



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

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**Date:** December 17, 2008  
**To:** Interested Person  
**From:** Staci Monroe, Land Use Services  
503-823-7870 / [Staci.Monroe@ci.portland.or.us](mailto:Staci.Monroe@ci.portland.or.us)

## **NOTICE OF A TYPE II 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 and request a public hearing. Information on how to appeal this decision is listed at the end of this notice.

### **CASE FILE NUMBER: LU 08-168105 DZ – DESIGN REVIEW FOR NEW SIGNAGE**

#### **GENERAL INFORMATION**

**Applicant:** First Interstate Bank of Oregon  
PO Box 2609  
Carlsbad, CA 92018-2609

**Representative:** Craig Davis (architect), 503-224-9656  
GBD Architects  
1120 NW Couch Street, Suite #300  
Portland, OR 97209

**Site Address:** 1300 SW 5TH AVENUE

**Legal Description:** TL 1600 BLOCK 147, PORTLAND; TL 1800 BLOCK 148, PORTLAND  
**Tax Account No.:** R667714710, R667714820  
**State ID No.:** 1S1E03BC 01600, 1S1E03BC 01800  
**Quarter Section:** 3129  
**Neighborhood:** Downtown Cmty Assoc., contact Jennifer Geske at 503-750-9843.  
**Business District:** Downtown Retail Council, contact Portland Business Alliance at 503-224-8684.  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.  
**Plan District:** Central City - Downtown  
**Zoning:** CXd – Central Commercial zone with a Design overlay  
**Case Type:** DZ – Design Review  
**Procedure:** Type II, an administrative decision with appeal to the Design Commission.

#### **Proposal:**

The applicant seeks Design Review for new signage for the Wells Fargo building located at 1300 SW 5<sup>th</sup> Avenue. The signage includes a 3'-4" x 13'-0" monument sign located in the raised landscape planter at the corner of SW 4<sup>th</sup> and SW Jefferson. The sign will be internally illuminated and constructed of aluminum panel with push-thru acrylic letters.

Other is signage proposed for the individual retail tenants, two wall signs at the corner of SW 6<sup>th</sup> and SW Jefferson, and refurbishing two monument signs along SW 4<sup>th</sup> and SW 5<sup>th</sup>. However, each of these signs is under 32 SF in size and therefore exempt from Design Review per Zoning Code Section 33.420.041.F

Exterior alterations to existing development within the Design overlay of the Central City Plan District require Design Review.

**Relevant Approval Criteria:**

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

- Central City Fundamental Design Guidelines

## ANALYSIS

**Site and Vicinity:** The Wells Fargo Center Data Processing Building was constructed in 1969. It is a 5-story, white marble-faced building with dark anodized aluminum windows, and is connected to the larger 40-story tower building via a skybridge. The building sits on a stone-faced platform, and includes a large open plaza at the 4<sup>th</sup> Avenue street level. The site is located amongst other similarly scaled office buildings. The sign is proposed in the raised landscape planter at the northeast corner of the site.

**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.

The Design Overlay Zone (d) designation also ensures that exterior alterations to existing development conserve and enhance the identified historic, scenic, architectural, and cultural values of each design district: in this case, the Central City Plan District.

**Land Use History:** City records indicate that prior land use reviews include the following:

- DZ 105-90 Design Review Approval of penthouse remodel.
- CU 083-69 Conditional Use Approval of off-street parking in a structure.
- CU 049-78 Conditional Use Approval with conditions for a transmitter/antenna disc and shielding fence.
- CU 056-78 Conditional Use and Downtown Plan Review for modification to off-street loading.
- LUR 91-00137 Design Review Approval with conditions for remodeling of penthouse.
- LUR 00-00090 Design Review Approval with conditions to reclad mechanical penthouse.
- LU 02-124329 Design Review Approval to replace double doors.
- LU 04-064183 Design Review Approval for two new light poles near the southwest corner frontage, three new down lights attached to the ATM canopy fascia and six replacement fixtures attached to the ceiling of the ATM canopy.

