



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

FROM CONCEPT TO CONSTRUCTION

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

Date: April 6, 2012
To: Interested Person
From: Dave Skilton, Land Use Services 503-823-0660
dave.skilton@portlandoregon.gov

NOTICE OF A TYPE I DECISION ON A PROPOSAL IN YOUR NEIGHBORHOOD

The Bureau of Development Services has **approved** a proposal in your neighborhood. The reasons for the decision are included in this notice. If you disagree with the decision, you can appeal it 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. Information on how to appeal this decision is listed at the end of this notice.

CASE FILE NUMBER: LU 12-116616 HDZ - SIGN

GENERAL INFORMATION

Applicant: Pac-Hill Limited Partnership
520 SW Yamhill St Roof Garden #8
Portland, OR 97204

Representative: Mark Proden
Island Mana Wines
526 SW Yamhill St
Portland, OR 97204

Site Address: 520 SW Yamhill Street

Legal Description: BLOCK 171 LOT 1&8 N 1/2 OF LOT 2&7, PORTLAND
Tax Account No.: R667717500
State ID No.: 1S1E03BB 01200
Quarter Section: 3129
Neighborhood: Portland Downtown, contact Jennifer Geske at 503-750-9843.
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.
Plan District: Central City - Downtown
Other Designations: Historic Landmark, pursuant to listing in the National Register of Historic Places as the Pacific Building, on March 5, 1992

Zoning: CXd, Central Commercial with Historic Resource Protection and Design Overlays

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 is seeking Historic Design Review approval for a sign, 5.4 square feet in face area, and made of gold acrylic letters mounted to the transom band above the storefront with adhesive tape. Historic Design Review is required because the proposal is for a sign on a Historic Landmark.

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:

- 33.846.060 Other Approval Criteria
- Central City Fundamental Design Guidelines

ANALYSIS

Site and Vicinity: The design of the Pacific Building, developed by the firm of A. E. Doyle and Associates in the mid-1920s, is sometimes mistakenly attributed to Pietro Belluschi, who, as a relative newcomer to the office, only worked on some of the interior details. The chief designer was actually Charles K. Greene, whose sudden departure from the firm in 1927 did, however, combine with the terminal illness of the Doyle to create an opening for Belluschi to become a partner and eventually owner of the business. The building is designed in imitation of a Renaissance era Italian urban palace. Built for the estate of local magnate Henry Corbett, it was designed with eventual expansion onto the remainder of the block in mind. The site for this expansion was occupied by the grandiose Corbett family mansion, which was decidedly out of style by that time. However, the planned expansion was never carried out, owing to the longevity of Henry Corbett's widow, who survived, occupying the house, for several more decades. The Doyle firm itself occupied the spacious attic of the Pacific Building from its completion in 1926 until 1942 when the company was reorganized as Pietro Belluschi, Architect, and moved to a new location.

Zoning: The commercial zones implement the commercial policies and plan map designations of the Comprehensive Plan. The zones are for areas of the City designated by the Comprehensive Plan for commercial uses. The differences in the zones reflect the diversity of commercial areas in the City. The zones are distinguished by the uses allowed and the intensity of development allowed. Some of the zones encourage commercial areas that are supportive of surrounding residential areas, while other zones allow commercial areas which have a community or regional market. The regulations promote uses and development which will enhance the economic viability of the specific commercial district and the city as a whole.

In general, a wide range of uses is allowed in each zone. Limits on the intensity of uses and the development standards promote the desired character for the commercial area. The development standards are designed to allow a large degree of development flexibility within parameters which support the intent of the specific zone. In addition, the regulations provide certainty to property owners, developers, and neighbors about the limits of what is allowed.

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.

The Historic Resource Protection chapter protects certain historic resources in the region and preserves significant parts of the region's heritage. The regulations implement Portland's Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting the education and enjoyment of those living in and visiting the region. The regulations foster pride among the region's citizens in their city and its heritage. Historic preservation beautifies the city, promotes the city's economic health, and helps to preserve and enhance the value of historic properties.

