



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

FROM CONCEPT TO CONSTRUCTION

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Date: November 19, 2014
To: Interested Person
From: Staci Monroe, Land Use Services
503-823-0624 / staci.monroe@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 mailed copy of this document is only a summary of the decision. The reasons for the decision, including the written response to the approval criteria and to public comments received on this application, 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 14-192604 DZ

PARAPET SIGN

GENERAL INFORMATION

Applicants: Emily Refi / Waterleaf Architecture
419 SW 11th Ave, Suite 200 / Portland, OR 97205

Dylan Martin / Security Signs
2424 SE Holgate Blvd / Portland, OR 97202

Owner: NGP Duncan Plaza
PO Box 4900 Dept #360 / Scottsdale, AZ 85261

Site Address: 333 SW 1ST AVENUE

Legal Description: BLOCK 41 LOT 1-5 S 1/2 OF LOT 6 N 1/2 OF LOT 7; LOT 8, PORTLAND

Tax Account No.: R667705290, R667705290, R667705290, R667705290

State ID No.: 1N1E34CD 04600, 1N1E34CD 04600, 1N1E34CD 04600, 1N1E34CD 04600

Quarter Section: 3029

Neighborhood: Portland Downtown, contact Rani Boyle at 503-725-9979.

Business District: None

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

Plan District: Central City - Downtown

Zoning: CXd – Central Commercial zone with a Design overlay
DZ – Design Review

Case Type: Type II, an administrative decision with appeal to the Design Commission.

Procedure:

Proposal:

The applicants seek Design Review approval for new a sign on a building in the Downtown sub district of the Central City Plan District. The proposal has been revised since the initial submittal from two larger signs on two facades to one smaller 56.7 SF sign below the building's parapet on the east facade. The 13'-10" (l) x 4'-1" (h) sign would be internally illuminated (LEDs) with a logo and stud-mounted channel display letter that are 5" thick. They would be placed between the upper floor windows and the parapet.

New signs that exceed 32 SF in size require Design Review per Section 33.420.041.F.

Relevant Approval Criteria:

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

- Central City Fundamental Design Guidelines

ANALYSIS

Site and Vicinity: The .79 acre property borders the Skidmore/Old Town Historic District. The boundaries of the full block site are SW 1st and SW 2nd Avenues, and SW Oak and SW Stark Streets. Existing development on the site consists of a full-block, 354,677SF building. This ten-story building has a steel frame and is clad in brick, metal and glass panels. The development pattern in the site's vicinity includes a mixture of medium scale office and commercial development to the south and smaller scale storefront and residential uses to the north, within the Skidmore/Old Town Historic District.

Zoning: The Central Commercial [CX] base zone, is Portland's most densely built, urban zone which allows for a variety of uses that reinforce the city's role as a commercial, cultural, and governmental center. This type of development is intended to have large buildings that are placed close together and typically cover most of their respective lot areas. This development is also intended to be pedestrian-oriented, with a strong emphasis on a safe and attractive streetscape.

The Design [d] overlay zone designation also ensures that exterior alterations to existing development conserve and enhance the identified historic, scenic, architectural, and cultural values of each design district: in this case, the Central City Plan District.

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

- VZ 063-66, approval to have more than one identification sign in an "s" (sign control) zone;
- DZ 114-89, Design review approval of the construction of a full block building and parking;
- CU 102-89, conditional use approval of parking for an new downtown building; and
- LUR 01-00131 DZ, design review approval to install new louvers within recessed brick panels nearby the east and west building entries.
- LUR 02-105136 DZ, design review approval of the alteration to the building's entrance.
- LUR 02-135535 DZ, design review approval to remove the existing 10' diameter satellite dish and the 20' tower that it is mounted on and replace with a new 10' diameter satellite dish mounted on the existing penthouse structure.

Agency Review: A "Notice of Proposal in Your Neighborhood" was mailed **August 20, 2014**. Given the small scope of the sign proposal, no Bureaus responses have been provided.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on August 20, 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 to 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.