**Agency Review:** A "Notice of Proposal in Your Neighborhood" was mailed on November 17, 2008. The following Bureaus have responded with no issues or concerns:

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

- Plan Review Section of BDS

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on November 17, 2008 . 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 33.825 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.

### 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.*

**A4. Use Unifying Elements.** Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

**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.

**Findings:** Within the downtown core reside numerous buildings with generous setbacks and open plazas and landscaping at their urban edge. In addition to accommodating pedestrian access, stairs and seating these areas often contain signage since the façade of the building is setback from the public realm. This monument sign style and location is consistent with the other two monument signs on this full block site as well as with other developments within downtown. *These guidelines are therefore met.*

**B1. Reinforce and Enhance the Pedestrian System.** Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.

**B2. Protect the Pedestrian.** Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.

**Findings:** The proposed sign location sits approximately 3'-6" above the sidewalk level therefore not interfering with the pedestrian zone. As depicted in the rendering the 3'-4" tall sign would be at eye level for pedestrians with 0'-10" letters that are appropriately scaled for the location and planter within which it resides. The size and overall height of the sign is similar to the two other monument signs located at the site's pedestrian entries on SW 5<sup>th</sup> and SW 4<sup>th</sup> Avenues. *This guideline is therefore met.*

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

**Findings:** The sign structure is composed of an aluminum metal cabinet in charcoal and silver with white push-thru acrylic letters. Both materials are long-lasting and durable for a sign in this landscape planter location. *This guideline is therefore met.*

**C3. Respect Architectural Integrity.** Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.

**C5. Design for Coherency.** Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

**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:** The proposed sign matches the design and materials of the other new and refurbished signs to occur throughout the site, however, which are not part of this review due to their size (less than 32 SF). The size and overall height of the sign is similar to the two other monument signs located at the site's pedestrian entries on SW 5<sup>th</sup> and SW 4<sup>th</sup> Avenues. The aluminum sign material and charcoal color match the aluminum window systems on the building. Both of these elements result in a coherent composition for the site's signage and building design.

The location in the raised landscape will soften the appearance of the sign and screen a portion of its structural base and will not impact the Portland skyline. *This guideline is therefore met.*

**C8. Differentiate the Sidewalk-Level of Buildings.** Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

**Findings:** The sign is located in the raised landscape planter at the northeast corner of the site, which rises approximately 3'-6" above the sidewalk level. The actual building façade is setback up to 40'-0" from the street. Existing signage and elements on the building's façade achieve this guideline. *This guideline is therefore not applicable to this specific proposal.*

**C10. Integrate Encroachments.** Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.

**Findings:** The sign is located on private property and does not project into the public right-of-way. *This guideline is therefore not applicable.*

**C12. Integrate Exterior Lighting.** Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.

**Findings:** The sign will be internally illuminated to allow the white acrylic push-thru letters to light up. The type of internal illumination matches the other monument signs that are being refurbished on the site for consistency. This type of indirect, interior lighting will only illuminate the letters preventing lighting spillover and illumination of the sky. *This guideline is therefore 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

The design review process exists to promote the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. The sign matches the design and materials of the new and refurbished signage throughout the site resulting in a coherent composition. The proposal meets the applicable design guidelines and therefore warrants approval.

## ADMINISTRATIVE DECISION

Approval of a 3'-4" x 13'-0" monument sign in the raised landscape planter in the northeast corner of the site per the approved site plans, Exhibits C-1 through C-4, signed and dated 12/15/08, subject to the following 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-C.4. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 08-168105 DZ. No field changes allowed."

**Decision rendered by:**  \_\_\_\_\_ **on December 15, 2008**  
By authority of the Director of the Bureau of Development Services

**Decision mailed: December 17, 2008**

**Staff Planner: Staci Monroe**

**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 October 6, 2008, and was determined to be complete on **November 13, 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 October 6, 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.

