



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

FROM CONCEPT TO CONSTRUCTION

Amanda Fritz, Commissioner  
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[www.portlandoregon.gov/bds](http://www.portlandoregon.gov/bds)

**Date:** July 16, 2013  
**To:** Interested Person  
**From:** Chris Caruso, Land Use Services  
503-823-5747 / [Chris.Caruso@portlandoregon.gov](mailto:Chris.Caruso@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 the version located on the BDS website <http://www.portlandonline.com/bds/index.cfm?c=46429>. Click on the District Coalition then scroll to the relevant Neighborhood, and case number. If you disagree with the decision, you can appeal. Information on how to do so is included at the end of this decision.

### **CASE FILE NUMBER: LU 13-130128 DZ**

#### **BMW STOREFRONT & ENTRY**

#### **GENERAL INFORMATION**

**Applicant:** Bob Schatz/Allusa Architecture  
2118 SE Division St/Portland, OR 97202

**Owner:** Lithia Real Estate Inc  
360 E Jackson St / Medford, OR 97501-5825

**Site Address:** 2001 SW JEFFERSON ST  
**Legal Description:** BLOCK 9&15 TL 3100, AMOS N KINGS  
**Tax Account No.:** R024401570  
**State ID No.:** 1S1E04BA 03100  
**Quarter Section:** 3127  
**Neighborhood:** Goose Hollow, contact Greg Wimmer at 503-222-7173.  
**Business District:** Goose Hollow Business Association, Angela Crawford at 503-223-6376.  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.  
**Plan District:** Central City - Goose Hollow  
**Zoning:** CXds – Central Commercial with design and scenic overlays  
**Case Type:** DZ – Design Review  
**Procedure:** Type II, an administrative decision with appeal to the Design Commission.

#### **Proposal:**

The applicant seeks design review approval for alterations to an existing car dealership building located in the Goose Hollow Subdistrict of the Central City Plan District. The proposed work includes:

- Removing a north facing wall and constructing a new wall with glazed windows and sliding double doors 6 feet 6 inches to the south and widening the pedestrian walkway in this area;
- Finishing the remaining column to match other exposed columns;
- Widening a 16 foot garage door opening to 20 feet and installing a new garage door;
- Removing a door and window on the east wall and installing a 10 foot wide garage door; and
- Installing 5 new glazed windows around the new entry and along the north façade.

The new materials will all match existing materials on the building in color, material, and profile. Exterior alterations to existing building facades within design overlay zones require design review.

**Relevant Approval Criteria:**

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

- 33.825 Design Review
- Central City Fundamental Design Guidelines
- Goose Hollow Design Guidelines

**ANALYSIS**

**Site and Vicinity:** The vicinity includes single residential development to the north, at the top of a steep slope, and a mix of commercial and residential uses in lands to the east and west, and south of SW Jefferson. A significant feature is the historic Vista Bridge, located about ¼ of a mile to the southwest of the site. The site has approximately 417 feet of frontage along SW Jefferson, which is a Major City Transit Street and a Light Rail Alignment, with a MAX station located about one block to the east. The site has approximately 156 feet of frontage along SW 20<sup>th</sup> Avenue, which is a Local Service Street. The site is approximately 34,000 SF in area, functioning as an auto dealership since 1974. The existing building is used for auto sales and service. A small parking area on the eastern side of the lot is used for customer parking and intake of vehicles. Vehicle display occurs under cover at the southeast corner of the site and in front of the building along SW Jefferson. The westerly portion of the site has a multi-story expansion enclosing exterior parking, display, and service areas.

**Zoning:** The site is zoned CX, Central Commercial, with “d” Design overlay zone, within the Goose Hollow Subdistrict of the Central City Plan District. This zone is intended to provide for a broad variety of commercial uses and development in Portland’s most intense urban areas. Development is intended to be intense, with pedestrian-oriented emphasis.

Vehicle storage, exterior display, and exterior work are activities prohibited in this zone since 1991. Prior to 1991 the site was zoned C2, which allowed these uses. Since April 15, 1994 the Central City Plan District has prohibited vehicle repair, and sales and leasing of vehicles, within 500 feet of a light rail alignment but this site can retain these uses as it is a recognized nonconforming development.

The southerly portion of the site is within the “s” Scenic overlay, which limits height to preserve the area’s scenic qualities, including views from the historic Vista Bridge. The building alterations will fall below the height limit which is set at 35 feet in this area.