A5-1. Develop identifying features. Encourage the inclusion of features in the design of projects that gives projects identity and a sense of place or significance within the District.

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.

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 minimal presence in the Portland skyline.

Findings for A4, A5, A5-1, A8, B1, C2, C3, C5 and C13:

- The proposed sign is fabricated out of long-lasting materials and is soundly mounted to the building, which together, creates a sense of permanence. The sign consists of aluminum channel letter with acrylic faces, which are internally illuminated with all electrical conduit located behind the building wall.
- The sign is located and sized to correlate well with the building design and does not dominate the architecture. The sign is centered between the 2-window bay, working with the rhythm of the building. The reduction in overall size and height allows the sign to more gracefully fit between the top and bottom brick coursings without overlapping them, and is more respectful of the architectural language. A condition of approval has been added that requires all electrical conduit associated with the illuminated signage to be attached on the interior of the parapet wall and not exposed on the façade of the building for a cleaner installation.
- A sign on the upper façade for a major tenant of a building is a common feature in downtown. At this elevated location, the internally illuminated sign will be visible from the surrounding area to the east. However, the reduction in the size of the sign from the original proposal results in a more subtle presence ensuring the 56.7 SF sign does not dominate the Portland skyline.

As conditioned for no exposed electrical conduit on the exterior façade of the building, these guidelines are met.

DEVELOPMENT STANDARDS

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

CONCLUSIONS

The 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 meets the applicable design guidelines and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of a 56.7 SF wall sign on the upper east façade of the building at 333 SW 1st Avenue in the Downtown sub district of the Central City plan district, per the approved site plans, Exhibits C-1 through C-4, signed and dated 11/17/14, 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 14-192604 DZ
- B. All conduit related to the signs shall be internal to the building. No exposed conduit allowed on the exterior of the building.

Staff Planner: Staci Monroe



Decision rendered by: _____ **on November 17, 2014**

By authority of the Director of the Bureau of Development Services

Decision mailed: November 19, 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 August 1, 2014, and was determined to be complete on **August 15, 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 August 1, 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 requested that the 120-day review period be extended by 30 days, as stated with Exhibit G.3. Unless further extended by the applicant, **the 120 days will expire on: January 12, 2015**

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 December 3, 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 12:00 pm. After 3:00 pm Monday through Wednesday and Fridays, and after 12:00 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 **December 4, 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:

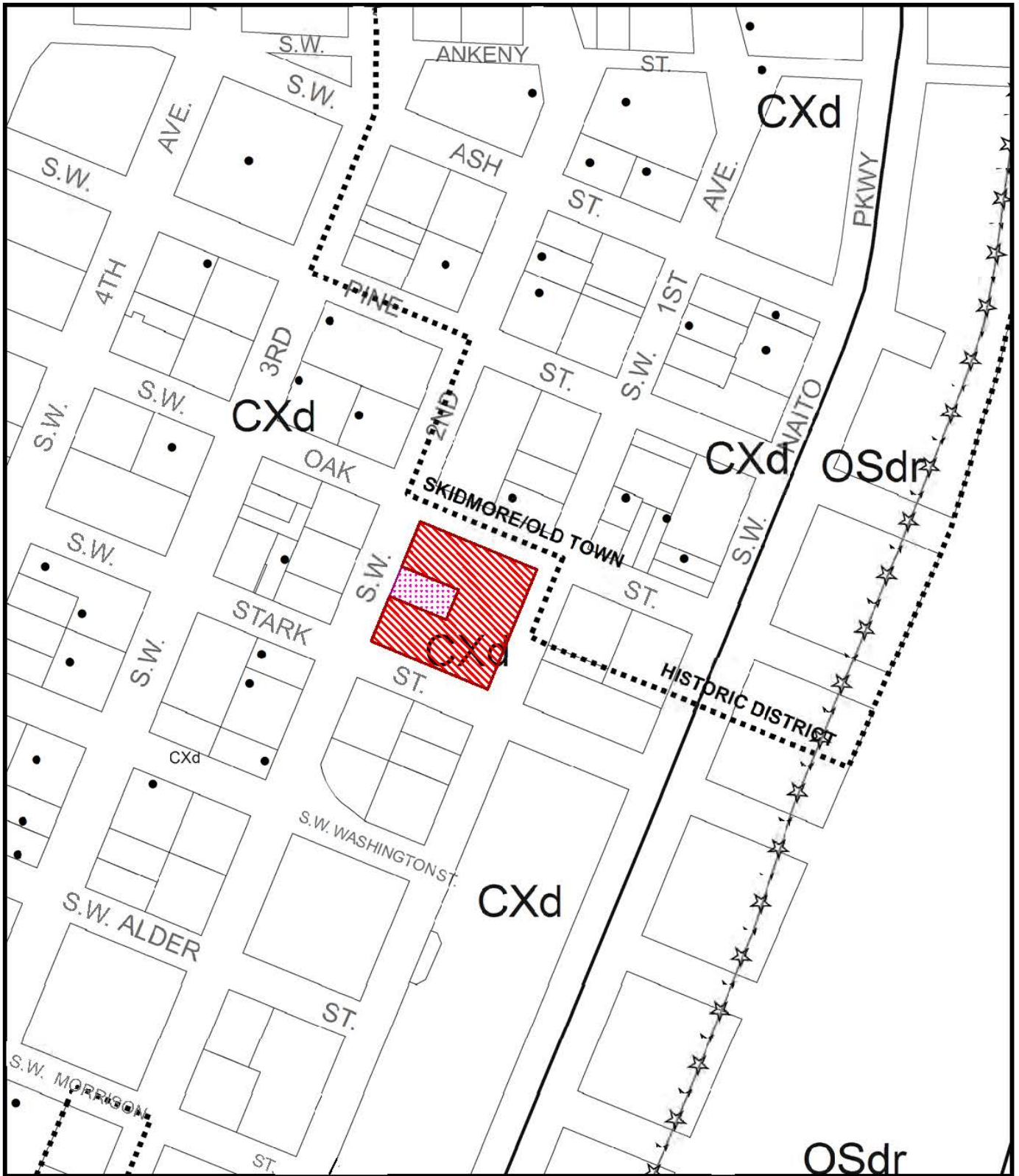
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
 1. Project Narrative & Response to Approval Criteria
 2. Original Proposal
 3. Existing Signage Information
 4. Revised Proposal Memo from Applicant dated 10/30/14
- B. Zoning Map (attached)
- C. Plans/Drawings:
 1. Site Plan (attached)
 2. Building Elevations (attached)
 3. Enlarged Sign Details (attached)
 4. Photosim of Sign on Building
- D. Notification information:
 1. Mailing list
 2. Mailed notice
- E. Agency Responses: none
- F. Correspondence: none
- G. Other:
 1. Original LU Application
 2. Email from Staff dated 8/15/14 stating concerns with proposal
 3. 120-day Waiver Form

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



ZONING



Site
Also Owned

● Historic Landmark
☆ Recreational Trail



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

File No.	LU 14-192604 DZ
1/4 Section	3029
Scale	1 inch = 200 feet
State_Id	1N1E34CD 4600
Exhibit	B (Aug 04, 2014)



SECURITY SIGNS
Quality Signs Since 1972
2424 SE Hudson Boulevard
Portland, Oregon 97202
503-232-4172 fax 503-230-1851
www.securitysigns.com
OSI CMAA 325009 www.seccol.com/05007