**Appealing this decision.** This decision may be appealed to the Design Commission, which will hold a public hearing. Appeals must be filed **by 4:30 PM on December 31, 2008** at 1900 SW Fourth Ave. Appeals can be filed on the first floor in the Development Services Center until 3 p.m. After 3 p.m., appeals must be submitted to the receptionist at the front desk on the fifth floor. **An appeal fee of \$250 will be charged.** The appeal fee will be refunded if the appellant

prevails. There is no fee for ONI recognized organizations appealing a land use decision for property within the organization's boundaries. The vote to appeal must be in accordance with the organization's bylaws. Low-income individuals appealing a decision for their personal residence that they own in whole or in part may qualify for an appeal fee waiver. In addition, an appeal fee may be waived for a low income individual if the individual resides within the required notification area for the review, and the individual has resided at that address for at least 60 days. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. Fee waivers for low-income individuals must be approved prior to filing the appeal; please allow 3 working days for fee waiver approval. Please see the appeal form for additional information.

The file and all evidence on this case are available for your review by appointment only. Please contact the receptionist at 503-823-7967 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](http://www.portlandonline.com).

**Attending the hearing.** If this decision is appealed, a hearing will be scheduled, and you will be notified of the date and time of the hearing. The decision of the Design Commission is final; any further appeal must be made to the Oregon Land Use Board of Appeals (LUBA) within 21 days of the date of mailing the decision, pursuant to ORS 197.620 and 197.830. Contact LUBA at 550 Capitol St. NE, Suite 235, Salem, Oregon 97301, or phone 1-503-373-1265 for further information.

Failure to raise an issue by the close of the record at or following the final hearing on this case, in person or by letter, may preclude an appeal to the Land Use Board of Appeals (LUBA) on that issue. Also, if you do not raise an issue with enough specificity to give the Design Commission an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

**Recording the final decision.**

If this Land Use Review is approved the final decision must be recorded with the Multnomah County Recorder. A few days prior to the last day to appeal, the City will mail instructions to the applicant for recording the documents associated with their final land use decision.

- *Unless appealed*, The final decision may be recorded on or after **January 2, 2009 – (the day following the last day to appeal)**.
- A building or zoning permit will be issued only after the final decision is recorded.

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.

Zone Change and Comprehensive Plan Map Amendment approvals do not expire.

