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: Tuesday, September 24, 2013

To: Interested Person

From: Kate Marcello, Land Use Services
503-823-7538 | kate.marcello@portlandoregon.gov

NOTICE OF A TYPE II 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 28 days, **we need to receive your written comments by 5 p.m. on Tuesday, October 15, 2013**. Please mail or deliver your comments to the address at the bottom of the page, and include the Case File Number, LU 13-157554 DZM, in your letter. It also is helpful to address your letter to me, Kate Marcello.

CASE FILE NUMBER: LU 13-157554 DZM
"GO BY TRAM" Sign on West Façade of OHSU Center for Health & Healing

Applicant: Melissa Hayden, Security Signs Inc
2424 SE Holgate Blvd | Portland OR 97202

Owner: Oregon Health & Science University
3181 SW Sam Jackson Park Rd
Portland, OR 97239-3011

Site Address: 3303 SW Bond Avenue

Legal Description: LOT 8, WATERFRONT SOUTH
Tax Account No.: R882450400
State ID No.: 1S1E10AC 00308
Quarter Section: 3330
Neighborhood: South Portland NA Contact Jim Gardner at 503-227-2096
Business District: South Portland Business Assoc, Kevin Countryman at 503-750-2984
District Coalition: Southwest Neighborhoods Inc.; contact Leonard Gard at 503-823-4592
Plan District: Central City Plan District; South Waterfront Subdistrict
Zoning: Central Commercial (CX) base zone; Design (d) overlay zone
Case Type: Design Review (DZ)
Procedure: Type II, which is an administrative decision with appeal to the Design Commission.

PROPOSAL: The applicant requests Design Review approval for a new projecting sign to be located on the west façade of the OHSU Center for Health & Healing. The subject building is located adjacent to the Portland Aerial Tram lower station. The upper station is located atop Marquam Hill, at the Kohler Pavilion on OHSU's main campus.

The new sign is a double-sided projecting sign, with approximately 222 square feet of sign face area on each side. The sign will be attached to the building with two 8-inch metal square tube arms. The sign consists of three distinct parts:

- The OHSU "flame" logo is located at the top of the sign. It is made of fabricated aluminum with routed flat cut-out aluminum overlay with digitally printed graphic overlay. At the bottom of the logo, there is a fabricated aluminum cabinet with a push-through decorative line and push-through lettering. Both the logo and cabinet are illuminated by a digitally programmable up-light on each side of the sign.

- The main part of the sign consists of a fabricated aluminum cabinet with a 3-inch square tube frame with expanded metal. On this background, on both sides of the sign, there are 4-inch horizontal metal square tube decorative elements and 3-inch-deep open channel letters with exposed red neon.

- The lower part of the sign consists of two 4-inch-deep fabricated cabinets. There is one cabinet on each side of the sign. Each cabinet has a routed aluminum face with push-through acrylic lettering.

<u>The proposal includes three **Modifications** as follows</u>:

1. According to 32.32.020.A (Table 2) in the Sign Code, the maximum size for an individual sign in the CX zone is 100 sq ft. The proposed sign will be about 222 sq ft. Therefore a Modification is required.

2. According to 32.32.020.A (Table 2) in the Sign Code and the length of the subject building's primary building wall, the building is allowed a maximum of 300 sq ft of sign area. Currently the building has about 199 sq ft of sign area. With the proposed sign, the building will have about 421 sq ft of sign area. Therefore a Modification is required.

3. According to 32,32.020.A (Table 3), a projecting sign in the CX zone is allowed to have a maximum of 30 sq ft of sign area projecting into the right-of-way. The proposed sign will have about 421 sq ft of sign area projecting into the sidewalk right-of-way on SW Moody Avenue. Therefore a Modification is required.

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:

- The *Central City Fundamental Design Guidelines*;
- The *South Waterfront Design Guidelines*;
- 33.825.040.A-B: *Approval Criteria for Modification through Design Review*

The proposal must also comply with Title 32 (Sign Code).

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 21, 2013 and determined to be complete on Thursday, September 19, 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, or
- 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.

