



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

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**Date:** June 17, 2011  
**To:** Interested Person  
**From:** Kara Fioravanti, Land Use Services  
503-823-5892 / [Kara.Fioravanti@portlandoregon.gov](mailto:Kara.Fioravanti@portlandoregon.gov)

**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 11-114580 DZM**  
**PROVIDENCE SPORTS CARE CENTER SIGN AT JELD-WEN FIELD**

**GENERAL INFORMATION**

**Applicant:** Multnomah Amateur Athletic Club  
1849 SW Salmon Street / Portland, OR 97205-1726  
  
Dana White, Providence Health And Services  
4400 NE Halsey Street Building 1 #160 / Portland, OR 97213  
  
Jeld-Wen Field  
1844 SW Morrison Street / Portland, OR 97205  
  
City Of Portland  
1120 SW 5<sup>th</sup> Avenue #1204 / Portland, OR 97204

**Representative:** Michael Robinson, Perkins Coie  
1120 NW Couch Street 10<sup>th</sup> Floor / Portland, OR 97209-4128

**Site Address:** 1844 SW MORRISON STREET & 1849 SW SALMON STREET  
**Legal Description:** TL 5800, SECTION 33 1N 1E; TL 800, SECTION 33 1N 1E  
**Tax Account No.:** R941330460, R941330530  
**State ID No.:** 1N1E33DC 5800, 1N1E33DC 800      **Quarter Section:** 3027  
**Neighborhood:** Goose Hollow, contact Jerry Powell 503-222-7173.  
**Business District:** Goose Hollow Business Assoc, contact Angela Crawford 503-223-6376.  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.  
**Plan District:** Central City - Goose Hollow  
**Zoning:** CX, OSd  
**Case Type:** DZM, Design Review with a Modification Request  
**Procedure:** Type II, an administrative decision with appeal to the Design Commission.

**PROPOSAL:** The applicant seeks design review approval for a new 58.43 SF sign. The proposed sign will be located on the east elevation of the newly constructed building at the southeast

corner of the Stadium; this building houses the Providence Sports Care Center. The proposed overall sign dimensions are 25.5" tall x 27'-6" long. The sign is a 4" thick box with 2" flanges at the top and bottom of the box. The sign box will have ½" acrylic push-thru letters. The proposed illuminated is an LED system. The sign background is black with white letters.

**MODIFICATION REQUEST:** Title 32 limits overall site sign allowance to 1 SF of sign area per 1 foot of primary building wall. Per a previous land use review, LU 10-175769 DZM, the site is above its maximum sign allowance. Therefore, this additional sign requires a Modification request.

**RELEVANT APPROVAL CRITERIA:** In order to be approved, this proposal must comply with the approval criteria of Title 33. The relevant criteria are the Goose Hollow and Central City Fundamental Design Guidelines and 33.825.040 A and B.

## ANALYSIS

**Site and Vicinity:** The Stadium was built in 1926 with architectural plans by A.E. Doyle and Morris H. Whitehouse. Prior to the construction of the stadium, the site was occupied by the Pacific Industrial Exposition Building. Although the existing stadium building is not a Landmark, it is listed in the Historic Resource Inventory of Portland as a Rank III resource. The open-air building is constructed of reinforced concrete, with concrete tiered seating and concrete walls with round-arch openings and coping and belt cornices.

In 2000, Design Review approval was granted for a major renovation of the stadium. The approved renovation included: a seismic upgrade of the existing structure; ADA-compliant modifications (lowering and leveling the concourse level and creating handicapped-accessible seating); bringing the field configuration into regulation standards for football, baseball, and soccer; a remodel of the lower concourse (locker rooms, etc.), the concession facilities, and the public toilets; thirty-two new business boxes behind home plate under the existing roof; reconfigured plaza areas at Morrison and 18<sup>th</sup> and Morrison and 20<sup>th</sup>, with the addition of new ticket booths, trees, lighting, art, signage, and other "furnishings"; the removal of the tall concrete wall along SW 18<sup>th</sup> Avenue and replacement with open fencing and concrete fence supports; and new signage and lighting throughout the site.

Recently, in Spring of 2010, Design Review approval was granted for major upgrades of the stadium to accommodate Major League Soccer (MLS). Primarily the approval allowed the addition of an east sideline grandstand, with a large canopy cover and individual restroom/concessions/team store buildings. The approval also allowed for a north and south public plaza, and a physical therapy clinic building at the south plaza. Conditions of approval were part of the Design Commission's approval.