**Land Use History:** City records indicate that prior land use reviews include a 1963 Variance to allow a poster panel sign 25’ by 12’ to a height of 22 feet.

1. LUR 96-01050 DZ AD approved renovations to add 700 SF of office space, expand a service canopy, add a new canopy over exterior display area, and new paving and landscaping for display area on the south side of the building. LUR 96-01153 NE NU approved nonconforming establishment and expansion for this proposed work.
2. LUR 01-00395 DZM NU approved an expansion of 3,850 SF along with modifications to required landscaping.
3. LU 02-136189 DZ NU approved a nonconforming review and expansion of 9,950 SF on the western portion of the site.
4. LU 03-114006 DZ approved a 400 SF office area expansion under an existing building roof.

**Agency Review:** A “Notice of Proposal in Your Neighborhood” was mailed **April 8, 2013**. The following Bureaus have responded with no issues or concerns:

- Water Bureau (Exhibit E-1)
- Fire Bureau (Exhibit E-2)
- Life Safety Review Section of BDS (Exhibit E-3)

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on April 8, 2013. 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 33.825 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.*

**A6. Reuse/Rehabilitate/Restore Buildings.** Where practical, reuse, rehabilitate, and restore buildings and/or building elements.

**Findings:** The proposal allows for the continued use of an existing building by upgrading the existing service and interior display areas. *This guideline is therefore met.*

**A7. Establish and Maintain a Sense of Urban Enclosure.** Define public rights-of-way by creating and maintaining a sense of urban enclosure.

**A8. Contribute to a Vibrant Streetscape.** Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

**C1. Enhance View Opportunities.** Orient windows, entrances, balconies and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building façades that create visual connections to adjacent public spaces.

**Findings for A7, A8 & C1:** The proposed new storefront windows and glazed garage doors will reinforce the currently setback building corner by maintaining the existing building edge that faces SW 20<sup>th</sup> Avenue. Adding an additional section of ground floor window along the north facade also increases the amount of active interior space that will be visible from the SW 20<sup>th</sup> Avenue public sidewalk. The new windows and doors will allow views from the building interior out to the public realm. Additional views to and from the street will be available along the entire section of new glazing. *These guidelines are therefore met.*

**B7. Integrate Barrier-Free Design.** Integrate access systems for all people with the building's overall design concept.

**Findings:** The new service entry will be at grade and fully accessible as required by applicable building codes. *This guideline is therefore met.*

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

**C3. Respect Architectural Integrity.** Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.

**C5. Design for Coherency.** Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

**Findings for C2, C3 & C5:** The proposed storefront system and overhead doors will be constructed of quality, durable materials including aluminum framing, steel, and glass.

These materials are common in urban environments and last many years. The new windows and doors will match the color, scale, and materials of existing storefront systems and overhead doors around the building. Existing architectural modules will be retained so that the new storefront and doors are integrated into the original building design and become part of a coherent composition. *These guidelines are therefore met.*

**C8. Differentiate the Sidewalk-Level of Buildings.** Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

**Findings:** The sidewalk edge of the building is differentiated from the top through the use of clear storefront glazing or overhead doors in the existing structural bays that sit below the solid metal and concrete parapet line. *This guideline 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 design review process exists to promote the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. The new storefront and recessed entry at the existing service area is incorporated into the building architecture and will maintain quality and permanence in the district. The proposal meets the applicable design guidelines and therefore warrants approval.

## ADMINISTRATIVE DECISION

Approval of exterior alterations to the existing building at 2001 SW Jefferson Street in the Goose Hollow Subdistrict of the Central City Plan District that include:

- Removing a north facing wall and constructing a new wall with aluminum-framed clear-glazed windows and glazed sliding double doors located 6 feet 6 inches to the south of the existing removed wall, and widening the pedestrian walkway in this area;
- Finishing the remaining column to match other exposed columns;
- Widening a 16 foot garage door opening on the east façade to 20 feet wide and installing a new metal and glass garage door;
- Removing a person door and window on the east façade and installing a 10 foot wide metal and glass garage door; and
- Installing 5 new glazed windows around the new entry and along the north façade.

Approved, per the approved site plans Exhibits C-1 through C-5 signed and dated July 12, 2013, 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.5. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 13-130128 DZ. No field changes allowed."

