



City of Portland
Bureau of Development Services
Land Use Services Division

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Portland, Oregon 97201
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www.portlandonline.com/bds

Date: July 10, 2008
To: Interested Person
From: Dave Skilton, Land Use Services
503-823-0660 / dave.skilton@ci.portland.or.us

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 08-122256 HDZM – Two Signs

GENERAL INFORMATION

Applicant: Macys Department Stores Inc., Owner
7 West Seventh Street
Cincinnati, OH 45202

Chris Ziegler
Sage Hospitality Resources, Owner
1512 Larimer St
Denver, CO 80202

Representative: Robert Mawson, Consultant (503-228-0272)
Heritage Consulting Group
1120 NW Northrup St
Portland OR 97209

Site Address: 621 SW 5th Avenue

Legal Description: LOT 2, SIX TWENTY ONE SW FIFTH AVENUE BLDG CONDOMINIUM
Tax Account No.: R771820100
State ID No.: 1S1E03BB 70002
Quarter Section: 3029

Neighborhood: Downtown Cmty Assoc., contact Jennifer Geske at 503-750-9843.
Business District: Downtown Retail Council, contact Portland Business Alliance at 503-224-8684.

Plan District: Central City - Downtown
Other Designations: Historic Landmark, pursuant to listing in the National Register of Historic Places on July 8, 1982.

Zoning: CXd, Central Commercial, with design overlay.
Case Type: HDZM, , Historic Design Review with a modification request.

Procedure: Type I, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

Proposal:

Applicant is seeking Historic Design Review of a proposal to place two, similar, illuminated, diagonally projecting signs on the historic Meier & Frank Building, which occupies the entire block bounded by SW Morrison Street, SW 5th Avenue, SW Alder Street, and SW 6th Avenue. The signs are to be located at the corners of SW 5th and 6th Avenues, where they intersect SW Morrison Street, and will be centered on the second floor of the building. The signs will be 49 square feet in face area, and will have internally illuminated letters and halo lighting around the sign panel. The cream color of the cabinets will compliment the color of the building's terra cotta cladding; the bronze color of the sign panel and accents will match the color of the ground floor anodized storefront system. Historic Design Review is required because the building is a Historic Landmark pursuant to listing in the National Register of Historic Places on July 8, 1982.

Modification sought through Historic Design Review – 33.846.070

- 32.32.030 A. 1. B. Maximum Sign Face Area in the Right-of-Way – No more than 30 square feet of a projecting sign may extend into a right-of-way. A modification is required because the proposal is for 49 square feet of face per sign.

Relevant Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria of Title 32, Signs and Related Regulations, and Title 33, Portland Zoning Code. The relevant approval criteria are:

- 32.32.030 Additional Standards in All Zones
- 33.846.060 Historic Design Review
- Central City Fundamental Design Guidelines
- 33.846.070 Modifications Considered During Historic Design Review

ANALYSIS

Site and Vicinity: The Meier & Frank Building, flagship store of one of Portland's most prominent early business enterprises, began on this site in the late 1890s and reached its current extent and whole-block configuration in 1932, after a prolonged series of additions and extensive alterations. It is currently undergoing mostly interior changes to convert the upper floors to a hotel and restaurant. The signs in this proposal relate to those uses.

Located today in the heart of the City's commercial core, at the time of its relocation to this site the company's move represented a bold pioneering step. It spearheaded growth west, away from the traditional downtown which was concentrated closer to the river. This occurred just as the City was entering its most intensive historic period of growth, and the store prospered as a result. Both the original Meier & Frank Building and its first major addition were designed by the fledgling Portland architecture firm of Doyle and Patterson and it quickly established the aesthetic of the "new" downtown. This was especially true in the use of white terra cotta cladding, with Neo Classical and Renaissance detailing, as a signature material in the area.

As was typical with department stores in the early through mid Twentieth Century, the Meier & Frank Building presented closed display windows rather than storefronts at the ground floor. This separated shoppers both from outside distractions and view by others. Even the upper floors were internally focused, with only storage and support functions occurring in the windowed perimeter rooms. The building has also supported many forms of signage over its hundred year history, including at least one diagonally projecting corner sign, at the intersection of SW 6th and Morrison. It was listed in the National Register of Historic Places on July 8, 1982 both for its architectural values, and for its leadership role in the development of department stores and the downtown core, in Portland.

Zoning: 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 Design Overlay Zone (d) 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 that prior land use reviews include the following:

- LU 05-112338 HDZ, a Type III decision approving rehabilitation of upper floors to hotel and restaurant uses.
- LU 05-128726 HDZ, a plumbing permit effecting the exterior of the building.
- LU 06-128552 HDZ, to install ventilation louvers in some window openings.
- LU 07-115601 HDZ, approving rooftop mechanical and skylight designs.
- LU 07-124144 HDZ, approving a rooftop addition.
- LU 08-102394 HDZ, approving alteration of a previously altered ground floor display window.

All of these cases are associated with the current project to rehabilitate the building.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **May 30, 2008**. The following Bureaus have responded with no issues or concerns about the proposal:

- Bureau of Environmental Services
- Water Bureau
- Fire Bureau
- Site Development Section of BDS

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **May 30, 2008**. One written response was received, from Mr. Stephen Pirkl, Chair of the Portland Business Alliance. The letter supported the proposal and pointed out that since the hotel does not occupy the ground floor good signage is especially important to its success.

