



City of Portland, Oregon
Bureau of Development Services
Land Use Services
 FROM CONCEPT TO CONSTRUCTION

Amanda Fritz, Commissioner
 Paul L. Scarlett, Director
 Phone: (503) 823-7300
 Fax: (503) 823-5630
 TTY: (503) 823-6868
www.portlandoregon.gov/bds

Date: August 11, 2014
To: Interested Person
From: Kara Fioravanti, Land Use Services
 503-823-5892 / 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 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 14-168038 DZ – STOREFRONT REMODEL

GENERAL INFORMATION

Applicant: Oregon Property Factors
 PO Box 353 | Portland, OR 97207-0353
 Cary Roth, Jarbo Corporation
 PO Box 4085 | Bellevue, WA 98009

Representative: Bill Bailey, Waterleaf Architecture
 419 SW 11th #200 / Portland, OR 97205

Site Address: 603 SW BROADWAY

Legal Description: LOT 1 BLOCK 212, PORTLAND
Tax Account No.: R667722760
State ID No.: 1N1E34CC 08300
Quarter Section: 3029
Neighborhood: Portland Downtown, contact Rani Boye at 503-725-9979.
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.
Plan District: Central City - Downtown
Zoning: CXd, Central Commercial with design overlay
Case Type: DZ, Design Review
Procedure: Type II, an administrative decision with appeal to the Design Commission.

Proposal: The applicant seeks design review approval to upgrade the storefront at an existing ground level tenant space. The new building improvements include: new aluminum storefront, black porcelain tile wainscot at the base of the storefront, a new accessible entry door within the new storefront, and a new metal canopy with recessed lighting over the new entry. (The proposed signs are not subject to design review due to their limited size.)

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.

ANALYSIS

Site and Vicinity: The 718 Alder Building is a three story (with basement) concrete and wood framed building constructed in 1900 and located in downtown Portland. The building is on the southwest corner of the intersection of SW Alder Street and SW Broadway. The Jarbo tenant space is on the ground floor approximately fifty feet west of Broadway on Alder Street and between two adjacent tenant spaces. The tenant space to the east is a coffee shop, the venue to the west is the main building entry. Offices occupy the second floor of the building and the basement is used for storage.

The surrounding area contains a mixture of retail shops, restaurants, hotels, and offices. The site is within a two block proximity of other notable amenities including Pioneer Courthouse Square to the south east, the South Park blocks to the west, and food cart pods also to the west.

Of specific note to location – Alder Street is one-way heading east and Broadway is one-way heading south. This is an area with a very active street including heavy pedestrian, bicycle and vehicular use.

Zoning:

The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

The “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. 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.

Land Use History: City records indicate the following prior land use reviews for this site:

1. LU 86-004512 (reference file # DZ 20-86): DZ approved for a non-illuminated sign
2. LU 00-008849 (reference file # LUR 91-00594): DZ approved to remove blank wall and awning
3. LU 04-032731: DZ approved for storefront remodel including windows and awning

Agency Review: A “Notice of Proposal in Your Neighborhood” was mailed **June 25, 2014**. No Bureaus have responded about the proposal except Bureau of Development Services Life Safety/Building Code Section with the following comments:

1. A separate Building Permit is required for the work proposed and the proposal must be designed to meet all applicable building codes and ordinances. (Exhibit E.1)

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on June 25, 2014. 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 guidelines for the area.

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 Design Guidelines.

Central City Fundamental Design Guidelines

These guidelines provide the constitutional framework for all design review areas in the Central City.

The Central City Fundamental 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 all of the 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. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

Findings: To better unify the proposed new storefront with the existing building a few different measures will be taken. Tile wainscoting matching the adjacent storefronts will be incorporated and run the entire 30'-2" (+/-) length of the façade. Additionally, the new storefront will incorporate a metal canopy similar in scale and style to those of

neighboring buildings. The entry vestibule is also being redesigned for greater consistency with adjacent styles regarding proportion. This last issue also draws attention to the larger fact that this remodel will remove the existing angled storefront to better integrate with the adjacent storefronts in the area. *These guidelines have been met.*

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.

Findings: Incorporating similar wainscoting (regarding color, style and location on the façade), the addition of a recessed storefront entrance and the removal of the existing angled storefront all aid in an improved reflection of the local character. *These guidelines have been met.*

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

Findings: The redesign of the existing façade, eliminating the angled storefront, will act to both restore the façade of the immediate site and the larger building within which it sets. Subsequently, it will allow the removal of the existing orange columns that are necessary for the existing angled façade. *These guidelines have been met.*

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.