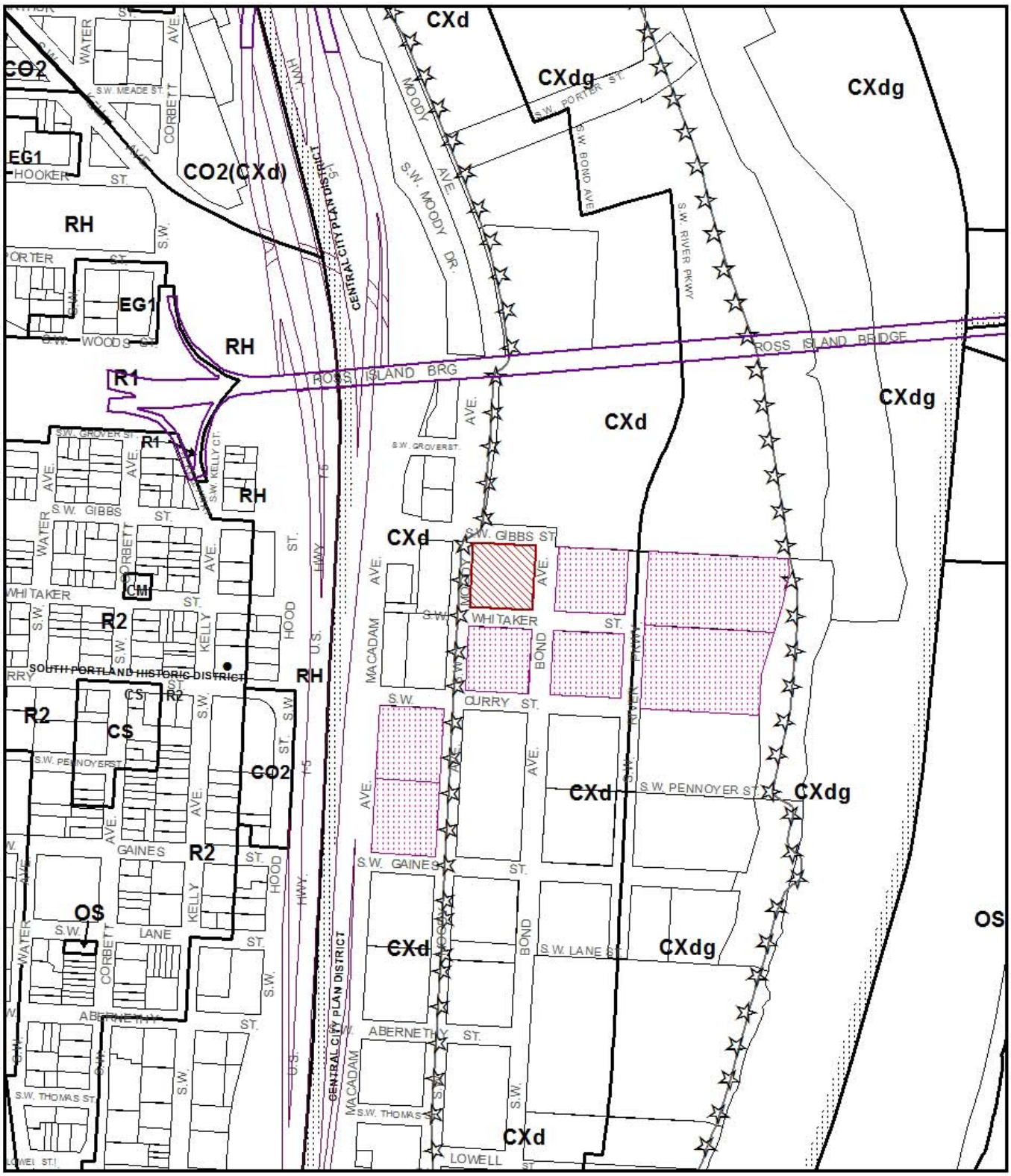
APPEAL PROCESS
If you disagree with the Bureau of Development Services administrative decision, you can appeal the decision to the Design Commission. This review body will hold a public hearing for the appeal. When the decision is mailed, the criteria used to make the decision and information on how 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 550 Capitol St. NE, Suite 235, Salem, OR 97301. 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
Building Elevation Drawings
Sign Elevation Drawing and Section Drawing



