



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

FROM CONCEPT TO CONSTRUCTION

Dan Saltzman, Commissioner
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Date: January 3, 2017
To: Interested Person
From: Megan Sita Walker, Land Use Services
503-823-7294 / MeganSita.Walker@portlandoregon.gov

NOTICE OF A TYPE Ix 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 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 16-138787 HR – FAÇADE MOUNTED SIGNAGE ON NON-CONTRIBUTING BUILDING

GENERAL INFORMATION

Applicant: Tina Kayser
Ramsay Signs Co
9160 SE 74th Ave
Portland, OR 97206

Owner: 2275 W Burnside LLC
15005 NW Cornell Rd
Beaverton, OR 97006

Site Address: 2275 W BURNSIDE ST

Legal Description: BLOCK 2 S 5' OF W 50' OF LOT 13 LOT 15 EXC PT IN ST LOT 16&17, STRONGS ADD

Tax Account No.: R801800560

State ID No.: 1N1E33CB 01200

Quarter Section: 3027

Neighborhood: Northwest District, contact John Bradley at 503-313-7574.
Business District: Nob Hill, contact Nob Hill at nobhillportland@gmail.com.
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

Plan District: Central City - Goose Hollow
Other Designations: Non-contributing resource in the Alphabet Historic District

Zoning: CXd – Central Commercial with Design Overlay
Case Type: HR – Historic Resource Review
Procedure: Type Ix, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

Proposal:

The applicant seeks Historic Resource Review approval for a total of 65.2 square feet of signage on a 2-story, non-contributing resource in the Alphabet Historic District. The two (2) pin mounted, painted aluminum signs, each measuring 32.6 square feet, are proposed to be located on the south and west facades fronting onto W Burnside Street and NW 23rd Avenue respectively. The sign area measures 2'-1" tall by 15'-8" wide for each of the two (2) signs.

Historic Resource Review is required because the proposal is for non-exempt exterior alterations in the Alphabet Historic District.

Note: Since the Notice of Proposal was mailed on November 14, 2016, the six (6) gooseneck fixtures have been removed from the proposal.

Relevant Approval Criteria:

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

- *Central City Fundamental Design Guidelines*
- *Historic Alphabet District Community Design Guidelines Addendum*

ANALYSIS

Site and Vicinity: The subject property is a 13,800 square foot site at the northeast corner of W Burnside Street and NW 23rd Avenue. The existing 2.5-story building was built in 1970 and is listed as a non-compatible non-contributing resource in the Alphabet Historic District.

The Alphabet Historic District was listed in the National Register of Historic Places on November 16, 2000. It is an area of Portland significant for its concentration of intact late 19th and early 20th Century middle class housing stock and small-scale commercial buildings. Of special note are the many larger scale apartment and institutional buildings. Many of these are in various Period Revival styles, e.g. Tudor, Spanish Colonial, Byzantine, etc. The area is also characterized by narrower tree-lined streets crossed by occasional more robust commercial avenues.

NW 23rd Avenue is an active pedestrian corridor and commercial street with small retail stores, shops, restaurants, and offices. The area attracts both natives and tourists for shopping, dining and the pedestrian experience. The site is within walking distance to a number of these amenities and is well served by public transportation. The street car runs seven blocks north, on Lovejoy, continuing east to the Pearl District, Downtown and the University District. NW 23rd Avenue is classified in the *Transportation System Plan (TSP)* as a Major Transit Priority Street, a City Bikeway, a Community Main Street, and a Local Service Walkway. The site is located within the Northwest Pedestrian District.

West Burnside is a busy four-lane street with relatively narrow concrete sidewalks on both sides of the street and is classified as a Major Transit Priority Street, a Local Service Bikeway, a Regional Main Street, and a Local Service Walkway.

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 Design Overlay (d) zone 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.

The Historic Resource Protection Overlay zone is comprised of Historic and Conservation Districts, as well as Historic and Conservation Landmarks and protects certain historic resources in the region and preserves significant parts of the region's heritage. The regulations implement Portland's Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting the education and enjoyment of those living in and visiting the region. The regulations foster pride among the region's citizens in their city and its heritage. Historic preservation beautifies the city, promotes the city's economic health, and helps to preserve and enhance the value of historic properties.

