



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

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**Date:** June 22, 2009  
**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 09-126139 HDZ – ILLUMINATED WALL SIGN**

**GENERAL INFORMATION**

**Applicant:** Mercy Corps Headquarters, Owner  
3015 SW 1st Avenue  
Portland, OR 97201

**Representative:** Will Dann, Architect (503-227-1254)  
THA Architecture  
733 SW Oak Street, Suite 100  
Portland, OR 97205

**Site Address:** 45 SW Ankeny Street

**Legal Description:** BLOCK 10 LOT 2&3 S 5' OF LOT 6 HISTORIC PROPERTY 15 YR 2001; POTENTIAL ADDITIONAL TAX, COUCHS ADD

**Tax Account No.:** R180200270

**State ID No.:** 1N1E34DC 00400

**Quarter Section:** 3030

**Neighborhood:** Old Town-China Town, contact Carol McCreary at 503-984-4081.

**Business District:** Old Town Chinatown Business Association, contact Dorian Yee at 503-224-7066.

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

**Plan District:** Central City - Downtown

**Other Designations:** Portland Historic Landmark pursuant to Ordinance No. 130148, effective December 3, 1969. Contributing resource in Skidmore/Old Town Historic District, pursuant to listing in the National Register of Historic Places on December 6, 1975; and as a National Historic Landmark on May 5, 1977.

**Zoning:** CXd, Central Commercial with Design Overlay

**Case Type:** HDZ, Historic Design Review  
**Procedure:** Type I, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

**Proposal:**

Applicant is seeking Historic Design Review approval for a proposal to install a reverse-channel, halo-illuminated sign, on the north façade, at the fourth floor level, toward the western end of the building. The sign will be composed of bright-finished aluminum letters and a logo, pin-mounted at the mortar joints, and it will be one hundred square feet in face area. Historic Design Review is required because the building is designated as a Portland Historic Landmark pursuant to Ordinance No. 130148, effective December 3, 1969; as a contributing resource in Skidmore - Old Town Historic District pursuant to listing in the National Register of Historic Places on December 6, 1975; and as a National Landmark Historic District on May 5, 1977.

**Relevant Approval Criteria:**

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

- 33.846.060 Historic Design Review
- Skidmore/Old Town Historic Design Guidelines
- Central City Fundamental Design Guidelines

## ANALYSIS

**Site and Vicinity:** Situated at the heart of the Skidmore/Old Town National Landmark Historic District, the site faces onto the open space known today as Ankeny Square, lying at the easterly end of the seam between the river-oriented original plat pattern of Portland and the compass-oriented Couch Additions to the north. The subject property is a contributing historic resource with a substantial and distinct recent addition, and the proposed signage will be placed on the original building, facing the Burnside Bridge.

During the period of significance for the Historic District signage was abundant and varied in commercial areas. Rival businesses often occupied locations near one another and competed vigorously for the attention of potential customers. Although some commentators of the day did object to the resulting visual clutter, formal regulation of signs was a concept alien to the period. Trade and business associations were far more likely to effect the general appearance of an area through peer pressure.

The larger context comprises the Skidmore/Old Town National Landmark Historic District. The District was listed in the National Register of Historic Places on December 6, 1975 and elevated to National Historic Landmark status on May 5, 1977. Most recently, on October 6, 2008, the Secretary of the Interior accepted a revised and more detailed nomination document. The District is significant for its collection of late nineteenth and early twentieth century commercial building, and especially those with cast iron façade systems in the Italianate style.

**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 07-151619 HDZM, approving exterior alterations and a substantial addition to the building.
- LU 97-014946 DZ, approving changes to a wall mural.
- LU 93-010473 DZ, approving installation of a new electrical service entry.
- LU 09-123776 HDZ, approving signage facing SW Ankeny Street and SW 1<sup>st</sup> Avenue.

**Agency Review:** A Notice of Proposal in your Neighborhood was mailed on **May 5, 2009**. No Bureaus have responded with issues or concerns about the proposal:

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on **May 5, 2009**. No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

## ZONING CODE APPROVAL CRITERIA

### **Chapter 33.846, Historic Reviews**

#### **Purpose of Historic Design Review**

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

#### **Historic Design Review Approval Criteria**

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

**Findings:** The site is located within the Skidmore/Old Town Historic District. Therefore the proposal requires historic design review approval. The relevant approval criteria are the Skidmore/Old Town Historic Design Guidelines and the Central City Fundamental Design Guidelines.