**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 of the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

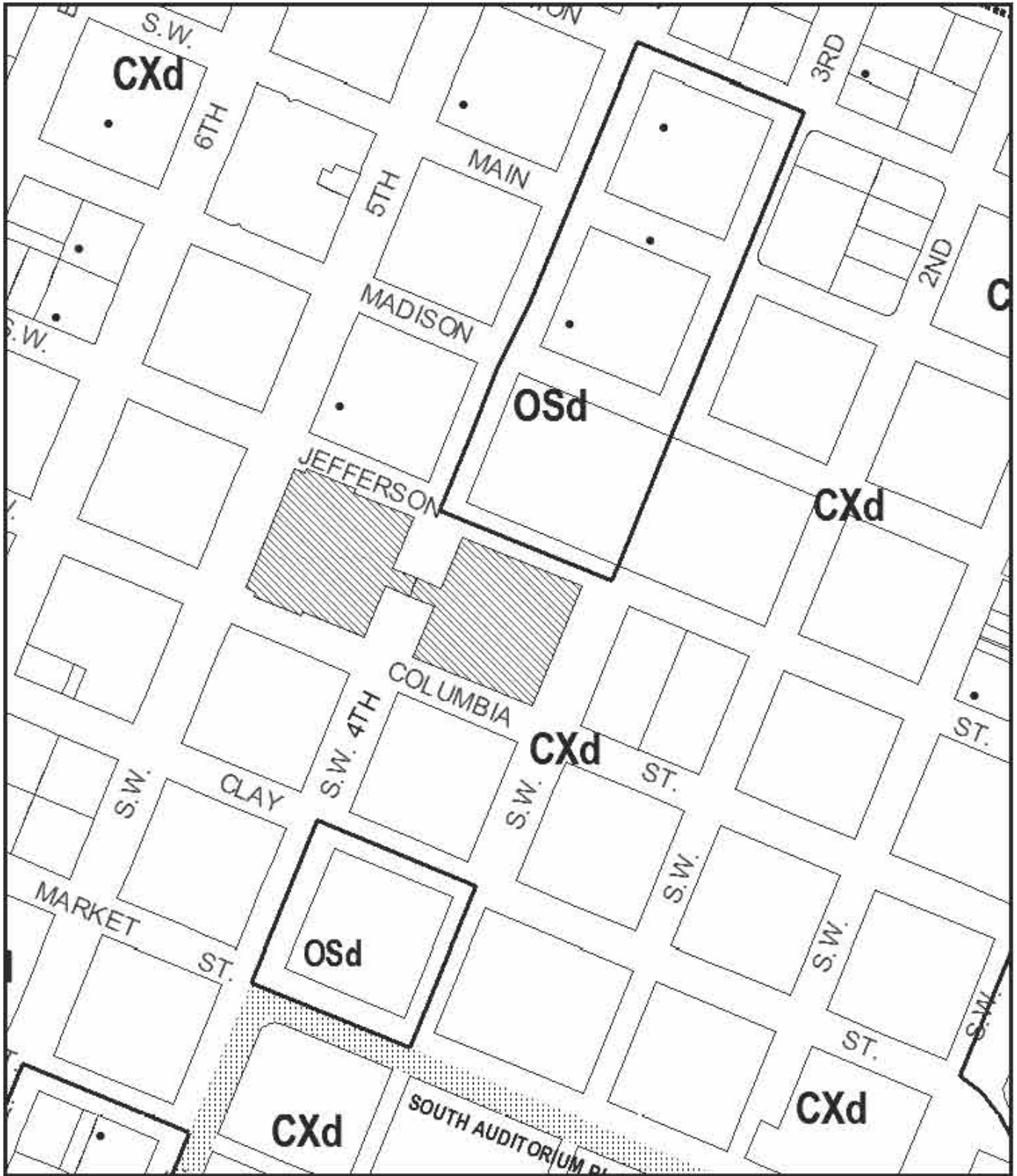
#### **EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
  - 1. Site Plan (attached)
  - 2. Sign Elevation & Detail (attached)
  - 3. Sign Rendering
  - 4. Sign Material Sample
- D. Notification information:
  - 1. Mailing list
  - 2. Mailed notice
- E. Agency Responses: none
- F. Correspondence: none
- 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