The Northwest Plan District implements the Northwest District Plan, providing for an urban level of mixed-use development including commercial, office, housing, and employment. Objectives of the plan district include strengthening the area's role as a commercial and residential center.

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

- **DZ 37-86** approval to waive parking maximum in a C3 Zone.
- **LUR 91-00338 DZ, AD** Design Review and Adjustment Review approval for a two story addition at the north of the property, two signs, and an adjustment to eliminate the required landscape buffer along a portion of the north property line.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **November 14, 2016**. The following Bureaus have responded with no issues or concerns about the proposal:

- Life Safety Division of BDS

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **November 14, 2016**. 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 33.846.060 - Historic Resource Review

Purpose of Historic Resource Review

Historic Resource Review ensures the conservation and enhancement of the special characteristics of historic resources.

Historic Resource Review Approval Criteria

Requests for Historic Resource 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 Alphabet Historic District and the proposal is for a non-exempt treatment. Therefore, Historic Resource Review approval is required. The approval criteria are the *Historic Alphabet District Community Design Guidelines Addendum* and the *Central City Fundamental Design Guidelines*.

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

Historic Alphabet District - Community Design Guidelines Addendum

1. **Historic Changes.** Most properties change over time; those changes that have acquired historic significance will be preserved.
2. **Differentiate New from Old.** New additions, exterior alterations, or related new

construction will retain historic materials that characterize a property to the extent practicable. Replacement materials should be reasonable facsimiles of the historic materials they replace. The design of new construction will be compatible with the historic qualities of the district as identified in the Historic Context Statement.

Findings for 1 and 2: The subject property was constructed in 1970 and is listed as a non-compatible, non-contributing building in the Alphabet Historic District. No changes are proposed to historic material or features that have acquired historic significance. *These guidelines are not applicable.*

3. Hierarchy of Compatibility. Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a historic or conservation district, with the rest of the District. Where practical, compatibility will be pursued on all three levels. New development will seek to incorporate design themes characteristic of similar buildings in the Historic Alphabet District.

Findings: The proposed signage is designed to be compatible with the building's exterior, its architectural features, and adjacent properties on NW 23rd Avenue. The proposed design of the individual pin mounted letters is compatible with nearby properties as well as the rest of the District in terms of attachment method and material. *This guideline is met.*

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 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.

A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

Findings: The installation of a new well-designed pin mounted sign will strengthen

this building's presence on W Burnside Street by relating to other pin mounted signage along the street, and continues this traditional characteristic of this district. *This guideline is 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: The building fronts on W Burnside, which is a Major City Traffic Street with no parking lanes between fast-moving traffic and the sidewalk. Since the sidewalk is only 8-feet wide, there is little opportunity for implementing additional safety improvements. The proposed signage is subtle in its articulation which will not cause unnecessary distraction to pedestrians and vehicles, thereby increasing their safety at this location. *This guideline is met.*

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

Findings: The two (2) proposed signs consist of individual, pin mounted, aluminum letters. This attachment method and the use of metal promote a sense of permanence and quality. *This guideline is 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.

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 C5 and C13: The two (2) proposed signs measuring approximately 32.6 square feet each are appropriately scaled for this building given the large band of brick above the recessed storefront bays. The location of the proposed signage is designed to maximize visibility of those traveling on W Burnside and NW 23rd Avenue while bringing attention to the corner. The sign proposed on W Burnside is centered between the two existing storefront bays closest to the corner and the sign on NW 23rd Avenue is proposed slightly south of the two (2) existing picture windows centered within the large brick band of this façade. *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 two (2) proposed signs measuring approximately 32.6 square feet each, consist of individual pin mounted metal letters, a predominate signage type seen in the Alphabet Historic District. The scale, attachment method, and material of the signs respond to the Alphabet Historic District. This proposal meets the applicable Historic Resource Review criteria and therefore warrants approval.

ADMINISTRATIVE DECISION

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. Contact LUBA at 775 Summer St NE Suite 330, Salem, OR 97301-1283 or phone 1-503-373-1265 for further 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.