ZONING CODE APPROVAL CRITERIA

Because the proposal is for new signs on a Historic Landmark in the Central City Plan District, both Historic Design Review criteria and the Central City Fundamental Design Guidelines must be met.

I. 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: The site is a designated Historic Landmark. Therefore the proposal requires historic design review approval. The relevant approval criteria are listed in 33.846.060 G. 1-

10. In addition, because the site is located within the Central City Plan District, the relevant approval criteria are the Central City Fundamental Design Guidelines.

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

G. Approval criteria based on the Standards of the Secretary of the Interior:

- 2. Record of its time.** The historic resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as adding conjectural features or architectural elements from other buildings will be avoided.

Findings: The proposed signs are designed to be both compatible and clearly non-historic. This is achieved a) by the use of internally illuminated push-through and halo-lit lettering; and b) by referencing shapes and colors from the building itself. *This Criterion is therefore met.*

- 7. Differentiate new from old.** New additions, exterior alterations, or related new construction will not destroy historic materials that characterize a property. New work will be differentiated from the old.

Findings: The sign-mounting arms will be installed only through those original terra cotta units which have been previously compromised by drilling or breakage, or through other materials previously used to replace original terra cotta units. Intact historic terra cotta units at mounting locations will be removed and stored securely on site. Where intact terra cotta units must be removed, the replacement material will match the original in form, color, and texture. *This Criterion is therefore met.*

II. Chapter 33.825 Design Review

Section 33.825.010 Purpose of Design Review

Design review ensures that development conserves and enhances the recognized special design values of a site or area. Design review is used to ensure the conservation, enhancement, and continued vitality of the identified scenic, architectural, and cultural values of each design district or area. Design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area. Design review is also used in certain cases to review public and private projects to ensure that they are of a high design quality.

Section 33.825.055 Design Review Approval Criteria

A design review application will be approved if the review body finds the applicant to have shown that the proposal complies with the design guidelines for the area.

Findings: The site is designated with design overlay zoning (d), therefore the proposal requires Design Review approval. Because of the site's location, the applicable design guidelines are the Central City Fundamental Design Guidelines.

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

Central City Fundamental Design Guidelines

These guidelines provide the constitutional framework for all design review areas in the Central City.

The Central City Fundamental Design Guidelines and the River District Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and

elements that reinforce and enhance Portland’s character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

Central City Plan Design Goals

This set of goals are those developed to guide development throughout the Central City. They apply within the River District as well as to the other seven Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City’s districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City’s districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

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

A5. Enhance, Embellish, and Identify Areas. Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area’s character. Identify an area’s special features or qualities by integrating them into new development.

A6. Reuse/Rehabilitate/Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.

Findings for Guidelines A5 and A6: The proposed new signs reflect the local character by drawing aspects of their design, such as their rounded edges and colors, from the historic building to which they are to be attached. They will reuse locations where projecting signs have previously been attached to the building and no further damage will be done to intact original terra cotta units. *These Guidelines are therefore met.*

C2. Promote Quality and Permanence in Development. Use design principles and building materials that promote quality and permanence.

C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.

Findings for Guidelines C2 and C4: The proposed signs, which draw design characteristics from the building, will be constructed of, and reinforced with, sheet aluminum elements. They will be internally powered and illuminated. Attachments have been designed to minimize movement and avoid damage to terra cotta units. *These Guidelines are therefore met.*

C7. Design Corners that Build Active Intersections. Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners.

Locate stairs, elevators, and other upper floor building access points toward the middle of the block.

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 for C7 and C13: Locating these highly detailed illuminated signs at the corners of SW 5th and 6th at Morrison creates visual wayfinding markers without dominating the viewscape. By virtue of their placement, centered on the second floor, and their detailing, which is drawn from the corner detailing of the terra cotta corner elements behind them, the signs will be carefully integrated with the building. The lighting is limited to translucent push-through acrylic letters and halo lighting, and will have a minimal light pollution impact while providing good nighttime readability. *These Guidelines are therefore met.*

33.825.040 Modifications That Will Better Meet Design Review Requirements:

The review body may consider modification of site-related development standards, including the sign standards of Chapters 32.32 and 32.34 of the Sign Code, as part of the design review process. These modifications are done as part of design review and are not required to go through the adjustment process. Adjustments to use-related development standards (such as floor area ratios, intensity of use, size of the use, number of units, or concentration of uses) are required to go through the adjustment process. Modifications that are denied through design review may be requested as an adjustment through the adjustment process. The review body will approve requested modifications if it finds that the applicant has shown that the following approval criteria are met:

- A. **Better meets design guidelines.** The resulting development will better meet the applicable design guidelines; and
- B. **Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

32.10.020 Purpose.

These regulations balance the need to protect the public safety and welfare, the need for a well maintained and attractive community, and the need for adequate identification, communication and advertising. The regulations for signs and awnings have the following specific objectives:

- A. To ensure that signs and awnings are designed, constructed, installed and maintained according to minimum standards to safeguard life, health, property and public welfare;
- B. To allow and promote positive conditions for sign communication while at the same time avoiding nuisances to nearby properties;
- C. To reflect and support the desired character and development patterns of the various zones, overlay zones, and plan districts and promote an attractive environment;
- D. To allow for adequate and effective signs in commercial and industrial zones while preventing signs from dominating the appearance of the area; and
- E. To ensure that the constitutionally guaranteed right of free speech is protected.