PROJECT MANAGER
Dylan Martin
DESIGNER
A. Rossi

PROJECT NAME



333 SW 1st Avc.
Portland, OR 97204

PAGE DESCRIPTION
Site Plan

REVISIONS

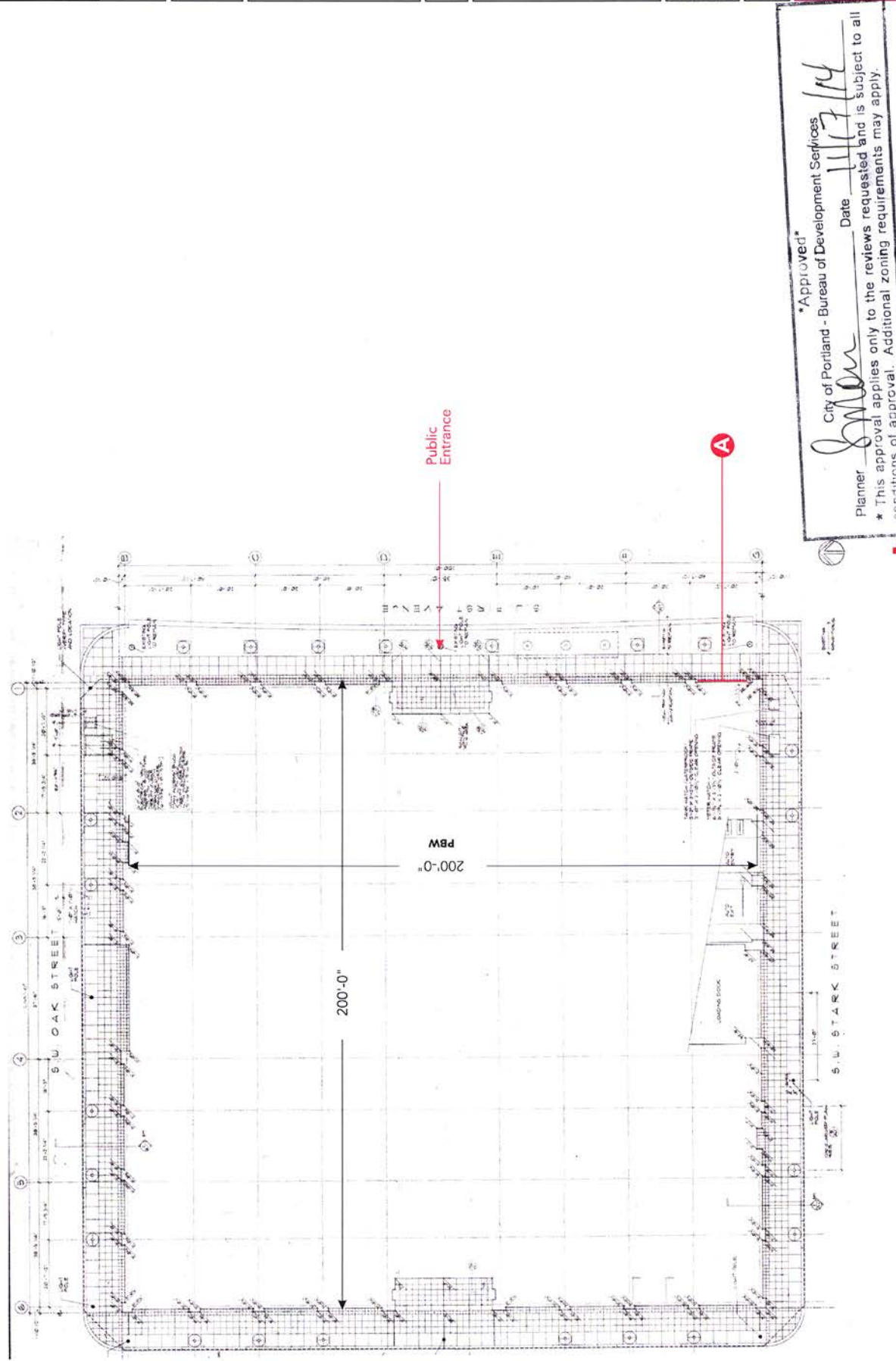
◆	4/10/14	Updated.
◆	4/21/14	Updated.
◆	NA	
◆	10/29/14	Updated.