The Stadium site is located between SW 18<sup>th</sup> and 20<sup>th</sup> Avenues, fronts onto SW Morrison Street to the north and has a standing agreement with the MAC (the original owner of the Stadium) to use a portion of the Athletic Club property. The site, therefore, includes the MAC property located at 1849 SW Salmon Street. The current MAC was built in 1971 and designed by Wolff, Zimmer, Frasca, Ritter Architects. An earlier club building burned in 1910 and the replacement structure was demolished to make way for the current structure. The existing building is of concrete, topped by a weathered-steel barrel-vaulted roof. Portions of the building have brick or stucco veneer. A 5-story addition to the original Clubhouse was constructed in 1998.

The Westside Light Rail line runs along SW 18<sup>th</sup> Avenue, on the east side of the site. The Central City Transportation Management Plan classifies SW 18<sup>th</sup> Avenue as a Regional Trafficway, a Major Transit Priority Street, a Central City Bikeway, and a Central City Transit/Pedestrian Street. SW Morrison is designated a Transit Access Street, and the site is within the Goose Hollow Pedestrian District. Nearby light rail stations for the MAX line occur at SW Yamhill/SW Morrison between SW 18<sup>th</sup> and SW 17<sup>th</sup> Avenues, and at SW 18<sup>th</sup> between SW Taylor and SW Salmon Streets.

Apartments and condominiums are located to the southwest and to the north. Other development nearby includes apartments, older single residences, and mixed office, retail, and commercial uses.

**Zoning:** As noted above, the site includes Jeld Wen Field and the MAC. The portion of the site that includes Jeld Wen Field (and the majority of the proposal) is zoned OSd. The portion of the site that includes MAC is zoned CXd.

The Open Space (OS) zone is intended to preserve public and private open and natural areas to provide opportunities for outdoor recreation and a contrast to the built environment, preserve scenic qualities and the capacity and water quality of the stormwater drainage system, and to protect sensitive or fragile environmental areas.

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] promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. 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. In addition, design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

The proposal includes the following uses: Major Event Entertainment (the soccer facility and its accessory uses), and Office (the physical therapy clinic).

- Major Event Entertainment is allowed at certain OS zoned sites in the Central City Plan District per 33.510.115 B.3. This section of the Zoning Code (33.510.115 B.3.) requires the site to be at least 5 acres in area, within 500 feet of a Transit Station, and have the following City Council approved documents: a Good Neighbor Agreement (GNA), a Comprehensive Transportation Management Plan (CTMP) and an Operating Agreement (if applicable). This site meets the size and locational requirements listed above, and City Council has approved the three required documents listed above. For more information on any of these three documents, please contact Dave Logsdon at the City of Portland Office of Management and Finance at 503.823.6958.
- On February 3, 2010 the City Council voted to allow a limited amount of Office use at certain OS zoned sites in the Central City Plan District, effective on March 5, 2010. The section of the Zoning Code modified is 33.510.115 B.3. Similar to Major Event Entertainment uses above, this section of the Zoning Code (33.510.115 B.3.) will require the site to be at least 5 acres in area, within 500 feet of a Transit Station, and have the following City Council approved documents: a Good Neighbor Agreement (GNA), a Comprehensive Transportation Management Plan (CTMP) and an Operating Agreement (if applicable). This section of the Zoning Code will also limit Office use to 15,000 SF. Again, this site meets the size and locational requirements listed above, and City Council has approved the three required documents listed above. The area of the proposed physical therapy clinic that will be on the OS zoned portion of the site is less than 15,000 SF, and is therefore allowed. The remainder of the proposed physical therapy clinic will be on the CX portion of the site; Office use in the CX zone is allowed outright.

**Land Use History:** City records indicate the current comprehensive stadium sign proposal was approved by the Design Commission under LU 10-175769 DZM. The scope of approval is listed below:

It is the decision of the Design Commission to **approve Design Review** for the PGE Park Major League Soccer Sign Proposal. It is the decision of the Design Commission to **approve**

**the following 6 Modification requests:****(1) OVERALL SITE SIGN ALLOWANCE**

**The regulations allow 1 SF of sign area per 1 foot of primary building wall. SW 20<sup>th</sup>, SW 18<sup>th</sup>, and Morrison all are primary walls. Therefore, the total allowable sign area for this site is approximately 1,600 SF.** With the proposed scoreboard itself measuring 2,133 SF in area, the site will be well above the overall size limitations for signs.