#### **Historic Skidmore/Old Town Design Guidelines and Central City Fundamental Design Guidelines**

The Skidmore/Old Town Historic District is a unique asset to Portland and has been recognized nationally by its placement on the National Register of Historic Places. In addition, the Skidmore/Old Town Historic District has been identified as a National Landmark, of which there is only one other in Portland, Pioneer Courthouse. There are certain procedures and regulations the City has adopted for the protection and enhancement of the Skidmore/Old Town Historic District.

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.*

**Historic Skidmore/Old Town Design Guidelines:** General Guidelines: Alterations and Additions

**J. Signs.** Exterior building signage should be visually compatible with the traditional architectural character of the historic buildings in the District. A variety in signage is encouraged, incorporating excellence in graphic design and lettering, careful color coordination with the building, good mounting, readability, and materials, all of which are compatible with and sensitive to the character of the building. Lighting may also be permissible which is creative without being overwhelming. Sign design should be done in an "identification" sense rather than an "advertising" sense. All types of exterior signs are reviewed.

**Findings:** The proposed signage is to be located on a secondary building face, high above street level, and aligning with a band of windows. Its design is straightforward, text and a logo, its materials are uniform and simple, and its size is proportional to the other building elements on the facade. Because the sign will be pin mounted at mortar joints and the measured area includes a high proportion of unaffected wall surface because of configuration, its size, 100 square feet, is acceptable. These facts allow it to be subordinate to and compatible in character with the Historic District in general, and the historic building in particular. *This guideline is therefore met.*

**Central City Fundamental Design Guidelines**

**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.

**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 A5, A6, and C13:** The overall project with which the sign is associated reuses a significant historic structure, and the proposed sign, occupying a position high above the sidewalk on a secondary wall surface, is principally designed for building identification. Because the bridgehead is elevated high above street level, and westbound traffic is on the far side of the roadway, the location of the business is obscured for users arriving from the east. The sign roughly centers on the band of fourth floor windows vertically and on the solid wall area horizontally. The sign is well below the parapet of a four story building and is backlit against a dark, red brick surface. It will have no impact on the skyline. *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 proposed sign, while technically at the size limit allowed adjacent to bridgeheads, provides appropriate business identification because of its straightforward design, low-key material and lighting technology, respectful proportions, and careful placement on the wall. It will not effect the skyline. The purpose of the historic design review process is to ensure that exterior alterations to existing buildings protect the integrity of the special characteristics of the historic resources. The proposal meets the applicable design guidelines and therefore warrants approval.


## ADMINISTRATIVE DECISION

Approval of Historic Design Review for a one hundred square foot, brushed aluminum, reverse-channel, halo-illuminated sign, pin-mounted at the mortar joints to the brick wall of a contributing resource in the Skidmore/Old Town Historic District;

Approval per Exhibits C-1 through C-4, signed and dated June 18, 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 through C-4. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 09-126139 HDZ."

**Staff Planner: Dave Skilton**

**Decision rendered by:**  **on June 18, 2009.**

By authority of the Director of the Bureau of Development Services

**Decision mailed June 22, 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 May 4, 2009, and was determined to be complete on **May 20, 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 May 4, 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.

**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](http://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 **June 23, 2009**. 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:

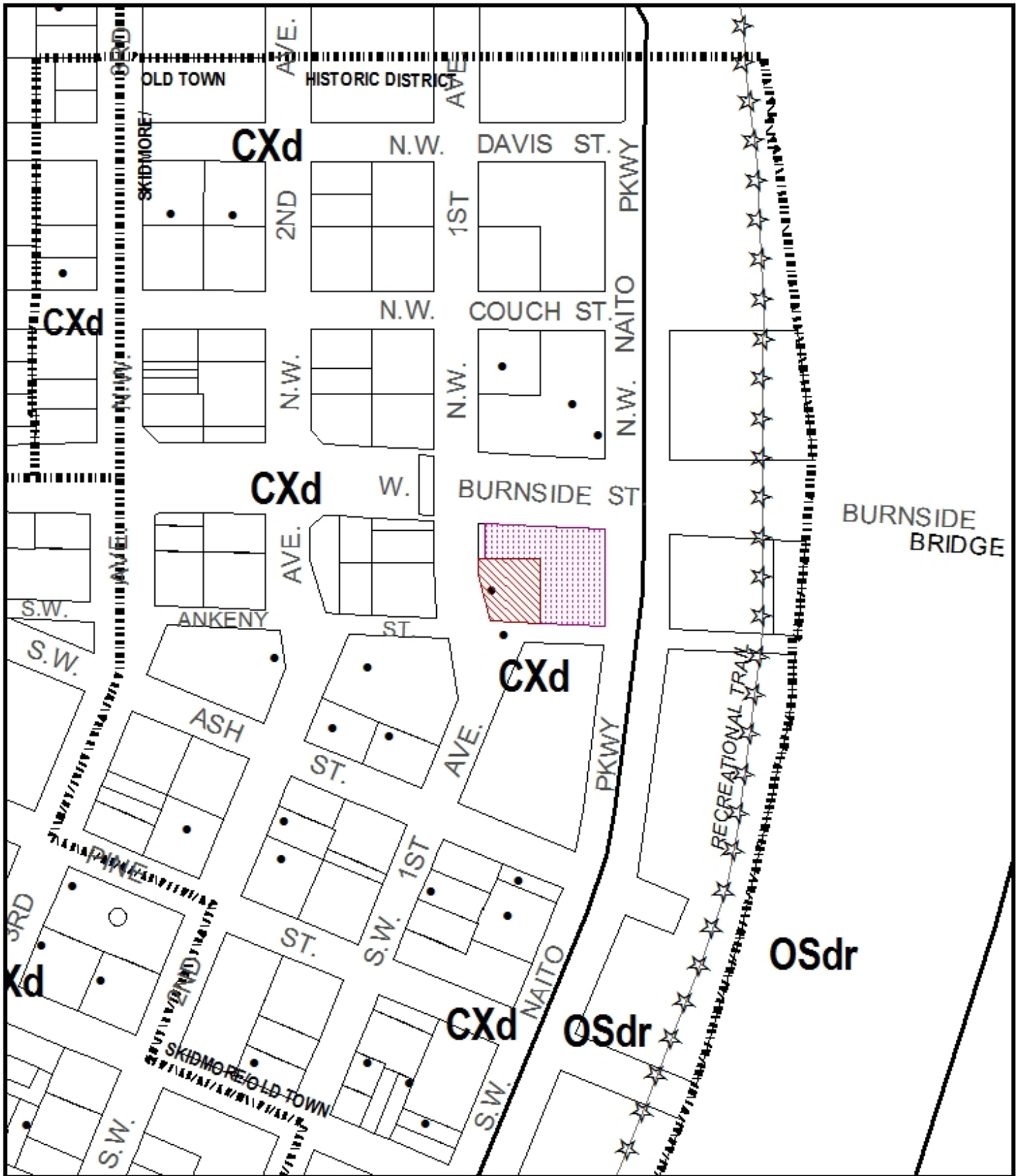
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

#### **EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
  - 1. Site Plan (attached)
  - 2. North Elevation (attached)
  - 3. Sign Details and Dimensions
  - 4. Partial Elevation and Dimensions
- 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
  - 3. Case Communication Log

**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
-  Also Owned
-  Historic Landmark

This site lies within the:  
 SKIDMORE / OLD TOWN HISTORIC DISTRICT  
 CENTRAL CITY PLAN DISTRICT



File No.	LU 09-126139 HDZ
1/4 Section	3030
Scale	1 inch = 200 feet
State_Id	1N1E34DC 400
Exhibit	B (May 07,2009)





Anderson Krygiel, Inc.  
 106 Riverstone Bldg  
 820 NW Twelfth Ave  
 Phone 503-243-2060  
 Fax 503-243-3628

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 This drawing is considered an interim drawing. No part has been engineered. Material descriptions and their uses included here and in written specifications are a "best estimate" of how to proceed. Some interpretation may be necessary in order to fabricate a finished product. Fabricator may be required to provide shop drawings and/or stamped engineering drawings.

