



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

FROM CONCEPT TO CONSTRUCTION

Dan Saltzman, Commissioner  
Paul L. Scarlett, Director  
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[www.portlandoregon.gov/bds](http://www.portlandoregon.gov/bds)

**Date:** November 18, 2011  
**To:** Interested Person  
**From:** Tim Heron, Land Use Services  
503-823-7726 / [Tim.Heron@portlandoregon.gov](mailto:Tim.Heron@portlandoregon.gov)

## **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 11-178302 HDZ – SIGN AND AWNING**

#### **GENERAL INFORMATION**

**Applicant:** First Interstate Bk Of OR  
10626 SW Barbur Blvd  
Portland, OR 97219  
  
Louise Snead  
10626 SW Barbur Blvd  
Portland, OR 97219

**Representative:** Terry Brown, Ramsey Signs  
9160 SE 74th Avenue  
Portland, OR 97201

**Site Address:** 1501-1517 NE BROADWAY ST

**Legal Description:** BLOCK 231 LOT 3 LOT 4 EXC PT IN ST, HOLLADAYS ADD  
**Tax Account No.:** R396216480  
**State ID No.:** 1N1E26DC 12400  
**Quarter Section:** 2832

**Neighborhood:** Irvington, contact Dean Gisvold at 503-284-3885.  
**Business District:** None  
**District Coalition:** Northeast Coalition of Neighborhoods, contact Shoshana Cohen at 503-823-4575.

**Plan District:** Central City - Lloyd District  
**Other Designations:** Irvington Historic District

**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:**

The applicant requests historic approval for a new externally illuminated 9 SF blade sign, and a single black fabric canopy with valence and side panel signage. The new blade sign will be double faced with individually mounted lettering, externally illuminated at both sides with fixed lighting. The black fabric awning will be mounted at the inside structural face of the brick storefront, and contain non-illuminated applied lettering at the valence and side panels.

Because the proposal is for new signage and a new awning in the Irvington Historic District, and in the Lloyd subDistrict of the Central City Plan District, Historic Review is required.

**Relevant Approval Criteria:**

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

- Central City Fundamental Design Guidelines
- Lloyd sub District Design Guidelines
- 33.846.060 – Historic Approval Criteria

**ANALYSIS**

**Site and Vicinity:** Platted in the late Nineteenth Century, today's Irvington Historic District represents the first additions to Portland that employed restrictive covenants from the outset. These included the exclusion of most non-residential uses from the interior of the neighborhood, and where non-residential uses were allowed, such as the fire station and the telephone exchange, the buildings were purposely disguised to appear more residential in character. Other deed restrictions excluded minority groups, established uniform front setbacks, and required minimum expenditure on new buildings. The area developed generally from southwest to northeast and its growth was greatly influenced by the installation of streetcar lines that introduced an easy commuting option to downtown.

The contributing resources in Irvington range in design character from expressions of the late Victorian Era styles, especially Queen Anne, through the many Period Revival modes of the early decades of the Twentieth Century, to a few early modernist examples. There is also a wide diversity in the sizes of lots and houses. In terms of the streetscape, the numbered north-south avenues in Irvington vary dramatically in width, and they mostly form rather long block faces which the houses generally face. The named east-west street block faces are more consistent in length, almost all being traditional 200' Portland blocks. All are lined with mature street trees. Original development in many cases included garages or other accessory structures, typically facing side streets on corner lots and accessed by a variety of driveway types on mid-block sites. Garages that were added after original construction, but still within the historic period, were sometimes built at the sidewalk and/or out of architectural character with the house.

**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.

**Land Use History:** City records indicate there are prior land use reviews for this site. Exhibit G.2.

**Agency Review:** A Notice of Proposal in your Neighborhood was mailed on **October 17, 2011**.

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on **October 17, 2011**. One written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

- Dean Gisvold, Committee Chair for the Irvington Neighborhood Association wrote to report with no comments from adjoining businesses or neighbors and no objection to this proposal.

