



City of Portland, Oregon

Bureau of Development Services

Land Use Services

FROM CONCEPT TO CONSTRUCTION

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Date: November 21, 2011

To: Interested Person

From: Kara Fioravanti, Land Use Services

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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 11-180979 HDZ - NEW PROJECTING SIGN

GENERAL INFORMATION

Applicant: Pearl Condominiums

711 SW Alder Street, Penthouse Suite / Portland, OR 97205-3417

Block 90 LLLC

711 SW Alder Street, Penthouse Suite / Portland, OR 97205-3417

Representative: Cole Lantz, Meyer Sign Company of Oregon

15205 SW 74th Avenue / Tigard, OR 97224

Site Address: 1332 NW Flanders Street

Legal Description: LOT C-103 HISTORIC PROPERTY 15 YR 2006 POTENTIAL

ADDITIONAL TAX, PEARL CONDOMINIUMS AT BLOCK 90

Tax Account No.: R652750040

State ID No.: 1N1E33DA 40003

Quarter Section: 3028

Neighborhood: Pearl District, contact Patricia Gardner at 503-228-3273.

Business District: Pearl District Business Association, contact Adele Nofield at 503-223-

0070.

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

Plan District: Central City - River District

Zoning: EXd: Central Employment zone with a 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 seeks historic design review approval to install one projecting sign at the ground level of the existing building's west elevation. The proposed sign is non-illuminated and made of metal. It measures 3'-6" tall, 2'-10" wide, and 2" deep.

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: Central City Fundamental Design Guidelines and the NW 13th Avenue Historic District Design Guidelines.

ANALYSIS

Site and Vicinity: The half-block site was historically developed with a 3-story concrete building listed by its historic name, the Meier Building, but referred to as the Reed Harris Building and more recently as Block 90. The structure was built about 1939, and was designed by Richard Sundeleaf. It is ranked as a compatible-contributing building within the NW 13th Avenue Historic District. The building has multi-paned steel sash windows, raised truck loading at the east and the north elevations, and a stair and elevator tower at the northeast corner of the building. In 2005 approval was granted for the renovation of the building and a 1-story rooftop addition.

Zoning: The <u>Central Employment</u> (EX) zone allows mixed uses and is intended for areas in the center of the City that have predominantly industrial-type development. The intent of the zone is to allow industrial and commercial uses which need a central location. Residential uses are allowed, but are not intended to predominate or set development standards for other uses in the area.

The "d" overlay 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 are subject to design review.

The <u>Historic Resource Protection</u> overlay is comprised of Historic and Conservation Districts, as well as Historic and Conservation Landmarks. The regulations that pertain to these properties protect certain historic resources in the region and preserve significant parts of the region's heritage. Historic preservation beautifies the city, promotes the city's economic health, and helps to preserve and enhance the value of historic properties.

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

- DZ 27-84 Approved Design Review for window enlargement;
- *DZ 62-84* Approved Design Review for signage;
- *LUR 91-00044 HL* Approved Historic Landmark Review for restoration project at original west entry door, including steel and glass doors and windows;
- LU 05-141448 HDZM AD Approved Historic Design Review for renovation of the existing building, addition of a new fourth floor with residential units, and other specific elements. Approval included an Adjustment to allow only one loading space on the site, and Modifications to both loading space size and ground floor window length on the north elevation; and
- *LU 08-122037 HDZ* Approved Historic Design Review for the installation of a single fascia sign of approximately 15 SF (Sherwin Williams) on the north façade.
- *LU 08-133832 HDZ* Approved Historic Design Review for the installation of a single corner projecting sign of approximately 12 SF (50 Plates) at the northeast corner of the ground level of the building.
- LU 09-164571 HDZ Approved Historic Design Review for the installation of two projecting blade signs, located on the north and west building facade, and three undercanopy blade signs located on the building's east facade.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **October 11**, **2011**. The following Bureaus have responded with no issues or concerns about the proposal:

- Bureau of Environmental Services
- Bureau of Transportation Engineering
- Fire Bureau

- Site Development Section of BDS
- Bureau of Parks-Forestry Division

The Water Bureau responded with the following comment: "The Water Bureau has no objections to the requested Design Review for the installation of a new sign on the existing building located at 1332 NW Flanders St." *Please see Exhibit E-1 for additional information*.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **October 11, 2011**. No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

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 NW 13th Avenue Historic District. Therefore the proposal requires historic design review approval. The relevant approval criteria are the Historic NW 13th Avenue District Design Guidelines and the Central City Fundamental Design Guidelines.

Historic NW 13th Avenue District Design Guidelines and Central City Fundamental Design Guidelines

The NW 13th Avenue Historic District has been designated as a Portland Historic District and has also been listed on the National Register of Historic Places, in recognition of its unique architectural and historical qualities. It contains an outstanding ensemble of late 19th and early 20th century loft warehouse structures. These structures display a remarkable uniformity of design, materials, and special features. The essential character of the District lies in this architectural coherence and uniformity, and in the street itself. Northwest 13th Avenue is the spine of the District. The District remains as a primary expression of the City's historical development as a center of commerce and distribution.