Findings: New large ground floor, street level, storefront windows are proposed that will provide increased reveal the important interior spaces and provide connections into the building. *These guidelines have been met.*

B1. Reinforce and Enhance the Pedestrian System. Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.

Findings: The proposed storefront remodel incorporating a façade plane that is consistent with adjacent properties will add enhanced clarity of use and access for pedestrians. This is further aided with a clear entry vestibule that is also consistent with neighboring storefronts. *These guidelines have been met.*

B2. Protect the Pedestrian. Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.

Findings: Lighting from both the tenant space as well as the recessed lighting in the new canopy will cast onto the sidewalk at night to improve pedestrian safety. The blade sign and the canopy signage will provide visual interest to enhance the pedestrian environment. *These guidelines have been met.*

B4. Provide Stopping and Viewing Places. Provide safe, comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.

Findings: The proposed storefront façade incorporates large ground-level windows along its entirety as well as a canopy to provide areas for pedestrians to stop, view, socialize and rest that are not in conflict with other sidewalk uses. *These guidelines have been met.*

B6. Develop Weather Protection. Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.

Findings: The recessed building entrance provides integrated weather protection at the sidewalk level for pedestrians. *These guidelines have been met.*

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

Findings: The proposed remodel will include an ADA accessible door and entrance configuration for improved access to the tenant space. *These guidelines have been met.*

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: The proposed façade remodel will reorient the tenant space to create improved visual connections to adjacent public spaces. The inclusion of simplified, large, ground-level windows with strengthen and not impact existing views and view corridors. *These guidelines have been met.*

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

Findings: The existing stucco on concrete finish above the storefront will be patched and painted, and new materials including glass and aluminum for the storefront, heavy gauge steel at the canopy and tile for the wainscoting all aid to permanence in development of the site. *These guidelines have been met.*

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.

Findings: The proposed remodel acknowledges and respects the materials and architectural lines seen on the adjacent storefronts. The tile wainscoting will be carried through the proposed exterior remodel providing improved compatibility while other features such as the canopy, its similar scale and height to others in the area acknowledge respect of adjacent buildings and storefronts. *These guidelines have been met.*

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

Findings: Neighboring buildings in the immediate area including the Charles F. Berg Building, Broadway Building, 610 Broadway Building, Alderway Building and the Westin Building, to name only a hand-full, incorporate black at their ground floor level storefront. Many of these buildings also incorporate tile wainscoting or similar horizontal base detail. *These guidelines have been met.*

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: The proposed composition provides improved clarity to the façade from what has been existing. The proposed design internalizes the existing exterior columns, adjusts the plane of the façade to match adjacent storefronts, provides large ground-level single-pane windows and a simple canopy for clarity of coherency for the pedestrian. *These guidelines have been 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 proposed remodel will incorporate tile similar to storefronts to the east and west to aid in differentiating the sidewalk level from the middle and top level of the façade. Large windows and a projecting canopy also act to strengthen and differentiate the sidewalk-level of the building. *These guidelines have been met.*

C10. Integrate Encroachments. Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.

Findings: The proposed canopy, with sign, acts to visually and physically enhance the pedestrian environment while also acting as a place of refuge for pedestrians from sun and rain. *These guidelines have been met.*

C12. Integrate Exterior Lighting. Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.

Findings: Lighting will be integrated into the proposed entry canopy, highlighting the building's architecture and providing clarity to the entrance of the tenant space. Due to the large windows proposed for the remodel, light from the interior will also act to strengthen the overall design. *These guidelines have been met.*

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: A new blade sign, mounted on the east edge of the façade, is proposed for the pedestrian zone. Another sign will also appear on the proposed canopy. Both are consistent with other tenant signage on the same building and area in scale with other area storefront signage. *These guidelines have been 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

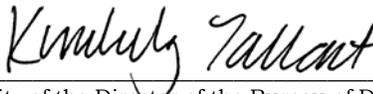
The design review process exists to promote the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. The proposal utilizes materials and elements that achieve a coherent composition and that enhance the pedestrian environment. The proposal meets the applicable design guidelines and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of an exterior remodel of an existing ground level tenant space in the Downtown sub district of the Central City Plan District at 708 SW Alder Street, per the approved site plans, Exhibits C-1 through C-4, signed and dated August 07, 2014, 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.4. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 14-168038 DZ . No field changes allowed."