ZONING

Site

Also Owned

File No. LU 13-157554 DZM

1/4 Section 3330

Scale 1 inch = 400 feet

State_Id 1S1E10AC 308

Exhibit B (May 23,2013)

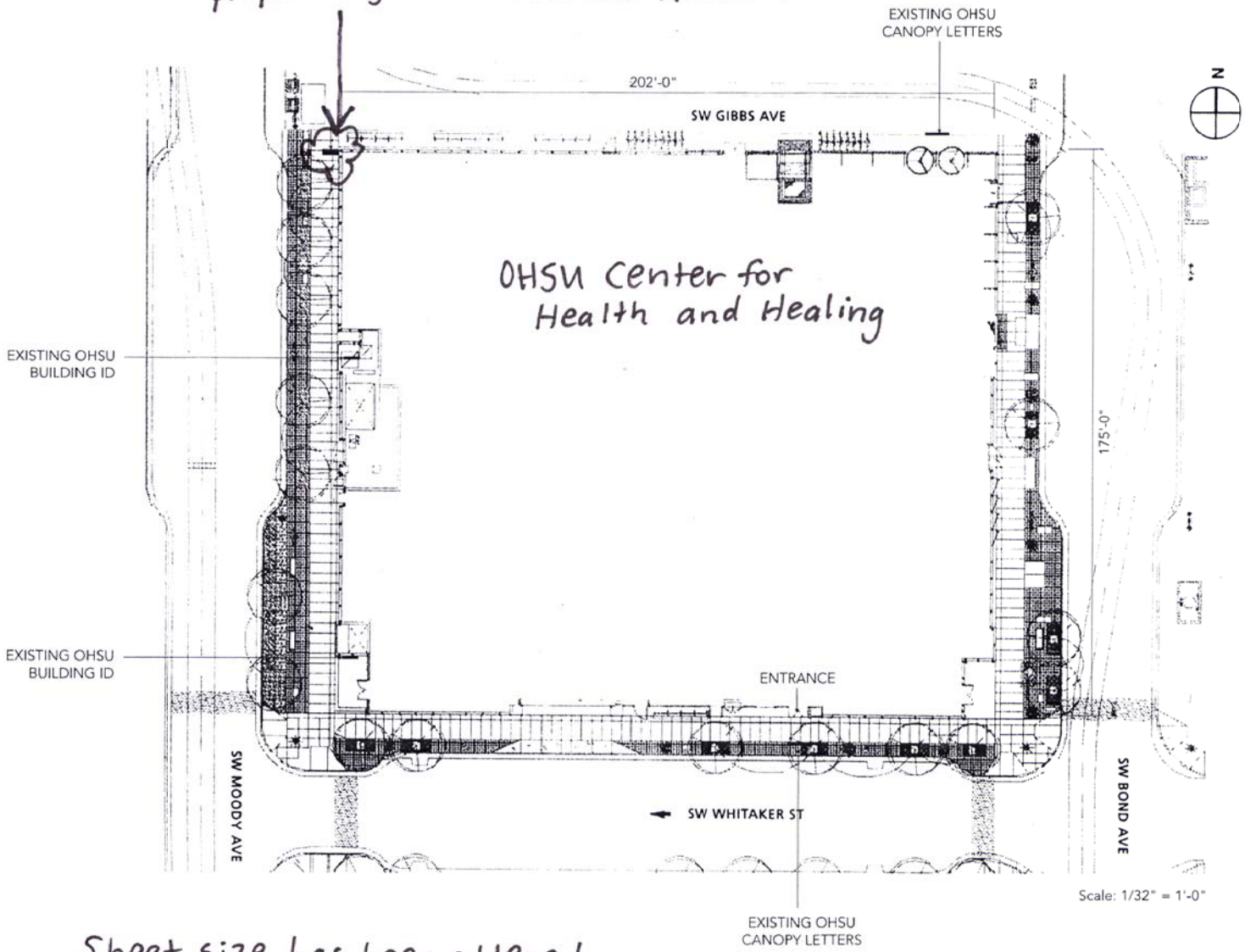
NORTH

This site lies within the:
CENTRAL CITY PLAN DISTRICT
SOUTH WATERFRONT

Site Plan

Location of proposed sign

Portland Aerial Tram Station



Scale: 1/32" = 1'-0"

SQ FOOT CHART

A GO BY TRAM PROJECTING DISPLAY = 221.88 SF

(E) OHSU BUILDING ID (QTY. 2) 72.31 SF EA.