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APPROVALS
Client Signature
Landlord Signature

DATE: 10/29/14
PAGE #: 4 of 4

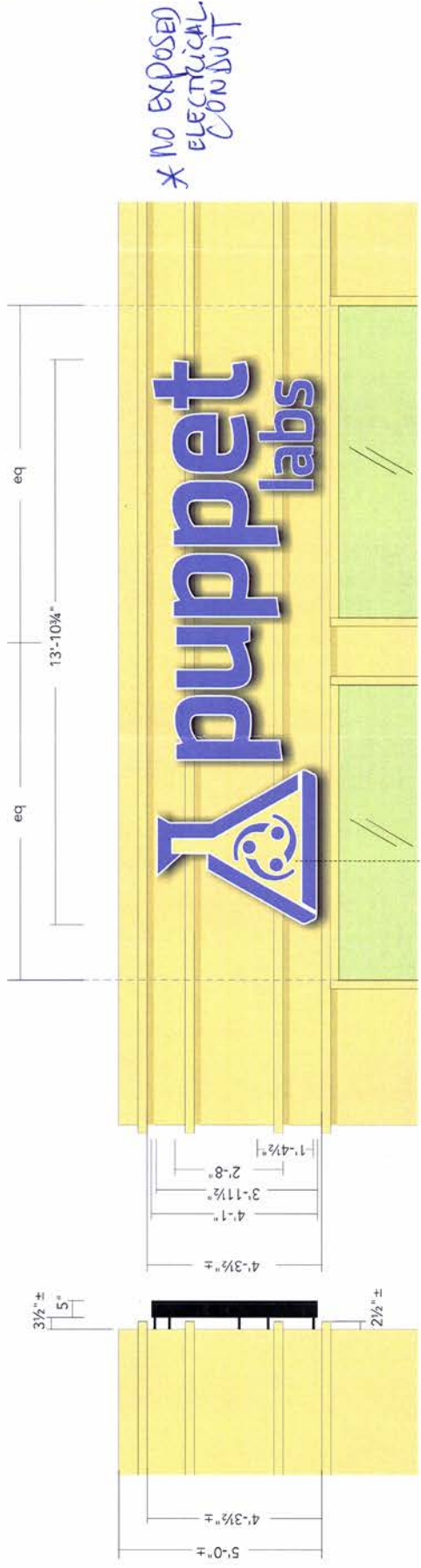
DRAWING #:
14-ar208r4



Approved
City of Portland - Bureau of Development Services
Planner *[Signature]* Date 11/7/14
* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

SITE PLAN
Scale: 1/32" = 1'-0"

W 14-192604 BZ EX. C-1



* NO EXPOSED ELECTRICAL CONDUIT

Approved
 City of Portland - Bureau of Development Services
 Planner: *[Signature]* Date: 4/17/14
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

Block Out painted to match fascia.

A WALL DISPLAY — 56.74 Sq. Ft.
Scale: 3/8" = 1'-0"

Logo and Channel Letter Display

- Face lit.
- Manufacture and install one (1) wall display.
- Display**
- Faces: .177 White Acrylic with applied digital prints.
- Block out applied to logo, painted to match fascia.
- Trim Cap: 1" Black Jewelite.
- Returns: .040 Aluminum, 5" Deep, Black.
- Backs: .040 Aluminum, pre-coat white.
- Illumination: White LED's
- Installation**
- Wall Type: Masonry.
- Mounting: Stud mount off fascia.
- Power Supplies: Remote power supplied mounted inside office.
- Primary: One dedicated 120v/20amp circuit required.

Colors

- White Acrylic
- Digital Print — PMS 272c Lavendar
- White Jewelite / White Returns
- Block Out PTM Fascia



Night View