## **ZONING CODE APPROVAL CRITERIA**

### **Chapter 33.846.060 - Historic Design Review**

#### **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 Irvington Historic District, the Central City Plan District, and the Lloyd sub-District of the Central City Plan District. Therefore Historic Design Review approval is required. The approval criteria are the *Other Approval Criteria* Because the site is within the *Central City Plan District*, the *Central City Fundamental Design Guidelines* and the *Lloyd subDistrict Design Guidelines* are also approval criteria.

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

### **Central City Fundamental Design Guidelines, Lloyd District Design Guidelines**

**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 A6 and C13:** The proposed sign type, a projecting exterior illuminated blade sign, represents a technology readily available and in widespread use during the period of significance, and frequently applied to utilitarian trade-related building like the subject property. At 9 square feet, the size of the sign fits the traditional pattern to identify a ground floor retail space, and the location, clearly associates the sign with the business. *These guidelines are met.*

### **33.846.060.G. Other Approval Criteria:**

- 1. Historic character.** The historic character of the property will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the property's historic significance will be avoided.

**Findings:** Both the entry canopy and the sign slated for removal are non-historic. All character-defining historic materials, features, and spaces will be retained. The new blade sign and canopy are in style with traditional methods of signage [externally illuminated, pedestrian scale, blade sign], and rain protection for pedestrians [a black fabric awning with valence signage]. *These criteria are therefore met.*

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

**Findings:** Although derived from an original installation, the addition of new signage is not exactly duplicative. The changes in text and in font allow subtle differentiation of the new sign from the extinct historic one. *This criterion is therefore met.*

- 3. Historic changes.** Most properties change over time. Those changes that have acquired historic significance will be preserved.

**Findings:** Both the entry canopy and the sign slated for removal are non-historic, and neither has achieved the minimum age for consideration of significance – fifty years. *This criterion is therefore met.*

- 8. Architectural compatibility.** New additions, exterior alterations, or related new construction will be compatible with the resource's massing, size, scale, and architectural features. When retrofitting buildings or sites to improve accessibility for persons with disabilities, design solutions will not compromise the architectural integrity of the historic resource.

**Findings:** The addition of new signage, and the new fabric awning are the only exterior alteration proposed. The sign is compatible with the historic character of the building because it closely resembles an original configuration. The building will remain fully accessible to persons with physical disabilities. *This criterion is therefore met.*

- 10. Hierarchy of compatibility.** Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a Historic or Conservation District, with the rest of the district. Where practical, compatibility will be pursued on all three levels.

**Findings:** The blade sign is visually compatible in scale and proportion with the ground-level storefront character of the building and the pedestrian and signage character of the surrounding Historic District. The signage is of a modest but sufficient size to identify the ground-floor tenant, as well as helping shape the pedestrian zone of the sidewalk through its lightly scaled projecting form. This maintains the strong pedestrian scale of the site and the District. *This criterion 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 proposed sign is designed to be visually interesting from all points of view and is scaled to serve both pedestrian and passing vehicular traffic. Its modest size and traditional location on the building helps it fit in well in the Irvington Historic District. The purpose of the Historic Design Review process is to ensure that additions, new construction, and exterior alterations to historic resources do not compromise their ability to convey historic significance. This proposal meets the applicable Historic Design Review guidelines and therefore warrants approval.

## ADMINISTRATIVE DECISION

Approval of a new externally illuminated 9 SF blade sign, and a single black fabric canopy with valence and side panel signage per approved site plans, Exhibits C-1 through C-2 signed and dated November 17, 2011 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.2. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 11-178302 HDZ."

**Staff Planner: Tim Heron**

**Decision rendered by:**  **on November 17, 2011**

By authority of the Director of the Bureau of Development Services

**Decision mailed November 18, 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 September 20, 2011, and was determined to be complete on **October 4, 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 September 20, 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.

