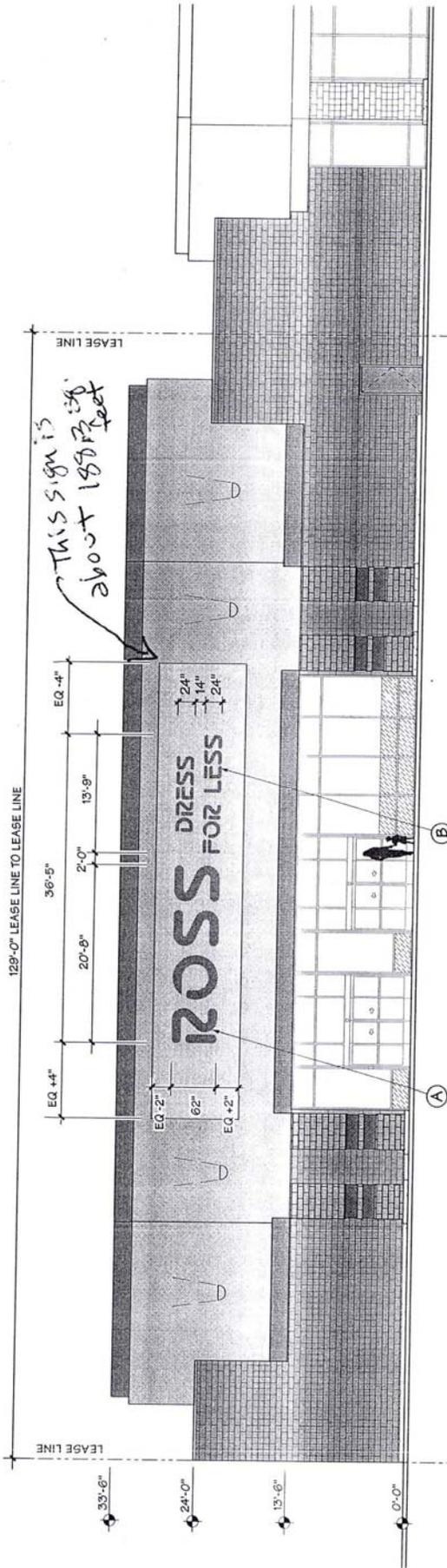


LU 13 157857AD

Notes:

- LANDLORD TO PROVIDE:
- ADEQUATE ACCESS BEHIND LOGO LETTERS FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- THREE (3) 20 AMP 120V ISOLATED SIGN CIRCUITS AND JUNCTION BOXES TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM
- AT LEAST 1/2" THICK PLYWOOD BACKING BEHIND ALL E.L.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT
- SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 80% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.
- ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING. SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.
- IF ANY SIGNAGE PROPOSED IN THIS EXHIBIT IS ALTERED BY LOCAL GOVERNMENT AUTHORITIES, ROSS STORES INC. RESERVES THE RIGHT TO, AT NO COST, ADJUST ARCHITECTURAL FEATURES TO BEST ACCOMMODATE THE ALTERED SIGNAGE.

- (A) 62"H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS;
 FACES: TUF-GLAS SG ZI2IO-E4 MATTE BLUE
 RETURNS: 5"D ALUM. W/ WHITE FINISH
 TRIM CAP: 2" WHITE JEWELITE
 LETTER BACKS: ALUMINUM
 NEON: FOUR-TUBE 15MM EGL E40 BLUE
 MOUNTING: 1/4"-20 GALV. THRU BOLTS
 PEG OFF: 1/2" SPACERS
- (B) 24"H INDIVIDUAL "DFL" LOGO LETTERS;
 ALL CALLOUTS SAME AS "ROSS" EXCEPT:
 RETURNS: 5"D ALUM. W/ WHITE FINISH
 TRIM CAP: 1" WHITE JEWELITE
 NEON: TWO-TUBE 15MM EGL E40 BLUE



① STOREFRONT • SOUTH • S.E. DIVISION ST. • ELEVATION

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

bma
bill moore & associates

1007 eclair ave.
p.o. box 6153
albany, ca 94706-0153
510/524-0696 fax 510-4092
www.billmoore.com