*(For reference, approximate square footage of other proposed signage includes: two "AcmeAcme Field" = 160 SF each; "Providence Sports Center = 19.5 SF; "Key Bank Club Entry" = 8.8 SF; "Timbers Team Store" = 18 SF; two "Key Bank Plaza" canopy signs = 23.25 SF; two "18th & Morrison"/"20th & Morrison" canopy signs = 3.25 SF; "Main Office of the Portland Timbers" = 5 SF; two "Welcome to AcmeAcme Field Home of the Portland Timbers" = 4.2 SF each; "Concessions" = 8.4 SF each; Glazing Image Pattern = up to 949 SF; Field Wrap = up to 4,405 SF; Scoreboard = 2,133 SF; Taylor Street Marquee = 56 SF.)*

**(2) MAXIMUM INDIVIDUAL SIGN SIZE**

**Title 32 limits the size of each individual sign to a maximum of 100 SF for the CX zone.** The signs greater than 100 SF include: the 2 Primary Stadium ID signs at SW 18<sup>th</sup>/Morrison and SW 20<sup>th</sup>/Morrison, the scoreboard, and the glazing image patterns at the kiosks.

**(3) # OF FREESTANDING SIGNS**

**The number of freestanding signs is limited to 1 per arterial street frontage. SW 18<sup>th</sup> Avenue is the only designated arterial.** The freestanding signs proposed include: the scoreboard and the Taylor Street Marquee.

**(4) HEIGHT OF FREESTANDING SIGNS**

**The height of freestanding signs may not be greater than 20 feet.** The scoreboard is proposed to be 36'-10" tall and the Taylor Street Marquee is proposed to be 31' tall.

**(5) PROJECTING SIGNS/FREESTANDING SIGNS, WHEN ALLOWED**

**Projecting signs are not allowed if a freestanding sign is also on the same frontage. Additionally, freestanding signs are not allowed if there are projecting signs on the same site frontage, or if existing signs attached to buildings exceed the limit of 1 SF per 1 foot of primary building wall.** The scoreboard and the Taylor Street Marquee, which are freestanding signs, are assigned to the SW 18<sup>th</sup> frontage and projecting signs are proposed at the SW 18<sup>th</sup> Avenue kiosk buildings. And, the site exceeds the 1 SF of sign area allowed per 1 foot of primary building wall.

**(6) CHANGING IMAGE SIGN FEATURES**

**Changing image sign features are limited to a total combined area of 20 SF per site and no single sign may have more than 10 SF of changing sign features unless those features cover less than 60% of the sign face. 32.32.030 D.4. allows Modifications to these standards for Major Event Entertainment uses and for signs in or adjacent to a sports field.** The proposed scoreboard exceeds these changing image restrictions - the proposed scoreboard includes a large area of video screen, 20'-3" tall x 37'-5" long, and other smaller areas of changing image (two 4'-1" tall x 19'-6" long score panels and a continuous "DMX illuminated accent panel running the full length of the scoreboard underneath the top "Venue Letters").

It is the decision of the Design Commission **to approve Exhibits C.1-C-43**, signed, stamped, and dated January 6, 2011, subject to the following conditions:

- A.** As part of the building permit application submittal, the following development-related conditions (A – D) must be noted on each of the 4 required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE- Case File LU 10-175769 DZM. All

requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled “REQUIRED.”

- B.** The maximum individual letter height for each of the following signs is as follows:
- *two “AcmeAcme Field” maximum individual letter height = 5’-2” and maximum sign length = 50’-2 7/8”;*
  - *“Key Bank Club Entry” maximum individual letter height =10”;*
  - *“Timbers Team Store” maximum individual letter height =18”;*
  - *two “Key Bank Plaza” canopy signs maximum individual letter height =18”;*
  - *two “18th & Morrison”/”20th & Morrison” canopy signs maximum individual letter height =6”;*
  - *“Main Office of the Portland Timbers” maximum individual letter height =4”;*
  - *two “Welcome to AcmeAcme Field Home of the Portland Timbers” maximum individual letter height =3”;*
  - *“Concessions” maximum individual letter height =9”;*
  - *Taylor Street Marquee maximum individual letter height =2’.*
- C.** Other than required maintenance, the changing image sign features for the Stadium may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events.
- D.** No field changes allowed.