(E) OHSU CANOPY (QTY. 2)
NORTH ELEV. = 30.42
SOUTH ELEV. = 23.83

Case number: LU 13-157554 DZM

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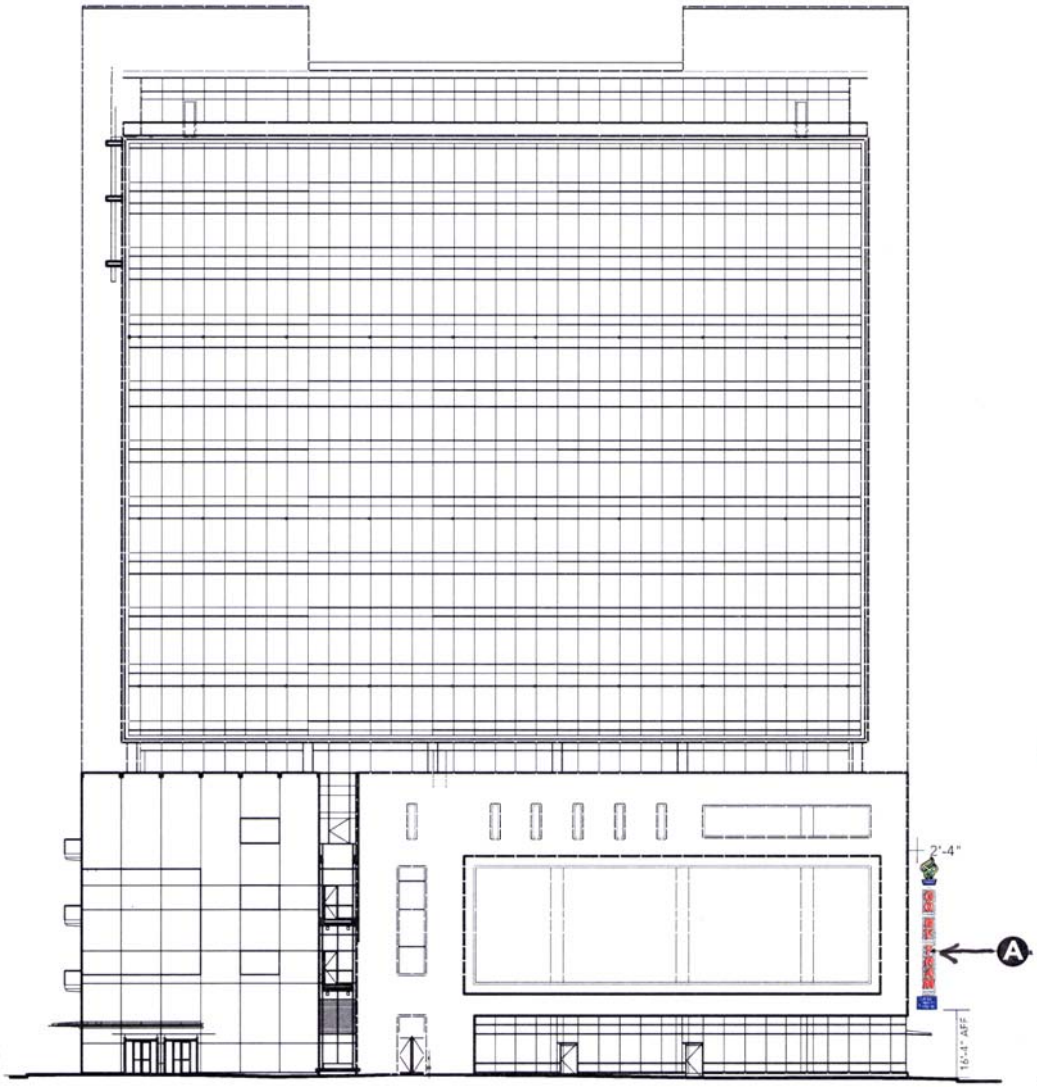
Sheet size has been altered.