The regulations allow for a variety of sign types and sizes for a site. The provisions do not ensure or provide for every property or business owner's desired level of visibility for the signs. The sign standards are intended to allow signs to have adequate visibility from streets and rights-of-way that abut a site, but not necessarily to streets and rights-of-way farther away.

- 32.32.030 C. 1. b.** Maximum sign face area in the right-of-way. No more than 30 square feet of a projecting sign face may extend into a right-of-way.

A. Better meets design guidelines. *The resulting development will better meet the applicable design guidelines; and*

Findings: The proposed signage identifies two businesses at two widely separated locations, but groups the four signs together into a pair of combined units. While this arrangement increases the measured size of the signs, it is preferable to the visual clutter and additional damaging connections that would result from four separate conforming signs. Details added to the signs in order to harmonize with the Landmark and its setting, such as the base and cap of the main cabinet, the pendant detail at the bottom, and the separation of the two signs increase their measured size but do not contribute significant bulk. *This Criterion is therefore met.*

B. Purpose of the standard. *On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.*

Findings: By grouping four well-constructed signs into two units and placing them at strategic locations, the proposal meets the intent of an orderly presentation of business identification that does not dominate its environment. The signs are robust and detailed, but supportable because of the scale and level of detail of the building to which they will be attached. They also will introduce attractive new sculptural elements into an area identified as among the most intensely developed in the City. *This Criterion is met.*

CONCLUSIONS

The proposed illuminated, projecting signs identifying two new adaptive reuses within this Historic Landmark will:

- be in scale with the building and its surroundings,
- share a similar degree of detailing with it,
- fit logically within the horizontal and vertical structural systems,
- minimize damage to the historic terra cotta cladding system,
- provide attractive wayfinding markers,
- harmonize with the building in terms of color and texture, and
- use subdued lighting methodologies.

On balance the proposed signs will make positive contributions to the character of the area where they are to be located, while supporting the continued use of a very significant historic resource. The proposal and the modification are both approved.

ADMINISTRATIVE DECISION

Approval of two, similar, projecting, illuminated, vertical corner signs, each 49.35 square feet in face area, per the approved site plans, Exhibits C-1 through C-8, signed and dated July 9, 2008, subject to the following conditions:

Approval of a modification to 32.32.030 A. 1. B. Maximum Sign Face Area in the Right-of-Way, allowing two sign faces larger than thirty square feet and projecting into the right-of-way.

Approval per conditions:

- 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-8. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 08-122256 HDZM."

- B. Should the signs be removed in the future any original terra cotta elements that are removed from the building as part of this project are to be replaced in their original positions on the building.

Decision rendered by:  on July 9, 2008.
By authority of the Director of the Bureau of Development Services

Decision mailed July 10, 2008.

Staff Planner: Dave Skilton

About this Decision. This land use decision is **not a permit** for development. A Final Plat must be completed and recorded before the proposed lots can be sold or developed. 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 April 15, 2008, and was determined to be complete on **May 23, 2008**.

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 April 15, 2008.

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 is available for your review by appointment. Please contact the receptionist at 503-823-7967 to schedule an appointment. Copies of all information in the file can be obtained for a fee equal to the cost for such 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.

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 **July 10, 2008**. 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 503-823-7967.

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.