**Agency Review:** A “Notice of Proposal in Your Neighborhood” was mailed **April 21, 2011**. The following Bureaus have responded with no issues or concerns: BDS Life Safety, BDS Site Development, Bureau of Environmental Services, Bureau of Transportation Engineering, Urban Forestry, Water Bureau, and the Fire Bureau.

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on **April 21, 2011**. A total of three written responses have been received. Two responses in support of the proposed sign were from a representative of the City of Portland (owner) and a representative of Jeld Wen Field (operator). One nearby neighbor wrote a letter in opposition (Exhibit F.1) to the original 104 SF sign. Staff note: The sign has reduced in size, by half, since the original notice. The findings below describe approval of this smaller sign.

## ZONING CODE APPROVAL CRITERIA – Design Review

### 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 district guidelines.

**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 and Goose Hollow Special Design Guidelines.

### Goose Hollow District Design Guidelines and Central City Fundamental Design Guidelines

The Goose Hollow District is envisioned to be a predominantly urban residential, transit-

oriented community located on the western edge of the Central City between Washington Park and Downtown Portland. When riding light rail through the West Hills tunnel to the Central City, it is the first neighborhood experienced before entering downtown Portland. The Urban Design Vision celebrates the sense of arrival from the west at Jefferson Street Station and Collins Circle, and from the north at the Civic Stadium Station and Fire Fighter's Park. This is done by integrating the history of the community with its special natural and formal (man-made) characteristics.

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.

**Goose Hollow District Design Goals** The Goose Hollow District Design Goals are specific to the Goose Hollow District. These urban design goals and objectives are to:

- Enhance mixed-use, transit-oriented development around the light rail stations to make it a pedestrian-friendly station community.
- Provide open spaces to accommodate active public life.
- Strengthen connections to adjacent neighborhoods through light rail, bike and pedestrian access and assure a safe and pleasant bike/pedestrian environment.
- Preserve and enhance the community's history and architectural character.

**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.**

**A5. Enhance, Embellish, and Identify Areas.**

**A5-1. Strengthen the Identity of the Civic Stadium Station Area.**

**A8. Contribute to a Vibrant Streetscape.**

**B2. Protect the Pedestrian.**

**C1-2. Integrate Signs and Awnings.**

**C2. Promote Quality and Permanence in Development.**

**C3. Respect Architectural Integrity.**

**C5. Design for Coherency.**

**C13. Integrate Signs.**

**Findings:** Through the course of this Design Review the proposal has improved with regard to being part of the Stadium's unified sign identity. The sign is now oriented

horizontally, aligned with the bottom of the wall to which it is attached, black at its background, white in its copy, illuminated with LED lighting, and designed with push thru acrylic letters and flanges at the top and bottom of the sign box; all of these design qualities and details match the predominant qualities and details of the other Stadium signs, including the “Key Bank Club Entry” just below this proposed sign. With regard to color, the unified Stadium identity uses cool grey, black, white, darker timber green and lighter timber green – a Condition of Approval will allow any of these colors to be used for this sign or for future copy changes.

The proposal supports wayfinding. Given the various spaces in a Stadium environment and a need to easily direct people to the appropriate places, it is necessary for signage to exist; and, as such, there is a variety of signs at this site. However too much signage could overwhelm and unnecessarily clutter the pedestrian realm. The various building signage for the physical therapy clinic, team store and 4 kiosks is kept to a minimum in both number and letter height. Due to the integrated palette of colors and strong cohesion among materials, construction and installation, the building signs are not overwhelming to the simple building forms.

In the previous Design Review for Stadium signs, the minimal letter height at the proposed signs was primarily why the pedestrian-focused guidelines are met. As in that previous review, a Condition of Approval should therefore establish a maximum individual letter height of 12.5” for this sign in order to maintain compliance with these guidelines for any possible future copy changes.

The proposed materials and technologies are durable and of an appropriate quality. As typically required through Design Review, the electrical conduit should not be visible on the face of the building for the sign to be integrated with the building. A Condition of Approval will require that the conduit for the sign not be visible beyond the outline of the sign.