**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 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).

**Recording the final decision.**

Before the applicant can proceed with their project, the final Land Use Review 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 **November 21, 2011 – (the day following the final decision)**.

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 it is rendered unless:

- A building permit has been issued, or
- The approved activity has begun, or
- In situations involving only the creation of lots, the land division has been recorded.

**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.

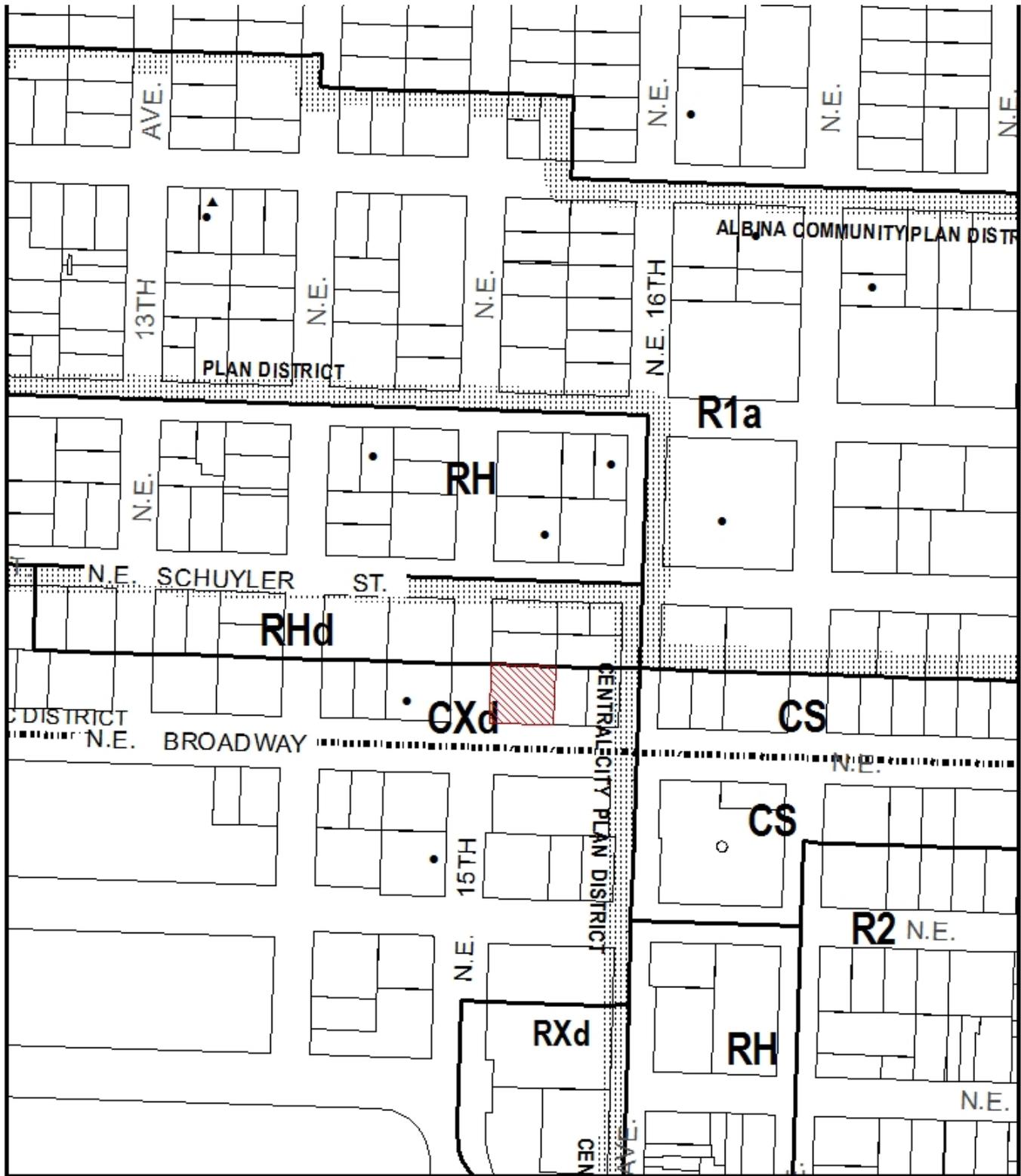
**EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)