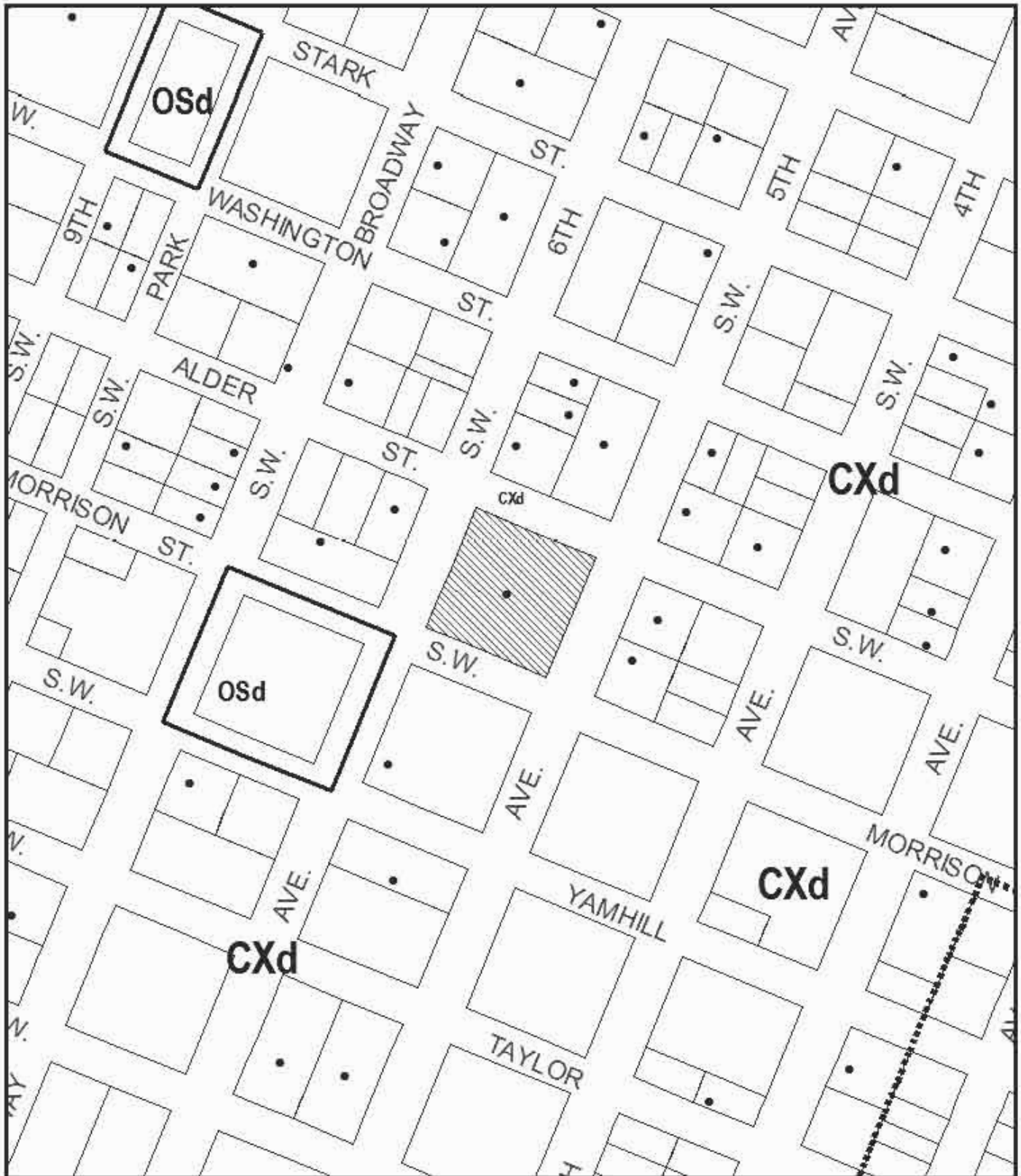
EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
 1. Site Plan (attached)
 2. Sign Details (attached)
 3. General Attachment Details
 4. Renderings at SW 5th and Morrison (attached)
 5. Attachment Details at SW 5th and Morrison
 6. Renderings at SW 6th and Morrison (attached)
 7. Attachment Details at SW 6th and Morrison

- 8. Terra Cotta Preservation Agreement
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: (None)
- F. Correspondence:
 - 1. Stephen Pirkl, Portland Business Alliance, June 11, 2008, supporting application
- G. Other:
 - 1. Original LU Application
 - 2. Site History Research

The Bureau of Development Services is committed to providing equal access to information and hearings. If you need special accommodations, please call 503-823-0625 (TTY 503-823-6868).



