



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

1900 SW 4th Avenue, Suite 5000
Portland, Oregon 97201
503-823-7300
Fax 503-823-5630
TTY 503-823-6868
www.portlandonline.com/bds

Date: June 8, 2009
To: Interested Person
From: Chris Caruso, Land Use Services
503-823-5747 / Christine.Caruso@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 09-125430 DZ
(915 SW STARK – JIVE SOFTWARE SIGN)

GENERAL INFORMATION

Applicant: Pat Bryant
Jive Software
915 SW Stark Street, #14
Portland, OR 97205

Representative: Dan Osterman
Tube Art
4243-A SE International Way
Milwaukie, OR 97222

Harsch Investment
1121 SW Salmon St 5th Flr
Portland, OR 97205

Site Address: 915 SW STARK STREET

Legal Description: EXC PT IN SW OAK ST LOT 1&2 BLOCK 861/2 LOT 3-6 BLOCK 861/2, PORTLAND

Tax Account No.: R667708970

State ID No.: 1N1E34CC 02800

Quarter Section: 3029

Neighborhood: Portland Downtown, contact Jennifer Geske at 503-750-9843

Business District: Downtown Retail Council, contact Lisa Frisch at 503-552-6740

District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212

Plan District: Central City - Downtown

Zoning: CXd, Central Commercial with Design Overlay

Case Type: DZ, Design Review

Procedure: Type II, an administrative decision with appeal to the Design Commission

Proposal: The applicant requests design review approval for a new building sign on the recently renovated Pietro Belluschi-designed Federal Reserve Bank of San Francisco located at 915 SW Stark Street in the central downtown area. The sign is mounted high on the west façade, equally spaced between two large upper story glazed areas of the building. Total sign area is 69.75 SF and the sign is made of four, 5” deep, individual reverse pan, silver-painted, aluminum channel letters mounted 1-1/2” off the face of the building wall and halo-lit from behind with white LED fixtures. Power supplies and electrical conduit will be installed behind the exterior wall and will not be visible from the street. New building signs larger than 32 square feet in area require Design Review.

Relevant Approval Criteria:

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

- 33.825 Design Review
- Central City Fundamental Design Guidelines

ANALYSIS

Site and Vicinity: The existing 58,467 square-foot, four-story Federal Reserve Bank Building is located on the southeast corner of an oblique city block, at the intersection of two city grids. SW 9th and 10th Avenues and SW Stark and SW Oak Streets border the block, which represents the only full parallelogram block in the city.

The existing four-story building, designed by Pietro Belluschi in 1949, is constructed of a steel frame and cast-in-place concrete walls. The cladding is a tight skin of smooth black granite and white marble in a sleek International style. A rounded corner at the southeast highlights the block’s oblique shape, while the remainder of the building features crisp lines and corners. The rounded corner has a run of exterior steps up to a landing and continues to another set of interior steps. At the first floor are three part fixed windows and there are operable three part casement windows on the upper three floors.

With regard to the surrounding transportation environment, Portland’s Transportation System Plan classifies SW Oak as a Traffic Access Street and Local Service Bikeway. SW 10th Avenue is classified as a Traffic Access Street, Transit Access Street, Central City Transit/ Pedestrian Street, Community Main Street, and Local Service Bikeway. SW Stark is a Traffic Access Street and Local Service Bikeway, and SW 9th is also classified as a Local Service Bikeway. The site is located in the Downtown Pedestrian District.

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 (d) overlay zone promotes the conservation and enhancement of areas of the City with special historic, architectural, or cultural value. New development and exterior modifications to existing development must meet the Community Design Standards (Chapter 33.218) or are subject to design review.

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

- LU 07-149484 DZ: Design Review approval for the renovation of the existing four-story building to include a rooftop addition, renovations to the entry at the southeast corner, new main entrance connection and trellis at the southwest corner, and landscape improvements to the surface parking area.

- LU 08-118230 DZ: Design Review approval for the installation of two HVAC units at the southwest corner of the site's north parking lot and for a six-foot tall wooden screen enclosure.
- LU 08-126591 DZ: Design Review approval for revisions to a previously approved review (LU 07-149484 DZ), including the redesign of the following: the mechanical screen at the building's west elevation, the building's base at the west elevation, the west entrance, and the north exit.
- LU 08-168020 DZ: Design Review approval for the relocation of a radiator and for a new metal screen enclosure.
- LU 09-110013 PR: Approval of a Central City Parking Review for 20 preservation parking spaces within the basement level of the Federal Reserve Building.