- C. Plans/Drawings:
  - 1. Site Plan/Photo Sim/Signage Detail (attached)
  - 2. Photo Sim/Signage Detail (attached)
- D. Notification information:
  - 1. Mailing list
  - 2. Mailed notice
- E. Agency Responses: No responses were received.
- F. Correspondence:
  - 1. Dean Gisvold, Committee Chair for the Irvington Neighborhood Association wrote to report with no objection to this proposal.
- 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. 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



Historic Landmark

This site lies within the:  
 IRVINGTON HISTORIC DISTRICT  
 CENTRAL CITY PLAN DISTRICT



File No.	LU 11-178302 HDZ
1/4 Section	2832
Scale	1 inch = 200 feet
State_Id	1N1E26DC 12400
Exhibit	B (Sep 22, 2011)



9160 SE 74th Avenue  
 Portland, Oregon 97206  
 503.777.4555 • 800.613.4555  
 Fax 503.777.0220  
 ramsaysigns.com

Date: 8.19.11  
 Client: Massage Envy  
 1517 NE Broadway  
 Portland, Oregon 97232  
 Project Manager: Darin Hauer  
 Designer: Ross Hildren  
 Client Approval + Date

Landlord Approval + Date  
 Add Sq. ft. + Change Size 8.31.11  
 Change Layout 9.2.11  
 Change Scope of Work 9.28.11  
 Change Layout 10.11.11