ZONING



Site



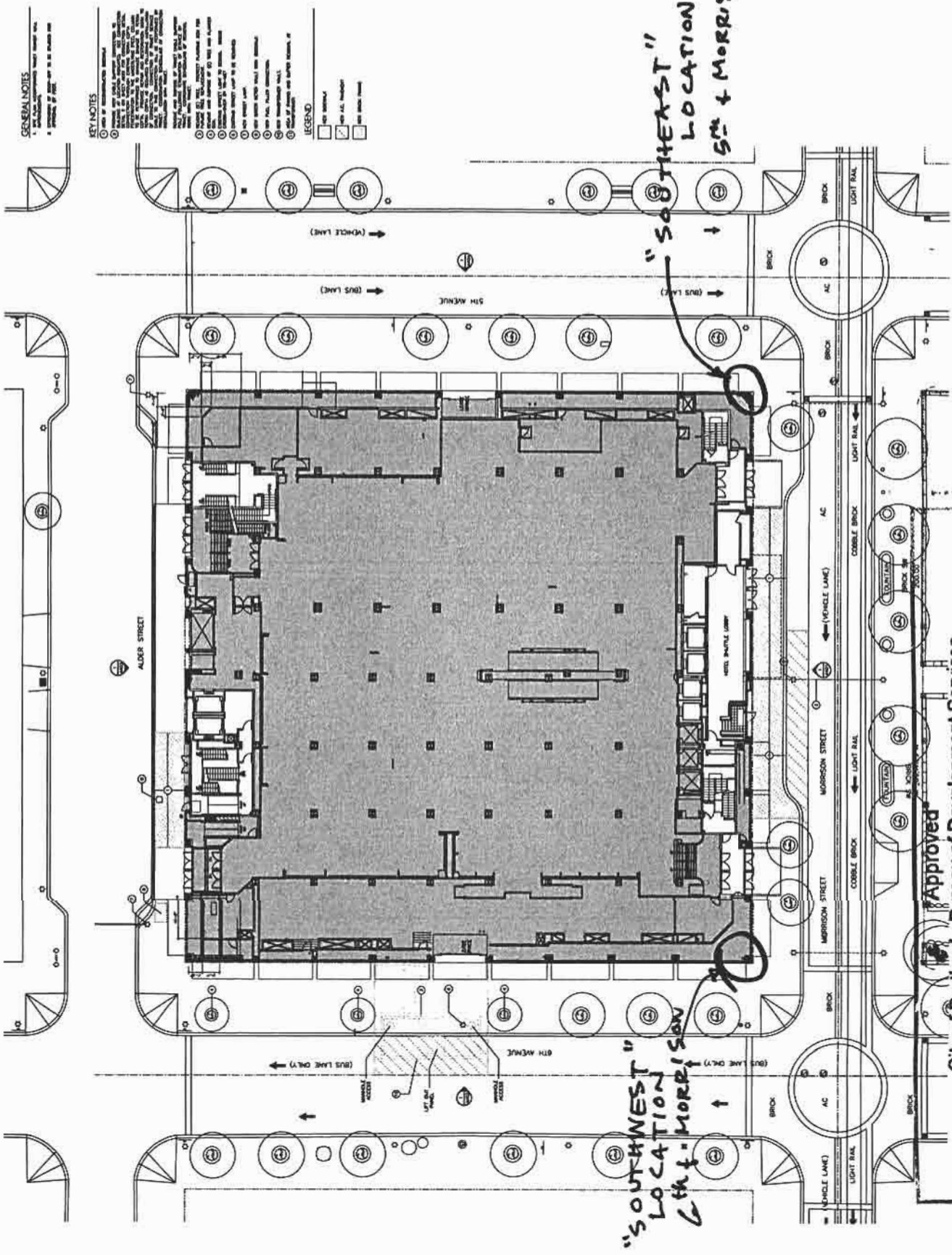
Historic Landmark



NORTH

This site lies within the:
CENTRAL CITY PLAN DISTRICT

File No.	LU 08-122256 HDZM
1/4 Section	3029,3129
Scale	1 inch = 200 feet
State_Id	1S1E03BB 70000
Exhibit	B (May 28, 2008)



"SOUTHWEST" LOCATION
 GTH + MORRISON

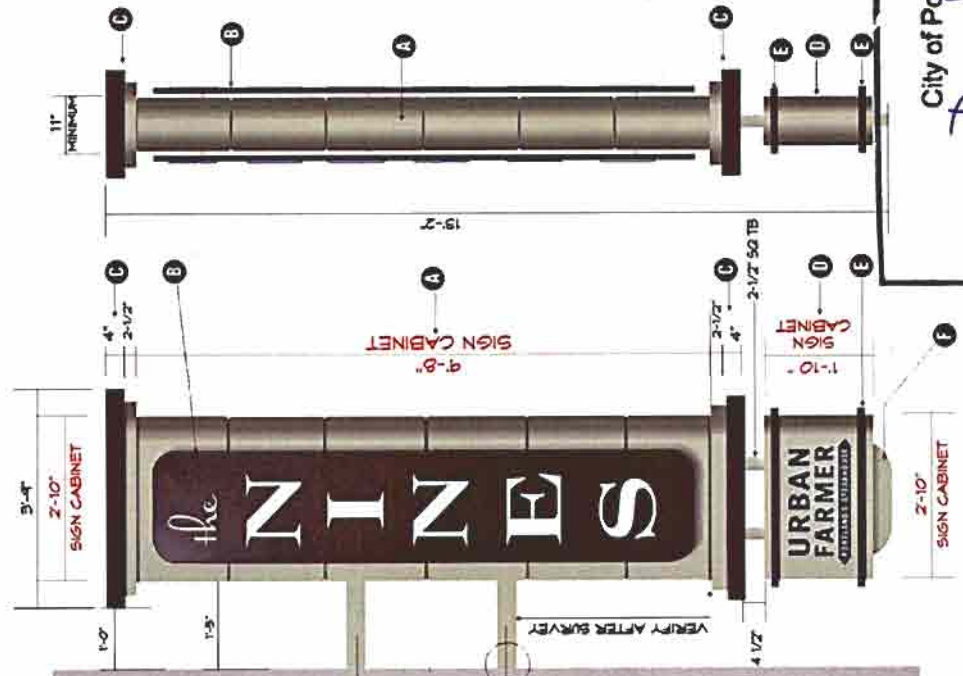
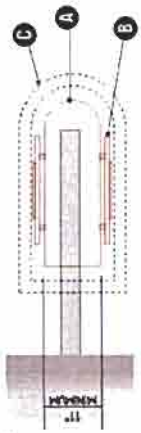
"SOUTHEAST" LOCATION
 SM + MORRISON

Approved
 City of Portland - Bureau of Development Services
 Planner Dave Fisher Date 7.9.8
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

EXHIBIT C-1
 LU08-122256HDM

**TWO (2) CENTRAL ILLUMINATED SIGNS - INSTALLED ON CORNERS OF BUILDING
HOTEL/RESTAURANT BLAZE SIGNS**

PLAN VIEW - (TOP AND BOTTOM ARE THE SAME)



30" ON CENTER AT BOTH CORNERS OF BUILDING

SEE PAGE 2.3.4 FOR ATTACHMENT TO WALL

1/2" x 1'-0"

- A HOTEL SIGN CABINET:**
ALUMINUM CONSTRUCTION WITH 1/2" x 1/2" REVEALS. PAINT CABINET AND REVEALS A LIGHT METALLIC COLOR WITH CLEAR COAT FINISH. INTERNAL ILLUMINATION WITH BOOMBA HIGH OUTPUT LAMPS. ROUTE FACE IN THE SHAPE OF THE COPY PANEL (2" INSET) BACK THE AREA WITH CLEAR LEXAN.
- B COPY PANEL:**
1" DEEP ALUMINUM COPY PANEL PAINT DARK BRONZE. ROUTE COPY FROM TO ACCEPT 3/4" CLEAR ACRYLIC COPY. APPLY WHITE 230-20 TRANSLUCENT VINYL FIRST SURFACE TO COPY. THE COPY PANEL SHALL BE SPACED OFF BACKGROUND 1". THE PANEL SHALL HALO LIT.

