



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

Chloe Eudaly, Commissioner
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Date: April 04, 2017
To: Interested Person
From: Arthur Graves, Land Use Services
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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 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 17-111463 DZ: SIGN ALTERATIONS

GENERAL INFORMATION

Applicant: Cyndi Kracke | Security Signs Inc.
2424 SE Holgate Blvd | Portland, OR 97202

Owner: Women's Healthcare Associates LLC
7650 SW BEVELAND RD #200 | Portland, OR 97223

Site Address: 10566 SE Washington Street

Legal Description: TL 600 0.97 ACRES, SECTION 03 1S 2E
Tax Account No.: R992032760
State ID No.: 1S2E03BB 00600
Quarter Section: 3141
Neighborhood: Mill Park, contact Doug Reed at dougrhomes@aol.com./Hazelwood, contact Arlene Kimura at 503-252-9429.

Business District: Gateway Area Business Association, contact Paul Wild at paul.wild@mhcc.edu

District Coalition: East Portland Neighborhood Office, contact Richard Bixby at 503-823-4550.

Plan District: Gateway
Zoning: CXd: Central Commercial (CX) with a Design (d) overlay
Case Type: DZ: Design Review
Procedure: Type II, an administrative decision with appeal to the Design Commission.

Proposal:

The applicant is seeking Design Review approval for a proposal to make exterior alterations to the subject property as follows:

- The addition of a sign to the center wall projection of the west elevation. The sign will be composed of individual aluminum letters that are halo lit on this elevation. The collective size of the sign will be approximately 55 square feet in size. All mounting

equipment as well as all conduit and associated electrical equipment will be internal and will not be visible on the exterior of the building.

Because the proposal is for non-exempt exterior alterations to an existing building on a site with design overlay zoning in the Gateway Plan District, Design Review is required prior to the issuance of building permits.

Relevant Approval Criteria:

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

- Gateway Regional Center Design Guidelines

ANALYSIS

Site and Vicinity:

The 42,253 SF site is located at the southwest corner of the SE Washington Street and SE 106th Avenue intersection and is within the Gateway Plan District. An existing one-story 9,431 SF building built in 1975 fronts both streets. The wood frame building, which was previously a restaurant for the past three decades has recently been remodeled per LU 16-154613 DZM.

In this location, SE Washington Street is characterized by low-density commercial development. Low and mid-density residential development and health services surround the commercial corridor. The area has a number of older auto-oriented developments with large surface parking lots fronting the street, wide curb cuts, very little landscaping and numerous freestanding pole signs.

Regarding transportation amenities, SE Washington Street is classified as a Transit Access Street and Major City Traffic Street in the Transportation Service Plan (TSP). Bus service to the site is provided on SE Washington St with the #20. SE Washington St is also a designated City Bikeway in the TSP and the site is also within the Gateway Pedestrian District.

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 (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 that prior land use reviews include the following:

- LU 69-100421: Ref. #MCF 186-69 ZC. Approval of shopping center expansion.
- LU 16-154613 DZM: Approval of façade and entry alterations.

Agency Review: A "Notice of Proposal in Your Neighborhood" was mailed **February 13, 2017**. No Bureaus have responded with no issues or concerns.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on February 13, 2017. One written response has been received from either the Neighborhood Association or notified property owners in response to the proposal.

1. Arlene Kimura, Hazelwood Neighborhood Land Use Committee, March 06, 2017. With concerns about the size and font of the proposed sign. (Exhibit F-1)

Staff Response: Staff worked with the applicant to reduce the overall size of the sign to approximately 55 square feet in size.

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 Gateway Regional Center Design Guidelines.

Gateway Regional Center Design Guidelines

The Gateway Regional Center is the City of Portland's only designated regional center. The area is envisioned to redevelop into a highly urbanized, pedestrian-oriented center, with an overall built size and scale second only to Portland's Central City.

The purpose of design review is to carry out the urban design vision for the District by emphasizing unique district assets in a manner that is respectful, creative, supportive, and compatible with all its areas. Although the District is a complex urban environment, it can become a cohesive whole with the use of these design principles.