MercyCorps  
 Headquarters  
 SIGN PROGRAM



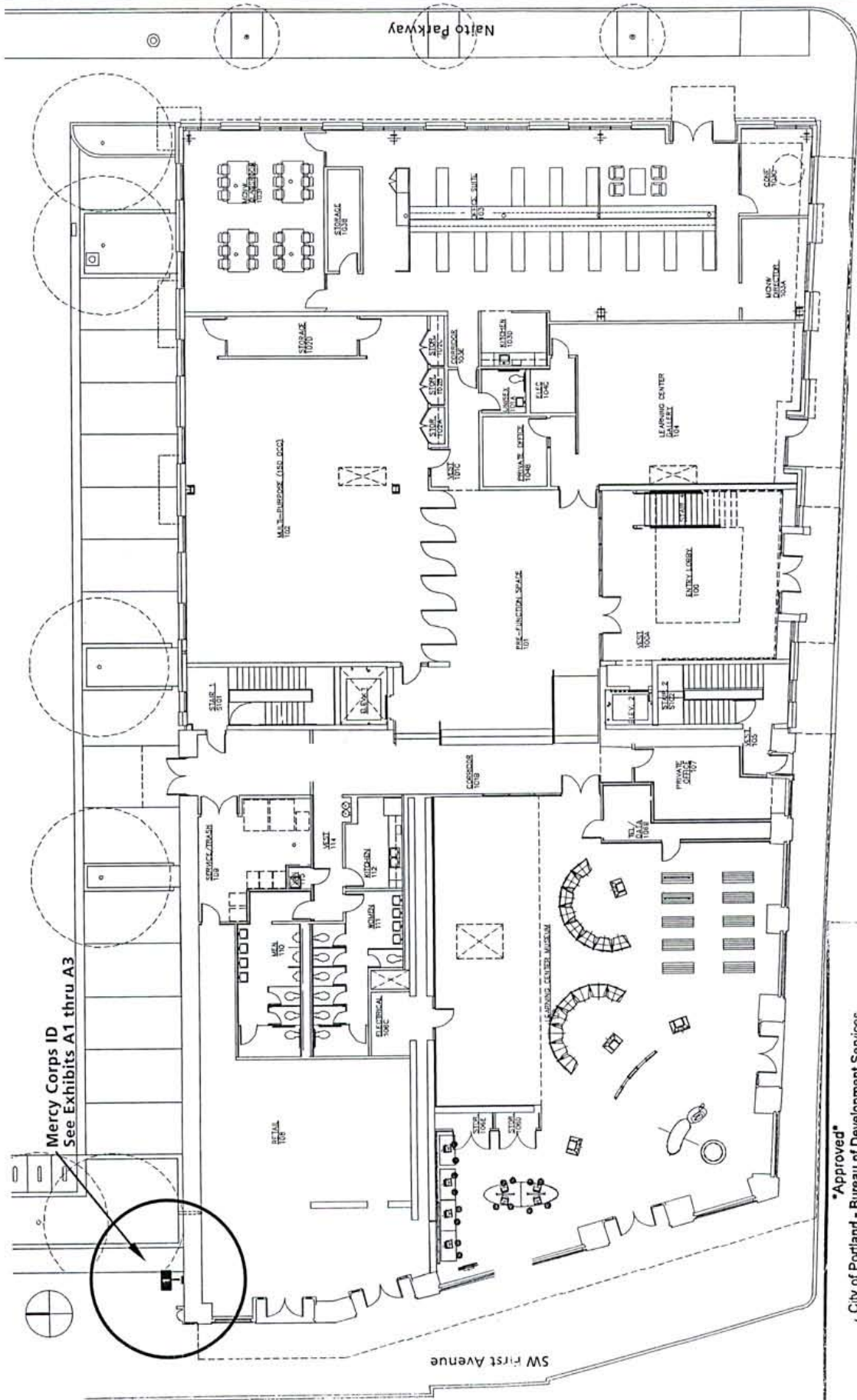
Scale  
 None  
 (except as noted)

LOCATION PLAN

Site

Exhibit A4

Anderson Krygiel, Inc.  
 May 20, 2009



Mercy Corps ID  
 See Exhibits A1 thru A3

SW Ankeny Street

SW First Avenue

LV 09-126139 #DE EXHIBIT C-1

\*Approved\*  
 City of Portland - Bureau of Development Services  
 Planner *Doreen* Date *6-18-9*  
 \* This approval applies only to the reviews requested and is subject to conditions of approval. Additional zoning requirements may apply.



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MercyCorps  
Headquarters  
SIGN PROGRAM



THOMAS HACHELL  
ARCHITECTS INC.

Scale  
1/16" = 1'-0"  
(except as noted)

ELEVATION

North  
Façade

Exhibit A1

© Anderson Krygier, Inc.  
May 18, 2009



See Exhibit A2

ELEVATION: NORTH FAÇADE

Mercy Corps logo shown is 18'-3" x 5'-6" / 100 sf total

City of Portland - Bureau of Development Services  
Planner *Dave J. Miller* Date *6-18-9*  
\* This approval applies only to the reviews requested and is subject to conditions of approval. Additional zoning requirements may apply.