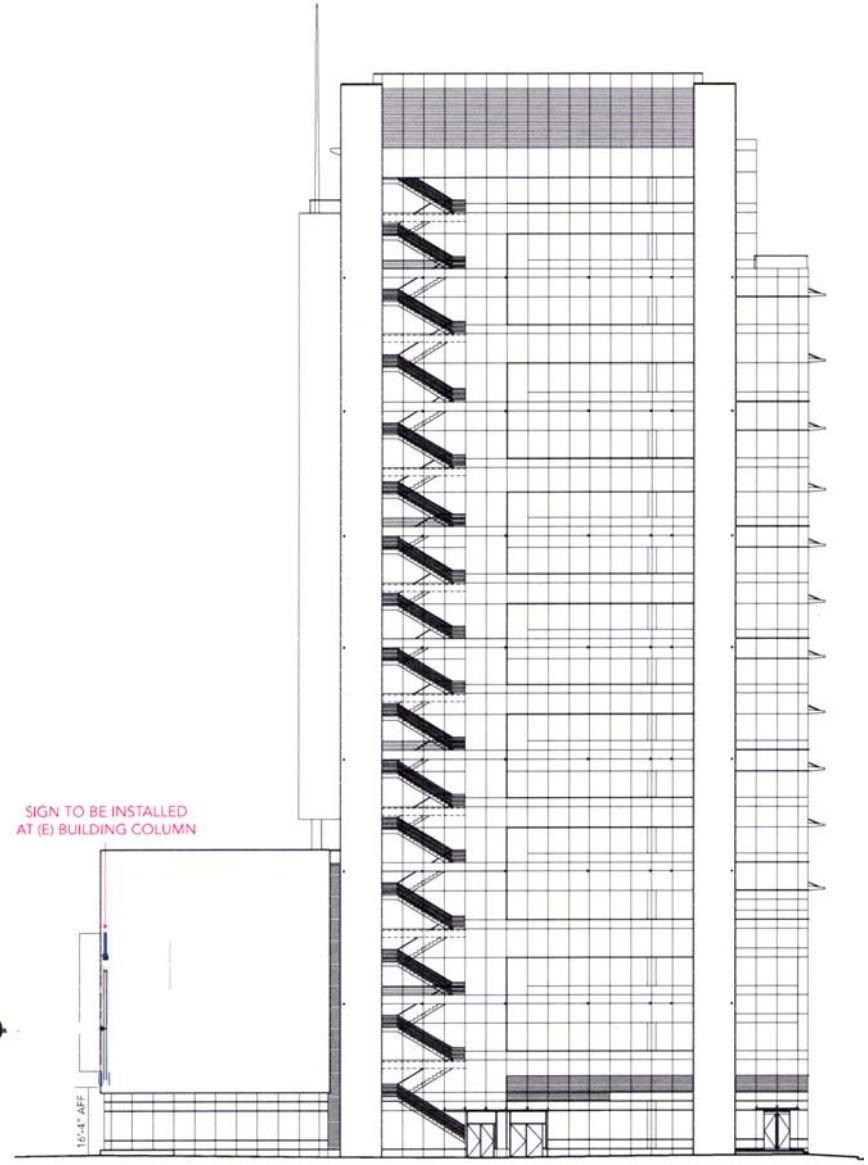
3303 SW Bond Ave

Exterior SA | Projecting Identification - Full Building Elevation



NORTH ELEVATION

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



WEST ELEVATION

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

(SW Moody Ave)