Agency Review: A "Notice of Proposal in Your Neighborhood" was mailed **May 13, 2009**. The following Bureaus have responded with no issues or concerns:

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

The Parks Bureau – Urban Forestry Division responded with the following comment. *See Exhibit E-1 for additional information.*

Street trees will be required at all frontages for projects greater than \$25,000 in cost.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on May 13, 2009. No written responses have been received from either the Neighborhood Association or from 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 (d) overlay zoning; 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

These goals are intended 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 for A4 and A5: The new sign is located near the top of the building is centered side-to-side and top-to-bottom between two large glazed areas that highlight the west façade. The sign is well crafted and minimized due to the silver color, halo-lighting, individually articulated letters, and remote raceway components. This simple design approach reflects the building's use of clean details and flush/low-profile building components, thereby that adding to the identifying features of the building and the district. *These guidelines are therefore met.*

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

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 for C2, C3, C5 & C13: The sign is proportionately scaled for this area of the building, symmetrically placed between two large glazed areas that highlight this portion of the west façade and create a visual frame around the sign, and preserves architectural integrity and the building's coherent composition. Individually articulated letters and graphics which are character-defining features of the sign, allow the building to be seen through and around the sign, better respecting

architectural integrity at this location. The thin profile of the signage (5-inches, due to remote raceways located behind the exterior wall) reflects the minimalist design of the building and the recent additions, promoting permanence and quality in development.

The aluminum components are considered durable, high-quality materials and have been crafted into a cohesive composition of individual channel-lettering. The signage lighting will be modest in appearance, primarily due to the individual channel lettering that limits the overall illumination of the sign to specific letter dimensions. *These guidelines are 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 proposal is for one 69.75 SF, halo-lit wall sign attached to west façade of the recently remodeled Federal Reserve Bank of San Francisco Building. The four individual, reverse-pan, halo-lit, silver-painted aluminum letters that make up the sign are well-placed and proportionally integrated with the existing architecture. The sign does not encroach into the public right-of-way and does not dominate the existing structure or adjacent streetscape. The proposal meets the applicable design guidelines and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of Design Review in the Central City Plan District for a new illuminated wall sign on the Pietro Belluschi-designed Federal Reserve Bank of San Francisco located at 915 SW Stark Street that includes the following:

- One 69.75 SF sign mounted high on the west building façade;
- Four, 5” deep individual reverse pan, silver-painted, aluminum channel letters mounted 1-1/2” off the face of the building wall and halo-lit with white LED fixtures; and
- Power supplies and electrical conduit installed behind the exterior wall and not visible from the street.

Approved per the approved site plans, Exhibits C-1 through C-3 signed and dated June 5, 2009, 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.3. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 09-125430 DZ. No field changes allowed."

Staff Planner: Chris Caruso

Decision rendered by: Chris Caruso **on June 4, 2009.**

By authority of the Director of the Bureau of Development Services

Decision mailed: June 8, 2009

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 April 30, 2009, and was determined to be complete on **May 11, 2009**.

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 30, 2009.

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. Unless further extended by the applicant, **the 120 days will expire on: September 9, 2009.**

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 June 22, 2009** 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.

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 **June 23, 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. Elevations
 - 3. Elevations & Details (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses:
 - 1. Bureau of Environmental Services
 - 2. Bureau of Transportation Engineering and Development Review
 - 3. Water Bureau
 - 4. Fire Bureau
 - 5. Site Development Review Section of BDS
 - 6. Bureau of Parks, Forestry Division
 - 7. Life Safety Review Section of BDS
- 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 503-823-7300 (TTY 503-823-6868).