Staff Planner: Kara Fioravanti

Decision rendered by:  **on (August 7, 2014)**
By authority of the Director of the Bureau of Development Services

Decision mailed: August 11, 2014

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 June 11, 2014, and was determined to be complete on June 25, 2014.

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 June 11, 2014.

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: October 22, 2014.**

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 August 25, 2014** at 1900 SW Fourth Ave. Appeals can be filed at the Development Services Center Monday through Wednesday and Fridays between 8:00 am to 3:00 pm and on Thursdays between 8:00 am to 2:00 pm. After 3:00 pm Monday through Wednesday and Fridays, and after 2:00 pm on Thursdays, appeals must be submitted at the reception desk on the 5th 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.

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 775 Summer St NE, Suite 330, Salem, Oregon 97301-1283, 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 **August 26, 2014 – (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:

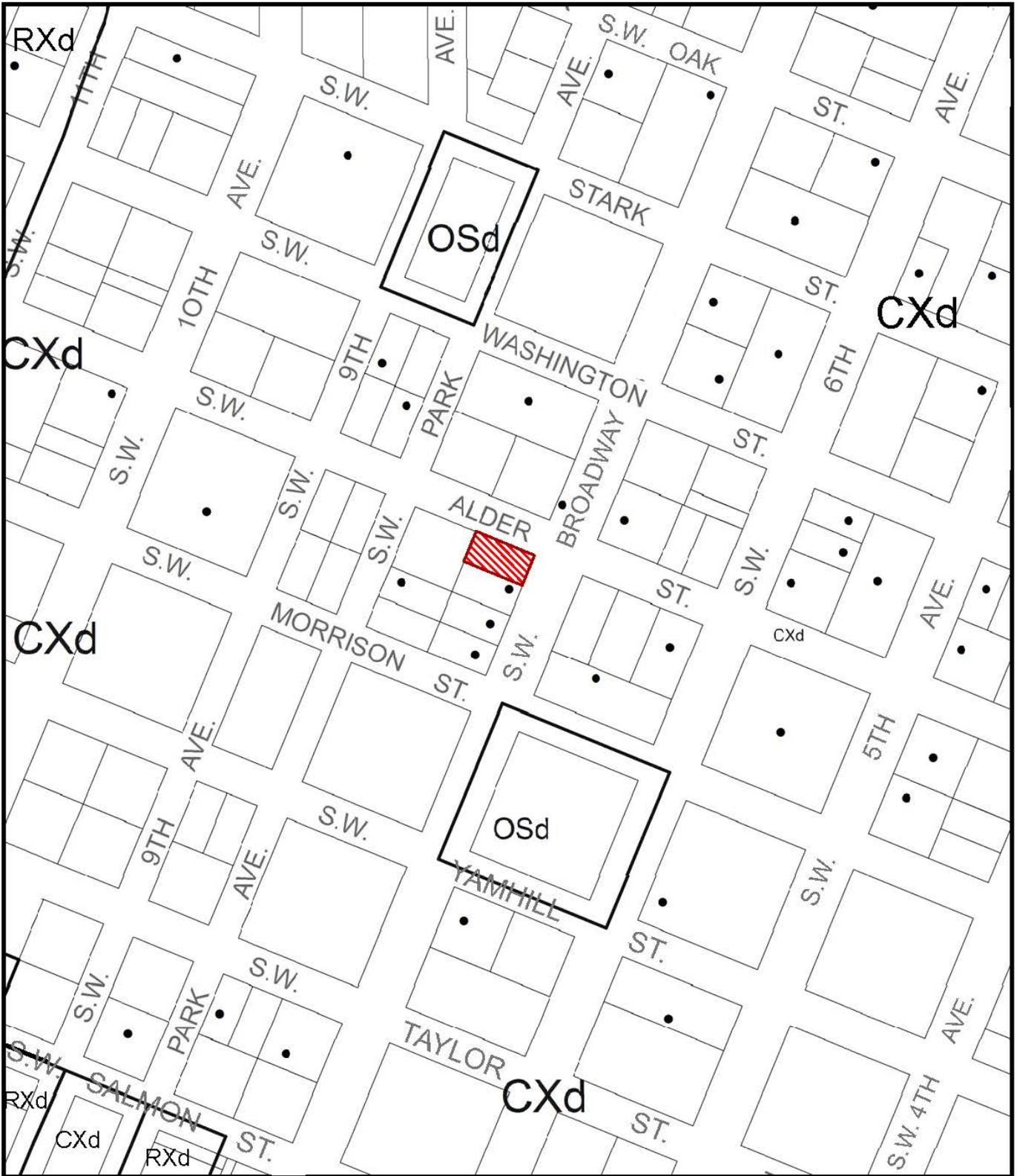
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
 - 1. Project Summary & Responses to Approval Criteria
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan
 - 2. Floor Plan (attached)
 - 3. Elevation (attached)
 - 4. Wall & Window Sections
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses:
 - 1. Bureau of Development Services: Life Safety/Building Code Section
- 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