Gateway Regional Center Design Goals

Ten goals for design review in the Gateway Regional Center have been established to enhance the area's design quality, support its livability, and guide its transition to a pedestrian-oriented, active, urban regional center. They are:

1. Encourage urban design excellence.
2. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Gateway Regional Center as a whole.
3. Provide for a pleasant, rich, and diverse experience for pedestrians.
4. Assist in creating a regional center that emphasizes a mix of active uses and experiences and is safe, lively, and prosperous.
5. Provide for the humanization of the Gateway Regional Center through the promotion of parks, plazas, open spaces, public art, and trees.
6. Integrate and honor the diversity and history of Gateway.
7. Integrate sustainable principles into the development process.
8. Encourage the development of a distinctive character for subdistricts within the regional center, and link them.

9. Encourage and incorporate transit orientation and usage.
10. Enhance the physical and visual linkages between the Gateway Regional Center and adjacent neighborhoods.

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

B Development Design

B1. Convey Design Quality and Building Permanence. Use design principles and building materials that convey quality and permanence.

B5. Integrate Roofs, Rooftop Lighting, and Signs. Integrate rooftop components, functions and related screening elements with the building's architecture. Integrate exterior lighting, signs and any related structural equipment at or near the roof with the building's architecture. Orient lighting to highlight the building's architecture.

Findings for B1 and B5:

The proposed sign, approximately 55 square feet in size, is the lone sign on the newly remodeled facility (LU 16-154613 DZM). The sign is well integrated into the building as it is located on the recessed central bay of the west elevation, above the facility's main entrance, and centered on the second story wall. The sign is constructed of individual aluminum letters 3 inches in depth and offset from the building an inch and a half. The individual letters are "halo" lit via LED cable internal to the individual letters. There will be no visible exterior conduit or wiring. Collectively, the location and overall proportionate size of the sign, the use of durable materials in the sign's construction, and the depth of the individual letters will provide a identity to the facility that is scaled to not dominate or detract from the surrounding environment.

Therefore these criteria 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. As detailed in the findings above, the proposal meets the applicable design guidelines and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of the addition of a sign, approximately 55 square feet in size, to the west elevation, per the approved site plans, Exhibits C-1 through C-4, signed and dated March 30, 2017, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through C) must be noted on each of the 4 required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE - Case File LU 16-283891 DZ." All requirements must

be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."

- B. At the time of building permit submittal, a signed Certificate of Compliance form (<https://www.portlandoregon.gov/bds/article/623658>) must be submitted to ensure the permit plans comply with the Design/Historic Resource Review decision and approved exhibits.
- C. No field changes allowed.

Staff Planner: Arthur Graves



Decision rendered by: _____ **on Thursday, March 30, 2017**
By authority of the Director of the Bureau of Development Services

Decision mailed: Tuesday, April 04, 2017

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 January 26, 2017, and was determined to be complete on February 9, 2017.

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 January 26, 2017.

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: Friday, June 09, 2017.**

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 Tuesday, April 18, 2017** at 1900 SW Fourth Ave. Appeals can be filed at the 5th floor reception desk of 1900 SW 4th Avenue Monday through Friday between 8:00 am and 4:30 pm. **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 **Wednesday, April 19, 2017 – (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:

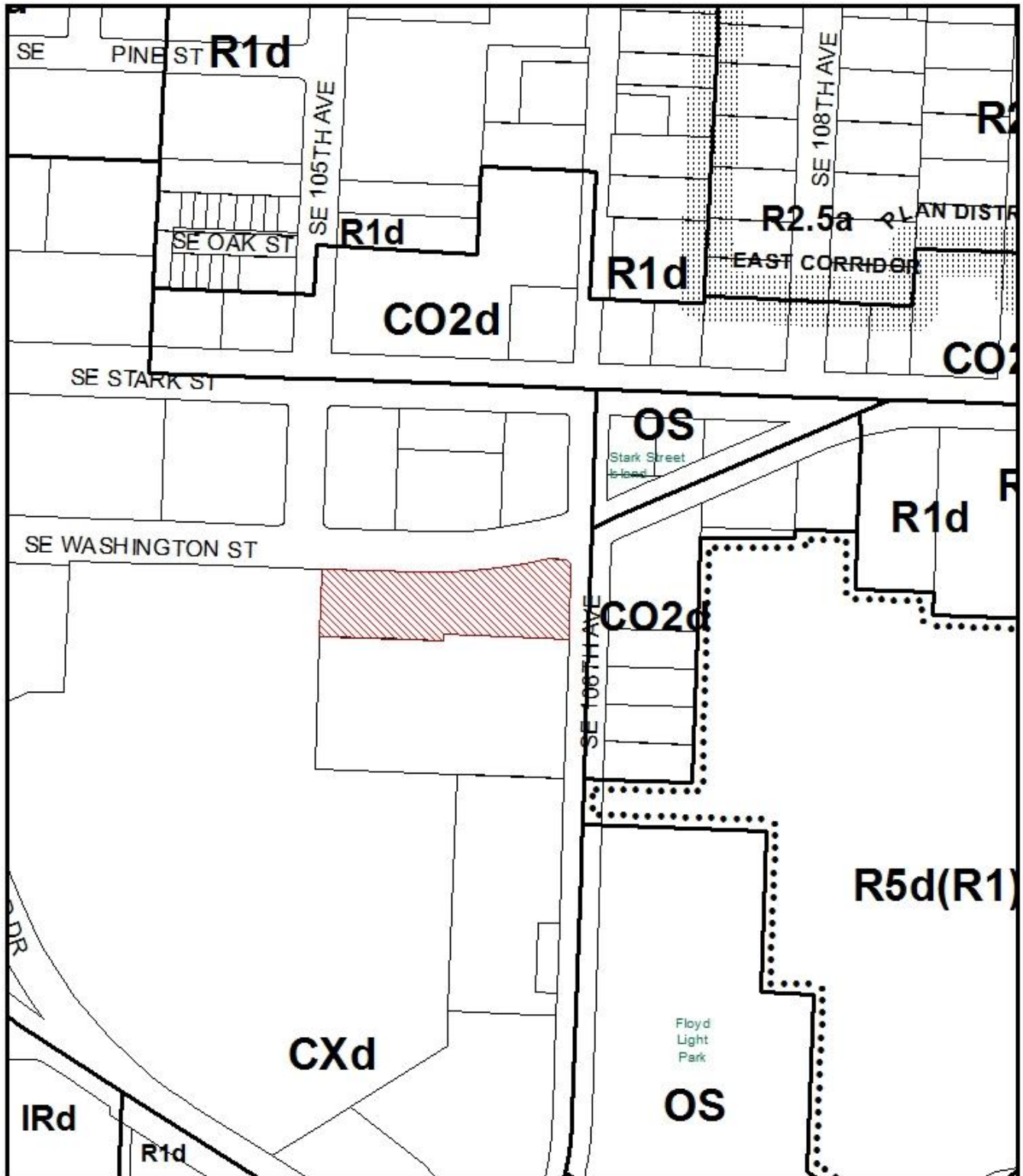
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS


NOT ATTACHED UNLESS INDICATED

- A. Applicant's Submittal
 - 1. Applicant's Statement Packet
 - 2. Original Submittal: January 26, 2017
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. Elevation: West (attached)
 - 3. Elevation: Enlarged
 - 4. Section/Detail
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: None Received
- F. Correspondence:
 - 1. Arlene Kimura, Hazelwood Neighborhood Land Use Committee, March 06, 2017.
- 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