- C DECORATIVE CAPS:**
ALUMINUM CAPS ON TOP AND BOTTOM OF CABINET. PART TWO COLORS.

- D RESTAURANT SIGN CABINET:**
ALUMINUM CONSTRUCTION
PAINT CABINET A LIGHT A METALLIC COLOR WITH CLEAR COAT FINISH. INTERNAL ILLUMINATION WITH BOOMBA HIGH OUTPUT LAMPS. ROUT GRAPHICS FROM FACE TO RECEIVE 3/4" CLEAR ACRYLIC PUSH-THRU. APPLY BLACK 230-22 AND WHITE 230-20 VINYL FILM FIRST SURFACE TO GRAPHICS.

- E DECORATIVE:**
1-1/2" x 1-1/2" ALUMINUM DECORATIVE WRAPPING AROUND OUTSIDE OF CABINET. PAINT DARK BRONZE.

- F UNDER CABINET DECORATIVE:**
2-1/2" DEEP ALUMINUM PIECE PAINTED LIGHT BRONZE.

- D INSTALL:**
PROJECT SIGNS FROM CORNER OF BUILDING. USE SQUARE TUBE SUPPORT AND TIE INTO BUILDING SUPPORT.

SURVEY REQUIRED TO FINALIZE PRODUCTION DETAILS

LIGHT METALLIC COLOR WITH CLEAR COAT FINISH



COMPLIMENT BUILDING COLOR. COLOR NUMBER TBD - SELECT THE COLOR ON SITE. PROVIDE SAMPLE FOR CLIENT APPROVAL

DARK BRONZE



TO BLEND WITH DARK COLOR ON NEW GLASS HOTEL CANOPY. PROVIDE SAMPLE FOR CLIENT APPROVAL

COLOR NUMBER FROM: Williamson & Bield (painting sub - 909.288.4100)

***Approved**

City of Portland - Bureau of Development Services

Date **7.9.8**

Planner *Dave Philton*

* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.



8975 FAIRBANKS RD. SEASIDE, OR 97138
P 503.465.5544 F 503.465.5813
WWW.ESSASIGN.COM

PRESENTATION FOR:
THE NINES
420 SW 4TH
PORTLAND, OR

DRAWING NUMBER: 1102-149-13
DATE OF ORIGINAL DRAWING: 7/7/07

SHEET: DESIGN PAGE NO.:
01 05 1 of 6

CLIENT APPROVAL:
INCLUDES COLOR, SPELLING, MATERIAL,
FLUORENITRAL.

REVISIONS:
DATE: 11/14/07
BY: JG
REASON: AS SHOWN

DATE: 11/14/07
BY: JG
REASON: AS SHOWN

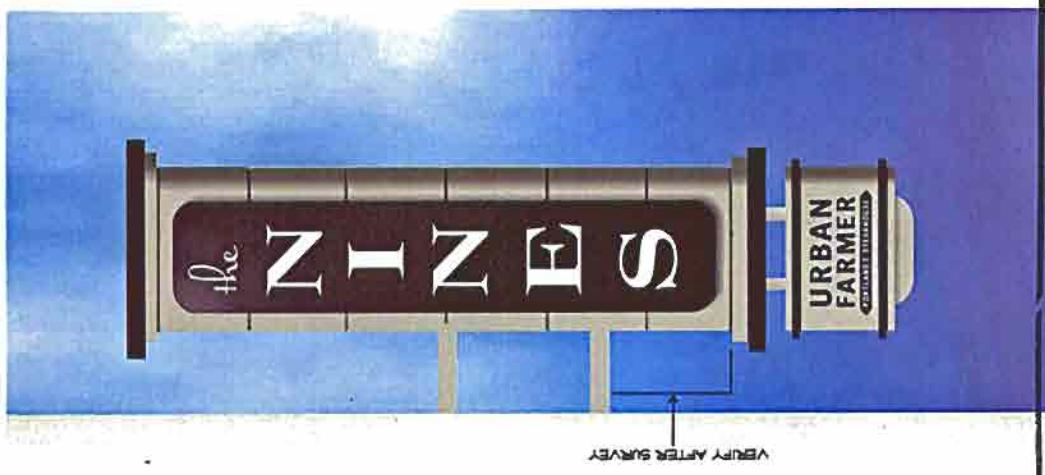
DATE: 11/14/07
BY: JG
REASON: AS SHOWN

DATE: 11/14/07
BY: JG
REASON: AS SHOWN

NOTE: The sign shop and fabricator cannot be held responsible for any errors in the sign shop or fabricator. The sign shop and fabricator are responsible for any errors in the sign shop or fabricator. The sign shop and fabricator are responsible for any errors in the sign shop or fabricator.