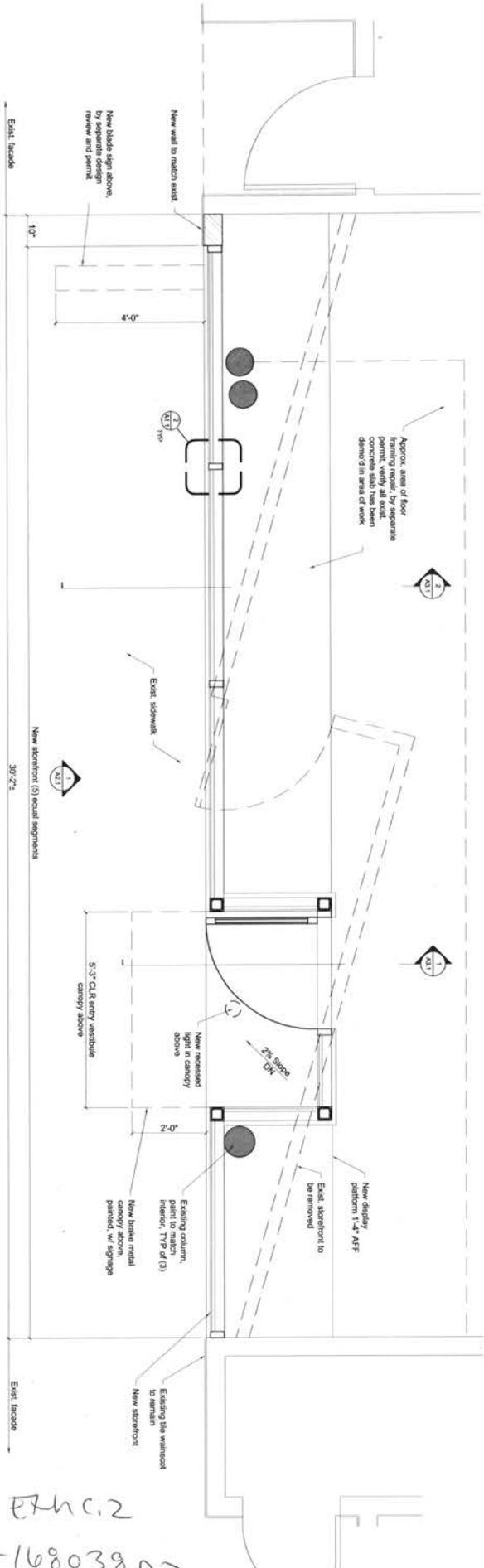


Historic Landmark

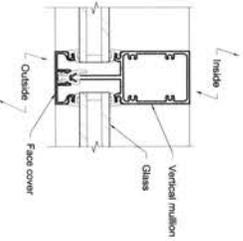


This site lies within the:
**CENTRAL CITY PLAN DISTRICT
 DOWNTOWN**

File No. LU 14-168038 DZ
 1/4 Section 3029
 Scale 1 inch = 200 feet
 State_Id 1N1E34CC 8300
 Exhibit B (Jun 12,2014)



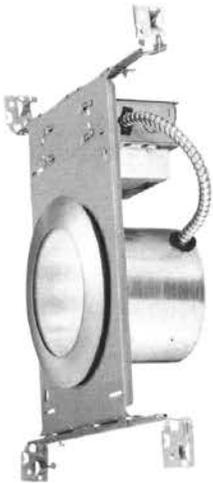
1 FLOOR PLAN
SCALE: 3/8" = 1'-0"



2 MULLION
SCALE: 3" = 1'-0"



3 STOREFRONT SYSTEM IN SIMILAR CONTEXT
SCALE: NTS



4 RECESSED LED LIGHT W/ LENSED TRIM
SCALE: NTS

Approved
City of Portland
Bureau of Development Services
Planner *[Signature]*
Date *8-7-14*
*This approval applies only to the
plans requested and is subject to all
code provisions of approval.