*With the above-mentioned Conditions of Approval, these guidelines are met.*

## **ZONING CODE APPROVAL CRITERIA – Modification Review**

### **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 Statement of all Title 32 regulations noted above, except the Changing image sign features regulations:

*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 about a site, but not necessarily to streets and rights-of-way farther away.*

### **OVERALL SITE SIGN ALLOWANCE**

Title 32 limits overall site sign allowance to 1 SF of sign area per 1 foot of primary building wall. Per a previous land use review, LU 10-175769 DZM, the site is above its maximum sign allowance. Therefore, this additional sign requires a Modification request

**Findings:** With the Scoreboard and Field Wrap utilizing much more than the maximum allotment of overall site sign area, this Modification request is inevitable. However, the Scoreboard and Field Wrap are largely “internal” to the site. The remainder of the signs, including the proposed sign, are, in total, not “dominating” of the surrounding area due to their limited number and minimal individual letter height (through a Condition of Approval). Additionally, the signs do “reflect and support the character” of this vibrant Central City regional attractor, which is nearby a transit station and various retail establishments. This Modification therefore is consistent with the purpose statement of the regulations.

This Modification better meets design guideline B2, Protect the Pedestrian. Given the various spaces in a Stadium environment and a need to easily direct people to the appropriate places, it is necessary for signage to exist; and, as such, there are a variety of signs at the Stadium. However too much signage could overwhelm and unnecessarily clutter the pedestrian realm – this proposal does not do so.

*With the above-mentioned Condition of Approval, the criteria are 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 approval criteria are met.

### **ADMINISTRATIVE DECISION**

Approval of **design review** approval for a new 58.43 SF sign. The proposed sign will be located on the east elevation of the newly constructed building at the southeast corner of the Stadium;

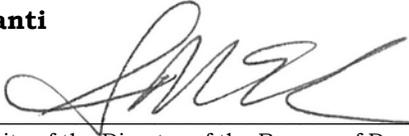
this building houses the Providence Sports Care Center. The proposed overall sign dimensions are 25.5" tall x 27'-6" long. The sign is a 4" thick box with 2" flanges at the top and bottom of the box. The sign box will have ½" acrylic push-thru letters. The proposed illuminated is an LED system. The sign background is black with white letters.

Approval of a **modification** to Title 32 standards to allow more than the overall site sign allowance of 1 SF of sign area per 1 foot of primary building wall.

Approvals per the approved plans, Exhibits C-1 through C-2, signed and dated June 14, 2011, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through E) must be noted on each of the 4 required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE - Case File LU 11-114580 DZM." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."
- B. The unified Stadium identity uses cool grey, black, white, darker timber green and lighter timber green. The proposed sign and any future copy changes may utilize any of the Stadium's unified colors, or combination of colors.
- C. The sign is limited to a maximum individual letter height of 12.5".
- D. The conduit for the sign will not be visible beyond the outline of the sign.
- E. No field changes allowed.

**Staff Planner: Kara Fioravanti**

**Decision rendered by:**  **on June 14, 2011**  
By authority of the Director of the Bureau of Development Services

**Decision mailed: June 17, 2011**

**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 February 18, 2011, and was determined to be complete on **April 12, 2011**.

*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 February 18, 2011.

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: August 11, 2011.**

**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 July 1, 2011** at 1900 SW Fourth Ave. Appeals can be filed Tuesday through Friday on the first floor of the Development Services Center until 3 p.m. After 3 p.m. and Mondays, 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. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. 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 call the Request Line at our office, 1900 SW Fourth Avenue, Suite 5000, phone 503-823-7617, to schedule an appointment. I can provide some information over the phone. Copies of all information in the file can be obtained for a fee equal to the cost of services. Additional information about the City of Portland, city bureaus, and a digital copy of the Portland Zoning Code is available on the internet at [www.portlandonline.com](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 **July 5, 2011 – (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.