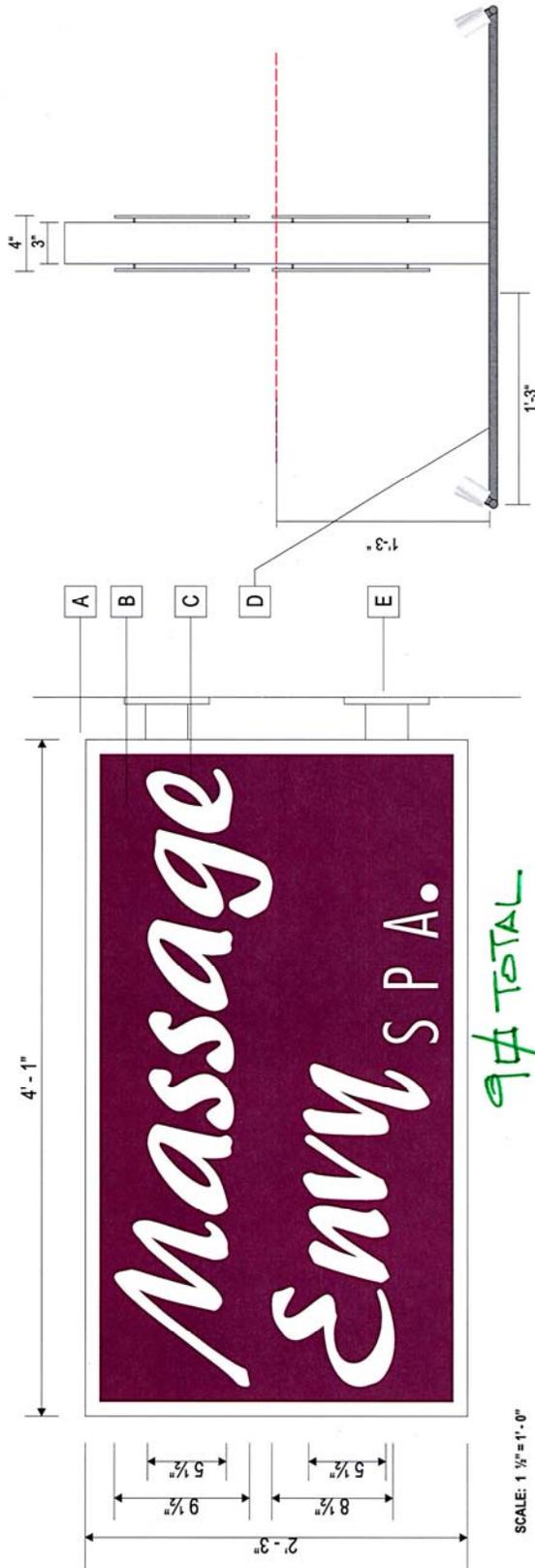
LV 11.178302 HNE  
 E4H.C.1



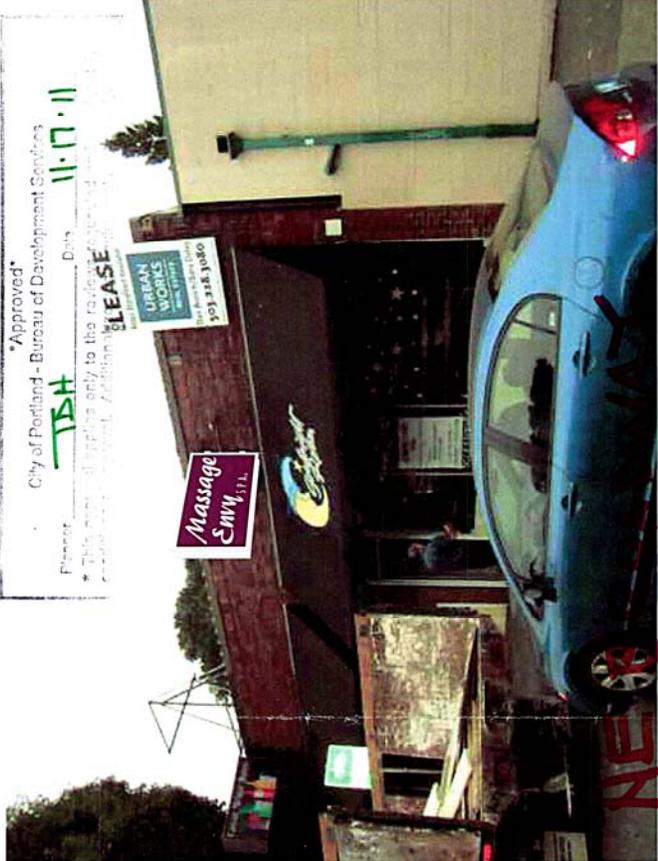
© Copyright 2011, Ramsay Signs, Inc.  
 These plans are the exclusive property of Ramsay Signs, Inc. and are the result of the original work of its design team.

This sign is intended for use exclusively for the sole purpose of your consideration of whether to purchase these plans or to purchase from Ramsay Signs, Inc. a sign manufactured according to these plans.

Distribution or exhibition of these plans to anyone other than the person to whom a sign similar to the one embodied herein, is expressly forbidden.



\*Approved\*  
 City of Portland - Bureau of Development Services  
 Planner: TSH Date: 11.17.11  
 \* This permit is applying only to the residential use of the building. Additional use of the building is not permitted.



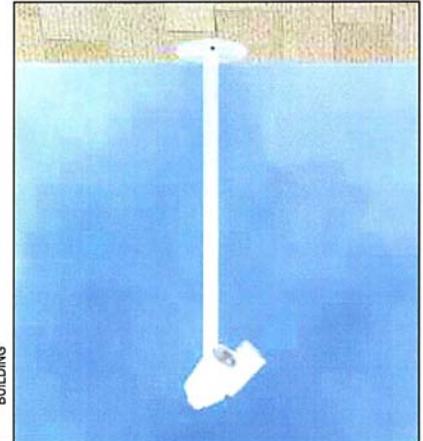
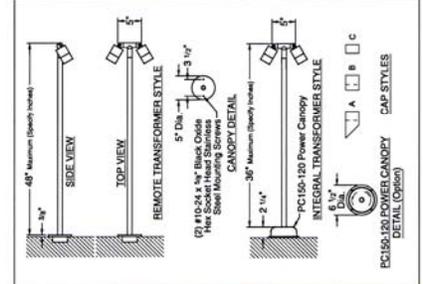
4' - 1" (Total width)  
 MASSAGE ENVY SPA.