This site lies within the:
GATEWAY PLAN DISTRICT

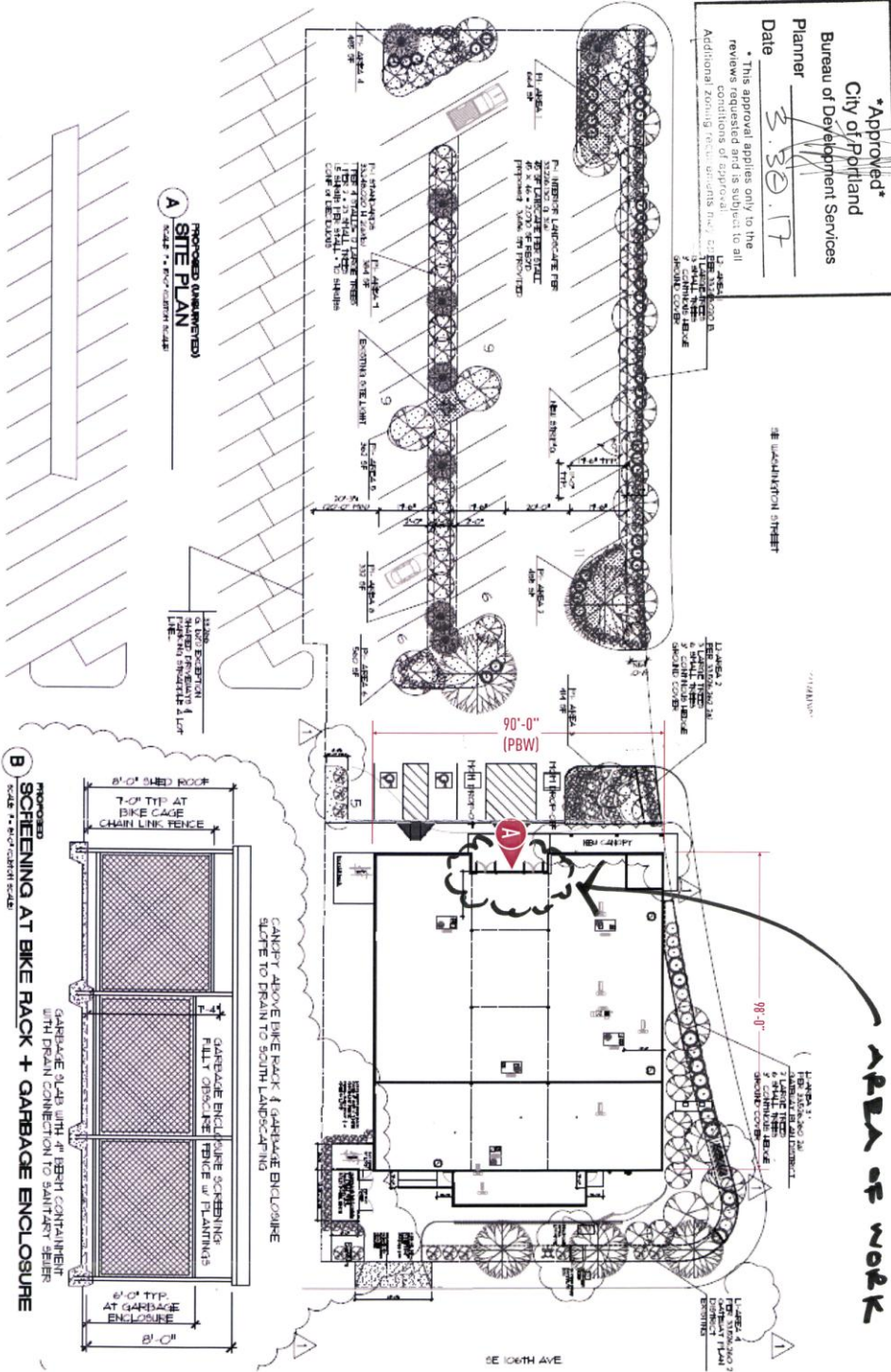
File No.	LU 17-111463 DZ
1/4 Section	3141
Scale	1 inch = 200 feet
State_Id	1S2E03BB 600
Exhibit	B (Feb 01, 2017)

DISPLAY | SITE PLAN

Approved
 City of Portland
 Bureau of Development Services

Planner S. BOLT
 Date 3.30.17

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



A PROPOSED (UNIMPROVED) SITE PLAN
 SCALE: 1/32" = 1'-0"

B PROPOSED SCREENING AT BIKE RACK + GARBAGE ENCLOSURE
 SCALE: 1/8" = 1'-0" (VERTICAL SCALE)

SCALE: 1/32" = 1'-0"

LV 17-111463B2

COLORS

CITY CODE ALLOWANCE

City of Portland Development Services, Inc.
 1200 NE Oregon Street, Portland, OR 97232
 Phone: 503.944.1111
 Fax: 503.944.1112

This plan is intended to be used in accordance with the provisions of the City of Portland Code. The user assumes all responsibility for the accuracy and completeness of the information provided.