ETHC.2
14-168038 D2

Jarbo : Storefront Improvements

06.12.2014

WA#:. 1211.02

A1.1

Floor Plan



PDC
PORTLAND
DEVELOPMENT
COMMISSION

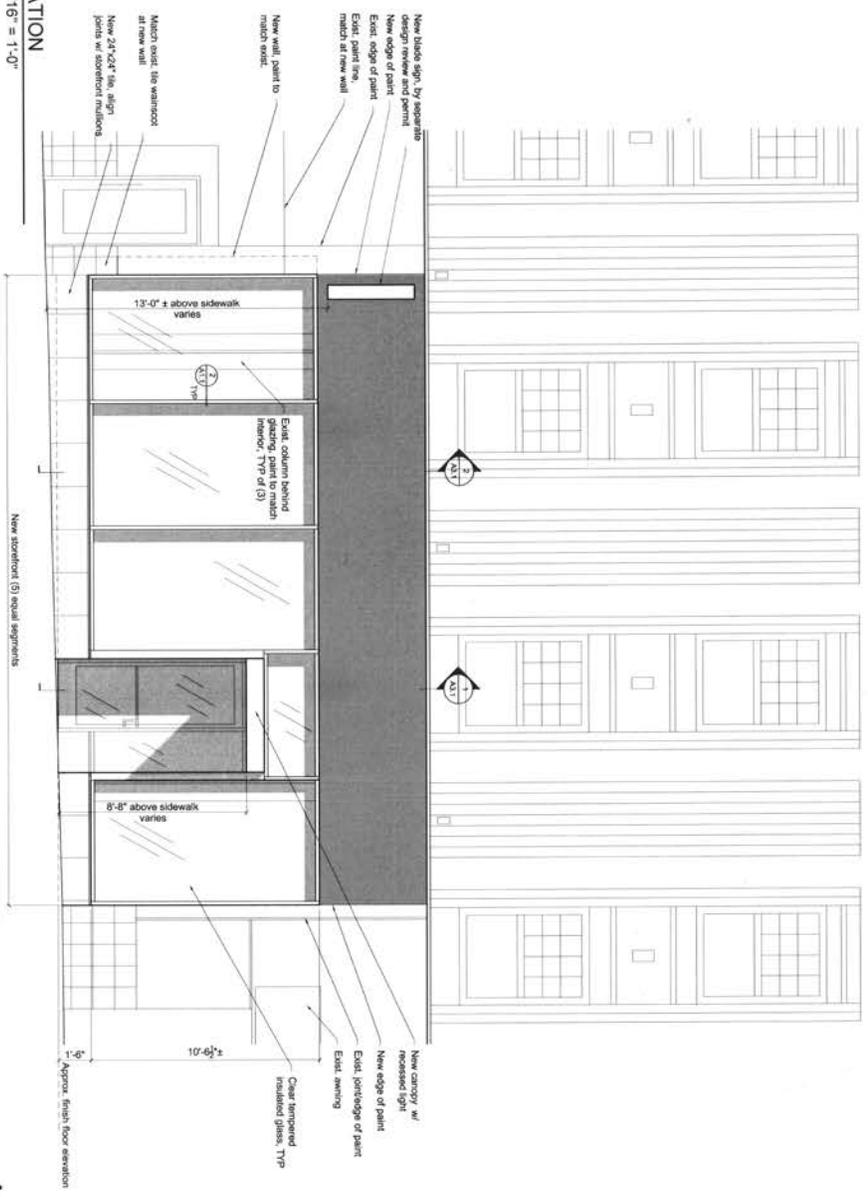
Waterleaf

419 SW 11th Ave Suite 200
Portland, Oregon 97205
Phone: 503.228-7571
Fax: 503.273-8891

architecture, interiors & planning



1 ELEVATION
 SCALE 3/16" = 1'-0"
Jarbo : Storefront Improvements
 06.12.2014
 WA#: 1211.02



Waterleaf
 419 SW 11th Ave Suite 200
 Portland, Oregon 97205
 Phone: 503/228-7571
 Fax: 503/273-8891

architecture, interiors & planning



Approved
 City of Portland
 Bureau of Development Services
 Planner [Signature]
 Date 8-7-14
 *The approval applies only to the project described and is subject to all applicable laws and codes.

ETHC.3
 14-16803802