97 TOTAL

SCALE: 1 1/2" = 1' - 0"

MANUFACTURE AND INSTALL (1) NEW DOUBLE FACED EXTERNALLY ILLUMINATED PROJECTING MOUNTED DISPLAY 9 SQ. FT.

- A PANEL 3" ALUMINUM SQ. TUBE FRAME W/ .125 ALUM. FACE PAINTED WHITE
- B BACKGROUND COLOR 3M PURPLE 220-48 VINYL APPLIED 1ST SURFACE
- C TEXT .125" ROUTED ALUM LETTERS, STOOD OFF OF FACE 3/8"
- D ILLUMINATION EXTERNALLY ILLUMINATE WITH TWIN SIGN STAR LAMP FIXTURES, OR SIMILAR - MINIMUM LENGTH OF ARM TO EQUAL THE DISTANCE TO THE CENTER OF SIGN
- E SUPPORTS 3" ALUMINUM SQUARE TUBE WELDED TO FRAME AS REQUIRED, PAINT WHITE & PLATE MOUNTED TO BRICK BUILDING





9160 SE 74th Avenue  
 Portland, Oregon 97206  
 503.777.4555 - 800.613.4555  
 Fax 503.777.0220  
 ramsaysigns.com

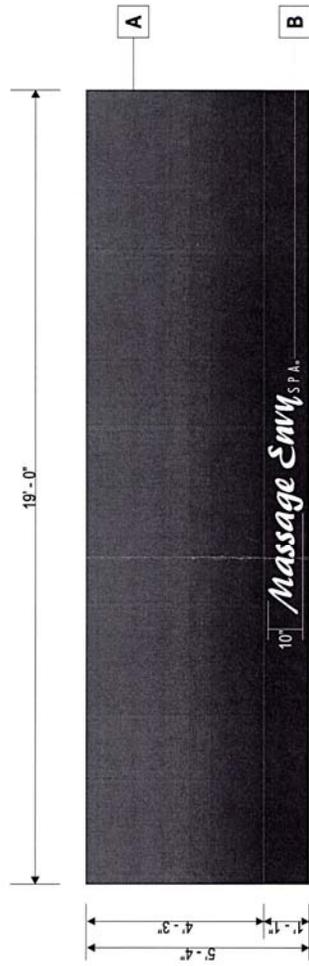
Date: 8.19.11  
 Client: \_\_\_\_\_  
 Message Envy  
 1517 NE Broadway  
 Portland, Oregon 97232  
 Project Manager: Darin Hauer  
 Designer: Ross Hilden  
 Client Approval: \_\_\_\_\_

Landlord Approval: \_\_\_\_\_  
 Addl Sq. ft. & Change Size 8.31.11  
 Change Layout 9.2.11