ZONING

 Site

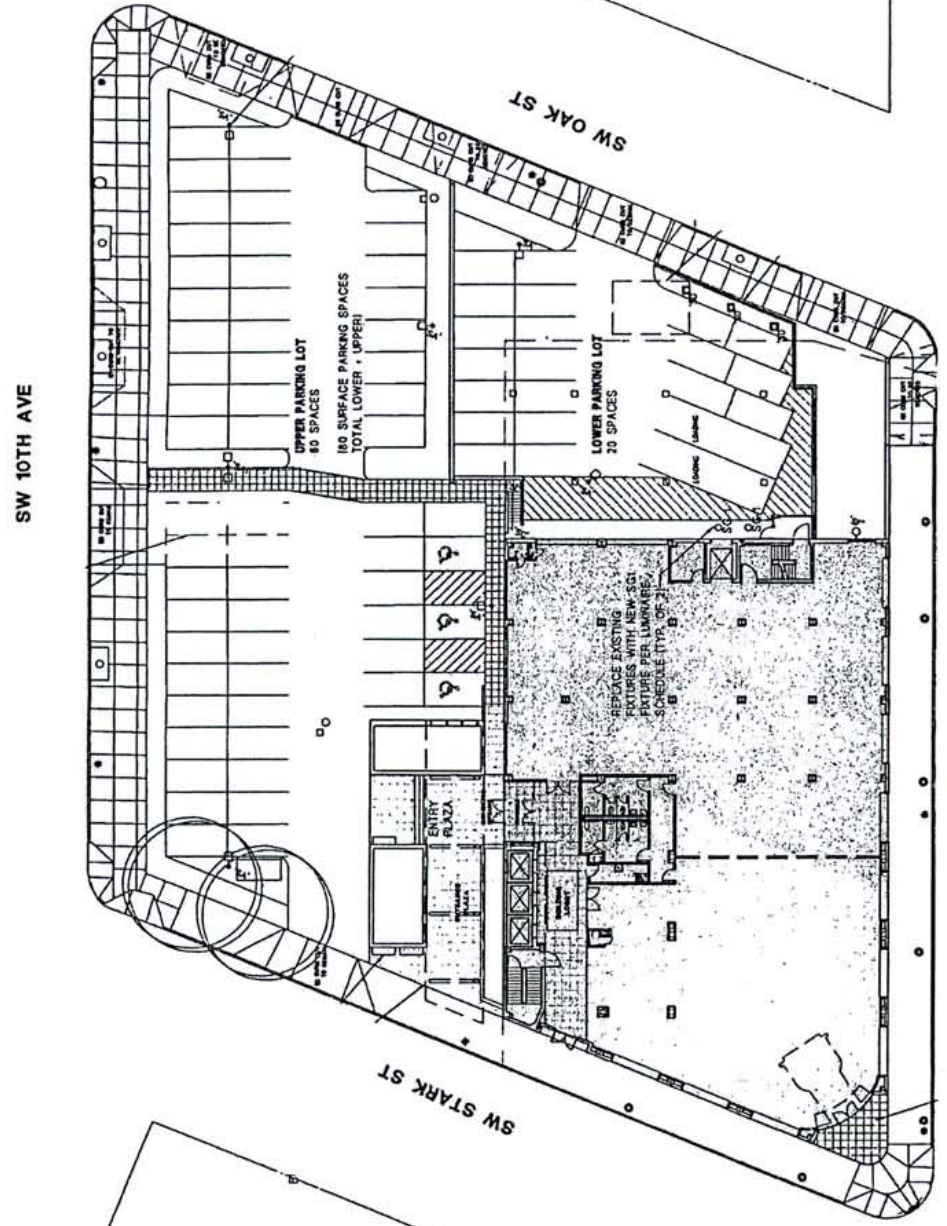
 Historic Landmark



This site lies within the:
CENTRAL CITY PLAN DISTRICT

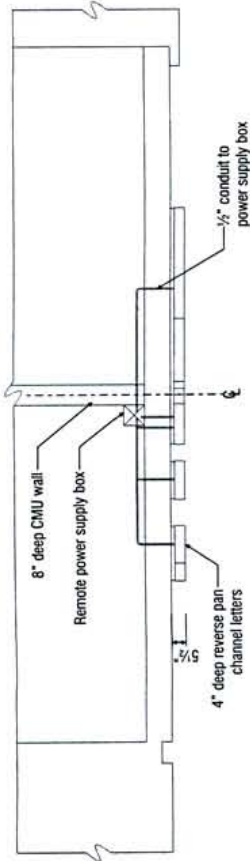
File No.	LU 09-125430 DZ
1/4 Section	3029
Scale	1 inch = 200 feet
State_Id	1N1E34CC 2800
Exhibit	B (May 04,2009)

Planner
 City of Portland - Bureau of Development Services
 Date 6/4/29
 * Approved
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.



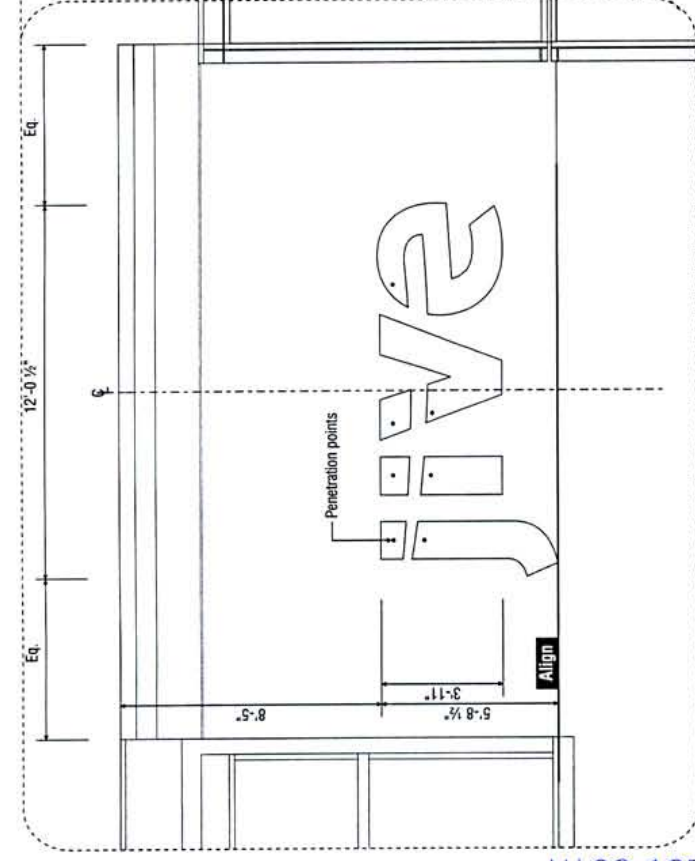
SITE PLAN
 1/32" = 1'-0"