MEMBER
CSA
INTERNATIONAL SOCIETY OF ARCHITECTS

ROSS
DRESS FOR LESS

TK-E

SHEET
S1

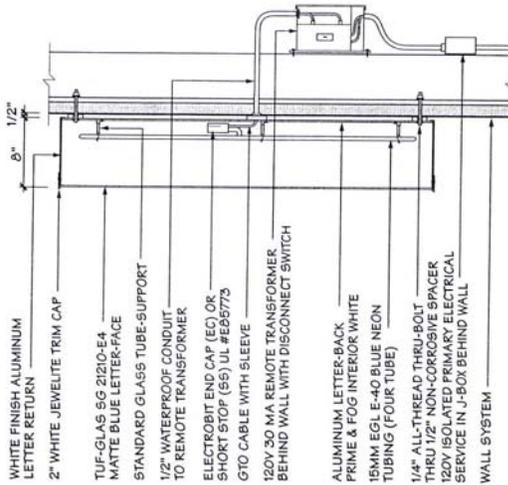
drawn: 03/15/13
Rev. per A/E: 03/22/13
Exhibit J: 03/26/13
Rev. per City (62'): 08/05/13

#1706 PORTLAND DIVISION
Division Crossing
NEC SE Division St. & SE T162nd Ave.
Portland, OR 97233

LU13-157857 AD

Notes:

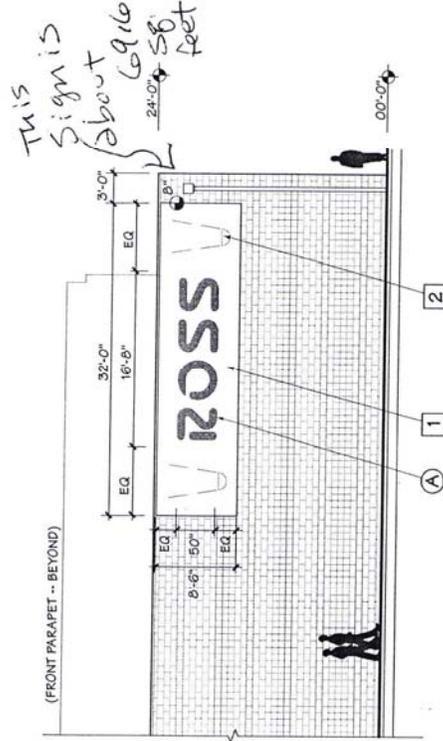
- LANDLORD TO PROVIDE:
- ADEQUATE ACCESS BEHIND LOGO LETTERS FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- ONE(1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOXES TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM
- AT LEAST 1/2" THICK PLYWOOD BACKING BEHIND ALL E.L.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT
- SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 90% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.
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② SECTION AT 'ROSS' LETTERS
N.T.S.
MIDDLE FEED

- (A) BOTH INDIVIDUAL "ROSS" PAN CHANNEL LOGO LETTERS:
- FACES: TUF-GLAS 5G 2210-E4 MATTE BLUE
- RETURNS: Ø"D ALUM. W/ WHITE FINISH TRIM CAP, 2" WHITE JEWELITE
- LETTER BACKS: ALUMINUM
- NEON: FOUR-TUBE 15MM EGL E40 BLUE
- MOUNTING: 1/4"-20 GALV. THRU BOLTS
- PEG OFF: 1/2" SPACERS

- ① SIGN FASCIA BY LANDLORD, SEE NOTES
- ② TYPICAL ARCHITECTURAL LIGHTING BY LANDLORD



① REAR • NORTH • ELEVATION
SCALE: 3/32" = 1'-0"

L013-157857AD

bill moore & associates

1357 bobrow ave.
p.o. box 6153
sunnyvale, ca 94086-6153
billmoore.com tel: 415-336-6092
www.billmoore.com

ROSS
DRESS FOR LESS

#1706 PORTLAND DIVISION
Division Crossing
NEC SE Division St. & SE 162nd Ave.
Portland, OR 97233

TK-E
SHEET
S2

drawn: 03/20/13
checked: 03/27/13
exhibit: Exhibit J
rev per city (54): 08/05/13