The Design Overlay Zone promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. The Design Overlay

Zone also promotes quality high-density development adjacent to transit facilities. This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review or compliance with the Community Design Standards. In addition, design review or compliance with the Community Design Standards ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

Land Use History: City records indicate there are no relevant prior land use reviews for this site.

Public Notice: A Notice of Proposal in your Neighborhood was mailed on March 5, 2012.

Agency Review: None of the notified agencies has responded with concerns.

Neighborhood Review: 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 33.846, Historic Reviews

Purpose of Historic Design Review

Historic Design Review ensures the conservation and enhancement of the special characteristics of historic resources.

Historic Design Review Approval Criteria

Requests for historic design review will be approved if the review body finds the applicant has shown that all of the approval criteria have been met.

Findings: Historic Design Review approval is required because the site is a designated Historic Landmark and the proposal is for a sign. The approval criteria are those listed in 33.846.060 G. Because the site is located within the Central City Plan District, the approval criteria also include the *Central City Fundamental Design Guidelines*.

Staff has considered all criteria and guidelines and has addressed only those applicable to this proposal.

33.846.060 G. Other Approval Criteria:

1. Historic character. The historic character of the property will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the property's historic significance will be avoided.

10. Hierarchy of compatibility. Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a Historic or Conservation District, with the rest of the district. Where practical, compatibility will be pursued on all three levels.

Findings for 1 and 10: The proposed sign is modest in size at 5.4 square feet, composed of simple gold-colored letters, and located appropriately by centering it on the face of the deep beam separating the storefront from the transom windows above. The method of attachment, with water-resistant adhesive tape, is fully reversible and will not harm the painted steel beam surface. No historic materials will be removed or adversely impacted. Compatibility with building, its neighbors, and the general character of the downtown area is achieved through the appropriate simplicity and scale of the proposed sign as identification for a business occupying a single storefront bay. *These criteria are met.*

Central City Fundamental Design Guidelines

C13. Integrate Signs. Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.

Findings: As noted above, the sign is well integrated with an individual storefront bay, and hence with the historic building itself, by virtue of its modest size, simple typology, and traditional location. It will have no impact on the skyline. *This guideline is 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

This straightforward sign proposal is eminently approvable because it adopts the traditional pattern of signage for a single bay retail space. The purpose of the Historic Design Review process is to ensure that additions, new construction, and exterior alterations to historic resources do not compromise their ability to convey historic significance. This proposal meets the applicable Historic Design Review criteria and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of a 5.4 square foot sign on the Historic Landmark Pacific Building in the Central City Plan District;

Approval per Exhibits C-1 through C-2, signed and dated April 3, 2012, subject to the following condition:

- 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 through C-2. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 12-116616 HDZ."

Staff Planner: Dave Skilton

Decision rendered by:  **on April 3, 2012.**
By authority of the Director of the Bureau of Development Services

Decision mailed: April 6, 2012

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 February 28, 2012, and was determined to be complete on **March 1, 2012.**

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 February 28, 2012.

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.

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.

This decision, and any conditions associated with it, is final. It may be appealed to the Oregon Land Use Board of Appeals (LUBA), within 21 days of the date the decision is mailed, as specified in the Oregon Revised Statute (ORS) 197.830. Among other things, ORS 197.830 requires that a petitioner at LUBA must have submitted written testimony during the comment period for this land use review. You may call LUBA at 1-503-373-1265 for further information on filing an appeal.

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.

Recording the final decision.