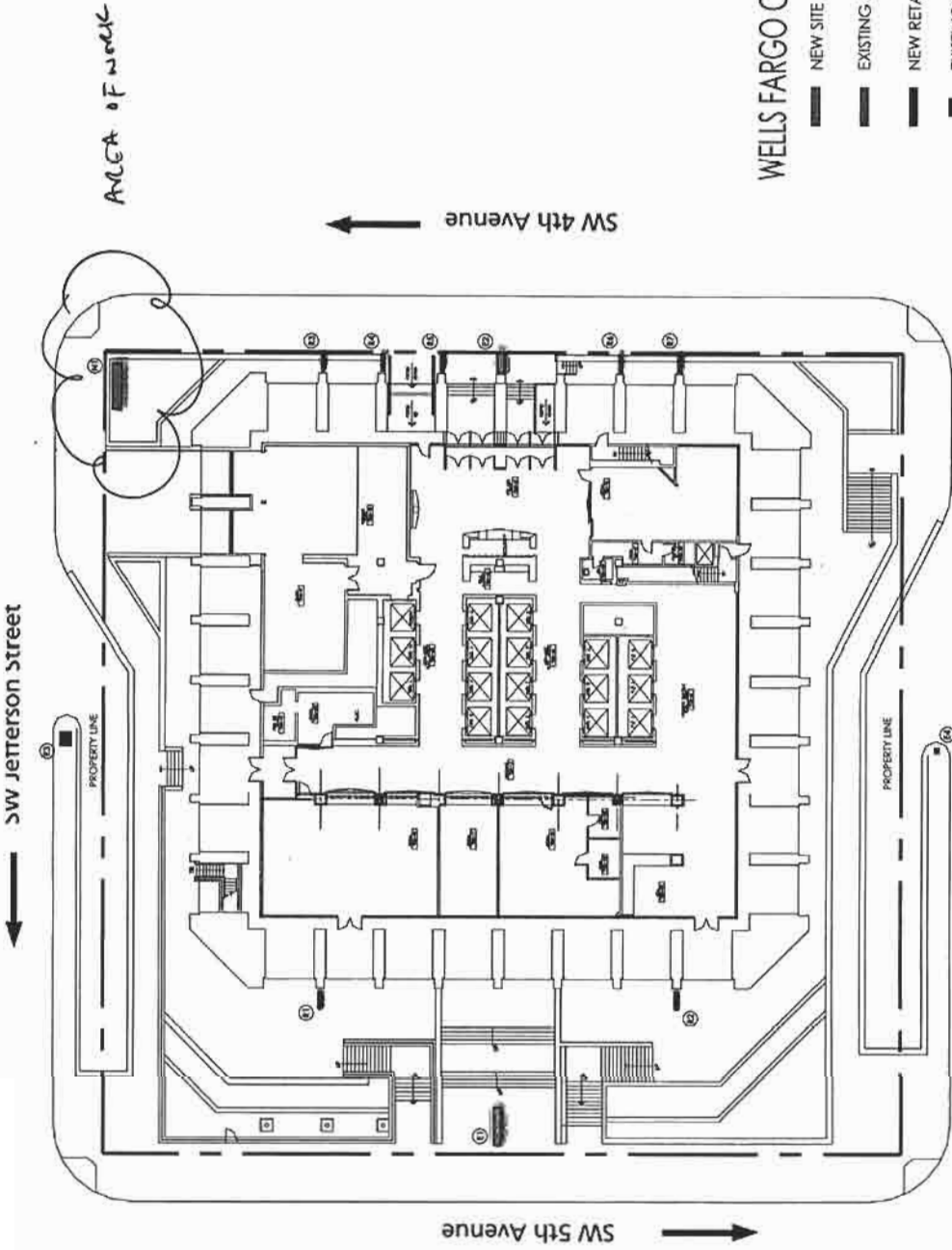
 Historic Landmark



This site lies within the:  
CENTRAL CITY PLAN DISTRICT

File No.	<u>LU 08-168105 DZ</u>
1/4 Section	<u>3129</u>
Scale	<u>1 inch = 200 feet</u>
State Id	<u>1S1E03BC 1600</u>
Exhibit	<u>B (Oct 08, 2008)</u>

RECEIVED  
 NOV 12 2008  
 By



WELLS FARGO CENTER - TOWER

- NEW SITE ID
- - - EXISTING SITE ID TO BE REFURBISHED
- NEW RETAIL ID
- EXISTING SITE ID

(NOTE: SEE DRAWINGS FOR SIGN DIMENSIONS)