GRAPHIC REPRESENTATION ONLY PLEASE SEE YOUR REPRESENTATIVE FOR ACTUAL COLOR AND MATERIAL SUPPLIES.

EXHIBIT C-2
LU 08-122-256-102M

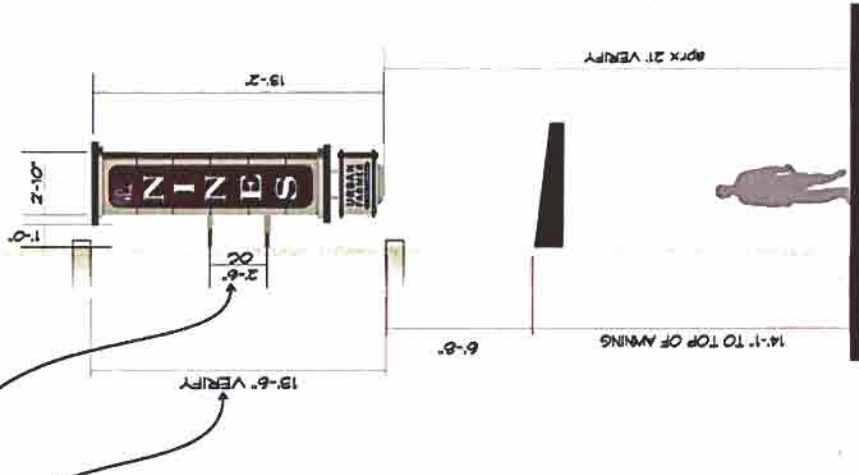


Approved
 City of Portland - Bureau of Development Services
 Planner Dave Johnston Date 7.9.8
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

NOTE TO GC: PROVIDE THE FINAL DIMENSIONS TO ESA OF 82 TUBE SUPPORTS LOCATIONS ON WALL.
 CENTER SIGNS IN THE SECOND STORY BAND ON BOTH CORNERS OF BUILDING.

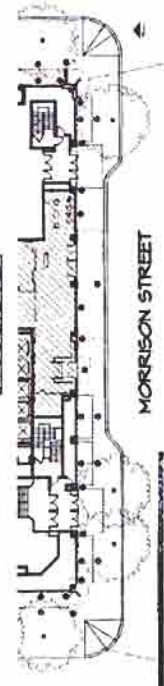


PHOTO INLAY NOT TO SCALE



2 1/16" = 1'-0"

© 2008 COPYRIGHT ESA SIGNS CORP.



BIRDS EYE VIEW
 MORRISON STREET
 BLADE SIGNS SHALL PROJECT FROM EACH CORNER OF BLDG.
 ONE SIGN ON EACH CORNER.



89755 PRIME RD. EUGENE, OR 97402
 P 541.485.5544 | F 541.485.5813
 WWW.ESASIGNS.COM

PRESENTATION FOR:
 THE NIZES
 429 SW 4TH
 PORTLAND, OR

DRAWING NUMBER: 1102-449-03
 DATE OF ORIGINAL DRAWING: 7/20/07

SALES: DESIGN: PAGE NO:
 BB LS 5 of 6

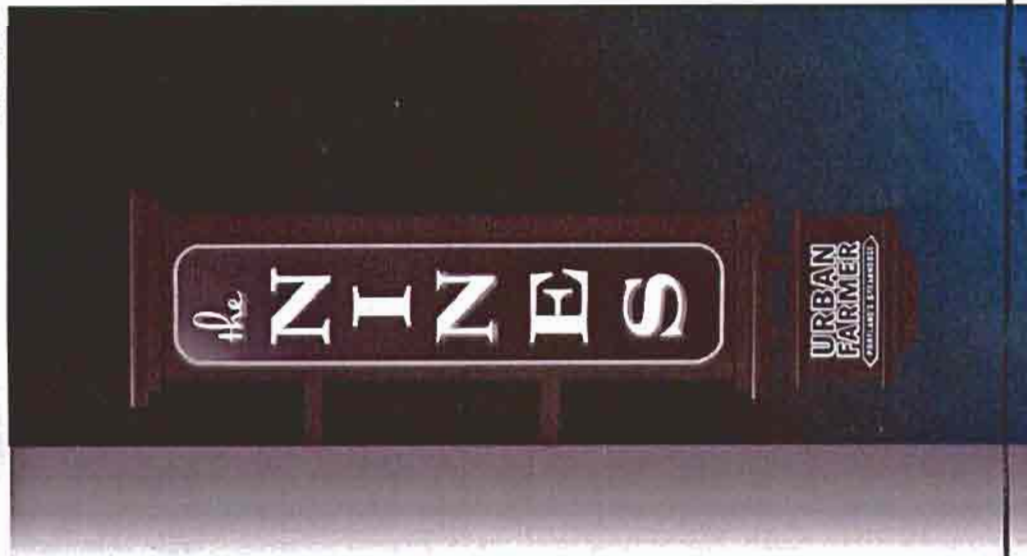
CLIENT APPROVAL
 INCLUDES COLOR, SPELLING, AND WORK
 PLEASE INITIAL:
 SIGNATURE:
 DATE:
 PROJECT NAME: 1102-449-03

REVISIONS:
 1102-449-03
 07/27/07
 1102-449-03
 07/27/07
 1102-449-03
 07/27/07
 1102-449-03
 07/27/07

CAUTION: No sign, except this, set guidelines, exceed those in the existing signage of this sign. No sign, except this, set guidelines, exceed those in the existing signage of this sign. No sign, except this, set guidelines, exceed those in the existing signage of this sign.