If this Land Use Review is approved, the final decision must be recorded with the Multnomah County Recorder. A building or zoning permit will be issued only after the final decision is recorded. The final decision may be recorded on or after **April 9, 2012**. 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:

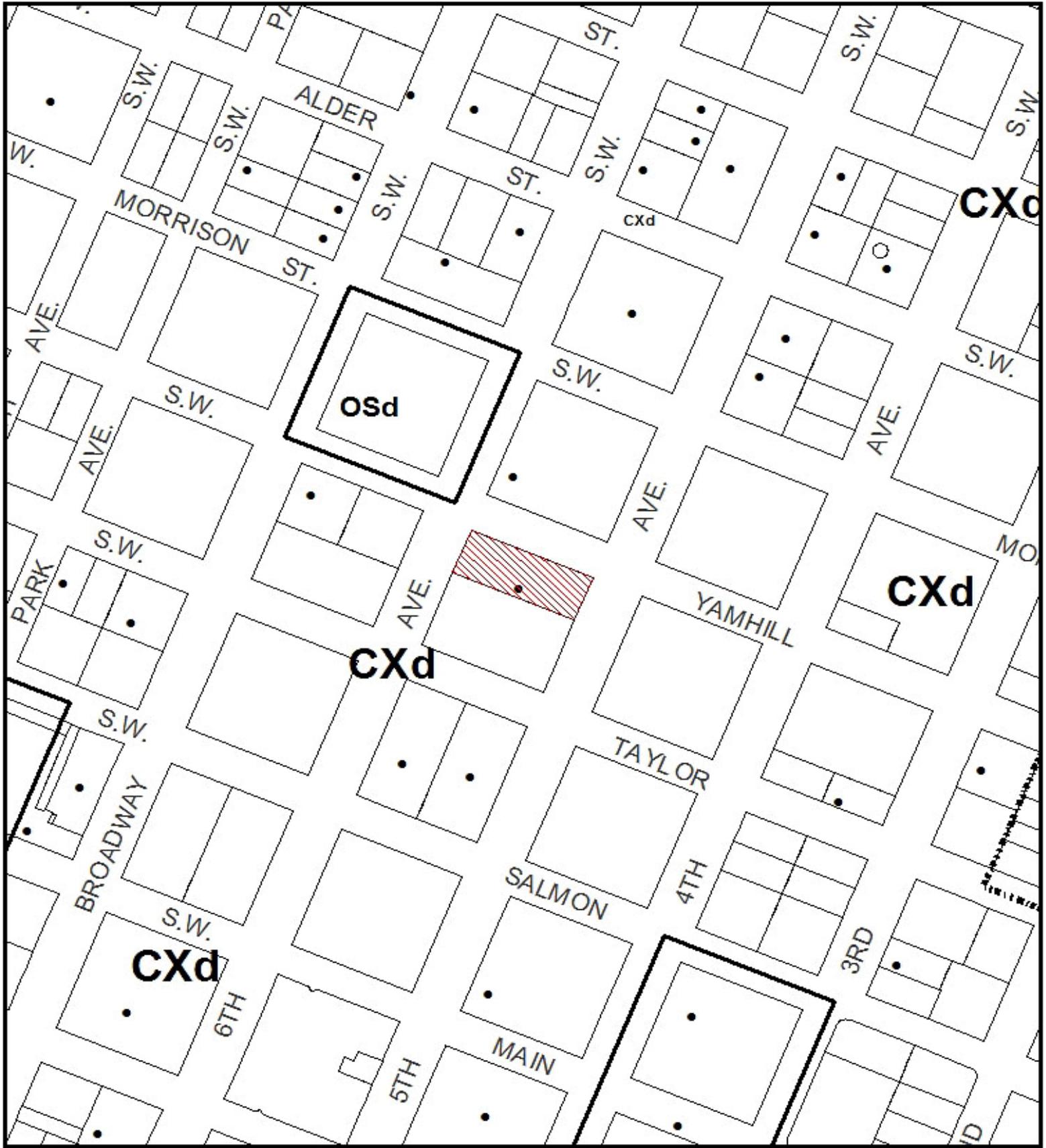
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. Elevation and Details (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: none
- F. Correspondence: none
- G. Other:
 - Original LU Application
 - 1. Original Land Use Application
 - 2. Site History Research

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



This site lies within the:
CENTRAL CITY PLAN DISTRICT

File No.	LU 12-116616 DZ
1/4 Section	3129
Scale	1 inch = 203 feet
State_Id	1S1E03BB 1200
Exhibit	B (Mar 01,2012)