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 **January 4, 2017**. 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 503-823-7617.

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.

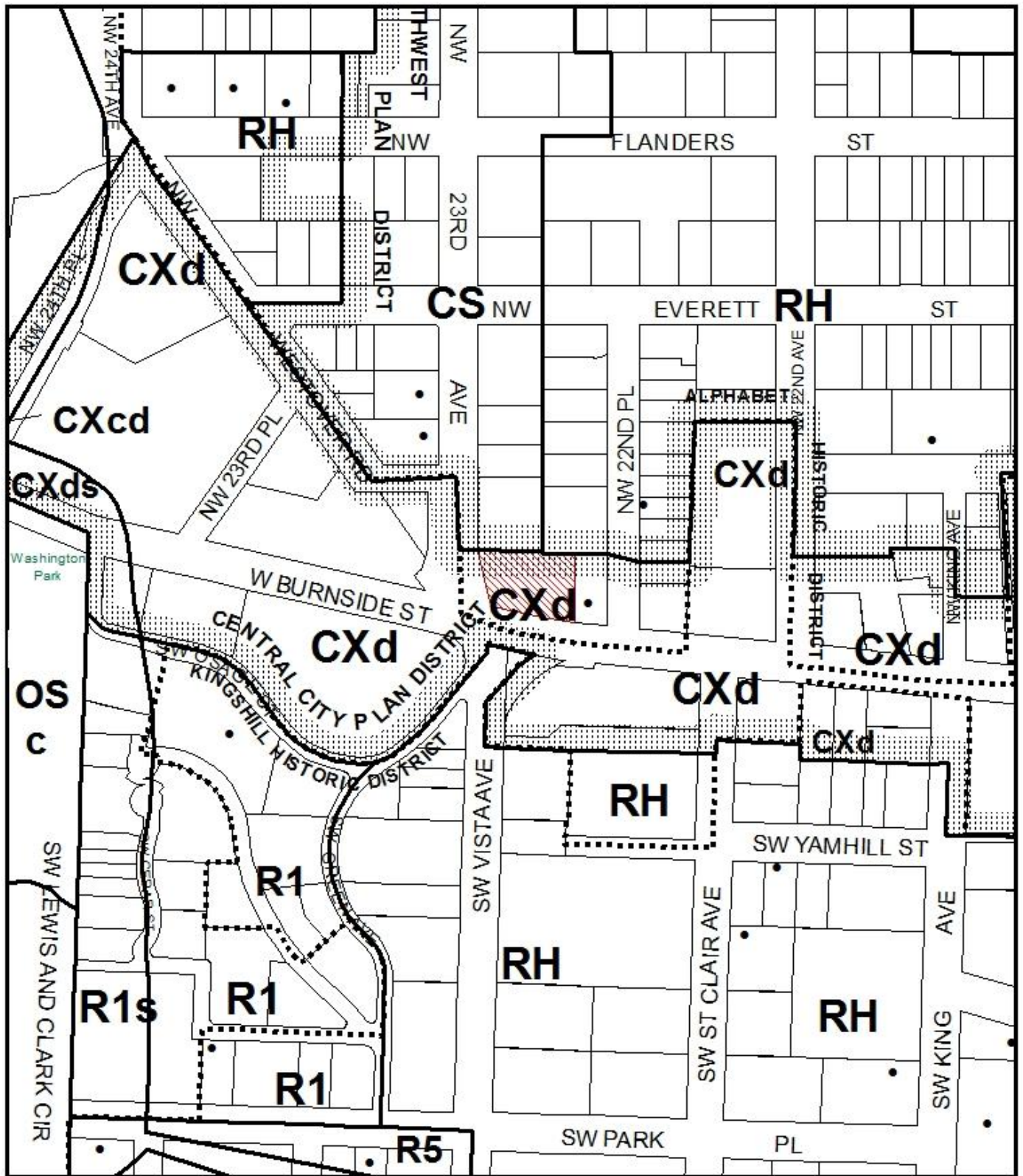
Applying for your permits. A building permit, occupancy permit, or development permit may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