EXHIBIT C-4
 LU 08-122256 HDZM

NIGHT CONCEPT
THE ZIZES RESTAURANT BLADE SIGN



City of Primm - Bureau of Development Services
Planner *David Philton* Date 7.9.8
* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

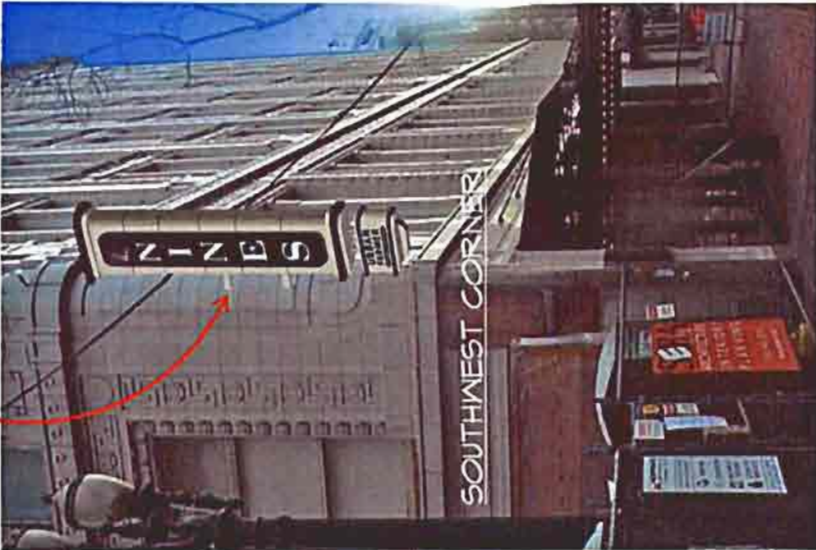
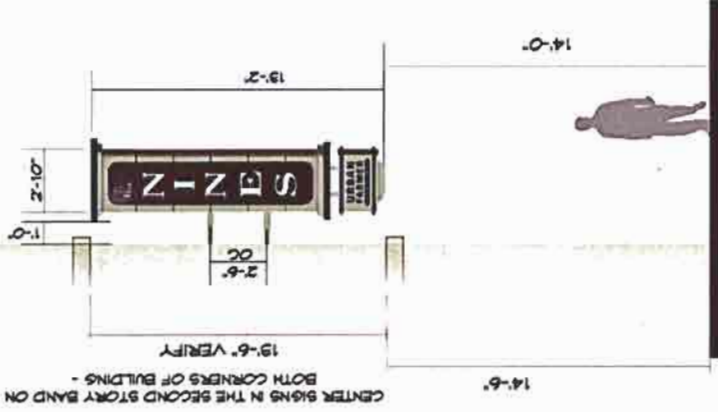
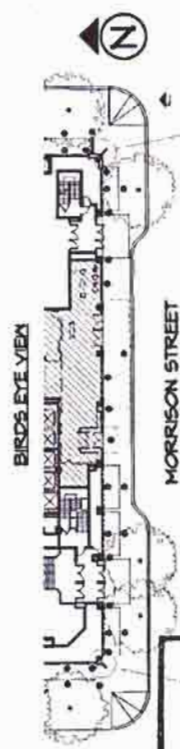


PHOTO INLAY - NOT TO SCALE



3/16\"/>



Approved

NOTE TO GC: PROVIDE THE FINAL DIMENSIONS TO ESA OF SQ TUBE SUPPORTS LOCATIONS ON WALL.
NOTE - ON THIS CORNER, ATTACH AT THE POINTS WHERE PREVIOUS SIGN HAD BEEN INSTALLED



8975 PRIME RD. LEGGEE, OR 97022
P 541.485.5546 F 541.485.5813
WWW.ESSAND.COM

PRESENTATION FOR:
THE ZIZES
420 SW 6TH
PORTLAND, OR
DRAWING NUMBER: 614-2-PP-43
DATE OF ORIGINAL DRAWING: 7/2017

SHEET: 03
DESIGN: 15
PAGE NO.: 6 of 6

CLIENT APPROVAL:
INCLUDES COLORS, SPELLING, ANYWORK
PLEASE NOTIFY:
PLEASE DATE:

REFERENCE:
614-2-PP-40
614-2-PP-41
614-2-PP-42
614-2-PP-43
614-2-PP-44
614-2-PP-45
614-2-PP-46
614-2-PP-47
614-2-PP-48
614-2-PP-49
614-2-PP-50

NOTES:
NO SLEEPING PIPE FOR ATTACHMENTS.
4" SQUARE DOME BE G2 SHALL BE DELIVERED INTERMEDIATE WITHIN CORNER ON VTL.

CRUCIAL: The sign must be installed within the corner of the building. The sign must be installed within the corner of the building. The sign must be installed within the corner of the building.

GRAPHIC PRESENTATION ONLY PLEASE SEE YOUR REPRESENTATIVE FOR ACTUAL COLOR AND MATERIAL SUPPLIES.

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EXHIBIT C-6
LU 08-122256 HD2M