C-1

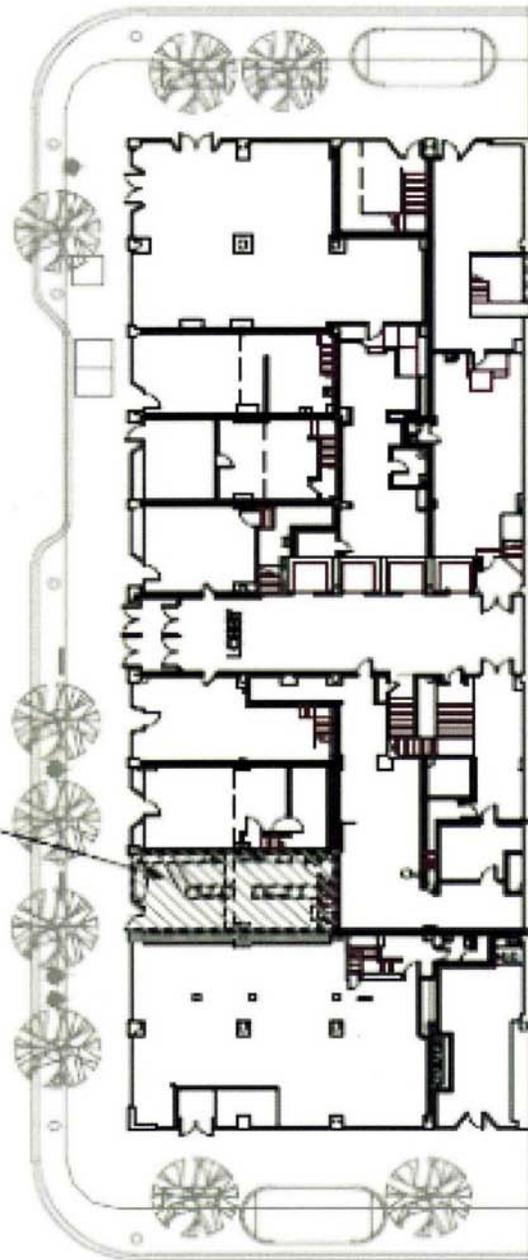
VICINITY MAP

SITE: 526 SW YAMHILL ST.

SW YAMHILL ST.

SW 5TH AVE

SW 6TH AVE



Approved City of Portland Bureau of Development Services	Permit #	Planner <i>Don Clark</i>	Date 4.3.12	*Approved Monitoring/Maintenance Plan
--	----------	-----------------------------	----------------	--

← Building width 16' →



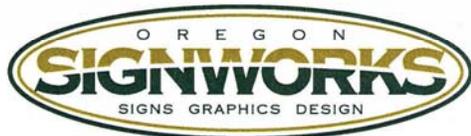
11.5" 8"

10' 8"

8" Tall letters 3/16" thick black acrylic with metallic gold finish, 3M adhesive tape installation
 Letters installed approximately 10'8" above grade.

Total area: 2.4 ft²
Used area: 1.7 ft²

SIGN AREA



1259 S. 2nd Street, Springfield, Oregon 97477
 Phone: 541.747.2890 Email: signworks@q.com
 www.oregonsignworks.com

This is an original unpublished design created by Jeff Wisdom/Oregon Signworks. Any design or logo created by Jeff Wisdom/Oregon Signworks and remain the copyright protected property of the same. They are presented for the sole purpose of illustration and are not to be reproduced or used in any way without the expressed written permission of Jeff Wisdom/Oregon Signworks. Any infringement of this drawing will be vigorously pursued to the fullest extent of legal remedy. Jeff Wisdom/Oregon Signworks will be reimbursed \$1000.00, for the time and effort in the research and design of this project, for each occurrence of infringement. Due to computer hardware, monitor, printer, and software variations, limitations and processes, colors shown in this drawing are representational only. The actual colors used in the manufacturing process of this project may vary slightly.

C-2