- 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 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
 - 1. Original Project Description & Response to Approval Criteria
 - 2. Response to Incomplete Letter - Revised/ Supplemental Project Description & Response to Approval Criteria, Rec'd 6/13/2016
 - 3. Original Drawing Set – Not Approved/ For reference only
 - 4. Revised Drawing Set – Not Approved/ For reference only, Rec'd 9/15/2016
 - 5. Revised Drawing Set – Not Approved/ For reference only, Rec'd 10/18/2016
 - 6. Revised Drawing Set – Not Approved/ For reference only, Rec'd 10/31/2016
 - 7. Request for Extension of the 120-Day Review Period (for an additional 120 days)
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Vicinity
 - 2. Cover Sheet
 - 3. Site Plan (attached)
 - 4. South Elevation – Visualization
 - 5. West Elevation – Visualization
 - 6. Proposed South Elevation (attached)
 - 7. Proposed West Elevation (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses:
 - 1. Life safety Division of BDS
- F. Correspondence: none
- G. Other:
 - 1. Original LU Application
 - 2. Historic Alphabet District National Register Nomination, page 315
 - 3. Incomplete Letter from staff to applicant, sent 4/1/2016
 - 4. Correspondence between staff and the applicant dated from March 29, 2016 to December 20, 2016.

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



This site lies within the:
 CENTRAL CITY PLAN DISTRICT
 GOOSE HOLLOW Sub District
 ALPHABET HISTORIC DISTRICT

- Site
- Historic Landmark

File No.	LU 16-138787 HR
1/4 Section	3027
Scale	1 inch = 200 feet
State Id	1N1E33CB 1200
Exhibit	B (Mar 24, 2016)

MATTRESS FIRM

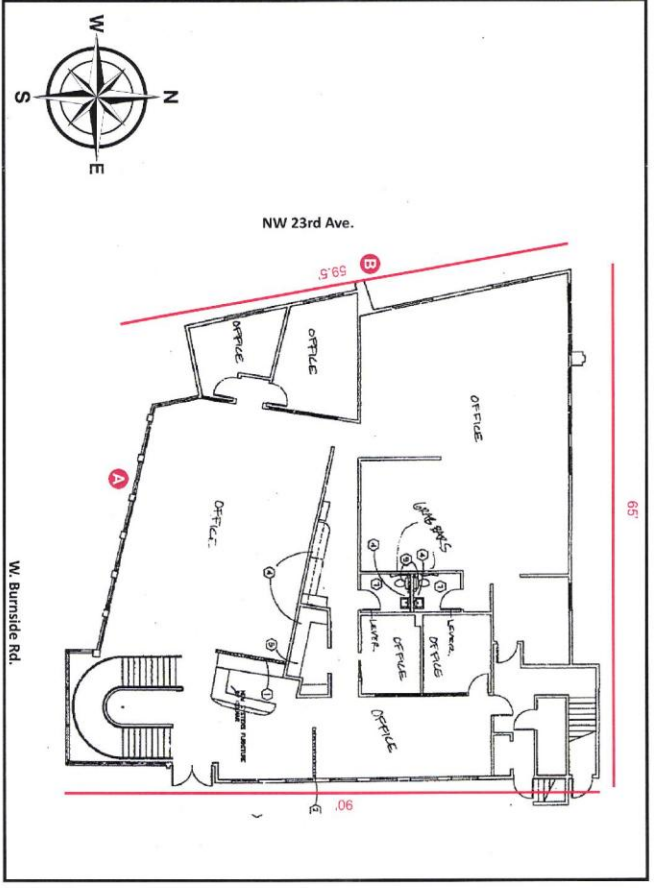
West Burnside
2275 W Burnside St. Portland, OR 97210

SIGN A	Type: 12" Mattress Firm
	Material: Aluminum FCO Letters, Flush Mount
	Illumination: Non-Illuminated
Square Footage:	2500 32.6
SIGN B	Type: 12" Mattress Firm
	Material: Aluminum FCO Letters, Flush Mount
	Illumination: Non-Illuminated
Square Footage:	2500 32.6