Federal Reserve

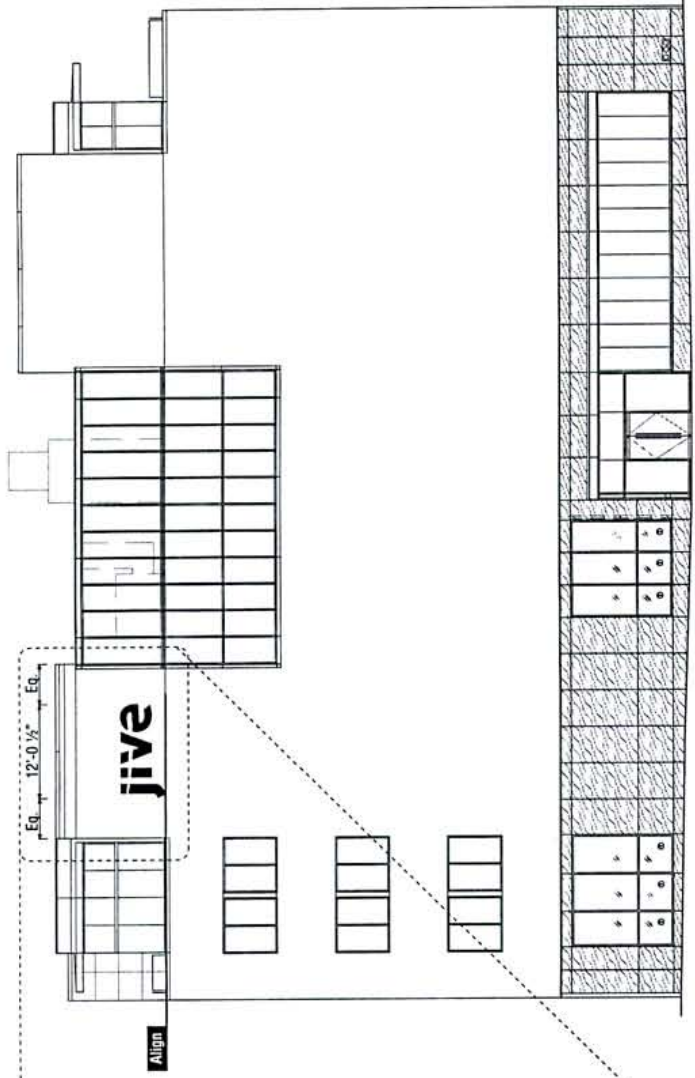


Plan View
Scale: 1/4" = 1'-0"

Approved
 of Portland Bureau of Development Services
 Planner [Signature] Date 6/14/09
 * This approval applies only to the reviews requested and is subject to conditions of approval. Additional zoning requirements may apply.



Detail West Elevation
Scale: 1/4" = 1'-0"



West Elevation
Scale: 1/16" = 1'-0"



TubeArt
 Architectural & Electrical Displays
 4243-A SE International Way
 Portland, OR 97205
 TEL: 503-853-1725
 FAX: 503-859-9191

112448	112448	March 04, 2009	March 24, 2009	color specs
QUOTE NUMBER	SALESPERSON	DATE	DATE	
9297	Garrett Matlime	March 18, 2009	March 30, 2009	changed panel color
CUSTOMER NUMBER	DRAWN BY			
112448 Jive Software R4 survey	**	March 24, 2009	at home #4th	
FILE NAME	CHECKED BY	REVISIONS	REVISIONS	

|| Approved
 || Approved with changes noted
 CUSTOMER SIGNATURE LANDLORD SIGNATURE
 DATE DATE

Jive Software
 915 SW Stark Street
 Portland, OR 97205

This official artwork is protected under Federal Copyright Laws. Make no reproduction of this design concept without permission from TubeArt. Colors on panel do not accurately depict specified colors.