**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:

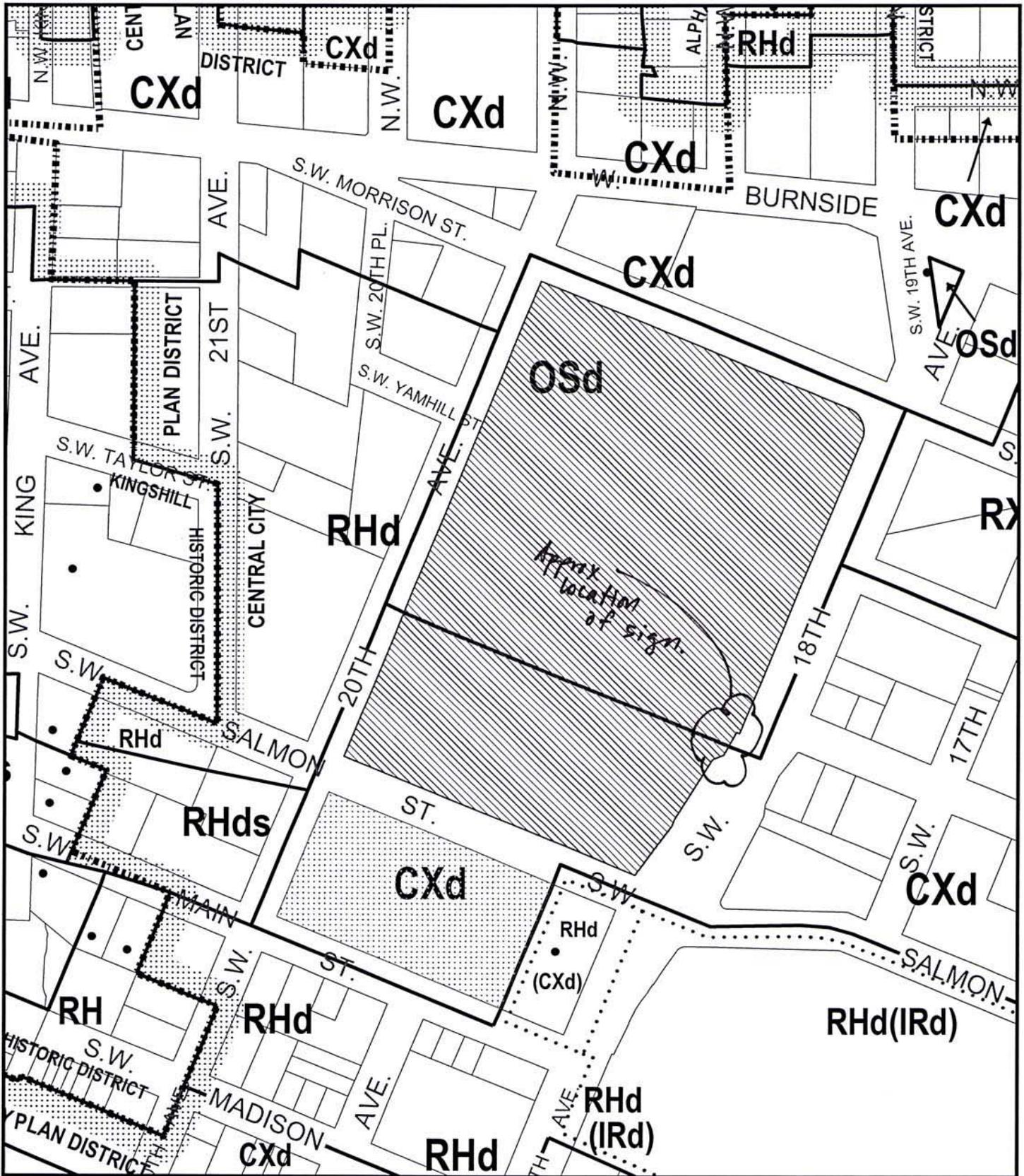
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations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

#### **EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Submittals
  - 1. Original application
  - 2. Incomplete application response, 4-12-11
- B. Zoning Map (attached)
- C. Plans/Drawings:
  - 1. Site Plan (attached)
  - 2. Sign Elevation and Section, Building Elevation, Sign Details, received 6-10-11 (attached)
- D. Notification information:
  - 1. Mailing list
  - 2. Mailed notice
- E. Agency Responses:
  - none received*
- F. Correspondence:
  - 1. Weber, 4-23-11, opposition
  - 2. Logsdon (City of Portland), 3-10-11, support
  - 3. Golub (Jeld Wen Field), 3-4-11, support
- G. Other:
  - 1. Original LU Application
  - 2. Site History Research
  - 3. Incomplete application letter, 3-3-11
  - 4. Marked-up drawing, depicting staff's recommended design changes