**Staff Planner: Chris Caruso**

**Decision rendered by:**  **on July 12, 2013.**

By authority of the Director of the Bureau of Development Services

**Decision mailed: July 17, 2013**

**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 March 20, 2013, and was determined to be complete on April 3, 2013.

*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 March 20, 2013.

*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 2, 2013.**

**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 30, 2013** 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 31, 2013**.
- 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:

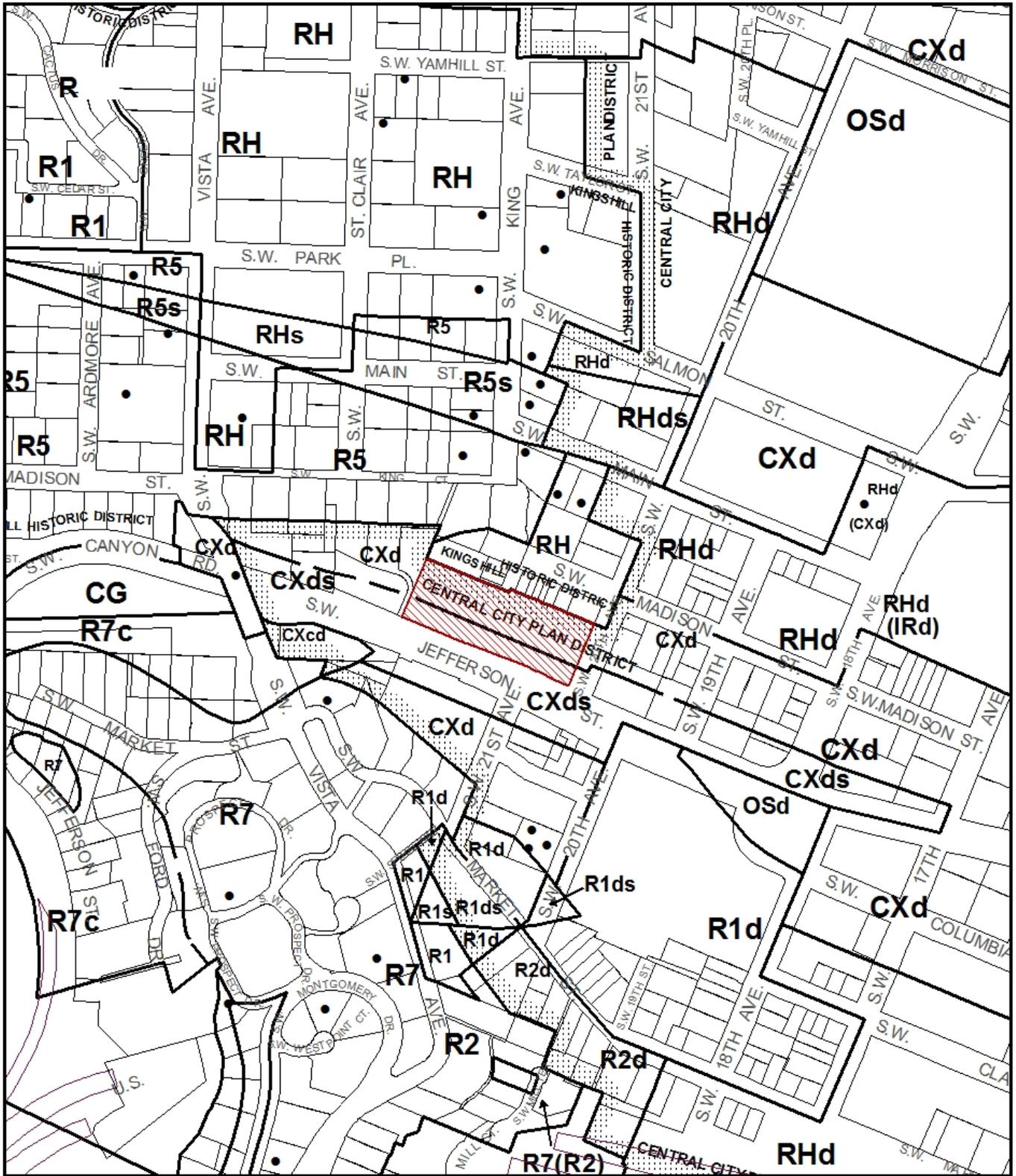
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations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

**EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
  - 1. Site Plan (attached)
  - 2. Floor Plan
  - 3. East and North Elevations
  - 4. Section
  - 5. Elevations (attached)
- D. Notification information:
  - 1. Mailing list
  - 2. Mailed notice
- E. Agency Responses:
  - 1. Water Bureau
  - 2. Fire Bureau
  - 3. Life Safety Review Section of BDS
- F. Correspondence: none received
- G. Other:
  - 1. Original LU Application

**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

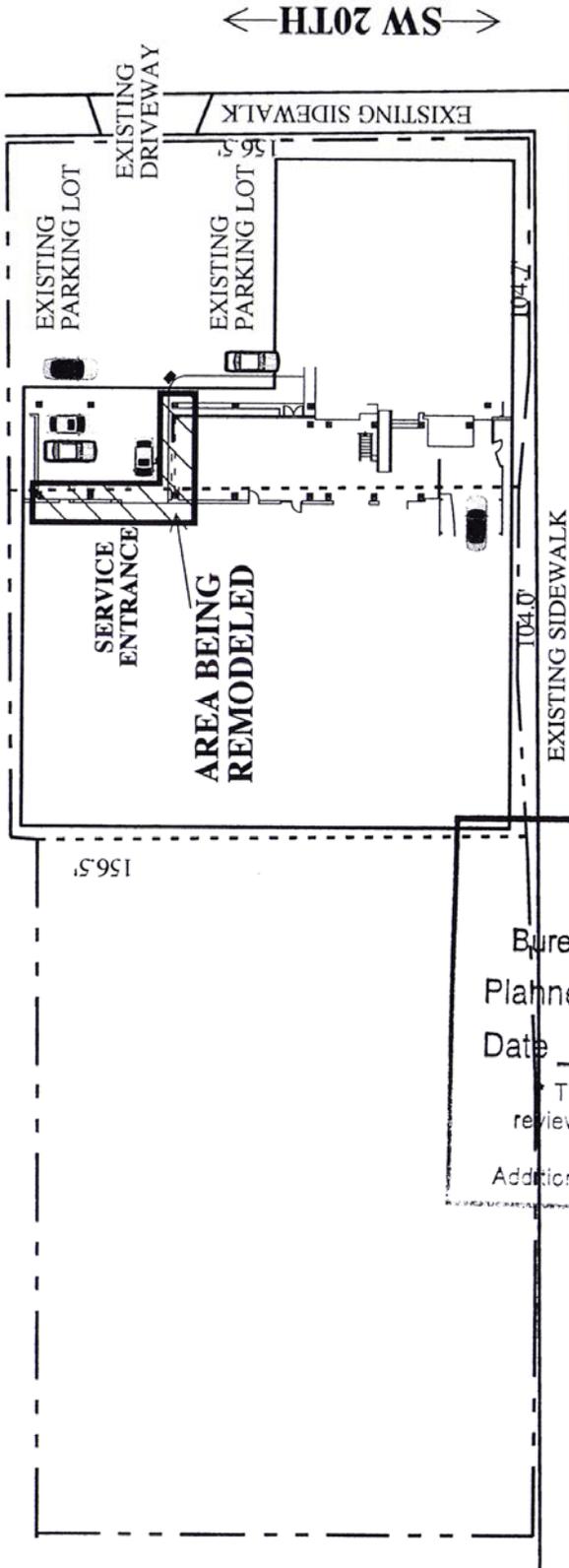
 Historic Landmark



NORTH

**THIS SITE IS IN PLAN DISTRICT  
CENTRAL CITY - GOOSE HOLLOW  
AND  
KING'S HILL HISTORIC DISTRICT**

File No.	LU 13-130128 DZ
1/4 Section	3027,3127
Scale	1 inch = 300 feet
State_Id	1S1E04BA 3100
Exhibit	B (Mar 25, 2013)