Date: 01.16.2017
 Drawing: 16-PR2561UR
 Sheet: 4 of 4

Client Approval: Eyal
 Landlord Approval: Eyal

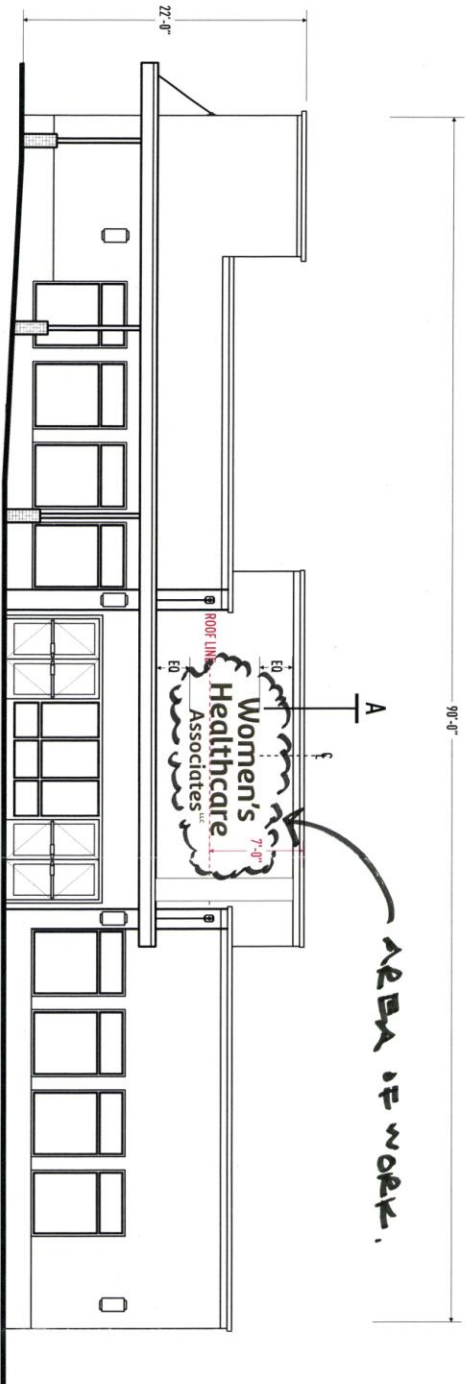
SECURITY SIGNS
 securitysigns.com
 98524 17288
 503-224-4172
 WA.SIGNS@GMAIL.COM

MUSA
 NORTHWEST SIGN COUNCIL
 Account Manager: Dylan Martin

Women's Healthcare Associates
 10565 SE Washington St.
 Portland, OR 97216

LV 17-111463 B2

EXTERIOR | WEST ELEVATION WALL DISPLAYS



A | WEST ELEVATION RENDERING ONLY
Scale: 1/8" = 1'-0"

Approved
City of Portland
Bureau of Development Services
Planner _____
Date 3.30.17
* This approval applies only for the
reviews requested and is subject to all
Additional zoning, development, and
other applicable rules and regulations.

COLORS	CITY CODE ALLOWANCE	NOTE: VERIFY WALL COLOR.	<small>© Copyright 2017 by Sign-A-Rama, Inc. All rights reserved. No part of this publication may be reproduced without the prior written permission of Sign-A-Rama, Inc. This document is the property of Sign-A-Rama, Inc. and is loaned to you for your use only. It is not to be distributed, copied, or otherwise used without the prior written permission of Sign-A-Rama, Inc.</small>
	1850 E. Main Street, Portland, OR 97214		

SECURITY SIGNS
12415 NE 40th Avenue
Portland, OR 97218
503-224-4172
securitysigns.com
9700 NE 4th Avenue
Portland, OR 97218
503-533-8100

MSA
MOUNTAIN SIGN ASSOCIATES
NORTHWEST SIGN COUNCIL

Account Manager: Dyan Martin

Project Name
Women's Healthcare Associates
10544 SE Washington St.
Portland, OR 97216

Client Approval: _____
Landed Approval: _____
Date: 03.14.2017
Drawing: 16-PC564UR-1
Sheet: 3 of 4

17-11163 D2