**The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).**



# ZONING

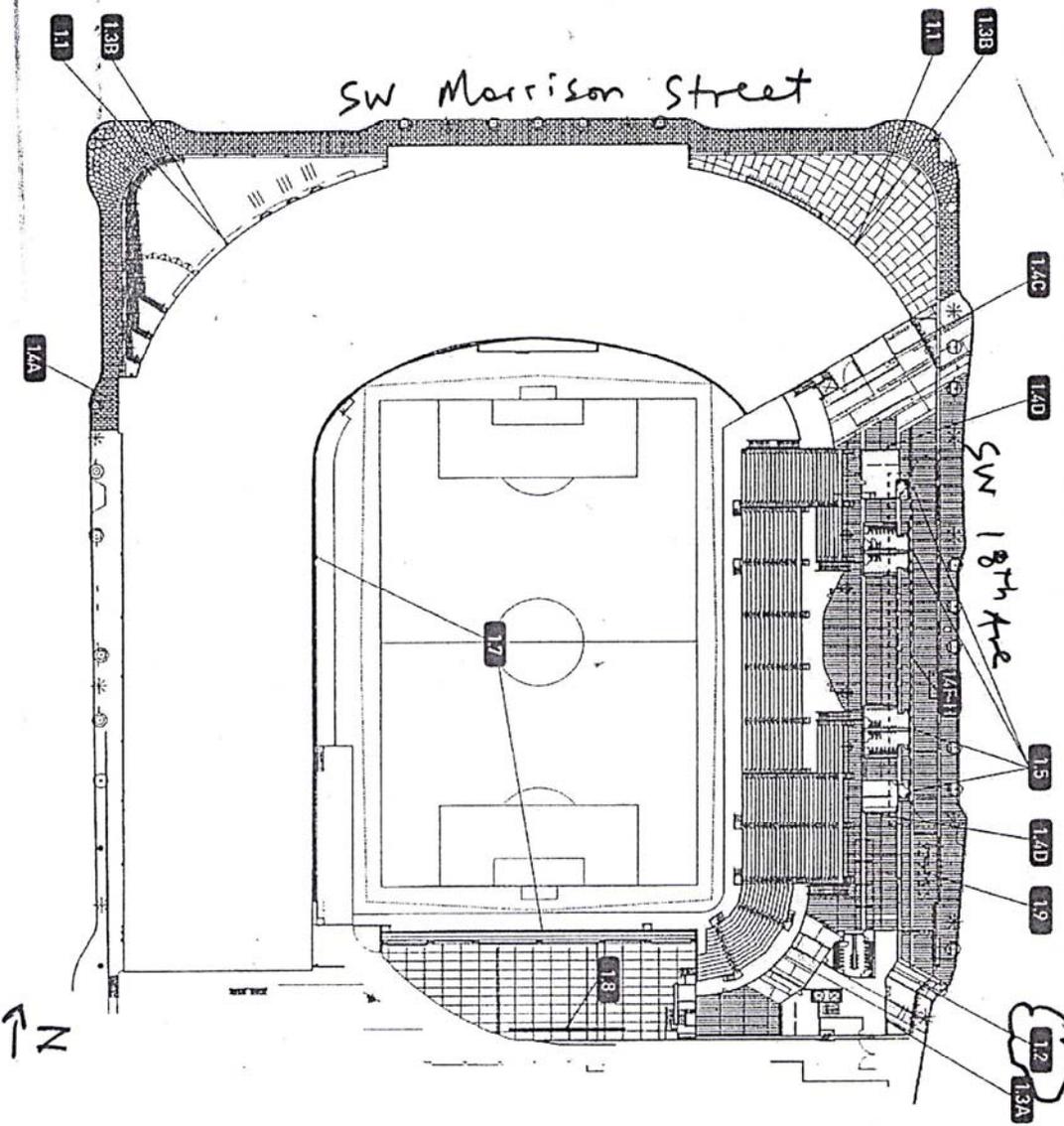
-  Site
-  Also Owned
-  Historic Landmark

This site lies within the:  
CENTRAL CITY PLAN DISTRICT



File No. LU 11-114580 DZ  
 1/4 Section 3027,3028  
 Scale 1 inch = 200 feet  
 State\_Id 1N1E33DC 800  
 Exhibit B (Feb 25,2011)

# EXTERIOR SIGN LOCATION PLAN



*Proposed sign  
under this  
Design Review  
is depicted  
here as  
Sign 1.2.*

\*Approved\*  
City of Portland - Bureau of Development  
downstream  
Planner: *[Signature]* Date: *6.14.11*  
\* This approval applies only to the reviews requested and is subject to conditions of approval. Additional zoning requirements may apply.