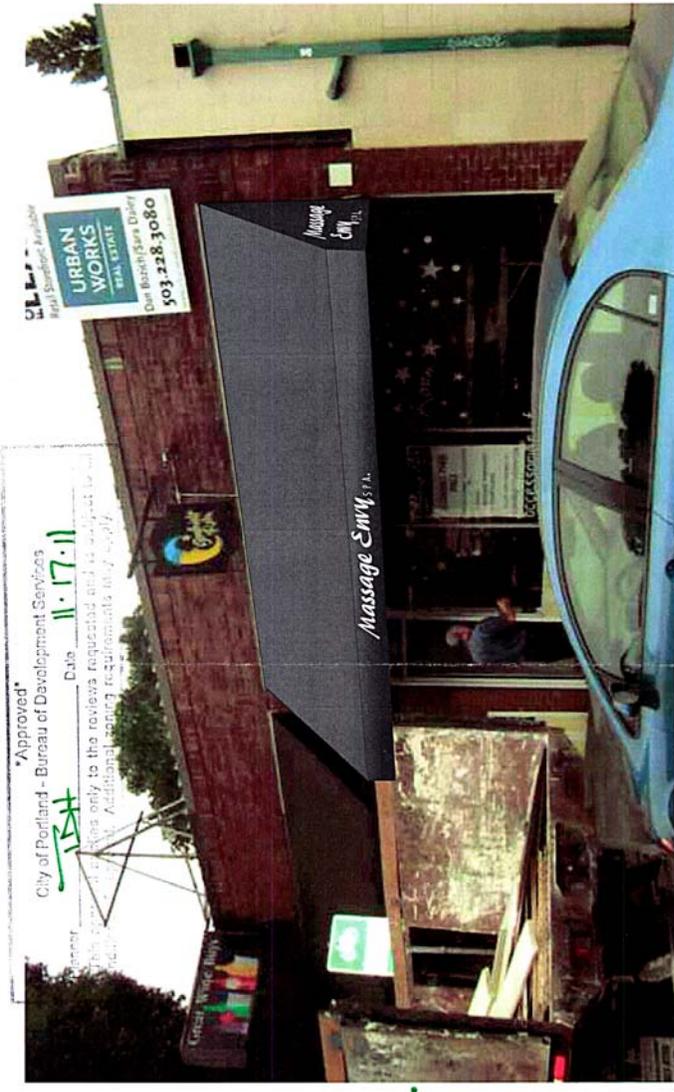
LV 1178302 HAZ  
 EXH. C.Z



© Copyright 2011, Ramsay Signs, Inc.  
 These signs are the exclusive property of  
 Ramsay Signs, Inc. and are the result of the  
 original work of its design team.  
 They are submitted to your company for the  
 sole purpose of your consideration of whether  
 to purchase the signs from  
 Ramsay Signs, Inc. as sign manufactured  
 according to these plans.  
 Distribution or exhibition of these plans to  
 anyone other than employees of your  
 company, or use of these plans to construct a  
 sign, is prohibited without the express  
 written consent of Ramsay Signs, Inc.  
 The sign is intended to be used in  
 accordance with the attached drawings in  
 all respects.



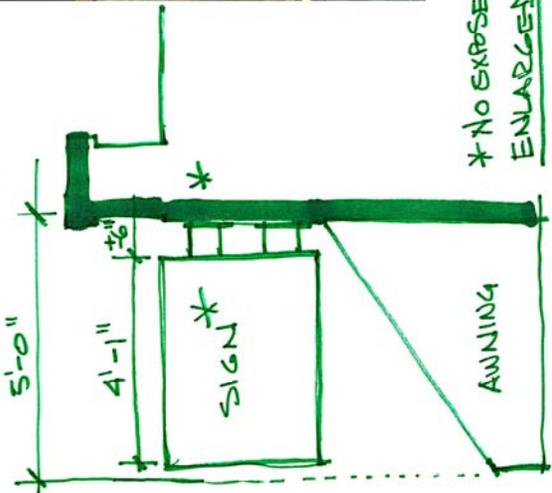
\*Approved\*  
 City of Portland - Bureau of Development Services  
 Date 11.17.11  
 This sign is approved for installation only to the reviews requested and is subject to all  
 applicable zoning requirements and codes.



SCALE: 3/8" = 1'-0"  
 REMOVE EXISTING AWNING SKIN AND RECYCLE  
 MANUFACTURE AND INSTALL NEW AWNING SKIN

244 SQ. FT.  
 A AWNING SKIN  
 BLACK SUNBRELLAWINNING FABRIC

B TEXT  
 OPAQUE WHITE PIGMENT ON FACE &



\*NO EXPOSED CONDUIT, MORTAR JOINT ATTACHMENTS ONLY  
 ENLARGED SECTION .NTS