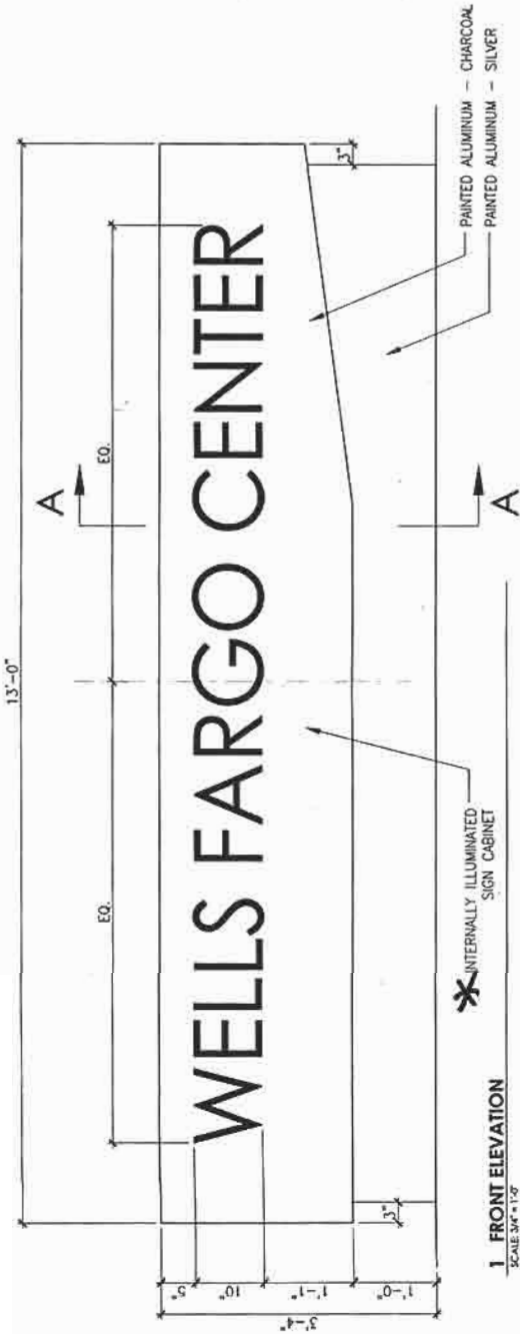
WELL'S FARGO CENTER: Signage Update  
 GSD ARCHITECTS INC. // Sign Review Submittal // NOVEMBER 2008



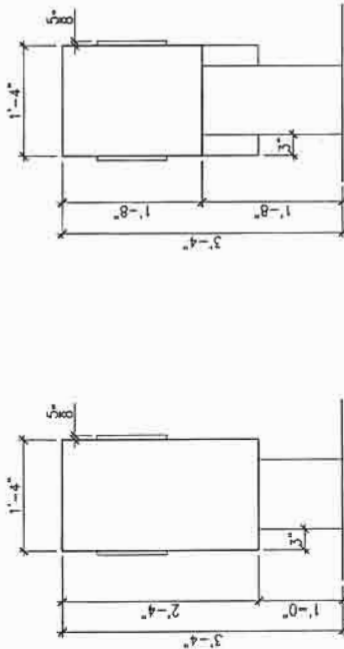
08-168105 AS2  
 EX. C-1

SITE PLAN

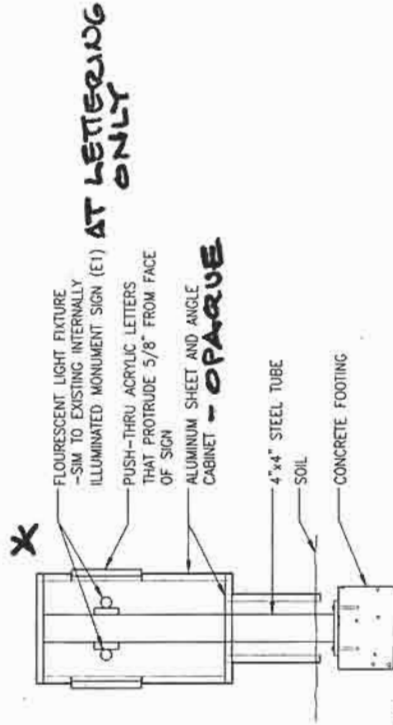
\*Approved\*  
 City of Portland - Bureau of Development Services  
 Planner: *[Signature]* Date 12/15/08  
 \* This approval applies only to the reviews requested and is subject to conditions of approval. Additional zoning requirements may apply.



1 FRONT ELEVATION  
SCALE 3/4" = 1'-0"



2 SIDE ELEVATIONS  
SCALE 3/4" = 1'-0"



3 SECTION A-A  
SCALE 3/4" = 1'-0"

NEW SIGNAGE (N1) @ 4TH & JEFFERSON

WELL'S FARGO CENTER: Signage Update  
GSD ARCHITECTS INC. // Sign Review Submitted // NOVEMBER 2008



08-168105-02  
EX. C-2

City of Portland - Bureau of Development Services  
Planner *[Signature]* Date *12/15/08*  
\* This approval applies only to the reviews requested and is subject to conditions of approval. Additional zoning requirements may apply.

\*Approved\*