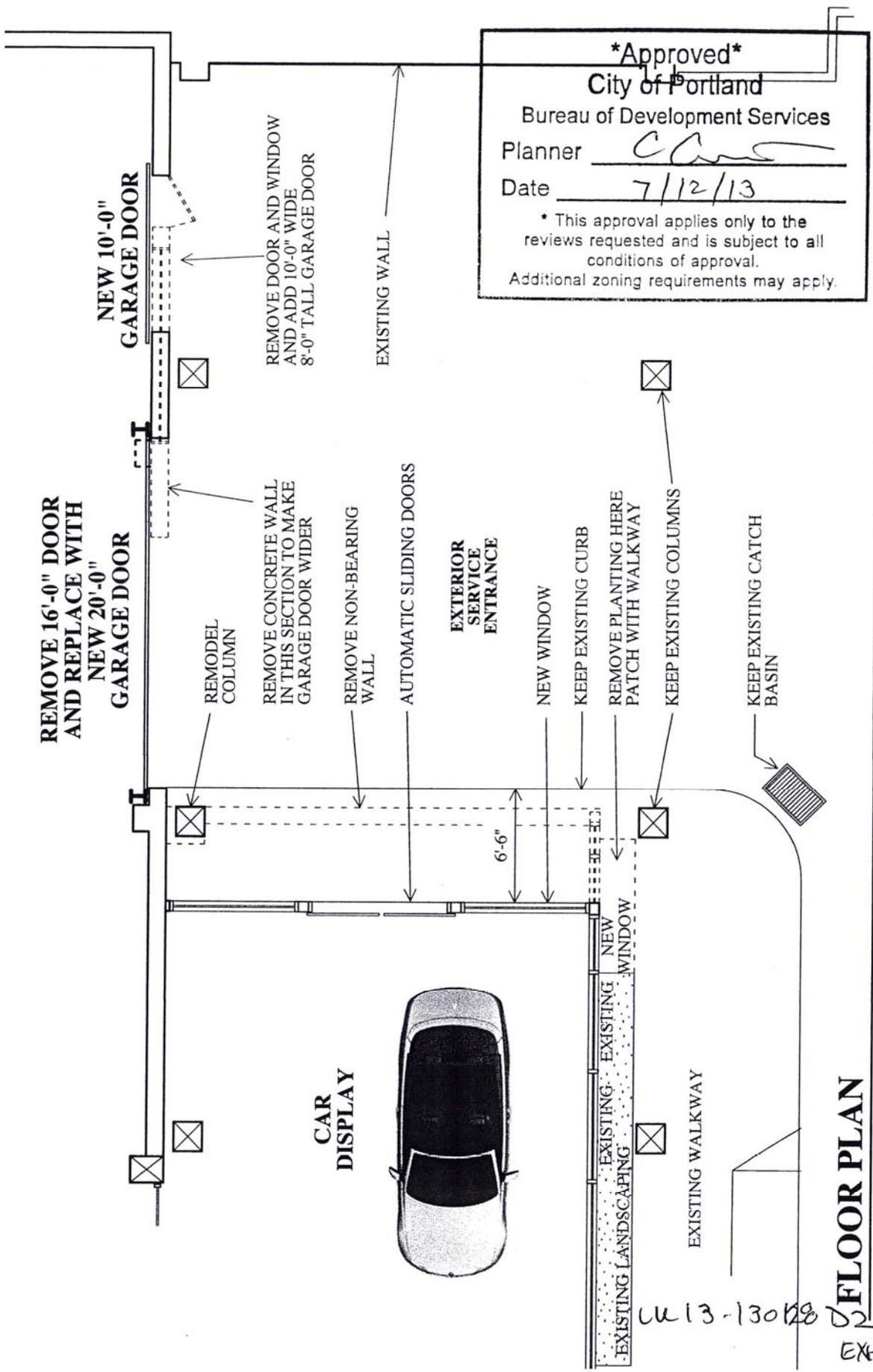
**\*Approved\***  
**City of Portland**  
 Bureau of Development Services  
 Planner CC  
 Date 7/12/13  
 This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

**SITE PLAN**

**BMW**  
**2001 SW JEFFERSON PORTLAND, OR**

**ALLUSA**  
 ARCHITECTURE  
 2118 SE Division street Portland, OR 97202  
 Phone (503) 235-8585 Fax (503) 235-0835

LU13-130128D2  
 EXH.C-1



**\*Approved\***  
**City of Portland**  
 Bureau of Development Services  
 Planner CA  
 Date 7/12/13

\* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

1/8" = 1'-0"

**FLOOR PLAN**

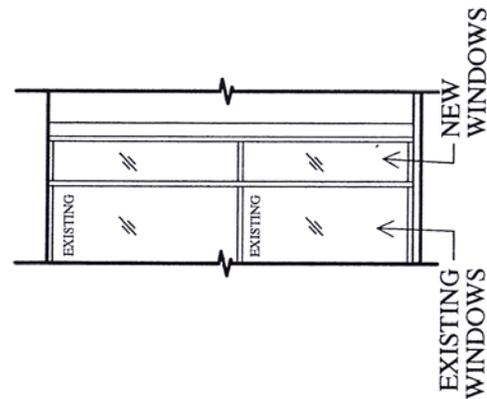
**BMW**  
**2001 SW JEFFERSON PORTLAND, OR**