1650 NW NAITO PARKWAY #301  
PORTLAND, OR 97209  
T: 503.226.1944

WWW.DOWNSTREAM.COM

*LU 11-114580 D2M  
FRM C.2*

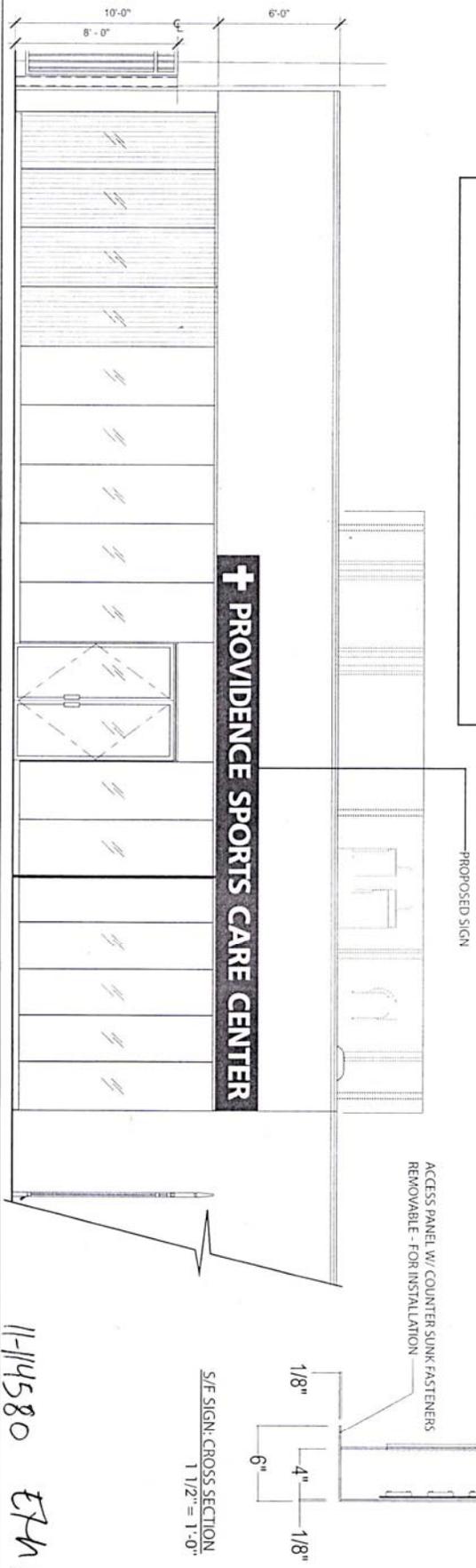
# + PROVIDENCE SPORTS CARE CENTER

25 1/2" 18 1/8" 12 1/2"

330" (27'-6")

S/F SIGN FRONT ELEVATION  
1/2" = 1'-0"

- NEW: 1 - SINGLE FACE ILLUMINATED EXTERIOR SIGN**
- 1 SUBSTRATE: 1/8" ALUMINUM WITH ROUTED OUT GRAPHICS; PAINTED SATIN BLACK.
  - 2 PUSH-THRU GRAPHICS: 1/2" ACRYLIC PUSH-THRU FCO LETTERS & CROSS WITH WHITE TRANSLUCENT VINYL FILM OVERLAY WITH CLEAR EDGE.
  - 3 CABINET: ALUMINUM W/ 4" CHANNEL FRAME - PAINTED SATIN BLACK.
  - 4 ILLUMINATION: WHITE LED LIGHTING SYSTEM.
  - 5 FASTENERS: COUNTER SUNK SCREWS; PAINTED SATIN BLACK.
  - 6 SIGNAGE TOTAL SQUARE FOOTAGE: 58.43 SQ/FT



S/F SIGN: CROSS SECTION  
1 1/2" = 1'-0"

11-0548 prov\_pgepark\_pushthru.dwg - piovpgepark.plt

## PATHWAY DESIGN

Approved:  
City of Portland - Bureau of Development Services  
Date 6.14.11

June 2011

11-114580 EHC.1

SCALE: AS NOTED

\* This sign and graphics are subject to the reviews requested and is subject to the applicable codes. Additional zoning requirements may apply.