case number: LU 13-157554 DZM

3303 SW Bond Avenue

Ⓐ = proposed new sign

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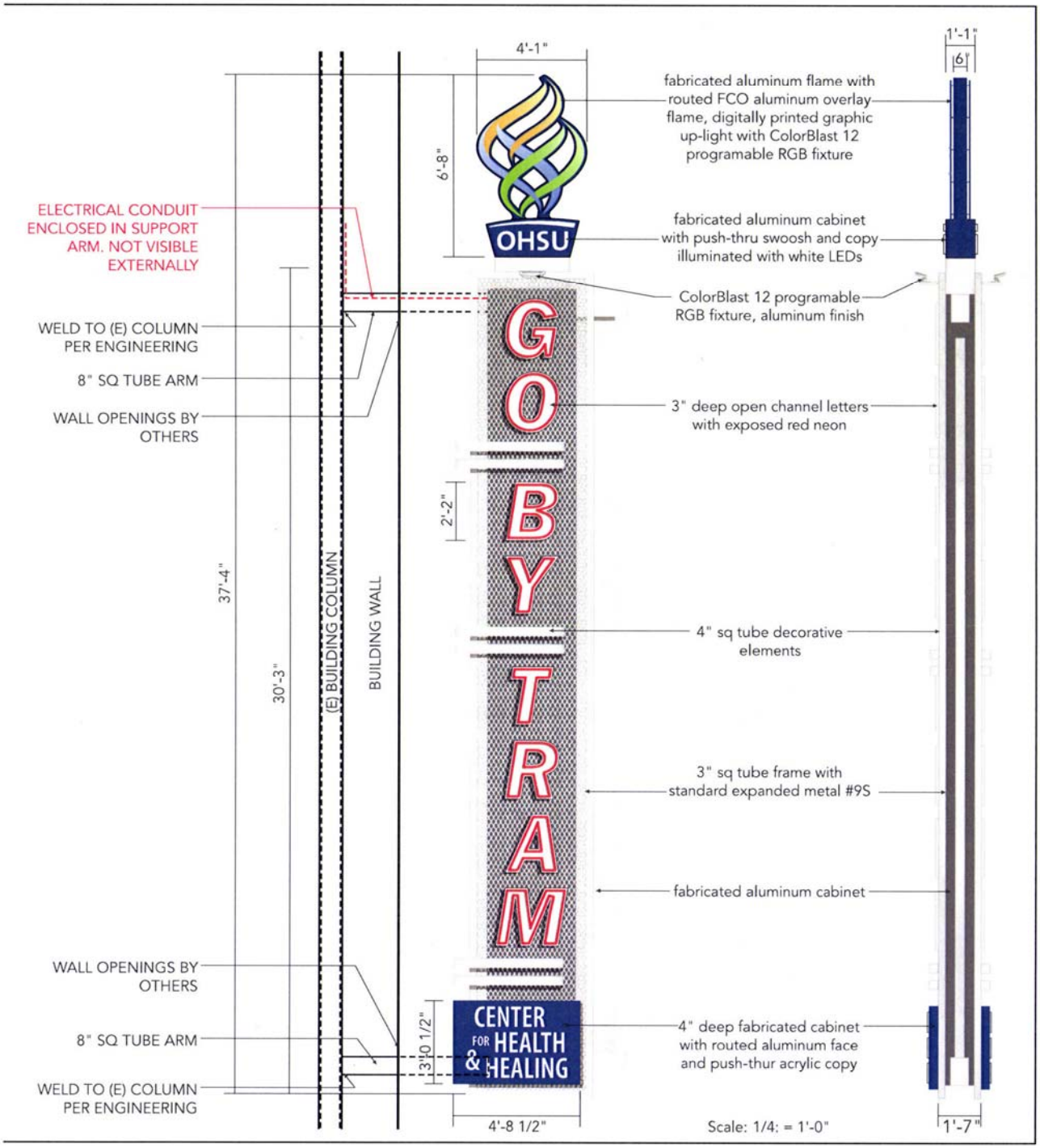
Proposed New Sign - Elevation and Section Drawings



SECURITY SIGNS
Quality Since 1925
2424 SE Holgate Boulevard
Portland, Oregon 97202
503-232-4172 fax 503-230-1861
www.securitysigns.com

PROJECT MANAGER
Joseph Platt

DESIGNER
J. Ford

PROJECT NAME
OHSU
CENTER FOR HEALTH & HEALING

PAGE DESCRIPTION
Projecting Identification

REVISIONS
NA

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Unauthorized use, reproduction, and/or display shall render the Infringer liable for up to $150,000 in Statutory Damages, plus attorneys fees and costs, for each infringement, under the U.S. Copyright Act (17 U.S.C. 412 & 504)

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

APPROVALS
Client Signature
Landlord Signature

DATE: 08/22/13

PAGE #: 4 OF 5

DRAWING #: 12-JF290R14

3303 SW Bond Avenue

case number: LU 13-157554 DZM