2118 SE Division street Portland, OR 97202  
 Phone (503) 235-8585 Fax (503) 235-0835

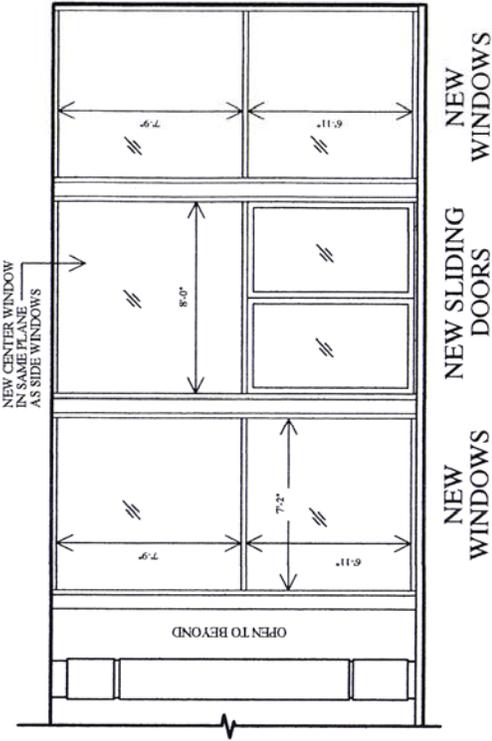
u13-130128

EXH. C



**EAST ELEV.**

1/8" = 1'-0"

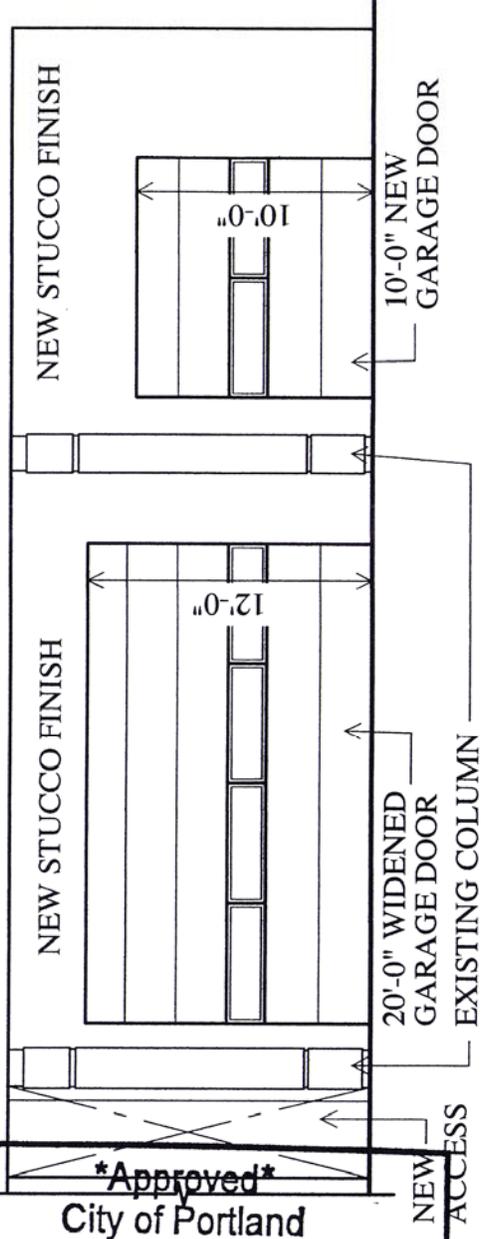


**NORTH ELEVATION**

1/8" = 1'-0"

**\*Approved\***  
**City of Portland**  
 Bureau of Development Services  
 Planner *Caro*  
 Date 7/12/13

\* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.



**EAST ELEVATION**

1/8" = 1'-0"



2118 SE Division street  
 Portland, OR 97202  
 Phone (503) 235-8585 Fax (503) 235-0835

**BMW**  
**2001 SW JEFFERSON PORTLAND, OR**

LU 13-130128 D2  
 EXH.C-5