Approved
City of Portland - Bureau of Development Services

Planner: _____ Date: _____

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



Apex Sign Group
1000 NE Oregon Street, Suite 100
Portland, OR 97232
503.255.8888
apexsigngroup.com

Mattress Firm - Sleep Train
West Burnside
22575 West Burnside Street
Portland, OR 97210

Project ID#: **107091**
Project Mgr: Denise Childers
Designer: A. Siluantes
Created on: 6/18/2015

REVISION	DESCRIPTION
R1	Added freeway to letters
R2	06/22/2016 AS reduce close to 37.5ft.
R3	10/11/16 KF - Modified Letters to PVC FCO's
R4	10/28/16 MD Changed FCO to aluminum, removed backer panel

EXIT C-3
LU 16-158787 HR



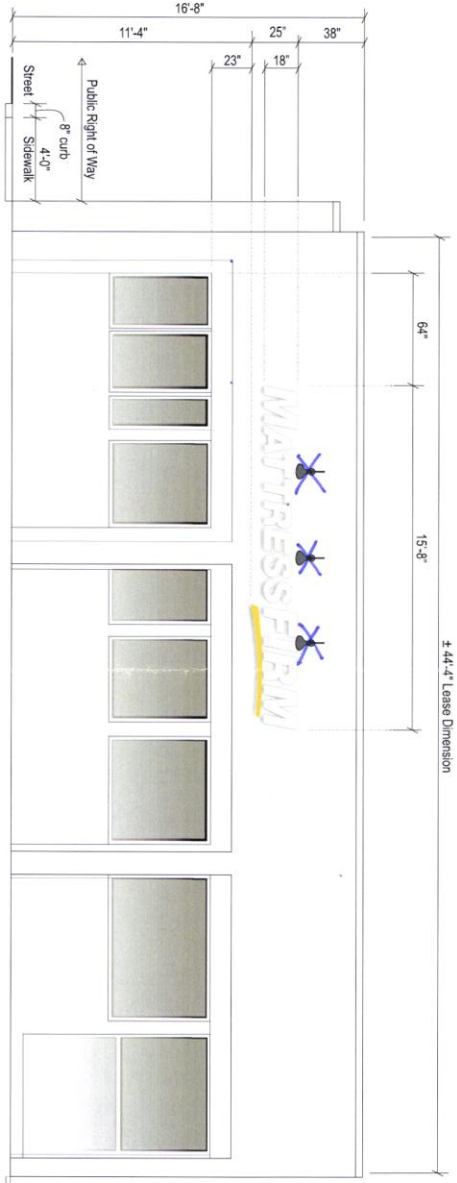
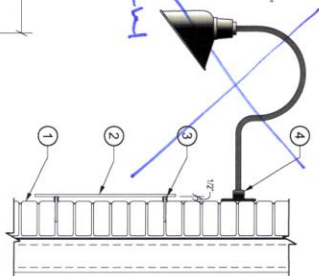
Sign Attachment Details

Scale: 3/8" = 1'-0"

Specifications:

1. Existing Facade Brick
2. 1/4" Routed aluminum F.C.O. letters: Painted white w/ "Swoosh"
3. PTM PMS 123C Yellow
4. Pin-mounted w/ 1/4" Ø studs; silicone w/ 1/2" standoffs
4. Coarsest light's track: (3) per sign

**ALL LIGHTING REMOVED FROM THE SCOPE OF REVIEW!*



Front Elevation for Mattress Firm

Scale: 3/16" = 1'-0"

	<p>Apex Sign Group is a leading provider of custom signs and graphics for businesses of all sizes. We offer a wide range of services including outdoor signs, window graphics, and interior signage. Our experienced team works closely with clients to create solutions that enhance their brand and drive business growth.</p> <p>1100 NE Oregon Street, Suite 100 Portland, OR 97232 503.251.1234 apexsingroup.com</p>	<p>Mattress Firm - Sleep Train West Burnside 22575 West Burnside Street Portland, OR 97210</p>	<p>Project ID#: 107091 Project Mgr: Danise Childers Designer: Mike DeHanco Created on: 10/28/2015</p>
	<p>REVISION</p> <p>R1</p>	<p>Approved City of Portland - Bureau of Development Services Date: 12.29.16</p> <p><i>Planner: [Signature]</i></p> <p><i>* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.</i></p>	