Because of its Historic District status, properties within the NW 13th Avenue Historic District are subject to review by the Portland Historical Landmarks Commission of any new construction or exterior remodeling. Each Historic District has design guidelines which the Commission uses in its review of projects. The purpose of these guidelines is to encourage rehabilitation and new construction which respect and enhance the historical character of the district. The guidelines are not intended to be inflexible; rather, they seek to guide development and rehabilitation in a manner compatible with the District character.

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.

1. **Visual Integrity of Structure.** The vertical lines of columns and piers, and the horizontal definition of spandrels and cornices, and other primary structural elements should be maintained. Such structural lines should be restored if previous alterations have substantially changed them.

Findings for 1: The building's character-defining concrete reveal lines at the horizontal window bands are respected with the placement of the sign facing NW 14th Avenue. The aluminum plates attached to the building wall will not overlap the reveal lines, the sign will be centered between the reveal lines, and the sign supports will be centered between the reveal lines. A <u>Condition of Approval</u> will ensure these alignments are matched at the time of installation, as shown in Exhibits C.2 and C.3. With this condition, this guideline is met.

- **6. Signs.** There is a tradition in the NW 13th Avenue Historic District of painting large signs on the walls (usually on non-street elevations) of warehouse structures. These historic painted wall signs should be retained where practical. New signs on the principal (i.e., street) elevations of new or existing buildings should be restrained and should not be a dominant facade feature. Lettering painted on windows, and signs located inside buildings are appropriate; moreover, these types of signs do not require review. Other appropriate design types include indirectly lit letters mounted on spandrels above the storefront, or signs on an entry awning. Contemporary plastic, backlit signs are discouraged. Signs should be mounted so as to minimally damage any historic surface to which they are attached.
- **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 6, C2, C3, C5, C13: The new sign will not dominate the building facade.

The sign at NW 14th Avenue is aligned with the strong horizontals of the building. The concrete reveal lines at the building's horizontal window bands are respected with the placement of the sign. The aluminum plates attached to the building wall will not overlap the reveal lines, the sign will be centered between the reveal lines, and the sign supports will be centered between the reveal lines. A Condition of Approval will ensure these alignments met with the installation, as shown in Exhibits C.2 and C.3.

The sign exhibits a minimalist design, with clean lines, a thin profile, and discreet raised lettering – an overall design intent that clearly relates to the industrial aesthetic of this contributing building of the NW 13th Avenue Historic District. The careful placement of the sign helps to reinforce integration with the building. Finally, the materials of the sign are durable and long-lasting, and the dimensional lettering provides a level of craft deserving of this building.

With these conditions, these guidelines are met.

- **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.
- **C4. Complement the Context of Existing Buildings.** Complement the context of existing buildings by using and adding to the local design vocabulary.

Findings for A4, A5, C4: The NW 13th Avenue corridor from NW Davis to NW Johnson is a unique place in the Portland landscape, designated as part of the NW 13th Avenue Historic District. It exhibits a very clear architectural identity with a consistent language of historic industrial buildings, a specific and unique streetscape design, and very minimal signage. The proposal to match existing building signage that exhibits an understated design, with sensitive placement and attachment to the building, supports the intent of the design guidelines and ensures that the signage will not become a prominent and distracting feature of the building. 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 approval criteria are met.

ADMINISTRATIVE DECISION

Approval of historic design review for the following sign:

One **projecting blade sign** measuring 2'-10" wide by 3'-6" tall by 2" deep. The sign is made of metal. The logo/letters are $\frac{1}{4}$ " thick aluminum letters applied to the main sign face. The sign is not illuminated. The sign is located on the west elevation, mid-building. The sign is centered between the reveals of the building's concrete banding at the 2^{nd} level.

Approval, per the approved plans, Exhibits C-1 through C-3, signed and dated November 16, 2010, subject to the following conditions:

A. As part of the building permit application submittal, the following development-related conditions (B through C) must be noted on each of the four 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 11-180979 HDZ." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."

- B. As shown in Exhibits C.2 and Exhibit C.3, the aluminum plates attached to the building wall will not overlap the building's reveal lines, the signs will be centered between the reveal lines, and the sign supports will be centered between the reveal lines.
- C. No field changes allowed.

Staff Planner: Kara Fioravanti

Decision rendered by: ______ on **November 16, 2011**

By authority of the Director of the Bureau of Development Services

Decision mailed November 21, 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 28, 2011, and was determined to be complete on **October 7, 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 28, 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. Unless further extended by the applicant, **the120 days will expire on: February 4, 2012.**

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.

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 **November 22, 2011.** 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, permitees 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. Enlarged Elevation and Section (attached)

- 3. Building Elevation with Signage (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses:
 - 1. Water Bureau
 - 1. 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. 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).