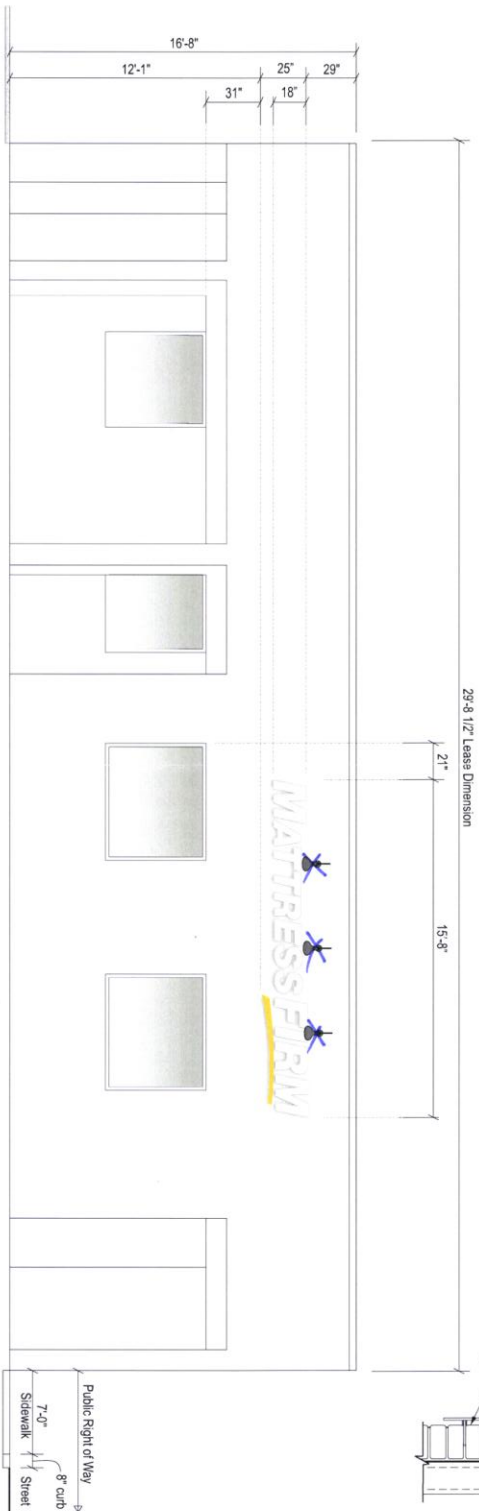
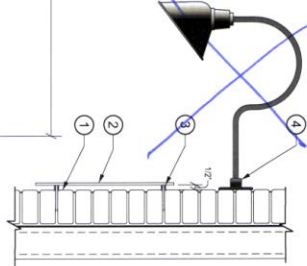
*EXT C-6
LV 16-138787HR*



Sign Attachment Details

Scale: 3/16" = 1'-0"

- Specifications:**
1. Existing Facade: Brick
 2. 1/4" Routed aluminum F.C.O. letters. Painted white w/ "Swoosh"
 3. PTM FMS 123C Yellow
 4. Pin-mounted w/ 1/4" Ø studs; silicone w/ 1/2" standoffs
- A. Gossamer-light brook-(2) per sign**
- * ALL LIGHTING REMOVED FROM THE SCOPE OF REVIEW**



Side Elevation for Mattress Firm

Scale: 3/16" = 1'-0"



1000 Broadway, Suite 2000, Portland, OR 97201
 503.251.1111
 www.apexsigngroup.com

Mattress Firm - Sleep Train
 West Burnside
 22575 West Burnside Street
 Portland, OR 97210

Project ID#: 107091
 Project Mgr: Denise Chiklers
 Designer: Mike DeLlano
 Created on: 10/28/2015

REVISION	DATE	DESCRIPTION
R1		

Approved
 City of Portland - Bureau of Development Services
 Planner: *[Signature]* Date: 12.27.16
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

EXH C-7
 LV 16-158707-R